George A. Phillips, president of the New York Advertising Club, escorts Queen Sugar XII, Faye Coco, up the staircase of the club on New York's Park Avenue as she was featured guest of the club's "Louisiana Day" luncheon in June.—Photo by Paul Parker.

Center of attraction is Queen Sugar, Faye Coco, during the New York Advertising Club's "Louisiana Day" luncheon in June. At the CBS microphone is Club President George A. Phillips, while Charles Green, managing director of the club, looks on.—Photo by Paul Parker.
New York, N. Y. — Queen Sugar XII, Faye Coco of Reserve, La., selected as queen to reign over Louisiana’s Sugar Cane Festival and Fair, shown as she arrived from Louisiana by American Airlines as guest of the New York Advertising Club to be honored during the club’s “Louisiana Day” luncheon, Friday, June 25. Accompanied by Dr. C. A. Ackal (left), past president of the Louisiana Sugar Cane Festival and Fair association, the 19-year-old beauty was greeted at LaGuardia airport by airline stewardess Jane Gerver and Stanley Kreutzer, chairman of “Louisiana Day” at the Advertising Club.
Royalty of the 1953 Louisiana Sugar Cane Festival and Fair pass in review before their subjects down New Iberia’s Main street in September, 1953. Enthroned on the royal float are Queen Sugar XII, Faye Coco of Reserve, La., and L. A. Borne, of Raceland, La., King Sucrose XII—Breaux Photo.
Queen Sugar XII, Faye Coco (left) of Reserve, La., was among the Royalty at the Mardi Gras Ball held by the Louisiana State Society of Washington, D.C., Feb. 26, 1954, in the Grand Ballroom of the Mayflower Hotel, in Washington, in a salute to the Louisiana Sugar industry. With Queen Sugar are Lawrence C. Levert, Jr., Thibodaux, King of the Ball and Miss Jo Ann Elder, Opelousas, Queen of the Ball. Queen Jo Ann was presented by Earl Warren, Chief Justice of the United States.—Photo by Seth Musa.

Miss Betty David, (left) of New Iberia, Queen of the International Rice Festival for 1952, held at Crowley, La., was also among the beautiful queens attending the Mardi Gras Ball staged by the Louisiana State Society of Washington, D.C. in Washington, Feb. 26, 1954. With her are Lawrence C. Levert, Jr., Thibodaux, King of the Ball and Miss Jo Ann Elder, Opelousas, Queen of the Ball.—Photo by Seth Musa.
King of the Mardi Gras Ball which saluted the Louisiana industry; Miss Betty David, New Iberia, Queen of the International Rice Festival, held at Crowley, La.; Miss Janell Babineaux, New Iberia, Queen of the Dairy Festival, held at Abbeville, La.; Mrs. Ray (Moon) Mullins, New Iberia, wife of the Louisiana Sugar Cane Festival and Fair association president and official chaperone on Sugar XII; Lawrence C. Levert, Jr., Thibodaux, who reigned as the trip; and Congressman E. E. Willis.—Photo by Seth Muse.
Miss Janell Babineaux, (left), of New Iberia, 1953 Queen of the Dairy Festival held annually at Abbeville, La., adds her beauty beside the throne and the Louisiana State Society of Washington. D. C. annual Mardi Gras Ball in Washington’s Mayflower Hotel, Feb. 26, 1954. With Janell was Her Majesty, Jo Ann Elder of Opelousas, Queen of the Ball, and His Majesty, Lawrence C. Levert, Jr., of Thibodaux, King.—Seth Muse Photo.
The Following Iberia Merchants Say:

‘Welcome Queen Sugar XIII
And All Festival Visitors to New Iberia’
Queens Hail their Festival Subjects

Children’s Parade is Festival Attraction
At the 1953 Sugar Cane Festival

On hand for Blessing of the Crops at the 1953 Sugar Cane Festival and Fair were: (left to right), L. A. Borne of Raceland, King Sucrose XII; His Excellency, Bishop Jules Jeanmard of Lafayette; Queen Sugar XI, Sydnie Mae Maraist of St. Martinville, and the Rt. Rev. Msgr. Albert Bacque, then pastor of St. Peter's parish in New Iberia.—Breaux Photo.
One of the highlights of the 1953 Sugar Cane Festival held in New Iberia was the colorful coronation pageant in which the Louisiana Purchase of 1803 was re-enacted, followed by the selection of Queen Sugar XII, Faye Coco of Reserve. In lower photo, she is enthroned with King Sucrose XII, L. A. Borne, of Raceland. Maids are Jeanette Patin (right), Breaux Bridge in St. Martin parish, and Pat O'Brien (second from left) of Lafayette in Lafayette parish. At far left was the retiring queen, Queen Sugar XI, Sydnie Mae Maraist of St. Martinville—Breaux Photos.
GREETINGS TO QUEEN SUGAR XIII
And Festival Visitors
from
the following IBERIA MERCHANTS
“BOUILLABAISSE” and the name, Tom Bulliard are synonymous as far as folks in this section are concerned. Tom, manager of Evangeline Pepper and Food Products of St. Martinville, like his father, the late Edmond Bulliard, is a gourmet from way back.

Bulliard parties are famous for fun and laughter and the climax comes when Tom dons his chef’s hat and apron and heads for the kitchen. Soon the aroma of chopped onion and tomatoes fills the air and guests eagerly await the announcement that “soup’s on”.

Tom’s cherished recipe for bouillabaissse, calls for one pound of fish per person, 1-4 pound of chopped onion for each pound of fish, two cans of whole tomatoes for each five pounds of fish, and a cup of salad oil with salt and pepper added.

Positive success is assured by using a round bottom, heavy pot which has been greased thoroughly, bottoms and sides included. A layer of well-seasoned fish, preferably gaspereaux (sheepshead) or red fish, is placed at the bottom of the pot and spread generously with a layer of onion and tomato paste. Another layer of fish is added, followed by layers of onion and puree. This procedure is repeated until all of the fish has been put into the pot. Tom makes sure that onions and puree cover the top layer of the fish before he lowers the cover.

The chef maintains that a slow fire is required and the time allotted is two hours or more, depending on the quantity.

Bouillabaissse originated in Marseilles, and the old Creole tradition is that it was the discovery of two sailors. Today it is high on the list of favorite dishes but only in this section can the real Creole “bouillabaissse” be enjoyed.

BARBARA A. BURKE

TOM BULLIARD
GREETINGS
TO THE SWEETEST QUEEN

from
NIC DEROUEN
SHERIFF, IBERIA PARISH

May Your Reign be a
Happy One and Always
a Joyful Memory

To All Festival Visitors A Most Hearty Welcome