**SOME RULES BY MR. AND MRS. ROUSSEL**

**How to Judge Good Andouille**

To aid the judges at Riverside Academy's first annual Gumbo Festival in Reserve last year, Mr. and Mrs. Warren Roussel, founders of Roussel's Restaurant in LaPlace, prepared the following rules for Mrs. Rose Boe, chairman of the Riverside festival:

1. **Importance of Ingredients:**
   - A. Chicken should be well cooked and not falling off bones.
   - B. Andouille should be well cooked and a good quality (not fat).
   - C. Oysters should not be put into gumbo until it is done. Add oysters last to boiling gumbo, bring to boil and cut fire off.

2. **Color:**
   - The color of gumbo depends on the right color of the roux. If the roux is too dark, the gumbo will be too dark. If the roux is too light, the gumbo will have an unappealing color—light.

3. **Seasonings:**
   - There should be plenty onions, garlic, celery, green onions, and parsley.

4. **Thickness:**
   - This depends on the right quantity of flour in making the roux. Gumbo should have the consistency of a thin gravy or sauce.

5. **Manner of Serving:**
   - Gumbo file should not be added to pot of gumbo unless it is to be served immediately—it will beropy. If it is to be served at intervals, add 1/4 to 1/2 teaspoon to each plate on top rice, followed by hot gumbo juice.

**Variation**

(Reprinted from an article by Waverly Root which appeared in November 17, 1971, issue of the New York Herald Tribune)

"For the last hundred years or so, andouille has been a slang synonym for a stupid or silly person; and someone both tall and unintelligent is described as 'un grand de pendur d'andouilles' (a great reacher-down of sausage). This phrase has saved the rare word 'dependeur' from oblivion; it is almost never used otherwise.

Its contemptuous character has not discouraged the light-hearted andouille makers of Vald'Adol, banded together in the Confraternite des Taste-Andouilles, from calling its members "dependeurs" and one of its officers the "grand dependeur." Another popular expression the andouille has given to the French is "filee comme une andouille" (trussed up like a sausage), which describes anyone whose clothes are too tight."

**Other Uses**

In answer to the question "What in the world do you do with andouille except make a gumbo?"

Mary Duhe—"Use rabbit, squirrel or duck in andouille gumbo instead of chicken. We make a lot of game dishes."

Lyle Camer—"Just slice it and eat it. I love it that way."

Dr. Gerald LaNasa—"Use as a charcoal hors d'oeuvre."

Andreu Bourgeois—"Dip barbecued or plain andouille on toothpicks into hot mustard. It's delicious."

Joy Clement—"I fry andouille. Just prickle it with a fork, add a little water to the pan, and fry until tender."

Sandra Cortez Boe—"My mother smother okra down over andouille. Sometimes she uses smoked sausage, too. It's really good. Did you ever try a 'dirty rice' made with andouille?"

Anna Martin—"I've eaten okra gumbo with andouille. My mother used to cook it that way when I was younger."

Donna Melancon—"Once I ate seafood gumbo and it had andouille in it too."

Lots of people—"Saute onions and andouille, then smother cabbage down over it."

Still others—"Use it with snap beans and new potatoes."

Waverly Root, renowned food writer—"When andouille is served hot, it is usually accompanied by mashed potatoes or warm applesauce."

The Picayune Creole Cook Book—"This sausage is generally served with mashed potatoes, a puree of peas or lentils. The chitterlings are first boiled in an aromatic water, with an herb bouquet, or in milk, they are then broiled, or baked in the oven for eight or ten minutes."

**Jambalaya**

On the German Coast the dish is commonly called "red rice" because of its color, and the recipes are as varied as the people who make it. This is a "quick" recipe, for hurry-ups or beginners.

1. Heat 1 lb. andouille, sliced into thin "wheels."
2. Add 3 tbsp. vegetable oil
3. 1 cup (1 large) bell pepper
4. 1 cup (1 large) onion
5. 1 clove garlic, minced
6. 2 tsp. salt
7. 2 tsp. Worcestershire sauce
8. 1 tsp. thyme
9. Dash Tabasco sauce
10. carbs.

Simmer gumbo juice. Add seasonings, tomato sauce and broth. Simmer 10 minutes. Add rice and meat. Cover and cook over low heat about 25 minutes.

Fluff rice with a fork and cook uncovered about 5 minutes longer. Rice should be full and dry and have absorbed the color of the broth to be right. Add a bit more water if needed.

**26 Tons**

We got curious about how much andouille is produced in East St. John the Baptist Parish year by year. So we took the estimates of five producers—Three Sisters, Nat Jacob, Keating's Store, Haydel's Red and White and Diddy Jacob and averaged them out.

Without giving away any production figures we can tell you they produce an average of 33,650 pounds of andouille a year. That is 26 tons and 1000 pounds left for snacking. Remember that is only five producers, and only on the East Bank.

But shades of good eating! That's a lot of gumbo.

---

**Roussel's**

**SPECIALTIES**

**Andouille Gumbo**

**Seafoods**

**Choice Steaks**

Airline Hwy. LaPlace
IN BUILDING AN ANDOUILLE

Just Wood Isn’t Good Enough

Ask an andouille maker what he uses to smoke his product and he is never going to reply “Just wood.” More than likely he won’t even tell you unless you are a special friend. The most you can expect if you are not is a sly wink and a knowing smile. For the smoking process is the artistry of andouille.

No matter what the ingredients that are stuffed into no matter what sized casings, it’s the smoking that brings the customers back for more.

As the customers usually start out by being casual customers and wind up being rabid fans, it is small wonder that so much thought and effort is put into the smoking of the meat. And smaller wonder it is usually a closely-guarded secret.

It’s just as easy to ruin the meat as it is to turn it into a perfect andouille. A producer has to know exactly how much wood to use for the amount of andouille, the size of the links—even the weather. Then he has to know exactly how long it will take to get the desired effect of color and proper cooking.

He has to know whether or not the fire is too high—it must never flare—or not high enough. Over and above the wood and smoking are the sweet toppings sometimes added over the wood. As in the wood the proper amount to create the desired taste and color has to be used.

Many manufacturers who are best known for the color and taste of their andouille are those who add these special toppings. These are sugar (usually brown), molasses, pieces of cured sugar cane or even cane syrup.

So easily is the flavor of the meat affected that no fuel at all can be used to start the fire. Many times those things used to smoke by some are considered by others as only “starters” for their own choice of wood. This is sometimes the case with corncocks or willow wood.

There is one wood, though, about which everybody agrees. No pine. Surely, since pine is so easy to get there are those who have considered using it. But only once. Pine burns much too quickly, leaving the andouilles an unappetizing black color, and undermoked despite their charred color.

Further, even one piece of pine, no matter how small, will taint the meat with a pine oil taste. As pine oil has a pine oil taste. As pine oil has

Cypress, another, fast-burner, is not acceptable, and nobody could be found who uses mimosa.

There are woods which are very good for smoking andouille, however, and whether used as blocks, sawdust or in combination, can produce an excellent quality meat. These are, ideally, slow-burning, seasoned, fragrant woods—mostly hardwoods that have a certain body.

Among these favorites are pecan, oak, hickory, walnut, beech, hackberry, ash and willow.

In Val d’Ajol, France, a combination of beech and oak sawdust is used, those being easily-obtainable trees there. Since the Val d’Ajol andouille has its own festival every year and the small town is a proclaimed European andouille capital, their choice of woods must be a good one.

Some large producers (none known in this immediate area) use an “artificial smoke” on their andouille. Of course there is nothing wrong with this—it is probably on a par with the quick-aging of beer.

But making fully-smoked andouille is not easy. It takes too much technical knowledge. It is an art of trial and error, taste and acceptance, or rejection.

Most of all it is knowing as much about wood as a carpenter.

There is no way to judge which are the best woods to use. Nor which are the best andouilles. Neither producers, customers nor gourmets will ever agree. It is best simply to choose the producer who makes the andouille that suits your taste best, hope he lives to be 115, and never forsake him.
ALREADY A CELEBRITY

Vernon Clement

Vernon Clement, who sells his andouille in his store across the street from John L. Ory Elementary School in LaPlace, was an andouille celebrity even before the Andouille Festival.

Vernon has long been known locally for his andouille, but recently some added fame came about in a most unexpected manner. A car pulled up in front of his big country-style store, and a man and a woman came in and bought a link of andouille.

“They bought a Barlow Knife right off the shelf up here,” Vernon recalled. “They were on their way to Frisco Plantation (obviously San Francisco Plantation House), and they bought the andouille and ate it just like that. Here he spread his hands and laughed, but respectfully. “And that afternoon they came in and took the pictures.”

“The pictures” were television pictures, and Vernon’s illustrious customers were Terry Flettrich of the New Orleans-based WDSU TV’s Midday Show and a cameraman. Mrs. Flettrich, seemed to have just noticed the large-lettered “Andouille,” one of the products offered across a yellow and orange banner at the top of the store window. In any case she was so impressed with the Clement specialty—a mild, tasty blend—that she saw the immediate possibilities of a good feature for her noon hour show. Since Vernon is gregarious and outspoken, the whole thing—which incidently he didn’t get to see—turned out to be a charming part of Midday on Friday, September 22.

“They plugged Vernon Clement pretty good,” offered a customer, who had seen the show, and both went on to tell how Vernon, a “stick” of andouille in his hand, stood behind his meat counter and invited the whole television audience to Clement’s in no uncertain terms. “Come to Vernon Clement’s and get it!” he said, and waved his product grandly.

Why are people so impressed with his andouille? Well, its proud maker isn’t about to divulge any secrets. He just frankly isn’t saying. His smokehouse, behind his place of business, is off limits to any and all, and “the key is in my pocket,” he states emphatically. Who can blame him for wanting to keep the recipe secret? Any andouille good enough to get itself and the man who makes it on TV isn’t to be sneezed at. Vernon will say, however, that he smokes his andouille about eight hours, and makes two sizes—large and small. But how well, you can just guess and experiment all you want. Choices are you will never hit on his process anyway.

The long smoking accounts for the fact that people can eat and enjoy andouille cold. Any hint that his andouille is “raw” brings a vehement denial from Vernon. “It’s cooked! It can be eaten right away,” he protests.

Well, whatever the secret, and it won’t be revealed in the near future, evidently, Vernon says he learned it 14 years ago from his uncle, Robert Faucheux, who also retailed andouille. And he hasn’t let up much since. He makes more in winter than in summer, though.

Can he sell it all? “I sell everything I don’t eat,” he chuckled heartily, and then—“I’ll bet you’re going to print that!”

Right.

Reserve Tire Center

103 E. 12th St. 536-3244

Wheel Balancing

Home of

GOODYEAR

Tires & Batteries

See Our Display

at the

Andouille Festival
THE BIG BLUE MACHINE

For around 40 years the making of andouille and smoked sausage at Cox's Meat Market in Reserve on the Jefferson Highway was the same kind of guesswork as it is everywhere else. Was the temperature right? Was the weather affecting the smoking process? How was the color coming out? How long would the process last this time? Was the fire too high?

No more. Now Cox's is admittedly ahead of the times. The family-owned meat business has had in operation for about six months a blue electronic marvel, Koch's Smokehouse. The seven-foot high modern smokehouse enjoys a white-walled room of its own in the back of the market—a room almost miraculously free from the soot-covered walls associated with the smoking of andouille. In actuality it is only a few feet from where the old smokehouse once stood behind the store, but is far from it in technology.

Of course this new smokehouse is more complicated than the regular one, but its differences are all well-calculated in advance to be useful to its one purpose—the smoking of meat.

It is in two parts. The larger part resembles a tall oven, with ridges along both sides to hold the three-cornered metal racks which support the meat. It has a light inside, a large double-glass window on the door, and beneath this "oven" is a heater for the natural gas heating of the meat.

On the side of the smokehouse is the much-smaller smoker. This is an ingenious device consisting of several parts, actually. Into the top the smoking ingredients are placed and set to smoking by a lower burner. The smoke then drops through an opening onto a fan and is blown through an aperture onto the meat. The smoke is drawn up, circulating throughout the links of andouille, to a pipe through the ceiling which is operated by an outside turbine. This explains the absence of smoky walls.

Donald Cox, son of John Cox, who founded Cox's Meat Market so many years ago, speaks of the new smokehouse with great pride. He has been with the family business (now owned by his brother Henry) 10 years, and plainly feels the big blue smokehouse is the best thing that ever happened to andouille.

Cox's specializes in the delicious, large-link gumbo andouille. After its pure-pork and seasonings ingredients are stuffed into the large casings and tied off, a thermometer is placed in an andouille, the links are put into the smokehouse, and the three-to-four-hour process begins.

With the inside light and the thermometer, which can be seen through the glass door, there is no wondering. When the andouille reaches a certain temperature, it is done. And the temperature of the smokehouse itself, which is recorded on a large outside thermometer, can be thermostatically controlled.

All this is completely different from the way it was when John Cox, then in his 20's, started the business at the same location. In those days he only produced andouille in the winter months, but now that air-conditioning has come the andouille business is year-round. Years ago, a weekly 25 to 30 pounds of andouille was a large amount to produce, especially using the large barrels for smoking.

From barrels to a big blue machine, one thing hasn't changed at all. Cox's can still sell all the andouille it produces. And now, the amount it produces, like the area it serves, has expanded considerably.
Don's Super Market.

Don's Super Market, Central Avenue in Reserve, which is owned and operated by Don Cancienne, puts out a very pretty andouille. A dark golden-red double link about two feet long, it is the work of two men—Paul Clement and Allen Vicknair.

Both of them can be described as "old-timers" when it comes to making andouille, meaning neither is a rank beginner, despite the fact that one is considerably the other's junior.

Paul Clement is a cousin to Pierre Clement, and both have long been recognized for their andouille and just about any other meat product. Paul made andouille at the store his cousin owned for many years in Jacob Town, and obviously hasn't forgotten a thing he learned during those years of experience.

During that time he came to appreciate fully the beauty of oak wood for smoking, and he and Vicknair attribute the fine color of their product to "at least five hours of slow smoking."

The two have been making andouille at Don's for a year now, cutting the lean pork up, seasoning it and stuffing it into its casings on Monday and smoking it on Tuesdays. Yet there is more experience there than that year would seem to imply. Vicknair, though younger, has been making andouille quite some time himself, although not commercially. He learned how the best way possible—at home.

"I used to help my grandparents, Mr. and Mrs. Paul Duhe, at home. They made it for themselves, and we smoked it in barrels," he said.

Vicknair of the rack. "We hang other things we're going to smoke from that." He then displayed several round metal rods which were at waist level, from which the andouilles are hung.

The weekly output of Don's is about 100 pounds of andouille. They could probably sell more, because, as Clement sums up the feelings of all those who make andouille—"People advertise us. We don't have to put it in the paper."

This being "Andouille Festival Week," we at Don's Supermarket would like to wish the sponsors, promoters, cooks, workers, and gourmets all the success possible in having a big and rewarding turnout at the first "La Place Andouille Festival" this weekend. We know that it will be the beginning of many happy celebrations to come each year. Our advertisement this week will show that we are trying to offer to our customers all of the many products that have made our community unique for many years. We believe that anyone wanting to eat a superior product will gladly pay the price for it, so we do not sacrifice quality to cut price.

Look for the Label "Don's" or "Fresh Tasty"

ANDOUILLE $1.39 lb.

SMOKED SAUSAGE $1.05 lb. Mild – Hot

SMOKED CHICKEN 59¢ lb.

SMOKED TURKEY NECKS 59¢ lb.

WE ALSO HAVE AT VARIOUS TIMES
SMOKED RABBIT, SMOKED HOCKS AND
SMOKED CHICKEN PARTS.

Zatarain's Luzianne Pure COFFEE
1 lb. 69¢

Luzianne Tea Mix 5 oz. pk.
2 for 49¢

Bounty Towels Jumbo Rolls
3/$1.00

Large Fresh
Eggs 2 dozen 89¢

PRODUCE
Red Potatoes 10 lbs. 69¢
Yellow Onions 3 lbs. 39¢
Celery 25¢ each
Parsley or Shallots 2/25

Zatarain's
Black Pepper 4 oz. can 29¢

Luzianne Pure
Tea Mix 5 oz. pk.
2 for 49¢
A NEW BUSINESS

Haydel's
Red and White Store

Ralph Haydel, of Haydel's Red and White Store, 455 W. Main Street, LaPlace, is an old master who actually makes andouille. He is a bit younger than most who make andouille, but he is still capable of doing so. In fact, this is the first year Haydel's has offered not only andouille but its own hog's head cheese.

Haydel is new at meat production, having only been making fresh sausage for about 10 years. He has been in the building where they are now for 10 years, and he is one of the parish's recognized experts on andouille.

The first week Haydel's sold andouille in August it was judged that 300 pounds would be enough. They hadn't counted on the bevy of customers who referred to a "kind of mild" andouille, however, and had to go back into production to meet the demand. Now Haydel and Clement make an average of 190-200 pounds a week. They stress not only flavor but tenderness of the meat. 

Haydel and Clement make an average of 190-200 pounds a week. They stress not only flavor but tenderness of the meat. They use high-quality ingredients, such as fresh garlic and pork and red and black peppers. After filling the casings with the andouille, they are twisted into short double links and hung in a cooler overnight. This insures the maximum flavor of the meat.

The next day the links are looped over rods by their middle separation and hung in the smokehouse. Haydel's uses dried oak wood for the smoking ("We have a good supply on hand.") and smoke their andouille from four to five hours until it is a gentle golden brown color.

Another thing Ralph Haydel wants in the andouille is the leanness of the meat. "Of course the secret's in the smoking, too, but the real secret of the good andouille is lean meat."

The fat, he points out, will liquify as the andouille smokes. A good bit of this will drip out, but if there is too much it will turn hard inside the links. This gives the andouille a desirable quality.

Haydel and Clement make an average of 190-200 pounds a week. They stress not only flavor but tenderness of the meat. They use high-quality ingredients, such as fresh garlic and pork and red and black peppers. After filling the casings with the andouille, they are twisted into short double links and hung in a cooler overnight. This insures the maximum flavor of the meat.

The next day the links are looped over rods by their middle separation and hung in the smokehouse. Haydel's uses dried oak wood for the smoking ("We have a good supply on hand.") and smoke their andouille from four to five hours until it is a gentle golden brown color.

Another thing Ralph Haydel wants in the andouille is the leanness of the meat. "Of course the secret's in the smoking, too, but the real secret of the good andouille is lean meat."

The fat, he points out, will liquify as the andouille smokes. A good bit of this will drip out, but if there is too much it will turn hard inside the links. This gives the andouille a desirable quality.

Haydel and Clement make an average of 190-200 pounds a week. They stress not only flavor but tenderness of the meat. They use high-quality ingredients, such as fresh garlic and pork and red and black peppers. After filling the casings with the andouille, they are twisted into short double links and hung in a cooler overnight. This insures the maximum flavor of the meat.

The next day the links are looped over rods by their middle separation and hung in the smokehouse. Haydel's uses dried oak wood for the smoking ("We have a good supply on hand.") and smoke their andouille from four to five hours until it is a gentle golden brown color.

Another thing Ralph Haydel wants in the andouille is the leanness of the meat. "Of course the secret's in the smoking, too, but the real secret of the good andouille is lean meat."

The fat, he points out, will liquify as the andouille smokes. A good bit of this will drip out, but if there is too much it will turn hard inside the links. This gives the andouille a desirable quality.
ANDOUILLE IN HONG KONG

Henry ‘Diddy’ Jacob

The popular belief that people in Hong Kong eat only Chop Suey and Chow Mein is not completely true. Somewhere in that populous city someone eats andouille made by Henry “Diddy” Jacob.

Hong Kong is only one of the many cities worldwide with the distinction of being a patron of N. Jacob’s General Merchandise Store in LaPlace. It all began 47 years and about 600,000 pounds of andouille ago when the late Nelson Jacob acquired Alexander’s Grocery and Saloon. It was then he began making and selling andouille along with other “staple” goods.

“To my knowledge we were first in this area to make andouille commercially,” Diddy says proudly. “My father (Nelson Jacob) taught me how to make the sausage longer ago than I can even remember.”

Since 1925 andouille has been made on the premises (which in 1947 was moved into the old Maurin’s Home Staple Store) one to three times a week. Add that to the number of pounds per mixture—500 to 1,200,000— and you can see that 600 tons is a conservative estimate.

Diddy admits that there is little difference in the andouille made commercially. He uses fresh, lean Boston butt pork, red pepper, black pepper, salt and garlic and, no, he’s not saying how much.

“I have to protect my interests, just as you could have this story copyrighted,” Diddy said.

“But I’ve never done that and I don’t intend to do it raw,” we assured him. “Well then, I’ll never have one of my andouilles copyrighted,” he replied, “You understand?” “Yes.”

Everyone knows that peculiarities and the little differences make a good thing great.

“I smoke my andouille with aged pecan wood,” Diddy says, “and add sugar cane, molasses or corn cobs to the fire to give it a sweeter and more mellow taste and color.”

“Another difference is starting the fire with wood chips—starter fluids give the sausage a bad taste.

“I like to smoke the sausage very slowly—8 to 14 hours, depending on the size of the batch.”

Anything done that naturally and slowly has to be good.

Two smokehouses, each with a 650-pound capacity are in back of the store and we can guarantee that they have seen more sausage than Rowley Hymel.

Diddy is especially proud that Itoussel’s Restaurant is a client of his, purchasing about 60 one and one-half to three-pound links every week and sometimes more.

We suggested that he (Diddy) mail some of his andouille to New China for diplomatic reasons. Anything that good has to have universal appeal.

“Heck no,” he said, “since they try it how can I make enough to feed 750,000,000 people. We’d probably have to go to war.”

“Yeah, that’s true,” we said, “but just think—one day we could go into a Chinese restaurant and order sweet and sour andouille.” and that seemed a sweet note on which to end our talk—ELLIS LUCIA.

Jacob’s Store

“Since 1925, Makers of Fine Andouille’”

Box 26, LaPlace

652-9000

Shipped from our back yard... to ports worldwide
Nolan "Nat" Jacob laughs off the idea of any secrets connected with his andouille. His "secret" is fine quality and the way it sells proves him right. He retails nearly as much a week when he is promoting as many "commercial producers" (those who sell to stores). And all from his large yellow brick store next door to Gendron's TV and Appliances in the Milesville section of LaPlace.

As people did in the old days, Nat Jacob doesn't start making andouille and sausage until mid- or late October. This year he began work the week of October 9 and estimates he will end around Easter. This late starting date was just too late for one distressed customer who came in recently.

When told that andouille was not yet made she cried, "But what am I going to do? I've got a house full of people to feed Sunday and I promised them andouille and gumbo!" Then she left, bemoaning her mouth and obviousely not interested in the fact that within a few square miles she could purchase any amount of andouille she wanted.

This is typical of all places where andouille is made. There are people who just will not accept substitutes. This has helped Nat Jacob sell every link of andouille he can make. And this is, in his own estimation, "300, 400, 500 pounds a week. Around Christmas I make about 800 pounds at a time."

He prefers oak wood and no other, and adds to the smoking wood a variety of sweeteners to give the andouille a subtle flavor. Sometimes this is sugar, or molasses or even cured sugar cane when he has it.

The smokehouse in which he hangs his large andouille links onto hooks has been in operation since he went into business on April 1, 1950. In those more than 22 years of his work has been in repairing the smokehouse. "It's had seven or eight roofs," he said, and I had to do a little patching last week to get it ready."

Mr. Jacob has nothing but contempt for the wrong andouille meats, and while still insistent there is no secret to making andouille he refuses to use any but the most prime pork, calling much of the meat "scraps" or "fillers." He trims but the fat from the meat—"it is important how it is cleaned." So important that he uses only a little fat which he scrupulously trims from the lean meat, and that in sausage. The rest he sells to people who want to make cracklings from it.

Into the cubed lean meat he puts salt, pepper—both red and black—and a little garlic, and this is stuffed into large casings. The smaller casings some producers use he calls "sausage casings."

Around Jacob's Store during andouille season the good smells start around 7 a.m., when the wood topped with wood smoke filled the air. This process will last for at least seven or eight hours, and if the weather is windy can go on until 5 or 6.

Mr. Jacob knows well what he is doing. He realizes that too much wood will cook an andouille rather than gently smoke it, and too little will leave it underdone, so one of the things be must know is exactly how much wood to use.

He also reveals that on occasional an andouille may not be smoked thoroughly. "I take them out when they're wrinkled." Those that don't get that wrinkled texture the first day he will save and smoke the following day.

Nat Jacob learned a good bit of his andouille skills from watching his uncle, Edmond Alexander, make andouille in the big red brick Alexander's Store which still stands across the street and a few yards down the road from Mr. Jacob's own store.

The Jacob andouille once was mailed out to several states and as far as away as Guam, making its fame practically world-wide. It is able to keep for a very long time without refrigeration and can be shipped anywhere.

However, he has stopped mailing it to other states because of the trouble connected with that, and laughs, "I have slowed down a little lately anyway. That packing and mailing got to be too much of a bother. But I still can mail it anyplace in Louisiana."

It is for certain that as long as business continues to be good—and for years it has been excellent—Nolan Jacob is going to continue to produce some of the best andouille around.

NOLAN JACOB prepares to serve a customer

Best Wishes to the
"LaPlace Andouille Festival"

AIRLINE MOTORS
RESTAURANT

*SOUTHERN FRIED CHICKEN
*CHOICE WESTERN STEAK A SPECIALTY
*BAR SERVICE
*SOUVENIRS
*PRIVATE ROOMS AVAILABLE UP TO 120
*YEAR ROUND CRAWFISH DISHES &
CREOLE GUMBO
* SEAFOODS

OPEN 24 HOURS

CALL 652-9181

SERVICE STATION IN CONNECTION

AIRLINE HWY.

LAPLACE, LA.

NOLAN JACOB'S
Grocery
Jeff. Hwy. LaPlace
Store Hours: Monday thru Saturday
7:30am to 12:00 noon 2pm to 6pm
ph. 652-9990

LAPLACE, LA.
Gary Keating of Keating's Store, LaPlace, allows credit where credit is due. He makes no secret of the "secret" of Keating's andouille—it is hackberry wood. "You know, the tree with the little red berries." And the store window fairly shouts at you as you drive—"Old Fashioned Andouille."

Gary Keating takes credit himself for little more than cutting up some of the pork Boston butts which are the main ingredients of his tasty andouille. Until he underwent recent surgery, the andouille genius around Keating's was Lester Alexander. Since the operation though, Mr. Alexander has been forced to take a rest, so now the store's andouille is made by Matilda Barre and Danny Rome.

Keating's has long been known for its andouille. For years people from New Orleans and Baton Rouge have telephoned in their orders so as not to miss their chance at the andouille, or another specialty—sausage.

Gary Keating prefers hackberry wood for smoking good smoke to get around and through every link of meat. The result is worth all the work. People still come from far to buy Keating's andouille. These customers are true believers, part of the loyal following enjoyed by each and every producer of andouille in this parish. They are those who consider everybody else's andouille second best, and probably none of them will ever change their minds. As long as that is true the folks at Keating's will keep on looking for those little red berries.

LaPlace Pet Shop & Grooming Parlor
- Tropical Fish
- Birds
- Hamsters
- Gerbils
- Pet Supplies

All Breed Grooming
Bonnet Carre Shopping Center
Airline Hwy. LaPlace ph 652-9071
Hours: Mon thru Fri. 9am to 5:30pm Sat. 9am to 4pm

Keating's Grocery
West 5th at Camphor, LaPlace ph 652-6157

Andouille Year Round

Smoked Chickens Smoked Sausage

Smoked Turkey Necks

Hours 6am to 8pm Monday thru Saturday
8am to 12 Noon Sunday
The commercial operation known as Three Sisters, located on the Jefferson Highway in the Jacob Town section of Reserve, is now quite a business. It was established 12 years ago by three sisters who still are called, as points out a small town's reluctance to change—"the Catoire sisters." Certainly they were the Catoire sisters, but they are now Odette Sutton, Zelia Acosta and Leona Hymel.

The sisters began their andouille business in their home, making from 50 to 100 pounds a week at that time. To say the least, Three Sisters has grown considerably in the last few years. Their largest customer is the giant Schwagmann Bros. Super Market chain, whose owner, John Schwagmann "just loves Sister's andouille."

Production is far different, too. The sisters have gone from the house to a large compact building which they had constructed immediately behind their house. This building includes the room where andouille and their famous sausages are made, and the large metal-lined smokehouse.

To begin making the 400 to 500 pounds of andouille they produce each time, work begins quite early in the workroom which contains a refrigerator and all their tools. First the lean prime pork is rimmed and put into a large hand-crushed machine which chops the meat into just the right sized chunks. Next their own special seasoning mixture is added to about a 50-pound quantity of meat at a time and mixed well. The meat is then placed in a "stuffer," the prepared large, hard casings (which are judged by the sisters to be the thinnest and most tender) are slid onto the bottom spout and the andouilles are stuffed.

The long andouilles are then placed on long, round stainless steel rods and hung in the smokehouse. The wood is set smoking in two large wash tubs and placed in the smokehouse. If this fire becomes too high, threatening to overcook the andouilles or turn them black, bagasse is thrown on it to smother it down.

The Sisters prefer to smoke their famous product for at least five or six hours and up to eight hours. According to Zelia Acosta, "it takes from one hour to an hour and a half just to get the meat warmed up and cooking."

They work one day every other week during the "warm" months. Around late October to around Easter, the "cool" months, they are in full production, working on the same 400 to 500 pounds of andouille each time.

Their work doesn't stop after the smoking is done because their government-inspected smokehouse must be thoroughly scrubbed after each use, and then the andouilles must be delivered. Locally they deliver their product to the stores in their cars, many of their customers, who know the andouilles of the Three Sisters makes a very good substitute for ham in any dish.

The sisters like their product too, no doubt about that. "It's marvelous in mustard greens," said Zelia Acosta, and almost smiles her lips just thinking about it. Surely that is a good testimonial as you will get anywhere.

LEONA HYMEL, ZELIA ACOSTA and ODETTE SUTTON

INSULATION

- Saves on heating and cooling costs
- Increases comfort
- Meets environmental comfort standards
- Easy to install

Insulation won't rot, decay or settle. Made of fire-proof, time-proof fibers. Lasts indefinitely. Tough vapor barrier covers one side of insulation to protect your home from moisture for years to come.

Fiberglas 6" & 3"

Insulation Could Save You Over $3,000

C. T. Boudreaux Lumber Co., Inc.

355 West Main
Lutcher-Gramercy Hwy.
THOUGHTS OF AN EX-GOURMET

Can You Smoke a Football?

THE EDITOR
L'OBSERVATEUR

To sum it all up—quit. I never again want to discuss andouille, taste andouille or discuss andouille with another long-suffering and very bored person. Most especially I do not want to discuss andouille with the other end of the yardstick—those who get excited about it.

To begin with, it is one of the hardest words in the world to type. Every time I had to try for all those vowels my fingers got absolutely tongue-tied.

Now I took this job for various reasons, but the deciding factor was you. You compared this pull-out section to the recent one on football. “After all,” you said smoothly, “that one was about football, and this one is only about andouille. How much is there to be written about andouille?”

Well I’ve got one for you now. After some time of viewing, reviewing, and interviewing—and all—“How much can be written about football?” Can you eat a football? Can you smoke a football until is fairly bursting with good flavor? Would it make any difference what you used it for?

After I lined up the players I discovered not a soul agrees on anything. Andouille has thousands of fans if it was made in more places it would be millions; everybody has a secret play and a favorite game dish.

How much can be written about andouille? Well enough so that many times I felt I was in the middle of a South American soccer riot. I’ll admit that at first I was slightly deflated to think that so important a local product as andouille was practically a one-article subject, and started out with the idea of having to pad this pull-out section with recipes.

Since then I have read, listened, questioned and actually exclaimed in wonder. I have met opposing factions who are willing to square off against others much like the supporters of Archie Manning against those of Edd Harper.

I have been told many secrets, and found that nobody calls the plays the same. I’ve even had one retailer threaten to “hang me up by my heels” the next time he smoked andouille, and had the uncomfortable feeling he meant it.

But worse of all, I must tell you what my fairly close association with smokehouses has done to me personally. It has completely removed my sense of danger. I am a person who will leap to check if the house is burning if somebody two houses away lights a cigarette.

Yet the other day I sat smelling smoke, and waving a languid hand across my hair, remarked to my husband that lately I sure was beginning to smell like smoke all the time. After awhile I got up and strolled into the kitchen for a cup of coffee—to discover that my stove was on fire.

So this is it. Andouille has had it with me. Before I quit, though, I’m going to tell you that locally andouille is not second best to football. It is only quieter.

It has just as many players on the field and as many fans. Never once, when I mentioned andouille did anybody stare blankly at me and remark, “Ahn-Deux?” Isn’t he the guy that almost beat Truman in ’48?”

And another thing—everybody either loves andouille or hates it. It was either “Yum!” or “Yuck!” Consider then, how difficult it was for me to try to stand on the middle ground in size 10 shoes; yet I when there was none.

Now I am going to wash the smoke out of my hair, throw away my recording of “Smoke Gets in Your Eyes” and never again eat another piece of andouille. I’m joining A. A. Andouille Anonymous. This is it.

At least until tomorrow. And unless it’s cooked in red beans or snap beans and new potatoes, or in gumbo, or barbecued (mmm! or in potato stew, or……)

EDITH VICKNAIR

L’OBSERVATEUR, OCTOBER 26, 1972

MINIT MART

MILLET'S ACE

FOOD LAND

HARDWARE

Locally Owned & Operated by Denis Millet & Sons Jeff. Hwy. at 6th St. Reserve phone 536-8837

If You Want to Save Money

Read This Announcement

Due to increases of inventory and sales
Minit Mart Food Store has slashed all grocery prices 10 to 20 percent.
This is NOT a weekend special.

This will be our permanent policy.

This will enable our customers to buy their groceries at
below supermarket prices. The reason for this is the
2 percent discount you receive with our Key Stamp program.
This means for every dollar you spend at Minit Mart
it actually cost you 98¢.

If you don’t believe us come see for yourself

We give and redeem Key Stamps on all merchandise sold.
Groceries, Hardware, Gas, Motorola Televisions, etc.

We Accept Food Stamps

And don’t forget the Minit Mart Store in LaPlace at 5th and Fir.