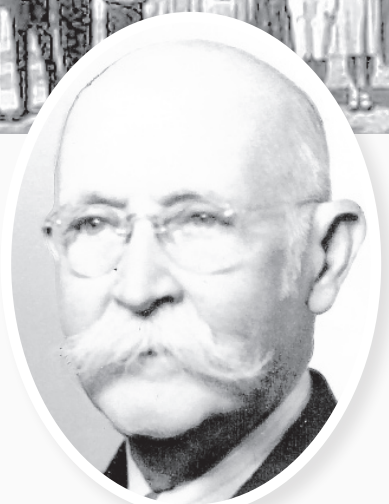
175 The Times-Picayune YEARS Since 1837

1889

ZATARAIN'S TRADEMARKED ITS FIRST PRODUCT when E.A. Zatarain invented a root beer he called Pa-Poose in 1889. Starting in a small warehouse on Valmont Street, the company grew as it began to produce mustards, pickled vegetables and extracts. Since then, the company has been sold multiple times but has retained its New Orleans roots. Zatarain's has a home in many New Orleans kitchens, but is now sold around the world.

HISTORIC NEW ORLEANS COLLECTION

VALMONT STREET: *The original New Orleans location of the Zatarain's factory at 925 Valmont St. in 1922. The company moved to Gretna after the Zatarain family sold it in 1963. It's now owned by the spice giant McCormick & Co.*



1889: *Portrait of Emile A. Zatarain, the Spanish-Basque immigrant who founded Zatarain's and Sons.*

DRINK

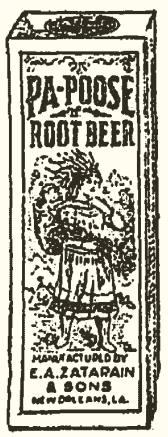
PA-POOSE Root Beer

The Delicious and Pure Root Beer

The All Year 'Round Drink

Originated by E. A. ZATARAIN in 1889

Manufactured and Bottled E. A. ZATARAIN & SONS



PRODUCT LINE: *Starting from a root beer extract, Zatarain's has grown to offer scores of spices, flavorings and meals.*

Tour of Papoose Laboratories Blends Savory Odors and Rare Sights of Interesting Foods

Not a perfume shop—a Papoose shop!

It was a memorably savory trip taken by several friends through the laboratories of E. A. Zatarain & Sons, Inc., the manufacturers of 152 Papoose pure food products. The building is located at 922 Valmont street, easy of access from the upper and lower business districts.

The first impression of the plant is the blend of pleasing odors permeating everything. Here you catch a

those in the front filled and ready for delivery, those in back being washed and assorted. The equipment is most up-to-date, a Meyer bottle washing machine cleansing each bottle with a Wyandotte solution, hot water and eight spinning brushes. All the water in the plant is run through a Lynn filter.

On the second floor much of the manufacturing is done. It is a perfect medley of diverse occupations. One girl in white apron and Dutch

FACTORY TOUR: *A 1925 article in The Times-Picayune described a visit to the Valmont Street plant, while in 1971, you could pick up a box of Fish Fri for just a quarter.*

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COMING TOMORROW

Police Chief David Hennessy is assassinated.

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