



An Abbreviated Article

The title of this article might indicate to the reader that this may be a shortened offering from yours truly, but instead it is on the topic of abbreviations commonly used in the Crescent City, or as some might say: **NOLA**.

Abbreviations are shortened forms of words or longer phrases found in almost every field or discipline of our daily lives, from commonly used abbreviations in names or titles, such as **Mr.**, as in Mr. Bingle, or **Dr.**, as in Dr. John., to quite commonly used local abbreviations, such as **MB** for Maison Blanche, and **KB** or **K&B** for Katz and Besthoff. They are commonplace in the use of weights and measures, distances, medicine, cooking and baking.

And if you need directions, it's best you know location abbreviations such as **Bldv.** and **Ave.** That's where New Orleans' neutral grounds are usually located.

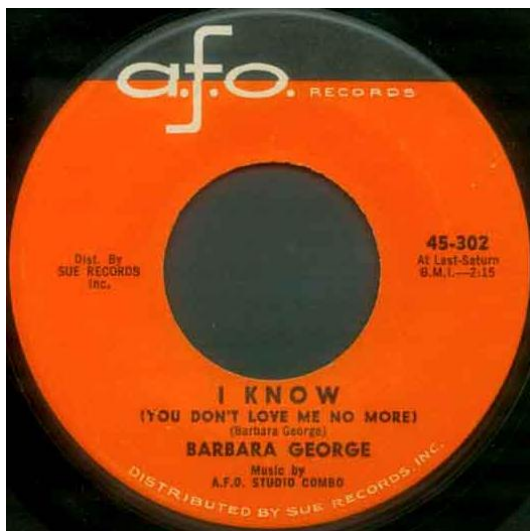
<h3>All Set To Open P & J Oysters</h3>  <p>Six hours from the water to you is all it takes P & J oysters, delivered to homes, restaurants and stores by the well-known New Orleans firm of Popich and Jurisich, whose headquarters, at 1039 Toulouse street, and partial staff of employes are to be seen in the photograph above. Popich and Jurisich are both planters and dealers in oysters, supplying high-grade Bayou Cook and Grand Bayou oysters not only to Orleanians but to many establishments in other cities. Specialists in this delicious cultivated food from the sea, you may order exactly the kind of P & J oysters you prefer—small or large, with little eyes or big eyes. They are strictly fresh, being rushed by fast delivery from the oyster beds on the Lower Coast. Your order will receive immediate and accurate attention. Call Raymond 7407.</p>	<h3>A & G Chief Cuts The Cake</h3>  <p>CLIFTON L. GANUS, president of the A & G Sandwich Stands, one of the most important groups of restaurants in New Orleans, personally sliced the cake at the dedication recently held at the newest of the A & G Sandwich Stands. This is located at 5143 Canal boulevard, near City Park avenue. "This," Mr. Ganus said, "is a real place to eat and was designed to give our patrons complete comfort and satisfaction." The A & G Stands throughout the city serve, delicious meals, sandwiches of all kinds, drinks and Fortune's ice cream.</p>
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*These ads ran side by side in the New Orleans Item, September 21, 1938. On the same page was an ad for the **L & L Shop** at 622 Canal.*

Many abbreviations have been used for so many years in New Orleans that we have forgotten what the original letters stood for. For example, there's **P&J's** Oysters, key supplier of oysters to restaurants

locally as well as nationally. John Popich was the "P" and Joe Jurisich was the "J", but Alfred Sunseri, a cousin of Joe Jurisich, was the driving force, and all these many years later, **P&J's** is still run by the Sunseri family. And the **A&G** Cafeterias, just like **K&B** and **MB**, "ain't dere no more". The "A" stood for Robert L. 'Bob' Atkinson and the "G" represented Clifton L. Ganus. Atkinson was bought out early on and has faded from memory. The **A&G** Sandwich Stand (No. 1) opened at 2627 Canal Street in 1932. It served sandwiches, **A&G** Root Beer and created the Chickburger that same year. Five years later, the company had 10 locations.

And don't forget **AFO** (All For One) Records, the first African American musician-owned record label, founded in New Orleans in 1961 by the highly accomplished arranger and producer, Harold R. Battiste, Jr. His first success came as a studio arranger on Sam Cooke's "You Send Me" in 1957, and he would work with Sonny & Cher for fifteen years in **LA** (that's Los Angeles, not Louisiana). **AFO's** big release was Barbara George's "I Know (You Don't Love Me No More)" in 1961, which topped the **R&B** (rhythm and blues) chart and hit #3 on the *Billboard* Hot 100 chart. The versatile New Orleans-born Battiste (1931 – 2015) was an artist and **A&R** man for Specialty Records on the West coast. **A&R** stands for artists and repertoire, and **A&R** is the division of a record label responsible for talent scouting and overseeing the artistic development of songwriters and performing artists.



Barbara George on **AFO** label **F and M** Patio Bar on Tchoupitoulas

What about **F and M** Patio Bar? The letters stood for owners Fump and Manny, John "Fump" Flynn and Emmanuel "Manny" Guillot, who

also operated a music hall across Tchoupitoulas during the 50s and 60s that hosted acts like Deacon John, John Fred and Irma Thomas.

And did you know that **NOMTOC** stands for "New Orleans Most Talked Of Club"? Founded in 1951, this Carnival Krewe on the West Bank began parading in 1970.



***NOMTOC** rolls on the Westbank*

There is more than one type of abbreviation. An acronym is, in fact, a totally new word created from the initial letters of a long name or phrase, for example, **HANO** (New Orleans Housing Authority) and **NOCCA** (New Orleans Center for Creative Arts). An initialism, on the other hand, is where a long word grouping or phrase is abbreviated to its initial letters but the letters are pronounced individually, not spoken as a word - for example, **BYOL** (Bring Your Own Liquor), an initialism often printed on an **F&M** event poster. An initialism can be considered

a type of acronym, but a true acronym is one that is pronounced as a whole new word.

The Saints are all over New Orleans, not only in the field of sports, but in streets and churches all over the city, such as **St.** Charles **Ave.** and the **St.** Roch market. **St.** Rita Catholic Church should actually be rendered **Ste.** Rita, but that gets a little complicated for most locals.

Alphabet Organizations or Agencies

During the administration of **FDR** (another set of initials), a number of agencies were created to stimulate job growth in the **US** (still another abbreviation). Known as "alphabet agencies", we also see these in our local government agencies, **NGOs** (non-governmental organizations, or non-profits) and other groups.

NORD (New Orleans Recreation Department).

NOPSI (New Orleans Public Service, Inc.), once the city's power and transportation company, today supplanted by Entergy and the **RTA** (Regional Transit Authority, another initialism). Its historic **HQ** (headquarters) at 317 Baronne **St.** (Street) since July 2017 is a luxury 217-room hotel featuring 58 suites.

PRC (Preservation Resource Center).

HNOC (Historic New Orleans Collection).

DDD (Downtown Development District).

CAC (Contemporary Arts Center).

Political Groups of the Black Community:

SOUL (The Southern Organization for Unified Leadership) – strong in the 9th Ward.

BOLD (Black Organization for Leadership Development), centered in Central City.

LIFE (Louisiana Independent Federation of Electors).

TIPS (Treme Improvement Political Society).

COUP (Community Organization for Urban Politics) – In Tremé and the Seventh Ward.

Local Radio and Television Call Signs

These are many, and I won't mention them all. As for **TV** (television), **WDSU** was first (December 1948) and its call letters stood for the DeSoto Hotel "D" (now Le Pavillon), "S" for the now-defunct New Orleans *States* newspaper and "U" for Joseph Uhalt, who founded the radio station as **WCBE** in 1923. The first letter, "W", is seen at the beginning of all stations east of the Mississippi River. "K" is used on all those to the west. **WDSU** moved into the historic Brulatour mansion on Royal Street in the French Quarter in 1950, today a newly-renovated part of **HNOC's** fabulous museum complex. **WDSU** aired **NBC** programs.

WJMR-TV (channel 61, today **WVUE-DT** on channel 8) was second and signed on in November 1953. **WVUE** aired **ABC** programming.

WYES-TV, our public station (once on channel 8, now on channel 12) was third and signed on the air in April 1957. **WYES** airs **PBS** broadcasts.

WWL-TV, first owned by Loyola University of the South, was actually the fourth New Orleans television station, first signed on September 7, 1957. It broadcasts **CBS** programs.

WGNO-TV, originally known as **WWOM** (Wonderful World of Movies), first hit the airwaves on October 16, 1967. The first independent station in Louisiana, its call letters were changed to **WGNO** in 1971. **GNO** stands for "Greater New Orleans" and is frequently used in local abbreviations. In 1995, **WGNO** switched its affiliation to the **WB** Television Network and to **ABC** the following year and has been its local affiliate since that time.

Loyola also owned radio station **WWL 870 AM**, and has been an affiliate of the **CBS** Radio Network since 1935.

AM, by the way, stands for amplitude modulation and **FM** stands for frequency modulation. The **FM** broadcast band falls within the **VHF** (very high frequency) area of the radio spectrum as opposed to **UHF** (ultra high frequency).

WNNR AM radio station aired the **R&B** themed Poppa Stoppa Show: "Poppa Stoppa is a Winner", as was **WNNR.**)

WTIX "The Mighty 690" and **WNOE** (1060 on your **AM** dial), named for its original owner, former Louisiana Governor James A. Noe, were popular Top 40 radio stations in New Orleans during the 50s, 60s and 70s. In 1954 **WTIX** was the first radio station to air a Top 40 radio format. They have both left **AM** and today have an **FM** radio presence.

WWOZ, on the the other hand, continues to broadcast **R&B**, early New Orleans recordings, Jazz, soul and local favorites. Many of these tunes came from hitmaker Cosimo Matassa's **J&M** Recording Studio, which he opened in 1945, at the age of 18, at the back of his family's business on Rampart Street and Dumaine. In February 1954, four of the top ten hits on the *Billboard* charts were recorded there. **J&M** stood for Cosimo's fathers initials **JM** for John Matassa.

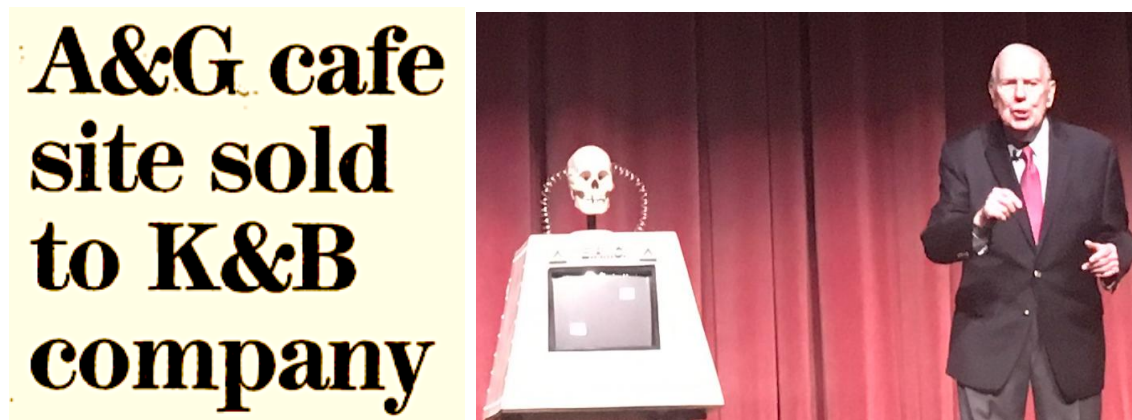


WWOZ's call letters were chosen in connection with the line from *The Wizard of Oz*: "Pay no attention to the man behind the curtain," indicating that the program content should be more important than that of the personalities who present the recordings. To this they have been faithful, but it doesn't mean individual **DJs** (disc jockeys) aren't loved by the listeners. **DJ** Soul Sister is just one that comes to mind.

As for the name Oz, the author himself, L. Frank Baum, explained that it came from "a little cabinet letter file" on his desk. While "wondering about a title for the story", his "gaze was caught by the gilt letters on the three drawers of the cabinet. The first was A-G; the next drawer was labeled H-N; and on the last were the letters O-Z. And 'Oz' it at once became."

Morgus the Magnificent

New Orleanians still adore the city's resident mad scientist, whose initials **MAM** stand for Momus Alexander Morgus. This author was delighted to attend a wonderful event recently, *An Evening with Sid Noel: Recollections of a Mad Scientist*, held October 13, 2019, at the Orpheum Theater. Sid Noel, who portrayed Morgus for so many years, regaled his audience with fascinating facts. Sid got his start on radio station **WWEZ-AM** before joining **WSMB-AM** in 1956. Sidney Noel Rideau (his real full name) agreed to host a television program on **WWL-TV** showing old horror movies only on the condition that "he could make the show funny." Morgus made his debut on January 3, 1959. **E.R.I.C.**, the talking human skull on the *House of Shock*, he revealed, was an acronym for Eon Research Infinity Computer. And **M.A.M.I.** (pronounced mammy) was an abbreviation for the Momus Alexander Morgus Institute, which supports the costs of all the experiments Dr. Morgus performs. Graduating with honors from the Vasco de Gama Medical School, Morgus is, after all, a true genius and member of the "Higher Order" with an **IQ** (intelligence quotient) reportedly "in the 300s".



1968 headline Sid Noel and E.R.I.C. on stage at the Orpheum

By now, I hope that you are **LOL** (Laughing Out Loud) and that we can become **BFFs** (Best Friends Forever). These are examples of how the advent of the internet and Social Media has brought about a whole new array of abbreviations into everyday use. Another one seen frequently in **emails** (electronic mail) is **OMG** (Oh My God, or in some parts of New Orleans: Oh My Gawd!).

Here are quite a few more **NOLA** abbreviations, acronyms and initialisms used within the Greater New Orleans area:

LSU (Louisiana State University) They're on a roll this year and the Tigers football team is on their way to Number One. Still, I'm a Tulane (**TU**) man.

R&O's stands for Roland and Ora Mollere, who co-founded the popular restaurant in Bucktown. The couple met as kids, ran off at age 16 with ten silver dollars to get hitched and were married for over 68 years. Ora Dedebant Mollere died in 2014 and Roland F. Mollere died in 2016. Their kids promised to continue their legacy, and the great food still pleases countless locals and tourists.

Lapalco Blvd. on the West Bank is an acronym of Louisiana Power and Light Company, the former name of the power company that owned the right of way to the land that the thoroughfare was built on. The company also had an initialism: **LP&L**.

The **CBD** (Central Business District, not cannabidiol) is what locals call our downtown area. **CBD** is also the abbreviation for cannabidiol, one of the many cannabinoids, or chemical compounds, found in marijuana and hemp.

Norco, La, located in St. Charles Parish, is home to a major Shell refinery. The town's name is an acronym derived from the New Orleans Refining Company.

ODECO (Ocean Drilling & Exploration Company), founded in 1953 by Alden J. "Doc" Laborde (who also founded Tidewater) and John Hayward. Charles Murphy, Jr., of Murphy Oil invested \$500,000 in the company and aided Laborde in finding additional investors. The company's first rig was named *Mr. Charlie* in his honor.

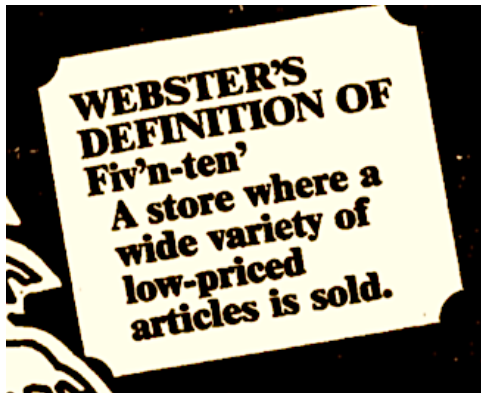
TG&Y Stores, although founded in Oklahoma City in 1935, had locations all over the Greater New Orleans area. They were an important part of southern retail culture, 5 and 10 stores that were mini-general stores carrying a little bit of everything. Because of this variety, **TG&Y** was called "Toys, Games and Yoyos," "Turtles, Girdles and Yoyos," and other humorous combos. In fact, **TG&Y** stood for its three founders: Rawdon E. Tomlinson, Enoch L. "Les" Gosselin and Raymond A. Young.

I visited the West Lakeshore store at 107 Robert E. Lee regularly on my bike as a child and the location at 323 N. Carrollton Ave. for many years after that. The chain, whose advertising slogan was "Your best buy is at **TG&Y**" had about 920 stores in 1986 when it was acquired by McCrory Stores. In 2001 McCrory filed bankruptcy and all stores were eventually closed.

NCIS (Naval Criminal Investigative Service). **NCIS** New Orleans is a popular television series filmed in New Orleans. The story revolves around a fictional team of special agents investigating crime in the Crescent City.

Ernie K-Doe (real name Ernest Kador, 1933 - 2001) was revered in his hometown. His 1961 hit single "Mother-in-Law" zoomed to Number One on the *Billboard* pop chart.

Other abbreviations include **JLNO** (Junior League of New Orleans), **CDC** (Civil District Court) and **CC's** Coffee House (Community Coffee). **CDM** Coffee stands for Café DuMonde.



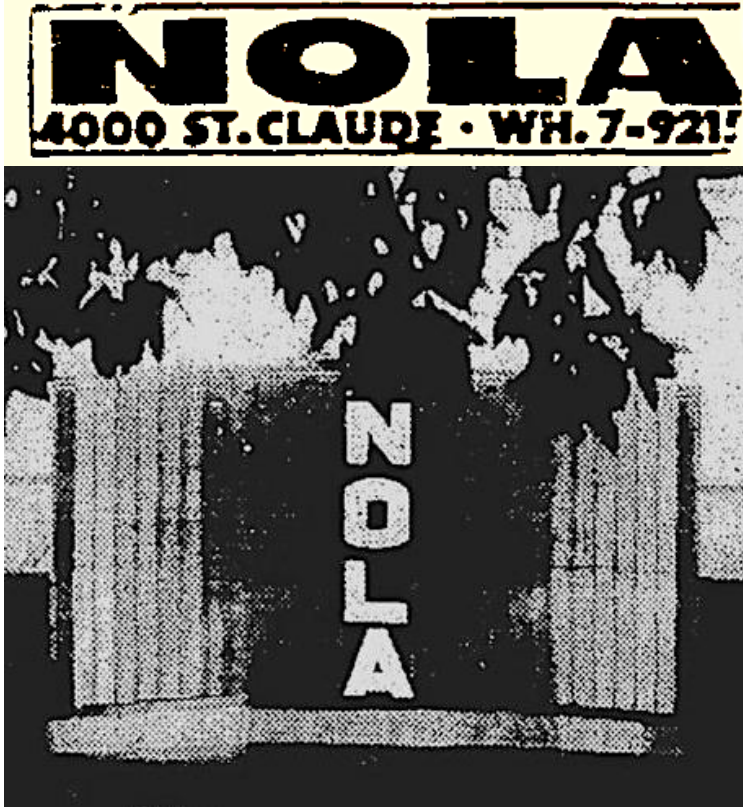
From a 1986 TG&Y ad



Nola Film Company headline, 1916

The city of New Orleans is commonly abbreviated as **N.O.**, as well as **NOLA** (incorporating the abbreviation **LA** or **La.** for Louisiana). The acronym **Nola** began to appear in the early part of the 20th Century. **The Nola Film Company** had high hopes in 1916, and the **NOLA Theater** on St. Claude Avenue suffered a tragic ceiling collapse in 1961. Other companies and organizations have embraced the name **NOLA** over the years. **NOLA** as a popular business name has really taken off since Hurricane Katrina. As of 2015, 1750 businesses included NOLA in their name, while before 2005 there were only 134. The website of *The Times Picayune/The New Orleans Advocate* is perhaps the most well-known, adopting **nola.com** as its website.

Geographer historian Richard Campanella has questioned our all-too-heavy reliance on acronyms and abbreviations, stating, "They reduce the complexity and the linguistic legacy and the depth of the original terms," distilling these "native words down to a couple of crisp, truncated syllables."



Most of us, however, remember lovingly that **MB** was local shorthand for Maison Blanche, or that **K&B** represented the names of Mr. Katz and Mr. Besthoff. Yet the original meanings of so many other local abbreviations have become only faded memories. I hope this article helps to reeducate the reader as to their often obscure but truly fascinating histories.

NED HÉMARD

New Orleans Nostalgia
"An Abbreviated Article"
Ned Hémard
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