

THE

HISTORIAN

OF HANCOCK COUNTY

www.hancockcountyhistoricalsociety.com

Bay Saint Louis, Mississippi

October 2022

COMING EVENTS AT LOBRANO HOUSE

The monthly luncheon meeting will be held on Thursday, October 20, 2022, at noon at the Kate Lobrano House. The guest speaker will be Jenny Johnston, who will talk about forming her business "The Mystic Ghost Ride Company." She may also tell a ghost story or two and mention walking tours of Bay St. Louis. **Reservations are required** and may be made by calling 228-467-4090. **Please call by noon on Wednesday, October 19,** to make your reservation in order to help us plan seating which is limited to forty-eight people and to apprise us of the number of lunches to order. **Served at noon, lunch is \$15.00 for members and \$17.00 for non-members,** payable at the door. The catering order is submitted on Wednesday morning prior to the luncheon on Thursday. If you need to cancel your reservation, please call by 2 p.m. on Tuesday prior to the luncheon if at all possible so that the society does not incur unnecessary expenses. It is catered by Almost Home Catering, Michelle Nichols, chef. The lunch menu is meatloaf, corn pudding, green salad, rolls, and triple chocolate brownies.

ANNUAL CEMETERY TOUR

The 27th Annual Cemetery Tour will be held at Cedar Rest Cemetery on Saturday, October 29, 2022. It will run from 4 p.m.—6 p.m. To be an actor or volunteer to help, please get in touch with HCHS at 228-467-4090 or by email at hancockcountyhis@bellsouth.net.



A county courthouse was constructed in Bay St. Louis in 1874 when the town became the accepted seat of official county business after the courthouse had burned in Gainesville in 1853. This elegant Victorian architectural style building housed not only Hancock County court business, but also a small part of it handled business for the city of Bay St. Louis.

FRANK HEIDERHOFF

By
James Keating, M.D.

Ed.
Virginia Olander

There were thousands of small town and community newspapers that came and went in the history of the United States. These newspapers played a vital role in the health and vitality of county economies providing local information and related services. Editorials promoted optimism which maintained morale in times of tragedy and disaster such as depressions, war, and hurricanes.

A newspaper in a town

like Bay St Louis in 1868 was a small business often owned and edited by a single proprietor. Frank Heiderhoff started one such newspaper at this time, *The Bay St. Louis Gazette*. The life and times of John Frank Heiderhoff make interesting reading for understanding the history of journalism and the temper of the times in Reconstruction Mississippi.

Frank was born in 1835 in Werden, Germany. He was well-educated and worked as a printer in a family business, the Heiderhoff Publishing Company. He was fluent in both German and English. He emigrated to the United States around 1855. Frank settled in Brookhaven, Mississippi, and started a one page newspaper that did not last long. Nevertheless, in 1858 he met Sarah Selph, who was thirteen years older

THE
HISTORIAN

OF HANCOCK COUNTY

Eddie Coleman, Editor
James Keating, Publisher

Published monthly by the
**HANCOCK COUNTY
HISTORICAL SOCIETY**

2022 BOARD OF DIRECTORS

Chris Roth, President
Beverly Frater, Treasurer
Georgie Morton, Secretary
Lea Young, Director of Communications
James Keating, Publicity Chairman
Jim Codling, Historian and Parliamentarian
Ron Thorp, Chairman of the House Committee
Bryan Frater, Membership & Fund Raising
Michelle Breisacher, Programs

MAILING ADDRESS:

P. O. Box 3356
Bay Saint Louis, Mississippi 39521

PHYSICAL ADDRESS:

108 Cue Street
Telephone [228] 467-4090

Email address:

hancockcountyhis@bellsouth.net

Website:

www.hancockcountyhistoricalsociety.com
Marianne Plum, Webmaster

**LOBRANO HOUSE
HOURS**

MONDAY — FRIDAY
10:00AM — 3:00PM
Closed: 12:00—1:00 (lunch)

MISSION STATEMENT

“TO PRESERVE THE GENERAL AND ARCHITECTURAL HISTORY OF HANCOCK COUNTY AND TO PRESERVE THE KATE LOBRANO HOUSE AND COLLECTIONS THEREIN; TO RESEARCH AND INTERPRET LIFE IN HANCOCK COUNTY; AND TO ENCOURAGE AN APPRECIATION OF AND INTEREST IN HISTORICAL PRESERVATION.”

than Frank and very, very rich. She lived in Pass Christian, Mississippi. Frank and Sarah were married in 1860 and moved to Bay St. Louis in 1861. Frank served three years in the Confederate Army.

After the war, Sarah bankrolled a newspaper enterprise for Frank called *The Bay St. Louis Gazette*. This newspaper was the first one in the Bay. Frank was the editor. He was a natural community booster and connector-type personally with “more charm than the law should allow.” He became the City Court Clerk in 1868 and advanced to Mayor of Bay St Louis in 1874. After being appointed Collector of Customs by President U.S. Grant, which was the most important federal office on the Gulf Coast, it is presumed he relinquished his position as mayor. During this time frame Frank installed his brother as Keeper of the Lighthouse off Pass Marianne on Merrill Shell Bank. Frank left federal employment in 1878.

The marriage of Frank and Sarah failed, and she moved to Madisonville, Louisiana in 1874. However, Frank found love again in the person of Elizabeth Jones,

and they married in 1874. Elizabeth had emigrated from England and had two children from a previous marriage.

In 1883, Frank sold his newspaper in Bay St. Louis and moved to Leadville, Colorado, to edit another newspaper. Frank was a bohemian journalist who never hesitated to spar in his editorials with rival opinions. In Leadville, he was editor of the *Chronicle* and the *Democrat*.

Frank’s writing was full of substance, and he was diligent about reporting the truth rather than depending on loose and unreliable hearsay, just to make a story. Frank worked hard all his life, but he did not accumulate much wealth. His feisty editorials were published in other newspapers in the region and addressed national, state, and local politics. He was a Republican until 1876 and then switched to the Democratic Party. His combative style explained his frequent change of jobs. Later in the 1880’s, Frank moved again to Albuquerque, New Mexico, to edit another paper also named *The Democrat*. He died in 1889 in El Paso, Texas, the unfortunate victim of a trolley car accident

President’s Corner

Your society under the creative leadership of Ron and Gretchen Thorp hosted 2nd Saturday in September in Old Town with a theme of Moonshine, Marshmallows, Music, and Memories. Visitors had the unique experience of marshmallow roasting around the campfire including campfire songs led by Jim Codling and those of age sampling of three flavors of “white lightning” generously provided by Bodega Spirits & Liquor.

A quartet of musicians played and sang a variety of songs on the front porch to the delight of the many who participated in this unique and entertaining event. Inside the Kate Lobrano House, visitors were served finger sandwiches, light beverages, and Beverly Frater’s original “corn pone.” Visitors also enjoyed the society’s always educational and popular showing of hundreds of historic photos displayed on the “big” screen.

As benefitting our mission, this was indeed an historical event!

Learn from the mistakes of others. You can never live long enough to make them all yourself. Groucho Marx

Chris Roth
President

that crushed his leg. He was taken to a hospital after the accident where his leg was amputated, but he died shortly thereafter.

In conclusion, Hancock County witnessed several different newspapers come and go in Gainesville and Bay St. Louis before *The Sea Coast Echo* published its first issue in 1892. Unlike the other newspapers, the *Echo* is still in business. Bay St. Louis enjoyed the newspaper started by Frank Heiderhoff called the *Bay St. Louis Gazette*. This German emigrant flourished in this country and made a significant contribution to Hancock County, playing a vital role in the health and vitality of the economy as both the editor of the local newspaper and as a public official.

SOURCES:

- “Death of Frank Heiderhoff.” *Chronicle-Star*. June 14, 1889, Pascagoula, MS: Vol:45, Page 3.
- “Having a High Old Time.” *Brookhaven Ledger*. Mar 30, 1882. Brookhaven, MS: Vol: 11, Page 4.
- “Nomination of Frank Heiderhoff by the President.” *Philadelphia Inquirer*. Philadelphia: June 16, 1874.
- “Obituary of Frank Heiderhoff.” *Las Vegas Daily Optic*. June 11, 1889, Las Vegas, NM.
- Schroeder, Marjorie. Personal Interview, Jun 15, 2021.

RUM-RUNNERS Hancock County, MS

By
James Keating, M.D.

In 1920 the United States enacted prohibition of the production and sale of alcoholic beverages with the passage of the Eighteenth Amendment to the Constitution. Mississippi had previously enacted prohibition in 1908. These unsuccessful and unpopular laws generated a host of smuggling conglomerates all over the coun-



Although Mississippi was a “dry” state, citizens could cross the Pearl River into Louisiana and buy legal alcohol at the “Blue Goose.”

try. Some organizations were regional in scope, but organized crime mobs soon entered the marketplace by starting their own operations or acquiring existing ones. A local, giant rum-running conspiracy/consortium flourished in Hancock County until it became a prime target of “revenueurs” of the US Treasury Department that was tasked in that era with enforcement of these laws.

A popular strategy of supply chain management during Prohibition was to smuggle liquor into the country by sea. Large ocean-going freight vessels transported Canadian and Irish whiskey, French champagne, and English gin and anchored just twelve miles offshore in the Gulf of Mexico where the US government did not have jurisdiction. Daring smugglers in small, fast boats offloaded the boxes of liquor from the large vessels and at night sneaked into small ports such as the Kiln on the Jourdan River. These smugglers were called “rum-runners.” Their speedboats could outrun Coast Guard Cutters and manage in the shallow waters of the Mississippi Sound. They ran without lights at night and in fog risking life and limb. After the cargo was unloaded on the dock of a port, the smugglers who transported the liquor into cars, trucks, and railway cars for passage over land were called “bootleggers.” Any illegal alcohol

was called “moonshine,” however manufactured or distilled. Hancock County offered the perfect setting for a smuggling enterprise because of its coastline and a plethora of small resident fishing boats, luggers, shrimp trawlers, sloops, speedboats, and yachts. Indeed, the county had several small fishing villages such as Kiln, Bay St. Louis, Waveland, and Ansley. In fact, Peerless Oyster Factory in Bay St. Louis supported a fleet of fifty fishing boats in its marina.

The revenueurs and the Coast Guard seized various individual boats laden with this precious cargo during the 1920’s along the coast, but began to suspect the presence of a major organized operation in Hancock County. The Kiln on the Jourdan River was presumed the significant port of entry of smuggling. By 1931 the Treasury agents closed the net, having completed their investigation, and indicted twenty individuals from the county for smuggling.

In May 1933 five defendants received from a federal jury a guilty verdict of conspiring to violate the National Prohibition and Tariff Acts. As reported in the *Times Picayune*, Albert M. Morrison was the director of the smuggling syndicate and was sentenced to two years in prison. County Deputy Sheriff Lean-

der M. Necaise was also sentenced to two years. Merchant D. O’Neal and Joseph O’Neal received lesser jail time. Fenton Le Boeuf was put on probation. The other fifteen defendants were acquitted, presumably because they were only the workers who loaded and unloaded boxes of packaged liquor at the docks or drove the trucks. It is presumed that they also agreed to testify as to the details of the operation at trial. All these men from the Kiln were ably represented at the trial in federal court by, arguably the best lawyer in Hancock County, Walter Gex.

In December 1933, Congress passed the Twenty-first Amendment that repealed the Eighteenth Amendment. The word *moonshine* came from the practice of local distillers of whiskey to op-

erate at night in the forest under the moon to avoid detection by the law enforcement officers, local and federal. Other folk names for the illegal alcohol or distilled spirits included mountain dew, hooch, homebrew, mulekick, shine, white lightning, and firewater. Today, one can purchase a bottle of “Kiln Shine” legally produced on Highway 43 at the Crittenden Distillery. It is so well-crafted that people say it ought to be illegal. Gratefully it is not!

SOURCES:

- “Five Men Found Guilty of Liquor Plotting Charge.” *The Times-Picayune*, May 7, 1933, p. 10, New Orleans, LA.
- “Rum-Runners,” *Vertical Files*. Hancock County Historical Society, Bay St. Louis, MS.

- “Rum-Running.” *Wikipedia*, <https://en.Wikipedia.org/wiki/Rum-running>.
- Saucier, Al. *Moonshine Adventures: Inside Southern Culture*. Diamondhead, MS: New Writers Publishing of Diamondhead, 2013.
- “USA versus Albert Morrison, et al.” US District Court: Eastern District, (trial transcript). https://archive.org/stream/usav_morrisonetal1933.

BOARD NOMINATIONS FOR 2023-2025

- Secretary: Georgie Morton
- Treasurer: Beverly Frater
- Membership: Bryan Frater
- Director of Communications: Lea Young

MOONSHINE, MARSHMALLOWS, MUSIC, AND MEMORIES

On Second Saturday, September 10th, 2022, from 4 to 8 pm, the Hancock County Historical Society held a rousing, fun-filled evening at the Kate Loblano House. Guests, visitors, and anyone who stopped by off the street enjoyed musical entertainment, a photo montage, and actors dressed in all sorts of costumes from Mammy and Pappy Yokum to flapper and speakeasy attire. On the lawn children enjoyed marshmallows and adults had a taste of real moonshine in the house.





CEMETERY TOUR

OCTOBER 29, 2022
CEDAR RESTE CEMETERY
4:00 PM —6:00 PM

NEW MEMBERS

- | | |
|--|---|
| Michael Applebaum
<i>Mandeville, LA</i> | Gene Hidalgo
<i>Bay St. Louis, MS</i> |
| Andy and Toni Calandria
<i>Kiln, MS</i> | Cheri and Todd Kirschenheuter
<i>Bay St. Louis, MS</i> |
| Delta Moran Colley
<i>Bay St. Louis, MS</i> | Robert L. McGray, Jr.
<i>Bay St. Louis, MS</i> |
| Brenda C. Cuevas
<i>Bay St. Louis, MS</i> | Sharon Mathieu
<i>Bay St. Louis, MS</i> |
| Carol Evans
<i>Diamondhead, MS</i> | Celeste and Bob Rosamond
<i>Bay St. Louis, MS</i> |
| Wayne and Marilyn Gouguet
<i>Picayune, MS</i> | Mary Seferlis
<i>Bay St. Louis, MS</i> |
| Allison Hess
<i>Waveland, MS</i> | Colleen Trapani
<i>Waveland, MS</i> |
| Jennifer Johnston
<i>Bay St. Louis, MS</i> | Jan and Jane Vest
<i>Diamondhead, MS</i> |
| Amy Krotser
<i>Bay St. Louis, MS</i> | |

Hancock County Tourism Mardi Gras Museum

For Sale

Selected Items from the
Yancy Pogue Estate Collection

Select items from the large collection of jewelry, collectibles, and artwork (excluding Mardi Gras items) will be for sale through the Hancock County Tourism Mardi Gras Museum in Bay St Louis, MS.

Any person interested in viewing and/or purchasing the items can make an appointment by calling the Hancock County Tourism Bureau.

Proceeds are designated by the Pogue family to benefit the Mardi Gras Museum as a tribute to Yancy Pogue and well-known Mardi Gras costume designer and maker, Carter Church.

CONTACT:

tourism@playonthebay.org
(228) 463-9222

Old Town Bay St. Louis

112 S. Second Street
Bay St. Louis, MS

**The Shops of
Century Hall**

The Shops of Century Hall is a collection of unique shops in a Marketplace setting all under one roof in an historic building. You can find whatever you need, and there is spacious parking on site.

We are housed in an amazing building built in 1909. You can find original art, jewelry, gifts, home decor, antiques, and just about anything else you could think of. One stop shopping at it's best!

Phone 504 858 8574

www.shopscenturyhall.com

ZACH BUTTERWORTH
HESSE & BUTTERWORTH, PLLC
ATTORNEYS AT LAW

P. O Box 3567
Bay Saint Louis, MS 39521

PH. (228) 255-7500
FAX (228) 255-9009

Licensed in LA & MS

Michelle Nichols Presents



Almost Home

www.dinnemthings.com

Catering

228-332-2334




Bank of America Corporation

Steve B. Treutel
Vice President
Senior Financial Advisor

Mississippi Gulf Coast
 (228) 385-6307

Merrill Lynch Wealth Management makes available products and services offered by Merrill Lynch, Pierce, Fenner & Smith incorporated, a registered broker-dealer and member SIPC, and other subsidiaries of Bank of America Corporation. All rights reserved.
 AD-06-12-0048 ARSOT2V1-10-11 Code 453007PM-0612



An inspirational tribute to four New Orleans Saints fans and to the team they loved. This book is for anyone who is an avid Saints fan or who has lost a loved one who loved and was devoted to the Saints team. It is a joyful memoir and is sure to bring pleasure to Saints fans everywhere as it explores the life lessons learned by giving and receiving unconditional support and love. The Forever Saints Fan Club is about joy, hope, courage, devotion, love and faith.

Available at Bay Books, Amazon, Kindle, Historical Society
[Amazon.com/author/lllee](https://www.amazon.com/author/lllee)

JOHN "CORKY" HADDEN
 Financial Advisor

RAYMOND JAMES®

T 228.466.9888 843 Highway 90
 F 228.466.9978 Bay Saint Louis, MS 39520
 corky.hadden@raymondjames.com
 www.RaymondJames.com

Securities offered through Raymond James Financial Services, Inc., member FINRA/SIPC.

FORD REALTY
 (601) 798-6202 800-354-FORD(3673)

Residential, Timberland, Ranches, Commercial



1004 Memorial Blvd
 P.O. Box 418
 Picayune, MS 39466
 Fax 601-799-0202



MARTHA FORD, Broker, GRI SFR
 MARTYFORD@BELLSOUTH.NET
 CELL: 601-590-2988

www.fordrity.com

Est. 1949




KATY AIME
 REALTOR ASSOCIATE BROKER

C: (228) 342-4012
 O: (228) 466-6643

www.HLRAYMONDPROPERTIES.COM

Michael Reeves - Architect
 AIA, LEED AP BD+C, CSI CDT, NCARB

Architect Licensed in MS, LA, AL, FL, KY
 Member International Code Council

Michael Reeves Architects, PLLC
 Email: mreeves.architect@gmail.com
 Phone: (228) 493-2513



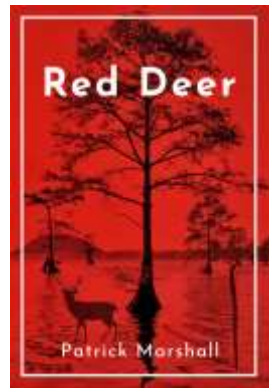
HL RAYMOND
 PROPERTIES

529 ULMAN AVENUE
 BAY ST LOUIS, MS 39520
 228.342.4012 CELL
 228.466.6643 OFFICE
 228.466.6536 FAX
 WWW.HLRAYMONDPROPERTIES.COM



REAL ESTATE SALES & RENTALS
 SINCE 1928 - CELEBRATING 90 YEARS!

418 HWY 90 - WAVELAND- 228-467-5454
 WWW.ASHMAN-MOLLERE.COM



Red Deer is fantasy infused historical fiction. Jesse Walker, a 16 year old from present day Gulf Coast Mississippi, is transported back through time to the legendary birthplace of the Choctaw people, NanihWaiya village.

**HUBBARD'S WAVELAND
 HARDWARE**

" IF YOU DONT THINK WE HAVE IT, ASK US!!"

DAVID & RICHARD HUBBARD

615 NICHOLSON AVE
 WAVELAND, MS 39576

PHONE: (228)467-4494 FAX: (228)467-7632

**Mayley's
 PestControl, LLC**

your local answer to what's bugging you

Cell: 228-380-0755 **David Mayley**
 Ofc: 228-380-0295 mayleys.pest.control@gmail.com
 Licensed • Bonded • Insured 603 Esplanade Ave.
Knowledgeable • Professional Bay St. Louis, MS 39520

SOUTHGROUP
 INSURANCE SERVICES
 GULF COAST

- We offer Personal, Business, Life and Health Insurance
- We help our clients save money and get more value.
- We are Trusted Choice and have been awarded the Best Practices Designation.

For more information, please visit our website:
 www.southgroupgulfcoast.com
 central fax: 888-415-8922

Bay St Louis:
 412 Hwy 90
 228-466-4498

Biloxi:
 2505 Pass Rd
 228-385-1177

Diamondhead:
 5400 Indian Hill
 228-467-2272

Kristen E. Thwait, CSR
 President
 SouthGroup Insurance - Gulf Coast

**WAVELAND'S
 GROUND ZERO
 HURRICANE MUSEUM**

"An Astonishing Tribute to Resilience"

**335 Coleman Avenue Waveland MS
 228 467-9012**

**No Admission Charge - Donations Accepted
 HOURS: 10 am to 3:00 pm
 Tuesday through Saturday**

HANCOCK COUNTY HISTORICAL SOCIETY
P. O. BOX 3356
BAY ST. LOUIS, MS 39521

NON-PROFIT
ORGANIZATION

U. S. POSTAGE PAID
PERMIT NO. 87
BAY ST. LOUIS, MS

HANCOCK COUNTY HISTORICAL SOCIETY
P. O. BOX 3356, BAY ST. LOUIS, MS 39521
MEMBERSHIP APPLICATION

Online payment may be made at www.hancockcountyhistoricalsociety.com

NAME _____

ADDRESS _____

CITY, STATE, AND ZIP _____

PHONE (_____) _____ EMAIL _____

MEMBERSHIP LEVELS

Founder Individual \$30____ Founder Family \$50____

Thomas Shields \$100 ____

Charles Gray Society \$250____

Life Time \$500____

DUES RENEW IN JANUARY OF EACH YEAR