

JOHN B. HEROMAN, SR.
PHOTOGRAPH COLLECTION
Mss. 4951

Compiled and revised by
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Louisiana and Lower Mississippi Valley Collections
Special Collections, Hill Memorial Library
Louisiana State University Libraries
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SUMMARY

Size	2.3 linear feet
Geographic Locations	Louisiana; California
Inclusive Dates	Circa 1885-1940
Bulk Dates	1911-circa 1930
Languages	English
Summary	The collection consists of four photograph albums and unassociated loose album pages, loose photographs, postcards, one tintype, one greeting card, and three printed texts. All materials relate to the Heroman family, Baton Rouge and New Orleans, La., and the countryside around Baton Rouge.
Access Restrictions	There are no restrictions on this collection.
Reproduction Note	Photographic and digital reproductions may be obtained from this collection.
Copyright	Physical rights and copyright are retained by the LSU Libraries
Related Collections	George M. Heroman Family Papers, Mss. 1882, Louisiana and Lower Mississippi Valley Collections, LSU Libraries, Baton Rouge, La.
Citation	John B. Heroman, Sr. Photograph Collection, Mss. 4951, Louisiana and Lower Mississippi Valley Collections, LSU Libraries, Baton Rouge, La.
Stack Location(s)	91:2-3; OS:H

BIOGRAPHICAL/HISTORICAL NOTE

John B. Heroman, Sr., born in Baton Rouge, June 14, 1880, was the eldest of four children of Fred W. Heroman and Anna Gass. J. B. Heroman graduated from St. Vincent's Academy, Baton Rouge, in 1898, and subsequently spent one year as a student in the Louisiana State University.

Following his year at LSU he worked for William Garig, an influential businessman of Baton Rouge. In 1903 Heroman was transferred to Garig Hardware Company. In 1908 he became a bookkeeper in the First National Bank, of which Mr. Garig was the largest stockholder and Mrs. D. M. Reymond was the president. When First National Bank was absorbed by the Louisiana National Bank in October, 1910, Mr. Heroman was retained in the position of general bookkeeper and note clerk. In 1918 he advanced to the executive office of cashier of the Louisiana National Bank.

On February 3, 1910, he married Frances Stevens, daughter of Charles B. and Eloise (Morrow) Stevens. They had two children John B., Jr., and Eloise Gertrude. One album in this collection is dedicated to photographs of these children.

Heroman was a member of the Democratic Party. He and his wife were active communicants of St. Joseph's Catholic Church and served on the church's executive committee. His civic and church activities included being the third grand knight of Baton Rouge Council No. 969, Knights of Columbus; an active member of the Baton Rouge Chamber of Commerce; a Rotarian; and a member of the Baton Rouge Golf and Country Club.

During the early decades of the 20th century, the Heroman family lived at 330 Fifth Street, Baton Rouge, La. Photographs of that home are included in this collection. Heroman also owned farm property in East Baton Rouge Parish. Some of the unidentified rural scenes in this collection may have been created on this property.

An amateur photographer, Heroman entered many images in a photography contest run by an unidentified organization. Some of the surviving entries may be seen in this collection.

John B. Heroman, Sr., died October 12, 1969.

SCOPE AND CONTENT NOTE

The photographs are distributed in four albums, eleven loose unassociated album pages, eighty loose photographs, one Cirkut camera panoramic print, and one tintype. The albums contain images of the Heroman family, Heroman family dwellings in Baton Rouge, scenes around Baton Rouge and other unidentified urban areas, outdoor scenes from the Baton Rouge area, and New Orleans Mardi Gras scenes. Four of the loose unassociated album page groups contain Baton Rouge flood images from 1897, 1912, and two undated high water events. The last loose unassociated album page contains an informal outdoor group portrait in a rural setting.

The Cirkut camera panoramic print documents Louisiana State University cadets in formation on the Parade Grounds of the University in its then three year old location in south Baton Rouge, 1928.

The loose photographs contain both formal and informal individual and group portraits, one indoor scene at a Baton Rouge newspaper office, and a few travel images. A number of images were submitted to a local newspaper's amateur photography contest. These images have an imprint verso with the image title, the contest theme, and Heroman's name. The tintype is a portrait of two young women with large dolls.

Postcards consist mainly of Baton Rouge subjects with a smaller number of various other subjects, none of which predominates. There are twenty four real photo postcards of individuals, groups, and events. Two of these twenty four real photo postcards are panoramic postcard views of the beachfront in Galveston, Texas.

While the collection consists almost exclusively of photographic prints, it does include three printed texts - *History of the Catholic Church in Baton Rouge*, reprint of 1915 or 1916 original, LSU Commencement booklet, 1933, with printed name card for Eloise Gertrude Heroman, and *Tour des maisons de l'Acadie*, The Foundation for Historical Louisiana, 1973.

SERIES LISTING

Series I. Albums, circa 1890 to circa 1925

Series II. Loose photographs, circa 1880 to circa 1930

Series III. Tintype, circa 1890

Series IV. Cirkut panoramic photograph, 1928

Series V. Postcards, circa 1905 to circa 1935

Series VI. Greeting card, undated

Series VII. Printed material, 1933, 1973, undated

SERIES DESCRIPTIONS

Series I. Albums, circa 1890 to 1925

Album 1 contains an almost equal mix of commercially printed miniature cards (2" x 3.5") of identified scenes in and around New Orleans and amateur photographic prints of family and friends – some of whom are identified, waterfront scenes, and one scene of what appears to be an oil storage "tank farm."

Album 2 is comprised of loose album pages, most of which contain photographic prints that appear to be in and around Baton Rouge documenting Mississippi River Floods of 1897, 1912, and some undated high water events. Also included is a single informal portrait of seven people outdoors at an unidentified rural location, a scene of a track through a wooded area, a view of a home with tennis court under oak trees, and a street scene of Baton Rouge, circa 1904.

Album 3 is an empty post card album with a red cloth over cardboard cover. The post cards have been removed, but the inside of the cover holds a number of small portraits of unidentified people in groups of one, two, and three pasted to inside front cover. These small photographs range in size from less than one inch square to roughly 2.25" x 3" and have been purposefully arranged.

Album 4, labeled *OUR BABIES / JB born Sept 23, 1911 / Eloise / Aug 8, 1913*, contains a number of small photographs of John B. and Eloise Heroman taken from shortly after birth through about 12 years of age. The majority of these images show the children between birth and five or six years of age. There are also images of adults with the children (all unidentified), the children in a number of outdoor scenes including posed on the marble lions outside the west door of the old state capitol, a child playing with chickens outside of a home, snow scenes, and other scenes.

Album 5 also contains a small number of images on a variety of other topics including a firemen's parade in Baton Rouge, a herd of goats being delivered by ferry, images of unidentified homes – one of which may be the Heroman home on 5th Street between Main and North Streets, a United States warship, a crowd of schoolchildren, and two beach scenes.

Album 6 is largely images of outdoor scenes of wooded areas, bayous, swamps, rivers, and lakes. Some of these scenes include people posed in the landscape against trees, on fallen trees, or other objects. There are a few urban images showing snow in the city, documenting a sunrise or sunset, and providing a two image panorama of an unidentified town.

Album 7 is the most varied of the albums with photographic prints in many sizes documenting a wide variety of subjects. The images and subjects are intermixed throughout the album. The subjects may be divided into two main groups - country scenes and city scenes. The country scenes include people in various types of vehicles, most of which are horse-drawn but also a few that are motor driven, scenes in the woods – occasionally with a bayou running through the woods, scenes on larger bodies of water such as the sandy banks of a river and a lake, and scenic locations with people posed in them.

The city images are almost all Baton Rouge. The Baton Rouge images include street scenes, commercial buildings, residences, fireman's parades, and other parades. There are also a number of images of noted locations such as the United State Military Cemetery, the campus of Louisiana State University downtown, the Catholic Church (now Cathedral) on Main Street, and the state capitol (now known as the Old State Capital). Images of a United States Navy warship visit to Baton Rouge include photographs of and on the ship as well as sailors from the ship parading in town. A small number of images document the damage caused to a number of buildings by some unidentified natural disaster. There is one Ewing studio image of a joint Rotary and Kiwanis Club meeting held in the Kean Brothers Laundry, January 21, 1925.

There are a smattering of New Orleans scenes that appear to be Mardi Gras parades on Canal Street.

Series II. Loose photographs, circa 1880 to 1930

These loose photographs are so designated as they were not in an album. They consist largely of both formal and informal individual and group portraits of the Morrow and Heroman families. The identified portraits provide images of John B. Heroman, Sr., and his wife, Frances Stevens Heroman.

Images of the Morrow family, Frances Stevens Heroman's mother's family, include Elodie, Cora, and Zoe Morrow. Lois Heroman, wife of John B. Heroman's brother, F. W. Heroman, also appears in this group of images along with Eloise Hochenedel and Jerome Muller.

The unidentified images, about 1900 to about 1935, are portraits of individuals who are most likely family members and friends of the family. Without identification, however, it is nearly impossible to tell which families and which individuals. The exception to this is folder three, which has been tentatively identified as containing images of Eloise Heroman, daughter of John B., Sr., and Frances Stevens Heroman.

There are a small number of images, about 1910 to about 1930, of homes and gardens located in Baton Rouge, the Heroman Amite River camp, New Orleans, and Morrow, La.

Baton Rouge scenes, about 1900 to about 1930, include scenes of a firemen's parade, floods, the state capital (now the Old State Capital), a visiting warship, and unidentified buildings. Of particular interest are an interior scene of F. I. Heroman's store on Main Street, Baton Rouge, about 1900; a small number of aerial photographs of Baton Rouge, about 1929, including the then-new Baton Rouge High School, City Park Lake, the new Louisiana State University campus in south Baton Rouge, and two different perspectives of downtown.

John B. Heroman, Sr., amateur photographer that he was, submitted a number of photographs for contests. While the reverse of these images have been labeled with a rubber stamped form giving the title, his name as photographer, the name of the contest, and a note indicating sufficient postage has been included to return the image, we do not know to whom the images were submitted. The contest themes included "street scenes," "portraits," and "freak" photos. In this

context, “freak” photos are images that include multiple images of one subject interacting with themselves, most often appearing to simply look at “each other” across the image. One of these images features three boys at a table playing cards with themselves.

Series III. Tintype, circa 1890

There is but one tintype. It is a portrait of two unidentified young women with large dolls,

Series IV. Cirkut panoramic photograph, 1928

This Circuit panorama shows Louisiana State University cadets on the parade ground of the “new” campus in south Baton Rouge. It was created by the Rembrandt Studio, Baton Rouge.

Series V. Postcards, circa 1905 to circa 1935

There are a mix of commercially printed and real photograph postcards in this series. Some of the images may be found in the photograph albums above. One specifically states, “I am sending, all told, six cards for your collection. They were made from photographs which I made . . . Jno 11 / 21.” A few of the cards are marked, “F.W. Heroman, pub.” One is postmarked 1908.

Included in the cards are: Baton Rouge scenes, photomechanical and real photo, about 1905 – about 1915; Louisiana State University, photomechanical, about 1905; Louisiana Institute for the Blind, photomechanical, about 1905; scenes from domestic travels, photomechanical and real photo, about 1905, 1932; scenes from foreign travel, photomechanical, 1927, 193_ ; Seasonal cards, lithographic, Thanksgiving, St. Patrick’s Day, Winter, 1908; two panoramic real photo postcards of the Galveston, TX, Gulf front boulevard, beach, and fishing pier, about 1930; humorous real photo postcards, about 1910; family portraits, real photo postcards, about 1900, and; Heroman family home, Main Street, Baton Rouge, undated.

Series VI. Greeting card, undated

This consists of one card saying, “Season’s Greetings and all the good wishes The Corneli Family” (four individual photographic portraits printed above text).

Series VII. Printed material, 1933, 1973, undated

Printed material contains one copy of an undated reprint of *History of the Catholic Church in Baton Rouge*, 1915 or 1916 original; a Louisiana State University Commencement booklet, 1933, with printed name card for Eloise Gertrude Heroman, and one copy of *Tour des maisons de l’Acadie*, The Foundation for Historical Louisiana, 1973.

INDEX TERMS

Index term	Found in
Baton Rouge (La.) —Photographs.	All series and subseries
Children—Louisiana—Portraits	I, II, III, V, VI
Floods— Mississippi River—Photographs.	I E: 1 - 5
Gelatin silver prints	I, II, IV, V, VI
Group portraits	All series and subseries
Louisiana State University Campus (Baton Rouge, La. : 1926-)—Photographs.	IV
Men—Louisiana—Portraits	I, II, IV, V, VI
New Orleans (La.) —Photographs.	I A
Old State Capitol (Baton Rouge, La.)—Photographs.	I D
Outdoor photography	I, II, IV, V
Photographic postcards	V
Photomechanical prints	VII
Postcards	V
Tintypes	III
Trick photography	II
Women—Louisiana—Portraits	I, II, V, VI

CONTAINER LIST

Stack	Location	Box	Folder(s)	Contents
				Series I. Albums, circa 1890 to circa 1925
91:2		1	1	Album 1, loose album pages, various sizes
			2	Album 2, 6.00 inches x 8.00 inches, front cover missing, disassembled, pages trimmed to 5 inches x 7 inches
			3	Album 3, Post Card Album, red cloth over cardboard cover
		3		Album 4, "Our Babies" Album, approximately 1911-1925, 5.50 inches x 7.00 inches, covers present but detached, textured leather over cardboard, black paper pages, some loose
		4		Album 5, 7.25 inches x 11.00 inches, rear covers missing, front cover brown leather over cardboard
91:3		5		Album 6, 10.00 inches x 14.00 inches, covers present but detached
				Series II. Loose photographs, circa 1880 to circa 1930
91:2		2	1	Identified portraits: John B. Heroman, Sr., circa 1880 – circa 1930
			2	Identified portraits: Morrow, Elodie (Eloise?); Morrow, Cora; Morrow, Zoe; Heroman, Frances Stevens; Heroman, John B., Sr.; Heroman, Annie Lois; Hochenedel, Eloise H.; Müller, Jerome
			3	Unidentified portraits, 1 of 3
			4	Unidentified portraits, 2 of 3
			5	Unidentified portraits, 3 of 3
			6	Homes and gardens: Baton Rouge; Amite River camp; New Orleans; Morrow, La.
			7	Baton Rouge scenes
			8	Contest entries
			9	Series III. Tintype, circa 1890
OS:H		1		Series IV. Cirkut photograph, 1928 LSU cadets on parade ground, Rembrandt Studio, Baton Rouge, La
91:3		6		Series V. Postcards, circa 1905 to circa 1935
91:2		2	10	Series VI. Greeting card, undated
91:2		1	4	Series VII. Printed material, 1933, 1973, undated