

www.IMPACT504.org

IMPACT 504

Spreading LOVE Bringing HOPE Changing LIVES



A telephone helped create “Gehrke Town”. Alfred Gehrke opened a general store at the corner of **South Carrollton Ave.** and **Colapissa St.** The General Store became a popular hangout as it had the ONLY telephone in the area. Because it served as a central meeting spot for so many residents, the area became known as “Gehrke Town” and evolved to “Gert Town.”

www.IMPACT504.org

IMPACT 504

Spreading LOVE Bringing HOPE Changing LIVES

BET YOU DIDN'T KNOW THIS ABOUT GERT TOWN



LINCOLN PARK AND JOHNSON PARK were cultural cornerstones for New Orleans’ Black community during segregation. From **1902 to 1930**, these **Gert Town landmarks** offered **skating rinks, vaudeville shows**, and even **hot-air balloon ascensions**. The parks provided the stage for early jazz legends like **Buddy Bolden, Bunk Johnson, and Freddie Keppard**, making them a birthplace of musical innovation. More than entertainment, Lincoln Park and Johnson Park **represented resilience and joy in a time of limited opportunities**, shaping Gert Town’s identity as a **hub of culture and community.**”

www.IMPACT504.org

IMPACT 504

Spreading LOVE Bringing HOPE Changing LIVES



“**The St. Charles Belt streetcar line** didn’t just pass through **Gert Town**—it helped shape its identity. Built in the **late 19th and early 20th centuries**, this line connected an isolated neighborhood to the rest of New Orleans, sparking growth along **Carrollton Avenue** and creating vibrant community spaces like **Lincoln and Johnson Parks**. These parks became cultural hubs for skating, music, and dance during segregation, anchoring Gert Town’s social life.

When the streetcar system was **dismantled in the 1960s**, Gert Town lost more than a transit line—it lost a lifeline that had fueled its development and sense of place.”

www.IMPACT504.org

IMPACT 504

Spreading LOVE Bringing HOPE Changing LIVES



Have you ever wondered why the streets of Gert Town are not uniform in size or direction? Gert Town is in a low-lying part of New Orleans, which was once a swampy "backatown" region. In the early 20th century, many streets would simply stop before entering the area, which also had a large number of unpaved roads. Unlike planned neighborhoods, Gert Town grew organically in the late 19th and early 20th centuries. Streets followed old property lines, railroad tracks, and natural features like the New Basin Canal. This led to irregular layouts instead of a uniform grid.

www.IMPACT504.org

IMPACT 504

Spreading LOVE Bringing HOPE Changing LIVES

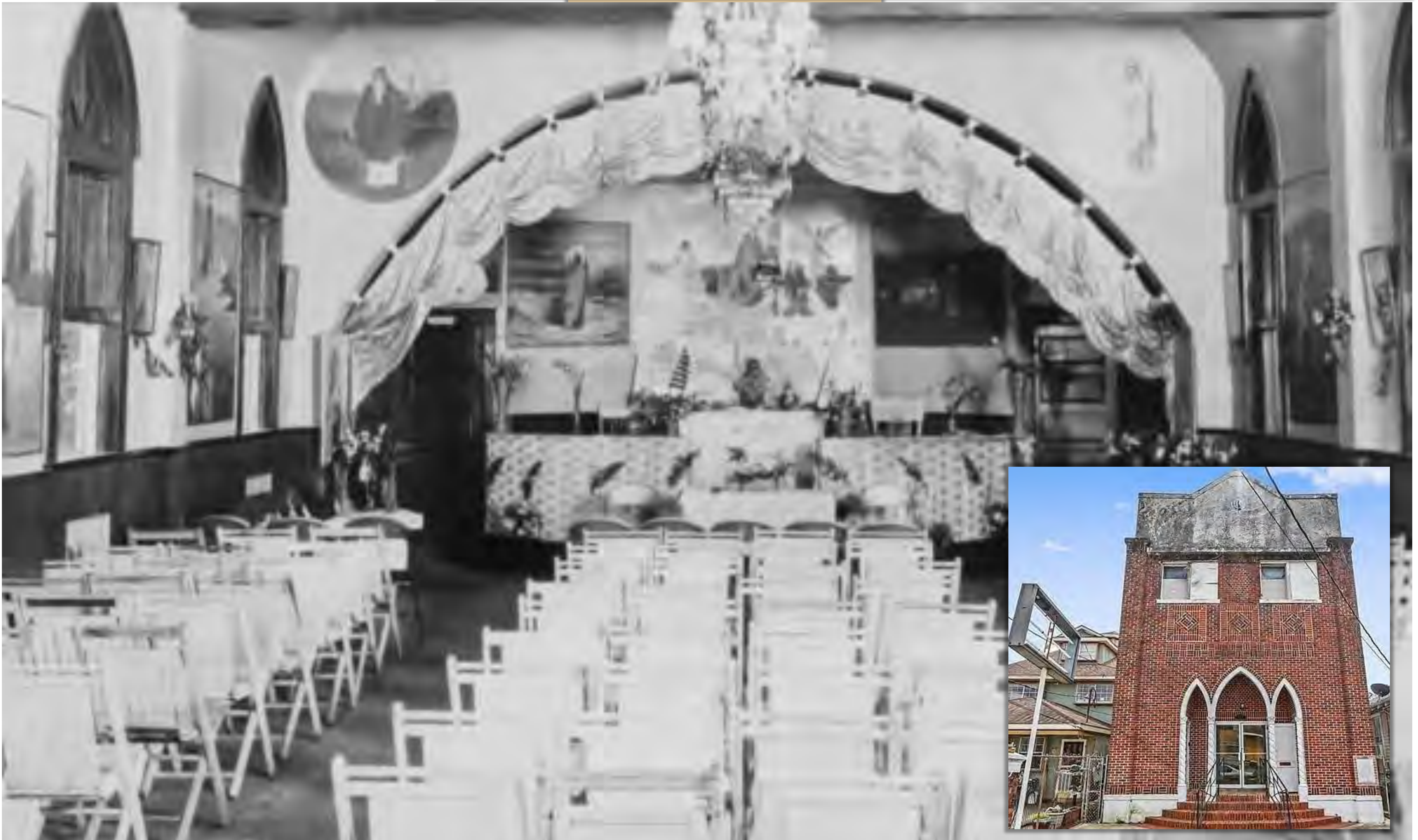


Have you ever wondered why the streets of Gert Town are not uniform in size or direction? Gert Town is in a low-lying part of New Orleans, which was once a swampy "backatown" region. In the early 20th century, many streets would simply stop before entering the area, which also had a large number of unpaved roads. Unlike planned neighborhoods, Gert Town grew organically in the late 19th and early 20th centuries. Streets followed old property lines, railroad tracks, and natural features like the New Basin Canal. This led to irregular layouts instead of a uniform grid.

www.IMPACT504.org

IMPACT 504

Spreading LOVE Bringing HOPE Changing LIVES



Nestled in Gert Town, the **Church of the Helping Hand and Spiritual Faith** stood as a testament to Black resilience and spiritual innovation. Founded in **1928** by **Madam L. Crosier**, this sanctuary blended Catholicism, Pentecostalism, African traditions, and Voodoo—creating a unique theology of healing and hope during the Great Migration. Built by skilled Black tradesmen, its handcrafted details and vernacular architecture make it a rare historic gem.

Through Jim Crow, hurricanes, and decades of change, this building anchored the community—hosting food drives, literacy programs, and civil rights organizing. Its story is not just about faith, but about survival, creativity, and the enduring spirit of Gert Town.

EST. 1833



**TOGETHER
GERT TOWN**



**TOGETHER
GERT TOWN**

EST. 1833

Welcome to Historic

Gert Town

VISIT

www.TogetherGertTown.com

Located at the intersection of
South Norman C. Francis and Earhart Boulevard,
the “**WELCOME TO HISTORIC GERT TOWN**” sign
was dedicated on **Friday, August 16, 2024**.

At the request of many community leaders,
Together Gert Town led the charge
to secure funding and install the sign which helps
honor the history of the great community of Gert Town.