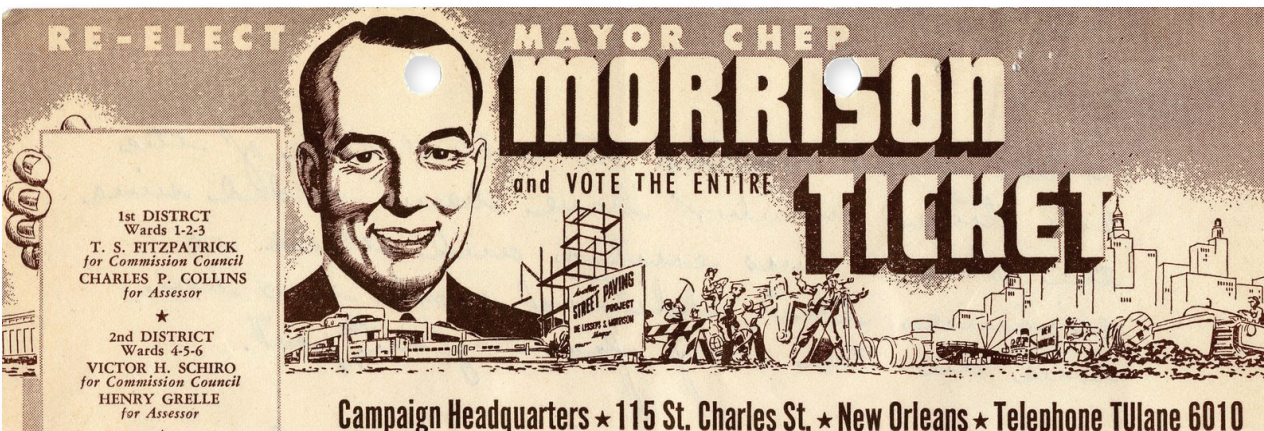


WHAT
HAPPENED

DeLesseps
"Chep"
Morrison
first won
election as
mayor in 1946.



Chep Morrison's campaign letterhead from 1955, encouraged voters to support the entire Morrison ticket.

An attorney and state representative, he first ran for mayor in 1946, at age 34, promising to sweep corruption out of City Hall. Morrison beat incumbent Mayor Robert Maestri, receiving about 67,000 votes to Maestri's 63,000. He easily won three more elections, serving until 1961. To most citizens, it appeared that Morrison kept his promises. But others say Morrison simply took corruption under the wing of his own political machine, the Crescent City Democratic

A young hero, fresh from World War II, DeLesseps "Chep" Morrison led New Orleans through one of its most prosperous periods.



President John F. Kennedy meets with Chep Morrison in the Oval Office in 1961. Kennedy designated him to serve as an ambassador to the Organization of American States.



Chep Morrison dated actress Zsa Zsa Gabor after his wife's death in 1959.



Chep Morrison speaks at the dedication of the Franklin overpass in 1955.

Association. Morrison brought home rule to New Orleans and established a strong-mayor form of government. He was responsible for modernist buildings in the city, including City Hall, the Union Passenger Terminal and the main branch of the library. During his tenure, the city reached an all-time peak population of 630,000. He also revamped many city services, including the recreation department, and was mayor during construction of a portion of Interstate 10. Morrison made three unsuccessful runs for governor. In 1959, Morrison's wife died unexpectedly. He became known as a playboy, even for a time dating Zsa Zsa Gabor. In 1961, President John F. Kennedy named Morrison ambassador for the Organization of American States. In 1964, Morrison was on plane to Mexico when it crashed near Ciudad Victoria, Mexico. Thousands streamed into Gallier Hall to pay their last respects to Morrison.



Mayor Chep Morrison appeared on the cover of Time magazine in 1947. The magazine labeled him 'King of New Orleans.'