

The Big Four Store

Albert Jacob

Among the many successful grocery stores of Reserve, special mention may be made of the Big Four store, partly because of its proprietor and partly because of the store itself. Albert Jacob, the proprietor, was the second child of Oscar Jacob and of Ophelia St. Amant. His youthful years were spent in the company of his brothers and sisters, Marie, Jerome, Amelie, Anatole, Lelia, Edna and Maxie. As a young man Albert took for his bride Elise Vicknair, an only daughter of August Vicknair and of Josephine Froisy. Their marriage was blessed by four children, whom they christened Norma, Carmen, Beulah and Elise. Mr. Jacob suffered the loss of his last two children while they were yet infants, and the loss of his wife before their eldest child was eight years old. Mr. Jacob, then a building contractor, in spite of his bereavement, continued to bring happiness to his little family by the fatherly love and devotion he manifested toward his two living daughters.

In 1915, Norma became the bride of Noe Weber, and, in 191, Carmen married Raoul Klibert. At this time, Mr. Jacob was charged with the engineering of the efforts at the Godchaux sugarhouse. Finally, in the fall of 1925, he opened the store, which he named after his favorite locomotive, which operated on the Godchaux plantation – the “Big Four.” Jeannet Delaneuville was his first clerk, and in 1927, Esther Delaneuville replaced her. Due to an accident sustained by Mr. Jacob in 1932, he found it necessary to employ Howard Weber to assist in the store. Miss Mare Englade and Norman Weber were later employed by Mr. Jacob as clerks at the Big Four.

The good management of the Big Four, the charity and kindly nature of its owner, Albert Jacob, brought many patrons to the store. Mr. Jacob lived alone, and toward the end of his life, seemed more and more to seek the seclusion of his home, trusting the care of his beloved Big Four store to the management of his capable clerks. Finally on November 21, 1938, Albert Jacob closed his eyes in eternal rest, and Reserve was left to mourn the loss of one of her excellent citizens.

Eyraud, Msgr. Jean M. & Donald J. Millet, *A History of St. John the Baptist Parish with Biographical Sketches – St. Peter’s Diamond Jubilee*, Marrero, LA: Hope Haven Press, 1939, p. 107.