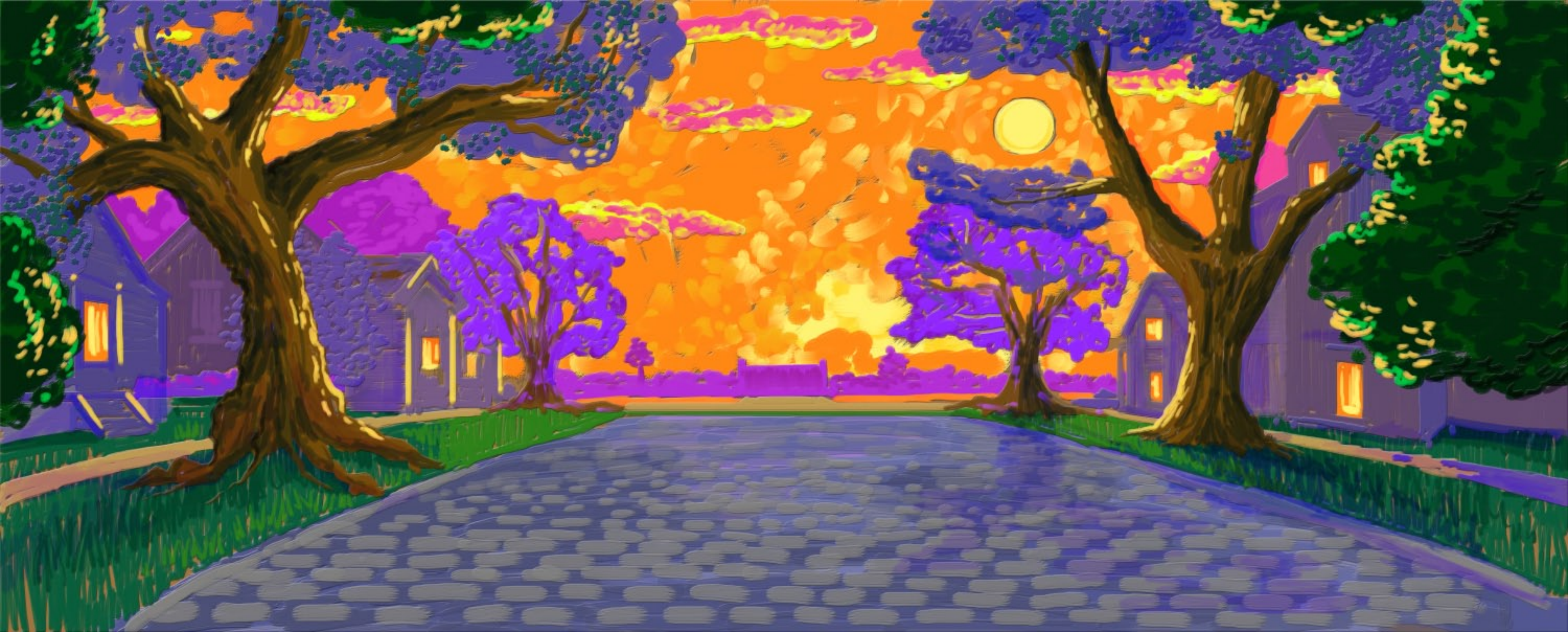


The Amazing Adventure of

**Mardi
Gras
Bead
Dog®**



Written by Cornell P. Landry Illustrated by Sean Gautreaux



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Mardi
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For general information or to contact the author about school readings/signings,
email blackpot70054@ymail.com
www.blackpotpublishing.com

Design and illustrations
Sean Gautreaux www.art504.com
mardigrasartist@yahoo.com

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First of all, I would like to thank the entire Haydel family and Meredith Timberlake for approaching me to create this book for their Mardi Gras Bead Dog®. Their commitment to completing this book has been incredible. It has been such a pleasure working with their creative team. I hope that this is just the start of a long lasting friendship.

Secondly, I have to thank my wonderful family: My wife Christen, my lovely daughters Bailey and Corinne, and our newest addition, my son, Cooper Crawford Landry. They are my inspirations. And a big thanks goes out to the rest of my support team: My Mom Valerie Landry, My Dad David Landry, and my Stepmom Sylvia Ann Morvant. I don't know what I would do without all of them.

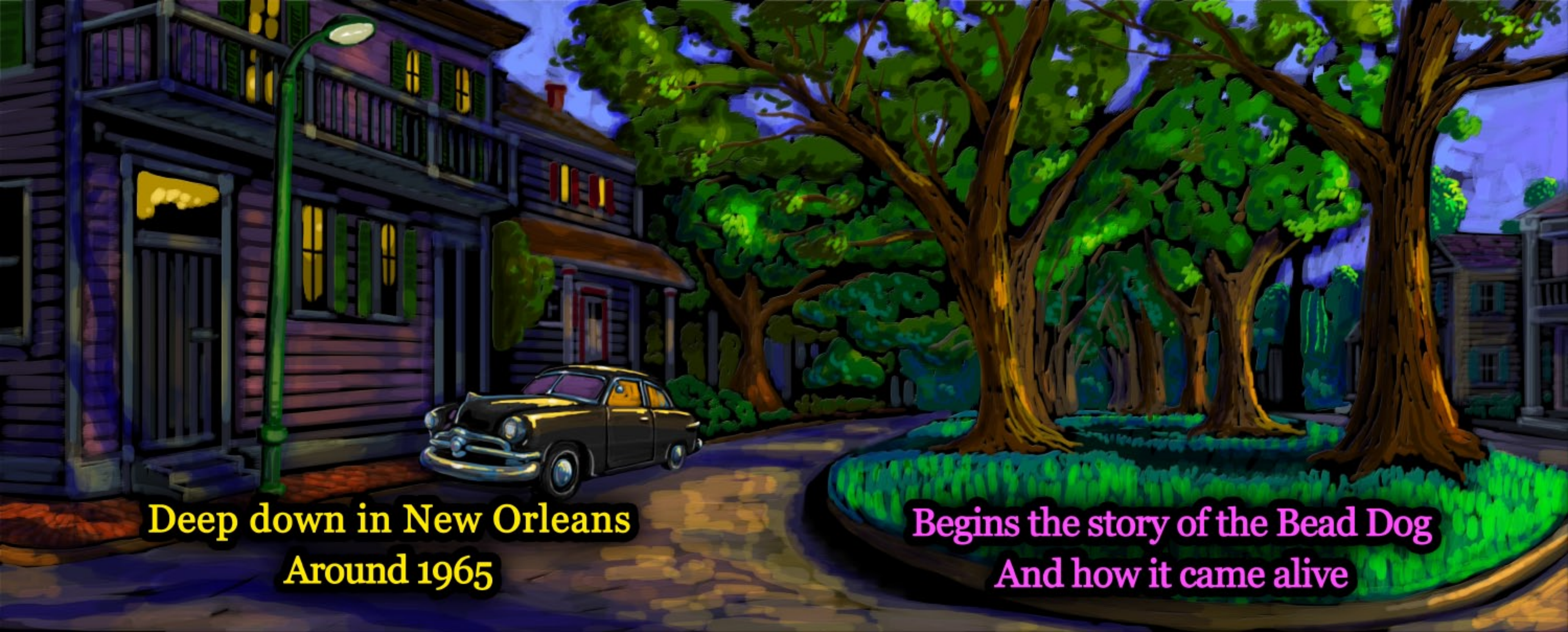
Last, but not least, I have to give a big thanks once again to Sean Gautreaux for creating another incredible piece of art.

Sincerely,

Cornell P. Landry

Black Pot
PUBLISHING





**Deep down in New Orleans
Around 1965**


**Begins the story of the Bead Dog
And how it came alive**

**It was a bright Mardi Gras morning
In the Faubourg Tremé
Little Johnny Jester
Was ready to go out and play**



**While running down Esplanade
He stumbled upon a log
And found a pair of broken beads
That he turned into a dog**





He blazed on down the street
Heading for the Rex parade
He was ready to show his friends
The toy that he had made

Johnny took a short cut
Through St. Louis Number One
This was an easy way
To shorten up his run



He thought he was all alone
There was no one around
Till he saw Mama Roux
As she was falling to the ground



**He caught her just in time
As she stumbled in the street
That's when he saw his bead dog
Had fallen at her feet**



**She picked up the tiny dog
And thanked him for his deeds
Then put some magic Juju
On his tiny dog of beads**



**Johnny was in awe!
He couldn't believe his eyes!
His tiny little bead dog
Had multiplied in size**



The dog's tail began to wag
Johnny hopped onto his pal
He waved to Mama Roux
Then they bounced toward Canal





**They joined in the big parade
And as they bounced on down the street**

**They spread joy and laughter
To everyone they'd meet**

Johnny could not believe
The events of this carnival day
As bead dog bounced down Rampart
Heading back towards the Treme



He ran into his house
Said goodnight to Mom and Dad
And told them about his Bead Dog
And the fun that they had had



**Johnny said his prayers
And hurried off to bed
When he woke Ash Wednesday morning
Bead Dog was by his head**



**He thought of the day before
Was it really as it seemed
Did it really happen
Or was it just a dream**



**There was only one thing
That Johnny had to say
As long as he had Bead Dog
Every day was Carnival Day**



History of the Mardi Gras Bead Dog®

Up until the 1960's, New Orleans Mardi Gras krewes threw glass beads. In the mid 1960's, plastic beads replaced glass beads as the throw of choice. Often when beads were thrown from floats, they became tangled and broken. Children enjoyed sorting through the tangled beads. Soon they discovered when the beads were twisted in various directions they could create different animals.

The most popular and easiest to make was the bead dog. Cub Scout and Brownie Troops, school clubs and various groups of children made the little Bead Dogs and sold them for fundraising activities. Haydel's Bakery decided that this historical little dog would be a wonderful way to give back to the community by raising funds for local charities. Coinciding with Haydel's 50th Anniversary, the Haydel's Mardi Gras Bead Dog® was born. In 2008, local New Orleans artist, Philip Weddle, was commissioned to create his rendering of the old time Mardi Gras Bead Dog®

Each year Haydel's raffles off a one-of-a-kind bead dog painted by a New Orleans area artist with the proceeds benefitting a local charity. The Mardi Gras Bead Dog® is a featured part of the way Haydel's Bakery gives back to the community. We hope you enjoy this revived piece of New Orleans tradition.

Laissez les bon temps rouler!

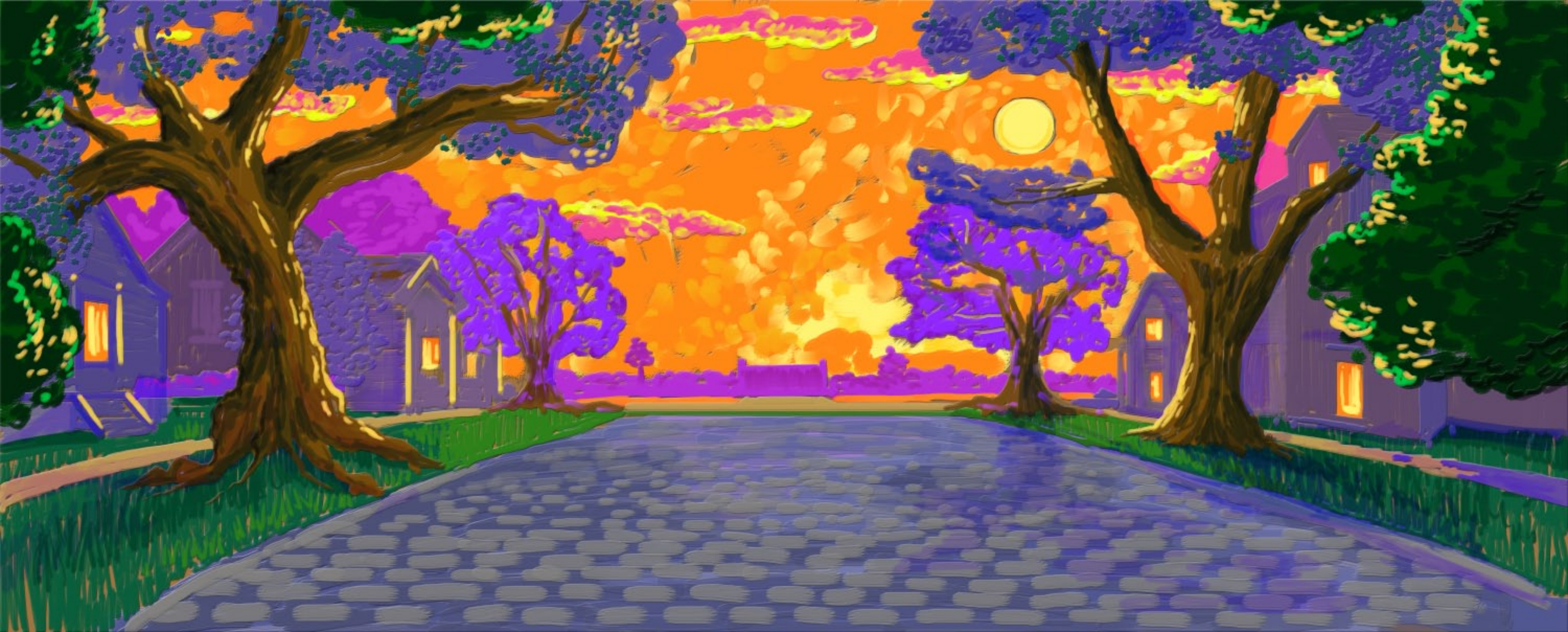


Create your own Bead Dog using colored markers.



Bead Dog name: _____

Artist: _____



As a Mardi Gras tradition in New Orleans, carnival krewes throw beads and other trinkets from floats. Often, the beads become tangled and broken. For years, children have enjoyed twisting the broken beads into animal figurines.

The most popular animal to make is the dog. Various groups like Cub Scouts and Brownies make the little bead dogs and sell them for fundraising activities. In the spirit of this tradition, Haydel's has created a rendering of the old time bead dog, jazzed up for the 21st century.



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