

INTRACOASTAL CANAL SURF BATHING DAIRYING AND

CATTLE BREEDING LAKES AND BAYOUS

PARADISE FURS SEA FOODS HUEY P. LONG BRIDGE



#### WILLIAM G. RANKIN Commissioner

#### THE NEW INDUSTRIAL EMPIRE

Louisiana's natural resources are the most interesting and varied of any state in the Union and now yield an annual revenue of over \$200,000,000.

The production of crude oil in Louisiana has doubled since 1935, the value of this product at the source being \$114,702,187. With natural gas, natural gasoline and carbon black, Louisiana's revenue from its petroleum products totalled \$132,499,193 for 1937.

This Department has had the full co-operation of the producing companies, both major and independent operators, in its efforts to follow a sane middle course that will neither discourage the investment of private capital and enterprise nor exhaust its great petroleum reserve.

Here is the liquid "black gold" that will generate the power of our new industrial empire—fatten our factory payrolls, pave our highways, extend our educational facilities, add to the buying power and prosperity of our people.

In granting a 10-year exemption from taxes to new industries Louisiana was not motivated by purely unselfish and altruistic reasons—the thought was that both Louisiana and industry might work together to their mutual profit.

If the industrialization of Louisiana were an artificial development, without the basic factors essential to the continued expansion of industry, such a subsidy might conceivably prove a mirage, leading to the downfall of capital and management, to the distress of labor.

But here in Louisiana there is a remarkable conjunctivity of certain conditions that are not duplicated elsewhere. For example—

- the greatest variety of natural resources, which serve as the raw materials for industry, to be found in America—
- (2) cheaper fuel for industry from one of the largest reserves of natural gas in America—
- (3) cheaper transportation for raw materials and fabricated merchandise over the most complete system of inland waterways in America—
- (4) accessibility to the population centers which are gradually moving southward and eastward, giving assurance of a continued consumer demand for many years to come—
- (5) an equable climate with a year-round season for work and play in the open—
- (6) a labor market as yet unspoiled by the infusion of alien agitation—
- (7) the background of comfortable and congenial living conditions, recreation and education facilities for a more contented family life.

All of these conditions will appeal to the alert business man or manufacturer, seeking a location for his factory, assembly plant or branch office.

Louisiana is a liberal state, looking forward, not backward, and we invite men of vision everywhere to turn their eyes in this direction.

WILLIAM G. RANKIN, Commissioner

#### **DEPARTMENT OF CONSERVATION**

State of Louisiana

#### 1938

Jefferson Parish

#### YBARDY REVIEW

[ Official Publication of the Police Jury ]



#### DEDICATION

To Captain Horace H. Harvey, whose dreams of Jefferson Parish have become realities because Vision, Service and Perseverance have walked with him. It was through Captain Harvey's untiring efforts that the present Intracoastal Canal was realized, and Jefferson is also indebted to him for the Dupré Cut and the Life Saving Station at Grand Isle.



JUSTIN F. BORDENAVE Editor and Publisher

JOSEPH H. MONIES Business Manager WEAVER R. TOLEDANO President of the Police Jury

ANNIE LAURA HOWARD Associate Editor

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Barataria. This section of southern Louisiana has long been famous for its dreamlike beauty. Huge, moss-draped oaks, the gentle murmur of the bayou and the warm, fragrant air all add to the atmosphere of drowsy peace.

#### Foreword

Within the covers of this book you will find a sketch of one of the most pleasant places on this North American Continent, the Parish of Jefferson, in Louisiana.

Louisiana has always been associated in the minds of men with the romantic and the picturesque, but of later years, since our state has begun to take her rightful place in the vanguard of modern business and manufacture, there has been added the thought of progress. Jefferson Parish, a good neighbor to the rest of Louisiana, holds within her boundaries something of everything that makes Louisiana outstanding. Jefferson Parish is today, more than ever before, marching forward with the torch of progress carried high and burning brightly, inscribing a bright record on the pages of industrial history.

Whatever the progress of industry, the character and attributes of the people of Jefferson have not changed. However great the prosperity of this modern era of business development and improvement, we of Jefferson Parish are happy in the pursuit of simple pleasures and in the moulding of the characters of our children, who, as the men and women of tomorrow will take up our tasks when we must lay them down.

It is the hope of the Police Jury, governing body of our parish, and the staff of the Yearly Review, that we can present to the world at least a small view of the many things that make our parish such a pleasant place—to live in, and to work in, and to work for.

Without the wholehearted co-operation of our advertisers and contributors this purpose would have been defeated, and we are grateful for their steadfast support.

-THE EDITOR.



# JEFFERSON PARISH POLICE JURY-MEMBERS AND OFFICERS

Seated, left to right: Leon Gendron, Ward 3, Harvey; G. H. Thoede, Ward 3, Greina; E. E. Feitel, Ward 4, Harvey; Clem Perrin, Ward 6, Lafitte; Wm. E. Strehle, Ward 2, Greina; Weaver R. Toledano, President, Ward 9, Kenner; Clifford Dumestre, Assistant Secretary; Wm. Hepting, Secretary; Albert Cantrelle, Ward 4, Marrero; Joseph Peitl, Ward 5, Waggaman; Edward M. Gordon, Ward 4, Westwego, and Robert Ottermann, Ward 7, Southport.

Standing, left to right: Russell Ledoux, Eastbank Road Superintendent; Hirsch Meyer, Ward 4, Marrero; Alvin Hotard, Engineer; D. H. Roussel, West-bank Road Superintendent; Ernest M. Conzelmann, Assistant District Attorney; Ernest Riviere, Ward 8, Metairie; John J. Holtgreve, Ward 8, Metairie, and Clyde V. Bourgeois, Treasurer. Absent member—Harold Heard, Ward 1, Greina (McDonoghville). Please turn to page 204 for photograph. Geo T. Geiger, Jr., Country Agent, and Vernon Dupepe. Gasoline Tax Supervisor, were also absent.



On the beach at Grand Isle. This picture was taken in early March, but the temperature of the water was equal to that of Atlantic coast resorts in mid-July. A proposed new road will cut the distance to this island from 100 to 50 miles.

#### Jefferson-The Parish With a Future

W. R. TOLEDANO

President, Jefferson Parish Police Jury

Today, more than 55 per cent of all goods manufactured in and shipped from the Port of New Orleans is manufactured on the west bank of the Mississippi River in Jefferson Parish.

Located here are the Celotex Corporation's only Celotex (hard board) plant in the United States; the Southern Cotton Oil Company's plant, the largest producers of cottonseed products in the union; and the largest canners of sugar cane syrup and shrimp in the world, Penick and Ford, Ltd., and Southern Shell Fish Company respectively.

Elsewhere in this publication there is an article by Mr. Muench, Vice-President of the Celotex Corporation, explaining just why the Celotex Corporation picked Jefferson Parish as the ideal place to build their plant. To us, the advantages offered by Jefferson Parish are so apparent and so numerous that it is no wonder that many industries have chosen to locate here.

Not only do we offer ten-year tax exemptions to all new industries and to any additions to those plants already established here, but we offer one of the lowest assessment rates in the country.

We have one of the greatest inland harbors in the world, with a great amount of first class river frontage available to those desiring to build. At this point the Mississippi is twenty-two hundred feet wide,



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Trucks



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The home of Mrs. Harold W. Newman, 600 Iona Street, Metairie, one of Jefferson Parish's show places.

with a depth in mid-stream of one hundred eighty feet. In low water, the depth alongside the wharfs is from thirty to sixty feet. A recent act of congress provides for the widening of the channel of the river to fifteen hundred feet with a minimum depth of thirty-five feet, between the Port of New Orleans and the mouth of the river. This act also provides for a minimum depth of thirty feet between the Port of New Orleans and Baton Rouge.

Labor conditions in Jefferson are most satisfactory. An analysis of the records of the nation reveal that the parish has an enviable record, with very few labor disputes.

### Today Is Better

than the old days, despite the glamorous tales that legend and tradition weave to mellow the late evening.

HOW many of Today's grandfathers and grandmothers had yesterday the advantages offered today to pave the way to Tomorrow's Opportunities?

A T YOUR own doorstep, the Louisiana State University, with a faculty of high rank, excellent facilities, and expenses to suit the moderate income, offers more advantages than ever before in its history. Many scholarships and fellowships are available to high-ranking graduates, at the University and at other institutions in the United States and abroad—all providing advantages that Grandfather and Grandmother longed for but didn't have!

YES, Today is Better—a day of rich opportunity for those who can wrest from it the fulfillment of its golden promise. For catalog, address The Registrar

Louisiana State University
University, La.

Since sixty per cent of all manufacturing is dependent upon agriculture for its raw materials, excellent opportunities are to be found in Jefferson Parish. Seven trunk line railroads with direct access to all parts of the agricultural south serve Jefferson Parish. From the great agricultural state of Texas flows the Intracoastal Waterway, terminating in Jefferson at the confluence of the Harvey Canal and the Mississippi River. Rail and motor traffic is greatly facilitated by the Huey P. Long Bridge over the Mississippi, both approaches to which are in Jefferson Parish.

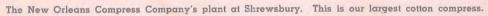
The climate of Jefferson is semi-tropical, and rarely do we suffer extreme cold or heat. Not more than four or five days in the winter will the mercury register as low as 32 degrees F., and the average number with temperature as high as 95 degrees F. is five.

Electric energy for power and light is furnished by a power company whose reliability of service has never been questioned.

The supply of natural gas is supplied by pipe line from the Monroe and Richland fields in north Louisiana.

The production of nearly fifty million barrels of petroleum annually in Louisiana, and our proximity to foreign fields in Mexico, Central and South America, make available an abundant supply of fuel for both industrial and domestic use. At Lafitte, in the central part of our parish, the Texas Company has located the most amazing oil reserve in Louisiana, if not the entire United States. Twenty-two wells have been bored in this field, and a "dry hole" is yet to be found.

Bituminous coal is available from many sources, most of our supply coming from the fields of Alabama and Kentucky, by reason of the lower transportation rates by rail and water.







# Stop At Your Neighbor Texaco Dealer

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REPLACE WITH EITHER

Texaco or Havoline

Ask About Marfak



The Zeringue home, above Westwego, a relic of ante-bellum days.

The water supply is inexhaustible, deriving from the Mississippi River, which after thorough filtering and chemical treatment, affords pure, safe water, excellent both for drinking and commercial purposes.

To the home owner who would enjoy the sunshine and fresh air of the country with the advantages of the city, Jefferson offers exceptional advantages. All of the services to be found in the city are available, and the schools are excellent. Today, perhaps more than ever before, small parcels of high, well-drained land can be purchased at advantageous prices. Throughout Jefferson Parish there is always a co-operative and progressive friendliness.

As President of the Police Jury, the governing authority of the Parish, and speaking for that body, I wish to state that at all times the Jury stands ready to assist and support any and all constructive enterprises.

At the present time, the Jury is sponsoring the proposed Hero-Hackett Mississippi River Bridge, to be built across the river for vehicular and pedestrian traffic. One approach of this bridge will be in the city of Gretna, in Jefferson Parish, while the other will be in New Orleans.

The proposed road from Lafitte to Grand Isle also has our sponsorship. This road will connect two of the most interesting and (Continued on Page 182)

#### SOUTHPORT PETROLEUM COMPANY

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SOUTHPORT, LA.

Agents for

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Left top—Hon. Richard Webster Leche of Jefferson Parish, Governor of the State of Louisiana. Right top—Hon. John H. Overton, United States Senator. Center—Hon. Earl K. Long, Lieut. Governor, State of Louisiana. Lower left—Hon. Allen Ellender, United States Senator. Lower right—Hon. Paul H. Maloney, Member of Congress.



CHARLES SPAHR

AGENT Harvey, La.

#### Buccaneers in the Bayous

#### CECIL B. DE MILLE

There is no city in America quite like New Orleans. Whenever I return there I am intrigued again by its delicate sachet of Nineteenth Century antiquity, its airy romance and courts of tropic flowers, its widely celebrated hospitality. Block upon block, its French Quarter is the most exotic area on this Continent. But if the enterprising metropolis near the mouth of the Mississippi is "Old World," as it is so often called, the misty, mysterious bayous that wind through the swamp between the city and the sea are out of this world entirely.

And they really give you that impression as you traverse their gentle currents, steeped in isolation, alive with mysterious life, dreamy and pristine.

I went there a year ago to see first hand the country made famous by Jean Lafitte and to talk to the people who know his history as part of their folk lore. And it was an expedition delightful and informative beyond words; an experience I shall never forget.

Guided by E. V. Richards, citizen, theater operator and sportsman, we boarded one of the flat-bottomed bayou boats at New Orleans. A gray, bare and unsightly, but friendly craft, it was our home for



"... the misty, mysterious bayous that wind through the swamp between the city and the sea are out of this world entirely."

WHEN IN

#### Metairie

VISIT

Louis E. Gruber

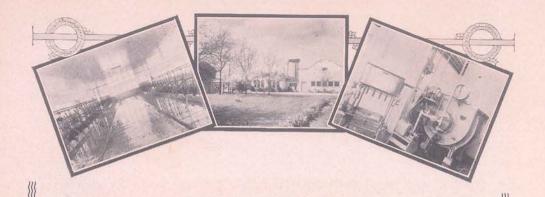


"As we glided along, I began thinking of the pirate whose lairs we were about to penetrate."

several days. The fore part of the upper deck was screened against mosquitoes; screened with many thicknesses of wire net and fortified with double doors. Below, the engine chugged in the middle of the galley, which was tenuously separated from the pilot house by a sliding door that never closed.

As we glided down the Harvey canal, almost within sight and sound of the rushing, roaring Mississippi, which was high, I began thinking of the pirate whose lairs we were about to penetrate. A suave, mysterious scoundrel, infinitely attractive to women, he welded the pirate crews of the Caribbean into a marauding navy that virtually closed the New Orleans customs house, because there was no further business to transact there. (He openly maintained a pirate mart at the "Temple," an overhung spot in the bayous, where he sold his loot to the townsfolk of New Orleans.) The auctions were like a picnic, attended by joyous throngs to whom the dashing Lafitte was an idel.

The exploit that endeared him most to them, however, was his flaunting of Governor Claiborne. When the Governor posted a five hundred dollar reward for him "dead or alive," Lafitte was outraged at the Governor's niggardliness. Riding about town in the middle of the night, he posted a fifteen hundred dollar reward for capture of the Governor "dead or alive," and signed it "Jean Lafitte." The Gov-



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Marrero, Louisiana

ernor awoke the next morning to find all New Orleans roaring with

laughter at him.

Three American presidents condemned, pardoned and again condemned him. He and his men hid in the bayous whenever the authorities were after him. Yet, with a price on his head, he offered himself and his men to Andrew Jackson, when the latter was without sufficient men or flints to defend New Orleans against the British. In



"Wherever there were trees the new moss swung overhead like the pointed gray beards of gnomes."



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GRETNA, LA.



"... the floating hyacinth." The fan-like leaves in the background are palmettees, whose glossy leaves form a perfect background for the delicate lavendar of the water hyacinth.

addition, he offered precious flints, and all this despite the fact that the British had tried to lure him over to their side with promises of land grants, 30,000 dollars in gold and a captaincy in the royal navy. There is reason to believe that if Lafitte had accepted the British offer, everything west of the Mississippi would now be Canada.

This, then, was the man whose hideouts we had come to view.

Stretching to the horizon on all sides of our flat-bottomed boat, by now, was water and green floating marshy land. We seemed to have moved back more than a hundred years and left civilization far in our backwash. We passed huts with chimneys made of mud and sticks, where live the traders in Spanish moss. Cows wallowed in the canal, eating the floating hyacinth. Wherever there were trees the new moss swung overhead like the pointed gray beards of gnomes.

#### GOING UP WITH CELOTEX! a TRUE Jeffersonian Product!



Every day, Celotex is playing an increasingly larger part in American life! Big strong Celotex boards like those above are sheathing new thousands of homes . . . erecting barriers to winter's chill and summer's heat . . . guarding health and comfort. Inside these homes, special Celotex products are building interiors of lasting beauty, added comfort and quiet.

In America's great food industry, Celotex guards perishables from farm to consumer. It increases egg and milk production in poultry houses and dairy barns. It protects foods in refrigerator cars, cold storage plants, refrigerators, and display cases.

Costly, irritating NOISE is being replaced with profitable Quiet by Celotex Acoustical Products—in offices and stores, schools and hospitals, churches and theaters.

Because Celotex products serve all these purposes well, and frequently at lower cost, they enjoy almost unlimited markets here and abroad.

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CHICAGO, ILL.



"Ducks swarmed as darkly as the mosquitoes of the night before, taking off, wheeling, sailing and returning in sweeping rhythms."

The plucked tufts hung blackening on lines, to be sold later to mattress makers.

After we had passed from the canal into the Bayou Barataria, we saw the Temple, with its soft sward and Gothic, spreading, mosshung oaks. Its greenery is reflected in the bayou and its impression is one of long idyllic peace. From the deck of our craft we took the photographs from which we later reconstructed for "The Buccaneer" this rendezvous of outlaws and New Orleans society back in 1814.

About nightfall we picked up our chef and pilot, Jack Adams, a gnarled and toothless elder who, like hundreds of his neighbors, has never seen New Orleans or any other city. Metropolitan sights and sounds are known to him only by hearsay.

One of his boys paddled him out to us in a pirogue, Jack standing up in the sensitive sliver of a boat, a corduroy cap on his head and a lantern on his arm. The lights of his home twinkled back in the steaming gloom of the moss-dripping trees. There was great hallowing of greetings back and forth between Jack and the two men operaing our boat, and he was hauled aboard.

As darkness settled, it began to rain angrily. The drops seemed as big as half-dollars and spanked the bayou with an exciting vehemence. We put in at the town of Lafitte, a huddle of houses with a rickety pier. The boat was tied up and we walked across the soaked planking of the pier to a half-stocked lamplit general store.

It refreshed my soul to see clean boxes of dried apples, penny-astick candies, sawdust on the floor and bound clothes-lines hanging

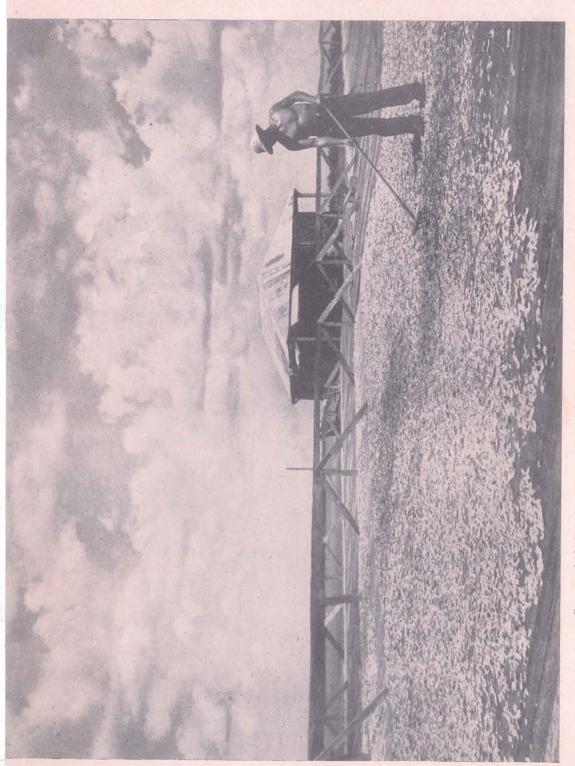
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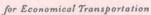
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", . . we looked at the fields of coral shrimp spread on boards and drying in the sun,"



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Gretna

from the rafters. O, days of childhood, when such stores were the heart of romance, business and politics. It's a joy to know that these great American institutions have not yet passed away.

The genial storekeeper turned up the lamp wick to help us. His dark-eyed wife and children came out of the back room to visit. In response to somebody's question, the man said that he had never seen one of my pictures, but that he had heard me on the radio.

"And I'd like to ask you for your autograph, Mr. deMille," he said in the soft patois of the district, which makes "bayou" sound like "by-a," and similarly shuffles accents.

This was prophetic of my experience throughout the trip. I've been producing motion pictures for 25 years and radio entertainment for only a year-and-a-half, but the natives of this isolated corner of the earth view me as a radio performer.

When Jack had ordered several boxes of provisions, we set off again in fog. I've threaded many island channels in my own boat in the densest kind of vapor, but how those men guided that boat through that narrow channel without grounding us, I will never know.

It took us three hours, after we left Lafitte, to reach the Little Lake Club, where we were to spend the night. For two of those three hours we were lost. The men could not find the bayou entrance to the club. Rain came down in tropical fury. There were thuddings and bumpings as we struck submerged logs and stumps. It looked like a grim night for us, even if we could stay afloat, and in the lashing storm it was doubtful for a while if we could do that. But finally, we saw a dim light on a distant pile. At about the same time we heard a distant ghostly blowing of a conch shell — the same instrument the pirates used to summon each other when they were to put to sea. Personally, I didn't know what to expect. Did it mean that the descendants of the pirates were rounding up to close in on us? What was to be the outcome of this? Were these our last hours that we were spending in the darkness, haunted vapors and pelting rain?

When the wheelman turned the boat toward the light, lost in my thoughts as I was, I almost instinctively reached out to stop him. He merely smiled. "That's the entrance to the club," he said.

As we made the landing, where a negro was blowing the conch shell to guide us, we could see mosquitoes swarming in clouds between us and the lighted porch. "Boy!" shouted Jack, toothlessly, "them mosquitoes is shore 'hot' tonight!"

We ran for the porch, swinging our arms about our heads. The rain had stopped as swiftly as it had come, which is why the mosquitoes were out in force. The lamplit, stove-heated club, with its comfortable chairs and prints of flying ducks, looked like the choicest of havens.

That night we ate steak cooked by a colored mammy in a vast low-hung kitchen, and slept in beds draped in mosquito netting. And

#### The Southern Cotton Oil Co.

Manufacturers of

### WESSON OIL SNOWDRIFT SHORTENING

GRETNA, LOUISIANA





". . . we could see, across the entrance to the bay, a lighthouse and an old fort." Fort Livingston was built by the United States some time after the Louisiana Purchase.

the mosquitoes sang and the rain pounded the roof, but we were snug and safe.

In the morning, Mammy served us eggs and Canadian bacon, and about nine o'clock our boat moved out into the glorious Little Lake, a body of water that belies its name. From our rail it seemed vast as the ocean, glittering blue, green and silver under the sun. Far away, on the horizon, gas fires burned 50 feet high beside oil wells we could not see. Ducks swarmed as darkly as the mosquitoes of the night before, taking off, wheeling, sailing and returning in sweeping rhythms that started our crew and E. V. Richards yelling like Comanches.

"Boy, look at those ducks!" Richards shouted repeatedly, his sportsman's instinct aroused. He would have liked to snatch a gun and bring down a few bushels of the squawking fowl.

We would occasionally pass a fisherman, who would wave to us from his pirogue as we chugged onward, the galley reeking with the smell of engine fuel and a white plume of steam fluttering off our stern.

About the middle of the morning, we came to Manila Landing, quaintest of villages, its red-roofed green shacks standing high on stilts in the Grand Bayou. An otter skittered through the water at our approach. A shaggy dog ran out eagerly on the pier to meet us, otherwise the village took no notice of our arrival.

Later, when we looked at the fields of coral shrimp spread on boards and drying in the sun, the sleepy attendant whose job it is to turn the shrimp hardly raised his head to glance at us before lapsing back into his doze. I fingered and tasted the dry, salty morsels and

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thought how effete Hollywood and New York would prize them as a delicacy to munch with their cocktails. But these were not the greatest of the delicacies we had that day.

A little farther on, we stopped by an oyster boat. The marine-capped oyster men expertly slit huge shells with their knives and served us the contents on the helf-shell. No one has eaten oysters unless he has eaten them fresh like that, with the salt of the sea still in them. Then there was the thick meat soup Jack served us for luncheon. Throughout the bayous, Jack is loved by hunters almost as much for his soup as he is for himself.

Early in the afternoon, we came to Grand Isle, where the shrimp fleet bobbed becalmed. Stalwart 'Cajun men and boys swarmed over the tiny white boats. Some are descendants of Lafitte's pirates, but they looked anything but piratical. Most of them are tanned and handsome, and greeted us with smiles and cheers. I was further reassured by the sounds of radios playing softly on their curtsying craft, and, so far from boarding us in the manner of their ancestors, the fishermen and lads studiously kept their distance, smiling at us shyly.

We were able to hire a tattered, bespattered Chevrolet of early make—the island's only taxi—to drive us around. Our chauffeur took us out to a point of land where the foaming breakers of the Gulf rolled up on a shore littered with driftwood. It was here, where the Gulf rides raging into Barataria bay, that Lafitte and his ships retreated when pursued, or hid for surprise attacks on pirate foes. It was here, also, that the British ships stopped in 1814, afraid to dare the treacherous approaches to New Orleans, and bargained with Lafitte to show them the way. The skies were gray, with only an occasional silver rift, but we could see, across the entrace to the bay, a lighthouse and an old fort. A large forbidding vista, it was nevertheless annointed with the romance of olden times.

That night we watched the dancing on Grand Isle, in an unfinished wooden structure with windows opening on the steaming bayou. It was gay, innocent and carefree, the girls in plain, pleasant little frocks and the fisher lads brown and resplendent in their seminautical garb—the "orchestra" a nickel-a-record machine. When we returned to our boat there was a swarm of husky shadows waiting for us, and we thought—rather hoped—that the boarding party had at last become a reality. But they didn't want our valuables—they merely wanted autographs.

We signed until our hands were cramped, and finally cast off.

Cots had been placed on the screened end of the upper deck and canvas lashed outside the screen. As we retired, the boat was moving in an almost palpable velvet darkness, only our guides knew whither.

The wind blew that night in Caminada bay. It flapped the canvas outside the screen. It whistled and thudded about us, waking us, startled. I'm afraid that none of us, having lain down in our clothes,

#### Great Southern Box Company, Inc.

Southport . . . . . Louisiana

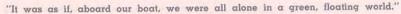
slept soundly, for there was spanking rain again, and an accident to the engine that brought hammering and loud voices.

But it was soon fixed, and in the morning we found a very sleepy E. V. Richards in the pilot house. He had stayed up all night to guide the boat through fog and storm into Bayou Lafourche.

At Golden Meadow the churchbells were ringing. Men and women, and children in white dresses, were going to mass. Some were coming across the bayou by pirogue. Scenically, the town and its approaches reminded us of Holland. And that was almost the end of our journey.

As we went along the Intracoastal waterway, heading back toward Barataria, we lapsed back into our original feeling of being cut off from all else. It was as if, aboard our little boat, we were all alone in a green floating world. Our isolation was complete, except for an occasional cow munching hyacinth, or a mud hut that we photographed.

At Barataria, however, we resumed our contacts with civilization. Cars were waiting to take us to the plantation of Herman Deutch, the writer, whose colored boy, the night before, in the dark of the moon, had buried a turkey and wild rice in a sepulchre of hot rocks and Spanish moss. We joyfully disinterred the fowl and ate it, as a prelude to returning to New Orleans. And that was the hospitable finish of our 280 mile cruise. But the spell of the dreamy bayous still remains with me, and I hope to return to them again some day.





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Left Top—Hon. Jules G. Fisher, State Senator. Center top—Hon. George Heebe, Jr., Assessor. Right top—Hon. Alvin T. Stumpf, State Representative. Center—Hon. Frank J. Clancy, Sheriff and Tax Collector. Lower left—Hon. Weaver R. Toledano, President, Police Jury. Lower center—Hon. Albert Cantrelle, President Pro. Tem., Police Jury. Lower right—Dr. M. M. Odom, Coroner.

#### \* \* \*

### JEFFERSON DEMOCRAT

Official Journal of the

# PARISH of JEFFERSON

GRETNA

LOUISIANA



#### Why We Are in Jefferson Parish

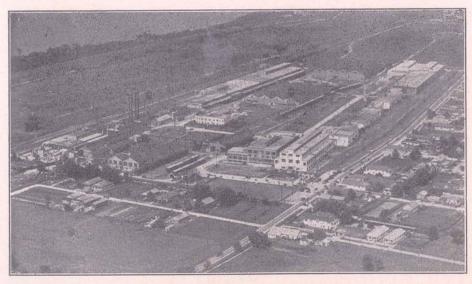
C. G. MUENCH

Vice-President, The Celotex Corporation

When the editor of the Jefferson Parish Yearly Review asked me to tell why the principal plant of The Celotex Corporation was located in Jefferson Parish, I had to stop and think about it. To me our presence here is so natural, so inevitable, so much the logical conclusion and perfect answer to such a variety of questions that I have for a long time taken it for granted. However, I realize that what is obvious to one may be obscure to another, and since an explanation of our reasons for being here is, to me, a refreshing reminder of the past, I gladly attempt this explanation.

Back in 1920, B. G. Dahlberg, myself and others of the original group of Celotex pioneers were engaged in a search for the ideal fibre to make the best insulating building board that could be produced. We had in our minds a very definite picture of the kind of board we wanted to make. We knew that a board could be made from many different vegetable fibres and we made up boards on a laboratory scale from wood, straw, flax, corn stalks, hemp and practically every other fibre we could lay our hands on. Finally, we obtained a sample of sugar cane bagasse, the fibre residue remaining after most of the juice has been squeezed from the cane, and tried that.

It made a board. It made a good board. In strength, density, weight and insulating qualities it came closer to meeting our ideal



The Celotex Corporation, on the west bank of the river, in Jefferson Parish, is the largest producer of rigid insulation in the world, with a production of 400,000,000 sq. ft. per year. Covering an acreage of approximately 150 acres, the plant in Marrero employs an average of 1,600 workers, not including employees at the numerous baling plants throughout the state, nor the sales forces throughout the United States and foreign countries, nor those employed in the Chicago office.

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Bagasse from Baling Station. Georgia Plantation, South Coast Sugar Co., Matthews, La.

than any other board we had yet made. A review of the technical and economic qualities of the bagasse fibre proved very interesting, and so, after a lengthy series of tests and further investigations, we decided that here at last was the fibre we needed.

With the decision to use bagasse, the general location of our as yet to be erected manufacturing plant was automatically decided for us. It would have to be some place in the state of Louisiana, the only place where sugar cane grew in the United States. In 1920 Louisiana produced about 170,000 tons of sugar and the sugar crop was increasing every year. With that much sugar there was bound to be a sufficient supply of bagasse to make that ideal insulating board.

In the production of sugar, the bagasse had always been a profound nuisance to the sugar planter. It was true that he could and did burn it under his boilers for part of his steam supply, but it was an unsatisfactory low grade fuel. It was wet, it was bulky, it was mean to handle and it furnished less than half the fuel needed for operations. However, burning was about the only feasible way of getting rid of the enormous piles of trash that would have otherwise accumulated at the sugar house; for bagasse resists decay, it could not be piled or spread on the fields, it had no food value, it could not be fed to the mules. It was the almost perfect example of a waste product.

But to us it was the ideal fibre. It was clean, it resisted decay, it was a long, tough and springy fibre. Furthermore the cost of growing, harvesting, cleaning, collecting and preliminary milling had to be borne by the sugar planter. Enormous quantities of it were concentrated at sugar mills with railroad or water connections. We felt that

Karger

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PROTECTION LEVEE

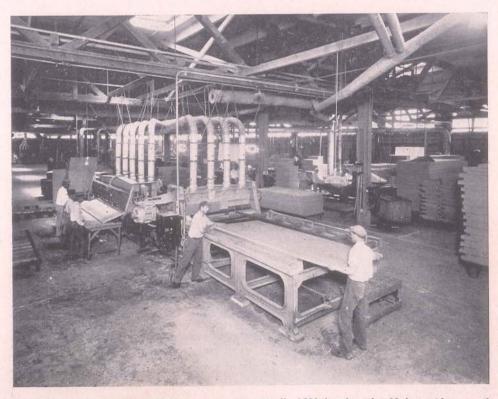
-and-

OAK STREET

Louisiana's planters would welcome us with joyous shouts when we offered to take this burden off their hands.

Of course, there was very much more bagasse to be had in Porto Rico, Hawaii and Cuba than was available in Louisiana but, taking one consideration with another, we decided on the Pelican State as our best original base of operations and began to move actively in the realization of our vision. Now the basic requirement in making rabbit pie is to first catch your rabbit, so in making Celotex our first need was to catch some bagasse.

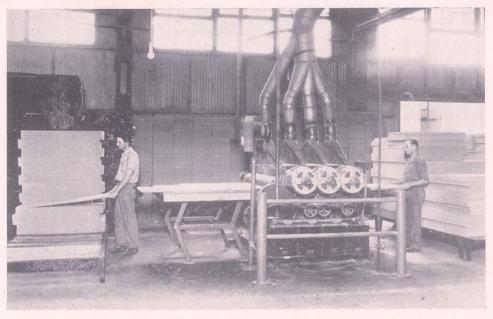
Well, the planters of Louisiana did not exactly turn out the band to welcome us upon our arrival. In fact, they were distinctly dubious about letting us have any bagasse at all. We were not the first to appreciate the possibilities of sugar cane fibre and a number of attempts to use it in the manufacture of paper and similar products had ended in flat failure. The planters were skeptical of our ability to succeed where others had failed. Granted, even, that we were willing to pay for the bagasse, and pay well, how could they be sure that we could take the fibre away as rapidly as it was produced, so as not to interfere with their operations? Then, too, their boilers were arranged for burning the bagasse. What would they do for fuel and who was to pay for rearranging their boilers to burn only fuel oil or gas? No, they were not interested, not even a little bit.



Trimming to special sizes—this board was originally 1000 feet long by 12 feet wide, enough board to build three (3) five room bungalows.

# Jefferson Inn

SOUTHPORT, JEFFERSON PARISH, LOUISIANA



One of the various sanders used to sand one side of board (Celotex) to  $\alpha$  smooth finish.

Finally, after canvassing almost every large sugar mill in the state, and practically exhausting our stock of persuasion, we succeeded in making a contract with the Estate of H. C. Minor to take the bagasse resulting from their grinding of 1920, at their Southdown Plantation near Houma, La. We agreed to convert their boilers to burn gas, to pay them the fuel value of the bagasse, plus a profit, and with sundry whereases and therefores not to disturb in any way their grinding operations. We agreed to take and dispose of nearly 300 tons of wet bagasse every working day and conduct it far, far away from the mill and we agreed to a lot of other things that we were almost sure we could do. Anyway, Heaven help us, we were willing to try.

Well, there we were. We finally had both feet on the ground in our chosen virgin field, and ignoring for the moment the fact that we were also up to our necks in bagasse, we began to consider the location of the manufacturing plant that was going to complete the operation of making a valuable something out of a worthless nothing. In other words, Celotex from bagasse. We had caught the rabbit. Now for a kitchen to cook the pie.

In that famous first contract, our legal advisers had sonorously stated that "it is necessary and essential that the Buyer secure an adequate supply of bagasse to justify it in making the necessary investment and expenditure somewhere within the State of Louisiana to establish a plant for the manufacture and production"—of an as yet unnamed product.

So we had to establish a plant somewhere within the state of

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135	150	3.00
180	200	4.00
225	250	5.00
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# When in America's Most Interesting City



# JAI ALAI GLUB



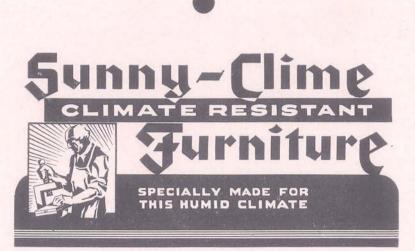
St. Bernard Parish



Loading Celotex-shipped to the four corners of the World.

Louisiana—but where? Our only certain source of raw material was at Houma, about sixty miles west of New Orleans, in the heart of the sugar belt and more or less the center of our future sources of supply. We considered the erection of a plant at Houma, but this town is located at the stub end of a branch line of the Southern Pacific Railway. The labor supply was not plentiful and was limited to field hands and shrimp fishermen. Plenty of water, but perhaps not enough or of the right quality for the manufacturing operations we had in mind. Power? Well, we would have to erect a power plant of our own. Cheap gas was available, but the supply was not so certain. We decided that Houma was not the place for us.

Our next logical conclusion was that we wanted to be at some place in the vicinity of New Orleans. As a distributing center for our finished product, New Orleans, with its seven railroads, the Mississippi River, and its ocean shipping, was perfect. But there were other things to consider. First of all, was there available a tract of land sufficiently large to provide for the future expansion of our operations? If there was, could it be secured at a reasonable price? And was it located along the river from whence we could obtain the flood of water needed in our operations? Did it have rail connections? Alas, there was not within the entire area of the Crescent City a single available tract that conformed to those requirements.



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#### GULF COAST MILITARY ACADEMY

GULFPORT, MISSISSIPPI

Well, we would find a place a little outside of the city. All right, then, upon which side of the river? Our best available sources of supply for raw materials were west of the river, but our largest potential market for our finished product was on the east side. There was at that time no bridge across the Mississippi and all shipments from the west bank had to be ferried across at a relatively high cost per car. Did we want to pay this heavy freight premium on our raw materials or on our finished product?

We debated this point for some time. We looked at land up the river and down the river. We considered a location in Plaquemines Parish on the east bank. We took an option on a tract at Destrehan upon the east bank. We debated freight rates and rail connections with the railroads.

But finally we found a tract of land on the west bank of the river in Jefferson Parish. It stretched for two miles along the river and laid entirely within the unincorporated Village of Marrero. It was served from end to end by the Southern Pacific and the Texas Pacific Railways, and their rails connected with the sugar mills from whence we would draw our future supply of bagasse. It was directly opposite New Orleans and only a short haul from the docks.

There was plenty of labor available in Jefferson Parish and the average labor rate was lower than in New Orleans proper. Fuel oil for our power plant could be delivered by barge at the river front and there were rumors of a natural gas line to be laid directly along the tract.

It began to look pretty good. The land had formerly been a sugar plantation, but with rising labor costs in the metropolitan district, sugar planting had become unprofitable. The owners were anxious to develop their property as an industrial area. We were a sizeable potential industry and if we had any money or could probably get enough of the needful, they were inclined to try to meet our views regarding price.

So far, so good. However, there was still to be considered the local governing bodies and their tax needs, intentions and desires. We did not want to wake up some day and find ourselves incorporated willy-nilly into a new governmental unit with sovereign power to sock us for an additional tax. While we were willing to pay our fair share of the support of government, we felt that a State and Parish organization would serve our simple needs.

So we went down and conferred with the Parish officials. We had a good deal of helpful assistance from State officials as well. We found the Parish officials unusually alert to the possibilities of the industrial development of their community. Within their legal limitations they would do everything they could to make our stay with them pleasant. They were cautious about subsidizing new promotions and had nothing

# Freeport Sulphur Company



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to offer in the way of free land, remission of taxes, or any of the other baits to industry that are the customary fare of promoters with an abundance of ideas and a paucity of cash. They were eager to develop sound new industries and had already settled upon the policy of keeping the industrial area free of burdensome taxes. In every other way they would co-operate with us to the fullest extent.

So finally we had found our location. As a starter we bought forty-five acres, and at intervals, as our operations expanded, we have added to our holdings, until now we own over 140 acres of the best industrial plant site in the vicinity of New Orleans. There have been great changes in our business and new problems of production and distribution to be solved that made our original worries seem trivial. But we have never regretted our decision to locate in Jefferson Parish. Our original reasons for locating there have proved well founded with the lapse of time.

In that same time we have been gratified with the steady advancement of the Parish. Concrete highways, the Intracoastal Canal, the Mississippi River Bridge, natural gas, electric power at a cheap rate, improved rail and harbor facilities have all been added to the original advantages of our plant site. Many other industrial plants are now our neighbors. The enlightened and progressive policies of the parish officials have helped in no small degree to bring about these changes.

In rereading what I have written, it strikes me that I have sounded somewhat like a booster for Jefferson Parish. But on rereading it a second time, my conscience approves what I have said, and if this be a boost, let others make the most of it. For after all, I do approve of Jefferson Parish.

### H. G. HILL STORES Inc.

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Four Stores In Jefferson Parish

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Left Top—Hon. John E. Fleury, District Attorney. Right Top—Hon. L. Robert Rivarde, Judge, 24th Judicial District Court. Center—Hon. A. T. Higgins, of Jefferson Parish, Judge of the Louisiana Supreme Court. Lower left—Hon. E. Howard McCaleb, of Jefferson Parish, Judge of the Court of Appeals. Lower center—Hon. Vic A. Pitre, Clerk of Court. Lower right—Hon. Ernest M. Conzelmann, Assistant District Attorney.

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Then think how important this Natural Gas Service is in every day living—and how small its cost!

Dependable Natural Gas Service Doesn't Just Happen

UNITED G PIPE LINE COMPANY

#### Jefferson Parish

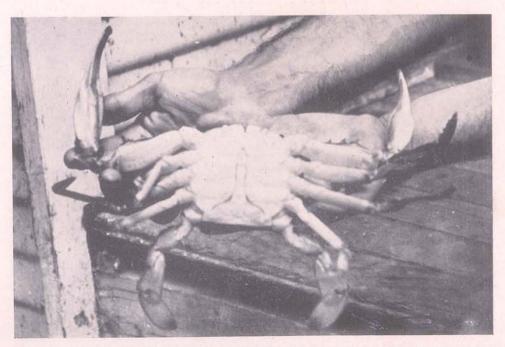
Always Original
Revolutionizes U. S. Seafood Industry When Two Women Dip "Seria"
Bush in Bayou.

#### MEIGS O. FROST International Writer

Jefferson Parish always has been the place where almost anything was rather more than likely to happen. It began somewhere back in the days of Jean Lafitte, Buccaneer of Barataria, who made his headquarters there. Jefferson Parish folks have kept it up ever since. As fantastic as the deadly combats and romantic loves of Jean Lafitte and his men, and a lot more useful, is Jefferson Parish's latest bid for fame.

Two Jefferson Parish women dipped a bush in a bayou seven years ago. Out of that simple act has come a revolutionary development in America's seafood industry. For Mrs. Frank Burgess and Mrs. Louis Martin back in 1931 hauled that bush out of Bayou Pirogue and found it filled with three dozen of the finest soft-shell crabs a cook ever prepared or an epicure ever ate.

Now, seven years later, more than 300 families of the Barataria section of Jefferson Parish are earning a large share of their living



This soft-shell crab, held in a man's two hands, gives an idea of the size of Jefferson crabs.



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GEO. STAHLER, President

JOS. J. MIRANNE, Secty.-Treas.



Kneeling in the bow, Mrs. Claudie Burgess reaches for a submerged "bunch" holding softshell crabs, while Miss Ernestine Plaisance steadies the skiff with an oar.



On bringing the bunch of "seria" to the surface, Mrs. Burgess shakes the bunch to dislodge the crabs, while Miss Plaisance catches them in the crab-net.

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In looking forward to the future growth of Jefferson Parish, our efforts are being put forth to building a greater friendship among its people in offering our services for their security and happiness.

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BALTER BUILDING, NEW ORLEANS



When a squall gathers, the crabbers flee for shelter. One lugger tows five skiffs, the skiffmen "chipping in" to pay the lugger for hauling them to and from the crabbing grounds.

"bush-fishing" for soft shell crabs. That one-time high-priced delicacy of the wealthy epicure, one of the most delicious of sea-food dishes in the world, has become a staple part of the diet of folk of very limited means. Housewives who used to have to pay at least \$3.00 a dozen for the delicacies, get them today as low as 90 cents and \$1.00 a dozen. Soft-shell crab sandwiches that once sold for 40 and 50 cents, sell for 10 and 15 cents today. Popular price restaurants offer fresh softshell crabs, with potatoes or lettuce and tomatoes and bread, as low as 10 and 15 cents a plate. Soft-shell crabs are shipped to California and New York, and arrive alive and healthy. Soft-shell crabs, frozen hard as a rock in cold storage plants—frozen so solid you can drive a nail with them—are thawed out years later and when cooked are as wholesome and delicious as if they had just been hauled wriggling out of the bayou waters. Not even an epicure with trained palate can tell the difference. On the banks of Big Barataria Bayou, on Fleming Plantation, at the Fleming Canal Store, Felix Favalora operates the first Crab Exchange in the world, in the South where Cotton Exchanges. Sugar Exchanges, Rice Exchanges are commonplace. Crab-buyers in fast boats with refrigeration compartments flock to the bayous and buy the fresh-caught soft-shell crabs from the fishermen, for cash. Bayou families deep in debt have paid their debts and re-established their credit through soft-shell crabs. Hundreds have not been forced to "go on relief", because of soft-shell crabs. The moneyless gap beNew Iberia, La. Phone 410 Harvey, La. Phone UPtown 1393

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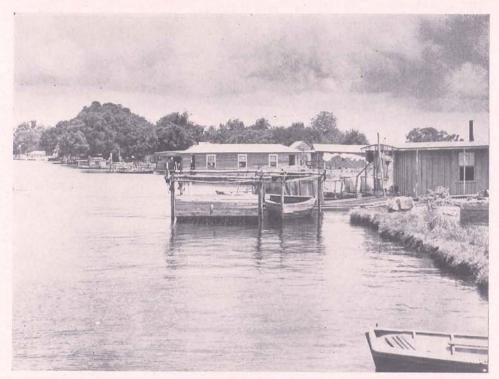
# Parish Petroleum Corp. Parish Drilling Corp.



424 Balter Building

New Orleans, Louisiana

KNISLEY, OILS



"Crabtown", the crabbers' houseboat settlement on Bayou Villars. "Bia Willa", as it is known to the natives, connects Lake Salvador with Big Bayou Barataria and Little Bayou Barataria at Bertheaud's Cove by Fleming Plantation. The boxlike structures in the foreground are floating "crab cars".



Felix Plaisance in his "crab car" on Bayou Villars, inspects "busters", crabs just about to lose their shells. As soon as a crab sheds his shell he must be separated from the other busters, or hard-shells, lest he be eaten by his cannabalistic brethren.

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These constitute the factors that are most important to the man who is purchasing a homesite. All of these points are definitely disposed of to your entire satisfaction when you select your site in

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Our Own Wharves for Ocean Vessels

tween the end of the muskrat trapping season and the beginning of the shrimp season has been filled with cash by soft-shell crabs. Seafood packers have learned how to put up soft-shell crabs in tin cans so they can be shipped anywhere without refrigeration, and come out fresh and tender, years later. Lake Salvador, in the Barataria section, has been discovered to be the greatest haunt of the soft-shell crab in all the coasts of the United States of America. Its soft-shell crabs come to market some two full months ahead of the soft-shells of Lake Pontchartrain and Lake Borgne, both nearby in Louisiana, or the great crabbing grounds of Crisfield, Maryland, on the Chesapeake Bay. Lake Salvador produces soft-shell crabs for market, it has been discovered, "from the start of warm weather to the end of warm weather" and that in Louisiana is from around March until around November, the longest soft-shell crab season in the world.

All this because two Jefferson Parish women dipped a bush in a bayou seven years ago!

Here's how it happened. The tiny shrimp they call "river shrimp", to distinguish them from the big "lake shrimp" and deepwater shrimp off the coast, love the brackish bayou waters. They make fine bait for a fish-hook. They flee from their natural enemies



Mr. and Mrs. Felix Plaisance and their daughter, Ernestine, watch the sunset on "Bia Willa" from the living room of their \$600.00 houseboat home—the end of a day in a crab-catching family.

0 5 7

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- Residential Sites
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Jefferson Parish

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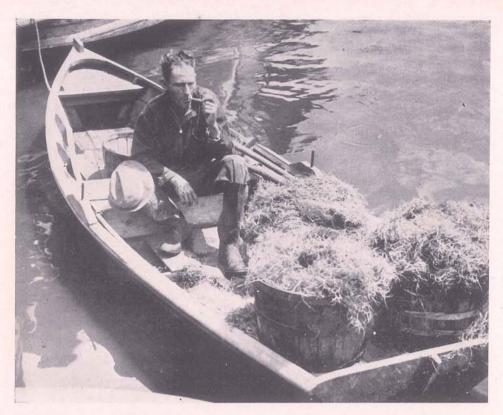
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Fred "Dutch" Lee brings his day's catch into Felix Favalora's Fleming Canal Store. Dutch's day's work is over.



Elias Hatty, Noah Bychurch and Clarence Elliott carry the crab catch from the skiffs on the bayou into the "Crab Exchange" in Felix Favalora's store.

### Sinclair Refining Company

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# U. S. Industrial Alcohol Company

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**NEW ORLEANS** 

Manufacturers of

INDUSTRIAL ALCOHOL



Home of the "First National Crab Exchange", goal of fresh-caught soft-shell crab cargoes, Felix Favalora's Fleming Canal store on Big Bayou Barataria.

who eat them by hiding in any thick, submerged growth on the bayou. So when you want to catch a mess of river shrimp to bait your hooks for a catfish set-line, as Mrs. Burgess and Mrs. Martin did seven years ago, you chop a bunch of "seria" branches, tie them together, sink 'em in a bayou, and come back next day. You haul up the bunch, shake it into a skiff or over a big scoop-net, and out fall your river shrimp.

"Seria", as nearly as can be figured, is a colloquialism for the French "cerisier", or "cherry tree". The plant grows like a short bushy shrub, and sometimes grows into a tree some twenty feet high. It is also called the wild cherry, the myrtle, and the wax myrtle. Botanists call it "Myrca Cerifera". On the bayou you pronounce it "ser-ee-ay".

There's no special flavor or food value in the "seria" bunches to river shrimp or soft-shell crabs. Its only virtue to them is that the leaves are thick and tough and make a fine hiding place. The fishermen like it because the seria stays under water longer than any other such clump of branches, twigs and leaves, without falling apart. They've used seria bunches to catch river shrimp to bait catfish hooks ever since anybody can remember.

But seven years ago, when Mrs. Burgess and Mrs. Martin hauled up their seria bunch out of Bayou Pirogue, they found in it besides their river shrimp, more than three dozen of the finest soft-shell crabs anybody ever saw. They sent their husbands in to Felix Favalora at Fleming Canal Store with them, to see if they had any money value.

# C. O. and L. E. HOOPER Industrial Engineers

ON INTRACOASTAL CANAL
HARVEY, LOUISIANA



# APPRAISALS, DELINEATION AND CONSTRUCTION

UPtown 1586



### LEON GENDRON'S

GROCERY, CAFE AND BARBER SHOP

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Harvey, La.

UPtown 9268

Felix Favalora thought he might be able to sell them in New Orleans. He paid 75 cents cash a dozen for them, \$2.25 for the lot. He sold them the minute he hit New Orleans. And the soft-shell crab trade was reorganized that minute, even if nobody knew it. The seven years of steady development have proved it.

Now that they've studied it all, folks know why. The common blue crab of Jefferson Parish waters, called "Callinectes Sapidus" by the scientific gentlemen, spawns by billions. One female crab spawns 6,000,000 babies a year. And Nature played a dirty trick on the crab. Its only defence against being eaten by its enemies is its hard shell; its only weapon its hard-shelled claws. But every few weeks in the first year and a half of its life, the growing crab just plain splits his own pants wide open. He has to get out of them fast. If he isn't out of his old pants in a matter of seconds, he's caught in the split garment, and he dies. Instantly he's out of his old shell, he expands from one-third to one-half again the size of his old suit of clothes. And then, until his "soft-shell" skin hardens, which may be from seven or eight hours to a day if he is under water, he's naked as a shucked oyster, the easy prey of his under-water enemies who love to eat him.

That's why a crab hunts hiding the minute he feels his shell begin to split around the edges. And for some reason, in all the coastal area



Felix Favalora, classifying soft-shell crabs in his store, the world's first "Crab Exchange".



#### ED. E. FEITEL'S

GENERAL DEPARTMENT STORE CASH AND CARRY

Harvey, La.

UPtown 9278

JOHN TIBO

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# Harvey Canal Ship Yard and Machine Shop

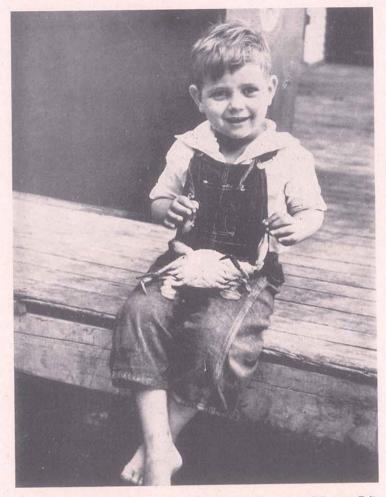
Boats and Barges Built and Repaired

DIESEL AND GASOLINE ENGINES REPAIRED



On the Intracoastal Canal

HARVEY



"I'm not afraid of him! He's a jumbo, but he's soft-shell," says Felix Favalora, Jr., of his new playmate. A hard-shell would come near nipping off one of those little fingers.

around Jefferson Parish, billions of crabs hunt hiding in Lake Salvador and the bayous nearby. Lake Salvador is some thirty miles long, some eight miles wide, some ten to twelve feet deep. Its bottom is oozy mud, alternated with shell reefs and sand. And it is a Heaven and a haven to shedding crabs, with thick natural growth around its miles of banks.

So the crab fishermen stretch long lines from poles protruding above the surface. From the long lines hang shorter lines, each with its seria bunch. Daily the fishermen in skiffs, towed in long lines to the crabbing grounds by some motor lugger, work down the lines of bunches. Men and women work at it. They haul out the bunch, slip a big scoop-net under it, catch the crabs that tumble out when the bunch is shaken, and dump them into the skiff. Then they take the catch home to floating "crab cars" and sort them out. The "green



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crabs" or "busters", just getting ready to "bust out of their shells", are kept in separate compartments from the soft-shell crabs. They'd eat the soft shells if the two were placed together.

Daily the catch, if it isn't sold to a visiting crab buyer, is taken in to Felix Favalora's Fleming Canal Store on Big Barataria, where the Crab Exchange is busy all through warm weather. The crabs are sorted and classed; the men get cash or credit on the books, as they wish. Many a big store debt has been paid in soft-shell crabs, many a family's credit restored.

One dozen is the unit for counting crabs. The price on the bayou to the fishermen fluctuates, according to supply and demand. It has ranged from five cents to ten cents each inside a week, from sixty cents to \$1.20 a dozen.

"Jumbos" are the biggest crabs, 12 to the dozen.

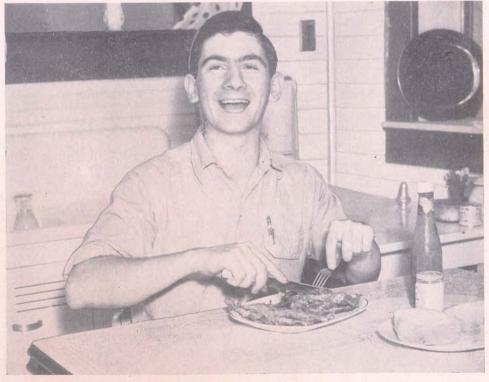
"Counters" are the big crabs, 12 to the dozen.

"Three-for-twos" are medium size, 18 to the dozen.

"Three-for-ones" are small, 36 to the dozen.

"Four-for-ones" are very small, 48 to the dozen.

The crabs come in baskets, packed in wet Spanish moss. After classing, they go into refrigeration instantly. They are rushed to New Orleans daily, in motor trucks, packed in ice. Markets and restaurants



James Hatty, eating soft-shell crabs—and enjoying them, too. The bayou boys can eat this exclusive restaurant delicacy three times a day.

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Frog races are a favorite sport for crabbers who pick up a few frogs on the side. Noah Bychurch, Elias Hatty and Clarence Elliott hold their entries, waiting for the starting signal.

take many. Others are shipped to distant points on orders; Chicago, New York, California. Yet others go into cold storage to be frozen, and kept indefinitely. Others yet are canned.

Hard-shell crabs are sold to the "crab factories" on the bayou, that cook the meat, take it out of the shells, pack it in the cans, or in glass jars for refrigeration and market trade.

Bull-frogs, too, find a ready sale. Frog-legs, properly cooked, are another delicacy the Barataria section provides. And the boys who catch bull-frogs have lots of fun racing them for nickel bets, and sometimes more than a nickel.

But you've got to fish for hard-shell crabs with cows' noses, lips and ears, tough and rubbery, from the slaughter-house, for bait. And catching bull-frogs is hard work, too, "shining" them at night with electric or carbide lamp fastened to your head.

Soft-shell crabs come and sit down in your seria bunches all by themselves, and wait for you to come and get 'em in a skiff. And they've brought thousands of dollars into Jefferson Parish. Which is a lot to have happen because seven years ago two Jefferson Parish women dipped a bush in a bayou.

However, as mentioned in the beginning, Jefferson Parish is a place where almost anything is rather more than likely to happen!

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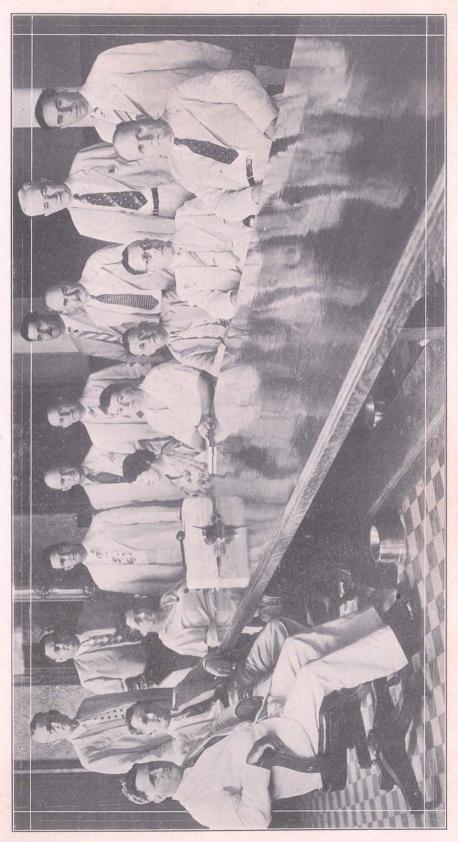
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Seated, left to right: Ursin Roux, Ward 5, Waggaman; Evett R. Schieffler, Ward 6, Lafitte; Mrs. Marion B. Odom, Ward 3, Harvey; Mrs. A. C. Alexander, Vice-President, Ward 9, Kenner; Mrs. Julia Reynaud, Office Secretary; Edward M. Comiskey, President, Ward 7, Suburban Acres; Julius F. Hotard, Ward 2, Gretna, and Louis E. Breaux, Ward 8, Metairie.

Standing, left to right: J. C. Ellis, Superintendent of Schools; Robert Farrington, Ward 4, Marrero; Lem Higgins, Assistant Superintendent of Schools; Alvin F. Higgins, Ward 1, Greina (McDonoghville); C. J. Coulon, Ward 4, Westwego; Leon Dufour, Ward 4, Marrero; John C. Brunning, Ward 8, East End; Charles Rawle, Ward 3, Greina, deceased, and Frank Desalvo, Ward 4, Harvey.





Jefferson Parish State Highways are kept in excellent condition by the Louisiana Highway Commission. This is one of their garages, housing trucks, graders and road implements.

#### Lafitte Oil Field

(PART ONE)

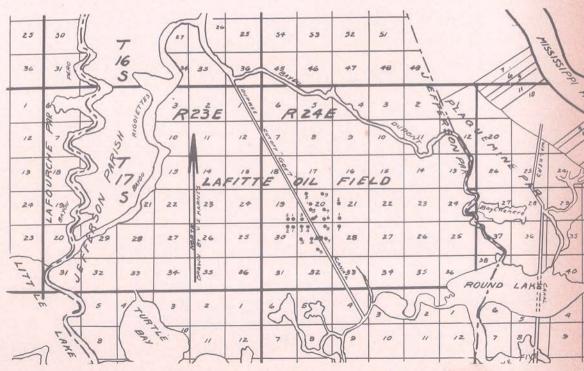
#### The Record Breaking Oil Pool in Jefferson Parish

#### O. S. KNISELY

President of the Parish Petroleum Corp. and the Parish Drilling Corp.

An oil field is extremely interesting and important to the average person. As a taxpayer and citizen, he may note that the oil industry is a huge taxpayer and plays an important part in both national and international politics. Trains, boats, automobiles and airplanes call his attention to the tremendous power created by oil and its products. The great wealth of oil is intriguing, and to participate in its finding and share in its profits has all the thrill of "hidden treasure".

In Jefferson, we have a "close to home" interest in the Lafitte oil pool. Here, in a section where one might expect to find pirate gold, buried by the brothers Lafitte, there is hidden wealth of another kind, the black gold of oil.



The Texas Company's operations at Lafitte Field. Black dots show wells completed.

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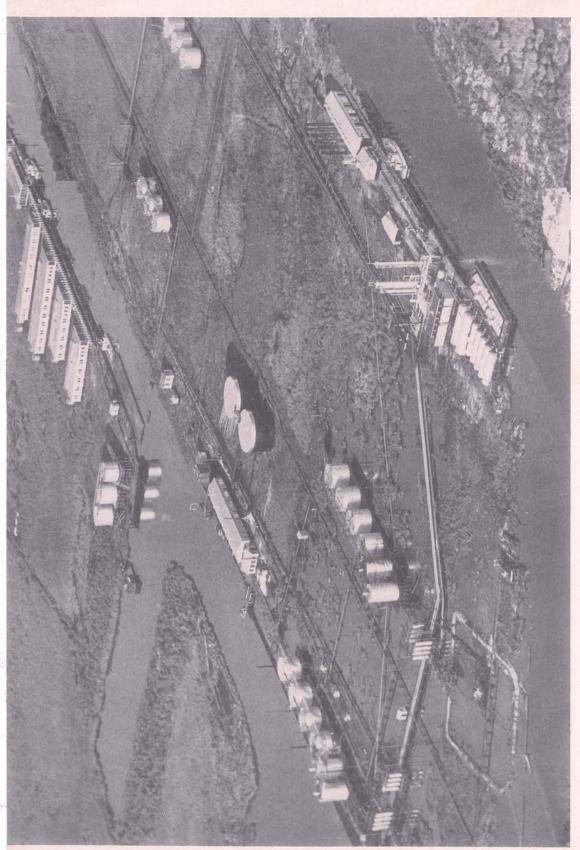
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#### JEFFERSON MARKET

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An air view of the Texas Company's operations in Latitle Field. 22 miles south of New Orleans.

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The first well in Lafitte began flowing May 30, 1935. Since that date, 22 holes have been drilled to approximate ten thousand foot depths, and have all been completed as flowing wells with little variation as to strata, pressure or production. This is a record for successful development at an almost two-mile depth, and the potentialities have attracted the attention of oil operators and oil geologists throughout the nation.

So far, one hundred and fifty thousand barrels of crude oil per acre has been recovered from coastal pools. Thus, the four sections already tapped at a similar ratio would mean half a billion barrels of oil, at better than \$1.20 per barrel, or approximately \$600,000,000.00, a staggering figure from marsh land of otherwise limited value.

When I first became interested in Louisiana oil fields, some twenty years ago, I was very hazy as to just how men could know where oil pools were located, and listened rather skeptically to learned geologists and experienced oil operators when they discussed locations and indications that guided them. Since then, from a novice, I have come to have some understanding of the earth strata of this part of our globe, and would like to outline, rather sketchily, the surface and subsurface of this region.

Underground strata, or sub-surface, approximates the topography of the surface water shed, with lifts or upheavals called anti-clines, and sinkings or subsidences called synclines, providing the hills and valleys underground. These are at times shown on the surface, and we call them outcroppings. However, the delta area of the coastal gulf territory does not as a rule show outcroppings, as it is buried hundreds of feet deep under more recent overlay. This necessitates geophysical instruments that can chart and record by accurate timing of earth waves from surface down to hard surface and return, thus notifying by reflection shooting the location of hard domes.

There are several theories as to the formation of these hard salt domes. An estimated basic normal of 15,000 feet below present surface may have once been great beds of rock salt. Centuries later, after the overlay was at great thickness, an inpouring of water may have swelled the salt to lift in great ridges, or a combination of chemical forces may have produced a boiling liquid that rose for thousands of feet, like bubbles on a porridge kettle. These salt domes are found in many places, mainly within a hundred miles of the Gulf Coast of South Louisiana.

These domes, hollow beneath, form an inverted cup, or trap. As the water shed of the Mississippi River tips to the sea level of the Gulf of Mexico, so the sub-surface strata tips to, or under, the bowl of the Gulf. Water, the simple element which works so many wonders,

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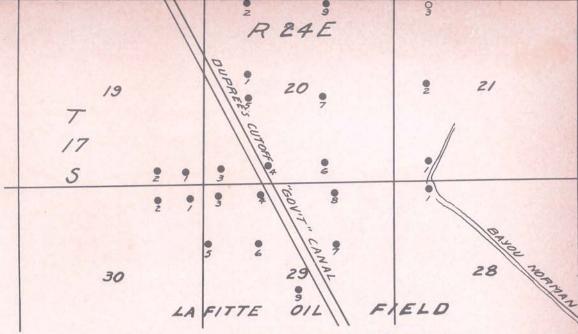
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The Texas Company's operations at Lafitte Field. Black dots show wells completed.

finding its way to the sea forces through the previous strata of sand, gravel and slate which forms the underground water courses with floor and ceiling of rock, clay or gumbo, the interlying strata. Oil, a lighter, thicker liquid, of itself is slow of migration, but the tiny globules of oil ride the drops of water until they are shoved off at one of these traps and become part of an oil pool.

Since oil is formed by marine life, either animal or plant, and is always in the process of formation, it is possible that this pool may be so favorably situated as to renew itself over many years. Thus, the flare of burning waste gas that can be seen any clear night from tall buildings in New Orleans, twenty miles north, may be a beacon proclaiming the continuance of the pool for many, many years in the future.

The citizens of Jefferson Parish have a very personal interest in this oil field. Some years ago, the Parish officials, seeking to help fishermen by providing a short cut to the fishing grounds and oyster beds in the Barataria Bay region, appealed to the Federal government for a canal to curtail mileage. The result was the Dupré Cut, made in the early 20's. The Parish of Jefferson acquired and owns the land used as right-of-way for this canal; the wells of the Lafitte pool are now on both sides of the canal for two miles of its eight-mile length and the north and south limits of the pool are not yet defined. It is possible that, through royalties from this strip, the Parish may derive great financial benefits, and anything that benefits the Parish, benefits its citizens.

We are enthusiastic both about the size of the Lafitte oil pool and its great reserves, but it is only the first field opened in Jefferson Parish, and quite likely will be followed by a number of other producing areas in later years. May they be equally good.

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#### The Lafitte Oil Field

(PART TWO)

#### Activities of The Texas Co. at Lafitte

#### R. C. STEWART

Manager, Louisiana Division, Producing Dept.
The Texas Company

To date, the Texas Company has twenty-two producing wells on this Lafitte dome, and three more wells drilling, the allowable as set by the Conservation Commission being 13,000 barrels daily.

There has been discovered on this dome five producing horizons classified by us as follows:

8000 feet—Dupré Formation

9450 feet-St. Denis Formation

9800 feet-Rigolets Formation

9900 feet—Milling Formation

10200 feet-Lafitte Formation

The Texas Company has constructed modern camps and quarters for employees, allowing all possible comforts. These camps are regularly inspected and cleanliness is always the first thought of those in charge. Every precaution is taken to safeguard the health of the men.

There are at present about 150 men at work on this dome, most of them living in Gretna, Algiers or Lafitte when not on the job. These men stay on the dome twelve days at a time, working eight hours each day, then have four days off to be with their families.

All wells now drilled on the Lafitte Dome are drilled from steel drilling barges. First a canal is dug and the barges floated in, then sunk to the bottom of the canal. The steam used is also from boilers on steel barges which are floated in and sunk. With this equipment of drilling and boiler barges the problem of good foundations has been solved, which expedites this work, as the ground in this area is very soft and a suitable foundation for heavy weights can only be made by the use of many and long piling.

A recent addition is our modern gasoline plant, now in operation, producing about 6500 gallons of gasoline a day.

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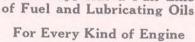
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- oMonogram Blended Whiskey-90 proof-25% Straight Whiskey 7 years old, 75% Grain Neutral Spirits
- American Silver Label Blended Whiskey—90 proof—7% Straight Whiskey,
   7 years old, 18% Straight Whiskey 20 months old, 75% Grain
   Neutral Spirits
- Briarcliff Blended Whiskey—85 proof—20% Straight Whiskey 18 months old, 80% Cane Products Neutral Spirits
- Supreme Straight Rye and Straight Bourbon Whiskey-90 proof

#### Kaleidoscopic Jefferson

AGATHINE H. GOLDSTEIN

Executive Department, State of Louisiana

Kipling was right—in spite of the fact that he never saw Jefferson Parish. When he wrote of East being East, and vice versa, he did not realize that the Mississippi River divided that portion of land, and made of that picturesque southern parish two very distinct and unlike territories.

How vastly apart and how close is Jefferson in its entirety, requires a second Robert Ripley, with one of his detailed "Believe It or Not" explanations, to really tell the world. Not that this parish has failed to receive large recognition—via the pen, the paint brush and the movie camera. But neither pen, nor brush, nor camera seems mighty enough in scope to present at one stroke that composite picture which is Jefferson's own. The reason for this, quite probably, lies in the fact that there are too many moods to Jefferson—too much of the real and the unreal, too much of the old and the new, too much of the God-made and the man-made, for any artist or writer to confine it to canvas or to the written page.

Historians and poets, to say nothing of painters and movie makers, have for years haunted the west side of Jefferson Parish, in their search for the picturesque in beauty and in facts. Real estate agents and home-builders have done as much for the east side. Today,



The ultra-modern D'Antoni home in Metairie.

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GRETNA





The home of "Nez Coupe". Lafitte's trusted man. Lafitte and his pirates are said to have exchanged messages by leaving in a hole in the same gnarled and windswept oak seen in the picture. This is possibly the oldest house in Jefferson Parish.

Metairie is one of the outstanding fashionable residential sections of the south—particularly noted for its splendid mansions.

But how few realize that the ultra-modern homes of some of the Mardi Gras royalty stand in the same parish with those of many of the descendants of the pirates who rode the high seas with the renowned brothers Lafitte! How different are those homes! How unlike the dwellers themselves! There is nothing about the one to remind you of the other, save for the fact that they both reside in Jefferson Parish.

Jefferson is truly a parish of contrasts—a part of Louisiana different from all others. It is a spot where many simple folk live and work. It is a fashionable center where many of the wealthiest families reside. Within its boundaries are schools where only highest credentials are entrance certificates; and other lesser houses of learning, small, narrow quarters, where some of the pupils have never seen a street car. There are garages on the one side of the river where the finest of motors are housed. On the other bank, pirogues are often the favored form of transportation. On one side, the children are taught the several prescribed languages of the intelligentsia. On the other, a soft patois suffices.

Yes, East is East, and West is West, and when that twain does

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meet it is usually on the west side—in Grand Isle or Lafitte or one of the many other charming spots where beauty is on the rampage and the finest of sports may be had for the taking.

As said before, Ripley could do a much better job of this story. There is so much worthwhile material that it is not in the power of this pen to do the parish full justice. For Jefferson, to be appreciated fully, must be seen.

Metairie is one of the show places of New Orleans, although it is beyond that city's limits. However, because of its proximity, that suburb comes in for its deserved amount of appreciation and exploitation whenever sight-seeing tours or garden pilgrimages originate in New Orleans. Golf and country clubs, along with the gorgeous homes, have their attractions; and the social whirl of a great city creeps into the boundaries of the parish made historically famous by that pirate, Lafitte.

The gardens of Metairie bring tourists from many miles. Florists have their nurseries there, too. The trees are as profuse and verdant as those to be found in any woodland scene. Spanish moss is abundant, birds sing, lily ponds and fish ponds add their embellishments and in the very center of Geranium Street a tiny garden plot blossoms with the season's flowers. Landscaped flower beds vie with less formal gardens, and in one of Southport's oldest homes, the owner's vegetable gardens afford the unusual spectacle of alternating rows of vegetables and roses and azaleas.



"Elmwood", an old plantation home. Although it is known as Elmwood, the house is actually situated in a grove of 32 giant oaks.

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An arch of oaks at the Freiberg Mahogany Company in Harahan.

Approximately three hundred yards west of the Huey P. Long Mississippi River Bridge, completely surrounded and hidden from the road by thirty-two tremendous oaks is "Elmwood", the country estate of Jack Lemann. This plantation manor, facing the Mississippi River, typical of the south of the steamboat days, is a souvenir of ante-bellum times. Its continued preservation will leave to posterity still another gift to add to Jefferson's charm.

While visiting Jefferson's east side, there is a rare treat in store for the one who visits Southport and chances to glimpse the aviary in the garden of Rudy O'Dwyer. Consisting of fifteen hundred birds of one hundred and five varieties, this is said to be the largest private collection in the United States. Importations from the entire world are in the several enclosures where the birds of all colors and species are kept. Surrounded by an unique flower garden, at once flamboyant and artistic, this sight is worth traveling miles to see. The raising of the "home-grown" worms to feed these pets is just another part of the unusual picture.

Over the Mississippi River, via the Huey P. Long Bridge, and the western side of Jefferson is encountered—a new world from that just left, and one so diversified and so teeming with variety that the newcomer is often bewildered. Industry and commerce and enterprising endeavor are one's first impressions; and these impressions are made lasting before a tour of Jefferson is completed. But this is all forgotten as one goes deeper into the sylvan territory that is so large a part of Jefferson's background. The marsh lands, the twisting

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bayous, circles of wild, deep purple iris, forests of oaks, torrents of moss hanging from branches centuries old, all fascinate the lover of the beautiful. Minute peninsulas project into the curving bayous, bearing rows of white wooden crosses, perhaps the resting places of the colorful buccaneers or their descendants. Palmettoes, huddling together under cypress trees which were grown before Lafitte was born; wild fern and multi-colored flowers show Nature in its most expansive and expressive forms.

The people, too, are a varied lot; all hospitable, friendly and wholesome. Some are highly educated, ambitious and living in the most modern homes; in contrast, there are those who have remained in the same humble abodes since birth, satisfied, enjoying life, toiling and making their way as trappers, hunters and fishermen.

On the verdant banks of Big Bayou Barataria nestles a tiny cemetery. Do not pass it by. For in this enclosure, natives will inform you, lie buried the bodies of three famous men: Jean Lafitte, John Paul Jones and Napoleon Bonaparte. This contention is corroborated by Dr. Louis Genella, Louisiana historian, who declares that the Little Corporal's ashes are not interred at L'Hotel des Invalides in Paris, as most history books relate; that this majestic military figure did not die on St. Helena, as the story goes; but that a double was smuggled on to the island in place of the real Napoleon, who boarded a Lafitte pirate vessel, but died while en route to New Orleans. The Baratarians also say that there is no convincing evidence to prove



A Reeves pheasant, one of the rare birds in the garden aviary of Mr. R. T. O'Dwyer.

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Horace Perrin and his grandson, kneeling at the grave of Jean Lafitte. It is said that Mr. Perrin's great-grandfather, one of 24 sons, all twins, was one of Lafitte's pirates.

that the great tomb at Annapolis contains the ashes of John Paul Jones; but that there is documentary proof that the famed naval officer succumbed aboard a Lafitte privateer, and was brought ashore and buried at Barataria.

Be that as it may, there is no way for the average visitor to ascertain the authenticity of this lore. But it is delightful to hear these tales from the lips of the native fisherfolk. The center grave, said to be that of Napoleon, is marked by a narrow upright staff, all that remains of the original cross, carried away years ago by souvenir collectors. Only the bare sod, trampled by the feet of man and beast, covers the remains of what was perhaps once one of the greatest military figures of all time. To the right is the grave believed to be Jean Lafitte's—covered with bricks, painted white. To the left, a plain white marble slab, flat on the ground, protects the ashes of what may have been John Paul Jones. Other graves of old citizens of the community are in the same barbed-wire fenced enclosure; and today the entire plot is the burial ground of the Perrin family.

Cemeteries are a favorite topic with many of the nearby residents; and they will ask you to come back on All Saints' night, when they will again carry out one of their century-old ceremonials in memory of  For Greatest Values in Men's and Boys' Clothing

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their dead. Many years ago, before any churches were built in that vicinity, and when travel to the closest house of worship meant a meandering journey of several days, these people were unable to go to church on All Saints' Day. It became a sort of ritual with them to place lighted blessed-candles on the graves of their loved ones on the night of November 1st. That custom survives, despite the erection of churches and highways which now make travel easy and pleasant; and the sight of hundreds of flaming candles in the cemeteries in the darkness of the night is one of the most weirdly beautiful spectacles to be witnessed anywhere.

Steeped in tradition, humble in spirit, asking little of life, these amiable people stand at the brink of what may prove to be a great revolution in their lives. Close to many of their homes is a land rich in oil; and there is that possibility that oil may be on their property as well. What will riches do to them? It is safe to guess that the older generation will go on living just as they have in the past. They want no other world. But will the younger men and women, children of today, scorn those advantages wealth brings in its wake? It is equally

safe to say that they will not.

Jefferson Parish also boasts of "the Riviera of America"—Grand Isle. Still in its primitive state, this tropical island is a stretch of Paradise, as far as sports and beauty are concerned. For real equatorial splendor is to be found right in our own Louisiana-in New Orleans' back yard-in Jefferson Parish-in Grand Isle. The luxurious verdancy of wild orchids and flaming hibiscus, towering palms and sprawling yucca, envisions tropical color and romance. On the beach at night one sees the glories of the heavens at the peak of perfection. Raise your arms and prepare to pluck yourself a star. The lacy network of constellations forms so intricate a pattern that a fairyland towers above you. All of your favorite illuminants are before you, in the very foreground of your vision. In the distance, the lesser celestial bodies seem interwoven and linked; all a part of the great pattern in which the Maker of all things gave meticulous attention to perfection of design. There is a protective caress in the melodious boom of the surf on the sandy shore. Peace and satisfied relaxation permeate the fragrant air. Even the world's most bitter cynic cannot help but fall under the spell of moonlight at Grand Isle.

Days at Grand Isle are never empty. History lives and breathes. Jean Lafitte survives in the person of one of the island's inhabitants whose looks warrant his taking the name of the famed buccaneer. Pictures of the real Jean Lafitte bear out the fact that this striking character of today has many of the physical traits of Louisiana's noted

pirate.

The annual tarpon rodeo, boating, bathing, fishing, hunting and other sports are but a few of the many attractions the island affords. For the gourmet, no other spot has more potentialities. Out of the

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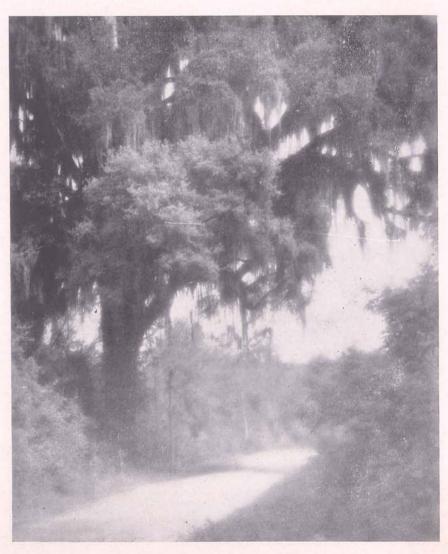
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very waters and fields are caught the sea foods and the fowl noted the world over.

But Jefferson Parish would not have reached its present eminence had it depended entirely upon the beauty of its scenery, its historic lore and the colorful characteristics and differences of its people. Blessed with a vast wealth of natural resources, it has become one of the most enterprising parishes in Louisiana. It is impossible to travel at any great length throughout the parish without seeing evidence of some phase of industry. For instance, if one fishes at Manila Village, he is impressed by the sight of shrimp platforms, where the shrimp are dried, the first step in an industry which sends Louisiana shrimp to the tables of epicures in far parts of the world. So it is even in the picnic sections down Barataria way, where soft shell-crabs are caught



A majestic oak on the road to Barataria.

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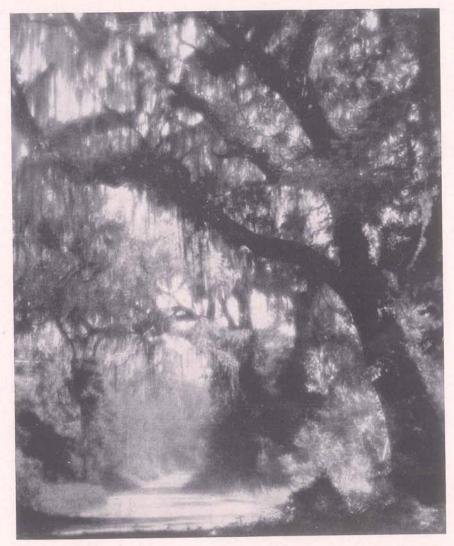
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The road to Lafitte's rendezvous is exceptionally beautiful, overhung by moss-grown oaks and cypress.

and shipped to distant markets. Oysters meet a similar fate, as do fish of many varieties.

Space does not permit going into each and every endeavor of the parish, even though near Lafitte there is one of the most promising oil fields in the country, where the Texas Company has already sunk twenty-two wells, each a producer.

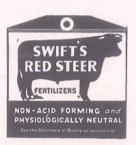
Suffice it to say that Jefferson does boast of being one of the greatest fur producing sections in America; and that it claims the largest sugar cane syrup and shrimp canning plants in the world, as well as the largest cottonseed products plants and the only Celotex plant in America. The parish has river frontage on both sides of the

(Continued on Page 186)

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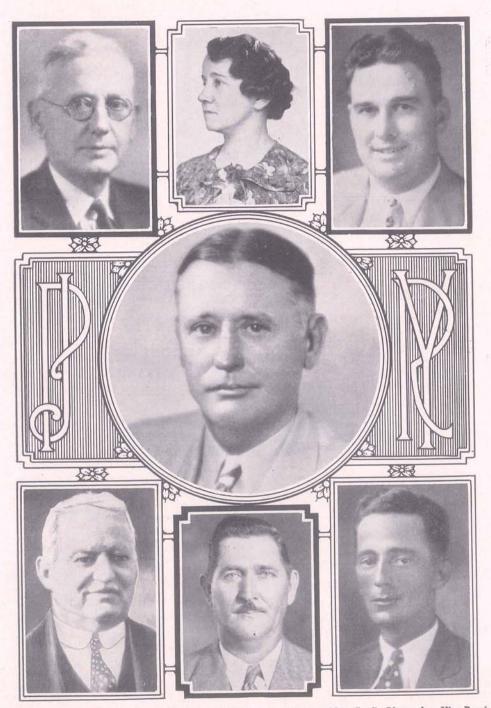
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Left top—J. C. Ellis, Superintendent of Schools. Top center—Mrs. A. C. Alexander, Vice-President of the School Board. Top right—Lem Higgins, Asst. Superintendent of Schools. Center—Edward M. Comiskey, President of the School Board. Lower left—Dr. A. J. K. Genella, Parish Health Officer. Lower center—Hon. Leon Dufour, Chairman Finance Committee, School Board. Lower right—Elias B. Fisher, Registrar of Voters.

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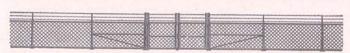
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Director, Division of Fisheries Louisiana Department of Conservation

Rich in food value, delicious and nutritious, shrimp are being used more each day, and in more widespread localities, since such processes as canning and freezing allow them to be sent inland or overseas, to any part of the nation or to any foreign country. Shrimp contain more protein than lean beafsteak, eggs, halibut, canned salmon or oysters; are unusually rich in minerals, and have a high iodine content, most helpful in the prevention of goiter; consequently, they are very valuable as a foodstuff, and as it stands today, the supply cannot satisfy the demand.

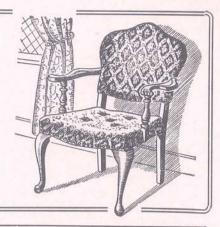
The production of salt water shrimp is the most important seafood industry in the South. While shrimp are found in the waters of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas and Louisiana, six-tenths of the shrimp produced in the

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