

# Jefferson Parish

## YEARLY REVIEW

1939





1939

*Jefferson Parish*

# YEARLY REVIEW

[Official Publication of the Police Jury]



DEDICATED  
TO THE PEOPLE  
OF  
JEFFERSON PARISH



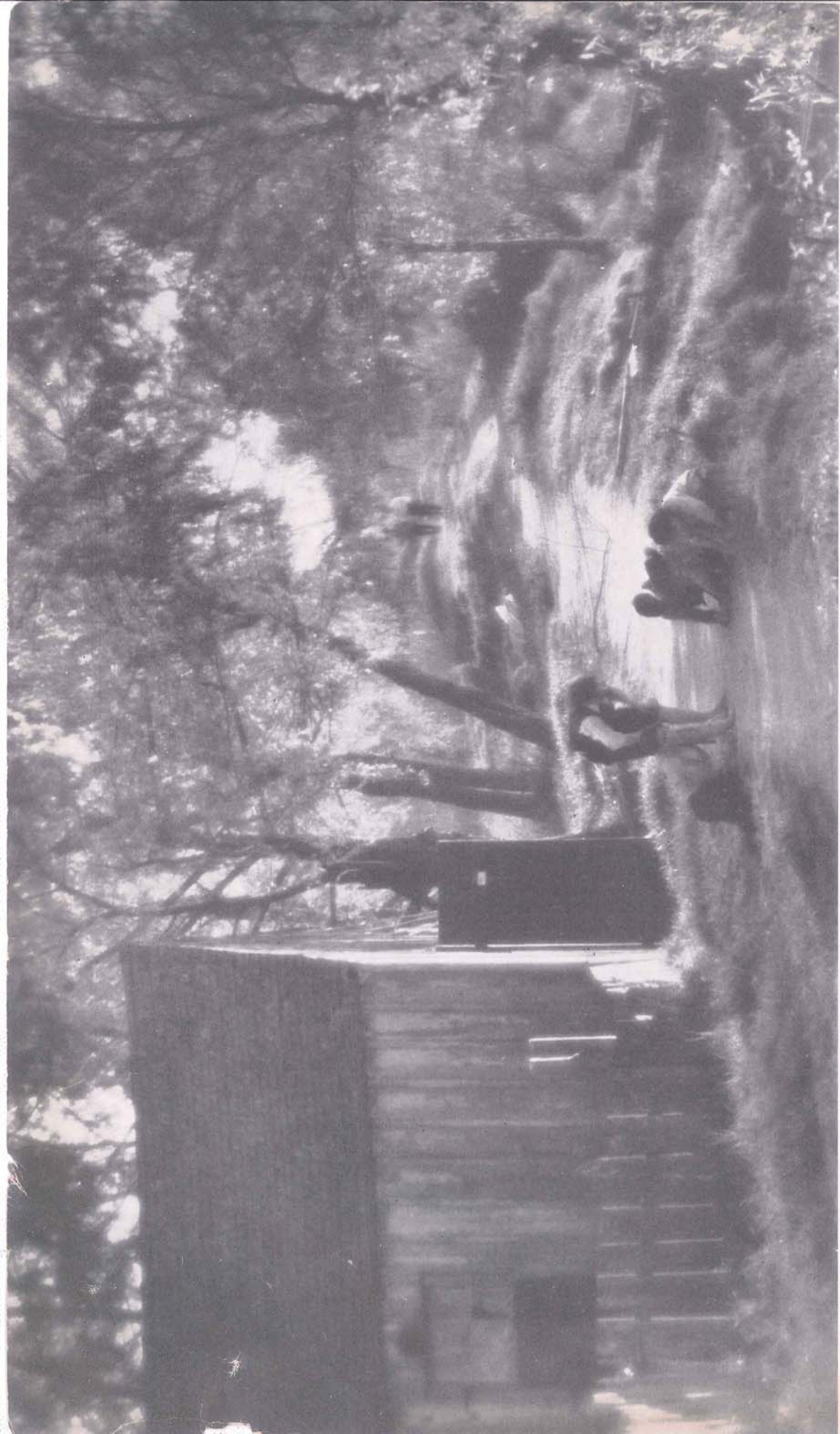
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President of the Police Jury

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Associate Editor

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The setting sun pours its warmth through the drowsy willows, and the peace and tranquillity of evening comes to the bayou country. Freed from school day tasks, these lads play on the levee of Big Bayou Barataria at Lafitte.



## Foreword

**F**OR THE fifth consecutive year, the Jefferson Parish Yearly Review greets you. Best wishes and a glad welcome from the Parish of Progress to the World!

We of Jefferson Parish in Louisiana have found that that part of the World which we are able to reach is interested in our message. In these yearly reviews, we are presenting our story, bit by bit. It is a story of endeavor and achievement unequalled by any other section. A story of the conquest of difficulties, of accomplishments in the face of a world distraught — a building-up in an era whose watchword seems to be tearing down — in short, a clean-cut picture of a year in Jefferson which earns it the right to be called the Parish of Progress.

World's Fair wonders are man-made miracles, but the miracles of Nature are still beyond approach by the works of man. In Jefferson Parish, Nature's bounty is prodigal. Jefferson Parish's natural resources, valued at hundreds of millions of dollars today are being directed into industrial channels of the nation by the intelligent use of Nature's benefits through the efforts of man.

The history of the Parish of Progress is a reflection of the history of the State of Louisiana. Events, as they happened, and the people they have concerned have written a colorful record in the annals of Jefferson Parish, and that record is a vital part of the happenings in State and Nation through the years.

Romance aplenty tints the history of Jefferson Parish. Patriotism and loyalty to American institutions and traditions have ever been paramount in the ideals of the citizenry of Jefferson Parish. Its people have carved its industrial destiny with willing hands. Their success is reflected by the wealth and standing of Jefferson Parish among the other parishes of the State today.

And withal, Jefferson Parish does not desire to keep to herself the good things contained within her borders. To one and all the word is "Welcome!" — welcome to the individual or the business — to the visitor or the new resident. A welcome that will share; as warm as the traditional hospitality of the Deep South.

Again the Yearly Review acknowledges with deep appreciation the steadfast support of every advertiser and contributor, which from year to year has made the Review possible, and has aided immeasurably in telling the story of Jefferson Parish to the world.

THE EDITOR.





JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS

Seated, left to right: Harold Heard, Ward 1, Gretna (McDonoghville); Clem Perrin, Ward 6, Lafitte; Wm. E. Strehle, Ward 2, Gretna; John E. Fleury, District Attorney and Legal Adviser; W. R. Toledano, President, Ward 9, Kenner; Clifford A. Dumestre, Assistant Secretary; Wm. Hepling, Secretary; A. J. Cantelle, President Pro-Tem., Ward 4, Marrero, and Joseph Petit, Ward 5, Waggaman.

Standing, left to right: Leon Gendron, Ward 3, Harvey; W. R. White, Ward 3, Gretna; J. J. Hollgreve, Ward 8, Metairie; Ed. E. Fettel, Ward 4, Harvey; D. H. Roussel, West Bank Road Superintendent; Russel Ledoux, East Bank Road Superintendent; C. V. Bourgeois, Parish Treasurer; Alvin E. Hotard, Parish Engineer; Vernon W. Dupepe, Gasoline Tax Supervisor; Hirsch Meyer, Ward 4, Marrero; Ernest Riviere, Ward 8, Metairie; E. M. Gordon, Ward 4, Westwego, and Robert Ottermann, Ward 7, Southport.

# Police Jury Finances

W. R. TOLEDANO

President, Jefferson Parish Police Jury

The Police Jury of Jefferson Parish, in its capacity as governing body, has always endeavored to keep Jefferson in the front line of progressive parishes of the state, and at the same time to operate as economically as possible.

Following this policy, we were quick to take advantage of W. P. A. projects for paving sidewalks, constructing concrete curbs and gutter-bottoms, building new roads and resurfacing existing roads, and cleaning and excavating ditches. This, however, entailed additional expenses, which the Police Jury met itself, taking from its regular revenues approximately \$170,000, without asking the taxpayers to vote additional taxes. The foregoing figure does not include cost of materials secured from other sources.

Under this program, concrete sidewalks were constructed and adjoining ditches excavated to grade as follows:

Place	No. Miles	Police Jury Expenditures	U. S. Gov't.
Gretna and McDonoghville.....	11.2	\$16,800.00	\$43,270.00
Lower Harvey.....	8.7	13,100.00	38,120.00
From Harvey Canal to Barataria Boulevard	8.2	12,300.00	40,470.00
Above Barataria Boulevard.....	4.2	6,300.00	18,530.00
Seventh Ward .....	10.8	16,200.00	52,565.00
Eighth Ward.....	20.8	31,200.00	102,800.00
Village of Harahan.....	4.2	6,300.00	21,800.00
Town of Kenner.....	14.5	21,750.00	68,435.00
Totals .....	82.6	\$123,950.00	\$385,990.00

Concrete curbs and gutter-bottoms constructed:

Place	No. Miles	Police Jury Expenditures	U. S. Gov't.
Metairie .....	6.3	\$10,080.00	\$41,800.00
Village of Harahan.....	4.9	7,840.00	35,615.00
Totals .....	11.2	\$17,920.00	\$77,415.00

In Gretna, Westwego, Harvey, Marrero and Harahan, approximately 18 miles of new streets were constructed, 90 miles of existing streets and roads were resurfaced and repaired and 100 miles of ditches cleaned and excavated to proper grade.





## REASON ENOUGH

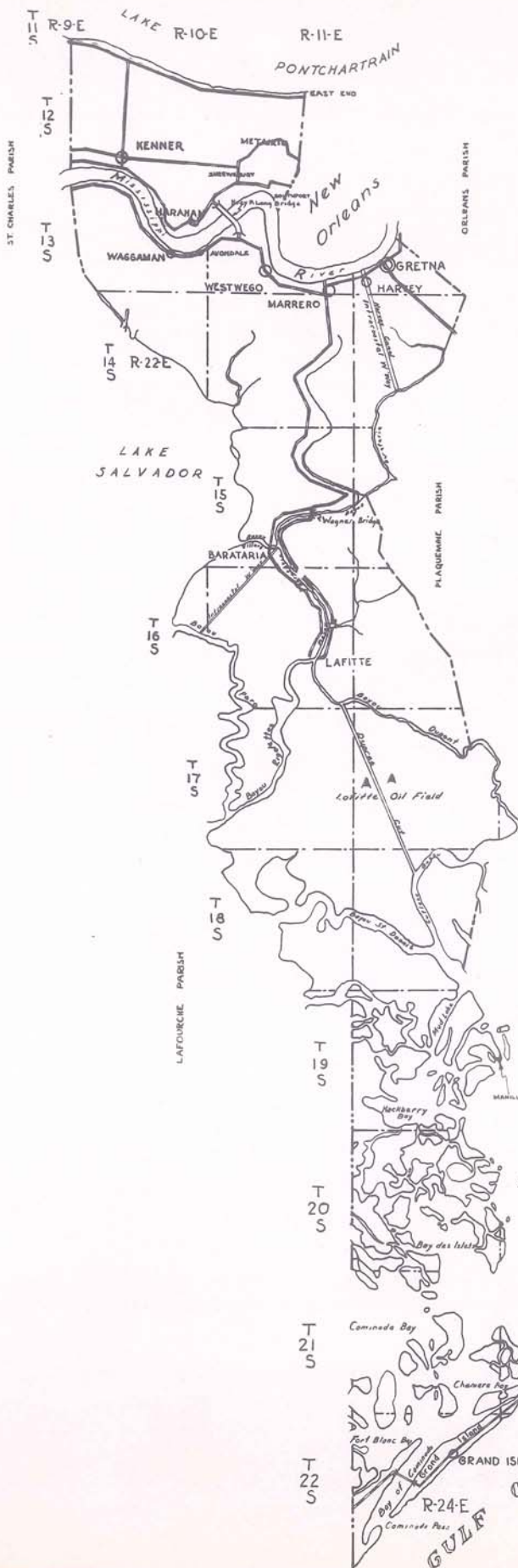
Jefferson parish is but one of the 64 reasons for Louisiana's growing importance in the sisterhood of states. The other 63 reasons are to be found in the remaining parishes of Louisiana.

Keeping pace with the rest of the state, Jefferson has benefited greatly from the industrial expansion, the welfare and other programs of social betterment which have been inaugurated. These programs have brought to the state more than \$70,000,000 of new industry; provided employment for 25,000 additional people; resulted in the building of a new Charity hospital at New Orleans, regional hospitals at Lafayette, Independence, Alexandria and Monroe with free beds available in hospitals in every section of the state.

Through this program also has come free ambulance service, free dental trailers, extended library service, security for the aged, assistance to the blind and infirm and aid to the needy mothers and dependent children of Louisiana.

These blessings, added to her natural advantages, makes Jefferson an ideal place in which to work and to live. My congratulations to Jefferson—a good neighbor—and an important cog in the machinery of Louisiana's success.

RICHARD W. LECHE,  
Governor of Louisiana.



# MAP of JEFFERSON PARISH LOUISIANA

showing  
MAIN ROADS & WATERWAYS  
CITYS & TOWNS

SCALE  
0 1/2 1 2 3 4 5 6 MILES





THE AMERICAN PRINTING COMPANY, LTD.

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QUALITY PRINTING AT MODERATE COST

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*Manufacturers of*

THE JEFFERSON PARISH YEARLY REVIEW

424 CAMP STREET

RAYmond 0806

NEW ORLEANS

In addition to furnishing office and warehouse space, heat, light, water, telephone, drayage, etc., to the Commodity Distribution Project, which distributes food commodities and clothing to the needy of the parish, the Police Jury contributed approximately \$350.00 per month to the sewing project.

In providing concrete sidewalks, drainage improvements, concrete curbs and gutter-bottoms in residential sections of the parish, many small projects were submitted, in each case confined to a small area. To facilitate such operations in the future, a parish-wide project was drawn up and ultimately approved by the federal government. This project will consist of the construction of concrete sidewalks; concrete, gravel and dirt streets; surface and sub-surface drainage; concrete curbs and gutter-bottoms; including clearing, excavation, fill, grading, concrete and gravel surfacing and paving; concrete pipe, manholes, catchbasins; and incidental and appurtenant work throughout the entire parish. The total cost of this project will be approximately \$526,500.00, of which the Police Jury will provide \$128,000.00 as their pro-rata. The prosecution of this project will greatly improve living conditions in all sections of the parish, as well as materially increase property values.

Previous to its participation in W. P. A. work, it was customary for the Police Jury to close down its maintenance department during the summer months. However, notwithstanding the losses in revenue caused by the depression, the maintenance department has operated the full twelve months in every depression year. This was necessitated by the W. P. A. projects, which required the services of the parish road crew in hauling material and conveying the workers to and from the various projects throughout the parish.

During this administration, it was also necessary to purchase some \$30,000.00 worth of additional road equipment, trucks, tractors, graders, concrete mixers, etc., all necessary to carry on extensive W. P. A. programs and road maintenance work.

When the village of Lafitte was flooded and the health of the residents was in imminent danger the Police Jury was forced by circumstances to erect a levee at a cost of \$6,000.00 to protect these residents of Jefferson Parish.

This drainage project has been completed by the digging of ditches and clearing of canals by the W. P. A.

The Police Jury now maintains an electric drainage plant which eliminates any possibility of floods in the village of Lafitte.

Aside from these additional expenses, the Police Jury has met all bonded indebtedness as it fell due and has maintained its high credit rating.





*Cars*



*Trucks*

**MERCURY**

**LINCOLN ZEPHYR**

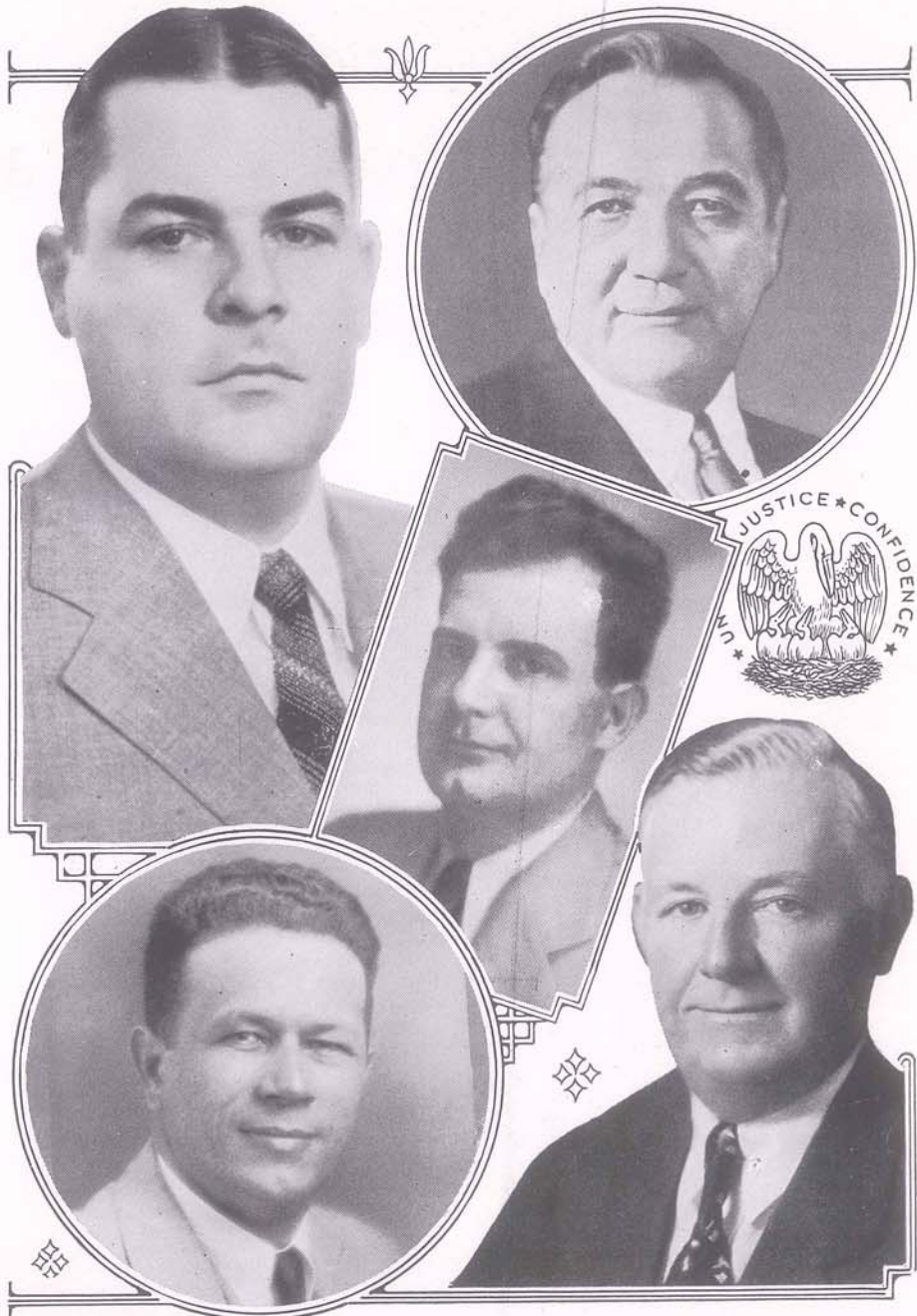
**GONZALES  
MOTORS, INC.**

Authorized Ford Dealer

801 Metairie Road

CEdar 2020, 2021

Let Us Demonstrate the New  
Ford Car



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.



TO THE GOOD PEOPLE OF

Jefferson Parish

*Greetings*

AND

CONGRATULATIONS TO YOU

AND YOUR VERY

PROGRESSIVE

POLICE JURY

ON YOUR RAPID PROGRESS



**HOTEL HEIDELBERG**

BATON ROUGE

# Jefferson Parish—Industrial Bright Spot

DON S. ELLIOTT, C. E.

In Collaboration with E. S. Pennebaker,  
Manager TP-MP Terminal RR of New Orleans

There has been a great deal in the press recently, emanating principally from our friends north of the Mason-Dixon line, to the effect that the South is the nation's "Economic Problem Number One". Some of the broadcasts have been so plausible and convincing that at times we have almost been persuaded to believe that perhaps we were, until we recalled and began to add up the advantages of Jefferson Parish, which we think make it eligible for the designation of "Industrial Bright Spot Number One" in Louisiana, and one of the few industrial bright spots of the South just now.

Here in Jefferson Parish are domiciled millions of dollars worth of thriving industries, some of them unique, and many of them also national and world leaders in their particular fields. Here are also the homes of thousands of happy and contented Louisianians, proud of the South and glad of the opportunity to enjoy Louisiana's year-round healthful climate.

Part of Jefferson Parish's industrial center on the west bank of the Mississippi. The manufacturing plant of the Southern Cotton Oil Co. is in the center of the picture, that of Blue Plate Foods, Inc., to the left. In the upper right hand corner may be seen part of the Gulf Refining Company's plant.





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# SOUTHERN SHELL FISH COMPANY

Incorporated

CANNERIES

HARVEY

UPtown 2500

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The Jefferson Parish climate is semi-tropical, and rarely is extreme heat or cold experienced. For not more than five days in the so-called winter season will the mercury drop as low as 32 degrees F., and the average number of days with temperatures as high as 95 degrees F. is also five. Such a climate allows twelve-month outdoor industrial activities with practically no discomfort to the worker and minimum damage to raw materials used for manufacture.

Jefferson Parish is in contact with all of North America via seven trunk line railroads, the Mississippi River, the Intracoastal Canal and Federal and State highways. Its commercial contact with every nation in the world is gained through the Port of New Orleans, which handles imports from and exports to all important world trade centers. The Port of New Orleans, which includes the industrial districts of Jefferson, ranks second only to New York as this nation's leading port in point of dollar value of imports and exports.

Jefferson's largest and oldest industrial district is located on the West Bank of the Mississippi, extending from the Orleans-Jefferson Parish line to the community of Avondale, a distance along the river front of some fourteen miles. Along this expanse of river front are located the wharves of the Texas Pacific-Missouri Pacific Terminal Railroad; Southern Pacific Railroad; Swift & Company; Penick and Ford, Ltd., Inc.; Southern Cotton Oil Company; Southport Petroleum Co.; U. S. Industrial Chemicals; Commercial Solvents Corp.; Douglas Public Service Corp.; The Texas Company and Gulf Refining Company. This district is directly across the river from New Orleans.

Easy access to the city is afforded by the Huey P. Long Bridge and ferries plying from the West Bank communities of Westwego, Marrero, Harvey and Gretna to New Orleans.

While not as large in number of industries as the West Bank district, Jefferson's East Bank industrial section is nevertheless impressive. Here, near and on the river just above New Orleans, is a fast growing district, which is only twenty minutes by automobile from New Orleans' famous Canal Street. It is also just across the river from West Bank Jefferson, easily accessible via the Walnut Street ferry or Huey P. Long Bridge.

The "baby" of Jefferson's industrial family is the district on the West Bank lying along the Intracoastal Canal, extending south several miles from the confluence of the canal and river at Harvey. In 1933 new locks were installed and the canal widened and deepened, providing easy access for commercial vessels from the river to industries along the canal. As a result of the recent discovery and development of oil fields in Jefferson Parish, many oil well supply houses and material warehouses have been established in this district.

Railroad trackage for prompt and adequate service is maintained throughout Jefferson's three industrial areas. Switching is so scheduled as to afford the optimum in delivery and receipt of freight. Prompt connections are made between the seven trunk line railways by direct interchange and by means of terminal and belt railroads.

Mississippi River transportation needs no introduction to the people of the United States. The Port of New Orleans is the terminal for river-borne freight

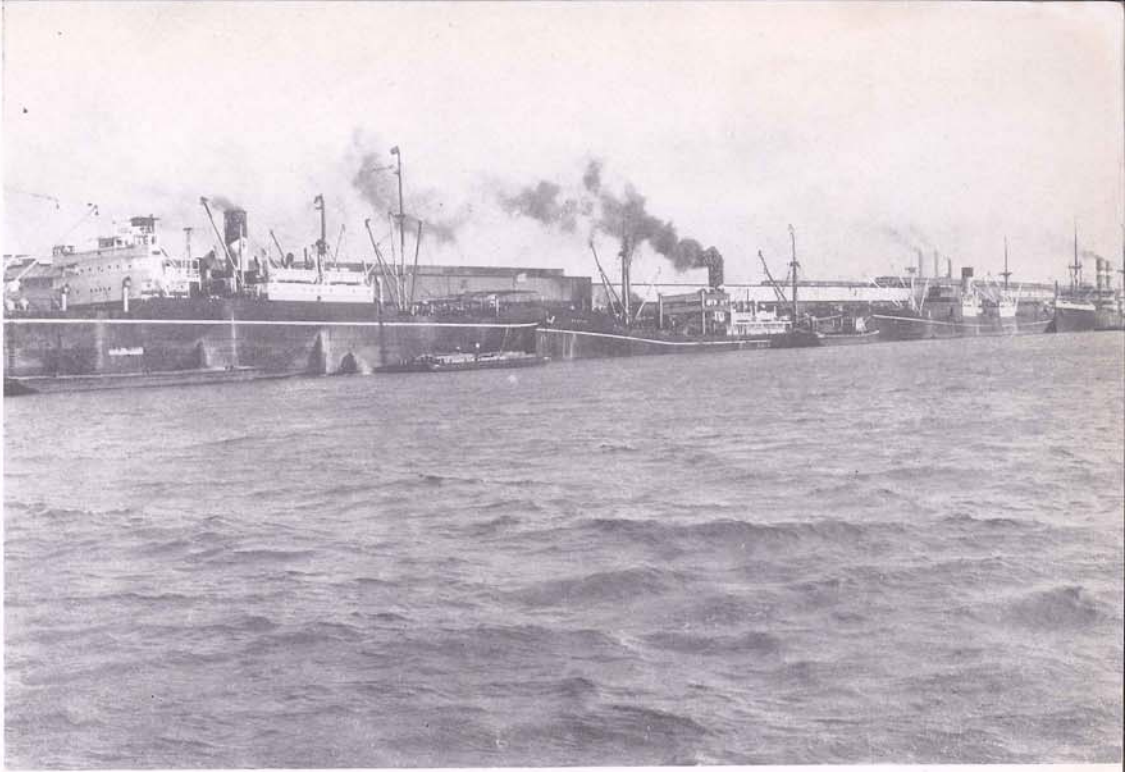


WHEN IN  
**Metairie**

VISIT

...

**Louis E. Gruber**



**Boats at dock opposite Gretna. More than fifty-five 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.**

from as far north as the Great Lakes, from the entire Mississippi Valley, and from the valleys of its tributaries. The Mississippi is capable of accommodating ocean-going vessels as far upstream as Baton Rouge, some 120 miles above the Port of New Orleans.

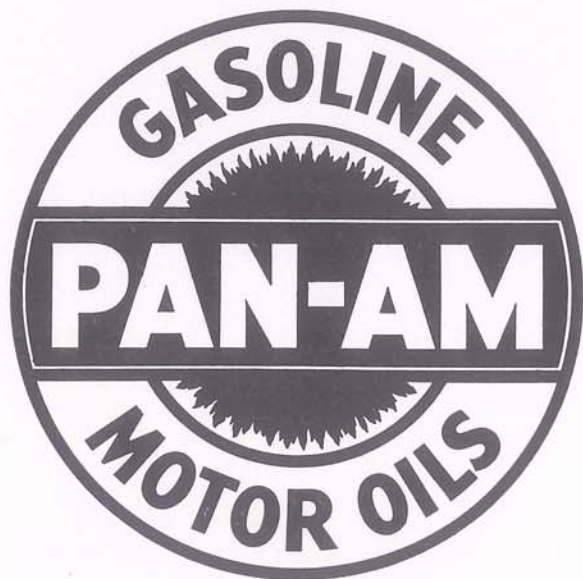
Jefferson Parish is adequately served by State and Federal Highways. Typical of these are U. S. Highway 90, which extends from Jacksonville, Florida, to San Diego, California; U. S. 51 from New Orleans to Madison, Wisconsin; and U. S. 61 from New Orleans to the Canadian shores of Lake Superior.

The Intracoastal Canal is in operation from the Mississippi River to 30 miles past Galveston Bay in Texas, a total of approximately 365 miles, with its ultimate terminus scheduled to be Corpus Christi, Texas.

Of interest to industry is the abundant supply of water available in Jefferson. There is an infallible source, the Mississippi; and the water resulting from the filtration and treatment through Jefferson's four water plants—City of Gretna, Town of Westwego, East Jefferson Waterworks District No. 1 and Jefferson Parish Waterworks District No. 2, is adequate for all domestic and industrial demands. Thorough drainage of Jefferson is accomplished by the Lafourche Basin Levee District, the Jefferson and Plaquemines, Second Jefferson, Fourth Jefferson, Sixth Jefferson and Lafitte Drainage Districts. Modern sewerage systems are being extended throughout the parish.

Labor is plentiful and can be secured reasonably in Jefferson Parish. Laboring groups are not exploited as "cheap labor" here. It is true that wages are lower here than in the northern and eastern states, but that is because the cost of living is lower. The warm climate makes few heavy clothes necessary;





**CHARLEY SPAHR**

**AGENT**

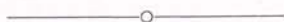


**HARVEY, LOUISIANA**

the fuel demand for heating dwellings is low; fresh fruits and vegetables are available practically the year around at reasonable prices; and rents and staple foodstuffs are equitably priced. Labor in this parish is as yet generally unspoiled by the infusion of alien agitation; and Jefferson, with very few labor disputes, has an enviable record in comparison with the rest of the nation.

Natural gas and electrical energy to meet any demand are available through an established power company whose reliability of service has never been questioned. The annual production of about 50 million barrels of petroleum in Louisiana and proximity to foreign fields in Mexico, Central and South America, make available an abundant supply of fuel for both industrial and domestic use. Bituminous coal is available from many sources, most of the supply coming from the fields of Alabama and Kentucky, by reason of the lower transportation rates by rail and water.

Many industries have seen the advantages of plant location in Jefferson Parish, and a brief description of their activities will follow, the West Bank plants being discussed in order of their geographical occurrence along the West Bank of the river, starting at Gretna and continuing upstream to Avondale.



The AMERICAN MOLASSES COMPANY since 1929 has had a barreling plant in Gretna, where molasses is received in tank car lots, barreled and shipped by water to Boston and New York.

The CHICKASAW WOOD PRODUCTS COMPANY, established in 1882, manufactures and exports shooks (knocked-down barrels). This company operates a barreling plant which handles petroleum products, corn syrup and Louisiana molasses for export and domestic shipment.

The plant of the AMERICAN DISTILLING COMPANY, established in 1927, produces rum from molasses and commercial alcohol from molasses and grain. Its products are nationally distributed.

DAVISON-PICK FERTILIZERS DIVISION of Davison Chemical Corporation has manufactured various grades of commercial fertilizers in Jefferson Parish since about 1900. These fertilizers, made up from potash obtained in the United States and Germany plus phosphates and nitrogenous materials from the United States, are shipped to points throughout Louisiana, Mississippi, Texas and Arkansas. The Davison Chemical Corporation, parent company, is the world's largest producer of super-phosphate.

Insecticides and sanitary supplies are products which JOHN STUMPF'S SON of Gretna has been distributing since 1876. Products of this concern include tape for destruction of ants; roach powder, powder for exterminating vermin and insect spray. These products are shipped to such remote places as Japan, Palestine, South Africa and Turkey.

THE GULF REFINING COMPANY established a distributing terminal in 1904. Petroleum products are received here in bulk by ship from Port Arthur, Texas, and are distributed throughout five southern states.

The SOUTHERN COTTON OIL COMPANY and BLUE PLATE FOODS, INC., are operating corporations of the Wesson Oil and Snowdrift Company,



*Drink Louisiana  
Made Beers . . .*



- DIXIE
  - 4-X
    - OLD UNION
      - FALSTAFF
        - JAX
          - REGAL
            - WIRTHBRU



NEW ORLEANS BREWERS'  
ASSOCIATION

Inc. The former, established in 1887, is one of the world's largest cotton seed oil processors, producing vegetable shortening and cooking oil for domestic and export consumption. Blue Plate Foods, Inc., established in 1929, produces a general line of salad dressings and sauces, for distribution over the southern, southeastern and southwestern states.

SEABOARD REFINING COMPANY, LTD., has operated continuously in Jefferson Parish since 1902. Cotton seed oil is received by tank car from the cotton-producing states of the south, chiefly Louisiana and Texas. Delivery is made by the two railroads serving the plant. The refined cotton seed oil is distributed nationally.

The SWIFT AND COMPANY REFINERY has been located in Jefferson Parish since 1911. This plant manufactures Jewel Shortening and cooking oil, refines cotton seed oil, and processes pure lard and salad oil. Most of the raw products for manufacturing and refining come from Louisiana and Mississippi. The greater part of the pure lard is exported to Latin American countries, with occasional shipments to England and Germany. Shortening, cooking oil and salad oil are distributed from this plant to the territory which includes Louisiana, Mississippi, southern Alabama and western Florida.

SWIFT & COMPANY FERTILIZER WORKS began manufacturing commercial fertilizer at their Harvey plant in 1912. Since then operations have been expanded to include the manufacture of sulphuric acid, bulk superphosphate and Vigoro plant food.

A variety of raw materials goes into the products of this plant; and they are procured from a number of sources, phosphate rock from Florida, sulphur

Two important plants in Jefferson Parish's west bank industrial center, that of Continental Can Company to the right, that of Penick & Ford, Ltd., Inc., to the left.







TRY A  
TEXACO  
DEALER  
NEXT TIME



====The====  
**Texas Company**

from Louisiana and Texas, nitrogenous materials from all over the United States and from foreign countries, and potash from California and Europe. Swift's fertilizers are used throughout the Southwest.

The COMMERCIAL SOLVENTS CORPORATION is engaged mainly in the production of ethyl alcohol from molasses obtained in Louisiana, Cuba, Puerto Rico, Jamaica, Honduras, Java, Philippine Islands, Hawaii and Formosa. Molasses is also handled through this plant for shipment to Peoria, Illinois, where butyl alcohol, acetone and miscellaneous solvents are produced. The raw molasses comes to the plant by steamer. The finished products, pure alcohol, denatured alcohol and solvents, are distributed through the United States east of the Rockies. This company does considerable export business through the Port of New Orleans to points throughout the world.

PENICK & FORD, LTD., INC., established their plant in Jefferson Parish in 1910. This company is the world's largest canner of cane syrup, and its Brer Rabbit brand is well-known throughout the nation. It also handles first, second and third grade molasses and blends corn syrup with cane syrup.

Louisiana is the source of most of the molasses and cane syrup for table use. This plant warehouses and distributes Penick and Ford's own brand of Vermont maple syrup. One of the facilities of the plant is a wharf for the importation of molasses from Cuba for use in the manufacture of cattle feed and also for distilling purposes. A three-million gallon cold storage plant is maintained for syrup and molasses. Penick & Ford products are distributed nationally and exported to Canada.

CONTINENTAL CAN COMPANY occupies a three-story plant situated on an eleven-acre tract near Harvey. This plant, established in 1932 and served by two railroads, produces 80 to 100 million cans annually, varying in diameter from 2-1/8 inches to 6-3/16 inches. All of the tin plate for can manufacture comes from Birmingham, Ala. Cans are made for various packers and syrup, sea food and vegetable canners throughout Louisiana, Mississippi and Alabama. This plant is equipped to serve the needs of the entire South.

THE TEXAS COMPANY operates a petroleum terminal at Marrero and an oil field at Lafitte.

A centrally located tank storage terminal is operated by DOUGLAS PUBLIC SERVICE at Marrero. This plant, established in 1924, stores all varieties of bulk liquids, vegetable oils and petroleum products. Exports and imports are handled over its wharves and domestic distribution is handled by rail.

JOHNS-MANVILLE PRODUCTS CORPORATION, established in Marrero in 1936, manufactures asbestos cement shingles, asphalt shingles and roofing and roof cements and putties. The plant, aggregating approximately 130,000 sq. ft. of floor space, represents an investment of more than \$750,000, and provides employment for some 300 persons.

HERCULES POWDER COMPANY, PAPER MAKERS CHEMICAL DIVISION, established its plant in Jefferson Parish in 1927. Its operations are manufacturing and warehousing. From its two chief raw products of resin, which is obtained in Mississippi, and bauxite, which comes from all over the





# **Rotolo Motor Co.**

CHAS. B. ROTOLO, Prop.



Distributor of

**Dodge and Plymouth Cars**



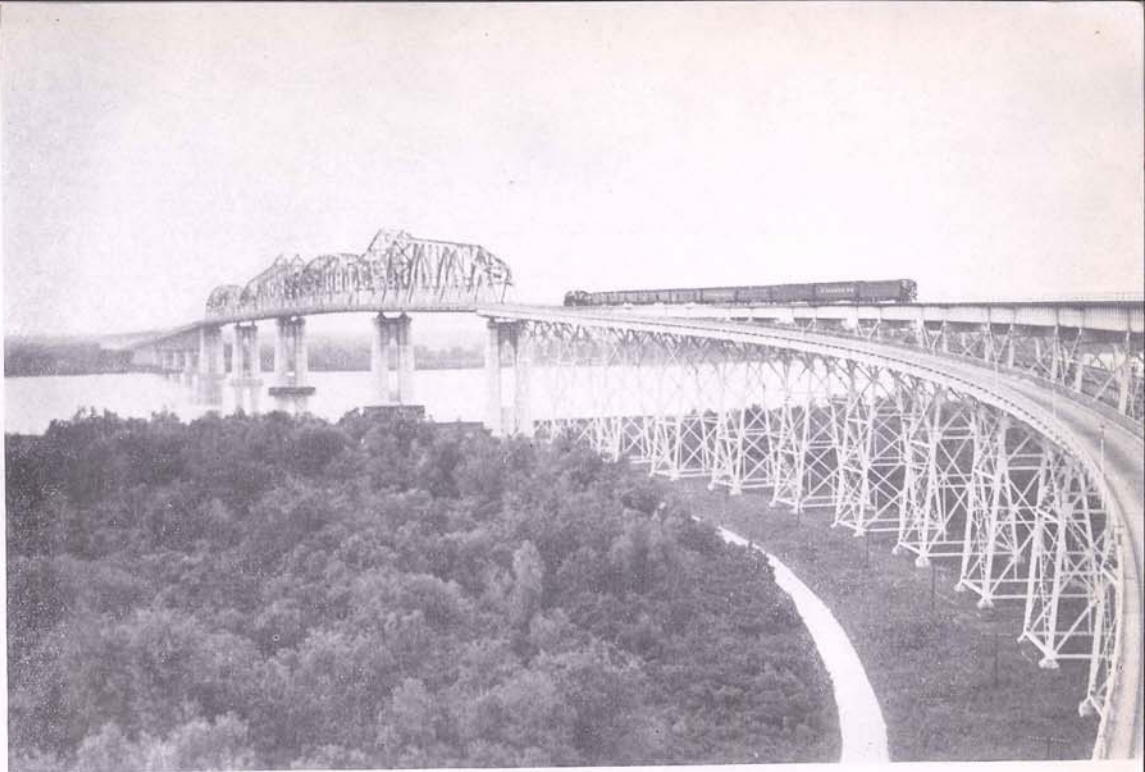
Our New Modern Structure Makes It Possible  
To Give You A One-Stop Service



Algiers 2252-3

Second and Newton Sts.

**GRETN, LA.**



The Huey P. Long railroad and vehicular bridge. This is the only bridge across the Mississippi below Vicksburg. Both approaches are in Jefferson Parish.

South, are made job chemicals for the paper manufacturing industry and general industrial chemicals. Distribution is usually carried on in the southern states, and at times throughout the nation. Some exports are made to Central and South America. Products obtainable through this plant include acids, alcohols, alkalis, alums, cleansers, casein, wax emulsions, sulphonated oils and oil emulsions, soap powders, resins and pitches.

Sugar cane nowadays gives to the world more than just sweetening for breakfast cereal and coffee. Any one who does not believe this should pay a visit to THE CELOTEX CORPORATION at Marrero.

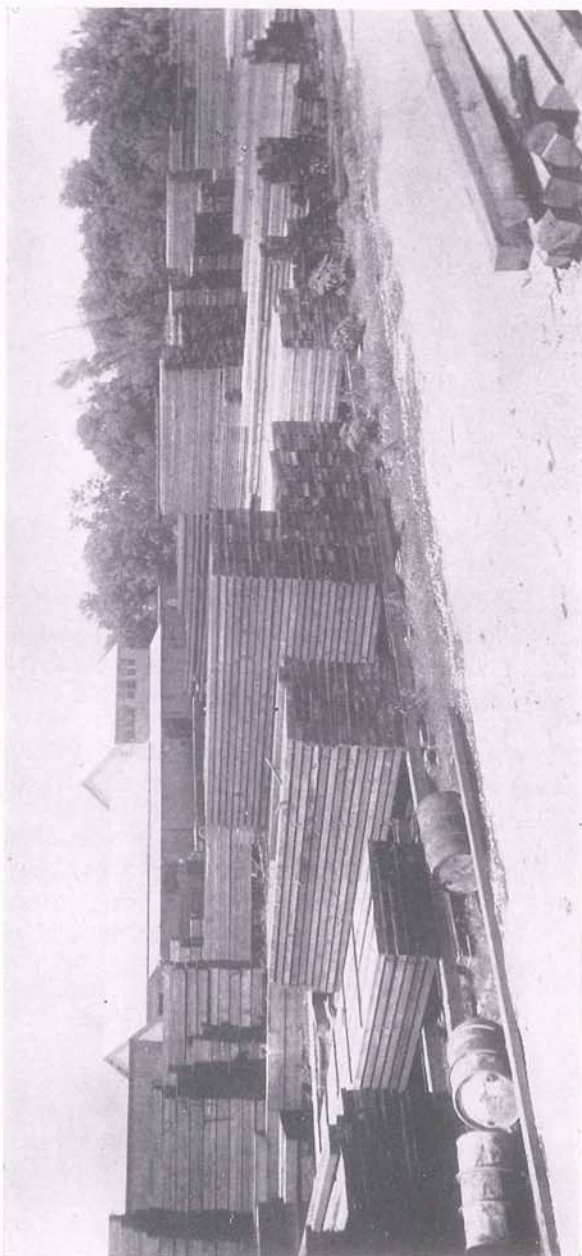
Here, from bagasse, the once worthless fiber of sugar cane, are made products which play an important part in many industries, ranging from the building of homes to the making of radios, automobile bodies and electric refrigerators.

Celotex products include building board, lath, roof insulation, sheathing, insulation for refrigerators, acoustical board, linoleum base and expansion joint material for concrete roads. This plant is now consuming approximately 24 carloads of fiber per day, and about 10,000 gallons of water per minute. One year's shipment from the Marrero mill would encircle the globe at the equator with a walk-way three feet wide.

In seventeen years the plant has grown from one board-making machine with an annual capacity of 18 million square feet to a position as the world's largest manufacturer of structural insulation. Seven board machines now give the plant a total daily production capacity of 1,500,000 square feet of Celotex. These products are shipped all over the world.

U. S. INDUSTRIAL CHEMICALS plant is used as a molasses terminal for the purpose of storing and distributing imported and domestic molasses.





## HARVEY LUMBER AND SUPPLY CO., INC.

Fir and Yellow Pine Lumber

Creosoted Lumber and Piling

Cement, Drilling Mud and Chemicals

We Specialize in Oil Field Supplies

On Intracoastal Canal

Uptown 4010

Harvey, Louisiana

This molasses, imported by boat and distributed by tank car, is used mainly in the manufacture of cattle feed. The plant has been in operation since 1914.

LOUISIANA TERMINAL COMPANY, a division of the Aluminum Corporation of America, established its plant at Westwego in 1929. This company handles bauxite imports by steamer from Dutch and British Guiana, and forwards the shipments by rail to East St. Louis to be used in the manufacture of aluminum and aluminum paints.

GENERAL AMERICAN TANK STORAGE TERMINAL'S plant has been in operation since 1933. This plant is equipped for barreling, and handles light and crude petroleum products, lubricating oils, benzol products and special liquid commodities. Coastwise and export business is handled by this terminal.

The SINCLAIR REFINING COMPANY, Westwego Terminal, has handled light oils, gasoline and kerosene since 1925. These products arrive by tanker from Houston, Texas, and are distributed by rail through the states of Louisiana, Mississippi, Alabama, Tennessee and Kentucky.

The NORTH AMERICAN TRADING & IMPORT COMPANY imports molasses from Cuba, Puerto Rico, the Philippines and Java by ship. Louisiana molasses arrives by tank car. Both imported and domestic molasses are widely distributed by tank car, the former being used in the mixing of cattle feed. This plant was established in 1931.

The AVONDALE MARINE WAYS, INC., established early in 1938, is engaged in the building, cleaning, painting, testing and repairing of tugs, tow boats, dredges, barges, lighters and other craft. The dry-dock facilities are capable of handling craft weighing 1000 tons, and at zero river gauge, boats having drafts up to 9 feet can be handled.

The Avondale Terminals of the SOUTHPORT PETROLEUM COMPANY were established in July, 1936. This company handles and distributes a complete line of petroleum products, which come to the Terminal wharves from Texas City by rail and by barge through the Intracoastal Canal. Barge traffic is carried on by the Southport Transit Company, a Texas corporation. Products are distributed throughout the southeastern territory to the Atlantic Seaboard.

This company has recently organized HIOTANE SALES, INC., a Louisiana corporation, for the purpose of constructing and operating service stations. The management expects to establish a blending plant at Avondale in the near future. In operation less than three years, the Southport Petroleum Company has already created employment for 250 families.

An interesting West Bank industry is that of moss ginning. The raw Spanish moss is obtained from trees in the swamps, is thoroughly dried in the sunshine, then crushed to break up any twigs that might have been included in the gathering process. Next it is combed to remove foreign substances, then shaken for further cleaning, and finally compressed into bales weighing approximately 150 pounds. This moss goes to furniture manufacturers the country over for use in upholstering. It has been found to excel other material for



# HOW CELOTEX HAS RE-SHAPED THE BUILDING STANDARDS OF THE WORLD!

*One Man's Vision Transformed Waste to Wealth, and Gave America a New and Basic Construction Material*

Until the close of the World War, the search for a more efficient and more economical insulation material was one which claimed the energies and imagination of scores of chemists, scientific researchers, and engineers.

Among the searchers was B. G. DAHLBERG, whose interest in the subject was commercial as well as scientific, because of his long background as an executive of the paper and pulp industries.

Wood, cornstalks, flax, cereal, straws, hemp and various other fibres were tested and found wanting.

Then the search came to a happy end in the sugar mills of Louisiana. In sugar cane *bagasse* Dahlberg found his answer. Bagasse is the fibre of the sugar cane left after the extraction of sugar.

To the sugar industry, bagasse was a problem. They knew, at that time, of no use for the material. And because of its imperishable qualities, its resistance to decay, the disposition of

bagasse was a matter of concern to the sugar interests.

It was this very permanence that led Dahlberg and his associates to a keenly analytical investigation of bagasse. The fruits of their research are apparent today in Celotex products.

Celotex products are known and used the world over. Because of them, building construction is a different and a better thing. Homes, office buildings, industrial plants, and all types of institutions are today better places in which to live or work because of Dahlberg's discovery.

And that same pioneering spirit which led Dahlberg and his fellow-workers through maze after maze of investigation still prompts the thoughts and the deeds of The Celotex Corporation—evidenced, for example, by the expansion into the asphalt roofing field last year. It is a progressive spirit which leads to constant improvement and better products with each passing year!

## CELOTEX

REG. U. S. PAT. OFF.

**Structural Insulation • Interior Finish • Roofing Products**

*The word Celotex is a brand name identifying a group of products marketed by The Celotex Corporation and is protected as a trade mark shown elsewhere in this advertisement.*

### THE CELOTEX CORPORATION

Marrero, La.

Chicago, Ill.

this purpose, as cotton lumps when used in this manner and palm fibre invites insects. The moss ginners of Jefferson include DAVE MEYER, DAN ROBIN, WESTWEGO MOSS CO., and CRESCENT MOSS CO.

Shrimp packers in the vicinity of Westwego include CUTCHER CANNING CO., ED MARTIN SEAFOOD CO., DUNBAR-DUKATE CO., and ROBINSON CANNING CO.

Another of Jefferson Parish's unique industries is operated deep in the Barataria country, where the FISHER SHRIMP CO. and the QUONG SUN COMPANY sun dries shrimp for bulk export to the Pacific Coast, Cuba, South America, Hawaii, and the Philippine Islands. This business has been carried on since 1873.

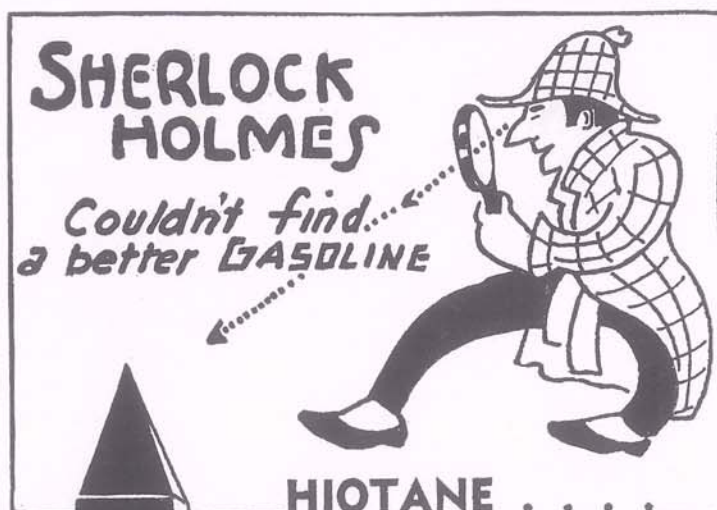
The industrial district along the Intracoastal Canal boasts the largest shrimp canning plant in the United States. It is that of the SOUTHERN SHELL FISH COMPANY, INC., established in 1915. The shrimp come from the waters between Morgan City, La., and the Mississippi Sound. Many come from Lake Salvador, Grand Lake and Little Lake. At this plant the shrimp are canned and distributed throughout the United States. Exports are made to England, Australia and Africa.

Also included in this district are CHAS. PERRIN, TRUCKING & WAREHOUSE CO., J. RAY McDERMOTT & CO., AMERICAN IRON & MACHINE WORKS, CO., A. G. THOMAS CO., HARVEY LUMBER & SUPPLY CO., and the HARVEY CANAL SHIPYARD AND MACHINE SHOP. Fueling stations for boats on the canal are maintained by the GULF REFINING COMPANY,

General American Tank Storage Terminals at Westwego, in Jefferson's west bank industrial center. To the left of the picture may be seen the yards of the Texas Pacific-Missouri Pacific Terminal Railroad.







### the 1939 GASOLINE

HIOTANE gives more power...  
 more mileage...superior performance...longer motor life.

HIOTANE is refined by the  
 SOUTHPORT PETROLEUM CO.,  
 one of the largest independent refiners in the South...

HIOTANE IS AVAILABLE IN  
 YOUR NEIGHBORHOOD.

*at No Increase in Price*

**HIOTANE**  
*"As New As Tomorrow"*

TEXAS COMPANY, STANDARD OIL COMPANY OF LOUISIANA, and the PAN AMERICAN PETROLEUM CORPORATION.

The industries located on the East Bank of the Mississippi are listed below:

THE GREAT SOUTHERN BOX COMPANY, INC. established a wire-bound wooden box plant in 1926, and in 1935 added a plant for the manufacture of corrugated paper board boxes.

Veneer for the wire-bound boxes comes from Mississippi; and the corrugated material, which is pure Kraft board, is obtained from Arkansas, Florida and South Carolina. The wire-bound plant, one of the largest in the South, produces boxes for distribution over the middle West, and citrus crates are made for packers in the Rio Grande Valley of Texas. Corrugated boxes are distributed over Louisiana, Mississippi and Texas.

The CONCRETE PRODUCTS COMPANY, INC., a branch of Jahncke Service, Inc., since 1930, has been engaged in the manufacture of machine made and poured concrete pipe. This pipe is made of Louisiana materials and is distributed over the state, most of it being used in Jefferson Parish and the New Orleans area.

ARMOUR & COMPANY FERTILIZER WORKS, established at Shrewsbury about 1900, manufactures commercial fertilizer and bone black.

The fertilizer is made up of animal bones from Armour packing houses throughout the United States, potash from Germany and the United States, and various other products obtained in the southern states. This product is distributed in Louisiana and Mississippi. Bone black is nationally distributed, and is sold to sugar refiners and syrup manufacturers. This plant does some export business to South American countries.

The LOUISIANA BOX AND LUMBER COMPANY was established in Kenner in 1886. This plant specializes in the manufacture of wooden boxes, egg cases, vegetable crates, oars, canoe paddles and handles. Raw material is obtained from Louisiana and Mississippi. About 80% of its products are distributed over the United States, and the remaining 20% exported to all parts of the world.

Pickles and mustard are packed, distributed over the United States and exported to Cuba by SQUIRE DINGEE COMPANY, established in 1930. Raw materials are obtained from Louisiana and Mississippi.

The MANCUSO BARREL & BOX COMPANY was established in Kenner about 20 years ago. From lumber obtained in the southern states, this plant manufactures tongue and groove barrels and boxes to accommodate shipments of vegetables, bottles, bread, fish, oils and paints. Products are distributed over the state of Louisiana.

FREIBERG MAHOGANY COMPANY, established in 1916 at Harahan, deals exclusively in foreign hardwoods, chiefly mahogany from Central America. Two plants are operated—a saw mill and a veneer plant, the woods having previously been cured by dry kiln and air drying. Products of this plant are distributed over the United States and to the United Kingdom. Ma-





# The Southern Cotton Oil Co.

Manufacturers of

WESSON OIL  
SNOWDRIFT SHORTENING

GRETN, LOUISIANA





Ship at dock in Marrero. As part of the Port of New Orleans, Jefferson offers excellent shipping facilities.

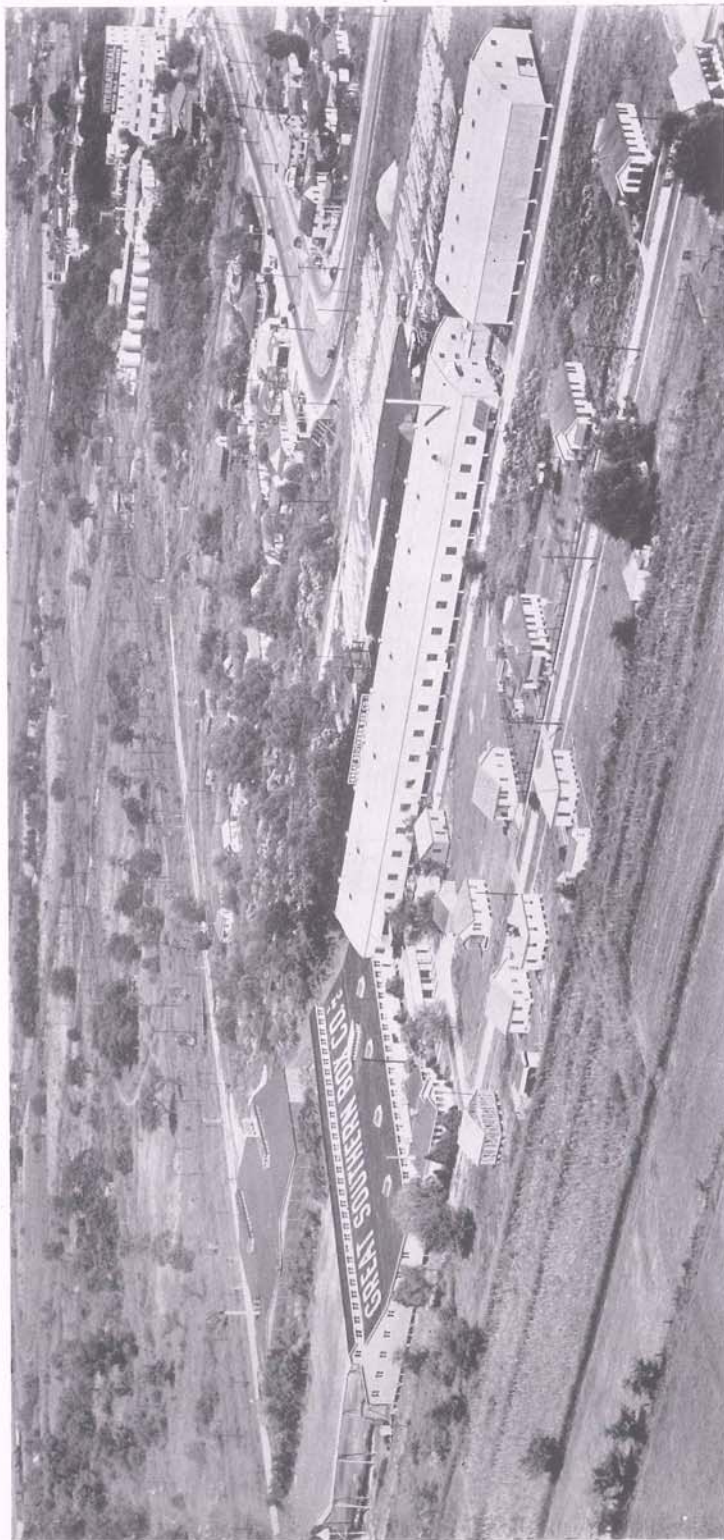
hogany is used in the manufacture of furniture, pianos, radios, airplane propellers, caskets, boat building, novelties and interior decoration of homes and buildings. Another important use of mahogany, which the public seldom sees, is in pattern-making. Foundries and automobile manufacturers are the chief consumers of mahogany for this usage. Mahogany is preferred because of its ease in working and its fidelity to fashioned form.

Another prominent East Bank Jefferson plant is that of the INTERNATIONAL LUBRICANT CORP., established in 1929. Chiefly supplied by the Mid-Continent and Texas oil fields, this plant manufactures all types and kinds of greases for industrial and automotive use. All types of industrial and automotive oils are blended here. This plant also manufactures aluminum stearate, used chiefly in the manufacture of high grade greases and waterproofing materials. A barreling plant, handling all sizes of containers ranging in size from small cans to standard barrels, is operated for domestic distribution of the products to Louisiana, Texas, Mississippi, Alabama, Arkansas, Florida, the Eastern Seaboard, Middle-west and California. Products are also exported to most of the Latin-American nations.

The East Bank District includes two companies which are engaged in compressing and warehousing cotton. These are the NEW ORLEANS COMPRESS COMPANY, INC., and the SHIPPERS COMPRESS AND WAREHOUSE, INC.

Timber from Louisiana, Mississippi and Alabama is treated in the Jefferson Parish plant of the AMERICAN CREOSOTE WORKS, INC. Timbers treated are principally of pine, but some cypress, oak and gum is used. There are two methods of treatment used at this plant, creosoting and Wolmanizing—both for the purpose of making timbers less susceptible to the





GREAT SOUTHERN BOX COMPANY, INC.

Southport - - - Louisiana

ravages of water, weather and termites. This plant is one of the largest in the country, and boasts two of the largest cylinders in existence, both being nine feet in diameter and 172 feet in length. Two wharves are operated at the plant—one for the import of oil, and the other for outbound material for export or coast-wise business. The treated timbers are distributed throughout Louisiana, Mississippi, Texas and Tennessee. Exports are made to the West Indies, Central and South America. Shipments are also made coast-wise to New York, and occasionally are made to California, via Panama Canal.

The only mechanical wheel foundry in the South is that of the PULLMAN STANDARD CAR MANUFACTURING CO., New Orleans Car Wheel Plant, established near Southport in Jefferson Parish in 1927. This company manufacturers chilled tread cast iron wheels for freight cars and street cars, and small wheels for industrial service. Most modern production methods are used at this plant, all moulding and foundry work being done by machine. The plant has a capacity of 300 wheels per day, and the wheels are distributed by rail within a radius of about 200 miles of the plant. Exports are shipped to Cuba, Central and South America.

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We have touched on the industrial advantages of Jefferson Parish and the activities of the industries themselves. These plants, engaged as they are in their many and varied pursuits, would seem to bear out our contention that Jefferson has the requisite features which industry seeks. There are yet available on both banks of the river and along the Intracoastal Canal very attractive sites which can be secured at reasonable prices. Jefferson Parish claims one of the lowest tax assessment rates in the country, and moreover, offers ten-year tax exemption to all new industries. So we think the term "Industrial Bright Spot" is well deserved, and we look forward to a time when Jefferson Parish will be recognized as one of America's most outstanding industrial centers.





## 18 PERCENT OF AMERICA'S HOMES ARE IN THE AREA SERVED



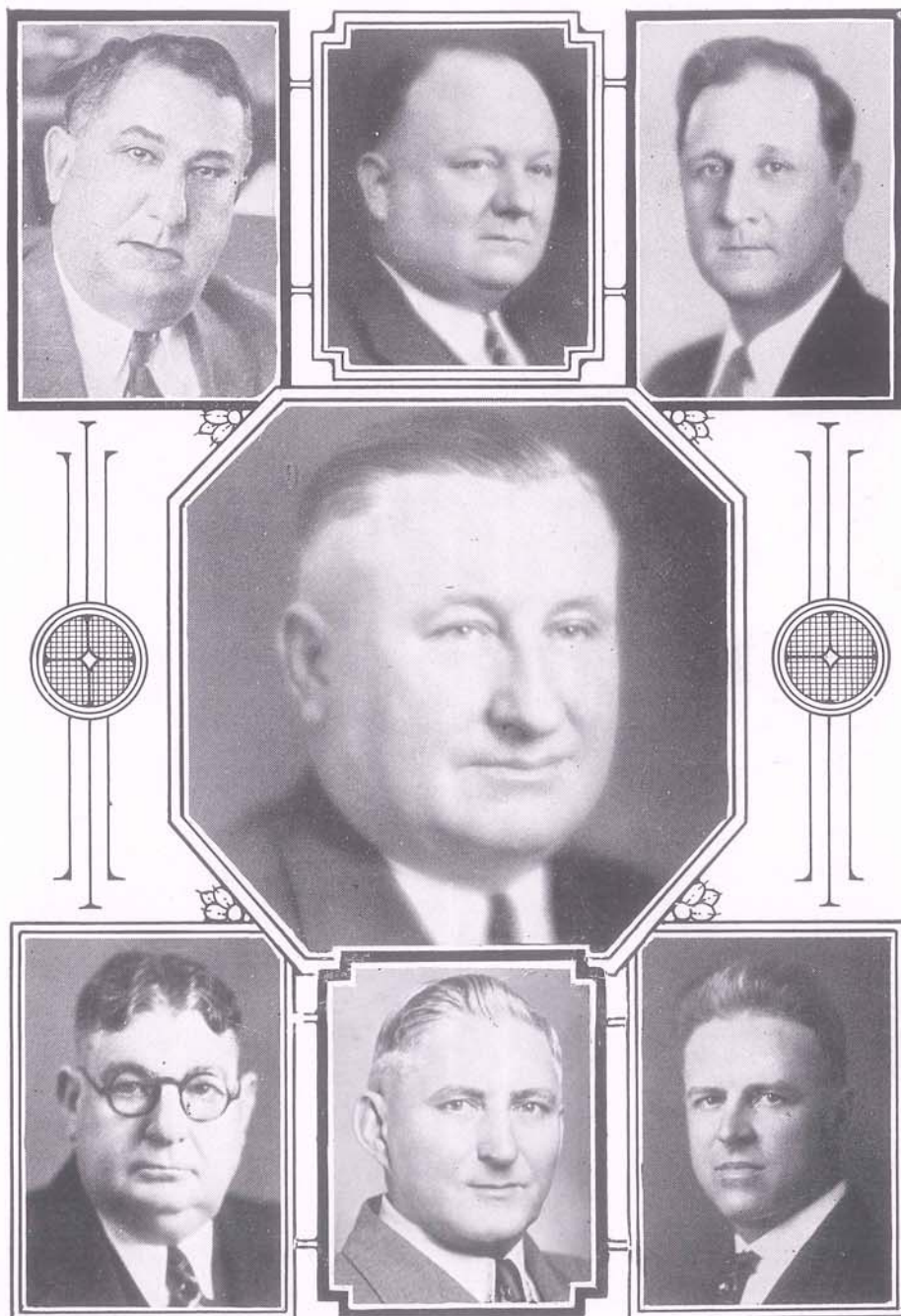
BY THIS  
PLANT AT  
MARRERO, LOUISIANA



Johns-Manville's Marrero plant serves the southeastern and southwestern part of the United States, as well as parts of Central America, with asbestos-cement shingles, asphalt roofing and shingles, roof cements and putties.

The plant provides employment for approximately 300 people, most of whom are heads of families. It sends thousands of dollars out into the Jefferson Parish community each year in the form of Johns-Manville payrolls, taxes and local purchases of factory necessities.

As in other locations where Johns-Manville does business, the Marrero factory tries to contribute to the welfare of the community and, like a citizen of this town, to perform its rightful civic duties.



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.





# Barataria Tavern

AT LAFITTE

SEA FOODS OUR SPECIALTY



PRIVATE DINING ROOMS



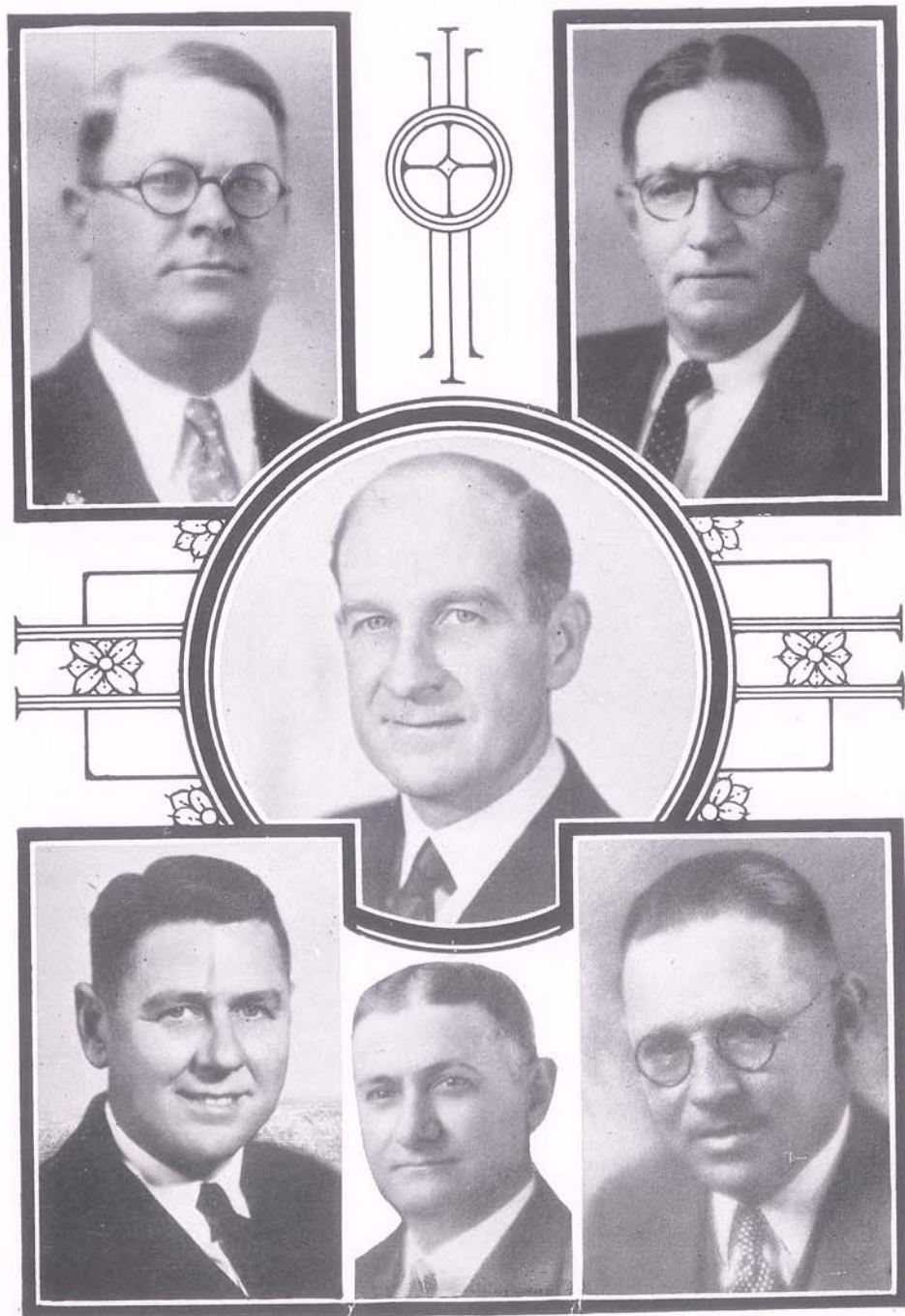
TOURIST CABINS IN CONNECTION

BOATS FOR HIRE



L. J. MAUS

L. D. GOOSE BAYOU 5221



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.



*...more than*  
**3000 Neighbors**

OUR EMPLOYES...

Responsible for

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■ Look around you . . . . . there probably are United Gas employes in your neighborhood. These employes are good neighbors. A majority of them own their own homes. All of them are good citizens, willing and proud to contribute their share in building the communities in which they live.

■ It takes more than a Gas well and a pipe line to serve Natural Gas to our customers. The daily efforts of more than 3,000 persons are necessary to keep a never-failing supply of Natural Gas flowing into homes and industry twenty-four hours a day.

■ In the dead of winter nights, at blistering noontides in summer, employes of this Company are on the job to make sure that Natural Gas service does not fail. Their sense of responsibility in maintaining a high standard of service is reflected in the record they have established. It is a record for dependability of which any Company might be proud.

DEPENDABLE NATURAL GAS SERVICE DOESN'T JUST HAPPEN

**UNITED GAS**  
PIPE LINE COMPANY

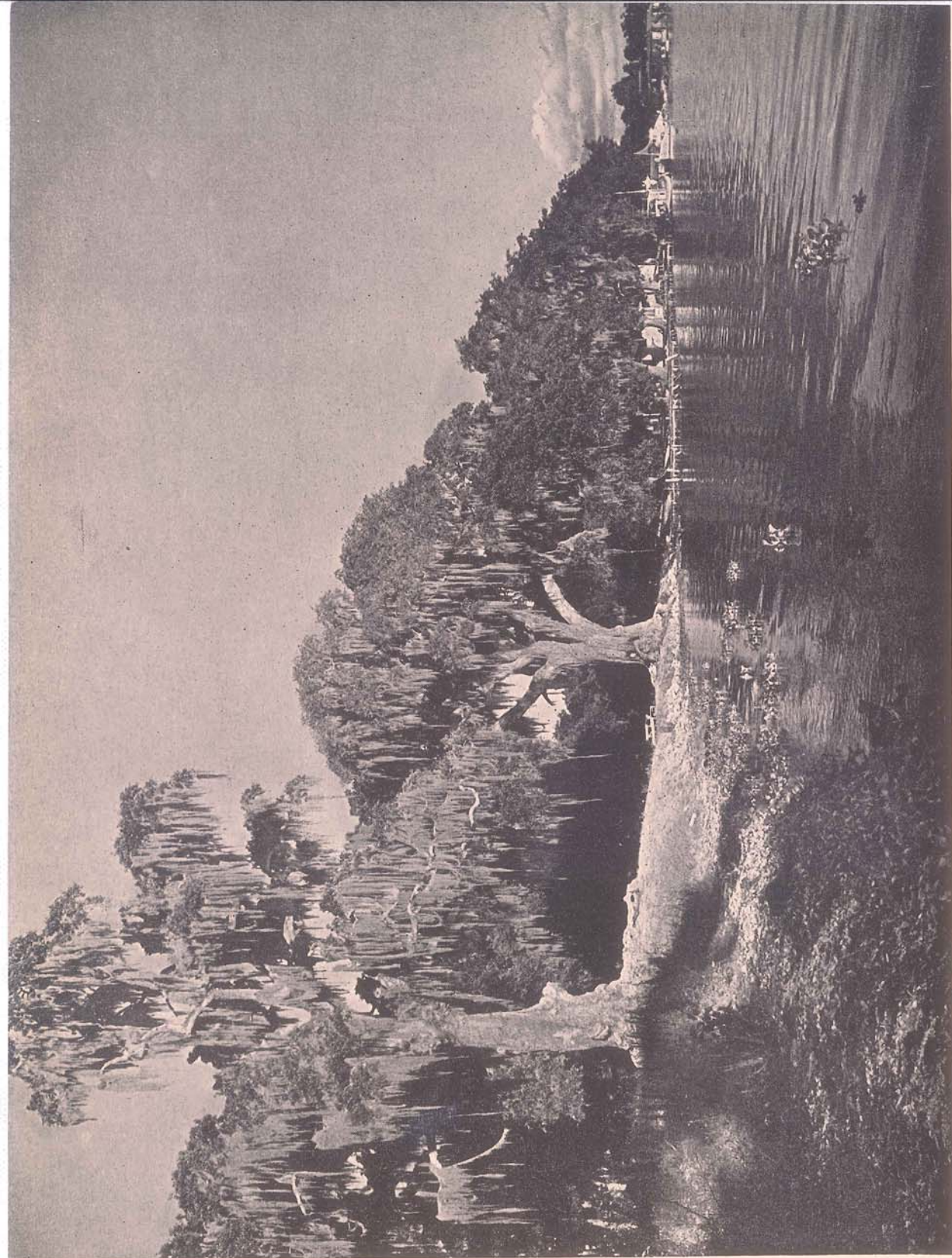
## Pictorial Section

*THE Jefferson Parish Yearly Review for 1939 presents a series of remarkable photographs of Jefferson Parish scenes. Six of these pictures were taken by William Vandivert, of Chicago and New York, internationally known photographer, while on a recent vacation in Jefferson Parish. Mr. Vandivert is a staff photographer of LIFE, weekly picture magazine with international circulation, published in the Time-Life Building, Rockefeller Center, New York. All six photographs are copyrighted by Mr. Vandivert. Reproduction is forbidden.*

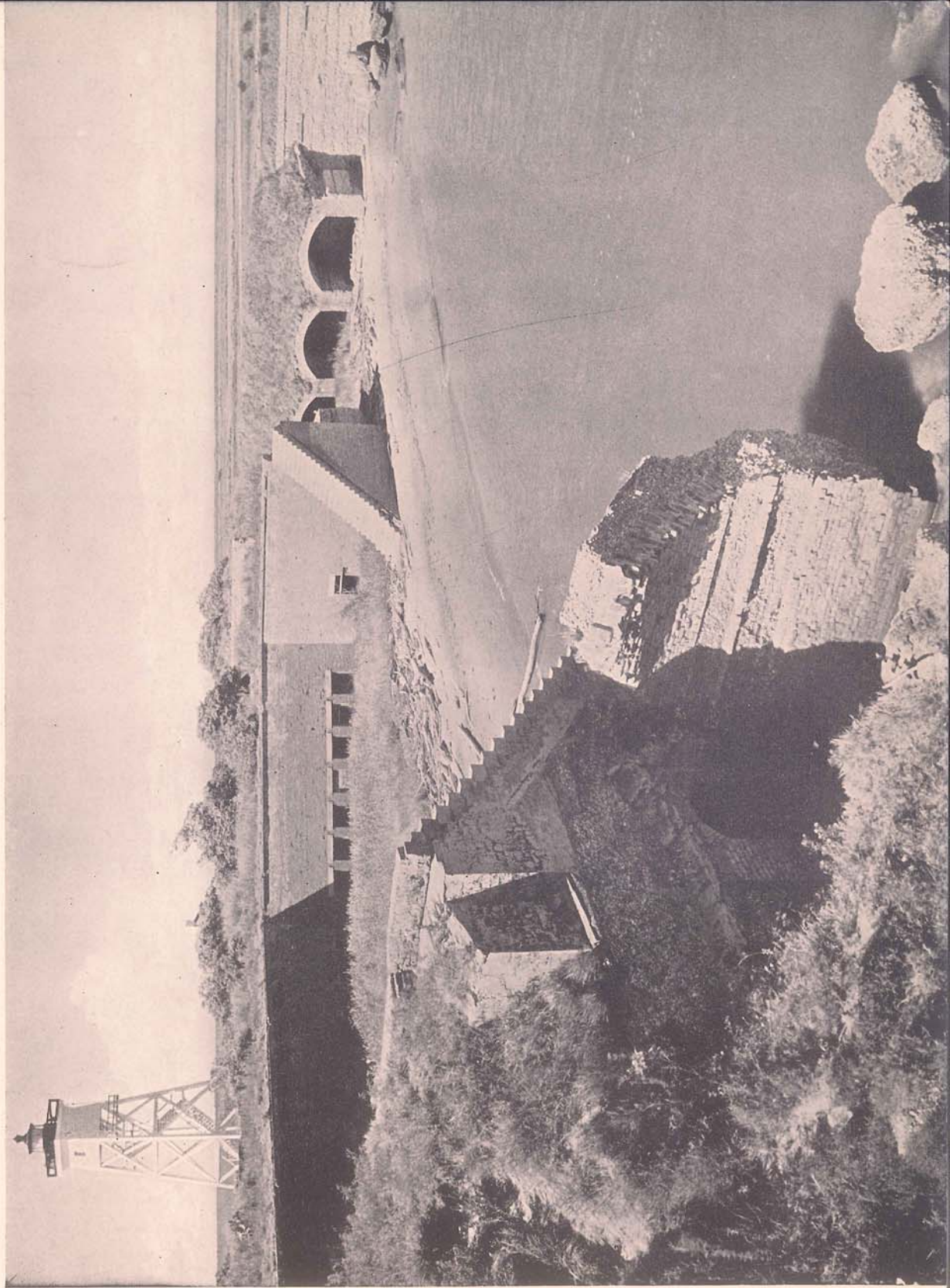


Towering oaks, centuries old, bearded with Spanish moss, grow out of a great shell-mound, site of prehistoric Indian village, and brood through the years upon the waters of Berthoud's Cove where three bayous meet and water hyacinths form floating patterns of beauty. Fleming Plantation waterfront in foreground and Felix Favadora's Fleming Canal Store and moored bayou luggers in right background.

—Photo by  
William Vandivert.  
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William Vandivert.  
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View through storm-breached south wall of Fort Livingston, Grande Terre, showing shattered brick and masonry, stairs of Massachusetts granite, and openings for quarters of garrison in the walls. So thick are these walls that hundreds of men could be housed within them.

—Photo by  
William Vandivert.  
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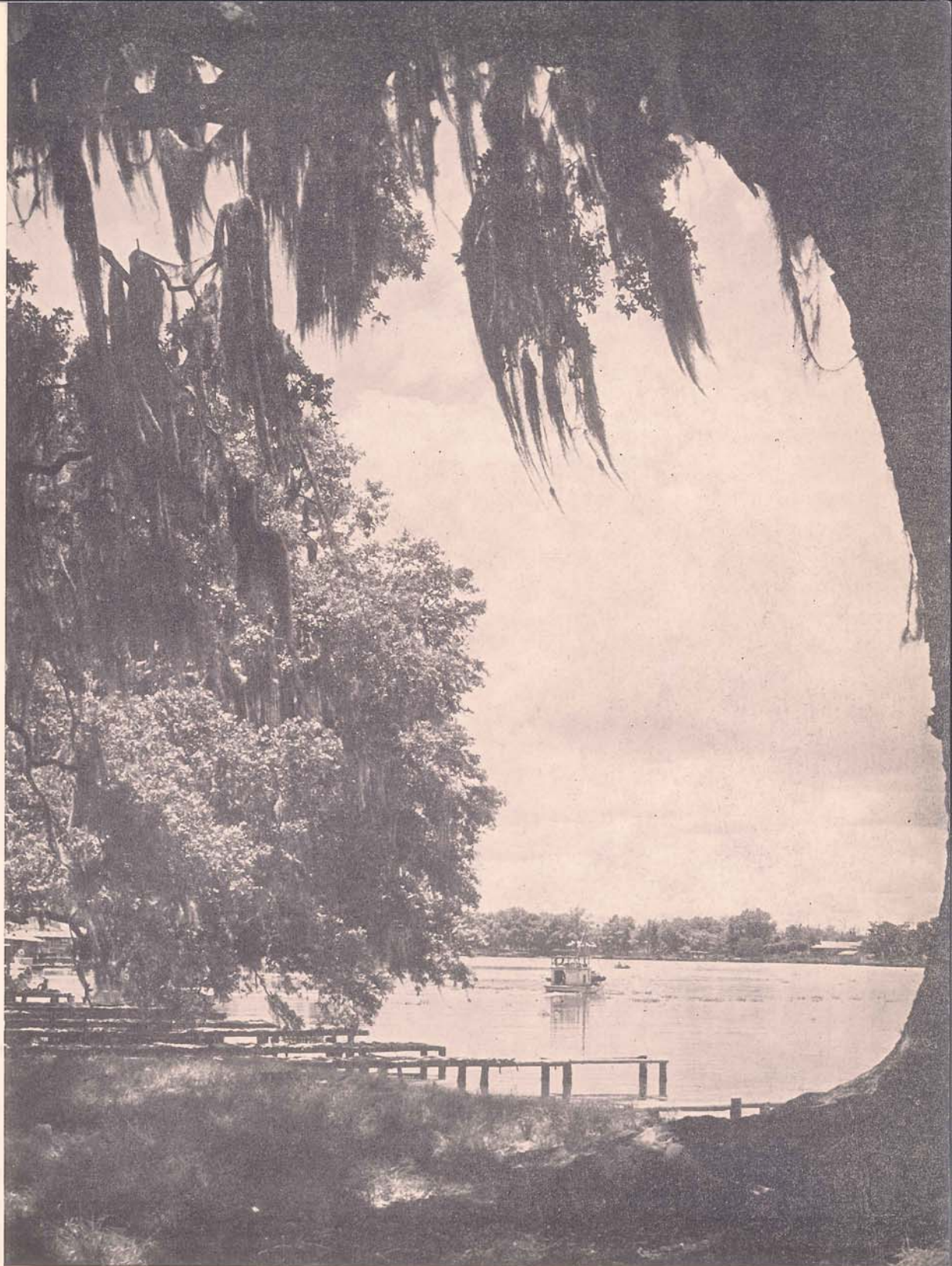




Little AVIS LOU FLEMING, daughter of Mr. and Mrs. Douglas Reed Fleming of Fleming Plantation in the Barataria section of Jefferson Parish, wades into Berthoud's Cove to study the floating hyacinths, with their jade-green leaves and delicate lilac blossoms.

—Photo by William Vandivert.  
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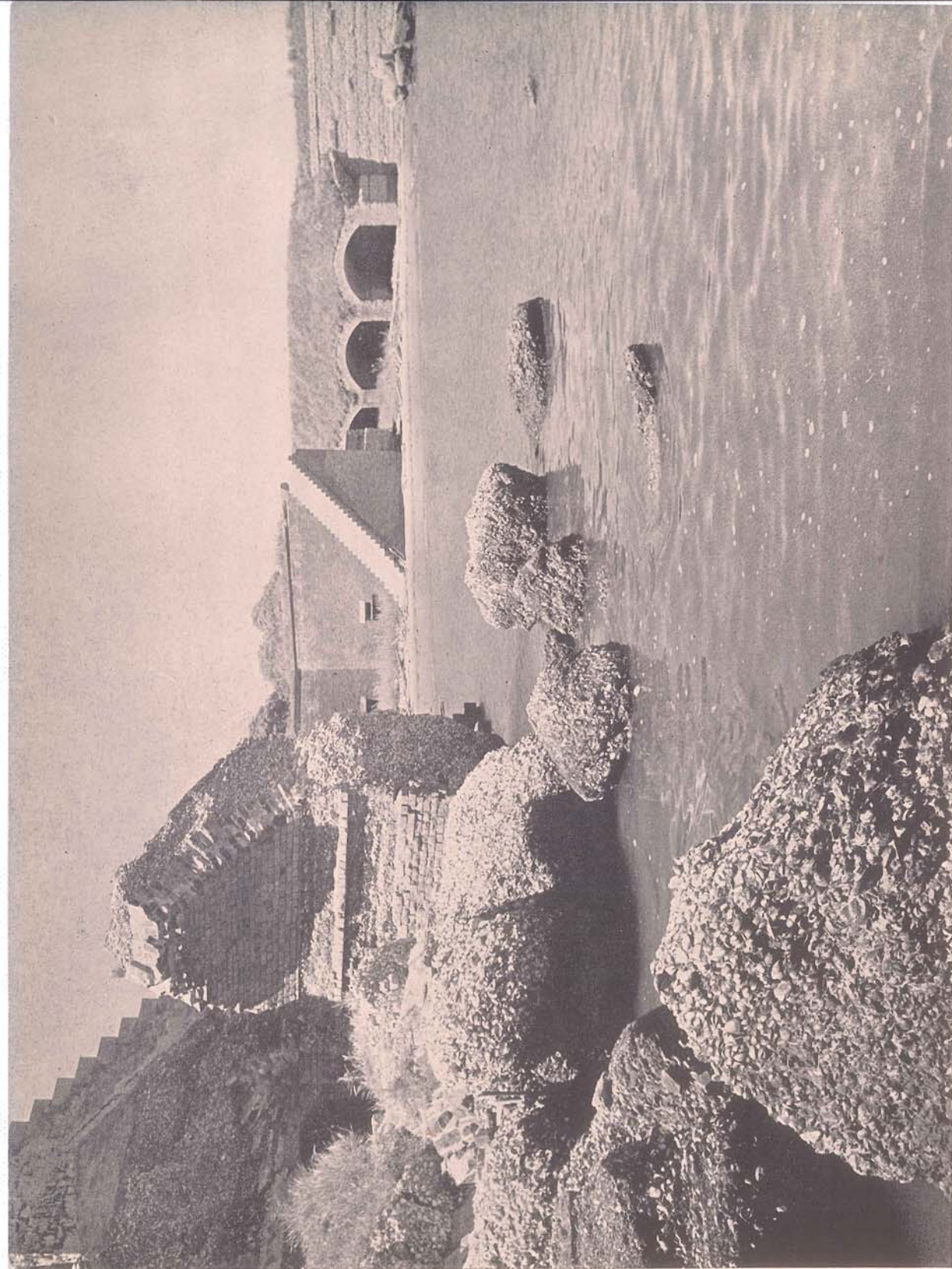
Vista of sheer beauty framed by ancient arching oak draped with silvery-green Spanish moss, looking out from park of Fleming Plantation, in the Barataria section of Jefferson Parish, where Big Barataria Bayou flows out of Berthoud's Cove to reach the Gulf of Mexico miles below.

—Photo by William Vandivert.  
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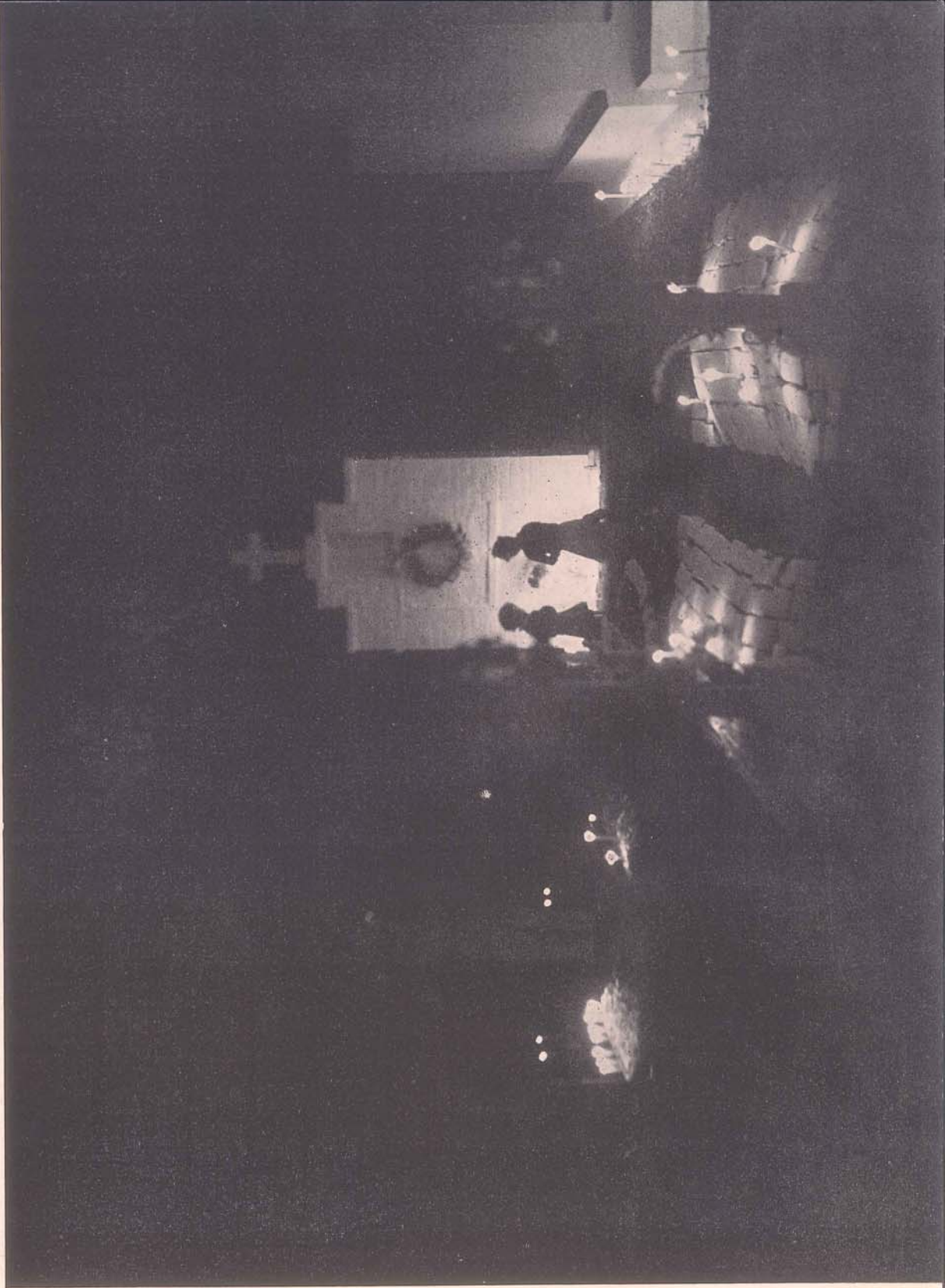
Peace broods now where the 1915 hurricane shattered the ramparts of historic Fort Livingston, long-abandoned United States coastal defense fortification, on western end of Grande Terre, Jefferson Parish sea island, once the site of the fort, slave barracks, warehouses and home of Jean Lafitte, privateer-pirate and slave-raider of Barataria, and his swashbuckling crew, who later fought under Andrew Jackson at the Battle of New Orleans.

—Photo by  
William Vandivert.  
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Candles flicker beneath the ancient oaks of the Lafitte Cemetery in this generations-old observance of All Saints' night. The graveyard holds no terrors for these people, as they meet to burn candles and pray for their dead.







**PRISCILLA MOON FLEMING, VALERIE MADELINE FLEMING and MEIGS FROST FLEMING, children of Mr. and Mrs. Douglas Reed Fleming of Fleming Plantation in the Barataria section of Jefferson Parish, wade out amid the floating hyacinths in Berthoud's Cove seeking the legendary Old King Crab, ruler of the bayou waters.**

—Photo by William Vandivert.  
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The luggers at Fleming Park find shelter beneath the overhanging oaks.

—Photo by Delcroix.

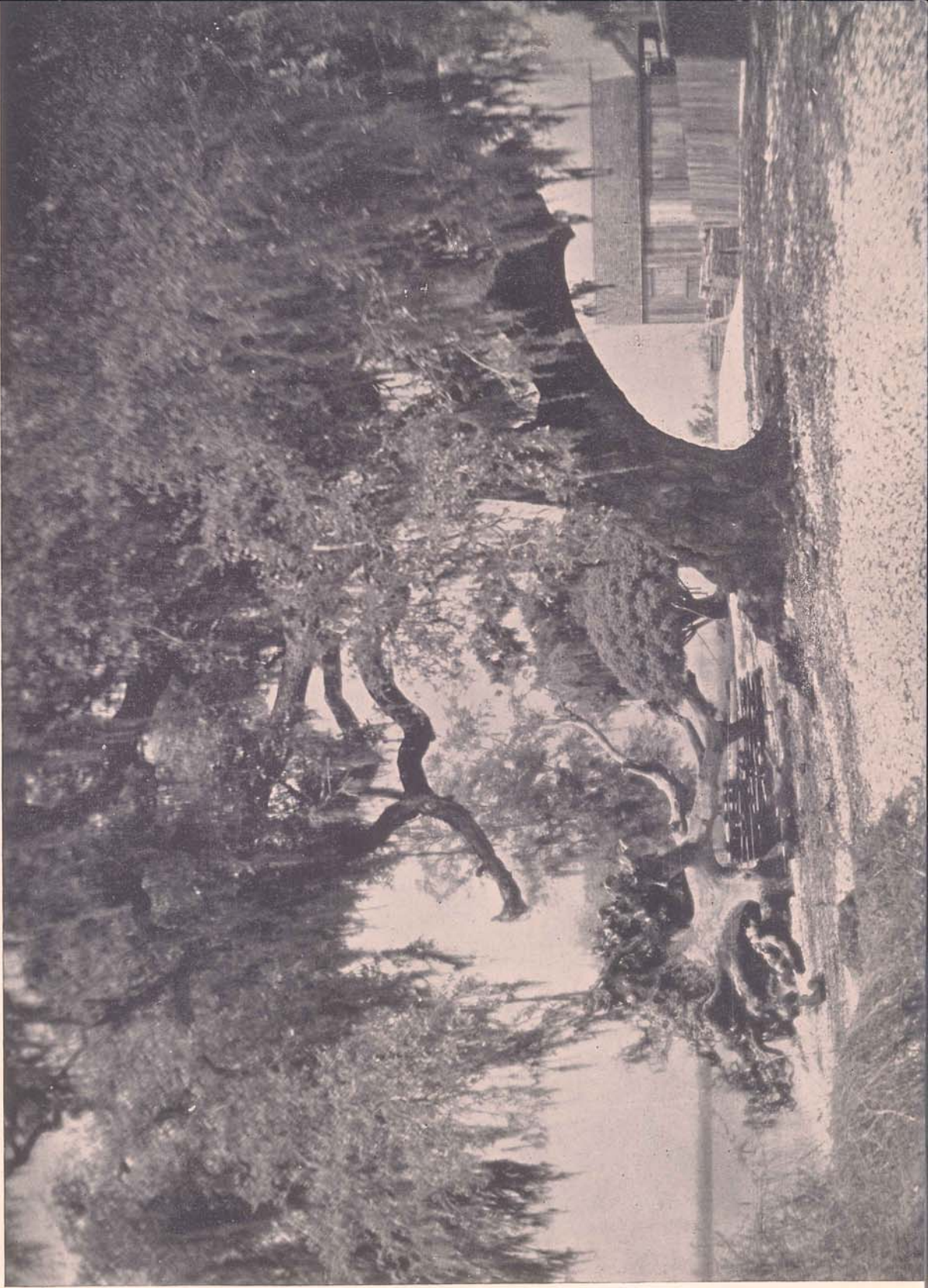


An aerial view of the surf at Grand Isle, showing only a tip of the island's eight miles of perfect beach. The surf bathing at Grand Isle is unequalled anywhere, and excelled in few places.

—Photo by Winans.



Grand Coquille, on the shores of Lake Salvador, deep in the coastal marshes of Jefferson. The magnificent live oaks so typical of this region grow only on ridges, or "chenieres", which take their name from the French "chene", or oak.







On the river batture at Shrewsbury. Through the willows may be seen the Mississippi, at this point almost a mile wide.

—Photo by Delcroix.



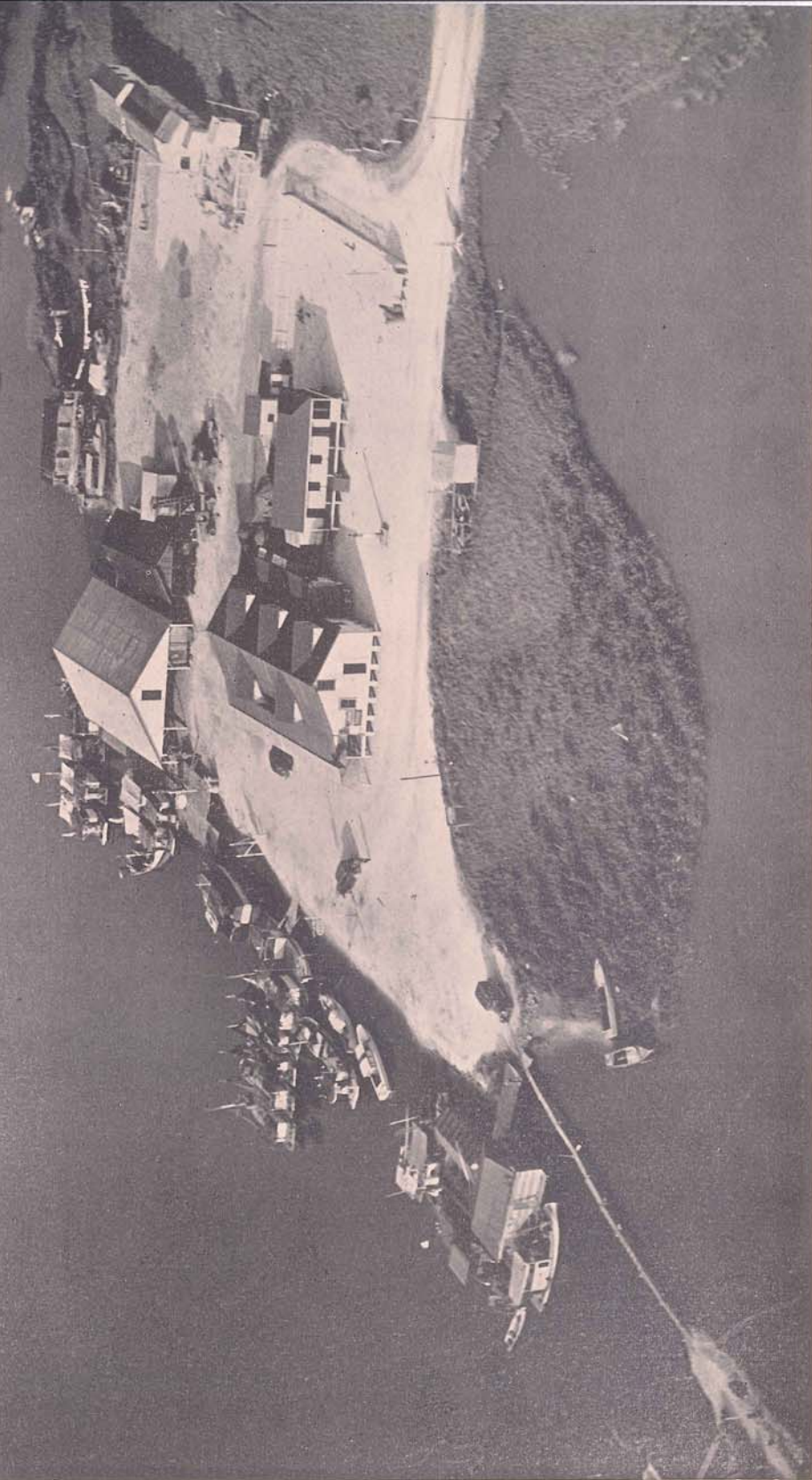


The fearsome beauty of the cypress swamp is here enlivened by the swamp maple, which in spring and fall blazes with scarlet leaves.

—Photo by Martin.



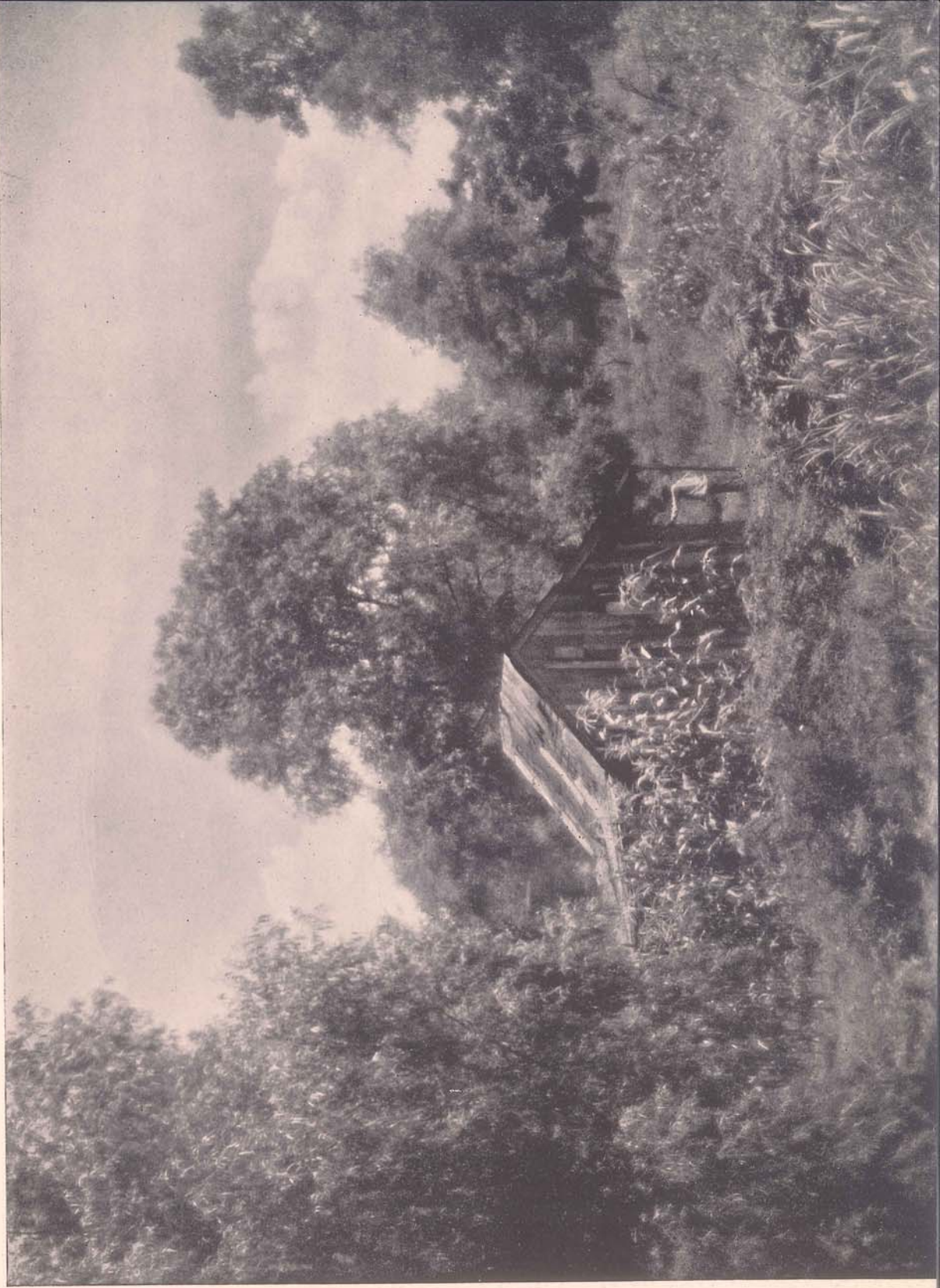
An aerial view of Forrest Millet's landing on Bayou Rigaud, Grand Isle. Bayou Rigaud forms a safe and convenient yachting harbor for sportsmen who come to Grand Isle to enjoy its year-round hunting and fishing.



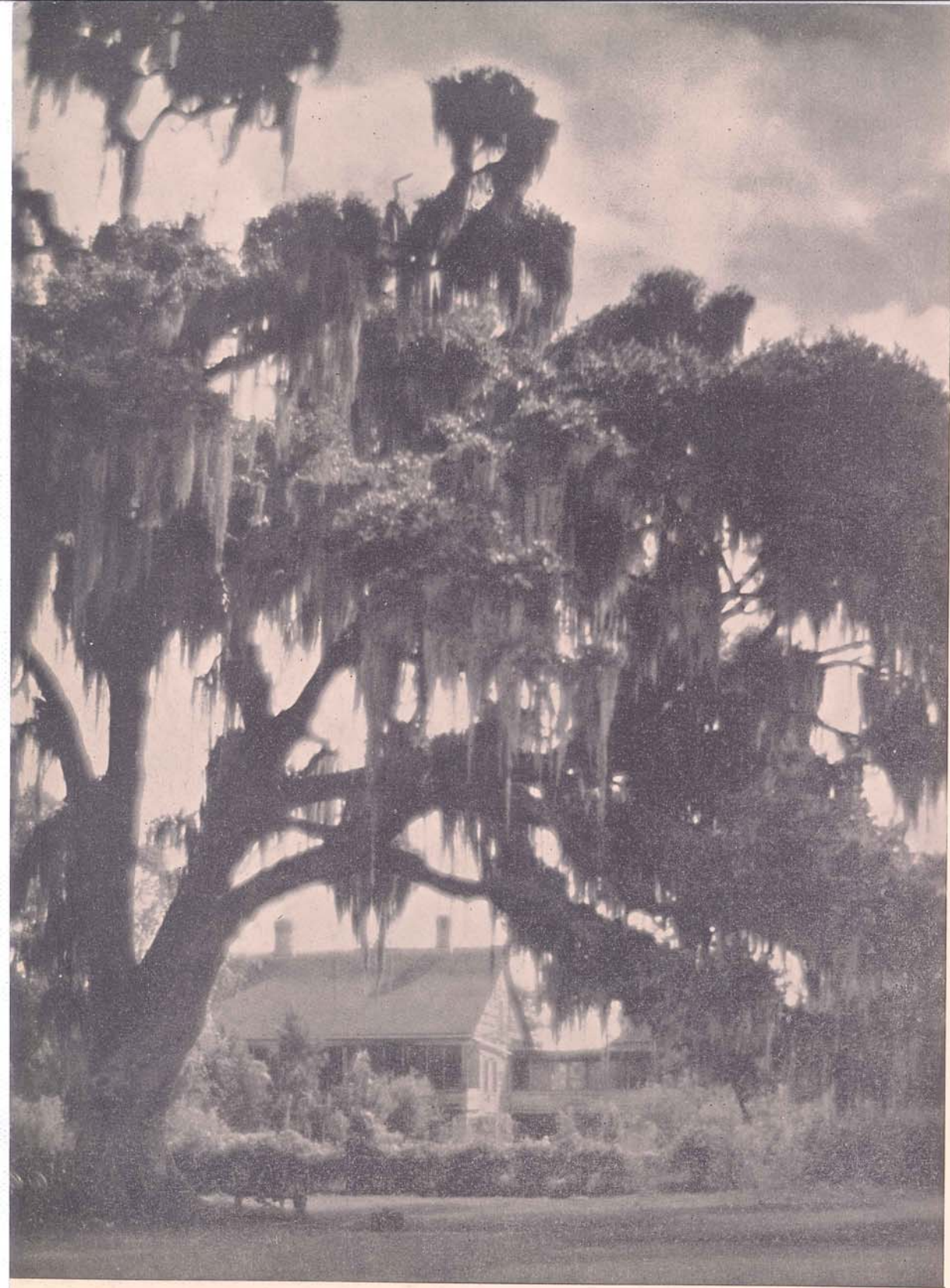
—Photo by Winans.



A negro cabin behind Shrewsbury, on the east bank of the Mississippi. While greatly different from the dreamy bayou country, this scene is typical of Jefferson Parish.







The old plantation home at Berthoud's. This home has passed from the Berthoud family, and is now occupied by the two elder Fleming brothers and Mr. and Mrs. Douglas Reed Fleming and their children.

—Photo by Delcroix

# Tropical Trappers' Fur Frontier

Jefferson Parish, on the rim of the Gulf of Mexico, yearly sends hundreds of thousands of pelts of rich fur into the world's markets.

**MEIGS O. FROST**

International Writer

Names in all languages are familiar in the everyday life of Jefferson Parish, Louisiana. English, Scotch, Irish, French, German, Spanish, Italian, Middle European, even Filipino and Malay names, are no novelty there. For more than two hundred years, those who have sailed into the port of New Orleans on ships from all over the world have crossed the West Bank levee, and many of them have stayed. But if you paged one of the most valuable residents of Jefferson Parish by his real name, you'd draw a blank look on thousands of Jefferson Parish faces.

"Call for Mr. Fiber Zibethicus Muridae!"

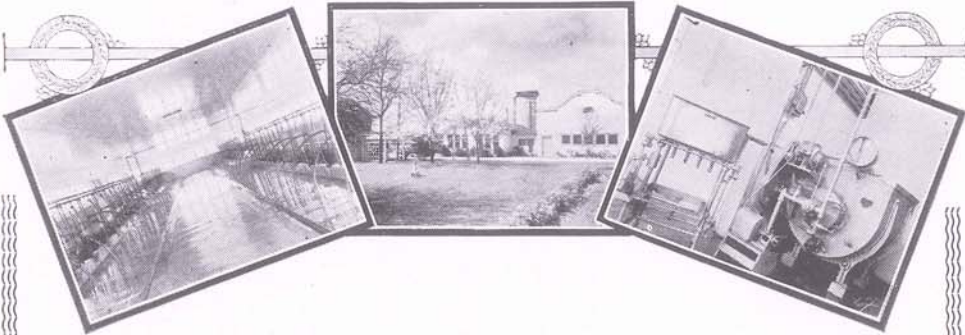
From Gretna, the parish seat, to Grand Isle, that would get you nowhere. But just you holler, "Muskrat!" and folks know what you're talking about. For the muskrat, whose name in the text-books of science is Fiber Zibethicus Muridae, means hundreds of thousands of dollars to Jefferson Parish folk every year the fur market isn't shot to pieces.

When the fur market booms, there's no telling how much the muskrat means to the trappers and their families. I know of a family that one season when pelt prices soared sat down at the end of some three months of trapping

A typical trappers' village on Harvey Canal No. 2 in Jefferson Parish.







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**Pasteurized Milk**

**Cream Cheese**

**Cream**



**Marrero, Louisiana**



Marsh where rats are caught. The shallow canal in which the pirogue rests is made by the trapper, who rakes the mud to each side.

in the marshes and counted \$7500.00 in their bank account. This past season it was routine for a family to get around \$1000.00 for those three months of trapping which end each February. No accurate, detailed figures ever have been compiled to show how many dollars those furry little muskrats have brought into the pockets of Jefferson Parish families, but the total runs high.

In the Fur and Wildlife Division of the Department of Conservation of the State of Louisiana, Armand P. Daspit, the director, appraises the whole Louisiana muskrat-trapping picture as normally bringing in \$6,000,000 a year to some 20,000 native Louisiana trappers, and furnishing a living for some 100,000 human beings connected directly or indirectly with the Louisiana fur-trapping industry. This has been going on for generations, rising at times to totals that seem unbelievable. For the muskrat is the God-given crop men harvest over more than 7,000,000 acres of Louisiana coastal marshland. Nature does the planting. Man need only harvest. And Jefferson Parish is in the front line of the Louisiana coastal parishes in any tabulation of muskrat statistics, with a large share of that natural wealth, and the men who know how to get it.

This is a strange situation to the popular mind, outside Louisiana. For when you say "fur-trapper" men think of Alaska and Canada; of trap-lines laid amid snowy forests; of trappers on webbed snow-shoes and teams of husky dogs "mushing" over the Arctic trails—and Louisiana is sub-tropical. Yet in the markets of the fur-dealing world, Louisiana sells more fur pelts than all Alaska and Canada combined! And that sterling Louisiana citizen, Mr. *Fiber Zibethicus Muridae*, alias "The Muskrat", alias "The Musquash", leads the list of fur-bearing animals men trap to sell.

The latest available statistics from the Louisiana Department of Conservation tells the story very simply in a few figures. For the 1937-1938 trapping





## O'SHAUGHNESSY SERVICE, INC.

ALPHONSE LOWE, Mgr. Station No. 1—CEdar 1760

GEO. BERTSCH, Mgr. Station No. 2—CEdar 2346

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President

"BOB" OTTERMAN  
Vice-President

M. TURFITT  
Secretary-Treasurer



A trapper with traps and poles. Where an amateur finds it almost impossible to even sit in a pirogue without capsizing, the trapper can stand, sit or kneel, paddle or pole, with perfect ease.



Four trappers setting out from their village to bring in the day's catch. In the three-month season each year, Louisiana trappers bring in an average of 3,000,000 pelts.





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F. E. THIBODO, Owner

L. H. McINTIRE, Superintendent

# DRAINAGE CONSTRUCTION CO.

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## GENERAL CONTRACTORS

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Now Constructing Jefferson Parish's Million  
Dollar Sewerage System

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Two young trappers taking their catch. The traps are not baited but are in the narrow water-trails the muskrat makes for himself.



Resting on rat house. Made of woven marsh grasses and mud, these houses sometimes rise as high as four or five feet.





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PETER LESON, Proprietor

Algiers 1530

319-35 Huey P. Long Ave.

Gretna



season in Louisiana, these are the number of pelts trapped: Muskrats, 3,110,540. Opossums, 131,000. Raccoons, 87,300. Minks, 82,480. Otters, 920. Skunks, 48,500. Miscellaneous pelts, 2,700.

That's a total trapping season catch of 3,463,440 pelts, and that spells serious money in any language. Though the total has not been broken down into separate parishes, Jefferson Parish got a large, large share of that. Jefferson Parish, Lafourche Parish, Terrebonne Parish, St. Mary Parish, Calcasieu Parish, these are the front rank of the fur-trapping army.

The trapper isn't a tramp. He is a business man with an investment in plant and equipment. He has to have a steady-going, well-built gasoline boat of the lugger type so familiar on the endless miles of winding bayous, the wide



Home at the end of the day. The day's catch may be seen in the bow of the boat.





# JEFFERSON DEMOCRAT

*Official Journal of the*

PARISH of JEFFERSON

SINCE 1896

GRETNA

LOUISIANA



lakes, the bayous that indent the coastal marshes. He has to have pirogues, those narrow, needle-pointed craft in which the natives balance with the seeming ease of a trick bicycle-rider or a tight-rope walker, and out of which the amateur tumbles continually until he catches that trick of balance; the boats that are propelled by pole or paddle, and have so shallow a draft that trappers tell you with a grin: "Man, a good pirogue, she'll navigate in a heavy dew." He has to have several hundred traps, for he is allowed by law to lay 250 of them on his trap-lines, and there are losses and replacements. He has to have hundreds of wire "stretchers," that look like the letter "U" and springily stretch the natural night shirt of the muskrat, after it has been skinned off in one piece, to look like a big furry mitten without a thumb. He has to have



In skinning a rat, the pelts are removed in one piece, the entire operation taking a skilled man only 30 seconds.



# Fisher Shrimp Co., Inc.

## Plants

CABINASH, LA.

GRAND ISLE, LA.



## PACKERS OF SUN-DRIED SHRIMP



Postoffice: Cabinash, La.

New Orleans Office: 822 Perdido St.

boat equipment and skinning knives and, strangely, he has to have a wash-tub and a clothes-wringer, just like the washerwoman. For after the pelt has been peeled off the muskrat, little fragments of raw muskrat meat cling to the inner side. It used to be a slow job to scrape them off with a dull blade, just as the Indians did with a stone knife before the white man came. Then some unknown genius discovered that if you run the wet pelt through a clothes-wringer, just the way the washerwoman runs a shirt through it, the rubber rollers squeeze out all the little particles of raw flesh and leave the pelt clean for drying and baling. Then, too, the trapper has to have a shack or cabin in which to live down in the coastal marshes while he is following his trap-lines. That, of course, means cooking stove and bed and food supplies



After the pelt is removed, tiny fragments of raw flesh still cling to the skin. Where once these were scraped by hand with a dull knife, they are now run through a clothes wringer, which performs the operation much more simply and quickly.



# John Stumpf's Son

Established 1876



Awarded World's Medal



Manufacturer of

**MAGIC HOODOO PRODUCTS**  
and  
**SANITARY SUPPLIES**



Look for the Stump on Every Package



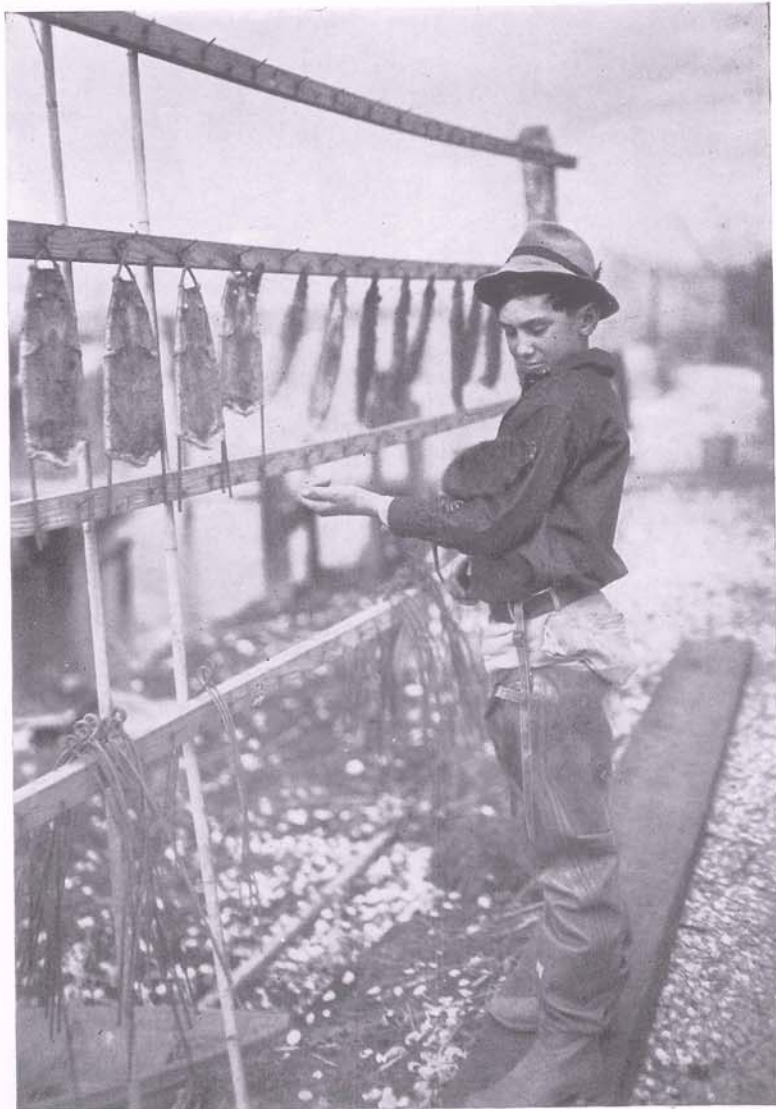
P. O. BOX 38

**Algiers 2103**

**Gretna, La.**

and the normal household equipment of a hardy, hard-working outdoor man. So the trapper has an investment of somewhere between \$1200.00 and \$1500.00 in his business. Some have a great deal more.

Down in the Jefferson Parish marshes below Barataria, I have visited in trappers "shacks" that were comfortable, weather-tight homes, with modern household equipment. Modern roofing made them completely rainproof. Board-and-batten walls made them weatherproof. Copper screening made them mosquito-proof. Modern linoleum was on the floors. Kerosene-burning kitchen ranges prepared the food in aluminum kitchen utensils. Comfortable beds with modern mattresses and springs gave the weary trapper restful sleep at night. The outside world was there with him, by the magic of modern



The trappers' children sometimes catch and raise young muskrats as pets. "Jacko", on the arm of Carl Zar, is two months old.



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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H. F. Owsley.....Vice-Pres.  
H. F. Owsley, Jr.....Secty.  
Geo. E. Martin.....Treas.

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A trapper's cabin on the edge of the marsh. On the rack to the right may be seen muskrat pelts, hanging out to dry.



A rack of muskrat hides, drying in the sun. This is a typical backyard scene at a trapper's cabin.





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Life in a trapper's cabin is quite comfortable. These cabins are only temporary homes, used during the three-month trapping season.

radio. Canned foods supplemented the diet of fresh meat and fish caught in marsh and bayou and lake. Tobacco and jugs of California wines gave a touch of luxury and sociability, and there was always coffee, fresh-dripped, "black as sin, hot as the hinges of hell, strong as revival religion". And these trappers were not the silent, grim trappers of fiction, for their wives and children lived on the trap-lines with them. There at the wharf was the sturdy gasoline lugger. But often there were as well speedy cabin cruisers, for swift runs up the bayous and visits back to civilization in village and settlement.

There are much worse lives than those of Jefferson Parish trappers.

Some of them own the marshlands they trap. Others work with the land-owners, individuals or corporations, on a 50-50 basis, or sometimes, when fur is scarce, on a 65-35 basis, the trapper getting the big end.

Trapping is not their only resource. During other parts of the year they use their luggers as oystermen, shrimpers or commercial fishermen. They farm the waters and the marshes all around the calendar and all around the clock. And their adventures with wind and weather, storm and calm, stand in marked contrast with the prosaic lives of those who farm the inland acres, those who work at routine jobs.

Their children grow up steeped in trapping lore. They help on the trap-lines. They skin the pelts and wring them clean and stretch them and hang them up to dry. Many of them leave their bayou schools while the trapping season is on, and "catch back" at later sessions. In those bayou schools they prove how much they know of their fathers' business. Their "compositions" in English classes are masterpieces of juvenile knowledge of the sort of work



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that an adventurous boy loves. They tell all about the fur-trapping industry, like the little experts they are. They write about costs and prices, trapping technique, adventures in the marshes, storms they have weathered. They ornament these compositions with amazingly accurate drawings of luggers, pirogues, muskrat houses, trappers' shacks, drying racks, and muskrats themselves. Some of them catch and raise baby muskrats as pets, the way an inland child would raise a kitten or a puppy. They know their furs too.

They can explain to you, and do, if you get to be friends with them, how never a piece of a muskrat pelt is wasted, how it is divided into three parts; the back a dark brownish black, the sides a reddish or golden tint, the bellies silver whitish; and how the trimmings are used to help make felt hats.

They become expert pirogue paddlers and "marsh walkers" very young. Marsh-walking is an art in itself. A stranger starting out across the marsh would be waist-deep to neck-deep in anything from thick, black mud to thin, semi-fluid, gray slime in a few steps. But the marsh walker strides lithely from grass-tuft to grass-tuft, sure-footed as a mountain goat, even with a heavy load of trapped muskrats strung from his shoulders.

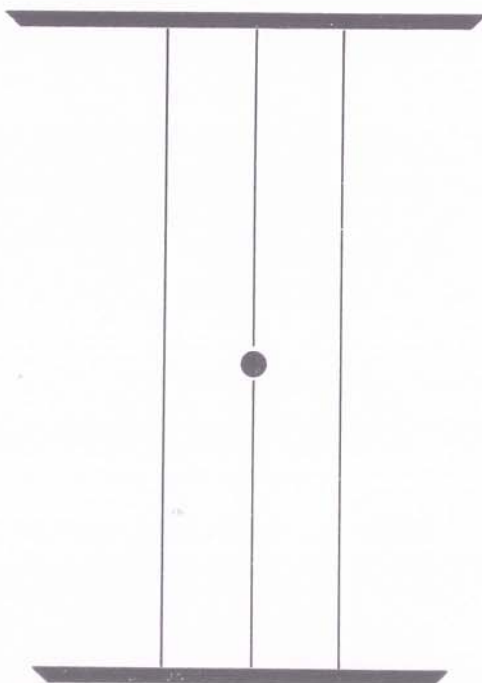
There is a sense of vastness in those marshes. There is a beauty all their own. The horizons are far, like the steppes in Siberia. In the dim and mist-wreathed dawn, the door of the trapper's shack opens and out he strides. There by the bank of a narrow, shallow canal he has dug with his own hands, hoeing out the wet earth, rests his slim pirogue. Casually he picks it up and shoves it into the water. He balances in it, standing, as unconsciously as you

As the trapper's children compare pets, "Jacko", the muskrat, and "Tommy", the cat, seem not at all conscious of their ancient enmity.





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*and*  
*Kerner*



PROTECTION LEVEE

—and—

OAK STREET



Fur buyers grading hides. The hides are bought at trapping posts and sorted out according to species and grades.



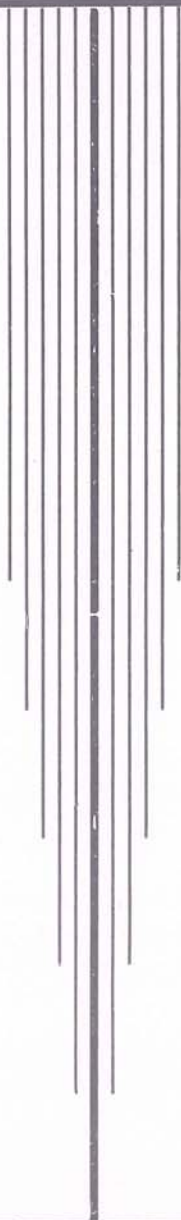
Fisher's general store at Lafitte, on Bayou Barataria. This is the type of store at which Jefferson Parish trappers trade.





# Jefferson Inn

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The muskrat pelts, graded and baled, are on their way to coat makers, to reappear later as muskrat, or perhaps as "Hudson Bay seal".





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**St. Bernard Parish**

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The regal lines and lustrous sheen of this muskrat coat worn by Callista Clancy, daughter of Sheriff and Mrs. Frank J. Clancy, of Kenner, would make it a fashion favorite for well-dressed women anywhere.

---



balance when you stand on a floor. Pole in hand, he shoves off, a lone figure growing tinier and tinier as he glides deep into those endless marshes.

His traps are not baited. They are set just below the surface of the water in the shallow, narrow water-trails the muskrat makes for himself, and that the trapper imitates in his tiny pirogue canal. The muskrat, with his flat hairless tail, his partly-webbed hind feet, "swims like a fish". Though muskrats are seen in the open marsh by daylight, in the main they are nocturnal. On their journeyings down their water-trails, they touch the steel release-plate of the strong-springed steel trap, and, well—there is one more pelt for the drying rack of a Jefferson Parish trapper.

Muskrats probably are the cleanest wild animals in the world. They build their own houses in the marsh, and those houses are marvels of architectural adaption of environment to need. Woven of tough marsh grasses, plastered with mud, they rise sometimes as high as four or five feet above the



## **Grandfather Could Have**

but he didn't have a chance. He didn't have the chance to study better methods or to learn how to make home living better and happier. And Grandmother didn't know what it was to study the science of homemaking as you do today. Today is better, despite the glamorous tales that legend and tradition weave about the "good old days."

At your own doorstep, the Louisiana State University of today, with a faculty of high rank, excellent facilities, and expenses to suit the moderate income, offers more advantages than ever before in its history. Not only is there opportunity for undergraduate and graduate study at the University itself, a number of scholarships and fellowships are available to high-ranking graduates for graduate study at other institutions also, both in the United States and abroad—all providing advantages that Grandfather and Grandmother longed for but didn't have.

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**University, La.**

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---

This silver muskrat coat worn by Rita Mae Gegenheimer, of Gretna, (Miss New Orleans 1937), is only one of the many styles possible in muskrat fur, a fur that is not only smart, but remarkably serviceable.

---



marsh, and have been found ten to twelve feet in diameter at the base, trappers tell you. They have no windows, and no visible doors. Their entrance is submarine. Water-filled tunnels lead to the house from a point fifteen to twenty feet away. Heading home, a muskrat swims along his private water-trail, then suddenly dives and vanishes. He swims through the tunnel, and comes up in his water-filled cellar. Then he climbs up to the apartments, like little rooms, that he has built above the water level. There he lives with his wives and children; the muskrat is polygamous. And the house is amazingly clean. Trappers who have spent years in the marshes tell you that no muskrat ever befouls his own home. Some twenty feet away from his house, he clears a little space in the marsh, cuts a little trail to the spot, and that is his lavatory. No other wild animal known is that sanitary.

His diet is clean, too; mostly the tender roots of the marsh growth. There are many who hold that when the musk-glands are cut out of a trapped musk-





**M**R. AND MRS. LOUIS BROUSSARD, heads of the New Orleans Academy of Beauty Culture, 312 Royal St., where hundreds of girls and women every year are taught the secrets of making women more beautiful, recently returned from an extensive trip through Texas, and other points, where they inspected schools of beauty. They returned enthusiastic about their own school, realizing that New Orleans has many advantages that the other cities lack. The New Orleans Academy of Beauty Culture is located in the heart of the historic Vieux Carre and offers a comprehensive course in beauty treatments over a period of six months. Mr. Broussard has been a

leader in the field of beauty culture education since 1921. Mrs. Broussard is actively associated with him in the operation of the school, which is recognized as being one of the best in the South. There is a large staff of instructresses. Mrs. Mae Frisch is general manager. Complete details may be obtained by writing to or calling at 312 Royal Street.

## Freeport Sulphur Company



NEW ORLEANS

PORT SULPHUR

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In making this ombre muskrat coat, which Malvina Sandras, of Westwego, wears, all parts of the muskrat pelts are used. The collar and first row of pelts adjoining are of silver muskrat, from the bellies; the second row also is silver, but from darker bellies; the third row is golden, from the sides, and the two bottom rows are brown, from the backs.

---



rat, his flesh makes delicious eating, very similar in taste to a squirrel when broiled or sautéed with bacon. Tons of them have been shipped north and sold as "marsh rabbit" and the dark, rich, gamey meat has been disguised as terrapin, old-timers tell you, and say that only an epicure can tell the difference. I cannot testify, since I haven't tried it yet. But it sounds reasonable, at that.

However, tons of muskrat carcasses, once the pelt has been stripped off, are dumped into the lower bayous, and the crabs and fish feast on them, and those crabs and fish certainly are delicious.

Fur-trapping is a business on a cash basis. Fur buyers use New Orleans as a base. They go down the bayous and across the lakes of the lower coast in gasoline cruisers. They buy the furs from the trappers at the trapping posts, sort them out according to species and grades, and bale them either for prompt



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NEW ORLEANS

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This coat, worn by Josephine Wachsmann, of Cabinash, made from the backs of the muskrat pelts, a dark, rich brown, offers slender lines plus real warmth.

---

▼



sale or cold storage until summer starts the demand for winter garments to be made against the forthcoming season of cold weather.

For those who think of these weathered-faced trappers as rough and dangerous men living lawlessly in wide marshes where "never a law of God or man" holds, here is another thought.

Every year, for generations, cash-paying fur-buyers have travelled the lower bayous and marshes. They carry thousands of dollars with them, in packets of banknotes of small denomination; in sacks of silver. Never yet has the robbery or murder of one of these fur-buyers been reported; never has it been even rumored. Armored trucks may deliver payrolls in city streets. Fur-buyers do not even carry weapons into Jefferson Parish, unless it be a sporting shotgun in the hope of knocking down a low-flying wild duck or a Canada wild goose some dawn.

(Continued on Page 204)



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LYLE SAXON

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One of Mr. Saxon's works is "Lafitte the Pirate" from which the motion picture "The Buccaneer" was made. The setting for both the book and picture was Jefferson Parish.

Jefferson Parish, stretching from Lake Pontchartrain south to the Mexican Gulf, is probably the most varied parish in Louisiana. Certainly it is one of the most colorful. Part of it lies on the east bank of the Mississippi, and within this section lies beautiful Metairie. Here the visitor finds many fine houses and gardens, and beyond, country estates. This is a modern part of Jefferson, the familiar part; but beyond the Mississippi there is another world.

The French-speaking Barataria region of Jefferson is a section where many unusual and interesting customs persist. A motorist may leave New

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Two bayou children offer their prayers  
at the family tomb on All Saints' night  
in Lafitte Cemetery on Bayou des Oies.

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Graves in Berthoud's Cemetery, Barataria. Originally a plantation cemetery, it is located on an old Indian shell mound.

Orleans and within half an hour find himself in this primitive land which the Indians and pirates knew. For here, just at the door of New Orleans, and now easily accessible by automobile, is a strange and beautiful country, a land threaded by countless slow-moving streams, a land of water and waving marsh grasses. Here men live close to the earth and the sea, and earn their daily bread as their ancestors did, by fishing and trapping. The people of the bayous have clung to the customs of their ancestors and to the tales handed down by their forefathers.

An example of this may be seen in their cemeteries. Here an old Indian custom, the placing of trinkets beloved of the dead in shadow-boxes on their graves, combines with the generations-old ceremonies of the Catholic Church.

Members of the Federal Writers' Project, compiling a history of Jefferson and planning a tour for motorists, were impressed by the old customs and beliefs. From some of their notes this article is written.

In Berthoud Cemetery, once used for plantation interments, but now for many years public, the graves have been dug in an Indian shell mound, from which arrowheads, broken pottery, a spoon and even an ancient Spanish perfume bottle have been taken. The cemetery itself is believed to be more than a hundred years old, and is unusual in the bayou region. Placed on the high-ground encampment of the early redskins, it is the only cemetery in which all burials have been underground, rather than in tombs erected on the surface. Those who can afford it pay small fees for the privilege of burying their dead here. Those who cannot pay inter them free.

"Old James Berthoud", the former owner of the plantation, is buried on the top of the hill, with his brother, William. The Berthoud brothers' graves are marked with marble headpieces and enclosed by rusty iron fences. A small grave at the foot of the hill bears a small marble slab which reads, "Here lies little Oscar beneath the sod, stricken by the hand



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of Almighty God. Oct. 21, 1873. Age 9." The little fellow, long since dead, is called "Old Oscar" now by the caretaker of the cemetery. Some of the graves are marked by wooden crosses and small marble slabs. Others are not marked at all. Negroes have a special place in the cemetery, along the fence, near the water's edge.

Most interesting, however, are the shadow-boxes in which trinkets are placed and the artificial flowers adorning the cemetery. The boxes are wooden, with glass fronts through which the offerings may be seen. Many of them hold statues of saints. One, on the grave of John Trosclair, who died in 1938, contains a wreath of pink and white paper flowers, tied with purple ribbon, his half-filled medicine bottle (with label from a Gretna pharmacy), a deep saucer filled with oil, a purse mirror and a small white elephant charm. By his side, the grave of Adelate Trosclair, "May 1909", shows a similar wreath and several glass objects—an old-fashioned cocktail glass, a "jigger" and two water tumblers, all turned down, a vase and a vinegar cruet.

Some of the plots have bead wreaths in which the artificial flowers are placed. Occasionally imitation snow brightens the scentless blooms. Real larkspurs are planted on top of concrete-boxed graves.

At many of the burials in Berthoud, near-by dwellers will tell you, each mourner throws a handful of shells into the grave.

"Oh yes," they say, "there are still funerals by water. It's the only means of transportation some people can use. The coffin is placed in the stern of the first boat, with the pallbearers, the family and the priest, if there

The blessing of the shrimp fleet, Barataria. Each year, at the opening of the shrimping season, the boats are blessed by the pastor of St. Anthony's Roman Catholic Church.







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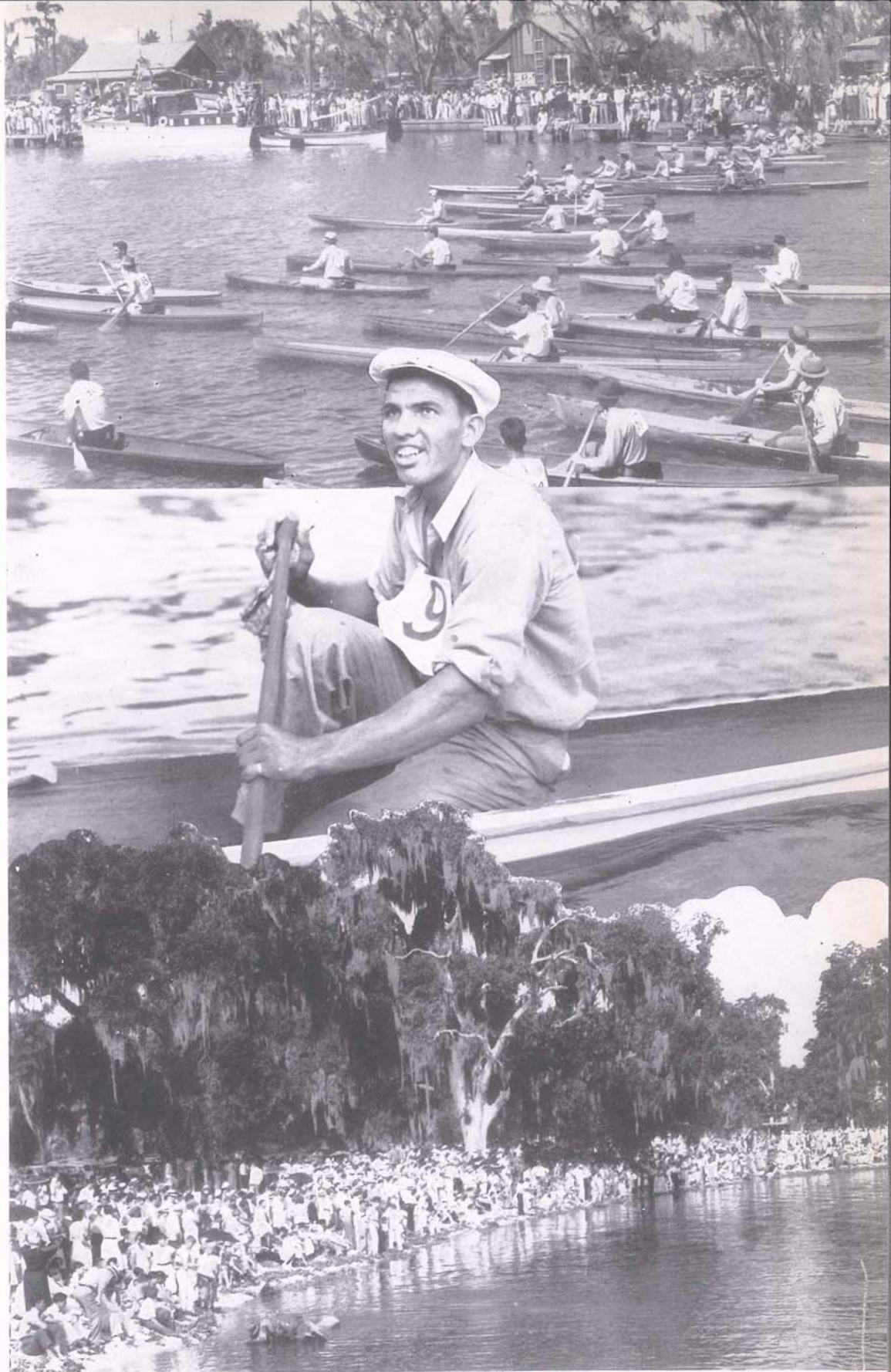
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This composite picture of the annual pirogue race at Barataria shows: Top: lining up for the start. Center: the winner, Adam Vincent Billiot, who has won three out of the four races held. Bottom: Part of the crowd waiting for the finish of the race.



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is room, and other boats follow in slow procession until they have reached the water's edge by the cemetery."

Albert Fleming tells also of people who declare they have seen the ghosts of Lafitte and Dominique You haunting the graveyard and that there was once a tunnel dug under the mound in search of gold. "People are always digging for buried treasure," he explains, "but I've never found a trace of any tunnel."

Nevertheless, there is also a story that Lafitte himself dumped the shells there, and when they were overgrown, buried gold. The pirate's hideout, some forefathers have told their children, was on nearby Bayou Coquille.

One of the most beautiful and unusual customs of the bayou is observed on All Saints' Day, when the cemeteries, ordinarily silent and empty, save for the colorful reminders of persons now gone, bloom with flickering candles.

A description of the procedure at Berthoud Cemetery has been given by a former school teacher, now residing in Gretna.

"At dusk," she says, "the inhabitants of the section go to church, where there is a sermon and prayers for the dead. Each person carries one or more blessed candles, which are lighted at the close of the services. Holding the lighted candles, the people march in a procession to the cemetery about a mile from the church, wending along the road and into the graveyard. Each member of the group stops at the family place to set his candles around it. Sometimes the people remain until the candles have burned out; sometimes they leave them flaming. But always there is a family reunion and a gathering of friends in the cemetery. It is an unusual and ghostly

**All Saints' night in Lafitte Cemetery on Bayou des Oies. Beneath the moss-draped oaks, the bayou people meet at dusk to burn candles for their dead.**







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sight to see the painted crosses lit up by the flickering candles. Even after one leaves the place, the tapers can still be seen burning in the night."

Baratarians are in general serious, hard-working people. All are trappers and fisherman, some working on shares for boat-owners.

The shrimp fleet is blessed each year before it goes out, in an impressive celebration. The shrimpers stay out two or three weeks at a time, selling their catch every day to the ice boats that go out to them.

A big event on the bayou is the annual pirogue race, on a designated Sunday in May, for which months of preparation are spent in the hewing of special boats, twenty or twenty-two feet long and "as narrow as a cricket", to skim through bayou waters. Some of them make more than nine miles an hour. The first prize is \$200, the second, \$100, and the third, \$50. Contestants come not only from Jefferson, but from the surrounding parishes.

In Jefferson, the Feast of St. Joseph, as it is observed by the Italians, is more solemn than the mid-Lenten day known in other sections of the state. In Marrero, it is a tremendous occasion but is observed not during Lent but on the third Sunday after Easter. On that day, Italian communicants of the Catholic Church walk from St. Rosalie's at Harvey to the three-miles-distant St. Joseph's edifice in Amesville, singing and praying as they go. The procession starts at 2:30 P. M., and picking up groups along the way, reaches the Amesville church for benediction some two hours later. Some walk the entire distance barefooted, having promised to do so in return for prayers granted sometime during the year.

The procession is led by children dressed as "angels", behind whom walks the priest. A statue of St. Joseph is borne after him, followed by bands of music and the worshippers. Those unable to walk follow the line of march in decorated automobiles. During the slow-moving, chanting and praying parade, pilgrims walk up to the statue from time to time and pin be-ribboned money around St. Joseph's neck, falling back to their places in line after the present is given. In former years, when money was plentiful, parishioners say that the statue was covered by money contributions by the time its bearers reached the church. Now the gifts are not so numerous. Along the route, tubs of cool water, lemonade, and occasionally, root beer, are served by sympathetic householders to the dusty throng. Truckloads of Italians from Kenner participate in the celebration.

A fair on the church grounds follows the solemn benediction and is climaxed late at night by elaborate fireworks. Effigies of St. Joseph and replicas of the American flag are fashioned of the combustibles and touched off during the spectacular display, which men, women and tired children "wait up" to see.

A strange story of the bayous is that of the **feu follet**. The **feu follet**, or marsh fire, has varying significances, according to the natives, who tell many stories about their encounters with it in the swamps. Some say a person who can track it down will invariably find treasure in its lair. Others say it is the omen of death and disaster.

(Continued on Page 202)



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# Progress In Education

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Assistant Superintendent of Schools

In Collaboration with Edward M. Comiskey,  
President of the School Board.

The past year has witnessed many changes and improvements in the administration and activities of the Jefferson Parish public schools; changes indicative of the progress made by our schools since their inception in 1842.

Notably, the passage of a \$1,600,000 bond issue has instituted a tremendous and very much needed building program which projects the erection of ten new schools besides many additions to present school buildings in the way of new class-rooms, auditoriums, gymnasiums, etc. This program will take advantage of W. P. A. grants to the amount of \$720,000.00. The sites for two athletic stadia, one on each side of the river, have already been purchased. Each of these sites contains thirty acres, and athletic fields and grandstands will be erected in the near future.

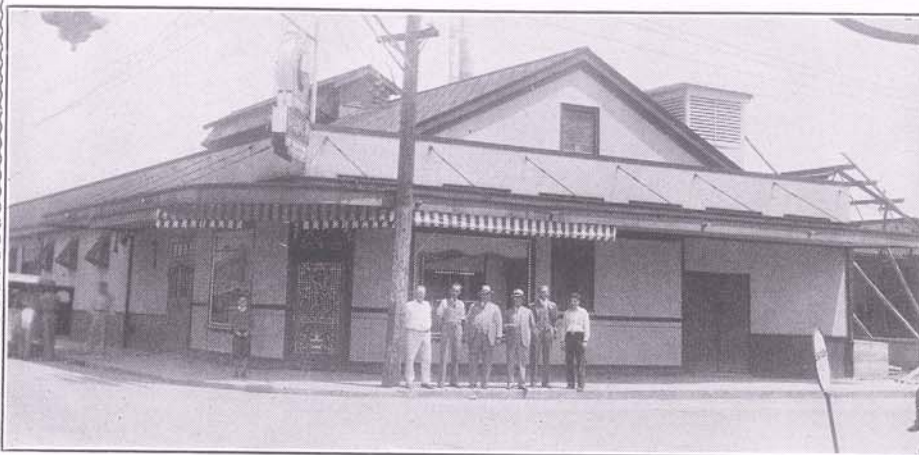
For the first time in the history of the parish, monthly meetings of principals and supervisors are held under the supervision of our superintendent. These meetings are held for the purpose of discussing the newest trends and techniques in the field of education, and on two occasions trips were made to observe the new practices in action. One of these trips was made to Hahnville, the other to Hammond. To aid in the functioning of this study group, and to make available to all teachers information concerning the new developments in education, a central professional library has been organized at the school board office in the Courthouse at Gretna. Here may be found all of the important books and publications dealing with modern pedagogy, and it is expected that the library will be invaluable to the teachers of the parish in helping them keep abreast of the times.

Another new administrative feature worthy of mention is the establishment of kindergarten classes in primary schools throughout the parish, wherever needed. It is believed that this service will be greatly appreciated by parents of children too young to enter the primary grades.

The music department has continued to advance. There is now an excellent and complete band in each of the six high schools, and the Jefferson Parish school band, which represents the parish in state and national contests, is made up of the best instrumentalists in each of the high school bands. Classes in the various music subjects are offered in all high schools, and in the elementary schools there is a vocal music program.

A health department has been created this year, functioning under the direction of the school board. The parish doctor examines the children in all the schools, and with the assistance of the nurse, innoculates them against small-pox, diphtheria and typhoid. The health department also has the services of two dentists, who examine all children for teeth defects. Accurate,





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Standing, left to right: C. J. Coulon, Ward 4, Westwego; Ursin Roux, Ward 5, Waggaman; John C. Brunning, Ward 8, East End; Louis E. Breaux, Ward 8, Metairie; J. C. Ellis, Superintendent of Schools; Frank De Salvo, Ward 4, Harvey; Robert Farrington, Ward 4, Marrero; Lem Higgins, Assistant Superintendent of Schools; Alvin F. Higgins, Ward 1, Gretna (McDonoghville), and J. B. Geiger, Ward 3, Gretna.





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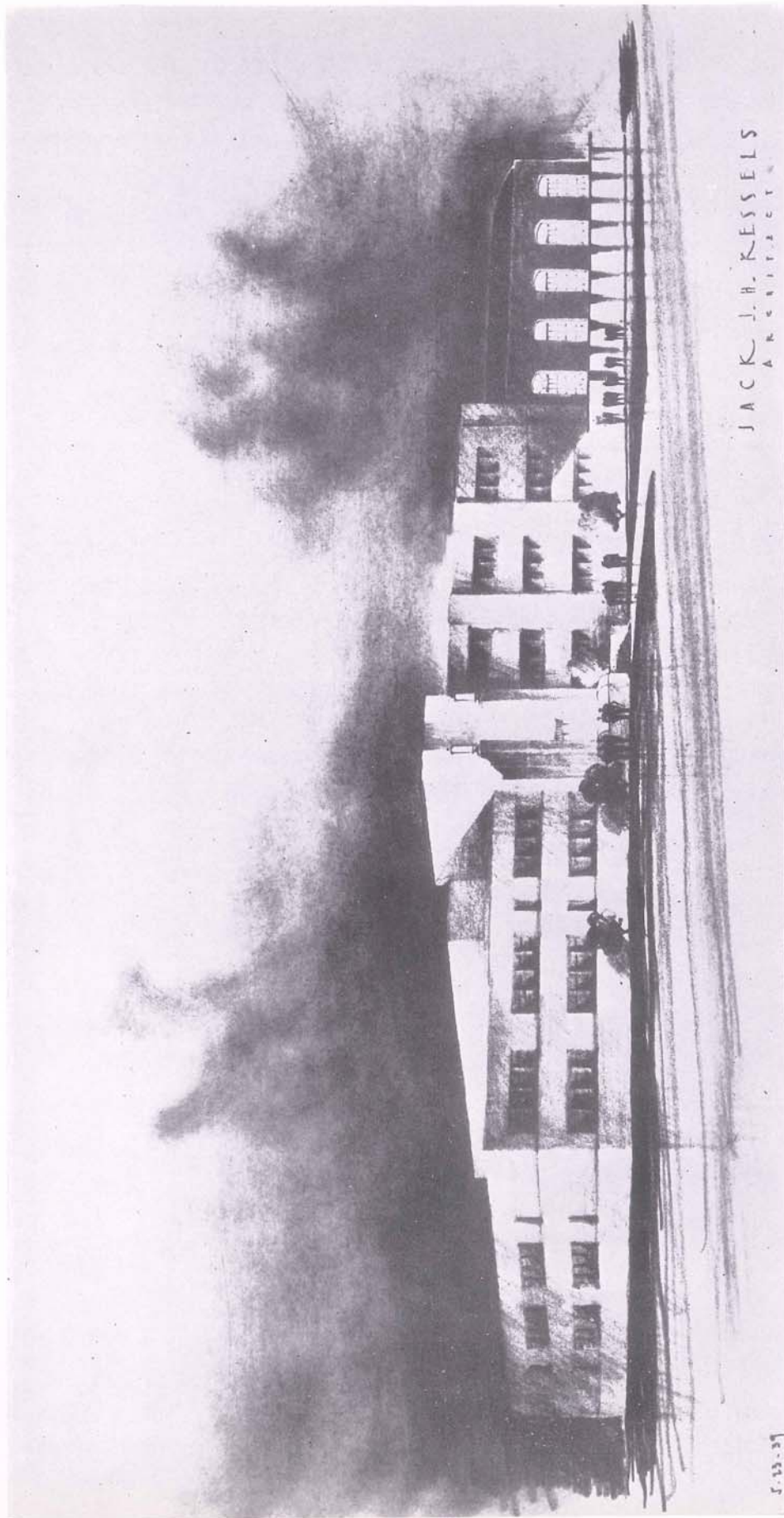
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