

S E V E N T E E N T H A N N U A L



1951

JEFFERSON PARISH

YEARLY REVIEW

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...
TWO MARKETS!



In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...
FUEL AND POWER!



NATURAL GAS...

Louisiana produces nearly 3 billion cubic feet of natural gas every day—the second largest producing state in the nation. And huge, constantly expanding reserves assure an almost limitless supply for the future.

Here's a sure source of fuel for heating, cooking, versatile fuel to speed production in your plant. Low in cost, and requiring no storage facilities, natural gas offers another major reason for locating in New Orleans.

You Fuel and Power PLUS

MARKETS, domestic and overseas — assigned customer representatives — TRANSPORTATION — BUREAU OF PUBLIC SERVICE — SOURCES, from local and abroad — up-to-date PLANT SITES — LABOR — intelligent and cooperative — up-to-date FOREIGN TRADE program — and, even, CREDIT.

ELECTRICITY...

In New Orleans, the industrial partner of natural gas is electricity, for gas fuels the generating plant which provides low-cost, dependable electric power to the city.

And electric generating facilities have grown apace with New Orleans' industrial expansion. In the short period since the end of World War II, electric generating capacity has been boosted by nearly 50% — ensuring ample electric supply for your plant here.

In modern times, New Orleans has never experienced a shortage of natural gas or electricity.

Look Into New Orleans

If you would like to learn more about opportunities in New Orleans for your business, write the Industrial Development Staff, New Orleans Public Service Inc., New Orleans 9, Louisiana. We will be glad to supply, without cost, all available information.

Public Service

SEVING NEW ORLEANS WITH LOW-COST ELECTRICITY, NATURAL GAS AND TRANSPORTATION

1000 Poydras Street, New Orleans 22, La. 70004
New Orleans Public Service Inc., 1000 Poydras Street, New Orleans 22, La. 70004

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...
MATERIALS!



FROM OVERSEAS...

New Orleans' great port is center for many raw materials imported at low cost. Among New Orleans' specialties are: rubber, tin, mica, asbestos, iron, copper, zinc, tin and other ferrous metals, phosphorus, hardenable alkali, sulfur and sulfuric acid, coffee and cocoa beans, grain, wool, meat products, fruit of various kinds. To get many of these imported materials at low cost, eliminate costly back-haul charges in New Orleans.

Public Service

NATURAL GAS AND TRANSPORTATION

1000 Poydras Street, New Orleans 22, La. 70004

The story of the many advantages and opportunities for business and industry in New Orleans and throughout Louisiana can't be told in one advertisement.

That's why Public Service has been running a continuing series of advertisements since 1946 — four of them are shown above—in New York and mid-continent newspapers. This advertising invites new industries to locate in this area, details the advantages of trans-

portation, labor supply, climate, and nearness to world markets enjoyed by industries in this section.

New industries create jobs and new payrolls and bring prosperity to the people of this area. And Public Service is prepared to serve new—as well as presently established industries, businesses and residents in New Orleans with plenty of dependable electricity, natural gas and public transportation.

NEW ORLEANS **Public Service** INC.

JEFFERSON PARISH YEARLY REVIEW

STAFF

Publisher.....Justin F. Bordenave

Managing Editor and
Business Manager.....Joseph H. Monies

Associate Editor and
Art Director.....Arthur Charbonnet

Published annually with the endorsement and support of the Police
Jury of Jefferson Parish.
Weaver R. Toledano, President

Kenner, La.

1951

OUR COVER

The luggers of Southern Louisiana are an essential part of the industrial picture. Designed primarily for efficiency and sturdy seaworthiness, they have a peculiar charm and grace that blends well with their natural setting. The shrimp trawler "Ramos Pride," powered by Caterpillar Diesel, is truly representative of the hundreds of boats engaged in the valuable seafood industry of our coastal parishes.

The publishers of the Jefferson Parish Yearly Review will be glad, at any time, to furnish information to anyone interested in Jefferson Parish industrial opportunities. The establishment of new industries is encouraged in every way possible by the Police Jury and citizens of the parish. More detailed data will be furnished on its extremely low transportation costs, easy access to raw materials, excellent facilities for distribution and ten year tax exemption. To homeseekers, visitors or those just interested in the history or future of this prolific parish, the publishers offer the facilities of this publication. Your request for information or assistance will receive prompt and courteous response.

Copyright 1951 by Justin F. Bordenave
Printed in U. S. A.

This Book Manufactured in its
Entirety by Union Labor



FEATURES

Introduction	2
Jefferson Parish is Ready—Now! <i>by Weaver R. Toledano</i>	4
Metairie Metamorphosis <i>by Robert Tallant</i>	24
Oil is Ammo! <i>by David M. Kleck</i>	32
Exploring Our Offshore Food Bowl <i>by James Nelson Gowanloch</i>	40
Marrero—The Arc of Achievement <i>by Arthur Charbonnet</i>	48
It's Time for Tidewater! <i>by E. S. Pennebaker</i>	58
The Picnic <i>by Eugene Delcroix</i>	65
Transportation Blueprints	81
Mahogany—King of Fine Woods	89
Jefferson Parish Police Jury, Members and Officers	97
Federal, State and District Officials	99
Parish Officials	101
Court Officials	103
Schools That Build Citizens <i>by Mrs. A. C. Alexander</i>	105
Jefferson Parish School Board, Members and Officers	133
School Board Officials	135
Wonder-Working Waterworks <i>by J. W. Hodgson, Sr.</i>	137
Double Decade of Progress <i>by Ed E. Feitel</i>	147
A Report on Gretna <i>by William J. White</i>	151
Keeping Up With Kenner <i>by Dr. Joseph F. Kopfler</i>	163
Harahan Hits a New High <i>by Frank H. Mayo</i>	169
Going Ahead With Westwego <i>by R. J. Duplantis</i>	175
Plaquemines Parish Produces! <i>by Leander H. Perez</i>	180
The Wildfowl Funnel <i>by Arthur W. Van Pelt</i>	192
Index to Photography	197
Index to Advertisers	198

In this — our seventeenth — annual Review, we offer again a detailed report on the industrial growth and civic progress of Jefferson Parish. Both have been very great, especially in the post-war years, and the year 1950 was extremely productive. Conditions in Jefferson itself are exceedingly good, as a tour of our parish through these pages will show.

But we are wont — more than ever — to consider ourselves in the light of our relation to our country and the world and the present time. Today's free world looks to America for guidance, for help and for protection. These we know, are forthcoming, and because of our own fierce love of freedom and our championing of the natural rights of man everywhere, once more our nation is tense and on guard.

It is our hope and our firm belief that before too long the future, at present troubled and cloudy as the water in which the flaxen-haired little girls are playing, will be clear and shining again. This is what we live for and these children are a symbol of our faith.

—The Editors.





JEFFERSON PARISH

"The Heart of the Industrial South"



IS READY

NOW!



←Gulf Refining Co.

←Southern Cotton Oil Co.

←Sherwood Refining Co.

←Rathborne Land & Lumber Co.

←Harvey Canal, with its more than 50 industries related to the production of oil.

←Swift & Co.—Refinery.

←Swift & Co.—Plant food.

←Commercial Solvents Corp.

←Stauffer Chemical Co.

←Penick & Ford.

←Continental Can Co.

←Mayronne Lumber & Supply Co.

←The Texas Co.

←Douglas Public Service Corp.

←Clark's Refinery.

Johns-Manville Corp., the Celotex Corp. and other industrial giants.



By Weaver R. Toledano

President, Jefferson Parish Police Jury

The ten years past have been for Jefferson Parish a decade of vast and significant change, which means in our case, development and improvement.

Since 1940 our industrial enterprises and our population have more than doubled. From 50,427, our population leaped to 102,691 at the time of the 1950 census. Our birth rate is in the ratio of 2.5 to 1 over the death rate, and figures from the Parish Health Unit show that during 1950 another brand-new little Jeffersonian was born on an average of every three hours.

Much of our great population increase, too, is due to the immigration here of folks from other parts of the country, the state, and especially the City of New Orleans, because of the double advantages of the pleasant suburban life and lighter taxes.

People like our fine, temperate climate, good working conditions, and neighbors who are warm and friendly, industrious and enthusiastic. They like our far-seeing, active governing body, which works in close cooperation with alert parish, district, state and Federal officials, for the benefit of all.

The industrial picture is amazing—"favorable" is too mild a term. At a time when the national by-word is "production", Jefferson is proud to proclaim an increase of 52% in the number of corporations since 1940. These bustling industries, we like to point out, were not war-founded.

Nothing that is produced in our parish is not used in peacetime, and our period of greatest development and expansion has been the postwar years.

On the other hand, and of this we are likewise proud, our productive output is



The Illinois Central Railroad began a \$7,000,000 expansion program of its Mays Yard at Harahan, last year.

of almost inestimable value to the national emergency, for in the desperate preparation for defense and possible war, few basic things are useless. Certainly everything produced in Jefferson is of great value in the present situation and the ominous conditions to come.

As examples proving Jefferson's position as a foremost industrial production center in this anxious time, let us consider some of the products streaming from this section, which accounts for more than 66% of all the manufactured goods shipped out of the Greater New Orleans area.

Oil is of a primary importance when military might is the order of the day. At the first of the year 183 wells in 13 fields throughout the parish produced a daily allowable of 32,857 barrels. This could be stepped up considerably almost instantly should the prodigious thirst of thousands of tanks, planes, ships and locomotives, as well as the many thousands of other vehicles, military and otherwise, require it.

Major oil companies operating here are the California Co., The Texas Co., the Humble Oil & Refining Co., the Gulf Refining Co., Tidewater Associated Oil Co., Stanolind Oil and Gas Co., Amer-

ican Liberty Marketing Co., which also packs and ships oil in its various forms; also operating here are Reese E. Carter, the Lynn Oil Co., Calley, Hurt and Bateman, Perrin and White, and Eddy Refining Co. International Lubricant Corp. also are packers of oil, and through Clark's Refinery on the Mississippi River pass 5000 barrels of crude oil daily.

Chemicals and alcohol are also of utmost urgent need, even in peacetime. In troubled periods the need naturally becomes greater. We have in Jefferson plants pouring out vast quantities of these necessities, such as the Harvey Division of Commercial Solvents Corp., Publicker Commercial Alcohol Co. of Louisiana, Davidson Chemical Corp., General Chemical Division of Allied Chemical & Dye Corp., United Distillers of America, the Plant Food Division of Swift & Co., Armour Fertilizer Co. and the Stauffer Chemical Co.

The production of medicines too, has major priority, and the Sherwood Refining Co. produces medicinal oils and

petroleum jelly, sulphurated salves and other unguents.

Food production is always important, and some of the largest plants in the world, falling into this category, may be found in Jefferson. Penick & Ford, for instance, occupying 23 acres on the West Bank, in Marrero. This is the largest cane syrup canning plant in the world. The Southern Cotton Oil Co., is another largest of its kind. We can list as food producers Swift & Co., the Southern Shell Fish Co., which puts up pickles and other vegetables, besides vast quantities of seafood, the Borden Co.'s \$600,000 plant, and the Jefferson Bottling Co.

A most important consideration is the seafood harvested from the waters in and around the parish. The Southern Shell Fish Co. shines here as the largest seafood canning plant anywhere. Others in the parish are General Seafoods Co., Cutcher Canning Co., Ed Martin Seafood Co., George Martin Seafood Co., Robinson Canning Co., Morgan City Canning Co.'s branch at Grand Isle, and the Quong Sun Co., located near our coastal playground. There is also the old Manila Village platform, which has been drying shrimp for many years, and at East End, on the east side of the

river, Charles & Charles.

Cotton is used in the production of some explosives and in the manufacture of canvas and other cloth, besides having innumerable other uses. In Jefferson are two immense cotton warehouses, each of which stores, ships and handles more than 100,000 bales annually: Shippers Compress Warehouse and the New Orleans Compress Co.

Shelter and building materials are vitally necessary in war as well as in peace. Three plants under this heading are "largest of their kind in the world": The Celotex Corp. produces from Louisiana bagasse 1000 carloads of wall-board a year; Freiberg Mahogany Co.'s warehouses can hold 18,000,000 feet of fine veneer, and production of this mahogany product will be expanded 50% by mid-summer; the American Creosote Works treats against deterioration, 26,000,000 board feet of lumber, pilings, crossties and other forest products per year.

Johns-Manville Products Corp., one of the largest in the business, employs 1000 workers to produce roofing material and asbestos-cement transite pipe. Ipek Plywood Co. is also in Jefferson, and in similar and allied lines, the W. A. Ransom Lumber Co., Airline Lum-



On both sides of busy Harvey Canal, more than 50 industries related to the oil industry are located.

JOSEPH RATHBORNE LAND AND LUMBER CO., INC.

OFFERS FOR LEASE INDUSTRIAL SITES
ON AND ADJACENT TO



THE INTRACOASTAL CANAL
3 AIR MILES FROM NEW ORLEANS

AIR CONDITIONED MODERN OFFICE SPACE

TELEPHONE UP-2803

HARVEY, LOUISIANA

ber & Supply Co., Friedrichs Wood Specialties, Concrete Products Co. and other concrete fabricators, and other concerns engaged in related manufacture.

Containers in which products from Jefferson and other places are shipped to all the corners of the world are made here, of steel and wood and paper. The Great Southern Box Co., at Southport, has a branch in Kenner that makes veneer. In Marrero, the Continental Can Co. produces 175,000,000 cans of various sizes yearly. Steel drums are manufactured by the Rheem Manufacturing Co., U. S. Steel Products Co., J & L Steel Barrel Co. and the Louisiana Steel Drum Co. Containers are also made by the Kieckhefer Container Co., Mancuso Barrel & Box Co., Louisiana Box Co. and Evans Cooperage Co.

Sheet metal for many purposes is galvanized by Haik Galvanizing Works and Green-Walker Galvanizing Co. Protective covering for oil-well pipe is produced by the Pipe Line Service Corp. and H. C. Price Co.

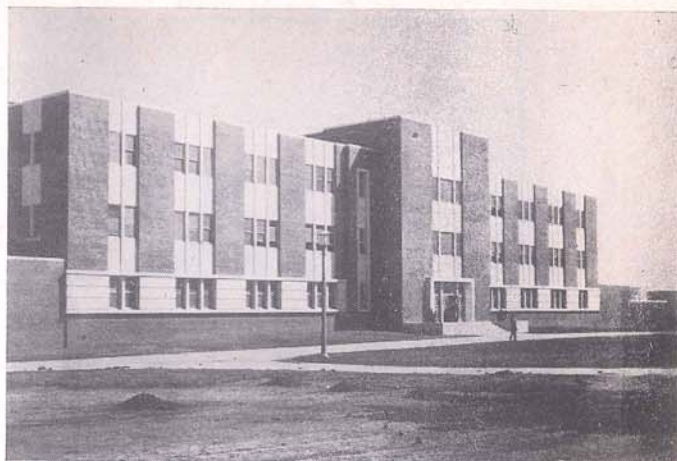
Ship- and boatyards turn out a considerable amount of commercial and pleasure craft, notably the Avondale Marine Ways on the Mississippi River, which makes tuna clippers for the Pacific Coast fishing industry, costing between \$300,000 and \$400,000 each. This company has a branch on the Harvey Canal, the heart of the oil operations industry, where is also located the Harvey Canal Shipyard and Machine Shop. The Marcomb Boat Works has plants at Westwego and Lafitte. Amphibious craft for oil exploration are fabricated by the Marsh Equipment Co. at Westwego.

We must note especially the new power plant of the Louisiana Power & Light Co. at Nine Mile Point, whose initial capacity was increased even before completion of the plant's first unit.

In all, there are over 300 industrial and commercial concerns throughout the parish, over 100 of which are of considerable size.

Besides the shrimp and oysters, crabs and fish and other seafoods, our parish produces large quantities of truck vegetables, beef and dairy products, all of which is readily assimilated by our local and national economy.

Many of the industrial plants making up the 52% increase since 1940 were founded in the postwar years, and most of the expansion of established industries occurred during that time. Beyond



New building of the Southern Cotton Oil Co., built during 1950.

doubt Jefferson Parish's industrial development in the decade past is amazing.

But this is certainly not the only way in which Jefferson has progressed. Growth and development are continuous and on many levels and embrace the various aspects of life—industrial, commercial and civic.

The desire for civic improvement is a criterion of the highest state of civilization. It takes the form of projects that improve living conditions, facilitate transportation and communication, better educational standards, increase sanitation and health. In all these things, Jefferson Parish has made titanic strides forward.

The postwar years have been a period of general, well-rounded progress in the manifold qualities of better living. This time has been particularly represented by the past year, which saw the inauguration of many civic projects, constructive action taken on others, and the completion of quite a few.

These works range from such basic, mundane considerations as improved sewerage conditions to the development of playgrounds for Jefferson's children.

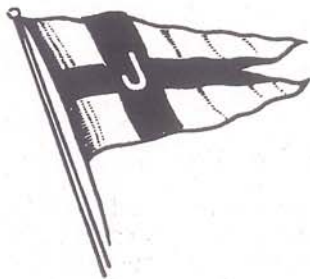
Improvement work is not confined to one or a few parts of the parish, for everywhere is the sound of construction. The grinding clatter of concrete mixers and the rumble of steam rollers attest to our ever widening network of roads and streets. Other than those kept up by the State Highway Department, almost 1000 miles of roads throughout the parish are maintained by the Police

JAHNCKE

SERVICE

814 HOWARD AVE.

NEW ORLEANS 4, LA.



- **DREDGING**
- **SAND — GRAVEL — SHELLS**
- **CONCRETE — BUILDING MATERIALS**
- **SAFWAY STEEL SCAFFOLDS**
- **LUMBER — CONCRETE PIPE**

Jury. Plans for paving and constructing subsurface drainage on 23 streets—more than six miles—in Metairie, the Eighth Ward, are underway and will most likely be finished by the end of the year. On the West Bank, in Westwego alone over four miles of hard surfacing was contracted for.

Because now more than ever, fast, efficient and economical transportation is essential to modern life, let us glance at the headway being made in the different media of transporting goods and people from one place to another. First we will consider what has been done, and then we will sum up what must yet be constructed.

At the present time the Illinois Central Railroad, which celebrated its 100th birthday on February 10, is spending \$7,000,000 on expanding its 21-track Mays Yard, to coordinate with the new Union Passenger Station which will be built at New Orleans. Moisant Airport in Kenner, is completing \$1,500,000 of development work. This airport, the largest in the country originally constructed for commercial purposes, averages 130 scheduled and unscheduled flights daily.

In the real stage too is the widening of the Fourth Street Highway, which stretches from Westwego to Gretna. This busy 5.5 mile road was broadened

by 6 feet to a 24-foot width. The east and west side river roads are being surfaced and drainage structures installed, 4.3 miles on the West Bank and 3.2 on the East Bank. These projects were executed by the State Highway Department.

In the planning phase are the major transport projects made vitally necessary by the great growth of the area and its relation to Greater New Orleans. The proposed new Mississippi River bridge connecting Gretna and the Crescent City is one such. Another is a causeway crossing Lake Pontchartrain from a point above Harahan to Madisonville on the north shore, and putting the lovely piney woods of St. Tammany Parish a scant 22 miles away, a half-hour's drive by automobile.

A transportation artery crying for realization is the proposed 4-lane super-highway from Westwego to the Naval Station at Algiers. A vital link along this expressway will be either a fixed-span bridge, or a tunnel, crossing Harvey Canal, to eliminate the bottleneck seriously hampering vehicular traffic now.

We also dream of two important canals, one large and one small: A tide-water channel to the Gulf, and the en-

Luggers unloading luscious Louisiana oysters at the Southern Shell Fish Co., largest seafood canning company in the world.



The Southern Cotton Oil Company



Manufacturers of
WESSON OIL
SNOWDRIFT SHORTENING



GRETN, LOUISIANA



Nine Mile Point power plant of the Louisiana Power & Light Co., nearing completion. Originally designed as the first of four units of 66,000 kw. each, capacity of this unit was raised to 70,000 during construction. A second unit scheduled for 1954, has been advanced to 1952 and raised to 105,000 kw., making a total output of 175,000 kw. for the plant.

larging, in depth and width, of Bayou Segnette, now shallow and clogged with stumps.

These great civic projects are treated more fully in other articles elsewhere in this publication. Let us now take a look at some of our recent accomplishments.

Early this year the first legal steps were taken toward obtaining paid fire departments for the parish, when the Police Jury created Fire Districts Nos. 1 and 2, which comprise the Seventh and the Eighth Wards. These two districts, with the fire equipment and volunteer firemen of the Ninth Ward, will provide protection for the entire East Bank. Further steps were: On January 23, the property owners of the Seventh Ward approved a \$700,000 bond issue to acquire property and equip a paid fire department, and also voted for a 5-mill maintenance tax for the department; the Eighth Ward voted likewise on March 27, and the amount of the bond issue was \$850,000.

The Eighth Ward is the site of much other improvement work, of note the \$330,000 enlarging program of Sewerage District No. 1, completed in August, 1950. This construction, which doubled the capacity of the plant, was coupled with the creation of Subdistricts Nos. 1 and 2, which will provide sewerage service for the entire populated area of the ward. An election was held in March of this year to authorize the issuing of bonds in the amount of \$290,000 to begin the building of another plant and

the laying of 60 to 70 miles of sewer main for Subdistrict No. 1. The balance necessary to complete the work, \$2,710,000, is expected to be raised later.

Construction in this same category is current in the Seventh Ward. An existing sewerage plant on the site of former Camp Plache, was purchased from the Illinois Central Railroad. It will be overhauled, one half at a time while the other half is operating. The sewerage system called for 7 miles of main lines and 10 lift stations, completed and ready for operation by mid-February. About 185,000 feet of lateral lines are being installed, the job to be finished by November of this year.

Across the river in Marrero, a sewerage district was created by the Police Jury, the governing body of the parish. During February a survey was made and an election planned to determine the desirability of taxes for the activation of this district.

In Marrero also the old Municipal Drainage District was re-created, with installation of a 52-inch pump, of 86,000 gallons per minute capacity. The Second Drainage District also installed new equipment and reconditioned old equipment, enlarged buildings and replaced some others.

In Ward Five and a portion of Ward Four, a new water district has been formed to furnish fresh water to consumers in the area west of the limits of the Town of Westwego to the St.

AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.



CREOSOTED LUMBER, PILING, POLES,
CROSS TIES, SWITCH TIES, CROSS
ARMS . . . ALSO

Wolmanized Lumber

DECAY AND TERMITE PROOF . . . CAN BE PAINTED



—Plants—

LOUISVILLE, MISS.; JACKSON, TENN.; NEW ORLEANS and
WINNFIELD, LA.



Send Us Your Inquiries — We Are Glad to Quote You

Charles Parish line, approximately six miles away. Plans for this project are being worked on. For this district there will be three alternative sources of water: It will draw from either the Westwego Waterworks, which will be enlarged for this purpose, or from the Jefferson Waterworks No. 2 at Marrero, or it will build a new plant of its own.

On the East Bank in this regard is the rehabilitation program of the Fourth Jefferson Drainage District, now in progress. Much work has been done to rehabilitate the main and lateral canal systems, restoration of main ditches and auxiliary drains has progressed, and existing pumping stations are operable at designed efficiency, thereby resulting in improved drainage. As other work, such as enlarging of pumping stations and installation of additional equipment is completed, further drainage improvement will be noted.

This ties in with the flood control work along the lakefront, for which Federal funds have been expended in the amount of \$6,900,000.

All phases of modern democratic living have been taken into consideration in our desire for civic betterment. An election will be held some time this year to decide upon the purchase of voting machines for the entire parish, for which we will have to levy taxes upon ourselves.

After a year of excellent demonstration service by the Louisiana State Library, the parish voted to continue the service on a local support basis. Thus in November, 1950, the Demonstration Library became officially organized as Jefferson Parish Library with headquarters in Gretna, 10 branches

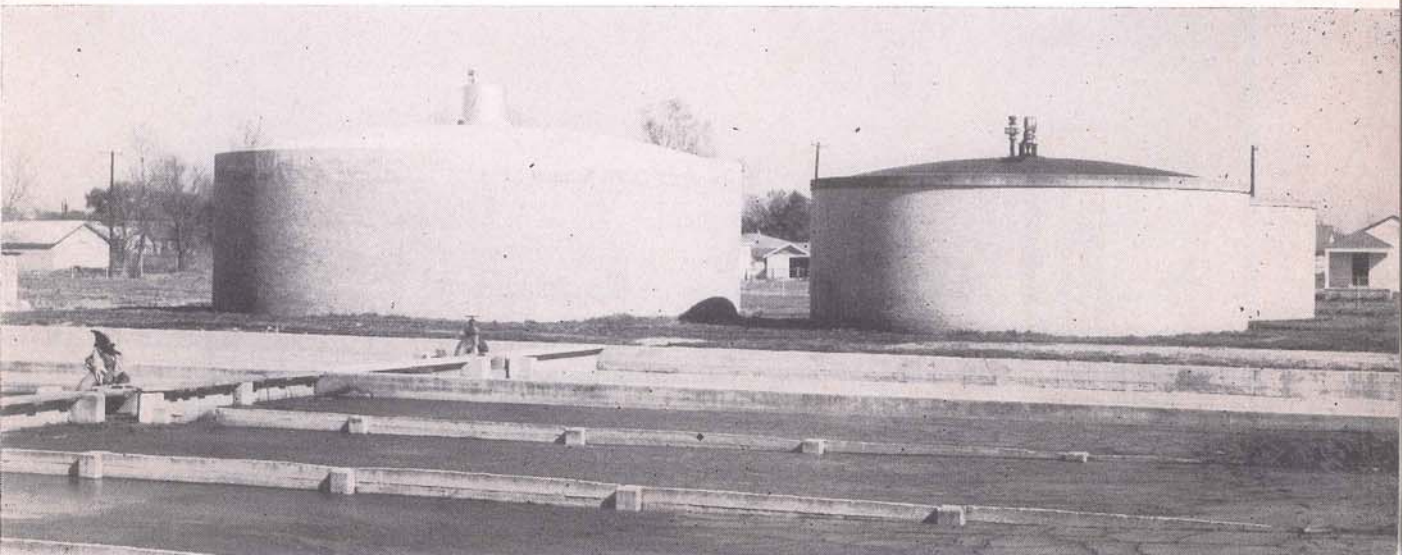
throughout the parish and a bookmobile for the outlying sections. A staff of 25 ably conducts the handling of almost a hundred and twenty-five thousand books a year. In charge is the Parish Librarian, Mrs. Bertha Hellum, who received her credentials at the Graduate Library School of the University of California at Berkley, and has been an administrative librarian for many years.

A law recently enacted by the Legislature gave us authority to levy up to 5 mills for the support of our Health Unit expansion plans. The entire millage will not be necessary at first, but should unforeseen expenses arise, it will then be simple to raise the millage without further authority. Before this most of the cost was borne by the Police Jury, the School Board and the municipalities. The increased revenue will provide finances for more preventive measures than in the past. The activities of the Health Unit will be greatly broadened, and more and larger clinics will be provided.

We must mention here the fine work performed by the mobile Emergency Unit, whose truck is equipped with an iron lung, and is ready for any kind of accident from an automobile wreck to a near-drowning. The drivers are all First Aid experts, and have a wide variety of experience, including fire-fighting and river-rescue work.

Down at the other end of the parish, on the Gulf Coast, the Police Jury last year created the Grand Isle Public Improvement District. Its aim is the correction of the beach erosion problem on this beautiful island, famous for its scenery, deep-sea fishing and wonderful surf bathing. This objective was orig-

At left, huge new digester of the Jefferson Parish Sewerage District No. 1, constructed during 1950.



GREAT SOUTHERN BOX COMPANY, INC.



Southport - - - - Louisiana



Before and after. Drainage Canal No. 5, in the Fourth Jefferson Drainage District, before rehabilitation work had begun.

The same canal, along the north side of M. A. Green Subdivision, after it had been cleaned out and deepened. A vital part of the drainage system, this canal is a typical example of rehabilitation work now in progress.



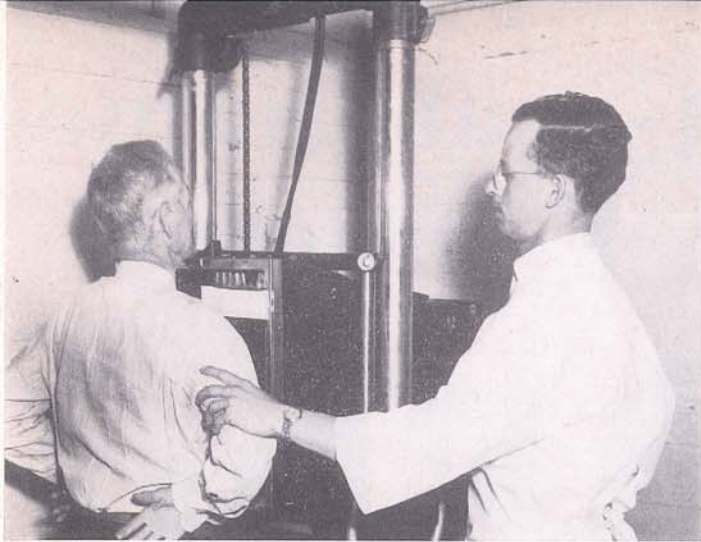
JEFFERSON DEMOCRAT

Official Journal of the

PARISH
OF
JEFFERSON

SINCE 1896

Gretna, Louisiana



Modern X-ray equipment of the Parish Health Unit, whose facilities are being greatly expanded. Below, architectural drawing of the proposed new Alton Ochsner Foundation Hospital, to be located in Jefferson Parish.



inally pursued by the Grand Isle Civic Improvement Association, an organization of resident and non-resident property owners. Through their efforts and those of parish officials, \$300,000 for this purpose was appropriated by the State Legislature at its regular session in 1950.

Great sporting features of our parish, widely known as a paradise for hunters and fishermen, is the annual Grand Isle Tarpon Rodeo and the thrilling Pirogue Race on Bayou Barataria. Both these sports classics attract thousands of people from all over the country, and the latter event is exclusive with Jefferson Parish.

A large playground and recreation program is currently "in the works." Late in 1950, a \$900,000 bond issue was approved for the Seventh Ward, for the construction of Playground District No. 5. This when completed will consist of a nucleus of two large community centers, one for white and one for colored

users, and smaller playgrounds in several other parts of the ward. The community centers, on a much larger scale than the one at Little Farms which was built directly by the citizens of that area, will each have a large auditorium, baseball, football and softball fields, tennis and badminton courts, track and playground equipment, and will be under the direction of a full-time paid supervisor.

Of the new playgrounds for the Eighth Ward, one was completed before February 1 of this year. It has baseball, football and softball fields, and swings and other apparatus for the smaller children. A similar one, for colored children, is expected to be completed this spring. The largest of the three in the program, which alone will cost \$200,000, will adjoin the Metairie Golf Club. On its 42 acres will be fields for regular outdoor sports, large picnic grounds, and a gymnasium-auditorium, with stage and basketball courts. There will be an athletic director in charge, and teams will engage in competitive games. This one should be completed early this year.

On the more serious side of the advantages for our youth is the educational expansion program, for which bonds totalling \$5,500,000 were sold by January of this year. The thorough, parish-wide project calls for new construction, repairs and additions, plus the augmentation of courses and subjects on the academic side. The work is to a great extent completed, and the School Board hopes to wind up the schedule by the middle of 1952.

Many thousands of homes were built in the postwar years, and the year past was one of greatest residential construction. In 1950, on the East Bank alone the number of new homes built was close to 2000.

To guarantee the safety of our ever increasing population, our law enforcement personnel has been increased in numbers and efficiency. A training and refresher school was founded by Sheriff Frank J. Clancy early this year. The first 20-hour course was held in February, and will be repeated periodically. It was attended by police officers and deputies from every section of the parish and from neighboring parishes. Lectures, classes and demonstrations were given by members of the Federal Bureau of Investigation, the New Orleans Police Force, and District Judge Leo W.

America's Great Name In Family Formulas

HADACOL

*Only Hadacol Gives You That **WONDERFUL HADACOL FEELING***

**—YOU'LL FEEL GREAT—
or your money back***

Let HADACOL help you get more of life. Ask your Druggist for a bottle of HADACOL today. Trial size, only \$1.25. Large family economy size, \$3.50. And, note this guarantee—*You'll feel great with the first few bottles or your money back.



SEN. DUDLEY J. LE BLANC,
President

**Trial Size
\$1.25**

**Large Size
\$3.50**

**THE
LE BLANC
CORPORATION
Lafayette, La.**



McCune. Approved methods of inspecting the scene of a crime, searches and seizures, fingerprinting and other identification were taught the interested "students."

It is evident from these few examples of solid and substantial development that Jefferson Parish is progressing astonishingly well in a balanced system that neglects no aspect of the community and the individual and promotes all that is best for the greatest number.

In an editorial in the New Orleans Item, in December, 1950, Mr. David Stern, its publisher, commented upon a tour by a group of New Orleans business executives, of the industrial West Bank. Of this section, with a \$40,000,-000 annual payroll, approximately 85% of which is earned in Jefferson Parish, he said in part, "We are apt to think of the wealth of the community in terms of dollars. But, in the last analysis, the true wealth of an area is in its people and its productive capacity."

We consider ourselves fortunate in having such a high quality of the former and a vast quantity of the latter.

The volatile future dictates a period of unparalleled production if we are to do what we must to defend ourselves and still hold aloft the light of hope to the world of free men and men who dream of freedom.

Because Jefferson Parish has never depended upon wartime booms for its development, we are far ahead of many other industrial centers in output potential. As we have noted, in the section that has become recognized as "the heart of the Industrial South" nothing is produced that is not used in peacetime. Yet in the preparation for defense against aggression, and in the fighting of a great war, should that terrible event be forced upon us,—*everything* is



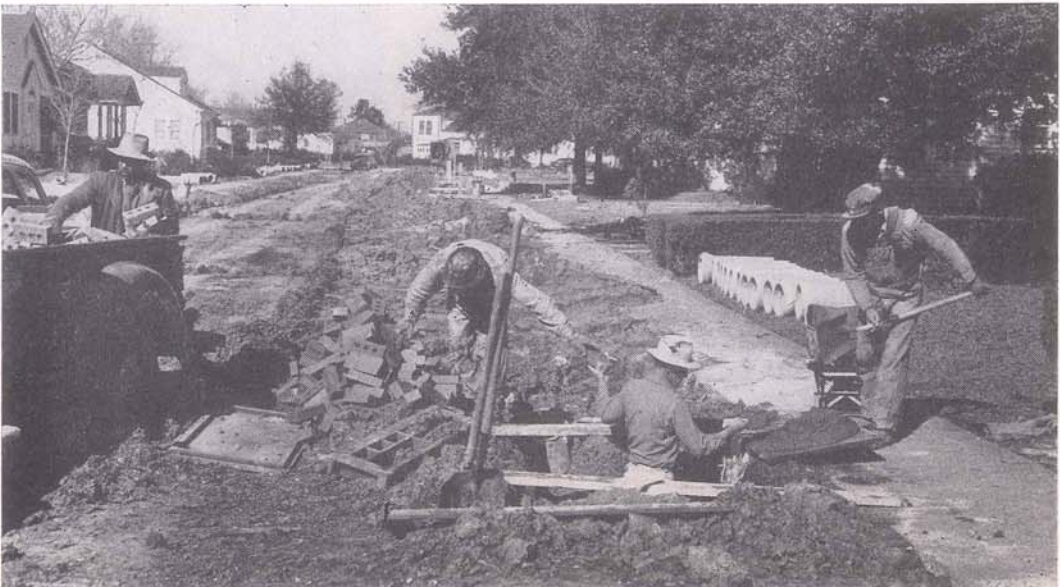
Jefferson Parish Trade School operates in a building donated by the School Board, on funds appropriated by the State Legislature. Here Instructor Ralph Marino teaches auto engine repair, one of eight practical trades offered free. Night enrollment is double that of day classes.

used.

Greater demands will be made as time goes on for the oil and natural gas, food, furs, lumber, building materials, chemicals, medicines and the scores of other products pouring out of our humming plants and our productive parish, and we will be ready. We *have* been ready—and we are ready *now*.

We are ready and ahead if only because we do not have to retool or convert our factories and our plants. In the six postwar years we have practically completed the expansion demanded of us by the needs of peacetime. We are now producing as fast as we possibly can. But when the time comes for still more production, we will go even faster!

Workers laying subsurface drainage structures preparatory to street paving on Glendale St. are symbolic of the construction work going on everywhere in the parish.





Our positive guarantee—no if's, and's or but's—that every single piece will be in perfect condition—to your complete satisfaction. Our crew of cabinet-makers, upholsterers and service men carefully inspects every piece BEFORE delivery to assure you the service you expect.

excellent service



Our large display, gathered from factories all over the country, brings you all the latest ideas in 18th Century, traditional and modern designs—any style, finish or color, and any price range to fit your budget.

large selection



FREE DELIVERY of your furniture TO YOUR DOOR, wherever you live, with our guarantee that before the driver leaves with your furniture, every piece is carefully inspected to ensure your getting it in perfect condition.

free delivery

tremendous buying power

of a large organization like DOERR is reflected in the "extra value" you find in DOERR furniture. We reach out all over the country and bring you products of the biggest, most important manufacturers, the style and quality leaders—either in our regular stock or as special orders.

comparisons of prices and quality

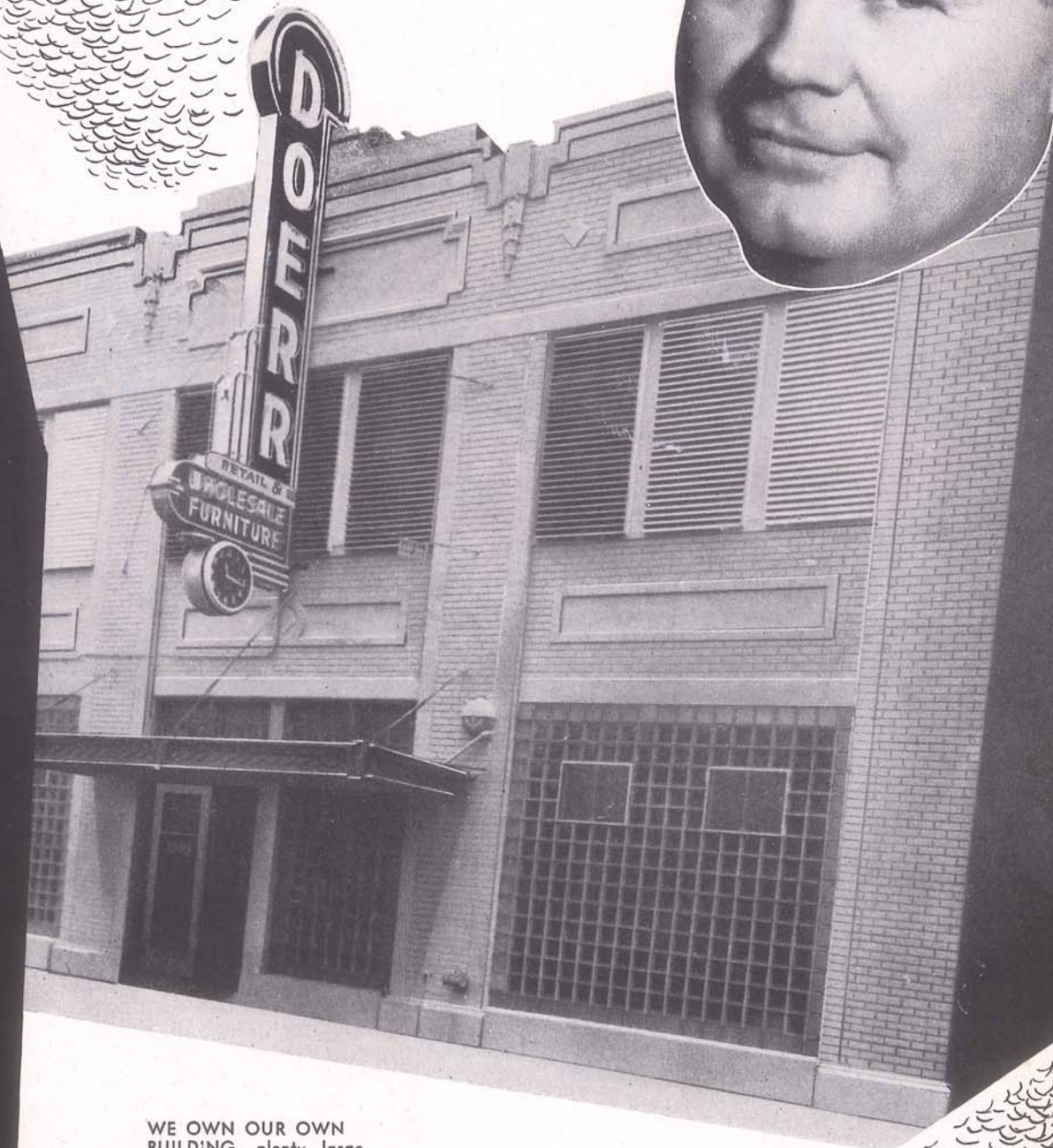
will prove that this tremendous buying power brings you far better furniture than you could find closer to home. Comparisons prove that EVERYTHING is in YOUR favor when you buy the DOERR way.

Satisfaction Guaranteed

In addition to any guarantee that the factory may give you have the added protection of our policy of "SATISFACTION GUARANTEED"—the customer MUST be pleased—the customer WILL be pleased!

Complete display of Traditional, Victorian, Modern, Sectional Livingroom, Bedroom and Diningroom furniture from Virginia House, Morgantown, Thomasville, Hickory, Brandt, Sligh-Lowery, Jamestown, Colonial and others. Arvin, Kuehne Dinettes, Mattresses, Springs, Bedding, Kitchen furniture, Baby furniture and Occasional Pieces.

CHARLES L. DOERR, Sr., 30-year resident of Jefferson Parish (Metairie) and for the past 10 years actively interested in all types of civic endeavor. The second of the three generations of the family which have built DOERR Furniture Company to the institution it is today.



WE OWN OUR OWN BUILDING, plenty large enough to house all our facilities under one roof and make it more comfortable, more efficient for your shopping—another reason why you do better the DOERR way.

DOERR FURNITURE COMPANY—2109 Burgundy Street—New Orleans



By Robert Tallant

Author of *Mrs. Candy* and *Saturday Night*,
A State in Mimosa, Etc.

Metairie

When you and I were very young a trip from New Orleans to what was then known as "Metairie Ridge" was considered a journey into the country. One left New Orleans by way of the old road that skirts Metairie Cemetery and follows the course of the now almost vanished Bayou Metairie. Crossing into Metairie proper at the Seventeenth Street Canal, the road led into a land of truck farms, small dairies and jungle. It was a place where kids went picnicking, older folk could purchase fresh vegetables and eggs, and boys hunted with BB guns or indulged in Boy Scout safaris.

Then as now, the Moriarity monument in the cemetery guarded the en-

trance, but the Four Graces, as they have been called, had little to interest them in the direction away from New Orleans. Today, however, they must sometimes turn around when no one is looking and inspect what has gone on behind their backs. Even these immortals, named, according to legend, Faith, Hope and Charity and Mrs. Moriarity by a certain Mr. Dooley, who always vowed that Mr. Moriarity had insisted his wife represent a fourth Grace on the monument he erected in her memory, must be astonished at what has happened in that part of Jefferson Parish.

Yet the rapid growth of Metairie is even more surprising to ordinary humans. Today a stranger can scarcely



Metamorphosis

ILLUSTRATION BY BEVERLI VERDIER

know when he has left New Orleans and has entered Metairie, whether he enters it via the old Metairie Road, Palm Street as it crosses the Airline Highway or some other route, but there is a difference—more space, more gardens and more new and modern homes of every size, cost, and type. And Metairie residents will soon let him know that theirs is an independent community, for they are proud of their individual status, of their quiet, tree-shaded streets, their several expanding business centers and varied residential sections, and few have ever favored incorporation with the city, even when they have come from there. Orleanians have never been commuters, yet most Metairie residents

have moved there from the city, and the population of Metairie, only a few hundred some twenty-five or thirty years ago, amounted to 26,533 at the time of the 1950 census.

Going to live in Metairie has not really meant commuting. Often it is closer from Metairie to the business section of New Orleans than if one lived in certain sections of the city itself. The Metairie Road almost runs into Canal Street and the Airline Highway ends but minutes away from the skyscrapers of "downtown." And if Orleanians have never been commuters they have always been movers. Fashionable Orleanians first moved from the Old French Quarter to

H. G. HILL STORES

G.

H

I

L

L

S

T

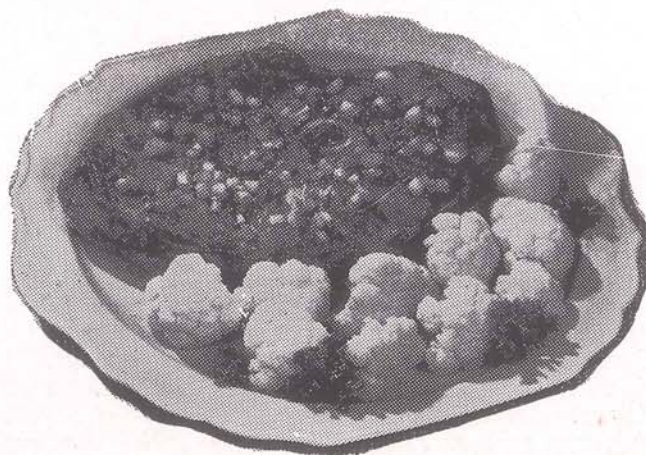
O

R

E

S

OVER 28 YEARS
THE HOME OF
FINE FOOD AT A
FINE SAVING!



Esplanade Avenue; then, in the last decades of the last century, came what is still sometimes referred to as the "exodus from Esplanade Avenue," when many of those families moved to the Garden District and St. Charles Avenue. In the last quarter century, as St. Charles Avenue commercialized and the big mansions became more difficult to maintain and less desirable in an era when people spent less time in their homes, many of these people moved to Metairie, particularly the younger generations. Older people, it is true, did not always like this. Some of the diehards then began referring to Metairie residents as "The Spangled Set." In retort fashionable Metairians have been known to term Garden District inhabitants "The Vinegar Set"!

But of course not only wealthy or stylish people live in Metairie. The overwhelming majority of the population are folk of modest means seeking a better environment than is possible in the overcrowded city, escaping cramped apartments and "shotgun" houses for cottages with yard space for children and flowers. Even since the end of World War II there has been an unbelievable growth in Metairie, with whole new subdivisions and streets lined with

the new homes of veterans appearing almost overnight where once had been farm and pasture land. More and more are still appearing.

Despite its newness in this regard, however, Metairie as a habitation of humans is not really new at all. For centuries Choctaws paddled canoes through Bayou Metairie, originally called Indian Bayou, which once connected the Mississippi River with Bayou St. John, and which in turn ran past what is now City Park to Lake Ponchartrain. Only the faintest vestige of Bayou Metairie is visible today, but it was still an important waterway a hundred years ago that coursed past large plantations, including part of the land of the great Chauvin family. Now almost all that remains of the bayou is the lagoon in Metairie Cemetery. The McCartys also owned land in Metairie as well as the Soniats, the Trepagniers and the La Barres, all famed Creole names. Here dashing and colorful Creoles rode and hunted and played. Even Metairie Cemetery has a gay past. Once one of the country's most famous race tracks, this spot is Metairie now in name only, as it is east of the Seventeenth Street Canal and legally in Orleans Parish since its annexation by the City of New Orleans by an

The elegance of former years seems to live again in this modern version of the southern plantation mansion, one of the many lovely homes in Metairie.



PARADE OF PROGRESS

Hustling, bustling East Jefferson Parish offers you a fine place to live—to open a new business or locate an industry.

Louisiana Transit Company offers you a modern bus service along both the Jefferson and Airline Highways between Carrollton Avenue (New Orleans) and Kenner.

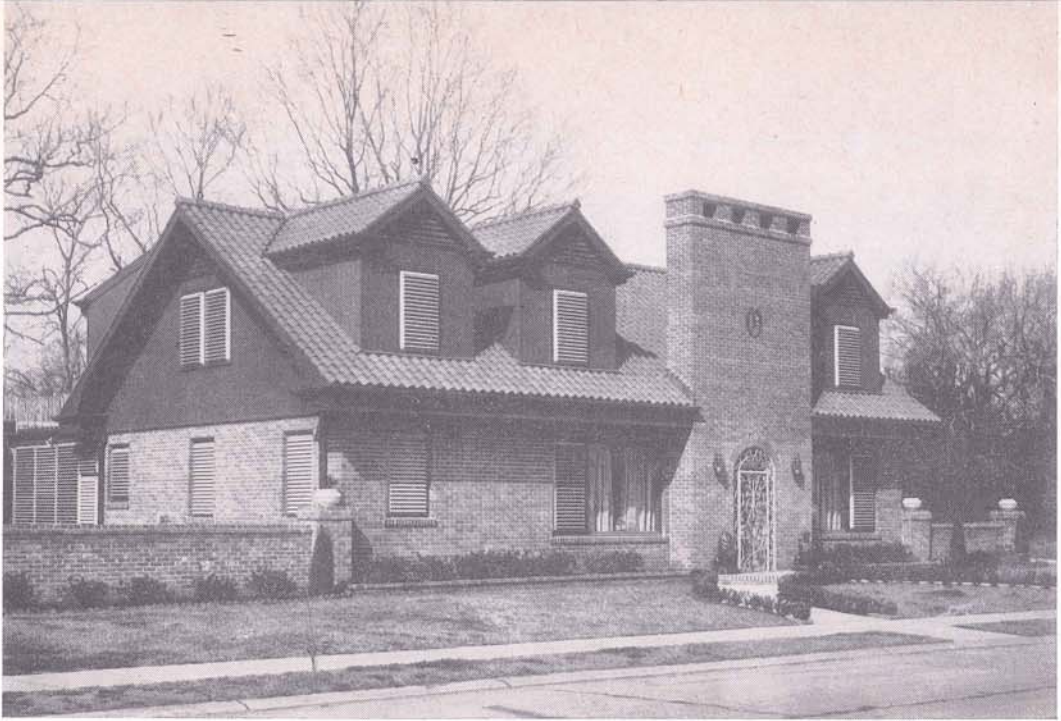
Yes—East Jefferson is growing, so make your plans now to move to this progressive, friendly section. A warm welcome awaits you.



LOUISIANA TRANSIT COMPANY

HARAHAN, LOUISIANA

Save Money, Time and Parking Fuss—Ride the Bus



This unusual dwelling on William David Parkway is a dream of luxury and convenience. It has a glass-enclosed swimming pool which also cools the air-conditioning system, a television set in the kitchen, and a 40 by 35 foot playroom. The combination chimney-front door, with closets inside, contains 10,000 bricks.

act of the Legislature. Here Bennett Barrow raced his "Josh Bell," the Minors and the Kenners ran their thoroughbreds, and Lexington, the pride of Kentucky, won the famous race of 1854 against the entries of Louisiana, Alabama and Mississippi. The race track did not become a cemetery until 1873, during Reconstruction days, when the South had become poor and sad.

It was during this period, too, when the great plantations disappeared, and in their place came the small truck farms, the infinitely divided land. The name Metairie is of course derived from "metayer," or "metairie." In France a *metayer* is a parcel of land developed on a kind of sharecropping system, or it is the farmer who works such land. This, however, was always something of a misnomer in Metairie, for even in the earliest days there was no sharecropping. As most residents of Metairie are homeowners now, so, even in those days of little farms, each was privately owned. The land was cheap then, and its acquisition depended only on each man's ability and willingness to work. Furthermore, the land was lush and re-

paid abundantly. Many of the residents of that period prospered and thus attracted others to the section, to start *métairies* or farms.

In those days there was only one store in the entire community. There was only one school, too, a tiny one-room building, painted the traditional red, which was taught by a teacher who lived in New Orleans, a Mrs. H. Hopkins. She rode out to the end of the streetcar line each day, disembarked from the trolley at City Park Avenue and Canal Street and trudged the rest of the way on foot. She changed into rubber boots and started the three mile walk up Metairie Road, frequently getting a lift from one of the dairymen returning from his milk route in the city. She taught all grades and all subjects to her small group of pupils, then walked back to the end of the carline each evening, regardless of the weather.

Then, as Metairie grew, so grew the trolley line. About thirty-five years ago it was extended out the Metairie Road to Shrewsbury. Soon Orleanians began to find it pleasant to ride out to visit friends on Sunday afternoons, or simply to take a pleasant ride through the country. As more and more people acquired automobiles they, too, began to brave the then somewhat rugged Metairie Road to see what lay out there. Before long some of them had decided that Metairie was not far away and that it would be a pleasant place to live. They began buying land and building homes.

*DON'T wait for a fire, an accident or lawsuit to cause you
financial loss.*

Before trouble strikes . . .

SEE US!

WE STAND BETWEEN YOU AND LOSS!



MONTALDO

INSURANCE AGENCY, Inc.

822 Perdido Street

Telephone TULane 4461

NEW ORLEANS, LOUISIANA



JOSEPH S. MONTALDO, Pres.

WEAVER R. TOLEDANO, JR., Vice-Pres.

JUSTIN F. BORDENAVE, Secty.-Treas.

JAMES T. PATTERSON, Casualty Mgr.

GEORGE NORTH, Fire Mgr.



A real and concrete first step toward large-scale migration occurred when a real estate firm bought a large tract of land from the Papworth family and began developing the Metairie Nursery subdivision. Paved streets began appearing and modern conveniences, for these new residents were not farmers. They wanted to live in the country in a city style. In no time at all much of the land was bought up by Orleanians. After that more and more subdivisions were opened, land prices climbed and realtors were all busily and happily engaged in encouraging the new trend.

Today there is no trace of the *metairie* of the Chauvins, although you can still travel—by automobile or the bus line that has replaced the old trolley—along the winding, tree-shaded road that once led into it. None of the plantation homes remain, although there were never many in Metairie itself, for most were along the River Road, with land extending back into Metairie. Even most of the farmhouses are gone. However, there are still old names to be found in Metairie. Modern Bonnabel Place and Betz Place are named for early residents. Other original settlers were the Rivières, DeLimons and Eastmans. These were followed by the Fagots and Massets and others. There is one plantation house, moved piece by piece by its present owners from another site. There are famed gardens, each a Mecca for tourists.

Most of Metairie is brand new, alive and very much of the present. There are

Pretty, modern homes on Beverly Drive are representative of much of Metairie's residential construction.

fine, wide streets, large schools of all grades and types. There are churches of all denominations, theatres, restaurants and night clubs. There are shops and stores, supermarkets and service stations. But mostly there are homes—homes of all kinds and all gradations, from the very grand to the very modest. There are thousands of homes, and there are more being built every day, every minute.

So many families live in Metairie now that the flow of traffic into and out of the section is becoming something of a problem. But this is being worked upon and it will be solved as Metairie has solved other problems in the past. For Metairie is still growing and expanding. People are still moving into it, and there is no doubt that this will go on until all of it is settled, and its borders are widened, and its being and its beauty are increased.

All this is what the Four Graces at the entrance to Metairie Road have witnessed in their time. But they will become used to it. They know that the cemetery in which they stand used to be a race track, so the metamorphosis of Metairie from Indian hunting ground, to plantation land, to farm land, to modern city suburb may not seem strange, or at least to Faith, Hope and Charity no stranger than the addition of their new sister, the late Mrs. Moriarity.

A young and healthy oil field is maturing slowly on the West Bank of the Mississippi River near the Huey P. Long Bridge. While the drills search out its oil-bearing limits, striking even beneath the river, production figures are mounting.

In a manner this interesting Avondale field, opened in 1949 by Humble Oil and Refining Company, characterizes the 1951 Jefferson Parish petroleum picture: stable, but growing, rich, but devoid of spectacular developments.

For last year, lacking a single bright new discovery to fire the imagination, the Jefferson oil yield increased over 1949 by an approximate 1,500,000 barrels, enabling the parish to maintain its position in the booming Louisiana industry.

Based on approximate production figures, it is a criterion of Jefferson's black wealth to note that the parish accounts for six percent of all Louisiana oil, compared to an approximate five percent the year before when two discoveries hit the headlines.

Total Jefferson Parish production of hydrocarbons rose to approximately 11,300,000 barrels in 1950, a tremendous flow which compares to 9,800,000 barrels in 1949. The increase was due to the invigoration of continual field expansion, the most notable of which is Lafitte, and a steady increase in the Louisiana oil allowable.

With the close of 1950 Jefferson's oil industry passed its 15th birthday. Those 15 years ago The Texas Company blazed a historic trail and sank a well nearly two miles deep near Lafitte. The result not only opened parish production, but discovered one of the few major fields in the state. The gauge on that early well—the Louisiana Land and Exploration Company-Bayou St. Denis No. 1—topped 1000 barrels daily.

Like the great work of nature it is, the mighty Lafitte field grows more prolific with the years. In 1950 The Texas Company, which holds all the production from the field, added seven new wells, raising the total to 73. The 1950 flow surpassed 4,000,000 barrels, an increase over 1949 of about half a million.

With the hard light of military necessity searching out the nation's vital resources in this time of trouble, the petroleum wealth of Jefferson takes on new significance, apart from the economic field. Oil drives the machines of

OIL

Petroleum and its derivatives are as important to defense as ammunition. Without it the strongest nation would be immobile and helpless. Jefferson Parish produces a sizeable share of the oil that gives America a great advantage in this troubled time.

By David M. Kleck

Oil Editor

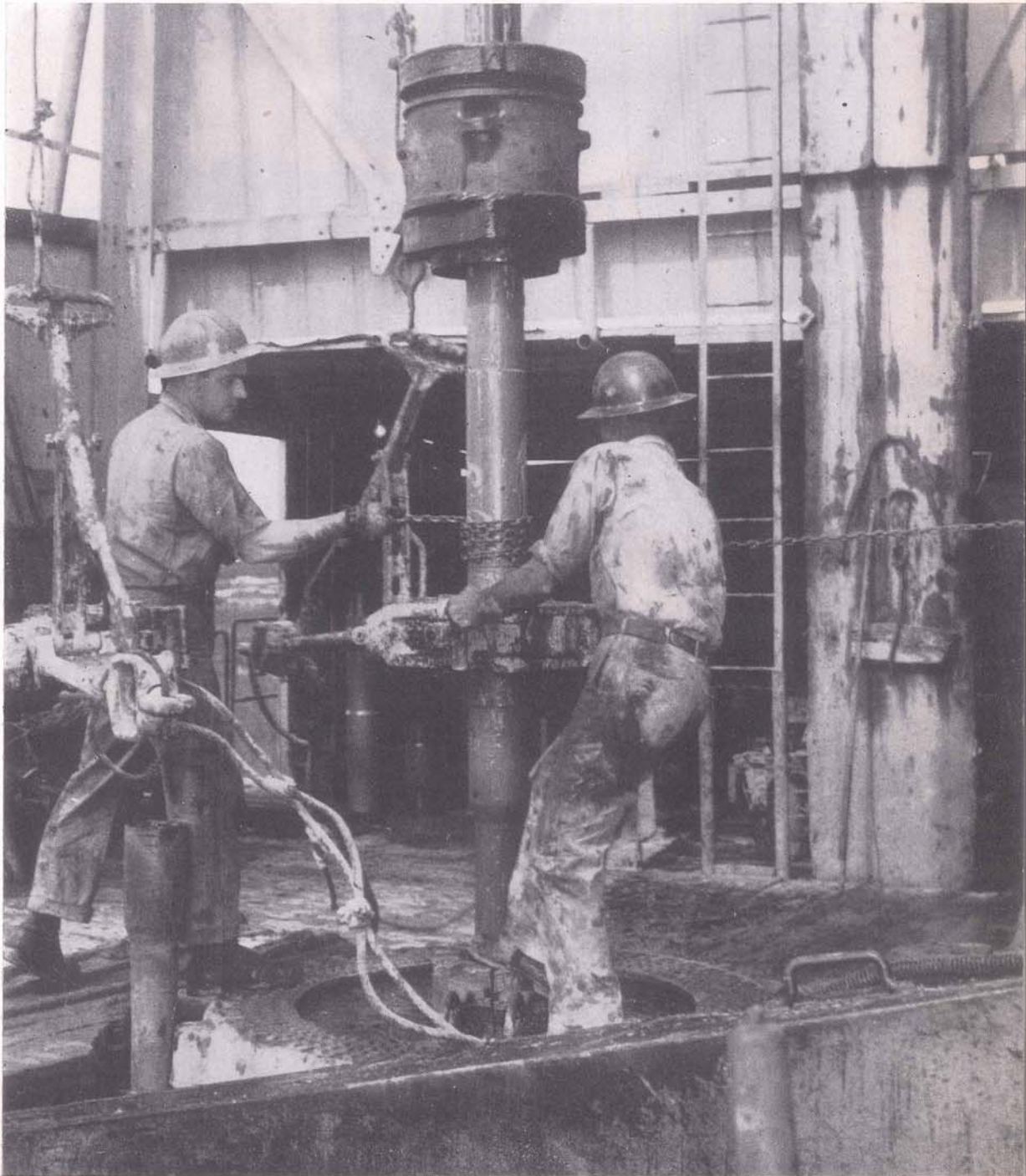
The Times-Picayune

war. And in this connection it is interesting to note that the parish production is equal to approximately 3.5 percent of all oil presently flowing into Soviet hands from Russia and Eastern Europe. Judging by land masses, this is an almost incredible fact. Jefferson's yield amounts to about 35 percent of the well-publicized booming oil areas of the Canadian north. And yet Jefferson's output, great as it is, is only a small part to the total United States production.

In this time with kerosene propelling jet fighters, oil firing ships, and gasoline pushing tanks across foreign land, petroleum achieves a prominence as important militarily as it is as an economic foundation of the parish and state. This dual role of the industry—a giant turning wheels both in peace and war—is not always characteristic of industries nurtured by conflict, subject as they are to fluctuations of trends of the times. The Jefferson Parish oil industry is happily stable.

Domination of the parish oil production is held by two major companies. Between The Texas Company, the lead-

IS AMMO!



California Co. workers "making up the Kelly" on a Jefferson drilling rig.

CATERPILLAR
+
BOYCE-HARVEY

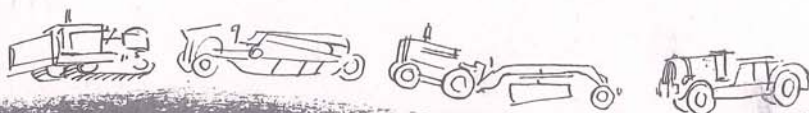
Dependability
=
Service



your guarantee for

Satisfaction

For many years the association of Caterpillar with Boyce-Harvey for southern Louisiana has meant complete equipment satisfaction for contractors and builders. The facilities of our four offices and shops, all connected by private wire, are available for fast dependable service.



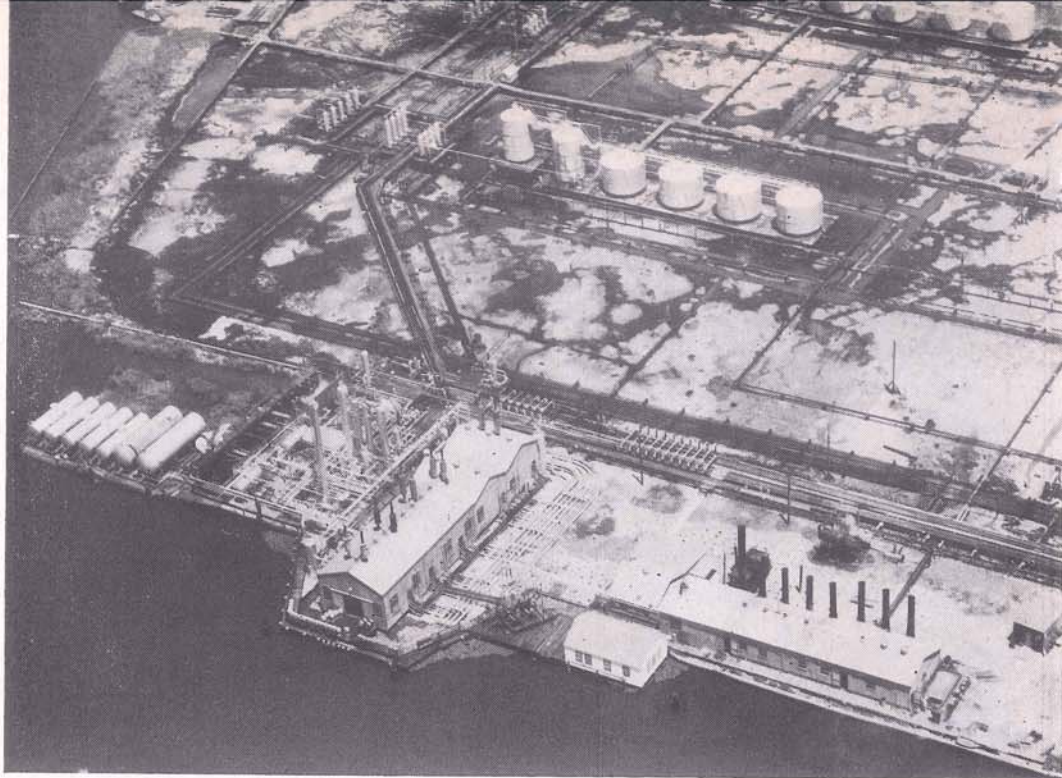
→ **BOYCE-HARVEY MACHINERY, INC.**

BATON ROUGE

NEW ORLEANS

LAKE CHARLES

MORGAN CITY



Natural gasoline plant of The Texas Company, at Lafitte, Jefferson Parish. Here about 20,000,000 cubic feet of natural gas pass through every day, from which is extracted approximately 12,000 gallons of natural gasoline. The residual dry gas is used as fuel by industries in the vicinity. Natural gasoline is used for blending with lower grades of refinery gasoline, to which it gives quick-starting and other qualities.

er, and The California Company, 90 percent of the oil is held, together with 85 percent of the wells. The lion's share belongs to The Texas Company, leaseholder in Lafitte, Bay de Chene and that part of the massive Delta Farms field that juts over into Jefferson. This is 53.7 percent of the annual parish flow.

Breathing close behind is The California Company, an aggressive, fast-moving outfit with headquarters in New Orleans. In 10 years California gained outright Bayou de Fleur and Bayou Perot, and the major share of production in Barataria, West Barataria and South Barataria fields—35.5 percent of annual parish production.

Curiously, neither of these giant operators has any production in the Jefferson offshore areas nor have they conducted much exploration work in these particular areas. Production off Jefferson is exclusively the operation of the Humble Oil and Refining Company, discoverer of Blocks 16 and 18 off Grand Isle—two fields that could never be classed as exciting at other than their inception.

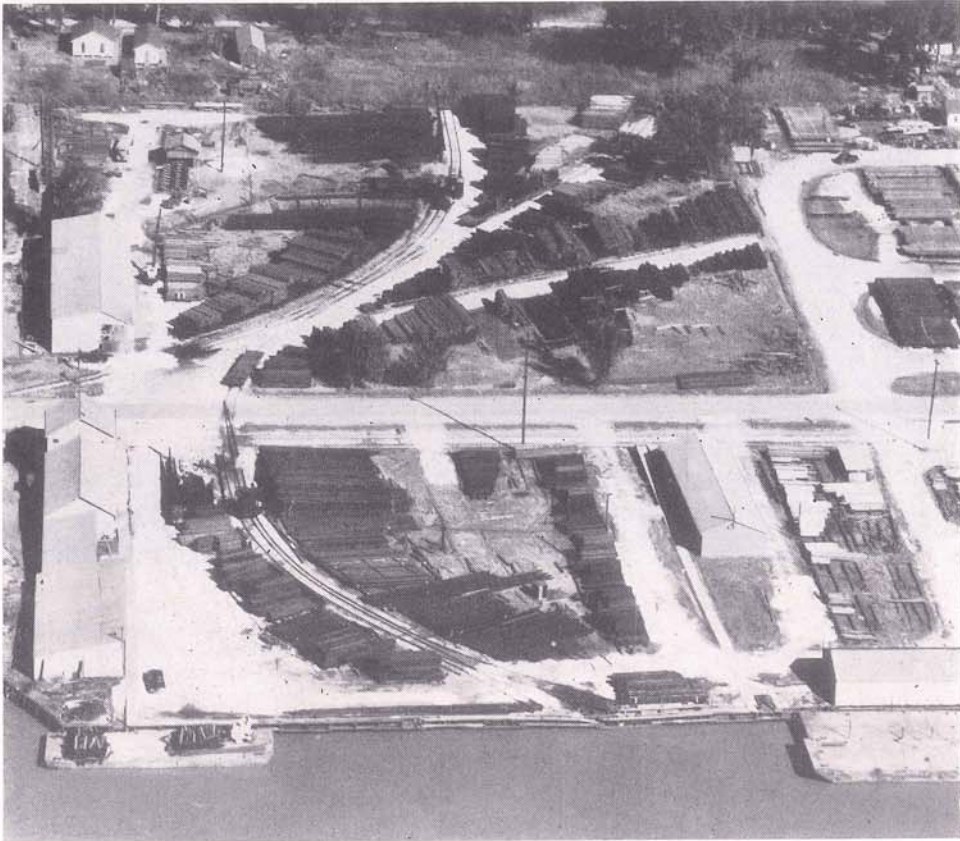
Difficulty with the producing sands, restriction of operations by the hurricane season, together with huge expenses, have made the Grand Isle ven-

ture a costly investment with slight return. The flow from both these fields in 1950 was approximately 280,000 barrels, not much, but still an increase over the 150,000 barrels of 1949.

However, these watery areas which seem destined for Federal hands, have little or no effect directly on the parish. Jefferson continues to receive the maximum of severance tax yield, \$200,000 returned by the state. The indirect effect of the tidelands seizure by the Federal Government will probably be felt sooner or later; the loss of lease rentals and royalties deprives the state of an enormous revenue dedicated to the school system.

Exploration in Jefferson during 1950 saw no new discoveries. About six wildcats were drilled, most of them efforts to extend production of known fields, but all of them met failure. Several fault block discoveries were made on the rim of known fields.

Prospects for exploration of rank wildcat areas in 1951 do not seem too bright. The oil industry is faced with a severe shortage of steel goods, principally casing and pipe, and it is probable that attention will be given more to development of known fields than to wildcatting. This, on the record, was



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

HARVEY, LOUISIANA

Uptown 4307 - 4308 - 4309

pretty much the case in 1950.

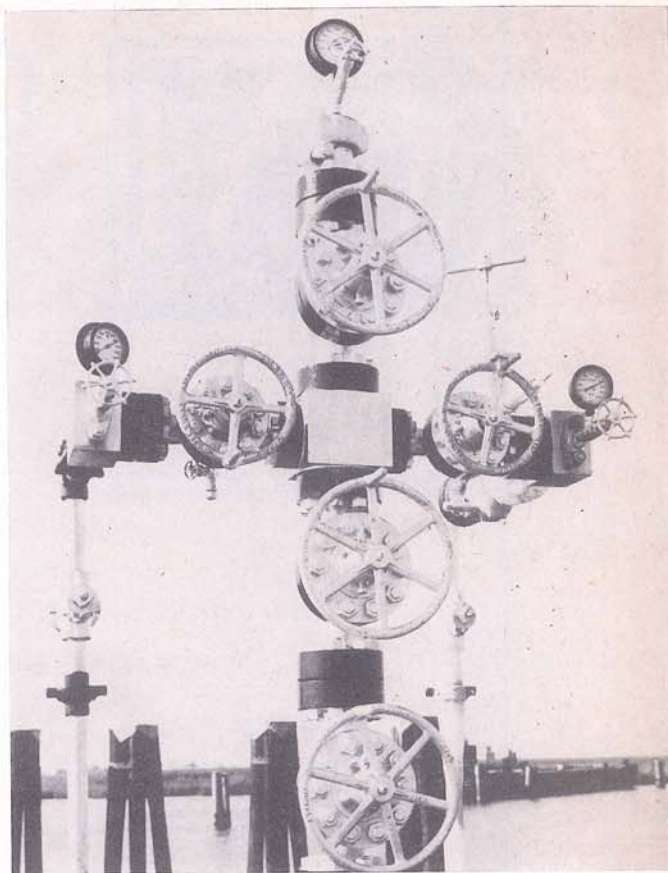
Looking at Jefferson Parish, today's geologist sees the prolific Miocene strata beginning to hold oil in commercial quantities from the Mississippi River southward to the Gulf of Mexico. As the Miocene travels south it commences to thicken and production is more plentiful. The geologist points to that part of the parish stretching above the river to the lake, asserting that the chances of oil there are feeble.

One of the few tests drilled on the East Bank of the Mississippi was Bateman Drilling Company's try at an extension of the Avondale field. Drilled near the Colonial Country Club at Harahan, it was dry all the way down. This, however, has not removed all hope that the Avondale field may extend under the river to the East Bank.

With the large majority of the parish oil held by The Texas Company and The California Company, the balance is divided among 10 operators, among these the American Liberty Oil Company which has done part of the development at Avondale. This company had production of about 50,000 barrels in 1950.

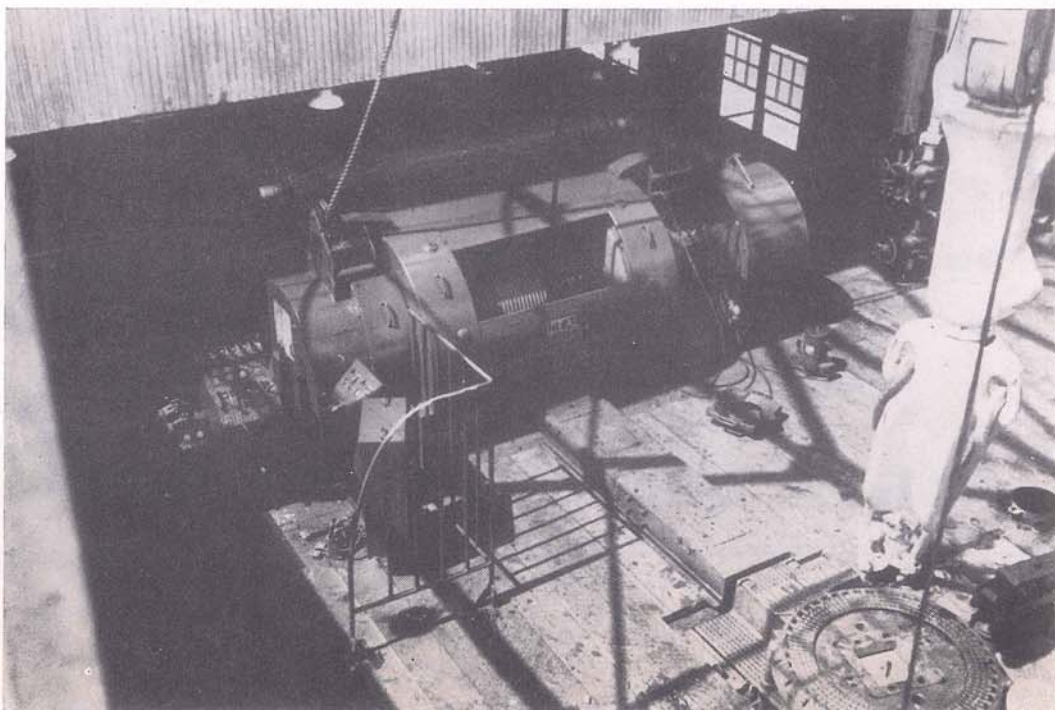
In the huge Barataria field, Reese E. Carter produced about 80,000 barrels, and the Lynn Oil Company approximated 84,000 barrels. In West Barataria, Calley, Hurt and Bateman own seven wells, showing production of about 313,000 barrels.

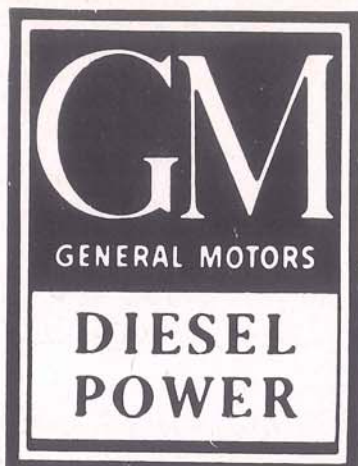
The deep, high-pressure field of Manila Village is producing oil from two sands for two companies, Hunt Oil Company and Tidewater Associated Oil



"Christmas tree" of the highest pressured oil well in the world. The Tidewater Associated Oil Co.'s No. 1 well in Manila Village Field has a surface pressure of 8350 lbs.

Base of floating drilling rig of The Texas Co., operating in Jefferson Parish waters, with rotary table at lower right.





GEORGE ENGINE CO., INC.

GEORGE S. FRIERSON, JR., Pres.

MAIN OFFICE & PLANT

630 DESTREHAN AVE.,

HARVEY, LOUISIANA

LOCATED ON THE INTRACOASTAL CANAL

Branches or Dealers At:

LAKE CHARLES, CROWLEY, BERWICK, GOLDEN MEADOW,
GRAND ISLE, BATON ROUGE & VICKSBURG

POWER FOR EVERY HEAVY-DUTY SERVICE



OILFIELD TUGBOAT POWERED WITH THE NEW MODEL 6-110 GM ENGINES.

General Motors

DIESEL ENGINES

MARINE ENGINES, POWER UNITS,
GENERATOR SETS

PARTS AND SERVICE



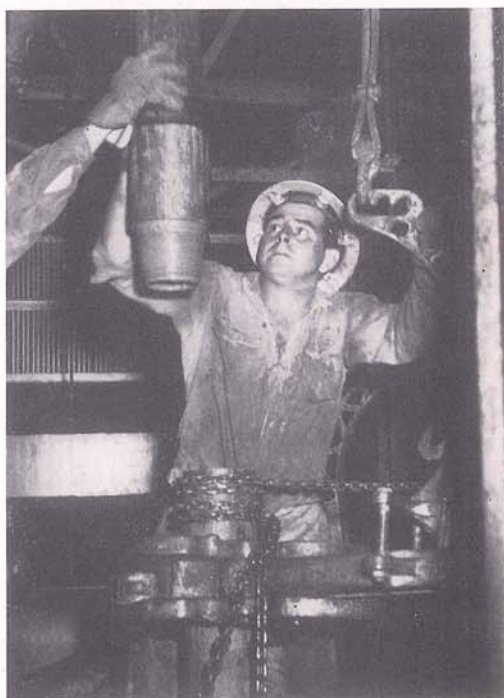
Company, a combined production of about 66,000 barrels yearly. High pressures have retarded development in this field.

Not far from Avondale is the old Westwego field, brought in back in 1941, a four-well producing area that never fulfilled its earlier promise. Production is shared by the Eddy Refining Company, Perrin and White, and the Stanolind Oil and Gas Company—a total of about 84,000 barrels annually.

Jefferson Parish thus finds itself in possession of a wealthy, stable industry. This position was further enhanced by The California Company moving into a permanent headquarters in a new building in New Orleans and foundations being dug for the Humble Building, indicates that they plan to be around for a while.

While most of the prospects in the parish have been found, this fact does not preclude wildcat exploration in the future. The stature of the existing fields assures Jefferson of oil prosperity, field development gives greater significance to this fact, and the progressive behavior of the oil industry guarantees it an economic bulwark, whether in peace or war.

At top, seismograph operations of the California Co. The men are laying out telephone lines between the shot point and the recording point. Right, drilling crew man of the Humble Oil & Refining Co. handling the bottom end of a 90-foot, one-ton stand of five-inch drill pipe. Bottom, Humble's Mississippi River No. 1, at Avondale. Drilled directionally, the well bottom was 1329 feet from the derrick location, or approximately under the barges on the river, at 9396 feet. Though a dry hole, it shows how drilling problems are surmounted by modern technique and equipment.





Tuna and red snapper are among the species of edible fish taken by "long lines," fish traps and other fishing gear tested by the Oregon.

Exploring Our Offshore **FOOD BOWL**

By James Nelson Gowanloch
Chief Biologist

Department of Wildlife and Fisheries
State of Louisiana

The Gulf of Mexico, which is approximately in area three-quarters of a million square miles, has been without doubt one of the most neglected areas of water in the world in point of biological exploration. Alexander Agassiz, son of the famous Louis Agassiz, financed and led the Hawk expedition, probably the most comprehensive of such investigations in the Gulf of Mexico. In terms of modern marine research ships, the Hawk was indeed a small vessel. The work that Alexander Agassiz accomplished, necessarily limited by operational equipment, did arouse great interest because of the unusual discoveries that were made. Strangely enough, this interest was not again translated into a rounded, systematic program until the passage of over half a century. This does not mean that a great deal of information was not in this interval

acquired but the knowledge of the facts gained remained widely scattered in fugitive and often little known scientific journals. One exception must be noted—namely, the publications resulting from the systematic work of the co-operative shrimp investigations using, first, the *Black Mallard* of the Louisiana Department of Conservation (now the Louisiana Department of Wild Life and Fisheries) and, thereafter, the much larger sea going ship, the *Pelican* of the Federal Fish and Wildlife Service. For some years, the headquarters of these shrimp researches was located in the Louisiana Department of Conservation in the Civil Courts Building, New Orleans, and Louisiana made financial contributions together with Louisiana's scientific personnel for the conduct of this work. The writer served throughout those years as the scientific

supervisor of Louisiana's contributions to this long range program. This deficiency will presently be remedied. Dr. Paul Galtsoff of the United States Department of the Interior, Fish and Wildlife Service, has undertaken, by request, the compilation of a listing of all of these references that can be found. He is far along in this work.

Then came the creation of the Gulf States Marine Fisheries Commission. Never before had there existed any agency concerned with the mutual examinations of the scientific problems of administration, exploration and careful utilization of the marine resources of the five states bordering on the Gulf. Then the President of the United States signed the necessary implementing Congressional enactment. For the first time, there came into existence authority permitting that these five states, Florida, Alabama, Mississippi, Louisiana and Texas, enter into mutual agreement to establish these coordinated activities.

At the Commission's request, the Fish and Wildlife Service of the United States Department of the Interior was designated by Congressional enactment as the official investigative agency for the Gulf States Marine Fisheries Com-

Captain Davis with red snapper taken on a northern Gulf snapper lump.



M/V Oregon before removal of the bait tank.

mission. The response by the Federal Government has been superb. There have been detailed two excellent vessels, one the Motor Vessel *Oregon* for exploratory fishing, the other the Motor Vessel *Alaska* for biological research. This work coincides with imperative national defense in the production of food necessities.

The *Oregon* went into operation on an initial shakedown cruise out of the Port of Pascagoula on April 17, 1950.

Two of the most modern sounding instruments, each of a different type, are part of the equipment in the pilot house. One writes a continuous record, the other registers the depth by another method and confirms the continuous graph recorded by the first instrument. These depth records are of basic importance since many important fish arrange themselves according to depth.

The other vessel, the *Alaska*, because of the national emergency, has been considerably delayed in the operation of its program. It is expected that this latter extremely important technical program will enter into action in April of this year.

The program of the researches conducted by the *Oregon* has been most carefully considered. It represents the discussions of a State Biologist, designated by each of the five states, to-

TEXACO DEALERS WELCOME YOU

★ ★ ★

To Add to Your Driving Pleasure Use

SKY CHIEF & FIRE CHIEF GASOLINE

★ ★ ★

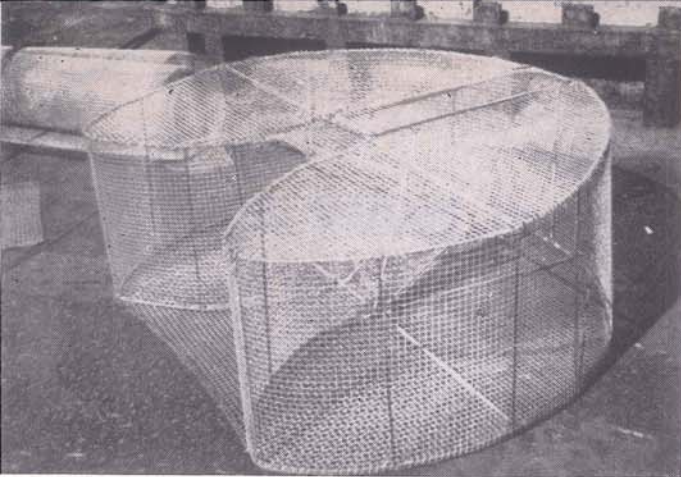
**NEW CUSTOM MADE HAVOLINE &
TEXACO MOTOR OILS**

★ ★ ★

MARFAK LUBRICATION SERVICE

★ ★ ★

REMEMBER — You're Welcome



Snapper trap (heart shaped) on deck of the research vessel.

gether with the finest, most fully given advice of the Federal scientists, the acting agency for the Gulf States Marine Fisheries Commission, the Fish and Wildlife Service, and the friendly and full consultation with the leaders of the fisheries industries of these five states. At their personal expense, these gentlemen traveled far and repeatedly to participate and to contribute from the vast wealth of their experience to these quite highly complicated procedures. Never before had there existed an agency whereby at last the Gulf States could co-equally speak and thus fill in the last gap in the ring of the coastal United States, joining hands with the Atlantic Marine Fisheries Commission and the Pacific Marine Fisheries Commission. This is truly significant history.

The purpose of the *Oregon* is exploratory fishing. There does now exist a new category of human being called a Fishery Engineer. His job is that of applying his biological thoroughness to discovering how can be better and more fully used the fisheries resources in the area he explores. Stewart Springer, who is in charge of this work, and Norman Haugland, who is second in command, could not have been better chosen. Their job is scientific decision. The operation of the vessel and equipment is performed under their supervision by a thoroughly competent operating staff. The writer had the pleasure of participating in one of these cruises and out of his long experience from Nova Scotia to the Dry Tortugas to Monterey Bay, California, and in many parts of the Gulf of Mexico, could recall no occasion when scientific work was more properly and expertly executed.

Tuna bait, tuna fish, red snapper, shark and whiting (kingfish) have been some of the other objectives. The reported results of the already completed exploratory cruise of the *Oregon* fill many pages. The useful application of these findings will mean many millions of dollars in wealth from the Gulf of Mexico.

The *Oregon* is testing out a wide variety of gear including many types of fishing equipment not ordinarily operated in the Gulf. Two examples of these are, first, practical small size fish traps (these fish traps in no way interfere with sport fish) and, second, "long lines" (a "long line" is an extremely lengthy line provided with short baited side lines, all of which lie on the ocean bottom). The Gulf of Mexico possesses some peculiar characteristics that suggest the use of fish catching gear never before tried. In addition, the *Oregon* program involves the modification of known gear and the experimental intervention and development of new types of gear to increase the commercial fisheries harvest.

Master Fisherman Steve Pitolo with two red snappers (*Lutjanus pensacolae*) caught—at the same time—on a snapper lump in the northern part of the Gulf of Mexico.



I just checked 'em an hour ago!



It would seem a little bit ridiculous to have the air in your automobile tires checked several times a day. In the natural gas business, though, pressures are reported hourly on thousands of miles of pipe lines. Our employees work around the clock to maintain the pressures required to assure dependable supplies of natural gas to some 400 communities and over 2,000 industries in the Gulf South. Many of those industries are producing the materiel which will help to safeguard our own and other free nations. We believe it is our No. 1 job to keep them supplied with fuel, to the end that a lasting peace may be won for the world.

UNITED GAS

... SERVING THE

Gulf South

Knowledge of currents is of primary importance. The former elaborate, expensive drift bottles are now replaced by colored, transparent plastic envelopes containing the cards. Unaffected by wind, they float and are readily recovered, and give a truer drift course.

Some understanding of the extent of the plan and (as far as the *Oregon* is concerned, already some months in progress) program for these researches may be gained by the following references from the report of the Gulf States Marine Fisheries Commission's Committee to Correlate Research and Exploratory Fishing Operations, of which the writer served as chairman:

Long Range Program:

Ascertain the normal oceanographic pattern of the Gulf throughout the year. This will include studies of currents, salinities, temperatures, nutrients, and their biological significance.

Ascertain the distribution and relative abundance of fish eggs and larvae, and associated organisms through the year. This is to be directed toward an understanding of the adult stages of the fishes.

Ascertain the nature of the Gulf bottom as related to fisheries.

Short Range Program:

Species to be given first consideration include shrimp (grooved), tuna, shark, snapper, and menhaden.

Stewart Springer, who is Fishery Engineer in charge of the operations of the *Oregon*, submits promptly at the end of each exploratory cruise a report to the Gulf States Marine Fish-

eries Commission and to the Federal Fish and Wildlife Service. Mimeographed copies of each individual report are distributed by W. Dudley Gunn, Secretary-Treasurer of the Commission, to the Commissioners and other interested officials, to one hundred and sixty-three newspapers in the Gulf States, to twenty-seven fishermen's unions and associations. The total number thus distributed is approximately two hundred and twenty-five. The purpose of this procedure is to make available as directly and quickly as possible new discoveries of economic importance.

As an example of Mr. Springer's reports, the abbreviated statement concerning Cruise No. 4 follows:

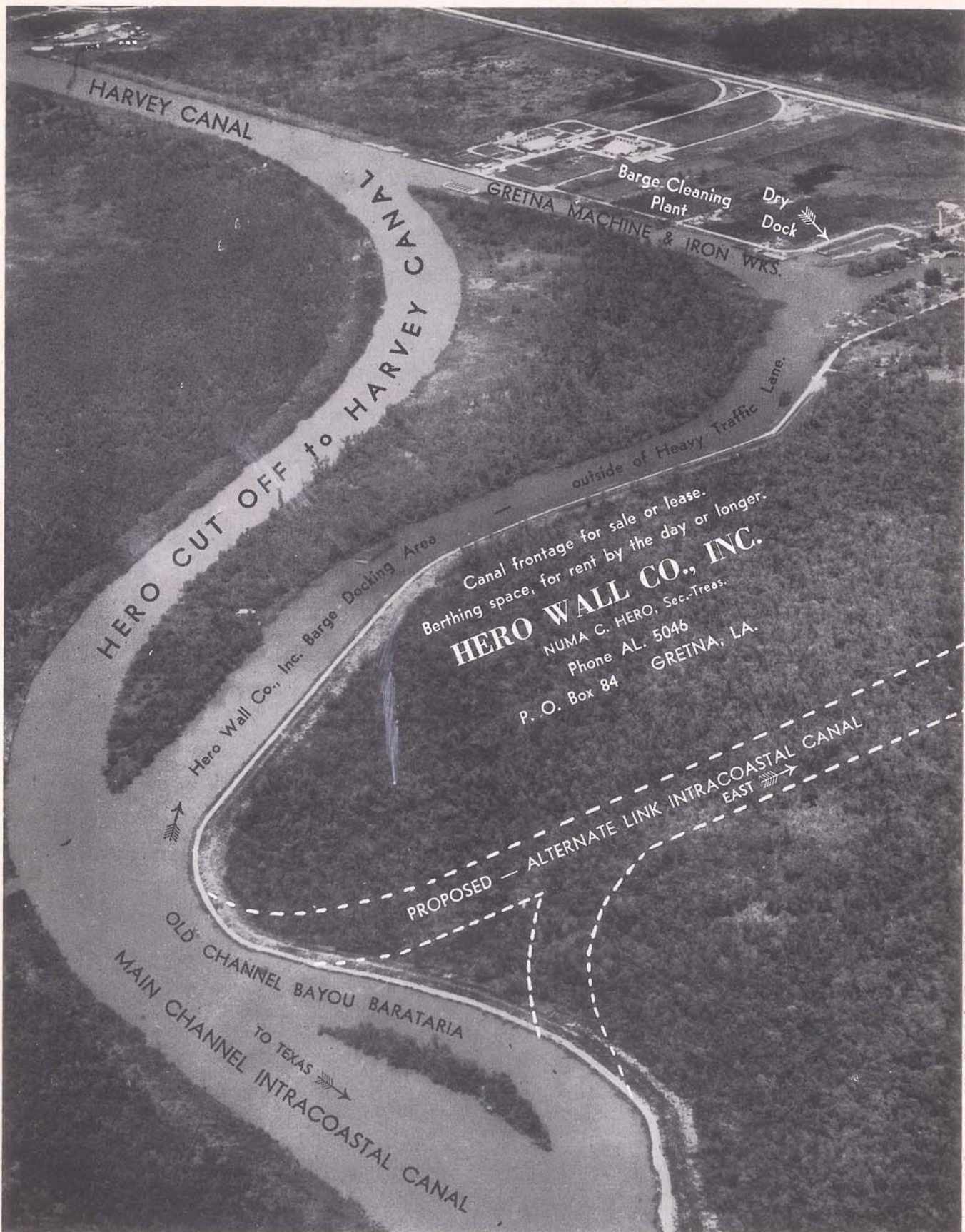
"The *Oregon* trawled for shrimp, during the period September 11-26 (1950), in the area near the mouth of the Mississippi River between the 88th and the 91st meridians.

Observations on Grooved Shrimp:

"Following a short period of strong winds at the beginning of September the bottom water temperatures in 30 to 50 fathoms were generally a few degrees lower than in the preceding period. The larger brown shrimp, *Penaeus aztecus*, 16 count heads-on, and larger, were found to be most abundant in 32 to 34 fathoms; that is, in water somewhat shallower than in the preceding period. The *Oregon* caught 12 to 16 count shrimp for eleven hours in 32 to 34 fathoms, about 15 miles west to west by south of Southwest Pass at the mouth of the Mississippi River, on the night of September 14th at a rate of 240 pounds per hour. The depth, distribution and size of the shrimp were apparently the same in the

Crew working on a West Coast tuna seine, spread out for drying in the sun. Bait tank removed from the M/V *Oregon* for its new job is in the background.





Canal frontage for sale or lease.
Berthing space, for rent by the day or longer.
HERO WALL CO., INC.
NUMA C. HERO, Sec.-Treas.
Phone AL. 5046
P. O. Box 84 GREYNA, LA.

areas immediately east and west of the mouth of the river but in September the concentrations appeared to be greater west of the mouth. Although the brown grooved shrimp is known from deeper water, none were taken by the *Oregon* in more than 46 fathoms during September. In this September cruise, as well as in the July-August cruise, the largest shrimp were found in the deepest water with slightly smaller shrimp in a few fathoms shallower. However, examination of all of the information available from these cruises shows a closer and more consistent relation between bottom water temperature and size of the shrimp than between depth and size. Studies are being continued on movements of populations of shrimp.

"Miscellaneous Observations:

"Comparatively little bottom suitable for trawling was found near the mouth of the Mississippi in depths from 50 to 150 fathoms. One drag of 45 minutes duration in 195 fathoms with a 40-foot shrimp trawl produced 60 pounds of 23 count, heads-on, red shrimp, *Hymenopeneus robustus*, along with 61 pounds of scrap.

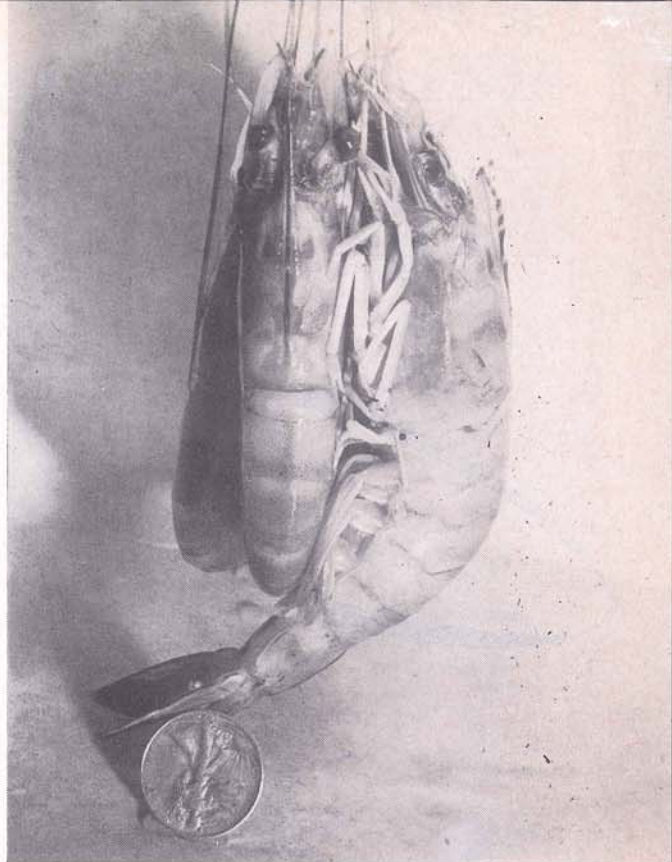
"While a shrimp trawl was being pulled on deck from 258 fathoms on September 23rd, a school of tuna, not identified as to species, came to the surface around the *Oregon* briefly and sounded, accompanied or followed by silky sharks. Trolling was not successful. In this location the surface temperature was 83.5 degrees, the temperature at 50 feet 84.5 degrees, and at 100 feet 77 degrees. Observations such as this suggest the possibility that stocks of tuna may exist in the north Gulf but that they are confined to cooler layers of water below the surface unless driven upward by unusual circumstances."

As a result of the national emergency, there has been created by the order of the President a "Defense Fisheries Administration" headed by Albert M. Day, Director of the Fish and Wildlife Service of the United States Department of the Interior, as Administrator, and Milton C. James, Deputy Administrator.

When, as never before since Valley Forge, has this nation been in greater peril, there is the additional imperative need for the production of food. It is also significant that the Gulf of Mexico can probably be better protected from prowling enemy snorkels than our Atlantic and Pacific coasts.

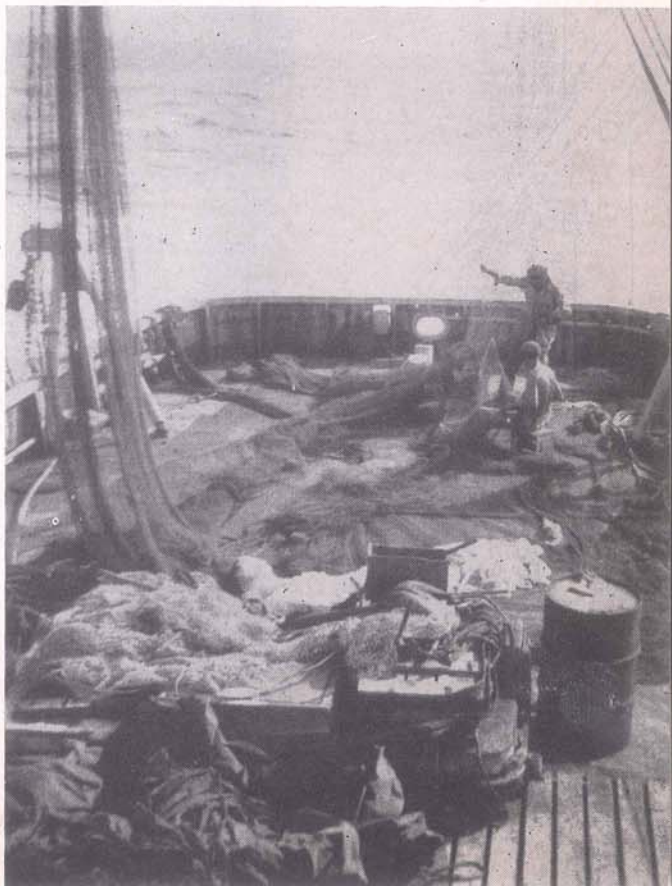
This great body of water is embraced protectively by our own country and friendly allies whose cause is our cause.

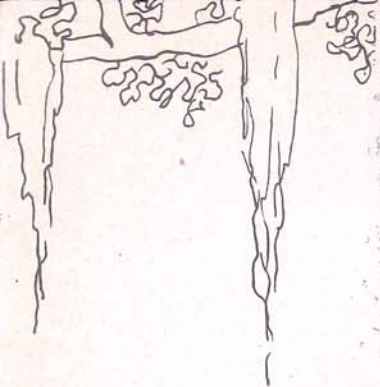
It is in this time of emergency that the long range program already in active operation by the *Oregon* has entered into existence. At no time in our history could it have been more opportune.



The fifty-cent piece gives an idea of the size shrimp caught in some parts of the Gulf. It doesn't take many of these to make a pound.

A never-ending job. Crewmen mending shrimp trawl on after deck of the M/V *Oregon*, research ship which has made important discoveries concerning new sources of food in the Gulf of Mexico, our "inland sea."







THE ARC OF ACHIEVEMENT

By Arthur Charbonnet

Dreams of the romantic past are a natural and acceptable part of life. It is pleasant at times to mentally picture the days of hoopskirts and old lace and fluttering fans, the era of "gracious living" on the old Southern plantations.

Those were the "good old days," as we indulgently refer to them. And despite the fact those were the days before indoor plumbing, penicillin, television and quick-frozen foods, many people yet dream wistfully of this long-past time.

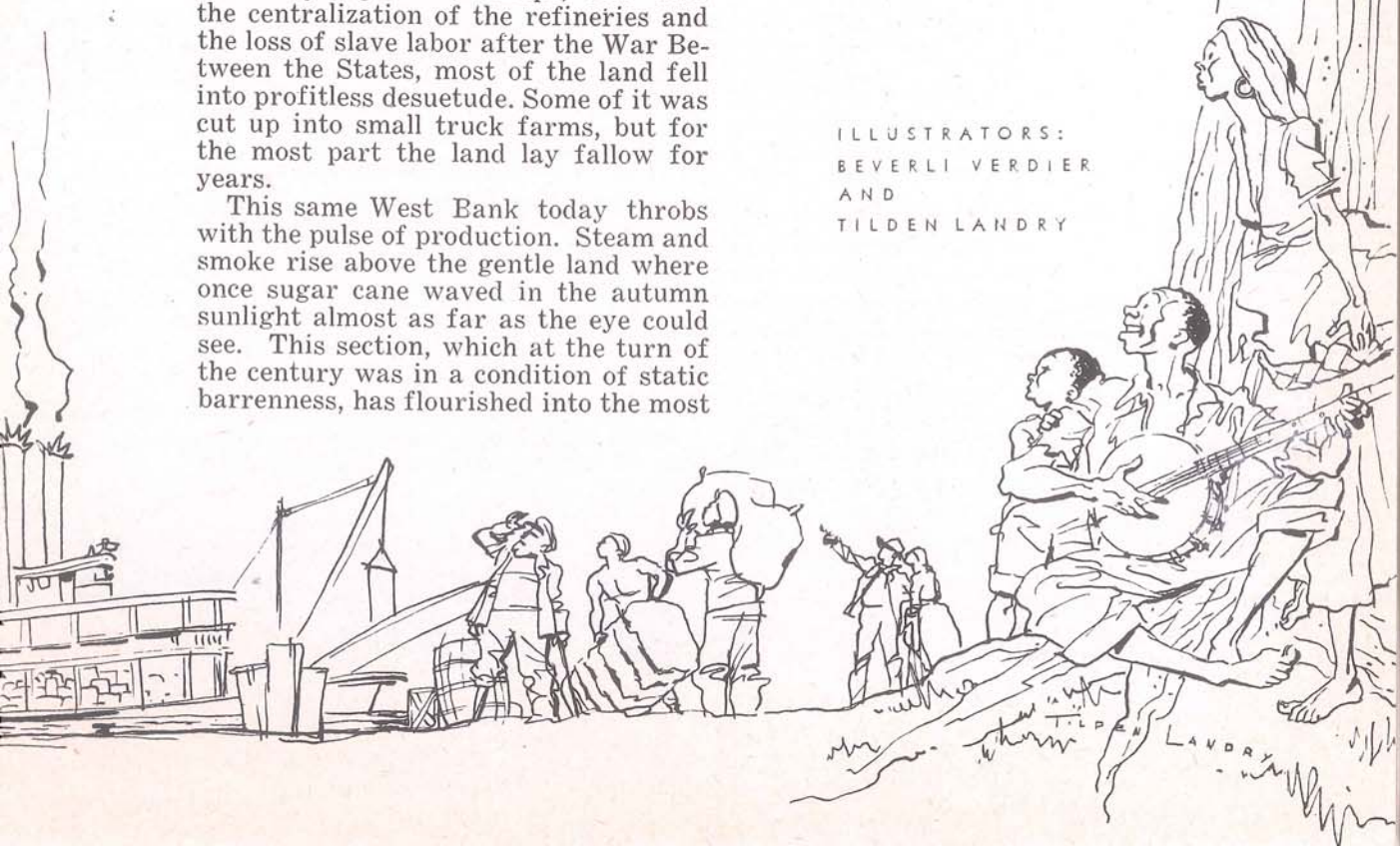
The West Bank of Jefferson Parish, like much of the Southland, had its plantations. These vast properties were supported by sugar cane crops, and with the centralization of the refineries and the loss of slave labor after the War Between the States, most of the land fell into profitless desuetude. Some of it was cut up into small truck farms, but for the most part the land lay fallow for years.

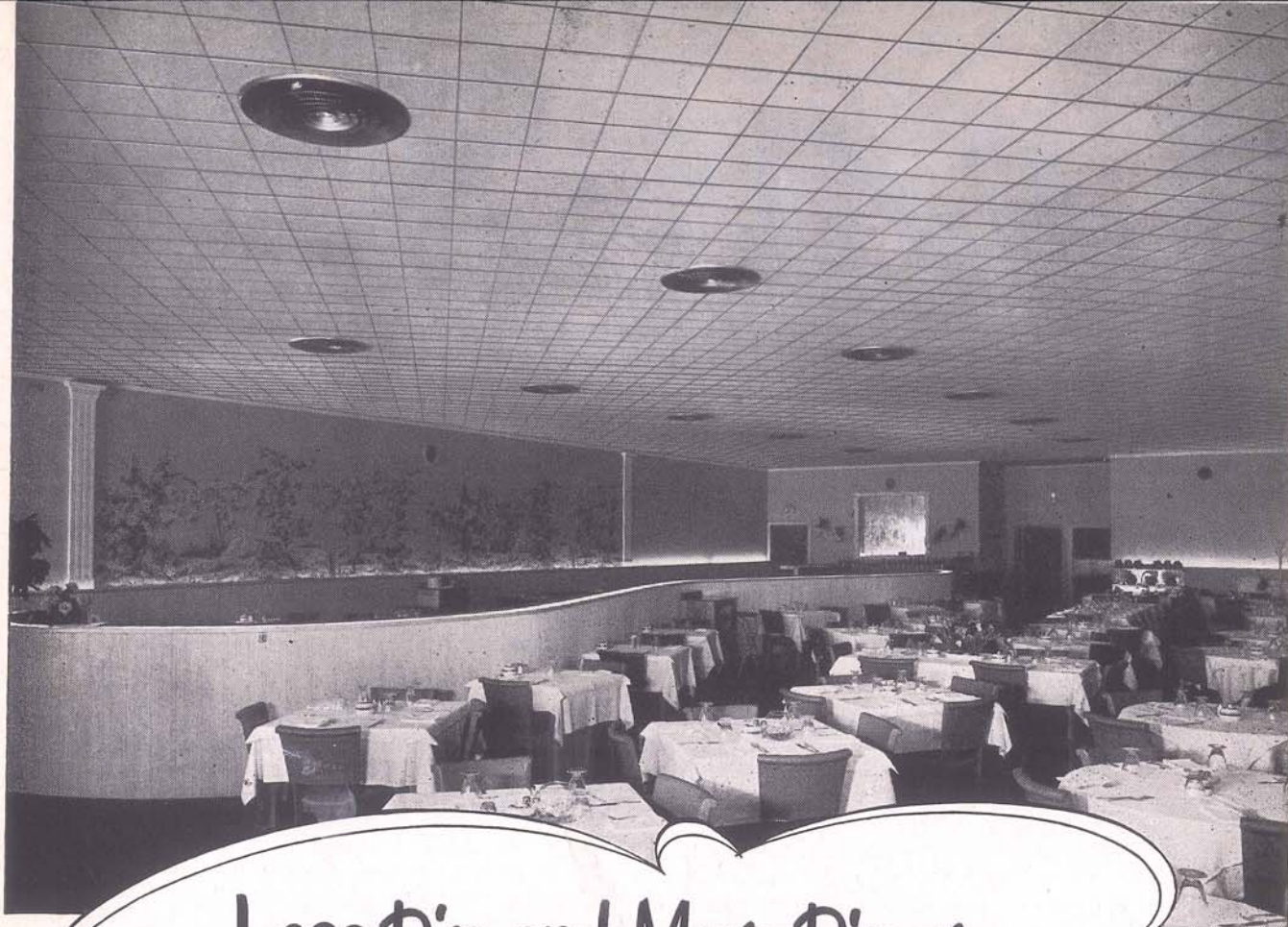
This same West Bank today throbs with the pulse of production. Steam and smoke rise above the gentle land where once sugar cane waved in the autumn sunlight almost as far as the eye could see. This section, which at the turn of the century was in a condition of static barrenness, has flourished into the most

important industrial center in the South. For the end of one era presaged the beginning of another, and the Plantation Age was firmly ushered out by the efficient, businesslike Machine Age.

In the interim, when the dormant South was still unaware of its almost unlimited industrial potentialities, the City of New Orleans on the East Bank grew and residential development spread out to all its boundaries, and the overflow began into the outlying districts. Thus when industrialists began to discover the many assets of this area

ILLUSTRATORS:
BEVERLI VERDIER
AND
TILDEN LANDRY





Less Din and More Diners

— thanks to job-proved Acousti-Celotex Sound Conditioning



A WELL-KNOWN restaurateur recently told us that he thought "Sound Conditioning" ought to be spelled with a capital "\$". Because it had certainly proved itself a real profit-builder for him!

Experience proves that Sound Conditioning is a basic business necessity that no restaurant can afford to be without! Customers want its benefits—will actually *seek* out the places that have "quiet comfort" on the menu. No wonder more and more restaurants from coast to coast are Sound Conditioning.

No wonder, too, that many of these restaurants are calling on their local Acousti-Celotex Distributor to do the job! They know he is a member of the largest and most experienced Sound Conditioning organiza-

tion in the country, that he has the correct materials for every noise problem.

And they know that his techniques and methods are backed by the "know-how" gained in making over 200,000 actual Acousti-Celotex ceiling installations... more than any other company in the business!

Let your Acousti-Celotex Distributor bring the profit-building advantages of Sound Conditioning to your restaurant, too! He can do the job quickly without disturbing your regular business routine. Acousti-Celotex Tile needs no special care, can be painted and washed repeatedly without impairing its sound-absorbing efficiency.

Write us today for his name and a free copy of the informative booklet, "25 Questions and Answers on Sound Conditioning." The Celotex Corporation, 120 South LaSalle Street, Chicago 3, Illinois.

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS



ACOUSTI-CELOTEX
REGISTERED U.S. PAT. OFF.
Sound Conditioning

PRODUCTS FOR EVERY SOUND CONDITIONING PROBLEM

there was little room in the Crescent City itself for plant sites.

What more natural move then, for them to cast their eyes upon the spacious reaches of next door Jefferson Parish and especially the West Bank, where were all the benefits peculiar to the Greater New Orleans area—plus room to work in and expand.

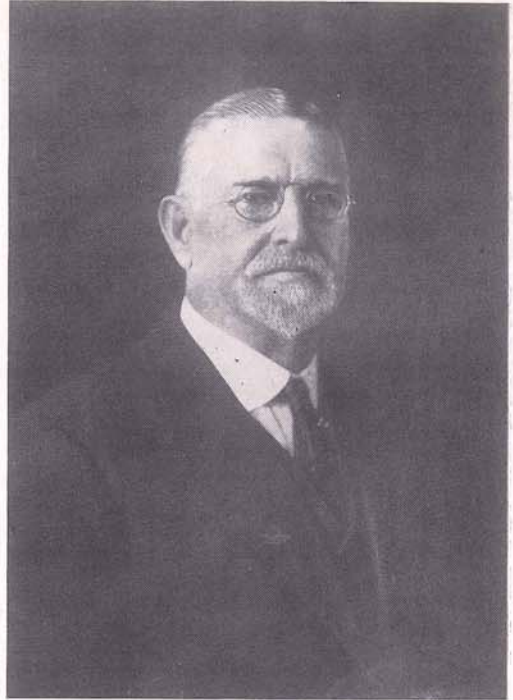
Today the West Bank, the “rim of the Crescent,” is considered the heart of the Industrial South. And of especial importance is the Marrero section, that stretches along the Mississippi River in a great arc from the Village of Harvey to the outskirts of the Town of Westwego.

The entire waterfront along this span of humming activity is occupied by almost a dozen industries, several of them the largest of their kind in the world. They represent the investment of many millions of dollars, and they turn out an annual production valued at hundreds of millions of dollars that is shipped to all parts of the world.

That part of the West Bank named Marrero was originally composed of three large sugar holdings, the Ames, Bell and Fazende Plantations, interlarded with several very narrow tracts starting at the river's edge and continuing for some distance inland. These plantations were the real thing, the kind you read about in historical novels, complete with magnificent old steamboats puffing up to their private wharfs, and soft-voiced darkies strumming on their old banjos. The largest was the Ames Plantation, owned by Frank M. Ames, a native of Boston. The small community along the waterfront was originally named Amesville after him.

The Bell and Fazende Plantations became the property of Louis H. Marrero, who was aware that the day of the sugar plantations was passing when he moved to Jefferson from St. Bernard Parish in 1881. He foresaw that this land had a valuable future in the new economy, as industrial and residential real estate, and he embarked upon a career of acquisition that made him a great landowner.

Dreamers are of two kinds: Those who reminisce wistfully about the glories of the dead past, and those who imagine the rich possibilities of the inevitable future. Of this latter sort was Louis H. Marrero. He was public-spirited, enterprising, daring and firm. Soon after he took up residence in Jefferson Parish his worth was recognized



A Confederate soldier at the age of 15, Louis H. Marrero was with Bragg's Army in Kentucky and Tennessee and was wounded at Murfreesboro. Taken prisoner at Missionary Ridge in 1863, he was held by the Union forces until 1865.

Besides his many other activities, he operated the first Mississippi River ferry between Marrero and New Orleans, was president of the Jefferson Commercial & Savings Bank at Gretna, and president of the Marrero Land and Improvement Association, which he founded.

by his fellow citizens. He became a member of the Police Jury in 1883, and was elected President of that august body in January of 1885, a post he held until 1896. During his last four years as President of the Police Jury he also served in the State Senate, which was permissible at that time. During this period he was also a member of the Lafourche Basin Levee District. In 1896 Marrero was elected Sheriff of his parish, an office he discharged boldly for many years, which resulted in earning him many bitter enemies who damned his ruthlessness.

After the death of this able civic and political leader in 1921 at the age of 71, the affairs of the family and the Marrero Land and Improvement Association were administered by his oldest son, Leo A. Marrero. Leo passed away in October, 1950, at the age of 79, and early this year a grandson, Louis H. Marrero III, was made president of the association, of which he had been vice-president and secretary for ten years.

Marrero's dream of vast industrial

Protected and Outside Storage for

OIL FIELD MATERIALS

Serving the Gulf Coast Area With Yards on the
Intracoastal Waterway

• • •

INTRACOASTAL TERMINAL

C. O. HOOPER AND SONS

• • •

*Handling of Tubular Materials
and Supplies and serving all
the major oil producing
companies in the Gulf
Coast Territory*

• • •

Telephone UPtown 6314

New Orleans Exchange

P. O. BOX 354

HARVEY, LA.



Hope Haven Institute on Barataria Boulevard has graduated many orphan boys into the happy, productive life of exemplary citizens. Right across the highway is Madonna Manor for girls and very small boys.

development along the waterfront with residential sections in the rear thereof for the convenience of the workers, worked out almost exactly as he envisaged it, and the community in whose interests he was so active has taken to itself his name. This dream is now reality of the genuine sort that produces millions of dollars of goods for the needs of the freedom-loving nations of the world, and provides work for thousands of employees.

Typical of this salutary change is the site of the 1884 crevasse on the Bell Plantation. Here where the swollen river rushed through a break in the levee, carrying sand two and three miles inland where it may still be found, is the Continental Can Company, turning out \$7,000,000 of cans—175,000,000 of various kinds—yearly, and with a payroll of almost \$1,000,000 in 1950.

Three other industries front the river on this plantation. The Stauffer Chemical Co., which grinds Louisiana sulphur for many uses, produces other chemicals, and mixes insecticide vital in cotton and peanut insect and fungus control; Penick & Ford, with its shining

one- and two-million gallon tanks of syrup and molasses; and the Mayronne Lumber & Supply Co., which operates a complete planer mill and sash and door factory.

On the Fazende Plantation next door across Barataria Boulevard, once an ancient road used by the gentleman-buccaneer Jean Lafitte on his journeys to Isle Bonne, are located three highly important and representative industries. The Texas Company has been situated here since 1906 and today two of its divisions operate on the original site: a crude terminal which handles 9500 barrels of oil daily, with a capacity if necessary of 12,000 barrels, and a sales terminal equipped to service four kinds of transport: tank cars, tank trucks, barges and tanker ships. Douglas Public Service Corporation maintains bulk liquid storage tanks in this part of Marrero, and the adjoining plant is Clark's Refinery, where an average of 5000 barrels of crude oil is refined daily.

On waterfront property that once was part of the huge Ames Plantation the 1000 employees of the Johns-Manville Corporation manufacture building

American Printing Co., Ltd.

424 Camp Street

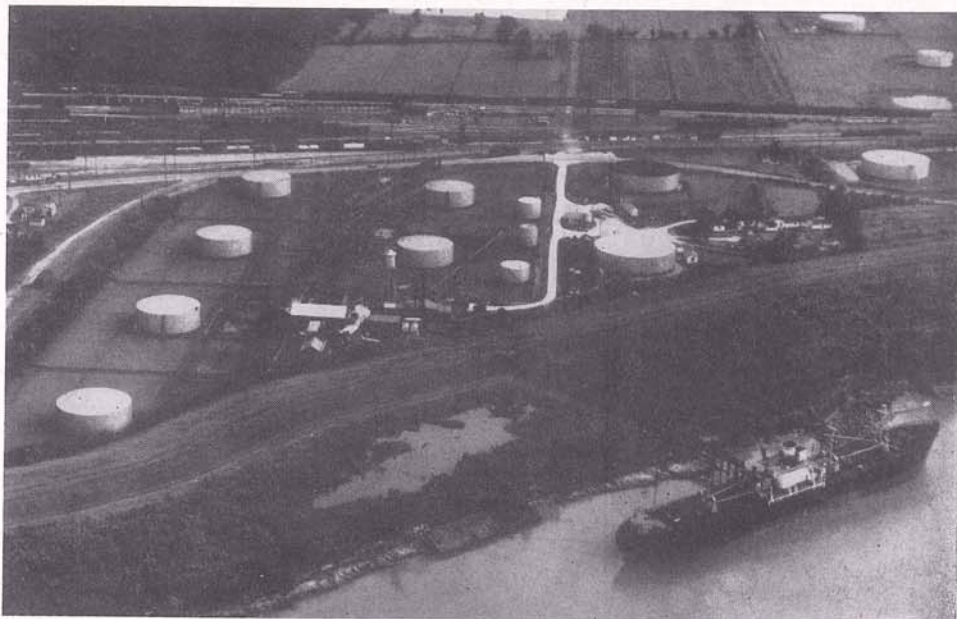
New Orleans



Marrero as it looked in 1926. Bottom center is the ferry landing at Barataria Blvd. crossing to Napoleon Ave., New Orleans. Though industry had begun its influx to the West Bank, much of the area was as yet undeveloped and unoccupied.

The same view as it is today, with Barataria Blvd. just to right of center. Note Hope Haven two-thirds up the highway, and along the riverfront, the many bustling industrial plants.





EXECUTIVE OFFICES

Canal Building—MAGNOLIA 1321
James Julian Coleman, President

PETROLEUM PRODUCTS

Sales Telephone
UNiversity 1801

American Liberty Marketing Co.

Shipside Tank Storage, Drumming, Distributing

PETROLEUM, VEGETABLE OILS, FISH OIL, TUNG OIL, ALCOHOL

NEW ORLEANS, LA.

J. RAY McDERMOTT & CO., INC.

Engineers and General Contractors



UPtown 9510

HARVEY, LA.

material and asbestos-cement transite pipe, a pressure pipe excellent for watermains and other subsoil installations. Conveniently established along the tracks of the Southern Pacific Railroad and the Texas Pacific-Missouri Pacific Railroad the General Chemical Division of the Allied Chemical & Dye Corporation produces, for water purification and paper manufacturing, approximately 15,000 tons of aluminum sulphate annually. Extending to the outskirts of the Town of Westwego is the immense plant of the Celotex Corporation, which employs 2700 workers. This plant converts bagasse—sugar cane fibre—into 1000 carloads of manufactured products every year.

It is interesting and somewhat ironical to note that the Celotex Corporation and Penick & Ford, two of the largest plants of their kind in the world—situated on the sites of former sugar cane plantations—owe their existence to the sugar cane production of other parts of Louisiana. Yes, elsewhere in this fruitful state the Industrial Age invaded and revived some of the plantations by a different twist, and today the work formerly done by thousands of slaves is accomplished with a few ingenious pieces of machinery.

Having little to do with industry, except in a preparatory sense, but important as producers of fine men and women, Hope Haven and Madonna Manor face the east and west sides of Barataria Blvd. These institutions and neighboring St. Joseph's Deaf-Mute Institute are splendid assets to the community of Marrero. Founded over a quarter of a century ago by the beloved late Right Rev. Msgr. Peter M. H. Wynthoven, P.

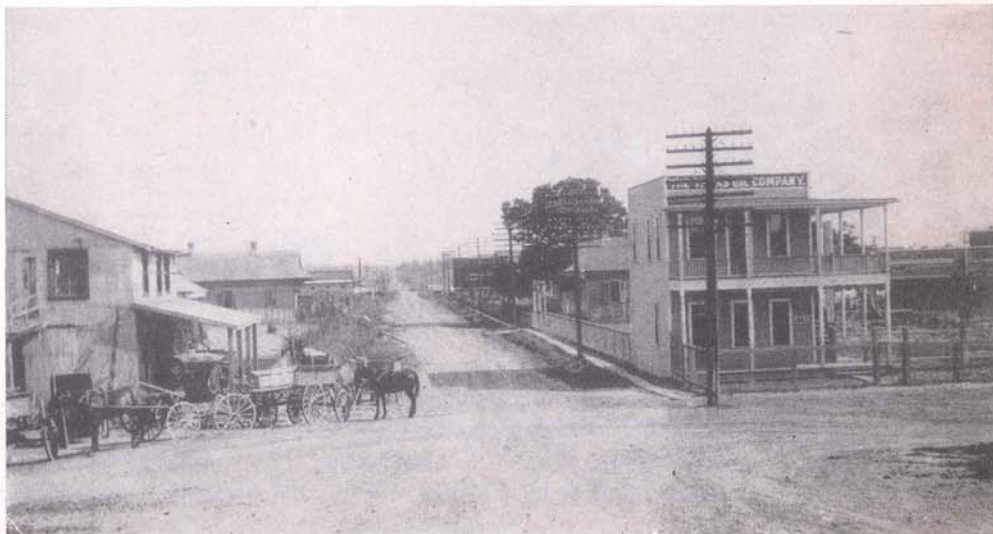
A., these two centers for orphan children, Hope Haven for boys and Madonna Manor for girls and very small boys, have graduated many worthy and exemplary citizens. Many successful local men are graduates of Hope Haven, which takes an active interest in them after they leave its roof. They have formed an Alumni Association and each year they celebrate Alumni Day. And of foremost importance in the education of the community's youth is the L. H. Marrero High School, with an enrollment of 933 in 1950.

So in Marrero where once the slaves toiled in the summer sun and Old Black Joe sang "Gone are the days—" and majestic paddlewheel steamers plied the muddy Mississippi with traditional cargoes of freight and beautifully gowned ladies and dashing gentlemen-gamblers, today there is a more equitable distribution of the labor—and the wealth. Employees of the industries that completely occupy the waterfront from one end to the other share in the results of their work by various forms of benefits, insurance and compensation. Smiling residential areas are constantly being developed, some of which restrict construction to homes of various financial levels. The population has leaped from 2000 in 1936 to approximately 13,000.

Gone are the days, indeed, of the one-crop agricultural system. Today the land is too valuable for anything but industry and homes.

The industrial wealth of the "rim of the Crescent," foreseen and made real by men of vision and men of action is today brilliantly typified by the community of Marrero—the Arc of Achievement.

In 1915, when Marrero looked like this, with a blacksmith shop at the foot of Barataria Blvd., The Texas Company's tank farm had long used the building at right as offices. Just recently the structure was demolished and replaced by a new building.



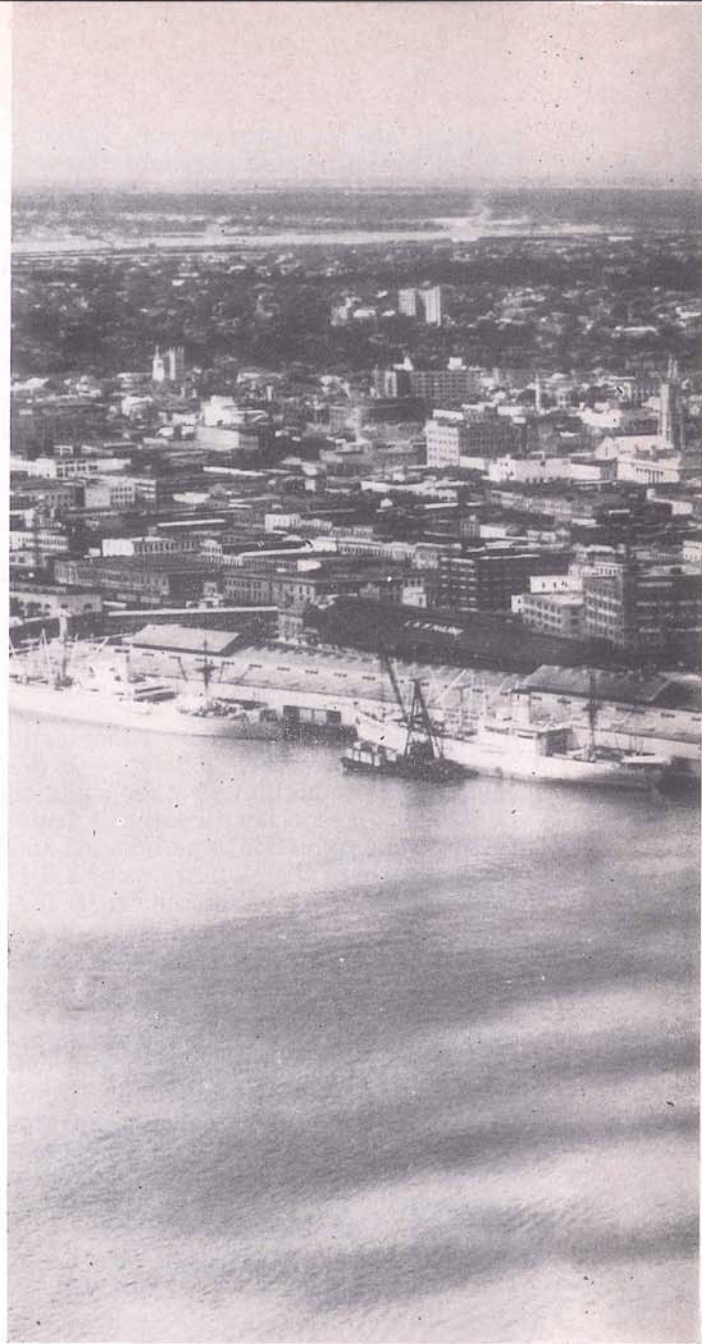
The port community that is New Orleans should begin now to plan intelligently and to organize cooperatively, so that when this national emergency passes, it will be ready for the increasing industrial and foreign-trade development which experience after World War I and World War II tells us to expect.

If New Orleans is not ready for that golden moment, it not only will fail to benefit from the inevitable advance of the national economy, it may even lose, to increasing port competition, the high place it has already won.

This is an age of speed, and we will have to work fast. That is why our port community must organize its thinking now, not tomorrow. It must be united on a program for immediate release.

Our port community includes not only the city that was founded on the East Bank of the Mississippi because of convenient bayou connection with Biloxi, Miss., the first capital of the Louisiana Territory, on the Gulf Coast; but also Jefferson Parish above New Orleans and facing it, on the other side of the river, and St. Bernard and Plaquemines Parishes below it, the former on the east side, the latter on both sides. New Orleans rose to greatness on the commercial movement between the Mississippi Valley and the world. The adjoining parishes contain the vast and increasing industrial, petroleum, natural gas and sulphur developments which have put new drive behind the port services of New Orleans.

The big port need of New Orleans revealed itself a hundred years ago when far-visioned men declared that this city must have a shorter and safer route to



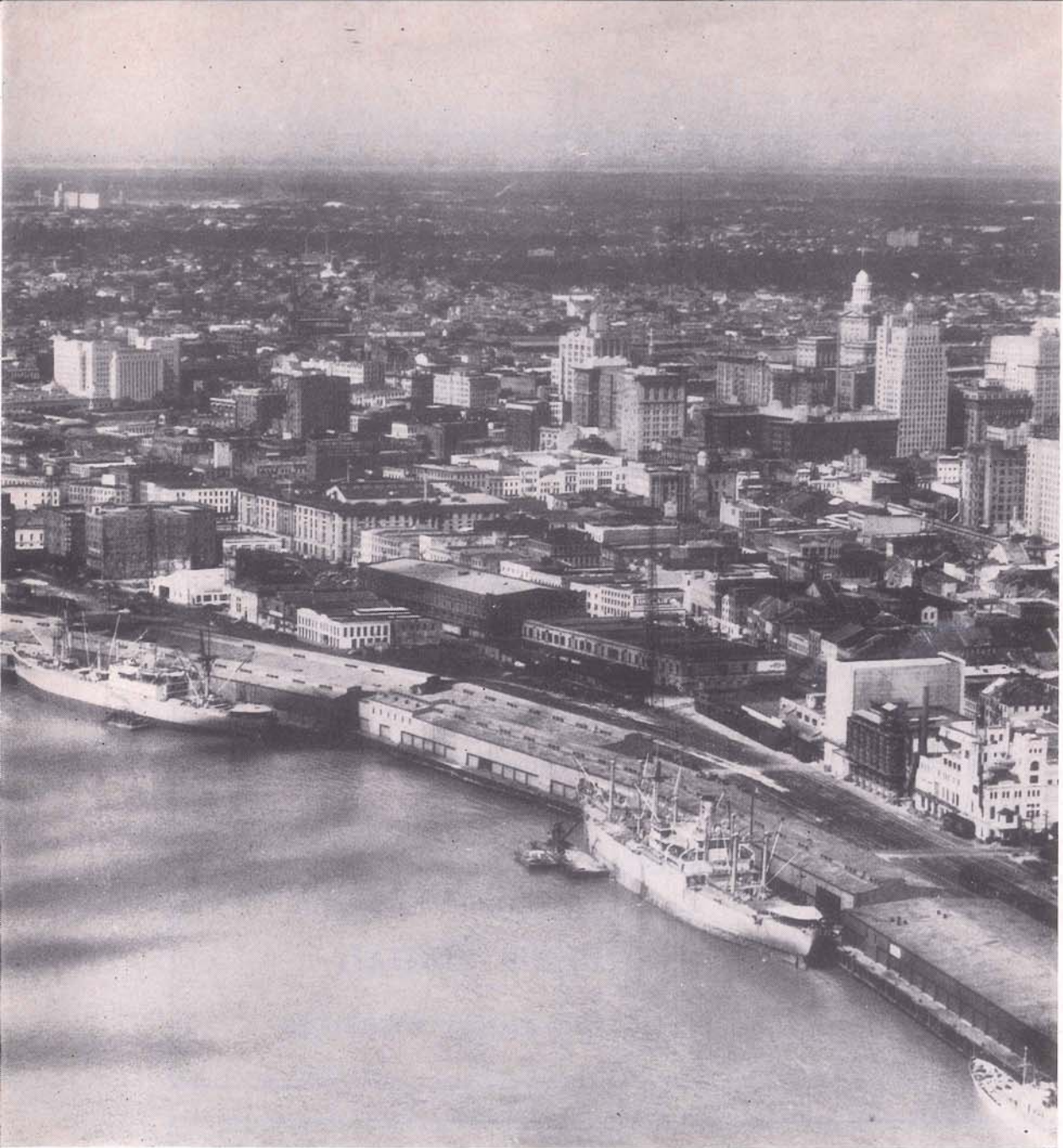
By E. S. PENNEBAKER

Manager, Texas Pacific-Missouri Pacific

Terminal Railroad of New Orleans

It's Time for Tidewater!

A tidewater channel to the Gulf of Mexico has long been needed by the Greater New Orleans Area. Besides choosing the route that will best serve the present time, we must be sure that the future, which will maintain this seaway, can find no fault with our choice.



Greater New Orleans has long outgrown its harbor, where parallel-type wharves stretch along the Mississippi River for eleven miles, and the warehouse floors can support only 350 lbs. per square foot where 1000 lbs. capacity is needed.

the sea than the 110 miles or so of river, with its shoals, its fogs, its swift currents. Time after time did the planners of the future drive at New Orleans to open such a channel to the sea, by dredging through the coastal marshes.

New Orleans paid no heed. It had a monopoly, so it believed, on the Mississippi Valley trade to and from the world. Even when competition began to swing the movement into other channels, New Orleans made no move. That competition has by now reached formidable proportions—on the west, Lake

Charles in Louisiana, and in Texas, Houston, Galveston, Texas City, Beaumont, Orange, Port Arthur, Corpus Christi and Brownsville; and to the east, Gulfport, Mobile and Pensacola on the Gulf of Mexico, and Savannah and Charleston on the South Atlantic. All are closer to tidewater than New Orleans, and most of them, through the Intracoastal Inland Waterways system, have tapped into the river commerce of the Mississippi which formerly belonged almost exclusively to New Orleans.

At last New Orleans has seen the

JOHN STUMPF'S SON

ESTABLISHED 1876

ALVIN T. STUMPF, Prop.

Manufacturers of **MAGIC HOODOO PRODUCTS**

DISINFECTANTS — INSECTICIDES — REPELLANTS

POLISHES AND WAXES — PINE OILS — SOAPS

SANITARY SUPPLIES

RUST-A-WAY — It Removes Rust Spots From Most Everything

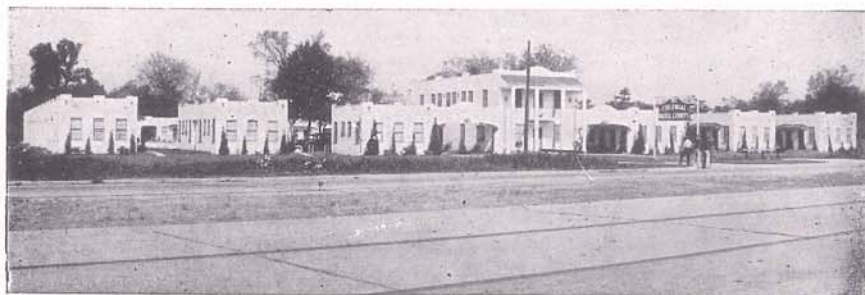
PHONE ALGIERS 2103

P. O. BOX 38

GRETNA, LA.

AWARDED WORLD'S MEDAL

Look for the Stump on Every Package



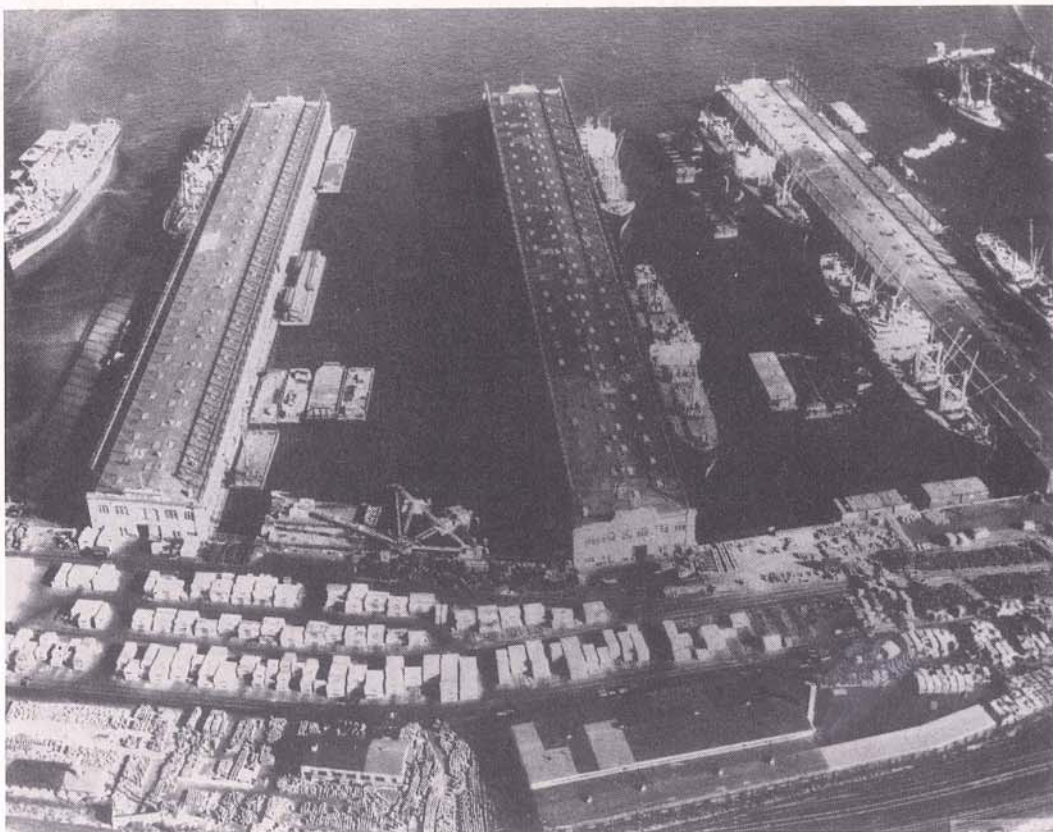
COLONIAL HOTEL COURTS

1500 Airline Highway

Phone TEmple 7272

New Orleans

New Orleans 20, La.



Finger-type piers such as these on Staten Island are the only solution for the heavy demand for berth accommodations in busy New York harbor. Note that at these piers, used extensively for freight carriers, seven vessels are berthed with additional room for a total of fourteen vessels on a waterfront that would accommodate only two vessels berthed at a parallel-type wharf, the only type possible along the Mississippi in the Port of New Orleans.

need for reorganizing its port facilities, but it is planning more on a local-pride than on a port-wide basis, for of the two proposed short-cut routes to the sea, the city (not the port community) has chosen the longer and more expensive for selfish and short-sighted reasons.

What will best serve the entire port community? What will give the Mississippi Valley, which contains more than half of the producing and consuming capacity of the country, the best and most economical service? These should be the sole considerations in planning for a waterways development of such magnitude.

The time has passed when local scheming achieved lastingly—if it ever did. In the astonishing development of Westside Jefferson Parish in the past 17 years, we of the New Orleans port community have seen how the progress of the part helps the progress of the whole.

During the 1940-50 decade, the Westside population doubled, rising to 80,000; and employment climbed to 17,000,

more than half of it in industrial plants whose pay roll exceeds 40 million dollars a year.

Industrial development has been established for many years in Jefferson Parish, especially on the west side of the river; the past decade has seen its impressive increase.

The New Orleans area has benefited greatly from this Westside growth, and the proof is seen in the thousands of new homes, the increasing business totals and the rising bank figures.

When the Harvey Canal lock, connecting the Intracoastal Waterways system with the Mississippi in the Westside industrial development, was dedicated in 1934, the hope was expressed that it would eventually carry a million tons of freight a year. By 1948 the total had risen to 17 million, and development had possessed the entire Westside riverfront and pushed down both sides of the Intracoastal Canal for several miles.

This—especially the canal's industrialization—was largely due to the oil fields served by it and its extensions.

STUDEBAKER SALES & SERVICE



WEST BANK MOTORS, INC.

Everything for the Motorist

Most complete one-stop service station in the South

900 Monroe Street

Highway 30

GRETNNA, LA.

C. BEN SNELL, Owner

Phone AL 3700

for 109 years . . .

New Orleans' favorite

shopping center



Holmes

NEW ORLEANS

These oil fields had not been discovered in 1934, and only the most fantastic optimism could have envisioned such possibilities as have come to pass. But development, or growth, is the natural order, not the exceptional accident. This has been especially true of ports, which have always prospered as their physical facilities and operational methods met the economic needs.

The development movement of the United States, of the South and of the New Orleans port community is still surging forward. Westside growth so far is only the overture to the progress that will be put underway when New Orleans reorganizes its foreign-trade facilities, and does so on a port-wide, Valley-wide basis.

Since 1852, when a tidewater channel to the Gulf was first urged, several engineering surveys and economic studies of possible routes have been made by the Engineer Corps of the United States Army, and by outstanding civilian engineers, the former at the instruction of Congress, the latter for interested groups in New Orleans and the Mississippi Valley. Almost without exception, until 1946, they decided that the most feasible route is on the west side of the river, beginning at a point near Westwego and dropping almost due south to deep water near Grand Isle, 50 or so miles away.

The Dock Board and other interests in New Orleans, however, favored an eastside route, hoping that this would retrieve the blunders which have saddled the people of Louisiana with the large and continuing losses of the Industrial Canal. That facility was placed in the wrong location, and development policies for many years destroyed the advantages that might have been reaped even under this handicap.

In 1946, Major General Robert W. Crawford, Lower Mississippi River Division, Army Engineer Corps, recommended such a route. Beginning at the Industrial Canal, or near it, that route extends 81 miles southeastward through the Louisiana and Mississippi coastal marshes and the shallow waters of Chandeleur and Breton Sounds to Errol Island. Despite the increased cost of this longer route, and the difficulties of maintenance, by dredging and by jetties, the Engineer Corps recommended this seaway to Congress.

General Crawford in 1946 estimated the costs of the east side and Westside

proposals as follows:

East side: Seaway, ship lock and accompanying harbor developments, \$119,780,000, of which \$86,920,000 would be provided by the Federal Government, and \$32,860,000 by the State Government; estimated annual charges for interest, amortization and maintenance, \$6,480,000.

Westside: Seaway and twin locks at the Mississippi, \$67,420,000, of which \$56,180,000 would be provided by the Federal Government, and \$11,240,000 by the State Government; estimated annual charges for interest, amortization and maintenance, \$3,960,000.

The Westside route, then, is 31 miles shorter than the east side. It is \$52,360,000 cheaper to build, and \$2,520,000 a year cheaper to maintain—on the basis of the 1946 figures. Today's costs would be a great deal higher, putting a new emphasis on economy at a time when the Federal debt is more than a quarter of a trillion dollars, or more than \$1800 for each man, woman and child in the country.

Both projects have been proposed for

The Port of New Orleans is the two-way gateway between the Mississippi Valley and the rest of the world. Below, a native on a plantation in Latin America, "backing" a bunch of bananas, that will later enter the United States through New Orleans.



public development, the traditional course of such undertakings in the United States. But both, even allowing for the cost increase since 1946, are within the means of private development.

Which of the two routes do you believe private capital would take: The east side route, longer, more expensive and laid out by political pressure; or the Westside, better placed in reference to the port community's development as a whole, a great deal cheaper, and chosen because it offers the largest return per dollar of investment?

Every advantage which General Crawford claims for the east side route applies equally to the Westside—such as "savings in terminal handling charges," "savings in annual charges on wharves," "benefits to Intracoastal Canal commerce," "enhancement of value of waterfront property," etc.

The Westside route leads through the offshore oil fields, probably the largest source of oil supplies in the future, and would benefit from the developments there, besides helping in those developments.

Oil refineries would probably be built on the seaway, a few miles from the producing wells; if they were not, the largest barges and tankers could carry the crude through the seaway to the Mississippi, and to the refineries above New Orleans.

No such petroleum developments exist on or near the east side route.

The Westside development would put a new drive behind the industrial progress which has already made its largest growth, in the port community that is New Orleans, on that side of the river.

Each lock would be 80 feet wide (inside dimensions), 1000 feet long and 40 feet deep over the sill. This means that heavier-draft ships could come to New Orleans, for dredging has never been able to maintain such a depth at the river mouth for extended periods of time. Rarely have the dredges opened channels deeper than 35 feet. Two locks would be a safeguard against damage and delays, and they would speed the movement of vessels between seaway and river.

The seaway would have a bottom width of 500 feet, and a depth of 36 feet, to start with; the depth could be pushed to 40 feet, if the tonnage so demanded.

More stable and higher above Gulf level is the marshland on the Westside

route than on the east side. Hurricane records show that storm waters drive only a few miles inland, on the west side, never far enough to interfere with any operations along or near the river. On the east side, however, even a moderate storm covers the marshes and floods the highways up to the heavily occupied city limits.

On the Westside route, the material from the channel dredging would raise the banks to a height of several feet; this "made" ground would be as high as New Orleans or higher. It would be as strong a foundation for wharves, warehouses and factories as any ground in New Orleans. Laterals could extend the waterfront facilities indefinitely.

This channel to the sea would not be plagued by the fogs which delay river navigation in the winter and spring, when the cold water of the Mississippi comes in contact with the warm, moisture-laden air of this sub-tropical country.

The proximity of the Westside route to the oil, natural gas and sulphur production of South Louisiana, and to the heavy deposits of lime in the shell banks, would invite a new concentration of the chemical industry. Electrical power is already in ample supply, and the generating program projects an enlarging production of power in the future.

The importance of private industry being free to develop its own water-side facilities on the proposed channel and its extensions can not be emphasized too greatly. On the seaway and on its laterals, private enterprise could erect and operate its manufacturing and processing plants, and install its own export-import facilities. The railroads would extend their lines to these new facilities, and that entire port development would be served by all of the coordinated transportation facilities. Private enterprise would be subject only to such regulations as are applied to industries occupying their own properties on the Houston Ship Channel, and in practically all other American ports. These regulations open the opportunities and provide the incentive necessary for commercial port development which are generally denied by monopolistic restrictions under state ownership and control.

The Westside harbor would be closer to the heart of New Orleans than the harbor expansion if the east side route
(Continued on Page 178)



The Picnic

PHOTOGRAPHS BY **EUGENE DELCROIX**

"Oh, listen! We've been invited on a picnic next Sunday!"

*"Our
cousines
will
meet us
right
after
early
Mass."*





"Wonderful!

Maybe

we can

all

pile into

that

old

wagon—"

"If

it's not

far,

you mean.

I hope

it's on

a bayou . . ."





*"... where
there's
big,
shady
oak trees
nearby."*

*"Wouldn't
it be
nice
if Louis
took us
out
fishing?"*



*"Or,
if it's
at
Grand Isle
we could
all
visit
Tante
Cecile."*



*"—and
spend
the whole
day
at the
beach!"*





"Perhaps

it will

be at

Lake

Pontchartrain

and we

can go

sailing."



"Anywhere we go we will be able to pick wildflowers."



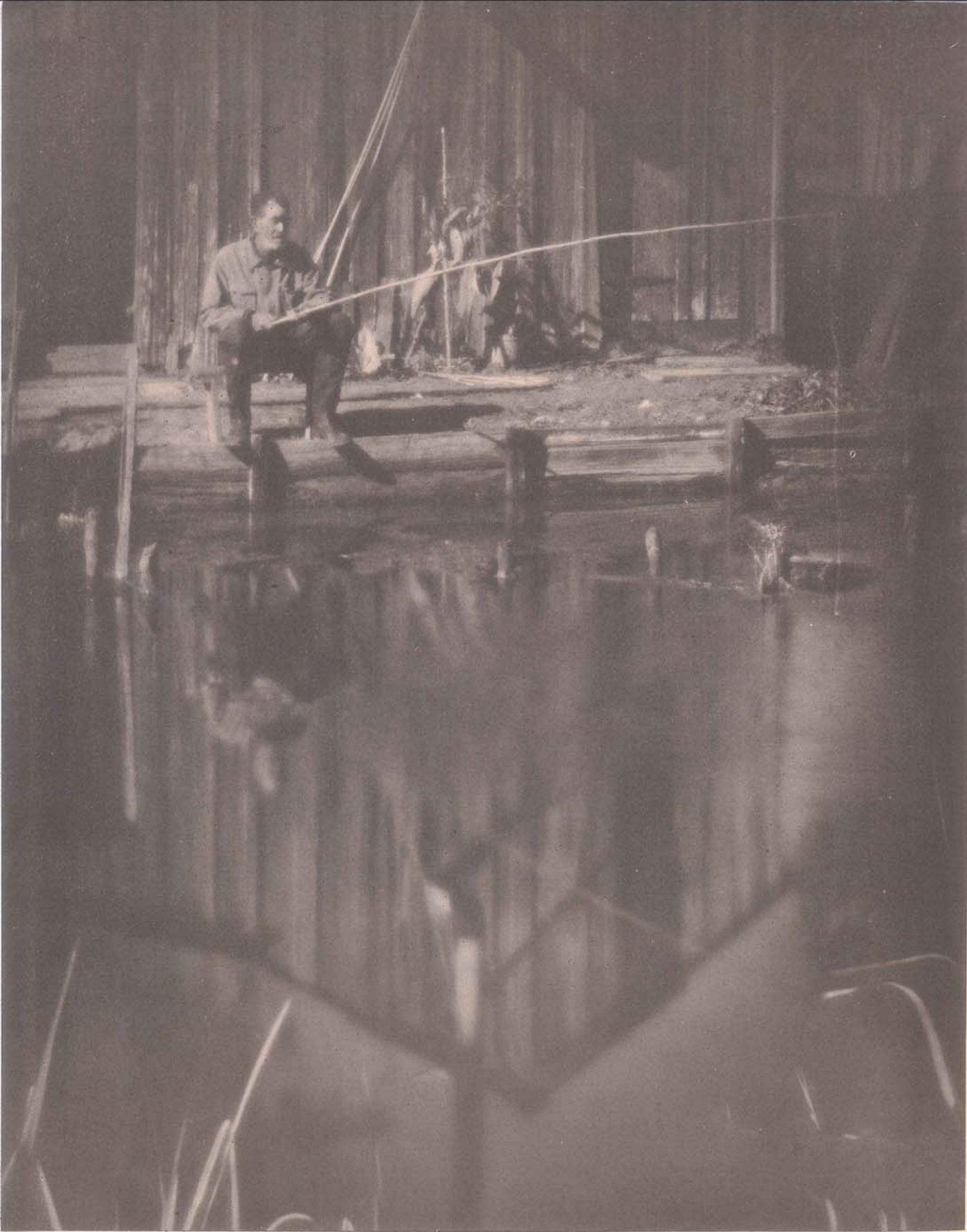
"Me, I like to climb fences."



"The little fellows can go hunting . . ."



"... and fishing, almost anyplace we pick."



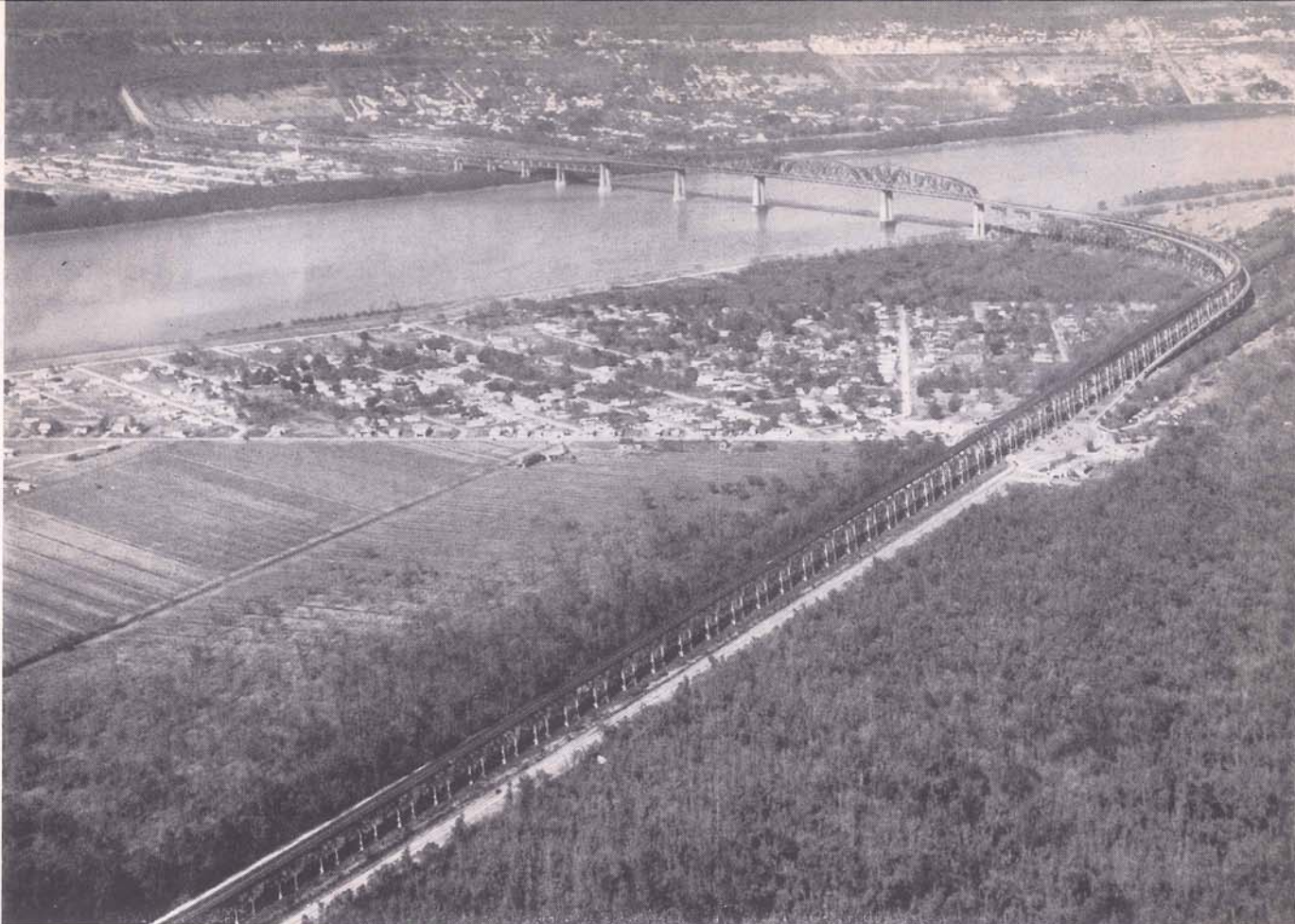
"You know Grandpere will want to go fishing right after lunch."



"And of course Susie will join him."



"Well, wherever we go in Jefferson, we're bound to have a wonderful time!"



Huey P. Long Bridge in Jefferson Parish, nine miles above the commercial section of New Orleans. Another Mississippi River span is sorely needed to facilitate East Bank-West Bank communication.

**To Keep Up With Its
Amazing
Development
Jefferson Parish
Draws**

Transportation Blueprints

Transportation has always been directly related to the development of an area. Good transport facilities speed growth, and growth requires ever increasing means of transportation.

Progress cannot stand still. If industry grows and a community prospers, increasing numbers of people and vehicles must get from one place to another, from residential to manufacturing areas, and goods must be shipped

out and raw materials brought in.

Water transport, rail, air and highway are the chief means of getting things — goods and people — from one place to another.

In Jefferson Parish growth and development have been so vast and so rapid that transportation has had to make great strides forward also. But in certain vital sections the strides have lagged and hobbles have tended to frus-



MEYER'S SPECIALTY SHOP

MEN'S, LADIES' AND CHILDREN'S READY-TO-WEAR

— ONLY ONE STORE —

213 Huey P. Long Ave.

MEYER SCHAEFFER, Prop.

GRETN, LA.

ALgiers 4958

Your Equipment Headquarters

Representing

COMPANY

ALLIS CHALMERS
BAKER
BELL
GAR WOOD
INSLEY
JAEGER
LIMA
MASTER
MURPHY DIESEL
SCHIELD BANTAM
SEAMAN
THOR

PRODUCTS

Tractors, Motor Graders, Power Units
Bulldozers
Prime Movers
Bulldozers, Scrapers, Winches
Cranes, Draglines, Mixers, Hoists
Compressors, Pumps,
Cranes, Draglines
Vibrators, Generators, Concrete Tools
Power Units
Truck-mounted Cranes and Draglines
Mixers, Soil Stabilizers
Pneumatic Tools

PLUS A HOST OF OTHER FINE LINES



2020 N. 3rd St.
Baton Rouge,
La.

SALES • SERVICE
PARTS • RENTALS



1100 Louisville
Ave.
Monroe, La.

SOUTHERN EQUIPMENT & TRACTOR CO.

trate our objectives.

There is a highway improvement program currently underway in the parish, much of which has already been completed. This is typified by the recently completed widening of the Fourth Street Highway, from Westwego to Gretna, with six "bus turnouts" along the first section. This congested artery, 5.5 miles long, was extended six feet in breadth, to a new width of 24 feet. Other examples of progress is the paving of the two "river roads", on the East and West Banks, and construction of subsurface drainage structures thereupon. This work will total 7.5 miles, and cost the State Highway Department \$420,800.

But the greatest needs along these lines to the West Bank and East Bank communities are yet in the planning stage. Foremost of these huge projects is a bridge spanning the Mississippi River, from the commercial section of New Orleans to the West Bank. The present ferry system that joins these areas has for years been grievously inadequate for the 39,000 persons making the crossing daily.

It is at once apparent that traffic dependent upon these boats — which served their purpose well in years gone by — is slowed up drastically. It has been found at certain rush hours, quicker to cross on the present Huey P. Long Bridge, nine miles above New Orleans, than to wait in line, inching along block after block, for the ferry that crosses to Canal St.

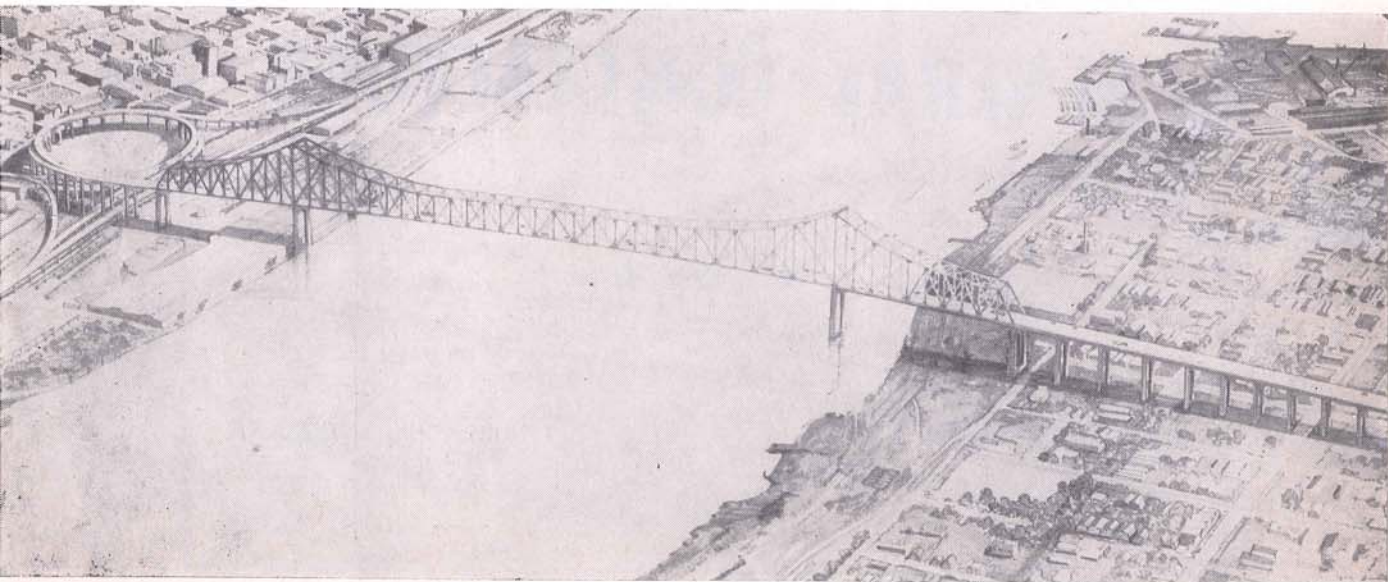
The West Bank needs this connection so desperately that Jefferson Parish officials and civic leaders have striven long and hard, and considered every possibility, including financing by private capital. Men of vision in this area see Gretna and New Orleans eventually as twin-cities, joining hands across the river. The surging industrialization of the West Bank makes this inevitable.

But until we get a span across the river on which freight and passengers can roll over unhampered, this union will be restricted and both West Bank and East Bank will suffer thereby.

Private finances are also thought of as a solution for the building of a causeway crossing Lake Pontchartrain. This proposed 20-mile long structure, stretching from a point north of Harahan in Jefferson Parish to a spot near Madisonville in St. Tammany Parish, would make going "across the lake" a scant half-hour drive, easy commuting for thousands of people in our parish and in New Orleans. The Police Juries of these two parishes have arranged with financial interests for surveys and advice on the possibility of such a structure.

Another desperately needed transport facility for the West Bank is the planned Gretna-Westwego 4-lane super-

Drawing of proposed Mississippi River bridge, from the Moses Arterial Plan for New Orleans, downstream from the present Huey P. Long Bridge. It would connect the Crescent City and the industrial West Bank with a broad, unimpeded flow of transportation.



SIDNEY J. GONZALES, President

SIDNEY J. GONZALES, JR., Treas.

GEORGE B. BENOIST, Vice-President

ACY A. CHIASSON, Secty.



GONZALES MOTORS, INC.

Authorized Ford Dealer

801 Metairie Road

CEdar 7311, 7312, 7313, 7314, 0911

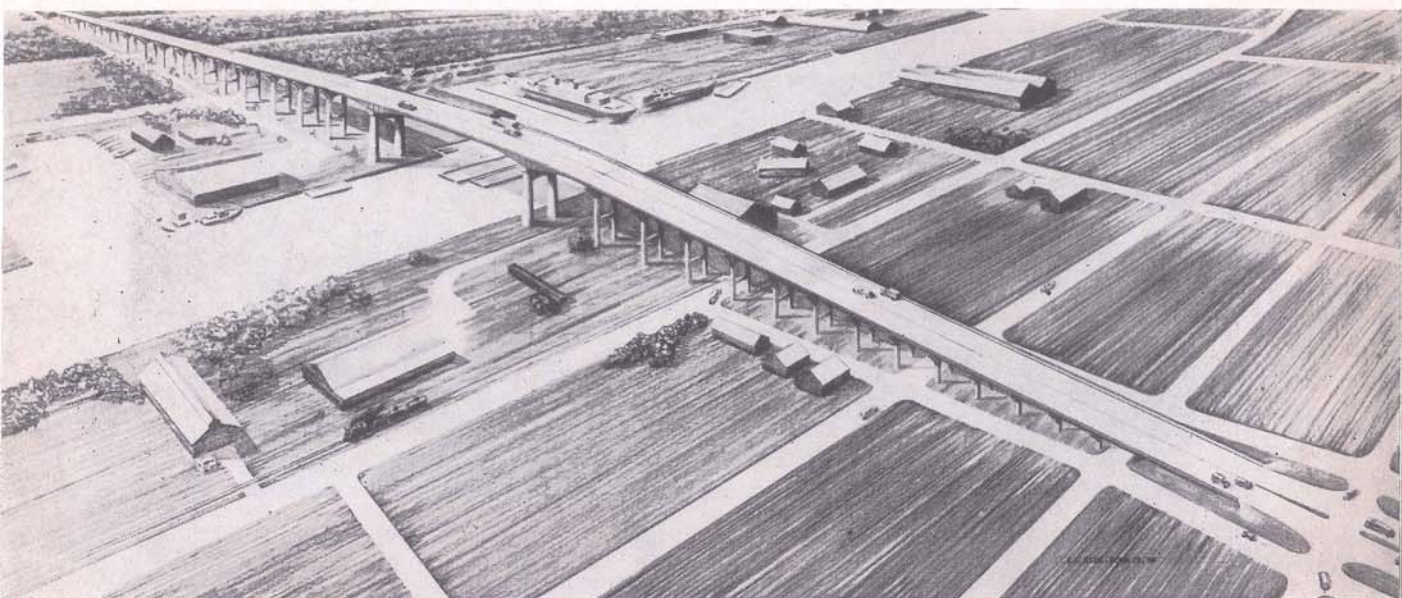
HOGAN BROS., Inc.

GENERAL CONTRACTORS



236 FOCIS STREET

METAIRIE, LOUISIANA



Artist's conception of a proposed fixed-span bridge crossing Harvey Canal, which would eliminate "the worst traffic bottleneck in the State."

highway. Possibilities are very optimistic for this project, which calls for 11.5 miles of new concrete paving on a new location. It has been surveyed, preliminary plans have been completed and soil borings made. At Avondale, there will be an interchange of half-cloverleaf design to connect with U.S. 90 near the Huey P. Long Bridge. It will be built eastward, crossing the Company Canal, through Westwego, to Marrero, to the proposed Harvey Canal bridge or tunnel, and on to Gretna. There, plans call for forking the highway, with one portion continuing easterly to connect with the proposed new bridge across the Mississippi River. This expressway will include two 24-foot roadways with controlled access, two 24-foot service roads with eight-foot parking lanes on the property side. The expressways will be separated by a 40-foot neutral ground for safety in turning movements. The project will be in the \$10,000,000 class.

A cardinal link in this west side expressway will be either a bridge or tunnel crossing Harvey Canal. Vehicular traffic is seriously held up by the present bridge, whose span is open to vessels on an average of every twenty minutes throughout the day.

Popular opinion in the area favors a tunnel, which is estimated to cost about one-third more than a fixed-span bridge of 50-foot clearance. But a certain percentage of vessels using the Harvey Canal would require a greater height than that, which would make the

cost of a higher bridge and a tunnel approximately the same, about \$3,000,000. A tunnel, in the opinion of consulting engineers, has the advantages of being quicker to build, lasting longer, being less expensive to operate and maintain, using less steel than a bridge and being less vulnerable to bombing.

But bridge or tunnel, something has to be done to eliminate what has been called "one of the worst traffic bottlenecks in the State"—the present bridge over busy Harvey Canal.

Our plans include two important waterways. The tidewater channel to the Gulf is featured elsewhere in this publication in a brilliant article by E. S. Pennebaker, general manager of the Texas Pacific—Missouri Pacific Terminal Railroad of New Orleans. A lesser, but still very important project is the proposed deepening and widening of Bayou Segnette, now clogged and rendered impassible to all but shallow draft vessels. A recent survey resulted in the recommendation for a 9-foot depth and 60-foot width, from the Company Canal at Westwego to Bayou Villars. If this plan goes through it will be one of the most important waterways on the West Bank, benefiting not only fishermen in the great seafood industry, but the oil industry as well, and all boats proceeding north and south in this



Borden's

GRADE A MILK PRODUCTS

THE SOUTH'S FINEST MILK
and ICE CREAM PLANT

1751 AIRLINE HIGHWAY

TEmpLe 5511

BAYOU RIGAUD WHARF



BAR — OIL DOCK . . . GASOLINE & DIESEL

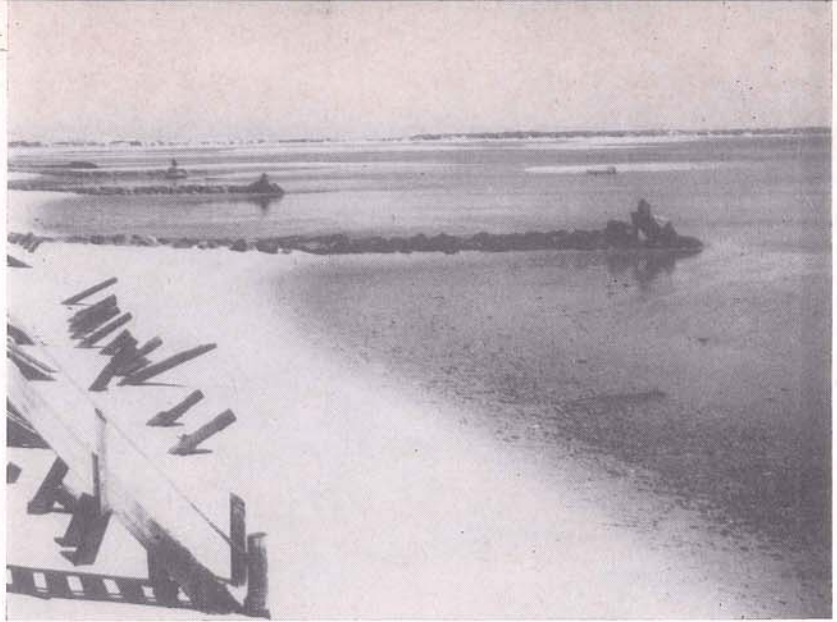
Groceries—Bait—Skiffs—Ice—Seafood Market

"Tut" Cheramie, Manager

Grand Isle 3101

GRAND ISLE, LA.

Stone jetties along the bay side of Cape Cod, Mass., prevent erosion of the beach by action of the tides and waves.



area.

The tidewater channel as we think of it would reach the Gulf of Mexico at the western edge of Grand Isle, where more improvement work will soon be underway. For years the lovely island, a year-round playground with the only surf bathing in Louisiana, has been threatened by a serious beach erosion problem.

As a result of untiring efforts on the part of the Grand Isle Civic Improvement Association, a project for control of erosion on the island was approved in February by the State Department of Highways.

The work will consist of a series of

groins constructed of creosoted timber piles with sheet piling between them, at right angles to the shore and extending about 500 feet. They will be approximately 800 feet apart. The project will cost about \$300,000, which has already been appropriated for this purpose. Plans are now being prepared for the groins, whose length and exact location is subject to change as the project goes into effect sometime this summer.

These are our major civic projects in the unrealized state. We in Jefferson Parish shall continue working toward these objectives with the same unswerving persistence that has brought so many of our needs and aims into existence.

The lovely, eight-miles long beach at Grand Isle has long been endangered by cross-tides and wave-action. Sometime this summer work will begin on a system of jetty-type groins to preserve this year-round playground now and for posterity.





GULF VIEW HOTEL

Situated on the Beautiful Gulf of Mexico

Modern Rooms with Hot and Cold Running Water — Also Tourist Cabins

RESTAURANT AND COCKTAIL LOUNGE IN CONNECTION

"The Fisherman's Paradise, America's Finest Surf Bathing"

PHONE 3381

E. L. Breaux, Prop.

GRAND ISLE, LA.

E. A. Breaux, Mgr.

Harvey Canal Shipyard & Machine Shop

General Rebuilding of Every Type of

WATERCRAFT

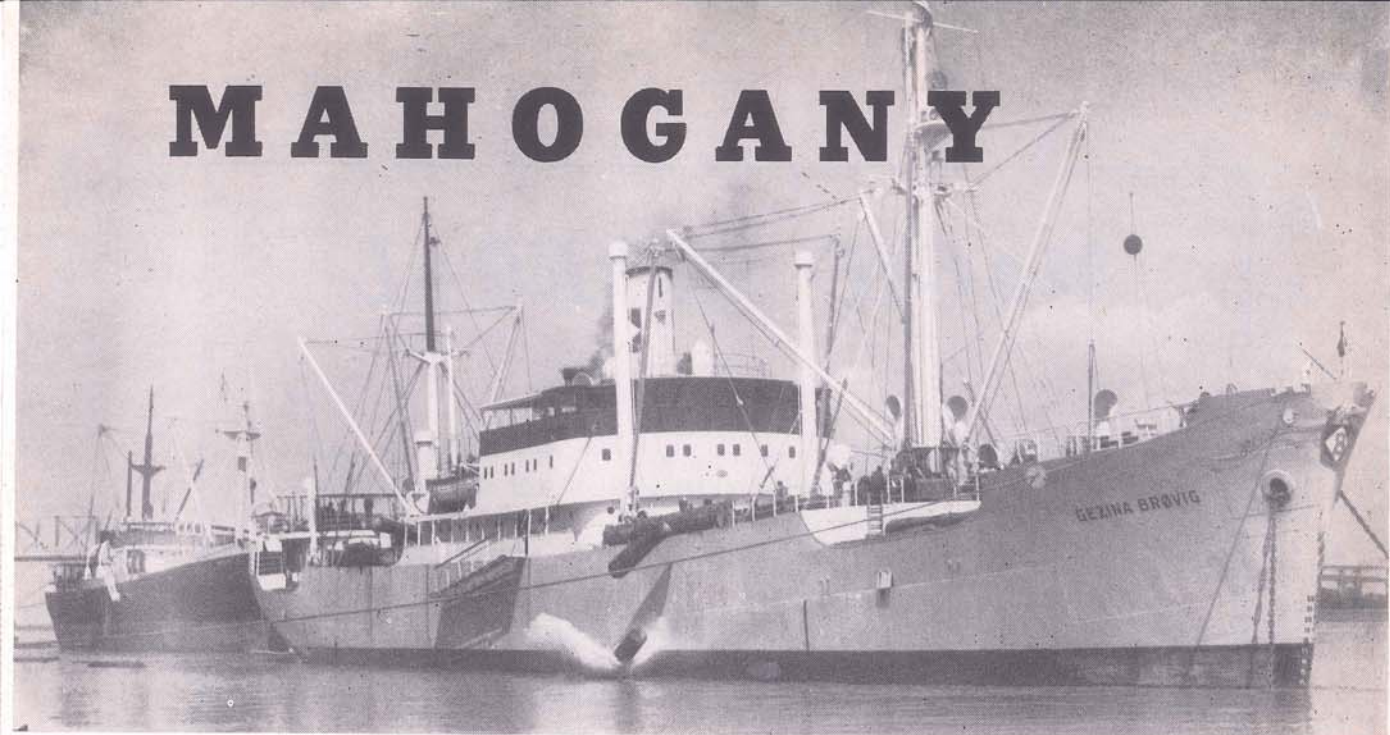
MACHINE WORK — ACETYLENE AND

ELECTRIC WELDING

TELEPHONE CHESTNUT 1929

HARVEY, LA.

MAHOGANY



Logs from Central America (above) are dumped into the Mississippi River. The current carries them into a boom, from which they are hauled into the storage pond.

King of Fine Woods



Because of its majestic appearance in the natural state, the fine grain and lovely texture of its wood, and its great durability, Mahogany has long been known as the "King of Fine Woods." Its woodworking qualities delight furniture craftsmen, and its inherent beauty is simply accentuated by proper finishing. The tree, tall and distinguished, is an aristocrat that stands alone among the other trees in the forest. Since the 16th Century when it was discovered by European colonists and explorers, it has been used in making fine furniture. Here in Jefferson Parish is the largest Mahogany lumber and veneer mill in the world.

Often reaching a height of 100 feet, the Mahogany stands head and shoulders above the surrounding trees. Lowest branches may be 60 feet from the ground.

MAGIC MINERAL



Sulphur, in one form or another, goes into the making of nearly anything you can name: acids and airplanes, cloth and cement, fertilizers and fire extinguishers, motor fuels and movies, hats and hardware, paints and plastics, rubber tires and rat exterminators, matches, metals and medicine.

Sulphur is indeed a magic mineral and the large quantities of it mined by Freeport Sulphur Company in Plaquemines Parish, some forty-five miles below New Orleans, play a vital part in the nation's industrial picture.

FREEPORT SULPHUR COMPANY

Port Sulphur, Louisiana

New Orleans, Louisiana



INTERNATIONAL HARVESTER

TRACTORS, POWER UNITS,
MARINE ENGINES



J. D. ADAMS
ROAD MACHINERY



P & H
CRANES AND
DRAGLINES

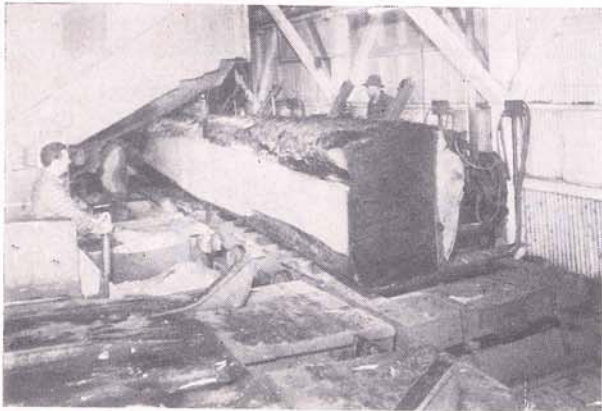


Dunham-Pugh
COMPANY, INC.

BATON ROUGE
MONROE
NEW ORLEANS

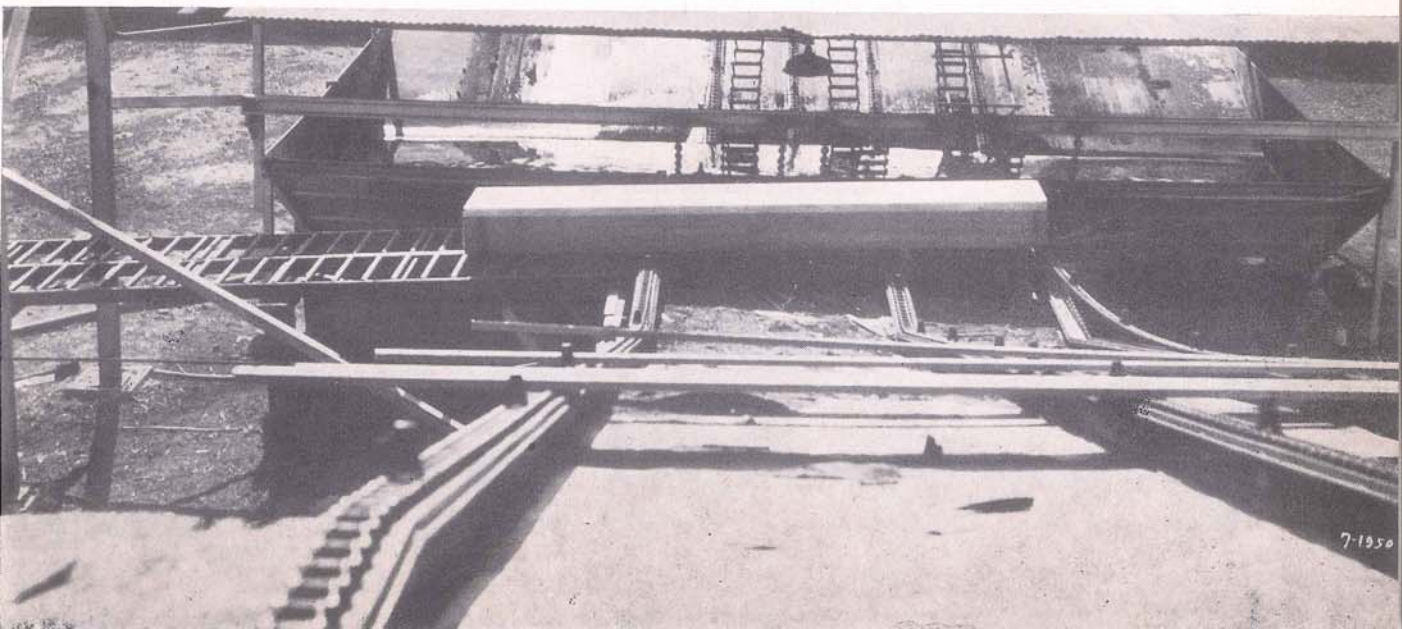


The Freiberg Mahogany Co., at Harahan, world's largest, has been producing Mahogany lumber and veneer for 50 years. The 25 acre storage pond can hold 15,000 logs. Plant includes two saw mills, veneer mill, storage yards and sheds, dipping vats, drying racks, kilns, loading docks and warehouses.



Mahogany logs are cut into boards by great band saws that can turn out 85,000 board feet daily.

"Green chain" with a "flitch," or squared-off log going to the veneer mill. The boards are dipped in vats to kill bacteria and fungus that otherwise would stain the lumber.



LARGEST SERVICE FACILITIES ON THE WEST SIDE



CLAVIERIE MOTORS

AL 3374

Derbigny & Third Streets—Gretna

AL 3374

AL CLAVIERIE
President



DICK BOHN
Vice-President

IPIK PLYWOOD CO.

KENNER, LA.



MANUFACTURERS OF

SOLID CORE FLUSH DOORS



Modern lift trucks stack lumber in storage yard to await drying and then shipment.

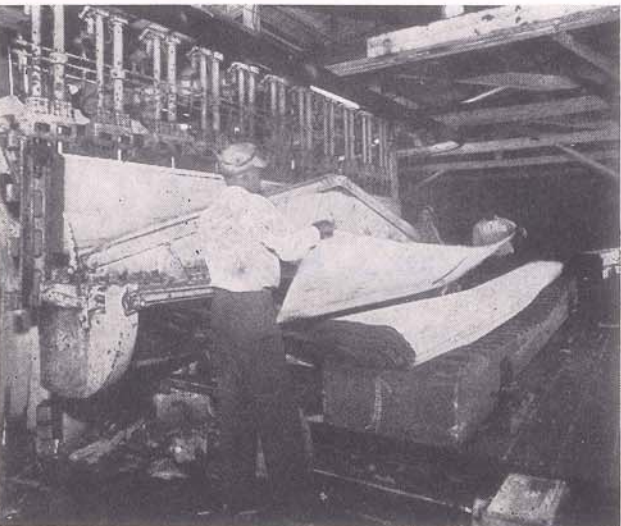
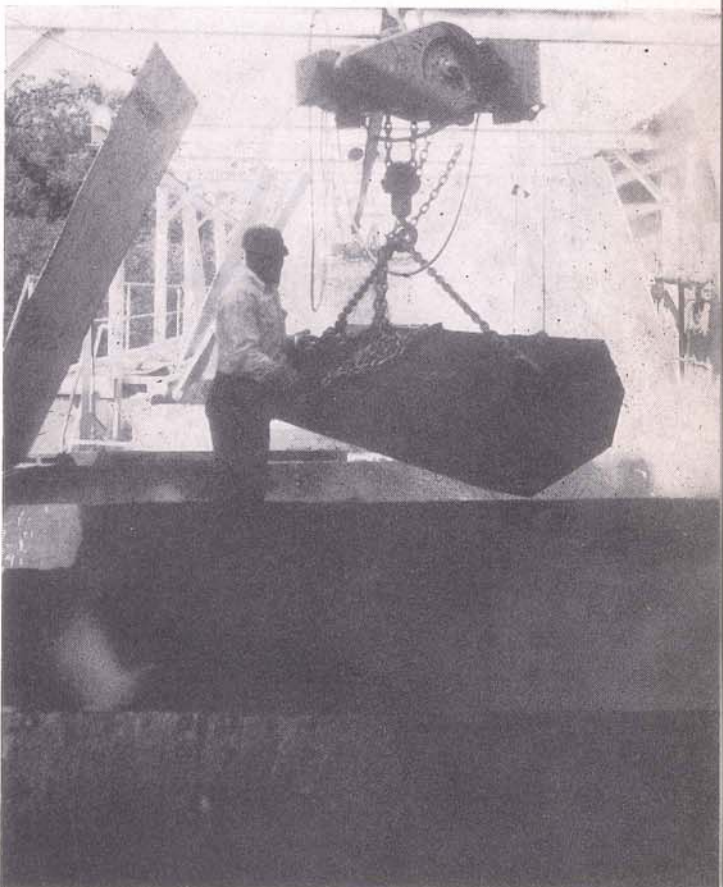
Lumber is dried in reversible cross ventilation kilns where alternating currents of steam-heated hot air dry the Mahogany from the inside out.



Band saws must be sharpened ordinarily after 2 hours use, are 56 ft., 2 in. long, 12 in. wide, cost \$350.

In making veneer, flitches are soaked in boiling water for 24 hours to soften them for the razor-sharp slicer.

Veneer slicer can cut sheets 110 to the inch, as can rotary, not shown. Standard furniture and plywood face veneer runs 28 sheets to the inch. Veneer production here will be expanded 50% by mid-summer.



RHEEMCOTE an Exclusive NEW Decorating Process



NOW the big 55 gallon steel drums as well as smaller containers can be decorated in colors and to specifications, including brand names and trade marks, complete to the most accurate details.

PLUS

A new method of coating drum interiors with non-corrosive and sanitary linings.
All Printed on the World's Largest Lithographing Press.

RHEEM MANUFACTURING CO.

5001 JEFFERSON HY.

TEMPLE 2881

—Sales offices in principal cities—



COTTON CLUB



BEST PLACE TO GO FOR LESS

... Catering To Large Parties ...

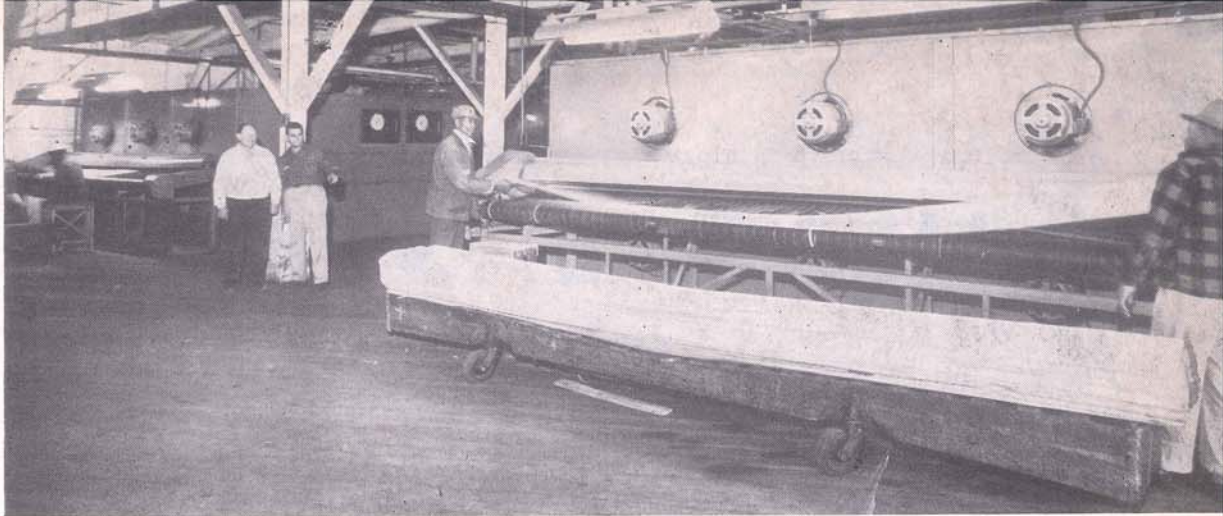
Serving Delicious Food



Bob Landry — Francis Landry

TEmple 9144

2925 Jefferson Highway



Sheets of veneer are dried in 2½ minutes by high-speed dryers, capacity 300,000 feet daily.

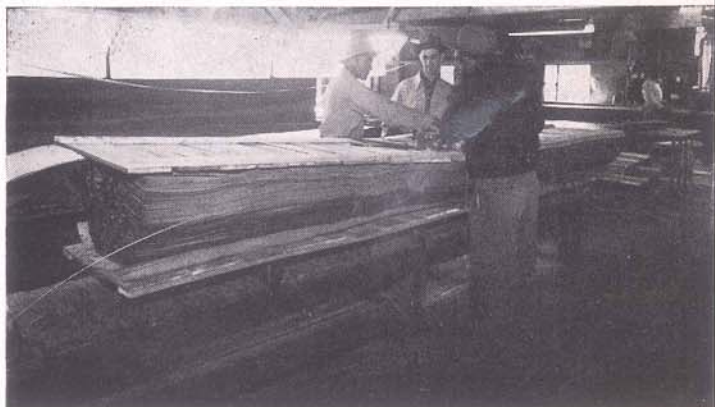
FACTS ABOUT MAHOGANY

- Most of the fine Mahogany comes from British Honduras.

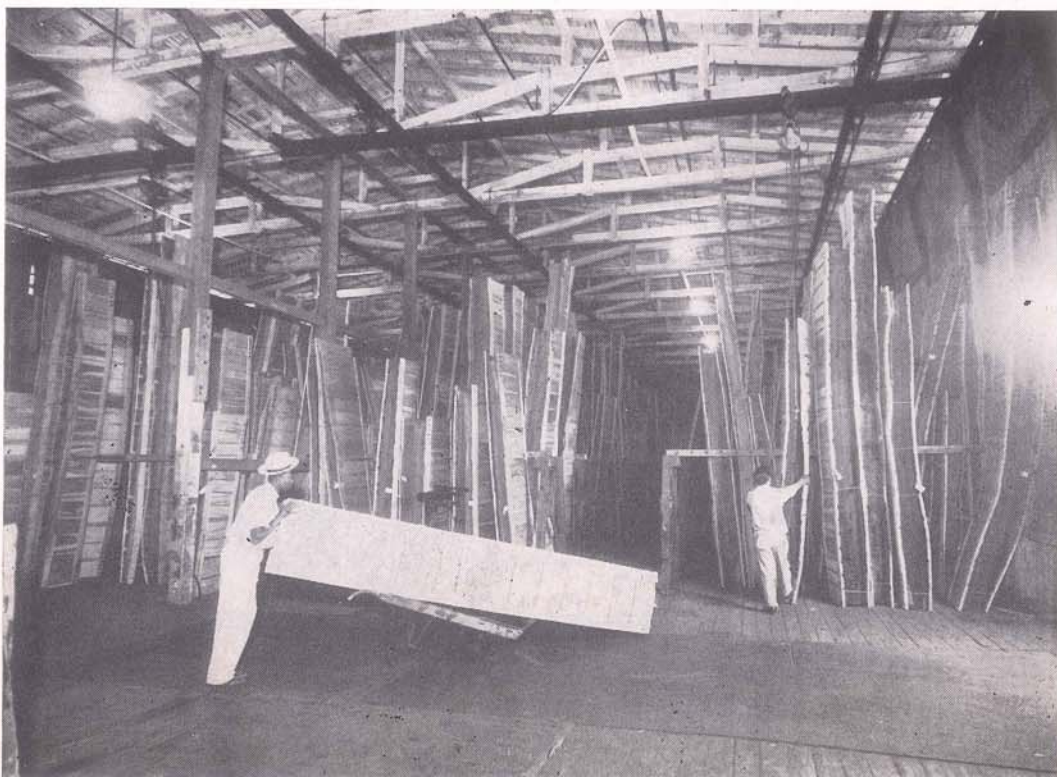
- Growing as much as a mile apart, and reaching a great height, specimens of the "royal race" are spotted today by low-flying airplanes.

- True mahogany furnishes the most valuable commercial timbers.

- Veneer is made only from the finest mahogany logs.



Veneer flitches (above) are crated in exact order sheets were sliced off of flitches. Sample sheets are removed from center and two outer thirds for customer inspection. Veneer is sold only by the complete flitch, awaits shipment (below) in warehouses having 18 million feet capacity.



CHAS. E. SPAHR

DISTRIBUTOR



Pan-Am Petroleum Products

U. S. Tires and Tubes

Prest-O-Lite Batteries

Harvey, Louisiana

Jackson 4848 - 4849

C. P. BOSTON

GENERAL CONTRACTOR

Building Construction — Steel Fabrication



Phones:

Uptown 3192 - 3291

Night: Algiers 5717-J

P. O. Box 344

Harvey, Louisiana



JEFFERSON PARISH POLICE JURY — MEMBERS AND OFFICERS

Seated, from left: John H. Haas, Ward 1, Gretna (McDonoghville); William E. Strehle, Ward 2, Gretna; Terrance J. Adams, President Pro-Tem, Ward 4, Westwego; Weaver R. Toledano, President, Ward 9, Kenner; Mrs. J. P. Smith, Parish Treasurer; Frank J. Deemer, Secretary; Roy Duplechin, Ward 4, Marrero; Miss Janet Raiford, Clerk, and Miss Dolores Haas, Clerk. Standing, from left: Leonce Thomassie, Road Superintendent, West Bank; Leon Nunez, Ward 6, Lafitte; Alvin E. Hotard, Parish Engineer, West Bank; Roger Coulon, Ward 4, Harvey; Ernest Riviere, Ward 8, Metairie; John J. Holtgreve, Ward 8, Metairie; Harold A. Buchler, Assistant District Attorney; B. P. Dauenhauer, Ward 3, Gretna; Wilfred Berthelot, Ward 5, Waggaman; S. V. Applewhite, Parish Engineer, East Bank; Jesse J. Breau, Ward 3, Gretna; Marion R. Tucker, Ward 7, Suburban Acres; James Owens, Bookkeeper; Russell LeDoux, Road Superintendent, East Bank, and John W. Falcon, Ward 4, Marrero.

P. O. BOX 910

PHONE 7775

MORGAN CITY CANNING COMPANY, INC.

CANNERS OF
SHRIMP, OYSTERS AND CRAB MEAT

SHIPPERS OF
FRESH AND FROZEN HEADLESS SHRIMP
COOKED AND PEELED SHRIMP

MAIN OFFICE: HOUMA, LA.

PLANTS — HOUMA . . . GOLDEN MEADOW . . . FRANKLIN . . . GRAND ISLE & CUT OFF, LA.

T. L. James & Company

INCORPORATED

RUSTON, LA.

GENERAL CONTRACTORS

FEDERAL, STATE AND DISTRICT OFFICIALS



Hon. Earl K. Long,
Governor of the State of Louisiana

From right to bottom: Hon. Russell B. Long, United States Senator from Louisiana; Hon. Allen J. Ellender, United States Senator from Louisiana; Hon. William J. Dodd, Lieutenant Governor, State of Louisiana; Hon. Nat B. Knight, Jr., Louisiana Public Service Commission; Hon. Alvin T. Stumpf, Louisiana State Senator, Tenth Senatorial District; Hon. T. Hale Boggs, Member of Congress, Second Louisiana Congressional District.

All Rooms Tile Bath and Telephones

Beauty Rest Mattresses

ROSSI MOTEL COURT

S. ROSSI, Owner

2800 AIRLINE HIWAY — HIWAYS 51 - 61 TEMPLE 6143

One Mile West of New Orleans, La.

PIPE LINE SERVICE CORPORATION

**PIONEERS IN STEEL PIPE
PROTECTION**

**THE MOST COMPLETE EQUIPMENT FOR MECHANICALLY
CLEANING, COATING AND WRAPPING STEEL PIPE, TO
PREVENT CORROSION, WHEN LAID UNDERGROUND**

**GENERAL OFFICES
FRANKLIN PARK, ILLINOIS**

PLANTS

**Harvey, Louisiana
Longview, Texas
Sparrows Point, Maryland**

**Corpus Christi, Texas
Glenwillard, Pennsylvania
Franklin Park, Illinois**