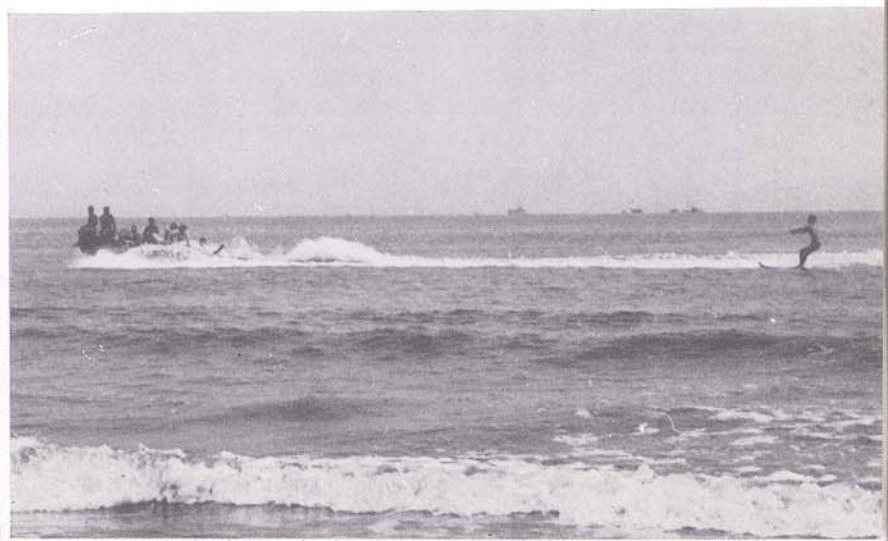


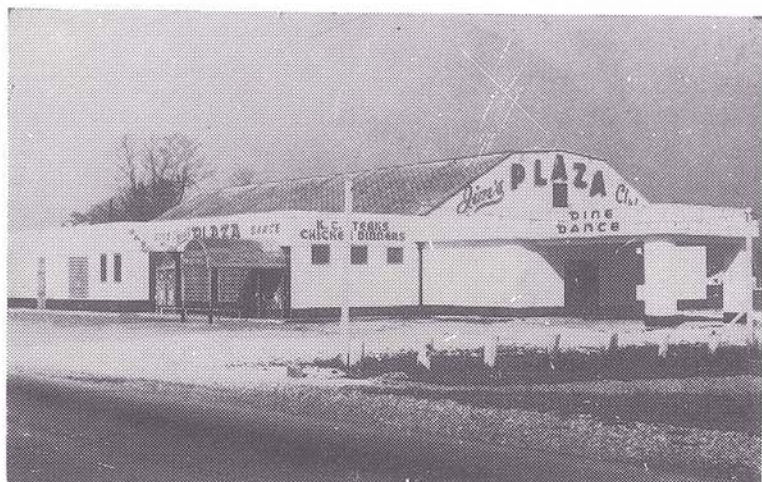


The island offers a wealth of aquatic and other sports. The girls above are catching luscious Blue Crabs, for which Louisiana is noted. Right, a fisherman displays typical catch: The small jewfish weights 2 lbs., the man 225, the large jewfish twice as much as its captor—550 lbs.



Grand Isle's golden beach stretches along its entire southern shore—eight miles—every foot of it perfectly safe for bathers of all ages. Below, water enthusiasts can enjoy their sports from April to November. Left, winter sportsmen get full bags in the Grand Isle area.





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Commercial fishing is one source of income for native islanders. Logs on beach have helped erosion problem slightly by resisting current wash.

Miss Judy Montaldo, right, 1951 Senior and Junior Backstroke A.A.U. Champion of Louisiana, delights in the sparkling surf, the feature enjoyed by most of the thousands of vacationists and visitors. A causeway connects the mainland with the fine paved highway that runs the length of the island. Lateral roads give further access to the many camps, the fine hotels and motels, restaurants, cocktail lounges and two movie theaters. Charter boats of several types are available for deep sea fishing, which is excellent the year around off Grand Isle.



Scores of luggers based here harvest thousands of barrels of succulent shrimp each season. Inland, the island's sturdy oaks slant from the prevailing winds of many years. Oleanders and wildflowers are everywhere, and the lanes are filled with the music of singing birds.



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The Johns-Manville Marrero plant has created an annual payroll of over \$2,500,000 and more than 950 good jobs while spending \$2,450,000 each year for Louisiana raw materials, supplies, power and freight. These expenditures have helped provide jobs in many other industries and have contributed to an ever-increasing standard of living for the people of Jefferson Parish.

\*Reg. U. S. Pat. Off.



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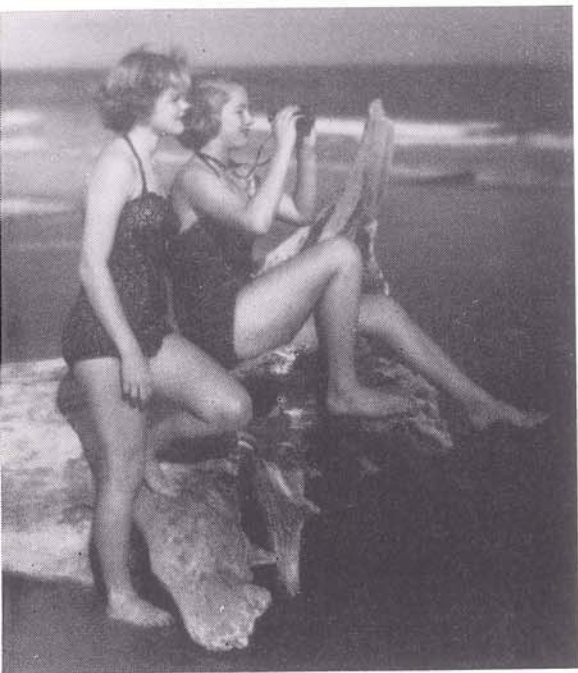
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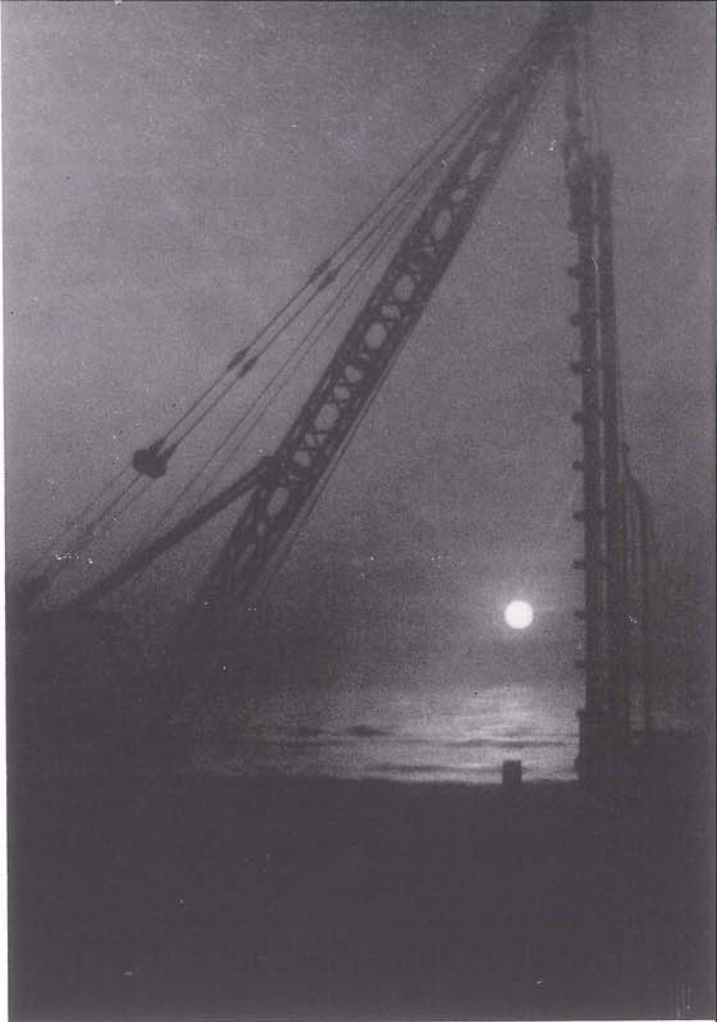
SILICON TETRACHLORIDE  
SULPHUR CHLORIDE  
SULPHUR DICHLORIDE  
TARTAR, CREAM OF  
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Grand Isle's future looks as bright as its past is glamorous, its present, enjoyable. For the rising sun of many dawns last year and this, saw pile drivers of the State Highway Dept. hard at work on the beach-protection project completed recently.



Constructed by the State at a cost of \$300,000, eight sturdy jetty-type groins jut out from the beach. Seriously threatened for years by the scouring action of twice-daily tidal currents, this delightful fishing and vacation spot now permanently assures pleasure and health for untold numbers of people. **END**





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# JEFFERSON PARISH POLICE JURY — MEMBERS AND OFFICERS

Seated, from left: B. P. Dauenhauer, Ward 3, Gretna; William E. Strehle, Ward 2, Gretna; Weaver R. Toledano, President, Ward 9, Kenner; Terrance J. Adams, President Pro-Tem, Ward 4, Westwego; Frank J. Deemer, Secretary; Mrs. J. P. Smith, Parish Treasurer; Mrs. Dolores H. Gonzales, Clerk, and Miss Janet Raiford, Clerk. Standing, from left: Jesse J. Breaux, Ward 3, Gretna; Leon Nunez, Ward 6, Lafitte; Wilfred Berthelot, Ward 5, Waggaman; Leonce Thomassie, Road Superintendent, West Bank; Roger Coulon, Ward 4, Harvey; Ernest Riviere, Ward 8, Metairie; Marion R. Tucker, Ward 7, Suburban Acres; John J. Holtgreve, Ward 8, Metairie; Stanley A. Stewart, Road Superintendent, East Bank; John H. Haas, Jr., Ward 1, Gretna (McDonoghville); Roy Duplechin, Ward 4, Marrero, and John W. Falcon, Ward 4, Marrero.



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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 Commissioner; Hon. Alvin T. Stumpf, Louisiana State Senator, Tenth Senatorial District; Hon. T. Hale Boggs, Member of Congress, Second Louisiana Congressional District.



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From top: Hon. Vic A. Pitre, Clerk of Court; Hon. Vernon J. Wilty, Assessor; Hon. James E. Beeson, State Representative; Dr. Kermit Brau, Coroner; Hon. Terrance J. Adams, President Pro-Tem, Police Jury; Hon. Weaver R. Toledano, President, Police Jury.



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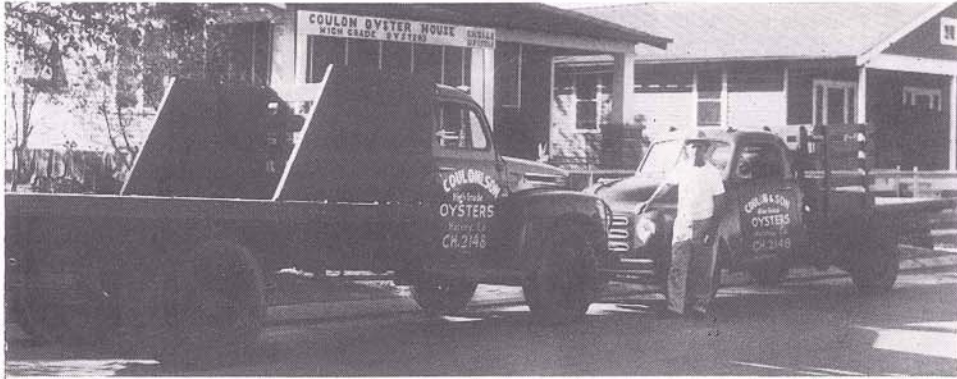


#### COURT OFFICIALS

Top left: Hon. Leo W. McCune, and top right: Hon. L. Julian Samuel, Judges of the 24th Judicial District Court; top center: Hon. L. Robert Rivarde, Judge Ad Hoc, 24th Judicial District Court.

Bottom center: Hon. Frank H. Langridge, District Attorney; bottom left: Hon. Waverly A. Henning, and bottom right: Hon. Nestor L. Currault, Jr., Assistant District Attorneys, 24th Judicial District Court.





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READING is fun, at William Hart School, especially when it's about the circus. The children made the masks and clowns, and the reading lesson about a circus correlates all the work. Front row: Earline Walker, Carol Ann Breslin, Morris Bourgeois. Back row: Stanley Branton, Ronald Carlos. Teacher is Mrs. Marguerite Rhodes.

# Good Schools mean a *Good Start*

By Mrs. A. C. Alexander  
President, Jefferson Parish School Board

The development of Jefferson Parish into a great industrial center has had many and varied effects upon the life and economy of our people. This commercial growth has resulted in a measure of prosperity, an increase of population and housing, and an expansion of our transportation system.

But most important of all, from the point of view of the Jefferson Parish School Board, is the great and ever increasing growth in the number of children it is our responsibility to educate.

In the years 1940 to 1945, the increase, though not phenomenal, was

enough to convince us that our educational facilities were already inadequate. We realized then that many of the school buildings were outmoded, some even old enough to skirt the borderline of safety. During the war years it was impossible to make any but the most elementary repairs, because of the extreme scarcity of materials, labor and financial assets.

The years following the war have been the time of greatest growth in the number of children entitled to education in Jefferson's schools. From 8339 in 1945, the enrollment leaped to 11,856

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for the 1949-1950 session.

Still the population swelled, the industrial picture brightened all the time, and it did not require too much foresight to predict an ever increasing enrollment which our schools must absorb. Meanwhile the existing facilities were becoming more and more crowded with every opening term.

Consequently the people of Jefferson needed little urging to go to the polls on September 20, 1949, and vote for a \$5,500,000 bond issue for general repairs and the building of new structures.

With the money resulting from the bond issue we felt assured at the time that we could achieve our construction needs, which included not only entire new buildings and additional classrooms, but gymnasium-auditoriums, lunch rooms, improved and enlarged sanitary facilities and other adjuncts necessary to the proper educational housing of children.

We had considered the annual increase in enrollment, which was about 1000, and we allowed for a reasonable rise in costs. However, in September, 1950, the schools of Jefferson Parish registered an enrollment of 13,392 pupils, or 1536 more than the previous year. This enormous rate of increase was maintained for the 1951-1952 term, when 14,162 pupils were enrolled by the end of the first week alone. The total for the session was approximately 15,000, or well over 1500 more than the year before.

A most important factor was unarguable arithmetic, which has shown an approximate rise in the cost of materials and labor of 35% since this original bond issue.

We forged ahead with our building program, however, constantly impressed with the dire need for these additions and improvements. It was impossible to economize in any way that meant cheapening the quality of the construction. For besides stubbornly holding to our own strict standards, this work had to meet the approval of the State Board of Health, the State Fire Marshal and the Planning Board of the State Board of Education.

In some areas the rate of pupil increase was so great that in more than one instance additional rooms were begun in the yard right alongside new or improved buildings, before the originally planned work was completed.

Though many additional class rooms have been finished in the building pro-

gram, plus improvements and rehabilitation of existing structures, and other necessary work, there is an insufficiency of funds to fully complete the two major items of the program, a consolidated high school for the East Bank, and a similar one for the West Bank. We ask the citizens of Jefferson Parish to go to the polls and vote for an additional bond issue for this purpose.

These two schools will enable us to convert six present high schools into junior high schools, and allow the possibility of adding a junior college to our system.

These important structures, each of which will house at least 1200 pupils, we have planned to be built of steel-reinforced concrete. This type of construction is superior for many reasons, most of them especially important during this uncertain time.

Reinforced concrete buildings do not call for expensive, specified steel girders or stanchions, and they require less steel, most of it in the form of easily produced rods. These buildings would be fireproof and shock resistant, and easily converted to other purposes, in the event of national disaster, for in our planning we have considered any and every contingency.

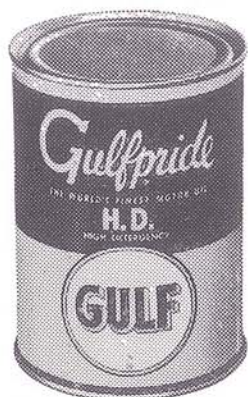
This same thorough and wide-range consideration is reflected in our teaching system, wherein we have taken into account all the various aspects of proper education for today's children. By our methods the pupils are not irrevocably bent to a hard and fast educational pattern by unimaginative pedagogy. Rather are they guided along the paths of learning, and taught to use their intelligence, as well as the historical dates, mathematical formulas and grammatical rules which they must absorb.

With this is flexibly worked in courses in music, the industrial arts and commercial subjects, and such basic studies as home economics and manual training.

Approximately 700 war veterans are taking elementary, high school and business education courses in our schools.

The increased financial burden caused by the rising costs of transportation for the pupils, the hot lunch program, fuel for heating and cooking, and the multiplicity of other expenditures involved in operating an educational system, is furnishing a major problem of finance.

The present time, which is certainly



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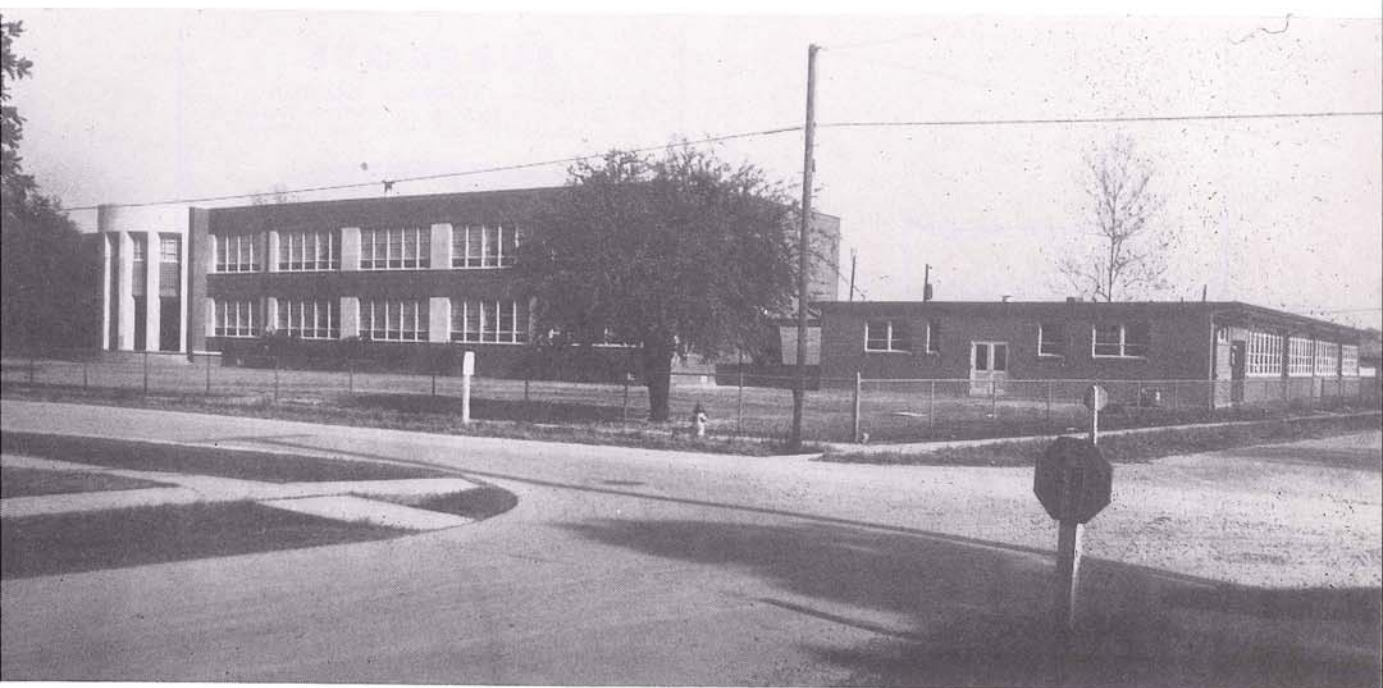
Kenner, La.

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proving to be the most profoundly spectacular in the history of the world, we like to think of as "The Era of Youth". In concurrence with the almost world-wide awakening to the significance of youth, we of Jefferson Parish believe that the proper education of our children is the most important thing in the world.

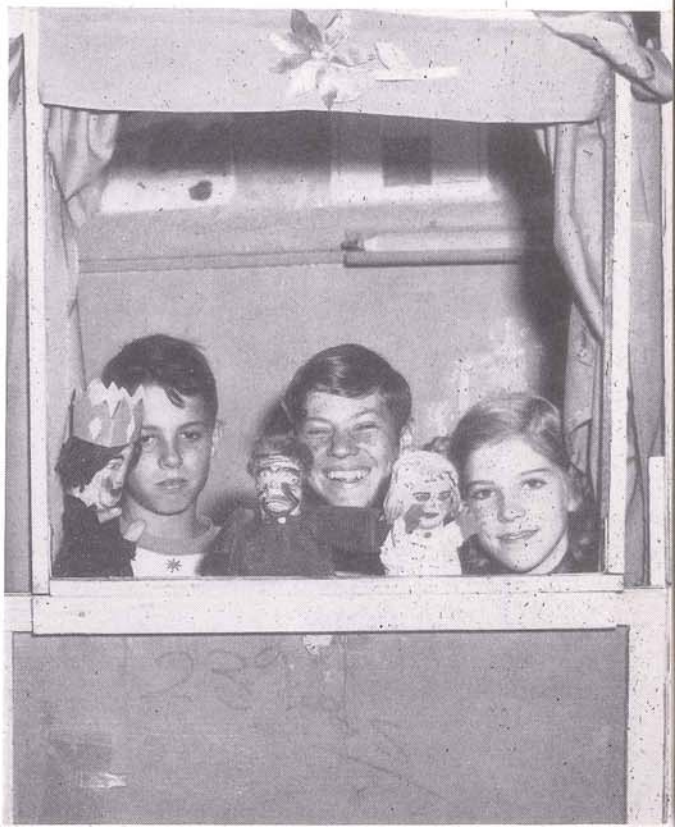
The people of Jefferson Parish, through the agency of its School Board, are eager and resolved to give our children the best possible training for the future, in the best possible facilities we can afford. This feeling is not altogether based on altruism and affection. We look forward to the time when pigtails, cap pistols and bubble gum are past, and these young citizens rise to take upon themselves an adult share in the administration of business and of life.

They must be ready to receive the heritage of industrialization and all its attendant assets and responsibilities. Some of them must prepare to take over the duties of local, state and national offices in our government, and they must all be cognizant of their great general responsibility of being simply good citizens.

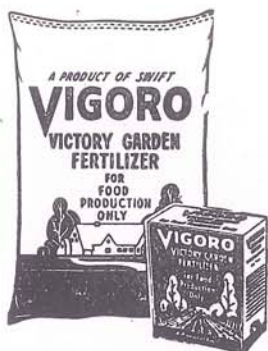
It is our great desire and determination to help them to achieve these ends.

THOUGH not old, Westwego Elementary School needed more space. Additional classrooms are the smaller building at right.

PUPPETS and stage for the play, "Rumplestiltskin" were made by pupils of Deckbar School. Roger Miller played the part of the King, Reginald Wolfgang the Miller, and Sue Rutledge was Winifred, the Miller's daughter. (Note: In this picture, and all that follow, names read from left to right, unless otherwise indicated.)



The interesting story of Jefferson Parish's schools and the construction and renovation program is continued pictorially on the following pages.



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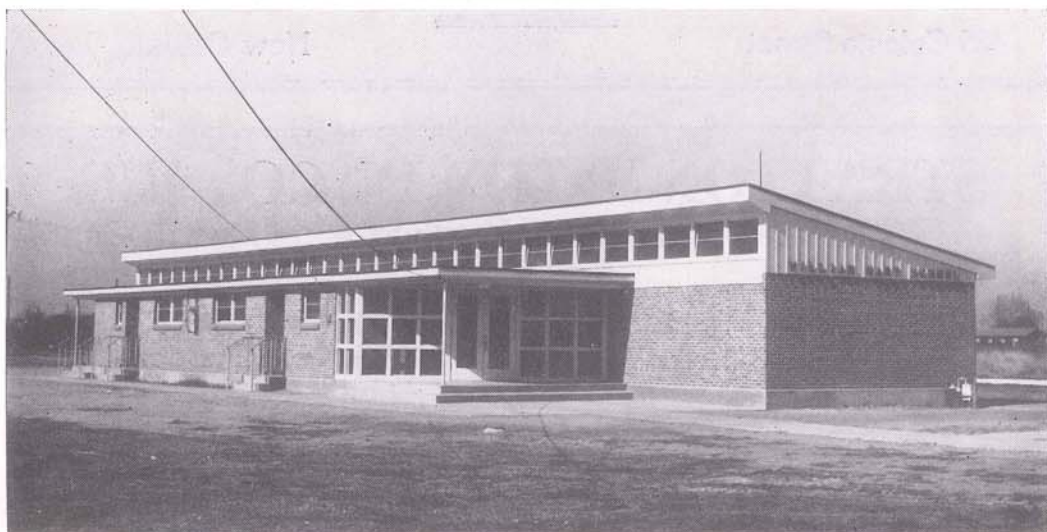
—SEAFOODS OF ALL KINDS—

WEST END OF  
WEST END PARK  
AMherst 1590

BELONGING to the Key Club is the aim of the boys of Metairie High. Those selected become junior members of the local Kiwanis Club, civic organization which sponsors the group. Standing: John De Blois. Seated: Thomas Bonner, Jerry Morgan and Clyde Perrere.



ABOVE is the Bridgedale School and below the William Hart School, constructed from similar plans. Handsome and efficient, the buildings are compact and independent units, used for the education of smaller children only.



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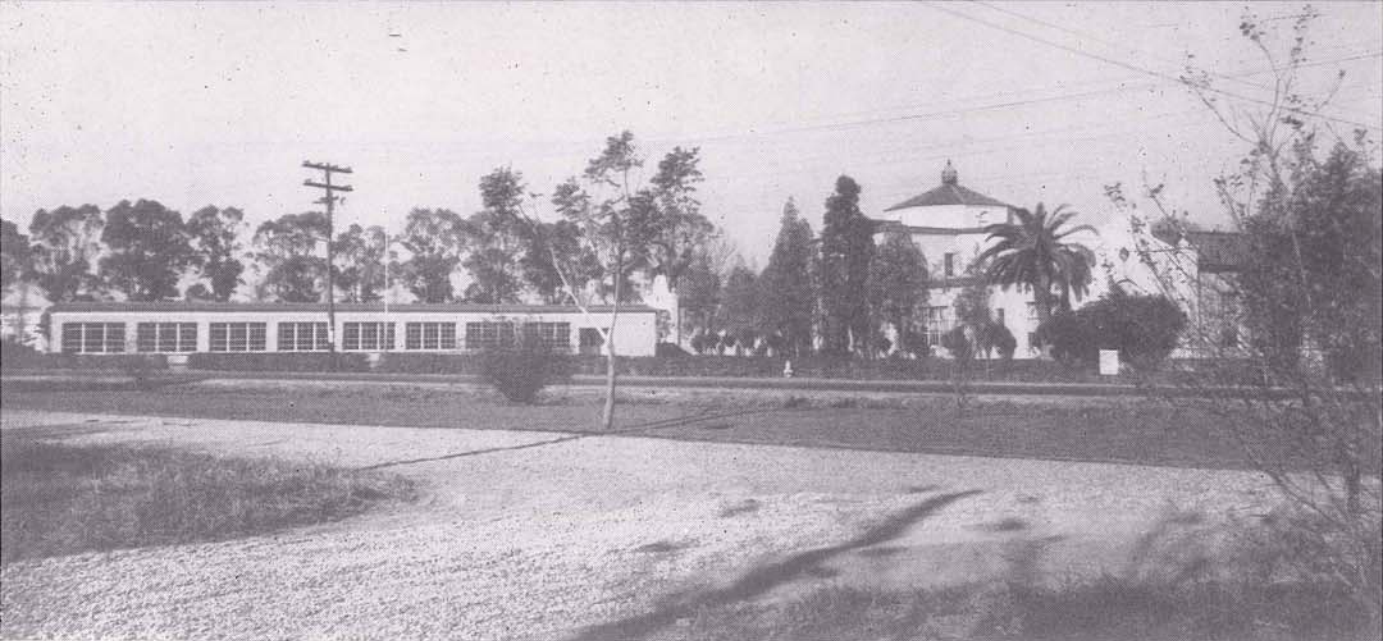
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AT LEFT is the new, one story addition to Harahan Elementary School, with the older, main building at the right.

NEW addition at Wag-gaman School was built raised above the ground, so space below could be utilized for other classrooms when needed. In back is the old school building.

Jefferson Parish has many fine, large brick schools, not shown on these pages. These illustrations are devoted primarily to new constructions and renovations.



SEVENTH and Eighth Grade departmental class, Metairie Grammar School, where pupils are trained to work in centralized library and distribute books. Seated: Pat Groff, Sally Robert, Barbara Funck, Ann Gillian. Standing: Mrs. Rosemary V. Douglass, Librarian, Bever'y DeBois, Betty-Lu Dougherty and Elaine Elliot.



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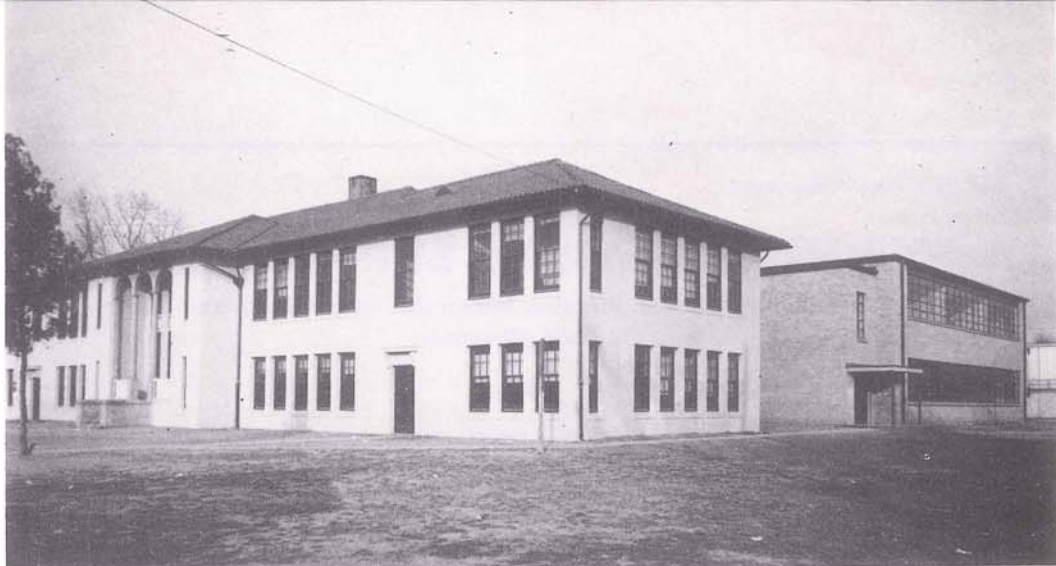
Plant: HARVEY, LA.—Southern Pacific Railroad—EDison 5151

Office: NATIONAL BANK OF COMMERCE BUILDING—Phone MAGnolia 3563

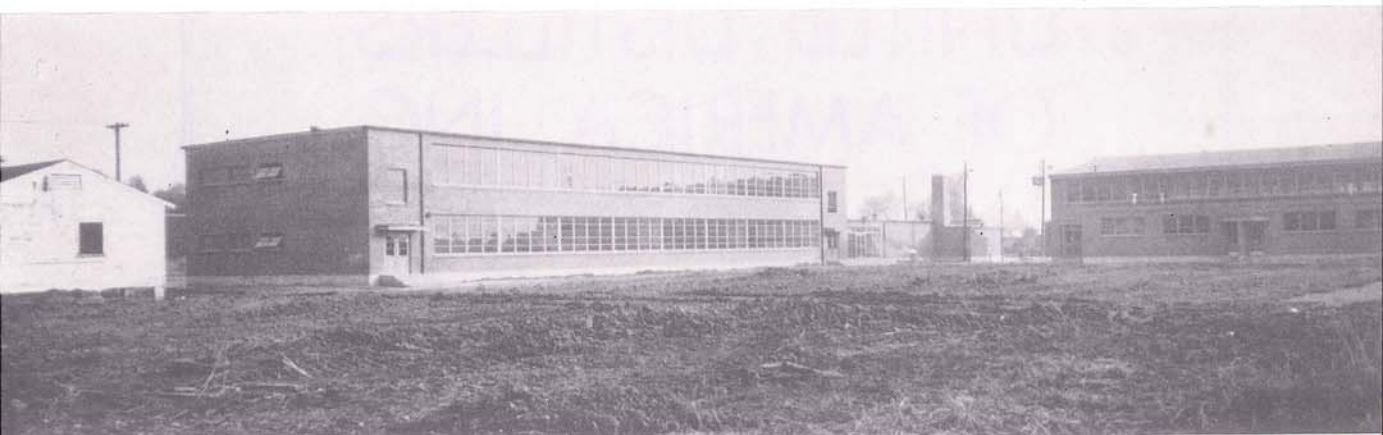
NEW ORLEANS 12, LA.

## **Leo S. Guenther**

**METAIRIE, LA.**



STARKLY simple and modern is the fine new addition behind Eleanor Dolhonde School.



ABOVE, new Shrewsbury High for colored students, with gymnasium-auditorium at the right. Small wooden structure at left is the original school building.

MODISTES of the future. Home economics class at Jefferson High absorbs the attention of Bernie Hocke, Virginia Warby, Gail Barbin, Carol Darne, Jean Daffin and Shirley Nagiola.



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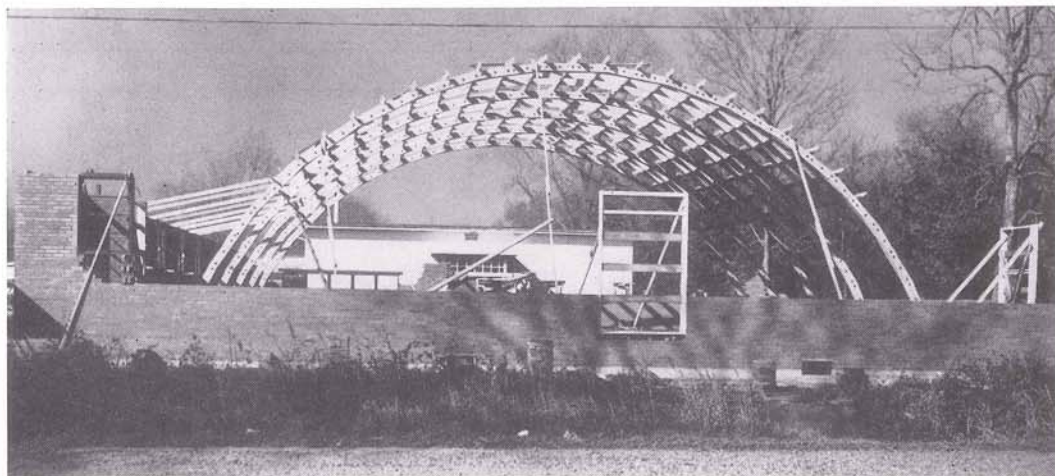


EXTENSIVE renovations were made at Homedale School, above, with additional classrooms constructed in rear.

RIGHT, Marrero High's stamp plan to purchase U.S. Savings Bonds gradually, has kept this school in the lead since September, 1951. These children bought the most bonds. Standing: Frank Muscarella, Nelson Trosclair, Ruth Glidewell. Seated: David Stuart, Paul Barnes Verret, Carol Ann Angelo, Jennifer St. Pierre, Hilda Robichaux and Stanley Pinder.

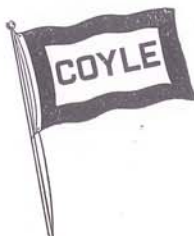


AS IT LOOKED last autumn, gymnasium-auditorium of Kenner High for colored.



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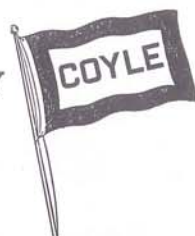


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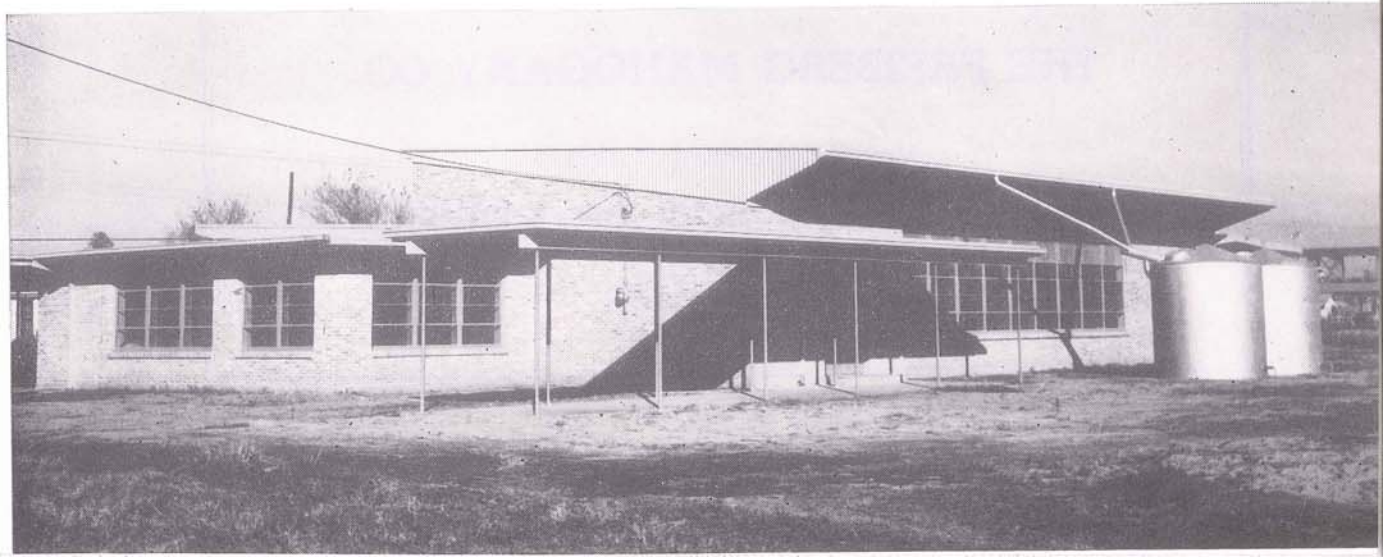


ABOVE, radio program, "Hi-Lites" is broadcast from Station WNOE in New Orleans regularly. Each week a different high school in the area is presented. Gretna High's program was put on by Beverly Trombatore, Marjorie King, Vernell Linss, Olive Becnel, Russell DiMarco, Louise Hodge, Paul Gehring, Carolyn Pertuit and Ora Lee Claverie.



HANGING her stockings at Harvey Elementary's Christmas Party, right, is Elaine Picou. Seated on the floor are Don Cullotta, Cheryl Karney, Dennis Coulon, Hubert Barbier and Ray Ann Laurent.

BELOW, new Bridge City Elementary School.



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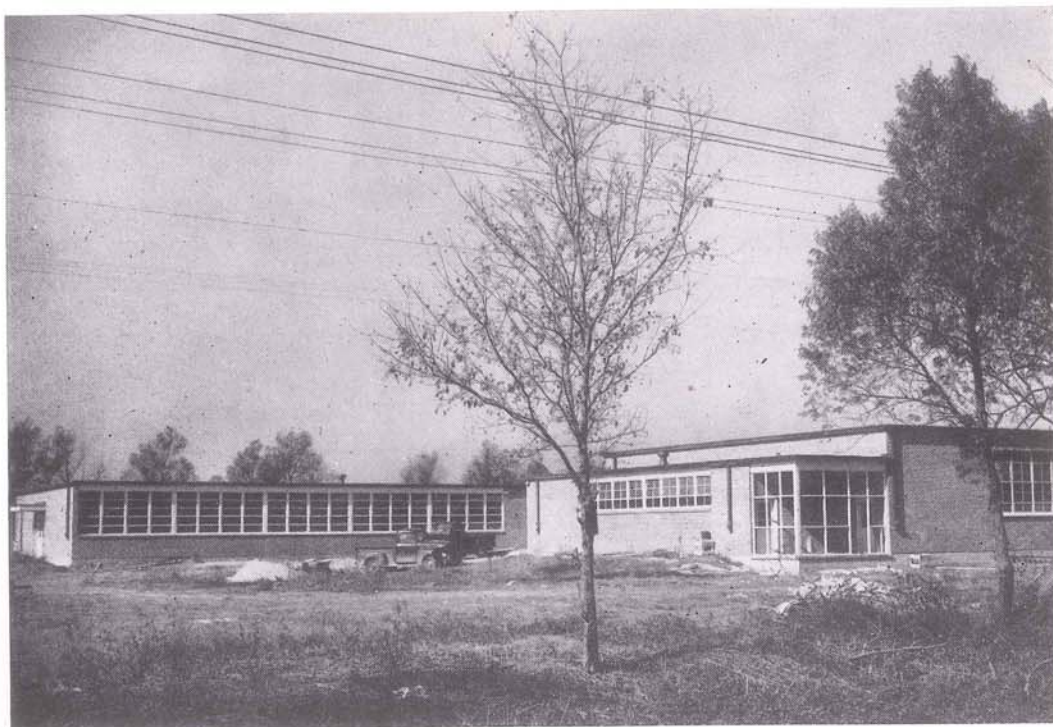
**MAHOGANY LUMBERS AND VENEERS**

JEFFERSON PARISH



JUNIOR Red Cross Representatives from the primary grades, McDonogh School No. 26. Ann Higgins is conducting a roll call meeting. Others at table are Alice Stone, left, and Pamela Stockton, right. Standing: William Francis, Carolyn Truel, Danos Kenny and Linden Hinyub.

CONSTRUCTED last year, new buildings of McDonoghville High School, for colored.



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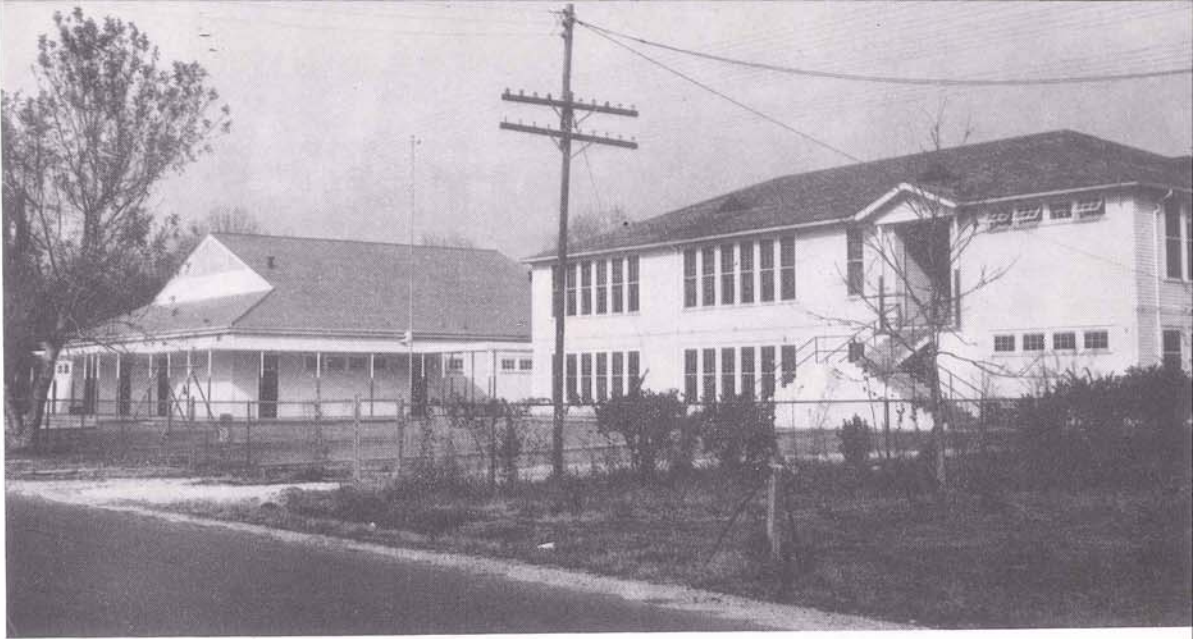
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FISHER SCHOOL at Lafitte was renovated, and a gymnasium-auditorium constructed at left.

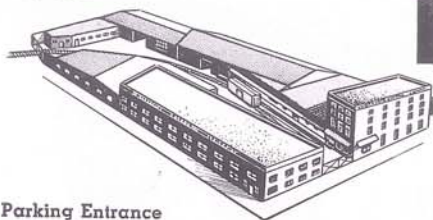


GLEE CLUB at Westwego High enjoys many happy practice sessions. Grouped around piano are James Griffen, Andy Valence, Wayne Griffen, Jewell Vegas, Pearl Rivet, Joyce Galiano and Mrs. Yvonne Weeks, Teacher.

PART of the Parish Band, being conducted by Miss Lone Golden, Music Director for the West Bank schools.



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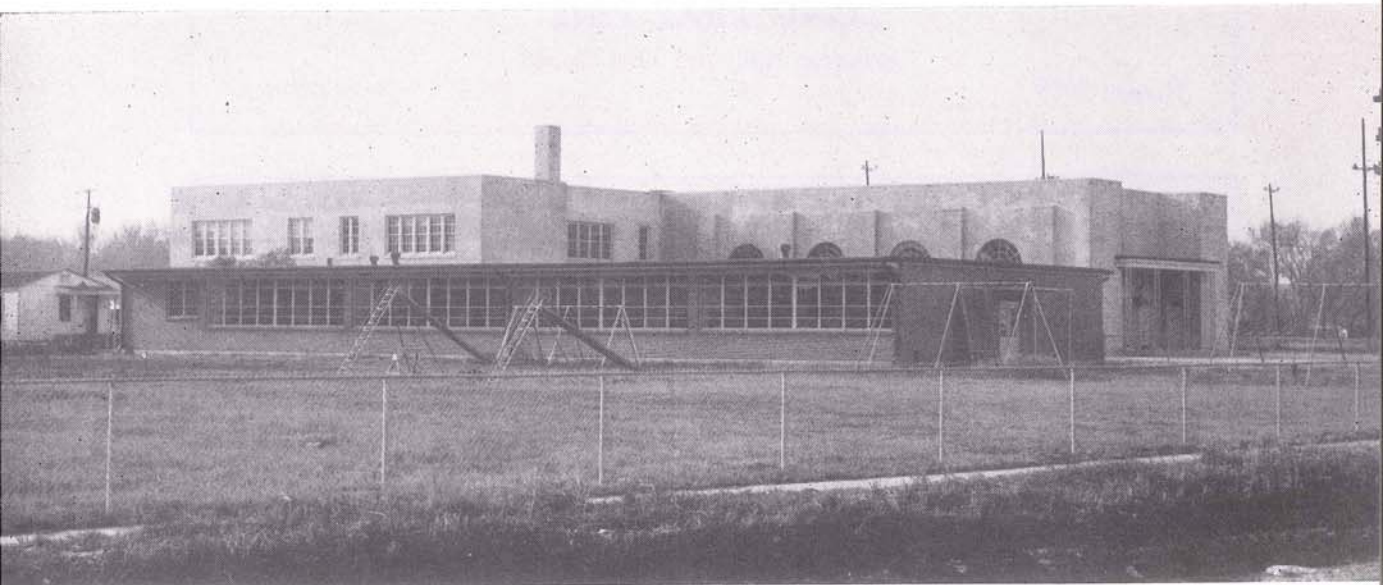
1556 TCHOUPITOULAS

P. O. BOX 87

CAAnal 7531

NEW ORLEANS, LOUISIANA

MAKING garments for Achievement Day are these busy 4-H Club members at Gretna No. 2, under the guidance of Mrs. Leonora Z. Geiger, Teacher and local 4-H Leader. Girls are Yukiye Hattori, Lena Gennaro, Kathryn Geiger, Judith Kleinpeter.



NEW primary department building, in foreground, blends well with initial structure of Jefferson High.

QUITE modern is the addition to the high school for colored, at Gretna, below. At left is the original school building.





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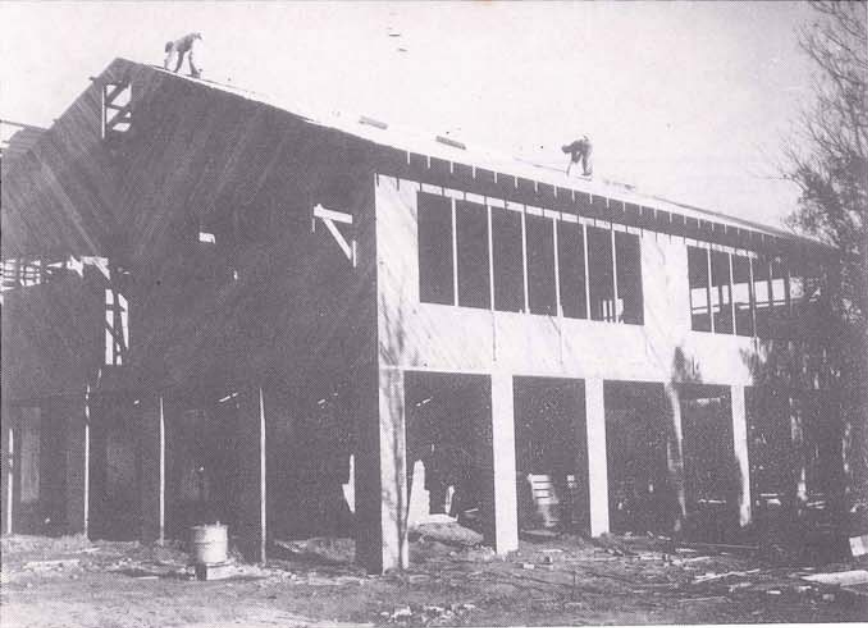
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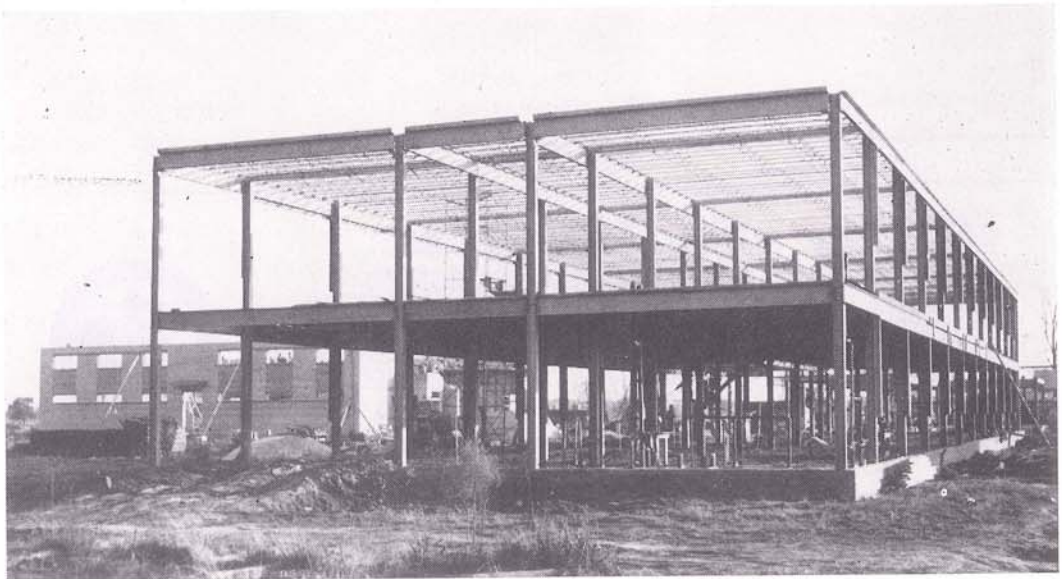
New Orleans



NOW completed, Bridge City School for colored, shown here under construction, looks exactly like the Waggaman School, for white pupils, on Page 127.

STEEL skeleton in middle picture, is framework for consolidated Marero High School for colored.

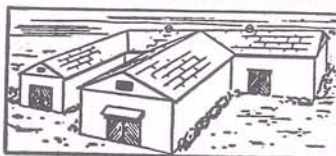
CHILDREN from elementary department of Kenner High School, at bottom, made the apple-turkeys as Thanksgiving activity work in creative art. They are Jack Lum, Philip Roberson, Rena Kay Strickland, Sandra Mae Ruff, Carol Ann Costa and James Chandler.



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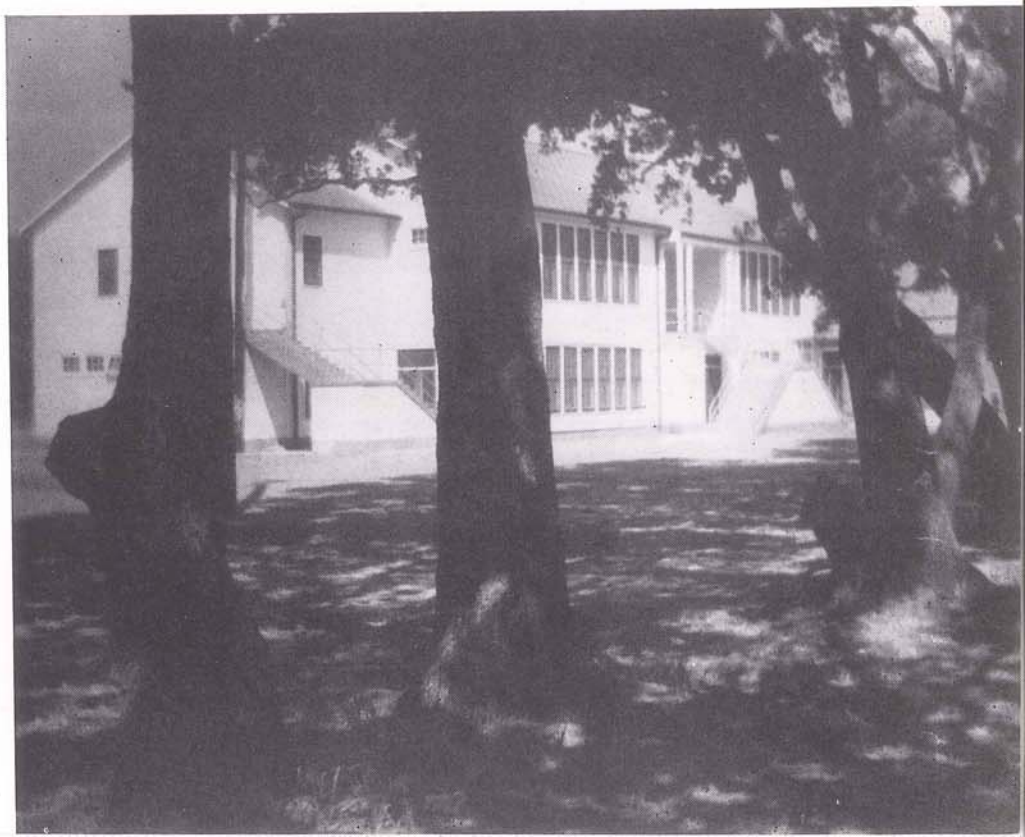
Phone CEdar 2115

METAIRIE, LA.



SUPERVISED play is all part of going to school in Jefferson. Here at Bridgedale School is teacher Miss Naomi Morel with her class, going through an enjoyable "course of study."

RENOVATION and construction was carried on from one end of the parish to the other. Grand Isle School, on the Gulf of Mexico, was raised and below are now classrooms and a gymnasium-auditorium.





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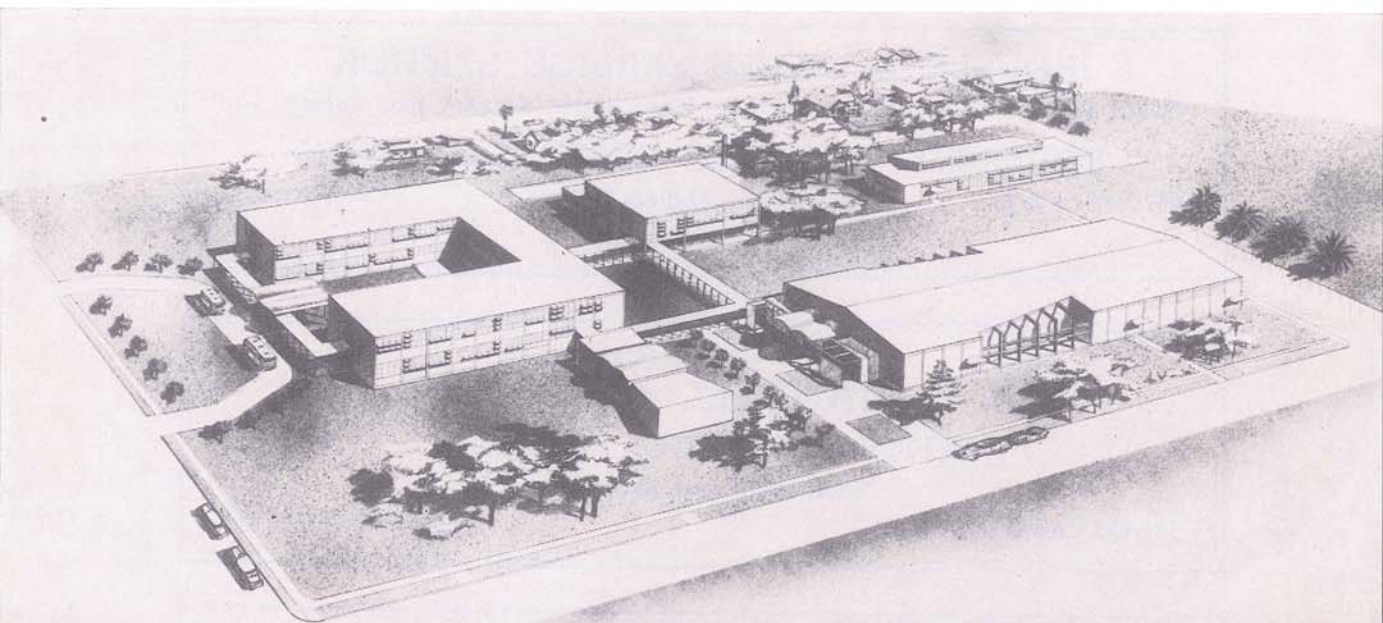
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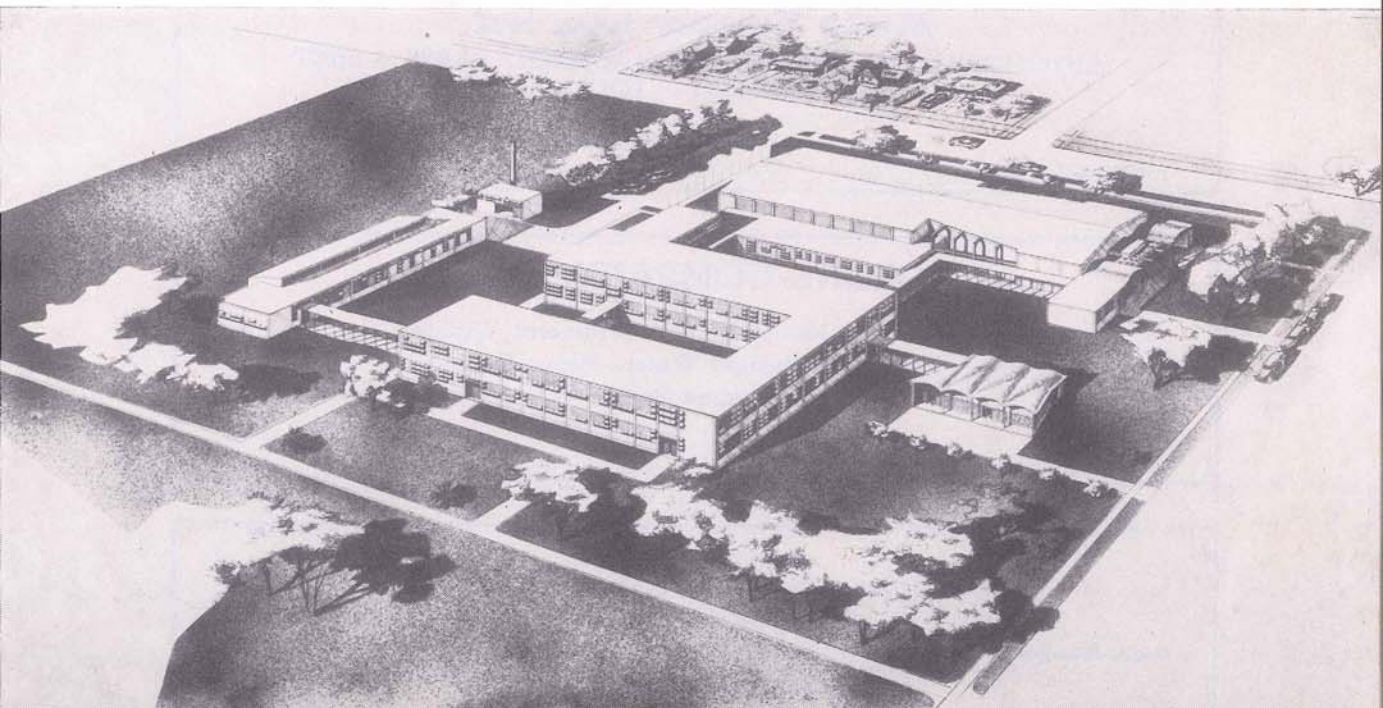
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Seated, from left: Louis E. Breaux, Ward 8, Metairie; Dave Dabria, Ward 4, Marrero; Mrs. Julia Reynaud, Office Secretary; Lem W. Higgins, Superintendent of Schools; Mrs. A. C. Alexander, President, Ward 9, Kenner; Evett R. Schieffler, Ward 6, Lafitte; Horace Terrebonne, Ward 4, Westwego; Bert W. Clark, Ward 8, Metairie; Loney J. Autin, Ward 1, Gretna.

Standing, from left: Walter J. Schneckenburger, Assistant Superintendent of Schools; John A. Angoussset, Ward 4, Marrero; John Calzada, Ward 3, Harvey; Arthur F. O'Neill, Ward 7, Jefferson Highway; W. Richard White, Ward 3, Gretna; August F. Guidry, Ward 4, Marrero; Julius F. Hotard, Vice-President, Ward 2, Gretna; Abel Zeringue, Ward 5, Waggaman; Paul J. Solis, Assistant Superintendent of Schools and High School Supervisor.

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Upper left: Lem W. Higgins,  
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right: Hon. Julius F. Hotard, Vice-  
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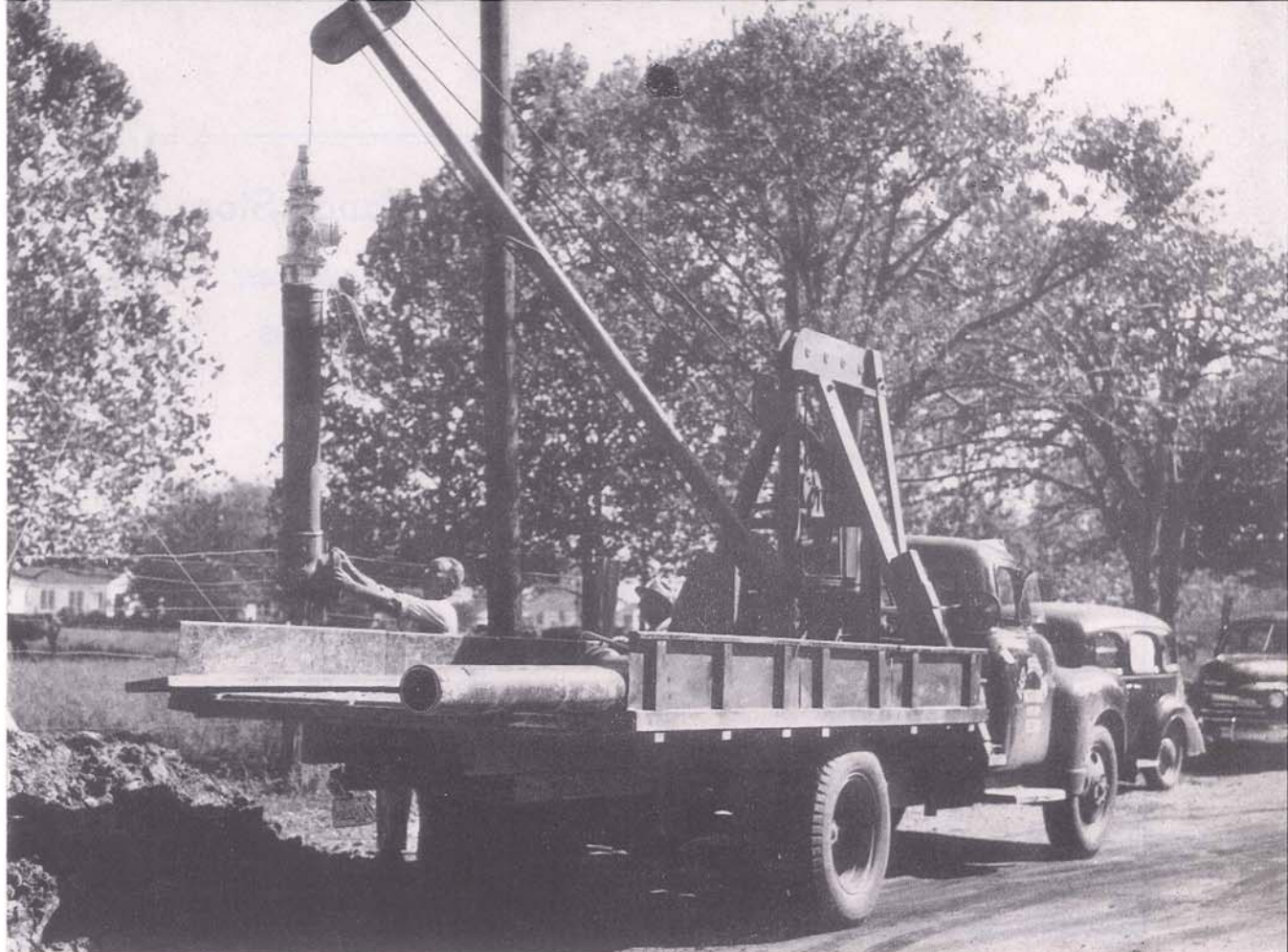
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The story is even better than that. At no time was there the possibility of a slacking off of our source, and all the time, throughout the district and here at the plant, men were working to expand our system for distributing the readily available water.

You might ask how this can be. The answer is in that majestic body of water rolling through Jefferson Parish, the Mississippi River. For the old song is wrong. It cannot truthfully be said that Old Man River “don’t do nothin’”.

He’s old and big, and muddy, it’s true. But besides carrying millions of tons of shipping on his brawny back every year, hauling untold millions of tons of rich topsoil down through the Delta Country from all over the United States, the astronomical amount of water that makes up his long brown body, even at low stages, furnishes infinitely more than this—or any—area can use.

Every day our plant alone can take more than 10,000,000 gallons of water out of the river, and no one can notice the difference. This water we clean and purify and send out over the lines to our consumers. The sediment we pump back

into the river, to continue on its course to the Gulf of Mexico.

This year the East Jefferson Waterworks District No. 1 rounded out twenty years of doing this. From our beginning in 1931, our consumer list has lengthened from 173 to more than 16,000, and still increases at the rate of 1200 per year.

It has been a case of supply and demand working hand in hand. Every year there was more water pouring through our plant, and ever there were more and more customers requiring our services.

We have been literally forced to expand. Eight years after we began operating we were serving water to 3300 consumers through 122 miles of pipe. In 1941, when we were ten years old, there were 4379 names on our list. No doubt you have read or heard—or witnessed — how Jefferson Parish more than doubled its population between 1940 and 1950. An increase of 106%, in fact. Naturally, the water distributing system went right along with this growth. There was no standing still for us. There couldn’t be.

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an additional half-million gallons of water per day. Still there was no let up. In 1947 we laid 5 miles more pipe to serve our then 8909 installations. The following year, down in the trenches went 8 miles more. In 1949, 8 new subdivisions were drawing water from our reservoirs, besides other new residential, commercial and industrial consumers.

At that time we were processing 4,500,000 gallons of water every 24 hours. And that wasn't enough. Not nearly enough. When we looked ahead, measuring the future by the immediate past, we realized more and more that we had our job cut out for us. East Jefferson needed more water than that. More than twice as much. So we set about producing it.

This was the job we completed early last year, a major task. We installed new filters, settling basins, mixing chambers, another raw water intake at the river. New buildings to house these facilities were necessary, electric motors, wiring, switches, dials, gauges, all the multitudinous impedimenta necessary to the operation of a modern water plant.

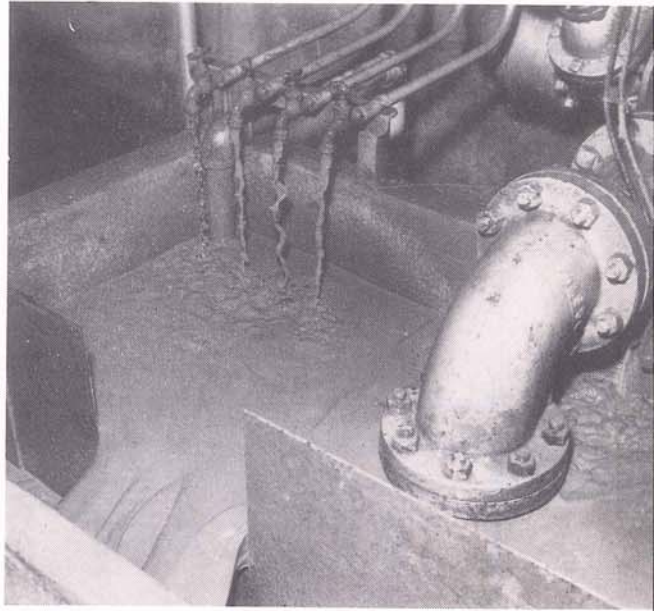
Miles and miles of additional mains were laid, and are still being put down into the ground. That is the never-ending part of the job, and this aspect of it is hampered by the difficulty of getting iron pipe.

So now we are capable of producing 10,000,000 gallons of water per day. When the time comes that the East Bank is pushing close to that figure, we shall have to expand again.

Aside from the many uses to which water is put, one of its most important from the standpoint of safety, is fire-protection. For not only must all these thousands of consumers be served all the water they need and want, but also their lives and property must be protected from the ravages of fire.

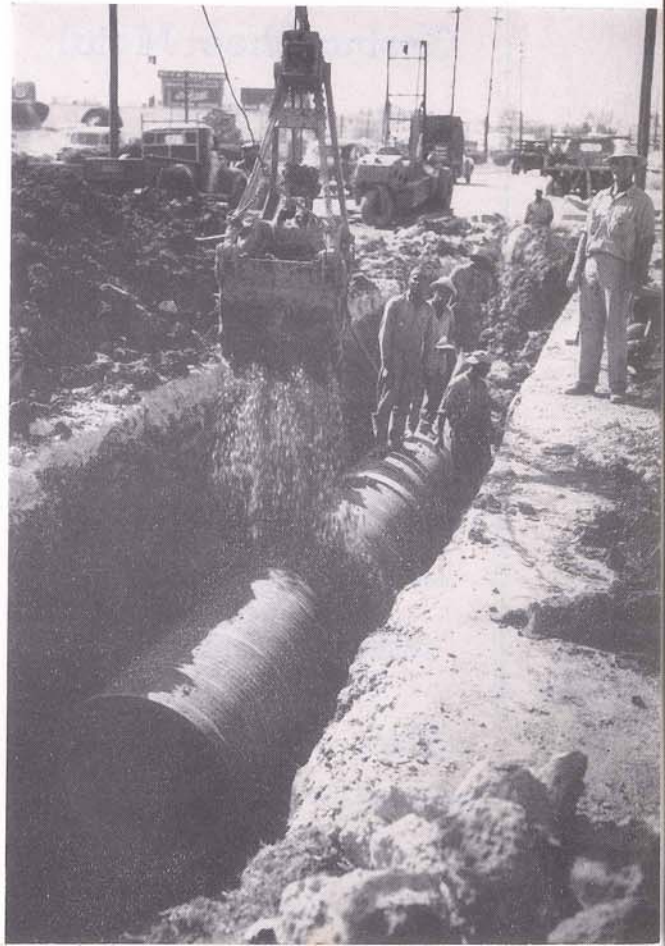
Thus, in January, 1951, we arranged for the purchase of 1100 additional fire hydrants, which when all are installed will double the number in our district. At the same time 75 miles of additional pipe was bought, bringing to almost 300 miles the extent of our system.

Think of it! Ten million gallons of water a day, going through pipe stretched from the Orleans to the St. Charles Parish line, from the river to the lake. And every drop of it throughout this 33,000 acres — approximately 52 square miles — so pure it may be



NOTICE how the water, piped from different sections of the mixing chambers, gets increasingly clearer from right to left. Almost-clear water flows from faucet at left, coming from tank where chemicals have been precipitating most of the remaining sediment to the bottom.

MEN standing on the pipe, below, give some idea of the size of this gigantic fresh, pure water carrier, needed to keep up with parish development.



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drunk right from any fire hydrant in perfect safety. This purity is tested by us, from a different school area every day, and twice each week the strict standards of the State Board of Health double check its wholesomeness.

Merely pumping water into the lines is not the entire story. Far from it. As the water is drawn from the Mississippi it is laden with silt: minute particles of clay, sand and loam. The constant motion of the current causes this matter to be held in suspension. When allowed to remain still, the sediment settles out.

So we first send it to the grit basins, where the heavier particles settle to the bottom. Then, after testing to determine the proportions necessary for this particular "batch", certain harmless chemicals are added to cause coagulation of the remaining matter. This "flock", as it is called, sinks to the bottom and the clarified water is pumped to the filters where it seeps through 3

feet of sand and gravel to the clear well. From here it is pumped to the clear water reservoirs.

It is at this stage potable, but to insure its absolute purity, a little chlorine is added in such quantity as to be unnoticeable. Then, and only then, is it sent out over the mains to the thousands of installations, ready to be drunk, to be used in manufacturing some product—or to be pumped into a burning building.

A rough estimate of our expansion may be easily demonstrated when we consider that during 1940 our plant produced 379,970,000 gallons of water, and in the twelve months of 1951, this output had been boosted to 1,658,791,500 gallons, with a possible capacity of more than twice that amount.

Until recently we had maintained a pressure of 60 pounds throughout the line. But to increase fire-fighting potential, and also to send the vast volume

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of water out to the very ends of our district, it was necessary in some spots to raise the pressure to 70 pounds per square inch.

Water is drawn from our thousands of installations at an average rate of 70 gallons per day for every person, large or small, old or young, in our water district. To maintain this pressure requires a highly complicated and integrated system of pumps, water towers and reservoirs, as we have no natural heights from which the water can flow by gravity.

Yet, with all these problems, our expansion program, our unceasing pipe-laying and installation of outlets, the natural mandate to purify all water, for whatever purpose it may be used—the East Jefferson Waterworks No. 1 furnishes water to its customers at the lowest rates in the state of Louisiana except those in the city of New Orleans.

Still another angle from which to consider our worth to the community, aside from that of a vital public utility, is the purely practical dollars-and-cents aspect. When our plant was first built in 1931, it represented an expenditure of \$1,250,000, to which \$500,000 was added soon after, for expansion began

immediately.

In 1949 we sold another bond issue in the amount of \$1,175,000 for the plant expansion completed early in 1951. These three bond issues were floated on an ad valorem tax basis, but the largest issue of all, for \$5,000,000, voted almost unanimously by the property owners of the East Bank in October, 1950, was for tax-free revenue bonds.

A small portion of this was for further improvement and development of the district. However, the major share, about \$4,000,000, was for the extension of water mains and installation of fire hydrants, for increased fire-protection throughout our district.

Added to the worth of the plant and system as represented by these bond issues, are the normal expansion expenditures from money earned through the sale of water. Thus we calculate the total monetary value of our water plant and its distribution system to be at least \$11,000,000.

This is as of now. If Jefferson Parish continues growing and developing, as it has in the past dozen years, it will not be too long before we will be forced to expand again.



COMMISSIONERS, DEPARTMENT HEADS AND OFFICIALS OF EAST JEFFERSON WATERWORKS DISTRICT NUMBER ONE

Seated, from left: Commissioners Paul D'Gerolamo, Assistant Manager and Purchasing Agent; Charles A. Boutall, Vice-President; John W. Hodgson, Sr., President and General Manager; Charles J. Kieffer and Blaise Camel. Standing, from left: William D. Young, Acting Secretary; Jacob J. Amato and John C. Boutall, Acting Attorneys.

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GREटना



SETTLING basins are cleaned out periodically, and the sediment is pumped back into the Mississippi River to continue its journey to the sea.

# Number Two is Ready!

By Ed E. Feitel

President and General Manager  
Jefferson Parish Waterworks District Number Two

The tremendous increase in population in Jefferson Parish since 1940 is very noticeable in the Marrero-Harvey section which is served by Jefferson Parish Waterworks District No. 2.

During this span of years water consumption in this area has tripled. There are, of course, several reasons for this increase.

First, the terrific growth of production by large industrial consumers. Second, the influx of new consumers employed by the various big oil companies located in our water district besides increased personnel in other industries. Third, the tremendous amount of new home construction during this period, and last but not least, an attractive one-mill tax on property owners in the district, reduced from 1½ mills in 1950—

plus low water rates and excellent service to consumers.

Additions to the filtration plant and extensions to the distribution system, plus improvements to the production system in general were completed some years ago. However, even now the Board of Commissioners has in the planning stage further expansion and a greater supply of water which they feel will most certainly be needed in the not too distant future.

In August of this year our waterworks will be twenty-one years in operation. Since 1931, among the many improvements that have taken place, necessitated by the rapid and enormous build-up of the area, was the increase of our output from an original 1,500,000 gallons per day to the 5,000,000 we

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now distribute every twenty-four hours.

In 1950 we fully liquidated the original bond issue of \$350,000. A new \$300,000 bond issue in 1947 enabled us to build a new raw water intake at the Mississippi River, construct new filters and extend our distribution system.

Our latest improvement, a complete, \$20,000 electrical system between the plant and the raw water intake station, paid for out of our operating fund at no cost to our water consumers and the taxpayers, has been operating since last August.

Besides our commercial and residential consumers, our industrial customers for water and fire-protection include such concerns as the Celotex

Corp., Johns-Mansville Corp., Southern Cotton Oil Co., Penick & Ford, Swift & Co., Continental Can Co., Commercial Solvents Corp., Stauffer Chemical Co., Southern Shell Fish Co., New Orleans Refinery, Sherwood Refining Co., Avondale Marine Ways, The Texas Co., Douglas Public Service Corp. and others.

The future foretells still greater industrial growth. Come what may the Board of Commissioners feel that Jefferson Parish Waterworks District No. 2 will be ready and able to meet all the necessary requirements to adequately take care of its water consumers.



COMMISSIONERS, DEPARTMENT HEADS AND OFFICIALS OF JEFFERSON WATERWORKS DISTRICT NUMBER TWO

From left: Edward L. Fos, Commissioner; Jacob D. Giardina, Vice-President; Ed E. Feitel, President and General Manager; Anthony Peperone, Commissioner; Carlo Siragussa, Commissioner; Peter J. Russo, Secretary-Treasurer, and Nezem J. Lorio, Plant Superintendent.

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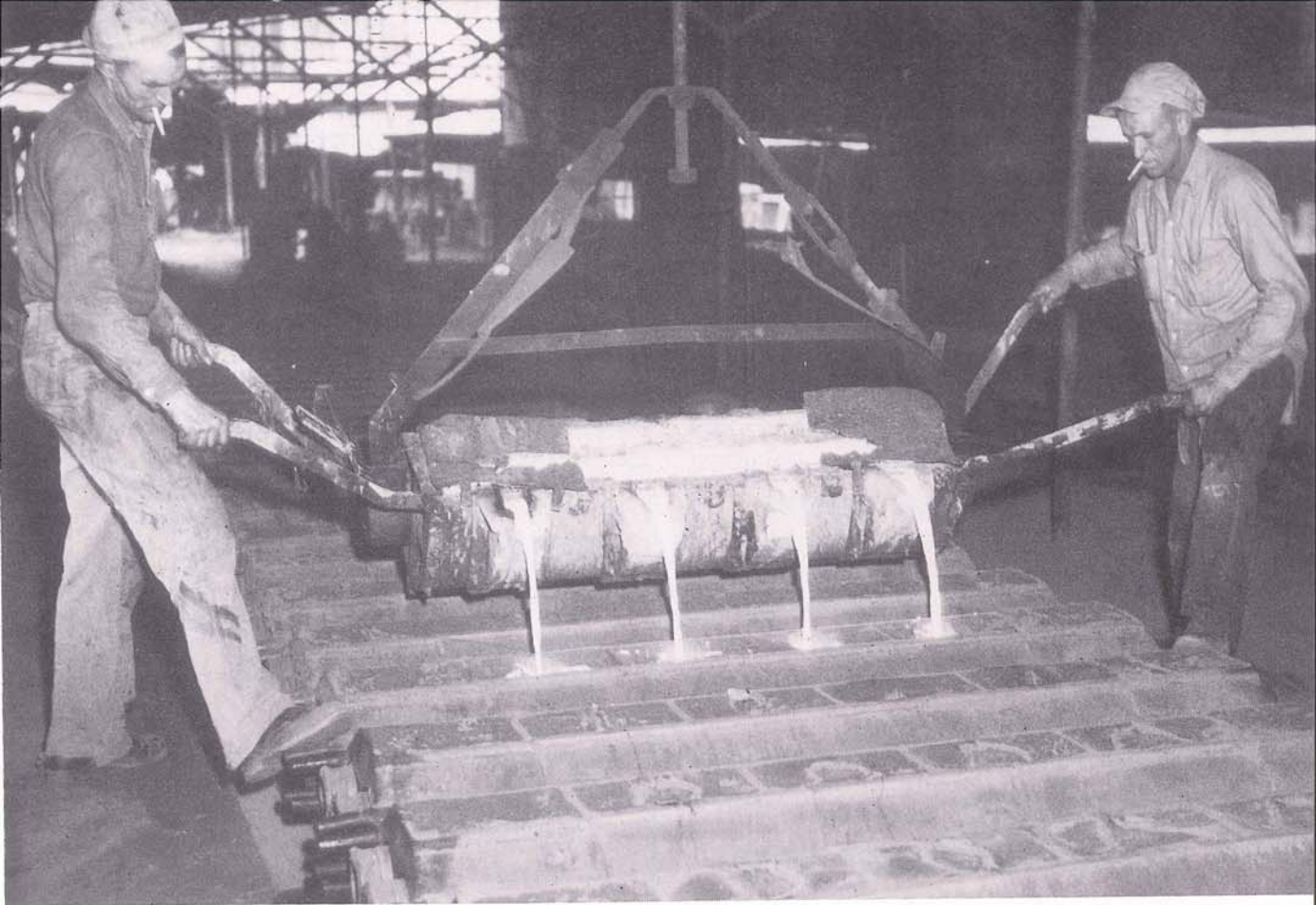
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AT THE K-P Foundry, Gretna, production-line methods are used to turn out cast-iron soil pipe and other products.

# GREटना

## Greets the Future

By William J. White, Mayor

Largest and most important urban community on Jefferson's West Bank is Gretna, bustling city of 15,000 persons.

Gretna has been the parish seat of government since 1884, twenty-nine years before it was granted its city charter.

In amusing contrast to the realistic, business-like spirit of the city today is the romantic manner in which it acquired its present name. For until 1913, this urban area was actually and legally two separate communities, Gretna and

McDonoghville, the village founded by John McDonogh, the philanthropist who left his millions to the public schools of Baltimore, New Orleans and Jefferson Parish.

Gretna, originally called Mechanickham, began as a group of farms owned by hard-working European immigrants. In payment for their labor on his navigation canal—that is now the vitally important Harvey Canal—John Baptiste Destrehan granted these people parcels of land from his vast planta-

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tion.

The romance comes in when Mechanickham became the favorite goal of eloping couples, especially from New Orleans across the Mississippi. Reason was a very accommodating Justice of the Peace, who cheerfully performed marriages at any hour of the day or night. Eventually the village became known as Gretna, after famous Gretna Green, just across the English border in Scotland, where for centuries untold numbers of young lovers fled to "tie the knot".

When the two towns were incorporated as one city in 1913, the name Gretna very aptly was kept by the joined communities. Today we have another Gretna Green, one of our prettiest and fastest-growing subdivisions.

In its beginnings Gretna was a rough and tumble city along the riverfront, which, with its factories and shipping activity, gave work to a populace that knew the facts of life.

Today in a more genteel but none the less realistic manner, the city of Gretna reveals a spirit stubborn in the pursuit of progress. Our record has been one of continual growth, development and improvement.

Industrially our city and its environs accounts for considerable production, which is especially important in these

times. United Distillers of America has a plant here which recently underwent extensive enlargement. Producing alcohol primarily from Louisiana molasses, this plant is the only one in the state that can also distill spirits from grain, in the event of a molasses shortage. This process would also recover much of the residual grain, otherwise wasted, and convert it into first class livestock feed.

Other industries with Gretna locations are Davison Chemical Corp., Southern Cotton Oil Co., the Gulf Refining Co.'s bulk storage plant, the Sherwood Refining Co., Inc., the up and coming K-P Foundry, John Stumpf's Sons, manufacturers of insecticides and disinfectants, and John Chauvin Co., frozen foods.

Raw materials and manufactured goods move in and out of Gretna on the Southern Pacific Lines, the Texas Pacific-Missouri Pacific Terminal Railroad and the New Orleans and Lower Coast Lines. By water, freight pours through the Intracoastal Waterway and up and down the Mississippi River, along which we maintain wharfs and dockside loading facilities for ocean-going vessels carrying freight to and from all world ports.

Highways give us access to the transport network of the nation — not

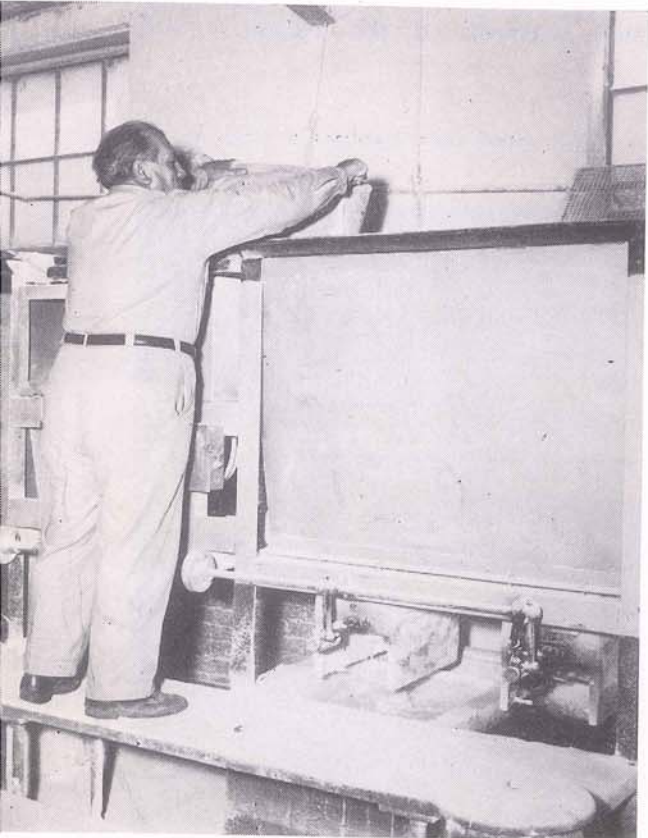
GRETNA is proud of the many new and beautiful homes built in recent years. Hundreds of others are under construction and in the planning stage.





TYPICAL of the new expansion caused by Gretna's growth are the miles of new sewerage and water lines constantly being laid in the ground.

MOST up-to-date purification methods are used at the waterworks. Here lime is being dumped into the mixer, one of the many steps assuring the wholesomeness of the city's drinking water.



enough to keep up with the astounding growth of Jefferson, it is true—but we are, and have been, working on that.

However, Gretna's chief practical importance is as the banking and commercial center of the parish. Located here are the First National Bank of Jefferson Parish, and the Guaranty Bank & Trust Co., which opened its doors—and the first "drive-in" teller window in this section, in March of 1951.

Scores of stores of all kinds line our streets and at night the gleaming neon signs give an accurate index of our growing prosperity. Banks, furniture and appliance stores, stores offering jewelry, musical instruments and records, hardware, automobile supplies and a host of other goods, are all found in our commercial section. Restaurants, movie theatres and drug stores add to the economic pattern.

But the development of our city has not been along commercial lines only. Far from it. Chief among Gretna's aims have been those promoting better living conditions for her citizens, and public improvements that work for the benefit of not only our city but all related communities.

Thus, foremost among the great projects Gretna's official and civic leaders have been fighting for is the proposed new bridge across the Mississippi River to New Orleans.

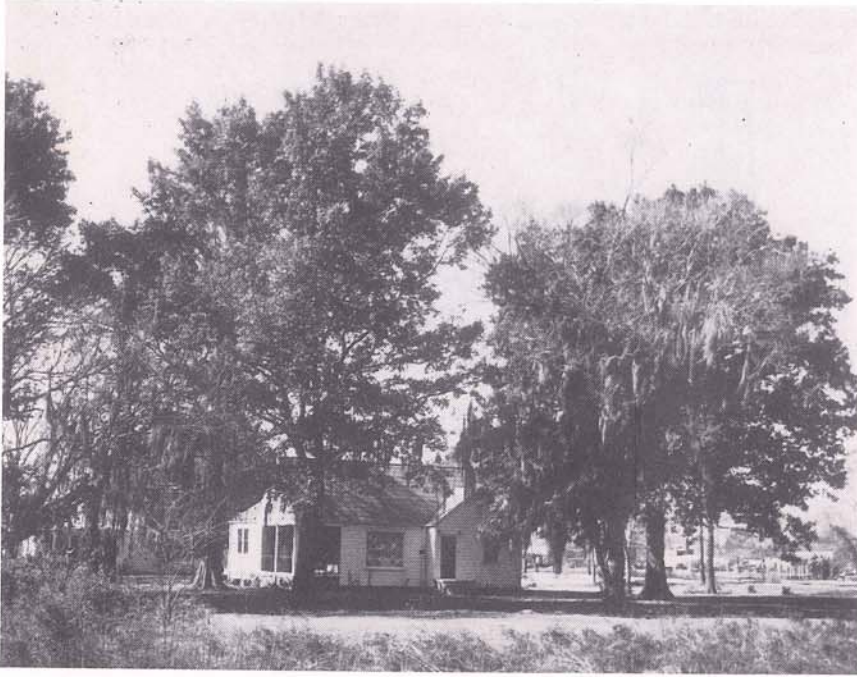
This is a necessity the importance of which cannot be minimized. For years



PARKING space on neutral ground of Huey P. Long Avenue, between Third and Fourth Streets, completed last year. The parking meters, not all of which were installed when the picture was taken, help defray city operating expenses.

NEUTRAL ground on Amelia Avenue, between Fourth and Fifth Streets, was also partly converted to parking facilities in 1951, helping to alleviate traffic congestion in this section.





IN THE rear of the city, pleasant homes nestle in the shade of towering moss-hung trees.

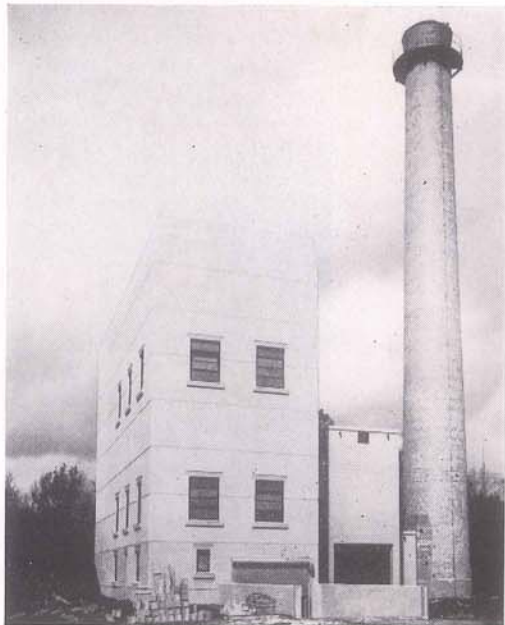
the ferry system connecting the East and West Banks of the river have been inadequate, and the amazing and continuing growth of the industrialization of this area has developed in spite of this impediment. We thoroughly agree with the opinion voiced in the article "Transportation Blueprints" in last year's issue of the Review: That until such a span is built, both West Bank and East Bank will suffer thereby.

This long fight by Gretna leaders began to bear fruit last autumn when on November 27, 1951, the property owners of our city went to the polls and voted unanimously for a \$45,000,000 bond issue to finance the construction of this bridge.

Such a great stride forward is exemplary of the manner in which Gretna recognizes its needs and does something about it. These public projects take the form of extension of our pure water distribution system by 8,630 linear feet last year alone. In the same period over 10,000 feet of additional sewerage line was completed in Virgil, Franklin, Van Trump and Porter Streets in the First Ward.

We are proud of our modern new and recently enlarged schools, our many churches for the followers of all faiths. Completion of the new firehouse in the Second Ward early in 1950 with funds raised by the volunteer firemen,

INCINERATOR for garbage and refuse went into operation early this year.



brought to three the total of firehouses. Altogether we have four engines with full-time paid chauffeurs. Our David Crockett Fire Company Station No. 1, the oldest volunteer fire company still active in the country, was greatly responsible for the forming of the Louisiana State Firemen's Association in 1906.

Work has been going ahead on our recreation program, including the clearing of land on Lafayette Avenue for a playground.

Our new incinerator began operating early in 1952, and last year two new garbage trucks were added to the collection system.

Other improvements of which we are justly proud include our ability to lower our taxes one full mill in December, 1950, and our police force, which con-

sists of a marshal and six police officers, who help us maintain our record of the lowest crime and juvenile delinquency rate in the country.

The increased construction in Gretna Green Subdivision at the end of Amelia Street, was duplicated in other residential sections around the city, notably Garden Park and Suburban Park.

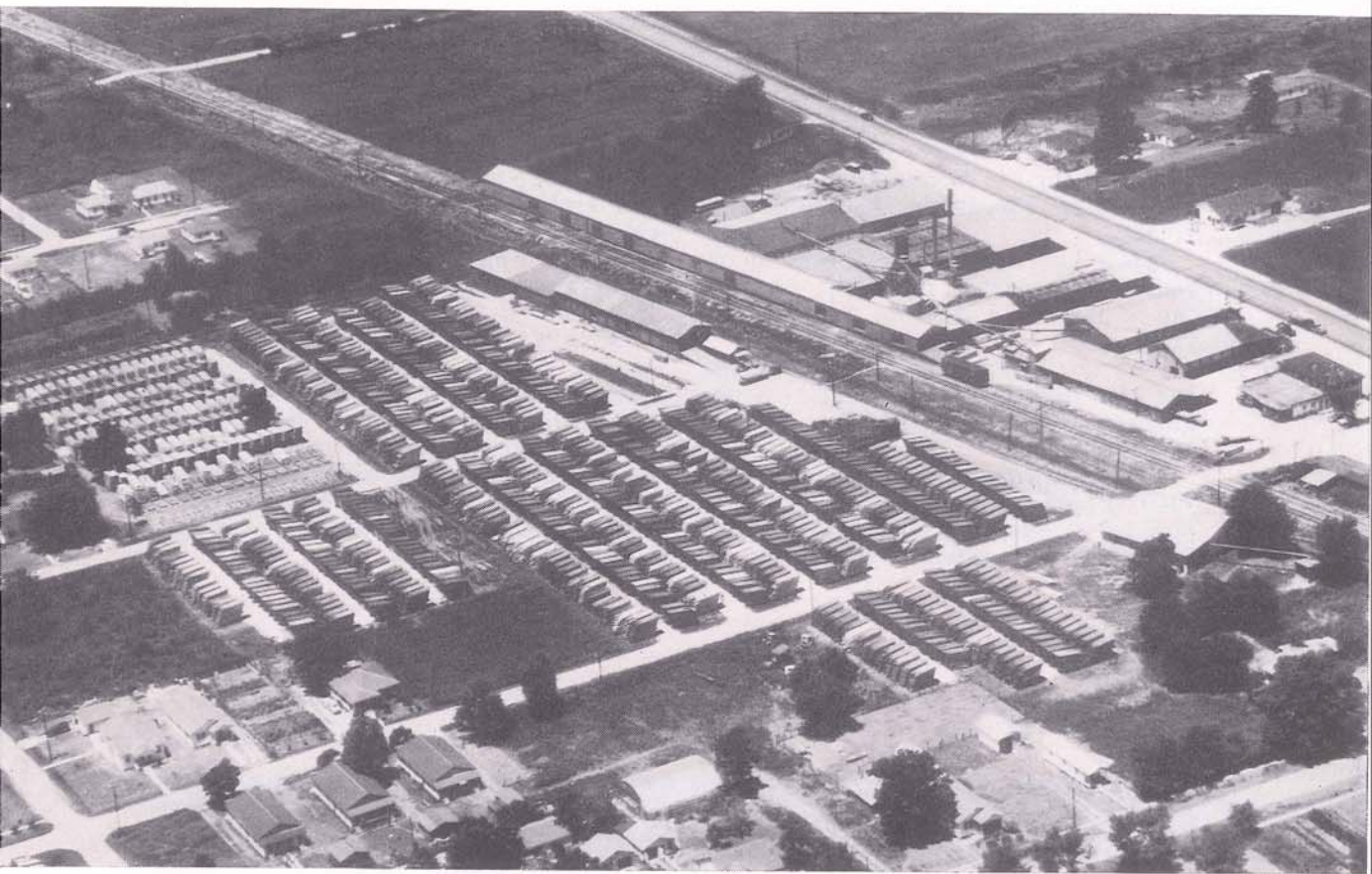
Soon our city will be the site of a new eight-story, \$5,000,000 courthouse and jail.

Now in these troubled times the needs of our country are uppermost in our minds. These of course have highest priority. Directly after come the projects for the improvement of Gretna, and in all these things we shall continue to strive for fulfillment with our greatest strength, for Gretna, for Jefferson Parish, and for America.



#### OFFICIALS OF THE CITY OF GRETNA

Seated, from left: G. Ashton Cox, Alderman; John P. Ray, Alderman; Charles A. Huber, Alderman and Mayor Pro-Tem; William J. White, Mayor; Eugene Gehring, Alderman; Edward L. Hodge, Alderman. Standing, from left: Andrew H. Thalheim, City Attorney; Henry F. Bender, Director of the Budget; Andrew Kraus, City Treasurer; Julius F. Hotard, City Clerk; Joseph Bishop, Supt. of Waterworks, and Alvin E. Hotard, City Engineer. Beauregard Miller, Town Marshal, was unavoidably absent at the time the picture was taken.



The Airline Lumber & Supply Co., at Kenner.

# **KENNER**

## **Means Business!**

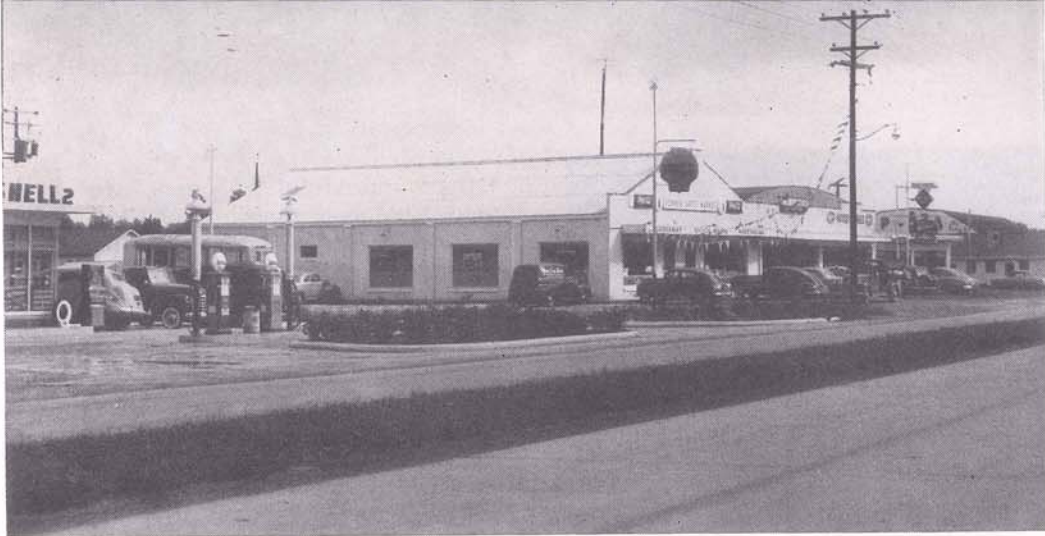
By Dr. Joseph S. Kopfler, Mayor

On June 24, 1951, a plot of ground in the Pope Park Subdivision was dedicated as the first city park of Kenner. This has a significance which is perhaps not at first perceived. But Kenner Park, the first of several recreation centers, is indicative of our rounded, all-embracing civic activity program.

We have long been aware of the co-responsibility of the community to the individual, and the individual to the place where he lives. Our practical, candid aim has been to invite industrial

enterprise to benefit by a Kenner location, but it has been—and will be—our primary determination to solve public needs and develop projects for the best interests and benefit of our people, both residential and industrial.

Thus in line with our "Get Results" policy, the daily delivery of mail to homes was started November 1, 1950. That year saw much accomplished: Reorganization of our Volunteer Fire Department, now declared the best volunteer department in the state; the mov-



NEW GENERAL shopping center for the convenience of the Kenner area, opened in 1950.

ing of our new Post Office into larger quarters; the opening of a new bank, one of two on the East Bank of the parish.

Last year much was done along civic lines. Almost a mile of Williams Street, our main city thoroughfare, was surfaced, besides other road construction and improvement; fire-fighting classes have been held each week, with lectures by a Fire Captain from the New Orleans Fire Department; our telephone rates were reduced to the same as those of the Crescent City next door, when operation of the \$500,000 Kenner office of the Southern Bell Telephone & Telegraph Co. began last June.

A new Methodist Church was completed, bringing to almost a dozen the places of religious worship of all denominations, for spiritual guidance is genuinely part of our way of life. Traffic lights were installed along the Airline Highway and Jefferson Highway to better handle our ever increasing traffic. We are determined to live up to the

National Safety Council Award given us for having no traffic fatalities during 1950.

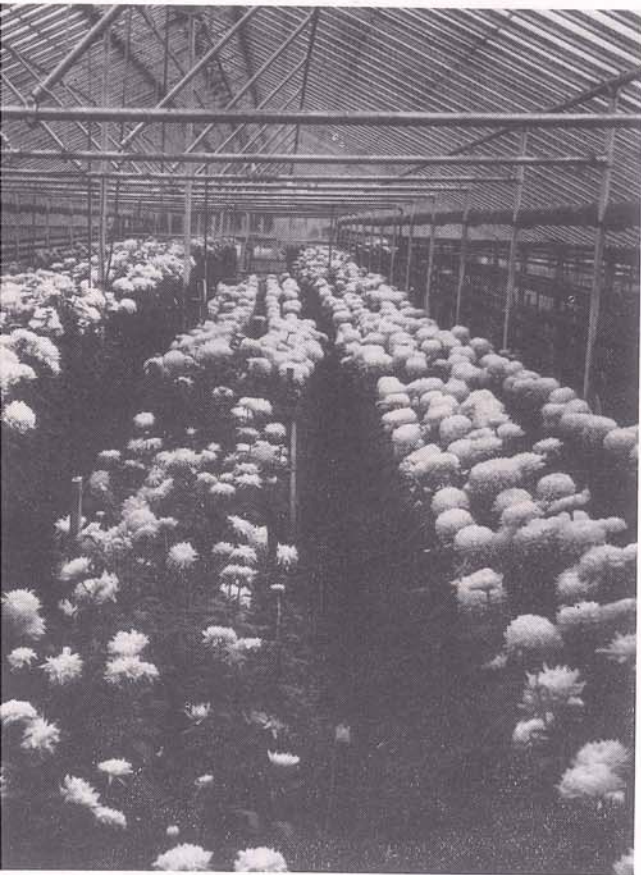
Daily Moisant Airport, located here, hums busily with almost 150 scheduled and unscheduled flights to all parts of the nation. Productive Kenner also sends much beef to the market, besides dairy products, truck produce and a valuable crop of chrysanthemums.

This is part of the picture. We must yet consider the industrial side, ever expanding. Because of increasing demands in recent years, our established concerns were forced to extend their facilities and output. Among these are the Airline Lumber & Supply Co., Ipik Plywood Corp., and several plants producing building material such as sash, doors and concrete blocks, for the construction of residential, commercial and industrial structures. In this area also are the Mancuso Barrel and Box Co. and the Louisiana Box Co.

To these we now add the \$2,000,000 plant of the Delta Match Corp., which will begin operating by the middle of

KENNER'S Volunteer Fire Department is declared to be one of the best in the state. Here is one of its trucks.





HOTHOUSE of Scheinuk the Florist, Inc. Chrysanthemums, thousands of which are raised in Kenner yearly, are an important part of the agricultural production of the city.

this year.

Other industrial concerns we welcomed here last year are B & H, Inc., which manufactures valves of all kinds; the Celcure Preserving Corp. of Jacksonville, processors of fruit and vegetables, and the Calvin LeCompte Co., which at the end of the year was turning out two basic residential units per day. The Studebaker Co.'s parts distributing branch for the southern area was scheduled to open on March 1 of this year. The building itself, located opposite Moisant Airport on the Airline Highway, occupies approximately two-thirds of an acre.

It does not take a visitor long to discover that he is in the midst of a thriving, prosperous and growing community. For since 1940 our population has ballooned to considerably more than double what it was then. Which brings us to a most important part of this report.

Long of metropolitan size and qualifications, Kenner was granted a city charter immediately upon completion of a census in December. So we entered 1952 with bright prospects for continued advance along all lines, and official recognition of our status as the City of Kenner.

Now with our swelling population of almost 7000—as compared to 5500 a year ago—our vastly increased industrial production, and more new manufacturing plants coming in from time to

PEOPLE come to Kenner to stay, and build homes such as this.





FROM Moisant Airport travelers can fly to any part of the country, and the world.

time, we cannot but feel highly enthusiastic about the future.

The city of Kenner has developed so rapidly that it became absolutely necessary to construct a public sewerage system. It was also definitely apparent that we needed a new City Hall and another fire station to improve our fire-fighting potential. So last November 2,

our City Council approved two bond issues for the purpose of attaining these vital civic objectives.

Early this year the bond issues were presented to the voters of our city. One in the amount of \$2,000,000, was for the construction of an adequate, modern sewerage system and disposal plant. The smaller one for \$150,000, to build a two-story concrete structure housing a City Hall, municipal offices and an auditorium. On the ground floor will be a jail and the new fire station.

We are pleased to report that the city of Kenner has in this case, again taken great strides forward. The bond issues were voted for almost unanimously.

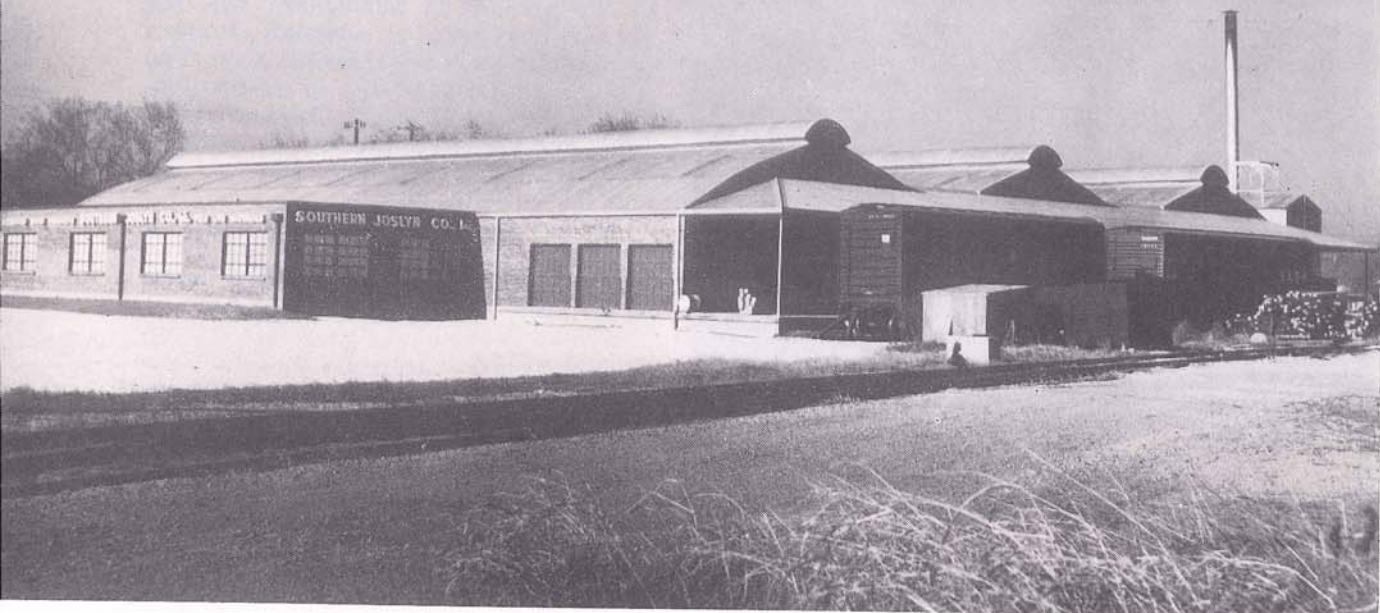
Kenner is proud of its organized playground program for boys and girls every summer, under the guidance of competent supervisors. The boys are trained in all types of athletics, and the girls are taught ceramics, folk dances and other useful and pleasant subjects. Kenner's Rotary Club again manifested its sincere interest in our youth by voting to buy identification tags for every school child, white or colored, in our city.

Yes, the dedication of Kenner Park last June was symbolic. The assets, the production and the people of the City of Kenner are dedicated to the continued development and betterment of our city on all levels of industrial, commercial and residential growth.



#### OFFICIALS OF THE CITY OF KENNER

Seated, from left: J. T. Fitzgerald, Alderman; Philomene Paasch, Secretary-Treasurer; Ed J. Stoulig, City Attorney; Dr. Joseph S. Kopfler, Mayor; Fred J. Roth, Town Marshal; Robert L. Manard, Jr., Alderman; Joseph S. Maggiore, Alderman, and Joseph J. Centanni, Alderman. Standing, from left: William R. Mancuso, Alderman; L. G. Cambre, Police Officer; Sidney I. Courtney, Police Officer, and S. Bonura, Night Marshal.



The Southern Joslyn Co. moved into Harahan last year.

# HARAHAN

## Draws Industry

By Frank H. Mayo, Mayor

Harahan does not know the meaning of the word "Halt!" Steadily and enthusiastically, this industrious town forges ahead in all fields and in all phases of an increasingly metropolitan form of life.

Happily, however, we have not as yet reached that condition of most urban communities that few people relish: Harahan is not crowded.

We are spread out on all sides, giving everyone lots of light and air, ample space to move around in, to have flower gardens or vegetable plots. There are birds, trees, green fields. Particularly

is this a wonderful place for children and pets.

But neither must you think that living in Harahan is living "in the country". It is a pleasant formula of suburban life that is a tonic for these times.

Obviously many people see eye to eye with these statements, for thousands of persons have come here to live in the last few years. We were pleased and amazed when our population shot up 213.5% between 1940 and 1950, from 1082 to 3392. Since that last census, however, we are nudging the 5000 mark, and before long our town will

merit city classification.

And why not? Harahan has much to offer, whether you wish to build a home or a manufacturing plant. The many new subdivisions that have sprung up, and the industrial sites occupied recently attest to this.

The pleasant climate that means so much for good working and living conditions, naturally is not confined to our town and its environs. A mild temperature and abundant year around good weather are assets of our entire parish and this general geographical area.

The commercial section of New Orleans is only about 20 minutes away by automobile, but in other ways our motor traffic route has been outstripped by our tremendous growth. Our main artery, the broad Jefferson Highway, has become insufficient.

A proposed new highway connecting Harahan with Jefferson Highway was approved by the State Highway Department, all rights of way and all but one railroad crossing were obtained by the end of 1951. Action instituted early in 1952 by the Public Service Commission in this regard, assures us an expeditious start on this project.

For other means of transport, the wide Mississippi River is at our doorstep. Right behind us is the giant Mays Yard of the Illinois Central Railroad, with 21 tracks handling 100 cars each. Its \$7,000,000 enlarging program, that will coordinate with the Union Passenger Terminal now being built at New Orleans, is well along the way.

The Illinois Central has over 1000 acres of choice industrial property, available, and manufacturers are quick to see the obvious advantages of a location here. Among our newer industries, the Gulf Grinders & Distributors set up a plant on I. C. acreage in 1950. Last



BUILT originally as a teen-age recreation center, the community center is now enjoyed by all. Square dancing is one of the pleasant pastimes of Harahan's residents and their friends.

year two important concerns moved to Harahan from New Orleans: The Southern Joslyn Co., serving the electrical industry, manufactures pole line equipment. Packagers, blenders and exporters of automotive and industrial lubricants, the Atlas Lubricant Corp. also exports ammonia, tires and tubes.

With our large labor force and economical fuel in quantity, industry comes here to stay. The Freiberg Mahogany Co., largest manufacturer of mahogany lumber and veneer in the world, has been here for well over thirty years, expanded its warehouse space by one-third last year. Other established man-



HUNDREDS of new homes have been built in the post-war years.



LOTS of space for the better enjoyment of living is a favorable residential asset of the Harahan section.

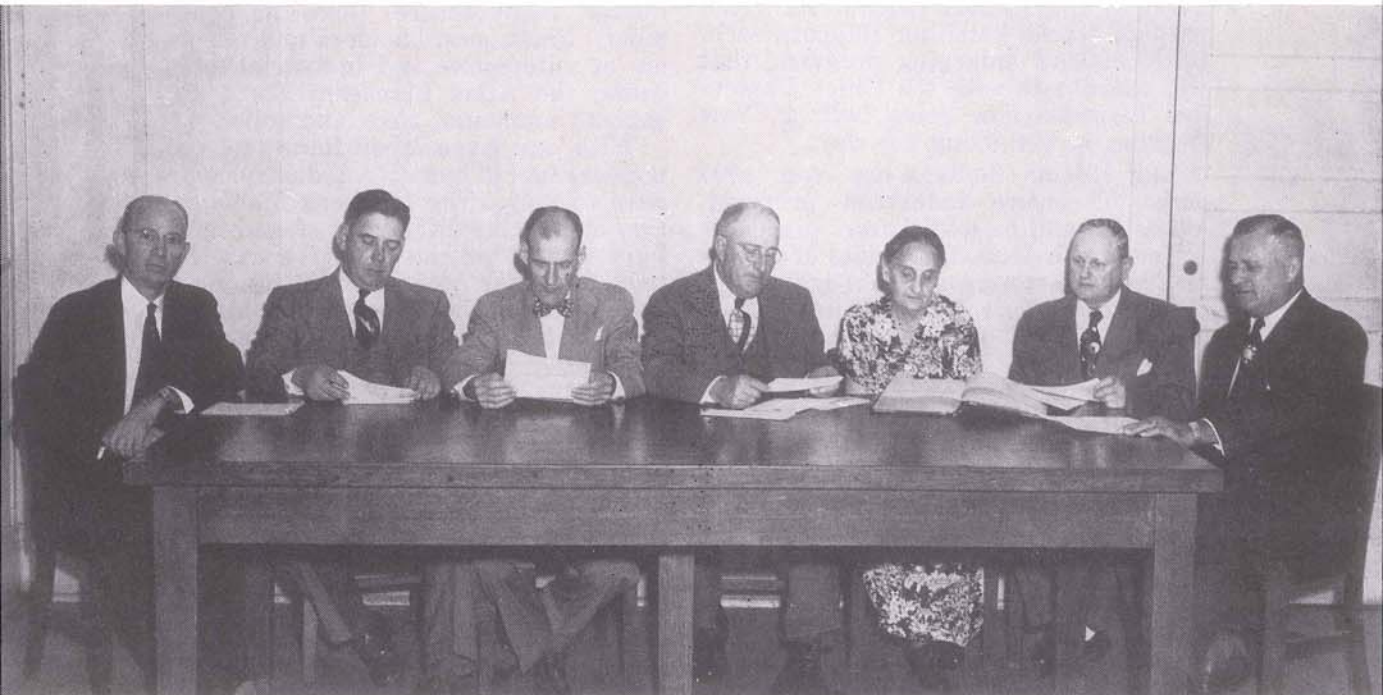
ufacturers are the W. A. Ransom Lumber Co., Kieckhefer Container Co., U. S. Steel Products Co., and Zensel Bros., sheet metal products plant. Supplying packing house and dairy products to ships is the Wholesale Market.

Our civic program has been active and continuous. Structures to which we point with pride are our Recreation Center, built originally as a teen-age gathering place and now wholeheart-

edly enjoyed by the community; our permanent branch library, and our U. S. Post Office, built by Harahan as a memorial to our dead heroes of the two World Wars.

We feel, naturally, that growing Harahan is great, any way you look at it. We'd like you to come on out and look around. You're sure to like it, and most likely you'll want to stay.

Welcome!



#### OFFICIALS OF THE TOWN OF HARAHAH

Left to right: Carl Gibson, Auditor; Henry Witte, Alderman; Francis Bourg, Alderman; Frank H. Mayo, Mayor; Mrs. Mary S. Kielman, Secretary-Treasurer; Charles A. O'Neill, Alderman and Mayor Pro-Tem; John Coutrado, Town Marshal and Chief of Volunteer Fire Department.



# **WESTWEGO**

## **Won't Wait!**

By R. J. Duplantis, Mayor

The original settlers of Westwego would certainly not recognize their community today. Those courageous survivors of the 1893 hurricane that laid waste Cheniere Caminada on our Gulf Coast, would stare in wide-eyed wonder at what we have done since—most of it in the past decade or so.

Our population is double what it was in 1940, and soon we expect to go over the 10,000 mark. Westwego is manifesting its community maturity in an ever increasing civic awareness that ties in well with our industrialization. Prime evidence of this is the charter we were granted last year. Our community is now the City of Westwego.

For many years Westwego has been a great seafood canning and processing center. The Ed. Martin Seafood Co., Robinson Canning Co. and the Cutcher Canning Co. operate throughout the

year. Active seasonally are four additional plants. Enormous quantities of oysters, shrimp, and hard and soft crabs are packed and shipped out of here.

The petroleum industry is represented in Westwego by the Tide Water Associated Oil Co., which last year increased the capacity of its tank farm from 265,000 barrels to 425,000 barrels. Shell Oil Co. maintains a 100,000-bbl. bulk oil depot in our environs. On the Mississippi River is the 200-ton per hour bulk ore handling tipple of the Texas Pacific-Missouri Pacific Terminal Railroad.

The tanks of the North American Trading and Export Co. and its neighbor, Commercial Solvents Corp., store a total of 15,000,000 gallons of molasses, most of which is converted into alcohol by the Publicker Alcohol Co., a branch of Publicker Industries.

The Marcomb Boat Works turns out

crew and speedboats for the petroleum industry, and the Marsh Equipment Co. has been making the famous "Marsh Boat" here for five years. The Products Research Service, Inc. established here several years ago, continues its useful work for industrial and commercial enterprise.

In the line of civic accomplishment, work started in October, 1951, on our residential street program, which called for approximately 23,000 feet of soil-cement base with asphalt topping. This was completed around the first of the year.

Earlier last year we completed the modern Our Lady of Prompt Succor High School. Our future plans include construction of the largest Catholic church on the West Bank.

Most ambitious project now under way in Westwego is our new waterworks plant and distribution system. When finished sometime this year at a cost of \$2,250,000, it will have a capacity of 3,000,000 gallons of pure, fresh water per day, more than twice the production of the present plant.

This will be the very last word in water purification and distributing systems, with a new intake plant at the Mississippi River, and a 300,000-gallon tower tank giving ample pressure for fire protection throughout the area, as well as for the ordinary requirements of the community.

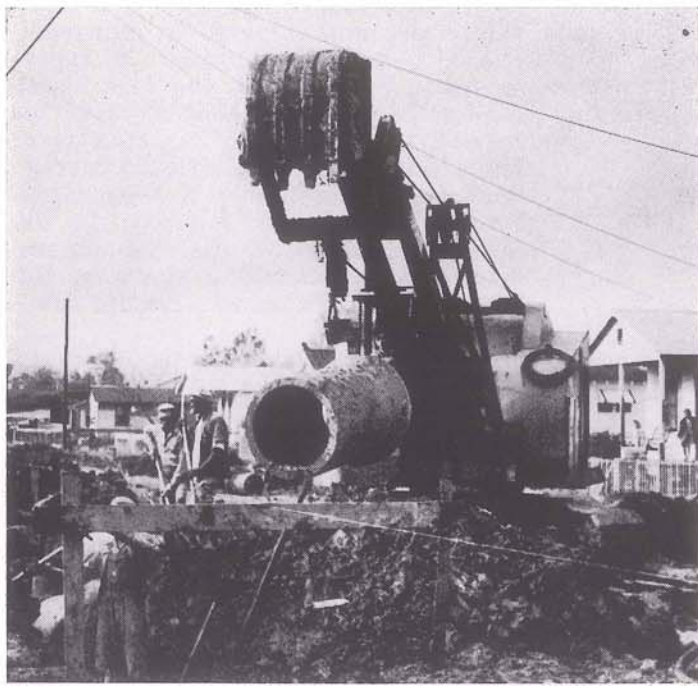
We look forward to the creation of an Improvement District, which would embrace the Westwego area from Avondale to Marrero. Among the projects planned for action by this district would

be a satisfactory drainage system for the region, the deepening of the important Company Canal, the deepening of Bayou Segnette southward to Lake Salvador, permitting the passage of larger vessels, primarily fishing boats and craft of the petroleum industry. Eventually we want a straight land-cut channel, 9 feet deep by 60 feet wide, from the Company Canal to the Intra-coastal Waterway, joining it just past Bayou Villars.

A study of this project completed last year by the Corps of U. S. Engineers was forwarded to higher Federal authority. We are hoping that when Con-



SHRIMP packing at Cutcher Canning Co., above, where production of seafood rose from \$300,000 in 1940 to \$670,000 in 1950.



LEFT, subsurface drainage work in Westwego, one of the many civic projects in operation last year.

gress convenes again legislation will be enacted that will bring this vital public work to realization.

These and other necessary improvements will be put into execution as soon

as circumstances permit, for the betterment of the people, whose work, will and ambition have already done so much for Westwego and Jefferson Parish.



#### OFFICIALS OF THE TOWN OF WESTWEGO

Seated, from left: Roy C. Keller, Louis Marcomb, Burton Elliot, Sr., Clarence A. LaBauve, and Terrence J. Adams, Aldermen; Mrs. Alice Bouvier, Secretary and Tax Collector, and R. J. Duplantis, Mayor. Standing, from left: Kerney Doiron, Board of Health Inspector and Municipal Committeeman; Caesar Baril, Town Treasurer; Jacob Gregory, Town Marshal; SamDeMatteo, Asst. Town Marshal; Sidney J. Guillot, Traffic Officer; Nestor L. Currault, Jr., Town Attorney; Armond Griffin and Horace Terrebonne, Municipal Committeemen.

## JESSIE R. JONES

### BUILDER and DEVELOPER

21 YEARS IN JEFFERSON PARISH

BETZ PLACE

WILLIAM DAVID PARKWAY WEST

WILLIAM DAVID PARKWAY EAST

FERNDAL SUBDIVISION

• SENA DRIVE

CEdar 8611

1125 Metairie Road

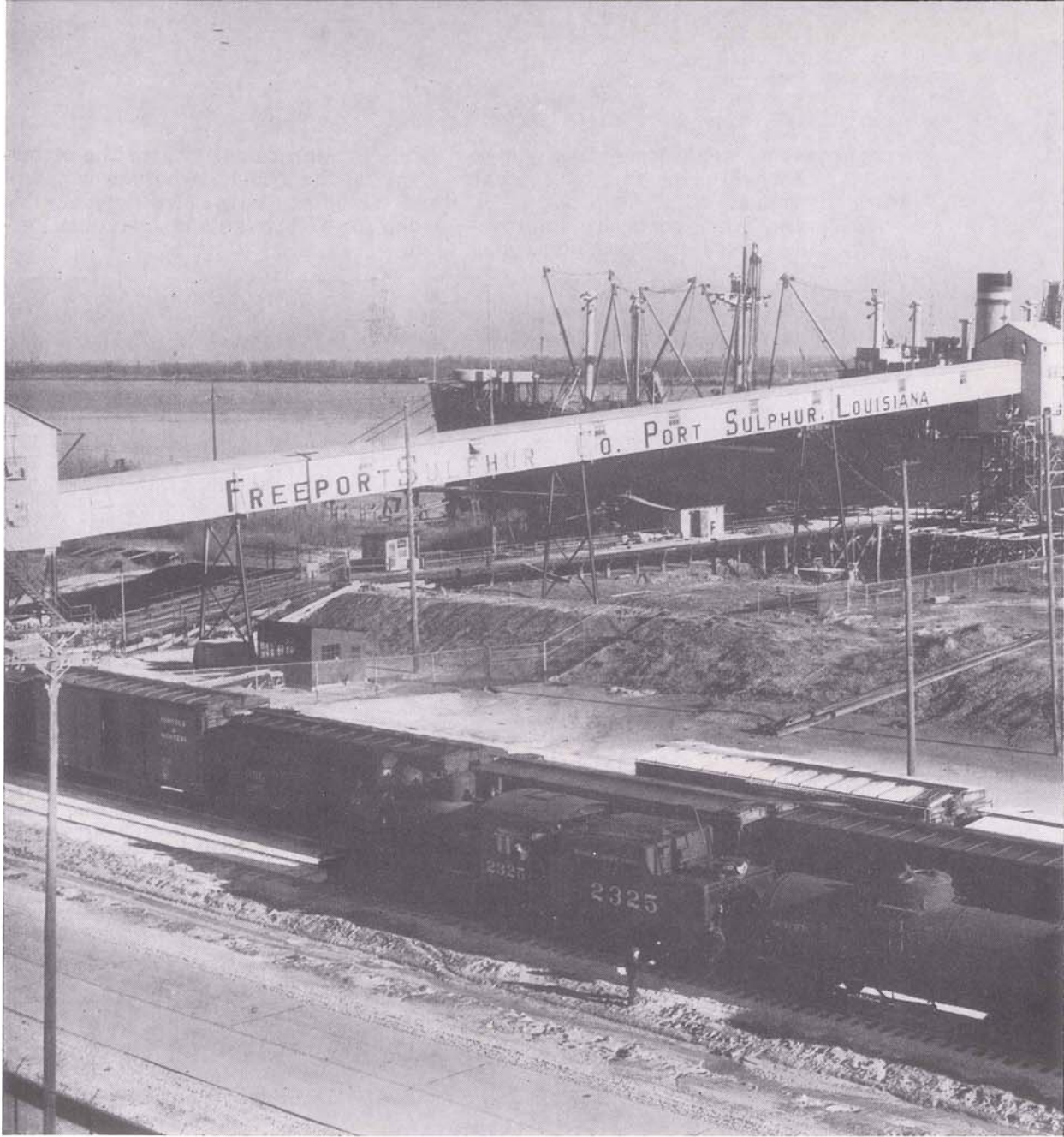
METAIRIE, LOUISIANA

## W. HORACE WILLIAMS COMPANY, INC.

### ENGINEERS—GENERAL CONTRACTORS

Southern Building

833 Howard Ave.



**Welcome to**  
*Plaquemines*  
*Parish!*



SHIPS AND TRAINS load sulphur at the Mississippi River. Grand Ecaille mine of the Freeport Sulphur Co., ten miles away, produced 1¼ million long tons of sulphur in 1951. New mine at Garden Island Bay will increase total by a half-million tons in 1953.

By Leander H. Perez

District Attorney, Plaquemines Parish

It has been said that Plaquemines Parish has everything except mountains. Perhaps this is a trifle exaggerated, but this 100-mile strip of rich, low-lying land warmly embracing the Mississippi River is beyond doubt the most productive and prosperous area of its size in the country.

Once before in our history Plaquemines enjoyed prosperity. At that time it was called the "Empire Parish." But the glorious Plantation Era of about a hundred years ago was based on a less durable economy. In defense against the very river that had made the land so fertile, the levees were raised higher and higher. Finally, the cost of pumping water over them made the growing of rice impractical.

Destiny struck at the sugar cane plantations also. Centralized refineries could—and did—produce sugar cheaper than could the individual planters, and so in a generation or so the golden days of our great plantations were over.

Between those halcyon days and our present good fortune, our parish fell upon hard times. A quarter of a century ago it was probably the poorest parish in the state.

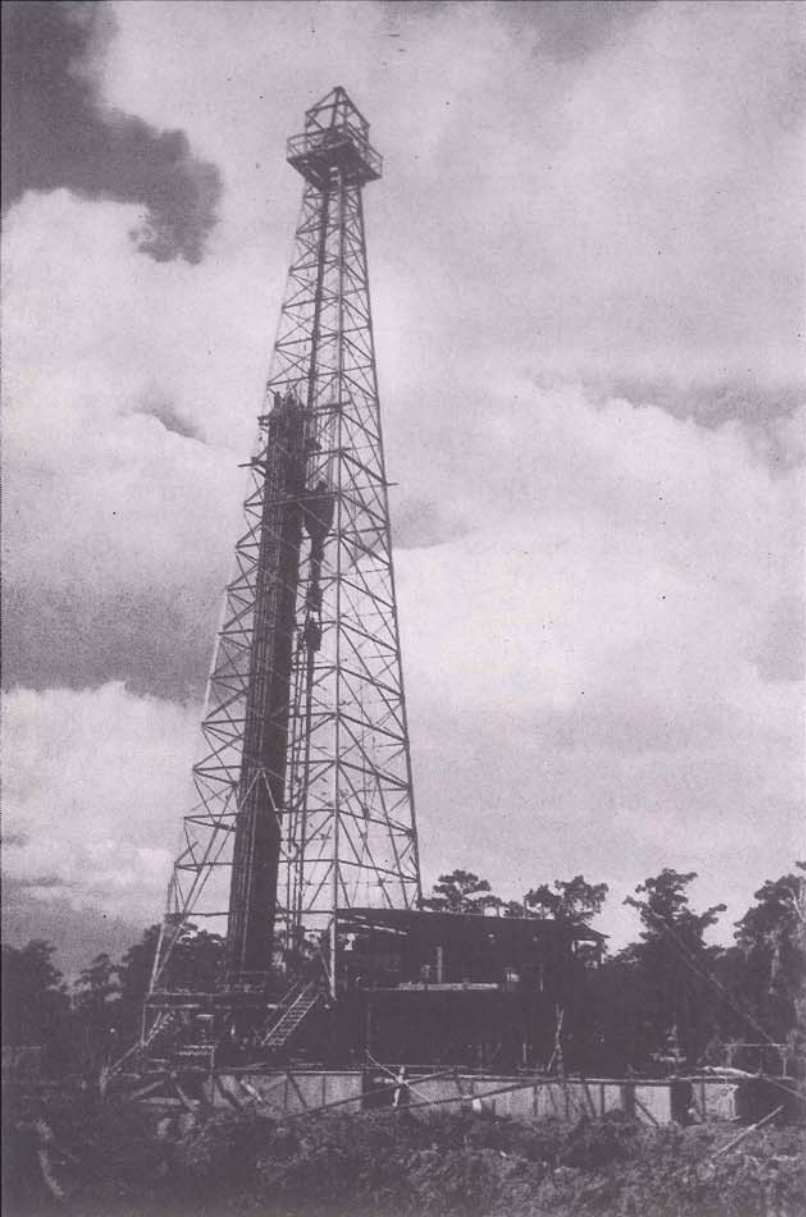
And all the time the ransom of a hundred kings was there, deep in the ground, waiting to be gathered.

With the discovery of oil in 1930, followed by the commercially profitable production of sulphur three years later, we have made rapid strides in all fields. Able and far-seeing parish administration has obtained for our people many salutary civic projects, and all our resources have been developed to the point where our economy is now one of permanence, and beneficial to all.

But let us show you what we mean. Imagine, for a moment, that you are from elsewhere, visiting the Southland for the first time.

You have come down here on business, or for pleasure, and you are staying at a hotel in New Orleans, right on the threshold of our parish. Perhaps thousands of miles away, you have eaten luscious oysters and succulent shrimp, and you remember them. Or, in your manufacturing plant you have noted the sulphur so necessary to your product, and reflected upon its origin. You may have wondered where the gasoline for your automobile came from, or the furs for your wife's glossy, luxurious coat.

Well, now you are *at* the source of



MORE PRECIOUS than real gold is "black gold," in this machine age. From 23 oil fields in Plaquemines Parish over 100,000 barrels of petroleum flows daily, to spin the wheels of the nation. Discovered in Plaquemines Parish in 1930, oil quickly became one of its most valuable resources. The new activity and revenue resulting from oil and the discovery of sulphur in 1933, stirred the parish into prosperity.

For many years a land of hard-working fisherfolk, trappers and farmers, Plaquemines benefited greatly from these new discoveries which permitted development of its resources in all fields.

Today the parish is one of the most prosperous in the state.

all these and many other products necessary to industry, transportation, comfort and even to life itself.

Below New Orleans, Plaquemines Parish stretches 100 miles to the south, where the mighty Mississippi River meets the sea and is finally conquered. Here is a land so rich in natural resources as to be almost incredible.

So why not come with us on a tour of this beautiful and fruitful land? See for yourself the many and varied reasons why our population of 15,000 happy and industrious people are so enthusiastic about the place we call home.

We can make the trip and return easily in time for supper, for the roads are excellent all the way. There is so much to see we will be stopping here and there along the route, so let us get

an early start, while the dew is still sparkling like gems upon the grass.

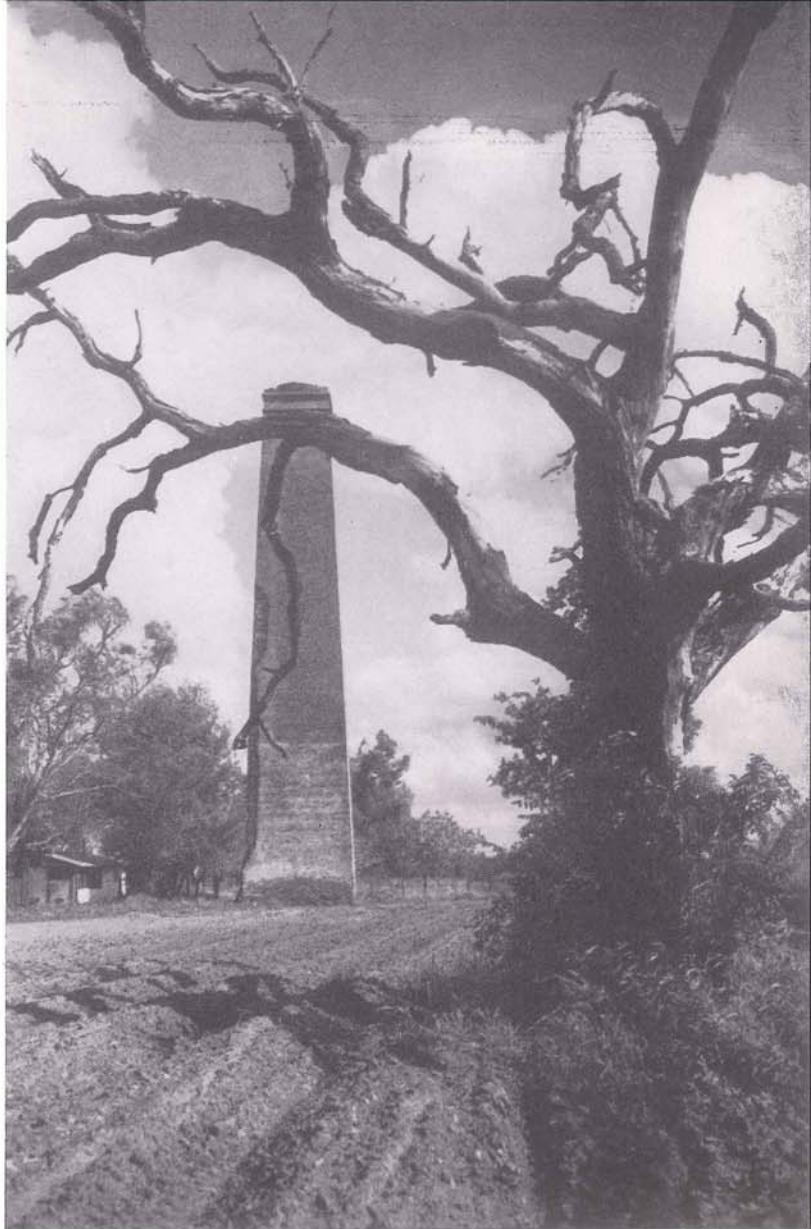
From New Orleans, we cross the Mississippi on the Jackson Avenue ferry, and debark at Gretna, seat of government of Jefferson Parish. In a few moments we are across the parish line and in the manufacturing industrial center of Plaquemines at Belle Chasse.

From the plantation home of Judah P. Benjamin, Secretary of State of the Confederacy, Belle Chasse has derived its name. The lovely mansion, once neglected and in disrepair, has been restored and is now open to the public. We admire its classic lines and ancient beauty, and then are on our way.

In the vicinity of this community, with its fine high school and new, modern auditorium, are located the Niagara

SYMBOLIC of the undefeatable spirit of the people is this scene. The ancient stack is all that remains of a once prosperous plantation that is no more. But soon the rows of fresh-tilled earth will burgeon with lush green vegetables as the rich loam of the Mississippi Delta acts upon the seed.

What tales of glamor and romance might this old brick structure spin! Upon how many majestic paddlewheel steamers has it gazed, across the levee? But romance has to do with people and their way of living, and we feel that the present prosperous time of this productive land will be long remembered and maintained by generations of its people yet to come.



Chemical Division of the Food Machinery & Chemical Corporation, the Oronite Chemical Company, the new Red Star Yeast & Products Company plant, and the loading wharves of the Seatrain Lines, Inc., visible from afar because of the giant crane that swings loaded box-cars aboard the huge ships with the greatest of ease. A short distance away is the Alvin Callender Airport, modern in every respect.

The efficient and expanding plant of the Belle Chasse Waterworks, with its 432,000 gallons per day capacity supplies pure, fresh water to all these concerns, and to many other consumers, commercial and residential, in the area.

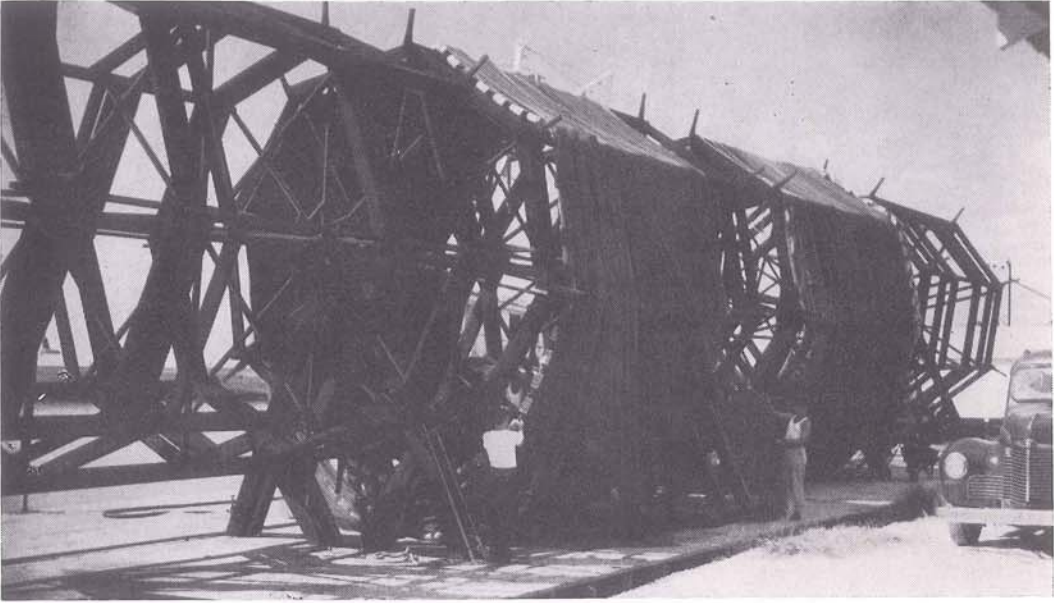
Now we are once more on our journey. The highway stretches before us, paved all the way down past Buras. We

pass Jesuit Bend, where two hundred years ago the holy fathers, taking note of the rich soil and mild climate, first planted the citrus fruit that were the beginning of our valuable orange and grapefruit groves.

Quickly the communities drop behind us as we roll smoothly and swiftly on. In rapid order, Alliance, Myrtle Grove, Deer Range and Woodland, with its hundred-acre modern Experiment Station, pass by in review.

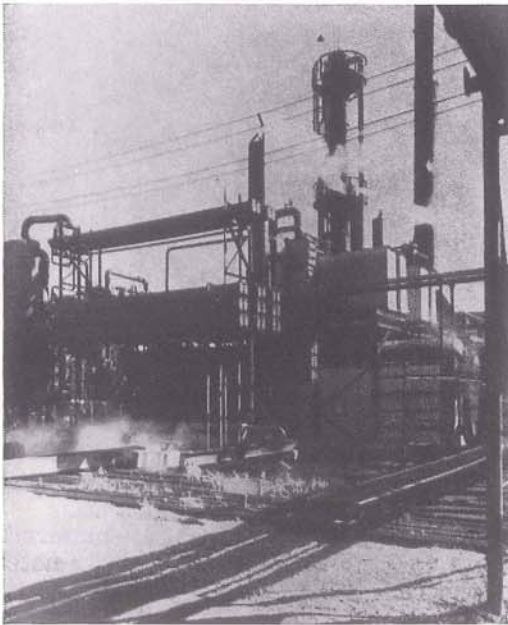
Next name on our itinerary is West Pointe-a-la-Hache, where the parish owned and operated free ferry crosses from Pointe-a-la-Hache, center of parish government. We'll see this on the way back, so let's put a little mark on our map and drive on.

Ah, here's another lovely old planta-



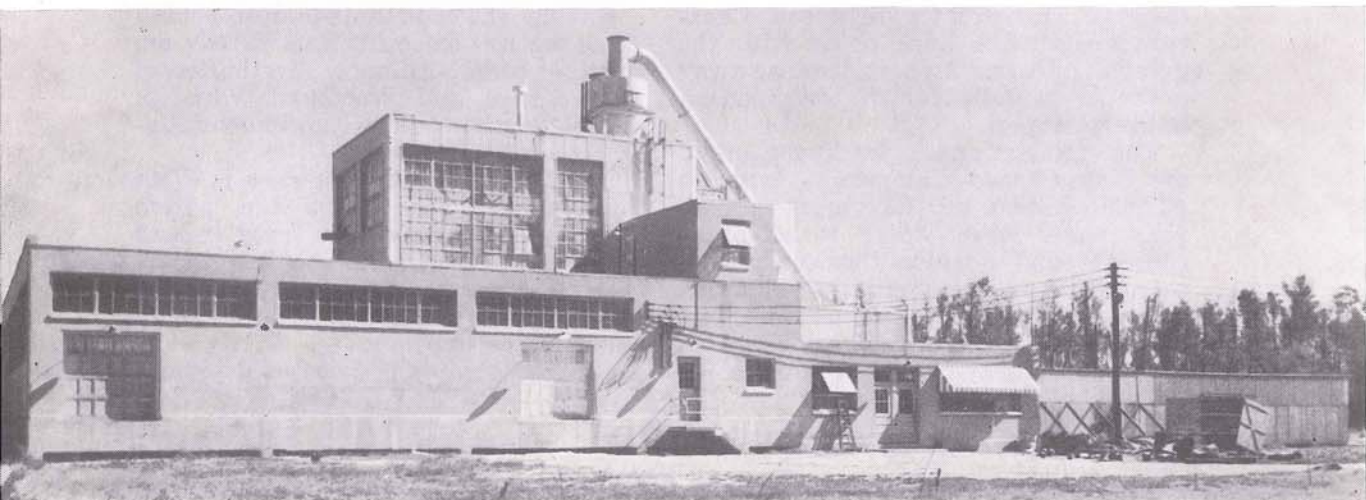
WHAT A WEALTH of industrially important projects is pictured on these pages!

Above, netmenders inspect one of the 1200-foot nets of the Empire Menhaden Co., one of two such plants in the parish. The menhaden harvested in the Gulf of Mexico produce much valuable oil, and the residual fish meal is highly prized as a vitamin-rich supplement to livestock feed.



THE ORONITE CHEMICAL CO. plant at Oak Point, produces an average of 300,000 gallons of lubricating oil additives monthly. This is enough to give extra endurance and "coking" preventative qualities to approximately 45,000,000 gallons of lube annually.

PLANT SPRAYS and dusts, insecticides and soil amenders are produced from Plaquemines sulphur by the Niagara Chemical Division of the Food Machinery & Chemical Corp., below.





LAST YEAR the Seatrain Lines, Inc., increased to seven its fleet of unique ships. Trains of loaded boxcars are transported to dockside tracks in New York, Havana, Texas City and Belle Chasse. This is the "S. S. Seatrain Louisiana," 503-ft., 18,000 tons, launched in 1951 and in service since the latter part of that year. Her four decks each have four rows of standard-gauge railroad track.

tion home, Magnolia. This beautiful mansion was once occupied by Henry Clay Warmouth, former governor of Louisiana, who in the 1870's built a railroad from New Orleans to Buras because his wife could not abide either steamboats or carriages. Today this plantation, once one of the great sugar properties in this area, is an orange grove, the largest in the parish. Its 50,000 citrus trees for many years contributed vastly to the \$1,500,000 annual crop.

This marks the northern edge of the Orange Belt, that rolls in green waves for forty miles down the parish, to Buras, heart of the industry, and beyond. At Triumph are two wineries, which make a delicious wine, both dry and sweet, from about 5% of the total harvest.

We'll have to sample it—but let's not be too hasty. Let us go along leisurely. There is still much to see. It is disappointing to note that the orange groves, usually evergreen, and loaded with juicy

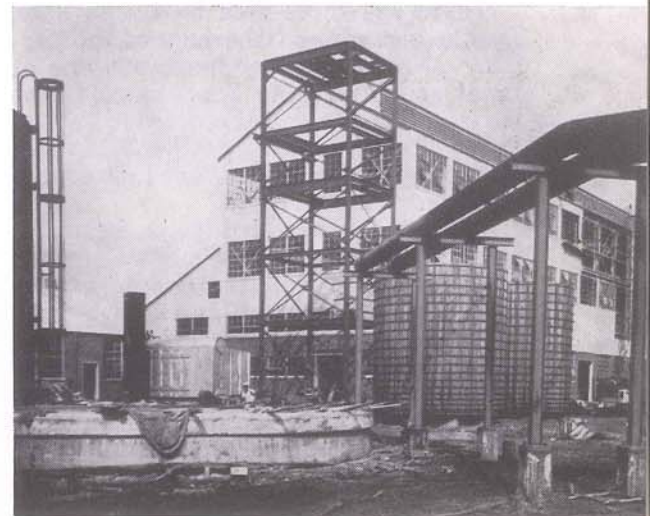
fruit from October to March, are still debilitated from the unexpected, severe and extremely rare freeze of February, 1951. The groves have suffered generally according to their latitude. From as high as 90% casualties, the loss of trees was as little as 10% at the southern end of the belt. Gradually the industry is staging a comeback, and before too long the groves will once again be bright with golden fruit.

Soon we reach the charming modern town of Port Sulphur, built by the Freeport Sulphur Company, at a cost of \$6,000,000, for its employees. Newly completed is the beautiful high school and auditorium.

Ten miles away across the marsh to the southwest, is the mine itself, at Grand Ecaille. The tall silver derricks, similar to oil derricks, jut staunchly up into the blue sky. Sulphur is barged from here to the river along a ten mile long canal, and a ten-inch pipeline transports river water for mining purposes to the mine site.

Sulphur, the "magic mineral," is indispensable to life. Medicine, rubber, machinery, paper, plateglass, practically everything that is manufactured, requires some sulphur. Only in Plaquemines Parish and a spot on the Texas coast is it mined commercially. The Freeport Company discovered rich new deposits last year at Garden Island Bay, near the mouth of the river. A ten to fifteen million dollar plant being built

A WELCOME newcomer to Plaquemines is the Red Star Yeast & Products Co. The plant, nearing completion at Belle Chasse, will begin operations in the second quarter of 1952, and will produce large quantities of dry yeast for domestic and foreign use.



there, will begin operating in 1953. This is expected to increase Plaquemines production by about 500,000 long tons of sulphur annually.

Certainly you have noticed, everywhere along the route, oil derricks and "Christmas trees" marking the site of numerous wells. Before the trip is over you will observe many more. Plaquemines furnishes about 10% of the total oil output of the State of Louisiana. Twenty-three oil fields here in this smiling land, have a total daily allowable of more than 100,000 barrels. Naturally, in the event of national emergency, this output can be quickly upped.

Last November, a 16-inch, \$14,500,000 pipeline began transporting natural gas from four Plaquemines fields, 93 miles up the river to the New Orleans area. Formerly this gas was burned as waste. This is an important new source of revenue to the parish, and a great new service to many industries, mainly the new Kaiser Aluminum Company plant in St. Bernard Parish, bordering us on the East Bank of the river.

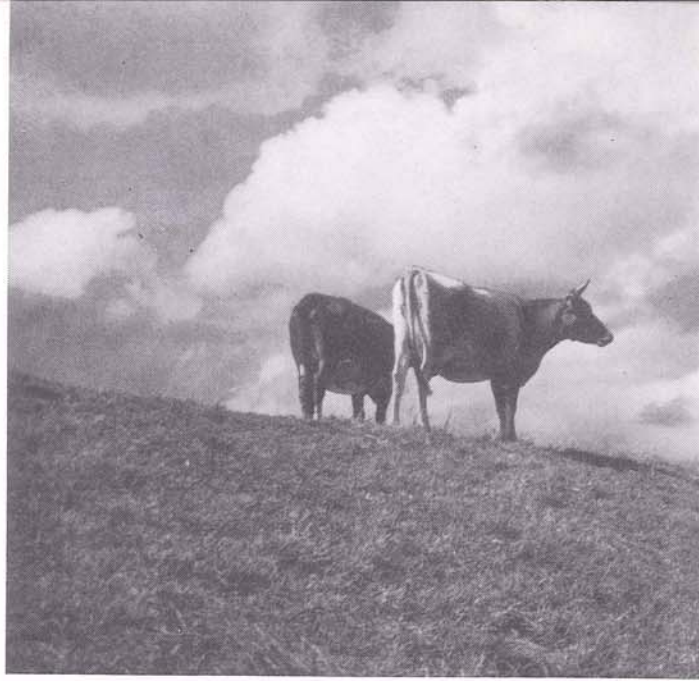
At Empire there is much to see. Miles of transportation canals all over the parish are coursed by more than 350 luggers that harvest the hundreds of thousands of barrels of delectable oysters, and the thousands of tons of delicious shrimp from the surrounding waters and the Gulf every year.

One of the most important of these is Doullut's Canal, crossing the highway at Empire. Frequently referred to as the Empire Canal, it was recently deepened and broadened, and enlarged, new free locks were constructed, at the joint expense of the state and the Parish Police Jury.

There are three free boatways here, for the use of the fishermen of the parish. A new industry here, but one of great and increasing importance, is the two menhaden plants, from which "pogy boats" go out into the Gulf after the oily, valuable little cousins of the herring.

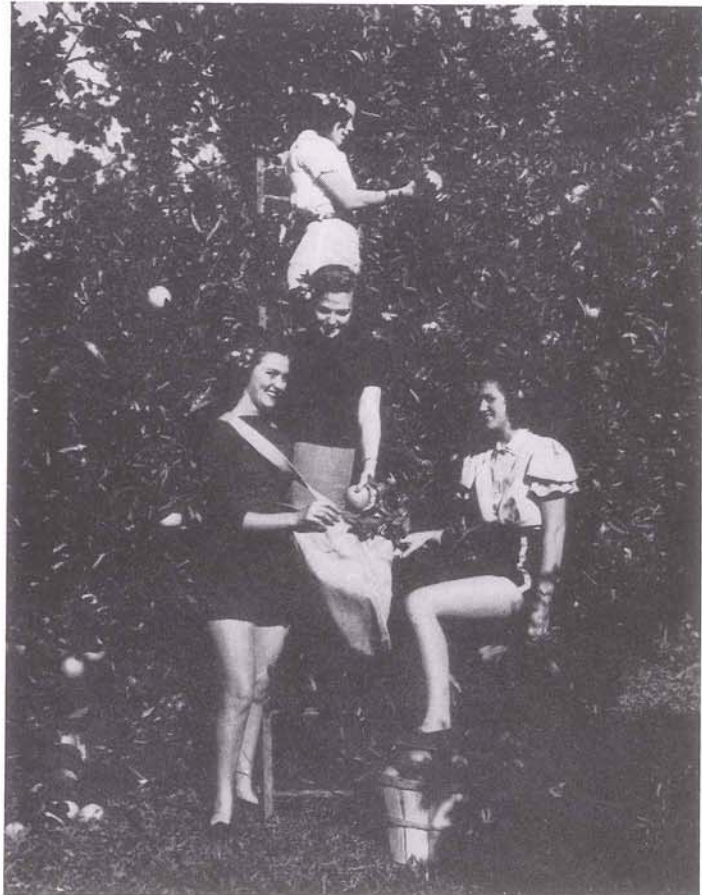
Here is the new bridge, a beautiful bridge and a very necessary bridge, built at no cost to the people of the parish. A few moments after we cross it we reach Buras, heart of the temporarily hard-hit orange industry.

Until this past season, every December since 1947, in the modern auditorium of this progressive community we have held a gala Orange Festival, choosing a King and Queen to reign for the



FROM THE EARTH and waters come unlimited quantities of food of all kinds. Livestock grow sleek and content on Plaquemines' year 'round grazing.

THE ORANGE industry, worth \$1,500,000 annually until hard-hit by the freeze of early 1951, is staging a comeback and before too long the trees will hang heavy with sugary fruit once more.





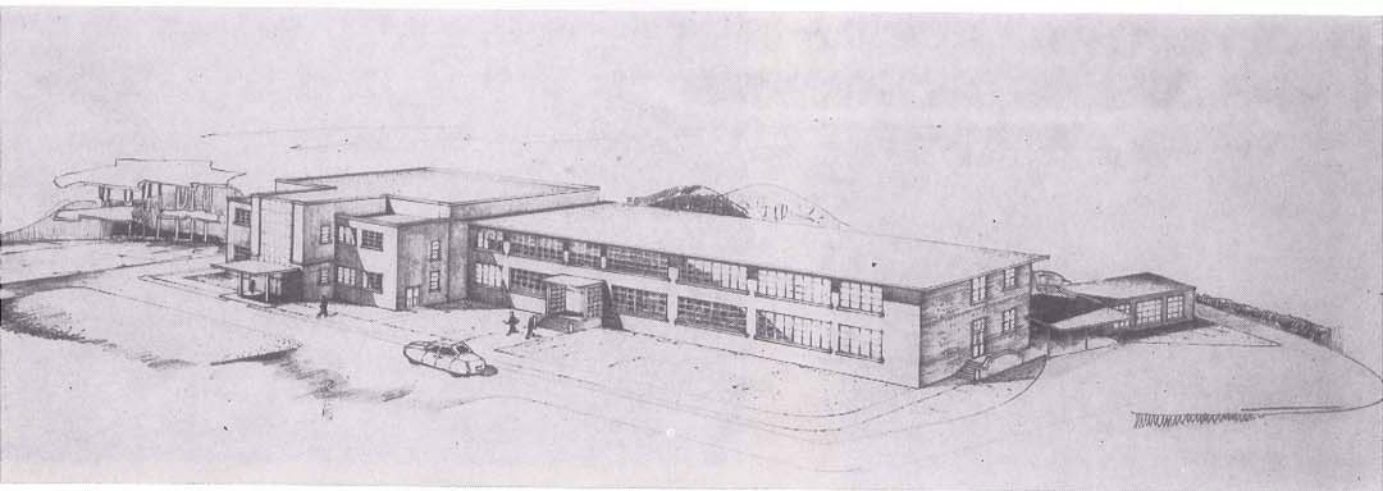
PLAQUEMINES produces muskrat pelts, mink, otter, raccoon, and of increasing importance, the imported nutria. The parish furnishes one-quarter of the Louisiana annual total.

OYSTERS, shrimp, fish, crabs, turtles and froglegs gathered in surrounding waters are enjoyed in homes and restaurants all over the nation, such as world-famous Galatoire's in New Orleans. Plaquemines is a paradise for seafood, wildfowl and all kinds of game.



INCREASING mechanization takes full advantage of the rich black soil, which produces two and three crops a year. Bursting out of the rows on this farm photographed in November, are broccoli, anise, shallots, parsley, artichoke plant.





CIVIC IMPROVEMENTS of all kinds enrich the lives of the people. The new high school and auditorium nearing completion, is an admirable addition to Port Sulphur, charming modern town built on filled in ground next to the river.



THE FERRY at Pointe-a-la-Hache connects the East and West Banks. Purchased by the Police Jury in 1940 and given to the parish, it has been operated free of charge to all users since then.

BELLE CHASSE WATERWORKS has a capacity of 432,000 gallons of pure, fresh water daily. One for Empire-Buras is under construction.



coming year. It was not held in 1951, because of the freeze-blasted crop. But we look forward to a resumption of this pleasant festivity.

Across the river from here, work has begun on new free locks for the canal at Ostrica. But let us drive on to Triumph, for a sip of that excellent orange wine.

Here we are! It is delicious, isn't it?

About a mile before we get to Fort Jackson, the paving ends and we find ourselves on a good, white shell road, which takes us all the way to Venice. Just past here, at The Jump, the road and the levee both end.

Imagine now, since we've come this far, that here we board a helicopter and continue down the parish flying high above the river. Soon below us is Pilottown, where the pass pilots turn over seagoing ships to river pilots for the hazardous trip up the river to New Orleans and farther.

The marshes behind Pilottown form the 66,000 acre Pass a l'Outre public shooting grounds. Thousands of wild-fowl stop here every year, an instinctive carryover from years of "Providence" rice crops, after the levees spelled the doom of the rice plantations.

Now ahead of us, to east and west, are South Pass and Southwest Pass, the two main entrances to the river. To the east of South Pass is the 45,000 acre Delta Migratory Waterfowl Refuge, maintained by the Louisiana Department of Conservation.

Besides the excellent hunting and

fishing the parish offers to the sportsman, Plaquemines has thousands of acres of trapping lands, contributing 25% to the Louisiana fur total, which is more than Canada and Alaska combined.

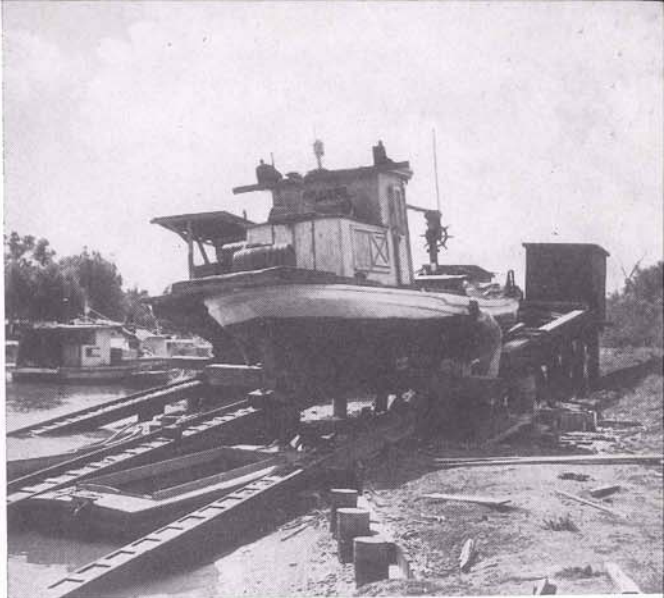
From up here in the balmy air, as graceful pelicans soar below us in the sunlight, we can see how the Gulf, in conquering Old Man River, has built the Delta.

The sharp demarkation between the brown river water and the blue water of the Gulf illustrates what happens when the proverbial irresistible force meets the immovable object—land is created. New land, young and fresh, rich with life-giving nutrients. For the rich loamy topsoil of many states, carried down by the river's current, settles out until it piles up above the surface, extending our borders slowly year by year.

Once more in the automoile, we retrace our route as far as West Pointe-a-la-Hache, where we board the free ferry that crosses over to the parish seat of government.

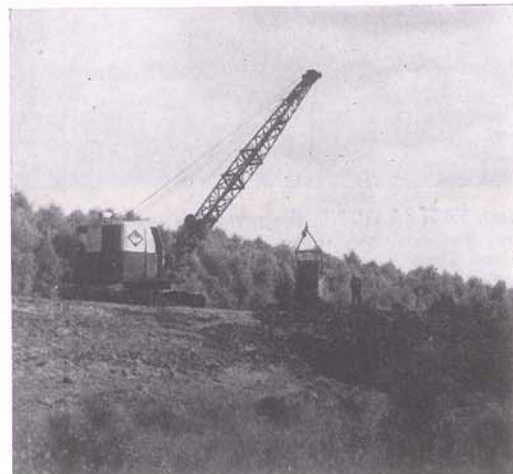
When we reach the top of the ramp in Pointe-a-la-Hache, the first thing we see is the Courthouse, with its two new wings. Here the Police Jury sits, and here are located other local governmental offices. We visit the two new free boatways here, inspect a seafood canning plant, and once more our car glides along the fine blacktop highway that unfolds like a ribbon all the way up to the parish line.

The drive along the East Bank, from here to our northern border at Caernarvon, where is the first of the dozen can-



TWO NEW BOATWAYS at Pointe-a-la-Hache brought to seven the number built for the free use of fishermen. Others are at Empire and Buras.

CONSTANT maintenance of the levees keeps the Mississippi River always safely within its bounds.



REMARKABLE VIEW of a small shrimp lugger passing under the beautiful new highway bridge at Empire, as the new free locks of Doullut's Canal open to receive it.

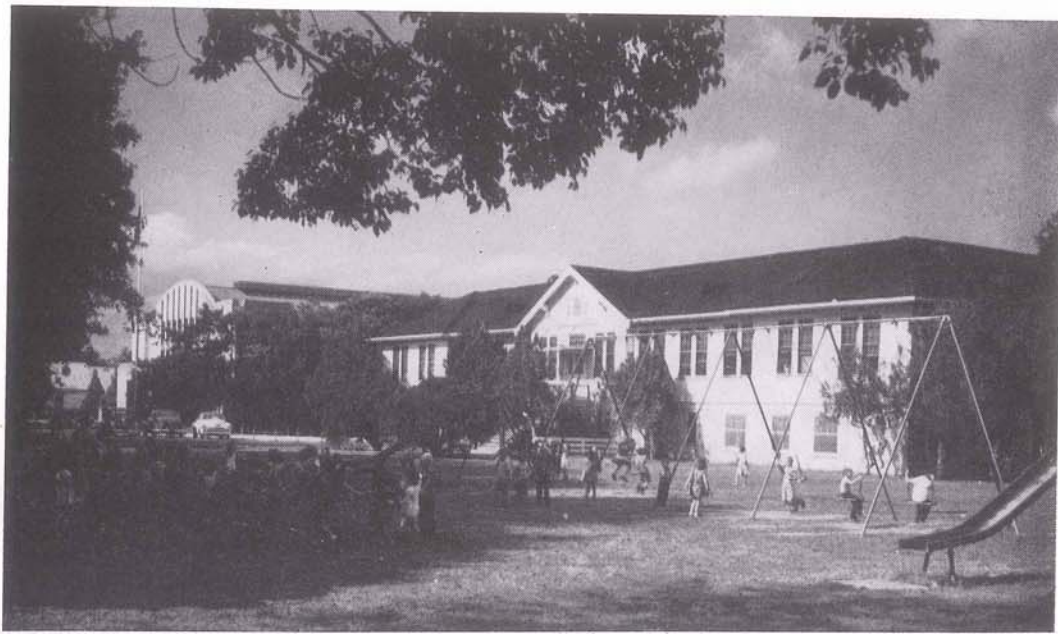




THE PAST IS GONE, the present is great, the future will be wonderful. Dignified and solemn is the old home above, on what was once the Woodland Plantation. It has been repaired and its present tenants live a more comfortable life than its original owners.



BURAS SCHOOL exemplifies the high standards of education stubbornly maintained for the children. To the left is the beautiful, modern Buras Auditorium, where the Orange Festival was held each year since 1947.





TYPICAL of our planning for today and the future are our new rolling units, above, at Buras. The modern fire house was completed in 1951. From left, one of the police cars, the fire-fighting truck, the secondary fire truck, and a fast, powerful ambulance, with a full time driver who is on call 24 hours a day.

MORE in keeping with modern living is the residence at left. There are many homes in Plaquemines, of sizes large and small, and each one reflects the home-making instincts of the people.

BELOW is the new St. Thomas Catholic Church at Pointe-a-la-Hache. The people, Americans all at heart, are descendants of various European stocks. They are industrious and God-fearing, and this house of worship is one of many, of various denominations, in the parish.



ning plants, reveals a 45-mile belt of thriving truck farms, paralleling the agricultural acreage on the West Bank.

The little communities slip by, Davant, Savoie, Nero, Phoenix, Dalcour, and the long rows of green foodstuff striping the bounteous earth indicate a citizenry guided by fundamentals, faith in their land and in themselves, and faith in their leaders.

Here and there cattle graze where ancient ruins mark the site of former glory. Today we no longer care that the Plantation Era is over. Today, besides harvesting the ready fruits of our land and the waters hereabouts, we labor to wrest the more stubborn resources secreted far below the surface.

Our wise parish administration has provided many benefits and improvements, and through the efforts of the Police Jury, and other planning and executive bodies, Plaquemines becomes ever a more prosperous and pleasant place in which to live and work.

Drainage on an immense scale has released thousands of acres for cultivation. Our road system is expanding all the time. Public works, such as the new water system for the Empire-Buras area, free river locks at Ostrica, the free boatways at Empire, Buras and Pointe-a-la-Hache, are constantly being planned and put into execution. Since 1933, taxes have been reduced by more than 50%.

Purchases by the far-seeing Police Jury, for the benefit of our people, include the free automobile and passenger ferry at Pointe-a-la-Hache, the 70-foot patrol boat *Manta*, which protects the interests of our fishermen, fire fighting trucks and equipment throughout the parish, great financial assistance to the School Board, which is dedicated to maintain the highest standard of education for our children. At Bertrandville the new consolidated Woodlawn High School was completed in 1950.

Well, here we are at English Turn, where Bienville tricked the British captain into turning his ships downstream and going home to England. The trip is almost over. Next comes Braithwaite, with its 32-acre recreation park, and just this side of the parish line, Caernarvon, with its canal and canning plant.

Enjoy the tour? We hope you did as much as we, for it is always a pleasure to point out the many assets of industrious, prolific Plaquemines Parish, where you are welcome, always!

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PAY US  
A VISIT



# *Fabulous Fishing*

By Arthur W. Van Pelt  
Outdoors Columnist  
The Times-Picayune

When fifteen hundred enthusiastic anglers—men, women and children—gathered at Grand Isle, Louisiana in mid-July of 1951 to enter and compete in the annual Grand Isle Tarpon Rodeo, a number of records in the event were smashed to smithereens. What happened during the following three days of actual rodeo competition is now history, for records set during the previous years dropped like autumn leaves.

The 1951 Grand Isle Tarpon Rodeo was the 19th renewal of this great sports event, which has been termed the "grand-daddy" of southern fishing contests.

It all began back in the '20s, the outcome of an idea that had occurred to a

couple of anglers who, in company with a few others had discovered that tarpon, or "grande eaille", as they were called by French speaking coastal fishermen, offered the finest sport fishing they had ever known or experienced, and within easy reach of their home city of New Orleans, at that.

For several years this group, in their personally owned and operated boats, followed the devious course of canals, bayous and bays southward from New Orleans, through the historic old Parish of Jefferson, into the deep, wide passes connecting these waters with the Gulf of Mexico. In these passes they had found the feeding waters of tarpon, and they fought and landed them after

strenuous contests of skill and strength.

At first there was but one means of transportation that would take them to this fishing grounds near Grand Isle, with its safe harbor and good anchorage. That was by boat. No highway or road of any kind existed within many miles. Airplane travel, just for going fishing, was far in the future. But still, with tarpon fishing as the incentive, this group of pioneers persisted and new recruits joined in to share the fun.

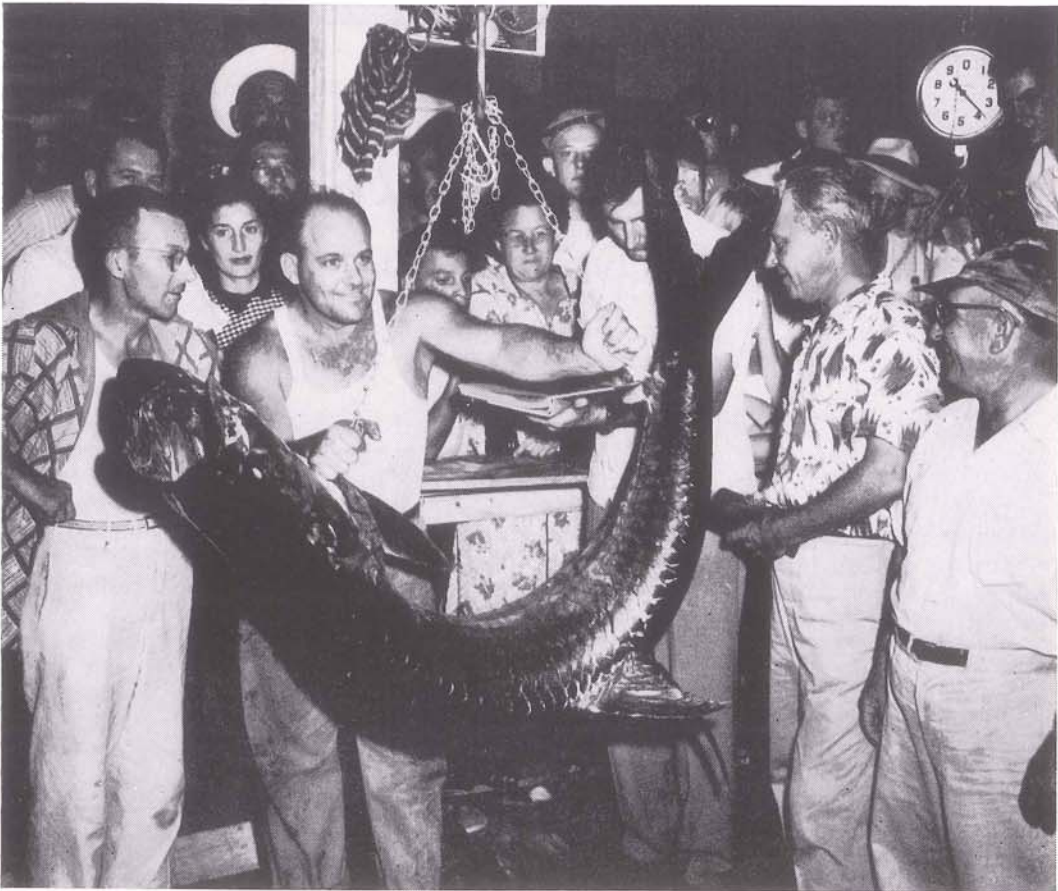
Then, during the summer of 1927, there came to the minds of two of these tarpon anglers, Attorney Hugh M. Wilkinson, Sr., and John C. Donovan, of Donovan Boat Supplies, New Orleans, the idea of holding an annual fishing competition for tarpon. The idea was popular. Plans were formulated, an informal organization was formed, with Capt. Donovan as president and Hugh Wilkinson as general chairman, and in 1928 the first Grand Isle Tarpon Rodeo was held. That was 24 years ago. The

rodeo has been held annually since with the exception of three World War II years and another, when on account of floods in the Mississippi River, it was impossible to open the locks between the big river and the bayous that led southward.

Prior to the holding of the first scheduled contest, quite a number of Louisiana anglers had engaged successfully in the rugged sport of catching tarpon and the other big game fish in the waters about Grand Isle. Among these pioneers was a Jefferson Parish banker, the late Leo H. Marrero, who on a day in 1921 hooked, fought and boated five big tarpon in Fort Livingston Pass at the east end of Grand Isle, within five consecutive hours. That record still stands.

From those early days in the history of the rodeo until very recent years the two original chief officers of the feature were, by common consent of all members, continued in their respective

FIRST PRIZE TARPON taken by rodeo winner Stanley Tinney, of Boutte, La., second from right. The giant silver king measured 7 feet, 3 inches long, tipped the scales at 153 $\frac{1}{4}$  pounds.



GRAND ISLE TARPON RODEO														
RESULTS TO: JULY 21 1951														
DATE	CAUGHT BY	TARPON		MACKEREL		COBIA	JACK	RED	BONITA	DOLPHIN	SHEEPSHEAD	SPRAT	JEWFISH	TRAILLE
				SPANISH	KING									
		LEN	WT	WT	WT	WT	WT	WT	WT	WT	WT	WT	WT	WT
21	S. TINNEY	7-5	153 1/4											
21	A. PLAISANCE	6-10	125 1/4											
21	Gen. JAMES NOE	6-6	124 1/2											
19	Mrs. L. PLAISANCE	6-9	120 1/4											
21	SUZETTE COON											3' 12"		
19	FRANK SMITH			3 1/2										
19	Wilbert Collins							13' 12"						
21	B. LOCKETT, JR.										7' 12"			
20	Z. FRANKS												29 1/4	
19	GM HOWELL				24 1/2									
21	GE WHITNEY					40								
21	LARRY UZEE								16					
19	LE HAWSEY						34							
20	F. DARCEY													15 1/4
21	Jack A. Brown									20 1/2				
										TOTAL TARPON CAUGHT TO DATE - 34				

RECORD of the champion fish and fishermen. A total of 34 tarpon were caught in the three-day event. At left is Urban C. Wilkinson, General Chairman of the rodeo, and right, Paul E. Coe, Jr., Weighmaster.

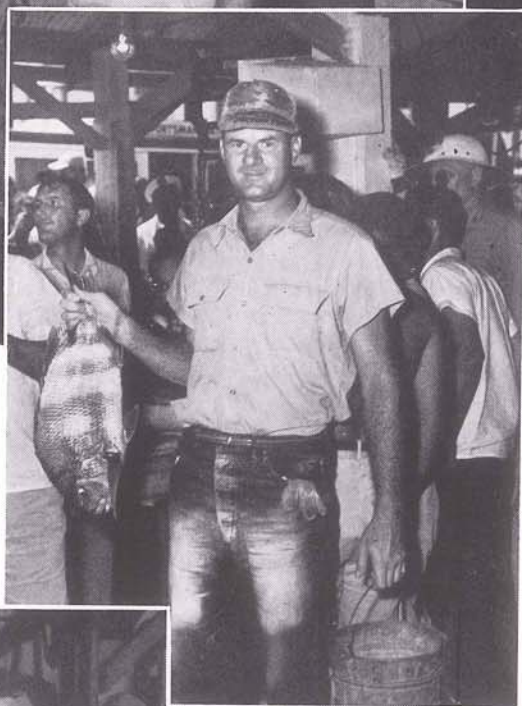
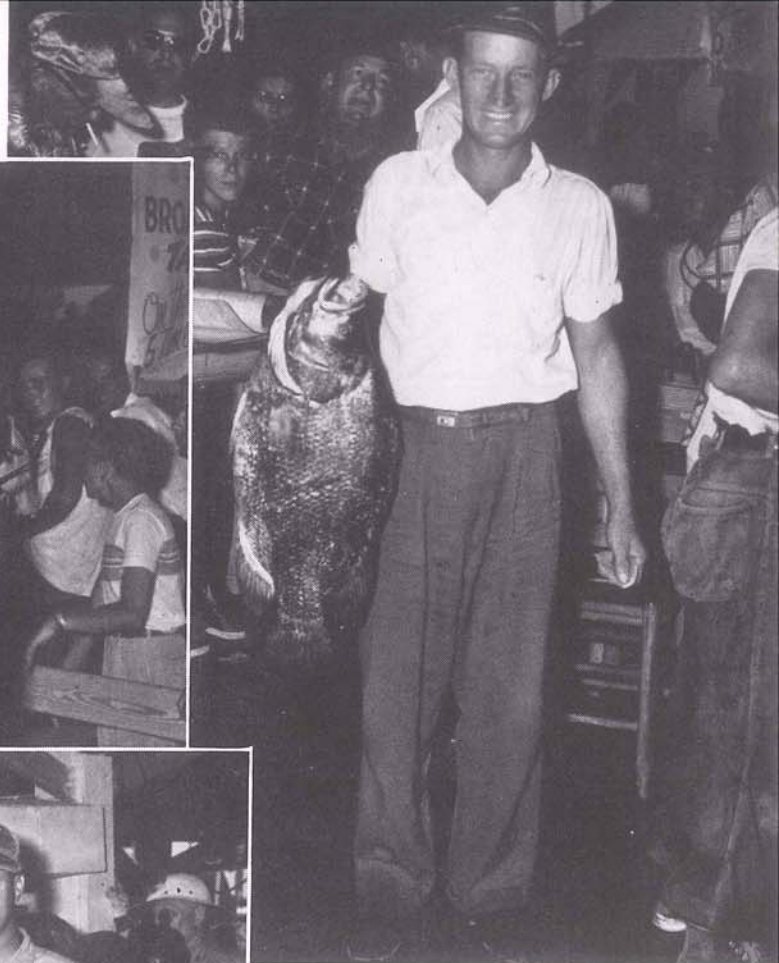
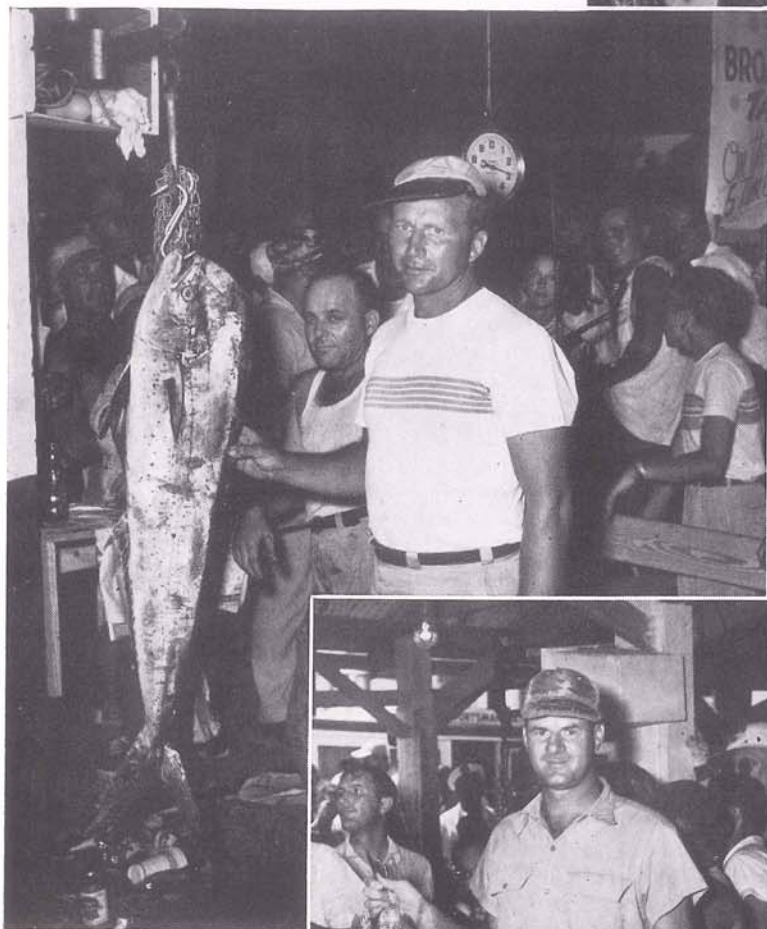
positions. Capt. John Donovan, year after year, was re-elected president of the rodeo and Hugh M. Wilkinson, its general chairman. Then, in 1947, at his own request, Mr. Wilkinson relinquished the chairmanship and was succeeded by Urban C. Wilkinson as general chairman. Late in 1950, then, came news of the death of President John C. Donovan and for the first time in the history of the rodeo and its organization a new president, in the person of Frank A. Vonder Haar, was elected.

In those early days when tarpon fishing was a new sport in the Gulf area, successfully hooking, fighting and landing one of the big fish was an experience known to comparatively few—a piscatorial triumph, indeed, with the tackle and gear available and generally in use. It was a period of hand-wrapped bamboo or Calcutta "poles," thumb-braked reels and natural bait. No beautifully finished glass, steel or alloy rods in those days. Star drag and automatic reels, now in general use, had not yet even been dreamed of. Fishing gear was simple in design; just good old solid stuff.

Undoubtedly modern improvements have aided anglers of a later day in their battles with the silver kings—first

to attract them, then to carry on through long fights with somewhat less exertion than was necessary when the sport was young. Nothing, however, has in any way diminished the fighting power of this king of sport fishes and the capture of a big tarpon is still an evidence of power, endurance and skill on the part of the angler, just as it was in the years gone by.

When World War II ended and servicemen returned to civilian life there occurred an amazing increase in interest and participation in the peaceful field of outdoor sports. Fishing, especially, attracted thousands to the Louisiana waters. Renewed interest marked the resumption of the annual rodeo at Grand Isle, in the summer of 1946, but some radical changes were made in its rules and regulations. At a meeting held prior to the rodeo the suggestion was made and adopted that instead of tarpon being the sole objective of anglers in the contest, the scope of the rodeo be enlarged to include a number of species of game fish common to the Gulf and its connecting waters. The species decided upon in addition to tarpon were cobia or "lemonfish" as it is often called, jewfish, tripletail, bonita, jack crevalle, dolphin, king and Spanish



LARGEST dolphin in the rodeo's history, 20 pounds, was caught by Capt. Jack Brown, of Indianapolis and Grand Isle, top left. Above, Floyd Darcey, of Houma, and his 15 $\frac{3}{4}$  pound tripletail. Center, 7 $\frac{3}{4}$  pound sheepshead, taken by Bob Lockett, Jr., of New Orleans. Bottom left, 34 pound jack crevalle, with champion fisherman L. E. Hawsey, Baton Rouge, and bottom right, Larry Uzee, of Raceland, with his 16 pound champion bonito.





THE LADIES gave a good account of themselves in this record-breaking rodeo. Mrs. Lester Plaisance, of Golden Meadow, affectionately hugs her 120¼ pound tarpon, fourth largest in the contest.

mackerel, sheepshead, redfish and speckled trout.

Instant response in the form of largely increased entries and participation, resulted from enlarging the field of fishing operations. Numbers of persons who are not enthusiastic about tackling such big game as the "grande ecaille", entered the contest in which they could try their luck and skill at landing prize winners among the many other, more plentiful and less aggressive gamesters. In a year the rodeo's entry list increased from some 300 participants to more than a thousand. Each year since, the number of contestants has been greater than the last until in 1951 all former records were broken when 1485 anglers of both sexes and all sizes, on more than three hundred water craft, thronged all available anchorage and dock space at Grand Isle to compete for the many rich prizes offered.

From the beginning and up to the present day, winners of prizes in the tarpon class have been awarded silver trophies. When the prize list was extended, however, awards of prizes of great variety were made to winners in all other divisions. For several years only first prizes were awarded. Then

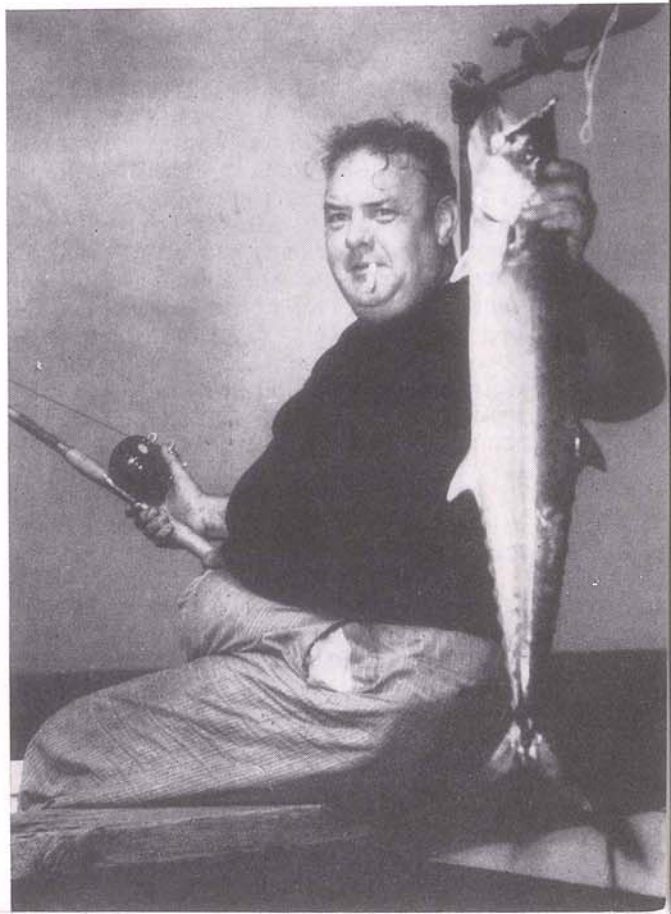
additional prizes were given for the second largest fish caught. In 1951 greater scope was given the contest by awards for third and fourth largest fish in all classes.

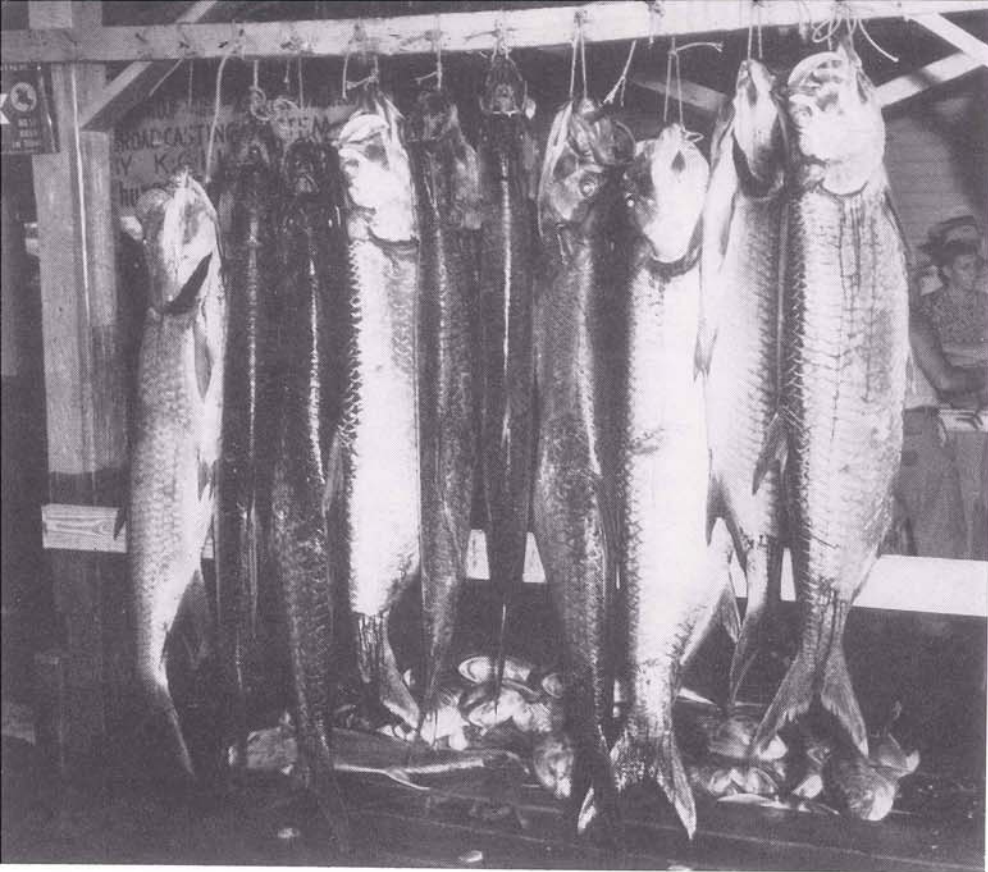
Oddly enough, the addition of fourth prizes to the list of awards created a situation wholly unexpected and set another rodeo record, when more than 1100 jack crevalle—hard fighting, voracious cruisers of the Gulf waters—were boated and brought in to overworked weighmasters during the opening day of the rodeo. The fish averaged in weight from 24 to 27 pounds, only a few going over the average, but all had to be weighed to decide among them.

"We couldn't help catching them," said the anglers to the weighmasters. "Those big fellows struck at every bait and lure we put overboard, and on the chance of winning at least a fourth prize we decided to bring them all in for you to weigh."

Never in all the years had so many large fish of a single species been caught and brought ashore in any contest, especially in view of the fact that the "jackfish" is a notoriously hard

ALL THE WAY from Albuquerque, N. M., flew Allan T. Holloway, to enjoy the sport as the guest of A. Miles Coe, Chairman of the Judging Committee. His second-prize winning King mackerel, was much larger than the one he holds below.





TEN of the 14 glistening tarpon that were boated on the opening day, July 19, by the enthusiastic sportsmen. Beneath them are a few of the 1100 jackfish taken.

fighter and is not a food fish, by any stretch of the imagination. In addition to the flood of jacks, great numbers of all the other fish were brought in throughout the days of the competition and the weighing arena was the scene of numerous unusual occurrences.

While officials, helpers and volunteers were hard at work clearing enough space to work in amid that flood of jacks, tarpon anglers, tired but very happy, began returning to the weighing dock with silver kings in numbers that quickly surpassed the catches of other years. By the end of the rodeo on Saturday night, July 21, thirty-four tarpon had been caught, these ranging in weight from some 50 pounds to the majestic 153 $\frac{1}{4}$ -pound beauty—the rodeo winner—caught by Stanley Tinney, of Boutte, Louisiana. The 1951 rodeo catch of 34 tarpon was the largest number ever caught in any Grand Isle event. Another record had been broken.

Along with tarpon and jack crevalle came all the other fish on the prize list. Fishing craft, one after the other, landed at the weighing dock to unload cobia, king and Spanish mackerel, dolphin, redfish, trout, jewfish. And with the arrival of these last named monsters of the deep new problems faced the over-

worked weighing crew. First to arrive was a small one of some 125 pounds. There followed a 250-pounder and finally a really big one which scaled 294 $\frac{1}{2}$  pounds and took first prize in its class. Judges and weighmasters sighed with relief as the last of these monstrous fish were hoisted to the scales and finally hauled away, later to be sold piecemeal in the New Orleans markets.

Capture of the great jewfish presents many problems. Liking the shade and shelter afforded by the great oil rig structures in the Gulf, numbers of the big fish have taken up residence beneath them. Hooked on ordinary tackle or even on heavy lines, it is their habit to immediately retreat beneath the structure and cut the angler's line on sharp-shelled barnacles on the foundations. At last, though, a solution to the problem was found.

Jewfish, heavy and slow in their movements, yet known to feed largely upon other fish and crabs undoubtedly too swift of movement for them to catch, have the power of suction through their mouths and gills whereby their food may be "inhaled" into their capacious maws from a distance of several feet. Armed with this knowledge, and wearing diving helmets, a

few courageous and adventurous anglers have learned to descend into the depths where jewfish are known to live, approach to within a few feet of one of them and then place before it a fish or big sea crab impaled upon the point of a large, stout hook. A heavy line runs to the boat and anglers above. When the fish takes the bait, as usually happens, the man below signals to the waiting fishermen by means of an additional line. This brings immediate action, with all hands hauling the big fish upward and away from its stronghold beneath the structure. In open water the contest of strength goes on until the fish is boated, or if too heavy to haul on board, is tethered and towed ashore.

It was a new record for jewfish taken during the Grand Isle Tarpon Rodeo, too. Four of them were caught during the three days of the contest. Another record went by the board when a 20-pound dolphin, largest in the event's history, was brought in by Capt. Jack Brown, of Indianapolis and Grand Isle. Up to the time that the rodeo ended, every species of fish on the prize list, save one, had been caught. The exception was sailfish, which had been added to the list for the first time after several had been caught and many seen and hooked, during the previous year. Two sails, in fact, had been hooked during the 1951 rodeo, but on tackle being used for smaller fish, and unfortunately they were not landed.

Whether or not they won prizes or broke records, however, the approxi-

mate 1500 entrants in the rodeo remained keyed up with the excitement of sportsmanlike competition and had about the greatest time of their lives in the process.

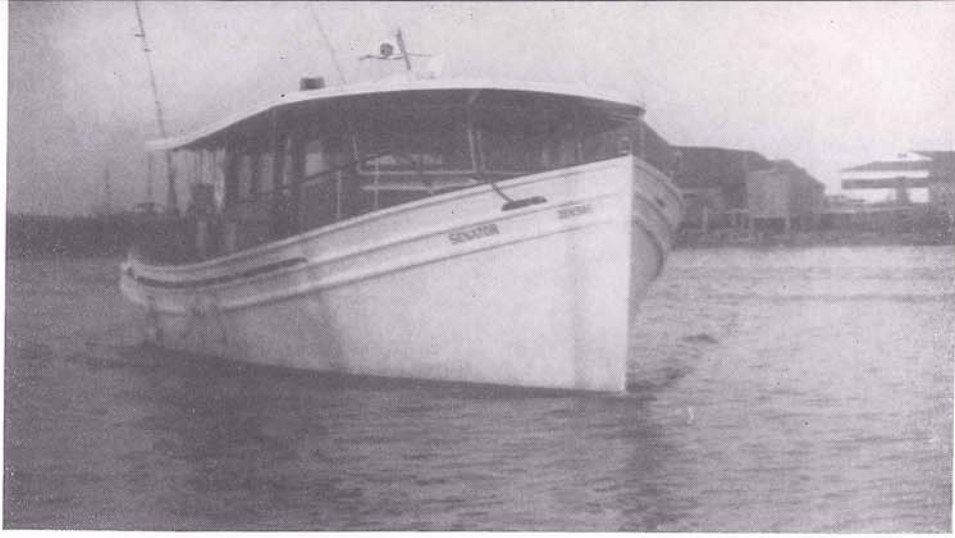
The contestants were the actors in a great sports drama. Non-fishing spectators and visitors, present from many parts of the country, furnished another and most interesting and colorful facet to the occasion. They thronged the big headquarters sheds on the docks, crowding to watch incoming fishing craft and to inspect catches, surrounding the weighmasters, the bulletin board where latest reports were posted as they arrived, and gathering in thousands on the rodeo's final night when winners in all classes were awarded the prizes they had won. Silver trophies or plate went to the winners in the tarpon classes, outboard motors as one of several items for all first-prize winners in every other classification, and to the others articles of sports gear—boats, trailers, rods, reels, automobile tires and dozens of other articles of value to outdoors folks. A motor car was the most valuable prize given.

Special awards were made to the champion fisherman and the lucky person who won the drawing for the entrance prize. There were prizes for every imaginable phase of the rodeo and dozens were made happy by their acquisition.

Throughout each day of the rodeo and for days in advance news of the progress of the event was carried far

SOME FINE jacks, as well as other fish, were caught by this happy trio, Louis P. Niklaus, Clerk of the Supreme Court of Louisiana, New Orleans Attorney Leander H. Perez, Jr., and Mrs. Perez.





"SENATOR" owned by John L. Lauricella.



"SOUTH WIND," Capt. Murphy Crosby.

HUNDREDS of boats of all kinds take fishermen out during the rodeo. Three main types are represented by these beautiful craft. The yacht, at top; the sports cruiser, at left, and below, the lugger, a vessel identified with Coastal Louisiana.

PROOF that sailfish inhabit the Grand Isle waters is this beauty caught in 1950 by T. B. Godfrey, holding the tail, with Jack Brown and son Gary Brown, on Brown's "Sea Hawk." Two sails were hooked during 1951 rodeo, but on light tackle, and were not boated.

"DEW DROP," Capt. Hamilton Landry.



and wide as news writers and radio broadcasters "covered the waterfront" and told the world of Grand Isle and its great rodeo, of the fabulous fishing that went on and goes on daily throughout the year in the waters about the famous little island. They made the Grand Isle Tarpon Rodeo nationally known as a great outdoor sports event.

Best of all, the scope of the rodeo and its importance as a seasonal event are only indications of the year-round sport possibilities in the area of which Grand Isle is the center. It is a favored spot for recreation, rest and especially for wonderful fishing throughout all twelve months of every year.

Twelve months of fishing each year! It sounds impossible, yet it's a fact at Grand Isle. Only during recent years has such a condition existed. Only since the discovery of oil beneath the Gulf and the construction of great oil-drilling structures miles offshore have numerous species of deep-sea fish, hitherto unknown as Louisiana residents, come to the attention of anglers. Now each structure acts as a landmark, guiding boatmen to the hordes of fish beneath. Around these rigs trolling will produce results from surface running fish such as mackerel and bluefish during part of the year. During the late fall and winter months, however, still-fishing is in order and baits dropped overboard meet

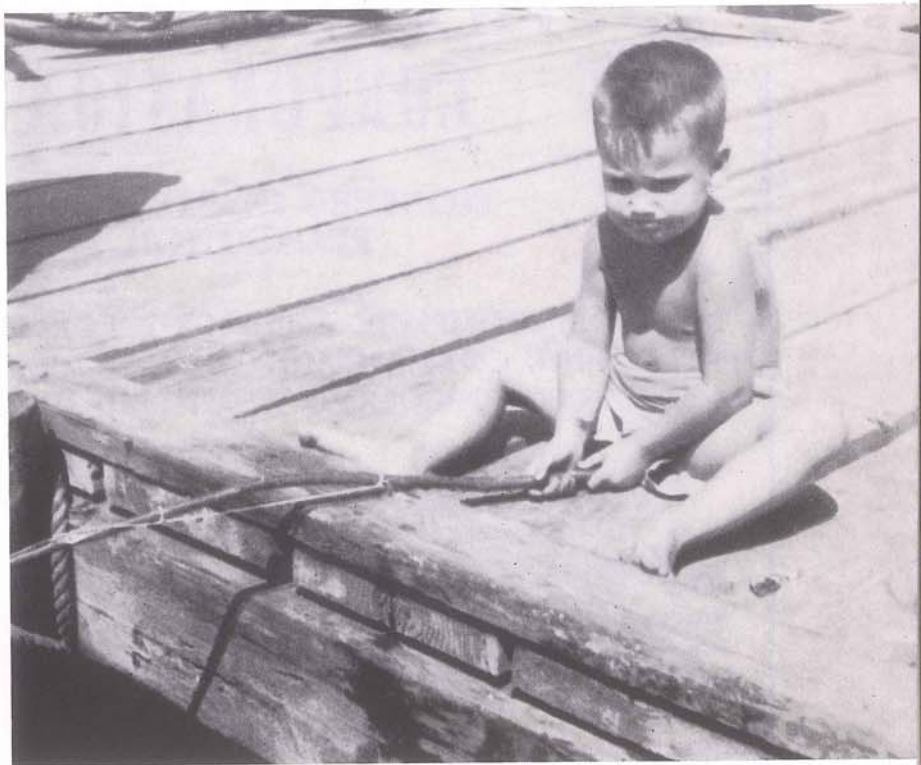
with instant response from pompanos, snappers of several varieties, groupers, silver trout, sheepshead and a dozen other edible fish that always seem hungry.

All types of fishing are put to use in the waters about Grand Isle: trolling, still-fishing, surf casting, even bait and fly casting for some of the smaller species in the "inside" waters. All types and sizes of tackle and gear come into play, too, according to the kinds of fish you're seeking. It is a continuous performance, is this fishing in the waters of Jefferson, with few time-outs for any reason, with the high point being reached during July of each year at the annual gathering at Grand Isle for the Tarpon Rodeo.

That big event is to Jefferson Parish as is Mardi Gras to New Orleans—something to prepare for, to plan and arrange for and then to enjoy to the fullest. And when it's over, to start planning for a full year ahead. It is an event so interesting, so pleasureable and picturesque that it compels its following to return, year after year, in constantly increasing numbers.

Many come to see and enjoy vicariously, the sport of others, and remain to participate in one rodeo after another, finding new enjoyment in this, the Nation's leading outdoor sport, in a favored land.

"I'M READY!" And you can bet he is, too. Fishing is a sport that knows no barriers of age or sex. Each year more and more women and children join the men-folk in this exciting sporting event at Grand Isle.



***Stepped-up Self-Regulation Program of  
United States Brewers Foundation Works Hand in Hand  
With Police Jurors and Armed Forces***

In every parish, the Louisiana Division of the United States Brewers Foundation is cooperating fully with police jurors to insure the highest possible standards of operation among beer retailers. And wherever military personnel are concentrated, beer retailers are being particularly urged to conform completely with military laws.

The Self Regulation Program of the United States Brewers Foundation has

for several years served to reduce problems of regulation, law enforcement, and selection of licensees. Educational projects keep retailers informed about all requirements for lawful operation and suggest methods of insuring cleanliness and controlling behavior of patrons in order to maintain the highest standards of decency. The brewing industry in Louisiana is very much aware of and actively concerned with its responsibility to the public.

LOUISIANA DIVISION

**UNITED STATES BREWERS FOUNDATION, INC.**

907 Main Street

Baton Rouge, 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**

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Longview, Texas  
Sparrows Point, Maryland

Corpus Christi, Texas  
Glenwillard, Pennsylvania  
Franklin Park, Illinois

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# for Jefferson Parish

# for the Nation

# AVONDALE

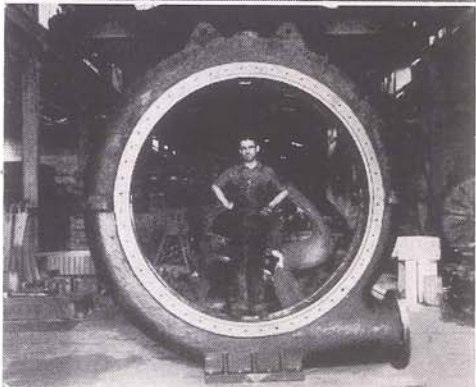
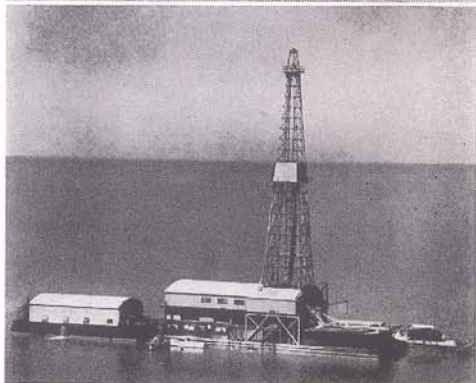
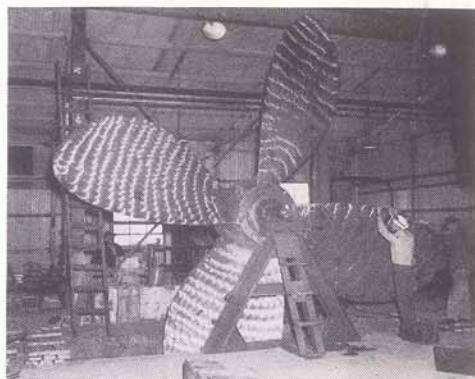
..... with three major plants in the New Orleans area—**AVONDALE'S** position in both the future of Jefferson Parish and of the nation is a vital one! Not only do **AVONDALE'S** plants produce implements for the growth of the nation's industrial progress, but they are contributing consistently to the nation's defense activity.

**AVONDALE'S** Main Yard builds and repairs—tugboats, towboats, barges, steel fabrications of all types, for the Marine Industry, for the Army Engineers, the Coast Guard, the Navy, the Oil Industry.

**AVONDALE'S** "Harvey Plant", famed for quick, efficient repairs devotes its efforts for the same industries as the Main Plant—Serving hundreds of customers each year.

"SERVICE FOUNDRY", a division of **AVONDALE** reaches into still other industrial fields—sugar, marine, paper, oil—and contributes its effort to the integrated whole, **AVONDALE MARINE WAYS, Inc.**

These combined activities, which constitute the industry that is **AVONDALE**, requires immense manpower, jobs are created for hundreds,—from Jefferson Parish, from New Orleans, and the surrounding areas to make a total vast contribution to the future of Jefferson Parish and of the Nation .....



## AVONDALE MARINE WAYS, INC.

Main Yard: Avondale, La.

"Quick Repair Plant": Harvey, La.

Foundry Division (Service Foundry): New Orleans, La.

# O'Shaughnessy Service, Inc.

AIRLINE HIGHWAY at 17th STREET CANAL



PHONES:

TEmp 5577

TEmp 5578

TEmp 5579

## ● BOWLING

40 Air Conditioned Alleys. Special Individual Free Instruction to all Beginners By Appointment.

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Bowling Balls — Bowling Shoes — Bowling Bags

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TEXACO PETROLEUM PRODUCTS. Firestone Tires, Tubes, Etc.  
Washing. Greasing. Tire Repairs.

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BILLIARD TABLES  
BRUNSWICK**

**BUFFET SERVICE  
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AIRLINE HIGHWAY AT WILLIAMS

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# **READY** to meet the **Ever-Increasing Demands** for **Cheap, Dependable Electricity**

With the first big steam-electric generating unit already in operation, our plant at Ninemile Point is **STILL BEING ENLARGED**. By October of 1952 a second, larger unit is scheduled to be in operation, providing a total capability at Ninemile Point of 175,000 kilowatts.

When Ninemile Point began operating last year, it brought our total generating capability to 216,000 kilowatts. And by the end of 1952, the installation of Unit No. 2 will boost our capability to 321,000 kilowatts. Our increased output along with that of other

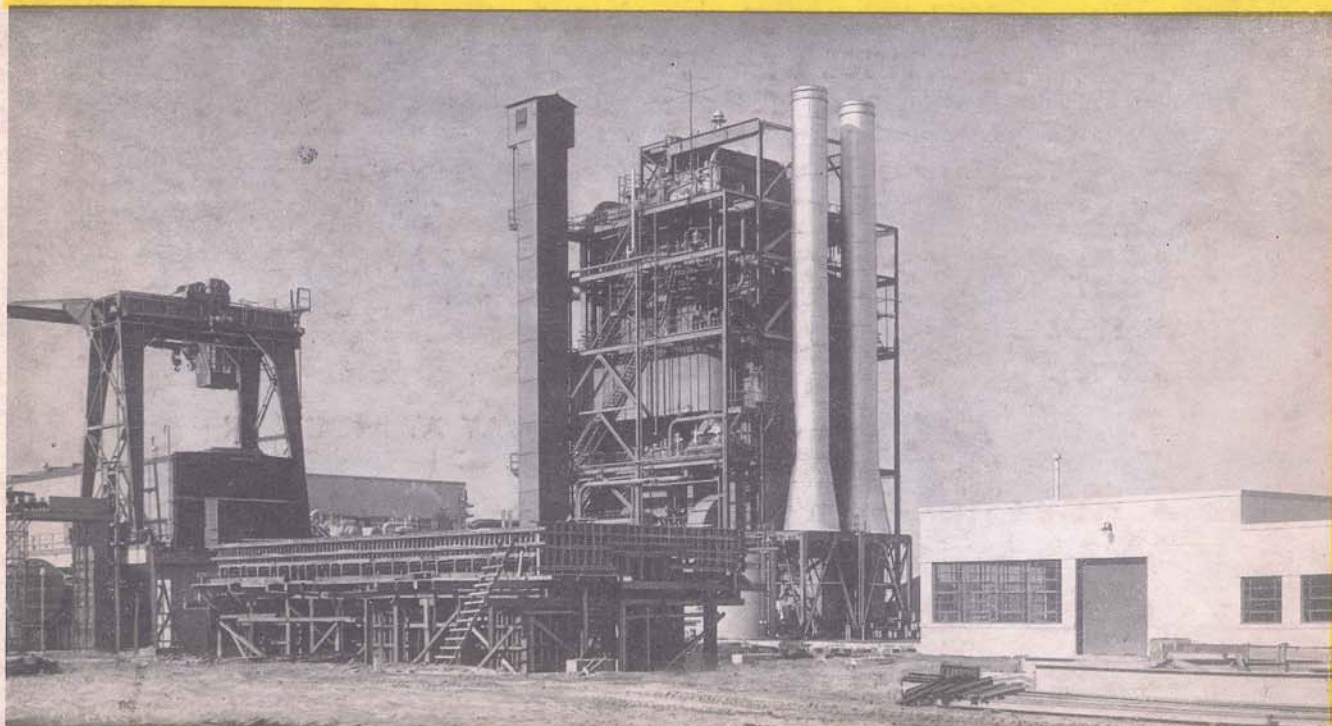
integrated companies will provide a total of over 1,500,000 kilowatts for the Middle South System.

It is fortunate that five years ago our long-range planning called for expansion. At that time, we ordered the first unit for Ninemile Point. Since then, this same long-sighted forethought has enabled us to keep pace with the area's urgent need for power . . . not only for the vital demands of defense, but for the purposes of peacetime production as well.



## **LOUISIANA POWER & LIGHT COMPANY**

*"Helping Build Louisiana"*



This picture shows plant progress as of January, 1952.