

# JEFFERSON PARISH YEARLY REVIEW 1937



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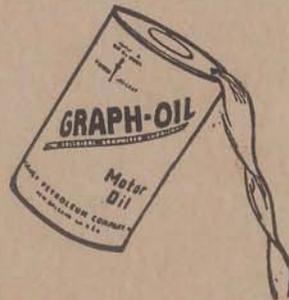
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1937

Jefferson Parish

# Yearly Review

*(Official Publication of the Police Jury)*

+ + +

## DEDICATION

There is something hopeful about a Parish where exists reasonable expectation of completing what you commence. When programs are announced with trumpets then never heard of more, when promises are broken, something deep within us is hurt. We need to see at least a few things become full circle; it helps us to believe that those larger circles, the ends and beginnings of which are hidden from us, will find their completion too. Jefferson Parish finishes what it begins. That is the policy we have always held and we will continue to adhere to it in the future.

+ + +

JUSTIN F. BORDENAVE

*Editor and Publisher*

WEAVER R. TOLEDANO

*President of the Police Jury*

JOSEPH H. MONIE

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*Somnoient Bayou Coquille, bedecked with purple water hyacinth, shaded by moss-draped oaks, is an example of the dreamy beauty for which this region is famed.*

# FOREWORD

+ + +

The Police Jury of Jefferson Parish has a deep interest and confidence in American principles, the original and yet-to-be fully realized American ideal of a sound social life.

We of Jefferson Parish are a plain people, we love our work, our play, our homes, our families, our schools and our friendships. The gate to Jefferson Parish is unlatched, and the Parish welcomes all those who are seeking new opportunities for industry, manufacturing, agricultural activities, homes or recreation.

Jefferson Parish creates its own aristocracy—not necessarily those whose names are most prominent socially, but people who lead, who do, who see. You will find expressions from all of them in the pages of this yearbook. Consider Jefferson Parish thirty years ago, with its few outlets for energy. Consider how many more outlets it has today—how many more men it needs today compared with then. Its integral strength is this: Jefferson Parish rears its own men and women, who know what to do, able servants of the local need. The way to knowledge is kept open in Jefferson Parish. Under our system no one can monopolize it; no one can close it.

This edition of the Yearly Review will carry Jefferson Parish's message to wider fields than ever before. Copies will be read in universities, schools and libraries throughout the country.

In the name of the Police Jury of Jefferson Parish, the official family, our residents and friends, we extend thanks to all who have aided in making this edition what it is, and we look forward with the keenest pleasure to the fullest co-operation of all our residents as Jefferson Parish continues to progress.

THE EDITOR.



**JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS**

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

Standing, left to right: Russell Ledoux, Eastbank Road Superintendent; Hirsch Meyer, Ward 4, Marrero; Alvin Hotard, Engineer; D. H. Roussel, Westbank Road Superintendent; Ernest M. Conzelmann, Assistant District Attorney; Ernest Riviere, Ward 8, Metairie; John J. Holtgreve, Ward 8, Metairie, and Clyde V. Bourgeois, Treasurer. Absent member—Harold Heard, Ward 1, Gretna (McDonoghville).

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## The Eden That Lies Over the Line

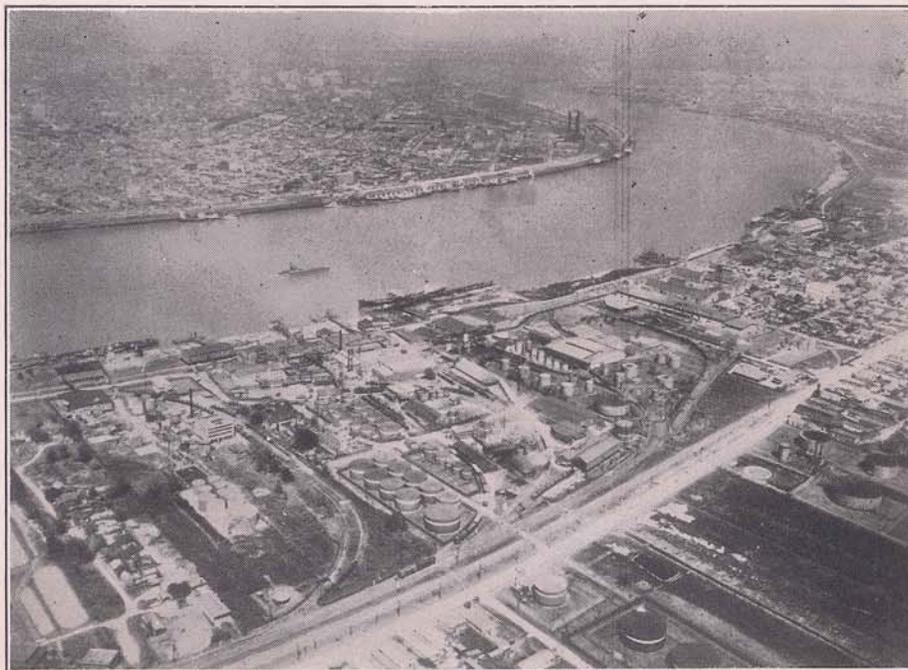
W. R. TOLEDANO

*Pres., Jefferson Parish Police Jury*

A prominent New Orleans writer once wrote for a newspaper an article entitled "Over the Line Lies Eden". It can be stated without fear of contradiction that Jefferson Parish is the Eden that lies over the line.

The Parish of Jefferson was created by the legislature in the year 1825. Geographically speaking, it occupies a position such as to make it one of the most attractive spots in the state of Louisiana. It possesses shore lines on the Mississippi River, which divides the parish; its southern boundary is washed by the salty waters of the Gulf of Mexico; the warm zephyrs of the Gulf prevent the more rigorous winters experienced by more northerly parishes and furthermore, it is the western gateway to the City of New Orleans, the greatest metropolis of the south.

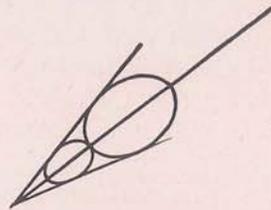
Because of its proximity to New Orleans and because of its geographic outline, it has developed into one of the largest industrial and manufacturing parishes of the state. The West Bank boasts such large enterprises as: The Celotex Corporation, Continental Can Co., Johns-Manville Products Corporation, Southern Cotton Oil and Wesson Oil Co., Penick & Ford, Chickasaw Wood Products Co., American Molasses Co., American Distilling Co., Seaboard Refining Co., Southern Shell Fish Co., Davison-Pick Fertilizers, Dunbar-Dukate Co., Swift & Co. Refinery & Fertilizer Works, John Stumpf's Son, Commercial Solvents Corporation, North American Trading & Import Co.,



*An aerial view of the plants of the Gulf & Valley Cotton Oil Co., Southern Cotton Oil Co., and Gulf Refining Co., three of the leading industries in Jefferson Parish. The curving circle of water is the Mississippi River*



*Cars*



*Trucks*



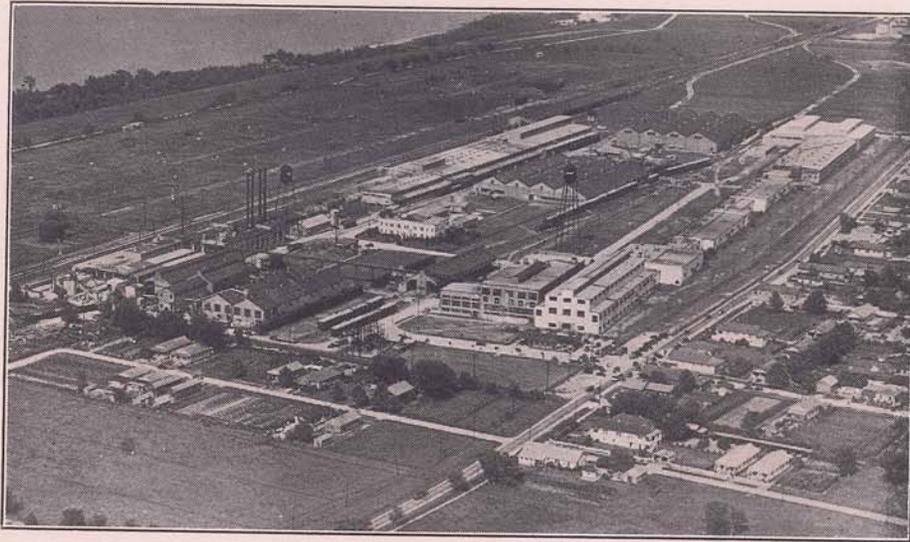
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*The Celotex Corporation, on the west bank of the river, in Jefferson Parish, is the largest producer of rigid insulation in the world, with a production of 400,000,000 sq. ft. per year. Covering an acreage of approximately 150 acres, the plant in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

General American Tank Storage and Terminal Co., Douglas Public Service Corporation, U. S. Industrial Alcohol Co., Blue Plate Foods, Hercules Powder Company—Paper Makers Chemical Division, Robinson Canning Company, Ed. Martin Sea Food Company and Quong Sun Company. Four of the larger oil companies, the Gulf Refining Company, The Texas Company, the Sinclair Refining Company and the Southport Petroleum Company, have established plants on the west bank.

On the East Bank we have such corporations as: American Creosote Works, Concrete Products Co., Freiberg Mahogany Co., Great Southern Box Co., International Lubricant Corporation, Mancuso Cooperage Co., Armour Fertilizer Works, American Frog Canning Co., Shipper Compress & Warehouse Co., Louisiana Box Co., Pullman Standard Car Manufacturing Co., Squire Dingee Co, and New Orleans Compress Company.

We invite all industries to build in our parish, offering new industries ten years' exemption from taxes.

Jefferson Parish was selected by the United States Government, through the War Department, as a terminus of the Intracoastal Canal, which begins at the Mississippi River, in Harvey, and winds through southwest Louisiana into Galveston, Texas. In the near future, this canal will continue from Galveston to the Mexican border.

Jefferson Parish is the home of many noteworthy truck and dairy farms, which by reason of their proximity to the city of New Orleans readily dispose of their fresh vegetables and dairy products, yielding handsome returns to the farmers.

The parish stands out as a state leader in the production of seafoods, shrimp, crabs, oysters and fish. Its shrimp industry has gained

## Parents of High School Seniors

... Your sons and daughters will soon be leaving high school to begin their careers. Fortunately for them, the world offers far greater opportunities now than it has for the past six years.

... You owe it to them to take the utmost advantage of your opportunities to develop their special abilities to the highest possible degree. Whatever field they may decide to enter, they will inevitably find that the trained man is best fitted to achieve success.

... More than 12,000 Louisiana boys and girls are completing their high school courses this year. Each boy and girl possesses capabilities which must be developed to the utmost if he is to succeed in the withering competition of today.

... You owe it to yourself and to them to investigate the opportunities which your State University is prepared to place before them. Possibly you have never realized how vital special training is. Very likely you have considered a college education beyond your reach.

... Your State University endeavors first to offer the youth of Louisiana educational opportunities second to none. Second, it attempts to offer its services at the lowest possible cost—a cost so low that no boy or girl need feel that he cannot afford to attend college.

... Beautifully located, its grounds a lovely complement to carefully designed, impressive buildings, with facilities for wholesome work and healthful recreation, a faculty which embodies the cultural ideals with those of practical training, and expenses to suit the moderate income, your State University represents to the wise a chance for thrifty investment in opportunity.

... Write to the Registrar today for a catalog outlining the courses open to you. If there are any special questions you want answered, include them in your letter. Men and women who have devoted a lifetime to helping boys and girls develop their abilities will take pleasure in helping you.

+ + +

# Louisiana State University

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world recognition, its dried and packed shrimp sent to the four corners of the earth.

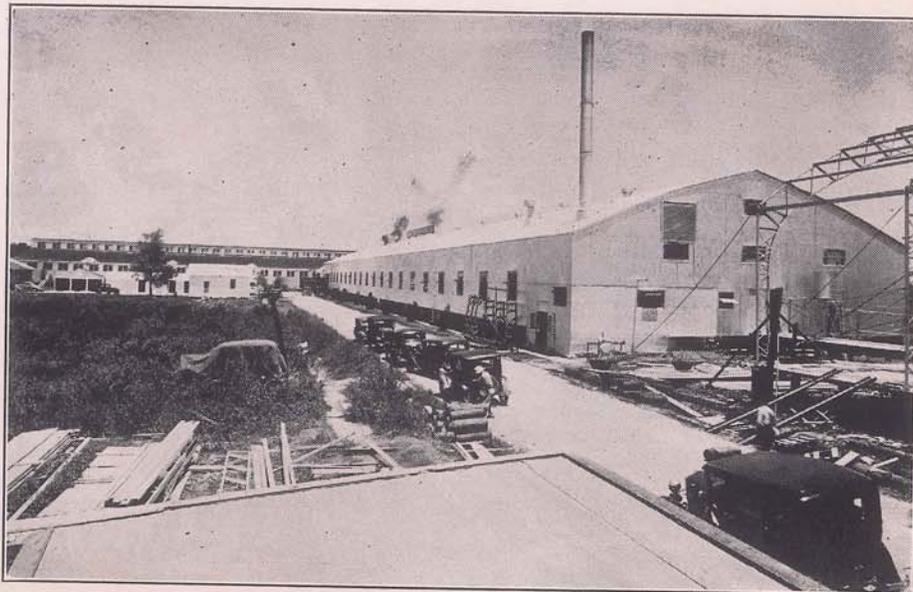
Recently one of the largest oil fields in the state has been developed in this parish. Yet in its infancy, this field is producing more than twelve thousand barrels of the finest grade oil to be found in the state. The deepest commercial oil wells in the state, indeed in the whole Gulf Coast, are located here. The possibilities of this field have hardly been scratched, and we believe that before long it will stand out as the greatest oil producing section in the state of Louisiana.

The transportation facilities of Jefferson Parish are excellent. The Mississippi River and Intracoastal Canal furnish unsurpassed waterways, offering cheap transportation to the entire Mississippi Valley and the huge state of Texas. Numerous railroads make for efficient service to industries and for speedy distribution of produce throughout the continent. Fleets of motor trucks speed over the well-kept highways, two of the most important of which are the Jefferson Highway, New Orleans to Winnipeg, and the Old Spanish Trail, St. Augustine to San Diego. The neighboring port of New Orleans affords shipment to all the ports of the world.

Jefferson Parish offers tourist, vacationist and sportsman real thrills: the best and safest surf bathing in America; deer, duck and small game to be bagged; the huge game tarpons for sport; the keen gustatory enjoyment of delicious seafood, ranging from the succulent oyster to the delectable pompano; the unique beauty of the pirate haunts of the romantic figure of Jean Lafitte and his men.

Its residential sections are among its outstanding features. Here may be found the home to suit both taste and pocketbook, from simple cottage to imposing mansion. Many prefer to build in Jefferson, where one may enjoy all the comforts and pleasures of the city without its discomforts.

It cannot be denied that "Over the Line Lies Eden."



*Great Southern Box Co., located in Southport, on the east bank of the River in Jefferson Parish, manufactures boxes of all kinds.*

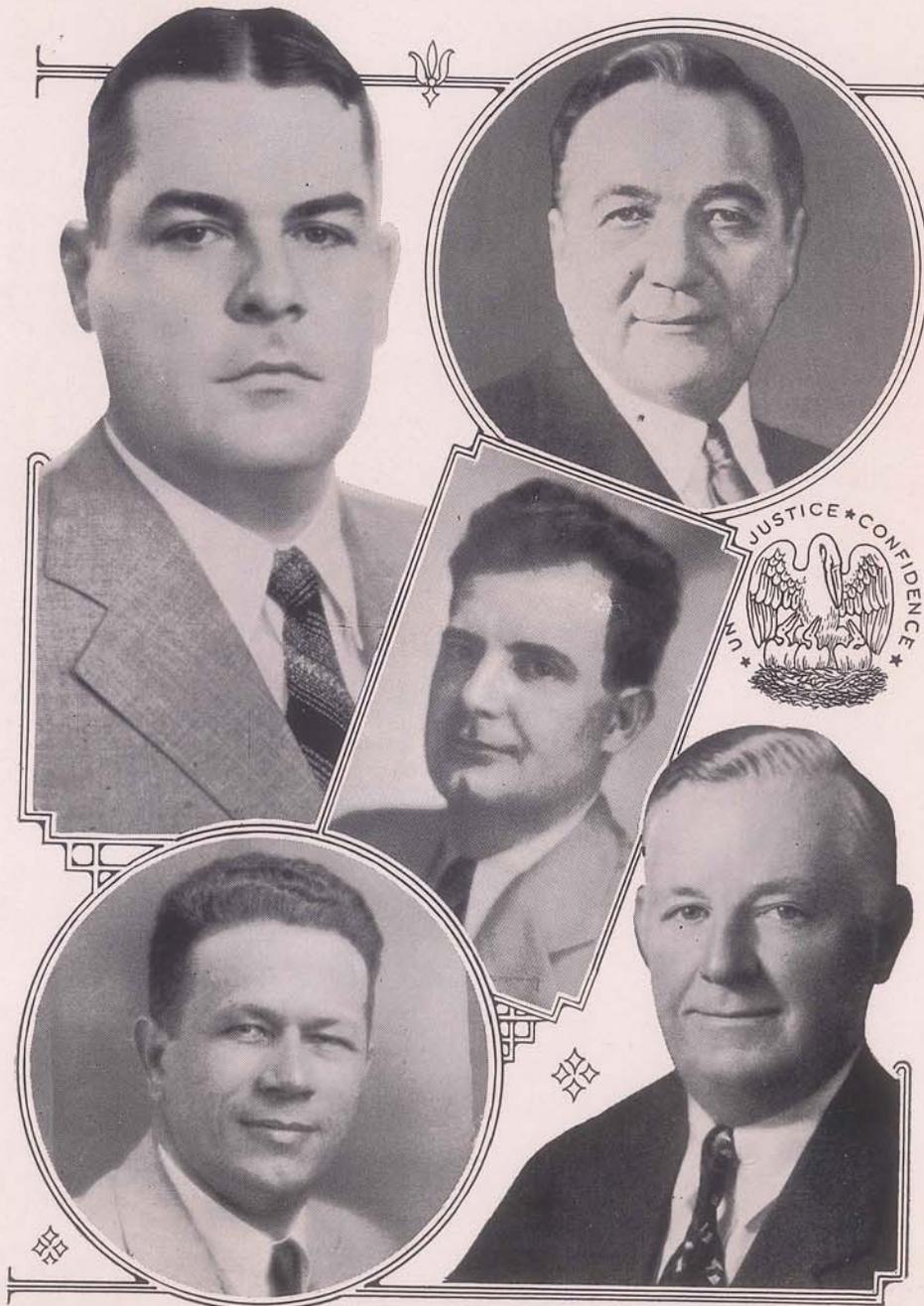


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*Left top—Hon. Richard Webster Leche of Jefferson Parish, Governor of the State of Louisiana. Right top—Hon. John H. Overton, United States Senator. Center—Hon. Earl K. Long, Lieut. Governor, State of Louisiana. Lower left—Hon. Allen Ellender, United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



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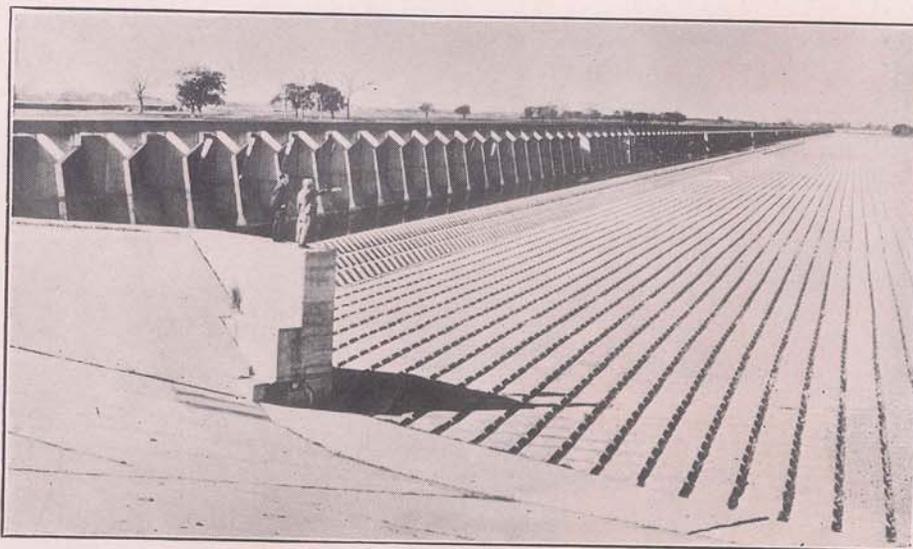
**NEW ORLEANS, LOUISIANA**

## What the Opening of the Bonnet Carre Spillway Did to Relieve the Highwater Situation on the Mississippi Below the Spillway, Especially in Jefferson Parish

MAJOR GENERAL E. M. MARKHAM  
*Chief of Engineers, U. S. Army*

In the latter part of January this year, reports from the Ohio River Valley indicated that its inhabitants were experiencing a record flood. The damages ran into hundreds of millions of dollars. In the lower Mississippi Valley, fears were expressed that added flows from the Missouri and Arkansas might produce a situation dangerous to life and property in the vicinity of New Orleans. Reports of discharge and flood heights continued to pour in, indicating that the Mississippi River immediately below the mouth of the Ohio was carrying a greater flow than ever before.

The flood of 1937 on the Mississippi River above the mouth of the Arkansas was greater than any flood on record. South of the Arkansas the flow was in the main leveed channel. Below Old River predictions indicated that the discharges in the main leveed channel would be about as great as they had ever been in any flood. However, it was apparent to the engineers familiar with the protective works built since 1928 that the use of the Bonnet Carre Floodway would hold main river stages below 20 on the Carrollton Gauge. Without the use of the Bonnet Carre Spillway, the 1937 flow would



*Bonnet Carre Spillway before opening. The oak trees in the background are on the river side of the weir. The concrete blocking on the inner side prevents erosion when the spillway is in operation.*



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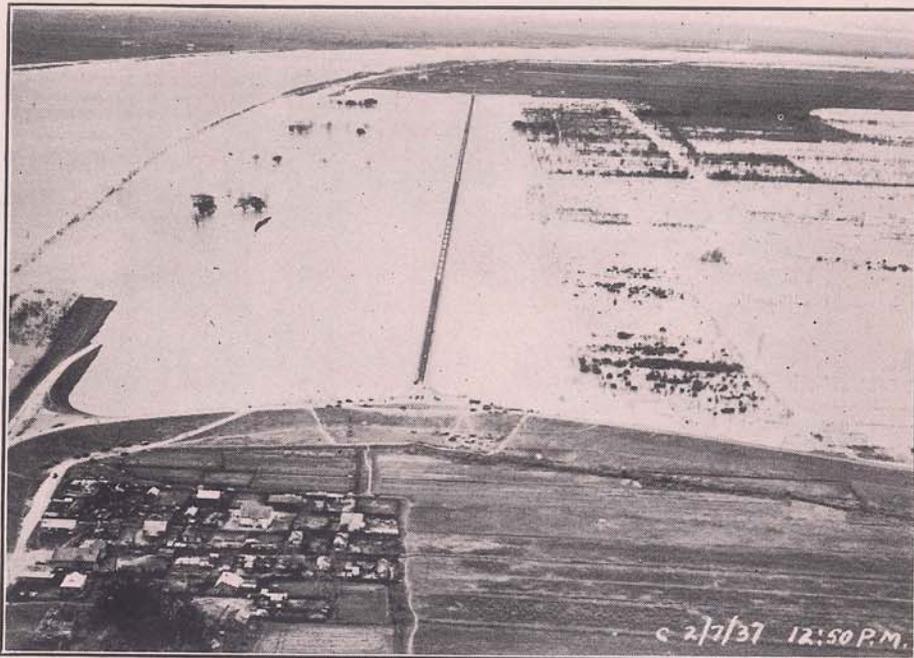
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**GRETN A, LA.**



*An air view of the spillway in operation, looking upstream along the line of the weir structure from the vicinity of Norco, Louisiana. The Mississippi River appears in the left and upper background, its bank line indicated by the fringe of trees to the left of the picture. The clear spaces along the weir structure indicates closed bays. Approximate discharge at the time of this picture was 80,000 c.f.s.*

have caused higher and perhaps menacing stages at New Orleans. While such stages probably could be successfully fought and held along the City front, they would cause disruption to numerous activities along the wharves and the railroad terminals along the river front. The flood control plan of 1928 was designed to prevent this disruption and the Bonnet Carre Floodway was of course put into operation for this purpose. In spite of the engineering facts in the case, publicity about the approaching high waters naturally caused acute apprehension among the people of the City of New Orleans and even brought about suggestions of evacuation of a considerable part of the population. Unfortunately, apprehension threatened to paralyze the tourist industry at the height of the Mardi Gras season.

By the end of January, stage and discharge data from the upper river had clearly indicated that a flood of unusual proportions would be felt on the lower river, but that it would be controlled and passed by New Orleans without serious trouble. The Bonnet Carre Spillway was designed to prevent the New Orleans gauge at Carrollton Avenue from rising above twenty feet. It was plainly evident that this gauge would exceed twenty feet unless the spillway was used and it was also evident that the use of the spillway would preclude any real danger in the vicinity of New Orleans. On Saturday, January 30, 1937, the spillway was put into operation by opening 220 of its 350 bays. The

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

Roy J. Martin.....Pres.  
 H. F. Owsley.....Vice-Pres.  
 Wesley D. Baker.....Secty.  
 Geo. E. Martin.....Treas.

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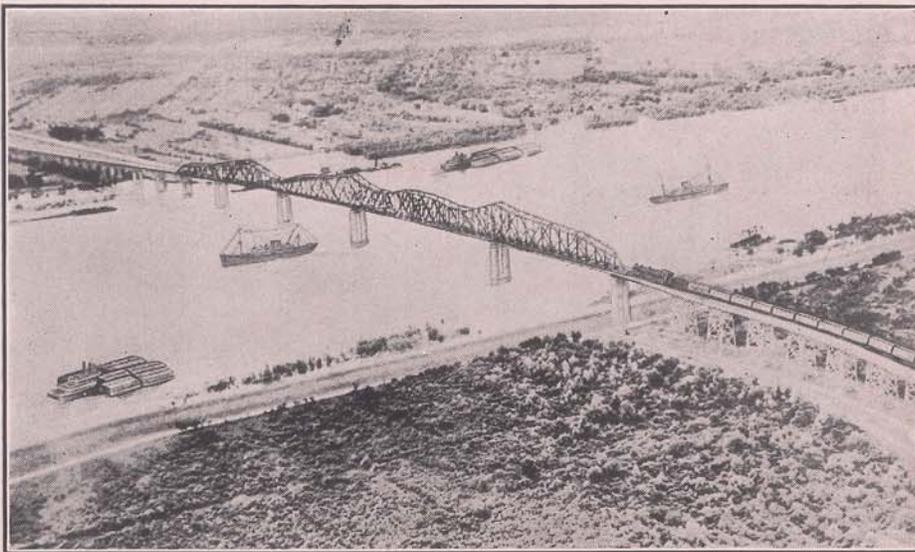
BALTER BUILDING, NEW ORLEANS

Carrollton gauge at that time was 15.0 ft. m.g.l. Additional bays were opened as the river continued to rise, until, on February 18th, 285 bays had been opened. The number of open bays in the spillway remained unchanged until March 7th, when closure was commenced. Complete closure of the spillway was effected on March 16th.

As the discharge through the spillway increased, the beneficial effect on stages both above and below the spillway became more and more apparent, with the result that the gauge at Carrollton was held in the neighborhood of 19.0 ft. m.g.l. for a period of approximately two weeks, until the crest of the flood had definitely passed. The spillway operations caused a reduction of stages at and near New Orleans of about three feet by reason of the diversion of 210,000 c.f.s. through the spillway.

During the period of the operation of the spillway, Mississippi River flood water was diverted at the average rate of 131,000 c.f.s. per day. This water passed over the spillway weir, through the floodway between the guide levees and through Lake Pontchartrain and Mississippi Sound into the Gulf of Mexico. The maximum observed flow, as measured on several discharge ranges within the floodway, was approximately 210,000 c.f.s. For nine days the flow exceeded 200,000 c.f.s., and for twenty-five days during the operation more than 150,000 c.f.s. were diverted.

Laymen had expressed fears that diversion of excess flood water from the Mississippi River would cause excessively high stages in Lake Pontchartrain. When preparing the 1928 plan it was computed that the maximum discharge through the spillway would raise Lake Pontchartrain about two feet, which is much less than the height to which the level of the lake is often raised by storm winds in the summer and fall. The office of the Second New Orleans Engineer District established, in 1931, gauges located around the shores of the lake.



*Huey P. Long railroad and vehicular bridge, spanning the Mississippi in Jefferson Parish.*

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Among these 31 Celotex Products are ideal materials for sound-conditioning anything from a small office to a theatre or railroad station—for interior decoration of small homes or monumental public buildings—and for shutting out heat and cold and saving fuel in every kind of structure.

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Marrero, La.

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These gauges had been read continuously since they were established. A comparison with the seasonal average of the past five years with the gauge record during the operation of the floodway indicates that the mean height of lake level was approximately  $\frac{3}{4}$  ft. above its normal seasonal level. During the time when the flow through the spillway exceeded 200,000 c.f.s., the mean height of lake level was about one foot above the seasonal level for the corresponding period during the past five years.

In spite of the scientific facts in the case, and on account of the fears of the people in Jefferson Parish that damage to life and property might result from the operation of the spillway, a temporary protection levee was built as a W.P.A. project from the City limits along Lake Pontchartrain to the Parish line, and thence southward to tie in to high land adjacent to the main river levee. This emergency levee was built to an elevation of approximately  $5\frac{1}{2}$  ft. m.g.l., but since the highest average lake level recorded during the operation of the spillway was approximately  $2\frac{1}{4}$  ft. m.g.l., this temporary levee did not come into use, although its psychological value was considerable.

The most important relief afforded by the operation of the spillway consisted in the provision of additional freeboard on the levees from considerable distances above the spillway to the Passes, amounting to more than three feet in certain localities. This additional freeboard gave to the people living behind the levees a feeling of security impossible to evaluate in terms of dollars and cents, and resulted in the full use of all wharves, permitting traffic and commodities to move into and out of the City of New Orleans and vicinity without delay or hindrance. Moreover, the lowering effect caused by the operation of the Bonnet Carre Spillway enabled the government to dispense with miles of temporary wave wash protection, and with a considerable amount of levee topping which would otherwise have been required on the levees below New Orleans. Wave wash is a most important destructive agent to levees below the City, and the lowering of stages which was effective to the downstream ends of the levees meant the difference in many places between a feeling of security and an emergency high water fight.

Undoubtedly the feeling of safety engendered by the use of the Bonnet Carre Spillway was worth a great deal to the City of New Orleans and its environs. The disruption of trade was avoided, the fears of the people were allayed, and the seasonal flow of tourists to the City was not stopped as it might have been had flood heights materially greater than those previously experienced occurred.

After the passage of the Flood Control Act of 1928 the Bonnet Carre Spillway project for diverting from the main river flow in excess of its capacity was vigorously prosecuted and completed. This spillway, built under the direction of the Corps of Engineers, successfully functioned for the purpose for which it was designed, providing safety from Mississippi River floods for the City of New Orleans and the vicinity.



# Heebe's Bakery

GEO. HEEBE, Owner

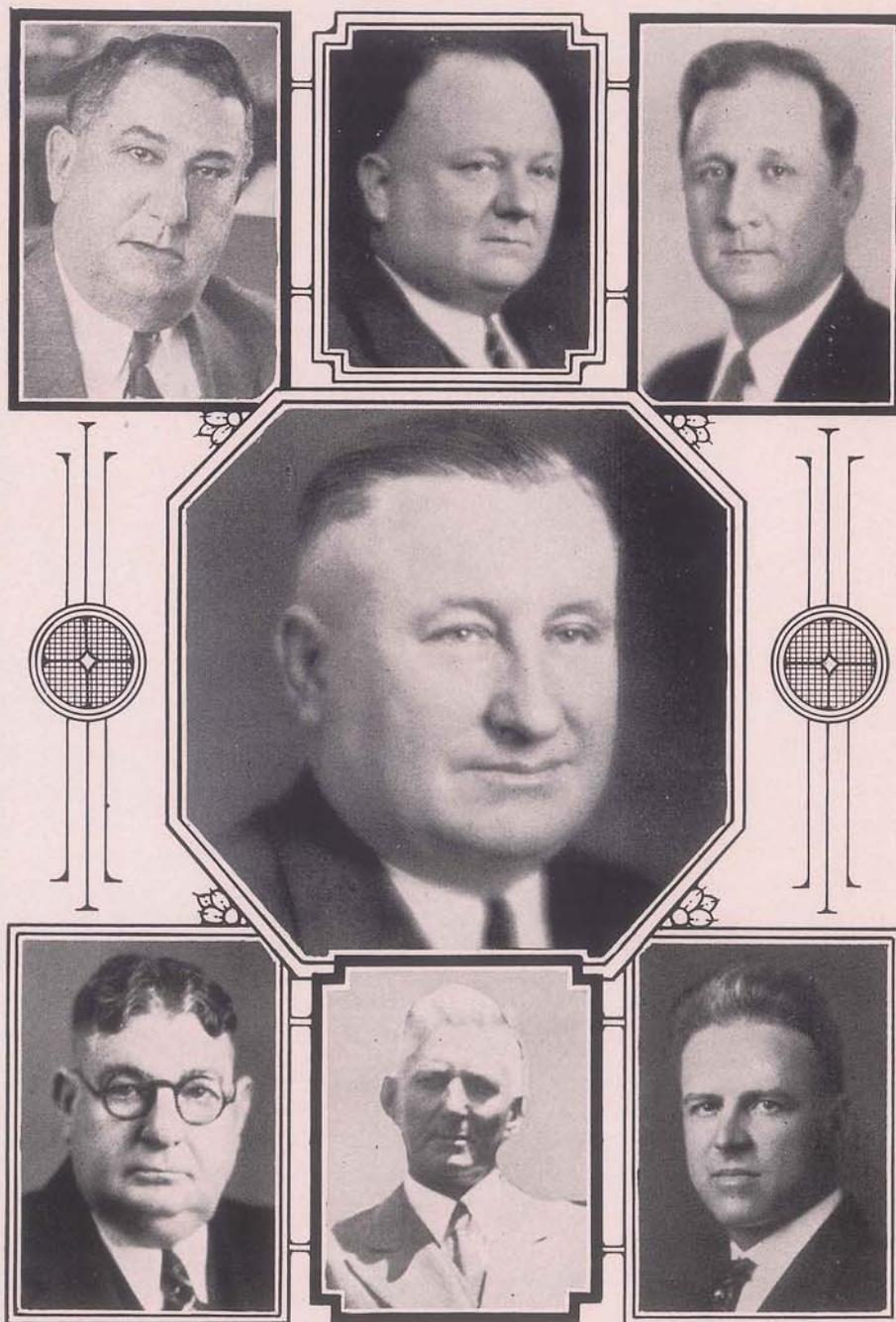
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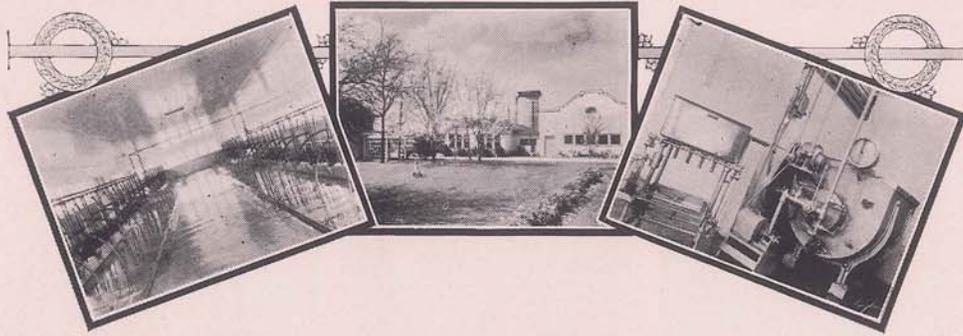
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*Left Top—Hon. Jules G. Fisher, State Senator. Center top—Hon. George Heebe, Jr., Assessor. Right top—Hon. Alvin T. Stumpf, State Representative. Center—Hon. Frank J. Clancy, Sheriff and Tax Collector. Lower left—Hon. Weaver R. Toledano, President,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



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## Jefferson Parish, Louisiana; Sportsman's Paradise

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MEIGS O. FROST

*International Writer*

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Weaver Toledano, President of the Jefferson Parish Police Jury, asked that I write for the Jefferson Parish Yearly Review the story of the Sportsman's Paradise that is contained within the boundaries of the Parish of Jefferson, Louisiana. It is a pleasure and an easy task. For while many a spot on this earth's surface lays claim to the title of "Sportsman's Paradise", Jefferson Parish doesn't have to claim that title any more than Jack Dempsey had to claim he was heavyweight



*The late Governor Oscar K. Allen also enjoyed hunting in Jefferson Parish. He is shown here on the right, with two of the five deer killed in one day in Jefferson.*

WHEN IN  
**Metairie**  
V I S I T

**Louis E. Gruber**

+ + +

WHERE EVERYBODY  
MEETS EVERYBODY

champion of the world while he wore that crown. The world knew it. The difference between Jack Dempsey and Jefferson Parish is that nobody has shown up with a chance to take the title away from Jefferson Parish. The Free State of Jefferson holds its title without any argument. Anybody who ever fished, hunted, boated, swam, ate and drank there knows it. And I've been an unofficial citizen of the Free State of Jefferson now for twenty-two years.

New Orleans is the greatest city in the South. Jefferson Parish is divided from New Orleans only by the Mississippi River and an imaginary parish line. I do not know of any spot in the world as close to a city so great, where a sportsman gets more than he gets in Jefferson Parish, whether he is a bare-legged boy with a sapling fishing pole or a single-shot, one-barrel shotgun, whether he is master of a one-lunged flivver or a home-made skiff with or without a shoestring outboard motor, or whether he is a millionaire with a \$15,000 custom-built automobile hauling a trailer like a private Pullman, and possessor of a \$1,000,000 sea-going steam yacht. From the bare-legged boy through the citizen of moderate means to the millionaire, Jefferson Parish takes them in if they are sportsmen seeking sport, and gives them the stuff they dream.

Now there are spots on this earth I have not yet visited. But in the past thirty years my newspaper work has carried me into forty-three of the forty-eight states of the United States of America; into Alaska and Canada, into Cuba and Mexico, British Honduras, Guatemala, El Salvador, Spanish Honduras, Nicaragua, Costa Rica, Panama and the Hawaiian Islands. That work has carried me some 60,000 miles by airplane, and I don't know how many miles by railroad and automobile and boats of various kinds, from a fourteen-foot pirogue to a 22,000 ton Pacific Ocean liner. What I mean is that I've seen a little of what makes maps. And I keep coming back to Jefferson Parish. I know its people and I like them and I hope some of them like me. We've had our fights, and we've kissed and made up. We've had our frolics and come back for more. We've fished and hunted and boated and swum and eaten and drunk and shot craps and played poker together, and I've worn their pajamas and they've worn mine and I've come back for more and they've made a party of it when I came back, and that ought to mean something. Today I'd rather see Hugh Wilkinson's annual Pirogue Race between the stores of Clarence Kammer and Felix Favalora on Big Baratavia Bayou than see the Kentucky Derby, and I've seen both.

Take a look at the fishing alone, and we know our fishing down here in Dixie.

*When In New Orleans . . .*

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Suppose a man in New Orleans wants to fish, and all he's got is a one-lung flivver and a fishing pole, or some line and a crab net. He crosses the Mississippi River either by ferry or free bridge. He goes rolling down Barataria Boulevard from Marrero. He can drive that flivver as far as Lafitte. From the Big Barataria Bayou bank or in the canals that run back from it, he can catch crabs and perch and catfish and striped bass and the green trout that is our Southern name for the big-mouthed bass.

But let's suppose our sportsman owns or rents a small motor-boat; even a stout skiff with an outboard motor. From the Lafitte section, that through Bayou Villars opens on Lake Salvador if he wants to go that way, he can also go farther toward the Gulf of Mexico down Cutler's Bayou and Bayou St. Denis way. There, in saltier waters, he can catch redfish, sheeps-head, speckled trout, drum, flounder, channel mullet and white trout.

Or let's take the sportsman who owns or hires a gasoline cruiser or lugger. He can head down across Barataria Bay for Grande Terre and Grand Isle. Around the lighthouse near Fort Livingston on Grande Terre, where once the famous buccaneer and privateer Jean Lafitte made his headquarters, the sportsman can catch bull redfish

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that weigh from forty to fifty pounds apiece, and they'll give him a fight he'll remember when he hooks 'em. Around "The Rocks" as men call the ruined masses of stone and brick masonry of old Fort Livingston, are sheepshead in thousands, and speckled trout enough to drive you crazy when they feel like biting. And if your motor boat is good enough to nose out through Baratavia Pass between Grand Terre and Grand Isle into the Gulf of Mexico, there waiting for you are king mackerel and the finest tarpon fishing grounds in the world. The world's record for the number of tarpon caught by one man in a specified limit of time was set right here by Leo Marrero.

All this has nothing to do with the tons of shrimp and of oysters and the squid that come out of the waters of Jefferson Parish, for that is more a commerce than a sport. But epicures in China and other nations of the Orient eat the salt-water-boiled and sun-dried shrimp that Jefferson Parish's shrimp platforms ship to them in great cargoes every year, and the best oysters New Orleans epicures know come from the waters of Jefferson Parish, and the squid from those Jefferson Parish waters, hauled in with shrimp trawl or seine, are a gourmet's delicacy anywhere.

I have eaten dinner on a great globe-girdling steamship of the Osaka Shoshen Kaisha line of Japan, and have been served curried shrimp that come around the world from Japan, but on inquiry I learned that they had gone around the world from Jefferson Parish to Japan first, before they started back for their native Louisiana.

I have eaten oysters hauled off a Jefferson Parish oyster reef in salt water in mid-summer, when there hadn't been an "R" in the calendar for two months and wouldn't be for two months more, and they were delicious.

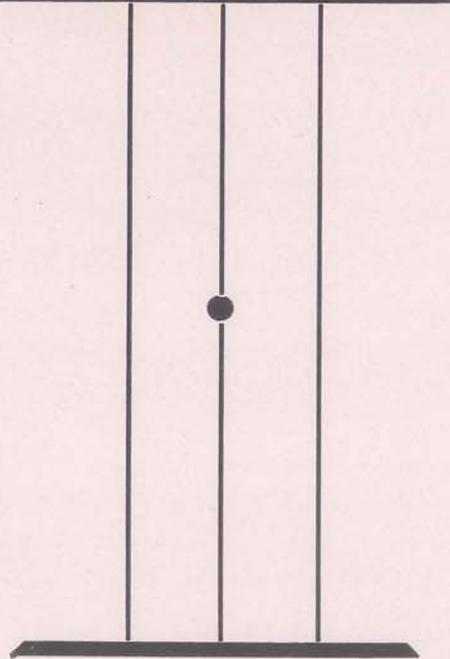
That ought to give some little idea of the fishing of Jefferson Parish for the sportsman, though it's only part of the fishing story, at that.

But let's turn to the hunting. Again, it offers something from the bare-legged boy with a single-shot gun and no dogs, to the millionaire sportsman with all the outfit and equipment his money can buy. Rabbit and squirrel and deer are there, and are shot there every hunting season. The wild-cat we call the bob-cat in the South is there if you want to hunt something equipped to fight back when he gets mad.

And when it comes to bird-shooting! Every variety of wild duck a sportsman wants to shoot is found in Jefferson Parish. Canvas-back, mallard, blue-winged teal, green-winged teal, pin-tail—the whole family answers the Jefferson Parish roll-call. Big wild geese from Canada are seen and shot there, though usually they follow the river.

And if you love to hunt quail and snipe, wood-cock and doves,

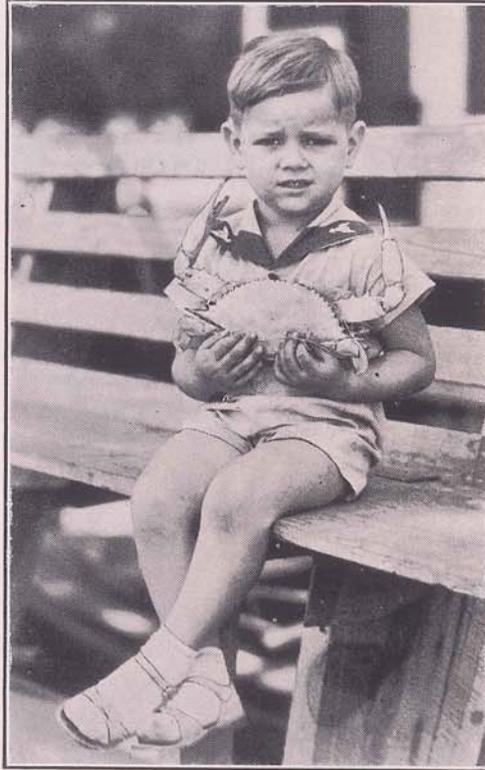
*Karger*  
*and*  
*Kerner*



PROTECTION LEVEE

and

OAK STREET



*Little Felix Favalora, displaying a specimen of Jefferson Parish hard shell crab.*

there they are, waiting for you in Jefferson Parish the minute the hunting is legal.

Trapping musk-rat for their pelts is of course a business more than a sport. But the muskrat are there, and "rat" is a poor name for them. They're not rodents. With the musk-sac removed, they're delicious as squirrel when broiled with bacon. And if you yearn to tell the folks back home you've brought in an opossum or racoon (we call 'em simply 'possum and 'coon in Dixie), or if you want to trap an otter or a mink, or kill an alligator for its hide, Jefferson Parish yearly supplies shipments of them.

Also, if you love fishing waist-deep in the surf, or love surf-bathing, the beach at Grand Isle in Jefferson Parish, which you now can reach by automobile from Raceland down Bayou Lafourche, has a clean sweep of surf that asks no odds of the world-famous beach at Waikiki in Honolulu, and I've swum at both beaches.

I don't know why Weaver Toledano, president of the Police Jury of Jefferson Parish, didn't write this story himself. He knows. He has a camp in Jefferson Parish where you can catch fish and shrimp, dig oysters off the reef, shoot a deer in the back yard, shoot wildfowl from the front steps, and live like a king on kingly delicacies the Parish of Jefferson sends to his front door.

Sportsman's Paradise? Jefferson Parish invented it!



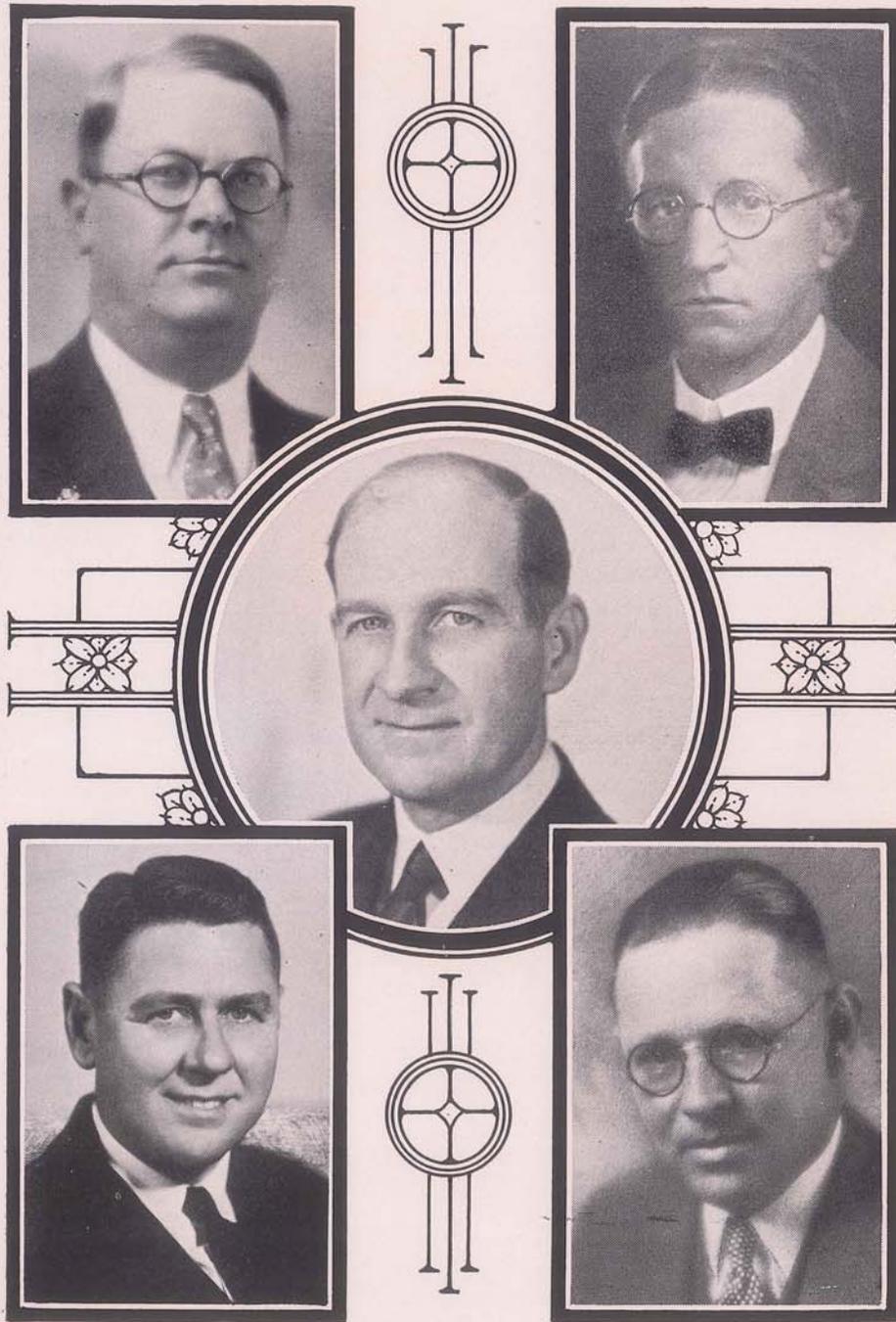
# Jefferson Democrat

*Official Journal*  
*of the*  
*Parish of Jefferson*

GRETNA

LOUISIANA





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

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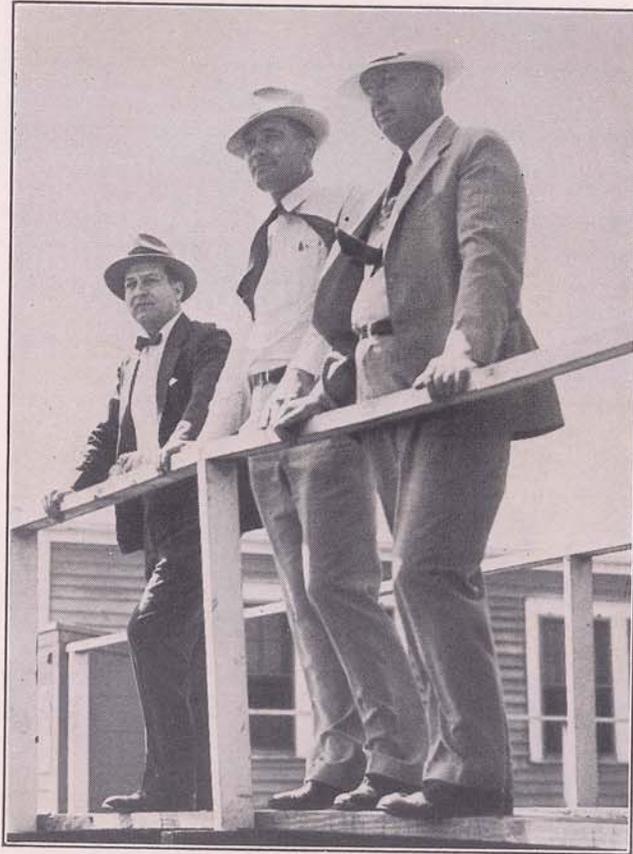


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*Three officials of the Texas Company, engaged in oil production on Lafitte Dome, are, left to right—R. Ogarrio, New York, Vice-President of the Company; O. B. Trotter, Superintendent of the Houma District, and R. C. Stewart, Shreveport, division manager of the Louisiana-Arkansas Division.*

## Lafitte Oil Field

R. C. STEWART

*Manager, Louisiana Division, Producing Dept.  
The Texas Company*

The Lafitte Oil Field was discovered in the latter part of 1933 by a geophysical crew of the Texas Company, working with reflection seismograph instruments.

Preparations for drilling were begun in November, 1934, and in January, 1935, the actual drilling began, and was carried on continuously until May, when at a depth of 9,572 feet, a good oil sand was found. A test was made, resulting in the bringing in of an oil well with an initial production of 1,000 barrels per day.

The new field was originally named Bayou St. Dennis, but this name was later changed to Lafitte Dome, taking its name from the nearby village of Lafitte.

The producing horizon of the Lafitte Dome is thought to be Middle

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Miocene in age. Since it is believed that this formation is the upper part of the Middle Miocene horizon, there is a strong possibility that further production may be obtained from underlying formation.

A pipe line from Lafitte Dome to Marrero, La., was laid by the Texas Pipe Line Co. in the latter part of 1935.

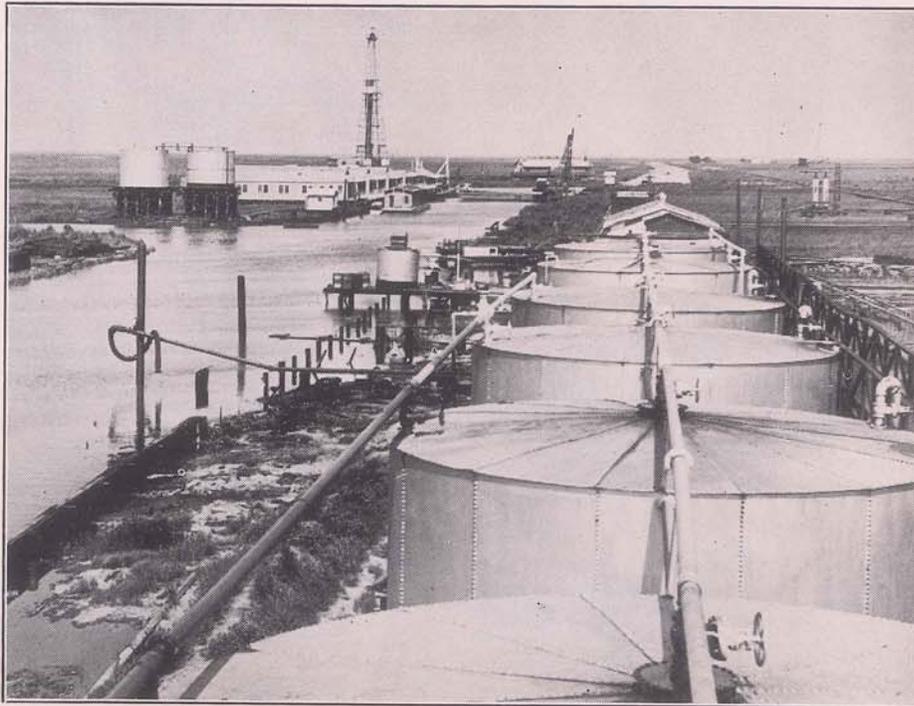
By September, 1936, there were eight producing wells in the field, averaging a total of 8,150 barrels daily.

Since that time, four additional wells have been completed, and two more are being drilled at the present time. It might be of interest to note that two of the above completed wells are producing at a greater depth than 10,000 feet, one 10,040 feet, the other 10,244 feet; these being the deepest commercial oil wells in the state of Louisiana and the entire Gulf Coast.

There has also been built an eight-inch pipe line, approximately twenty-six miles long, running from this dome to Grande Ecaille, for the transportation of casinghead gas separated from the oil. This gas is used as fuel by the Freeport Sulphur Company in their operations at Grande Ecaille for the production of sulphur. This makes possible the saving and conservation of this gas, which in a good many instances is burned or blown into the air.

There is also under construction on this dome a modern gasoline plant which will have a daily capacity of around 10,000,000 cubic feet.

The daily allowable as set by the Conservation Commission, State of Louisiana, for the month of April on this dome is 11,500 barrels.



*Section of field operation on Lafitte Dome, showing storage tanks in the foreground.*

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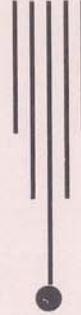
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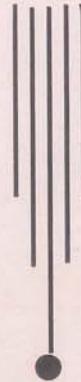
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## The Molasses Industry in Jefferson Parish

MAUNSEL W. HICKEY

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

The movement of molasses through Jefferson Parish has undergone a noticeable increase during the past five years. The industry as a whole, comprising those firms who receive, process, store or ship molasses of all types, is one of major importance to this parish. This fact is true in spite of the necessity for decreasing the capitalization of some concerns in this industry just as in many other in the past years. Arising from the depths of the depression and moving upward at increasing speed, the industry has evidenced remarkable recuperative powers and further possibilities. And that type of molasses which has been the subject of the major part of the business is that which was thrown away as useless less than thirty years ago—blackstrap.

Molasses is a by-product of the sugar industry, which has been the object of much discussion and fluctation over a long period of years and especially at present. At the beginning of the century, when the last usable sugar content had been removed from the cane juice, the residue was dumped into the ditch for want of further use. Today, as mentioned previously, this final molasses constitutes an important raw material for further production, as well as serving other major purposes.



*Transfer-boat L. S. Thorne at landing on west bank, Jefferson Parish. The tank cars pictured contain molasses.*

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Molasses is a thick, sticky syrup of a yellowish or dark brown color a by-product of the manufacture of sugar. Production of beet sugar produces a molasses, but this is not edible and is of no importance in this section. The World Book Encyclopedia gives the following definition:

“Molasses is the liquid which, in the process of manufacturing sugar, is separated from the mass containing the sugar crystals, this crystallization being brought about by two methods—the ‘open kettle’ and the vacuum pan.”

The latter method is the one used most generally in the large sugar factories to-day. By this method the massecuite, or stiff mass of syrup and crystals, is obtained through a series of boilings in vacuum pans. It is then conveyed to a mixer, where it is thoroughly stirred, the sugar and crystals being kept from separating by a set of revolving paddles. Following this stirring, the massecuite is placed in a cylindrical vessel, known as a centrifugal, having walls of copper gauze sufficiently fine in texture to prevent the crystals from passing out through the mesh. Each vessel contains a shaft which performs about one thousand revolutions per minute. In the course of this rapid motion, the molasses is separated from the the sugar crystals and forced out through the perforations in the gauze.

The molasses thus obtained contains about 55% sugar content and is usually reboiled and made to undergo the above process several times, each producing a lower grade of sugar and molasses, until all the crystalline sugar desired has been received. The first reboiling produces “second sugar” and “second molasses”, the second reboiling, “third sugar” and “third molasses”, and so on. Usually there are only three or perhaps four of these boilings. The refuse, or final molasses obtained after the several extractions, is called “blackstrap”, which is the grade most broadly used and dealt in currently.

The various types of molasses produced from this process are of different grades and have numerous uses. First, of course, is the pure cane syrup, from which there has been no boiling or extraction whatsoever. This syrup varies in grade and quality, though all may be used for edible purposes. Much of it is mixed with glucose to form corn syrup, which is also used as table syrup. Many housewives and chefs use cane syrup in the manufacture of candy and for baking purposes, as in the preparation of baked beans.

First molasses, which is obtained after the primary boiling and sugar extraction, is also used for edible purposes. In some sections it is preferred to syrup because of the tang or bite of the latter. It is employed extensively for baking purposes, and in the manufacture of high grade cakes, cookies and macaroons. This grade is recognized as a cheap sweetener, as against the use of pure sugar, with the added benefits of acting as a binder for dough, of imparting a delicate flavor to the cake, and of giving a slight color to the finished product.

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The succeeding grades of molasses are of less sugar content and correspondingly of somewhat less value for the extraction of sugar. Second molasses is also used in the manufacture of cakes and candies, but chiefly in that of ginger snaps and breads. In addition, it serves for cooking purposes. Third molasses is also mixed with glucose to make a table syrup. All the edible grades of molasses are used chiefly for making various blends with other grades and with maple and other syrups. Practically any number of blends may be secured and different ones are preferred in various sections of the country.

The final molasses of sugar manufacturers may vary according to the type of cane used and the amount of sugar extracted from the cane juice, among other factors. In some instances it is edible, being mixed with other grades to produce table and cooking blends. The majority of this "blackstrap" molasses, however, is non-edible and serves a variety of purposes. The greater portion of molasses activity through this port deals with this type because of its importance and various uses.

The two most important of the many uses are for the distillation of alcohol and for stock feed. These two may vary in importance because of several possible influencing factors. As a result of the present employment of numerous chemical by-products as a substitute for alcohol in certain purposes, there has been a falling off in the market for this product. This decrease has caused, in turn, a decline in the amount of molasses used for obtaining alcohol. It is chiefly as a solvent and for use in liquors that alcohol is distilled from molasses today.

Blackstrap is used in stock feed as a substitute for corn and other grains as well as along with them to secure more complete consumption by the stock. It is said that the amount of blackstrap used for feed purposes varies almost directly with the price of corn—an increase in market when corn is high and a decrease when it falls off.

There are several other important uses of final molasses. It is the chief raw material from which yeast is made, and these manufacturers offer a large market. In like manner, it is used in the production of vinegar. In addition to the distillation of alcohol in the pure state, liquor, gin and especially rum may also be manufactured from this product. The following chemicals may be derived from various processes on blackstrap.

1. Ethyl alcohol.
2. Acetone and Butonal.
3. Acetic acid.
4. Citric acid.
5. Lactic acid.
6. Gluconic acid.



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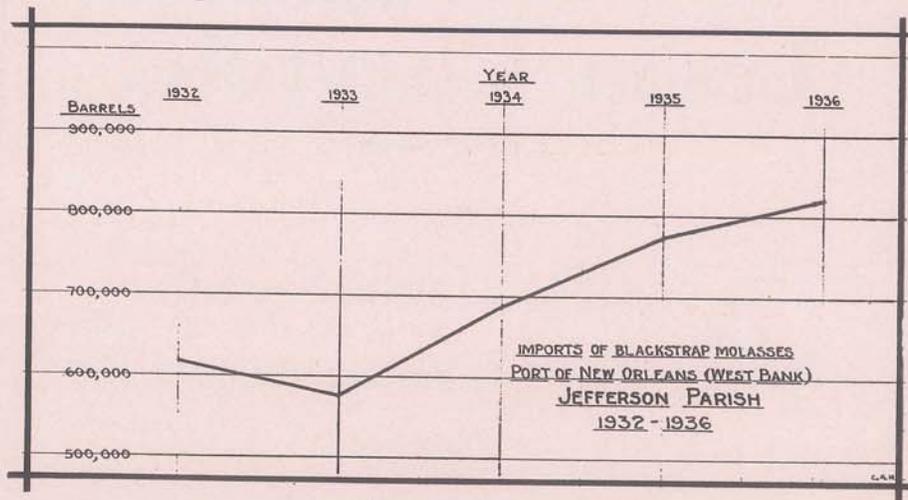
Molasses makes a good fertilizer and is even used in the construction of roads, as may be seen from the following excerpt from a recent newspaper:

*"Molasses Highway . . . .* Mixed with surface soil and water, molasses has been found an excellent highway stabilizer on roads of the Mysore Province in India. The molasses, taken as waste from sugar factories, is mixed with water and spread out over the road to be surfaced. After being allowed to soak into the road for about half an hour, it is covered with coarse sand. A 50-mile stretch is now in use."

Little wonder then with all these possible uses that the movement of molasses has taken on major proportions in the last few decades. A large quantity is imported every year. The following table shows the amount and value of imported molasses through this port during the past few years:

Year	1932	1933	1934	1935
Barrels	930,000	801,769	1,040,882	1,164,971
Value	\$1,319,761	1,022,559	1,504,280	2,263,032

The total number of barrels imported over these four years was 3,937,622. These figures show an increase in the imports during this period save for a slight slump in 1933, and while figures are as yet unavailable for the year 1936, indications are that they will show an even greater increase.



(Import Graph)

The chief sources of supply, in addition to the State of Louisiana are Cuba, which is the major foreign source, are Puerto Rico, the Philippines, Hawaii, the Virgin Islands, Haiti, Java, Santo Domingo and other islands. A good portion also comes from different sections of South America, and a small amount from Africa. Much of the supply, of course, is produced in our own state, but this amount is



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*Type of tanker used for conveying molasses and oil.*

insufficient to meet the demand. When one realizes that only some ten percent of our country's consumption of sugar is produced in Louisiana, it is easy to understand the need for importation of molasses as well.

Exports of molasses are negligible, as most molasses imported, as well as that raised in our own state, is used for internal consumption. The unnatural figure shown below for 1933 is probably due to some tariff fluctuation or prohibitive competitive produce movement in that year. The following table presents the exports from this port over the past year:

Year	1932	1933	1934	1935
Barrels	8	22,730	8	12
Value	\$146	\$45,715	\$90	\$384

The next table, showing coastwise and internal shipments and receipts, also gives evidence of the movement of molasses through New Orleans (in tons):

Year	1932	1933	1934	1935
Coastwise Receipts	219	335	653	568
Internal Receipts	8,821	1,603	3,268	607
Coastwise				
Shipments	37,816	25,983	21,508	14,204
Internal Shipments	3,365	1,091	818	14,801

The possible causes for fluctuation are too numerous and varied to treat here but the data serves to show activity.

In comparison to the increase in movement of molasses through the Port of New Orleans, the movement through Jefferson Parish has shown a much greater growth. To this section the industry is one of major importance from the standpoint of capital invested and

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### TROPICAL RADIO TELEGRAPH COMPANY

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labor utilized, as well as activity of business. The accompanying table indicates the total assessed value of the several firms in this parish:

1932	1933	1934	1935	1936
\$1,887,360	\$2,169,910	\$2,176,380	\$2,258,668	\$2,303,360

As may be observed, there has been a steady increase in the aggregate capitalization over these years. The recent decline in the alcohol market due to the competition of various substitutes and the nationwide tendency to reduce capitalization of plants in order to reduce taxation are major causes for any decrease which might have occurred in capitalization value of particular firms. In addition, there is a possibility of fluctuation in assessment of value.

Penick and Ford, the largest firm connected with the industry in this section, is interested chiefly in the blending of syrups and molasses for purposes of resale to retail and wholesale markets. The Commercial Solvents Company, operating two plants in the Parish, manufactures alcohol to be used as a solvent in connection with other chemicals. The United States Industrial Alcohol Company, the American Distilling Company and the North American Trading and Import Company are primarily engaged in the distillation of alcohol in addition to the storing and shipping of molasses.

The most apparent and practical indicator of growth over the past five years is the amount of molasses shipped into and out of Jefferson Parish. Indeed, these figures show the true activity of the industry and its increase in the Parish. The following data on molasses shipped into the west bank, exclusive of that produced in Louisiana, was provided by Mr. Solberg of the North American Trading and Import Company:

Year	1932	1933	1934	1935	1936
Barrels	600,414	579,885	689,255	777,436	827,155

The total importation for the four years from 1932 through 1935 was 2,646,990 barrels. Compared to the previously given total for the same period for the Port of New Orleans as a whole, this figure shows that some 67.2% was received in Jefferson Parish.

The outgoing shipments offer an even truer presentation of the growth of activity. The accompanying figures and graph show the amount of molasses which is shipped from Jefferson Parish by four of the five possible outlets—four railroad lines, The Texas and Pacific Railway, Missouri Pacific Railroad, Texas Pacific-Missouri Pacific Terminal Railroad, and Texas and New Orleans Railroad (Southern

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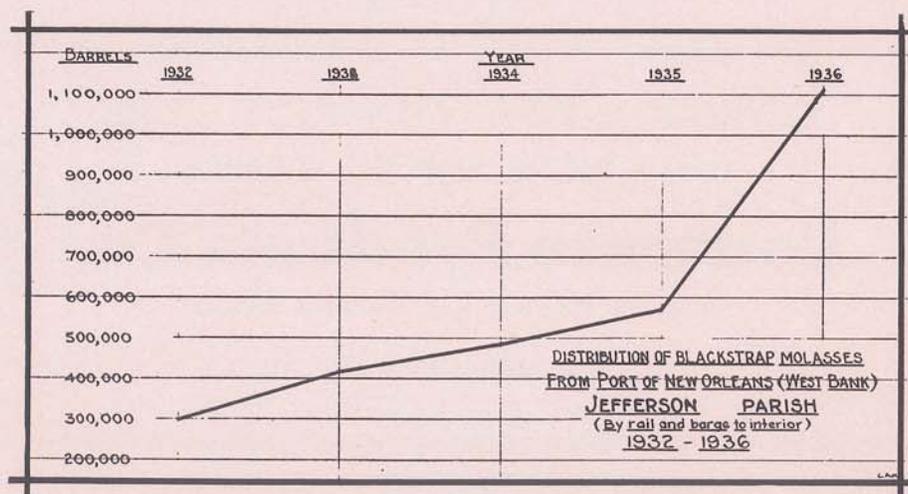
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Pacific Lines) and the Mississippi River barge lines, which latter first transported molasses in 1936.

Year	1932	1933	1934	1935	1936
Carloads	1,845	2,598	3,029	3,548	6,879



(Graph—Shipments from West Bank)

With this final and most noticeable evidence of the importance and upward swing of the molasses industry, one may see a true picture of the situation as it stands today and has developed during the past few years.

In the last thirty years blackstrap molasses has been transformed from an unusable nuisance to a by-product of no little value. Plantations no longer seek to rid themselves of it as economically as possible but look about for the best market. Many industries thrive on its use as a raw material and the total value of all firms connected with it in every way throughout the country would be well into the billions.

That the processing of this product for further use is an industry

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of importance, has been repeatedly mentioned, and especially is this true of Jefferson Parish. In addition to this significance, the facilities for storage of blackstrap are extensive, with aggregate space now available for approximately 2,500,000 barrels in the Parish.

But greater than either of these phases of the industry in significance to Jefferson Parish is the commerce connected with the product, and its growth over the past half decade.

Freeing itself from the thrall of the depression, this comparatively new industry has definitely evidenced its importance to the Parish and its great possibilities for the future.

The writer desires to express appreciation for information and assistance kindly afforded him by the following:

Mr. Solberg—North American Trading and Import Co.

Mr. Scully—Delgado & Co.

Mr. Mayer—Mayer Sugar and Molasses Co.

Mr. Nelson—Penick & Ford.

Mr. Dykers—American Sugar Cane League of U. S. A., Inc.

Mr. Dinwiddie—Association of Commerce.

Mr. Jackson—Bureau of Foreign and Domestic Commerce.

Mr. James—Department of Agriculture.

Miss Felicie Jung—Tulane University, School of Commerce and  
Business Administration.

Mr. E. Richmond—Tulane University, School of Commerce and  
Business Administration.

EDITOR'S NOTE: Up through the first four months of 1937, almost as much molasses has been shipped through this port as during the entire twelve months previous.

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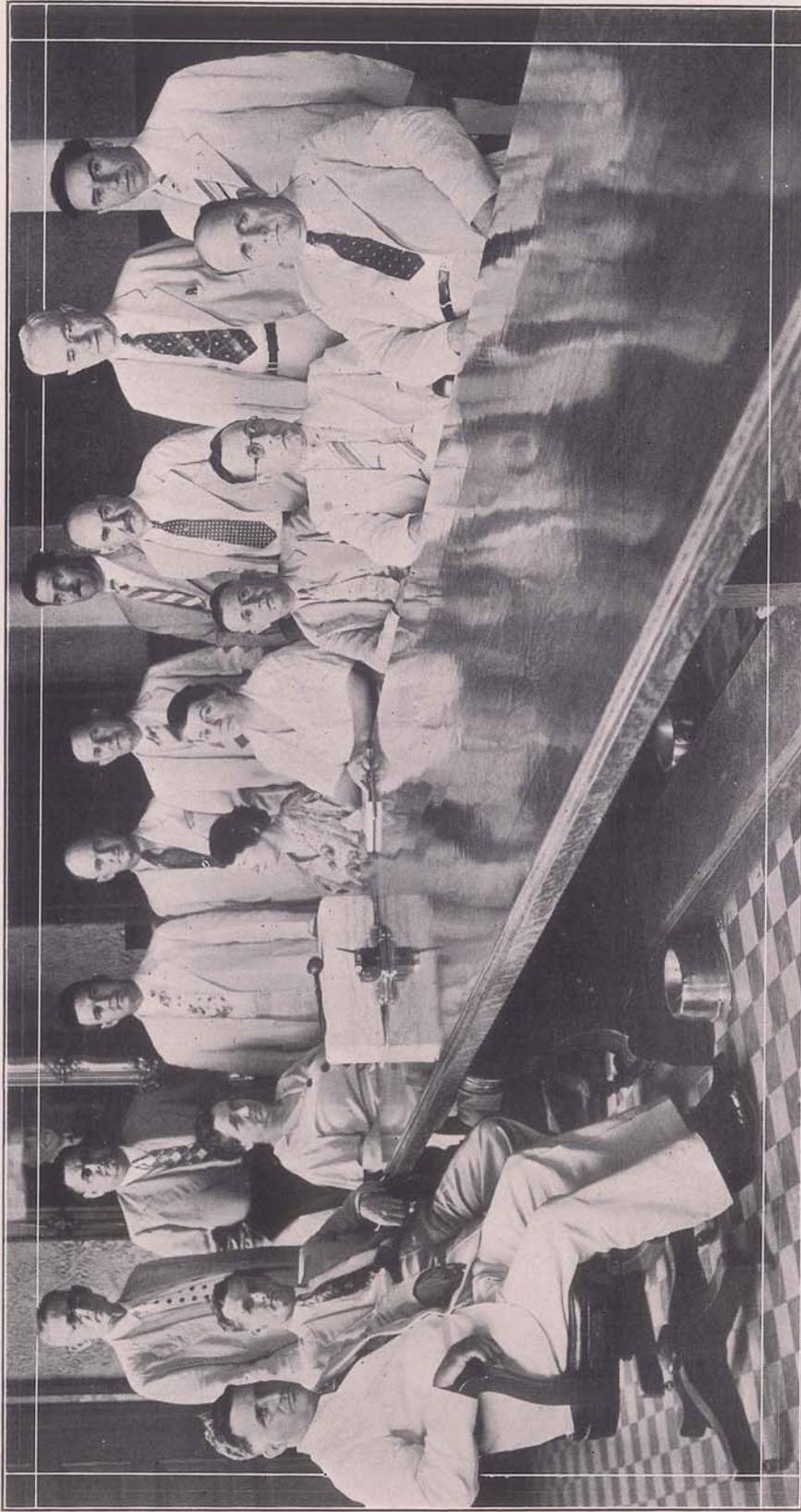
Plants at

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NEW ORLEANS

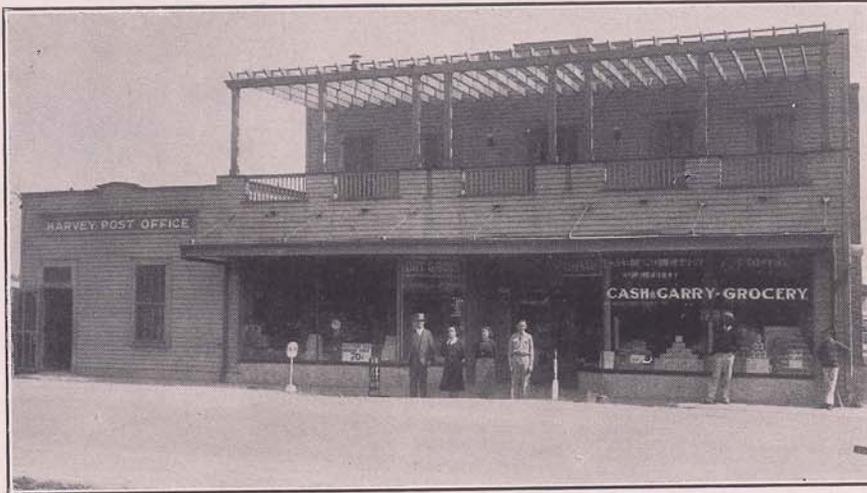
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 Standing, left to right: J. C. Ellis, Superintendent of Schools; Robert Farrington, Ward 4, Marrero; Lem Higgins, Assistant Superintendent of Schools; Alvin F. Higgins, Ward 1, Gretna (McDonoghville); C. J. Coulton, Ward 4, Westwego; Leon Dufour,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



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## The Annual Pirogue Race

---

HUGH M. WILKINSON

*General Chairman of Race*

---

Jefferson Parish possesses in the Pirogue Race, which is held each spring on the waters of Big Bayou Barataria, an event attracting nation-wide interest.

In tribute to the skill of the men of the bayous in the building and handling of these little craft, and to perpetuate the traditions surrounding this most typical of the state's modes of water-travel, a group of prominent Louisiana sportsmen conduct this race at Lafitte on the first Saturday in May.

The contest, while staged in the Parish of Jefferson, is world-wide, being open to any bona fide pirogue paddler living anywhere.

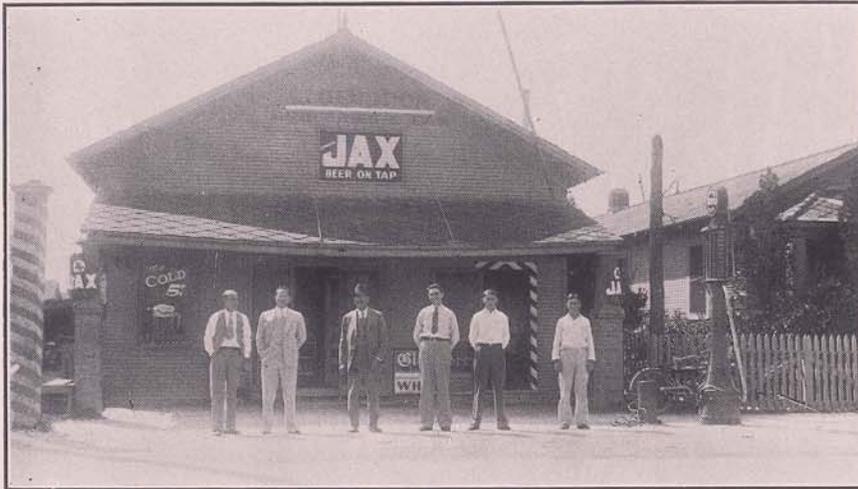
The present world's champion in the art of pirogue-paddling, however, is a citizen of Jefferson Parish, having been developed in the person of young Adam Vincent Billiot, for two years in succession the winner of the race, and today the undisputed king of pirogue-land.

In 1936 young Billiot, then seventeen years of age, paddled away from a field of forty-nine other capable pirogue users and finished the four-mile race well in the lead. Many attributed his victory to some degree of luck, and it was freely predicted that this year Adam would have a desperate fight to hold his championship, and might be beaten.

But when the starting flag dropped in 1937, Adam Vincent Billiot shot away from sixty-eight rivals with the first half-dozen strokes of his paddle, led every inch of the four miles, and finished nearly a quarter-mile in the lead, decisively demonstrating that his 1936 triumph had been no fluke, and that he is a real champion whom Jefferson Parish need not fear to measure against the pirogue-paddlers of any other section of Louisiana, or the world.

By his 1936 and 1937 victories, young Billiot has two legs on the handsome silver "Mel Washburn Trophy", presented by the well known local newspaper columnist as the symbol of the world's championship in pirogue-paddling. It belongs to the pirogue-man who wins it three times in succession, so unless a contender can be found to beat Adam in 1938, it looks as though he will retire the cup.

This year Adam also won the \$200.00 cash prize which went with the Washburn Trophy, and will have a small part acting at Hollywood in Cecil DeMille's great moving-picture, "The Buccaneer", based on the life of that picturesque figure in Jefferson Parish's history, Jean Lafitte, and which is now in the making.



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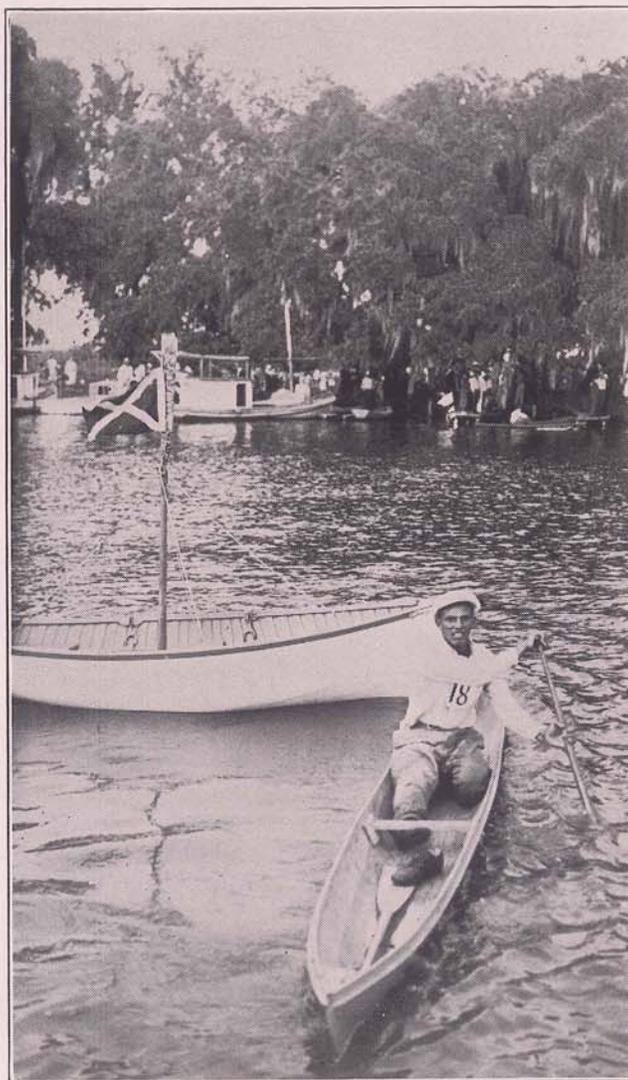
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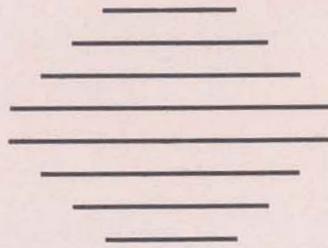
*Young Adam Vincent Billiot, eighteen years old, twice winner of the Annual Pirogue Race at Lafitte.*

Next in interest to Adam Vincent Billiot among the pirogue-paddlers of Louisiana is his father, Etienne Billiot, 53 years old, who built Adam's winning pirogue, and who himself finished third in the race in 1936 and fourth in 1937.

The Billiotics really stand today as the "royal family" in pirogue-paddling, and the public is wondering what the Creppels, the Dardars, and all the other Cajun tribes of pirogue-paddlers are going to do about it next year.

The nearest man to measure paddles successfully thus far with the Billiotics has been Lucien Soulet, aged 30, also from Lafitte. He finished second in 1936, but this year Benoit Autin beat Lucien for second place, Lucien taking third. Second prize money this year was \$100.00, and \$50.00 for third place. In addition, about fifty valuable merchandise prizes were distributed this year through the generosity of business men and firms interested in Jefferson's welfare, and nearly every contestant in the race took home something for his efforts.

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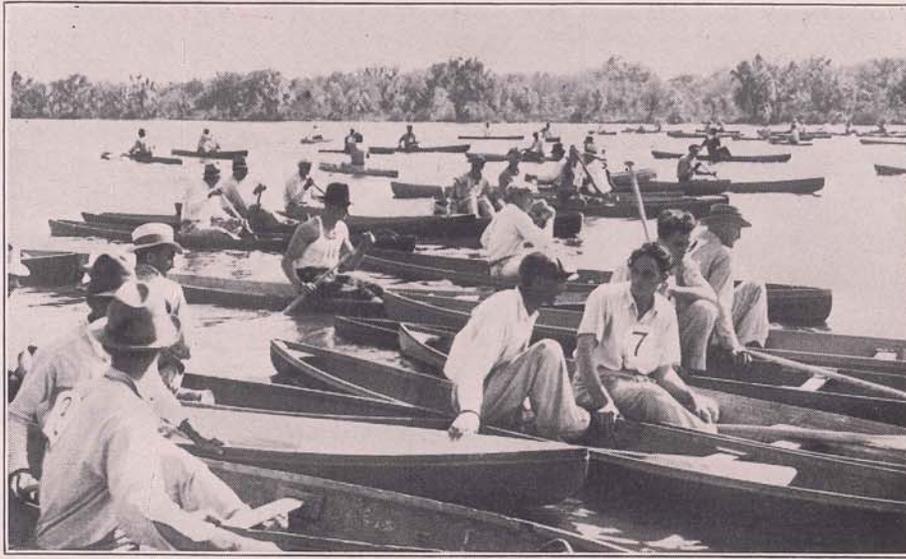
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*Contestants in the Annual Pirogue Race, waiting for the starting gun.*

Elsewhere, great interest is being manifested in this race. There were entries from Westwego, Bayou Blue in Lafourche, Golden Meadows, New Orleans, and another Billiot came all the way from Houma, and placed thirteenth for a good prize. It is expected that next year there will be entries from every parish in South Louisiana.

Leading newsreel moving-picture companies sent camera crews to the race, and radio station WWL of Loyola University in New Orleans, through the cooperation of Rev. Father O. L. Abell and Promotional Director A. S. Foster, broadcast the event. Rev. Father Edwin Gubler, the parish priest, blessed the race before it started. The United States Coast Guard detailed one of its boats to patrol the course, and the State Highway Department had a squad on hand to control land traffic. The race started at the store of Clarence A. Kammer and finished at the store of Felix Favalora, both of these citizens of Jefferson giving splendid aid in staging the race.

A colorful feature of the 1937 event was the participation of the large uniformed brass band from the Celotex Company's plant, under the leadership of Joseph Picone, which gave a fine concert under the huge oaks of Fleming Park, where the race ended. There was a large crowd on hand, among the distinguished visitors being Attorney-General Gaston L. Porterie and other officials from the State Capitol.

Other committee chairmen directing the day's program were: Hugh M. Wilkinson, General Arrangements; William J. Leppert, Secretary; Col. A. L. Wiener, Treasurer; Urban C. Wilkinson, Finish Judge; John C. Donovan, Captain of Course patrol; P. A. Davis, Starter and Fire-Works; Gus. G. Jaquet, Clerk of Course; Frank A. Von Der Haar, Supervisor Fire and Navigation Equipment; Miller Gordon, Transportation; Felix J. Tranchina, Luncheon; John T. Gough, Refreshments; Judge Fred W. Oser, Children's Refreshments; A. Miles Coe, Ladies' Entertainment; George P. Blaise, Parking; W. G. Miller, Public Address System; and Lee Eddy, Lost Articles.

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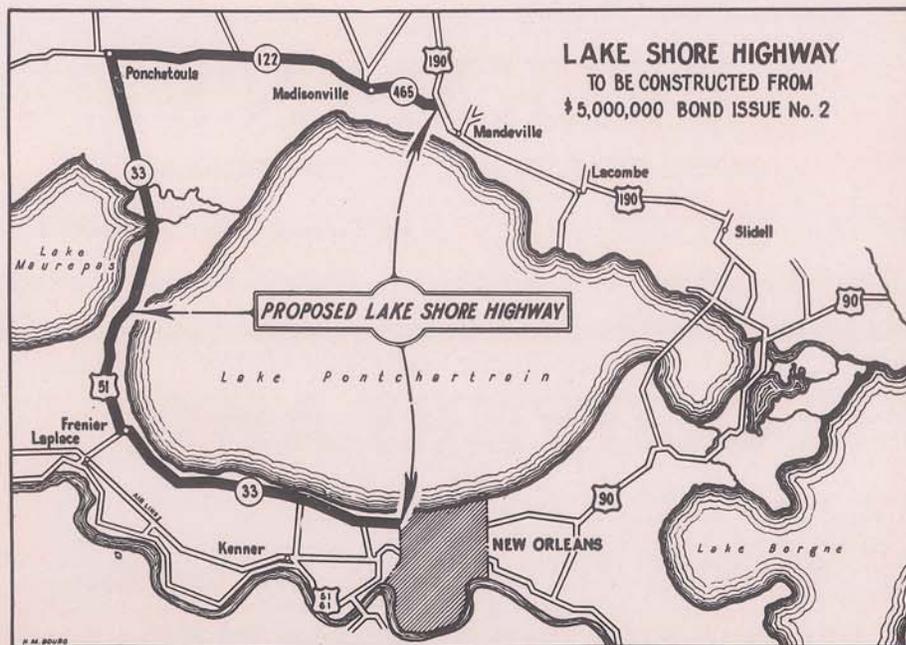
## Proposed Lakeshore Hard-Surfaced Highway and Sea-Wall

HARRY B. HENDERLITE

*Chief Engineer, Louisiana Highway Commission*

Act 71, adopted at the Regular Session of the Legislature of Louisiana for the year 1936 and approved in subsequent referendum as an Amendment to the Constitution, provides for a bond issue of \$5,000,000 to be used for the purchase of the Pontchartrain Bridge and approaches, not to exceed the sum of \$600,000, and for the construction and completion of hard surfaced highway and necessary bridges on the west side of Lake Pontchartrain between Mandeville and the City of New Orleans.

That portion of the Lakeshore Highway located in Jefferson Parish will be planned to consist of a concrete pavement having two twenty-foot concrete roadways separated by a neutral ground. This will extend from the City of New Orleans at least as far as Williams Boulevard where it intersects with the Lakeshore Highway. From Williams Boulevard to the Jefferson Parish line no definite plan has been adopted, but the pavement will be of the same general type of construction, or will consist of an asphaltic type pavement thirty feet in width.



Map showing proposed Lake Shore Highway.

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Where the Lakeshore Highway crosses the canals through which the water from the several pumping stations is discharged into Lake Pontchartrain, the existing bridges will be abandoned, and in place of them it is planned to extend the discharge pen stock from the pumps down to and through the highway embankment to discharge in Lake Pontchartrain.

The opening of the Bonnet Carre Spillway in conjunction with wind tides in Lake Pontchartrain emphasizes the necessity for shore protection to prevent both erosion of the highway embankment and probable flooding of adjacent lands. As a temporary preventive the Louisiana Highway Commission has expended about \$15,000 to sand bag and rip-rap the Lakeshore Highway embankment from New Orleans for about eight miles along the Lakeshore toward the Bonnet Carre Spillway. For protection when the Bonnet Carre Spillway is again opened, it is important that a permanent sea wall be constructed from the lower guide levee of the Bonnet Carre Spillway to the City of New Orleans. This sea wall should be constructed of interlocking concrete sheet piling driven about twenty-five or thirty feet into the ground and extending above mean gulf level approximately to elevation ten.

Representations have been made to the Corps of Engineers, U. S. War Department, for financial assistance in the construction of such a sea wall, since the funds available to the Commission under Act 71 are not sufficient to provide for such permanent protection. It is to be hoped that the War Department will be able to assist in the construction of this sea wall from funds made available by the Overton Flood Control Act or other Federal Flood Control Acts.

Since the construction of a permanent sea wall would influence the design and location of the work on the Lakeshore Highway to be done by the Highway Commission, no definite plans have been made nor can be made until it is learned whether the War Department by its assistance will make possible the construction of permanent protection. However, Governor Leche has recently written General Markham, Chief of Engineers, U. S. War Department, upon this subject and it is expected that a reply will be available in the near future.

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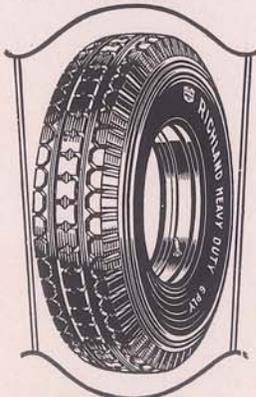
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ALFRED D. DANZIGER  
*Lawyer and Civic Leader*

Within fifty miles of New Orleans, in the neighboring parish of Jefferson, lies Grand Isle, a narrow strip of land eight miles in length and with an average width of less than a mile between the rolling breakers of the Gulf of Mexico and the placid waters of Bayou Rigaud.

Easily accessible by either automobile or boat, this island possesses such a multitude of charms that it draws to its hospitable shores thousands of visitors, who having once viewed its unique beauty and limitless possibilities for pleasure, return again and again.

Through its waving grasses and beautiful oaks gently sigh the balm-laden trade-winds, and on its golden sands the warm, blue-green surf weaves itself into patterns of indescribable lacy beauty, while a kindly sun gently gilds the whole, so that all blend into a symphony of green and gold and blue and fleecy-white cloud.

The island lures the sportsman with the glorious music of the singing line. There's the breathless moment of the tarpon's leap, when



*A bit of the lush, tropical growth which forms a garden on Grand Isle.*

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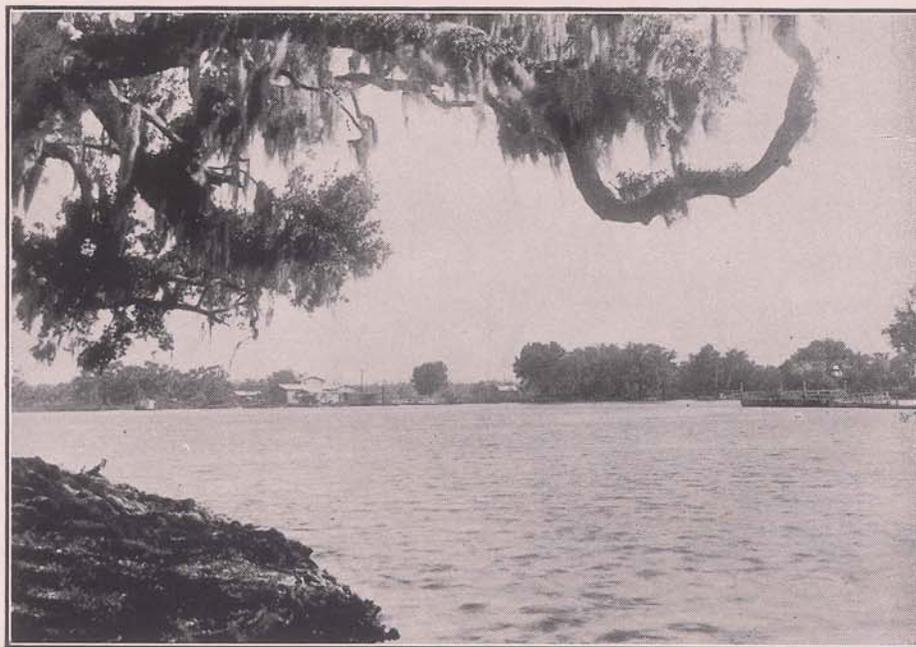
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*Where the three bayous meet. Big Bayou Barataria, left; Little Bayou Barataria, right; Bayou Villars just around the ferry. To go to Grand Isle you go through Big Bayou Barataria.*

that mighty silver giant flings his challenge to brawn and skill; the less violent thrill of the small boat in the placid Bay; and the toothsome goodness of the catch slowly browning in the skillet.

To those who love acuatics, the island is a mecca. Placid Bayou Rigaud forms a calm, safe anchorage for the scores of pleasure boats which throng to the island. There is no better bathing in America than on Grand Isle. The temperature of the water in winter approximates that of the Atlantic Coast resorts in July. Nowhere is there a safer surf, for its undulating, firm-packed sands slope gently far out into the Gulf. The presence of three sand bars eliminates all danger of undertow. The smooth sandy bottom is completely free of shells and stones, and eight miles of perfect beach precludes any possibility of overcrowding.

The safety of Grand Isle can best be shown by pointing to the fact that no known loss of life has ever occurred on Grand Isle as the result of storms, despite an impression which is widely held due to carelessly circulated reports of destructive storms many years ago along the coast west of Grand Isle at points not so well protected. Grand Isle's elevation and great quantities of oaks and other trees insure it against losses suffered by other more exposed and less favored coasts.

To the lover of historic lore, the island teems with interest, the records going back to the ancient days of the French and Spanish occupations. The buccaneering Henry Morgan, later to become Lieutenant-Governor of Jamaica, knew Grand Isle as a haven in his years of

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roving. Here the dashing, swashbuckling Jean Lafitte, King of Smugglers, ruled his pirate band, with his faithful Dominique You and Nez Coupe. Cecil B. de Mille is now producing a feature motion picture with the romance of Lafitte and his men as the central theme. It will be styled "The Buccaneer".

To this day, many of the hearty, bronzed natives live in the very cabins their forefathers occupied in those turbulent days of over a century ago. The slender pirogues pulled up out of the water before the cabins, the nets and seines drying in the sun, the oyster tongs standing against the walls, all are emblems of the trade by which generations of these folk have lived.

Flowers bloom here all the year round, and the air is sweet with the exotic odor of the moonflowers and the more delicate fragrance of the brilliant oleanders,—pink, rose, red, white and peach,—which line the lanes of the island. Here, too, are moss-hung avenues of oak and cedar, the colorful crepe myrtle and vivid scarlet of hibiscus, the stately palm, the jagged mass of Spanish bayonet, the delicate tracery of fern and wild orchid.

Grand Isle indeed holds many attractions—a walk along the moon-silvered beach, the breakers, laden with incandescent bubbles, lapping at your feet—the warm-hearted, picturesque natives with their quaint patois—the boats setting out to fish in the cool freshness of a turquoise and flame sunrise—the inland bays begemmed with lush green islets—a breathless plunge into tangy, salty surf—gay dances with orchestra of guitar, accordion and triangle—the atmosphere of complete and carefree informality—all these weave a never to be forgotten spell.

But any effort to transfer the charm of this unique island to paper must prove futile. You must see for yourself all the pictorial charms, feel for yourself the bracing zest of clean, salt air and experience the delight of this carefree existence. You, too, will fall victim to the lure of Grand Isle.



*The green and gold surf at Grand Isle, where the breakers roll in from the far-off West Indies.*

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LEM HIGGINS, B. A.

*Asst. Superintendent of Schools*

It is a pleasure for the Jefferson Parish Public School System to have an opportunity to acquaint its many friends and well wishers with its accomplishments in the past and its dreams for the future. Although the period of depression laid its heavy hand on our schools, under the capable administration of Mr. J. C. Ellis, Superintendent, our schools have been able to forge ahead and take their proper place in the great state of Louisiana.

A deep debt of gratitude is owed to the fourteen members of our school board. These men and women have given unstintedly of their time and advice to aid the cause of the public schools. When it will be remembered that no monetary remuneration comes their way, and that their only recompense is the knowledge that they have developed a school system worthy of the people whose representatives they are, we can truly acknowledge our gratitude to them.

It has always been the policy of the Parish of Jefferson to carry out a rather extensive building program. In the past thirteen years one million dollars has been spent for school buildings. At present there are six senior high schools, five of which have elementary departments; one junior high school and nineteen elementary schools. Eleven colored schools have been constructed. With modest pride we state that all of our schools have met and in some cases surpassed the standards set by the Southern Association of Colleges and High Schools and that they are approved by the Louisiana State Board of Education.



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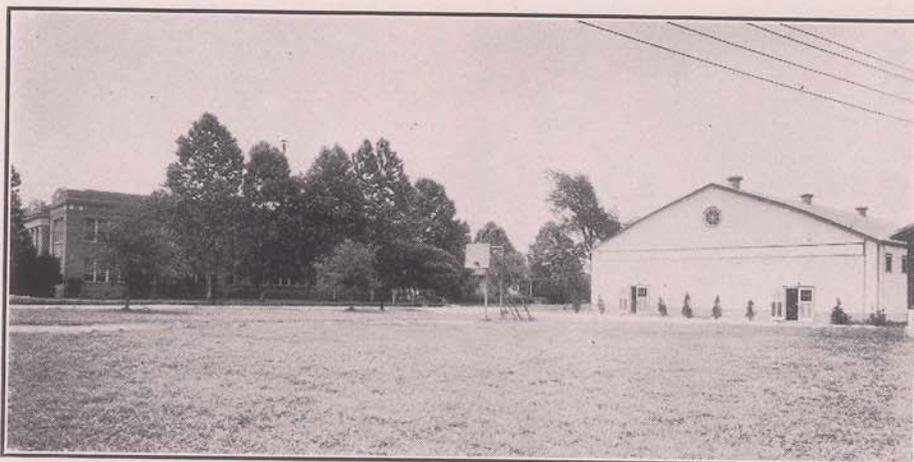
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*Kenner High School. The white building on the right of the picture is the Frank J. Clancy Gymnasium.*

Due to the public's consciousness of the necessity of more education and training, and due to the effect of the depression, the School Board has felt deep need for expansion. With overcrowded classrooms, underpaid teachers and principals, the present conditions do not adequately meet the problems of the communities. New buildings and more teachers are definitely in demand.

The Parish School Board has conservatively estimated its need at a million and a half dollars. In order to keep up with the increasing demands upon it, the school system must grow. It is the intention of the board to give every educable child the complete education he merits.

The curriculum of the schools has been deepened and broadened so as to include every necessary subject. A home economics course is offered in three of the high schools—Gretna, Westwego and Kenner—and a commercial course has been placed in the high schools of Metairie, Gretna and Kenner. For the past two years, Dr. Edwards, an extremely capable musician, has been in charge of our music department. He has organized bands in all the high schools and is confi-



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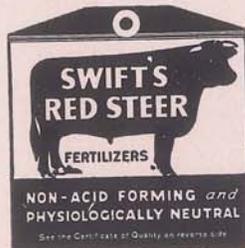
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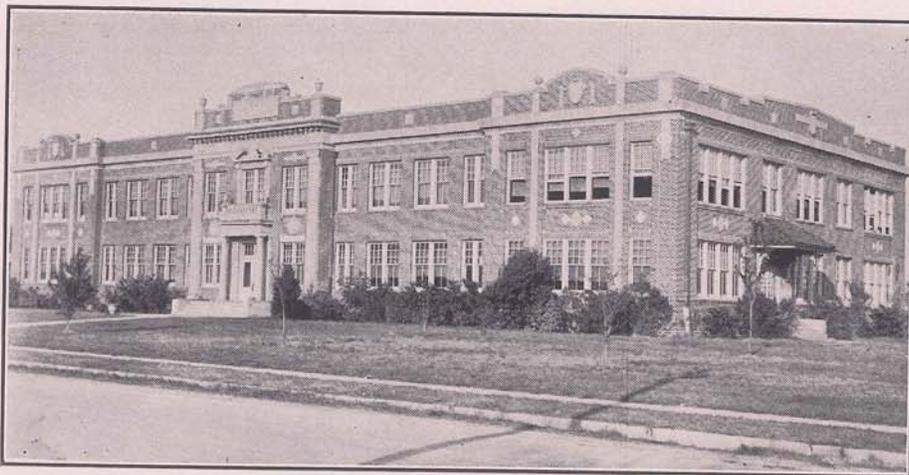


*Jefferson High School, located in the Seventh Ward, one of the six high schools in the parish.*

dently looking forward to the time when every school will possess an orchestra. Athletics have been greatly encouraged, since the value derived from them is far reaching. Our high school at Kenner has produced a number of class B Prep League champions during the last three years. This league comprises schools from Jefferson, Orleans and St. Bernard Parishes. School Director Edward M. Comiskey was elected president of the newly organized Jefferson Parish Athletic League. The program of supervised play, begun last year in the grammar schools, succeeded so well that it will be broadened out to embrace all parish schools.

A word about our superintendent will not be amiss here. He came to Jefferson Parish twenty-nine years ago, when the school system owned five small school houses and was leasing the other buildings in use. At that time the monthly payroll was \$2235.00. Today it is \$27,600.00, and the teachers receive a ten months' salary. This improvement is due in no small way to his capable administration.

It goes without saying that we are proud of the accomplishments of our school system. But we have dreams for the future that will make what we have already accomplished as naught. We earnestly solicit the aid and constructive criticism of our fellow citizens in order to make our dream come true.



*McDonogh No. 26 School, located in McDonoghville, a subdivision of the city of Gretna, one of the elementary schools of the parish.*

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## Destrehan-Harvey-Intracoastal Canal

CAPT. HORACE H. HARVEY  
*Authority on Inland Waterways*



CAPT. HARVEY

It is said that necessity is the mother of invention. In 1737, thirty-nine years before the signing of the Declaration of Independence, John Baptiste Destrehan, my great-grandfather, needed a canal to drain his plantation. He also needed a means of getting wood from the swamps south of his lands. With true pioneer practicability, he decided to combine the two. Having once determined this, his next step was to find the means of digging this canal. He contracted with a number of German settlers living in the village of Mechanickham (now the city of Gretna) to dig for him a canal extending from the Mississippi River levee through the settlement of Cosmopolitan (the present-day Harvey), to little Bayou Baratavia; a distance of over five miles. In return for small farm lands located in the settlement in which they lived, those hardy German settlers performed that difficult task, using not modern implements and machinery, but wooden spades.

In the year 1741, three and a half years after the first spade of earth was dug, the canal was completed, and was named Destrehan Canal, in honor of the man who had conceived it.

After the War Between the States, the canal's name was changed to Harvey Canal. By that time its uses had increased considerably. It not only afforded transportation for the wood for Destrehan Plantation, but carried sea foods, furs, moss, freight and passengers to the city of New Orleans and adjacent territory.

It was not until the year 1860, however, that a boat could be transferred from the canal to the Mississippi River. In that year the "submarine railroad" came into being. To transfer a boat from canal to river, over the levee, was a difficult task. Looking back, we are able to smile at that fantastic invention. First a car of great weight, constructed of cypress wood and railroad iron, was lowered on tracks, by a chain, into the canal. This chain was connected to the front and rear ends of the car, and the opposite end of the chain was connected to a large steel drum, around which it wound when a small steam engine supplying the power to lift the car and its load started it revolving. After the car was lowered on its tracks into the canal, the boat to be transferred from the canal to the river was floated into place for its

---

*Editor's Note: Not only did Captain Harvey work for the Intracoastal Canal, but he deserves much credit for the Dupre Cut being dug, when the Rigolettes began to fill up and hinder boat traffic to Grand Isle. Also praise is due the Captain for playing a large part in getting the United States life saving station for Grand Isle.*

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Official Journal of the  
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**Wm. H. MURPHY,  
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upward journey. It was necessary to chock the craft many times to hold it upright on its conveyance. The boat secured, the transfer was begun. The car was pulled up and rolled over the levee top, the chain unwound, and the car and its load permitted to slowly sink into the river.

In the year 1880, this was rendered unnecessary, for in that year we were granted the right to build the first lock and cut the levee so that a boat could pass through the canal and out into the Mississippi.

Spurred on by this progress, for thirty years I dreamed and planned an inland waterway from Harvey to a point deep in the state of Texas; a canal which would flow from east to west, permitting the people along the numerous intersecting rivers and bayous to ship their raw products into the Port of New Orleans, and in return to receive supplies and manufactured articles from that city and the numerous factories in Jefferson Parish. Today that dream is a reality in the form of the Intracoastal Canal, running from Harvey to the cities of Galveston and Houston, Texas, 272.2 miles in Louisiana and 90.8 miles in Texas, making navigable over a thousand miles of rivers and bayous.

In order to secure a \$16,000,000.00 United States government appropriation, the various routes along the canal had to guarantee certain freight tonnages each year. The Lower Harvey Route's quota was 500,000 tons. During the calendar year 1936, 828,931 tons of freight, valued at \$27,318,797.00, passed through the Harvey Lock. These figures do not include such freight as does not pass through



*The towboat Magnolia going down old Harvey Canal, before the United States Government bought the canal and widened it to a width of 100 feet as part of the Intracoastal Canal.*

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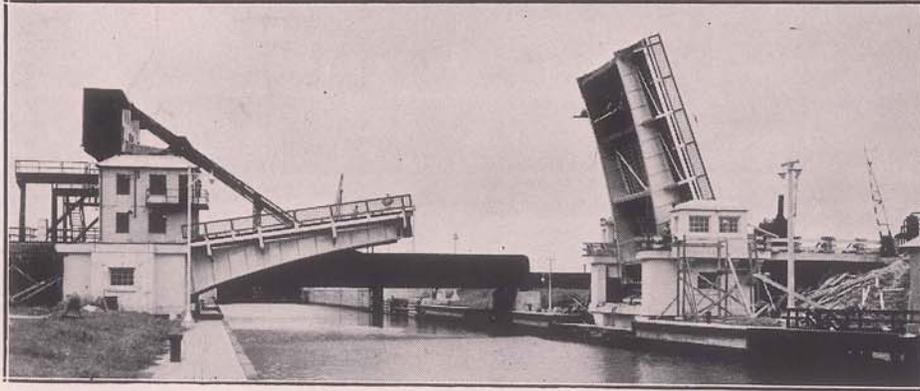
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*Looking up Intracoastal Canal toward river. Jules G. Fisher Bridge, railroad bridge and lock in background.*

the lock, but is unloaded at Harvey for the many industries of the West Bank.

The Jefferson Parish Police Jury aided this project materially, furnishing the government with \$30,000.00 rights-of-way (three hundred feet wide) free of charge. Although no such amount had been budgeted or arranged for, the Police Jury went ahead and endeavored to meet all government demands out of the general fund, without asking the people to vote a bond issue to cover the cost of these rights-of-way.

In connection with the new Intracoastal Canal, a new lock was installed. This double-gated lock is 425 feet long, 75 feet wide, and has a sill clearance of twelve feet at low water stage. A towboat and five barges can be transferred from the canal to the river, or vice-versa, in about twenty minutes, where before the installation of the new lock it required approximately six hours for transfer to take place. During the time of the old lock, the towboat first went into the lock alone, and was transferred. Then the separate barges, by means of ropes tied to their bows, were one by one pulled into the lock and transferred.

It has taken many years to effect the change from the old Destrehan Canal, dug for drainage purposes, to the present government-owned Intracoastal Canal, but those years were well spent. Where once the five-mile drainage canal saw an occasional boat-load of wood intended for Destrehan Plantation, hundreds of boats and barges, carrying all manner of commodities, raw produce and manufactured goods, pass on their way to Galveston and New Orleans. Today, the shippers and buyers of South Louisiana and South Texas enjoy extremely low freight rates. The boatmen using the Lower Harvey Route save over \$50,000.00 annually in canal fees.

I feel that Jefferson Parish has in the Intracoastal Canal a great instrument of progress. It brings the raw produce of the fertile delta region directly to such distributing centers as New Orleans, Houma, Lake Charles, Orange, Beaumont, Port Arthur, Galveston, Texas City, Freeport, Houston and Corpus Christi, and at such low rates that no one can afford to ignore its importance in the future of the parish and the state.

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## Lafitte Oil Field

---

EDGAR ALLEN POE

*Newspaper and Magazine Feature Writer*

---

With virtually every acre a potential oil-gas reserve, great pools of "black gold" lie beneath Jefferson parish.

This has been proven conclusively in an initial exploration program. Although the surface has barely been "scratched," forests of oil derricks have begun to rise on Jefferson's horizon.

"I know of no other per square mile area in the nation's Gulf Coast region that holds as many bright prospects for the oil industry as does Jefferson parish," declared Dr. J. A. Shaw, director of the Louisiana state conservation department's minerals division. "Geologists and engineers have told me that the entire parish is favored geophysically for potential oil reserves."

Expressing the opinion that many millions of barrels will be recovered from this region within the next few years, Dr. Shaw said that "it is just a matter of time" until oil derricks and other emblems of the industry will dot the parish from the northern tip to the Gulf on the South.

That major and independent operators are convinced of its great potentialities is shown by the leasing and exploration program that has been inaugurated. Five geophysical crews were engaged in exploration work at the time this was written.

Since the completion of the discovery well in the prolific Lafitte field in lower Jefferson parish two years ago, oil business has become big business for the area.

Thirteen wells have been bored in this field and its producers, the Texas Company, has yet to find a "dry hole." The boundaries of the field are yet to be proven. It may extend into the Gulf miles away from the original well, conservation department experts said. The company could bore scores of wells within the proven boundaries but it is still engaged in exploration work rather than an active drilling campaign.

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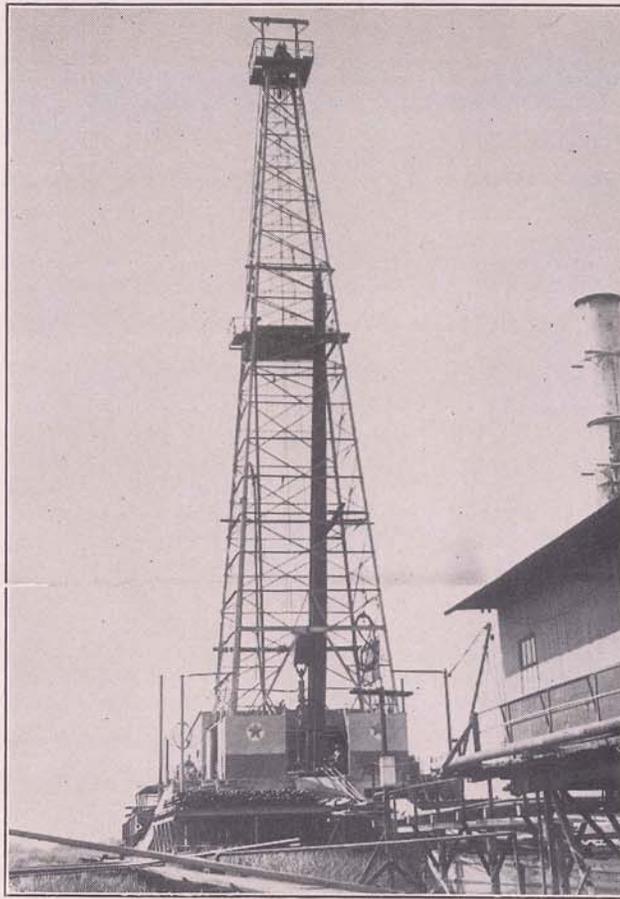
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**Southport, La.**



*An oil well in process of being drilled, Lafitte Dome.*

If the predictions for the Lafitte field are borne out it will become one of the greatest oil fields of all time. Each of the wells thus far completed is a flowing well. Not a one has to be pumped to bring the black crude out of the hole.

With the 15,000-foot well a distinct possibility in the near future, commercial production has placed Jefferson parish in a top position with the deepest commercial production in the world.

Three 10,000-foot-plus wells completed here have proven the deep reserve possibilities. Commercial production from these horizons has been the goal of oil operators for years. This district is one of the few on the globe that holds possibilities for production at much

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greater depths than can be reached by present drilling methods. Drillers assert that it is not unusual to carry more than 8000 feet of open hole. The formations stand up so well that casing costs are less than those incurred in shallower fields.

The black crude produced from this field is pumped through pipes to tanks in Marrero more than a score of miles away. Later it is placed in ships and taken to refineries.

To salvage the gas flowing from the oil wells, the company is erecting on its field a gasoline conversion plant. The gasoline will be taken in barges to Marrero.

The Texas Company discovered the Lafitte structure by seismograph in 1933, and its first well was placed into production on May 13, 1935 with an initial flow of 960 barrels. Subsequent gushers were larger as some of them had an initial production of almost 2000 barrels daily.

Because of the intricate pattern of bayous, lakes and canals in lower Jefferson, the company transacts business with other fields and offices scattered over the coastal belt by short wave radio. Each of the coastal fields has its own complete sending and receiving apparatus with the key station at Houma in Terrebonne parish.

R. Ogarrio of New York, vice-president of the Texas Company, who came to Jefferson parish recently on an inspection tour of the company's operations, asserted that he was convinced that Jefferson and surrounding parishes would be proven to be one of the great oil regions in the world as additional development continued.

There are several thousands of acres of land in Jefferson presently under lease. The lease price ranges from \$1 to \$10 an acre. This money is coming in regularly to owners. The lease rental money has been going into every channel of business.

More than 200 men are presently employed at Lafitte, and hundreds of others will be put to work as additional development is started, officials said. The field workers receive from \$7 to \$9 a day.

Within the next six months there will be an additional test for oil in another section of the parish, according to information and by early 1938, an active drilling campaign will probably be under way.

In the face of this, business men and leaders of the parish are taking the development and proposed development sanely because they desire that the industry will be built on firm foundation.

They are not encouraging a wild boom like those of the early oil fields.

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JEFFERSON PARISH

## The Police Jury as the Governing Authority of the Parish

W.M. HEPTING, SECRETARY  
*Jefferson Parish Police Jury*

For those of our readers who are not familiar with the political subdivisions of the State of Louisiana known as "Parishes" and with the manner in which these parishes function as governmental agencies, we wish to offer the following.

At the outset, it is to be noted that in the State of Louisiana there are sixty-four (64) of these political subdivisions known as Parishes. The Parish in Louisiana corresponds to the County of the other states of the union.

Each respective parish of the state is divided into separate "Wards" known as Police Jury Wards.

The governing authority of the Parish, the body in whose hands and under whose care and control the finances and funds of the parish are placed, is known as the "Police Jury". This body is composed of one member from each Police Jury Ward duly elected by the electors of that particular ward. In each parish of the State (excepting the Parish of Orleans) where the population is less than Fifty Thousand inhabitants, there is elected, in addition to the police juror to which a ward is entitled, an additional police juror for each five thousand inhabitants which the ward contains, and also one additional police juror for each additional five thousand inhabitants or part thereof in



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excess of twenty-five hundred inhabitants. Each juror must be a resident of the ward from which he is elected.

It is noted at this point that the Police Jury of the Parish of Jefferson is composed of a membership of fourteen jurors, elected from the nine wards into which the parish is divided.

The powers conferred upon Police Juries are numerous and varied in their nature. These powers are quite extensive in relation to some subjects but limited in relation to others. Such powers as conferred embrace, among others, the following subjects:

Regulations for their own government; making and repairing roads and levees; clearing rivers and streams for navigation; form and height of fences and enclosures; marketing, slaughtering and sale of cattle; regulating grog and liquor shops; fixing the quantum of fines for violations of their ordinances; levying taxes for defraying expenses of the parish; ferries and their control, etc.; appointing parish treasurer, secretary, etc.; care of the poor and indigent, etc.; to regulate trespassing; rate of tolls for bridges and roads; providing means for combating contagious diseases; to sue and be sued in certain cases; to appoint road syndics; to lease land of the parish; to let advertising contracts; to support the sick and infirm; to provide for the sick and infirm; to aid the Charity Hospital; to regulate hawking and peddling; authorizing aid and appropriations in support of farming; to provide for experimental farms; to suppress gambling; in aid of students of agriculture; governing hedges and fences; donating lands to the United States; survey of township lines; tax for criminal proceedings; tax on dogs; license tax for severing natural products; preservation of fish and game; prohibiting the killing of game animals; violation of game laws; protecting sheep industry; hiring out prisoners; franchise over public roads; building public roads; franchises on public lands; road districts; live stock sanitary commissions; navigation districts; drainage districts; water districts; lighting districts; drainage tax levies; drainage subdivisions; survey of drainage canals; rights-of-way to United States; drainage canals; regulating the laying out of subdivisions.

It can, therefore, be very readily seen the Police Jury, as the governing authority of its respective parish, is no idle body. It probably can be said without fear of contradiction that each of the Police Juries of the various parishes of the state, at one time or another, has had to enact ordinances and adopt resolutions regulating and affecting each of the powers above enumerated.

With the above, we trust that our readers will be able to glean at least some idea of the manner in which the Police Juries of the Parish operate as its governing authority.

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## Jefferson, A Sportsman's Paradise

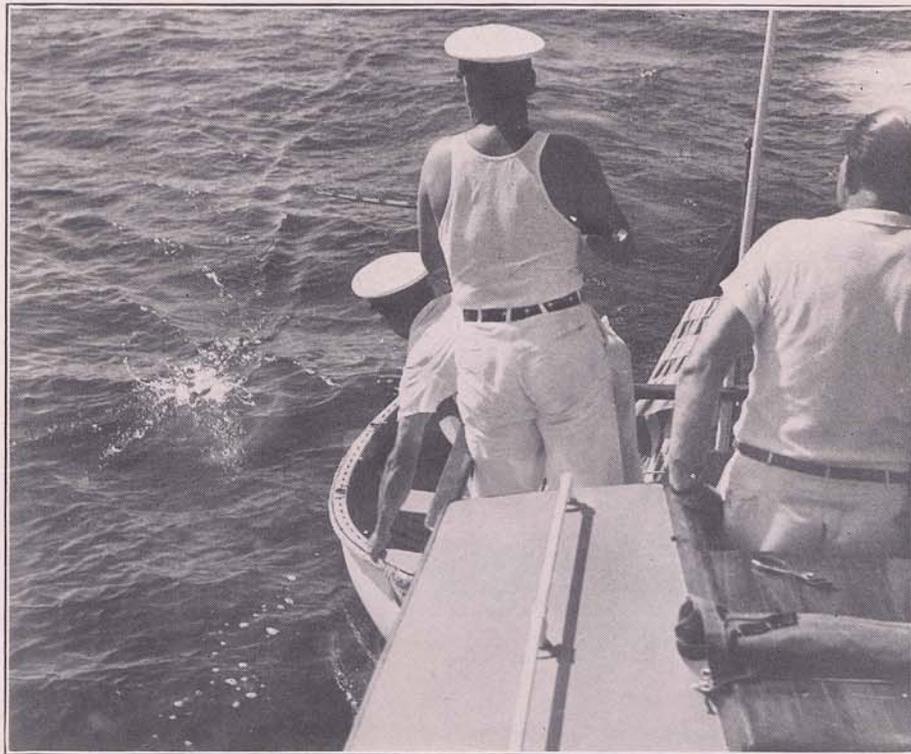
HUGH M. WILKINSON  
*Owner, Yacht "Moonflower"*

Because of the vast area of waterways, swamps and marshes, and direct communication with the sea, Jefferson Parish is literally a paradise for hunters and fishermen for sport.

Throughout practically every month of the year game and food fish are plentiful in the waters of this parish, and during the seasons allotted by law for hunting, disciples of the shot gun and rifle range through the woods, prairies and marshes from the Plaquemines line to the Lafourche boundary, and from the Mississippi River to the Gulf of Mexico.

In hunting, of course, wild duck is king of this parish. From the first frosty night when the whirr of southward beating wings is heard overhead, until the flock begins to retrace its way with the return of spring, the bays and lagoons of Jefferson Parish fairly teem with every species, from the splendid "green-heads", the male French duck, down to the little fast-flying blue-wing teal.

In the shallows of the many bays and lakes which are found in every part of the parish, the ducks are attracted by abundant natural foods, and their concentration each winter in these regions makes Jefferson one of the finest duck-hunting parishes in Louisiana.



*Mr. Wilkinson playing a tarpon.*

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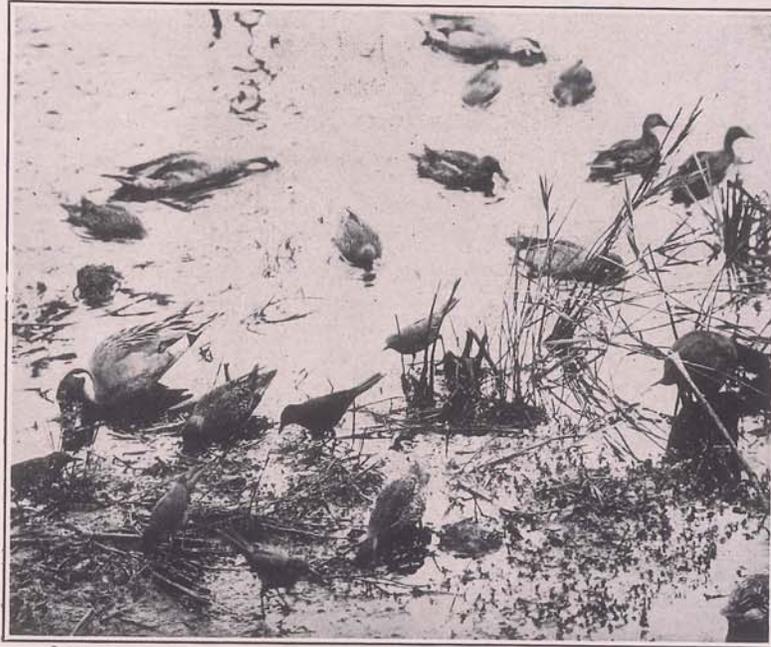
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*A diversified abundance of marsh and water-loving birds is a striking feature of our waters.*

Along the sea coast, especially in the southeast corner of the parish, are also found many wild geese during the winter, and those who are skilled in the more difficult sport of bagging these larger birds may be well rewarded by a visit to this region.

Among the smaller game birds, of course, the snipe is most plentiful in Jefferson, with the dove the possible second, and a good many quail in the fields and open country of the upper portion of the parish.

The swamp ridges shelter many deer, and it goes without saying that rabbits are plentiful in every part of the parish.

But it is in fishing that the sportsman finds the most prolonged and greatest abundance of pleasure in Jefferson Parish. From the time in the spring when the fresh water fish, particularly the bass or green trout, and the many species of perch, attract the angler; through the summer, when the tarpon, mackerel, jack and other game fish come up from the sea; down into the fall and winter, when the red fish, drum fish and sheepshead are favorites, there is not a month in the year that Jefferson Parish does not furnish fishing plentifully.

The climax of the fishing season comes each year with the Grand Isle Tarpon Rodeo, an event which was inaugurated in the summer of 1928 by John C. Donovan, another local yacht owner, and myself, and which has been held with great success every year since, excepting 1930. In the whole decade of the rodeo at Grand Isle, the visiting sportsmen have never failed to capture tarpon, and over a dozen

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of these big fish are frequently brought to gaff by contestants during the three days of the tournament.

It is worthy of note that during his recent visit, when President Roosevelt took the trouble to cruise as far south as Aransas Pass to catch one, or perhaps two, tarpon, a great school of tarpon had already marked the summer arrival in Barataria Pass, and an eighty-five pounder was landed by a visitor from Iowa. The President or any other fisherman who comes to Jefferson Parish between May and October, with a little weather luck, is almost bound to get his tarpon.

The Grand Isle Rodeo is usually held at the end of August, and visitors from everywhere are invited to attend. Commodore Donovan, of the Alker-Donovan Company, Marine Supplies, 435 Camp Street, New Orleans, is the head of the Rodeo Committee, and will always arrange transportation and subsistence at the island for visiting fishermen. Last year he headed a fleet of about thirty-five yachts from Harvey to Grand Isle, and practically everybody in attendance admitted on their return that they had enjoyed grand fishing. Those who did not catch tarpon landed speckled trout, croakers, red fish, sheepshead, sea bass; and, out to sea, mackeral; king fish, blue fish, jack fish, dolphin, lemon fish, and; for the fun of it, an occasional shark.

He who has not visited Jefferson Parish to explore the historic and picturesque waters of Barataria Bay, to ramble over the old ruins of Fort Livingston on Grande Terre Island, where the pirate,



*Left to right: Ira Lighterman; Judge F. W. Oser; Gus Courreges, Chef; W. B. Cason, Labor Commissioner; Ray Mobely, President, Alumni Society, Louisiana State University; F. A. Von Der Haar, State Fire Marshal; R. A. Davis; Sonny Brunning, Captain. The jacks so proudly displayed in this picture range from 25 to 45 pounds.*

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*A huntsman with his kill*

Lafitte, once held sway; to walk under the magnificent oaks and breathe the fragrant oleanders in the lanes of beautiful Grand Isle; and then in the early morning to feel the shock of the swift strike of a hundred-pound tarpon, to watch the silver flashing of his magnificent leaps, has never truly been on a real fishing trip.

And with all this goes comfort and accomodation. The yachts that visit Jefferson find safe and sheltered anchorage, and provisions, water, ice, bait and other such necessities can always be easily procured.

At Grand Isle is a fine harbor in Bayou Rigaud where Fornest Milliet, the storekeeper, is always accomodating in every way to visiting sportsmen.

The great variety of fish in the waters of Jefferson Parish are always an assurance of excellent sport. When the tarpon and mackerel begin to leave, the big bull red comes into the deep waters of the passes and around the shell islands of the bays. Two years ago, Mr. Milliet, in one month, kept track of over two and a half tons of red fish, brought in by sport fishermen, before he lost count of the catch.

So whether you be a disciple of hunting, or follow the sport of fishing, come to Jefferson Parish in the appropriate seasons, and you will find nothing lacking in the pursuit of your favorite recreation.



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## The Metairie Golf Course

NELSON McSTEA WHITNEY

*Banker and Sportsman*

The Metairie Golf Club recently secured the services of Jack Daray and those of his able assistant, George Dorsey. The club is certainly to be congratulated on having such experienced men as these two to recondition the course and to bring it up to championship calibre. In the short space of time that they have been with the club, owing to the fact that they have been so fortunate in working under such favorable weather conditions, the course is rounding out in beautiful shape.

The first eight fairways have all been completed—and that required ploughing, fertilizing, harrowing and seeding. It is interesting to note here that after careful consideration, it was decided to plant the fairways in carpet grass. This was no experiment, for that type of grass has proved most successful on several courses in our district. It has a tendency to spread quickly, to hold the earth together during drouth, and to retain moisture.

On and around the greens at Metairie, the picture has changed materially. The antiquated trapping has all been changed and the modern idea of blending the hazards in with the surrounding scenery has been followed. This makes for an exceedingly picturesque effect.

These few remarks may tend to give the impression that the course has been made extremely difficult, but that however is not a fact; the result has been to make it more interesting. After going over the course, one finds that it might be termed a two-way golf course! e.g., where a trap has been placed for the long hitters, for the



*Located in one of Jefferson Parish's most exclusive residential districts is the Metairie Golf Club. The Club House is shown here.*

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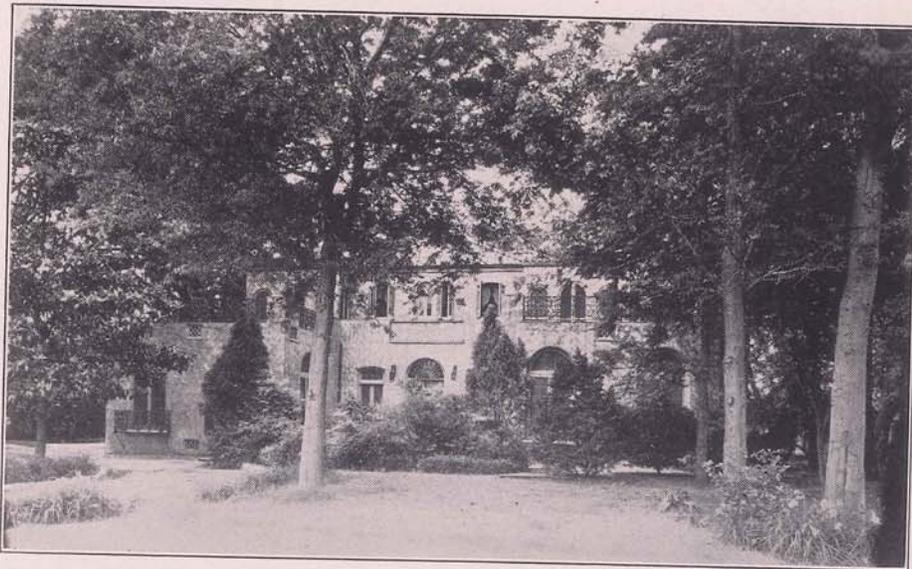
833 HOWARD AVE.

higher handicapped man who fears that he cannot make the carry, there has been plenty of space on the fairway left for him to shoot around it. Some of the holes have been shortened; some lengthened and then trapped tighter at the greens to put a premium on direction with the short irons.

One interesting feature that has been noticed is the new method of construction of the teeing grounds. This type of teeing has been adopted from championship courses. All teeing grounds are extremely large, and when the markers are placed in different positions, it not only changes the shot, or the angle of play, but it seems to change the whole picture from time to time, which, of course, tends to make for variety and thereby eliminates monotony for the regular member who plays the course continuously day after day. Added features are of course the saving of the teeing ground itself from wear and tear on the grass at any one particular spot which can be cut off at any time, thereby giving it a chance to come back to a healthy growth, the markers being placed in different positions on the teeing ground. It is also noticeable that in employing the modern trend of construction, the teeing ground slopes right into the fairway, instead of being built high up in the air, making it very much easier on the upkeep. Because of its construction, the whole teeing ground can now be cut with a lawnmower, for there are no steep sides or angles which have to be worked by hand.

Daray comes to the Metairie with an exceedingly fine force. With him is Clarence E. Moeller, who has taken over the professional end of the organization, the teaching, playing and supervising of the shop and golf-playing equipment. Dorsey is one of the best groundskeepers, having had a wide range of experience.

Daray states that with favorable weather conditions, the eighteen holes will be open for play July 1.



*Home of W. Horace Williams in Metairie Club Gardens*



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### *Welfare and Civic Leader*



RT. REV.  
MSGR. WYNHOVEN

Hope Haven, considered one of the finest institutions for dependent children in the country, represents an investment of three quarters of a million dollars. It is located on Barataria Boulevard in Marrero, its ten beautiful, modern buildings in Spanish Mission style presenting a surprisingly beautiful picture, white architectural jewels set in the restful green of extensive lawns and luxuriant shrubbery.

On the west side of the Boulevard is Hope Haven proper. This institution, under the direction of the Salesian Fathers and Brothers, is reserved for boys from twelve years of age upward. On the east of the highway is Madonna Manor, for smaller children, both boys and girls, where every child receives the tenderest motherly care from the School Sisters of Notre Dame.

It is the object of this dual institution to give under-privileged children not only a happy home but also a thorough preparation for life. Every phase of education, training and care is highly developed.

Religious instruction, good example and encouragement in the practice of his religion form the basis for the character building of every child. Salesian Fathers hold services every day in the common chapel of the Madonna Manor School Building.

Classes from kindergarten through seventh grade, conducted by competent teachers, prepare the children of Madonna Manor for further training in domestic science, agriculture, arts and trades. Arrangements are made in outside high schools and colleges for boys and girls with talent, inclined toward academical careers.

There are five branches of vocational training at Hope Haven, namely: printing, bookbinding, woodworking, farming and dairying. Some of these departments have already distinguished themselves for their excellent products of skilled workmen. The "Catholic Action of the South" is printed at Hope Haven; the bookbinding shop turns out finer bindings than any shop we know; and the dairy is famous for its high grade milk, prize cows and champion bulls.

---

*Editor's Note: Working alone, Monsignor Wynhoven, then Rt. Rev. Wynhoven, founded Hope Haven on the banks of Little Bayou Barataria, with two small wooden buildings; a dairy and a place to house the four orphan boys who worked in the dairy. We feel that he deserves all the praise and credit that can possibly be given him.*

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*Hope Haven, an institution for homeless boys, bears not a trace of the old type asylum, rather seeming to be a very good boarding school. When boys leave Hope Haven, they are fully equipped to be good citizens.*

The health and physical development of the children are under the immediate supervision of four senior students of medicine and a dental staff of specialists. There is a fully equipped dental clinic at Madonna Manor, where twice a week the highest class of work is done for the children.

About this wonderful institution there is the atmosphere of a good boarding school, without even a shadow of the old type asylum. Every child is given the opportunity to learn music. More than half of them are members of one of the three school bands. Dramatics, too, are well developed, entertainments being given every two weeks by the children. The free time is spent on spacious playgrounds, large gymnasium and swimming pool. Organized athletics attract the older boys.

Admission to Hope Haven is secured through the Associated Catholic Charities of the Archdiocese, which investigates each application through its social workers. The discharges are also handled by this office, but no child is discharged until an adequate home is provided or the boy or girl is old enough and has means of self-support.

The Community Chest provides most of the funds for the institution's operation, but the people of Jefferson Parish and New Orleans are also contributing.

We feel a justifiable pride in Hope Haven. It is the best of its kind in the South. It provides true maternal care for the material and spiritual needs of its orphans. Its beautiful buildings and well-kept gardens make it one of the parish's showplaces.

We feel proud of Hope Haven because it embodies those principles and ideals upon which the Parish of Jefferson is founded: Progress, Thoroughness and Service.

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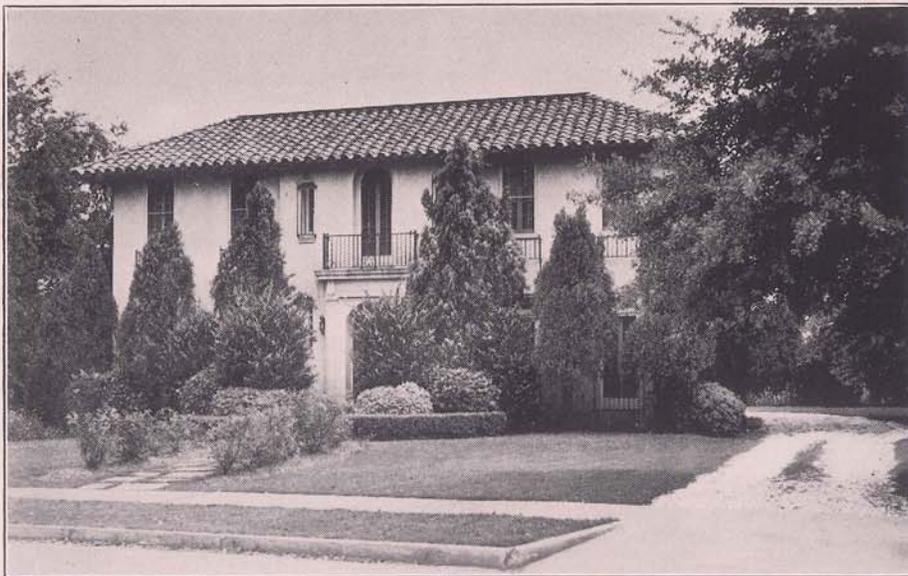
Metairie, (a French word meaning "farm"), or Metairie Ridge, situated immediately west of and adjacent to the City of New Orleans, comprises an area of about six square miles.

Metairie Bayou, once a navigable stream alongside the present Metairie Road, by overflowing its banks with each high water period in the countless years of the past, caused silt to settle on each side of the Bayou, thereby gradually building up the so called "Ridge", which is several feet higher than the greater portion of the present residential area of New Orleans.

With virtually all of the desirable portions of New Orleans almost completely built up, it is only natural that those seeking larger homesites, easily accessible to the business section, became interested in locating in Metairie, now but fifteen minutes drive by auto to the business center of the city.

Today many residential areas have been developed here and are rapidly attracting Orleanians to this section, which averages five to ten degrees cooler than the City of New Orleans during the warm months of the year.

Metairie Club Gardens, a Residential Park, surrounded by the



*Jefferson Parish home of Governor Richard W. Leche.*

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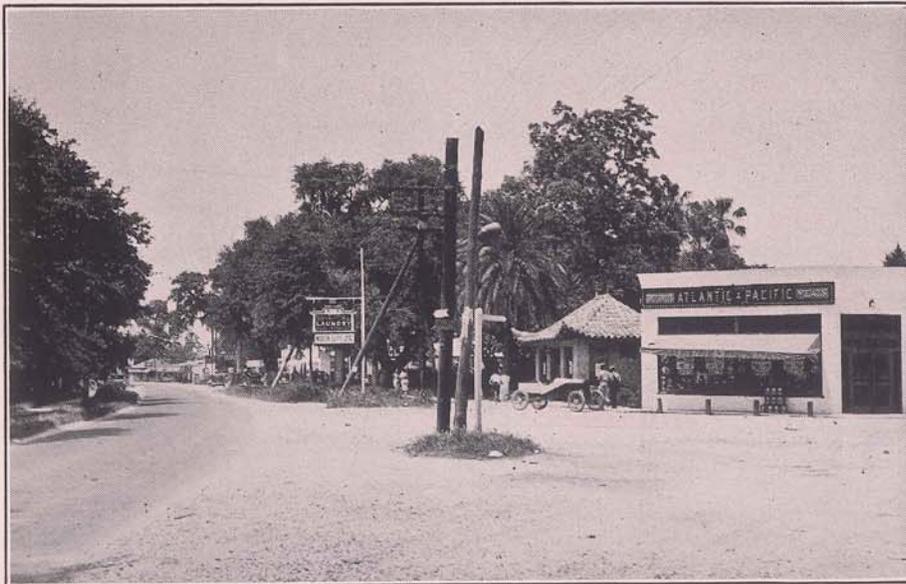
*Motor and Speed Boats, Skiffs and Canoes*

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*Farnham Place, Metairie, showing a section of neutral ground and a few of the palatial homes.*

Metairie Golf Course, with its minimum building restriction of fifteen thousand dollars (\$15,000.00) for each home built therein, is rapidly building up with magnificent residences on beautifully landscaped grounds, and is one of the show places of New Orleans. John C. Langtry, President of the publishers of the National Real Estate Journal, after inspecting this area recently, said "Metairie Club Gardens is one of the most beautiful residential developments I've seen in the Nation."



*A section of Metairie's business center—Metairie Road to left of picture.*

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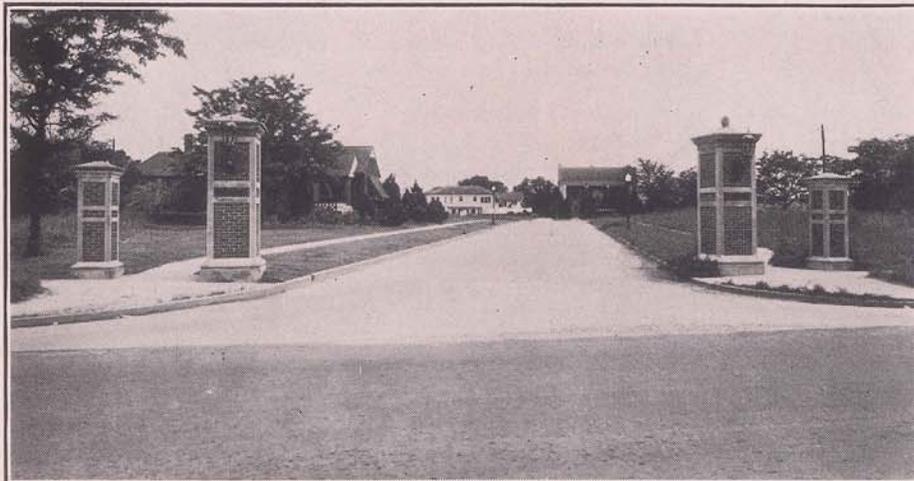
*Home of Judge E. Howard McCaleb, Metairie Club Gardens.*

Governor Richard W. Leche, Judge E. Howard McCaleb, Jr., and many other prominent business leaders reside in this area.

Many other restricted residential areas have been developed such as Vincent Place, Oak Ridge Park, Farnham Place, Crestmont Park, Livingston Place, Beverly Knoll, Brockenbraugh Court, Bonnabel Place, Athania Place, Elmeer Place, Forest Hills, Ridgeway Terrace and Metairie Terrace.

Metairie Golf Club, with one of the sportiest courses in the Country, patterned after one of the famous courses in Scotland, and the Colonial Golf Club offer year round sport for the golfer.

Although residents of Metairie enjoy free delivery service from



*Entrance to Livingston Place, one of the many beautiful residential sections developed in Metairie.*

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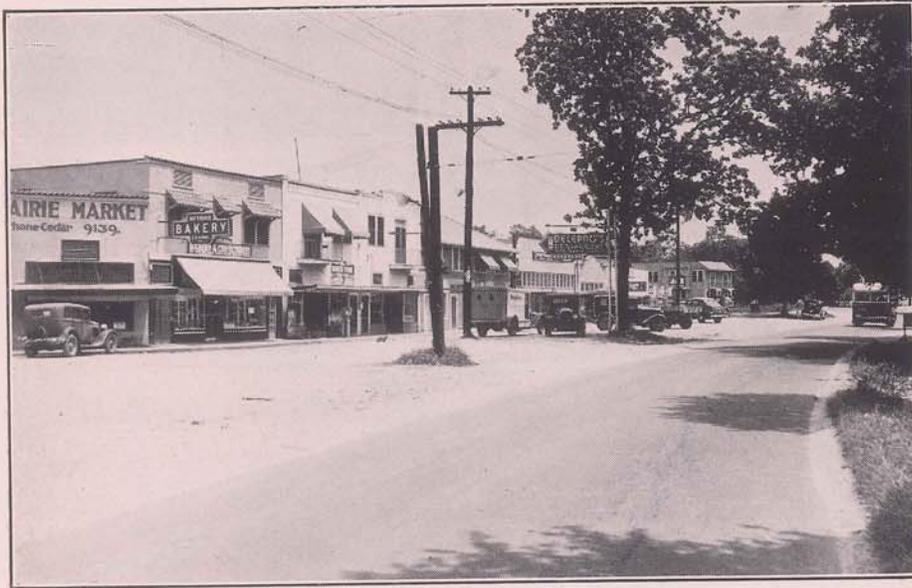
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*View of the Metairie Road, showing part of the business section, Metairie.*

merchants of the City of New Orleans, it has its own shopping center and grocery stores, bakeries, hardware stores, drug stores and a neighborhood motion picture theatre.

A ten minute bus schedule furnishes ample transportation facilities.

Two public schools, several parochial and private schools provide ample facilities for educational purposes. Among the private schools is the Metairie Park Country Day School, foremost school of its type in the entire South, fostering progressive education, which occupies over thirteen acres adjoining the Metairie Golf Club property. A twelve year course is provided and its graduates are already attending many prominent universities and colleges throughout the United States.

The Universities of Tulane and Loyola and Newcomb College are but fifteen minutes drives from Metairie.

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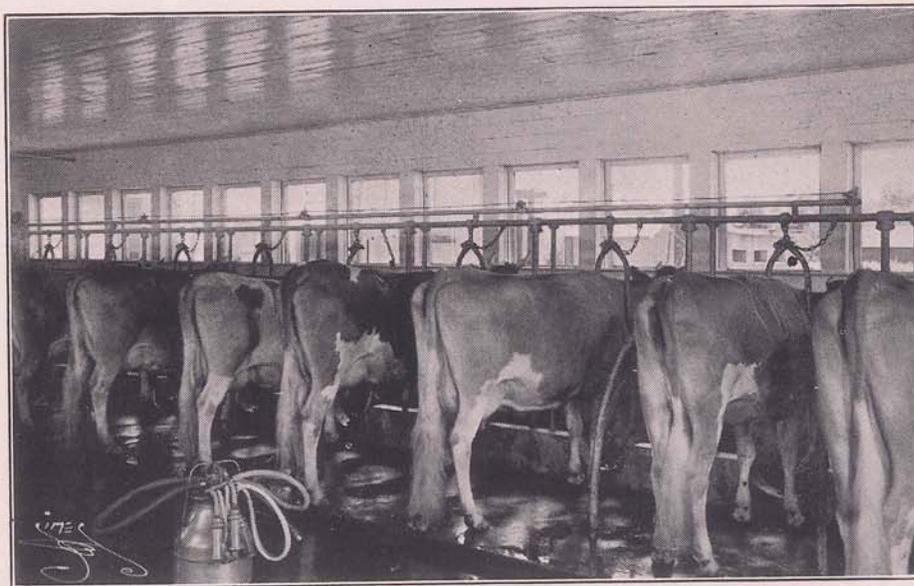
G. T. GEIGER, JR., B. S.

*County Agent*

The alluvial, sandy loam of Jefferson Parish, in combination with its exceptionally mild climate, offers wonderful opportunities for the cultivation of flowers and vegetables. In addition to the ready market available in the adjacent city of New Orleans, vegetables are shipped north from Kenner.

We have in Jefferson more than four thousand acres under cultivation for the production of truck crops, consisting chiefly of carrots, beets, shallots, mustard, endive, escarolle, turnips, cabbage, anise, lima beans, bell peppers, lettuce, cucumbers, potatoes, okra, eggplant, bush beans, pole beans, collards, squash, and tomatoes. Citrus fruits also grow well here. In several sections of the parish the soil conditions are ideal for the growing of asparagus, which is always in demand. Celery can also be grown here, and is now produced in limited quantities.

The dairymen of Jefferson Parish sell more than \$1,200,000 worth of dairy products each year in New Orleans, selling products direct. Excellent pastures the year round save the producer thousands of dollars yearly, while his Northern brother is forced to buy sacked feed. In the past few years the herds have been improved, dairymen purchasing the very best foundation stock available. In



*Interior of Norwood Dairy, in Jefferson Parish. Second from right is the two-year-old daughter of Southern Girl. Southern Girl last year produced 10,748.4 lbs. of milk and 604.6 lbs. of butter fat.*



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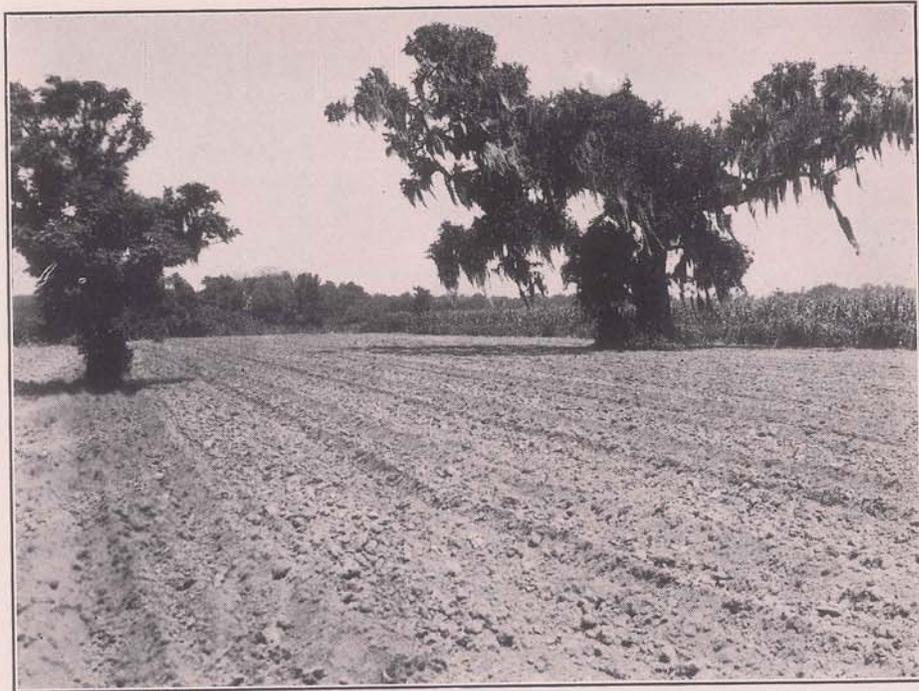
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*Soil ready to be planted. Oaks and corn in background.*

the vicinity of New Orleans there are 333 dairies, owning between 7000 and 8000 milch cows, supplying the city of New Orleans with 40,000 gallons of raw milk daily. Of these 333 dairies, 250 are located in Jefferson Parish, representing an investment of \$4,000,000.00.



*Dairy stock grazing in rye pasture. Norwood Farms.*

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*A mother and her four children bundling shallots. These shallots, grown on truck farms in Jefferson Parish, find a ready market in the northern states twelve months of the year.*

Sugar cane is again grown in Jefferson, and it will not be long before it will regain its prominent place as a staple crop in the parish. At present that which is grown here is taken to neighboring St. Charles Parish for grinding.

Cotton, too, is now being grown above Kenner, and the crop increased from year to year.

A wonderful opportunity waits the well-informed and experienced poultry raiser, since at present only ten per cent of the poultry and



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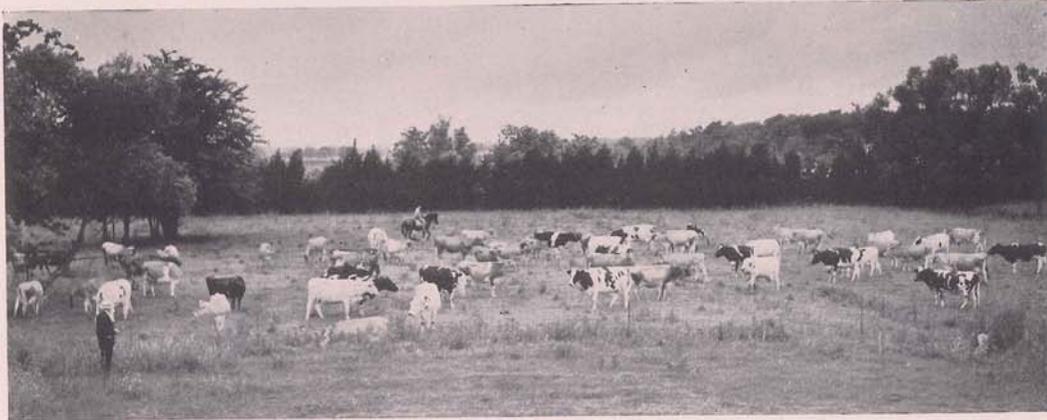
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*Milk Cows grazing at Hope Haven Farm.*

eggs required by the city of New Orleans is supplied by the state of Louisiana. Our parish has all of the minerals and produces all the feed necessary. Unfortunately, the uninformed poultryman, like the uninformed dairyman, resorts to commercial feed at retail prices, and as a result, failure ensues.

Since the farmer has realized that all the feed needed for hog raising can be supplied by culled, inferior vegetables and by-products collected from various sources in our parish and in New Orleans, he is steadily and rapidly developing a new source of income. Practically all hogs in the parish have been inoculated to prevent cholera, which previously caused great losses. Many pure-bred hogs have been brought into this section to improve the grade of hogs. Duroc-Jerseys are prevalent in the parish at this time, and Poland-Chinas are not far behind.

A great opportunity awaits the farmers of Jefferson Parish in the production of Easter Lily bulbs. The importation from Japan into the United States exceeds that of \$1,500,000 annually. A limited quantity of bulbs is now being produced in Jefferson and the neighboring parish of Plaquemines with favorable results. Dr. Julian Miller of the Louisiana Experiment Station is now breeding for disease resisting plants. He stated that bulbs can be produced at a rate of \$800 per acre if properly cared for. This could be one of the best paying crops per acre in the parish and offers an entirely new field.

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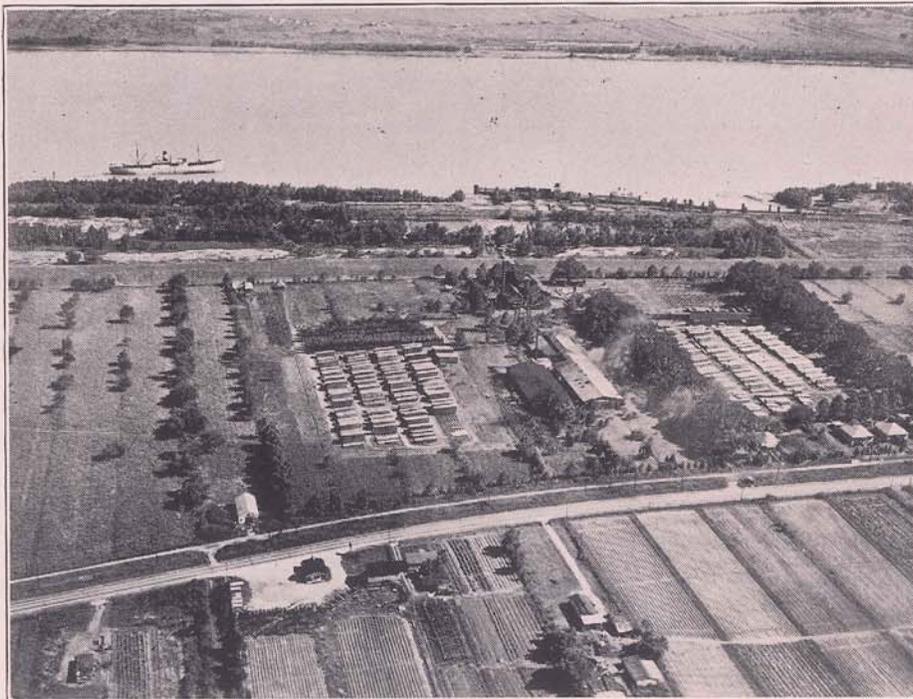
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## A World Mahogany Center

GEO. N. LAMB, *Secretary*  
*The Mahogany Association, Inc.*

With three large mahogany saw mills, a veneer mill and several other mahogany lumber companies, Jefferson Parish and the city of New Orleans form one of the largest mahogany centers in the world today. Not only is this district in the present day a mahogany center, but mahogany has been widely used for fine furniture in Louisiana for over two centuries. Today, in spite of the fad of so-called modern furniture in some parts of the country, the fine homes of New Orleans and the surrounding country contain mostly traditional mahogany furniture. New Orleans has always been a hunting ground for the antique dealer, both professional and amateur. With this background of mahogany, it is of special interest to review the history of this justly world-famous cabinetwood.

The commonly accepted tradition is that mahogany was first introduced into England when Sir Walter Raleigh presented Queen Elizabeth with a table of this wood. The queen had admired a strange red wood which he had used in repairing his ship in the West Indies in 1695, and the ever gallant Sir Walter had his ship's carpenter make a table of the wood for her majesty. This story cannot be substantiated from the pages of history, but has been handed down for centuries.



*Freiberg Mahogany Co. In the foreground may be noted the even fields of tilled farmland, in the background, the Mississippi River.*

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Another story of the introduction of mahogany is that a certain Dr. Gibbons, who in 1724 obtained the wood from a sea captain brother to investigate its medical properties, had a candle box of this material made by one Wollaston. The Duchess of Buckingham admired the box, had a table made of the wood, and thus started the fad for mahogany. This may be the story of its popularizing, but not of its introduction, as it appears in English custom records as early as 1699.

Again, we hear or read the statement that Chippendale introduced mahogany as the fashionable wood for fine furniture.

Officially, mahogany imports into England began in 1700. According to the Public Record Office, the first customs entry was on March 4, 1700, when 500 pounds of "Magoneal" was reported in London from Barbados. In that same year thirty-six pieces were reported from Jamaica. Ten years later in the Public Records, the custom entry was "Mohaganees", but still from Jamaica.

Not until 1723 did other sources than Barbados and Jamaica appear in the records. From then on entries of "Spanish" and "West Indies" are frequent. It is also a very curious fact that thereafter many entries are shown from the American Colonies, obviously trans-shipments. Some of these entries are Carolina, New York, Virginia, Maryland, Pennsylvania and Florida. A trans-shipment is also recorded from Ireland and one from Spain, and still another from Italy. The strangest of all is the record of sixty tons from Hudson's Bay in 1770. It would be interesting if we could trace the history of this cargo from the Spanish Main to ice-bound Hudson Bay and thence to London. Scattered among these entries is one now and then listed as "prize goods".

The earliest record of mahogany as "prize goods" is from the London Gazette for February 22nd-25th, 1702, as follows:

"By Principal Commissioners for prizes on Wednesday of March next, at nine in the morning will be exposed to publick sale by the candle at Salters Hall in St. Swithern's Lane, London, out of Mary Man of War and the remaining goods out of the 'Little Galeon called Mary's Prize' Nicaragua and Mahoganywood and out of the 'Galeon Tauro or Somerset's Prize' tobacco, sugar, cocoa, brazilletoo, mahogany, ebbony and logwod, etc."

Thus we see that mahogany became a regular article in commerce between 1700 and 1725. By 1724 it was being used in the household of King George I. The Royal Household Accounts have an entry of an invoice from John Gumley and James Moore for:

"2 mohogony cloths chest £ 16  
a mohogony supping table £ 4"

This actual record casts a little cloud upon the Dr. Gibbons' story, for the Royal Household was using mahogany about the time the

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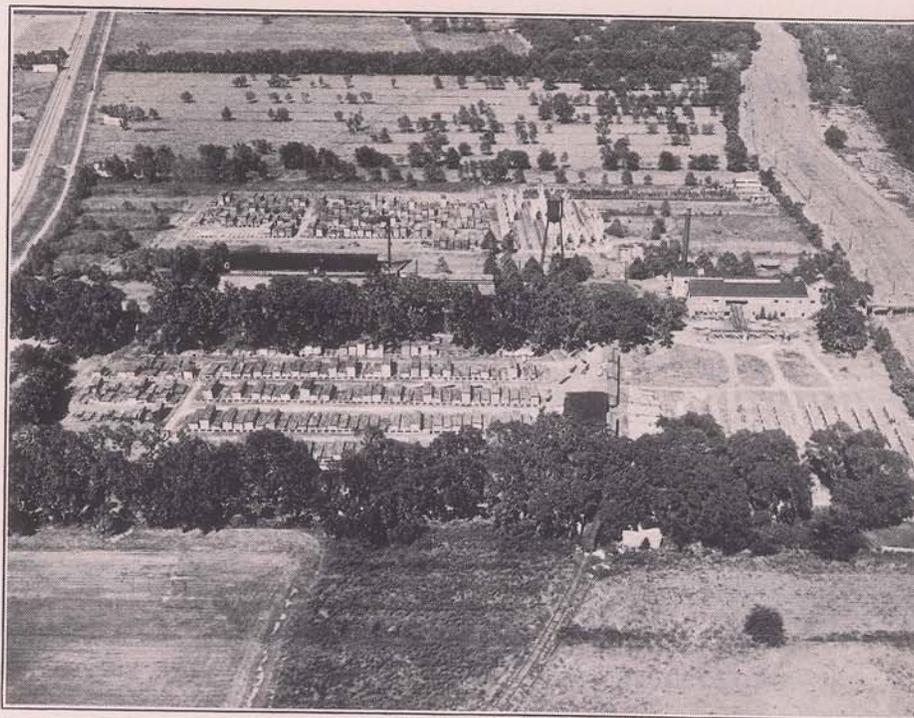
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*Air view of Freiberg Mahogany Co., just below Harahan, set among giant oaks hundreds of years old.*

Duchess of Buckingham is supposed to have started the vogue.

The earliest record we have of mahogany as prize goods comes from the Colonial history of New York in an item of October, 1654: "A Spanish ship was captured loaded with mahogany, copper and some canella".

The earliest mahogany used in England and in the American Colonies undoubtedly came from the West Indies, and as late as 1750-1760, when Chippendale was most active, the mahogany used was still West Indian.

However, soon after that, mainland mahogany entered regularly into the trade, and English logwood (dyewood) cutters went to what is now British Honduras in 1662. They were only supposed to cut logwood but apparently were soon bootlegging a little mahogany on the side. This continued until 1783, when England gave up her claims to the Mosquito Coast and Spain her claim to British Honduras. Thereafter, Honduras Mahogany reached England in ever-increasing amounts. Prior to that date, and as early as 1770, mainland mahogany in the English custom's entries show a Mosquito Coast origin.

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Sheraton in his Cabinetmaker's Dictionary reports the sources of mahogany as follows:

Page 525—"Hispaniola or San Domingo produces Mahogany of hardish texture, but not much in use with us."

Page 254—"Honduras, from this Province is imported the principal kind of Mahogany in use among cabinet-makers, in which generally bears the name 'Honduras Mahogany'".

The reason for this shift was probably due to diminished West Indian supplies from Jamaica, Bahamas and Barbados where England ruled and the Spanish control on the islands where it was still plentiful.

In the American Colonies mahogany was used earlier in a more substantial way than in England. Jonathan Dickinson, who had moved to Philadelphia from Jamaica, was importing mahogany as early as 1699, dealt regularly in mahogany, and in 1722 died possessed of a housefull of mahogany furniture.

The mahogany of the 19th century was predominately mainland mahogany, although a substantial amount came from Santo Domingo and increasingly from Cuba. As early as 1805 Honduras exported 6,500,000 feet of logs and in 1899 the export record was 6,499,000 feet.

Today, tropical America, principally southern Mexico, British Honduras and the upper Amazon, supplies 75 per cent of the mahogany lumber used in the United States; 5 per cent comes from the West Indies, principally Cuba. The other 20 per cent of the lumber comes from Africa, but little of the American lumber finds its way into furniture. On the other hand, 80 per cent of the mahogany veneers used in this country are of African origin, as the African trees are large and highly figured.

Mahogany not only is the leading cabinetwood used in fine furniture today but also finds a substantial market for interior woodwork and paneling, store and shop fixtures, foundry patterns, ship building, caskets, pianos, musical instruments and radios and a long list of special uses where only a wood of rare stability can be used.

New Orleans will probably always continue to be a leading port of entry for mahogany because it is the port nearest to tropical America and at the same time has excellent steamship connections throughout the tropics.

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## Home Demonstration Work in Jefferson Parish

MRS. THELMA P. SAMSON, B. S.  
*Home Demonstration Agent*

Home Demonstration Work in Jefferson Parish is practically a new enterprise, the Home Demonstration Agent being appointed September 15th, 1936, by the Louisiana State University Extension Division.

Home Demonstration Work is the term applied to the Extension Program as carried on among the women of the parish. The Agent's time is divided between 4-H clubs, Home Demonstration Clubs and individual calls requesting information on any subject dealing with homemaking.

Every homemaker is interested in the health of her entire family, in their attitudes of mind and heart, and in the opportunities they have for wholesome work and play. These concerns tie her up not only with the activities of the home but with the affairs of the community as well. How much she has to think about and take care of! And how feeble is her single-handed strength when it comes to taking advantage of opportunities or avoiding mistakes. For this reason women have organized clubs for joint counsel and study. These clubs are organized with a group of at least ten women in a community, and conduct one or more phases of homemaking. The projects which are offered to the clubs are: poultry, gardening, food preservation, nutrition, food preparation, clothing, interior decorating and landscaping.

There are at present three of these organized clubs in the parish, with an enrollment of fifty-six women. They are located at Grand Isle, Metairie and Harahan. Plans are almost completed for a club at Barataria. The club at Grand Isle has chosen Food Preservation for a project and quite a bit of interest in canning has been shown in that section. The Agent feels it is quite a field for this type of work, as the people in that part of the parish have been more or less isolated from nearby parishes for so many years.

4-H clubs in the parish are under the supervision of both the County and Home Demonstration Agents. Their main purpose is to create in the boys and girls a desire for higher ideals and to teach them newer and improved methods of farm and home work. There are 4-H Clubs in eight schools of the parish, with an enrollment of 426 members, 161 boys and 265 girls. In order to be a standard club member, each boy or girl is required to carry on a project at home throughout the year and be able to hand in a written report or record on this work. We believe in the old adage "All work and no play makes Jack a dull boy" so some recreation is brought in at each monthly meeting, and in June the members so desiring are privileged to attend the 4-H Club Camp held nearest their parish.

Jefferson Parish held its second Annual 4-H Achievement Day at Hope Haven on Saturday, April 17th. From nine in the morning

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until late afternoon several hundred participants and spectators swarmed the grounds of the institution, cheering the contestants and taking part in some form of recreation which was planned for them.

The girls paraded in dresses they had made during their year of Club work, demonstrating their arts and displaying their talents. They also identified cuts of meat, and demonstrated the canning of string beans and tomatoes, packing the school lunch, preparing rations for baby chicks and treating poultry for lice.

The boys showed spectators points in feeding poultry and live-stock, judging dairy cattle and treating poultry for lice.

The day's program opened with an assembly in the gymnasium with myself as Chairman. F. W. Spencer, Assistant Director of Louisiana Extension Division delivered the address of welcome. Home Demonstration Agents and County Agents from other parishes assisted the Extension Specialists in the judging of the contests.

Later in the afternoon, awards were made by Professor J. C. Ellis, Superintendent of Schools of the Parish. The winners in the various contests are going to Baton Rouge for a week to attend the annual 4-H Short Course held at the University, and the winners from this course will take part in the National contests held in the fall.

“Isn't it strange that Princes and  
Kings

And clowns that caper in saw-  
dust rings

And common folk like you and  
me

Are builders for eternity?

To each is given a bag of tools,

A shapeless mass and a book of  
rules,

And each must build ere life is  
done

A stumbling block or a stepping  
stone.”



*Home Demonstration class in canning  
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## Celotex, a Jefferson Parish Product, Leads Field

---

T. B. MUNROE

*Vice-President, The Celotex Corporation*

---

In Jefferson Parish about sixteen years ago, Bror G. Dahlberg, together with several associates, decided to locate a plant to manufacture insulation board from sugar cane fibre. Since that time this product, Celotex, has become permanent as a structural insulation material throughout the world. From a small beginning, the plant has grown until it and the Celotex Corporation is now recognized as the largest producer of rigid insulation in the world.

Jefferson Parish is justly proud of Celotex, Mr. Dahlberg and his associates who pioneered in this field—proud of the record they have established, of the educational work that has helped to make insulation an essential commodity in construction work—proud of the development work that made it possible to put cane fibre to work for humanity.

During these years since the original manufacture of Celotex, many improvements and refinements have been made—necessarily so to keep step with the progress in all types of materials and to increase the value of Celotex for its users. Among these is the patented Ferox Process whereby Celotex is protected against termites and dry rot. Another is the special integral waterproofing given all Celotex while still in the wet stage.

Of particular interest recently are two distinctly new products put on the market within the past six months, and according to the reaction of users, destined to receive popular acclaim. They are Celotex Vapor-Seal Insulating Sheathing and C-X Texbord. The former consists of 25/32" Celotex coated on both sides and on all edges with a special asphalt to protect it against moisture. One side is given an additional coating of an aluminum compound as added protection against vapor.

Celotex Vapor-Seal Insulating Sheathing takes the place of ordinary sheathing. The large boards, which come four feet wide and up to twelve feet in length, go up fast, building a tight wall of greater strength than in ordinary construction. Building paper is eliminated. This type of construction is used in conjunction with Celotex Lath or Celotex Interior Finish on the inside walls, and furnishes excellent insulation at little additional cost. In houses ranging in price from \$3,000 to \$10,000 the added cost amounts to somewhere between \$50.00 and \$100.00, depending on the size. For extra protection and

(Continued on Page 160)

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Wrecker Service****PINES INN***Shrewbury Road and Airline  
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Metairie, La.***Bowers Feed Store, Inc.***S. Claiborne and Southport*

Jefferson Parish

## Colonial Country Club

---

ARTHUR G. HILL  
*General Business Manager*

---

To those who like their golf seasoned with memories of one of the most romantic periods in the history of the Americas, Jefferson Parish offers the Colonial Country club, still suggestive of the picturesque, easy-going, voluptuous life of early Louisiana, and especially of Tchoupitoulas Plantation, on which site the modern club now stands.

Where now sandtraps and water hazards exert their inexorable attraction on golf balls, once stood the primitive sugar mill of the plantation, in which was ground out the golden syrup that had become the lifeblood of early Louisiana commerce. The greens, now dotted with bright wisps of cotton marking the tiny cups which seem to taunt the novice at the game, then were spotted with the jerry-built shacks and solid log cabins of the nearly two hundred slaves who worked the plantation and produced the luxury in which their masters lolled.

Teeing off before the stately, old colonial mansion, now remodeled, one can still imagine the descendants of Joseph Soniat Du Fossat, scion of a noble family of France, seated on the wide veranda, watching the famous race between the sidewheelers Robert E. Lee and Natchez as they fought their way up the yellow Mississippi to St. Louis for the coveted title of "fastest boat on the river."

Seated on the old veranda today, patrons of the club can see rugged tankers reeking of the romance of the sea and commerce, heavily laden with the "black gold" of Texas and Oklahoma oil fields, come steaming effortlessly up the sometimes sluggish, sometimes turgid river to



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*On the Hill*                      *Westwego, La.***CHAS. PIZANI'S**  
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deposit their cargoes at the refineries along the river, where gasoline, magic fluid of energy and power, is extracted from it.

The old brass plantation bell, with silver dollars molten into its body to make it ring clear and high, is no longer tolled in the cold light of dawn by a huge black man, but the cardinals and mocking birds hopping about and nesting in the pecan and hackberry trees and the huge moss-covered oaks still sing just as sweetly and gayly as they did in the days when hoop-skirted ladies walked in the formal gardens and gentlemen in knee breeches bent low over their hands.

When the club was organized in 1924 by a foresighted group of business men who wanted a club near New Orleans yet distant from the traffic and hustle of the city, beautiful Tchoupitoulas Plantation, in the Village of Harahan, at the east approach to the Huey P. Long Bridge over the Mississippi River, was chosen for its location, (which fitted the needs of the club founders) its traditions, colonial mansion and spacious grounds, generously provided with magnificent shade trees and wild flowers.

The house, an imposing building of brick and cypress, typical of the mansions of the wealthy river planters of pre-bellum days, from the roof of which projected six Mansard windows, an architectural feature of old Louisiana homes, and surrounding which was a wide gallery supported by six brick pillars, was remodeled at a cost of \$41,000.00. The plantation dining room, parlor and vestibule were converted into the locker and shower rooms of the club, and a modern grill and cocktail lounge came to take their place in the wings added to the colonial structure. The old ballroom, now brightly lighted, still resounds, however, with music and the gay chatter of dancing couples just as it did in the day when ladies and gentlemen in powdered wigs waltzed gracefully over its polished oaken floor.

The golf links, one of the longest in the south, on which all putting greens were planted with pecan and hackberry trees for shade and traps of various kinds were liberally distributed, and a playground where children may romp while their parents follow the bounding white sphere over the lovely grounds, were planned and laid out at a cost of \$40,000.00.

The present club professional, Fred Haas, Sr., is the President of the New Orleans Professional Golfers Association, and boasts of being the mentor of his daughter Milly, whom many predict will surpass even Marion Turpie Lake, former New Orleans girl who electrified golf experts throughout the nation with her performances on the greens nearly a decade ago. His son, Fred Haas, Jr., student at Louisiana State University, is rated as one of the best collegiate golfers in the United States, and gives evidence of becoming an outstanding amateur.

It can truthfully be said that few places in the United States, or even in the world, offer so pleasant a combination of the atmosphere of a period famous for its romance and graceful living and the advantages of a completely modern golf course.

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GRETNA

## An Industry that Found it Necessary to Return to Jefferson Parish—Southport Petroleum Company

---

P. J. KROLL

*General Manager, Avondale Terminal*

---

The Southport Petroleum Company at Avondale, Louisiana, is the marketing division of the company's refineries at Kilgore, Texas, and Texas City, Texas.

Its refining capacity is approximately 15,000 barrels of crude oil daily, and it refines a high octane gasoline which is sold wholly as a premium product designed not only to keep the interior of motors clean but to produce maximum power and mileage.

The Southport Petroleum Company started its business in Jefferson Parish at old Southport (from which it derived its name) approximately seven years ago. The business prospered and it soon outgrew its limited capacity. As a result of its continued growth, it now has a refining capacity of over ten times more than when first begun.

When the crude oil price strengthened in Texas, it was concluded to abandon the old Southport Refinery. A modern refinery was built at Kilgore, Texas, operating profitably on the prevailing price of crude oil at that time. Our process of refining was so successful that the entire output at Kilgore was quickly absorbed. A much larger refinery was then built at Texas City, Texas, which met with the same success as our Kilgore refinery.

However, the principal business came from other large refineries who were purchasing our gasoline to improve their own product, and it was felt that it would suit our purpose better to place our product within closer reach of the consuming public in its virgin state. It was therefore decided to acquire a terminal for distribution to the entire southeast territory and Avondale was chosen as the logical distribution point.

The Southport Petroleum Company owns its own producing wells and its own water transportation fleets. High octane gasoline is refined principally at the Texas City refinery, from whence it is transported by company owned barges to the Avondale Terminal in Jefferson Parish, where it has three hundred acres and 205,000 barrels of steel storage. It has its own wharf on the Mississippi River, from which point ships are loaded with Southport products for all Coastwise points and for export. It also ships its products to southeastern United States via tankcars, and on short distance hauls, via trucks.

The Southport Petroleum Company is now busily engaged in developing its own markets directly through the jobber and general chain filling station concerns, and plans to make Avondale a real community of busy activity in direct proportion to the growth of its business.

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Huey P. Long Ave. at 3rd St.  
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---

**The**  
**First National Bank**  
**of**  
**Jefferson Parish**

## The Oldest Active Volunteer Fire Company in the World

---

WM. E. STREHLE

*Foreman, David Crockett Fire Company No. 1*

---

The oldest active volunteer fire company in the world, David Crockett Fire Company No. 1 of the City of Gretna, was organized on May 7th, 1841, and incorporated July 1st, 1844. Founded only five years after the heroic death of David Crockett at the Alamo in Texas, it was only natural that this fire company, based on the principles of service and self-sacrifice, should be named for David Crockett, the embodiment of those virtues.

We have in use to-day a steam fire engine fifty-eight years old, which we believe to be the oldest piece of useful fire-fighting equipment in the United States. We possess more modern equipment also, such as our Boyer triple combination pumper, with pumping capacity of 600 gallons per minute. Two forty-gallon chemical tanks and two hand extinguishers are carried on this pumper, together with 1600 feet of fire hose, all of which is in excellent condition. A chauffeur to drive this pumper is on duty twenty-four hours of the day. In the fire house, the central fire station of the city, is a very modern fire alarm system connecting thirty-five alarm boxes installed throughout the City of Gretna.

Day and night, a standard pressure of seventy pounds is maintained by the city waterworks system on its mains throughout the city. This pressure is derived from a centrally located, 1,500,000 gallon water tower. In the business section, a specially constructed fourteen-inch pipe line has been laid. In case of emergency, two of the three and one-half inch fire hose of the New Orleans Dock Board's fire-tugs can be connected to this pipe, keeping this line filled at 150 pound pressure with water pumped out of the Mississippi River.

The officials of David Crockett were the organizers of the Louisiana State Firemen's Association. This Association was organized and domiciled at Crockett Hall in Gretna on October 4th, 1904. From forty-two charter members, the organization has grown to a membership of over forty-two hundred. The forty-two charter members were from the cities of Donaldsonville, Plaquemine, Houma, Thibo-

deaux and Gretna. Today, the membership is supplied by forty-two cities and towns.

In Jefferson Parish there are eight other volunteer fire companies, the Gould Fire Company No. 2 of Gretna, Harvey-Marrero, Westwego, Jefferson, West Carrollton, Metairie, Harahan and Kenner.

That our volunteer fire-fighters are efficient is attested in the thirty-second annual report of the Fire Marshal of the State of Louisiana, 1936 issue, in which Gretna is listed as Second Class (with credit). Therein are also listed the fire losses suffered throughout the state. Gretna's listing is as follows: 1933—\$22,529.00; 1934—\$10,658.00; 1935—\$17,769.00; 1936—\$2,460.00, which is the lowest fire record in thirty years. Through May 15th this year not a fire loss has occurred in the City of Gretna.



*David Crockett Fire Hall, home of the oldest active volunteer fire company in the world, founded in 1841, only five years after the battle of the Alamo. Seated on the pumper: Robert Leaber, Chauffeur. Seated on the 58 year old steamer: Wm. J. Kleinpeter, Secretary. Standing, left to right: Wm. Kieffer, President; Wm. E. Strehle, Foreman; Roland Henning, 2nd Asst. Foreman; Caryle Henning; Lloyd Gomez; Emile Gros; Henry "Happy" Rapp; Ira Capdeville; Lee Bellanger; Wm. Barbay; Louis Guillot; Abel A. Hargis, Treasurer, and Rueben B. Hock, Sr., Chief. Standing alone: David Crockett Leaber, youngest volunteer fireman in the United States.*

## Metairie Cheer Club

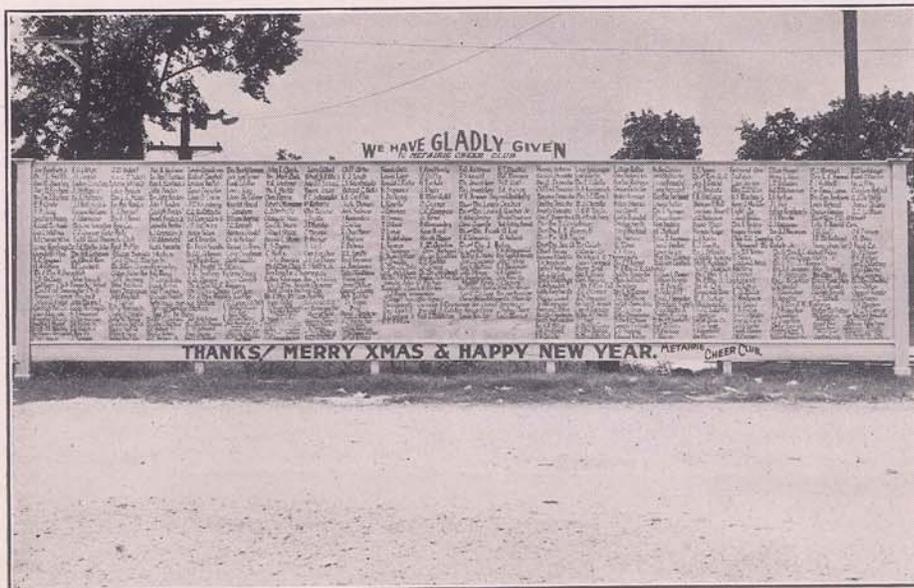
In the early part of December, 1934, a group of charitably inclined citizens of Metairie and East End, in Jefferson Parish, organized the Metairie Cheer Club, for the purpose of helping to make the Christmas season more cheerful for the needy families of that section by presenting them with baskets containing the makings of a real Christmas dinner.

The executive committee was composed of some of the leading citizens of Jefferson's East Bank: John Bordes, Frank Kiefer, Sidney Gonzales, Carl Fisher, Alex Dumestre, John Holtgreve, Louis Gruber, H. J. McGovern, Louis Breaux, Ernest Riviere, A. J. Wegmann, Frank Codifer, Richard W. Leche, Frank J. Clancy, Jules G. Fisher, O. A. Odendahl, G. Oldenburg, F. W. Betz, George Riviere, Jos. B. David, J. J. Miranne, J. C. Brunning and R. O. Brunies.

In 1934 a fair was given to raise the funds necessary to purchase the Christmas dinner baskets for that year, but due to the fact that giving a fair cost so much, the committee decided that thereafter all necessary funds would be raised by popular subscription.

The names of all who gave \$1.00 or more last Christmas time appear on the sign board back of Gruber's, on the Metairie Road.

This is a picture of that sign board.



## City of Gretna

---

EDWARD J. STREHLE

*Mayor*

---



MAYOR STREHLE

The city of Gretna, with a population of over 10,000, is the Parish seat of Jefferson. Situated directly across the river from Orleans Parish, its connections with the city of New Orleans are excellent, two ferries operating on a twelve-minute schedule between Huey P. Long Avenue in Gretna and Jackson Avenue in New Orleans.

Its transportation facilities to points on the west bank are also good. There is bus service to Algiers, Harvey, and Marrero, and several concrete highways provide easy transportation by automobile.

In the past decade, Gretna has made great progress with its public works. The city has a modern sewerage system, constructed at a cost of \$400,000. Recently a water filtration plant was constructed under the Public Works Administration at a cost of \$286,000, a grant of \$76,000 being made by the Federal Government. Garbage is disposed of regularly in the incinerator, constructed in 1933. At present, the Federal Government is constructing a \$50,000.00 Post Office, located on Huey P. Long Ave., between Fourth and Fifth Streets.

The city maintains efficient, twenty-four hour police and fire protection. It is the home of the oldest active volunteer fire company in the world, David Crockett Fire Company No. 1. A unique feature in the fire protection of the city is the ten-inch water main which circles the business area. This main is connected directly with the Mississippi River, and in the event of a very large fire, pressure can be furnished by New Orleans Dock Board fire-tugs, providing an inexhaustible supply of water from the river.

The city operates under the Lawrason Law, being governed by a mayor and five aldermen. The Honorable Edward J. Strehle is the Mayor, and Henry F. Bender, John T. Gegenheimer, Eugene Gehring, Frank Bessler, and G. Ashton Cox are the Aldermen.

The city of Gretna has always cooperated with manufacturing and business interests, and as a result of this cooperation, in combination with the other advantages it has to offer, numerous important manufacturing enterprises have located in Gretna.

We believe that the splendid neighborly spirit which exists in Gretna makes it a good place to locate an industry, and an excellent place in which to live and own a home.

## What the American Legion is Doing in Jefferson Parish

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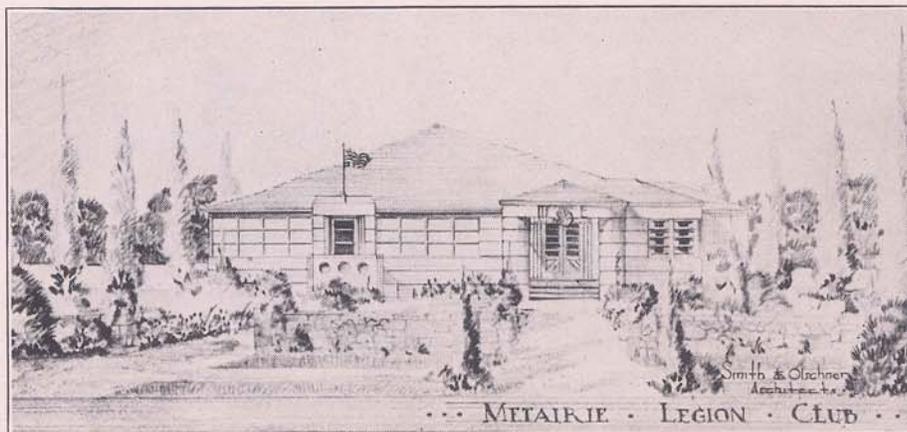
JOHN HOLTGREVE

*Legionnaire*

---

Following the national program of the American Legion, Metairie Post No. 175 has for years awarded to a boy and a girl pupil of both the Metairie High School and the Jefferson High School the American Legion School Medal. The pupils to receive these medals are selected by the faculty and pupils of their respective schools for scholarship, courageousness, leadership and sportsmanship.

In furthering the Americanism program of the American Legion, Metairie Post has sponsored Junior Baseball Teams, both alone and in conjunction with the David Walter Weidman Post Number 64 of Gretna. With the cooperation and financial support of the Honorable Alvin T. Stumpf, State Representative of our parish, some good teams were turned out. The 1935 team won the North-South Louisiana Title, only to be defeated by the Jesuit Blue Jays of New Orleans for the state title. The Jesuit boys went on to play in the Little World Series, but lost in the third and deciding game.



*Architectural drawing of the Metairie Legion Home, now rapidly nearing completion.*

The architectural drawing of the Metairie Legion Club, the home of Metairie Post No. 175, does not do justice to the building that is under construction. There are club rooms, lounging rooms and a very large auditorium, and when completed, it will be one of the best designed buildings in Jefferson Parish and one of the finest Legion homes in the State of Louisiana.

The erection of the Metairie Legion Club has been an ambition of Metairie Post No. 175 ever since its organization in March, 1930, and every member is very proud of this achievement.

This building will be of great value to the post as an instrument to carry on the work of rehabilitation, child welfare and other community work in which the post is interested. Metairie Post has for years distributed to the poor in the vicinity Thanksgiving baskets. In this, the post has the wonderful cooperation of the Metairie Unit No. 175, The American Legion Auxiliary, whose membership is selected from mothers, wives, sisters and daughters of ex-service men who are members of the American Legion. The Unit has for years devoted considerable time to child welfare, endeavoring to obtain medical attention for many children, and furnishing milk, groceries and clothing to the indigent. A day or so before Christmas, the Unit contributes clothing, toys, candy, fruit and books to the unfortunate children.

There are other Legion Posts in Jefferson Parish, namely, David Walter Weidman No. 64, located in Gretna, the Harvey-Marrero Post No. 222, located in Marrero, and the Westwego Post located in Westwego. Each of these posts has an Auxiliary unit which is doing splendid work in its community.

The officers and members of The American Legion in Jefferson Parish are to be congratulated upon such a splendid civic movement.

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*Copings*



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*Statues*

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NEW ORLEANS, LA.

## Town of Westwego

---

VIC A. PITRE

*Mayor and Clerk of Court*

---



MAYOR AND CLERK  
OF COURT PITRE

On October 1st, 1893, a terrific storm destroyed Cheniere Caminada on the Gulf of Mexico in Louisiana, claiming the lives of some 1800 inhabitants.

The survivors of the catastrophe came in canoes and sailing craft and settled upon the banks of the Bayou Barataria and Lafourche Canal, which canal was originally granted by the Spanish government to the Barrow Estate.

Pablo Sala, a local colonist and Spaniard by birth, donated to each of the survivors a plot of ground, and donated also a cemetery. Pablo Sala returned to Spain, and it remains the general belief of the survivors of the storm that their benefactor died there in chains as a political prisoner. This story has never been substantiated, but Pablo Sala never returned.

The town today is known as Westwego (West-we-go) for the reason that it forms the main gateway to the west, being located right across from the head of Walnut Street in the upper part of New Orleans. In years past, when skiffs were the only means of crossing the river, thousand of travelers going west would cross at this point. It was a common thing to hear them say, "Where do we go from here?" And the answer was, "West we go.", from which the name Westwego originated. As time went on, the name of Westwego replaced that of Salaville, Pablo Sala being remembered only in Sala Ave., Westwego's main street.

In 1918 an official census was taken, showing Westwego's population as 1,583. After the completion of official survey by Major Frank T. Payne showing the proposed boundaries of Westwego, the town was incorporated by proclamation of his excellency, Governor Ruffin G. Pleasant, on January 18th, 1919.

Westwego, now almost a city, has many miles of concrete streets. Its main streets have sub-surface drainage. Its water-works system extends over its entire area and ranks as A-1, being listed as seventh in rates among all cities and towns in the state. Westwego's Fire Department is one of the most active in the state.

Some of the leading industries in the country are located within its boundaries, namely: The North American Trading and Import

Co., Sinclair Refining Co., General American Tank Storage and Terminal Co., Commercial Solvents Corporation and the U. S. Industrial Alcohol Co. Westwego further forms the center of the seafood products, having numerous factories canning shrimp and other seafoods to be shipped over the entire world. One of our seafood companies delivers fresh crab meat weekly to Washington, Philadelphia and New York, by refrigerated truck.

Westwego offers many advantages to industries. It is served by three large railroads, the Southern Pacific Lines, The Texas and Pacific and the Missouri Pacific. The great Huey P. Long bridge is right in Westwego's back yard. Electricity and gas are furnished by the Louisiana Power & Light Company. Its water frontage on the Mississippi is excellent, and there are a great many good industrial sites as yet unoccupied.

We feel that Westwego offers many opportunities, and cordially invite all importers, exporters and manufacturers to visit us.

Vic. A. Pitre, Mayor  
Henry Verheugen, Secretary  
L. J. Bernard, Alderman  
J. Gassenberger, Alderman  
Eddie Bye, Alderman  
L. Guidry, Alderman  
E. M. Gordon, Alderman  
W. H. White, Town Marshal.

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**BAYOU RIGAUD GRAND ISLE, LA.**

## Scouting in Jefferson Parish

---

C. H. SNELLING

*Secretary, Cherokee Division*

---

“Comrades, leave me here a little,  
while as yet 'tis early morn;

Leave me here, and when you want me,  
sound upon the bugle horn.”

The bugle horn is a familiar sound in the ears of Jefferson Parish citizens. On every occasion of public interest, the Boy Scouts of Cherokee Division, the boys in khaki from Troop 71 of Marrero and Troop 64 of Gretna, are ready to fall in and do their part to make the occasion a success.

To the boys and their scoutmasters, Nickey Marquis and Reuben Hock, Sr.—

To the District Chairman, Dr. Charles F. Gelbke, and District Commissioner, Mr. Robert Farrington—

To the Troop Sponsors—The American Legion Post No. 64 of Gretna and the Marrero High School—

To the Committee Chairmen, the Hon. Alvin T. Stumpf and Mr. L. S. LaBruyere—

To the Committeemen: Mr. Jacob F. Huber, Dr. Burnley C. White and Mr. Wm. E. Strehle of Troop 64 and Mr. Oliver Dufour of Troop 71—

To the parents—

*We salute you.*

Your work has been faithfully carried on, and you have shown a devotion to duty worthy of notice. Your Parish calls upon you for continued effort, in order that Scouting on the West Side and throughout the Parish may increase, and that Jefferson Parish and the National Council of Scouts may be proud of Cherokee Division.



*Boy Scouts of Cherokee Division with their scout masters and officials. Bottom row, left to right, second from left: Reuben B. Hock, Sr., Scout Master, Troop 64, of Gretna; C. H. Snelling, Secretary, Troop 71 of Marrero; Hon. Alvin T. Stumpf, Committee Chairman, Troop 64; Dr. Charles F. Gelbke, District Chairman; Hon. Robert Farrington, District Commissioner; and Nickey Marquis, Scout Master Troop 71.*

## Celotex

*(Continued from Page 143)*

assurance to the owner, The Celotex Corporation now offers a guarantee in writing, guaranteeing these materials for the life of the building. This guarantee covers ten points important to every home owner, among which are a guarantee to give lasting fuel economy, a guarantee against destruction by termites, and eight other specific points.

The other new product, C-X Texbord, is genuine wood veneer over Celotex. It is made in plank form in three finishes, Avodire, Walnut and Mahogany. This material makes possible interior finishes of rare woods at reasonable cost, bringing such rich interior finishes into a price class that builders of moderate means can afford. Being only one-quarter inch thick, C-X Texbord may be used for modernizing or in new construction. It can be applied over old walls without requiring the removal of trim and door or window frames.

These two new products are important additions to the Celotex line. They are two more contributions to the progress of home construction, to the progress of the Celotex Corporation and to Jefferson Parish, where the plant is located.

## Town of Kenner

VIC D'GEROLAMO

*Mayor*



MAYOR D'GEROLAMO

The Town of Kenner is situated on the east bank of the Mississippi River, about fifteen miles northwest from the city of New Orleans.

Kenner has always been known as an agricultural district. In the days of French colonization, this section was parceled out in provincial government grants to loyal soldiers and friends. Here were located many plantations given over entirely to the growing of sugar cane and the manufacture of sugar.

However, with the coming of the railroads and good highways, sugar cane began to decline, and its place was taken by truck farming. Vegetables, shrimp, fish and other foodstuffs are packed, iced and shipped to the markets of the nation over railroads. Now in particular, the vegetable shipping industry, after four lean years, is coming back, and Kenner is once more the packing shed center of this district.

Dairying and stock and poultry raising are on the increase also, for the nearby city of New Orleans is a ready and eager market.

Last year cotton was planted on the outskirts of Kenner on a small scale. The crop was such a success that it will be enlarged this year.

Kenner has always been progressive, and quick to take advantage of the government money which is being expended in worthwhile projects, is having all the sidewalks in town paved by the Works Progress Administration.

The Mancuso Cooperage Co., the Louisiana Box & Lumber Co., Truckers Ice & Cold Storage Co., the vegetable packing sheds of D'Gerolamo & Bros. Co., August Cristina & Bro., and Lafourche Ice & Shrimp Co., and the River Parishes Lumber Co., are all located in the town of Kenner.

The government of Kenner is conducted by V. D'Gerolamo, Mayor, and P. Balsamo, Martin Clancy, John Maggiore, Frank Perone and Joseph Viola, Aldermen. Philomene Paasch is Secretary-Treasurer and V. J. Carona is Marshal.

## Metairie Park Country Day School

R. E. BOOTHBY

*Principal*

"Educating for the art of living" is the aim of an unusual school enterprise which has been growing up in Metairie for the past eight years. Founded by a cooperating group of parents, who wished to provide such a school for their own children, the Metairie Park Country Day School has grown since 1929 to have influence and connections that reach beyond its local setting.

From the beginning in 1929 it has featured its location on fourteen acres of wooded grounds, removed from the congestion and artificiality of city surroundings; a school day that includes study hours under teacher guidance that eliminate home work from all but the high school years; opportunity to pursue personal and group interests of many sorts; and an athletics program that is considered a regular part of the curriculum, in which all students participate.

The educational program comprehends all elements in child development. It is subject to constant remaking, in response to changing knowledge, institutions and mores. The methods involve creative and practical experiences as well as adaptive and verbal learnings. Music, art, handwork are constantly used to promote individual talents and group cooperation. Visitors and field study trips bring world and classroom into close and vital touch. Boys and girls, and both men and women teachers, share in all parts of the program.

The picture below represents the attractive and homelike building, which symbolizes the spirit of the school. Only a visit, however, can make clear the atmosphere of studying, living, working and growing together which characterizes the school and gives a unique relationship to its students and teachers.



*Metairie Park Day School, one of the foremost progressive schools in the south, is ideally situated, combining the best features of city and country.*

## Village of Harahan

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FRANK H. MAYO

*Mayor*

---



MAYOR MAYO

Near the Huey P. Long Bridge, ten miles above the heart of New Orleans, on the east bank of the Mississippi River, lies the thriving village of Harahan.

The board of officials is composed of Frank H. Mayo, Mayor; John Contrado, Marshal and Chief of Volunteer Fire Department; Joseph Crochet, Philip Boudreaux, and Ernest Barron, aldermen; and Mrs. Adelaide Draube, Secretary.

Since its incorporation in 1920, Harahan has grown steadily, and now offers many modern conveniences and a multitude of opportunities to industry.

In the village proper there are available railroad and trucking facilities for the manufacturer, residential subdivisions for builders and spacious suburban homes for families.

The village is in the heart of fertile lands best suited for truck farming, dairying, stock and poultry raising.

On the outskirts of the community are located the Freiberg Mahogany Mill, the source of millions of feet of lumber and veneers best suited for the making of furnitures; the Colonial Country Club, upon whose links many tournaments are held annually; and the dairy and truck farmers, who supply New Orleans with a large amount of dairy and farm produce annually.

The abundance of wild life in the wooded areas surrounding the community offers recreation in the form of the age-old sports of hunting and fishing.

### JEFFERSON ELECTRIC WORKS

E. S. LEWIS, Certified Electrician

3720 JOHNSON

CEdar 1542

Metairie Ridge

## Jefferson and Plaquemines Drainage District

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NUMA C. HERO

*Commissioner of Finance*

---

"It's all ill wind that blows no good," is an old saw that applies to the dark days of the depression, 1933 to 1935, so far as the Jefferson and Plaquemines Drainage District is concerned. For in 1933, when tax collections were at their lowest and things looked their blackest, necessity put latent forces to work, with the result that with unified endeavor on the part of parish, city and district officials, an ambitious work program, involving the expenditure of hundreds of thousands of dollars of Federal relief money on permanent improvements, was initiated. This program soon will be completed entirely.

With the district's treasury entirely depleted, and the meagre taxes that might be collected during 1933 being paid, in accordance with an act of pledge, to satisfy a loan made to defray operating cost during the previous year, things looked dark indeed. Something had to be done. A conference was called, and leaders of both parishes and of the city of Gretna, and heads of private industries and banks were asked to come to the drainage district's assistance. Cash was needed to operate the District's pumps, and what was even more important, plans had to be formulated not only for a single year's operation of the District, but for continued operation. This meant development of the potential earning capacity of the District's virgin land. So far, taxes had been paid on the lands of the District because from a speculative viewpoint the owners expected some day to make a profit. The lands produced no revenue, and taxes paid on them had to come from some outside source. The depression forcibly brought to the attention of all that lands producing no revenue could not be counted upon to pay taxes.

Cash to operate the District, approximately \$30,000.00, had to be raised. The New Orleans Sewerage and Water Board, the Parishes, the city of Gretna, the banks, the railroads, the industries all came forward, and in spite of the "Bank Holiday" the necessary funds were raised. The District didn't even miss a pay day, though its employees of necessity were asked to accept a cut in wages. Thus, concerted action jumped the first hurdle.

Hurdle number two was not so easy. The boilers at the pumping station needed to be rebuilt, eleven miles of levee needed to be raised so as to prevent back water from entering the District in times of extreme high tide, caving banks in the District's discharge basin had to be revetted, miles of canal had to be cleaned, new canals dug,

and roads constructed through swamps that although heavily assessed had never been dry. All this and more had to be accomplished before it could be hoped to seriously interest anyone in investing in District lands abandoned to the State for taxes. Something had to be done about the ever-increasing debt of the District, which hung over its lands the threat of a prohibitive tax rate. No sane investor would put money into these lands until satisfied that the finances of the District were in order. The debts of the District would have to be funded.

In the blackness of '33 the task looked hopeless. Then the Civil Works Administration came into being; and, all in a frenzy, plans previously drawn up were revised to fit CWA requirements.

The revised plans met the approval of CWA officials, and thanks to an unusually efficient local CWA administrator, the impossible was accomplished; relief workers, notorious for their worthlessness, actually became organized into efficient work units.

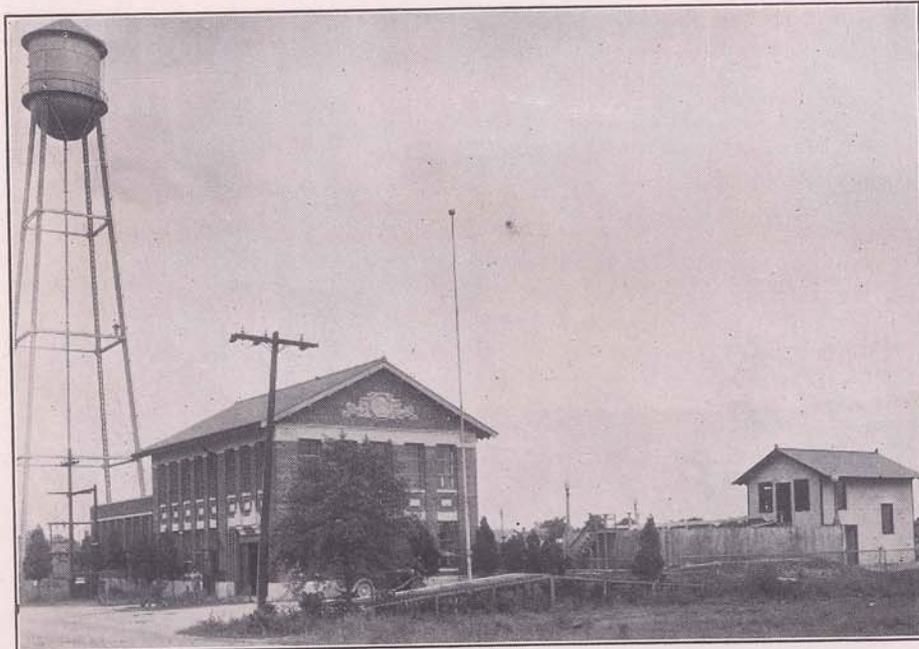
Heavy construction work at the Pumping Station was undertaken and accomplished without a single accident. The entire boiler plant was rebuilt, and the work done in such a fashion that during one heavy rain storm, when the full boiler capacity of the Pumping Station was needed to prevent flooding within the District, the entire plant was put into operation, in spite of the fact that masons were tearing out and rebuilding the boiler walls. In the Suction Basin immediately before the Pumping Station a boom system to hold back floating debris was installed, and in the Discharge Basin to the rear of the Pumping Station a revetment to prevent wave wash was constructed. This work necessitated the driving of thousands of piles; but the task was accomplished without a single accident.

A 3,500 barrel fuel oil tank was given to the District by the New Orleans Sewerage and Water Board; CWA took it down, transported it to the site selected near the Pumping Station and erected it. While this work was in progress at the Pumping Station, CWA was also carrying on the job of raising the District's subsided levee system. And what a job! The engineers of the Drainage District had planned a levee with a crown built to standard highway specifications, thirty feet wide, with a base fifty feet or better in width, the entire levee system to be built to an elevation six feet above Mean Gulf Level. Such a levee naturally was planned to be constructed with machinery; but CWA and its successor, the Works Progress Administration, undertook building this levee mainly with wheelbarrow and shovel. An ambitious programme, but to-day finished and crowned with a surface of shell twenty feet wide, to make it serve the dual purpose of levee and highway. More than 300,000 cubic yards of earth went into this levee line, which is approximately eleven miles long, and 42,000 cubic yards of shell were used in surfacing it and other roads built within the District by CWA and WPA.

In addition to these works, CWA, FERA and WPA constructed several miles of shell surfaced road, built bridges over major canals, cleared miles of canal and dug and are digging new canals to insure the drainage of the levee system, creating permanent works which will long be pointed to with pride, and which have made the District a safer place in which to live.

Hurdles one and two are largely behind us, though there are still many miles of canal and road to be constructed before the District's land can be fully and usefully occupied; but hurdle number three is still to be considered a real high jump, which must be negotiated successfully. The District's debts must be consolidated and funded on a basis within the ability of the tax payers to pay, and lands now in the hands of the State, which pay no taxes, must be gotten out of the State and into the hands of parties willing to develop them and pay drainage taxes so that the number of acres paying taxes will be increased and the rate per acre lowered.

Now this last hurdle is about to be jumped, with the creditors of the District agreeing to a refunding plan based on a bond issue, and prospective investors agreeing to acquire lands from the State. With this accomplished, the Jefferson and Plaquemines Drainage District will be ready for the development that in time will make its area a veritable gold mine, producing a steady income for those working its fertile lands.



*Jefferson Parish Waterworks Plant No. 2 and Fire House, located in Marrero.  
The small building to the right is the chemical house.*

## Jefferson Parish Waterworks District No. 2

---

ED. E. FEITEL

*President*

---

The Jefferson Parish Waterworks District No. 2 is located in Marrero, the industrial center of the Parish, between the upper limits of the City of Gretna and the lower limits of the Town of Westwego. This plant is serving a community of 10,000 persons with healthful water at cheap rates.

Most of the numerous industries located within the Waterworks District are served by this purification system and are well pleased with the water and the service. There is a constant pressure of sixty-five pounds on the lines at all times, for fire protection. This was the paramount reason why the water plant was installed.

The plant is modern in all respects, having all electrical equipment. In case of emergency, there is a 225 horse power Sterling gasoline motor, which will generate enough electricity to operate the entire plant. This is a stand-by unit and is in readiness at all times.

The personnel of the Board of Commissioners is: Ed. E. Feitel, President; Louis C. Fos, Vice-President; Joseph L. Sartis; Charles E. Boyd; and Jacob Hecker, Sr. A. J. Grefer is Secretary-Treasurer. The Assistant District Attorney of Jefferson Parish, Ernest M. Conzelmann, is legal advisor of the Board, and attends to all legal matters and contracts which come before the board.

The plant has a million and a half gallons capacity, and there is at all times 700,000 gallons of water in storage, ready for use. There are two water towers in the district, one having a capacity of 150,000 gallons and the other a capacity of 50,000 gallons. There is also an underground storage of 500,000 gallons.

The District was laid out so as not to include any unimproved property, thereby eliminating any unnecessary taxation of the people.

On the whole, the plant is one of the finest of its kind in the state, and its water rates are among the cheapest in the United States.

We take pleasure in showing the growth of our community and its civic pride in their water plant, and we earnestly invite inspection of our plant at all times. Our doors are always open to the public.

## Fourth Jefferson Drainage District—Sub-Drainage Districts 1-2-3-4, Entire East Bank of the Mississippi River

JUSTIN F. BORDENAVE  
*Secretary-Treasurer*

The Fourth Jefferson Drainage District, comprised of four Sub-Drainage Districts, handles the drainage of surplus waters over the entire east bank of the Mississippi River in Jefferson Parish, an acreage of approximately 30,000 acres.

Created by the Jefferson Parish Police Jury on March 22nd, 1913, the Fourth Jefferson Drainage District was first created Sub-Drainage District No. 1, comprising 2400 acres, Sub-Drainage District No. 2, comprising 1800 acres, and Sub-Drainage District No. 4, comprising 1800 acres. Both Sub-Drainage Districts Nos. 1 and 4 are pumped districts, Sub-Drainage District No. 2 being a gravity drained district.

The Fourth Jefferson Drainage District was reorganized in 1922, creating Sub-Drainage District No. 3, absorbing Sub-Drainage Districts Nos. 1 and 4, and erecting four pumping stations on the shores of Lake Pontchartrain. These four stations, when operating together, handle a capacity of one million gallons per minute, draining an area of 28,000 acres. Sub-Drainage District No. 2 is still in operation as a gravity drained district.

The entire drainage district is criss-crossed by sixty miles of canals and several miles of large ditches to carry off all surplus waters as quickly as possible, to be pumped by the plants into Lake Pontchartrain.



*One of the four pumping plants of the Fourth Jefferson Drainage District, located on the shores of Lake Pontchartrain.*

Several miles of roads have been constructed through the District to connect with the Jefferson and Airline Highways on the river side of the District, and the Lakeshore Highway on the lakeside, thereby making the entire district easily accessible.

This District is comprised of several thousand acres of improved residential property and farm and dairy acreage, as well as thousands of acres of reclaimed prairie lands which are gradually being put into cultivation. Since this prairie land is being worked for the first time, the soil is very rich, and cultivation is quite profitable.

The Louisiana Highway Commission, which is constructing the Lakeshore Highway along Lake Pontchartrain in our District, is at present contemplating a concrete sheet piling sea wall along Lake Pontchartrain from New Orleans to the Bonnet Carre Spillway to protect their highway from the floodwaters of the Spillway, provided that the Flood Control Division of the U. S. War Department will render their assistance in this matter. If such a plan is put into construction, this drainage district will be absolutely free from overflow waters, and all lakeshore property in the district will be in line for immediate improvement.

The operation of this drainage district is controlled by a maintenance tax on all acreage in the district, and at the present time is operating free from debt, outside of the outstanding bonded indebtedness covering original construction.

The organization of the Drainage Board is composed of a Board of Commissioners of five members petitioned by the people living in the District and then appointed by the Police Jury of the Parish of Jefferson. Each member is appointed for a period of five years, to serve without remuneration, and from the five commissioners a President and Vice-President are elected, and a Secretary-Treasurer is appointed by the Board of Commissioners.

The present personnel of the Fourth Jefferson Drainage District is: John Bordes, Metairie, President; Robert Ottermann, Southport, Vice-President; Justin F. Bordenave, Kenner, Secretary-Treasurer; Dan W. Eastman, Metairie; Frank H. Mayo, Harahan; and W. R. Toledano, Kenner, members.

## **Boudreaux Service Station**

TEXACO GAS AND ACCESSORIES

and

## **Isle Beach Restaurant**

SEA FOODS OUR SPECIALTY

Capt. T. Boudreaux, Prop.

**GRAND ISLE**

Phone GRAND ISLE 12

## East Jefferson Waterworks District No. 1

---

A. J. WEGMANN

*Treasurer and General Manager*

---

The East Jefferson Waterworks District No. 1, located on Jefferson Highway in Shreveport, serves the entire east bank of the parish. It picks up where New Orleans leaves off and continues a high class, efficient service, second to none. Adequately equipped and maintained, its domestic and industrial service supplies volume and pressure of equal proportion to all parts of the area for any purpose. As a protection to homes and industries, its modern hydrants stand as sentries, every ready to combat man's greatest enemy—fire hazard. Steamer and hose connections on hydrants are ready to give out a volume of water whenever needed, day or night, in any emergency. The pumping equipment in the plant is constantly maintained. Fire pumps, in addition to normal service pumps, are constantly in readiness. Should power fail the electrically equipped motors, our diesel oil burning standby equipment can be cut in in one minute. In addition, we have two large tie-ins with the city of New Orleans plant that can be utilized in a few moments. Our standing supply in storage and reservoirs of over six million gallons of water, constantly on hand, is much more than ample to supply ordinary demand and quite sufficient to cope with extraordinary or



*The very modern and very beautiful East Jefferson Waterworks Plant No. 1, located in Shreveport.*

abnormal demands. Protection at every moment of every day is our chief aim and pride. Wholesomeness and purity of product is our standard and is constantly maintained. Protection of health and property is in the mind and heart of every employee and officer of our organization.

Having recently disposed of the balance of the latest bond issue to the United States of America (P. W. A.) through a loan and grant agreement, there will be much improvement and some extensions of mains. Additional hydrants are to be placed in areas not now adequately proportioned. At least one, and possibly two, 500,000 gallon tanks are to be erected to further develop efficiency. Provisions for greater future development will be made. A new administration, garage and storage building is to be erected. Upon completion of this project our plant and system will be the most modernly equipped in the southland.

The financial structure of the district is sound. Economical administration has made it so and will continue to maintain that standard. The plant and service is an outstanding asset to the community and the parish.

We invite all residents and interested parties to visit our plant. All are welcome.

The Board of Commissioners are: John W. Hodgson, Chas. A. Boutall, Paul D'Gerolamo, Bruno Prager and Eugene J. Bender.

The officers are: John W. Hodgson, President; Bruno Prager, Vice-President; M. R. Tucker, Secretary; and A. J. Wegmann, Treasurer and General Manger.

### **Hi-Way Cleaners and Dyers**

E. CASTEIX, Proprietor

478 Brooglyn Ave.

SOUTHPORT

## **JOHN LUDWIG**

—●—  
**Oleander Hotel—Ludwig's Store**

—●—  
LONG DISTANCE PHONE 3

**GRAND ISLE**

## Second Jefferson Drainage District

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ERNEST M. CONZELMANN  
*President*

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The Second Jefferson Drainage District was organized in 1909 and took in a strictly farming area which comprised that part of Harvey on the west bank of Harvey Canal and the lower part of Amesville (now Marrero).

Two large outfall canals and a number of lateral canals drain the more than three thousand acres in this Drainage District. The drainage station is equipped with three Fairbanks engines using crude oil as fuel.

This district has the distinction of operating under an ad valorem tax and, we have been told that it is the only drainage district in the state operating under such a tax.

Today in this drainage district are located some of the largest manufacturing plants in the South.

The members of the board are: Ernest M. Conzelmann, President, D. H. Roussel, Secretary and Engineer. The commissioners are Louis C. Fox, Onezphar Bernard, Jacob Hecker, Sr., and Evans Folse.

### **HIGGINS INDUSTRIES, Inc.**

1755 ST. CHARLES AVE.

NEW ORLEANS

—Builders of Good Boats—

Specializing in Furnishing Reliable Diesel and Gasoline Engines

## **THE NOOK**

**SEA FOODS—CAFE DU MONDE**

**Courteous Service—Cool Spot to Dine**

LOUIS METOYER, Prop.

**GRAND ISLE**

## Lafourche Basin Levee District

T. B. SELLERS  
*President*

Composed of those parts of the Parishes of Ascension, St. James, St. John, St. Charles, Jefferson and Plaquemines lying on the right or west bank of the Mississippi River from Donaldsonville to the lower line of Riceland Plantation, and of the Parishes of Ascension, Assumption and Lafourche lying on the left bank of Bayou Lafourche from Donaldsonville to Chere Ami Canal, the Lafourche Basin Levee District contains some 1,044,000 acres of the richest alluvial soil in Louisiana, 197,800 acres of which is cleared land.

There are 119.0 miles of levee in this district, all of which is on the Mississippi River. In the past twelve months 1,000,000 yards of levee has been constructed, so that the district is in splendid condition. Most of the 81.7 miles of levee line between Donaldsonville and Orleans Parish has been pronounced sufficient in grade and section by the Federal Government. Then, too, this district is in that region benefited by the Bonnet Carre Spillway, which helps materially by the reduction of flood waters, relieving strain on the levees.

The District is in charge of a Board of Commissioners. This Board is composed of nine members, one from each parish in the district, and one from the district at large. They are: T. B. Sellers, Ama, President; Edw. W. Gardere, Gretna, Vice-President; George R. Blum, Donaldsonville, Secretary; I. L. Guillot, Plattenville; Edmond Simon, Feitel; A. L. Brou, Edgard; R. E. Perez, Jesuit Bend; Wm. H. Stehle, Jr., Westwego; Elie Breaux, Raceland; and Percy Lemann, Donaldsonville; members. The Board of Commissioners is domiciled at Donaldsonville.

## INFORMATION

of any kind regarding opportunities in Jefferson Parish may be obtained from the men whose names appear below. The establishment of industries is aided in every way by the Police Jury. To those interested in locating within its boundaries, Jefferson Parish offers every inducement. To industries it offers extremely low transportation costs, easy access to raw materials, an excellent point of distribution, and ten years' tax exemption. To farmers it offers rich, alluvial soil, mild climate and a close and ready market. To homeseekers it offers clean, pure air and sunshine, and the neighborly spirit not found in cities.

We invite all who are seeking a broader, better life and more and wider opportunities to make full use of Jefferson Parish's natural resources and spirit of friendly cooperation.

Weaver R. Toledano, President  
Police Jury  
Kenner, Louisiana  
Kenner 279

Justin F. Bordenave  
Kenner, Louisiana  
CEdar 1897  
Kenner 219

Wm. Hepting, Secretary  
Police Jury, Courthouse  
Gretna, Louisiana  
ALgiers 2116

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# Congratulations To Our Neighbor



Jefferson Parish has made great strides during the last decade . . . the magnificent Huey P. Long Bridge, which spans the mighty Mississippi, has united the Westbank and Eastbank of this progressive parish . . . miles of concrete roads stretch from one end of the parish to the other, with many more miles now under construction . . . a modern school system has been established . . . the endless bayous and marshes find motor-driven vehicles and motor boats carrying on all classes of trade; fishing, trapping, hunting . . . large industrial plants dot the whole parish . . . the Intracoastal Canal, the seafood industry, the modern truck farms and dairies—all contribute to the growth and development of Jefferson.

This company, which furnishes the City of New Orleans with electrical, gas and transportation services, extends best wishes to Jefferson Parish for continued growth and development.

**New Orleans Public Service Inc.**

**JEFFERSON PARISH**

LEADS

**The Way Back**

●

**Business is booming again in Jefferson Parish. More men are at work and prosperity and progress are on the upgrade.**

**We are happy to play a part in this glowing scene and to lend our facilities to keep the wheels of industry turning.**

●

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