

JEFFERSON PARISH REVERSHAM

1938

**WORLD PORT
MANUFACTURING
AND INDUSTRY
OIL FIELDS
TERMINUS
INTRACOASTAL
CANAL
SURF BATHING
DAIRYING AND
CATTLE BREEDING
LAKES
AND BAYOUS**

**ROMANTIC
HISTORY
FARMING
SPORTSMANS
PARADISE
FURS
SEA FOODS
HUEY P. LONG
BRIDGE**





WILLIAM G. RANKIN
Commissioner

Louisiana's Natural Resources Serve The World

THE NEW INDUSTRIAL EMPIRE

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

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

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

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

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

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

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

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

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

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

WILLIAM G. RANKIN, Commissioner

DEPARTMENT OF CONSERVATION

State of Louisiana

1938

Jefferson Parish

YEARLY REVIEW

[*Official Publication of the Police Jury*]

★ ★ ★

DEDICATION

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

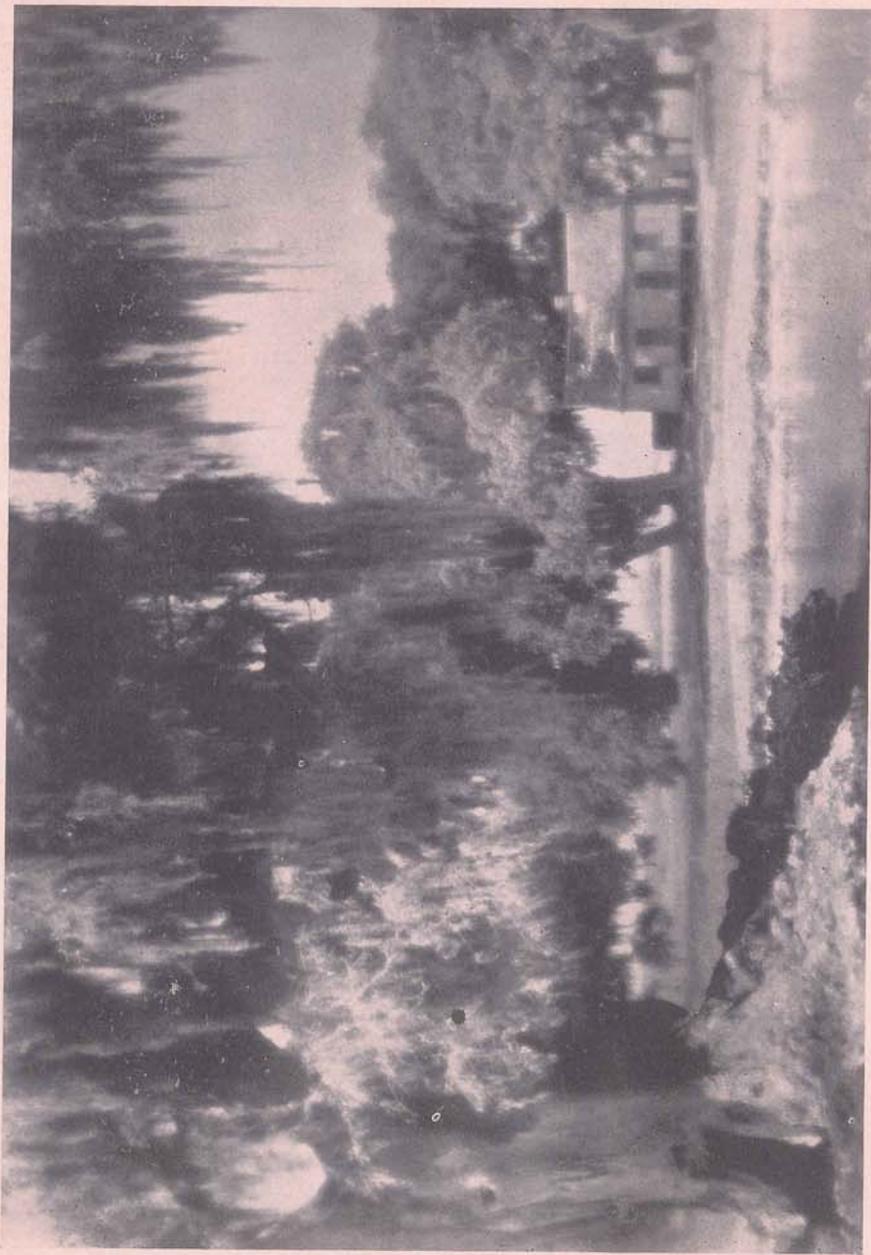
★ ★ ★

JUSTIN F. BORDENAVE
Editor and Publisher

WEAVER R. TOLEDANO
President of the Police Jury

JOSEPH H. MONIES
Business Manager

ANNIE LAURA HOWARD
Associate Editor



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

Foreword

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

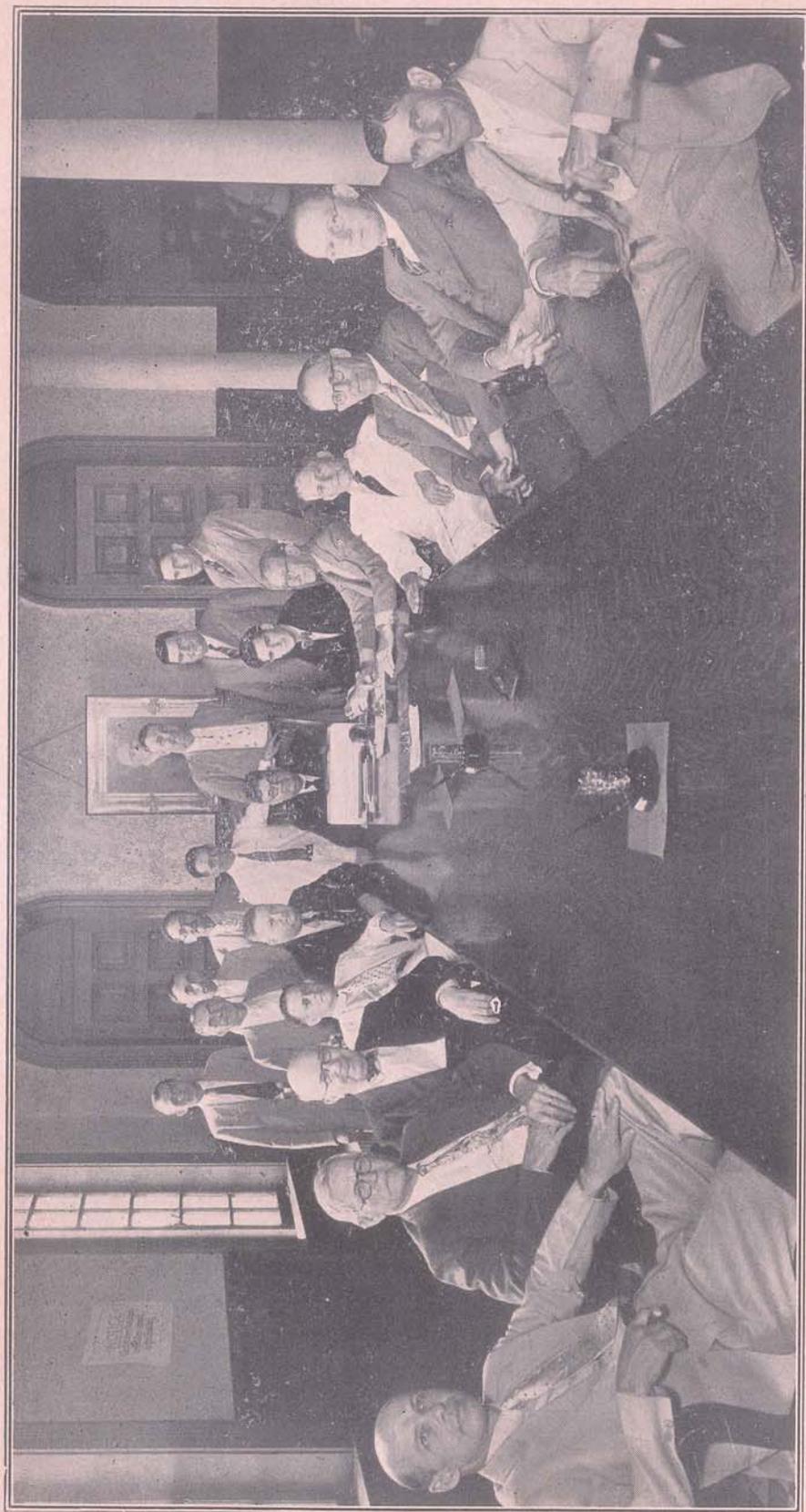
Louisiana has always been associated in the minds of men with the romantic and the picturesque, but of later years, since our state has begun to take her rightful place in the vanguard of modern business and manufacture, there has been added the thought of progress. Jefferson Parish, a good neighbor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

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

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

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

—THE EDITOR.



JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS

Seated, left to right: Leon Gendron, Ward 3, Harvey; G. H. Thoede, Ward 3, Greina; E. E. Fettel, Ward 4, Harvey; Clem Perrin, Ward 6, Lafitte; Wm. E. Strehle, Ward 2, Greina; Weaver R. Toledano, President, Ward 9, Kenner; Clifford Dumestre, Assistant Secretary; Wm. 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, Greina (McDonoghville). Please turn to page 204 for photograph. Geo T. Geiger, Jr., Country Agent, and Vernon Dupepe, Gasoline Tax Supervisor, were also absent.



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

Jefferson—The Parish With a Future

W. R. TOLEDANO

President, Jefferson Parish Police Jury

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

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

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

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

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



Cars



Trucks



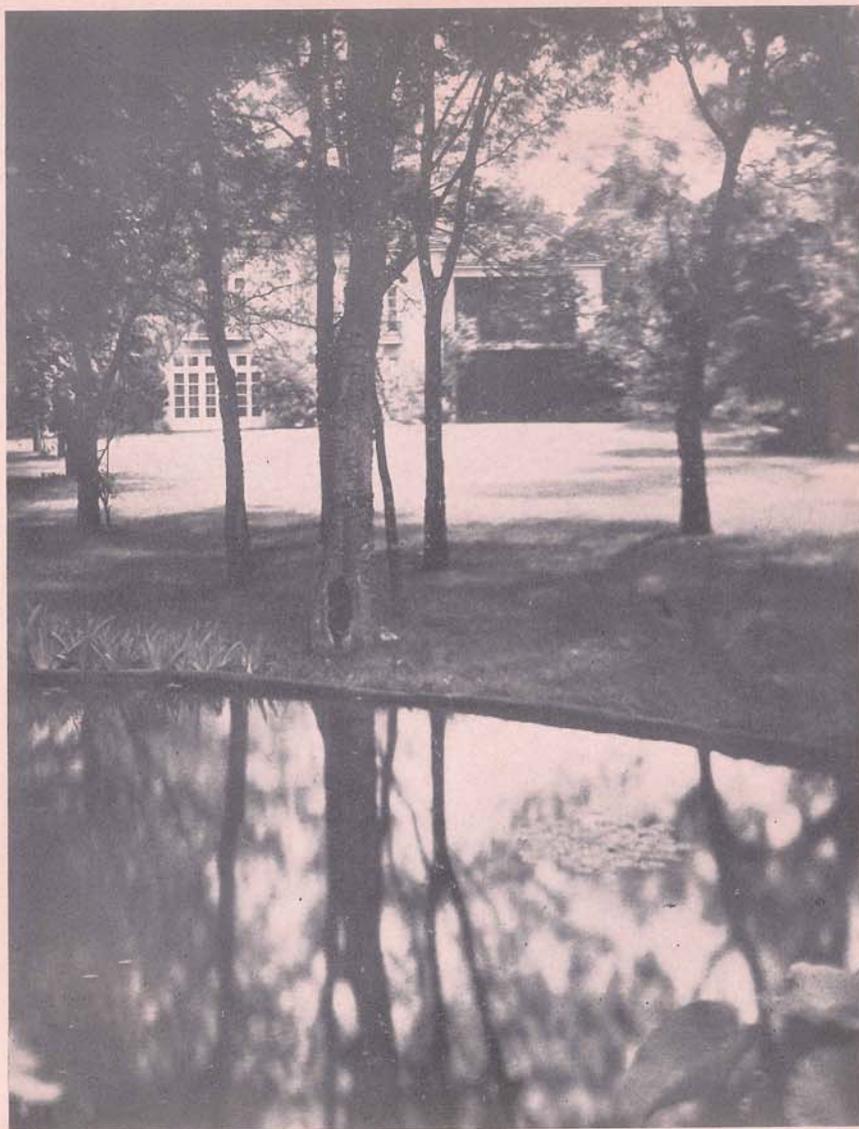
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The home of Mrs. Harold W. Newman, 600 Iona Street, Metairie, one of Jefferson Parish's show places.

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

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

Today Is Better

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

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

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

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

**Louisiana State University
University, La.**

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

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

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

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

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

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

The New Orleans Compress Company's plant at Shrewsbury. This is our largest cotton compress.





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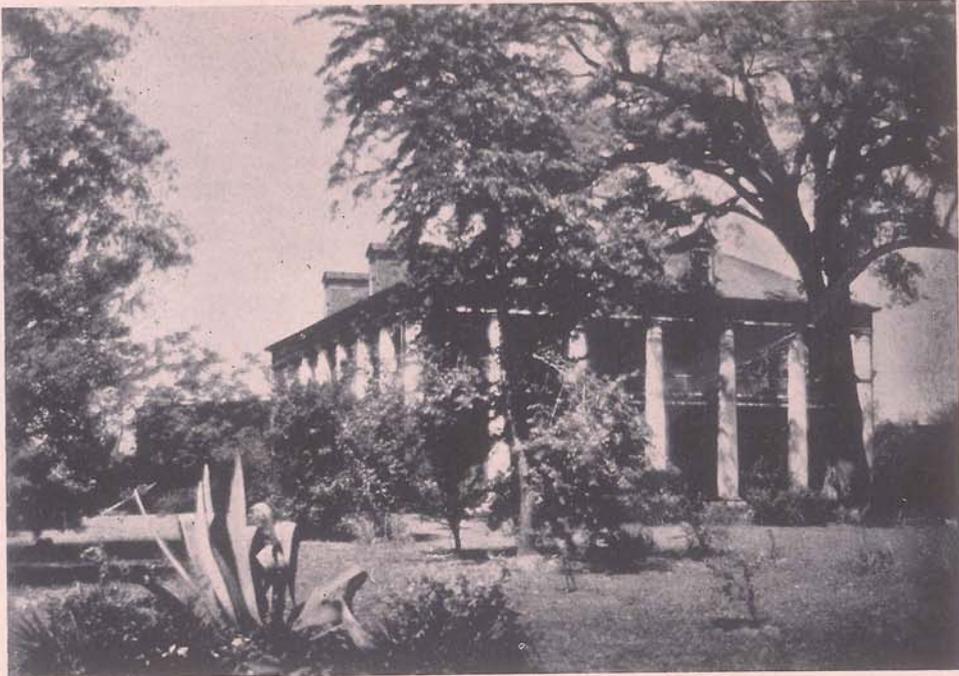
DRAIN OLD OIL

REPLACE WITH EITHER

Texaco or Havoline



Ask About Marfak



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

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

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

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

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

The proposed road from Lafitte to Grand Isle also has our sponsorship. This road will connect two of the most interesting and

(Continued on Page 182)

**SOUTHPORT PETROLEUM
COMPANY**

70-72 OCTANE GASOLINE

Avondale, La.



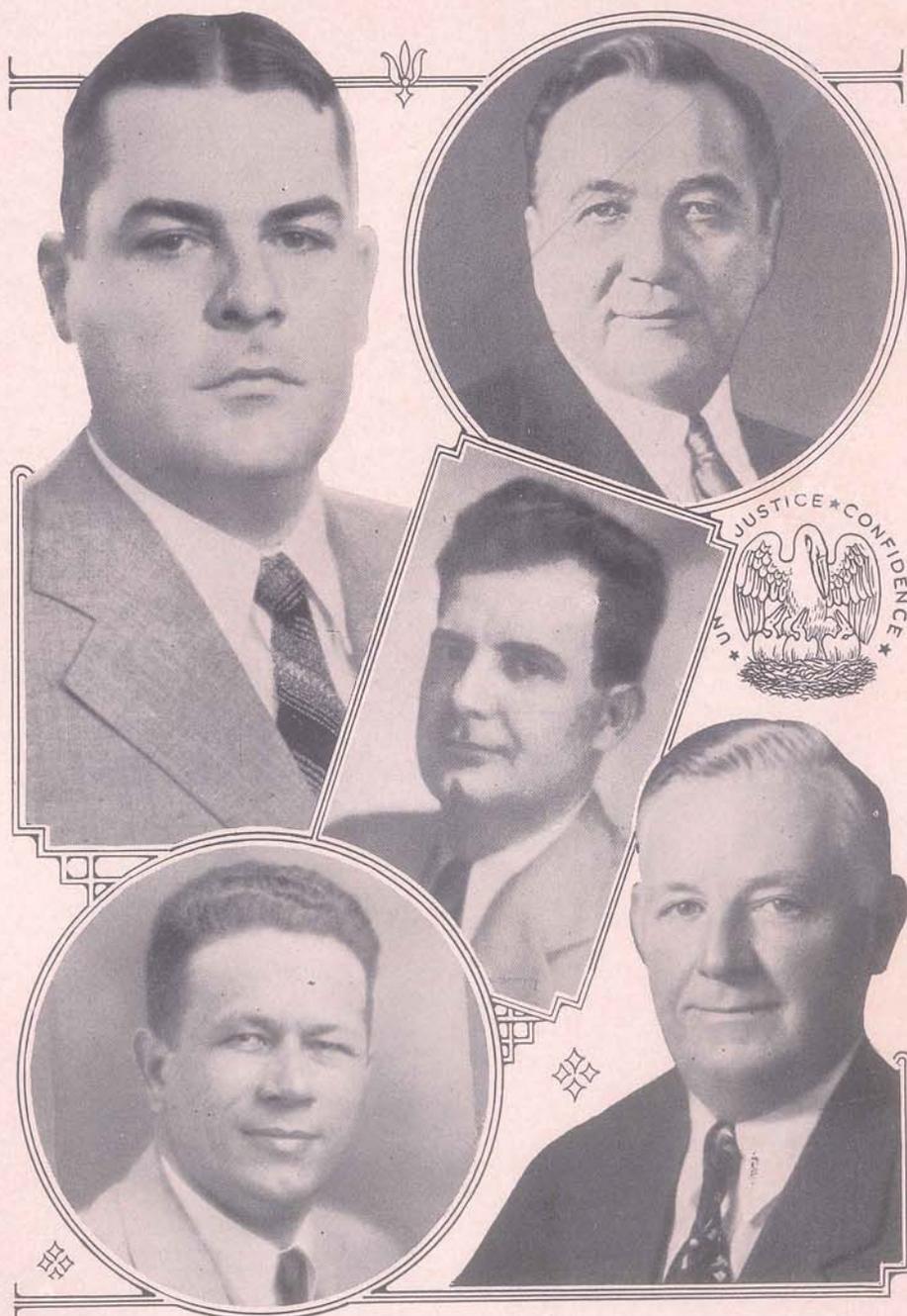
COONEY PETROLEUM COMPANY, Inc.

SOUTHPORT, LA.

Agents for

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



CHARLES SPAHR

AGENT

Harvey, La.

Buccaneers in the Bayous

CECIL B. DE MILLE

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

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

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

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



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

WHEN IN

Metairie

VISIT

...

Louis E. Gruber



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

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

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

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



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Marrero, Louisiana

ernor awoke the next morning to find all New Orleans roaring with laughter at him.

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



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



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GRETNA, LA.



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

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

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

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

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

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

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

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

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MARRERO, LA.

CHICAGO, ILL.



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

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

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

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

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

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

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

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



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Gretna

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

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

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

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

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

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

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

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

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

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



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Manufacturers of

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SNOWDRIFT SHORTENING

GRETNA, LOUISIANA





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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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Southport Louisiana

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

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

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

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

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

"It was as if, aboard our boat, we were all alone in a green, floating world."



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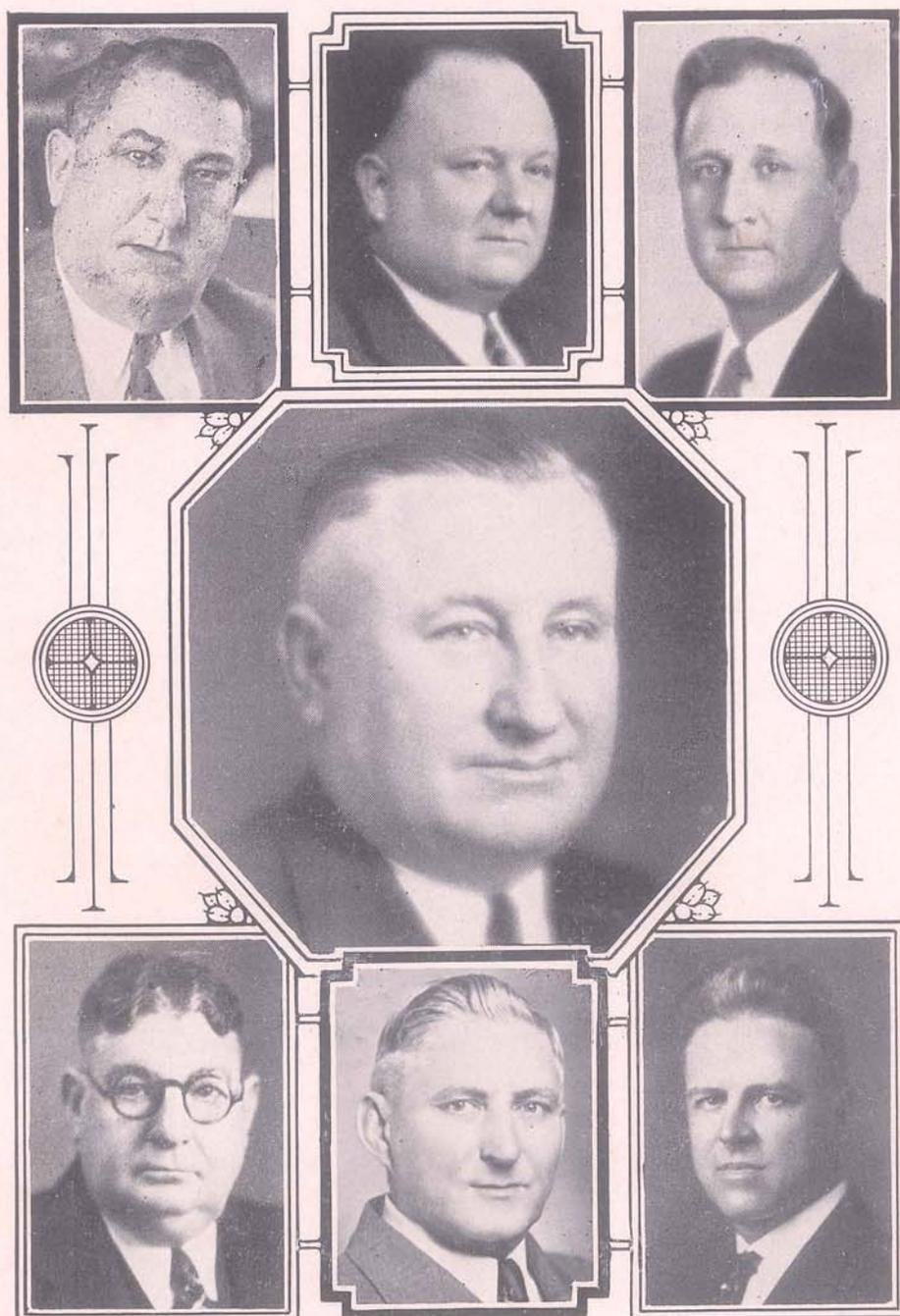
Look for the Stump on Every Package



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Gretna, La.



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



JEFFERSON DEMOCRAT

Official Journal of the

PARISH of JEFFERSON

GRETNA

LOUISIANA



Why We Are in Jefferson Parish

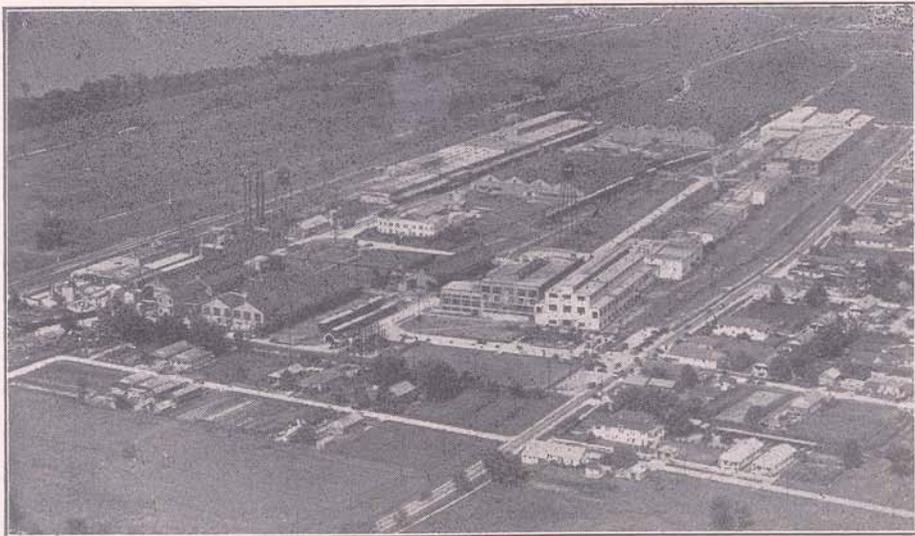
C. G. MUENCH

Vice-President, The Celotex Corporation

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

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

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



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

When In New Orleans . . .

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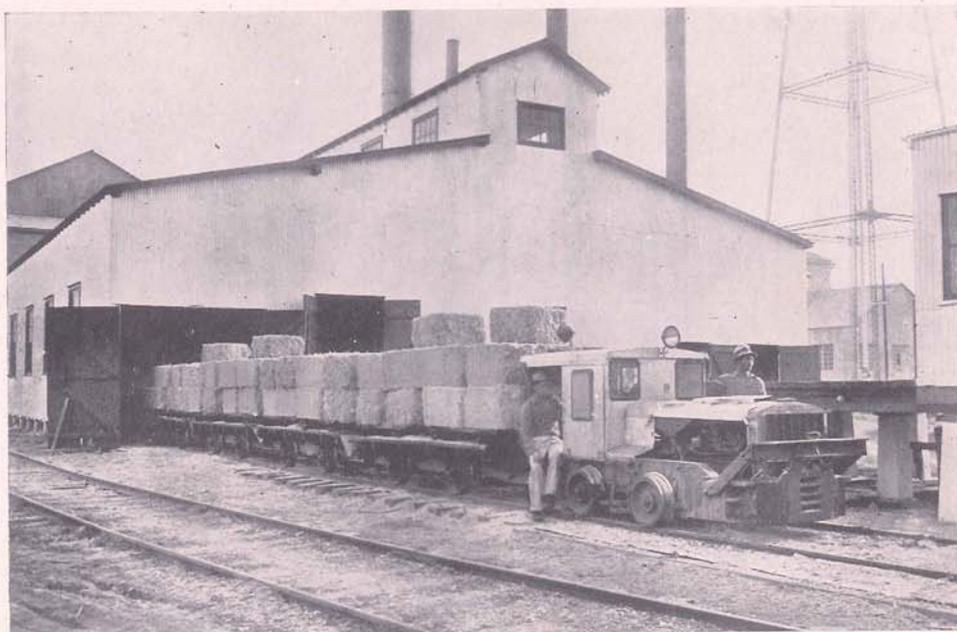
WILLOW ST. AND PROTECTION LEVEE

PARISH OF JEFFERSON

O'Dwyer Bros.

CEdar 9134

CEdar 9143



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

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

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

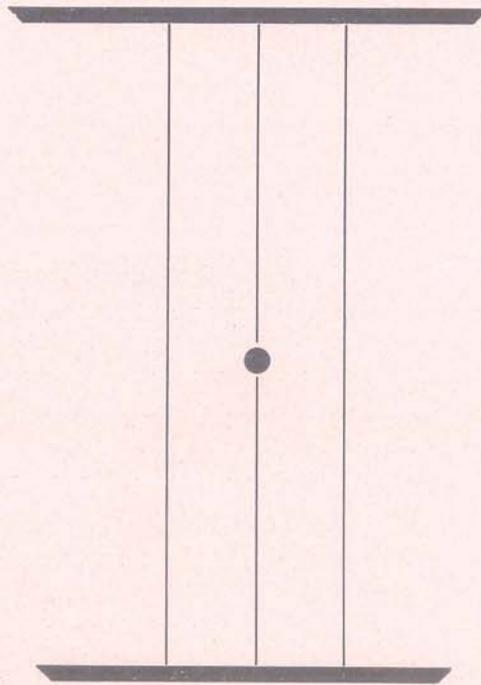
In the production of sugar, the bagasse had always been a profound nuisance to the sugar planter. It was true that he could and did burn it under his boilers for part of his steam supply, but it was an unsatisfactory low grade fuel. It was wet, it was bulky, it was mean to handle and it furnished less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

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

Karger

and

Kerner



PROTECTION LEVEE

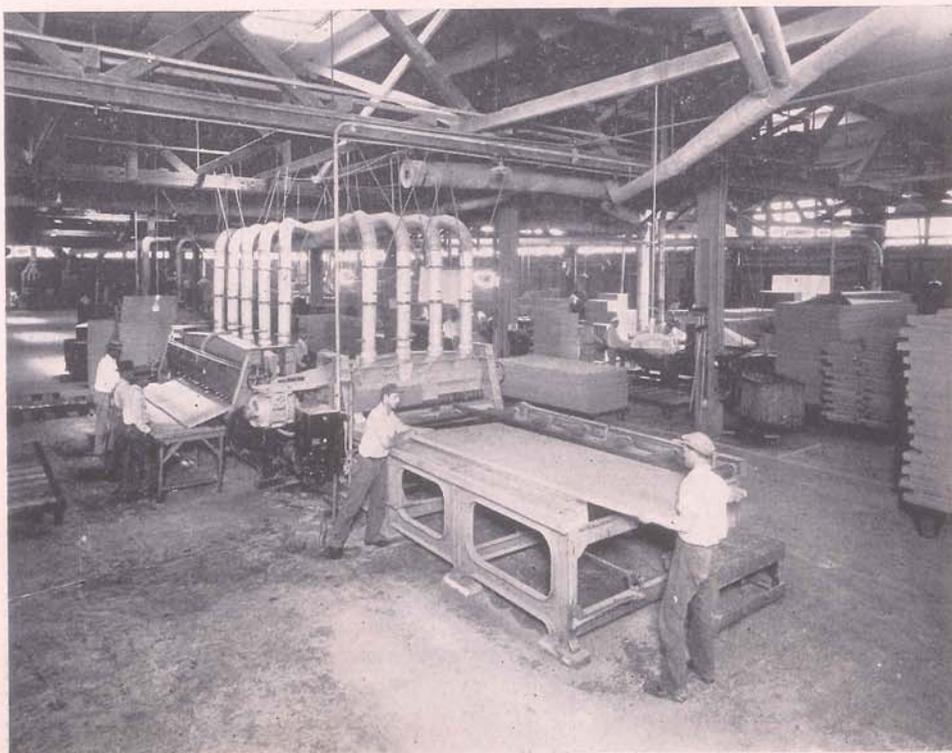
—and—

OAK STREET

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

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

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

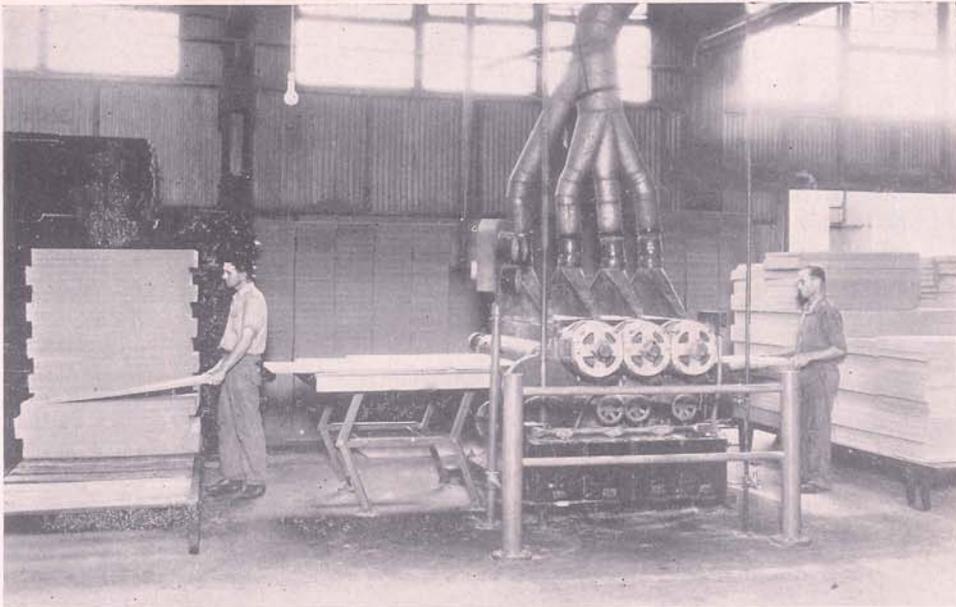


Trimming to special sizes—this board was originally 1000 feet long by 12 feet wide, enough board to build three (3) five room bungalows.

Jefferson Inn



**SOUTHPORT, JEFFERSON PARISH,
LOUISIANA**



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

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

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

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

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

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J. B. LEVY, Sec.-Treas.

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St. Bernard Parish



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

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

●

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. . .

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GULFPORT, MISSISSIPPI

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

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

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

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

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

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

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

Freeport Sulphur Company



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

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

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

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

H. G. HILL STORES Inc.

New Orleans, Louisiana



Four Stores In Jefferson Parish

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AGENT

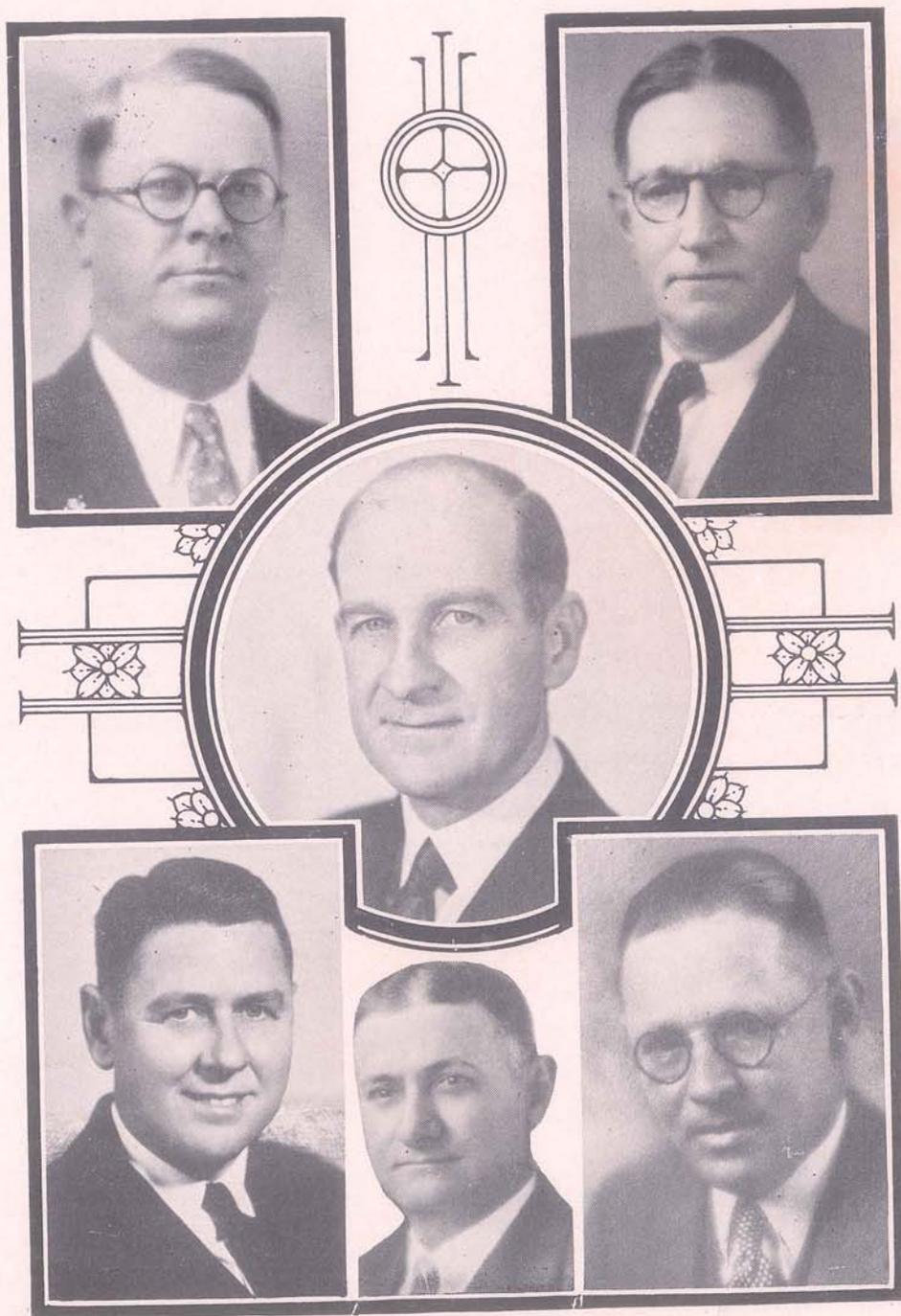
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Gretna, La.



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

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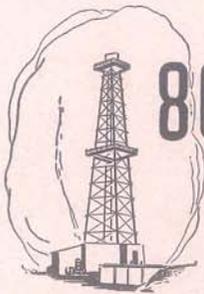
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Bush in Bayou.

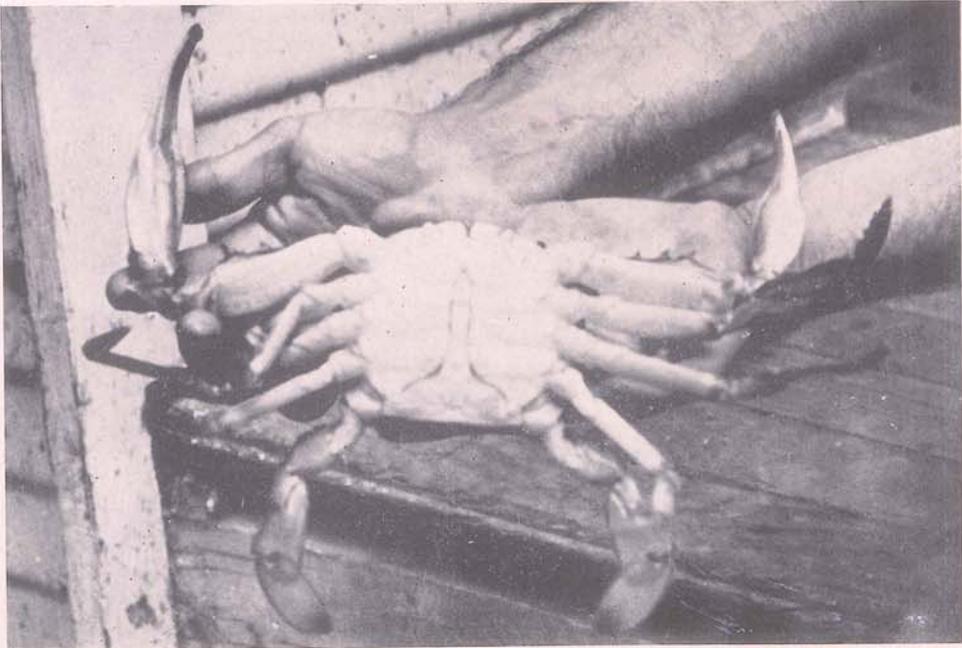
MEIGS O. FROST

International Writer

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

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

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



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



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



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

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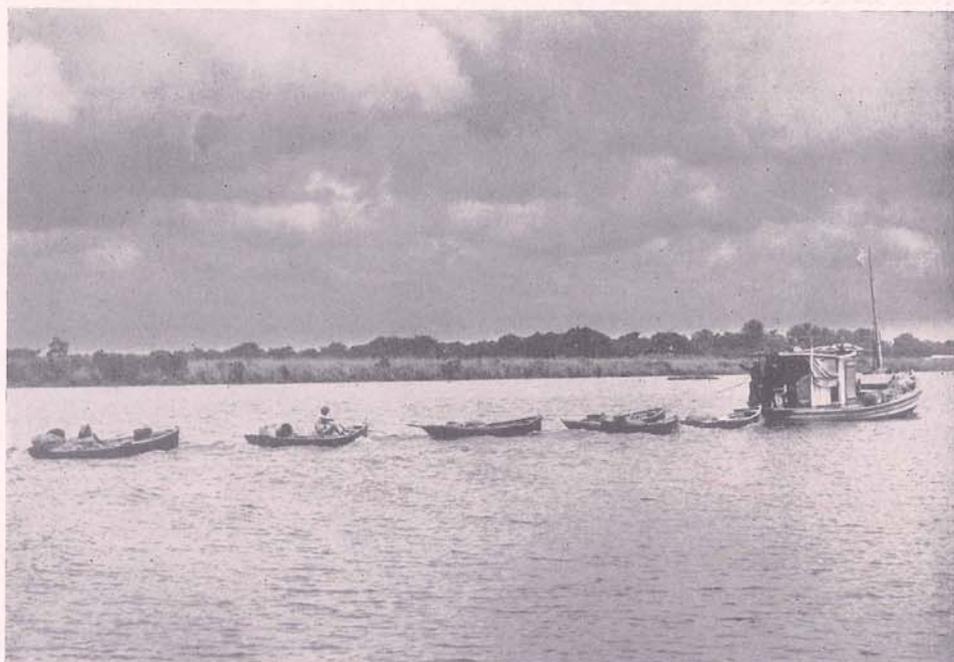
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with Martin-Owsley, Inc.

BALTER BUILDING, NEW ORLEANS



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

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

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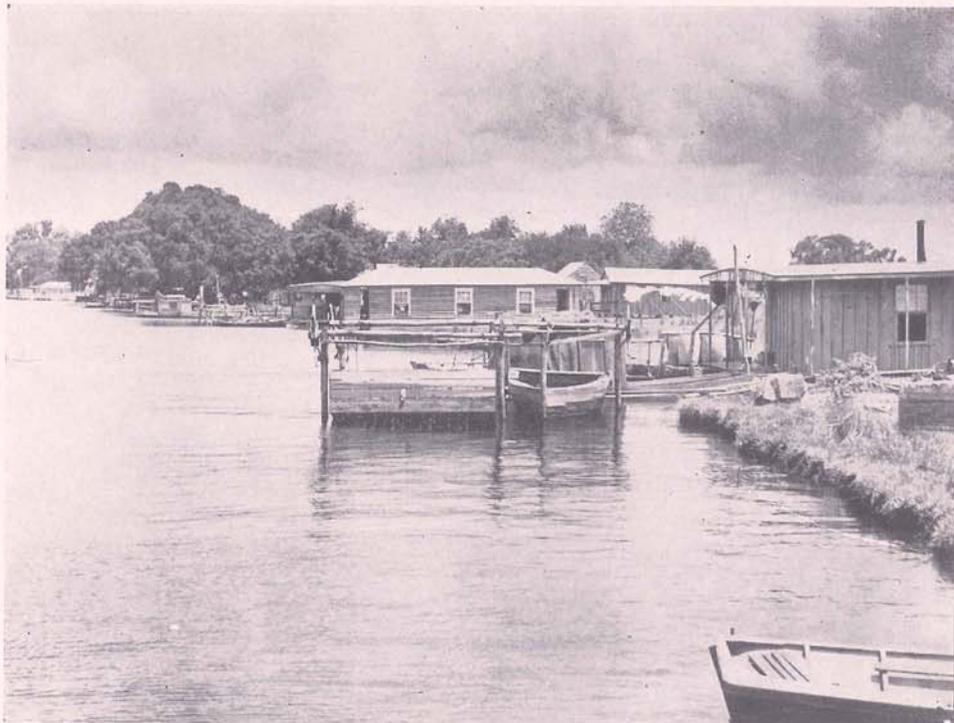
Parish Petroleum Corp.
Parish Drilling Corp.



424 Balter Building

KNISLEY, OILS

New Orleans, Louisiana



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



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

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when selecting a site for your home.

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Our Own Wharves for Ocean Vessels

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

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

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



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

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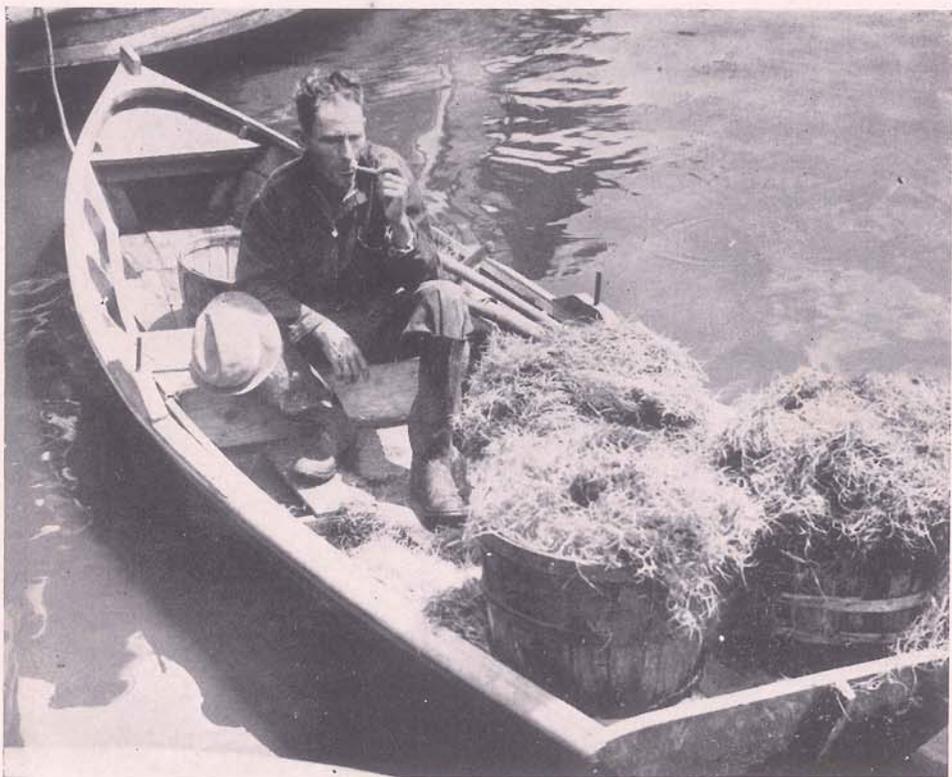
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Fred "Dutch" Lee brings his day's catch into Felix Favolora's Fleming Canal Store. Dutch's day's work is over.



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

●

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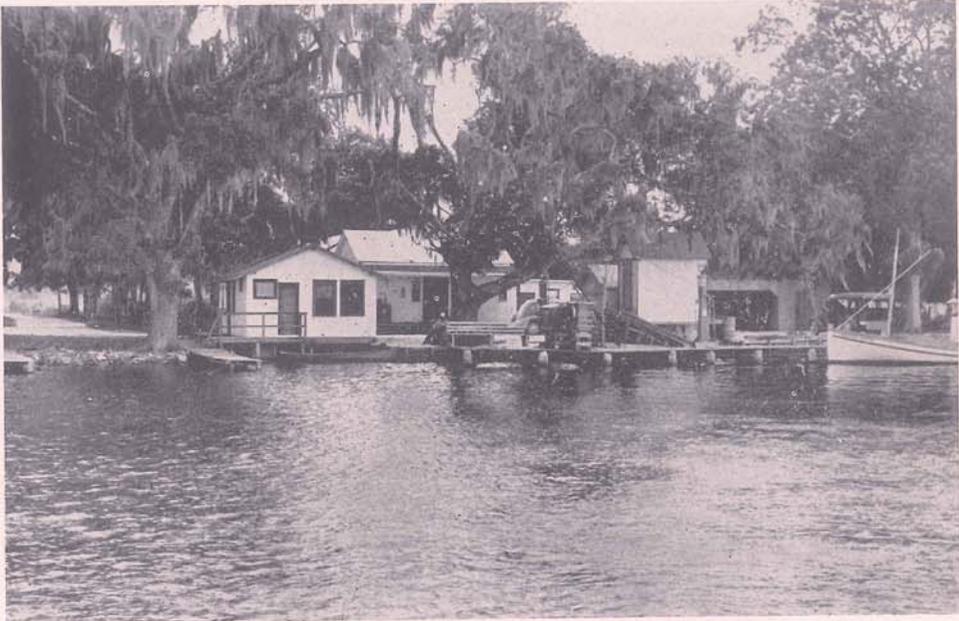
Plants at

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NEW ORLEANS

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INDUSTRIAL ALCOHOL



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

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

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

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

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

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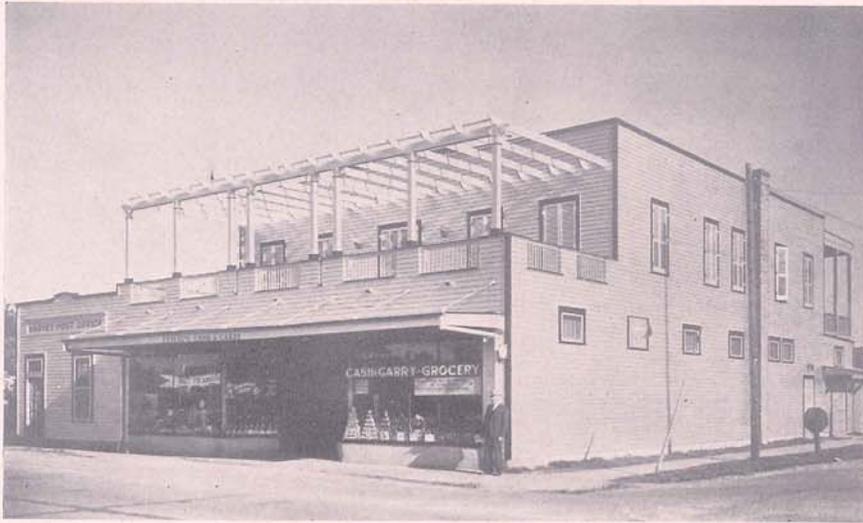
Felix Favalora thought he might be able to sell them in New Orleans. He paid 75 cents cash a dozen for them, \$2.25 for the lot. He sold them the minute he hit New Orleans. And the soft-shell crab trade was reorganized that minute, even if nobody knew it. The seven years of steady development have proved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

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

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



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



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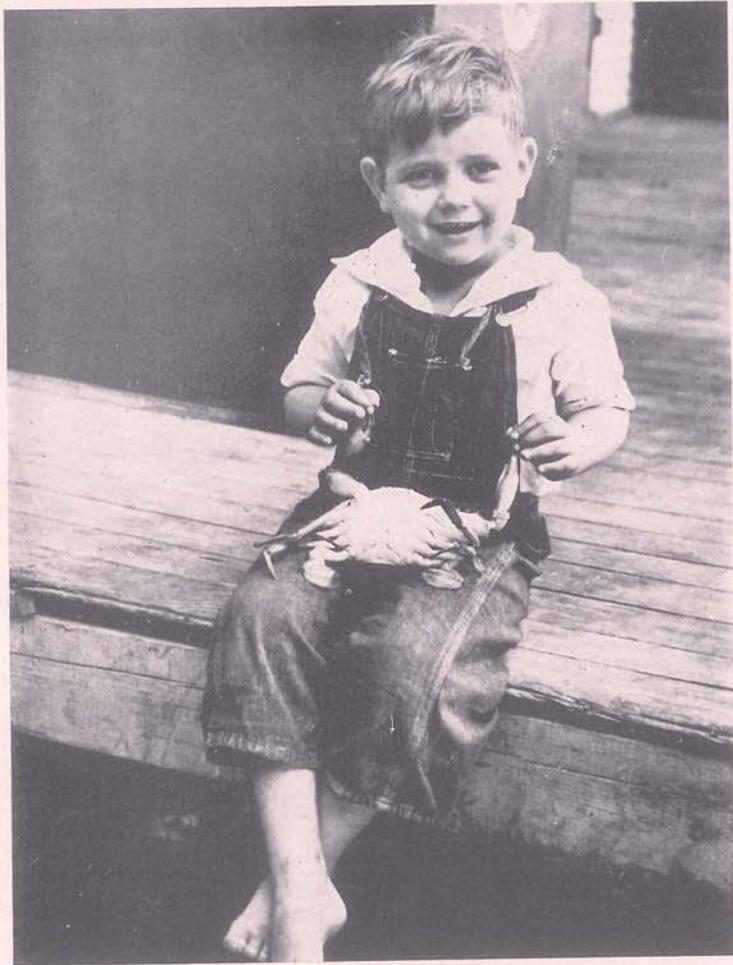
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On the Intracoastal Canal

HARVEY



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

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

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



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

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

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

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

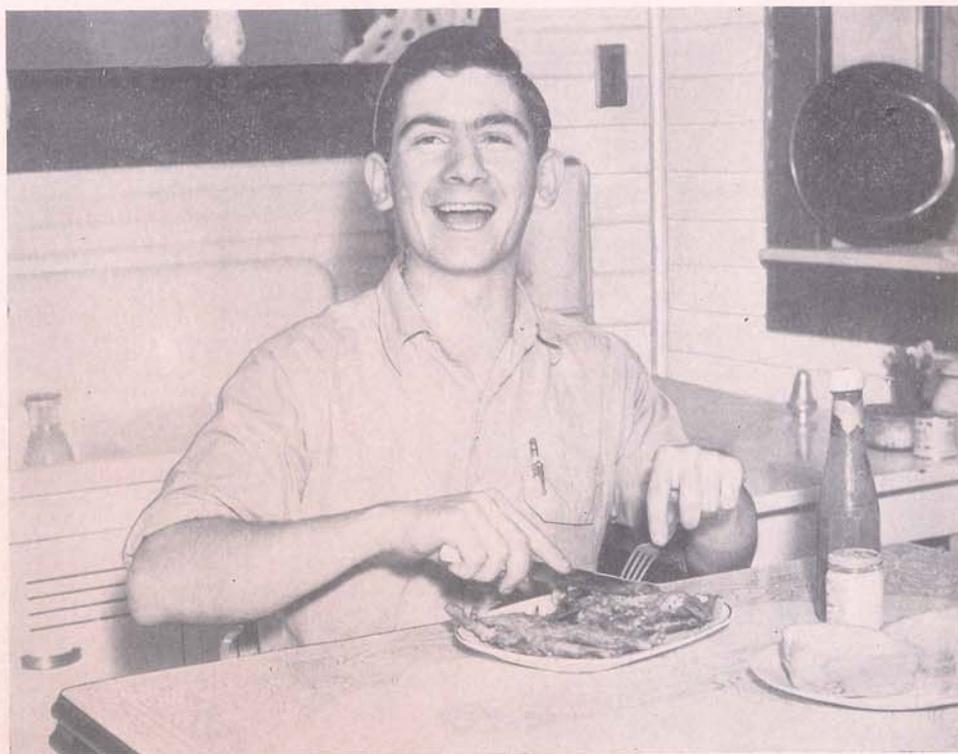
"Counters" are the big crabs, 12 to the dozen.

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

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

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

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



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

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

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

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

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

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

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

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

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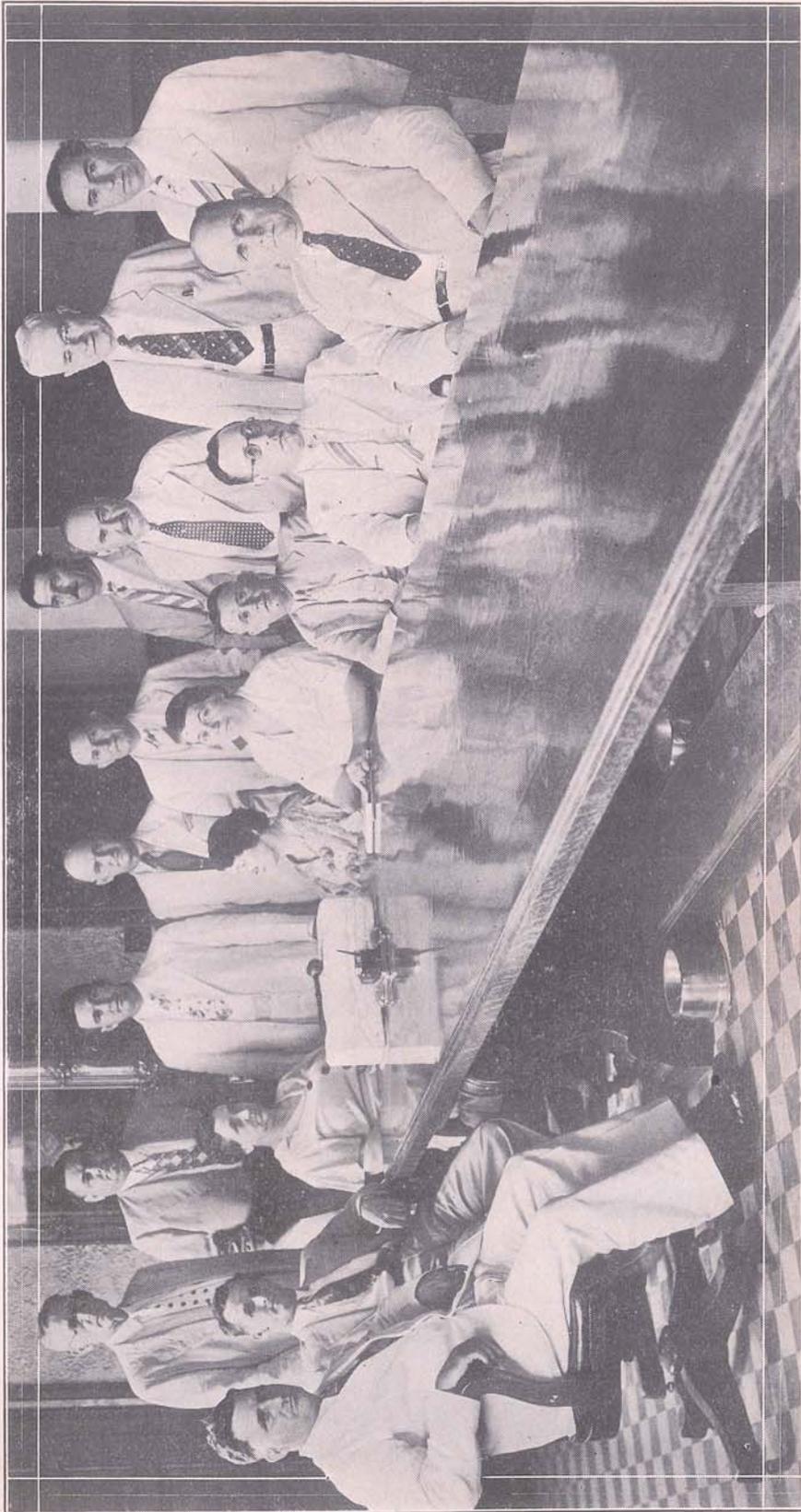
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Standing, left to right: J. C. Ellis, Superintendent of Schools; Robert Farrington, Ward 4, Marrero; Lem Higgins, Assistant Superintendent of Schools; Alvin F. Higgins, Ward 1, Gretna (McDonoghville); C. J. Coulon, Ward 4, Westwego; Leon Dufour, Ward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



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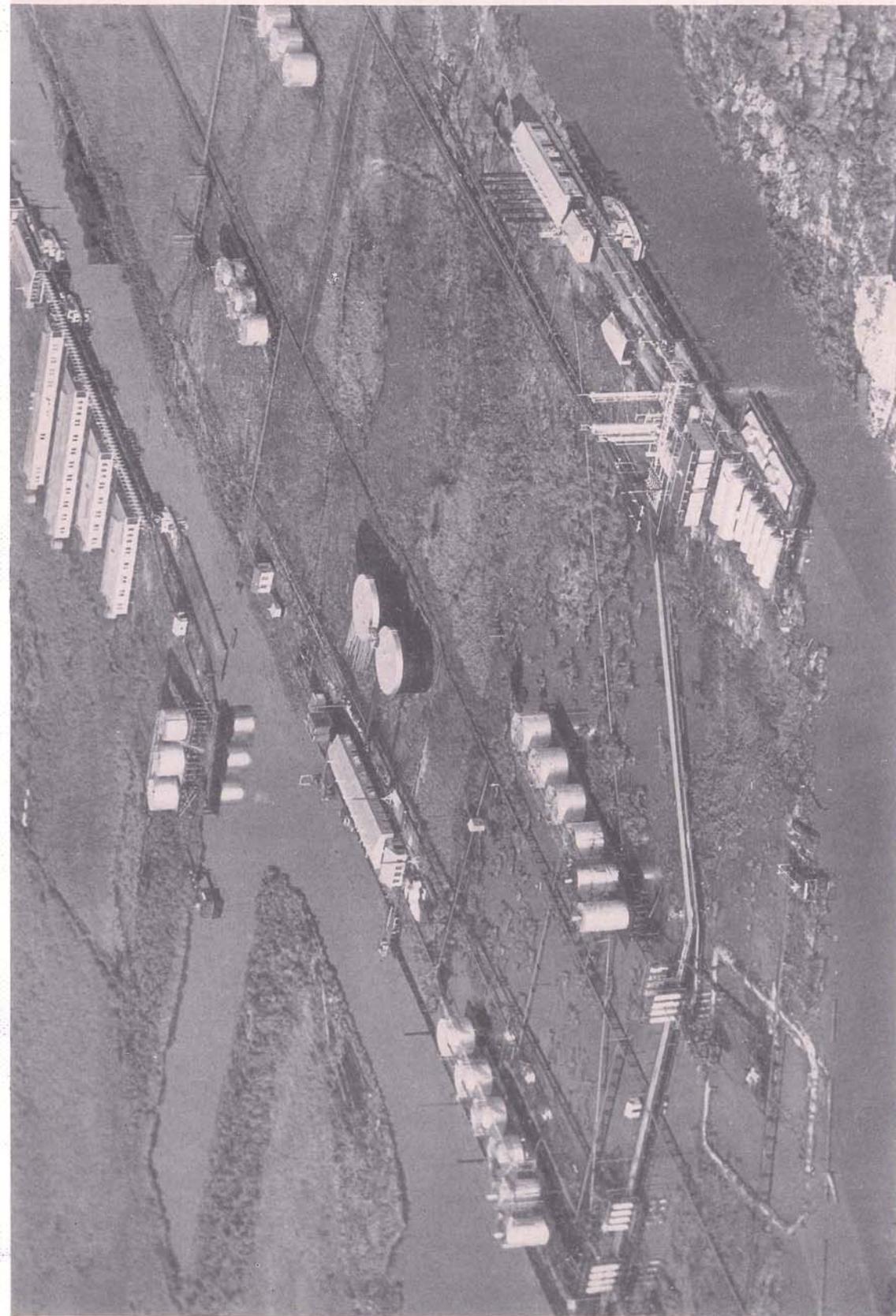
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NEW ORLEANS



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

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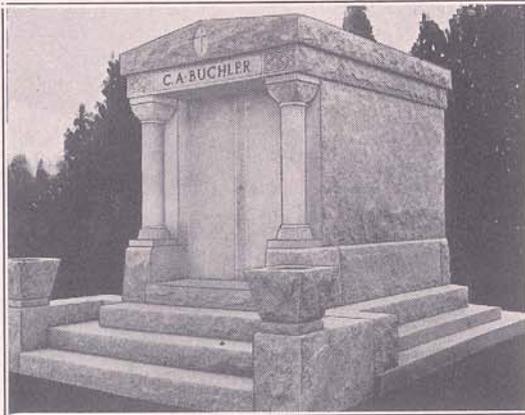
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The first well in Lafitte began flowing May 30, 1935. Since that date, 22 holes have been drilled to approximate ten thousand foot depths, and have all been completed as flowing wells with little variation as to strata, pressure or production. This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

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

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

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

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

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

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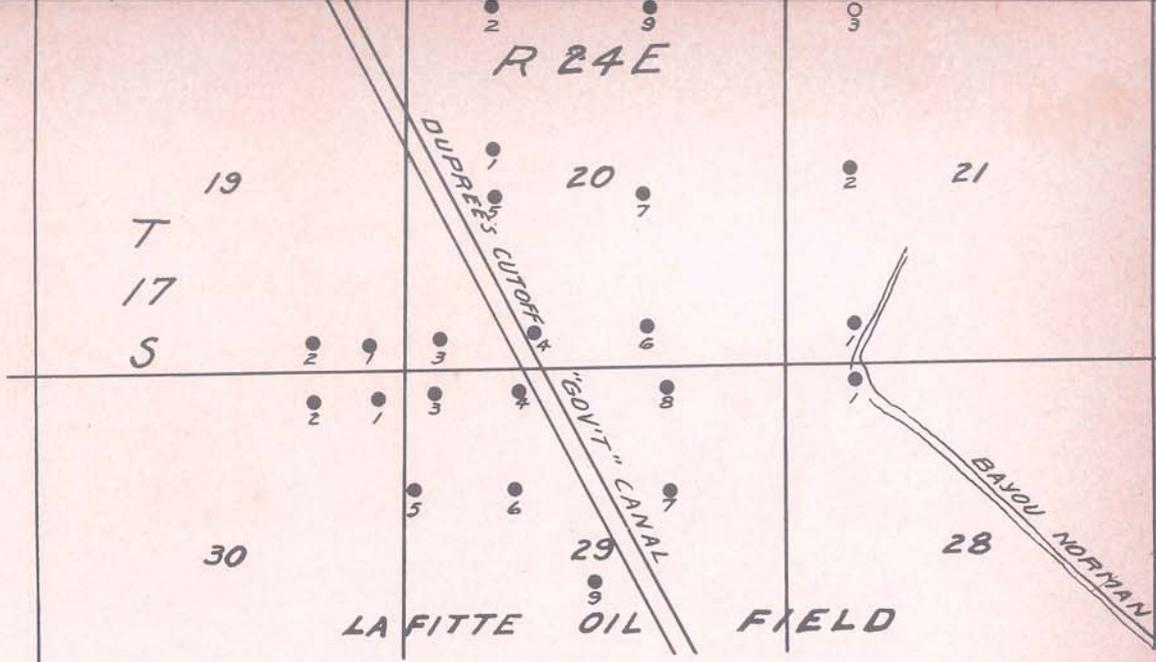
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The Texas Company's operations at Lafitte Field. Black dots show wells completed.

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

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

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

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

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The Lafitte Oil Field

(PART TWO)

Activities of The Texas Co. at Lafitte

R. C. STEWART

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

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

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

8000 feet—Dupré Formation

9450 feet—St. Denis Formation

9800 feet—Rigolets Formation

9900 feet—Milling Formation

10200 feet—Lafitte Formation

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

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

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

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

Kaleidoscopic Jefferson

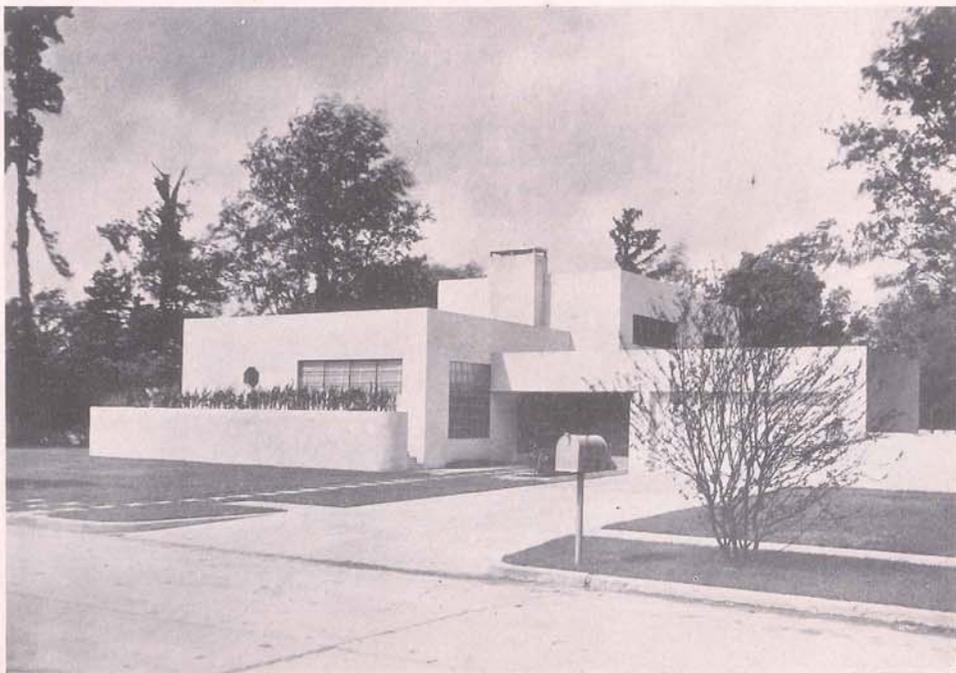
AGATHINE H. GOLDSTEIN

Executive Department, State of Louisiana

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

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

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



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

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

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

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

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

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

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

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

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



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

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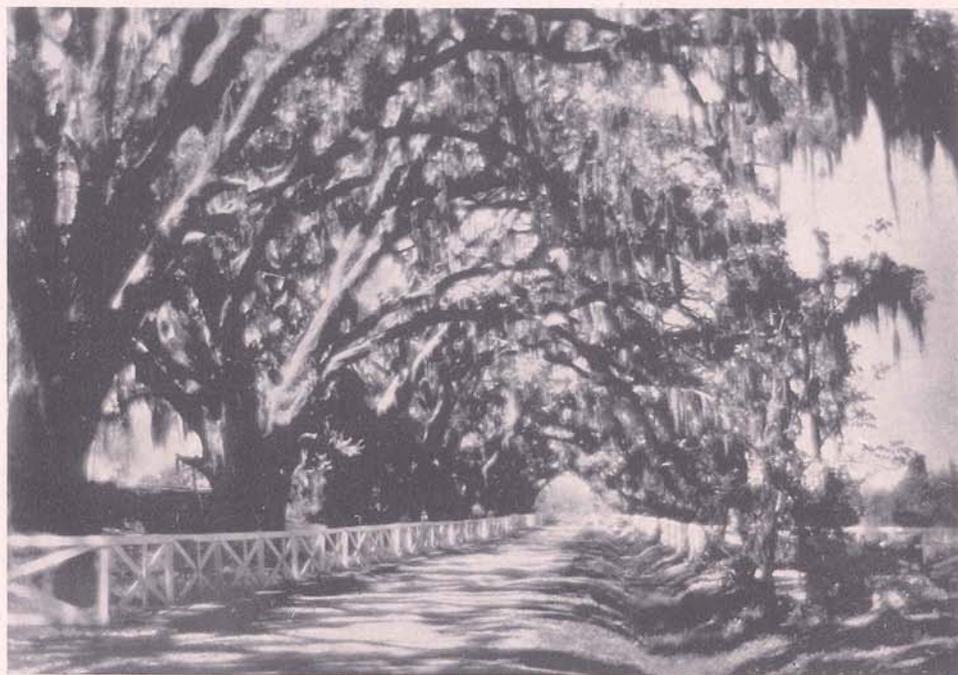
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An arch of oaks at the Freiberg Mahogany Company in Harahan.

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

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

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

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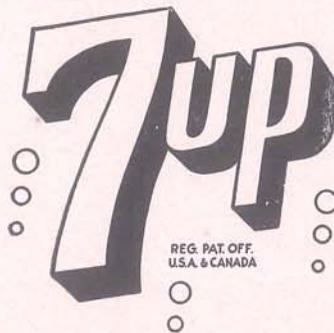
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bayous, circles of wild, deep purple iris, forests of oaks, torrents of moss hanging from branches centuries old, all fascinate the lover of the beautiful. Minute peninsulas project into the curving bayous, bearing rows of white wooden crosses, perhaps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

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

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



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

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

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

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

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

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

Steeped in tradition, humble in spirit, asking little of life, these amiable people stand at the brink of what may prove to be a great revolution in their lives. Close to many of their homes is a land rich in oil; and there is that possibility that oil may be on their property as well. What will riches do to them? It is safe to guess that the older generation will go on living just as they have in the past. They want no other world. But will the younger men and women, children of today, scorn those advantages wealth brings in its wake? It is equally safe to say that they will not.

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

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

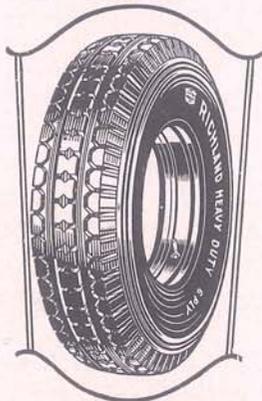
The annual tarpon rodeo, boating, bathing, fishing, hunting and other sports are but a few of the many attractions the island affords. For the gourmet, no other spot has more potentialities. Out of the

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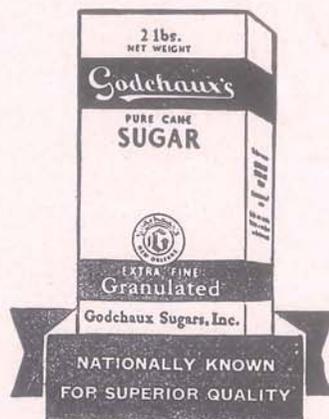
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very waters and fields are caught the sea foods and the fowl noted the world over.

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



A majestic oak on the road to Baratavia.

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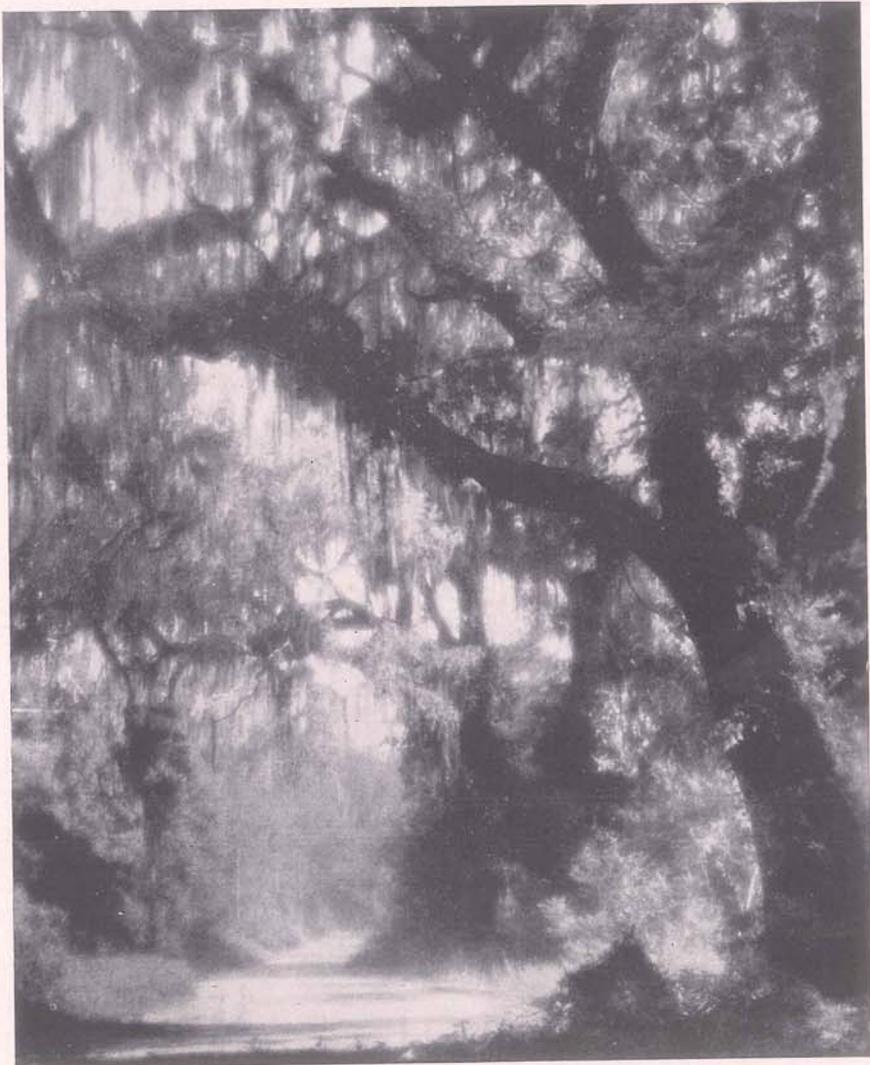
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The road to Lafitte's rendezvous is exceptionally beautiful, overhung by moss-grown oaks and cypress.

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

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

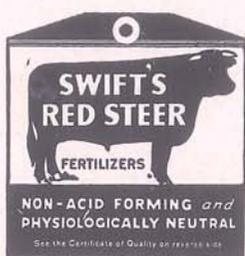
Suffice it to say that Jefferson does boast of being one of the greatest fur producing sections in America; and that it claims the largest sugar cane syrup and shrimp canning plants in the world, as well as the largest cottonseed products plants and the only Celotex plant in America. The parish has river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

(Continued on Page 186)

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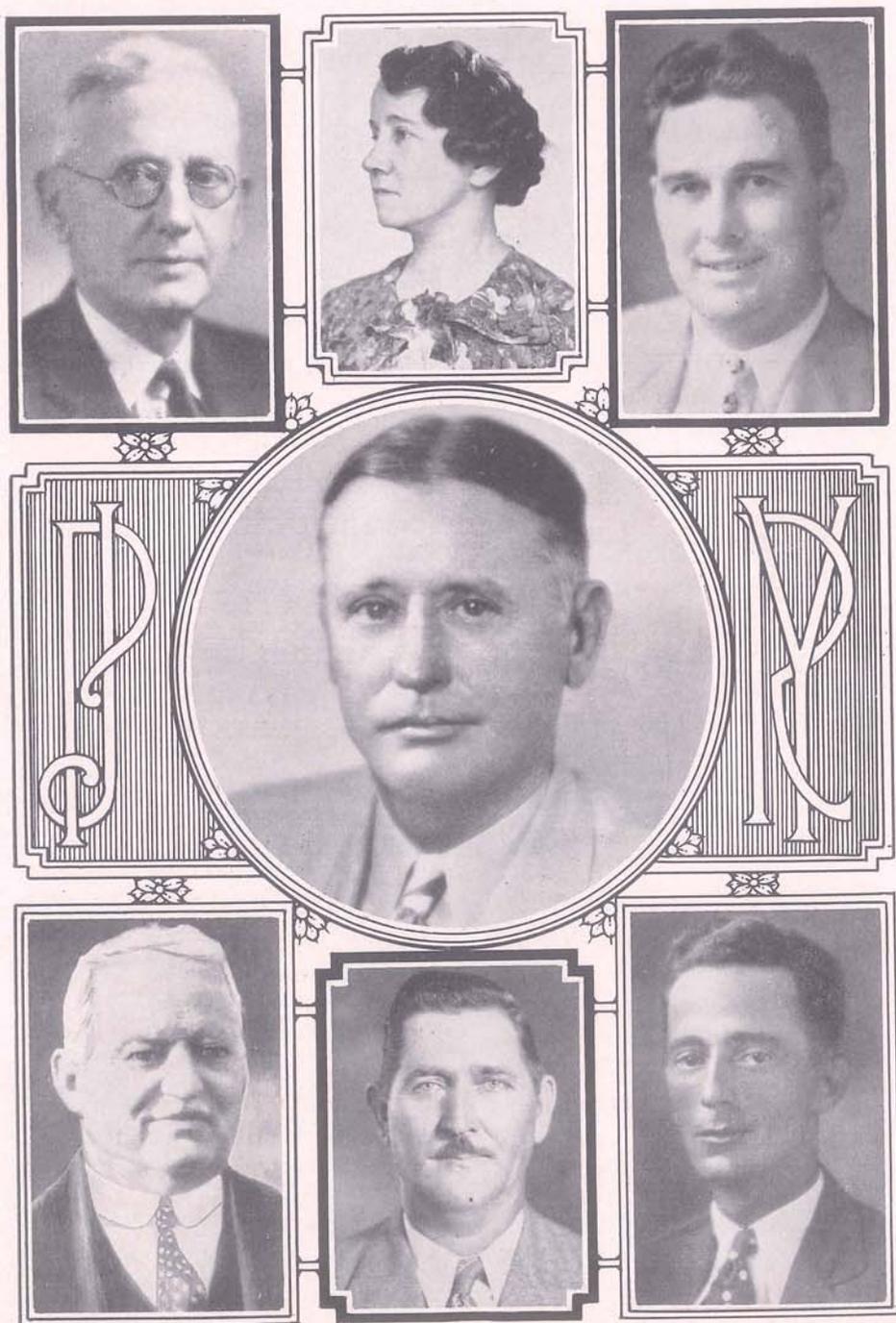
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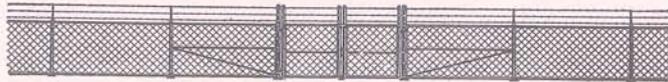
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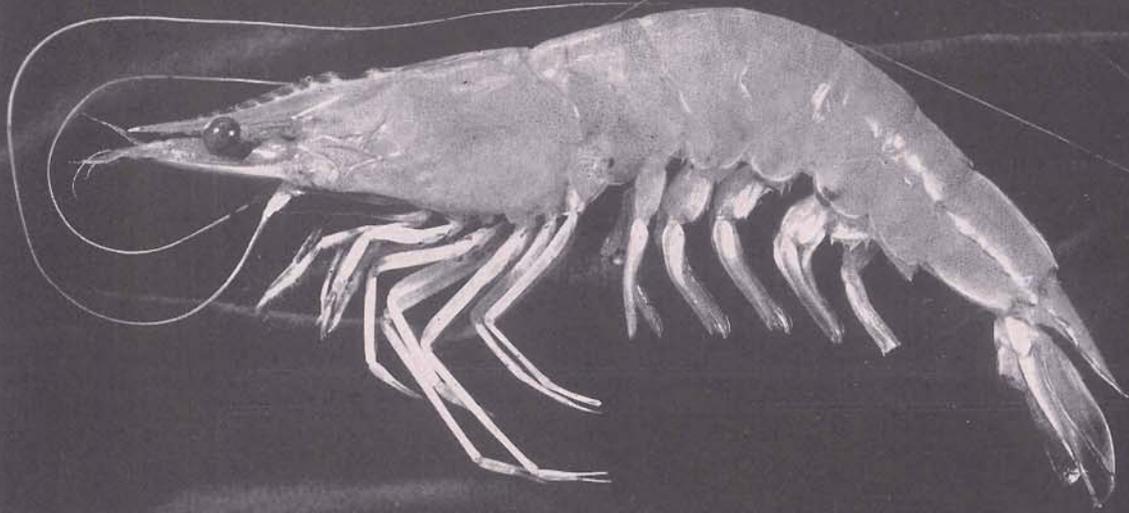
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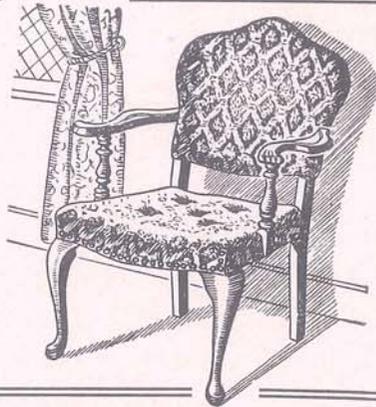
Rich in food value, delicious and nutritious, shrimp are being used more each day, and in more widespread localities, since such processes as canning and freezing allow them to be sent inland or overseas, to any part of the nation or to any foreign country. Shrimp contain more protein than lean beefsteak,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

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

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Shrimp boat, trawling in the waters of Barataria Bay... These boats bring shrimp to market for immediate consumption and to canneries and drying platforms.



Fresh caught shrimp, well-iced, arrive in boatloads from the Barataria Bay section. Pictured is the Southern Shell Fish cannery at Harvey, the largest and most modern shrimp-packing plant in the United States. This photograph shows, left to right, the screened unloading wharf, behind it the shelling room, the packing house, the receiving station, the ice manufacturing plant and, behind it, the warehouse.

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1934—47,580,960 “ “ “	_____	1,665,333.60
1935—53,126,064 “ “ “	_____	1,859,412.25
1936—60,217,388 “ “ “	_____	2,107,608.58
1937—76,217,825 “ “ “	_____	2,667,623.87

Jefferson Parish is Louisiana's leading parish in the production of shrimp. Within its boundaries lies the greater portion of the Barataria Bay section, one of the world's most productive shrimping areas. Its coastal waters are dotted with the boats of several hundred fishermen, who bring their catch to the canners, packers and drying platforms. The processing, packing and shipping employ hundreds of men and women. The largest and most modern shrimp-packing plant in the world is located at Harvey, and many other packing and processing plants and a number of drying platforms are located in the parish.

This industry is under the supervision of the Fisheries Division of the Department of Conservation. The canneries are under the direct supervision of the U. S. Food and Drug Administration, which maintains a corps of inspectors to examine the raw shrimp before peeling, to check the processing time and the sanitary condition of the plants. By subscribing to this inspection service, the canners are per-

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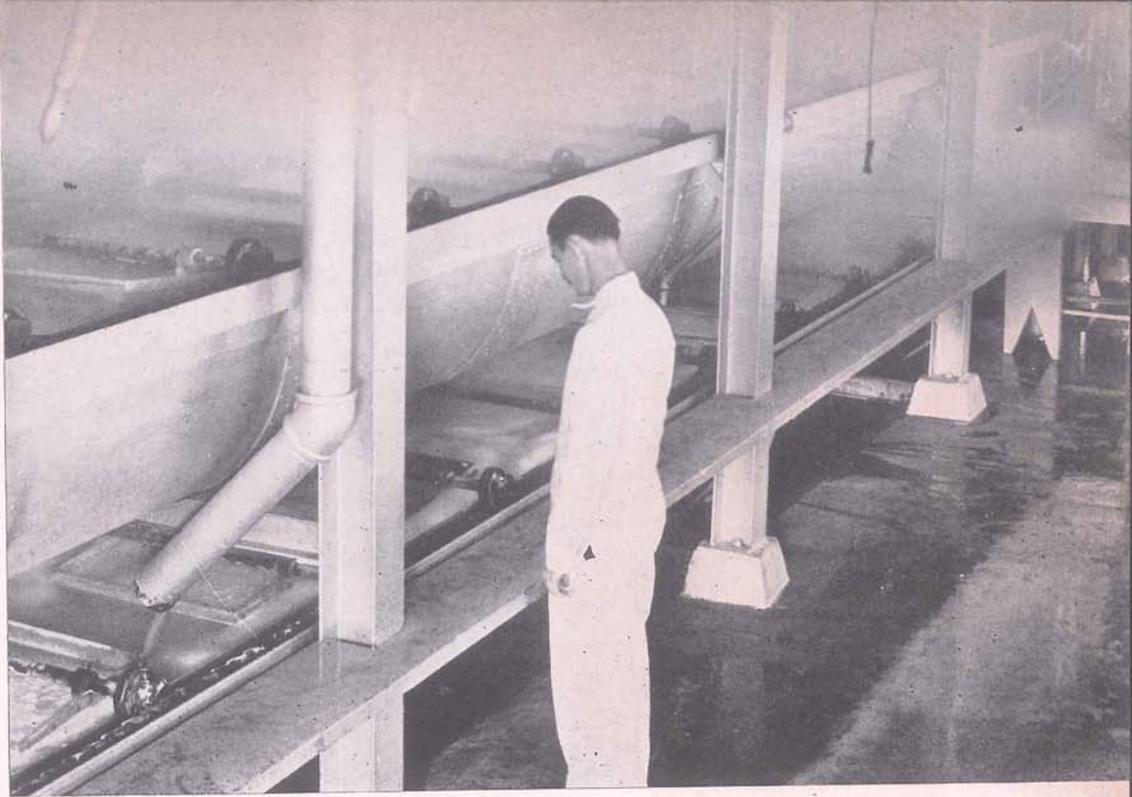


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Inasmuch as the life span of the shrimp is shorter than that of any other animal of economic importance, the industry must lack the stability shown by others, for example, the halibut industry, where fish of from seven to twenty years appear in the catch, and the entire failure of the young in any one year would not seriously reduce the total output.

The extended breeding season of the common shrimp, which lasts for at least four and a half months, in the spring and summer, and the vast number of eggs produced are favorable factors, since they render the failure of an entire breeding season almost impossible. This spawning occurs in the outside waters. Unlike the river shrimp, crab and crayfish, these shrimp do not carry their eggs, but deposit them directly in the water, where they are carried with the currents. On hatching, the young shrimp are about one seventy-fifth of an inch in length, and are quite helpless. The young shrimp eventually reach the shallow inside waters, which serve as a nursery ground. They grow rapidly, and as they grow tend to seek larger bodies of water, eventually reaching the waters of the Gulf. By August they begin to appear in the commercial catch, and by the end of September the young shrimp dominate the catch of the entire fishery. Because of this, there is a constant differentiation in the sizes of the outside and inside shrimp, the larger shrimp occurring on the outside.

With the approach of cold weather the shrimp move into the deeper and warmer waters of the Gulf, with the result that in mid-

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winter only the smaller shrimp are to be found in the inner waters. As the water becomes warmer in spring, the shrimp show an increased growth rate. Spawning occurs, and the adult shrimp disappear with the appearance of the young, thus completing their life cycle.

The shrimp fishing areas of Jefferson Parish rarely extend far from shore, embracing the inner waters of bays, bayous and lakes, and a coastal strip within ten miles of the shore.

Our shrimp fishermen are mostly of French extraction, native to this region for many years. The crew of a trawling craft may consist of two men, captain and mate, or more. Along the coast a trawler usually fishes from a single port and for only one handling plant throughout the season; consequently, the fishing grounds are those areas which can be reached within a reasonable length of time by the trawler or the "ice" boat transporting the catch to port.

Great care is exercised in handling shrimp to insure their reaching the markets and processing plants in good condition. Since they are naturally a highly perishable seafood, and rendered even more susceptible to spoilage by the warm climate, handling must be expedited and proper icing is essential. For this reason, trawlers carry ice unless the catch can be landed at the plants within a few hours or transferred to ice boats. After the trawl is drawn in and emptied on deck, the catch is culled by the crew, the small shrimp, other fish and debris thrown overboard. The marketable shrimp are then stored in

Immediately after shelling, the shrimp are conveyed by crystal-clear water to the second inspection station. Here trained inspectors discover and remove bits of shell or broken shrimp.



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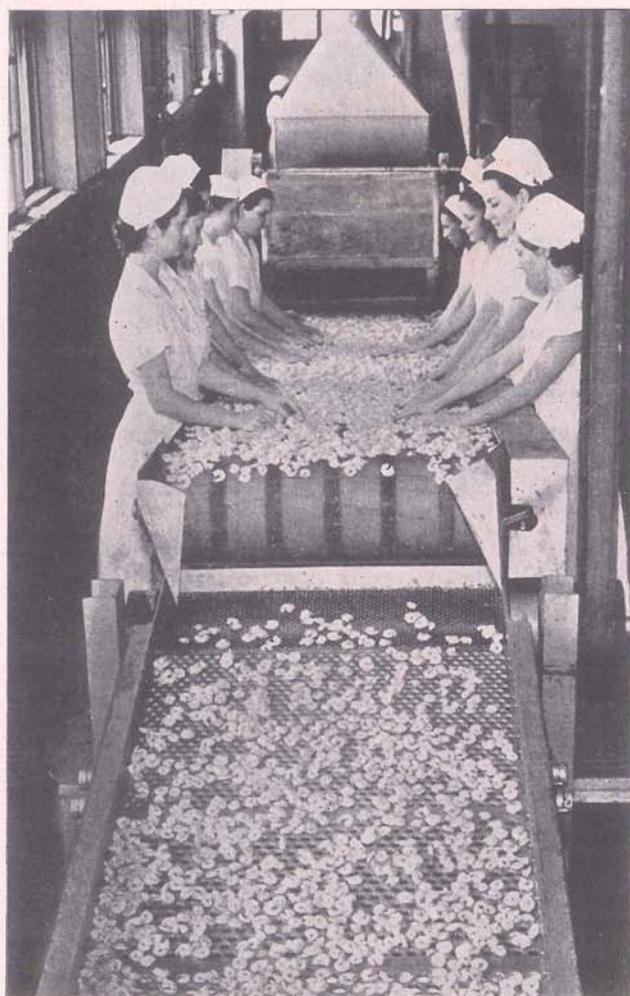
Governor Hall and First Streets

ALgiers 2159

GRETNA

LEO W. McCUNE

GRETNA



The third inspection occurs after the pre-cooked shrimp have cooled. From the conveyor belt the shrimp drop to the automatic grader. Many, many delicious dishes will be made from the shrimp right in this picture.

the hold between layers of ice or transferred to "ice" boats, to be iced and taken to the plants.

Shrimp in Jefferson Parish are prepared for market in six different ways, namely, fresh whole, fresh headless, fresh cooked, frozen, canned and dried.

Fresh whole shrimp are delivered to the local markets for immediate consumption. These shrimp are iced for preservation, but require no other handling. The people of New Orleans and southern Louisiana prefer to buy their shrimp whole—that is, with the heads on.

For shipment to inland localities and the Atlantic seaboard, the heads are removed, and the shrimp packed in boxes, in ice. A con-



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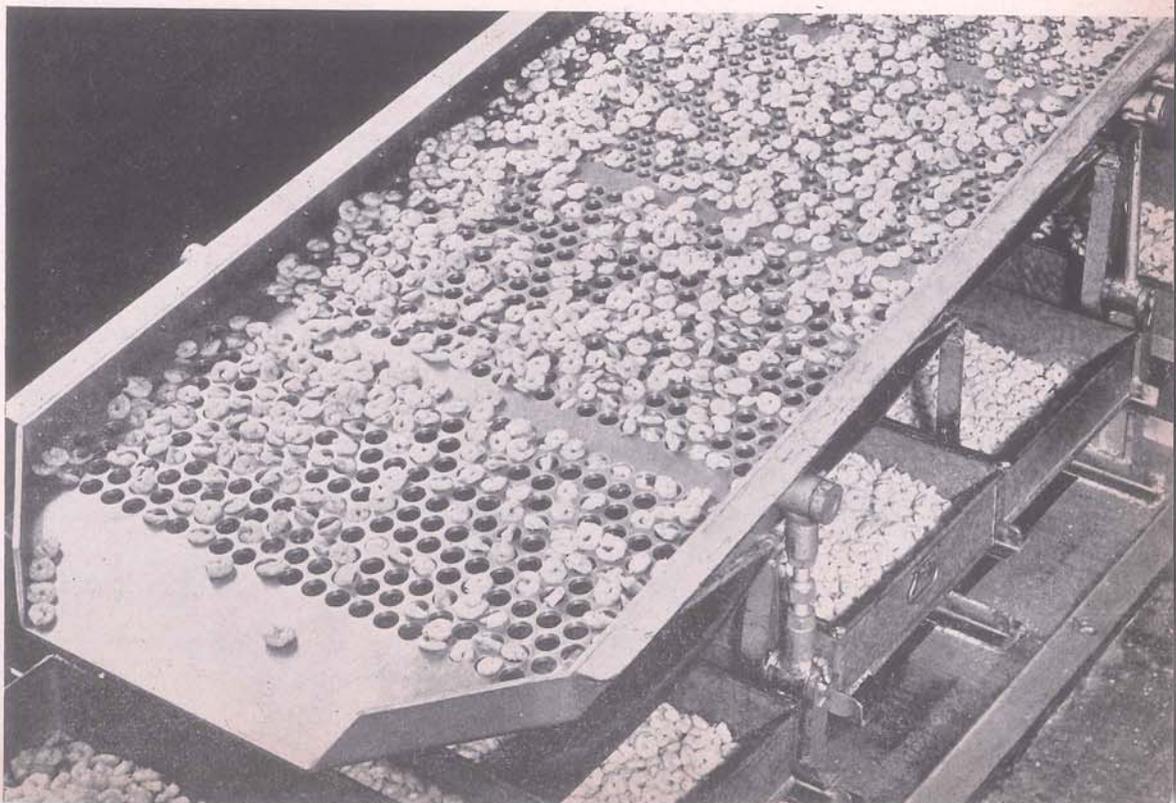
Shrimp to be sold as fresh cooked are first headed and peeled. The meats are washed and boiled in brine, and the cooked meats packed in tins, to be shipped on ice to the consumers.

Frozen shrimp require the preliminary handling of heading and washing. They are then packed on trays and frozen rapidly at a temperature of 40 degrees below zero. They are then dipped in cold water and frozen again, wrapping each shrimp in a coat of ice, and assuring more protection. Most of the frozen shrimp is exported to the Orient, though a great deal is shipped to northern and eastern markets, especially when their seasons are closed.

It is estimated that approximately one-half of the shrimp catch is utilized in canning. The canning of shrimp was first attempted in the establishment of G. W. Dunbar Sons in 1867, but it was not until the bag lining for cans was devised by this concern, in 1875, that canning met with success.

In canning, the raw shrimp are carried in baskets or on conveyor belts from the storage bins or ice boats, and dumped on the pickers' tables. The pickers remove the head and peel the shrimp, separating meat and hull in one deft motion. While there have been reports of successful operation of mechanical shrimp pickers, throughout Jefferson it is entirely a hand operation.

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In just a short time after the start, the shrimp are packed into glass jars (foregorund) or into enameled cans.

The meats are than washed thoroughly preparatory to blanching, or boiling in brine. The most commonly employed method is the use of wooden tanks, usually cypress, at the bottom of which are steam coils for heating the brine. The strength of this brine and the length of time for cooking may vary, depending on the size of the shrimp, weather conditions, or whether wet or dry pack is being prepared. Variations may also result from the requests of buyers of canned shrimp seeking a product of light or heavy salt content.

Before blanching, the meats are white in color, but they emerge from the boiling in brine with the bright red markings so distinctive of the product. After blanching, the meats are either dumped into trays having wire netting bottoms for cooling, or into conveyors equipped with blowers to cool and dry the meats and blow out any remaining bits of hull or foreign matter.

After cooling, the shrimp meats are repicked for final elimination of refuse matter, then graded. This may be done by hand or by mechanical graders. These mechanical graders consist of plates, usually aluminum, in which are holes of from three to five sizes; the smaller holes nearer the conveyor, the sizes progressively increasing. The plate is inclined downward from the conveyor, and when in operation is shaken with considerable force, so that the smaller shrimp pass through the small holes to containers placed immediately underneath, the next size through slightly larger holes farther down the line, and so on, the larger shrimp passing out over the end of the grader into a container there.

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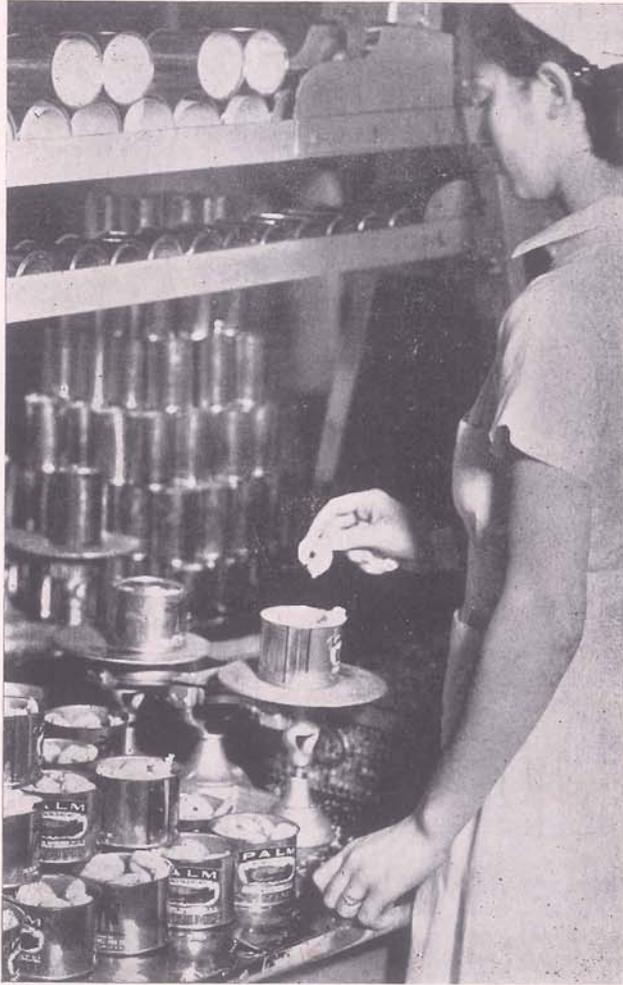
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Grades of canned shrimp may vary with different canneries, and in the same cannery may vary according to specifications of the buyer. Typical sizes of packs may be indicated as “small”, “medium”, “large” and “jumbo”. Very small shrimp may be packed as “baby” shrimp, and pieces are known as “salad” shrimp.

The last handling of the meats occurs with the packing of the shrimp in cans or glass containers. If intended for wet pack, the cans are further filled with brine before sealing, and then conveyed to the sealer, where lids are attached. The glass pack is sealed under vacuum, and part of the dry pack is similarly handled.

Having been sealed, the cans are placed in metal baskets directly from the sealer, and are raised with cranes and lowered into the retorts for cooking. Wet pack shrimp are processed in the retorts at

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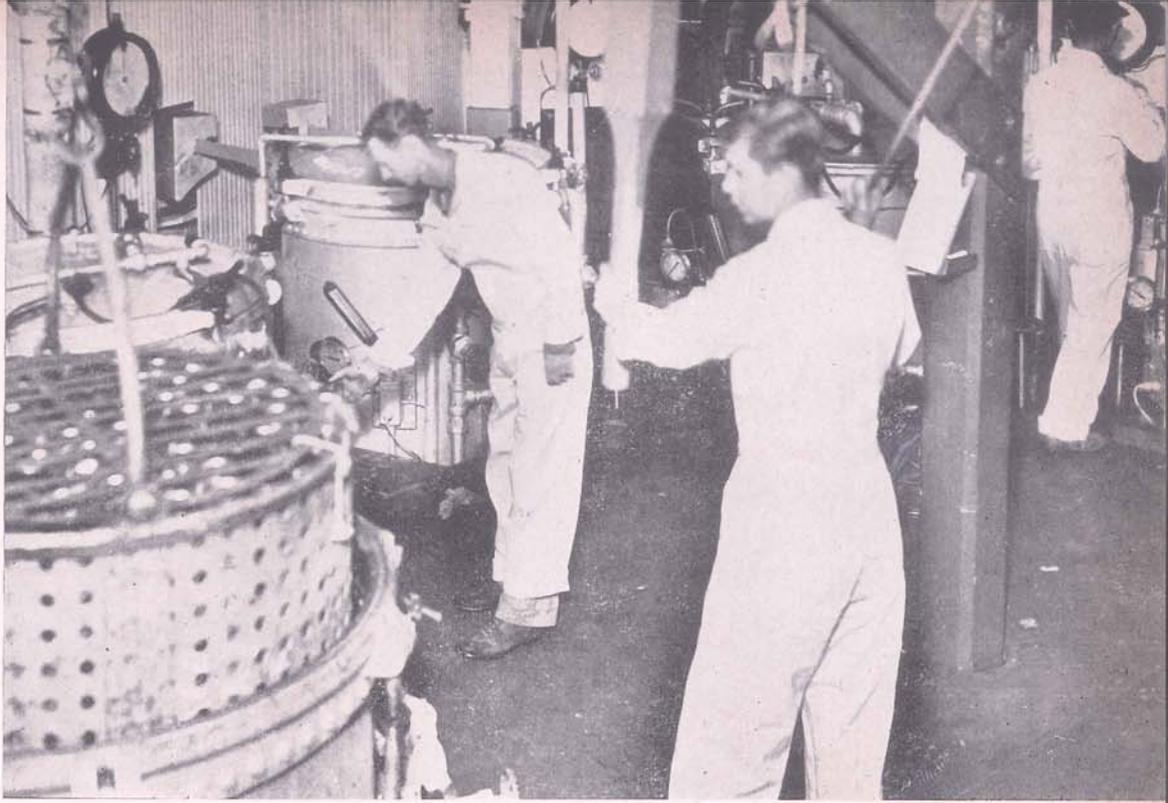
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The shrimp are cooked again, in their own individual containers. This is "pressure" cooking—the final step in insuring fine flavor.

250 degrees Fahrenheit for ten minutes, and dry pack are processed at 250 degrees Fahrenheit for longer periods. After processing, the cans are cooled, to be labeled ten days later, in order that any swells, leaks or other defects that may develop during this period can be eliminated before shipping. Once labeled, the cans are ready for shipment to any part of the world.

It is figured that about twelve per cent of the total catch in the Gulf and South Atlantic states is utilized for sun-dried shrimp, this phase of the industry being restricted to Louisiana, where the sun-drying of shrimp dates from 1873, when the first Chinese camps were started in the Barataria Bay region, at Manila Village in Jefferson Parish. Sun-dried shrimp represent about 11 to 13 per cent of the weight of the whole fresh shrimp. China is the greatest consumer of this product, but recently there has been a slight lessening in demand, owing to internal difficulties in that country and the decline of silver there.

The drying platforms utilize the smaller shrimp, even the little sea bob, which is always refused by the canners. In preparation for drying, the shrimp are landed at the drying platforms and transferred to the boiling vat, where the whole shrimp is boiled in brine fifteen minutes. After boiling, the shrimp are dipped from the vats and spread out on the drying platforms, in a thickness of from two to three inches. At intervals of two or three hours laborers turn the shrimp with wooden rakes to effect uniform drying. In summer drying is usually completed in three or four days, but in winter five to ten days

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may be required. The drying platforms are erected on posts, permitting free passage of air underneath to facilitate drying, and are built with gently undulating surfaces in order that the shrimp may be raked into piles on the crests of the undulations and covered with tarpaulin when rain or inclement weather threatens.

When the shrimp are completely dried, the heads and hulls are removed. A few years ago this process was known as "dancing the shrimp". The workers would gather the shrimp in piles, wrap their feet in burlap and then tread on the shrimp until the shells were broken off. Today, however, mechanical appliances resembling large hoppers are used, automatically removing the hulls from the shrimp. The dried shrimp are then sent through a blower to remove any fine particles of shell that might remain. After the blower they are ready for the crates.

Large quantities of waste result from the preparation of the various shrimp products for market. Approximately 44 per cent of the weight of raw shrimp consists of such waste in the form of heads, hulls and appendages. This vast tonnage of waste, supplemented by some quantities of soft and discolored whole shrimp, is now largely discarded. Its more complete use for conversion into meal for feed-stuff and fertilizer and other uses promises additional revenue in the shrimp industry. In the past year or so, this waste has been found to contain certain chemical ingredients that make it useful in the manufacture of paint.

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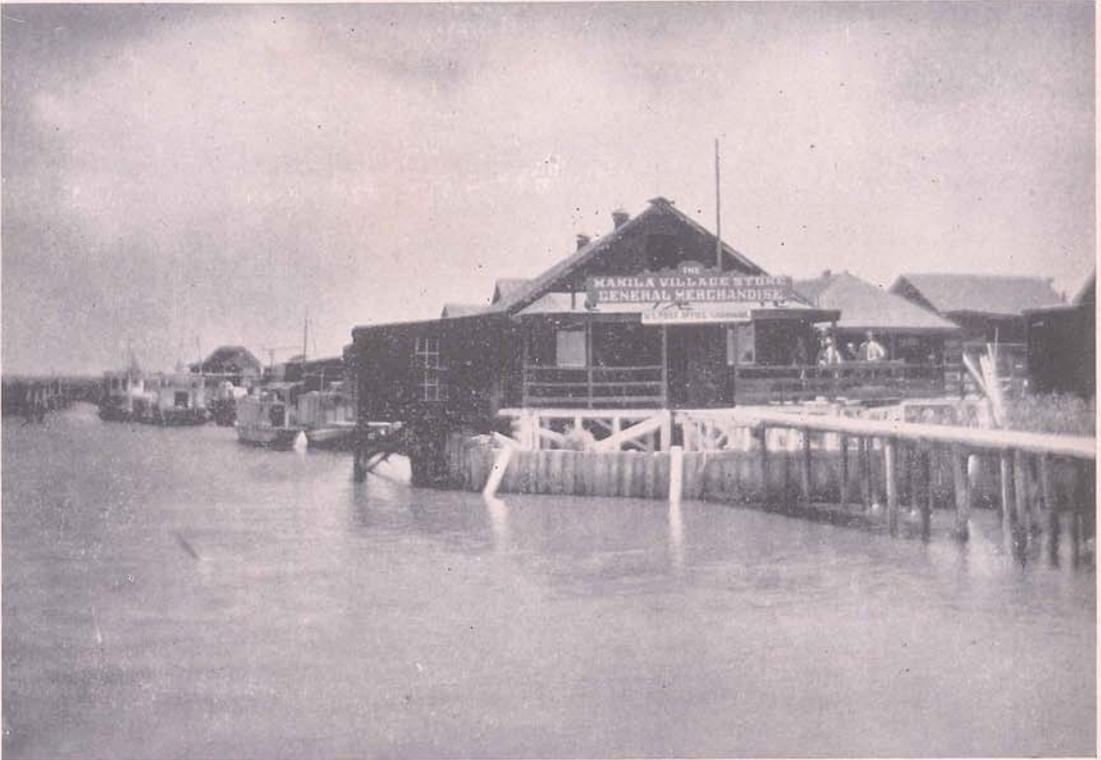
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Manila Village, in the Barataria Bay region. The sun-drying of shrimp in the United States originated in this village on stilts, and this phase of the industry is still confined to the state of Louisiana.

Shrimp meal or "bran" may consist of the particles of hulls and waste accumulated from the drying of shrimp. It may also be prepared from the waste of shrimp picking operations, usually at canneries. This latter material is dried in a tube drier. The heads and hulls, if not given a preliminary crushing before drying, may be ground after. The product thus prepared is sold for mixed foods, Germany being our principal foreign market for this by-product.

Since the products of the shrimp industry have more than doubled in value in the past five years, while most industries have suffered losses, it is highly probable that in the not too distant future the now discarded waste products of the shrimp will be converted into useful articles of commerce, giving added prestige to an already important industry.

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*In Collaboration with Edward M. Comiskey,
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It should be of interest to the people of Jefferson Parish, who are always proud of the achievements of their parish, to know that there have always been schools in Jefferson for the education of her children. The earliest record of the schools is found in a time-yellowed document in the archives of the Cabildo which shows that schools were in operation as far back as 1831. Although the parish was actually created by legislative act in 1825, the fact that the few records that were kept have been lost leads to the belief that there were probably schools in the parish from the very beginning.

These were not public schools in the true sense as we know them today. Real public schools did not exist at that time anywhere in the state. But it is a matter of record that true "free public schools" were projected by the Jefferson Parish school authorities before they existed



Jefferson High School—Jefferson Parish's Basketball Champions. Front row, left to right—Edward M. Comiskey, President of the Jefferson Parish School Board and member from ward in which school is located; Emile Lochbaum, coach, and J. V. Fairchild, Principal.

Second row—Charles Putfark, Williams Daniels, Marvin Lindsay, John Ernst, Peter Petrie, and Lucien Bergeron.

Third row—Walter Whittington, Durelle Couey, Walter Catoire, and Merwin Victory.

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Jefferson Parish's school band, composed of 125 boys and girls from various schools throughout the parish, is State Champion, Parish Band Division, Class F, and was the largest band in the contest held at Baton Rouge. This band has played an Honor Concert at the Coliseum, in Baton Rouge, and has been invited as Honor Demonstration Band to the National Contest at Louisville, Kentucky, May 27-28.

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Gretna High School—Jefferson Parish's Volley Ball Champions. Standing, left to right: Ola Toups, Alice Dauenhauer, Helen Delcuze, Hon. Alvin T. Stumpf, State Representative; Miss Helen Cox, Principal; Miss Becky Beck, Coach; Dorothy Perrin, Lorraine Perrin, Shirley Gremillion, Eunice Bateman, Vivian Bartels and Edith Daul. Cheerleaders: Shirley Thomassie, William Schurb and Alice Clapp.

in any other parish in the state. The origin of the modern system of free public schools is found in an ordinance passed by the Council of the City of Lafayette, at that time the parish seat of Jefferson Parish, now part of the city of New Orleans, on November 4, 1841.

From that period on, the schools of the parish have forged ahead, and now, under the capable leadership of Mr. J. C. Ellis, Superintendent, and the fourteen elected members of the school board, they rank equally with any other schools in the state.

A word of well-earned praise is due here to those fourteen members of the school board who have given unstintingly of their time and advice to aid the cause of our public schools. When it is remembered that no monetary reward 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, then can we truly acknowledge our gratitude to them.

It has always been the policy of the Jefferson Parish School Board to carry on an extensive building program. In the past thirteen years over a million dollars has been spent for school buildings. At present there are six senior high schools, five of which have elementary

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departments; one junior high school, and nineteen elementary schools. Even schools for the colored children 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 Secondary Schools, and that they are approved by the Louisiana State Board of Education.

In the past year several additions and improvements have been instituted. Notably, Paul Solis, a graduate of Loyola University, has been made supervisor of elementary education, and the work in those schools is improving visibly under his earnest direction. Another noteworthy achievement, perhaps unequalled by the schools of any other parish, is the use of visual education. This very modern method of curricular and extra-curricular instruction is utilized in every school in the parish. All of our schools have the very finest 16MM projectors obtainable, and we are thus enabled to take advantage of the numerous free educational films on a variety of topics which are obtainable by the schools. An unusual addition to our curriculum, and one which is in keeping with the most modern trends in education, is the classes in safe driving. This subject, so important in these times when almost every family owns an automobile which is more often driven by the children than by the parents, is taught in all six of our high schools. Another important change has been in the type of school bus used. Believing that the safety of its charges is of prime importance, the school board has purchased a new type of all-steel safety bus to be used



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The Chemistry Department, Marrero High School.

in the transportation of students from out-lying sections, and for other necessary functions such as sending teams to the various athletic events.

In the field of athletics, Jefferson Parish schools are, as usual, proud of their achievements during the past year. All of our high schools have had teams entered in every athletic event—even the state high school golf tournament. The team from Jefferson High School won the Class B championship in baseball and also the parish basketball tournament. Although it was not a strictly high school affair, we take great pride in the fact that the boys from Jefferson High School largely made up the Stumpf American Legion team which made such a glorious record in Legion baseball.

Perhaps the most important athletic event of the past year was not the winning of some championship, but the fulfillment of our dream of a parish-wide athletic program which would embrace every child in our schools. This program was instituted two years ago and proved so beneficial that it has been broadened out to include every school in the parish. Walter Schneckenger has been appointed athletic director for the parish and this program has been put under his direction. Approximately \$2500.00 has been spent for equipment, and it is expected that the extensive plan of supervised athletics in the high schools and supervised play in the elementary schools will produce worth-while benefits to the health and happiness of all our students.

Great progress has likewise been made in that other important extra-curricular activity—music. Dr. Edwards, music director for the schools, has been given two extremely capable assistants: Martin

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Prep League Class B. Baseball Champions of 1937—Jefferson High School. Left to right: Fred Barocco, Durelle Couey, Edward Pepper, John Hodgson, Louis Daigle, Alex Barocco, Henry Hoover, James Roberts, Edward Munsch and Merwin Victory. Also shown are J. V. Fairchild, Principal, and Henry Bergland, Coach.



Metairie High School—Jefferson Parish's Football Champions. Standing from left to right: Hon. Alvin T. Stumpf, State Representative; W. J. Menzel, Principal; A. Reilly, Capt.; Joe Zito, Bill Boehmer, Co-Captain; P. J. Hubbell, Coach; George Walters; J. B. Delerno, and Tom Hanly. Kneeling from left to right: Dean Andrews, Eugene Tregre, Eddie Hanly, Louis Bienvenu, Folse Bertaut, Hubert Aucoin, Jerome Breaux, Arthur Herbert, Whitney Buras, Tom Stanborough, Jimmie Lohmann, Dan Buechner, and Arthur Douglas.

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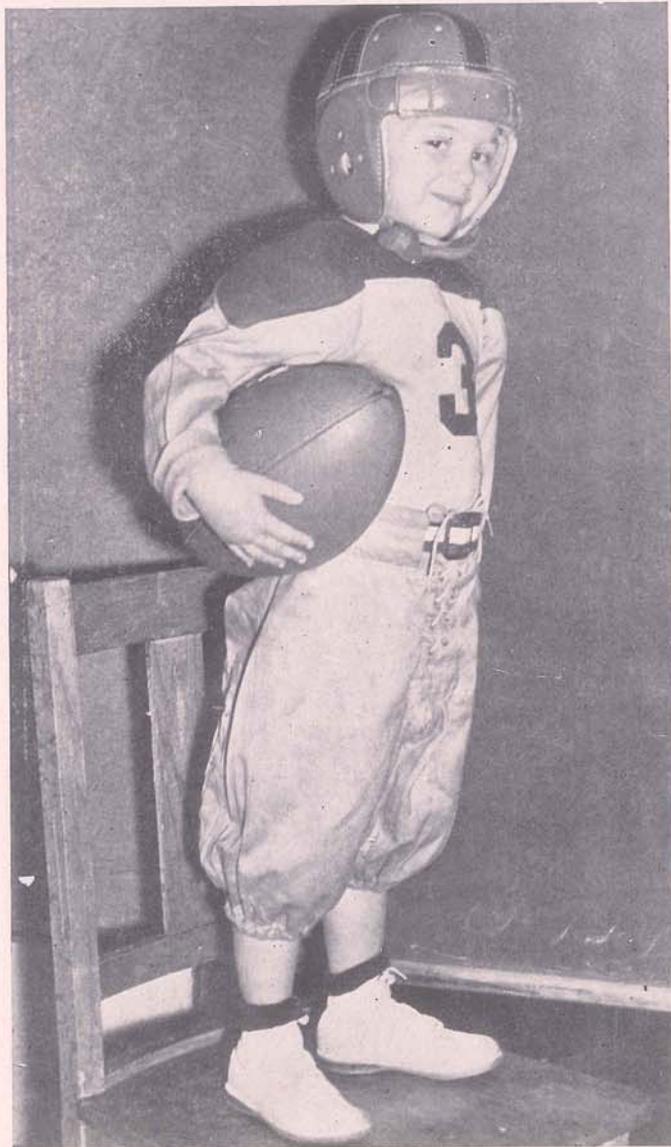
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Judging from these high-lights of our accomplishments and progress during the past year, it should be obvious that we are proud of our school system. But we have dreams for the future that will make what we have already accomplished seem insignificant. We therefore earnestly solicit the aid and constructive criticism of our fellow citizens in order to make our dream come true.

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At the southernmost tip of Jefferson Parish, within fifty miles of New Orleans, lies Grand Isle. Approximately four square miles in area, with a frontage of about eight miles on the Gulf of Mexico, Grand Isle offers the only surf bathing to be found in the vicinity of New Orleans. A favorite vacation spot, it may be reached either by boat, automobile or airplane. To most residents of Jefferson Parish and New Orleans, however, the present road to Grand Isle is longer than it need be, necessitating a trip of about 100 miles, through the parishes of Jefferson, St. Charles and Lafourche.

A new road has been proposed; the route has been surveyed and checked by the Louisiana Highway Commission and found to be thoroughly feasible both from an engineering and economic standpoint. The Federal, State and Parish authorities favor this project, and have



Mr. Donovan, chairman of the Tarpon Rodeo held at Grand Isle in the summer of 1937, checking some of the fish caught. Last year's catch was the largest ever taken. The boat is the Pat Marie 2nd, official yacht.

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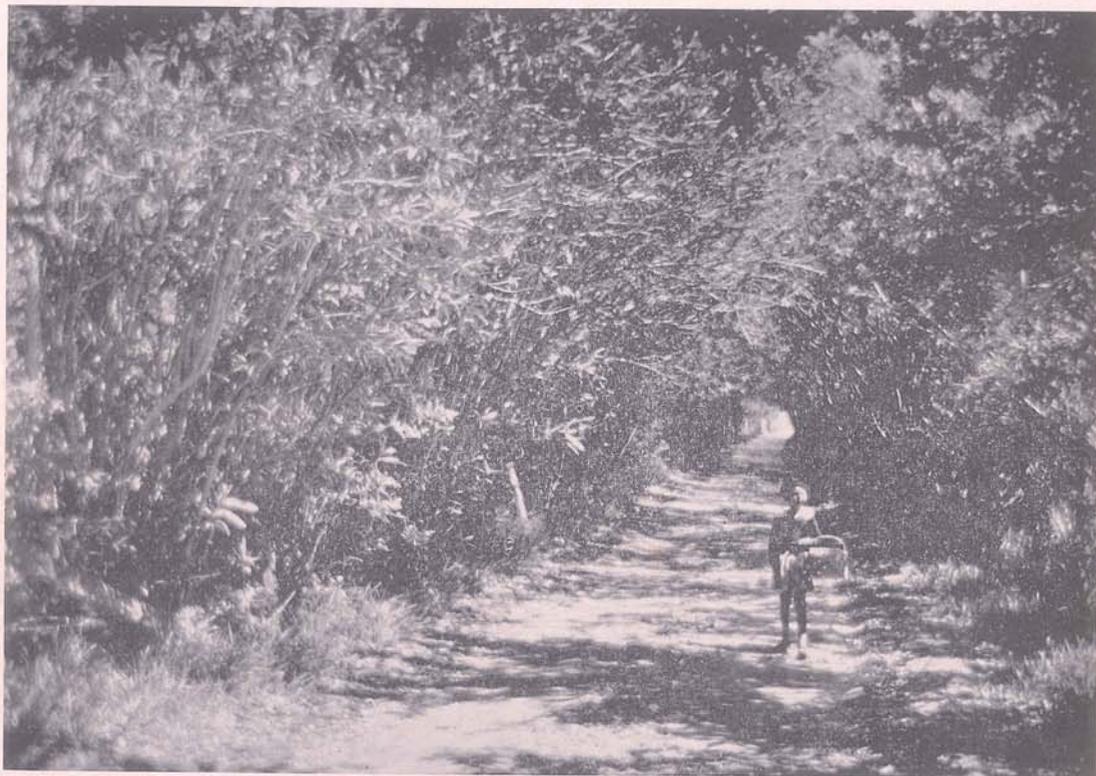
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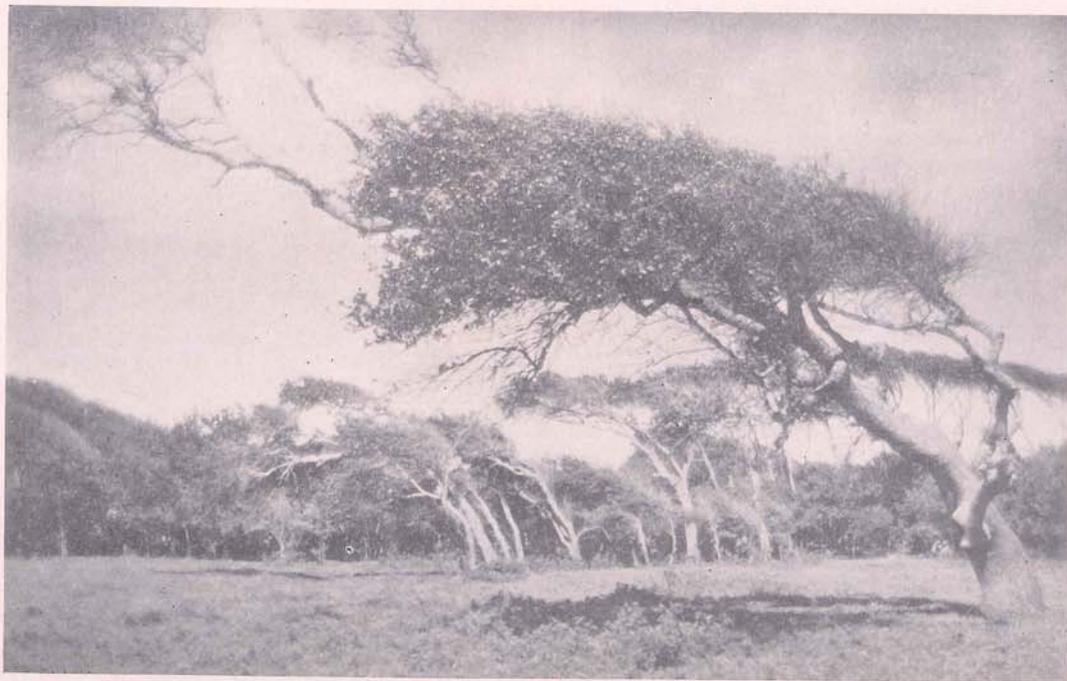
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Grand Isle is famed not only for its surf and sports, but for its unique and picturesque beauty. In this lane, the interwoven oleanders form a fragrant and beautiful tunnel, at the end of which lies the blue Gulf of Mexico.



The constant pressure of the warm breezes from the Gulf has caused these trees to assume their wind-blown angles perpetually.

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The result of a two-day fishing trip by four men at Grand Isle is shown above. From left to right: N. F. Hertzner, Branch Manager, Goodyear Tire & Rubber Co.; Tom A. Cheney, Local Manager, Goodyear Tire & Rubber Co.; Edward Guedon, Secretary, Service Drayage Co., and James B. Herrin, President Herrin Motor Lines. On this trip, October 15th and 16th, 1937, 44 fish were caught, the largest weighing 54 lbs., the smallest, 26 lbs. The total weight of the forty-four fish was 1300 lbs.

stated their willingness to co-operate. It is the settled policy of all governmental agencies to encourage projects aiming at increased recreational facilities for the people. It seems quite probable that this new road may soon become a reality.

Leaving Marrero, the proposed route proceeds to Lafitte. No road need be built here, since there is already a highway, which is about to be blacktopped. From Lafitte, a new road must be constructed, for a distance of thirty miles. As the proposal now stands, this road will closely parallel the route taken by boats to reach Grand Isle, following the bank of Dupré Cut to Bayou St. Denis, cutting across the marshland skirting Barataria Bay, and finally across a chain of little islands to Grand Isle. If a canal is dug from the vicinity of Lafitte to the Gulf of Mexico, the banks of the canal can be used as the foundation of the new road.

This road will offer magnificent recreational possibilities. Not only will it reduce the distance to Grand Isle by exactly half, but will

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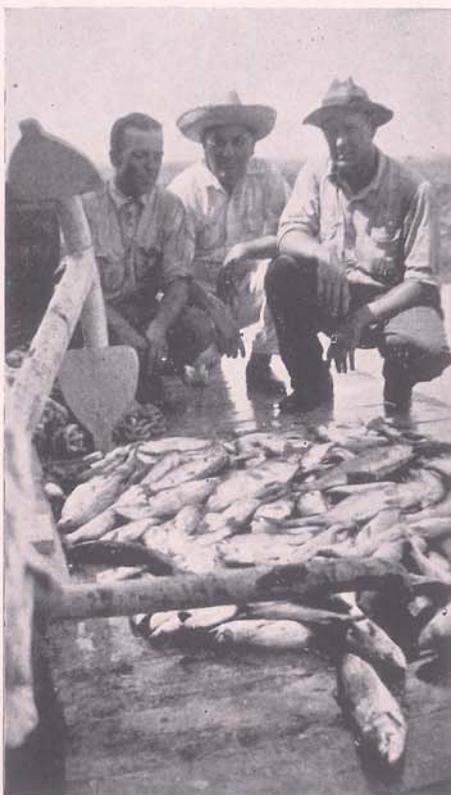
511 Canal St. MAin 6771

F. W. MACKIE

GROCER

Magazine and Gen. Pershing

UPtown 1604 New Orleans



A nice catch of speckled trout, caught in the bay waters of Grand Isle. The men in the picture are, left to right: R. E. Bridges, C. C. Clifton and W. H. Black.

in itself afford an interesting trip. It will greatly facilitate the transportation of oysters, fish, shrimp and crabs, as well as oil and other products of Jefferson Parish.

The present road from Marrero to Lafitte is already popular. Running twenty miles through a region abounding in game and fish of every kind, it attracts sportsmen the year around. The picnic-grounds and boating facilities so easily available draw thousands of people each summer. Its pictorial charms are many. Spring brings a wealth of color—purple, blue and copper iris vying with the tender green of new leaves and the flame of budding maple. In summer the glossy oak leaves form arches of grateful shade over the road and through gaps in the trees the cool bayou waters sparkle invitingly.

Below Lafitte, the country changes. The Marrero-Lafitte Road runs through comparatively high land, through farms and forests. The section below Lafitte will be built through low, marsh land, but on a firm foundation of sand. Even the trip across the marsh will be far

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Three bull red fish caught in Grand Pass, between Grand Isle and Grand Terre. The men in the picture, reading from left to right: W. H. Black, R. E. Gunstrum and C. C. Clifton.



Fornet Millett's general store at Grand Isle, where boats visiting Grand Isle dock.

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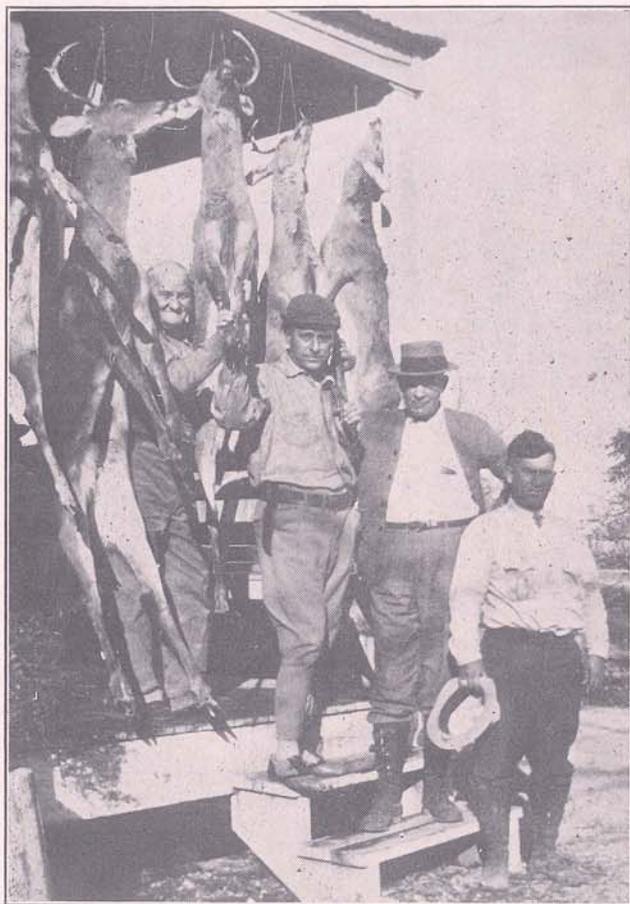
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While Grand Isle is not noted for its deer, these fine bucks were killed in the vicinity, near the Jefferson-St. Charles Parish line. The men in the picture, reading from left to right: W. D. Tinney, Resident of St. Charles Parish; Frank Vonder Haar, State Fire Marshal; Leon C. Vial, Sheriff of St. Charles Parish, and Frank J. Ehret, deceased.

from monotonous, for it offers its own variety of beauty, in the lush grasses and flowers of the flat land and the huge live oaks growing on the higher ridges, or "chenieres". The road will pass directly through the Lafitte Field, one of the country's most promising oil districts.

At the end of the road lies Grand Isle, offering everything for a perfect vacation, delicious food, excellent fishing and hunting, and the best and safest surf bathing to be found anywhere.

Not only is Jefferson Parish a unit in desiring this new road, but petitions have been signed by thousands in Orleans Parish and other parishes adjoining Jefferson, asking that this road be built, and it is to be hoped that we will soon have our newer, shorter route to Grand Isle, all in Jefferson Parish.

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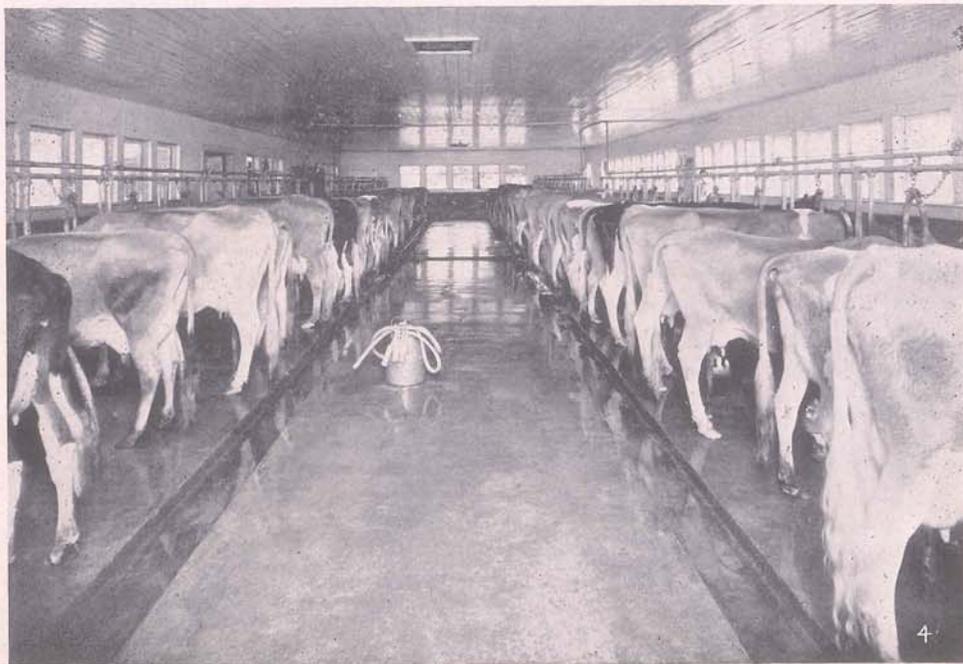
Agricultural Activities

GEORGE T. GEIGER, JR.
County Agent

The alluvial soil of Jefferson Parish is excellent for the production of vegetables and flowers, and at present more than four thousand acres are under cultivation for truck crops, with approximately 6000 of Jefferson's total population of 45,000 classed as rural. The main enterprises consist of growing of commercial vegetables; the production of dairy products, poultry and eggs; floral culture; cotton; cane and a constantly increasing production of swine.

The advisory board of Jefferson Parish is composed of fifteen farmers and business men, who are called on for advice in matters pertaining to agricultural development of the parish. These same men also serve on the Agricultural Program Planning Committee for Jefferson Parish.

The 273 dairy farms of Jefferson Parish produce approximately 2,500,000 gallons of milk annually, which is bottled, delivered and retailed from house to house in Jefferson Parish and New Orleans by the individual dairymen. These dairymen are classed as "Producer-Distributors" and represented in the Progressive Dairymen's Asso-



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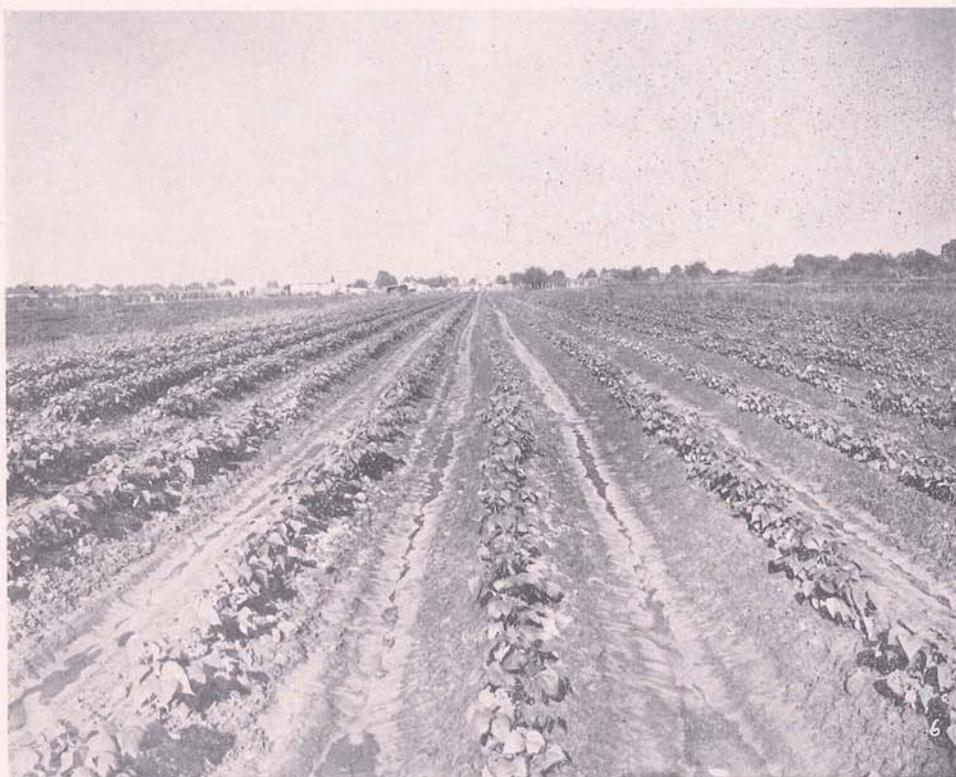
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Marrero



An early crop of bush beans, produced on a farm near Waggaman, in Jefferson Parish.

ciation. This association aids greatly in furthering better methods of dairying and protects the dairy industry of the parish.

A Herd Improvement Association exists in the parish for assisting dairymen in the movement for better stock. Pure bred bulls of excellent type are constantly being brought into the parish for individual dairymen through the courtesy of the Louisiana State University. There has been great progress in the dairy industry due to this movement.

Practically 75 per cent of the dairymen are now raising their own stock. In combination with this project is that of growing soybeans for supplying hay to meet the needs of the individual dairymen, and growing and grinding corn for silage. The outcome of these practices has been the substitution of home-grown feed for commercial feed, resulting in an appreciable saving. Approximately 50 per cent of the dairymen in this area have adopted this practical and profitable method.

The Mississippi River Bridge, located in Jefferson Parish, has brought the rural people of the west bank in closer contact with the markets of New Orleans. As a result, there has been further development in the truck farming in that section. On the east bank, greater shipments have been made from Kenner, which is gradually regaining

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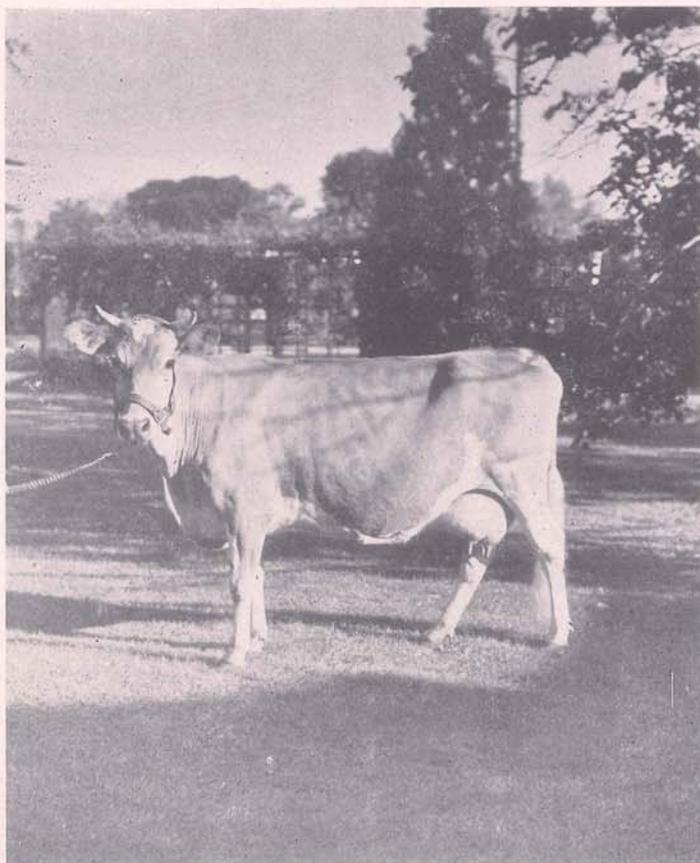
Wrecker Service

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its former position as one of the leading vegetable shipping points in the south. The South Louisiana Vegetable Shippers' Association is composed of shippers organized to ship co-operatively the products grown in this area.

Considering its importance as a source of income, the raising of poultry can be placed third in comparison with the other agricultural enterprises of the parish. Like dairy products and truck crops, there is a ready market for all available poultry and eggs in the New Orleans markets. In order to elevate poultry raising to its proper place, raising of feed rather than the use of commercial feed is advocated, and is now a common practice of most of the poultry farms.

The raising of swine is an activity which is growing rapidly in our parish, especially since the farmer has realized that all the feed needed can be supplied by culled, inferior vegetables and by-products collected from different sources in New Orleans. Practically all hogs in the parish have been inoculated to prevent cholera, which has previously caused farmers great losses. Many pure-bred male and female hogs are being brought into the parish. Duroc-Jerseys are prevalent



This Guernsey cow, owned by Norwood Dairy, at Marrero, has produced 14,571 pounds of milk and 672 pounds of butter in 365 days for the state championship of 1937, in class DD (3 1-2 to 4 years olds).

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at this time, with Poland-Chinas not far behind. Through the courtesy of Sears-Roebuck Company, who realized the possibilities of hog production in Jefferson, ten pure-bred Poland-China Gilts and a boar, all of selected stock from Illinois, were placed with 4H Club Members in various sections of Jefferson Parish.

Rating among the higher agricultural enterprises of the parish is that of floral culture. Many florists are engaged in the production of flowers, some of which find a market in New Orleans, while others are shipped to points in the north. Along with this has come lily-bulb production, which has proved successful. Dr. Julian Miller, of Louisiana State University, has been working constantly during the past few years on the development of disease resistant varieties. In the course of time, Jefferson Parish will share in the three million dollar annual lily-bulb production now claimed by China.

The parish has taken a step forward in the welfare of its citizens in regard to beautification of home grounds and gardens by supplying spraying and dusting materials, implements and fertilizers for use under the direction of the County Agent, stimulating the movement toward rural and city beautification.

Due to mosaic disease, which affects sugar cane, Jefferson Parish, like other southern parishes, had suffered the loss of its leading staple crop. However, with the aid of experiment stations, mosaic resistant varieties of cane have been produced and introduced into the parish. As a result, we find cane again being grown on quite a large scale near the St. Charles-Jefferson Parish line, from whence it is trucked to a near-by mill in St. Charles Parish for grinding.

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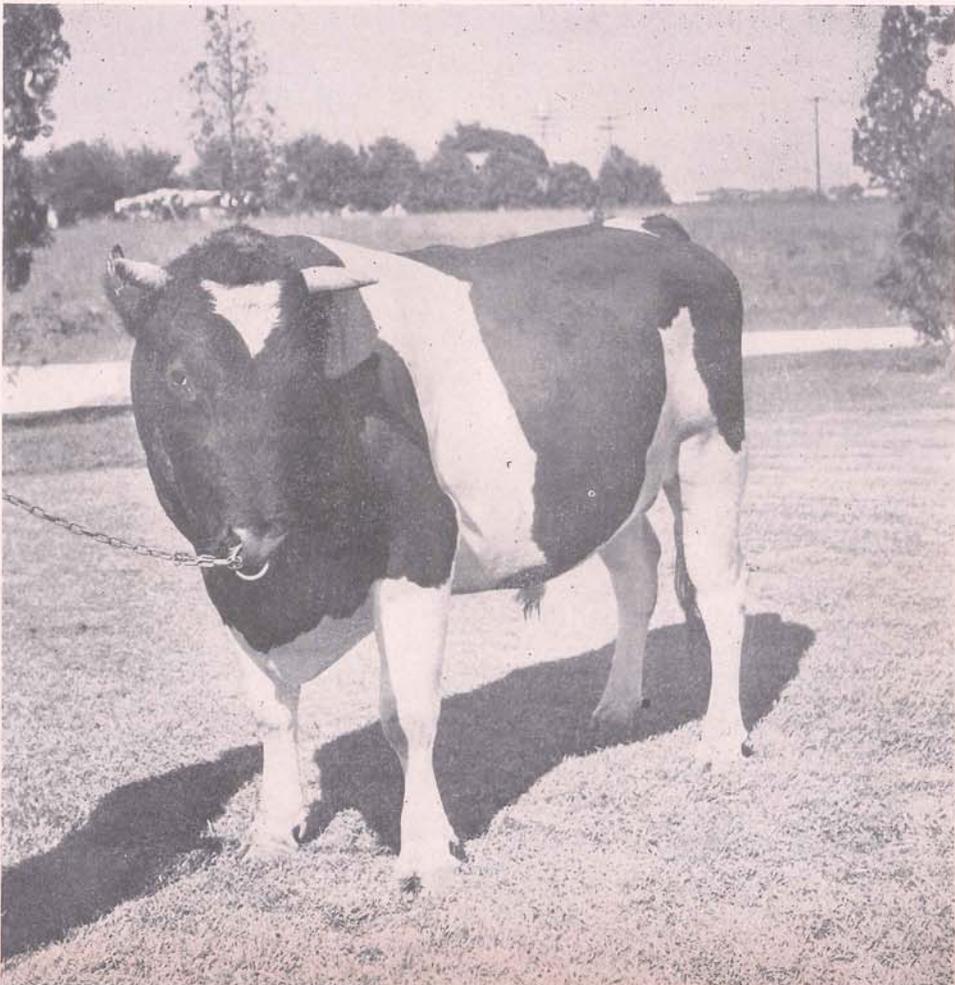
Phones CEdar 1212—1250

Although cotton is not grown on an extensive scale in the parish, our land seems most suitable. It is not uncommon to witness a production of a bale per acre or better on the recently drained areas in the parish.

There are approximately 400 members enrolled in the Jefferson Parish 4H Clubs. Their projects consist of gardening, poultry raising, bee keeping, swine raising, dairying, sewing and canning. For the past three years there has been an annual Parish Achievement Day, conducted at Hope Haven during the spring, where members are given an opportunity to display their products and knowledge of agricultural activities. Contests are held and the winners are rewarded by competing later in the state contests at Baton Rouge. This 4H work is carried out in the schools with the help of men and women who are classed as local leaders, the majority of these being teachers in the schools.

Along with the Agricultural Adjustment Administration Program whereby farmers receive benefit payments in crop control programs, there is also in Jefferson Parish the Farm Security Administration, which affords farmers the opportunity of borrowing money from the government at a low rate of interest.

A Holstein bull calf from Louisiana State University, raised at Hope Haven.





Miss Rita Mae Gegenheimer, Miss New Orleans of 1937, one bathing beauty who isn't afraid of the water.

Youth in Jefferson

ANNIE LAURA HOWARD

Associate Editor

Miss New Orleans—Of Jefferson Parish

On July 16, 1937, at Pontchartrain Beach, there gathered some 50,000 people, the largest number ever assembled in New Orleans for any contest, including football and baseball. Their purpose in being there was to choose the loveliest lady in the Crescent City from the hundred contestants for that honor.

Past the judges' stand there passed blonds, brunettes and titians, pleasingly plump, delicately slender, divinely tall and charmingly small—one hundred examples of that pulchritude for which New Orleans is famed.

The applause rose and fell. The eight skilled judges gazed and pondered, and finally chose—a delightful bit of femininity five feet, three inches tall, a slender, blue-eyed blond—sixteen year old Rita Mae Gegenheimer, of Gretna, La.

Today finds Rita Mae untouched by her thrilling experience, poised and confident, but without the vainglorious self-love that is too often the result. A charming, thoroughly modern girl, she manages to contradict two ancient adages, for she is undoubtedly a smart blond, beautiful but not dumb.

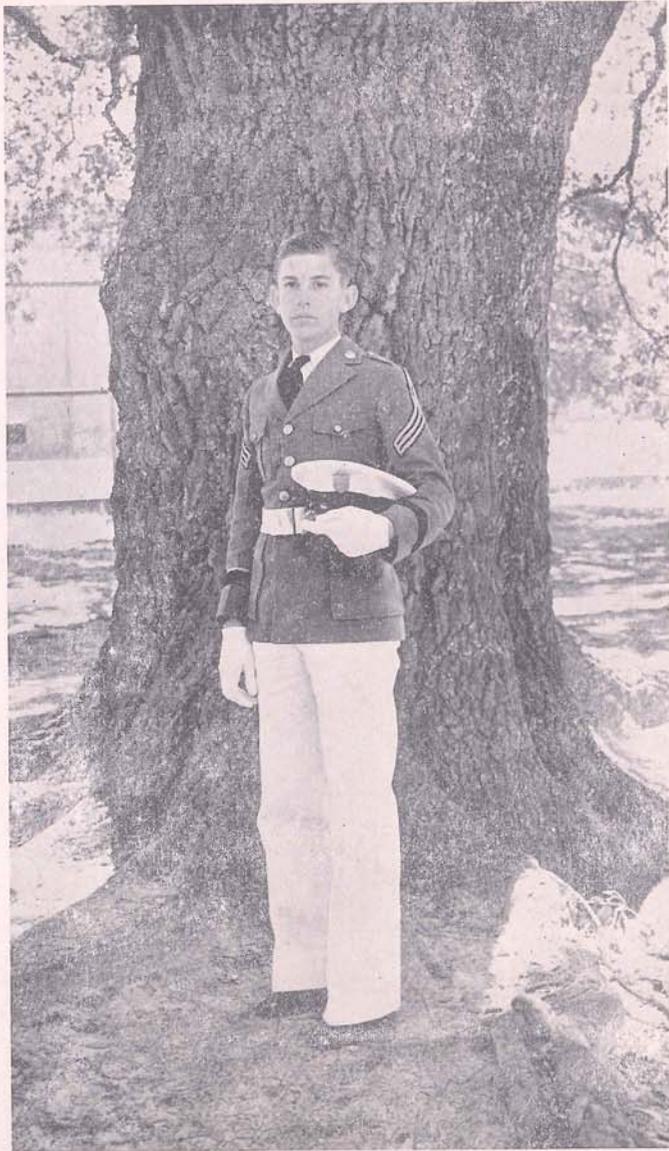
So, say we, hats off to Miss New Orleans from Gretna—long may she reign!

CADET WEAVER TOLEDANO

Jefferson Parish, while not exactly what might be termed a military parish, takes pride in the achievements of one of its more soldierly sons, Weaver Toledano, of Kenner.

A member of the graduating class of the Gulf Coast Military Academy, the South's best military school, Cadet Toledano is a sergeant in Company C, of which he has been a member since his enrollment in the school.

While yet a sophomore, Weaver gained a signal honor. At Commencement in 1936, meeting sophomores, juniors and seniors in the



Cadet W. R. Toledano. Now a senior at Gulf Coast Military Academy, Cadet Toledano in his sophomore year won the gold medal as best-drilled cadet in the school.

individual competition for the Manual of Arms, he won the gold medal as the best drilled cadet in the whole Academy corps.

To quote a letter from the Gulf Coast Military Academy, "Cadet Toledano has risen through the grades from private to sergeant, and is a fine soldier." Which proves what we have always said, Jefferson produces fine youngsters, and Cadet Weaver Toledano is a splendid example.

FREDDIE HAAS

A slender, bronzed Jefferson Parish youth who looks down upon you from an altitude several inches above six feet may be seen nearly every evening following a little white ball over the fairways of the Colonial Club near Harahan. From his modesty and disinclination to speak of himself, you may not realize that he is one of Louisiana's greatest contributions of all time to golfdom. But if you follow golf



Freddie Haas, Jr., one of the South's leading golfers, and another source of pride to Jefferson Parish.

news in the newspapers, you will probably recognize him as Fred Haas, Jr., aged twenty-two.

He has a large room full of trophies, huge, shining and splendid ones, but you won't learn that from close-mouthed Freddy, who like his father, Fred Haas, Sr., Colonial "pro" believes that golf should be played with clubs. But if you follow the papers, you already know that Freddy was nominated in January one of the eight members of the American Walker Cup team who will journey to Scotland this summer to engage the British team on the historic St. Andrew's course, June 3-4; and you also know he has won the Canadian Amateur, Southern Intercollegiate and National Intercollegiate championships and worn for two successive years the Southern Amateur and Western Junior crowns. He is also the only man to ever score a grand slam, winning the New Orleans and Louisiana State titles two years in succession, and is the youngest golfer, next to Bobby Jones, who did the trick at sixteen, to win the Dixie championship. Freddie was eighteen.

Freddie has played in something more than 250 tournaments, and won more titles than he remembers, but of all the honors he has won, his family are proudest of this telegram:

"Fred Haas,
Colonial Country Club,
New Orleans, La.

You should be a very happy man tonight for in addition to your son winning the premier golf honors of Canada he has won our hearts as well through his charming personality and outstanding sportsmanship (stop) On Tuesday we admired his golf (stop) On Wednesday we liked him (stop) On Thursday we realized what an expert he is (stop) On Friday we selected him for the finals (stop) Today the champion has endeared himself to everyone in Winnipeg with whom he came in contact (stop) Hearty congratulations.

(Signed) The Tourist and Convention Bureau of Manitoba,
H. G. Persse, President."

THE LIBERTY GIRLS

The Liberty Girls, organized and sponsored by John McDonogh Post No. 3121, Veterans of Foreign Wars of the United States, on September 23, 1934, in the city of Gretna, ranks high among the many youth organizations sponsored by the Veterans of Foreign Wars in the United States.

The original membership was placed at forty-eight, or one girl for each state. Since then, this quota has been increased from time to time to take care of new members, the limit finally being fixed at two hundred. The present membership of two hundred girls between the



The Liberty Girls. An organization of 200 girls, it is the largest of its kind in the United States. Its drum and bugle corps is champion of the South.

ages of eight and sixteen makes this organization the largest of its kind in America.

There are no written rules or laws. Each girl is placed on her honor. The girls are taught many useful things, including first aid.

The Liberty Girls Drum and Bugle Corps of forty is the champion girls' drum and bugle corps of the south. Their activities are many, including participation in the annual Armistice Parade in New Orleans, the Westside Carnival Parade, Gretna School Parade, annual Kite Parade and many others.

ADAM VINCENT BILLIOT

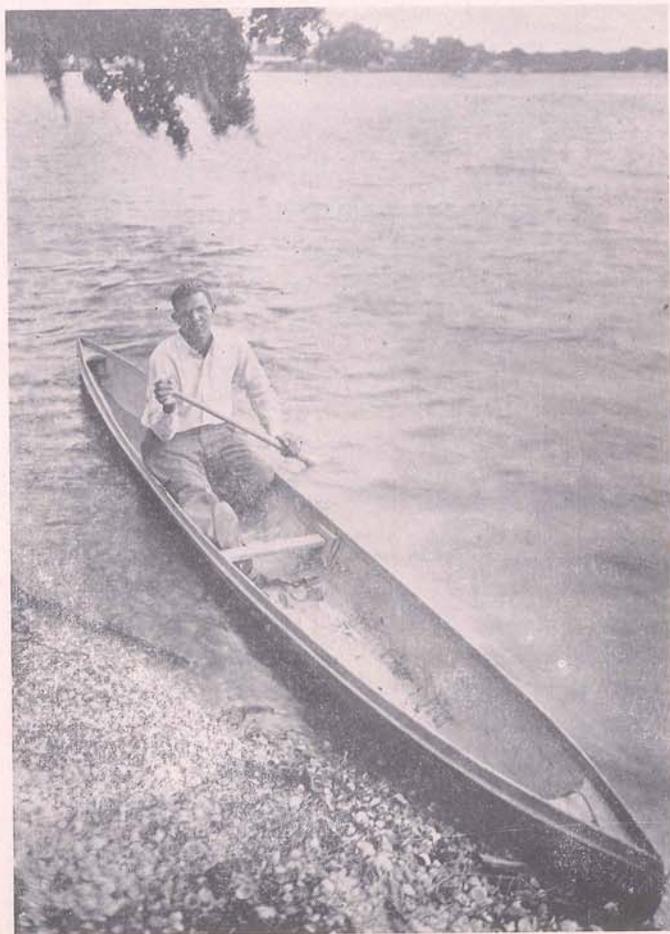
When a man of the bayous paddles a pirogue it is an affair of grace and beauty. The tiny shell of a boat skims smoothly over the water, the paddle flashing. But when one not bred to the bayous first tries his luck! The pirogue is no longer a boat, but a cross-grained, cantankerous piece of wood, imbued with one flaming desire, to dump the luckless amateur into the very wet and watery bayou.

Of course, you may be able to paddle a pirogue. You may even be able to paddle a pirogue very creditably. But if you should say that you can paddle a pirogue at the rate of eight miles an hour, or an average of fifty strokes per minute, you are either a superman, a liar, or Adam Vincent Billiot. For that is exactly what this eighteen year old Baratarian can do.

For two years running, young Billiot has captured first prize in the annual pirogue race. In 1936, he finished the 4.7-mile course in forty-eight minutes and seven seconds. In 1937, he broke his own record, cutting his time to thirty-five minutes and nine seconds.

The 1937 race was particularly exciting. Taking the lead at the beginning of the race, at the third mile Billiot led the field by 350 yards. Here he stopped a moment, turned, and waved the others on. In the last mile he increased his speed, raising his paddling to fifty-six strokes per minute. At the finish his lead was nearly a quarter of a mile.

It is almost time for the 1938 pirogue race to be held. And in view of past performance, our money is down on Adam Vincent Billiot to again paddle off with first prize.



Adam Vincent Billiot—pirogue paddling champion of the world.



1937 State Champions of Junior American Legion Baseball. Reading from left to right, standing: Gus Schwarz, 1st Vice-Commander, David W. Weidman Post No. 64, of Gretna; LeRoy L. Hall, Commander, Metairie Post No. 175; Ronald Fresh, Assistant Coach; S. J. Granjean, Edward Pepper, State Representative Alvin T. Stumpf, Sponsor; Leonard Sickinger, Thomas Flaherty, Co-Manager; Forest Fresh, Coach; H. L. Simoneaux, Past Commander Metairie Post; Jacob Huber, Past Commander Weidman Post. Middle row: Vincent Savona, Bat Boy; Warren Livaudais, Fred Barocco, Joe Ovella, Durelle Couey, P. J. Nagele (of 1936 team); Jos. Mongogna, Harry Bush, Bat Boy. Sitting: John Hodgson, Tony Gennero, Captain; Blaise Danos, Louis Thibodeaux, Mascot; Louis Daigle, Louis Blanda and Sam Demma. Insets: Hon. J. J. Holtgreve, Sr., Past Commander, Metairie Post, Manager; and Pershing (Pete) Thomassie. Absent from picture: Second District Commander Fred Simonson; Louis Vicknair, Commander Weidman Post No. 64, and Alex Barocco.

STUMPF JUNIOR AMERICAN LEGION TEAM

A list of Jefferson's champions must necessarily include the Stumpf Junior American Legion Baseball Team, State Champions for 1937. Although officially the best in the state, this team was prevented from going farther afield and securing still greater honor solely by a question of eligibility.

In the annual Junior American Legion Baseball League, a national affair covering every state in the Union, the State of Louisiana is divided into eight districts. The Stumpfs won their Second District Championship easily, defeating the Norco team in the first three of five games.

In the play-off for the First-Second District Championship, the Stumpfs defeated the First District Champions, the Zatarain Papooses of New Orleans, thus winning the right to continue to play for the State Title. At this point, the eligibility of Joseph Mongogna, of the Stumpfs, was questioned. Mr. Larry Fox, Louisiana State Chairman, ruled Mongogna eligible, whereupon the Zatarain officials went over Mr. Fox to the National Chairman, who ruled the player ineligible.

However, since Mr. Fox had the right to name the team to play further, he named the Stumpfs, who next met Baton Rouge, the winner of the Third-Sixth District Championship, in a three game series. The Stumpfs won the first two games, the first at Baton Rouge and the second at Hi-Way Park in Jefferson Parish.

There remained only Opelousas between the Jefferson team and the State Title. The first game was played at Hi-Way Park, and the Stumpfs won. The next was played in Opelousas. This game proved that our team had what it takes to make champions. Trailing by five runs in the eighth inning, and faced by the possibility of playing a third and final game in enemy territory, the boys pushed over seven runs to take the lead. In the last half of the inning, Opelousas scored again, to come within one run of tying the score. But Luck was against them, and the Stumpfs were State Champions.

They were, however, barred from further competition for the National Title by the National Chairman. The Zatarain Papooses were chosen to represent the state in the National games, only to lose to East Lynne, Massachusetts.

The Parish of Jefferson is grateful to Mr. Alvin T. Stumpf, through whose unflagging efforts and grim determination our boys were able to win at least the State Championship, and we hope that in 1938 our Jefferson boys will win not only another State Championship, but the National Championship as well. If they don't, we know they're good enough sports to take it on the chin and grin. And that goes for all our youngsters, big or little, girls or boys. In other words, we think they're swell. And don't contradict us unless you're looking for trouble.



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Wrecker Service

Harvey Canal Turns Day Dreams of Progress Into Reality

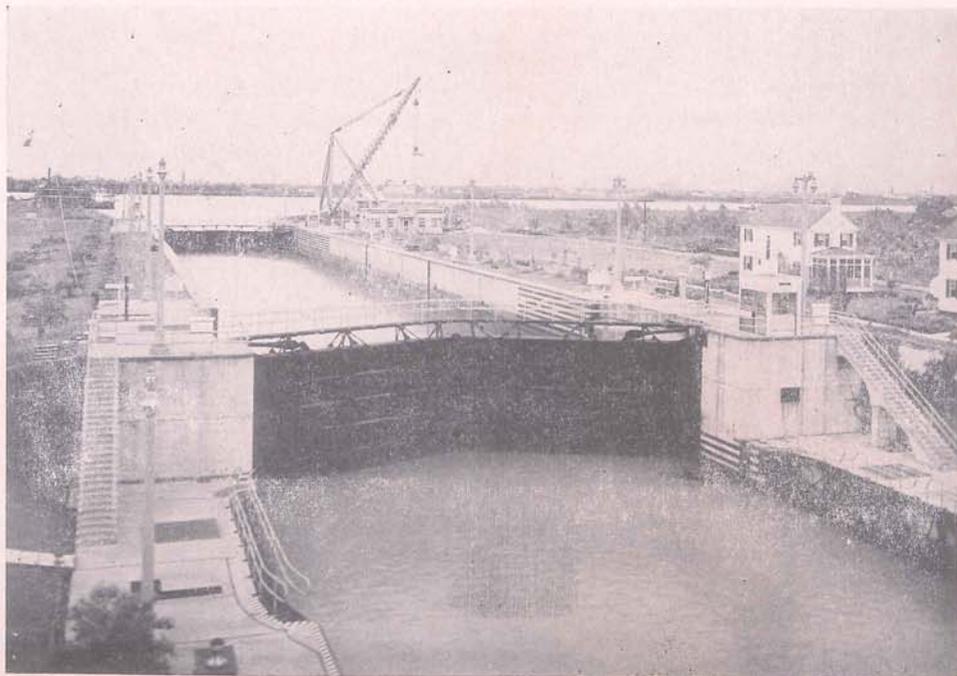
C. O. HOOPER

Engineer and Builder

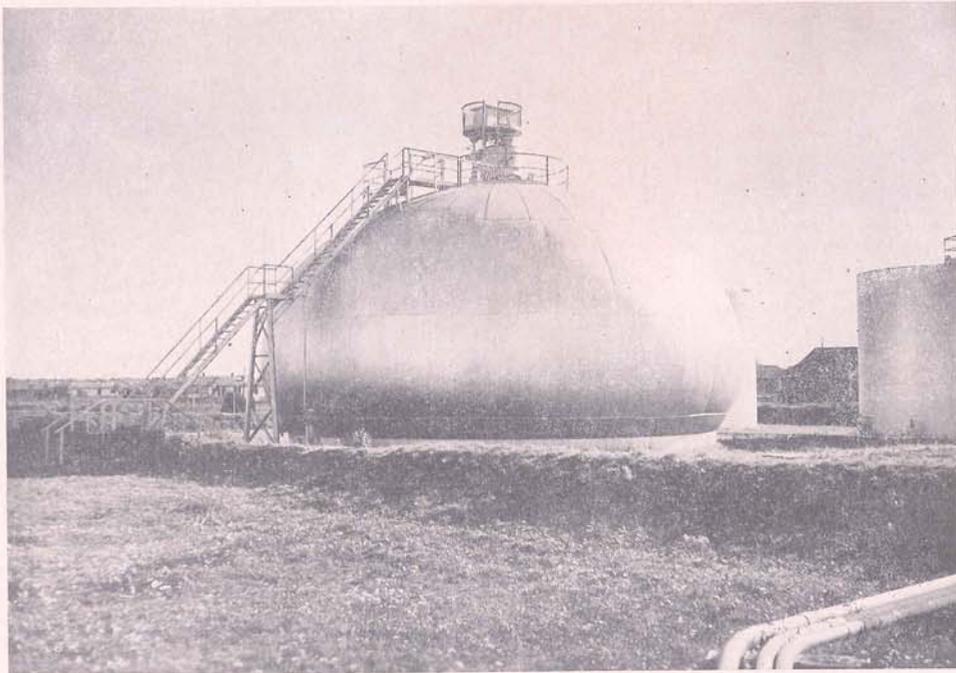
From the Mississippi River at Harvey, Louisiana, to Galveston, Texas, a distance of approximately 365 miles, stretches the United States' Intracoastal Waterway, familiarly known to residents of Jefferson Parish as "Harvey's Canal."

A few years ago, it required approximately six hours to effect the transfer of a towboat and five barges from river to canal. Once within the canal, boat and barges proceeded cautiously down the narrow channel, often impeded by thick mats of water hyacinth. The only signs of human life were an occasional moss-picker's shack, or the moss-picker himself pausing on the banks to watch the towboat's slow progress.

With the United States' purchase of Harvey Canal as the Lower Harvey Route of the Intracoastal Waterway, all this was changed. In 1933 a modern double-gated lock was installed at the confluence of the Harvey Canal and the Mississippi, reducing the time needed to transfer towboat and barges from six hours to twenty minutes, and



The Harvey Lock, where the Intracoastal Canal joins the Mississippi.



An oil storage tank on the Intracoastal Canal in Harvey. The odd shape of this tank allows more volume.

the canal itself was widened and dredged to a uniform depth to accommodate the greatly increased traffic.

At one time, the only commerce the canal knew was an occasional boatload of moss or cordwood. The present finds it teeming with life undreamed of a scant ten years ago. Each day sees a varied and colorful fleet move through the canal — shrimping fleets about their business, great trawls hanging limp from their masts; towboats and barges bound for Texas; pleasure craft speeding toward the fishing grounds of the Gulf. From Texas come barges laden with oil from refineries for bulk plants in the parishes of Jefferson and Orleans, while Galveston sends barges heaped high with golden mountains of sulphur, bound for the markets of the middle west and Chicago. Scores of other boats pass, some with a rush and a swirl of foam, others chugging along slowly, each absorbed in its individual pursuit, whether business or pleasure.

The commerce through Harvey Lock has been greatly increased by the major oil companies operating and developing the fields at Lafitte and Leeville. These oil fields have also aided in bringing the land bordering the canal into prominence as an ideal location for businesses and industries supplying materials used in the development of oil producers, as is illustrated by the recent acquisition of Harvey property by dealers in heavy timber, piles, cement and derrick assemblies, and the rapid building activities now under way along the

east bank of the waterway, which is adequately served with electric power, railroad facilities and a parish highway.

The canal offers unsurpassed advantages to companies dealing in clam shells. The Intracoastal Canal gives easy access to the numerous shell reefs located throughout the region of lower Jefferson. Shells may be mined from these reefs and transported by barge to any point along the canal, from New Orleans to Texas, to be used in building and repairing roads. Dealers in shell find the east bank of the canal adjacent to Harvey particularly convenient. Here the shell may be stored for future use; shipped directly by barge through the Harvey Lock into the Mississippi, and so to all that part of the United States through which the river and its tributaries flow; or loaded into trains and trucks, to be transported overland.

Industries which have grown up through the increased activity surrounding the canal at Harvey are now operating on this stream, adding their quota toward making Jefferson Parish a greater industrial center. More men are employed and families established, increasing the buying power in the immediate vicinity. Such development naturally results in increased prosperity within the parish at large.

To those of us who have worked toward this new industrial center, its growth from the comparatively useless cow pasture of ten years ago to the industrial position it now occupies is indeed gratifying—day dreams turning into reality before our eyes.

—o—

Jefferson—The Parish With a Future

(Continued from Page 11)

romantic spots in Jefferson Parish. With its completion the people of Jefferson Parish and the surrounding territory will be able to drive to Grand Isle in an hour and a half, to enjoy the best and safest surf bathing in America.

Because we believe it to be the most efficient and shortest channel to the balance of America, we are sponsoring the proposed Inland Port of Jefferson. With the completion of this canal, a ship can be unloaded and loaded at the Inland Port of Jefferson at a great saving.

It should not be forgotten that the Jefferson Parish Police Jury aided materially in the building of the Intracoastal Canal, furnishing the United States government with \$30,000.00 rights-of-way free of charge. Although no such amount has been budgeted or arranged for, the Police Jury went ahead and met 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.

The policy of the Police Jury has always been progressive, and with the continued co-operation of our people and our industrialists, we hope to see Jefferson grow even more prosperous and prominent than it is today.

Jefferson Homes and Gardens

HARRY PAPWORTH
Nurseryman and Florist

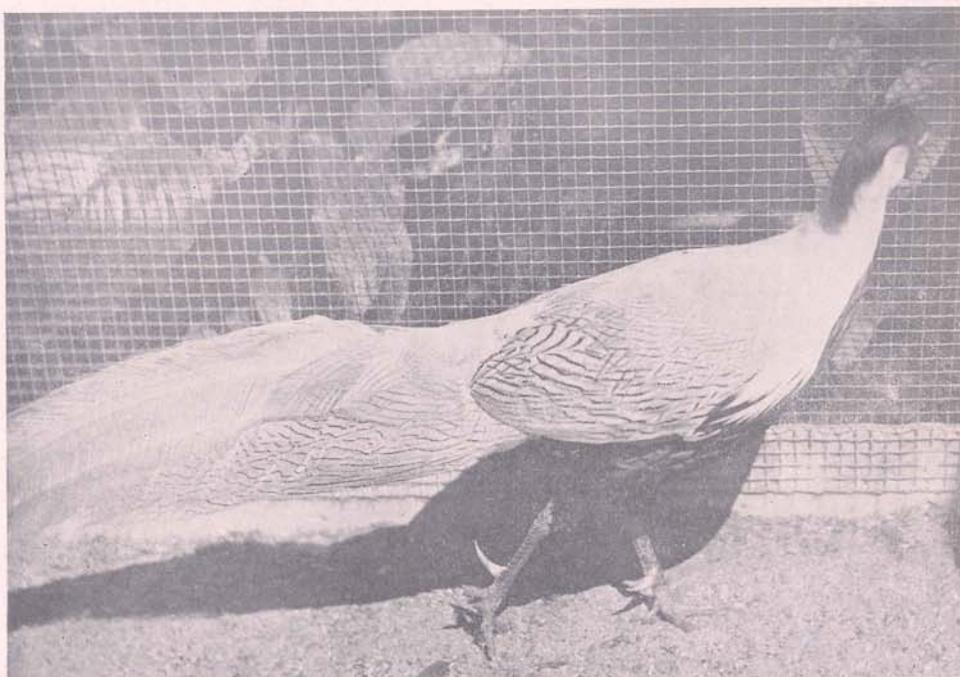
Jefferson Parish has always been proud of its homes and gardens. Today, more than ever, there is reason for that pride. For today finds Jefferson with more beautiful homes than ever before.

Many of the old plantation homes remain, reminders of the splendors of ante-bellum days. One of these is the old Zeringue home above Westwego, and another is Elmwood, just below Harahan, situated in a grove of thirty-two magnificent live oaks.

In the restricted residential sections in Metairie, we find scores of beautiful homes, beautifully landscaped. One of the loveliest of these is the Newman home in Metairie Club Gardens. In the springtime especially, this garden delights the flower lover. The huge azaleas blaze with color, not a leaf or twig to be seen—camellias bear their wealth of waxen blossoms among their glossy leaves, and scatter the ground beneath with brilliant splashes of fallen petals—bridal wreath and dogwood gleam in snowy splendor. In the rear of the house stretches a lawn, at the end of which is an iris-fringed pool, banked with camellias and azaleas. The Marechal Neil which climbs in golden



Azaleas and cypress trees form a background for the iris-fringed pool of Mrs. Harold W. Newman, in Metairie.



A silver pheasant one of the many beautiful birds included in the collection of Mr. R. T. O'Dwyer, in Southport.

glory to the second story of the house fills the air with its sweet, spicy scent.

In Southport, we find two of the most unusual gardens in Jefferson. One is that of Mr. Robert Otterman. Here is a vegetable garden where corn and beans vie with roses and azaleas.

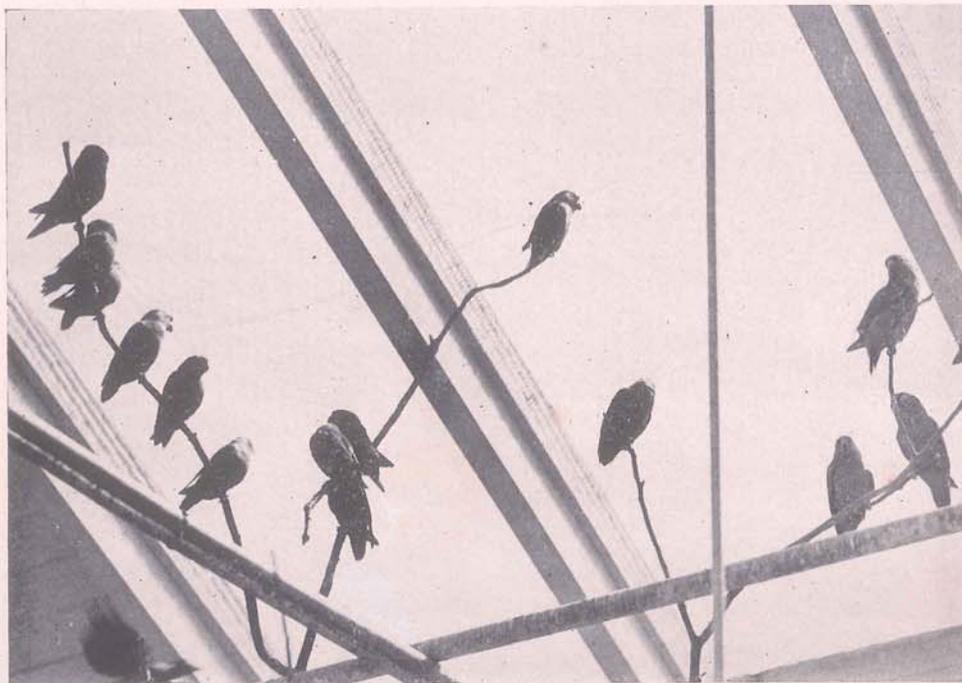
The other is that of Mr. R. T. O'Dwyer. To enter the O'Dwyer garden, one passes up a driveway, thickly and beautifully bordered with Japanese azaleas of every color. At the end of the driveway is a huge rustic fountain, at night illumined by colored lights. Immediately back of this fountain is the feature which makes Mr. O'Dwyer's garden unique—a collection of fifteen hundred birds of more than a hundred varieties, the largest private collection in the United States. Here are birds from all over the world, from Europe, Africa, the Orient and the continents of North and South America. Mr. O'Dwyer takes great pride in his birds, and every step is taken to insure their well being, even to the raising of special worms and grubs for a part of their diet. This aviary is also under the supervision of the United States Biology Survey and the Louisiana State Department of Conservation, with Mr. O'Dwyer as custodian.

The possibilities for gardening in Jefferson are almost unlimited. Whether your pocketbook is a millionaire's or just an average workingman's, your garden can be a source of pleasure and beauty.



Farnham Place, a residential subdivision of Metairie. The homes in this section are among the most beautiful in New Orleans and its vicinity.

Flowering shrubs and trees add greatly to the beauty of any garden. Azaleas need an acid soil. A good soil for them can be obtained



Parakeets of every imaginable color are found by the dozen in Mr. O'Dwyer's remarkable aviary.

by mixing three parts of German peat moss to one of good white sand, and adding 1 oz. yellow meal to each gallon of soil. During the summer sulphate of aluminum can be applied to them at the rate of about 5 oz. to the square yard, well watered in, the first time about April and again about July.

Camellias will thrive in a soil composed of two parts German peat moss to one of good top soil or river sand.

Hibiscus, plumbago and all the magnolia family thrive here, together with innumerable annuals and perennials.

To city dwellers, accustomed to living in homes with tiny garden plots, or apartments with no garden space at all, Jefferson Parish holds a great attraction, for here is the opportunity for the home and garden of one's heart's desire, within easy reach of the city and within easy reach of the average man.



Kaleidoscopic Jefferson

(Continued from Page 103)

Mississippi, as part of the second part of the United States, and the terminus of the Intracoastal Canal is located within its boundaries.

Statistics attest to the fact that there are 273 dairies within its borders, producing approximately 2,500,000 gallons of milk annually. It is also said that seventy-five per cent of the local nursery stock and flowers sold in the New Orleans floral shops are grown in Jefferson Parish.

Statistics, however, do not have a genuine appeal for the average person, and no amount of mere figures could show the real progress that is being made in Jefferson at this time. More and more are its citizens becoming cognizant of the wealth of resource about them. Rapidly are they learning to make the most of the gifts which Nature has bestowed.

Encouraged by the ten-year tax exemption plan inaugurated by Governor Richard W. Leche as a part of the industrial program of the state, new industries are rapidly coming into prominence, with an increase in business activities as the immediate result. Among the industries which have expanded within the last few months are: Johns-Manville Products Corporation, Great Southern Box Company, Inc., Hercules Powder Company, American Distilling Company, International Lubricant Corporation, Southern Shell Fish Company, Continental Can Company, American Creosote Works and others.

It is not difficult to realize that Jefferson is well on its way to greater heights in industrial progress. Further success and greater wealth seem inevitable. But we are sure that no matter how industrialized it may become, Jefferson will remain much the same as always, picturesque and friendly, with happy memories of the past and bright hopes for the future.

Fourth Jefferson Drainage District

Sub-Drainage Districts 1-2-3-4

JUSTIN F. BORDENAVE

Secretary-Treasurer

That part of Jefferson Parish on the east bank of the Mississippi River, extending from the Orleans Parish line to the St. Charles Parish line, bounded on the north by Lake Pontchartrain, has an area of 28,000 acres. However, up to the year 1913, only about 8000 acres was under control for homesites, industry and agriculture, the balance of 20,000 acres being taken up by undergrowth, trees and marsh—useless wasteland.

Several civic-minded gentlemen viewed this spectacle with mingled awe and horror, and thought up ways and means of utilizing this land, which if drained and cleared would be ideal for farming, fertile, virgin soil. Thus, in the year 1913, Sub-Drainage District No. 1 of the Fourth Jefferson Drainage District was created, comprising about 2400 of those 20,000 idle acres. This District was located in the rear of the town of Kenner, at that time known as a large vegetable center, shipping as many as twenty cars of mixed vegetables daily to the eastern and northern markets.

With the creation of this sub-drainage district, five per cent bonds in the amount of \$112,000.00 were issued and sold, to be paid over a period of forty years from a forced acreage tax of \$2.60. This district operated successfully for about five years, putting into cultivation about 1000 additional acres, but defaulted during 1918. In 1924, when the Fourth Jefferson Drainage District was reorganized, the bonds of Sub-Drainage District No. 1 were revived and reduced to \$97,000.00, when they again defaulted, during 1932. On September 1st, 1937, they were again refunded and refinanced, the outstanding principal reduced to \$33,950.00 with two per cent interest coupons attached, to be paid over a forty-year period, from 1940 through 1977. This refinancing and refunding has saved the taxpayers 65 per cent in principal and 3 per cent in interest, and this sub-district is today functioning perfectly.

In 1915, the same civic-minded gentlemen, not satisfied with the thought of reclaiming 2400 acres out of 20,000, branched out further, and created Sub-Drainage District No. 2, a gravity drained district comprising 2000 acres in the Southport area. This district, once useless land, now boasts industrial factories and residences of beauty. Issuing \$40,000.00 bonds with five per cent interest coupons attached, this district has operated with success continually, and there remains an outstanding amount of \$10,200.00 bonds, which will be paid off by 1944. Every acre in this district is now utilized. The new Airline

Highway between New Orleans and Baton Rouge, composed of two forty-foot concrete roadways separated by a fifteen-foot neutral ground, will cross this district, still further enhancing the value of the land embraced in its area.

Further reclaiming of land continued in 1915, when Sub-Drainage District No. 4 was created, embracing all of that land north of the Metairie Road from the Orleans Parish line to the upper line of Bonnabel Place, an additional 1800 acres, of which about half has been used for homesites and farming. This district issued \$60,000.00 bonds with five per cent interest coupons, defaulting during 1919, again revived when the Fourth Jefferson Drainage District was reorganized in 1924, at which time payments on bonds and interest were resumed, there being an outstanding \$30,700.00 bonds with five per cent interest coupons, and the district being in perfect operating condition, with a balance in its Sinking Fund for use in redeeming bonds and interest coupons.

The year 1924 saw a general reorganization of the Fourth Jefferson Drainage District, which was reorganized under Act 85 of the Legislature of 1921, at which time Sub-Drainage District No. 3 was created, thereby reclaiming the entire 28,000 acres on the east bank of Jefferson Parish. In the creation of Sub-Drainage District No. 3, the 2400 acres in Sub-Drainage District No. 1 and the 1800 acres in Sub-Drainage District No. 4 were included in Sub-Drainage District No. 3, which district issued bonds in the amount of \$2,500,000.00, at six per cent interest, payable over a period of forty years.

With this money, the Lakeshore levee was constructed as a protection against the waters of Lake Pontchartrain. It is upon this levee that the Lakeshore Highway is now constructed, which highway is included in the Louisiana Highway Commission's program of paving and revetting as a protection against the lake waters.

Four pumping plants were constructed on this lakeshore levee, about two miles apart, the first placed in the rear of Metairie and the last in the rear of Kenner. These plants are equipped with two Worthington Diesel engines, each connected with a lift pump. Each plant has a capacity of 125,000 gallons of water per minute. The plants are constructed of concrete and steel, with tile roofs, in order to insure permanency. Each plant has a six-room residence in connection, so that the engineer of the plant may reside on the grounds, in order that someone may be in attendance at all hours. The construction of these four pumping plants made possible the elimination of the obsolete, old plants of Sub-Districts Nos. 1 and 4, constructed in the years 1913 and 1915 respectively.

In 1924, sixty miles of large drainage canals were constructed, in a criss-cross pattern, in order that each of the four plants would be in a position to draw its share of the rainfall, and causing all of the sur-

plus water to drain quickly from the front section of the district into these sixty miles of catch basins.

After the completion of this drainage project, quite a large area of the land being drained was sold in small acreage by real estate dealers, thereby creating numerous owners over the entire district, which was very promising; but after the land slump, several thousand acres of land reverted to the State of Louisiana for non-payment of taxes. The acreage reverted figured in the amount of approximately 19,000 acres, leaving only 9,000 acres from which taxes could be derived, as the acreage in the hands of the state paid no taxes whatsoever. Naturally, this crippled the drainage district financially, for while the obligations of the district continued, the funds with which to meet them dwindled to almost nothing.

It was therefore necessary during the beginning years of the reorganized district to levy the following taxes:

Sub-Drainage District No. 1.....	\$10.50 per acre.
Sub-Drainage District No. 2.....	.50 per acre plus 2 mill ad-valorem.
Sub-Drainage District No. 3.....	8.00 per acre—C zone.
	--- 10.00 per acre—B zone.
	--- 12.00 per acre—A zone.
Sub-Drainage District No. 4.....	10.50 per acre.

Due to these taxation rates and the amount of acreage reverted to the state, the bonds of Sub-Drainage Districts No. 1 and No. 3 defaulted. The Board of Commissioners of the Fourth Jefferson Drainage District then decided that the only solution was for the bondholders of Sub-Drainage Districts Nos. 1 and 3 to get together and scale down the principal and interest of those bonds.

After due deliberation and conference, the Bondholders Protective Committee of Sub-Drainage District No. 3 was created, and this committee agreed with the Board of Commissioners to the following revisions of bonds, which was handled through United States District Court of New Orleans under provisions 78, 79 and 80 of the Bankruptcy Act of the United States as added by Act of Congress, May 24th, 1934 (U. S. C. A. Title 11 Chapter 9 Sections 301-302-303):

“For the \$2,394,000.00 bonds at 6 per cent interest outstanding, that \$718,200.00 bonds in the amount of \$300.00 each be issued with 2 per cent interest coupons attached, and \$2,010,960.00 bonds of \$800.00 each be issued, being non-interest bearing, and to be paid over a period of forty years.

“It being agreed that the tax lien of \$6,099,720.00 on all acreage in the Drainage District be scaled down to \$3,200,000.00, a saving of 52 per cent to all property owners in the district.

“It being further agreed that an average acreage tax of \$2.85 be levied in lieu of an average tax of \$7.00 per acre as

heretofore levied, thereby creating a saving to the property owners.

"It being further agreed that at no time is the Board of Commissioners to levy more than \$80,000.00 per year on the entire acreage in Sub-Drainage District No. 3 for the payment of bonds and interest, and further, that out of the first \$30,000 collected each year for these bonds and interest, the 2 per cent interest will be paid, and the difference of the interest and the amount of \$30,000.00 be used to call over interest bearing bonds in their order. Any amount collected over the \$30,000.00 will be pro-rated equally over the non-interest bonds. In the event the amount of \$30,000.00 is not collected each year, then the difference between the amount collected and the \$30,000.00 will be allowed in the following year."

For the years of 1936 and 1937, the two years that this plan has been in operation, the following collections have been made: 1936—\$24,824.72, of which \$14,364.00 interest was paid and \$7500.00 bonds called; 1937—\$23,940.00, of which \$14,214.00 interest was paid and \$8400.00 bonds called. As you will note from the two years' collections we have an override of about \$11,000.00 before paying non-interest bearing bonds, and this set-up runs for forty years only.

Due to the refunding and refinancing plan put into effect on September 1st, 1937, the acreage tax rate for Sub-Drainage District No. 1 was reduced from \$2.50 per acre to \$1.25, thereby creating a saving to the property owner.

At the present time the total bonded indebtedness of the Fourth Jefferson Drainage District is as follows:

Sub-Drainage District No. 1.....	\$33,950.00 with 2% interest.
Sub-Drainage District No. 2.....	10,200.00 with 5% interest.
Sub-Drainage District No. 3.....	702,300.00 with 2% interest.
Sub-Drainage District No. 3.....	2,010,960.00 with no interest
Sub-Drainage District No. 4.....	30,700.00 with 5% interest.

all of which are in current condition.

In order to maintain their four pumping plants and clean ditches and canals, the drainage district is forced to secure funds from an acreage tax, known as a "maintenance tax". During the inception of the drainage district, in 1924, this tax was levied at \$2.00 per acre, giving the district \$56,000.00 to maintain drainage, which was an adequate amount. Since such a large block of acreage has reverted to the State it has become necessary to increase this maintenance tax to \$3.00 per acre, which at this time yields only about \$33,000.00 annually as against the \$48,000.00 collected at the beginning of the district.

We have been successful in securing a project with the Works

Progress Administration in the amount of \$31,000.00, to clean and dig all large drainage ditches. This project covers all large drains over the entire district, and has now been under operation for the past three months and is progressing very nicely.

Due to erosion of the soil on the discharge side of Pumping Plant No. 1, a leak has sprung beneath the foundation. For this reason, we have also prepared and ready for submission to the Works Progress Administration a project for the construction of concrete aprons on the intake and discharge sides of the plant foundation. When completed, this project will leave the foundation in perfect condition. Also included in this project, which should be under way very shortly, is the cleaning of all large drainage canals in the district.

In closing, the Fourth Jefferson Drainage District has been successful in coming through some bad periods. At present, we are using every means possible to place its operating system in first class condition, and we feel confident that this will soon be accomplished.

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City of Gretna

EDWARD J. STREHLE

Mayor

The City of Gretna, incorporated under Act 136 of 1898, has a population of 12,000 and is the parish seat of Jefferson. Situated on the left descending bank of the Mississippi River, it is connected with New Orleans by two ferries, operating on a twelve-minute schedule.

Gretna's transportation facilities are excellent. It is well served by rail, forming the terminal of the Texas and Pacific and Missouri Pacific Lines, and traversed by the Southern Pacific and the New Orleans and Lower Coast. It is connected with all parts of the state and nation by concrete highways; the Intracoastal Canal is only one mile away, and the city possesses an extensive river frontage.

Gretna is justly proud of its public works. It boasts a modern water filtration plant and sewerage system and a municipal garbage incinerator. A new \$50,000.00 Post Office has just been completed.



Seated, left to right: Frank Bessler, Alderman; John T. Gegenheimer, Alderman; Edward J. Strehle, Mayor; Henry F. Bender, Alderman, and Beauregard Miller, Chief of Police.

Standing, left to right: Wm. E. Strehle, Tax Collector and Superintendent of Waterworks; Jack J. H. Kessels, Architect; N. B. Knight, Treasurer; Heinke Trapp, Plumbing Inspector; Julius F. Hotard, Clerk, and Dr. Floyd Hindelang, President of the Board of Health.

Insets, left to right: Eugene Gehring, Alderman, and Andrew H. Thalheim, Attorney.

There is at present under consideration a proposal for the construction of the Hero-Hackett Bridge across the Mississippi River from Race Street in New Orleans to the City of Gretna. If plans for this bridge mature, there will be erected a \$9,000,000.00 bi-helical bridge, unique in this country.

Twenty-four hour police and fire protection is furnished. The fire losses during 1937 were very small, comparing favorably with the lowest in the country. The city is well drained, and the streets kept in good condition.

Churches of all denominations are located in the city. There are many schools, both public and parochial. One of the largest and finest high schools in the state is located in Gretna.

Gretna operates under the aldermanic form, governed by a mayor and a board of aldermen. It is the policy of the city officials to cooperate in every way possible with manufacturing and business interests. The people of Gretna make the stranger welcome and at home; and we believe that this neighborly spirit makes Gretna an excellent place to locate either an industry or a home.

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The Metairie Golf Club

NELSON M. WHITNEY

Banker and Sportsman

The picture at the Metairie Golf Club has changed materially during the past year. The membership has increased to such an extent that adequate funds are now readily available for all budgets to maintain the course and the club house in first class condition.

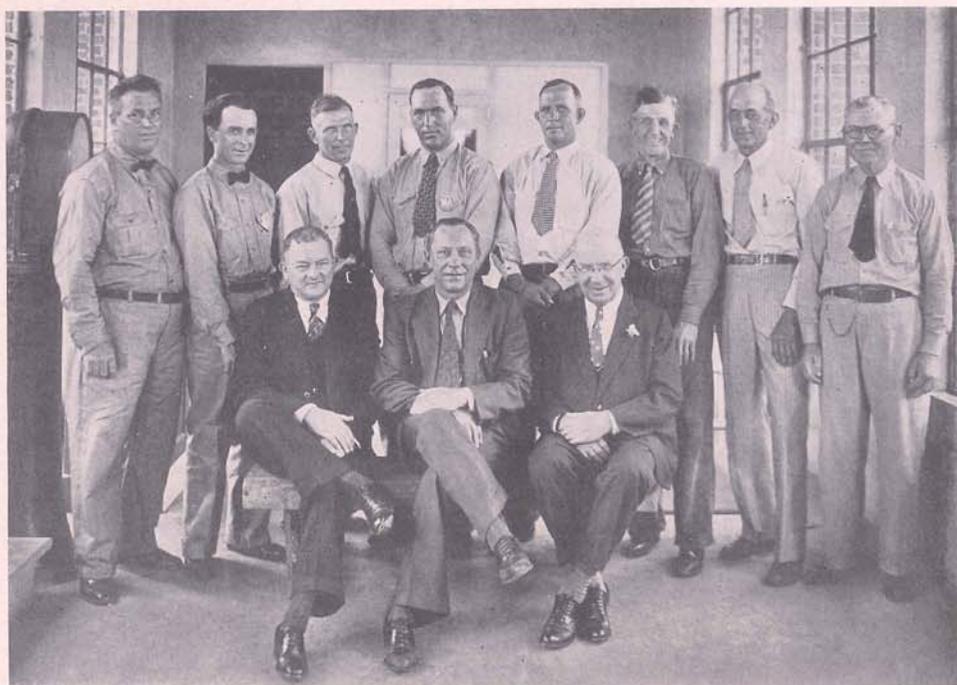
Construction work is still going along at full speed and special work is now being done on the fairways of the last nine. The construction work that was started a year ago on the first nine is now practically completed. It is not only a vast improvement, but it is exceedingly pleasing to the eye. The large rolling traps surrounding the greens are so well blended with the surrounding scenery that they do not look artificial at all, and, indeed, make a beautiful picture.

The first nine is what one might call "open," allowing the players to keep moving and eliminating congestion as much as possible; also giving one a chance to hit the ball, as the fairways on the first nine are large and there is little surrounding woodland. This is a splendid idea, as it has been pretty

(Continued on Page 198)



Metairie Golf Club House



The Jefferson Waterworks District No. 2's employees and President of the Board, Hon. Ed. E. Feitel, seated at right.

Jefferson Parish Waterworks District No. 2

ED. E. FEITEL

President

Located in the Fourth Ward of the Parish of Jefferson, in the Village of Marrero, is the Jefferson Parish Waterworks District No. 2, which serves that area between the city limits of Gretna and Westwego. This area enjoys the privileges of a city without incorporation. We have pure water, electricity, gas, paved highways and black topped streets. It is also the greatest manufacturing center in Jefferson Parish, furnishing employment to approximately 5000 people.

Besides furnishing water to residents and industries located in the vicinity, this waterworks also supplies the oil field at Lafitte. Barges are towed to our pipe line at Harvey, on the banks of the Intra-coastal Canal, where they are loaded with water, and from there towed to the oil fields.

The personnel of the Board of Commissioners is: Ed. E. Feitel, President; Louis C. Fos, Vice-President; Joseph L. Sartis; Charles E. Boyd; Jacob Hecker, Sr.; A. J. Grefer, Secretary-Treasurer and Ernest M. Conzelmann, Legal Adviser. All are business men of the parish, who conduct the affairs of the district in the most economical manner, thereby keeping the cost of production down and making our selling price for water one of the lowest in the United States.

Town of Westwego

VIC. A. PITRE

Mayor

The town of Westwego, located on the west bank of the Mississippi River, was incorporated as a village during the administration of Governor Pleasant, with a population of 1583, according to the census of 1918. From a village, Westwego has grown to a city of almost 5000 inhabitants.

Westwego is governed by a mayor and a board of aldermen. Various other bodies, as the Westwego Fire Company, Board of Health and others, are all very active, co-operating to the fullest extent with the town officials for the protection and well being of the people.

Its water plant is modern. Westwego ranks as a first-class city in fire risk, our basic rate being forty cents per hundred dollars.

Practically every street is paved, and sub-surface drainage and curbing have been installed on the main thoroughfares throughout the town. Some 23,000 feet of pavement have just been completed through the outlying sections through the co-operation of the United States Government, and just a short time ago the town received a grant through the U. S. Government in the amount of \$40,000.00, in order to improve the drainage system of the community. A survey is now

(Continued on Page 204)



Reading from left to right, Standing: Henry Verheugen, Secretary; L. J. Bernard, Alderman; W. H. White, Town Marshal; Eddie Bye, Alderman, and Vincent St. Blanc, Treasurer.

Seated: L. Guidry, Alderman; Vic. A. Pitre, Mayor; E. M. Gordon, Alderman, and J. Gasenberger, Alderman.

Louisiana 'Lasses

JAMES R. GREER

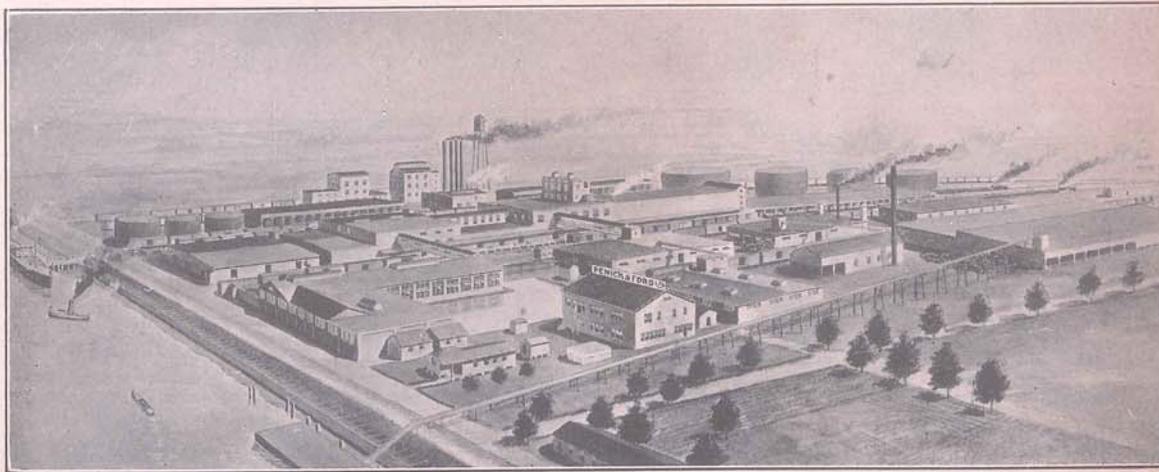
Superintendent, Penick & Ford, Ltd.

Louisiana is the source of many table delicacies, one of the most famous of which is molasses. Nowhere else in this country except in certain "sugar houses" along the Mississippi River and its tributary bayous in Louisiana, has the art of producing this table delicacy been so zealously guarded, passed from generation to generation.

It is not surprising, therefore, that the world's largest cannery of pure molasses and syrup of cane juice is located in Jefferson Parish. Back in 1898, the firm of Penick & Ford, then a partnership, was founded. These men knew that molasses could be packed in cans to make it possible for the housewife throughout the length and breadth of our land to secure a uniform grade of molasses in a sanitary package for use whenever wanted on her table or in her kitchen.

From a small beginning, the sale of canned molasses grew rapidly. Today, the molasses barrel is rarely seen in food stores. Mrs. Consumer knows that she will find all of the goodness and "real old plantation flavor" in the canned molasses on the grocer's shelf.

Each year during Louisiana's "grinding season", when the sugar cane is harvested, Penick & Ford have their agents select the finest high grade molasses produced in the Sugar Bowl. Incidentally, they are by far the largest buyers of Louisiana's high grade molasses, during the past season handling over one-third of the entire output. The molasses skillfully produced at the sugar house is brought to



The largest cane syrup canning plant in the world—that of Penick and Ford, the home of "Brer Rabbit" syrup and molasses.

Marrero in tank cars. Each tank lot is analyzed, tested by experts on flavor and color, and submitted to rigid baking tests. Lots which come up to standard are immediately placed in cold storage; for molasses is produced only during the grinding season, which generally lasts from the first cool days in October to the Christmas holidays.

During each season, the various lots are skillfully blended for canning during the year so that everyone, from Maine to California, may enjoy its deliciousness any day of the year, just as well as the plantation owner can in the midst of his producing season.

All of the molasses packed by Penick & Ford is purchased from Louisiana plantations, and packed by grades to suit the consumer's needs. The highest quality is light in color and is used for fancy cooking and table use. The other grades are darker in color and stronger in flavor, and used chiefly for cooking purposes.

Penick & Ford's products are distributed in every state in the Union. For many years this company has spent large sums in advertising to constantly remind the American housewife of the many delicious ways of serving molasses, with waffles and pancakes, and in cakes and candies. Today, you can get out the old family cook book and enjoy again those tempting dishes. Down in Louisiana they are still making molasses as luscious and full-flavored as the best that ever came from the old-time kettles. Packed under ideal conditions, this molasses has even greater purity and evenness of flavor than was possible in the "old days".

The Metairie Golf Club

(Continued from Page 194)

well agreed by championship courses that to have the first few holes as open as possible will keep the players moving right along. The picture on the second nine changes greatly, tending to keep the course from becoming monotonous. One can play the Metairie week in and week out and always have the urge to give it another try. The last nine is out through the woods and these extremely large greens bring it right up to the standard of a championship course.

The professional duties at the club have been taken over by Mr. John Camet. The committee is to be congratulated upon having secured his services.

The activities of the club during the past year have tended to draw the members of the club continuously. The schedule of entertainments has been a success and the new improvements to the club house have added to the attractiveness of Metairie. The membership is still growing and Metairie in the very near future will not only be a good golf course, but one that the parish can be proud to offer as a championship course.

East Jefferson Waterworks District No. 1

A. J. WEGMANN

Treasurer and General Manager

Located on the east bank of the Mississippi river, in the Seventh Ward of Jefferson Parish, the East Jefferson Waterworks District No. 1 serves the Seventh, Eighth and Ninth Wards of the parish.

Though an infant industry in the parish, the waterworks has attained an enviable position. It is entirely self-supporting and financially able to adequately serve its large area. Organized in 1929, to fill the need of a thickly populated section not served with pure, filtered water for domestic and industrial uses, it has grown and branched out to reach and serve all consumers. In 1935 it acquired the system of the Jefferson Water Company, Inc., a private corporation. At that time serving eight hundred customers, it now serves twenty-six hundred. No service is too large or too small for it to handle.

In addition to providing pure, safe water, it offers protection against fire to all buildings and industrial plants throughout the area served, without charge. For this very important service it receives no compensation from any source. A constant pressure of sixty pounds is maintained twenty-four hours a day. In addition to normal service pumps, it is equipped with two large fire pumps, capable of serving 6000 gallons of water per minute, each with a pressure of 125 pounds. We also maintain and hold in readiness a Diesel engine with a rated capacity of 6000 gallons per minute, for any emergency which might arise. This unit is operated independently and uses fuel oil for its operations. It can be turned into the service mains within sixty seconds, and develops an immediate pressure of eighty pounds.

Beginning at the plant outlet with a twenty-inch service main, the water system branches out in every direction for a total of 110 miles. The smallest service main in the system is six inches. Fire hydrants are spaced in proportion to congested development and improved property. More than 600 of these hydrants are always ready to function immediately when called into service. Most of these hydrants are of the steamer type, having a 4-inch pumper nozzle and two 2½-inch hose nozzles. All of the remainder have two 2½-inch hose nozzles. The entire system is correctly and proportionately valved for shut-downs in case of emergency or repair. Many feeds are arranged so as to reduce to a minimum the area so affected. Any break or interruption in service is immediately repaired, during any part of the day or night. Unnecessary delays are not tolerated. An efficient maintenance crew is always ready to cope with any situation which may

arise. All employees are carefully trained in their respective duties. Each man has his particular task to perform, and he knows how and when to do it. Courtesy and efficiency is our standard and must be constantly maintained. Our maximum capacity is three times the present demand. We are built for the future and welcome expansion.

We are presently engaged in an expansion program of great importance. When completed our plant and system will be thorough and distinctly modern. The sum total of the expenditure in this instance amounts to \$313,000.00. An entire new pump house and intake line has been built, and the intake line extended into the river for a distance of 120 feet from the old location. New pumps and motors have been installed, the most modern equipment of its kind. An inexhaustible water supply is thereby assured. We are now erecting a 500,000-gallon modern steel tank in the rear of our plant. The completion of this handsome structure will insure maximum pressure at all times and reduce operation costs during the peak hours. We are also extending our pipe line system by some twelve miles of additional mains. All isolated sections are now being tied in and looped. When these additional mains are completed, the system will be one continuous loop of circulating pure water, available for all uses. Fifty additional hydrants are being placed on new as well as old lines. When completed, all improved sections of the district will have ample and adequate fire protection. Through this medium we expect to extend our services to more than three hundred additional customers. A new administration building, garage, storeroom and work shop will be erected on our property at the corner of Arnoult Road. This building will be modern and in keeping with the present architecture. In addition, all buildings will be cleaned and refinished. All equipment will be thoroughly gone over, cleaned, and repaired where necessary. When this work has been completed, the plant and system will represent the finest and most complete waterworks in the south.

We invite anyone interested to visit our plant. Visitors are always welcome.

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

The officers are: John W. Hodgson, President; Bruno Prager, Vice-President; Chas. A. Boutall, Chairman Finance Committee; F. V. Draube, Secretary, and A. J. Wegmann, Treasurer and General Manager.

Lafourche Basin Levee District

T. M. McCARROLL

Assistant State Engineer

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.

This District is fortunate in being so situated geographically and topographically as to be virtually independent of flood conditions in other levee districts within the state; and, as long as the Mississippi River levee line along its own front is held intact, any chance breaches elsewhere could have no adverse effect. Its head is at Donaldsonville, where Bayou Lafourche departs from the Mississippi River and gradually widens the space between the Mississippi and itself in such a way as to gain the advantage of having natural relatively high land borders on the northern, eastern and western segments of its perimeter.

Until a dam was constructed across the head of Bayou Lafourche, in 1904, flood water from the Mississippi found its way down the Bayou, and it was necessary for the District to maintain a levee system along the latter's bank. However, when the dam was constructed at Donaldsonville, this rear or interior levee line was abandoned and drainage canals were cut, in places, through the levee and the bayou bank, thus introducing gaps in the District's otherwise natural northern and western barrier; which gaps can be closed, however, in case of need. Any flood water escaping from the Mississippi above Donaldsonville will therefore be deflected toward the Gulf of Mexico and away from the District.

The adopted plan of flood control for the Mississippi River provides what is universally regarded as an adequate and reliable system of levees, supplemented by such diversion units as are deemed necessary to jointly furnish protection against a superflood 20 per cent greater in volume than the greatest flood of all time, namely, that of 1927.

The levee system is most carefully built in conformity with the best and most scientific practice. The foundation is explored by means of "muck" or key ditches, and any foreign matter found therein is thoroughly removed. Furthermore, the soil within the limits of the base of the levee is scarified to insure a perfect bond between the new and the old earth and the embankment is brought up to required grade

and section in such way as to avoid the possibility of sloughs or slides. The earth fill is necessarily obtained from adjacent borrow pits where it is practical to reject all foreign matter, but not always possible to select soil of any specially favorable character. To compensate for this lack of opportunity for selectivity, the following formula for net cross sections was adopted and embodied in the Flood Control Act of 1928, which formula governs the construction of all levees:

Section	Crown Feet	Riverside Slope	Landside Slope to Contain Seepage Line of	Governing Material
A	10	1 on 3	1 on 6	75% or more buckshot
B	10	1 on 3½	1 on 6½	Loam
C	12	1 on 5	1 on 8	75% or more of sand

A net grade was prescribed, having not less than one foot above the predetermined maximum possible flood, contemplating the proposed floodways and spillways to be in operation.

Special inspectors are placed by the United States Corps of Engineers on each levee project during its construction. The Levee District Inspector also makes regular inspections, and both the United States Engineer and the State Engineer in Charge supervise construction to insure faithful compliance with the plans and specifications.

Along the commercial front of the District, opposite the city of New Orleans, where the foreshore is narrow and the levee is subjected to wave action, the levee is protected with substantial creosoted wooden bulkheads; and from New Orleans downstream to the lower limits of the District and well on beyond, the levee line is also protected against wave action due to storms and frequent passing of ocean going steamships, since the foreshore is likewise narrow and the river bank comparatively low. Some of this frontage is protected with untreated timber bulkhead; but, for the past four years, a better and more durable type of levee revetment has been constructed that consists of a layer of sand asphalt mixture two inches thick, laid directly on the surface of the riverside slope of the embankment, that in addition to serving as a protection against the damages of wave action also serves to make the levee watertight.

Along the Mississippi, the District's total length of levee line, upon which it depends for protection against overflow, is 133.5 miles, of which 81.7 miles is between Donaldsonville and New Orleans, 13.8 miles is within the city limits of New Orleans, and 38.0 miles is between New Orleans and the lower limits of the Lafourche Basin Levee District. Further, the levee on the right bank of the Mississippi continues downstream to "the Jump" which is far below the lower limits of the District, thus insuring complete safety for all the area within the District.

Town of Kenner

VIC D'GEROLAMO

Mayor

Kenner, situated only ten miles from New Orleans, on the east bank of the Mississippi, is the oldest town in Jefferson Parish. Its historical background dates back before the Civil War. On a map dated May, 1858, there is shown Coleman's Mill, where cannon and cannon balls were manufactured during the Civil War. This foundry was located just off the present Williams Street, but has since been taken into the river, no traces remaining.

Before the Civil War, and long after, the cultivation of sugar cane was the most important industry of this section. Conditions after the war forced the sugar planters to divide their huge plantations into smaller tracts in order to save them from complete ruin and abandonment. Two of the largest plantations were owned by the Kenner brothers, and it was through the division of their plantations into lots to be sold to settlers coming in that the town became known as "Kenner." Previous to that time, this section was known as "Cannes Brules" or "Burnt Cane."

The first settlers were of Irish and German descent, but after the Cotton Exposition in New Orleans, many Italian families settled



Reading from left to right, Standing: Joseph Viola, Alderman; Pierre Larroux, Alderman; Frank Peronne, Alderman; Martin Clancy, Alderman; V. J. Carona, Marshal, and John Maggiore, Alderman.

Seated: Miss Philomene Paasch, Secty.-Treas.; V. D'Gerolamo, Mayor, and Miss Marie Neidhardt, Tax Collector.

here. It was during this period that truck farming came into prominence. The growing and shipping of vegetables is still one of the chief industries. Served by three railroads and two highways, Kenner is able to ship vegetables north, east and west, and reach northern consumers with truck produce in early spring and late fall, when their own markets are not producing.

Since many of the early settlers were Italian immigrants, the Italian feast of St. Rosalie is one of the major events of the year, usually celebrated on the first Sunday in September. On that day, several hundred members of St. Rosalie's Society march through the streets in a religious procession nearly two miles long, with banners and music, carrying the statue of their patron, St. Rosalie. The day usually ends at the church and is climaxed by the lighting of a large fireworks display picturing St. Rosalie.

Kenner's incorporation as a town dates back to 1855. Due to political trouble in later years, its charter was taken away. However, on December 26, 1913, a proclamation was issued by the late Governor Luther E. Hall, granting the charter's return, and Kenner once more functioned as a town. Kenner has always been a most progressive town and we feel certain that its future is assured.

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Town of Westwego

(Continued from Page 196)

under way, anticipating further co-operation from the Federal government for the installation of a sewerage system throughout the town.

Our ferry service and the use of the Huey P. Long Bridge across the Mississippi puts us within twenty minutes of Canal Street department stores. We enjoy all the conveniences of the city, plus the conveniences of the country.

We invite merchants, homeseekers and corporations to locate within our community, and promise to co-operate with them and aid them in every possible way.



MR. HEARD

Colonial Country Club

ARTHUR G. HILL

General Business Manager

Few rural parishes or counties anywhere, so dedicated to industry as is Jefferson Parish, can boast of the recreational facilities available to residents and visitors.

Among these many facilities is the Colonial Country Club, located in the heart of the most populous district of the parish and easily approached by good roads from all directions. This club, its rolling fairways and tufted greens nestling behind the protective levee of the Mississippi River's east bank in the village of Harahan, combines all the advantages of a rustic setting with those of a modern, "big city" club, where sportsmen gather for one purpose, recreation.



Colonial is unique in that it is a "playing club," where the members' interest above all else is golf; one that has developed several outstanding players. The links was laid out and opened to the playing public in 1925 at a cost of \$40,000.00, the course having been designed by Seifried and Tweger, Chicago landscape architects, under the direction of Harry Schobell, then club professional. A group of far-sighted and golf-conscious New Orleans businessmen had chosen the site for its quiet and lovely setting and for its easy accessibility from New Orleans and the Jefferson communities. They purchased two hundred acres of the old Tchoupitoulas plantation, ancestral home of the Chevalier Joseph Soniat Dufossat, and began the work of remodeling the ante bellum mansion to fit the needs of a golf club, adding a wing at each end of the colonnaded veranda and installing locker rooms, lounges and a grill.

Fred Haas, a leading amateur and fine golfer, came to the Colonial greens as professional in 1934. Since 1936, the club membership has jumped from 96 to 380, one of the largest in the New Orleans area.

The name of Haas brought the Jefferson parish club its first fame in 1934 when Fred, Jr., then eighteen years old, became Southern Golf champion. Subsequently, the names of young Haas and Colonial have been linked in papers all over the country. This year still greater attention was focused on the remodeled plantation house at Harahan when Freddie was named a member of the American Walker Cup team.

Haas, Sr., has repeatedly striven to develop new talent, and at the moment has under his wing two youngsters still in their teens,

(Continued on Page 208)

Village of Harahan

FRANK H. MAYO

Mayor

Ten miles above New Orleans, on the east bank of the Mississippi River, lies the village of Harahan.

Incorporated in 1920, Harahan has grown steadily, and now offers all the conveniences of both city and country. There are available railroad and trucking facilities and frontage on the river for manufacturers and residential subdivisions for builders.

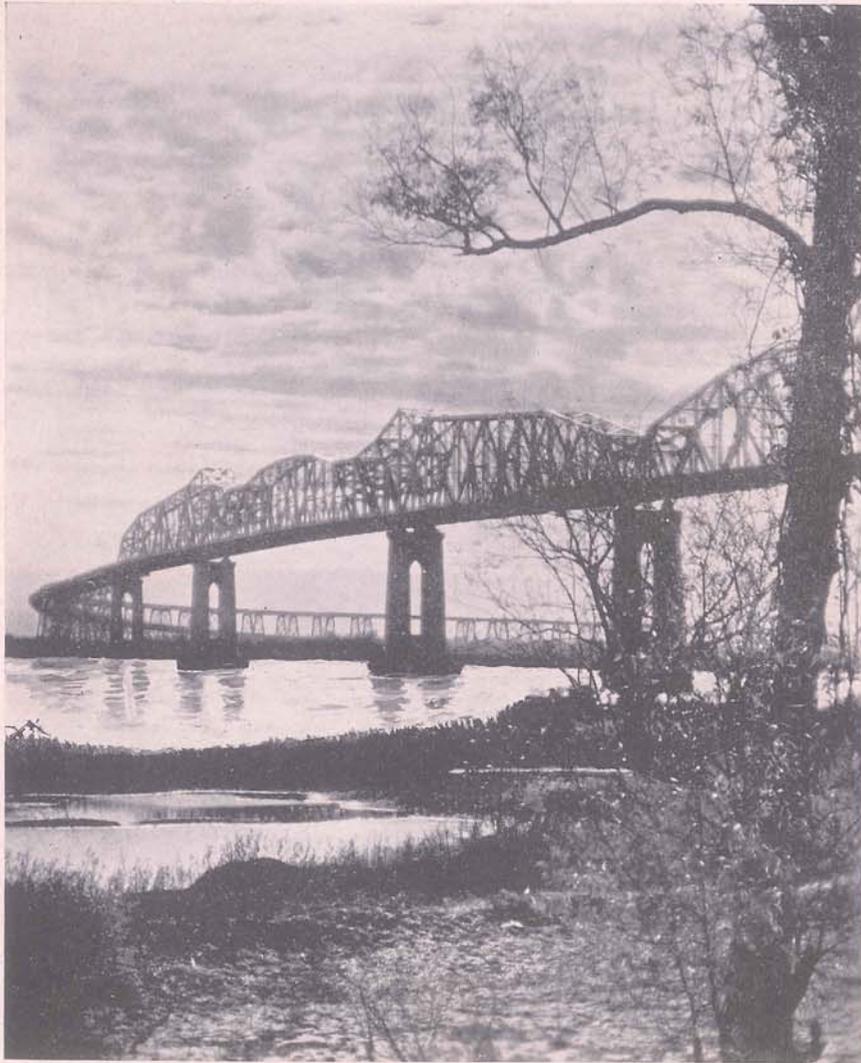
It is no longer necessary for people to remain in the crowded city, where they are forced to live in apartments or houses so close together that there is little or no room for a garden, and where the children must play in the streets or not at all. Harahan offers spacious suburban homes, where the cost of living is appreciably less than in the city, and where life itself is much more pleasant.

Harahan's nearness to New Orleans is an added inducement to build here. Residents of Harahan can reach the business district of New Orleans as quickly as those people living in the outlying sections of that city.

(Continued on Page 208)



Reading from left to right: Joseph Crochet, Alderman; John Contrado, Marshal and Chief of Volunteer Fire Department; Frank H. Mayo, Mayor; Ernest Barron, Alderman, and Philip Boudreaux, Alderman.



The Huey P. Long Bridge across the Mississippi River. Both approaches of this bridge are located in Jefferson Parish.

Avondale

P. J. KROLL

General Manager, Southport Petroleum Company (Avondale Terminal)

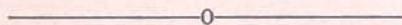
One of Jefferson's newest industrial districts is the vicinity of Avondale and Waggaman. Long known to sportsmen for its unexcelled hunting and fishing, this section attained new prominence when the Huey P. Long Bridge was located there, bringing greatly increased traffic through this region.

The location of the Southport Petroleum Company at Avondale has been another important factor in its development. The progress

made by this company is indicative of the industrial possibilities of the parish. In the two years since operations were begun, a distribution of over 2,000,000 gallons of motor oil and kindred products per month has been developed, and its staff of employees has grown from three to forty men.

The Southport Transit Company, a subsidiary of the Southport Petroleum Company, owns its own water transportation, barges and tugs used in the transportation of its products from the Texas refineries to Avondale, where the material is stored in million-gallon tanks and reshipped to the entire southeast territory.

Recently the Southport Petroleum Company has leased a portion of its property at Avondale to the Marine Welding, Scaling and Sales Company for use as a shipyard in the building and repairing of barges and tugs. It is expected that this venture will in time add still more to this progressive parish.

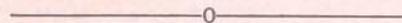


Colonial Country Club

(Continued from Page 205)

Gene Fogarty and Norwood Hingle, Jr., both frequent par-breakers, who give evidence of going places in golfdom.

But Colonial activities are not confined to the fairways alone. The strains of popular music now are heard from the old ballroom with even greater regularity than were the waltzes of old Dufossat's slave orchestras, and carefree social groups are always to be found gathered about the tables of the grill, taking advantage of the rare recreational facilities offered.



Village of Harahan

(Continued from Page 206)

On the outskirts of Harahan is the Colonial Country Club, upon whose links many tournaments are played. Game and fish in the surrounding wooded areas offer recreation in hunting and fishing.

Harahan is located in the heart of fertile lands, suitable for truck farming, dairying, stock and poultry raising, and this section supplies New Orleans with a large amount of dairy and farm produce annually.

We feel that to live in Harahan is to enjoy a fuller, better life.

Second Jefferson Drainage District

ERNEST M. CONZELMANN

President

The Second Jefferson Drainage District, organized in 1909, takes in the farming area comprising that part of Harvey on the west bank of the Harvey Canal and the lower part of Marrero, 3000 acres in all.

It is drained by two large outfall canals and a number of lateral canals. The drainage station is equipped with three Fairbanks engines using crude oil as fuel. At present another Diesel engine is being installed, a 225 horse-power Fairbanks-Morse with 54 inch Woods pump.

All of the main drainage canals are being enlarged with the help of the Works Progress Administration.

This district operates under an ad valorem tax, and is said to be the only drainage district in the state so operating.

While this district was originally a strictly farming area, today some of the largest manufacturing plants in the South are located here.

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

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 co-operation.

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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W. H. PERKINS,
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BOARD OF EDUCATION
OFFICE OF SUPERINTENDENT
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 May 15, 1938

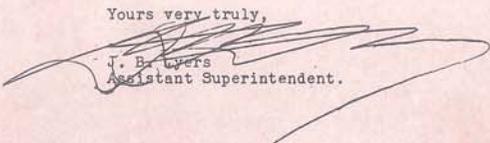
Superintendent J. C. Ellis
 Gretna, Louisiana

Dear Mr. Ellis:

In my capacity as Chairman of the State Band Contest Committee during the festival held in Baton Rouge on May 6 and 7, I had occasion to notice carefully the performance and general conduct of the fifty-odd bands entered from all sections of the State. One band in particular impressed me throughout the contest with its fine discipline, excellent conduct, distinguished appearance, and superior performance. I refer to your parish band, directed by Dr. R. C. Edwards, and feel that I should not be doing these children and their director full justice unless I were to call their fine performance to your attention. There were many excellent bands entered in the contest, but none so impressed me as did the Jefferson Parish Band, which was not only one of the best but also the largest.

This is the only such letter of commendation I am writing.

Yours very truly,


 J. B. Myers
 Assistant Superintendent.

JBM:hh



JUSTIN F. BORDENAVE
Editor and Publisher

ANNIE LAURA HOWARD
Associate Editor

JOSEPH H. MONIES
Business Manager

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JEFFERSON PARISH**

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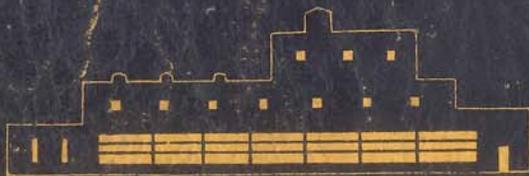
Jefferson Parish has made great strides during the last decade . . . the magnificent Huey P. Long Bridge, which spans the mighty Mississippi, has united the Westbank and Eastbank of this progressive parish . . . miles of concrete roads stretch from one end of the parish to the other, with many more miles 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.

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