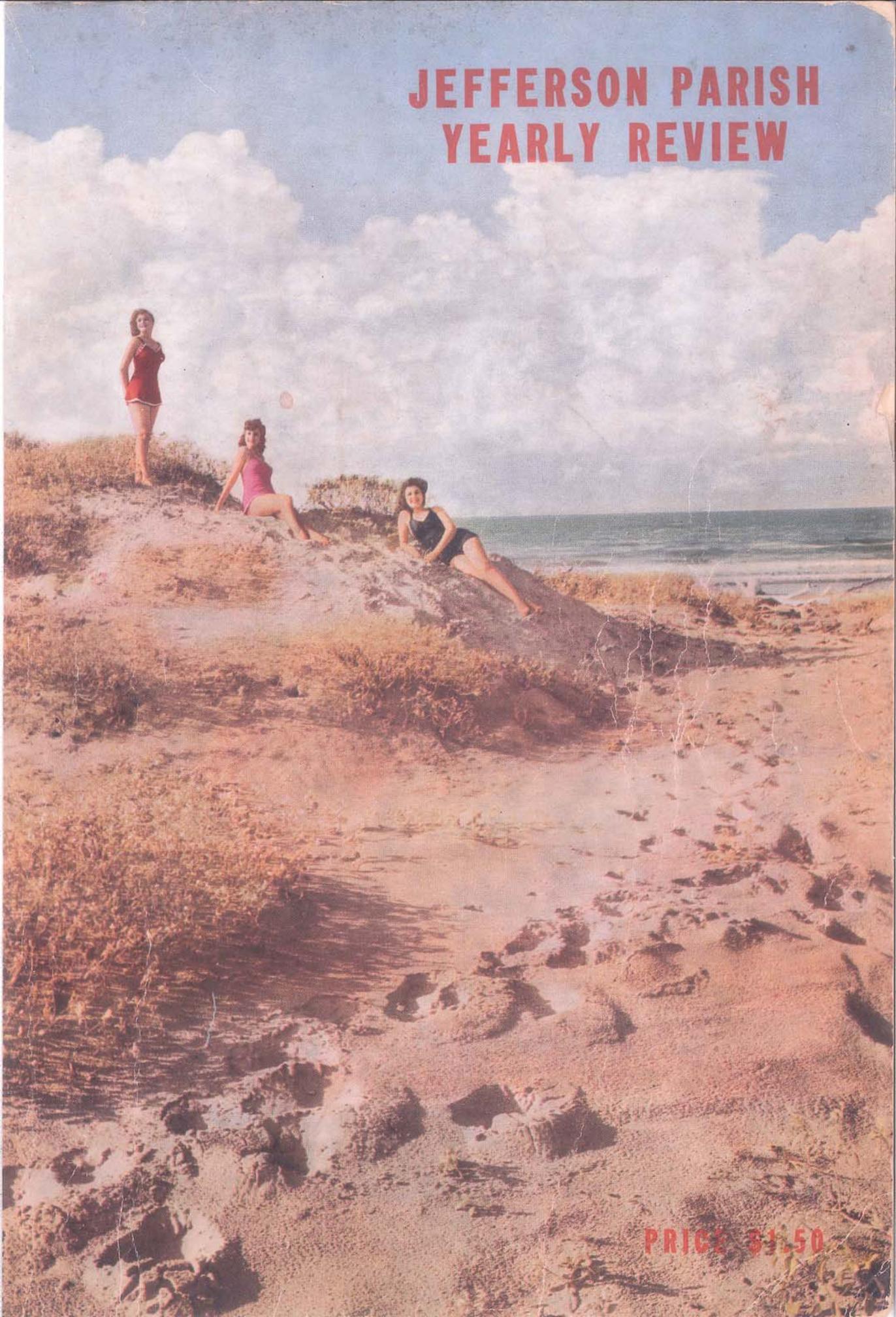


# JEFFERSON PARISH YEARLY REVIEW



PRICE \$1.50

---

*Three Essential Services for  
War and Peace*



**Electricity for Power**

**Natural Gas for Fuel**

**Street Railway for Transportation**

NEW ORLEANS *Public Service*

---



# JEFFERSON PARISH *Yearly Review*

KENNER, LOUISIANA

1945

Published annually with the endorsement and support of the Police Jury of Jefferson Parish

Weaver R. Toledano, President

## STAFF

Publisher.....Justin F. Bordenave  
 Managing Editor and  
 Business Manager.....Joseph H. Monies  
 Associate Editor.....Ray M. Thompson  
 Associate Editor and  
 Art Director.....Sue Thompson

## OUR COVER

These are the golden sands of Grand Isle—stretched along eight miles of beautiful beach that join Jefferson—and Louisiana—with the Gulf of Mexico. Here—the sun and the sea and the sand will heal the wounds of worry, will rejuvenate the tired body and will bring paradise as close to earth as it is possible in our world of material things.

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

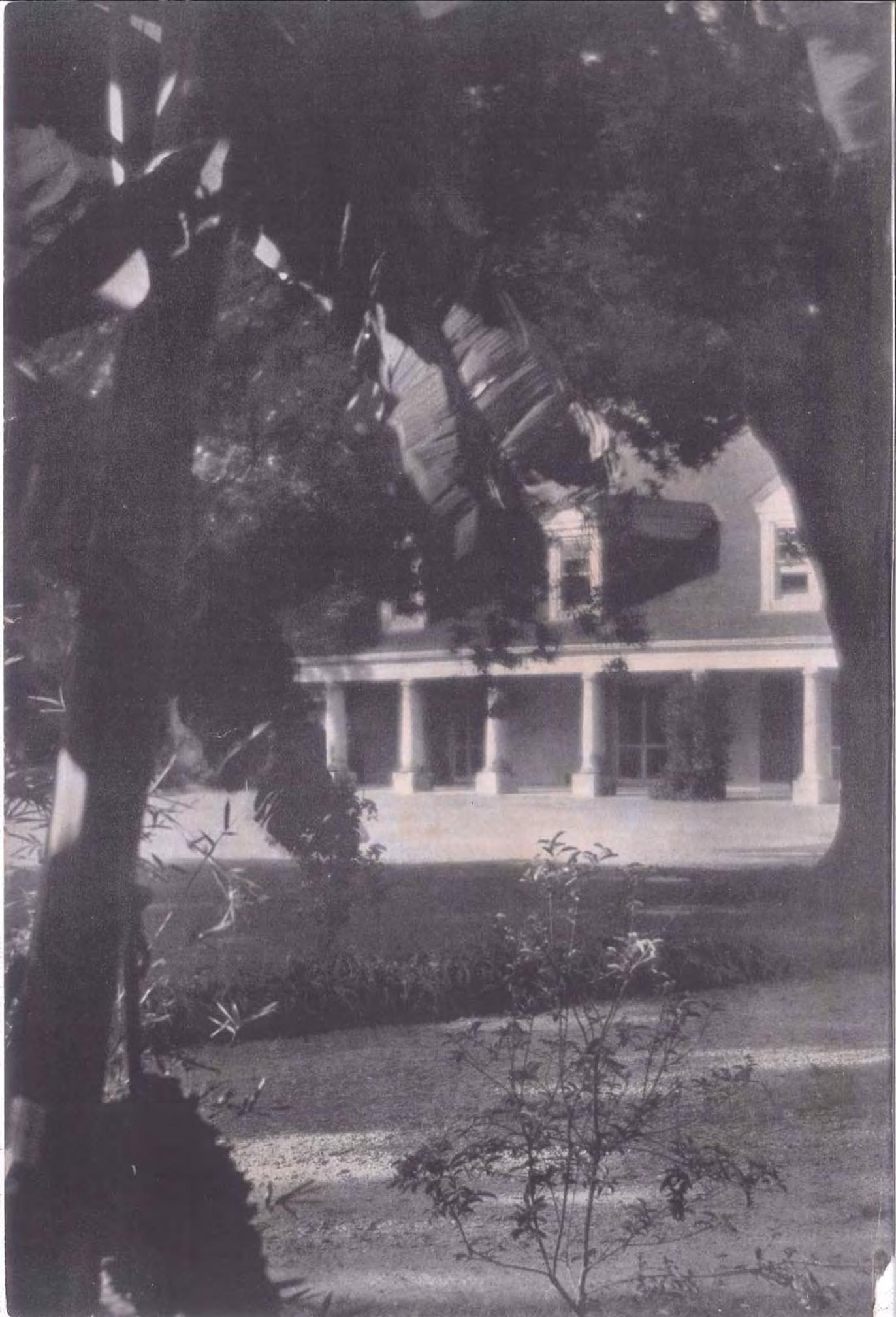
## FEATURES

Frontispiece <i>Elmwood Plantation</i> .....	2
Foreword .....	3
Jefferson Parish Extends an Invitation by <i>Weaver R. Toledano, President of Police Jury</i> .....	4
Jefferson Parish Police Jury—Members and Officers.....	7
The Glamour of Grand Isle by <i>Eleanor Early</i> .....	16
The West . . . and Best Seaway by <i>Arthur A. Grant</i> .....	26
The Munificent Miser by <i>Sue Thompson</i> .....	35
Rebuilding the Rivers and the Land by <i>Thomas Ewing Dabney</i> .....	47
Gumbo Monday the Bayou Pony by <i>William F. Lockwood</i> .....	59
Camera Counterpoint <i>Pictorial Section</i> .....	65
Federal, State and District Officials.....	81
Parish Officials .....	83
Court Officials .....	85
Picture from the Past by <i>Katherine Harvey Roger</i> .....	86
Metairie Plans a Seawall by <i>William J. Guste</i> .....	101
The Logical Location for the Mississippi River Bridge.....	113
Father Wynhoven, In Memoriam by <i>Rev. H. J. Jacobi</i> .....	119
San Salvador Protective Institute by <i>Roger Baudier</i> .....	121
Jefferson Parish Looks at its Schools by <i>L. W. Higgins, Superintendent of Schools</i> .....	131
Jefferson Parish School Board—Members and Officers.....	139
School Board Officials.....	141
Magnolia School by <i>George Soule</i> .....	143
Power is Progress by <i>William Oakley Turner</i> .....	147
Underground Guardians by <i>John W. Hodgson, President and General Manager, East Jefferson Waterworks District No. 1</i> .....	159
City of Gretna by <i>Dr. Charles F. Gelbke, Mayor</i> .....	165
Town of Kenner by <i>Dr. Joseph S. Kopfler, Mayor</i> .....	169
Village of Harahan by <i>Frank H. Mayo, Mayor</i> .....	173
Town of Westwego by <i>R. J. Duplantis, Mayor</i> .....	175
Shore Lines .....	176
The Longest Street in the World by <i>L. A. Borne, President Lafourche Parish Police Jury</i> .....	177
Plaquemines, Parish of Profusion by <i>F. K. Cummins, President of Police Jury</i> .....	209
Photography .....	221
Index to Advertisers.....	222
MAP <i>Land of Opportunity</i> .....	Inside Back Cover

This Book Manufactured in its Entirety by Union Labor



Copyright 1945, by Justin F. Bordenave  
 Printed in U. S. A.



# Foreword

HELLO again!

THIS is the eleventh consecutive issue of the Jefferson Parish Yearly Review — and once more we bring you up to date on the Land of Opportunity, represented by our parish and its neighbors.

SO many and so great are the present and postwar advantages for investments, industry and the individual in this area of accomplishments, that we have supplemented our reading contents this year with a map. Now your eye can visualize quickly the many diverse activities that exist in these several closely concentrated parishes . . . and then you can read our articles for complete and detailed explanation.

## Jefferson Parish Yearly Review



**Frontispiece** Beautiful Elmwood Plantation, owned by Mr. and Mrs. Durel Black, is one of the showplaces of Jefferson Parish. Located near the Huey P. Long bridge and nestled among giant, venerable oaks, this property was one of the earliest and largest Louisiana plantations, dating back to 1719 when it was a land grant to Joseph Chauvin Lafrenier. Records fail, as yet, to reveal just when this spacious and comfortable home was built but it is certain it was fairly early in Louisiana's history, for in the ground floor walls are imbedded narrow gun slits, used undoubtedly, in protection against warring Indians. A few years ago Elmwood was destroyed by fire but even the ravages of fire could not completely efface this fine old plantation for the walls and pillars stood untouched. It was then rebuilt and restored by Mr. and Mrs. Black and it is to their credit that they painstakingly and lovingly sifted the ashes and debris to regain every bit of the original hardware and material to put back into the restored home. The grounds surrounding Elmwood, although only a small portion of the original land, are lovely and an air of graciousness pervades the entire place, the atmosphere of which Eugene Delcroix has caught in this beautiful photograph.

# Jefferson Parish

**Extends an Invitation  
To Industry and to  
Returning War Veterans**

Through the President of the Jefferson  
Parish Police Jury, Weaver R. Toledano

## *Why do we extend this invitation?*

What do we have to offer you? Who is going to do what for whom—and how?

These are questions you have a perfect right to fire back at us. Especially if, as an industry or a representative company of an industry, you are interested in transportation facilities, proximity to raw materials and to market, power, taxation and the availability of the correct type of labor. Or if, as a fighting man returning to civilian life, you are interested in a place where you can establish a home, be certain of steady employment and be assured of a safe future for your family.

So, in anticipation of your questions we'll support this invitation with most of the answers. We'll briefly review our past performances and rapidly outline our postwar program so that, when we are finished, you will have a clear, concise mental picture of our parish. Then, if our advantages fit the blueprint of your requirements, the Jefferson Parish Police Jury, the other parish officials, its various civic bodies and its leading citizens are all available to you to help you secure any other information which is not contained here.

**First of all,** Jefferson Parish is the most highly industrialized section of the South. It is the Brooklyn of New Orleans. In peace-

time, even before the logistics of war made New Orleans one of the most vital embarkation and supply ports in the world, there were sixty-one industrial concerns concentrated in this one Louisiana parish—and five of those concerns were and still are the largest of their kind in the world.

These five plants, giving constant and steady employment to contented workers the year round, are: Penick and Ford, Ltd., Inc., at Marrero, the largest cannery of cane syrup and molasses in the United States; the Celotex Corporation, also at Marrero, which has established a huge industry on a former waste product of sugar cane—bagasse—and from which this internationally known concern manufactures an imposingly long list of building products; the Southern Cotton Oil Company at Gretna, one of the largest cottonseed oil processing plants in the world, which has been here over fifty years—a veritable symbol of the stability of the manufacturing and marketing advantages of this West Side of the River; the largest shrimp and oyster canning plant in existence, the Southern Shell Fish Company at Harvey, distributing to the far corners of the earth the delicious seafood of Southern Louisiana and the Gulf Coast; and finally, at Southport, the largest plant in the country for the creosote treating of lumber—covering 30 acres of ground—the American Creosote Works, Inc.

Close behind these five "world largest" plants, comes an imposing list of fifty-six other manufacturing concerns—none of which are war babies, but all of which were solid businesses before the war and will be even more substantial in the postwar period of great world demand. Some of them are: The Great Southern Box Company, Inc., which has one of the largest wire-bound box plants in the South; the two plants of the Commercial Solvents Corporation, one at Harvey and one at Westwego, and the plant of the National Distillers Products Corporation at Gretna, all engaged in the production of commercial alcohol, a vital ingredient in our present and postwar synthetic rubber program; the 33-year-old cottonseed oil refining plant of Swift and Company; a good half-dozen seafood packers and shippers, supplying fresh seafood and their by-products to the other states of the Union; boat building concerns, like the Avondale Marine Ways and the Allen Boat Company; and boat repair yards like the Harvey Canal Shipyard and Machine Shops.

*Continued on next page*

Incidentally, at one little section on the Harvey Canal less than a mile and a half long, twenty-nine firms have bought property and located since 1935.

*But, to continue:* There are the woodworking plants of Jefferson Parish—the Freiberg Mahogany Company, an Army-Navy "E" holder, which deals in foreign hardwoods, chiefly mahogany from Central America, and whose products, now going into PT's, gliders and landing boats will, one day soon, be part of our new furniture, our postwar radios and our fleet pleasure boats; and, also, the Ipix Plywood Corporation, which now fabricates mahogany and other hardwoods into marine and airplane sections.

There are the box companies: Louisiana Box and Lumber Company, famous for egg crates, and the Mancuso Barrel and Box Company, Inc. There is the Chickasaw Wood Products Company, makers of wooden barrels. There are a good half-dozen companies handling the oil of the Louisiana and Texas fields and located here because of the strategic transportation value of the Intracoastal Canal. There are the several companies that supply the oil well drilling and producing fields with specialized equipment. There are the steel drum manufacturers, including The Rheem Manufacturing Company, the U. S. Steel Products Company and the J and L Steel Barrel Company. These three plants combined produce in Jefferson Parish more steel containers than any other county, or parish, in the United States. There is the plant of the Continental Can Company, serving the seafood, molasses, syrup, and vegetable canners of the Gulf Coast. There is the Squire Dingee Company which, from the raw materials of Louisiana and Mississippi, packs pickles and mustard for U. S. and Cuban markets. Jefferson Parish is the molasses center of the nation, where, coming from all parts of the cane producing world, molasses is either processed or stored for delivery to other points of the country. There is the southern plant of Johns-Manville Products Corporation, established in Jefferson Parish because of its easy access to both raw materials and the Southern building trades market. There are the fertilizer and chemical companies. There is the Paper Makers Chemical Division of Hercules Powder Company. And, there are many other and smaller firms—all engaged in transforming the products of the Latin Americas, our own Louisiana, the South and Southwest into products in constant demand by the rest of the world.

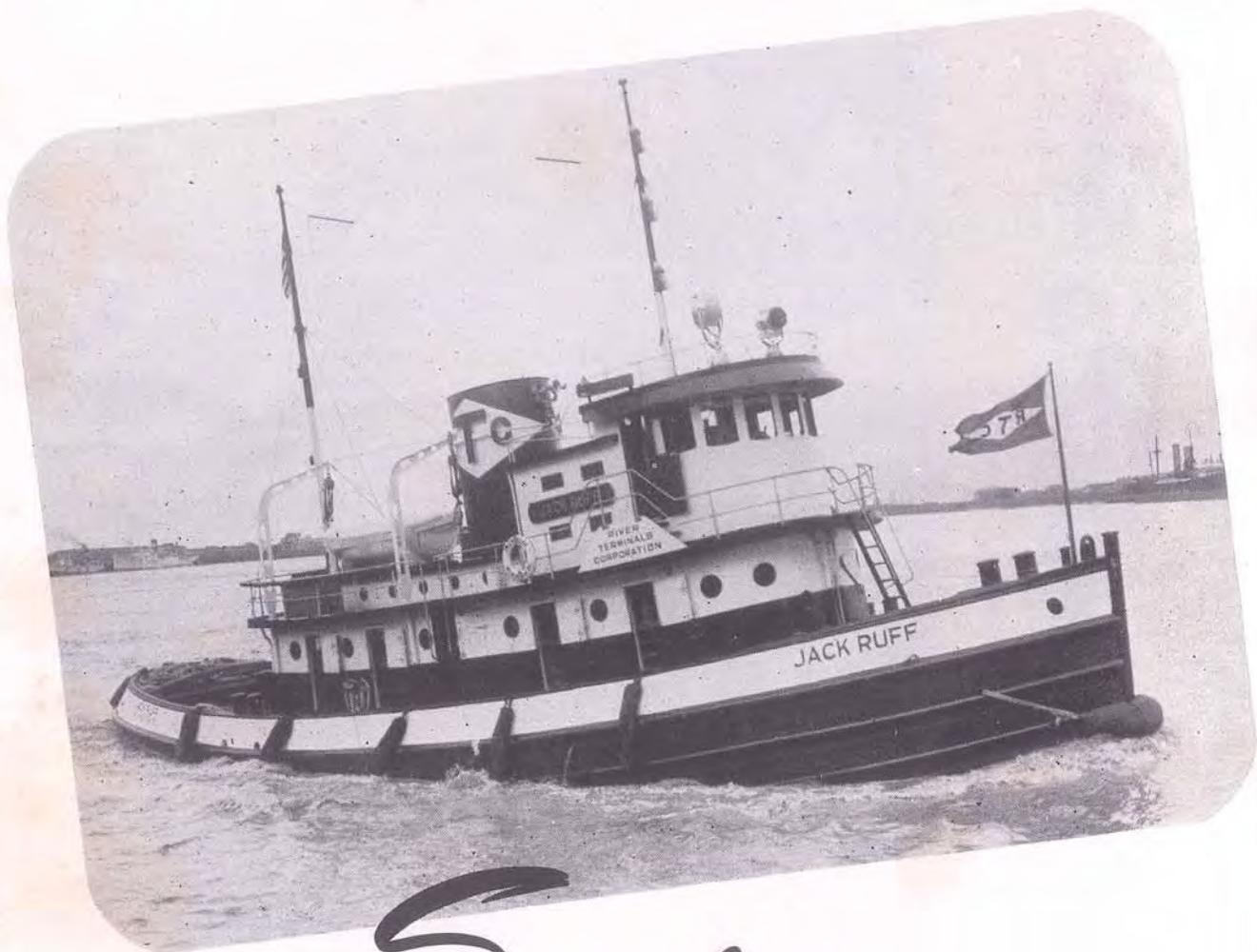
These sixty-one manufacturing concerns are located here in this one parish of only 409 square miles because—first, it is the industrial section of the Gateway and Air Hub of the Americas; second, because it is located between the raw materials of the South and Southwest and the Southern and inland markets of the United States; and third, because it is adequately served by every known and modern means of transportation, including seven trunk line railroads, three national highways, the Intracoastal Canal, the Mississippi River and, opening this summer, the nation's largest airport, called Moisant International Airport, and which is featured in a special article in this issue.

Before the war, when production figures were last available, 55% of all goods manufactured in and shipped from the Port of New Orleans was manufactured on the west bank of the Mississippi in Jefferson Parish. This famous industrial parish, by the way, has strategic river frontage on both sides of the river.



JEFFERSON PARISH POLICE JURY — MEMBERS AND OFFICERS

Seated, left to right: John H. Haas, Ward 1, Gretna (McDonoghville); Clem Perrin, Ward 6, Lafitte; Wm. Hepting, Secretary; W. R. Toledano, President; Ward 9, Kenner; Mrs. J. P. Smith, Parish Treasurer and Assistant Secretary; John J. Holgrave, Ward 8, Metairie; B. P. Dauenhauer, Ward 3, Gretna; and Robert Ottermann, Ward 7, Southport.  
 Standing, left to right: Wm. E. Strehle, Ward 2, Gretna; Alvin E. Holard, Parish Engineer; G. Ashton Cox, Parish Printer; Edward M. Thomassie, President Pro-Tem., Ward 4, Marrero; D. H. Roussel, West Bank Road Superintendent; Frank J. Deemer, Auditor and Bookkeeper; Russell Le Doux, East Bank Road Superintendent; Ernest Riviere, Ward 8, Metairie; Roger Coulon, Ward 4, Harvey; Joseph Welmer, Inspector of Liquor Permits and Business Licenses; Sidney Pertuit, Ward 4, Westwego; Wilfred Berthelot, Ward 5, Waggaman; Jessie J. Breaux, Ward 3, Gretna; and Roy Dupluchin, Ward 4, Marrero.



# *Serving*

... SHIPPERS

Offices located at:  
HARVEY  
NEW ORLEANS  
MONROE  
CAMDEN  
HOUSTON

with a modern fleet of towboats, tank barges and barges for general cargo on the Intra-Coastal Canal. Connecting line rates with barge lines plying to Middle West and Ohio River points.

**RIVER TERMINALS**  
*Corporation*

*In Jefferson Parish* is the important \$14,000,000 Huey P. Long Bridge across the Mississippi, serving both road and rail traffic. At the southernmost tip of the Parish is Grand Isle, the finest surf bathing beach in America, still to be discovered by the rest of the country. Here, also, besides industry, are one of the most prolific fur trapping regions in North America, a hunter's paradise for birds, a fisherman's mecca for anything from trout to mighty tarpon, and, paradoxically, a fine farming and dairying section.

There are 9,000 head of cattle on 125 dairy farms in Jefferson Parish, furnishing dairy products to the City of New Orleans and vicinity.

And, there are approximately 150 truck farms in this versatile parish producing just about every kind of vegetable found in the United States. These vegetables are grown on approximately only 3,000 acres of land—but the secret of their profitable success is their double and triple cropping. Since the war, the raising of poultry has sharply increased. Right now over 50% of the people have chickens in their backyards.

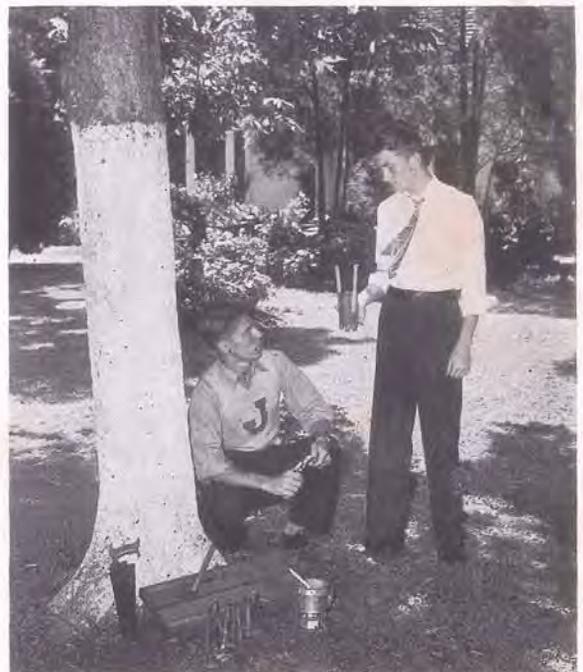
Working closely with the farmers of Jefferson are the county agent and the home demonstration agent—passing on scientific information on what to plant, when to plant, how to plant, methods of fertilization, the sanitation and feeding of cattle and poultry, and furnishing bulletins on the latest developments in farming and dairying and the ultimate handling of dairy and garden products by the housewife.

There has been a Home Demonstration Agent assigned to Jefferson Parish for eight years. A program for raising and canning fruits and vegetables for home use is now in progress. Supporting the Home Demonstration Agent are seven home demonstration clubs with an enrollment of approximately 175 housewives. Each of these functions as a trained leader who passes on vital information to other housewives in the parish. Their work on the value of proper diets has had a direct bearing on the correction of absenteeism in the many industrial plants.

Last, but not least, in Jefferson is the famous Lafitte Oil Field, the largest deep well producing field in the world—plus several other important oil fields.

To new industries Jefferson offers a ten-year tax free program and abundant available acreage to established plants, a year round even climate for economical manufacturing and living, ample electric power and natural gas and a population of proud home owners from whom can be drawn capable workmen.

Paul Dastugue, Jr., and his teammate, Bob Elbe (standing), demonstrate how they won for Jefferson Parish the 4-H Club contest of "Pecan Tree Grafting" at Baton Rouge this year in a statewide meet. Paul was state representative at the National 4-H Club Congress in Chicago last year.





trade marked  
for the ...

**FUTURE**

**IPIK**

GUM • POPLAR • MAHOGANY

**PLYWOOD**

IPIK TEGO BONDED PLYWOOD has left its mark . . . on the beaches of the South Pacific—the frozen wastes of Kiska and Attu—the blue Mediterranean shores of North Africa, Sicily and Italy . . . has proven its dependability, its stamina, its utility on the world's toughest proving ground . . . the invasion beach!

LOOK FOR THE TRADEMARK—indelibly etched on bloodied sands and rocky shores the world over—when you plan a new boat . . . when you want tight-fitting, tight-closing, warp-proof plywood doors for your new home or office . . . when you want naturally beautiful plywood wall panels in your office or home. Yes, look for IPIK TEGO-BONDED PLYWOOD—your trade-marked guarantee of quality—the product of more than thirty years of experience in plywood manufacture.

**IPIK PLYWOOD COMPANY**

1833 Canal Building, New Orleans ★ FACTORY, Kenner, La.

Free On Request: "Yesterday, Today and Tomorrow in Plywood"



A visit to heavy industry in Jefferson! Here is the huge automatic electric welder at Avondale Marine Ways at work on the double bottom of a ship under construction.

And to the individual—the home coming veteran—Jefferson Parish offers a community where can be built a beautiful home; a community where is available a fine 12-year educational system for the children; a community where many diversified manufacturing concerns assure steady employment and a community where the \$2,000 Homestead Exemption is in force and where all farm implements, all cattle and live stock are tax exempt.

*That; in digested form;* is what Jefferson Parish, whose population doubled between 1920 and 1930, and which has again almost doubled (not even considering the war worker inflation which also affects every other industrial community), can offer the new industry and the new inhabitant, in the way of present advantages.

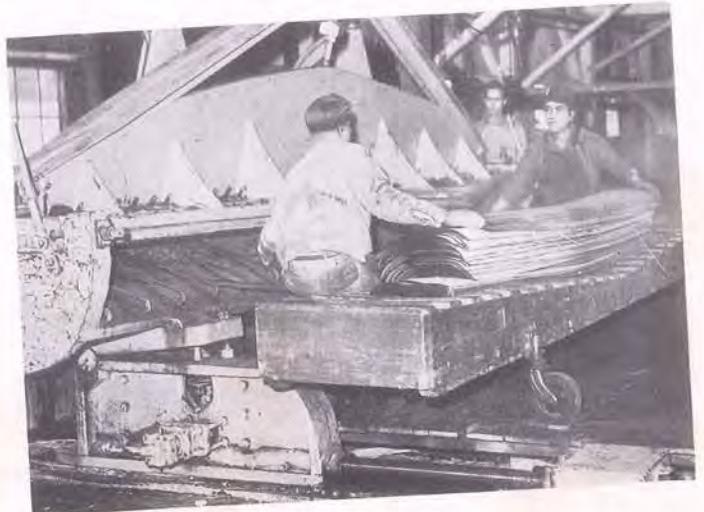
Add to these—now—the mighty postwar program of Jefferson Parish!

Even as these words are being written, rural electrification is being extended into the remotest bayous of Jefferson's Barataria country and to the farthest inhabited reaches of Grand Isle. The story is told in more detail beginning on page 147.

Plans for the construction of a free highway bridge across the Mississippi—connecting this great Industrial West Bank with the heart of New Orleans—are well under way. The bill giving congressional approval has already been signed by President Truman. This bridge, to be built by the Louisiana Highway Department and to cost \$15,000,000, is covered by another article in this issue—on page 113.

Jefferson Parish is aggressively behind its postwar ship canal to the Gulf of Mexico—connecting the Great Port of New Orleans with the ocean

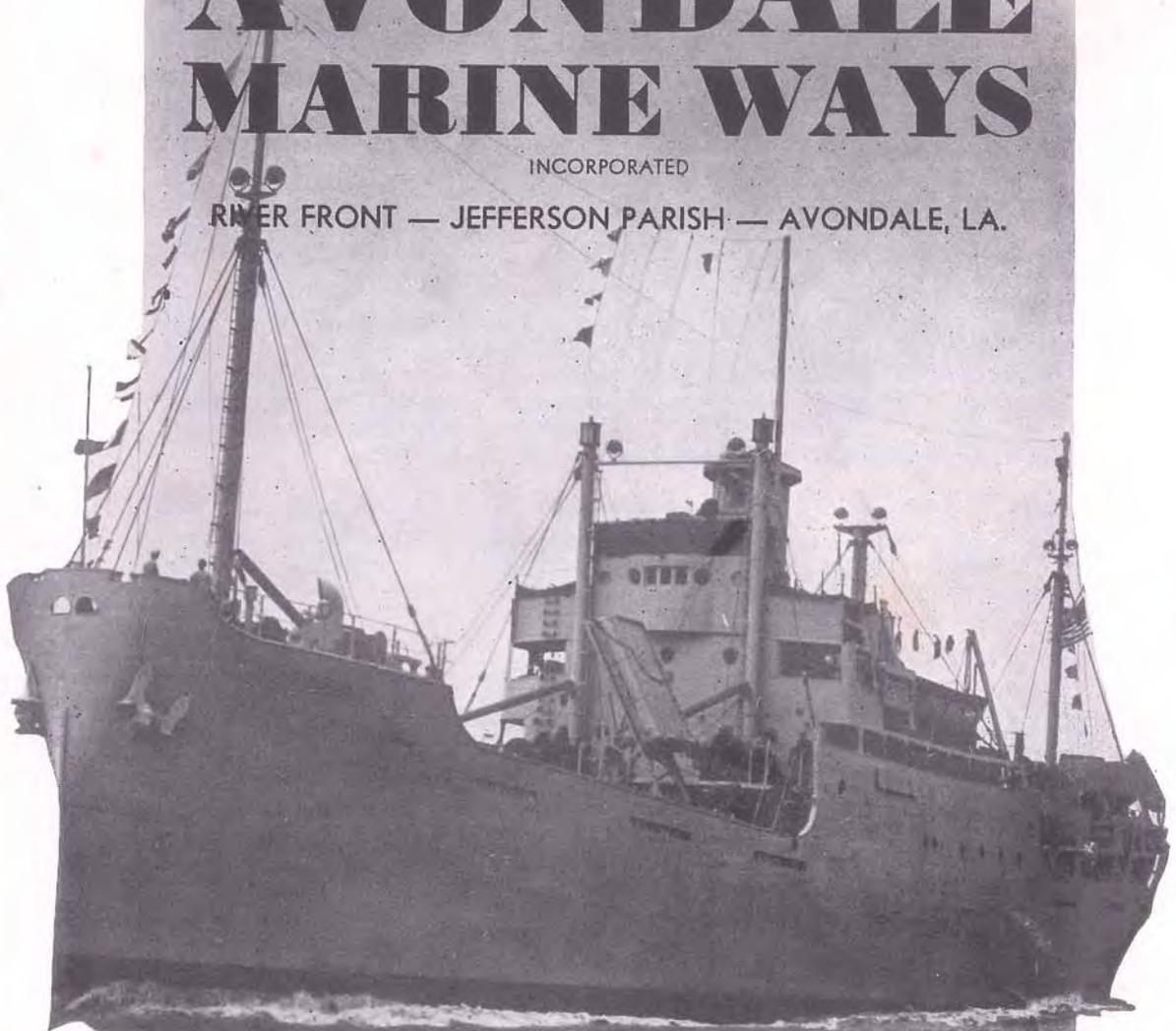
Jefferson is a processing center for the versatile mahogany of Central America. Here is shown the electrically driven veneer slicing machine of Freiberg Mahogany Company at Harahan that can slice pieces from 1/100" to 1/8" with 1/1000" tolerance at the rate of 10,000 surface feet per hour.



# AVONDALE MARINE WAYS

INCORPORATED

RIVER FRONT — JEFFERSON PARISH — AVONDALE, LA.



**BUILDERS**

ESTIMATES AND  
DESIGNS  
FURNISHED  
ON REQUEST

**FABRICATORS**

STEEL TUGS  
STEEL DECK BARGES  
STEEL OIL BARGES  
STEEL DERRICKS  
STEEL TANKS

**DESIGNERS**

DOCKING  
AND  
REPAIRS

*Liability Insurance of \$300,000.00 Carried*  
**Phone: WALnut 8970**

Mailing Address P. O. Box 14, Westwego, Louisiana — New Orleans Exchange



Jefferson, like the other Southern Louisiana parishes, has entered the Easter lily bulb industry. These two junior Jeffersonians demonstrate their grandfather's display of blooms at Kraak's Nursery on Central Avenue.

traffic of the world by means of a safer, faster, straighter water route. This is to be constructed straight down through Jefferson Parish to the Gulf of Mexico by the shortest and most economical engineering straight line. For the detailed story of that project read the article on page 26.

Jefferson Parish is also fathering a great four-lane highway to Grand Isle, connecting the Gulf of Mexico with the Port of New Orleans. This will make it possible for visitors to our community to bathe in the surf of the Gulf not more than one hour and a half from their hotel. It will connect by land as the Seaway will connect by water.

Part of Jefferson Parish fronts on Lake Pontchartrain. This section is one of the most beautiful residential sections of the entire New Orleans area. The community of Metairie, which is included in this part of Jefferson Parish that impinges on the Lake, is famous for the fact that it is always 5 to 10 degrees cooler than the heart of New Orleans in our mid-summer season. In this section are located some of the most palatial homes of the South.

A project is now being sponsored by Jefferson Parish to build a seawall lining Lake Pontchartrain, to protect property by preventing the future erosion of the lake front. Jefferson is as interested in its home-owners as it is in its industries. So, read more about this, also, in the article on page 101.

Another huge postwar project is the four lane highway through the heart of the parish, just back of but parallel to the present road, connecting the overpass near the Huey Long Bridge to the vicinity of the Algiers Naval Station.

May we introduce you to Mrs. Edna Sims, at right, Home Demonstration Agent of Jefferson Parish who, with Mrs. G. J. Spence of Metairie, is demonstrating how Louisiana's famous crayfish bisque was canned for shipment to the boys overseas.



# THE JEFFERSON PARISH YEARLY REVIEW

Bids welcome to a new advertiser and  
a new industry in Jefferson Parish—



## PIPE LINE SERVICE CORP.

On Harvey Canal — Intracoastal Waterway  
HARVEY, LOUISIANA

### Pipe Cleaning Pipe Coating and Wrapping

#### PIPE LINE SERVICE CORPORATION

Serving the Gas and Oil industry by application of  
corrosion preventive coatings for underground steel pipe.



General Offices and Plant: Franklin Park, Illinois  
Plants at Glenwillard, Pennsylvania; Longview, Texas; Corpus Christi, Texas;  
and Harvey, Louisiana.

Still another is an overpass in the vicinity of the east approach of the Huey Long Bridge to the Airline Highway which links New Orleans and Baton Rouge. This would eliminate to automobile traffic the present eleven railway tracks now encountered on the Shrewsbury Road.

There are also the proposed bridge across Big Bayou Barataria and the road along the Intracoastal Canal from Larose on Bayou Lafourche to this bridge on Big Bayou Barataria. This combination of bridge and hard surfaced road would expedite the produce of Lafourche and Terrebonne parishes to the New Orleans market.

And, it is the plan of the Parish to have state legislation introduced in the near future which will permit the parish to add to the bay side of Grand Isle, thus increasing the width of this fertile Garden of Eden which now is approximately 8 miles long and three-quarters of a mile wide at its widest point.

### SUMMARY

*Jefferson Parish* is only sixty miles long—yet in that concentrated area is the largest airport in the nation today; an industrial plant for every mile of its length; trunk line railroads and railroad yards; a vital segment of the inland waterway system that reaches from Texas to Florida; miles of river front on both sides of the Mississippi; three national highways that terminate in San Diego, California, Winnipeg, Canada—and Madison, Wisconsin; the finest surf bathing and swimming in the United States; beautiful bayous that will take you back a hundred years to the days of Lafitte the pirate; bays and lakes that abound in oysters, shrimp and fish; marshlands and swamplands that are the haunt of millions of muskrat and fur bearing animals; farms stocked with blooded cattle; homes that are as modern as a Crane catalog; pirogues, tugboats, barges and Liberty ships; fishermen, farmers, financiers and factory workers—about 70,000 people who are the inhabitants of one of the most progressive and prosperous sections of the United States today.

And these people—all of them—invite you to come and share our great future.

The floating smoke pot for laying smoke screens over invasion beaches (simply a standard 5-gallon container converted to war work) now being manufactured at Rheem Manufacturing Co.





# The Glamour of Grand Isle

By ELEANOR EARLY

"... the breezes swept in from the gulf and rustled through the tattered fronds of bananas and palms."

**I**N THE West Indies they have a pretty way of defining the proper sort of island. An island, they say, should be small enough to go around in a day, big enough to live on, and little enough to love. As an island-lover from away back, I nominate Grand Isle, filling all specifications, as worthy of high place among tropical isles.

Almost everybody who knows it has a tender spot for Grand Isle, though some are inclined to apologize for mosquitoes and the heat. Maybe then it was sheer luck, but during a recent hot spell, when New Orleans simmered under a torrid sun, I visited Grand Isle and found it sweet and cool. No mosquitoes, and plenty of breezes.

The breezes swept in from the Gulf, lifting the gray moss of bearded oaks and rustling through the tattered fronds of bananas and palms. If there were mosquitoes anywhere, the winds must have blown them straight to sea.

The days were cool and the nights were sweet. The oleanders bloomed riotously, the mocking birds sang like mad, and the sweet olive smelled to heaven.

I have been told that until about ten years ago there was no road to the island, and the only way of reaching it was by boat. I think I should have enjoyed that—winding through the bayous on a little old fishing boat. But the motor road is wide and handsome and the countryside is interesting.

As a New Englander who knew no better, I fell in love with the water hyacinths along Bayou Lafourche, that shimmered in the sun like northern lilacs. They tell me that water hyacinth is nothing but a loathsome weed that clogs the waterways, and that the first bulbs were presented to Louisiana by a Japanese consul who would probably be delighted to know all the trouble they have been.

I am sorry about the plants being a nuisance, but those million blossoms, shining violet, made a fantastic garden, and a blossoming bayou is something to dream about, when willows bend over the waters and red birds flit through the tender green.

Once I brought a basket of hyacinth bulbs home from the West Indies, and I had to leave them at Customs until I could get a permit, and they were sent to Washington to be examined and cleared. When I finally planted

## A world-wide traveler and famous author visits Grand Isle and finds it charming

them in my little pool, it was autumn and they died, and I have been regretting the whole business for a long time. Which is probably why I was so practically overwhelmed by the miles on miles of hardy blooms, and they seemed to me like pure beauty, with their green leaves and their lavender flowers floating idly in the sun.

Along the way we saw a store on wheels that was like nothing I had ever seen before. In the very old days skiffs plied up and down Bayou Lafourche with provisions of all sorts for the people who lived on its shores. Later, in horse and buggy days, there was a merchant who drove a tired horse, and peddled his wares from a wagon. Now there are stores that travel by motor. From Cut Off to Golden Meadow to Leeville—thirty miles down the Bayou, and thirty back again. In a two-day trip the itinerant merchant does some \$300 to \$400 worth of business. When he stops, he blows his horn and women in sun bonnets come out to buy.

Sun bonnets Bayou women wear sell in New York antique shops for a little less than the ones the horses wear. In the north a self-respecting horse wouldn't wear a bonnet, but I think the Garden Club ladies should revive the fashion, since bonnets are practical for women who work in the sun, and rather fetching, besides.

The motoring salesman sells practically everything from notions to cattle feed—paints, seeds, groceries, patent medicines, axe handles, mops, Mother Hubbards and overalls, pots and pans, slips and shoes and oil stoves.

Long ago, the itinerant merchants exchanged their wares for threshed rice or fur skins. They still carry old fashioned order books, and will shop for a lady who can't get to town.

---

"We reached Grand Isle at sunset . . . saw great oaks, bent by winds from the Gulf, and they seemed to me like old men, toughened and grown wise with hard living."



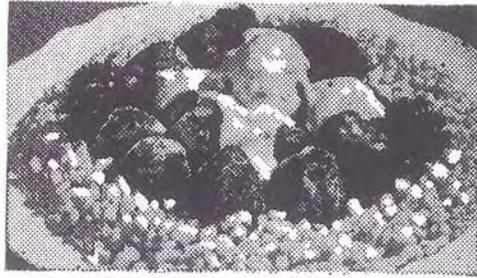
*We Salute*

A GROWING

**JEFFERSON PARISH**

*and invite you to enjoy*

*Grand Eating*



—And to enjoy the savings offered in the thousands of food bargains you will find in our stores.

*VISIT YOUR*

**H. G. HILL STORES**

FIVE FINE FOOD STORES IN JEFFERSON PARISH

111 Huey P. Long Ave.

4401 Jefferson Highway

437 Metairie Road

2031 Metairie Road

Metairie Road at Ridgeway



"The sands on the beach were golden brown, which is unlike the sands that I have seen on other beaches."

"I've done everything from matching thread to choosing an ice box," the merchant told us.

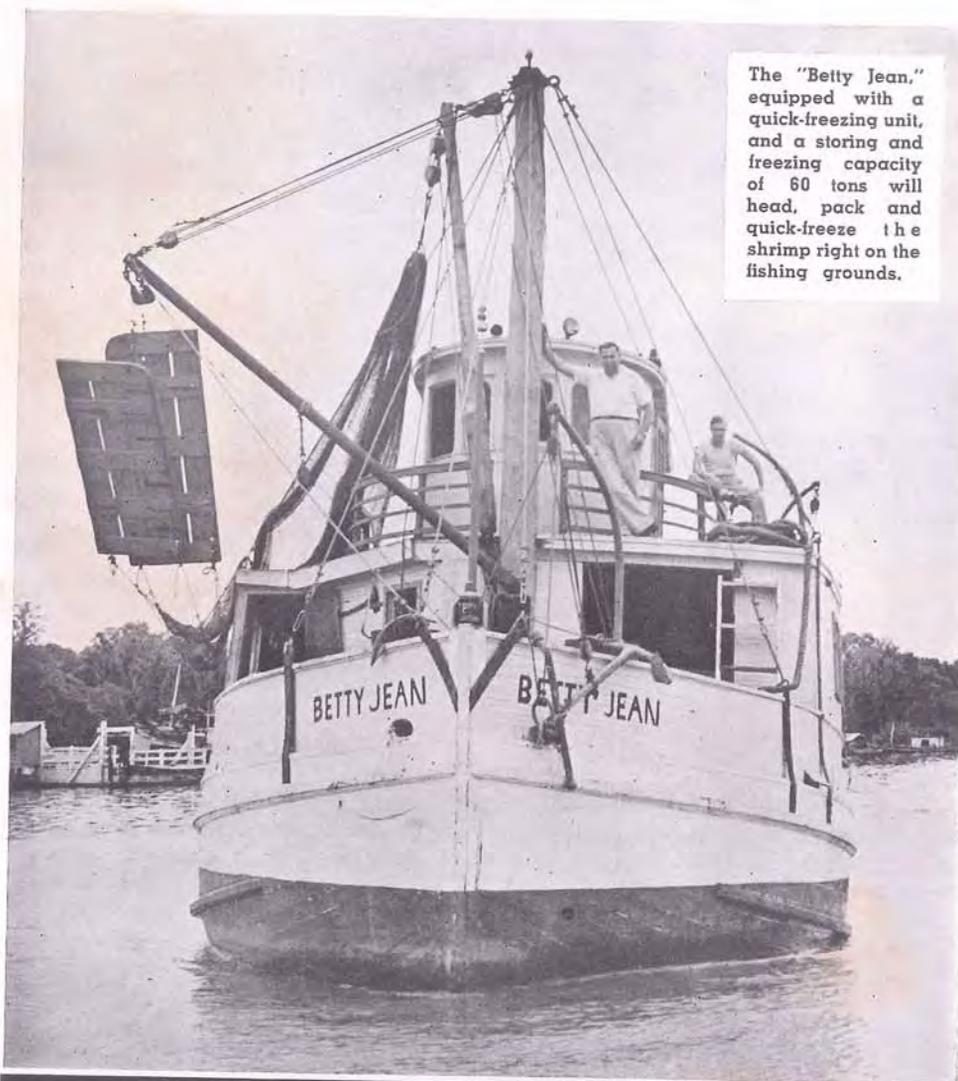
Along the Bayou the little farms are generally tidy, and their dirt yards swept with a broom. The people farm, and raise cows and chickens. In the winter many of them trap muskrats.

It astonished me to learn that there are more muskrats in Louisiana than in all the rest of the States combined, and that Louisiana trappers take more pelts than Canada and Alaska put together. The marshland along the bayous is paradise for muskrats, who chew all day on the sweet roots of marsh grasses, and never eat another thing. There are mink and raccoons in the marshes too, and between one thing and another, Louisiana has become the leading fur-producing State in the Union.

The trappers, who are Jacks-of-all-trades, do a little farming in the summer-time, and fishing. Most of them work on the shrimp boats, or for the men who own the oyster beds. And this may be as good a place as any to pay tribute to Louisiana's seafood. Trout, crabs, shrimp, crayfish and oysters—they are all excellent. In fact, Trout Marguery, as served at Galatoire's in New Orleans, is better than any trout I ever had at the famous Marguery in Paris where the dish originated, and I think one reason may be the lake shrimp that are in the sauce. Louisiana lake shrimp are plumper, firmer and more delicious than any shrimp I know anything about, and I have eaten shrimp all around the world.

In Copenhagen there used to be a place called Oscar's that was celebrated for its shrimp. The shrimp there were so good that the Duke and Duchess of Windsor would fly from Paris just to have some. Oscar used to serve 25 to 40 shrimp in what he called a Pyramid Portion, and in a dish called "Shrimp In A Crowd" he would serve from 130 to 140 shrimp. Lots of people got perfectly enormous eating them, but the Duchess always contrived to keep her figure. Oscar did so much shrimp business that he employed 50 girls—25 on the day shift and 25 at night—doing nothing but just shucking shrimp. Oscar told me that he was convinced that, next to women, American men love shrimp more than anything in the world.

Well, Oscar's shrimp were very good—and no wonder the gentlemen liked them. But I think Baratavia Bay shrimp are better than any I ever ate in Denmark, and Mississippi River shrimp are tinier and sweeter than shrimp that swim in any other river.



The "Betty Jean," equipped with a quick-freezing unit, and a storing and freezing capacity of 60 tons will head, pack and quick-freeze the shrimp right on the fishing grounds.

## SHRIMP BOUGHT AND SOLD

Any shrimper on the lakes or in the Gulf interested in selling their catch on the fishing grounds—contact us! The "Betty Jean" will act as mother ship for several other company owned trawlers as well as some privately owned.

Companies interested in buying our fresh frozen shrimp are invited to phone, wire or write.

## LEWIS SEA FOODS

450 SALA AVE.  
P. O. BOX 128

PHONE WA. 6405  
WESTWEGO, LA.

G. C. LEWIS, MANAGER

*Crabs* ★ *Shrimp* ★ *Turtles* ★ *Frogs*

Jefferson Parish's soft shell crabs are better, for my money, than the crabs that made Maryland famous. As for oysters!

In New England we consider our oysters superior to all others; and the best, we think come from Cotuit on Cape Cod. I have gone out in the dawn with Cotuit oyster men to the beds where the oysters are plump and sweetest, and, eating them from the shell, salty and cool from the sea, I had thought Cotuit oysters the best in the world. I have written this, and it has been published in books and magazines. But now I take it all back. BARATARIA BAY OYSTERS ARE BEST! Cock oysters are my favorite, and the best of these, I understand, come from the cool currents of the bays. Baratataria Bay oysters are more flavorful, I think than the oysters that bed in other waters. They are plumper, sweeter, and less inclined to become dry.

It is a rank heresy, by the way, to say that oysters should be eaten only in the months that have an "r" in them, and this silly fallacy costs the industry some eight million dollars a year. Oysters are good in *all* seasons but in the month of July they are not quite as tasty as usual because then they are busy spawning.

Oysters, by the way, contain 200 times as much iodine as milk, eggs or beefsteak, and lack only starch to be a perfect food. They are especially good for scurvy and rickets, and are said to be an aphrodisiac. I wouldn't know about this. But I do know that it is perfectly safe to eat raw oysters with liquor, despite the old superstition that a gentleman should get his drinks out of the way before tackling his oysters.

It seems to me that it would be a good idea for the restaurants on Grand Isle to make a specialty of seafood. We stayed at the Oleander, a spotlessly clean little hotel, and ate at The Nook, where the food was good and abundant. But I wish someone would make an arrangement with Julio Landry to provide oysters for a Grand Isle Oyster Bar where everybody would flock as they flock to Tony's to dance. Crayfish Bisque and Oyster Gumbo, Jambalaya, and Creole Stews of turtle, fish and chicken—these, I think, should be specialties of Grand Isle. Nothing fancy like Oysters Rockefeller, no French sauces, or lah-di-dah desserts. But the tasty, good dishes of the fisher-folk—plain food and plenty of it—and Grand Isle might become, as Cape Cod has, the mecca of tourists with a palate for hearty, simple fare.

We reached Grand Isle at sunset, and wandered up and down the little winding lanes where oleanders grow on both sides, and arch above. We saw great oaks, bent by winds from the Gulf, and they seemed to me like old men, toughened and grown wise with hard living. And their gray moss was like the beards of patriarchs.



The children of Grand Isle lead happy, healthy lives.

... and flowers grow in lush profusion.





**LET A**

**Texaco Dealer**

***“Care for Your Car  
For Your Country”***

**with**

**Texaco**



**SKY CHIEF & FIRE CHIEF GASOLINE**

**HAVOLINE & TEXACO MOTOR OILS**

**MARFAK LUBRICATION SERVICE**

They tell me that there is usually a high surf, but the water was calm, when I saw it, as a New England mill pond. The sands on the beach were golden brown, which is unlike the sands that I have seen on other beaches, and it seemed to me soothing to the sight, and kinder than the blinding glare of a snow-white beach.

After supper we went to Tony's which is an amazing place—a bar, a dance hall, a picture show and a restaurant all under one roof—to say nothing of the rooms where Tony lives with his family! There were card tables, slot machines, and a juke box. On the walls were hung cast nets and crab nets, and in the floor was a plank which can be taken up, so that when the girls sweep they sweep everything through the hole in the floor—a practical device for simplifying housework.

From Tony's we went to Andrew Adam's to dance. All of Grand Isle was there. Pretty little girls danced with men from the oil fields and the fishing boats. There were school teachers from distant parishes, people from New Orleans, and a few tourists like me.

Mr. Landry, the Oyster King, sat at our table and entertained us with stories of oysters and of singing birds, and I thought him quite handsome, and interesting as the patriarch of simple folk who know the wonderful ways of a primitive and a lovely world. He told us of the song bird's flight from Mexico to Georgia, and of a little bird with a rose heart on his breast that sung that morning in an oleander near the beach.

The next day we saw a small boy bring down a rose-bird with a sling shot. He put the bird in a cage made of twigs, in a garden of cucumbers, and said that its mate would come to visit it, and then he would trap the mate. He wanted to make pets of them, he said.

The next night we went to the movies. I never saw a movie house like it. Little children lay flat on the floor, staring up at the screen. The pretty girls who danced the night before sat toward the back, holding hands with the young men from the oil fields and the fishing boats. Down front the old people sat. Everybody came and went, wandering from the bar, buying coke or candy, chatting sociably as they passed back and forth.

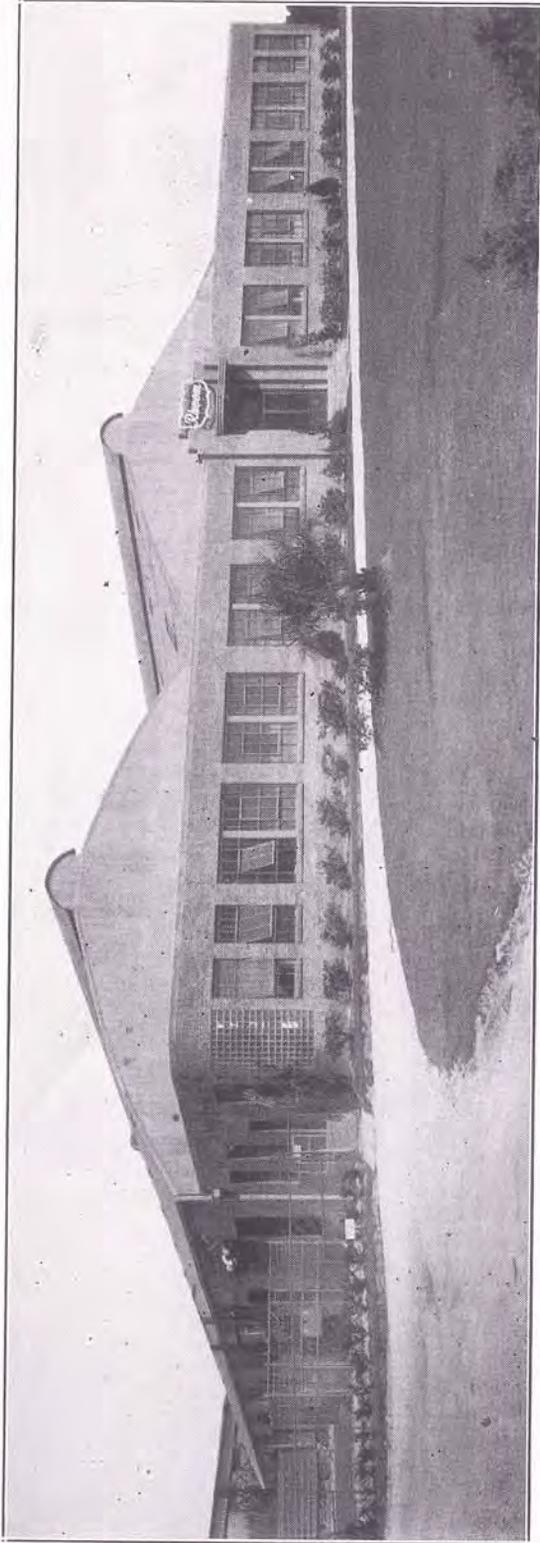
In the morning, very early, I was awakened by a delightful sound of music. The air seemed filled with it. It was a rising, throbbing chorus, and it came from the throats of mocking birds singing in a grove of oleanders.

Below: "Life on Grand Isle seems sweet and quiet, and I think the people who live there are happy."



Right: "We wandered up and down the little winding lanes where oleanders grow on both sides, and arch above."





# RHEEM MANUFACTURING COMPANY

**FACTORIES AND OFFICES**  
 RICHMOND, CALIFORNIA  
 SOUTHGATE, CALIFORNIA  
 CHICAGO, ILLINOIS  
 NEW ORLEANS, LOUISIANA  
 SPARROWS POINT, MARYLAND  
 HOUSTON, TEXAS  
 STOCKTON, CALIFORNIA  
 TELEPHONE CEDAR 3100  
 5101 JEFFERSON HIGHWAY

• **FABRICATED METAL PRODUCTS** •

FOR 18 YEARS  
 STEEL BARRELS  
 LITHOGRAPHED PAILS  
 AUTOMATIC WATER HEATERS  
 RANGE BOILERS  
 PNEUMATIC TANKS  
 GAS APPLIANCES  
 "HOT DIP" GALVANIZING

**FACTORIES AND OFFICES**  
 NEW YORK, N. Y.  
 SYDNEY, AUSTRALIA  
 MELBOURNE, AUSTRALIA  
 WASHINGTON, D. C.  
 DANVILLE, PA.  
 PORTLAND, OREGON  
 BIRMINGHAM, ALA.  
 P. O. BOX 4027 - STATION F  
 NEW ORLEANS, LOUISIANA

The next morning I was up before the birds, because I wanted to see the sunrise over the beach. The sky was gray and filled with clouds, and there was a tiny moon like a lady's fingernail in the sky. A bird's chirp broke the silence. Then there was an answering chirp. The birds sounded sleepy, too. Then the first one sang a little song. And presently there was another song, and another, until again the air was filled with music—and the mocking birds led all the rest. (If anyone should ask me what I have enjoyed most in Louisiana I think I should say the mocking birds on Grand Isle, the oysters from Barataria Bay—raw, Bienville or Rockefeller—then, maybe, the architecture and the ironwork in the Vieux Carré, and after that the magnolias.) The mocking birds will always be my first love. As they sang, the southern clouds grew pink, the sun came out of the sea, and the little moon grew paler.

There were pelicans fishing over the Gulf, and cows browsing on the golden sands. Gulls flew low over the water, and a black dog dug for crabs. The sun grew crimson, and the shining pools of water on the sands turned pink and purple.

That was the morning we visited the cemeteries—down Cathedral Lane to the white-washed graves, where the oaks bend low and the oleanders grow. Then out toward the bay where people say the pirates were buried. The tombs are open now to the sun and the rain, and the breezes that sweep from the bay. The pirates' cemetery seemed bleak and desolate, but the one in the village, sweet and cheery. And it was peaceful to think that one day I shall be in some such shadowy resting place.

People who read my books sometimes write to say that they think my predilection for graveyards is a bit morbid. (I am forever finding old graveyards and writing about them.) But I *do* like a nice cemetery, and I particularly like the one on Grand Isle, which I do not consider morbid at all.

Outside of the cemetery, I liked a number of more cheerful things, like mocking birds and oleanders, the blue kingfishers in the lagoons, and Mr. Landry, and the singing birds, the golden sands (with never a flea), and the little winding lanes with the quaint and pretty names. They are like cool green tunnels, branched over with oleanders, and banana, and chinaberry trees; and one is Miss Minnick's Lane, one is Rigaud's Lane, and another is called Cathedral Lane and there is a spot called Fairyland.

The people of Grand Isle are descendants of Lafitte's corsairs—attractive physically, and gently-spoken. Their homes are built along the lanes, or near the wharves where the fishing fleets are, and most of them have tidy gardens.

Life on Grand Isle seems sweet and quiet, and I think the people who live there are happy. They must be, for they hardly ever leave the island—these descendants of pirates, who are content now to farm and fish, and to cater to tourists and folk from the mainland.

---

## ELEANOR EARLY

Anyone who has ever read one of Eleanor Early's travel books needs no introduction to this delightful and charming author, for having read one of her books you will forthwith wish to read them all. Her best-selling travel books comprise an imposing list—"Ports of the Sun," "Lands of Delight," "New England Sampler," and "Nantucket Patchwork" to mention but a few. For years Miss Early's books have been greeted by critics and reviewers with acclaim, evoking comments such as this from the New York Times—"Nobody writes better guide books than Eleanor Early—better, more interesting, more charming." An indefatigable traveler, Miss Early recently turned her twinkling eyes on the Louisiana scene and is now at work on a book about Louisiana in general and New Orleans in particular, which is scheduled for postwar publication and which we—and we hope you—await with interest.



# THE WEST.. AND BEST

## *Sewaway to the Gulf*

*By Arthur A. Grant*

**I**T IS generally conceded that the present facilities of the port of New Orleans will be wholly inadequate to handle contemplated postwar traffic and that a Searway Canal is the only practical answer. This Searway Canal, which it is proposed to be built from the Gulf of Mexico to the Mississippi River at Westwego, is justified for the following reasons:

- (a) It will protect New Orleans' historic position as a port of major importance.
- (b) It will shorten sailing distance and time to world ports.
- (c) It will reduce costs to ship operators and shippers.
- (d) Its entrance at the Gulf will be free from the difficulties and hazards always present at the river passes, now the only access to this port. The absence of current and silt will insure against bar formation and periodic, expensive extension of the jetties.
- (e) It is straight except for slight curves adjacent to the Gulf and river entrances.
- (f) It will traverse practically no open water and be constructed through stable ground for practically its entire length—therefore require minimum dredging to maintain its 40-foot depth.
- (g) Its northerly 13 miles, including the Locks at Westwego, will provide the alternate connection between the Mississippi River and the Intracoastal Waterway recommended by the War Department, thus saving \$8,000,000.00.
- (h) It will reduce congestion in New Orleans harbor.
- (i) Ships may load to definite draft without regard to changing conditions at the passes.

***Importance of the Mississippi River Gateway:*** The passes of the Mississippi river constitute one of the major gateways of the country for foreign and coastwise commerce.

Ships enter the river through either of two passes—South Pass, 13.5 miles in length, with a project depth of 30 feet of water, or Southwest Pass, 20.1 miles, with a project depth of 35 feet. New Orleans, approximately 94.5 miles above the head of the passes, is thus 108 miles from the Gulf via South Pass and about 115 miles via Southwest Pass.

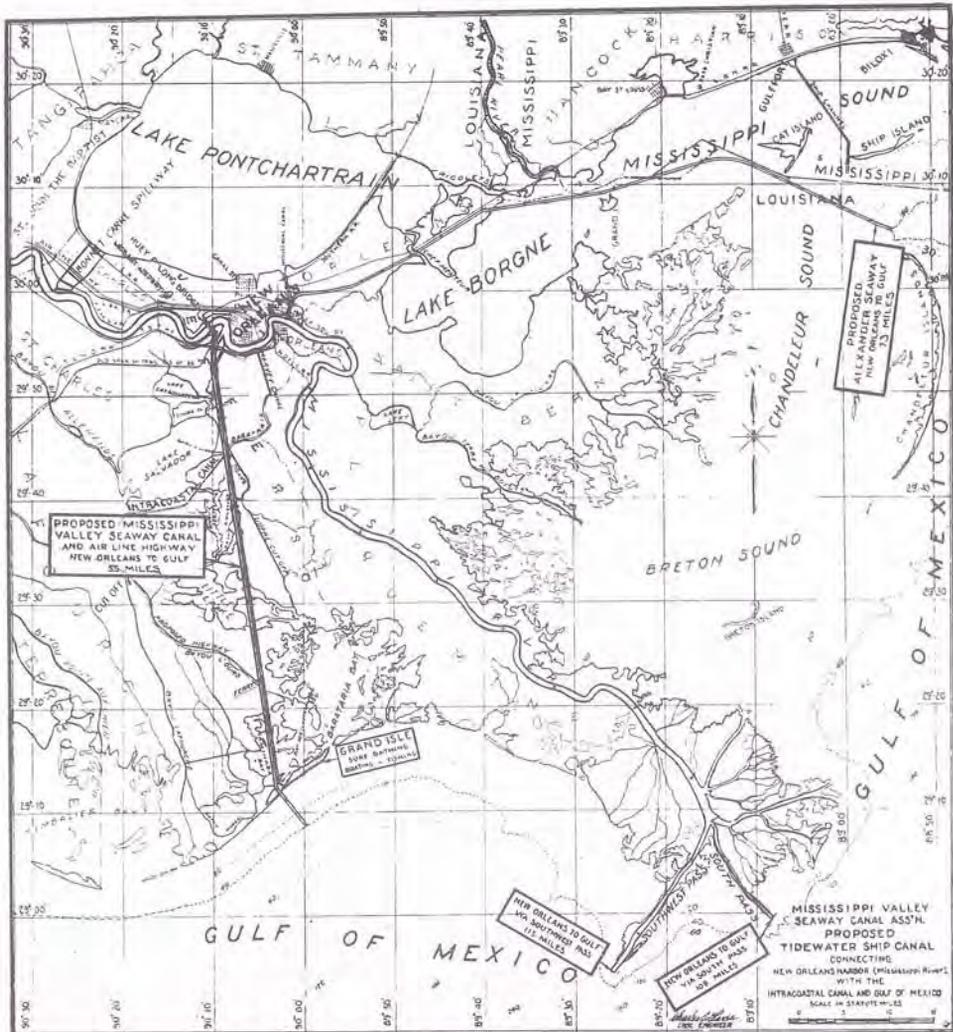
A diversified traffic is handled in and out of New Orleans on ocean-going ships. New Orleans is also an important terminal for barge shipments, handled on both the river and Intracoastal Canal. Eight major railroads converge

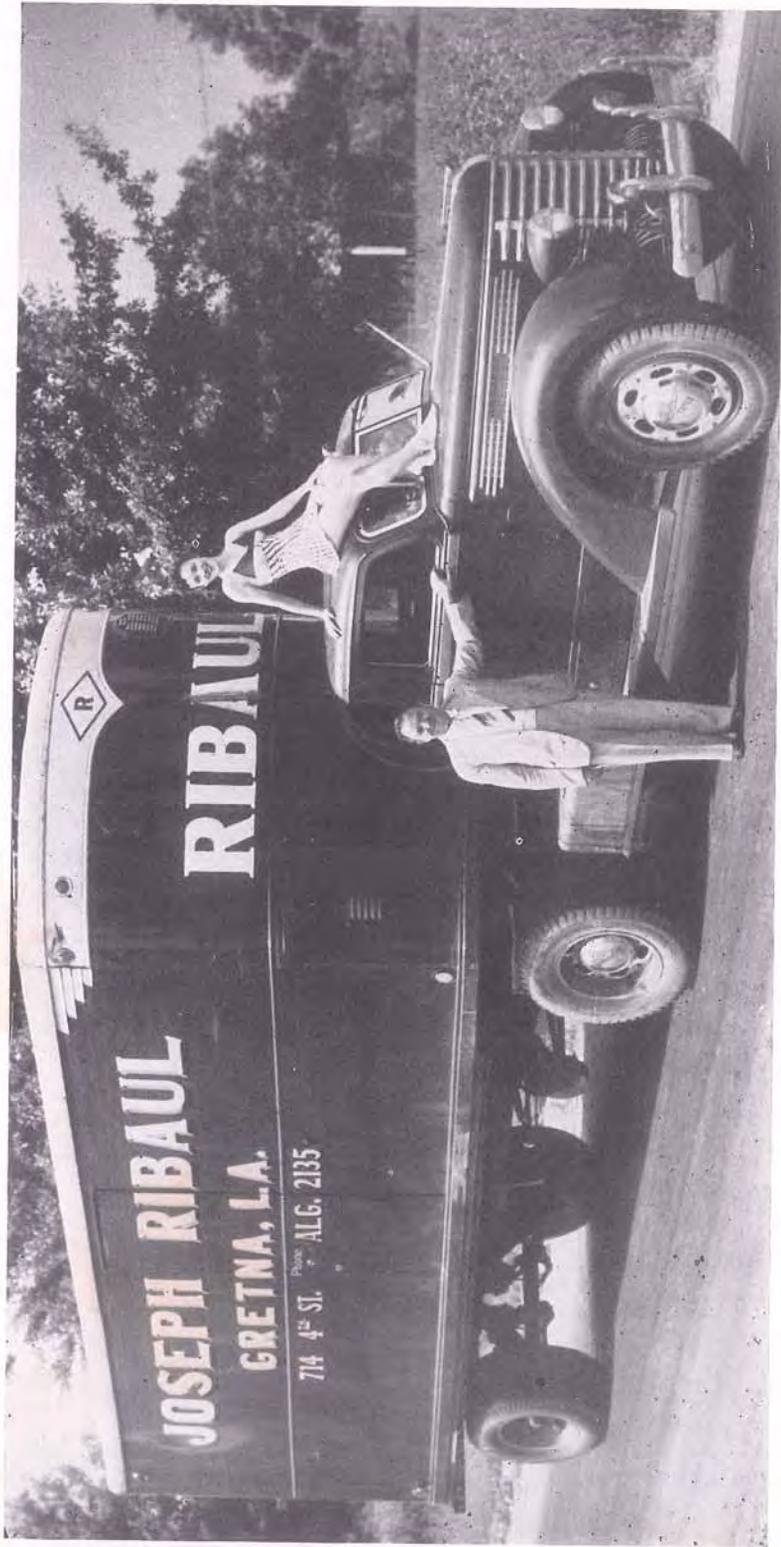
at the city. In recent years, as the result of severe competition and rising cost of operating ocean-going ships, there has been a trend toward larger vessels. This trend will undoubtedly continue in the postwar period, and is indicated by the fact that the average draft in 1932 was 18.8 ft., but had increased by 1942 to an average of 21.9 ft.

However, this average is only for those ships which actually did use the passes and makes no allowance for ships which, by reason of draft, could not enter the passes, nor for those others whose draft was purposely reduced below what it would have been had not the pass depth prevented heavier loading.

This gateway has been under an increasing handicap due to distance to the Gulf and difficulties encountered in maintaining adequate channel depths and widths through the passes. When the river afforded the only means of transportation to the interior of the country such handicaps were unimportant,

The map below clearly shows the superior merits of a Seaway Canal straight down from New Orleans to the Gulf over the proposed Alexander Seaway which is longer, less practical and goes in an easterly direction toward Mobile. From this map you can easily see why Jefferson Parish is so whole-heartedly behind the direct route to the Gulf.





## JOSEPH RIBAU TRANSFER

Most Reliable Drayman on the West Bank of the River.

Day and Night Service.

Local and Long Distance Hauling of All Kinds. We Have Contract Carrier Permit All Over State of Louisiana.

Pictured With Modern Van Is Mr. Ribaul and Daughter, Virginia.



With the building of a Seaway Canal to the Gulf, ocean-going vessels of even larger draft than this passenger and cargo ship the "President Jackson" will be able to travel directly to New Orleans.

and New Orleans early became the most important port on the Gulf—until the construction of railroads to other gulf ports placed the latter on a more nearly equal footing in respect to this transportation to or from the interior. Even then the effect was not felt because of the success of the work initiated by Captain Eads in keeping the passes navigable. But as ships became larger and of deeper draft, New Orleans has increasingly felt the handicap of the limited depth at the passes.

Were it not for the handicap presented by its river access and by the passes, New Orleans would have every reason to expect a substantial increase in its commerce with South and Central America. Even were the presently proposed improvement to Southwest Pass made, this disadvantage would continue as compared with other ports. The fact that New Orleans is 600 miles closer to the Panama Canal than New York, for example, is not sufficient to overcome this handicap and cause the use of the Mississippi river approach.

Recognizing the inadequacy of the presently maintained depths at the passes, the Chief of Engineers has already recommended a 40-foot depth through Southwest Pass at an estimated cost of \$4,200,000. Such a project will not only materially increase maintenance costs but involves considerations pointing to it as being palliative rather than curative. If the increased depth is to be maintained by the current of the river, rather than by constant dredging, it seems clear that more water or swifter water must be run through this pass. More water would carry more sediment to build up the bars faster, while swifter water involves greater channel restrictions to the detriment of navigation. It is at least debatable whether the relief would not be merely temporary.

The best permanent solution to this problem is a Seaway Canal, such as was suggested as early as 1874 by a board of U. S. Engineers. Various other proposals for such a canal have been made since.

The logical route for such a Seaway Canal is that shown on the map, on page 27. Such a canal, with duplicate locks located on the Mississippi river, in the vicinity of Westwego, and connecting with the Gulf at the west end of Grand Isle through Caminada Pass would be 52 miles long to the end of the jetties.

**Traffic:** One of the important features of the postwar economy of the United States will be the increasing importance of raw materials, principally from South and Central America and the West Indies, and exportation of manufactured articles. New Orleans is ideally situated to handle this traffic and it is logical to assume that it will constitute an increasingly greater proportion of the tonnage handled through the port. Foreign commerce now constitutes 50 per cent of the total tonnage handled at this port in ocean going ships, and



# O'SHAUGHNESSY SERVICE, INC. ★

Additional Service Stations Located at Jefferson Highway and  
Brooklyn Avenue—Jefferson Highway and Lake Avenue

Distributors

**TEXACO PETROLEUM PRODUCTS**

Airline Highway at 17th Street Canal, New Orleans

40 Bowling Alleys—Air Conditioned

Soft Drinks—Complete Auto Service

as the importation of raw materials increased, this percentage should likewise increase.

For the year ending June 30, 1939, a representative year, 11,498,000 tons were handled in ocean going vessels through the port. According to the annual report of the Chief of Engineers, U. S. Army, the following commodities were included in this total:

Petroleum products .....	4,617,000 tons
Bulk grain .....	1,164,000 tons
Sugar (imported) .....	731,000 tons
Bananas .....	352,000 tons
Bauxite .....	313,000 tons
Sulphur .....	260,000 tons
Coffee .....	258,000 tons
Molasses .....	202,000 tons
Scrap .....	167,000 tons
Miscellaneous oils and fertilizers.....	123,000 tons
	8,187,000 tons

It will be noted that bulk commodities now constitute the major portion of the total traffic handled through the port. If New Orleans participates in the increasing importation of raw materials, such bulk commodities, principally petroleum products, bauxite and other ores, molasses, and miscellaneous oils and fertilizers will make up an increasingly greater proportion of the total traffic handled. If New Orleans is to maintain its importance as an import and export port, modern and efficient facilities must be provided to handle such commerce.

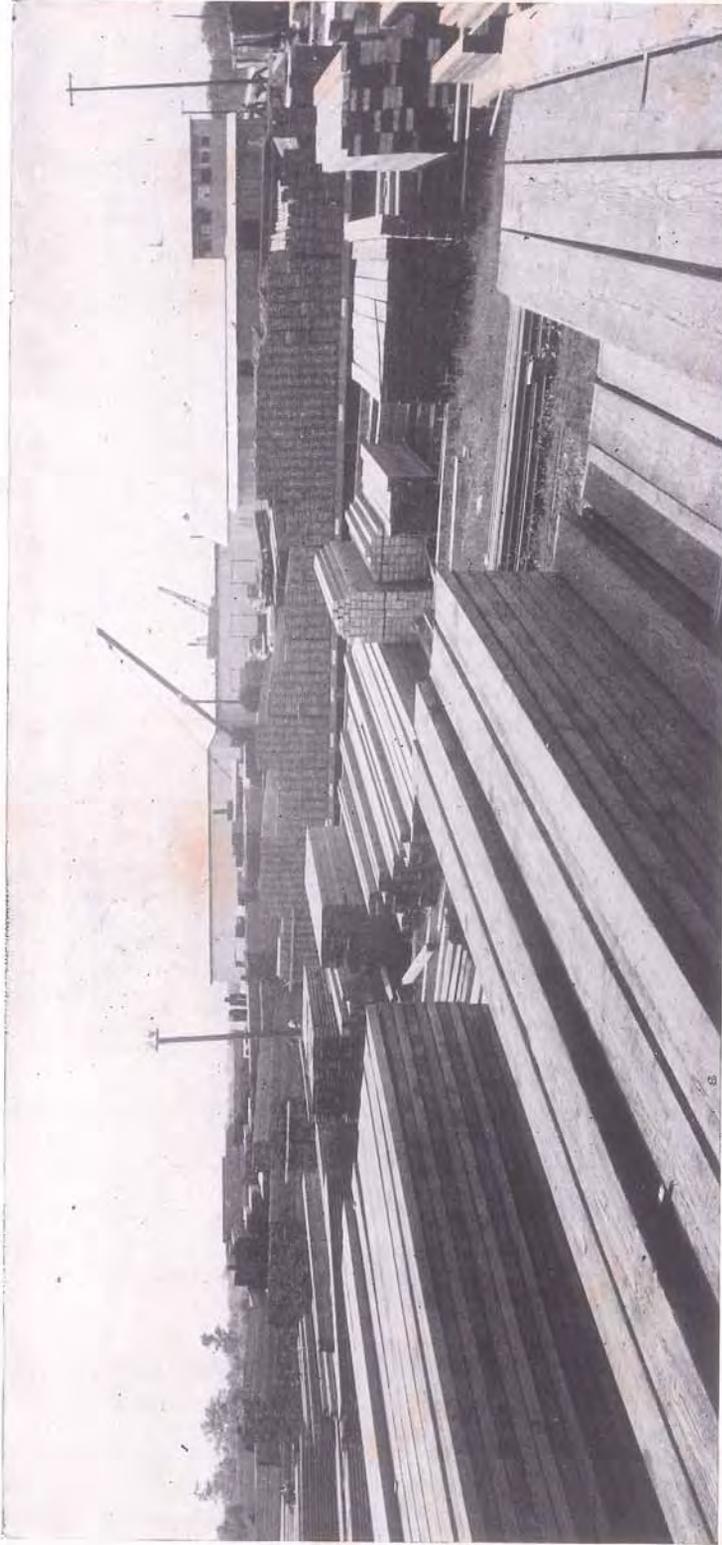
The bulk commodities now constituting the major portion of the traffic handled through the port are practically all handled on the west bank of the river and at points upstream and downstream from New Orleans, at the grain elevator, banana wharves and private railroad and industrial wharves, and it can be assumed that additional raw materials will be handled at the same locations. The relative percentage of the total traffic handled at these several locations are as follows:

On West Bank and at points above and below New Orleans.....	53%
Private wharves on east bank.....	4%
Grain Elevator .....	8%
Banana Wharf .....	3%
City Front Wharves, including Public Cotton Warehouses.....	32%
	100%

In this connection, *it is significant that less than one-third of the total traffic of the Port of New Orleans was handled at city front general cargo wharves.*

A further fact of importance in any study of port development is that only a negligible amount of the total traffic handled in ocean going vessels through the port originates or terminates at New Orleans, the major portion being handled into and out of the city by barge line and railroad. Approximately 75% of the import and export traffic moving by rail is normally handled by the so-called west side lines, I. C., L & A, T & P, M. P. and T & N. O. It also would be readily accessible to the other New Orleans lines via the New Orleans Terminal Company (Southern Ry.) Back Belt.

**Westbank Alternate Connection With Intracoastal Canal:** A collateral matter is that of providing an alternate connection between the Gulf Intracoastal Waterway and the Mississippi river to relieve the present congestion at Harvey Locks. This need for an alternate connection can be fully and adequately met by the use of the northerly 13 miles of the proposed Seaway Canal by barge traffic. It is therefore proper to combine the two projects and credit against the cost of the Seaway Canal the estimated cost of the smaller barge canal whose construction can be dispensed with.



**HARVEY LUMBER AND SUPPLY CO., INC.**

**Fir and Yellow Pine Lumber—Creosoted Lumber and Piling—Cement, Drilling Mud and Chemicals  
We Specialize in Oil Field Supplies**

**On Intracoastal Canal**

**Uptown 4307**

**Harvey, Louisiana**

Large ocean-going freighters such as the "SS Hotspur" will increase the tonnage handled at New Orleans in raw materials from South and Central America and the West Indies and exportation of manufactured goods when the Seaway Canal is constructed.



This alternate connection is included in the current Rivers and Harbors Bill. Two routes have been considered. One would extend from a point on the west bank of the river approximately 6 miles downstream from Algiers point, cutting southwestwardly 9 miles through the Jefferson-Plaquemines drainage district, and connecting with the existing Gulf Intracoastal Waterway about 6 miles below Harvey Canal Lock.

The other route would extend from Westwego, running southwardly about 13 miles to a connection with the existing Gulf Intracoastal Waterway at Bayou Villars. This second route is identical with the northerly 13 miles of the proposed Seaway Canal.

Inasmuch as the purpose of the alternate canal and lock is to relieve congestion at the Harvey Lock, already taxed to its capacity, and provide an alternate waterway in event it becomes necessary to close such lock for repairs, the proper location of such a connection logically depends on the character and flow of traffic to be handled. An analysis has been made of traffic moving through the Harvey Canal for the year 1942, the results being summarized below:

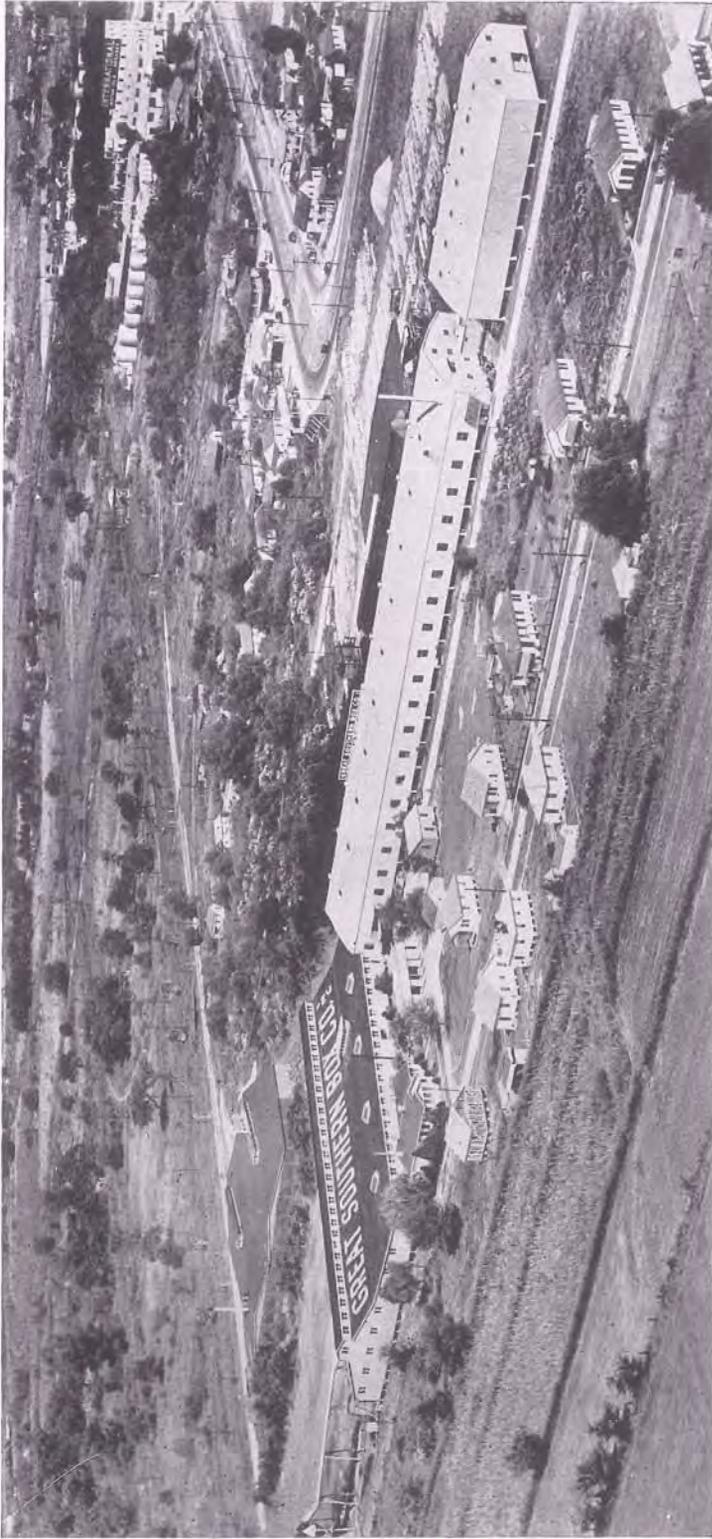
#### ANALYSIS OF HARVEY CANAL TRAFFIC

Traffic moving to or from Mississippi River points north of Harvey Canal Locks.			
Westbound .....	526,065 tons		
Eastbound .....	3,439,917 tons		
		3,965,982 tons	45%
Traffic moving to or from New Orleans Harbor south of Harvey Canal Locks.			
Westbound .....	667,143 tons		
Eastbound .....	2,637,251 tons		
		3,304,394 tons	37%
Traffic moving through Industrial Canal Locks.			
Westbound .....	48,177 tons		
Eastbound .....	1,549,412 tons		
		1,597,589 tons	18%
Total .....	8,867,965 tons		100%

Three facts will be noted in connection with this traffic movement: first, that the major portion moves to or from points above the Harvey Locks; second, that only a negligible portion moves through the Industrial Canal, and third, that by far the major portion of the traffic (86%) moves eastbound through the Harvey Canal.

Connection at Westwego would save 18.5 miles towing distance on all traffic moving to or from points above Westwego compared with connection

(Continued on Page 153)



# GREAT SOUTHERN BOX COMPANY, INC.

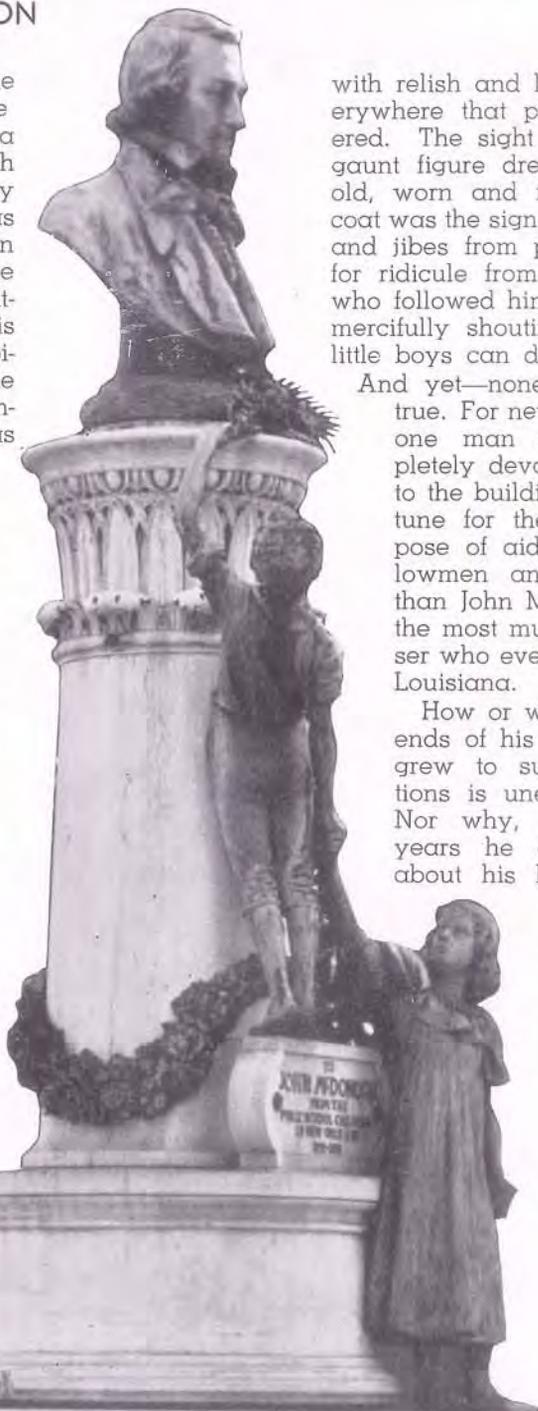
Southport . . . . . Louisiana

# THE MUNIFICENT MISER

BY SUE THOMPSON

ONCE upon a time (and this is a true true story) there lived a man in Jefferson Parish who grew so fabulously wealthy that he was called the richest man in the land. People called him a miser. Little children dogged his heels screaming epithets and older people were not above contemptuously spitting as they spoke his name. Those who had once been his friends, avoided him. Women who had coquettishly flirted with him, reviled his name. Society shunned him. Even the newspapers thought it highly amusing to lampoon his miserliness by word and by caricature.

Within his own lifetime he was a legend. A legend of miserliness that outdid "Scrooge." A legend of wealth that made "Croesus" look like a petty money changer. A legend of shrewdness that made the "Merchant of Venice" look pica-yunish. For something like thirty years stories of his niggardliness were recounted



with relish and laughter everywhere that people gathered. The sight of his tall, gaunt figure dressed in an old, worn and faded frock coat was the signal for taunts and jibes from passersby—for ridicule from little boys who followed him about unmercifully shouting as only little boys can do.

And yet—none of it was true. For never has any one man more completely devoted his life to the building of a fortune for the sole purpose of aiding his fellowmen and posterity than John McDonogh—the most munificent miser who ever set foot in Louisiana.

How or why the legends of his miserliness grew to such proportions is unexplainable. Nor why, in all the years he daily went about his business to

On December 29, 1898, this monument to John McDonogh was unveiled in Lafayette Square, New Orleans. The total cost of the monument was paid for by pennies, nickels and dimes of grateful school children. To this monument, in May, every year since 1898, are brought floral tokens from each school until the monument is often covered from top to bottom with flowers.

— DISTRIBUTORS —

# CATERPILLAR DIESEL TRACTORS

---

DIESEL POWER UNITS

---

DIESEL MARINE ENGINES

---

ROAD MACHINERY

---

---



Louisiana Tractor and  
Machinery Company

Baton  
Rouge,  
La.

701 N. 21st St.  
Phone 32801

Branch  
Office:

Monroe,  
La.

Ninth Street  
and  
Louisville  
Ave.

Phone 4820

and from McDonoghville to New Orleans, he never deigned to defend his name or his actions, is just as mysterious as how he came to be known as the most miserable of all misers!

Not until long after his death did the world learn any of the truth regarding John McDonogh. Nor did the public, for some time, fully comprehend what a magnificent thing he had done for the people and the state who maligned him. Only then was it discovered that John McDonogh had dedicated his life to building a fortune to make free education possible in the city he must have loved, but which had scorned him. For it was John McDonogh's fortune that was the foundation for the first public system of free education in Louisiana.

Today, of course, his memory is revered. School children make annual pilgrimages to his monument. Paens of praise are sung to his memory. Speeches are made and the populace is grateful. But it was not always thus.

John McDonogh made his first trip to New Orleans in 1800 as an agent for a Baltimore flour merchant. He was then a young man, tall, good looking, well educated, well mannered and with social credentials of the best. So excited was he over the prospect of seeing New Orleans for the first time that enroute up the Mississippi he disembarked from the ship, secured a horse and rode on ahead of the vessel . . . that he might see the Crescent City with his own eyes as quickly as possible. He must have immediately decided that this was *his* city for by 1802 his company, known as John McDonogh Jr., and Company, was combined with Shepherd Brown and Company. McDonogh and Brown were among the city's leading mercantile capitalists until 1804 when they became more interested in real estate than merchandise.

There are many legends of his retirement from the social whirl of New Orleans to his plantation across the river in what is now McDonoghville. Many attribute his life of a recluse to unrequited love and several historians have stated he left New Orleans immediately after having been refused the hand of Micaela, daughter of Almonester y Roxas, who later became the Baroness Pontalba. But as late as 1817 John McDonogh was still one of the city's Beau Brummels and his home at the corner of Toulouse and Chartres was the scene of many extravagant social affairs. He kept the finest of horses and equipage, retained a retinue of servants, was considered one of the best "catches" of the city and did not abandon his gay mode of life until 1825.

McDonogh himself gives the lie to the story of his retirement because of a love affair for there is a record of his discussion with a friend in which he admitted that he had forsaken the social life on the advice of his physician, Dr. Flood. Until McDonogh's death, October 26, 1850, when an inventory of his effects was made, it had been assumed that all of the magnificent furnishings of his Chartres street home had been auctioned off. But such was not the case for when the first floor doors of the McDonoghville plantation home were opened, the executors found stored within, all of the once rich and costly furniture in a sad state of decay. These furnishings which once had cost a princely sum were sold for \$350.

The most frequently recounted story concerning McDonogh's early life was that of his supposed love for Micaela Almonester. There are many different versions, the most popular being that McDonogh was Protestant and would not comply with Don Almonester's request that he embrace Catholicism, which eliminated him as a suitor for Micaela. It is not impossible, but highly improbable, that McDonogh sought her hand in marriage for he was then a man of 30 and even though girls were often married at 15 or 16, the chances are there would have been much gossip over a marriage between McDonogh and Micaela.

---

---

# The Southern Cotton Oil Company

★ ★ ★

Manufacturers of  
WESSON OIL  
SNOWDRIFT SHORTENING

★ ★ ★

GRETNА, LOUISIANA

---

---

A photograph of the inscription, written by himself, which appears on the front of the McDonogh tomb. It was not until 1890 that anyone thought it important to keep the McDonogh tomb well groomed and in repair. Prior to that time, Edward, son of Fanny and Jim Thornton, faithful and loyal negro servants of John McDonogh, kept solitary watch over the grave.

Sacred to the memory  
of  
**JOHN McDONOGH,**  
born in Baltimore State of Maryland,  
December the 29th, 1779;  
died in the Town of M<sup>c</sup>Donogh, State of  
Louisiana, October the 26th, 1850.

WRITTEN BY HIMSELF

"Here lies the body of John M<sup>c</sup>Donogh, of the City of New Orleans, in the State of Louisiana, one of the United States of America the Son of John and Elizabeth M<sup>c</sup>Donogh of Baltimore, in the State of Maryland also one of the United States of America awaiting in firm and full faith, the resurrection and the coming of his glorious Lord, Redeemer, and Master, to judge the World."



To the left is the now well-kept McDonogh tomb in McDonoghville Cemetery. Here it was that John McDonogh, unwept and unmourned, except by his own slaves and servants, was first laid to rest. The bones that rest within this tomb in McDonoghville now are those of his faithful servant "Fanny," whose deathbed request was that she be buried in the tomb of her former master . . . and which secret did not come to light until 1890!

That there was something other than just a passing friendship, is however, evident from a story told of the meeting of Baroness Pontalba and McDonogh in 1849, when she had returned to New Orleans and was building the now famous Pontalba Apartments. The Baroness needed a few additional feet in the rear of her property which was owned by McDonogh. Knowing his reputation for refusing to sell any property once he had acquired it she decided to try intrigue. Baroness Pontalba was certain that could she but meet him, she would persuade him to sell her the land. She therefore arranged with a mutual friend, who was McDonogh's attorney, to "just happen by" at a time when McDonogh was in his office on business. Everything worked as planned. The Baroness, fashionably decked out and looking regal despite her age, arrived at the attorney's office while McDonogh was there.

McDonogh greeted her cordially and graciously. Confident that she could sway his decision, she launched into a reminiscent mood, finally saying, "And now my dear friend, after these assurances of my esteem and my regret and penitence for the girlish folly that separated us so long ago, I have the presumption to solicit at your hands a small—a very small—favor. I desire to purchase a few feet of your property in the square adjacent to the lots upon which I am erecting those expensive and beautiful buildings which will so greatly embellish the environs of the Square. I need these few feet to provide for the comfort and convenience of the socially distinguished people who will eventually occupy my buildings. Surely you will not incommode them, or disoblige me?"

McDonogh had listened attentively, but answered with polite firmness, "I regret to have to say to you, Madame, as I have to many others, that I

---

---

to the  
**"OLD CAT..."**



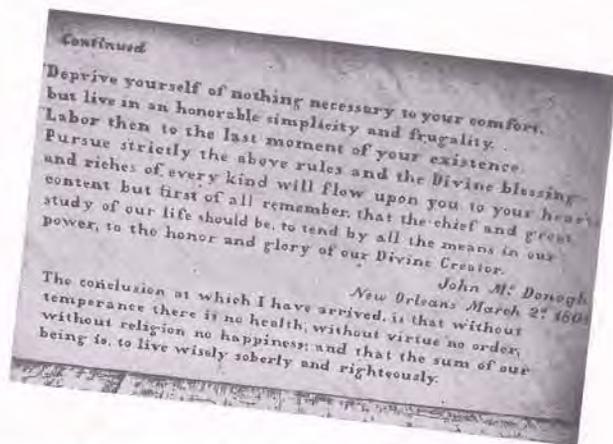
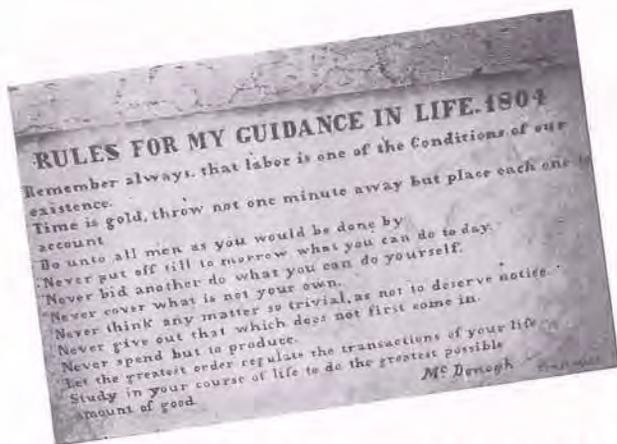
**Whose Hard Work Yesterday Helped Make  
Peak War Production Possible Today**

You and your pals were the first, the original pipeliners. "Old Cats," you called yourselves, and it was a proud title. Dixie Mike, Texas Joe, Louisiana Red . . . the names are mileposts along today's widespread network of Natural Gas pipe lines in the Gulf South. You pioneered an industry with your hands, in the muck of the early days. Though you could not know it, you laid the groundwork for Gulf South Natural Gas service, which today is helping your country win a bitter war for freedom and security for the future.

**UNITED GAS PIPE LINE COMPANY**  
*and Associated Company*  
UNITED FOR VICTORY

---

---



Reproduced here are photographs of the two sides of the McDonogh tomb on which McDonogh's rules for "My Guidance in Life" were inscribed according to a request in his will. Written in 1804, at a time when McDonogh was a young man, these lines reflect the seriousness of his nature and his deep religious concepts.

am not in a position to dispose of that, or of any other property. I hold it under a mandate from the Most High. I am not able to alter that mandate. I cannot sell the property you mention." It is said the Baroness did not conceal her disappointment and, after asking if that was his final decision, to which he replied it was, she added, "And you refuse this trifling favor to one to whom you were once willing to give your name, and, with it, all your possessions?"

There was a long silence—possibly McDonogh was going back in his memory to his youthful years in New Orleans—and then, "Ah Madame," he said, "that was a very great many years ago!" And with that he bowed formally and bid her a graceful adieu.

The story, of course, gives credence to the romance of McDonogh and Micaela . . . and it would seem that John McDonogh, must then, have aspired to the hand of Micaela. If so, we can't help but wonder if ambition and social prestige were not his reasons, for the portrait of Micaela, which we have seen, does not present her to be the beautiful woman she was reputed to have been.

Before McDonogh's retirement to his lonely existence in McDonoghville, there was another love entered his life, in our opinion the more important of the two romances that were a part of the fabric of his life.

It was about 1814 that John McDonogh met and fell in love with Elizabeth Johnson, the beautiful and charming daughter of a Baltimore merchant who had brought his family to New Orleans. But Elizabeth too was of the Catholic religion and McDonogh was a strict, and somewhat militant adherent, to Protestantism. It is evident that Elizabeth returned McDonogh's love for there is much reason to believe she pled with her father to permit them to marry. But he was adamant in his demand that McDonogh become a Catholic, which McDonogh felt he could not do. When all their pleas fell on deaf ears Elizabeth swore that if she could not marry McDonogh she would renounce the world—and did, becoming a nun. Many years later she became Mother Superior and as such was permitted visitors. Learning of this McDonogh visited her at the convent, to renew old acquaintance and pay his respects. Thereafter until he died McDonogh annually paid his respects, between the 1st and 6th of January, to the woman he had loved and lost but still respected. In spite of his years as a recluse he was a man of great sentiment. In his desk, after his death, was found a small slipper and a faded, perfumed bit

When In  
M E T A I R I E

Visit  
Louis E. Gruber

This photograph was taken May 4, 1945, as delegates from each public school brought their floral tokens to the monument of John McDonogh, their benefactor. Each year on "Founders' Day" all public schools observe a half holiday to commemorate educational founders in general and John McDonogh in particular.

of ribbon. There is every reason to believe that these had once belonged to Miss Johnson and that McDonogh had cherished them as mementoes.

McDonogh lived in a three-room apartment on the second floor of his home across the river. Started as a home (he called it his "castle"), for a bride who never saw it, it was never completed. Only two long wings of the plantation home were finished, in one of which McDonogh had his small apartment. The original plans were for a large establishment. There were, however, a carpenter shop, a brickyard, and a blacksmith shop. The land, cultivated by his scores of slaves, produced vegetables which were sold at the French Market in New Orleans for a daily profit of from \$80 to \$100. Which is no insignificant sum, even in these days!

That McDonogh lived frugally is true. But he did not deny himself the simple, everyday comforts and pleasures. He had forsworn wines, liquors and the rich foods which his doctor advised against. It is difficult to reconcile the stories of his stinting on food with the known fact that his servants and slaves ate exactly the same foods as their master with one exception. McDonogh used sugar on his table whereas his slaves used molasses. He was partial to cold meats such as turkey, mutton and game and his servants partook of the same fare as the master!

The story of McDonogh's remarkable insight on the question of slavery will, we hope, someday be told. He was one of the first to recognize the situation could not continue—and his solution would have been sane and sensible had it been carried out. He believed in gradual and earned emancipation. He was exceptionally kind to his own slaves and was, in turn, loved by them. Many were liberated by McDonogh and he urged them to work for their freedom and to return to Africa for he was firm in his conviction that the black man and the white man could not live amiably and peacefully together, under existing conditions.

It was at this period that the American Colonization Society was formed to transport free American Negroes to Africa, where a republic of their own, Liberia, was being established. McDonogh offered to pay the transportation



McDonogh Public School No. 26 in McDonoghville. This is only one of the scores of schools which John McDonogh made possible by willing his entire fortune to the cities of New Orleans and Baltimore for the purpose of making free schooling available to all children.





**AWARDED  
WORLD'S  
MEDAL**

Manufacturers  
of  
**MAGIC  
HOODOO  
PRODUCTS**

Disinfectants  
Insecticides  
Repellants  
Polishes and Waxes  
Pine Oils  
Sanitary Supplies  
Soaps

**JOHN STUMPF'S  
SON**

ESTABLISHED 1876  
ALVIN T. STUMPF, Prop.

Phone ALgiers 2103

P. O. Box 38

GRETNA, LA.

**LOOK FOR THE STUMP  
ON EVERY PACKAGE**



expenses of any of his late slaves who wished to join in this colonization movement. About 150 slaves who had earned their freedom, accepted his offer.

His slaves were principally skilled workmen—bricklayers, carpenters, blacksmiths, etc., whom he hired out. These slaves were permitted to earn their freedom, McDonogh believing that freedom earned would be all the more appreciated; and the discipline and self-denial required in earning freedom would build up character so that a good citizen would be developed. But that is another story—and one which we cannot attempt here.

Nor was there any real basis in fact for the legend that he "robbed the widow of her mite." Actually the opposite was true. Samuel J. Peters, a friend of McDonogh's, acted for him on innumerable occasions of philanthropy. While he lived, McDonogh seemingly had no desire to be known as a philanthropist and hid his gifts and donations under the cloak of anonymity. He was often in court defending his right of ownership to properties and it was not uncommon for him to be accused of "robbing the poor and the widow." But we must remember that he was considered one of the largest land owners in the country, which in itself entailed much litigation. Therefore, it was natural that he should often, as mortgage holder, be a defendant—and we must remember also how bitter was the feeling against him so that many people tried to take advantage of him for no better reason than that he "was rich" and did not need the property or the land in question.

The rumors of his great stores of gold and silver were absolutely unfounded. McDonogh died with less than \$10,500 in actual cash and owing \$160,000 to the banks. He was a millionaire in land only.

Because, in his later years, he made his daily business trip to New Orleans in a skiff rowed by a slave, everyone was quick to say he was too stingy to spend a nickel for the ferry. The truth was that taking the ferry meant a long, wearisome walk from his home to the ferry each day. One of his slaves suggested building a skiff which could be anchored close to his home, eliminating the walk to and from the ferry. But the populace did not take this fact into consideration, seeing only or wishing only to see, that he "would not spend a nickel for the ferry."

Aside from the very few men who had occasion to encounter McDonogh through business dealings, he had no human companionship during his self imposed exile in McDonoghville. Only his slaves and servants loved him—and who were in a better position to judge him than they who saw him every day? The story of one of his faithful servants is touching and, indirectly the reason for the monument to him in Lafayette Square.

McDonogh had brought with him to New Orleans a slave named "Fanny" who later married Jim Thornton, another of his slaves. For her loyal service McDonogh freed her but Fanny tearfully pled to be allowed to remain on, asking no more than just to serve him for the rest of his days. And these two—Fanny and Jim—were pathetically devoted to McDonogh to the end of his days. They were with him when he died and, together with his other slaves and servants, deeply mourned the great and good man they knew McDonogh to be.

Aside from a handful of curious white people from New Orleans, McDonogh's body was followed to the grave by no one but his own black dependents. Unwept and unmourned by the people who were to later benefit by his death, his funeral was ignominious. For 40 years his grave was for-

(Continued on Page 219)

*T*ransportation Service to the  
*P*eople of the East Bank of  
JEFFERSON PARISH.



Louisiana  
Transit Co.



## *Rebuilding* **THE RIVERS AND THE LAND**

This old photograph taken March 28, 1891, shows, better than words can depict, the devastation and destruction wrought by floods before the mighty Mississippi was harnessed.

*By Thomas Ewing Dabney*

**T**HIS year's victory over one of the most powerful attacks of the flooding Mississippi on record proves that the river has lost its right to choose its course, that engineers can lay out its channel with rod and transit, as they would a canal or a flume, and say, "Stay there; rise no higher than the mark we have set. You have a job to do for us, and you must do it in the way we tell you."

The river in 1945 poured 1,250,000 cubic feet of water a second past New Orleans, and the maximum gauge reading was 19.8 feet (May 1), which was nearly two feet above the flood stage. Yet it was not necessary to open the Morganza Floodway, 45 miles above Baton Rouge, an emergency outlet designed to take 640,000 cubic feet of water a second from the main stream and so relieve the pressure upon the straining levees; the Bonnet Carre Spillway, 23 miles above New Orleans, was able to give the relief needed, with a capacity of only 250,000 cubic feet of water a second.

Yet this flood was comparable with those of 1937, of 1936, of 1927, and the other great downpourings that have made such disastrous history. Some of the gauge readings on the Mississippi stem were higher this year than those of former years.

For more than 200 years man has been fighting with the Mississippi. Until 1936, it was a losing fight. In that year the uncompleted flood-control plan, adopted by the federal government in 1928, showed that at last the engineers had taken the measure of the giant. That plan broke away from the levees—only defense and added controlled outlets, cutoffs and impounding of waters in tributary streams. The result has been security against flood attack, and better navigation.

# OUR JOB

## *Today...*

Celotex plants, with the help of Marrero men, are producing materials of war: products for shelter of our armed forces and their supplies; materials for essential war workers' homes; fibrous packing that insures safe delivery of shells to far-flung battle-fronts.

## *Tomorrow...*

With the return of Peace, we will resume our role in the constructive progress of the world . . . supplying quality building products for homes, farms, and industries.



THE CELOTEX CORPORATION



Before the U. S. Army Engineers went to work to control the Mississippi, flood scenes such as these, taken in Gretna, La., around the turn of the century, were almost yearly occurrences and as inevitable as the proverbial "death and taxes."

Consider the immensity of the problem: The Mississippi river system drains 1,250,000 square miles of territory, 41 per cent of Continental United States, most of the area which lies between the Rocky and the Appalachian mountains. The flow of 16,000 miles of navigable streams and tens of thousands of miles of non-navigable streams is concentrated into the 1000-mile stretch of the Mississippi between Cairo and New Orleans, known as the Lower River. Geologic ages ago, the Mississippi fell off a cliff twice the height of Niagara at about where Cape Girardeau, Mo., now is. With the land and rock scourings of a continent which it helped to reshape, it filled in this extension of the sea and built the lands which are such a valuable part of the Union today. Through this yielding soil, it changed its course at will: the many crescent-shaped lakes along the main stem of the river testify to how the current has swung to right or left under the hydraulic drive of the flood-seasons; time after time it abandoned its old sea-outlets and drove new ones. And on both sides of the river, it left a flood-plane of 30,000 square miles which it occupied when the spring rains and the melting snows sent down more water than the channel could carry off. These 30,000 square miles of flood-plane are the most productive parts of the Mississippi Valley.

Even the Colonial French found that their ships, which drew only 12 feet of water, could enter the river only by the hardest effort. There was enough water to hide a church steeple in the river, but there were bars at the mouth.

This year the tributaries of the Mississippi ran rampant. Here is a flood scene at long suffering Colfax, on the Red River, which has eaten into the older part of town during the last twenty years, chewing up over 150 acres.





# Southport Petroleum Company

Bulk Liquid Warehouse Terminals and  
Refiners, Handlers, Storers and Distributors of  
all types of petroleum products.

JAMES J. KOHLMAN,  
Louisiana General Manager

Telephones: Avondale Terminal—WA. 6830; Office—MA. 1321

At famous Natchitoches, which once was a thriving city on the main channel of the Red River, the citizens view the flooded highway and also hope for the final control of the river's vagaries.



The river was then abandoning its outlet and preparing to seek a new entrance to the Gulf of Mexico. The French dragged huge harrows across the bars, and so managed to worry their small ships into the main stream.

To hold back the floods, they began to build levees. They believed that three-foot embankments would do the job.

Levees and harrows—these continued to be weapons with which engineers attacked the river for a century and three-quarters. During the last part of this period, engineers helped out their harrows with oversize propellers on ships, which planed off some of the bars, and broke up others with powder blasts. But the river had licked them and they knew it; Congress in 1874 was about to vote an appropriation to build a canal from the river to the Gulf, so that ships could get into the stream.

Then James Buchanan Eads, who had already made engineering history by building the St. Louis river bridge which 28 leading civil engineers assured the world, over their signatures, could not be built, hydraulic and soil conditions being what they were, announced he could build jetties in Southwest Pass which would assure a channel of 28 feet for all time. He would do the work for \$10,000,000, and would not expect to be paid one cent if he did not produce the full 28 feet.

Army engineers, who had never been able to achieve more than an 18-foot channel, raised a great hullabaloo. Congress offered Eads \$5,250,000 to jetty South Pass. That made Eads' problem many times more difficult, for the river was abandoning South Pass, through which it discharged only 10

At Jonesville, where the Black and Little Rivers meet, the women lend willing hands to stop the flood waters—hoping for the day when the engineers will have completely eliminated this annual hazard.



**Mud and Chemicals for  
Oil Production**

•

**Terminal Mud & Chemical Co.**

•

**Telephone UPtown 6314**

**New Orleans Exchange**

**P. O. Box 354**

**Harvey, La.**



This aerial photograph of the Celotex Corporation at Marrero, La., shows the tremendous industrial development now possible behind the levees of the Mississippi since Ol' Man River has been tamed.

per cent of its water as compared with 45 per cent each through Southwest Pass and Pass a Loutre. At the lower end of South Pass, the water was only seven feet deep, at the upper, 15 feet. Eads took South Pass, because it was the best he could get.

He built the jetties, or artificial banks, to concentrate the drive and the scouring action of the current; he built enormous dams and deflecting works to make the river pour more water through South Pass and less through the other Passes; and by 1879 had won a 31-foot channel.\*

This was the first time Man said to the river, "You must flow in the channel of our convenience." This was the first successful challenge to the might of Old Man River.

The army engineers, to whom the flood control of the Mississippi had been given with the creation of the Mississippi River Commission in 1879, believed they could hold the river off the 30,000 square miles of flood-plane by levees; but the flood of 1922, which crevassed over 13,200 square miles of land, and of 1927, which rolled over 28,537 square miles, proved the fallacy of their reasoning; hence the enlarged flood-control act of May 15, 1928.

The Bonnet Carre Spillway, the Morganza Floodway and the Bird's Point-New Madrid (Mo.) Floodway were the next orders to the Mississippi to keep its bounds, and to waste its surplus waters only where they would do the least damage to civilization's development.

Then came the most audacious attack of all upon the river's right to choose its route, the cut-off program. A cut-off is a new and shorter channel through a peninsula formed by the river's meanders. The Mississippi had frequently driven through such short cuts, in flood-time, and engineers had tried to prevent it, first because they believed they introduced abnormal slopes up and down-stream, and second because the river generally chose routes that were most damaging to development. It often happened, in the past, that a man went to sleep on one side of the river and woke up on the other; and many plantations have been ruined in this way, to say nothing of the new navigation problems. Modern studies in hydraulics proved the soundness of the cut-off principle, under proper control, and as part of the flood-proofing work in the Valley, in the 1930 decade 11 cut-offs were driven through the tangle of river bends between Arkansas City and Natchez. The river itself added the

\*The government followed through Eads' vision of Valley needs and jettied Southwest Pass, 1903-1909.

Put your security in our hands.  
Let us remove from your every  
day life the worries of  
financial losses.

---

JOSEPH S. MONTALDO, President  
JUSTIN F. BORDENAVE, Vice-President

ROY J. MARTIN, Exec. Vice-Pres.  
EDWARD F. Le BRETON, JR., Vice-Pres.

GEORGE E. MARTIN, Secretary-Treasurer

## *Roy Martin & Co., Inc.*

INSURANCE MANAGERS

Suite 206 - 7 - 8 - 9 Strand Bldg., 231 Baronne St.

RAYmond 9936 - 9937 - 9938

New Orleans, La.

*Insurance and Surety Bonds*

If It's a Policy—

Investigate Our Service and Rates!



"A Complete Insurance Service"

12th, at a spot which the engineers approved. These cut-offs shorten the river by 100 miles, and speed the discharge of the swollen river into the Gulf—eight days to travel the distance that formerly consumed 20.

To turn aside the frontal attacks of the river against levees and against the banks beneath the levees—attacks especially severe where bends deflect the full force of the current against these banks—engineers have laid concrete protections above water and asphalt mats below water. These last are spun off barges, built for the purpose, almost as a spider spreads its web. "The river shall not pass the metes and bounds we have set for it," say the engineers, and they have made this stick with the greatest hydraulic giant Man has yet tackled.

In other parts of the Mississippi river system the engineers have been rebuilding the rivers. Fifty locks and dams have given the Ohio a nine foot channel from Cairo, where it enters the Mississippi, to Pittsburgh, 981 miles away, where it is formed by the confluence of the Monongahela and the Allegheny. Locks and dams have pushed a channel almost as deep for 128 miles up the Monongahela and 72 up the Allegheny. On other tributaries to the Ohio, the engineers have picked up the challenge of high water and commerce-choking shoals and are making the streams serve Man's needs.

On the 2,473-mile long Missouri, engineers have already stabilized the channel to a six-foot depth, at ordinary stages, for 80 miles to St. Joseph, Mo. They expect to increase the depth to eight or nine feet, and carry that navigation upstream to Sioux City, Iowa. The Fort Peck Dam is one of the principal factors in this large plan—one of the greatest engineering projects ever conceived in the United States, a monumental flood-control, power-generation and irrigation project 1,951 miles above the mouth of the Missouri. This dam impounds the head waters of the Missouri into a lake 16 miles wide by 180 long.

Daniel Boone found a new frontier in the Tennessee Valley; engineers are re-creating this same area into a new frontier with their reshaping, re-designing and rebuilding of the Tennessee river. More than 100 years ago the

The beautiful Metairie garden district, one of the finest residential sections of the South, together with its costly golf course shown below, would have been impossible had not the U. S. Engineers mastered the rampages of the Mississippi. Millions of dollars worth of valuable property is now completely protected from damage by flood.



# **JEFFERSON DEMOCRAT**

Official Journal of the  
**PARISH**  
OF  
**JEFFERSON**  
SINCE 1896

**Gretna, Louisiana**

United States began, at Muscle Shoals, Ala., the work, and achieved mightily; but it was not until the present generation that the Tennessee Valley Authority began its vast creation in an area nearly as large as England. Five dams on the Tennessee river, and dams on Tennessee river tributaries, to hold back 10,000,000 acre feet of water, take one of the big contributors to floods out of the picture, and assure navigable channels throughout the year. On this job the engineers have shown they can control the run-off of an astonishing drainage shed which is 3000 feet above sea level at its peak, and 300 feet above sea level at the point where the downpourings discharge into the Mississippi. Navigation is being stabilized on about 1,200 miles of riverway in the Tennessee Valley.

Returning to the Mississippi: By locks and dams, by bank protection and dikes, and by dredging operations, engineers are winning a nine-foot channel to Minneapolis, 853 miles above the Ohio; and also a nine-foot channel to Stillwater, on the St. Croix, a tributary, 24 miles away. They are building large reservoirs to hold back floods at the head of the Mississippi and on its tributaries in Minnesota.

The fight for security against floods and economy in transportation has brought forth many fabulous achievements in engineering. The problems have often demanded the designing of new equipment, and that has been done. Nowhere in the world has the river struggle evoked such triumphs as on the Mississippi system.

The channel and flood fight is not over, will not be over for many years, if ever, because the forces involved are so enormous that it is almost impossible to conceive the possibilities until the actualities develop, and then no one can say whether they are the ultimate or a herald of worse to come.

There are many sections which still feel the devastation of the flood rush. But what the engineers have accomplished on the Lower Mississippi, where the forces are the greatest and the difficulties are the largest, proves that they can make any river do what they will it to do; it proves that no matter what the attack, they are able to meet it, once they know the force the enemy musters.

The colonizers and early developers of the United States exploited what they found as they followed the rivers through this fat land of ours, and because they knew more and were able to do more, they achieved more than the Indians ever could have done. The engineers of today are following those same rivers and remaking them, and in so doing they are evoking a productive capacity—another name for civilization—for the land as far beyond the present as the present is above the past.

---

## THOMAS EWING DABNEY

Thomas Ewing Dabney is already a familiar name to readers of the Jefferson Parish Yearly Review. He is the author of "Tropic Intrigue," "Revolution or Jobs," and "One Hundred Great Years," a comprehensive, interesting and definitive history of the New Orleans Times-Picayune. He has been publishing the Socorro Chieftain at Socorro, New Mexico for a number of years and has now entered politics as Representative in the State Legislature of New Mexico. Mr. Dabney is an authority on the history of the South and Southwest and is particularly well informed upon the subject which he has written for this issue. We are quite certain Mr. Dabney will be equally successful in politics as he has been in publishing.



# Bell Distributing Company

• • •

Distributors of  
**MILLS AND JENNINGS**  
*Coin Machines*

• • •

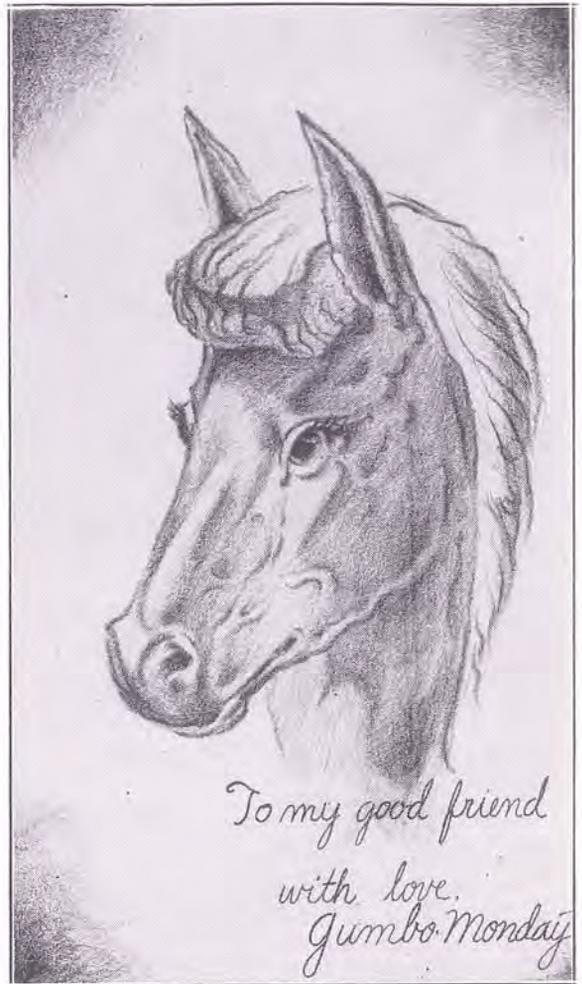
Phone CEdar 2115

METAIRIE, L.A.

# GUMBO MONDAY

*the  
Bayou  
Pony*

BY WILLIAM F. LOCKWOOD



This is Gumbo Monday, the bayou pony, whose friendly and humorous letters are delighting children all over the country. No wonder the kiddies love this shy and beautiful "writing pony" so!

THERE are many ponies up and down the bayous of Jefferson Parish and throughout Louisiana, but to my knowledge Gumbo Monday is the only pony who writes letters. During the past year Gumbo Monday has been corresponding with children everywhere—hundreds of them—all over the United States.

Many people want to know how Gumbo Monday became engrossed in such an unusual avocation . . . and where he comes from. I, myself, am not sure of Gumbo Monday's origin, nor his birthplace, but I do know that he came from the Deep Delta country. There are those who say he comes from down around Bayou Des Oies, because in his letters he often mentions his great friendship for geese. And there are others who say that Cousine Perpetuee first saw him on Bayou Villars. The first actual knowledge of Gumbo Monday leads many to think he early became attached to a family of delta people a few miles south of Lake Salvador.

In his letters Gumbo Monday makes several references to "Nunc" Billy and to "Poco," his infant companion. Gumbo Monday writes, for example, " 'Nunc' Billy has the longest moustache of any man up or down our bayou." Unfortunately he hasn't as yet, said *which* bayou.

The thing children like best about Gumbo Monday's letters are the illustrations in them . . . although some of the bayou folk who know Gumbo Monday well, do not believe that he himself illustrates the letters. Hercule Broussard of Bayou Lafourche, for instance, says he know "Nunc" Billy—the same "Nunc" Billy that Gumbo Monday writes about—and that "he was always a man very adept with the pencil and with the brush, and fashioned his pictures

A • 424 CAMP ST.

M

•  
N

E

E

W

*Memo:*

This being our fourth year of war—and taking into consideration all the difficulties of production attendant thereto—we are very pleased with the appearance of this book, and announce (with what we consider pardonable pride) that we are its printers.

R

O

I

R

C

L

A

E

N

A

N

S

PRINTING CO.

very much like the illustrations in the letters." This pleased *me* very much when I heard it because, you see, I myself am "Nunc" Billy. Gumbo Monday mentions in one of his earlier letters that "Nunc" Billy was then doing a portrait of him, and fortunately this portrait has been located in a deserted trapper's shanty not far from "The Mound" of the famous Lafitte. The shanty in which this picture of Gumbo Monday was discovered has led several bayou people to believe that Gumbo Monday guides *my* pirogue on *my* daily rounds of the bayous. Whether or not this be true need not concern us here—however, I must observe that there is no indication in any of the letters, that it *is* true.

Rummaging among Gumbo Monday's effects recently I found a cache of letters written to him by *his* correspondents. These letters were from almost every state in the Union and bore such postmarks as Dryden, Washington; Sterling, Illinois; Memphis, Tennessee; Niobrara, Nebraska and Ft. Worth, Texas. One of these letters to Gumbo Monday, from a little girl in New Orleans, read:

"Dear Gumbo Monday I hope to see You Some Day. I hope to See your FriENds to. I Hope I can riDe on your FriENds. I guess I will be rideing on you the Most because it has been a LonG TiMe scenc I Have SEEn you. I Can Imagine YOU WANT to SEE ME to. Maybe we CAN go Out SoMewhere by OurSelf. Maybe WE can Ride through the Meadow. Because I think you have a Word in YOUR NaMe which is BOW so I will put a BOW in this leTTer. Lov,

E--- R---

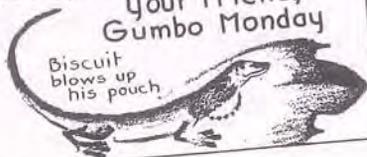
(And a picture of a bow was appended.—Editor.)

Gumbo Monday's place in the general scheme of things seems definitely established, at least by one little boy in Marion, South Carolina: "Dearest Gumbo Monday," he wrote, "I love you, I love you more than Santa Claus."

Reproduced here are four of the weekly letters which Gumbo Monday writes and mails to his little friends. Nor is interest in these warm, human letters limited to youngsters either—for even the grown-ups like to get them!

because every morning when he washes his hands and face before breakfast he can look in the mirror and then he knows for sure it's him. I guess that is a good reason, don't you? Now I must go find Biscuit, our nice lizard who changes into so many pretty colors. Goodbye till next time.

your friend,  
Gumbo Monday



Hi Pal:

I'll bet I haven't told you about Nunc Billy and his long, long mustache. Curly Tim says it looks like a Texas longhorn Mike says it looks like bicycle handlebars, but little Joe Milkface, our funny new calf just doesn't say



anything. Nunc Billy says almost

anyone can grow a little old skimpny mustache. But Nunc Billy lets his grow just as long as it pleases. Nunc Billy has the longest mustache, and the strongest arms of any man for miles up and down our bayou. That is because, Nunc Billy can tell you, he eats more carrots, and more greens, and more of all

Joe Milkface



kinds of vegetables than anybody in our whole parish. Why! Do you know, Nunc Billy can even lift me up! Do you know why he lets his mustache grow longer than anybody else's? Nunc Billy has a reason, and the reason is -he says-



## J-M'S MARRERO PLANT SERVES NATION IN WAR AND PEACE



When war came, the products of Johns-Manville's factory at Marrero—fire-resistant asbestos shingles and asphalt roofing and shingles—proved essential in giving protective shelter for the fighting forces, vital supplies of war material, and thousands of war workers in the South.

Equally essential in time of peace, these products stand ready to help the requirements of industrial and commercial construction and the demands of millions who will need to build new homes and to repair and modernize old dwellings.

At the Marrero plant about 375 men and women are regularly employed on a payroll that runs to more than \$750,000 a year, while about \$3,500,000 annually is put into circulation in the Marrero market to pay for raw materials, supplies, taxes, freight and payrolls.



# Johns-Manville

Serving homes and industry for over 87 years

### General Outdoor Advertising Co.

INCORPORATED

ALFRED D. DONNAUD, Mgr.

New Orleans, La.

POSTER DISPLAYS

PAINTED BULLETINS

Neon Signs and Electrical Displays

Phone GAlvez 3176

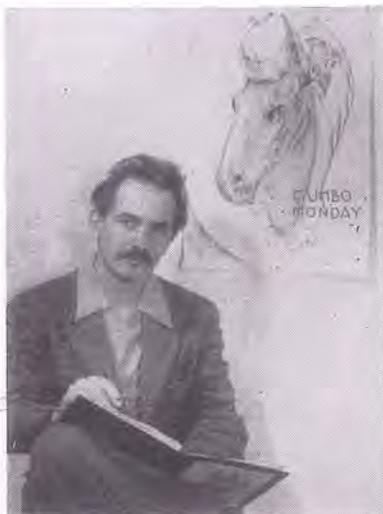
2120 Canal St.

Gumbo Monday writes to his little friends of simple, daily events; he goes wading in the bayou to cool off; he makes his bed out of Spanish Moss; he rides a ferry boat with Poco, Perro and Chaton; he crosses the State Line in a trailer (which Nunc Billy built especially for him) but he is very disappointed to find that there isn't actually any State LINE at all, at least if there *was* one he didn't see it. He writes of how Tou-cou-tou, the mockingbird, explains why he can meow like a kitten but cannot bark like a dog. "For," says Tou-cou-tou, "there are plenty of little cat-birds but there aren't any little dog-birds." Of course, Tou-cou-tou can only mock what there *is*—and never what there *isn't*. Life in and around the bayous seems so much simpler as Gumbo Monday explains many of the things which have heretofore been so inexplicable.

Gumbo Monday writes these letters in sets of eight and sends some little gift or memento with each set of letters. For a little pony, Gumbo Monday travels a great deal, and each set of letters is written during one of his visits. For example, one set of letters was written while he was in Florida visiting his friends, Pretzel, the Flamingo; Dulcet, the most beautiful of all tiny deers, and the Porpoise. Another set of letters came from Mexico where, as Gumbo Monday expressed it, "I learned to speak Spanish—that is, a wee bit" and where he was surprised to find that "Poco," the name of his little playmate, actually means "little" in Spanish. From such remarks as this people are inclined to believe "Nunc" Billy is a true Cajun, and maybe the uncle of Poco, who they suggest, is probably a Spanish Creole. But, the really important question, that is, from what stock Gumbo Monday derives, has yet to be answered. Maybe one day he will tell us!

Almost every letter Gumbo Monday writes is in a different color of ink, and on different colored paper. Gumbo Monday seems to know just what really pleases children. The children particularly love to receive letters written and mailed directly to them. Gumbo Monday sends off his letters once a week, although one sick little boy, who lives not far from Barataria, received his letters every day because he was so sick. He was asked how Gumbo Monday knew he was sick. "Oh, that was easy for Gumbo Monday," said the little boy, "Tou-cou-tou told him!"

*Note: Undoubtedly many readers will want to know how they can get Gumbo Monday to write letters to them or to little friends of theirs. If you wish more information regarding "Gumbo Monday's letters" just send a postcard to Jefferson Parish Yearly Review, P. O. Box 1703, Zone 11, New Orleans, La.*



## WILLIAM F. LOCKWOOD

Wm. F. Lockwood, alias "Nunc" Billy, is the creator of Gumbo Monday. He tells us that in the creation of these increasingly popular letters, he has found the fulfillment of a long-standing urge to write and illustrate fiction for children. His writings up until this time have been non-fictional and include a syllabus for the creative education of children in Louisiana. An artist of national reputation, he has painted many murals in Louisiana, Florida and New York. Mr. Lockwood is at work at present, on a mural to be placed in one of the oldest buildings in the Vieux Carre, New Orleans. He was the Rockefeller Foundation Fellow in Art Education 1939-1940. Having spent ten years teaching art in universities he is now devoting his full time to painting and kindred creative work.

## Where Can You Find All These Distinct Advantages?

A storehouse of natural resources—oil, sulphur, salt, limestone, oyster shells, seafoods, agricultural and forest products, etc.?

A wide variety of raw materials imported from all parts of the globe available for interception and profitable conversion or processing?

A transportation system that includes Class A-1 trunk line railroads, dependable motor transport, adequate coastwise steamship service, complete overseas steamship service, widespread inland waterway service, and domestic and foreign air transport?

An adequate supply of intelligent, American-born labor?

A climate that permits uniform operation in industry throughout twelve months of the year?

You can find all these and other advantages, in normal times, in the

# NEW ORLEANS METROPOLITAN AREA



V-8

SWIFT & COMPANY

# CAMERA COUNTERPOINT



Photographs by  
**EUGENE DELCROIX**  
Text by  
**TILDEN LANDRY**

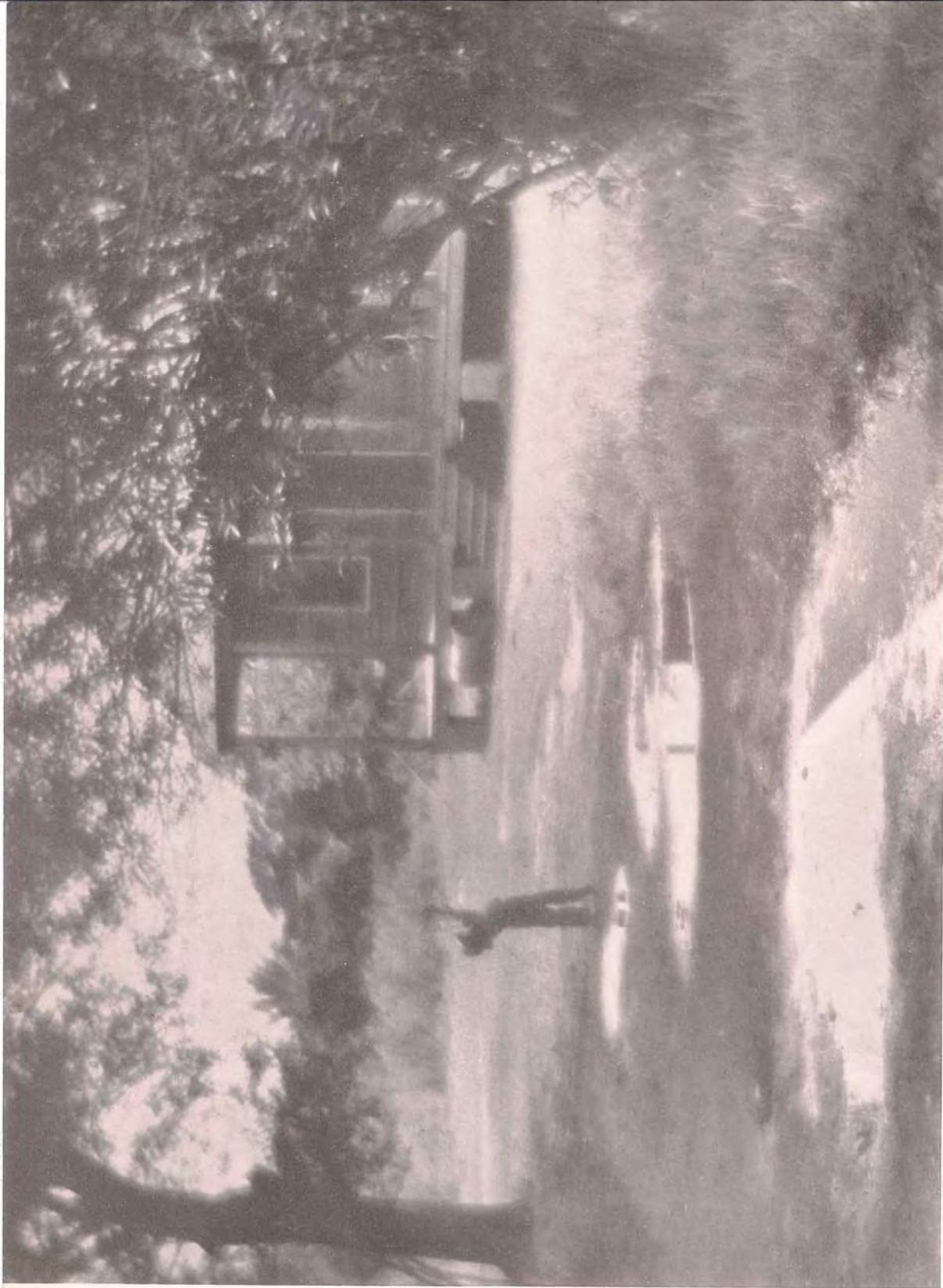


ROADS FOR  
THE ROVER  
thread the picturesque  
countryside, weaving  
through romantic  
moss-hung groves,  
along cool streams,  
into a hunters'  
and fishermen's  
paradise

HAVEN FOR  
HOMEMAKERS  
... in a simple  
cottage garden  
or the acres of a  
broad estate ---  
peace and plenty,  
leisure for living,  
world-famous scenery  
right in your  
front yard



THE  
MARKSMAN  
here finds  
high adventure  
a few steps from  
his own front porch,  
after a cooling  
summer  
shower



THE

SAILOR

--- whether he be six

or sixty ---

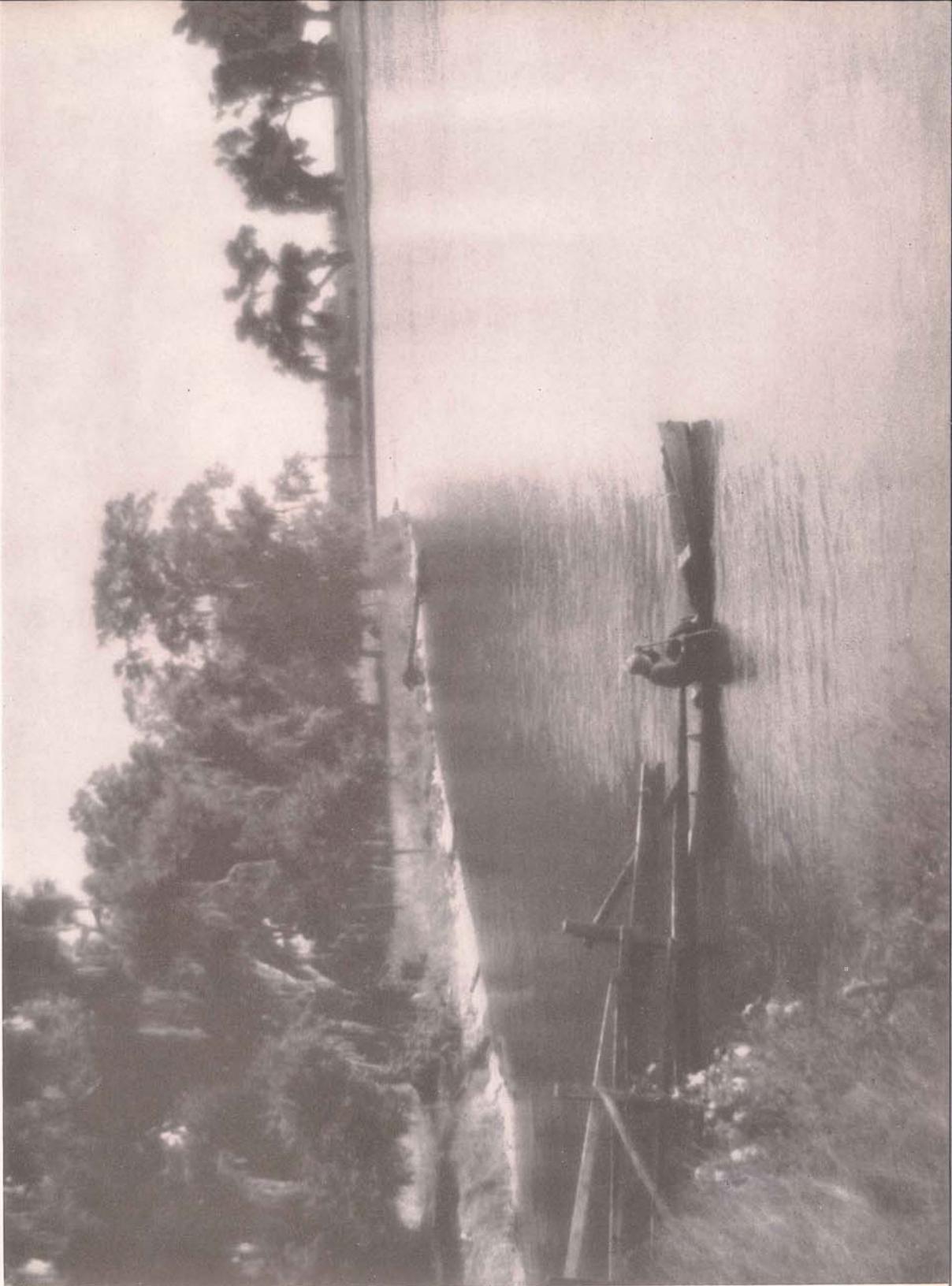
delights in

myriad streams that

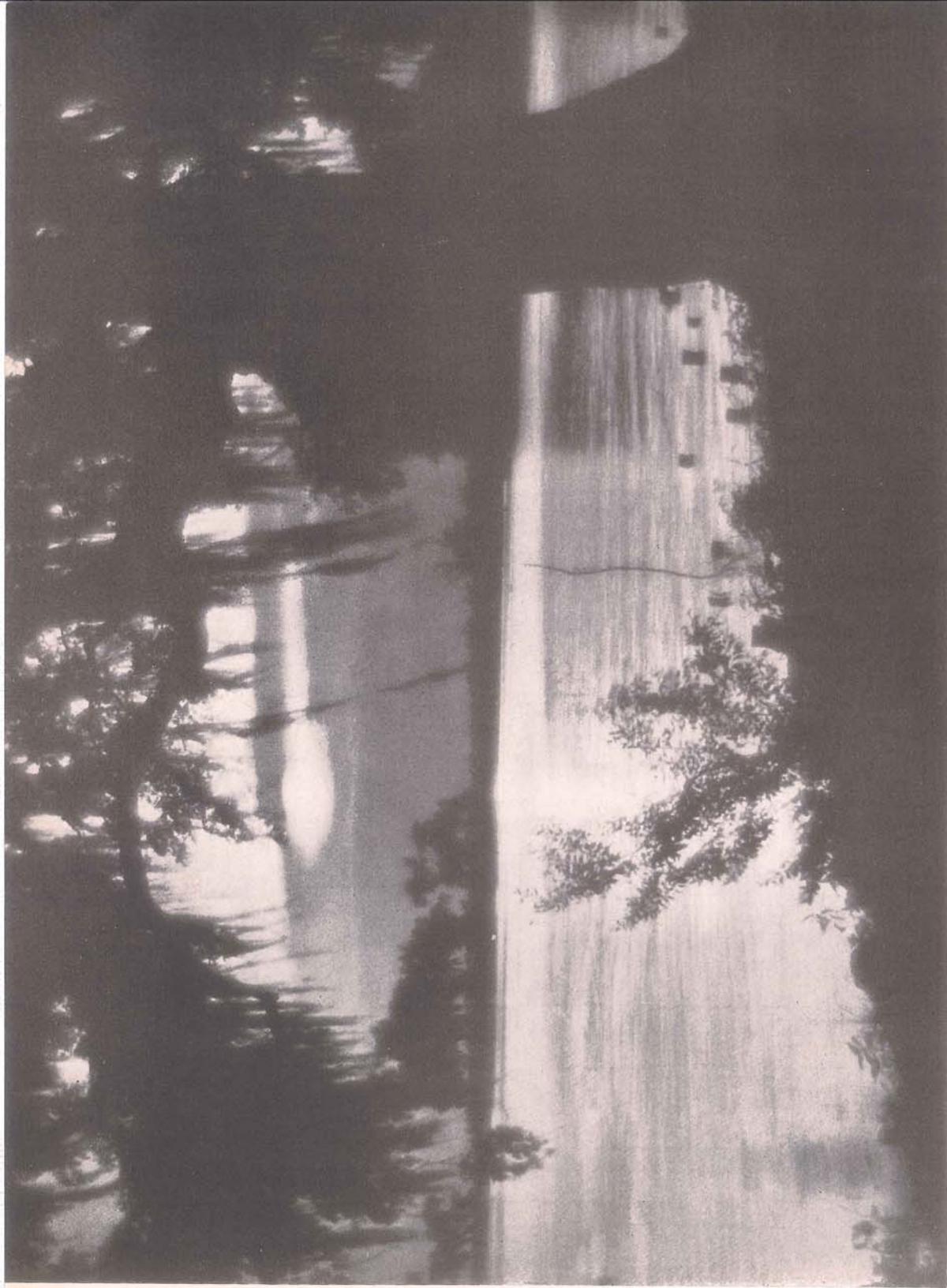
mark the map

like

liquid lace



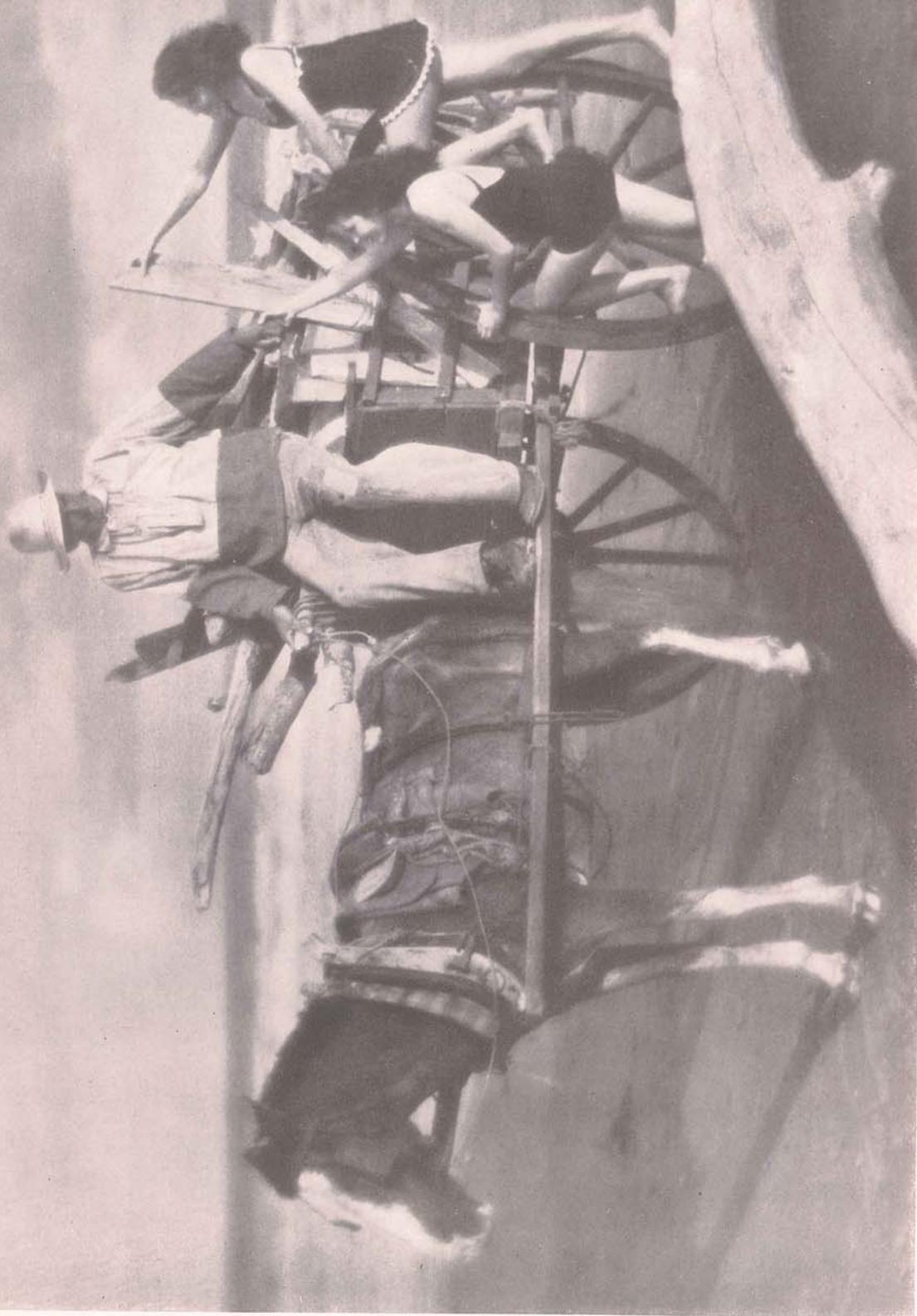
SHIMMERING  
MOONLIGHT  
sprinkles smooth water  
with silver  
in the deep peace  
of a night  
made for  
quiet companionship



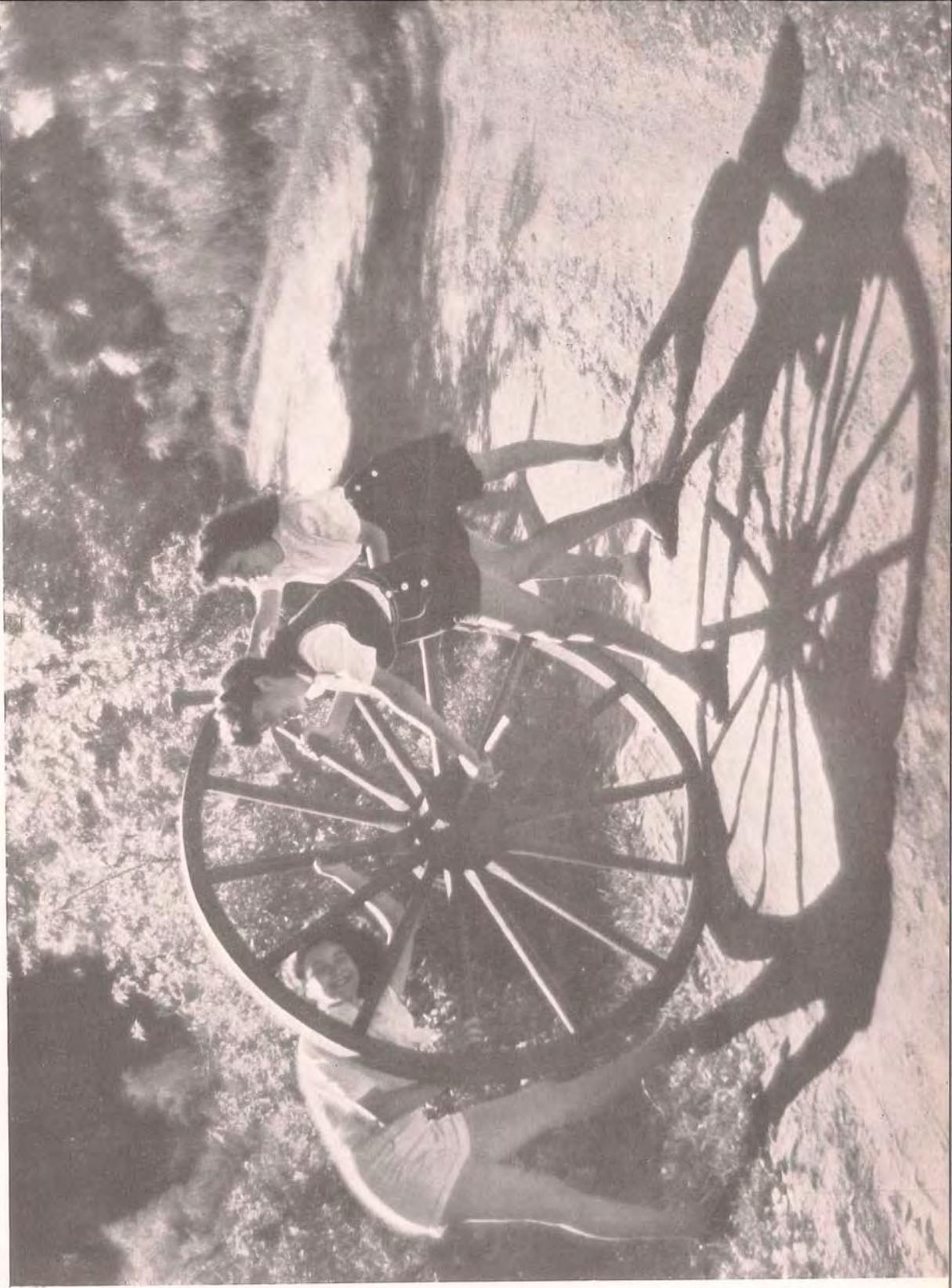
SPARKLING  
SUNLIGHT  
dances across  
the bayous  
on mellow mornings  
made for  
outdoor activities  
--- all the  
year round



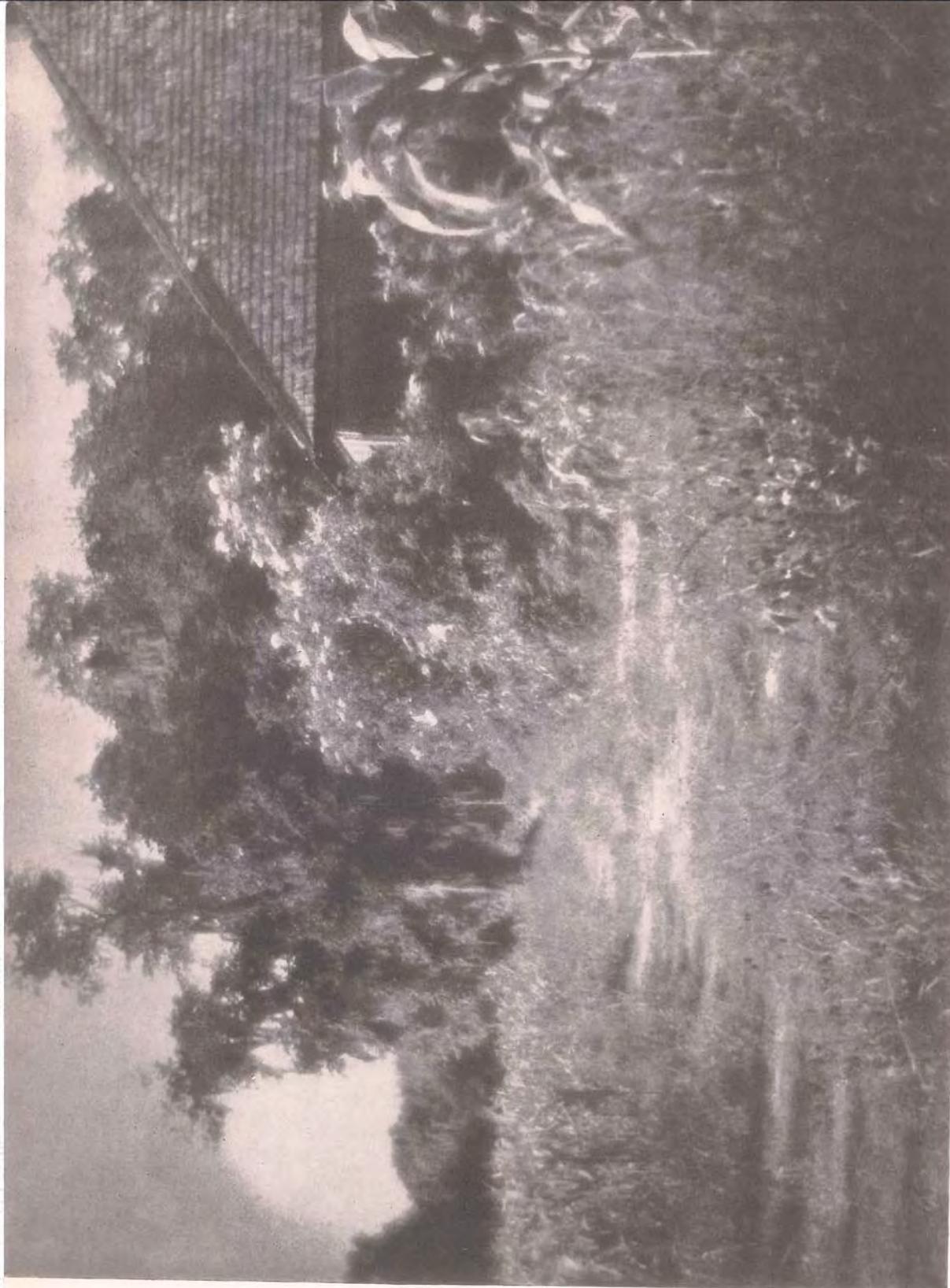
THE BEACH  
IS BOUNTIFUL  
on Grand Isle  
... collecting  
driftwood is an  
ancient trade.  
Carts like this were  
the island's only  
vehicles in  
Grandpère's day



THE LANES  
ARE LOVELY  
shaded trails  
that  
bring beauty  
to the eye  
and make melodies  
in the  
memory



EVERYTHING  
GROWS  
with gusto  
in the eager earth  
of this  
fertile parish.  
Corn, cane  
and many crops  
flourish  
in fabulously  
rich soil

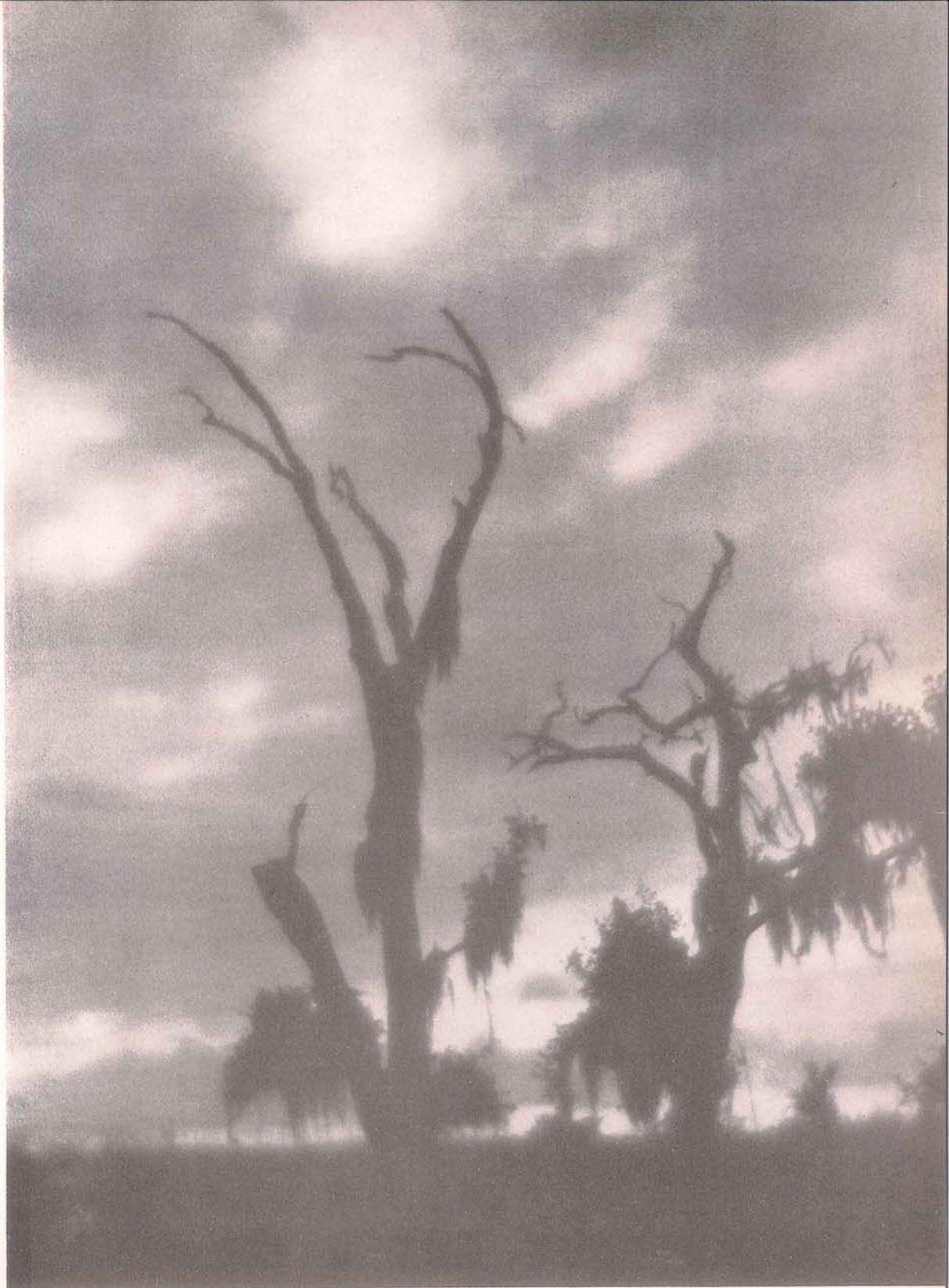


PEACEFUL  
PASTORAL  
pictures  
come to life  
at every  
stream's edge,  
at every  
day's end,  
when the herds  
turn homeward

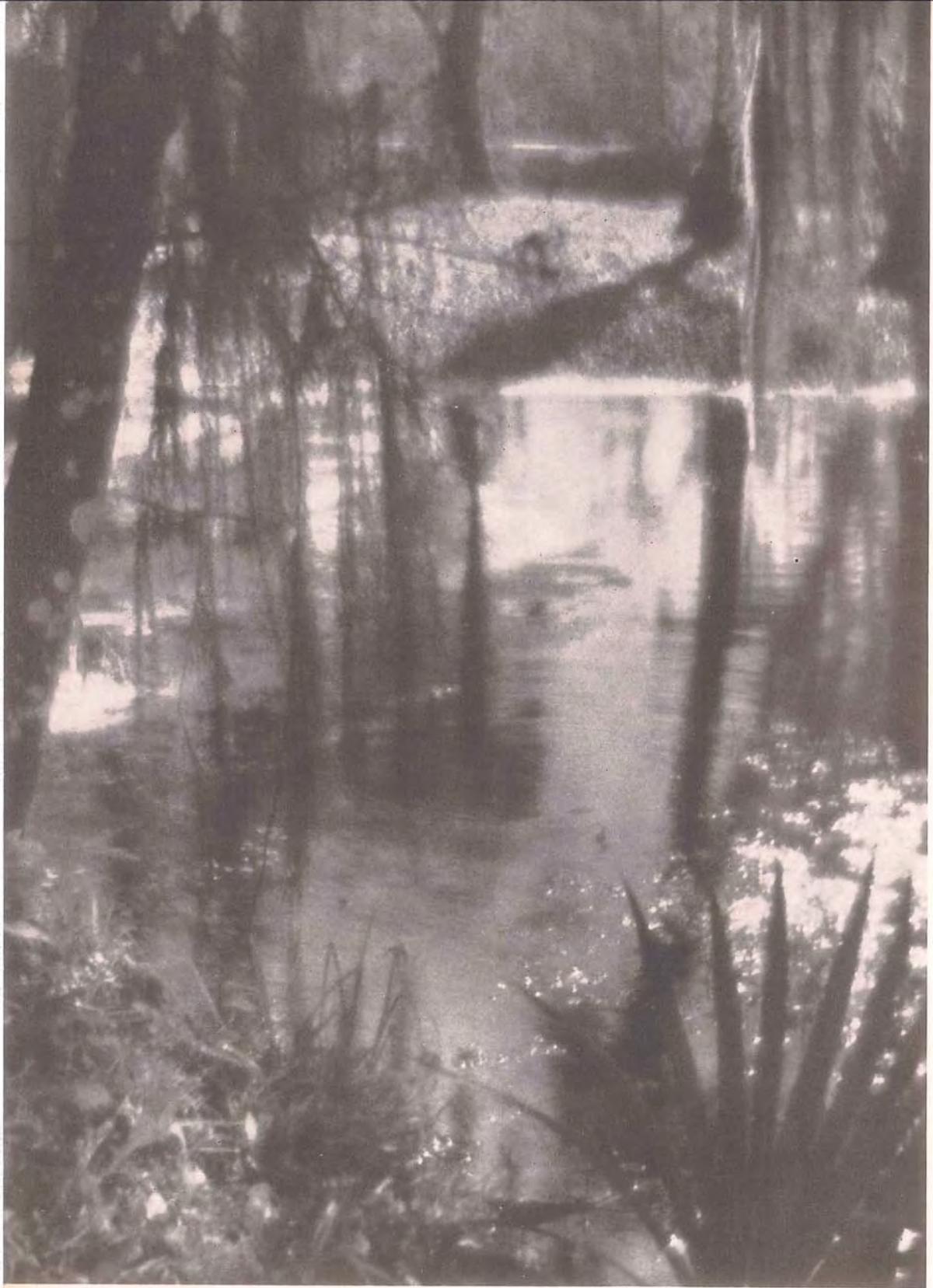




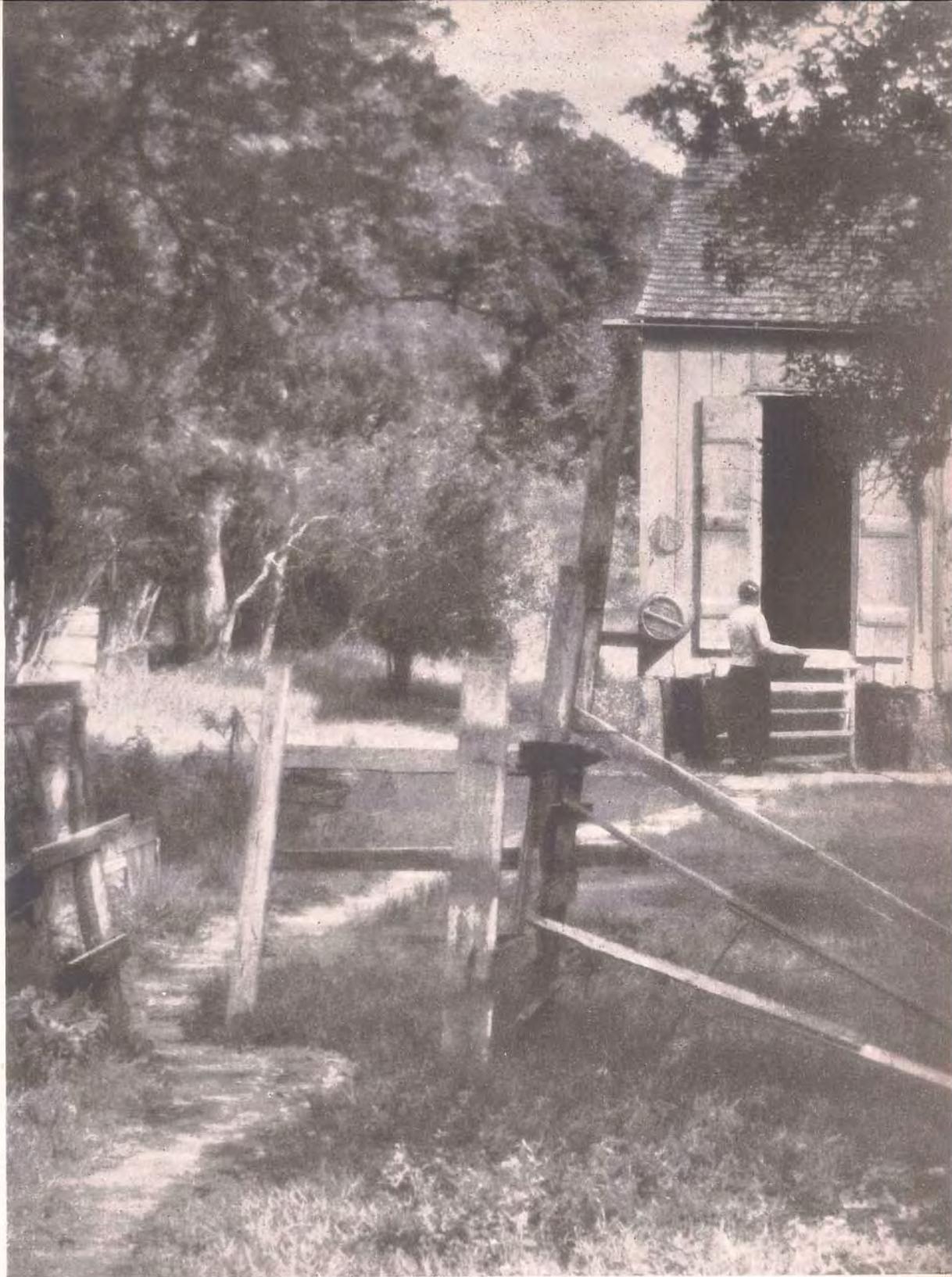
GAIETY beckons on the breeze-blown borders of the Spanish Main, where boisterous buccaneers lived not so long ago.



MYSTERY broods over gaunt and battered trees that clutch at the clouds, limbs writhing in a weird witch-waltz.



EXCITEMENT . . . beautiful, wild swamps, unchanged since long before the white man came, cover mile upon untracked mile - - - a challenge to man's exploring spirit.



SERENITY . . . over many a friendly fence you see  
life lived at an easy pace. The Spring of other climes  
comes here to spend a part of winter, a part of summer.



THIS IS A LAND of promise. Good to look upon, good to live in,  
a place for planning and building and growing . . . where  
a man can take hold of tomorrow and make it his own.

# FEDERAL, STATE AND DISTRICT OFFICIALS



Hon. James H. Davis, Governor of the State of Louisiana  
Reading from top to bottom: Hon. Allen J. Ellender, United States Senator from Louisiana; Hon. John H. Overton, United States Senator from Louisiana; Hon. J. Emile Verret, Lieutenant Governor, State of Louisiana; Hon. Paul H. Maloney, Member of Congress, Second Louisiana Congressional District; and Hon. Alvin T. Stumpf, Louisiana State Senator, Tenth Senatorial District.

The  
Label of Quality

**HOLMES**  
New Orleans

*...for more  
than a century*

## *Bulk Liquid Storage*



### **GENERAL AMERICAN TANK STORAGE TERMINALS**

GOODHOPE, LA., and WESTWEGO, LA., (Port of New Orleans)

CORPUS CHRISTI, TEXAS

CARTERET, N. J. (Port of New York)

GALENA PARK, TEXAS (Port of Houston)

Strategically located to serve you!

A DIVISION OF GENERAL AMERICAN TRANSPORTATION CORPORATION

# PARISH OFFICIALS



Hon. Frank J. Clancy, Sheriff

Reading from top to bottom: Hon. Vic A. Pitre, Clerk of Court; Hon. Vernon J. Wilty, Assessor; Hon. James E. Beeson, State Representative; Dr. Charles F. Gelbke, Coroner; Hon. Edward M. Thomassie, President Pro-Tem., Police Jury; and Hon. Weaver R. Toledano, President, Police Jury.

**HIGHWAY OR WATERWAY**  
LOOK FOR THIS  
**BEACON**



Your Assurance of  
QUALITY LUBRICATION AND FUEL

**A. S. KENNINGTON**  
DISTRIBUTOR

HARVEY CANAL, LA.

Phones UPlown 2000 - 2001

PHONES: CEDAR 9287 — JEFFERSON HIWAY COURT  
CEDAR 9122 — AIRLINE HIWAY COURT

ALL ROOMS TILE BATH AND REFRIGERATORS  
BEAUTY REST MATTRESSES

**PINES TOURIST COURTS**

S. ROSSI, Owner

2900 JEFFERSON HIWAY — U. S. 90  
2800 AIRLINE HIWAY — HIWAYS 51-61

One Mile West of New Orleans, La.

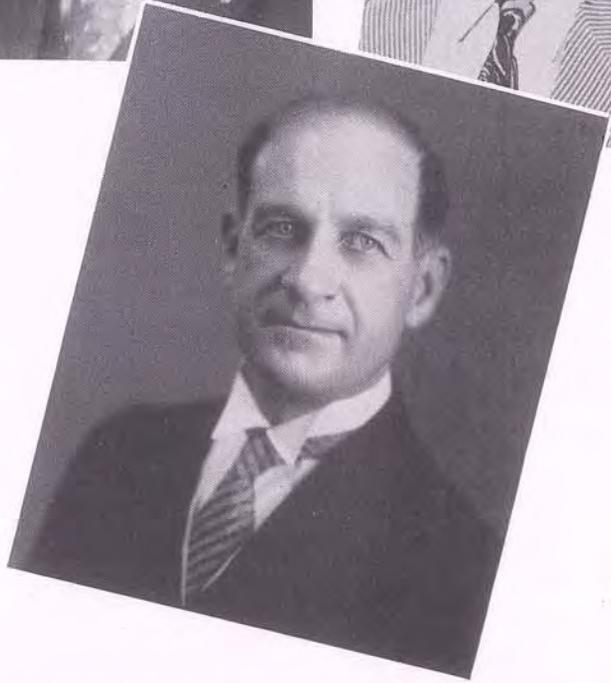
**MARTIN'S HOTEL COURT**

5100 AIRLINE HIWAY

51 - 61 - 65

4 MILES TO CANAL STREET

CEDAR 9173

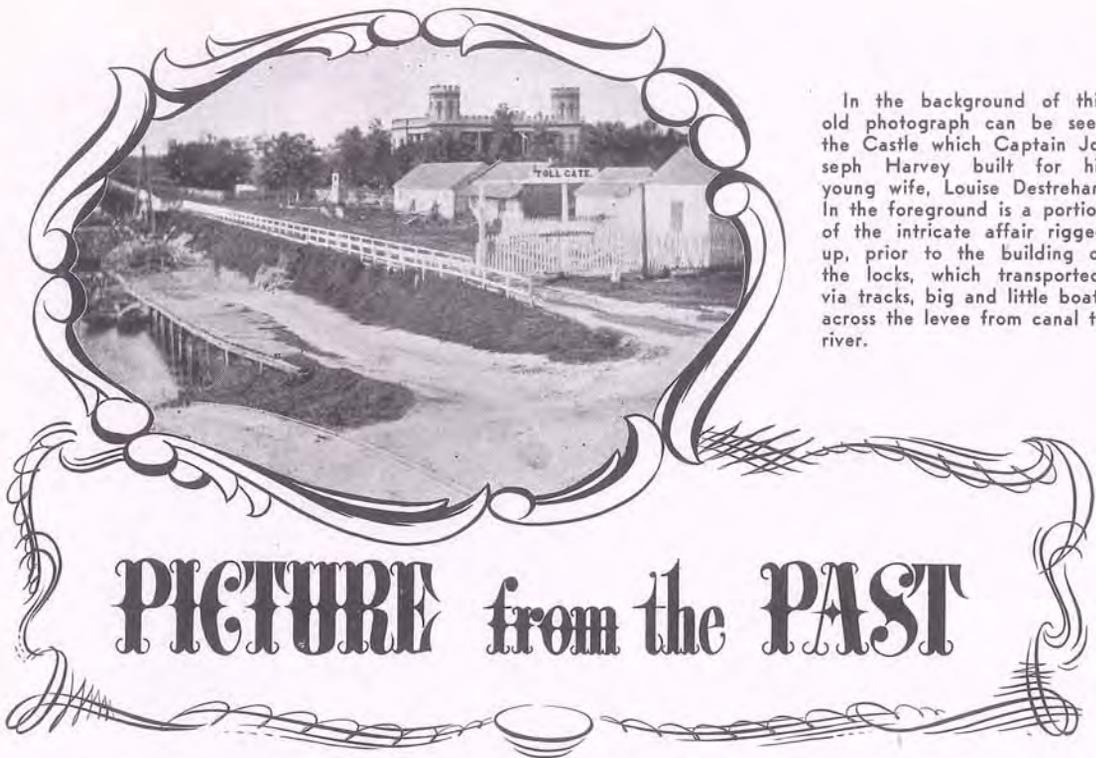


Right center: Hon. A. T. Higgins, of Jefferson Parish, Associate Justice of the Louisiana Supreme Court. Top row, 24th Judicial District Court officials, left to right: Hon. L. Robert Rivarde, Judge; Hon. John E. Fleury, District Attorney; and Hon. Leo W. McCune, Judge.

## COURT OFFICIALS

Below left to right: Hon. E. Howard McCaleb, of Jefferson Parish, Judge of the Court of Appeals; Hon. Frank H. Langridge and Hon. L. Julian Samuel, Assistant District Attorneys, 24th Judicial District Court.





In the background of this old photograph can be seen the Castle which Captain Joseph Harvey built for his young wife, Louise Destrehan. In the foreground is a portion of the intricate affair rigged up, prior to the building of the locks, which transported, via tracks, big and little boats across the levee from canal to river.

## PICTURE from the PAST

BY MRS. KATHERINE HARVEY ROGER

*Wherein a daughter of Horace Hale Harvey  
takes you on a trip down Memory Lane*

**F**EW people realize that the history of Harvey runs back to within a few years of the founding of New Orleans. In fact, I doubt if there is any part of the first Crescent City that is as old as Harvey's Canal, or d'Estrehan's Canal, as it was first called.

Those who never knew Harvey as a one family dominated feudal estate accept it for what it is today—the modern and comparatively new government-owned and operated eastern and New Orleans terminal for the thousand mile long, Louisiana and Texas Intracoastal Canal system.

Even I, who was a part of that earlier era and knew that five generations of my ancestors had spent vast sums to lay a groundwork for this Intracoastal Waterway, might believe with them from the total lack of old landmarks, that the town had no further background than the present Harvey shows.

But I listened avidly to my grandmother's and my father's (the late Horace Hale Harvey) stories of earlier years and earlier ancestors. In my own childhood, the deserted castle was my playhouse; its gardens, the town, the canal, the river levee and its batture my playground. Otherwise, I too, might have been lulled into forgetfulness of all that past from the up-to-date appearance of the present day Harvey.

It all began with Jean Baptiste d'Estrehan de Tour, who, in wig, satins, laces and jewels, landed in this new colony to set up an establishment on his grant of land from the King of France. On the west bank of the Mississippi River he laid out an indigo plantation. Then he dug in 1724, with slave labor, a canal to drain his vast lands, starting it just inside the Mississippi river bank and running it six miles southward to Bayou Ousha, or Barataria, as it was later called.

Later he turned his indigo plantation to sugar cane and experimented at granulating sugar. But it was his son-in-law Etienne de Bore, on the plantation that d'Estrehan had given one of his daughters as a wedding dowry, who was the first to successfully granulate sugar and revolutionize the industry of the South.

D'Estrehan had a number of other establishments but spent most of his time in his colonial home on the upper bank of the Canal and at his place in St. Charles parish (where Destrehan is today). Political opponents wrote of him to the King of France: d'Estrehan is too powerful a man and too rich for the good of the country," and asked for his recall to France.

His older children married and comfortably established on plantations of their own he went back to France for an interval. One son, Jean Noel d'Estrehan de Beaupre, remained at Harvey, or Cosmopolite City, as he named it. De Beaupre played an active and important part in Louisiana's early colonization. But his home, his plantation and his canal were his chief interests. After the Louisiana Purchase his name was put up as candidate for Louisiana's first governor. Though he made no personal campaign, he finished second. Named as one of the two first United States Senators from Louisiana he declined saying, "I am too busy with my own affairs." Some of his friends and most of his enemies doubted that excuse and his lack of interest in the gubernatorial race on the ground that "d'Estrehan's heart and his loyalty still belongs in France."

In 1737 he enlarged the canal to the proportions of a full size canal. German settlers who dug its full six miles with wooden shovels received as pay portions of d'Estrehan's land in what is now Gretna.

Jean Noel's son, the dashing, handsome, Nicholas Noel Destrehan—as the name had evolved—became heir to the original grant over the river. He married Victorine Fortier, who died, leaving him childless. His second wife was Louise Henriette de Navarre.

Nicholas Noel built a home, so handsome and expensive that legend says it was roofed with gold dollars. It was started as a home but with his second wife's death, who left him with four small children, he turned it into a museum, travelling abroad for works of art to fill it. Eventually it burned to the ground with everything in it completely destroyed.

Nicholas Noel's oldest child was Louise, my grandmother. There were two other daughters, Adela and Eliza. The youngest child was a son whom Destrehan wanted to name differently from any other man's son on earth. So he coined a name by taking the first letter of the alphabet and the last, the next to the first and the next to the last—thus achieving the name of Azby for his son. But the Catholic priest, christening this son, insisted that the baby be given a saint's name too. They finally compromised with Peter. Peter Azby. "For church purposes only," Destrehan heatedly told the holy man.

Destrehan was a man of unusual ideas. He was a student of the stars, studying the heavens from an improvised observatory atop his "golden roof." He worked out a calendar, figured decimally; ten months to the year, ten days to the week, ten hour days and so on. The original plan and drawings for this was one of the valuable family papers destroyed by fire at Harvey. He designed a clock to go with the calendar but no one but Grandma ever saw the diagram of it.

Not all of Destrehan's ideas however were visionary. In his yard he built a miniature kitchen and washroom fitted out as completely as were those rooms in the big house. A retired old mammy was put in charge to teach his little girls all the duties of running a house and to learn, by practice, the menial work of their servants. Louise and Adele took to it willingly but Eliza hated every small task, flatly refusing to scrub when her turn came. She screamed and stomped her pretty foot. Hearing the racket inside the children's house, her father hurried across the yard to investigate and found Eliza in a tantrum. "What is this Eliza?" he asked severely.

"I won't scrub, Pa-Pa! I won't, I won't!"



## **WEST BANK MOTORS**

*Everything for the Motorist*

Most complete one-stop service station in the South

900 Monroe Street

Highway 30

GRETNA, LA.

Phone AL 3700

## **IN THE HOME STRETCH**

As the "war of nerves" becomes a "war of reserves," sulphur produced by Freeport continues to supply scores of vital industries in the present war effort. In one form or another, sulphur helps make gasoline, steel, synthetic rubber, explosives, aviation fuel, fertilizer, agricultural dusts and sprays, paper, rayon and countless other essentials.

Having won the Army-Navy Production Award for the third time in both our Texas and Louisiana operations, we have added a second star to our Army-Navy "E" flags and shall fly those banners proudly as representing achievements of the past and a pledge of our continuing efforts in the future.

## **FREEPORT SULPHUR COMPANY**

NEW ORLEANS, LA.

PORT SULPHUR, LA.



Dedication ceremonies of the first successful Harvey Locks in 1907 which Horace Hale Harvey carried to completion and which his mother did not live to see.

"Yes you will scrub, Eliza. Now get down on your knees and scrub that floor." And with tears mingling with the hot soapy water, Eliza scrubbed—while her handsome, stern father stood over her.

Early in life Nicholas Noel lost an arm, amputated after his *capeau*, a cape with hood-like sleeves, had caught in a piece of sugar house machinery and dragged his arm in with it. After that, in signing his name, he always added "maimed." Like this—"Destrehan: maimed."

The Destrehans were life long friends of the Chouteau's, the founders of St. Louis, and when marketing their sugar crops up the river the Destrehans, especially Nicholas Noel, always visited with them in St. Louis.

Throughout their early years old mammies cared for the children. But as they grew, the school problem arose and Nicholas Noel took Mrs. Chouteau's oft repeated advice to put them in the Sacred Heart Convent in St. Louis where she could keep a motherly eye on them. Once there, they became the particular charges of the retired Mother Duchan, founder of that order in America. For Azby, Destrehan employed a tutor.

On her return from school Louise became her father's assistant and correspondent. At sixteen she was married to Joseph Hale Harvey, over twice her age and whom she had only met at her father's dinner table. One day her old mammy called Louise in from the garden to don a beautiful new outfit her father had lately bought her. "But why dress now Aunt Airy?" she asked her old mammy.

"Yo Pa says so, honey."

"But where am I going?" she insisted.

"I dunno honey," the old woman said gloomily.

"Where in the world am I going in this outfit Aunt Airy?" demanded Louise.

"Honey, yo' Pa kin kill me but I gotta tell yo'! Tite Louise you gonna git married!"

"Married! To whom Aunt Airy?" the stunned Louise asked.

"To that handsome, red headed, talkin', Virginie sea cap'n, thas' who!"

And that is how Louise married Captain Joseph Harvey, the man of her father's choice. For her dowry she received the canal and the lands around it. With her money, her husband built for her a medieval, two turreted baronial castle patterned from a faded old picture of his grandfather's and great-uncle's home in Scotland.

There are many true tales told of this once adventuresome sea captain, descendant of a long line of Scottish Dukes, and of his young wife, Louise, when they lived in the castle over the river. I've chosen two that always amused me. I'll tell both in my father's own words.

He said, "My Mother and Father (Louise and Joseph Harvey) spent their honeymoon in Havana and while there Pa thought he had sprained his big toe—but later he discovered it was gout.

"There were times," Papa continued, "it was so painful he would sit with his foot heavily bandaged and saturated in liniment, propped up on a chair



## **WE-GO-INN**

SAM GILARDI, Prop.

Dance and Dine Every Night

SANDWICHES AND DRINKS OF ALL KINDS

WAlnut 9209

On the Hill at Westwego Ferry Landing, Westwego, La.

# ***Charley Spahr***

DISTRIBUTOR

## **Pan-Am Petroleum Products**

U. S. and Goodrich Tires and Tubes



Harvey, Louisiana

JACKSON 4848 - 4849

in front of him and Aunt Eliza, long years after, said she only remembered him dressed in some elaborate house robe. But Pa wasn't always in silk kimonos and nursing his gout. He was often host to large dinner parties, or out on his boat playing poker, or at his club or the hotel in New Orleans for a few days of relaxation.

"After his father-in-law's death, Captain Joseph Harvey changed the canal and the town's name to Harvey. He built two fine boats, the 'Lafitte' and the 'St. Nicholas' to open up freight lines to the Gulf of Mexico and the Baratarias and he constructed an intricate affair to transfer boats over the levee from the canal and into the river, or vice versa. Later he set about building a lock to open the canal into the river, using a design his father-in-law had worked out. The locks failed, not because of faulty design, but because they had been built on a hidden quicksand bed.

"All this time Pa was suffering with gout, so bad at times he couldn't walk. And so grouchy and cross that all his children but me (for I was his personal companion) were scared to death of him.

"My brother Nick had an inventive mind and was always experimenting with something or other. Some of his ideas were good, or would have been, if he had carried them to completion. Years later many of his theories were successfully worked out by other people.

"About the time Pa was spending most of his time in a chair nursing his gout, Nick figured that baking might be good for it, seeing that heated flannels gave him relief. So he rigged up a tent with an alcohol lamp in it and when he had got it working he approached Pa, saying: 'Pa, I've found something I believe will relieve your gout pains. Would you care to try it?'

"I'll try anything once for this damn, damn gout,' Pa growled.

"So Nick brought in the tent-like contraption and the entire household gathered around Pa in the large drawing room on the first floor. Nick carefully lifted Pa's bandaged foot inside the tent. When the tent flap was tightly shut and the lamp lit it began to warm up his foot and Pa looked pleased. 'Nick,' he said, 'that makes my foot feel mighty good.' And he lay back in his comfortable chair to relax.

"Suddenly the whole thing blew up and the next I remember Pa was chasing Nick with his cane, and running on both feet too. And Ma and the servants and all of us children were racing around trying to get outside or out of Pa's and Nick's way as they went 'round and 'round the room—and Nick was having a terrible time out-running Pa.

"You see when the lamp burned out all the oxygen in the tent, the thing exploded. A factor which Nick hadn't taken into consideration.

"Now what happened in the next story," Papa said, "made Charles Gayarre, who was a relative, mighty provoked with Ma, though Ma hadn't

Despite the age of this old photograph this view clearly shows the early Harvey Locks. In the upper right hand corner can be seen a portion of the fabulous Harvey Castle.



SIDNEY J. GONZALES  
President  
SIDNEY I. GONZALES, JR.  
Treas.

GEORGE D. BENOIST  
Vice-President  
ACY A. CHIASSON  
Secty.



*Cars*

*Trucks*

## **GONZALES MOTORS, INC.**

Authorized Ford Dealer

801 Metairie Road

CEdar 2020, 2021

## **SECURITY Building & Loan Association**

Baronne at Gravier

### **HOME LOANS**

You will find it as convenient to repay a loan for home-owning, repairing or remodeling purposes, as to pay rent.

Our interest rates are as low as 4½% per annum on loans.

### **SAVINGS**

A SAFE investment with good returns and a U. S. government agency's guarantee behind it, is the best that can be made.

Invest in our insured shares and earn a high rate of dividends.

GEO. STAHLER,  
President

JOS. J. MIRANNE,  
Secty.-Treas.

done a thing. It was me. I had been riding fish all one day and the story somehow traveled to Paris. By the time Gayarre visited France it had reached fantastic proportions. Wherever he went Gayarre was questioned about Louise Destrehan's children, who had to ride to school on fish because the only roads in Louisiana were bayous.

"Now Louise," the gentle little historian protested to her on his return, "that was too much, subjecting me to denying such a story. It's that adventuresome husband of yours that has given you such impossible children!"

"When Pa heard that he roared with laughter. You see, a crevasse had backed so much water into the canal and the lowlands that it filled a wide deep drainage ditch not so far behind the Castle grounds. One evening a little colored boy and I stood watching big buffalo fish swimming through the ditch and under a fence—which gave me an idea and I told my play-fellow to meet me there next morning at daylight.

"Well sir," Papa added, "we rode fish all day long. We'd get up on the fence and drop down astride a big buffalo's back when he passed, hanging on for dear life while he wiggled and shook like a bucking bronco. We'd ride some of them forty or fifty feet up the ditch while others shook us off as soon as we dropped astride them. Shaken off we'd climb the bank and run back to the fence for another ride, for the buffalo fish came through there that day in a steady stream.

"Too dark to see them anymore I went home and crept up the back stairway of the castle to the nursery and crawled into bed, hungry, cold, wet and worn out. When Ma found me I was burning up with fever and all but died during the spell of typhoid pneumonia that set in."

Still a young woman when her husband died at their town house in New Orleans, Louise moved back to take charge of her neglected interests over the river. She built a modern raised cottage in the front corner of the Castle garden—for she had no inclination to open the Castle again, preferring a simple life. Only Horace and Robert were with her now—the rest were married and in homes of their own.

A tour of inspection of her property always started her days. Dressed in heavy rich silk, one of the few luxuries she still clung to, she would walk up and down the canal, inspect the brickyard, the levee and the galleried brick store buildings, returning home to sit in the dining room whose windows overlooked the canal and the ferry landing, for the balance of the day. To her here, came her business world and her family. Louise was small, soft spoken and with little to say that wasn't necessary. What she did say was final. "Ma's word" or "Mrs. Harvey's word" was never questioned.

Well over 70 she started the most important undertaking of her life as the leader of the Destrehan-Harvey faction that was to build locks that would open up the narrow mud barrier separating the slow, sluggish canal water from what was often a wild, terrifying giant of a river.

When the great new lock was well on its way, Mrs. Harvey daily climbed down into the deep muddy excavation here a pile driver hammered long timber piling deep into the earth.

Death cheated her from completing them, though she would never have thought of it in that light. She had started them . . . that was all that was important. The destiny of the canal had progressed without a lapse throughout four generations before her and she knew it would keep on progressing.

On November 15, 1903, while the warm sunlight shone bright over her beloved Harvey, its little leader, who had earned the title of one of the smartest business women of her time, lay quietly dying in her oversized canopied bed. Just before the last she begged her sons, Henry, Willie, Horace and Robert—for Nick was already dead—to carry her out on the canal bank so that she could look on her canal and the lock under construction once more. But her request came too late for she was already dying.

With her death—and Robert's soon afterward—the lock construction stood at a standstill until a working arrangement was made to please all family



## BARATARIA TAVERN

Restaurant and Bar

SEA FOODS • PRIVATE DINING ROOMS • CHICKEN DINNERS

TOURIST CABINS IN CONNECTION—BOATS FOR HIRE—BOATHOUSES FOR RENT

JULES COCHIARA, Owner

PHONE—GOOSE BAYOU 4921

LAFITTE, LOUISIANA

## Harvey Canal Shipyard & Machine Shop

General Rebuilding of Every Type of

**WATERCRAFT**

**MACHINE WORK — ACETYLENE AND  
ELECTRIC WELDING**

TELEPHONE CHESTNUT 1929

HARVEY, LA.



Above: Captain Horace Hale Harvey's yacht the "Destrehan" which was a familiar and often anxiously awaited sight to the bayou people who loved him.

Left: The raised cottage, now falling to pieces, which Mrs. Harvey built and lived in on the "Castle" grounds while she supervised the building of the locks.

factions. Henry P. Dart, the only outsider who ever owned any of the family land, was made president and legal advisor. Horace was put in full charge as secretary, treasurer and manager. With firm sure hands, an imaginative mind, and unquestioned ability, he picked up where his mother had left off and quickly proved that the Destrehan-Harvey affairs were again in the hands of a leader. With the management of the lands and canal went a kind of parenthood toward the feudal grant of his forefathers and to Horace the people of Harvey and the Baratarias now came for help and advice.

He was small, slight, restless and quick of foot, calm of disposition and with the soft voice of his mother. The urban Horace Harvey was always immaculately dressed, and in his later years jauntily carried a cane. But as M'Sieur Ho'rass, the "Little Father of the Baratarias," shirt tail hanging out of rough dried pants, barefooted and wearing a wide straw hat tied under his bearded chin, he was in his native element.

Through long hard years of effort in Louisiana and Washington in the interests of southern waterways in general, and his canal in particular, Horace Harvey persisted with the same singleness of purpose as his forefathers and his mother. In 1924 the Intracoastal became a reality when the U. S. Government bought Harvey Canal, the first link in the chain that will one day reach from the Rio Grande to Boston as a safe, inland waterway.

Ten years later, the lock was completed and with enough Generals of the U. S. Army Engineers present to carry on a small war, not only was the new lock and the canal honored but so was the family who had first brought them into being—and the small, quiet man, the last of the family leaders who brought the canal to completion.

Not many years later, within sight and sound of his beloved canal and almost where the long evening shadows of the old Harvey Castle once fell, Horace Harvey died. The newspapers said, "Full of accomplishment he went to his reward. But for the fact that he was too honest a soul, and too much devoted to the cause, to think of self, he could have enjoyed during his latter years, the consciousness that his memory would live though his body died . . . His life work has been of extraordinary value to this state . . . The future will rightfully appraise him as one of the seers and prophets of the economic development that it will enjoy . . ."

It was a newspaper writer, who, following a great hurricane in 1915, first called Horace Harvey the "Little Father of the Baratarias." He wrote, "M'sieur Ho'rass! Oh, M'sieur Ho'rass—heah we is. C'mon mes enfants M'sieur Ho'rass is heah wid som'n f'eat. Y-a-as, I bet you dat," the Baratarias said when they saw the headlight of Horace Harvey's big power yacht flashing here and there on the tall marsh grass bordering the bayous—and indeed the 'Little Father of the Baratarias' was with them, following hard on the heels of

124 Huey P. Long Avenue



**GRETHA  
JEWELRY  
CO.**

•  
*Diamonds  
Gifts  
Jewelry*  
•

GRETHA, LOUISIANA

*Central  
Equipment Co.*

---

---

Tractors, Road Machinery and Draglines

---

---

LAFAYETTE, LOUISIANA

Taken from a faded old photograph made in 1907, this shows some of the tugs which, during the storm on September of that year, anchored in the Harvey Canal Locks. 1907 was the same year the locks were first put into successful operation.



the great gale, even before it had blown out. M'sieur Ho'rass, canal builder, business man, philanthropist, guide, philosopher and friend of the untutored Baratarians throughout all that wide labyrinth of bayous, lakes and lagoons, marshes, islands and chenieres between Harvey's Canal and Grand Isle—known generically as the Barataria country."

Long before Horace Harvey died the original Destrehan family blood had been much thinned out through the process of marriage. But the "old timers" like myself hold tight to our memories of that first town of Harvey. And sometimes in nostalgic mood I mull over small forgotten happenings . . . the memory of a little child in high top shoes, cream colored cashmere dress, poke bonnet to match with a half wreath of sweetheart roses under it, lining a shinningly happy face because she was going to the city with Papa and Mama. Papa in a fashionable suit of tight, tight pants and short skirted coat and wearing the prettiest gray derby his little girl had ever seen. Mama in an hour glass dress with sweeping skirt of striped silk. The three hurrying beneath tall magnolia trees and waving banana leaves to cut across to the wide dusty river road and climb the levee embankment to a small pontoon wharf where the ferry—old Adams' skiff—was waiting to take them over the river.

Or the memory of the wild, long-horned Tucapaws cattle that periodically stampeded through Harvey. We knew they were coming by sounds on the wind of fast pounding hoofs, the pistol-like cracking of long whips and the whoops and howls of cowboys on wild Texas ponies, driving them from the Tucapaw country to the slaughter house pens in New Orleans. Everyone hearing that unmistakable sound of quick riding danger ran madly for shelter. From our perch on Grandma's high raised gallery behind a stout wooden fence,



This aerial photograph of the Harvey Canal as it looks today shows how the Destrehan-Harvey dreams have been fulfilled.

---

*A Good Place to Eat and Dance*



## **SMITTY'S CASINO BAR & RESTAURANT**

Chicken Dinners  
Wines  
PHONE 5102

Dancing

Seafoods  
Liquors  
GRAND ISLE, LA.

---

# **Marrero Land & Improvement Assn., Ltd.**

## *REAL ESTATE*

- 
- Residential Sites
  - Industrial Locations  
With River and  
Railroad Facilities
  - Truck Farms
  - Dairy Farms
- 

CHestnut 2954

**MARRERO, LA.**  
Jefferson Parish

we watched them sweep by for none of us would have missed that sight for the world. Always the stampeding cattle left a trail of wrecked fences and small houses . . . and sometimes death to those who were caught in their path. Once the Tucapaws ran through the corner barroom in Grandma's brick building across the canal. And all of Harvey could hear bottles and glass being smashed to bits.

Not long ago, leaving the ferry at Harvey a feeling of nostalgia for the past came over me. I stood looking out over the country-side for something, besides the canal, to pin my memories to. Nothing at all of my remembered childhood was there. Then I listened, but no sound from the past came to me out of the present. Then I sniffed, for surely one of those many crowding sweet smells of the long ago would be lingering somewhere, to reach me now.

I wanted so badly, that day, to get just one whiff of that air of my childhood which had been so overpoweringly heavy and sweet each spring with the smell of orange blossoms, or the pungent odor of those old magnolia flowers, or from jasmine or the overly perfumed butterfly lillies that grew in the border of Grandma's beautiful garden.

I stood there hoping for even a faint breath of the salty wet smell of the sea that used to be brought in with dripping fish and seafood on freight and sailing luggers from the Gulf to the head of Harvey's canal where they were unloaded twice a week for the city trade and seafood market. I sniffed hard, but none of it was left in the fresh, odorless breezes passing through this well ordered community of Harvey. Discouraged, but not disheartened at not being able to connect by sight, sound or smell with the past I lingered on the levee hoping that one stray, messy, dripping wagonload of fish or oysters would go by on its way to New Orleans.

But none came. The great heavy hand of time had passed over all this land that had belonged to us, leaving nothing of the past's landmarks behind. Gone even were those once hectic hours, when vehicles of every size and description came over twice a week from New Orleans and the surrounding parishes to Harvey, in advance of the fish fleet from the bayous and the Gulf. They came by ferry, and trailed in by road, to circle and jockey in a bedlam of confusion for places of vantage near the wharf where the bargaining took place. Loaded, they unwound in another flurry of confusion and noise, and went their ways, as they had come, dripping trickling streams of sea savoured liquid.

All that was gone now. All but the canal was gone in the cause of progress. From the changes I saw lying there below me in the crooks of the canal and the Mississippi levee banks I knew that the Harvey and the Canal of today had progressed even beyond the wildest dreams of all those old ancestors of mine, including Horace Harvey the "Little Father of the Baratarias."

And all traces of nostalgia for the past quickly slipped away from me.

---

### MRS. KATHERINE HARVEY ROGER

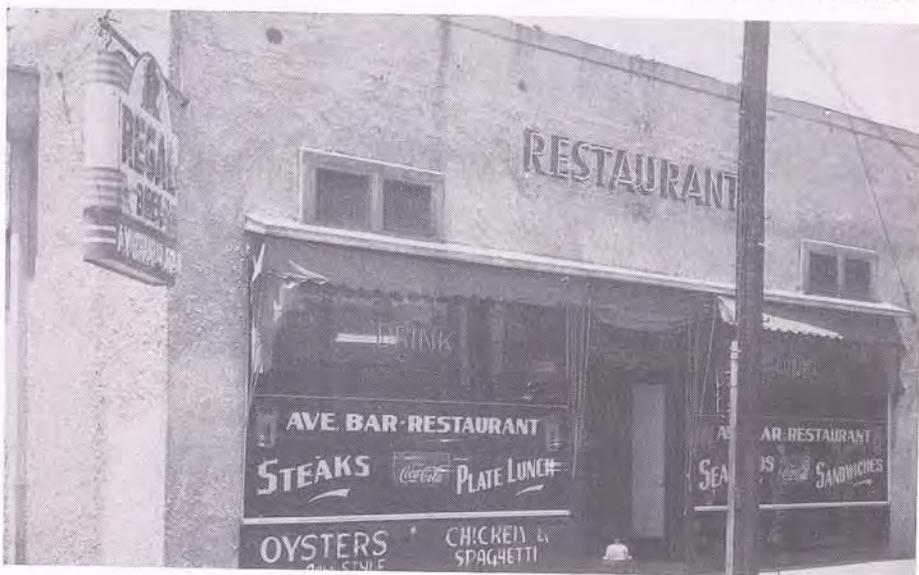
Katherine Harvey Roger, the author of this charming and nostalgic story, is the direct descendant of the Destrehan-Harvey family, founders and builders of Louisiana who dreamed great dreams of the state's future. She is the daughter of Captain Horace Hale Harvey and the oldest of his eighteen children, having been born and raised in Harvey. A woman of prodigious energy and vitality, now that she has raised a sizeable family of her own, she is writing the biography of her father, "M'sieur Ho'rass" and the history of her family. Now a resident of Covington, she is most frequently found out-of-doors, either gardening or tramping through the woods to photograph the Louisiana countryside she loves so well.



# Avenue Restaurant & Bar

132 Huey P. Long Ave.

Gretna, Louisiana



J. F. CHIMENTO, Owner

OPEN 24 HOURS A DAY



## E. B. FISHER

AGENT

Standard Oil Co. of New Jersey

L. D. Lafitte 5113

Lafitte, Louisiana

## WEST SIDE OIL COMPANY

LLOYD FAUST, Mgr.

Distributor of

Standard Oil Co. of New Jersey Products

CHestnut 3100

Harvey, La.

# METAIRIE PLANS A SEAWALL



By William J. Guste

## YMBC PROJECTS PLANS TO PROTECT EAST JEFFERSON AREA FROM EROSION

**J**ACQUES DE LA METAIRIE, Notary of Fort Frontenac in New France, commissioned to exercise the said function of Notary during the voyage to Louisiana, in North America, by M. de la Salle, Governor of Fort Frontenac for the King, and commandant of the said Discovery by the commission of his Majesty given at St. Germain, on the 12th of May, 1678.

*"To all those to whom these presents shall come, greeting:—Know, that having been requested by the said Sieur de la Salle to deliver to him an act, signed by us and by the witnesses therein named, of possession by him taken of the country of Louisiana, near the three mouths of the River Colbert,\* in the Gulf of Mexico, on the 9th of April, 1682.*

*"In the name of the most high, mighty, invincible, and victorious Prince, Louis the Great, by the Grace of God, King of France and the Navarre, Fourteenth of that name, and of his heirs, and the successor of his crown, we, the aforesaid Notary, have delivered the said act to the said Sieur de la Salle, the tenor whereof follows."*

With such words was perpetuated in human memory the establishment of the great territory of Louisiana. Thus the first official document of this vast empire was prepared and executed. And thus from the very birth of Louisiana, the name of "Metairie" has been linked with its destiny.

Even as Jacques Metairie, after such preamble, continued with characteristic verbiage in his "Proces Verbal" and expatiated at length on the virtues and values of the land to the north and west so appropriately, to the west of Louisiana's greatest city lies today the land of Metairie ready for an awakening of the greatest growth, development and progress of the metropolitan area of New Orleans.

\*River Colbert was an early designation for the Mississippi River.

# BILLIONAIRE CAFE

Phone ALgiers 9122

221 Huey P. Long Ave.  
GRETNA, LA.



## Dunham-Pugh COMPANY

Baton Rouge, La.

New Orleans, La.

Monroe, La.

STATE DISTRIBUTORS FOR

INTERNATIONAL  
Industrial Tractors, Power Units

J. D. ADAMS  
Motor Graders, Road Machinery

BUCYRUS-ERIE  
Bulldozers & Scraper Units

P & H  
Cranes & Draglines

*American Cable—Wire Rope*



Showing how the flood waters can and do take huge bites from the unprotected lake shore.

The east bank of Jefferson Parish of which Metairie represents the prime part, comprises thirty thousand acres and is bounded on the east by the City of New Orleans, on the west by St. Charles Parish, on the north by Lake Pontchartrain, and on the south by the meandering banks of the Mississippi River. The distance from the parish line of New Orleans to that of St. Charles, running along Lake Pontchartrain, is ten miles. In this area, lies not only hundreds of millions of dollars of present wealth but what ultimately will be the richest and most outstanding development in the South.

New Orleans was established in 1718, thirty-five years after Jacques Metairie prepared his "Proces Verbal" at the mouth of the Mississippi. From that date on, its constant trend for residential or commercial expansion has been through the capturing within its borders of land areas to the *north and west*. The western wall of the early city (which we now term the Vieux Carre) running from Fort St. Louis at approximately Canal Street and the River to Fort Burgundy at approximately Canal St. and Rampart St. could not withstand the pressure for development of a community which controlled the gateway to the wealth and commerce of the Mississippi Valley. So the Grant of Gravier, the Jesuit plantation, the Faubourg Saint Marie, the city of Lafayette, Jefferson

Country homes and well kept properties, such as this on the Airline Highway, are also in the danger zone. Every foot of good land is valuable, and every foot should be retained and protected.

The transmitter of 50,000-watt WWL is within the danger area, should Bonnet Carre's released waters run rampant.



This home in the Metairie Club Garden District (above) and even this home near the Huey P. Long Bridge (below) are both in the zone of needed protection.





Growing With  
**JEFFERSON PARISH**

Visit Jefferson Parish's Largest  
**FOOD STORE**

**The Great Atlantic &  
Pacific Tea Co.**

100 Huey P. Long Ave.

Gretna, La.

**WM. F. SPAHR  
FOUNDRY & MACHINE WORKS**

P. O. BOX 4056 STATION F. NEW ORLEANS, LA.

PLANT AT DECKBAR AVE. AND I. C. R. R. SOUTHPORT

PHONE CEDAR 3763

**Designers and Builders of Special Machinery  
General Repairs**

**BULK LIQUID STORAGE**

Modern Facilities For Handling All Liquid Commodities—Direct  
Ship-to-Tank, Car-to-Tank and Tank-to-Tankcar by Electric Pumps

**COMPLETE, SPECIAL INSTALLATIONS FOR STORING AND  
HANDLING VEGETABLE AND LUBRICATING OILS**

**Drayage — Bunkering  
Car Loading and Unloading**

**DOUGLAS PUBLIC SERVICE CORPORATION**

Bulk Liquid Terminal, Marrero, La.

EXECUTIVE OFFICES

625 Third St.  
SAN FRANCISCO

118 N. FRONT STREET

2 Broadway  
NEW YORK

NEW ORLEANS, LA.

219 E. N. Water St.  
CHICAGO

City, and Carrollton, all at one time separate and independent communities to the west of New Orleans were eventually taken within its borders.

How naive, is the statement in Norman's, "New Orleans and Environs" of 1845, where are explained the excursions of such date out of New Orleans. Here we read the following:

*"Carrollton, a distance of six miles by the railroad, is an exceedingly pleasant resort. The line, for nearly a third of the way, passes through the suburbs of the city, and is dotted on either side with beautiful residences—the remainder passes through cultivated fields, pleasant pastures, and delightful woodlands. The road, like the country, is perfectly level, and kept in the finest condition. At the end of the route is situated the village; which is principally composed of tastefully built cottages, constructed in every variety of architecture that suited the individual fancy of the owner. Opposite the railroad depot, is one of the handsomest and most extensive public gardens, that is to be found in the vicinity of New Orleans. A race course is near by; and the strolls around are quite cheering to those who fly from the turmoil and dust of the metropolis."*

Yet the pressure of metropolitan development gave way to all intervening obstacles. Standardized city planning and improved conditions, finally overcame provincial and local prejudices as the city expanded in its uncontrollable growth.

It is little wonder then that the Young Men's Business Club of New Orleans with the vision and enthusiasm for constructive progress which it has always displayed, should have felt convinced that the interest of Metairie and the east bank of Jefferson Parish were but identical with the interests of present New Orleans, and that whether the future development of East Jefferson was to result in the expansion of the geographical borders of New Orleans proper or rather would be carried out through coordinated activities for the development of the general metropolitan area, East Jefferson and its hundreds of millions of dollars of presently invested wealth and its billions of potential wealth was a field to conjure the interest of any group which had the welfare of the present New Orleans at heart.

Early in 1942, the fact having been brought to the attention of the Club that as a result of high water in Lake Pontchartrain caused by the first opening of the Bonnet Carre Spillway and because of recurring storms since such time, the rear protection levee of East Jefferson, on which had been constructed the first link in the New Orleans-Hammond Lakeshore Highway, was being gradually destroyed, a committee was appointed by Emile L. Morvant, the then President of the Club.

The committee named consisted of the following: James C. Kraus, chairman, Ben Abadie, Richard G. Drown, Jr., William J. Guste, John A. Ipser, Justin F. Bordenave and Willis A. Pellerin. This committee immediately commenced an intensive study of the entire problem involved relating to the needs of the area, the interests in jeopardy, the respective responsibilities of the governmental groups having jurisdiction, the cost of effective remedies, and the means of financing such costs. The studies of the committee revealed that a failure in the Jefferson Lakeshore levee would destroy millions of dollars of wealth in one of the richest sections of the state. The population of the area was well over 40,000 persons with over 13,000 individual tax payers and the actual value of homes and industries was well over one hundred million dollars. In the area was the newly constructed Moisant International Airport, having an extent of about twice the size of the most recent fields of Washington and New York, and possessing longer runways than any of the latest American airfields. In the area was the 50,000 watt radio transmitting station of WWL, possessing the South's greatest broadcasting coverage. In the area were millions of dollars invested in some of the South's most beautiful residences, a million dollar sewer system, a one and a half million dollar waterworks system; a two and a half million dollar drainage system, the eighteen hole golf courses with palatial club houses of the Colonial and Metairie Golf Clubs, both representing total assets of hundreds of thousands of dollars; the approaches to the Huey P. Long Bridge erected at a cost of



For  
**Quality Dairy Products**

Call **Norwood Farms** JA. 7097

**PURE-BRED GUERNSEYS**

**Marrero, Louisiana**

Grade A Raw Milk  
 Cream Cheese

Pasteurized Milk  
 Cream

# **Southern States Equipment Co.**

=====

**SALES AND RENTAL  
 CONTRACTORS EQUIPMENT**

=====

425 Celeste Street

New Orleans, La.

## **Harvey Canal Land & Improvement Co.**

**Founders and Developers of the Town of Harvey  
 and the Inner Harbor**

**Industrial Sites**

**Residential Sites**

**Farm Land**

Office 216 Bourbon St.

New Orleans, La.

Phone RAYmond 6480

S. B. Stewart, Secretary

over \$15,000,000; and traversing this section of Jefferson, the most modern of paved highways.

Aside from the opportunities of the future which irresistably appealed to their vision was the vast present worth of the area that was in Jefferson Parish.

Millions had been spent on the construction of the existing back levee. Since 1918 through the passage of Act 237 of the Legislative session of such year, the state had assumed the obligation of constructing and maintaining a modern road from Hammond to New Orleans, the route of which was later specifically defined in Act 95 of the extra session of 1921 as follows:

When the Spillway's millions of gallons raise Lake Pontchartrain, thousands of valuable cattle—and the vital placements of the Huey P. Long Bridge would be within the flood area, should present lake shore embankments give way.



Thousands of acres of cultivated land also lie in the path of the waters of a suddenly swollen Lake Pontchartrain should the present embankments collapse.

*(Section 7—page 198) Route 33. Beginning at South Carrollton Avenue and New Basin Canal New Orleans, both sides of the New Basin Canal to West End thence along the shore of Lake Pontchartrain, through La Branche, Ruddock, Stradder, Ponchatoula, Hammond, Amite, Kentwood, to a point on the Mississippi State line.*

The various acts applicable stipulated the necessary cost of construction and maintenance of such road were to be provided through automobile licenses collected in the parishes of Orleans, Jefferson, St. Charles, St. John, St. Tammany and Tangipahoa.

In 1922 an agreement between the 4th Jefferson Drainage District and the Louisiana State Highway Commission was entered into whereby the Drainage District and the Commission jointly contributed to the construction of a protection levee as a base for the Hammond-Lakeshore Highway in the section running through Jefferson Parish. At the completion of the hydraulic fill, the embankment was surfaced with clam shells and this offered temporarily a very excellent road along the shore. With the construction in 1933 of the Bonnet Carre Spillway which severed the embankment in St. Charles Parish for a distance of two miles, together with shifting attitudes of various state administrations, the Lakeshore-Hammond Highway met alternately with sup-

**GENNARO'S  
RESTAURANT  
BAR**

●  
LARGE  
PARKING LOT  
3206 METAIRIE ROAD  
METAIRIE, LA.



**AMERICAN CREOSOTE WORKS, Inc.**

New Orleans, La.

Creosoted Lumber, Piling, Poles, Cross Ties  
Switch Ties, Cross Arms. Also  
***Wolmanized Lumber***

Decay and Termite Proof . . . Can Be Painted

Plants: LOUISVILLE, MISS.; JACKSON, TENN.; NEW ORLEANS AND WINNFIELD, LA.

Send Us Your Inquiries — We Are Glad to Quote You

***Penick & Ford, Ltd., Inc.***

Packers of

**BRER RABBIT**

Syrups and Molasses

port and neglect so far as its completion was concerned west and north of Jefferson Parish, but the road in Jefferson which had been built was entirely usable and provided a necessary and valuable facility for that section of the Parish. It was the possibility of continued neglect which aroused the alarm of the Y. M. B. C. committee and which compelled the realization of the human as well as the financial disaster that would be produced unless proper safeguarding of the surface of the embankment as well as prevention of erosion from the lake was provided.

After completing its studies of factual conditions and its legal investigations to determine governmental responsibility, the Young Men's Business Club communicated with all public groups which might have any interests at stake and might in any respect be responsible under the circumstances. These included all parish political subdivisions, such as the Police Jury of the Parish of Jefferson, the 4th Jefferson Drainage District, the Pontchartrain Levee District, the Commissioners of the Sewerage District, and in addition the Mayor of the City of New Orleans, the Orleans Levee Board, State Highway Commission and other state officials, United States Senators and Congressmen, and the United States Board of Engineers.

As might have been expected, an unfortunate situation was revealed resulting from the reticence or failure of any such governmental groups to acknowledge responsibility in the situation. The local drainage district for example contended that the problem was one of flood control or erosion prevention and that by virtue of its agreement with the State Highway Commission, it was entitled to have the cost of levee protection provided by the State; the State Highway Commission on the other hand contended that the monies collected from the automobile licenses were earmarked for highway purposes and that prevention of lakeshore erosion was not a highway matter.

The problem was wrestled with in discussions with one group after another. Finally, through the assistance of the Congressional Representation in Washington and the development of a consciousness of impending danger on the part of interests concerned, a survey of the lakeshore conditions was made by the United States Engineers on the contention that the federal government was interested both from a flood control standpoint and because of

The Y.M.B.C. Committee which recommended the Metairie Seawall. Standing: Justin F. Bordenave, Ben Abadie, John Ipser, Willis Pellerin. Seated: Emile Morvant, James Kraus and Wm. J. Guste.





## COLONIAL HOTEL COURTS

1500 Airline Highway

New Orleans

Phone CEdar 3600

C. HENRITZY, Prop.

New Orleans 20, La.

Phone 1602

Information for Tourists

## CLARENCE FRAZIER

DEALER IN SEA FOODS

RESTAURANT

Staple and Fancy Groceries

Gas and Oils—Fish, Shrimp, Crabs and Ice

GRAND ISLE, LA.

## NATIONAL DISTILLERS PRODUCTS CORP.

GRETNA, LA.



MANUFACTURERS OF

## INDUSTRIAL ALCOHOL



Golf greens, like the Englishman's lawn, are the result of years of care and careful grooming—and can be ruined in one uncontrolled sweep of flood waters.

the possibility of the area being affected through any further use of the Bonnet Carre Spillway. As a result of the survey, in the early part of 1945, the District Engineers proposed to the Board of Engineers in Washington the construction of an embankment upon the furnishing of certain local contributions. The Y. M. B. C. committee is now working along the lines of obtaining such local contributions from the governmental groups involved and of having the required conditions of the United States Engineers complied with. The carrying out of the proposed work will, for all times, provide a protection against the threatened hazards of flood and storm and will guarantee to East Jefferson the safety in such respect which New Orleans proper now enjoys.

In all its efforts and exertions the Y. M. B. C. committee has been confronted with repeated obstacles and difficulties, but it believes that it has progressed a long way in the development of proper interest in the importance of the problems entailed and the awakening of the consciousness of responsibility on the part of government groups.

Pending the construction of the proposed new embankment, it is the intention of the committee to keep close observation on the condition of the present levee and to obtain, as it did in the recent threat of the Bonnet Carre Spillway, this spring, full cooperation from all sources in furnishing necessary temporary protection until the permanent works can be eventually completed.

The Young Men's Business Club of New Orleans looks forward to East Jefferson as an area which, while thriving at present and deserving of all possible protection, has for the future a most glorious outlook of progress and development in which the people of New Orleans will undoubtedly share.

While unselfishly the Young Men's Business Club would, in the spirit of good neighbors, have been glad to cooperate in this important work to which they have turned their attention, nevertheless, the hopes of the future cannot escape attention and the goal of building the greatest of American Metropolitan Areas is a challenge which their vision, civic pride, industry and persistence compel them to accept.

---

#### WILLIAM J. GUSTE

Author of the preceding well told story of the proposed Seawall, is a senior member of the firm of Guste, Barnett and Redmann, attorneys at law. Mr. Guste is a graduate of Tulane "Magna Cum Laude" with the degree of B.A. and LL.D. A former president of the Young Men's Business Club, the most active and aggressive civic group in New Orleans, Mr. Guste has variously served as State Chairman of Emergency Relief Administration, Chairman of Civil Works Administration, and Vice-Chairman of Housing Authority of New Orleans. At present he is Chairman of New Orleans Department of Public Welfare, Member of Supreme Board of the Knights of Columbus, a Knight of St. Gregory and a member of Louisiana State and American Bar Associations.





**SALES, SERVICE AND PARTS  
DEPARTMENT**

Genuine Chevrolet Parts and Accessories, Tires and Tubes,  
Guaranteed OK Used Cars

**FACTORY TRAINED MECHANICS**

•  
**LESON CHEVROLET**

PETER LESON, Proprietor

335 Huey P. Long Ave.

**GRETNA**

**ALgiers 1530**

**HEEBE'S BAKERY**

GEO. HEEBE, Owner

Only the Best Materials Obtainable Go in the  
Bread That Is Baked in This Modern Bakery

501 Lafayette Avenue

• **ALgiers 3553**

• **Gretna, La.**

**JAHNCKE SERVICE, INC.**

TOWING

DREDGES

BARGES

SAND—GRAVEL—SHELLS—LUMBER

READY MIXED CONCRETE

READY MIXED MORTAR

CONCRETE AND BUILDING PRODUCTS

SAFWAY STEEL SCAFFOLDS—U S G PAINT PRODUCTS

NEW ORLEANS

---

CONCRETE PIPE—CONCRETE BRICK—CONCRETE SEPTIC TANKS

**CONCRETE PRODUCTS CO.**

Claiborne Highway and Brooklyn Avenue

**JEFFERSON PARISH**



In the foreground is shown Gretna with New Orleans across the river. The indicated bridge site across the river marks about where the contacts would be made between Race street and McDonoghville. It will be noticed that they are close to congested areas—but NOT actually interfering with congested areas.

## *The Logical Location* *for the* **MISSISSIPPI RIVER BRIDGE**

*This is one case* where it is wisest to cross our bridges before we come to them—in fact, before we build them.

Every far sighted person in New Orleans is agreed that we need another bridge across the Mississippi closer to the center of the metropolitan area than the Huey P. Long Bridge, now the only one below Baton Rouge connecting the east and west banks. The city, the adjoining parishes, the state, in fact every one doing business in or with this growing world port, which must straddle the Mississippi for several miles in order to have room to function and expand, are unanimous in their approval of a new structure. The only detail that needs to be settled is WHERE it shall be located.

As a result, two bridge sites are proposed—the second of which, for reasons which we shall outline, is preferred by Jefferson Parish.

One location—from Julia street across to Algiers—has received support based greatly on a survey which indicated that the heaviest cross-river traffic,



- BOATS
- ENGINES
- PLANES
- PLASTICS

  
**Higgins**  
INDUSTRIES INCORPORATED

NEW ORLEANS

• • •

## BLUE LIGHT INN

Newton & Second Sts.

GRETNA, LA.

• • •

RAISED CABINS — GARAGES BELOW

500 FEET ABOVE S. CLAIBORNE

## *Blue Horseshoe Tourist Court*

•

ALL MODERN

•

On Jefferson Highway

Telephone CEdar 3629

STRICTLY PRIVATE

and therefore, the greatest need for a bridge, concentrates at that point. This is true now because of the heavy passenger flow (now using the Algiers Ferries) between the Algiers Naval Base and Todd-Johnson Dry Docks, Inc., and the city proper. This, obviously, will not continue after the War when only a skeleton force is maintained at Algiers Naval Base and when thousands of sailors and their visitors are no longer a traffic factor. And undoubtedly the ship repair business will revert to normal after the war.

Many industrial, civic and business interests favor the other site—the one indicated in the photographs at the top of page 113 and the bottom of this page—from Race street in New Orleans to McDonoghville on the west bank. This is the one which Jefferson Parish endorses. And, all of its proponents are confident that in the postwar period this bridge location will be as strategically placed for the main stream of traffic as the Julia street site, with several other advantages which the Julia street site does not possess.

While the main purpose of the bridge is to serve the traffic center of the whole area, nevertheless construction factors warn against placing it too close to the congested section.

The three way approaches to the bridge on the New Orleans side will necessitate the utilization of several city streets. Since the Race street area

This is the opposite view of the Race street-McDonoghville proposed bridge site, with New Orleans in the foreground and Algiers across the river. Here it is shown very graphically how the Race street end would be constructed in an open industrial area not heavily congested or built up.



For **EXTRA FINE  
SUGAR**

Look for the  
**BLUE BRAND**



**Godchaux Sugars, Inc.**

Your Health, Comfort and Efficiency  
Depend Upon the Air You Breathe. Let  
Us Air Condition and Cool Your Home  
or Office.

AS DEPENDABLE  
AS ITS NAME

**American Heating  
& Plumbing Co.**

829 BARONNE STREET

New Orleans

Plumbing, Heating, Sprinkler  
Systems

Cooling Systems, Refrigeration

Williams  
**OIL-O-MATIC**  
Heating

Uniform Watchman and Guard  
Service for Defense Plants  
and Factories

Investigations  
Civil and Criminal

**FORREST C. PENDLETON**  
President—General Manager

**National Corporation  
Service, Inc., of La.**

532 WHITNEY BLDG.

RAYmond 3341

Representatives in All  
Principal Cities

**SUREKOTE**  
PAINTS—VARNISHES—ENAMELS  
Formulated especially for our Southern  
climate to dry satisfactorily, last long  
and look well.



Manufactured in New Orleans in one of the  
largest and best equipped paint and var-  
nish factories in the South.

**MARINE PAINT &  
VARNISH CO., INC.**

A Louisiana Corporation  
Fig & Dante Sts. New Orleans, La.

is not as congested as the Julia street area, it is logical that the necessary ground can be adapted to the approaches with much less disturbance of present activities.

One of the most drastic objections to the Julia street site, when it was first suggested, was voiced by boat and ship owners operating on the Mississippi. A bridge at that location would be too close to the Algiers point of the river. Here the current, in high waters and storms, would tend to pull boats against the bridge foundations and structure and cause constant property damage. The operators much preferred the river at Race street where the boats could have a chance to straighten out in the river before approaching the bridge.

This hazard has been somewhat, but not completely, eliminated by the proposed design of the Julia street bridge which calls for a high level fixed steel span 3,000 feet long, supported on concrete piers with an arched span between of 1800 feet. This would mean that the maximum horizontal clearance for a vessel would be about 1750 feet.

The Julia street structure calls for a height of 150 feet above high water at the highest point of the bridge. The Dock Board recommends a height of 170 feet, to handle all postwar shipping. And, since it costs about \$100,000 for every additional foot, it is logical that the difference should be discussed and studied by experts before the final decision is made.

The Julia street site will serve Algiers but will not serve Jefferson and Plaquemines parishes as thoroughly. The Race street site will just as advantageously serve Algiers but will give better service to the combined interests of the West Bank.

We believe that a bridge such as the one proposed, like all public structures, should be erected where it will best serve the best interests of the most people. McDonoghville, which would be the west bank approach to this bridge, is, all factors considered, the most logical spot for the traffic, the industries and the farmers on the west side of the river. The New Orleans approach to this same bridge, would, from the standpoint of traffic concentration and logical location, also best serve all interests of traffic and trade on the east bank.

---

*This is not a controversial article*, nor meant to be. It is an article that suggests further discussion. All of us want a bridge. Most of us want the bridge that is best for all concerned. The U. S. Engineers are willing to listen to all arguments for or against either site and we suggest to any reader of this magazine, if they have a reason for supporting the Race street location, that they make their arguments known either by letter to the Jefferson Parish Yearly Review or to the U. S. Engineers themselves.

---

USE  
Bull Dog Brand



FERTILIZERS

Manufactured by  
**The Davison  
Chemical Corporation**

Gretna, La.

Office and Factory, Gretna, La.

**A. K. ROY**

INCORPORATED

4337 AIRLINE HIGHWAY

CEdar 3411

**Specializing in  
JEFFERSON**

Developers of  
**Ridgelake Addition  
Severn Place  
Royland**

ACREAGE

AIRLINE - LAKE FRONT

**AIRLINE LUMBER  
& SUPPLY CO.**

•  
**LOUISIANA  
RED  
CYPRESS**

•  
AIRLINE HIGHWAY

Kenner, La.

**The Mothe  
Burial Benefit  
Life Insurance Co.**

INC.

HOME OFFICE

1300 Vallette Street, Algiers, La.  
Phones: ALGIERS 1028-1029

GRETNA FUNERAL HOME  
505 Amelia Ave.

ALGIERS FUNERAL HOME  
1300 Vallette St.

A Westside Company Owned and  
Operated by Westside People

By Patronizing a Home Company You  
Are Helping Build the Westside

E. J. MOTHE FUNERAL HOME

---

# In Memoriam



**Right Rev. Msgr. Peter M. H. Wynhoven, P. A.**

Love has passed this way and love is eternal!

The memory-path left by a person who has loved another person or a town or a section of the country-side is bedecked with the flowers, with the visible proofs of that love! Monsignor Peter M. H. Wynhoven, "Father Wynhoven," or the "Padre" to thousands, loved the people and the towns and the country-side of Jefferson Parish. On every side can be found evidence of his great love. Echoing and re-echoing in the hearts of thousands of citizens of Jefferson are words of comfort and affection, of encouragement and confidence spoken by their friend, Father Wynhoven, during moments when they really needed a friend. Many a home along the highways and by-roads of Jefferson whose walls ring with the happy voices of children are there because the "Padre" taught the mother and father of that home the true meaning of love, and the joys of a christian family. Adequate schools in many communities of Jefferson Parish fulfill the needs of the families who are there today because of the bright picture of the future painted by the missionary pastor from St. Joseph's a generation ago! Those mission chapels and temporary altars in private homes used by Father Wynhoven in ministering to the spiritual needs of his people, and reached often only after many hours of fatiguing travel by horse and pirogue and on foot, have now given place to five substantial parish churches and four mission chapels, neat and inviting, along the flowering edge of the Bayous, with the mother church in Gretna, rebuilt and enhanced, still towering in the heaven's blue above the levee.

Because he loved Jefferson so much, Father Wynhoven brought the little ones, neglected and abandoned by the world but loved by him, to the home he had provided for them at Hope Haven, Madonna Manor and St. Joseph Institute for the Deaf along Baratavia Road. There on this spot in Jefferson dearest to his heart, among the boys and girls whose champion he was, before the Statue of Him whose challenge of love he had so generously accepted, and facing the reflected image of the beautiful home of His Eucharistic King, he rests and waits for the angel's trumpet whose clarion notes will end earthly memorials of love and announce its immortal reality.

Ere that hour chimes and those angelic notes ring out, the last dream of love of the Padre will take form in his beloved Jefferson! Nestling in one of the gracious curves of historic Baratavia, a home for boys in trouble will arise, a protactory where young lads can be trained and taught and made useful citizens. The name of this final monument to the love of Monsignor Wynhoven will be San Salvador—Holy Redeemer—for whom his great heart always beat in rapturous love, a love which touched and cheered and blessed all whom he passed along life's highway.

*Very Rev. Msgr. H. Joseph Jacobi*

For all your needs

Shop at

## Maison Blanche Carrollton

TULANE - CARROLLTON - AIRLINE INTERSECTION

### FROM BUMPER TO BUMPER . . .

**Auto Painting & Repairing Can FIX ANYTHING!**

They can straighten a fender, or fix a wreck, overhaul a motor, give battery service; Simonize or Alemite—do anything that ever happens to any part of a car—quickly—efficiently, economically.

**Auto Painting and Repairing Co., Inc.**

1725 Dufossat at Dryades

Jackson 4801

PHONE OR CALL ANYTIME—24-HOUR SERVICE

Boyle & Oustalet

## Reese Carter



330 Whitney Bldg.

NEW ORLEANS, LA.

Vegetables

*Garsaud's*  
FINE MEATS - FOODS

Groceries

521 METAIRIE ROAD

U. S. BRANDED MEATS

Phone CEdar 3832



## SAN SALVADOR PROTECTIVE INSTITUTE

*By Roger Baudier, K.S.G.*

**A**S SOON as the current war ends and restrictions are removed from building material, work will commence on a great Catholic youth plant on the Barataria Road, 11 miles below Marrero. When completed, this institution will represent one of the foremost of its kind in the South, and one of the most carefully and scientifically planned homes for its specific purposes in the whole country. The contemplated and already planned institution is the San Salvador Protective Institute.

It is intended as a home for delinquent youths and boys with tendencies to go astray, but in no sense will it be a reform or corrective institution. San Salvador has been conceived and planned as a place of redemption, a place of rebuilding and a place of salvation, as the very name fittingly indicates. San Salvador, from the Spanish, means "Holy Redeemer" or "Holy Savior." That designation given to the home explains the whole concept of the work proposed to be undertaken there—not the incarceration of delinquents for more punitive ends, but the salvaging and redeeming of delinquent boys, so that they may be sent out into society as self-reliant, dependable and useful citizens.

Thus for the second time within a quarter of a century, Jefferson Parish has been selected by the Catholic Church for the establishment of important and unique plants for the handling and direction and education of youth, because of its convenient location, accessibility, health conditions, conveniences and climate. The other great youth center already established, in Jefferson Parish, is the already famous group of magnificent buildings, popularly known as Hope Haven, which include not only the Hope Haven school, but also Madonna Manor, St. Joseph Institute for the Deaf and that gem of architecture, St. John Bosco Chapel, all of which have been appropriately referred to as "Jefferson Parish's Million Dollar Boys' Town."

## International Lubricant Corporation

MANUFACTURERS OF THE HIGHEST QUALITY



**Automotive and Industrial Lubricants**

OFFER

**International and Pennilco Motor Oils**

IN SEALED CANS

GUARANTEED LUBRICANTS

New Orleans, U. S. A.

R. W. MAYRONNE, President

O. H. MAYRONNE, Sec.-Treas.

## **Mayronne Lumber & Supply Co., Inc.**

Lumber, Millwork, Roofing, Building Material, Cement,  
Brick and Lime; Feed and Coal

Distributors of

**JOHNS-MANVILLE RIGID ASBESTOS SHINGLES**

CHestnut 1942-1943

MARRERO

# **WHITNEY NATIONAL BANK**

## **OF NEW ORLEANS**

ESTABLISHED 1883

OVER 61 YEARS OF CONTINUOUS SERVICE TO THE BANKS  
AND INDUSTRIES THAT ARE BUILDING THE SOUTH



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Quality - Variety - Cleanliness

Plus Satisfaction

Featuring Private Parties and Banquets

Phone Kenner 3761 for Reservations

## **THE PLAZA CLUB**

South's Largest Ball Room — Orchestra Nightly

LAWRENCE TREGLE, Prop.

(Seating Capacity 800)

15 Minutes from Downtown New Orleans  
Airline Highway at Kenner



Above: Architect's rendering of one portion of the San Salvador Protective Institute as it will appear when completed.

Right: The late Father Peter Wynhoven who devoted his life to helping the underprivileged, the neglected . . . whose vision brought San Salvador into the realm of possibility just as he had already brought into being the renowned Hope Haven and Madonna Manor.



However, the Hope Haven plant was established for an entirely different purpose than the contemplated San Salvador Protective Institute. The former is a home and school for orphans, with the emphasis on home as we think of our own individual homes, and the elimination, as far as possible, of any atmosphere of the institution of the old days. Hope Haven gives a home to boys who are bereft of parents who could make a home for them, and it seeks to train them to become self-supporting men when they go out into the world.

Although the San Salvador Protective Institute has been planned for a different purpose, it is nevertheless the outcome of the same ideas and concepts and convictions of the great priest who dreamed of both of them, the greatest friend of youth that the Deep South has known—the late Right Rev. Msgr. Peter M. H. Wynhoven.

San Salvador exists only in the form of an architect's plans and in the means that generous citizens have placed at the disposal of Most Rev. Joseph F. Rummel, S. T. D., Archbishop of New Orleans, to carry out these plans, during the recent Youth Progress Program campaign, still it was dreamed of and planned many years ago, more than three decades ago, when Hope Haven, too, was dreamed and planned. It all came about when Monsignor Wynhoven, as a young priest then, worked in the old section of New Orleans, and came into constant contact with the derelicts of society, tramps and floaters, who came to beg. He arranged for these unfortunates, temporary quarters, St. Vincent's Hotel, and sought to bring them back to the status of useful, working, self-reliant citizens. However, these kindly efforts for fellow men in most cases proved futile. Monsignor Wynhoven reached the stern realization that these men had been wrongly bent from childhood, and that the cure lay not in the difficult struggle of straightening these warped men after they had reached maturity, already wrecked, but to forestall men from ever getting into that state, by making proper provision for them when young—in short, to start them off in life on the right track. This conviction became unshakeable, when his innumerable contacts disclosed that most of them had had no home life and no guidance.

His first task was to establish a home that would be home—a real home, not an institution with regimentation, fenced in, and marking the homeless, simply because they already had a handicap of lacking parental care and guidance. He wanted a home where those young boys would be taught

Think of **SEARS FIRST** for

- Hardware
- Sporting Goods
- Plumbing
- Electrical Needs
- Sports Clothes
- Men's Wear

**SEARS, ROEBUCK AND CO.**

Baronne and Common Sts.

New Orleans, La.

1, 2, 3, and 4-ROOM COTTAGES—CITY BUS TO COURT

You, too, will enjoy stopping at the best court in America's Most Interesting City

**DIXIE TOURIST COURT**

NEW ORLEANS' ONLY SHADY, COOL COURT

From the East or West. Follow U. S. Highway 90-61 (So. Claiborne Ave.) to Court. We Are Just Two Miles East of Huey P. Long Mississippi River Bridge.

RESTAURANT

Phone CEdar 9132

Mail Address—New Orleans 20, La., c/o Dixie Tourist Court

**DELUXE COTTAGES**

2200 JEFFERSON HIGHWAY

GAS STEAM HEATED

**STRATTON-BALDWIN CO., INC.**

Wholesale Hardware

Distributors of

Hardware, Farm Implements, Tires, Floor Covering,  
Stoves, Ranges, Sporting Goods, Furniture, Lubricat-  
ing Oil and Greases, Paint

700 TCHOUPITOULAS STREET

NEW ORLEANS, LA.

**A. G. THOMAS**

**BARGES FOR SALE OR RENT**

Equipped for Carrying Oil or Deck Cargo

**CLAM SHELLS**

Derricks for Sale or Rent—Towing, Barging, Dredging

MARINE LANDING—HARVEY, LA.

1645 CANAL BANK BUILDING

MAgnolia 3563

trades and then sent into the world equipped to earn a living and make something of themselves. With the help of generous friends and the public, he brought to realization the now famous Hope Haven.

Monsignor Wynhoven's conviction too, was that once a boy left the right path, it was folly merely to punish him or lock him up, because his contacts with those floaters in his early priestly life had shown him conclusively that in many instances this had started them off as rebels against society, bitter and frustrated, whereas a little encouragement and guidance would have set them straight again. All that many of them had wanted was just a chance, an opportunity to make good and start off life again, but this had been denied them.

Hope Haven had become a reality, and the home was alive with happy, satisfied boys, but Monsignor knew that it would be tragic to introduce among that group of lads any youths who had fallen away. It would be an injustice to both of the groups, because each had to be handled in their own special way. They represented two, separate and distinct problems.

And thus San Salvador was conceived, out of these experiences, contacts and study. Those wayward boys had to have a place of their own, a place where their problems could be solved by sympathetic and understanding individuals, and above all by the inculcating of religion and moral principles. That moral foundation, he knew, was indispensable for the building of character and indispensable to give these boys the right attitude towards their fellowmen when they took up their place in society. In addition, Monsignor Wynhoven was convinced that it was necessary to educate them fully and to train such boys in some trade, so that they would be able to earn an honest livelihood. That was his idea of redeeming these boys, spiritually and morally. But he wanted them also to have cheerful, uplifting surroundings and proper recreation, plenty of athletics and facilities for play. He wanted them also to have proper medical attention, pathological and psychological, so that whatever physical or mental failings might exist to cause waywardness would be eliminated.

Several years ago, he felt that the time had come to put this plan into execution. He called in Jack J. H. Kessels, K. S. G., Gretna architect, well known in Jefferson Parish, and a member of the architectural firm of Diboll, Kessels and Associates, and laid before him the ideas that he had for the handling of wayward boys and his vision for a group of buildings suitable to form a center for this work.

With characteristic energy, thoroughness and ability, Mr. Kessels plunged into this work and collaborated constantly with Monsignor Wynhoven in drawing up plans. Many studies were made, preliminary plans drafted and various types of buildings considered, every detail being studied solely from the standpoint of suitability for the purpose in mind.

Below: Architectural front elevation of Gymnasium and Auditorium Building as it will appear when completed.



His Excellency Archbishop Francis J. Rummel, whose enthusiastic interest and approval will bring the San Salvador Protective Institute to rapid fulfillment.



**PONTCHARTRAIN LUMBER CO., Inc.**

Office, Plant and Yard

Shrewsbury Road and I. C. Crossing

**RED CYPRESS AND YELLOW PINE  
MILLWORK**

PAINT AND BUILDING MATERIALS

P. O. Box 9146

METAIRIE, LA.

CEdar 1224

**Woodward, Wight & Co., Ltd.**

The Largest General Supply House South Since 1867

451 HOWARD AVENUE

RAYmond 1231

NEW ORLEANS

**THE FREIBERG MAHOGANY CO.**

Manufacturers and Importers of

**MAHOGANY LUMBER AND VENEERS**

JEFFERSON PARISH

**LYNN OIL COMPANY**



330 Whitney Building

NEW ORLEANS

LOUISIANA



Typical cottage which will be one of four such projects at San Salvador.

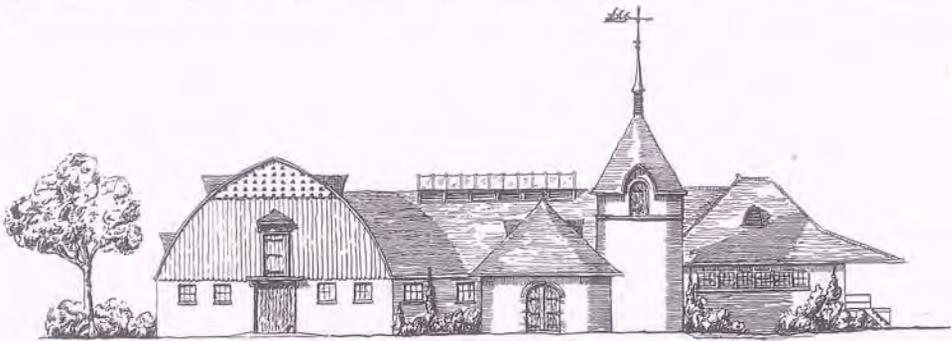
From all of this, Mr. Kessels evolved a unique set of buildings admirably adapted not only to the locale and background, but above all to the purpose of the institute. A central group of buildings was planned in cruciform, containing the administration building, chapel, school classrooms, infirmary and service building. Instead of the customary long dormitories, four separate cottages were planned to serve as homes for age groups. This tends to eliminate the institutional idea, and provides the home atmosphere. Another structure planned is a trades school where the boys can be trained in any one of a number of trades or crafts, and another is a modern dairy. Finally, a spacious gymnasium-auditorium is included in the ensemble of buildings, thus providing the boys with ample facilities for gatherings, indoor athletics, theatricals, movies and indoor recreation during inclement weather. All of these buildings will be connected by arcades to permit ready intercommunication in any weather.



San Salvador's projected Chapel, Administration Building and School Building.

Mr. Kessels has done a remarkable piece of work in the designing of the buildings to adapt them to the natural setting of huge oaks, which will be retained, and to make them conform with the history and tradition of the state and parish. The group of buildings will be, beyond doubt, a magnificent addition to Jefferson Parish and the plant will be a model of its kind, truly an architectural and sociological show place for Jefferson.

The site selected to establish the institution is a 500-acre plot along the Baratavia Road, less than a dozen miles from the river. Monsignor Wynhoven had acquired this property for the Archdiocese of New Orleans years ago, and originally it was intended to erect Hope Haven at that point, but the present site was later decided upon. The location of the new protectorate is ideal,



The model and modern Dairy which will be a part of San Salvador.

- For Greatest Values in  
Men's and Boys' Clothing

# Beekman's

330 St. Charles St.

New Orleans, La.

- 100% Satisfaction Guaranteed

## Leo S. Guenther

METAIRIE, LA.

J. C. RATHBORNE, President

P. A. BOUDREAUX, Secty.-Treas.

### Joseph Rathborne Land Company

Incorporated

Manufacturers of  
Louisiana Red Cypress, Lumber and Ties  
Oil Leases and Trapping Leases

Industrial and Residential Sites For Sale or Lease

Telephone UPtown 4161

HARVEY, LA.

## U. S. Industrial Chemicals, Inc.

Plants at

WESTWEGO

NEW ORLEANS

Manufacturers of  
INDUSTRIAL ALCOHOL  
AND SOLVENTS

for it places the school far enough away from the large metropolitan area as to remove the lure and distractions of the big city, yet close enough to be within easy reach in cases of necessity, and for the visits of physicians and other professional men from the city. The wide grounds will provide an abundance of space for play, and eliminates crowding of buildings, points which Monsignor Wynhoven always insisted upon.

When it came to the designation of a name for the new school, Monsignor Wynhoven revealed again his strong convictions about the handling of boys. He sternly ruled out any names that smacked of a corrective or punitive institution, because this was completely against his whole idea of the institution as a place to redeem boys and give them a chance in life. He wanted the boys to feel that this was their home and their school. So he turned his thoughts to the Savior of men, Who came in His love and mercy to save all men, especially the sinner, and to give all men a chance in life. That was the spirit that Monsignor wanted to prevail in this school, so he called it San Salvador Protective Institute—Protective, because he wanted the boy protected in his future life, through what he would be given in this school.

Monsignor Wynhoven laid his plans before His Excellency, Archbishop Rummel, and the latter, always keenly alive to the needs and the welfare of young America, enthusiastically approved the project and gave it the whole weight of his authority, influence and aid. At the same time, a number of other projects for youth had been proposed, and educational facilities had to be increased. His Excellency, Monsignor Wynhoven and other Catholic leaders decided to combine all of them into one program for the advantage of youth; lay it before the public and ask its support. The success of the Youth Progress Program campaign, and the astounding response that it received from the public of this section are too recent to require a review here.

Of the funds pledged and collected during this drive, \$300,000 was allocated to start the San Salvador Institute. Other gifts and contributions as memorials are expected, particularly in the erection of individual buildings or equipping them as fitting memorials to deceased persons. San Salvador instantly won wide public approval and support, because it fills a definite need, but above all, because of its conception and its method of handling wayward boys, that is, its plan to redeem boys and make them useful citizens.

Since the untimely demise of Monsignor Wynhoven, His Excellency, Archbishop Rummel, has taken up the task of pushing San Salvador to its beautiful realization, just as conceived by its founder. So it will not be long, after the current war has ended, to see another magnificent center for the benefit of youth rearing its walls on the ground of Jefferson Parish, giving that section a unique position in Louisiana and in the South, as having two of the greatest youth plants in the South within its borders.

---

### ROGER BAUDIER, K.S.G.

Roger Baudier, K.S.G., author of the article on San Salvador Protective Institute, is the editor of Catholic Action of South, official organ of the Catholic diocese in Louisiana and Mississippi. He is the author of "The Catholic Church in Louisiana," the first complete history of the Church in the state, and the author of a number of historic monographs, booklets and articles, besides several other volumes, including the artistic work, "The Eighth National Eucharistic Congress." He is an authority not only on Church history in Louisiana, but also on Creole customs, provincialisms and ways of life. In recognition for his contributions to Catholic history and to the Church, and for his Catholic editorial work, Pope Pius XI in September, 1943, conferred upon him the rank of Knight of the Papal Order of St. Gregory the Great.





RAYmond 5251  
643 MAGAZINE STREET

# INTERSTATE ELECTRIC CO.

*South's Oldest Merchandising distributors of*  
AUTOMOBILE & ELECTRICAL SUPPLIES,  
APPLIANCES & WORK CLOTHING

## **GRAND ISLE** Louisiana's Finest Beach

• • •

**Grand Isle Chamber of Commerce**  
c/o A. D. DANZIGER, Attorney

## **Orleans Materials & Equipment Co.**

Structural Steel

Reinforcing Materials—Steel Sheet Piling

Ornamental & Miscellaneous Iron

1556 TCHOUPITOULAS

P. O. BOX 87

RAYmond 9538

NEW ORLEANS, LOUISIANA

## **Sunshine Biscuits**

ARE MADE IN NEW ORLEANS BY

### **LOOSE-WILES BISCUIT COMPANY**

1111 So. Peters Street

RAYmond 7277

FOR TARPAULINS

## **BROOK TARPAULIN CO.**

J. A. O'CONNOR, President  
1730 Tchoupitoulas St.

357 Vincent Ave., Metairie

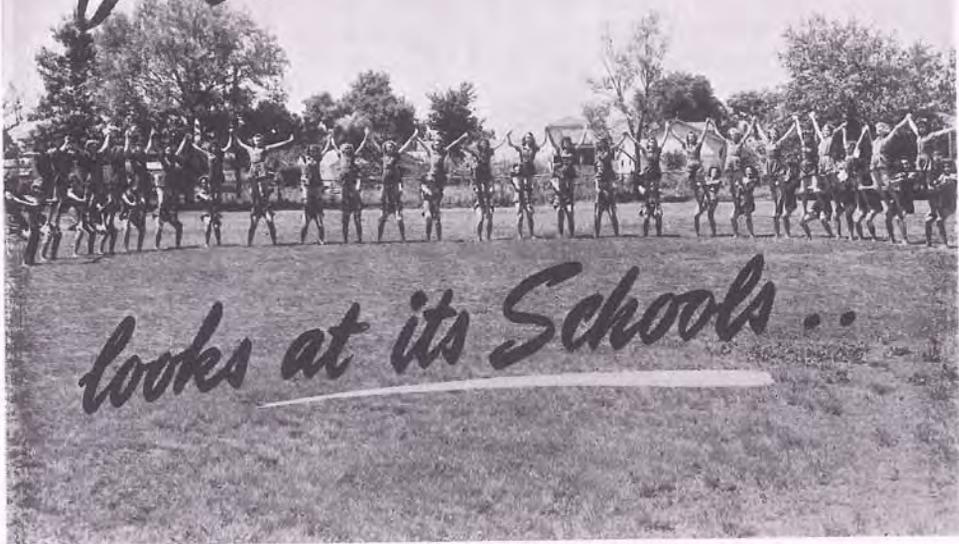
CEdar 1368

RAYmond 4169

Best Quality—Low Prices

**ANYTHING IN CANVAS**

# Jefferson Parish



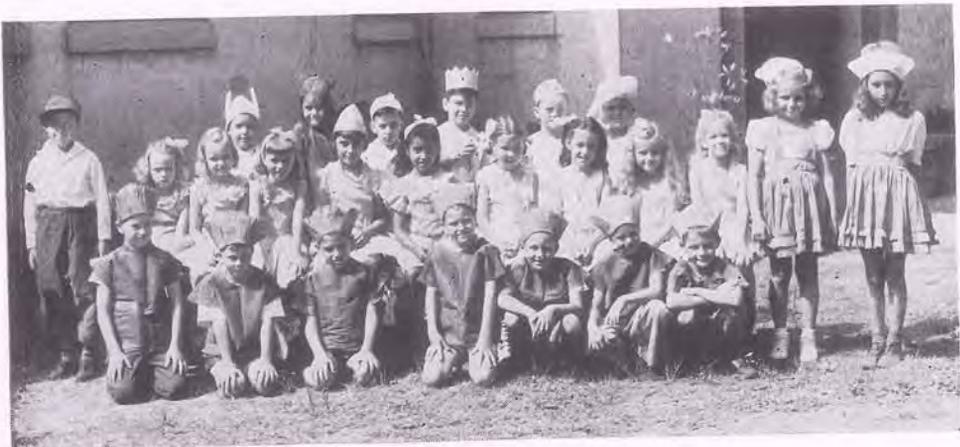
*By L. W. Higgins, B.A., M.A., Superintendent*

WITH the European war successfully completed and the Japanese one nearing its end, the occasion is most opportune for the schools of Jefferson Parish to take inventory. This is a measure preparatory to the postwar curriculum which will carry with it many changes.

There are a total of thirty-six school buildings in the Parish of Jefferson. Six of these are white high schools, twenty of them white elementary ones.

---

Every child must live in an environment where he can learn how to express himself freely in many and varied media. Expression is the only means by which any child can come to know who he really is or what kind of a personality he is developing. This photograph shows a group of first and second graders dramatizing one of their stories they enjoyed reading.



# BORDEN-AICKLEN

## Auto Supply Co., Inc.

AUTOMOBILE ACCESSORIES — REPLACEMENT PARTS — SHOP  
EQUIPMENT — TOOLS

EVERYTHING FOR THE AUTOMOBILE

Phones: RAYmond 6267—6268—6269

Salesroom and Office: 613-15-17 Baronne St.

New Orleans, La.

SEND YOUR  
RADIOGRAMS

### "Via Tropical"

FAST, ACCURATE AND RELIABLE SERVICE TO—

BAHAMAS

BRITISH HONDURAS

COLOMBIA

COSTA RICA

CUBA

GUATEMALA

HONDURAS

MEXICO

NICARAGUA

PANAMA

PUERTO RICO

SALVADOR

SHIPS AT SEA



### TROPICAL RADIO TELEGRAPH COMPANY

CEdar 1455—1456

# Southern Shell Fish Company

—INCORPORATED—

## CANNERIES

HARVEY

UPtown 7620

# A. W. Hyatt Stationery Mfg. Co., Ltd.

## PRINTERS—STATIONERS

Office Supplies

Lithographers

Loose Leaf Ledgers—Blank Book Makers

407 CAMP STREET

NEW ORLEANS, LA.

METAIRIE RIDGE ICE CO.  
JEFFERSON BOTTLING CO.  
RIVERSIDE ICE CO.

THE CITY ICE CO.  
ARCTIC PURE ICE CO.  
COLA HIBALL BOTTLING CO.

CEdar 1126

### Drink--

BIG SHOT ROOT BEER  
COLA HIBALL DR. UP

B-UP

Beside the enrichment of the school program plans are formulated for extra activities. These activities are carried on during a period set aside for purposeful group activity outside of the established program of studies.

This particular activity is in Junior Red Cross work which is endorsed by all the schools. Children in this group are the Junior Red Cross Counselors from the Marrero elementary department. The children are filling educational gift boxes for children in Europe, one of the first Junior Red Cross projects in the field of educational rehabilitation.



The negroes have not been neglected educationally. There are two high schools and eight elementary ones in the parish.

The enrollment figures are as follows: White high schools, 2,100; White elementary schools, 5,500; Negro high schools, 180; Negro elementary schools, 1,200. This makes a total of 8,980 students presently enrolled in the public schools of our parish.

Our responsibility is grave. Yet is it likewise crystal clear. Our duty is to so guide the educables of Jefferson Parish that they will become useful citizens both to the nation and to the state of Louisiana.

With no undue modesty, the Jefferson Parish School Board feels that it is successfully accomplishing these duties. The policy of the Board has always been that of endorsing a broad, cultural yet practical curriculum. In order to adequately prepare its students for the world in which they will have to earn a livelihood, the Board feels that an enriched, vibrant and all inclusive course of study should be maintained in every school. The staff of administrators and teachers are composed of individuals of broad vision and wide training.

War conditions call no moratorium upon the laws of human growth. Genuine reading competence is peculiarly related to the child's expanding social experience, the broadening of his interests, his growing mastery of language and generally wholesome attitude toward home and school. This group of third graders are enjoying books from their own library table.



IN OUR 91st YEAR  
**LEITZ-EAGAN FUNERAL HOME, INC.**  
GRETNA and NEW ORLEANS

**J. WALLACE PALETOU, INC.**  
**REALTORS**

714 UNION STREET

NEW ORLEANS, LOUISIANA

Rent Collections

Residential - Commercial - Farm Lands - Property Management

**J. C. COLLINS, Agent**  
**SINCLAIR REFINING COMPANY**

Distributor

Gasoline, Greases, Oil, Insecticides and Other Sinclair Products  
ALSO GOODYEAR TIRES AND BATTERIES

P. O. Box 22—Westwego, La.

WAlnut 4759

**CLERC LUMBER CO., INC.**

BUILDING MATERIAL

"LONG LEAF PINE"

Governor Hall and First Streets

ALgiers 2159

GRETNA

**FRANKLIN PRINTING CO., INC.**

JOS. B. DAVID, President

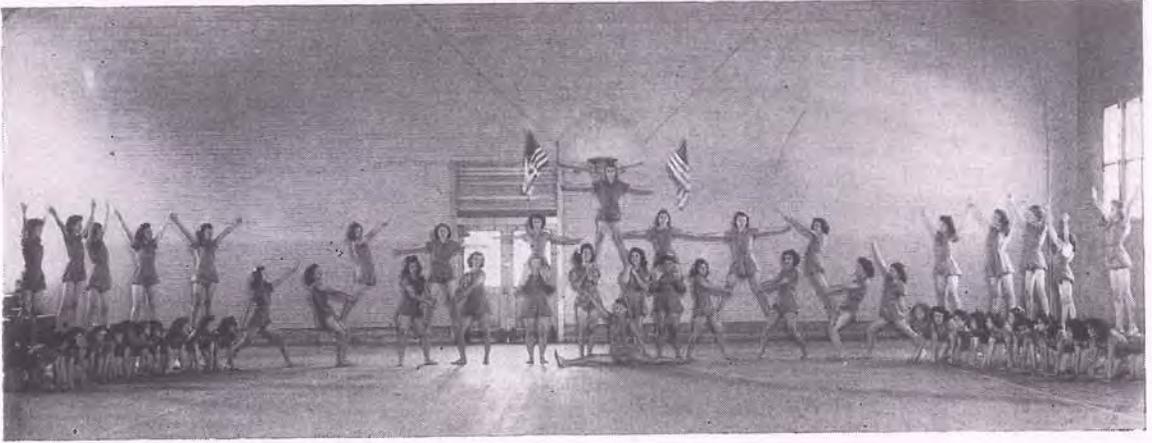
PRINTING AND STATIONERY



Phone MA. 1161

627-629 Poydras St.

New Orleans



As a culmination of their session's work in physical education, the Westwego High School pupils present yearly a demonstration which includes all phases of the physical fitness program for both boys and girls. This is a photograph of the final pyramid class as part of their contribution to the demonstration.

The "human arch" or "flying angel" is a favorite pyramidal formation. This is a close-up of the tumbling class formation shown at beginning of this article.

The Kenner Softball team was acclaimed champions, after having played four league games and a play-off with Jefferson to determine the championship. They were awarded a trophy donated by Senator Alvin T. Stumpf. Most of the players were members of the Volleyball team which won the Championship in December, '44. Standing, last row, left to right: Mattia Pepitone; Ruth Brock; Captain; Olive Joyce Courtney. Second row: Margaret Maloney, Coach; S. J. Barbre, Principal; Anna Rose Fertitta; Sarah Ceravola; Joyce Dupuy. Third row: Bernice Mumphrey; Audrey Ziegler; Ronald Warner, Manager. Fourth row: Lita Faye LeBlanc; Marie Mamola; Doris Mae Pourciau. Shirley Carter, absent from picture.



An exciting game used by the boys' squads is "Human Croquet" in which the larger boys are used as wickets while the smaller boys substitute for balls. Here two opponents meet at the center "wicket."



## KLOTZ CRACKER FACTORY

LIMITED

Manufacturers of

THE BEST SODA CRACKER ON EARTH

also

QUALITY CAKES

615 Tchoupitoulas Street

New Orleans

"You haven't seen the Island unless you've seen Tony's"

## TONY'S RENDEZVOUS

DANCING - MOVIES - WINES - LIQUORS - BEER - SOFT DRINKS  
CHICKEN DINNERS - SEA FOODS - SANDWICHES

Just off the Beach

Grand Isle, Louisiana

## Lurry D. Lacour

KENNER, LA.

Res. Kenner 2591

Office Kenner 5361

Lumber—Building Materials—Hardware  
Factory Work—Oil Field Materials

## CAPT. T. BOUDREAU

General Merchandise

Vegetable Grower and Sea Food Distributor

Tourist Cottages — Agent Texaco Gas and Oil

Phone Grand Isle 12

Grand Isle, La.

## PAT'S CLUB

2215 Jefferson Highway

JEFFERSON PARISH, LA.

Surrounded by an abundance of natural resources, invention and material goods some people have not yet developed the social intelligence to use these materials and human resources for the better living of everyone. Art is a shorthand term to designate the inner psychological quality of the life of a child. Every child can feel the thrill of creativeness in this picture. The youngsters used two hundred abandoned flour sacks for this background and curtain. The ingenuity and artistic temperament shown here are to be commended.



The policy of the Jefferson Parish School Board is to promote happy feelings among the teachers who serve it. This is the only way to obtain the best endeavors from them.

The Jefferson Parish School Board takes this opportunity to cordially invite its many friends and well wishers to visit the schools of the parish. The Board welcomes constructive criticism. This is one way of learning the ideas of the people concerning educational technique and philosophy. It is only by close cooperation between the educational authorities that the residents of the parish are able to secure the best opportunities for their children.

The curriculum of the schools of Jefferson Parish is constantly being revised. This is the only sensible procedure to assume if the needs of the students are to be met.

The Girl Reserve Club of Jefferson High School was formed 18 years ago by Mrs. Robert J. Saddler and Miss Marion Dudley. There are sixteen girls in the Jefferson club: Aline Baddo, Helen Hicks, Katie Jones, Margie Livingston, Coleen Mire, Margaret O'Malley, Peggy Ripp, Alberta Stephens, Merle Stenhouse, Sara Lee Stilley, Doris Twilbeck and Vivian Vicknair. Officers are: President, Evalyn Schermann; Vice-president, Barbara Bailey; Secretary, Barbara Long; Treasurer, Loice Lewis; Inter-club council representative, Betty Zeringue.



Science is an active, dynamic field, constantly demanding willingness to make new observations, to repeat experiments, to consider new facts and to challenge earlier conclusions. These children of the sixth grade are truly scientists and have the opportunity to develop their ideas by experiment, excursion and consultation. They will be better citizens for having been taught to plan, to evaluate, to draw conclusions and make suggestions for better future planning.



DAY AND NIGHT SERVICE  
**BISHOP-EDELL MACHINE WORKS, INC.**  
"GENERAL MACHINE REPAIRS"

Marine and Industrial "Diesel Engine Specialists"

Phones: RAYmond 5221-5222

1008-20 Magazine St.

NIGHTS AND HOLIDAYS CALL: JA. 1478, AL. 1176-W, GA. 3583

NEW ORLEANS, L.A.

**FORAY'S RESTAURANT**

ORIGINAL POOR BOY SANDWICHES — CURB SERVICE — SEA FOODS

HOT PLATE LUNCH SERVED DAILY

CEdar 2841 — 2815 Airline Highway

JEFFERSON PARISH

**CAREY & HELWICK**

HARDWARE AND SPORTING GOODS

120 CAMP STREET

RAYmond 5426, 7281

PAINTS, STOVES, PLOWS, HARROWS, COLEMAN LAMPS,

IRONS, ALLADIN MANTLE LAMPS

WE CARRY PARTS AND REPAIR COLEMAN PRODUCTS

**W. HORACE WILLIAMS COMPANY**

ENGINEERS—GENERAL CONTRACTORS

Southern Building

833 Howard Ave.

AN INSURED TITLE IS A SAFE TITLE

**Lawyers Title Insurance Corporation**

BARONNE BUILDING

NEW ORLEANS

**F. F. HANSELL & BRO., Ltd.**

OFFICE AND SCHOOL FURNITURE

Booksellers and Stationers

131-133 Carondelet Street

New Orleans, La.

**JEFFERSON PARISH SCHOOL BOARD—MEMBERS AND OFFICERS**

Seated, left to right: Miss Ruth Pitre, Elementary Supervisor; Mrs. Julia Reynaud, Office Secretary; Lem W. Higgins, Superintendent of Schools and Secretary-Treasurer; Mrs. A. C. Alexander, President, Ward 9, Kenner; Evett R. Schieffler, Ward 6, Lafitte; Dave Dabria, Ward 4, Marrero; and A. A. Hanson, Ward 4, Westwego.  
 Standing, left to right: J. D. Giardina, Ward 4, Marrero; G. P. Arnoult, Ward 7, Labarre Heights; Louis E. Breaux, Ward 8, Metairie; John Calzada, Ward 3, Harvey; W. Richard White, Ward 3, Gretna; Alphonse Marmillion, Ward 4, Harvey; Julius F. Hotard, Vice-President, Ward 2, Gretna; Walter Schneckenburger, Athletic Director; Abel Zeringue, Ward 5, Waggaman; and John C. Bruning, Ward 8, East End.



# LITOLFF & LEITZ, INC.

ALL KINDS OF INSURANCE

419 Baronne Street

RAYmond 0344 - 0345

# J & L STEEL BARREL COMPANY

STEEL BARRELS

ST. LOUIS . . . KANSAS CITY . . . LAKE CHARLES . . . GRETNA

NEW YORK . . . PHILADELPHIA . . . PORT ARTHUR . . . BAYONNE . . . CLEVELAND

DRINK

# ROYAL CROWN COLA

BEST BY TASTE TEST

Automotive Service

PHONE RAYmond 1281

Estimates on Request

# SCHAYER-BADINGER, INC.

WE HAVE THE PROPER EQUIPMENT TO SAVE YOUR TIRES

NIGHT CALL

PHONE WALNUT 6866

728 SO. SARATOGA ST.

# RYKOSKI, INC.

DISTRIBUTORS OF

Delco Batteries—Delco Remy Ignition—New Departure Ball Bearings—  
Timken Roller Bearings—Complete Line Auto, Truck and Tractor Parts.  
Largest Automotive Shop South

Phones RA 2296-7-8

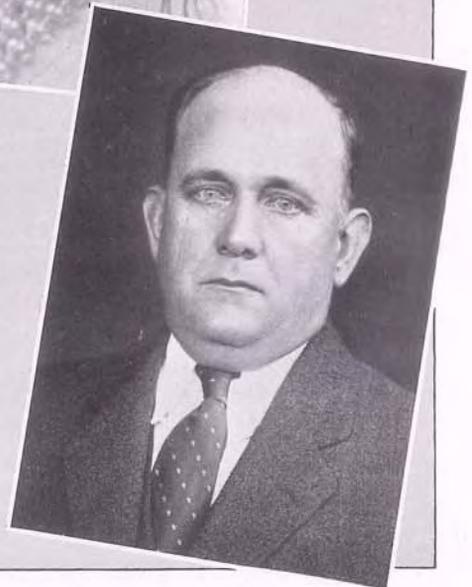
New Orleans, La.

920 Julia St.

# SWANSON RESTAURANT

"BEST HARD CRABS SOUTH"

WEST END OF WEST END PARK



**SCHOOL BOARD  
OFFICIALS**

Upper left: Lem W. Higgins,  
Superintendent of Schools. Upper  
right: Hon. Julius F. Hotard, Vice-  
President. Center: Mrs. A. C.  
Alexander, President. Lower right:  
Hon. Louis E. Breaux, Member of  
the Executive Committee.

## OZONE COMPANY, INC.

Ozone and Mountain Valley Mineral Waters

Perfection Distilled Water—Paper Cups

CRescent 1101

Press and Marais Streets

New Orleans, La.

## BOULEVARD HARDWARE STORE

MRS. C. O. CHERBONNIER AND SONS, PROPS.

SHERWIN-WILLIAMS PAINTS

BARATARIA BLVD.

CHESTNUT 1248

MARRERO, LA.

## WILSON VARIETY STORES

117 Huey P. Long Ave.

Gretna, Louisiana

Fourth St. and Ave. B

Westwego, Louisiana

ON THE HILL AT WESTWEGO

## E. KLAUSE'S NEW BEER GARDEN

Come up and see us some time. Famous for its home-made Mexican hot chili and home-cooked roast beef. Meals served at all hours. Tasty sandwiches and cold drinks of all kinds.

A. A. HANSON, Manager

Phone WALnut 9225

## ACID HUMUS SOIL

For the successful culture of Azaleas, Camellias, Dogwood and other acid soil plants, also recommended as the humus part of soil mixtures for general gardening.

\$3.00 Per Cubic Yard, delivered to Any Address in Jefferson and Orleans Parishes, C.O.D.

Minimum Order 4 Cubic Yards

Quotations Given on Out-of-Town Orders

S. C. CENTANNI

508 Williams St., Kenner, Louisiana

Phone Kenner 3551

## LOUISIANA ICE SERVICE, INC.

C. H. FREE, Manager

Office:

1127 Julia St.  
NEW ORLEANS  
RAYmond 0651

Plant:

WALnut 9147  
WESTWEGO

# MAGNOLIA SCHOOL



*Where the maladjustments of physically or mentally handicapped children are patiently corrected*

By GEORGE SOULE

*The Magnolia School*, located at 100 Central Avenue, Jefferson Parish, in a setting of beautiful Magnolia trees, and overlooking the great Mississippi River, is destined to become one of the outstanding schools of its kind in the United States. Jefferson Parish can be justly proud of the accomplishments of Magnolia School.

The present school is the outgrowth of a small class started in 1931 by Mrs. Louise Simon Davis and held in a private home. In 1935 Dr. Charles J. Bloom became interested in the fine work Mrs. Davis was doing and also interested a group of other prominent New Orleans business and professional men in the excellent work of the class. These men immediately saw the need for this type of school and recommended the purchase of more suitable and commodious quarters. Many locations were considered, and the present site, with its antebellum plantation home and nine acres of magnificent Magnolias, Cedars, Hackberries, and Live Oaks, which make a very picturesque setting, was selected.

The Magnolia School was then organized as a non-profit corporation and with the counsel and financial support of these men, the school grew and prospered until it has outgrown its present quarters.

Plans are now being made for the second expansion of the school, and we solicit the support (financial and otherwise) of all of the good citizens of New Orleans and Jefferson Parish, so that Magnolia School can continue the good work it started ten years ago.

EUG. J. BENDER, President  
**PETER P. ROWAN CO., Ltd.**

DISTRIBUTORS

Wagon Materials, Auto Top Supplies, Mouldings, Iron and Steel Products, Hardware Specialties,  
Pipe Fittings, Galvanized Pipe, Lawn Mowers, Farm Supplies, Electrical  
Supplies, Hardwood of all kinds, Cypress, Etc.

RAYmond 4346

908 to 920 Perdido St.

New Orleans

Night and Sunday Telephones—CEdar 2560 and CRescent 1025

## TUCKER'S TAVERN

SPECIALIZING IN K. C. STEAKS

SEA FOOD, CHICKENS, FROG LEGS, RIVER SHRIMP, MIXED DRINKS

CEdar 9190

1007 Jefferson Highway



## Gulf & Valley Cotton Oil Division

Manufacturers of

COTTONSEED SHORTENINGS AND OILS

**BLUE PLATE FOODS, INC.**

Manufacturers of Delicious Blue Plate Food Dressings

## FAIRBANKS-MORSE PRODUCTS

Fills the Needs of the Nation

Diesel Engines—Motors—Pumps—Scales—Farm Machinery—Home Appliances

1000 St. Charles Ave.

New Orleans, La.

## HENRY KRAAK'S NURSERY

Nurseryman

CUT FLOWERS — PLANTS — SHRUBBERY

WHOLESALE ONLY

1019 CENTRAL AVENUE

JEFFERSON PARISH

NEW ORLEANS 20, LA.

Phone CEdar 1198

Night Call UPtown 1198

## METAIRIE HARDWARE & PAINT STORE

C. P. SCHEXNAYDER, Prop.

Agent for Sherwin-Williams Paints

Hardware, Building Materials, Paints

Floor Sanders and Electrical Floor Polishers Rented

601 METAIRIE ROAD

WE DELIVER

PHONE CEdar 2800

**AIM---** The aim of Magnolia School is to develop a comprehensive plan for the training and instruction of all types of handicapped children—those with poor vision, speech defects, the hard of hearing, the undernourished, the retarded, the neurotics, and all forms of physical and mental handicaps. The purpose of the school is to give occupation and happiness to children who, because of their handicaps, are deprived of the usual school life. The training and environment given to the pupils of Magnolia School assure them the happiness that is the right of every child. In their own particular group, they find joy and satisfaction, and no longer labor under a feeling of inferiority.

**EDUCATION---** Scientific individual and class instruction is conducted by specially trained and experienced teachers. A psychologist plans the work of each child, which is based on results of scientific testing. The course includes subjects such as music, handicraft, occupational therapy, correct habit formation, sense training, elementary farming, manual arts, and classes for corrective speech.

The children are divided into groups in which they can adjust themselves happily. The Magnolia School will accept for scientific training children who are not adjusted because of emotional or personality problems. Children will not be accepted whose mental retardation is so serious that they cannot be helped. The right to decline admission of any pupil is retained by the school.

The boarding department maintains an atmosphere of home life. Here the training of the child is continued so that he may adjust himself happily to group living. The dormitories are under the supervision of reliable supervisors.

Visitors are always welcome to observe the pupils at work or play, and to visit the various departments of this beautiful school.

Mr. Peter Derrickson is the superintendent of Magnolia School and lives on the premises. He is a graduate of New Jersey State Teachers' College, B. E.; post-graduate courses, Temple University; extension courses, Rutgers College; twenty-five years' experience as a teacher, supervisor, and director of public education; five years in boys and youth's group activities; and who pioneered in the coordination of recreation for servicemen in New Orleans and, since its inception, associated with the U. S. O. as director of a unit in New Orleans.

Miss Marjorie Walters, graduate of L. S. U., with B.A. and M.A. degrees is Director of Training. Mrs. Peter Derrickson, wife of the superintendent, is house mother and head supervisor.

**NOTE: Believing that Magnolia School is fulfilling a long-felt need in making normal, happy and healthy citizens out of underprivileged, handicapped or maladjusted children, the editors and publishers of the Jefferson Parish Yearly Review urge that citizens liberally support this institution in every way possible.**

---

## GEORGE SOULÉ

George Soule, President of Magnolia School, is the grandson of George Soule, founder of Soule Commercial College. A direct descendant of a long line of educational leaders, Mr. Soule is ably carrying on the heritage and tradition of the Soule family. He is secretary and manager of Soule College and throughout his business career has taken an enthusiastic interest in both civic and educational affairs of the community. He is past president of the New Orleans Gyro Club, the New Orleans Chapter of the National Office Management Association, the Co-operative Club, and of the New Orleans Community Chest and has taken an active part in all of the War Loan Bond drives. He is a director of Louisiana's largest savings and loan association and serves as a director of other organizations.



## CHARLES E. JESCLARD

LICENSED MASTER PLUMBER — REPAIR WORK A SPECIALTY



Call Kenner 5062 — Dial 21-5062

POULTRY ROAD, JEFFERSON PARISH

Complete Electrical Installations, Repairs and Supplies

## LEO BASILE

119 ROSE AVENUE

METAIRIE, LOUISIANA

Telephone: CEdar 1806-R

## ALVIN E. HOTARD

CIVIL ENGINEER

Phone: ALgiers 1017

JEFFERSON PARISH, LA.

GENERAL OFFICES:  
HAMMOND, LA.

PLANTS:  
HARLEY, LA.—FLUKER, LA.

## Charles Black Sand & Gravel Co., Inc. PRODUCERS

Phone MA. 2905  
NEW ORLEANS  
SALES OFFICE

807 Maison Blanche Building  
NEW ORLEANS, LA.

ALL GRADES  
WASHED  
GRAVEL AND SAND

## ROY DUPLÉCHIN'S GROCERY

Fresh Meat

Poultry

545 AVENUE A

MARRERO, LA.

JAckson 9697

## GULF FUR CO.

WILFRED BERTHELOT, Field Manager

Fur, Pecans and Alligator Hides

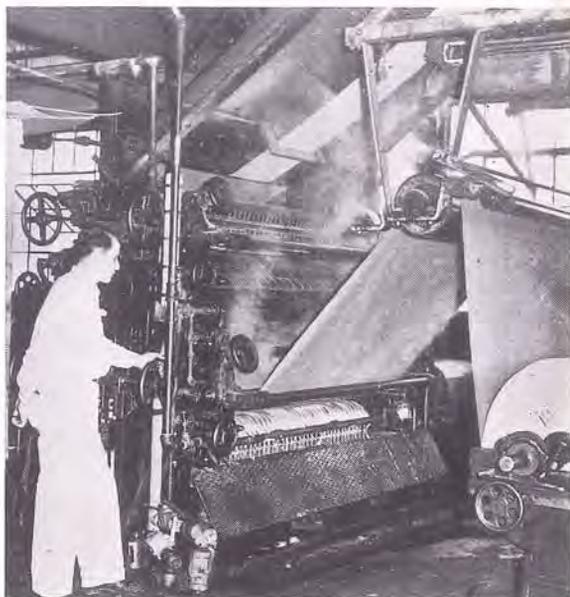
513 Conti St.

RAYmond 2625

New Orleans, La.

# POWER IS PROGRESS *and* Progress *is* Power!

By William Oakley Turner



One utilization of electricity is in this machine for manufacturing corrugated fiber board in continuous lengths at the Great Southern Box Company. Steam from natural gas fired boilers is used for cooking the glue that is automatically applied to this paper and for controlling the proper moisture content in the fiber board in preparation for the laminating process.

**O**N the basis of the 1940 U. S. Census reports, there are still as many as 246,000 rural homes in Louisiana that are not served by electricity. But—THIS DOES NOT INCLUDE JEFFERSON PARISH.

By the time this magazine rolls off the press so you can read it, the entire Barataria region, even to the end of the beach on Grand Isle, will be wired for current. Jefferson has juice from one end to the other and across.

It's too bad old Rip Van Winkle lived away up in New York State so long ago—because if Rip had taken his little nap in Jefferson Parish about 1927 and had not awakened until now, what a transformation he would behold! This was the year the Louisiana Power & Light Company, the only distributor of electricity in the parish, brought modern electric service to the parish. And it was true here, as it is always true where the kilowatt goes to work in a community, that the growth of Jefferson took an immediate surge forward.

Let's look at the record in 1940—only fifteen years later and just five years ago, the period of the last census, and the period of last normalcy just before the war. By then there were 284 prosperous farms in Jefferson, with an average size of 40.8 acres and with an average value in land and buildings of \$6,991.

In 1940, our 55 Jefferson manufacturing plants were employing more than 4,500 wage earners and turned out products valued at \$43,296,000. At that time there were 113 service establishments in the parish, from beauty shops to dental laboratories—all the cumulative result of the stimulation of cheap available electric current.

And, in that period increased usage reduced the rate per kilowatt hour until today electricity in Jefferson costs only one-third of what it did fifteen years ago.

Electricity went to work for better living. Home economists demonstrated how to use this slave in a socket for creating better balanced meals, more tempting dishes, and the canning and storing of home grown foods. County agents taught the farmers the efficient use of electric tools. In the homes sprang up like mushrooms new electric refrigerators, electric ranges, electric irons, electric servants which housewives led around at the end of a cord.

Electric pumps went to work raising livestock and poultry. Electric motors labored while Jefferson Parish men sat down and figured more jobs for them to do. Electric brooders began to mother baby chicks. Electric machines were

**EIGHTH WARD DEMOCRATIC CLUB OF  
JEFFERSON PARISH**

John Bordes, Chairman

Ernest Riviere, President

George Hein, Vice-Pres.

Louis E. Breaux, Treas.

Mrs. D. E. Eastman, Secty.

The Oldest Political Club in Jefferson Parish—Organized in 1923 by John Bordes

LAKE FOOD AT ITS BEST

**ORIGINAL BRUNING'S RESTAURANT**

ON LAKE PONTCHARTRAIN

EAST END  
JEFFERSON PARISH

WEST END PARK  
New Orleans

**CLEM PERRIN**

FUR BUYER

LAFITTE, LA.

Motor and Speed Boats—Fishing Equipment—For Rent

Phone Lafitte 5204

**JESSIE J. BREAUX**

B A R B E R

435 Weyer Street

Gretna, Louisiana

**ROYAL THEATRE**

EDWARD M. THOMASSIE, Owner

5214 Fourth Street

Marrero, Louisiana

**ROGER COULON**

WHOLESALE OYSTER DEALER

564 First Ave.

Harvey, La.

At the Norwood Dairy in Marrero, an electric automatic bottle washer protects the health of its thousands of customers—only one of the many ways in which a modern dairy farm utilizes cheap efficient, instantaneous electric current.



Electricity is the modern Godmother of baby chicks, nursing them through precarious peephood, stimulating their growth into broilers or layers and, incidentally, transforming the raising of poultry into a profitable big business.

Another ingenious adaptation of electric energy—the filling machine in operation at International Lubricant Corporation. These containers are filled with grease to the exact weight through electric driven pumps. The motor in background drives a line shaft which powers several grease mixing agitators.



Marking Devices and Supplies  
Since 1887  
BADGES—BULLETIN BOARDS

**ED. SMITH'S STENCIL WORKS**  
RA. 2129

RUBBER STAMPS, STENCILS, SEALS  
426 CAMP NEAR POYDRAS

NEW ORLEANS, LA.

*Favorite*  
**BOILED HAM & SAUSAGE**



MADE BY L. A. FREY & SONS INC. NO. LA.

**GROVER'S PLACE**

★

SEA FOODS OF ALL KINDS

★

EAST END                      JEFFERSON PARISH

**Brunies' Restaurant**  
Established 1897  
A. PIAZZA, Prop.

Chicken Dinners, Western Meats,  
Sea Foods Our Specialty

**LUNCHES DAILY**

Accommodations for Banquets  
and Private Parties

700 Second St.                      Phone AL. 9200  
Two Blocks from Gretna Ferry

PETE FERRARA, Mgr.  
**HARAHAN SERVICE STATION**



HOOD  
Tires and Tubes  
Wrecker Service  
Kenner 3951

**LITTLE FOREST CLUB**  
RESTAURANT AND BAR

• • •  
Dine - Dance  
• • •

3407 JEFFERSON HIGHWAY  
JEFFERSON PARISH

**FITZGERALD'S LAKE HOUSE**

SEA FOODS A SPECIALTY

EAST END

AUdubon 9223                      JEFFERSON PARISH

**Tip Top Pavilion**  
OCHELLO BROS., Props.

BARATARIA ROAD

MARRERO                      LOUISIANA



A 3-day training school on canning, conducted by Louisiana Extension Division for Home Service Departments of Louisiana Power and Light Company and New Orleans Public Service.

put on the payroll at a few cents an hour doing manual chores in the dairies and were given the responsibility of protecting the purity of the milk.

Infant industries grew husky and healthy. Time for leisure came to the farmer and his wife. Energy—electric energy—surged through the parish and produced prosperity for all its people.

Then came the war and—electricity was not rationed. Few of us realize that until it is brought to our attention.

Here are some figures that will amaze you. In 1935 only two per cent of Louisiana's farms were electrified. Today, according to the Edison Electric Institute, approximately one-fourth of all the farms in the state have been electrified. Yet back in 1940, here in Jefferson Parish, only 85 of 327 rural farm dwellings did not have electricity. This means that way back in 1940, 77% of the farms in Jefferson were electrified and 84.5% were within one-quarter mile of a distribution line and could, therefore, have gotten electric service if desired. This was the third highest in percentage of electrified farms in the state in 1940.

Preliminary surveys show that Jefferson Parish farmers and rural dwellers are already planning to install deep-freeze units, walk-in coolers, and many other time and labor-saving devices after the war.

Jefferson and electricity are partners, and each knows the possibilities in the other. Jefferson, the most highly industrialized section in the state, is also one of the most completely electrified. This is a parish that knows very well that power is progress—and progress is power!

### WILLIAM OAKLEY TURNER

W. O. Turner, author of the foregoing article is President and General Manager of the Louisiana Power & Light Company, with whom he has been connected since its very beginning in 1927. Mr. Turner first served as Chief Engineer, later as a Director and Vice-President in Charge of Operations. He has served as President and General Manager since January 20, 1939.

Although Mr. Turner was born in Lonoke, Arkansas, he is an enthusiastic Louisianian. He believes in Louisiana and its future and works constantly to help develop our state's agricultural and industrial resources.



## GODCHAUX'S

*Where good things are not expensive—  
And expensive things HAVE to be good*  
Fine Apparel for Men, Women and Children

## RAINBOW INN

"TOMMY" JONES, Prop.

Largest Parking Ground on Jefferson Highway

**WE SERVE THE BEST . . . WITH THE BEST OF SERVICE**

Dancing — Mixed Drinks

Package Goods — Sandwiches

## FRANK A. VON DER HAAR

Fruit, Vegetables, Poultry and Fish—Service and Quality

Market: UPTown 6882

Phones:

Residence: UPTown 2990

**JEFFERSON MARKET**

NEW ORLEANS

TELEPHONE 22

## "THE NOOK"

LOUIS I. METOYER

SEA FOODS — STEAKS — FRIED CHICKEN

DEEP SEA FISHING — SURF BATHING

LAND OF BUCCANEERING JEAN LAFITTE

GRAND ISLE, LA.

PURINA FEEDS in the CHECKERBOARD BAG

Dairy Feed—Poultry Feed—U. S. Approved Baby Chicks  
Oakes Poultry Supplies

## DURHAM'S FEED STORE & HATCHERY

2301 Tulane Ave.

We Deliver in Jefferson Parish

Phone GAlvez 3131

## STAUFFER, ESHLEMAN & CO., LTD.

WHOLESALE HARDWARE

511 Canal Street

MAgnolia 5621

## Muller Furniture Manufacturing Company

200 NORTH DERBIGNY STREET

New Orleans, Louisiana

WHOLESALE ONLY

OVER 60 YEARS IN BUSINESS

## FOUNDATION PLAN, INC.

Various Loan Plans and Rates, Adjusted to Borrowers' Needs  
and Qualifications

411 Whitney Bldg.

RA. 5279

## ***The West...and Best Seaway*** (Continued from page 33)

below Algiers, 13.8 miles of which would be in the Mississippi River, through the congested traffic in New Orleans Harbor. On traffic moving to points above Harvey, the saving would exceed 10.3 miles, of which over 5.5 miles would be in the river. Between points on the Intracoastal Waterway and entrance to the Industrial Canal the distance is slightly less via the Westwego route. In view of the fact that the major portion of the traffic moves to points upstream from Harvey, the saving in towing distances mentioned above is important. Of greater importance, however, is the fact that with the connection at a point below Algiers, all eastbound tonnage using such lock would have to be pushed against the Mississippi river current for distances varying from 5 miles on traffic for Industrial Canal to 14 miles on traffic for points above Westwego. During high river stages, only the most powerful tugs can make three miles per hour with tows upstream, and many small tugs cannot even handle an ordinary tow against the river in flood.

The Westwego location would also permit the bulk of the traffic moving through Harvey Canal to by-pass the congested port area of New Orleans and the hazardous stretch of the river approaching and rounding Algiers Point.

In view of these facts, the alternate connection should enter the river in the vicinity of Westwego. *In this connection, it is now proposed to build a Seaway Canal, having a 600 ft. bottom width and 40 ft. depth, which will extend from Westwego to the Gulf near Grand Isle, a distance of 52 miles.* Duplicate locks, 80 ft. wide by 800 ft. long, with 40 ft. depth over sills will be constructed at the river entrance at Westwego. The route as shown on the map is straight except for slight curves at each end. At the Gulf entrance jetties or breakwaters will be constructed to the 20 ft. contour, the channel continuing thence tangent approximately 3 miles to the present 40 ft. contour and protected by channel lights. The canal will be adequately lighted throughout its length. The estimated cost is \$36,000,000, with estimated annual maintenance and operation \$400,000.

***Advantages of Proposed Seaway Canal:*** The proposed Seaway Canal will be constructed almost wholly through stable material with practically no open water, and therefore will require a minimum of maintenance dredging. There are practically no improvements on the land necessary for right of way and it can be acquired at minimum cost. The fact that 48 of the 52 miles will be straight will facilitate and expedite ship navigation. Adequate width and depth should permit ships to proceed at speeds comparable to those maintained in the river.

The river entrance at Westwego, on the slack water side of the river, will be easily navigated. This entrance, on the concave bank away from the channel current and above the upper limits of the back water eddy, should require a minimum of dredging.

The absence of current, together with a straight channel entrance into the Gulf, will eliminate the difficulties and hazards now encountered at the Passes. As there will be no silt laden current to form bars and shoals, maintenance and improvement work will be negligible compared with that required at the passes. This will also permit the loading of ships to a definite draft without regard to unpredictable and changing conditions at the Gulf entrance. The atmospheric condition resulting from the cooler waters of the Mississippi river striking the warmer waters of the Gulf, which is largely responsible for the dense fogs which hinder navigation at the mouth of the river, will not exist at the Seaway entrance.

One of the principal advantages of the proposed Seaway Canal is the reduction in both sailing time and distance as compared with the river route via the passes or any other seaway route. Distances via the principal ship routes are indicated on next page:

TAKE A TURN  
FOR THE BEST ...

**WWL 870**

ON YOUR  
DIAL

New Orleans

**CRANE CLOTHING CO., Inc.**

1218 Canal Street  
NEW ORLEANS 13, LA.

**United States Steel Products Company**

United States Steel Corporation Subsidiary  
BENNETT MFG. DIVISION

P. O. Box 4026, Station F — Telephone: CEdar 2223  
NEW ORLEANS, LA.  
MAUMUS CLAVERIE, So. Mgr.

**FISHER'S STORE**

*Charles Levy, Prop.*  
GENERAL MERCHANDISE

PHONE LAFITTE 5103

LAFITTE, LA.

"Say It With Flowers"

**Metairie Ridge Nursery Co., Ltd.**

FLORISTS

135 Carondelet Street

NURSERY — METAIRIE RIDGE

New Orleans, La.

PHONE 3

**OLEANDER HOTEL**

N. I. LUDWIG

ON THE GULF OF MEXICO  
GRAND ISLE, LA.

**INDUSTRIAL SITES FOR SALE OR RENT**

On River Opposite New Orleans  
APPLY

**BROOKLYN LAND COMPANY**

819 Gravier Street

Telephone RAYmond 8325

Service Is Our First Thought

Insured Service Day and Night

**SMITTY'S CABS**

(Algiers Ferry Landing)  
ALgiers 1043

TO WESTWEGO, DISTANCE IN LAND MILES

	In Ocean		In River or Seaway Canal		Total	
	Miles	%	Miles	%	Miles	%
FROM TIP OF FLORIDA (Dry Tortugas)						
Via South Pass.....	512	81	117	19	629	100
Via Southwest Pass.....	521	80	124	20	645	100
Via Seaway .....	562	91	54	9	616	100
Via Alexander Seaway..	551	87	84	13	635	100
FROM GALVESTON						
Via South Pass.....	349	75	117	25	466	100
Via Southwest Pass.....	329	73	124	27	453	100
Via Seaway .....	304	85	54	15	358	100
Via Alexander Seaway..	420	83	84	17	504	100
FROM YUCATAN CHANNEL						
Via South Pass.....	562	83	117	17	679	100
Via Southwest Pass.....	566	82	124	18	690	100
Via Seaway .....	599	92	54	8	653	100
Via Alexander Seaway..	630	88	84	12	714	100

When it is considered that the best going for an ocean vessel is in the open sea, the above tabulation clearly demonstrates the advantage of the Seaway Canal. For all ships docking within the harbor limits of New Orleans the Seaway Canal provides the shortest route to the Atlantic and Pacific Seaboard and to all foreign ports. The greatest saving in time will accrue to ships using the Yucatan Channel and those plying between west Gulf ports and New Orleans.

**Annual Savings:** Taking all factors into consideration, it is conservative to estimate a reduction of between three and four hours in average sailing time after deducting an hour for passage through the locks. For the five-year period 1936-1940 an average of 6,350 ocean-going ships used the passes, of which approximately 33% moved to points upstream from Westwego. It is logical to assume that the major portion of all New Orleans and Baton Rouge ocean-going ships will use the Seaway Canal. Figuring a saving of 3 hours per trip would produce a saving to ship operators in excess of \$450,000 per year, excluding overhead, interest, depreciation and overhaul. If only half of the ships, or approximately 3,000, use the canal, the saving would still be considerable, exceeding \$270,000 per year, excluding overhead, interest, depreciation and overhaul and to be conservative, this latter figure has been used.

The use of the Seaway Canal would make it possible for a ship operator to determine definitely in advance the arrival time of his ship at the dock in New Orleans. Under present conditions longshoremen or stevedore gangs, and in some instances, ship repair gangs, must be ordered out and reserved in advance, and when ships arrive late, waiting time must frequently be paid for. In some instances, demurrage accrues on cargo awaiting shipment on wharves because of ship's failure to arrive on schedule, and where late arrival makes it impossible for a ship to fulfill its contractual commitment as to guaranteed loading of cargo by a certain date claims for non-fulfillment of contract must be paid. It is conservatively estimated that the annual cost to stevedoring contractors and ship operators from these causes will approximate \$100,000 per year.

A direct channel 40 ft. deep to the Gulf would no doubt attract additional shipping and would benefit all Gulf ports in that larger ships would be enabled to partly load at other Gulf ports and complete their cargoes at New Orleans. Certain Atlantic and Pacific ports have depths of 40 ft. but no such depths exist at any Gulf port.

There will be other intangible benefits to ship operators and owners which cannot be definitely evaluated, but which would result from the construction of a direct channel. There should be a lessening of insurance rates; turn

## MET'RY TOURIST COURT

NEW AND MODERN

U. S. HIGHWAY 51 and 61

AAA

APARTMENTS  
Completely Furnished

Proprietors F. W. BROWN - A. H. SALOMON

3807 Airline Highway  
Phone CEdar 9123

## CODIFER, INC.

Developers of BONNABEL PLACE  
Pioneer Developers of METAIRIE

1905 METAIRIE ROAD

PROTECTED AND OUTSIDE STORAGE FOR OIL FIELD MATERIALS  
SERVING THE GULF COAST AREA  
WITH YARDS ON THE INTRACOASTAL WATERWAY

## INTRACOASTAL TERMINAL

Telephone Uptown 6314 • New Orleans Exchange

P. O. BOX 354

HARVEY, LA.

## MANCUSO BARREL & BOX COMPANY

KENNER, LOUISIANA

Slack Barrels . . . Wooden Boxes

Vegetable Crates . . . Fish Boxes . . . Beer Cases . . . Oil Boxes

DIAL 21 - 5661

PHONES

L. D. 2111

## ELLZEY STORES

E. J. BLANCHARD, Manager

Phone ALgiers 9112

601 Lavoisier St.

GRETNA, LA

## BROWN'S RESTAURANT & CAFE

FINE WINES AND LIQUORS

For Over 30 Years the Best Place to Eat

At Jackson Ferry Landing

GRETNA, LA.

## GRETNA HARDWARE CO.

125 HUEY P. LONG AVE. — ALgiers 2182

CLIMATIC PAINTS — WESTINGHOUSE REFRIGERATORS

SPEAR POULTRY FEED

DINE and DANCE

## BRIDGE CIRCLE INN

Foot of Huey P. Long Bridge — Westside

around time should be cut; and the delays, hazards and uncertainties of navigation through the passes will be eliminated.

**General Benefits:** Because of the advantages of tidewater navigation, plus excellent railroad connections, and with all utilities such as water, gas, oil and electricity at hand, the frontage along the Seaway should be attractive for industries; particularly large ones, seeking locations in the South. Material excavated from the Seaway will provide for filling a considerable amount of lowland for such industrial sites.

The Canal would also furnish low cost transportation facilities to large sulphur deposits and oil and gas fields in the area to be traversed, also to companies handling oyster and clam shells adjacent to Barataria Bay.

As a part of the project it is proposed that the State construct on the spoil bank on the east side of the Canal a modern, four-lane public highway connecting New Orleans with the Gulf at Grand Isle.

A quarantine and passenger baggage customs station could be established at Grand Isle and passengers on incoming and outgoing ships handled to and from New Orleans via bus over the proposed highway. This would not only facilitate passenger arrivals and departures, but would also save ship time, as an inbound ship could proceed immediately after discharging its passengers into the quarantine dock and not wait for the inspection of passengers or baggage to be completed. At present vessels are held at the Algiers quarantine station while inspections are made on shipboard. Ship mail would be speeded up in the same manner.

The west bank fishing fleet centers in the vicinity of Grand Isle and Barataria Bay, and at present boats must haul their catch to New Orleans West Bank points through a chain of connecting inlets, bayous, lakes and canals. Construction of a highway made possible by the spoil bank of the Canal will permit the handling of the catch by refrigerated truck service, releasing at least 200 boat days weekly for fishing, adding over \$150,000 net annually to the value of the catch, after deducting the cost of trucking.

The Seaway Canal will materially enhance adjacent land values, particularly in that section between the Intracoastal Waterway and the Mississippi river, also in the vicinity of Grand Isle.

*Recent developments in radar*, which will be available for commercial use in the postwar period, will make possible the safe operation of vessels in the densest fog through the 48-mile tangent of the Seaway Canal approaching New Orleans harbor, thereby avoiding many costly delays now encountered on the river approach. The use of radar in river navigation will be largely vitiated by the tortuous river channel, as it is most effective in a long, straight channel such as the Seaway Canal will provide.

Construction of the proposed Seaway Canal and highway would furnish substantial employment during the postwar period and be in the interest of national security and the stabilization of employment.

---

### ARTHUR A. GRANT

Arthur A. Grant, author of the comprehensive report on the proposed Seaway channel to the Gulf of Mexico through Jefferson Parish, has been a marine surveyor and consulting engineer in New Orleans for nearly a quarter of a century. Prior to 1923 he was vice-president and manager of Sinclair Oil Company at New Orleans, La., and general manager of Jahncke Dry Dock & Shipbuilding Company of New Orleans. Mr. Grant is the possessor of a Bachelor of Science and Master of Engineering degree from Cooper Union of New York.



**DE WEESE  
FOR DRUGS**

Marrero, La.

Westwego, La.

**RATHBORNE LUMBER & SUPPLY CO., INC.**

J. C. RATHBONE, President

F. EBERHARDT, Vice-President

Louisiana Tidewater Red Cypress and Long Leaf Yellow Pine  
Lumber — Laths — Shingles — Building Materials

UPtown 4204-4161-4162

HARVEY, LA.

**SIDNEY GAUTHIER**

Fancy and Staple Groceries, Meat Market, Soft Drinks  
Notions, Dry Goods

UPtown 9275

HARVEY

**GRETNA SHEET METAL WORKS**

J. E. LARKIN, Prop.

Roofing and Sheet Metal

1400 LAFAYETTE AVE.

GRETNA, LA.

**FLEMING CANAL STORE**

FELIX T. FAVALORA, Prop.

General Merchandise—Furs—Alligator Hides  
Sea Foods

PHONE BARATARIA 1313

Road Service  
Batteries Recharged

**ESSO PRODUCTS**

Tires Repaired  
Cars Washed and Greased

**ROUSSEL'S DAY & NITE SERVICE**

FOURTH STREET, MAIN HIGHWAY AT HARVEY BRIDGE

Phone UPtown 4687

A. J. Roussel, Jr.

Warehouse: UPtown 7377-78

Office: UPtown 4688

**HARVEY MUD CO.**  
DRILLING MUD AND CHEMICALS

P. O. Box 437

AUTHORIZED DISTRIBUTOR  
BAROID SALES PRODUCTS

Office, Harvey, La.

**WILLIE BOUDREAUX  
GRETNA**



Water, water everywhere—and all of it fit to drink! This is a peek at the filtering plant of the East Jefferson Waterworks where Mississippi River water is purified and propelled through underground pipelines under high pressure into the homes of 6,700 East Jefferson families.

# UNDERGROUND GUARDIAN

By J. W. HODGSON, SR.,  
President and General Manager  
East Jefferson Waterworks  
District Number One

*Sometime today* 6,700 families in East Jefferson will turn on a faucet somewhere in their house for a drink of water. Without the slightest lack of confidence they will feed it to sick members of their family, to little babies—and will consume gallons themselves in this hot weather.

They are drinking Mississippi River water. They know it and yet they hesitate not a second. They know it's been made healthy—or rather, they just don't think about it, which is in itself the greatest tribute that can be paid to the efficiency of the East Jefferson Waterworks.

For, not only is the unseen maze of pipeline that lies under East Jefferson a means of conducting all the water you need whenever you need it and wherever you need it, it is also an underground guardian of your health. It carries pure water from the giant filters of the Waterworks into 99% of

MERIT SELLS  
**DR. TICHENOR'S ANTISEPTIC**  
Canal, Common, Fulton and Front  
New Orleans

Tires and Tubes  
for All  
Vehicles  
**FIRESTONE STORES**  
557 No. RAMPART ST.  
Phone RAYmond 0366  
Factory  
Controlled  
Recapping

**ALLEN BOAT COMPANY**  
Design Construction — Tugs and Barges — Tanks—General Plate Works  
Phone UPTown 3712  
Postoffice Box 352  
Harvey, Louisiana

**MAYFIELD'S GROCERY AND BAR**  
ESSO GAS AND OILS—WINES AND LIQUORS  
At Foot of Wagner's Bridge  
LAFITTE ROAD  
Telephone Wagner Ferry 2814

**MORICE FURNITURE CO.**  
FURNITURE—APPLIANCES—PLUMBING  
JACKson 5600  
MARRERO, LA.

**SAMUEL BROS.**  
GRETN A  
LARGEST DEPARTMENT STORE ON THE WEST BANK OF THE RIVER

LOOK INTO THE KEYHOLE . . .  
**THE KEYHOLE**  
Highway 90  
C. J. COULON, Prop. — Phone WALnut 9480  
WESTWEGO, LA.

FOR ICE AND COAL  
**RANTZ ICE FACTORY**  
222 Homer St.  
ALgiers 1466  
ALGIERS, LA.

PHONE AL. 2854  
**ALGIERS MUSIC CO.**  
N. FRADELLA, Prop  
MUSIC BOXES RENTED FOR ALL OCCASIONS — DAY AND NIGHT SERVICE  
Rain or Shine — Call Us  
439 DIANA STREET  
One Block Off Teche St.

**"CUTCHER" CUTCHER CANNING CO. "NEAR BY"**  
Packers of Headless, Peeled and Cooked Shrimp  
CANNERS OF QUALITY SHRIMP AND PROCESS CRAB MEAT  
RAYmond 5059  
WESTWEGO, LA  
WALnut 7032

the populated area of District No. 1. Nor is the working of the filters left to chance. This water is tested twice a week by the Louisiana State Board of Health and, in the school season, chemists test samples from a different school area every day. The first and primary function of the Waterworks is not merely to deliver an adequate supply of water—but to deliver absolutely pure water.

It is interesting to know just how the river water is cleaned and purified for your use. Here is the story. The water, of course, is first pumped from the Mississippi and its first stage of purification is its trip through the "grit house". Here much of the suspended sediment, the loot from a dozen states, settles out.

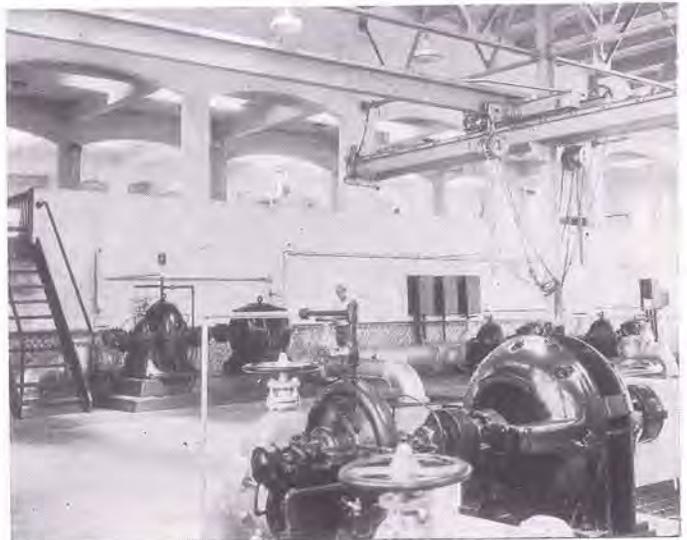
Then the water goes to the mixing chambers where it really gets laundered. Hydrated lime and sugar sulphate of iron are fed from mechanical dry feed machines. These two chemicals force the remaining suspended matter and impurities to settle as the water passes through the coagulating basins. Then the water enters the filters where it is filtered at a slow rate and finally delivered to the clear water reservoirs. It is then ready to be pumped into the mains after the necessary chlorine has been added. The chlorine is added to insure pure water.

Did I say 6,700 families? That's right. Last year at this time it was a little over 6,000 families. At the end of the year it was 6,400 families. We are adding nearly 60 homes a month to our list of customers.

Will this cause our system to become overloaded? Will the purity of the water be affected? Absolutely not. By October two more giant filters will be in operation, purifying 300 more gallons a minute or approximately 500,000 more gallons a day.

And, this same guardian of your health is also a guardian of your safety—a constant, powerful protection against fire to this same 99% of the populated area. Just to give you an idea of the safety factor that is always ready

These are the pumps that produce the pressure that pushes pure water into every populated square foot of this east side of the parish. Notice how immaculately clean is every inch of this engine room. Few people realize, as they daily drink the water that is always on tap and costs so little, that it is so simple to secure because a very complicated system operates constantly on clock-like precision.



When Out at East End  
See **CHESTER BRUNING** for Seafood

GAlvez 9601

East End, La.

**GEO. B. MATTHEWS AND SONS, INC.**

NEW ORLEANS, LA.

Horse and Mule Feeds, Dairy Feeds, Poultry Feeds and Mashers  
Near Girod and South Liberty Streets

CAAnal 3122

**FROLIC PAVILION**

ANDREW P. ADAMS, Owner

DANCING NIGHTLY — MIXED DRINKS

Bath House

Grand Isle, La.

**JORDY ENGINEERING COMPANY**

Refrigeration, Air Conditioning and Contracting

MAgnolia 6811

813 Howard Ave.

New Orleans, La.

**O'DONNELL BROTHERS, Incorporated**

PRINTING AND OFFICE SUPPLIES — SECURITY (STEEL) OFFICE FURNITURE

407 Baronne St.

New Orleans, La.

RAYmond 1335

CARS RENTED FOR ALL OCCASIONS

**COOK'S CABS**

GRETNA FERRY LANDING

Night—AL 3486; If No Answer Call Day—AL 2960

**SOULÉ COLLEGE** ALL BUSINESS SUBJECTS TAUGHT

Personal instruction. Day and Night Sessions. Open the Entire Year. You may enter at any time.

Placement Bureau assists graduates in getting located. Send for interesting literature.

1410 JACKSON AVE.

"Soulé Students Succeed"

NEW ORLEANS

U. S. Branded Meats to Restaurants, Clubs and Institutions

**GARSAUD'S**

FINE MEATS — FOODS

521 METAIRIE ROAD

PHONE CEDAR 3832

**GARDEN OF MEMORIES**

BEAUTIFUL MEMORIAL PARK

4800 Airline Highway

CEdar 2525 — GAlvez 2141

**CONTINENTAL CAN CO., INC.**

Harvey, Jefferson Parish

New Orleans

Sales Office, GAlvez 4145

Precision instruments, automatic controls, expert engineers, the most modern equipment, trained personnel and fool-proof methods are all found dovetailing with each other in the plant of the East Jefferson Waterworks. Again we call your attention to the neatness of this plant. Its very appearance spells efficiency.



to go to the aid of our marvelously efficient volunteer fire departments, the East Jefferson underground fire fighter can maintain a water pressure of 55 to 60 pounds per square inch and deliver 3,200,000 gallons of water every 24 hours.

The next time you turn on the faucet just remember that this common household gadget from which pure water so common and so reliable that you never even consider what would happen if you didn't have it, just remember that the faucet is merely your end of a perfectly coordinated system that involves 179 miles of underground, concealed pipe—huge, complicated filters—great, powerful pumps—constant vigilance of health authorities—and all for the lowest water rate in the State of Louisiana, with the exception of the City of New Orleans.

This year the East Jefferson Waterworks will serve the new Moisant International Airport. As fast as the area develops the Waterworks is prepared to serve it. And we are proud to state that our operation, and our constantly added improvements are financed completely from our income from the sale of water only. We are aided by no maintenance tax.

---

#### Personnel and Information

J. W. Hodgson, Sr., President and General Manager; C. A. Boutall, Vice-President; P. D'Gerolamo, Purchasing Agent and Assistant Manager; W. Wolf, Outside Maintenance Superintendent; Frank V. Draube, Secretary; E. Geo. Lorio, Treasurer.

The Board of Commissioners are: J. W. Hodgson, Sr., President; C. A. Boutall, Vice-President; B. Camel, Chairman of the Finance Committee; P. D'Gerolamo, E. J. Bender.

The office of the East Jefferson Waterworks District Number One is located at Jefferson Highway and Arnoult Road with office hours: Monday through Friday, 8 A. M. to 4:30 P. M.; Saturday, 8 A. M. to 12:00 noon. Telephone: Office, CEdar 2000; Purchasing Department, CEdar 2751; Plant, CEdar 2539; Manager's office, CEdar 3637.

---

Founded 1892

# McWILLIAMS DREDGING COMPANY

Incorporated 1917

CA. 1888

CONTRACTORS  
Hibernia Bldg.

NEW ORLEANS

# TRICO

"SERVICE DIRECT TO YOUR HOME"  
COFFEE COMPANY

## ABDO'S DRUG STORE QUALITY AND SERVICE

Jefferson Highway and Williams Blvd.  
KENNER, LA.

Phones: 2071 - 5776

SAVE A TRIP TO TOWN

Buy what you need in Dry Goods, Notions, Shoes, Toys, Novelties and School Supplies

## STEGER'S DEPARTMENT STORE

METAIRIE ROAD AT FRISCO CROSSING

METAIRIE, LA.

## WESTERN UNION TELEGRAPH CO.

J. C. JACKSON, Superintendent  
RAYmond 9696

## CAT and FIDDLE

GEORGE LARTIGUE, Owner

Dine and Dance — Wines and Liquor — Delicious Sandwiches  
Phone CEDar 9281      Jefferson Highway      Jefferson Parish, La.

## BOULEVARD GARAGE & BEER PARLOR

MARRERO

Beer, Wine and Whiskies—Gas—Oil—Everything For Cars  
JACKson 9333

## WEST-SIDE FUNERAL HOMES

230 Monroe St., Algiers, Gretna and Ave. D, Westwego, La.

Two Fine Funeral Homes for the Convenience of the West-Side Patrons

## LEON GENDRON'S GROCERY, CAFE AND BARBER SHOP

1516 Fourth Street

HARVEY, LA.

Phone UPtown 9268

## HUMBLE OIL & REFINING CO.

NEW ORLEANS, LA.

# GRETNA

## *The Capital of Jefferson Parish*

*By Dr. Charles F. Gelbke, Mayor*

*Gretna*-- where the progressive police jury of Jefferson has been formulating the aggressive postwar plans you will read about in this issue! *Gretna*—the industrial keystone in the strong arch of alert and growing towns that comprise the west bank of the Parish on the curve of the Mississippi.

On January 20th of this year *Gretna* was paid a signal tribute by having named and launched in its honor, at the Richmond, California, shipyard of The Permanente Metals Corporation, the ship "S. S. *Gretna Victory*."

---

### OFFICIALS OF THE CITY OF GRETNA

Seated, left to right: Eugene Gehring, Alderman; Frank Bessler, Alderman; Dr. Charles F. Gelbke, Mayor; John Ray, Alderman; Henry F. Bender, Alderman; and Charles A. Huber, Alderman. Standing, left to right: Andrew H. Thalheim, Attorney; Beauregard Miller, Town Marshal; Marcel J. Bourgeois, Superintendent of Waterworks and Tax Collector; Alvin E. Hotard, Engineer; and Julius F. Hotard, Clerk.



WHEN OTHERS WOULDN'T

## DAVIS-WOOD LUMBER COMPANY, INC.

NEW ORLEANS, LA., U. S. A.

## CRESCENT TYPEWRITER EXCHANGE

407 St. Charles Street

General Agents For

New Orleans, Louisiana

L. C. SMITH AND CORONA TYPEWRITERS

All Makes TYPEWRITERS Sold, Rented, Repaired

New and Used Portable Typewriters of All Makes. Rebuilt Standard Machines of All Makes  
Rebuilt Cash Registers Bought and Sold

RAYmond 3741

Established 1894

## OAKPARK CABINS

4901 AIR-LINE HIGHWAY—On Highways 51, 61 and 65

5 MILES FROM HEART OF CITY

Operated by John Lorino

Phone CEdar 9127

New Orleans, La.

## C. A. KAMMER MERCANTILE CO.

LAFITTE ROAD

LAFITTE, LA.

## WEINER'S

The Westside's Leading Furniture Store

137 DELARONDE STREET

ALgiers 2424

## D. H. KEMKER

AND ASSOCIATE DEALERS

Gulf Refining Company Products—That Good Gulf Gas

Phone ALgiers 3001

GRETNA, LA.

## NEEB'S HARDWARE STORE

HARDWARE AND PAINT

ALgiers 9329

338 LAFAYETTE AVE.

GRETNA

## MELLING CEMENT BLOCK WORKS

ED MELLING, Prop.

COAL AND BUILDING MATERIALS

ALgiers 2191

GRETNA

## ROUSSEL'S CIRCLE SERVICE STATION

MRS. L. C. WILLIAMS, Mgr.

ALLYN P. "ROCK" ROUSSEL, Prop.

Phone ALgiers 9205

GRETNA, LA.

Monroe and Keppler Sts.

## CARTER, PERRIN & BRIAN

PRODUCERS OF CRUDE OILS

330 Whitney Bldg.

New Orleans, La.

In the dedication ceremonies, this was said: "It is appropriate that this ship, built out of the spirit of America, should be named for a typical American community—Gretna, Louisiana—whose 15,000 citizens are representative of men and women all over the land. They have sent their loved ones to the battle fronts, they have given time and money and effort to further the Allied cause, they have worked to produce the food and needed materials for their country at war. It is their kind that make America the stalwart threat to Axis warlords.

"In the colorful history of Gretna can be found the progressive, pioneering spirit which is responsible for the growth of our country and its power today."

Sponsor of the "S. S. Gretna Victory" and representative of our city was Mrs. Mary F. Bozzelle, a member of one of the oldest families in Gretna and mother of the largest number of children in the service of our country. Seven sons and one daughter—all either fighting or working in war industry—and the father, veteran of World War I, working with the U. S. Army Engineers!

This year, as peace looms closer we are proud of our war record and our ability to earn this acclaim of the nation by having built in our honor this Victory Ship.

---

These photographs were taken at Richmond, California, during the elaborate ceremonies which signally honored the city of Gretna with the launching of the "S. S. Gretna Victory." Mrs. Mary F. Bozzelle, the wife of a World War I veteran and mother of seven sons and one daughter, all either fighting or working in war industry, was chosen to represent Gretna as sponsor at the launching. Below, Mrs. Bozzelle is photographed just before she launched the "S. S. Gretna Victory." At right can be seen the prow of this proud Victory Ship which will carry the name of our city over the waves to many lands. As sponsor, Mrs. Bozzelle was presented with a magnificent white leather portfolio of photographs covering the entire ceremony, by the Permanente Metals Corporation who built the "S. S. Gretna Victory."



**UNITED CASH GROCERY — ALGIERS BRANCH**

342 Slidell St. — Phones ALgiers 2390-91  
WHOLESALE FOOD SUPPLIES

Dine and Dance at the New and Beautiful RHUMBA ROOM  
**NELSON'S ROOF TERRACE**

Monroe & Kepler Sts.

GRETNA, LA.

**GOLDSTEIN-TRUSALES**

A Friendly Store of Quality and Value  
GRETNA, LA.

**COMMERCIAL SOLVENTS CORPORATION**

DISTILLERS OF FINE ALCOHOL  
TERRE HAUTE, INDIANA

Executive Offices: 230 Park Avenue

NEW YORK, N. Y.

**HENRY J. WYMAN**

200 Eureka Building, New Orleans and Jefferson Parish

**SHIPPERS COMPRESS WAREHOUSE**

ATKINSON & COMPANY, Owner  
SOUTHPORT, JEFFERSON PARISH, LA.

Poll Parrot and Star Brand Shoes      Advance Patterns  
**LANDAU'S DEPT. STORE**

714 First Street

GRETNA

**CARLO DITTA**  
BUILDING MATERIAL -:- COAL  
READY MIXED CONCRETE

Telephones UPTown 1056-1057

501 Fairmont Drive, Harvey, Louisiana

**ARCHIE C. STUMPF**

DRUGGIST

ALgiers 9294

301 Huey P. Long Avenue

GRETNA

**WISSER'S CAFE AND DELICATESSEN**

334 HUEY P. LONG AVE.

Phone ALgiers 9185

GRETNA, LA.

# KENNER

THE HOME OF THE LARGEST AIRPORT  
IN THE UNITED STATES

*By Dr. Joseph S. Kopfler, Mayor*

**S**OMETIME during the middle of this summer (after this issue goes to press unfortunately, which prevents us showing pictures of the opening) New Orleans will present to the world its new airport—MOISANT INTERNATIONAL—located at Kenner in Jefferson Parish, just off the Airline Highway.

This is the largest in the country—nearly twice the size of the Washington or La Guardia airports—1160 acres of flying field facilities that will capably support New Orleans' aggressive bid for postwar world air travel and trade.

Because of the "international" scope of New Orleans' future air traffic, and because New Orleans is the location of "International House," the only institution of its kind in the United States financed and organized to welcome visitors from other countries, both city and aviation officials, with the support of civic clubs, recently authorized the change of name to "MOISANT INTERNATIONAL" and, as such will it be introduced to the world, when opened.

Seven airlines will operate out of Moisant International: Pan American World Airways, Chicago and Southern Airlines, Delta Air Lines, Eastern Airlines, Mid-Continent Airlines, National Airlines and Aerovias De Guatemala.

---

## OFFICIALS OF THE TOWN OF KENNER

Seated, left to right: Victor Carona, Marshal; Philomene Paasch, Secretary-Treasurer; Dr. Joseph S. Kopfler, Mayor; Marie Caronia, Tax Collector; and S. Bonura, Night Officer. Standing, left to right: Leo Gautreaux, Alderman; Frank Perrone, Alderman; William Mancuso, Alderman; Joseph Centanni, Alderman; and Joseph D'Gerolamo, Alderman.



## COYLE LINES

Intracoastal Waterways Service  
FLORIDA, ALABAMA, MISSISSIPPI, LOUISIANA, TEXAS PORTS  
DeBARDELEBEN COAL CORPORATION  
Offices: New Orleans, Houston, Birmingham, Mobile, New York

## MEYER'S SPECIALTY SHOPS

MENS', LADIES' AND CHILDRENS' READY-TO-WEAR

126-128-130 Huey P. Long Ave.

Greina, La.

ALgiers 9144

## FRED SCHUNKE

GREтна

## THE ORIGINAL SPECKS CLUB

DANCING NIGHTLY

JACKSON 9129

MARRERO, LA.

4747 Fourth St.

## ESTELLE STORE AND BAR

BARATARIA ROAD

Estelle 1913

MARRERO

P. A. LANE, Prop.

## ANDRE'S SERVICE STATION

O. J. ANDRE, Prop.

CEdar 9154

Metairie Road and Friedrichs Ave.

METAIRIE, LA.

You'll Enjoy Yourself at the—

## METRY CAFE & BAR

REGULAR MEALS ★ SHORT ORDERS ★ MIXED DRINKS ★ PROMPT SERVICE  
502 Metairie Road JOHN MUHOBERAC, Proprietor

## MATHEWS - MAIER, INC.

FINE FURNITURE

528 Baronne St., New Orleans

Next to Telephone Company

## THE ROSE ROOM

DANCING NIGHTLY

JACKSON 9755

MARRERO, LA.

5434 Fourth St.

STOP AT . . .

## MIDWAY INN

FOR THE BEST IN FOODS, LIQUORS AND SERVICE

JACKSON 9231

3322 Fourth St.

HARVEY, LA.



As it looks to a plane coming in for a landing at Moisant International Airport. Notice the long runways, capable of handling the largest planes in existence today—and those yet to be built.

The other two fields, New Orleans and Callendar will handle private planes and non-scheduled flights.

The east and west runway of Moisant International has been extended to 7,000 feet for instrument landing. When the field opens this summer there will be a temporary Administration Building, which has been so constructed that later, when the permanent Administration Building is built, the partitions in this temporary structure can be knocked out, providing an additional hangar.

In addition to the Administration Building will be Hangar and Control Tower Buildings and Transmitter and Receiver Buildings. None of the temporary structures have been constructed on the original site for permanent buildings.

All runways, with the exception of the one mentioned above, are now 5,000 feet. All can be extended to 11,000 feet.

This location at Kenner, just 11.5 miles from the heart of downtown New Orleans on a fast multi-laned highway, was chosen because of a marked absence of ground fog—thus permitting year-round all weather flying.

In 1934, when New Orleans Airport was built, it was one of the finest in America. Since then aviation has advanced with the strides of a Paul Bunyan and two new airports, Callendar and Moisant International have been added to the city's air assets.

Moisant International, when opened shortly, will be able to handle anything and everything that air traffic can fly our way—and is set up to anticipate any possible future expansion in aviation a good quarter of a century ahead.

Kenner, as the home of Moisant International Airport, is now the Air Capitol of the South. The fast highways which place Kenner so close to New Orleans and which are one of the assets of the new airport, have made Kenner, in the past, a favorite residential area. Here suburbanites and farmers live in close harmony and with all the modern conveniences.

Just in case the airport might overshadow everything else we want to remind you that Kenner—before flying became the talked of commodity—was (and still is) famous for its florists and its farm produce.

## HENRY'S ROTISSERIE

CHOICE WINES AND LIQUORS—DELICIOUS FOODS

CEdar 9268

JEFFERSON PARISH, LA.

4513 Airline Highway

## ED. E. FEITEL'S

GENERAL DEPARTMENT STORE

CASH AND CARRY

Harvey, La.

UPtown 9278

## The First National Bank of Jefferson Parish

GRETNA, LA.

SERVING JEFFERSON PARISH

MEMBER F. D. I. C.

## SUBURBAN BOWLING ALLEY

Pleasure - BOWLING - Exercise

CEDAR 9130

NEW AIRLINE HIGHWAY AT SHREWSBURY ROAD

VERNON W. DUPEPE

LYNN P. DOMINIQUE

METAIRIE, JEFFERSON PARISH, LOUISIANA

## Industrial Chemicals

The Paper Makers Chemical Department of Hercules Powder Company offers a full line of industrial chemicals, such as resin sizes, commercial alum, silicate of soda, caustic soda, sal soda, trisodium phosphate, etc.

CLEANSING  
COMPOUNDS



BATTERY  
ACIDS

**HERCULES POWDER COMPANY**

INCORPORATED

P. O. Box 332

MARRERO, LA.

JACKSON 0361

# VILLAGE OF HARAHAN

*By Frank H. Mayo, Mayor*

*Just about a mile* above the Huey P. Long Bridge, on the East Bank of the Mississippi between Kenner and Shrewsbury, is the village of Harahan . . . a solid, conservative American small town, thoroughly representative of the little communities that form the back bone of our nation.

It is a friendly town of home owners, farmers and dairymen, which has faithfully supplied farm produce and vital milk to the inflated population of the New Orleans area; has sent mahogany processed by its workers to the fighting fronts in planes and PT boats; has furnished steel drums by the tens of thousands to the many theatres of war; and has worked hard and in harmony to help win the war so that other American boys can return home to hundreds of similar communities all over the nation.

Harahan, too, has its postwar project. It is on the Illinois Central and hopes to bring back to the village the railroad repair shops of this line.

Harahan would also like to extend its personal invitation to those who may visit New Orleans after the war—to come to Harahan and let the boys take you fishing and hunting in the sportsmen's paradise that is just back of and beyond Harahan.

## OFFICIALS OF THE VILLAGE OF HARAHAN

Seated, left to right: L. Julian Samuel, Attorney; Frank H. Mayo, Mayor; and Mrs. Anna Kielmann, Tax Collector. Standing, left to right: Philip Boudreaux, Alderman; John Contrado, Marshal and Chief of Volunteer Fire Department, and Joseph Crochet, Alderman. Inset: Ernest Baron, Alderman, is on leave of absence serving in the United States Army.



*DRINK*

*Louisiana Made Beers...*

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

NEW ORLEANS BREWERS  
ASSOCIATION

## OAK RIDGE DAIRY FARM



Oak Ridge Dairy Farm is owned and operated by Louis J. Badalamenti and is one of the finest Dairy Farms of its kind. It has all modern and up-to-date equipment and handles only Grade A Pasteurized Products.

It has cultivated pastures and produces its own feed which gives a higher standard of quality to the milk at all times. Our motto is "Quality and Cleanliness."

*Complete delivery service to the entire Westside*

1616 ELEVENTH STREET

HARVEY, LOUISIANA

Phone: Uptown 8294

LOUIS J. BADALAMENTI, Prop.

FRANK C. GILLIS, Mgr.

# WESTWEGO

*By R. J. Duplantis, Mayor*

*Westwego*, besides being a strong link in the chain of industrial towns that form Jefferson Parish and line the West Bank, is also growing fast as a seafood center.

There are five nationally known seafood shippers in Westwego, handling mostly crabs and shrimp. From Bayou Pero and Lake Salvador come the finest soft shell crabs in the world. From Barataria Bay, Caminada Bay and the waters in the lower end of the parish come the fine and famous Louisiana shrimp. Westwego brands of crabmeat and frozen shrimp are known all over the country and, taking advantage of the great demand for unrationed seafood during the war, this community is building up a taste for its products that is guaranteeing a permanent postwar seafood industry.

Indicative of the aggressive talents of this livewire, little town . . .

. . . This year, to facilitate the activities of the seafood canners that line the Company Canal and the boats that use it, this Westwego waterway was dredged deeper up to its termination at the highway. This was accomplished through the cooperation of the Police Jury officials, the officials of Westwego, the owners of the canal and the concerns operating on the Canal. A tremendous increase in activity on this Company Canal, a direct result of the increased demand for the seafood shipped from Westwego, made it necessary for this connecting link with the bayous and bays to be deepened for greater traffic.

Westwego has given to the war its full quota of both workers and fighters. It has contributed its blood and bought its bonds—and yet Westwego is not a war inflated town. It is a community with a postwar prosperity promise that is directly traceable to its solid industries that serve the country in both war and peace.

---

## OFFICIALS OF THE TOWN OF WESTWEGO

Seated, left to right: Roy C. Keller, Alderman; Clarence A. La Bauve, Alderman; R. J. Duplantis, Mayor; T. A. Adams, Alderman; Louis Marcomb, Alderman; and Henry B. Trepagnier, Alderman. Standing, left to right: Caesar Baril, Treasurer; Edwin J. Pierce, Secretary and Tax Collector; Frank H. Langridge, Attorney; and Jacob Gregory, Town Marshal.



# Shore Lines



Above: Two Jefferson Parish beauties are caught by the cameraman through a frame of Yucca, or Spanish Dagger. Standing, Marva Scioneaux of Gretna. Seated, Marie Chauvin of Westwego. Left: Marva Scioneaux stops in Rigaud's Lane to pose against a clump of Vetiver which grows wild on Grand Isle and whose roots are used in making rare perfumes.



Above: Maria Chauvin (on log) and Marva Scioneaux romp on the golden sands of Grand Isle. Below: Jeannette Morlas of Marrero (standing) explains a picture she has drawn in the sand to Muriel Tassin of Westwego.



Above: The bracing salt sea air and cool, refreshing waters of the Gulf put Marva Scioneaux in the mood for exercise.



# *The Longest Street in the World*



*By L. A. Borne, President*

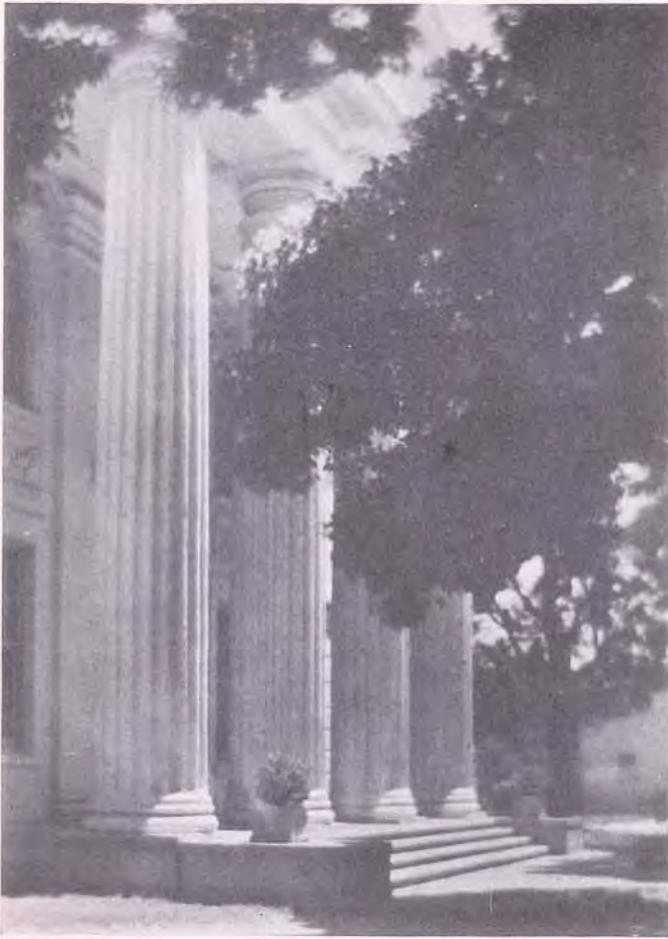
*Police Jury of Lafourche Parish*

This is the biography of our bayou and the parish whose destiny it controls. They share in common the name Lafourche, and, since each is an inseparable part of the other, we refer to both when we talk of either one. This story has been written for the stranger within our gates who, amazed at the infinite variety in this Parish of Plenty, naturally wants to know "how" and "why." We are going to try to describe, within the limitations of a few thousand words, what it took Ol' Man River and Father Time many thousands of years to prepare for our occupancy—and yours, when you, too, feel the lure of Lafourche.

**Foreword:** It has been not too long ago, measured by the life of the world and not yours or mine, when the Gulf of Mexico reached up as far as Port Gibson, just below Vicksburg. Around that point was the mouth of the Mississippi. There was no Lafourche. In fact, there was no Louisiana.

But the Mississippi was a busy river, bringing great mouthfuls of the fertile soil of what later became thirty states and part of Canada, spitting it relentlessly and unceasingly into the depths of the Gulf until it had a great expanse of soggy sediment built up that slowly attained the level of the sea and finally conquered it.

Through this alluvial plain of its own making the Mississippi kept inching its mouth farther and farther South. It threw the soft mud recklessly on both



On the banks of picturesque Bayou Lafourche, thirteen miles west of the Mississippi River and eighty miles north of the Gulf of Mexico is Thibodaux, the capital city of the parish—and in its center is this beautiful white pillared Court House, the seat of government of Lafourche. Here, the elected representatives of The Longest Street In The World are formulating their postwar plans for this Parish of Progress.

Those postwar plans include four new steel bridges, black topping of the road on the east bank of the bayou and the one from Golden Meadow to Grand Isle, water and gas all over the parish and a hospital and clinic at Thibodaux. See details in appendix.

sides of it in flood times. In a hurry to reach the sea and deposit its loot it forced several channels through its own silt. It so happened that sometime during those thousands of years, Bayou Lafourche was one of such restless channels, just as South Pass and Southwest Pass are today. And, Bayou Lafourche, like its impatient parent, when it heard the call of the blue water only a few miles ahead, split into two channels to get there faster. That is why it is called Lafourche—"The Fork."

As the Mississippi moved farther South and then East, it abandoned Bayou Lafourche as a main exit and left it to convert into rich fertile lowland the soil stolen from millions of square miles of the continent. Bayou Lafourche became a tributary and settled down into the job of consolidating the fertile acres its Robin Hood Father had capriciously but carefully carried for thousands of miles to build his beloved Southland.

Then passed more thousands of years. The soggy sediment settled into itself. The spring floods distributed it and the summer suns packed it. Trees and vegetation went into its construction and were compressed into minerals and fecundity. Often today, in drilling for oil in this Lafourche country, cypress logs that have successfully resisted the amalgamating process of nature are uncovered a thousand feet deep in the ground, proving that Bayou Lafourche had been working long and patiently before man could safely plant his cane or build his home.

But, when the white men finally came—the discoverers, the conquerors and the settlers—the Spanish and the French first—Bayou Lafourche was ready with land richer than the fabled valley of the Nile. Today, along Bayou Lafourche is the most thickly populated rural section in the United States. And, because life and traffic follow its banks from one end of the parish to the other it is known as "the longest street in the world"—65 continuous miles

with dwellings and farms so close together that it is claimed you can toss a baseball from house to house along its entire length.

---

**Let's make** a mental map of Lafourche Parish before we attempt to explain its people, its products or its points of interest. It is a long narrow parish, with the bayou, which controls its shape, flowing through its whole length practically in the middle.

In the old days, the bayou itself was the only road, but today it is flanked by a fast, modern highway on one side and a gravel road on the other. The paved thoroughfare is anchored six miles above Thibodaux, the largest town and the parish seat, at the upper end, and at the Leeville oil field at the lower end.

On the way from New Orleans, following Route 90, you enter Lafourche Parish at Bayou des Allemands, and, about ten miles farther, at Raceland, you meet Bayou Lafourche and this highway mentioned above. From there, either to the right or the left, you are on the famous "longest street in the world." It is a combination water and land highway, part of which connects with the Intracoastal Canal, at Larose to the left, part of which is the Old Spanish Trail to the right, but all of which is the most concentrated example of nature's desire to be generous that it has been man's good fortune to discover.

Here, along this bayou and this highway, in an area less than one hundred miles long and never exceeding fifteen miles wide, is a section of the earth's surface so rich that Lafourche is famous for its mile after mile after mile of closely packed "acre and plenty" bayou edge farms . . . and huge, profitable plantations.

**The Romance of Rienzi:** A good place to start our story of Lafourche is in 1796, when Queen Maria Louise of Spain sent her architects to Bayou Lafourche to build Rienzi, the beautiful plantation home which still stands. It was to be her home in Louisiana—but why Lafourche? She had ordered it landscaped and decorated to her specifications—for what purpose?

Political, perhaps, was her motive. But sagacious was her choice of location. Up to that time, only the Acadians were here in any quantities,

Rienzi, in Thibodaux across the bayou, is one of the most romantic and historic homes in all Louisiana. Different in architecture and character from all its aged neighbors, it stands as one of the few surviving physical relics of the regime of the Spanish Governors.





At the left is the plant of Valen-  
tine Sugars, and above is a photo-  
montage symbolizing the evolution  
through chemistry of molded plastics  
from bagasse to finished products.  
See story on page 201.

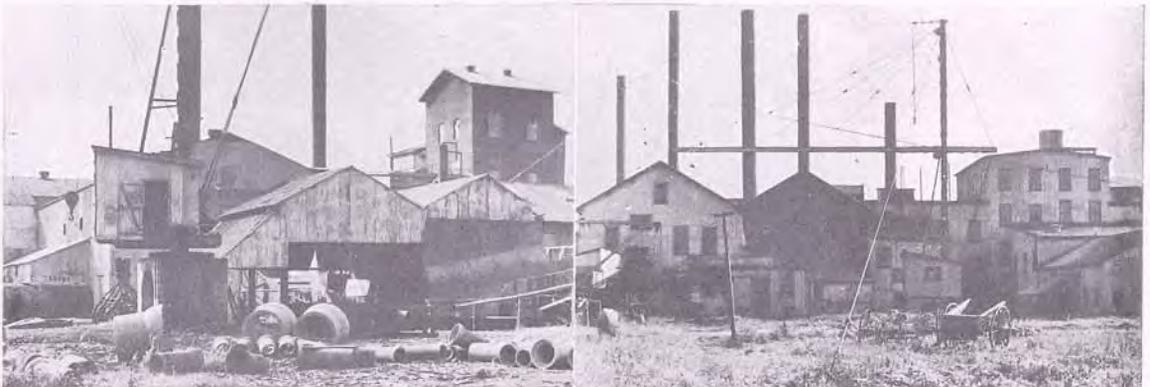
those French refugees from Canada and Normandy who had found sanctuary in Louisiana and Lafourche and were prospering with their little holdings. But great events were transpiring elsewhere in Louisiana, and Her Majesty seemed to be well advised.

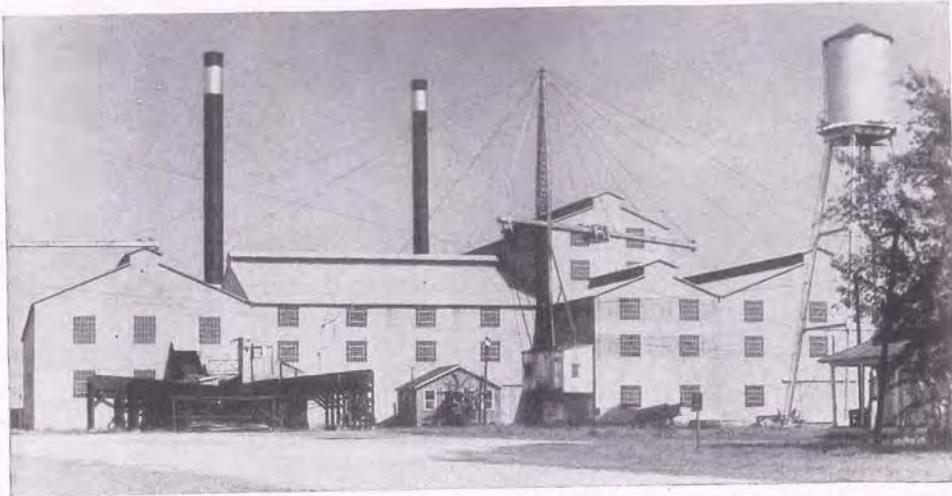
Only three years before, Eli Whitney had invented the sawtooth cotton gin. Only one year before, DeBore had discovered the secret of granulating sugar. Rienzi was the symbol of the effect of those events upon this lovely bayou.

The growing of cotton and the planting of sugar cane had suddenly become big business in the South. The land along the Mississippi was already taken and owned, so the big plantation owners cast their eyes on the territory immediately adjacent to it—this rich soil of Bayou Lafourche—to expand their holdings. And, as they began to realize that this locality was ideal for the raising of cane the Sugar Bowl of Louisiana was discovered and Lafourche was, and still remains, its heart.

Today, as you visit Rienzi, now owned by Jean Baptist Levert, setting amid its 2,000 acres; as you are told that the first story of this beautiful house was

At the left below is the plant of Realty Operators, Inc., at Greenwood . . . and at the right is the plant of Caldwell Sugars, Inc., at Laurel Grove.





This is Lafourche Sugars on famous Leighton Plantation, the home of "Fighting Bishop" Leonidas Polk, who officiated at the St. John Episcopal Church on Jackson Avenue in Thibodaux before going to fight for his beloved South. Leighton's 2,000 acres are located about three miles above Thibodaux on the west bank of the bayou.

originally pillars twelve feet from the ground under which rolled the royal equipages of Governor Miro and Baron Carondelet; as you view the massive folding doors between the parlor and dining room, eighteen feet high and three inches thick; as you realize that Royalty ordered this built in the midst of a wilderness when proud New Orleans offered every luxury and comfort of the day, you will begin to see that even back in those primitive times Lafourche was worthy of respect. Not only the simple Acadians, who loved the land, but the astute nobility, who loved what the land would bring, had each in their different ways foreseen the great fertility and future of this simple bayou.

This is an aerial photo of Godchaux Sugars at Raceland, the crossroad of the parish. To the visitor and newcomer this view from above gives an impressive conception of the waving acres of cane that are the pride of Lafourche.





An aerial photo of the Georgia division of the South Coast Corporation at Mathews, which comprises over 15,000 acres of cane growing land and in the refinery of which can be produced 650,000 pounds of refined sugar per 24-hour day.

The old sugar plantations, as such, have disappeared. But on many of their sites are the internationally known present day sugar factories of Lafourche Parish: Caldwell Sugars, Inc., at Laurel Grove; Lafourche Sugars on famous Leighton Plantation, the home of Louisiana's "Fighting Bishop" Leonidas Polk; Godchaux Sugars, which you see at Raceland, as you enter the longest street in the world, if you are a visitor from the north; Realty Operators, Inc., at Greenwood; South Coast Corporation at Mathews; and Valentine Sugars at Valentine, six miles below Lockport.

Bayou Lafourche at Lockport. Notice the modern steel movable bridge that accommodates both land and water traffic.





This is an aerial view of Thibodaux, considered the neatest and prettiest little city in South Louisiana. You are heading toward Raceland out through the top of the picture and you have just come from Donaldsonville at the bottom.

More later about these modern sugar factories and the amazing things they are doing today. Sufficient right now to tell you that over 31,000 acres of sugar cane were planted and will be harvested this year in Lafourche Parish. Cane is still King!

For close to a half century there was the friendly clash of two economies in Lafourche. The large plantation owners, who wanted the holdings of the original Acadian settlers for their expanded operations, and who persuaded many of them to sell, tried to crowd from the coveted bayou edge the remain-

This is Raceland—and here, in this aerial view, you can see how thickly settled is the bayou bank for miles and miles and miles.





Here, at Lake Long, in back of Lockport, is, in addition to 11 oil producing wells, the largest individual gas field in the world. The photograph shows the office and warehouse of the Fohs Oil Co.

ing farmers who loved this land and would not leave it. During the Golden Age of the South, between 1800 and the War Between the States—the era of the steamboat, great plantations, slaves and good times—they lived together, both using the bayou as their common highway, both disagreeing with the other's mode of life, but both loving the South and especially Lafourche.

Speaking of steamboats, you would have fallen in love with "The Eagle," the puffer that negotiated Bayou Lafourche in those romantic days, serving both little bayou farmer and great planter. It was operated by a typical bayou man, who would await patiently, on his way to New Orleans at any point along the route, for delayed freight or a late passenger, but who rang the bell belligerently when it was time to start back from New Orleans. He wanted to get back home.

Time finally decided the land differences of Lafourche. The big planters, economically eliminated by the abolishment of slave labor, disappeared from the bayou and the little farmers came back into their own. They began raising cane alongside their big cane growing neighbor—and both sent their harvest to a centralized refinery.

Today, other crops vie with cane in Lafourche, all of which are the products of the many little farmers that line this bayou. Lafourche is the greatest Irish Potato growing parish in Louisiana. More corn is shipped from this parish than any other in Louisiana. And, it is fast becoming a center for shallots and beans.



From Golden Meadow to Leeville, shown here, are concentrated 297 producing oil wells. In the balance of the parish, located at various other points, are 133 more. Yes, Lafourche Parish is one of the top petroleum producers of Louisiana.

Oil is moving east from Texas. Lafourche has found itself in the path of inevitable progress and now points with pride to 430 towering derricks.

This is the entrance to Clovelly Farm. The area you are looking at is at least a foot and a half below the level of the bayou beyond. It was 2,500 acres of swamp until man's ingenuity and patience reclaimed it.



So, let us tell you a little about the Bayou Lafourche farmer as he is today—independent and self sufficient—wanting for nothing, because he can practically raise or catch anything he wants.

In Lafourche, if you buy property, you will want it to front on the bayou. This is elementary. This explains the thin strips of land of different ownership that butt up against each other, like the slices in a loaf of bread, for mile after mile up and down the bayou.

In other parts of the country, when property is divided or sold, it is portioned off into squares, or rectangles or even triangles. But in Lafourche, property along the bayou is always sliced at right angles to the bayou. No matter how little the piece of property that is sold or bequeathed, one edge must be bayou bank. This began way back in those pioneer days when the bayou was the only ingress and egress. Without a bayou outlet or inlet a property owner would have been helpless.

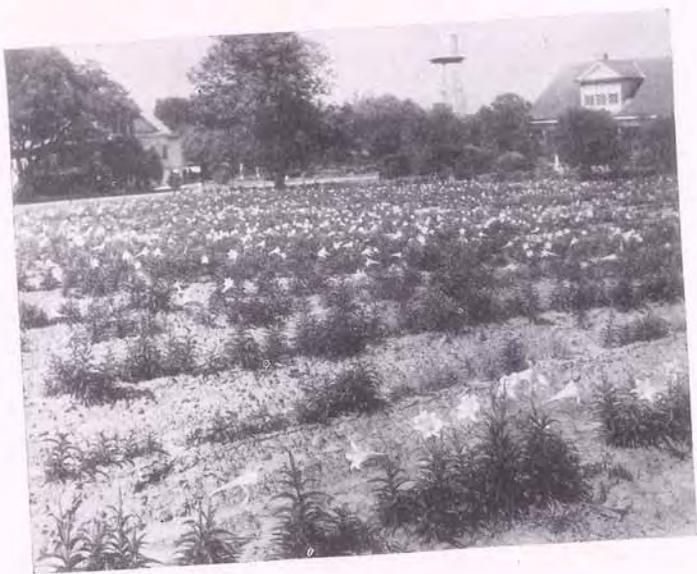
But, the same situation still holds true today because the road runs parallel with the bayou and if the property owner has access to the one he has access to the other. This is the explanation, then, for the closely packed properties of Lafourche and the statement that this is the heaviest populated rural district in the United States. Ninety per cent of the people of Lafourche Parish live on the bayou's bank.

Now that you know a little about the Lafourche farmer, who, nine times out of ten, lives on the bayou, who is the backbone of the parish and who

### The Rolling Store!

When you see it you know you are on The Longest Street In The World. This young lady is buying a pair of shoes. The store rolled right up to the steps—all she had to do was come out with her stamp. No waiting in line here. You simply go about your housework until the store comes rolling along.





This year Lafourche Parish took the lead in Louisiana in the growing of Creole Lily bulbs, a small but important industry which Japan has lost unconditionally to the South in this war. You are looking at four acres of these beauties on Clodilda Plantation belonging to Frank Barker. See story on page 205.



These are the boats of Bayou Lafourche. In the foreground is the pirogue, as indispensable to the bayou dweller as lipstick is to a lady . . . and, incidentally, the oldest inhabitant of the parish. It came with the Indian and glided out to meet the first white man just about in the same shape it is today. Beyond are the fishing craft—three sizes for two different purposes. The smaller pair are luggers that operate in the lakes, bays and shallow gulf water. The large lugger in the background will cruise out fifty miles in the Gulf of Mexico, pursuing the jumbo shrimp.



"An acre and plenty!" The bayou bank is famous for these neat, white homes of fishermen—or trappers—or farmers who, on their patches of ground and with their two hands and the help of their family earn a good living, set a little aside, educate their children, are happy and independent.

often is also fisherman, trapper, mechanic or even President of the Police Jury (and I mean me)—the next important thing is to make you acquainted with the main stops along this longest street in the world and tell you how its towns and communities came to be and how they fit into the life of the parish.

At the upper end is Thibodaux. There was a time, back in those pioneer days of Lafourche and Louisiana, when this particular settlement on the bayou was the only important town between New Orleans and the Teche country and between the Mississippi and the Gulf of Mexico. It was the sole trading post in that whole area. And, it has never lost its leadership in Lafourche as the commercial center of the parish. It is the parish seat.

At the lower end is Leeville. It is not a town. It is a community of oil derricks. You can count nearly a hundred from the road. For this is one of Lafourche's oil fields, another generous gift of Nature, who was not satisfied to have bestowed already upon us the richest soil in Louisiana.

About fifteen miles below Thibodaux is Raceland. For all practical purposes Raceland is the midpoint of Lafourche Parish. For here is the only east and west, north and south crossroad on this longest street in the world. Here the New Orleans to Houston route intersects with Bayou Lafourche. To the left is the Gulf of Mexico and to the right is the Mississippi River at Donaldsonville, beyond Thibodaux. Around this important crossroad has developed a thriving little community. Here also is located Godchaux Sugars' Lafourche plant.

Below Raceland is the sugar cane community of Mathews, where is centered the Georgia division of The South Coast Corporation, which now has 4,661 acres of its own cane under cultivation in Lafourche.

A few miles farther is Lockport where Bayou Lafourche, until the present completion of the cutoff at Larose, became a link in the Intracoastal Canal. Lockport might be called the Capital of Lower Lafourche. It is an aggressive, business-minded town.

Then comes Valentine, where is located the plant and plantation of Valentine Sugars, and a few miles farther on is the community of Larose where the Intracoastal Canal crosses Bayou Lafourche. At Larose, not many months ago, they raised \$2,800 in two days in voluntary contributions from the farmers and fishermen for a War Memorial. There have been many casualties in this Parish of Lafourche, and the people are both patriotic and proud of the record of their bayou folk on foreign shores.

Next is Cut Off, where a bridge across the bayou has centered a community, and finally Golden Meadow, where is concentrated the shrimp and oyster industry of lower Lafourche Parish.

Now, you begin to get a better picture of this parish. We started you out with sugar cane—but we ushered you along swiftly, because we didn't want you to impulsively come to the conclusion that Lafourche is simply a superior farming area. Now you know it is also rich in oil—a famous shrimp and oyster center—an important segment in the inland waterways system that saved the nation when the Axis subs had our sea going oil tankers bottled up in port—and . . . here is more that we haven't intimated until now . . .

. . . back of Lockport is the largest single gas field in the world (Lake Long) and back of the bayou, its whole length, are the swamplands, rich hunting ground for the trappers. Just to refresh your memory, Louisiana is the greatest fur producing state in the nation, its annual volume of pelts exceeding the combined catch of Alaska and Canada. And, of the 64 parishes in the state of Louisiana, Lafourche ranks third—with emphasis on the skin



Lafourche is a parish where youth is considered our greatest asset, where education and recreation are judged equally important. This is Foray's Dance Hall in Thibodaux, a popular rendezvous for Lafourche's future leading citizens.

of the marsh hare, or muskrat, or *Fiber Zibethicus Mundæ*, if you happen to like Latin titles.

And finally, up around Thibodaux are important industries, one of which is helping to mechanize the cultivating and harvesting of sugar cane and which was instrumental in saving the 1944 crop when labor was unobtainable and the harvest wouldn't wait.

At the end of this story of Lafourche is an appendix of statistics—figures on all these things we are touching lightly now. But we don't want to bore or bother you with figures yet. We want you to appreciate Lafourche, to get a mental picture of it first. Then you will be ready to fit the figures into the story.

Before we forget it, we want to tell you something else intensely interesting about Lafourche. At Thibodaux, the land is 12 feet above the level of the bayou. At Lockport, it is only nine feet and at Golden Meadow it is only 2 feet. In spite of this seemingly dangerous flood margin, levees are no longer necessary along Lafourche because it was severed from the Mississippi at Donaldsonville in 1902. It has only the drainage of its own bayou land to carry to the sea. And so, Lafourche Parish is free of the spring inundations that would be its lot were it still joined with the tempestuous river.

So, realizing that all along the Bayou every piece of property is only a few feet above the water level, you will be intrigued by the fact that the largest individually owned farm in the parish is constantly a foot and a half below it.

This is Clovelly Farm, only a few hundred yards from the highway at Cut Off. It is completely diked on all four sides—a little Holland in Lafourche—2,500 acres reclaimed from the swampland and kept free from flood by three powerful pumps that can remove 164,000 gallons a minute and can control a seven inch rainfall without hurting the crops.

This farm is 30 years old and has been operated all those thirty years by Robert Morrison, who, at present is Vice-President of the Louisiana Irish Potato Association and a member of the National Industry Advisory Committee to the OPA and W. F. A. The farm is owned by the Scullys of Illinois.

On this Clovelly Farm in 1944 was raised the only cotton in this part of Louisiana—five hundred acres of excellent weevil-free hundred dollar bale-

to-the-acre cotton. In this same year, Clovelly Farm produced 500 acres of corn with a 45 bushel-to-the-acre yield; 600 acres of sugar cane, 27 tons to the acre; 200 acres of Irish Potatoes and 200 acres of truck vegetables.

Clovelly Farm supports about fifty families and has a little community population of about 300 people. This farm ships 50 to 60 carloads of Irish Potatoes a year and sells 4,000 to 5,000 bags of seed potatoes to the rest of the industry, even as far away as Cuba and South America. Fifteen years ago, on Clovelly Farm, CP 2817 sugar cane, that helped save the industry when Louisiana cane was attacked by the mosaic disease, was developed from a plot of 30 feet to 30 acres in eighteen months.

That is farming on a large scale in Lafourche. You will want to visit Clovelly as well as the Frenchman on the other side of the bayou with his farm, one arpent front and forty arpents deep. Both are Lafourche.

And, just as much as the farmer is Lafourche—so is the fisherman, whom you will see in his boat anywhere along the bayou, but especially at Golden Meadow. Believe this or not, although Thibodaux is the largest town, one-third of the votes in the last parish election were cast from Ward 10, which is Golden Meadow. In this area is a great part of Lafourche's population and prosperity. Upper Lafourche belongs to the farmer—but in Lower Lafourche the fisherman is boss of the bayou.

This is one of the common sights of Lafourche—a tug and tow through the Intracoastal Canal at Larose. It was this Intracoastal Canal and tugs like this and low, squat oil barges which saved our country—which carried vital oil to the Eastern Coast when subs had our sea-going tankers effectively bottled up in the Gulf of Mexico. The world will never realize the important role the poorly publicized inland waterways played in this war for our very survival.



The Catholic Church at Thibodaux, considered the most expensive rural church in Louisiana, costing over a half million dollars in 1920. In Thibodaux there are four churches for white people and six for colored . . . and places of worship dot every community the length of the Bayou.





This is beautiful Acadia Plantation, located just outside Thibodaux. It was formerly owned by relatives of Francis Scott Key and later by the Bowie brothers, who left here to take part in the Texas battle for independence and one of whom invented the famous knife which bears his name.

*Lafourche Parish* is one of the oldest in Louisiana. It is rich in historic lore, but we have time to tell you about only a few of its famous sons who have written their names large in the records of the South. We will tell you merely about those whose homes still remain. You can still visit these places and, as you look about, can reconstruct in your mind the splendid heritage that has come down to us from previous generations of bayou men.

Not far from Thibodaux is Leighton Plantation, where is now located Lafourche Sugars. In 1944 a monument was erected to its former famous owner and master—Fighting Bishop Leonidas Polk who left the pulpit of St. John Episcopal Church on Jackson Avenue in Thibodaux to become first a Major General and then a Lieutenant General of the Confederate Army. He repulsed Grant at Belmont; commanded the 1st corps at Shiloh; conducted the retreat from Kentucky; joined Johnston in opposing Sherman's March to Atlanta; and was killed while reconnoitering on Pine Mountain.

Also, just a few miles north of Thibodaux is the home of beloved Chief Justice White of the United States Supreme Court. This has been converted into a Memorial.

Then there is Ridgefield, destroyed by fire a few years ago but rebuilt exactly as it was before. This little home, not much more than a cottage in its grove of live oaks, situated on 1,200 acres near Thibodaux, was the home of two of the most illustrious families in the annals of Louisiana. No true records reveal the beginnings of Ridgefield, but it was a landmark in 1834 when it passed into the possession of the hospitable and genteel Guion family.

To the Guion home came to court pretty Caroline Guion a young man who soon married her—Francis Tillou Nicholls, who later became a General in the Confederate Army, was twice Governor of Louisiana and finally Chief Justice of the State Supreme Court.

The story of Francis Nicholls is worth retelling. It is thrilling, dramatic, and will give you an idea of the type of public men begot by the bayou.

He was a West Point graduate, so, when the War Between the States broke out, he left his law practice and his new bride and organized a company of infantry of which he was elected Captain.

An indication of his high character was demonstrated early in his military career. His men had enlisted for only one year, but when the company

was taken to New Orleans to be formally mustered in, they were informed that they would have to serve for the duration. This created a spontaneous dissention among Nicholls' volunteers, and he overheard one of them remark that he, being a West Pointer, was merely planning to use their friendly cooperation as a stepping stone to his own glory and promotion!

Quietly he called his men together and told them that if they would accept the Army's terms of enlistment he would not only remain with them throughout the war but would accept no higher rank than his present captaincy. Appeased, the men accepted and they became a part of the Eighth Louisiana Regiment.

A short time afterward the regiment needed experienced officers and he was offered command but, true to his pledge to his men, he refused. It was only after they had voluntarily signed a paper unanimously urging him to accept that he agreed to take the Colonelcy of the regiment.

At the same engagement near Chancellorsville, where General Stonewall Jackson was wounded, a bullet shattered the elbow joint of Colonel Nicholl's left arm. In a futile attempt to save it, an operation was delayed a week. Too ill to be moved, he was left at a farmhouse when the brigade withdrew and in May of '62 he was captured by Union troops.

With one arm gone he was exchanged the following September. His regiment had been cited for conspicuous gallantry and when he returned to duty he was promoted to Brigadier General.

A second time he was wounded in action, when a piece of shell, passing through the body of his horse, severed his left foot. He lay for hours in the darkness and in the confusion of battle before his men found him. By some strange miracle his leg had not bled and this saved his life.

Thus deprived of both limbs on his left side, he was able to grimly repeat, in one of his letters years later, when he was named Chief Justice, a jest started by one of his friends—"that he was too one sided to be a judge."

Returning to law practice after the war, he steered clear of politics in the dark days of Reconstruction. Office holding was merely an empty ges-

Below, on the left, is an example of the intensive cultivation of Lafourche's fertile bayou banks. Notice that this man's garden runs right down to the water's edge. And, on the right, is a common sight in this Parish of Plenty—Irish potato digging. You see, we plant more of these tubers than any other parish in the state.



ture. So thoroughly were carpetbag policies entrenched that even the chief executive of the State could be only a figurehead. And, fighting Francis Nicholls was not the type of man to be anyone's' catspaw or the servant of any corrupt group, no matter how strong.

It was not until 1876 that he was induced to run for Governor. And the speech that put his name in nomination has come down as one of the shortest and most dramatic on record.

"Gentlemen," said his sponsor, "I wish to put into nomination all that is left of Francis Tillou Nicholls."

But all that was left of Nicholls carried the election by more than 8,000 votes, an imposing majority in those days. That, however, was not election. The Republican returning board brazenly declared his opponent the winner—and Nicholls had another fight on his hands. With his accustomed quietness, courage and determination—although the opposing forces were in possession of the State House—Governor-elect Nicholls had himself inaugurated at New Orleans. All over the state the people pledged support, his adherents occupied the police stations, the arsenal and the Cabildo, and the opposition, against this resolute show of force, backed down.

For the first time since the end of the War, a legitimate government of the people was in office in Louisiana and the reign of the carpetbaggers was broken by the boy from Bayou Lafourche whose stirring words the schoolchildren of Louisiana have often since read in their schoolbooks: "At no time and under no circumstances will I permit one of my hands to aid in degrading what the other was lost in seeking to uphold, the honor of my native State."

The last two years of Francis Nicholls' life were spent at Ridgefield amid the quiet and serenity of those same majestic oaks you see today.

*The home* of another Governor which Lafourche gave to Louisiana is at Thibodaux, the town named after him—Henry Schuyler Thibodaux. At 408 Jackson Avenue, also in Thibodaux, is the old home where Henry Clay was entertained by the people of Lafourche during his candidacy for President of the United States. And, in the old Thibodaux Catholic Cemetery are the graves of John Dalton Williams, the Irish poet; Dr. Pierre Rouanet, the French physician and scientist who discovered heart pulsation; and Governor Edward Douglas White, father of Chief Justice White.

From Bayou Lafourche have come a steady procession of public spirited men who, in both war and peace, have proved that Lafourche always was a community that is interested in and will faithfully contribute its share to the great nation of which it is a tiny but very vital part.

Yet, in spite of this historic evidence of active participation in our national destiny, the rest of the country knew little of Lafourche for nearly two centuries of Louisiana's existence.

Knowledge came with good roads about fifteen years ago. Not so much that the bayou folk could get out—but that people from other parts of the country could get in. Not so much that these French people could easily leave their beloved bayou bank by fast car—they don't want to leave—but so that other dwellers in other parts of the nation can visit them and see how happily and prosperously they live—and perhaps join them.

There was a time when Bayou Lafourche was a little world of its own. Travel was entirely aquatic. Alex Melancon of Larose, whose newspaper writings of the people of Lafourche have made thousands well acquainted

with these friendly French, says: "If we had to go to New Orleans in those days, before good roads, there were the weekly freight boats that brought drygoods and groceries to the bayou store.

"The crops and the seafood marked our seasons. It was late spring when the boats began loading sacks of potatoes for the old French Market. Green corn soup signaled that summer was at hand, and when the luggers with their triangular red sails appeared, loaded down with oysters just gaffed from the Gulf of Mexico, we knew fall was drawing near.

"All this while the sugar cane was sprouting in the fields; from the first thin showing of green among the stubble as soon as the Lenten winds began to blow, to the emerald of the fully grown cane. And there was always the excitement of the *roulaison* when the itinerant negro workers descended upon the plantations and farms to swing their knives and sing lustily in the fields." (Note: There is a strange attraction in cane cutting to the Lafourche negro. Even today, highly modern and up-to-date domestic colored servants leave their house jobs and head for the fields when cane cuttin' time comes along. Maybe its the rhythm of the swing—a sort of sugar samba.)

Continues Melancon: "We set our days by the melancholy steam whistles that called the workers to their jobs in the roaring sugar mills, and on Saturday nights, having made a payday, we never missed a chance for a sugar party. The girls would laugh and squeal at the sight of the bubbling juice where syrup was in the making, and if there was a little amorous dawdling in the dark, no one was really very censorious.

"The neighbors never were far away. Aloofness was not a characteristic of the people whose small farms ranged the length of Bayou Lafourche. We would call across the fence and someone was always within hearing of our voice.

"We thought no week was complete that did not find the entire family attending the Saturday night dance. And no matter how late it lasted, we managed to awake in time for early Mass on Sunday.

"We lived close to the church and could walk there, but there might be relations from Cut Off who drove their spring wagon to Larose the night before and came to spend the day with us. As we stood in front of the church waiting for the bell to ring we would watch the carriage of a family from a plantation drive up and disgorge its load of people.

"The carriages were most impressive in contrast to the buggies and carts that brought people from two and three miles away. Those who came from

This is White Plantation, the birthplace of one of Lafourche's great citizens — Chief Justice White of the United States Supreme Court. It is located five miles north of Thibodaux and is now a memorial.



# Education in Lafourche



This is the picture story of what we are doing for our young people—and what they are doing for themselves—in Lafourche Parish. Reading clockwise and starting with the photograph at the top of the page and then jumping across to the next page, and on around, we present picture proof:



At the top—The Thibodaux High School Rifle Club, a member of the National Rifle Association.

Across the page—The Thibodaux High School Band.



Next right—The school bus that picks the children up and brings them back . . . one of 35 in the parish.

Next below—The 1944 Lafourche Football Champions—the team of Thibodaux High.





Next below—These lads of the Thibodaux High Vocational Agriculture Department show how to raise corn on the hoof.

Extreme right below—4H Club beef cattle demonstrated by Clayton Folse, Raceland; Freddie Delaune, Lockport; Samuel Pertuit, Raceland; Hazel Pitre, Cut Off; and Eugene Fontenot, Jr., Golden Meadow.

Next left—Commerce Department of Thibodaux High where 175 children are trained in commercial subjects.

Next left—Chemistry Class at Thibodaux High.

Next left above—An agricultural workshop group at Raceland.

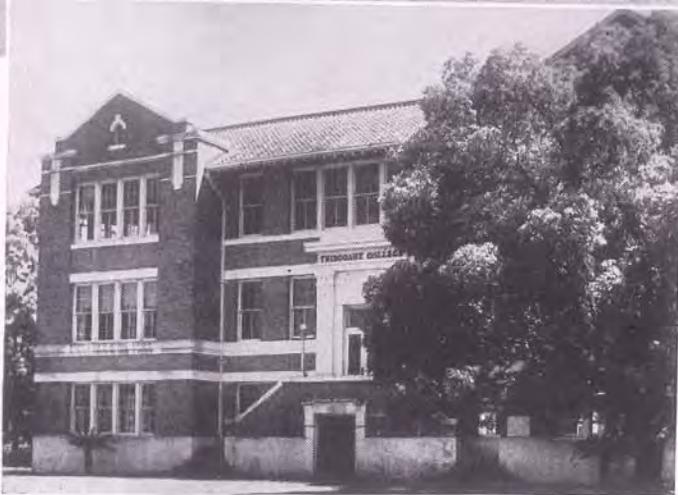
Next above—A home economics class at Larose.

Next above—Thibodaux Elementary School—the first modern public school building constructed in Lafourche parish. Built in 1911 and still in excellent condition.





The High School at Golden Meadow. In 1916 there were two teachers in this town. Today there are 28 with an enrollment of 1,026.



This is Thibodaux Catholic College, with High School rating. Also in the parish is the Mount Carmel Convent at Thibodaux, with High School rating; the Holy Savior High School for boys and girls at Lockport; the St. Luke Negro Convent in Thibodaux for both boys and girls, with Junior High rating; and the C. M. Washington Training School for Negroes in Thibodaux.

enormous distances were praised for the sacrifices they made to attend church."

But—the good roads *did* come to Lafourche. The levee banks were packed down and a hard ribbon of progress was laid along the bayou edge the length of the parish and here is what happened: trucks replaced the steamboats that once swung their gangplanks to the bayou bank to deliver supplies to the stores. The backyard bake ovens disappeared and the baker's truck appeared in its stead. The little one room schools became large centralized buildings to which yellow school busses brought alert bayou boys and girls. Always a parish of bridges—mostly small hand drawn ferries of floating pontoons opened and closed by a cable wheel laboriously worked by hand—Lafourche now secured new bridges that operated mechanically.

Poverty was never a problem in this parish, but the new roads brought new prosperity to the entire length of Bayou Lafourche. A quicker, handier market brought more money into the pockets of the bayou dwellers—but, peculiarly, the outside world was more amazed at the richness of Lafourche than Lafourche was amazed at the wonders of the outside world.

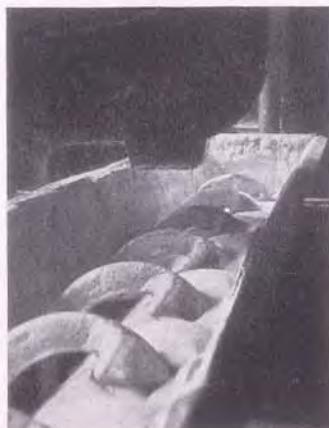
The fishermen merely bought larger boats. The farmers bought automobiles. The people increased their standard of living but did not permit outside contact to destroy their community life, their love of their bayou homes, or their native shrewd ability to balance economy and contentment. Lafourche is one of the finest examples in the country of a community's ability to retain the best of the old and adopt the best of the new.

In came education, transportation, industry and business. But inviolate remained the closeknit family life, the neighborly spirit, the inherent honesty and the individual independence that are as much a part of the people of Lafourche as the bayou itself.



## *This is the Saga of Sugar*

There is the beginning—winter's waving cane with the wild ducks winging Southward. There is the cane cutter at day's end and his philosophical spouse. There is the cane itself moving down the bayou to the hungry jaws of mighty machines that cannot taste the sweetness of its juice. There it is being unloaded at the mill. There it is after being pounded and pressed and purified and pushed through the painstaking processes of production—and there it is stacked high for delivery to people who have never crunched raw sugar cane in their teeth, who have never witnessed the rhythm of the cutting or followed the green fields of growing cane with fascinated gaze. And—finally—the end—the bagasse—the sweetness gone, but not its usefulness. Science still demands what our taste rejects.





This is typical of the comfortable, modern homes that the bayou dwellers are building today. Part of the postwar plans of Lafourche call for natural gas and plenty of water all over the parish. Electricity is, of course, everywhere. Even the bayou houseboats are wired for electric light. Comfortable independence is the watchword of The Longest Street In The World.

*The whole story* of the transformation of Lafourche from a secluded community that was chained to the boat landings of its own bayou to the most thickly populated rural district in the United States, connected by fast highway with the world sea and airport of New Orleans only an hour away, is contained in the account of the bayou general store.

There was a time when the folks on the bayou followed the storekeeper. Now the storekeeper follows them.

In the early colonization days, wherever a merchant set up his trading center on the banks of the bayou, that was where the homes congregated. Because, at the merchant's wharf the steamships stopped and the barges loaded. That was where business and activity gravitated.

There was quite a community at Leeville before the storm of 1909. But after the storm, one of the merchants moved up the bayou to a point which he considered sufficiently safe from future damage. The spot he selected is now Golden Meadow, but there was nothing there then except bayou bank. In 1915, the only remaining merchant in Leeville followed suit. The customers of both followed them—and that is why Golden Meadow is situated just where it is. The bayou folk moved closer to their trading center and a new fishing community was started.

Today, however, with roads on both sides of the bayou, the mountain has found it advisable to go to Mohamet. The merchant now goes to his



In many parts of the parish, the new homes being built are reminiscent of the old plantation homes. We are proud of the dignity and beauty of our ante-bellum architecture and are trying to preserve the plantation heritage that was so much a part of Lafourche in that hectic half century between the Louisiana Purchase and the War between the States.

customers, by means of what is one of the most distinctive features of Lafourche Parish—the Rolling Store.

There are at least a dozen and a half different rolling stores, operated by different merchants, which now serve Bayou Lafourche. They start out from the main store and make a trip that usually takes one day out and one day back. This trip is repeated three times a week.

These trucks, or rolling stores, contain a fair representation of everything the parent store handles—from beans to brassieres. Shoes are fitted, dresses tried on and the whole house equipped right at the side of the road. The "Rolling Store" driver knows who his customers are. He slows up in front, blows his horn. Out come the ladies of the house and barter begins. In the old days he used to carry back as much in the way of produce as he had carried out in merchandise, but in these days money itself is the common medium of exchange. It is not uncommon for a "Rolling Store" to do several hundred dollars in sales per day. It all depends on the season—if the crops are in or if the shrimp are running.

This is the old home of Levy Collins at Golden Meadow. How it happens to be here when it was originally built at Leeville is one of Lafourche's tall but true tales.

When the storm of 1915 hit the Gulf area, Levy Collins' home at Leeville (this one) was torn loose from its foundation and disappeared, riding the flood waters. It floated for 9 miles and when Levy discovered where it had stopped in Golden Meadow, he simply bought the land and settled there himself. So much easier than trying to take the house back to Leeville.



*Do you remember*, early in this story, that I said we would come back to "sugar" later and tell you the amazing things we are doing today in Lafourche with the products and by-products of cane? Well . . .

After the War Between the States, the sugar industry in Louisiana was paralyzed by the destruction of crops and by radical labor readjustments. But within ten years several large refineries were constructed, into the design of which went every modern improvement then known in the manufacture of sugar. Sugar, itself, in those struggling years of reconstruction was working itself out of the "luxury" into the "necessity" class, and, in the "Sugar Bowl" of Louisiana and Lafourche, the planters and refiners struggled along with it to make the raising and processing of sugar keep economic pace with the increasing demand and world competition.

By the turn of the century, the sugar industry was again thriving and continued to do so until after World War I. Then suddenly cane yield declined to a low of six tons per acre, not enough to cover the cost of planting



---

This is one of the interesting sights along Bayou Lafourche to the stranger—this foot operated bridge at Cut Off. Comes a boat up or down the bayou, the bridge must be opened. So, up on this little platform climbs the bridge tender, pedals it patiently open and then pedals it patiently closed. He does more walking without getting anywhere than any inhabitant on The Longest Street In the World.

---

and harvesting. Discouraged planters began selling out. Some of the old timers said the climate was changing or the soil was exhausted. But the logically minded men discovered by scientific analysis that the Louisiana cane was succumbing to the dread mosaic disease and other crop parasites and pests. At the same time they learned that the Dutch in Java had, by continuous painstaking efforts over the years, developed varieties of sugar cane that were not only large in yield, high in sugar content, but would successfully resist this same mosaic disease which was ruining our crops. So, in the twenties, the tremendous job of converting Louisiana farmers and planters to the new varieties of P.O.J. cane from Java began. Slowly, steadily, but surely planters, brokers and bankers were convinced and came back with a new surge of vitality for the second time in a hundred years.

The ten years from 1935 to 1945 have been the most productive and profitable in the history of cane in Lafourche and Louisiana. From the low point of six tons per acre just after World War I, the Louisiana average for the last three years of World War II has been over 20 tons per acre. Sugar cane is King and the King still reigns. As these words are being written the AAA is urging Louisiana planters to put 10,000 more acres in the raising of sugar cane.

In Lafourche every phase of the evolution of sugar is represented, from the growing of the cane to the manufacture of the finished and finest granulated product. Also, in Lafourche at Thibodaux, is located the Thomson Machinery Company which has been a leader in the mechanization of the harvesting of cane. The Thomson cane harvester is self propelled, shaves the cane about an inch from the ground and cuts the tops, laying the cane across the rows for the mechanical loader to come later and pick up. A recent development in the Thomson harvester is the laying of three rows of cane in the first row cut, thus effecting a two-thirds reduction in the pick-up labor required.

---

This is the Francis T. Nicholls home described and discussed on page 190. Although destroyed by fire, it was rebuilt about five years ago following the same original plans. Its site and its history are interesting to every visitor who has heard of this man whom nothing could defeat and whose life is a symbol of the fighting spirit of the people of Lafourche.

---



The Louisiana sugar crop requires from 30,000 to 35,000 workers each harvest season. Because of an extreme labor shortage the 1944 crop would never have been brought in from the cane fields if it had not been for mechanical harvesters, about 350 of which took the place of 21,360 laborers. And, of these 350 cane harvesters over 200 were manufactured by the Thomson Machinery Company.

Yes, sugar supplies the body with about 100 calories of food value and energy for every tablespoonful consumed, and, each one of us consumes about 100 pounds a year. In fact the total national consumption of sugar is fourteen billion pounds. That's a lot of sugar. It's a huge industry, so huge that only about one-third of our national consumption is normally supplied from our own domestic production. In this great market Lafourche has an unlimited future.

Few people, outside the sugar raising areas, are familiar with the by-products of sugar cane. Few strangers to the sugar country even know what "bagasse" is—the pulp of the sugar cane after the juice has been squeezed out. Years ago this was burned as fuel in the sugar mills, but in recent years bagasse has become the base of many profitable by-products, among the most famous of which is Celotex, our Southern produced insulated building board.

From bagasse the Godchaux Sugars have developed a dehydrated bagasse product known as Servall, which is used as a poultry and animal litter, a fine and coarse horticultural product for soil mixtures and plant mulches, a low-density pitch for use in explosives and a finely ground form for use in feed mixing.

But probably the most recently developed and least known utilization of bagasse is a new molded plastic that is being made by Valentine Sugars of Lafourche in its Valite Division, which has been engaged for more than five years in the study of the utilization of the by-products of their sugar mill.

It all started several years ago when T. R. McElhinney of Iowa State College attacked the well known waste products of the American farm—corn-

cobs, stalks, straw and bagasse—to see if he could turn these waste materials into plastics.

Finally, he succeeded with bagasse. He produced experimentally a plastic that was hard without being brittle, was satisfactorily water resistant and had the luster of highly polished black marble.

Then he measured costs—the availability of bagasse with the cost of manufacture and the necessary price of the finished product. And, he discovered that he had a molding powder that could be produced at about half the cost of the cheapest molding powder on the market today.

The next step was the commercial development of what the laboratory had proved to be possible. So, McElhinney transferred his activities to the Valentine Sugars at Lafourche, a pilot plant was built and several synthetic resins from bagasse have been developed and proved commercially feasible and profitable.

One is a thermosetting or heat hardenable type. Examples of its use are molded bottle closures, radio cabinets, equipment housings, steering wheels, handles, etc.

Modified in a use for impregnants and binders this bagasse plastic is also furnished in alcohol solution for making laminated molded products with high strength such as safety helmets, paneling, prefabricated houses, heavy duty bearings, table and desk tops, unbreakable ashtrays, etc.

Another type that softens when heated and hardens when cool is also produced. This has been found particularly useful in the manufacture of phonograph records and has helped to relieve the drastic war time shortage of shellac.

The next time you hear your favorite song on what looks to you like an ordinary record, you may be listening to music on sugar cane—because this Lafourche Valite is producing records equal or superior to those ever made before the war by shellac.

Yes, Lafourche is "marching on" not only in the raising of sugar but in the development of its by-products.



*When we get* to talking about cane, we are not forgetting our great seafood industry—any more than when a kid is bragging about his dad, he is forgetting his mother. As you move toward the Gulf of Mexico and have passed into the lower half of Lafourche, you notice an ever increasing number of boats—little boats, big boats, trawlers, oyster boats—until, when you get to Golden Meadow, you are right in the home city of the Lafourche seafood industry. Golden Meadow is only three

These are the girls of the Thibodaux High School Team who, at Baton Rouge, won the 1945 State Basketball Championship of Louisiana.

On the next page we brag a little about our school lunches in Lafourche Parish—well, take a look for yourself! And, if you are around our way at school lunch time, drop in at Thibodaux Elementary School where we took this picture.



miles long but one end of it is lost in the Gulf of Mexico and the other end terminates on the dinner tables of far away Chicago, New York, Philadelphia and Washington.

Last year our Lafourche fishermen brought in over fifteen million pounds of shrimp and over eight million pounds of oysters. There is nothing more tasty than our Lafourche oysters, delicately seasoned with the salt brine of the Gulf and fattened in the rich delta silt of Ol' Man River. Nothing more desired in the seafood markets of the country than the shrimp brought from the bays, bayous, lakes and the Gulf itself by the more than six hundred fishing boats that operate from Bayou Lafourche.

Last year it took 46 million pounds of ice to keep and pack our Lafourche shrimp and oysters and ship them safely to market. Recently completed at Golden Meadow was the quick freezing plant of the Sommerville Ice Company, capable of quick freezing fifteen tons of shrimp per day, moving through a conveyor tunnel exposed to a 40° below zero blast. This is the only quick freezing unit of this modern type in Louisiana. The two closest are in Texas and on the Pacific Coast.

***Fishermen and farmers*** are the backbone of Lafourche. Less than 20% of the people credited to us in the 1940 census, live in incorporated towns. We gained a 19% increase in population between 1930 and 1940 (over 40,000 today)—newcomers who have sifted in, through and among the independent, self sufficient, tax-paying, God-fearing, law abiding fishermen and farmers who are attracting their own kind to the rich soil and waters of Lafourche. Our towns are growing, but they are merely busy corners along this one, long 65-mile street that is populated by the most contented citizens in the country.

The existence and importance of "our longest street in the world" was even recognized way back in 1896 when Postmaster General Wilson was experimenting with Rural Free Delivery. One month after the first rural letter carrier service in the United States was established in West Virginia, a route was authorized on Bayou Lafourche, the first and only one in Louisiana and the Deep South.



Here he is—Etienne Bouterie—the first rural mail carrier in the state of Louisiana. He started on November 1, 1896, and didn't retire until 1934—thirty-eight years of continuous, faithful service. He is still living, still hale and hearty and still serving his parish as a member of the Police Jury.

---

*Part of the answer* of the solid, substantial community life and strength of Lafourche lies in its young people. As Harnett Kane says in his "Bayous of Louisiana"—"no Lafourche crop is more productive than that of children." Lafourche parents believe in large families and they also believe in education and opportunity for their sons and daughters. What it has done and is doing constantly for the generation always coming up is one of the proudest records of the parish.

The conveyance most frequently seen on this longest street in the world is one of the yellow school busses of Lafourche (there are 35 of them) meeting the children in the morning and bringing them home at night—and in season following the trappers on their trap lines almost to Grand Isle.

In Lafourche Parish is one of the finest school lunch programs in the United States, making it possible for every boy or girl, no matter creed, color or financial status to secure a wholesome, nutritious lunch for only 10c.

There are 38 schools in the parish, public and private, with an enrollment of approximately 8,000 pupils. With the assistance of federal aid under the supervision of the Food Distribution Administration the school system of Lafourche began serving these ten-cent type "A" luncheons in 1942. The actual cost of each lunch is 19c with milk and 17c without milk, of which the F. D. A. pays the additional 9 or 7 cents, whichever it happens to be.

The term "free lunch" does not exist. Obviously, no child is ever refused because of inability to pay. In fact, hundreds are fed free daily. But, in this parish, everybody is made to feel that he has a certain obligation in helping support the program. The children are asked to contribute the actual cost, if possible, but it is extended as a public educational service which must be paid for by either local tax funds, federal funds, contributions, the pennies of the children themselves or donations of homegrown food.

Here is a typical ten-cent school lunch menu:

Beef stew, creamed potatoes, snap beans, prunes,  
peanut butter, fresh apple, bread and milk.

More than 50,000 quarts of vegetables are canned for the school lunch program each year at nine canning centers throughout the parish. The lunchrooms are inspected regularly by the sanitary inspector of the Lafourche Parish health unit and must meet all sanitary requirements. Every child washes his hands before going into the lunchroom at specially devised units that furnish cold water, soap and towels for 36 children per minute.

Six thousand of the 8,000 school children of Lafourche eat at these school lunchrooms. Children gain weight and keep healthy and, because they are

well fed with food they like, they enjoy school more. Principals, teachers, parent-teacher organizations and mothers' clubs assume responsibility for the operation of these lunchrooms.

In March of this year the Thibodaux high school girls won the state basketball championship, proving that physical education is receiving full support in the parish. Over 1,000 boys and girls are engaged in 4H Club work and are active, under competent Home Demonstration Agents and teacher leaders, in such vocational projects as sewing, poultry raising, beef and dairy cattle and pig raising, and home gardens.

In 1944 the bill was passed in the State legislature authorizing a Junior College, a branch of Louisiana State University, at Thibodaux. It will cost \$375,000 and will occupy 110 acres of land already designated and will serve the 160,000 people of which Thibodaux is a central point.

Health is emphasized in Lafourche. Special attention is given to nutrition, the protection of teeth, eyes and ears, and the immediate correction of remedial defects. The Parish Health Unit, composed of a doctor and three nurses, assists in this program by giving physical examinations, inoculations, vaccinations, and furnishing reports to the parents.

The people of Lafourche can be proud that their school program and those in charge of it are constantly looking beyond the three R's to the additional advantages that can be given to children to help mold them into better future citizens with the ability to compete in a faster moving world.

The commerce departments in eight high schools train hundreds of boys and girls in bookkeeping, typing and shorthand. More extensive training is available in mathematics and science. Visual aids are being purchased in increasing quantities to assist the fundamentals of education.

And, reports from colleges show that the high school graduates from Lafourche have excellent foundations for college work. Reports from the School Board prove that our educational system, while thorough and modern and looking ahead, is on a sound operating basis.

*Two new crops* have been introduced in Lafourche during the last year and they, like everybody and everything that comes to this parish of plenty, have found it good and are prospering. They are Creole Lilies and Dallis Grass—and behind each is a very interesting story.

Before Japan stabbed us in the back at Pearl Harbor and, by so doing, committed national hari-kari, the Easter lily business of the world was practically a monopoly in the hands of Japanese growers. They shipped the bulbs to this country by the millions.

But, since the war, we have discovered that we can raise Creole Lilies or Easter Lilies, that are just as beautiful and more hardy than the Nippon variety. And that, in the delta country of Louisiana, they grow magnificently.

Plaquemines Parish was first in the field but this year Lafourche will pass them with 80 acres under cultivation.

The Dallis grass story involved a casual visit of County Agent Moreau to the Delta Securities farm at Raceland. Mr. Moreau and District Agent F. A. Swann were inspecting a field from which Mrs. J. A. Moody, the manager, told them they had just harvested a sixty pound to the acre crop of clover seed on less than 100 acres. They noticed a good deal of Dallis grass emerging from the pasture and when they asked what would be done with it the reply was, "We'll make hay." The manager of the farm and her operator, Johnnie Pertuit, were then approached on the subject of harvesting Dallis



L. A. Borne (left), Lafourche Parish farmer and President of the Police Jury, inspects his superphosphate treated clover pasture at Raceland with A. C. Moreau, Lafourche County Agent. Notice better growth on left where treated—and difference, on right, where not treated.

grass seed also. Not having much experience with this they demurred and Moreau spent many weeks persuading them to tackle this profitable crop and to try a new method of harvesting the seed in the field, sack it and then dry it on the floors in buildings. It worked and the first crop of seed sold for over \$12,000. Since then a second cutting has been made on the same acreage and another 15,000 pounds of seed was harvested. This seed was sold for 35c per pound for uncleaned seed.

Dallis grass is a new profitable farm product of Lafourche and, although this last year was the first time Lafourche farmers had tackled it, there were 50,000 pounds of seed sold.

And now, before we leave Lafourche farming again, let's take a final look at the record. Over 31,000 acres of sugar cane planted and harvested . . . the largest acreage to Irish Potatoes of any parish in Louisiana . . . a good year for shallots . . . over 60,000 acres planted in corn and beans . . . the farmers improving their pastures, planting oats, clovers and grasses . . . about 15,000 head of cattle dipped and calftlood vaccination introduced . . . and poultry raising increasing.

We repeat, this is a wonderful parish—where the sun, the soil, the county agent and Mon Dieu himself all cooperate to make the farmer live the life of the French equivalent of Riley.

**EPILOGUE:** Lafourche—the bayou—the parish—the longest street in the world—is only an hour from New Orleans.

This is the diesel tug "Iowa" of the Barker Barge Line of Lockport. This one firm moves, with its equipment, a half million barrels of oil per month. Also, in Lafourche Parish, are the towing concerns of A. P. Breaux and Sons, Lockport, and Schwabe Towing Company of Larose.



To the postwar visitor to New Orleans and to Louisiana, we extend a warm invitation from the people "on our street" to come visit us; see our sugar plantations, our shrimp trawlers; our little farms and cozy homes; our schools, our Saturday night dances, our churches and our family circles.

Most of us know each other for miles up and down the bayou. Neighborliness comes easy. So, if you'll drink our French coffee with us and let us introduce you to our relatives and friends and let us brag a little about Lafourche, we promise to make you feel just as much at home on our street as on your own.

And, to the visitor who wants information—perhaps with the idea in mind of living in Lafourche, or bringing his business here or seeking employment or offering employment—we suggest an immediate contact with our Lafourche Chamber of Commerce, the mail address of which is 602 West Third St., Thibodaux, Louisiana.

The Lafourche Chamber of Commerce was organized in 1944, has 330 active Lafourche worker members, and has, today, three primary objectives:

1. To assist and promote the expansion and development of all present industrial activities and to encourage the favorable location of new manufacturing.
2. To foster and encourage the expansion and development of our commerce and trade.
3. And to assist in the forward progress of our educational program and to encourage any movement that may have as its objective the increase of wealth, health or happiness of our Lafourche people.

---

**Addendum:** As a closing word, our Police Jury, has endorsed the following Postwar Program of constructive improvements for making Lafourche still better for its own citizens, and you, if you come to live with us: Plans for natural gas and water all over the parish (Thibodaux already municipally owns its own gas, water and electric plant). Plans for constructing steel bridges across the Intracoastal Canal at Larose, Bayou Lafourche at Mathews, Bayou Lafourche at Valentine and Bayou Lafourche six miles below Thibodaux. Plans for black topping the road from Golden Meadow to Grand Isle and the road on the east side of the bayou from the upper parish line to Golden Meadow. Plans for a new road from Larose to Baratavia, along the Intracoastal Canal. And, plans for a Hospital at Thibodaux to be operated by the parish and which will have a free clinic.

**Appendix:** Lafourche Parish covers a land area of 1,157 square miles concentrated in the most fertile part of the very fertile state of Louisiana. Its population in 1940, the last official census, was given as 38,615, of which about 10% are colored.

This is a pleasant parish in which to live. Its average maximum summer temperature is 81 degrees; its average minimum winter temperature is 59 degrees and its average maximum winter temperature is 68 degrees. The average yearly rainfall in Lafourche is 62 inches.

Cane, of course, is its greatest crop and Lafourche will plant at least 33,000 acres in 1946. It is, also, the greatest Irish potato producing parish in Louisiana, with 9,000 acres under cultivation in 1945. It is, in addition, one of the leading shallot producing parishes with 2,500 to 3,000 acres a year. Last but not least



Representing a trip to the trapline . . . a goodly catch of muskrat, all dried and ready for market. Lafourche is one of the four great fur bearing parishes of Louisiana.



Removing a muskrat from the trap. Later it will become a dried pelt, like the picture opposite, ready for its transformation into cash for the trapper and a coat for milady.

are the 40,000 Lafourche acres devoted to corn in the prairie section. Then come, in diminishing acreage; oats, onions, cabbage, turnips, sweet potatoes, and there are even about 100 trees of satsuma oranges under development in this parish.

Beef cattle raising and dairying are two other fast growing Lafourche industries, and, there are about 300,000 chickens now being raised in small flocks of from 100 to 150, in the parish.

#### DATA ON LAFOURCHE OIL FIELDS

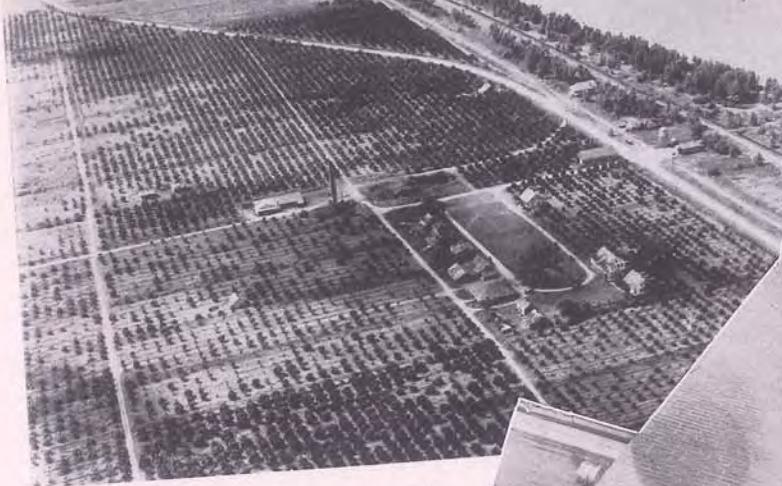
FIELD	OIL WELLS	BBLs.	
		PER DAY	GAS WELLS
Bayou des Allemands	13	560	0
Bully Camp	4	800	0
Chacahoula	25	2621	0
Delta Farms	44	9590	1
Golden Meadow	199	8269	4
Lake Long	11	1276	7
Lafourche Crossing	0	0	6 M.D.*
Leeville	98	4568	3
Raceland	14	1483	0
Timbalier Bay	2	72	0
Valentine	20	850	0

#### SEAFOOD TONNAGE HANDLED THROUGH BAYOU LAFOURCHE IN ONE YEAR

Number of boats operating	617
Net Boat tonnage	5345
Tonnage of shrimp	7729
Tonnage of oysters	4125
Tonnage of ice	23000
Tonnage of fuel	9489

\*M.D. denotes "meeting demand."

# PLAQUEMINES



Above: An air view of part of Magnolia Plantation. Right: The tower of the Court House at Point a la Hache.



## PARISH OF PROFUSION

By F. K. CUMMINS  
President, Police Jury  
of  
Plaquemines Parish

*Scientists say--* "Louisiana is the richest spot on the face of the globe in vital natural resources. The three basic chemicals, without which no nation today can either wage war or maintain a peacetime existence—sulphur, salt and petroleum—are found in this state in unlimited quantities."

And—of the sixty-four parishes in Louisiana—Plaquemines is the only one that supplies two of these vital three—sulphur and oil.

Just to give you an idea of the importance of this one little parish in the destiny of mankind today, consider, for a moment, the strategic value of these two elements which Plaquemines supplies in such profusion:



This is a view of the children's recreational facilities at Port Sulphur where many of the employees of Freeport Sulphur live in their cozy, neat white homes with well kept lawns.

Sulphur, without a doubt, is the world's busiest chemical. In some form or other, it enters into the manufacture or composition of practically every article of commerce we use. And, it is hardly fair to subordinate oil to second place, when we realize that everything that rolls, floats, flies or moves in our modern existence calls upon some derivative of petroleum for some phase of its operation.

Providence must have been planning Plaquemines a long time. Thousands of years ago it secreted huge reservoirs of oil and sulphur deep under the delta mud—and waited. Came a day in 1699, however, when Providence had to step in to prevent mere man from interfering with the ultimate destiny of this future parish. Downstream on that fateful day was paddling Bienville, systematically exploring the Mississippi, when he met an English ship bound upstream on a similar mission of exploration and flag planting. It doesn't seem possible that Bienville and a few followers alone in a tiny pirogue could have bluffed this English ship into believing that he and his party were merely the advance of a powerful French force beyond the bend upstream. But, with the help of Providence, the English captain decided that discretion was the better part of valor and turned around. That spot is known as "English Turn" today—and there is a little settlement located there by the same name.

This incident at English Turn made Plaquemines the pioneer parish of Louisiana. For the French, now on their guard against the English, established a fort at this point on the Mississippi in 1700—the first white occupation of Louisiana near the town that is known as Phoenix today.



A mountain of sulphur that has been lured from the core of the earth in liquid form by man's ingenuity. After the water has left it and after it has reverted to its dry crystalline form, it is shipped by barge and freight car to every part of the country for direct or indirect use with practically every product we use in daily life. A yellow mountain more precious to mankind than gold.

Plaquemines is a strange name to the outsider. It means "persimmon" freely translated and comes from the fact that the good Jesuit Fathers, early in those first days of French colonization, discovered that this protected west side of the lower river country and climate were ideal for the growing of the citrus fruits which they had brought with them from across the sea.

Today, Plaquemines Parish is the only parish in Louisiana where orange growing is an industry—an industry that has gone through a hectic up and down history, but which today furnishes to the North American continent a type of citrus fruit that is unexcelled.

**Few people realize** that the oranges of Plaquemines, by test, surpass all others in flavor and quantity of juice. Let Florida and California claim what they will, the fruit in our forty-mile belt, extending from Magnolia to Venice, leads in taste appeal. With but few exceptions, Plaquemines oranges have the thinnest rind, and a higher percentage of juices, solids and total sugars than any oranges from any other section of the country whatsoever. This was authenticated in 1939 by a comparative study made by the Louisiana State University of the quality of oranges from all parts of the U. S.

When the fruit was brought to Plaquemines in 1750 by the Jesuits, the oranges were planted direct from seed as the Good Fathers taught. There was no hurry. Planters could wait for the trees to grow because there were no large markets. It was not until refrigerated cars and modern packing methods were introduced that oranges could be shipped farther than New Orleans.

In 1893 came the great storm. Practically all the groves were destroyed. The planters then went to Florida for new varieties to replace their ruined trees. Plantings from buds replaced planting from seed and the famous "Louisiana Sweets" were developed in the rich soil of Plaquemines.

But recovery was slow. The state itself was poor around the turn of the century. The planters were unable to expand and scientifically treat their

Here—on this sign as you enter Plaquemines Parish from the New Orleans side—is a digested version of this whole article. It is a synopsis of the Parish of Profusion. Notice the "taxes reduced 50% in 7 years" argument for Plaquemines.



trees. It was not until the early 1930's when the parish officials came to their assistance with the equipment for spraying trees that the industry really began to come back.

In 1939 the first orange growers "cooperative" was formed with a nucleus of seventy small farmers. They centralized their spraying, polishing and packing. Contrasted with their efforts and size is the huge Magnolia Plantation of Plaquemines Parish, just below Point à la Hache on the west side of the river, where 40,000 trees are bearing each year. There is an aerial view of Magnolia Plantation at the very beginning of our story. This better than words indicates its size.

Right now experimentation work is being carried on at Magnolia Plantation by the Louisiana State University, and, the smaller farmers, in their cooperatives are paying off debts of depression days and buying war bonds. When the war broke out the annual orange crop of Plaquemines was valued around a million dollars, comprising mandarins, kumquats, navels, Louisiana Sweets, tangerines and Valencias—ripening in about the order named.

*An interesting, and very delicious* by-product of the Plaquemines orange industry is the tasty orange wine which utilizes about 5% of the annual crop. The same juice sweetness, which is the outstanding characteristic of the fruit itself, makes a potent 18-to-20 per cent by volume wine with a wallop which, although entirely unadvertised and unpromoted, is tremendously popular.

For as long as anybody in lower Louisiana can remember, the natives—immigrants from the Central European countries who brought their love of wine and their knowledge of its making with them—hardy peasant stocks who settled in Plaquemines Parish and formed little racial groups of fishermen and farmers—courageous, sturdy, independent folk who, even in the depths of the depression, were self supporting—made home-made orange wine from the windfalls and unshipped fruit.

Fishing boats are as much a part of the life of Plaquemines as taxis on Canal street in New Orleans. This is a view on the J. B. FASTERLING Canal at Buras, one of the many parish waterways.



Bottling the delicious orange wine of Plaquemines at Lulich Brothers at Triumph, one of the two licensed wineries in the parish.

In the last few years the Government, expanding grape wine regulations to fit the orange wine requirements, have licensed its manufacture. Today two wine distilleries, with an annual capacity of 20,000 gallons of an excellent, medium dry product, are building a new industry in this parish. With the famous wines of Europe unavailable for years to come, the all-American vintage of Plaquemines Parish will have an opportunity to win friends.

In comparison with the total orange and total wine volume in the United States, these two related Louisiana industries are small in over-all national importance. But, we believe in Plaquemines Parish, that in addition to our tremendous sulphur and oil production (and the oysters and shrimp which we have not yet mentioned), it is intelligent planning to foster and encourage other smaller industries. The total of these, by their accumulative income and people engaged, will help solve the possible postwar problems of prosperity and employment.

**Another graphic example** of this encouragement of small industries is the development of the Easter lily bulb industry in Plaquemines Parish—and the method by which it was done.

Japan, before the war, shipped millions of Easter lily bulbs into this country, estimated at \$2,000,000 annually. But, after Pearl Harbor, Plaquemines was the first parish to step into this lost market for Japan and make one for our own people.

How it was started is interesting and indicative of the cooperation given to the people of the parish by its local government. The parish officials have a standing offer of a bushel of bulbs free to anyone in the parish who will undertake to grow them. The only stipulation is that each person who takes advantage of this offer pay back from his crop two bushels in two years. The plan is self perpetuating.

Beautiful are the lilies themselves, but the growers of Plaquemines are not interested in the flowers. In fact, the blooms are snipped in the spring so the bulb will retain the full strength of the plant's nourishment. Sometimes the surface of the Mississippi is strewn with unwanted petals, their floral splendor sweeping unappreciated to the Gulf.

The business is the raising of the bulbs and the people of Plaquemines, in their yards and gardens, augment their income by shipping them in the summertime to Northern cities where they are kept in cold storage—32 to 40 degrees—through the winter. In early spring these Northern florists help the bulbs along with heat and stimulate them to bloom for Easter and Mother's Day. The Plaquemines lily growers claim that their "Creole Lilies" will last



four to five days longer than the former imported Japanese variety. This is an important industry which the Japs have lost—permanently.

A while ago we mentioned Magnolia Plantation, the largest orange grove in Louisiana. There is a story behind this historic spot which is also, in retrospect, the story of the whole parish.

***At one time Plaquemines*** was a great cane and rice producing parish. But the centralization of the sugar factories gradually eliminated the individual sugar mills on the individual plantations of Plaquemines and concentrated the cane growing in those areas where the centralized mills were located. Also, the building of the river levees higher and higher affected the economi-



Referring back to the mountain of sulphur on a preceding page, here it is moving by barge up the Mississippi River to its appointed destiny with war production, and without which no war could be fought or won.

cal running of sluices to flood the rice fields and, as the cost of working the fields increased, the industry also moved to areas where there were no levee obstacles to overcome.

The last of the Plaquemines rice production was when the planters, to get away from the levees, had moved down to the very mouth of the river. Here, on public land, the planters scattered their seed and took their chances with the wind and waters and birds. Profits were large, when a crop survived, but losses, when they occurred, were complete and total. The business became too hazardous and was discontinued, but not before the "Providence Crops," as they were called, had attracted migratory birds by the millions and had made of this areas (because rice lost to the planters was welcome food to tired feathered travelers) the greatest natural bird sanctuary in the country.

Famous is the lower end of Plaquemines Parish for bird hunting. It is Shotgun Paradise. This vast area is now the government controlled Delta Migratory Waterfowl Refuge and the Pass a Loutre Shooting Grounds, whose 66,000 acres in peace times are open in season to the public for a moderate hunting fee. Many a hunter's heart has leaped almost out of the blind as the sky became dark above him with blue goose, wild duck and snipe. And not only birds but game galore and fish ad infinitum.

Magnolia Plantation was one of the great sugar plantations in those days when cane came first in Plaquemines. Grandeur and glorious living characterized its occupants and the region. Magnolia was the home of Louisiana's famous Governor Henry Clay Warmoth who built a railway sixty miles long

from New Orleans to Buras because his wife disliked both steamboats and horse-drawn carriages. At Magnolia were written the scholarly treatises of Spencer on sugar cane and refining.

Magnolia is now owned by the estate of Joseph Vaccaro, who made his fortune in fruit and whose lugger "City of New Orleans" used to buy the oranges on the trees from the planters and deliver them in bulk to the market at New Orleans. This famous boat is now earning its way in another Plaquemines industry—oysters—which it entered when the shipping and handling of oranges passed into the packaging and grading era.

It is difficult to put oranges ahead of oysters—or vice versa—in importance to Plaquemines. Both are about a million dollar a year industry.



The Auditorium at Braithwaite—one of the many tangible proofs of the parish's interest in the young people and their education and recreation. Here community life can center and develop healthily.

But perhaps the oystermen themselves are more colorful, more symbolic of the heritage of stout hearted people who have overcome many handicaps, since Bienville outsmarted the English captain, over two hundred years ago.

These people are descendants of the original French and Spanish, intermingled with Dalmatians, Slavonians and other European peoples who have settled in Plaquemines. They are a devout people—most of them good Catholics—and self sufficient. That phrase "self sufficient" seems to be a good slogan for Plaquemines—as this parish has, by its own efforts almost entirely, overcome completely the loss of its cane and rice and has replaced these products with citrus fruits, seafood and the working of the products beneath the earth's surface.

***Even these oystermen and fishermen,*** with their catch waiting for them in the bays and lakes and bayous, were handicapped for years by heavy lock tolls at Ostrica and Empire. But they elected police jurymen who fought their battles and put the parish in a sound financial condition. In 1936, through the efforts of their officials and with the cooperation of the Conservation Department, Plaquemines Parish bought these locks and now our fishermen cruise toll free with their proudest possession—their boats.

This elimination of a burdensome toll has meant a savings of \$100,000 a year to the oyster and shrimp producers. Since then the parish has spent \$90,000 constructing canals for the oystermen—both to facilitate navigation and to bring fresh water to their oyster beds. The cultivation and harvesting of oysters is now an important Plaquemines industry, supporting ten oyster packing plants within the parish limits. In 1944, 181,680 barrels of oysters



The Free Ferry has just left Point a la Hache and is heading for the opposite bank of the river—a round trip it makes every hour, opening up the lower end of the parish to through traffic.

were shipped from Plaquemines—delicious Louisiana oysters, seasoned by the Gulf and fattened by the fresh waters of the parish lakes, bayous and the mighty Mississippi.

These same oystermen and same fishermen and same farmers are also, in many cases, fur trappers. For, let us not forget that Plaquemines is one of the four famous fur parishes of Louisiana which, combined, produce more pelts than Canada and Alaska together.

**All this and--OIL AND SULPHUR**, which we mentioned first and, by reason of their staggering importance, we must describe more in detail now.

In 1933 there came to Plaquemines Parish a brand new industry—the mining of a yellow mineral more valuable than gold—the simple, elemental chemical SULPHUR, which is one of the cheapest commodities in existence, selling for less than a cent a pound in a 99½% pure state, but without a doubt the most essential single commodity in industry today.

A great salt dome had been discovered at Grand Ecaille (Lake Washington) and the Freeport Sulphur had spent \$4,000,000 to determine whether it could be profitably mined commercially. It was—and is. Today 99% of the entire national output of sulphur is concentrated on the Gulf Coast between the two states of Louisiana and Texas.

Until 1894, Sicily enjoyed a world monopoly on sulphur. We knew we had it. Our pioneer oil men had discovered it—but, until that year, no economical means had been perfected for removing it from the earth.

Herman Frasch originated the process by which America passed Sicily in a few years. He pumped hot water deep into the bowels of the earth where the sulphur deposits lay. The hot water melted the sulphur so it could be pumped to the surface in pipes.

Uncle Sam is now the big shot in sulphur. Today, to feed the industries of war, vast armadas of this precious yellow mineral move by rail and by

The California Oak Point Lubricant Additive Plant at Belle Chasse which produces an additive for lubricants which increases its resistance to oxidation and corrosion. Ninety percent of this plant's production is now going to the armed forces.



river and by Intracoastal Canal to the factories of the land. We started the war with a stock pile of three million tons and we mine in the whole industry about two million tons a year, of which 550,000 tons have been coming from the depths of Plaquemines Parish. We use over 30 pounds of sulphur per year for every man, woman and child in the United States.

The Freeport Sulphur operation at Grand Ecaille is a tremendous and impressive engineering feat. A plant was built right in the middle of the marshlands, the foundation of which required 35,000 pilings ranging from 40 to 75 feet long. From the river to the plant was constructed a ten-mile, ten-inch pipe line—with a reservoir at the plant capable of holding a six million gallon reserve, should something interfere with the free flow of water through the line. From the river to the plant, also, was dug a ten-mile canal and a beautiful modern town was laid out on what formerly were farm lands. Deep within the depths of the parish is this industry which, paradoxically, affects everyone of us in the nation and the existence or operation of which very few people have the slightest knowledge.

Before SULPHUR, however, had come OIL in 1930—discovered in this same Lake Washington. Today the distinctive derricks of this vital industry dot the entire parish. There are thirteen fields in Plaquemines and the parish production has reached the annual total of nearly thirteen and one-half million barrels.

With the discovery of oil in 1930 and sulphur in 1933, it seems almost as if Providence had been saving Plaquemines Parish for our vital role in this world struggle for existence, which only Providence at that time could have foreseen. Our sulphur and our oil have proven to be powerful weapons in the fight to preserve freedom for all peoples.

Providence may also have recognized the sound, progressive qualities of our people. We have endeavored to make the best use of our opportunities—to make our parish a better place to live in not only for our own population of over 14,000 but for those who may come to work and live with us.

**Showing the oyster operations of the Phoenix Packing company at Phoenix. Notice the conveyor that carries the oysters to the little cars that carry the bivalves into the plant.**



*In 1940* we opened the only Free Ferry on the Mississippi River in the United States—parish built and parish maintained. It links the east and west side of the river at Point a la Hache, the Parish seat, by regular hourly trips and has materially increased the accessibility and prosperity of our towns.

Our schools are our pride. We have high schools at Braithwaite, Buras, Belle Chasse and Port Sulphur. The first three of these are augmented with auditoriums and athletic fields lighted for night events. All are modern buildings equipped and maintained at parish expense. In 1943 and 1944 the Police Jury gave \$20,000 to increase the pay of parish teachers in order to raise our standard of educational training.

Since 1939 we have reclaimed over fifteen thousand acres of parish marshland and have constructed over sixty miles of drainage canals and an efficient system of back levees.

Since 1933 the parish officials, through legislation, have possessed the right to use public funds where they would help the most people at the best time. The result of this good government has been the reduction of the parish tax rate over 60%.

The parish possesses a financial cushion of \$250,000 in War Bonds. Our people are prosperous and none of our industries are the result of war's temporary requirements or employment inflation. Our oil, our sulphur, our citrus fruits, our farm products, our oysters, our shrimp, our furs, and our hunting and fishing are as much the requirements of a prosperous peace as they were of an expensive war.

---

*Our postwar program* is to promote healthily and constantly the activities of our people—from the simple problems of a boat owner to the complicated workings of our corporations.

In detail these postwar plans are as follows:

1. A Parish-State-Government paving project on Highway 31, from Belle Chasse to Venice on the west side of the river.
2. A Parish-State black top project on Highway 1, from English Turn to Bohemia, on the east side of the river.
3. A water system at Belle Chasse.
4. A water system at Buras.
5. An auditorium and park at Port Sulphur.
6. An auditorium and consolidated school between Braithwaite and Point a la Hache, east of the river.
7. Parish-wide navigation canals, back levees and drainage improvements and construction.
8. New levee construction in the Grand Prairie Levee District.
9. Excavation work and parish contribution toward the reconstruction of the Empire Locks.

We are not only a parish of profusion—for which we thank Providence—but we are a parish of progress—which is our way of taking advantage of the generosity of Providence.

The ocean going vessels of the world enter and leave the United States, via New Orleans, past Plaquemines' Pilottown, where masters of the river guide them up stream or through the Passes into the Gulf.

Plaquemines accompanies the Mississippi on its last hundred miles through the heart of the greatest nation in the world. In this last hundred miles, for thousands of years, the Father of Waters has been reluctantly relinquishing the rich fertility he has filched from the rest of the nation, knowing that he could not carry it with him into the Gulf.

No wonder Plaquemines is the parish of profusion. It is the concentrated best of the nation's finest soil, deposited layer upon layer, for as far back as man has historical record—and beyond.

## *The Munificent Miser* (Continued from page 45)

gotten until one day, in 1890, the city fathers awakened to the fact that McDonogh's grave should really be a shrine. And it was then that a curious secret came to light.

To the end of their days, Fanny and Jim Thornton mourned their master with pathetic reverence. In 1887, at the age of 105, Fanny died. On her deathbed she evoked a promise from her son, Edward, that he would bury her in the tomb of her master. Edward, well aware of the risk he was taking, but true to his promise, opened the McDonogh tomb and buried Fanny there. McDonogh's remains of course, had long since been removed to the family tomb in Baltimore. The board of commissioners were nonplussed to learn that the grave contained the bones of Fanny, the negro servant. With a delicacy of feeling that is to be commended, they finally decided not to disturb the once devoted Fanny, who with her husband Jim, had been the only ones to recognize the greatness and goodness of McDonogh while he lived.

So they cast about for some other means of commemorating McDonogh. And thus it was that the monument was decided upon. Once the idea was made public, pennies, nickels and dimes from school children poured in so rapidly that on December 29, 1898, the 119th anniversary of John McDonogh's birth, the monument in Lafayette Square was unveiled. From that day to this, annual pilgrimages have been made, each May on "Founders' Day," by groups from each school to lay a floral token upon the monument. And that is why, in the tomb of one of Louisiana's greatest benefactors, no bones but those of Fanny, McDonogh's devoted servant, rest.

The most inexplicable and still mysterious episode relating to McDonogh is that of the \$100,000 collected by Francis Pena seven years after McDonogh's death. Into the office of a distinguished attorney, in 1857 came Francis Pena, who presented him with a soiled and much thumbed note which read:

*"\$100,000. Four years after my death I hereby authorize and direct and will my executors to pay unto Francis Pena One Hundred Thousand Dollars.  
John McDonogh"*

The events following that day constituted one of Louisiana's most interesting legal cases, the details of which we cannot go into here. Suffice to say that a bitter legal battle ensued in which it was established that the note was in the handwriting of John McDonogh—and the small fortune was paid to Pena on the strength of the testimony of a then very ancient and intimate friend of John McDonogh, whom we have reason to believe must have been Rezin D. Shepherd. Why this much money was willed to Francis Pena—no one knows for certain. The most common conclusion arrived at was that Francis Pena was the illegitimate son of John McDonogh and Carmelite Pena of whom it was said McDonogh was enamored. That McDonogh educated Carmelite's two children was vouched for by Rezin D. Shepherd who acted for McDonogh in paying their tuitions. Edwin L. Jewell, writing of McDonogh in 1874 went so far as to say it was impossible to see Francis Pena and not know who his father was!

The other version was that McDonogh was much attracted by the grace and charm of Carmelite and for purely platonic and philanthropic motives decided to educate her two children. Exponents of this theory point out the phrase in McDonogh's will—"Had I children, which I have not . . ." It was not at all unusual, in those days, to legally recognize responsibility toward

illegitimate children so exponents of this version argue that McDonogh would have legally recognized the Pena children in his will had they been his. You may draw your own conclusions for the riddle has never been fully answered.

Whatever it was that motivated John McDonogh to devote his lifetime to making free education available we will never know. Within his heart may have been an unhealed wound from his disappointment at not winning Elizabeth Johnson for his wife and living, as he had desired to live, the normal, happy life of a married man with his family around him. It may have been partly that. Possibly the fact that Elizabeth had retired from the world to devote her life to religious pursuits may have influenced McDonogh to also withdraw from the world and devote his life to what he considered, and rightly so, a most worthy cause. Whatever the motivation, we will never know. But this we do know, that he was one of Louisiana's greatest benefactors and though he lived without honor in his own time, he is now one of the most honored of men and will continue to be revered so long as little children continue to go to school!

But we can't help wondering now, as we read the few true facts about him, how he had the fortitude to carry out his beneficent purpose of philanthropy in the face of day in and day out, year in and year out ridicule. Truly he must have been one of the most pathetically lonely men who ever lived—and one of the most courageous. We can't help but wonder if there were not moments when John McDonogh sat alone at his desk and pondered whether mankind was worth it! Only a few lines in his will, wistfully written, give us a hint of the hurt he must have suffered while he lived. Bequeathing all his fortune to the two cities of New Orleans and Baltimore he wrote, "as a small favour, that the little children shall sometimes come and plant a few flowers above my grave." And one wishes that at least one child, during his lifetime had proffered John McDonogh the flower of a smile rather than the mocking jibe.

That he did not grow embittered is somehow miraculous . . . nor did he complain. In his will however, he wrote, "I feel bound to explain having seen and felt that my conduct, views and object in life were not understood by my fellow-men. I have much, very much to complain of the world, rich as well as poor; it has harassed me in a thousand different ways . . . they said of me 'He is rich, he is old, without wife or child, let us take from him what he has!' Infatuated men! They knew not that that was an attempt to take from themselves, for I have been labouring all my life, not for myself, but for them and their children."



## SUE THOMPSON

Sue Thompson, who incidentally is Art Editor of the Review, started her writing career at an early age by composing absence excuses to her teachers that were masterpieces of imagination. In her brief career (she is in her thirties and looks like twenty) she has been editor, artist, advertising agency executive, free lance writer, and—oh, yes—she took time out to get married twelve years ago and devotes her spare time to her husband, with whom she is collaborating on their French Quarter Book. She has become so enthused with Louisiana lore that she has researched herself into quite an authority on who did what to whom and when in her adopted state.

---

# PHOTOGRAPHY

## **COURTESY OF CATHOLIC ACTION OF THE SOUTH**

Page 123, Father Wynhoven (Keystone photo); page 119, Father Wynhoven; page 125, Archbishop Francis J. Rummel.

## **JOSEF CERMAK**

Page 13, Easter Lilies; page 135, Kenner High School Softball Team; page 159, East Jefferson Waterworks.

## **DAVIS AERIAL PHOTO SERVICE**

Page 180, Valentine Sugars; page 181, Godchaux Sugars; page 182, South Coast Corp.; page 183, Thibodaux and Raceland; page 184, Lake Long.

## **EUGENE DELCROIX**

Cover; page 2, Elmwood Plantation; pages 16, 17, 19, 21, 23, Grand Isle; page 35, McDonogh monument; pages 65 to 80, Camera Counterpoint; page 175, Shore Lines; page 177, Bayou Lafourche; page 178, Tribodaux Court House; page 179, Rienzi Plantation; page 180, Realty Operators and Caldwell Sugars, Inc.; page 181, Lafourche Sugars; page 182, Lockport; page 184, Leeville; page 185, Clovelly Farm and Rolling Store; page 186, Creole Lily Farm, Fishing craft, Lafourche Farm; page 188, Foray's Dance Hall; page 189, Tugboat, Catholic Church; page 190, Acadia Plantation; page 191, Lafourche farming; page 193, White Plantation; page 196, Golden Meadow High School and Thibodaux College; page 198, Typical Lafourche homes; page 199, Levy Collins home; page 200, Bayou Lafourche bridge; page 201, Francis T. Nicholls home.

## **COURTESY OF FORTUNE MAGAZINE**

Page 180, Montage of plastics; page 197, Saga of Sugar.

## **COURTESY OF FREEPORT SULPHUR COMPANY**

Page 210, Swimming pool, sulphur; page 214, sulphur (Leon Trice).

## **PHILIP GUARISCO**

Page 49, Colfax, La.; page 51, Natchitoches, and Jonesville, La.

## **COURTESY OF LOUISIANA DEPARTMENT OF WILDLIFE & FISHERIES**

Page 208, Muskrat photographs.

## **F. A. McDANIELS**

Page 11, Avondale Marine Ways, Freiberg Mahogany Company; page 15, Rheem Manufacturing Company; page 103, Radio Station WWL; page 107, Huey P. Long Bridge; pages 147, 149, 151, Power is Progress photos.

## **PHIL NAQUIN**

Pages 194, 195, Education in Lafourche; page 202, Thibodaux High School Basketball Team; page 203, Thibodaux Elementary School lunch period.

## **COURTESY OF PERMANENTE METALS CORPORATION**

Page 167, Mrs. Mary F. Bozzelle, and "S. S. Gretna Victory".

## **CHARLES W. PRICE, JR.**

Page 206, Dallis Grass.

## **RANDON PICTURE SERVICE**

Page 7, Jefferson Parish Police Jury; page 53, aerial photo of Celotex Corp.; page 55, aerial photo of Metairie; page 97, aerial photo of Harvey Canal; pages 101 and 103, erosion of Lakeshore road; page 103, home in Metairie, home in Greater New Orleans; page 107, cattle, agricultural photos; page 109, Y. M. B. C. committee; pages 113, 115, aerial photos of Mississippi River; page 131, School dramatization group; page 133, Red Cross group, Library group; page 135, close up of human arch, croquet game; page 137, Science group, school stage group; page 139, Jefferson Parish School Board Members; page 169, Officials of Kenner; page 171, aerial photo of Moisant International Airport; page 173, officials of Harahan; page 175, officials of Westwego; page 209, Magnolia Plantation, Plaquemines Court House; page 211, Plaquemines Parish billboard; page 212, Fishing boats; page 213, Orange wine making; page 215, Braithwaite Auditorium; page 216, Free Ferry; page 217, Oyster unloading.

## **PAULINE RUDD**

Page 204, Etienne Bouterie.

## **COURTESY OF MISS GERTRUDE SPIES**

Pages 47, 49, Flood photographs of 1891, (New Orleans View Company).

## **LEON TRICE PICTURE SERVICE**

Page 9, 4-H Club Winners; page 13, Home Demonstration; pages 39, 41, McDonogh Tomb; page 43, McDonogh School No. 26; page 95, Mrs. Harvey's home; page 103, home near Huey Long bridge; page 111, Metairie Golf Club; page 131, Jefferson Parish Looks at its Schools; page 135, Pyramidal formation; page 137, Girl Reserves; page 143, Magnolia School; pages 161, 163, East Jefferson Waterworks interiors; page 165, Officials of Gretna; page 206, "Iowa"; page 216, Oak Point Chemical Plant.

## **COURTESY OF U. S. MARITIME COMMISSION**

Pages 29 and 33, Passenger and freight ships.

## **TONY VIDACOVICH**

Page 43, McDonogh Day, Lafayette Square.

## **COURTESY OF MRS. MARIE HARVEY WOLFE**

Page 86, Harvey Castle; page 89, Dedication of Harvey Locks; page 91, Harvey Locks; page 95, Yacht "Destrehan"; page 97, Boats in Harvey Locks.

# INDEX TO ADVERTISERS

<b>A</b>		<b>F</b>	
Abdo's Drug Store.....	164	Fairbanks, Morse & Co.....	144
Airline Lumber & Supply Co.....	118	Feitel's, Ed E., General Department Store..	172
Algiers Music Co.....	160	Firestone Stores.....	160
Allen Boat Co.....	160	First National Bank of Jefferson Parish, The	172
American Beverage Co., Inc.....	140	Fisher, E. B., Agent.....	100
American Creosote Works, Inc.....	108	Fisher's Store.....	154
American Heating & Plumbing Co.....	116	Fitzgerald's Lake House.....	150
American Printing Co., Ltd.....	60	Fleming Canal Store.....	158
Andre's Service Station.....	170	Foray's Restaurant.....	138
Auto Painting & Repairing Co., Inc.....	120	Foundation Plan, Inc.....	152
Avenue Restaurant & Bar.....	100	Franklin Printing Co., Inc.....	134
Avondale Marine Ways, Inc.....	12	Frazier, Clarence.....	110
<b>B</b>		Freeport Sulphur Co.....	88
Barataria Tavern.....	94	Freiberg Mahogany Co., The.....	126
Basile, Leo.....	146	Frey, L. A., & Sons, Inc.....	150
Beekman's.....	128	Frolic Pavilion.....	162
Bell Distributing Co.....	58	<b>G</b>	
Billionaire Cafe.....	102	Garden of Memories.....	162
Bishop-Edell Machine Works, Inc.....	138	Garsaud's (retail).....	120
Black, Charles, Gravel & Sand Co., Inc.....	146	Garsaud's (wholesale).....	162
Blue Horseshoe Tourist Court.....	114	Gauthier's, Sidney, Grocery.....	158
Blue Light Inn.....	114	Gendron's, Leon, Grocery, Cafe and Barber	
Blue Plate Foods, Inc.....	144	Shop.....	164
Borden-Aicklen Auto Supply Co., Inc.....	132	General American Tank Storage Terminals..	82
Bormon House, publishers.....	224	General Outdoor Adv. Co.....	62
Boudreaux, Capt. T.....	136	Gennero's.....	108
Boudreaux, Willie.....	158	Godchaux Sugars, Inc.....	116
Boulevard Garage & Beer Parlor.....	164	Godchaux's.....	152
Boulevard Hardward Store.....	142	Goldstein-Trusales.....	168
Breaux, Jessie J.....	148	Gonzales Motors, Inc.....	92
Bridge Circle Inn.....	156	Grand Isle Chamber of Commerce.....	130
Brook Tarpaulin Co.....	130	Great Atlantic & Pacific Tea Co., The.....	104
Brooklyn Land Co.....	154	Great Southern Box Co., Inc.....	34
Brown's Restaurant and Cafe.....	156	Gretna Hardware Co.....	156
Brunies' Restaurant.....	150	Gretna Jewelry Co.....	96
Bruning, Chester.....	162	Gretna Sheet Metal Works.....	158
<b>C</b>		Grover's Place.....	150
Carey & Helwick.....	138	Gruber, Louis E.....	42
Carter, Perrin & Brian.....	166	Guenther, Leo S.....	128
Carter, Reese.....	120	Gulf Fur Co.....	146
Cat and Fiddle.....	164	<b>H</b>	
Celotex Corp., The.....	48	Hansell, F. F., & Bro., Ltd.....	138
Centanni, S. C.....	142	Harahan Service Station.....	150
Central Equipment Co.....	96	Harvey Canal Land & Improvement Co.....	106
Clerc Lumber Co., Inc.....	134	Harvey Canal Shipyard & Machine Shop....	94
Codifer, Inc.....	156	Harvey Lumber & Supply Co., Inc.....	32
Collins, J. C., Agent.....	134	Harvey Mud Co.....	158
Colonial Hotel Courts.....	110	Heebe's Bakery.....	112
Commercial Solvents Corp.....	168	Henry's Rotisserie.....	172
Concrete Products Co.....	112	Hercules Powder Co., Paper Makers Chem-	
Continental Can Co., Inc.....	162	ical Department.....	172
Cook's Cabs.....	162	Higgins Industries, Inc.....	114
Coulon, Roger.....	148	Hill, H. G., Stores, Inc.....	18
Crane's Clothing Co.....	154	Holmes, D. H., Co., Ltd.....	82
Crescent Typewriter Exchange, Inc.....	166	Hotard, Alvin E.....	146
Cutcher Canning Co.....	160	Humble Oil & Refining Co.....	164
<b>D</b>		Hyatt, A. W., Stationery Mfg. Co., Ltd.....	132
Davis-Wood Lumber Co., Inc.....	166	<b>I</b>	
Davison Chemical Corp., The.....	118	International Lubricant Corp.....	122
DeBardeleben Coal Corp.....	170	Interstate Electric Co.....	130
De Weese Pharmacies.....	158	Intracoastal Terminal.....	156
Ditta, Carlo.....	168	Iplik Plywood Company.....	10
Dixie Tourist Court.....	124	<b>J</b>	
Douglas Public Service Corp.....	104	J & L Steel Barrel Co.....	140
Dunham-Pugh Company.....	102	Jahncke Service, Inc.....	112
Duplechin's, Roy, Grocery.....	146	Jefferson Bottling Co.....	132
Durham's Feed Store & Hatchery.....	152	Jefferson Democrat.....	56
<b>E</b>		Jesclard, Charles E.....	146
Eighth Ward Democratic Club of Jefferson		Johns-Manville Products Corp.....	62
Parish.....	148	Jordy Engineering Co.....	162
Ellzey Stores.....	156		
Estelle Store and Bar.....	170		

# INDEX TO ADVERTISERS

K	
Kammer, C. A., Mercantile Co.....	166
Kemker, D. H., Distributor.....	166
Kennington, A. S., Distributor.....	84
Keyhole, The.....	160
Klauser's, E., New Beer Garden.....	142
Klotz Cracker Factory, Ltd.....	136
Kraak's, Henry, Nursery.....	144
L	
Lacour, Lurry D.....	136
Landau's Dept. Store.....	168
Lawyers Title Insurance Corp.....	138
Leitz-Eagan Funeral Home, Inc.....	134
Leson Chevrolet.....	112
Lewis Sea Foods.....	20
Litloff & Leitz, Inc.....	140
Little Forest Club.....	150
Loose-Wiles Biscuit Co.....	130
Louisiana Ice Service, Inc.....	142
Louisiana Power and Light Co.....	Back Cover
Louisiana Tractor & Machinery Co.....	36
Louisiana Transit Co.....	46
Lynn Oil Company.....	126
M	
Maison Blanche Carrollton.....	120
Mancuso Barrel & Box Co., Inc.....	156
Marine Paint & Varnish Co., Inc.....	116
Marrero Land & Improvement Assn., Ltd.....	98
Martin, Roy, & Co., Inc.....	54
Martin's Hotel Court.....	84
Mathews-Maier, Inc.....	170
Matthews, Geo. B., & Sons, Inc.....	162
Mayfield's Grocery & Bar.....	160
Mayronne Lumber & Supply Co., Inc.....	122
McWilliams Dredging Co.....	164
Melling Cement Block Works.....	166
Metairie Hardware & Paint Store.....	144
Metairie Ridge Nursery Co., Ltd.....	154
Metry Cafe & Bar.....	170
Metry Tourist Court.....	156
Meyer's Specialty Shops.....	170
Midway Inn.....	170
Morice Furniture Co.....	160
Mothe Burial-Benefit Life Insurance Co., Inc., The.....	118
Muller Furniture Mfg. Co., Ltd.....	152
N	
National Corp. Service, Inc., of La.....	116
National Distillers Products Corp.....	110
Neeb's Hardware Store.....	166
Nelson's Roof Terrace.....	168
New Orleans Brewers Association.....	174
New Orleans Metropolitan Area.....	64
New Orleans Public Service, Inc.....	Inside Front
Nook, The.....	152
Norwood Farms.....	106
O	
Oakpark Cabins.....	166
Oak Ridge Dairy.....	174
O'Donnell Brothers, Inc.....	162
Oleander Hotel.....	154
Original Bruning's Restaurant.....	148
Original Specks Club, The.....	170
Orleans Materials & Equipment Co.....	130
O'Shaughnessy Service, Inc.....	30
Ozone Co., Inc.....	142
P	
Paletou, J. Wallace, Inc.....	134
Pat's Club.....	136
Penick & Ford, Ltd., Inc.....	108
Perrin, Clem.....	148
Pines Tourist Courts.....	84
Pipe Line Service Corporation.....	14
Plaza Club, The.....	122
Pontchartrain Lumber Co., Inc.....	126
R	
Rainbow Inn.....	152
Rantz Ice Factory.....	160
Rathborne, Joseph, Land Co., Inc.....	128
Rathborne Lumber & Supply Co., Inc.....	158
Rheem Manufacturing Co.....	24
Ribaul, Joseph, Transfer.....	28
River Terminals Corp.....	8
Rose Room, The.....	170
Roussel's Circle Service Station.....	166
Roussel's Day & Night Service.....	158
Rowan, Peter P., Co., Ltd.....	144
Roy, A. K., Inc.....	118
Royal Theatre.....	148
Rykoski, Inc.....	140
S	
Samuel Bros.....	160
Schayer-Badinger, Inc.....	140
Schunke, Fred.....	170
Sears, Roebuck and Co.....	124
Security Building & Loan Assn.....	92
Shippers Compress Warehouse.....	168
Smith, Ed, Stencil Works.....	150
Smitty's Cabs.....	154
Smitty's Casino Bar & Restaurant.....	98
Soulé College.....	162
Southern Cotton Oil Co., The.....	38
Southern Shell Fish Co., Inc.....	132
Southern States Equipment Co.....	106
Southport Petroleum Co. of Del.....	50
Spahr, Charley, Distributor.....	90
Spahr, Wm. F., Foundry & Mch. Works.....	104
Stauffer, Eshleman & Co., Ltd.....	152
Steger's Department Store.....	164
Stratton-Baldwin Co., Inc.....	124
Stumpf, Archie C., Druggist.....	168
Stumpf's, John, Son.....	44
Suburban Bowling Alley.....	172
Swanson, Frank.....	140
Swift & Co.....	64
T	
Terminal Mud & Chemical Co.....	52
Texas Co., The.....	22
Thomas, A. G.....	124
Tichenor, Dr. G. H., Antiseptic Co.....	160
Tip Top Pavilion.....	150
Tony's Rendezvous.....	136
Trico Coffee Co., Inc.....	164
Tropical Radio Telegraph Co.....	132
Tucker's Tavern.....	144
U	
U. S. Industrial Chemicals, Inc.....	128
United Cash Grocery—Algiers Branch.....	168
United Gas Pipe Line Co.....	40
United States Steel Products Co.....	154
V	
Von Der Haar, Frank A.....	152
W	
WWL Development Co., Inc.....	154
We-Go-Inn.....	90
Weiner's Furniture Co.....	166
West Bank Motors.....	88
West-Side Funeral Homes.....	164
West Side Oil Co., Distributor.....	100
Western Union Telegraph Co.....	164
Whitney National Bank.....	122
Williams, W. Horace, Co., Inc.....	138
Wilson Variety Stores.....	142
Wisser's Cafe & Delicatessen.....	168
Woodward, Wight & Co., Ltd.....	126
Wyman, Henry J.....	168

# BORMON HOUSE

*Publishers*

## The Land of Lafitte the Pirate \$2

The first and only presentation in pictures of America's famous and favorite pirate. Every other page in this unique book is either a drawing or a photograph depicting some scene or episode in Lafitte's adventurous life.

## The Bachelor In New Orleans \$1.50

With this book of pungent paragraphs, embellished with the colorful linoleum blocks of the Rileys, the single (or unattached) male needs no other guide to the light life and night life of New Orleans.

## French Quarter Etchings \$5

This is New Orleans as William Woodward, its famous etcher, with a photographic eye and a poetic soul, has seen it over the years. Woodward has preserved old New Orleans in page after page of his great art.

## All Is Fair \$1.50

This book of poems, written in inspiration by Georgia Mitchell, expressing the thoughts of the women who wait for their men at war, picturing their dreams of unforgettable hours together, should be the bedside companion of every woman whose loved one is in uniform.

If you cannot secure any of these books at your book dealer,  
send your order direct to

BORMON HOUSE, VIEUX CARRE  
P. O. Box 1703, New Orleans 11, La.



# LAND OF Opportunity

## LEGEND:

- Existing highways, HARD SURFACED
  - - - Improved highways proposed
  - = 4-lane highways proposed
  - +—+—+—+ Railroads
  - - - - - Parish boundaries
  - ★ Court-houses
  - ⚡ Railroad yards
  - 🌿 Easter Lilies
  - 🏭 Industries
  - 🏠 Sugar refineries
  - 🏡 Plantation homes
  - 🐾 Muskrats
  - 🌲 Oil fields
  - 🚛 Truck farming
- Other symbols self-explanatory

COPYRIGHT 1942, JEFFERSON PARISH YEARLY REVIEW PRINTED IN U.S.A.

GULF OF MEXICO



## They Have a Greater Chance in Jefferson Parish Now...

A miracle has come to Jefferson Parish farms. Father and son together look toward a richer future. They have been given More Time—the greatest essential for man's growth and opportunity.

Time comes as a gift of Cheap Electricity, freeing them from heavy, endless chores, making the farm more profitable. This precious boon of Extra Time has been brought to thousands of farms by the Louisiana Power & Light Company.

Jefferson Parish industries, benefiting from efficiencies of cheap electric power, have grown fast. Their 4500 wage earners and 3 million dollar payroll contribute to the prosperity of every Jefferson citizen.

Cheap Electricity, from the business-managed Louisiana Power & Light Company, is an American miracle—a miracle which we are bringing to more and more Louisiana farms.



# LOUISIANA POWER & LIGHT COMPANY

*"Helping Build Louisiana"*