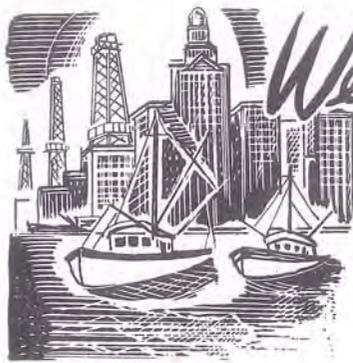


**19** JEFFERSON PARISH YEARLY REVIEW **48**  
FOURTEENTH ANNUAL



*We're Telling the Story*

## Of the New, Greater New Orleans

### ***... A Story to Benefit All Louisiana***

Throughout 1946 and 1947, advertisements variously sponsored by Greater New Orleans, Inc., railroads, airlines, steamship companies, banks, New Orleans Public Service Inc., and others have told the story of New Orleans' and Louisiana's advantages to businessmen in such key Mid-Continent cities as Chicago, Detroit, Des Moines, Kansas City, St. Louis and Louisville, as well as in New York. The attention of importers, exporters and industrialists has been directed to the splendid opportunities for profitable commerce and industry in and around New Orleans. Concrete community achievements have been pointed out, such as—

INTERNATIONAL HOUSE, the FOREIGN TRADE ZONE, the INTERNATIONAL TRADE MART and MOISANT INTERNATIONAL AIRPORT.

Thousands of industrialists have been reminded that our location makes the Port of New Orleans a natural cross-road for Mid-Continent and world trade, and that the New Orleans area is served by a unique combination of nine trunk line railroads, three major airports, seven domestic and international airlines, ninety-seven ship and barge lines, modern highways and a 13,000 mile network of inland waterways.

Louisiana has made great progress in the development of its resources, and industrial growth in this area will further the utilization of the state's assets. With industrial development, bringing new factories, warehouses, branch offices—with added commerce attracted to the Port of New Orleans comes opportunity for every Louisianian . . . greater employment possibilities and job stability as sound business forges ahead . . . and better living for every citizen.

Louisiana has entered an era of great opportunity. But all Louisianians must band together in an earnest, enthusiastic and continuous effort to bring new industry, trade and commerce if we are to achieve in full measure the bright promise of the future.

If you would like copies of the series of advertisements about New Orleans prepared by New Orleans Public Service Inc., telephone or write to the Advertising Department, New Orleans Public Service Inc., 317 Baronne St. There is of course no charge for them.

NEW ORLEANS *Public Service* INC.

# JEFFERSON PARISH YEARLY REVIEW

## STAFF

Publisher.....Justin F. Bordenave  
 Managing Editor and  
 Business Manager.....Joseph H. Monies  
 Associate Editor and  
 Art Director.....Tilden Landry

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

Kenner, La.

1948

## OUR COVER

Eugene Delcroix made the Kodachrome from which the full-color plates for this year's cover were made. The scene is Fleming Park (Old Berthoud's plantation), where three bayous meet; Big and Little Barataria and Bayou Villars. This is a scene of high excitement in May, when the Pirogue Race is held here. Our picture was made on Thanksgiving Day. The girls are Gloria Wynne of Harahan, baiting her hook, and Serita Lombardo, fishing.

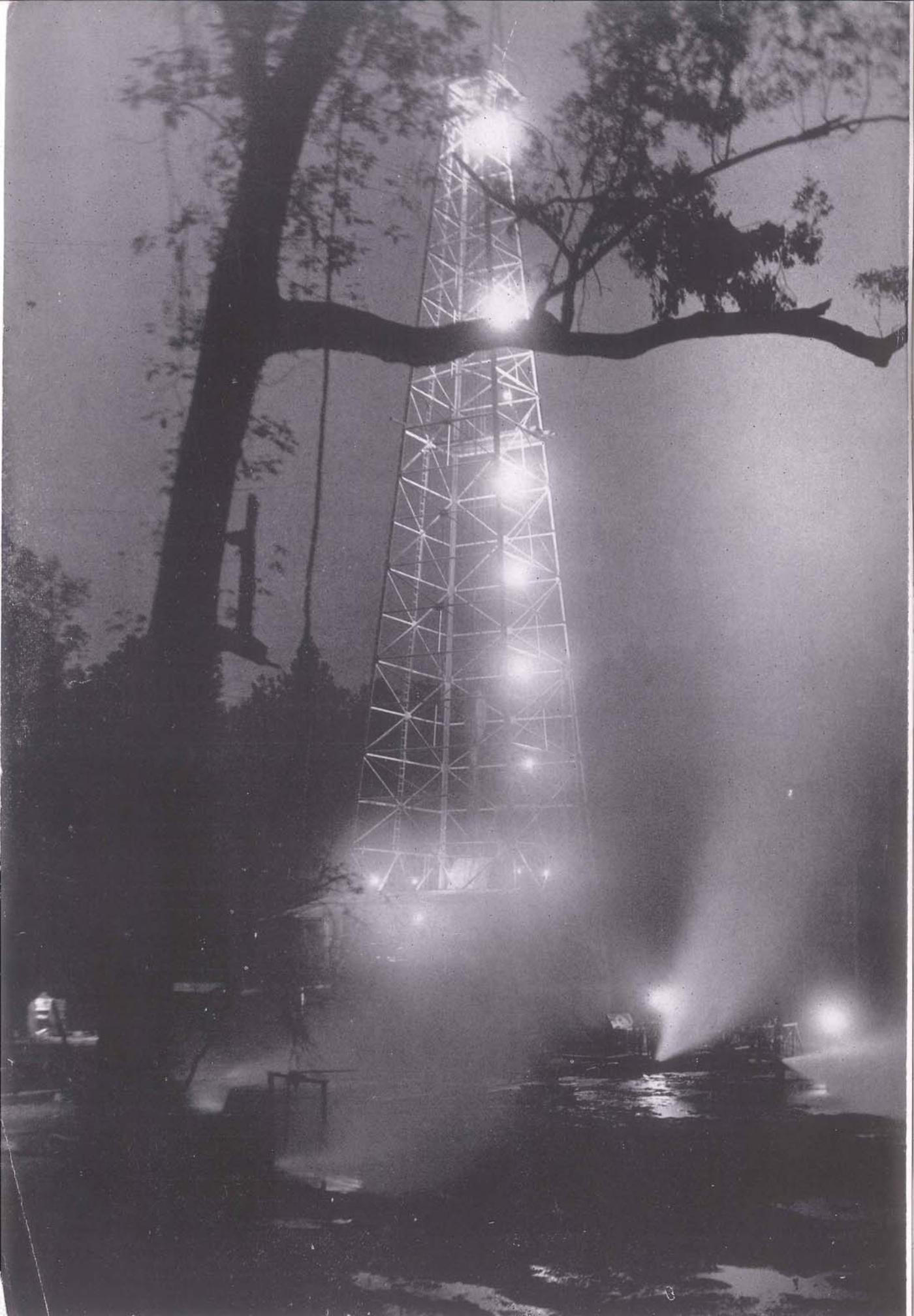
The publishers of the Jefferson Parish Yearly Review will be glad, at any time, to furnish information to anyone interested in Jefferson Parish industrial opportunities. The establishment of new industries is encouraged in every way possible by the Police Jury and citizens of the parish. More detailed 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.

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This Book Manufactured in its  
 Entirety by Union Labor

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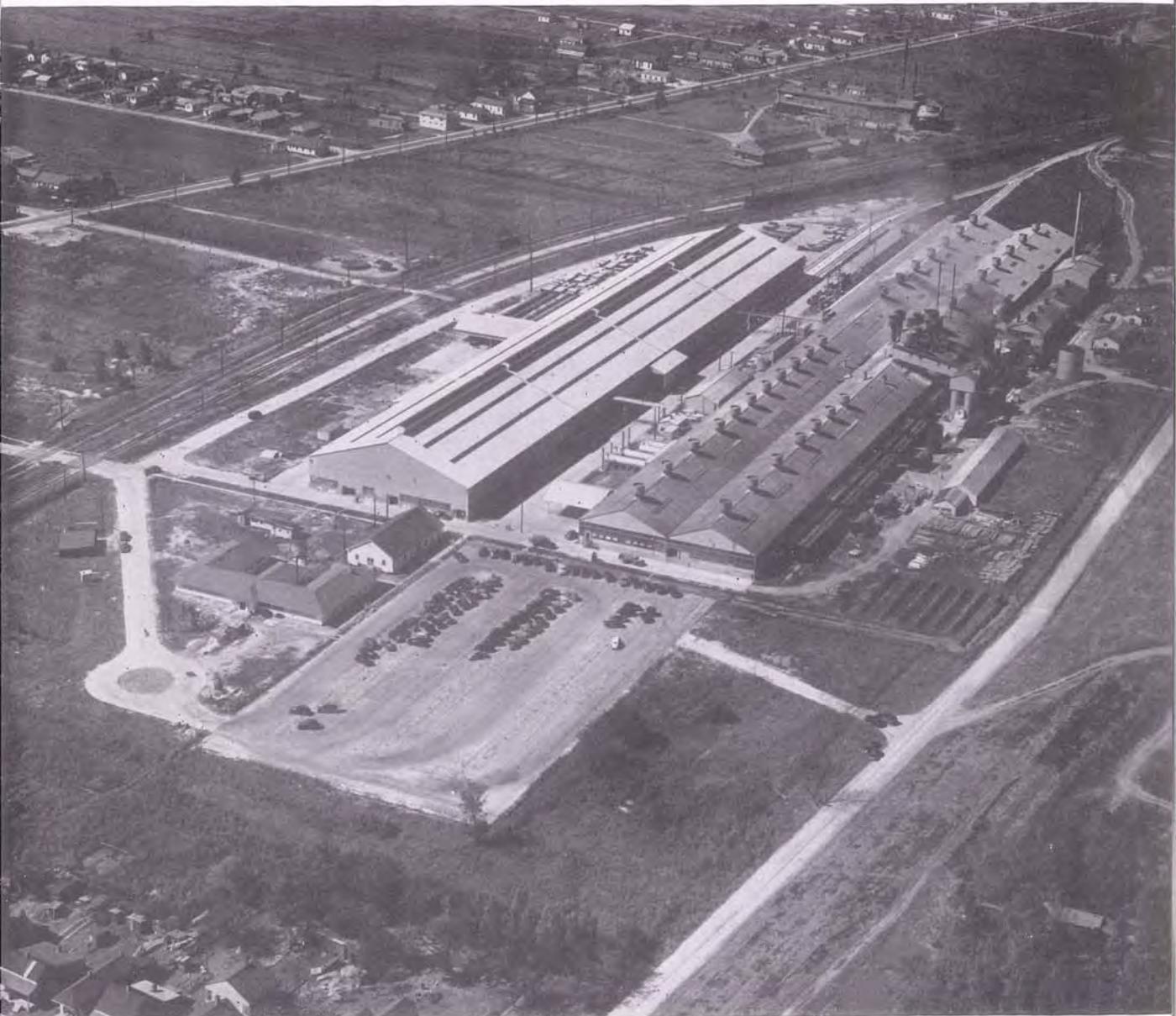
In this fourteenth issue of  
the Jefferson Parish Yearly Review  
our writers and photographers were given  
a monumental assignment:  
to give our readers as complete a cross-section  
as could be presented upon printed pages  
of the moving frontiers of Jefferson;  
to show the speed and the scope  
and the direction of their movement,  
and to salute the men who are making them move.  
No frontier moves without being pushed . . .  
Jefferson Parish is pushing heartily and hard,  
with its sleeves rolled up and plans in its pocket,  
and history is being hastened.  
Here, then, in words and pictures,  
is an appreciative look at a happily busy land.  
With it we send our warm invitation  
to take the time to see it all with your own eyes  
and perhaps to plan to push back your personal frontiers,  
to stake your own claim to a solid share  
in the golden future of  
the parish that never stops pushing.

---

*UPWARD into the sky steel towers push; drills  
push downward miles into the earth; and  
meanwhile horizontally on land and sea the  
men of Jefferson push back their frontiers at  
every compass-point of progress, both by day  
and by night.*

# ***PUSHING BACK the FRONTIERS***

By Weaver R. Toledano  
President, Jefferson Parish Police Jury



*INDUSTRIAL EXPANSION is seen in every section of Jefferson's manufacturing areas. Typical are the added facilities of Johns-Manville, shown completed in this picture. You will find it interesting to compare this with the aerial photograph of the same plant that appeared in the Review a year ago.*



This is a nation made up of people who have spent most of their history finding frontiers and pushing them back. Some call us a reckless nation; we ourselves like to speak of our talent for progress. Actually America is simply a hard-headed realist among nations; we, more than any other civilized country, have recognized and lived by the simple truth that man *cannot stand still*—either he moves forward, or he slips back.

And so Americans, having pushed back the wilderness frontiers of their land until there are not many places left where a man can wear a coonskin cap with propriety, have never stopped finding new kinds of frontiers and probably never will. Today's frontiersman may follow his trails by radar, he may carry no weapon more formidable than a trout rod, he may even do his exploring in an air-conditioned office. But like his forefather with long rifle and powder-horn, he is insatiably a seeker of new directions and the treasures that may lie in them.

Around every growing American city there is frontier, as residential, commercial and industrial development move outward in increasing perimeter. And in many rural areas of the United States there are beautiful spots largely untouched by the complexities of mod-

*HIGHWAY PROGRAM keeps pace with parish growth, as exemplified by the fine new bridge built to replace the Kerner ferry on Big Bayou Barataria.*

ern life; this is frontier too. You will find both within the 60-mile length of Jefferson Parish, plus more other kinds of frontier than you would think could be packed into an area twice this size.

Let us consider, for instance, Jefferson's industrial frontier. More than 60% of the goods manufactured in and shipped from the Greater New Orleans area come from the more than 70 manufacturing plants of Jefferson Parish. These include a building board plant, a sugar cane syrup plant, a cottonseed oil plant, a shrimp canning plant, a mahogany lumber and veneer plant, and a lumber creosoting plant *each of which is the largest of its kind in the world*; we have the five largest dry kilns in the south, drying 120,000 feet of lumber a day; three Jefferson Parish plants produce more steel containers than any other parish or county in the nation; and we ship and store more molasses than any other place in the world. Big industry, yes—but growing every day.

Plant expansion since the war years has been phenomenal. Celotex has put

millions into new buildings and equipment. Johns-Manville, preparing for the multiplied home-construction activity so vitally needed throughout the country, has more than doubled its building board and roofing materials plant capacity, and added an asbestos transit pipe plant. Added facilities at Delta Petroleum Corporation, new increased boat-building and repair installations at Avondale Marine Ways, new equipment to mechanize crabmeat picking at Southern Shell Fish Company; these are typical of the healthy growth you can expect of any sound industry located among the unique advantages of Jefferson Parish.

Weighing these advantages against those of other comparable areas, more and more industrialists are selecting new plant sites in Jefferson. Green-Walker Galvanizing Co., Inc., at the east side end of the Huey P. Long Bridge, engaged in commercial hot dip; Boston and Perrin Boat Co., on Harvey Canal, builders of special boats; Schlumberger Well Surveying Corp., on Harvey Canal, surveyors of oil wells; Evans Cooperage Co., on Harvey Canal, who recondition drums and fill them with petroleum products for export; Cities Service on Airline Highway, the latest oil company to establish a bulk wholesale plant in the parish (we have also Texas, California, Gulf, Shell, Pan-Am, Sinclair and Standard); Charles & Charles at East End, frozen seafoods and quick-freeze; Southern Ford Tractor on Jefferson Highway, distributors of tractors and farm equipment; George Engine Company on Harvey Canal, selling diesel and gasoline marine and industrial engines to the oil trade—this is

their second Jefferson plant. They moved their first to Southport from New Orleans three years ago; Stauffer Chemical Co., Marrero; Products Research Service, Inc., Westwego; five new pipe yards, storing more than a million dollars' worth of pipe for the oil industry . . . the list of new plants is long and growing longer, as Jefferson's industrial frontier is pushed back.

Within the past year, these plants have moved into Jefferson from New Orleans: Kieckhefer Container Company, makers of corrugated boxes; Freidrichs Wood Specialties on the Airline Highway, manufacturers of custom furniture and fixtures; Crescent Materials Service, Inc., at the east end of the Huey P. Long Bridge, roofing and building materials; and the Jackson Equipment Company, automobile equipment, now breaking ground for a plant on Shrewsbury Road.

The W. A. Ransom Lumber Co., manufacturers of hardwood lumber, moved from Woodville, Mississippi, to Harahan and completed their new plant in October of last year. They will manufacture about 12,000,000 feet of hardwood and cypress lumber this year.

Others now breaking ground are Boyce-Harvey Machinery, Inc., at the east end of the bridge, distributors of Caterpillar and other heavy equipment; on the west side of Harvey Canal, Superior Oil Co. is clearing close to 2,000 feet of land on the canal for offices and pipe storage; on another tract of about 2,000 feet, right next door, the Oyster Shell Products Corp. will soon move in from Berwick, La.

Construction now under way includes the Borden Company's new branch plant on the Airline Highway, which will cost about \$600,000.00 and will supply the trade in this section of the country; Airway Supply House at Kenner, to handle butcher and hotel supplies and cold storage; and the Airline Lumber & Supply Co., at Kenner, not content with the largest dry kiln plant in the South with two kilns, have added three more kilns and are building a new loading rack. Thus are Jefferson's construction frontiers being pushed back—and pushed up, too; the new FM and television transmission tower of WTPS, 607 feet high, is the tallest structure in the deep South.

And straight up go the figures on our population frontier. In 1900 Jefferson

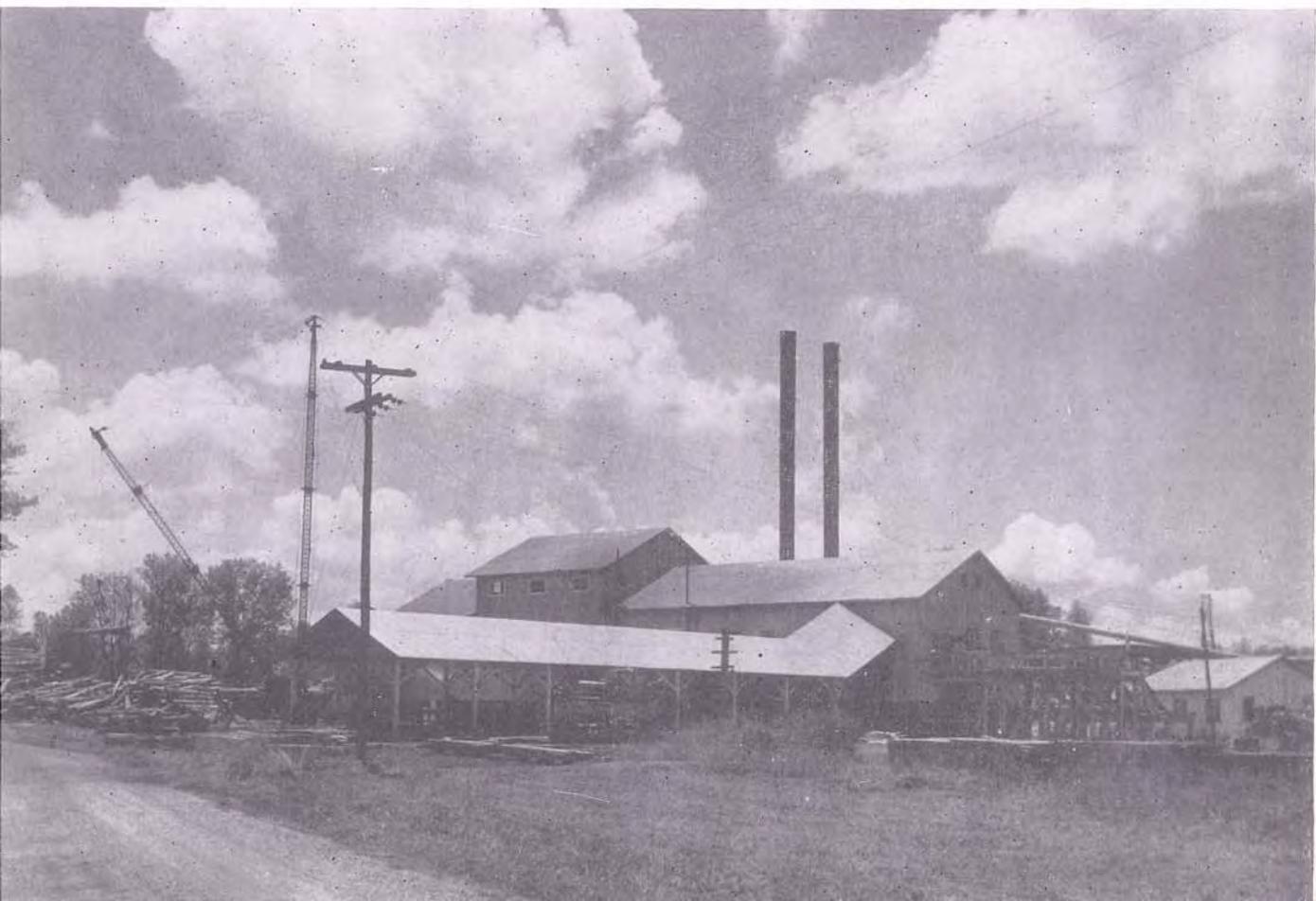
*NEW REFINERY built by the Southern Cotton Oil Company at Lower Harvey.*





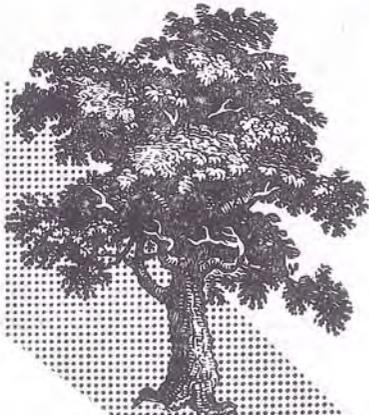
ON HARVEY CANAL, *Harvey Lumber and Supply Co.* moves oil-field pilings.

AT HARAHAN, *Ransom Lumber Co.* plant, moved here from Woodville, Miss.



*the acorn*

*is a piker...*



This photograph shows the long, tough cane fibres which, when Ferox®-treated against dry rot and termites, form the base for many Celotex building products.

® REG. U. S. PAT. OFF.

When it comes to sprouting things big, the acorn is a piker alongside the *node* from which sugar cane grows. For the acorn only fathers an oak . . . but the sugar cane *node*, through production of tough cane fibre, has sired three of the greatest advances in building history—

- 1 building insulation**—From cane fibre in 1921 came Celotex cane fibre board . . . combining low thermal conductivity with great structural strength. For the first time, architects could reduce more economically the flow of heat and cold in all types of buildings, with a single, mass-produced, low-cost structural material. *Today, because of Celotex pioneering, heat-leaking buildings are obsolete.*
- 2 sound conditioning**—In 1924 came another great advance from cane fibre—Acousti-Celotex perforated cane fibre tile . . . combining high sound absorption with paintability. At last architects had a practical way to build *quiet* into offices, schools, and hospitals . . . to control noise in factories . . . and to correct acoustics in churches and auditoriums. *Today, because of Acousti-Celotex, noise in business and industry is on its way out.*
- 3 single-wall construction**—More recently the trend toward single-wall construction in residences and industrial buildings has been accelerated by the development of Cemesto . . . a fire-and-moisture-resistant asbestos cement wall unit with a cane fibre core. Cemesto, one integrated material, replaces the 8 to 10 separate layers used in building ordinary residential walls and permits the erection of industrial buildings with light-weight economical "curtain" walls, partitions and roof decks.

**more to come**—You'll notice one thing in common about these three contributions of cane fibre to building progress—each is a multi-function material. This illustrates the continuing objective of engineering research at Celotex . . . to give you *better building products—at lower cost.*

**THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS**

**CELOTEX**  
REG. U. S. PAT. OFF.

BUILDING BOARD . . . INSULATING SHEATHING AND LATH . . . CELO-ROK ANCHOR LATH AND PLASTER  
CEMESTO . . . CELO-ROK WALLBOARD . . . INTERIOR FINISH BOARDS . . . TRIPLE-SEALED SHINGLES . . . FLEXCELL



counted 15,321 citizens. By 1920 there were 21,563, and the roaring twenties jumped the total to 40,032 in 1930; in 1940 the number increased 25% to 50,427; and in the booming forties it has climbed to between ninety and one hundred thousand; it's still climbing fast, and our newcomers are 95% permanent, home-owning population.

As every literate American must know by now, the oil industry is pushing back frontiers in two dramatic directions—straight down, deeper than men have ever drilled for oil, and miles straight out from our coasts into open water. Jefferson Parish activity in both of these directions made oil history this year; you will find the complete story in another part of this Review.

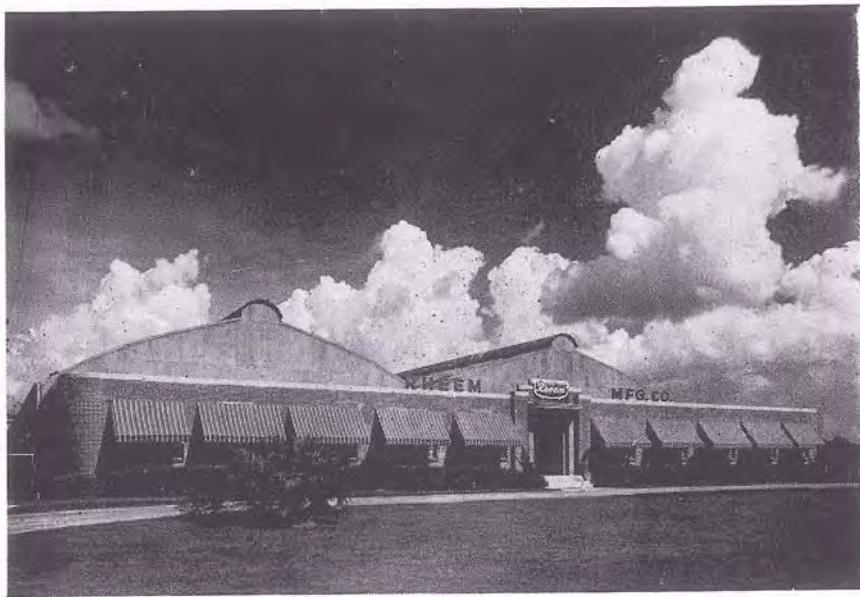
Out in the Gulf several hundred new deep-sea trawlers are pushing back the rich seafood frontier, taking enormous catches of giant shrimp miles beyond their former operating limits. More than a million dollars' worth of new wharves, warehouses and equipment

*MARDI GRAS BALL of Celotex employees, held in February, entertained 1200 workers and friends. Here Queen Gwendolyn Mayer and King John Murphy receive June Schultheis, 1947 Queen, and C. E. Dahlin, Captain of the Ball.*

have been added to serve Jefferson's seafood industry at Grand Isle, Lafitte and between.

Transportation frontiers are being pushed back as vigorously as the others. Moisant International, at Kenner, is one of the world's largest and finest airports. The new Mays Yards of the Illinois Central System near the Huey P. Long Bridge can handle 100 cars on each of its 21 switch tracks. The new paved highway to Grand Isle, scheduled for completion before the end of the year, will enable the historic island to take its proper place as one of the nation's leading seashore resorts. Parish law enforcement forces have been mod-

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 Manufacturer of Steel Containers and Water Heaters



*23 Years Experience Goes Into Our Steel Fabricated Products*

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- LITHOGRAPHED PAILS
- SHIPPING CANS
- LITHOGRAPHED SIGNS

The Rheem Organization is also in the household appliance field with such items as water heaters using gas, electricity, oil or coal; automatic coal stokers for home, commerce and industry; range boilers and tanks as well as floor furnaces, wall heaters, ventilating fans and numerous other household appliances now on production lines.



WATER HEATERS



WATER SOFTENERS



HOME HEATERS



FLOOR FURNACES



COAL STOKERS



WINTER AIR CONDITIONERS



ATTIC FANS



HOUSEHOLD TANKS



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LOS ANGELES

ernized with 2-way radio and Bertillon equipment, purchased with money saved from the sheriff's salary fund.

The housing frontier, the sports frontier, the frontiers of public welfare, civic betterment, municipal improvement, cultural advancement, education, and many more of today's frontiers are being pushed back as rapidly and as in-

telligently as they can be pushed by a happily unified population with enlightened and aggressive leadership.

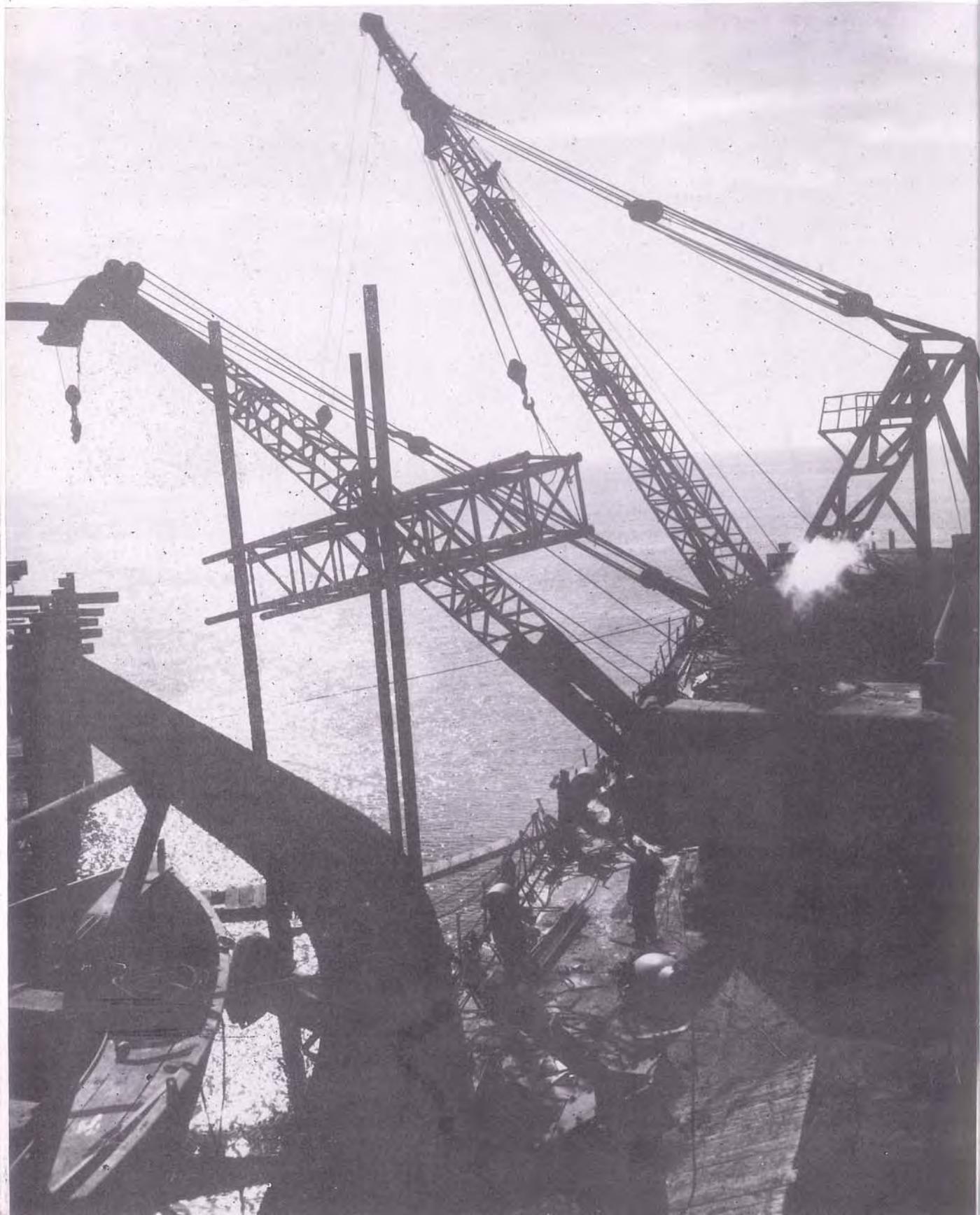
As for tomorrow's frontiers, Jefferson Parish is ready—ready with plans, with confidence, with sleeves rolled up. That new bridge across the Mississippi . . . that seawall on Lake Pontchartrain . . . that Seaway from Westwego to the Gulf . . . for these and a hundred more frontiers of the future, Jefferson is ready.

People who have known the high excitement and the deep-down satisfaction of finding and conquering a frontier are apt to be ready for, and equal to, anything.

*NEW 2-WAY RADIO is tried out by Sheriff Frank J. Clancy. Behind him are (left) Nolan Orgeron, in charge of the fingerprinting and photographic system, and (right) Fred Oser, superintendent of Jefferson prison.*



*Pushing Back the Frontiers for*  
**Black and White Gold**





By Temple H. Black

DRILLING PLATFORM *constructed by Humble Oil & Refining Company in the Gulf of Mexico, eight miles out from Grand Isle.*

It has been said by some that in this modern day and age, nothing more remains to be discovered; that the frontiers have all been explored and there are no new worlds to conquer.

Nothing could be farther from the truth.

The early explorers and settlers of south Louisiana would cheer from the heights of their Valhalla if they could see how modern man is pushing back the frontiers in Jefferson Parish.

Oil rigs stand stark and naked in the Gulf of Mexico, miles from land.

Dungaree-clad shrimpers breast the gentle swells of the Gulf, always moving farther and farther from land to drop their trawls in search of succulent Gulf shrimp.

Yes, the frontiers are still there, still waiting to be explored . . . beckoning to adventuresome man to come and gather the prize and the profit to be had for the taking.

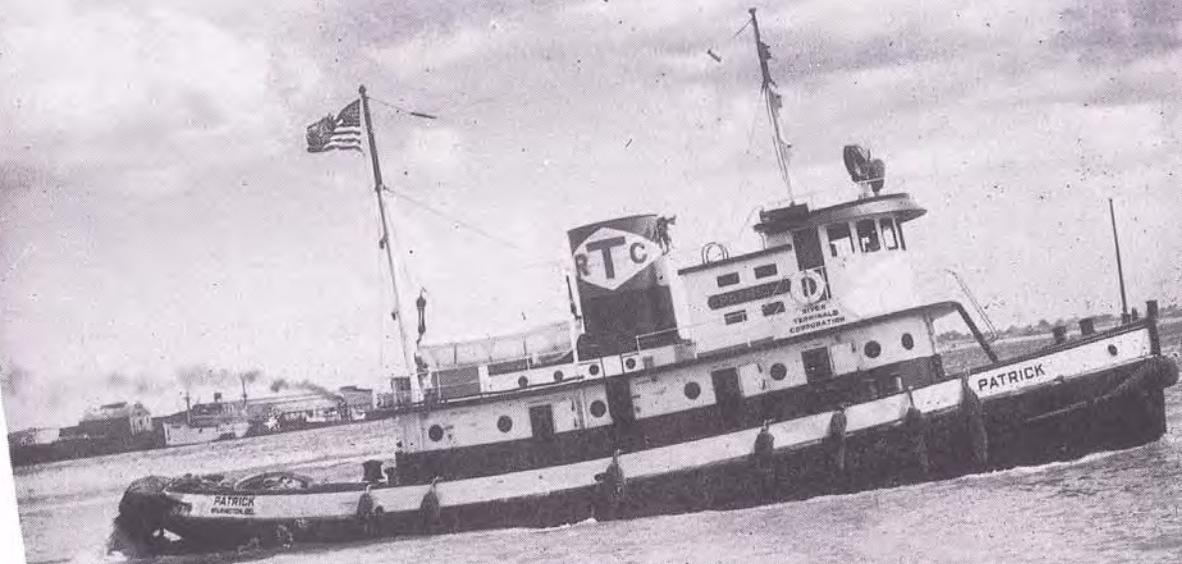
Here are your present day frontiers.

Man in his romantic search for oil to lubricate the great machines of industry has delved deeper and deeper into the earth to bring to light the liquid, black gold without which our whole civilization would stagnate.

In 1934 the Texas Company started the search for oil in Jefferson Parish. And in May of the following year, near the town of Lafitte, the first oil well flowed, 1,110 barrels a day, from a depth of 9,550 feet. That was then considered a very deep well.

But last year this same company, in a field closer to the Gulf, completed their Lafourche Basin Levee District No. 1 well as the deepest producer in the world. It was drilled to a total depth of 15,523 feet. However, the well was plugged back and completed in perforation from 13,879 to 13,904 feet.

But that was last year. Those same men, not satisfied with the world's deepest producer, staked out another location 1¼ miles northeast of it.



# Serving

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

**RIVER TERMINALS**  
*Corporation*



PILINGS stand in fifty feet of water. The ten-story-high structure is engineered to take the worst weather the Gulf can offer.

southward eight miles out into the Gulf.

There you will see what at first glance appears to be a great ship, attended by tugs, anchored on the horizon.

But take a boat and approach this ship.

As you come closer, you discover no ship at all. Instead you find the Humble Oil and Refining Company's drilling rig; two huge decks measuring 206 by 110 feet each, one third the size of a football field.

Here Humble is driving a well, exploring for oil beneath the continental shelf while the waves of the Gulf of Mexico lap at the rig's foundation.

This is the most ambitious venture yet and it took a heap of planning.

Humble concluded there was oil to be had under water off Grand Isle, but it involved problems not encountered on land.

In the spot selected by Humble the water was 50 feet deep. That meant that pilings to support both the drilling rig and the working platform must be sunk in this great depth and must be capable of supporting tremendous weight. It meant, too, that the platform must be able to withstand the very worst weather the Gulf could conjure up.

Experts of the Scripps Institute of Oceanography, the U. S. Army Engineers and others were consulted in gathering the data on wave forces, wave height and the frequency with which waves would strike the structure.

The same oceanographer who forecast sea conditions for the invasion of Normandy in 1944 was employed to study wave forecasting in the Gulf. Together with the records of the U. S. Weather Bureau, these unveiled the might and power of the elements.

Humble accepted the challenge of the fury of the open Gulf to drill in water twice as deep as the location of any attempt previously made for oil beneath the continental shelf. And "out where the water gets blue," this maze of steel must survive against all forces of the sea to make it possible to probe for oil beneath the Gulf floor.

The lower deck of the Humble platform is 32 feet above the mean Gulf

## BULLETIN

(By The Associated Press)

New Orleans, April 1—The first test for oil in Louisiana to go below 16,000 feet has been drilled by the Texas Company.

The company reported Wednesday its operation in the Queen Bess Island area of Barataria Bay, Jefferson Parish, has been drilled to 16,068 feet—a depth of more than three miles.

The test is State-Barataria No. 4. It is located 11¼ miles northeast of the world's deepest producing oil well, drilled by the Texas Company last year.

\* \* \* \*

Under the land and the inland waters of Jefferson Parish there is an estimated known reserve of two hundred million barrels of oil. The fact did not stop the oil companies in Jefferson in their quest for oil, but the knowledge seemed to spur them on . . . on to new fields to conquer . . . fields far out in the Gulf of Mexico.

Here again a frontier is being pushed back.

Deeper, ever deeper into the earth, and farther, ever farther over the horizon goes man's search for oil.

Stand on the beach at Grand Isle, if you will, and, shading your eyes from the reflected glare of the sun, gaze

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Oil Field Construction  
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and Construction

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## GENERAL CONTRACTOR



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UPtown 7377-78  
Night: ALgiers 2399-W

P. O. Box 348  
Harvey, Louisiana



level, well out of reach of the highest waves. And its two half-acre decks provide comfortable living quarters for the 54 men who work the rig.

It is possible to drill seven wells from this structure.

Arrayed on the top deck are quarters, racks for 15,000 feet of drill pipe and long strings of casing and the specially reinforced derrick. The mud storage room, living quarters, and well area on the lower deck are sheltered from offshore winds by thirteen fuel and water tanks on the seaward end of the structure.

Never before had anyone attempted to construct a stationary drilling island in fifty feet of water in the gale-swept Gulf of Mexico. The problem was enormous.

Supplying the men who live and work on the platform is a major problem, but Humble overcomes this by bringing in drinking water by barge from New Orleans (a 24-hour trip) and trucking and barging in food. The specter of bad

*SECOND DEEPEST producing oil well in the world, drilled by the Texas Company in Barataria Bay, is almost 3 miles deep.*

weather and rough seas is never far removed and coordination of supplies and transportation is always a difficult task.

This pioneering on the part of Humble off the coast of Jefferson Parish is the forerunner of many more tests planned by Humble and other companies.

No frontiers left to conquer?

Humble has bet \$1,200,000 on the construction of this platform to say that there are.

And now, let's take a look at another frontier which grizzled, sunburned men aboard the trawlers are pushing ever farther over the horizon.

This is the Louisiana shrimping industry—an industry that supplies the United States with more than 100,000,000 pounds of shrimp a year, or more

Protected and Outside Storage for

**OIL FIELD MATERIALS**

Serving the Gulf Coast Area With Yards on the  
Intracoastal Waterway



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*Handling of Tubular Materials and Supplies for the  
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HUMBLE OIL & REFINING COMPANY  
TIDE WATER ASSOCIATED OIL COMPANY  
THE CALIFORNIA COMPANY  
BARNSDALL OIL COMPANY  
RICHMOND EXPLORATION COMPANY**



Telephone UPtown 6314

P. O. BOX 354

New Orleans Exchange

HARVEY, LA.

*Trawlers  
moving through  
the peaceful  
waters of  
Barataria Bay*



than 70% of the total United States annual catch, a great part of which is taken by the fleet fishing off the Jefferson Parish coast.

If the problems of the oil industry in drilling the deepest wells and drilling far out at sea are tremendous, the problems of the Louisiana shrimping industry are just as large and even more complex.

For to catch more shrimp, to catch larger shrimp, it is not only necessary to go farther out to sea, but you must also have some idea where the shrimp are to be found. And the fact of the matter is, there is so little information about Gulf Coast shrimp and their habits that no one can say authoritatively, "Go here, and you will find shrimp." Still the fishermen who find safe harbor in Barataria Bay and Bayou Rigaud go daily, when the law and the weather permit, through Barataria Pass into the Gulf in search of shrimp, while the scientists in their boats and their laboratories go about the task scientifically.

Dr. James Nelson Gowanloch, Chief Biologist of the Louisiana Conservation Dept. of Wildlife and Fisheries, and also Chairman of the Southwide Conference Marine Resources Committee, has worked diligently and tirelessly and is one of the leading lights in the movement for Federal Government action to help discover new shrimping grounds and thus give protection to those grounds now being "fished out."

To understand the full significance of the problem you must know the factors which were instrumental in bringing it about.

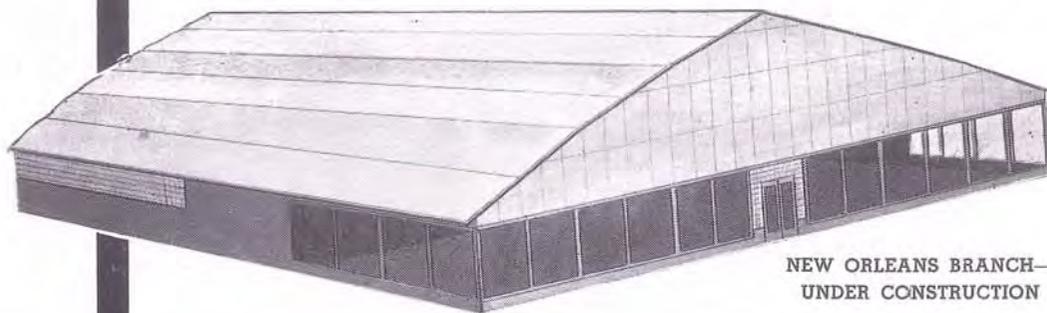
Let Dr. Gowanloch tell the story.

"The last pre-war figures on the Louisiana shrimp industry," Dr. Gowanloch says, "show that it is sixth in volume among 58 different fisheries and fourth in value of 56 different listed fisheries of the United States and Alaska.

"If this fact seems amazing," Dr. Gowanloch goes on to say, "we feel that undoubtedly it is due to the presence of the Mississippi River which for centuries has been bringing down to the Gulf the choicest topsoil of the whole upper Mississippi Valley and depositing it off the Louisiana coast. We have transferred the basic, indispensable soil from the continent to the ocean basin. It is on the floor of the Gulf, down in the mud, that shrimp are scraped into the trawl."

Yet, with this tremendous natural resource at our doorstep, fifteen years ago less was known about shrimp than any other economically important marine resource. The shrimp's habits and life story were practically a blank.

Primitive cast nets were first used to harvest the shrimp catch. These were followed in turn by 1800-foot haul seines. And the seines were succeeded by shallow draft luggers operating only 5 miles offshore.



NEW ORLEANS BRANCH—  
UNDER CONSTRUCTION

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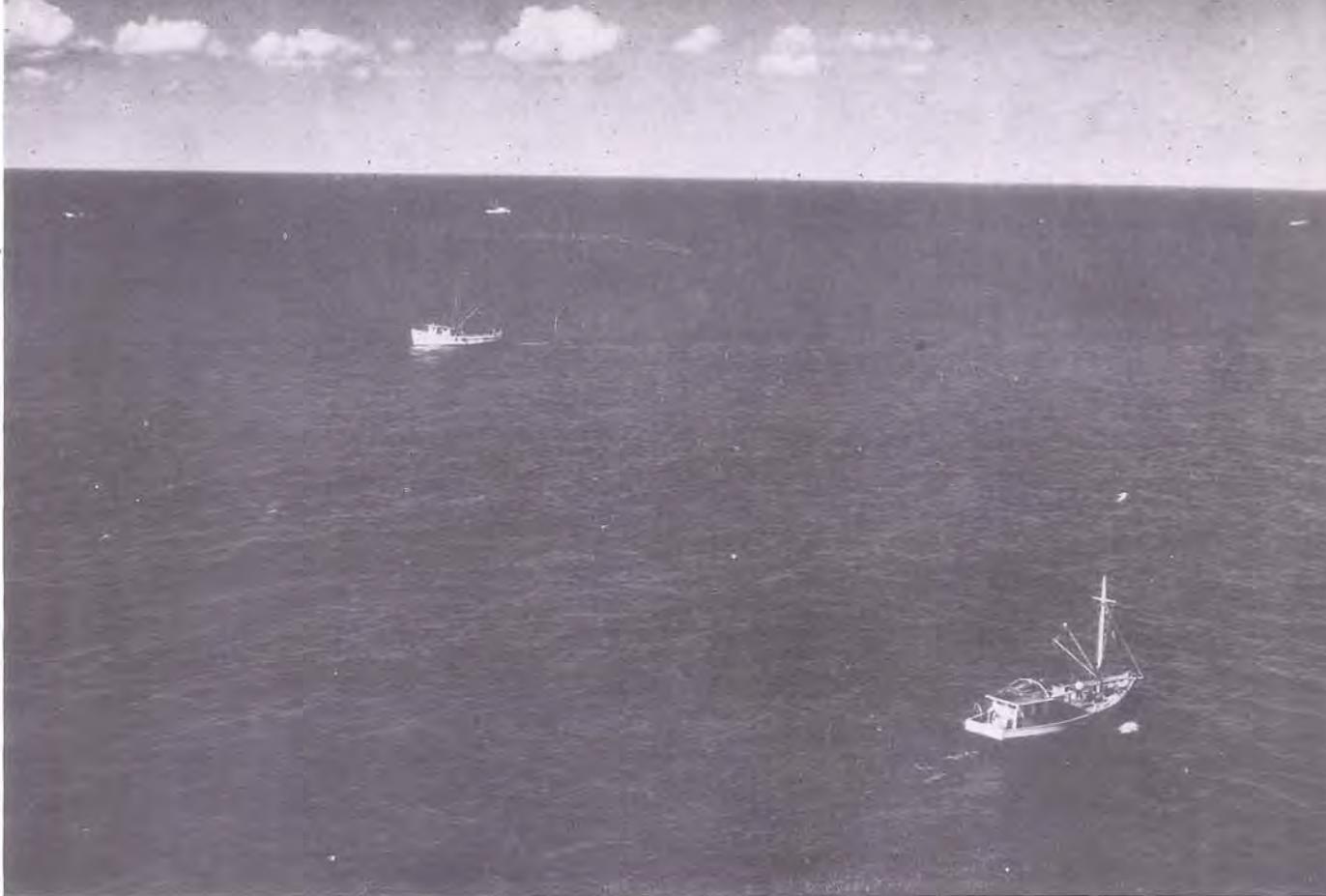
# **Boyce-Harvey Machinery, Inc.**

BATON ROUGE

NEW ORLEANS

LAKE CHARLES

Marine Branch—Morgan City



"In 1937 came the big boats—the Florida type and the other sea-going types. With them came the discovery of heavy concentrations of large "Jumbo" shrimp miles offshore. This led to the development of a 20-million-pound additional catch where not a pound of shrimp had previously been produced," Dr. Gowanloch points out.

The State of Louisiana, becoming increasingly alarmed over the ultimate fate of so rapidly expanding a fishing industry, sought and secured the aid of the Federal Government.

From Cooperative Shrimp Investigations, the life cycle picture of the shrimp began to emerge. For instance, it was discovered that shrimp apparently live only one year. (Some fishermen still believe they live as long as 18 years.)

Naturally the war brought dark days through the depletion of manpower and the loss of equipment. But with the end of the war, a new and greater economic problem arose.

In 1940, 2400 shrimp boats operated in Louisiana. In 1946 there were 3030. These boats are increasing in size and in cost. Some are over 60 feet in length

*"OUTSIDE" shrimpers, prospecting far beyond former fishermen's frontiers, have no closed season. Well-provisioned and comfortable, boats stay out as long as there's room in the hold for more shrimp.*

and one recent unit cost over \$165,000.

Dr. Gowanloch believes that the Louisiana shrimp industry is biologically stabilized. By this he means that the Louisiana production fluctuates somewhere above 100,000,000 pounds per year, and that the limiting factor is apparently the capacity of the present known spawning and breeding grounds.

But, with the number of shrimp boats increasing, there are more plates to fill than pie to fill them.

"It all adds up to this," Dr. Gowanloch says, "\$30,000,000 worth of shrimp boats in Louisiana alone plus the shrimp boats of our other Gulf States will have to find other eggs in other baskets or the Louisiana shrimp industry will suffer drastically."

The biologist advocates an inventory of potential Gulf of Mexico resources, sponsored and paid for by the Federal Government.



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"The Gulf of Mexico is a vast, amazing and virtually unknown sea," he states. "One thousand miles east to west, eight hundred miles north to south, and 716,000 square miles in area, it remains in great part an enigma. The Gulf of Mexico annually produces an estimated one and one-half billion pounds of fishery products—shrimp, oysters, fish, sponges and other marine resources.

"We must be able to give the men who are investing their time, effort and money in the Gulf some of the answers they need. As it stands, we cannot do that now."

Dr. Gowanloch decries the help given in this direction to other nations.

"It is a shameful and almost incredible fact that the United States, at this moment, does not have in operation a single marine research vessel although we have presented to other nations not several, but many vessels equipped for precisely this important work of marine economic investigation.

"The actual figures of such transfer

of equipment to the Union of Soviet Socialist Republics, to the Commonwealth of the Philippines, and comparable aid to other foreign countries would startle you into alarm.

"When at this very moment, the need for such researches is greater than at any other time in our history—when we are expected to feed the world—we appear to be reaching the lowest ebb in our national support of this work, upon the sound results of which alone can be founded the successful development of our marine resources.

"The shrimp industry," Dr. Gowanloch concludes, "one of the greatest fisheries of the world, is at a most critical crossroads. Only full effort and swift action can prevent intolerable and irreparable economic damage."

Let those take heed, who say that in this modern day and age, nothing more remains to be discovered.

These are the frontiers still to be explored.

These are the frontiers that challenge men of intelligence and men of vision.

Yes, the frontiers are still there, still waiting to be crossed . . . beckoning to adventuresome man to come and gather the prize and the profit to be had for the taking.

---

COMING HOME through Baratavia Pass, a trawler heads for Bayou Rigaud landing.

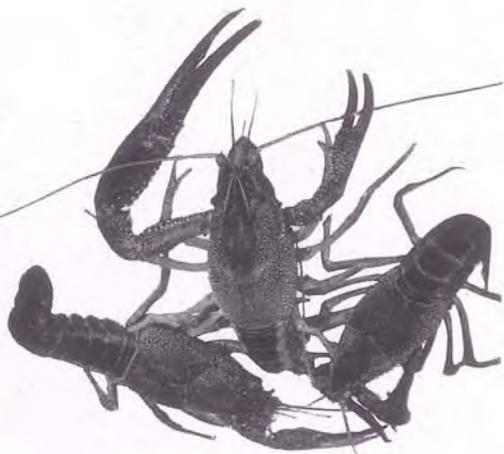




**TO GIVE** Review readers an intimate view of one of Jefferson Parish's most popular springtime sports, the editors and photographer Fulcran Randon accompanied the Bob Rileys and friends on a crawfishing expedition one fine Sunday in late March. Here the road to Lafitte takes them under the towering oaks of Bayou Coquille.

**LET'S GO**

*Crawfishing!*



A picture story by

**TILDEN LANDRY and FULCRAN RANDON**



**AT THE SIDE OF THE ROAD** a likely spot beckons, and the party unloads simple gear: nets, bait, a rake and a bucket. These and a picnic lunch are all you need for a day's pursuit of the *écrevisse*.



**VETERAN** crawfisher Randon leads the way. The fresh water crustacean lives in shallow streams and ditches, is found in abundance in this kind of marshy terrain after spring showers.



**MELTS** are preferred bait. They are tied in the center of the square net, whose wire frame will protrude above the water's surface. Mrs. Riley (*standing*) and Genie Riley

(*right*) unfold collapsible nets while Bert Cullom fastens bait in place, Robin Riley helps Dad cut the melts, and Haydee and Lofrend Riley kibitz.

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DICK BOHN  
Vice-President

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This artist's drawing shows the home of Claverie Motors, Inc., as it will look when completed. Here you will find every type of equipment and convenience necessary to take care of your Ford service requirements.

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# WEST SIDE TRUCK HEADQUARTERS



**MUDDY WATER** is a must; if the water is clear the wily crawfish will see you coming and suddenly remember a previous engagement. Business end of the rake is used to stir up suitable conditions and to remove debris.



**OTHER END** of rake is used to lift nets from water. Less enthusiastic crawfishermen than these often perform the whole operation from a bank without getting their feet wet. It's best to wear boots, wade right in.



**CRAWFISH**, which are called *crayfish* in some parts of the world and in the dictionary, too, but never anything but *crawfish* in this area, normally attain a length of three to six inches. They dig holes from a few

inches to a yard in depth and may be caught therein, barehanded, by the intrepid. On dry land the crawfish habitually walks backward, and will stand up and wave his lobster-like claws belligerently at anybody.

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Complete Food Stores  
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***Fine Food at a Fine Saving!***



**AN UNHURRIED SPORT** is crawfishing, with plenty of time to stop for cold drinks or to spread a feast under a moss-hung tree. In another guise crawfishing is a considerable industry; during the season (March-April-

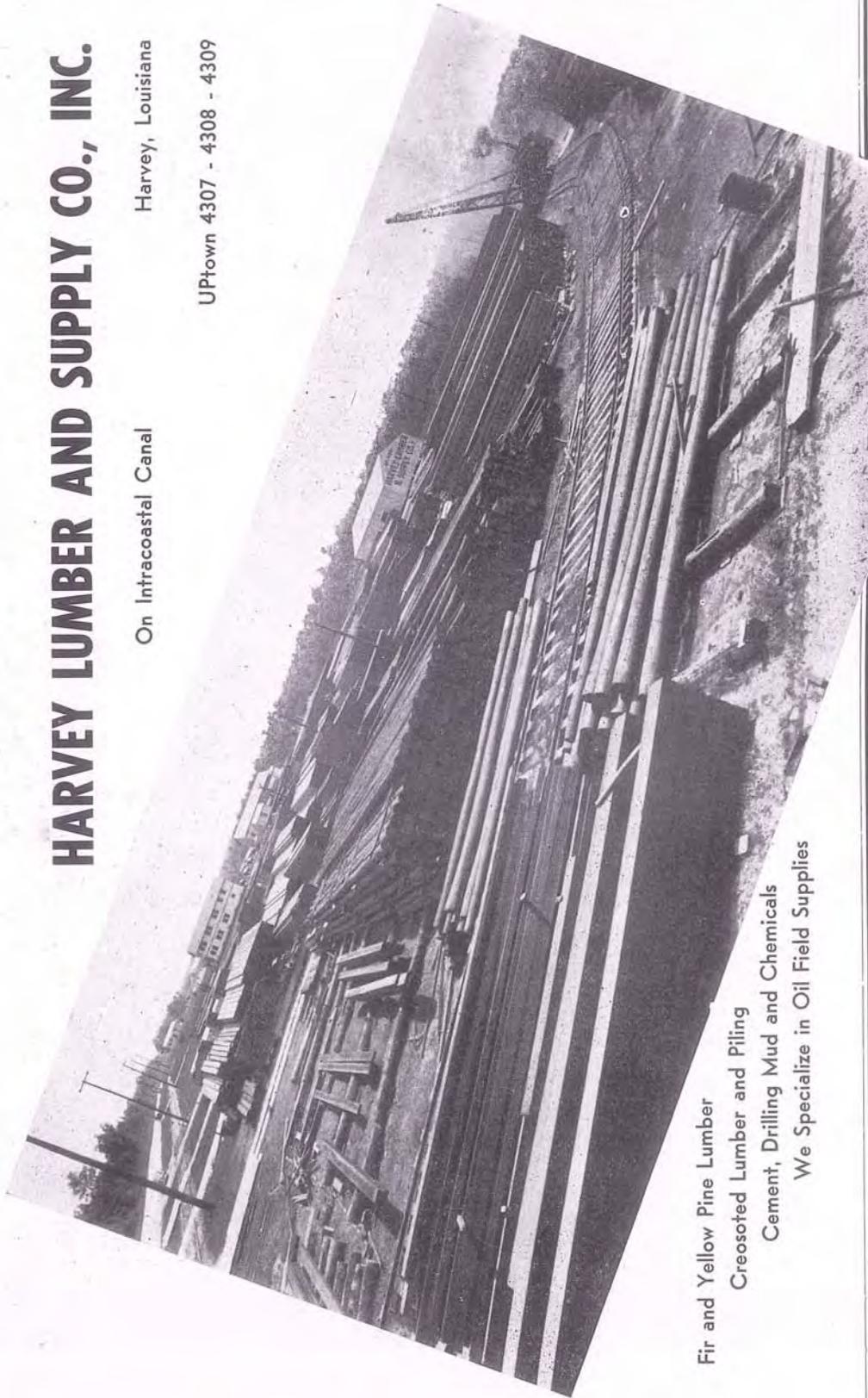
May) huge quantities are commercially caught for marketing to packers and restaurants. But to most of us crawfishing offers a delightful and inexpensive way to enjoy a day in the open; and when we get home . . .

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**A BANQUET**—simple to prepare, and fit for kings. Into the water first go onions, garlic, lemons, salt, pepper, worcestershire sauce, and a combination of herbs and spices which you can get anywhere in these parts,

by asking for “crab boil”. Stir well and bring to a boil before you put the crawfish in. It’s more fun out-of-doors, over an open fire, preferably by charcoal, which gives an intense, steady cooking heat.

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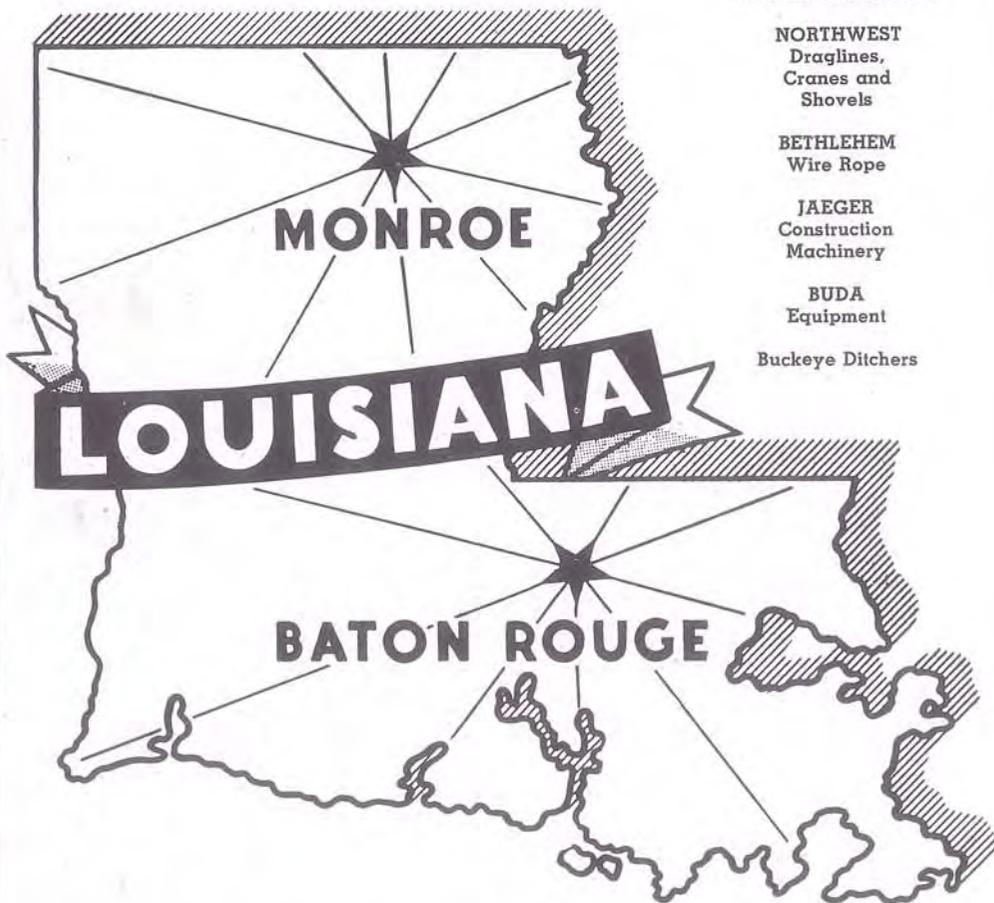
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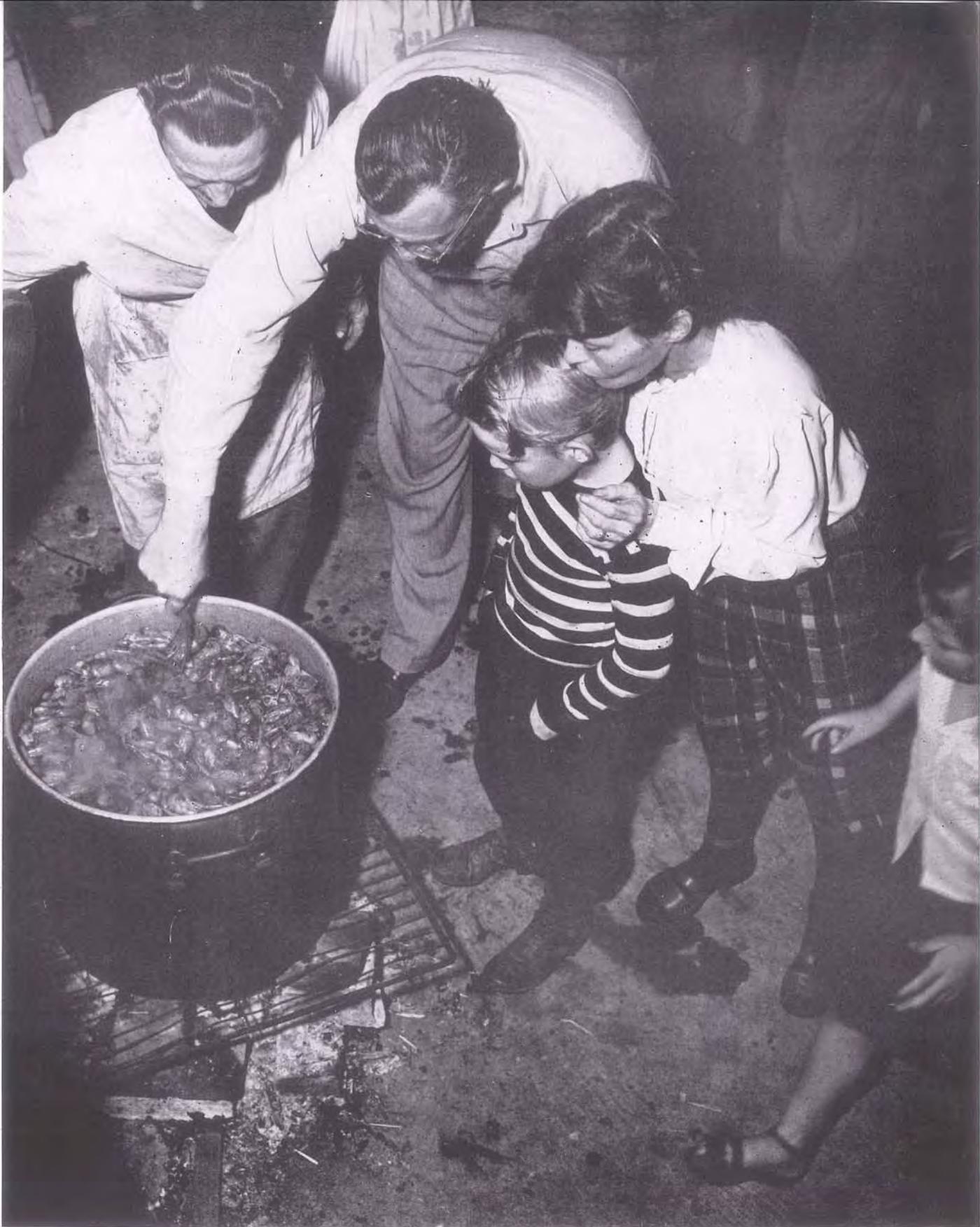
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**ALMOST READY!** Crawfish remain on the the fire at boiling point for five minutes, are then removed from fire and allowed to simmer in the pot for twenty minutes. Mean-

while garlic bread is being prepared, beer is being iced, and neighbors begin to wander in, attracted by one of the world's most exciting aromas.

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**RED CRAWFISH** spread on a white bed of cracked ice — fifty pounds of crawfish, a hundred pounds of ice — and keeping the crowd away from the table long enough to get this picture was perhaps the most remarkable accomplishment of Fulcran Randon's career.

**A DELICACY BEYOND DESCRIPTION** is the crawfish; no pictures, no words can truly tell you what it is like—but like hundreds of other thrills that await you in this pleasure-packed parish, it is yours to experience, to enjoy, to remember always; the space at the end of the table is reserved for *you*.





*Go West-Side,*

*New Orleans, to your*

## **NEW FRONTIER**

By Thomas Ewing Dabney

New Orleans is today frontier, as it was at its founding two and a half centuries ago. Not frontier in the literal sense of Bienville when he stood in the wilderness that is now Jackson Square and hoped the insignificant port he laid out would serve the Mississippi Valley when and if; but frontier in the philosophical, the true meaning of the term to which the advance into the unknown

*NEW ORLEANS from the air, looking downriver. Proposed west bank seaway would enter river at Nine Mile Point, center foreground, just beyond bridge.*

is merely incidental to the use of the opportunities thereof.

Human activity, since the beginning of life, has always possessed the land and has cluttered the earth with the shards and broken columns of civilizations which tried to meet the future with the past and went down under those better able to pick up the new and larger challenges of every advance.

By this definition New Orleans has always been frontier and always will

be; so has been and will be every community or nation worthy of enduring. Bienville's problems of felling trees, moving clumsy sailing ships against the current's thrust and finding settlers able to endure the desolation, have yielded to the increasing demands of river floods, pestilence, drainage and water supply, street-paving (long believed impossible) and canal-digging to meet transportation needs, changing agricultural economies, the financial crash of the War Between the States, the re-designing of the river itself to fit the larger ships—all of which were frontiers, the new and larger exactions on those who would win through to a larger future.

All of these frontiers New Orleans has conquered, and that is the reason why the port has grown far beyond the envisionings of the past. Now it is against the new frontier of industrial development, and it demands that New Orleans re-locate and re-design its mighty port facilities so that factories will have the land on which to build, and the securities and economies in

ocean transportation for which a highly competitive world-trade calls.

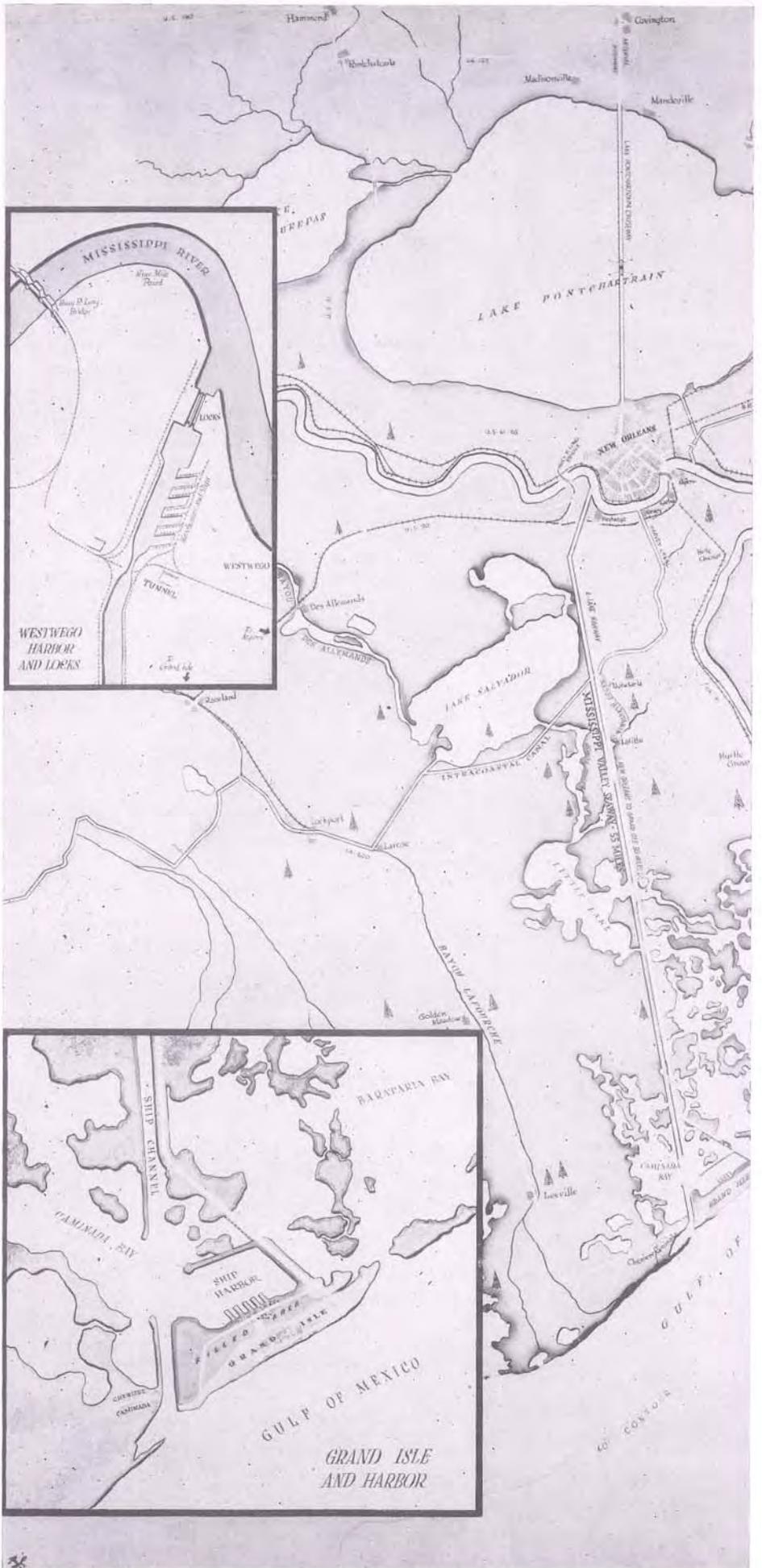
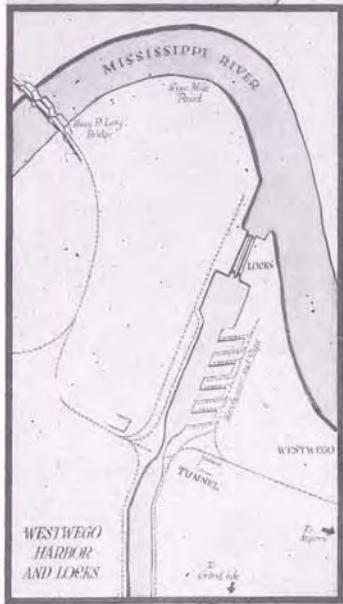
As the city has outgrown the boundaries of its founding, spilling into the swamps beyond (some of them below sea-level) and spreading into adjoining parishes (counties), so the port has outgrown the great river which gave it birth, and now must get a new business sustenance, even as the baby must leave his mother's breast if he is to rise to man's stature.

The fundamental demand of a port—easy, safe and economical movement of ocean tonnage—made this inevitable as soon as New Orleans proved itself in the world-design. Even in the early days, harrows and dredges and powder-blasts were needed to help the small ships across the bar at the mouth of the river; larger vessels, in the latter part of the last century, found relief in the Eads jetties at South Pass, but not for long; because as this century opened, the government was trying to create a larger channel, hoping to jetty Southwest Pass to 35 feet of water a thousand



*SITE of seaway's new port and locks shows ample room for industrial development. In the foreground is Westwego; Huey P. Long Bridge is seen in upper center.*

*This pictorial map is an artist's conception of the planned west bank seaway, port, and related projects.*





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feet wide, a hope it has not yet realized, and probably never will.

New Orleans has grown in spite of these Passes. Both impose large hazards on ships because of the angle at which they must enter the current's drive; winter and spring fogs add to the dangers and pile up costly delays, not only restricting the movement to the daylight hours, but also immobilizing it for days and weeks, as, for instance, in March of this year when 60 vessels were paralyzed for four or five days, and one of them, the S. S. William H. Thomas, an army transport, was stuck in the mud for 20 days.

The difficulties do not end at the Passes; above them lie 100 miles of twisting river, sometimes drenched in fog, with a current stiff and dangerous, especially during high water.

At the port, the vessels find docks paralleling the river levee, which at their building ranked with the best in the world, but which do not meet the efficiency and economy requirements of the new competition. Able to sustain only 350 pounds per square foot of floor space, as compared with the 1000 pounds of a different type of construction, they do not reach the demands of modern shipping, and the maximum 22-foot variation in the loading level, as the river rises or falls, is at times another handicap.

Nearly a century ago port-thinkers urged the dredging of a canal to take the place of the river approach to New Orleans. In the first quarter of this century the dock board, at the request of New Orleans business leaders of that day, built the Industrial Canal to meet some of the demands of world trade, but an effective operations policy to develop it was not established, so a gasoline tax now supports this white elephant. Such organizations as the National Rivers and Harbors Congress have declared the need of a new seaway harbor, the expansion of the canal idea; and Army engineers, after long holding out against it, have proclaimed the need, the economy and the feasibility of this solution.

Army engineers, in 1947, were about to endorse a project to open such a seaway from the Industrial Canal through the marshes below Lake Borgne to the 40-foot contour of the Gulf of Mexico south of Chandeleur Island, 79 miles away; 30 of those miles to be between

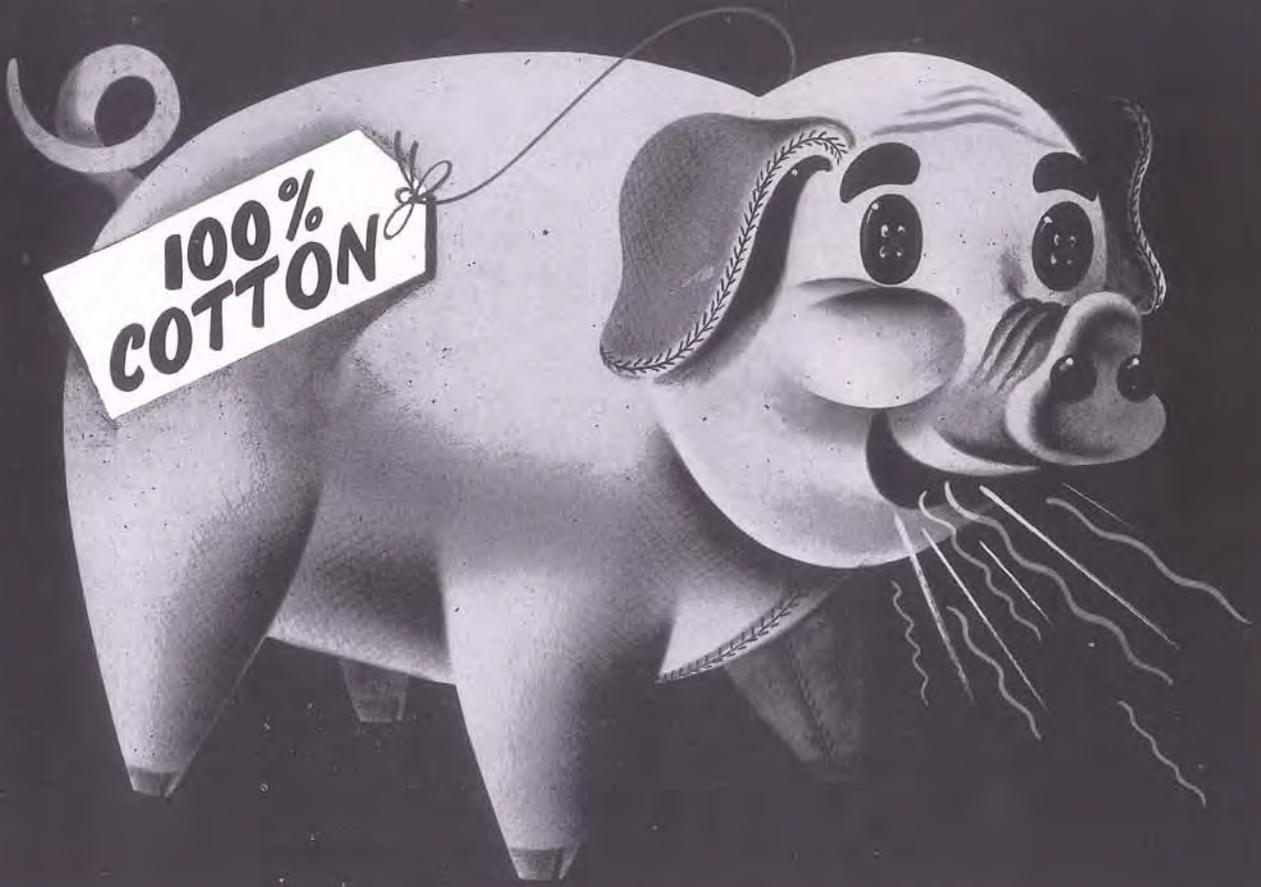


*OCEAN FREIGHT and passenger traffic into the port of New Orleans, daily growing, demands safer, more economical channel.*

jetties in shallow open water, the longest jetties in the world and probably the most costly to maintain, tidal and storm conditions being what they are. The cost of this project was then estimated at \$112,000,000.

The dock board, which operates the public wharves of New Orleans and which built the Industrial Canal, approved this route, hoping that this development would help to save the \$20,000,000 investment which dock board policies had nullified. But other interests proposed a different route for the seaway—on the west side of the Mississippi, from Westwego south to Grand Isle (west end) and the 40-foot contour three miles beyond, total length 55 miles. Estimated cost \$75,000,000, including as part thereof an \$18,000,000 twin ship lock of 40 ft. depth over sills from sea to river level, a saving of \$37,000,000 of the taxpayers' money over the East Bank route.

These interests had so much merit on their side, and they put so much vigor behind their presentment that the engineers held up their east-bank endorsement. They announced they must give the subject further study. The hurri-



## IF *Cotton* HAD A SQUEAL...

Pork packers take pride in saving "everything but the squeal." The cotton industry, too, is making valuable by-products of everything produced in the field. The wonders of chemurgy have given new values to the cotton seed and the stalk, and new promise to the fruits of Louisiana soil.

This is adding worth to Nature's resources . . . putting them to work for mankind. This is **practical conservation**.

It's the same way with natural gas, for gas would be worth less if it remained **unused** in the ground. It takes companies like United Gas—gathering, processing, transporting it . . . making it available for **use**—to give it value. A natural resource thus conserved furthers industrial development, creates jobs, benefits every family in Louisiana.

Louisiana cotton has long been the backbone of Louisiana agriculture, pouring more than \$50,000,000 into farmers' pockets in one recent year. Nearly a million acres planted in cotton produced 395,000 bales that year, with the lint worth more than \$46,000,000 and the seed worth \$5,500,000. In addition, thousands of other folks earn their living in the handling or processing of Louisiana cotton. This is Free Enterprise at work—private capital and private citizens working together to bring prosperity to Louisiana and all her people.

NATURAL GAS SERVES MORE . . .  
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**UNITED GAS . . . .**

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*MAJORITY of city's rail and highway traffic enters from this direction, through Jefferson Parish. Moisant Airport is in center background.*

cane of September 19, 1947 and the rush of water under which it submerged the east-side route made them and others think more deeply and constructively on the problem; and many influential men who formerly favored the east-side now see that the west-side route is better.

The dock board still holds out for the east-side, for reasons of salvage, and it has a powerful influence in New Orleans, especially that part of New Orleans which still visualizes the city and port in terms of the long-ago, when transportation facilities restricted movement to the immediate environs of Canal street. Many in New Orleans are unaware of the amazing progress the west side has made in the past two or three decades, and that Jefferson Parish, through which the west-side route is projected, produces approximately 60 per cent of the industrial output of the entire New Orleans area that is shipped out of the port. They speak, on occasion, of Greater New Orleans, but the term has no real meaning for them, and for the most part they think of the west-side as the vague and remote wilderness of Lafitte's day, known only to the jolly pirates of a romantic period. They have no conception of how close this proposed development is to their own front yards. They know that New Orleans has become unwieldy and crowded, but they do not see the great opportunities of this frontier—in occupancy—for a community whose growth has exhausted the possibilities of economic expansion on the east side, or is close to that point.

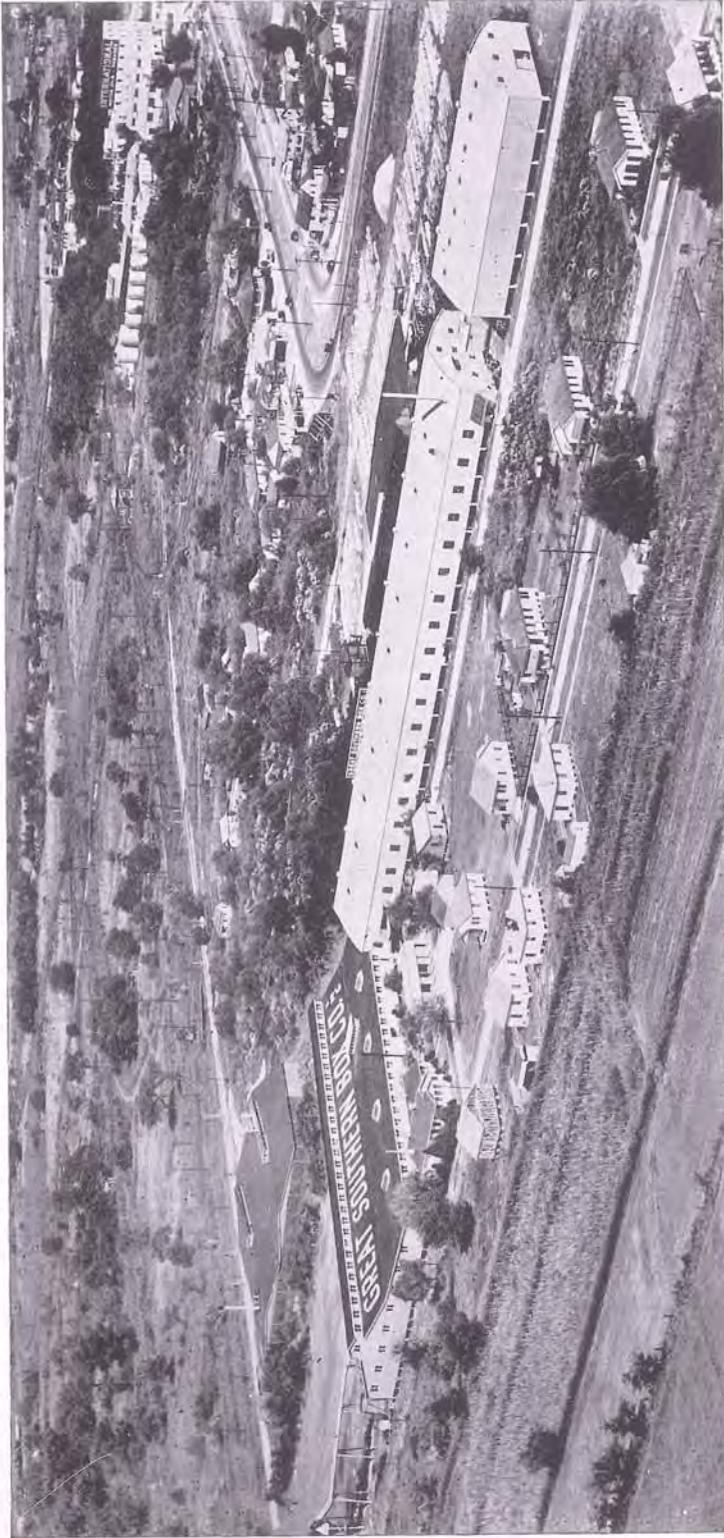
To that part of New Orleans which is above Canal Street—and this includes

the city's principal development—the Westwego site is a good deal closer than the Industrial Canal. A two-mile radius from the proposed port at Westwego takes in the riverfront area from the Huey P. Long bridge to Audubon Park and the coal tipple and reaches to Tulane and Loyola universities; a four-mile radius reaches as far as the New Orleans Country Club and the Tulane-Carrollton intersection; a six-mile radius takes in most of the city to Esplanade avenue; an eight-mile radius sweeps in everything to the Industrial Canal locks; and a ten-mile radius not only takes in the entire city, but includes miles of marshes beyond Chalmette Slip.

The route of the proposed Mississippi Valley Seaway on the west-side is through land which is almost as it was in the early frontier days, and therefore lends itself to such a creation as a clean sheet of paper does to a new design. The fields which supported the first agricultural civilization and swelled to plantation opulence when New Orleans achieved fabulously as a brokerage port because of the steamboat, have, in the transition to the industrial period, now at its beginning hereabouts, been abandoned to wild growth. The lands stretch unoccupied and but slightly touched by human works to the Gulf of Mexico. In contrast, the Industrial Canal route, on the east-side, is through a section in which highway, railroad and other developments have posed vast engineering problems and heavy costs to creation on such a large scale as harbor-building entails. It would be hard to find anywhere in the country a stretch of territory with fewer natural or artificial obstacles than the west-side route; and the ground itself seems to be less subject to hurricane damage than the east-side route, as proved in the last September storm, which put operations in the Industrial Canal area under water, and as proved by previous hurricanes of record which flooded only the lower end of the west-side route.

Engineering data indicates that soil conditions on the west-side impose fewer problems on canal dredging and maintenance than on the east-side, even disregarding the 30 miles of proposed east-side jetties, which alone should make one stop, look and listen.

This is a basic consideration; for it will be necessary to dredge a canal 40



## **GREAT SOUTHERN BOX COMPANY, INC.**

Southport . . . . . Louisiana

feet deep and 600 feet wide at the bottom; and the excavation for the twin locks to the river, each lock 80 feet wide, 800 feet long and 40 feet deep—considerably larger than the Industrial Canal's single lock, 31.5 feet in depth. The material dredged from the seaway would raise the ground level four feet for half a mile on each side; it would be a firm foundation, able to support the weight of any except the heaviest type of facility that might be built. Through this unoccupied territory the harbor could be extended, by lateral slips, almost indefinitely. The fill along the seaway would provide a roadbed for a direct, hard-surfaced highway to Grand Isle, a notable water resort even with today's poor and roundabout transportation route, and it would be brought within less than 55 miles of New Orleans.

Such a harbor would offer ocean tonnage many economies. Heavy bar and river pilotage charges would be eliminated; fogs caused by the cold river meeting the warm Gulf, would not tie up the ship movement, for the water temperature would be the same all the way to New Orleans; and the turnaround of ships would be greatly speeded. Shipping men estimate a saving of at least a \$1 per ton of cargo.

A big encouragement to foreign trade and the industrial growth which supports it, moreover, is offered when private enterprise can own and develop its own waterfront facilities. This the dock board can not permit under the laws governing river frontage, and has not been willing to permit on the Industrial Canal, which does not come under those inhibitions.

In every port in this country, except New Orleans, industry can own or control its water frontage. New Orleans alone has maintained the policy of the Closed Door. This has raised a great and increasing competition. Houston, Isabelle, Corpus Christi, Beaumont, Port Arthur, Lake Charles, Pascagoula and Mobile are today proof of what happens when any monopoly tried to force trade into uneconomic restrictions.

*JETTIES at Southwest Pass, similar in type to those which would be required at Gulf end of proposed east bank ship channel.*

The maritime movement which is piling up increasing totals in those ports would today be building the economic greatness of New Orleans if New Orleans itself had not willed otherwise. They are among the reasons why New Orleans, which a hundred years ago was this country's most fabulous port, is now actually in seventh place.

Houston especially, the particular worry of New Orleans, was a country town when New Orleans was the wealthiest city in the United States. It was not even a port until 1914—and New Orleans then had the advantage of maritime growth extending over more than two hundred years. Houston dredged a channel through an insignificant bayou, and on September 7, 1914, opened a tidewater harbor to the private ownership and operation which New Orleans denied. By 1945, the Houston port had drawn in an investment of more than \$600,000,000 in waterfront industry and operation, and in contrast New Orleans was supporting its Industrial Canal with \$2,500,000 a year of gasoline taxes. Now Houston has under way a \$31,000,000 program to widen and deepen the channel, build new water-side facilities, and drive two tunnels beneath the ship channel, to expedite the business improvement. The tunnels will be able to move 16,000 motor vehicles a day, as compared with the 3,272 by the three existing ferries across the ship channel. This carries its own comment on today's business in Houston, and what is expected tomorrow. The present development will give Houston 80 ship berths, which is more than New Orleans now has.

The port—like any business—should be where the movement is or can be developed. Bienville established it at the best site on the river his restrictions allowed; but conditions have changed, and the man whose foresight it is traditional for New Orleans to applaud would not make that choice today. For despite the small encouragement New



# JEFFERSON DEMOCRAT

Official Journal of the

*PARISH*

OF

*JEFFERSON*

SINCE 1896

Gretna, Louisiana

Orleans has given the west-side and upstream development into Jefferson Parish, the predominant growth has been in those directions. The Huey P. Long bridge in 1935 merely recognized a movement which had already begun; and the Moses report of 1946 emphasized the new direction economic changes have given the city's growth when it said, "The natural area of residential expansion at New Orleans is in the direction of Algiers and Gretna," west-side communities which have made astonishing growth during this century.

For nearly a hundred industries have built plants in that part of the New Orleans community which is Jefferson Parish. Most of them are on the west side of the river, close to the proposed site of the Mississippi Valley Seaway. The area between Algiers and Avondale has a population of 85,000; it contains more than 90 industrial establishments which employ 9500 persons and pay them \$21,000,000 a year. Headed by the Celotex company with its tremendous investment, some of these plants are the largest of their kind in the world. They have steadily increased plant capacity, as the thousands of homes and commercial structures built, building and planned, copiously testify.

Five of the eight trunk line railway systems which serve New Orleans enter the city and port from the west, and they carry 75 per cent of the import and export tonnage that moves by rail. These are the Illinois Central, the Louisiana and Arkansas, the Texas and Pacific, the Missouri Pacific and the Southern Pacific. For them a west-side port is more convenient and economical than an east-side one. Only the Louisville and Nashville, the Southern, and the Gulf, Mobile and Ohio lines enter from the east.

This is the development which a short-sighted conception of the port of the future would ignore in building the new harbor as far from the business as it can get; this is the transportation movement which it would ignore in attempting to force through its residential congestion the bulk of the rail-borne import and export movement using the port.

When the Harvey Canal locks on the west side of the river were completed in 1934, the territory they opened for the Intracoastal Canal service was pretty much wilderness, and plans at that time put large emphasis on landscaping

the river end of the waterway. For Harvey needed that — or something. Now that area is piled high with industrial progress, and the attractive homes which that brings. Everybody then hoped that the engineers' estimate of tonnage which might be moved would not prove to be too far off; but who could have visualized then the great business that has grown along the waterway in two decades? The movement has been so great that an additional connection with the river is now being built. Thus does Harvey emphasize the importance of bringing together land and water transportation in a location where expansion is possible. If the local and regional movement can do this, what great growth a seaway, which serves the world, could evoke—provided it is given the right location!

The empire of oil has made New Orleans one of its capitals, and Jefferson is one of the main reasons for this. All but eleven barrels of the production in Greater New Orleans comes from the 138 wells in west-side Jefferson; they produced (April allowable) 25,901 barrels a day. Such companies as Texas, California, Humble, Shell, Pan American and Gulf have joined industrial operation on the west side and contributed greatly to it. One small refinery is already functioning there, and one is under construction. Many oil-well supply houses have established branches there. The investment and the payroll are large, and increasing; and this is just the beginning of the movement made possible by transportation and other facilities.

Not only are sites cheaper on the west side than the \$10,000 an acre valuation in the Industrial Canal area, they are in larger supply. They are in the trend, which the east-side proposal ignores. That trend is emphasized not only by the rail movement of the west, but also by the flow of water-borne commerce for import and export, only about 20 per cent of which goes through the Industrial Canal locks via the Intracoastal Canal east of the river, as compared with 80 per cent moving through the Harvey Canal or up or down river.

A tidewater port on the west side would facilitate the trans-shipment of rail and barge traffic, at a substantial savings to rail lines, barge lines, ship owners and the public. Another advantage would be the elimination of rail interference in New Orleans, the nat-



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ural result of reducing the tonnage dragged through the city to and from ships—75 per cent of which tonnage is moved by railroads entering the city from the west. Still another advantage would be the relief of congestion in the Mississippi River in front of New Orleans, a dangerous stretch of current. Nearly half of the ocean tonnage of the New Orleans-Baton Rouge customs district is to or from Westwego or points above. If the seaway and harbor were built on the east side this traffic would have to move via the Industrial Canal lock and up the river past New Orleans, as is now the case with the river approach to the port; a west-side seaway, connecting with the river at Westwego, would take this traffic from the New Orleans river and leave that section free for the movement of vessels which use the facilities there.

The west-side seaway would cut half the distance and the time in the ship movement between New Orleans and the open sea. By river it is 108 miles to the Gulf via South Pass, 115 via Southwest Pass; by the west-side seaway it would be 55 miles. The east-bank route, 79 miles, would sacrifice part of that advantage.

For most of the ships now using the harbor of New Orleans, the west-side

seaway would provide the shortest routes to seaports on both the Atlantic and Pacific coasts of this country, and to foreign ports; the saving would be greatest for vessels serving the territory with which New Orleans' future is most strongly identified, those using the Yucatan channel (to the Panama Canal and Central and South America), and those plying between the west Gulf ports and New Orleans.

Ocean vessels find their best going in the open sea; and the seaway would be virtually an extension of the sea to dockside, a straight, still-water channel, easy to navigate no matter what the weather conditions, and half the length of a twisting river with a current which may reach in flood, six to eight miles an hour and the turbulence and cross-currents of which are always a menace, especially during high water periods.

The seaway would moreover open the port to vessels which cannot use it now. Because of competition and the increased costs of operation the trend has been and is towards larger vessels. The average draft of ships using the port of New Orleans has, in the 1932-1942 decade, increased from 18.8 feet to 21.9. Many ships cannot enter the river at all—an increasing number. The river entrance has never been able to achieve a 35-foot depth, and when the Industrial Canal was completed in 1921, its locks were given a depth of only 31.5 feet. The seaway would have a 40-foot channel from the sea and into the river, through the twin locks.

---

*FREIGHTER at busy docks on the river at Westwego, near site of projected new locks and harbor.*



---

# The Southern Cotton Oil Company



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WESSON OIL  
SNOWDRIFT SHORTENING



GRETNA, LOUISIANA

---



DENSELY POPULATED midtown New Orleans would have to be traversed by all freight entering from the west if east bank port and channel were built.

New Orleans, when it set about the creation of a world airport, moved 15 miles upriver and into Jefferson Parish to build the necessary facilities. This is in the direction of the city's growth, and it is in an area where land is abundant and cheap. No one worries about the distance of the airport from Lee monument, or its political boundaries. But such considerations have confused and are continuing to confuse the seaway choice, and have brought a certain amount of pressure upon making an uneconomic choice of location, on the east bank.

As a matter of fact the west side is not much farther away from New Orleans than the width of the river. The Westwego terminals would be about opposite the United States Engineers' District Headquarters on the river at the foot of Prytania street. They would be closer to the business district of New Orleans than the Industrial Canal—still closer, in miles and time, when a bridge or tunnel is thrown across the river somewhere between Jackson avenue and Canal street, a development which is sure to come, taking the place of five ferries.

Even today the West Bank is as much a part of New Orleans as is the Garden District or Carrollton. Its interests are the interests of New Orleans, its business helps to swell the totals of New Orleans. But New Orleans seldom thinks constructively of the west side; it looks in that direction through diminishing glasses; its antagonisms are as incomprehensible as its failure to evaluate what is going on there.

If the dock board had operated the Industrial Canal along the lines intended when the project was launched, the development along that waterway might now be so great that the seaway

would have to tie in with it. But since the dock board did not do this, New Orleans can now choose the ideal location. As far back as 1930, Army engineers, after studying nine possible routes for a canal to the sea, said this west-side location offered the largest advantages. (Report dated June 11, 1930, may be found in Document No. 46, committee on rivers and harbors, House of Representatives, 71st Congress.)

That was when the seaway proposal was in the academic stage and nothing clouded the issue. Now that the situation has become so desperate for New Orleans, and private, public and official sentiment is becoming insistent, and New Orleans is poised to crash this new economic frontier, influences have been at work and pressures have been applied to disregard the west-side advantages and throw the taxpayers' millions into the weaker situation on the east side. Had it not been for the people of Jefferson Parish, the engineers would probably have approved the Industrial Canal route last year. For several years the Police Jury and other officials and many citizens of note in Jefferson and some organizations in Orleans Parish have been urging the advantages of the west-side route, despite the frowns of political and business interests on the New Orleans side of the river. The inescapable facts and the convincing analysis presented to the Army engineers had apparently given them a new and broader comprehension of the situation, especially in its economic values; and instead of making the expected decision for the east side, within sixty days after the public hearing of 1947, the engineers announced they must give the issue further thought.

EDITOR'S NOTE: *Since this article was prepared by Thomas Ewing Dabney, it has been announced that the east bank seaway route has been approved by Lt. Gen. Raymond A. Wheeler, chief of Army engineers.*

*The project has still to be submitted to the director of the budget*

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*for approval, after which it must await action by Congress.*

What will happen to the Industrial Canal and the riverfront facilities when the seaway is built on the west side?

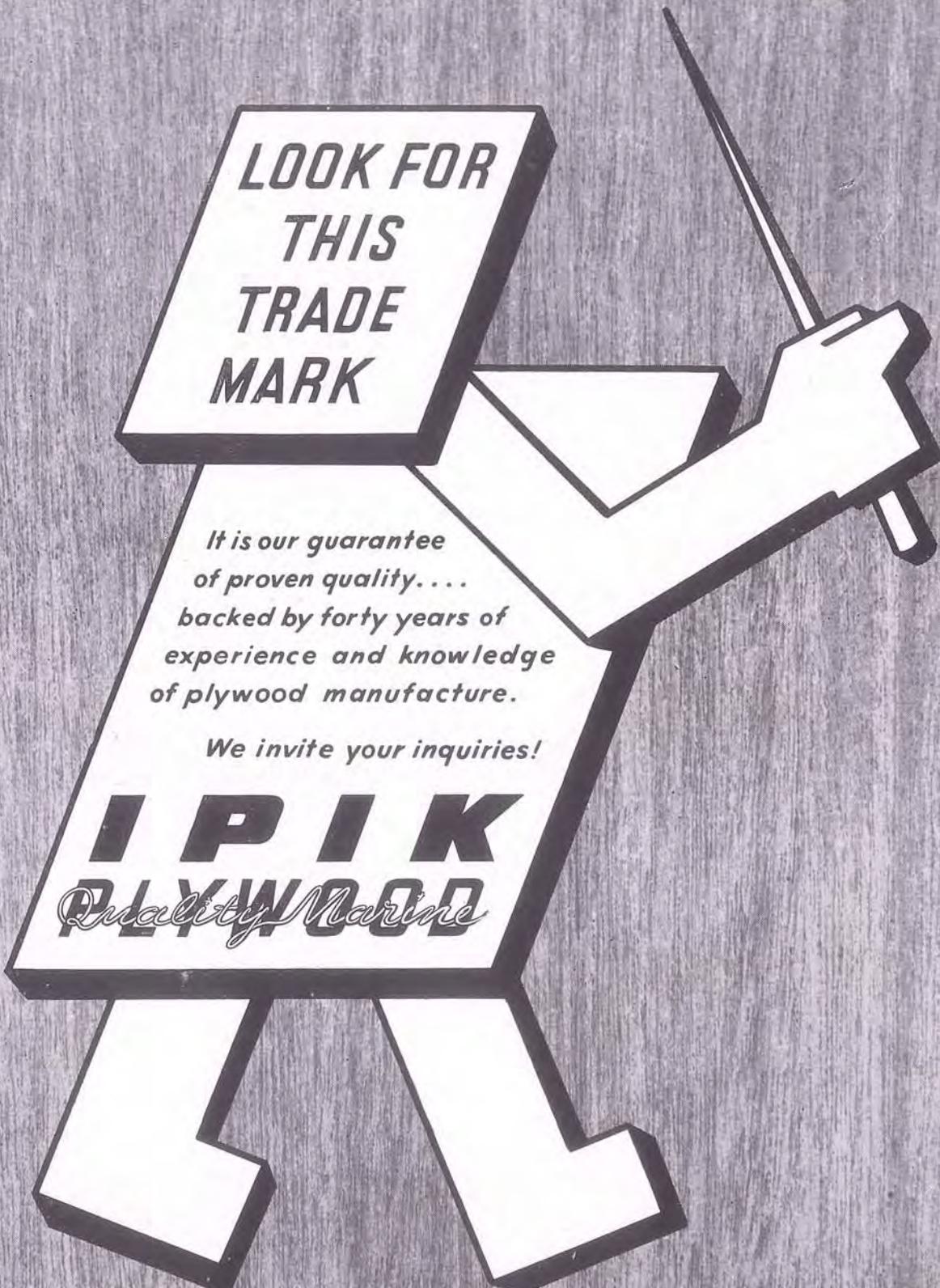
The Industrial Canal is already an economic failure, its operation cost larger than its service return, so the west-side seaway could only proclaim an existing fact and could not be charged with contributing to the debacle. As for the riverfront facilities, most of them have already shown their obsolescence for modern and efficient handling; the comparative retrogression of the port's business with them reveals itself when we analyze the figures. They are large, but they point to the dismal fact that New Orleans has only about one-twentieth of the foreign trade of this country's seven leading

ports. When old methods and machinery become obsolete, private industry junks them for new; public operation must obey the same law of progress. New Orleans can become the greatest port of the United States, or go so close to the top that the difference will not be worth worrying about, if it puts in the proper facilities, economics and policies. The business wants to come to New Orleans. European trade gave New York its large advantage, and now Europe is bankrupt. Latin American trade is really beginning to throw its weight, and that is at the front door of New Orleans. The city has already made impressive preparations for this future: International House in 1946, the free-port zone in 1947, and the International Trade Mart in 1948 show its strengthening world-grasp. But these will fall like a house of cards if New Orleans does not put steel and concrete foundations under them. The steel and concrete of a new port, created to meet new conditions—a seaway port on the west side, where the frontier challenges tomorrow, as the frontier always does.

---

*UPRIVER is the normal direction of expansion for river cities; west bank seaway plan goes with the grain of this trend, east bank project goes against it.*





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**KENNER, LOUISIANA**



*In Cottam Park, one of Metairie's many new homes.*

# **The Home Frontier**

## **JEFFERSON'S ANSWER TO THE HOUSING PROBLEM**

By R. W. Hartshorn

Jefferson Parish stepped into the lead in the vital housing field in 1947, pushing back this frontier at a rate unprecedented in its history.

Paralleling the industrial and overall development of the parish, construction of all types of homes, from modest single cottages to elaborate and expensive mansions, was accelerated at a pace unmatched in the New Orleans area.

Entire new subdivisions were developed, many for veterans of World War II. Participation of the Federal Housing Administration in most of these

projects insured a high standard of home building.

Many builders in the metropolitan area turned their eyes to Jefferson Parish in 1947. For instead of prohibitively high-cost land restricted by old zoning laws, a wealth of desirable sites were available.

Millions of dollars were poured into housing investments in the parish during 1947. Building boomed in many areas and an exact count of homes is not available. Nor is exact calculation of their value possible.

An indication of the amazing housing activity was given by Vernon J. Wilty, tax assessor. Mr. Wilty "picked

# **It's a Big Job!**

Today's homemaker—even with an increased allowance—has a tough time staying ahead of ever increasing costs of living and breaking even at the end of the month. How well she knows costs have increased time and time again.

We—too—face a similar but even tougher problem in supplying growing East Jefferson with a modern bus service. Such costs as gasoline, insurance and parts have skyrocketed—yet bus fares are still at low pre-war levels.

Louisiana Transit Company is battling daily to keep its costs of serving East Jefferson citizens from going higher so that you may enjoy ever improving bus service at the same low rates.

## **Louisiana Transit Company**

*70 Buses Daily to Kenner Along the Airline and Jefferson Highways*



*Azalea  
Gardens*

up" approximately 2,500 new homes for the tax rolls this year. This is considerably more homes than were built last year in the entire city of New Orleans. And 2,500 new homes indicate an investment in excess of \$25,000,000 . . . a figure which does not take into account the large volume of industrial and commercial construction in Jefferson during the year.

"Actually," said Mr. Wilty, "1947 was the best year for construction of new homes in the history of the parish.

It even exceeded 1946 when the housing boom got under way in earnest."

Some of this tremendous volume of new homes is in already developed sections. Others are on tracts where builders opened up entirely new areas to housing. They are on the East Bank, the West Bank, at Grand Isle and in every location where rapid development of the parish is in progress.

The majority of the houses have been built for individual ownership. However, the parish had the distinction of

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# **PIPE LINE SERVICE CORPORATION**

**GENERAL OFFICES  
FRANKLIN PARK, ILLINOIS**

producing the first all-rental housing project in the New Orleans area to be built since the war.

This project, Azalea Gardens, is on a 36-acre tract on the Jefferson Highway just above Shrewsbury Road. Now nearing completion, it is making rental dwelling accommodations available to some 1,000 persons.

In all, 272 apartments have been built in 136 double houses. Situated on paved, curving streets, the solidly built houses are on attractively landscaped plots fronted with paved sidewalks.

Pioneers for this type of development in Jefferson Parish are Lauricella and Sizeler Co., builders with long experience in the New Orleans area. Heads of the firm, John L. Lauricella and A. Louis Sizeler, are admittedly proud to have actually built the first all-rental project in the area at a time when the whole country is in need of such developments.

Apartments in the project have four rooms, including two bedrooms, living room, kitchen, and bath. In addition, each has a screened porch and garage. And FHA-approved project, it is being financed by Prudential Insurance Co. of America. A commercial shopping center for convenience of residents is planned at the front of the tract fronting the Jefferson Highway.

Azalea Gardens is an excellent example of how the parish is pushing back its frontiers in housing. The tract was formerly farm land, and as such was of relatively limited value. In less than one year's time, beginning in October, 1947, heavy earth moving equipment and modern construction methods have transformed it into an independent community of desirable dwellings. Sub-surface drainage and all utility conveniences were planned from the beginning and built into the subdivision.

The East Bank, with its more concentrated population, led the parish in new home construction, according to the tax assessor's figures. And on the East Bank, heaviest building was in the Seventh and Eighth Wards.

Mr. Wilty reported that approximately 1,500 of the parish's 2,500 new homes were built on the East Bank and 1,000 on the West Bank.

There were a number of the multiple-unit project type developments on the East Bank, while building on the West Bank was more scattered.



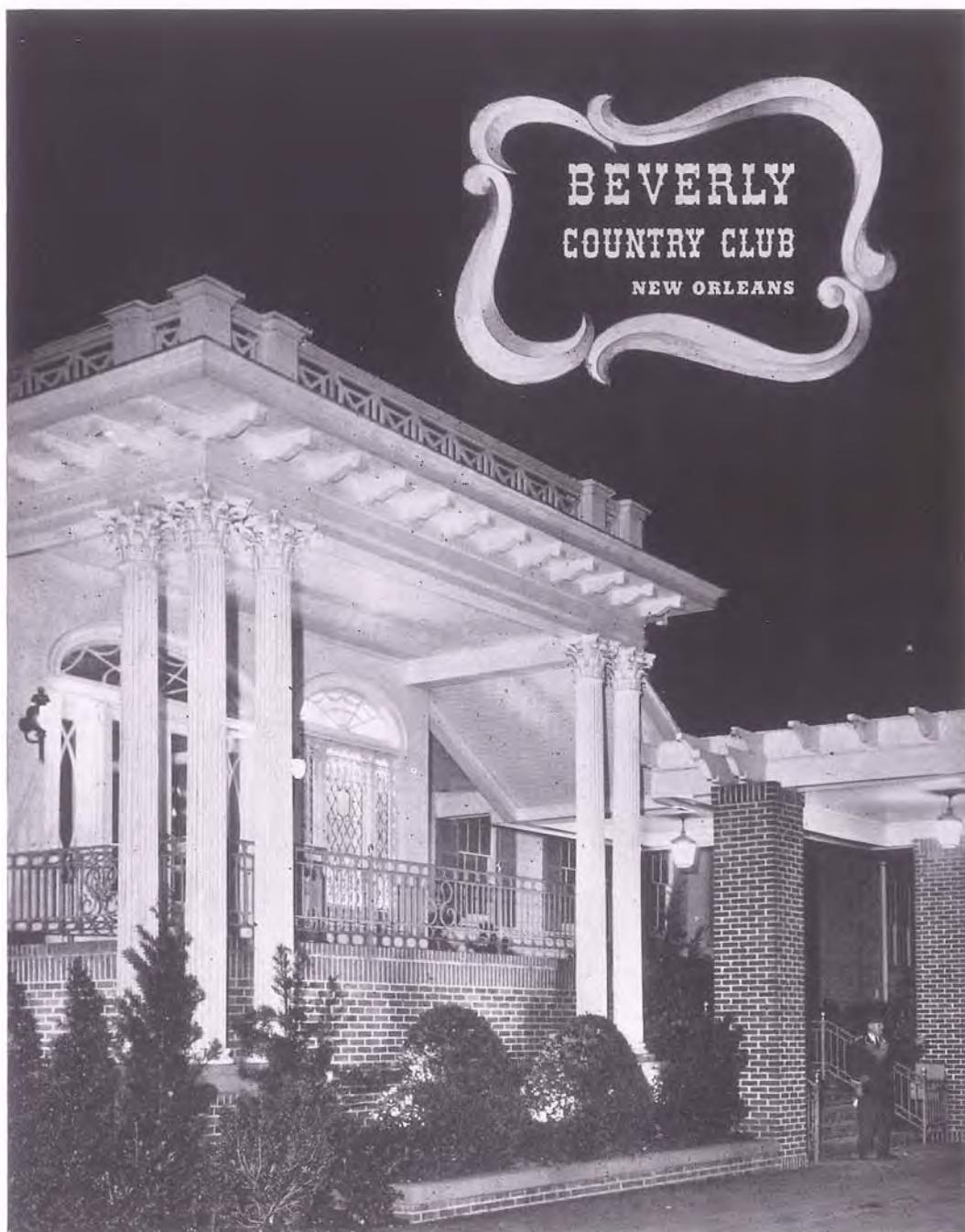
*On Whitney Avenue, just out of Gretna city limits. This was swampland not long ago!*



*New house on Labarre Road, in Metairie.*

The majority of the 1,000 new homes on the West Bank were in residential areas already developed. Houses sprang up every few blocks in such centers as Gretna and Westwego where vacant sites were available. This was true of towns throughout the parish. At Grand Isle, where property has become increasingly expensive and sought after, between 60 and 100 homes were built. The large development program of Humble Oil & Refining Co. there, in connection with the firm's offshore drilling operations in the Gulf of Mexico, will be responsible for an additional 50 homes this year. New building is continuing to change the scene at Avondale, Waggaman, Barataria, Lafitte, and many other localities.

The phenomenal growth in population on the East Bank, with its attendant



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*On the West Bank; Eleventh Street, Marrero.*

housing requirements, is indicated by the following census figures:

Seventh ward population: 1920, 2,048; 1930, 3,414; 1940, 4,587; 1948 estimate, 10,000.

Eighth ward population: 1920, 1,546; 1930, 6,517; 1940, 10,263; 1948 estimate, 30,000.

Ninth ward population: 1920, 2,640; 1930, 3,466; 1940, 3,982; 1948 estimate, 9,000.

Mr. Wilty's figures show that on the East Bank, some 150 new homes were built in Kenner in 1947, about 50 in Harahan, and the remaining 1,300 in the Seventh and Eighth wards.

In the Metairie Sewerage District alone . . . which does not include all the Eighth ward, 596 new sewerage connections were made in 1947, according to John J. Holtgreve, General Manager.

Significant was the continued residential development along the south side of the Airline Highway in the long area extending from Gilmore Place subdivision near Shrewsbury Road to Highland Park subdivision opposite Bridge-dale.

Bellevue Park, a subdivision planned ultimately to include 114 single homes costing \$1,250,000, was started in the area just east of Central Avenue. To date 42 homes have been built and 20 more are being considered for the immediate future. Guaranty Savings & Homestead Association financed the first 42 homes in the amount of \$324,000.

The attractive homes have two and three bedrooms and are on terraced lots facing 26-foot concrete streets. Guaranty Homestead is also financing the eastward development of Highland

Park subdivision further out the Airline Highway. The original subdivision of some 30 homes built by Keller Construction Co. will be increased by 59 homes, 29 to be built by Highland Homes, Inc. and 25 by Mrs. Frank J. Chalaron, one of the nation's few woman builders who have been active in Jefferson. The same homestead is financing Elmeer Place, a development of 60 veterans' houses in Metairie. The September hurricane-flood delayed completion of 18 of the houses.

L. P. Smith, one of the parish's largest builders, completed a project of 77 homes in Gilmore Place subdivision on the Airline Highway early in 1947. He then constructed 64 homes in an independent development, Holmes Park, facing Labarre Road between the Airline Highway and Metairie Road.

The list of housing developments on the East Bank is too extensive to cover in detail. In Sonia Place, the latest section of Rio Vista to be developed, Joyce Homes Corp. is building another 35 houses. Ten have already been completed. They are modern frame homes with two and three bedrooms. Value when completed will be close to half a million dollars.

A few others are eight homes on Socrates and Aurora, Metairie, by Douglas Black, contractor, a substantial number by Brick Homes, Inc. on their development off Metairie Road. Leonhardt Bros. and A. J. Porche built a number on and near Severn Avenue. Charles J. Derbes has been an active builder in Kenner.

A major land development enterprise was started by J. & M. Hyman on the site of the old Jefferson race track on Jefferson Highway. Sites for 450 homes

*Westwego is building numerous new homes.*



... and

when in

**Metairie**

visit

**Louis E. Gruber**

and

**Jules Rimbolt**

are provided on the 82-acre tract. Some 45 homes have been erected to date by various contractors. The development has paved streets and all improvements. A commercial center is planned in the front.

An exclusive land development is Cottam Park, off Metairie Road. Here several expensive homes have already been erected. L. P. Smith built three ranging in price from \$47,500 to \$70,000, the latter home being one of the most expensive built in the New Orleans area since the war. Expensive homes appeared in increasing number during the year throughout Metairie and other parts of the parish.

The September hurricane and flood and the smaller flood in March, despite the hardship they imposed on some East Bank home owners, brought much nearer to reality adequate flood protection from Lake Pontchartrain. The need for federal assistance in this huge project, long urged by parish officials, was substantiated by these disasters.

Adequate flood protection would open up for development an immense area



*New residential tract near Airline Highway starts with well-planned paved streets.*

containing an estimated 30,000 home sites between the Orleans and St. Charles Parish lines. It would mean the extension of existing streets lakeward in Metairie, Bridgedale and Kenner. Such a development in conjunction with the planned drainage program might make possible even a greater housing record than was chalked up by Jefferson Parish during the banner year of 1947.

*Recently built Moisant Place, Kenner.*



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# Sunlit Land



A DAY IN JEFFERSON'S VACATION PLAYGROUND WITH PHOTOGRAPHER *Eugene Delcroix*

"Spirit of Dawn"

GRAND ISLE  
BEACH

*Sunrise  
over the  
Gulf of  
Mexico  
is always  
excitingly  
beautiful,  
and . . .*



*Grand  
Isle's  
early  
morning  
air is  
nature  
in a  
dreamlike,  
dancing  
mood*

"Spirit of the  
Dance"  
"FAIRYLAND,"  
GRAND ISLE



"Sea Belles"  
GRAND ISLE  
BEACH



*While  
the day  
is still  
young,  
mermaids  
frolic  
in the  
frothy  
surf . . .*

*and  
diligent  
treasure  
hunters  
search the  
sunny  
sands  
for  
buccaneers'  
booty*

**"Finders  
Keepers"  
GRAND ISLE  
BEACH**



"Le Matin"  
NEAR  
"NEZ COUPE"  
CHIGIZOLA'S  
LANE,  
GRAND ISLE

*While  
households  
stir  
and wake  
to welcome  
another  
day  
of  
unhurried  
peace  
and plenty*



*... in  
the sun-  
dappled  
lanes  
friends  
meet  
and find  
a hundred  
happy  
things  
to do*

**"Bon jour"  
THE FOOTPATH  
THROUGH THE  
CENTER OF  
GRAND ISLE**



"Solitude"

"FAIRYLAND,"  
GRAND ISLE

*In a  
moss-hung  
grove,  
the sun  
paints a  
picture  
in green  
and gold  
and gray*



*... here  
a blue sky  
smiles on  
a white  
road  
where  
shadows  
stroll*

**"Quietude"  
OLD PIRATE  
CEMETERY  
LANE,  
GRAND ISLE**



"Harvesters"  
ROAD TO  
CROWN POINT

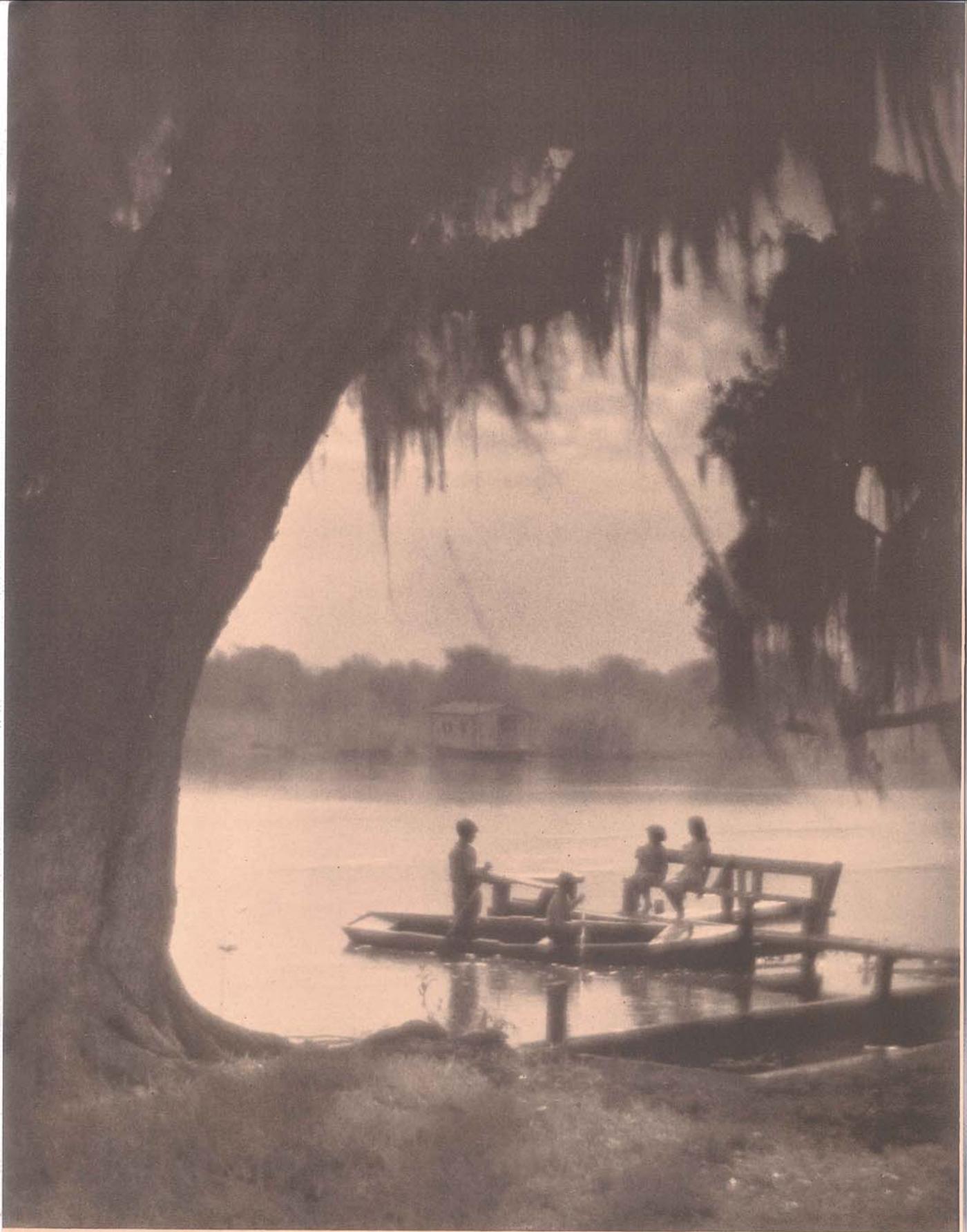
*At the  
side of a  
swinging  
road  
blackberry  
bushes  
lure three  
lovely  
gourmets*





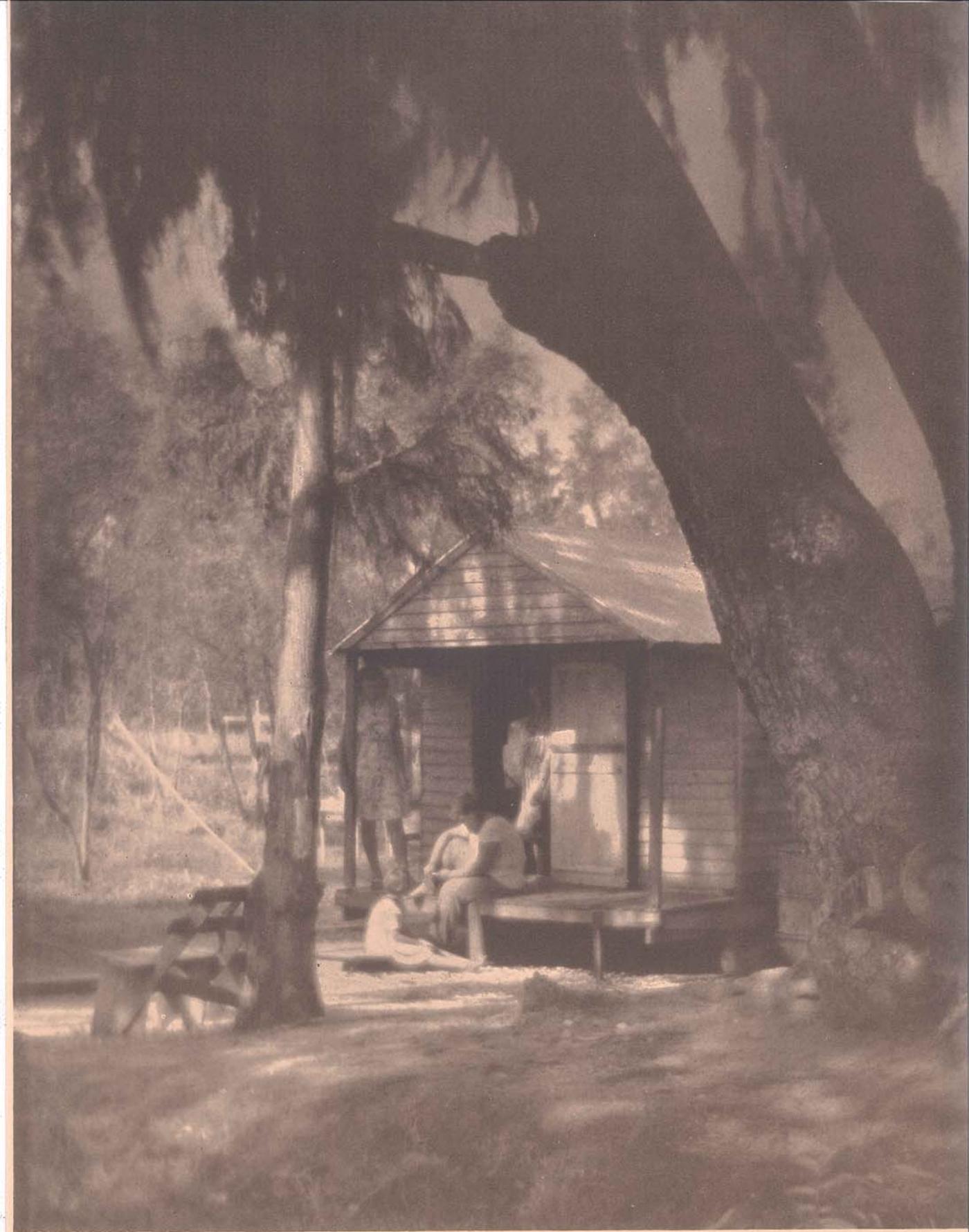
*Quiet  
trails  
offer a  
richly  
rewarding  
vista  
for the  
motorist  
who likes  
to explore*

**"Adventure  
Ahead"  
ROAD TO  
LITTLE  
VILLAGE**



*Along the bayou's banks, where great oaks arch . . .*

"Après-midi"  
LITTLE VILLAGE



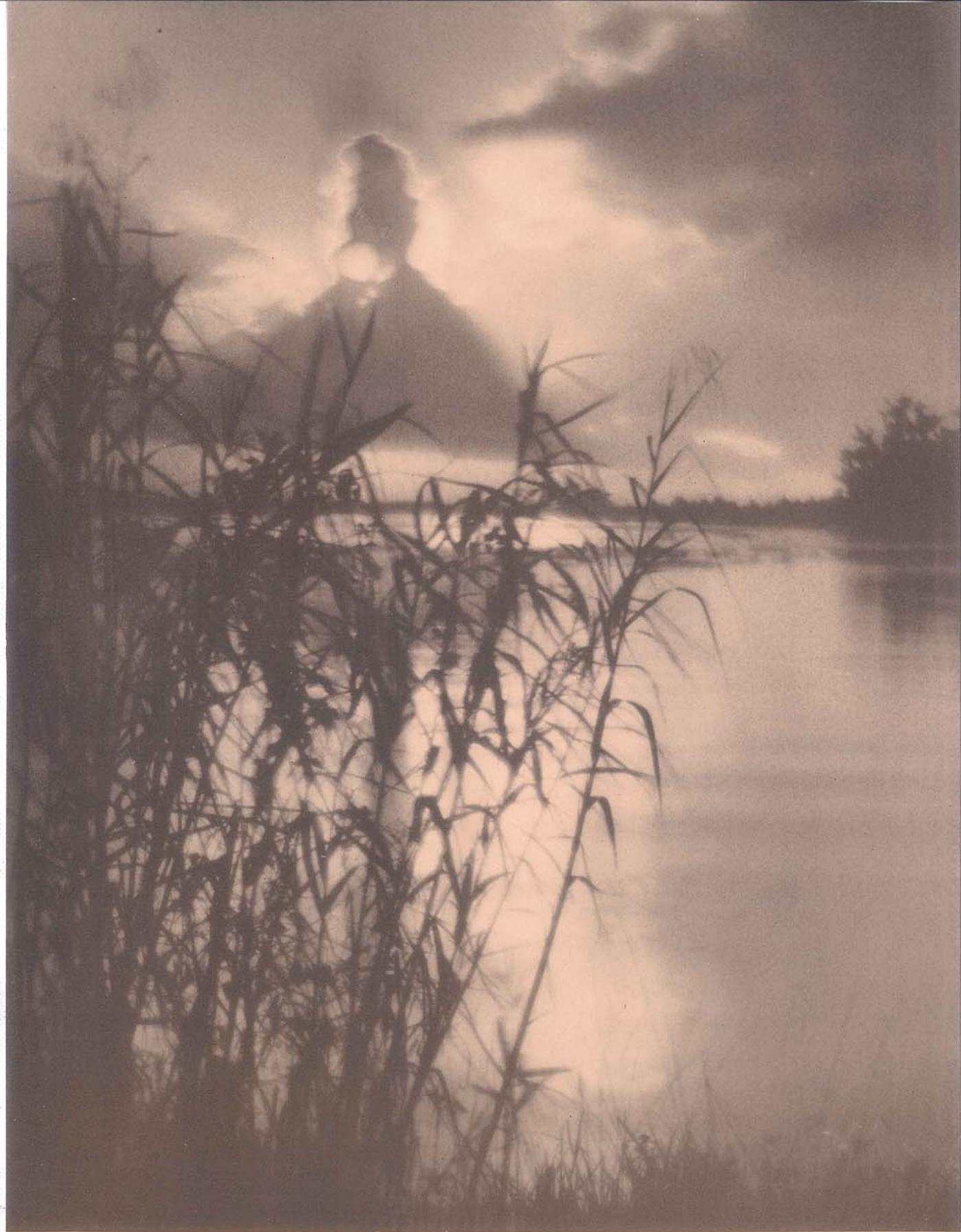
*. . . late afternoon's a time for convivial visiting*

"Causerie"  
VILLAGE OF BARATARIA



*Home are the fishermen, and the nets are hung . . .*

"Day is Done"  
AT LAFITTE



*. . . and the breezes rest, too, at sunset over Bayou Villars*

**"Tranquil Waters"  
FLEMING'S PARK**



*Twilight time, lovelier in Barataria country than anywhere else in the world!*

"Velvet Dusk"

FLEMING'S PARK

LOOKING ACROSS LITTLE BAYOU BARATARIA TO ISLE BONNE



*"LAKEFRONT, stay away from my door!" This has been the cry of Metairie residents for years.*

## *Pushing Back the*

# **WATER FRONTIER**

By Thomas Ewing Dabney

The next attack on the Jefferson Parish frontier facing Lake Pontchartrain will be an embankment to hold back the storm waters which come piling in from the Gulf of Mexico.

That frontier extends from the concrete seawall of West End, in adjoining New Orleans, to Moisant Airport, 10 miles west of there. The immediate prize will be 13,000 acres of land which are below sea level, nearly half the total area which has already produced a spectacular development, industrial and residential. But the total victory will include the higher sections, as height is measured in southern Louisiana, where men have already built their hopes, but

where floods still drive in from the frontier whose defenses, once considered adequate, need rebuilding to meet a fuller comprehension of the situation and also because of new conditions which did not exist at that time.

Take Metairie, for instance. Already it is nearly in the fabulous class. Its population has more than trebled in the past decade, and this makes it the fastest growing residential suburb of New Orleans, or, as the 26,000 residents say, it makes New Orleans the business suburb of Metairie. And if you doubt that the trees, gardens and distinctive homes in Metairie make it the most beautiful part of this general

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area, choose well the company in which you utter the heresy. Metairie first built on the ridges which the overflow of ancient waterways rebuilt on their banks, then overflowed in the lower ground. It believed that its drainage system was sufficient to cope with the tropical rainfall of this section, and so it was. It went joyfully ahead in its beautification and increase, suffering occasionally from wet feet, but catching no great disaster.

Then came the hurricane of September 19, 1947, such a visitation as only those whose memories reached back to 1915 had experienced. It drove so much water from the Gulf into Lake Pontchartrain, which was once part of the open sea and is still connected with it, that the waves overtopped the concrete seawall of New Orleans, 10 feet above mean tide level; and of course the water rampaged through Metairie and the rest of Jefferson Parish facing the lake.

Before anyone had time to forget this, came the storm of March 5, 1948, which hurled nearly 10 inches of rain upon this part of the world. It was not a record, but no one repined on that account. That rain turned many streets in New Orleans into boat channels, but Metairie suffered from a much larger affliction of water, coming in from the lake under the drive of a 24-mile wind.

On both occasions, vast areas were under a four-foot flood, and the water in some Metairie houses was 5 feet deep.

The double visitation at least carried the consolation of arousing Federal authorities to the need of flood-control for Jefferson; up to then, they had been cold toward it. Now favorable action seems assured, and about time, too. A Jefferson delegation to Washington in

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*HIGH WATER surrounds Stier home on the 17th Street Canal following the storm.*



*HAMMOND HIGHWAY bordering south shore of Lake Pontchartrain, is badly eroded.*

---

March, 1948, received copious assurances of aid, thanks, in large measure, to the insistence of Senators Allen J. Ellender and the late John H. Overton, and Congressmen T. Hale Boggs and F. Edward Hebert.

The situation has been long developing, and the responsible authorities of Jefferson have long been trying to prevent such a disaster as did take place.

The Fourth Jefferson Drainage District was re-organized in 1923, and it vigorously got about the job of reclaiming the low lands and improving the drainage of the high, from the river to the lake. It dug 20 miles of ditches and 60 miles of canals, and erected four pumping stations which have a capacity of 800,000 gallons a minute, and put in other works. It wrought so effectively that it lowered the water table in the ground, and this increased the vulnerability of the land to such floods as came in 1947 and 1948, for the shrinkage of the dried-out soil reduced the

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ground level. The improved drainage was a factor in the rapid development of about 7500 acres to agricultural, industrial and residential use.

To keep out the waters of Pontchartrain the lakeshore highway to Hammond was projected, a six-foot embankment crowned with a road surface. At the drainage-canal, interruptions bridges were built. A thundering real estate promotion got under way. This was during the waterfront-estate and subdivision furore of the 1920's, inspired by the Florida boom.

But the lakeshore highway disappointed the high hopes, and in time fell into what the late Grover Cleveland might have called innocuous desuetude, but the folks closer to the scenes referred to it in more acidulous terms. It deteriorated; stretches flattened out under erosion and lost several feet of their elevation. Instead of being a protection, that embankment became a menace, for it could not keep the water out but it could keep what got in from flowing out; so that this part of Jefferson Parish was worse off, when storms did strike, than it had been during the 1915

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AT MOISANT *International Airport*, water tied up air traffic for a week.



WINDOW SILLS were under water at the new Fitzgerald home on the Hammond Highway.

hurricane, when the floods rolled off the land as soon as the lake subsided.

While land owners and speculators allowed their holdings to go back to the state for taxes, the Fourth Jefferson Drainage District began to agitate for a Federal flood-control project on the lakefront. That was a dozen years ago. They have helped steadily on the job—such men as John Bordes (president), J. E. Davidson, Carroll Frankel, James M. Lasalle, Justin F. Bordenave and Charles B. Poillion, Sr. (secretary). Sheriff Frank J. Clancy has been a tower of support. Others who have wrought conspicuously are State Senator Alvin T. Stumpf, State Representative James E. Beeson, and the police



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jurymen who live on the east side of the river, Weaver R. Toledano, John J. Holtgreve, Robert Ottermann and Ernest Riviere.

They know the problems, not only because they have long been a part of this section, but also because by temperament as well as official responsibility they have studied them closely and driven inexorably to their relief; and they are men who are not dismayed by rebuffs, which is fortunate for they have had many.

They first proposed a concrete seawall to repeat the New Orleans protection all the way to Frenier, miles beyond Jefferson Parish, (except where the spillway enters the lake); but the cost, \$12,500,000, was prohibitive. Then they modified their proposal to an earth embankment, as high as the New Orleans seawall, and reaching only to the west end of Jefferson Parish. The estimated cost of this was \$1,200,000.

The Chief of Army Engineers on December 10, 1945, approved this project, and recommended that the Federal Government undertake such a flood-control work, but the Bureau of the Budget on June 10, 1946, said Tilden, "nothing doing!"

Drainage district and other Jefferson officials kept hammering away, and began to make headway against the Washington resistance. The September hurricane strengthened their position, and the March storm further buttressed it.

Now Army engineers are drawing up plans for the work. The protection will probably be larger than was proposed in 1945. For instance, the embankment will almost certainly be built to the 10-foot elevation, instead of the eight. It may be even higher. It will probably have a crown 50 feet wide, and a base 200 feet wide.

---

LIVESTOCK suffered as water stood for days before drainage got back to normal.



EAST END was badly inundated. Like the Freitas home, many houses were damaged.

This will call for the moving and raising of the four bridges, able at last to serve a lakeshore highway, which in turn will revive real estate activity. It will also necessitate certain structural changes in the pumping plants, so that the machinery will be able to function even when the storm waters are above their level.

While the government's flood-control work is going forward, the drainage district will be able to rehabilitate its system, increasing the pumping capacity and improving the run-off ditches and canals. This will cost about \$1,500,000, and the money is already in hand. The original cost of the drainage system crowded \$2,000,000.

The water problem on this frontier is a three-pronged menace, as Secretary Poillion puts it. The rainfalls—58 inches a year—and must be pumped out. The lake rises and must be pumped out. And when the Mississippi river is at high flood, the Bonnet Carre spillway just a few miles away may pour as much as 250,000 cubic feet of water a second into Lake Pontchartrain.

Army engineers say the spillway has not increased the flood hazard of adjoining lands, but spillway history is not long and much of the statistical compilation has evoked controversial interpretation. True, river floods and hurricanes seem to belong to different periods of the year, but such a storm as drove in the water last March might occur during a flood period in April when the spillway is open, and 250,000 feet a second, added to what the wind drives in from the Gulf, would add up to a mighty mess of water, says Poillion.

By its nature and because of the fact that local interests could not meet the cost, this is a Federal problem, and



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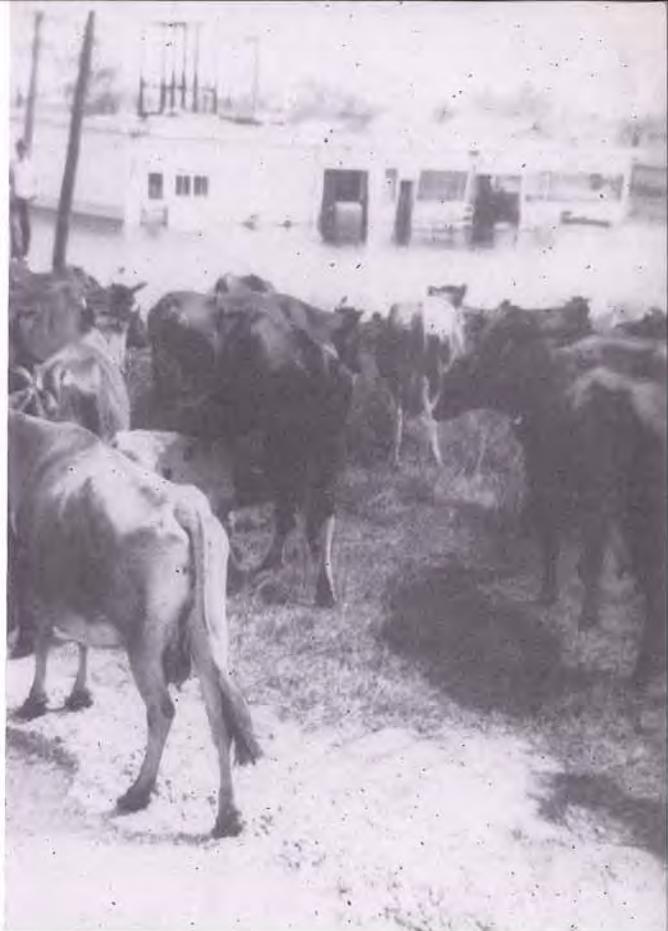
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most of the cost will be met by the United States. A \$300,000 contribution will be made by the Pontchartrain Levee Board, which includes seven parishes, but 75% of whose funds come from Jefferson.

Metairie will, of course, react first to the flood protection. The entire river-to-lake area of Jefferson will also benefit; Kenner, Harahan, and the other sections which are clustering into town-like solidity but are not yet so organized; and the farm and industrial areas, and the airport. They will be able to rise to a new development, for they will have a dry footing when the drainage pumps have only six feet of rain a year to contend with, instead of a 640-square-mile lake whenever it feels the urge to come ashore.

The population in that part of Jefferson is now about 49,000; and new growth will surge in when this frontier of water falls.



---

*NO MORE scenes like these will disrupt progress, endanger health, inflict hardships in Jefferson Parish when the Pontchartrain seawall is built.*

*A BUSINESS STREET in East End. looked like this the day after the September storm.*



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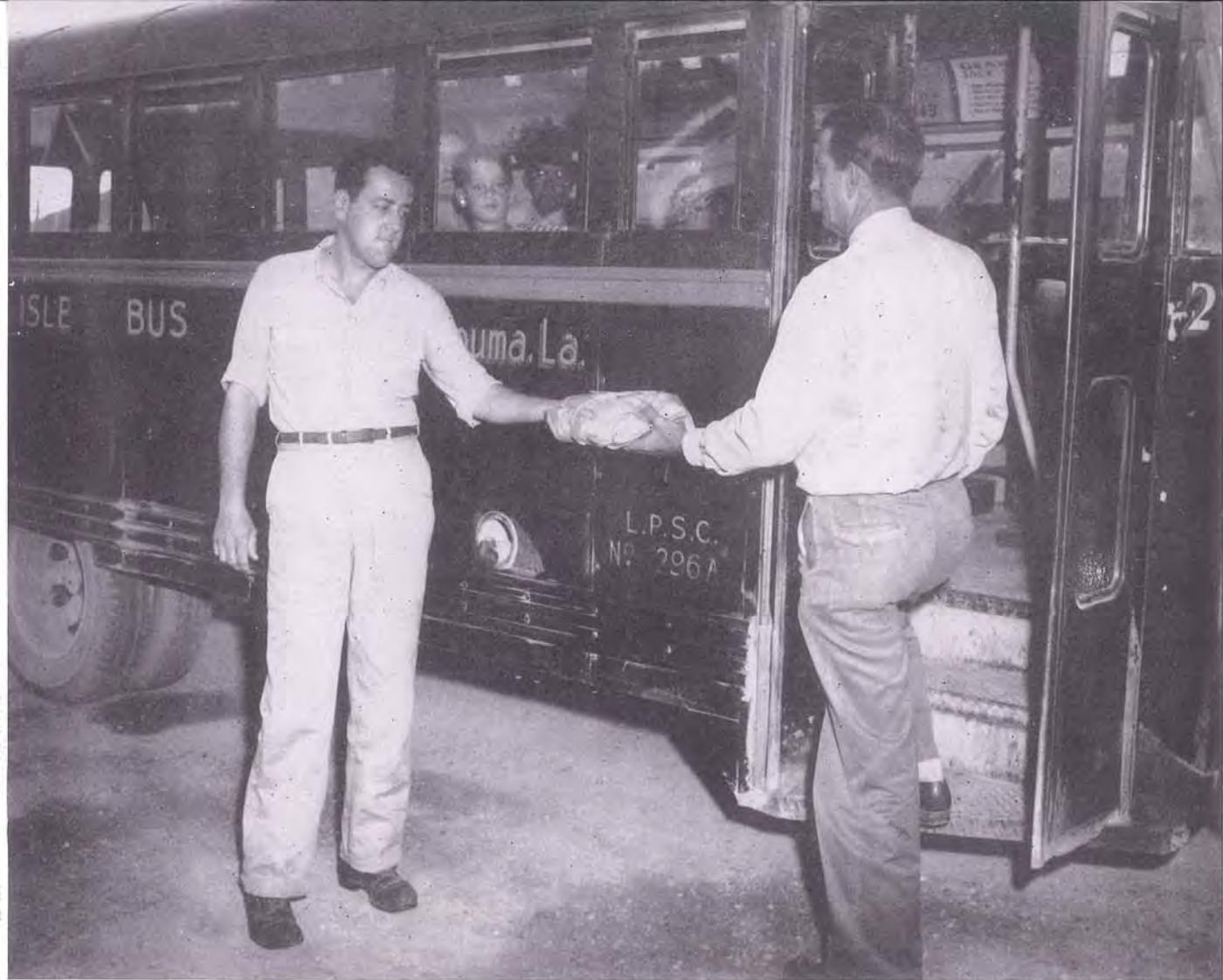
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## **Ambassador**

## **on Wheels**

By Arthur Charbonnet

One day in August, 1945, a hot and dusty Louisianian hitchhiked wearily from his home in Houma to Grand Isle, on Louisiana's Gulf Coast—and that trip changed the course of his life. It started out as a pleasure jaunt. He was to join his family on the island's fine sandy beach for a day of enjoying the scenery, the sunshine and the surf.

He hitchhiked because public transportation was poor and uncertain, and by the time he got there, forgotten were the flaming oleanders, the sweetly secluded twisting lanes, the refreshing

salt breezes of this fascinating vacation spot just off the low fringe of the mainland. His only thought was to curl up in the shade and get some sleep.

In his disgust he was not alone. Many people without automobiles would have liked to spend week-ends on lovely Grand Isle—once the hide-out of Jean Lafitte and his cutthroat crew—if only there was a suitable means of making the trip. Then and there the idea was born, and Bryan Dumez, the "Grand Isle Busdriver," as he is known to hundreds of people, started his Grand Isle Bus Line, founded on the principle of giving service beyond the strict require-

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ments of a legal franchise, and the belief that the only way to get along in life is by helping your fellow man.

For three years now, Bryan Dumez has been pushing back the last frontiers of the marshy bayou land terrain, meeting the New Orleans buses at Houma and Raceland and taking people in comfort and safety to Grand Isle. Twice a day for three years, the cheerful, alert "Ambassador of Good Will" drove passengers down to the island, and on June first one more daily trip was added to his schedule.

All this time Bryan practised his principle of super-service. His big green bus rolling along the highway has long been recognized as the bearer of messages and packages as well as passengers. All along his route Dumez tirelessly and willingly picks up and delivers articles from one of his friends to another (and everyone on his route is his friend) without charging a penny for this service. On one trip he might carry a bundle of laundry, a repaired diesel engine piston—or a freshly baked pie. He laughingly tells of the time someone asked him to haul his pirogüe down to the island. "Sure," Bryan agreed, smiling "Just tie it to the bumper, I'll drag it down."

When it comes to shopping, Bryan has no equal—for he shops also, in the general drygoods stores, the hardware and drug stores on the mainland, for his island friends. He is that housewife's dream, a man who can shop intelligently and efficiently, whether it be for a new coffee pot or a bright print dress. But even the best of us is not infallible, and should the pot be not the right size, or the dress not the proper

*Every few minutes Bryan waves to a friend.*



*"Yes, this one should please Tante Célie."*

style, back it goes on the next trip to be exchanged. In his own words, Bryan has shopped for "everything from false teeth to shrimp trawls," and has enjoyed it, as he enjoys almost every phase of his job. For the past two years, regularly every morning the Grand Isle Bus Line has carried the New Orleans Times-Picayune down to the islanders free of freight charge. Service? This is only part of it.

A trip down to Grand Isle, through the green velvety marshlands of lower Louisiana is an exciting and pleasant adventure when the Gulf Coast Ambassador of Good Will is your driver and guide. The first thing you note about him is his brisk, energetic cheerfulness. He checks everything with a quick eye, assures himself that everyone is comfortable, then off you go!

In the bus are eager vacationers on a holiday to the beach, oil field workers, farmers, fishermen and trappers. Bryan greets them all, young and old, men, women and children, white and colored, in English and in the liquid-soft French patois of the bayou land. They are all his friends.

Should there be a stranger or two on the run, Dumez calls out the points of interest along the way, and explains the different aspects of the land.

"The people along here," he will say, are farmers. You notice there are no trawlers tied up in the bayou." For a long stretch of the road runs along Bayou Lafourche. Some one will ask about "those derrick-like things."

"Those are cane hoists," our driver explains quickly. "This is sugar cane country. A little farther on the farming stops and you'll see the oil derricks at Golden Meadow and Leeville."

The Grand Isle Busdriver, whose passengers are automatically as completely



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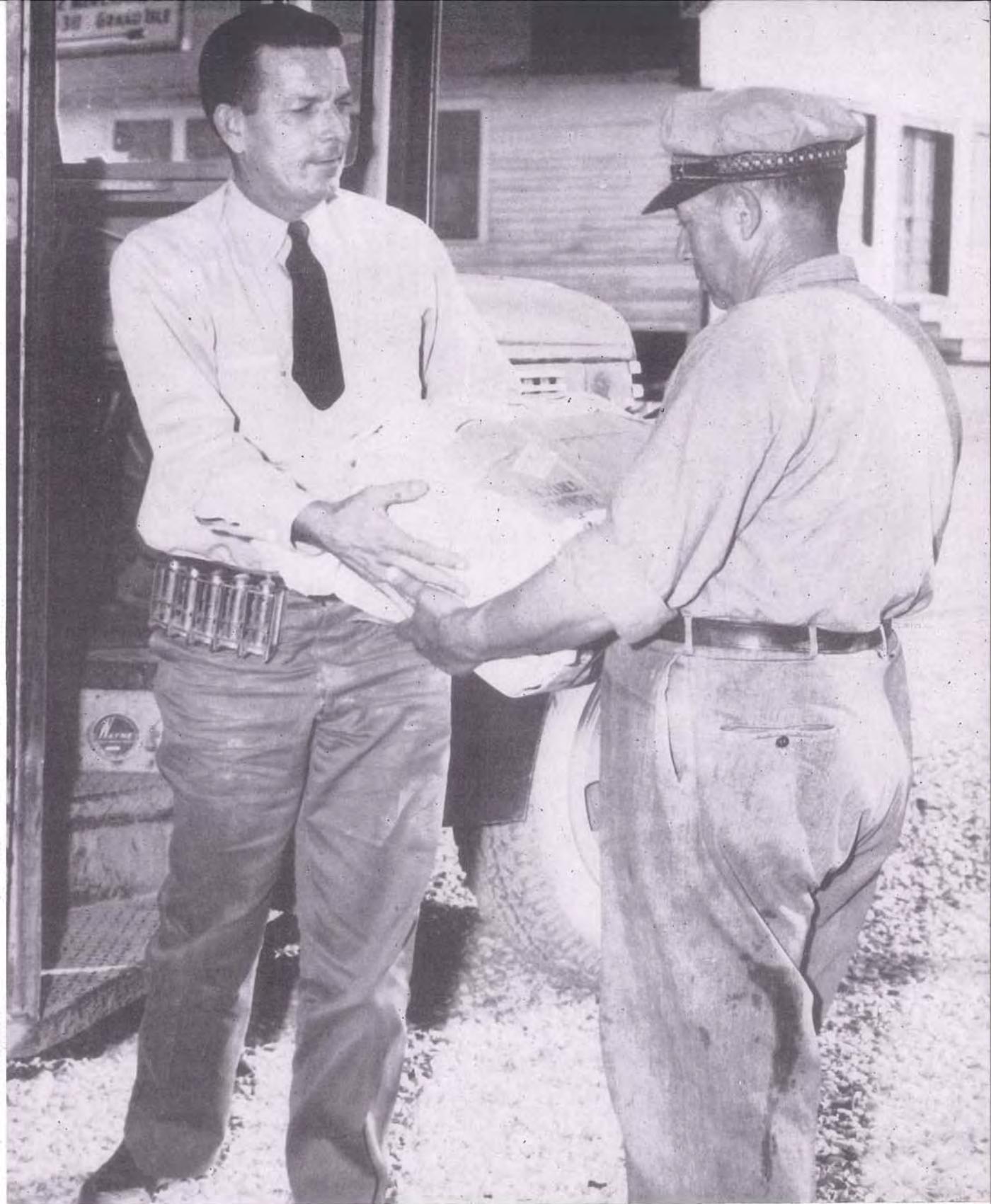
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insured as those of any large bus line, does not believe that talking while driving is dangerous, as long as you are careful. He likes to carry on a lively conversation with his companions, knowing from experience that doing so keeps him alert and wide-awake, especially in the early morning hours.

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Affable and charmingly friendly, the tanned and smiling "Ambassador on Wheels" delights in the traditional Louisiana custom of stopping along the way for coffee.

With a throaty "My time is your time," he swings his bus off the highway at a roadside restaurant, opens the door and ushers everybody inside for fragrant, steaming cups of "café" and "café au lait"—and when it is time to

---

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SOMEWHERE ALONG THE WAY, Bryan Dumez's big green bus must stop a moment for coffee.

proceed, Bryan always grabs the check, and gets a big kick out of it.

So important was the need for efficient, dependable transportation during the war, the Grand Isle Bus Line maintained priority on fuel and tires as an essential service to the fisherfolk, and oil workers for the big companies operating on and from the island.

So today and every day, the Grand Isle Ambassador of Good Will rolls cheerfully along, living his creed of service that is more than service, introducing beautiful Grand Isle and the world to each other, doing a good job—and loving it.





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# **BLOW-HARDS and HURRICANES**

By Jan Sebastian



*Author interviews George Minnick at home built in 1898 which has weathered 1909 and 1915 storms.*

Not many years before the outbreak of the War Between the States, an eleven-year-old boy ran away from the cruelty of the foster parents to whom his widowed mother had entrusted him. Through haphazard and scanty one-room schooling in Pennsylvania, he had learned reading and writing and enough geography to know where he wanted to go; and somehow he made his way down-river to New Orleans. Watching the river waifs swiping and begging oysters off the luggers from Baratavia, his hunger prompted him also to beg a few from a skipper. The lugger captain

readily acquiesced but was surprised to see a boy on those wharves who, first of all, did not know a fresh oyster from a spoiled one, and secondly, had no idea about opening the shell. So it was that a Grand Isle oyster fisherman questioned a little runaway from Pennsylvania and consented to give him a home until a letter could be posted to his mother and a reply could be received. Though his mother's consent was reluctant, John Minnick stayed on with his island benefactor, and, except for the years he served in the Confederate Army, and a brief return to Pennsylvania, most of the balance of his life was spent on Grand Isle.

A self-educated man, he served as his children's first teacher, the result being that his daughter, Miss Anna, now in her sixties, and his sons, George, now seventy-three, and Adam, seventy-seven, all born on Grand Isle, are educated well beyond their opportunities; they have given me information about the island's history which I feel is authentic and probably not to be had from any other source.

Miss Anna devoted no little time to relating the story of the storm of '93 to me, and never have I encountered a more formidable memory.

Now that the hurricane of 1893 has been mentioned, we may as well state our purpose — that is, to refute unfair, in fact *untrue*, publicity about storm hazards on Grand Isle and to show that ours is as safe a place as any on the entire Gulf Coast.

For a little isle, less than nine miles in length, Grand Isle certainly gets around, especially in storm years. Even before 1893, as far back as 1856, when Isle Derniere was devastated, Grand Isle was destined to suffer in succeeding years from a case of mistaken identity. In 1891, the Reverend McAllister wrote a poetic, though hardly scientific, account of the passing of Last Island.



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In 1889, Lafcadio Hearn's famous *Chita* made the catastrophe its theme. That there has been no little confusion as to the location and identities of Isle Derniere and Grand Isle by persons reading or hearing of these fascinating and terrifying tales is obvious to me through personal experience. More than one well-meaning friend advised me to read *Chita* and profit thereby before moving bag and baggage to Grand Isle in March 1946. Happily, there *are* maps which do establish proper geographical locations and help to ease a newcomer's mind.

No one could have had less information about weather conditions along the South Louisiana coast than I, when first we Sebastians took up residence with the Gulf of Mexico for our front lawn. Furthermore, it must be admitted, albeit reluctantly, that there are some few islanders who love to spin a good yarn. And with each telling of a storm, wind velocities are apt to increase, tides rise higher and so forth, till you cringe from an electric fan or a dripping faucet. As for the scary stories one encounters on the isle or off, the general misconception that Cheniere Caminada, Grand Terre, and Grand Isle were one and the same in the fall of '93 didn't lessen my anxiety at each routine rain squall. Many were the nights I lay awake with no little trepidation as a fresh squall wind imparted to sleeping in our little house trailer exactly the same sensation as one experiences in an upper berth of a moving Pullman. Thanks to information since acquired, my colossal ignorance by this time has been reduced sufficiently that a wind

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*Dr. I. M. Cline talks about weather amid rare glass in his shop on St. Peters Street in New Orleans.*



*Grand Isle pastor discusses his Parishioners' storm problems with the author.*

---

forecast as "moderate to fresh" is no longer suspected of having cyclonic possibilities. The only worry attached to a black and ominous-looking squall cloud these days is whether there's time to beat the rain and get the clothes off the line.

But Grand Isle *did not* experience the tragedy of '93 as it struck the Cheniere, despite repeated newspaper and other references to the contrary. In part, here is the story as Miss Anna and Mr. George told it to me.

Anna Minnick was ten years old on September 12, 1893. She remembers that on September 30, which was windy with both sunshine and drizzling rain, she and the other children were in bed early in the evening, because of a tiring day picking persimmons. At sundown, there was no water on Grand Isle, but by eleven p. m. a tidal wave had lashed across the isle, and the "eye," or calm center, of the hurricane was passing over. So quickly did the water rise that her father, John, deeply engrossed in his reading, did not realize that his home and family were in danger until an older brother came home to help move the children and m'mere to what was thought to be a safer house.

For more than two hours, I listened to Miss Anna's frightening, yet unem-

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*Island home near bay, said to antedate 1893 storm.*

broidered account of that night: how three families huddled together in an attic; how the house washed off its foundation and was rammed into an oak tree so hard that a large limb penetrated the shingle roof and held the top of the house for the duration of the storm, while the rest of the house rocked back and forth with the motion of a pendulum; how for light they had only a piece of holy candle left from a recent confirmation; how, during the calm, her father made his way back to their home for dry clothing and found amidst the water and shattered dishes a lamp still lighted where it had been left on the mantel; and finally how her father told them, when the wind and waves roared with greater fury than before, to pray for the people on Cheniere Caminada, where the terrain was lower and where there were no trees.

There are various accounts of the loss of life on Cheniere Caminada, and the numbers vary by as much as several hundred. Dr. Isaac Monroe Cline, New Orleans' famous and beneficent meteorologist, in writing his memoirs, *Storms, Floods and Sunshine*, gives a total of two thousand lives lost for the entire coastal area of Louisiana, Mississippi, and Alabama. We all know that any statistics used by Dr. Cline are as accurate as can be ascertained. As the Cheniere led the list of known dead, the point I want to make is this: that Grand Isle, separated from the Cheniere only by Caminada Pass, approximately one-half mile in width, benefited by the natural protection of trees on the isle, by a terrain higher than the surround-

*The day after the storm Henry Bartelemy talks to Editor Joseph Monies about beach homes under his care.*

ing area, and an area of open marshland just behind the island. Because of those natural advantages only one life was lost in the village of Grand Isle.

According to Miss Anna, Mr. George, and other old-timers, Marguerita Eglé was drowned while her lame and elderly husband, Jacques Eglé, attempted to take her from their cabin on Fifi Island ("Fifi" was Jacques' nickname) to the safety of the Marquez home. Jacques managed to row across Bayou Rigaud to Grand Isle; unable to continue, he tried to lash his wife to a tree, but Marguerita was too aged and ill to grasp the tree. She was washed away; Jacques was later rescued by the Marquez skiff. The Minnicks also stated that at the western, unprotected end of Grand Isle, beyond the wooded area and near Cheniere Caminada, eighteen negroes were drowned when a camp in which they had gathered was destroyed. To me, this is the true and correct story as it concerns Grand Isle in 1893, so don't believe everything you read in the papers.

Because of Dr. Cline's contributions to the science of weather forecasting, it is unlikely that any tropical hurricane will ever again find an American community as unprepared as was the Cheniere in '93. Seven years later, in the Galveston disaster of 1900, Dr. Cline proved that danger to life in a hurricane lies principally in the storm tides. His encyclopedia of hurricane information was published in 1926, more than



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30 years after the Cheniere storm. In that book, he tabulated and chartered every observation made in a tropical cyclone (commonly called hurricane) that moved in on the Gulf and south Atlantic coasts during a period of twenty-five years. He points out that in a cyclone traveling in nearly a straight line, or curving towards the left, the wind velocities fall off sharply after the passage of the calm center. (This was experienced on Friday, September 19, 1947, in downtown New Orleans.) However, in a cyclone curving sharply towards the right, the area traversed by the calm center is brought into the right-hand, rear quadrant of the cyclone where the highest winds are experienced a few hours after the lowest barometer has been recorded. Dr. Cline explained that, in all likelihood, this was the case in 1893, since Miss Anna and others relate that there was a period of calm but that the Cheniere suffered most because of the renewed intensity of the latter part of the storm.

*Tropical Cyclones* goes on to say that the wind velocities in the left-half of the cyclone are considerably less than those of the right-hand half. Certainly this theorem was proved last September when Grand Isle experienced offshore winds of considerably less than hurricane velocity and *no dangerous conditions* either from wind or water.

Nearly a century has elapsed since the passing of Isle Derniere, with records of just three storms affecting Grand Isle — those of 1893, 1909, and 1915 — and there has been NO LOSS OF LIFE since the drowning of Marguerita Eglé.

In September of 1909, 353 lives were lost in Terrebonne Parish — about 15 miles west of Grand Isle — and property damage amounted to \$6,400,000. Although we have no record of the extent of property damage at Grand Isle, water rose on the isle to a depth of 5.5 feet above mean low tide, while farther inland up Bayou Lafourche where the water backed up against various kinds of obstructions it rose as high as ten feet. THERE WAS NO LOSS OF LIFE AT GRAND ISLE.

Burrwood, Louisiana, at the mouth of the Mississippi, withstood the severest blow during the hurricane of 1915 when a 140-miles-per-hour wind was regres-



*Grand Isle gardens like this could not flourish in soil salted by storm tides.*



*Handsome and typical is the beach home of Dr. Guy A. Caldwell on Grand Isle.*

tered for a period of five minutes, and winds of over one hundred miles per hour continued for two hours. Burrwood, like Grand Isle, was aided in its stand against the storm tide by the open area behind it which prevented a piling up of water against trees, buildings, or levees. Dr. Cline records a storm tide of thirteen feet in Lake Pontchartrain and the New Orleans area and states that "nearly every building in New Orleans was damaged to a greater or lesser extent." Due to the magnificent work of the New Orleans weather office under his guidance, however, the entire loss of life was only 275, in spite of the 1915 hurricane's being as severe as we are likely to encounter.

Grand Isle recorded a storm tide of nine feet in 1915; that is, nine feet less



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*Live oak at the Anchorage, Grand Isle. Beautiful trees protect homes from winds.*

the height of the island above sea level. Several islanders have estimated the depth of the water at from four to seven feet. The late Mrs. A. Crosby of Grand Isle told me that she sat on a bed in the house belonging to the father of Andrew Adam (Grand Isle tavern owner) and watched the water rise so high that everyone was about to go to the attic; then the wind abated. Mr. George Minnick spent the day in his skiff retrieving four cords of freshly-cut firewood as it floated in the yard and managed to save it all by stacking it on the gallery. He said that he snared a number of household articles in the same way and his greatest loss was a setting duck.

The weather service was responsible for the moving of many persons out of the bays and lowlands in the surrounding area, and, while we know there was considerable property loss on Grand Isle, **THERE WERE NO DEATHS.**

In summarizing the above information, we cannot help placing Grand Isle in a position of relative safety as compared with New Orleans, southeastern Louisiana, and the Texas, Mississippi, Alabama, and Florida coasts. The storm season this past year harassed

Florida to the extent of five hurricanes and \$200,000,000 damage.

Having recently read in what might well be considered a highly authoritative source that there is a tendency for tropical cyclones to pass to the east of the Mississippi River and knowing that Grand Isle was in a favored spot in 1915 and particularly in 1947, I am sorely tempted to point to our position west of the delta as a protection in itself. However, Dr. Cline, with his usual passion for dissemination of indisputably accurate data, especially where the weather as it affects the public safety is concerned, says "No." Hurricanes move into areas of low pressure, and no one can predict such movement prior to the actual development of the cyclone. But he did suggest that I stress Grand Isle's natural protection resulting from the open terrain behind it, which extends inland for a radius of from twenty to forty miles.

In view of the facts given here, it seems to me it takes a heap of nerve and even more of misinformation for any resident of the Gulf Coast to point to Grand Isle as an area which hurricanes have deliberately singled out and

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rendered unsafe. Though our opinions may be cut on the bias, those of us who know how far Grand Isle outshines neighboring resorts can overlook a few "sour grapes" from coastwise property interests who no doubt covet our eight miles of beach and island beauty, but misrepresentations about the weather make us highly indignant. On the day following the hurricane which swept over New Orleans last September, we read a newspaper statement to the effect that 700 persons drowned on Grand Isle in 1893. We were amused at, but in complete accord with, our neighbor, an island businessman, who most vehemently declared, "We oughta sue 'em!" There are sins of omission as well as of commission in such publicity, the natural inference being that poor little Grand Isle surely must be completely wiped out *this* time. No later attention was given to the fact that we had no hurricane. The blow that did us harm was the blow to business. In October, when both the fishing and the weather were perfect, things were "deader'n a doornail" because of the impression that we too must be digging out from under.

On the night of September 19 and the morning of September 20, 1947, while hurricane winds were ripping across New Orleans and flood waters were pouring in on the Mississippi coast, here is what was going on at Grand Isle: Like the rest of the coast, Grand Isle buttoned up tight to withstand the full fury of the approaching hurricane. Incidentally, this was the first instance necessitating warning and preparation by the Coast Guard since the erection of the station on the Isle in 1919. Chief Boatswain's Mate Teller with his complement of eight men sent all visitors off the island, helped secure boats, and

around midnight advised the local residents to take refuge in the Coast Guard Station. Some 300 people spent the night there, but many preferred to remain at home. Mr. George Minnick insists that he knew from the direction and velocity of the wind and from the sound of the surf that he had nothing to fear, so he slept soundly in the house erected by his family in 1898.

Father Gilbert, of Our Lady of the Isle Church, at that time a newcomer himself, was not sufficiently alarmed to leave the comfort of his bed, except that he looked in on some of his parishioners around five a. m. Friday, he conducted Mass, even though the Coast Guard anemometer registered highest wind of fifty-two miles per hour at eight o'clock.

Some of the young people spent the evening in the night spots. Miss Edna Crosby, for example, danced until the wee, small hours and got home just in time to accompany her parents to the Coast Guard Station around three a. m.

As the wind slackened on Friday, it veered from north to west, then southwest, south, and finally southeast, thus blowing strong from the Gulf. The surf was then quite rough, causing sufficient erosion to warrant some speculation by owners of beach property as to some effective means of preventing this cutting action of the tide. In one place, on the eastern end of the island, jetties had been constructed on the beach front, and proved extremely effective as a means of holding the sand. It appears that normal tides during the summer had slowly built up the adjacent beach, and without question the jetties prevented erosion during the high tide following the hurricane. Another advantage is that while most of



*New paving will cut mishaps like this.*



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the unprotected sections of the beach lost its natural protective barrier of driftwood, the jetties served as a trap to ensnare the finest logs as the southwest wind carried them eastward along the island front.

This frontal erosion is mentioned here because it is causing concern to those who have recently erected beach homes. Further, the REVIEW is eager to present helpful information. The facts are reassuring, and mere speculation as to possible future trouble certainly offers no solution to any problem. Mr. Ben Farquhar, well-known in this vicinity for having engineered the bridge which spans Caminada Pass, has personally surveyed Grand Isle from end to end. He has an old map, "The Bougeral Plan," dated 1841, which he believes he has tied in to present locations on the isle to the "satisfaction of any person of reasonable mind" in spite of its lacking certain important notations. The result shown is that, in an area near the east end of Grand Isle, erosion has approximated 300 feet in 107 years. More than one long-time resident insists that for a time the tide cuts in, then for a time builds back, with a balancing effect that means little change over a period of time. There may be a cutting tide next year, maybe not for several years. At any rate, building the above-mentioned jetties is one effective answer. This loss of front footage and damage to front fences is the one and only problem which the '47 hurricane dealt to Grand Isle. Henry Bartelemy, caretaker for eleven beach homes, reports no repairs necessary to any of the buildings.

Yes, Marguerita Eglé was drowned in '93, but that was over fifty years ago. Has no one heard that now we have Dr. Cline's studies of hurricanes, the modernized services of the weather office, telephones, the U. S. Coast Guard, hurricane-withstanding construction methods, fast boats, airplanes, and highways? Grand Isle came through in 1893, 1909, and 1915 with few or none of these benefits, and should she at some time be subjected to the full fury of the right-front quadrant of a tropical cyclone, we think she will weather it in much better shape than our neighbors to the west in 1909 and those to the east in 1915 and 1947. For one thing, stagnant, poisonous water will not stand on Grand Isle as it did in New Orleans and Metairie, because ours is a natural drainage system.

Dr. Cline gives advice on two counts in the building of beach homes. First, build high enough for the waters of the severest storm tide to pass under the structure, and second, build around pilings which extend not just to floor level but to the eaves. He cites the instance of a wireless station belonging to the United Fruit Company, so constructed, which was pounded by winds of one hundred miles per hour or more for several hours. That was in 1915 when the one-hundred-and-forty-mile wind blew for five minutes and when, of course, there were gusts exceeding the continuous velocity.

Now then, assuming that you believe my story of cyclones, you may now relax and take a quick look at what the isle can offer you. After all, there's a purpose behind all this!

*M'sieu Terrebonne tells a fish story; Grand Isle waters offer fine fishing all through the year.*



*Typical day's catch, cobia and mackerel, taken by (left to right) Captain Murphy Crosby, Hal Mayer, and Paul Crosby.*





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*Driftwood and other decorations on Grand Isle beach.*

The theme of the REVIEW is "expanding to new frontiers," and while pioneering and pleasure resorts don't ordinarily go hand in hand, Grand Isle has been a frontier with a frontier's hardships. Among them being not only exaggerations about the big wind but also the inferior roadway from Golden Meadow on. You may recall that in last year's issue I had a good deal to say about that road, and (whatever expression of dubious nature friend husband is hiding behind that newspaper) the REVIEW and I do hereby claim some credit. Perhaps we didn't actually exert any influence, but, pardner, let's see you smile when you say so. Anyhow, a concrete highway *has* been laid between Golden Meadow and Leeville. Further, contracts have been let to hard-surface the highway all the way to Bayou Rigaud at the far end of Grand Isle, and these contracts will be completed in about four months' time.

Thus, one phase of our pioneering is ending. The trip by auto will be pleasant and comfortable—for the storm-wary, speedy. Gladly do we forego the rigors

*The bridge over Caminada Pass at sunset in mid-summer.*

of pioneer travel to ride in ease as do our contemporaries; eagerly do we look forward to developing further our resort facilities. Even with the old road, in the last two years the isle has grown apace, but with the new road that will seem a snail's pace.

And that brings us to the frontier I have adopted for my own, namely, lengthening the resort season. Grand Isle is a wonderful place to come to in the summertime, when the beach offers so much enjoyment, and, of course, when the kids are out of school. But it's a shame to go home the day after Labor Day and stay until nearly June. In October, November, December, and again in March, April, and May, we experience some of the most beautiful weather one can imagine. Then, too, there is a serenity about the isle that gets lost in the hubbub of summer. The days are cool, but the sun is warm; accommodations are uncrowded, and as a result, service can be given which is in keeping with the helpful, friendly, and unhurried nature of the islanders. Being less rushed, the business people who know and love to relate the isle's colorful history can stop to pass the time of day with our visitors. Photography and idle exploration of the lanes are ideal pastimes, while, as in summer, there is still the lure of the beach and fishing *par excellence*. Fall and winter on Grand Isle offer sport and variety to fishermen that isn't found just *anywhere*. Besides, the weather cooperates for a good ten months out of the year.

All this, as we keep telling you, makes Grand Isle THE resort of the Gulf Coast, unique in its attraction and accessible to all. So, the next time you are regaled with wild tales of storms, bear in mind that, scientific or not, at least so far as we are concerned, hurricanes *do* seem to be accompanied by a lot of hot air!



A TRIBUTE TO

# Dudley Grenier

One of Louisiana's "first citizens," J. V. L. (Dudley) Grenier of Thibodaux, retires to his magnificent home in Lafourche Parish between jobs thrust upon him by the emergencies of the state and of the nation.

Dudley Grenier first "retired" to Oak Terrace Plantation in 1942, but World War II saw him called back into service at the request of Washington's bigwigs. His long years of activity in the construction business had given him the vital "know-how" that was needed. The nation was at war, and camps were needed, in a hurry.

Dudley Grenier went back to work.

He retired again after his job was done, but not for very long.

Recently, he was appointed by Governor Davis to be director of the state Department of Highways, and although he was reluctant to leave the well-deserved peace and comfort of his beautiful plantation, he accepted.

In the few short months of his active leadership of the Highway Department, he placed under contract millions of dollars worth of new highway improvement projects.

Notable among these was the recently contracted Grand Isle road, State Route 620.

This long anticipated link that connects Louisiana's only Gulf vacation ground to the rest of the state now definitely will be paved. Three separate projects, totalling about a million dollars, are under contract.



*J. V. L. (Dudley) Grenier*

Much of the road is in Lafourche Parish, but Grand Isle itself lies wholly in Jefferson Parish.

Dudley Grenier was happy to get the road under way. He has always considered it a necessary and desirable project, and one that would serve the people of the entire state, as well as open this important area to commercial and industrial development.

Now his work is finished again. He has "retired" again to Oak Terrace Plantation with his wife, the former Rita LaGarde of Thibodaux, where he occupies himself with his sugar plantation.

His hobbies are raising prize flowers and fishing.

There he intends to remain, sitting on his spacious front porch, drinking strong coffee with his friends and thinking back over his long, eventful and full life.

. . . . unless, of course, some governmental agency drafts him into harness again . . . .

*Oak Terrace*

PAID FOR BY FRIENDS OF DUDLEY GRENIER





WITH THE GRIM DETERMINATION that makes champions showing in his face, 1948 winner Paul L. Ybarzabal carefully balances the craft he pushed to victory.

*Pushing back a sports frontier:*

## **PIROGUE RACING**

By Arthur Charbonnet

Under the moss-draped oaks of Fleming's Park on Bayou Barataria, this spring more than twenty thousand enthusiastic spectators witnessed as thrilling a scene as ever warmed the hearts of sports-loving people.

For amid the rousing cheers of thousands who had come to see him paddle again to victory, Adam Billiot, smiling veteran of nine pirogue races and six-times champion, was called up to the brightly decorated stand and awarded a

special prize of one hundred dollars—even though he did not enter this year's contest.

No, because of illness, smiling Adam Billiot did not race, and may not ever race again. This tribute in recognition of his great sportsmanship in the past is typical of the spirit attending every phase of the famous annual pirogue race on Bayou Barataria, deep in the land where once the romantic pirate Jean Lafitte held sway.

Initiated only a few short years ago, in the spring of 1936, to decide the

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"champion pirogue paddler of the world," the pirogue race has grown in popularity and size until now it excites interest throughout the nation. And because it is the only one of its kind anywhere, to Jefferson Parish belongs the unique distinction of opening up a new sports frontier. This fine sporting contest utilizes the same type of native Indian craft with which early settlers of Louisiana pushed back the southern frontier to carve a civilization out of the New World wilderness.

Now each spring newsmen and cameramen from local as well as national services join the eager crowds that throng the picnic grounds at Fleming Park, where the race ends.

This year, on Sunday, May 23rd, while the banks of the bayou teemed with excited enthusiasts, and the horns and whistles of the hundreds of boats on the water tooted and screamed out a thrilling welcome, the dark horse of the past two years pushed his needle-narrow dugout first over the finish line. Upsetting the long tug-of-war between Adam Billiot and Herbert Creppel, the two veteran champions of the bayou classic, Paul L. Ybarzabal, 23, crossed

the line 32 minutes and 42 seconds after the starting gun.

Why this excitement, why all this fuss? The stranger might ask. After all, the little boats only make eight miles an hour, that's not fast. Not fast, *hein bougre?*

Man, when you're doing that with your muscles, it's almost flying.

Tell you something else. These are not simply "boats." These are pirogues, *racing* pirogues—slim, hand-hewn coracles peculiar to the marshy swamplands of lower Louisiana—and just to sit in one of them takes great skill.

Much tippier than the work pirogue—itself a tricky craft—the racing pirogue is a hand-tooled work of art. From eighteen to twenty feet long and about twenty-five inches wide, the swift shells used in the Barataria race have only one or two inches of freeboard and ship water at a weighty thought.

They are carved out of solid cypress logs and their beautiful lines and almost paper-thinness reveals the work of adz artists with inspired hands.

But the art does not cease with the building of the pirogue. It must have a

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good man on the paddle, with the poetry of the misty *terre tremblant* in his soul and work-hardened muscles in his shoulders to urge it masterfully up the bayou and across the finish line. A man must *understand* pirogues to handle them properly, and it helps to be born on or near a bayou and paddle around in one for the first sixteen or seventeen years of life. By that time if he has acquired an almost phenomenal sense of balance along with his swelling muscles, he should be fairly eligible to enter the contest.

It is something like this: On a sunny afternoon in May you gently lower your cypress cockleshell into the warm water of Bayou Barataria in front of Kammer's Store. You place yourself in the middle of it and line up with almost fifty other tanned and experienced sons of the bayou. Your ashen paddle is poised in your hard hands and you tensely await the starter's gun.

Then in a flash you're off! Your paddle digs deep into the water and you

AT THE FINISH, *the racers are strung out and exhausted from the grueling strain of paddling against wind and current.*

---

pull it to you and past you with great strokes, and your pirogue leaps ahead like a live thing—and there's 4.7 miles of water stretching out between you and the finish line. For more than half an hour your paddle flashes in the sunlight. You sweat and your back and arms ache and still the end lies far ahead. You work every trick you've learned in years of paddling to get every bit of speed out of your pirogue and yourself. Like a musician fingering a violin you give your paddle just the proper flick as you lift it from the water, to keep you on the straight course you've set.

All around you the other surging boats have slowly thinned out and you gradually realize that there is no one in front of you. You are leading the

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field, and the pace is killing. Your feather-light shell weighs a ton and the paddle burns your hands. Boats of all kinds, work and pleasure boats, loom up before you and you are dimly aware of the colorful mass of people on the bayou banks and suddenly horns and whistles fill the air and the happy cries of all the people—and you are the *champion pirogue paddler of the world*.

That, my friend, is something. You're King of the Bayou and have possession of the much-prized Charles H. Ellis trophy for a year. Also you've just won yourself two hundred dollars.

The 1948 competition marks pirogue racing's ninth active year. In popularity it has achieved the dimensions of a national sport—and it is truly a sport. There is no swift horse or powerful engine to be merely guided, no big billowing sails to carry you to victory. It is a contest among men—the men who carve the boats and the men who paddle

them—and the race is to the skillful and the strong.

Paul Ybarzabal, this year's winner, adds his name to the great champions of past races, Adam Billiot, who has won six previous matches, and Herbert Creppel, who has paddled the course in the fastest time—30 minutes and 10 seconds.

In this year's contest, Creppel, who won in 1941 and 1946, came in third, and second place was taken by Gilbert Reime, 17, nephew of Adam Billiot, who coached him. Besides the prizes of \$200 for first place, \$100, \$50 and \$25 for second, third and fourth, there is a prize for everyone crossing the finish line. It might be anything from a house jack to a case of beer or a thousand pounds of ice—but if you cross the line, you get a prize. The Louisiana Annual Pirogue Race is the most sporting event in the world, and is typical of the people participating in and sponsoring it.

So, whatever else you do, don't miss the race next year. Bring blankets and a picnic basket and stretch out under the trees on the banks of the bayou and cheer for the champion. It might be Paul again, it might be Herbert, it might be—who?

---

*PAUL YBARZABAL being awarded first prize by Hugh M. Wilkinson, General Chairman of the Louisiana Pirogue Racing Association.*



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PLANT of Pipe Line Service Corporation on Harvey Canal. Gas pipe in foreground has been covered.

By

G. B. Waterstraat

Assistant to the President of

PIPE LINE SERVICE CORPORATION

## ***Why Locate in Jefferson Parish?***

The Pipe Line Service Corporation, one of the new industries in Jefferson Parish, has pioneered in mechanically cleaning, coating and wrapping steel pipe, as a protection from the effects of corrosion when the pipe is laid underground for the transmission of oil or gas.

This company was asked why it located its plant on the Harvey Canal—Intracoastal Waterway. Why? The answer was simple: because this site in Jefferson Parish was found to have many advantages and was therefore a desirable location.

That answer, of course, does not tell the whole story. The first thought of industry is to locate close to the source of supply or close to its customers. In this case the thought was to establish a plant near customers and also near rail and waterway transportation for economical movement of pipe from the tube mills to the plant, and delivery of coated and wrapped pipe to the customer by truck, rail or barge, as desired.

Frequently pipe can be shipped only by barge, as this is the only means of transportation to the wells in the bayous and in the Gulf.

Also important was the advisability of locating near the center of Louisiana's great yield of oil and gas requiring corrosion-proof pipe to transport the state's "black gold" to refineries and markets.

But why locate in Jefferson Parish? The answer again is, because of many advantages to be found here; the available land in small or large tracts or parcels, the supply of labor in nearby towns, the termini of nine railroads in or near Jefferson Parish, waterway transportation on the Mississippi River and the Intracoastal Waterway—the longest combination of natural and man-made canals in the world. These are the

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material advantages learned from investigation.

The advantages include, too, the super salesmen eager to entice industry to Jefferson Parish. Among them is the friendly and cooperative attitude of parish officials, the Southern Pacific and Missouri Pacific Railroads, the Louisiana Power and Light Company, the Southern Bell Telephone and Telegraph Company, and the Louisiana State Highway Department in the maintenance of roads. These super salesmen typify southern hospitality at its best. A prospect or new industry feels immediately at home. Then there is the financial inducement of ad valorem tax exemption for new industrial plants, and future additions thereto, offered by the state and the parish.

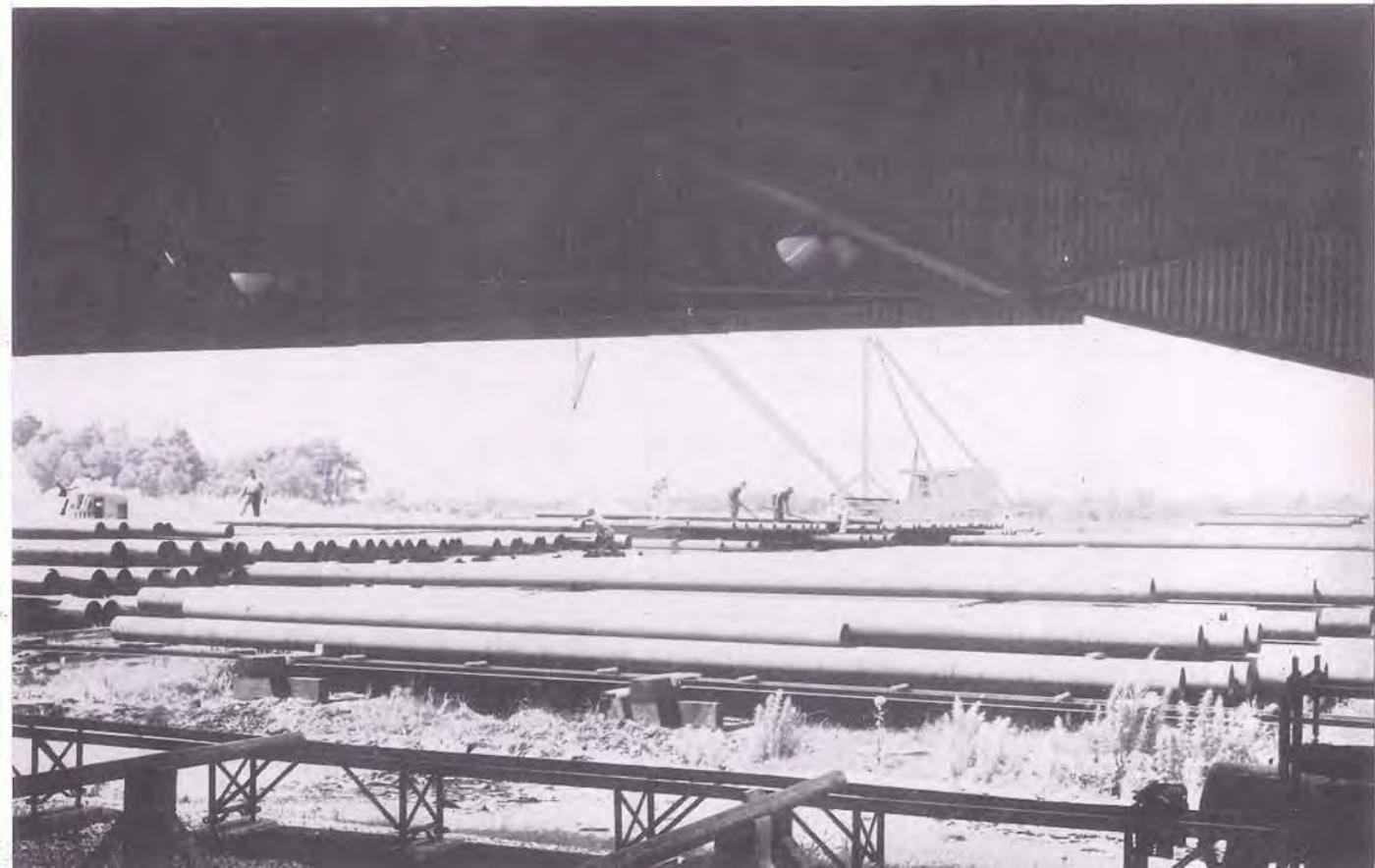
And so as the Pipe Line Service Corporation pushed back a frontier in mechanically cleaning, coating and wrapping steel pipe, it again pushed back a frontier by acquiring a plant site of 18 acres on the east bank of the Harvey Canal, five miles from the locks at the Mississippi River and Highway 90.

HUGE, MODERN plant stands where wilderness was. View from interior, showing crane moving pipe sections.



RAILROAD construction crew tamping ballast for tracks leading to new pipe covering plant.

The word "site" is used advisedly. The dictionary defines the word "site" as "a plot of ground set apart for some specific use." Centuries ago this one was probably set apart to accumulate—with the aid of the Mississippi River—yankee soil called silt. Following centuries of evolution brought trees of various kinds, grasses, weeds, and other vegetation found in swamplands. A redeeming feature today are the gigantic pumps of the Jefferson-Plaquemines Drainage District, which have created dry land. Yet, the site was accessible only by a narrow shell road and there



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were no telephone lines, power lines or railroad.

Through the aid of the super salesmen, Peters Road was concreted and extended to the plant site, the Southern Pacific extended its tracks, and power and telephone lines were installed. With coordinated effort, three and a half miles of desirable land were opened for industrial development along the Harvey Canal.

The Harvey Canal is an integrant part or beginning of the western half of the great Intracoastal Waterway. Beginning at the locks at the Mississippi River, the canal extends five and a half miles to Bayou Baratavia, the next link in the waterway chain. The section at present extends almost to Brownsville, Texas.

As the importance of the Harvey Ca-

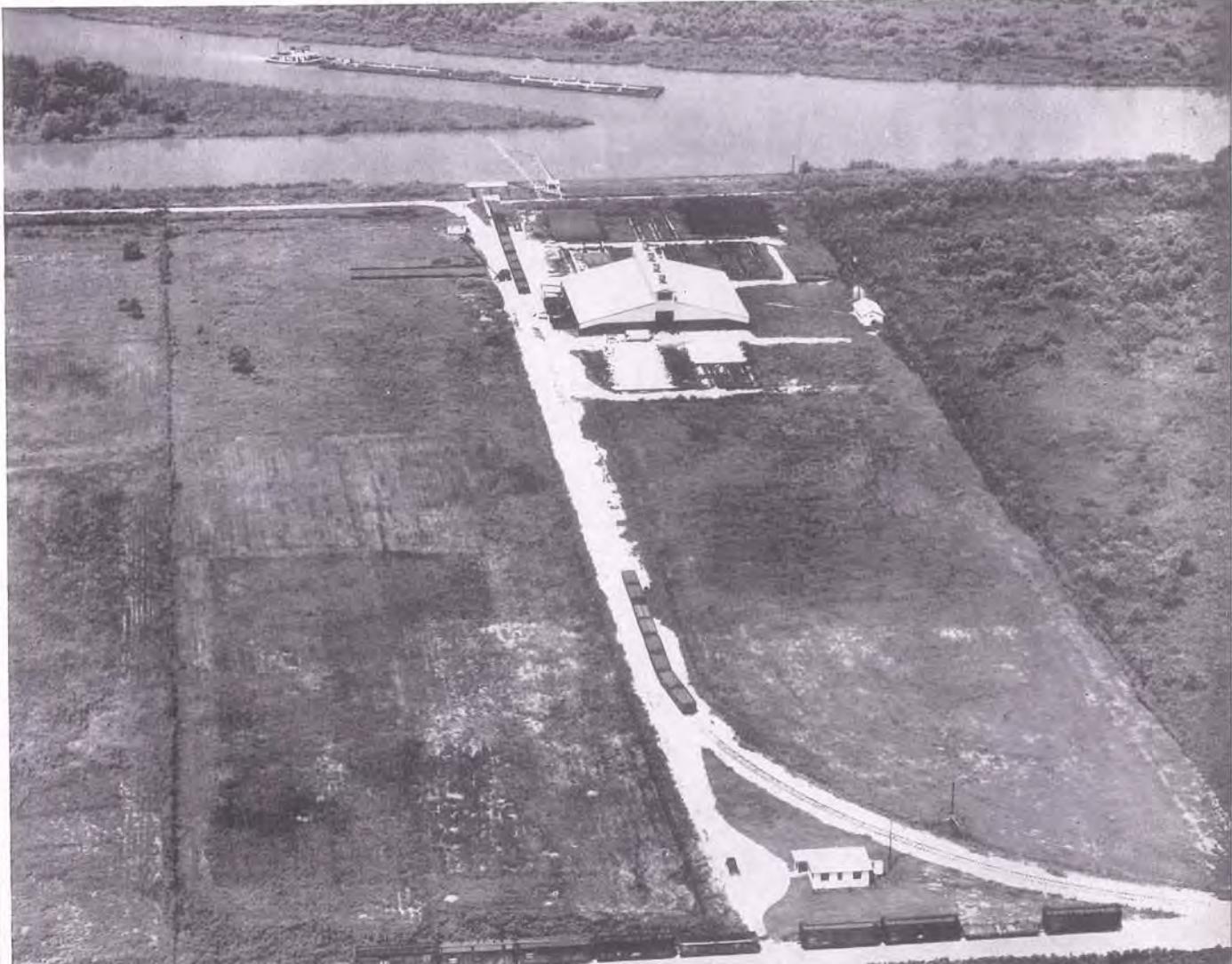
nal as the inspiration of this great project is little known, so is the fact that in the course of a few years fifty-five industries have located on the first two miles of the banks of the canal. This is probably the most concentrated industrial section of Louisiana.

Something unusual about the leaders of these industries is the fellowship they display. If one has a problem to solve he takes it up with his next door neighbor. Maybe the neighbor is a competitor, that makes no difference. When a new industry prospect arrives in the parish, if parish officials do not get to him first with an invitation to lunch and an extended hand of welcome, the Industrial Club of Harvey Canal will.

Where is this Harvey and Harvey Canal? Just across the Mississippi River, by ferry, from New Orleans' uptown residential district, or two miles by bus from the heart of New Orleans.

Let's go back to the title "Why Locate in Jefferson Parish," and change it to read "Why not Locate in Jefferson Parish?"

*AIR VIEW of the plant layout. Harvey Canal intesects with Intracoastal Waterway at this point.*





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Seated, left to right: John H. Haas, Ward 1, Gretna (McDonoghville); Miss Dolores Vegas, Clerk; Leon Nunez, Ward 6, Lafitte; Mrs. J. P. Smith, Parish Treasurer; Weaver R. Toledano, President, Ward 9, Kenner; Terrance J. Adams, President Pro-Tem., Ward 4, Westwego; Frank J. Deemer, Secretary; Miss Bernice Lopez, Assistant Secretary; and Roy Duplechin, Ward 4, Marrero.

Standing, left to right: Jessie J. Breau, Ward 3, Gretna; B. P. Dauenhauer, Ward 3, Gretna; Alvin E. Hotard, Parish Engineer; John J. Holtgreve, Ward 8, Metairie; G. Ashton Cox, Parish Printer; Roger Coulon, Ward 4, Harvey; Wm. E. Strehle, Ward 2, Gretna; Leonce Thomasse, West Bank Road Superintendent; Ernest Riviere, Ward 8, Metairie; Russell Le Douc, East Bank Road Superintendent; Wilfred Berthelot, Ward 5, Waggaman; Marion E. Tucker, Ward 7, Suburban Acres; and John W. Falcon, Ward 4, Marrero.



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

*Reading from top to bottom: Hon. William C. Feazel, United States Senator from Louisiana; Hon. Allen J. Ellender, United States Senator from Louisiana; Hon. William J. Dodd, Lieutenant Governor, State of Louisiana; Hon. Nat B. Knight, Jr., Chairman, Louisiana Public Service Commission; Hon. Alvin T. Stumpf, Louisiana State Senator, Tenth Senatorial District; and Hon. T. Hale Boggs, Member of Congress, Second Louisiana Congressional District.*



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*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. Kermit Brau, Coroner; Hon. Terrance J. Adams, President Pro-Tem., Police Jury; and Hon. Weaver R. Toledano, President, Police Jury.*

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### COURT OFFICIALS

*Top center: Hon. E. Howard McCaleb, of Jefferson Parish, Associate Justice of the Louisiana Supreme Court; top left: Hon. L. Robert Rivarde; and top right: Hon. Leo W. McCune, Judges of the 24th Judicial District Court.*

*Bottom center: Hon. John E. Fleury, District Attorney; bottom left: Hon. Frank Langridge; and bottom right: Hon. L. Julian Samuel, Assistant District Attorneys, 24th Judicial District Court.*



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L. W. Higgins, B. A., M. A.,  
Superintendent of Schools

Another year, replete with variegated endeavour, has coursed to its fiscal close. Breath taking indeed are the manifold events which we have witnessed in the past 365 days. Yet the crumbling of democratic outposts in Western Europe, and the insidious spread of the dread specter of totalitarianism serve but one purpose in so far as the philosophy of public education in our glorious nation is concerned in general, and for the youth of Jeffer-

son Parish in particular—that is, an ever increasing zeal on our part to 'Let them see'.

We sincerely believe that our youth must and shall be given the opportunity to evaluate and comprehend the basic truths of life. It is our concerted opinion that only through a thorough exposé of the factors of government as enunciated by any group of men who live as one, will our youth be fitted to take proper place in our adult world. It is

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to this end, then, that we build our curriculum.

At the present writing, the Jefferson Parish School System consists of six white high schools, 20 white elementary, two negro high and eight negro elementary ones. These plants are located in strategic parts of the parish so as to satisfy as concretely as possible the needs of our citizens. It is our strong desire for the schools to serve not only the stereotyped call of formal

education, but to represent the backbone of social and community activity of the adult group as well. We cheerfully invite the citizenry to make use of what, in the last essence, is properly theirs. For too long has the view that education is a preparation for life rather than life itself been prevalent. Every moment is life as well as a preparation for it.

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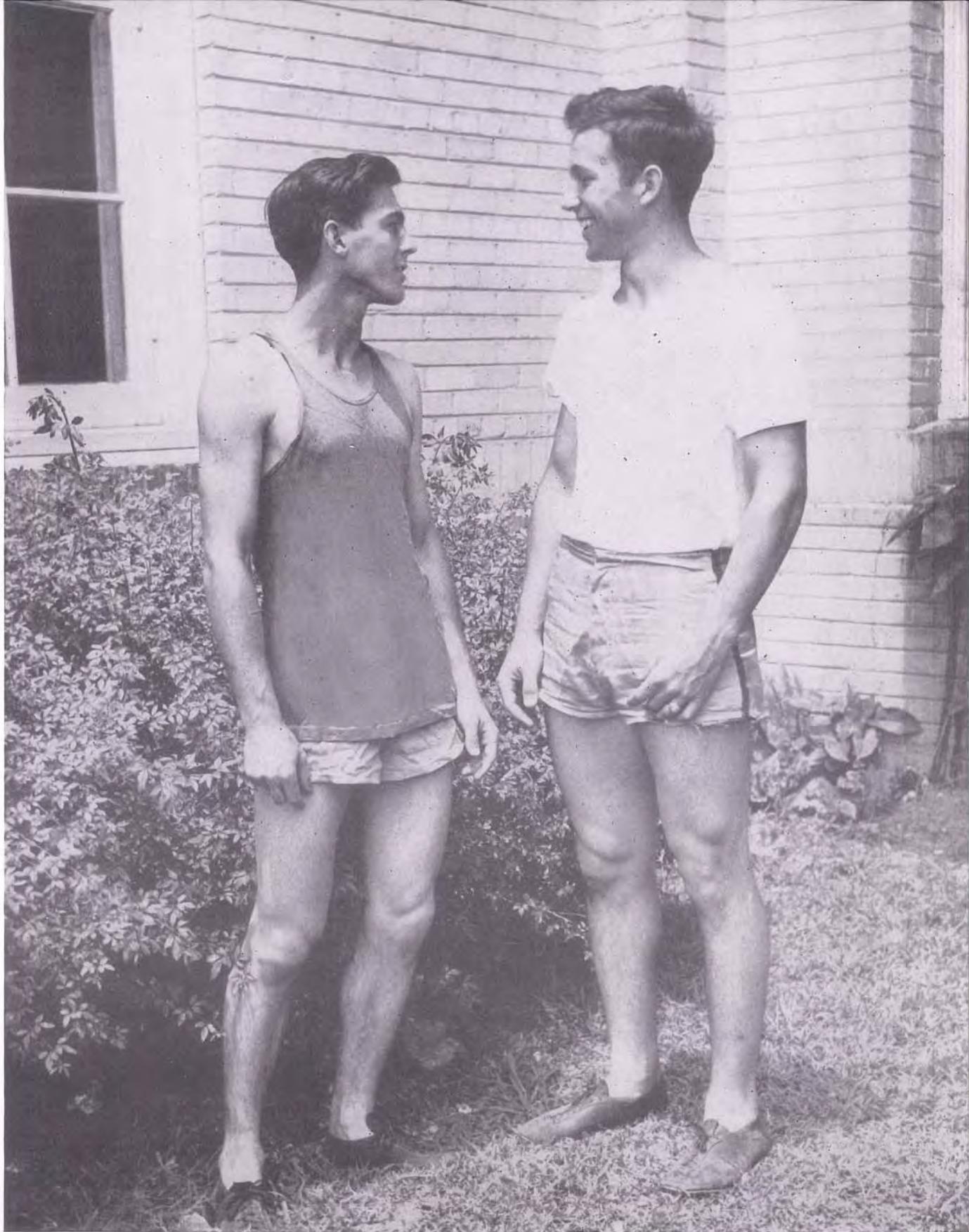
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*VOLLEY BALL champion team of Kenner High School. Front row, left to right: Lucy Fertitta, Katie Jones, Manuella Bonura, Josie Ceravolo, Mary Ann Blye, Lucille Zito. Back row, left to right: Mary Ann Picolo, Patricia Pittman, Gloridean Lorino, Evelyn Sanchez, Margaret Buchler (coach), Lana Weimer (mascot).*

*BASKETBALL championship team of Jefferson Parish high schools—Kenner High School. Front row, left to right: B. Dupepe (manager), A. Smith, M. LeBlanc, A. Bertilino, R. Courtney, E. Lagasse (manager). Back row, left to right: A. Maggiore, B. Jacobs, A. Bonura, A. Cristina, J. Yenni (coach).*



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wide as our resources permit. We consider the aptitudes and ambitions of the comprehensive group, and style the curriculum to meet the individual needs. Our program is functional and fluid. It is dynamic rather than static. This is the prime reason for the survey which we are initiating in our school system. This contemplated investigation will weigh and assess our activity. We will prune or agglutinate as the current need requires. Every new invention, physical or otherwise, presents a new and intriguing challenge to the school administrator. However, in order to avoid the error of shortsightedness on any one's part, the type of survey we plan is a panacea. Proper emphasis is to be placed upon vocational and industrial courses. Yet we shall not neglect the so called formal education. A well-rounded, thinking, responsible citizen is the product we fervently hope to produce.

The highly technical age in which we

live demands a well adjusted individual. There is no room for the introvert or his antithesis. The drifting citizen has no place in our highly synthesized world. Indeed, he constitutes a real menace since he plays into the hands of the schemer and the dictator. The solution for the vast majority of ills is contentment and achievement. We invite our friends and supporters to aid us in accomplishing these goals.

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Seated, left to right: Jacob D. Giardina, Ward 4, Marrero; Miss Ruth Pire, Assistant Elementary Supervisor; Lem W. Higgins, Superintendent of Schools; Mrs. A. C. Alexander, President, Ward 9, Kenner; A. A. Hanson, Ward 4, Westwego; Mrs. Julia Reynaud, Office Secretary; Abel Zerinque, Ward 5, Waggaman; and Bert W. Clarke, Ward 8, Metairie.  
 Standing, left to right: Louis E. Braux, Ward 8, Metairie; Julius F. Hotard, Vice-President, Ward 2, Gretna; Arthur F. O'Neill, Ward 7, Jefferson Highway; Paul J. Solis, Elementary Supervisor; August F. Guidry, Ward 4, Marrero; Dave Dabria, Ward 4, Marrero; and Loney J. Antin, Ward 1, Gretna (McDonoghville).  
 Inset, left to right: W. Richard White, Ward 3, Gretna; Evett R. Schieffler, Ward 6, Lafitte; and John Calzada, Ward 3, Harvey.

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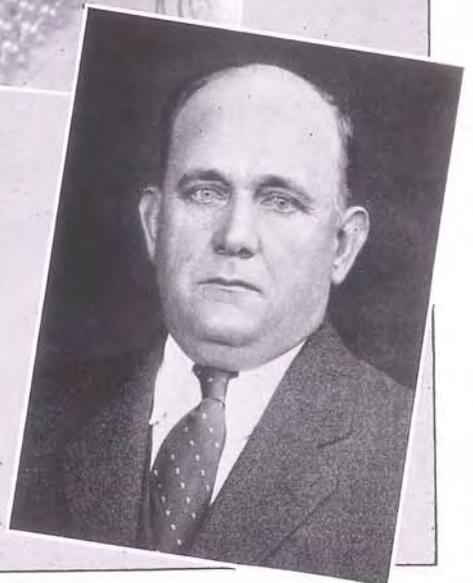
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OFFICIALS**

*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  
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PLANT EXPANSION plans are discussed by S. V. Applewhite, Engineer (standing), and J. W. Hodgson, Sr., President and General Manager. Facilities must be substantially increased to meet the needs of rapidly developing new residential areas.

*The*

## **FAUCET FRONTIER**

By J. W. Hodgson, Sr.

President and General Manager

East Jefferson Waterworks District Number One

We had a good deal of dry weather around here this year. Out beyond the ends of the water mains, it was tough; and even those of us who only read about drought hardships in the papers were reminded forcefully that to those

who do not have it in their homes, there can be no greater luxury than a free-flowing, unfailing water faucet.

If one must draw a line on the map marking the division between urban and rural areas, where should the line

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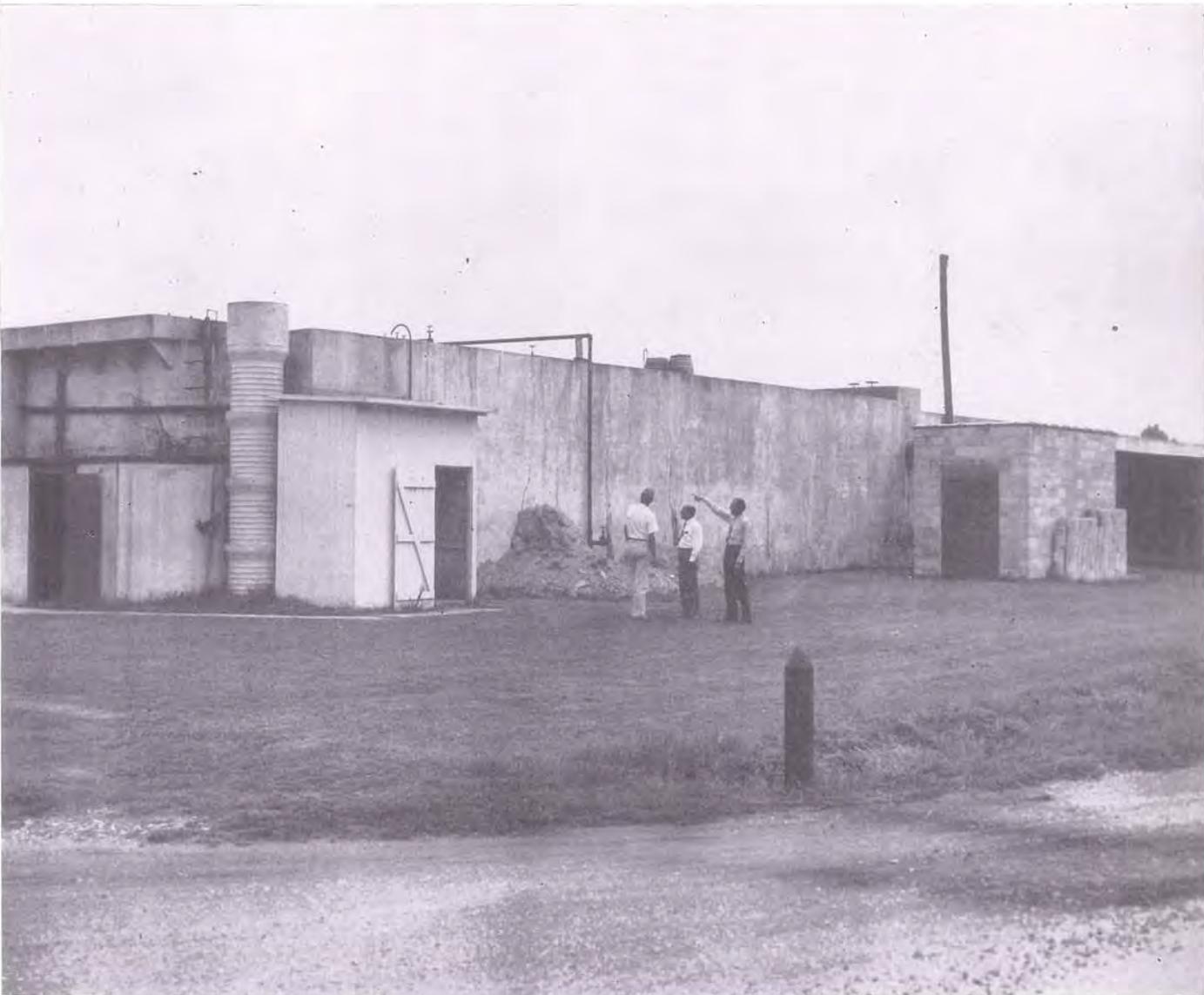
be drawn—where the pavement ends? Where the electric power lines end? No; the real edge of town life is at the end of the water main.

This fluid frontier is moving steadily outward in East Jefferson, as our mains are extended to keep pace with the rapid development of new residential sections. The East Jefferson Waterworks serves District One, which includes everything between the Orleans and St. Charles Parish lines, and between the Mississippi River and Lake Pontchartrain. In this area in 1932 we piped water into 173 homes; in 1947, 8,000 homes were being served; today,

10,000 homes—and we expect the total to reach 11,000 by the end of the year.

24 hours a day, these homes have pure, fresh water at their instant command. The average consumer uses 70 gallons a day. To be certain that he gets it, plus enough for fire-fighting and other emergency demands, this is what we have to do:

We pump water out of the Mississippi River, 4,500,000 gallons every day. It goes into grit chambers and great quantities of silt and sediment are settled out of it. Then in enormous mixing chambers it is tested to find out what chemical treatment is needed, and



*PLANNING ON THE SPOT. Standing upon the site of a proposed new grit chamber, Mr. Hodgson shows S. V. Applewhite and Paul D'Gerolamo where the new will join the old.*

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*Seated, left to right: Commissioners—Blaise Camel; E. J. Bender; Charles A. Boutall, Vice-President; Paul D'Gerolamo, Assistant Manager and Purchasing Agent; and John W. Hodgson, President and General Manager. Standing, left to right: Department Heads and Officials—William Wolf, Outside Superintendent; O. Gaudet, Plant Engineer; E. George Lorio, Treasurer; and Frank V. Draube, Secretary.*

actual purification starts. Then it is moved into settling basins, and finally it is filtered and treated with chlorine.

The Louisiana State Board of Health tests our water twice a week, and every day our own chemists test water from a different school area.

Though costs of labor and equipment have climbed steadily, East Jefferson residents pay no more for water than they did in 1932—a lower rate than any other place in the state except the city of New Orleans.

Due to the great increase in demand for water during the past year the East Jefferson Waterworks finds itself op-

erating at full capacity and steps are now being taken to float a bond issue to raise funds to increase the plant's capacity and to install larger mains.

This year we have added 5 more miles of pipe, reaching 98% of our residential area. 90% of District One has fire hydrants now, and as rapidly as possible these percentages are being increased, for the urban frontier in East Jefferson is being pushed back with vigor and vision; and with it, abreast or a little ahead, you will find the faucet frontier—serving the needs, protecting the homes, and guarding the health of the people who are building our tomorrows.

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By Dr. Charles F. Gelbke

Mayor of the City of Gretna

As the plan to build a new bridge across the Mississippi River at New Orleans draws nearer fulfilment, one of its primary economic effects can be more than predicted; you can, with your own eyes, see it already at work.

The opening of this new traffic frontier, coupled with the completion of the

proposed new four-lane highway back of Gretna, will make Jefferson's Parish Seat the "Brooklyn of the South" in full truth; and the beginning of this new municipal era will not find Gretna unprepared. Gretna is preparing for it NOW. Not with plans and proposals alone, but with busy bulldozers and con-

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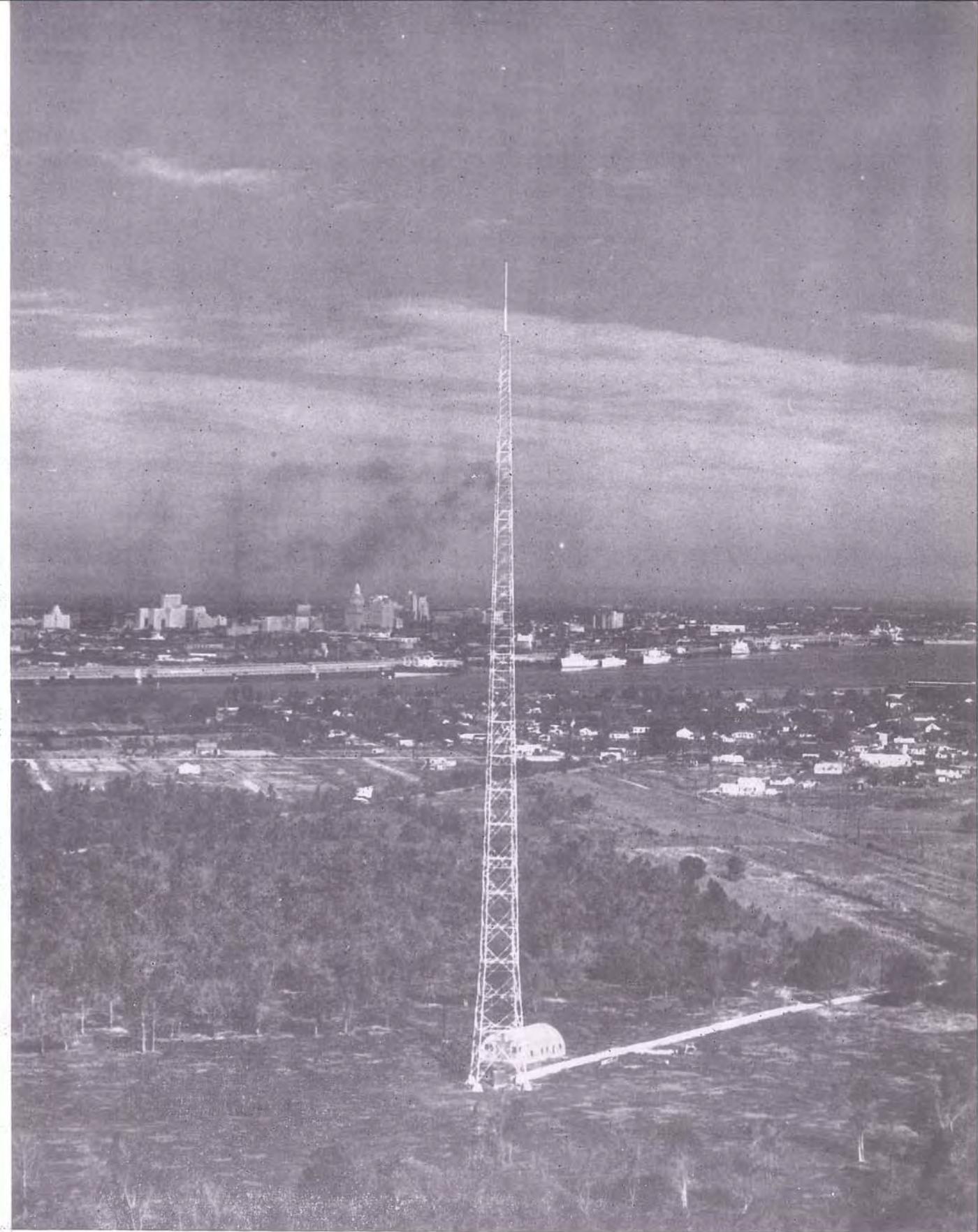
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### OFFICIALS OF THE CITY OF GRETNA

*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.*

crete mixers; the satisfying sound of the pick and the hammer and the bricklayer's trowel are heard in our streets as Gretna gets ready for the large-scale civic and commercial expansion that will inevitably come when the bridge moves Gretna into New Orleans' heavy-traffic area.

Everywhere around us are the active beginnings of the greater Gretna. The old Brooklyn Pasture below the Fifth Street highway is being turned into a modern residential section, closing in the former gap between McDonoghville and Gretna proper; and meanwhile the primary indices of city life—pavement, electric and gas service, water mains, sewerage, are being extended farther back from the river, pushing inexorably

into what was wilderness not very many years ago.

The 607-foot WTPS FM and television tower erected here last year, the tallest structure in the deep south, is a fine physical symbol of the day-after-tomorrow spirit of this virile community.

This is the banking and business center for the West Bank, the most intensely industrialized section in the south, where more than 60% of the port's industrial output is produced. The new Mississippi River bridge will open the door on an unobstructed flow of commerce between this area and the City of New Orleans.

And at the door, ready with the hand of greeting and the hand of help, stands Greater Gretna—ready for its destiny.

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# **WESTWEGO IS WAITING**

*—and GROWING while it waits!*

By R. J. Duplantis  
Mayor of Westwego

It takes no soothsayer to predict that a big and busy future is on the way to Westwego. At its left side door stands solidly established and rapidly expanding heavy industry; at its right side door is the rich flow of traffic pouring

across the great Huey P. Long Bridge; at its front door, more than a half-dozen large concerns loading and unloading ocean and river vessels; and its back door is open for the seaway and barge canal still in the blueprint stage.

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Through its center will come the new four-lane superhighway to be built from the overpass on U. S. 90 to the Naval Station at Algiers.

All of these factors presage an accelerating community development over the years to come, and Westwego's leaders are ready for it. This is by tradition a town of aggressive builders; our founders were survivors of the disastrous hurricane and tidal wave that wiped out Cheniere Caminada fifty-five years ago. Undismayed, they settled here on the Mississippi and began to build anew. You can't beat that kind of spirit, and it's still here—so it is not surprising that Westwego is not sitting still and waiting for tomorrow's good

fortune; we are actively building and planning for it.

Our seafood industry has been vastly expanded during the past year, and we have built and are still building homes to take care of new population as our highly industrialized area increases its productive capacity. Westwego's truck farming and dairying activities have shown healthy growth during the year, and their climb is certain to continue.

Westwego proved at its beginning that adversity could not keep its people down—and today they stand with feet firmly planted, ready to face just as intrepidly the approaching problems of a new era of prosperity; ready and waiting, and building while they wait.



#### OFFICIALS OF THE TOWN OF WESTWEGO

*Seated, left to right: Louis Marcomb, Alderman; Roy C. Keller, Alderman; Henry B. Trepagnier, Alderman; Clarence A. La Bauve, Alderman; T. A. Adams, Alderman; and R. J. Duplantis, Mayor. Standing, left to right: Nestor L. Currault, Jr., Attorney; Jacob Gregory, Town Marshal; Caesar Baril, Treasurer; and Sam De Mattio, Assistant Town Marshal. Edwin J. Pierce, Secretary and Tax Collector was ill when photograph was taken.*

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*CROSSROADS of air, highway and rail traffic. Moisant International Airport is at upper right, Airline Highway and three trunk-line railroads cut through center of picture. New housing development at lower right is Moisant Place.*

# KENNER IS COMING

By Dr. Joseph S. Kopfler

Mayor of Kenner

In the pleasant and progressive town of Kenner you can not only see a new era of prosperity developing before your eyes—you can hear it. Music to the ears of those who have long believed in and worked for the future of Kenner

is the hum of air traffic over Moisant International Airport, one of the world's largest commercial air terminals and now one of the busiest, with more than a hundred regularly scheduled airline flights daily.

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Kenner stands at the aerial front door of New Orleans' metropolitan area. Moisant has added hundreds of thousands of dollars' worth of construction and equipment since its formal opening, and has much more to add before it may be regarded as completed. Meanwhile Kenner grows with it, building new housing units at an unprecedented rate.

Industrially, too, Kenner is sprouting

in all directions. Outstanding instances are the Airline Lumber & Supply Co., who already had the largest lumber drying kilns of their type in the South, and have in the past year added three more and are now building a huge loading rack; and the large new cold storage plant being built by Emile Deshautreaux, one of Kenner's leading citizens.

Kenner continues to produce some of the finest commercial crops of chrysanthemums in the South, and local activities in cattle, truck farming and dairying are expanding apace.

The favorable prevailing weather conditions and convenient location that made this community an ideal site for an airport make it also a choice spot for the suburban home-builder, and the natural upriver trend of the residential expansion of Greater New Orleans is moving out along the Airline Highway in our direction. Today Kenner offers a happy blend of the conveniences of city life and the delights of a country home.

Residentially, commercially, and industrially, the people of Kenner have had a busy year pushing back their frontiers—and all indications are that they will push them farther and faster in the year ahead.



**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.

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WEST SIDE FUNERAL HOME  
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HANDSOME HOME *typical of the new, growing Harahan.*

# HARAHAN IS HURRYING

By Frank H. Mayo  
Mayor of Harahan

Many and various have been the changes and evolutions that have come to Harahan this year, but most of all you are conscious that our tempo has been stepped up; on every side, things

are moving faster than ever in our history.

New and attractive residential sections are in the midst of rapid development, the shopping center is humming,

## WESTERN UNION TELEGRAPH CO.

J. C. JACKSON, Superintendent

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and on the industrial frontier there is growth and multiplication.

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*Left to right: Harold Buchler, Attorney; Francis K. Bourg, Alderman; Ernest Baron, Alderman; Frank H. Mayo, Mayor; Mrs. Mary S. Kielman, Tax Collector; Charles A. O'Neill, Alderman; and John Contrado, Marshal and Chief of Volunteer Fire Department.*

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found it both instructive and enjoyable.

Next year, in celebration of our fifteenth  
year of publication, we will present *the*  
*biggest and finest issue in the history of*  
*the Jefferson Parish Yearly Review.*

This is  
***PLAQUEMINES***  
***PARISH***

By Leander H. Perez, District Attorney, Plaquemines and St. Bernard Parishes



L A N D O F M O D E R N P I O N E E R S

THE S. S. *Del Norte* stuck her graceful prow into the silt laden waters of the Mississippi River, fresh from breasting the heaving swells of the Caribbean and the Gulf of Mexico.

Her passengers were below decks arranging suitcases and trunks, making ready to meet the Customs men when the ship docked some hours later.

As the *Del Norte* beat her way upstream toward New Orleans, few took time to glance ashore and wonder if people live beyond the levees, what sort of people they are and what they do for a living.

From the river, all you can see is the levees and perhaps the sparse tops of some trees, oil derricks, an occasional church.

But beyond is some of the world's most fertile and productive farm land that raises such wonderful produce as oranges that are "out of this world," lemons so large they are difficult to market, and the sweetest tangerines you have ever tasted.

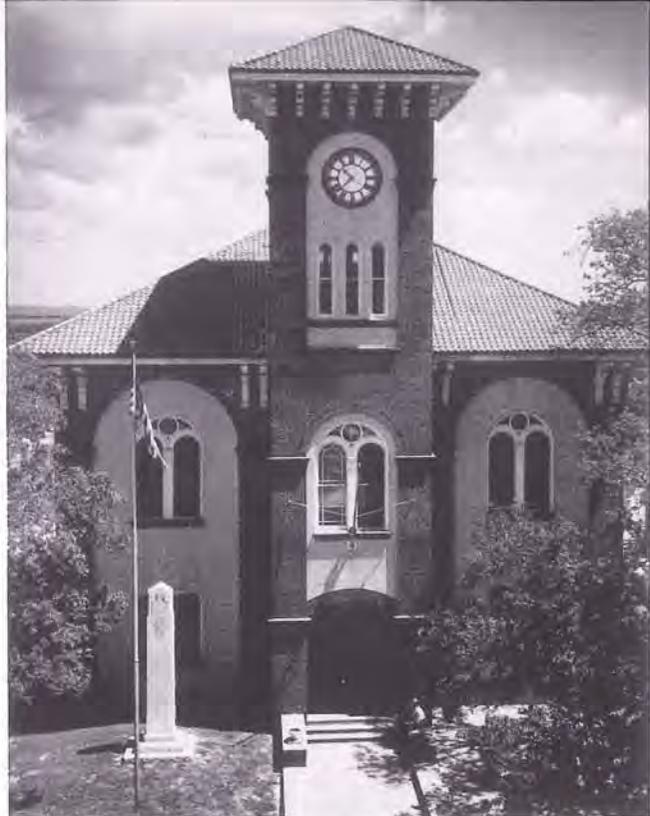
This is Plaquemines Parish . . . the Southern Gateway to the North American Continent . . . where 17,000,000 barrels of oil and 800,000 long tons of sulphur will be produced this year, and the soil is among the richest in the world.

Old Captain James B. Eads of the U. S. Army Engineers knew what he was doing when he constructed the Eads jetties at South Pass of the Mississippi River in 1879. Even then, New Orleans was destined to be a great port both in peace and war, and the Army assigned Captain Eads to lick the problem of keeping open the mouth of the Mississippi where it flows into the Gulf of Mexico.

Captain Eads solved the problem of channel depth at the river's mouth and opened the harbor at New Orleans to world commerce.

It is reasonably certain that the good captain did not recognize that he was contributing to the development of Plaquemines Parish when he completed his work, but that is exactly what he did.

New Orleans, had it not grown to its present size and prominence, might never have made the demands it has on Plaquemines Parish for her products. And the fertile, alluvial soil might still be mostly untilled.



*Courthouse at Pointe a la Hache.*

Venice . . . Triumph . . . Buras . . . Pointe-a-la-Hache . . . Dalcour . . . Port Sulphur . . . Belle Chasse, all communities in Plaquemines Parish, might never have expanded to produce so many products needed by so many men and nations.

From the marshes and cultivable lands of Plaquemines Parish come an amazing variety of natural and agricultural resources—oil, gas, sulphur, lime, salt, shell, citrus fruits, truck vegetables, furs, oysters, shrimp, fish, and lily bulbs.

The pace of development which has been set in Plaquemines Parish within the past few years is a thrilling affirmation that America still has frontiers to conquer and pioneers who are determined to conquer them.

For instance, oil was not discovered in the parish until 1930. Today, fourteen fields in Plaquemines produce nearly one and a half million barrels a month.

It was as late as 1933 when the Freeport Sulphur Company began operations at Port Sulphur by opening the now famous Grand Ecaille mine. This company invested \$6,000,000 in making the town a modern community for sulphur workers. In 1934 Plaquemines



*One of the two places in the United States where sulphur is mined.*

sulphur production was 153,695 long tons, and in 1947 it was 800,080 long tons.

And the end is not near, for the Freeport Sulphur Company has announced that it plans to continue expansion. Demands for sulphur are ever increasing and Plaquemines Parish is one of the two places in the United States where this vital product can be obtained. The other sulphur producer is the state of Texas.

As this is written the Plaquemines Police Jury is reclaiming nearly 25 acres of land by the hydraulic fill method, as a gift to the Parish School Board. This land is adjacent to the upper boundary of Port Sulphur and is destined to be the site of a new high school, auditorium and playground, complete with modern facilities. The Freeport Sulphur Company is contrib-

uting \$50,000 to this project. The Plaquemines Parish Police Jury is underwriting the balance.

That the Plaquemines Parish citrus industry has made strides can be seen by a comparison of the figures for 1941 and 1946. In 1941, the parish citrus belt produced 191,000 boxes of fruit which brought growers an income of \$240,000. In 1946 the groves yielded 360,000 boxes of fruit, bringing an income of \$970,000. This is all the more interesting when it is remembered that Plaquemines Parish citrus has been established by scientific tests, conducted by one of the nation's leading universities, as the best fruit grown anywhere in the world.

In this connection, laurels are due the progressive Plaquemines Parish Orange Festival Association which has already held two annual Orange Festivals at

Buras. The original purpose of this organization was to advertise and publicize the citrus produced in Plaquemines Parish.

They have done that job well. Both festivals received national publicity and thousands upon thousands of people who had not known Louisiana had a citrus growing industry have had their curiosity pricked. With a little more pressure and another festival or two they'll start asking for Louisiana oranges at their favorite markets.

Almost more important than the festivals, however, is the four-point marketing program adopted late in 1947 by the Orange Festival Association. This example of splendid cooperation among growers requires fruit to be put in new containers, a maturity test to avoid pre-ripe fruit from going to market, label-

ing of each container which gives grower's name, address and size of the fruit and a rigid inspection of each box by state and federal authorities.

People who enjoy eating the best oranges can look forward to even better quality and appearance, as well as increased production, from the Plaquemines Parish citrus industry.

Just what is responsible for this very wonderful alluvial soil?

For centuries and centuries the Mississippi has been carrying in its waters the rich top soil from the great mid-continent area and depositing it . . . a little here and a little there . . . as it rolled along, but carrying most of it to its mouth and into the Gulf. The Gulf did not want it and with each wave pushed it back. This battle of the

---

*Some of the world's most fertile and productive farmland.*



mighty Mississippi and the turbulent Gulf, which had been going on long before our present civilization began, resulted in the birth of Plaquemines Parish. Then for hundreds of years more, before the levees were built, the annual rampaging of the river overflowed this young land of Plaquemines Parish and spread the sandy loam soil it carried down from the upper valley layer by layer—year by year—and the land grew. Then the levees were built. Now it was up to man to continue to build Plaquemines Parish. Since 1880, the men of Plaquemines have added 28 square miles to the land area and plans have already been made to add more.

That is one of the principal reasons why Louisiana oranges, for instance, can lay claim to their unusual size, sweetness, high juice and greater mineral content. The same type of orange trees are grown and bear in other sections of the country, but the fruit is not comparable to the Plaquemines Parish product.

Another potentially big cash crop, now grown in Plaquemines Parish on a limited scale, is that of Easter lily bulbs. Before the war Japan virtually had a corner on the world market with its Easter lily bulbs. The Japanese exported 20,000,000 bulbs annually to the United States alone.

The bulbs are valuable to florists for they may be made to bloom on a given date by a method known as "forcing."

County Agent Murphy W. McEachern of Plaquemines Parish, who is in a position to know, says that Plaquemines



*Gloria Landry, Queen of Orange Festival.*

can easily become one of the world's leading Easter lily bulb producers if farmers will only take the bulbs seriously.

McEachern estimates that Plaquemines' income from lily bulbs could go as high as \$1,000,000 per year.

Progress in this direction has been retarded, McEachern says, because the Plaquemines lily bulb crop had the misfortune to be attacked by disease, particularly black scale, in the years between 1932 and 1948. Until four years ago there was no known control of the disease.

In 1944, scientists working at Louisiana State University discovered a method of chemical control of the disease which attacks the outer scale of the bulbs. McEachern is now engaged in spreading the word of this discovery in an effort to persuade more farmers to put more land into production of Easter lily bulbs.

It is somewhat ironical, however, that the ugly lily bulbs are more valuable than the lovely flowers they produce. The bulbs which are set out in September and harvested in May and June are not taken from the ground until after they have bloomed and the beautiful lilies have died. Until some way is found



*Winning citrus fruit exhibit at festival.*



*Parish school buses and the children who ride them—free.*

to pack, cool and ship the lilies themselves economically, farmers will just have to let the flowers die and concentrate on producing the bulbs.

McEachern, theorizing on the possibilities offered by growing lily bulbs in Plaquemines Parish, explains that bulbs are usually planted 500 to the row with about 65 rows to the acre. Multiplying this out, he figures 32,500 bulbs to the acre. Today commercial bulbs are selling as high as 20 cents apiece. This would mean a gross income of \$6500 per acre to the lily bulb grower.

And the really remarkable point about all this is that Plaquemines Parish lily bulbs are ready for harvest and marketing at the end of 3 years. Other states, principally Florida, yield lily bulbs only after 5 years.

The future destinies of Plaquemines Parish are, of course, in the hands of her people. But the guiding body of government in the Parish is the Plaquemines Police Jury.

Their vision and planning have given Plaquemines concrete benefits. To understand just how far-reaching their vision and planning is, it is only necessary to look at one example.

As a result of numerous complaints by Plaquemines shrimp and oyster fishermen that the state conservation laws designed to conserve shrimp and oysters in restricted inside tidewaters east of the Mississippi were not being properly enforced, the Police Jury purchased and now operates a Parish Patrol boat, the *Manta*, to do its own enforcing of these laws.

The boat is considered a most economical investment by the Parish Police Jury. It is 70 feet long, of wooden construction, is sturdy and most seaworthy. The *Manta* is bringing great benefits to the shrimp and oyster fishermen of the Parish.

By law enacted in 1946, only resident Louisiana fishermen are permitted to fish the waters east of the Mississippi from Point Chicot in St. Bernard Parish to the South Pass of the river. This law was passed because there were insufficient shrimp and oysters to supply the Louisiana boats and the fishing boats from other states without depleting these natural resources.

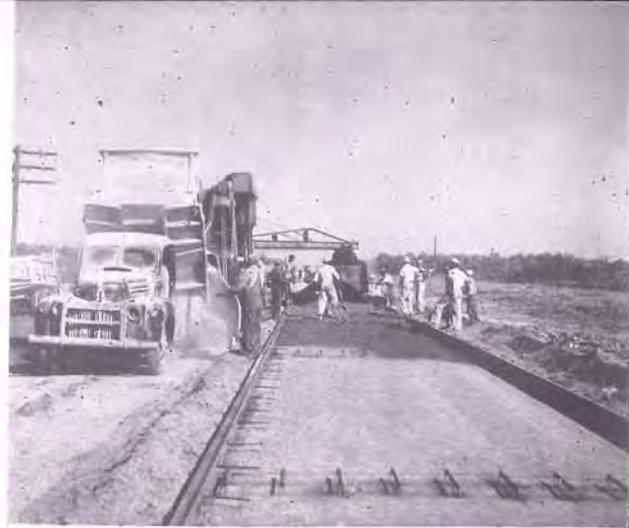
Since the Parish boat has been in continuous patrol service, Plaquemines fishermen report that violations in the

*The Manta, Parish patrol boat which enforces laws to conserve shrimp and oysters. It is 70 feet long, and was purchased by the Police Jury.*





*Icing shrimp boat at Buras.*



*New concrete near Myrtle Grove.*



*The Jump, where levee ends.*



*New locks on river at Empire.*

restricted fishing waters have been reduced to the barest minimum and that the supply of shrimp and oysters for local and state fishing boats has increased as reflected by their overall catches.

As in other Parishes in Louisiana, the residents of Plaquemines pay taxes. And a look at the Plaquemines Parish tax structure, and how the monies are spent, is highly revealing.

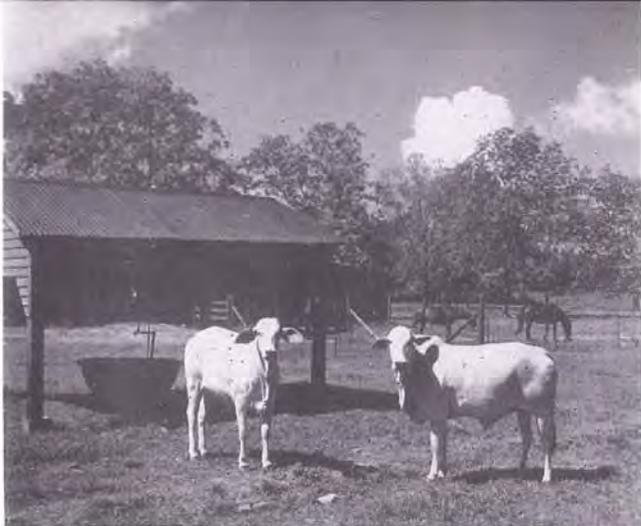
First of all, Plaquemines Parish has no sales tax, which in these days of taxes on just about everything, is a neat trick if you can do it.

Tax monies of Plaquemines Parish are derived from its constitutional 4-mill Parish property tax, its 3-mill School tax, a 3-mill Parish bond liquidation tax, and its \$200,000 annual allocation of state mineral severance taxes.

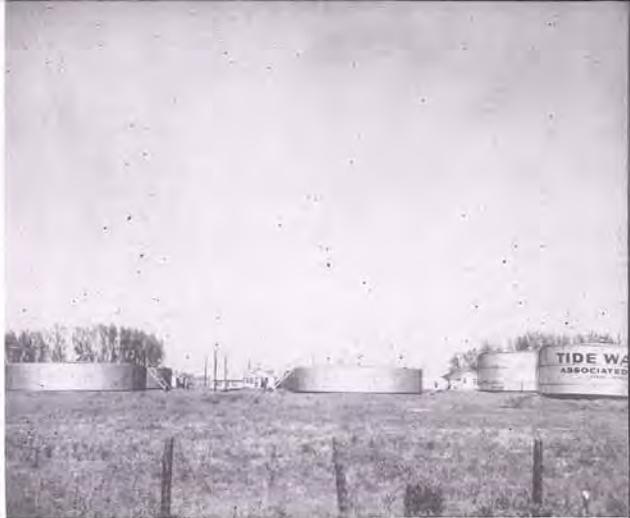
Generally speaking, this money is used for many things—for Parish road construction and maintenance, drainage and tidewater protection levees, for improvement of farm lands, and school improvements. Since 1939, over 60 miles of drainage canals and an efficient system of back levees have reclaimed nearly fifteen thousand acres of marshland.

Parish revenues are spent to build short-cut navigation canals to aid fishermen, for the building and maintenance of several free boat ways for hundreds of locally owned fishing boats, and for the construction of playgrounds, gymnasiums and auditoriums adjacent to Parish high schools.

In addition, funds are set aside for the purchase of new school buses for donation to the School Board and a



*Brahma heifers at St. Clair.*



*Oil storage tanks at Venice.*

grant of Parish Police Jury funds to supplement School Board funds for payment of increased school teachers' salaries.

Plaquemines Parish taxes differ from those of other parishes in that assumption by the Police Jury of the bonded debt of taxing districts situated wholly within the Parish has reduced the overall total property tax rate.

The liquidation of the bonded debt with a 3-mill Parish tax, instead of a multiplication of 5 and 10-mill bond tax rate, has brought down the rate (including the State's  $5\frac{3}{4}$  mill tax) from  $35\frac{3}{4}$  mills in 1933 to  $18\frac{1}{2}$  mills in the largest part of the Parish. This is a reduction of approximately 50%.

On the debit side of the Plaquemines Parish ledger, however, is this sore fact. About 34 miles of the west-side state highway between Venice and Belle Chasse remains unpaved.

During the early months of World War II, the Navy Department sponsored the paving of this highway all the way to its Venice terminus.

Pledges from four Federal bureaus, including the Federal Road Bureau, the Department of Public Works, and others, were secured in the amount of \$1,335,000. The Parish itself pledged \$250,000 to the State Highway Department to complete the paving of the west-side highway as a war emergency project, and had every right to expect that the project would be completed in 1942.

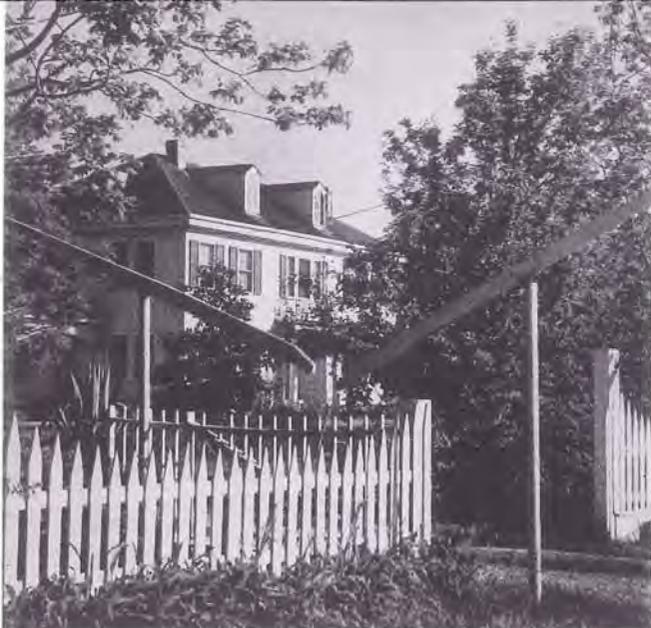
Political differences and the do-nothing policy of the state administration were the reason for the state's failure to put this improvement into effect with the available funds.



*Not "Fare, please;" just "Bon jour!"*



*Free ferry at Pointe a la Hache.*



*Beautiful home at Belle Chasse.*

After the war the Parish again was eager and willing to cooperate with the state in seeing the job done, and the Police Jury matched the State Highway Department dollar for dollar when it contributed \$250,000 to pave 10½ miles of highway from West Pointe-a-la-Hache to Myrtle Grove. This was a Federal aid project with the United States Government coming in with \$500,000.

The people of Plaquemines Parish feel that the Earl Long administration, which took office in May of this year, will look more sympathetically upon Plaquemines Parish and highway construction generally, and that the job will get done at last.

Undoubtedly, the highway problem on the West Bank of the Mississippi has somewhat retarded expansion and development of the lower end of the Parish and has cost farmers, fishermen and business generally many thousands of dollars annually in wear and tear on trucks and cars. This cost in turn must be added to the cost of getting the products to market and results in higher prices to the ultimate consumer.

The cattle industry is substantial in Plaquemines. Thousands of heads are grown annually at little cost because of the lush green grass which grows the year 'round, making it possible to graze cattle through the winter months.

Some of the future plans of the Police Jury for the Parish include the hydraulic fill of 1,000 square feet of land at Port Sulphur already mentioned. On this spot will be constructed a large,

modern high school, auditorium and athletic field for children of the 8th and 9th Wards of the Parish.

The Jury further plans 15 miles of drainage structures for the improvement of farm lands both east and west of the river. This would make additional drained farm land available for the big money crops of oranges, Easter lily bulbs and vegetables. This latter is important when it is remembered that many of Plaquemines' 644,480 acres have been transformed into highly productive land by drainage.

Plaquemines Parish is proud of its many "bests." And the Parish has a standing, open invitation to the visitor to take advantage of its famous resources. The Parish claims its Pass a l'Outre shooting grounds to be the best in the world. It is a 66,000-acre sportsman's paradise. Across the Pass is the Delta Migratory Waterfowl Refuge, an area of 45,000 acres closed to hunting activity, but which promises that there will continue to be good shooting in Plaquemines Parish as the game preserve protects thousands of ducks and geese for breeding for future hunting seasons.

That the people of Plaquemines Parish feel a great satisfaction in living in this bounteous section may best be illustrated by their gesture of contributing 40 head of cattle to help feed the people of Orleans, France. The cattle were shipped earlier this year along with many other donations on the "Ship of Friendship" which carried an entire shipload of supplies to help the unfortunate residents of this famous old French city.

A further satisfaction comes from the fact that there's more of everything and a whole lot that hasn't even been touched.

For instance, salt domes show huge deposits. A daily output of millions of feet of natural gas awaits piping to be used to power industrial machinery. Lime-bearing shell reefs offshore have unlimited production possibilities and many thousands of acres of marshland will eventually be reclaimed so that the rich citrus groves may spread.

Since the war there has been a steady influx of sportsmen, indicating that the hunting and fishing of the Parish have an unlimited future. Industries which need the resources Plaquemines offers are making almost daily inquiries and studying the possibilities of the Parish.

It is small wonder, then, that the person who lives in Plaquemines Parish feels a little like a pioneer as he peers into the future and realizes the wealth and work that are ahead. In fact, he is a pioneer.

No pioneer in history ever lived on richer land. No early pioneer ever had the high standard of living, the good government and conveniences of Plaquemines. The Parish has the lowest tax rate in the state, and money in the bank. Schools are housed in modern buildings which are thoroughly equipped at Parish expense. And what pioneer ever had the use of a free ferry like the modern one that operates, thanks to the Police Jury, at Pointe-a-la-Hache?

All these advantages were not realized as a result of plain luck. They came about because the people of Plaquemines Parish had the foresight, thoughtfully and democratically, to

choose their present public administrators and representatives.

The cosmopolitan citizens of Plaquemines — French, Spanish, Dalmatians, Slavonians — can well be proud of their local government. Parish funds have always been used to perform the greatest good for the greatest number of people.

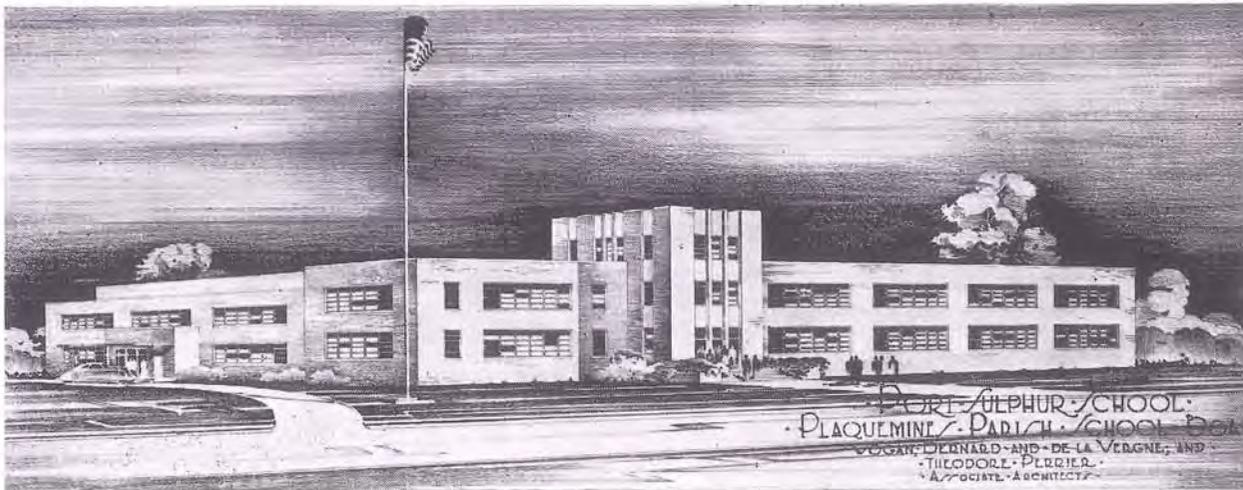
A shrewd observer has rightly said, "In no other spot does man face the future with the same confidence. Plaquemines Parish is smiled upon by God's benevolence in nature. It but awaits man's hand for the reaping."

Yes, the "richest 100 miles of land in the nation" is a land of modern pioneers.

The reaping is going on.

Plaquemines Parish is just getting started.

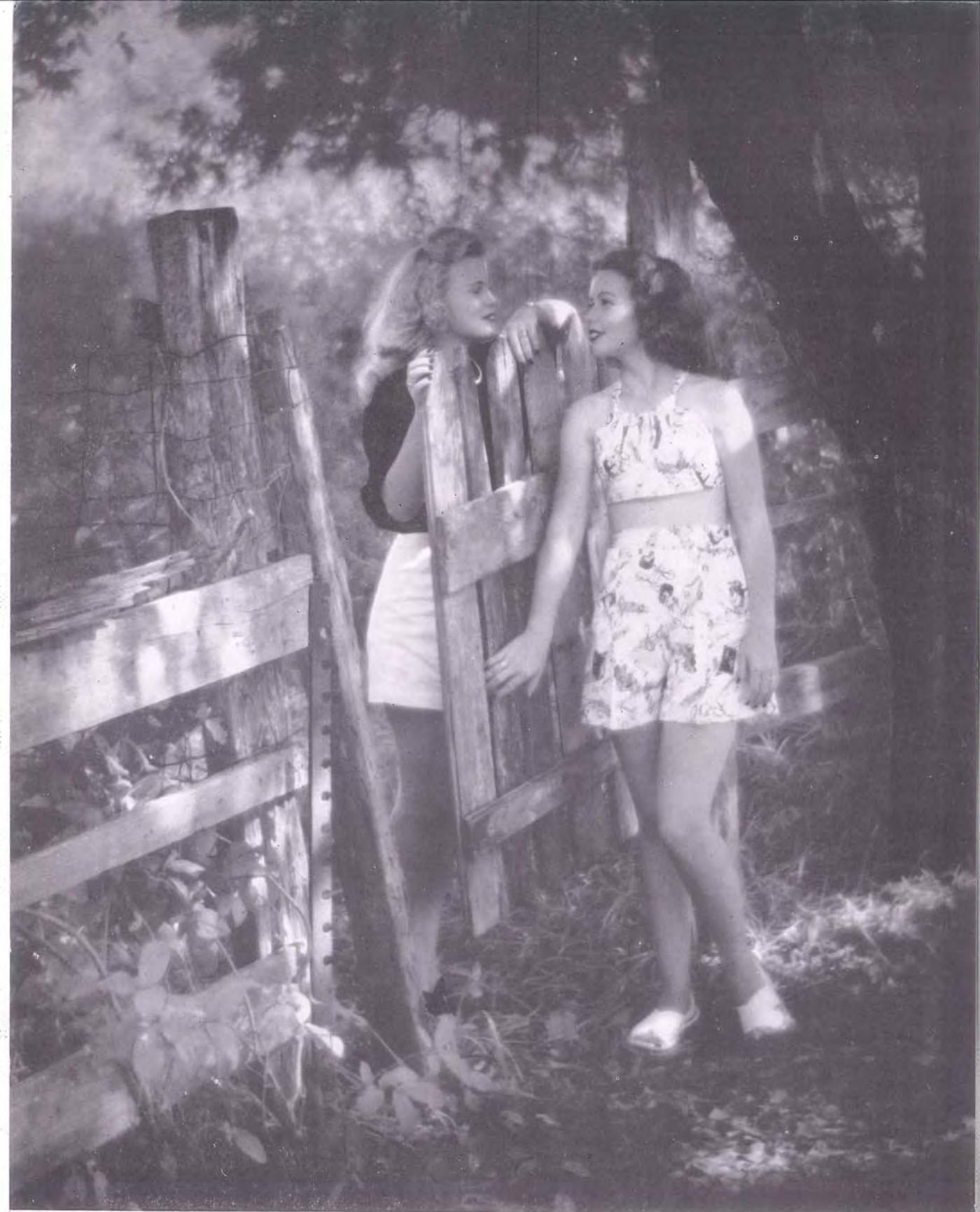
You're invited.



Architect's drawing of proposed new school at Port Sulphur.



Police Jury's check for new school facilities to be built at Port Sulphur, Buras and Bertrandville.



*A LAND OF LOVELINESS is Jefferson Parish . . . Eugene Delcroix has included in this fine camera study three of the most photogenic of the attractions that make Jefferson a photographers' paradise: a Grand Isle lane, Louise "Sis" Perrin of Harvey, and Gloria Wynne of Harahan.*

# PHOTOGRAPHY

Since its beginning fourteen years ago, the Review has taken pride—and infinite pains—in the embellishment of its pages with the finest photographs obtainable. Not only have our readers told us that the pictures add immeasurably to their enjoyment of the book, but we are like a man just back from a fishing trip to Grand Isle—we have such a good story to tell that we can hardly expect people to believe us without pictorial evidence.

So the Review's publishers have consistently retained the services of top-flight cameramen to help tell the story of Jefferson. You will note particularly, in this and earlier issues, the fine work of Eugene Delcroix, who is nationally known for the unique quality and charm of his prints. We have seen him wait for hours to get just the right effect of sunlight; we have known him to travel a hundred miles to re-shoot a picture that did not quite satisfy him—and we think you will agree that the results he gets are worth all the trouble. Another outstanding lens artist whose work is featured this year is Fulcran Randon, one of New Orleans' younger photographers and one of the most successful.

Most of the Review's photographs are made for us on assignment by men of this caliber. But for those subjects which for one reason or another cannot be photographed at the time, the editors conduct exhaustive searches until they find what is needed.

Pushing back a frontier of its own, the Review this year has used more and larger pictures in its pages than ever before. We think you will like it that way . . . and so that you may know more about each picture, here is a complete page-by-page listing of our photographers and picture sources:

- |   |   |
|---|---|
| COVER—EUGENE DELCROIX   | 91, 93, 95, 97,—RICHARD LAUER   |
| 2—EUGENE DELCROIX   | 99—EUGENE DELCROIX  |
| 4—AIR PHOTOS & ADV., INC.   | 101—EUGENE DELCROIX—RANDON PICTURE SERVICE  |
| 5, 6, 7—RANDON PICTURE SERVICE  | 103, 105, 107, 109, 111, 113—EUGENE DELCROIX                                      |
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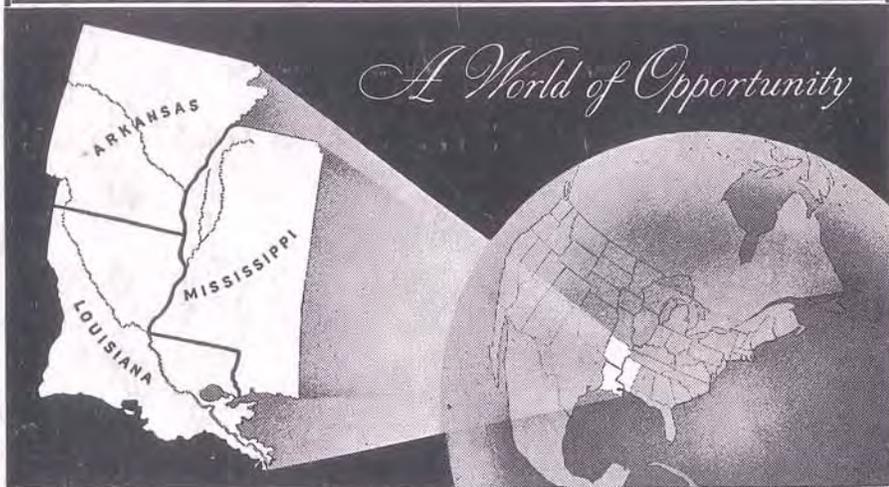
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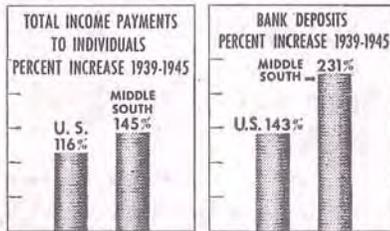
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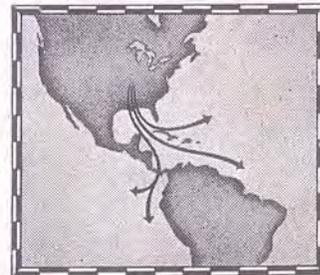
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