



JEFFERSON PARISH

1950

S I X T E E N T H A N N U A L

YEARLY REVIEW

We're Continuing To Tell The Story of The New, Greater New Orleans —

A Story To Benefit All Louisiana!

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...

TWO MARKETS!



DOMESTIC MARKETS

Here's a three-in-one package of home market—thriving New Orleans, whose war-time prosperity has been accelerated in the postwar years, thriving Louisiana, home of mushrooming new industries and the South—flourishing with opportunities for American commerce. To serve the growing Southern market, your business belongs in New Orleans.

OVERSEAS MARKETS

New Orleans' geographical position is the natural gateway for world trade with Mid-America, and favorable inland freight rates from its port, accentuate its advantages for serving overseas markets. The aggressive, continuing foreign trade development program of its citizens has made New Orleans of its citizens Number Two port. To serve world markets everywhere your business belongs in New Orleans.

Yes, Markets — PLUS

RESOURCES, from home and abroad—dependable, low-cost POWER—integrated rail-water-motor-air TRANSPORTATION—abundant, versatile NATURAL GAS—ideal PLANT SITES—LABOR, intelligent and cooperative—vigorous, cost-sponsored FOREIGN TRADE program—old, even CLIMATE.

Investigate New Orleans

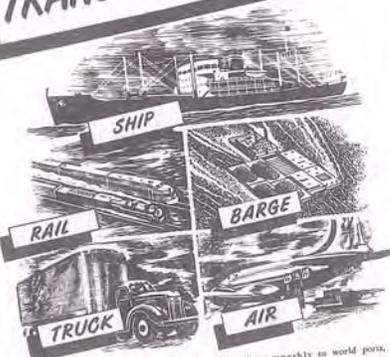
If you would like to learn more about opportunities in New Orleans for your business, write the Industrial Development Staff, New Orleans Public Service Inc., New Orleans 9, Louisiana. We will be glad to supply, without cost, all available information.

Public Service INC.

SERVING NEW ORLEANS WITH LOW-COST ELECTRICITY, NATURAL GAS, AND TRANSPORTATION.

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...

TRANSPORTATION!



A unique rail-water-motor-air transportation system provides a real boon to business in New Orleans and makes for the fast, efficient, economical movement of goods. The combination of a great seaport—the second in the nation—with 250 outlets monthly to world ports, thousands of miles of navigable waterways, famous inland routes in wharves, nine trunkline railroads, eight scheduled air lines—five of them international—and scores of motor truck lines provides an almost matchless transportation web—a vital ingredient in any recipe for business success.

Yes, Transportation — PLUS

MARKETS, domestic and overseas—dependable, low-cost POWER—RESOURCES, from home and abroad—abundant, versatile NATURAL GAS—ideal PLANT SITES—LABOR, intelligent and cooperative—vigorous, cost-sponsored FOREIGN TRADE program—old, even CLIMATE.

Investigate New Orleans

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Public Service INC.

SERVING NEW ORLEANS WITH LOW-COST ELECTRICITY, NATURAL GAS, AND TRANSPORTATION.

At the left, are the first two in a series of advertisements which will be published during 1950 in business centers of the Midwest and East by New Orleans Public Service Inc. This is part of the continuing effort begun in 1946 to call the attention of importers, exporters and industrialists to the splendid opportunities for profitable commerce and industry in and around New Orleans—Louisiana's largest city and principal port.

In this advertising program industrialists have been reminded that the Port of New Orleans is a natural crossroad of world trade, that nearby are quantities of raw materials and resources, that there's ample fuel and power for any industrial activity, deep water plant sites, and many other advantages which make a New Orleans location profitable and advantageous.

We thought you'd like to know about this advertising program because as New Orleans grows and prospers so does all Louisiana. But to achieve the full measure of increased trade and commerce a bright future promises for our state, we must all diligently work to boost Louisiana and its advantages whenever we can, where ever we can. Then there can be no doubt that in the new awakened South, the leader is Louisiana.



Serving New Orleans With Electricity, Natural Gas, Transportation

JEFFERSON PARISH YEARLY REVIEW

STAFF

Publisher.....Justin F. Bordenave

Managing Editor and
Business Manager.....Joseph H. Monies

Associate Editor and
Art Director.....Arthur Charbonnet

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

Kenner, La.

1950

OUR COVER

Seven miles out in the Gulf of Mexico Humble Oil & Refining Company's giant Grand Isle No. 1 drilling rig stretches its tall frame against the azure sky. Its 10,000,000 pounds are supported by 100 steel piles in over 50 feet of water. Within its double decks comfortably live 54 men. The platform was designed to safely withstand 120-mph winds and 32-foot waves—never yet recorded in this area. It is possible to drill seven wells from the \$1,200,000 rig, the largest of many drilling structures off the Louisiana coast.

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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Printed in U. S. A.

This Book Manufactured in its
Entirety by Union Labor



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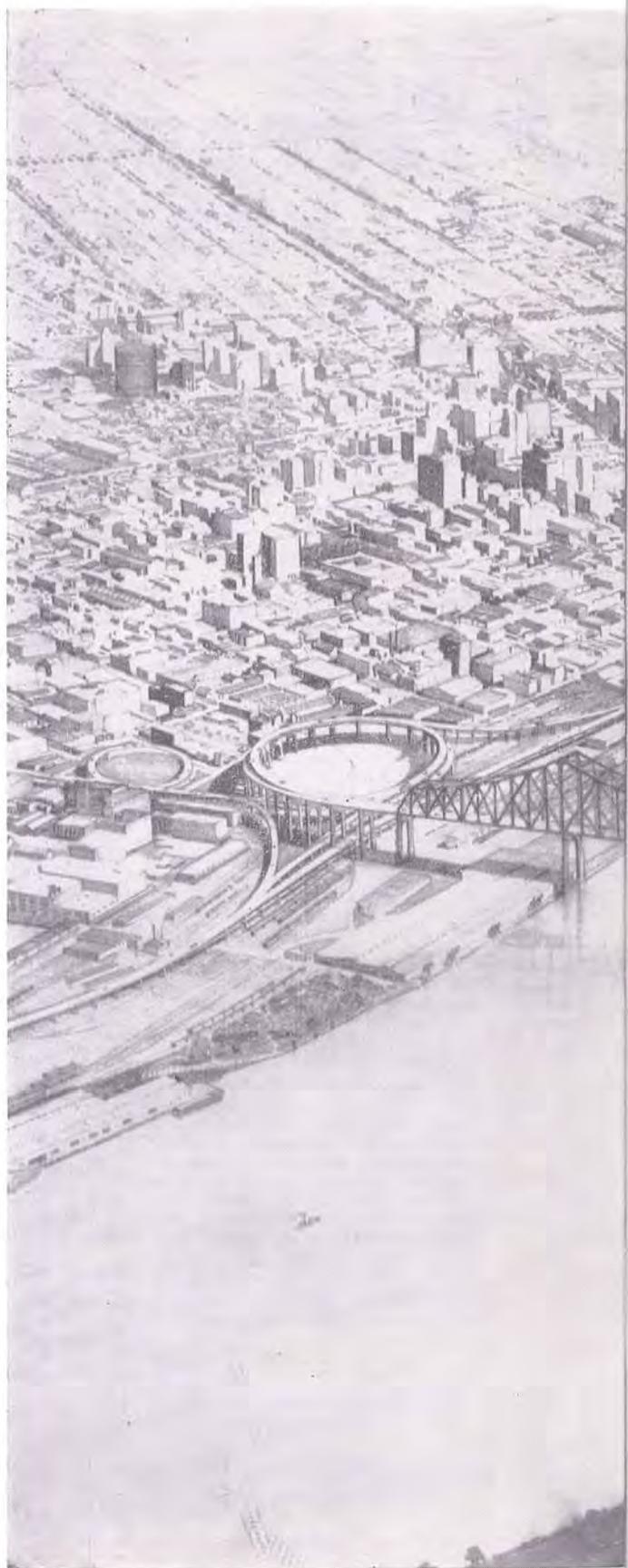
INTRODUCTION:

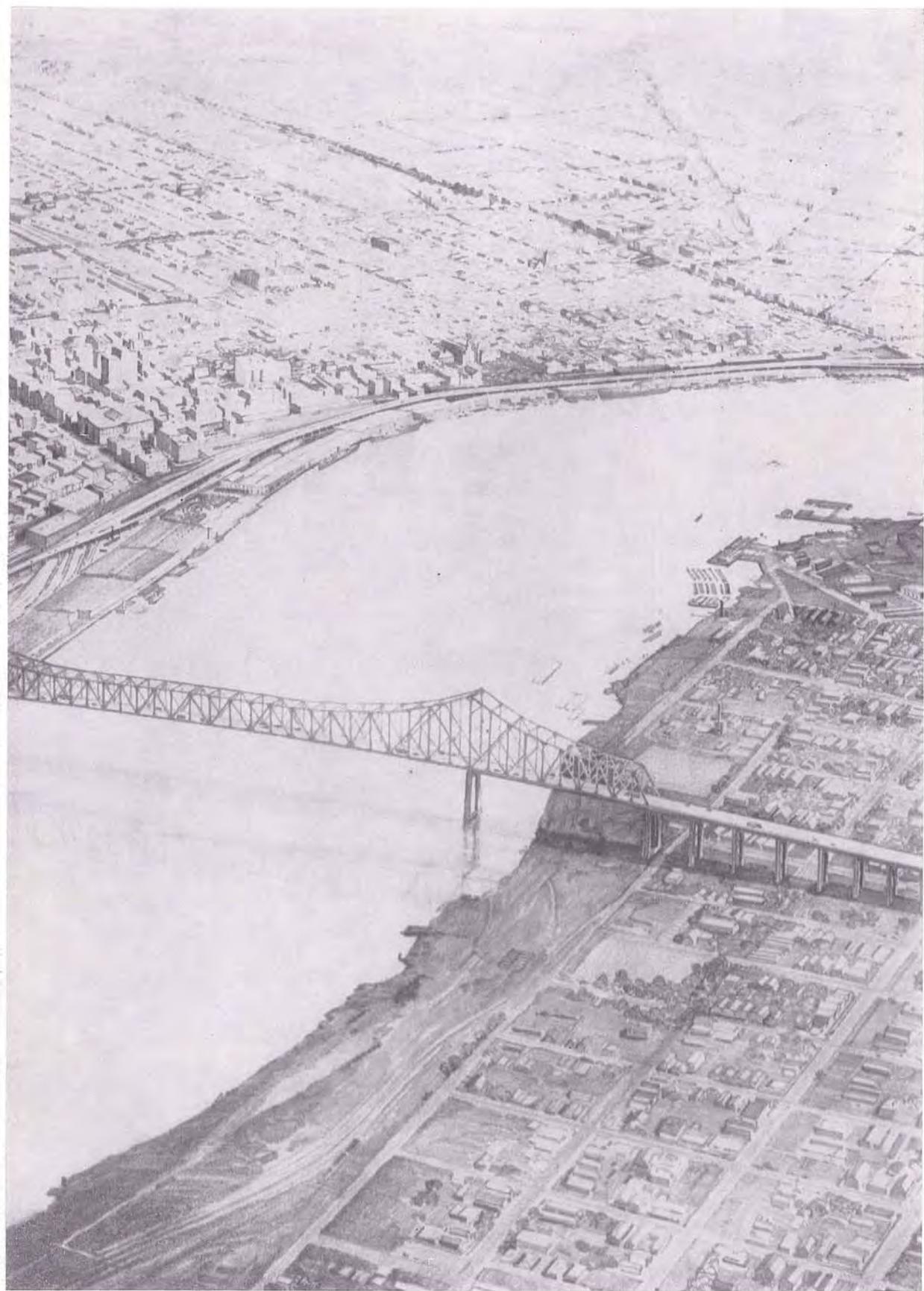
This is the sixteenth issue of the Jefferson Parish Yearly Review. Chronicled herein is the modern tale of the most representative area of the United States South, a once-dozing industrial giant who awakened, flexed his muscles and went to work. He had good tools, ample material, willingness and skill, knowledge, foresight and faith. Today's South is the result of his labors. This is the story of the parish that is the heart of this giant.

If this handsome volume gives you the pleasure intended by its editors, we shall be most happy. And indeed, if the pictorial and editorial material arouse in you a desire to see for yourself this rich and lovely land, we shall consider our task well done. Linger no longer. Journey through Jefferson Parish with us page by page and enjoy yourself, as we are certain you will.

The Editors

SPANNING the mighty Mississippi River in a great silver arc, the new bridge will ease communication between the bustling industrial West Bank and the commercial heart of Greater New Orleans.





Experts Forecast 1950 Boom

Construction Over South Sets Record

Metairie Drainage

New Refining Industry Scheduled For Gretna

Home Building Outlook Seen Bright For 1950

Jefferson To Improve Bang For Builders

N. O. Port Gains Cited At Session

1949 SECOND MOST PROFITABLE YEAR

Tax Values Show Rise In Jefferson

Gulf Called Chemical Frontier of America

Senate OK's Flood Work In Jefferson

Banker's Estimate: Fine '50

Labor Sees Good Year, Maps Plans

Port Moves 28 Million Tons Traffic

Plan Super-Highway: Algiers-Long Bridge

Mid-South's Good Future

Big Crops Swell Hope Of America

America's Future Declared In South

South Sets Fast Pace In Industry, Business

YEARS

General Motors Sees Good Business Ahead

Continues At Peak

Senators Co-Operate To Get River Bridge

Form Budget Includes \$5 Million For Louisiana

Nation's Trade Near Peak

Sees Greater Bank Activity

Industrial Expansion Predicted For Region

Hunter Live Oak Set Work

Businessmen Expectment Being Opened in Jefferson Parish

Businessmen Expectment Being Opened in Jefferson Parish

Experts See Movement To Suburbia

Visions 50 Years Of Prosperity

N. O. Bank Profits High Last Year

Industrial Expansion Predicted For Region

Business Has Second Best Year In N. O.

Appoint Architects For Two New Schools

CHRYSLER REPORTS SALE OF 120 LOTS

Optimism Is Keynote

Christmas Buying Hits Record At Lower Prices

Prosperity During 1950

Nation Is Going Through Greatest Building Period

Commercial Aviation Flying Skyhigh

Next Year's Outlook On Buying Gladdens Nation's Executives

Old Race Track Has 441 Sites

Corporation Profits Soar; Cars, TV Top

Boom Seen For 1950 Building

Jefferson Parish has developed so
productively since
the Turn of the Century
it is evident
from today's headlines
that the years ahead
are certainly
the

O F P R O M I S E

By Weaver R. Toledano

President, Jefferson Parish Police Jury

When one contemplates the accomplishments of the world since the beginning of the Twentieth Century, the possibilities of the future stagger the imagination.

We have learned in the past fifty years that nothing may be considered impossible anymore. This time has seen the perfection of the automobile, the airplane, the radio and television. Prodigious forward strides have been made in medicine and science as a whole, and particularly in atomic science. Old theories have been discarded for new, and others have been stabilized in truth by later-learned facts.

It is awe-inspiring in the true sense of the phrase that in one man's lifetime such far-reaching and world-changing headway has been made. I remember well what indulgent humor was had at my expense, on one occasion in my early boyhood, in Memphis. Returning home all excited I reported how I had just seen the street lamp light up, and the lamplighter was nowhere in sight. It was my first introduction to Electricity,

at the beginning of its mighty career as a tireless public servant.

In those days, when alligators were a common sight where now the streets of New Orleans throng with traffic, and ice sold for practically a nickel a pound, we read by the light of oil lamps the wondrous tales of Jules Verne. How fantastic and impossible we thought his airships and submarines! And how much better than those "wild dreams" are today's versions of these common craft.

Most importantly, living has improved immeasurably. Today in America people work shorter hours, earn more money, live in better homes, have more leisure time, and have more things to enjoy during these leisure hours. People are healthier, they live longer and are better educated. In 1950 the advantages of modern life are available to practically everyone. Even in the rural areas, electrical appliances and other machinery act as swift, capable and obedient servants, shouldering the bulk of the labor at the touch of a finger



THE BANKS of Harvey Canal are thickly dotted with industries, especially many related to the production, storage and transportation of oil.

on a switch.

Now despite two world wars and a long and desperate depression, the national economy is sound, safe and prospering. Beyond doubt, America has done well. Beyond any doubt also, Jefferson Parish has done well, and this is just the beginning.

In an editorial last November, Life Magazine referred to the next ten years as "The Decade of Opportunity." It is our belief in Jefferson Parish, that 1950 is not the beginning of a great decade, but of a fabulous era.

Likewise, though our progress might be marked from 1900, when the metropolitan population of New Orleans started a trend toward the outlying sections, we need look back only ten years

to perceive the greatest bulk of our industrial development. The figures of Parish Assessor Vernon J. Wilty show an increase of 52 percent in the number of corporations established in the parish during that time. Considering the 10-year tax exemption plan, the agreeable weather, the large, willing labor force, the unlimited supplies of low-cost fuel, well-coordinated transport facilities, proximity to vast stores of raw material and ample space for activity and expansion, it is not surprising that more than 66 percent of all industrial output of the Greater New Orleans area that is shipped out, comes from Jefferson Parish.

A hasty glance at all the industries located here, the section that has become generally known as "the industrial heart of the South," presents a blurred montage of whirring wheels and spouting production lines. Several of them are the largest of their kind in the world. It would be simpler, perhaps, to list the most important of these more than 80 plants and factories in alphabetical categories.

Producing unending stores of Building Materials for homes, factories, commercial structures and other buildings are the Celotex Corporation and Johns-Manville Products plants, W. A. Ransom Lumber Co., American Creosote Works, the largest in the world, and the Freiburg Mahogany Co., also largest of its kind. There is the Airline Lumber & Supply Co., Ipik Plywood Co., Concrete Products Co. and other manufacturers of concrete blocks, culverts and other cast concrete products, and

OFFICE BUILDING of J. Ray McDermott, oil field contractors, Harvey Canal.





RHEEM MANUFACTURING Co. *continued expansion construction this year.*

Friedrichs Wood Specialties.

Chemicals and alcohol are produced by the Harvey Division of Commercial Solvents Corp., Publicker Commercial Alcohol Co. of Louisiana, Davidson Chemical Corp., General Chemical Division of Allied Chemical and Dye Corp., the United Distillers of America, the Plant Food Division of Swift & Co., Armour Fertilizer Co. and Stauffer Chemical Co.

Cotton is stored, shipped and otherwise handled by Shippers Compress Warehouse and the New Orleans Compress Co. Approximately 100,000 bales were recorded by each of these two companies during the past cotton year.

Containers of all sorts for shipping

local and national goods are turned out by the Great Southern Box Co., which also has a branch in Kenner making veneer; Rheem Manufacturing Co., U. S. Steel Products Co., Louisiana Steel Drum Co., Kieckhefer Container Co., the Continental Can Co., J & L Steel Barrel Co., Mancuso Barrel & Box Co., Evans Cooperage Co. and the Louisiana Box Co.

Jefferson Parish is an important producer of Food, seafood and food products of many varieties. Among these we mention Penick & Ford, who are the largest canners of cane syrup in the world, the Swift & Co. plant, which produces lard and vegetable oil, the Southern Cotton Oil Co., largest cotton seed

NEWLY CONSTRUCTED *flood protection levee along Lake Pontchartrain, on the northern border of Jefferson Parish.*

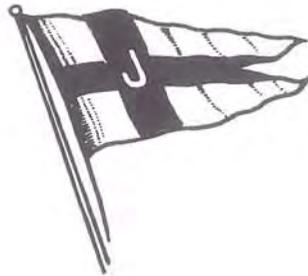


JAHNCKE

SERVICE

814 HOWARD AVE.

NEW ORLEANS 4, LA.



- **DREDGING**
- **SAND — GRAVEL — SHELLS**
- **CONCRETE — BUILDING MATERIALS**
- **SAFWAY STEEL SCAFFOLDS**
- **LUMBER — CONCRETE PIPE**

oil refinery in the world, the Borden Co., which built a \$600,000 dairy products plant on the Airline Highway last year, and the Jefferson Bottling Co.

Of seafood processors and canners in the parish, our "largest in the world" is the Southern Shell Fish Co. Besides this we must list the plants of General Seafoods Co., Cutcher Canning Co., Ed Martin Seafood Co., George Martin Seafood Co., Robinson Canning Co., the Morgan City Canning Co. branch at Grand Isle, the Quong Sun Co. and a plant at Manila Village; there is also Charles & Charles, at East End.

There are two plants that Galvanize sheet metal and other metal: the Haik Galvanizing Works and Green-Walker Galvanizing Co.

Medicinal products such as oils and petroleum jelly are refined from high quality lubricating oils by the Sherwood Refining Co., which also turns out sulphurated and other salves.

Major Oil companies operating in Jefferson are the California Co., the Humble Oil and Refining Co., the Texas Co. and the Gulf Refining Co. Oil packagers and shippers include the Delta Petroleum Corp., International Lubricant Corp, and the American Liberty Marketing Co. which has a bulk terminal and petroleum products drumming plant at Avondale. Crude oil is refined in Jefferson by Clark's Refinery.



MODERN INCINERATOR *disposes of refuse and garbage on Jefferson's East Bank.*

NEW HOME of the *Fruehauf Trailer Co.* was opened early this year.



Yes! Celotex Insulating Sheathing is DOUBLE-WATERPROOFED

The Exclusive Celotex Way



1 WATERPROOFED INSIDE!

Every one of the millions of tough cane fibres which make up its insulating core board is coated with a waterproofing agent during manufacture.

2 WATERPROOFED OUTSIDE!

This remarkably strong, durable insulating board is then coated on both sides, and on all edges, with a thick, enduring "raincoat" of specially-treated asphalt which seals out moisture.

HERE'S PROOF of the kind of performance that has made Celotex the Greatest Name In Insulation. In a recent letter, Mr. A. J. McMullin, President of the Olean Lumber & Supply Corp., Olean, N. Y., wrote:

"Our Company applied the regular 1/2" Celotex Board on the exterior of our mill in 1922. No siding of any kind was applied over the Celotex Board, and consequently it has been subjected to all kinds of weather, including rain, snow, summer sun, and even a flood, when the Allegheny River went on rampage in 1942. It has given very satisfactory service for 27 years and we have no intention of replacing it, as it is still in good condition and as good as anything we could replace it with."

- ★ Yes, *double-waterproofed*, yet it has more than twice the vapor permeability advocated by government agencies!
- ★ Safe even under severe exposure during construction! Even cut edges are highly resistant to moisture penetration.
- ★ Enables contractor to resume work more quickly after the heaviest rain, thus cutting costly delays.
- ★ Protected against dry rot, termites, and fungus by the exclusive Ferox process.
- ★ Combines exceptional structural strength and rigidity with high thermal insulation.
- ★ Builds and insulates, all at *one* low cost, yet costs no more than ordinary sheathing.
- ★ Write today for full details!

Double-Waterproofed

CELOTEX

REG. U. S. PAT. OFF.

**CELOTEX
INSULATING
SHEATHING**

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS



TANK FARM of the American Liberty Marketing Co. at Avondale. Tanker SS Polarusol is loading up for New Jersey. In background are tracks of the Texas & Pacific, Missouri Pacific and Southern Pacific Railroads.

Of interest to the Plastics and protective paint industries is the Products Research Service Co.

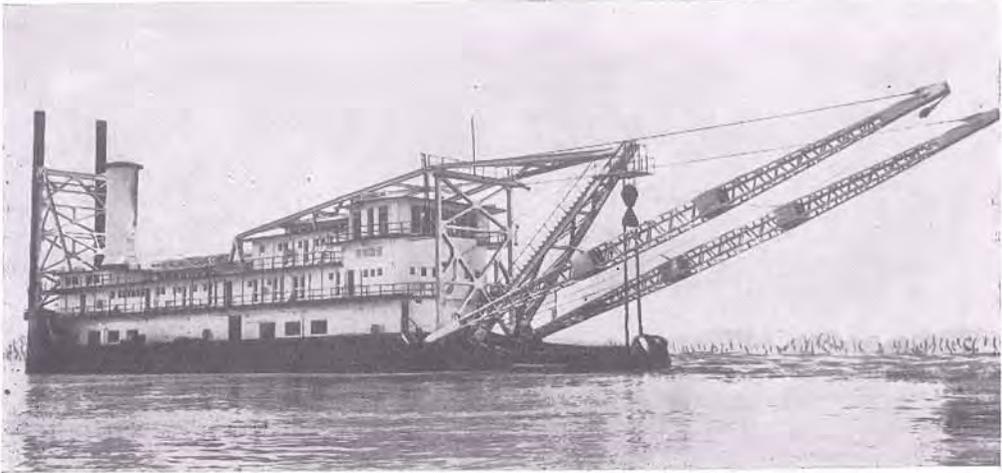
Shipyards and boat repair yards must take in the main Avondale Marine Ways on the Mississippi River, and their plant at Harvey. Of importance in this category is the new Safticraft Co., which makes three types of steel boats adaptable for pleasure or work uses; Marcomb Boat Works at Westwego and Lafitte; the Marsh Equipment Co., producing boats and amphibious craft, and the Harvey Canal Shipyard & Machine Shop.

The nation has awakened to an awareness of the outstandingly vigorous growth of the Southland. Jefferson is eminently representative of this new and vital development, not only industrially but in many other ways as well.

Derricks and "Christmas trees" all over the parish, on land and far out at sea are visible evidence of the wealth of oil produced here. Now from 12 fields having 178 wells in Jefferson a daily allowable of 31,554 barrels of crude oil flows to the surface. Compare this with 1948's figures, themselves high, of 165 wells and 28,547 barrels.

MEMBERS of the 4-H Club of Gretna No. 2 School receive a lesson in fitting an animal for the show ring from Luke Provenzano, Asst. County Agent, as County Agent George T. Geiger looks on.





Our New Hydraulic Dredge "Caribbean"



RIVER AND HARBOR IMPROVEMENTS

HYDRAULIC DREDGING

LEVEE CONSTRUCTION

LAND RECLAMATION



**McWILLIAMS
DREDGING COMPANY**

NEW ORLEANS

High in importance among Jefferson products is seafood, especially shrimp and oysters. Last year almost 375 shrimp trawlers registered from this parish. New exploitation of as yet untapped resources of food from the really little known Gulf of Mexico is indicated. The menhaden industry is on the verge of entering our parish, and tuna canning interests are considering plant sites here, with the added possibility of capturing tuna in the Gulf waters—using steel clippers made at Avondale, which are now produced for the West Coast fisheries.

Another valuable natural resource is the fur crop, with over 250 licensed trappers sending to the market muskrat, mink, otter and nutria pelts. This last is the originally imported and rapidly spreading big cousin of the muskrat.

In listing the assets of Jefferson we cannot neglect the farming and dairying activities, and the production of beef. Notable in this field is the 1940 acre beef ranch and experimental farm of Sheriff Frank J. Clancy, back of Kenner.

In the production of power Jefferson's facilities anticipate the needs of residential, industrial and commercial growth. Well under way now is construction of the new Louisiana Power & Light Co. steam-electrical plant at Nine Mile Point, capable of furnishing electricity for a city of 150,000, and planned as the first of four eventual generating units of 66,000 kilowatts each. The utilities company added a total of 2845 new electrical customers in Jefferson Parish in 1949, and 3036 additional consumers of gas. Electrification of farms amounts to over 90 per cent, much higher than the national average.

Our population, which has gone past the 100,000 mark this year, is a citizenry of home builders. Vast residential construction has been a prominent activity of the post-war years. Metairie especially has become one of the most distinctive subdivisions in the South.

Still more growth is expected in the East Bank area, with the completion last year of the initial construction on the flood control seawall and drainage projects along the parish lines and the lakefront. With the final approval of the U. S. Senate on April 13 of \$6,900,000 in Federal funds for flood protec-



THE VALUABLE *fur-bearing nutria*, shrimp and crabs are only a part of the vast natural resources harvested in Jefferson Parish.



H. G. HILL STORES

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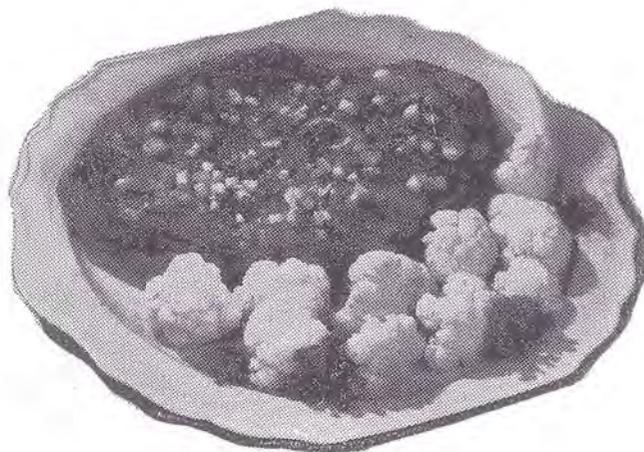
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*OVER 27 YEARS
THE HOME OF
FINE FOOD AT A
FINE SAVING!*





LITTLE FARMS Community Center. The people residing in this section wanted a general recreation center, so they got together and built one.

IN HIS SHOP just off the Airline Highway, L. N. Stenger makes patterns and molds of all kinds for metal castings.



JEFFERSON'S emergency unit is always ready for anything from a fire to a river rescue.



AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.



CREOSOTED LUMBER, PILING, POLES,
CROSS TIES, SWITCH TIES, CROSS
ARMS . . . ALSO

Wolmanized Lumber

DECAY AND TERMITE PROOF . . . CAN BE PAINTED



—Plants—

LOUISVILLE, MISS.; JACKSON, TENN.; NEW ORLEANS and
WINNFIELD, LA.



Send Us Your Inquiries — We Are Glad to Quote You

tion, these necessary safeguards are assured further strengthening and enlargement.

Our parish is traversed by the Mississippi River and the Intracoastal Waterway, which cross in an important junction of the 15,000-mile inland waterways system that connects the productive heart of America with the rest of the world. The splendid modern highways and 7 trunk line railroads that speed overland the products of our plants and our natural resources are becoming inadequate to our production. Thus plans for new traffic arteries are envisioned, including the proposed four-lane highway from Westwego to Algiers; the Mississippi River bridge which seems to be rapidly heading toward realization; a tidewater ship channel to the Gulf, to which President Truman pledged support in February, and the contemplated boat canal from Westwego to Isle Bonne, which the government has just been surveying at this writing. Currently, transport is immeasurably facilitated by Moisant Airport, largest in the country originally constructed exclusively for commercial purposes, and the 21 switch tracks—each capable of handling 100 cars—of the Illinois Central System's Mays Yard, now in its fourth year. Other big railroad yards are that of the Texas & Pacific Co. in Gretna, the Missouri Pacific in Westwego, and in Avondale is the Southern Pacific.

Our educational program calls for the

expenditure of over five million dollars for new and improved school buildings throughout the parish. More teachers, lunch facilities, athletic equipment and additional courses are all part of our plan to prepare our children to handle the unique problems of the future.

Pure, tested water is received by the entire East Bank. It will also all be served by the sewerage system before very long. On the West Bank additional lines have been laid, for both sewerage and water, to the outlying sections.

In his annual State of the Union message last January, President Truman predicted fifty years of increasing national prosperity and progress. He envisaged a one trillion dollar national production by the year 2000, and a real annual income of more than \$12,000 for the average American family.

This sounds wonderful even though costs might be more or less proportionate. But the point is that we in Jefferson are not waiting for the year 2000 A. D. to enjoy great progress and prosperity. We do not intend to wait at all—we do not have to.

No, 1950 is not simply the beginning of a great decade. It is the first year of not a Decade of Opportunity but a *time* of Opportunity stretching into the future. All of the future is the Time of Opportunity, and the years ahead are years of great promise.

The great thing is that in Jefferson Parish the future has already begun.

NINE MILE POINT *Steam Electric 66,000 kw station of the Louisiana Power & Light Co., under construction.*



tremendous buying power

of a large organization like DOERR is reflected in "extra value" you find in DOERR furniture. We reach out all over the country and bring you products of the biggest, most important manufacturers, the style and quality leaders—either in our regular stock or as special orders.

comparisons of prices and quality

will prove that this tremendous buying power brings you far better furniture than you could find closer to home. Comparisons prove that EVERYTHING is in YOUR favor when you buy the DOERR way.

Satisfaction Guaranteed

In addition to any guarantee that the factory may give you have the added protection of our policy of "SATISFACTION GUARANTEED"—the customer MUST be pleased—the customer WILL be pleased!

Complete display of Traditional, Victorian, Modern, Sectional Livingroom, Bedroom and Diningroom furniture from Virginia House, Morgantown, Thomasville, Hickory, Brandt, Sligh-Lowery, Jamestown, Colonial and others. Arvin, Kuehne Dinettes, Mattresses, Springs, Bedding, Kitchen furniture, Baby furniture and Occasional Pieces.

Our positive guarantee—no if's, and's or but's—that every single piece will be in perfect condition—to your complete satisfaction. Our crew of cabinet-makers, upholsterers and service men carefully inspects every piece BEFORE delivery to assure you the service you expect.

excellent service

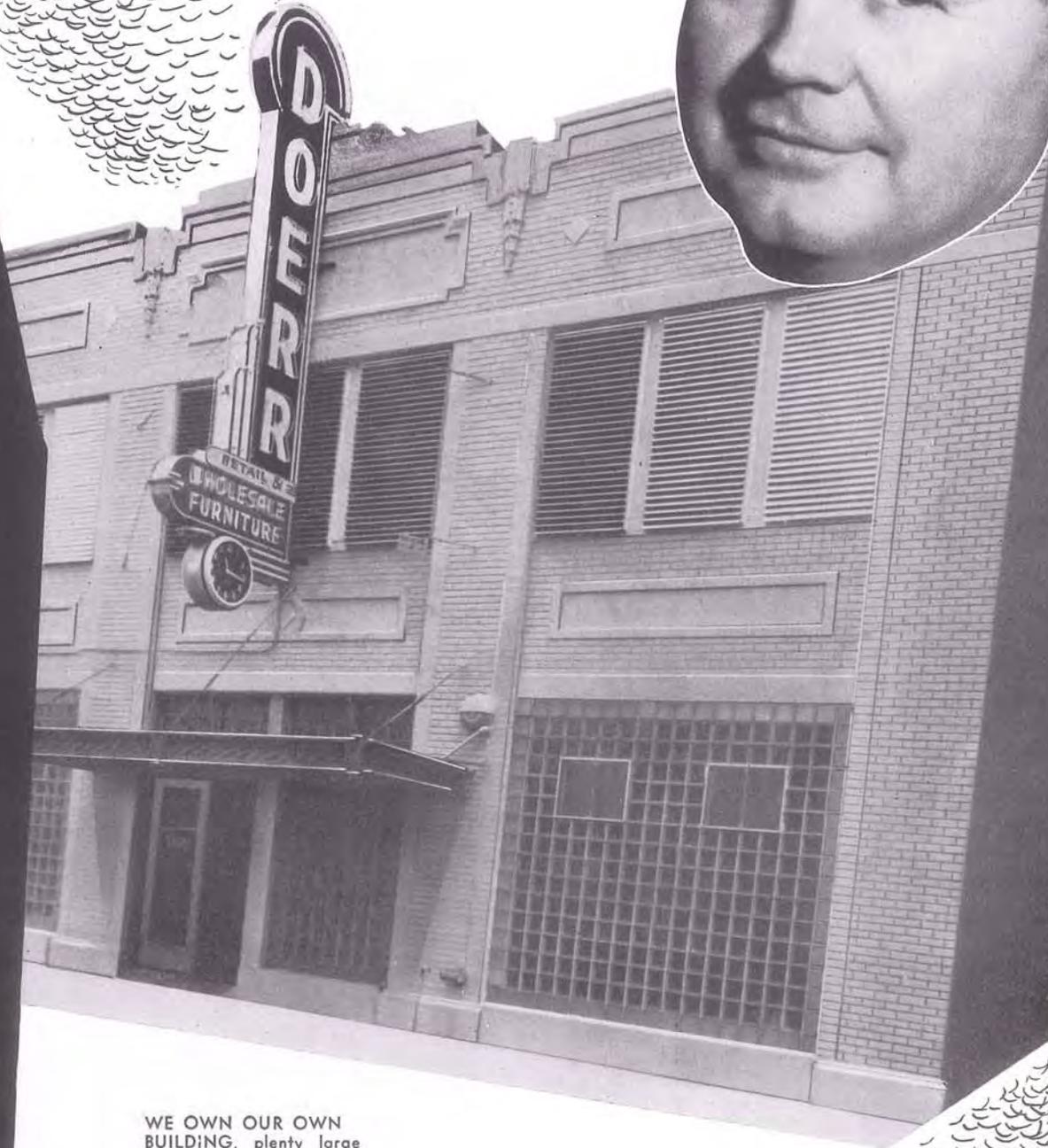
Our large display, gathered from factories all over the country, brings you all the latest ideas in 18th Century, traditional and modern designs—any style, finish or color, and any price range to fit your budget.

large selection

FREE DELIVERY of your furniture TO YOUR DOOR, wherever you live, with our guarantee that before the driver leaves with your furniture, every piece is carefully inspected to ensure your getting it in perfect condition.

free delivery

CHARLES L. DOERR, Sr., 30-year resident of Jefferson Parish (Metairie) and for the past 10 years actively interested in all types of civic endeavor. The second of the three generations of the family which have built DOERR Furniture Company to the institution it is today.



WE OWN OUR OWN BUILDING, plenty large enough to house all our facilities under one roof and make it more comfortable, more efficient for your shopping—another reason why you do better the DOERR way.

DOERR FURNITURE COMPANY—2109 Burgundy Street—New Orleans

FLOWING

The search for oil reserves deep in the earth goes on constantly in Jefferson Parish. Often extremely well hidden, never easy to bring to the surface, "black gold" is one of our greatest natural resources.

Fifteen years ago a wildcat oil operation, drilling from its marsh location to nearly two miles deep, opened new horizons for Jefferson Parish.

Near Lafitte, almost directly south of New Orleans, good clean commercial crude oil rumbled into the tanks at the rate of more than 1000 barrels per day.

The Texas Company, having discovered the prospect the year before, had drilled the first oil-bearing sand discovered in Jefferson Parish. Landowners began taking another, cautious, look at their properties as the parish stepped for the first time into the then exclusive company of Louisiana's oil producing parishes.

In New Orleans the well, bottomed at 9572 feet, was hailed jubilantly as "one of the world's deepest producing oil wells" and speculation ran rampant as to favorable prospects of the parish and surrounding areas for crude oil development. To the southwest oil had been discovered at Leeville in Lafourche Parish and to the east at Lake Hermitage in Plaquemines.

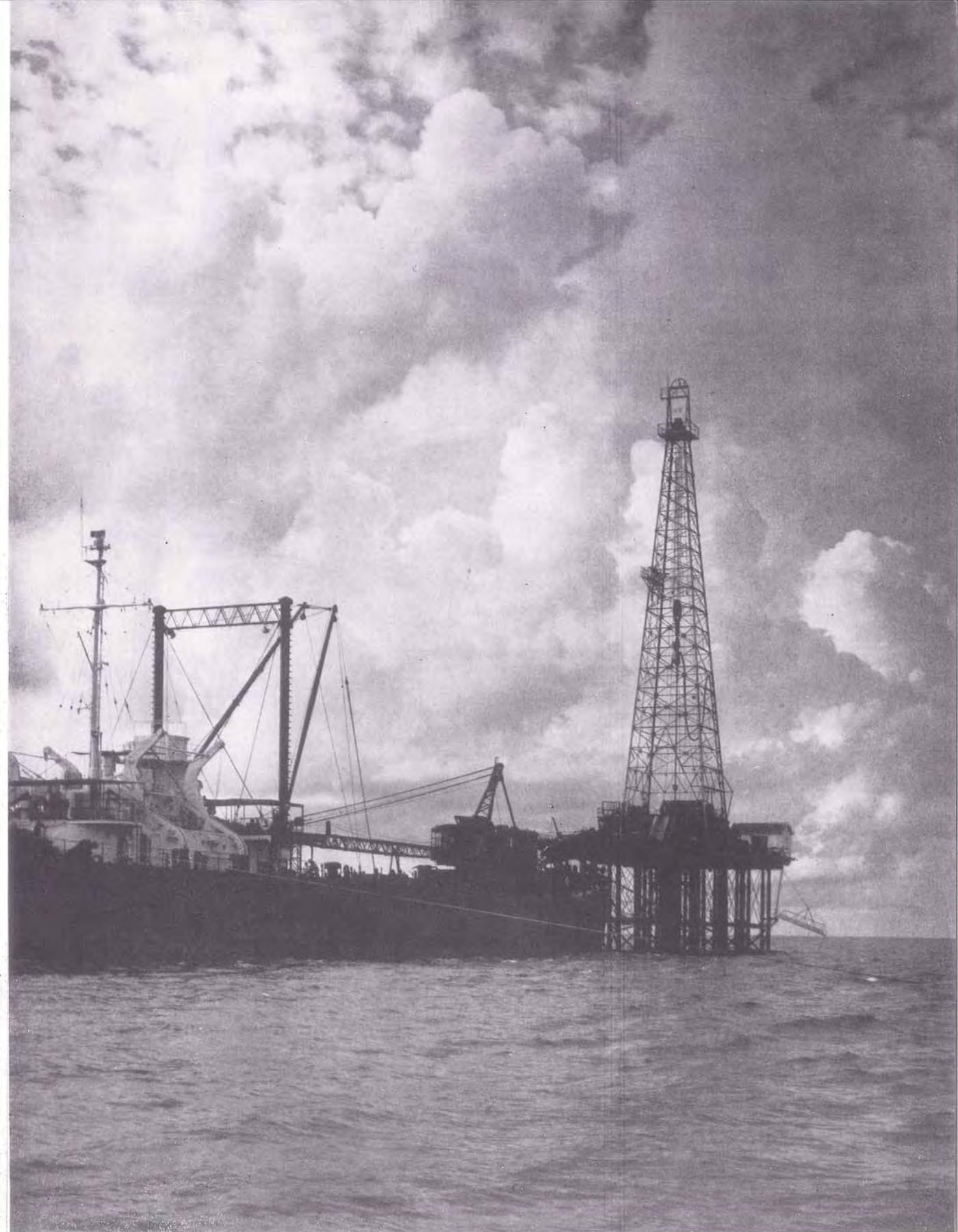
That well—the Louisiana Land and Exploration Company-Bayou St. Denis No. 1 as it was known then—opened the giant Lafitte field which today has been dotted with 66 oil wells on over 2600 developed acres. It was and has remained one of South Louisiana's largest fields and in 1949 an estimated 3,500,000 barrels of crude oil flowed from its various oil sands.

How well that 1935 speculation failed to go askew, how well the oil-bearing promise of Jefferson Parish held up, can be read in the estimated production

WEALTH



By David Kleck



Humble Oil & Refining Company's Rig No. 38 off Caminada Pass, Jefferson Parish.

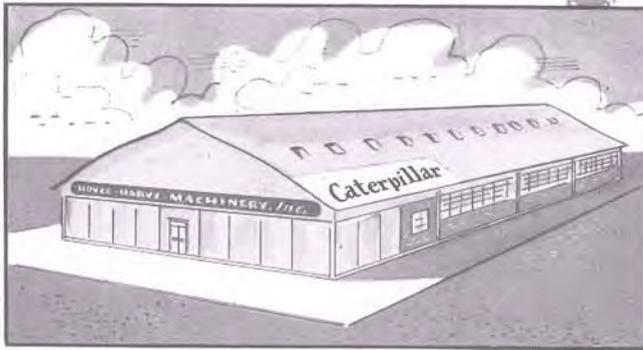
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Know—
Depend on



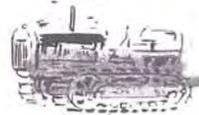
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figures for 1949. The parish produced over 9,800,000 barrels of oil and distillate, the latter a thin form of oil. South of the Mississippi River 15 oil and gas fields have sprung up, in the bayous and marshes, on high land and off Grand Isle in the Gulf of Mexico.

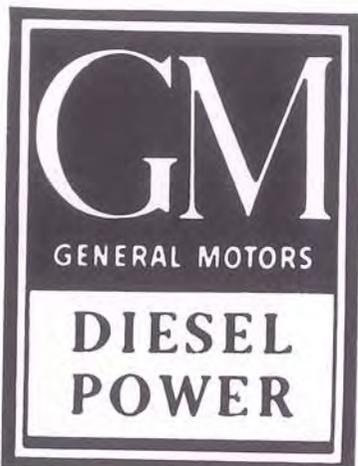
Today Jefferson is responsible for virtually one-twentieth of Louisiana's entire oil production.

When the Texas Company drilled the parish discovery well those 15 years ago and found production in what is known geologically as the Middle Miocene sands, it pointed the path of oil development in a prolific trend in the part of the parish below the river southward as the land makes its way to the sea.

In all Jefferson fields today the production is taken from different levels in this same formation, the Miocene.

This geologist's term can be roughly translated to mean basic sediments that settled on the surface of the land before the glacier ground its way across the North American continent. These sediments, which eventually became favorable for oil accumulation, are part of what was once a vast depression stretching across Plaquemines, Jefferson, Lafourche, Terrebonne, and other of the westward parishes.

Geologists point out that as drilling progressed out of the depression, for example, toward Lake Pontchartrain, the land became less favorable for oil exploration. North of the river there is no production in Jefferson and, according to geologists, not likely to be any. As the land progresses northward, across Lake Pontchartrain, they point out that there is only distillate produc-



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tion off St. Tammany.

But southward, oil fields dot Jefferson's surface. While that early well was considered completed at an "amazing depth" for 1935, principally because of the equipment limitations, Jefferson today has seen drilling below 15,000 feet and oil production has been established below 13,000 feet. This latter field was one of the high spots of the year 1949, when Tidewater Associated Oil Company in March opened an oil field in the Manila Village area at 12,994-13,050 feet in the Miocene formation. The well was drilled from a barge and encountered extremely high and abnormal gas pressures at the lower depths.

Of equal, if not more, importance, during the year was the opening of production near the Huey P. Long Bridge, on the West Bank about 10 miles from New Orleans' business district, as the crow flies. Early in June Humble Oil and Refining Company found its first oil inland in Jefferson and completed the Texas and New Orleans Railroad No. 1 at 8183-8188 feet. Shortly after, the same company drilled an offset well and found another oil-bearing sand, completing the Marrero Land and Improvement Association, Ltd. No. 1 at 7750-7753 feet. Both of these wells were some distance from the Westwego field, where the Perrin-White Co. has both oil and gas distillate production and the Eddy Refining Company and Stanolind Oil and Gas Company, are also active. Unhappily, the Westwego field, opened in 1941, never reached full expectations.

A foremost operator in Jefferson is the California Company which shares honors with the Texas Company for producing the major part of the parish's oil.

The California Company holds most of the Barataria field oil production—an area it discovered—which flowed an estimated 1,882,982 barrels in 1949, over three-quarters of the West Barataria field, which flowed 1,716,000 barrels, all of Bayou de Fleur, estimated flow at 414,756 barrels, and Bayou Perot (which it also discovered) with estimated production of 500,000 barrels in 1949.

The Texas Company owns all of the leases in the Lafitte field which, together with 23 wells in the Delta Farms field—most of which is in Lafourche Parish—accounts for its stature as a major Jefferson operator. This company, at the year's end, was exploring



FREQUENTLY the search goes to sea, where seismograph charges are detonated and geophones strung along the bottom record the shock waves reflected from subsurface structures. Below, California Co. expert preparing the explosive charge that caused geyser in upper picture.



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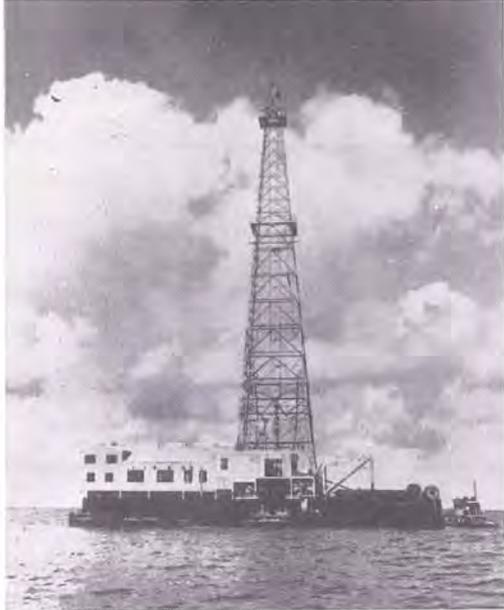


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VARIOUS TYPES of drilling structures used for water-based wells. Top, Texas Co.'s huge barge, which is sunk on the well site. Next below, California Co. inshore barge, steadies on a row of piles. Below, rig on steel pilings driven deep into bottom.



"GOING IN THE HOLE" with a modern rotary rig. California Co. crew on an inshore drilling barge.

around the Lafitte structure, while the California Company was drilling north of Lafitte and putting down extension tests at Bayou de Fleur and Bayou Perot.

Offshore, the year failed to bring any new discoveries for Humble, which has been very active and progressive in drilling off Jefferson. Continual difficulties with loose sands have plagued the company. Wells continually sanding up and clogging made the year not an easy one, and consequently, production has not met expectations. Off Grand Isle, Humble has completed seven wells on Blocks 16 and 18, from which production estimated at a little over 150,000 barrels was taken in 1949.

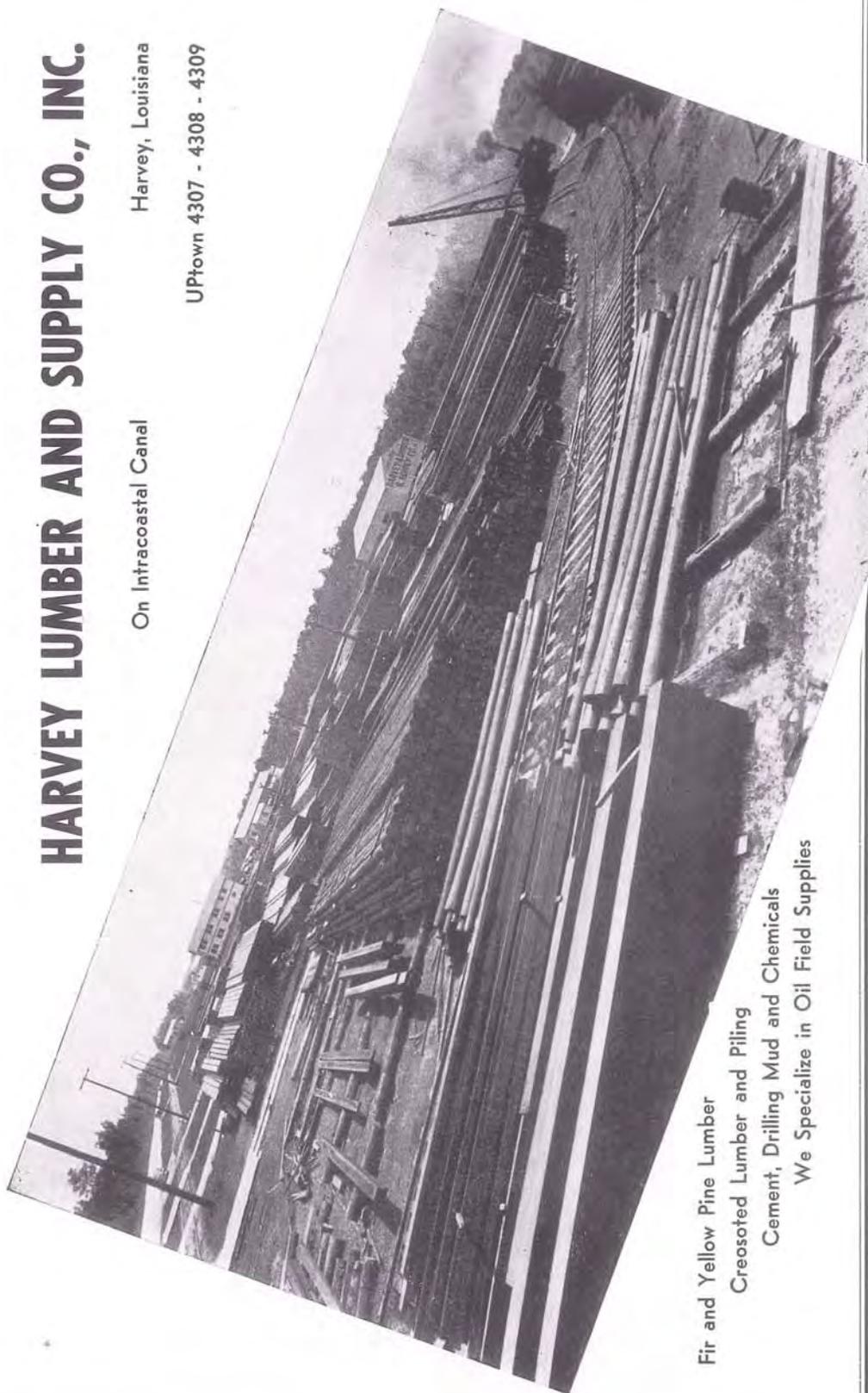
A rank Gulf wildcat drilled southeast of Quatre Bayou developed into a failure after considerable attempts to tap sands below 14,000 feet. Humble, which has been one of the most active offshore operators, has spent a fabulous amount of money for exploration in these areas. One platform off Grand Isle, capable of drilling seven wells, is reported to have cost over \$1,000,000.

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Of the 379,120 acres which compose Jefferson, at least 50,000 acres, not including the tidelands, have been leased by the state to oil companies. This, of course, includes portions of Jefferson's 104,320 acres of water bottoms which come under state jurisdiction. Offshore, although enthusiasm for deep-water exploration has been dampened by the U. S. Supreme Court litigation, the state has in effect 34 leases totaling 134,000 acres. This points to considerable offshore development, once the legal air is cleared.

From the severance taxes collected on oil production in Jefferson, \$200,000 flows back to the parish treasury and the school board. This is a limit set by law; the rest goes to the state. It is a moot question, therefore, whether Jefferson shares in the severance taxes collected on offshore production, since it has already collected a maximum from inland fields. However, as far as royalties are concerned, the major share goes to the private landowner, not the state. Thus, should the Supreme Court give the disputed areas to the Federal Government, Jefferson would suffer no immediate and direct shock as far as the parish economy is concerned. But it should be noted that loss of offshore revenue would be a severe financial blow to the state, one that would be eventually felt indirectly by the parish citizens.

The inevitable question that wends its way to the minds of most landowners is, of course, What are the chances for future oil development in the parish? Well, what are the prospects for 1950?

With Louisiana in general experiencing a decline in the number of wildcat, or exploratory operations, it is expected that Jefferson will not see as many ventures in unexplored territory in 1950. As last year ended, most of the operating companies were drilling or planning to drill extension tests near proven fields where the chances for success are greater. The California Company was hoping to establish new production northwest of the Lafitte field and farther south, in the newly discovered Manila Village area, Hunt Oil Company was putting a confirmation try to Tidewater's inland-water discovery.

Geologists, however, believe that in practically none of Jefferson's fields have the ultimate limits of production been outlined. This means that the edge, where all wells come in dry, has



CRUDE PETROLEUM may be transported ashore, or stored in tank battery barge, as Gulf Refining Co.'s "Old Hickory", above. Oil is separated from gas on Gulf's oil production storage barge, below. At left is Texas Co.'s natural gasoline plant at Lafitte, La., where 12,000 gal. of the fuel are converted from natural gas daily.



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not been reached at most of the fields.

Nor do they believe that the rock formation, in which runs Jefferson's oil bearing trend, has been passed through in any location south of the Mississippi. The Miocene, which contains the oil sands in different levels and different thicknesses, is believed to be 30,000 - 40,000 feet thick in Jefferson.

Present equipment cannot pass through nor penetrate too far into this heavy and thick stratum and consequently, what may lie directly beneath, or even far deeper, for that matter, remains to be seen. This, say geologists, is where speculations on Jefferson's future begin to be swallowed up in the mystery of the earth. Far west in Wyoming an oil company has drilled below 21,000 feet and one has even penetrated 16,000 in Louisiana, but the equipment is not yet here to explore the Miocene formation completely.

Because Jefferson has been surveyed fairly completely by seismograph crews, it is believed that most of the prospects—salt domes necessary to oil accumulation—have been located. How far out oil extends from some of the proven domes is yet to be seen on most of them; some of them are still unexplored and even the best geologists can reach only a rather inexact conclusion.

Jefferson opened the year with a new high in allowable production. The figure set by the State Department of Conservation for January was 32,024 barrels per day, or on that basis, 11,680,000 barrels for the year.

But Jefferson has steadily gone forward since 1935 when oil first started flowing from its marsh land. And as the geologists say, there is no conceivable reason for it to stop now.



SAFETY, efficiency and the comfort of their workers are priority aims of the oil companies. Top, the Humble AC-1, converted Coast Guard cutter, used in offshore operations. Next below, Humble's Grand Isle base with offices and other facilities. Below, Humble employees' homes on Grand Isle.





KENNER: HOW IT BEGAN

By Andre Cajun

Illustration By James A. Fisher



Columbus sailed westward seeking a route to India, and discovered instead the New World. Bienville laboriously worked his vessel one hundred and ten miles up the Mississippi River, and founded the city of New Orleans on the first "high" land he came upon. Thus are continents discovered, cities founded.

An overconfident, middle-aging English nobleman took an involuntary swim in Old Man River, and that was the origin of the town of Kenner. Thus also are communities begun.

By an indirect set of circumstances, and at a not immediate time, the mod-

ern town of Kenner derived its name and location from what must have been an amusing episode—at least to the Indians—shortly after the turn of the 19th century.

At the time, 1804, the Crescent City was growing by bounds, and besides the fleets of ships coming upriver from the Gulf, and the vessels coming in through Lake Pontchartrain and Bayou St. John, hundreds of flatboats came downriver from the North. These scows, floating with the current and kept in the middle of the stream by means of huge sweeps, were manned by some of the toughest inhabitants of the al-



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ready tough young nation, the Kentuckians, or "Kaintucks," as they were called. They were a brawling, lusty lot, with an unholy love of raw rye whiskey and the sight of blood, and possessing all the tact and delicacy of a General Sherman tank.

Our Englishman, a not very representative member of the British nobility, joined the crew of one of these flatboats at Louisville, following a young, hot-headed Scotchman down the river in search of fame and fortune. The Englishman was Clinton Hardgrave, Lord Shrewsbury, and the brave and brawny young adventurer he was tagging was 28-year old William Butler Kenner.

Things went fairly well on the passage downriver, and in due course the flatboat tied up at Baton Rouge, not to be the capital of Louisiana for twenty-one years yet. It was the first stop since Louisville, and the crew was spoiling for shore leave. By the unwritten law of the flatboats, someone had to remain aboard at all times, and Kenner and Shrewsbury volunteered to watch the first night.

It was the last Saturday in April, and the air was balmy with Spring. Birds sang in the willow trees along the banks, and flowers bloomed everywhere. The Kaintucks were affected by the season and the beautiful, romantic land. In other words, they wanted to get drunk. The flatboat was no sooner tied to the willows than they were over the side in a rush.

The captain of the vessel, perhaps the toughest of the lot, announced his decision to remain there until Monday morning, and told "Bill" Kenner and Shrewsbury they could have the next day off, which was agreeable all around. Accordingly shortly after daylight Sunday morning, the crew began straggling aboard, and upon the arrival of the first fairly sober man, Bill and the Englishman climbed the winding trail up the bluff to the city.

After the weeks of coarse food aboard the scow, their first objective was breakfast. Then they wanted to attend religious services at the churches of their respective faiths. There was some difficulty finding someone who could speak English, for at the time the languages of Baton Rouge were predominantly French and Spanish. When they found eventually someone who could inform them, they learned that there were neither Presbyterian nor Episcopal churches in the community.

Late that night they returned to the river, only to discover that their vessel had departed without them. Half the crew had been unable to rise because of the tipping in the town, and the captain left raving with rage and swearing in all the colorful invective of the times.

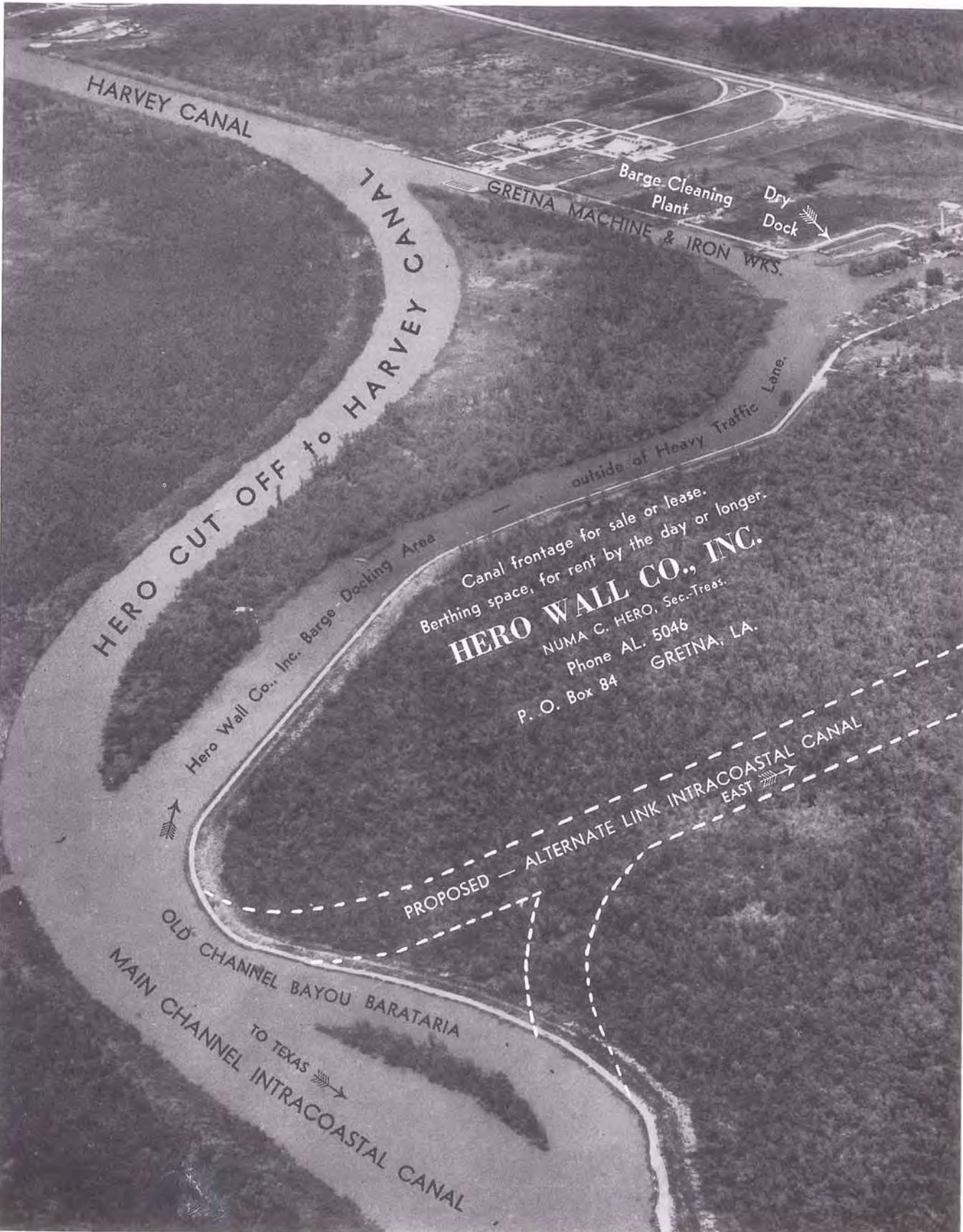
But Kenner was no mild Milquetoast himself. He also did a bit of fuming, and then his thoughts took action. They purchased a skiff, provisioned it, and cast off into the stream in chase of the disloyal flatboat commander. The small boat was something new to Kenner, and they had trouble keeping it off the sandbars, and out of the floating debris and overhanging branches. But finally he mastered the craft, and soon overtook the Kaintucks, who could proceed only as fast as the current.

A strange sight met their eyes as they bore down upon the flatboat. The larger vessel, about fifty yards offshore, was surrounded by dozens of Indians in canoes, who, however, appeared to be unarmed. The crew of the flatboat were lined up behind the starboard bulkhead, aiming at the redskins with their long rifles.

Disregarding the Indians, Kenner maneuvered the skiff alongside, and much to the astonishment of the crew, Shrewsbury scrambled aboard. With valor disproportionate to his small size, Lord Shrewsbury shook a long, bony finger in the Kaintuck captain's bristly face and told that august gentleman in no uncertain terms exactly what he thought of him. The iron-muscle giant, whose job necessitated the ability to lick any man in his crew, ventured no oral reply. He listened for a full minute, then his huge fist came up and the sputtering nobleman sailed through the air like a bird and landed with a splash in the muddy waters of the Mississippi.

Kenner did not join in the general laughter as his traveling companion floundered about in the water. His face suffused with rage, he leaped from the skiff onto the flatboat. The captain was doubled up with mirth, but he straightened at the impact of Bill's hard fist against his chin. He was lifted from the deck by a blow, and a second later was splashing about in the water a considerable distance away.

Bill did not wait to see what happened to the captain. He leaped into the water himself to rescue his friend, whom the Indians were already pulling to safety. The Kaintuck at the sweep quit his post and with the rest of the crew rushed to the aid of their leader.



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Uncontrolled, the flatboat drifted into a clump of willows along the river bank, and one of the Indians quickly passed a line aboard and made it fast. The Indian chief then gave a shout and the braves swarmed aboard, armed suddenly with tomahawks and knives that had been out of sight until then.

Kenner and Shrewsbury climbed dripping upon the shore, and Bill, realizing what was about to happen, shouted to the Indians. There must have been in his voice the authority natural to born leaders, for the redskins paused. Their chief looked at Kenner and seemed to be satisfied by what he saw, for he ordered the braves to lower their weapons. He approached Kenner and said in broken English:

"Indians want whiskey."

The tall Scotchman signified that he understood. "There is no whiskey aboard the flatboat, Chief. Let the white men go, I will get you whiskey." He broke into a white-toothed smile warm with confidence and friendliness. The headman of the tribe, a wizened little fellow with a graying scalplock, grunted a time or two, spoke to his warriors and they came ashore, casting the flatboat adrift, much to the relief of the Kaintucks, who then floated down the river to New Orleans and obscurity.

But on this site, where the Indians bustled about building two fires between which to dry their new-found and very wet friends, a pact was made which left its marks on local history. Here where the little inadequate gamecock Shrewsbury and his more able companion, William Butler Kenner, dried their clothes and ate food the Indians gave them, they made a trade agreement with the old chief, whose name, he told them, was "Short Grass". This became a place of future meetings, and eventually the town of Kenner.

They learned also that these Indians were only part of a main tribe, the Nat-albanys, which dwelled along the north shore of Lake Maurepas a mile or so beyond the swamp line. Each Autumn, the chief related, some sixty-odd braves came and camped at this point and burned off the tall grass and wild bamboo that grew so abundantly from the river to the swamp. Then in the Spring they would come again, this time to hunt alligators. Hides then fetched a good price on the New Orleans market, and some of the largest alligators to be found within a hundred miles of the city were taken from this canebrake.

As the old Indian spoke, Bill began to

see the possibility of a sound financial future with these hunters as business associates. But there was some doubt about their intentions.

"Why were your men following the flatboat?" he wanted to know.

The chief smiled and shrugged. "Indian no want hurt white men." He explained with gestures and halting words that the Indians had been gathering driftwood for fuel when the craft floated by. They were cold from the icy water, and wanted a little whiskey, which they were willing to pay for. But the thick-skulled Kaintucks had apparently misunderstood them, and were preparing to fire upon them when Kenner and Hardgrave came along. Then, he said, they were ready to cut up the flatboatmen into alligator bait.

At the memory of how the three men had all splashed in the muddy yellow water, everyone laughed, and the friendship was sealed. The travelers donned their now dry clothes, shook hands all around, and boarding their skiff once more, set out for the final lap of their passage to the fabulous Crescent City.

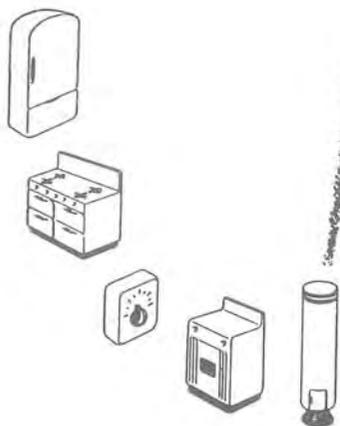
Kenner and Lord Shrewsbury engaged in various activities in New Orleans for the next several years, including trading hides and whiskey with the Indians. During this time they made the acquaintance of John McDonogh, who became known as the richest man in the city, was reviled somewhat wrongly as the meanest miser that ever lived, and was eventually honored for the munificent generosity which gradually came to light after his death.

Most of McDonogh's wealth was in land, and when he finally came into possession of the Indians' alligator hunting grounds west of New Orleans, he suggested to the enterprising Scotchman that he establish a plantation on the site of the canebrake. This Kenner did, with McDonogh's backing. He cleared the land and put in crops of cotton and sugar cane. From his friend, Chief Short Grass, he learned to use willow saplings for fence posts, as they took root and made firm supports. However, with the willow tree's greed for water, the short root system of the wild cane, and the practice of burning it to clear the ground, the ancient hunting ground of the redskins was eventually destroyed. The alligators departed, and so did the Indians. And the plantation, set in an area cleared of cane, was called "Cannes Brule'," which is French for "burned cane."

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the plantation house was constructed of hand-hewn cypress timbers. It was raised high above the ground, for the levees had not been built yet, and there was the annual danger of floods. Coated with whitewash in the current mode, the house had eight rooms, and a widow's walk on the roof.

Midway between the house and the riverbank was the only road running north out of New Orleans, today known as the "Old River Road." As there was no steamboat landing between the Crescent City and LaPlace, several miles upriver from the plantation, Kenner built one, and his wharf with the years developed into one of the most popular stopping places on the Mississippi. By the time of the Civil War, "Kenner" was a well-known port of call, where steamboats picked up cargoes of lumber, hides and sugar cane. But that is getting ahead of our story.

The plantation grew and families settled in the environs. In 1828, William Kenner founded the first Presbyterian church there, where he himself preached. People gathered for the religious services, and as is natural in communities, more and more families settled in the vicinity of the church. After some years there was a thriving village on the spot.

It did not take Bill Kenner long to discover that the land, while not particularly suited for cotton, was admirably adapted for producing abundant crops of sugar cane. At that time almost primitive methods were used to granulate the syrup into sugar. One process, which some sources attribute to a Frenchman named DeBore, was to have a slave stir the cooling syrup with a huge paddle. This system did produce sugar, but it was of a coarse nature, and the procedure required great labor and time. History also gives Kenner credit for discovering a much better way of producing sugar, and as is the way with many revolutionary inventions, it was a roundabout, almost accidental finding.

The house at Cannes Brule' was almost completely surrounded by a magnificent flower garden, which was the pride and happiness of Kenner's wife. Then one summer for some reason insects descended upon the garden in greater numbers than usual and started to wreak havoc upon the bushes, plants and blooms. Madame Kenner was in despair. She had one after another of the Negro slaves dip a rag tied to the

end of a stick into a bucket of insecticide and sprinkle the bushes and flowers. But the weather was warm, and the garden was large, and the dusky sons of equatorial Africa soon tired of the labor involved. One ingenious fellow, whose slow mind dealt in fundamentals, reasoned that time saved in sprinkling the garden could be spent sleeping under a shady tree. How much more he could sprinkle, if, instead of the rag and stick, he used the bucket itself! Accordingly, he punched a ring of tiny holes around the side of the pail near the bottom, and tying a rope to the handle, swung it about his head in great circles. The fluid sprayed out in fine streams, in the same way a modern lawn sprinkler works, and routed the winged and crawling invaders from the entire garden.

Bill Kenner, deep in thought of a method of producing better sugar, idly contemplated the empty bucket carelessly left lying on the grass by the slaves. Abruptly he started as he noticed a thick substance in the bottom of it. Inspecting more closely, he discovered that the liquid, flying out through the tiny holes, had left behind a residue that had settled to the bottom by centrifugal force.

Excitedly he had another bucket perforated, filled it with syrup and had a strong-armed slave whirl it about his head. It worked! The liquid flew out of the bucket and pure sugar settled and crystalized at the bottom.

This discovery, it is claimed, led to the present day granulation methods. In place of the bucket, a huge perforated cone was constructed, into which the boiling syrup was poured, and then spun around by mule-power. After much trial-and-error, this principle was geared to a steam engine, devices were installed to catch the sugar particles, and fine sugar was produced comparatively quickly and economically.

As a result of the incident in the garden, Bill's son, Duncan Farrar Kenner, became known later as the father of the Louisiana sugar industry. For Kenner *pere* made no claim for his discovery, and at last retired from the planting of sugar cane. He entered the field of general merchandise, and took up the raising of homing pigeons as a hobby. In time, though, the birds became a great source of trouble to him, through the devious workings of his long-time friend, the slightly unscrupulous Lord Shrewsbury.

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As the story goes, on reaching New Orleans in 1804, Kenner at first went to work as a store clerk, and Clinton Hardgrave, the down-at-heels nobleman, took a position as a schoolteacher. The years went by, and Kenner prospered. But Shrewsbury did not fare so well.

For one thing, as a zealous Episcopalian, he lost no opportunity of expounding his faith to his students, most of whom were Catholics. Naturally they objected, thinking he should keep his preaching for the pulpit, and his zeal frequently met violent opposition. He was forced at last to leave the city and went to live on the plantation of his friend Kenner.

Kenner's landing had become a popular stopping place for steamboats by this time, and, also, a watering trough had been built on the River Road. For water and vehicular traffic increasingly flowed between New Orleans and Baton Rouge, which became the capital of the state in 1825. The Crescent City was already a play-spot of the nation. There was horse-racing, cock-fighting and all the varied night life of a gay cosmopolitan center.

According to Shrewsbury, the erstwhile preacher, had set up a betting booth near the watering trough, and there he accepted bets on the horse races and cock fights at the metropolis in the bend of the river. He invariably won his bets, which one could ascribe to phenomenal good luck, except for the fact that twice each week he sent a crate of homing pigeons to a fellow conspirator



Sheriff Frank J. Clancy



PRIME MOVERS in Kenner's destiny have been food production and transportation. On the beef ranch and experimental farm of Sheriff Frank J. Clancy cattle graze year-round on wild timothy winter grass and planted Oregon and Kentucky fescue. Crossing pedigreed bulls with range cows, Sheriff Clancy has developed calves that grow faster and weigh more at marketable age than other breeds.



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REMEMBER — You're Welcome



PROGRESS has supplanted the steamboat and the horse with modern means of travel and transport. Today Kenner is the site of Moisant Airport, largest in the country originally constructed exclusively for commercial purposes.

in the city—Kenner's homing pigeons, at that. So, immediately after each race or fight, a pigeon swiftly winged its way home to the plantation, innocently bringing the name of the winner on a slip of paper attached to its leg. It was a sweet racket—Shrewsbury just couldn't lose!

When the nefarious practice was finally discovered, Kenner was furious, and was faced with choosing between his friend and the birds. Hardgrave won out, and the birds were disposed of. But the name the preacher had acquired stuck, and he was also prohibited from conducting services in the church, which was known as "Kenner's church", just as the community that sprang up around it became known as "Kenner."

Transportation has always been important to its fortunes, and with the coming of the railroad and the diminishing steamboat traffic, the town gradually moved away from the river and toward the railroad station. Later the Airline Highway came through and spread still farther the developing boundaries of the community. Today,

the original site of Kenner is an uninspiring group of weatherbeaten houses. The river ate in more and more, and was finally stopped by the levee just at the River Road. The beautiful plantation house, Cannes Brule', is no more than words in old history books, for Bill's son, Duncan Farrar, tore down the old structure and used the timber to build a home for himself some miles upstream.

Of interest to many is the final note that when on February 11, 1825, the parish that is now Jefferson was created from parts of Orleans and Plaquemines Parishes, there was quite a bit of discussion and argument on a name for it. The elder Kenner put forth much energy and money in his efforts to have the parish named after Thomas Jefferson, our third President. He was successful, and Jefferson it became.

The modern and ever-growing present day town of Kenner successfully patterned itself after its namesake, the energetic, far-seeing and courageous adventurer who sought and found the ideal life here—William Butler Kenner.

IN JEFFERSON THE FUTURE HAS ALREADY BEGUN



MINNESOTA *Mining and Manufacturing Company at Little Rock, Ark.*

LET'S CHOOSE THE *RIGHT* CHANNEL!

By E. S. PENNEBAKER
Manager, Texas Pacific-Missouri Pacific
Terminal Railroad of New Orleans

The consistent and substantial growth and development of agriculture and industry in the Mississippi Valley, which comprises all or part of 22 states in the heart of our Mid-Continent Area, where 55 percent of the nation's people live, and where 65 percent of its crops, and over 50 percent of its manufactured goods are produced, emphasizes the importance of the Port of New Orleans to the economy of this rich territory.

It also definitely indicates the vital necessity for installing and maintaining there the most modern and efficient land and sea transportation and cargo-handling facilities available to attract and expedite the flow of world commerce through that gateway.

Expeditious and economical port handling of shipping and cargo is tremendously important in this post-war period.

Other Gulf and South Atlantic ports are challenging New Orleans as never before for the lion's share of rapidly expanding world trade with the Mississippi Valley and our Mid-Continent Area. In fact, it is facing the stiffest competition for world trade yet experienced in its port history of over 200 years.

New Orleans is going to be hard put to maintain its position as second ranking American port, consistently held in pre-war days primarily because of its strategic location on the lower Mississippi River about 110 miles from deep water in the Gulf of Mexico. Its substantial public wharf development and certain other port facilities installed along seven miles of the East Bank of the river, and two miles of the Industrial Canal at sea-level in the 1920's following World War I, are also important factors.

Houston, Galveston, Texas City, Beaumont, Orange, Port Arthur, Corpus Christi and Brownsville, the principal Texas ports, Lake Charles to the west on the Louisiana coast, Gulfport, Mobile, and Pensacola to the east on the Gulf, and Savannah and Charleston on the South Atlantic are each putting on an aggressive campaign for a large share of the rapidly developing volume of world commerce with our rich Mid-

Continent Area. Each has recently completed, has now under construction, or is actively planning additional modern port facilities adequately equipped with mechanical cargo handling machinery designed for maximum speed, efficiency and economy.

Houston and Mobile, in particular, have extensive modern port facilities and harbor improvements under active construction, and more authorized. Both are capitalizing on the fact that their public docks are located at sea-level, less than 60 miles from deep water in the Gulf of Mexico, and at all times conveniently accessible from the Mid-Continent Area by rail, highway, and air, and from other world ports by ship through dependable channels of ample width and depth, for practically all modern cargo-carrying vessels of 30 to 35 ft. draft, when loaded to capacity.

Although New Orleans has these excellent wharf facilities along the East Bank of the river and on the Industrial Canal (accessible from the river through ship lock 75 ft. wide by 640

STOCKYARDS at Kansas City, Mo., one of thousands of enterprises in the wealthy Mississippi Valley that would be vastly aided by a tidewater channel from the New Orleans harbor to the Gulf of Mexico.



JEFFERSON DEMOCRAT

Official Journal of the

PARISH

OF

JEFFERSON

SINCE 1896

Gretna, Louisiana



GRAIN ELEVATOR of the Missouri Pacific Railroad at St. Louis, Mo. Easing the passage of ocean-going ships from the Greater New Orleans area to the sea would affect favorably the stupendous volume of two-way trade between the Valley and world ports.

ft. long and 31 ft. depth over sills), it has the definite handicap of a 108 mile up-river approach through South Pass or a 115 mile up-river approach through Southwest Pass, together with the hazard of vessels grounding in these passes during river flood stages when the added handicap of fog is generally greatest.

Because of the millions of tons of the Valley's fertile top soil being carried to the sea by the flood currents of the Mississippi, much of it deposited in the passes as the incoming tide slows the discharge velocity, continuous and costly dredging of these passes is required to maintain the depth of 30 to 35 ft. necessary for the safe navigation of ships.

As result of this situation, one or the other of these passes is blocked by grounded ships at times, for varying periods. Even though fortunately both passes thus far have never been blocked at the same time, such a situation could occur and access and egress for the Ports of New Orleans and Baton Rouge would then be impossible, pending the floating or removal of these grounded ships.

The Port of New Orleans is obviously of vital importance to the agricultural and industrial economy of the Mississippi Valley and the fabulously productive Mid-Continent Area of North

America, whose World Trade Gateway naturally it now is, and logically and rightfully always should be.

No equal area of the earth's surface at this time can match the tremendous volume and value of the commodities of commerce produced by the farms, forests, mines, oil and gas wells, manufacturing and industrial processing plants of our Mid-Continent Area, nor can any equal area boast a higher per capita wealth and standard of living, or a higher per capita consumption of a greater variety of the commodities of world commerce.

The farmers, industrialists, merchants and transportation agencies serving the Valley and Mid-Continent Area and the Port of New Orleans are just as interested, and, in my opinion, should be far more interested in the administration, operation, maintenance and general capacity, as well as plans for the future expansion and development of this port, than the people of Louisiana, and the people of the City of New Orleans. This even though under existing state laws, the Board of Commissioners of the Port of New Orleans, which controls its activities, is made up solely of New Orleans business men, selected by the New Orleans Chamber of Commerce, Board of Trade, Clearing House, Cotton Exchange and Steam-

(Continued on Page 111)

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JEFFERSON'S *Autumn uplands* are a Paradise for quail hunters.

THE LAND OF YEAR 'ROUND SPORTS

By Paul Kalman

Outdoors Editor, *The New Orleans Item*

The temperature at Moisant Airport on the East Bank in Jefferson Parish was a balmy 65 degrees one morning last January when a ruddy faced man came down the stairway from the door of a giant silver airliner.

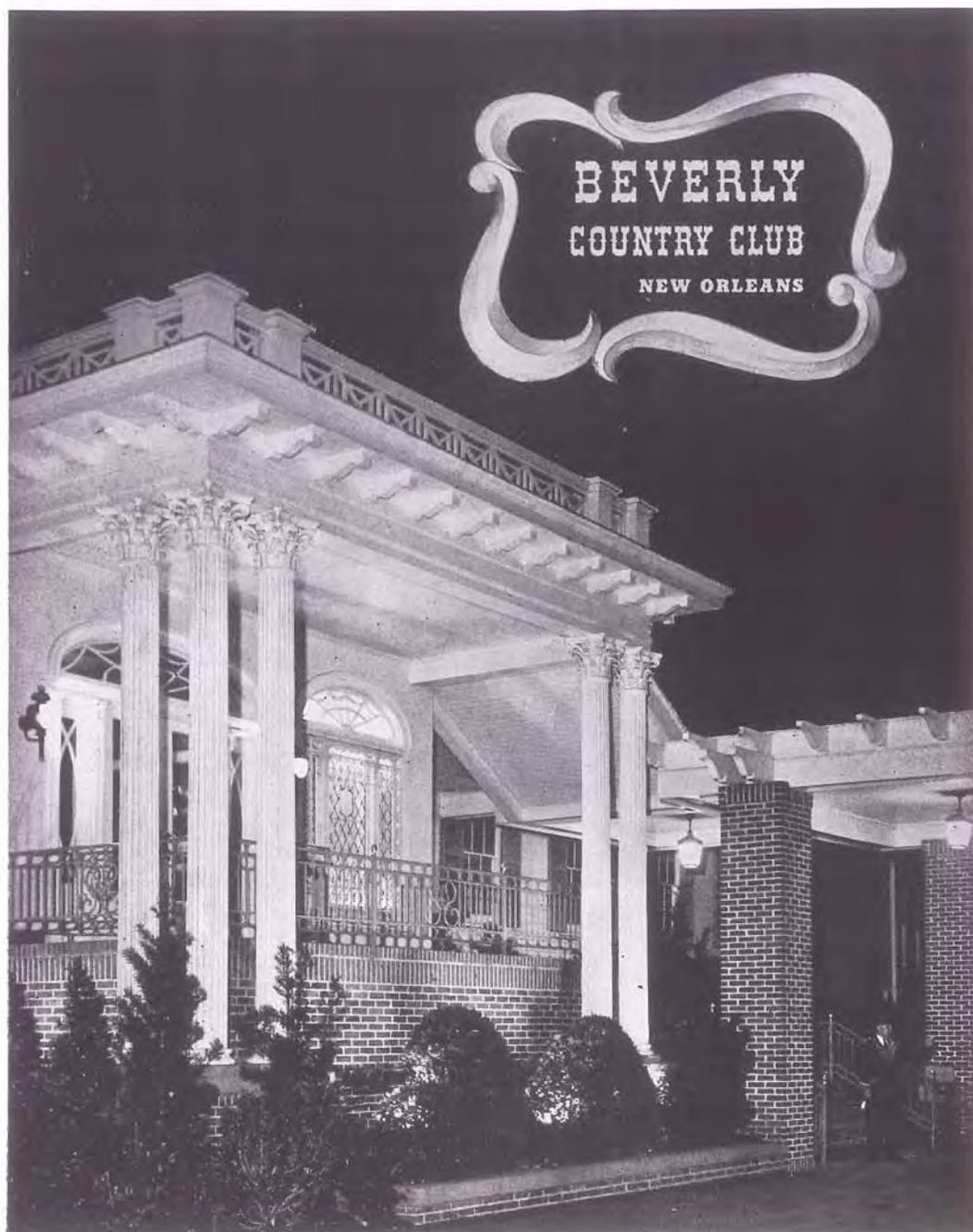
Slung across one arm was a heavy overcoat, from a pocket of which protruded the end of a woolen muffler, and a pair of fleece-lined overshoes dangled from his left hand.

Suddenly his expectant face lighted

up as a tall, sun-bronzed man strode toward him.

"Bob! You old rascal!" he laughed in a deep voice. "It sure is just like you said: Almost June in January. What'll I do with these?" he pointed his chin at the wintry weather gear.

"Keep 'em for your return to Chicago, Jim," said his friend, happily pumping his hand in a welcoming shake. "But let's not think about that right now. You're on a vacation, remember?"



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All you've got to do for the next several weeks is enjoy yourself in God's country."

"Well, I'm ready," agreed Jim Smith. "Don't suppose I'll be able to do all I want to do, but anyway, we might get in a little fishing, and some golf. Snow's been on the ground for weeks, up North—"

"Don't kid yourself, Jim," said his host, Bob Skidmore, leading the way to his automobile. "In the three weeks you've got, you'll be able to get enough sports in to last until your next vacation. I've made all the arrangements." He pointed the little car up the road and turned left at the Airline Highway.

"We'll go deep sea fishing and fly casting, we'll hunt rabbits and quail, and maybe get some woodcock. If you had come a few days earlier, before the first of the year, we might have shot a couple of deer."

The smile on his guest's face broadened in anticipation as he continued. "We'll go horseback riding, golfing, sailing, skeet shooting, we'll play tennis—you just missed the squirrel season, too, but we'll—"

A thoughtful frown furrowed Jim Smith's face. "Do you have all these sports in your state, Bob?" he asked.

Skidmore exploded. "In the state? Man, we've got all that just in the parish!" He gestured down the Airline Highway to a long white building around which were clustered dozens of automobiles. "There's a good example of what I mean. We have two big bowling alleys just a few minutes away from our home in Metairie, which is one of the most beautiful residential suburbs in the country. Everybody bowls. It's a fine family sport—and it keeps down the waistline," he added with a sly smile.

Smith shook his head. "I had no idea—Gosh, what I've been missing all these years—"

Bob Skidmore slapped the wheel excitedly. "Right! More and more people have been hearing about the spectacular industrial development of Jefferson Parish, the almost limitless raw materials, the economical power, cheap transportation, good working conditions. But I tell you, Jim, this is honestly the finest country for sports I've

WHATEVER YOUR SPORT, unless it is skiing or ice-hockey, you can enjoy it to your heart's content in Jefferson. In season, ducks and geese abound as the area is in one of the main flyways to the southerly latitudes.



PARADE OF PROGRESS

Hustling, bustling East Jefferson Parish offers you a fine place to live—to open a new business or locate an industry.

Louisiana Transit Company offers you a modern bus service along both the Jefferson and Airline Highways between Carrollton Avenue (New Orleans) and Kenner.

Yes—East Jefferson is growing, so make your plans now to move to this progressive, friendly section. A warm welcome awaits you.



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SQUIRRELS bagged by the author near the west end of the Huey P. Long Bridge.



DR. JOHN G. PRATT prepares to blast a target at the South Louisiana Skeet Club.

ever laid eyes on. Outside of skiing and ice skating, you can find just about any type of sport you want right in your own neighborhood when you live in Jefferson, and what's more, we've got the kind of weather that let's us get around throughout the year."

* * * *

During the next three weeks, the two friends made up for Jim's lost time. In the course of his vacation, Smith learned many things about the sports to be found in Jefferson Parish. For when it comes to fishing, for instance, Jefferson takes a back seat to no area of its size in the world. Fishing here is a sport to be enjoyed twelve months out of the year.

Starting with January, the sheepshead and big speckled trout bite with sheer abandon in the salty waters of Barataria Bay near Grand Isle. Still in the embryo stage is deep sea fishing in wintertime. In the past two years, remarkable catches of bluefish, red snapper and silver trout have been taken as far as 25 miles out in the Gulf from Grand Isle. In addition, charter boat captains have told tales of hooking giant sea bass that smashed orthodox fishing tackle like so many toothpicks and lengths of thread.

Deep sea fishing in February is much the same as the preceding month with giant silver trout holding the center of the stage. Again, fishing is conducted in the shadow of the oil drilling derricks. These rigs have been responsible for opening up an entire new field of fishing water.

In years gone by, small boat owners feared to venture any great distance into the Gulf because of the danger that storms would catch them before they could get back to shore. The presence of the derricks, in addition to affording a series of safety islands to which boats can be moored in bad weather, give fishermen a definite means by which they can locate areas where fishing is particularly good.

It had previously been almost impossible to find one's way back to a productive area from which a large catch had been taken in the open sea until the oil rigs appeared.

Another of the primary services the oil rigs render to fishermen is the way in which they attract the schools of smaller fish—the bluefish, silver trout, red snappers and spade fish—and the larger fish which feed upon certain of the small ones. Cobia are particularly fond of places where they can find a

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ANNUAL PIROGUE race on Big Bayou Barataria draws 15,000 eager spectators every year. Below, a native craftsman pauses in his work of sculpting one of the shell-like boats from a solid log.



shadow which enables them to lie in wait and pounce upon any unsuspecting creature that swims into their range of vision. Cobia also use the steel supports of the oil rigs to scrape the parasitic sucker fish from their tough hides.

April at Grand Isle marks the arrival of the lordly tarpon which is Louisiana's number one gamester. It is believed that the schools of silver kings which show up in countless numbers off Grand Isle in April, May and into June are part of a vast migration that makes its way to the mouth of the Mississippi from Central America, following a course that parallels the coasts of Mexico, Texas and Louisiana. At the Delta, they meet another tarpon migration coming up from the Florida straits and here they remain until the first wintry blasts send them scurrying for warmer and more comfortable surroundings.

Through the summer, Grand Isle fishing gradually builds up, adding Spanish mackerel, bonito, dolphin and a dozen other varieties to the almost bottomless pot from which fishermen may draw their sport.

Up-to-date charter boats are available for deep sea fishermen at both ends of Grand Isle. These boats are capable of carrying anywhere from six to a dozen people, making their charter fee fall well within the means of even the most modest income.

Those fishermen whose physical balance cannot be tuned to the undulating motion of the sea can find grand sport in Barataria Bay, fishing from a skiff for speckled trout. Sheepshead, another fine game fish, abound under the causeway which connects Grand Isle to the



mainland. Skiffs are available at the Bayou Rigaud wharf on Grand Isle's eastern end as well as at Cheniere Caminada on the western approach.

Grand Isle really comes into its own in July when the annual Tarpon Rodeo attracts hundreds of game fishermen from all parts of the United States. The 1949 contest opened on July 21 and ended at sundown on July 23.

The colorful regatta from Barataria to Grand Isle again was one of the principal features of the rodeo. Steaming in formation, the rodeo fleet moved down Bayou Barataria and into the bay, tying up for the night at docks in Bayou Rigaud. Fishing began early on the morning of July 21. Weather conditions, at first, were ideal. By nightfall of the opening day, however, the wind began to blow, turning the Gulf into a froth-topped cauldron of boiling waves.

Peter Paul Banville of New Orleans,

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one of the hardier anglers to whom rough weather conditions mean little, guided his little cruiser, the "Pure Rebel," into the rough Gulf on the morning of July 22 and tied into a 132 pound tarpon which held the lead right to the finish.

More than \$5000 in prizes were awarded to top fishermen in the rodeo. The biggest prize, a \$1900 speedboat, was given to the fisherman who rated highest on a point basis, compiled from the honors accumulated by catching the biggest number of biggest fish in the particular categories in which the Grand Isle Rodeo Association awarded individual prizes.

Hardly had the excitement of the 1949 rodeo died down when another attraction began drawing hordes of fishermen to the island. For the first time in the memory of Grand Isle residents, king mackerel showed up in such mammoth schools that it was no great task to land 100 in a day with six people fishing from the same boat. The run of "kings" was at its highest point in October, gradually tapering off after that as the big silver and blue streamliners made their way to Florida for the winter.

Surf casting again attracted numerous fishermen to the sandy beaches of the island from which they caught thousands of speckled trout and redfish. The biggest reds, however, were caught in their usual haunts in the deep waters of Pass Able and Barataria Pass, especially during the Fall.

Fresh water fishing in Jefferson Parish enjoyed one of its best years during 1949. Churchill Farms, Willswood and the brackish bayous below Barataria and Lafitte all produced big catches of large-mouth black bass, sac-a-lait and smaller pan fish.

Jefferson Parish duck hunters had their best years since before the war, last season. The year 1949 will go down in hunting history as a season of big mallards and pintails which arrived early and stayed late. In all probability, the season would have been even better were it not for the strong northerly winds that prevailed during the middle of November. The winds were responsible for causing abnormally low tides which resulted in dried up mud holes where duck ponds formerly had existed. The ducks, thus, were driven to landlocked ponds far inland where they could find water and, at the same



PONDS, rivers, bayous and lakes in Jefferson provide ample sport for the ardent followers of Isaak Walton.

PANFISH for the breakfast table, from the ponds of Churchill Farms.



The Southern Cotton Oil Company

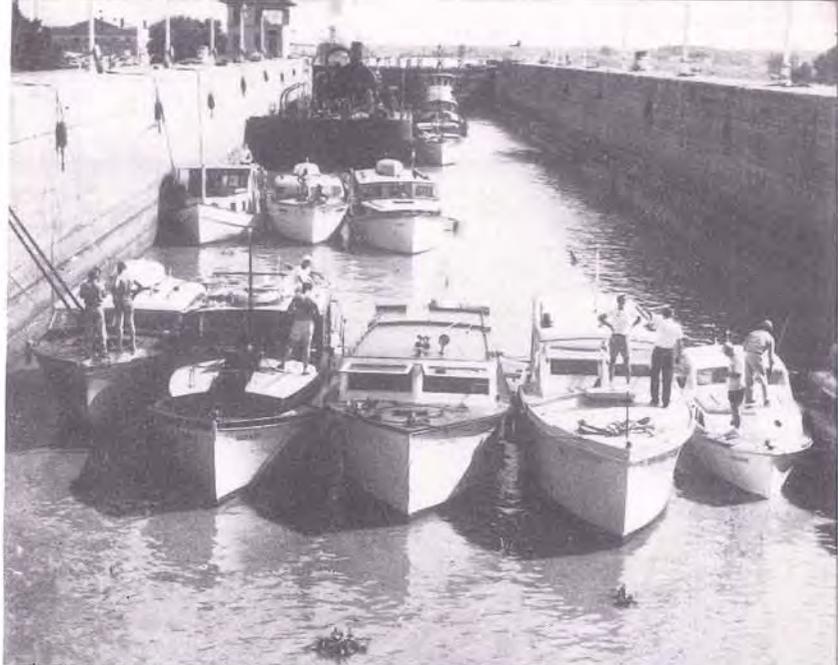


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GRETNА, LOUISIANA

HUNDREDS of fishermen and thousands of spectators attend the Grand Isle Tarpon Rodeo every summer. These are highlights of the three-day event: Part of the fleet in the Industrial Canal; trolling under the oil rigs off Grand Isle; landing a king mackerel from Murphy Crosby's lugger; a party of Rodeo anglers with a day's catch; and 1949 prize winner, Peter Paul Banville, at left, with his 132 lb. tarpon.



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New Orleans



YVONNE VOELKER of Kenner, on her show horse, Black Beauty, is an ardent riding devotee.

time, be out of the way of hunters. By the time the duck season was three or four weeks old, the wind changed to the south, flooding the marshes and offering matchless shooting until the time the season closed on Dec. 27.

Rabbit and squirrel hunting in Jefferson Parish varies little from year to year. Squirrels abound in the swampy areas where it is best to have a native guide if you are not familiar with the swamp or how to navigate it.

The road to Lafitte is lined with oak trees which are the homes of the squirrel. Another fine squirrel shooting area in Jefferson is the swamp at the west end of the Huey P. Long Bridge. Deer also abound in the same section which is only 20 minutes drive from downtown New Orleans, and in the vicinity, between Avondale and Westwego, are to be found quail, doves and other upland game.

Rabbits are so plentiful in Jefferson that more than one householder has complained that the bunnies come into their yards at night and ruin their flower gardens by nibbling at the tender young roots and shoots of the plants.

A man in Metairie supplemented the family diet by sitting in his back window one dark night and waiting until a bunny appeared. When he heard the unmistakable sound of the rabbit eating his tulip bulbs, he flashed on the yard lights, quickly sighted down the barrel of his air rifle, and sent the rabbit flying with a neat shot through the head.

Every Spring, the bayou country in lower Jefferson Parish is filled with talk of "the race." Excitement is as rampant as if the president of the United States was about to sail into Bayou Barataria aboard his yacht, the *Williamsburg*.

The object of all this interest is the annual classic of the Louisiana bayous, the Barataria pirogue race which is one of the most unusual and, at the same time, most interesting boating events in the United States.

The pirogue is the temperamental little boat that the Cajun trapper, hunter and fisherman uses to make his living. It averages in length anywhere from 10 to 16 feet and is barely wide enough to accommodate its occupant's hips. It is propelled by a paddle somewhat shorter than that used in a canoe.

In days gone by, the pirogue invariably was fashioned, with a maximum of elbow grease and know-how, from a huge cypress log which had first been

MANY EXPERT bowlers regularly frequent Jefferson's very fine alleys.



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carefully seasoned and then split down the middle. With care, such a pirogue has been known to last over 100 years.

Dugout pirogues were the boats used in the first races sponsored by the Louisiana Pirogue Racing Association. In later years, however, participants began appearing in longer, narrower boats made from cypress planks and resembling racing shells.

Of the 52 pirogues entered in the 1949 race which was run on May 15, almost all of them were of the newer, longer type.

The race was won by 27-year-old Herbert Creppel, a muskrat trapper who lost a leg with the paratroopers during the war. Creppel won his first pirogue race in 1941 when he had both legs. In 1946, he left his artificial leg on shore and went on to win the bayou derby without any noticeable trouble. In his latest win, he shoved his pink-painted pirogue over the four and three-tenths miles course in 28 minutes and 55 seconds, thereby cutting a minute and five seconds from the course record.

Not to be forgotten in the participant sports in which Jefferson Parish excels are horseback riding and skeet shooting. Numerous stables are located in Jefferson from the Orleans Parish line to the Huey P. Long Bridge along the banks of the Mississippi River. In addition to the places which offer horses for rent on an hourly basis, there are many private stables of blooded horses in which their owners have invested sizeable quantities of money. One of the most well known equestrian groups is the Jefferson Parish Sheriff's Posse, a riding club that appears both in Jefferson and New Orleans in many parades and other public functions.

The South Louisiana Skeet Club, located three-quarters of a mile up the old river road from the west end of the Huey P. Long Bridge, went into operation just before Christmas, 1948. Organized on a non-profit basis by John Naylor and Tom Hoskins, the club now has two skeet and one trap ranges. It is open to the general public except during inter-club shoots, which are for regular members.

Softball and football are among the most popular spectator sports in Jefferson. All high schools have grid teams while softball teams mostly are sponsored by neighborhood groups and local businessmen. Besides these, baseball,

basketball, tennis and swimming have thousands of devotees.

* * * *

Bob Skidmore took a long draw on his cigar and sat back in his easy chair. His friend, Jim Smith, stretched luxuriously and sighed. It was the evening before he was to return home. They had enjoyed a delicious seafood dinner of crabmeat cocktail, oyster stew and baked pompano—all of which had come from the waters of Jefferson Parish.

"It's an absolutely fascinating place, this Jefferson Parish," Smith said. "I never dreamed there was so much a person could do here. You know, Bob, I've been thinking . . ."

Bob raised a lazy eyebrow. "Yes?"

"Well, I've had to come more than a thousand miles to have the kind of fun and relaxation you have practically in your backyard."

"I think I know what you're getting at," his host said.

"I think you do too," Jim agreed. "When I get 'home' I'm going to see if I can transfer my business down here to Jefferson Parish. It should not be too hard to do. I'd like to be your neighbor, Bob."

"And we'd like to have you as a neighbor," Skidmore replied. "A good sport is always welcome here."

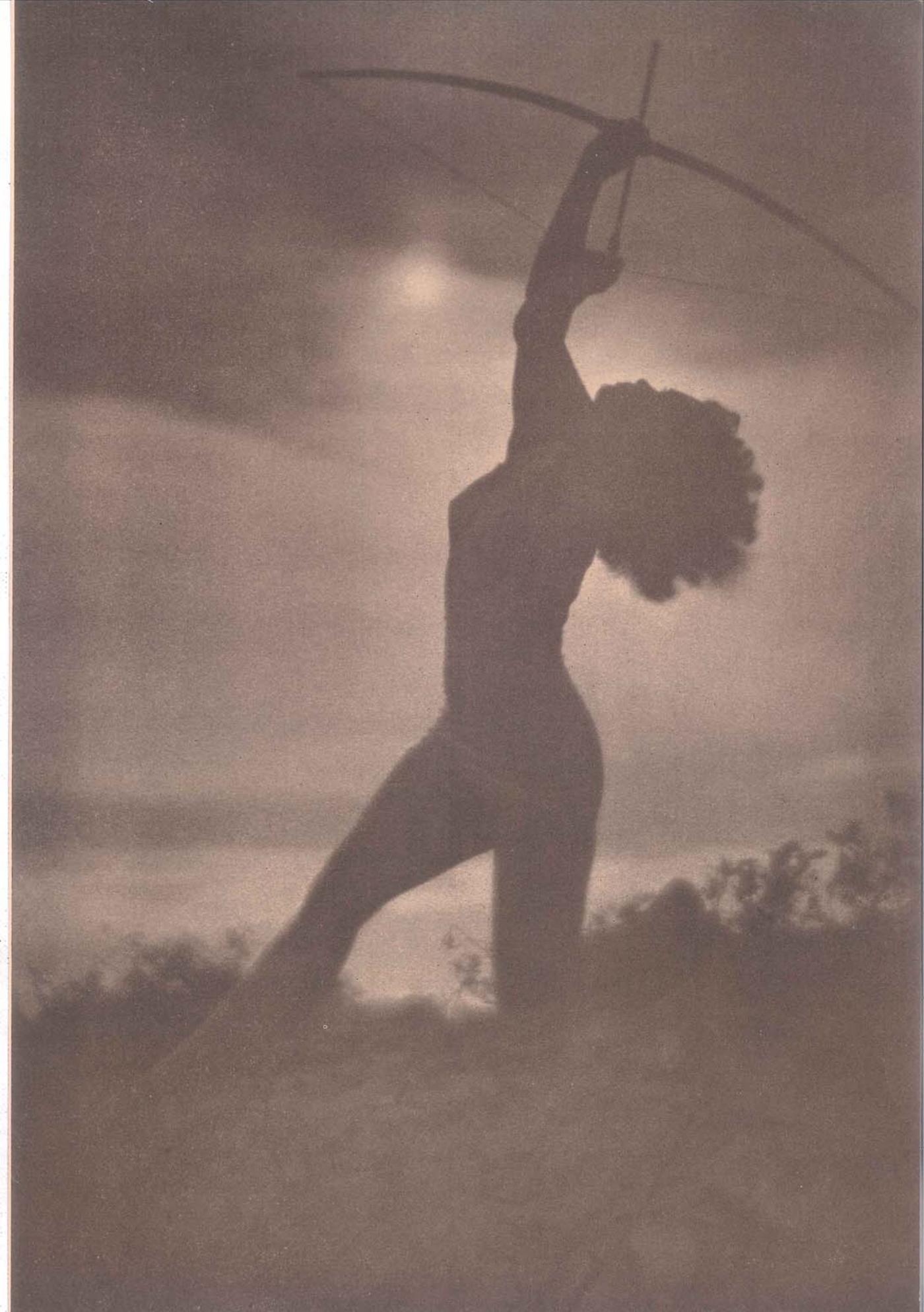
LET US NOT FORGET *the wonderful sport of crawfishing, that combines all the best features of a picnic and a fishing trip—besides furnishing the main ingredient for that delicious old Creole dish: "bisque ecrevisse."*



Camera studies *by famed photographer Eugene*

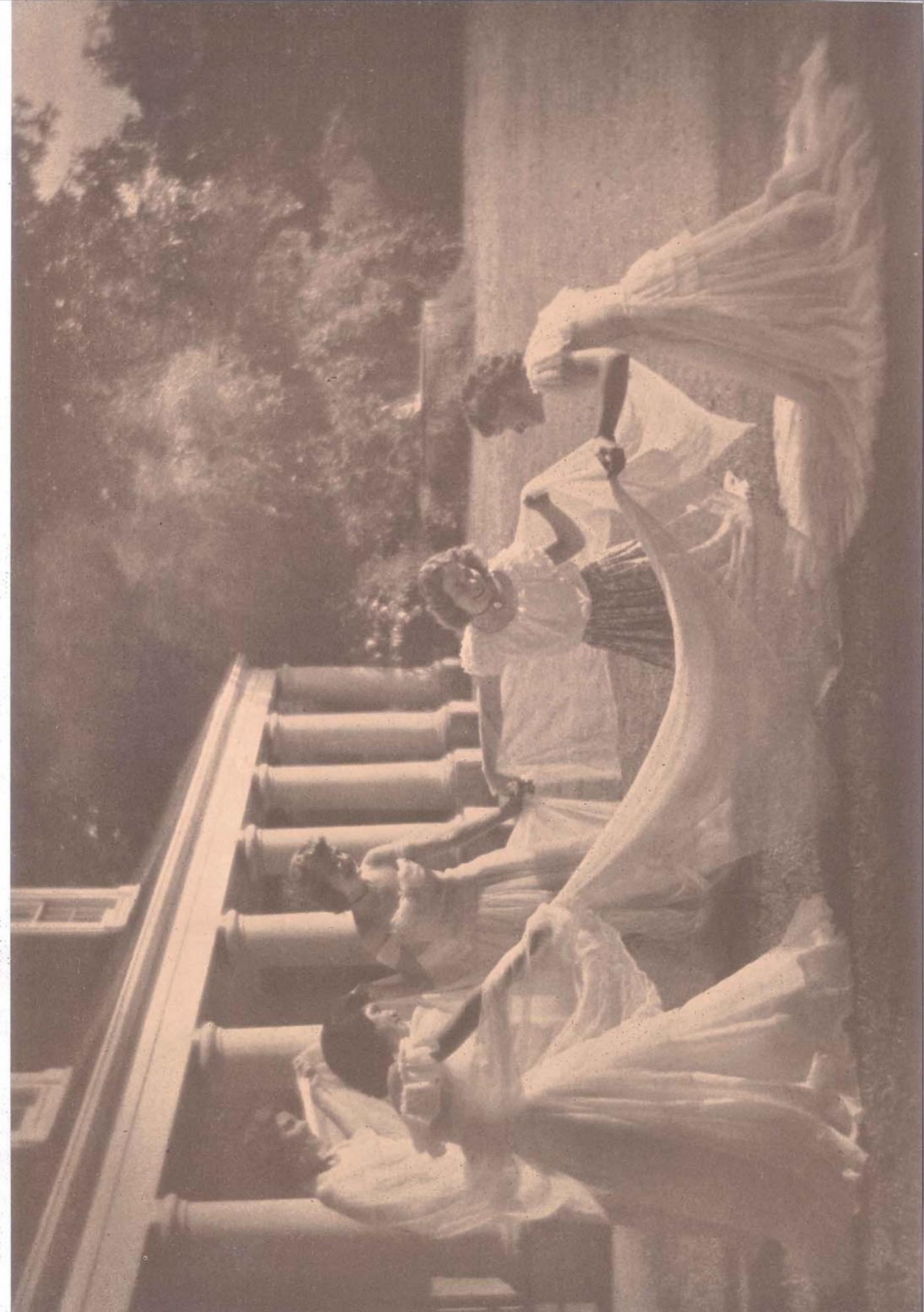
Delcroix now guide us through a sunny day in Jefferson

Parish. As Dawn shoots her shafts of golden light across the eastern sky, we meander along a tranquil shore and in a deeply wooded glade find proof beyond refute that every dog needs a boy. From here any path is a pleasant one, and happy chance leads us to a lovely vision out of the past. From this enchanted place musical laughter guides us to a more modern scene of feminine beauty. A bit of the late morning sun held captive in a sparkling pool turns before our eyes into a dream of a memory—or is it actually a water nymph we see? Now through a fairyland of chaste pear blossoms accented with clusters of yougan berries we pass a maiden fair deep in reverie of something—or someone—as another lass fondly at noontime contemplates the results of a morning's sport. Our afternoon steps turn into a lane leading home, past mellow old reminders of other days. The evening sun escapes to its tryst with the West as we reach the river, and twilight deepens over the land. Soon out of the velvet dark of night stretch welcoming the gates of home.













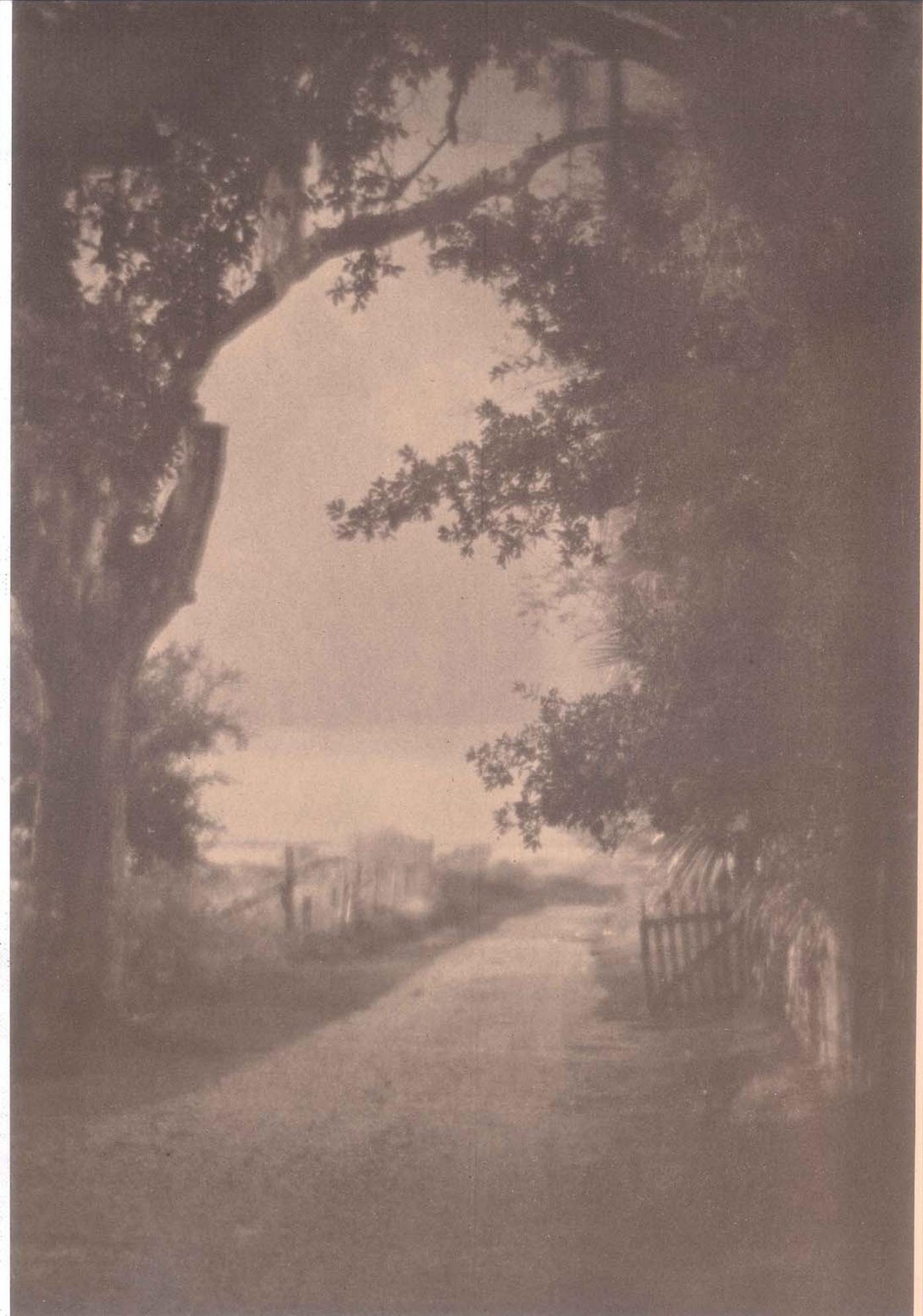




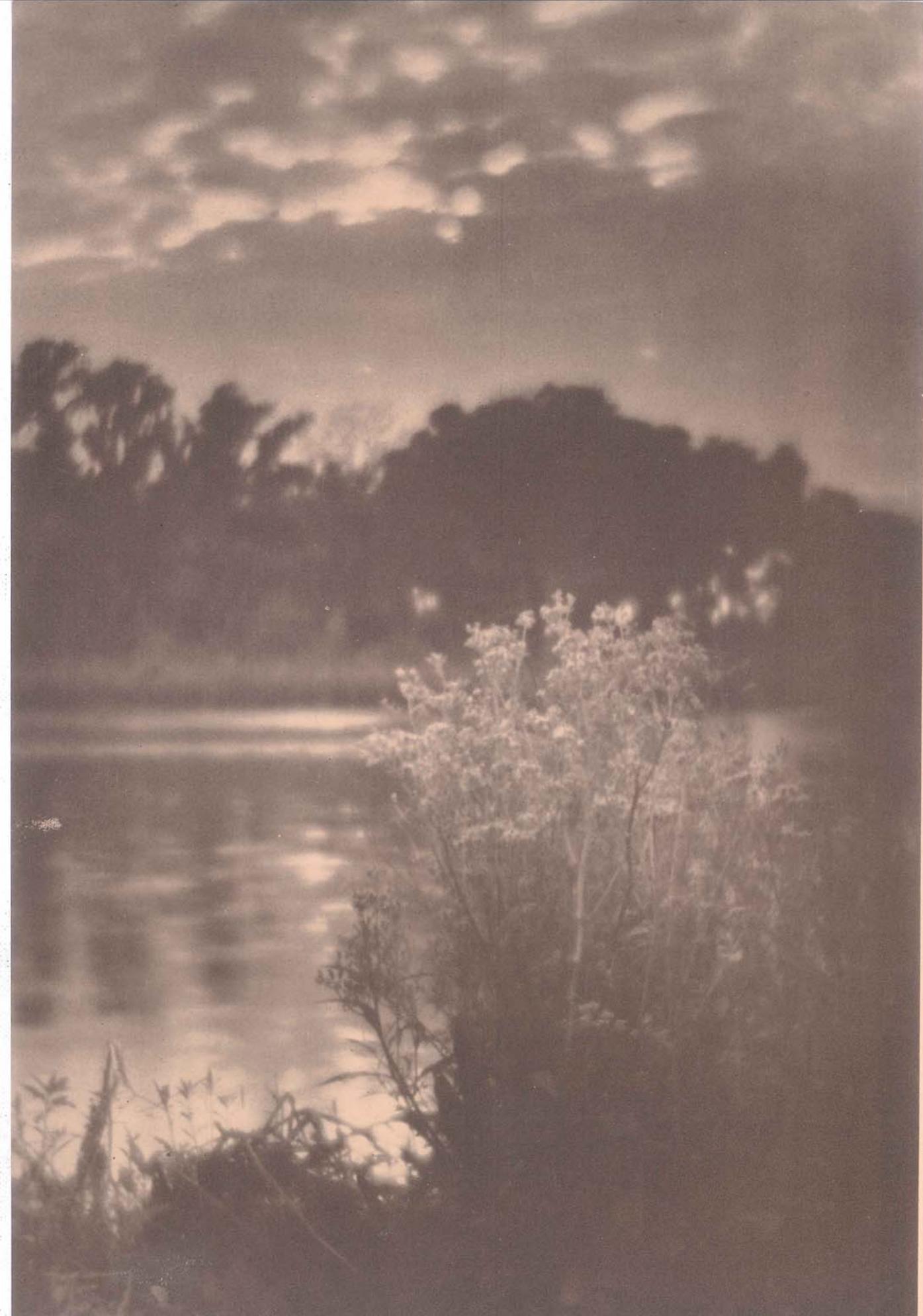


















TRAFFIC frequently lines up for blocks when the bridge now crossing Harvey Canal is opened, which sometimes averages every twenty minutes.

SILVER SPAN

FOR A GOLDEN FUTURE

For more than two decades the people of the West Bank of the Mississippi River have been working for a means of crossing the river other than by the present facilities. The inadequate ferries and the existing bridge nine miles above the commercial district of New Orleans, used mainly by through traffic, have been unable to keep pace with the industrial, commercial and residential development of this west side area. Now it seems as if that dream—that need—is about to become a reality.

Not only a bridge is in prospect of construction, but also a seriously needed broad highway to relieve the congestion on present connections between West Bank communities.

This past winter field surveys were started for an urban improvement

which would eventually connect with the proposed new bridge over the Mississippi River, and U. S. 90 west of the present Huey P. Long Bridge. The communities of Algiers, Gretna, Harvey, Marrero and Westwego will be served by a modern highway as one part of a major arterial plan for the Greater New Orleans area. The people in the communities in the Barataria section of Jefferson Parish, and as far down as the mouth of the river in West Plaquemines Parish will also greatly benefit by this development.

The exact alignment of the new road—whose eastern terminus will meet the proposed new bridge spanning the river—is yet to be decided. The western end of the highway will join U. S. 90 near the Huey P. Long Bridge, generally fol-

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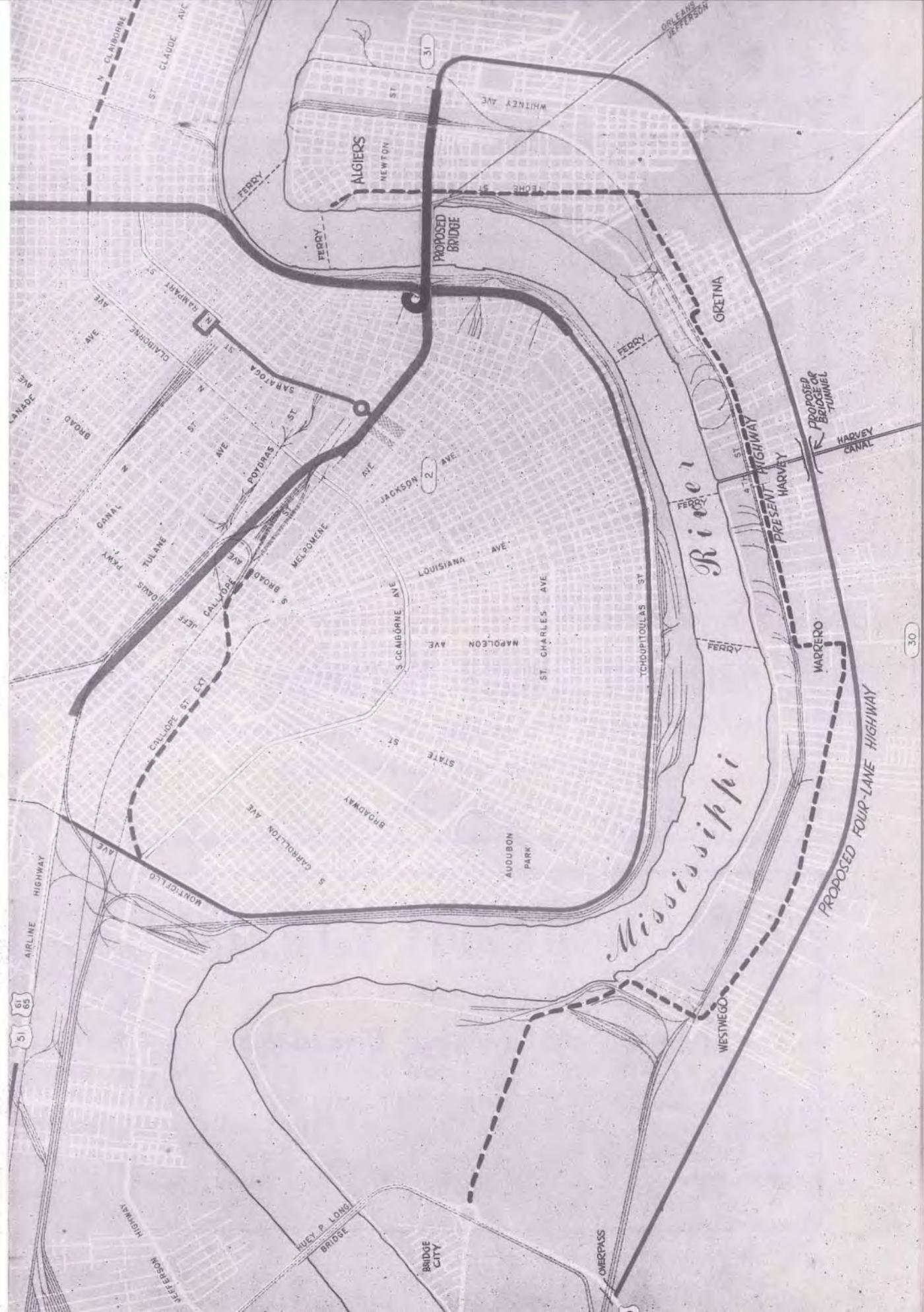
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lowing the West Bank of the river to meet the new bridge.

A high level, fixed steel span bridge has been proposed for the crossing of Harvey Canal by this new highway. The State Department of Highways applied to the Corps of Engineers of the U. S. Army for approval of plans for such a bridge, and a public hearing was called for May 25.

The plans submitted by the Highway Department called for a 2700-foot steel bridge, supported on concrete piers, at a site 0.6 of a mile south of Harvey Lock at Harvey, La. The channel span is to be 300 feet wide, with a vertical clearance of 53 feet above mean low water and 50 feet above high water.

When the Engineers gave notice on April 27 of the public hearing in May, all parties interested were invited to attend, particularly officials of any parish, city, town or local association whose interests might possibly be affected by the proposed structure.

Robert Moses of New York, author of the well-known Moses Plan for expediting New Orleans traffic, has suggested in a formal report that the Fourth St. highway, the existing connection between Gretna and Westwego, for a long time insufficient for current traffic, would be outmoded by the construction of a new bridge over the Mississippi River. He has recommended a new location south of the present road, by-passing the main streets.

In its initial stage, the new artery should be a conventional boulevard with a wide neutral ground, the Moses Report says. In that way, the report continues, grade separation structures could be added at important cross streets as the need for them develops. The report also showed that second-phase construction will add more lanes when they are required. Mr. Moses' report showed that the cost of the facility would be about \$6,500,000.

All of the major portions of the proposed Moses Plan would tie-in with the proposed bridge, and with the over-all development of the entire area.

The bridge itself is a complex engineering problem. It will connect with the New Orleans side by means of a spiral interchange but there are two ways of building the opposite end. The western side could also include a spiral connection, to end near the river, or it could extend away from the bank in a

straight line with a conventional approach which will have to tie-in with the proposed improvement now being surveyed, the anticipated four-lane highway.

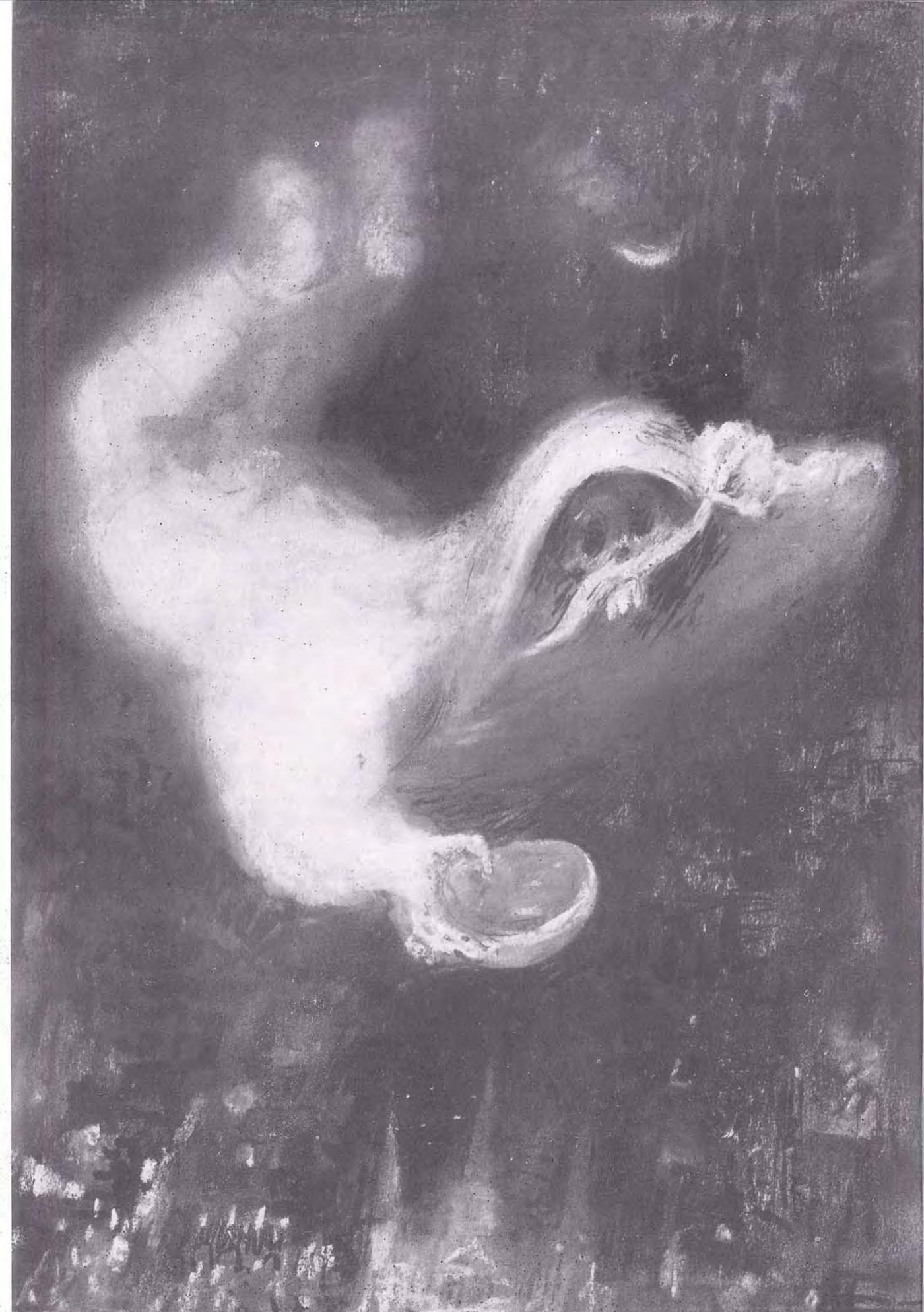
The construction of the entire project, including the bridge and all necessary connections on both sides of the river, will have to be carried on over a number of years. Segments of the overall improvement will be constructed in sequence so as to serve traffic best during the construction period.

Thus it was most encouraging that at the beginning of April this year, the State Highway Department asked the U.S. Engineer Corps to approve a location and plans for the 3000-foot span. The Engineers, who are responsible for all construction affecting navigation in any way, have scheduled a public hearing on this for some time in June.

In the 1950 Legislative Session of the State of Louisiana, a constitutional amendment was introduced by State Senator Alvin T. Stumpf of Gretna, which would provide for a free river bridge and other vital communication construction. Previously, in 1948, Senator Stumpf had introduced a bill for the construction of a toll bridge over the river, which had been passed and signed by Gov. Earl K. Long. This new amendment provides for a \$140,000,000 bond issue to finance a toll-free Mississippi River bridge and a tunnel under the Industrial Canal, at a joint cost of approximately \$45,000,000. Of the balance, \$75,000,000 is earmarked for primary roads and \$20,000,000 for Federal-aid secondary roads. If passed by the State Senate and House of Representatives, and signed by Governor Long, the amendment will be voted upon by the people of Louisiana in November.

At long last it seems that the pressing need of adequate transport communication between the highly industrialized West Bank and the East Bank area is to be realized. The opening of what has been termed "one of the worst traffic bottlenecks in the State"—the present Westwego-Gretna highway — must be considered of utmost importance.

We are certain that the determination of the men who see the need of, and the benefits resulting from, another bridge spanning the Mississippi River, and a wide highway on the West Bank, will cause the first spadeful of earth to be turned in the near future.



IT IS TIME someone took a census of Louisiana ghosts. It has been said that when a Louisianian dies and goes to wherever he goes he comes right back because he finds no gumbo there.

Whatever the cause, it does seem difficult to make some Louisianians stay dead. This seems to be particularly true in the swamp and bayou country, of people who have lived along the river, of those who resided around Barataria or along the routes to Grand Isle, or in any of that beautiful country that finally loses itself in the Gulf of Mexico. Perhaps it is because no other world seems as fine a place to live as this one. Perhaps it is really because this is wonderful gumbo territory. Anyway, they come back, and it seems logical that they should be accepted as citizens again, although not all of them have very good manners or are in all ways desirable to have around as neighbors.

Perhaps the most desirable ghosts are those who haunt the old plantation houses of Jefferson and adjoining parishes, on both banks of the Mississippi River. These are aristocrats, gentle and well-behaved, but who have frightened many people on frequent occasions, nevertheless.

Some of these ghosts have been lady ghosts, and some of them have been very pretty, but even that hasn't prevented them from scaring the living persons who saw them. There was, for instance, a beautiful ghost who once lived at Elmwood, which is approxi-

mately 2,000 feet west of the Huey P. Long Bridge, on the East Bank. Her identity was never ascertained, but there are several possibilities. Elmwood was originally part of the Chauvin property and belonged to the three Chauvin brothers, who, possibly to confuse later Louisiana historians, called themselves by three separate names—Lafreniere, de Lery and Chauvin—and the last seems also to have called himself Bellaire. Anyway, they all married other wealthy Creoles and some of their descendants took the family names of Lafreniere, de Lery and Bellaire, while others went right on calling themselves Chauvin. A succession of Chauvin women resided in the house from its first occupation, brides and daughters of its various owners. There was the tragic bride of Nicholas Chauvin de Lafreniere, its first mistress, who saw her husband executed by order of "Bloody" O'Reilly, just after they had moved into the house. There was Marie Celeste Chauvin de Lery, probably the first owner's niece, supposed to have been murdered in an uprising of slaves. There were young girls who died in the plagues of cholera and yellow fever of those early years while living in that house.

But it was not until years later, when Elmwood was empty and deserted, that the ghost began to appear. People in the neighborhood saw her often and they fled at the sight of her. She was young, pale, darkhaired and clothed in white silk, in the fashion of the turn

GHOSTS and Gumbo

By Robert Tallant

Author of *Mrs. Candy and Saturday Night*,

A State in Mimosa, Etc.

Illustrated by Charles Richards

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of the nineteenth century. She wandered in the deserted gardens at night and on the galleries, and in her hand was a large bell, which rang listlessly from time to time. It is probably facetious to say that she was calling her family together for gumbo. Most of the people who saw her said she was trying to summon protection from slaves gone berserk, others that she was warning passersby from entering a plague-ridden house, some that she was trying to call her lover. Whatever she was doing, she stopped when the house was bought and restored, and she has never been seen since. Perhaps she is content now that her home is again occupied. Since then there has been a fire, another restoration.

Another beautiful ghost lived at the Soniat Plantation, now the Colonial Country Club, located on the river about three miles west of Elmwood. She was a bit more fearful, however, for in one hand she carried a murderous, blood-stained knife. Her identity is also a mystery, for there was no one in the original family occupying the house with whom she could possibly be identified. She vanished, too, but not until the house was done over and became occupied by the club.



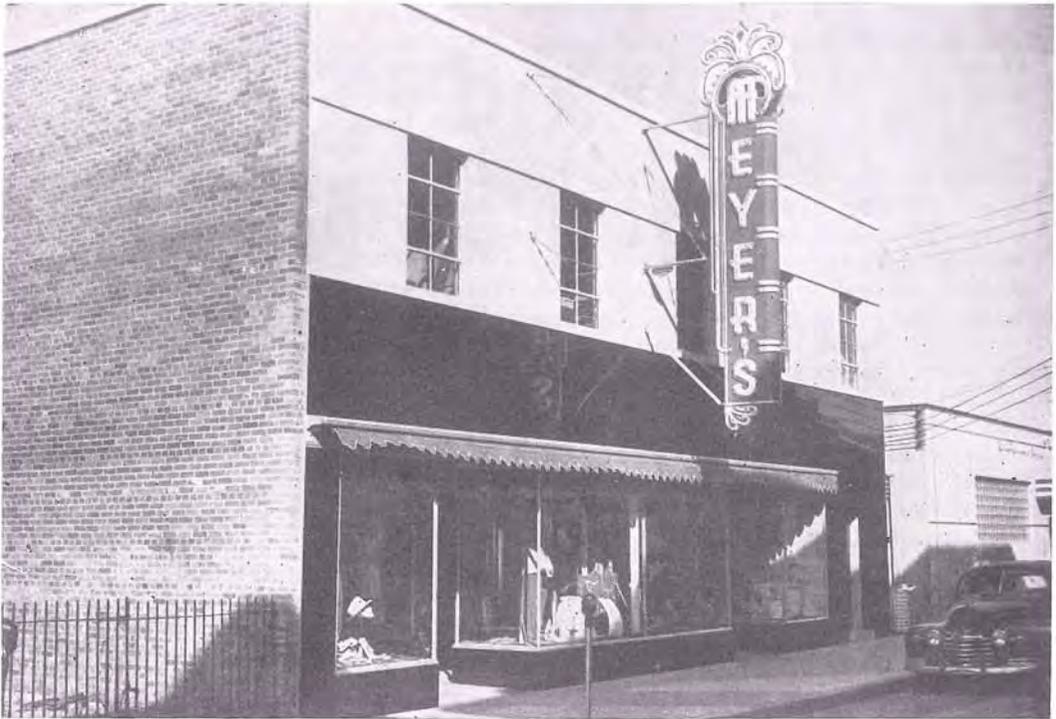
It is probably facetious to say that she was calling her family together for gumbo . . .

Sometimes a ghost has appeared on the gallery of Trepagnier. A male spirit, he holds a shotgun, as if to use more than the mere sight of his supernatural self to keep out intruders. It seems that in 1811 there was a slave insurrection in the parish and the owner of the house held off more than 500 slaves in this manner until the arrival of the militia from New Orleans. After death he seems to have gone on repeating the performance for which he was most famous. Nearby there is also a haunted cemetery, where it is said the hair of a redheaded man grew through the cracks of his tomb for years.

Destrehan, twelve miles west of Soniat, in St. Charles Parish, now the property of the Pan-American Petroleum Company, is another haunted plantation house in the vicinity. Destrehan is haunted by Jean Lafitte, whose ghost appears so often and in so many places in this part of Louisiana that it is extremely doubtful that he had had time to do anything but haunt since he died. Usually he is guarding his buried treasure and that is what he is supposed to be doing at Destrehan. His disconsolate shade only appears on dark and stormy nights. He points a bony finger at the floor and vanishes. Once the ground floor of Destrehan was torn up tile by tile in an endeavor to find pirates' loot, but nothing was there.

Lafitte has appeared at Grand Isle, of course, at Gombi Island, and all over Barataria. A favorite spot is Perrin's Cemetery, in the Barataria country twenty-two miles south of the Mississippi, where some folk have believed he lies buried between Napoleon Bonaparte and John Paul Jones. When he materializes here he is sometimes accompanied by the spirits of Napoleon and John Paul Jones, probably the three most illustrious shades to appear together in the United States.

"The Beautiful Bride of Metairie Cemetery" is another ghost of the sad and lovely persuasion. She has appeared often at the gate of Metairie Cemetery—one-time site of New Orleans' first race track—always around midnight. Lots of people have seen her, but she causes most havoc to the nervous systems of taxicab drivers. For she always hails a passing taxi, climbs inside and gives an address in Jefferson Parish, usually in Metairie. When the address is reached, she requests the driver to go in and ring the doorbell.



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The door is always opened by a young man. Then, when the driver and the occupant of the house look for the girl in the cab, she is always gone. There follows a description from the driver and a startled cry from the man. The young woman, of course, always turns out to be the young man's wife, whom he has buried the day, the week, the month or the year, before. Sometimes she even wears a bride's dress and veil. Many taxicab drivers drive past the cemetery at increased speed and with eyes straight ahead if they have to pass its gate at midnight.

The lady ghost at Myrtle Grove in Plaquemines Parish is no longer young, but she is sweet and kindly. Just the same she has not always been welcome at this plantation thirty miles south of Gretna, seat of government of Jefferson Parish. She is tiny and old and wears a green taffeta dress that rustles and a green bonnet with ribbons that tie under her chin. At night she tiptoes from room to room, holding up her crackling skirts with one hand. In the bedrooms she raises up the mosquito bars and peers down into the sleeping face of the occupant of the bed. If the person awakens this is somewhat startling and guests have fled Myrtle Grove in the middle of the night. Apparently though the little old woman means no harm. Obviously she is searching for someone, and she is always disappointed.

In St. Bernard Parish, about six miles down river from New Orleans, at Kenilworth Plantation, there is an affectionate couple, who walk the stairs and through the downstairs rooms of the house all night long. They hold hands and seem to be very much in love, but it is difficult to identify them or even to ascertain their ages. Neither has a head.

At Westwego on the river, Seven Oaks, also known as Zeringue Plantation, used to have even more horrible spectres, although they have not been seen for some years. This was a whole colony of phantoms who began each night with a ball. Around midnight music would begin playing, and then the drawingrooms would fill with couples of handsomely dressed ghosts, who proceeded to dance with each other. The hum of gay and animated conversation could be heard and the sound of laughter would fill the house. Then suddenly everything would



He points a bony finger at the floor and vanishes . . .

change. The music would stop and the laughter and chatter would be supplanted by ominous whispering and vicious, bitter threats. Finally the ghosts would fall upon one another and begin fighting. Swords and rapiers would flash, and there would be mingled screams of rage and pain. Heads would be lopped off and corpses would fall to the floor, and the floors would be covered with streams of blood and hacked bodies. A few minutes later all this would disappear and the rooms would be perfectly empty. What scene was being reenacted night after night?

About 30 miles west of the Huey P. Long Bridge a truck farm near Killona, on the West Bank in St. Charles Parish, was plagued with a murderous ghost a few years ago. There had been a kind of feud between one farmer and his neighbor, a woman. One day the woman threw a stone at the farmer's horse, that had trespassed upon her property to graze in her pasture. The stone hit the horse in the head and killed it. The horse's owner put a curse on the woman, saying he would avenge him-

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self upon her after he died. He seemed in a hurry to accomplish this, for he died less than a year later. Immediately the torment of the woman began. All night stones would rain against the side of her house, smashing windows and keeping her awake. Her stock died mysteriously and her vegetables rotted in the garden before they ripened. Inside the house furniture moved from place to place without anyone touching it. Evidently the deceased farmer had acquired friends in the spirit world, too, for soon the woman began to hear voices warning her to get out of the house and off the property or they would kill her. She awoke in the middle of the night to feel cold fingers at her throat. Once when she entered a dark room a hand slapped her in the face and knocked her down. After that she was often beaten by unseen hands, even in the daytime. Sometimes she would be pursued through her pasture and beaten until she lay bruised and unconscious on the ground. But she stubbornly refused to vacate the premises. Within a few months she was found dead by neighbors and the cause of her death could never be ascertained.

The most terrifying pirate ghosts are those that reside at Gombi Island just off the Gulf, near the end of Bayou Caillou in Terrebonne Parish. Many of the people in the vicinity have seen them. One young man went to the island to dig for buried treasure, and was digging away hopefully, when he heard a noise, looked up and saw his pirogue floating away. He retrieved it and was tying it to a tree when he spied a skiff approaching. In the skiff were three roughly-dressed men, all soaking wet and with seaweed tangled in their mustaches. The skiff landed and the men crawled out. Then the treasure-hunter saw that they carried knives. He knew they were the ghosts of pirates, of course, so he fell to his knees and began to pray. The men ordered him to get in his pirogue and leave the island. This he did without hesitation, but when he crawled into his boat there was a fourth ghost, the fiercest of all, a big fat buccaneer with fiery eyes, blood dripping from his mustaches and shrimp crawling all over his face. This pirate carried a pistol as big as a cannon, too, and he ordered the young man to row. The young man rowed. When they had almost reached the mainland the pirate slid over the side of the pirogue and disappeared beneath the

water. The young man went right on rowing. When he reached home and entered his house his hair had turned snow white.

There are many other kinds of ghosts. There is a company of ghost soldiers that appears in the ruins of Fort Livingston sometimes at night, who march in formation and go through drill practice in the moonlight. There are ghost ships that appear among the islands near the Gulf. At Raccourci Cut Off in Lafourche Parish, there is even a ghost steamboat, an old paddle-wheeler, supposedly lost the night the Mississippi River changed its course. It has never been seen, but its signal bell can be heard and sometimes the voice of the pilot, roaring curses through the fog.



... it is difficult to identify them or even to ascertain their ages ...

And a woman in Marrero once had a ghost with the biggest appetite on record. Every night her refrigerator was raided and most of the contents disappeared. At first she suspected human intruders, but after all the locks on doors and windows were changed and strengthened she knew that nobody

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could have entered the house while she slept. Then she blamed her husband, but one night she stayed awake all night, carefully watching to see if he left their bed. He slept through the night, but in the morning the kitchen was devoid of everything edible. Then she knew it was a ghost, and one who did not come back just for gumbo, but for anything at all worth eating. The woman and her husband went to live

with relatives for about a month after that and no food at all was left behind. When they returned the ghost had gone, for food left overnight remained untouched. Evidently the hungry ghost had become discouraged and gone elsewhere to seek nourishment. She has always wondered who is feeding him now, and she says that sometimes she feels a little ashamed that she treated him that way.



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SURF BATHING and beach games are among the many pleasures of Grand Isle, much-photographed by Eugene Delcroix.

The **GRANDEST** **ISLE**

By George Raffalovich

The appeal of Grand Isle as a vacation spot is gradually penetrating the play-time consciousness of America, and the number of its happy devotees increases every year. Picnickers, fishermen and lovers of the outdoors enjoy its fine surf, its sports fishing and its lovely scenery. World-famed photographer Eugene Delcroix is in love with

Illustrations by Tilden Land



the place, Tilden Landry, artist and illustrator whose work appears in periodicals having international circulation, delights in roaming the lanes and the beach with sketching pad. Thousands of people from all over the country personally enjoy the island and its wonderful beach which might easily become the Lido of this continent.

Whoever gave this strip of land on the beautiful Gulf of Mexico the name of Grand was indeed a connoisseur of the art of living.

Besides Cannes, my enchanted native spot on the French Riviera, I have seen many enticing sand stretches on blue, gray and green oceans and seas. The Lido at Venice, Abbazia and other East Adriatic resorts, Ostend in Belgium, Brighton in England, and those

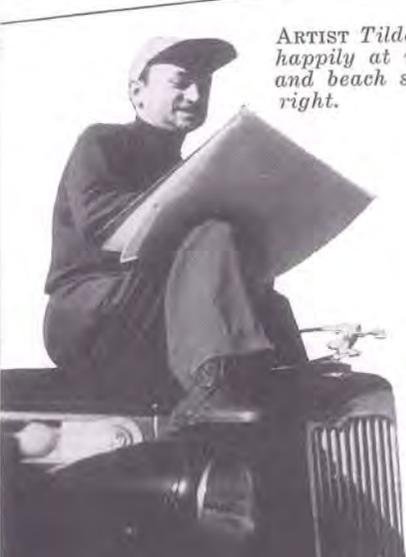
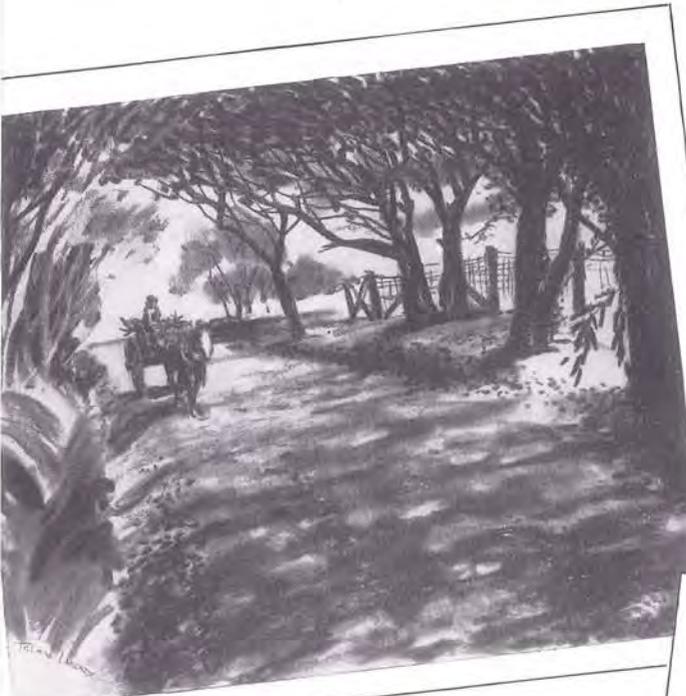


CANNES, on the French Riviera.



SHORELINE at Menton, France.

golden stars in the French halo: Western Dieppe in a break of high chalk cliffs, Le Treport, Fecamp, Etretat, Pornic, the superb Sables d'Orloune, Arcachon, Royan, Biarritz, Cabourg at the mouth of the Dives, Nice, Cette and especially Gulf Stream-washed La Baule, near Saint-Nazaire, have long been considered the finest seashores in the world.



ARTIST Tilden Landry hard and happily at work upon the lane and beach scenes above and at right.



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Of these, La Baule-Escoublac has the best sand of all. It is several miles long, slopes so gently that you are hardly aware of the rise, so smooth, hard-packed, and tide-cleaned that you can drive cars and ride bicycles on it, and yet so soft to the foot and the body that bathing and sunning are a pleasure to the senses.

No raw breeze from the sea chafes the tanning skin, and health-giving forests of pine protect you from north winds. The exposure is frankly southern, the water warm enough for bathing as early as May and as late as October. Adding to the lure of the golden sand, a wide stone walk parallels the close-packed sandy beach, and rows of gaily colored tents are doubly sheltered in its shadow. To top the advantages of La Baule, appreciated by thousands, there are several almost equally attractive but smaller beaches in the vicinity, none of which would ever swell with pride and attempt to rival Atlantic City or Coney Island, with their noisily overcrowded conditions and rank commercial aspect.

It takes little imagination to see that Grand Isle offers many pleasant and favorable resources. Certainly the essentials are there, as is evidenced by its ever increasing crowds of vacationers and seasonal residents.

In the clear, ultramarine Mediterranean there is almost no tide, but there are the persistently blowing *fise* and *mistral*; the Adriatic is so full of salt and iodine that you float without effort, but the area is politically troubled; the Bordeaux section of France has wide sand stretches, but the loneliness soon palls; Brittany offers a quaintness of small ports, colored sails, blue fishing nets, picturesque native costumes, but it is unpleasant in winter.

I was born in Cannes which had later to make the inevitable choice every resort must face: seaport, industry or family resort. The long line of little bays, little towns, fashionable walks and casinos attracts the idle wealthy as far as and beyond Nice. It is true that the snow on the crest of the Alps and the fantastic slopes linking it to the blue sea, and the lovely range of red porphyry Esterel are added attractions, but the beach itself in no way matches that of La Baule, and I believe Grand Isle can rival the latter.

Grand Isle offers freedom and simplicity; its perfection of gracefully leaning, deep-rooted oaks make a fine



THOUGH undeveloped as yet at Grand Isle, waterskiing is one of many thrilling sports that can be indulged in off the eight miles of safe beach on the southern shore.

windbreak, and the sands are really golden, due in part to the backsweep of the Mississippi River current on hitting the Gulf waters, carrying with it untold tons of fine biege-colored river sand, which is deposited, clean-washed and shining upon the shore—not the grey mixture of oily mud, sand and gravel that composes so many famous beaches.

Twice daily, the rhythmic tides alter the lines of strewn flotsam on the brown-sugar hued shore. The long stretch of sand welcomes picnickers, and cars can be driven to the very edge of the water. There is work to be done to increase the picturesque appeal of the inland stretches, and more immediate steps to be taken to arrest the beach erosion going on, but the unspoilt, unaffected charm of Grand Isle is something that should be kept in as unchanged a condition as possible.

Adding to the other attractions is the friendly attitude of the local inhabitants, most of whom speak French as a matter of fact, and good, crisp French at that. Eight miles of safe sand is something to look forward to, and for many a generation there will be room there for every visitor who seeks the pleasures of nature in the truly natural state.

No undertow hampers and endangers the lover of salty surf, and no stones hurt his feet. One sees instead weathered driftwood of all kinds, in all sorts

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of shapes, out of which can be achieved miracles of carving and decoration. Lamps, tables, bowls and many odd and artistic objects are made from this driftwood.

Grand Isle is almost constantly caressed by balmy breezes from the Gulf and the nights are cool in summer, temperate in winter. The soothing ecru of the sand returns no glare to the eyes. Birds of many hues live here the year round, and there are many thousands of seasonal feathered visitors. The wonderful surf is seldom too high for enjoyment.

True, there are no hills behind the eight-miles-long beach. But there are dreamlike lanes framed in oleanders, that invite the adventurous and romantic wanderer. At the beach itself the tide rises normally about a foot or so in its range. The soft, fawn-colored sands are dotted with privately owned beach homes, and tourist courts and cabins to accommodate the public. Along the shore is also a movie theatre, a grocery and night clubs. Inland these features are duplicated and amplified. Here are hotels, churches, schools and a drug store.

Surely one cannot expect to find in Grand Isle the whole gamut of regional background, the traditional and cultural variety which makes European seashore resorts so charming to Americans. Nevertheless, if one wants variety on the American continent, it is here. Grand Isle's people are of French, Spanish and other European stocks and cultures, and there are also some representatives of Oriental races.

I do not wish to imply that I do not have nostalgic longings for the cheerful crowds of European seashore places and ways, though most of them are now too smart to be interesting. Berck and its long white sandy beach; Royan at the mouth of the Gironde, frequented for centuries for its conches and its sandline framed in pine forests; gracious Biarritz in the Fall; St. Jean de Luz, a fine sandy stretch on the Gulf of Gascony, which is best in winter, and crowded Brighton with a four-mile seafront on the Channel from Kemp Town to Hove. Arcachon has two beaches, one a winter resort, the other a summer attraction, both along a sandline

always safe and commodious. It has the most even climate I know.

I recall Dinard where I spent many happy evenings while stationed at St. Malo, and Fecamp the hill-belted, always reserving a secluded spot in my memory for that flowery Eden; the soft charm of the Maritime Alps, especially Cannes, Antibes, Eagnes, Juan les Pins, and the Lerins Islands. One does long at times for a mountain, a hill, a rock, flowers in profusion and aromatic pines.

Nevertheless I dream of a whole season on Grand Isle, for fishing, idling, dipping in the surf and enjoying the old folks' tales of their ancestors, cloaked to this day in Lafitte's glamorous legend.

Indeed, Grand Isle could be the Lido of the continent. Unfortunately, however, the ceaseless forces of nature are and have been for a long time at work upon its shore line. The eastern end of the Isle is being eroded away by the waves, and after any slight blow the effects are readily apparent.

It would really be a great pity if this lovely spot were permitted to eventually wash away, depriving its people of an almost Paradisal home and an ever increasing source of revenue, and depriving thousands of people from everywhere a wonderful year-round place to enjoy life.



MOONLIGHT along the beach of Grand Isle is every bit as enchanting as this scene of France's Normandy shore.

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ALMOST EVERYBODY reads books from the Marrero Branch. Top: Ronald LeBlanc, Roland Davis, Frederick Sapia. Bottom: Sandra Mendoza, Maria Billiot, Sandra Boudroux.

BOOKS ARE BUILDING BLOCKS

By Nantelle Gittinger
Pub. Asst., Louisiana State Library,
and
Bertha Hellum
Parish Librarian

Progressive Jefferson Parish joined the ranks of thirty other Louisiana parishes enjoying parish-wide library service when the State Library launched its largest one-parish library demonstration in Gretna late last November.

Accorded overwhelming approval from the start, it was but natural that the project should be a success and the Jefferson demonstration library lived up to its auspicious beginning.

Jefferson's large population, its geographic division by the Mississippi River and the striking contrast between the heavily populated urban sections and the sparsely settled bayou areas, present aspects of library service somewhat different from those in other parishes where the State Library has conducted demonstrations.

What Jefferson Parish residents received is correctly termed a "demonstration" library, for the State Library directs the program during a trial period in order to demonstrate good, adequate, efficient library service. The major portion of the large initial expenditure is borne by the state agency with the cooperation of the Police Jury.

Jefferson people themselves "demonstrated" too, for in the first few months that the library was opened they gave ample evidence of their intention to make their library permanent. They made immediate use of library services and planned to put their system on a local basis by voting parish library maintenance at a tax election probably to be called this summer.

Building for permanence has in fact

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MRS. BERTHA HELSUM, *Parish Librarian.*



KATHLEEN, Eileen and Earl, with mother, Mrs. Marion Higgins, Jefferson.

been the keynote of the Jefferson demonstration. This spirit was typified in the offer of Mr. John Lauricella of Harahan to give a branch library building for his community. A contractor and real estate developer, Mr. Lauricella offered to build as soon as plans were given him. He presented his generous offer before the city council after the parish system had operated less than two weeks and it was accepted at once. An excellent location was chosen on Town Hall property, between the hall and the Youth Center.

On Grand Isle, permanent library plans were emphasized also. The Grand Isle Woman's Club bought an unused building, financed its remodeling, and rented it to the library service. With the cooperation of the Humble Oil and Refining Company the structure was moved two and a half miles to a site loaned by Judge T. Mercedes Adam. When the unit was opened late in January several of the speakers mentioned

expanding the building when necessary.

For the demonstration period the State Library provided a staff of five trained librarians, two clerical assistants, a collection of over 18,000 books selected especially for Jefferson Parish, magazine and newspaper subscriptions, and the latest model bookmobile with its operating expenses, to supplement the service given by the ten branch libraries opened throughout the parish. The Police Jury supplied library quarters, utilities, furniture and equipment, salaries of eleven assistants, building supplies and some administrative supplies.

Full financial support of the library becomes a parish responsibility at the end of the demonstration. After the tax is passed, all maintenance comes from parish funds but the State Library leaves the books and bookmobile as an indefinite loan. Thus the vote at the mid-year election will be to maintain an organized library with an initial book

MAYOR and Mrs. William J. White of Gretna, at opening of Gretna Branch.

ENJOYING LEISURE at Westwego Branch, Mrs. Sam DeMateo, Mrs. S. J. Peloux and Mrs. Elizabeth McNamara.



PLEASURE — PROGRESS

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With its Grand Isle Tarpon Rodeo, Annual Pirogue Race, West Bank Mardi Gras, fishing, swimming, boating, and many other attractions, Jefferson has become a No. 1 Mecca of pleasure seekers.

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stock and certain supplies and equipment already on hand.

Should the library become Jefferson's own, as is most likely, supervision will be by the local library Board of Control, which will be responsible to the Police Jury. Board members, who also served during the demonstration period in an advisory capacity and are appointed by the Police Jury, are: Mrs. George Heebe, chairman; Alvin G. Gehring, Errol E. Buckner, Joseph Dosat, Joseph J. Martina and Weaver R. Toledano, Police Jury president and ex-officio member of the library Board of Control.

The Louisiana State Library cooperation will continue through its book lending service to the Jefferson Parish Library and through any suggestions and advice asked for.

Running on a five-day-a-week basis instead of the semi-monthly schedule customary in strictly rural parishes, the bookmobile takes books to both urban and rural readers, for the regular stops of this "library on wheels" were carefully selected to serve all those people who cannot conveniently use one of the branch libraries.

Another bookmobile feature is the Red Cross first aid available. The driver is a Red Cross first aid instructor and when he is at the wheel the bookmobile bears a Red Cross placard as well as the library sign proclaiming "Books, Service—Free to All".

As soon as possible after library headquarters were opened in Gretna, branches were set up over the parish in easily accessible locations. Gretna headquarters is on the main street at the intersection of Huey P. Long Ave. and Fourth Street. Through the large plate glass windows the bright new books present an inviting picture to the passersby.

Metairie's branch building is in the center of a business district. The Kenner branch is in the former post office building and Harahan's is in the Town Hall until the new building is ready. Westwego has its branch on the main street and in Marrero it is on the highway. In Jefferson, the library is in the American Legion hall, while the Grand Isle branch is in the center of the island on the beach highway. The East and West Bank Negro branches are in Kenner and in Walkertown.

Only the Gretna and Metairie branches are open all day, every day, but hours for service at the other



FOR PLEASURE AND PURPOSE. Top, Fairlyn Lee and Mary Ann Tennyson deep in tales of childhood at Metairie Branch, while below them Paul M. Lagarde utilizes the Jefferson Branch's practical facilities. Below is the "library on wheels" that takes books to the outlying rural districts.





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branches were selected for public convenience and some have evening hours.

Jefferson Parish residents have shown an increasing interest in reading—more than 15,000 books were read during the library's first two months—and they have realized that they can read for information as well as recreation.

For instance, a young man planning to start a new business asked for material on the state sales tax in order to know how to figure the tax he would have to pay. An organization planning a district drainage project asked for information on drainage. The owner of a gun shop studied a history of guns and an undertaker wanted books on embalming. Historical data on castle interiors and authentic costumes of Richard the Lionhearted's period proved of great help to a group designing sets and gowns for a Carnival ball. Another borrower preparing for a trip to Mexico read books on Aztec culture. A restaurant owner wanted material on menus and cafe management and a woman planning to open a gift shop borrowed books telling her how to operate one. Numbers of mothers have used the library's material on infant care and child raising, while teachers have borrowed books on group drills, games, school plays, programs and on professional teaching methods. Several borrowers among the French-speaking bayou residents have asked for French grammars and one Italian woman asked for a novel in her native language. An-

other request was for the Greek alphabet.

Those are only a sample of the variety of requests filled through the library but they bear out the inclusive range of subject matter to be enjoyed.

If the information is in print, it can be found for any Jefferson Parish reader, for in addition to the local collection the resources of the State Library are available through an inter-library loan service. Going even further, if the State Library lacks the required books they will be borrowed from other libraries, including the Library of Congress.

Jefferson Parish's library is the latest unit in the State Library's statewide program. Two other parishes, Catahoula and Avoyelles, are currently having library demonstrations, and fourteen parishes are on the waiting list. Celebrating its 25th anniversary this year, the State Library can well take pride in the great advancement made in library development. In 1925, when the statewide library plan was started, there were only five free public libraries in Louisiana, none of them offering service to country people, and there was only one trained librarian in the state. Today's situation of increasing demands for libraries and intense consciousness of their importance is a gratifying contrast to those early years, for by now people everywhere in Louisiana have come to realize, as have Jefferson Parish people, that the library is an integral part of every well-rounded community.

AT THE Gretna Branch, Gwendolyn Spellman reads "Happy Days" while Claire J. Cheramie and Peter Russo peruse more serious subjects.



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LET'S CHOOSE THE RIGHT CHANNEL! (Continued from page 47)

ship Association and appointed by the Governor of Louisiana.

Unfortunately, perhaps, for both the port and the railroads, which move into and out of the port 90 per cent of the cargo tonnage loaded and discharged there by ships, the railroad industry is accorded no comparable voice in the selection of this important Board.

It is my thought that the Valley and the Mid-Continent exporters and importers are going to expect and perhaps demand in consideration for their continued use of the Port of New Orleans, that there be installed and maintained there the most modern harbor facilities and cargo-handling equipment that can be devised. These must be adequate, in every respect, to handle, expeditiously and economically, the growing volume of world trade moving through it, particularly that now moving to and from the West Indies, Latin America, and South Africa where dollar exchange differentials are now most favorable for trading.

Potentially these facilities must also be adequate to handle our commerce with those lands bordering the Pacific, competitively accessible to the Port of New Orleans through the Panama Canal. Among these are the fabulously rich East Indies, the Malay Peninsula and Straits Settlements, Thailand, India, Burma, Japan, and the Philippines, Australia and New Zealand. These countries are famous for the production of rubber, tin, nickel and other articles of commerce not economically produced here, or not in sufficient volume by our people for the market available in our own country.

From the standpoint of the exporters and importers, the manufacturers, farmers, merchants, bankers, transportation agencies and business interests generally of the Valley and Mid-Continent Area, there appears to me to be at least 4 projects, enumerated below, vitally essential to the healthy and enduring growth and expansion of the Port of New Orleans. These people constitute a substantial percentage of the Federal taxpayers whose money will be used in the final analysis, for the construction and maintenance of this nation's major river and harbor improvements. Without these projects it may not be able to retain its present enviable position among the world's seaports and its current ranking as Second American Port against the aggressive competition

of other progressive and well managed Gulf, Pacific and Atlantic seaboard ports.

(1) At the top of the list is recommended a tidewater ship channel, not less than 36 ft. depth and 500 ft. bottom width, connecting the existing river and tidewater harbors of the Port of New Orleans with deep water in the Gulf of Mexico via the shortest and most economical route. This must give consideration to, (a) initial cost of construction and to annual maintenance and operating costs of the proposed channel, and port facilities, as well as (b) the initial construction cost of twin ship locks 60ft x 1000 ft. x 40 ft. depth over sills, necessary to transfer ships from tidewater at the Mississippi River levee, to the river harbor level of the Port of New Orleans, and (c) the character of terrain, land and sea, through which the proposed ship channel is to be constructed, and the extent of potential industrial development economically possible along its entire length.

(2) Of equal importance, a bridge of adequate capacity for automobiles, trucks and buses, connecting the East and West Banks, spanning the Mississippi River at a point about midway of the Port's public wharf development on the East Bank.

(3) Additional public wharves and shipside warehouses on the river between the Industrial Canal and Audubon Park and on tidewater. Also bulk commodity handling and storage facilities on tidewater, conveniently adjacent and within port limits, equipped with the latest and most improved type of cargo handling equipment and adequately served by necessary railroad trackage and improved roadways.

(4) Beyond the proposed public port development on tidewater adjacent to the projected twin ship locks, hereinabove described, an area on both banks of the proposed ship channel reserved primarily for industrial development. Here private industry can purchase its own waterfront properties, erect and operate thereon its manufacturing and processing plants and its own export and import facilities and cargo-handling equipment. It would be subject only to the same character of restriction as is now imposed upon those industries which have established themselves on their own property on the Houston Ship Channel in the Harris County (Texas) Navigation Districts and similarly at

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The Board of Commissioners of the Port of New Orleans fortunately has demonstrated since 1940 a new interest in the establishment of private industry on water frontage within port limits. Substantial progress in that direction could be made if such an area, conveniently accessible to the city and served by adequate public utilities, railroads and local highway transportation agencies could be offered, free of certain of the monopolistic restrictions of the existing State Acts which are definitely detrimental to the location of private industry on the river within port limits.

Since 1852 when the first petition was presented to Congress for a survey and report on the feasibility and estimated cost of a tidewater ship channel to extend from deep water in the Gulf at Grand Isle, northward through Barataria Pass, Barataria Bay, Bayou Barataria and the Harvey Canal (then under construction) to the West Bank of the Mississippi River at the upper limits of the New Orleans harbor of that period, various groups in the New Orleans area and in the Mississippi Valley have been repeatedly petitioning Congress for such a channel.

The original petition and those which have followed have all been motivated by the desire of ship operators and the

commercial interests of New Orleans and the Mississippi Valley for a shorter, safer and more dependable and convenient approach to the Port of New Orleans than is afforded via the winding river channel and the passes at the river's mouth.

Steamships, prior to 1900, encountered many difficulties in navigating the passes, particularly when the river was in flood and there were dense fogs resulting from the discharge of the cold river water into the warmer waters of the Gulf. There were then numerous and costly delays due to ships going aground, unable to navigate safely because of the fog. Since the completion of the jetties by James B. Eads, the famous engineer, at the beginning of the century, at a cost of approximately \$8,000,000, there have been fewer such groundings, but the delays due to fogs will naturally continue so long as the river approach is used.

Several careful surveys, economic studies and estimates covering the problem of a tidewater ship channel for New Orleans have been made from time to time in the past 100 years by the United States Engineer Corps, at direction of Congress, and by outstanding civilian engineers familiar with the problem at the passes and on the lower river below New Orleans. These civilian engineers generally have been employed by vari-



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ous interested New Orleans and Mississippi Valley groups. Several suggested routes for the proposed tidewater ship channel, both east and west of the present river channel, have been explored and economically analyzed.

Practically without exception prior to 1946, the investigations, reports and recommendations made by these engineers have agreed that the West Bank Route, hereinabove described, was the one most economically justified.

In 1946, Major General Robert W. Crawford, then Division Engineer, Lower Mississippi River Division, Engineer Corps, U. S. Army, presented a report to the Chief of Engineers recommending an entirely new route about midway between the route above described and that which has been recommended consistently at intervals for nearly 100 years, known as the West Bank Route. This followed a hearing conducted some time previously by his predecessor, Brigadier General Max C. Tyler, in response to a petition presented requesting the Army Engineers' approval of a tidewater seaway projected to extend from the Inner Harbor Navigation Canal, better known as the Dock Board's Industrial Canal, eastward along the lower Louisiana and Mississippi coasts to deep water off Chandeleur Island, just south of the Port of Gulfport, Mississippi.

This latest recommendation by General Crawford, provides for the construction of a tidewater port development on and adjacent to the Industrial Canal, north and east of Florida Avenue, and for the construction of a tidewater seaway 500 ft. wide by 36 ft. in depth. The channel would extend from connection with the Industrial Canal at Florida Avenue, and from a ship lock connection with the Mississippi River to be installed at Mereaux below New Orleans Harbor, southeastward through the marshes bordering the southerly shore of Lake Borgne, and on through the shallow waters of Chandeleur and Breton Sounds to deep water in the Gulf of Mexico, at, or just north of Errol Island of the Chandeleur Island group.

The total length of this new route, recommended by General Crawford, aggregates 81 miles from the ship lock at Mereaux to deep water in the Gulf of Mexico at Errol Island.

The estimated 1946 cost of this proposed ship channel, ship lock, tidewater harbor and certain tidewater port facilities is placed at \$119,780,000 of which

\$86,920,000 is to be provided by the Nation's Federal taxpayers, and \$32,860,000 by the taxpayers of the State of Louisiana, for modern port terminal facilities and equipment on tidewater and for rights-of-way and spoil disposal areas.

The annual estimated charges for interest, amortization and maintenance of this recommended east side ship channel and port development is placed at \$6,480,000.

In contrast, the total length of the proposed West Bank Route used by General Crawford as a basis for comparison, is shown as 50 miles (31 miles less) from deep water in the Gulf (3 miles off-shore at Grand Isle) to the twin ship locks proposed on the West Bank of the river above Westwego.

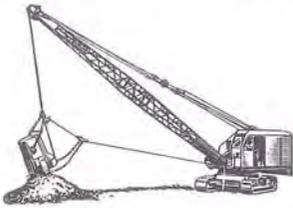
The estimated 1946 cost fixed by General Crawford for this comparable West Bank project, which would extend from the Gulf of Mexico at the west end of Grand Isle, northward to the Mississippi River, with the twin ship lock connection therewith as hereinabove described, is \$67,420,000. Of this \$56,180,000 would have to be provided by the Nation's Federal taxpayers and \$11,240,000 by the taxpayers of the State of Louisiana for modern port terminal facilities on tidewater and for rights-of-way and spoil disposal areas.

The annual estimated charges for interest, amortization and maintenance of the proposed West Bank Route is placed at \$3,960,000.

In spite of the savings which General Crawford recognizes, in his report, in favor of the construction of a tidewater ship channel and port facilities on the West Bank Route, and further in spite of many other superior advantages that the West Bank Route offers to the Greater New Orleans area, to the State of Louisiana, to the Mississippi Valley and to the entire Mid-Continent Area, he rejected it in favor of the East Bank Route from deep water at Errol Island. This East Bank Route was recommended by him in 1946, and approved in 1948 by the Board of Engineers for Rivers and Harbors more than a year following a public hearing held before it in New Orleans in March, 1947, where proponents of both East Bank and West Bank Routes were heard.

The West Bank Route, heretofore recommended by General Crawford's predecessors and by many competent and outstanding civilian engineers, who have studied and analyzed the problem

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through the years, offers the following advantages:

(1) A saving of 31 miles in length and nearly 31 million dollars of Federal taxpayers' money in estimated construction cost.

(2) A saving of 21 million dollars of the State taxpayers' money in the estimated cost of rights-of-way and port facilities to be provided by local interests.

(3) A further saving of 2½ million dollars to Federal and State taxpayers in annual charges on the money invested therein for yearly maintenance, and further, in spite of other advantages this route should offer to the Greater New Orleans Area, to the State of Louisiana, to the Mississippi Valley and to the entire Mid-Continent Area—it was rejected in favor of the East Bank Route from deep water near Errol Island, recommended by the General in 1946. This latter route was likewise approved in 1948 by the Board of Engineers for Rivers and Harbors more than a year following a public hearing held by it in New Orleans in 1947 when proponents of both East Bank and West Bank Routes were heard.

Promptly following announcement of the decision of the Board of Engineers for Rivers and Harbors in favor of the East Bank Route, sponsored by the Board of Commissioners of the Port of New Orleans and many other civic engineers naturally interested and enlisted to support the establishment of a tide-water port on and adjacent to the In-

dustrial Canal and Michaud, well below the principal business and industrial sections of the Greater New Orleans Area, Major General R. A. Wheeler, Chief of Engineers, U. S. Army (now retired) transmitted to Congress his approval with recommendation for the necessary Federal appropriation to be made available, presumably when the contributions by local interests to complete the project, as required by law, were definitely assured.

Since that recommendation to Congress, Senator John H. Overton, of Louisiana, advocate of the tidewater seaway and the East Bank Route, for many years most powerful member and also Chairman of the Rivers and Harbors sub-committee of the Senate's Public Works Committee, staunch champion of the Army Engineer Corps, has passed away, and a Congressional appropriation for this project has not yet been made available, nor have necessary arrangements been completed for the \$33,000,000 which local interests, principally the Dock Board must provide. In the meantime much effort has been and continues to be made by the advocates of a tidewater seaway in the location recommended in the Crawford report, with increasing hope of success.

The urgent need for a tidewater ship channel for the Port of New Orleans and the overall economies which can be realized therefrom cannot be successfully challenged, but it should be located properly for the best interests not only of this port, but for the best



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interests of its friends in the Valley and the Mid-Continent Area, who route their exports and imports through this International Trade Gateway.

It is now costing well in excess of \$1,000,000 per year to maintain the existing river approach to the Port of New Orleans, including South Pass and Southwest Pass, safe for ship navigation.

The estimated annual cost to the Government for maintaining East Bank harbor, locks and seaway channel is shown in General Crawford's report as \$990,000. Comparatively the estimated annual cost of the West Bank harbor, locks and seaway channel is shown in that report as \$400,000.

Certainly on this item alone, the Government should realize a net saving, ultimately, of \$500,000 per year through the use of a tidewater ship channel and locks, properly located, as compared with the existing river approach through the passes.

As to the other savings set out in the Crawford Report as properly assignable to either the East Bank or West Bank Route, any intelligent person familiar with the character and volume of export and import trade moving through the Port of New Orleans, knows that the principal items of savings upon which the decision to recommend to Congress, the construction of the East Bank seaway, was based, were equally applicable to the West Bank Route, see such items as "savings in terminal handling charges", "savings in annual charges on wharves," "benefits to intra-coastal canal commerce", "enhancement of value of waterfront property, etc."

As hereinabove pointed out, the report recommending the East Bank location recognizes that the West Bank ship channel and locks and the port facilities planned can be constructed for \$52,000,000 less and thereafter maintained and operated for an estimated \$2,500,000 per year less than the East Bank Route, sponsored by the Dock Board.

Do those people in the Valley, the Mid-Continent Territory and the Greater New Orleans Area most vitally interested in the early construction of a tidewater ship channel realize that:

(1) Only about 5 percent of the total cargo arriving at the Port of New Orleans and discharged from ships here, is consumed in the New Orleans area itself.

(2) The percentage of the total

freight for local consumption and export moving into the Port of New Orleans from the Valley and Mid-Continent Area, finally loaded aboard ship for export is probably around 95 percent, leaving about 5 percent for local consumption in New Orleans proper or the adjacent local territory tributary to it.

(3) Terminal freight switching and handling charges at the Port of New Orleans, on cargo moving to and from steamship wharves, are generally absorbed by the rail, barge or highway motor carrier out of the line haul ship-side tariff rate prescribed for the commodity handled, so that insofar as the shipper and consignee are concerned, their basic costs are the same, regardless of whether the ship docks at an East Bank or West Bank river wharf, or at an East or West Bank tidewater wharf, if there were one of the latter available, and

(4) Insofar as steamship stevedoring costs are concerned, which are taken care of generally in the ocean freight rate on the shipment moving, their costs are generally the same whether the ship is berthed at a wharf at city front, or at one on the East or West Bank, or at Galvez or Florida wharves on the Industrial Canal, or at a tidewater wharf at a West Bank location, if one were available?

I do not think that any one of us is honestly and sincerely in favor of the expenditure of an excess of \$52,000,000 initially, and yearly an additional \$2,500,000—to install and maintain both the ship channel and the tidewater port facilities in one particular location if there is a more economical and more advantageous and protected location elsewhere available for them and one better adapted for the future growth of the port and the Greater New Orleans Area. Two vitally important facts concerning this urgently needed improvement are being ignored:

(1) The fact, as heretofore stated, that the port improvements recommended for the Port of New Orleans to be located on the East Bank below the Industrial Canal are estimated to cost several million dollars more, both initially and yearly, than similar and comparable facilities on the West Bank in the more protected area extending southward from Westwego to Grand Isle.

(2) The fact that the principal yearly savings estimated as accruing



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from the construction of these port improvements on the East Bank, where recommended, are equally possible and applicable to a greater extent in most respects, to the West Bank Route, which can be loaded and discharged for practically the same overall cost at tidewater wharves at Westwego as at Michaud, and lockage costs would not be radically different. Terminal switching and other costs such as for loading and unloading cars at the wharves, and Dock Board tollage would be identical, insofar as concerns shippers and consignees using the improved tidewater facilities.

Do the taxpaying friends of the Port of New Orleans living in the City, the State, the Mississippi Valley and the Mid-Continent Area honestly believe that the expenditure of the excess millions involved in the construction of this project should be made in any location other than that which is beyond question the most economical and satisfactory location available for the best interests of the taxpaying people concerned?

I am convinced that there are many intelligent, hardheaded, straight thinking taxpayers in the City of New Orleans itself, as well as in the Valley and Mid-Continent Area, using the Port of New Orleans who will agree with the fact that engineering economies and not political economies should dictate the final and ultimate decision in this matter.

But the \$64 question is how many of them are interested enough and have courage enough to do anything to avoid this unnecessary excess expenditure of public money?

Finally, it seems to me at this time, when our National Debt is approaching \$300 billion dollars, an all time record high, and when, in addition, we are facing the uncertainty of a serious break in our relations with Communist nations that may suddenly precipitate us, almost over night, into another World War, that it behooves us all to do a lot of sober thinking about mounting Federal expenditures and the practical and true economies required to justify them and act accordingly.

The following words of Thomas Jefferson seem to me particularly applicable to our current times and to the situation hereinabove discussed. I trust that you will read them and recognize

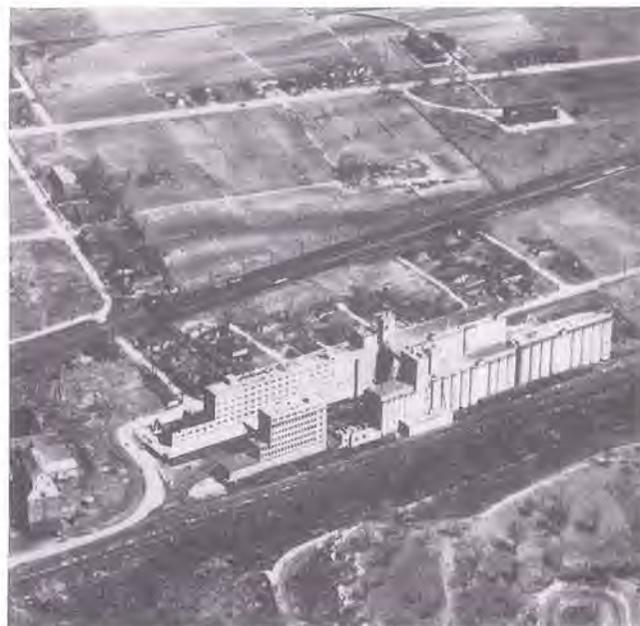
the wisdom thereof, as they are surely as true today as when they were written nearly 150 years ago.

"I place economy among the first and most important virtues, and public debt as the greatest of dangers to be feared. To preserve our independence, we must not let our rulers load us with perpetual debt.

"We must make our choice between economy and liberty, or profusion and servitude. If we run into such debts, we must be taxed in our meat and drink, in our necessities and in our comforts, in our labors and in our amusements. If we can prevent the government from wasting the labors of the people under the pretense of caring for them, they will be happy.

"The same prudence which in private life would forbid our paying money for unexplained projects, forbids it in the disposition of public money. We are endeavoring to reduce the government to the practice of rigid economy to avoid burdening the people and arming the Magistrate with a patronage of money which might be used to corrupt the principles of our government."

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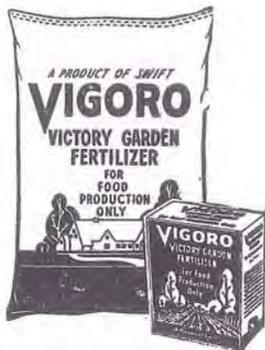
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JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS

Seated, from left: John H. Haas, Ward 1, Gretna (McDonoghville); Mrs. J. P. Smith, Parish Treasurer; Roger Coulon, Ward 4, Harvey; 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 Miss Janet Raiford, Clerk. Standing, from left; James Owens, Bookkeeper; Leon Nunez, Ward 6, Lafitte; S. D. Applewhite, former Parish Engineer; Jesse J. Breau, Ward 3, Gretna; Alvin E. Hotard, Parish Engineer; Ernest Riviere, Ward 8, Metairie; William E. Strehle, Ward 2, Gretna; G. Ashton Cox, Parish Printer; Frank H. Langridge, District Attorney and Legal Adviser; B. P. Dauenhauser, Ward 3, Gretna; Willets C. McDonald, former Assistant District Attorney; John J. Holtgreve, Ward 8, Metairie; Marion R. Tucker, Ward 7, Suburban Acres; Leonce Thomassie, West Bank Road Superintendent; Russell LeDoux, East Bank Road Superintendent; Wilfred Berthelot, Ward 5, Waggaman; Roy Rupiechin, Ward 4, Marrero, and John W. Falcon, Ward 4, Marrero.



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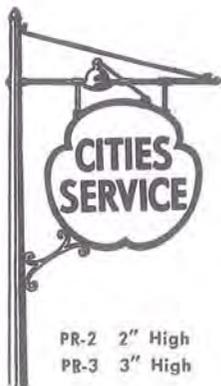
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Bottom center: Hon. Frank H. Langridge, District Attorney; bottom left: Hon. L. Julian Samuel; and bottom right: Hon. Harold A. Buchler, Assistant District Attorneys, 24th Judicial District Court.



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By Mrs. A. C. Alexander

President, Jefferson Parish School Board

Of utmost importance in keeping Jefferson Parish in the vanguard of modern progress is its improvement plans for the parish school system. This great project embraces not only major building construction and improvements on all existing schools, but also the addition of courses and subjects of proven value, the institution of the most modern teaching systems, and an increase in the number of teachers.

That the people of Jefferson Parish were aware of the need for enlarged and improved educational facilities,

both physical and academic, was attested when they went to the polls on September 20, 1949, and voted for a School Board bond issue of five and a half million dollars. For money spent on the education of children is money put to its best possible use. It is not really spent, but invested.

Greatest items of construction will be two consolidated high schools, one for each side of the Mississippi River. These modern educational plants are expected to cost well over a million dollars each, and will each accommodate

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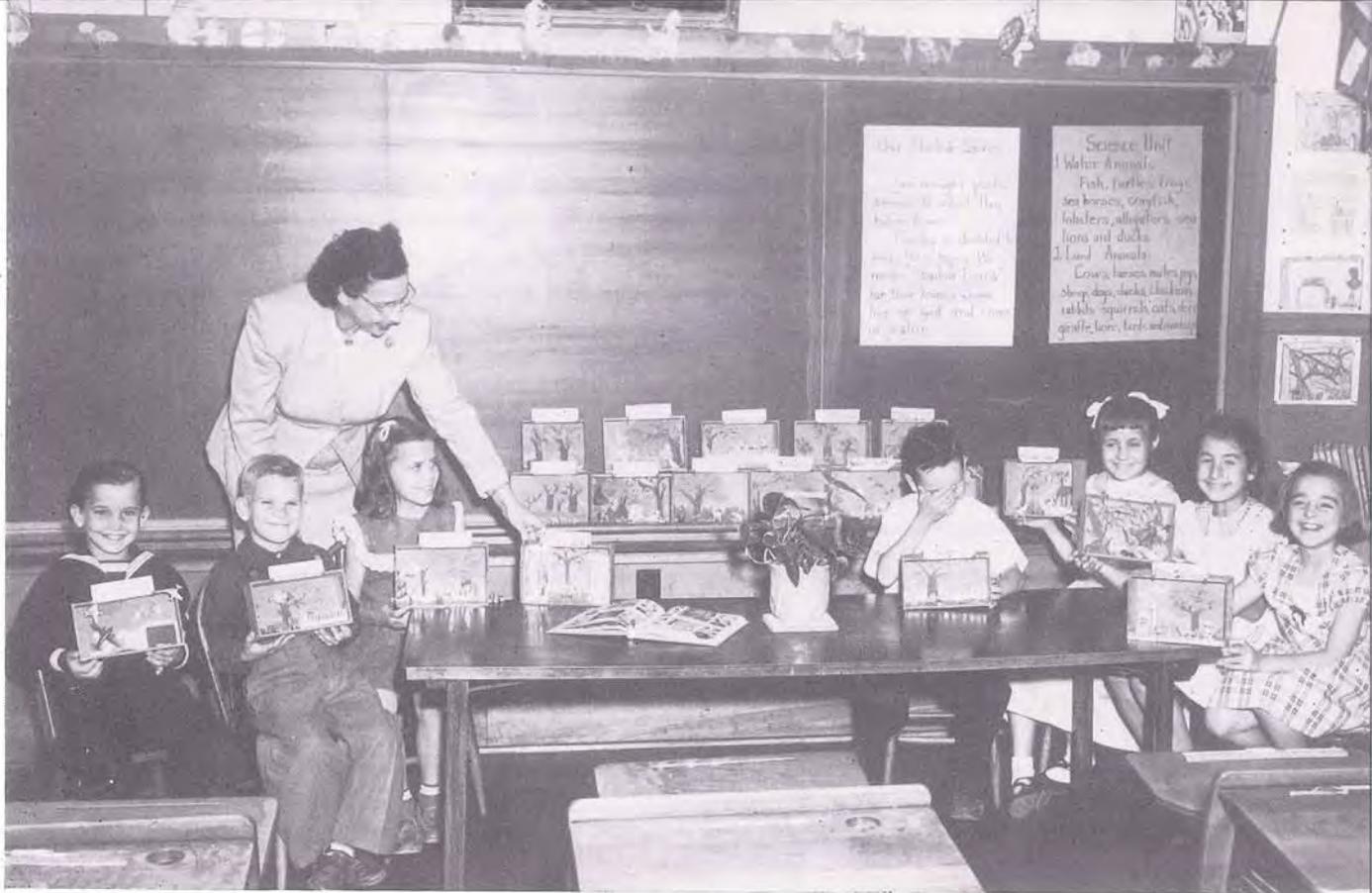
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THIRD GRADE PUPILS at Westwego Elementary School, with the shadow boxes they made in connection with a Science project. Mrs. Lizette Wheeler, teacher.

MASKS FOR THE MARDI GRAS season, one of the construction projects for Sixth Grade pupils at Marrero High School. Mrs. Ora Roberts, teacher.





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GRETNA HIGH SCHOOL softball team about to board the bus for a game with Jefferson High. Much importance is placed on the athletic and sports program in the schools of Jefferson Parish. At left, standing, Miss Ruth Calzada, coach.

1000 pupils. Upon completion of these schools, which will have gymnasium-auditoriums, libraries and lunchrooms, six parish schools which are presently high and combined high and grammar schools, will be converted to grade schools. This change will enlarge grade school facilities to handle an increase of over 2000 pupils.

New construction also is expected to

include an elementary school in the Brockenbraugh Court area, and one in Bridgedale. The situation as planned will relieve the congestion in Kenner High, Jefferson High and Metairie High.

Immensity of the program becomes apparent by the fact that the two consolidated high schools will not be ready for occupancy for about two years.

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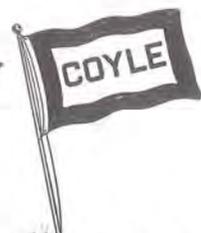
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S. B. Stewart, Secretary

Location of the sites for the structures has been a major problem. Such important aspects as transportation of pupils, density of population, and availability of ground must be thoroughly considered and satisfactorily solved before the first piling is driven into the earth. There is also a multitude of minor but none the less hampering details that must be cleared away before beginning the actual work.

Present planning of the School Board indicates that perhaps the best spot for the East Bank consolidated high school would be some site at the upper end of Metairie. Being considered on the West Bank is the 30-acre plot at Harvey which is owned by the Board.

Academic changes in the new schools will include language classes, a sure indication of growing scholastic interest in other nations, their people and customs. This is encouraged as a primary step in promoting international understanding and good will.

College preparatory courses will be strengthened, and the Home Economics and Commercial courses will be further developed; also Music and Industrial Arts, which last will be expanded to include such immediately useful sub-



METAIRIE HIGH SCHOOL class in banking, in the commercial department. From left, Billie Jean Williams, Leatrice Barback, Charlotte Zoll and Frank McDonald.

PRETTY MAIDS all in a row. Home Economics Class at Gretna High School enjoying expert instruction by Miss Yvonne Puderer, teacher.



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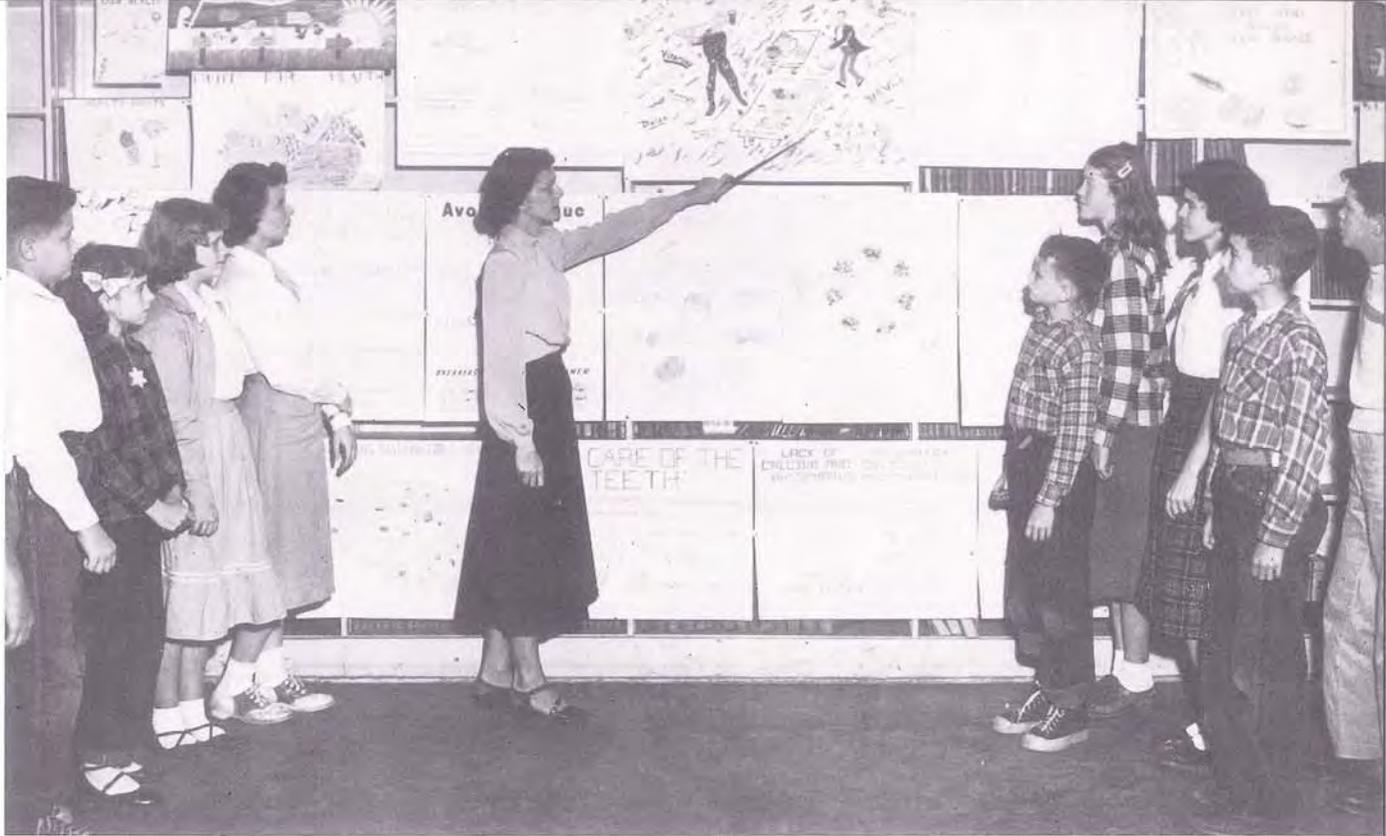
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ENTRIES in the poster contest at Metairie Grammar School. Mrs. Rose Mary Douglas, teacher.

PUPILS of the Sixth Grade, McDonogh No. 26 School learn the importance of a proper diet.



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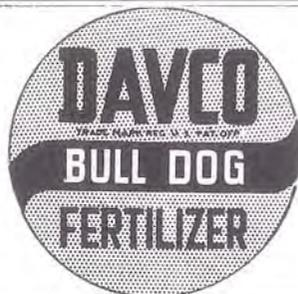
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THE PARISH school construction program calls for more large and efficient lunchrooms, such as this one at Westwego High.

LIBRARY CORNER set aside for recreation reading, Kenner High School. The ingenious orange-crate chairs were made by some of these Second Grade pupils as an exercise in manual training.



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jects as home repairs. Another new departure along practical educational lines will be the contemplated courses in beauty culture and beauty shop operation.

The ten Negro schools in the parish will account for a large share of the improvements, and two consolidated Negro high schools, one for each side of the river are also part of the plans.

All in all this ambitious program is most encouraging not only to parents, civic leaders and conscientious adults throughout Jefferson Parish, but to our children also. As they work their way upward through the grades to high school, and then onward to college or into business and professional life, they

have and will have a growing awareness that times have really changed, that educational methods are different now than they largely were in the times of their predecessors.

Schools—good schools—are not prisons dominated by strict pedagogues, force-feeding young minds on austere diets of “readin’, writin’ and ’rithmetic.” Children of today are taught to share in the living adventure of learning, not only for the intrinsic pleasures derived from knowledge, but also for being better fitted to cope with the increasingly involved problems of modern and future life.

Ideas and knowledge, ideals and integrity, and sound healthy bodies are no more than the just due of each coming generation from the preceding ones. We must educate our children in the best possible way.

That is the aim and intention of the Jefferson Parish School Board, and with the cooperation and assistance of the people of Jefferson Parish, that is what we shall do.

CHEER LEADERS AND MAJORETTES of Metairie High. From left, Stanley Able, Olive Terrebonne, Margaret Winstine, Barbara Lafleur, Anita Bono, Irene Morris and Frank Willis.



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Seated, from left: Jacob D. Giardina, Ward 4, Marrero; Louis E. Breaux, Ward 8, Metairie; Mrs. Julia Reynaud, Office Secretary; Lem W. Higgins, Superintendent of Schools; Mrs. A. C. Alexander, President, Ward 9, Kenner; Miss Ruth Pitre, Elementary Supervisor; Evett R. Schieffler, Ward 6, Lafitte; Horace Terrebonne, Ward 4, Westwego; Arthur F. O'Neill, Ward 7, Jefferson Highway.

Standing, from left: Bert W. Clarke, Ward 8, Metairie; Paul J. Solis, Assistant Superintendent of Schools and High School Supervisor; John Calzada, Ward 3, Harvey; Julius F. Hotard, Vice-President, Ward 2, Gretna; Loney J. Antin, Ward 1, Gretna (McDonoghville); W. Richard White, Ward 3, Gretna; August F. Guidry, Ward 4, Marrero; Abel Zeringue, Ward 5, Waggaman; Dave Dabria, Ward 4, Marrero.

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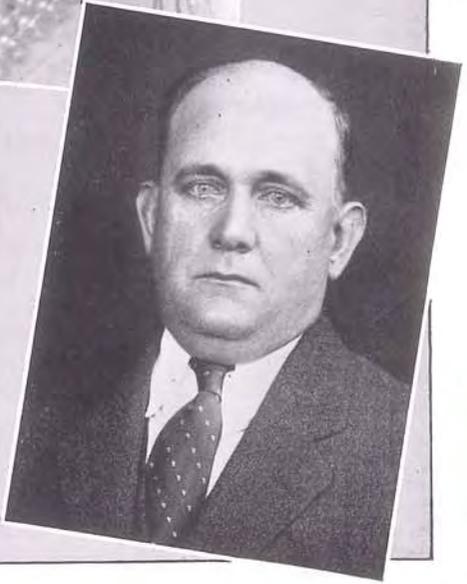
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*Upper left: Lem W. Higgins,
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Upper right: Hon. Julius F.
Hotard, Vice-President. Center:
Mrs. A. C. Alexander,
President. Lower right: Hon.
Louis E. Breaux, Member of
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East Jefferson Waterworks District Number One

Eighteen years ago the East Jefferson Waterworks began serving District No. 1, and its history since then is a record of constant expansion and development in every way except cost to the consumer.

At 2 o'clock on the afternoon of March 2, 1950, we drove the first pile for our additional plant construction, which will increase our production to 10,000,000 gallons of water per day—

more than double our present capacity. Eventually, when the new facilities have been well proven, we plan to gradually discard our old plant installations. And though it seems strange, it is none the less true that people today, in the area bound by the Orleans and St. Charles Parish lines, the Mississippi River and Lake Pontchartrain, pay no more for water—despite steadily rising costs of material and labor, than they did when

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we began selling water in 1932.

This growth has been necessary to keep up with the phenomenal development of District No. 1, where we had to pipe water into 8 new subdivisions alone last year, besides individual residential, commercial and other installations. This means a great deal of water, any way you look at it. It means an average of 70 gallons of water per day for each individual consumer on our lines, for the many needs imposed by normal modern life. These 70 gallons each, take care of drinking, cooking, bathing, washing, sanitation — even sprinkling the lawn—industrial needs, and very

PIPE-LAYING goes on constantly. Workers here are jettisoning a main under the highway, to keep pace with new development.



OFFICE of East Jefferson Waterworks District No. 1, with new wing at left.

importantly, fire-fighting — for wherever the pipes go, there is fire protection.

Back in 1946 we found it necessary to put in two new filters, besides rebuilding the four filters already in operation. This increased our capacity by an additional one million gallons per day, for a daily total of over 4 million gallons. In 1947 we laid an extra 5 miles of mains, and the number of our customers had increased to 8909.

Still we were forced to grow with the communities around us. In 1949 we reported that steps were being taken to float a bond issue to increase the plant's capacity and to install larger mains. The next year found us with all the

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bonds sold and a fund of \$1,175,000 with which to enlarge our facilities. That year also we announced that we expected to serve at least eight or nine hundred additional customers before the end of the year. Consider how modest was our estimate when our records show that in 1949 we added a total of 1719 installations on our lines.

Now through more than 200 miles of mains of all sizes, from 12-inch down to 4-inch, including the 70 to 80 *thousand* feet laid last year, fresh, pure water is delivered day and night, winter and summer, to 12,199 customers, or more than double the 6000 installations we served in 1944.

This water is delivered to our plant, in its impure state, by that limitless source, the Mississippi River. No drought could cause us the discomfort and even hardship endured by other parts of the country in prolonged dry spells. The River is always there.

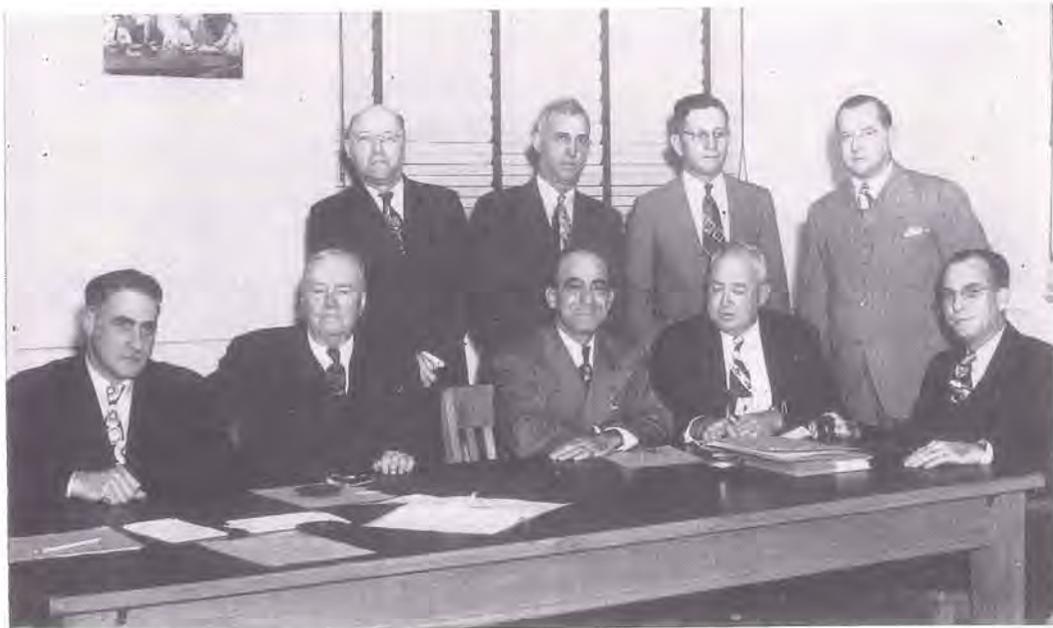
The water we use, however, must be carefully purified, every drop of it, regardless of whether it is for drinking purposes or to extinguish a blaze in the night. This is done by a precise and vigilant purification process, beginning with the initial natural settling out of

the heavier particles of sediment and ending with a thorough filtering that renders it laboratory-pure and sparkling clear. Treatment with necessary chemicals to further the settling is part of the process, and the addition of a little chlorine, which affects neither the taste nor odor, is another. Its purity and wholesomeness are checked twice weekly by the Louisiana State Board of Health, and regularly by ourselves, taking samples every day from a different school area.

A system of pumps, reservoirs and water towers keeps up a constant pressure of 60 pounds per square inch out to the very ends of the lines, assuring safety to life and property in the event of fire, to practically everyone in our district.

How long will it be before we expand again? It would be difficult to ascertain just now. The present population of the East Bank of Jefferson Parish is 53,441. Though pipe-laying and consumer installation will go on all the time, the 10,000,000-gallon daily output of our plant now will be more than ample for a population of over 100,000.

Long before Water District No. 1 goes over that figure, we will start to take care of that too.



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

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

J. C. COLLINS, Agent

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By Ed E. Feitel

President and General Manager

Jefferson Waterworks District Number Two

Jefferson Parish Waterworks District No. 2, which takes in the territory from the upper limits of the City of Gretna to the lower limits of the Town of Westwego, was created by the Police Jury in accordance with an Act of the Legislature.

The plant was built in 1931 by the taxpayers of the district, after a bond election in the amount of \$350,000 had been held. This bond issue was fully liquidated in May of this year.

Since the construction of the plant in 1931 the capacity has been increased from 1,500,000 to 3,500,000 gallons of pure, potable water per 24 hours. Construction of the necessary reservoirs

and filters to obtain this increased capacity cost \$78,424.72 and was paid for out of the operating fund at no cost to the taxpayers. With the additional capacity of our plant and because of the tremendous increase in water consumers in our district, it became necessary to make extensions to our distribution system and to construct a new raw water intake station on the Mississippi River. To do this a bond issue in the amount of \$300,000 was floated and approved.

This program was completed in March of this year and our board is proud of the fact that the millage to retire this bond issue has never been

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It is also the opinion of representatives of the Louisiana State Board of Health that our plant is one of the best operated small plants in the state. As

an example of our plant's reputation for water purification I would like to point out that we have visitors monthly from the medical schools of Tulane University and Louisiana State University. These students represent such far away places as China, Siam, Peru, Manila, Italy, Greece and Mexico.

We are looking forward to a future of continued growth and development, and of unceasing exemplary service to the consumers of our district.



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

Seated, from left: Edward L. Fos, Commissioner; Jacob D. Giardina, Vice-President; Ed. E. Feitel, President and General Manager; Anthony Peperone and Curry Juneau, Commissioners. Standing, from left: Nezem Lorio, Superintendent of Plant; J. Donner Nolan, Secretary and Treasurer.

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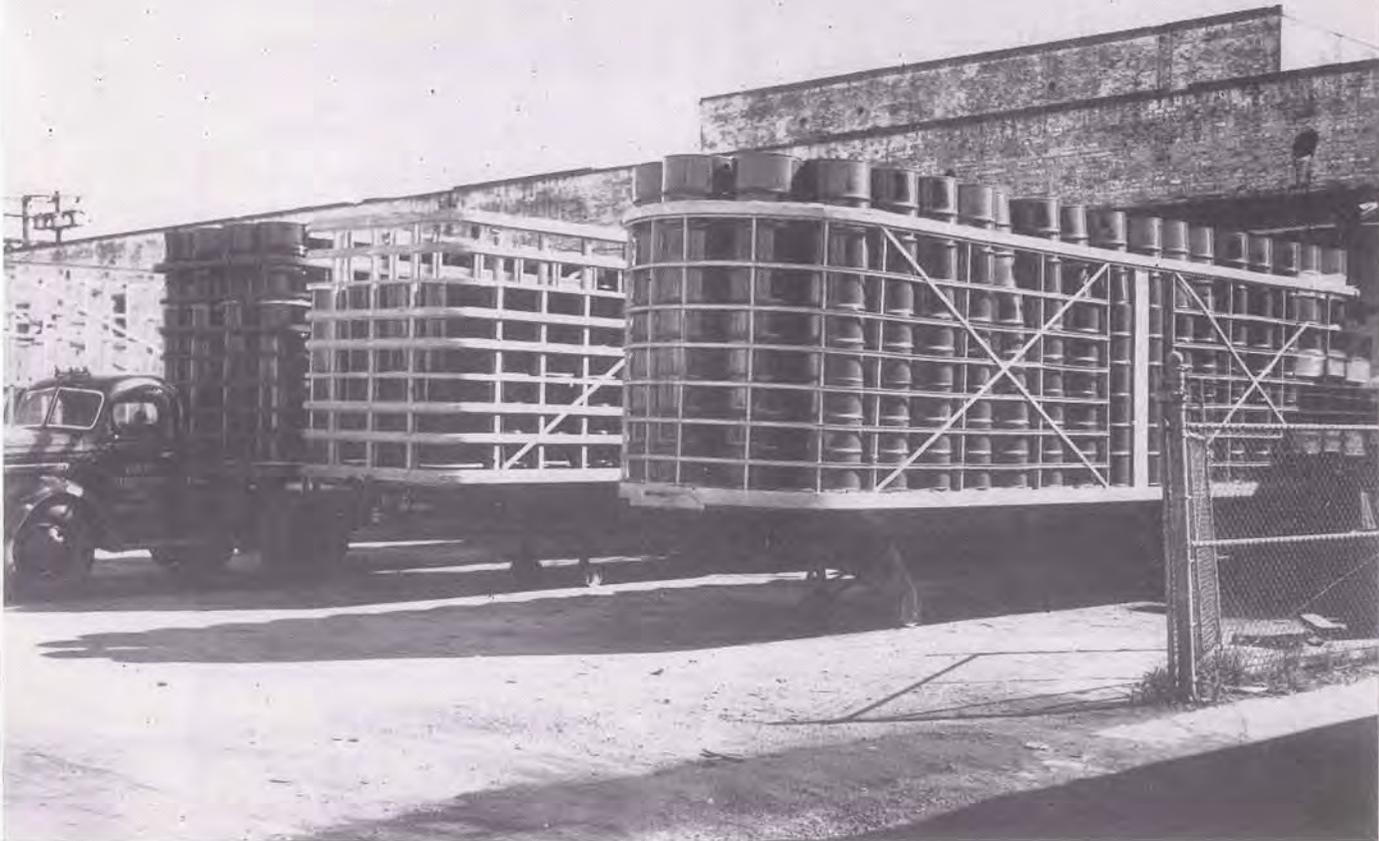
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By William J. White, Mayor

Since 1884 Gretna has continued to be the Parish Seat, and is today still the main artery that connects the West Bank of Jefferson Parish with the City of New Orleans.

Many industries and plants have located in Gretna because of its ideal location, and its low tax assessment, and this naturally gives employment to hundreds of people who live within the city and in the vicinity.

The department stores along Huey P. Long Avenue serve a greater part of

the West Bank, and the parking meters in the business section provide revenue and stimulate commerce to the advantage of the local merchants and the city as a whole. This commercial and business section has grown to an extent never dreamed of ten years ago.

Revenue from the parking meters contributes toward the payment of the police force of the city. Only four years ago the Gretna police force consisted of a city marshal and one policeman. Today our alert, efficient force consists

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Gretna has been most active in keeping pace with progress. Part of this activity has meant bettering living conditions and increasing safety factors in the city.

In the year past more than four miles of sewers have been added to Gretna's disposal system. This addition covered all sections of the city where sewers could be extended, and included most of the residential areas.

During the same time, according to figures by City Engineer Alvin E. Hotard, more than thirteen miles of water mains, none smaller than six inches, were added to the city's pure water distribution system. Approximately 20% of the new installation was

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C. A. KAMMER MERCANTILE CO.

Lafitte Road

LAFITTE, LA.

large mains laid in the form of a huge rectangular loop, with smaller mains leading off from the perimeter like the bars of a gridiron. This highly approved system is designed to give increased pressure and volume of water in the event of fires, even in the outlying sections. The loop, which includes almost the entire built-up area, is one of Gretna's chief bids in its efforts toward reduced fire insurance rates.

Another public facility will be completed in about a year. This is a mod-

ern incinerator that will dispose of all the refuse and garbage for the area. The handsome structure will be of a pleasing design, resembling old-time incinerators only in the tall stack that is essential to its operation.

The many new subdivisions that have been opened now provide additional housing facilities for the fast-growing little city. With a bridge across the Mississippi River very much in view, Gretna looks with confidence toward a brighter and bigger future as the hub of the West Bank.



OFFICIALS OF THE CITY OF GRETNA

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

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COURT**

... New and Modern ...
U. S. HIGHWAY 51 and 61

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AT THE WEST END OF GRAND ISLE

"Grand Isle's First Modern Court"

Hot and Cold Water, Innerspring Mattresses

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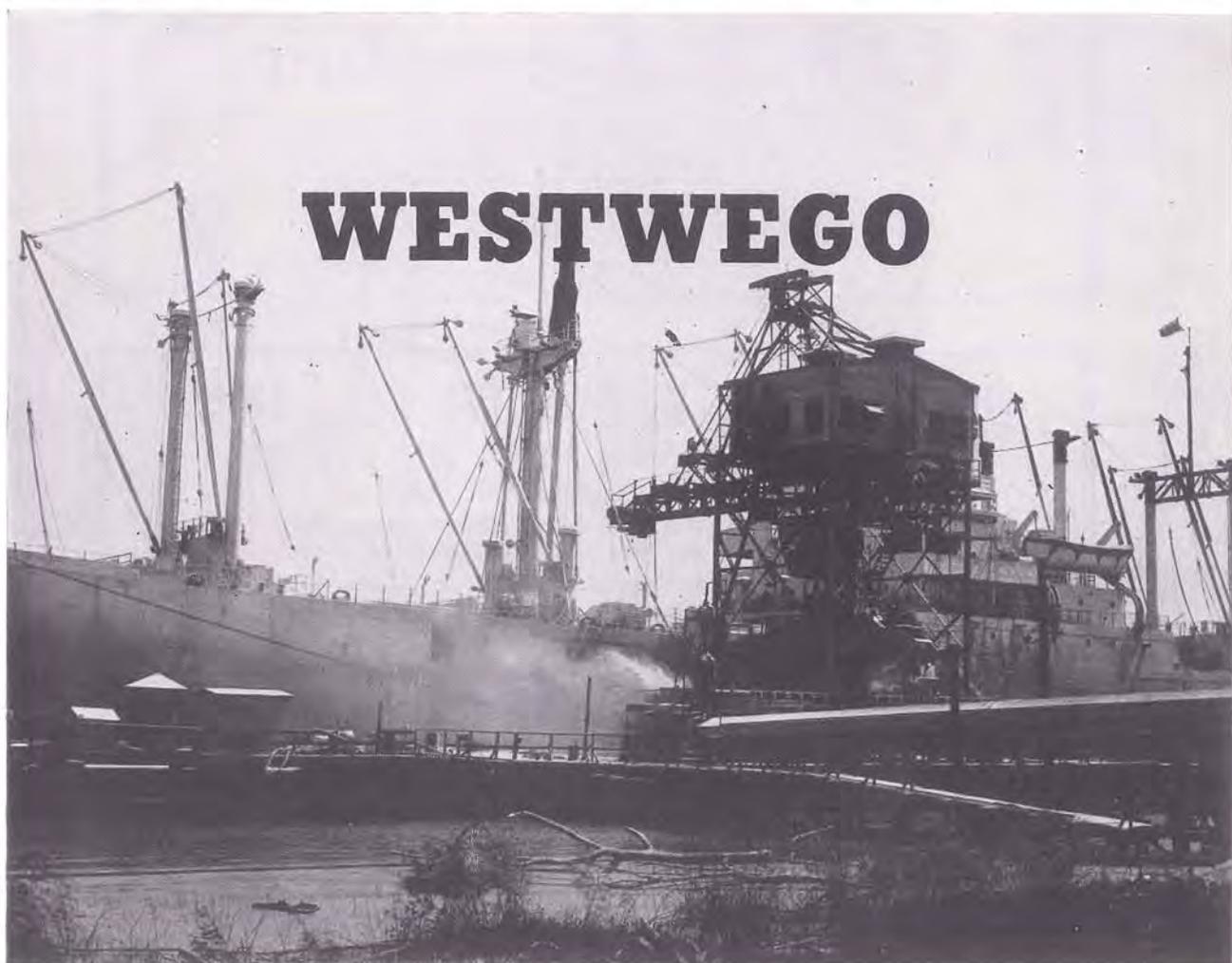
Mr. & Mrs. J. D. Burnett

TELEPHONE 3231

**WESTERN UNION
TELEGRAPH CO.**

J. C. JACKSON, Superintendent

RAYmond 9696



By R. J. Duplantis, Mayor

The progress and growth anticipated last year for Westwego has proved in many ways that our expectations were very firmly founded. Now in 1950 we look back upon a year of continued production plus increased industrial and residential growth.

The Westdale subdivision is an excellent example of this last claim. November of 1949 marked the laying of foundations for the first 10 of thirty-one homes by the firm of Dane and Northrup. In March, 1950, 12 more homes were started in the area, which has room for 45 building sites, and there is adjoining acreage which may be developed in the future.

For a long time primarily a seafood center, with the Ed Martin Seafood Co., the Robinson Canning Co., and the Cut-

cher Canning Co. running regularly, and four other processing plants operating seasonally, this energetic community at the west end of the Huey P. Long Bridge has been outstripping present accommodations for highway vehicular traffic. This situation promises to be relieved with the construction of the 4-lane super-highway from the bridge to Algiers, on which preliminary survey work began in the latter part of last year.

In our environs sugar cane molasses produced mainly in Louisiana is stored by the North American Trading & Export Company and the U. S. Industrial Chemical Company in tanks totaling 15,000,000 gallons, awaiting conversion into commercial alcohol by the Publicker Alcohol Company, a branch of Pub-

Leo S. Guenther

METAIRIE, LA.

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NEW ORLEANS 21, LOUISIANA

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Sunshine *Biscuits*

ARE MADE IN NEW ORLEANS BY
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RAYmond 7277

WILLIE
BOUDREAUX

Gretna



licker Industries. The Marcomb Boat Works turns out powerful speedboats of 40 mph speeds for use in oil operations, and conquering all difficulties of marshland oil exploration, the efficient and economical "Marsh Boat" is also built in Westwego. This amphibian craft, powered by an ordinary Ford V-8 engine, is constructed by the Marsh Equipment Company, which for three years has made airboats, quarter boats and barges.

Protective coverings are made here by the Products Research Service, Inc., from synthetic resins, and among our newer industries we list Plastic Vent of Louisiana, which makes durable and attractive awnings readily adaptable for all types of buildings.

Preliminary planning has started on enlarging our water plant facilities.

Rows of new homes dot the Westwego area.

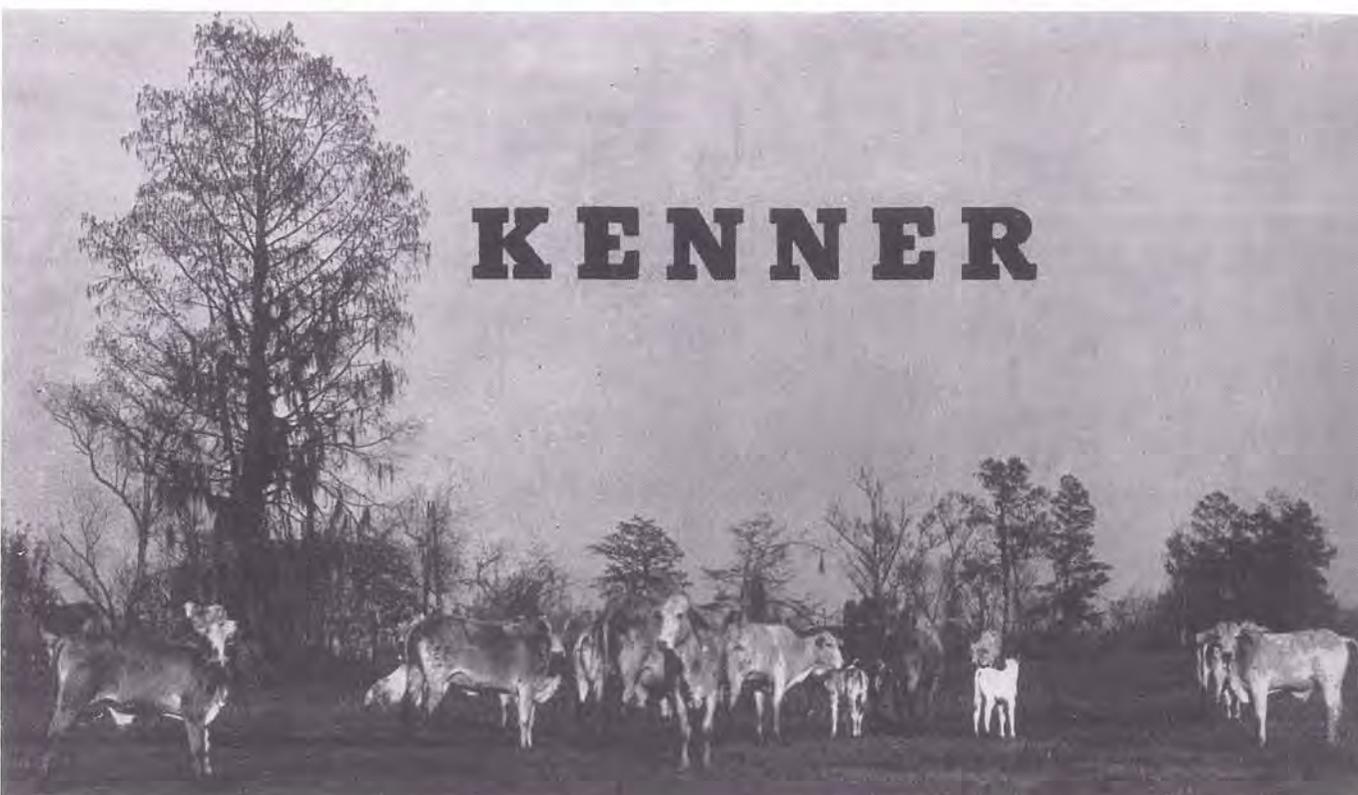
Though currently our 1,400,000 gallons per day is enough for our increased residential and commercial needs, the reserve of 50,000 we feel to be insufficient for fighting a great fire, should that ill fortune ever be visited upon our community. Another reserve of 250,000 gallons would greatly increase our safety margin and it is toward this that we are working.

Meanwhile Westwego, founded by the survivors of the 1893 hurricane that destroyed Cheniere Caminada, regards with satisfaction the half century since then, and looks forward with eager anticipation to the next year, the next half century—and beyond.



OFFICIALS OF THE TOWN OF WESTWEGO

Seated, from left: Roy C. Keller, Alderman; Burton Elliott, Sr., Alderman; Clarence A. LaBauve, Alderman; R. J. Duplantis, Mayor, and Mrs. Alice Bouvier, Secretary and Tax Collector. Standing, from left: Jacob Gregory, Town Marshal; Louis Marcomb, Alderman; Caesar Baril, Treasurer; Nestor L. Currault, Jr., Attorney and Terrance J. Adams, Alderman.



KENNER

By Dr. Joseph S. Kopfler, Mayor

Life is good in Kenner, as more and more hundreds of people are discovering all the time. We enjoy a delightful climate, pleasant working conditions, industrious citizens and other qualities, physical and abstract, that people always look for when they decide to settle. Perhaps "mushrooming" is the only word that adequately describes what is happening to our town and its vicinity.

Our many industries and commercial organizations have completed or are finishing their ambitious expansion programs. For local business continues unabated in its task of satisfying the needs of the community and the nation.

Production of construction materials proceeds apace at the Ipek Plywood Corporation, the Airline Lumber Company, with its largest drying kiln in the South, the Airline Sash, Blind and Door Factory, the Jordano Sash and Door Company, and the several concrete block plants. Unique in his profession is L. N. Stenger, who makes models and patterns for metal castings in his shop just off the Airline Highway.

The Mancuso Barrel and Box Com-

pany and the Louisiana Box Company are also operating with the added facilities of completed necessary expansion, and the Deshautreaux Cold Storage Plant is thriving. On the lighter side is the beautiful new Kenner Theatre, completed in October, 1949, and the Sindy Theatre, recently completely remodeled and rebuilt.

Kenner has space, space in which to turn around, to look at the sky, to live. Construction began early last December on the \$8,000,000 Pope Park subdivision, which has room for 1100 homes. And there is still lots of room for people to enjoy the blended pastoral-metropolitan life, a brief ride by bus or automobile from the business heart of crowded New Orleans.

It is pleasant to contemplate that here, where is located the largest commercial airport in the country, Moisant International, the rich soil produces fine truck gardens, cattle and dairy products, and a large commercial crop of chrysanthemums.

These are solid, material things. But



FAMILY entertainment for Kenner's home-minded citizens.



POPE PARK Subdivision is only part of the housing development.

we are quite proud of our civic accomplishments too, which one after another have been improving our town and our way of life. Kenner is proud of its last March of Dimes drive. Our active Rotary Club works constantly for the benefit of the community. Our Athletic Club is going strong in its new concrete block stadium, built by the free labor of the men of Kenner.

In November of last year a nine-member planning commission, three of whom are women, was authorized by the town council, to help develop our program to meet the needs of rapid expansion. In December, when the council met to adopt our 1950 budget, an appropriation was provided to employ two full-time directors of the recreation program for Kenner children, and at the same time reductions in taxes were

made for our citizens.

In order to reduce the hazards of blinding smog on our highways, an ordinance was passed to control and regulate shrub and brush fires within the corporate limits of Kenner, and to constructively protect our town from fire from this and other causes, early this year the Kenner Volunteer Fire Company was reorganized and reactivated, and steps taken toward the construction of a new, second fire station on the lake side of the Airline Highway.

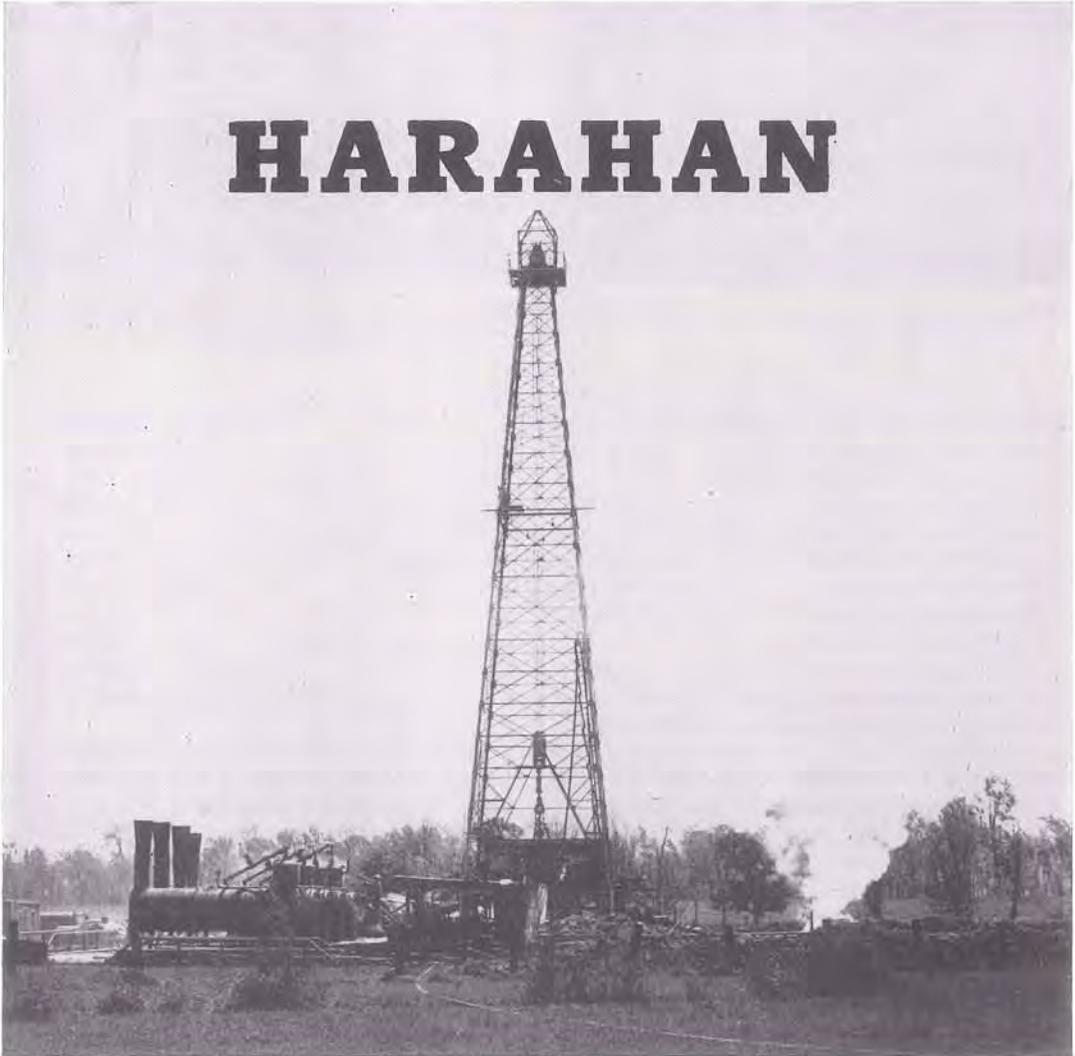
Last year, 1949, was a year of great accomplishment for Kenner, as have been many years previous. This year it is already apparent that there will be no let-up in our progressive action in many fields, and we feel that 1950 will go down in glowing numbers in Kenner history.



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. Bonwa, Night Officer. Standing, left to right: Leo Gautreaux, Alderman; Frank Perrone, Alderman; William Mancuso, Alderman; Joseph Centanni, Alderman; and Joseph D'Gerolamo, Alderman.

HARAHAN



By Frank H. Mayo, Mayor

The people of Harahan maintain a constant enthusiasm for the unceasing expansion and development in our community.

Residential construction is going on all the time, as once-scarce building materials become more and more available, and as more people move in to work in our industrial enterprises, which are themselves growing constantly.

Four great new subdivisions were under way at the beginning of 1950, to increase by hundreds the number of new houses already built in the Harahan area. Real estate developers Lauricella & Sizeler are building two of these and Mrs. Henry Chalaron and

Schill & Wolfson are bringing the other two into being.

Regarding industrial sites, the Illinois Central Railroad alone has available 1000 acres of choice property. For though Harahan has quite a few varied industries, there is room for many more to take advantage of our ideal location, climate, transportation facilities and ample cheap natural gas fuel.

The Kieckhefer Container Company is located here, as are the W. A. Ransom Lumber Company, the U. S. Steel Products Company, Freiberg Mahogany Company, and Zensel Bros., who produce practical and artistic metalcraft.

Since 1948 oil companies have been



NEW HOMES in subdivision of Lauricella & Sizeler.

taking up leases on tracts, and the production of oil in Harahan promises to be one of the big industries of the future.

Packing house and dairy products are supplied to ships by our Wholesale Market.

When the Harahan town council met in December, 1949, among other business settled was the adoption of Ordinance No. 146, which provides that the water supply, sewerage and plumbing should conform to the sanitary code of Louisiana. At the beginning of the year work was begun on Hickory Road, connecting the Airline and Jefferson Highways, which will greatly relieve certain traffic problems in this area. This road, which we have been trying to put through since 1938, will become part of the state's highway system.

Our teen-age building, constructed in 1948 as an investment in our growing

youth, has proved of inestimable value from the beginning. Harahan is very proud too of its new community center, started in the middle of 1949 by the volunteer work of both veterans and non-veterans and the women of the community. The Harahan branch demonstration library, opened in the latter part of last year, was popular from the start, and has been found to be a pleasant addition to our civic utilities.

Our new and modern U. S. Post Office was put up at the expense of Harahan, as a permanent remembrance of our heroes killed in the first and second World Wars.

On all sides in Harahan we see progress, industry, growth and a satisfactory accompanying financial balance. Harahan is still on the way up, and it looks like it will be for a long time to come.



OFFICIALS OF THE VILLAGE OF HARAHAH

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 Cotrado, Marshall and Chief of Volunteer Fire Department.

Presenting — —

PLAQUEMINES

PARISH

By Leander H. Perez

District Attorney, Plaquemines and St. Bernard Parishes

I. What We Have Done With What We Have

The people of Plaquemines Parish have always been proud, and rightly so, of our flourishing natural wealth. We have enjoyed the many blessings of a land bountifully bestowed by Nature with almost unbelievable material resources. We have benefited too by the advantages of a pleasant climate, the lowest taxes in the state, the manifold aspects of good living, and the best possible administration of our parish affairs.

But this is not the whole story.

The complete picture must represent more than the ever-increasing production of oil and sulphur, of which we are the only parish in the state to produce both; more than the hundreds of thousands of tons of seafood our fishermen harvest every year and ship outward to New Orleans and the rest of the nation.

Also in the picture are the \$1,500,000 citrus crop, the potentially rich Easter lily bulb crop, the fur pelts, of which we produce one fourth of the total for the



state, which in turn produces more than Canada and Alaska combined, and still this is not all, not even when we include the great untouched reserves of lime and salt.

That those are "gifts" might be argued with considerable logic, and hence not to our credit. It is certainly true that the people of Plaquemines Parish had nothing to do with the placing of the oil in the deep pools far below the surface, or the burying away of the treasures of sulphur. We had nothing to do with the original natural richness of the alluvial soil.

These things are attributable only to the workings of Nature through eons of slow geologic activity, and the draining of three-fifths of the continent by the tributary system of the Mississippi Riv-

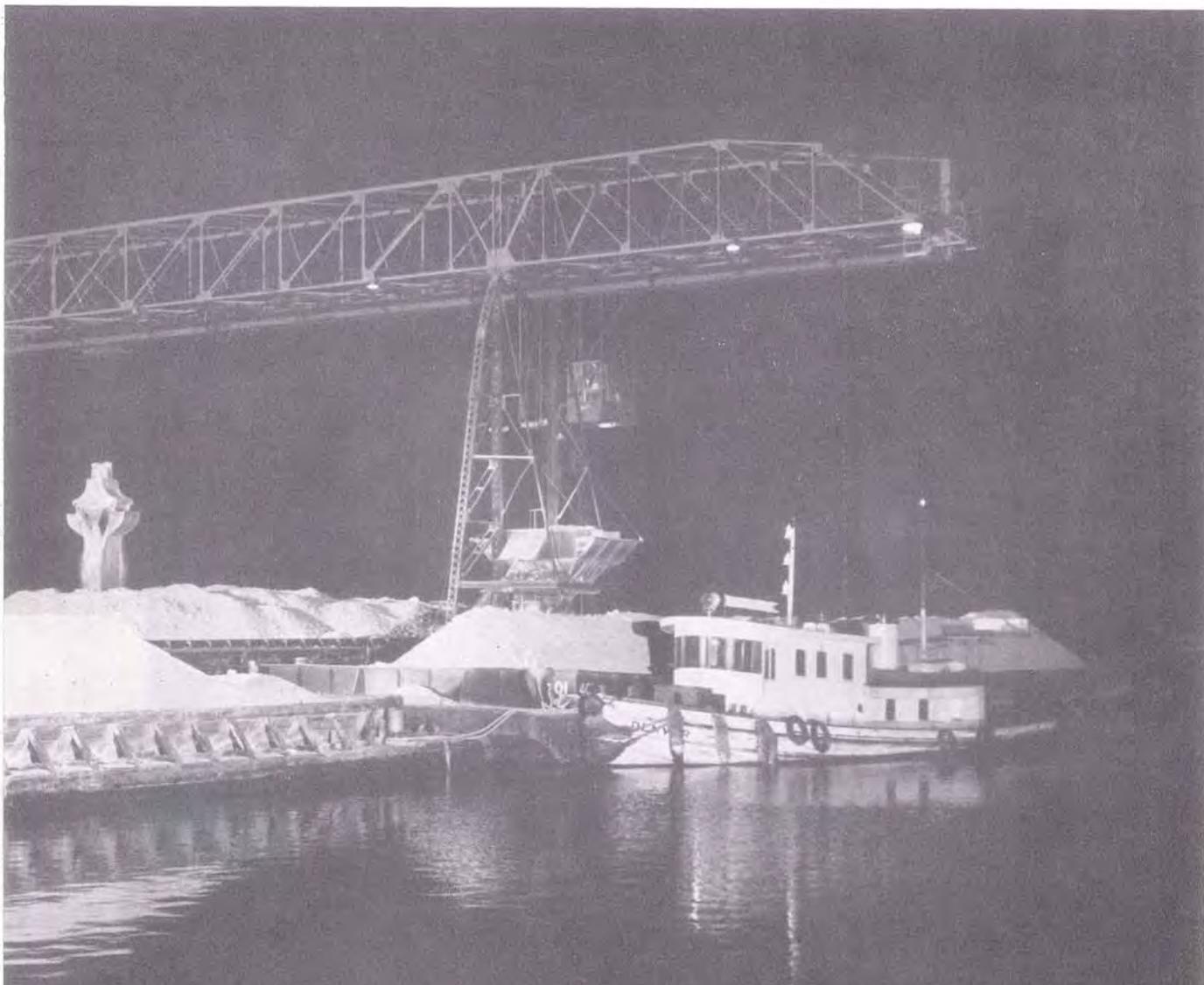
er, which for untold centuries spread the top soil from many states lavishly over the Delta area in annually accumulating layers. Certainly we cannot claim credit for that.

We cannot claim responsibility for the conditions which make our waters ideal for oysters, nor for the myriads of shrimp in the Gulf.

But in the harvesting of these wealthy advantages our people have put much labor, and also much mental energy toward the development of new and improved methods of availing ourselves of them. And it is on these and our growing industrialization that we pride ourselves most.

For, in keeping with the industrialization of the country and the South, and especially other parts of Southern Lou-

LOADING SULPHUR is a night and day job for the Freeport Sulphur Co.





LAYING THE FOUNDATIONS *for the bridge over Dowlut's Canal early this year.*

NEW FREE LOCKS *at Empire permit the passage of larger boats than before.*



isiana, Plaquemines is progressing in the field of mechanized enterprise.

We have been concerned furthermore with more than industrial development and its practical remunerations. Living conditions have been improved; an extensive road building program is currently under way; our school system is developing apace, so that the one-and two-room schools prevailing until 1926 are now long a thing of the past. In housing, electrification, waterways, agriculture, and water purification we have gone forward—and in no way have we lagged or been backward.

Let us examine these claims in greater detail.

That essential fluid which is known by many names—black gold, petroleum, rock oil—and without which all but the very simplest machinery would be impossible is found in almost limitless quantities in our parish, together with untold amounts of natural gas. Of the oil produced in Louisiana yearly, Plaquemines accounts for almost 10%, and this \$40,000,000 share is increasing annually. In 1948 our then 14 fields with 316 wells had a total daily allowable of 50,000 barrels. Last year two additional fields were opened and the number of wells amounted to 361 in all. Daily allowable from all these holes was increased to 57,717, according to figures from the State of Louisiana Department of Conservation.

In the oil industry new experiments and endeavors are going on constantly. Men are day and night working out new and better ways to locate the presence of oil, to bring it to the surface, and to adapt it for a multitude of different uses. For the development of more powerful machinery necessitates the continual improvement of oil as it is found in the natural state.

In this connection we bring in the Oronite Chemical Company's plant at Oak Point, on the West Bank of the Mississippi. Here are manufactured chemical additives which give to lubricating oil specific qualities for use in super-powered diesel and gasoline engines, where ordinary lube would break down and burn away. The plant at Oak Point, employing many men, is something of which we are proud.

Down the Mississippi, 35 miles below New Orleans, is the Grand Ecaille sulphur mine of the Freeport Sulphur Company. Approximately 99% of all this valuable yellow element mined in the United States comes from this and one other mine on the Texas coast.

Up until the end of the 19th century Sicily held a world monopoly on the precious mineral which is used in the manufacture of practically everything we use today. Sulphur had been discovered in Calcasieu Parish in 1865, but it proved impossible to mine because of the layers of quicksand and lethal hydrogen sulphide gas. Nature does not always easily relinquish her treasures.

But there are more ways than one of skinning a cat, as the saying goes, and in 1890 the brilliant Dr. Herman Frasch conceived the idea of mining sulphur not as a solid mineral, but as a liquid. Thus pipes could be sunk right through the dangerous barrier strata, and sulphur, melted by the action of superheated water, could be forced to the surface as a fluid.

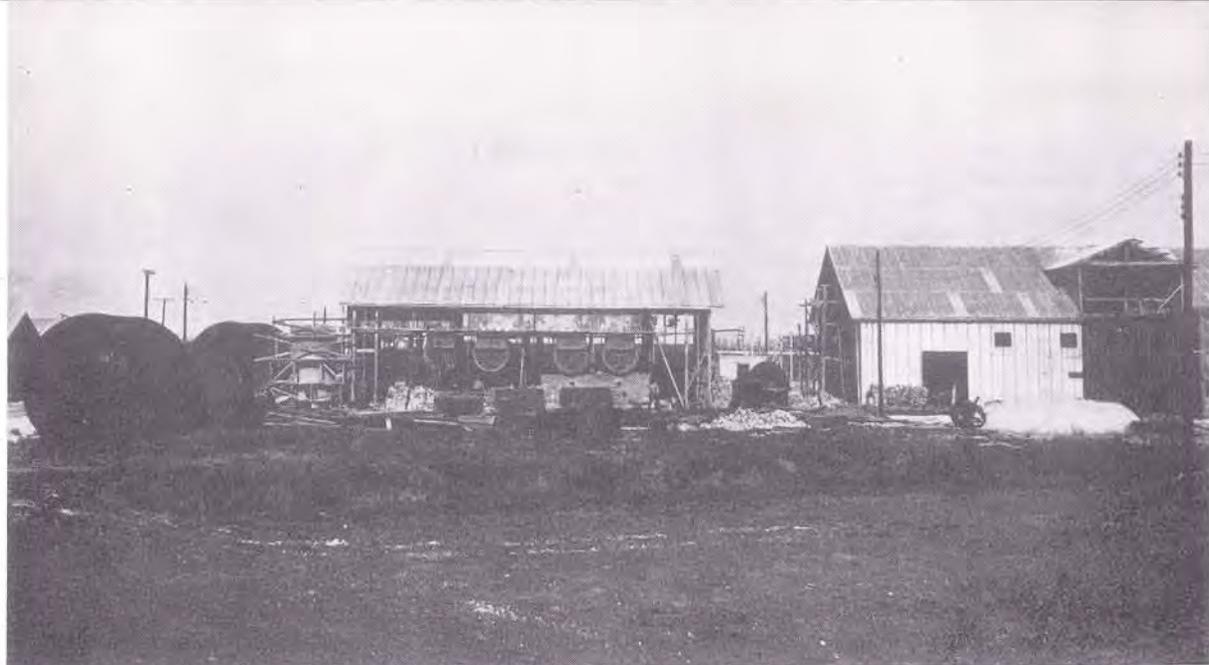
A variation of the Frasch process is used by Freeport at its Grand Ecaille mine, but this did not solve the problem of heavy surface structures on the quaking, semi-aqueous land of the mine site. Accordingly, a total of 75,000 closely spaced piles were driven to a depth of 75 feet at a spot on the river bank 10 miles away. Here, at a cost of \$6,000,000 the Freeport Company built, on filled-in land, a neat little town to house its employees. Port Sulphur has all the requirements of high living standards: there are playgrounds and a school for the children, a golf course, baseball field, tennis courts and a bathing beach, a hospital, stores and a community house.

The Grand Ecaille workers enjoy steady, year-round jobs, for regular production is maintained to build stocks for future needs. Employees also enjoy the security of life insurance, pensions, accident and health insurance, interest-free loans, hospitalization and medical care.

Benefits such as these cannot be attributed to the bounty of Nature, but to the intelligence and labors of modern-minded men.

Production at Grand Ecaille in 1934 amounted to 153,695 tons of sulphur. The one-million-ton-per-year mark was made in 1948, and last year up from the depths came 1,134,185 long tons of the vital yellow mineral.

Sulphur is a basic element which for forty centuries has been essential to man's life. It is used in the manufacture of medicines and in the preparation of foods; dusts and sprays for fruit, flowers and vegetables are made from it, and 30% of all produced is returned eventually to the soil, some as



PLAQUEMINES' seafood industry is leaping ahead with the construction of menhaden plants at Empire, one of which is shown above. Besides oysters, below, the parish produces shrimp, crabs, turtles, frog-legs, crawfish and many varieties of fish.



amender and some in the manufacture of fertilizer. It is necessary to the building of automobiles and airplanes, rubber products, newspapers, safety glass, telephones, radios and television, dyes, moving pictures and anti-freeze. It would take many pages to list all the uses to which sulphur is put.

The Freeport Company in 1948 developed what is referred to as the "world's largest thermos bottle." This is a 900,000-gallon insulated tank mounted on a 150-foot steel barge. Molten sulphur can thus be transported ten miles by the company's canal to the river for storage or further transportation. The barge is at present not in constant use, but the future will most likely see more like it, used regularly.

It is easy to see that men work for this golden treasure. It does not flow out of the ground itself. This is industrial enterprise, \$20,000,000 worth yearly.

Related to this industry is the plant of the Niagara Chemical Division of the Food Machinery & Chemical Corporation, at Belle Chasse. Sulphur produced in our parish is converted in this plant into sprays and dusts for the control of plant diseases and insects, and into amenders to correct alkali soils.

Things are constantly being done in Plaquemines to improve upon that which we have. The frequent experiments and improvements marking our agricultural production are perhaps best exemplified by our bounteous citrus crops, which brought in approximately \$1,500,000 last season.

Developing from the first orange trees planted by the Jesuit Fathers in 1750, the orange groves, which were almost completely wiped out by the 1893 hurricane, now stretch in a green and gold carpet for forty miles down the West Bank of the Mississippi below Pointe-a-la-Hache, the seat of government.

Plaquemines is the only parish in Louisiana where the growing of oranges is an industry. As such it is conducted on a practical, business-like basis.

Since the early experimental bud-planting work of George Schoenberger and W. S. Reddick, two of the largest growers toward the end of the last century, great development and advances have been made. Currently the work goes on—spraying and dusting methods, waxing processes and packaging—utilizing the latest developments in related fields, and improving facilities helpful to the industry.

Last year on December 4th the Louisiana Citrus Growers Association held its fourth Annual Orange Festival, at which reigned Queen Margaret Gustafson, daughter of Mr. and Mrs. Arnold Gustafson of Port Sulphur. This yearly celebration at Buras is part of the association's broad program to bring to the notice of the nation the superlative qualities of the golden citrus fruit, Louisiana sweets and navels, kumquats, tangerines, mandarines, satsumas, Valencias and grapefruit. To maintain these high standards, the association inaugurated in 1947 a four-point marketing program. According to these regulations, strictly adhered to by the citrus growers, no fruit may be shipped to market that does not meet the minimum maturity test. All fruit must be washed and carefully graded, packed in clean containers marked with the name and address of the grower, the U. S. grade



FREE FERRY at Pointe-a-la-Hache.



APPROXIMATELY 10% of all of Louisiana's oil production comes from Plaquemines Parish. Other important products are cattle and dairy products.



and size, and they must pass inspection by state and federal authorities. These citrus fruit have in impartial tests consistently shown higher sugar content than oranges from other parts of the country.

Approximately 5% of the orange crop is made into delicious orange wine, both sweet and dry. Plants at Triumph and Buras turn out an extremely palatable product of about 18 to 20% alcoholic content, and of a bouquet and flavor to delight the most critical. There is never enough of this wine, for the demand is always greater than the supply.

A peculiarity of the groves is their elongated shape. Most of them are very narrow, stretching away from the river to the marshland beyond. Groves of a half-acre width and an acre width are not uncommon, although they may be as much as forty acres deep.

At least 99% of the citrus crop of Louisiana comes from the half-million trees of Plaquemines Parish, according to B. B. Jones, Agricultural Secretary of the New Orleans Chamber of Commerce. From the 37,000 boxes of fruit harvested in 1919-1920, which grossed \$103,000 for the growers, the 1949-1950 season's \$1,500,000 crop has come a long way. And just as with everything else in Plaquemines, we expect a greater yield next year.

County Agent Murphy W. MacEachern, who has greatly aided the growers in increasing production and quality, believes that "the Plaquemines Parish citrus industry has a great future with

many potential possibilities. With the coming of more drained land and other improvements, along with increased fertilization, the next eight or ten years should see the crop about doubled."

Mr. McEachern is also optimistic and enthusiastic about our Easter lily production. Using the latest planting methods and chemical treatment against disease, bulb planters could gross about \$6500 per acre. The crop has a million dollar yearly potential, Mr. MacEachern believes, and he was encouraged to note that in 1949 production went up, although unfortunately the price took a slight dip.

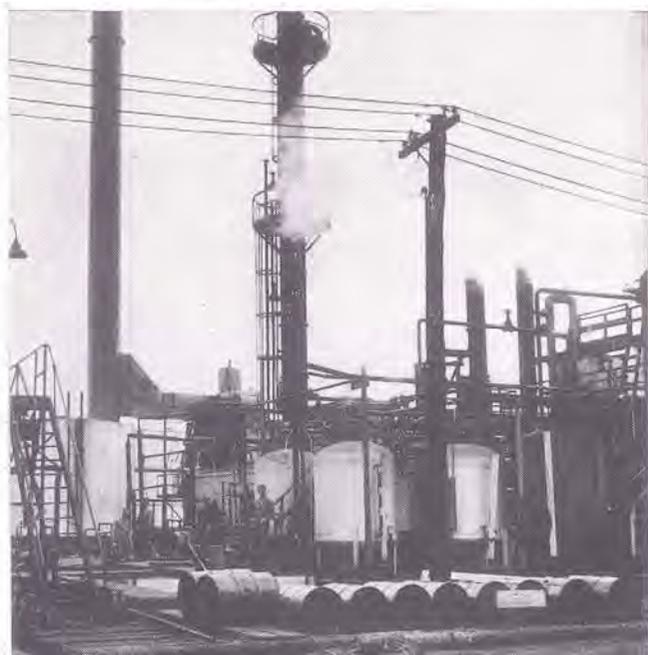
The lilies, called locally "Creole lilies" have open to them the \$2,000,000 market lost to the Japanese nine years ago, and to encourage planting there is a standing offer, to every grower, of a bushel of bulbs free, to be replaced in the common "pool" by two bushels within two years. The bulbs—valuable because they blossom in 3 years instead of 5 years as do bulbs from other places—are shipped north, where dealers keep them at low temperatures, later "forcing" them to bloom on a certain date, generally Easter Sunday and Mother's Day.

The County Agent's activities include other agrarian development, as a lush garden belt extends northward from Pointe-a-la-Hache to the parish line. About 90% of the farms are electrified, and power is available to practically all of them.

About 16 miles below New Orleans, at Caernarvon, are the first of the many seafood packing plants in the parish. Oysters, shrimp, crabs and fish are harvested in the waters of the parish and in the Gulf lapping at the edges of the Delta. About 200,000 barrels of oysters are shipped from Plaquemines each year, and in 1949, more than 350 shrimp trawlers from our parish applied for licenses to shrimp in the Gulf.

The spring of this year saw the beginning of another very valuable seafood industry, with the opening of the first two menhaden plants in Plaquemines, at Empire. Long neglected in the Gulf because they are unsuited for human consumption, the menhaden industry has been in recent years growing rapidly along the Gulf Coast of other states. Extremely rich in valuable oil, the tiny fish, related to the sardine, are processed into highly nutritious meal for livestock and fertilizer, and

ORONITE CHEMICAL Co. plant at Oak Point.





KING AND QUEEN of the 1949 Annual Orange Festival were Leander H. Perez, District Attorney of Plaquemines Parish, and Miss Margaret Gustafson, daughter of Mr. and Mrs. Arnold Gustafson of Port Sulphur.

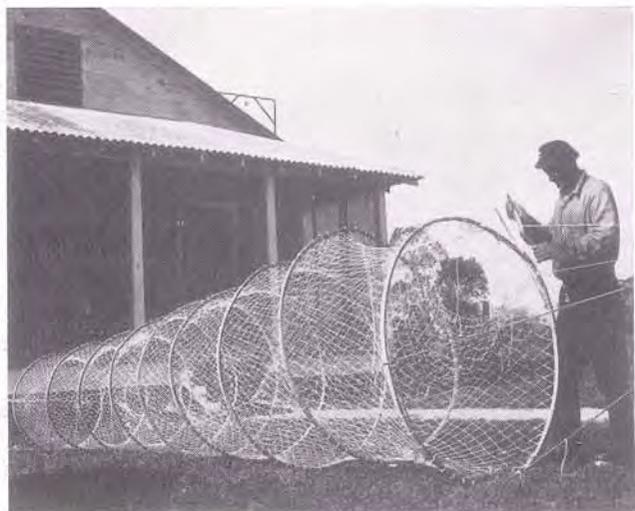
there is an ever increasing demand for the oil.

An added boon to the over 400 trappers who work hard for their living in the marsh and swamplands is the nutria, introduced here from South America, where it is known as the coypu. Ten years ago a dozen escaped from a pen on Avery Island and the Conservation Department learned they could thrive among the muskrats, to which they are related. Much larger than their little North American cousins, the Argentine rodents do not eat the same food, and

are in fact, the only rodents that will eat alligator grass, of which our marshes have a plenitude. Because of their size, sometimes attaining 30 to 35 pounds, and their even-colored pelts, they are prized by trappers and furriers. Now Louisiana's fur gatherers can look forward to a great new source of income, with the *planting* of 200 nutria on the Pass a l'Outre shooting grounds at the mouth of the river, which spot incidentally accounts for a large part of the \$25,000,000 sportsmen spend annually hunting and fishing in



PRIZE PACKAGE. For four consecutive years H. A. Schoenberger has taken first prize in the Orange Festival with his beautifully packed gift boxes, here held by Mrs. Schoenberger. Clockwise are other Plaque-mines assets: The lovely Easter lilies; increasingly mechanized agriculture; the Niagara Chemical Division of Food Machinery Corp. at Belle Chasse, and a citizenry of sturdy, industrious mixed European stock, well represented by the fisherman with his unique fish trap.



Louisiana. Mr. Mel Washburn, Director of Education and Publicity for the Louisiana Department of Wildlife and Fisheries, believes that the nutria fur crop will within ten years be worth more than \$15,000,000 to the state. And trapping is hard work, as any sinewy, sun-bronzed trapper will tell you.

So here again our people earn the things which make our parish wealthy. Plaquemines is not a place where gold nuggets are found in the streets. But we have been generously blessed by Nature with a multitude of good things, we have endeavored to make the most of them, and we feel that up to now, to a great extent we have succeeded.

II. How We Have Built What We Needed

Though Providence has indeed been lavish, there were things lacking in our parish, which our growth made imperative. We needed canals for navigation and drainage, and we needed roads, hard-surfaced roads, for the transport of people and goods. The record of construction so far, is gratifying, and our plans for the future would please the most ambitious.

We are always proud to talk about our free ferry, crossing the river at Pointe-a-la-Hache. Purchased ten years ago by our Police Jury at a cost of \$90,000 and operated and maintained solely at parish expense, this automobile and passenger ferry was until last year the only free ferry on the entire Mississippi River. The Police Jury of St. Charles Parish followed our excellent example last November, with the purchase of the Luling-Destrehan ferry.

Of immense value to the oyster and shrimp fishermen are the navigation canals cutting through the marsh to the "outside". In 1936 the Police Jury bought the locks at Empire and since then has operated them without charge. This alone means a saving of \$100,000 yearly to fishermen. The new Empire river locks, built with the cooperation of the state, was completed in the spring, and the newly constructed one million dollar deep water canal from Empire to the Gulf, including Gulf-end rock jetties, was also opened to boat traffic this spring. This waterway has a width of 100 feet and a depth of 12 feet, permitting larger craft to use it, and saves 45 miles per round trip to the Gulf.

First put into operation on June 1st, 1949, our new waterworks at Belle Chasse produces 80,000 gallons of pure water per day for the Sixth and Seventh Wards. With the inexhaustible Mississippi River to draw upon, eventually waterworks throughout the parish will furnish water for everyone. Already in the blueprint stage is one to serve the Empire-Buras district.

In 1949, at a cost of \$20,000, we purchased a John Bean Fog Fire Fighter truck and its companion, a 1500-gallon capacity tank truck, and built a garage on the waterworks grounds. As part of the distributing system, the truck and tank are used in rare times of drought, to take water to our people out beyond the pipe-line.

The year 1950 will also see the completion of construction work on the East Bank of a most modern all grade school at Woodlawn.

Construction has begun on the Port Sulphur school, toward which the Freeport Sulphur Company contributed \$50,000, for the hydraulic fill of the school grounds, and a third all-grade school to be constructed at Buras is in the planning stage. Modern schools are planned where needed for the Negro children of the parish. To assure the finest instruction for the children of our 15,000 industrious citizens, Plaquemines supplements the pay of its teachers. The budget for teachers' salaries in 1949-50 (white and Negro) was \$257,000, included in the total current operation budget of \$410,00, much more than double the 1940 total budget of \$175,000. An enrollment of 1900 pupils is expected in 1950, which is almost 33% higher than the 1300 pupils of 1940.

Another wise purchase by the Police Jury was the 70-foot patrol boat, *Manta*, which helps greatly to conserve the shrimp and oysters by helping to enforce the laws passed in 1946 for the protection of Plaquemines fishermen.

Since 1933 taxes have been reduced by more than 50%, and because of severance taxes levied on our rich resources, we are able to put into effect ambitious programs of road building and land drainage. The 8000 acres drained by 32 miles of canals since 1933 have added by so much to our arable land, and given more year-round grazing to the fine cattle produced here. The parish has constructed 10 miles of roads since the end of the war, and approximately 35 miles more are expected to be



JOHN BEAN fog fire-fighter and 1500 gal. tank truck of the Belle Chasse Waterworks. Below, in the laboratory, Gordon Trevil, Supt., and R. Z. Perez, Commissioner and Secty. of the district.

completed by the end of the year. Matching dollar for dollar the state appropriations for road-building, Plaquemines is the only parish in Louisiana to do so.

III. But Come Along and See for Yourself

Come with us on a trip of inspection through the parish, gaze upon these 100 miles that are rich not only in natural opulence and industrial progress, but in beauty and history and tradition as well.

At Caernarvon, 15 miles below New Orleans, you can still see the great scar in the earth where the U. S. Engineers dynamited the artificial crevasse that saved the Crescent City from flood in 1927. Here too, are the first of the many seafood packing and processing plants, and the first of the navigation canals.

A large, 32-acre recreation park farther along announces that we are about to enter Braithwaite, and below that little community is English Turn, commemorating the stratagem by which the wily Bienville in 1699 caused the British ship to turn again downstream, leaving Louisiana to the French. Next we come to Stella, named for the ancient plantation nearby, and below that, Belair, also named for a long-gone sugar plantation.

Phoenix is the site, rediscovered in 1930, of the first white settlement in Louisiana, and also of Fort Iberville, the first fortification in the territory. This brings us to the parish seat of government, Pointe-a-la-Hache. Here the Police Jury sits, in the Courthouse Building, which underwent extensive remodeling and enlargement at the beginning of the year. And here is the free ferry connecting with West Pointe-a-la-Hache. A second-class road extends to Bohemia, a fishing village and residential area for Humble Oil and Refining Company employees.

Plaquemines' varied profusion extends beyond here, however, so we must board a plane or boat and go past Pilot Town, where river pilots take over ships from pass pilots, to the indefinite aqueous fringes of this bountiful land. There on the marshy ground like a web between the passes is the 66,000 acres of the Pass a l'Outre shooting grounds, a sportsman's paradise, once the site of the haphazard "providence crops" of rice. Across the pass is the 45,000 acre government supervised Delta Migratory Waterfowl Refuge, where hundreds of thousands of ducks, geese, poules d'eau and other feathered game rest and breed in safety every year.

Turning northward again we must again fly or float up the river to Venice,



PROGRESS SHOT of the Woodlawn School at Bertrandville.

southernmost town on the West Bank, with Boothville next above it. We are now in the west side of the Orange Belt that ranges 45 miles up the river on both sides.

Past historic Fort Jackson we come to Triumph, site of one of the two wine distilleries, and then Buras, site of the other. This is the heart of the citrus land. North of this large town is Empire, with its toll-free locks and canal and new menhaden plants, and above this, Nairn.

Port Sulphur, modern, pretty and prosperous, is built around the Freeport Sulphur Company, and north of it we come to the 40,000 orange trees of the Magnolia Plantation, largest grove in the parish. Myrtle Grove, next, was

once a sugar cane plantation, and above it is Jesuit Bend, where the first oranges were planted by the Jesuit Fathers.

The last town north on the West Bank is Belle Chasse, of utmost industrial importance today, and named for the magnificent plantation home of Judah P. Benjamin, Secretary of State of the Confederacy. Located here are the Oronite Chemical Company, the Niagara Chemical Division of the Food Machinery and Chemical Corporation, and the new waterworks.

Belle Chasse, meaning "good hunting" sets the keynote of the new industrialization of our parish, with its matchless combination of plenty and progress.

PORT SULPHUR HIGH SCHOOL. *Drawing by Wogan & Bernard and Theodore L. Perrier, Associated Architects.*



PORT SULPHUR HIGH SCHOOL
FOR THE
PLAQUEMINES PARISH SCHOOL BOARD
WOGAN & BERNARD
AND
THEODORE L. PERRIER
ASSOCIATED ARCHITECTS



TUNA CLIPPER constructed at Avondale Marine Ways for Pacific Coast use.

Briny HORN OF PLENTY

By James Nelson Gowanloch

Chief Biologist

Department of Wildlife and Fisheries
State of Louisiana

Jefferson Parish has had an extraordinarily significant place in the history of the development of the fisheries of Louisiana, intimately bound up particularly with the oysters, one of the North American seafoods first ever to be harvested, and shrimp, which support by far the biggest fishery of the whole South.

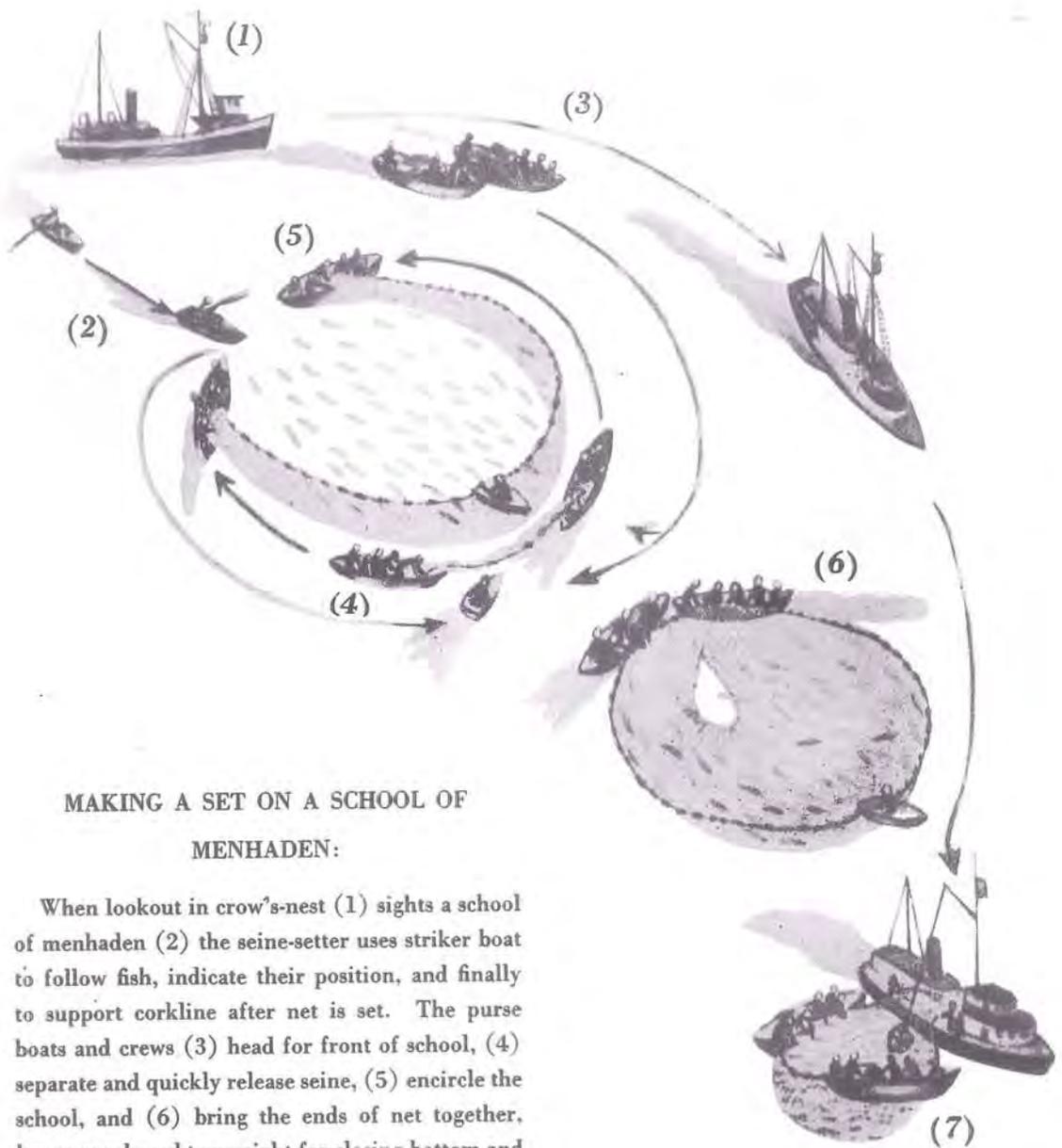
Jefferson, too, forms part of Louisiana's doorstep on one of the world's great "inland seas," the Gulf of Mexico.

It is the purpose of this article to bring to attention new and sweeping influences which may well accomplish a greater destiny and unpredictably vaster wealth for this 750,000 square miles of ocean.

It is strange and almost unbelievable that although for at least two centuries white men have explored, hunted, fished

and in various fashions, have lived along the northern border of the Gulf of Mexico, their activities in the matter of fishing, particularly, failed to extend far beyond the shore lines. Now, all this may soon and swiftly change. Local needs, national needs and world needs have sharpened the focus of industrial attention upon the fact that the inhabitants of the earth require in constantly increasing degree the products of the ocean. So, important steps are being taken to further and more intensely cultivate the only partly revealed wealth of the Gulf.

In considering as a food producing area this great body of water that extends one thousand miles east and west and eight hundred miles north and south, we must take into account such factors as temperature and currents.



MAKING A SET ON A SCHOOL OF MENHADEN:

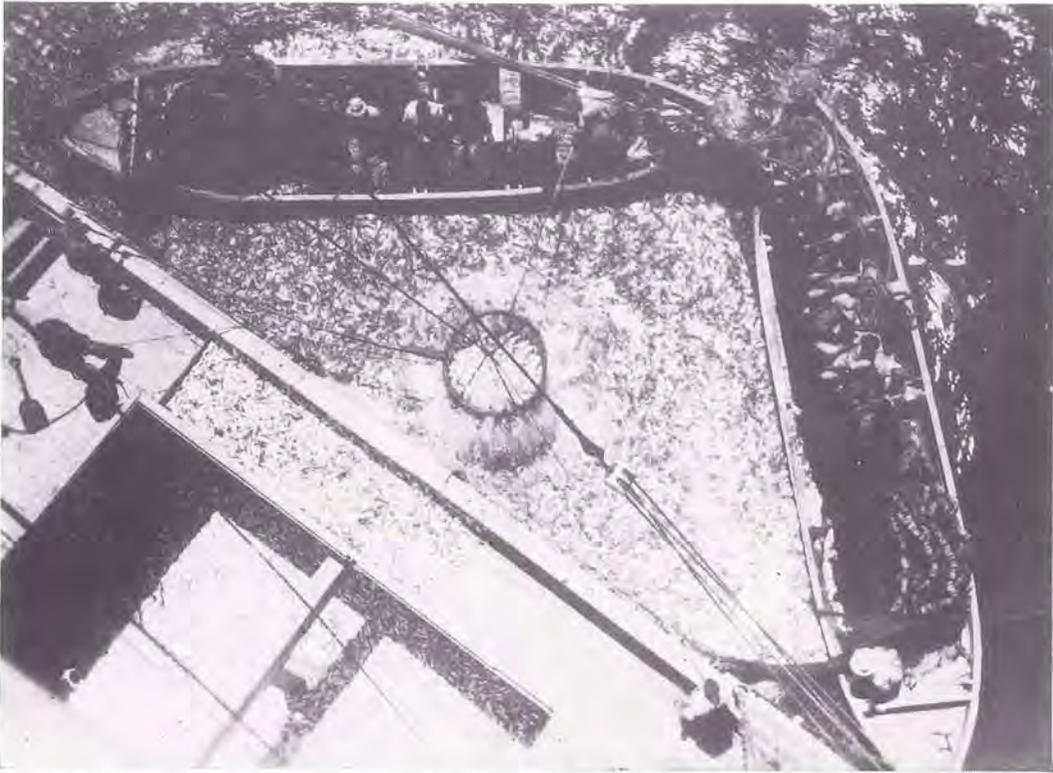
When lookout in crow's-nest (1) sights a school of menhaden (2) the seine-setter uses striker boat to follow fish, indicate their position, and finally to support corkline after net is set. The purse boats and crews (3) head for front of school, (4) separate and quickly release seine, (5) encircle the school, and (6) bring the ends of net together, heave overboard tomweight for closing bottom and guiding purseline as it is hauled in to purse the net. The crews haul in ends and bottom of net, concentrate the fish in the center portion of seine, which (7) is placed against the side of menhaden steamer and the catch brailled into the hold.

The Gulf is truly a warm "inland sea." The generalized sea surface temperature in July is $82\frac{1}{2}$ degrees Fahrenheit. In the cold season it varies from 65 degrees directly off the Louisiana coast to $72\frac{1}{2}$ degrees centrally and 75 degrees off its southern borders.

The currents are complicated but fairly well understood. An overall picture shows a western counter-clockwise current that streams completely around the coasts of the Gulf, from Florida to

Yucatan. Farther offshore there is a vast water movement in exactly the opposite direction, and still farther out there are two great circular movements, one in the eastern Gulf and one in the western Gulf. Winds and other weather changes modify local conditions slightly, but the general pattern remains the same because of the immense quantities of water involved.

Little scientific exploration of this inland sea, which has depths of as much as two and a half miles, has been done, except incidentally in the course of



other work. Yet it is estimated, as well as can be estimated, that even now over one and a half billion pounds of fisheries products—shrimp, oysters, menhaden, sponges, snappers, mackerel and other wealth are harvested each year. What further riches lie therein only systematic, continuous and skilful exploration can reveal.

The Menhaden fishery is probably the least understood of all the fisheries in the Gulf of Mexico, yet it is the most important in the entire western hemisphere. Menhaden belong to the group of herring-like fish, which range from the mighty tarpon to the tiny two-inch dwarf herring. This group includes also the bonefish, shads, ten-pounders, the sardines and anchovies (which are frequently confused with the true Menhaden) and surprisingly, the salmon and trout.

There are four species, two of which are found in the Gulf, one inshore and one offshore. They are the large-scaled *Brevoortia patronus* and small-scaled *Brevoortia gunteri*. Menhaden are the tiny fish the Indians planted with their corn, but they have many, many more uses than as fertilizer. Newcomers to the New World early placed value upon the Menhaden oil, but their extracting methods were primitive in the extreme. Barrels of the little fish were permitted

BRAILING *Menhaden* into the hold of the mother ship from purse seine.

to decompose, and the oil was skimmed off the top. This oil smelled abominably and contained many impurities which limited its use. Happily improved methods have likewise improved quality and utility.

Methods of capture have changed also. Haul seines have given way to the highly efficient purse seines, pictures of which accompany this article.

Menhaden occur in almost unbelievable numbers. Last year for the first time they exceeded the sardine (pilchard) fishery of the West Coast, and became the largest fishery in volume in the western world with a poundage in excess of one billion pounds in a single year.

Menhaden are a "short-circuit" in the food chain existing between plankton, which are minute organisms living everywhere in the sea, and the larger fish. They convert the basic food materials into their own bodies which then become food for further steps upward in the chain.

The Menhaden fishery has projected violent arguments between, particularly, sports fishermen and Menhaden fisher-

men, as well as other commercial fishermen. Questions involved in these contentions fall generally into the following groups:

First: Does the proper operation of Menhaden gear capture other kinds of fish, game or commercial, and shrimp?

Second: Does the Menhaden gear damage the habitat of these other fish or shrimp, and oysters?

Third: Are Menhaden important as food to these game or commercial fish?

An understanding of the nature of the purse seine is necessary to answer the first two of these questions. At the beginning of the "set" a purse seine is not bag-like, but like a wall, up and down in the water. The upper edge is held at the surface by floats, the lower edge pulled down by weights.

Repeated observations have proven that any game fish that happen to be in the vicinity of a school of Menhaden instantly "sound" at the beginning of the net setting operation. When the two ends of the huge net, which may measure 1200 feet in length, are brought together, a weight, the "tom-weight" is tripped, which draws the bottom of the net together, forming a "bunt" in which the Menhaden are captured. Since Menhaden school only with Menhaden, and what game fish and other fish might have been there have sounded, the net then contains practically 100% Menhaden. The seining vessel then moves alongside and "brails" them into the hold.

Also in regard to this first question, huge catches of Menhaden, as well as herring, have come directly under my observation wherein as many as thirty tons of one of these species taken in a single set of a purse seine will include not more than twenty or thirty individuals of any other species. One specific instance of the manner in which other fish sound before the tom-weight closes the Menhaden net cost a friend of mine over \$7500 in the waters off Mississippi. During July and August, 1947, he tried to capture Spanish mackerel and false albacore (of the Tuna family) with a purse seine. It was found repeatedly that when one of these schools was surrounded, the fish sounded and escaped, and the entire operation was a complete financial loss.

Another example was purse seine operations carried out in June to August, 1948, on the Gulf coast. Ernest Simons, under the direction of J. L. Baughman, captured more than 2,500,000 Menhaden during this period. With



MENHADEN or "pogy" boats. Notice crow's nest for spotting schools of fish.

these fish only 228 game and commercial fish, 62 sharks, 26 Blue Crabs and 34 shrimp were taken.

Occasionally when the nets are raised innumerable small shrimp are found, which shrimp fishermen take for the young of our extremely valuable Lake Shrimp, the basis of our shrimp industry. Actually, these tiny shrimp are fully grown members of a commercially valueless family, the technical name of which is *Acetes*. I have convinced fishermen of this in my laboratory by showing them under the microscope the eggs attached to the legs of these diminutive, one-fourth-inch long, fully grown shrimp.

Answering the second question we point out that the bottom of the purse seine must clear the ground at all times. Should it be dragged over the bottom, it would be so badly damaged that the operator would lose money even if his catches were abundant, and he would be quickly driven out of the business. This holds true even if nets of greater length and depth be used.

The problem of whether or not Menhaden form an important and necessary element of diet of our choicest marine game fish must now be answered. Two scientists in earlier studies, one John Pierson in 1931, and Gordon Gunter in 1941 examined six hundred stomachs of



speckled trout and redfish taken over a period of two years and found that less than two dozen Menhaden were present as food. More recently, L. N. Robinson, also working under the direction of J. L. Baughman, revealed the astonishing fact that the examination of 2917 stomachs of various species of fish, including 1244 speckled trout, 390 redfish, 173 mackerel, 82 dolphin, 16 tarpon and 13 flounder, showed that of these 2917 fish, the unbelievably low number of seven were found to have eaten Menhaden.

The reason for the quite general belief that Menhaden are important food for game and commercial fish is that there do exist in the Gulf of Mexico many fish that resemble Menhaden. These include various species of shad, of anchovies and of "sardines" which only a scientist could distinguish from Menhaden.

The powerfully rising need for Menhaden products has brought about great improvement in processing of the fish and refinement of the end products, the fish meal and fish oil, which last is exceptionally valuable. As a quick drying paint vehicle, and in the manufacture of high quality soaps and cosmetics, linoleum, and the tanning of leather there is constantly increasing demand for it. One hundred and sixty-five uses of oil and oil by-products are at present operating.

The fish meal was originally used as fertilizer. But during the war, on the

MODERN processing plant, with vats in which the tiny fish are cooked before the oil is extracted by pressure.

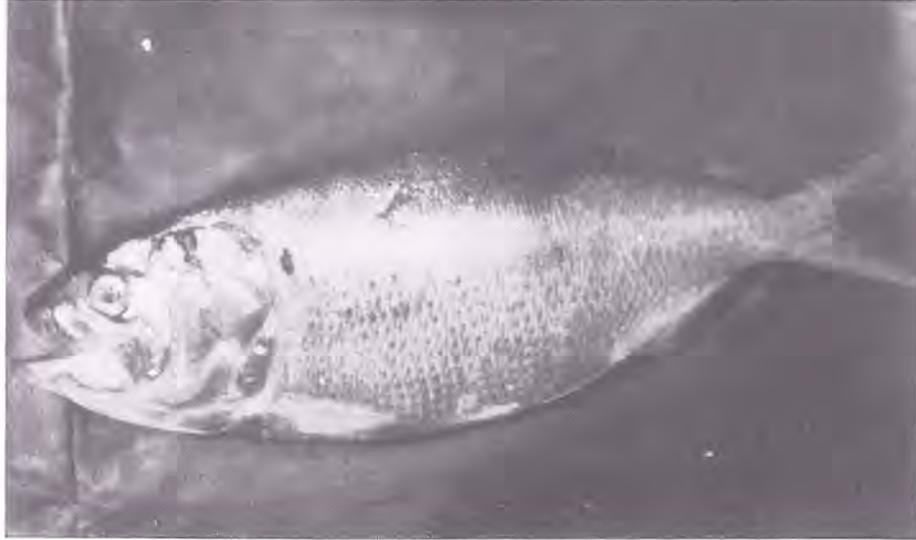
recommendation of a Committee of which I was a member, the Government of the United States prohibited the use of Menhaden or other fish meal as a fertilizer and compelled the use of the meal as supplements for stock food. They supplied necessary proteins in the production of poultry, cattle and other livestock.

Great discoveries concerning proteins, which are constructed of "building stones" known as amino-acids, were made during the war which led to the saving of tens of thousands of lives of American and other allied prisoners of war who had been starved in Nazi and Japanese prison camps, by the administration of these purified amino-acids.

So well is this now understood that no longer do the Menhaden reduction plants continue the processing of Menhaden to the stage where the pressed scrap becomes fish meal, but they sell the product in the form of a liquid, and furthermore many plants recover the soluble amino-acids by an additional recovery treatment of the water used in the initial extraction of the proteins.

Another marine resource of immense potential value is the Tuna industry. The Tuna fishery last year excelled for

IN PERSON, the little fish that is becoming big industry. Menhaden are actually almost twice as large as this fellow.



the first time all other fisheries in the United States in point of value, supplanting the salmon fishery of the West Coast which until now has held that position. A number of factors are involved which can perhaps best be stated in the following fashion. Included is the unprecedented possibility of the transfer of an entire fishery from the West Coast of the United States to the Gulf of Mexico, although at this time that fishery is principally practiced not only in West Coast waters but in the waters of the Pacific as far south as below the Equator. Involved also is the related (its importance unpredictable) possible development of Tuna resources in the Gulf of Mexico itself.

It should be pointed out here that some of the finest Tuna boats in the world, now operating from the Pacific Coast, have been and are being built by the Avondale Marine Ways, Inc., on the Mississippi River in Jefferson Parish. These vessels cost from \$300,000 to \$400,000 each.

The United States pack of Tuna and tuna-like fishes totaled in 1947: 5,894,495 standard cases with a value of \$90,-

609,175; in 1948: 7,037,615 standard cases with a value of \$112,610,296. Tuna and tuna-like fishes thus, in 1948 for the first time in history excelled all other fishery industries in the United States and Alaska in value, occupying the position formerly held by the salmon industry.

The locations of the sixty-four plants packing Tuna and tuna-like fishes in the United States in 1948 were as follows: 2 plants in Maryland, 2 plants in Maine, 3 plants in Massachusetts, 13 plants in Oregon, 14 plants in Washington and 30 plants in California.

The Tuna and tuna-like fishes utilized in the American packing industry include: albacore, yellowfin, bluefin, yellowtail, skipjack, bonito, mixed species and tunno.

The tremendous importance of future Tuna packing in the Gulf of Mexico can be realized when one surveys the fact that the Tuna fishing operations on the Pacific Coast of the United States now involve a capital investment in Tuna canneries of between ten and fifteen million dollars, and a present Tuna fishing boat investment serving these can-



OUR WARM, "inland sea", showing general surface currents of the Gulf of Mexico and the Caribbean, with approximate speeds indicated by thickness of arrow.

neries of approximately sixty million dollars.

Canning plants in Louisiana would cut down by at least ten days the round trip time to and from Pacific fishing grounds, via the Panama Canal. Furthermore, progressive labor complications have added to the difficulties of the West Coast Tuna industries.

It is perfectly obvious that the possible translocation of the present West Coast shore Tuna fishery activities from the Pacific Coast to the Gulf of Mexico, already under consideration for other reasons, would become greatly more desirable for the Tuna industry interests if a source of supply of Tuna and tuna-like fishes could be discovered in the waters of the Gulf of Mexico itself, at the very front door of their Gulf Coastal canning plants.

The value of exploratory commercial fishery surveys has been well demonstrated in the past history of the United States, and the rise and fall of fisheries in the national pattern is often of greatest interest and can be exemplified by instance after instance.

Increase in value may be due to the discovery of new uses, as for example the soupfin shark of the West Coast, in the liver oil of which was discovered an extraordinarily high content of valuable vitamins. An additional example is the rosefish of the New England Coast and northward (usefully marketed under the name of sea perch) which was of little use because of its size until a new method of processing—filleting by machine—was worked out, increasing production from 250,000 pounds per year to 250,000,000 pounds.

In another way, entirely new fisheries may come into existence or rise vastly in importance by the discovery of new sources of supply either in heretofore unexplored areas or by radical changes in fishing gear and fishing methods. There can, on the other hand, occur terrific declines in fisheries due to a variety of reasons. For example the disastrous decline of the soupfin shark industry due to overfishing, and the invasion of the Great Lakes fisheries by the voracious lamprey.

It is therefore indeed a new day when

FISH MEAL or "scrap" from which the oil has been removed. This is a very valuable supplement to stock food, supplying protein in the production of cattle, poultry and other livestock. In the Menhaden industry there is no waste.



there has now been launched a definite overall research survey of the Gulf of Mexico.

Two vessels, the *Oregon* and *Alaska*, with an approximate aggregate value of \$750,000 have been detailed to these researches. One will become specifically an exploratory fishing vessel whose objectives will be the study of the distribution of available commercial quantities of already utilized seafoods in the Gulf of Mexico and the search to discover possible valuable species whose presence in the Gulf of Mexico in marketable quantities is as yet unknown. This vessel, the *Oregon*, went into operation in the spring. Staffed by scientists with excellent experience in this precise type of research, the *Oregon* will for the first time in history, provide us with a long range program of scientific work, the results of which will be directly practical in interest as well as leading the way to further expanded activities, or on the other hand, indicating those activities in which intensified researches will be the most useful.

The other vessel, the *Alaska*, will con-

duct a parallel program of equal importance. It is strange but true that even today fish species forming the basis of great production for the market remain unknown as far as their breeding grounds, migrations, growth rate, food and the factors which control their concentration in commercial quantities are concerned. Thus, this well staffed, well equipped, mobile laboratory can conduct on the spot and at the instantly appropriate time, studies whose necessary results might otherwise take years to accomplish. The Gulf of Mexico has been thus far without such an overall program.

It is particularly promising and proper that the actual planning of the overall research program will be divided between the Fish and Wildlife Service of the United States Department of the Interior in consultation with and acting upon the suggestions of the Gulf States Marine Fisheries Compact (composed of Florida, Alabama, Mississippi, Louisiana and Texas) and of the appropriate members of the Gulf and Caribbean Fisheries Institute.

TASTY TUNA, captured commercially off the Pacific Coast below the Equator, offers possibilities as a future source of food in the Gulf of Mexico and adjacent waters. Two and three men are needed to pull the huge fighters into the boats.



There is no doubt that this program, financed by the Federal Government, will thus be directed into channels of greatest practical use for the greatest number of interests concerned. Such a procedure will tremendously accelerate the translation of newly discovered facts into practical commercial application. The fullest advice from the fisheries interests involved will at all times be available and at the same time the machinery will be set up to make available to the commercial fishermen all discoveries useful to them.

The shrimp industry is a familiar story to the Louisiana coast since the waters of our state produce about three-fourths of the supply of the nation's shrimp. Advances in processing and transportation now make possible the shipping of Louisiana shrimp to the most distant markets of the world. And discovery of new shrimp areas would naturally produce new wealth as well as valuable food. Search for such areas, which would be carried on concurrently with other exploratory investigations, will without doubt form one of the objectives of these new Gulf of Mexico activities.

It is sincerely believed by the writer, and by many others also, that vast new reserves of marine food for the nation and the world will be discovered in our warm inland sea, just off the doorstep of our state. And this is encouraging, for changing winds blow upon the destinies of fisheries as well as upon the waters of the sea. The writer has for nineteen years observed with deepest interest the fashion in which Grand Isle as the nerve center of coastal Jefferson Parish has evolved from a relatively isolated community employing relatively stable fishing methods into a vigorous, highly charged concentration of activities ranging through all these changing industries from oil to shrimp, and in the field of marine foods accelerated in its development by all the various advances in methods of capture, processing and transport of economically valuable seafoods, whose market as a result of scientific advances can now be the world.

It is for this reason that the writer has thought it desirable that there be set down in some coherent fashion some description of the factors whose correlated influences now create the opportunity for what well may be a new day in the fisheries prosperity of the Gulf of Mexico.



TUNA CLIPPERS remain at sea for weeks on their trips of thousands of miles. The men work hard and their job is a somewhat dangerous one, but their quarters are modern, clean and comfortable. Top, a view of the mess hall on one of these ships; next below is the tiny chapel, and below, the skipper's cabin.



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 55..... Josef Cermak
 57..... Paul Kalman
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POPULATION 1940: 50,427 — 1950: 102,691

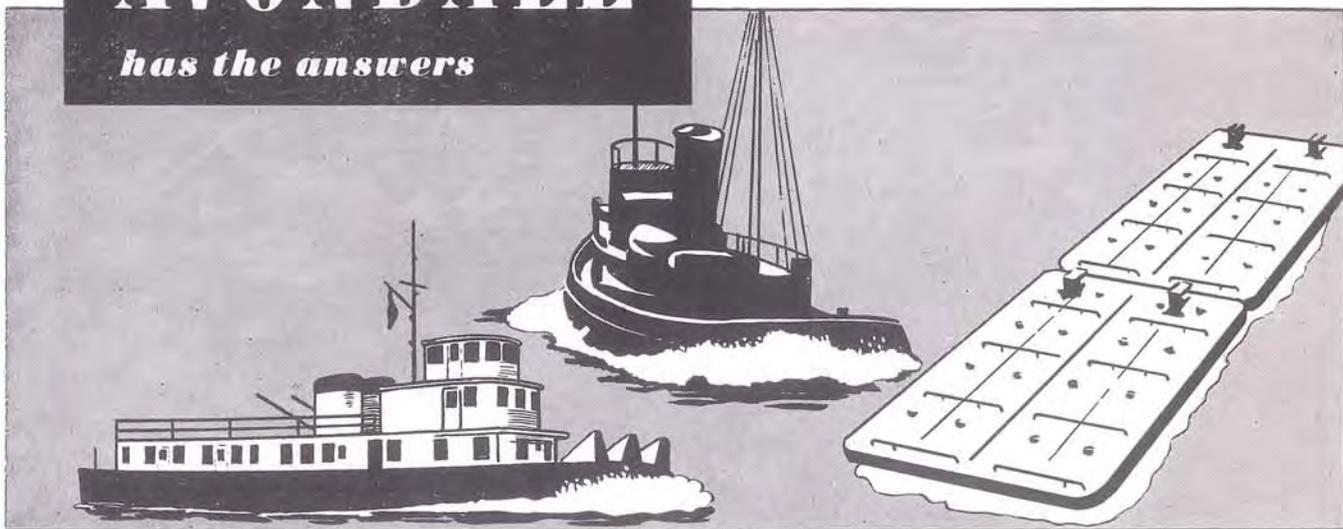
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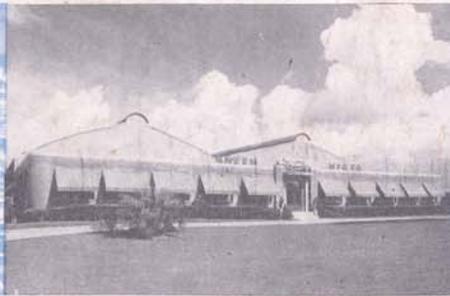
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