

JEFFERSON PARISH YEARLY

# REVIEW



1954

### New Orleans Grows with the OIL INDUSTRY

Over 100,000 barrels of oil are refined in New Orleans each day. New Orleans is the largest refining center in the world. The city is the center of the oil industry in the Gulf of Mexico. The city is the center of the oil industry in the Gulf of Mexico. The city is the center of the oil industry in the Gulf of Mexico.

## Look into the SUGAR BOWL

YOU'LL FIND A NEW ORLEANS OF NEW OPPORTUNITY...

**INTERNATIONAL TRADE MART** - A new \$10,000,000 building, the largest in the world, is under construction in New Orleans. It will be the largest building in the world. It will be the largest building in the world.

In the Middle South

## NEW ORLEANS

OFFERS YOUR BUSINESS...  
**WORKERS AND PLANT SITES**

**SKILLED WORKERS** - New Orleans has a large number of skilled workers. The city is the center of the oil industry in the Gulf of Mexico. The city is the center of the oil industry in the Gulf of Mexico.

**WATERSIDE SITES** - New Orleans has a large number of waterfront sites. The city is the center of the oil industry in the Gulf of Mexico. The city is the center of the oil industry in the Gulf of Mexico.

Public Service

Nearly three quarters of a million dollars in new and expanded industrial plants have been built in New Orleans in the past few years. The city is the center of the oil industry in the Gulf of Mexico. The city is the center of the oil industry in the Gulf of Mexico.

Public Service

## As New Orleans Grows, Louisiana Prospers

To help this growth Public Service places advertisements like the ones shown above in eastern and mid-continent newspapers. This advertising invites new industry to locate here by pointing out our area's advantages in resources, transportation, climate, accessibility to domestic and world markets, and availability of dependable, skilled workers. And the success New Orleans has in attracting commerce and industry adds to the prosperity and well-being of the rest of Louisiana.



Serving New Orleans With Low-Cost Electricity, Gas, Transit

JEFFERSON PARISH YEARLY

REVIEW

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Kenner, Louisiana

1954

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

John J. Holtgreve, President

STAFF

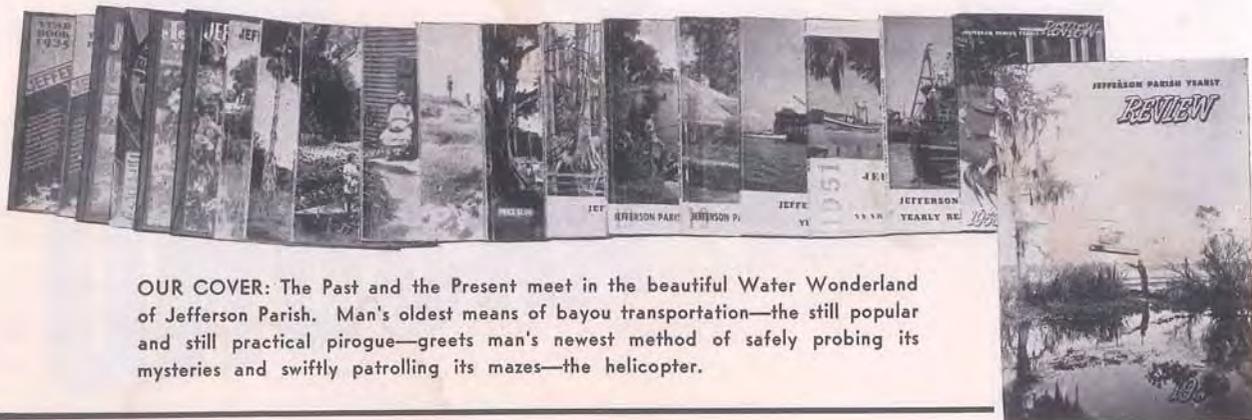
- Weaver R. Toledano.....Publisher  
 Joseph H. Monies.....Managing Editor and Business Manager  
 Ray M. Thompson.....Associate Editor  
 Tilden Landry.....Art Director

It has been our privilege to record for posterity the step by step progress of Jefferson Parish in our annual editions of the REVIEW for the last twenty years. The accumulated issues of those two decades—preserved in public libraries, schools and the possession of business executives—contain the running story of the most exciting period in the history of Jefferson, during which it emerged from an agricultural parish to the fastest growing and most concentrated industrial section in the South.

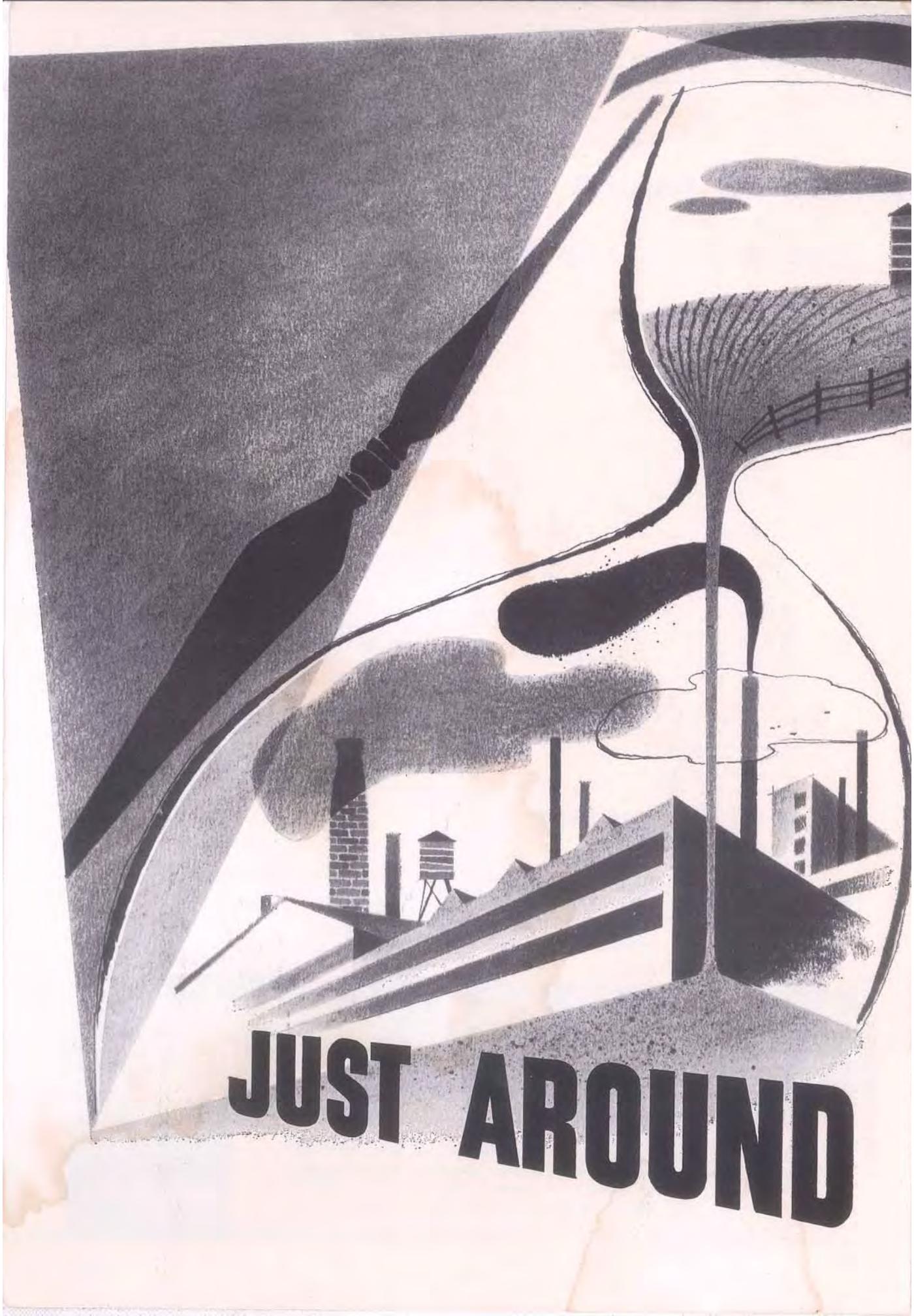
T W E N T I E T H      Y E A R

1954

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OUR COVER: The Past and the Present meet in the beautiful Water Wonderland of Jefferson Parish. Man's oldest means of bayou transportation—the still popular and still practical pirogue—greet's man's newest method of safely probing its mysteries and swiftly patrolling its mazes—the helicopter.



**JUST AROUND**



# THE CORNER OF TIME

By JOHN J. HOLTGREVE

President

Jefferson Parish Police Jury

## PROLOGUE

Jefferson Parish, like all of Louisiana, was in the beginning a tiny bit of silt deposited by the turbulent waters of the Mississippi on their eternal race to the sea.

For scientists tell us that our part of the United States, at one time, was all Gulf of Mexico up as far as what is now Port Gibson in the state of Mississippi . . . and that Ol' Man River, ceaselessly for centuries, brought down the filched top soil of the North American continent, two to four million tons every twenty-four hours, and patiently placed it layer upon layer, farther and farther southward, until the Deep Delta finally rose out of the water and became land, ready for flora and fauna — and man.

Sometime during this colossal construction job the Glacial Age occurred, when mountains of ice swept down from the frozen North as far south as Illinois, changed the contour of the whole continent, and finally receded, leaving behind such permanent reminders of its visit as Niagara Falls.

Much later, just when and whence nobody knows, came the Indians who, in their time, traveled the waters and occasionally built their villages in primeval Jefferson. How many centuries the red men reigned supreme, lonely lords of all they surveyed in this lush, semi-liquid, lovely land is still a matter of scientific conjecture.



## JUST AROUND THE CORNER OF TIME

Jefferson Parish, with its quick growing alluvial soil, the richest in the world, and its sub-tropical climate—with not more than 5 days during the so-called winter dropping to 32 degrees—was once dotted with dairy farms which supplied urban New Orleans.

Actually, although over twenty centuries old, the recorded history of Jefferson began with the exploring parties of LaSalle and the brothers LeMoynes less than three centuries ago.

However . . . in this presentation of Jefferson's past on the pages to follow . . . we are going to take you back around the corner of time only a little over fifty years. Because practically everything that happened previously was essentially a part of the New Orleans story. Jefferson Parish, until the late 1880's, with its villages and farmers and fisherfolk, had been content in its role as the sophisticated city's country cousin. It supplied New Orleans with most of its food and, as far as the rest of the nation was concerned, was merely its outskirts.

But, while the Twentieth Century awaited its cue in the wings, Jefferson Parish began slowly to flex its muscles and look for new fields of endeavor. And before the turn of the century Jefferson Parish had discovered and decided that it was industrially inclined and endowed—not agricultural.

Today, only an average man's lifetime later, the Parish of Jefferson shares national prominence with the city of New Orleans. One is the No. 2 Port of the Nation and the other is recognized as The Most Concentrated Industrial Area in the Deep South. Each now has its individual identity. But more than ever each is indispensable to the other.

This then to follow is the story of that Fifty Year March of Progress of the Parish of Jefferson: the resources and resourcefulness that made it possible, the individuals and the industries that backed their faith with their finances and the events that enlivened this exciting era.

We know that you will find this particular chapter of Jefferson's past informative. We earnestly hope you will also find it interesting.

\* \* \* \*

Jefferson, as a parish, was officially created in 1825 and named in honor of the then living third President of the United States. And, at first, contained not only its present area on both sides of the river but all of what is now New Orleans above Felicite Street.

Around that time, it must be remembered, this uptown area was being created from a series of plantations along the river. As the population of New Orleans gradually increased below them these plantations became known as Faubourgs (or suburbs) usually named after their owners. And as the population pressure exploded farther and farther upriver parts were gradually sold off to be turned into city lots for home owners.

The Faubourg of the Ursuline Nuns, close to town, had been the first portion of the newly created Jefferson Parish to be subdivided. The next was the Faubourg Lafayette, named in honor of the

beloved French Hero of the Revolution, who had made such an impression on New Orleans during his visit the year Jefferson was formed into a parish. And this was followed by the Faubourg of the Livaudais Plantation, next in line upriver, which, when sold off to wealthy Americans, started the impressive New Orleans residential section today known as the Garden District. All three of these Faubourgs were incorporated as the City of Lafayette in 1833.

Above Lafayette was the Borough of Freeport which later became the City of Jefferson. And when New Orleans (which was and is also the Parish of Orleans) formally annexed Lafayette in 1852 and Jefferson in 1870 the parish found its East Bank considerably shorter.

The third and most important town formed from these original upper New Orleans plantations and Faubourgs was Carrollton, which comprised the land of the historic McCarty plantation and is the only section of this early part of Jefferson Parish which is still referred to today by its former name.

Carrollton also grew to the population point where it, too, just had to be annexed by New Orleans. It was, however, the last of these early Jefferson Parish cities to be absorbed. Altogether, during its first fifty years of existence, the parish lost over half of its original East Bank—everything straight on through from Felicity Street in New Orleans to what is now Monticello

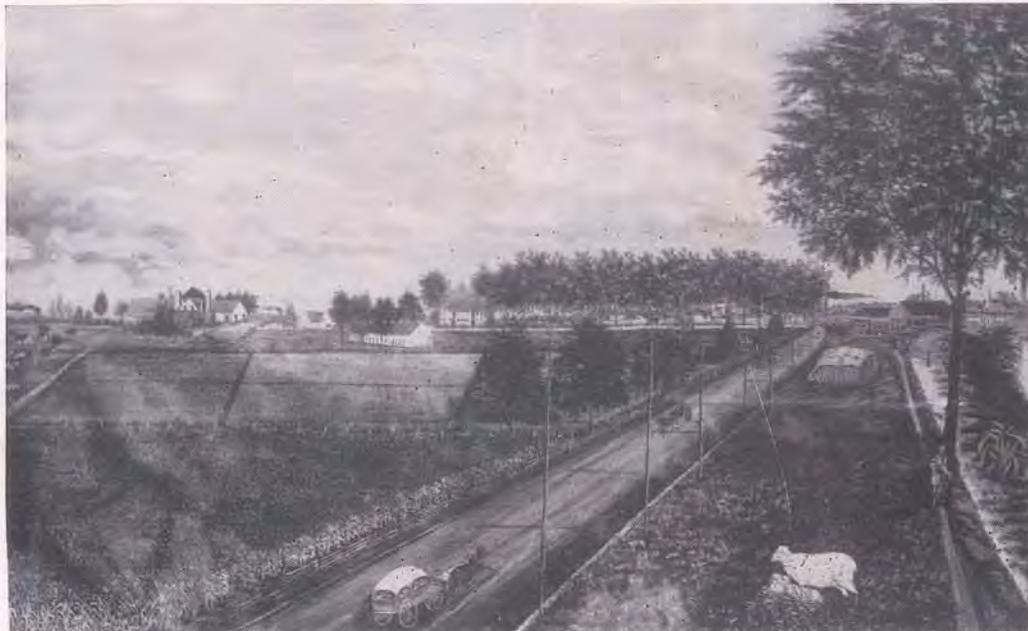
Street, the dividing line between New Orleans and Jefferson Parish. The rest of Jefferson's East Bank (28,000 acres) was saved by the bell when a survey was run and accepted by New Orleans, setting the present boundaries. Since then its borders have remained intact and it has done its own growing and expanding within its own 426 square miles of area on both sides of the river.

Today, the only remaining relic of those early years of boundary adjustment is present day McDonogh #23 Grammar School in New Orleans, which was the Court House of Jefferson when Carrollton was absorbed in 1874. When that occurred the governing headquarters of both banks of Jefferson was moved to the West Bank where it has remained ever since.

Theoretically Jefferson Parish spent its first years from 1825 to 1874 gradually separating itself from the influence and the infiltration of New Orleans and establishing an identity of its own.

The next twenty-two years, however—those overlapping the crucial Reconstruction or Carpetbagger Period of the entire South—were also chaotic and confused because the parish police jurors were appointed from the State Capitol. This naturally handicapped the progress of the parish because, while it now had a separate identity it did not yet have a separate individuality. It was to a great extent remotely controlled. And, it was not until 1896 that Jeffer-

This is a reproduction of the painting (now in the possession of the Louisiana State Museum) of historic Tchoupitoulas Plantation—established in 1808 by Joseph Soniat du Fossat, who built in 1820 the mansion shown in the center background. The picture portrays the levee and the cultivated fields of sugar cane and other crops. A steamboat is shown rounding the bend where the sugar mill and slave quarters are situated. The plantation's strange Indian name "Chop-a-too-la" was that of a small tribe related to the Choctaws, living on a bayou above New Orleans. The old plantation home and part of the ground now constitute the present Colonial Country Club at Harahan. Painted by G. Edwards in 1887.



son Parish, having eventually attained boundary freedom, finally attained political freedom. In that year Parish government returned to the election of its own jurors instead of having them appointed by the Governor . . . and it is often said that this was the year the modern Jefferson began.

Politically that is undoubtedly true. But industrially the modern Jefferson had its beginning nearly ten years earlier.

\* \* \* \*

We can practically pinpoint the beginning of the busy, booming manufacturing Jefferson we know today. It was on April 17, 1887.

On that afternoon of that particular day the Police Jury, assembled in regular routine session at William Tell Hall in Gretna, listened to Police Juror R. J. Perkins submit the following resolution:

"Whereas we are informed that there are capitalists seeking to locate sites for various manufacturies and considering that the Parish of Jefferson offers desirable locations, and that it is in the interests of our parish to have such manufacturies in our midst, be it Resolved, that it is the sense of this JURY to offer every inducement and encouragement within its province to such enterprises and manufacturies whenever located within our jurisdiction, and solicit visits to our parish by all such capitalists before locating elsewhere."

To which the members of the jury nodded their heads in agreement. Then they seconded it, adopted it—and placed officially in the minutes, without fanfare, the most far reaching resolution in the history of Jefferson Parish . . . the resolution that recorded almost the moment of the birth of Industrial Jefferson in the minds of its people.

The realization of that resolution—the present day ratio of approximately two industrial plants for every one of its sixty miles in length—we are celebrating this year.

\* \* \* \*

From this pioneer 1887 pronouncement we now know that Industrial Jefferson was no accident, no "Topsy" that just grew. From this invitation to industry prepared and passed by those now forgotten jurors on that Spring afternoon we know now that our parish was preparing to take its place in the Industrial Age at least thirteen years before it arrived around the turn of the

century. For that foresight we salute them!

Nowhere on the horizon from Maine to Louisiana was there any indication of the thousands of factories that would within the next generation create cities out of crossroads and cow pastures. It was not until the turn of the century that horsepower began to displace the horse. Not yet had American mechanical ingenuity developed into that American industrial genius which was, after 1900, to present the world with a new and confusing theory of economics—prosperity based on mass production.

Jefferson, in April, 1887, was a sea of green from one end to the other—sugar and rice plantations, truck and dairy farms. There were less than a half dozen factories of any size in the whole parish (Quong Sun, John Stumpf's, Union Oil Company, Chickasaw Cooperage Company [originally], the Louisiana Box and Lumber Company). It was 98% agricultural and always had been. (Today the exact reverse—only 2% of Jefferson's area is now available for farming.) And those jurors, who voted in favor of an industrial future, were mainly men of the soil—planters, farmers, fishermen and small business men.

But it stood poised and alert between two eras—its feet in one and its eyes on the other—waiting and watching the convulsive changes that were taking place elsewhere in the country—ready to grasp its opportunities when they appeared.

You know, it is hard to realize, sitting here in the midst of our present day production line plenty, just how rural and primitive was not only Jefferson but the whole nation in the '80's and '90's. To appreciate the modern Jefferson it is necessary to understand what was happening not only in our parish, but in the rest of the country during that period of transition between the Jury's resolution in 1887 and the sturdy beginnings of its realization around the turn of the century.

This was the age of the small town . . . of the self contained community centered around the blacksmith shop, the general store and the bank. Even in 1900 the only city in the South over 100,000 was New Orleans.

Roads everywhere were still dirt—too often mud. All the hard surfaced roads in the United States, if laid end to end, would not have stretched from New York to Boston. When the century

## TWO ERAS COLLIDE

This once proud plantation home of the wealthy sugar planter, Camille Zeringue, was built around 1840 and named "Seven Oaks." Still standing on railroad property near Westwego, it is hemmed in by busy rails and squat oil tanks which obviously object to this historic impediment to progress. Nevertheless, it stubbornly resists both neglect and indifference, and hauntingly reminds passing traffic of the almost forgotten antebellum days of plantation beauty and aristocracy in Jefferson Parish.



broke there were only 10 miles of concrete pavement in the whole nation. Our only transportation pride were the railroads which, by 1900, had completed about 200,000 miles of track and were well into their job of reducing the breadth of the continent from six weeks to six days.

There were rumors filtering in from Europe about some new fangled "horseless carriage" but nobody put much faith in it. Even as late as 1899 the Literary Digest, one of the nation's most reliable magazines, published this dictum: "The ordinary 'horseless carriage' is a luxury for the wealthy; and although its price will probably fall in the future, it will never, of course, come into as common use as the bicycle." Yes, the horse and the mule were firmly entrenched in the economics and affection of the nation. Nothing could ever replace them for local transportation. The livery stable and the hitching post were here to stay. Just to give you an idea, there was, on the statute books of Jefferson an ordinance making it unlawful for a train to pass through any village faster than six miles an hour, so as not to endanger the lives of animals or humans who might be using the track at the time. And, another ordinance of the period, which indicates that the various clusters of farmers and planters on the West Bank were beginning to realize their responsibilities as communities, was the ordinance in force as late as 1890 forbidding any person or persons to bathe or swim in the nude in the Mis-

issippi in front of any village or habitation after 5 a.m. and before 10 p.m.

As late as 1900, when the old century reluctantly relinquished the spotlight to the new impatient Twentieth, which came roaring in hell for leather with an entirely new way of life, there was no such thing as radio. That was twenty years away. Or movies—they were just aborning. Or airplanes—they were to come on stage at Kitty Hawk in 1903. There was no income tax, no mention in polite society of women smoking, no sundaes, no crossword puzzles. Morticians were still undertakers, rural free delivery had just made a feeble beginning and parcel post was still 13 years away. Croquet had not yet given way to golf. The sporting page and the comic strip had not yet appeared. In 1900 a small town visitor to a city hotel wrote home: "The bathroom here is so nice I can hardly wait for Saturday night."

Steel frames for buildings were just coming in. Dr. Walter Reed and his associates had just proved that yellow fever, the terror of the tropics, is caused by the mosquito. Buffalo Bill was in his prime and Eob Fitzsimmons had just defeated Gentleman Jim Corbett in 1897 for the heavyweight championship of the world. We had, as a nation, just gone on the gold standard and the tide of immigration pouring into America had just earned us a new title of "The Melting Pot."

The New Orleans Item carried a news note in 1900 that praised the new lightweight skirts "which can be gathered

**We are proud to have  
participated in the Jefferson  
Parish industrial expansion  
for more than a quarter  
century.**



***The Celotex Corporation  
Marrero, Louisiana***

up in the hands and kept clear of muddy streets." Eggs were 14c a dozen and hotels advertised \$1.00 a day with horse sheds for country shoppers. In many cities there were bitter fights about street cars because many people feared they would frighten the horses.

In 1900 the first American designed gasoline operated truck had just been made and sold, and in this same year the first American automobile to be constructed in commercial quantities—the Olds—was to sell 400 cars by 1901. But there were in the whole U.S. only 8,000 motor vehicles and most of them were electric.

Today petroleum supplies over 62% of the nation's energy requirements. But in 1901, when the famous Texas Spindletop gusher astounded the world, it is said that "Bet-A-Million" Gates, the financial backer of Lucas who brought in Spindletop, wryly remarked: "What are we going to do with all that oil—feed it to the Longhorns?" At that moment in history the daily demand of millions of purring motors was still a dream. Spindletop oil sold on contract from 3 to 10 cents per barrel.

This—briefly then—was the background of the country in general at that dramatic turn of the century when we were just dropping the handmade to take up the machine made. Now we'll try to paint in the parish picture at this same period . . . when Jefferson started on its fifty year march toward its present prestige as the Most Concentrated Industrial Area in the Deep South . . . just about the time when Sheriff L. H. Marrero bought the first factory produced automobile in the parish and Denis Kennedy, a mechanic of the Louisiana Cypress Lumber Company at Harvey (forerunner of the present day Joseph Rathborne Land and Lumber Company and which came to Jefferson in 1889) made his own by installing a gasoline engine in a buggy.

\* \* \* \*

Let's start with Gretna (called "Gritney" by the colored folks) which is not only the oldest town in Jefferson but has been the parish seat of government continuously since 1884.

To get the complicated history of Gretna straightened out up to the turn of the century, it is necessary to go back, for a moment, to around 1720 when New Orleans began, and when Jean Baptiste d'Estrehan was given a land grant across the river in what is now Jefferson Parish.



Confederate Army Colonel Louis H. Marrero, his previous holdings lost because of his active participation in the War, settled in Jefferson Parish after peace was declared to start life anew . . . opened a general store in the village of "Amesville" later renamed "Marrero" in his honor . . . was Sheriff of Jefferson Parish from 1896 to 1920 . . . and during his entire postwar career was actively associated with the political and business life of the growing parish.

On the plantation formed out of this land grant d'Estrehan dug his Famous Drainage Ditch, the forerunner of the present day Harvey Canal. Not willing to use valuable slave labor, d'Estrehan hired many of the German immigrants who had been stranded in the Colony of Louisiana when John Law's dream of empire burst like a bubble—and to pay them for their labor he permitted them to live on and cultivate small plots of land on his property.

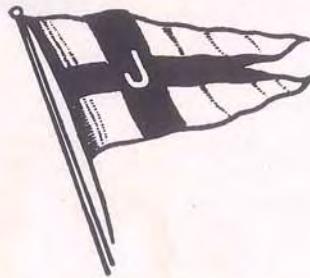
The land awarded these German workmen became known as the Village of Mechanics, or Mechanickham. About a hundred years later the grandson of the original d'Estrehan (piqued because a jury of his peers had fined him \$10,000 for instructing his slave whipper to flog a fellow townsman, guilty merely of borrowing a canoe without permission) washed his hands completely of the responsibility of the community and turned it over to the Parish of Jefferson.

This Mechanickham, over the years, became also known as Gretna (from the famous marrying town of Gretna Green across the English border in Scotland) because there was, in the village, a very cooperative justice-of-the-peace who would splice eager couples at any time of the day or night, Sundays and holidays included.

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JEFFERSON PARISH

Historic William Tell Hall (now Knights of Columbus Home) in Gretna became the Courthouse and seat of government of Jefferson Parish in 1884, replacing the previous headquarters at Harvey's Castle. It was purchased and selected at the time for greater safety of records, better protection against fire and closer proximity to the central point of greatest population.



So, at the turn of the century, Gretna (or Mechanickham) was a parish governed community with Harvey (the area around the canal) immediately above it and McDonoghville extending below it to the Orleans parish line at Algiers. The City of Gretna (formed from these two adjoining villages of Mechanickham and McDonoghville) was not incorporated by legislative act until 1916. It had previously been incorporated as a town by a Governor's Proclamation in 1913.

McDonoghville, like Mechanickham, had originally been a plantation. It was owned by John McDonogh who, around about the time Nicholas Destrehan turned over his village of Mechanickham to the parish, came across the river from a successful business career in New Orleans to live on his lonely bachelor holdings in Jefferson Parish. This was the much maligned philanthropist who, in his will, left his entire fortune for the building of schools in New Orleans, Baltimore and Jefferson Parish. He was undoubtedly the richest man and largest property owner of Louisiana in his day.

From his Jefferson plantation went vegetables to the New Orleans French Market that netted a daily profit, even in those times, of \$80 to \$100. He permitted his Negro slaves to work out their freedom, and because of this the community which grew up around the plantation was often called "Freetown." It was also, around the late '80's and '90's, referred to as "Gouldsborough" (from the railroad magnate Jay Gould) as well as "McDonoghville" which was its official name, and the one under which it was incorporated with Mechan-

ickham to form the present City of Gretna.

The old site of McDonoghville is marked today by the McDonoghville Cemetery set aside by the founder for his slaves and in which he was the first white man to be buried. This historic cemetery was turned over to the parish in 1892. A sexton was put in charge to salvage it from weeds and roaming cattle, and the precedent of allowing both white and colored to be buried here, a fence separating the two sections, has been observed ever since. John McDonogh's body was later removed to the family vault at Baltimore but the cemetery remains—Jefferson's monument to one of its most colorful pioneers and one of its most famous men.

So we see, that around the turn of the century, the two contiguous villages of Mechanickham and McDonoghville, which evolved from the two adjoining Destrehan and McDonoghville plantations, were beginning to blend into the one community later called Gretna. And as the Cemetery marks the original McDonoghville, the present day Memorial Arch and Courthouse of Jefferson stand on the original Destrehan tract that became Mechanickham.

The people of Gretna around 1900 were mostly German and Irish—descendants of Destrehan's indomitable ditch diggers who, with wooden shovels under a boiling sun, had dug his canal from the river five miles back to Little Bayou Barataria—and the children of rugged sons of the Emerald Isle who had migrated to America during the famine in Ireland in the 1840's and had helped build the railroads of America, of which five pioneer trunk lines whistled west out of Jefferson. Old timers



Louis H. Marrero, Founder.  
President from 1904 until his  
death in 1921.

**1904-1954**

**OUR  
FIFTIETH  
YEAR**



Son, Leo A. Marrero, Presi-  
dent from 1921 until his death  
in 1950.

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III, now President of the di-  
versified activities of the As-  
sociation.



Great grandson 10-year-old  
Louis H. Marrero, IV, the  
fourth generation of Marreros  
to grow with Jefferson.



**RESIDENTIAL  
COMMERCIAL  
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DAIRY FARMS  
TRUCK FARMS  
TIMBER**

claim that there was then as much German as English spoken in Gretna.

The roads were dirt, of course—too often mud—and the sidewalks were either plank or simply worn paths between the buildings and the road. Boots were standard equipment. But Gretna, being the largest community, was better off as far as the pedestrian was concerned, than the rest of the parish. One of the reasons advanced for moving Police Jury headquarters from Harvey's Castle had been that it was almost inaccessible in rainy weather to visitors on foot with business—especially if they happened to be women.

However, as the century opened in 1900, several public roads had just been conditioned with pyrites cinders from the fertilizer plant—and in 1901 Front, or First Street, was opened up as a continuous road through Gretna and McDonoghville.

The prevailing means of transportation through town and town to town were horseback, wagon or tallyho. There was, of course, the horse-drawn trolley from the Algiers Ferry to the Lavoisier Street Ferry in Gretna. It had no turntable. The horses were simply unhitched from one end, put on the other, and the return trip started. By water the ferries dominated the river crossings and steamboats carried freight and passengers into the Barataria Country and on down to Grand Isle. And the railroads and the steamboats united Gretna with the rest of the U.S.

But somehow or other the good folks of Gretna and its neighboring communities did not think their transportation methods were crude or limited. The churches were constantly giving fairs and socials at Pecan Grove; the three Fire Companies (David Crockett Fire Company No. 1, Gould Fire Company No. 2 and Mechanics Hook and Ladder Fire Company) were perpetually petitioning the Police Jury for a special license to sell beverages at dances held in their respective halls by various and sundry organizations; the sportsmen's groups—like the "Fearless Gun and Rod Club" and the "Wooloomooloo Gun and Rod Club" were forever throwing parties; and the colored people at their "Come Clean" and "Big Easy" Dance Halls at East Green and West Green never missed a Saturday Night Session. We, with our televisions and radios and fast cars have a lot of nerve pitying those days and those people. We have

problems and gadgets. They had problems and fun.

Speaking of problems, Gretna had two big ones: FLOOD AND FIRE!

With three miles of river in front and an equal number of miles of swamps immediately behind flood scares and flood scenes were as inevitable in those opening years of the new century as death and taxes. Gone today—but very vital then—were the 8 foot protection levees completely encircling the town. In 1891 during the Ames Crevasse the water, creeping in behind from the swamps, overflowed these protection levees. In 1903 there is an entry in the Police Jury Minutes which reads: "Water from Hymelia Crevasse rapidly approaching Gretna and McDonoghville in rear—requiring attention to closing gaps in protection levee and securing draining ma-



An old photograph of a Church Social at popular Pecan Grove in Harvey, still in existence around the turn of the century. They're hard to make out—but the signs read: Milk 5 cents (imagine!) and Potato Salad 5 cents and Chicken Salad only 15 cents. Those were the happy days!

chine for river side of protection levee (which siphoned water which had got inside back over top of levee)." There is no further record of the flood so the measures taken must have been adequate. And in the serious Hymelia Crevasse of 1912 the record is positive that the protection levees held.

FIRE, however, was a more serious menace than floods. High water came regularly and seasonably but only from one source—and Mother Nature was, at least, open and above board about her deluges.

But Gretna for years had not only been menaced by the dozens of every

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day fire hazards that threaten a community in which every building is combustible, she had been dogged and plagued by clever and callous human firebugs who used to periodically boast "They'll roll tonight!" And sure enough somewhere in town that night a blaze would break out, the call would go in, and out would roll one or all of Gretna's three Volunteer Fire Companies. Sometimes they would lick the fire. Sometimes they would arrive too late.

The Police Jury offered a reward of \$500 as far back as 1871 for any person caught and convicted of arson. It was again revived in 1886. But the "caught and convicted" phrasing was the weak point.

It must be remembered that Jefferson Parish, which around the last part of the century was known as "The Free State of Jefferson" was only a few years removed from the wild days of the Reconstruction Era. Gretna, its capital, was itself just emerging into town status. It had neither the facilities, the finances, the experience, the manpower, the community cooperation nor the centralized authority to trace down arsonists and make a conviction stick. It was not the fault of anybody. Towns have to mature in judgement and jurisdiction and grow up as well as men. And right about that time Gretna was not yet a law abiding, law respecting adult community.

So acts of arson went on for years until in 1894 a firebug by the name of Fry engaged in giving somebody a hot-time-Saturday-night was caught "flagrant delicto" and was forthwith lynched by an irate citizenry who were getting good and tired of having their property destroyed. It was an extreme expedient. It was righting a wrong with another wrong. But it put a serious crimp in the enthusiasm of the amateur arsonists of Gretna and before long the fire hazards had dropped to the normal number caused by natural causes and human carelessness.

And this is the time to pay our respects to the fire laddies who patiently and persistently have fought Gretna's red enemy, by whatever means caused, since July 1, 1841.

On that historic day 27 Gretna citizens stood helplessly watching a building burn because they had no firefighting equipment of any kind. Then and there was formed a bucket brigade that three years later owned a hand pumper and grew into the David Crockett Fire



The home of David Crockett Fire Company No. 1 in Gretna which boasts that it's the only volunteer fire company in the nation that owns all its own equipment, its fire engines and its fire house, plus sundry fire fighting gadgets.

Company No. 1, the oldest still active unit of volunteer fire fighters in the United States. And, as famous as its shining record of fire fighting continuously for a hundred and thirteen years, is the David Crockett Fire Company No. 1 dress uniform for parades and functions—the Wellington boots of the British army of 1776, the black trousers, the flannel shirt of fire engine red, the flowing white tie, trim white gloves and rakish white fire helmet and the wide white belt with the brass lettering—the proud uniform of a proud outfit. Rueben B. Hock, Sr., of Gretna, just recently retired with honors, having been its Fire Chief continuously for fifty years.

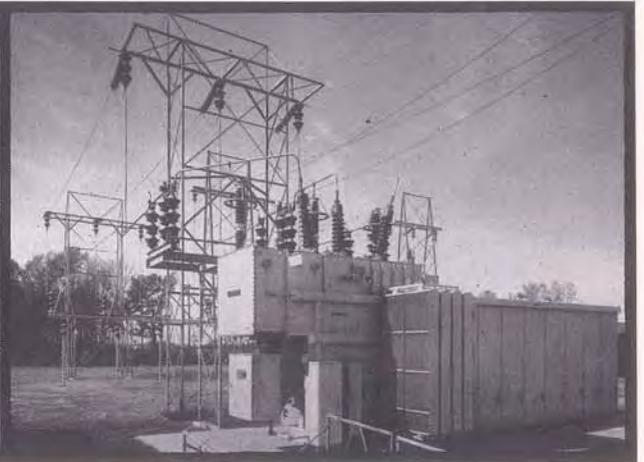
In 1884 the parish of Jefferson donated a plot of ground in Gretna to Mechanics Hook and Ladder Company No. 1 to be used for a Fire Engine House and Hall and no other purpose without encumbrances. By 1890 there was also the Gould Fire Company No. 2. And in the 1890's water mains were laid in 2 streets of Gretna through which flowed, for fire fighting purposes, water donated by the Union Oil Company from its water tower. Previously there had been only fire wells.

So, when the turn of the century came along, Gretna was not only win-  
(Continued to Page 81)

*Electric Power is  
making things hum  
in Jefferson Parish*



*Ninemile Point  
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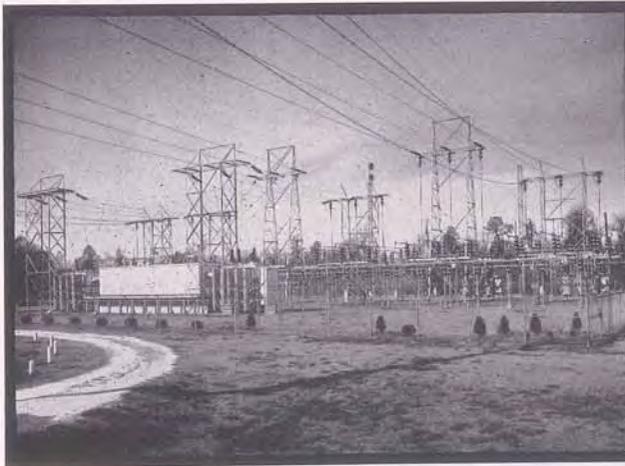


*Labarre Road Substation*

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*Snake Farm Substation*



*Westwego Substation*

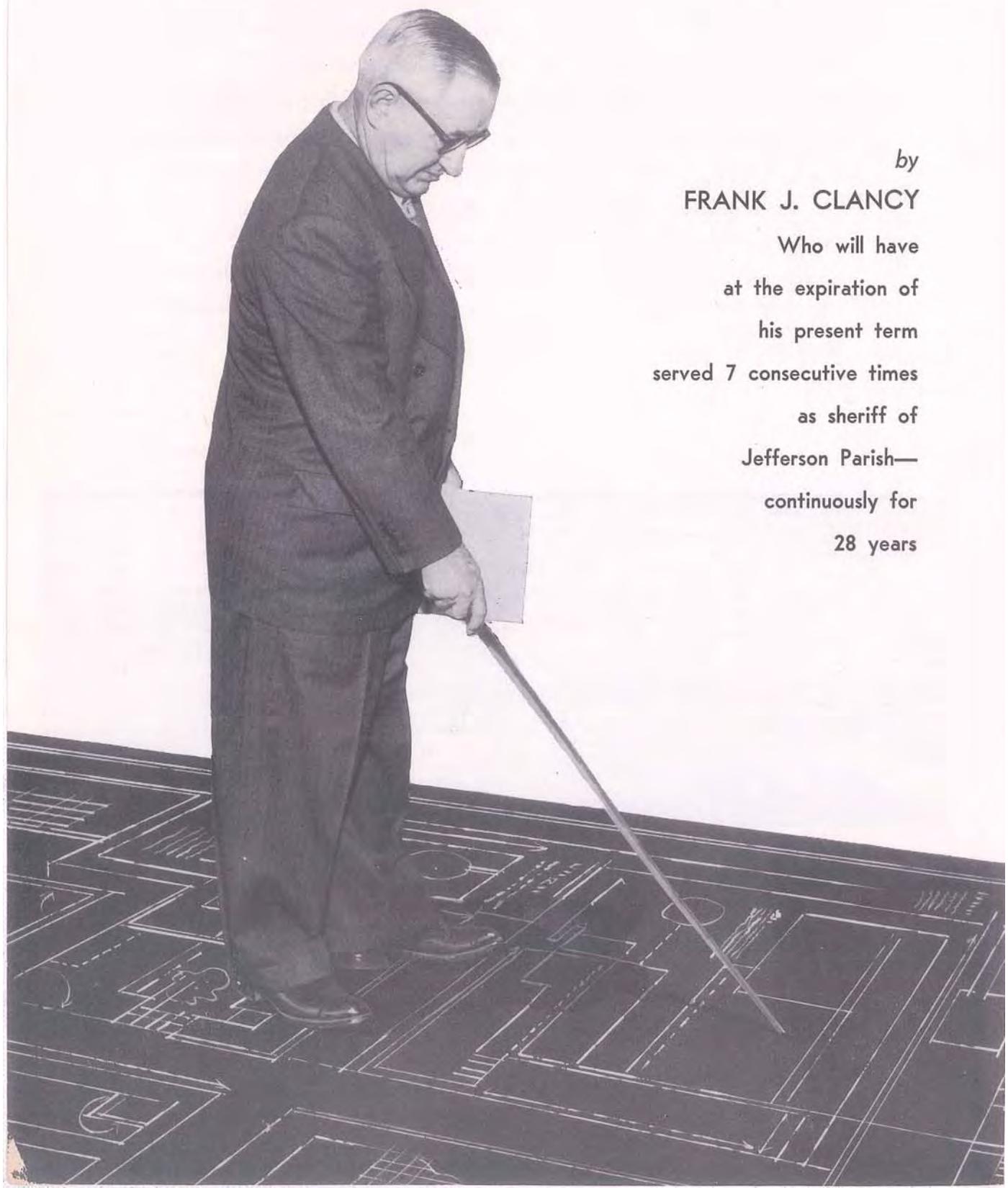
**COMPANY** *“Helping Build Louisiana”*



# BLUEPRINTING

by  
FRANK J. CLANCY

Who will have  
at the expiration of  
his present term  
served 7 consecutive times  
as sheriff of  
Jefferson Parish—  
continuously for  
28 years



# Tomorrow

In the preceding article of this 20th Anniversary Issue of the REVIEW, we have endeavored to give you a rapid and readable resume of the amazing progress of Jefferson Parish since the turn of the century.

During that little over fifty-year period it has grown from a sprawling group of villages . . . whose only early claim to fame was that they were just above or just across the river from New Orleans . . . to the MOST CONCENTRATED INDUSTRIAL AREA IN THE DEEP SOUTH—solid miles of factories and warehouses, boats and barges, railroad yards and shipyards, and the sinewy tendons of commerce binding it with the North and West by rail and by road, by air and by water.

Coordinating these busy, bristling communities of TODAY, most of them now cities and no longer villages, is the governing body of the Parish—the POLICE JURY. It is both the prerogative and the responsibility of the JURY'S 17 members (selected and elected by the citizens of the parish) and the Boards under their jurisdiction, not only to meet the problems of the present during their tenure of office, but to plan far into the future.

Many of the accomplishments and achievements of this fast growing parish recorded in the pages you have just perused were once the dreams of our predecessors, which we have helped translate into realities. Motivated by the same spirit of public service, we know that the long range projects upon which we are now working will be ably

carried through by OUR successors.

So . . . now that you have peered backward around the corner of time into YESTERDAY, we invite you to look forward over our shoulders at the Jefferson Parish we are planning for TOMORROW.

\* \* \*

The Parish of Jefferson reaches up from the Gulf of Mexico for sixty miles, like a strong right arm, supporting the Port of New Orleans in its cupped palm, the fingers disappearing in Lake Pontchartrain and the thumb in Orleans Parish.

It not only looks like—IT IS—the strong right arm of the World Port of New Orleans. In its 426 square miles is concentrated over half of the industrial activity of the entire New Orleans area, including six of the largest manufacturing plants of their kind in the world. These six are the Celotex Corporation, at Marrero, which has built a gigantic American industry on the former waste product of sugar cane, called bagasse, and from which it manufactures an imposing list of building materials; the Freiberg Mahogany Company at Harahan, the largest mahogany lumber and veneer plant in the world; Penick and Ford, Ltd., Inc., at Marrero, the biggest cannery of cane syrup and molasses in the United States; the Southern Cotton Oil Company at Gretna, now the largest in the world processing oil from cottonseed; the largest shrimp and oyster canning plant in existence—The Southern Shell Fish Company at Harvey—sending out to the far corners of the earth the delicious seafood of Southern Louisiana and its Gulf Coast; and, at Southport, one of the largest plants in the nation for the creosote treating of lumber, covering 30 acres of ground—the American Creosote Works, Inc.

The river banks of Jefferson Parish on both sides of the Mississippi provide the greater proportion of the waterfront of this recognized No. 2 Seaport of the nation.





Our artist has outlined Jefferson Parish to show its amazing resemblance to a right arm—the strong right arm of the port of New Orleans—muscled with industries, pulsing with the arteries of air, rail, water and road transportation and with the efficient fingers of its facilities supporting the commerce of the No. 2 Port of the Nation.

Every method of transportation known to modern man connects Jefferson Parish with the markets of the world. Five great trunk line railroads (The Texas and Pacific, the Southern Pacific, the Illinois Central, the Missouri Pacific and the Kansas City Southern) make it accessible to every metropolis and hamlet in the United States, Canada and Mexico. Where Jefferson's Harvey Canal enters the Mississippi River (which is approximately 2200 feet wide at this point) is the crossroad of the nation's gigantic 15,000 mile inland waterways system linking the productive heart of America with the seven seas. Highway 90 (once the historic Old Spanish Trail) which is the short cut across the Deep South from Florida to California and one of the heaviest traveled highways in the United States, runs through Jefferson. And from Jefferson's Moisant International Airport the most remote spot on the face of the earth is only hours away.

Jefferson's combination of waterways, permitting the economical influx of bulk raw materials both from the interior of our own country and foreign lands, attracts more and more modern industries, whose finished products can also be economically moved to their logical markets from Jefferson by water, by rail, by air and by road. PLUS—its triple resources of natural gas, oil and plenty of water for industrial uses—its all year round mild and healthful climate—its present population of 145,000 people providing a reliable pool of home owning and trained labor—its tax exemption to new industries and new expansions of industries already established—its proximity to Latin America and the entire world via the Port of New Orleans—and the aggressive spirit of its citizens whose tax money has been invested in the constant improvement of their Parish.

All these things — combined — have helped make Jefferson Parish, as we know it today, one of the most prosperous parishes of Louisiana and, admittedly, one of the fastest growing industrial areas in the NEW SOUTH.

BUT—we are proud to say—THIS IS ONLY THE BEGINNING. Its leaders—backed by its property owners, its business men and its voters—have blue-printed a Program For The Future which, over the next ten years, we have faith will be completed—portion by portion, step by step,—as the parish adds

people and industries and automatically adds to its income for its financing.

Let us look at the East Bank, for a moment, where Highway 90 runs through East Jefferson and turns left over the Huey P. Long Bridge just east of Harahan; where is located the City of Kenner with Moisant International Airport within its boundaries; where lies Metairie, the most beautiful residential area of Greater New Orleans; and the yet undeveloped Jefferson Parish shoreline of Lake Pontchartrain.

The Blueprint of Tomorrow's East Bank shows a beautiful paved Lake Shore Drive and back of it modern subdivisions — comparable to the already existing Lake Vista section — so that from the New Orleans Airport to the Jefferson-St. Charles parish line there will be an unbroken continuation of beautiful residential streets, in that 10° cooler in summer Lake Shore temperature that Metairie boasts, and just far enough from the business districts to make going home a pleasure and going to work a convenience.

Tomorrow's Plans call for the completion of the Veterans Memorial Four Lane Expressway which was started

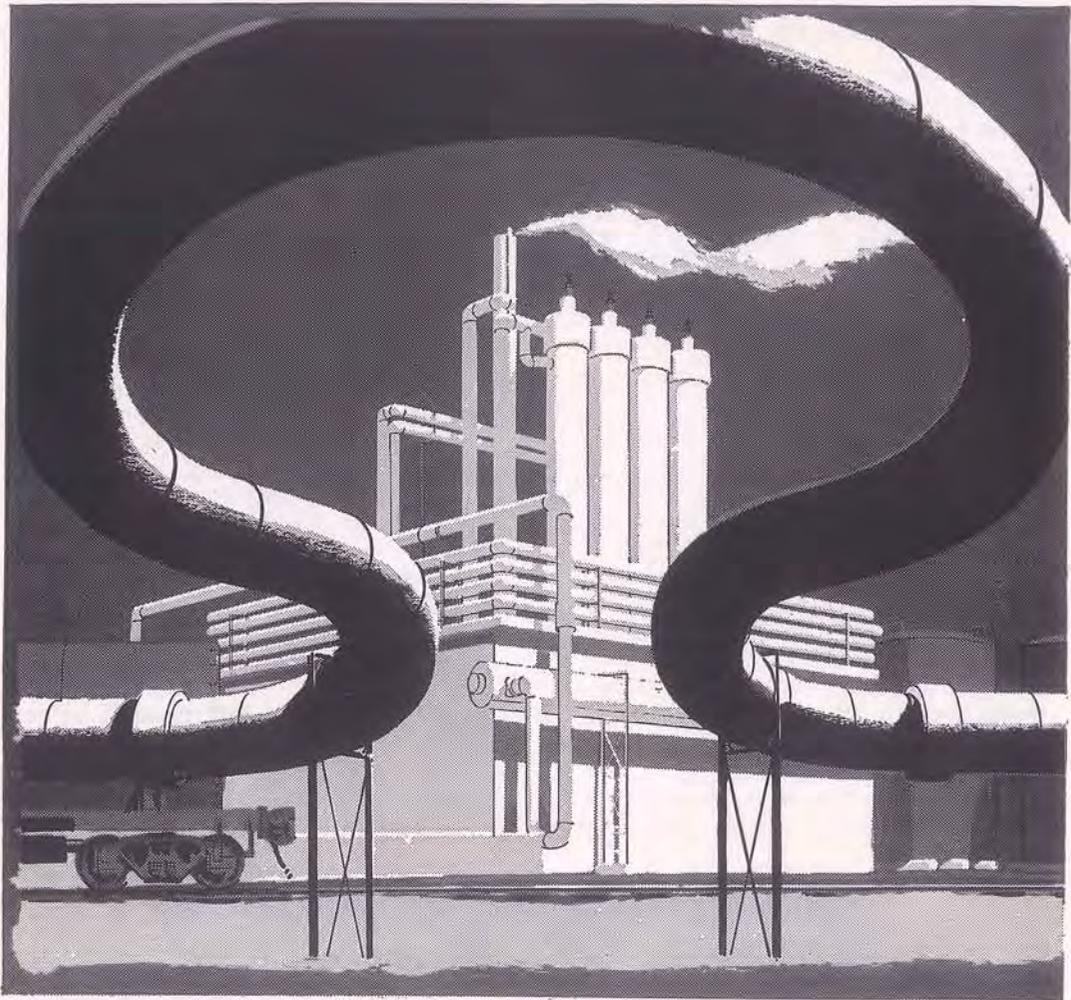
February 18 and which will, on the East Bank of the river, speed traffic from New Orleans to St. Charles Parish; for the completion also, of a bisecting highway connecting the Huey P. Long Bridge with the proposed Lake Pontchartrain Causeway, that will cut in half the trip time from the West Bank to the piney woods around Covington, Louisiana; and for the building of north and south bisecting roads from the Airline Highway to the Lake Front. As the parish residential areas expand and the population increases, the expediting and the releasing of the traffic pressure on main arteries become more and more necessary.

Holding high priority, of course, in the Parish Program for the East Bank are WATER, SEWAGE AND DRAINAGE.

Our present program for the extending of watermains (with the free fire protection that goes with it) will continue and undoubtedly gain in momentum so that the entire East Bank, in the not too distant future, will be completely serviced — and the availability of water and fire protection will always be ahead of population increase and the building of new homes.

John J. Holtgreve, President of the Police Jury of Jefferson Parish, on the bulldozer—in the ceremony of breaking the ground on February 18 for the Veterans Memorial Four Lane Highway which will, in the very near future, relieve the traffic pressure on the East Bank from New Orleans through Jefferson Parish to St. Charles Parish.





## Pattern for Expansion

Industrial development is bringing a new era of expansion and prosperity to the communities throughout the greater New Orleans area.

This rapid growth is a tribute to the resources of the area, its strategic location and the favorable business climate where industries and communities can progress hand in hand, stimulating and encouraging individual opportunities for better living.

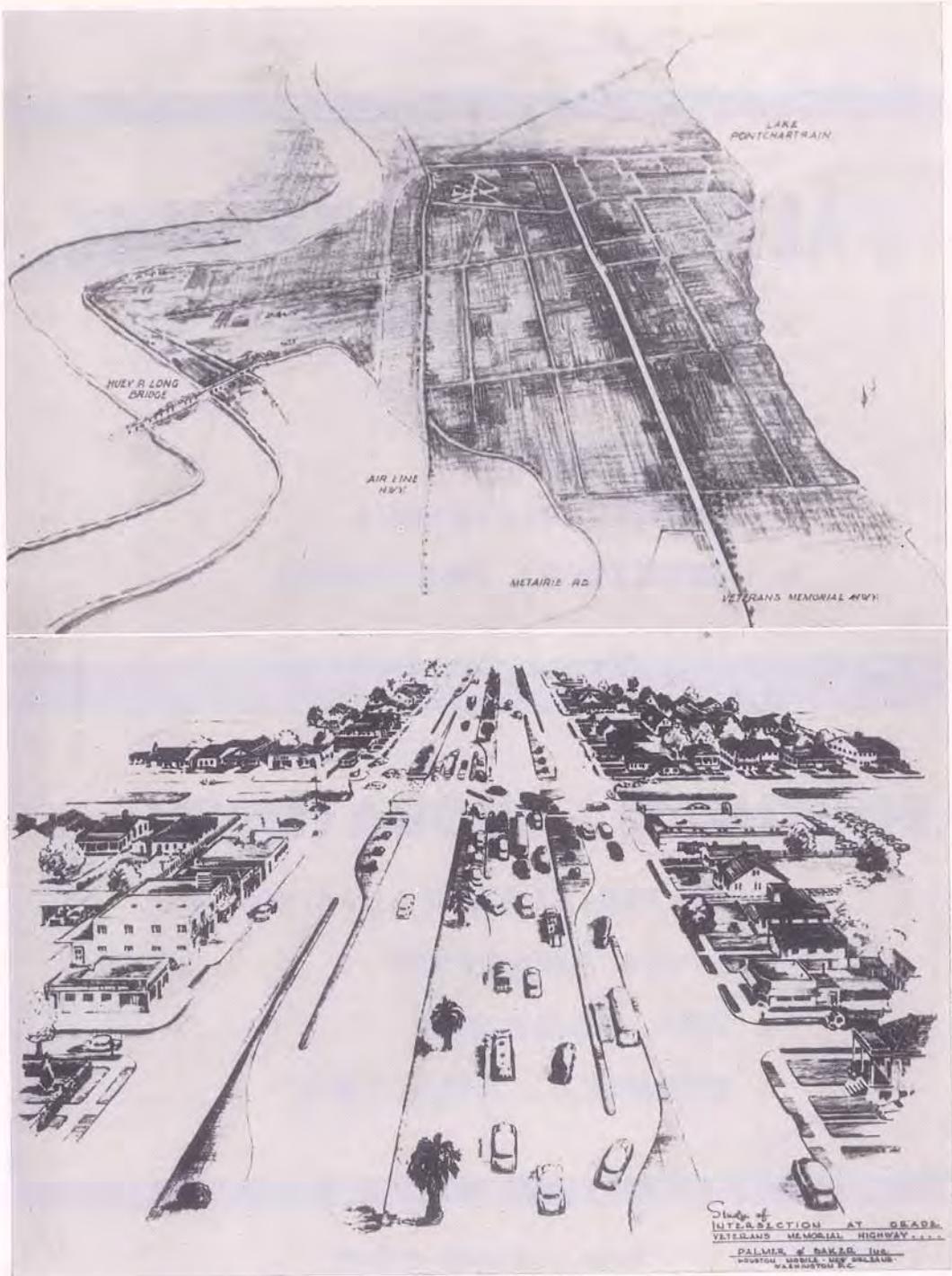
American Cyanamid Company, with its new Fortier Plant located in the Parish of Jefferson is proud

to play a part in this development through the production of many chemicals essential in serving agriculture, industry and the public.



*AMERICAN Cyanamid COMPANY*

NEW ORLEANS, LA.



The artist's map and sketch of the already started Veterans Memorial Highway as it will appear when completed. This \$4,000,000 super highway will have two 3-lane expressways (shown in the center area of the lower sketch) with service roads on either side. Designed and supervised by Palmer and Baker, Inc., it will start at the Orleans Parish line and extend the full width of Jefferson Parish, approximately midway between the Airline Highway and Lake Pontchartrain, connecting with the Airline Highway beyond Moisant Airport.

Already, on the East Bank, this "water for everyone" program is well underway. From 1950 to 1954 the voters of Jefferson Parish approved two separate bond issues of 5 million dollars each. This money was used as required: four million dollars, then another mil-

lion of the first bond issue, and then two and a half million dollars of the second bond issue. The last 2½ million is being spent now on new construction. The East Jefferson Waterworks has been rated, by the insurance companies who bought the bonds, as one of the

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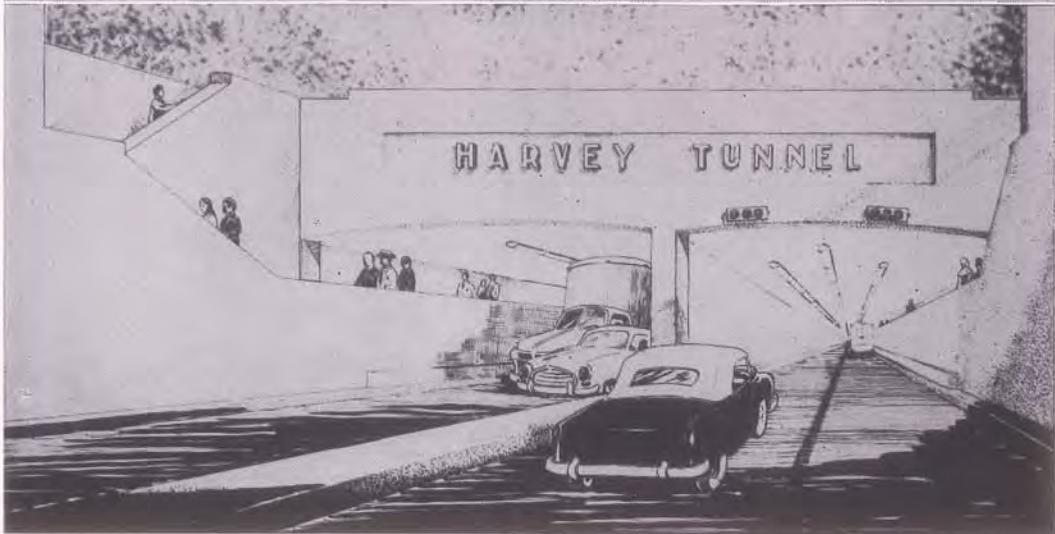
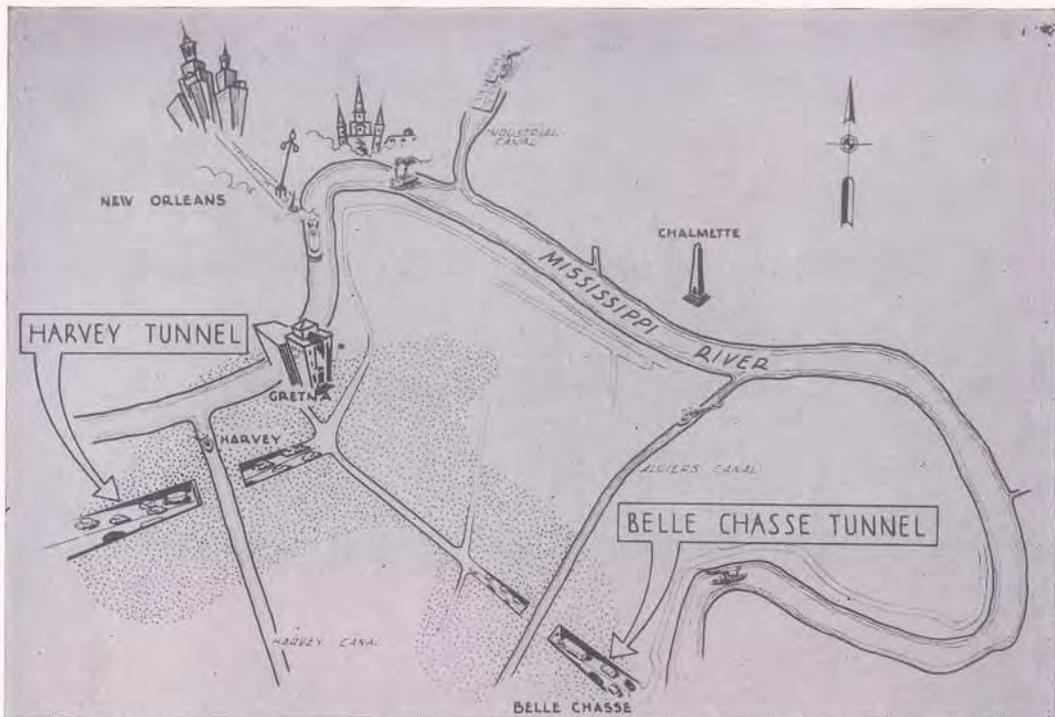
**Mobile**

**Houston**

**Corpus Christi**

**Galveston**

**LABORATORIES — NEW ORLEANS, LA. AND MOBILE, ALA.**



Artist's map and sketch of the Harvey Tunnel section of the future West Bank Four-Lane Expressway. The drawing shows the Tunnel approach (at bottom) and (at top) shows its strategic elimination of the bottleneck of bridge traffic, often occurring when boats and barges are passing through the Harvey Canal to and from the locks.

most efficiently operated in the United States. But the work must go on. The East Bank is not yet completely serviced—and it is growing every day.

Hand in glove with the program for extending water service are the plans for also furnishing sewage to the entire East Bank of Jefferson—and for a series of grade separations—and for the eventual lining and covering of existing drainage canals.

We believe that one of the most popular portions of our Program of the Future for East Jefferson will be the proposed **ELIMINATION OF GRADE CROSSINGS**, with underpasses and overpasses. This requires not only the support of the people of the parish but the cooperation of the railroads and all industries and property owners whose holdings such improvements will affect.

*French Jordan and White*

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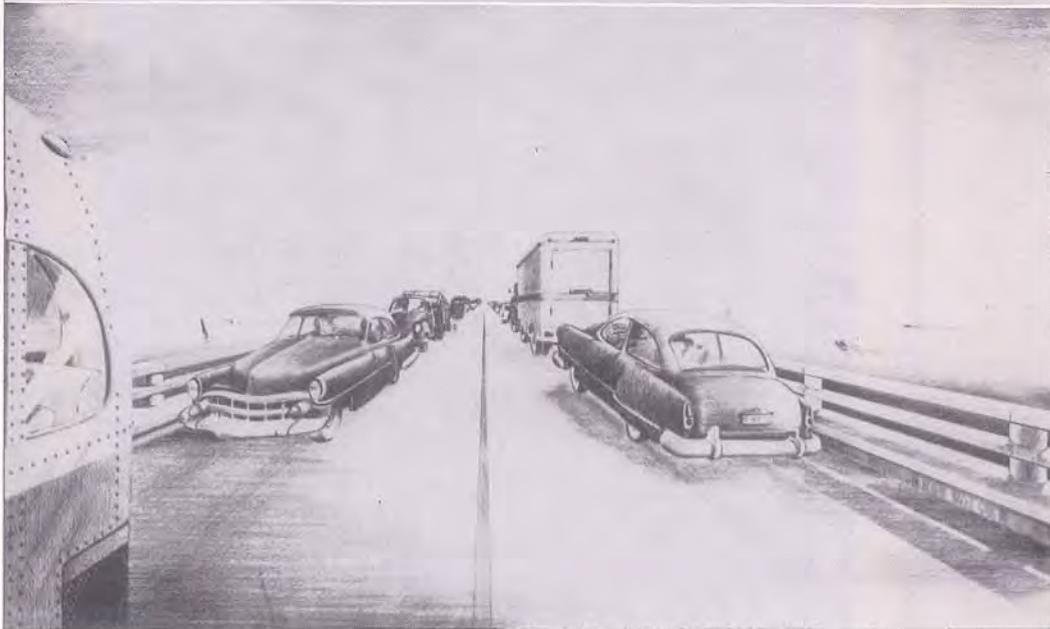
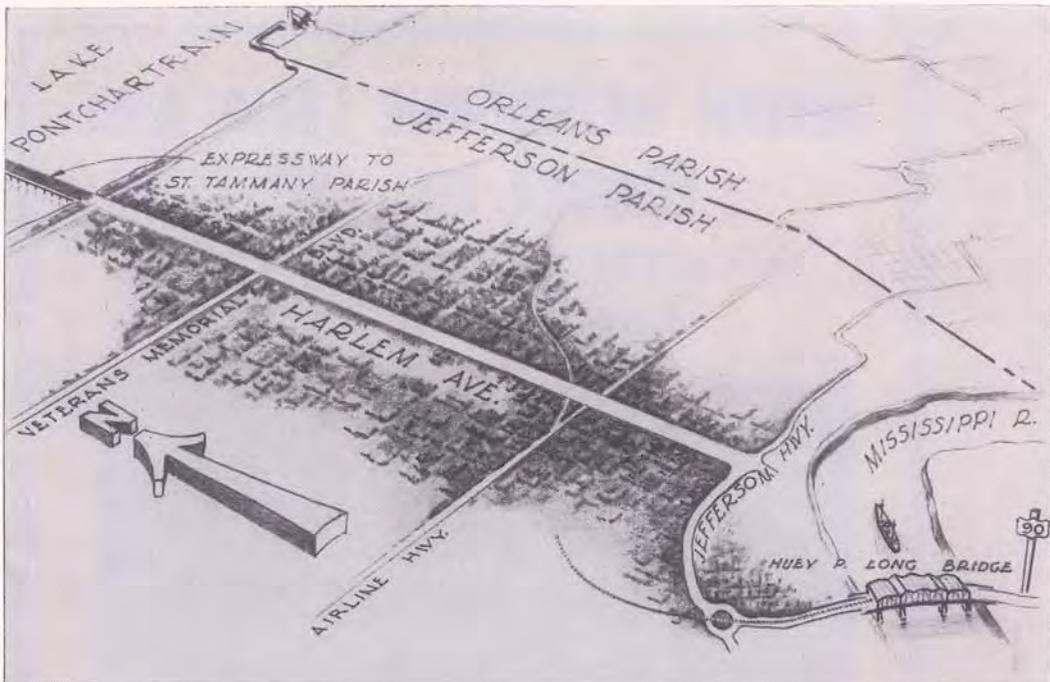
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FRENCH JORDAN

DICK WHITE



Artist's map and sketch of a section of the proposed Lake Pontchartrain Causeway, which shows that the bridge over Lake Pontchartrain will be wide enough to proceed in the event of a breakdown on either of the two vehicular lanes. Surveys for the Lake Pontchartrain Bridge are now under way by Palmer and Baker, Inc., Consulting Engineers and Naval Architects. The firm has offices in New Orleans, Mobile, Houston and Washington, D. C.

We know it will take time, money, patience and the best brains that our efforts can employ — but there is not a resident of the parish or a person who travels its roads who does not sincerely believe, with us, that the elimination of present railroad and highway bottlenecks will not only save valuable time— but maybe your life or mine.

And now let's spread out the Blue-

print of Tomorrow and see what is planned for the larger, more industrial West Bank of Jefferson Parish!

Oh, yes, the completion of the Proposed West Bank 4 Lane Expressway, with the tunnel under the Harvey Canal. This vitally necessary new broad highway will funnel fast through traffic around the congested industrial area of the West Bank. It will meet Highway





On Monday, March 16, 1954, the Army issued the permit for the erection of the Mississippi River Bridge as visualized by the above drawing prepared by Modjeski and Masters, Consulting Engineers. The plans call for the construction of a cantilever span 1575.33 feet long, with a 1400 foot long clear width for navigation, and a height 150 feet above high water. One of the piers will be in the river 555 feet from the East Bank. The Bridge will cost an estimated \$54,081,000. The river is some 2000 feet wide at the proposed point of construction.

90 traffic at the Huey P. Long Bridge, and will skirt around the communities of the West Bank to meet traffic moving across the river from New Orleans on the future Bridge Across the Mississippi. Up until the time this bridge is completed it may be necessary to establish FERRY SERVICE free to pedestrians and with cost per car and truck pro-rated against more frequent crossings and closely figured cost of operation.

Somewhere in this ten year period, even this new 4 Lane Expressway will not be adequate to the intra-parish traffic that Jefferson's rapid growth is producing. On our Blueprint For Tomorrow is another supporting and parallel highway from parish line to the Huey P. Long Bridge on the busy West Bank.

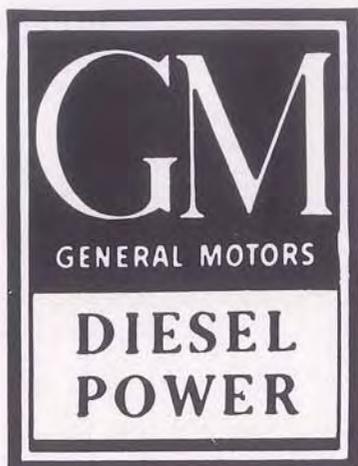
Drainage to the West Bank of Jefferson is what irrigation is to the West part of the United States. Vital! Absolutely indispensable! The land is there — valuable, usable, industrially ideal

land. But it must be freed and kept free of water. So, high up on the Program are our plans for West Bank Drainage that will steadily and gradually open up available acreage for new industries and new development.

Closely allied to that part of the program is the extension of sewage to all the heavily populated areas of the West Bank—and the piping of water and gas to the Lafitte and Barataria area.

#### JEFFERSON PARISH NOW PROPOSES A PARISH FINANCED, PARISH CONSTRUCTED TIDE-WATER CHANNEL TO THE SEA.

The best brains of the nation admit unreservedly that the Port of New Orleans has the greatest outlook for the future of any seaport in the United States. It is the natural railroad and water gateway to the great and growing Mississippi Valley, in which is concentrated half of our production and half of our population.



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The new East Bank "Jefferson Central Fire Station" located on the Jefferson Highway near Shrewsbury Road.



John J. Holtgreve, President of the Police Jury, turns over the gavel to Mrs. Hazel Howell, Chairman of Activities for the Week of the West Bank Business and Professional Women's Club of Gretna, as they take over the duties and responsibilities of the governing body of Jefferson Parish for a day—during the 26th Annual Observance of National Business Women's Week, October 11 to 16, 1953. The national Membership totals 160,000 women.

Seated: Mrs. Julia Reynaud and Mrs. Howell, Acting President. Standing, from left to right: Miss Louise Tilley, Mrs. Ruth Molaison, Mr. Holtgreve, Mrs. Elizabeth Delger, Miss Mary Lou Urso, Mrs. Veronica D. McCune, Mrs. Faye Sherman, Miss Ida May McCormick, Miss May Fleury, Mrs. Helen Calzada and Mrs. Gwen Johansen.

The best brains of the nation also admit unreservedly that the only thing delaying a tremendous surge in port volume right now — immediately — is the long recognized handicap of the hundred miles of the Mississippi River below New Orleans and the hazard of its mouth during fogs and bad weather.

For many years Jefferson Parish — where the transportation, manufacturing and warehousing facilities of the whole New Orleans area are centering — has held the key to this problem. It is the long proposed SHIP CANAL

through industrial Jefferson, beginning at Westwego and dropping due South to deep water off Grand Isle—55 to 60 miles shorter than the present river route and 31 miles shorter and faster than any other seaway route ever considered. And since 1929 it has been approved by the U. S. Engineers who, in the exact wording of the concluding sentence of their report state: "All things considered, the Baratavia route seems more advantageous than any other canal route considered."

Its need has been long recognized. In

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### JEFFERSON PARISH HEALTH UNIT

Shown here are a typical mother, child and Public Health Nurse Doris Trahan at the opening of the Well Baby Clinic at the Westwego Clinic of the Jefferson Parish Health Unit. The Jefferson Parish Health Unit (Dr. L. R. B. Centanni, Director and Dr. John M. Bruce, Acting Director) looks after the health and welfare of Jefferson Parish citizens and their children in connection with the food, water and milk they drink; the supervision of sewage disposal; immunization from diseases; rabies; tuberculosis; venereal diseases; growth and development of well babies; school children's health and teeth; crippled children; expectant mothers; nutrition; health education and the compilation of vital statistics. IT SERVES YOU in practically every public activity that can affect YOUR HEALTH.

fact, its necessity becomes more urgent every passing year. The route itself has never had an opponent whose reasoning was not biased. However, it has never received government financial support because of the conflicting claims of the now active proponents of the St. Lawrence Seaway and those other states of the Union who cannot or will not see that they will be greatly benefited.

Thoroughly convinced that it would profit Jefferson to invest in its construction we are including in our Blueprint of Tomorrow the plan for Jefferson to build this SHORT CUT TO THE SEA as soon as the details of financing and constructing can be worked out and brought before the voters of the parish.

It would be a 40 foot, 600 foot wide channel direct to deep water which would not be affected by fog or rough weather and would accommodate the largest cargo and passenger vessels afloat, reducing distance, time and shipping costs.

On both banks of this 50 mile long ship channel would expand the present

industrial Jefferson, and around Jefferson Parish would flow and flourish the greatest seaport of the South. And from the dirt excavated could and would be built substantial heavy industrial plant sites and a base for a paralleling automobile road to Grand Isle that would make the Island's beautiful beach one of the most popular year round resorts in America.

And from the tax revenue of new industries, new businesses on the banks of the canal, new towns that would blossom out at points along the way, new homes, new people and the expanding port business would come the income to liquidate our pledge to the future.

The JEFFERSON PARISH HOUSING AUTHORITY—already beyond blue print stage in Tomorrow's Program—is a project to provide low rent houses for both the white and colored families that are pouring into Jefferson's busy communities. The sensational growth of Jefferson Parish automatically gives a program like this top priority.

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These scenes at Metairie Playground symbolize the constant priority that its future citizens have in all over-all plans of Jefferson Parish. Children grow up and become the leaders—and the wives of leaders—of parish affairs a few years hence . . .



. . . Therefore it is vitally necessary that the health and happiness, the physical and mental education, and the sense of fair play blended with the sense of duty and responsibility of our children be given all the ground space in which to develop, and all the equipment for growing up proud of their parish and prepared to take on its affairs, that we, now holding the reins, can supply.



Last but not least in the Program for the Future is the new Commission Council for Jefferson Parish which goes into office June 1, 1956. The decision by the people to change our loyal and hardworking government by Police Jury (comprising 17 members at present) to the smaller 5-man Commission Council came after long planning—as the only solution to the mounting problems resulting from the terrific population increase of the parish.

It must be remembered that between 1940 and 1950 (only ten years) Jefferson Parish more than doubled its population—an increase of 103% to be exact. This sensational growth demanded the creation of so many new boards and agencies for the administering of parish affairs that the Police Jury (composed of men who were paid per diem and expected to give only part of their time to the parish affairs) was burdened with the overall responsibility of many overlapping authorities. And everyone concerned realized that these problems of population demanded a streamlining

of government for continued efficiency and economy.

Under the new Commission Council form of government (composed of salaried men who will serve full time) all overlapping agencies and authorities will be eliminated and the control of all parish boards and functions (with the exception of the School Board) will be centered in the 5-man Council who will be elected by the people every four years.

The Commission Council President will be elected at large. Then there will be two commissioners elected from the West Bank and two from the East Bank.

And so . . . through the economies effected by the Commission Council, through a proposed parish wide sales tax equalizing the present New Orleans sales tax, and through increased revenue coming in from new and expanded business coming steadily to the Parish, Jefferson and its leaders will put into reality as rapidly as possible its BLUE PRINT OF TOMORROW.

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# Inside

By ALICE SEDDON HOBBS

Louisiana State President, National League of American Pen Women

The dining car was crowded and I was placed at one of the single tables with an elderly man. Casually, we discussed our destinations. Not surprisingly, on that train, it was New Orleans for both of us—home for me, a first visit for him.

"That perhaps is not exactly accurate," he said, "I am going to a place called METAIRIE. I guess that's outside New Orleans, isn't it?"

It was a new angle to me. Outside, indeed!

"Metairie is indeed an entity politically, but, socially, it constitutes a significant part of New Orleans. The people who live in Metairie contribute much that is New Orleans. It has long been established as a community of beautiful homes and is about a fifteen minute drive from the business center of the city; that is, from the office buildings and large department stores to the circle drive which opens into Metairie proper."

"Fifteen minutes? At home, we think nothing of a forty-five minute drive to our offices."

"One reason for such quick transportation is that a connecting boulevard, Canal Street, is one of the widest in the country."

"It is a small suburb, then?"

"Not so small. Metairie has its own shopping district that extends over two miles, and its area includes some 3240 acres."

"You know it well. I wonder if you know my hosts, the Armstrongs?"

"On Papworth?"

"Papworth Avenue, that's it."

"Your visit will surely be a pleasant one. They have lived in Metairie many years, and their friends will want to entertain for you."

"I have to admit I know them only slightly. Met them on the west coast several years ago and we have enjoyed keeping in touch."

"You will find they personify the spirit of gracious hospitality for which the city is famous. To them, it is a civic responsibility."

"Mrs. Armstrong is of Spanish ancestry and their home is an example of the best adaptation of Spanish architecture. Coupled with the authenticity is a luxury of comfort even including under-floor furnace heating in addition to the traditional fireplaces which are used during our short winters. In the long summers, of course, everyone lives out-of-doors as much as possible. Many homes are now air conditioned."

"I have spent many pleasant hours in the woodland garden at Casa Manana. Sunday Morning Breakfasts. Small wrought iron tables and benches, a barbecue fireplace, good food and good company. I remember on one occasion one of the group improvising on a violin while the redbirds and mockers sang overhead."



Strolling through the Garden at Casa Manana (upper left), the visitor will stop often to notice some unusual arrangement or decoration, a weird root growth, a war trophy or old kitchen utensil transformed into charming plant holders.

The Living Room of Casa Manana (lower left) where the guest needs no entertaining—just the leisure to examine and enjoy the books, paintings, prints, hand blocked draperies—the exquisite work of artists and craftsmen.

Just above is the Master Bedroom of Casa Manana—which, for all its look of yesteryear, is up-to-date with ample clothes closets, individual bath, hardwood floors, underfloor furnace, a telephone extension and an electrical sewing machine.

The listener's face began to take on the polite glaze of disbelief.

"I suppose that sounds fantastic. It is not at all uncommon. The cardinals and mocking birds stay here the year round. Sunflower seed attracts the cardinals and they become very tame. Mocking birds are quite fearless."

"But what about flies? And mosquitos?"

"We rarely have flies. And mosquitos like the dusk. In many gardens, the furniture is sprayed before guests arrive if there are mosquitos. The Armstrongs have a loge, screened and cool, shaded by tall pin oaks and the Japanese wisteria that twists its strands above gnarled trunks. The house is completely surrounded by trees. Stepping stones lead from the loge past a pool set into a wall colorful with tiles brought from Havana and beside which is an old oil jar which came, a hundred years ago or more, from the Isle of Martinique."

"Do you know, I don't think they ever mentioned their garden and it must be well worth seeing."

"That's understandable. While it is unique, everyone who has any space at

all has a garden. Plants respond quickly in the humidity of the climate. You will find in Metairie that while annuals, perennials and bulbs are used in small gardens or in small spaces, flowering shrubs are used for large areas. Azaleas make large masses of pinks, white and deep rose, and some have a spicy fragrance. The gardenia, or its cousin, the cape jasmine, grows rapidly and gives a profusion of bloom. Sweet olive, which has a more delicate fragrance, is a slow grower and the blossom insignificant. But all this about the garden. It isn't very hospitable to leave you on the threshold so long. When you arrive at the outer entrance, look for the bell which was a familiar sound on a plantation Mrs. Armstrong knew as a child. You will enter first through wrought iron gates into the loge. At the left, the heavy carved cypress door opens into the living room. The austerity of the high pitched ceiling with hand hewn beams, the wrought iron guards at the windows and iron accents in lamp standards and wall sconces is offset by rich

Opposite is the Dining Room of Mr. and Mrs. Wm. E. Bergman. The depth of the partial partition on the left indicates the location of floor-to-ceiling cupboards in the living room similar to those shown in the background of the dining area, each with a sliding door.



And opposite is the Bergman Living Room which you enter from the Dining Room above. Large areas and design kept simple give this room an open spaciousness, even when crowded with guests.

color in furnishings and highlighted by splashes of aquamarine in glass and pottery. Always, there are flowers and greens, a large bowl on the grand piano, a single blossom in a miniature tray and, in a hand painted much glorified foot bath, generous sprays of magnolia or pittosporum. This is evergreen, has decorative growth, and is fragrant in bloom.

"Throughout the house, there is an integrity of selection. If, since the beginning of their home-making, they acquired any discordant possessions, they have been weeded out. From Spain, Havana and South America have come many pieces, and when craftsmanship is well and lovingly executed, the years tend to enrich rather than to deteriorate. The four-poster bed and its accompanying accouchement bed of another day and custom, the armoire which took the place of a clothes closet, the dressing table, two hundred years old—you see, don't you, what an interesting time you

may have just being introduced to all this?"

"I am beginning to be glad I came," he said, laughing.

"Of equal interest will be the homes that have been designed and furnished in a modern interpretation of the requirements of an alert, enterprising and ever expanding southland.

"The Bergmans' house, on Iona Street, newly built, embodies functionalism. Air conditioning is an aid in the architecture and the wide windowed walls give air and light. Slanting ceilings with painted beams add height to the rooms, accentuated by the indirect, cove lighting I believe it is called. Sliding doors are efficient space savers. The gray exterior with a Chinese red door gives the keynote of the interior where lamps, furniture, and hangings are oriental in motif. The use of plants counteracts the severity of line. The chimney facade of Plum Or-

(Continued on Page 47)

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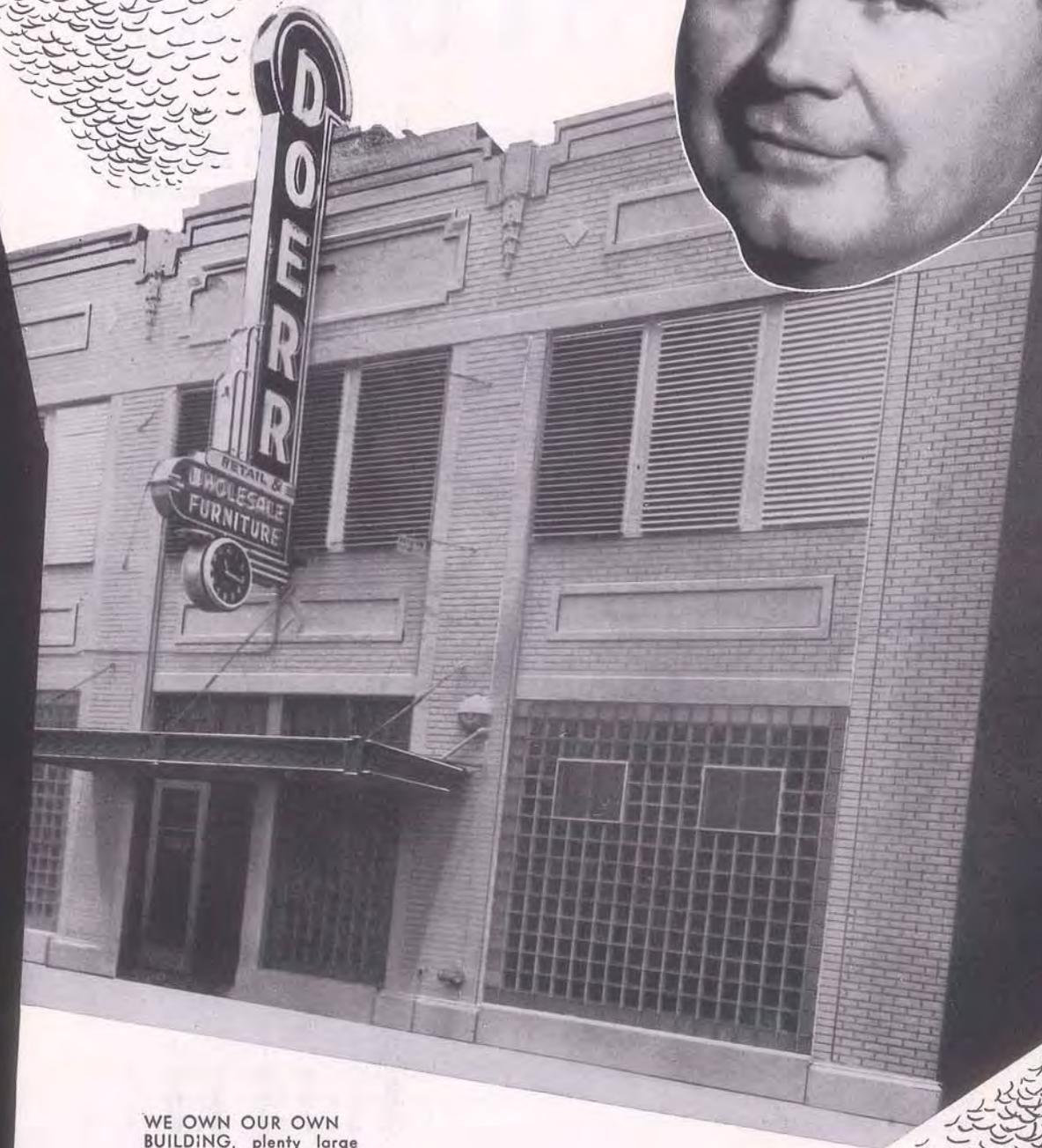
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The Den of Dr. and Mrs. Adrian Zang Johnson (pictured above) has been planned for the amusement and entertainment of both the sick and the well—for quiet visual observation or vigorous active participation.



This Jack-in-the-box is a "Jackette" in a bright red costume—and the performance of this act of legerdemain in the Johnson Den is well planned to startle the very young and thoroughly entertain the adult spectators.

black-topped drop leaf table with blond maple base are simple as background for flowers, Chinese lamps, wine cups, rice bowls and ladles. The terrazzo floors are partially carpeted in a circular sweep that ties dining room and living room. A long low wall of bookshelves makes their library accessible. Much thought has been given to accomplish comfortable living, easy housekeeping and beautiful simplicity.

(Continued from Page 43)  
 chard Stone in the living room has no projecting mantel and is flanked on one side by a plant bed in which tall ficus panderata, wide arching bromeliads and climbing philodendron break line and add color. This is balanced on the other side by a low shelf which holds a piece of black statuary. The green of the leaves is repeated in the upholstery of the sectional chairs and there are yellow butterfly chairs to provide color accents, a half-sized one for the small boy of the house.

"The layout is so planned that every room faces the garden in which there are blossoming shrubs and plants. In the fall and winter, pyracantha espaliered against the redwood fence makes red berries. Poinsettia and hibiscus supply Christmas red. Later, there are white calla lilies, Peace roses, iris, painted daisies and spikes of snake grass and elephant ear for foliage. As the guest is drawn to the garden or to the fireplace, the dining room is revealed, half hidden by a wall cabinet and shadow box arrangement for china and books, and, behind the sliding doors, storage space. The lines of the

"Another pattern of living has been worked out by Dr. Adrian Z. Johnson and his wife. In order for him to be available for call and still participate in the activities of the community, their friends and the friends of their four children, they have a hobby auditorium. This is a large building connected to their home at 418 Metairie Road, in which there is a stage for presenting performances of the art of magic for young and old, pageants or puppet shows for the children. There is a pool table, ping pong, a radio, television, juke box and plenty of room for dancing, a bar, barbecue pit, an aquarium of tropical fish, several cages of Javanese, African and South American finches and parakeets, the white doves used by the magician of the family, and Jocko, the 45-year old parrot who distinguishes himself by riding untied on the handlebars of his mistress's bicycle.

"New Orleans is known everywhere for her love of play. There is another friend in Metairie whose home exemplifies this tradition. Ample in every way for this couple, since the building

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This is the "Den" in the home of Mr. and Mrs. A. J. Ortté. The painting in the background is a glimpse of the country retreat where the Orttés enjoy the quiet of woods, the lure of the elusive trout or just a stroll in the rambling garden.



of homes is in itself one of the man's hobbies, and it probably incorporates as many as possible of his work-saving ideas, their home is planned to gather their friends around them comfortably. The upper floor has a large game room, or what for convenience is called a den, an understatement certainly because there is room for twenty to twenty-five people to lounge around the fireplace, or, weather permitting, sun bathe out on the sun deck, play billiards, dance to juke box records or find refreshment at a small bar. A walk-in air conditioned closet is provided for fishing tackle and gear, games, extra chairs, house decorations for holidays, carnival costumes, things for once-a-year use. Visitors from other parts of the country are usually not prepared, and most households collect through the year oddments that can quickly be transformed into a costume.

"The ceiling of this room is natural wood in domino squares of selected grains. No plaster is used. In the bedrooms, weltex is painted in pastel colors for walls and ceilings. The game room is panelled in ponderosa pine. A rustic accent is a juniper trunk estimated to be 2000 years old which has been made into a floor lamp.

"On the ground floor, terrazzo throughout, there is the patio playroom. It has a swimming pool and diving board, a barbeque pit, and, in this room, as many as 400 guests have been entertained. At other times, it shelters their cars.

"Interesting developments have evolved from this home-building hobby. The red brick house of Mr. and Mrs. A. J. Ortté, 118 Wm. David Parkway West, stands out architecturally in its setting, and two wings are joined by a

wide central chimney. Inside, the chimney houses a guest closet on one side of the entranceway and the fireplace on the other.

"I wonder if on your visit south, you might be considering Metairie as a home at some time?"

"You aren't a realtor?" he asked warily.

"No, but if I were, I am sure I'd like to work in Metairie."

"My children are grown and the youngest just married. She and her husband will live in the old home, but I have to admit that when I think of the slushy snow and slippery ice-covered roads up north, the idea of moving down seems very pleasant."

"Not only pleasant, sensible. There can be no question that even if your work is equally demanding down here, you do maintain with less effort a sense of leisure between times."

"It seems to me I used to have that kind of leisure, but in the work-hard-play-hard years, it became old-fashioned."

"I think we return to old fashions just as we do in clothes. I believe we have in homes. I can remember when a family always had a parlor. The shutters were kept tightly closed, the dark green shades were drawn and the doors locked to keep out young fry. In this room were kept all the best things. Sometimes on cleaning day, I was permitted to enter. There was the old organ that wheezed out a hymn when laboriously pumped, there were forbidding family portraits, James Whitcomb Riley in a tight little frame, a straight-backed sofa, a few stiff chairs and all the curios of that day.

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These four pictures introduce you to the home of Mr. and Mrs. L. P. Smith—the living Room and Patio Living Room (at the top) and the Dining Room and Kitchen below. In spite of the demands and attractions such a complex household must present, it is amazing to note that the busy Smiths still have the time and lively interest to develop a beautiful garden likewise in Covington, Louisiana.

“And now, after so many years—well, quite a few—the parlor is coming back. It is not bottled up as it used to be, but it is kept spotlessly clean, meticulously arranged and a high degree of perfection maintained. The one I think of has floors the color of taffy with a wide border inlaid in mahogany, pecan, maple and oak. The rug inside this border is a deep, cushiony oriental of fresh clear colors. The window draperies are heavy brocade. A grand piano, a couple of barrel-type upholstered chairs, high backed sofa, years and years of needlepoint, and a grandfather clock. The white marble fireplace seems to have a burning log and the old-time parlor never knew this trick. There is a concealed revolving wheel that produces flickering shadows electrically. No ashes to shovel and carry out. The French, Italian and Irish paintings might easily have been in the parlor, and the fragile, black lace fan, too, in its gilded frame, well over 100 years old. After its lifetime of taking part in romances, its attendance at the much beloved opera house lost in a fire in 1919 and still mourned, the balls famous then as they are now, it now is carefully protected by glass. A bisque figurine on the mantel plays a golden harp whose fine strings still span its keyboard. The

harpist wears a panniered gown with deep and beribboned porcelain lace ruffles, and her long slender hands hover poised to play. I think she has won hearts in this generation as well as in one past. Wedgwood, Viennese glass, Sevres, Meissner and Lemoges in a lighted cabinet shows the interest of a collector in the house. This room opens into the formal dining room lighted by a crystal chandelier. The hand cut crystal, and you will see a great deal of it, is the industry of small villages in Europe. During the last war, these small factories were taken over and the work was not permitted. I hope now they have returned to the enterprise their families have carried on for generations. These rooms are used on occasions of dignity, the entertainment of celebrities perhaps. At the L. P. Smith's, 5 Mulberry Drive, every day living and visiting is now in an informal patio living room. Planned for easy housecleaning, the floor is tiled, walls painted brick and the ceiling natural wood with crossbeams. One wall is glazed to allow not only plenty of light but a view of the garden. They have garden-type furniture, wrought iron and bamboo, a pool banked with plants supplied and varied from a conservatory in the garden, a small bar, aquarium and bird cages.

# JEFFERSON DEMOCRAT

Official Journal of the

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SINCE 1896

Gretna, Louisiana



Above is the Reception Hall of the Jerome Tujague home and opposite are two views of its Garden Room, where transverse drapes close the windows at night so family and friends may settle comfortably for a television session.



“Speaking of bird cages, they have one that came out of French humor and ingenuity. This is a miniature cage, gilded, and holds a miniature feathered but electrically controlled creature who whistles, cocks his head and twitches his tail feathers so realistically the parakeets whose cage is close by, huddle together and squint questioningly at this imposter and occasionally protest.

“There is television, radio and a small electric organ. The room is air conditioned for year round use. It is next to the kitchen with a convenient serving window, and there is access to it from the garden.

“Kitchens, too, have come back into a place of distinction after having been diminished all the way to a Pullman kitchen or cupboard. This kitchen contains all the electrical conveniences that housekeepers nowadays must have and a few more. It has even an electric portable barbecue, no larger than a good-sized bird cage, as delicate as that, and made of aluminum. In addition to an adequate number of cupboards at a height for easy use, there is a walk-in pantry (and didn't we use to have those, too?). A windowed bay spans one whole wall of the room, and the curtains com-

plete a picture with red-checked gingham ruffles draped in wide scallops. This kitchen might well be the heart of the house as it used to be in the days of the open hearth, iron kettles and pewter ware.

“Over on Woodvine, the Tujague children, ten and twelve, have a home that is guaranteed, surely, to keep them there, as well as, probably, all the neighbors' children. They have an out-door swimming pool, and in the summer months, it is a popular place for young and not so young.”

“But isn't there a lake and a beach?”

“Yes, but a home pool is nicer and more easily supervised. From what is called a garden room, grown-ups can sit comfortably and at a glance take in all the activities in the pool and garden, as well as enjoy a long vista of the golf course just beyond. The garden room is so called not only because the view seems to include all outdoors, but the placing of plants and a pool in the room itself make it a garden. Monstera delicosa, Chinese evergreen, small palms, philodendron, prickly pear cactus and the always popular fig leaf rubber plant

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*New Orleans*

Opposite is the Music Room in the home of Mr. and Mrs. Henry Walther Jr. Glazed doors separate the Music Room from activities in other parts of the house, and the musician may work undisturbed without any feeling of being closed in. The room is large, the ceiling high and the acoustics and lighting excellent.



Opposite is the Library in the beautiful home of Mr. and Mrs. C. Viguerie, where it is not unusual to see and hear happy children fly in and out, banging doors perhaps . . .



. . . or running up and down the stairs or sliding down the banister shown here. But the house remains unruffled, like a wisely tolerant parent.

are showy and good decorators. This room is accessible two steps down from the entrance hall which houses the stairwell and opens into the dining room and the music room. If you like music, you will notice how important a part it takes in the homes you will visit."

"All the visitors I have ever talked to have told me of the wonderful food—rarely anything about music."

"Perhaps that is because music—music made in the home, that is—is a more personal thing. Habit decrees that we eat three times a day, fairly regularly, and so must our guests. But their hunger for music is probably less obvious. And I hope you will have a visit to the Walther's, 404 Northline, to enjoy their music room. High ceiling,  
(Continued on Page 59)

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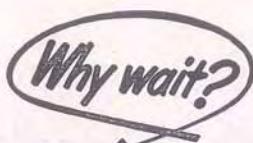
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These three views show the Living Room, Den and Dining Room in the home of Mr. and Mrs. Henry Lee Mason . . . an interesting example of limited space so utilized that the dignity and spaciousness of a larger, formal house are achieved.



(Continued from Page 55)  
 floor-to-ceiling windows easily covered by traverse drapes, indirect wall lighting and a ceiling spotlight for the Wurlitzer organ. Restraint in the furnishings, two or three armchairs, a semi-circular divan, Chinese lamps and a round coffee table, the top, black glass and the base, teakwood, perhaps. Colors are subdued and there is a complete absence of distraction.

"It looks as if our waiter is doing the cooking as well as the serving, and you will be starved as well as weary of how people live in Metairie."

"On the contrary, I have been so absorbed in the pictures you are making I haven't realized the delay. Here he is but I hope you will go on. I find myself liking the place immensely from the glimpses you have given me. But are they all grandiose? Are there no small and unpretentious homes?"

"Of course there are. Metairie has grown so fast, there are many more new and small homes than old, but I have been thinking of them in representative patterns. The small homes have distinction, too.

"And I do think of one that houses four children, and I almost envy the children. It seems to me the home has

been planned for their development, not casually as many parents do, but studiedly. In the home of the Vigueries on Vincent, the architectural design is good, the furniture is sturdy, fine but not too fragile. In the combined library and music room with its Acrosonic piano, dark green walls are lightened by fluorescent tubes concealed in the ceiling molding and plenty of lamps. There is good color contrast in the furnishings and very few breakable ornaments, with the outstanding exception in the apothecary jar filled with candies wrapped in bright colored cellophane. It stands on an occasional table where small hands can reach in.

"In the living room, space is enhanced by the over-mantel mirror and an open platform to the hall stairway and main entrance. You may be sure the children and their friends gather around the large fireplace on chilly days.

"There is plenty of enclosed garden space to play out-of-doors. And with every thought for providing a good background for a growing family, the house still wears a serenity that makes the neighbors want to come in and share it. All houses are not like that. I knew one as a twelve-year-old and almost every day I made an excuse to visit. It was a large family and they

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Two views are here presented of the home of Mr. and Mrs. S. D. Davis, expressing architectural and design ideas entirely different from any of the other homes visited . . .



. . . and wherein we would have you notice the modern and functional utilization of horizontal lines throughout — in windows, stone, wood bands and the furniture itself.



didn't seem to pay much attention to me, and I still regard it as one of the high points. There was a piano where I could play my one-and-two-and-three-and exercises or I could sit quietly and worshipfully while one of the family played, or I could forget time completely at the top of the three-story house in a cupola that was filled with books, everything that was discarded as it was outgrown or failed of interest. The belle of the house, and I suppose a large family always has one, had beautiful clothes, most of which she made herself. Quite often, she took time to dress up just for me to see, a lovely new evening gown or a costume for a ball. I wonder now at the patience and kindness of each one of the family. There seemed to be plenty of time for it."

"Now, you know there is just as much time today as there ever was!"

"Perhaps so," I admitted, "but it gets filled up so fast!"

"I have always heard that down south folks are 'leisurely.'"

"I have to pass that one by. Except that I do know a woman in the country who raises chickens. Every time we stop for eggs, she apologizes for her house. It looks as if they had just moved in and hadn't unpacked or put things in place. And she always says, 'You know, I was just starting to clean house when I heard your car.' I think maybe she has achieved some leisure but even she doesn't talk about it.

"You asked about smaller homes, and I have just thought of one I like on Pelham Drive in Metairie, which belongs to the Henry Lee Masons. Not small as a whole, but the rooms are small in scale. It's a pleasant house. The dignity of the fireplace and its painted wood mantel dominates the living room and the furniture is arranged close to it to counteract the formality of the room.



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And now — Kathy and her ballerina in her bedroom in the home of her parents, Mr. and Mrs. M. E. Lagasse, say "Good Night" and "Goodbye" for all of us — and we hope you have enjoyed your trip "Inside Metairie."

It is difficult to conduct quiet conversation from the opposite ends of a long room. Across the small hallway from the living room is the den.

"Here, as throughout the house, the design of doors, woodwork and moldings are good in proportion and workmanship. This is a man's room though the young members of the family probably enjoy the comfortable couch and soft pillows. But it's a good place for a couple of men to smoke and compare notes while their wives have coffee in the living room. Incidentally, it is a different coffee down here, and almost any hour of the day is coffee time. If you stop in for only a few moments, you are sure to be offered a small black.

"The kitchen and the adjoining dining room bay have the cheer and charm those rooms are traditionally supposed to have but often lack. There are half curtains with dark green ruffles at the windows and white chickens dot the forest green wallpaper that is good background for the maple gateleg table and ladderback chairs. In their house, any one of the family of five can find a place to get off with a buddy or by himself and be out of the stream of

traffic which five people and a maid naturally make.

"And there is a home that is being remodeled by its owners, Mr. and Mrs. M. E. Lagasse, 601 Metairie Lawn Drive. It has wonderful possibilities, inside and out. It's fun for them and interesting to watch each room emerge. The utility room like Cinderella has come out of dark drudgery into a gleaming pine panelled work-that-is-play room. Kathy, a young lady of five, will charm you and be your guide. She will show you her dolls and toys in an upstairs room that has been arranged with all the femininity a small girl will enjoy and remember.

"Another example of good modern is the S. G. Davis house on Woodvine. The floor plan is built around the central chimney. I think of it as the house the chimney built. Do try to see it."

We had finished our breakfast, and as we prepared to leave the dining car and separate, he said, "You have been very good to give me this preview, and I don't know your name."

"That is quite unimportant," I assured him, "because, after all, I shall be seeing you — INSIDE METAIRIE."

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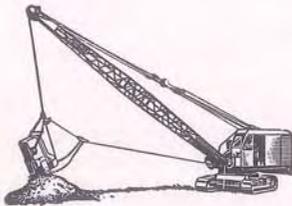


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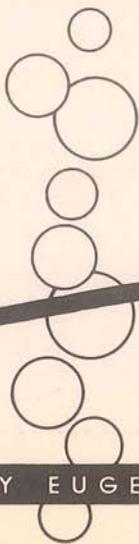
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# Land of Treasure



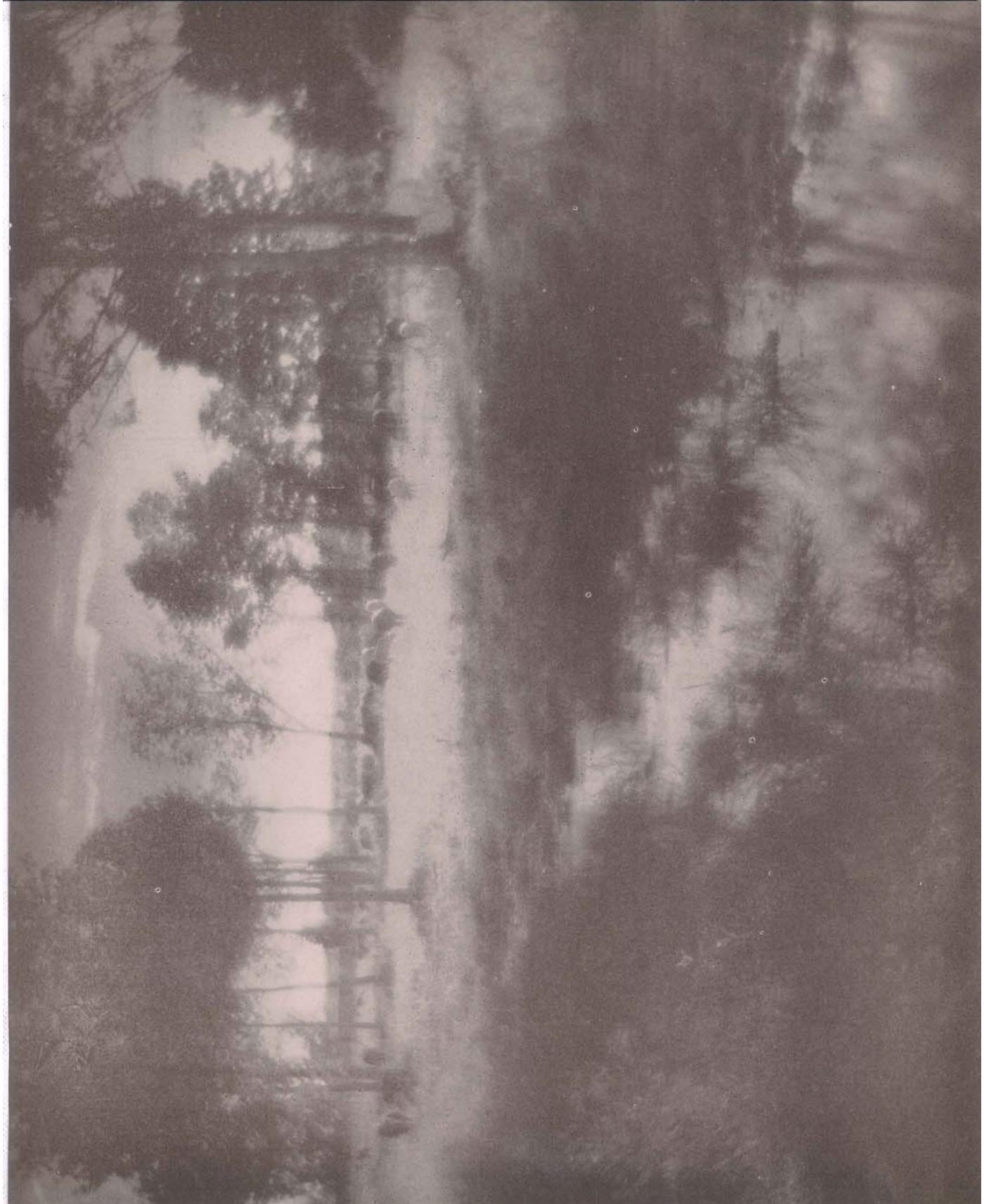
Once there was  
a time, long before  
you were born  
and long before  
I was born,  
when Indians  
lived and hunted  
and were happy  
in these  
very woods . . .

PHOTOGRAPHS BY EUGENE DELCROIX

Then  
white men  
came,  
looking for  
treasure, and  
found it.

It's better  
than finding  
gold in a cave  
to find  
a land  
fabulously rich  
in fish  
and game . . .





A land  
whose meadows  
and fields  
are a great  
green garden,  
where everything  
grows eagerly.

And it's  
better than  
having jewels  
fall out  
of the sky . . .

To find

a land where  
spring comes  
so soon after

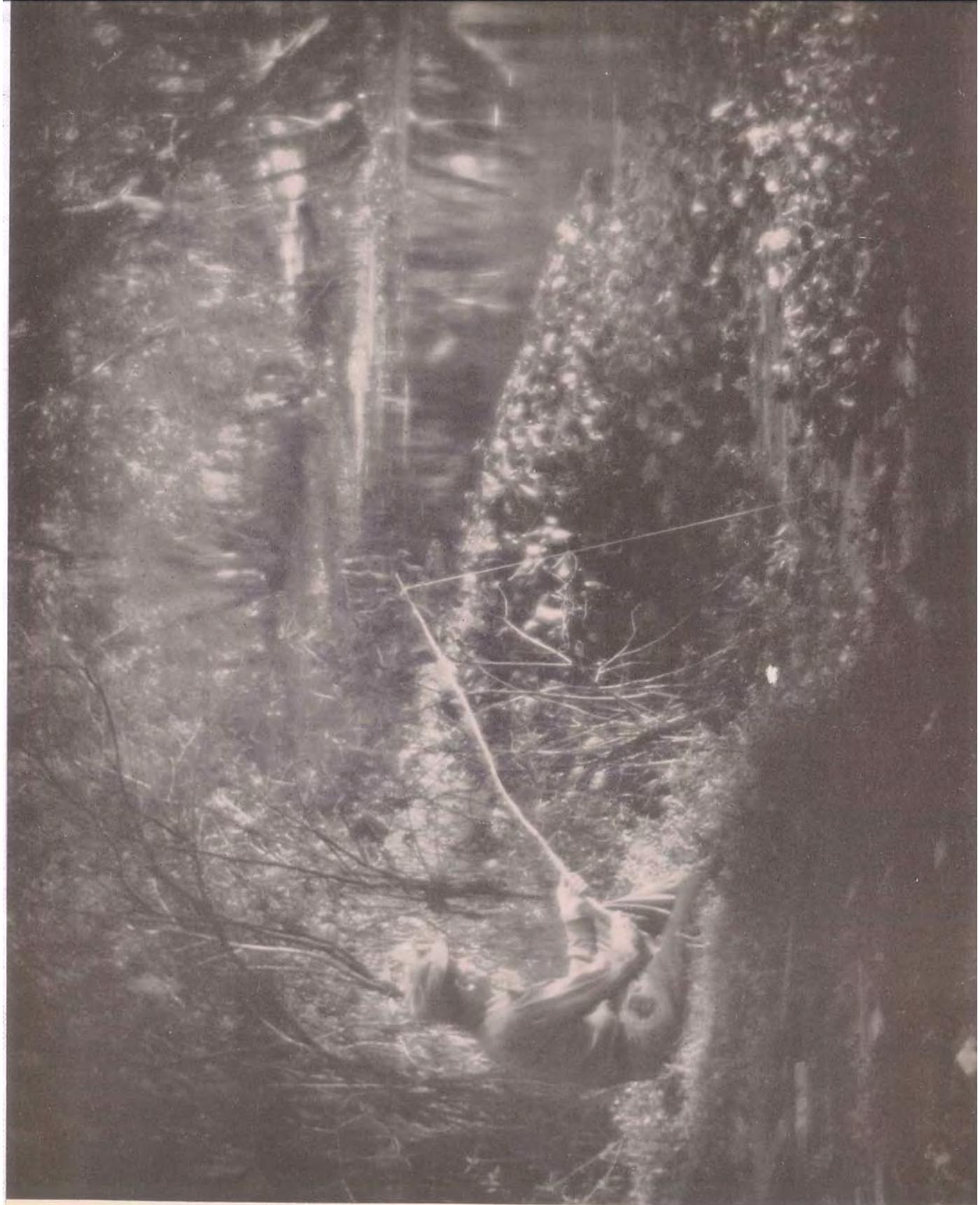
Christmas,  
and there are

no months  
when you can't

go on a  
picnic

or sit

in the sun . . .





A land  
where you only  
see snow  
on postcards,  
where the  
outdoors  
wears its  
green  
even when  
the year  
wears the name  
of winter . . .

But there was  
gold too.  
Men found  
white gold  
in the rich  
harvests  
brought in  
by shrimp fleets  
searching  
the bays and  
the broad Gulf . . .



And black  
gold too,  
under  
the land,  
under the  
marshes,  
under the sea  
itself—  
treasure  
beyond the  
wildest dreams  
of the  
first settlers.





Where man finds wealth, changes must come; and  
Jefferson wears the changing garb of healthy growth.  
But quiet corners of this land remain untouched, and



always will; and it may be that the pleasant peace  
of such a spot as this, at rest in a hurried world,  
is as great a treasure as men may search for.



This is a land to dream in, and there's always  
time for it—and wherever you look, whether you're  
old or young, you'll find beauty to help you . . .



Quiet waters, a smiling sun, and boats that are  
never out of season—these are treasures too,  
the kind that keep you young at heart . . .

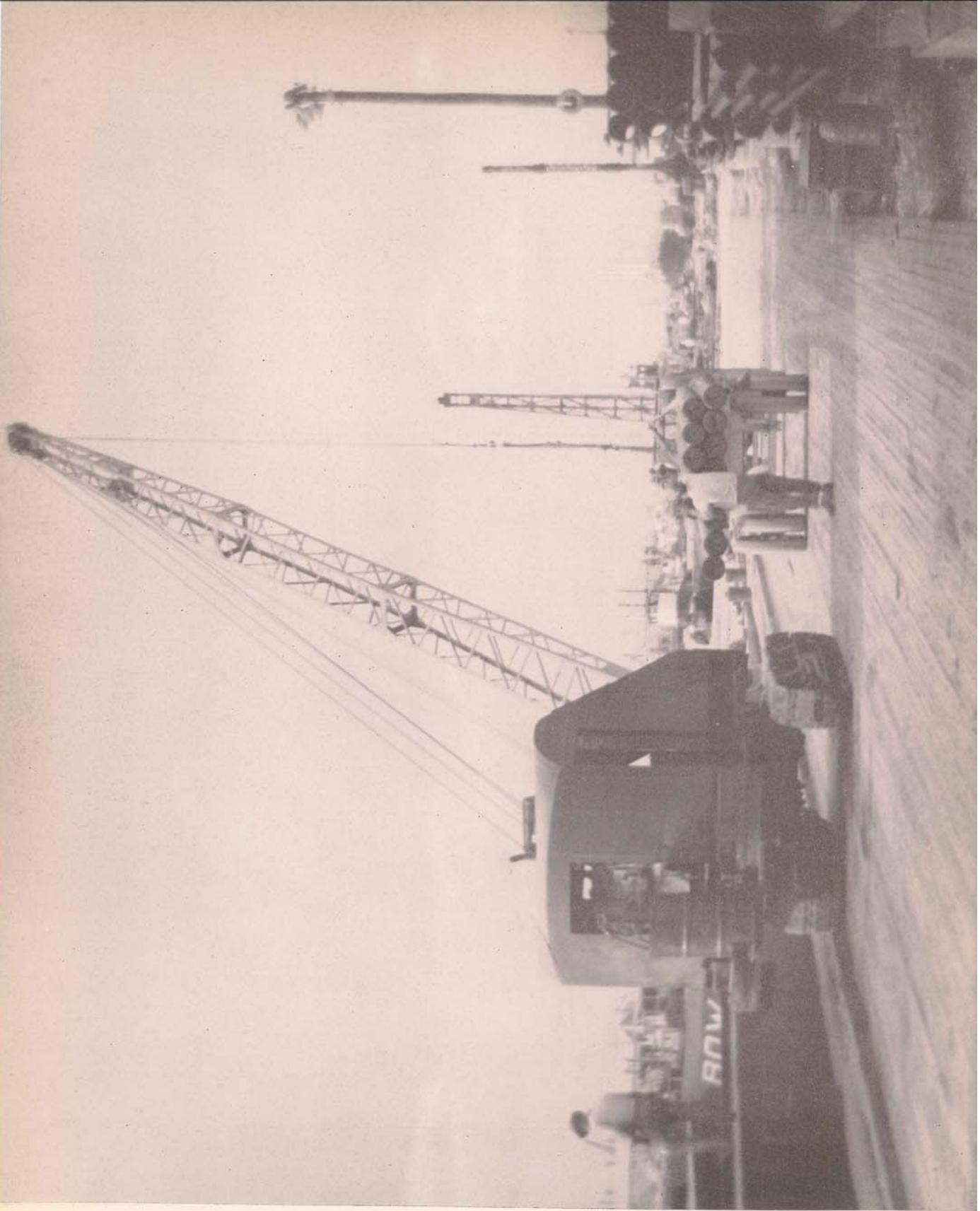


In a flowering land so rich in natural treasure,  
you could say that trees grow on money—which is  
a nicer arrangement than the other way around . . .

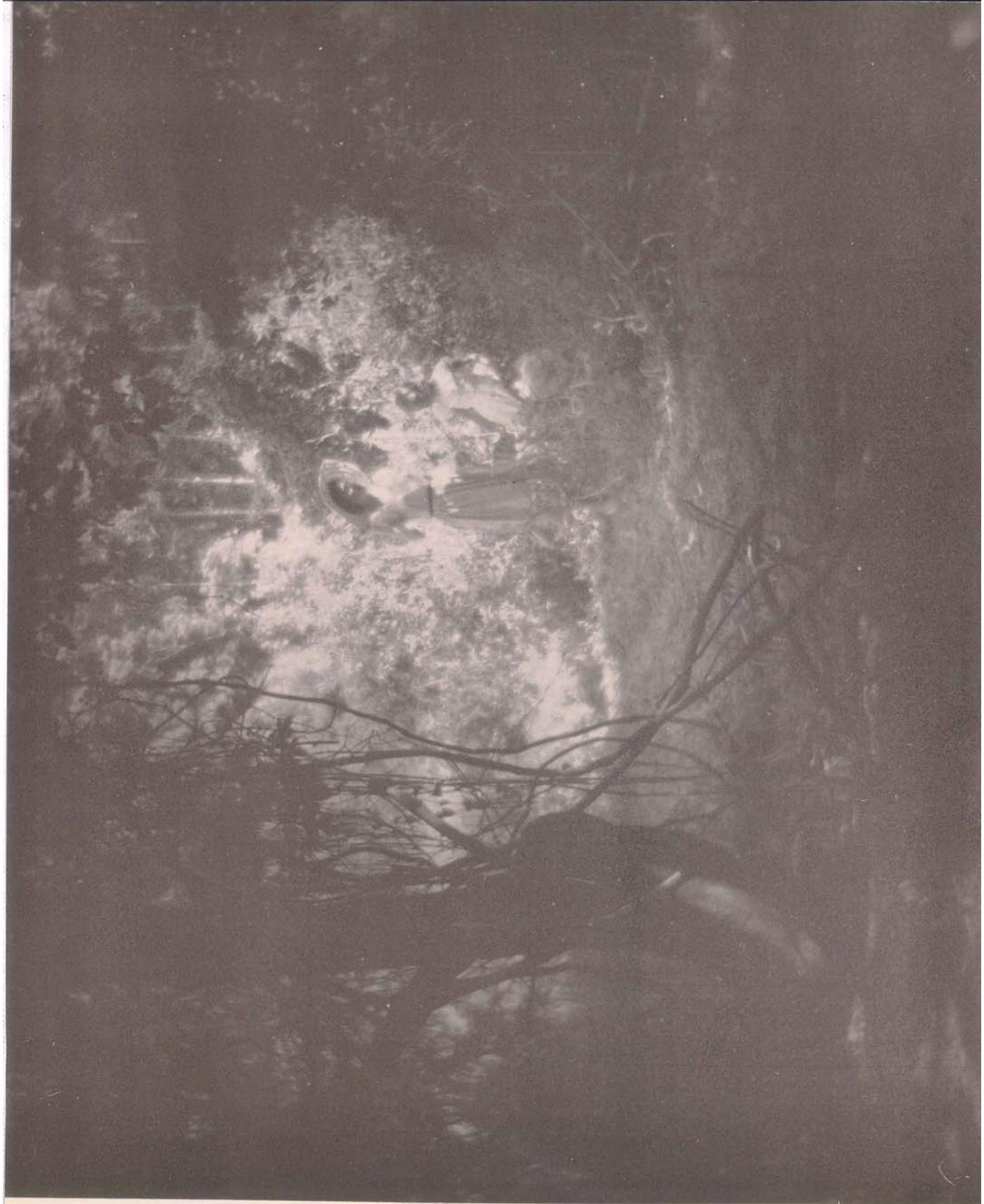


And it's a land of lovely homes and gardens; small  
and large, homes with the unmistakable look of  
being loved by those who live in them . . .

A busy land  
now, one of  
the nation's  
great industrial  
centers,  
Jefferson has  
come a long  
way from  
the day of the  
Indian hunting  
in a beautiful  
wilderness . . .



But the  
beauty is still  
here in full  
measure,  
and the  
serenity of  
untouched nature,  
precious among  
the many  
treasures  
Jefferson  
invites  
you to enjoy.





The lights  
of Jefferson's  
growing industry  
touch the  
ageless river  
with the  
pure gold  
of confidence  
in the better,  
more hopeful  
world  
we all must  
help to build.

(Continued from Page 15)

ning its war against water but was well organized, for its size and finances, to fight its fires.

Into this growing town, the capital of that progressive Louisiana parish that in 1887 boldly invited industry to grow along with it, came in 1890 what is today the oldest and largest producer of cottonseed products in the United States—The Southern Cotton Oil Company. And it established in Gretna because of the town's combined river and rail advantages.

All cotton is divided into two basic products: the fibre and the seed. The seed itself returned to the South nearly 5 billion dollars in 25 years, of which the Southern Cotton Oil Company handled at least 20%—receiving the cotton seed by boat and shipping out the cotton seed oil to foreign markets also by boat for nearly ten years. Then in 1899 Dr. Wesson discovered the exclusive process of shooting steam through the cottonseed oil under vacuum, deodorizing it and making it appetizingly acceptable as a cooking and salad oil. This turned the flow from foreign markets to American food products. From that moment on Southern Cotton Oil pioneered its way to the American dining table via Gretna, becoming since the turn of the century what is today the principal subsidiary of the Wesson Oil and Snowdrift Company, Incorporated—with a sales value of products in 1953 of approximately twenty million dollars.

In addition to Southern Cotton Oil there was in Gretna—at 1900—its oldest industry, that of John Stumpf, who established an insecticide business in 1876 that is still being carried on by his son, State Senator Alvin T. Stumpf; its next oldest industry, the Union Oil Company, no longer in existence; the Chickasaw Cooperage Company (which was forced out of business by the advent of steel containers); the New Orleans Acid and Fertilizer which later became the Davison Chemical; an unusual business called the Cochrane Warehouse, which stored and sold iguana droppings to farmers for fertilizer; and Morgan's Freight Wharf which later became the Southern Pacific.

And that is a picture—roughly sketched in—of Gretna at the turn of the century—the small, progressive, pugnacious capital of an awakened, ambitious parish.

\* \* \* \*

Up river from Gretna is Harvey—the



This was a too often familiar scene in Gretna around the turn of the century, when periodic breaks in the levee would permit Ol' Man River to come visiting right up to the front door.

site of the original Destrehan Ditch, which has evolved into today's busy, booming Harvey Canal and Locks.

This town was first called "Cosmopolite City" by one of the early Destrehans and was later renamed "Harvey" by Captain Joseph Harvey, who constructed the intricate mechanism for transferring boats over the levee that preceded the river locks.

Today Harvey is the Crossroads of the Nation's Inland Waterways System. Today it is the Little Houston of Louisiana with its canal banks on both sides lined with more than one hundred businesses allied to the oil industry.

But in 1900 there were no locks yet. They were coming (the first locks opened in 1909 with a turn bridge)—but as the century began Harvey, like Gretna, was still on the threshold of its future.

In 1889 Joseph Rathborne had come to Harvey (maybe he heard of the Jury's invitation of 1887) and estab-



The fabulous Harvey Castle stands out against the skyline in the background. In the foreground is the track of the mule drawn mechanism that hauled boats up over the river bank into the Harvey Canal and vice versa around the late 1800's.

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An aerial view of present day Harvey Canal, showing the Locks at the Mississippi River and the concentration of industries along the Canal bank. The double-gated locks are 425 feet long, 75 feet wide and the sill clearance at low water stage is 12 feet. Only ten minutes are required in an average locking. It is interesting to note that tonnage carried on the Mississippi River System, including the Gulf Intra-coastal Canal, exceeded 158,000,000 tons in 1953, according to the best conservative estimates.



lished its first major industry, The Louisiana Cypress Lumber Company. For 38 years the cypress giants of Jefferson, Lafourche, St. John the Baptist and St. James Parishes were fed to this Harvey Mill. And for 38 years this mill cut day and night on two ten-hour shifts, averaging 40,000 board feet a shift.

Crews went into the swamps and deadened the trees. Six months later these trees were felled and logged to the mill. High water was used when there was high water, but mostly canals were dug to the operation and sternwheelers pulled out huge tows, running 2500 cypress logs to the tow, from distances as great as 80 miles from the mill.

From this Harvey mill went the fine lumber for the durable cypress hulls of which Gulf boat owners are so proud. From this mill originated the cypress to build the thousands of water cisterns, so necessary to rural and small town dwellers in Louisiana. From all parts of the U.S. came orders for the famous Louisiana red cypress—wherever wood must wage perpetual warfare with water, weather and the soil.

For nearly half a century this mill was in continuous operation until the cypress supply around Harvey was almost exhausted. Then it ceased operations but from it emerged Harvey's Joseph Rathborne Land and Lumber Company of today.

The Louisiana Cypress Lumber Company was, of course, in full operation in 1900. But between Gretna and its plant limits there was practically nothing except farm land—for truck pro-

duce and dairy cattle. There was no highway as now (that didn't come until about 1912). All traffic used the river road between the railroad tracks and the levee. There were probably not more than 2 houses back of the tracks, no railroad station, no church (all churchgoers went to Gretna) and the 2-room school was located in the middle of a pasture.

There was a Fireman's Hall, but no fire protection. All local emergencies were handled by the fire-fighting equipment of the Louisiana Cypress Lumber Company.

From 1874 (when the Police Jury transferred its headquarters from Carrollton in New Orleans) to 1884 (when it moved to Wm. Tell Hall in Gretna) Harvey had been the Parish seat of government. And the famous and historic Harvey Castle, which stood until 1924 where the Canal Locks enter the Mississippi River today, was the Courthouse during those years. In 1900 it was still the most imposing edifice on the Harvey skyline.

Thursday was the big day in Harvey then—when hundreds of people would go fishing along the canal for Friday's non-meat menu. And the oyster and shrimp boats from the Grand Isle and Lafourche area would dock for the big Friday market on the west side of the canal between the river and the railroad tracks—sometimes as many as 200 of them.

Both the pole fishermen and the boats paid The Harvey Canal Land and Improvement Company for the privilege: 10 cents a person for fishing and



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This picture was taken around 1915 showing Marrero as it was then at the foot of the Napoleon Avenue Ferry landing. The two story building on the corner was the original office of The Texas Company.



dockage fees according to the size of the boat.

The Louisiana Avenue to Harvey Ferry was operating in 1900 but Harvey's first electric trolley line came later.

There was a brick yard run by one of the Harveys and the average number of combination grocery and bar establishments typical of the period. But there was one large store that deserves mentioning, because of its connection with the present. That was the Harvey Mercantile Company which was later (around 1909) bought by the Harvey Trading Company of which a young man by the name of Ed Feitel was Secretary and General Manager. Later Mr. Feitel bought out the Harvey Trading Company himself, is still doing business in Harvey (Ed Feitel's General Department Store and Self Service Food Store) and enjoys the unique distinction of being the oldest active storekeeper in Louisiana.

On Harvey's Canal, around the turn of the century, a Jefferson banker by the name of Charles Greiner began playing around with a new industry—the canning of shrimp. It is Harvey history that around 1915 he began and later sold the very successful enterprise known today as the Southern Shell Fish Company to Wesson Oil and Snowdrift Company, Inc., who continued this same business at Harvey and are today the largest canners of shrimp in the world.

And so—this is a brief flashback on Harvey—about all we have room for—but it is enough to show that prosperity was just around the corner in that unassuming year of 1900.

\* \* \* \*

From Harvey's Canal to Westwego—through what is Marrero today—there were large sugar plantations around 1900.

There was the Bell Plantation, owned by L. H. Marrero, on the site of which Penick and Ford, Continental Can and Mayronne Lumber and Supply Company now stand. There was the Fazende Plantation now occupied in part by The

Texas Company, Petco Corporation, and Douglas Public Service Corporation. And the huge Ames Plantation, owned by the Bostonian, Frank M. Ames, the present site of Johns-Manville, The Celotex Corporation, and General Chemical Division of Allied Chemical and Dye Corporation. At Ames Plantation had occurred the serious crevasse in 1891 which flooded the whole West Bank.

They had their own wharfs, did most of their traveling by water and were practically, with their plantation stores, self sufficient communities. But already, in 1900, the centralization of sugar refineries was beginning to write "finis" to their era and already industries were scrutinizing their long and lovely river front locations.

We will pause only long enough—at these plantations on the way to Westwego—to philosophize. Strange are the workings of destiny: two of Jefferson's world's largest plants in this area—Celotex and Penick and Ford—today have their factories located on the very grounds that once grew the plant that provides the raw materials for their products.

\* \* \* \*

The story of Westwego around the century's turning must—to make sense—be traced back to about 1882 when a man by the name of R. R. Barrow built what has always been known as Company Canal one mile back into the swamps to connect with Bayou Signette. It was a toll canal that made it easier for fishing boats to bring their shrimp, oysters, crabs and fish from Baratataria Bay straight up Bayou Signette, into this Company Canal, through its locks and across and down river to the French Market.

Known as Salaville in those days this little community along Company Canal was a trading center for the fishermen.

There were two ways of disposing of their catch in those days. One was to sail straight up to Salaville (took a day and a half if they were lucky)—push pole or row if the wind was down—and

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HARVEY, LOUISIANA

The two pictures on this page show the comparison of ditch digging equipment of the past with that of the present. The machine opposite was used around the turn of the century (photographed while working in the rear of Marrero). Notice the cumbersome wooden arms and how it straddled its work.



dispose of the catch to Dunbar at the French Market, who bought their cargo at his own price. The toll fee at the locks was based on the size of the boat and usually ran around \$2.00 per boat. To be towed down and across the river by a steamboat ran another \$1.50 to New Orleans and \$1.50 back to Company Canal. They would receive around \$2 a barrel for oysters (40 dozen to the barrel) and about \$4 to \$5 per barrel (210 lbs.) for shrimp. What was left after expenses went for provisions at the Company Canal stores, for a little libation and for a new net—who knows?

The other way was to stay at the fishing grounds—load their catch on the iceboat which made regular trips down to Barataria Bay and wait for its return to get their money. This was the procedure followed by those fishermen who owned only skiffs and often by the owners of larger boats.

And so Salaville went along until the disastrous hurricane of 1893 hit Che-

niere Caminada and wiped out about 800 of its 1800 people—all fishermen or members of their families who had frequently sailed into Company Canal to buy and sell and gossip. Three hundred houses were either blown down or washed away. Only about 3 families stayed at the once thickly populated fishing community on Caminada Bay that now was a windswept water soaked desolation.

The hungry, homeless, almost hopeless survivors sought sanctuary among friends and relatives at Leeville, Cut Off, Salaville, Harvey, Gretna and throughout Jefferson and Lafourche Parishes.

Pablo Sala, from whom Salaville was named, furnished a plot of ground for the use of the Cheniere Caminada survivors and gave land for a cemetery. And gradually those fishermen established new homes along Company Canal, got new starts—and by 1900 had increased substantially its permanent population.

While this picture shows a modern steel dragline clearing one of the main canals in the Fourth Jefferson Drainage District on the East Bank. Work of this nature goes on all the time in a never ending battle with the weeds, grass and lilies which grow so profusely in this sub-tropical climate.





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This fishermen's village continued to be known as Salaville until quite a few years after the turn of the century. But by degrees the name Westwego became more common and was finally used altogether . . . and its origin is very logical.

The loading docks on the West Side of the river were at Gretna and up at Salaville. The other two were on the East Side of the river at Chalmette and Southport. So, when the longshoremen were assembled in the afternoon to be told where they were to go the next morning they would pass the word along—if it were at the wharf at Salaville—"West We Go!" By repetition Salaville became "Westwego." And all that is left today to remind people that Pablo Sala once existed and gave his name to his town is Sala Avenue, the main street.

Westwego's first industry was its grain elevator now, of course, gone. The Kentucky Distillery was probably its second, sold to the U.S. Industrial Alcohol which later leased to Commercial Solvents Corporation for storage. But in 1900 Westwego was not yet industrial, although its locks and wharf were important river connections. In passing, we note that in this crucial year of 1900 the Westwego Texas and Pacific wharf—loaded with cotton—was accidentally but completely burned.

Before leaving Westwego we want to tell you the prologue of the story of the Cheniere Caminada survivors who came to Salaville—pardon please—Westwego.

The bell of their church (cast, as the story goes from 700 pounds of silver including the crested family plate of the pastor) had been lovingly and carefully brought to Westwego and placed in the belfry of the church there. Later when a new church was built that would have its own new bell, the Cheniere Caminada survivors who had settled in Lafourche parish decided it was time they had possession of their beloved bell and made definite plans to come and get it. But the Westwego survivors with the help of Sheriff Marrero effected a midnight rescue by mule team and buried it in the graveyard. Years later, after the controversy had died down, the bell was removed from its hiding place and given to Our Lady of the Isle Catholic Church at Grand Isle, as the most deserving recipient. On Grand Isle, in that same 1893 storm, 21 lives also had been lost and 50 houses all or partially destroyed.

\* \* \* \*

Below the sparsely populated area of the West Bank of Jefferson from Gretna to Westwego and the little rice rais-



The belfry of Our Lady of the Isle Catholic Church at Grand Isle, in which now solemnly chimes the bell that survived the storm at Cheniere Caminada in 1893.

ing community of Waggaman a little beyond (circa 1900) there lay the beautiful Barataria Country—a paradise for hunters, trappers and fishermen, then as now.

A road existed as early as 1895 to the village of Barataria, about 15 miles below Marrero, over which the first automobile dared not venture until 1915, the riders reporting a particularly bumpy journey. Much later, in 1923, a road was built to Lafitte, 5 miles further down the bayou. But beyond this 20 mile road limit the Barataria Country was, is and always will be (until the proposed Ship Canal is built to Grand Isle) a land of liquid labyrinths accessible only to boats.

Remember the song "Red Sails In the Sunset"? That could have been written about the Barataria Country around the turn of the century: the shrimp and oyster fleets in season moving slowly

A filling line at Southern Cotton Oil Company at Gretna, one of the oldest industries in Jefferson Parish and the largest of its kind in the United States.





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through the bays and bayous—their orange and red sails a dramatic contrast to the vivid green of the lush water wilderness through which they silently glided—wending their way from the fishing grounds at Cheniere Caminada and Grand Isle to the markets at Westwego and Harvey and across the river to the French Market in New Orleans. And it was not until after 1912 that power replaced sail on the fishing boats and the first “put-putts” of motors stampeded the alligators and frightened the herons who had long considered the silent swamp their exclusive domain.

This was great for hunting and fishing, this Barataria Country beyond city limits—almost beyond civilization limits in those days. You could catch perch—not merely by the dozen—but until you got tired hauling them in. So many deer you could take six, seven in a day. Two men would kill 30 alligators from dark to dawn—and mink and coons and wild cats, too, not too far from the houses.

There’s a bit of hunting history the old timers like to tell: how when they came in from a deer hunt beyond the end of Harvey Canal (which was often) they would blow the horn when they arrived within hearing distance from Gretna—and how the local Anheuser-Busch beer distributor would hear it, would load a quarter keg of cold beer on a wheelbarrow and rush to refresh them at the Club House.

The village of Barataria on Bayou Barataria, the widest of the bayous on the over a hundred mile water trip to the Gulf of Mexico, was a sort of a way station in 1900. For years the steamers (one of which was the famous “Chicago”) from St. Louis Street Wharf in New Orleans had been making regular trips through Company Canal, carrying freight and passengers through to Grand Isle, boasting bands of musicians and fine chefs, and stopping always at the Berthoud Plantation where Fleming’s Canal Store is today and at the Miliken and Farrell Plantations (just about a mile below Fisher’s Store.)

The plantation era was dying out around 1900 but the steamers were still making the trips to Grand Isle and were still stopping at the village. For by this time the fishermen coming up from Barataria Bay, the trappers from the swamps and marshes, and the visitors to the trading community that had sprung up around the plantations, had made it into a permanent “port of call”



A nostalgic reminder of those days of sails around the turn of the century before the gasoline engine and long before the diesel—when Jefferson Parish shrimpers and oyster fishermen spread their colored canvas before the wind between the Gulf of Mexico and their home ports in Jefferson.

in the middle of this water wilderness. It still is.

The story of the village of Barataria closely parallels that of two families—the Perrins and the Fishers. Manuel Perrin, as history tells us, had been one of the Pirate Lafitte’s trusted lieutenants around 1810 when the Baratarians used these bayous to smuggle their contraband from Grand Isle to New Orleans. After the pirate days were over—after Lafitte and all his Baratarians had been pardoned by a grateful government for their bravery at the Battle of New Orleans, Manuel Perrin had returned to his beloved bayou, resumed his original occupation of fishing and started the Perrin clan. The better part of a century later Alfred Perrin opened the first store in the village of Barataria (now Lafitte) and there have been Perrins mixed up in its destiny ever since.

The first Fisher with whom our story is concerned was Max J. Fisher, an enterprising merchant in Gretna during the last half of the century. Early in his career he had started the practice of loading merchandise in a skiff and regularly rowing the long gruelling distance to the bayou country, trading his wares for the trappers’ furs.



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In so doing he became interested in the Chinese and Filipinos, at Manila Village way down on Barataria Bay who for years had been drying shrimp in the sun on their long wooden platforms over the water for export to China. Quong Sun, the oldest shrimp drying concern in the world and still in business today, had been operating at Manila Village since 1873. Before long Max Fisher had also established a shrimp drying platform at Manila Village and had organized The Fisher Packing Company for the exporting of his dried shrimp and the wholesaling of his furs. And by the century's end his two sons Isidore and Jules (the latter of whom became State Senator) were active in the business.

When the violent storm of 1906 destroyed many of the installations at Manila Village the Fisher enterprises were moved to the village of Barataria and from then on the social activities centered around the Fisher Store.

The school house was about 3 doors from the Fisher store and when the priest visited his flock in Barataria every three or four months he was usually given quarters with the Fisher household. On Saturday nights there was dancing at this combination grocery, bar and drug store—one side for whites and one side for colored. At Christmas there were aluminum pans of free eggnog on the counter for visiting fishermen and trappers who shot off fireworks to celebrate—or, if they couldn't get hold of any fireworks, would fire their guns in the air. The bench in front of Fisher's store—like the pot-bellied stove in small New England towns—was the forum for all discussions, serious and facetious. And Fisher's store was always crowded the week before trapping season opened, when down the bayou would come flat boats loaded with wood, furniture, children and dogs comin' in for the winter.

In the store, besides hardware, drugs and fishing supplies, the groceries were mostly staples. Eggs were 10c a dozen. You couldn't sell them. Everybody had hens. And fresh meat only came down from New Orleans twice a week. But why worry? Everybody ate high on wild ducks and geese and venison.

It was a primitive life—but pleasant—not too many problems. The plantation era had gone and the Barataria Country was again being slowly taken over by the water wilderness. And so Barataria village continued until

around 1912 when Drainage District No. 3 was created, a levee built and the land freed of water back to the 40 arpent line. Some northern visitors acting as The Louisiana Meadows Company bought up the land around the South end of the village of Barataria, renamed it "Lafitte" and sold lots and farm plots to settlers who came in to grow truck produce and farm products. There was built a big hotel called the "Lamco" to which guests were escorted by hacks from the steamers. And the boom lasted five or six years until Drainage District No. 3 went out of business. Once more the water wilderness crept back in to claim its own and the village returned to its fisherman-trapper status but retained its new name of "Lafitte." And did not change



The famous Fisher Store at the village of Barataria (long before the community became known at "Lafitte"). This store for many years after the turn of the century was the trading and talking center of the Barataria Country—where you would sooner or later meet every bayou dweller.

again much through the years until oil came to Louisiana—but that's another story. We'll get to that later.

\* \* \* \*

The Gulf of Mexico tip of Jefferson Parish lies about 3 hours by road from New Orleans today. Around the turn of the century the trip by boat to Cheniere Caminada, Grand Terre and Grand Isle took about a day and a half (weather willing) down through either the bayous and bays of the Barataria Country or down the Mississippi River.

Cheniere Caminada, freely translated, means "A clump of oaks at the end of the trail." Early maps show the one time existence of a Fort Blanc and there long remained traces of a trail known as "Chemin du Fort Blanc." Up until



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Turning over the shrimp on a drying platform at Cheniere Caminada. Heads and hulls were removed in the old days after shrimp was thoroughly sun dried, by treading them off with the feet wrapped in burlap—called "Dancing the Shrimp." Today the process is performed by mechanical hoppers.



the storm of 1893 the fishing families of Cheniere Caminada formed the heaviest populated area on Louisiana's Gulf Coast—but at the turn of the century only a few families stubbornly remained. Even to this day (population around 200 now) it has not begun to reach the concentration of nearly 2000 people it boasted over a half century ago.

Grand Terre had first appeared in history around 1810 as the Pirate Lafitte's stronghold and headquarters, where heavy ships' guns commanded Barataria Pass and where were built

the warehouses and barracoons for the loot of pillaged ships and captured slaves.

Later it became a sugar plantation. And in 1834, taking a leaf from Lafitte's book, it was formally purchased from Etienne de Gruy by the State of Louisiana and part of it ceded to the U.S. Government as a fort site . . . with the provision that it reverted to the State if the fort fell into decay or was rendered useless for seven years. This, of course, happened. Fort Livingston was not garrisoned after the Civil War and in the storm of 1893 was consider-

Still standing in the middle of the island as photographed, this was the home of "Nez Coupe," one of Lafitte's outstanding corsairs and later one of Grand Isle's leading citizens following the days of piracy. In the background can be seen the historic Postoffice Oak—in a hole of which the pirates often secreted messages for one another.



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ably damaged. Later, in the storm of 1915 its ramparts were shattered, leaving only the shell of its former might which greets the rare visitor today.

Around 1895 Grand Terre was purchased by James Wilkinson and others and has remained private property ever since.

But Grand Isle, Jefferson's Jewel of the Gulf, has a romantic history that has suffered little from nature's angry violence. Protected by a double line of giant oaks right down through its center, like a backbone, the village of Grand Isle suffered very little from the Big Storm of 1893. The sturdy trees broke the fury of the wind and sheltered the homes. They had been planted, so say the old timers of Grand Isle, by the son of "Nez Coupe," the fighting lieutenant of Jean Lafitte, who returned to Grand Isle after his hectic career in piracy to settle down to farming and fishing, or vice versa.

Grand Isle, at the century's change, with its 8 miles of sandy beach, its oaks and oleanders and palms and ocean breeze, was a favorite vacation resort for New Orleanians. The steamers would anchor in Bayou Rigaud and high wheel carts would drive out and bring in the passengers to the sumptuous hosteleries the Island then boasted.

But it was also gaining a nation wide reputation as a source for sensational and sizable crops of vegetables. The people still remember "King John" Ludwig who, after the scare of 1893, reorganized the Island's agricultural methods. He developed high, oversize hills for the vegetables—with deep furrows between—drainage ditches connecting the truck farms, a protection levee on the back bay side to keep out saltwater and the use of shrimp dust as fertilizer. As an example of what he and the Islanders accomplished, a Grand Isle grown cauliflower so large it filled the top of a regular sized flour barrel, grown by Islander Miss T. Mercedes Adam (who is today the Guardian Angel of Grand Isle), won the Gold Medal at the Pan American Pacific International Exposition in 1915. By 1931 John Ludwig was shipping to northern markets 35 to 50 thousand bushels of big crisp cucumbers every season. He had also the largest terrapin farm in the world and his diamond back delicacies were the delight of gourmets in the fashionable restaurants of New York and the East . . . until the Prohibition Era put an end to the sumptuous terra-



Grand Isle's Coast Guard Station from which many a rescue has been made in the Gulf of Mexico. During World War II Grand Isle's Coast guardsmen patrolled the beach with dogs trained on the Island.

pin dinners served with vintage wines.

In 1901, a Dr. Theodore Englebach, given no hope by his colleagues, had gone to Grand Isle in his middle years, picking it as a peaceful place to die. The days passed, and the months and the years—and he remained, in the healing balm of its sun and sea air, to live to the ripe old age of 78. As did Dr. Engelbach, succeeding generations of visitors have discovered that Grand Isle is one of the healthiest spots in the United States.

Grand Isle's beautiful beach of Golden Sand—8 miles long and Jefferson's popular salt water vacation land—is protected by outlying sand bars which eliminates undertow, making it one of the safest bathing beaches in the nation.



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Presenting the new building of the Kenner Branch Library at 1903 Airline Highway, with Mrs. Beatrice Hidalgo, Branch Librarian, discussing a book he has just taken out with borrower Milton Dougall. This is the newest branch of seven now located in Jefferson Parish in addition to three Bookmobiles—which altogether circulated 364,791 books last year, which was a 25% increase over 1952. Jefferson Parish is proud of its efficient and widely used Public Library system that serves a population of 145,000 people at a per capita maintenance basis of \$1.32. Last year 24,383 Jefferson Parish residents borrowed books.



In 1907 Engineer James William Tyler Stephens—firmly convinced that a road must, and could be built to this Island Shangri-La through the water wilderness—personally tramped a 16 mile trip through the salt marshes to prove his point and laid out a route. The road to Grand Isle today, built in 1934, is the result of his vision.

Grand Isle, of all Jefferson's communities, has changed the least since 1900. The descendants of the buccaneers still have their homes under the trees and still hang their nets to dry. The lanes of oleander still exist and the patriarch oaks still stand guard. The island is still a favorite resort of fishermen and sun worshippers.

But we prophesy the next fifty years will see a fantastic change. Grand Isle, surrounded by salt domes, is the apex of the continental shelf and great fault line, and rests on the exact center of the greatest oil pool on earth.

Already the offshore rigs are the symbols of change. And when the Ship Channel to Grand Isle's deep water is finally constructed the romantic lanes of Grand Isle will be trampled by the overwhelming and hurrying feet of thousands on business bent.

\* \* \* \*

On Jefferson's East Bank, in what is today the community of Metairie (the most fashionable residential section of Greater New Orleans and the largest

unincorporated area in the South [population 35,000 people] enjoying all the benefits of a municipality) there were, in 1900, only about 150 white people and 4 or 5 Negroes. It was all truck and dairy farms, with scattered groves of pecan, quince and orange trees. Metairie means "Little Farm."

What is now Metairie Road was once the bank of a navigable bayou—originally called Indian Bayou or Bayou Savage and later Metairie Bayou. All that is left of it, now completely filled up, is the lagoon in Metairie Cemetery which, as this is being written is also being filled up to make a right of way for the new road. By overflowing its banks during high water period it built up the land on both sides and formed the famous Metairie Ridge, several feet higher than the normal residential areas of New Orleans. Naturally it evolved into a home section—with its higher ground and 10% lower temperature in the heat of summer.

It is interesting to record the families that pioneered modern Metairie and who, around 1900, were working their farms—taking their lettuce, cabbage, shallots, onions, beans and cucumbers and dairy products to the French and Treme Markets, a little chore that often involved five to six hours of gruelling labor getting the wagons through the mud roads.

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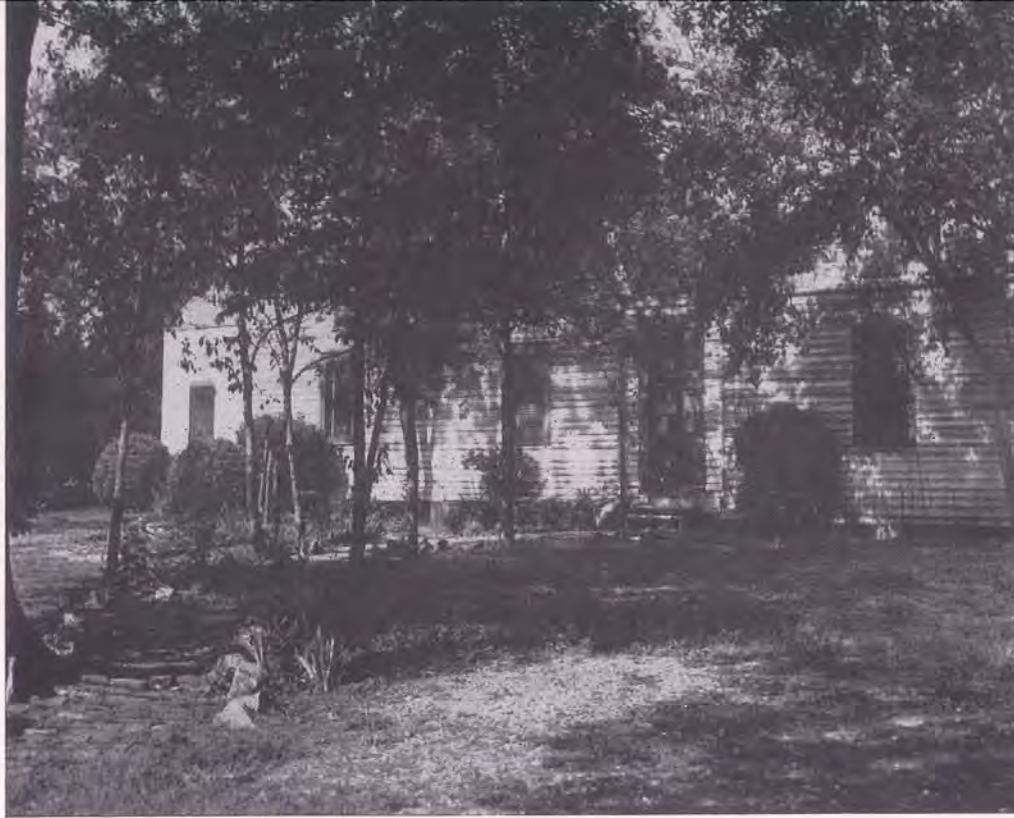
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This is the oldest home still standing in Metairie, built 119 years ago by Nicholas John Betz, who came from Germany, and who had three sons, Valentine, Peter and John. Originally the house faced Metairie Bayou but today it fronts on Rosa Avenue. And it is still the Betz home, being occupied today by the great grandchildren of its first owner.



to Shrewsbury Road on the north side of the bayou was first Dan Eastman. And incidentally the Eastman home was probably the oldest in the section. This dairy farm later became known as Eastman Park, rented out for picnics. Then after the Eastman place were the farms of Ernest Paul Rivere, John Masset, Peter Betz, Henry DeLimon (who owned a couple of thousand orange trees), John Betz, John Palmisano, Alfred Bonnabel, Charles Persigo, Charles Rolling, John Bertucci, Frank Fagot's Store (where Bonnabel Boulevard and Metairie Road are now and which boasted the only telephone), Fred Root and Adolph Stouder.

On the river side of the bayou were Andrew Fredericks, John Vincent, Valentine Betz, Adolph Ricks, the Chinese families occupying the Peters Tract (later the Codham Tract), Dan Newsham, Charles Root, the Marshall Place, and the Babin Place (at LaBarre Road) where there was a bridge over the gully, and the Schultz couple, a pair of opera singers who loved to practice out of doors late at night.

Above Shrewsbury, of course, was the continuation of the plantations. The trip from any of the farms to the blacksmith shop at LaBarre Road was a good day's trip.

The school house in 1900 was at what is now Livingston Place and had one teacher for all grades up to the sixth.

There were no churches, but the Italian Church from Ursuline and Chartres streets in New Orleans sent the Sisters each Sunday to teach the children catechism. They were met at the Metairie Cemetery each week by a different family who escorted them in a wagon to the Metairie School where classes were held. It was at the same simple schoolhouse that all local dances and sociables were held.

Metairie's slow beginnings of change did not occur until around 1913 when the streetcar line was extended from 17th Street Canal to Shrewsbury through Metairie. Five years later the first real estate developments began with the Metairie Nursery Subdivision on Papworth land. The Metairie Golf Club was hewn out of a cypress swamp in 1923 and is today one of the finest in the nation, each hole a replica of another hole on some world famous course in the world, including the Cradle of Golf, St. Andrews in Scotland.

But the farms in 1900 were the land from which beautiful modern Metairie slowly and steadily evolved.

\* \* \* \*

Jefferson's East End, known as "Bucktown" even in the Police Jury Minutes around 1900, was great hunting, fishing and trapping territory. It is logical it received its name because of the many bucks killed in the vicinity.

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It was basically a fishermen's village and a favorite picnic spot on the Lake.

Brunings Restaurant had been opened as early as 1859 to cater to the picnickers that came out regularly over the Old Shell Road in buggies, tallyhos, barouches and wagons. That is—from Easter Sunday to Labor Day. Since there were no lake shore levees at the time the road was usually flooded out between September and April.

J. C. Bruning (who is still the Political Father of East End, which is the eastern tip of Jefferson Parish but west of the West End of New Orleans) was the owner and operator of the Famous White Squadron around 1900. This was a fleet of 42 sleek white fishing boats for hire—16 and 18 foot skiffs which he rented for 50c a day for fishing expeditions a mile or two out in the Lake.

East End always took the brunt of the storms. It was under water, often as high as 6 feet, in the blows of 1856, 1893, 1915 and 1947. It was half burned out in 1910 and rebuilt immediately. But it has always been a self reliant, self sufficient community of hardy fishermen and shrimpers and trappers, boat builders and boat men, who normally were able to handle their own problems and punish their own malefactors. East End's first and only jail was not built until 1917 and was abandoned in 1945.

East End had a one room school in 1900, a general merchandising store run by a widow and, of course, a few places of libation and entertainment of which the largest was Bruning's Restaurant, which moved to its present location in 1886. Besides the people who came to picnic, to talk and enjoy seafood the Carrollton Railroad used to bring passengers to the steamer "Virginia" which plied back and forth to Mobile.

\* \* \* \*

East Jefferson's Southport area, through which shoots the Old Spanish Trail as Jefferson Highway, was all dairies and truck farms up to the plantation area that is now Harahan about 1900.

Besides the farms and the Illinois Central Wharf at Southport, where horses, mules and cotton were common commodities, there existed in the Southport area Flory's famous Cockpit located opposite Joe Hyland's, which was probably Jefferson's first gambling house of any size. Flory's seated 150 to 200 excited spectators at a session and was in the habit of setting out a hundred or more fighting cocks between



Jefferson Parish: A Bird Lover's and Hunter's Paradise—Port of Call for the birds of America and their first stopping place on the mainland of the U.S.; here have been seen 77% of all the birds known on the American continent; haunt of the Blue Goose, Black Duck, Common Tern, Green Winged Teal, Baldpate (one of the fastest fliers in the duck family), Pintail, Quail, Heron, Poule de Eau (American Coot), and that rarest of birds "The Whooping Crane"; stamping ground for cottontail and swamp rabbit, deer, fox squirrels, mink, otter, gray fox, opossum (Rat de Bois-Rat of the Woods), and even the armadillo.

fighters to sun themselves in full view of the public highway, a custom which aroused more local indignation and official reprisal than the bouts themselves. The fighting was not resented—but the flaunting of it in the face of people not fans of cockfighting was considered unlawful.

The abandoned breastworks of Camp Parapet, thrown up during the War Between the States near the levee, were in this vicinity about 2 miles upriver from where the American Creosote Works, which began operations in 1901, is today. The hole from which the earth was dug to make the breastworks, called "The Pit," was filled in to make Harlem Avenue.

There was no church in Southport. The closest place of worship and school in the parish were both in Shrewsbury, around where Shrewsbury Road now runs. People went to Carrollton in New Orleans for their purchases and, at that time, used the river road. Southport was definitely "out in the country."

\* \* \* \*

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Believe it or not this is ICE—photographed on the bank of the Mississippi opposite Williams Street in Kenner in February 1899. Notice the Ferry Boat (skiff type) broken up in the lower right hand corner.



The original land of the present day City of Harahan at the turn of the century was a demonstration farm owned by Southern University, sitting in the midst of plantations. On this farm were raised prize livestock and experimental crops. The Illinois Central Yards and Round House stood opposite. These had been built in 1894 to facilitate repair work at the New Orleans terminal point.

From 1900 to 1914 no specific change in this arrangement took place. It was not until 1914, when the Harahan Land Company, in which were some Illinois Central officials, purchased the demonstration farm from the University, that the community was started. Lots were sold in this new residential tract named "Harahan" in honor of W. J. Harahan, then President of the Illinois Central. The first buyers were employees of the Illinois Central and Southern Pacific Railroads.

In 1915, Harahan had 4 qualified voters: E. B. Anthony, Robert Prados, a Mr. Stoltz and Frank W. Mayo. When Harahan was incorporated as a village in 1920 it had a population of 1500 people and nearly 200 registered voters. Frank W. Mayo became its first mayor and his son, Frank H. Mayo, is today its third and present mayor.

Harahan is a modern city conceived and born in this century. To go back further we would have to delve into the records of its neighboring plantations, of which the most historical is the Tchoupitoulas Plantation.

This is a word which in the original Choctaw is generally conceded to mean "those who live by the river." From 200 acres of this old Tchoupitoulas Planta-

tion which became the property of Chevalier Joseph Soniat Dufossat, in 1820, were laid out the golf links of Harahan's present day Colonial Country Club. And from the beautiful ante-bellum mansion of the family was created the Club House. The original Mrs. Soniat had been the sister of the wife of Louisiana's first Governor — William Charles Cole Claiborne.

\* \* \* \* \*

Kenner — the town that was incorporated as far back as 1855—lost its charter in 1886 due to political machinations, and did not get it back again until Governor Luther Hall granted its return in 1913—is the last Jefferson community on our list. And here is its picture around the turn of the century.

Kenner was originally the land of old plantations fronting on the river. Later when the railroads came these rich tracts were sold off, were turned into truck farms, and the locality became a vegetable growing and packing center.

Before the War Between the States and afterwards sugar cane was the chief crop. But economic conditions caused by Reconstruction caused the larger planters to divide and sell their huge tracts. Two of the largest in this area were owned by the Kenner Brothers and it was their selling of their land that caused the growing community of farmers to be known as "Kenner." Previous to that it had been known as "Cannes Brules" or "Burnt Cane."

The first farmers were Irish and Germans but after the Cotton Exposition in 1884 many Italian families settled here and it was through their increase in numbers that the truck farming became of such importance.



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WESTWEGO, LA.

Actually the town was nothing but a series of truck farms from the river to the woods and from Harahan to the St. Charles Parish line. Because of their convenient railroad sidings and because their vegetables were better packed, Kenner farmers commanded better prices in the North—shipping sometimes as high as 60 refrigerated cars a day.

Today's September Feast of St. Rosalie—celebrated in Kenner, and in which 40,000 people have been known to participate, the paraders marching in stockings and even bare feet—stems from those pioneer vegetable producing days.

An epidemic which was killing off their mules and horses around 1903 caused the devout Italians to pray to St. Rosalie for help. She intervened. The epidemic was halted—and ever since the Feast of St. Rosalie has been an annual affair, even though the thousands who watch it have not the slightest idea why or when it started.

Kenner's Volunteer Fire Department goes back to the days before the War Between the States. Although there was only one well available the pumper stood by the school house. When the fire bell rang it was agreed that the first mule team that arrived got \$5.00 and the job of hauling the pumper to the fire. Later this volunteer outfit used the waterworks tower, which Kenner boasts was the first in the parish.

Kenner also claims the first electrical light plant in the parish later bought by The Louisiana Power and Light Company.

Three of Kenner's streets, over the years, have been sacrificed to the building of stronger and higher levees—Front Street, First Street and Second Street. The first levee was built by wheelbarrows and Irishmen. The second by scoops and mules. The third by drag-line.

People went to New Orleans by the river road and it was not until 1915 that the famous OK Trolley Line (Orleans-Kenner) ran from where Loew's State Theatre now stands on Canal Street in New Orleans to the St. Charles Parish line. Its route and roadbed are now Jefferson Highway.

Hanson City, originally a subdivision named after the man who promoted it, was always a part of Kenner.

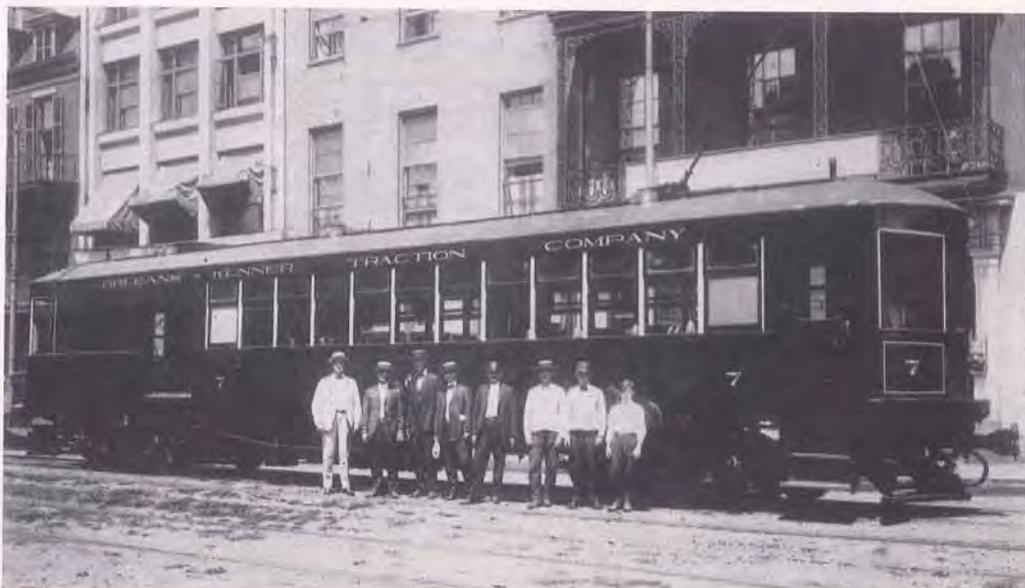
Sawmills were also a part of Kenner's early history. The Sutherland Innis Company (a pioneer sawmill) became Southwestern Box and Lumber (about 1904)—then Humble and Judd and then J. P. Morgan's Louisiana Box Company. The Anchor Sawmill is today Iplik Plywood Company.

Even today industrially inclined Kenner—the Air Center of Greater New Orleans—still loves the feel and smell of land, a statement with which Sheriff Clancy, a native Kenner son, will agree. Back of Kenner is his 1940 acre beef ranch and experimental farm.

\* \* \* \*

And so, in a few pages we have tried to cover a subject that actually demands a book—the panoramic picture of our parish around the climactic turn of the

This is one of the combination passenger and freight carrying cars of the famous Orleans-Kenner Streetcar Line that ran 16 miles and in its few years of operation opened up Jefferson's East Bank. Starting at Canal and Rampart in New Orleans, its principal stops were West Carrollton, La Barre, Shrewsbury, Jefferson Terrace, Orleans Parkway, Harahan and Kenner.





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METAIRIE, LOUISIANA

The Harvey Plant Food Division of Swift and Company, established in Jefferson Parish in 1911, has grown here from a small beginning to one of the largest in the country—manufacturing Red Steer Plant Food, Vigoro, Sulphuric Acid and superphosphate. The plant expanded once in 1918 and again in 1942. Also in Harvey, established the same year, is the Swift and Company Refinery manufacturing salad and cooking oils. Last year a plant manufacturing adhesives was put into operation.



century. We hope that in the brief space allotted we have been able to give you a mental image of this young giant of Jefferson in 1900—a husky farmer parish, inexperienced in industry as yet, but with all the mighty muscles of its resources flexed and ready.

“Time Marches On!” During the next fifty-four years so many dramatic things happened that we will not be able to show the surge forward of each of these individual sections and towns of the parish—BUT—we will give you a parishwide summary of the outstanding developments that have kept the path cleared ahead of progress, and made it possible for Jefferson to move steadily toward its present position as one of the most concentrated industrial areas in the Deep South.

When Jefferson Parish stepped into the Twentieth Century its industrial assets were its strategic location on the Mississippi across from and above the city of New Orleans, its miles and miles of commanding industrial sites on the river front, the facilities of four great railway systems and its attitude of co-operation with interested industries.

Its liabilities were that so much of its land back of and beyond its communities was semi-liquid, that its roads were primitive and few, and that it had, as yet, no communication between the east and west banks except by ferry.

Drainage, of course, was of para-

mount importance, and as early as 1913, drainage districts on both sides of the river were created, financed and put into operation. To give you an idea of what this one development started to accomplish (for drainage projects require several years to fully reclaim the land) there were, up to 1913, only 8,000 acres of Jefferson’s East Bank total of 28,000 acres available for homesites, industry and agriculture. It is hard to believe that approximately two-thirds of the valuable property of Jefferson’s East Bank today was useless land not too many years ago. And it is still harder to believe that the land freed of water has been even greater on the West Bank.

There is an old axiom that where there are roads there is progress, because progress depends on movement, on mobility—and all movement means roads. In Jefferson in 1907 Engineer James Stephens paced off the road through the water wilderness that over 25 years later opened up Grand Isle and the Gulf of Mexico to Jefferson’s landlubbers. In 1909 the Parish embarked on its first road building program—with an \$80,000 appropriation to be amortized over 10 years, a huge sum in those early days. And in 1910 the Police Jury agreed to match dollar for dollar a fund set up by the property owners of Metairie for improving Metairie Road, which in those days was either a dust



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Somewhere in the parish road building, road repairing and road surfacing are always going on. This shows the recent placing of the asphalt top on the Jefferson Highway between Harahan and Kenner—long completed before you read this.



bowl or a mudhole. These were the early beginnings of good roads in Jefferson—a development that gained impetus as the parish expanded and could economically afford new roads for newer expansion.

In 1913 a Hundred Thousand Dollar Bond Issue was approved to construct, improve and maintain the public roads from Orleans Parish and through Metairie Ridge to Shrewsbury, with \$75,000 added later to continue the road building and improvement to the St. Charles Parish line.

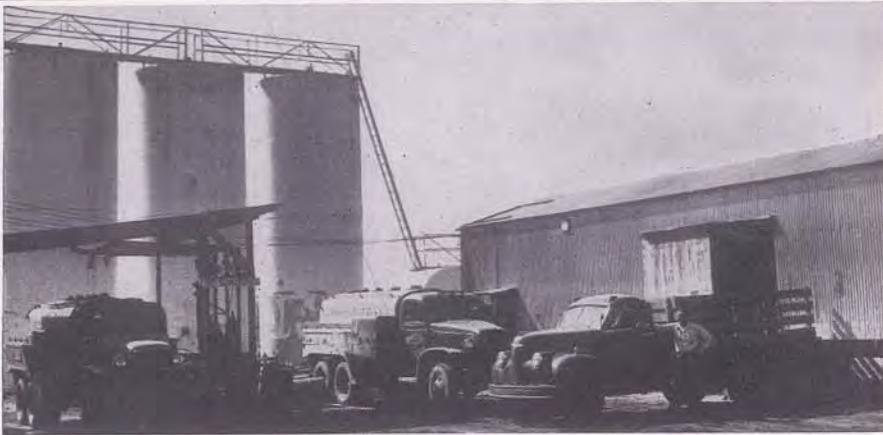
It is also significant that in the year of 1915 the O.K. (Orleans-Kenner) car line, which picked up passengers right about where Loew's Theatre on Canal and Rampart Streets in New Orleans is today and carried them to Kenner and points enroute—or vice versa—began operations. This new electric car line and the new improved public road (it was the river road then, one side of the present Jefferson Highway following the old roadbed of the OK car line, which discontinued operations in 1930) opened up the country district of Jefferson's East Bank and started the cascade of homeowners in the direction of Kenner . . . and created the accessibility which permitted the community of Harahan to be carved out of remote farmland.

In 1924, proud of their expanding parish, the voters of Jefferson approved a \$500,000 Bond Issue to continue the roadbuilding on the East Bank, and on

Road District No. 2 (Gretna to St. Charles Parish Line) and Road District No. 3 (the south side of Bayou Barataria). Of all this hectic activity, we pick just one outstanding detail—the \$50,000 of this money (later \$22,000 from the General Fund), which was spent on a roadfill from Shrewsbury to Kenner. In 1928 that section was taken over by the Louisiana Highway Department, and the parish was reimbursed the \$22,000 for work already done, and this particular section became a unit of the now famous Airline Highway which connects New Orleans with Baton Rouge, which was completed around 1939 and replaced the historic but hard-to-travel River Road.

Today in Jefferson we are embarking upon huge four-lane expressways with overpasses and underpasses to take care of increasingly heavy traffic. Not too far back in the memory of any adult resident of the parish can be remembered those early years when a shell road was an improvement and a hard top was an innovation. But roads—the stubborn steady persistence of the parish to keep on building roads as rapidly as the finances could be secured from the voters—have greatly helped (if you will let us pun) "to pave the way" for Jefferson's rapid industrial progress.

We honestly believe that of the many forward steps made by the Parish of Jefferson during the first twenty years of the 20th century (in which period we fought and won a war; the city of Gret-



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na and the cities of Westwego and Harahan were incorporated; the charter of Kenner was returned; the Police Jury moved to the new Courthouse from Wm. Tell Hall; and the office of County Agent was established) the ones that had the greatest influence on its industrial growth were its programs of DRAINAGE AND GOOD ROADS.

In 1921 the Police Jury of Jefferson secured, for the benefit of its fishermen, the now famous Dupre Cut. The story is this: Fishermen coming in from Grand Isle and the Barataria Country too frequently lost their entire catch because their boats would stick in the mud on the flats of Bayou Rigolets during low water. This was a serious economic hazard to an important population group of the parish—whose livelihood depended on getting to market without delay.

Congressman H. Garland Dupre, to correct this situation, sponsored a bill in Congress to build a cut off canal between Bayou Dupont and Bayou Cutler, a distance of about 9 miles; which would guarantee year round navigation to the fishermen from deep water to deep water. The bill was approved and the Police Jury committed itself to spend from available funds for the purchase of a 400-foot right-of-way, without calling on the voters for additional tax money. In 1924 the right-of-way was turned over to the U.S. Government which accepted the use of the right-of-way but did not take title.

The Dupre Cut was built, named in honor of the Congressman who fathered it, and solved the desperate problem of the fishermen. But this is not the end of the story.

About ten years later the first oil well in Jefferson Parish was successfully drilled within the area of this Dupre Cut right-of-way and today the oil royalties to Jefferson Parish run around \$135,000 a year—money that is re-invested in the development of the parish.

In 1925 there was started by Father Wynhoven—out of a shack and a shed and a silo in an abandoned field—the Jefferson Parish counterpart of Father Flannagan's Boys' Town.

With nothing but these rickety buildings on a donated piece of ground, Father Wynhoven took his dream of a healthy outdoor, unfenced home for orphans to Catholics, to Jews and to Protestants alike. The response was phenomenal. Money poured in from



### THE OLDEST STILL LIVES

Reconstructed "Elmwood"—the oldest and best preserved of Jefferson's historic plantation homes: Built in the early 1700's, its thick walls still retaining the gun slots for repelling possible Indian attack; situated above New Orleans near the Huey P. Long Bridge on Jefferson's East Bank, a few yards from the river; a proud dwelling that often was host to Governor Claiborne and Louisiana's leading Creoles a century and a half ago.

everywhere, over 80% of it from non-Catholics—from people with faith in boys and in Father Wynhoven.

Today the late Right Reverend Monsignor Peter M. H. Wyonhoven's dream is a million dollar reality on Barataria Boulevard, the road to Lafitte. Hope Haven, on one side of the road, for older boys. Madonna Manor on the other side for younger boys and girls. And St. Joseph's Deaf Mute Institute added in 1940.

In 1926, its eye always on the future, Jefferson Parish leaders backed the idea of a bridge across the Mississippi River from overgrown New Orleans to



Flight Deck of Humble Oil Company ST-3 showing a helicopter (the plane that has conquered the swampland) about to transport a group of officials to one of Jefferson's Humble Operations.



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The Johns-Manville Marrero plant has created an annual payroll of over \$3,000,000 and more than 950 good jobs while spending \$2,750,000 each year for Louisiana raw materials, supplies, power and freight. These expenditures have helped provide jobs in many other industries and have contributed to an ever-increasing standard of living for the people of Jefferson Parish.

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Near Nine Mile Point above New Orleans the huge Huey P. Long Railway and Highway Bridge, with both approaches in Jefferson Parish, carries the Old Spanish Trail into Texas and unites the East and West Banks of the Mississippi—the only bridge spanning the Mississippi below Baton Rouge. Built in the Middle Thirties it has been one of the great factors in the rapid industrial progress of Jefferson Parish.



growing Gretna opposite New Orleans. Years ahead of the vision of others—because right now that idea seems about to be realized.

1927 was a flood year, though not in Jefferson, but it was also the year the Louisiana Power and Light Company brought modern electrical service to the parish and the year the first Grand Isle Tarpon Rodeo was organized.

In 1929 the East Jefferson Waterworks charter was granted (which is today building furiously to keep up with East Jefferson's new residents) . . . and in 1930 the figures showed that Jefferson Parish had doubled its population since 1920, while the records proved that it had very efficiently absorbed the increase, many of them employees of new industries.

The 1930's in the annals of the nation will always be known as "The Depression." The term, somehow, doesn't seem to fit Jefferson, because in that so called depressing decade Jefferson dedicated the Harvey Locks link of the Intracoastal Canal, oil came to Jefferson via Lafitte Oil Field and the Huey P. Long Bridge, with both ends in Jefferson Parish, united by land the long separated East and West Banks. Let's take each of these exciting events in order.

The Harvey Canal (originally the Destrehan Ditch dug in the 1730's with wooden shovels) is undoubtedly the West Bank's oldest historic landmark. It was there nearly a hundred years before the parish was officially created and has remained intact to play a vital part in its modern destiny.

As early as 1902 simple locks for the use of the fishermen and produce boats

had been installed between the Canal and the Mississippi to replace the primitive inclined plane arrangement that previously pulled boats over the low levee. But it was not until the early Thirties that Jefferson realized what a tremendous asset it possessed in this historic stretch of man made waterway. Because of its existence and its strategic location it was selected and purchased by the U. S. Government to be the Mississippi River link in the new Louisiana-Texas section of the Intracoastal Waterway System that today stretches from Harvey to the Mexican border. To make this project and purchase possible the Police Jury of Jefferson spent \$30,000 to purchase land for rights of way and cut-offs through the parish.

New locks were installed in 1933 at a cost of \$1,700,000 that can handle a towboat and five barges at a single locking and which reduced the transfer time from 6 hours to twenty minutes. And in 1934, the new locks and intracoastal link were dedicated and formally accepted by the government officials.

It seemed as though Destiny had been lurking in the bayous, just waiting until this inland waterway system was complete clear from Texas through the Barataria Country of Jefferson—because just one year later the first oil well in Jefferson was brought in by The Texas Company—Lafitte No. 1 opening the deepest oil producing field in the Gulf Coast Region. Discovered near the right-of-way of Dupre Cut, owned by Jefferson Parish, this first well (to be followed by a fabulous producing field) began flowing on May 30, 1935 with an initial production of 1000 barrels a day.



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Today the Barataria Country is dotted with oil wells and the Harvey Canal is the liquid highway for the oil barges, for oil field machinery going deep into the bayous to the oil fields . . . and both banks of the Harvey Canal are lined with over a hundred concerns doing business with the oil fields.

And then in the middle thirties was constructed, by the State of Louisiana in cooperation with the New Orleans Public Belt Railroad serving New Orleans and Jefferson, the mighty and magnificent \$14,000,000 Huey P. Long Bridge. The keystone uniting the East and West Bank had at last been fitted into place. Jefferson was finally one complete parish, united now by rail, by road and by water with the Port of New Orleans.

And let us not forget, also, that it was during these Depression Years of the Thirties that the alert Jefferson Parish Police Jury, with the aid of WPA, constructed sidewalks, gutter bottoms and curbs in most of the heavily populated communities at no cost to the property owners . . . and paved streets with subsurface drainage at a cost of only 25% to the property owners, the government defraying the other 75%.

It was during this period also that the Police Jury instituted its policy of granting scholarships to state colleges to eligible Jefferson high school students . . . a policy that has granted as many as 36 such scholarships a year.

Jefferson Parish, it is to be remembered with pride, established almost simultaneously with New Orleans the first public school in Louisiana, back in 1842. All through its hectic history it had always spent within the limits of its finances every possible available dollar for the education of its future citizens. Its young people and its educational standards have always held top priority.

And, in these later years, when new industries called upon intelligent personnel for the handling of jobs that required a sound basic education and an aptitude to learn, the high quality of schooling available over the years in Jefferson greatly assisted its rapid industrial growth.

The Nineteen Forties we all remember very well . . . with half of them devoted to waging and winning World War II . . . with Jefferson Parish and



In December of 1953 this mammoth derrick barge (featured on the back cover of this issue of the Review) was completed and commissioned at Avondale Marine Ways and marked another outstanding achievement in the short but successful history of this Jefferson Parish industry. From a modest beginning in 1938 Avondale Marine Ways, Inc., has developed into a multi-million dollar institution with international recognition in maritime circles. In addition to its main ship building plant, Avondale established in the immediate post war period its now famous "Quick Repair Plant" with modern drydocks and complete ship repair facilities as well as one of the most modern propeller shops in the nation. In 1951 it opened its Service Foundry and in 1953 announced the construction of AVONCRAFT, a large capacity plant for the manufacture of Porcelain Enamel Architectural Products, adjacent to the ship building plant at Avondale. This plant, now open, represents an investment of well over a half million dollars and will be one of the most modern of its kind in the world. Avoncraft opens a new field in the mass production of durable porcelain enamel products for architectural construction.

its industries working on war orders. But the year 1945 was a red letter year, not only because it marked the beginning of peace again, but because to Jefferson came Moisant International Airport, one of the busiest and largest airports in the world today.

With the arrival of MOISANT the Parish of Jefferson was now able to serve the nation by all the methods of transportation known to man: by water, by rail, by road and now BY AIR.

And so we arrive almost at the present. No longer is Jefferson persecuted by floods. The higher levees built and maintained by the federal government and the pumps of the efficient drainage districts have added to Jefferson's high ground thousands of acres of additional dry ground.



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About 2 year ago the American Cyanamid Company announced it new 50 million dollar nitrogen chemicals plant to be built in Jefferson Parish and to occupy 650 acres of land. Great progress has been made in a short time and we show you here at top—the aerial view of the entire plant with the administration area at right; in the middle, one of the process units nearing completion; and at the bottom, the utilities area, comprising boiler plant, boiler water treatment and compression building.



The Harvey plant of Pipe Line Service Corporation, established in Jefferson Parish in 1944 as the most advantageous location for its purpose in Louisiana . . . a firm that coats and wraps steel pipe for protection against corrosion when underground, serving the oil and gas fields.

No longer is Jefferson an agricultural parish of wide open spaces. Its contiguous communities on the West Bank form one long river bank Main Street and back of them are new subdivisions for the newcomers coming with the new industries. And its East Bank is gradually moving back on land freed of water to the shores of Lake Pontchartrain, a movement made possible by the erection of the Lake Shore Levee in 1948.

In 1900 Jefferson had possibilities. Today it has advantages. And when you ask homecomers why they have settled here or ask industries why they have established here they will tell you they came because of the natural assets: water, gas, oil, transportation and climate; because of the fair property assessment; because of the facilities of air, rail, water and highway travel; and because of the friendly, cooperative spirit that pervades the parish from the officials on down to the neighbor in the same block.

And who are the industries that have responded to the invitation first voiced by that long forgotten Policy Jury back



in 1887? Well, it is our pleasure and our privilege to end this peek around the corner of time with several pages of aerial photographs which, when grouped together, present the panorama of present day industrial Jefferson Parish—dramatically showing you why it is now known as the most concentrated industrial area in the South.

GEER STUDIO

# *Aerial Photography*

AIR VIEWS ON FOLLOWING PAGES  
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The only way we can compress the present day INDUSTRIAL JEFFERSON STORY into a comprehensive form, that is interesting to our readers, is by the series of aerial photographs on this and the next six pages—which come down river first on the West Side and then the East Side of the Mississippi. By this method we avoid dull figures and long columns of alphabetical listings.



We start you out just above the Huey P. Long Bridge at Avondale. In the center of the picture and on the river bank are the shipyard of Avondale Marine Ways and Avoncraft, Inc. To the upper right hand corner are the tanks of the American Liberty Marketing Company, the largest handlers of fish oil, vegetable oils and alcohols in the world. In the background are the huge yards of Texas and Pacific, Missouri Pacific and Southern Pacific.

From top to bottom we have in order the Port of Westwego; Sinclair Refining Company; Publicker Commercial Alcohol Company of Louisiana; North American Trading and Import Company; General Gas Company; Tide Water Associated Oil Company; the wharves of Texas and Pacific and Missouri Pacific Railroads; and the Aluminum Ore Tipple of the Texas and Pacific-Missouri Pacific Terminal Railroad of New Orleans.





We start in this aerial view just above Johns-Manville Products Corporation in Jefferson Parish with New Orleans in the background across the river. In the center of the picture is The Celotex Corporation, the largest manufacturer of building materials from bagasse in the world. The length of buildings on Gretna-Westwego Highway is 3150 feet. To the right is part of General Chemical Division, Allied Chemical & Dye Corporation's plant.

This view was taken just above the Continental Can Company and for identity, let's follow the picture from bottom to top. First is The Texas Company Bulk Terminal, then the Douglas Public Service Corporation and then the New Orleans Refinery of Petco Corporation, processing crude oil. At the top left hand corner is the Johns-Manville Products Corporation. The water at upper left is, of course, the Mississippi River and the rails are the Texas and Pacific, Missouri Pacific and Southern Pacific.





This picture was shot just above Harvey Canal and for plant identification let's start from the bottom to the top. First is the Swift and Company Plant Foods buildings. The refinery and adhesives plants of Swift and Company are not shown in the picture. Next up river is the Commercial Solvents Corporation; then the Stauffer Chemical Company; and next is Penick & Ford, Ltd., Inc., the largest canners of cane syrup and molasses in the world. And then follows the Continental Can Company. The railroads are the Southern Pacific, Texas and Pacific, and Missouri Pacific. The road is the Gretna-Westwego highway.

In the lower right foreground are the Commercial Barge Line, Schlumberger Well Surveying Corporation, and Westside Transit Lines. Next comes the Southwestern Sugar and Molasses Company and the wharf of the Southern Pacific. Then comes the Publicker Commercial Alcohol Company of Louisiana. Some of these buildings are probably the oldest in the parish of Jefferson, as they were originally part of the Union Oil Company mentioned in our story back around the turn of the century. Next, moving up the picture, we have the Davison Chemical Corporation and the business section of the City of Gretna. On above are the warehouses and storage tanks of the Gulf Refining Company Bulk Terminal. Then next the Southern Cotton Oil Company, largest processor of cottonseed oil in the world and whose plant has practically been rebuilt in the last five years. Finally the Sherwood Refining Company.

In this picture showing the Capitol City of Jefferson and its industrial environs can be seen the Gretna-Jackson Avenue Ferries and the Parish Courthouse. In the upper right hand corner is New Orleans just across the river.





This is the famous and historic Harvey Canal which developed from the original Destrehan Ditch, dug over two hundred years ago by wooden shovels, into the first link of the Western half of the Intracoastal Waterways System that continues on to the Mexican border. Because of oil, gas and sulphur this first mile from the Locks probably has more business establishments concentrated on its banks, serving these three great Louisiana industries, than any other similar mile in the world. And nestled among them, on the right bank of the canal—for good measure—is the largest cannery of shrimp and oysters in the world, the Southern Shell Fish Company.

And this shows the last four miles of Harvey Canal, where reclamation work is pushing the swamps back and preparing the banks for the additional new industries that are constantly coming—and for the not too distant day when oil from the 16,000-foot level will be flowing in and near Jefferson. As one oil man has said "Although Louisiana is the third largest oil producing state right now, the surface has literally only been scratched." Some wells are now producing below 12,000 feet.





Coming down river on the East Bank, at Harahan. The twin buildings in the foreground of this aerial view are the Atlas Lubricant Corporation. In the center to far right is the Southern Joslyn Company and, just above, the Kieckhefer Container Corporation. To the left are the United States Steel Products; the Freiberg Mahogany Company, the largest manufacturer of mahogany lumber and veneer in the world; and part of the W. A. Ransom Lumber Company.

At top left is the Rheem Manufacturing Company; a unit of Louisiana Power and Light Company in the center; and the Plymouth Cordage Company to the right, one of the oldest concerns of its kind in America, having started business in New Orleans in the 1700's. Shown here, also, are the Jefferson Highway and part of the famous Huey P. Long Railroad and Vehicular Bridge, built in the depression for \$14,000,000. Today it would cost close to \$75,000,000. To the left of the highway, not shown in the picture, are Krimco Company; Green-Walker Galvanizing Company; Delta Pipe Company; Jones and Laughlin Steel Corporation (Container Division); Boyce-Harvey Machinery; and Davis Manufacturing Company.

Just above the bridge, between the river and Jefferson Highway, will be built soon the huge new Southern plant of Anheuser-Busch, Inc. Vacant land is owned by the Illinois Central Railroad and held for future industries.





This is on the East Bank, Southport section. Facing the highway in this direction are, right to left: Jahncke Service, Inc.; E. B. Ludwig Construction Company; Petrolane Gas Company, Pinnacle Oil Company; and Southern Solvents and Chemical Company. At the top of the picture is the Great Southern Box Company. This shows also a part of the great Highway 90 that zooms through Jefferson Parish on its run from Florida to Texas.

In the immediate foreground of this air photo is the American Creosote Works. At top left are the shops of the Louisiana and Arkansas Railroad. Top center shows the International Lubricant Corporation. And top right shows the warehouse and storage tanks of the Gulf Refining Company. On the opposite side of the highway (left to right) are Southern Ford Tractor Corporation; Southern States Iron Roofing Company; and Shippers Compress Warehouse. These industries are at Southport, just out of the City of New Orleans.





This aerial shot shows the Nine Mile Point Steam-Electric Plant of Louisiana Power and Light Company which has been under constant construction and expansion since 1949. Two units are now operating (one with a net capability of 73,000 K.W. and the other with a net capacity of 108,000 K. W.). A third is now being built which will add another 135,000 K. W. net capability. It is completely out of doors with exception of control room and is unique because of its brilliant color utilization, which was adopted because of its efficient influence on personnel as well as its decorative effect. This plant is the largest in the Louisiana Power and Light Company's operations.

In this aerial view are shown the three buildings of the new Ochsner Foundation which has been under construction for over two years. The middle building, the Ochsner Foundation Hospital of 250-bed capacity, which opened June 1, has more extensive laboratory equipment and area and greater training facilities than the average hospital its size in the Nation. Its cost of construction was \$5,500,000. On the right, facing the front, is the Libby Dufour Residence, quarters for nurses, constructed at a cost of \$350,000 and will be opened the first of 1955. The building on the left is the Brent House, or Convalescent Provision and Guest House, which will be ready for occupancy around the first of the year and cost \$750,000 to build.



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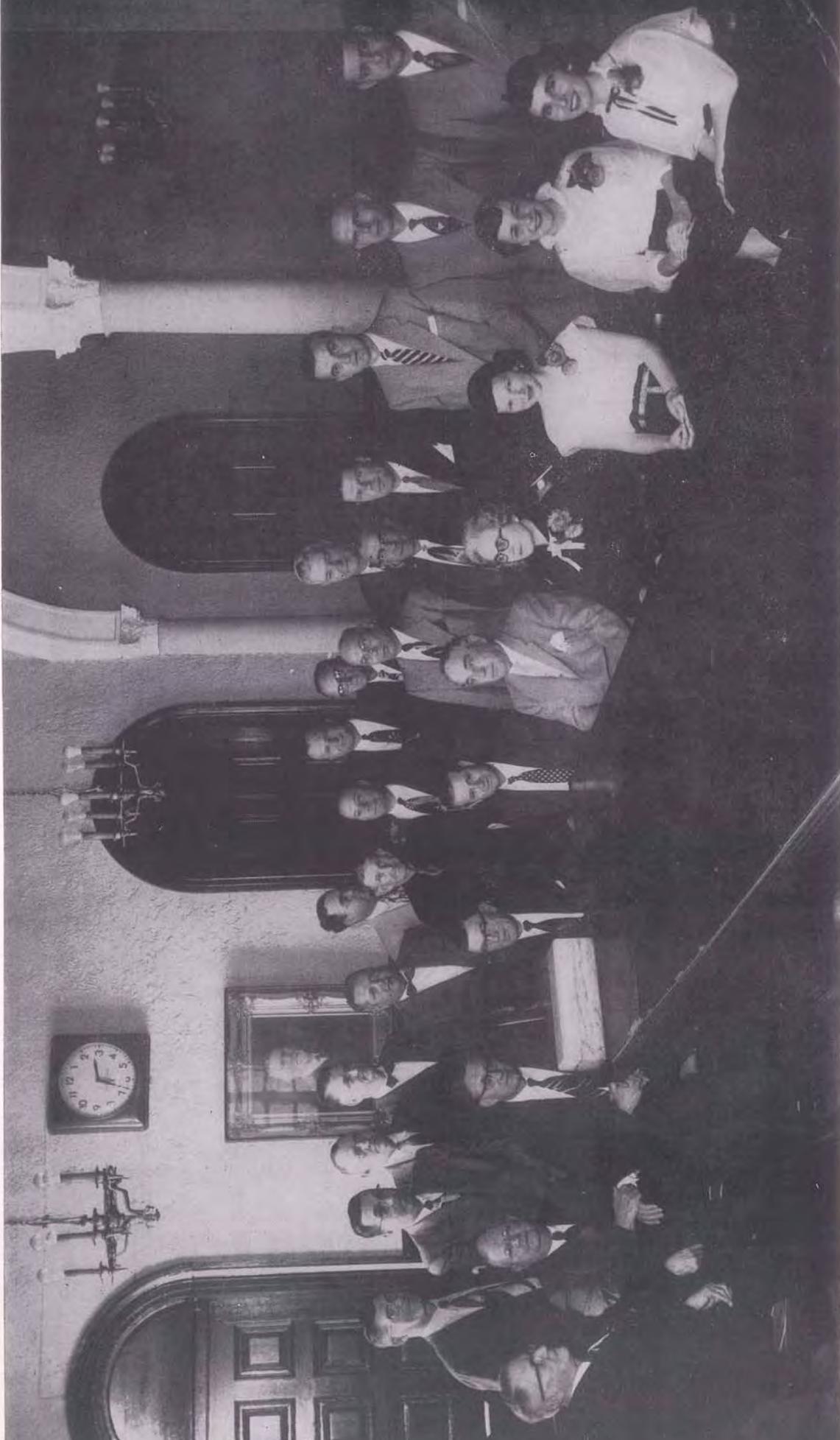
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 Standing, from left: Jesse J. Breau, Ward 3, Gretna; Leon Nunez, Ward 6, Lafitte; Russell Ledoux, East Bank Road Superintendent; LeRoy L. Hall, Ward 8, Metairie; Wilfred Berthelot, Jr., Ward 5, Waggaman; George Louis Ladiner, Ward 9, Harahan; Robert Ottermann, Ward 7, Southport; Sidney Perfuit, Ward 4, Westwego; Sam P. LeBlanc, Ward 10, East End; Nolte I. Ludwig, Ward 11, Grand Isle; Leon Fink, Sr., Parish Treasurer; Ernest Riviere, Ward 8, Metairie; Dave Dabria, West Bank Road Superintendent; John G. Fitzgerald, Ward 9, Kenner; Nicholas A. Curraut, Jr., Bookkeeper; James F. Owens, Bookkeeper, and John W. Falcon, Ward 4, Marrero.

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Hon. Robert F. Kennon, Governor of the State of Louisiana

At left, top to bottom: Hon. C. E. Barham, Lieutenant Governor, State of Louisiana; Hon. Nat B. Knight, Jr., Louisiana Public Service Commission; Hon. Alvin T. Stumpf, Louisiana State Senator, Tenth Senatorial District; and Hon. T. Hale Boggs, Member of Congress, Second Louisiana Congressional District. Bottom Center: Hon. Allen J. Ellender, United States Senator from Louisiana. Bottom right: Hon. Russell B. Long, United States Senator from Louisiana.



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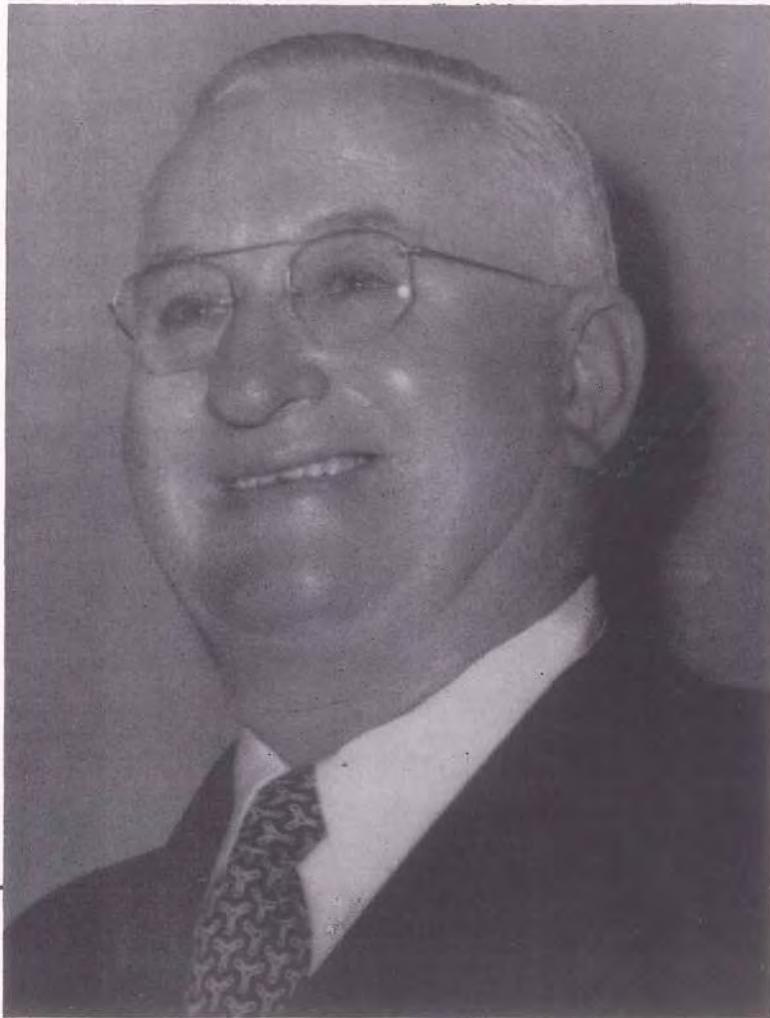
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Reading from top to bottom: Hon. John J. Holtgreve, President, Police Jury; Hon. John W. Stone, President Pro-Tem., Police Jury; Hon. William J. Klause, Clerk of Court; Hon. Vernon J. Wilty, Assessor; Hon. James E. Beeson, State Representative; and Dr. Francis T. Gidman, Coroner.



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Top left: Hon. Leo W. McCune, and top right: Hon. L. Julian Samuel, Judges of the 24th Judicial District Court; top center: Hon. L. Robert Rivarde, Judge Ad Hoc, 24th Judicial District Court.

Bottom Center: Hon. Frank H. Langridge, District Attorney; bottom left: Hon. Waverly A. Henning, and bottom right: Hon. Nestor L. Currault, Jr., Assistant District Attorneys, 24th Judicial District Court.



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# Grandfather walked — or waded

Jefferson Parish is proud that over a hundred years ago—in January of 1842 to be exact—it ran a photo finish with the City of New Orleans in establishing the first public school in Louisiana . . . and that today its parish school system ranks among the first three of the state.

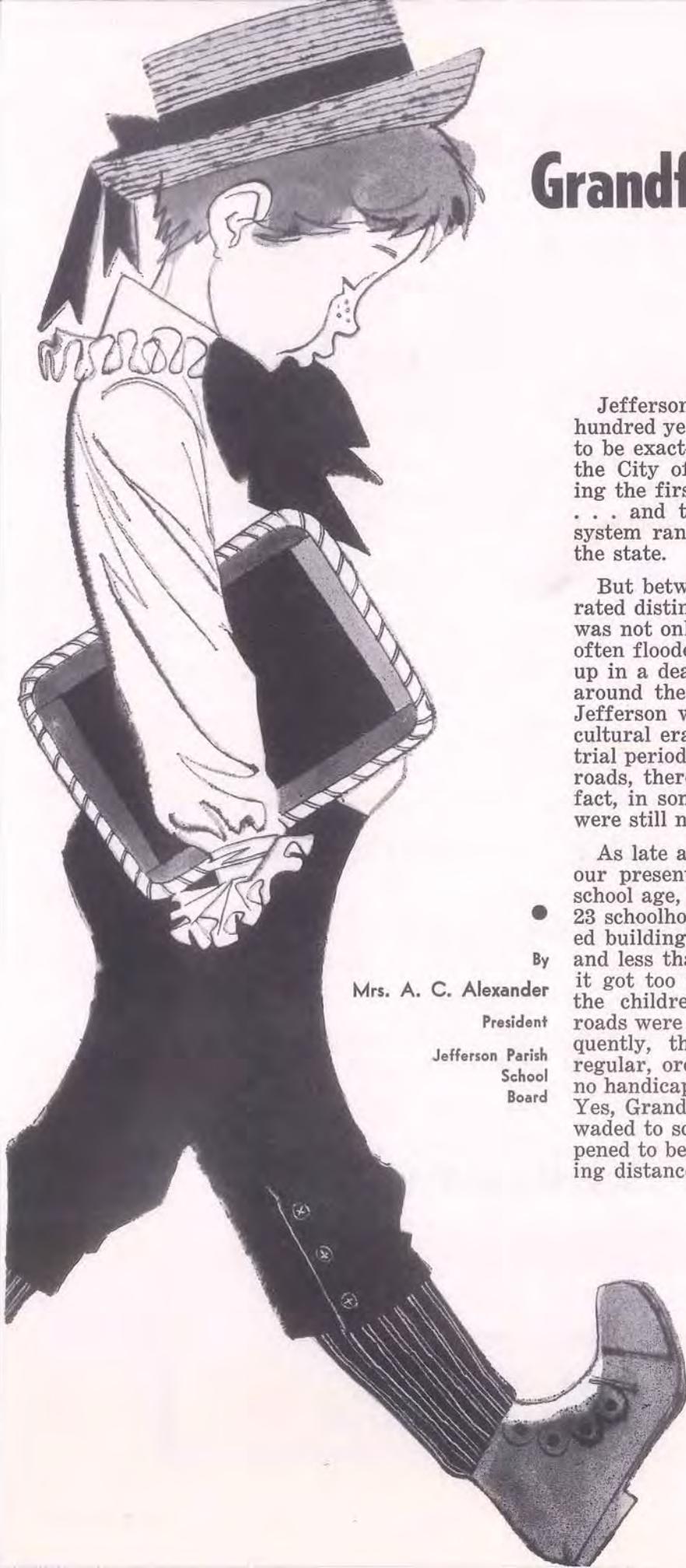
But between these two century separated distinctions the path of education was not only rough and thorny—it was often flooded out, and sometimes ended up in a dead end in the bayous. Even around the turn of the century, when Jefferson was emerging from its agricultural era into its present day industrial period, there were no hard surface roads, there were no school busses—in fact, in some parts of the parish there were still no schools.

As late as 1907, about the time when our present older inhabitants were of school age, less than half of Jefferson's 23 schoolhouses (mostly one room rented buildings) had desks for the pupils, and less than that were heated. When it got too cold, school was closed and the children went home. When the roads were under water, which was frequently, they also stayed home—but regular, ordinary gooey mud presented no handicap to the pursuit of education. Yes, Grandpa always walked and often waded to school. That is, if there happened to be one within walking or wading distance.

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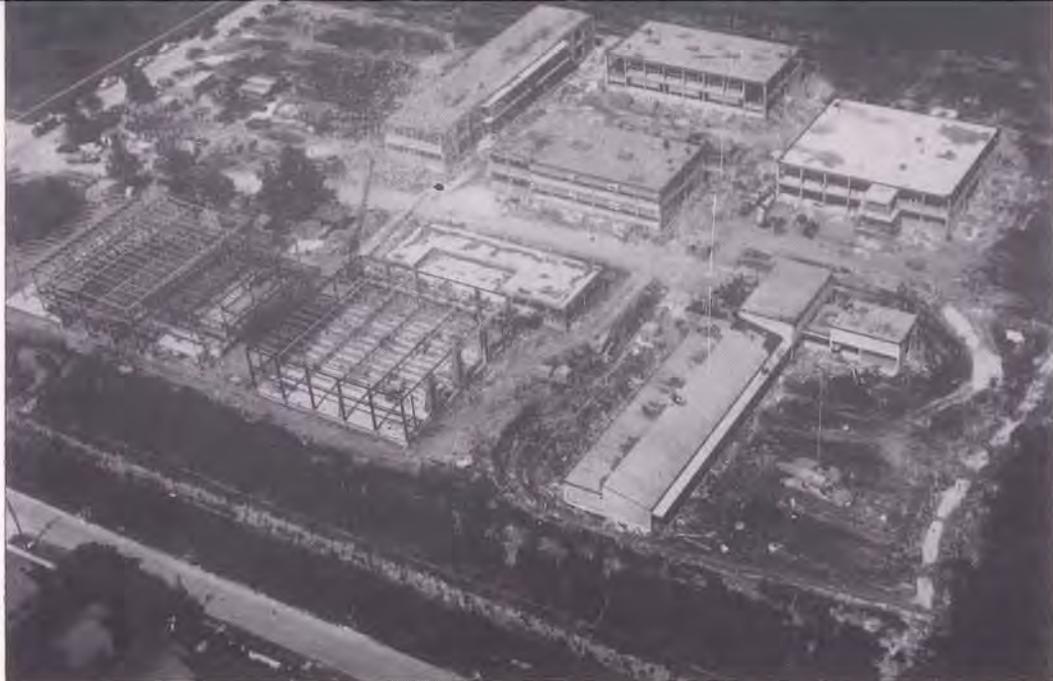
The Jefferson Bottling Company—Metairie Ridge Ice Company—The City Ice Company, 3535 Tulane Ave.—Arctic Pure Ice Company, 3701 Bienville Ave.—Riverside Ice Company, 2731 Chartres St.—Claiborne Ice Company, 2816 S. Claiborne Ave.—American Ice Company, 2801 St. Philip St.—Marada Stock Farms, Covington, La.—Countryside Nursery, Covington, La.

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Under construction, as can be seen by the above photograph, is the new West Bank Consolidated High School of Jefferson Parish, located at Harvey. This together with the East Bank counterpart illustrated on Page 141, is part of Jefferson's constructive answer to the constant demand for greater school facilities to serve the steadily increasing population of the parish.

In Grandpa's day there was no compulsory education law. The schools were few and far between, and the urge to play hookey or stay out an entire term carried no penalties. As a result, around 1900 only a little over 40% of Grandpa's pals went to school at all. And only about 10% of the Negro children of the parish.

In the article entitled "Just Around the Corner of Time" in this same issue, the President of our Police Jury has given you a brief history of Jefferson since its beginning—showing how it changed from an entirely agricultural parish to the most concentrated industrial section of the South.

With your permission we'd like to do the same for the schools of Jefferson—take our story back beyond Grandpa's time and bridge the gap between that famous first public school in the state and the fine school system that today serves a population of approximately 145,000 people. It won't take long. We'll be brief.

When Jefferson Parish was created in 1825 there were no public schools in Louisiana. Four different types of education were available to white children: schools maintained by the churches; strictly private schools to which the children's parents paid tuition; semi-private schools receiving state help which allowed them to take pupils unable to pay but required them to de-

mand tuition from any family able to pay; and the private tutors that were usually found on plantations.

For almost fifty years after its creation Jefferson's preponderance of population was centered in its cities on the East Bank immediately adjoining New Orleans—the cities of Lafayette, Jefferson and Carrollton—all of which were later absorbed into the City of New Orleans. It was Jefferson's City of Lafayette which opened the first public school in 1842 almost simultaneously with New Orleans. And both cities made this move because of the pressure of population and the increasing number of children of middle class families. These were people not rich enough to hire or desire private tutors nor poor enough to come under the category of indigent—which was the only way their children could get free school education.

Because of this fact, when the new public school was established it was considered by many people "a poor man's school"—an attitude which handicapped free public education for a good many years.

It is very interesting to read in the records that although practically all of Jefferson's population was concentrated above New Orleans, and that the West Bank and on down through the Barataria Country really did not yet have enough people to create a serious school problem, there was on Cheniere Cami-



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Also under construction, as seen by the above photograph, is the second new consolidated High School mentioned under the picture on Page 139. This is the one for the East Bank located at Metairie. Every new family that comes to Jefferson has an average of three children of school age—and these families following Jefferson's new industries and new businesses demand greater school facilities. This is one of 1954's answers to that demand.

nada, as early as 1835, a school with 19 pupils. The parish occasionally paid the teacher the magnificent sum of \$30.37 per month but nobody connected with parish school administration ever gave it much attention. It was there. It existed. That's about all anybody knew.

Even 40 years later the incumbent Superintendent of Schools reported "that he had never been able to discover the district, but that he was on the eve of fitting out an expedition with the determination to explore it or die in the attempt."

For nearly three-quarters of a century that stubborn little torch of enlightenment burned at Cheniere Caminada, sometimes sputtering very feebly when funds were low, but absolutely refused to die out until the hurricane of 1893 wiped out the whole community and the school with it. To me that little school of Cheniere Caminada is the symbol of Jefferson's early determination to eventually carry education into every bay and bayou where its citizens dared to build a community.

Five years after Jefferson Parish and New Orleans piloted the way, the Louisiana Legislature established the public school system throughout the State. By 1851 Jefferson had 6 public schools in operation besides the Gretna Academy, which was still private. It re-

ceived \$1,100.70 from the state for educational purposes that year, had 643 children of both sexes eligible for school and managed to get 425 of them enrolled. Not an imposing record—but neither did 643 school children scattered over Jefferson's both banks and down to the Gulf of Mexico represent a critical emergency.

Not much happened in the next few years except the normal problem of somehow raising more money for more children eligible for education. In 1859 national tension was mounting and the South decided to publish its own text books and not hire teachers antagonistic to slavery. Jefferson had two from the North. And, incidentally, the school admission age in those days was from 6 to 21.

During Lincoln's War that followed (as it was referred to in the records) the schools were practically abandoned. The teachers and the older boys went off to fight. And back home the younger children helped more at home with the work or used the situation as a convenient excuse to put off their three R's until later.

In the Reconstruction Period, when parish schools and all parish affairs were under the Metropolitan Police (The Carpetbaggers) the situation was not much improved. In fact, it was aggravated by the fact that now, since the

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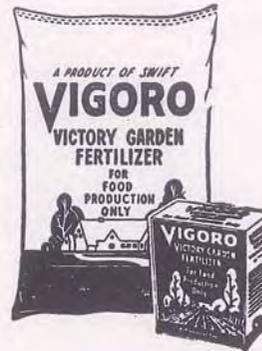
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"Education is the book of rules that trains the imagination to use its tools." These are only Third Graders at McDonogh 26 at Gretna, but look how ably they have combined clever ideas and nimble fingers in building these miniature Carnival Floats. From left to right we introduce the young designers: Marilyn Stone, Joan Haas, Michael Forrest, Ann Higgins and Bobby Henning and they proudly represent the creative talents of their school.

slaves were free, legislation was passed to force the co-mingling of the races in the schools. This was unpopular with both, as the colored children felt as uncomfortable as the white children. Of course it seriously affected white school attendance.

As of 1875 the Left Bank had only 3 schools—at Hymen, Parapet and Kenner No. 1 (Remember that in 1874 the last of Jefferson's three cities had been merged with New Orleans) and the Right Bank owned only three schoolhouses, not a one of them valued at more than \$50. This was the year also of the Yellow Fever which took a terrific toll of children's lives and closed the schools until the epidemic ran its course. And it followed the year of 1874 in which 30 square miles of Jefferson's East Bank and 300 square miles of its West Bank had been flooded. But even with all that Jefferson Parish schools during the bitter days of Reconstruction were among the very few still providing free public education.

Around 1876 an appropriation for school purposes which the Police Jury had approved in 1874 began showing results. In 1877 the Police Jury ousted the officials of the Metropolitan Police and organized a Parish Board of School Directors. The War and its equally impoverished aftermath were both finally over.

After long years of doubt and despair things were rapidly changing for the better. In 1884 the two Police Juries (Right and Left Bank) were combined, which immediately replaced confusion with coordination in the overall parish educational program. In 1888 the State Board of Education was formed. In the early Nineties the McDonogh Foundation built a 6-room schoolhouse in McDonoghville. In 1896 Jefferson ranked fourth among all Louisiana parishes in the percentage of state funds received for education. And by 1900 the parish launched its first major school building program: new schools for East End and Barataria and repairs to Gretna Academy and McDonogh No. 26. As the centuries shifted scenes the quality and number of school buildings in Jefferson Parish were both being stepped up.

In 1908 the School Board appointed J. C. Ellis Superintendent of Schools of Jefferson Parish. From then on the schools began their steady march toward the efficient school system that today handles over 17,000 enrolled children.

In 1916 the State Compulsory Education Law went into effect. In 1922 the consolidation of two schools created the need for the first school bus in the parish—from Fortier and Waggaman to Westwego Junior High. In this same year the first School Bond Issue was voted—for a \$400,000 School Building

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It's recess time at Metairie Grammar School, where ample playground space permits exuberant spirits to run and romp.

Program. In 1936 Lemuel W. Higgins (now Superintendent of Schools) was appointed Assistant to Mr. Ellis. In 1938 (in spite of these being Depression Years) the people of Jefferson voted another new school building program of \$1,600,000. It was a serious blow when it was learned that the WPA could not grant the \$720,000 requested as part of this program, but just at that time came the pleasant news from The Texas Company that School Board No. 1 well was producing oil and that the Jefferson Parish School Board would receive one-eighth.

In 1939 kindergarten classes were established throughout the parish wherever needed and a Health Department for the schools was created which utilized the services of a doctor and two dentists.

And when the 1940-41 term started these were the vital statistics of the Jefferson Parish School System: for white children two senior high schools, four high schools with elementary grades in connection, and twenty-two elementary schools of which seven had kindergartens. For colored children two high schools with elementary grades in connection and eight elementary schools. A total of 36 schools in the parish.

There were 280 white teachers and 43 Negro teachers paid on a ten-month basis . . . and the school budget was \$531,289.77 (more than 12 times the budget of 30 years earlier).

We give you these figures at that time because that was the beginning of the greatest period of growth in Jefferson's history. Between 1940 and 1950 the parish more than doubled its popula-

tion and, of course, proportionately increased the problems of its School Board.

During the war years (1941 to 1945) nothing much could be done about it except to gear the schools to fulfill their part in the national struggle.

Not until after 1945 (in that year the school enrollment had jumped to nearly 9,000 children) could the School Board plan for more schools. Not until after peace had been won and building materials were again available could the problem be analyzed, a plan prepared and finally presented to the people.

It took time, effort and an election, but on September 20, 1949, the people of Jefferson nobly responded and voted 5½ million dollars for new schools as fast as they could be efficiently built.

It takes several years to put into action and complete a program that extensive. In fact some of the major projects—the huge consolidated schools—have taken until this year to finish.

And just in time! In 1950, Jefferson's school attendance was 12,000. In 1952 over 15,000 and today over 17,000 . . . from a total of 8980 in 1945, the year the Jefferson Parish School Board instituted the 12-year School System and embarked on the plans for the building program that has never let up—and never will.

Because Jefferson is growing by leaps and bounds. The accomplishments of these last few years will soon be history also—and will be surpassed by greater projects—in this Parish of Jefferson where the education of its future citizens, ever since that first public school in 1842, has held TOP PRIORITY.

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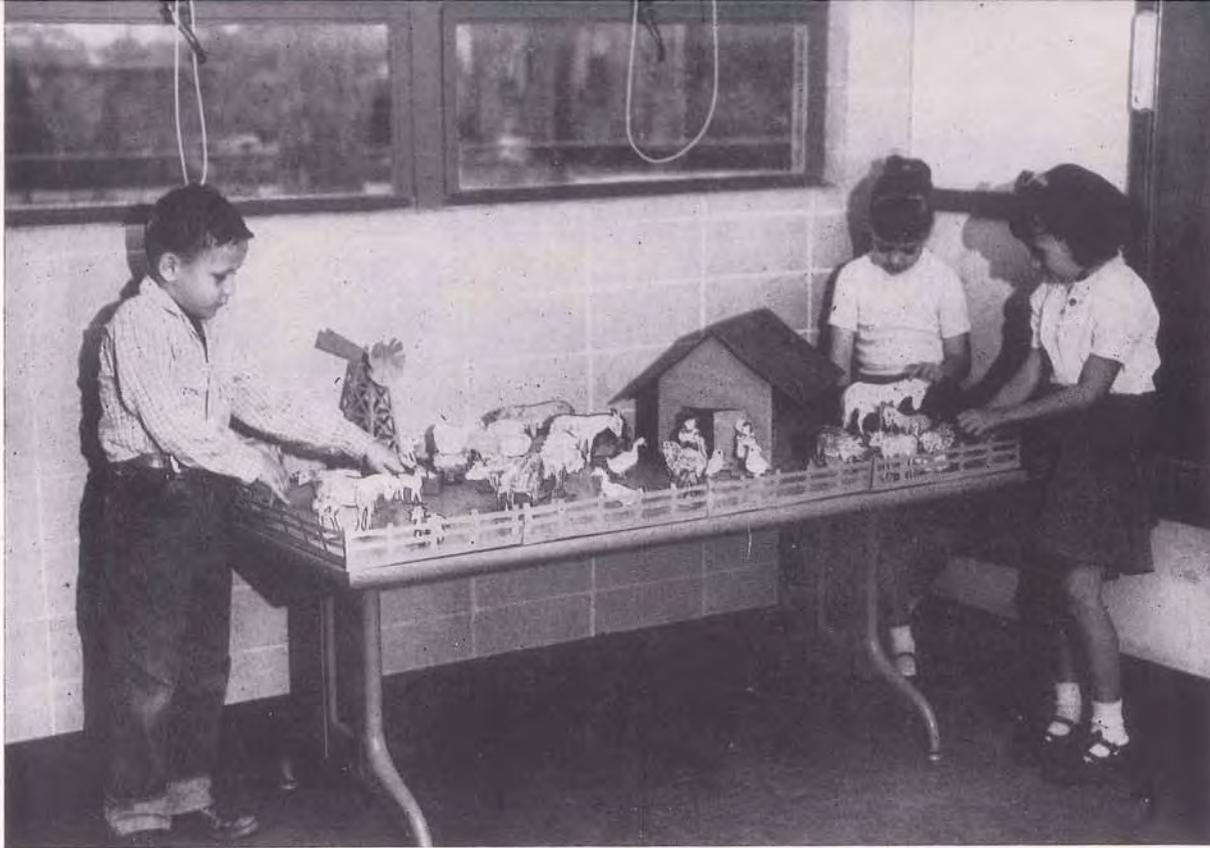
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These First Graders at Kenner have been studying a project called "Helpers of the Community"—and have constructed with their own hands a miniature farm. Notice the barn, the windmill, the fence and all the domestic animals and the farmer and his wife at the barn door. This is an excellent dramatization of learning by doing.

This is the editorial staff of Metairie High's clever school paper—called "Jackets Buzz"—working on the next edition, or, as they would term it should you ask them, "putting the paper to bed." Meet Metairie's members of the Fourth Estate, from left to right: Bruce Cook, Charlotte Gaber, Peter Trask, Carole Cooper (Editor) and Bob Moore.



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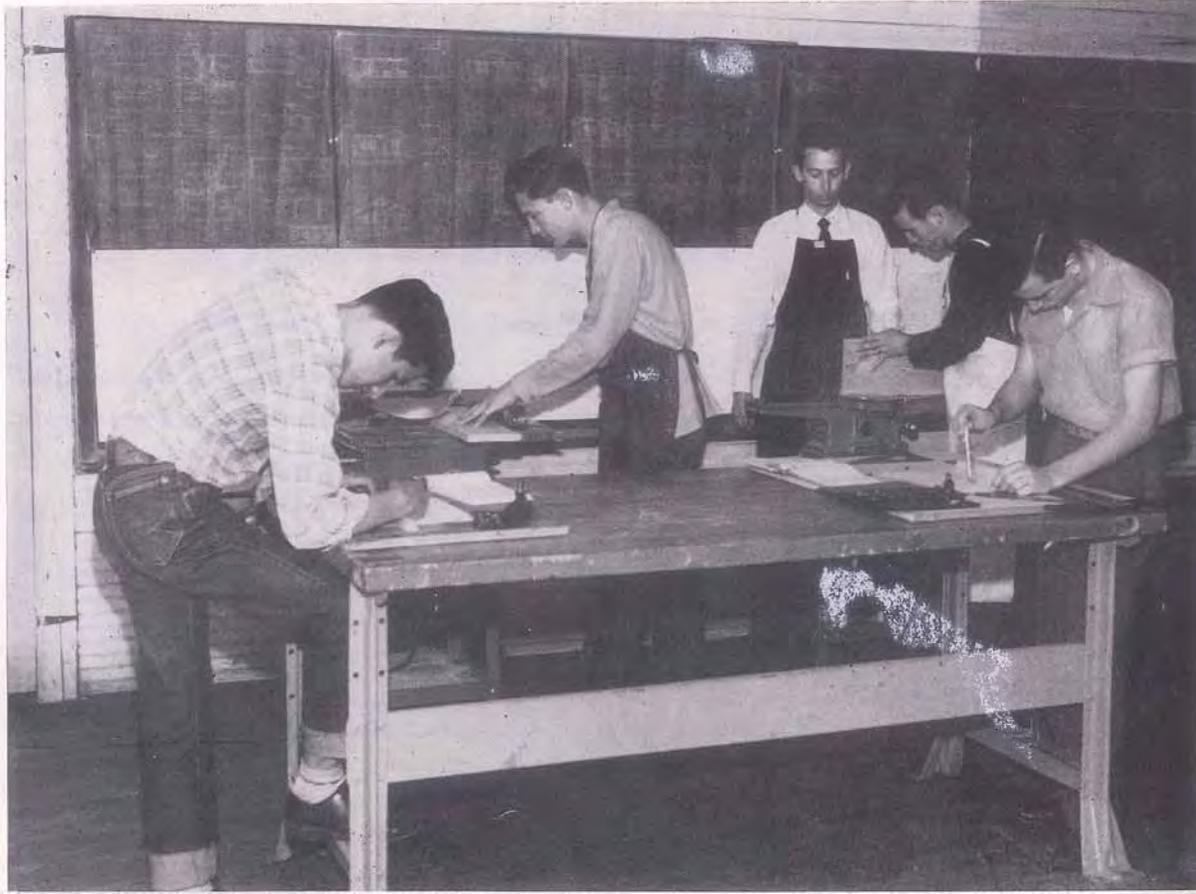
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NEW ORLEANS, LOUISIANA



Now this interested group, all First Graders at Barataria Boulevard School—believe it or not—are learning arithmetic a very easy way. The lesson is called "Number Stories"—and they follow the stories by using the spools. Five spools corresponds to the figure five in the story, and so on. By association arithmetic becomes play, instead of work.

Preparing for a career after school days are over, these students in "Industrial Arts" at Westwego High are earning their credits in woodworking. Fine equipment is at their disposal and expert instruction guides their hands. In this particular group are, left to right: Jerry Ourso, Clifford Autin, Raymond Ehret (instructor), Melvin Joffre and Daniel Alario.



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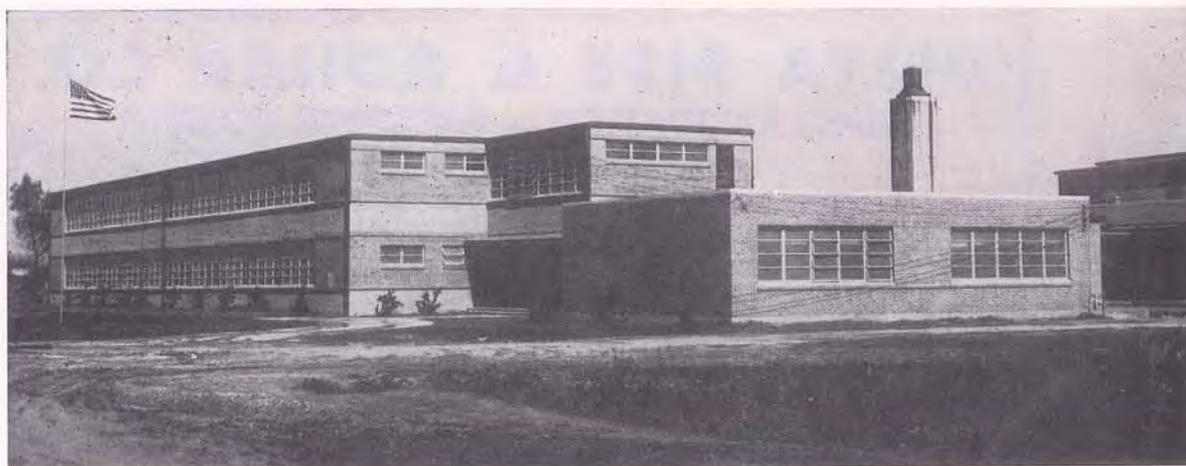
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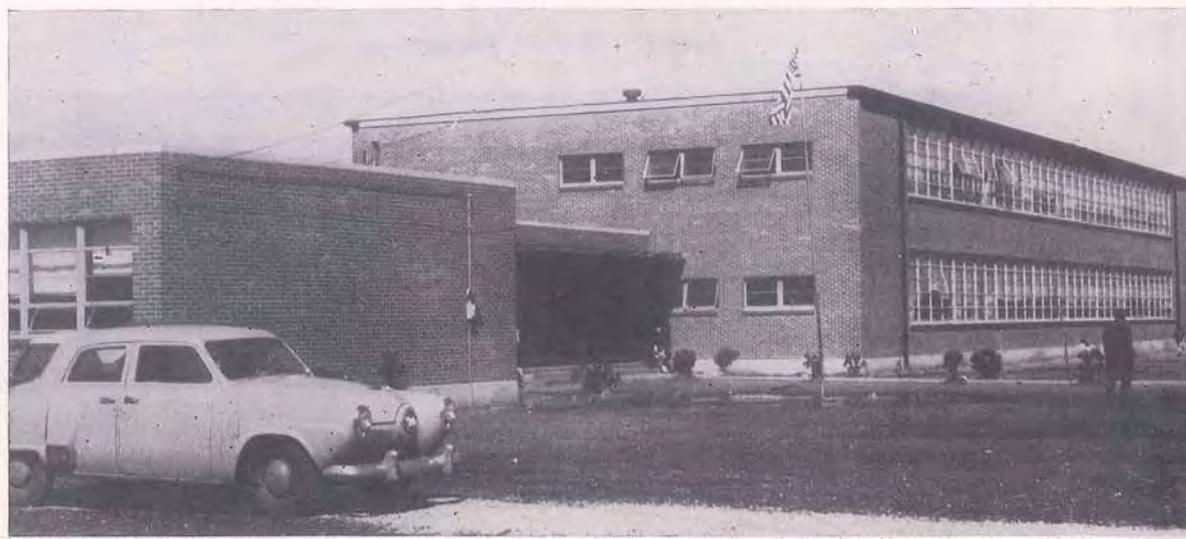
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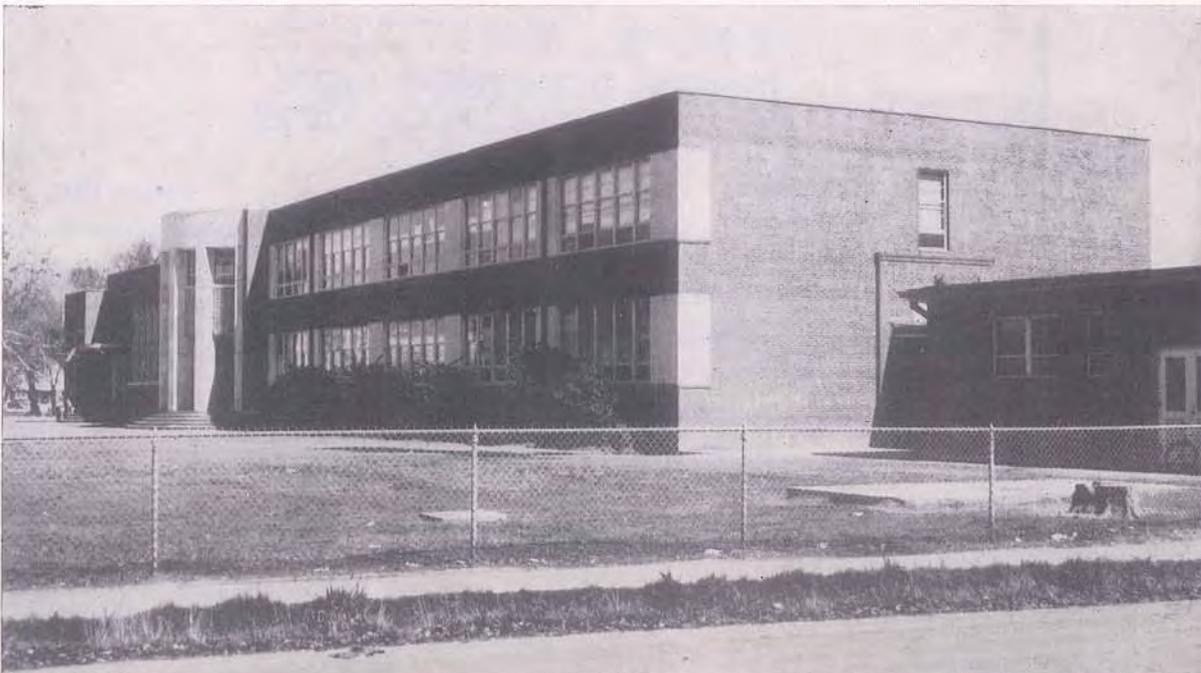
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The history class of Jefferson Elementary Sixth Grade—studying the beginning of civilization, under instructor Mrs. Edith Girod. Notice the equipment and material for making maps, making clay models and collecting newspaper clippings for scrapbook.

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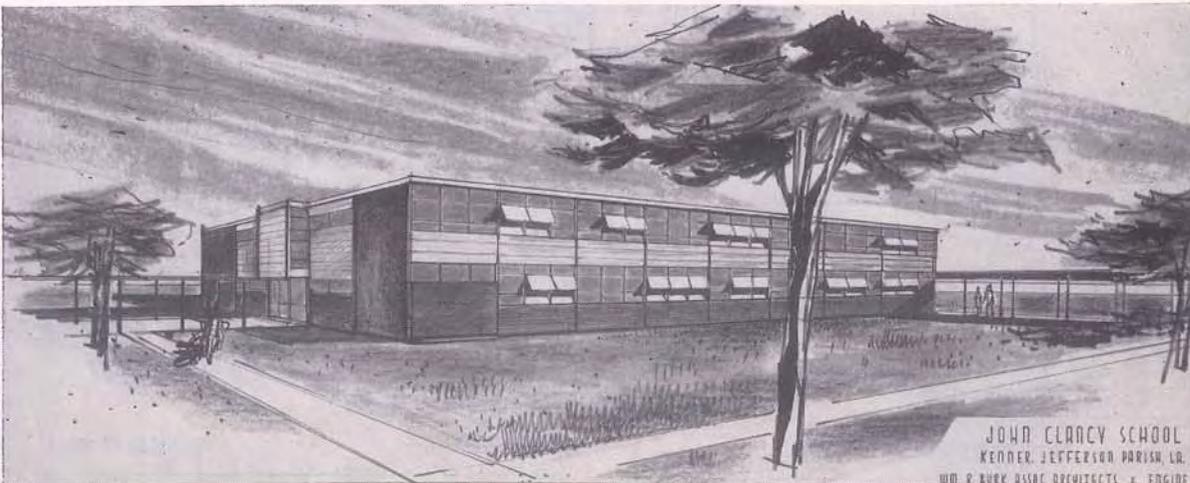
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Meet the Class in Home Economics at Gretna High School in the midst of instruction and discussion on the correct method of modern Table Setting for these future hostesses when they are in charge of their own homes. The instructor is Miss Patricia Owen, an Exchange Teacher from Dursley, England.

The architects' drawing of the new John Clancy School in Kenner.



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CHESTNUT 6311

7th grade students at Gretna No. 2 School, under class instructor Mrs. George Geiger (not in picture), conducting a class of banking and savings activity in connection with their arithmetic course.



Students (left to right) Barbara Mathis, Cecelia Victory, Milton Karl and Robert Fields of East End School working on their movie projector.



Students of Marrero High School enacting a skit called "School Days" for visiting parents during National Education Week. The narrator on left is Yvonne Standridge; the teacher is Pearly Daigle; and the culprit is Frank Bowlby.





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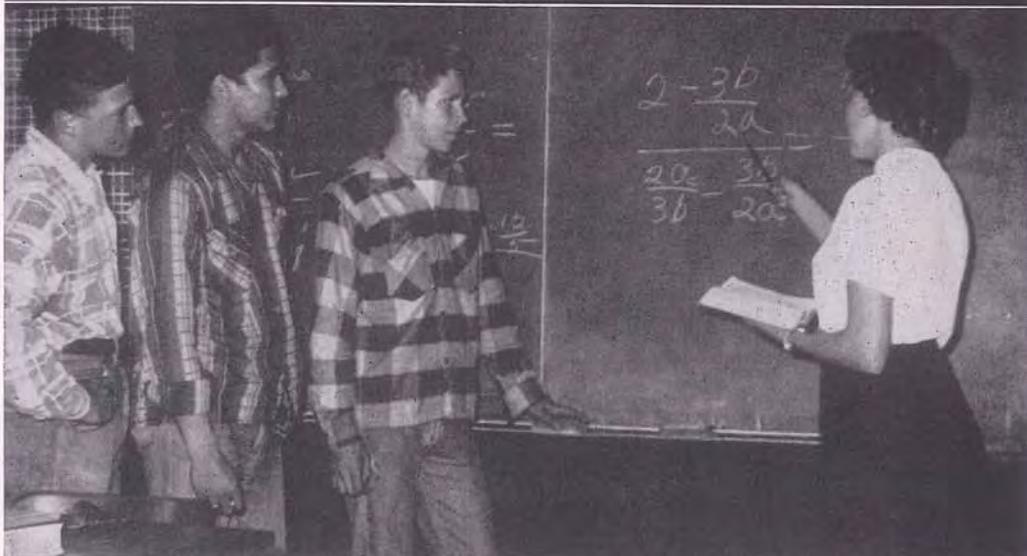
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BOX 491                      LAFITTE, LA.

This is a session of the Thomas Jefferson Chapter of Jefferson Parish Future Teachers of America (an organization designed to encourage more students to become teachers). The Chapter President (seated center) is Miss Janice Elliott.



Teacher Mrs. Jackie Breland of Grand Isle School explaining algebra fundamentals to (left to right) Perry Chighizola (11th Grade), Pat Landry (10th Grade) and Bobby Sevin (10th Grade).



Showing a class in session at Ames School. These are 8th Graders in a Science lesson, in which they are correlating speech with oral reports. The teacher is Mrs. Katherine Rodriguez.



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The Second Grade at Lafitte School, with Mrs. Leona W. Gegenheimer in charge, enjoys the reading class correlated with oral language work. An example of instruction made interesting.

Here are the Fourth Graders of Waggaman School under the direction of Mrs. Eola Laque Roux, with a very interesting geography assignment—studying China. Thus are current events of the day coordinated with the earth upon which we live.



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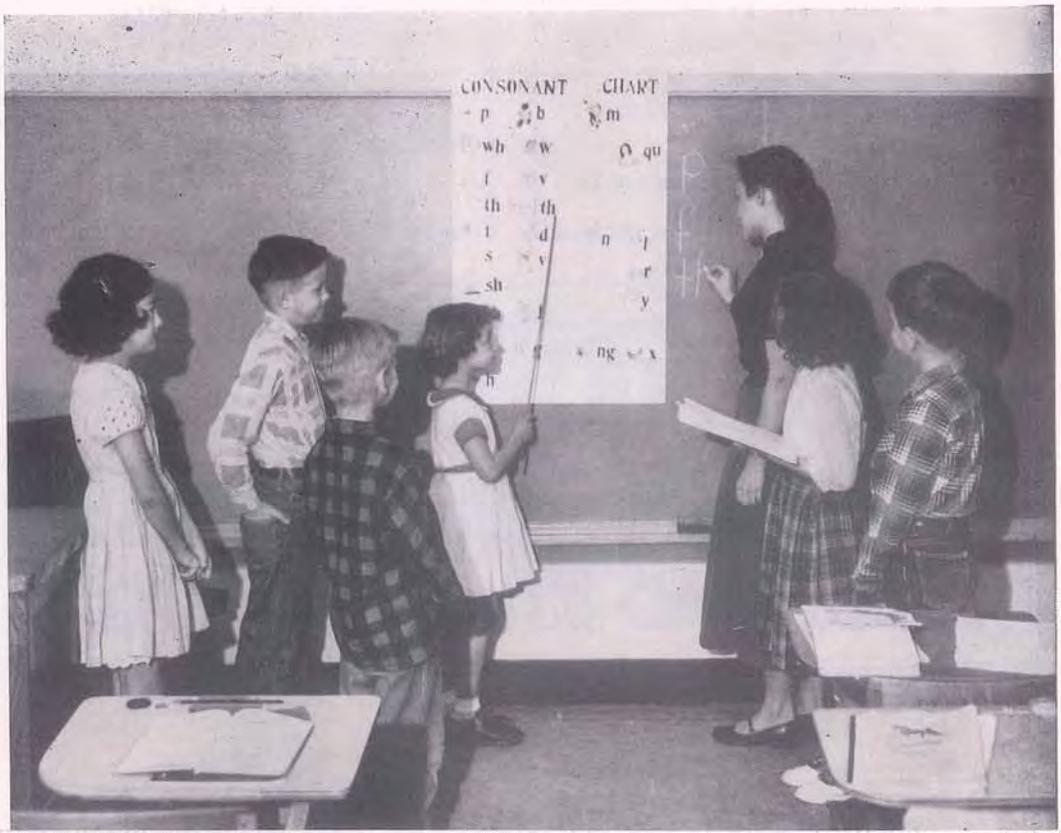
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Sixth Graders at Harahan School are working in a Social Studies Class—in this case a project on Better Ways of Working and Producing. They are correlating the triple arts of weaving, designing and constructing—training for the eye, the hand and the imagination.

In this Third Grade Class at Westwego Elementary School the students are studying from the Phonics Chart the sounds of letters so they can attack words independently. The teacher is Miss Patricia Randolph.



CONSONANT		CHART
- p	b	m
wh	w	qu
f	v	
th	th	
t	d	n
s	v	r
-sh		y
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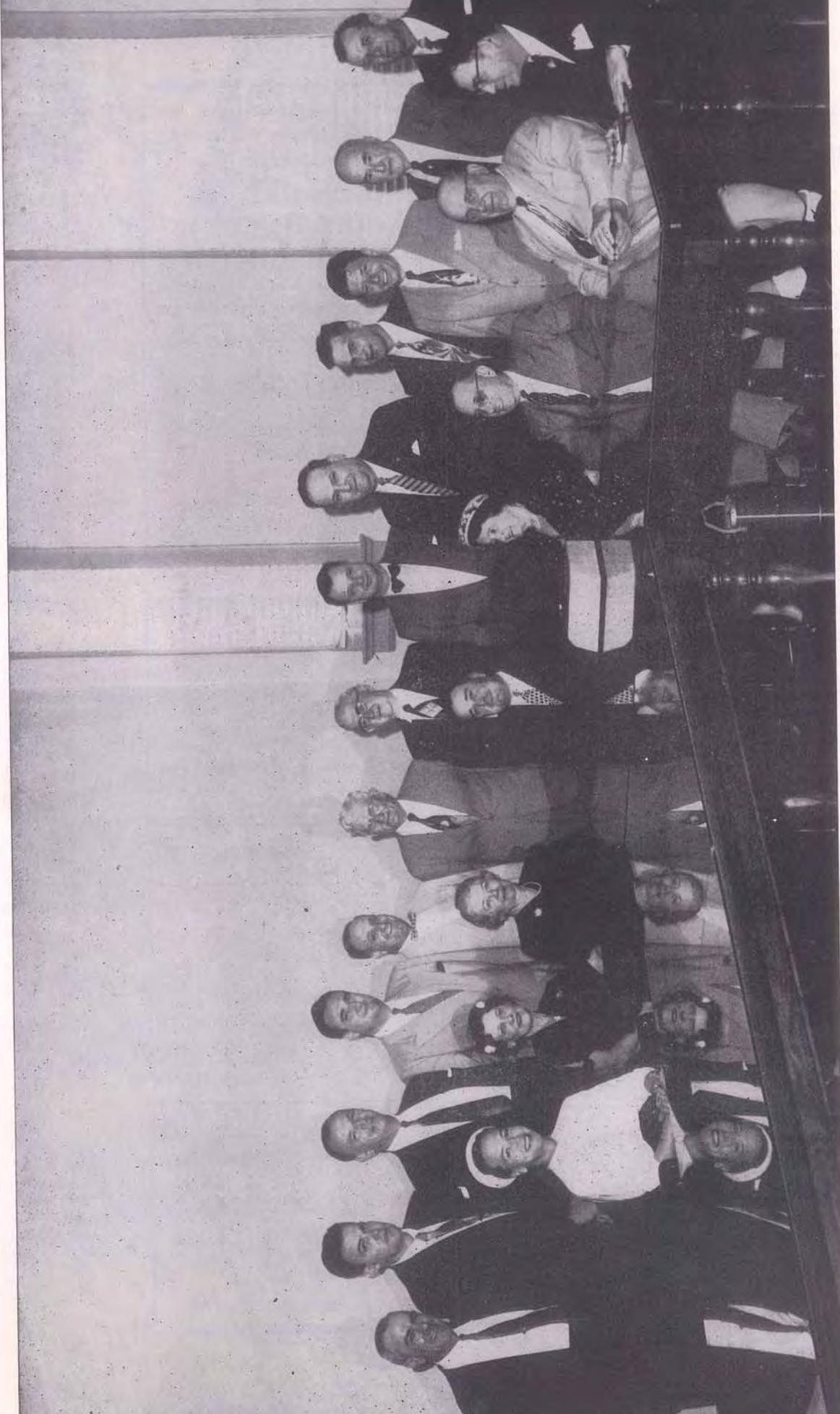
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 Standing, from left: Dave Dabria, Ward 4, Marrero; John A. Angoussel, Ward 4, Marrero; Walter J. Schneckenburger, 2nd Assistant Superintendent of Schools; Jules G. Mollere, Ward 8, Metairie; Horace Terrebbonne, Ward 4, Westwego; Abel Zeringue, Ward 5, Waggaman; John Calzada, Ward 3, Harvey; W. Richard White, Ward 3, Gretna; Loney J. Aulin, Ward 1, Gretna (McDonoghville); Joseph Augustin, Ward 11, Grand Isle; Donald T. Gillen, Ward 7, Jefferson Heights; John C. Bruning, Ward 10, East End; Evett R. Schieffler, Ward 6, Lafitte.

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These First Grade youngsters at Bridgedale School are building a house and in this picture are in the act of painting it. This combines art with social studies which establish in their youthful minds the importance of the home in the community. Left to right are four very busy painters: Louis Dupuy, Ronnie Perkins, Sue Ellen Parker and Margaret Ann Rausch.

#### SCHOOL BOARD PERSONNEL

Seated, from left: Mrs. Dorothy Brockhoeft, Clerk; Mrs. Julia Reynaud, Secretary; Lem W. Higgins, Superintendent of Schools; Mrs. Gertrude Lanier, Clerk; Miss Ruth Pitre, Supervisor, Elementary Schools, and Miss Patricia Langemark, Clerk.

Standing, from left: Peter Bertucci, Supervisor Lunch Rooms; Lloyd Clancy, Visiting Teacher; Arthur F. O'Neill, Supervisor of Maintenance; Edgar Stevens, Bookkeeper; Walter J. Schneck-enberger, 2nd Assistant Superintendent of Schools; Paul J. Solis, 1st Assistant Superintendent of Schools, and Frank Ehret, Visiting Teacher.





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By William J. White, Mayor of Gretna

Two of the most famous and most influential men in the early history of Louisiana were the founding fathers of Gretna—but there is very little left to remind the present generation of these two able and aggressive first citizens and their deeds.

One was a French nobleman and the other a Scots merchant. But stories of Jean Baptiste d'Estrehan have almost disappeared, and, although there is a cemetery in Gretna that bears the name of the Scotsman, the only monument to the memory of this fabulous John McDonogh stands in Lafayette Square in New Orleans.

By a strange whim of its inhabitants neither of these men were remembered when the city was finally incorporated and officially named. Instead, the people chose "Gretna," which was the name in use of the larger of the two towns combined; and which had been so named years before, because they had at the time an unimportant but active justice-of-the-peace, whose name has been forgotten and whose only claim to fame was his mercenary willingness to marry impatient couples at any hour of the day or night. The name was a shortening of the famous marrying town of Gretna Green in Scotland.

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**COURTEOUS — DEPENDABLE SERVICE**



Gretna's beautiful St. Joseph's Catholic School, serving St. Joseph's Parish . . . and completed last year.

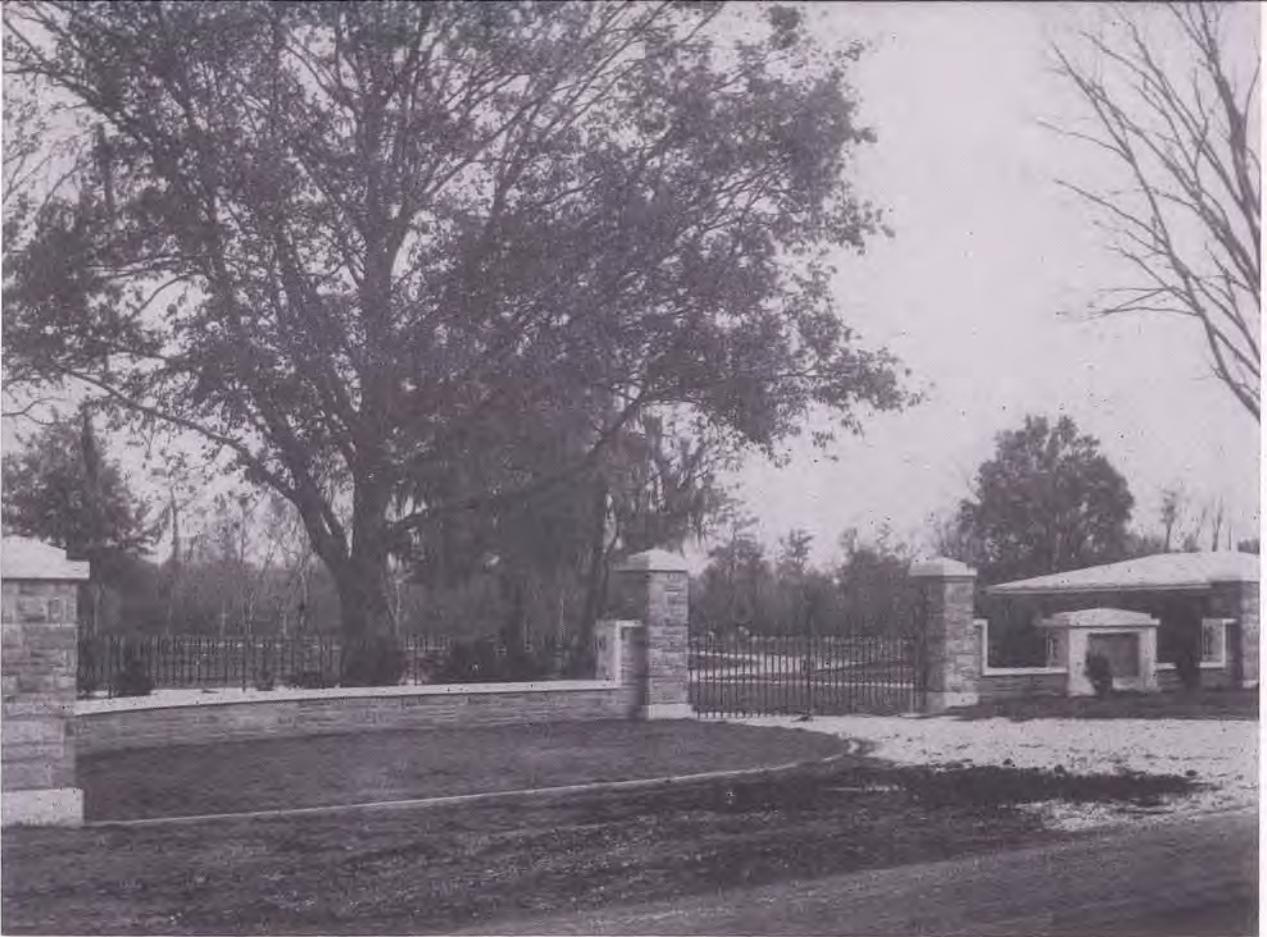
The first of these founders, Jean Baptiste d'Estrehan de Tour, landed from France early in the eighteenth century—bedecked in wig, satins, lace and jewels and carrying an important land grant from the King. That land grant gave him property on the West Bank of the Mississippi—land now par-

tially occupied by Gretna—and there, discarding his court clothes for farmer's garb, d'Estrehan laid out an indigo plantation and began construction in 1724 of the famous Ditch that is now the Harvey Canal.

Jean Baptiste was rich, intelligent, ambitious and aggressive and soon be-

One wood and the other brick, and both new, these two homes on this neat Gretna street depict the solid substantial growth of Jefferson's Capital City.





This is West Lawn Memorial Park Cemetery opened in November of 1953. A special feature is "Babyland" where only children may be interred. The grounds have been provided with sub-surface drainage and landscaping with shrubs and flowers gives it all year round beauty. It is non-sectarian and is one of the most modern in the South.

came an important figure in the affairs of the French Colony of Louisiana. It was on a piece of his property, presented to his daughter as a marriage dowry, that his son-in-law, Etienne de Bore, first successfully crystallized sugar and started Louisiana on its fifty years of fabulous plantation prosperity.

So powerful did this original Jean Baptiste d'Estrehan become that certain political opponents asked for his recall to France, on the basis that he was "too rich and too powerful for the good of the colony." But he remained, and his prosperous plantation and his famous tenant farming community of Germans, who dug his equally famous canal, formed Mechanickham. And out of Mechanickham grew part of the present day city of Gretna. All of which makes the capital of Jefferson Parish well over two centuries old.

Many years later, about the time when Nicholas Destrehan, the grandson of Jean Baptiste, deeded the Village of Mechanickham to the parish, another

famous Louisianian also established a plantation on the West side of the river—just below the Destrehan tract. That was John McDonogh, the canny Scotsman who, it is said, acquired land all his life but never sold it—building up in the early years of New Orleans a reputation for shrewd but honest business genius.

Some called him a miser. Some called him a philanthropist. But it is history that from his accumulated fortune came a vast legacy for school children (in which Jefferson Parish participated) and from his plantation came McDonoghville, the other part of the two adjoining communities that later combined to form Gretna.

From the very beginning Gretna assumed the role as the Capital City of the Parish, even at the time when the Court House was at Harvey. It started out early as the central rallying place for practically all parish affairs during the agricultural era—and gradually, gracefully adapted itself, over the years,

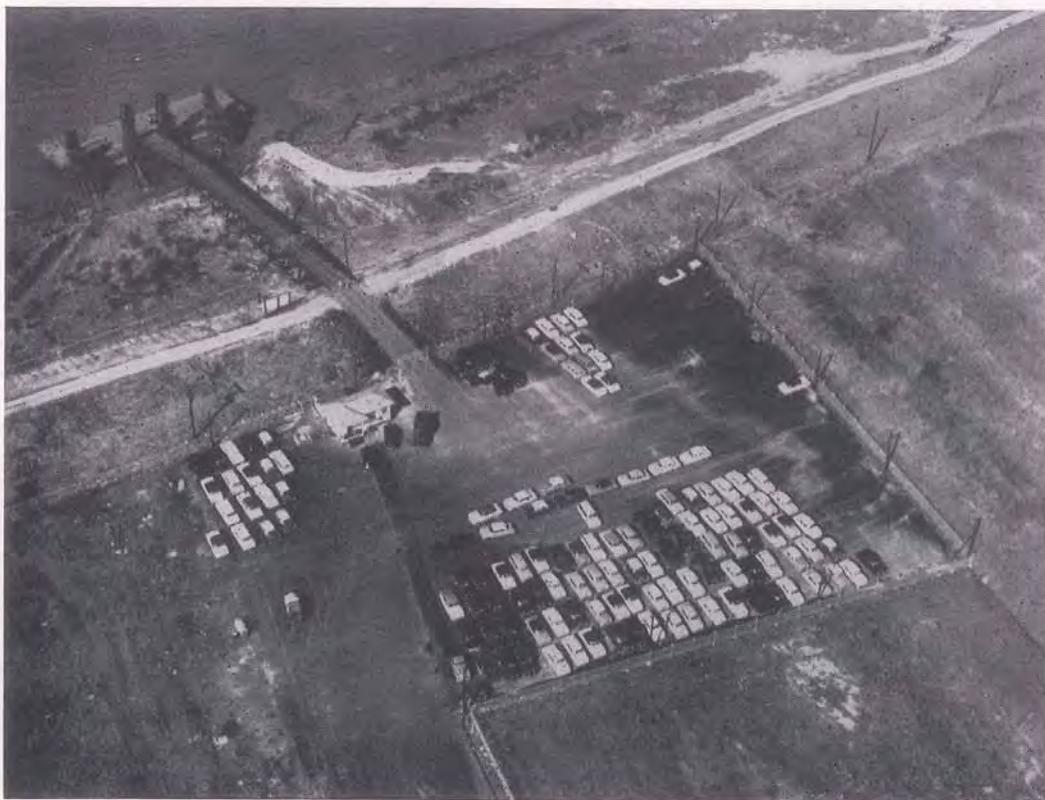


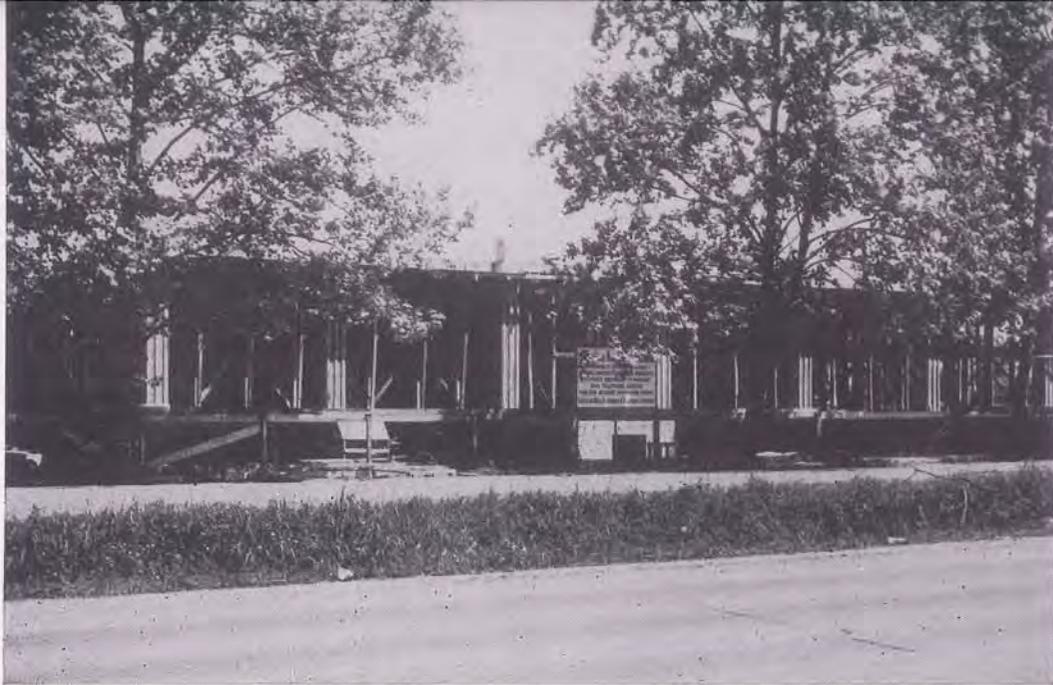
In the foreground is refinery, shortening plant, Wesson Oil plant, and office and storage tanks of Gretna's Southern Cotton Oil Company. And the warehouse and storage tanks of Gulf Refining Company Bulk Terminal. In the background is the City of Gretna.

to its present status as the business and banking heart of a parish almost 100% industrial. And it has been the birthplace of many famous Jefferson institutions.

Here was early organized the famous David Crockett Fire Company No. 1 the oldest active volunteer fire fighting unit in the United States. And it was named in honor of one of the brave

The new Commercial Barge Line of Gretna, showing barge with automobiles still on it and new cars and trucks stored in lot. Refer to article.





Under construction is the new Southern Bell dial exchange for Algiers and Gretna. With dial exchanges already in Metairie, Kenner and Marrero this will cover the parish completely. The Barataria Country and Grand Isle have dial exchanges also, but work on a different system.

martyrs of the Alamo, which had just fallen a few years previously and was still deeply impressed in the memory of Louisianians. For it was the state of Louisiana that contributed greatly in men and arms to the freedom of Texas.

Here, also, was organized the efficient Louisiana State Firemen's Association, which held its first meeting in the David Crockett Firehouse in 1906—and whose charter specifies that Gretna is to be the Association's home for one hundred years—until 2006.

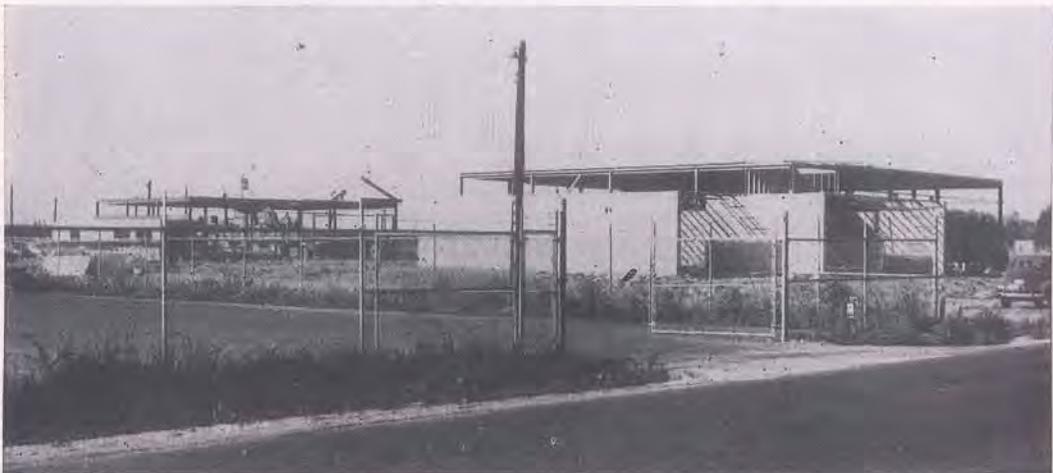
Here was established the Gretna Academy, the first and only private school in Jefferson Parish during those early days when public school education was struggling for existence.

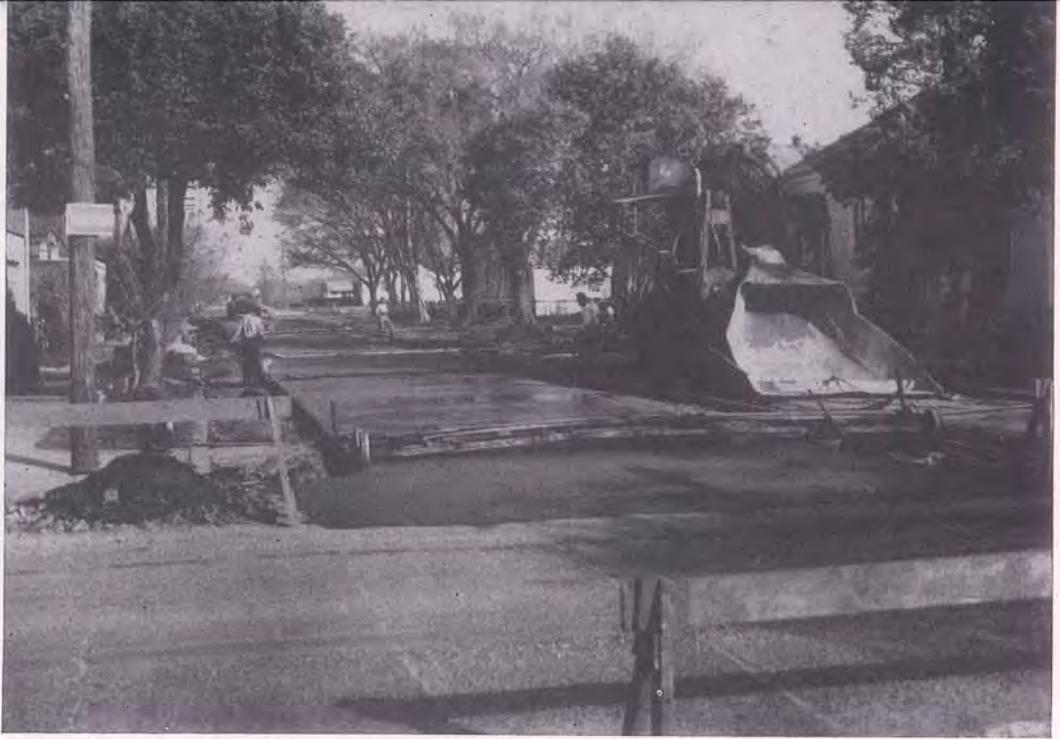
Here in 1888 was organized the colorful JEFFERSON GUARDS, the oldest infantry company in the State. Al-

though disbanded about 1912, this crack company during its nearly quarter century of existence traveled over the country demonstrating its marching and manuevering skill and, incidentally, bringing to the attention of many cities for the first time the name of this country parish that would, a few years later, be known from Coast to Coast as the fastest growing industrial section in the entire South. The David Crockett Firehouse was the armory of the Jefferson Guards, and 21 taps on the firebell was the signal for its members to assemble.

In this same issue of the REVIEW is the announcement of Magnolia Park, Jefferson's new Harness Racing Track. But back in the history of Gretna was Suburban Park, a popular half mile track in its day, where running races were held every day during the season.

The new Schlumberger Well Surveying Corporation location in Gretna . . . which company also has installations on Harvey Canal.





Photograph made while laying concrete on Anson Street in Gretna, with Monroe Street, one of the two highways through town, in foreground. As the articles explains, this job has now been completed.

At this same Suburban Park were held fairs and sham battles staged by the Jefferson Guards.

Also, in this issue of the Review is the history of Jefferson Parish since the turn of the century—in which are covered many of the dramatic events and steps that helped Gretna keep pace with the growth of the parish, and, not only maintain but strengthen its position as its Capital and chief city. There is no need to repeat them here.

But, actually, with the building of the new Court House and the establishing of The First National Bank of Jefferson, which provided the lubricant for its expanding economic machinery, the modern Gretna began. Around its

new seat of parish government and its new banking facilities there grew very rapidly—starting about the middle Thirties—the bristling, business district that is known as Gretna's Great White Way.

Its close proximity to the three main Mississippi River ferries that maintain contact with the New Orleans and Jefferson East Bank has helped to center the bulk of the West Bank's business transactions in the several squares that surround the Veterans Memorial . . . and which is gradually expanding to Fifth Street.

Gretna today is trying to keep up with its growth. Right now its population is somewhere between 18,000 and

An under construction photograph of the laying of concrete on Lafayette Avenue, which is now completed and which started from intersection of Gretna-Belle Chasse Highway and continued to 25th Street.





Another job that has now been completed—the preliminary grading of Holly Street before paving.

Cleaning the Governor Hall Street Canal, through which water will be pumped by Jefferson-Plaquemines Drainage District. There is a slight drop in elevation from the river to the swamps, about 7 feet. In the background is the tower next to the Water Plant and City Hall.



20,000 people and constantly increasing. Last year we reported 17,000. About three hundred building permits are now being granted a year—which means that every working day a new edifice starts up somewhere in Gretna.

At the moment Gretna is working on its program of city wide paving. As this was written the following streets had been concreted and were complete: Holly Drive from the Highway to 11th Street; Beauregard Drive from the Highway to 11th Street; Gelbke Drive from the Highway to Vernon; Willow Drive from 11th Street to Evergreen; Evergreen Drive from 11th Street to Willow; Lafayette Avenue from Highway to 25th Street; Anson Street from Jefferson Street to Hancock; Seventh Street from Huey P. Long Avenue to Weyer.

And contracts will soon be awarded for the concreting of Amelia Avenue from the Highway to 13th Street; Sixth from Amelia to Fried; Fried from Highway to Sixth; Fifth Street from Huey P. Long to Dolhonde; Fifth Street from Weyer to Derbigny; Stafford Street from 14th to 21st; and Claire Avenue from 16th to 21st.

Another indication of Gretna's growth is the fact that of the 3700 meters now in force by the Waterworks Department about 600 were cut in during last year. And it is well worth noting here that Gretna's 4500 assessed pieces of property and its rapidly expanding environs have suffered little from fire damage because of the coverage and efficiency of Gretna's four volunteer fire houses.

For the children of its increasing population the playground facilities are constantly being improved and new recreational facilities added. A baseball

park for the colored people at Huey P. Long Avenue and Gretna Boulevard on part of the sixty acre tract acquired by the City for a park years ago under the administration of our late distinguished Mayor Dr. Charles F. Gelbke is now in planning stage.

With regular daily garbage collection which gives every home and business establishment in Gretna service three times a week the new \$300,000 incinerator has proven itself to be completely adequate not only for the city's present needs but for considerable future growth. It now covers only 5 acres of a potential 20 acres for future requirements.

Since reporting to the readers of the REVIEW just last year Gretna has welcomed several new and important additions to its business and industrial life. Progress has caused the Southern Bell Telephone Company to replace the

Algiers manual system with automatic service. The Louisiana Power and Light Company has acquired a large tract (in McDonoghville) and are building additional utility facilities. Two new automobile agencies — for Oldsmobile and for Mercury—have made their appearance. Schlumberger Well Surveying Corporation have established here an oil surveying office, shop and garage building. And the Commercial Barge Line — towing automobiles on barges for the Greater New Orleans territory — is a new company on Gretna's roster. These are in addition to the new stores and new small businesses that are steadily coming within the orbit of Gretna's Great White Way.

Yes, Gretna is the pulse of Jefferson Parish — a pulse that is beating stronger every day, as the lifeblood of parish business and banking and politics flow through it in an ever increasing tempo.

#### OFFICIALS OF THE CITY OF GREтна

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





Kenner's newest business section on the Airline Highway.

# KENNER

## THE FASTEST GROWING CITY IN THE STATE

By DR. JOSEPH S. KOPFLER, SR.  
Mayor of Kenner

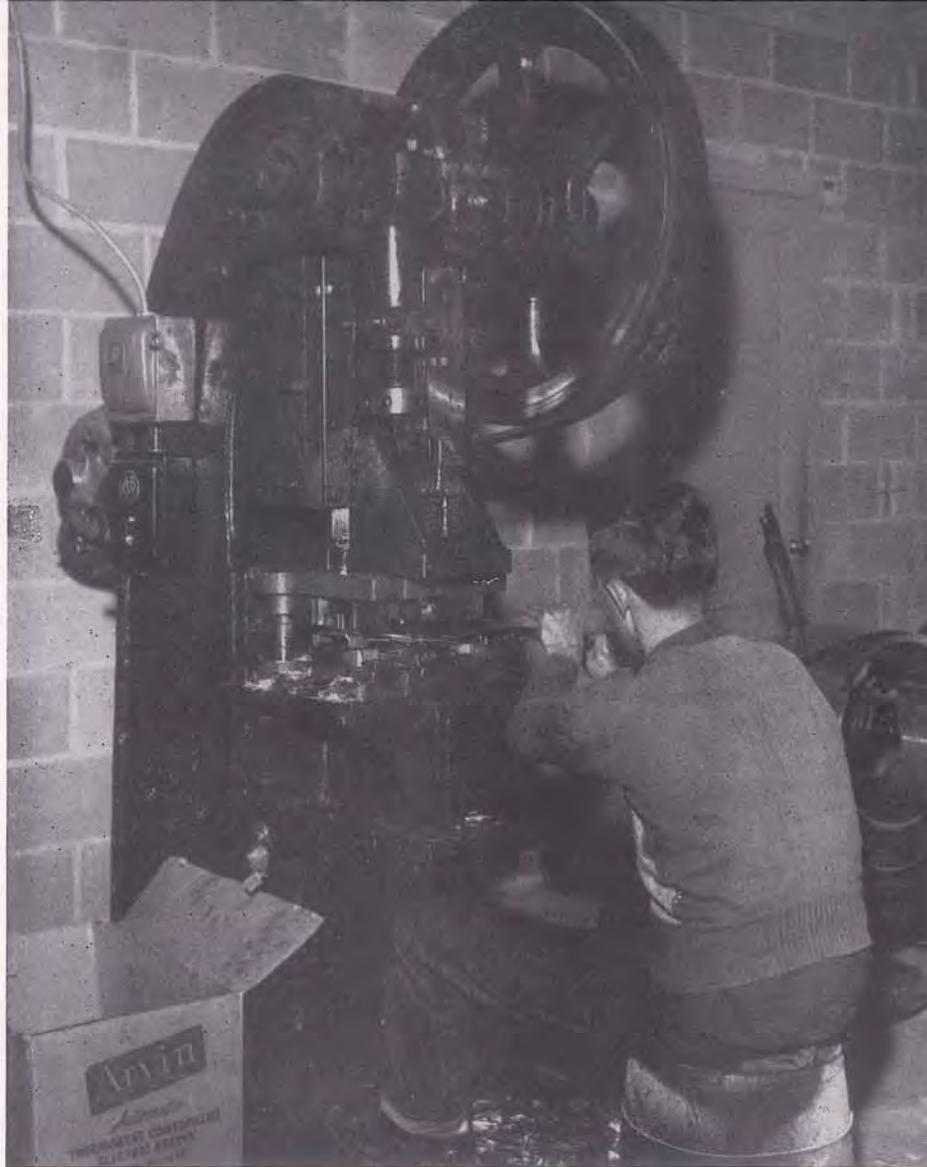
A statement that positive — “the fastest growing city in the State” — requires some supporting evidence. So, for both the skeptics and those sincerely interested (or for those people planning to live or work in Kenner), we present a few facts and figures.

When the writer took office in 1942 there were only 2300 people in Kenner. By 1952 we had reached a population of

7000. And then, suddenly, the rate of increase accelerated. In 1953 we announced in the REVIEW that we had passed the 9000 mark without breaking stride. Right now, one year later, we are crowding 11,000. Actually, the figure doesn't remain static any more long enough for us to put it officially on the record.

Where are we housing our numerous

One of the machine tool operations in the making of the aluminum awnings at the plant of Acosta Awning Company recently established in Kenner.



newcomers? That's a good question — to which, fortunately, we have the answer. Within the next two years, in the area between the Airline Highway and the Lake, there will be constructed over 2000 new houses for white occupancy. These will be individual homes on individual lots — designed to be bought for less than \$6000 or to be rented as low as \$36.00 per month. In addition, back of Moisant Airport, there will be 1000 new homes erected for colored families. And, in the planning stage, are two to three thousand brick homes to follow up those already under way.

Frankly, we are preparing Kenner for a population close to 25,000 people by the time these housing projects are completed.

Kenner's strategic East Bank location and its available acres for new in-

dustries and new homes are the two main factors in its sensational growth. It straddles the booming, busy Airline Highway which carries the heavy traffic between New Orleans and Louisiana's Capital City and which is, in addition, the alternate northern route to famous Highway 90 for cross country travel. It funnels the over 700,000 air-passengers-a-year to and from Moisant International Airport. And it lies in the pathway of the new Expressways which will feed their teeming thousands through Kenner.

Back in 1951 Kenner's growing business importance had caused the Southern Bell to establish the dial phones system for the city proper — bringing it into the New Orleans local call area and removing it from the long distance category. That service has gradually been extended, until now any number in Ken-



Getting ready a shipment of the revolutionary plumber's packing called "Nupak Oakum"—at the distributing plant recently opened in Kenner.

ner as far as Norco is a local New Orleans number.

Rapid growth of course, requires new accommodations for the adequate serving of the people and problems it carries with it. In March of this year the Board of Aldermen approved the construction of a new City Hall and Fire Station. Both will be constructed as a single unit on a site, already acquired, at Eighteenth and Williams Boulevard — and plans call for completion in 1954.

The location of this new City Hall and Fire Station is in the newer section of Kenner where most of the city's future growth is expected to develop. Cost of construction will be about \$90,000 with another \$10,000 earmarked for necessary furnishings. The City Hall quarters will contain offices for the Mayor, the clerks and the chief of police. A complete two-way police radio system will keep this headquarters in touch with Kenner's efficient, though not increased, police force which has made a splendid record for keeping misdemeanors and crime to a minimum.

One new and modern innovation worthy of mention in connection with this new Fire Station is that when the siren sounds the alarm every traffic

light throughout Kenner immediately goes red — clearing the path for the fire trucks and firemen.

The present City Hall will be renovated and modernized to provide Kenner with a four-cell jail and police court. And repairs are being made to the present fire station in addition to the purchase of 3000 additional feet of fire hose. Kenner realizes the necessity of adequate fire protection and ample equipment for its fast expanding environs.

Work is now going on (and will be completed by the time you read this) black topping several streets and concreting two streets in Hiway Park where is being erected the beautiful new John Clancy School. Sidewalks are all over Kenner and a survey has been made and plans reviewed for sewerage in the 9th Ward for Harahan and Kenner.

Kenner's established industries include many old timers that have grown with it — such as the Ipik Plywood Corporation; V. D'Gerolamo & Bros. Inc., shipping Produce; the Mancuso Barrel and Box Company; the Louisiana Box Company; Ike Centanni, Land Clearance Contractor; and T. L. James and



A few of the many new houses that have been recently built in Kenner—the advance guard for thousands more.

Company, Inc., Contractors and Highway Construction.

More recently came the Delta Match Corporation (which on Dec. 5, 1953 marked its first anniversary in Kenner) — a plant that employs over 200 people; occupies 140,000 feet of floor space and produces 64 million matches a day; the Celcure Wood Preserving Company, producing the special Celcure processed lumber for house, marine and industrial use; Southwest Steel Products; Industrial Steel Company; the Studebaker Company's Parts Distributing Branch for the Southern area; and B and H Incorporated.

Within the last year have arrived the Acosta Awning Company, which manufactures aluminum awnings equipped with a special clip; Concrete Industrial Corporation; Southern Concrete Products Company; Nupak of New Orleans (located, however, in Kenner) distrib-

utors of Nupak Oakum, a revolutionary plumber's packing; and The Master Troll Company, originators of a new patented troll that will not rust in either fresh or salt water.

And, as this is being dictated, two new factories — one for making boxes and one for manufacturing paint — are making their plans to come to Kenner.

Yes — new businesses, new industries and new home owners — are listening to the invitation "Come to Kenner" which goes out, like the ever widening circle from a stone thrown in water, from its satisfied present citizens — proud of its shining future, its healthy growth, its nearly a dozen churches, its youth program, its alert and expanding fire and police protection, its bank and stores, its clean city government and aggressive civic leaders and its close contact with the rest of the parish and the city of New Orleans.

An equipment view of another recently established Kenner industry—Southern Concrete Company, Inc.





### KENNER POLICE FORCE

Left to right: Sam Bonura, Ralph Marino, Louis Cambre, and Joseph Wool, Patrolmen; Fred Roth, Chief of Police; Anthony Tramonte, Pete Ceravolo and Jake Giammolva, Patrolmen.

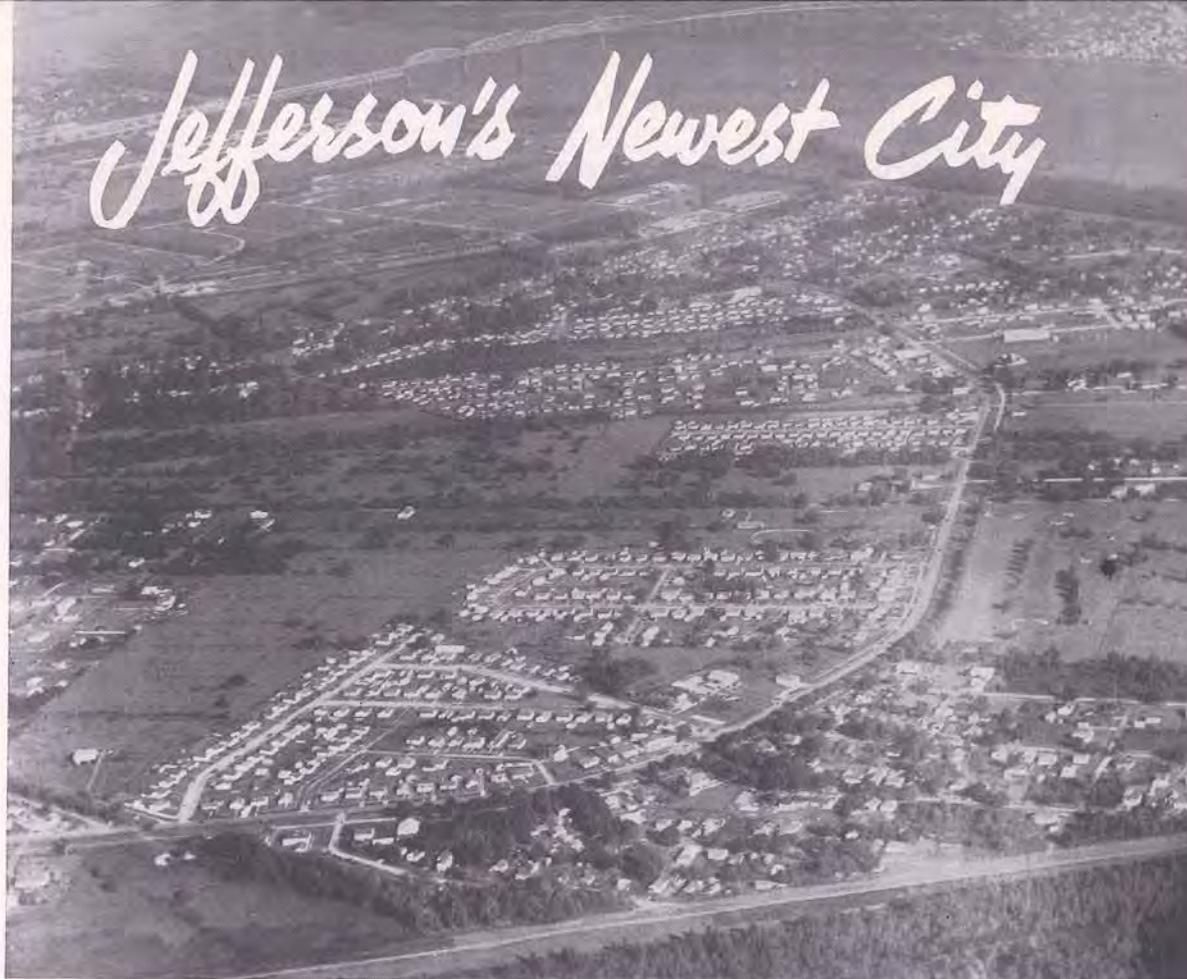
### OFFICIALS OF THE CITY OF KENNER

Seated, from left: Joseph S. Maggiore, Alderman; John G. Fitzgerald, Alderman and Mayor Pro-Tem.; Philomene Paasch, Secretary-Treasurer; Dr. Joseph S. Kopfler, Sr., Mayor; Fred Roth, Chief of Police; William R. Mancuso, R. L. Manard, Jr., and Joseph J. Centanni, Aldermen.

Standing, from left: Walter J. Schneckenburger, Chairman of Civil Defense; Ralph Marino, Peter Ceravolo, Jake Giammolva, Sam Bonura, Anthony Tramonte, Louis Cambre and Joseph Wool, Patrolmen.



# Jefferson's Newest City



By FRANK H. MAYO, Mayor

—New Orleans States Aerial Photo by J. N. Pitts

Last year in the Review we said the Village of Harahan needed only 200 more population to qualify for a city charter. And we said they were coming right down the road: new employees of new businesses and new homeowners moving out where there's elbow room.

We were right! Because in November of 1953 Harahan officially stepped into city status . . . and already its 5022 citizens have taken that milestone in their stride and are working on their next civic goals—an outlet to the Airline Highway and Jefferson Highway dual-laned through the city proper.

Harahan is an ideal residential city, just five automobile miles from the Big City. For those without cars its inter-urban bus fare to New Orleans is exceedingly low and, as far as we know, has the lowest bus fare in the United States within the city limits (in Harahan it's still a nickel).

Bright, shiny new subdivisions encircle its small compact business area. Last year two new churches were completed—St. Rita's Catholic and Harahan Methodist. And for its young folks

there's the alert and active TEEN AGE CLUB which not only constantly uses but completely supports the community center right in the heart of town.

Right now only four of Harahan's streets are paved, but high up on the agenda are plans for hard surfacing 17 additional thoroughfares of its residential areas. Other items call for the addition of uniformed police, a combination fire house and city hall, and a building and zoning code. Its people have taken their city out of the country—now they intend taking the country out of their city.

It was not too many years ago—around 1914 to be exact—that there existed here no town at all. Its area was an experimental farm of Southern University. Named after the President of the Illinois Central Railroad, because it was railroad men who purchased the land as a site for homes for railroad employees, Harahan was incorporated as a village in 1920. It has grown slowly, steadily and healthily ever since.

Both industries and home owners have been attracted to its dual advan-



Working on the theory that a picture is worth a thousand words we present an example of the many new individually owned homes that are beautifying the streets of Harahan.



Out where there's elbow room — in Harahan — wide sweeps of fertile farmland produce profitable crops of cattle and produce until the day when they, too, become residential areas.



Illustrating a finished section of Harahan's program, now under way, for hard surfacing over 17 additional thoroughfares of its residential areas.



A recent additional business enterprise of Harahan's growing industrial life — Point Landings, Inc., on the Mississippi River.

tages—far out enough to be beyond the congested metropolitan area but close enough to be completely served by New Orleans facilities. In Harahan are located the Freiberg Mahogany Company, the largest manufacturer of mahogany lumber and veneer in the world; the U.S. Steel Products Division of U.S. Steel Corporation, manufacturing a full line of steel shipping packages; the W. A. Ransom Lumber Company, handling hardwood lumber; the Gulf Grinders and Distributors, offering heavy machinery grinding service and distributing phosphate rock; the Atlas Lubricant Corporation, distributors and exporters; the Southern Joslyn Company, manufacturing cross arms and complete pole equipment; the Kieckhefer Container Corporation; the Zansler Brothers Sheet Metal Products plant; and M. S. Dalen, in the unusual business of restoring manikins to their original show window sophistication. And back of Harahan is the mighty Mays Yard of the Illinois Central.

And in among these encircling industries and railroad activity Harahan and its Colonial Country Club (boasting a wonderful golf course) offers a suburban retreat to the home owner who wants his own front yard, to the employee who wants to live close to his job and to parents who want to raise their children where there's plenty of space and the neighborly spirit.



Face to face with one of the faces which M. S. Dalen (shown using the air brush) creates as a part of his unique manikin restoration business in Harahan.

#### OFFICIALS OF THE CITY OF HARAHAH

Left to right: Carl Gibson, Auditor; Henry Witte, Alderman; Francis Bourg, Alderman; Frank H. Mayo, Mayor; Mrs. Francis Bourg, Secretary-Treasurer; Charles A. O'Neill, Alderman and Mayor Pro-Tem; John Coutrado, City Marshal and Chief of Volunteer Fire Department.



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# WESTWEGO

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## GATEWAY TO THE SEAWAY

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By ROY C. KELLER

Mayor of Westwego

Sometime soon the sorely needed tide-water channel to deep water will be constructed through Jefferson Parish—via Westwego—but we are not waiting for the future to arrive. We are making the present hum with activity.

This year Westwego will complete the paving of practically all the streets within the city limits (a total length of approximately 5 miles)—strong sturdy heavy duty soil cement base streets with three course bituminous surface with necessary drainage.

This year Westwego expanded its water plant capacity to 3,500,000 gal-

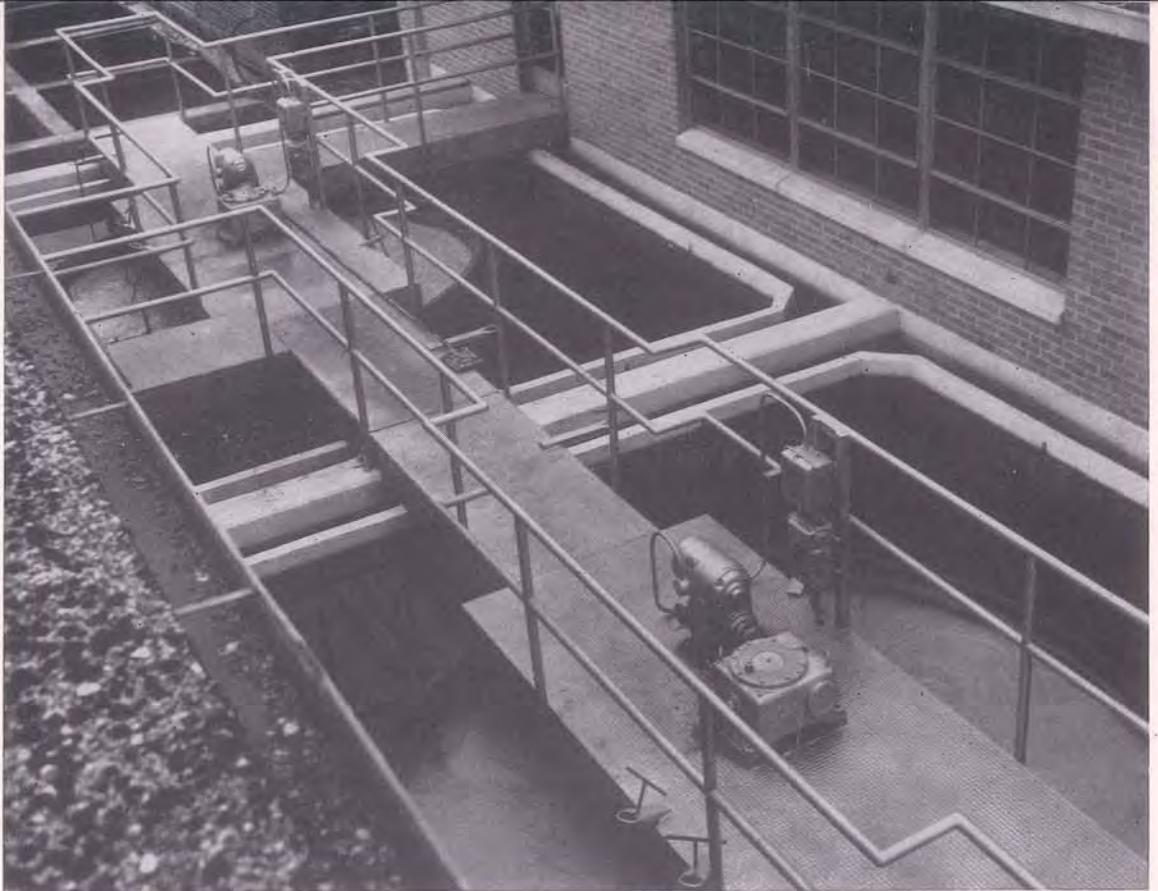
lons every 24 hours — serving not only its own area, but selling bulk water to Waterworks District No. 5 and to 150 customers of Pecan Grove, between the city limits and the Huey P. Long Bridge.

This year Westwego opened the Barbé Subdivision and extended Whitehouse Subdivision.

Our famous Lady of Prompt Succor Catholic Church will be completely rebuilt this year in its fourth location during its history at a cost of \$500,000. Originally it was brought piece by piece from St. Charles Avenue in New Or-

The new Westwego Branch of The First National Bank of Jefferson Parish which just opened this year, to handle Westwego's expanding business needs.





A section of Westwego's recently expanded Water Plant referred to in the story and of which it is justifiably proud.

leans and reassembled in Westwego. Years later it was moved from its first Westwego location to another, and then still another. This, we believe, will be the final move for this historic and beloved place of worship.

This year on April 14 Westwego dedicated its new \$50,000 Knights of Columbus Home; built a new home for the Veterans of Foreign Wars; added a branch of the First National Bank of Jefferson Parish; and saw its Post Office moved to larger quarters in a new

building.

Westwego Park and Playground — 250 x 1250 feet — now has 2 baseball diamonds, wading pool and swings. And gradually and constantly additional equipment and added programs for the healthy recreation of our youth will be finished as funds are available.

Recently a bill was introduced in the U.S. Senate by Senator Russell B. Long of Louisiana and sponsored by 12 other senators, to provide Federal aid for

(Continued on Page 206)

This is a Chipley Street view of Westwego's newest subdivision, showing a crew of the Louisiana Power and Light Company laying the gas mains.



# A BARGAIN . . . . . . . plus A BONUS

A memo to the people of the parish in general  
and our 20,000 customers in particular from the  
East Jefferson Waterworks District No. 1

By

J. W. HODGSON, SR., President and General Manager

Because it is there . . . available in any amount at any hour of the day or night . . . and because the cost is so small it demands no end of the month budget manipulation, it is the natural inclination of East Jeffersonians to overlook the fact that the water they constantly drink and use and waste so nonchalantly is the BIGGEST BARGAIN in their daily lives.

A gallon of water weighs about 8 pounds. Figuring it out on the basis of

the East Jefferson water rate they buy water for only 10 cents a ton . . . pure, healthy water that is tested twice a week to the strict standards of the Louisiana State Board of Health.

And that isn't all the East Jefferson water consumer gets for a minimum of money. In addition to this BARGAIN in a commodity that he could not possibly exist without, there is an additional year-round Free Bonus—FIRE PROTECTION.

In the background are the main buildings of East Jefferson Waterworks District No. 1 — that serves, and is constantly enlarging to better serve, the entire East Bank of Jefferson.





Progress at work at East Jefferson Waterworks District No. 1. . . . Here is shown the demolition of the old settling basins to make room for the building of part of the new plant.

Right now there are 2200 fireplugs strategically placed throughout East Jefferson. You'll notice them — with their brightly painted yellow tops so that the fire department can locate them easily at night and so car drivers can avoid them when parking alongside the curb.

At no cost to the water consumer these 2200 never sleeping guards are ready to pump millions of gallons at a pressure of 60 pounds to the square inch, if necessary, to fight fire wherever and whenever it may threaten.

This year East Jefferson is celebrating the 25th Anniversary of the creation of the modern waterworks system that today supplies both that Bargain and that Bonus.

Back in the year of 1929 (the year of the Wall Street Crash, remember) East Jefferson was still sparsely settled. But its business and civic leaders were well aware that the building trend of Greater New Orleans was definitely up-river, that East Jefferson was directly in the path of progress, that on its land would soon spring up the future homes

These steel casings await their turn in the construction of the steel concrete pilings that will support the new buildings of the East Jefferson Waterworks expansion program.





Excavating ground just off Jefferson Highway for a new treatment unit of East Jefferson Waterworks that will double the potential capacity of pure water from 10,000,000 gallons every 24 hours to 20,000,000 gallons.



Showing the water at East Jefferson Waterworks No. 1 flowing at the rate of 4500 gallons a minute on its way to be filtered and treated with ammonia and chlorine.

of the city's expanding growth, and that one of the first requirements of a community with a fast approaching home building future was an adequate water supply. All East Jefferson possessed at the time was the old City of Kenner Waterworks which supplied raw river water for fire protection only; and a few of the people in the 7th Ward and Metairie were getting water from a private water company.

A Bond Issue of a million and a quarter dollars was presented to and approved by the voters and the new East Jefferson Waterworks District No. 1 was established. It took two years to complete the new plant (together with the physical equipment of the Kenner Waterworks which had been purchased) and to prepare to deliver 4 million gallons of pure water per day. But by October of 1931 the new system was dedicated and began serving 132 customers.

Twenty-two hundred of these fire hydrants (painted with bright yellow caps for quick identification, especially at night) spot the East Bank—on guard to protect you and your property from the constant hazard of fire.



Hardly had the new waterworks got underway when it was discovered that its water mains must be extended. Another Bond Issue of \$500,000 was voted and offered for sale and in 1934 the Jefferson Water Company's pipe line system in the 7th and 8th wards was purchased and put into service. Just in time — for by 1936 East Jefferson Waterworks No. 1 was serving 2,361 customers.

But the real expansion had not yet begun. At the end of 1941 the subdivision boom started and in 1942 Camp Plauche came to East Jefferson with its 22,000 persons demanding water — and lots of it. By this time the plant was purchasing additional water from New Orleans.

By 1947 the Camp Plauche personnel had practically all moved out — and the situation gradually returned to the normal needs of a growing section. At the end of that year the customer roster contained one less than 9,000 names, all permanent homes or businesses.

In the ten years between 1940 and 1950 Jefferson Parish more than doubled its population — and of that ter-

rific increase East Jefferson received its proportionate share. And every new family, every new home built increased the daily demand for East Jefferson's bargain commodity — WATER.

In 1950 the voters faced the issue squarely — realized that expansion means building expense — and voted the first of two 5-million dollar Bond Issues for the extension of mains so



Believe it or not — a slowly dripping faucet can waste 15 gallons of water a day. A  $1/32$ " stream will waste 175 gallons in 24 hours and a  $1/8$ " flow will waste 2800 gallons every 2400 hours. So watch the leaky faucets!

that their waterworks would not only be able to keep up with the population increase but be able to plan for a safe margin ahead of it. At the end of that year East Jefferson No. 1 had 14,821 customers with meters and was pumping 5,800,000 gallons of water to them every day. 1950 showed the largest growth of any single year up to that time.

In 1953 the voters approved the second 5-million dollar Bond Issue and that is the money we are using right now to continue the improvements and expansions you see going on every day.

At the end of September 1953 we had arrived at the point where it was no longer necessary to purchase water from New Orleans to meet our demands. We were pumping 8,000,000 gallons a day and had picked up over 1200 customers—a hundred new meters a month—in one year's time.

East Jefferson Waterworks District No. 1 serves 52 square miles, approximately 33,000 acres of homes and businesses and fire hydrants. Provides water that is pumped from the Mississippi, purified in the grit basins and filters,

scientifically analyzed and then delivered to the reservoirs—ready for its long journey through miles and miles of mains to the faucets, the showers and the garden hoses of 20,000 customers . . . and to the 2200 fire hydrants that protect their property. And that service never fails and never falters.

When a new installation is made and the new customer begins paying his low regular water bills, it takes almost a year to cover the expense to the company of installing the meter alone.

And back of the meter are miles upon miles of water mains, ranging from 6 inches to 36 inches in diameter. Back of the mains are the reservoirs, the pumps, the filters, the laboratory and the technicians that keep the water steadily coming through the faucets. And back of everything are the investments in new capital equipment, new pipe, new employees to extend water service to new developments so that the whole of East Jefferson, as it expands and grows, may be promptly served.

Ten million dollars will have been invested since 1950 so that East Jeffersonians, wherever they live, may continue to buy water at a bargain—and have fire protection as a bonus.

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

Seated, from left: Commissioners John W. Hodgson, Sr., President and General Manager; Charles J. Kieffer; Charles A. Boutall, Vice-President; Blaise Camel, and Paul D'Gerolamo, Purchasing Agent. Standing, from left: John C. Boutall, Attorney; Archie J. Miller, Office Manager; William C. Wolf, Outside Superintendent; Octave P. Garsaud, Secretary; Richard Eberhardt, Chemist; Otis D. Hargrove, Treasurer; Oscar P. Gaudet, Plant Superintendent, and William D. Young, Assistant General Manager.



# WATER FOR THE WEST BANK

THE 1954 REPORT OF JEFFERSON PARISH  
WATERWORKS DISTRICT NO. 2 AT MARRERO

By ED. E. FEITEL

President and General Manager

Originally constructed in 1931, with a capacity of 300,000 gallons per day, Waterworks District No. 2 was designed to serve the busy and growing Marrero-Harvey industrial area.

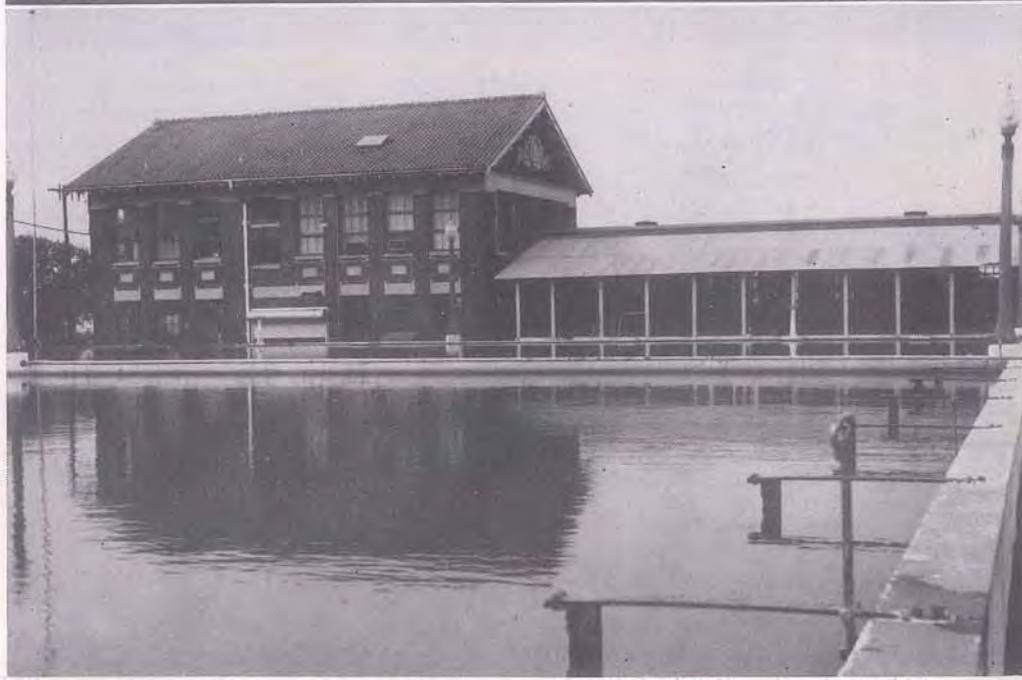
But progress is a parade — a fast moving parade in Jefferson — and it has been our job to try to keep ahead of

the drum major. As a result, we are planning to extend our service area to Bayou Barataria, a distance of 22 miles from the purification plant — providing water not only for our own booming section, but supplying also Jefferson Parish Waterworks District No. 3, which borders the southern boundary

In this busy and growing Harvey-Marrero industrial area are many plants such as the Stauffer Chemical Company operation portrayed here.



A close-up of the settling basin of Waterworks District No. 2 with the plant shown in the background.





In the foreground are hundreds of workers' homes served by Waterworks District No. 2. In the center of the picture is the huge Celotex Corporation. In the background, across the river, is New Orleans.



Here are two more of the District's famous factories—Penick and Ford, Ltd., with the Continental Can Company in the background.

of our district, and the newly incorporated water district comprising Crown Point, Barataria and Lafitte.

Although we had increased our capacity to 1,500,000 gallons a day in 1941, our first major enlargement was in 1945, right at the beginning of the tremendous post war industrial expansion of Jefferson's West Bank. We then raised our capacity to 5,000,000 gallons a day to serve the new factories coming in, the new homes following the factories, and the newly created Jefferson Waterworks District No. 3 mentioned in the previous paragraph.

In 1952 we spent \$50,000 to extend

our mains—at no cost to our consumers. Waterworks District No. 2 has a vast area of vacant land—for the location of future industries, future residential areas and future parish expansion, and we are planning to supply this vast expansion.

PLUS—in addition to pure water for all household and business purposes—the maintenance of constant minimum 60 lbs. per square inch water pressure for the fighting of fires wherever our mains reach.

Our water supply, of course, is taken from the muddy Mississippi and pumped to the purification plant, a dis-

tance of several thousand feet. Here the water is tested for its chemical characteristics, and from these tests we determine the kind and amount of chemicals to be added to produce pure water. After the chemical analysis a coagulate is added in the mixing basins, which enmesh the suspended particles in the form of floc, and the water flows from the mixing basins to the sediment basins where it is retained for a period of time to allow most of the floc formation to precipitate. It then flows to the rapid sand filters, where the remaining minute particles are removed through filtration.

The water then goes to a deep well reservoir where a disinfecting agent, chlorine, is added in small quantities which destroys all remaining bacteria not removed in previous steps of processing. Before it is pumped into the distribution system samples are taken and tested to insure the consumer that they receive water as pure as modern science can produce—a procedure which is double checked at regular intervals by representatives of the Louisiana State Board of Health.

Besides serving the thousands of home owners and merchants in our dis-

trict we supply water to such industries as The Celotex Corporation; Johns-Manville Products Corporation; General Chemical Division, Allied Chemical & Dye Corporation; The New Orleans Refinery of Petco Corporation; Douglas Public Service Corporation; The Texas Company; Continental Can Company; Southern Cotton Oil Company; Swift and Company; Commercial Solvents Corporation; Southern Shell Fish Company; the Avondale Marine Ways; Sherwood Refinery Company; etc.,—as well as numerous small concerns.

The highest water rate in our district is 15c per thousand gallons, with no additional service charge—and is, by far, the **LOWEST WATER RATE IN THE STATE OF LOUISIANA.** It is the policy of the Board, who are all prominent business men, to sell water at the minimum price possible; and they can boast that during these years of increase in our facilities, in spite of the constant rise in materials and production costs, they have maintained the same water rate.

And, we have only a one-half mill tax, the lowest of any public body, to retire an outstanding bond issue of \$300,000 issued in 1947.

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

Seated, from left: Commissioners Edward L. Fos; Jacob D. Giardina, Vice-President; Ed. E. Feitel, President and General Manager; Carlo Siragussa, and Anthony Peperone. Standing, from left: Nezem J. Lorio, Plant Superintendent, and Peter J. Russo, Secretary-Treasurer.





A crew of Jefferson Parish Waterworks District No. 3 installing a water meter with Superintendent O. A. Barnewold directing the operation.

## SERVING 32 SQUARE MILES

By MIRTILE DUGAS, President  
Jefferson Parish Waterworks District No. 3

Although we have been serving the 36 square mile area from Manhattan Street in Lower Harvey to the Westwego line and from Tenth Street to the 6th Ward line since June of 1949, this is the first opportunity we have had to make a report to the people of Jefferson Parish and the readers of the REVIEW.

Our district includes homes, truck farms and dairy farms—the land occupied by Hope Haven, Madonna Manor and St. Joseph's Deaf Mute Institute—and many industries (there are 76 industrial enterprises on Peters Road [east side of Harvey Canal] alone). This area can and does consume a lot of water and voiced its demands for

One of the beautiful homes in the service area of Waterworks District No. 3—that of Dr. Francis T. Gidman, Coroner of Jefferson Parish, and located on Barataria Boulevard.



regular service early in 1947.

In July of 1947 Waterworks District No. 3 of Jefferson Parish was organized, arrangements made to purchase bulk water from District No. 2 and plans made to construct the distribution system.

Twenty year ad valorem bonds in the amount of \$187,000 were voted and sold, bids were invited on construction, actual work began, and — two years later — in June 1949, we turned the water on for our first customer, a Mr.

Mayet on Avenue A, in Marrero, who received the distinction of the first meter because his wife was sick at the time and water was needed very badly in the household.

As of April 15, 1954, we are today serving 1777 customers, ranging from large industrial plants to small homes, with monthly water bills running from the minimum of \$1.20 to as high as \$1400.00.

We buy bulk water from District No. 2 at a flat bulk rate and, using the same



Part of the tremendous job of laying 8000 feet of 6 inch cast iron pipe along Peters Road on the East Side of Harvey Canal.

water to our customers in that 30 day period. From the standpoint of the requirements of our district at the present time, we are equipped to furnish an unlimited supply.

Throughout our district, for fire protection, strategically located are 40 regulation fireplugs with an additional 75 two-inch standby plugs supplementing them. We are able to furnish to the extreme end of our territory a water pressure of 50 pounds.

Under the operation of Mr. O. A. Barnewold, Superintendent, and Secretary-Treasurer of the Board of Commissioners, Waterworks District No. 3 is rounding its sixth year of service with an unbroken record of uninterrupted, efficient service.

month of April 1954 as an example, we furnished 11,587,000 gallons of pure

#### COMMISSIONERS, DEPARTMENT HEADS AND OFFICIALS OF JEFFERSON PARISH WATERWORKS DISTRICT NUMBER THREE

Left to right: Mirtile Dugas, President and Commissioner; Ivy Savoie, Vice-President and Commissioner; O. A. Barnewold, Secretary-Treasurer and Superintendent; Joseph Calzada, Jean Barbé and Joseph Percle, Commissioners.





# WATER FOR EXPANSION

By Abe H. Howell

President, Commissioner and Superintendent of Jefferson Parish  
Waterworks District No. 5

In May of this year Jefferson Parish Waterworks District No. 5 celebrated its first birthday, and it gives us great pleasure to make our first report to the parish and to the people we have just begun to serve.

Our District comprises all of the Fifth Ward and part of the Fourth Ward of Jefferson Parish extending from the Westwego city limits to the St. Charles Parish line and from the Mississippi River south to Lake Cataouatche beyond Highway 90 and includes the communities of Waggaman, South Kenner, Bridge City and Avondale.

With its eleven miles of river frontage and its thousands of acres of available, accessible land for home sites and factories this area, right after the war,

experienced a great surge of expansion — a part of Jefferson's post war march of progress.

And, early in 1951, its citizens realized that to serve and encourage this expansion a constant, adequate, reliable, water supply must be furnished. This was acutely demonstrated during the drought period and before the District No. 5 distribution system was completed, when its citizens were compelled to buy water, laboriously trucked in, at 50c per 52-gallon barrel.

The problem was presented to the Police Jury by Wilfred Berthelot, Jr., who has been a Police Jury member since 1944 and who, as a citizen born and raised in Waggaman, knew the need firsthand. With the full support



City water in the country! That's what the service of District No. 5 means to the many homes that have been built along the river road, of which this is just one beautiful example.



Bringing city water to the farmer! That's also what the service of District No. 5 means to river road farms like this one owned by Victor Delcamo at Wagganman.

Bringing city water to Industry! That, too, is what the service of District No. 5 means to the factories of which AVONCRAFT, this new porcelain enamel plant at Avondale, is a recent addition.



of Parish officials his resolution for the construction of a water distribution system was approved and passed.

An August 8, 1951 the first organizational meeting of Jefferson Parish Waterworks District No. 5 was held and its present officers elected. Abe H. Howell, who had been superintendent of the Sewage and Water Supply of Camp Plauche from its building to its final dismantling was elected, because of his technical and administrative experience, as President of the Board and Superintendent of the Waterworks.

In December 1951 a successful election was held to float \$174,000 in ad valorem bonds and \$250,000 in Revenue Bonds. After which bids on bonds and bids on contracts occupied several months.

In July of 1952 Hebert Bros. Engineers started construction and, exceeding expectations, it was possible to turn on water in May of 1953. And by October the office building was completed for occupancy.



Showing the 142 foot 100,000 gallon tower tank of District No. 5, with the 200,000 gallon ground reservoir tank just to the left. The building next to the reservoir tank is the pump house.

Water District No. 5 started out one year ago with 850 customers. It now serves a round thousand. Among the industries it serves are Avondale Marine Ways, Inc.; Avoncraft, Inc.; American Liberty Marketing; the railroad yards of Texas and Pacific, Missouri Pacific and Southern Pacific; the bulk terminal of the Standard Oil Company of New Jersey; the new American Cyanamid plant; and 9 Mile Point plant of Louisiana Power and Light Company. About one third of its 11 miles of river front is already occupied by heavy industry.

Besides its industries and homes, this area has truck and dairy farms, four grammar schools, numerous fishing and hunting grounds, the South Louisiana Skeet Club and the Crescent City Rifle Range.

The 142 foot Tower Tank of District No. 5 holds 100,000 gallons, with right

behind it a ground reservoir tank holding 200,000 gallons. It maintains a 63 pound pressure in its lines and can, by booster pumps, develop 80 pounds pressure to the St. Charles Parish Line.

It has a 30 year contract with the City of Westwego for a minimum of 6,000,000 gallons per month and a maximum of 37,500,000 gallons per month. Steadily the record shows that it has been distributing an average of 7,500,000 gallons per month.

In this area of District No. 5 Jefferson Parish will build many beautiful homes and many large industries in the years to come — and District No. 5 is proud to state that it will have the water and the distribution system to meet and greet that expansion, of which several new industries (including a paint and chemical plant) will be established within the year.

#### BOARD OF COMMISSIONERS AND OFFICIALS OF JEFFERSON PARISH WATERWORKS DISTRICT No. 5

Seated, left to right: Dan C. Slate, Vice President and Commissioner; Mrs. A. L. Gulledge, Commissioner; E. J. Ledet, Commissioner; Abe H. Howell, President, Commissioner and Superintendent; Mrs. Margarette S. Muller, Secretary-Treasurer; Wilfred Berthelot, Jr., Commissioner and Police Juror for Fifth Ward Jefferson Parish; William J. White, Attorney for the District.

Standing, left to right: M. F. Jackson, Consultant Engineer; Weaver R. Toledano, Past President Jefferson Parish Police Jury; Rene Harris, Resident Engineer and Fred S. Bowes, Attorney for the District.



(Continued from Page 191)

loans for sewerage installation in U.S. cities of less than 10,000 at the time of the last federal census. Westwego's population is now nearing 10,000 and it was a letter from Westwego City Hall to Senator Long that helped launch this program for aid in the U.S. Senate.

The cost of a sewerage system and disposal in Westwego would cost around \$1,300,000. It is vital but impossible without Federal Aid.

Westwego's Mayor and Board of Aldermen are leaving no stone unturned to secure every community advantage and improvement for the city at the least cost to the taxpayers.

Its advantages to industry is ably illustrated by its roster of enterprises, such as: Becker Machine Shop and Metal Works; Tibo Shipyard; Marcomb Marine Supply; Ed Martin Sea Food Company; Robinson Canning Company; Cutcher Canning Company; Westside

Commission Company; Paysee and Clary Seafood Corporation; West Bank Fisheries; U.S. Industrial Chemical Company; Commercial Solvent Corporation; Publicker Commercial Alcohol Company of Louisiana; North American Trading and Import Company; Sinclair Refining Company; Tidewater Associated Oil Company; General Gas Corporation; T.P.-M.P. Railroad Yards, Wharf and Ore Tipple; and the Steam Electric Plant of Louisiana Power and Light Company at Nine Mile Point which is served by Westwego's water supply. Among all of these industrial plants still stands the historic plantation home "Seven Oaks," a nostalgic reminder of the days not too far in the past when Westwego was a quiet agricultural and fishing community.

Westwego, with its civic spirit and its determination to walk out and meet the future with both plans and accomplishments in its hands is what is making it one of the most progressive communities in Jefferson Parish.

#### OFFICIALS OF THE CITY OF WESTWEGO

Seated, from left: Mrs. Adeline Martinez, Secretary and Tax Collector; Antoine Alario, Alderman; Willis Delhommer, Alderman; Roy C. Keller, Mayor; George Fonseca, Alderman; Clarence LaBauve, Mayor Pro-Tem and Alderman, and Sidney Richoux, Alderman.

Standing, from left: Jacob Gregory, City Marshal; Maurice J. Pitre, Office Manager; Burton Elliott, City Treasurer; Nestor L. Currault, Jr., City Attorney, and J. B. Falgout, Nolan Dufrene, Adam Barrios and Nick LeBlanc, Police Officers.



A  
\$36,000,000  
YARDSTICK

By  
*LeRoy L. Hall, Director*

DEPARTMENT OF REGULATORY INSPECTIONS OF  
JEFFERSON PARISH

Inconspicuously in the news, around the first of February 1954, appeared an item stating that, beginning the new year, the Department of Regulatory Inspections of the unincorporated area of Jefferson Parish, in its return for January, had led all reporting districts of the entire Lower Mississippi Valley in permits issued, with a total of \$3,934,671.

Not a bad record for the month topping off the first anniversary of its existence. But what is more impressive is the fact that these particular figures which led the entire Lower Mississippi Valley for the month of January were not the best Jefferson could do. The largest reporting month had been November, 1953, with a total of \$12,096,983—almost four times as big . . . and all within the first year of operation. Actually from January 1953 through January 1954 the Regulatory Board of the unincorporated area of Jefferson Parish had issued permits totaling over \$36,000,000.

Now figures don't mean much until we realize their significance. The Regulatory Board issues building, plumbing and electrical permits for new construction or remodeling only in the unincorporated area of Jefferson Parish—outside the corporate limit of the four cities, which issue their own permits. In January 1954 it had been functioning a year—so, in reality, these figures reflect the tremendous expansion that has been going on in the parish during the last year. The amount we mentioned is actually a \$36,000,000 Yardstick—accurately measuring Jefferson's sensational growth.

In fact, the Regulatory Board was the

direct result of the pressure of progress—created by an act of legislation to control the new construction that was mushrooming everywhere throughout the unincorporated sections of the parish . . . so that the new structures rising out of the ground would conform to standard property line observance (a minimum of 3 feet from each side and 15 feet minimum from the front) . . . and so that all buildings, for community protection, would be built safe, sanitary and in conformance to the underwriters' fire insurance standards.

Over twelve years before electrical and plumbing permits had been required throughout Jefferson Parish, but because the covering ordinance had failed to include Lafitte and Grand Isle its authority had been defeated in a test court case on the basis of discrimination. No other regulation had replaced it and during the Forties, when the parish began to expand in earnest, the danger of indiscriminate and uncontrolled construction became more and more acute.

The officials of our Parish, acutely aware of the great need for control of building, drafted proposed legislation and, at the 1952 session of the State Legislature, Representative James E. Beeson introduced and put through the law which became Act 520 of the 1952 Legislature.

The Police Jury immediately set up a committee with the writer as chairman, and six other Jurors, to draft the necessary ordinance to create a Department of Regulatory Inspections. Many, many meetings were held by the committee, together with some fifteen citizens who served in an advisory capacity in put-



### EXECUTIVES AND EMPLOYEES OF DEPARTMENT OF REGULATORY INSPECTIONS OF JEFFERSON PARISH

**SITTING:** Eloise Roloff, Secretary; Leona Heidemann, File Clerk; Ruth Larroux, File Clerk; Winnie Hall, Assistant Cashier; Clara Machin, Secretary; Venus Tucker, Secretary; T. Mercedes Adam, Clerk-in-charge, Grand Isle; Cora Riviere, Secretary.

**STANDING:** Gaston Lemoine, Drainage Inspector; Barnard Ragusa, Building Inspector; Thomas J. Gach, Building Inspector; Irvan Thomassie, Electrical Inspector; Francis Murphy, Jr., Chief Clerk and Cashier; Wilfred L. Bush, Chief Building Inspector; Sidney P. Pertuit, Assistant Director; LeRoy L. Hall, Director; George L. Ladnier, Chief Mechanical and Plumbing Inspector; Fred C. Jurgens, Chief Electrical Inspector; Leonard E. Fresh, Plumbing Inspector; Edward J. Craft, Plumbing Inspector; LeRoy J. Allain, Electrical Inspector; John T. Geysler, Permit Clerk; Lawrence I. Kiern, Mechanical Inspector; Eugene Robert, Electrical Inspector; Theodore C. Ainsworth, Electrical Inspector.

ting on paper the many phases and responsibilities of such a board. These citizens were from the various crafts, both as journeymen craftsmen and as designers and erectors of buildings, building materials supply dealers, businessmen and representatives of the Louisiana Fire Prevention Bureau and the State Fire Marshall's Office. At the regular meeting of the Jefferson Parish Policy Jury of December 8th, 1952, Ordinance No. 2225, creating a Department of Regulatory Inspections was created.

On January 2, 1953—with a plan of operation and regulations that have met with the enthusiastic approval and co-operation of Jefferson Parish property owners—the Department of Regulatory Inspections of Jefferson Parish established its office at 1627 Metairie Road. The Police Jury named the following men to head the department:

- LeRoy L. Hall, Director;
- Sidney P. Pertuit, Assistant Director;
- George L. Ladnier, Chief Plumbing Inspector;

Fred C. Jurgens, Chief Electrical Inspector;

Francis Murphy, Jr., Chief Clerk and Cashier.

Six months later, in July 1953, Wilfred L. Bush was named Chief Building Inspector.

To give you an idea of the pressing need for this service to the Parish, the Regulatory Board now employs a total of 25 people and has already set up two Branch Offices: one at Westwego, under Assistant Director Pertuit and the other at Grand Isle under Miss T. Mercedes Adam, Clerk in Charge. And, in a year's time it issued 3196 Building permits, 4508 Electrical permits, 3191 Plumbing and Gas permits and 95 Air Conditioning permits; in fact, each building required an average of ten visits by the inspectors before a permit was issued. Its first official act of business—its first permit issued—was to Central Fire Station No. 1 at Shrewsbury Road and Jefferson Highway.

It is interesting to break down, for instance, a typical month's operation and see what an excellent picture it

gives you of the growth of the Parish. Let's take January 1954—the record month we mentioned in the first paragraph. Of the 273 permits issued, 110 were to single residences—nearly half of the total. This shows that home owners are converging on the Parish. The permit of the greatest valuation was to the Foundation Hospital Nurses Home, a welcome addition to Jefferson; and 7 were public utility permits for water works units.

Yes, the Regulatory Inspections are not only the yardstick of Jefferson's progress, they are the safeguard of Jefferson's future in the suburban areas.

The inspectors help homeowners secure safe construction, prevent them from getting into future litigation over property line disputes, assist them in observing health and sanitary laws and forestall the constant threat of fire which faulty or improper wiring so often cause.

In large industries where constant building and remodeling is going on the Regulatory Board permits the licensing of their own electricians and plumbers

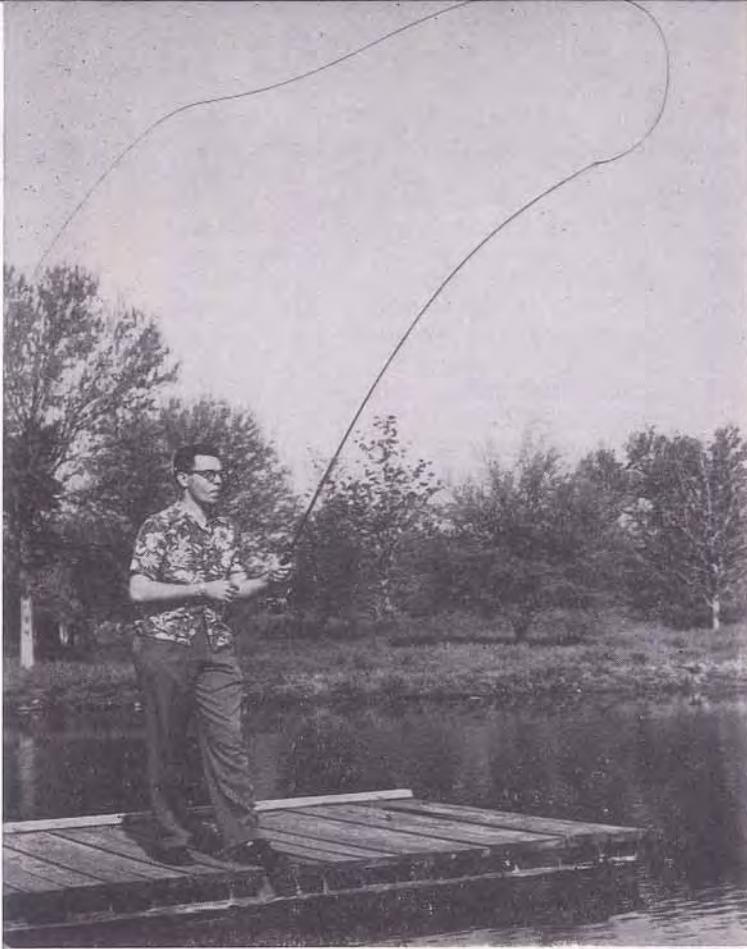
—thus necessitating only monthly visits of the Regulatory Board's inspectors.

The Police Jury has given the Department the task of straightening out the confusing house numbers and all new edifices are assigned the correct numbers as building permits are issued. The Post Office Department calls on this Department for any numbers which are in doubt, and they have expressed their appreciation of its taking over this job. Another activity of the Department is a complete survey of all roof downspouts, to be sure none of them are attached to the sanitary sewer systems, which is a violation of the State Sanitary Code, but could not until now be enforced.

Suburban Jefferson is growing fast: new homes, new garages, new gas stations, new stores, new institutions, new industries—plus repairs, remodeling and additions to present structures. And the Department of Regulatory Inspections serves the Parish by seeing that each new structure, large or small, fits in with the overall plan of a healthy, sanitary, safe and well ordered parish.

Sailboating on Lake Pontchartrain—with the shore line of Jefferson Parish in the background.





Nineteen-year-old Casper Rigamer, Metairie High Graduate '53, portrays opposite the technical skill that has won for him five separate and distinct championships in his chosen field of sport: 1. National Champion Skish Fly Accuracy; 2. National Champion Wet Fly Accuracy; 3. National Champion Accuracy Flies; 4. National Champion Skish Accuracy (embodies both bait and fly); 5. Holds First Place Position on All-American Fly Team. Not only for his magnificent achievements—but for his manliness and modesty—his fans in Jefferson are proud of him.

## JEFFERSON



Pretty, petite Caroline Santangelo, in this picture for the REVIEW, presents the pulchritude and posture that won for her the title "JUNIOR MISS NEW ORLEANS" at Pontchartrain Beach on August 7, 1953 . . . weight 118, height 5' 4 $\frac{1}{2}$ ", waist 24", bust 34", hips 35" . . . and was fifteen years old at the time. She is now a sophomore at Kenner High, lives at Little Farms just east of the City of Kenner, and typifies the hundreds of intelligent, sport loving, fun loving young ladies of Jefferson Parish who are preparing themselves for their future roles of wives, mothers and home makers.

Presenting 23-year-old Miss Rosemary Rotolo of Gretna who was adjudged Southern Regional Winner of the 1953 Metropolitan Auditions of the Air, announced in New York by Wm. L. Marshall, producer and director of these auditions conducted by the American Broadcasting Company. The Southern Regional auditions encompassed 14 states and were conducted over a period of 5 months by The New Orleans Opera Guild, Inc. Over 75 voices were heard and 20 were selected for the finals from which Miss Rotolo was chosen as winner to compete nationally on a coast-to-coast broadcast. She is a teacher at the New Orleans Conservatory of Music and Dramatic Art, a member of the New Orleans Opera Company and is soloist for several of the New Orleans' church choirs. Jefferson Parish salutes one of its busiest and most talented young ladies!



## CHAMPIONS

Introducing Lt. Edward R. Schowalter, Jr., of Jefferson Parish—born and raised in Metairie and a graduate of Metairie High in 1945—who is Louisiana's only Korean War Congressional Medal of Honor Winner. Lt. Schowalter graduated from Virginia Military Institute in 1951, entered the regular army immediately and was assigned overseas duty in 1952. On Oct. 14, 1952, his company, of which he was commander, was committed to attack and occupy a key objective. He personally led his men into the trenches in a hand to hand grenade assault, and although three times wounded refused to relinquish command until the position was secured.





Meet two Jefferson Parish 4-H Club Champions! Juli Ann Gullledge, age 16, of Bridge City, member of the Westwego Senior 4-H Club, on the basis of her continuing outstanding club work has been selected to attend District Camps, the State 4-H Junior Leadership Camp and in 1953 was selected to receive a trip to Kansas City.



Raymond Gomez, age 14 of Harahan, a member of the Kenner Senior 4-H Club for three years, won 6 ribbons on his rabbits in 1953 . . . and won "an all expenses paid" trip to the American Royal Livestock Show in Kansas City for his outstanding 4-H Club work during the year.

## **JEFFERSON**



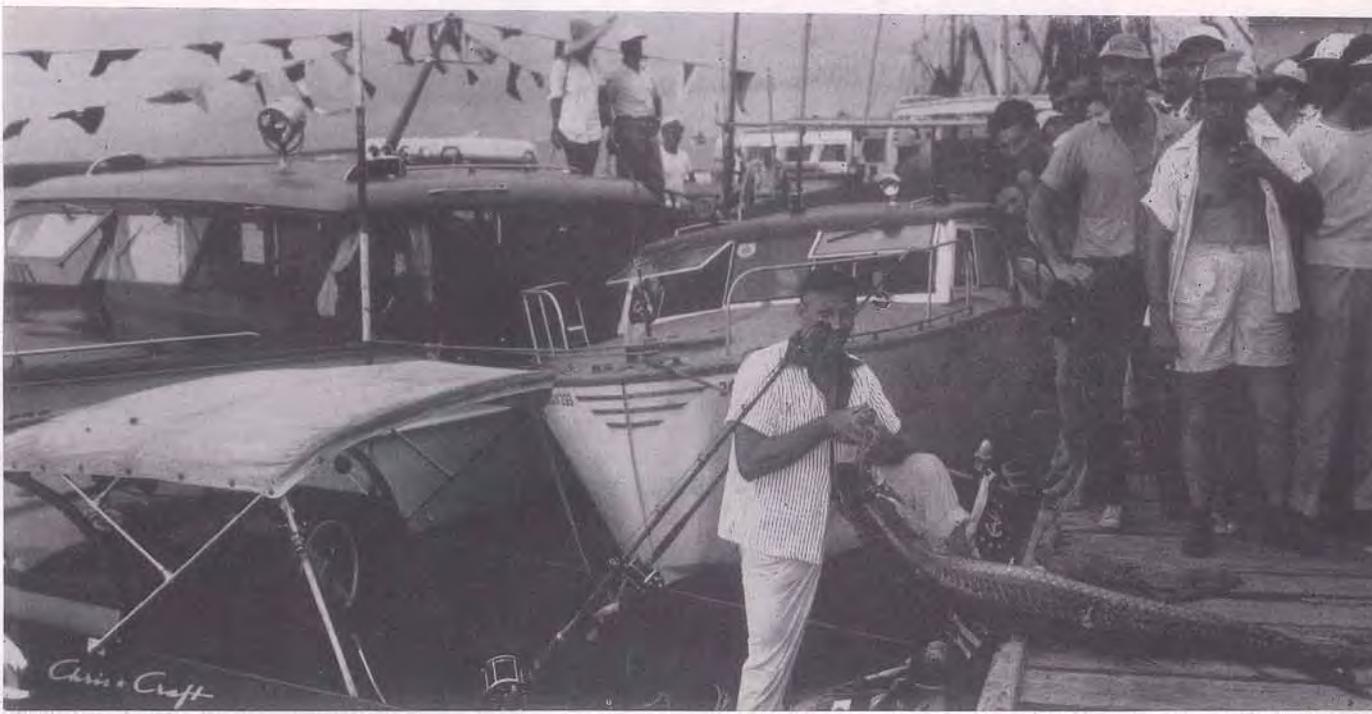
This is Captain John L. Lauricella of Jefferson Parish and his great 96-pound Sailfish, caught in the Gulf of Mexico off Grand Isle late in October, 1953—winner of top honors in the sailfish division of the annual contest conducted by Field and Stream Magazine. In addition it was classed as the heaviest Sailfish caught in United States waters. Congratulations to this splendid sportsman and champion in the landing of one of nature's hardest fighting game fish.



Persistent Pirogue Champion Paul Ybarzabal of Westwego! He has competed 6 times up to 1954. Came in third the first time and won the second year. Came in second the third year—and then won first prize three years in a row—1950, 1951 and 1953. Probably would have won in 1952, but there was no race. That pirogue he handles so gracefully is 22 feet 3 inches long and only 15½" wide at the widest point, where he sits. It weighs 42 pounds, is made of redwood planks and Paul helped design and build it. An official in last year's race 1953 told him he was at one time stroking 58 to 61 times a minute. Last minute flash! HE WON AGAIN THIS YEAR!

## ***CHAMPIONS***

This 94¾ lb. Silver King won first prize in the 1953 Jefferson Parish Grand Isle Tarpon Rodeo. And it was pulled in, after one hour and five minutes of fight, near Caminada Pass by E. Milton Egle in his 22-foot Cris Craft "Little Eagle" all shown in the picture. After twelve years of competing in the Grand Isle Rodeo Milton finally hit the jackpot, although in his fishing career he has landed fourteen tarpon, six of them in 1953. In fact in the Rodeo he caught a second tarpon on the third day—but that was only fifty pounds and didn't place.



# **MAGNOLIA PARK INC. HARNESS RACING**

Licensed and Supervised by The Louisiana State Racing Commission

**1954 SEASON OPENS**

**September 23**

**For 45 Nights**



**8 RACES NIGHTLY**

**Clubhouse, Bar, Grandstand, Dining Room**

**Facilities For 20,000**

**In Jefferson Parish...on Frank J. Clancy Blvd. between  
Airline Highway and New Veterans' Memorial Highway**

## HARNESS RACING COMES TO JEFFERSON PARISH

By ALAN B. CITRON

The new, 427-acre Magnolia Park, with its five-eighths-mile oval, brings the color, the glamour and the thrill of pari-mutuel sulky racing to the state of Louisiana for the first time.

In its modern, multi-million-dollar racing plant, Magnolia Park will present eight races nightly under its giant floodlights, throughout the 45-night Fall Season's meeting of the nation's top pacing and trotting horses.

There will be parking space for 5000 cars. The Clubhouse will seat 1000, with an additional ramp capacity of 1000 and dining area for 600. The Grandstand will seat 2500 with a ramp able to accommodate more than 10,000 and boxes for an additional 500. Bleachers will seat 750, with bleacher ramps holding 1000 more. The barns will accommodate 600 horses, with the paddock holding 32.



FELIX BONURA  
New Orleans  
President  
Magnolia Park, Inc.

Betting, on the nationally recognized pari-mutuel system, is licensed by and under the direct supervision of the Louisiana State Racing Commission.

Forward thinking Jefferson Parish citizens see in the new raceway another great commercial and financial advancement for the parish. These leaders point to the thousands of visitors and millions of dollars which will annually pour into Jefferson through the gates of Magnolia Park . . . the tremendous taxes to be received by the parish . . . the increased property values in the area . . . and the mushrooming housing projects and shopping centers in its vicinity.

The beautifully landscaped raceway, located on the new Veterans Memorial Highway, is just one and a half miles from the Airline Highway and only eight miles from New Orleans. A \$100,000 four-lane road, leading from the Airline Highway to the track, has been dedicated to the parish by Magnolia Park. Built this last winter by the race-

way, this road crosses canals on steel bridges and forms an important link with the Veterans' Memorial Highway.

Magnolia Park will employ more than 300 Jefferson Parish citizens in its operation and will pay an estimated \$200,000 in annual taxes to the parish.

All the Magnolia Park property has been drained and graded, with the actual 227-acre track system completely landscaped. The additional 200 acres may be developed as homesites. Among its installations are a \$155,000 General Electric lighting system, totalisator, judge's stand, photo finish booth, announcer's booth, administration offices, Louisiana State Racing Commission offices, a track kitchen for horsemen, a sewage system, fire-fighting apparatus, ticket booths, concession booths and a pari-mutuel plant.

Magnolia Park has received approval and been accepted for membership in the United States Trotting Association, and all race meetings are to be conducted subject to the rigid rules and regulations of the association, the recognized international governing body of the sport.

Since the day in 1939 when the "county fair" thrill of harness racing became "big time"—when, in New York, it emerged as a crowd-pleasing, night time sport—the attendance at meets and the enthusiasm for the gaited horses have spiralled to amazing heights. It has won devotees by the millions.

The "Standardbred" line of trotting and pacing horses, as distinguished from the "Thoroughbred" saddle racers, has developed into an aristocracy of its own, at least equalling and often defeating the saddle horses in speed. The "Standardbreds" offer, many believe, a far more colorful and thrilling display.

Trotters race with a diagonal gait, front left and rear right, then front right and rear left touching the ground together. Pacers run with a peculiar side-wheeling motion, both left hooves then both right hooves touching the ground in unison.

Average drivers are older, more experienced men than saddle jockeys and handle their horses from small, wire-wheeled sulkies, close behind the racing animals.

In the "county fair" harness meets, winners are generally selected after a number of "heats" but at Magnolia Park, and other similar harness racing plants, each race is complete—adding much to the excitement of the sport.

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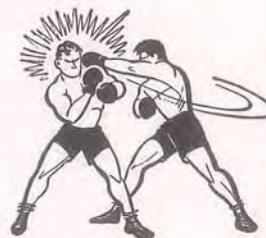
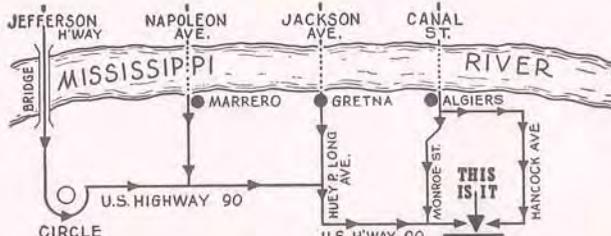
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*"If It's Sporting Goods, We Have It or We Will Get It For You"*

# DRAMATIC PAGES

from the

## Plaquemines Story

OIL



Agriculture  
and  
Cattle  
Raising



FISHING  
AND  
TRAPPING



GAS



Government



Industry



REVENUE  
Ploughed back  
for the people



SULPHUR

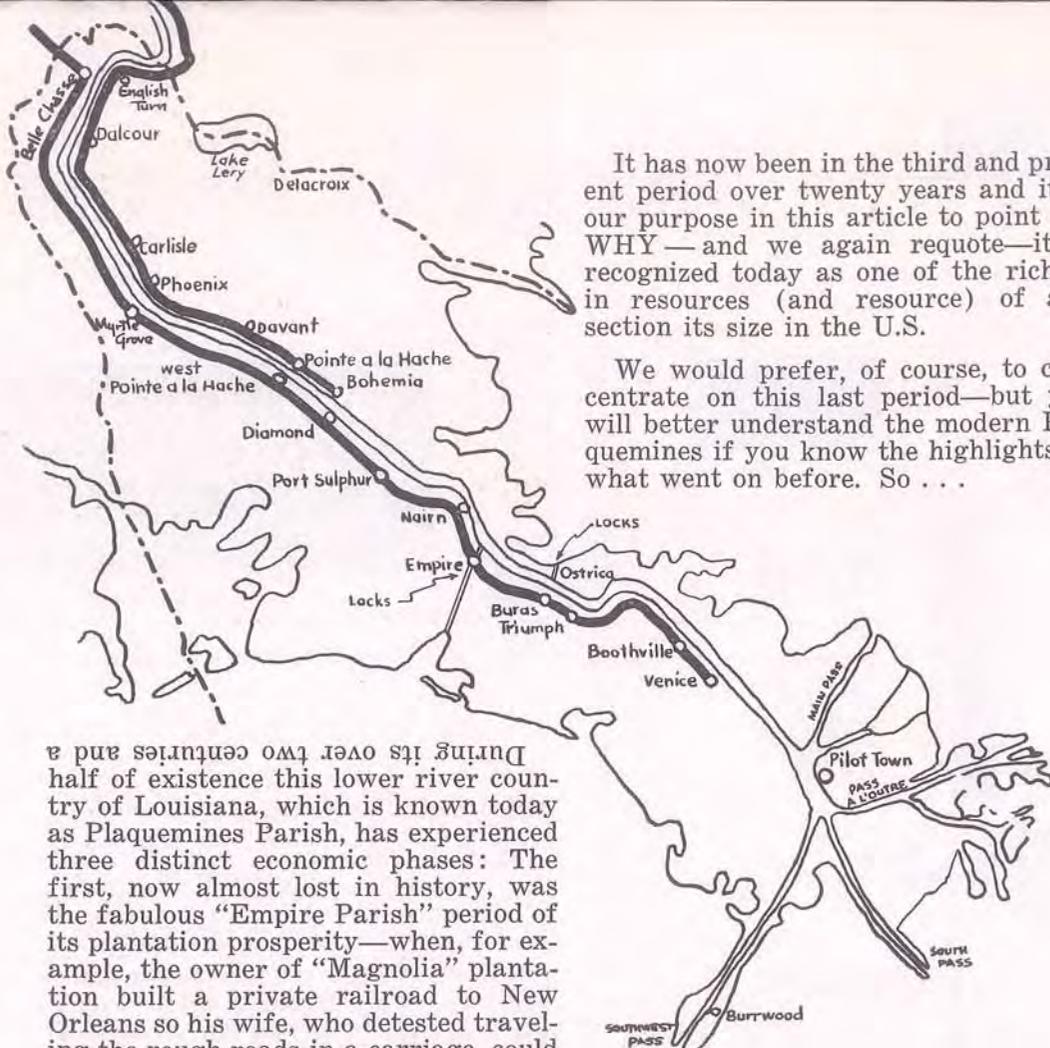


Below the world port of New Orleans the Mississippi River flows through a hundred mile long peninsula of its own silt. This last lap through Louisiana, this slender strip of semi-liquid land that slopes back from high ground on both banks into brackish marshes and finally blends with a broad belt of green waters off-shore to the blue waters of the Gulf of Mexico, is known as the Parish of Plaquemines.

In, on, under and around its 644,480 acres Plaquemines produces approximately 15% of the total oil output of the state of Louisiana; mines 1½ million long tons a year of the nation's vital sulphur; furnishes one-fourth of the state's fur pelts which total more than all of Canada and Alaska combined; contributes to the national larder over 200,000 barrels of delicious oysters every year and sends more than 350 trawlers owned and operated by Plaquemines fishermen to ply the Gulf and the inner bays for millions of pounds of succulent shrimp annually. These, of course, are only its top bracket assets, for this Parish of Plaquemines is recognized today as the richest in resources of any area its size in the United States.

And yet, less than thirty years ago, Plaquemines was one of the poorest of the 64 parishes of Louisiana.

What happened? Well . . . that is our story.



It has now been in the third and present period over twenty years and it is our purpose in this article to point out WHY—and we again requote—it is recognized today as one of the richest in resources (and resource) of any section its size in the U.S.

We would prefer, of course, to concentrate on this last period—but you will better understand the modern Plaquemines if you know the highlights of what went on before. So . . .

During its over two centuries and a half of existence this lower river country of Louisiana, which is known today as Plaquemines Parish, has experienced three distinct economic phases: The first, now almost lost in history, was the fabulous "Empire Parish" period of its plantation prosperity—when, for example, the owner of "Magnolia" plantation built a private railroad to New Orleans so his wife, who detested traveling the rough roads in a carriage, could ride to town in comfort. The next and middle period, nearly a century long and still remembered by many of its people, was that one just referred to when Plaquemines suffered the ignominy of being rated one of the poorest parishes in the state.

Recently erected in Plaquemines Parish this plaque marks the site of the first white settlement in present day Louisiana. The remains of the old fort were discovered by the late Senator Joseph Gravelot on Bon Conseil plantation near Phoenix.

Actually, this parish is where the story of the whole Mississippi Valley began—that great heartland of the United States which today contains half our population and encompasses half our productive wealth. For it was deep in Plaquemines that the explorer LaSalle discovered the mouth of the Mississippi in 1682 and stoutly planted the banner of France, proclaiming for his King and country complete and perpetual sovereignty over all the land drained by this mighty river and its tributaries.

However, with England and France fighting bitterly for supremacy in Europe and Canada it was seventeen years later before the French Admiral d'Iberville was dispatched with what in modern military parlance would be called occupational troops. And they just barely managed to beat the British to the greatest colonial prize in America.

In fact, a small detachment of these on an exploratory mission under Bienville, far from their base on Ship Island off the Gulf Coast and traveling downstream in an Indian pirogue, met an



English man-o-war ascending the river on a similar mission. What followed has gone down in history as one of the world's most colossal and successful bluffs.

By sheer effrontery and doubletalk Bienville managed to convince the English captain that the French were solidly established on the river—that his impy party was merely a unit of an imposing and very trigger-happy French fleet around the curve upstream. One shot from one cannon could have blown Bienville's total force out of the water and France's dream of colonial empire into oblivion. But the bluff worked. The English officer lost his nerve and England lost a continent. And that bend in the river in Plaquemines Parish where the warship turned tail is still known and identified on the map as English Turn.

Not too certain that the English would not return for a second sneak look d'Iberville immediately detached a force from his pathetically small main body to build and man a fort on the river to protect the French priority which Bienville's bluff had so brazenly created. This was on the site which the little Plaquemines community of Phoenix occupies today—also establishing in this parish the first white settlement in what is now the state of Louisiana.

Soon after New Orleans was founded about twenty years later the Jesuit Fathers, on their plantation at what is today known as Jesuits Bend, undoubtedly founded the first non-military community life in Plaquemines Parish. Here the good fathers brought citrus fruits from overseas—planted, pruned and experimented with them on their church land—and laid the foundation for the future famous Plaquemines oranges. The very name of the parish itself (“Plaquemines” from the Indian word for “Persimmons”) indicates the Indians' early excitement over these strange, new, tangy fruits. Later, on a narrow belt of land only a few miles long, Plaquemines growers were to produce—not the most oranges—but the sweetest and juiciest in the nation. And, although the Plaquemines orange industry has been practically wiped out twice by severe storms, the country always patiently awaits the recovery of the groves and the return of the delicious Plaquemines navels, tangerines and Louisiana Sweets.

Today's hardy shrimp and oyster



Orange grower Herman Schoenberger of Buras is shown inspecting a branch of one of the Satsuma trees, heavy with fruit, in his Fort Jackson Grove in Plaquemines. Some of the trees will bear 5 to 6 bushels of fruit a season and in the grove are five varieties of oranges: Navels, Valencias, Satsumas, Tangerines and the famous Louisiana Sweets.

fishermen and fur trappers also remind us that the first white men to penetrate the water wilderness of this lower river country were many of the original French “couers de bois” who came from Canada with d'Iberville and fell in love with this fishing and hunting paradise of Plaquemines . . . and stayed to found its two century old fishing industry.

After these “firsts” succeeding events moved slowly in those early colonial times. Plaquemines was too inaccessible

These boys have just returned from Southwest Pass where they trawled these succulent shrimp from 4 to 6 fathoms. This boat, the Miss Carol, captained by Norman Ronquille and carrying a crew of two, works out of the Empire Canal and can carry 100 barrels of headless shrimp at \$60 to \$75 a barrel.





Belle Chasse 6 man football team in an after school practice scrimmage. The two men in shorts are Coach Ed Duver, teacher of Social Studies, and Assistant Coach Roy A. Cleveland, teacher of Mathematics and Science. To the right is the varsity's center, John Dillon, with All-American determination in his face.

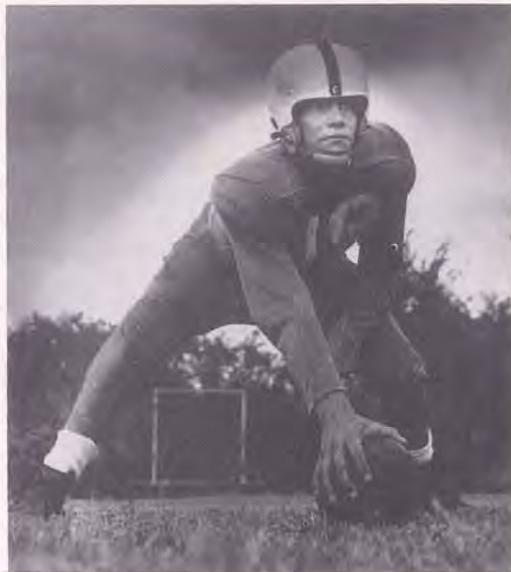
to settle rapidly. Even today the roads stop about two thirds into the depth of the parish with all communications beyond confined to boats. And so, it was approximately a century after New Orleans was built on the banks of the Mississippi above it, that this lush and lovely land entered its first fabulous era of prosperity when it was known as the Empire Parish.

This began when sugar was successfully crystallized in the last years of the eighteenth century, and a new industry leaped into life in Louisiana. Plantation owners who had been going broke with their indigo crops now amassed quick fortunes raising sugar cane. And further and further into Plaquemines down both sides of the river extended the cane fields of sweet prosperity.

Coincidentally, in this same era, Plaquemines lowlands encouraged the low cost raising and highly profitable harvesting of enormous rice crops.



In Plaquemines Parish truck farming is an important industry. This picture, showing an irrigation ditch through a cauliflower field and used last summer during the long dry spell, was taken on a Ranatze farm. The four Ranatze brothers came to Plaquemines about 20 years ago, now occupy adjoining farms and among them have over 500 acres in cultivation—raising cauliflower, cabbages, pumpkins, egg plant, beans, mustard, etc.



This period of prosperity lasted a good half century. In fact, the people of Plaquemines were certain that their future lay secure and safe in the lush crops of their flourishing plantations.

But the same sugar and rice that created plantation prosperity was also creating a metropolis above out of the marketing and shipping city of New Orleans. Progress clenched its fist and pounded out its demands. River bank property was becoming too valuable and too many expensive buildings were being built at river's edge. Therefore, the levees must be constructed higher farther and farther below the city to protect these investments.

Naturally, higher levees made the building of sluices for the rice fields more and more expensive. Steadily and surely the Plaquemines rice planters felt the pinch and were compelled to move their growing areas farther and farther downstream. Until finally they resorted to planting in the very silt of the river's mouth. If the season's flood waters were too severe they lost everything. If no raging waters obliterated their crops they, of course, made great profits. But the practice—known as the "Providence Crops"—was too hazardous to continue a stable industry.

And eventually, also, the economic centralization of the sugar mills slowly eliminated the prestige and profits of the individual plantations. That fabulous phase of Plaquemines slowly died and with it the "Empire Parish" period.

The War Between the States dealt it, along with the entire South, another severe economic blow. The Reconstruc-



Aerial view of Freeport's new Garden Island Bay plant near the mouth of the Mississippi River.

Aerial view of producing operations at The California Company's Romero Pass Field, located in Plaquemines Parish. It is the largest producing field of the California Company in Plaquemines.



tion Days were little better. And around the turn of the century and for over thirty years later Plaquemines fell helplessly into that period to which we referred in the beginning of this article—when it was one of the poorest parishes in the state. Its fishing industry, its orange groves, its truck gardens that supplied New Orleans and the fortitude of its people were Plaquemines' only claim to fame.

And then, one day in 1930 the headlines screamed that OIL had been struck at Lake Washington, or Grand Ecaille, in Plaquemines Parish. Hardly had the parish recovered from this amazing reprieve from poverty when the headlines again—in 1933—made another sensational announcement. After spending several millions of dollars and several years in quiet and patient experimentation the Freeport Sulphur Company had begun to successfully mine SULPHUR in the very heart of Plaquemines.

Without these two basic elements—OIL and SULPHUR—our modern civilization could not function for a day. Everything that moves on wheels re-

quires oil. There has never yet been discovered any substitute for lubrication. And sulphur! Plants, animals and humans cannot live without it. And in some form or other it is necessary in the composition or manufacture of practically everything we use. Now you begin to get the idea why Plaquemines is considered one of the richest areas in the nation in its resources. These two, alone, without any of the other industries would support the claim.

Today, only twenty-four years after the first spurt of oil in Plaquemines, there are 24 fields dotting its lower end and from them come a total daily allowable of 129,714 barrels.

Allied with the oil fields, another new industry has been developed the last couple of years in Plaquemines—the natural gas that was formerly being burned as waste. Already one 16-inch pipeline is bringing this fuel from four Plaquemines fields to New Orleans' industries, including the big Kaiser Aluminum Plant—and another pipeline from several other Plaquemines fields is under construction.

So insistent is the nation's clamor



Hovering mosquito-like over the marshes of Plaquemines Parish, Shell Oil Company seismic crews prepare new seismic studies. The helicopter has been of vital importance in speeding the development of the Parish's natural resources.

for more and more sulphur that Freeport, in spite of its million long tons a year production in Plaquemines, embarked in 1953 on a \$25,000,000 new construction program involving the sinking of four new mines to provide an additional 750,000 long tons production. This expansion plan included the world's first floating mine—a complete mining operation on a barge that can be towed out into deep water, sunk where the mineral is found, pull it up from the depths and transport it in huge “thermos jugs” to land and to market.

Since those early Thirties Plaquemines Parish—spearheaded by these two vital and valuable products—has surged steadily forward. Its agriculture, its cattle raising, its fishing and trapping and its industries—all have responded to the incentive of parish-wide prosperity.

But the big story—the real story—is how the people of Plaquemines themselves handled their sudden good fortune. Realizing that parish prosperity also carried its problems and its responsibilities they, in effect, calmly sat down under able leadership and worked out a long range plan that would control the disbursement of their growing revenues . . . a plan that would place in TOP PRIORITY the people of the parish themselves . . . a plan that would secure the public improvements they needed so badly after years of privation: schools, drainage, roads, navigation canals and fire protection and waterworks. With a previous parish revenue that many years was as low as \$24,000 they had never before been able to finance other than a bare community existence.

The spark plug of the plan was Leander H. Perez, their District Attorney, who knew the problems of every pinpoint in the parish. It was he who had introduced in the Louisiana Legislature a constitutional amendment and enabling Acts permitting a parish to assume the outstanding bonded indebtedness of various local taxing bodies and to consolidate them to reduce the overall tax burden. Under the authority of this legislation the people of Plaquemines Parish, with his legal guidance, at once proceeded to assume and convert the many outstanding bond issues supported by multiple taxes and consolidated them into one Parish bonded indebtedness supported by a very small millage tax.

In this manner alone, the outstanding bonded indebtedness of School Districts, Levee Districts, Drainage Districts and Road Districts were reduced from as much as 25 mills to 3 mills.

These bond assumptions enabled the Plaquemines Parish Police Jury to consolidate the Parish resources and revenues which formerly supported the various bond issues and, likewise, reduced the overhead of some unnecessary Boards.

By this drastic reduction of several unnecessary overheads, and by the Police Jury control of the expenditures of revenues from parish resources, the Parish developed a financial set up un-

This is Father Bede (Clancy) of the Order of Franciscans Minor, visiting several of his flock, a Plaquemines truck farming family. After serving as a missionary to Central China, near the Yangtze River, he was sent about 3 years ago to work with the Colored Mission on the West Bank of Plaquemines, comprising about 125 families. To reach them regularly Father Bede travels about 25,000 parish miles a year by car, plus countless miles by water as far down as Pilot Town in a 125 foot cabin cruiser loaned to him by Mr. Vacarro of Magnolia Plantation.



equaled in any other governmental administration. This enabled the Parish to plan—so that first things would always come first in building a better and bigger parish—and so that the parish would operate more economically.

Did it succeed? Well, we'll leave that to you. Since the Thirties, when the program was introduced, Plaquemines has reduced its tax rate from 37½ mills to 15¾ mills—a drastic cut of 60% — GIVING THE PEOPLE OF PLAQUEMINES TODAY THE LOWEST TAX RATE IN THE STATE.

Remember that Top Priority Plank in the Platform? Well, here are a few of the public improvements the modern Plaquemines Parish has given its people—in addition to minimum taxation.

There are only a little over 15,000 people in the entire parish yet Plaquemines has recently spent over \$10,000,000 on its new Consolidated Schools including the three finest Negro Consolidated Schools in the state of Louisiana. All of these schools have been built to anticipate Plaquemines population increase for several years ahead. Yes, first priority in Modern Plaquemines is the education of its future citizens, both white and colored. In addition to the buildings to house them, the free lunches to feed them, the playgrounds, gymnasiums and auditoriums to keep them healthy and happy, Plaquemines presents each year around 40 to 50 Scholarships to its high school graduates. These scholarships grant them \$200 toward their entire college studies. In addition, an equivalent number of \$100 scholarships are awarded each year to advanced students and school teachers for summer classes.

And next in priority was the never ending, eternal parish-wide problem of drainage. Almost entirely surrounded by water, with the river and the marshes always on two sides, the Plaquemines farmers could never individually or collectively accomplish what the Police Jury has performed as a parish wide service. With an intricate and expensive (and exceedingly efficient) system of interceptive ditches and drainage canals 25,000 valuable acres of Plaquemines rich loam have been drained, sometimes a mile deep. The drainage districts were financed by parish funds. Their maintenance costs the farmer only a dollar an acre a year.

In Plaquemines, in spite of the size of the oil and sulphur operations, the shrimp and oyster industry is still an important part of the life of the parish.



This picture symbolizes the several thousand school children of Plaquemines—alert youngsters who will be tomorrow's citizens and upon whose education the parish has recently spent over ten million dollars in buildings, equipment, excellent teachers and books. This is a scene in the library of Woodlawn School. Miss Fay LaFrance, the teacher, is pointing out to Linda LaFrance and Dale Fox (both 6th graders) supplementary reading in the library's wonderful store of books that will help them in their class assignments.

Superintendent Ralph T. Brown, of the LSU Experimental Station located in Plaquemines, exhibits an interesting experiment that solved a frustrating problem of the farmers. The patch was infected with Fusarium Yellows (a troublesome soil borne disease) and ten varieties of cabbages in separate rows were planted. As the field picture shows some survived, most didn't. Eight varieties failed but the "Wisconsin All Season" and the "Medium Copenhagen" (a head of which Brown is bending over) grew and flourished . . . valuable information to every Plaquemines grower of cabbages. Brown has headed the station since its inception 4 years ago when Plaquemines donated 110 acres of ground for the study of citrus and farming problems of the parish.





This picture better than paragraphs of copy shows an end result of the parish drainage program. After taking two years to drain, this field—part of a back pasture 140-acre tract on Idlewild Ranch—was cut down and cleared. Notice the windrows of underbrush ready for burning. The next step will be to plant this tract with Fesque grass which likes damp soil and then it will be ready for the pasturing of beef cattle. Judge Perez is shown directing clearing operations up to the cypress trees in the background.

It was its first industry. It will always be close to the hearts of its people. And so, over the recent years, the parish has constructed and cleared navigation canals—has built strategically placed free boat ways which boat owners may use, paying only for the cost of their boat repairs—and by 1953 had completed the modern new Empire Locks on the West side of the Mississippi and the Ostrica Locks on the East side, which save all types of boats the 100 mile long and hazardous trip around the mouth of the river.

Back in 1936 District Attorney Perez and other parish officials secured legislation to have the State take over the then existing wooden “toll” locks (it cost a boat owner 10c a foot) and operate them “free.” The rickety Empire locks lasted until 1944 when they were condemned. The new steel and concrete free Empire locks (to the building of which Plaquemines Parish contributed \$100,000) were completed in 1950. The old Ostrica Locks had been destroyed by the 1947 hurricane and the East side had remained without service until the new free steel locks were finished last year (1953) with the parish and the parish oil interests investing a total of \$300,000 toward their construction.

This now completed twin improvement will greatly develop both the Plaquemines hereditary seafood industry (for shrimp sometimes leave one side of the river for the other without warning and boats don't have the time to

chase them 100 miles) and its new upcoming oil industry (for oil companies save 15 to 20 cents a barrel by using the locks). So popular is this “Panama Canal” of Plaquemines with boat operators and fishermen from all the Louisiana Coast parishes, that only 15% of the boats which use it are from Plaquemines Parish.

A couple of years ago a new deep water canal was built for the fishermen from Empire, saving 45 miles every round trip to the Gulf. This short cut attracted two menhaden plants which are now permanent industries of Plaquemines, creating oil for soap manufacture, vitamins, and livestock food and fertilizer from the local cousin of the sardine.

And for the people of Plaquemines (and its visitors) who wish to cross the Mississippi by car or on foot in the middle of the parish, there is the famous free Ferry, parish built and parish maintained, that makes the trip every half hour.

In spite of the fact that Plaquemines' two flanking river highways end deep in the parish—beyond which is the 66,000 acres of the State owned Pass a l'Outre Hunting Ground (a hunter's paradise) and the adjoining 45,000 acres of the Delta Migratory Waterfowl Refuge (where a man had better not get caught hunting) and the mighty mouth of the Mississippi—and in spite of practically no cross country highways, Plaquemines Parish is the only

In the new Buras Water District Plant at Empire, Superintendent George Christian (in cap) and G. Johnson, operator, are testing the river water for the presence of salt, which usually is found in varying degrees from September to February. This plant started operation in July 1953 ahead of schedule because of the need for water caused by last year's drought.





This young fellow consented to pose for us at District Attorney Perez' "Idlewild Ranch" which was started in 1948 and has since developed a herd of about a hundred Brahman cows and calves. This calf, called the "Gutless Wonder," was bred 11 parts Charolaise and 5 parts Brahman, a wonderful beef cattle combination.

parish in Louisiana to match the state dollar for dollar in the building of nearly 50 miles of paved roads. The most recent is the new paved road from Buras to Venice.

Water, water everywhere—and yet available H<sub>2</sub>O for drinking, for household use and for fire fighting is another paradoxical problem in this almost liquid parish. The most recent improvement in this category, which went into operation last July, is the big Buras Water District Plant at Empire—with two reservoirs holding a total capacity of 40 million gallons, adequate for a six month supply. Parish built and operated. The people will pay only for the water they use.

Most of these improvements for the people have taken place since the end of World War II, because the modern Plaquemines was just getting under way when Pearl Harbor delayed every plan of person or parish for a good five years. But the effects of Plaquemines gigantic Post War Construction Program are now being enjoyed by every child and adult and every Plaquemines community.

Today, the farmers in Plaquemines—with more and more of their land made available by drainage—are going into the raising of sturdy beef cattle from pure bred bulls. The LSU Experimental Station, established in Plaquemines to study and solve the horticultural problems of its farmers, and County Agent Murphy W. McEachern, are available to them for advice and help. And every year in Spring the Plaquemines enthu-



It's feeding time on "Idlewild Ranch" owned by Leander H. Perez in Plaquemines Parish where the upbreeding of beef cattle is a major project.

One of the Charolaise Bulls on the Judge Perez "Idlewild Ranch" kept for upbreeding the growing herd of fine beef cattle developed on the ranch.



siastic growers and breeders get together on Plaquemines Parish Extension Field Day to exchange ideas, discuss new methods and compete for prizes.

The farmers' wives, under the guidance of Mrs. Celia Hissong, Home Demonstration Agent, are learning new and better ways to feed their families and run their homes. And in this parish where the school enrollment is less than 3500, both colored and white, there are nine active 4H Clubs with over 650 members — which means that tomorrow's farmers will be well trained.

The modern Plaquemines with its low tax rate, its unlimited water supply, its available natural gas, its wide awake attitude and its proximity to New Orleans can very easily, if it wishes, become an Industrial Plaquemines. Already several manufacturing plants, attracted by its advantages, have located near the upper parish line.

The Niagara Chemical Division of the Food Machinery and Chemical Corporation is producing plant sprays and dusts, insecticides and soil food from Plaquemines sulphur. The Oronite Chemical Company is manufacturing



Plaquemines famous Free Ferry at Point a la Hache, which saves passengers a hundred miles every time they use it, is a marvel of mechanical neatness and cleanliness. To give you an idea take a peek at the spic and span engine room and meet Engineer Richard Buras, who has been with the Free Ferry since it started 13 years ago.

about three million gallons of lubricating oil additives per year. The \$1,500,000 plant of The Red Star Yeast and Products Company is producing one of man's most essential foods — yeast — using molasses and millions of gallons of river water as its main raw materials. This is the first plant of its kind in the South. And the recently arrived Products Research Service manufactures marine finishes and industrial coatings.

One does not ordinarily think of Plaquemines Parish, with its long ribbon of river, its marshes, canals and bays, as flying country. And yet here is located Alvin Callender Airport—selected and set aside by the government and placed under the administrative control of the Navy as a Gulf Coast air training base. It is being used by the Naval Reserve Air Force, the Air Force Reserve, the Air National Guard and the Marine Air Force.

Plaquemines Parish is better known

to the geophysicist than to the tourist. Its assets are better known on Wall Street than on Main Street. Hunters come across the continent to penetrate its fabulous game country, yet a million visitors to New Orleans have never traveled the few miles to cross its parish line.

This parish that was the first populated spot in the state has been the last to reach the eye and ear of the average American. But in the last few years a curious world has begun to wonder what goes on in this lower river country that has jumped from obscurity to one of the most prosperous and progressive sections of the New South.

And when you come to investigate—whether you are a site seeker or a sight seer—you will find a people as friendly as you—and as natural and normal and level-headed in their new Modern Plaquemines as this story has shown them to be.



\* A view of one of the newer industries of Plaquemines Parish—Products Research Service, manufacturers of marine finishes and industrial coatings.



THE BEAUTIFUL BARATARIA COUNTRY: 'Tis many a year since Lafitte was here . . . but the bayou remembers and all the oak trees still whisper tales to the vagrant breeze.

*It is our pleasure and privilege  
to preserve for both its participants and  
posterity this picture story of the*

## **1953 BAYOU BARATARIA BLESSING OF THE FLEET**

*...sponsored by St. Anthony's Church and  
staged by the communities of Lafitte,  
Barataria and Crown Point*

By **RAY M. THOMPSON**, author of  
*"The Land of Lafitte the Pirate"*

This story is especially dedicated to its many readers throughout the nation whose only opportunity to visit the Barataria Country may be through the pages of this publication. For, unfortunately, although thousands of

tourists and travelers come every year to see New Orleans, only a very few ever discover either the existence or the beauty of this bayouland of the buccaneers—only twenty minutes by car from the city limits.



Father Lieux of St. Anthony's Catholic Church at Barataria, spiritual guide of the bayou folks, in whose fertile brain was born the idea that became the highly successful 1953 Bayou Barataria Blessing of the Fleet.

They can tell you, everyone of them, about the iron lace balconies of the French Quarter. They can smack their lips and still taste the French food. They cherish souvenirs of Mardi Gras or the Sugar Bowl—and most of them retain vivid mental pictures of Jackson Square and the freighters along the river front. But not enough have enjoyed the privilege of exploring the fascinating bayou country, which starts in Jefferson Parish just across the river from New Orleans and extends south to the Gulf—where Jean Lafitte and his Baratarians laughed at and eluded customs authorities for ten long exciting years.

This Barataria Country is mostly a roadless maze of twisting bayous (of which Bayou Barataria is the largest and most important, being river wide at many points) and lakes of various

shapes, ingeniously interspersed with swamps and salt marshes—all held together, or rather apart, by the natural levees of the bayous and by ancient Indian shell mounds. It is half land and half water and so cunningly contrived by nature that you can cross hardly a mile of the one without encountering the other.

For almost a hundred miles this semi-liquid labyrinth parallels the meandering Gulfward course of the Mississippi. Finally the confusion ends and the water wilderness breaks clean and becomes a broad and peaceful bay behind the two islands of Grand Terre and Grand Isle. Between these islands flow a deep and narrow and always navigable pass and, beyond, the warm waters of the Gulf of Mexico.

To anyone who has once traversed



On All Saints Day and Night the ceremony of decorating the graves of their loved ones and burning blessed candles in their memory is devoutly observed throughout the Barataria Country.

the Baratavia Country the amazing success of Jean Lafitte becomes crystal clear. Here was the ideal ground plan for a pirate empire. And when we remember that in Lafitte's time there were only pirogues and sailing vessels, the perfection of the setting becomes still more logical.

Around 1810, when Lafitte was at the peak of his power, privateers and pirates still prowled the Gulf and the Caribbean. New Orleans, surrounded by rich plantations and already a prosperous city of world wide importance, sprawled strategically at the top of this hundred mile stretch. And this colorful City of the Creoles, with the money to buy slaves and the luxuries of foreign lands, was Lafitte's hungry market.

At the other end of this bayou country was the Gulf of Mexico where slow sailing merchantmen to and from the Spanish Colonies (as well as the unwary of other nations) provided the corsairs with an unlimited source of contraband. Through Baratavia Pass they sneaked both in and out—pouncing on unsuspecting victims and returning with their prizes to the sanctuary of Baratavia Bay behind the two islands, where they were safe from storms and concealed from pursuing men-of-war.

It was only natural that on Grand Isle and Grand Terre Lafitte established his headquarters and built his slave barracoons and warehouses. Here he trafficked with other freebooters and from here he sent out his own ships. And through the tricky bayous he dispatched his black market merchandise of that day by a dozen devious and different routes to scattered depots and eager customers. It is historically recorded that the customs officers of the early nineteenth century went slowly crazy trying to trap him and his shipments in that hundred miles of liquid confusion.

Even as late as 1919, when the exploits of Lafitte were already in the realm of legend and considered extremely impossible in this modern age, the Baratavia Country again proved too complicated for proper law enforcement. Using the same base at Grand Isle, the same Gulf and the same network of bayous, the rum runners of the prohibition era made it so tough that the authorities were compelled to concentrate their vigilance



In this fishing community of Lafitte, where the houses face the bayou instead of the street, the sidewalk is, of course, the top of the embankment. It is late afternoon—and young Melvin Boutte is coming home from the store with a couple of loaves of bread and Louis Perrin is taking time out for cogitation and a chew of tobacco.

on Grand Isle to break up the traffic at the ship-to-shore weak spot.

This buccaneer background of the Baratavia Country is merely romantic history today . . . and those descendants of the pirates who still live in this bayouland have been peaceful fishermen and trappers for well over a century—as were their buccaneer ancestors before the lure of loot led them first into smuggling and later into actual piracy. But there still remains of that buccaneer era the same beauty and rugged remoteness of the Baratavia Country itself and there are still the tall tales, handed down in many families who can trace their blood back to a picturesque great grandpere who either followed Lafitte or helped smuggle his goods and his men through their bayou homeland.

For instance, there's the history refuting legend that disturbs the calm of the nearly two century old cemetery that fringes the Baratavia road where it crosses Bayou de Oies (Bayou of the Geese). This is the family burial ground of the Perrins, who have lived here through unbroken generations since their ancestor, Manuel Perrin, proudly took possession of a clear land grant from the King of Spain in the 1790's.

And here, if you meet Mary Perrin, self appointed present custodian of the family plot, who lives just across



Ogled and assisted by the small fry of his family Clem Perrin is made up for his role as "King For A Day" . . .

. . . and here is the final result as he emerges from his grease paint ordeal as that beloved bad man of the bayous and Beau Brummell of the buccaneers—Lafitte the Pirate.

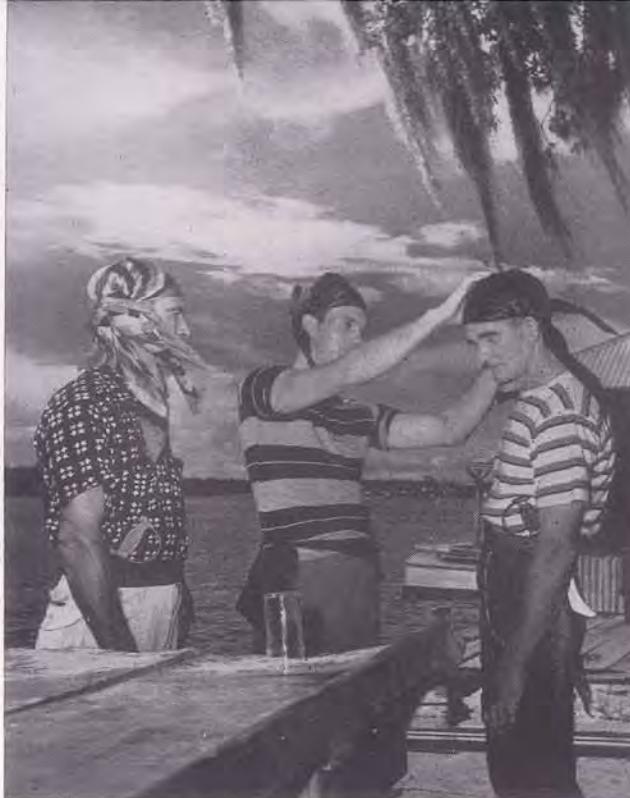


the road, she will point out the graves of not only Jean Lafitte, but also John Paul Jones and Napoleon.

According to Mary, the original Manuel Perrin became a trusted member of Lafitte's inner circle of leaders, among whom was Dominic You, Lafitte's loyal Lieutenant who so accurately dropped cannon balls among

the massed redcoats at the Battle of New Orleans. It was Dominic You, according to the legend, who was chosen to captain the ship secretly sent by New Orleans patriots to rescue Napoleon from St. Helena and to substitute a double to cover up the fact that the "Little Corporal" had fled his island prison.

→  
 In their swashbuckling roles as pirates for a day are Leonard Trahan, Kenneth Pizani and Henry Touchard. Back about a hundred and fifty years ago fishermen like these, no more bronzed or brave or bold, were risking their lives for loot in these same beautiful bayou waters.



← "If I look the part, it's because deep in my heart throbs the blood of a buccaneer!"—Role of the Convivial Corsair played by Raymond Lombas.



← The "Buccaneer Ramblers" (Brothers Jimmy and Gerard Pomacino) entertain the corsairs while awaiting the gathering of the fleet. In the foreground are Leonard Trahan, Raymond Lombas, Kenneth Pizani and Eddie Arnold and in the background is beautiful Bayou Baratavia.

But also, according to the legend, Napoleon died at sea on his way to sanctuary in New Orleans. His death, of course, changed a brilliant "coup d'etat" to a voyage without a purpose . . . so the corsair crew sorrowfully brought him to the Perrin graveyard, buried him secretly and disbanded, going their separate ways with the knowledge presumably locked in their hearts.

Later came the mortal remains of John Paul Jones, another adventurer of the high seas. And still later, quot-

ing Mary Perrin, raconteur extraordinary, in this same plot of honor was laid the body of Jean Lafitte when he, too, died mysteriously at sea.

So it was only natural that when the fishing communities of Lafitte, Baratavia and Crown Point accepted Father Lieux' suggestion to build around the 1953 annual ceremony of the Blessing of the Fleet a day of combined celebration including a water parade with decorated floats, a picnic supper and a costume ball that night, the theme of "Lafitte the Pirate and

Tiny, immaculate St. Anthony's Church at Barataria, faithfully serving the Bayou Communities of Lafitte, Barataria and Crown Point. The bus in the foreground has just brought a load of visitors from New Orleans to witness the 1953 Blessing of the Fleet.



his Baratarians" was chosen unanimously. And when those workaday fishermen donned the colorful costumes of the corsairs, they not only looked the parts but they played them perfectly. All they had to do was reach back into their heritage and remember.

As we have said, these Baratarians have always been fishermen. Before they were pirates they were fishermen. Even during the lulls in the precarious trade of free-booting they went back to their seines. Today they are still fishermen. And history strongly suggests that their ancestors back in the old countries followed their nets far out to sea—that the original Baratarians did not happen to take up fishing because they settled here, but that they chose these bayous and lakes and bays near the sea because they fell in love with this water

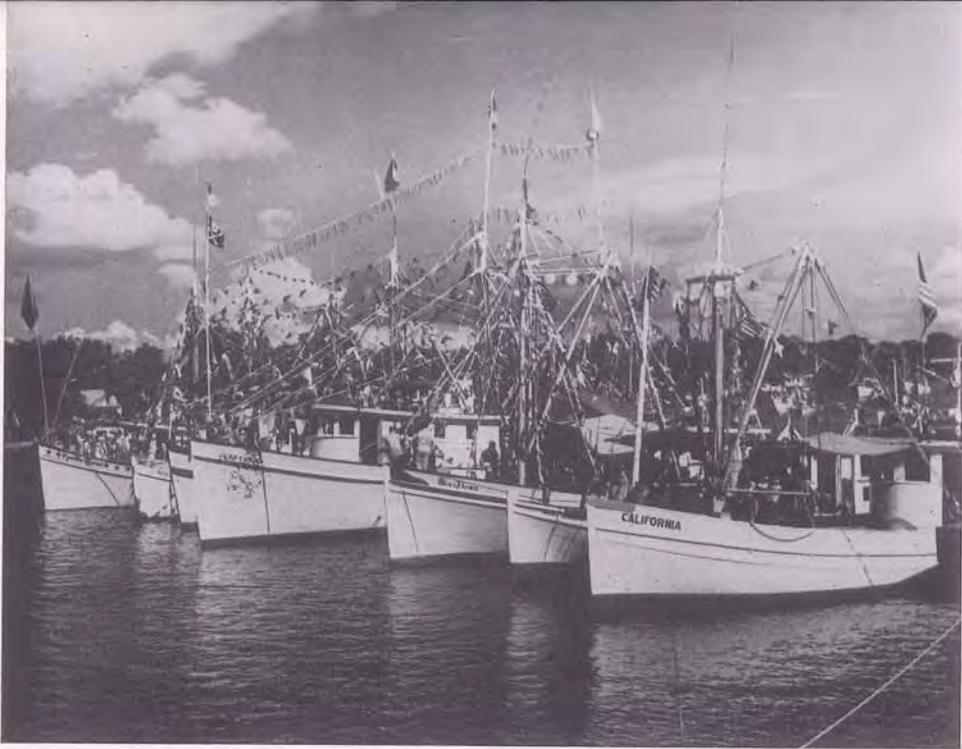
wilderness where a man could build a cabin and a boat and independently raise and feed his family. And so it has been in this bountiful Barataria Country for nearly two centuries.

For this Barataria Country is a fishing and trapping horn of plenty. Its fresh water fattened, salt water flavored Baratarians oysters are recognized as the tastiest the nation offers. The soft shell crabs of Lake Salvador are an epicurean delight. From the Gulf of Mexico come such succulent shrimp and such a variety of edible fish that the Creole seafood cuisine is famous throughout the free world. And to balance the seasons and to bestow a winter livelihood on those who go down to the sea in ships late in summer, the Barataria Country lies in the dead center of the greatest trapping region on the continent.

To these people of the Barataria



THE ACTUAL CEREMONY OF THE BLESSING OF THE FLEET: As the boats pass before him one by one, Father Lieux solemnly intones: "May the blessing of Almighty God, Father, Son and Holy Ghost descend upon you and remain with you forever. Amen."

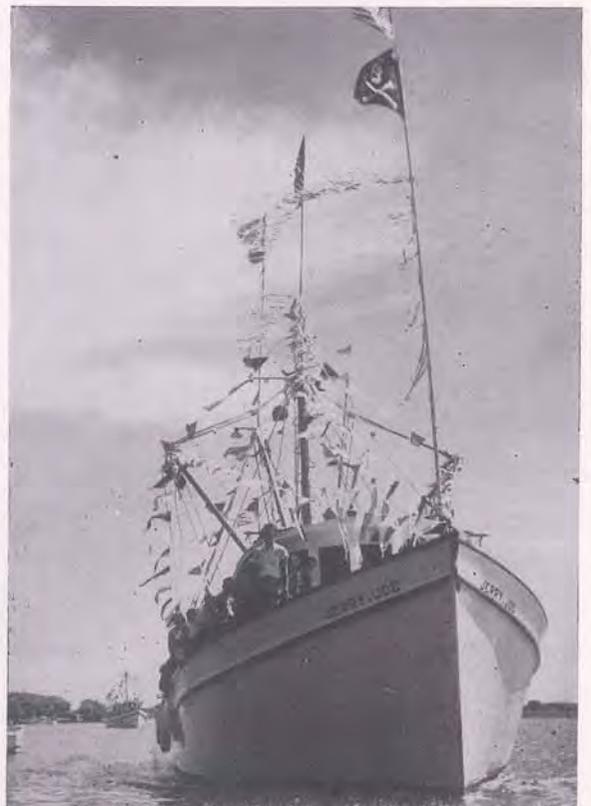


The fishing boats (106 of them in the 1953 Blessing of the Fleet) arranged themselves in small groups like this . . . preparatory to the final lining up for the actual ceremony in front of the boat on which Father Lieux was stationed to bless them as they moved slowly by.

Country, who are almost all devout Catholics as well as skilful fishermen, the annual Blessing of the Fleet is a religious ceremony that has been enacted in their midst as far back as there was a priest to officiate. It is a tradition of the sea as old as Catholicism itself—handed down to the original Baratarians from their forebears in far off Normandy and the fishing centers of the Old World. And faithfully they gather together in their home ports each year before the fishing season to receive the blessing of the Holy Church on their boats, their captains and their crews—a humble acknowledgment that in the hands of the “Bon Dieu” they place their trust the catch will be bountiful and that in spite of the hazards of storm and the open sea they may each and all return unharmed to their families.

On previous years the Blessing of the Fleet in the Barataria Country has been a simple religious ceremony. On the Sunday designated the boats passed before the priest, received the blessing and then, as is the custom, gave their sealed contributions to the Church — the amount of which was motivated partly by the size of their boats and partly by the generosity in their hearts.

The “Jerry Joe,” captained and owned by Joseph Guidry, was not only Lafitte’s Flagship in the 1953 Blessing of the Fleet, but received the First Prize as the best decorated of the 106 vessels in review.





Over a hundred well kept, well equipped boats like the Cynthia Marie and Susie Mae—with their families and friends aboard, flags flying and decorations dancing in the breeze—vied for prizes in the Grand Review.



And then, as has also been the custom for countless generations, these fisherfolk, with food and drink and merrymaking, passed the rest of the day and evening before upping anchor for home. To these Baratarians since time immemorial their weddings, their funerals and their religious gatherings were about the only social and group contacts they had with their neighbors back in the bayous.

And now comes a story within a story. The little St. Anthony's Church of Barataria, lacking the financial patronage of any religious order, dependent entirely upon its own community for its support and responsible to the Bishop to keep its expenses within its income, always has pressing economic problems to solve. And so Father Lieux suggested that the get-together activities of the day following the actual ceremony of the Blessing be enlarged—that a community dinner be organized by the women for the hungry fisherfolk and the visitors and that a Costume Ball be arranged for both the young in years and spirit—and that the proceeds from these two social events be turned over to the Church for its ever mounting expenses.

The idea gained momentum like one of the big trawlers heading for shrimp. Seven of the young ladies of the three communities vied for the title of "Queen of the Fleet and the Ball" by soliciting popularity votes at a penny apiece. When the final tallies were in fifteen-year old Fay Ann Wiseman of Barataria had received almost twice as many votes as any other contestant. Mary Elaine Victoriano of Lafitte was the closest runner-up.

As King of the Day and the Ball the selection of Clem Perrin was a logical and popular choice. His ancestor was the Manuel Perrin we have already mentioned who settled here on a Spanish land grant. Clem himself, for years a successful fisherman and trapper, personally and perfectly typified the Barataria Country. In addition he had been one of the pioneers in the development of the oil business, now a vital part of these three communities. And, as a former Police Juror, he had labored in their interests for many successive terms. So, on Clem was bestowed the lead role of "Jean Lafitte" who had led these Baratarians in another time and another era. And, for his crew and court

of six swashbuckling buccaneers no better actors could have been chosen for the roles than Eddie Arnold, Kenneth Pizani, Raymond Lombas, Leonard Trahan, Henry Touchard and Dan Belsome.

The "Bon Dieu" evidently expressed his approval because Sunday, August 2 was a beautiful sunny day with the waters calm as though they quietly awaited the colorful parade of gaily festooned trawlers, luggers and boats of all sizes and descriptions. Around four o'clock one hundred and six boats were in formation and moved reverently past Kerner's Wharf where, from the deck of the trawler "California" Father Lieux, accompanied by Father Csik of Hope Haven and Father Champagne of Harahan, made the Sign of the Cross over each.

Dramatic and impressive was the flotilla of over a hundred boats—many of them worth \$25,000 to \$50,000 fully equipped and ready for fishing—and each the proud possession of a Barataria Country fisherman, who several years ago, perhaps, had started with a tiny skiff and a lot of skill—each the personal property of an independent man with his own prosperous business under his feet.

As they passed in review the boats were judged on the originality of their decorations. Lafitte's Flag Ship, flying the Jolly Roger and its deck crowded with colorful corsairs and dimpled bayou beauties, won the First Prize . . . and was identified, beneath its pirate trimmings, as the "JERRY JOE" owned and piloted by Captain Joseph Guidry.

In the Small Craft Class the "Captain Steve" won the award, and in the Skiff Class the "Three Sisters" chugged away with the prize.

Around dusk everybody headed for shore and "eats" at Fisher School No. 1, where Narris Cheramie, former cook for The Texas Company, assisted by the ladies of the congregation proudly watched a mountain of delicious gumbo, salad, fried chicken and oyster dressing disappear into what looked like the entire adult and child population of the three communities, inflated by a sizable group of visitors, cameramen and tourists.

Better than any thousand words that could be chosen to describe the palate perfection of this Barataria Bill-of-fare is the thoroughly satisfied expression on the face of Felix Wise-



Expert cook Narris Cheramie, ably assisted by the ladies of St. Anthony's Parish, nonchalantly fries mountains of chicken for the hungry horde that descended upon him after the Blessing the Fleet Ceremonies were over . . .

. . . and for proof that his prowess was appreciated we ask you to watch (but don't interrupt) Felix Wiseman disposing of his portion. Felix, incidentally, is a cousin of the "Queen of the Fleet" and is skipper of the "Cynthia Marie" shown on preceding page.



Close-up of the "Queen of the Fishing Fleet and of the Ball" — 15 year old Fay Ann Wiseman Barataria.



man, caught by our Review photographer Fulcran Randon, who incidentally had just finished indulging his own enormous and epicurean appetite up to and including the last notch in his belt.

And then everybody hurried to prepare for the Ball . . . and we mean just that . . . EVERYBODY. For this is the famous "Fais Dodo" country where a dance is an epic occasion, where even the great grandmothers attend to nod their heads to the music and the tiny tots slide and skate across the slippery floor until the music starts, when they are herded, temporarily but not permanently, into corners and onto seats vacated by the dancers.

When the WWL Radio Orchestra

struck the chord that opened the Ball every seat of the gymnasium was packed and every eye turned toward the floor as one by one the Marshall of the Ball, Joseph Guidry, led the members of the Court past their loyal subjects to the throne on the stage. When finally the Court was assembled and the Corsairs and their Ladies had gracefully danced the Royal Waltz, "Jean Lafitte" regally waved his hand for his subjects to enjoy themselves.

And to the strains of merry music the 1953 Supremely Successful Blessing of the Fleet danced its way into the memory of the good people of the Bayou Country — and Father Lieux, smiling indulgently as his children enjoyed themselves, was proud that they were his spiritual responsibility.

Lafitte's Court at the Ball which closed the 1953 Blessing of the Fleet in a finale of music and entertainment.



# PHOTOGRAPHY AND ART

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5010 Jefferson Highway, New Orleans, La.

7330 Florida St., Baton Rouge 2, La.

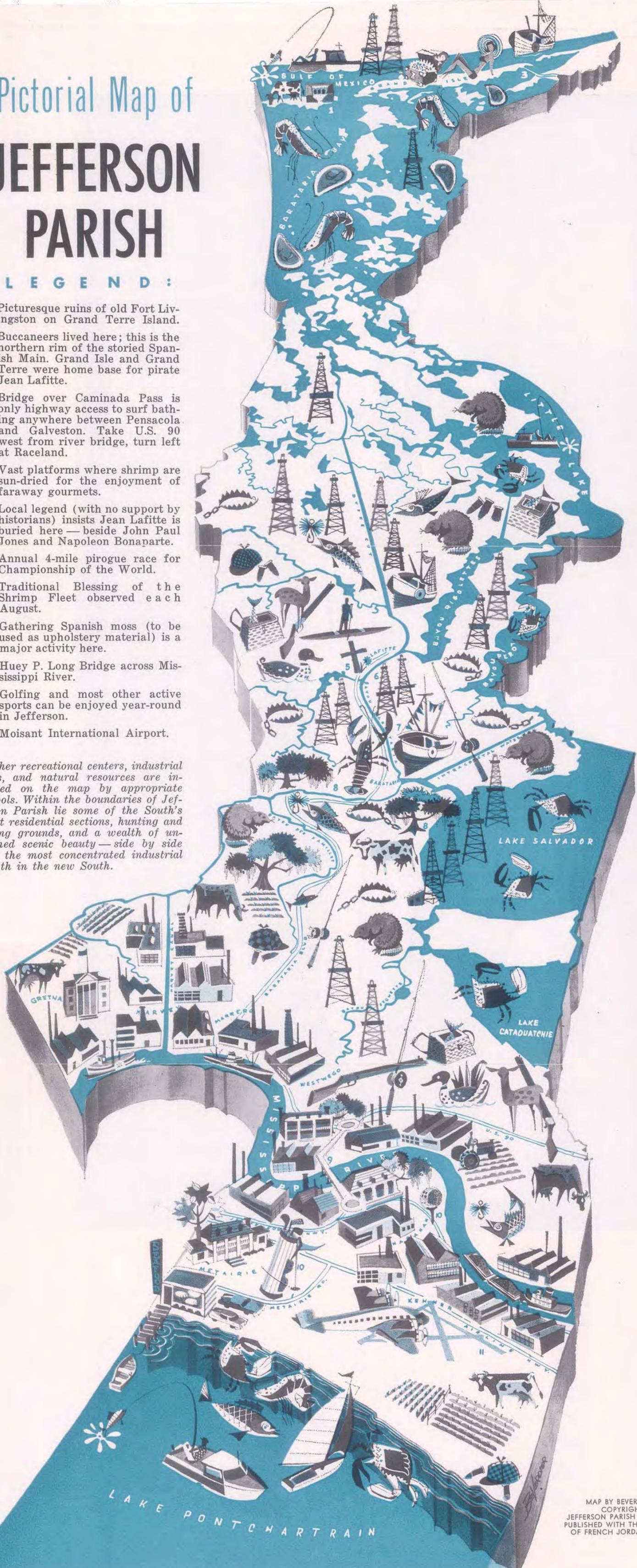
P. O. Box 310, Morgan City, La.

# Pictorial Map of JEFFERSON PARISH

## LEGEND:

1. Picturesque ruins of old Fort Livingston on Grand Terre Island.
2. Buccaneers lived here; this is the northern rim of the storied Spanish Main. Grand Isle and Grand Terre were home base for pirate Jean Lafitte.
3. Bridge over Caminada Pass is only highway access to surf bathing anywhere between Pensacola and Galveston. Take U.S. 90 west from river bridge, turn left at Raceland.
4. Vast platforms where shrimp are sun-dried for the enjoyment of faraway gourmets.
5. Local legend (with no support by historians) insists Jean Lafitte is buried here — beside John Paul Jones and Napoleon Bonaparte.
6. Annual 4-mile pirogue race for Championship of the World.
7. Traditional Blessing of the Shrimp Fleet observed each August.
8. Gathering Spanish moss (to be used as upholstery material) is a major activity here.
9. Huey P. Long Bridge across Mississippi River.
10. Golfing and most other active sports can be enjoyed year-round in Jefferson.
11. Moisant International Airport.

*Other recreational centers, industrial areas, and natural resources are indicated on the map by appropriate symbols. Within the boundaries of Jefferson Parish lie some of the South's finest residential sections, hunting and fishing grounds, and a wealth of untouched scenic beauty—side by side with the most concentrated industrial growth in the new South.*



Facts the visitors should know about

# GRAND ISLE

Grand Isle is an "all year round" informal vacationland! The fishing season is twelve months long — and — for surf bathing and swimming, the visitors themselves have rendered the verdict: that the Gulf of Mexico during December is warmer than the Great Lakes in mid-summer.

A new modern highway connects New Orleans with Grand Isle. The speedometer reading is approximately one hundred miles and the trip, allowing for a speed leisurely enough to enjoy the beautiful bayouland and the trembling prairie on the route, is normally a three-hour pleasure.

You can go by bus, if you arrive in New Orleans without a car. Simply phone the Greyhound Depot for the schedule and proper connection. For a private plane, phone the New Orleans Airport.

Grand Isle itself is eight miles long and three quarters of a mile wide—small enough to explore from end to end in a day, large enough on which to live happily a lifetime. It is level and dry. You can drive your car into practically every corner and cranny. But it's lots more fun to discover its delights on foot.

There are sufficient hotels and tourist cabins for the normal accommodation of visitors. But, we recommend that reservations be made well in advance for week-ends and holidays — especially during the week of the Annual Tarpon Rodeo in July. The average rate is \$5.00 per day per room.

Several restaurants provide reasonably priced meals with a varied menu. Seafood, fresh from the Gulf, is of course, the specialty and pride of the Island. Many of the camps and cabins have kitchens and all utensils so you can fry your own catch of trout or boil your own shrimp or crabs.

Gasoline, oil, battery and tire service and even expert car repairs are available right on the Island. Cocktail lounges and island type dancing plus a movie, boasting first run pictures, afford night time diversion. Both Catholics and Protestants may attend Sunday services in churches of their own faith. The Island is well covered by telephones and electric light — but there is no telegram delivery service.

Grand Isle is rated among the first ten of



the world's best fishing spots . . . there is no Louisiana limit on your catch as far as salt water fishing is concerned (you can fill a bag, a basket or the bottom of the boat) . . . and the State of Louisiana will grant you a non-resident fishing license, good for seven days, for only \$2.00.

For the amateur, the vacationist who fishes for fun, there is the efficient but inexpensive combination of a skiff, a slaughter pole and a can of shrimp — all available

on Grand Isle. Then happy hours in sheltered Barataria Bay, back of the island, and home with a haul of speckled trout, sheepshead, mullet, or — so varied is the piscatory population, it may be anything, even a big redfish, large enough to be stuffed, baked, and served to the whole hungry party.

Fishing tackle and bait are available at reasonable cost — plus FREE expert advice from the natives on where and how to catch the mostest and bestest.

For the big league fishermen there are the boats for charter, all necessities furnished—and off for the open Gulf! Where, as a starter, maybe the huge Cobia, often called ling, or lemon fish; or the bull redfish, one of the most beautiful prizes drawn from the sea, its scales tipped with gold; or a school of Spanish mackerel, whom the epicures rate high; but finally, and inevitably, the SILVER KING himself.

Deep sea diesel powered sport fishing

boats, equipped with ship-to-shore communications and captained by veteran Grand Isle fishermen, can be chartered for the average price of \$50.00 a day, from 6 a. m. to 2 p. m. covering a party of any number from one to ten persons. Rods and reels and necessary equipment are supplied. Ice, bait, food and refreshments are extra — but usually runs about \$10.00 for the entire party per day.

Any more questions? If so, refer to the above map of Pleasure Island.

# O'Shaughnessy Service, Inc.

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TEmpLe 5578

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## Three Other Service Stations

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JEFFERSON HIGHWAY AT BROOKLYN

TEmpLe 4011



AIRLINE HIGHWAY AT WILLIAMS

Kenner 4-9164

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(at work in the Gulf of Mexico)

The world's largest "full revolver" type derrick barge.

Built for J. Ray McDermott Co., Inc. by Avondale Marine Ways. Also the largest derrick of this type ever built by American Hoist & Derrick.

This mammoth barge measures 300 feet in length, 90 feet in width with a depth of 19 feet. Derrick capacity 250 tons (at 50' to 80' radius). Boom length 200 feet.

Avondale specializes in the construction of all types of floating marine equipment and pipe jacket structures of the petroleum industry.



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