

Inquiries

Those desiring information on Jefferson Parish may address communications to the names given below. Statistics, transportation facilities, insurance rates, climatic and labor conditions, assessments and tax-rates, the five-year waiver of taxes to new industries, natural resources and any additional data of interest to the manufacturer, exporter, importer or distributor, agriculturist or home-owner will be gladly furnished without charge.

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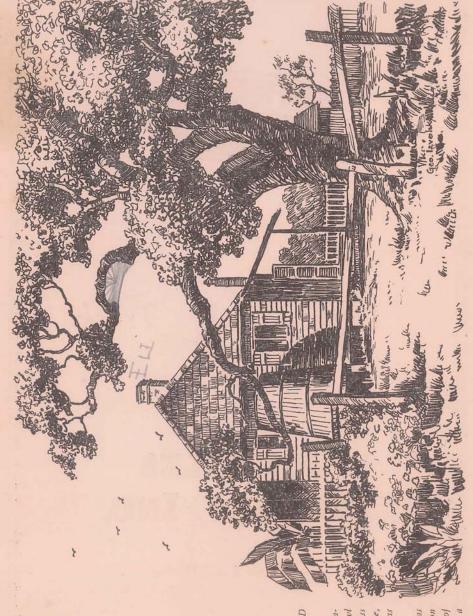
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1935

Jefferson Parish

Yearbook

Official Publication of the Police Jury

DEDICATION

That our people may enjoy the best of health, prosper and become contented, so that thru education and the setting of good example our children may be happy men and women, this Yearbook is dedicated to the furtherance of the best interests of all.

CHANNING STOWELL
Editor and Publisher
in collaboration with
WEAVER R. TOLEDANO,
President of the Police Jury

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FOREWORD

On March 13, 1935, the Police Jury of Jefferson Parish authorized by formal resolution the preparation of editorials, the solicitation of advertising, the publication and distribution of the Jefferson Parish Yearbook in an effort to create interest in manufacturing, distribution, agricultural activities and home-ownership in the Parish.

In this first edition we have endeavored to gather editorial matter of interest to the general public, not only to those who are seeking opportunity, but to those who may be residents or at least somewhat familiar with the Parish and its people.

Distribution has been intensive in Jefferson Parish and in the City of New Orleans, many copies have been sent throughout the State of Louisana, and to a carefully prepared list of engineers, executives, financiers and many others in every state of the Union.

We want to extend our hearty thanks to all who have assisted us in our efforts, particularly those firms and individuals who have offered advertisements.

THE EDITOR.



Hon. Huey P. Long Senior United States Senator from Louisiana

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The 1935-36 academic year will open on September 16. For catalog, address The Registrar

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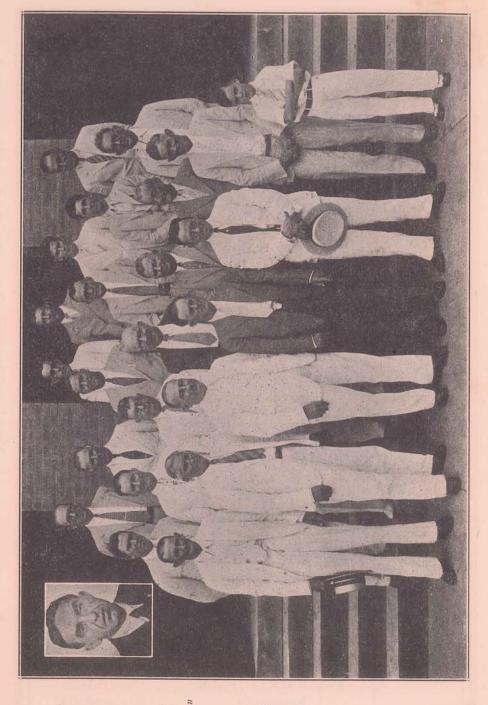


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In looking forward to the future growth of Jefferson Parish, our efforts are being put forth to building a greater friendship among its people in offering our services for their security and happiness.

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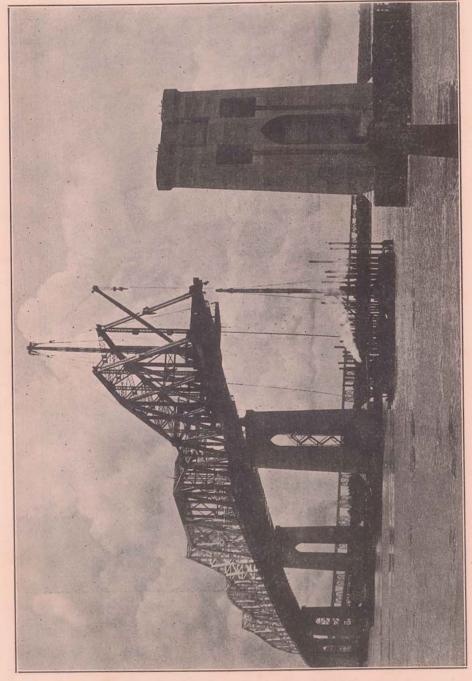


Hon. Edward J. Strehle Mayor of Gretna

Hon. V. D'Gerolamo Mayor of Kenner

Hon. V. A. Pitre Mayor of Westwego

Hon. Frank H. Mayo Mayor of Harahan



HUEY P. LONG BRIDGE

Huey P. Long Bridge

The bridge that spans the Mississippi River in Jefferson Parish, ten miles above Canal street, New Orleans. The main bridge consists of a steel cantilever accompanied by a series of truss spans. This portion of the project extends from levee to levee. Behind the levees on both east and west approaches the railroad and highway portions are supported by steel viaduct construction consisting of towers and plate girders. The combination railroad and highway structure consists of double, standard gage railroad tracks flanked by two 18-foot concrete roadways and two 2-foot sidewalks. The main bridge is supported by six open dredged caissons and three pile piers. The deepest caisson was sunk to 170 feet below mean Gulf level. The portion of bridge behind levees is supported entirely on untreated timber piles.

Length from abutment to abutment, 4.36 miles.

East approach - - - - 1.64 miles Main bridge - - - .67 miles West approach - - - 2.04 miles

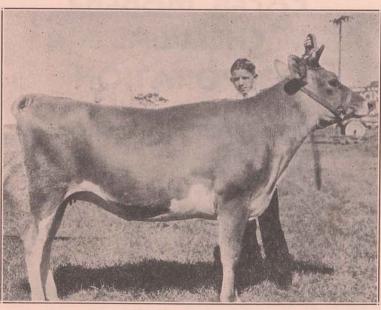
Vertical clearance of channel span, 135 feet above high water mark of 18 feet on the Carrollton gage.

Height from lowest foundation to top of superstructure, 433.69 feet. Depth of river, 87 feet below 0 on Carrollton gage or approximately mean Gulf level.

Highways and sidewalks, 1.75 miles long.

414,000 tons concrete and 1,200,000 lineal feet of piling used in main bridge and approaches.

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Industry's Opportunity

By
George Schneider,
New Orleans Association of Commerce

All of the important factors involved in the low cost of manufacturing are to be found in Jefferson Parish, Louisiana, which offers many advantages to the executive who is seeking a location for a new plant

or a branch plant.

Located on both sides of the Mississippi River, approximately 110 miles from the Gulf of Mexico, the parish offers proximity to native raw materials, easy access to foreign raw materials, excellent rail and water transportation services, a climate that permits manufacturing throughout each month of the year, intelligent and contented labor, and a variety of industrial sites suited for practically any type of manufacturing.

RAW MATERIALS

Within 100 miles of the parish are seemingly inexhaustible deposits of salt. Within 50 miles, sulphur in large quantities is available. In various parts of the State of Louisiana and in Jefferson Parish, petroleum oil is produced in large quantities, and the nearby natural gas fields offer an unlimited supply of this fuel. Lime and other minerals

are also available in the parish.

The rich soil of Louisiana and its mild climate make possible the production of horticultural crops throughout each month of the year. As sixty per cent of all manufacturing is dependent upon agriculture for its raw materials, salient opportunities are to be found in Jefferson Parish because of the diversity of its horticultural products and of its proximity to the other producing centers of the state. These products include cotton, sugar cane and rice. It is also significant that Louisiana is among the leaders in lumber production and that the state's saw timber stand is greater than in most other Southern States.

In addition to the abundant raw materials native to Louisiana, Jefferson Parish, because of its location on the Mississippi River, offers to industry vast supplies of foreign raw materials. The imports include a variety of animal products, vegetable food products, textiles, wood pulp, non-metallic minerals, metals, ores, and a large assortment of chemicals. In most cases, it is more advantageous to intercept these raw materials at the port of entry than to transport them to inland manufacturing

centers.

TRANSPORTATION

Jefferson Parish is served by seven trunk line railroads with direct service to all parts of the South. Its location on the Mississippi River

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makes possible steamship service to all of the world ports and to ports on the Gulf of Mexico, the Atlantic Seaboard and the Pacific Coast. Steamboat and packet service are available from the parish to points in surrounding states on the Mississippi River and its tributaries. Barge service is available from the parish to Minneapolis and St. Paul, St. Louis and Chicago, Pittsburgh, and points in Alabama and in other states. The Intracoastal Canal, extending from Louisiana to Texas, terminates in Jefferson Parish at the confluence of Harvey Canal with the Mississippi River.

Day and night air service is available to New York, via Atlanta; and to Chicago, via Memphis. Day service is also offered to Houston and other Texas points. Direct service to Mexico City is contem-

plated.

Over 6,000 miles of improved highways serve the state for vehicular transportation and the system is being added to and improved each year. The major highways of the parish include U. S. No. 51 and 61, extending to Memphis and points in the Middle West; U. S. 90 (Old Spanish Trail), extending from St. Augustine, Florida, to San Diego, California; and the new Airline highway to Baton Rouge, the state capital. Railroad and vehicular traffic will be greatly facilitated with the completion in December of the \$13,000,000 bridge across the Mississippi River now under construction in Jefferson Parish.

T.ABOR

Labor conditions in Jefferson Parish, both from the standpoint of the manufacturer and the industrial worker, are satisfactory. An analysis of the records of the nation reveals that the parish has an enviable record with very few labor disputes. The major portion of the population, both native born and native born of foreign parents, is made up of Central and Western European races. Only a very small percentage of the residents are foreign born.

MARKETS

Jefferson Parish lies adjacent to and partially bounds the City of New Orleans and has available a local market with a population of over 500,000. The recognized trade area of the parish comprises all or part of the states of Louisiana, Mississippi, Texas, Alabama, Arkansas and Florida. Within this radius of 300 miles reside over 6,000,000 people.

INDUSTRY

Jefferson Parish is now one of the most highly industrialized sections of Southern Louisiana with many large manufacturing plants in successful operation throughout the year. The products of the principal industries of the parish are chemicals, alcohol, celotex, car wheels, concrete, pipe, creosoting, lumber, cotton compressing, roofing, staves, packing, boxes, fertilizer, cottonseed products, and syrup.

In Jefferson Parish are located the only celotex plant in the country, the largest sugar cane syrup packers in the nation, one of the major car WAlnut 0546

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The Department Store of Building Materials

wheel plants in the Southwest, and the largest cottonseed products plants in the Union, Jefferson Parish also leads all other sections of the South in the production of commercial alcohol. It has several of the more important fertilizer plants to be found in the Southern States and a number of the largest cotton compresses.

OTHER ADVANTAGES

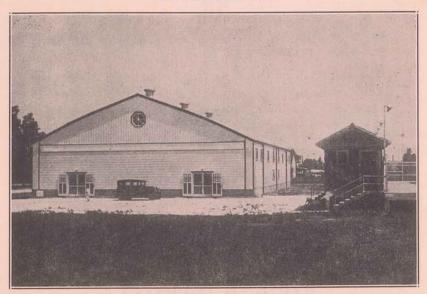
The soil of Jefferson Parish is mostly alluvial, which is conducive to a thriving trucking industry and to the production of sugar cane,

rice, corn, and other crops.

The production of diamond-back terrapins centers in the parish. It is also one of the centers for the salt water shrimp industry and the oyster industry. Salt water bodies of the parish are alive with fish for the sportsman or for the commercial fisherman. Trapping of fur-bearing animals, such as the muskrat, mink, otter, raccoon and opossum, gives employment to hundreds of trappers during the winter months. A large livestock and dairy industry is centered in the parish.

Gretna is the parish seat and an industrial center; Harvey is the terminus for the Intracoastal Canal; Marrero is a dairy center and an industrial center; Westwego has many large industries established there; so has Southport and Shrewsbury. Metairie is a residential suburb of New Orleans; Kenner and Harahan are dairy and truck gardening centers; and Grand Isle a recreational and health resort of the first magnitude with the South's greatest surf bathing.

THE KENNER GYM



On July 21, 1935, the Frank J. Clancy Gymnasium was dedicated to the memory of John and Margaret Clancy. Adjacent to the Kenner High School and near the new swimming pool, this \$15,000 investment will produce results in physical development and recreation.

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HAMMOND, LOUISIANA

Today and Tomorrow

Jefferson Parish has already entered a new era of progress. Old concerns are building additions to their plants, new companies have seen the advantages offered and are now with us or definitely planning activities.

By the close of this year the Huey P. Long Bridge across the Mississippi River, both ends of which are in the Parish, will be finished and open for traffic. The New Orleans Public Belt Railroad has completed trackage on the east bank connecting the bridge with the passenger stations, freight yards and switch tracks in New Orleans and the eastern roads. Thus an uninterrupted Mississippi River crossing in the far South is offered shippers between the Atlantic and Pacific seaboards eliminating grades of crossings further north.

The Southern Pacific is completing a 400-car yard at Avondale near the west approach to the bridge. A large roundhouse and turntable is being built and light car and locomotive repairs will be made in the company's shops. One hundred men will be permanently employed in these activities. At East Bridge Junction an auxiliary yard for 200 cars will be built where an additional fifty men will be employed. Mention should be made that the directors placed the credit of the Southern Pacific behind the bonds used to build the bridge and have guaranteed the payments of interest and sinking fund.

The Illinois Central, one of the biggest roads in the country, enters the New Orleans terminal through Jefferson Parish on the east bank of the Mississippi and will receive connecting freight over the new bridge from the west side roads. Switch track facilities are offered in Jefferson Parish on or near the riverfront, which cannot be equalled anywhere else in the country. High, well drained land, from one acre to a thousand, is available today either by purchase or long term lease.

Other eastbank lines are the Louisiana and Arkansas, the Yazoo and Missessippi Valley and the Gulf Coast. On the westbank are also the Texas and Pacific and the Missouri Pacific, as well as the New Orleans and Lower Coast. These railroads offer industrial and manufacturing concerns exceptional facilities.

To the home owner who would enjoy the sunshine and fresh air of the country combined with easy access to the city over concrete highways Jefferson Parish offers exceptional advantages. All of the services found in the city are available, and the schools are on an unusually high plane preparing the youngsters for the higher collegiate courses. Today, perhaps more than ever before, small parcels of high, well drained land, of great fertility, can be purchased at advantageous prices. There is a spirit in the residential sections and the incorporated towns of Jefferson Parish, a co-operative and progressive friendliness, found nowhere else.

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Agricultural Possibilities of Jefferson Parish

By
BENTLEY B. MACKAY,
Agricultural Editor Louisiana State University

With soil and climatic conditions equal to those of any other section in the United States, there is great possibility for the further development of the vegetable industry in Jefferson. At the present time New Orleans takes most of the mixed vegetables grown, but car-lot shipments are made throughout the season from Kenner and other nearby points.

Records show that the shipment of winter vegetables from Jefferson has declined in recent years rather than increased. Two reasons are given for this decline, one is the industrialization which took place during the boom years and the shift of population from the farms to industry; the second was the deterioration of vegetable crops brought about by certain diseases. Although experiments which have been conducted by the Louisiana State University Experiment Station show that such diseases can be controlled, it was not until just a few years ago, when an agricultural agent was employed by the parish, that systematic efforts were made to have the vegetable growers of the parish practice better seed selection, better cultural methods, spraying and other forms of insect and disease control.

Such outstanding success has come from these experiments and demonstrations that it will be only a matter of a few years, it is believed, when Jefferson Parish will regain a dominant position in this important phase of agriculture.



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Types of Vegetables Which Can Be Grown

Practically every vegetable known to the temperate zone and many from the semi-tropic zone can be produced in Jefferson. Mustard, shallots, endive, escarole, bunched turnips, carrots, beets, cabbage, anise, lettuce, cucumbers, Irish potatoes, okra, egg-plants, bell peppers, Lima beans, pole beans and bunch beans, collards, squash and citrus fruits are produced successfully. Celery is produced on a limited scale, and, according to authorities, plantings should be increased. Another crop which could be added is asparagus. There is always demand for fresh, green asparagus tips, and there are several sections in the parish where soil conditions are ideal.

IMPROVED VEGETABLE VARIETIES

The development, by the Louisiana Experiment Station, of a new strain of "Louisiana Sweet" collards and of an ideal market-type cabbage, known as the "Louisiana Copenhagen," offers unlimited opportunities to market gardeners, it is said.

Louisiana Bulletin No. 258 and Louisiana Bulletin No. 260, which are available free to all who request them of their county agent, go into details concerning these improved varieties.

DISEASE-RESISTANT SHALLOTS

Pink root rot, which contributed largely to the decline in shipment of many cars of shallots to northern markets, need not bother the shallot producer to any great extent from now on.

The Agricultural Experiment Station has, after five years of work, developed a shallot which resists disease and produces excellent yields. This shallot, which is slightly larger than the unselected shallot, is a cross between two of the best strains that experimental workers were able to find in Louisiana. More than 40,000 selections were made before the three best were chosen for distribution to growers in Jefferson and other southern parishes. The results reported from the field bear out the records made at the Louisiana Station.



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DAIRYING IN JEFFERSON

Jefferson Parish produces in excess of \$1,000,000 worth of dairy products each year. The milk and milk products are sold in the city of New Orleans.

The Jefferson Parish dairyman, like his brother dairymen in all sections of the country, felt the effects of the depression. However, with an excellent market at his doorstep, with the possibilities of canning plants, and extremely cheap milk production—due to excellent pastures and cheap feed possibilities—there is no reason why Jefferson Parish should not increase its milk production many times.

During the past few years, the leading dairymen have purchased the very best foundation dairy stock available. They are now turning toward the improvement of pastures and the growing of legumes and other roughage.

THE VALUE OF PASTURES

Experiments conducted at L. S. U. show that the average value of dry feed replaced by pastures during the past four years averages more than \$35 per cow. These pastures averaged 5½ tons of grass hay per acre which contained over 20 per cent protein in the spring. The native grass and clover pastures of Jefferson, with but little attention, can be made to produce as well as the experimental plots at the station, according to dairy authorities. Improved pastures may mean the difference between success or failure for the dairyman.



Jefferson Parish farmers are in position to benefit materially from the "all Louisiana" dairy ration which is advised by the station. This consists of cottonseed meal, 25 parts; yellow corn or hominy, 75 parts; oyster shell flour, 2 parts; and salt, 1 part, fed with silage or pasture.

Another protein feed which is available to Jefferson Parish farmers is shrimp meal, a by-product of the shrimp factories. Results show that shrimp meal may replace grain rations up to 20 per cent. Feeding of shrimp meal should be placed in the ration gradually to permit the

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cattle to become accustomed to the taste. No odor is detected in the milk. Shrimp meal is also an excellent nitrogen fertilizer and also a

protein supplement in feed for hogs.

The dairy farmer of Jefferson who carefully utilizes all of the cheap feeds that lie almost at his door should be in position to meet any and all competition from outside sources. The fact that Louisiana imports from \$20,000,000 to \$30,000,000 worth of dairy products each year is something that is beyond the comprehension of the average person.

Machine-Dried Hays for Cattle

Louisiana's problem in the past has not been the growing of hays of all kinds, but in curing the crops. During the summer months, rain may ruin alfalfa, lespedeza, clover and soybean hays. A rotary drum drier has been developed by the Louisiana State University which has taken all of the hazard out of saving field crops. A 500-ton drier costs approximately \$3,000, and the total cost of drying a ton of hay is about \$3.00. A community drier should be established in every section where dairying or beef cattle feeding is being practiced. Larger dairymen can well afford to erect a drying plant themselves.

Feeding records show 2,000 pounds of artificially cured hay to be equivalent to 3,237 pounds of field cured hay. This fact alone will off-

set the cost of drying. (Louisiana Bulletin No. 261).

Machine-dried soybean hay is worth from 59 to 71 per cent more than field-cured soybean and is much more palatable. Beef cattle and calves gained from 10 to 11 per cent more than animals fed field-cured hay. (Louisiana Bulletin 257).



POULTRY

Poultry is one of the leading agricultural activities of Jefferson, but when one considers that the entire State of Louisiana supplies only 10 per cent of the poultry and egg requirements of the city of New Orleans, it can be seen that a wonderful opportunity awaits the poultry raiser who knows his business.

Compliments

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Scientific studies have now made it possible for the poultryman to easily control parasites, both internal and external, and to control coccidiosis and other diseases. Many leading poultrymen of Jefferson, as well as members of the children's 4-H clubs, have followed the recommended practices, and have made money consistently, even during the depression years.

BEEF CATTLE

Although beef cattle production can never become a dominant industry in Jefferson Parish, there is no reason why it should not be increased materially. In the lower reaches, cattle can graze the year-round on native grasses. With but little pen-feeding, cattle from this section have topped the New Orleans market.

RESUME

In this article the writer has merely mentioned a few of the possibilities offered agriculturally by Jefferson. No attempt has been made to paint a glowing picture. There are difficulties that must be overcome, yet information on how to overcome most of these difficulties, is available to every one. With the stabilization of agriculture, there has come to the parish of Jefferson an opportunity, which, if not taken advantage of, will be readily seized by some other section.



This man does not have to worry about his hay crop for his dairy cattle

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By JAMES P. WELSH
Director of Publicity, National Air Races

A curving crescent of white sand . . . forests of oleander in pink and white and red . . . wild orchids . . . hibiscus in a scarlet indescribable . . . "pieces of eight" and golden doubloons . . . shades of pirates bold . . . the rhythmic pound-pound-pound of a surf second to none in all America . . . overhead gulls and pelicans wheel and circle . . . out in the azure water, schools of porpoise play, and great tarpon leap with a shower of silver spray . . . truly a strip of paradise transplanted in the Gulf of Mexico and within easy driving distance of New Orleans.

That's Grand Isle, today one of America's greatest vacation areas, and destined to be even greater; not only New Orleans knows of the beauty and charm of Grand Isle and Barataria Bay, but New York and Boston, Los Angeles and Denver, Memphis and Chicago and Kansas City

One-time habitat of the Lafittes and John Orde, Henry Morgan and Dominique You, Grand Isle today offers perfection-plus as the place to spend a day or a week or a month, for the vacationist on Grand Isle finds something new every day, some brand new charm, something unusual in the way of natural scenery or something strange in flora or fauna. Grand Isle has all the lure and beauty of the tropics with all of the conveniences of urban life. The visitor to Grand Isle is far removed from the roar and bustle of modern day business, but he's only two hours from New Orleans.

'Twould require a master pen to describe Grand Isle, even in a most sketchy fashion, so suffice to say that it has been little changed in its picturesqueness from the days when swashbuckling pirates strode its beaches and cutlasses clashed beneath its gnarled oaks. Natives still live in houses built by the Baratarians in the day when America was young. The island tongue is an alluring patois of a dozen languages.

Two main hotels—The Oleander and Grand Isle Inn—serve the visitors to the island, and there are a dozen other places designed to make the visitor's stay one to be remembered. A good road, airplane service by the Grand Isle Airways, Inc., and telephones have brought Grand Isle up-to-date.

The finest fishing in the world is off Grand Isle. The finest surf bathing in the world is along Grand Isle's curving beach.

Oppressive heat is unknown on Grand Isle, for the island is bathed by the perfumed breezes of the Gulf of Mexico.

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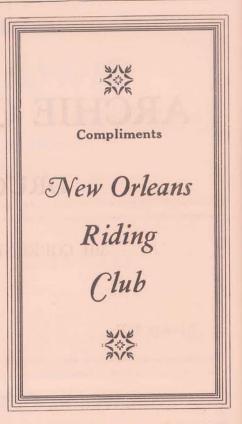
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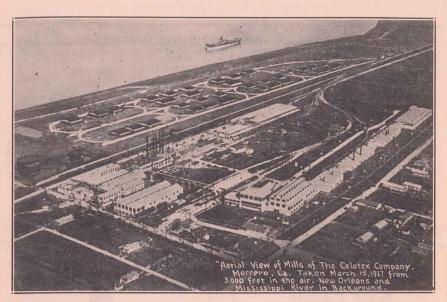
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Celotex



Since August 21, 1921, Jefferson Parish has helped make more than half a million homes and other buildings more comfortable, more healthful and handsomer places for living and working.

On that day newspapers from Main to California heralded the making of "the largest board in the world" in the new plant of the year-old Celotex Company at Marrero. The board, which stretched for 800 feet before being cut into commercial lengths, was Celotex.

The production of that first board ended a 13-month struggle on the part of B. G. Dahlberg, the president of the young company, and his associates to make a building insulation board from bagasse. Baling machine manufacturers said bagasse was too heavy and bulky to bale. Yet it had to be baled, and eventually a machine was designed that would do the job. The board-making machinery developed kinks which had to be ironed out. There were days of discouragement when everything seemed to go wrong.

But persistence won, and Jefferson Parish had a new industry to employ large numbers of its people. From the day in August when the first "big board" was turned out, the company mounted swiftly and surely to its place in the industrial world. Today there is not a country in the world where Celotex has not made more than one building warmer in winter and cooler in summer. In Egypt and India, in the Philippines and Central America, it has made living comfortable, despite tropical heat. In Alaska and Labrador, and in Admiral Byrd's camp at Little America, it has combatted sub-zero cold.

But it is in the United States that Celotex has made its greatest con-

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tributions to human comfort, health and happiness. It has gone into hundreds of thousands of American homes where its insulating qualities have saved the owners incalculable millions of dollars in fuel bills. in old houses, it has made many an unused attic into an extra bedroom or a pleasant playroom.

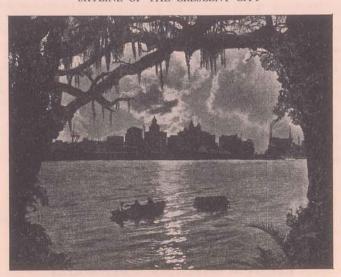
In homes, offices, stores, theatres, churches, schools and restaurants, it is being used today to finish interior walls and ceilings. Thousands of farmers have used it in cow barns, chicken houses and other buildings, and, as a consequence, have had more milk and eggs to sell in winter and also saved the lives of millions of baby chicks and more than a few other farm animals.

In thousands of railroad refrigerator cars, Celotex protects loads of meats, fruits, vegetables and dairy products. It has done the same job in hundreds of thousands of household electric refrigerators and in many cold storage warehouses.

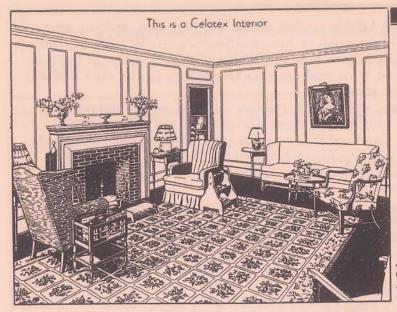
All this and much more is Jefferson Parish's contribution to the world's health and comfort. With Acousti-Celotex, it has contributed much to the world's pleasure, for this sound-absorbing material makes clearer and more pleasant to the ear the broadcasts from many radio studios and the programs at many motion picture theatres.

"The world can thank the people of Jefferson Parish for whatever comfort, health and pleasure Celotex has brought them," says Mr. Dahlberg. "The going has not always been smooth. We have all had our troubles. But today the outlook is better than it has been for years. The American people have started to build homes again. That means better times for the people of Jefferson and for us."

### SKYLINE OF THE CRESCENT CITY



In a great curving arm of the Mississippi River lies New Orleans, the largest city in the South. This composite picture was taken from the direction of Gretna, seat of government of the Parish of Jefferson. Parishes in Louisiana correspond to counties.



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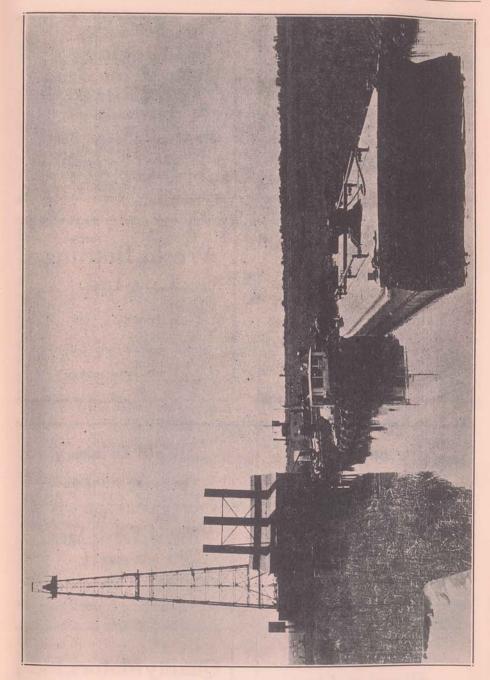
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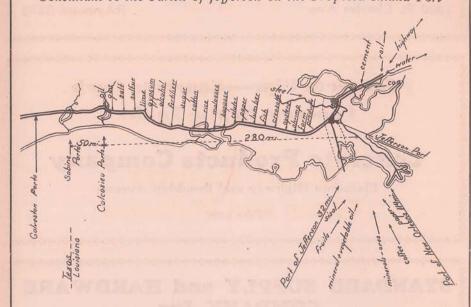
MAin 2517 MAin 2518 Main Office 303 BOARD OF TRADE ANNEX New Orleans, La.

# Jefferson Parish, the Industrial Harbor of Southern Louisiana

By

JOHN H. BERNHARD, C. E.,

Consultant to the Parish of Jefferson on the Proposed Inland Port



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There is in Southern Louisiana, running west and east as a main artery, a series of transportation facilities such as trunk railroads, highways and waterways, which taps the Mississippi River System at New Orleans where, through port facilities and down 114 miles of winding river to the Gulf of Mexico, connection is made with foreign and domestic ports, or up the Mississippi River and its tributaries and through rail and highways half of the domestic markets of the United States are reached. This main artery, practically a ribbon skirting the coast line of Louisiana, receives through many feeders along its entire length raw materials and finished products. Texas has advantageously located immediately at Louisiana's borders its Galveston and Sabine ports tapping Louisiana at the west, while the State of Mississippi through its Gulfport invades Louisiana's territory at the east.

The State of Louisiana serves this artery through two port systems: the Calcasieu at the west and the Mississippi River at the east. These two systems vie with each other in handicaps and disadvantages.

The products moving through this transportation artery will go through these Louisiana ports until the port charges and expenses become too high. When this becomes a fact these products will try to reach their destination through other eastern or western ports. The

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commerce that comes into this artery from afar is largely dependent upon the available surplus tonnage or space to these Louisiana ports, unless the need for this commerce is such that the high expenses of these ports can be absorbed, and no other ports can serve the purpose.

The location of industries is dictated by climatic conditions, availability of raw materials, labor, finances, selling opportunity and distribution. Of these, financial, labor and selling conditions are liquid and, to a large degree indifferent to locality. The best workers will locate wherever living conditions are best; capital will make investments wherever best returns are promised; and selling organizations will sell anywhere in the world for anyone in the world. The climate in Louisiana permitting a year-round working day is ideally suitable for most industries. The two remaining points, raw material and distribution, both require a minimum of transportation costs. This minimum surely exists for the first at the point where the raw material is found and to which the necessary supplementary ingredients can be brought. This is the case for many industries when located anywhere along this transportation artery and in Jefferson Parish, opened to the Mississippi System through its splendid toll-free Intracoastal Canal, above all! Distribution is again a problem of transportation and what territory offers better transportation facilities than Jefferson Parish with its railroads, waterways and highways linked with the Mississippi System, connecting half of the United States, with ample space through which can be created the most efficient and shortest channel to the balance of America and the world.

The great variety of raw materials and finished products seeking foreign and domestic markets from this southern Louisiana territory designated the Parish of Jefferson as the industrial and subsequently commercial port of Louisiana. Jefferson Parish can take this eastern and western stream through a thirty-mile channel free from currents, eddies, bars, debris, making and breaking banks, costly wharf construction, oil and unusual fire risks, direct to the Gulf of Mexico.

Men have long since surpassed nature's greatest endeavors in harbor construction. Natural harbors were created by nature, while man creates efficient ports. The lower Mississippi River with its passes is antiquated as the dirt road of yesterday. The modern man has left the caves of the cavemen to come to the air conditioned, steam heated homes of today. A man-made Parish of Jefferson port would give at a small cost, advantages for export and import materially over nature's Mississippi port, connected with tide water by means of a meandering river, swollen or shrunk at times, often tedious in navigation, always costly in construction and maintenance, expensive and lumbering in operation. A harbor which is built along a waving ribbon with over 130 miles of frontage, and costly transportation within it, as against this man-made Parish of Jefferson port, a perfection in technique and of water transportation, constructed so that a few minutes ride will connect its remotest points.

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The Parish of Jefferson can start at once its commercial port activities by incorporating the "commercial port of Jefferson" to be located at lower Barataria Bay permitting the operation to private concerns at this to be created harbor. Let the Parish of Jefferson issue port bonds and build by means of this money, a barge canal from Barataria Bay in a direct line to the Intracoastal Canal at Crown Point, or at the Bayou des Oies. In dredging this channel of thirty miles in length, no costly construction work is needed; with it there can be created a roadbed, part of which can be used for a paved highway and the remainder for railroads. The roadbed could be sold to one of the trunk lines and the straight line highway from the Gulf of Mexico to the cities of Marrero, Gretna and Algiers should be taken over by the State Highway Commission against bonds.

The money so raised would be suffcient for the creation of a forty foot sea channel from Barataria Bay to deep water, which channel will maintain itself free of jetties, if Quartre Bayou Pass is closed. The oil, sulphur and other interests, even the neighboring parishes, would be justified to underwrite a share of these bonds of the Jefferson Parish port. The balance to be taken by the industries of the Parish of Jefferson, steamship and railroad companies, if they would be permitted to create their own port facilities under franchise and be forever free of any special port charges. As this proposed construction is started, a beginning should be made with the industrial harbors such as oil, chemical and lumber, fish or express harbors. At Crown Point these industrial harbors are nine miles by highway from Marrero and Gretna, ten miles by rail from the Huey P. Long Bridge and the railroad systems of America, and by barge canal from the Mississippi River. To this harbor any ship can move at full speed in a straight line from tide water to quay, completing its trip within three hours after it entered the channel. Express cargo could be at its destination before it leaves today the port of New Orleans. In each instance the specific interest organizing, incorporating, financed and operating under a specific charter such as the Oil Harbor of Louisiana, Incorporated, that each industry may meet its own special requirements.

An oil harbor where domestic and foreign oil is received, stored, cracked, refined or mixed, or its chemical compounds moved to the chemical harbor where the raw domestic or imported chemicals are used.

A lumber harbor should be created to which harbor, domestic, coast-wise or imported lumber is brought to be stored, dry or in ponds, graded, traded, dried, creosoted or pledged and shipped to the interior coast-wise or foreign ports; the harbor to be provided with sawmills, and factories producing veneer, furniture, matches, paper, etc.

The trend of economic conditions and tariffs is decidedly pointing to a growing need of a Free port at the Gulf of Mexico facing Latin and Central American republics and colonies. A Free port zone under State and Federal grant would be ideally located in the Barataria Bay.

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Application for charter for a free trade zone, stimulating foreign commerce and permitting reassembling of cargoes, manufacturing or altering the goods to suit requirements should meet with the approval of Federal and State authorities. Such Free port will add considerably to the movement of foreign shipping, especially in reconsignment and trans-shipment trade, which may be carried on without payment of any duty charges, as the imported goods are exported again after the manufacturing, reconsignment, storing or trans-shipment process.

The harbor charges of the port of New Orleans make it difficult to compete with Houston, Beaumont, Gulfport and Mobile. But the new port of Jefferson could be created at such a low cost as would permit lower charges than these Texas, Mississippi or Alabama ports. The port of New Orleans costs the taxpayers of Orleans and Louisiana \$1,800,000 a year. The Parish of Jefferson would come to full bloom while the industries of Louisiana would save on costly means of transportation. But we should not delay too long. Louisiana and New Orleans are losing ground. Last year (1934) New Orleans lost another 11% of the previous year's tonnage, lost to the Texas ports. The total operating expenses of the Dock Board of New Orleans for the year ending June 30, 1934, was \$4,920,000 and the total revenue for the use of the port facilities amounted to, in the same period, \$2,538,000. This left a deficit of \$2,282,000, or  $46\frac{1}{2}$ %.

Of this loss \$532,000 was unprotected and \$1,750,000 was paid by the citizens of Louisiana and the Parish of Orleans through gasoline and Levee Board taxes and Public Belt charges.

This is a great opportunity for the Parish of Jefferson. The Parish of Jefferson lost the free use of the Mississippi River to the Dock Board of New Orleans, but through such proposed sea channel and modern technique of transportation and its mineral and agricultural resources the Parish can become the leading commercial and industrial port of southern United States. Today there is demand for specialized industrial and commercial harbors. The Parish of Jefferson should lead the way.

### **Statistics**

| Population                         | 45,000        |
|------------------------------------|---------------|
| Area, in square miles              | _ 384         |
| Highways, streets, roads, in miles | 420           |
| Railroads, in miles                | _ 24          |
| Residential subdivisions           | 93            |
| Navigable waterways, miles         | 65            |
| Assessments, 1935                  | _\$30,000,000 |
| Taxpayers                          | 14,956        |

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1,000-B.T.U. natural gas from the Monroe gas fields is proving of immeasurable benefit to Jefferson Parish industries, commercial establishments and homes. High pressure lines enter Jefferson Parish above Kenner and continue down the east bank of the Mississippi to Nine Mile Point where the line crosses the river and continues along the west bank to Orleans Parish.

Like a page from "Who's Who in American Industry" runs the list of manufacturing enterprises that have found it profitable to locate plants in Jefferson Parish and use the services of the Louisiana Power & Light Company. Among them—to name a few—are the Celotex Company, Southern Cotton Oil Company, Penick & Ford, American Commercial Alcohol Corporation, Swift & Company, Armour Fertilizer Works, General American Tank Storage & Terminal Company, Pullman Standard Car Manufacturing Company, and Continental Can Company, Inc.

An adequate staff of industrial engineers is maintained by the Louisiana Power & Light Company to consult and advise with local industries on their power and fuel problems, as well as to disseminate information on the advantages Louisiana has to offer to anyone seeking a location for a factory.

There are four Drainage Districts in the Parish, Jefferson-Plaquemines, Second, Fourth and Sixth.

The Parish is sixty miles from Lake to Gulf and its greatest width is fifteen miles.



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## Down Barataria Way

Artists have called it America's most beautiful stretch of country, that Barataria section less than an hour's ride from Canal street. More and more lovers of beauty are finding their heart's desire along the

somnolent bayous and beneath the ancient oaks.

Travel through Marrero and down through Coquille if you'd find the ultimate in natural scenery, plus rich picturesqueness in the natives and a legendary background found nowhere else in America. Spend an hour around Lafitte and you come away with memories for the years; spend a day and you come away so thoroughly impregnated with the charm and lure of the Barataria section that you'll return to it month after month and year after year.

For Nature has been lavish in her treatment of the Barataria area, and her handiwork has given to Louisiana an outstanding scenic sestion that will have an increasingly strong appeal to tourists as time moves on. Already visitors and natives alike find down Barataria way a degree of peaceful beauty they cannot find anywhere else, and more and more of them are making the short drive into the country that is

a veritable "strange land."

For Barataria is a "strange land" . . . wide and winding bayous . . . oaks, old when America was young . . . the purple of water hyacinth



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Pause, if you will, beside the grass-grown graves at Lafitte and let one of the bearded natives tell you of the legend that has been handed down through the years, the legend that in one grave sleeps Jean Lafitte, that John Paul Jones sleeps in another grave, and that the third

grave is the last earthly bed of-Napoleon Bonaparte!

You may smile at this when you remember that there is an ornate crypt at Annapolis in which the ashes of the great naval hero rests, and that thousands travel to Des Invalides to offer a prayer for the soul of the Corsican, but listen well to the story of the native Baratarianand you may find that you're not so certain of history as written into the textbooks.

For the bearded native will tell you that Jean Lafitte sent a fast sloop to St. Helena and that a "double" was smuggled to shore at night and Napoleon carried aboard the ship; that island privation had been too great and that the Little Corporal died within sight of Louisiana's shores; that his body was brought ashore and buried alongside Bayou Barataria, and a hand-wrought iron cross erected. Years later, after his naval exploits, John Paul Jones joined the Lafittes, the natives will tell you, participated in several battles and finally died of wounds. His body was brought ashore at Lafitte, legend has it, and buried beside that of Napoleon.

When Jean Lafitte was called to that Valhalla of Great Pirates he asked that his body be laid to rest beside those of his two friends-

and that was done.

Legend? Yes. True? "Que sait!" the native will tell you.

But be that as it may, Barataria, is a land of charm, and no true Louisianian can afford not to see it and taste of its glories—culinary as well as historic.

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## "From the Mississippi to the Rio Grande"

The "What," "Where and "Why" of the Intracoastal Canal and Its Relationship to the Future of the Great Southwest

> By Roy Miller,

Active Vice-President, Intracoastal Canal Association of Louisiana and Texas

WHAT, WHERE and WHY summarize the questions which are frequently asked about the Intracoastal Canal. Let us answer them briefly in their order.

1. The Intracoastal Canal is an inland, land-locked waterway with a channel depth of nine feet and a bottom width of one hundred feet.

2. When completed it will traverse the fertile coastal region "from

the Mississippi to the Rio Grande."

3. It will provide a cheap method of transportation for raw materials and commodities heavy or bulky in character and low in cost, and give to Texas and Louisiana a trunk line waterway facility which is an integral part of both of our national inland waterway system, known as the Mississippi River System, and the Intracoastal Canal System, which when completed will traverse the nation's coast line from New England to the Mexican border.

This great waterway was only recently completed from the Mississippi River to the Galveston-Houston district. There are two routes leaving the Father of Waters; one at Plaquemine, 112 miles above New Orleans, and the other known as the Harvey route, whose terminus is directly across the river from the Crescent City in Jefferson Parish. Already a large and rapidly growing commerce is developing upon this completed section.

Work on the section from Galveston to Corpus Christi (the present authorized terminus), a distance of 200 miles, will start in the near fu-

ture when the necessary rights-of-way are available.

The idea of an inland waterway along the Louisiana and Texas coast is in no sense new. Indeed, the present organized movement to bring about its construction was started more than a quarter of a century ago. But even before that, in fact as early as 1875, the suggestion was made to Congress that "the inland bays and lakes" along this coastal area "from Donaldsonville, Louisiana, to the Rio Grande" should be connected by the construction of canals. A report made to Congress by United States Army Engineers at that time, while approv-

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ing the feasibility of the project, recommended against it because of in-

adequate commerce.

In 1905 C. S. E. Holland, now and since its organization the President of the Intracoastal Canal Association of Louisiana and Texas, then a prominent citizen and banker of Victoria, Texas, issued a call to all interested citizens of Louisiana and Texas to meet at Victoria for the purpose of determining upon some plan of procedure which might result in organized effort and thus bring about the construction of an inland waterway "from the Mississippi to the Rio Grande".

Immediate interest in the project had been revived by an authorization in the River and Harbor Act of March 3, 1905, for a new survey of the proposed waterway "from Donaldsonville, Louisiana, to the Rio Grande." The report subsequently made by General (then Captain) Edgar Jadwin was printed in House Document 640, 59th Congress, second session. Incidentally, to the late General Jadwin belongs the distinction of having made the first positive recommendation in favor of the construction of the Intracoastal Canal.

In 1907 Congress authorized the construction of the Canal on the basis of a 5-foot depth and a 40-foot bottom width from the Bayou Teche to the Mermentau river in Louisiana. This section was completed in 1911. Access to the Teche was already available from the Mississippi river via the Plaquemine Locks into the Atchafalaya river and through the Harvey and "Company" canals from the Mississippi river at New Orleans, which made contact with Bayous Lafourche and Terrebonne in the fertile delta region west of New Orleans. The Harvey Canal subsequently was purchased by the Government and provision made for the completion of the waterway to the Atchafalaya.

In the River and Harbor Act of January 25, 1910, the section of the Canal from the Mermentau river to the Sabine was authorized on the basis of a 5-foot depth and a 40-foot bottom width. Later, progressive citizens of Lake Charles and Calcasieu Parish by a bond issue of \$250,000, joined with the Federal Government and provided for a 9-foot depth and a 100-foot bottom width on the part of this section reaching from the Calcasieu to the Sabine.

In 1914 the Canal was completed with a depth of 5 feet and a bottom width of 40 feet from Galvestion to Corpus Christi, a distance of

approximately 200 miles.

Thus within less than ten years from the date of its organization the Interstate Inland Waterway League had gone far in the accomplishment of its objective. There yet remained, however, "the missing link" between the Sabine and Galveston Bay. The Federal Government insisted that the project should be considered in sections and that each section should stand upon its own merits so far as its commercial utility was concerned. The League on the contrary was insistent that it should be considered in its entirety and so declared each year in its official resolutions. Moreover, experience soon demonstrated the inadequacy of the project's dimensions. Meantime, the improvement of various

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parts of the Mississippi River System had been undertaken on the basis of a 9-foot depth. It was obvious to the promoters of the Intracoastal Canal that the chief value of its possible service lay in its relationship to the Mississippi Valley System and it was self-evident that it should be constructed on the basis of the same dimensions in order to permit through barge transportation.

From the date of its organization the League had adopted as its slogan, "an inland waterway from the Mississippi river to the Rio Grande". When the need for a more adequate canal became apparent, this slogan was amended to read, "an inland waterway 9 feet deep and

100 feet wide from the Mississippi river to the Rio Grande."

In 1920 the name of the organization was changed to the Intracoastal Canal Association of Louisiana and Texas in order to more nearly conform to the official designation of the project, which is the Intra-

coastal Waterway of Louisiana and Texas.

At its annual convention held at Houma, Louisiana, in 1922, the Intracoastal Canal Association adopted an enlarged program. It was decided that the time had arrived when the project should be considered not only in its entirety, but also in its relationship to the Mississippi River System. Plans were adopted and immediately set in motion to bring about this result. Accordingly a bill was introduced in Congress providing for a new survey of the project in its entirety "from the Mississippi River at or near New Orleans, Louisiana, to Corpus Christi, Texas". This bill was passed and approved by the President, March 3, 1923.

Colonel George M. Hoffman, United States Division Engineer at New Orleans, was detailed to make the new survey. The association obtained the services of the late General George W. Goethals as its consulting engineer to prepare a brief showing the commercial justification of the proposed improvement. In due course, Colonel Hoffman's report was forwarded to Washington, accompanied by a report from General Goethals, both of which strongly recommended the construction of the Canal on the basis of a 9-foot depth and 100-foot bottom width. These reports were promptly approved by the Board of Engineers and by General Lansing H. Beach, then Chief of Engineers, and forwarded to Congress. The Rivers and Harbors Committee of the House, following exhaustive hearings, approved the reports and ordered the project placed in a pending Rivers and Harbors Bill for adoption.

The Rivers and Harbors Act of March 2, 1925, authorized the construction of the Canal "from the Mississippi river at or near New Orleans to Galveston Bay, Texas", at an estimated cost of \$9,000,000. The Rivers and Harbors Act of January 21, 1927, completed the authorization as recommended by the engineers and provided for the construction of the Canal as far as Corpus Christi, at a total estimated cost of \$16,000,000. The same Act authorized a survey with a view to the extension of the Canal "from Corpus Christi to Point Isabel, including

the Arroyo Colorado to Harlingen."

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of that great Southwestern section of our country which reaches west-ward from the Mississippi along the coastal plains of Louisiana and Texas to the Mexican border, it would be difficult to conjure in imagination its almost limitless possibilities of growth and development. The surface of its wealth has not been scratched. Along the alluvial delta plain of South Louisiana are hundreds of thousands of acres of virgin soil, as rich as the Valley of the Nile. The same is true of the coast country of Texas, reaching for 450 miles from the Sabine to the Rio Grande.

The coast country both in Louisiana and Texas is rich in natural resources and raw materials which need water transportation. For the most part they are products which move in bulk and whose available markets are limited by the freight tariff imposed upon their transportation. Included in the list are sugar, rice, salt, lumber, oil and its products, cotton and sulphur.

In Louisiana, for example, there are salt deposits in practically unlimited quantities. Because of its cheapness, the distribution of this essential commodity has been restricted by high rail rates to a small area that reached hardly beyond the limits of the state. With the cheaper transportation provided by the Canal, the available market has been extended to include a large portion of the Mississippi Valley area.

Rice and sugar produced in large volume in Southern Louisiana adjacent to the Canal, will have their markets extended by reason of reduced transportation costs and their producers will naturally realize a greater profit.

Many of the large oil refineries are now planning their own barge equipment to utilize the canal and its connecting waterways in order to reach distributing points at a substantial saving in transportation

charges.

While the Canal will render valuable service in the cheaper distribution of commodities originating in the territory it traverses, its chief value undoubtedly will be found in its larger relationship to the nation's inland waterway system. Indeed, though it is only partially completed and the finished section to the Houston-Galveston district has only been opened to commerce a short time, it is already revolutionizing methods and costs in the handling of manufactured products from the great industrial centers which are reached by the Mississippi River System and its major tributaries, such as the Ohio river and the Chicago Illinois Waterway which connects it with the Great Lakes System. Heavy commodities, such as iron and steel products, automobiles, farm implements and machinery and kindred commodities, will move over the broad reaches of this great waterway system to distributing centers along the Canal in Louisiana and Texas, such as New Orleans, Houma, Lake Charles, Orange, Beaumont, Port Arthur, Galveston, Texas City, Freeport, Houston and Corpus Christi. There they will be warehoused and shipped by rail or truck to meet the needs of consumers in the hinterland.

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Looking somewhat into the future, however, the most important aspect of the Canal service will be its effect upon industrial development in the territory it traverses. With the means of cheap distribution it will afford, manufacturers undoubtedly will find it cheaper to establish their plants where raw materials are immediately at hand and use the great inland waterway system of which the Canal is an integral part for shipping their finished products to the consumers, rather than the present method of moving raw materials produced in the Canal territory to the factories located in remote sections of the country.

Prophetic of this inevitable trend are two great industrial plants recently established on the route of the Canal, one in Louisiana and one in Texas.

At Lake Charles, Louisiana, the Matheson Chemical Company only recently completed a large factory for the manufacture of alkalis. At Corpus Christi, only a few months ago, the Southern Alkali Corporation inaugurated the operation of its plant, one of the largest in America. Both of these great industries took advantage of an ideal combination of circumstances assured by the cheap transportation afforded by the Canal and the abundance of needed raw materials immediately contiguous to their plant locations.

Few states in the American Union possess such a prodigal store of natural resources as do the sister states of Louisiana and Texas. Both are rich in deposits of oil, gas, salt and sulphur, while Texas alone produces thirty-two minerals in commercial quantities. Petroleum, natural gas and lignite spell cheap power and the two states possess all of these in practically unlimited quantities. Other minerals such as asphalt, copper, gypsum, iron, lead, lime, mercury, potash, salt and zinc provide a substantial foundation upon which a great industrial empire can and will be built.

The completion of the Intracoastal Canal is certain to inaugurate a "new deal" for industrial development in the territory it traverses, and its possibilities in that respect transcend the reaches of imagination. With the present natural trend towards decentralization of factories and industries, the Intracoastal Canal territory in Louisiana and Texas

is certain to become a preferred beneficiary.

Ultimately, and in the not far distant future, the inestimable benefits of the Intracoastal Canal and the great national inland waterway system of which it is a part, is sure to be extended into the hinterland of both Louisiana and Texas by the improvement of connecting bayous, rivers and streams which may be feasibly and economically improved for transportation purposes. Louisiana, frequently called the "Holland of America" because of its network of bayous and streams, possesses superlative possibilities along this line. Already a voluntary organization of citizens in Southern Louisiana, with the approval of State authority, is urging the improvement of many fine natural waterways which the Canal bisects along the coast. These include, among others, the Teche, the Vermilion and the Mermentau.

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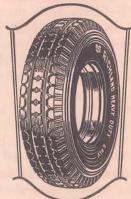
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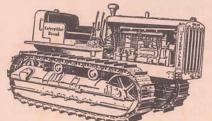
Those of us who for years have been urging the completion of the Intracoastal Canal, lest we be misunderstood, are always eager to let it be known that we are not antagonistic to other forms of transportation. We hold no brief for any particular method or means, and most emphatically we have no quarrel with the railroads. We take the position that all forms of transportation which render needed service should be encouraged and assisted. No single method or means of transportation can meet the requirements of our present day complex and highly developed business structure. Speed, economy and convenience are essential factors with varying importance as pertaining to the particular commodity involved. Thus we need railways, highways, waterways, airways and pipelines. We should not be unmindful of the fact that the American people are entitled to, and have a right to, demand the most economical and convenient forms of transportation they may need for the particular kind of service in which they are interested. Therefore, one of our prime, if not our most important, national needs is a co-ordinated system of transportation in which each of these essential agencies will have its proper place.

Basically there should be no conflict between railways and waterways. Railroads perform in most instances a character of service in speed and dispatch which waterways are not qualified to render. On the other hand, there are raw materials and commodities, large in bulk and cheap in price, which cannot be moved for considerable distances at the rates which the railroads must charge if they are to receive a compensatory return. These are natural waterway products. When water transportation can be provided for their movement they can be transported not only for great distances, but at a rate which will leave their producer a margin of profit.

Furthermore, history in our own country fails to reveal a single instance where the improvement of waterways for transportation purposes has not resulted ultimately in increased business for the railroads. The function of the waterway is to transport the raw material or the semi-finished product to some factory or assembling and distribution point, and the business of the railroad is to distribute the finished product, which, because it is finished, and therefore of greater value, can stand the higher freight charge the railroad must collect.

While it is assuming grave risk to attempt the role of prophet in these uncertain times, I nevertheless venture the prediction that in years to come when its tremendous possibilities have been fully explored and utilized, the Intracoastal Canal will take its place as a facility of public service which contributed more to the progress, advancement and development, commercially, industrially and agriculturally, of its contiguous territory than any enterprise ever conceived for the benefit of the great Southwest.

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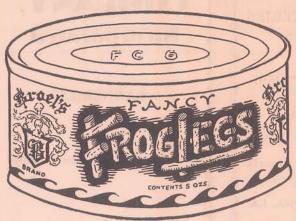
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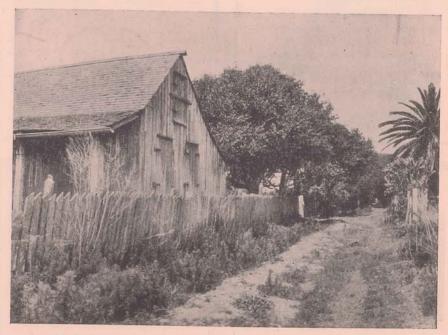
## A New Motor Oil

The International Lubricant Corporation has recently developed at its plant in Southport, Jefferson Parish, a new, most remarkable motor oil. Because of its lubricating properties this product is being marketed under the name "Friction-Free" motor oil.

The research division of the Corporation has continually experimented with oils in the hope of finding something better—something new—something yet unheard of for the modern automobile. Efforts were at last rewarded. Months ago the "Friction-Free" formula was devolved. However, it was decided to withhold the discovery from the market until rigid test proved beyond a doubt that the super-lubricant was actually superior to present day motor oils.

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## Shell Fish

The mixed salt and fresh waters of lower Jefferson Parish have long been known for fine fishing, but few there are who realize that the world's finest oysters come from Barataria Bay and the nearby waters. The State government has supervision over the natural reefs and the cultivated beds through the Conservation Department, and much prog-

ress has been made in conserving the supply.

The shrimp found in this section are known scientifically as "Penaeus Setiferus", but to those who have eaten them, whether fresh in the local markets or canned, they are known to be of fine flavor. The canning of Barataria shrimp is a major industry, and several large plants are in operation in season. There is a process of preserving shrimp by drying in the sun on platforms, and this product is shipped throughout the world. In recent years the shrimp hulls have been found to contain much value as an animal food and as fertilizer.

Several companies are engaged in the canning of crab meat which is considered of fine flavor and supplies many of the world markets.

The cover design used in this edition of the Jefferson Parish Year-book was drawn by James E. McBride, the commercial artist, who for years was with Rand-McNally, the map makers in Chicago.



LOUISIANA PIROGUES

The early French and Spanish settlers found the Indians traveling Louisiana's bayous in a sort of canoe hewn and burnt from a single log. Today they are used in fishing, trapping and hunting, but don't stand up and shoot ducks!

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## To You--

The Parish and its people extend to you a hearty invitation. Business men and investors, manufacturers and distributors, farmers and dairymen, home owners, and lovers of good fishing and ocean bathing are invited to Jefferson Parish, for each one will find possibilities and opportunities at this time. We have endeavored to give you an outline of these opportunities in this Yearbook and the men whose names appear on the cover will be glad to give any further information desired.

## Volunteer Firemen

Ancient tradition of the volunteer fire companies of the days before the paid platoon system was inaugurated in the cities still lives in the communities of the Parish of Jefferson. These men, giving of their time and money, and often risking their lives in fighting the common enemy of destruction, are to be ranked with the foremost citizens. Here's to the volunteer firemen of Jefferson, and may their spirit of community welfare always be with us!

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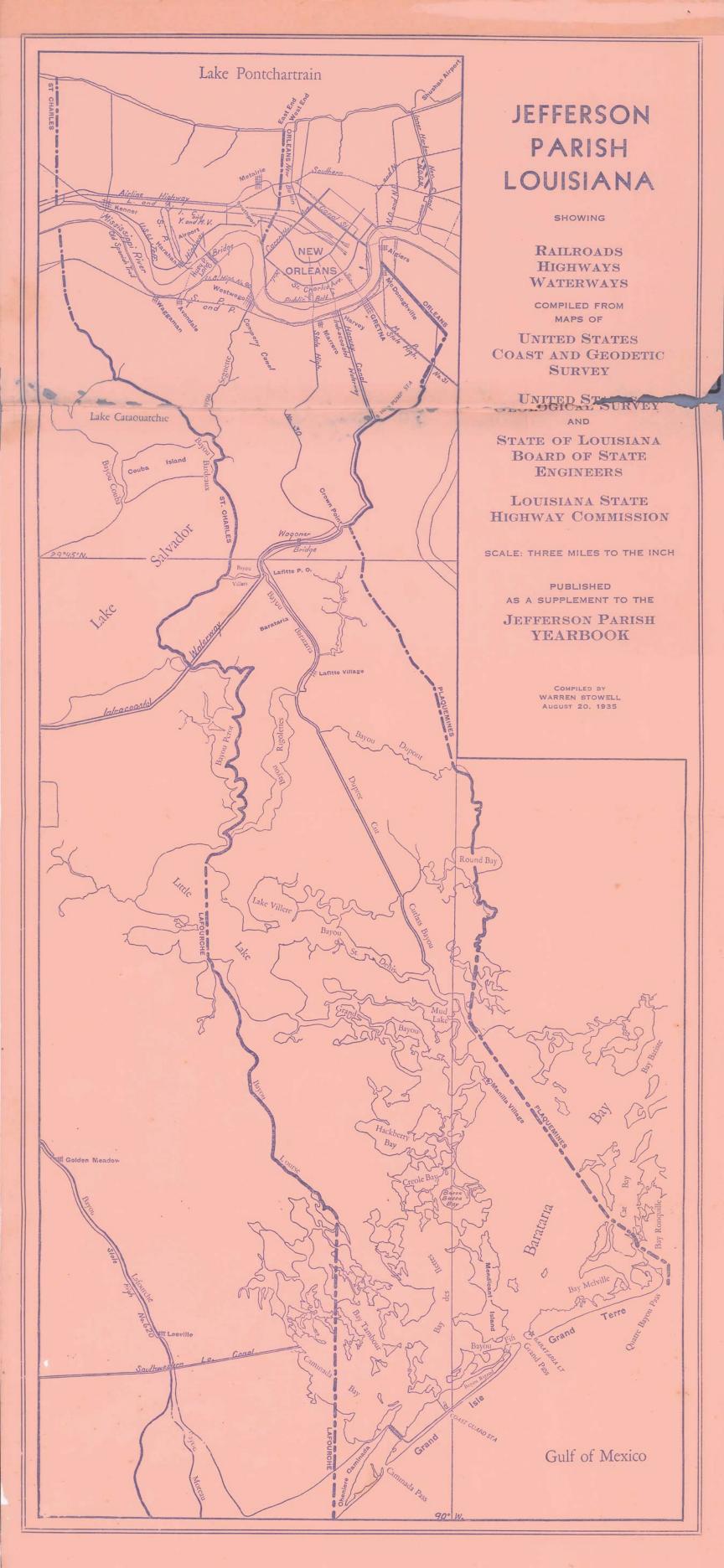
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