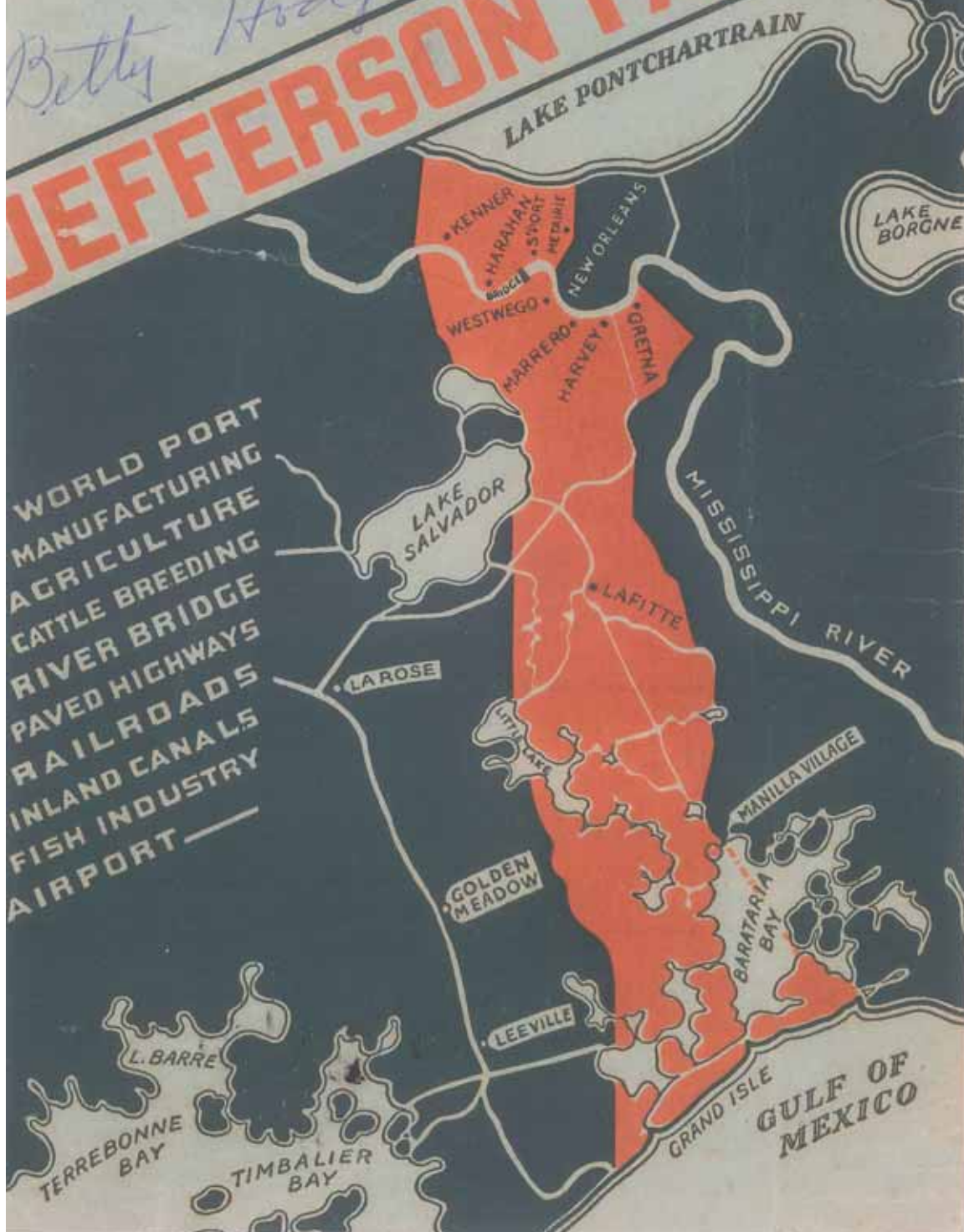


**YEARBOOK  
1936**

*Betty Hodgson*  
**JEFFERSON PARISH**



## Inquiries

For information of any kind regarding opportunities in Jefferson Parish may be addressed to the men whose names appear below. The Police Jury will assist in every way the establishment of industries. Exceptional inducements are offered to those who would profit by the lowest transportation costs in the world. Taxes may be waived for ten years to those concerns locating within the Parish of Jefferson. Further development of agriculture and the use of our natural resources is invited. Those who would enjoy the sunshine and fresh air of suburban homes will find their opportunity in Jefferson Parish today.

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1936

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



—Frank.

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## FOREWORD

On March 13, 1935, the Police Jury of Jefferson Parish authorized by resolution the preparation of editorials, the soliciting of advertising and the publication and distribution of the Jefferson Parish Yearbook for 1935.

At the regular meeting on August 14, 1935, copies of the 1935 edition were presented to the members of the Police Jury, and as a result of immediate approval and commendation of the work, authority was granted for the publication of this, the 1936 edition of the Jefferson Parish Yearbook.

Months of work have been given to the preparation of this edition—the gathering of editorials and photographs which we thought would be of interest not only to our own people and friends of the Parish, but to those seeking new opportunities for industry, manufacturing, agricultural activities, new homes and recreation.

We would particularly call your attention to the editorials contained in this edition. We believe they are the most forceful opinions ever presented in favor of Jefferson Parish and its opportunities today.

Distribution of this edition has been even wider than last year. Engineers, executives, financiers and many others interested have been mailed copies. In fact, every State of the Union as well as every Parish in Louisiana have been included—and several foreign countries. In universities and schools and most libraries will be found copies for reference.

In the name of the Police Jury of Jefferson Parish, the official family, our residents and friends, we want to extend thanks to all who have assisted in making this edition whatever success it may be—for only through cooperation shall we progress!

THE EDITOR.

## EDITORIAL

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—C. Bennette Moore.

HON. ROSE MCCONNELL LONG  
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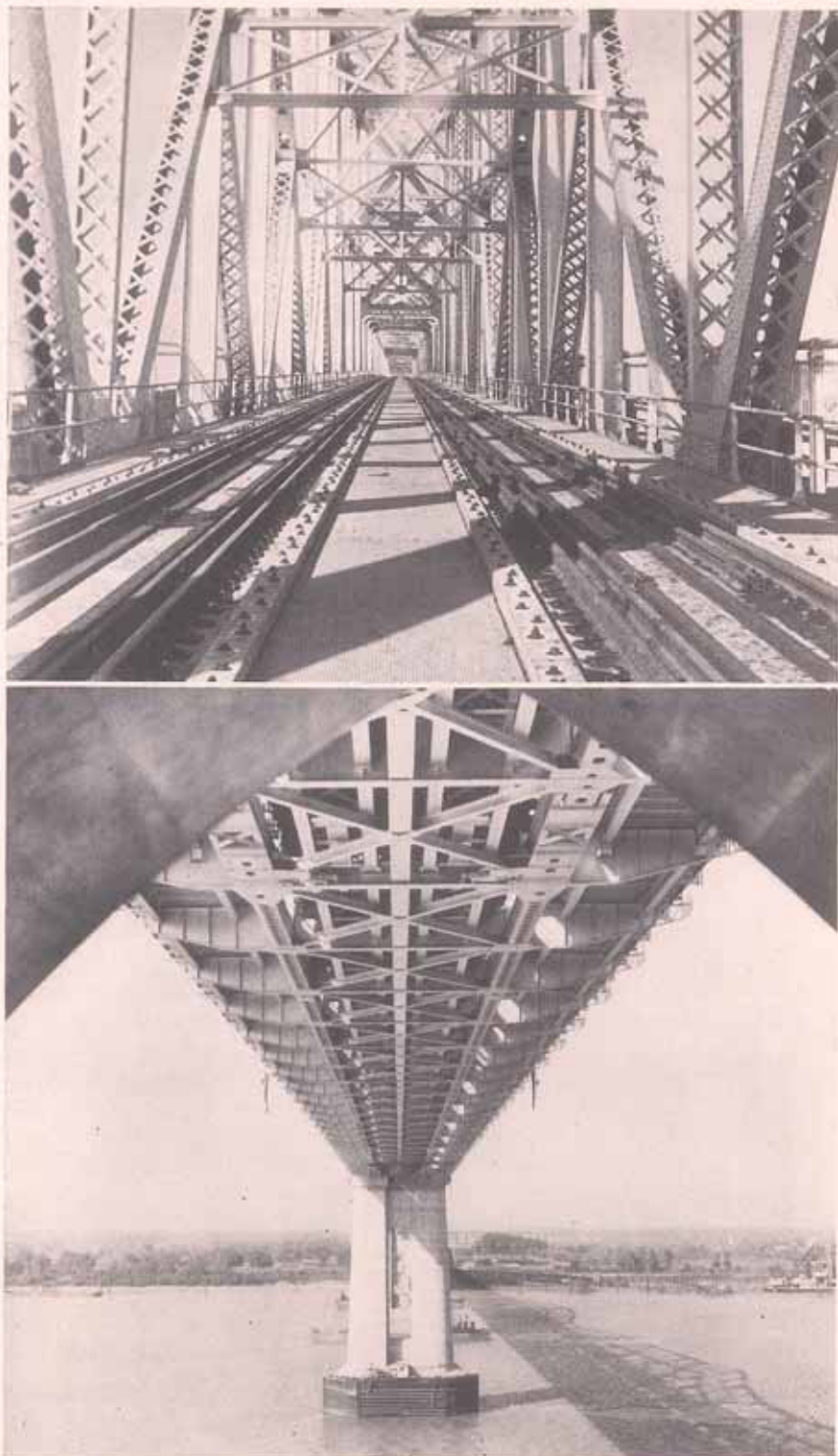
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Assessor*



—Franck.  
*On the center line, above and below Huey P. Long Bridge.  
Jefferson Parish*



## Jefferson Marches On!

THE EDITOR

Among the sixty-four Parishes (Counties) in Louisiana, Jefferson takes the lead in many fields. In education she stands second only to Orleans and Caddo. The fishing industry is second to none—supplying shrimp, oysters and fish, both fresh and packed, to the markets of the world! Jefferson produces more fresh milk than any other parish—next door to the largest city in the South as her market. The fast-developing oil field at Lafitte, on Bayou Barataria, ranks next to the field at Rodessa.

Not even the seaports of the Atlantic offer the advantages of cheap water-borne transportation to sixty-five per cent of the United States provided by the Parish of Jefferson on the Mississippi River at New Orleans. No other place in the world offers the splendid economic assembly of raw materials used in the chemical and manufacturing industries. Air lines, nine trans-continental rail systems and freight ships on regular schedule to every port of the world offer the perfect distribution of manufactured products. And nowhere else are climate and labor conditions so near ideal.

Electricity, gas, oil and coal are available at the lowest rates—hundreds of Jefferson homes cook with electricity!

Jefferson Parish is the home of Celotex, Wesson Oil and Snowdrift shortening, Johns-Manville roofing, Brer Rabbit syrups, Jewel shortening, Pyro alcohol, International lubricants, Dunbar shrimp and oysters, Benzogas, Magic Hoodoo insecticides, Great Southern boxes, Southern shell fish, Concrete pipe, American creosote wood products, Alcoa ore tipples, Pullman car wheels and many other trade names and products known throughout the world. Many distilleries, chemical plants, food packers, lumber mills, fertilizer plants and other industries whose products are famous are located in the Parish of Jefferson.

The editors of the Jefferson Parish Yearbook have gathered in this edition what they believe to be the outstanding editorials pertaining to the Parish. Men whose reputations stand high in their respective fields were asked to contribute the articles, many of which are accompanied by photographs and maps.

The progress Jefferson Parish has made but proves in an impelling way that—

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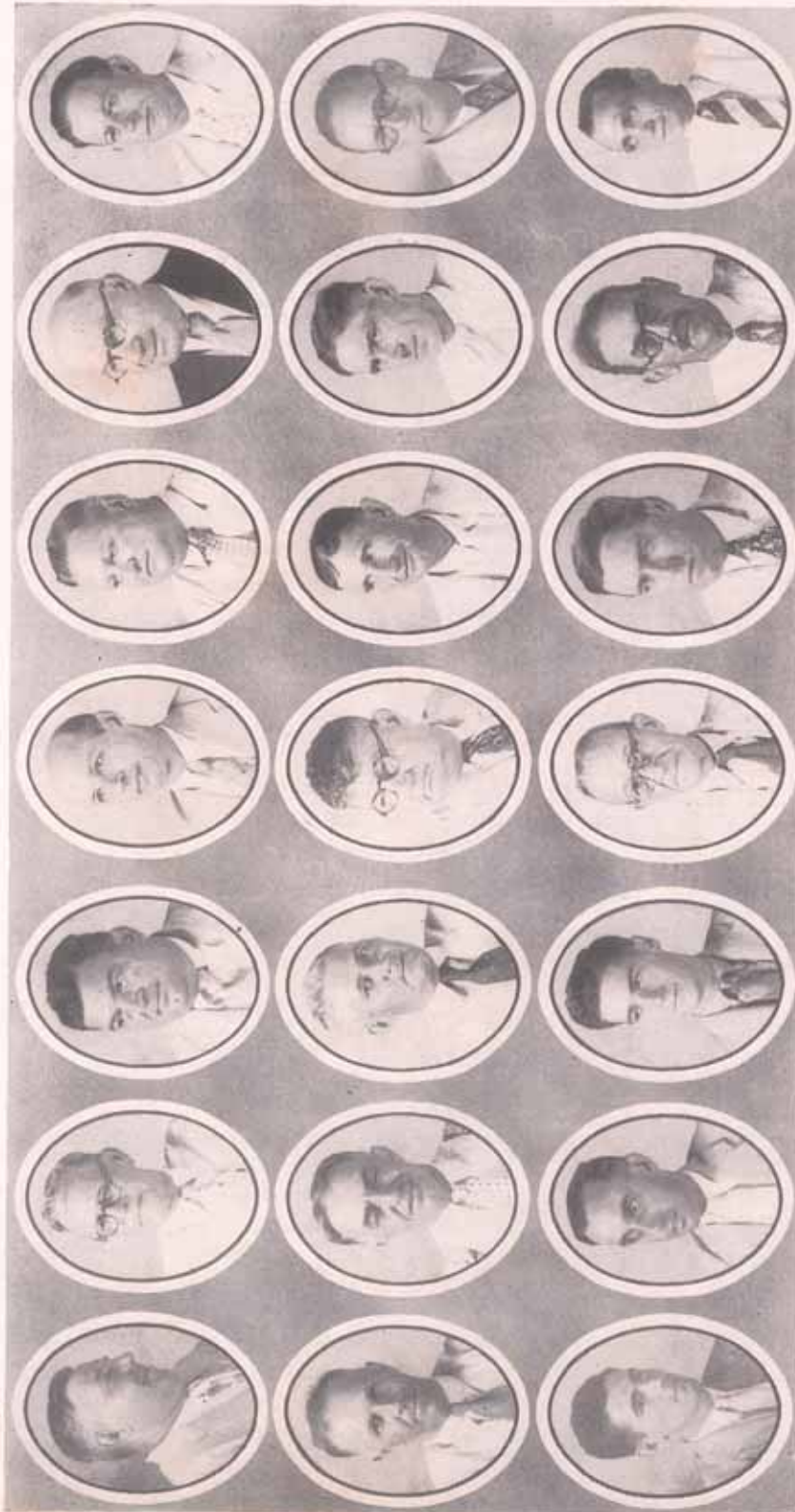
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—Leicaphotos.



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# The Overton Flood Control Act

JOHN H. OVERTON

*United States Senator, Louisiana*

The Overton Flood Control Act, enacted by Congress at its last session and approved by the President June 15, 1936, will, when its provisions are executed, definitely and forever prevent in all Louisiana the recurrence of floods from the Mississippi River. Under provisions of the Act, the Federal Government will bear all expenditures of flood protection work in Louisiana with the sole exception of levee rights-of-way on the main stem of the Mississippi, practically all of which rights-of-way have been heretofore furnished.

The Overton Act authorizes an appropriation of \$272,000,000 plus \$15,000,000 for emergency work on tributaries, and authorizes the appropriation for the program of the unexpended balance consisting of \$15,000,000 appropriated at the last session and \$10,000,000 allotted and unexpended, totaling over \$300,000,000. Of this total, about \$181,000,000 will be expended in Louisiana alone within the next six years. This represents an expenditure of Federal money in Louisiana of \$30,000,000 more than was spent during the splendid eight-year program of construction under the Long and Allen Administrations by the State Government. It will place thousands of people to work in Louisiana, as it is estimated that 80 per cent of construction work goes to labor.

A spillway west of Berwick leading from the Atchafalaya Basin to the Gulf is to be constructed with a drainage capacity of 500,000 cubic feet per second. The Atchafalaya River is to be dredged, increasing its hydraulic capacity. The Morganza Floodway, east of the Atchafalaya, is to be constructed and the West Atchafalaya Floodway is to be completed. Along the entire stretch of the Mississippi River, except in the Red River backwater area, levees are to be enlarged and maintained to the 1928 grade and section.

The Eudora Floodway is to be built, starting in southeastern Arkansas and extending down into the Red River backwater area below Jonesville-Ferriday highway.

All rights and easements for the construction of the three different floodways, including all flowage rights, are to be paid for by the United States, and the Federal Government will, at its own expense, construct overhead

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highways and railroad crossings over the Eudora, the Morganza and the West Atchafalaya Floodways, and will repair all damages to improved highways that may result from the use of the floodways.

Plats of ownership in the floodways are now being prepared by the Army Engineers and, after they have been completed, the value of the flowage rights over the properties in the floodways will be appraised by expert appraisers, probably furnished by the Department of Agriculture. After appraisements have been made, options for the conveyance of the flowage rights will be obtained by the Federal Government, and probably in cooperation with levee boards and other local State agencies.

Further actual construction work, now under way, includes levee work, revetments and dredging on the Mississippi and in the Atchafalaya, and a review of all studies heretofore made with respect to the location and character of the outlet west of Berwick.

These are some of the main features of and the work being presently done under the Overton Flood Control Act, as it relates to Louisiana.



—N. O. Association of Commerce.

*Where the Mighty Mississippi makes a Crescent near the Gulf!*

At the right of the river will be seen part of the industrial area of Jefferson Parish across from New Orleans. In the foreground at the left is the Town of Westwego. Railroad switch tracks, docks for ocean freighters and river and canal barges make this area the finest in the world for manufacturing, industrial and terminal activities. Inquiries are invited.

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## Jefferson Parish Within the Favored Flood-Exempt New Orleans Area

COL. HARRY JACOBS  
*Chief State Engineer*

Owing to the concentration of human life and of property values in New Orleans—"America's Most Interesting City"—and its environs, special consideration for safety from overflow has always been claimed by its officials and civic leaders as being absolutely essential to the welfare and future development of this most important section of the Valley area; and some recognition was accorded this need, not only by direct mention of it, but by the actual inclusion, in the adopted Flood Control Plan of 1928, of several specific features designed to insure extra safety for the New Orleans area. However, it was only through the vigorous effort and cooperation of all concerned that the Congress of the United States and the Corps of Engineers, U. S. Army, the Mississippi River Commission and those charged with the duty of carrying out of the general project were finally induced to forego any thought whatsoever of curtailing measures deemed essential for the unquestioned protection of the New Orleans area.

The adequacy and advisability of such features of the Adopted Plan as the Boeuf (or Eudora) Floodway, the Atchafalaya Floodway and the Bonnet Carre Spillway—in conjunction, of course, with levee lines improved to grade and section having the standard factor of safety adopted in 1928 for the general run of levee embankments throughout the Valley—was fully concurred in; but both the State and local levee authorities uncompromisingly contended for protection measures for the City of New Orleans that would, like Caesar's wife, be "above suspicion" under any circumstances. Our efforts were crowned with success when such measures were finally adopted.

During the past two or three years, a crevasse in the riverfront levee anywhere between the Bonnet Carre Spillway and the City of New Orleans would have caused greater depth of overflow immediately above the city than had ever occurred prior to that time, due to the presence along the south bank of Lake Pontchartrain of the recently constructed six-foot, or higher, lakeshore highway embankment that would have impounded any floodwaters escaping from the river, instead of their being able to escape into the lake under the conditions that previously existed.

New Orleans has not been overflowed since 1849, and only eight times prior to that\*; yet, even as late as 1927, when those best informed had not lost confidence in the city's defense against overflow as they then existed,

---

\*Previous to 1849 New Orleans had been flooded in 1735, 1775, 1785, 1791, 1796, 1799, 1816 and 1823.



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there was—however needless it may have been—much genuine fear and even consternation among the timid.

Whatever uneasiness anyone may have felt, in the past, concerning the danger of overflow of New Orleans, its suburbs and outlying approaches has now faded into utter insignificance. The city's extra strong, oversized riverfront and rear-protection levees were completed several years ago, and its upper and lower protection levees are in condition to serve emergency purposes should they, perchance, ever be called upon to function as secondary lines of defense. However, now that the contract for the construction of the superior main levee system between the Bonnet Carre Spillway and the city is 71 per cent completed and will be entirely completed prior to the next spring flood season, and that this important stretch of levee is so located\*\* as to be beyond the peradventure of being reached by high water caves—such as occurred at Poydras in 1922—both the city's riverfront and upper protection levees can be said to have been extended upstream sufficiently to encompass all of Jefferson Parish's and virtually all of St. Charles Parish's areas, bringing to these contiguous suburban areas the same impregnable protection enjoyed by the city itself.

The Spillway and its guide levees furnish a double line of defense against the effect of any crevasse that might happen to occur between Baton Rouge and the Spillway.

There can be no question concerning the adequacy of the city's rear protection levee, which, in addition to the latent strength of its reinforced concrete seawall, its locks of heavy steel athwart the mouths of the New Basin Canal (near West End) and Bayou St. John (near historic Spanish Fort), respectively, its vast bulwark of backfill extending shoreward from the seawall, is one of the most impregnable, beautiful and artistic utilities serving as a public levee to be found anywhere in the world. It is the pride and joy of all those who appreciate the varied and manifold uses to which it is devoted and to which it so graciously lends itself.

Under the present levee arrangement on the east bank, any break occurring in the main levee system between Baton Rouge and the Spillway will pass through Lake Pontchartrain to the Gulf as harmlessly as would surplus Mississippi River floodwater being purposely diverted into the lake, via the Bonnet Carre Spillway.

Furthermore, the upward revision of the Adopted Plan for that part of the main levee, below the Spillway, has brought benefits to the areas in St. Charles, Jefferson and Orleans Parishes on the west bank of the river, comparable to that on the east bank, except that there are no cross or guide levees to serve as an upper protection embankment at the latitude of Bonnet Carre; however, if by any chance a crevasse should occur on the west side anywhere above Donaldsonville, the comparatively high banks of Bayou Lafourche would furnish commensurate protection.

With the Eudora and Atchafalaya Floodways and the Bonnet Carre

---

\*\*The location being based on a 50-year life instead of the 30-year life employed elsewhere in the Valley.



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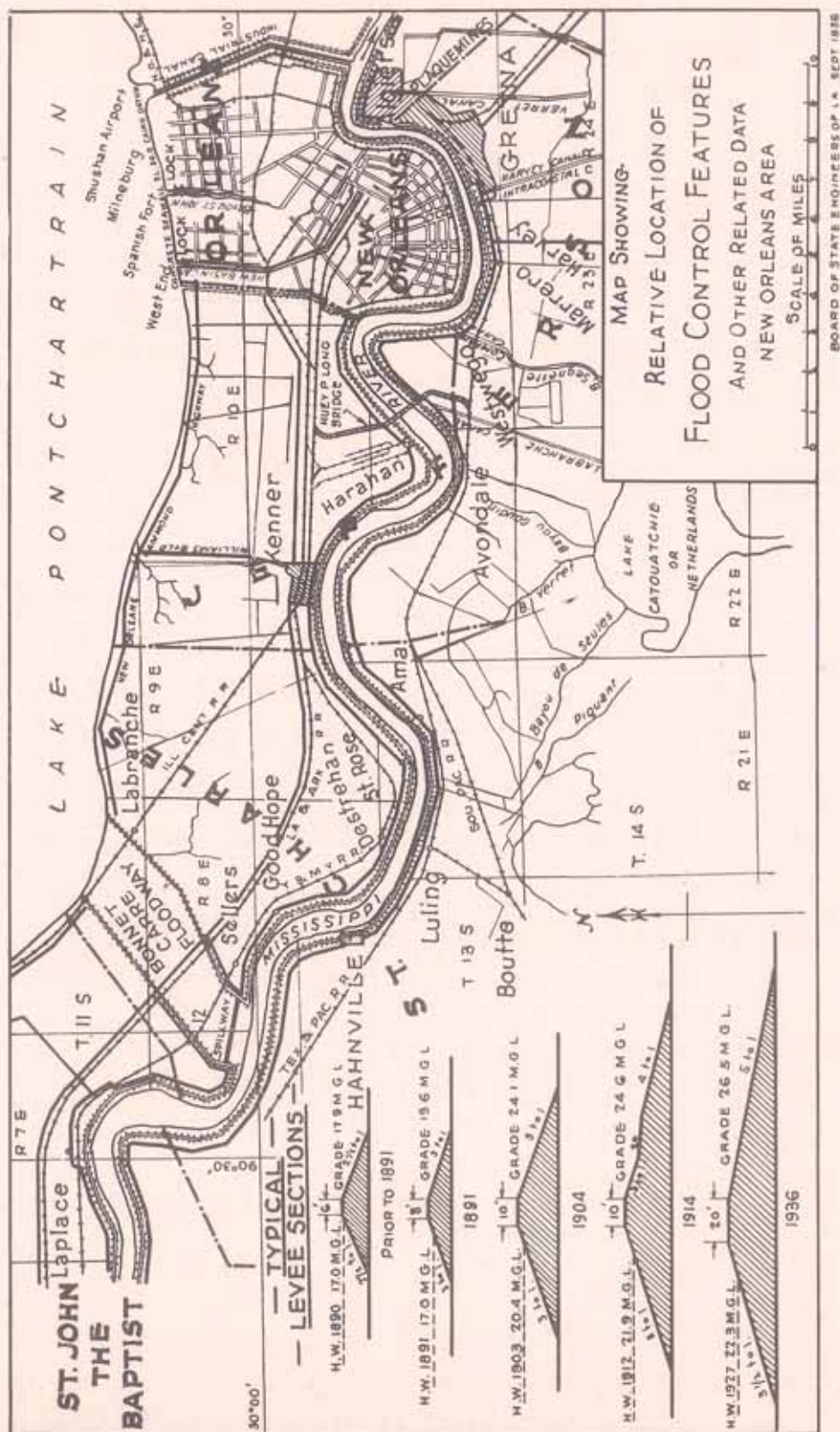
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The only features of the governing plan of Food Control directly affecting the safety of the favored New Orleans area not yet completed, or practically completed, are the Eudora, Morganza and Atchafalaya Floodways. Work is far advanced on the Atchafalaya Floodway—sufficiently far in fact for it to easily accommodate a flood equal to that of 1927—the only feature that will delay its 100 per cent completion during the next two years being the Charenton Outlet, which has not yet been started, but the early construction of which is contemplated in the program as now developed.

No construction work has been started in either the Eudora or the Morganza Floodways, and under the terms of the Overton Amendment to the Flood Control Act of 1928 none can start until at least 75 per cent of the value of the flowage rights and rights-of-way for levee foundations, as estimated by the Chief of Engineers, shall have been acquired or options or assurances satisfactory to the Chief of Engineers shall have been obtained for these Floodways.

Six years are allowed for the completion of the entire flood control project, but it is hoped and fully expected that both the Atchafalaya and Morganza Floodways and Charenton Outlet will be completed within the next four years. In the interim, the "fuse plug" sections of levee at the head of each of these Floodways will function as intended and can be relied upon to divert such surplus floodwaters as might otherwise become a menace to the safety of the New Orleans area.

The population of New Orleans is more than 480,000 and that of Jefferson Parish almost one-tenth as much; and of these more than half a million souls not one need have the slightest misgiving, now or in the future, for the absolute safety from overflow of himself, his family, his friends or any of his worldly possessions.

With the flood hazard completely removed, the manufacturing and other industries already thriving within this favored area (of which Jefferson Parish has more than its proportionate share) will assuredly expand and new industries enter in constantly increasing numbers.

The advantageous position of Jefferson Parish with relation to the City of New Orleans, the river, the magnificent Huey P. Long railway and free traffic Bridge spanning the river, the Bonnet Carre Spillway, the Intracoastal Canal, the old Spanish Trail and the many other arteries of railway, waterway and highway traffic, is indicated on the accompanying skeleton map, upon which is also sketched comparative levee sections and governing high-water stages of the river at various periods of the historic progress of flood control.





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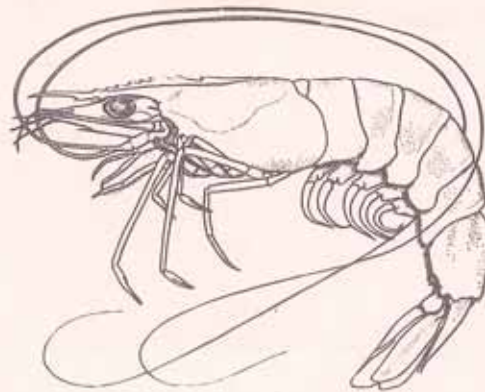
# Shrimp\*

MILTON J. LINDNER

*In Charge Shrimp Investigations, U. S. Bureau of Fisheries*

Shrimp are the most important marine fishery resource of the South. The shrimp industry is centered in Louisiana, where the annual catch comprises from 35 to 50 per cent of the entire shrimp take of the United States, including Alaska, which averages over one hundred million pounds a year. According to the official figures of the Louisiana Department of Conservation, 1935 was the largest shrimp year on record, with a catch of over fifty-three million pounds, for which the fishermen of the State received almost two million dollars.

The Parish of Jefferson contains within its boundaries a large portion of the famous Barataria Bay section, which is one of the most productive



*Common or Lake Shrimp of Jefferson Parish at times reach a length of slightly over eight inches. The larger shrimp are used in the canneries and for the fresh market while the smaller individuals are primarily used for the production of dried shrimp.*

shrimping areas of the world. Several shrimp canneries and a number of drying platforms are also to be found in this Parish. Manila Village has been known for years as a place where dried shrimp originate.

The shrimp fishery of Louisiana, as in the other seven maritime Southern States, is based chiefly upon one species, the common or lake shrimp. Two other species, the grooved shrimp and the seabob, occur, however, in the catches at various times of the year, but do not approach in importance the common shrimp which makes up at least 95 per cent of the entire take.

## LIFE HISTORY OF COMMON SHRIMP

The common shrimp spawns throughout the spring and summer in the Gulf of Mexico. The eggs are not carried about by the mother as in many other crustacea, but are spawned directly into the water, where they are left

---

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to fend for themselves. The young larval shrimp, with the aid of the tides, drift from the Gulf to the inland bayous and bays, where they settle to the bottom and continue their rapid growth. By the middle of June sufficient young have grown large enough to begin to appear on the fishing grounds of the inside waters. As the shrimp increase in size they move from the small bayous and bays to the larger bayous and bays, and eventually reach the Gulf. The appearance of the young shrimp on the fishing grounds is associated with a disappearance of the adult spawning shrimp, so that by August very few adult shrimp can be found in the regular fishing areas.

The heaviest fishing occurs during the late summer and fall in the inland bays and bayous. This fishery is based entirely upon the young shrimp resulting from the spawning of the immediately preceding spring and summer. As the waters cool in the fall and winter, the larger shrimp gradually leave the shallow inland waters for the deeper and more stable waters of the Gulf. The smaller shrimp concentrate at this season along the beaches and the inland waters adjacent to the beaches. The growth rate of the



*Shrimp boats unloading at a Jefferson Parish drying platform.*

shrimp is slackened during the winter, but when the waters begin to warm in the spring the shrimp again resume their rapid growth and at the same time the sex products develop and spawning ensues.

As spawning progresses and the young shrimp begin to appear in the fishery the adult shrimp disappear and are not again found on the regular fishing grounds. Consequently, from the point of view of the present commercial fishery, the shrimp is an annual.

#### FISHING METHODS

The gear and methods used in the capture of shrimp, since the beginning of the fishery, continually have been improved for greater efficiency. In the early days the cast net and seine were used exclusively for the taking of shrimp. This gear limited the fishery to shallow water close to land, but later patented seines were introduced which permitted fishing in water as deep as twenty feet or more. Between 1915 and 1918 the otter trawl was introduced into Louisiana from the East coast, where it had been used suc-

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cessfully for several years. The otter trawl, in a short time, became the accepted fishing gear. With the exception of Louisiana, where the seine and a device called the night trawl are still used to some extent, the shrimp otter trawl is the only commercial fishing appliance.

The trawl consists of a bag of webbing suspended between two short wings. Each wing is fastened to an otter board. The otter boards are connected to the boat by tow lines and are adjusted in a manner similar to a kite so that they spread the net and dive toward the bottom. The purpose of the otter board is to keep the net open and on the bottom where the shrimp are taken. Each year several thousand boats pulling trawls from thirty to eighty feet in width scour the Louisiana bottoms in search of shrimp.

#### TRANSPORTATION AND PROCESSING OF SHRIMP

Because of the large extent of marsh separating the mainland from the fishing grounds, the Louisiana shrimp fishermen do not always deliver their catches directly to market. The fishing boats frequently transfer their catch to a freight boat which carries a large amount of ice sufficient to preserve thoroughly the catch. The ice or freight boats are generally larger than the trawl boats and therefore transport a greater poundage of shrimp. Several fishing boats will usually deliver their catch to the freighter, which, when loaded, returns to the plant to dispose of the shrimp. This enables the fishing boats to remain on the grounds for several days or weeks at a time.

Shrimp in Louisiana are prepared for market in six different ways, namely, fresh whole, fresh headless, fresh cooked, frozen, dried and canned.

Fresh whole shrimp are delivered to the local fish markets for immediate consumption. These shrimp are iced for preservation, but require no other handling. The people of New Orleans and southern Louisiana prefer to buy their shrimp whole—that is, with the heads on. For shipment to inland localities and to the Atlantic seaboard, however, the heads are first removed and the shrimp are packed in ice in either barrels or boxes. This type of product is known as fresh headless. A considerable quantity of shrimp are shipped out of Louisiana each year in this manner.



*A typical Jefferson Parish shrimp drying platform during a slack season. When shrimp are running this entire platform will be covered with shrimp exposed to the rays of the sun.*



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The shrimp that are to be sold as fresh-cooked are first headed and peeled. The meats are then washed and boiled in brine. The cooked meats are packed in tins, which are shipped on ice to the consumers.

Frozen shrimp require the preliminary handling of removing the heads, washing and packing in small containers. They are then placed in a freezer and thoroughly frozen. Frozen shrimp are, to a great extent, exported to the Orient, where the major portion of them is consumed.

Dried shrimp is another product that is prepared chiefly for export to the Orient. Louisiana is the only Southern State where drying of shrimp is practiced. The drying platforms are usually located near the fishing grounds and consist of large undulating wooden platforms elevated above the surrounding marsh. The shrimp upon delivery to the platform are first boiled in a brine solution. They are then spread out on the platform and allowed to dry in the sun. The drying shrimp are turned frequently to allow complete exposure to the rays of the sun. When rain or inclement weather threatens, the shrimp are raked into piles on the crests of the undulations and covered with tarpaulins. When the shrimp are completely dried, the heads and hulls are removed. A few years ago the process of removing the heads and hulls was known as "dancing the shrimp". The workers would gather the shrimp in piles, wrap their feet in burlap or canvas and then tread on the shrimp until the shells were broken off. Today, however, mechanical appliances which resemble large hoppers are used, which automatically remove all vestiges of hulls from the dried shrimp. The pulverized



*A Jefferson Parish shrimp cannery in operation showing shrimp boats waiting their turn to be unloaded.*

refuse is known as shrimp bran and is of value as an animal feed. The dried shrimp are then sent through a blower to remove any fine particles of shell that might remain. After the blower they are ready for the crates.

The greater portion of the Louisiana shrimp catch is canned either in tins or in glass. Most Louisiana shrimp canneries have voluntarily placed the supervision of their canning under the Federal Food and Drug Administration. Through this inspection service the consumer is assured of a sanitary, wholesome pack. The shrimp on being unloaded at the cannery are

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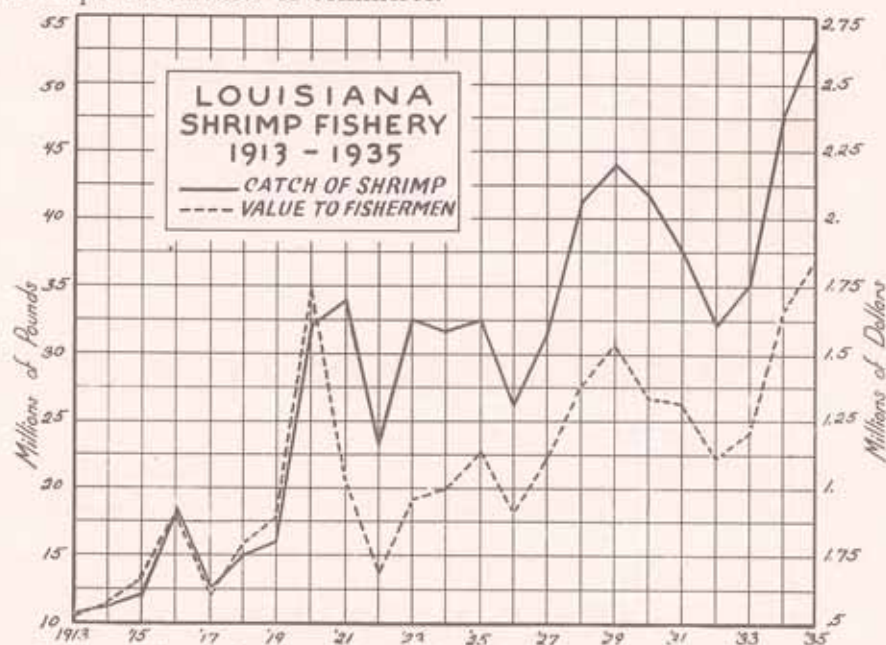


washed and sorted under the direction of the inspector, who discards all shrimp that are unfit for canning. The shrimp are then headed and peeled. The meats, after being thoroughly washed, are boiled in brine. This process is known as blanching. Upon completion of the blanching, the meats are cooled and sorted according to size, either by mechanical sorters or by hand. They are next packed into cans, which are sealed before being placed into the retort for the final processing under steam pressure. The shrimp are then ready for the labeling and the consumer.

#### NUTRITIVE VALUE OF SHRIMP

Shrimp, like other marine animals, contain a high iodine content which in itself recommends it as an article of diet in areas where goiter is prevalent. They are also unusually rich in minerals. Shrimp meal has been found to contain aluminum, barium, calcium, chromium, copper, iron, lead, lithium, magnesium, manganese, phosphorus, potassium, silicon, sodium, strontium, titanium, vanadium and zinc. Cooked shrimp contain more protein than lean beefsteak, eggs, halibut, canned salmon, or oysters. They are low in fat content and relatively high in salt content. Canned shrimp have been found to contain both vitamins A and D.

Considerable waste occurs in the shrimp industry from not utilizing the heads and hulls. Various workers have shown that the heads and hulls can be made into valuable animal feedstuff and fertilizer. It has been estimated that the shrimp waste from the 1927 catch would have yielded 80,000 pounds of cholesterol, which is the principal substance of vitamin D. It is highly probable that in the not too distant future some enterprising individual will be able to convert profitably the now discarded waste products of the shrimp into important articles of commerce.



Catch and value to the fishermen of Louisiana shrimp from 1913 to 1936. The catch is represented by the solid line and the money the fishermen received for the catch is represented by the broken line. The catch is shown in millions of pounds (left scale) and the value in millions of dollars (right scale). These figures are based on statistics from the Twelfth Biennial Report of the Louisiana Department of Conservation.

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## Educational Foundation

The Jefferson Parish School System is glad to take this opportunity to acquaint the people of the Parish and our friends with its accomplishments and its great plans for the future. Under the leadership of J. C. Ellis, superintendent, the public schools of Jefferson have forged ahead in spite of the tribulations of the depression and continue to measure up to modern standards and the school systems in sister parishes.

No little credit for our excellent progress is due to the wisdom and guidance of the members of our school board. These public spirited citizens have given unsparingly of their time and services without monetary reward—their recompense comes in knowing that they have developed a school system worthy of the people whose representatives they are. It is with a sense of gratitude and pride, then, that we list here the names of those in whose hands the people of Jefferson have wisely placed that most important of all trusts—the education of their youth.

In the past twelve years the Parish of Jefferson has spent one million dollars for school buildings. At present there are six senior high schools; five of these have elementary departments, one junior high school and nineteen elementary schools. For the colored there are eleven schools. We are proud to state that the six senior high schools measure up to the strictest standards set by the Southern Association of Colleges and Secondary Schools and are approved both by that body and by the Louisiana State Board of Education.

During the past few years, due in part to the depression and in part to the public's consciousness of the necessity of more education and training, there has been a tremendous increase in enrollment all over the country. The Jefferson Parish School System has felt the pressure of this added burden. Its classrooms are overcrowded, its teachers are over-worked, its plant is no longer adequate to meet the growing needs of the communities.

A million and a half dollars is needed now for expansion. In order to keep up with the increasing demands upon it, the school system must grow. The time has come to inaugurate a much needed building program and we are looking forward with eagerness to the time when every educable child in the whole Parish will be afforded the complete education he deserves.

In keeping with our desire to fit our curriculum to the needs of the communities, we have introduced many extracurricula studies and activities. A home economics course is offered in three of the high schools—Gretna, Westwego and Kenner—and a commercial course has been placed in the high schools in Metairie, Gretna and Kenner. We are especially proud of our music department. Dr. Edwards, who has been in charge for only a year, has organized bands in all of the high schools and is confidently looking forward to the time when every school will have its own orchestra. Athletics have always a high place in our list of accomplishments, and many of our athletes—like Mel Ott and Eddie Morgan—have attained national



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prominence. In addition to the customary forms of athletics under trained and expert supervision in all the high schools, a program of supervised play activities is now being inaugurated in all the grammar schools. As an indication of the enthusiasm with which our teachers are taking part in the state-wide athletic program, more than sixty are attending a class in physical education being offered this year in the Gretna High School under the auspices of the Louisiana State University Extension School.

Superintendent Ellis came to us 28 years ago. Lem Higgins, a graduate of Louisiana State University, who was recently appointed assistant superintendent, will be of great help to Mr. Ellis in the progress our schools are making. In 1908 our school system owned five small school houses and was leasing the other buildings in use. At that time the monthly payroll was \$2235. Today it is \$27,600. There are 8000 white students and 2000 colored attending Jefferson's public schools. Two hundred thirty-six white teachers and 36 colored teachers compose the staff.

We hope this article has given some indication of the accomplishments of the Jefferson Parish Public School System during the past years—accomplishments of which we are very proud. But, above all, we are looking forward to the future, looking forward to the time when, with the help and encouragement of our fellow citizens, we will be able to give to the Parish of Jefferson a school system equal to that of any in this most educationally progressive of all countries.



—Lucas.

*Entrance to the Intracoastal Canal on the Mississippi River at Harvey.*

The double-gated lock is 425 feet long, 75 feet wide and sill clearance at low water stage is 12 feet. Capacity in a single locking is a towboat and five barges. Ten minutes is required in an average locking. In the foreground will be seen the Texas & Pacific and the Missouri Pacific railroad bridge and in the background the Harvey-Louisiana Avenue ferry.



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# Lafitte Oil Field

(PART ONE)

DR. J. A. SHAW  
*Director, Division of Minerals*

AND  
CYRIL K. MORESI  
*State Geologist*

Jefferson Parish, much of which is covered by sea marsh and very thick sediment, has been prospected only since the advent of geophysical research and, as a result, the Lafitte Oil Field was discovered in 1935. This Parish, located in the deepest part of the Gulfward plunging Mississippi Valley synclinal trough, is still virgin territory for salt dome exploration, though recent geophysical survey has indicated that more salt dome prospects are present. At the present time intensive geophysical surveys are being conducted in the western portion of Barataria Bay. While the entire surface of this Parish is probably covered by recent sediments, the underlying sediments are probably in excess of 35,000 feet, and knowledge of the subsurface stratigraphy is taken from the deep wells drilled on the Lafitte Dome.

In the spring of 1935 the Texas Company discovered the Lafitte Oil Field, which is the deepest producing oil field in the Gulf Coast region. The well, located in the southeast corner of Section 19, Township 17 South, Range 24 East, was bottomed at a depth of 9,572 feet and completed on May 13, 1935. Subsequent to the discovery of this well, the Texas Company began drilling a second well, the Rigolets Fur Corporation No. 1, located about 500 feet south of the first well and in the northeast corner of Section 30, Township 17 South, Range 24 East. This well was completed in September, 1935, flowing 1,800 barrels of 35 per cent gravity oil daily from a total depth of 9,568 feet.

The following month the Texas Company brought in the third producer, Lafitte No. 2, located about 1,000 feet northwest of Lafitte No. 1, in Section 19, Township 17 South, Range 24 East. This well was completed in November, 1935, flowing 1,030 barrels of 35 per cent gravity oil daily from a depth of 9,633 feet.

On February 4, 1936, the fourth producer, Rigolets Fur Corporation No. 2, located about 1,200 feet southwest of Lafitte No. 1, in the northeast portion of Section 30, Township 17 South, Range 24 East, was completed and flowing 1,900 barrels of 35 per cent gravity oil daily from a depth of 9,606 feet.

In March, 1936, the fifth commercial producer, Lafitte No. 3, located about 1,000 feet northeast of Lafitte No. 1, in the southwest portion of Section 20, Township 17 South, Range 24 East, was completed and flowing 1,800 barrels of 37 per cent gravity oil daily at a total depth of 9,455 feet.

The sixth producer of the Texas Company, Rigolets Fur Corporation No. 3, began drilling on February 12, 1936, and was completed on April 12, 1936,



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producing 1,611 barrels of 35 per cent gravity oil from a total depth of 9,452 feet.

The seventh producer, Lafitte No. 4, was completed on July 24, 1936, flowing 1,724 barrels of 36.8 per cent gravity oil from a total depth of 9,420 feet. The rock pressure on this well was 1,480 pounds per square inch.

In the following month the Texas Company completed the Rigolets Fur Corporation No. 4, flowing 933 barrels of 35 per cent gravity oil from a total depth of 9,406 feet.

On September 1, 1936, this field was producing 8,150 barrels of oil daily, and two wells were in the process of drilling.

It appears that the Lafitte Oil Field will be one of the most productive oil fields discovered in the Gulf Coast region. The structure, regarded as a deep-seated salt dome, and discovered by the Texas Company in 1933 with reflection seismograph instruments, was worked by several major oil companies prior to the discovery by the Texas Company. The producing horizon is thought to be Middle Miocene in age. Only recently it has been realized that this formation represents from 5,000 to perhaps more than 8,000 feet of sediment in the lower region of the Mississippi Delta, and is thought to be in the upper part of the Middle Miocene horizon. If so, there are possibilities of obtaining production from sands underlying the present producing formation.

It is very probable that other fields will be discovered in this section of



—Lucas.

*New plant of the Johns-Manville Products Corporation in Jefferson Parish at Marrero. When in full operation this plant will employ 1400 workers in the manufacture of asbestos products.*

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Louisiana with deeper drilling programs now under way in the Gulf Coast region.

In the latter part of 1935 the Texas Pipe Line Company began laying a pipe line from the Lafitte Field to its terminal on the Mississippi River at Marrero, located in northern Jefferson Parish and 26 miles north of the Lafitte Oil Field. The laying of pipe line to Marrero was somewhat more than an ordinary undertaking, due to the marsh condition along the Louisiana coast, and prior to its completion the Texas Company transported the crude oil by barges through canals to the Marrero terminal.

From the Lafitte landing southward to the Lafitte Oil Field, a distance of nine miles, the pipe line traverses unbroken marshes and waterways, and all of the work had to be done from barges. The work, however, was facilitated by the fact that the pipe line follows Dupre Canal to the field.

For the nine-mile stretch through the marshes, pipe already coated and wrapped was laid, as it was impractical to attempt to clean and coat pipe on the job. The pipe, loaded on barges and towed along the bank of the canal, was lifted section by section by means of a derrick mounted on an accompanying barge and strung along the side of the canal. Acetylene welding equipment, dope pots and other equipment and materials were placed on barges and, as the pipe was strung, the sections were welded in place; the unwrapped welded ends of the pipe cleaned by hand, coated with hot asphalt, and wrapped. Places where the coating and wrapping had been damaged in handling also were patched and, when this was completed, the line was lowered by hand into the shallow ditch, about 12 inches in depth, also dug by hand.

(PART TWO)

R. C. STEWART

*Manager Louisiana Division*

*Producing Department, The Texas Company*

In the fall of 1933 the Texas Company's geophysical crew working in Jefferson Parish found evidence of a deep-seated structure near Section 19, Township 17 South, Range 24 East.

After the first evidence was discovered, careful and systematic research work was carried on for several months, after which the geophysists recommended a well be drilled in the southeast part of Section 19 for a possible commercial accumulation of oil and gas.

During the month of November, 1934, a location was made, known as Louisiana Land and Exploration Company well No. 1 and the necessary mat foundation of sufficient size and capacity were erected to support the drilling of a deep well, after which derrick machinery, etc., were moved in and actual drilling started in January, 1935, being carried on continuously until in May, at a depth of 9,572 feet, a good oil sand was found and it was decided to set a string of 7½-inch casing and make a test, which resulted in the bringing in of an oil well with an initial production of 1,000 barrels per day.

The name of this new field was first called Bayou St. Dennis, but was later changed and is now known as Lafitte Dome, taking its name from the





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historic village some seven or eight miles north on Bayou Barataria, and which point is the closest one can get to this dome by road, the rest of the trip being made in a boat.

The great depth at which this oil is found made it necessary to devise many new ways of handling equipment and material. The casing that is set on the producing sand weighs about 150 tons and to land this pipe at the correct depth and then properly cement it alone is a masterpiece of engineering. It might be stated here that 100,000 pounds of cement are pumped down around the bottom of the casing and on account of the high temperature encountered about five tons of ice are used to chill the water that the cement is mixed with.

After the completion of the first well it was found that the drilling and foundation equipment was not large enough for safe operation and special drilling rigs, the largest that could be secured, costing about \$150,000 each,



—Harvey.

*Str. Illinois of the Federal Barge Lines used in the St. Louis-Memphis-New Orleans trade on the Mississippi.*

She was converted from the stern paddle wheel type to twin screw propellers with tunnel stern by the Todd Shipyards at New Orleans in 1934 at a cost of \$225,000. Length 230 feet, beam 58 feet; molded depth 8 feet and draft 6 feet. Nominal indicated horsepower 2400. She is capable of towing more than 10,000 tons of freight up the Mississippi. The Federal Barge Lines operate 111 merchandise barges of 2000 tons capacity and 39 bulk barges of 3000 tons capacity each at the maximum draft of eight feet. These barges are all-steel, non-sinkable compartment type, with double bottoms and sides. The corporation enjoys the reputation of never having lost one of their own barges.—In the background may be seen the warehouses of the Douglas Shipyards Corporation and the New Orleans twine mill of the International Harvester Co.

were purchased. The drilling rig, including derrick, is mounted on a large steel barge, 110 feet by 40 feet, which is sunk on the bottom of canals dug at the well location, which makes a satisfactory foundation. The power used is steam, which is supplied by four 125-h. p., 350-pound working pressure boilers, also mounted on a steel barge.

The workmen are housed and fed in houseboats near the wells, and lately a permanent camp has been erected, built on piling, and equipped with gas for fuel and heat and electricity for light and refrigeration. These camps are regularly inspected for sanitation and are kept spotlessly clean at all times. The food is exceptionally good and appetizing, great care being given to a proper diet for the workmen to keep them in first-class condition and good health.

There have been completed to date eight wells and at present two are drilling.

Oil produced from this dome is pumped through a 6-inch pipe line about

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twenty-three miles to the Texas Company's tank farm at Marrero, on the Mississippi River, from which point it is moved by boat to refineries.

From a geological standpoint, the oil is produced from formations relatively young in age. The age of formations encountered in drilling this field are from recent age to Plo-Pleistocene age and production is found in the Miocene group. The Miocene section in the Lafitte area consists predominantly of shales with intermediate bodies of sand, and occasionally some limestones are encountered. The oil sands are soft, unconsolidated, consisting of sub-angular to well-rounded quartz grains.

It is estimated the field covers about four sections. The daily allowable as set by the Conservation Commission, State of Louisiana, for the month of August, 1936, is 8,150 barrels.



## Louisiana's State University

Louisianians who are preparing today for tomorrow's jobs may find the answer to many of their questions regarding necessary training in the current Louisiana State University catalog. In the catalog, replete with information on the university, are listed the courses, old and new, for which students may enroll.

Some of the courses are reorganized to bring them in line with ever-progressing industry and have new titles indicative of new content; some are entirely new in content and title, and some are the fundamental courses which have formed the foundation of the university's work since it had its beginning back in 1860.

The new and reorganized courses total more than 100. In addition, the new school of health and physical education, established at the beginning of the summer session to provide teachers for the new departments added to the state's public schools by the state department of education, offer a full curriculum of professional and recreational courses for the first time in a regular session.

Also, a vocational education training school has been established at the university, effective with the opening of the 1936-37 session, to meet the demand for trained teachers in trades and other vocational units. This division will offer courses preparing men and women for positions in trades schools, and in agricultural and home economics education.



P. O. J.—The cross-bred sugar cane which has done so much to rejuvenate the industry in Louisiana—stands for Proefstation Ooste Java—Experiment Station of Eastern Java. The successors of the P. O. J. varieties are known today as C. P.—meaning Canal Point, Florida, and C. O.—Coimpatore, a city and district in Madras, British India, where the virile, disease-resistant canes now planted in Louisiana were developed.

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*Agricultural Committee  
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All the world loves a fighter, especially one having to stage a "comeback" fight. Probably no better example of a successful "comeback" fight can be found than that made by the sugar industry of Louisiana.

A short ten years ago this industry was in the depths of despair. Varieties of sugar cane which had made fortunes for thousands of farmers for several decades became disease infested. Great losses were suffered by producers, some of whom abandoned their plantations and allowed thousands of acres of rich alluvial lands to grow up in weeds.

At this stage in the game the Government scientists got busy, even to the extent of going to far-off Java to secure disease-free canes. These were used in developing cane varieties which would rehabilitate the cane-growing industry in this State. Their work was eminently successful, and in the short period of ten years the sugar industry has climbed back onto a top rung position.

Years ago in the parishes immediately around New Orleans, including Jefferson Parish, great sugar plantations used to flourish. Today there is not an operating sugar mill in any of these parishes, but from all indications this condition will not prevail much longer. There is a great deal of active interest in the planting of sugar cane in these parishes and in the building of new sugar mills to take care of the cane crop. Although Jefferson Parish is noted for its dairy and truck crop farms, it will again no doubt have some producers of sugar cane, thus becoming a part of the great industry which is returning so many millions of dollars to Louisiana farmers each year.

Closely tied in with the sugar industry is the Celotex Company, one of the great industrial plants in Jefferson Parish. Using bagasse, a by-product from the sugar mills of the State, this company now has a plentiful supply of material for manufacturing purposes. Other uses for bagasse are being developed and the sugar industry may some day find the returns from its by-product becoming a material part of its annual income.

A crying need for the further advancement of the sugar industry in Louisiana is the removal of Government restrictions on the sugar output of the State and the revising of tariff regulations so that proper protection will be given to this industry. With the same fighting spirit that revived the century old industry from its disaster of a few years ago, the Louisiana leaders in the growing and manufacturing of sugar will fight to secure proper governmental consideration for the Louisiana industry. Jefferson Parish is an interested participant in this fight and will benefit greatly when it is won.



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1. The Parish of Jefferson, Louisiana, granted a franchise for a new port; Louisiana gave right of way through State-owned area for a channel to this port which is to be located south of New Orleans on the U. S. toll-free Intracoastal Canal.

2. The Gulf of Mexico can be reached through a proposed 37-mile straight ship canal and Barataria Pass. This pass maintained itself through



—Franck.

*S.S. Clara of the Coyle Lines, operating on the Intracoastal Canal between Harvey, Jefferson Parish, and Louisiana and Texas Terminals.*

She is twin screw, powered with two compound steam engines 250 horsepower each, equipped with steam steering gear, powerful searchlights and the latest type equipment. This company connects all points in east Texas and south Louisiana with the terminals of the Mississippi, Missouri and Ohio rivers in the North and East, through the Intracoastal Canal locks at Harvey. Shippers and consignees thus enjoy low barge and rail-barge rates to and from two-thirds of the United States.

tidal flow at depths exceeding 80 feet for several generations. The land-locked straight water course gives quick and safe access to the sea as against the difficult and tortuous 125-mile Mississippi River route with its eddies and current.

The proposed channel involves no engineering difficulty, requiring mainly the deepening of existing waterways, and crossing no highways, no bridges are needed.

3. \$9,000,000 is needed to complete this work.

4. The economies that will result from the use of this new proposed Port of Jefferson exceed \$1.00 per cargo ton.

5. This Jefferson port would be an ideal concentration point for oil, steel, lumber and other commodities requiring reasonably priced acreage in large tracts, free to transact business as private industry needs to, not now permitted in the Port of New Orleans.

6. The harbor company proposed plans only to dredge the channel, and

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sell the adjacent land to the steamship lines or industries, seeing to it that the individual stays within the plans of general development.

7. The company creating this channel and harbor sites proposes to compensate itself through the sale of harbor sites at a price per acre sufficient to leave it a profit.

8. The whole undertaking is now being examined by financial interests and, assuming that all of the connected problems can be satisfactorily solved, the Port of Jefferson may materialize in the near future.

9. Some interests may fear that the industrial expansion of New Orleans would be diverted to the opposite side of the river along the canal. It is very likely true that such would be the result, but, on the other hand, the jobbing, smaller manufacturing plants, financial, educational, shopping and many other activities in the City of New Orleans should greatly profit by the new development. In fact, it would be beneficial to New Orleans to encourage the centralization of the larger industries across the river. With the new Huey P. Long Bridge, the growth of the other side of the Mississippi is inevitable.

It surely is more desirable to New Orleans to foster industrial and commercial harbor development four or five miles from Canal Street than to force it away, perhaps even to the next State.

The Port of Jefferson has an advantage in location. Its connection with the great Intracoastal Waterway, its location at the base of the vast inland waterway system, the Mississippi River, gives to the Port of Jefferson a great advantage.



## Louisiana Livestock Show

Jefferson Parish is the home of the Louisiana Livestock Show which has been developed by people in the New Orleans area interested in the livestock, meat, and dairy industries. Several hundred head of beef cattle, dairy cattle, hogs and sheep are shown each year, and in addition a large poultry and pigeon show is arranged by local organizations. Fine commercial exhibits from the meat, dairy and allied industries are always a highly commendable part of the Show.

The feature of the 4th Annual Show held at the Jefferson Race Track, April 30, May 1-2-3, 1936, was the first 4-H Calf Club Show held in the state. This show was such a success that it will be repeated and greatly expanded next year. Two carloads of pure-bred Hereford bulls from prominent national breeders were auctioned at the Show and the Grand Champion and prize winning animals were sold at fancy premium prices.

Jefferson Parish is proud of its participation in this Show, which means much to the enlargement of the livestock industry in Louisiana, and is looking forward to a record Show in 1937.

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## City of Gretna

POPULATION 10,000

The City of Gretna is the Parish Seat of the Parish of Jefferson and has more than 10,000 population. It adjoins the Parish of Orleans on the west bank of the Mississippi River, and has river frontage of three miles. It is traversed by the Southern Pacific, Texas & Pacific and the Missouri-Pacific railroad. Three-quarters of a mile above the city is the Harvey Canal link of the Intracoastal Canal. The terminals of the Texas & Pacific Railway are in Gretna.

Located in the city are also numerous manufacturing enterprises. Several concrete highways run through the city. All sidewalks are paved. The city has a modern sewerage system constructed at a cost of \$400,000. Recently, a modern water filtration plant was constructed at a cost of \$286,000. This plant was constructed under the Public Works Administration and a grant of \$76,000 was made by the Federal Government.

A unique feature in the fire protection of the City is represented by a ten-inch water main which circles the business area and which is connected directly with the Mississippi River, and in the event of a large fire the Dock Board fire tugs, Deluge and Sampson, could connect and furnish an inexhaustible supply of water.

Two ferry boats operate, running between Huey P. Long Avenue in Gretna and Jackson Avenue in New Orleans. Bus Service has supplanted the street railway system which operates between Gretna and Algiers. There is also a bus line running between Gretna and Westwego.

The city is governed by a Mayor and five Aldermen; the city operating under the Lawrason law, which is Act No. 136 of 1898.

The city maintains an efficient police department. Garbage is disposed of regularly in an incinerator plant, which was constructed in 1933.

The Honorable Edward J. Strehle is the Mayor, and Henry F. Bender, John T. Gegenheimer, Eugene Gehring, Frank Bessler, and G. Ashton Cox are the Board of Aldermen. During this administration the water filtration plant, a modern fire alarm system, and the incinerator were constructed without any additional tax.

The policy of the city has always been one of cooperation with manufacturers and business interests. The City of Gretna is a good place to locate a plant, and one of the finest places in the State in which to live and own a home.

A cordial welcome is extended.

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## Town of Kenner

POPULATION 2500

Fifteen miles west of New Orleans on the east bank of the Mississippi is the Town of Kenner whose history starts about the time of the American Revolution when the Spanish and French governments considered this one of their richest provinces from an agricultural standpoint.

It was this section of the delta lands that gave to the growing of cane and the making of sugar its start and in the old days one could see the sugar house and cabins of the first plantations in this country. These plantations had been grants from the provincial governments to the officers and friends of Bienville, Iberville and Carondelet. They were strips of land, fronting on the river, where the plantation homes were built—for in those days the river was the only highway—and ran back to the lower lands toward Lake Pontchartrain.

Later, with the coming of the railroads and fast transportation, these rich lands became truck farms and from Kenner are shipped hundreds of cars of early vegetables to the Northern markets in early spring.

Today the truck growing industry is returning to its own and Kenner is again the packing shed center of this district. Vegetables as well as shrimp, fish and other foodstuffs are packed, iced and shipped to the markets of the country over the Illinois Central and Louisiana & Arkansas railroads.

Hundreds of acres of this, rich well-drained land are now available and plans for a cannery are being developed to care for the surplus crops. Dairying and stock and poultry raising are on the increase—for this section is but a few miles from New Orleans over the Jefferson Highway and an ever-ready cash market.

Kenner is the home of the Mancuso Cooperage Co., the Louisiana Box & Lumber Co., Truckers Ice & Cold Storage Co., the vegetable packing sheds of D'Gerolamo & Bros. Co., August Cristina & Bro., and Lafourche Ice & Shrimp Co., and the River Parishes Lumber Co.

The government and affairs of Kenner are in the hands of V. D'Gerolamo, mayor, with P. Balsamo, Martin Clancy, John Maggiore, Frank Perrone and Joseph Viola, aldermen. Philomene Paasch is secretary-treasurer and V. J. Carona, marshal.

The Volunteer Fire Company of Kenner has a long record of activity going back to the days before the War Between the States. Frank J. Clancy, sheriff and tax collector of Jefferson Parish, is president, with W. G. Schneck-enburger as chief.

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*Hon. V. A. Pitre*  
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## Town of Westwego

POPULATION 5000

The Town of Westwego is on the right bank or west side of the Mississippi River a little over a mile below the Huey P. Long Bridge. It came into existence years ago when the traffic through Company Canal developed from the Mississippi down through the bayous to the sugar plantation country and to the fishing and oyster grounds on the coast.

Today it is a modern town—water purification plant and distribution system, streets paved in the main parts of the town, Volunteer Fire department with modern equipment and paid firemen on duty all the time.

In Westwego are many nationally known concerns. The tipples of the American Aluminum Company handling as much as three shiploads a month of bauxite ore from South America. The Texas & Pacific yards are here and the Southern Pacific yards serving the traffic over the Huey P. Long Bridge into New Orleans are just outside the town limits. Here also is the bulk plant of the Sinclair Refining Company, the North American Trading & Import Company, dealers in bulk molasses, the United States Industrial Alcohol Company, Robinson Canning Company, canners of shrimp and oysters, the General American Tank Storage & Terminal Company, and many other industrial activities.

The Mayor and Board of Aldermen, whose names appear below, welcome all inquiries for manufacturing sites, agricultural activities and transportation facilities. In the vicinity of Westwego a number of dairies have been established and are progressing, and many truck gardeners and florists are developing their farms.

Vic A. Pitre is the mayor, assisted by Henry Verheugen as clerk. The Aldermen are Edward Bye, Landry Bernard, Jacob Gassenberger, E. M. Gordon and L. Guidry. Walter White is the town marshal.

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NEW ORLEANS

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GRETN, LOUISIANA



## Village of Harahan

POPULATION 1500

Ten miles above the heart of New Orleans on the Mississippi River lies the Village of Harahan, named after one of the presidents of the Illinois Central Railroad. Years ago the railroad shops with the accompanying freight yards were built to facilitate repair work in the New Orleans terminal and banana and perishable fruit cars were reconditioned at Harahan as well as the general run of box, gondola, automobile, furniture and stock car and locomotive repairs. The skilled mechanics and employes live in Harahan. At the height of activities in these shops the payrolls reached ninety thousand dollars a month.

Excellent switch track facilities are available for the manufacturer and industrial enterprises, especially those who want wharves for ocean freight ships and river barges. The mayor and board of aldermen of Harahan are prepared to offer sites from the smallest to large acreage without cost to the industry and on a tax-free basis for a period of ten years. Climate and labor conditions are the finest in America and all forms of transportation are available at the lowest costs. Inquiries should be addressed to Frank H. Mayo, Harahan, Louisiana. The members of the Board are Joseph Crochet, Philip Boudreaux and Ernest Barron. Mrs. Adelaide Draube is secretary and John Coutrado, marshal and Chief of the Volunteer fire department.

The rich, alluvial soil surrounding this community is excellent for truck gardens, stock and poultry raising, dairying and the growing of flowers for the local markets. Many of our families are making a good living from the soil.

The Freiberg Mahogany mill, with home offices in Cincinnati, is just outside Harahan on the riverfront and millions of feet of lumber and veneers are shipped to the furniture manufacturers of America.

The Colonial Country Clubhouse and spacious links are at Twelve Mile Point in Harahan. It is here that some of the best-known tournaments in the South are held each year.

The residential subdivisions have developed in recent years, many New Orleans business men and their families enjoy the sunshine, fresh air, peace and quiet of suburban homes while only ten miles over the Jefferson Highway from their offices. Now is the time to consider the purchase of your future home while real estate values are down. There is no more delightful place to live the year around than near the Mississippi River. Here is where the old Louisiana sugar plantation homes were built, cooled by breezes off the river, many of which stand today among the noble oaks of a century ago.

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## New Orleans Ships the Valley

THEODORE BRENT  
*National Transportation Authority*

Jefferson Parish, Louisiana, surrounding Orleans Parish on the south and west and embracing both banks of the Mississippi River, is a very essential and important part of the Port of New Orleans.

A very large portion of the industrial area of the port is in Jefferson Parish. Some of the most attractive residential sections of New Orleans are, in reality, in Jefferson.

The great railroad and highway bridge across the Mississippi, about nine



*Home of the International Lubricant Corp. at Southport.*

In the upper left corner will be seen the Jefferson Highway, New Orleans to Winnipeg, now being "double tracked" with a beautified neutral ground in the center to the Huey P. Long Bridge connecting with the Old Spanish Trail, St. Augustine to San Diego. The Public Belt Railroad approach to the bridge and the main line of the Illinois Central will be seen at the right hand side. All of this area is within the New Orleans terminal and sites for manufacturing and industry are available with excellent switching facilities.

miles above the city in Jefferson, brings the publicly owned docks on the east bank into contact closer than ever before with the many important industries which line the west bank of the river for a distance of ten miles opposite the city in Jefferson Parish.

Probably the slowest and most difficult effort which is ever attempted in the field of transportation is involved in changing an established flow of traffic.

The pre-eminence of New Orleans as a port was established when the



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AND TUBES

steamboats on the Mississippi River brought and took from a port having the crudest of terminal facilities the products of the great and growing section of the Middle West drained by the Ohio and Mississippi.

The shock of war and the separation of the country into a North and South divided by an imaginary east and west line put an end for four years to this great trade. And in the whole North the destruction of the great north and south trade route gave a tremendous impetus to trading with the Eastern seaboard. The building of east and west railroads, begun before the war, received a tremendous impetus which went on rapidly almost to the end of the nineteenth century.

When peace was restored, the river traffic was dead and people had begun to believe that the railroads would, in the future, be the only reliable carriers.

After the war the north and south railroads were slowly rebuilt. Many new lines were built from the Middle West to the Gulf ports and New Orleans began gradually to re-establish by railroad the trade relations which the river had previously fostered.

With the strengthening of the north and south railroads, and in an era of active competition in rates and service between individual railroads, there came a time when the railroads leading to the Gulf ports claimed and enforced their claim to a large and increasing share of the produce and manufactures of the Middle West.

But they were always at a disadvantage because these north and south lines generally terminated at the Ohio River. The railroads of Illinois, Indiana, Ohio and Michigan were all owned in the East and discouraged and defeated the making of competitive rates to and from Gulf ports. Only the Illinois Central reached the great Inland Empire dominated by Chicago.

With the passage of the Interstate Commerce Act in 1887 and the gradual extension of the theory of Federal rate regulation through extension of the power of the Commission by the laws of 1905, 1908, 1910 and 1920, the individual initiative of railroad corporations has been lost. Rates are proposed by sectional committees and opposed by the committees of other sections. The Commission decides what the rates shall be, and their decisions are cold and frequently conflicting.

The Commission cares nothing for individual ports. And ports have been denied the right to plead as localities against the discriminations.

Regulation of railroad rates has not been good for New Orleans, for the Commission has but one recognizable yardstick—mileage. And on the basis of railroad mileage New Orleans is at a disadvantage as against other Gulf ports.

Regulation of railroads is deadening to initiative, inflexible and destructive of the interest of localities and leads inevitably to high cost of service. We have nine important railroad systems serving New Orleans. They do what they can for the port interests, but they can never do for us again what they did in counteracting the great east and west pull of traffic in the years before Federal control.

The railroads will always be a great asset to the Port of New Orleans, but

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NEW ORLEANS



they can never again help us more than they help New York, Baltimore, Savannah, Mobile or Houston.

Then, too, prior to the World War we had to depend for ocean steamship service entirely upon foreign lines. And throughout Europe Gulf ports were known as "Cotton Ports". During the cotton season we had a semblance of regular service to Europe, but the balance of the year the Gulf was much at the mercy of tramp ships. The distance from New Orleans to Europe is greater than from New York and Baltimore. On competitive freight from the Middle West there was always a handicap of at least fifteen per cent in our ocean rates to Europe. They would not ever give us a service to the east or west coasts of South America, to Africa, or to the Orient.

But now conditions are changing for the better. We hear much complaint of a falling off in port business. But that is only comparative. All other ports have suffered from the loss of world buying power, the super-nationalism which causes nations to try to live to themselves behind high tariff walls—to be self sufficient. And the lack of money abroad and the fluctuations of exchange. But these conditions are as distressing to Houston or New York as they are to New Orleans.

The interior is slowly beginning to realize:

- (a) That we have port facilities of a superior nature and of ample capacity.
- (b) A splendid belt service which insures quick and dependable contact with all the docks.
- (c) Superior railroad service to and from the whole interior of the country and as good rates as the railroads can make to or from any port, distance considered.
- (d) Regular lines of American and foreign steamers reaching every important port of the world at rates in every direction the same from the North Atlantic.
- (e) Regular steamship service at low rates to and from every domestic port on the Atlantic, Gulf and Pacific.
- (f) And beyond all this we have now regular barge service with low rates between New Orleans and all important ports on the Mississippi system to the present head of navigation at Pittsburgh, Chicago, Minneapolis and Kansas City.

The gradual pull of these advantages must in due time make New Orleans again the greatest American port. It takes time, but the river traffic, added to our other advantages, must weight the scale in our favor. No other port has the great Mississippi River transportation system.

And industries will come. Many raw products should and will be manufactured at the seaboard. For this, riverside locations where raw products can be brought in by ship or barge, fabricated and reshipped by ship, barge or rail, without excessive handling costs, are essential.

Jefferson Parish has the largest extent of such river frontage within the Port of New Orleans. If, for no other reason than this, Jefferson Parish is a valuable asset to the port and is sure to command its share of benefits from the reviving traffic and the future greatness of the Port of New Orleans.

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## Agricultural Activities in Jefferson Parish

G. T. GEIGER, JR., B.S.  
*County Agent*

Jefferson Parish may be described as a narrow strip of land extending from Lake Pontchartrain to the Gulf of Mexico and lying adjacent to the City of New Orleans, which affords a ready market for the most of its agriculture products, the balance being shipped north from Kenner. The population is 45,000, with approximately 5000 classed as rural. The soil is alluvial, sandy loam, with an annual rainfall of 59.62 inches and a moderate climate suitable for the production of a great variety of truck crops.

The main agricultural enterprises are: dairying, truck farming, poultry raising and a limited production of staple crops, mainly cane and cotton.

### DAIRYING

The dairy industry in Jefferson Parish exceeds that of any other parish in the State of Louisiana. More than \$1,000,000 worth of dairy products is produced each year, and it finds a ready market in the City of New Orleans by way of retail through the producer himself. All the hay that the Parish



—McDaniels.

*GAYOSO SOUTHERN GIRL, American Guernsey Cattle Club No. 300320. This cow was purchased by Norwood Dairy Farm, Marrero, in 1933 from the Gayoso Farms for \$500. She produced 10,784.4 pounds of milk and 604.6 pounds of butterfat in Class D. Around this animal's offspring will be built the foundation of Norwood's herd.*

can produce is consumed in its own area. Cattle get considerable summer pasturage by grazing on the Mississippi levees and other open lands. Much is now being done toward herd improvement by the introduction of pure-bred bulls.

### TRUCK FARMING

For a number of years approximately 4,000 acres have been in cultivation for the production of truck crops, which consist chiefly of mustard, shallots, endive, escarolle, bunched turnips, carrots, beets, cabbage, anise, lettuce, cucumbers, Irish potatoes, okra, eggplants, bell-peppers, lima beans,



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## Jefferson Democrat

Official Journal of the Parish of Jefferson

Gretna, Louisiana

**DRINK . . .**

**Coca-Cola**

*Every Bottle Sterilized*

bunch beans, collards and squash. Tomatoes and citrus fruits have a marked place in the New Orleans markets.

Last year approximately 70 cars of mixed vegetables were shipped from the Kenner section to Northern markets. In the past year all recent disease-resistant varieties and strains of vegetables developed, including the new strain of shallot seed resistant to pink-root, improved type of Puerto Rican potato, mosaic resistant varieties of cane, Louisiana Copenhagen cabbage and improved strains of carrots, were introduced into this section through the Agricultural Extension Department. Many of these developments can be attributed to the untiring efforts and work of Dr. Julian Miller of the Louisiana Experiment Station at Baton Rouge.

#### STAPLE CROPS

Due to mosaic disease, which affects sugar cane, Jefferson Parish has suffered the loss of one of its leading staple crops, namely, sugar cane. However, with the aid of experiment stations, mosaic-resistant varieties of cane have been produced and introduced in the past year, resulting in a revival of this old industry which for seven years remained dormant. It will not be long before it will regain its prominent place as a staple crop in Jefferson Parish. At present that which is grown will be taken to St. Charles Parish for grinding.

#### POULTRY INDUSTRY

Considering the importance of poultry as a source of income, it can be placed third in comparison with the other agricultural enterprises. However, there will be much expansion of this activity. Like dairy products and truck crops, there is a ready market for all available poultry and eggs in the New Orleans markets. Unfortunately, most poultrymen, like some dairymen, resort entirely to commercial feed at retail prices, and for this reason failure ensues for those who use this method. This failure can and will be eliminated with a realization on the part of the poultryman that our Parish has all of the minerals and produces all the feed necessary.

#### HOG RAISING

Hog raising is an activity which is growing steadily and rapidly in our Parish since the farmer has realized that all the feed needed can be supplied by culled, inferior vegetables and by-products collected from different sources in New Orleans. Practically all hogs in the Parish have been inoculated to prevent cholera, which has previously cost farmers great losses. Like dairy cattle, many pure-bred male and female hogs have been brought into this section to improve the grade of hogs. Duroc-Jerseys are prevalent in the Parish at this time and Poland-Chinas are not far behind. Jefferson, in the near future, will boast of a high-grade, selected class of hogs.

#### CLUB WORK

There are ten 4H Clubs in the Parish, with an enrollment of 526 members, both boys and girls. The projects carried on by them are poultry, dairying, gardening and bee-keeping. Many social activities are carried on during the year with the aid of the local leaders and the schools. Among



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NEW ORLEANS



these activities are programs, picnics, camping trips and a Parish Achievement Day, at which time is carried on demonstration work, meat identification, dairy and poultry judging, crop judging, and song and yell contests. The 4H Clubs of Jefferson Parish were represented this year in the Louisiana Livestock Show with a meat identification team, dairying judging team and a display of calves which were raised by the members.

Improvement in all the agricultural enterprises for the past number of years was encouraged by an agricultural agent who works in cooperation with the Louisiana State University, State Experiment Station, and specialists of the State Agricultural Extension Department.



## Another Growing Industry

The International Lubricant Corporation, keeping in step with other industries in Jefferson Parish, has forged steadily ahead since its beginning in 1929. Outstanding among its achievements in growth in the past year has been the building of a new, modern, and up-to-date barrelling plant where lubricating oil is pumped into barrels for shipment to all parts of the world. To accommodate the additional tank cars and freight cars necessary for this business another switch track was constructed as a spur to the one already running through the corporation's property.

Inside of the barrelling plant a huge kettle has been installed in which thousands of gallons of oil can be blended at one time. The methods employed in blending and barrelling the oil makes this plant one of the most efficient and modern in the country.

Early in 1936 the corporation purchased from the Consolidated Mills, Inc., the large, four-story warehouse adjoining the grease plant. This building is being used as a warehouse for drums, cans and other containers and its acquisition reflects the increased demand and increased business for one of the most flourishing Parish enterprises.

Here oils and chemicals are compounded into the finest quality greases which can be found anywhere. Under the direction of chemical engineers and lubrication experts the progress of scientific development of finer products never ceases. Two of the best known articles manufactured here—International Canned Oil and Friction Free Motor Oil enjoy a steadily widening field of consumers and friends.

From Jefferson Parish to all the foreign ports of the globe is the everyday story of barrels of oil and drums of grease from the lubricant factory whose business is truly international.



Raw products should be *manufactured at the seaboard* where distribution by rail, ship, barge or truck is available at the lowest distribution cost.

No one need have the *slightest misgiving*, now or in the future, for the *absolute safety* from overflow of himself, his family, his friends or any of his worldly possessions.

USE

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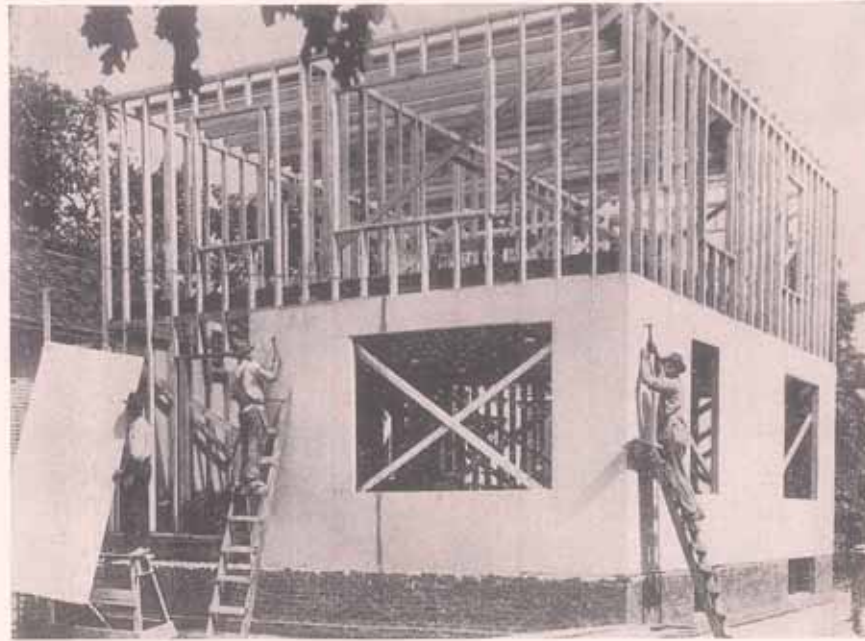
## Celotex Is a True Jefferson Parish Product

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Direct from the Celotex mills in Jefferson Parish, this famous insulating building material is shipped all over the world to bring health and comfort to people of every nation and climate.

With increasing building production and modernization of old buildings, the Celotex Corporation anticipates the return of capacity production.

To meet this revival of activity and to promote an even greater volume of business, the Celotex Corporation has begun production and promotion



*Nailing Celotex laminated waterproof insulating sheathing to the exterior of framework.*

Added structural strength and permanent insulation may now be built into your home in anticipation of air-conditioning for summer and winter. Celotex is not expensive.

of two improved Celotex products, Laminated Waterproofed Insulating Sheathing and Insulating Stiff-Lath.

Insulating Stiff-Lath offers the same excellent insulating qualities as regular Celotex Lath, at the same time adding greater structural strength to the building. This greater strength also reduces the possibility of plaster cracks to the minimum. Then, too, this rigid plaster base makes it a simple matter for the plasterer to achieve a smooth finished wall.

The new product—Celotex Laminated Waterproof Insulating Sheathing—is manufactured of Celotex one inch thick, surfaced two sides to 25/32, the same thickness as standard wood sheathing. Tests by the company show



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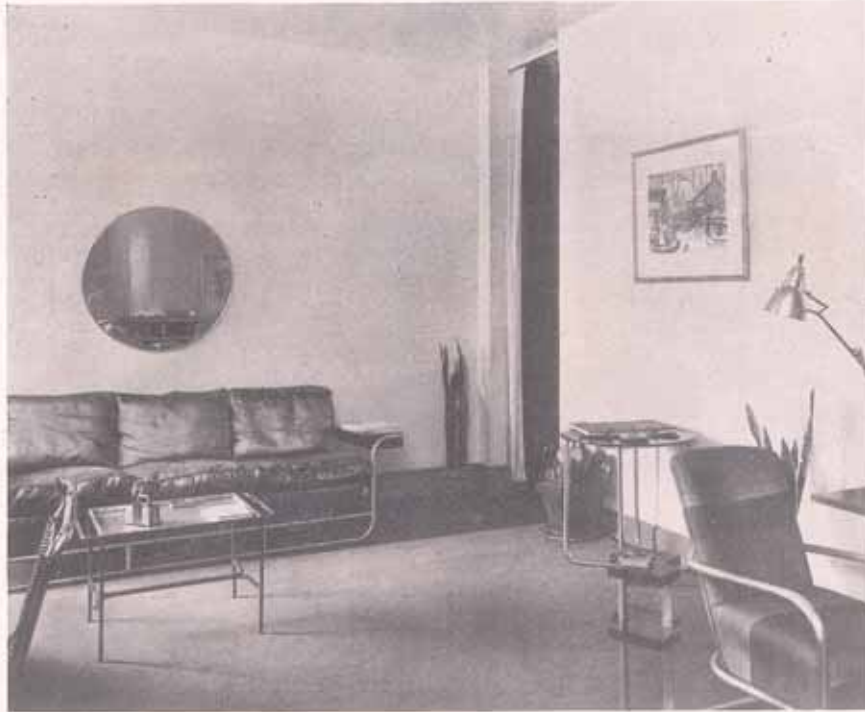
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that the new product is stronger and stiffer, just as laminated wood is stronger than a single ply of equal thickness.

In addition to the regular waterproofing and sterilizing process applied to all Celotex cane fibre products during manufacture, the new product has a special surfacing treatment which closes the surface pores of the board



—Trowbridge.

*Attractive smooth plastered walls like this are the result of the use of the new Celotex stiff-lath.*

without in any way affecting its insulating value. Like other Celotex cane fibre products, it is dry rot and termite proofed by the exclusive patented Ferox Process.

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## Visitors Are Interested

JAMES P. WELSH

*Director of Publicity, National Air Races, Cleveland*

Jefferson Parish is in line to get its quota of the heavy tourist travel into Louisiana through this and succeeding winters, for the fame of Grand Isle and its waving palms, its pirate graves and its shelving beaches has reached into Michigan and other Northern states.

Michigan annually sends 10,000 cars into Louisiana, according to the Automobile Club of Michigan, and now there is a steadily increasing volume of inquiries concerning Grand Isle and how to get there from New Orleans. Cleveland Automobile Club and its five branch clubs report the same growing interest in Louisiana's No. 1 vacation paradise.

And in connection with tourist travel, leaders in Jefferson Parish would do well to consider the healthy dollars-and-cents value of such travel, for a nation-wide survey revealed that the average car on the road outside its own state spends around \$12 per day for food, shelter and gasoline. The average car remains in one territory three days, or \$36 worth from the viewpoint of the hotelman or the garage and service station operator. Hence, it might be figured that 5,000 cars traveling to Grand Isle would spend \$180,000 on the island and on the highway leading from New Orleans to the island.

Jefferson Parish would find it well worth while to give to the motoring public of the United States a colorful and well-prepared volume describing the charms of Grand Isle and other areas in the Parish, for thus far there has been available no such volume.

The national park areas have been seen by the touring thousands.... Florida is an old story.... Michigan and Wisconsin are strictly summer areas.... California is too far away and too much uninteresting country en route to make it particularly appealing to the mid-country motorist.

On the other hand, Louisiana is three days away... and offers scenery and historic appeal that are second to none in America.

Recently the writer spoke to a large gathering of representative Michigan residents and found they were enthralled by a recital of historical highlights and out-of-the-ordinary legends from Louisiana. Especially were they enthralled in the story of Grand Isle and the Lafittes.

If I were a Jefferson Parish leader I'd lose no time in spreading the fame of my Parish via brochure through automobile clubs, travel agencies and hotels; and at the same time I'd feed to the newspapers of the United States a steady volume of the colorful yarns with which the Parish abounds.

Such promotion would pay big dividends.



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## Lure of the Old Spanish Trail

GEORGE M. CARNES

*Good Roads Secretary*

*New Orleans Association of Commerce*

Rich in history and romance is the Old Spanish Trail, which covers 2,000 miles of picturesque beauty from the oldest city in the country—St. Augustine, Florida—through the most interesting—New Orleans—to the first of the California settlements—San Diego.

Beneath the long ribbon of concrete that marks the trail today are the imprints of many moccasined and booted feet, for first the Indian and then the Spanish pioneer broke their way through tangled jungles and swamp,



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over trackless mountains and deserts, enduring hunger and privations, in the exploration of the great West.

No other highway in this country has more to offer in historic association. Few others have as much to offer in scenic attractions. Come with me on a hurried trip to prove the point:

From St. Augustine to Tallahassee, to Pensacola through the rolling pinelands and flat savannahs of western Florida. Then the red clay hills of Alabama to Mobile, which conjures up pictures of Fort Charlotte, Mobile Bay and the Azalea Trail. On along the beautiful Mississippi Gulf Coast to Ocean Springs, to Biloxi, where Iberville landed in 1699. Pass Christian, Bay St. Louis, the Honey Island swamps—New Orleans, whose tourist lure is second to none.

At the western gateway to New Orleans is Jefferson Parish: agricultural, maritime, industrial and industrious. Then over the magnificent Huey P. Long Bridge to Raceland and Houma, the nation's sugar bowl; to New Iberia and the Bayou Teche country, so ably described by the poet Longfellow; to Crowley and the rice country; Lake Charles and then on into Texas. At Houston is the battlefield of San Jacinto; at San Antonio is the Alamo. In Arizona 49 feet below sea level is reached, and then comes colorful California.

Yes, from coast to coast, the Old Spanish Trail is rich in appeal. That appeal may be historic, or it may be scenic, or it may be pastoral, or it may be industrial, or it may be one or more or all of them combined. More and more the attractions of the Trail are becoming better known. Greater still will be its popularity when come the maximum fruits of the careful plans that are now being made by the Old Spanish Trail Association in Louisiana and by kindred groups in other States for the exploitation of the route.

The Good Roads Committee of the New Orleans Association of Commerce thinks of highways as traffic arteries into the New Orleans area, rather than out of it. The committee realizes that good highways are good business in addition to being a comfort and convenience for our own people in that they attract visitors who put money into circulation, who are potential investors, who are prospective residents and who become self-appointed salesmen for our section of the country.

The Old Spanish Trail is the terminus for many of the major highways which traverse all of the populous sections of the country. All travel South and much of the travel West ultimately reaches it and feeds it. With proper exploitation of the route, plus improvements like the short-cut road to the Mississippi Gulf Coast, like the great span across the Mississippi River in Jefferson Parish, like the airline road from the bridge to Bayou Des Allemands, the Old Spanish Trail is sure to stand out among the major highways of the country and it is sure to become the objective, one day or another, of the bulk of the motorists of the nation. Jefferson Parish and the entire New Orleans area will profit by it.



THE jobbing, manufacturing, financial, educational, shopping and other activities of New Orleans *will benefit by the completion of the Port of Jefferson* and the return of shipping now going to other ports.



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## It Is Parish in Louisiana

EMILE V. STIER

*Secretary, Louisiana State Museum*

The publishers of this journal have been asked on a number of occasions, not only by citizens of this immediate vicinity but also by friends in other sections of the state and the country, too, to give as nearly and accurately as possible the origin of "Parish" as it applies to the political subdivisions of Louisiana. While it has been quite a task to gather the necessary information, though meagre it may be, for presentation, in readable form, we are, nevertheless, pleased to give our readers some data on the subject.

We make no pretense, whatever, at originality, in the preparation of this article. Frankly, we say, we secured our data from various sources, newspaper files, writings of historians and less, the church and individuals who have been of assistance in an effort to enlighten our citizenry. We have done this in the hope the result will have a beneficial effect, particularly from an educational point of view.

To begin with, there are forty-eight states in the Union. Louisiana is alone in the number using Parish, to define political subdivisions, instead of County. There are sixty-four Parishes in Louisiana, the largest in point of population and wealth being Orleans, with an area of only 199 square miles, which comprises the entire City of New Orleans—the only such subdivision in the state's boundary.

As already indicated, in Louisiana the political subdivision is known as the Parish, which corresponds to the County designation in other states of this great Union. The parochial officers, such as clerk of court, sheriff, coroner and others, have practically the same duties to perform and are vested with the same powers, within the respective jurisdiction, as the County officers of other states; however, instead of a Board of County Commissioners, the finances of the Parish are under the control of a Police Jury, under whose direction appropriations are made for the construction and repair of highways, levees, public buildings, the maintenance of the public schools and similar activities.

While some writers and recorders differ on the origin of the term Parish, we are of the opinion that word was translated from the French, "Paroisse", as it applied to ecclesiastical subdivisions; in other words, a territory served by a particular church in a particular sector. Quoting from one of our contemporaries, "under French and Spanish colonization the little Parish church became the community center."

As a rule, the Parish church became the most important institution and the Parish priest the most important individual in any lower or southern Louisiana community during the colonial period. The church and its good Pere were closer to the people than was the district or post commandant. He officiated at their baptism; he announced their marriage bonds and he administered extreme unction. The Pere presided at their religious festivals and took part in their holiday entertainments. He was counselor to the literate and adviser, accountant and scribe to the unlettered. So then, by

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common consent and custom, any given scope of country became known as belonging to a given Parish rather than by any designation of the civil authority.

On this subject, Robert Dabney Calhoun, of Vidalia, La., in an article appearing in the January, 1935, issue of *The Louisiana Historical Quarterly*, wrote: "Its sphere of influence extended to outlying territory in fairly well-known and recognized limits." Further treating the subject, Mr. Calhoun wrote "The Origin and Early Development of County-Parish Government in Louisiana" in a manner that should be fascinating reading and study for



—Lucas.

*The Marrero plant of the Paper Makers Chemical Corporation. Products of this plant are used throughout the world in the paper-making industry.*

historians and to every intelligent Louisianian; also to the ordinarily curious person everywhere "who hankers to know the why and wherefore of things".

Beside Jefferson Parish, there are sixty-three separate and distinct political subdivisions. These are named as follows and given in alphabetical order:

Acadia, Allen, Ascension, Assumption, Avoyelles, Beauregard, Bienville, Bossier, Caddo, Calcasieu, Caldwell, Cameron, Catahoula, Claiborne, Concordia, DeSoto, East Baton Rouge, East Carroll, East Feliciana, Evangeline, Franklin, Grant, Iberia, Iberville, Jackson, Jefferson, Jeff Davis, Lafayette, Lafourche, LaSalle, Lincoln, Livingston, Madison, Morehouse, Natchitoches,



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Our own Jefferson Parish was established or organized on February 11, 1825, during the administration of Governor Henry Johnson, fourth Governor of Louisiana after its admission into the Union as a state. The Parish was named in honor of Thomas Jefferson, third President of the United States and who drafted the Declaration of Independence, which was adopted almost exactly as he had written it. President Jefferson also was responsible for the Louisiana Purchase through negotiations with Napoleon for the small sum of \$15,000,000. The result of that transaction was the creation of more than fourteen of the present forty-eight states that today make up the foremost and greatest nation in the world.

Jefferson Parish has an area of 413 square miles. It is situated in the southeastern part of Louisiana, and is divided by the Mississippi River, which runs through its northern portion. Lake Pontchartrain forms its northern boundary. On the east the Parish is bounded by Orleans and Plaquemines Parishes; on the south by the Gulf of Mexico, and on the west by Lafourche and St. Charles Parishes. And, too, no section of Louisiana is richer in history, romance and tradition than is our own Jefferson Parish, for today literally thousands of south Louisianians can trace the destiny of their own names back through the flesh and blood of history to the first settlers of the Jefferson territory. To quote from a recent publication, "Jefferson Parish is so rich in both legend and history that the two are a vine-like confusion—a pattern of past that, for drama and romance, has no equal in the territorial histories of America."

Truly, all of Louisiana is rich in history and folk-lore. The Parishes comprising the state go to make up the greatest state in the Union, "a state," wrote a contemporary in *The New Louisiana* issued at the time of the inauguration of Richard W. Leche as Governor, "where sunny skies and warm tropical breezes bathe the hills and rustle in the bayous."

Continuing, the same writer stated, "But behind this whole pattern is a story of man's conquest. A story of industry, of rich farm lands, a story of oil and minerals, of lumber, the sea and the river; a story of progress and discovery and a prophecy of the future."

Such, our dear friends, is the story of Louisiana's great Parishes. We are proud of the fact that ours is the only state in the Union that styles its political subdivision as Parishes and not Counties. It is a unique distinction. And, in conclusion, we say we are proud of the privilege to be known as Louisianians.



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# Our National Transportation Problem

GARRATT S. WILKIN

*Special Representative*

*Inland Waterways Corporation*

Transportation is the life blood of the nation. For years the railroads have been the veins and arteries of this stream. Of late the automotive vehicle, pipe lines, transmission lines and water carriers have been breaking down the railroad monopoly. Recent news dispatches announced that passenger travel by bus has finally exceeded that by rail, but the railroads own all but one of the transcontinental bus systems.

Yet the competition of all forms of transportation for traffic is keener than ever and the problem of adequate and fair governmental control is one of the most important issues confronting the nation today.

The age-old conflict between rail and water haulage is especially bitter at the present time. Both have been liberally supported by the Government on the theory that both are essential to our economic well being and that they should cooperate for the best interest of the general public. But the railroads insist that they have been injured by unfair subsidies granted their competitors.

The whole controversy may be summed up as a conflict between private profit and public good.

Transportation charges constitute a form of taxation as universal as all the income and sales taxes combined. They enter into the cost of every article of general use to mankind. The simplest necessities of life include this toll.

Now, the power of taxation has always been recognized as a governmental function. Yet this form of taxation has been delegated to private interests much the same as all taxes were "farmed out" in France under the Bourbons. Large financial barons did not lose any time in acquiring control of this convenient means of levying tribute upon the nation. They soon had a taxing power as great as that of the Government itself, and they were frank in their policy of charging "all the traffic will bear". Little or no consideration was given to the general public welfare. Hence the insistent public clamor for governmental support of competing carriers and the restoration of inland waterway transportation.

Much progress is being made by the railroads today by providing better service at lower cost the same as other industries, notably the automobile industry, which have not only survived the depression but actually exceeded previous records. The railroads are entitled to full credit and support in this worthy effort. In fact, it is their only salvation. But when they try to destroy other useful forms of transportation contrary to public interest, they are simply harking back to the old monopolistic days that are gone never

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to return and heading straight for governmental ownership and operation via the shortest route possible.

The public is in no mood to coddle and pamper those who desire a return to the old system of exploitation and abuse. The millions who lost their all under this system during the recent depression cannot weep over the loss of huge corporation profits so acquired. Cooperation with other carriers for the common good is the only policy that will preserve the system of private operation of the railroads.

The railroads can work out their own salvation along the line already initiated and the Government will render every aid possible in this legitimate effort.

But they cannot expect any sympathy in their efforts to destroy competition as they did in the case of the packets years ago.

Is it reasonable to expect the Government to withdraw its support of other forms of transportation simply to guarantee a profit on railroad investments? Here we have a clean-cut conflict between private profit and public good. In such a case there is only one answer. The latter must prevail. All government is based on this principle.

By meeting new conditions and cooperating with their competitors they will find the quickest solution to their problem.

They will have to abandon the notion that cheap water transportation hurts them. Honorable J. J. Mansfield, Chairman of the Rivers and Harbors Committee of Congress, says:

"A study of the question will convince anyone that our expenditures for waterway improvements for navigation have been of tremendous benefit to the railroads. Any statements by their officials to the contrary are merely for the purpose of gaining public sympathy in an effort to secure further subsidies. Even inland navigation has been greatly beneficial to the railroads, as the unimpeachable record will show.

"The greatest volume of inland water transportation has been in the Pittsburgh district, on the Allegheny, Monongahela and upper Ohio Rivers. *That is also the zone of the greatest density of rail traffic.* The waterborne commerce of that district increased from 9,000,000 tons in 1900 to 40,000,000 tons in 1925. During the same period the rail traffic increased from 5,700,000 tons to 173,000,000 tons. *The cheap water transportation of raw bulk materials built up great industries which produced many millions of tons of steel and other products which moved by rail, and at a great profit to the railroads.*"

Along this same line, Mr. Eastman says:

"Progress is in the direction of *better service and lower charges*, and the transportation agency which does not move in that direction is doomed to deteriorate. On the other hand, along with this progress, if it keeps on, *the sum total of the transportation to be performed will, I believe, steadily increase. It is error to assume that there is anything fixed or static about the amount of transportation service which the country can use.* Give it an opportunity to travel or ship at lower cost, and the opportunity will be grasped. We have all seen in the automobile, the radio and the electric refrigerator what low cost production can do. *The same principle applies to transportation.*"



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The original plan of organization was to serve all domestic and industrial users with an important and necessary product, at lowest possible cost to all. Adequate fire protection was its chief aim. An ample supply of pure, wholesome water for all purposes, to safeguard the health of the community and improve sanitary conditions. In this respect it has been especially successful. Not one case of malaria has been reported in several years. The State Board of Health carefully analyzes samples of water from various points on the plant system and has always reported "free from contamination". An ideal situation.

From its meager beginning of service in May, 1931, the District has more than trebled its output and service. Today it serves more than 2400 customers through 110 miles of pipe line system. The plant is equipped to handle more than three times its present average output, without any material increase in overhead. Because of the large area served and widely segregated residential districts, distribution is somewhat costly. Production cost is extremely low. Volume is essential and would prove most beneficial. A few additional industries would create volume and lower costs. Domestic consumers are the backbone of our business at present and are constantly on the increase. More than 300 new services were installed during the first nine months of 1936 and present indications point to an even greater average for the balance of the year.

Economically administered, the District's financial condition is sound. It has never defaulted on any of its bonded debt. Even during the disastrous banking holiday of 1933 its principal maturities and interest coupons were promptly met when due. An enviable record. It does not have a maintenance tax or any other form of taxable income for operating purposes. Its revenues from water sales are sufficient to meet all operating expenses.

The East Jefferson Waterworks District Number One invites industrial and residential prospects to come into Jefferson Parish and become a part of our great community.

The Commissioners are: John W. Hodgson, Charles A. Boutall, Paul D'Gerolamo, Bruno Prager and Eugene J. Bender. The officers are: John W. Hodgson, president; Bruno Prager, vice-president; M. R. Tucker, secretary, and A. J. Wegmann, treasurer-general manager.

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## Grand Isle Tarpon Rodeo

The 1936 Tarpon Rodeo at Grand Isle, Jefferson Parish, September 3, 4 and 5, was the greatest ever held since its inception in 1928. One hundred and fifty men and one woman were officially entered for the three days of sports and thirteen Silver Kings were caught. The smallest measured 4 feet 9 inches and weighed 44 pounds and the prize winner 6 feet 5 inches and weighed 115 pounds. The total weight of Tarpons caught was 961 pounds, or an average of 74½ pounds.

The Grand Isle Rodeo has been sponsored every year by John C. Donovan, well-known sportsman of Alker-Donovan in New Orleans, who has succeeded in making this event the most popular rodeo on the Gulf of Mexico. Many fishermen look upon the landing of a Tarpon as the greatest event in their experience. With a 24-thread, 48-pound test line, and limited to 200 yards on the reel, the test of skill is to land a Silver King whose every ounce of weight is thrown into his fight against that delicate line. And the man, or woman, lucky to land the gamest fish of all has a thrill to enjoy for a lifetime.

Mrs. Sylvester Labrot of New Orleans has the honor of being the first woman officially entered in this Rodeo to land the first fish this year, weighing 84 pounds and measuring 5 feet 11 inches.

The accepted baits are mullet for still fishing and the spoon for trawling—with a 15-ounce tip pole. The only requirement for entering the Rodeo is a five-dollar entrance fee and compliance with the rules for equipment. Prizes are three silver loving cups, which, in case of ties, are duplicated. Gold buttons are given for 6 foot or over; silver buttons for 5 to 6 footers, and bronze buttons any Tarpon under 5 feet in length.

Among the boats participating in the 1936 Tarpon Rodeo at Grand Isle were:

JOLLY R.	Carl B. Anderson	JOUGEE	J. M. Speed
JIMMY JOHN	James Comfort	LOUISIANA	La. Conservation Com.
MAY	Dr. W. J. Elmer	ELBA M. II	Wilfred Miller
MARY GAY	Sylvester Labrot	NEW MOON	O. W. Townsend
NAN	Leo Marrero	SEAL	Fred Lemeaux
PIRATE	I. R. Collard	MYSTERY	John Plaisance
CLIPPER	J. E. Stephens	MARLYN	Dr. W. J. Wagner
ELVA I	Donald Coleman	MOHEGA	George Glover
WEST WIND	Frank Monteleone	GROBEC	John Gidere
CRIS CRAFT	Harry Bonck	GENESAC	A. G. Mills
MOONFLOWER	Hugh M. Wilkinson	CHEWAUKLA	Herbert Reuff
TARRAGON	Walter Muller	CRYSTAL	A. Baumer
SUSAN McK.	Dr. E. G. Simmons	PAULINE	Sigmund Odenheimer
ESSO	Standard Oil Company	JAB, JR.	Charles Diggan
FLOTIL II	O. J. Litloff	SUNDIAL	Felix Vaccaro
MARY ELLEN	J. C. Donovan	OLGA E.	J. E. Esmele
MISS MARION	George Delcroix	BARBARE ANN	Dr. A. M. Burgess



Paul Abele

Otto Abele

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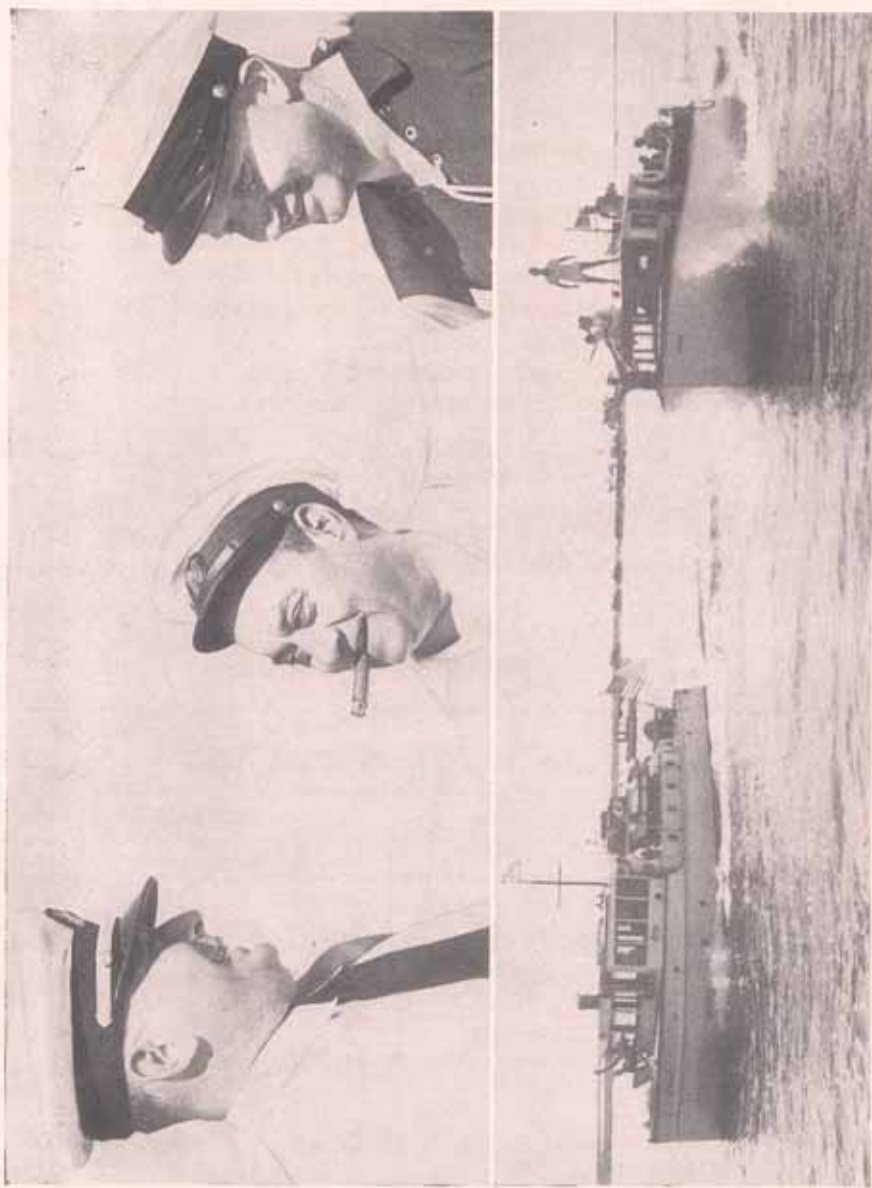
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—Cermak.



*U. C. Wilkinson*

*John C. Donohoe*

*O. W. Townsend*

On their way to the Grand Isle Rodeo, 1936. Esso of the Standard Oil Co. and the New Moon, Mr. Townsend's trim cruiser.

## Pontchartrain Levee District

This District is composed of all alluvial lands on the east bank of the Mississippi River between the cities of Baton Rouge and New Orleans, consisting of parts of the Parishes of East Baton Rouge, Iberville, Ascension, St. James, St. John, St. Charles and Jefferson, aggregating some 480,000 acres in area, of which 260,000 acres is cleared land. Its situation is so favorable as to make it dependent for protection solely upon the integrity of the 122.6 miles of levee line on the Mississippi River front of the District, and upon the levee in front of the City of Baton Rouge extending to the high lands above the University Lake north of Baton Rouge 1.5 miles. The side levees of the Bonnet Carre Spillway, which have an aggregate length of 11.7 miles, also minimize possible general overflow of the District.

The District is included in the United States "Pontchartrain" District.

The United States has completed the construction of the Bonnet Carre Spillway located in the Parish of St. Charles. The expenditure to-date on this Spillway has been \$13,591,269.28. As this structure had to be of sufficient size to relieve the river of not less than 250,000 second feet, it was necessary that exhaustive foundation tests be made and that a number of careful experiments be conducted before final decision as to the type of structure to be used could be determined. These numerous tests and experiments consumed many months, but this time was considered well spent as the United States Engineers were enabled to thereby develop a Spillway which it is believed will function properly and be permanent. Under the present law this Spillway is to prevent the Carrollton gauge from exceeding 20 feet.

The affairs of the District are conducted by a Board of Commissioners consisting of nine members, one from each Parish in the District and one representative, respectively, of the Illinois Central Railroad and of the Louisiana, New Orleans & Texas Railroad Company, now the Yazoo & Mississippi Valley Railroad. The domicile of the Board is Convent, St. James Parish.

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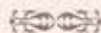
## Lafourche Basin Levee District

This District is composed of all the alluvial lands (except the Parish of Orleans) lying between Bayou Lafourche, the Mississippi River and the Gulf of Mexico, in those parts of the Parishes of Ascension, St. James, St. John, St. Charles, Jefferson and Plaquemines lying on the right or west bank of the Mississippi River, from Donaldsonville to the lower line of Riceland Plantation, and of the Parishes of Ascension, Assumption and Lafourche lying on the left bank of Bayou Lafourche, from Donaldsonville to "Chere Ami Canal", aggregating some 1,044,000 acres in area, of which 197,800 acres is cleared land. The length of the levee line in this District is 119.0 miles, all on the Mississippi River.

The District includes all of the United States "Lafourche" District and the upper part of the "Barataria" District.

The affairs of the District are conducted by a Board of Commissioners, composed of nine members, one from each Parish in the District, and one in the District at large, appointed on the recommendation of the railroads of the said District. T. B. Sellers, Ama, is President; Dr. P. T. Thibodaux, Donaldsonville, Secretary; I. L. Guillot, Plattenville; Edmond Simon, Feitel; A. L. Brou, Edgard; Edw. W. Gardere, Gretna; R. E. Perez, Jesuit Bend; Wm. H. Stehle, Jr., Westwego; Elie Breaux, Raceland, and Percy Lemann, Donaldsonville, members. The domicile of the Board is at Donaldsonville.

With the completion of 4.38 miles of new levees by the United States during the past two years, the District, with a few minor exceptions, is in splendid condition. Of the 81.7 miles of levee line between Donaldsonville and Orleans Parish, 40.1 miles have been constructed to the 1928 grade and section; and 14.0 miles additional have been classified by the Federal Government as sufficient in grade and section. This District will benefit, indirectly, by the completion of the Bonnet Carre Spillway and the Atchafalaya Floodway, for never again will the waters reach the height of 1927.



SHIP TIME FROM THE OPEN GULF IS REDUCED BY HALF when the Port of Jefferson is completed.

TRAFFIC through the Mississippi inland waterway system and Jefferson Parish to the sea offers *a hundred times the benefits* of the St. Lawrence waterway which is frozen solid four months out of each year.

THE Air Line Road from the Huey P. Long Bridge to Bayou Des Allemands on the Old Spanish Trail *will be completed* in the near future.

*A 99-year franchise has been granted* for the new Port of Jefferson.

THE Old Spanish Trail passing through Jefferson Parish from St. Augustine to San Diego has *scenic attractions and historic associations* surpassed by no other highway in America.

## Jefferson and Plaquemines Drainage District

NUMA HERO

Five and one-quarter miles from the Mississippi River, where the Harvey Canal link of the Intracoastal Canal connects with Bayou Barataria, is the giant pumping station of the Jefferson and Plaquemines Drainage District, squatting across the upper reach of the Bayou that has been closed to navigation in the interest of drainage. The pumping station is in itself a dam, forming part of the levee system that surrounds the District, and which protects it from flood waters, tide, storm or crevasse. On one side of this levee system the waters of the Intracoastal Canal rise and fall with the whim of tide and storm; on the other side, interior of the Drainage District, they are controlled at a level six to seven feet lower than the normal water level without the District by a great battery of pumps capable of handling in excess of 3000 cubic feet of water each second. The Jefferson and Plaquemines Drainage District through its single pumping station handles all the storm waters that fall on an aggregate of 37,500 acres, which is believed to be the greatest acreage drained by one single pumping station in the world.

Within the area drained by the pumps of the District lie Algiers, part of the Fifth District of New Orleans, the city of Gretna and the unincorporated manufacturing and industrial area lying between Gretna and the Intracoastal Canal, with a combined population of about 35,000, all confined to a narrow fringe of territory, probably less than 5000 acres all told, immediately adjacent to the Mississippi River and opposite the City of New Orleans proper. The rest of the drained area lies undeveloped, 30,000 acres of highly productive virgin land serviced by rail, surrounded by navigable waterways, and with highways in keeping with the latest type of development—concrete and bitulithic. And herein lies a story penned with the thought of calling attention to a potential gold mine capable of yielding millions of dollars of farm income annually—an income which, when translated into terms of trade, would stagger the minds of the greatest optimists.

The story of potential wealth lying dormant at the very door of activity is not new in the history of man. The writer has been closely associated with the Jefferson and Plaquemines Drainage District since its inception, when profit to be made from the development of an area so near to the City of New Orleans appeared obvious, so obvious, in fact, that lands of the District, before the drainage was complete and when these lands were totally inaccessible, were freely traded in at steadily advancing values. It was so easy to convert acres into lots by the simple process of multiplying by ten and using the low lot value of \$100 to \$500 to fix the potential value of lands within the District at \$1000 to \$5000 per acre. A dream of wealth that persisted in the minds of land owners and potential buyers of lands within the drainage District stagnated development because "the lands were too valuable for agricultural development". And then, too, trading in big blocks of undeveloped land at attractive profits appeared easy because little land



was for sale and potential buyers were eager to grasp whatever they could at increasing prices. So, for twenty years or more, about 30,000 acres within the District remained undeveloped, and the eyes of the passing public became accustomed to seeing them as waste lands. With the advent of the depression, owners of large tracts were forced to abandon their holdings because of their inability to pay taxes. In spite of improvements, both public and private, that normally would have greatly increased land values, these



—Cermak.

*Grand Isle Tarponners! Robert Lobrano, Hugh M. Wilkinson, John C. Donovan, sponsor, T. James McMahon and O. J. Litolf. Those are copper steins!*

undeveloped lands of the District became fixed in the minds of investors as valueless and the potential annual farm income from these lands was lost sight of.

The other swing of the pendulum had been reached. Such is the story to date of an area that is destined to play a large part in the destiny of the Gretna and greater New Orleans of tomorrow. And now for the story that is behind and pushing to the forefront a new development that is believed will add new impetus and life to agricultural development of these 30,000 acres of land.

#### THE STORY OF A GLASS OF ORANGE WINE

We are all familiar with orange wine as made from our own Louisiana oranges. It's a potent drink with a delightful aroma and a smoothness that tickles the palate of the connoisseur, and when properly charged rivals champagne. We are also familiar with the spirit of Carnival and the convivial drink that makes strangers friends and intimates. Fortunes are often engendered in such a way, and I think the fortune of south Louisiana and



the 30,000 acres of "waste land" of the drainage District may be affected because of Carnival, a stranger to these parts and a glass of orange wine.

My friend was in New Orleans for a good time. Business for the moment was forgotten, except that he would sample the wares of his trade—he was in the wholesale liquor business—for the dual purpose of heightening his spirits and learning the art of mixing drinks. He was a connoisseur in such matters and was high in his praise of our local master "mixologists"; and then, when he had had his first drink of our "orange champagne", his praise took the form of a staid business inquiry, "How much of this stuff have you?" Naturally, not being in the liquor business, I thought he was talking in terms of drinks or bottles, so I answered, having only the one bottle, "What you see here." He burst into a hearty laugh and explained that he wasn't talking about drinks any more, but business, and he wanted to know how large the potential supply was of our variety of orange wine, as he believed that it could be worked into a worthwhile line.

Paper and pencil were produced and in a sketchy way we figured acres planted to oranges and oranges in terms of barrels of wine, with the ultimate result of not enough wine to justify advertising costs. Then our friend wanted to know just why the acreage suitable to orange growing was so limited, which I couldn't answer, except that I hazarded a guess that weather conditions had changed since the old days when oranges were grown even north of New Orleans, and that the orange trees were killed off by cold if planted much north of the present orange country near Buras. To this our friend answered that he didn't believe a word of such tomfoolery, that the weather, if anything, was milder and that in his part of the country, if they had such a good thing, they would find out how others were overcoming the same obstacles. For instance, in California they used heaters to warm up and protect their orange groves.

The upshot of the conversation resulted in the establishment of an experimental farm, in what was considered the coldest part of the drainage District, the transplanting of several hundred bearing orange trees from down the river to the farm, and the burning of several hundred barrels of oil in a test to see why frost could not be controlled in our area as well as in California. The first year's results were very gratifying. Frost was controlled, the orange trees survived and grew luxuriantly, and tender vegetables were grown and kept growing, and at costs for protection that were surprisingly small considering the high prices obtained, for they were produced during a period of scarcity. One year's experiments, of course, are not conclusive, but, if they mean anything, they point to a new era of prosperity for the farmers of our favored section, and shortly the Washington Navels and Louisiana Sweets will again become the standard of orange perfection, while Louisiana orange wine will be giving imported champagne a tussle for first place in the eyes of liquor connoisseurs. What was once considered waste lands will become the envy of all, with an earning capacity second to none.

The opportunity for profit within the Parish of Jefferson and the lands of the Jefferson and Plaquemines Drainage District are well worth investigating!

## Second District

The Second Jefferson Drainage District, located at Marrero, in Jefferson Parish, was organized in 1909 and took in a strictly farming area which comprised part of Harvey and Marrero (at that time known as Amesville). Since its organization the District has developed into one of the largest industrial and residential areas in the Parish and takes in a part of the Fourth Ward of the Parish. The District comprises about three thousand acres and has the distinction of operating under an ad valorem tax and, as far as it has been learned, is the only drainage district in the state operating under an ad valorem tax.

Two large outfall canals were dug and a drainage station established two miles from the river on the banks of the Harvey Canal No. 1, now the first section of the Intracoastal Canal, and the plant is equipped with three Fairbanks engines using crude oil as fuel.

As a result of this Drainage District the farmers in the area do not suffer from excess rainwater, as it is carried off shortly after each rain. By co-operation of the Works Progress Administration, new lateral canals have been dug, and when the work is completed, which includes one additional two hundred fifty horsepower pump, the district will be able to operate one hundred per cent in efficiency.

The members of the board are: Ernest M. Conzelmann, president, with D. H. Roussel as secretary and engineer in charge of the District. The commissioners are Louis C. Fos, Onezphar Bernard, Jacob Hecker, Sr., and Evans Folse.



—McDaniels.

*Capacity 1000 barrels daily! Interior of the new barreling plant of the International Lubricant Corp. at Southport, Jefferson Parish.*



## Fourth District

The Fourth Jefferson Drainage District was created by the Jefferson Parish Police Jury on March 22, 1913, and from that time until 1922 created Sub-Drainage District No. 1, embracing the rear of Kenner, about 2400 acres being a pumped district, Sub-Drainage District No. 2, comprised of Southport, embracing about 1800 acres, being a gravity drained district



—Lucas.

*Plant of the Southern Shell Fish Company on the Intracoastal Canal at Harvey.*

and Sub-Drainage District No. 4, being all of that land in Metairie from the Metairie Road to the Lake and from the Orleans Parish line to the upper line of Bonnabel Place, being a pumped district.

On January 30, 1922, the drainage District was reorganized under Act 85 of 1921 and then on April 4, 1923, Sub-Drainage District No. 3, embracing all of that area from the River to the Lake and from Orleans Parish line to St. Charles Parish line with the exception of Sub-Drainage District No. 2.

Sub-Drainage Districts Nos. 1 and 4 were included as a whole in Sub-Drainage District No. 3, abandoning the pumping plants located in Districts 1 and 4, this sub-drainage District embracing approximately 28,000 acres of land, both improved and swamp lands.

Sub-Drainage District No. 3 issued sufficient bonds to erect four pumping plants on the shores of Lake Pontchartrain, each plant having two Worthington Diesel engines with screw pumps. The four plants running together have a capacity of disposing of a million gallons of water per minute.

Sub-Drainage District No. 3 has approximately sixty miles of canals intersecting each other through the entire district, carrying all surplus water to the plants, which water is pumped into Lake Pontchartrain. This



drainage District has a frontage on the Mississippi River of 14 miles and a frontage on Lake Pontchartrain of 14 miles. A forty-foot shelled highway has been constructed on the Lake protection levee and maintained by the Highway Commission, and Williams Boulevard, running from Kenner to the Lakeshore Highway, has been constructed and gravelled, making the entire District accessible.

This drainage District has about five thousand acres in residential property, about ten thousand in agricultural lands and the balance is reclaimed woods and prairie, perfect for cattle raising and agricultural activities.

Three main trunk railroad lines cross this District, the Illinois Central, Yazoo and Mississippi Valley and the Louisiana and Arkansas; two Federal highways, the Jefferson Highway and the Jefferson Davis Highway; it also has the Wedell-Williams Airport.

The Huey P. Long Bridge, the largest bridge crossing the Mississippi River, is located in this District, carrying rail and motor traffic from east and west.

The Fourth Jefferson Drainage District is operated under the supervision of a Board of Commissioners, consisting of the following: John Bordes, Metairie, president; Robert L. Ottermann, Southport, vice-president; Dan W. Eastman, Metairie; Frank H. Mayo, Harahan, and W. R. Toledano, Kenner, commissioners, and Justin F. Bordenave, Kenner, secretary-treasurer.

The members are petitioned for a term of five years each by the property owners of the District, are appointed by the Police Jury and serve without pay, the only officer of the Board receiving pay being the secretary-treasurer.

This Board has managed to maintain this drainage through the depression period regardless of the curtailment of revenues and is operated on a very efficient basis.

Communities in this District and their populations are: Kenner 2500, Harahan 1500, Southport 6000, Metairie Ridge 10,000 and East End 800.



Lucas.

*The Penick & Ford Brer Rabbit syrup plant at Harvey.*

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#### *Spanish Piece of Eight*

Minted the year after the adoption of the Declaration of Independence, this coin was found on Grand Isle, Jefferson Parish a hundred years after Jean and Pierre Lafitte and their raiders of the Mexican Gulf had passed into history. Who knows but what some cache of bullion may still be buried on the island?



JEFFERSON PARISH has the largest river frontage within the Port of New Orleans.

CHOLESTEROL, the substance of vitamin D, is *found in shrimp waste*.

SEDIMENT deposit in Jefferson Parish is believed to be more than *six miles deep*.

INLAND navigation has been *greatly beneficial to the railroads*.

JEFFERSON PARISH now has *impregnable protection* from overflow of the river.

AMERICAN railroads are giving *better service at lower cost*.

SHRIMP are caught by means of the otter trawl sometimes eighty feet wide.

ONE HUNDRED EIGHTY-ONE MILLION DOLLARS are being spent in Louisiana by the Federal Government in flood control.

THE Huey P. Long Bridge across the Mississippi River brings the Port of Jefferson *within an hour's time* of Canal and St. Charles.



## *Congratulations To Our Neighbor*



Jefferson Parish has made great strides during the last decade . . . the recent completion of the Huey P. Long Bridge brought the Westbank and Eastbank of the parish even closer . . . miles of concrete roads stretch from one end of the parish to the other . . . a modern school system has been established . . . the endless bayous and marshes find motor-driven vehicles and motor boats carrying on all classes of trade; fishing, trapping, hunting . . . large industrial plants dot the whole parish . . . the Intracoastal Canal, the seafood industry, the modern truck farms—all contribute to the growth and development of this parish.

This company, which furnishes the City of New Orleans with electrical, gas and transportation services, extends best wishes to Jefferson Parish for continued growth and development.

**New Orleans Public Service Inc.**

**JEFFERSON PARISH**

IS THE

**Parish of Industry**

LEADING THE WAY TO

**Prosperity and Progress**

• • •

We are proud to supply  
the power that makes the  
wheels go round . . .  
enabling industries to  
profit in Jefferson Parish.



**LOUISIANA POWER & LIGHT COMPANY**

"HELPING BUILD LOUISIANA"