Fisher Shrimp Co.

INCORPORATED

Plants
CABINASH, LA.
GRAND ISLE, LA.

Packers of Sun-Dried Shrimp

Postoffice: Cabinash, La.

New Orleans Office: 822 Perdido St.



BARATARIA TAVERN

Restaurant and Bar
SEA FOODS • PRIVATE DINING ROOMS • CHICKEN DINNERS
TOURIST CABINS IN CONNECTION — BOATS FOR HIRE
CLYDE BOURGEOIS, Owner JULES COCHIARA, Manager
PHONE—GOOSE BAYOU 4921 LAFITTE, LOUISIANA

Jefferson's waterways were the compelling influence which evoked the intracoastal canal system. The United States government committed itself, in the Rivers and Harbors Act of March 3, 1925, to this plan to join the Gulf and Atlantic seaboards with waterways transportation through bayou and river and canal and protected coastal channels—more than 13,000 miles of inland waterways transportation to serve the needs of peace and maintain a free movement of supplies, without naval interference, in time of war.

More than any other man, Captain Harvey—he who finished the locks in 1907—was responsible for this; so the family which first saw the vision of the flowing road from the Mississippi to the Gulf of Mexico through Jefferson, in its fourth generation gave the nation one of its most majestic conceptions.

Early in this century he began to proclaim the economic value of such a development. For years, he was a voice crying in the wilderness of "It can't be done." But by 1905, his enthusiasm inspired others, and the Intracoastal Canal Association was formed, to carry the message to Garcia—the American Congress.

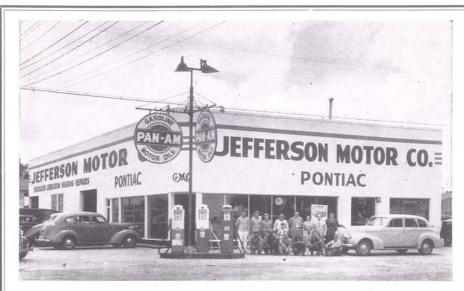
On March 10, 1924, the United States government bought the Harvey canal for \$500,000; enlarged and extended it, and other parts of the waterways on the route, until, at a cost of \$7,000,000, there was a channel a hundred feet wide by nine deep from the Mississippi river to Houston, Tex., some three hundred miles away; and built a lock, costing \$1,700,000, for a larger connection with the Mississippi.

That lock was dedicated March 26, 1934. Taking the place of Captain Harvey's brick and wooden lock, 165 by 30 by 7 feet, it is a steel and concrete structure 425 feet long, 75 wide and 12 deep, over the sill.

River transportation had, in the meantime, returned to the Mississippi on the federal barge line, with the arrival of the first down-stream cargo, St. Louis to New Orleans, October 10, 1918, and the departure of the first up-stream cargo, New Orleans to St. Louis, October 12; and New Orleans had realized a century-old dream in building the \$20,000,000 Industrial Canal (1918-21) from the Mississippi river to Lake Pontchartrain, another link in the intracoastal system, an extension of the port's harbor facilities, and the possible beginning of another route to the sea for ocean-borne commerce.

Both were the developments of World War No. 1, during which the United States learned that the largest railroad systems in the world could not expeditiously move the increasing production, and that the enormous tonnage capacity of the waterways must again be invoked. The next few years saw the extension of federal barge line and many other river services up the Mississippi to St. Paul, up the Illinois-Des Plaines to Chicago, and up the Missouri to Kansas City.

Captain Harvey had only four years to live after the dedication of the new lock, but they were years filled with the joy of a great work well done and one that had won for him the title of "father of the inland waterways." He not only saw the beginning of the water-borne commerce from the Mississippi system to Houston—the first barge tow, 1400 tons of steel from Pittsburgh passed through the Harvey lock August 1, 1934—but he also saw the traffic driving beyond the million tons a year which the Chief of Engineers, U. S. A., said might flow through the Jefferson waterways when transportation was adequate to production.



Jefferson Motor Co.

PONTIAC DEALER General Auto Repairs Day And Night Wrecker Service

MARRERO, LA.

UPtown 9327

JAHNCKE SERVICE, INC.

TOWING

DREDGES

BARGES

SAND—GRAVEL—SHELLS
LUMBER

READY MIXED CONCRETE

READY MIXED MORTAR

CONCRETE AND BUILDING PRODUCTS

NEW ORLEANS

CONCRETE PIPE—CONCRETE CURB CONCRETE SEPTIC TANKS

CONCRETE PRODUCTS CO.

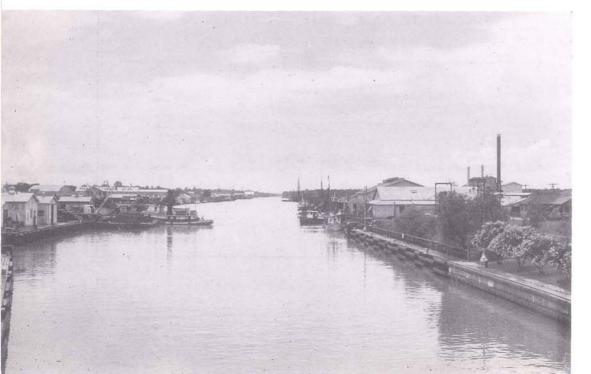
Claiborne Highway and Brooklyn Avenue

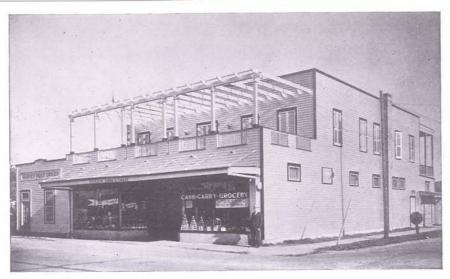
Jefferson parish to-day is at one of the great crossroads of commerce—the north-and-south flow between the Great Lakes and the Gulf of Mexico, and the east-and-west flow from Texas to Massachusetts, a concentration increased by transcontinental railroad systems.

Jefferson's riverfront is busy with waterborne commerce and industry, and its man-made and nature-given water roads teem with activity—Harvey Canal, which leads into Bayou Barataria, with its oil field, at Mile 5; Bayou Dupont at Lafitte, Mile 22; the Dupré Cutoff two miles beyond this point, and another oil field; Cutlass bayou at Mile 31.8; Bayou St. Denis at Mile 35.3, only a few miles from Manila Village, where shrimp are sun-dried and packed into 225-pound barrels; and a little beyond this, Barataria Bay, a twelve by six mile inlet of the Gulf of Mexico, heart of the Louisiana shrimping country, supporting seven villages, inhabited by descendants of the Lafitte-men, so vividly remembered in the place-names of this section: a flowing road which carries an enormous movement of civilization, oil in barges moved by toiling tugboats, produce and general merchandise carried in swift motor boats, oysters, shrimp, fish and pelts carried in fat-bottomed luggers.

Now that the two sides of the river have been made one economic unit by the Huey P. Long railroad-automobile bridge, the industrial growth of Jefferson will be more rapid. The preparedness needs of this country will find new and larger uses for the waterways, in which Jefferson pioneered more than two centuries ago, and to which our government has returned so eagerly since the other World War.

The Intracoastal Canal. Linking Jefferson with Texas. Oil has brought the parish many new industries, and of these a great many have located on the Harvey Canal link of the Intracoastal waterway.





ED. E. FEITEL'S GENERAL DEPARTMENT STORE CASH AND CARRY

Harvey, La.

UPtown 9278

Marrero Land & Improvement Assn., Ltd.

REAL ESTATE

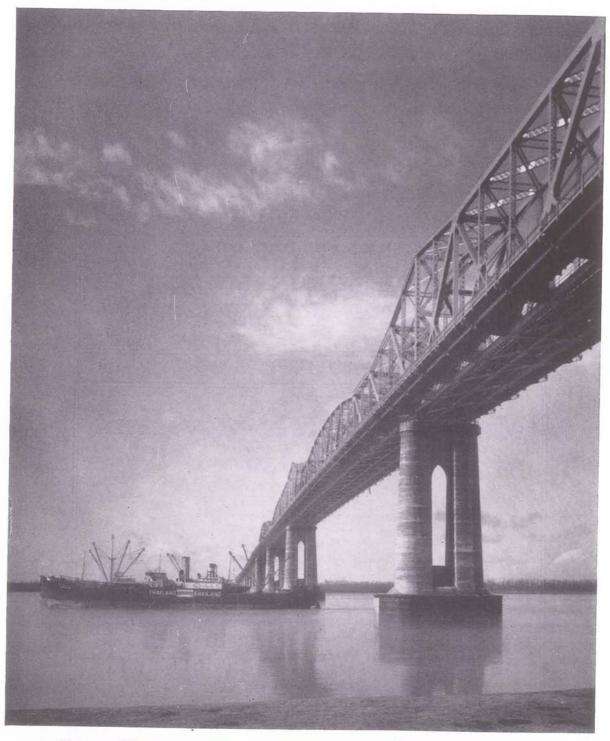
- Residential Sites
- Industrial Locations With River and Railroad Facilities
- Truck Farms
- Dairy Farms

UPtown 1339

MARRERO, LA.

Jefferson Parish

FROM ANOTHER WORLD



Waterways bring strange contrasts. Here the first ship from Thailand (ancient Siam) ever to enter the Mississippi River passes under the Huey P. Long bridge, masterpiece of modern American engineering achievement in Jefferson Parish.



GEO. M. RITTINER

AGENT,

Standard Oil Company of Louisiana

Phone UPtown 0924

Harvey, La.

JOHN TIBO

JESSE TIBO

Harvey Canal Ship Yard and Machine Shop

Boats and Barges Built and Repaired

DIESEL AND GASOLINE ENGINES REPAIRED

On the Intracoastal Canal

HARVEY

Phone UPtown 3826



Little cotton seeds make big business. In the center is shown the plant of the Southern Cotton Oil Co., and left, that of Blue Plate Foods, Inc., on the west bank of the Mississippi River, in Jefferson.

COTTON OIL IN JEFFERSON

Like the cypress, deep-rooted in the earth and waters of our bayou lands the Southern Cotton Oil Company, America's oldest and largest cotton-seed oil manufacturer, is close to the land and the life of Jefferson Parish. There, for years, an ever-increasing bulk of cottonseed has been brought in from the fields of the South. There, men and machinery have refined from the fruitful seed a steady flow of vegetable oil for American and world markets.

To you, the Jefferson Parishioner, it is not necessary to review in detail the industrial value of the Company's operations to the Parish. Nor the intrinsic value of so advantageous and agreeable a working location. The harbor and highway and railway advantages are self-evident. The desirability of Jefferson Parish as a place—and as a people—also played their part in the establishment of this large and important branch of one of the major Southern industries.

The well-balanced growth of the Parish and the plant has substantiated this selection. Prosperity and progress have marked both alike through the years, together and inseparably. Perhaps it would be well to discuss here that broader picture into which Jefferson Parish fits so colorfully and closely.

Some years ago the cottonseed industry wrote into the handbook of American agriculture—"All cotton is divided into TWO PARTS . . . the fibre and the seed" That seed, its oil and by-products, has returned to the South

KNISELY OILS, INC.

PARISH PETROLEUM CORP.

PARISH DRILLING CORP.

TECHELAND OIL CORP.

424 Balter Building

New Orleans, Louisiana



HOME OF BETTER ROASTING MEATS

STORE No. 2—OFF CANAL ON CAMP

Better Dinners Are Had When the Meats Are Right

nearly five billion dollars in the last twenty-five years. Of that bulk, the Southern Cotton Oil Company has handled at least twenty per cent.

And—how do they handle it? Facilities are built close to the source. Gins are dotted through the Southern States—where the farmer can draw up in the shade and unload his haul. Nearby are crushing mills, where the fresh seed can be pressed. And, located at key cotton points are refineries where the finished products reach their marketable state.

Operating hard-by the farmer's elbow, the cottonseed oil industry leaves in his hand each year probably the greatest part of his cash income . . . since the smaller farmer's cotton crop is usually mortgaged or "spent" before the blossom ever makes the boll. Its business with the cotton grower has helped him—and the South—to a better balanced economic and every-day life. And —just as his whole investment of time and work and money is plunged into his land, so the whole stake of the Southern Cotton Oil Company is driven along side. It is wholly Southern—in tradition and character, in interest and economics, in means and management. And one of the oldest and more important of its plants is the one located in Jefferson Parish.

Perhaps you know something of the biography of the Southern Cotton Oil Company. It was started in 1887, the first large company of its kind in the nation.

In 1899, the Company's Dr. David Wesson discovered the process that turned the tide of U. S. cottonseed oil from foreign oil markets to American food-oil markets. The famous Wesson process (still theirs exclusively) is a means of shooting steam through cottonsed oil in a vacuum, deodorizing it and rendering it appetizingly acceptable as a salad oil. From then on, Southern Cotton Oil pioneered its way to the American dinner table, fast proving the salad oil development one of the most important factors in the advancement of the entire cottonseed oil industry.

Introducing vegetable-oil foods to the American table was not exactly as simple as saying—"Here, lady—have some! Isn't it great!" But—have some she did. And they were constantly busy developing more foods and products from the oil of the cotton kernel. The manufacture of Snowdrift Shortening and Wesson Oil go back many years.

In 1925, Southern Cotton Oil was acquired by a group of New Orleans business men and re-christened the Wesson Oil and Snowdrift Company. The executive offices of the Company were at that time moved to New Orleans. Rich already in years of steady progress and service, the Company strode forward to new gains and new functions.

And—looking outward from their home offices in New Orleans today . . . across the river to their plant in Jefferson Parish, you can see the whole story of this modern industry that has sprung from the cotton patch. The whole workings. From the cracking of the seed—to the sealing of containers that hold fine finished foods for the family in Portland, Oregon—and in Portland, Maine.

Besides Wesson Oil and Snowdrift, they make Scoco and Blue Plate Shortenings, a complete line of Blue Plate Salad Dressings and Sauces, and pack Blue Plate, Palm Brand and Gulf Kist Shrimp and Oysters.



Bell Distributing Company

Distributors of

MILLS AND JENNINGS COIN MACHINES

825 Poydras Street

OUSTALET

New Orleans, La.

Phone RAymond 4408

For the bakeries, hotels and restaurants of America they supply specialized products—Quik-Blend, Mfb, and Scoco Shortenings—and, of course, Wesson Oil.

So, serving the American family with quality foods is their chief endeavor. And this important interest of "The Wesson Oil People," as they have come to be known, is illustrated by the operations that take place right in our Parish.

In addition to the home-office in New Orleans, divisional sales offices are located at Gretna, La., Savannah, Ga., Memphis, Tenn., Bayonne, New Jersey, Chicago, Ill., and San Francisco, Calif., covering all of the forty-eight States. In Jefferson Parish alone, their employees take home approximately a half million dollars yearly, in wages and salaries.

That, then, is the "picture" into which Jefferson Parish fits so capably and closely.

No one knows when curious minds will discover the final valuable uses for the cottonseed. With their discoveries and research, the Wesson Oil People have served the nation ably. And the phrase "The Wesson Oil People" has come to mean much in American life. It means taking a basic product and finding a multitude of uses for it. It means a tremendous buying power for the benefit of the South. It means a prideful and painstaking care in making goods the best way—not the easiest way. It means reputation for leadership and fair dealing, jealously guarded. And—it means constant research and a firm determination to **continue** to serve the nation well.

And, as the Company moves on to greater usefulness, so, too, will Jefferson Parish reap the rewards of that service. For the progress of one has been and will be reflected in the progress of the other.

MULLEN SHIP YARD

Builders, Designers and Repairers of Crafts—Of All Description Engines Repaired and Rebuilt

Distributor of Gulf Products-Marine Bulk Plant

On Intracoastal Canal

Harvey, Louisiana

AUdubon 1472

FOR TARPAULINS—AWNINGS—VENETIAN BLINDS

BROOK TARPAULIN CO.

J. A. O'CONNOR, President 1730 Tchoupitoulas St.

357 Vincent Ave., Metairie

CEdar 1368 RAymond 4169

Best Quality—Low Prices—Club Plan

ANYTHING IN CANVAS



LEON GENDRON'S

GROCERY, CAFE AND BARBER SHOP

1516 FOURTH STREET

HARVEY, LA.

UPtown 9268

WHITNEY NATIONAL BANK

OF NEW ORLEANS

Over 57 Years of Continuous Service to the Banks and the Institutions that are Building the South

Total Resources More Than \$150,000,000

Member Federal Deposit Insurance Corporation



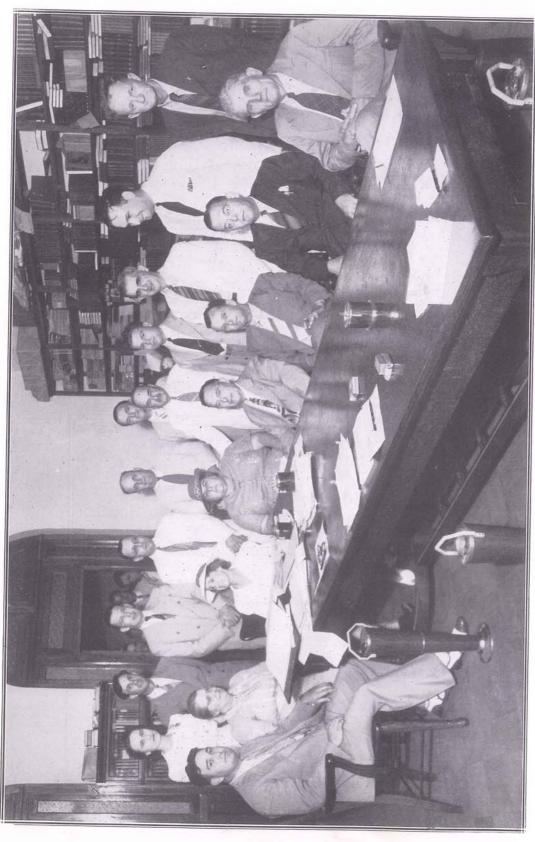
Original Page Chain Link Fences Are Permanent And Economical

Fences Carried in Stock—Estimates Without Obligation—Trained Erectors—Steelcrete Window and Door Guards

The Orleans Steel Products Co., Inc.

1025 Bienville Street

RAymond 2116-2117



JEFFERSON PARISH SCHOOL BOARD-MEMBERS AND OFFICERS

Seated, left to right: Lem Higgins, Superintendent of Schools and Secretary-Treasurer; Mrs. Julia Reynaud, Office Secretary; Mrs. A. C. Alexander, President, Ward 9, Kenner; Mrs. Madeline Farrington, Ward 4, Marrero; C. J. Coulon, Ward 4, Westwego; Evett R. Schieffler, Ward 6, Lafitte; J. B. Geiger, Ward 3, Gretna, and Abel

Standing, left to right: Miss Ruth Pitre, Assistant Elementary Supervisor; G. P. Arnoult, Ward 7, Labarre Heights; Alphonse Marmillion, Ward 4, Harvey; Julius F. Hotard, Vice-President, Ward 2, Greina; Louis E. Breaux, Ward 8, Metairie; Walter Schneckenburger, Athletic Director; John C. Bruning, Ward 8, East End; Patrick Clancy, Office Clerk; John Calzada, Ward 3, Harvey; Loney J. Autin, Ward 1, Gretna (McDonoghville), and William Hughes, Ward 4, Marrero.



Growing With

JEFFERSON PARISH

Visit Jefferson Parish's Largest

FOOD STORE

The Great Atlantic & Pacific Tea Co.

100 Huey P. Long Ave.

Gretna, La.

The Arundel Corporation

BALTIMORE, MD.

Dredging—Construction—Engineering

and

Distributors of

Sand-Gravel-Stone

and

Commercial Slag

THE AMERICAN DISTILLING COMPANY, INC.

GRETNA, LA.

....

SCHOOL SYSTEM KEEPS STEP WITH THE PARISH OF PROGRESS

STELLA E. WORLEY Principal, Westwego High School

(Editor's Note: Miss Worley has been a teacher in Jefferson Parish schools for the past forty-one years.)

Jefferson Parish led all other parishes in the State of Louisiana by four years when, on January 4, 1842, the first really free public school opened its doors. And it was just one hundred years ago that leaders of the parish went about the serious and difficult business of obtaining the necessary funds with which to establish this first public school.

It was opened in the city of Lafayette, now a part of New Orleans, and marked the beginning of the school system of the parish. In a short time other schools were established in Lafayette and these were soon followed by still others on the east bank in the cities of Jefferson and Carrollton, both now parts of New Orleans. An informal but efficient organization was developed during successive decades and, until the War between the States and the turbulent days of the Reconstruction which followed, the schools of Jefferson Parish were rated among the best in Louisiana.

Few, however, survived the ravages of war and its after effects. The system, itself, was rendered inoperative and by the end of the Reconstruction period it became necessary to start all over again. Indeed, with the absorption of Lafayette, Jefferson and Carrollton into the municipality of New Orleans a few years later, schools in those towns were lost to Jefferson and the old semi-private Gretna Academy, originally built by the community of Gretna, and a survivor of the war, became the center of parish education.

Progress in developing educational facilities was slow during the late 1800's and the early years of this century. A few schools were established in the smaller centers, some through the posthumous generosity of John McDonogh, one the result of calamitous necessity, and one or two sponsored by wealthy land-owners. The two built by the administrators of the McDonogh fund were McDonogh 26, succeeded by the new, modern brick structure bearing the same name, and the McDonogh 27 school for negro children which served McDonoghville. Born of tragedy was the small school built at the mouth of the Company Canal, in Westwego, to serve survivors of families driven from their homes on Cheniere Caminada and Grand Terre by the terrible Gulf hurricane of 1893. Another one-room temple of the three R's was among the oaks of Bonnabel plantation, where the largest school of Jefferson Parish, Metairie High, stands today. Marrero High School now replaces the old Ames school, another "plantation" school-house.

The pace of progress in public education in the Parish of Jefferson quickended in 1908. During that year J. C. Ellis was named superintendent of public schools for the parish. Mr. Ellis' tenure of office from 1908 until his retirement

GRAND ISLE

Louisiana's Finest Beach

Grand Isle Chamber of Commerce

c/o A. D. DANZIGER, Attorney

ALTO TOURIST COURT On Highway 61

New Orleans' Newest and Cleanest Tourist Home

NEAREST TOURIST COURT TO HUEY P. LONG BRIDGE

AN APARTMENT FOR EVERY STATE

Give Us a Call When You Visit New Orleans

EUG. BAROUSSE, Mgr.

RATES \$1.00 AND UP

The First National Bank of Jefferson Parish

GRETNA, LA.

Serving Jefferson Parish

MEMBER F. D. I. C.



Marrero High School. Completed in 1940, this is the most modern and completely equipped school in the parish,

in 1940 is convincing evidence of educational achievement in the parish during those years. In the beginning there was little to work with and it was hard to get at. When the superintendent visited the school near Ama, for instance, he traveled to Kenner by train and there hired a skiff in which he crossed the Mississippi. Once on the other side of the river he had to walk two miles to the school. His return followed the same methods of transportation, in reverse.

The Jefferson Parish school system at the time Mr. Ellis took office consisted of one high school, McDonogh-Jefferson, 13 elementary schools for white children and three grade schools for negro children. The school board owned McDonogh 26, a four-room building in McDonoghville, the high school, and schools at East End, Southport, Westwego and near Ama. Additionally it operated schools at Haraham, Kenner, Metairie, Hanson City, Gretna, Harvey, Grand Isle, Waggaman and Lafitte. These were the white schools. Operated by the board for negroes were McDonogh 27 in McDonoghville, a single room in a negro church in the seventh ward, and a school in Kenner.

Of the white schools, the ones in East End and Southport were one-room affairs. Harahan was a one-room shack. Kenner's employed only two teachers.

Nor was the Jefferson parish school board much better off in finances those days than it was in physical equipment. Mr. Ellis ruefully cites the budget for 1910 as a typical example. During that year the board's resources amounted to \$38,390.00. Its expenses aggregated \$42,650.00, with the deficit to be made up in whatever manner possible. The 1910 pay-roll totaled \$2,195.00 per month, on a nine month basis, when and if the money was available. On the pay-roll were five high school teachers, 42 elementary teachers and six negro teachers.

All of this is in marked contrast to equipment and figures during the 1940-41 session. In the first place, teachers are paid on a 10-month basis, and the teaching corps consists of 280 white and 43 negro teachers. The list of

SINCLAIR REFINING COMPANY

.....

SINCLAIR H-C GASOLINE
SINCLAIR PENNSYLVANIA MOTOR OIL
SINCLAIR OPALINE MOTOR OIL
SINCLAIR (INSECTICIDE) STOCK SPRAY

1, 2, 3, AND 4-ROOM COTTAGES—CITY BUS TO COURT

You, too, will enjoy stopping at the best court in America's Most Interesting City

DIXIE TOURIST COURT

NEW ORLEANS' ONLY SHADY, COOL COURT

From the East or West, Follow U. S. Highway 90-61 (So. Claiborne Ave.) to Court. We are Just Two Miles East of New Huey P. Long Mississippi River Bridge

Phone CEdar 9132 Member T. C. O. A. Cafe Store Trailer Space Mail Address
R. D. 2, New Orleans, La.
c/o Dixie Tourist Court

NEW DELUXE COTTAGES

GAS STEAM HEATED

Approved

AAA Court

Sightseeing Trips From Court

Member

United Motor

Courts

"Say It With Flowers"

Metairie Ridge Nursery Co., Ltd.

FLORISTS

135 CARONDELET STREET

NEW ORLEANS, LA.

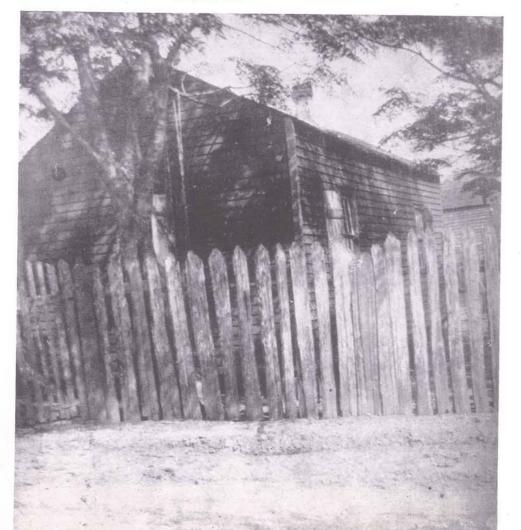
NURSERY-METAIRIE RIDGE

white schools includes two senior high schools, four high schools with elementary grades provided in connection with each, and 22 elementary schools in seven of which there are kindergartens. For negroes, there are two high schools each with elementary grades, in addition, and eight elementary schools.

The 1940-41 budget for the school board of Jefferson Parish totaled \$531,289.77, more than 12 times the 1910 budget. The pay-roll for the session of 1940-41 amounted to \$41,789.00 per month, almost 20 times the aggregate outlay in salaries during 1910. And the teachers were paid for 10 months last session.

Teaching standards and school ratings in the parish have improved tremendously in the past 30 years. The days of the "little red school house" are gone, of course, but not so long ago that their reminder of the difficulties of that era are dimmed. As in everything else, Jefferson, the Parish of Progress, has maintained its position in the field of education with the leaders of the state.

The Little Red Schoolhouse—1894. This old Company's Canal school at Westwego was one of the best in Jefferson less than 50 years ago.



Send Your Radiograms

"Via Tropical"

FAST, ACCURATE AND RELIABLE SERVICE TO-

BAHAMAS
BRITISH HONDURAS
COLOMBIA
COSTA RICA
CUBA
GUATEMALA



HONDURAS MEXICO NICARAGUA PANAMA PUERTO RICO SALVADOR

SHIPS AT SEA

TROPICAL RADIO TELEGRAPH COMPANY

CEdar 1455-1456

Kenner 2571

PHONES CEDAR 9287 JEFFERSON HIWAY COURT

CEDAR 9122 AIRLINE HIWAY COURT

ALL ROOMS TILE BATH AND REFRIGERATORS

BEAUTY REST MATTRESSES

PINES TOURIST COURTS

S. ROSSI, Owner

2900 JEFFERSON-HIWAY U. S. 90

2800 AIRLINE HIWAY—HIWAYS 51-61 One Mile West New Orleans, La.

AMERICAN IRON & MACHINE WORKS CO.

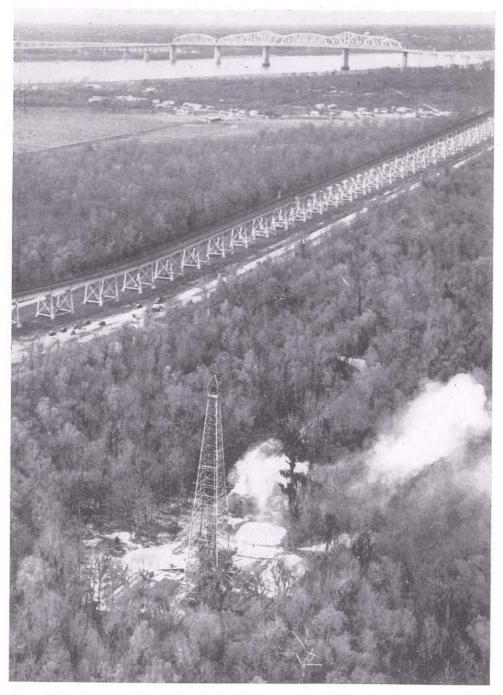
Manufacturers of

....

OIL FIELD EQUIPMENT

HARVEY, LOUISIANA

JEFFERSON'S NEWEST FIELD



Reese Carter No. 1, which was brought in this summer just 500 feet from the Huey P. Long bridge, and only five miles from New Orleans' metropolitan area.



Good Cooks Prefer



SWIFT & COMPANY

AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.

Creosoted Lumber, Piling, Poles, Cross Ties Switch Ties, Cross Arms. Also

WOLMANIZED LUMBER
Decay and Termite Proof—Can Be Painted

Plants: LOUISVILLE, MISS.; JACKSON, TENN.; NEW ORLEANS AND WINNFIELD, LA.

Send Us Your Inquiries—We Are Glad To Quote You

St. Mary Oil Co., Inc.

Producers

of

Crude Oil

1416 WHITNEY BLDG.

NEW ORLEANS, LA.



The California Co. drills from barges in the Barataria field. This canal was dug especially to give access to the proposed drill site, as water transport is more feasible than land travel through the marshes. The rig is on a barge, sunk in the canal to give a solid foundation for drilling operations.

FOUND---IN JEFFERSON

Oil, they tell you these days, is where you find it. Production experts themselves, no longer lay down hard and fast rules concerning the location of Nature's store-rooms of this, her most remarkable gift to man. It is true enough that, once production is started at any given place on the globe man sees to it that Nature is cut out of the game and science and skill sit in instead. So the game is no longer the great gamble it was only a few short years ago, and this is because science has become the boss man.

Jefferson Parish saw little or no wildcatting and no boom town has mush-roomed into existence in the parish with a roar like that of a gasser gone out of control. To say that Jefferson farmers, merchants, trappers, fishermen and others have become wealthy overnight may be true, but the drama is only relative. Yet the Parish of Progress is truly rich in oil. How rich only the next few years will tell.

Oil production today in Jefferson, as in all other places, is Big Business. It is American Big Business and, therefore, never humdrum. And it is such a new thing in Jefferson that the thrill has not yet gone from it. Jefferson Parish saw its first producing well in May, 1935, brought in by The Texas Company in the Lafitte Field. In that field today there are 52 producing wells; two wells working over to restore production; one well drilling and two locations staked. The June, 1941, production allowable for Lafitte was 12,580 barrels a day.

AVONDALE MARINE WAYS,

INCORPORATED

RIVER FRONT—JEFFERSON PARISH AVONDALE, LOUISIANA

DESIGNERS FABRICATORS BUILDERS

STEEL TUGS
STEEL DECK BARGES
STEEL OIL BARGES
STEEL DERRICKS
STEEL TANKS

DOCKING AND REPAIRS

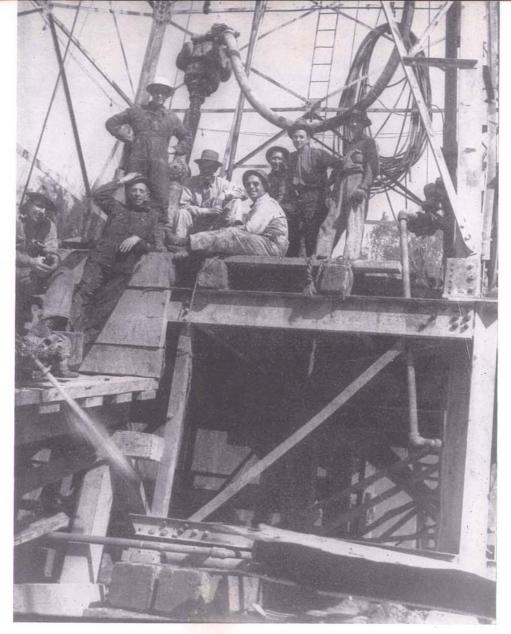
ESTIMATES AND DESIGNS FURNISHED ON REQUEST

Liability Insurance of \$300,000.00 Carried

MAILING ADDRESS—P. O. BOX 14, WESTWEGO, LA. TELEPHONES (New Orleans Exchange)

WAlnut 8970

WAlnut 8970



No dry hole here. The drilling crew relaxes with happy smiles as Reese Carter No. 1 begins to flow.

This was reduced for July of this year by 1,710 barrels daily, to 10,870. The history of this field reveals only two dry holes.

The second oldest field in Jefferson is the Barataria field, discovered by The California Company on Big Bayou Barataria in November, 1939, on a block of leases totaling 13,000 acres. There are now 18 producing wells at Barataria, with an allowable production of 2,800 barrels of oil a day. Eleven of these wells are wholly owned and operated by The California Company. Seven of them are jointly owned and operated by The California Company and certain other operators, namely, Danciger Oil & Refineries, Inc., Carter, Perrin & Brian

A. G. THOMAS

BARGES FOR SALE OR RENT

Equipped for Carrying Oil or Deck Cargo

CLAM SHELLS

Derricks for Sale or Rent—Towing, Barging, Dredging

MARINE LANDING—HARVEY, LA.

1645 CANAL BANK BUILDING

RAymond 3047

ARCHIE C. STUMPF

DRUGGIST

301 HUEY P. LONG AVENUE

ALgiers 9294

GRETNA

RAISED CABINS-GARAGES BELOW

500 FEET ABOVE S. CLAIBORNE

Blue Horseshoe Tourist Court

ALL MODERN

On Jefferson Highway

Telephone CEdar 9113

STRICTLY PRIVATE

and Gulf Refining Company. Production is being obtained from three sands located at approximately 7,600, 8,200 and 8,700 feet.

At the present time The California Company is drilling at three new locations.

Both Jefferson and Orleans parishes have shared directly in the benefits of the operations of this company. It has recently erected a field office at Harvey in Jefferson and several of its employees have made their homes nearby. Headquarters has been established in the Canal building in New Orleans, and approximately 50 employees, many of them with families, have been brought to south Louisiana to aid in carrying on The California Company's exploration and development program in this vicinity.

September, 1940, was a banner month for The Texas Company—and for Jefferson Parish. On the eighteenth, the company brought in its discovery well in the Lake Salvador field with an initial production of 840 barrels of oil a day through a quarter-inch choke. Development of this field has been fast and successful. There have been seven wells completed, producing from depths between 9.645 and 10.134 feet.

On September 29 last year The Texas Company opened another new field in Jefferson Parish, Delta Farms field, with the completion of its discovery well. Initial production was 747 barrels a day on a quarter-inch choke. While only two producing wells have been completed in the Delta Farms field, it is important to note that no dry hole has been drilled either here or in the Lake Salvador field by The Texas Company. Score two for science.

(Continued on Page 120)

A "Christmas Tree". This little gadget is an oil well, and Santa Claus must look to his laurels

when competing with oil in bearing gifts.



For EXTRA FINE SUGAR

Look for the

BLUE BAND



Godchaux Sugars, Inc.

Klotz

Cracker Factory

LIMITED

Manufacturers of

THE BEST SODA CRACKER
ON EARTH

also

QUALITY CAKES

615 Tchoupitoulas Street
New Orleans

Drink



Because it's good

H. T. COTTAM & CO., Inc.

Wholesale
GROCERS and IMPORTERS

700 Tchoupitoulas Street

RAymond 1141

Distributors of



TIRES AND TUBES



Adam Billiot, former champion, and Herbert Crappel, 1941 winner, hold the trophy for the annual pirogue race held on Big Bayou Barataria.

A NEW CHAMPION

The "winnah, and new champion" of pirogue racing is young Herbert Crappel, 19-year-old fisherman-trapper from Lafitte, who on May 26 took first money and the Charles H. Ellis trophy in the seventh annual pirogue race held over the 4.7 mile course on Big Bayou Barataria in Jefferson Parish. The crown has been worn four times by Adam Billiot, last year's winner. Last year Herbert Crappel was second by 47 seconds. This year he set a new record for the course of 30 minutes and 10 seconds, 5 minutes and 10 seconds better than the previous time.

The event, held yearly, is now sponsored by the Louisiana Pirogue Racing Association, who award cash prizes amounting to \$375.00, and many gifts of merchandise in addition to the trophy. This year there were over forty entrants from all up and down the bayous, men who practically live in pirogues in their hunting and trapping activities, and rivalry runs high. Spectators come to view the event not only from the parishes, but in ever-increasing numbers from New Orleans, and the bayou is thickly lined with an excited crowd, each one cheering on his particular choice for the winning money. It is one of the most colorful and unusual events in the country, and the residents of Jefferson and the bayou country look forward to it eagerly from year to year.



PAINTS - VARNISHES - ENAMELS
Formulated especially for our Southern
climate to dry satisfactorily, last long,
and look well.



Manufactured in New Orleans in one of the largest and best equipped paint and varnish factories in the South.

MARINE PAINT & VARNISH CO., Inc.

A Louisiana Corporation
Fig & Dante Sts. New Orleans, La.

Bull Dog Brand



Fertilizers
PACKED IN COTTON BAGS

Manufactured by

The Davison Chemical Corporation

New Orleans, La.

Office, 1421 Carondelet Bldg.

Factory, Gretna, La.

Your Health, Ccmfort and Efficiency Depend Upon the Air You Breathe. Let Us Air Condition and Cool Your Home or Office.

AS DEPENDABLE

AS ITS NAME

American Heating & Plumbing Co., Inc.

829 BARONNE STREET New Orleans

Plumbing, Heating, Sprinkler Systems

Cooling Systems, Refrigeration

Williams
OIL-O-MATIC
Healing

The Mothe Burial Benefit Life Insurance Co.,

INC.

HOME OFFICE 1300 Vallette Street, Algiers, La. Phones: ALgiers 1028-1029

GRETNA FUNERAL HOME 505 Amelia Ave.

ALGIERS FUNERAL HOME 1300 Vallette St.

A Westside Company Owned and Operated by Westside People

By Patronizing a Home Company You Are Helping Build the Westside

> E. J. MOTHE Official Funeral Director



Even as you and I. Champions turn pirogues over too, and here we see Herbert Crappel just after his tricky craft landed him in the water. The race was held up long enough to give him an opportunity to climb back in and get set at the starting line.

FOUND -- IN IEFFERSON

(Continued from Page 116)

The newest and most exciting chapter in Jefferson Parish's oil saga was started just a few weeks ago with the development of "metropolitan" production by Reese Carter & Associates with a successful completion just 500 feet east of the west end of the Huey P. Long bridge across the Mississippi river. This well is a scant five miles from the business section of New Orleans and less than that from the center of Jefferson's busy parish seat, Gretna. Stanolind Oil & Gas Co., another operator in this area, is now drilling on a location 1,000 feet southeast of the Reese Carter well, and has reached oil sand.

So oil in Jefferson is really where you find it. Geologists may try, in an idle moment, to find some connection between the various oil fields of the Parish, but to the lay mind these discoveries seem to follow no definable pattern, any more than do the far-flung oil deposits that have been tapped throughout the state. Perhaps as the present activity continues and grows, a pattern may work itself out, but one thing is certain, Jefferson Parish has already proved itself rich in oil beyond anyone's dreams, and the end of development is not yet in sight.

Uniform Watchman and Patrol Service

Investigations

Civil and Criminal

FORREST C. PENDLETON
President—General Manager

National Corporation Service, Inc., of La.

532 WHITNEY BUILDING

RAymond 3341

Representatives in All Principal Cities

Murphy Iron & Boiler Works, Inc.

SUGAR MACHINERY

Boilers, Tanks and Smoke Stacks

All Classes of Steel Fabrication and General Repair Work

Cable Address: "Murphy"
W. U. Code

GAlvez 3128

Broad St., Between Perdido and Poydras Sts.

New Orleans, U. S. A.

A. K. ROY

INCORPORATED

201 VINCENT BUILDING
MAgnolia 1576

Specializing in IEFFERSON

Developers of

Ridgelake Addition Severn Place

Acreage
AIRLINE - LAKE FRONT

CLERC LUMBER CO., Inc.

BUILDING MATERIAL

"LONG LEAF PINE"

Governor Hall and First Streets

Algiers 2159

GRETNA

A TOURIST LOOKS AT JEFFERSON

LYLE SAXON

Internationally Famous Author

(Two of Mr. Saxon's works are "Lafitte the Pirate" and "Fabulous New Orleans". The setting for "Lafitte the Pirate" is Jefferson Parish. Mr. Saxon is also editor of "The New Orleans City Guide" and "Louisiana, a Guide to the State" recently published books of the Louisiana Writers' Project, W. P. A. Some of the material used here is from the "Louisiana Guide".)

Jefferson, because of its infinite variety, has always seemed one of Louisiana's most interesting parishes. As a child I was taken to Grand Isle and I have never forgotten how wonderful the island seemed to me. Many years later I went there for a vacation and found that it was as interesting as I had remembered it, and so I have been going back at intervals ever since. And because of these trips, I thought I knew the parish, but it was only when the members of the Louisiana Writers' Project were collecting material for the Louisiana Guide that I realized what a fabulous country it is.

Lying adjacent to the city of New Orleans, it is easily accessible to the tourist, and I can think of no more entertaining way to spend a day, or a week, than by taking several tours deep into Jefferson. Within a few miles of the city the traveler enters a primitive country of trappers and fishermen who live as simply as their grandfathers did. Here are communities of men and women who are descendents of Lafitte's smugglers, men in whose veins flows the blood

Two beauties. Miss Rita Mae Gegenheimer, on the beach at Grand Isle, displays a speckled trout just taken from the blue waters of the Gulf of Mexico.



 For Greatest Values in Men's and Boys' Clothing

Beekman's

300 St. Charles St.

New Orleans, La.

• 100% Satisfaction Guaranteed

BORDEN-AICKLEN Auto Supply Co., Inc.

AUTOMOBILE ACCESSORIES—REPLACEMENT PARTS—SHOP EQUIPMENT—TOOLS

EVERYTHING FOR THE AUTOMOBILE

Phones: RAymond 6267-6268-6269

Salesroom and Office: 613-15-17 Baronne St.

New Orleans, La.

A. BALDWIN & CO., INC.

Wholesale Hardware

Distributors of

Hardware, Farm Implements, Tires, Floor Covering, Stoves, Ranges, Sporting Goods

130 CAMP STREET

NEW ORLEANS

COLONIAL GOLF & COUNTRY CLUB

HARAHAN, LA.

L. E. OGLESBY, President

H. J. D'AQUIN, General Manager



The Airline Highway streaks its way through Jefferson.

of many nations. The salt marshes conceal the homes of hundreds of muskrat trappers, for Louisiana is one of the richest fur producing states in the Union. Here, too, live the fishermen whose hauls of fish, shrimp, crabs and oysters supply the city of New Orleans and many other parts of the United States.

This is known as the Barataria section. It is a sea marsh stretching some sixty miles southward to the Gulf. And beyond lies a chain of tropical islands where few men live, and where both sea and sky are filled with seagulls, terns and pelicans, and where life goes on as it has done from beyond the memory of man.

But there are other aspects of Jefferson which are notable because of the contrast between the primitive and the urban way of life. Metairie, for example, a Jefferson suburb of New Orleans adjacent to the northwest corner of the city, occupies an alluvial ridge several feet higher than the surrounding area. It is a rapidly growing residential district, notable for its beautiful homes and gardens. One good way to see something of the extraordinary variety of the Jef-

Woodward, Wight & Co., Ltd.

THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867

451 HOWARD AVENUE

RAymond 1231

NEW ORLEANS

STOP AT

BLEAKLEY'S

New Orleans-Baton Rouge Airline
HALF-WAY STOP

R. W. MAYRONNE, President

O. H. MAYRONNE, Sec.-Treas.

MAYRONNE LUMBER & SUPPLY CO., Inc.

Lumber, Millwork, Roofing, Building Material, Cement, Brick and Lime; Feed and Coal

Distributors of

Johns-Manville Rigid Asbestos Shingles

UPtown 8645, 8646

MARRERO

Joseph Rathborne Land Co.

INCORPORATED

Industrial and Residential Sites for Sale or Lease

UPtown 4161

Harvey, La.

ferson scenery is to ride through Metairie and up the Airline Highway to Kenner. Kenner was named after Minor Kenner, on whose plantation the town grew; its earliest name was Cannes Brulés (Fr., burnt canes). Kenner is the shipping center for a vegetable-growing community, and there are several small manufacturing plants.

Many of the inhabitants are Italian immigrants, but the sheriff of the parish, Frank J. Clancy, who was born and raised in Kenner, has his home painted in different shades of—yes, you guessed it—green.

On the Jefferson Highway about two miles East of Kenner is the Colonial Golf and Country Club.

The clubhouse was originally the Soniat home, built in 1820. It stands on what was once the 1,000-acre Tchoupitoulas Plantation and, in the early eighteenth century, the site of an Indian Village. The district derived its name from a small bayou called the "Chapitolas," or "Tchoupitoulas" by the French. The etymology of the name remains obscure because no one knows to what dialect it belongs. If of Choctaw origin it means "those who live at the river."

There is an interesting story connected with the early years of the Soniats at Tchoupitoulas. They bought smuggled goods from Lafitte, as many other planters did. One day, while Lafitte was displaying his wares, Governor Claiborne and his wife arrived unexpectedly. The Claibornes were frequent visitors at the plantation, as Mrs. Claiborne was a sister of Mrs. Soniat. Lafitte believing that he was about to be captured, fled.

After leaving the Colonial Club you come to Harahan. The village was named for W. J. Harahan, at one time president of the Illinois Central Railroad. The town grew around the yards and shops of the railroad, which have since been removed. The majority of the population is now engaged in farming and dairying. An annual "block" dance is held here in July. The concrete highway serves as the dance floor.

Less than a half mile east of Harahan is "Elmwood", an ante bellum mansion which was damaged by fire in February, 1940, and since has been re-



The sunset as seen across the bow of a schooner anchored in the Mississippi.

FAIRBANKS-MORSE PRODUCTS

Fill the Needs of the Nation

Diesels - Motors - Pumps - Scales - Farm Machinery
Air Conditioning - Home Appliances

1000 St. Charles Ave.

NEW ORLEANS, LA.

Firestone Auto Supply & Service Stores

A Complete Line of Tires, Batteries, Brake Lining and Auto Supplies

USE OUR BUDGET PLAN

RAymond 0366-7-8

557 N. Rampart Street

Muller Furniture Manufacturing Company

200 NORTH DERBIGNY STREET

New Orleans, Louisiana

WHOLESALE ONLY

Over 50 Years in Business

FRESH UP

O

REG PALOFF.
USA 6 CANADA

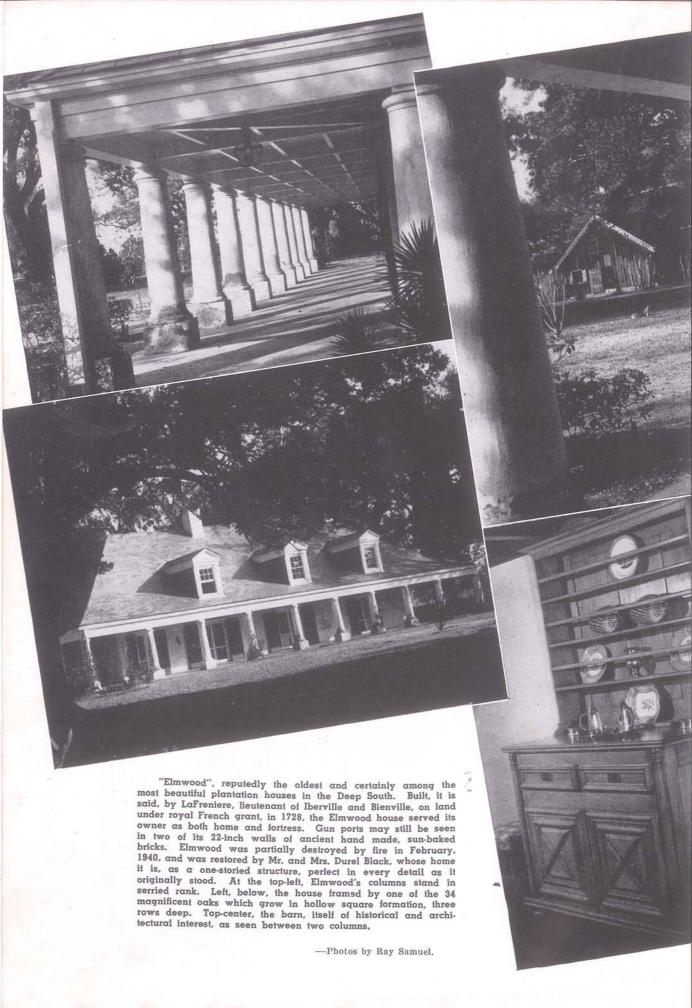
O

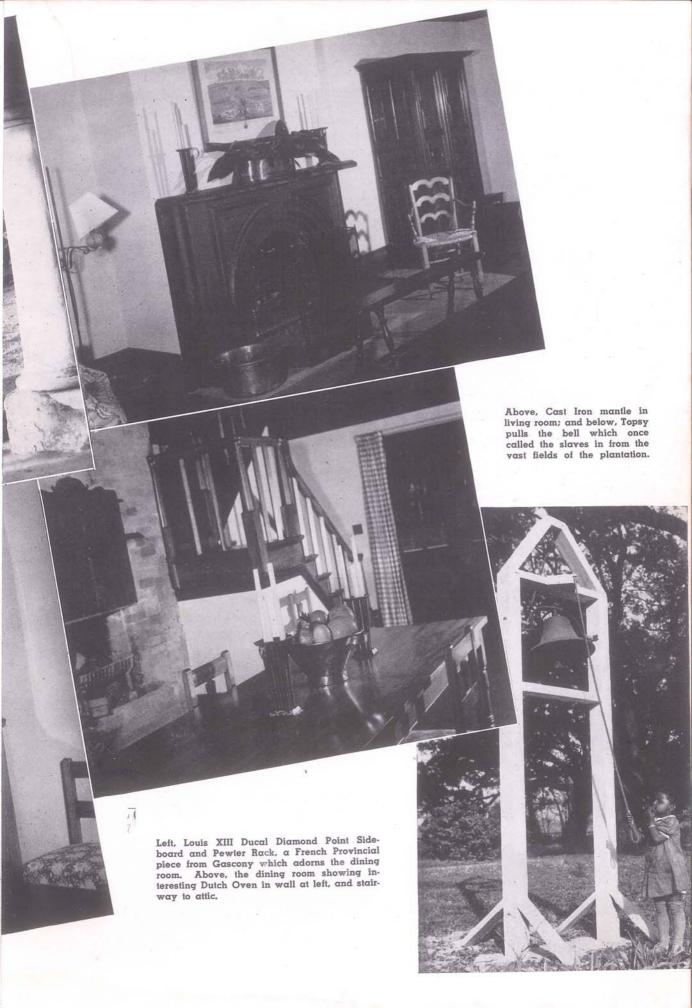
LIKE

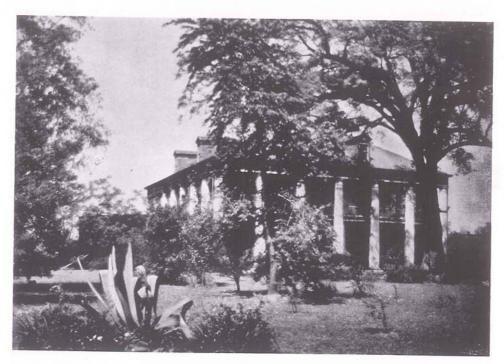
IT

LIKES

YOU







"Seven Oaks", the former Zeringue home, above Westwego, a relic of ante-bellum days.

stored to its original design by its owners. There is not an elm on or near the plantation, but 32 magnificent oaks form a triple square around the mansion. Tradition links the name of Lafrénière with the early history of the plantation, and it is also asserted that Claiborne, the first American Governor of Louisiana, spent some years here.

Cross the Mississippi on the Huey P. Long bridge—which is in itself something to see—and enter the southern half of the parish in that way.

Quite near the bridge one finds "Seven Oaks" another fine example of the Louisiana plantation house. Despite the oil tanks which surround it, it still presents a pleasing aspect. It is an 18-room, plaster-covered, brick house surrounded by large columns. Galleries encircle the dwelling and the roof is crowned by a belvedere, or a "bellevue" as we call them in Louisiana. The house stands in the grove of oaks which gives it its name. The building was constructed in 1830 by the widow of Michael Zeringue and has been owned subsequently by several other prominent families of the parish. After looking at this house, the traveler turns his car towards Westwego and continues the tour. The highway, La. 30, crosses the Company Canal, which is used principally to bring crabs and shrimp to the pickers and canners. The canal runs southward to Lakes Salvador and Cataouatche, where there are fine hunting and fishing grounds not accessible by road.

You are now in the town of Westwego ("West we go!" the early travelers cried when they crossed the Mississippi at this point on their way to the gold fields of the West.) Until 1893 the community was a small village, but in that year the survivors of a hurricane that had desolated Chênière Caminada set-

EUG. I. BENDER, President

PETER P. ROWAN CO., Ltd.

DISTRIBUTORS

Wagon Materials, Auto Top Supplies, Mouldings, Iron and Steel
Products, Hardware Specialties, Pipe Fittings, Galvanized
Pipe, Lawn Mowers, Farm Supplies, Electrical Supplies,
Hardwood of all kinds, Cypress, Etc.

RAymond 4346

908 to 920 Perdido St.

New Orleans

HUMBLE OIL & REFINING CO.

NEW ORLEANS

FIRST IN IMPORTANCE
WE DESIRE TO BE GOOD NEIGHBORS

BEAUMONT CEMENT SALES CO., INC.

Drilling Muds—Oil Field and Commercial Chemicals

Home Office Beaumont, Tex. P. O. Drawer 831 Phone L. D. 36

Harvey, La. Branch P. O. Box 354 UPtown 6314

THE FREIBERG MAHOGANY CO.

Manufacturers and Importers of

MAHOGANY LUMBER AND VENEERS

JEFFERSON PARISH

tled here. This influx marked the beginning of the town's prosperity and subsequent growth. Industry centers around several large alcohol manufacturing units and crab and shrimp-packing plants.

Westwego is the first of a succession of loosely built communities opposite New Orleans. Although some of them are incorporated and their boundaries established by law, it is difficult to tell where one town begins and another ends. Manufacturing, dairying and truck gardening are chiefly responsible for their existence.

A little further along, the tour passes the plant of the Celotex Corporation where great piles of pressed and dried bagasse stand stacked to resemble large barns. Wall-board and insulating material are made from this residue of sugar cane.

After leaving the Celotex plant the next town is Marrero. It was named for a prominent politician of the parish in the early part of this century. Its original name was Amesville, derived from the Ames plantation, a large sugar property that has since been divided into truck farms and industrial sites. Marrero is also accessible to New Orleans by a ferry. The Penick and Ford syrup plant may be visited. It is open on application and free guide service is offered. An interesting feature at Marrero is the group of squatters' cabins built on the batture—that land lying between the levee and the Mississippi. There squatters pay no taxes and live in houses which they have built themselves. In years when the water is unusually high the squatters may remain in their houses, each house an island, for they are built upon piling. Some of these cottages are very picturesque.

A most pleasant tour may be made from Marrero to Lafitte Village, a distance of twenty-one miles. The road is black-topped most of the way. There are restaurants at the lower end of the tour and tourist accommodations along the road.



Home and garden on the batture at Marrero. Communities of these humble and picturesque homes line the river as Uncle Sam's guests on rent free land.

PONTCHARTRAIN LUMBER CO., Inc.

Office, Plant and Yard

Shrewsbury Road and I. C. Crossing

RED CYPRESS AND YELLOW PINE MILLWORK

PAINT AND BUILDING MATERIALS

P. O. Box 47

METAIRIE, LA.

CEdar 1224

J. WALLACE PALETOU, INC. REALTORS

822 PERDIDO STREET

NEW ORLEANS, LOUISIANA

Residential - Commercial - Farm Lands - Rent Collections
Property Management

J. C. COLLINS, Agent SINCLAIR REFINING COMPANY

Distributor

Gasoline, Greases, Oil, Insecticides and other Sinclair Products

ALSO GOODYEAR TIRES AND BATTERIES

P. O. Box 22-Westwego, La.

WAlnut 4759

A GOOD PLACE TO EAT

BOUDREAU'S

LA CASINO RESTAURANT

CHICKEN DINNERS — SEA FOODS WINES — LIQUORS D A N C I N G

Phone 12

Grand Isle, La.



City folks hard-shell crab fishing in Big Bayou Barataria.

The first point of interest is Jefferson Parish's million-dollar Boys' Town, with its ten Spanish mission style buildings and two swimming pools, set back on both sides of the road in landscaped grounds. They are known as "Hope Haven," "Madonna Manor" and "St. Joseph's Deaf-Mute Institute" and house over two hundred orphaned boys from 5 to 16 and about six small deaf-mute girls. The children are under the care of priests and brothers of the Salesian Congregation and the Sisters of Notre Dame. All are under the watchful eye of Right Reverend Monsignor Peter M. H. Wynhoven, Jefferson Parish's own Father Flanagan. The outstanding feature of the place is that nowhere is an enclosing wall or fence to be seen.

Fifteen miles down the lovely road one finds Lafitte postoffice and the picnic grounds near the Fleming Canal Store. There are interesting Indian mounds to be seen. It is here that the yearly pirogue race is held.

Four miles further on, Bayou des Oies is crossed by a high arched bridge. In a cemetery beside the bayou is the legendary "grave of Jean Lafitte," where the famous pirate is said to be buried beside Napoleon and John Paul Jones.

Twenty-one miles from Marrero the tour ends at Lafitte Village, the site of the original pirate settlement and rendezvous of Lafitte and his band. It is today the home port of many commercial fishing and shrimping boats. There are several private fishing and hunting clubs. Louisiana Highway 30 terminates here on the bayou bank. Passenger boat service to Grand Isle is available via the "Chicago" which stops here on all trips.

The boat trip from Harvey to Grand Isle is delightful, but as most people travel by car nowadays, and as Grand Isle is accessible in that way, I shall

Pleasure - BOWLING - Exercise

CEDAR 9130

SUBURBAN BOWLING ALLEY

NEW AIRLINE HIGHWAY AT SHREWSBURY ROAD

METAIRIE, JEFFERSON PARISH, LOUISIANA

VERNON W. DUPEPE

LYNN P. DOMINIQUE

ALVIN E. HOTARD

CIVIL ENGINEER

Phone ALgiers 1017

GRETNA, LA.

BILLIONAIRE INN

221 Huey P. Long Ave.

Phone ALgiers 9122

GRETNA

GULF COAST OIL CO., INC.

Operating in Louisiana, Mississippi and Alabama

WHOLESALE AND RETAIL

Featuring Super Gulf Coast 72-Octane
Gasoline

Main Office 3331 St. Charles Avenue

New Orleans

write briefly of a tour to the island by motor. But before that I wish to continue the tour from Marrero to Gretna—a pleasant afternoon's trip.

Not more than half a mile from Marrero is Harvey, notable for the Harvey Locks which link the Mississipi River and the Intracoastal Waterway. Many people remember "Harvey's Castle" which until 1924 stood in a sad state of dilapidation on the site now occupied by the locks. Built in 1844 by Nicholas Noel Destréhan, whose daughter, Louise, married Joseph Hale Harvey, a Virginia sea captain, the three-story castle towered so completely above its surrounding structures that it came to be a landmark for river pilots. The Harvey family occupied the house until 1870. From 1874 until 1884, when the town of Harvey was the parish seat, the house served as the Jefferson Parish courthouse. The old landmark is gone now but the locks are well worth going to see. East of Harvey the highway (La. 31) traverses a section occupied by various manufacturing plants, the most important of which are the cottonseed oil refineries. The residents are principally industrial workers.

The next stop is Gretna where there are several points of interest: the Memorial Arch, the Jefferson Parish courthouse, the David Crockett Fire Company station, the St. Joseph's Catholic Church and the McDonoghville Cemetery.

But to return to the Grand Isle trip by automobile,-

From New Orleans the motorist takes U. S. 90, at Raceland, La., 78, and beyond Golden Meadow La. 620. The route traverses very interesting country. The distance is 109.7 miles over a hard-surfaced road, except for two sections of gravel and shell which total 37 miles. There are good hotel accommodations on the island.



Bird Island and Fort Livingston lighthouse, just off Grand Isle in the Gulf of Mexico.

Excellent Fishing, Hunting and Hotel Accommodations

FORNEST MILLIET

BAYOU RIGAUD

GRAND ISLE, LA.

Boulevard Garage & Beer Parlor

MARRERO

Beer, Wine and Whiskies Gas—Everything—Oil For Cars

UPtown 9350



CHAS. PERRIN

WAREHOUSES

UPtown 7377

Residence, UPtown 8794

On Intracoastal Canal

HARVEY

- LOUISIANA

It is not my intention to describe the route until the tourist reaches Golden Meadow, for this article concerns only Jefferson Parish, and part of this tour to Grand Isle is through other parishes. From New Orleans drive to Raceland, to Lockport, to La Rose, to Cut-Off to Golden Meadow. Here one finds a thriving community of shrimp factories and packing sheds. A fleet of 300 fishing luggers bringing in shrimp, oysters, speckled trout, redfish and pompano, makes its headquarters here. Boats may be rented for fishing. Lately great prosperity has come to the town because of oil wells in the vicinity. The town is now booming.

South of Golden Meadow the farms come to an end. The tourist now takes highway La. 620, along Bayou Lafourche. Some eleven miles below Golden Meadow is the Leeville oil field, opened in 1931 and one of the largest in the Gulf area. Between Leesville and Grand Isle the highway passes through marshland in which, for miles at a stretch, there is no sign of human habitation.

On both sides of the approach to the three-quarter-mile-long bridge that connects it with Grand Isle is Chênière (Oak Ridge) Caminada named for Francisco Caminada, a New Orleans merchant who lived during the Spanish regime. Prior to the hurricane of 1893 there was a thriving settlement there, but damage by the storm was so severe that the town has never been rebuilt.

At the eastern end of the long bridge is our destination.

Grand Isle is one of a group of islands lying along the north shore of the Gulf of Mexico. It is seven miles long and only one and one-half miles wide. Its highest point is only three feet above sea level. It has a magnificent beach and fine surf bathing. From the shell road paralleling the beach a series of lanes lead back to the landward side of the island.

Once I was lucky enough to spend several weeks at Grand Isle. I was collecting material for a biography of Lafitte, and Edward Howard Suydam, the artist, was with me making illustrations. Suydam was fascinated with the island. He made many more drawings than necessary for sheer love of the place. Hour after hour he would stand with his drawing board working tirelessly, and I would watch him for awhile and then go for a walk.

It was pleasant to stroll down the leafy lanes and along those dimly marked trails that ran through acres of gnarled oak trees, trees twisted by gulf winds and scalded by the salt spray, trees all leaning away from the sea. There are other trees too, catalpa, pecan and walnut, and everywhere the tall palms rustling in the wind. In walking I would come to open stretches of sand, parched and dry, with sand flowers and shells. And beyond these little clearings were tangled bits of woodland, shady and filled with a lush undergrowth. There were thorn trees with birds' nests which seemed dark against the bright metallic blue of the afternoon sky.

At intervals stand the fishermen's houses, small, weather-beaten cottages set deep in groves of oleanders, hedges of those large shrubs planted as windbreaks, and each hedge ablaze with crimson flowers rippling in the wind from the Gulf.

There are clumps of white alder flowers too, and fig trees heavy with purple figs. Pecan trees grow near the houses, and there are fences of old, lichened, cypress split pickets, once white-washed, but now faded to grey and half buried in cascades of honeysuckle vines.



Orleans Materials & Equipment Co.

Reinforcing Materials—Steel Sheet Piling Structural, Ornamental & Miscellaneous Iron

2730 CLIO STREET

P. O. BOX 87

RAymond 9538

NEW ORLEANS, LOUISIANA

RYKOSKI, INC.

DISTRIBUTORS OF

Kerrick Kleaners - Ingersoll-Rand Compressors - Lincoln Lubrication Equipment Exide Batteries - Timken Roller Bearings - SKF Ball Bearings

Phones RA. 2296-7-8

920 Julia Street

New Orleans, La.

FISHER'S STORE Charles Levy, Prop.

GENERAL MERCHANDISE

Phone Us for Arrangements for Fishing Trips

PHONE LAFITTE 5103

LAFITTE, LA.

JOHN S. WOOD

SURVEYOR

257 ROSEWOOD DRIVE

METAIRIE, LA.



At dusk. Trees grow with the wind. Grand Isle.

Peering through the thicket of oleanders, I could see the fishermen and their wives and babies sprawled upon the white-scrubbed boards of the gallery floors. There they drowsed through the long summer afternoons. The whole island seemed saturated with sleep, and I felt that I was the one man left awake in a sleeping world.

I would go on and on, past other houses where the tropical sun had changed the batten storm shutters from green to faded blue, and where children slept in hammocks under the trees. Old women drowsed in rocking chairs beside them, women in white wrappers, women who appeared to be sleeping except for the slow movements of their large palmetto fans.

Each house had its creaking weather vane on the roof and its barometer and thermometer on the porch. Each house had a large iron wash pot propped upon old blackened bricks or even sometimes upon andirons.

Nearly every house had a bell somewhere. Sometime they were mounted on posts or on the branches of trees. There were old church bells and there were ship bells tucked away under the houses, or half hidden in the tall grasses.

The bell of Our Lady of the Isle Church formerly belonged to the church at Chênière Caminada. It is said to have been cast in Cincinnati in the last century from 700 pounds of silver, including the crested family plate of Father Espinosa, the pastor, heirlooms of the Baratarians, and pirate loot. After the hurricane the bell was stored at Westwego. In 1905, a westbank church obtained permission to use it. En route to its destination, the bell was taken from the ox team during the night, and for thirteen years its location was a mystery. In 1918, the Baratarians, who did not want their bell to ring for any



Exclusive Distributors of Schenley Products

UNITED LIQUORS

INCORPORATED

WHOLESALE ONLY

232 Canal

New Orleans

Jos. B. David, Pres.

H. E. Brister, Gen. Mgr.

FOR INSECT RIDDANCE

SPRAY WITH

LYONS' LIQUID INSECT SPRAY

THE NEW AND BETTER INSECTICIDE

Pint Bottles 25c

AT YOUR DRUG STORE

S. H. KRESS

5c, 10c and 25c Store

923 CANAL STREET

NEW ORLEANS, LA.

METAIRIE RIDGE ICE CO., INC. JEFFERSON BOTTLING CO., INC. THE CITY ICE CO. ARCTIC PURE ICE CO. CEdar 1126 DRINK-

BIG SHOT ROOT BEER

DOUBLE COLA • TOM COLLINS, JR.

IN OUR 87th YEAR

LEITZ-EAGAN FUNERAL HOME, INC.

GRETNA and NEW ORLEANS

other group of people, unearthed it from Westwego cemetery and sent it to the Grand Isle church.

Some of the houses stood open and the passerby could see the interiors. There were homemade four-post beds, each with its snowy mosquito-barre, and there were homemade rocking chairs. Occasionally I could see a holy picture or the statue of a saint on the mantel. The houses seemed bare enough, but they appeared comfortable and sturdy. The wide boards of the porch were always scrubbed white, and many nets were drying on fences or suspended between trees.

As the afternoon wore on the children would wake up and come outside to play. I could hear them shouting to each other behind the thickets of oleanders, and the air was filled with the musical sound of their French or Spanish nicknames as they called to each other.

Once I encountered a little girl and helped her disentangle a dragon-fly which had caught somehow in her black curly hair. She was shy, but she considered that I had done her a service, so she thanked me politely. And we talked a little. She was coming from school, she said, and was learning to read. "Mama can't read. I tease her about it."

"What does your mother say to that?"

"She says it makes no difference to her. She says she can pray good."

"Does she pray much?"

"Oh yes, sir, she prays every night, and on Sunday, and she prays right out loud when a storm's coming up and papa's out in his boat!"

And suddenly she was gone in pursuit of a yellow butterfly.

Sometimes I would talk with the fishermen. Our talk was mostly of the old days and I asked questions as to what their fathers had told them. Every man had a tale to tell of the great storm of 1893 which washed across the island and destroyed many of the houses and left many drowned men and women in its wake. Lauredon Gaspard Rigaud had a fine collection of letters and documents and maps that had once been the property of Jean Lafitte, they told me, but it was all washed away in the great storm. "That was the year that all our orange groves were destroyed too," they said.

That was ten years ago, but the island is much the same today. It is true that there are good hotels there, and a causeway now connects the island with the mainland. But the influx of tourists has not spoiled the charm. There are still old men who will tell you stories of the past, and the primitive quality remains.

It has always seemed to me that Grand Isle is haunted by the ghosts of the men who once lived there,—those strange and hot-blooded corsairs who were the followers of Jean Lafitte. And when I walk alone on the beach of the island it seems that there are men around me that I cannot see. They lurk there, almost visible from the corner of my eye; but when I turn, they are gone. I find myself looking for the prints of their bare feet in the wet sand, and listening for the voices of men long in their graves or drowned in the sea. They

INTERSTATE ELECTRIC CO.

South's Largest Electrical Supply House

DISTRIBUTORS

CROSLEY REFRIGERATORS * RADIOS * GAS RANGES * WASHERS

ELECTRICAL FIXTURES * AUTOMOTIVE EQUIPMENT

643 MAGAZINE ST. - RAYMOND 5251 - NEW ORLEANS

DAY AND NIGHT SERVICE

BISHOP-EDELL MACHINE WORKS, Inc.

"GENERAL MACHINE REPAIRS"

Marine and Industrial "Diesel Engine Specialists" 1008-20 Magazine St. Phones: RAymond 5221-5222

> NIGHTS AND HOLIDAYS CALL: JA. 1478, AL. 1176-W, GA. 3583 NEW ORLEANS, LA.

I. S. WATERMAN & CO., INC.

426 S. PETERS STREET

Flour, Bakers' Supplies and Bakers' Machinery

F. F. HANSELL & BRO., Ltd.

OFFICE AND SCHOOL FURNITURE

Booksellers and Stationers

131-133 Carondelet Street

New Orleans, La.

CAREY & HELWICK

HARDWARE AND SPORTING GOODS

120 CAMP STREET

RAymond 5426, 7281

PAINTS, STOVES, PLOWS, HARROWS, COLEMAN LAMPS, IRONS, STOVES, ALADDIN MANTLE LAMPS

WE CARRY PARTS AND REPAIR COLEMAN PRODUCTS

BROWN'S RESTAURANT & CAFE

For Over 20 Years The Best Place To Eat

FINE WINES AND LIQUORS

At Jackson Ferry Landing

GRETNA, LA.

have been gone for more than a century, but here on the island a century seems as nothing, for the past lingers and seems as yesterday. The very wind that blows through the branches of the gnarled and twisted oak trees is filled with the cries of homesick sailors, forever lost and forever yearning for the island that they shall see no more.

Once, walking along the shore of Bayou Rigaud at twilight, I found myself in the island cemetery, and there, washed up by the sea, was an old boat that had come to rest against an ancient and vine covered tomb. The boat's engine lay some distance away, crushed and rusting in the reeds at the water's edge. And I found myself smiling wryly before the obvious symbolism: the broken engine was like the boat's lost heart, thrown away and forgotten as it lay in the whispering reeds of the lonely cemetery, with the wrecked boat beside the mouldering tomb, and with twilight closing in. The air was filled with the sound of the surf and the cries of the seagulls that whirled above me, dark against a darkening sky. I shall remember that moment as long as I remember anything.

Last resting place. An abandoned boat beside a grave on the edge of the old cemetery at Grand Isle.



"SERVICE DIRECT TO YOUR HOME"

TRICO

COFFEE COMPANY

1903

Labruyere's ouality stores

38 YEARS CATERING TO THE PUBLIC

3 BROTHERS

3 STORES

-One Policy-

"THE BEST FOR LESS"

CRESCENT TYPEWRITER EXCHANGE

407 St. Charles Street

New Orleans, Louisiana

General Agents For

L. C. SMITH AND CORONA TYPEWRITERS All Makes TYPEWRITERS Sold, Rented, Repaired

New and Used Portable Typewriters of All Makes. Rebuilt Standard Machines of All Makes. Rebuilt Cash Registers Bought and Sold.

RAymond 3741

Established 1894

1941

JOHN L. LAURICELLA & ASSOCIATES INC.

DEVELOPERS

RIO VISTA

Telephone-Office: CEdar 1005

2400 Jefferson Highway

Sunshine Biscuits

ARE MADE IN NEW ORLEANS BY

LOOSE-WILES BISCUIT COMPANY

1111 So. Peters Street

RAymond 7277

JOSEPH RIBAUL

TRANSFER AND GROCERY

Drayage of All Kinds

Hauling When and Where You Want It • We Solve Your Trucking Problem
714 FOURTH STREET ALgiers 2135 GRETNA

THE AIRPORT SITUATION TODAY

D. O. LANGSTAFF Director of Aviation for New Orleans

With the ever increasing use of aircraft, both from national defense and commercial standpoints, the need for many additional airports is apparent.

The aircraft factories are working night and day with their facilities supplemented by many other factories. Hundreds of thousands of young men are being trained as pilots, mechanics, etc. There must be sufficient airports provided to take care of this tremendous increase in flying activities.

The Congress of the United States has seen fit to appropriate large sums of money to develop the airport facilities of our nation and among these appropriations to various Federal departments charged with aviation matters, the Civil Aeronautics Administration has been assigned the task of surveying the needs of commercial aviation and recommending the development of such commercial airports at this time that are deemed of military importance.

This brings us down to our local airport situation with respect to the New Orleans metropolitan area which includes Orleans, Jefferson, St. Bernard and Plaquemines Parishes. After much study the Civil Aeronautics Administration has decided this area needs three major-size airports.

One of these is the beautiful New Orleans Airport which is now and has been for some years the only airport of major importance in New Orleans.

Another is the Alvin Callender Airport located at Belle Chasse which is at present being enlarged to a size permitting the use of the largest types of aircraft.

These two, the New Orleans Airport and Alvin Callender Airport, are, we might say, actualities of today.

The third major airport for New Orleans should be located in Jefferson Parish somewhere on the Air-Line Highway and we should all do everything possible to make this third airport an actuality also. With this airport located in Jefferson Parish on the Air-line Highway the City of New Orleans and its metropolitan area will have airport facilities second to none in the United States and the three airports will form a triangle around this city which will make them most useful in the event of a national emergency. The Jefferson Airport has been approved by Washington authorities and is included in the allocation of funds for the development of airports. Details of its location and construction are expected to be announced in the very near future.

THE H. SOPHIE NEWCOMB MEMORIAL COLLEGE FOR WOMEN

Tulane University of Louisiana

A Southern college for women. Ideally situated in a residential district of the city of New Orleans. Standard requirements for admission and for graduation.

Complete courses leading to the degrees of Bachelor of Arts, and Bachelor of Fine Arts, College facilities include excellent equipment in the School of Art and School of Music. Properly selected course meets the requirements for teaching licenses in the various states. For catalogue and further particulars address

Registrar, Newcomb College NEW ORLEANS, LA.

PHOTOGRAPHIC ABSTRACTS

ALL SOUTH LOUISIANA PARISHES Safest—Speediest—Most Economical Specialists In Oil Land Abstracts

Abstract (ompany,

BARONNE BLDG.

NEW ORLEANS

CARLO DITTA COAL

UPtown 2687

634 MANHATTAN AVE.

HARVEY, LA.

SCRANTON & COMPANY, INC.

Investment Securities

411 Carondelet Building NEW ORLEANS, LOUISIANA

Telephone RAymond 2908

Teletype: N. O. 460

CRANE'S CLOTHING CO.

1218 CANAL STREET

PAUL ABELE

ABELE BROTHERS

OTTO ABELE

Florists and Nurserymen Member Florists' Telegraph Delivery

UPtown 1533

Joseph Street, Corner Laurel Nursery-Richland Gardens-Jefferson Parish New Orleans



Under the guidance of the home demonstration agent, women of Jefferson Parish have put surplus cotton furnished by the Government to good use in making new mattresses for low income families.

SURPLUS COTTON ADDS TO JEFFERSON COMFORT

MARJORIE B. ARBOUR
Acting Agricultural Editor, Louisiana State University

The most popular side show of the home demonstration carnival of activities in Jefferson parish during the past six months was the mattress-making program. While the regular performances of canning, sewing, gardening, home management, poultry and the like were going on in the main tent, the new mattress-making attraction drew large "audiences" and paid big economic dividends.

The circus analogy is used in this connection as home demonstration work might well be compared to a circus, a many-ringed circus, because the duties of the agent are so diverse and manifold that unless she is a good ring master, then the SHOW doesn't go off with the precision that such a performance needs must have.

In keeping with statewide and southwide activities, Jefferson parish set out under the guidance of the home demonstration agent, Mrs. Thelma Gray, to put into effect the mattress program drawn up by the United States Department of Agriculture. The program had for its primary aim the expansion of its surplus cotton distribution. Specifically, it stated that cotton would be furnished to low-income families for use in home mattress making.

Farm families with a total cash income for the calendar year of not more than \$400, and non-farm families with a gross income for the year of not more than \$500 were eligible to participate in the low-income mattress program. The material was allotted on the basis of 50 pounds of lint cotton and 10 yards of ticking for each mattress.

MET'RY TOURIST COURT

NEW AND MODERN
U. S. HIGHWAY 51 AND 61

APARTMENTS
Completely Furnished



3807 Airline Highway Phone CEdar 2713

Proprietors

F. W. BROWN - A. H. SALOMON

Chase Brass & Copper Co., Inc.

Copper Tubes and Fittings—Copper Roofing Material Bronze and Copper Screen Cloth, Copper Nails, Etc.

JOHN M. GEHL, JR., Manager

751 BARONNE STREET

NEW ORLEANS



CEdar 9159

Day and Night Service

THE PINES SERVICE STATION

SHELL PRODUCTS EXCLUSIVELY TIRES TUBES ACCESSORIES

Metairie, Shrewsbury and Airline Roads

MRS. N. H. LAZARONE, Prop. Wrecker Service

MOONLIGHT INN

LARGE PARKING GROUND

SANDWICHES AND DRINKS OF ALL KINDS

24 HOUR SERVICE

3205 JEFFERSON HIGHWAY

JEFFERSON PARISH

LATEST MUSIC 24 HOURS A DAY

LOUISIANA ICE SERVICE, INC.

C. H. FREE, Manager

Office: 1127 Julia St. NEW ORLEANS RAymond 0651

Plant: WAlnut 9147 WESTWEGO

Commercial Solvents Corporation DISTILLERS OF FINE ALCOHOL

TERRE HAUTE, INDIANA

Executive Offices: 230 Park Avenue

NEW YORK, N. Y.

Today Jefferson boasts of having made 600 of these mattresses and when the project closes it will have a grand total of 800 mattresses. These mattresses were made at three different centers in the parish; one being the Catholic Church Hall at Barataria; and the other two being established at old schools at Kenner and Marrero. There were two supervisors, Mrs. Paul Perrin of Barataria and Mrs. F. Perrone of Kenner, both working under the supervision of Mrs. Gray. The Police Jury furnished the very essential fluffing machine.

To toss these figures off lightly is to give too little consideration to a major activity. And major it was! Ask any home demonstration agent in the state, in fact any agent throughout the cotton south, if the program was easily executed, and she will tell you of the magnitude of the job. But most of the difficulties have been ironed out and today the low-income families are sleeping more comfortably as a result of the joint efforts of those persons charged with the responsibility of this program. The cooperating agencies were the Surplus Marketing Association which furnished the cotton and ticking, the Triple A, the organization that certified those eligible to participate in the program; and the Agricultural Extension Division, the agency that supervised instructional work in getting the mattresses made.

Possibly there is not a person in the parish whose life has not been touched in some way by this program. The 250 home demonstration club women who hold membership in some eight clubs in the parish have shown much interest in the program and they have visited the centers and cooperated in innumerable ways. At the bi-monthly Home Demonstration Council meetings, active discussion has centered on this subject. Travelers on the highways had their curiosity piqued when they saw these 800 mattresses being transported to the various homes during that six month period.

And so upon the consciousness of most of the people of the parish this "side attraction" of home demonstration has been stamped.

Improving the general health has further been aimed at by a nutrition program that Mrs. Gray placed before her people as part of national defense. An Achievement Day held down by Barataria at which many conserved products and sewing articles were displayed attested further to the broadness of the scope of the whole home demonstration program. As "intellectual fodder," the agent had two notable women to visit the parish and make talks. They were Mrs. Harriet Daggett of the L. S. U. Law School, who spoke on "Laws Pertaining to Women and Children" and Dr. Beryl Summerfield from the Tulane Child Guidance Clinic who spoke on "Problems of Childhood." These talks supplemented the regular monthly demonstration programs that home demonstration club women participated in.

The eight four-H clubs in the parish form another important phase of the home demonstration program. The home demonstration agent and the county agent work with boys and girls in an effort to teach farming and home making principles so that when the future citizens of Jefferson parish become the farm men and women of that section they will face their problems fortified with a knowledge and training that will be of inestimable aid in the pursuance of their duties.

All of this DOES form a veritable three-ringed circus. There is always plenty going on in the main tent and at the same time the Washington officials see to it that an attractive side show is usually in the offing.



Gulf & Valley Cotton Oil Division

Manufacturers of
COTTONSEED SHORTENINGS AND OILS

BLUE PLATE FOODS, INC.

Manufacturers of Delicious Blue Plate Food Dressings

LOUIS KOHLMEYER

Auto and Electrical Supplies, Bicycles, Refrigerators, Radios, Paints and Hardware

Dixie AUTO-LEC STORE and the METAIRIE SERVICENTER

CEdar 1754

514 Metairie Road Metairie, La.

SIDNEY GAUTHIER

Fancy and Staple Groceries, Meat Market, Soft Drinks, Notions, Dry Goods

UPtown 9275

HARVEY

BOULEVARD HARDWARE STORE

C. O. CHERBONNIER, Prop.

SHERWIN-WILLIAMS PAINTS

BARATARIA BLVD.

UPtown 7237

MARRERO, LA.

ROSENSTOCK'S

....

WESTWEGO, LA.

HOPE HAVEN DAIRY

Milk from National Honor Roll Herd

UPtown 8192

MARRERO, LA.

CITY OF GRETNA

DR. CHARLES F. GELBKE Mayor

The first settlement on the site of Gretna was founded in the early nine-teenth century by Nicholas Noel Destréhan, aristocratic landowner and son of John Baptiste Destréhan, builder of the Destréhan Canal, later Harvey Canal, and now a link of the Intracoastal Waterways System, who settled some German immigrants on a portion of his lands, calling the village Mechanickham. The Parish courthouse and Memorial Arch now stand on part of the original tract, which consisted of a village common with two streets on each side. About 1836 ownership was transferred to the then young Jefferson Parish. In 1839 the St. Mary Market Ferry Company was authorized to lay out a much larger adjoining area in streets and city squares.

A few years later another wealthy landowner, John McDonogh, established a village a mile or so east of Mechanickham and called it McDonoghville. At his death McDonogh left his entire fortune to the free schools of Baltimore, New Orleans and Jefferson Parish.

Among the earlier settlers of Mechanickham was a justice of the peace



OFFICIALS OF THE CITY OF GRETNA

Inset: Dr. Charles F. Gelbke, Mayor.

Seated, left to right: Henry F. Bender, Mayor Pro-Tem.; Frank Bessler, Alderman; Eugene Gehring, Alderman; John Ray, Alderman, and John T. Gegenheimer, Alderman.

Standing, left to right: J. E. Gehring, Municipal Democratic Committeeman; Andrew H. Thalheim, Attorney; William E. Strehle, Tax Collector and Superintendent of Waterworks; Andrew Kraus, Treasurer, and Beauregard Miller, Town Marshal.

SCHAYER-BADINGER

AUTOMOTIVE SERVICE

Estimates On Request

724 South Saratoga Street

Night Service-WAlnut 6866

RAymond 1281

W. HORACE WILLIAMS CO., INC.

ENGINEERS—GENERAL CONTRACTORS

Southern Bldg.

833 Howard Ave.

GORDON THEATRE

EDWARD M. GORDON, Prop.

WESTWEGO, LOUISIANA

CLEM PERRIN

FUR BUYER

LAFITTE, LA.

Motor and Speed Boats—Fishing Equipment—For Rent

Phone Lafitte 5204

THE LEADER

I. M. Meyer, Mgr.

Ladies', Men's and Children's Ready to Wear

FLEMING CANAL STORE

FELIX T. FAVALORO, Prop.

General Merchandise—Furs—Alligator Hides Sea Foods

PHONE BARATARIA 2813



Water works in the City of Gretna

who not only issued marriage licenses and performed marriage ceremonies by day, but cheerfully accommodated elopers, largely from New Orleans, at any hour of the night. As the years passed the name of the town gave way to "Gretna", after the famous Gretna Green, in Scotland, near the English border, for centuries a haven for run-away lovers. When the two villages of Mechanickham and McDonoghville were incorporated in 1913, the town retained the name of Gretna.

Gretna is the largest city on the west bank of the Mississippi River south of St. Louis. Opposite New Orleans, it is also the largest city in Jefferson Parish and has been the seat of parish government since 1884. The town sprawls along the river, its numerous industrial plants and dockside-shipping terminals dominating the scene. Railroad switch tracks and spurs crisscross in all directions. The Texas & Pacific Railroad has its terminal yards here. Hundreds of thousands of barrels of molasses are annually converted into commercial alcohol at a local plant. Other manufactures include cottonseed oil products, fertilizer, petroleum products, barrels, exterminators and insecticides. The city has grown through the years and today Gretna is a progressive, thriving community offering unlimited opportunities.

WEINER'S

The Westside's Leading Furniture Store

137 DELARONDE STREET

ALgiers 2424

STOP AT THE

ROYAL TOURIST COURT

Built Under the Trees

ON HIGHWAY 90

Four Blocks East of Huey Long Bridge

NEW ORLEANS, LOUISIANA

TOURISTS ONLY

Coming by Way of Baton Rouge, Route 61 and Hammond, Route 51, Turn Right at Railroad Depot at Kenner

BUCCANEER RESTAURANT AND BAR

L. J. MAUS, Prop. DINE AND DANCE

Phone Long Distance Goose Bayou 4903

LAFITTE, LA.

GEO. B. MATTHEWS AND SONS, INC.

NEW ORLEANS, LA.

Horse and Mule Feeds, Dairy Feeds, Poultry Feeds and Mashes
Near Girod and South Liberty Streets RAymond 6975

MERCIER'S

HARDWARE AND PAINT STORE

PAINT-VARNISH

DU PONT DUCO-DULUX

525 Metairie Road

We Deliver-CEdar 1626

ABDO'S DRUG STORE

QUALITY AND SERVICE

Jefferson Highway and Clay KENNER, LA. Phones 2071 and 9134

CAMBIAS OFFICE EQUIPMENT COMPANY

SALES, RENTALS, SERVICE

Distributor Woodstock Typewriters, Allen Adding Machines

RA. 0952

New Orleans, La.

328 Carondelet St.

SUPER SERVICE STATION

S. S. CEMO, Prop.

TEXACO PRODUCTS-MARFAK LUBRICATION

Electrical Repairs—Auto Accessories—Brake Linings—Batteries

ALL WORK GUARANTEED

4th and Dolhonde Sts.

ALgiers 9194

GRETNA, LA.

TOWN OF WESTWEGO

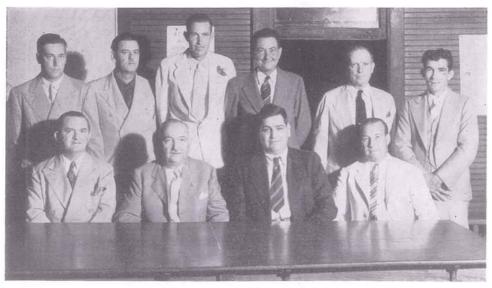
MORRIS ROSENSTOCK, Mayor

Located on the west bank of the Mississippi River is the town of Westwego, one of Jefferson Parish's fastest growing communities. From a settlement of refugees from the storm torn island of Grand Terre and Cheniere Caminada, Westwego has grown into a city of 4,992 inhabitants. The population has increased 25% in the last decade.

1938, 1939 and 1940 were years of home building in Westwego. More than a hundred new homes were built during that period.

New industries have located here. A new alcohol plant has been established and another has been renovated and reopened. Two new crab and shrimp packing plants have settled on Company's Canal. A company selling Butane gas has located within our city. Altogether numerous new jobs were created for the people of Westwego.

1940 saw the completion of a modern elementary school. This school was built by our parish school board to relieve the crowded condition that existed in the Westwego High School. The Parochial Elementary School has been



OFFICIALS OF THE TOWN OF WESTWEGO

Seated, left to right: Ed. Martin, Alderman; Morris Rosenstock, Mayor; Charles Taylor, Town Marshal, and Sidney Pertuit, Alderman. Standing, left to right: Clement Klause, Alderman; T. A. Adams, Alderman; E. E. Dawson, Alderman; Eugene Wildblood, Municipal Democratic Committeeman; William Stehle, Municipal Democratic Committeeman and Hendrick Bourgeois, Municipal Democratic Committeeman.

F. J. VILLARS & SONS

ROOFING CONTRACTORS

"Villars Roofs Fool the Rain"

GENUINE BANGOR SLATES-RU-BER-OID ASBESTOS SHINGLES Phones CEdar 1212-1250 Side Wall Work 609 Metairie Road

WE - GO - INN

SAM GILARDI, Prop.

Dance and Dine Every Night SANDWICHES AND DRINKS OF ALL KINDS

WAlnut 9209

On the Hill at Westwego Ferry Landing, Westwego, La.

FRANZ BROS.

COOPER TIRES

1700-02 St. Charles Avenue

NEW ORLEANS

600 N. Claiborne Avenue

Jefferson Highway

Southport

ELLZEY STORES

E. J. BLANCHARD, Manager

Phone ALgiers 9112

601 Lavoisier St.

GRETNA, LA.

BOWERS FEED STORE, INC.

COAL

S. Claiborne and Southport

Jefferson Parish

CEdar 1362

RATHBORNE LUMBER & SUPPLY CO., INC.

F. EBERHARDT, Owner

LOUISIANA TIDEWATER RED CYPRESS

Lumber-Laths-Shingles-Building Materials

UPtown 4204

Harvey, La.

On The Hill At Westwego

E. Klause's New Beer Garden and Bar DANCING EVERY NIGHT: FREE

Tasty Sandwiches, Hot Chili and Ice Cold Drinks of All Kinds

Come up and see us scmetime

Call WAlnut 9225

CUTCHER CANNING CO.

CANNERS OF QUALITY SHRIMP

RAymond 5059

WESTWEGO, LA.

WAlnut 7032

moved back so as to make way for the new brick high school that will be built in the very near future, costing approximately \$50,000.

Our water plant has been overhauled and is now in first class condition. Westwego ranks as a first-class city in fire risk, our basic rate being forty cents per hundred dollars.

Work has been completed to relieve a condition that existed in Westwego since the closing of the lock at the mouth of Company's Canal. This new administration installed a water pump that has completely remedied the former unpleasant condition and will do everything in its power to interest the United States Government in making Company's Canal a link in the Intracoastal waterways system.

The Westwego firemen have renovated their hall, inside and out. The hall is used as a civic recreation center where dances, parties and meetings are held.

Just recently, α very civic minded citizen constructed the finest motion picture theatre in the entire parish.

To those who would build a home or establish a business, we say: Come to Westwego and meet our people and look at what we have to offer. We welcome you and we know you will be pleased and satisfied.

EIGHTH WARD DEMOCRATIC CLUB OF JEFFERSON PARISH

John Bordes, Chairman George Hein, Vice-Pres. Louis E. Breaux, Treas. Ernest Riviere, President Dan W. Eastman, Vice-Pres. Mrs. D. E. Eastman, Secty.

The Oldest Political Club in Jefferson Parish—Organized in 1923 by John Berdes

Leon Nunez's Dance Hall and Barroom

LEON NUNEZ, Prop.

DANCING EVERY SATURDAY NIGHT

Tasty Sandwiches
• Sea Foods • Drinks of All Kinds

L A F I T T E

LAKE FOOD AT ITS BEST

ORIGINAL BRUNING'S RESTAURANT

ON LAKE PONTCHARTRAIN

EAST END Jefferson Parish WEST END PARK
New Orleans

FOUNDATION PLAN, INC.

Various Loan Plans and Rates, Adjusted to Borrowers' Needs and Qualifications

411 Whitney Bldg.

RA. 5279

METAIRIE MARKET

Choice Western Meats, Fruits, Poultry, Vegetables and Italian Products

103 Focis St.

CEdar 9139

Phill-up with Billups

ROSE PETROLEUM CO.

YOUR FRIEND

We Sell for Less Jefferson Highway and L. & A. R. R. Crossing

MARTIN'S POOR BOY

AIR-LINE HIGHWAY

Jefferson Parish

MELLING CEMENT BLOCK WORKS

ED MELLING, Prop.

COAL AND BUILDING MATERIALS

ALgiers 2191

GRETNA

PURINA FEEDS in the CHECKERBOARD BAG
Dairy Feed—Poultry Feed—U. S. Approved Baby Chicks
Oakes Poultry Supplies

DURHAM'S FEED STORE & HATCHERY

2301 Tulane Ave.

We Deliver in Jefferson Parish

Phone GAlvez 3131

NEEB'S HARDWARE STORE

HARDWARE AND PAINT 338 Lafayette Ave.

ALgiers 9329

GRETNA

GROVER'S PLACE

SEA FOODS OF ALL KINDS

EAST END

JEFFERSON PARISH

EAST JEFFERSON WATERWORKS DISTRICT NUMBER ONE

JOHN W. HODGSON President and General Manager

The East Jefferson Waterworks serves the entire East bank of the Parish of Jefferson and is equipped to provide for such service.

The Mississippi River is its source of supply and while its water shows no great amount of pollution, it is slightly hard, and contains a large amount of suspended matter. Therefore, to assure pure, clean water treatment is necessary.

The water is pumped from the river into the plant from the intake house, which is located on the river batture. Its first step towards purification takes place in the grit chamber, where part of the suspended matter is settled. The water is then ready to be passed to the mixing chambers where treatment is begun. Hydrated lime and sugar sulphate of iron are fed from mechanical dry feed machines. These two chemicals cause a flock to form, which in turn causes the suspended matter and impurities to settle as the water passes through the coagulating basins. Following the process in the coagulating basins, the water then enters the filters, where it is filtered at a low rate, then (Continued on Page 164)



COMMISSIONERS OF EAST JEFFERSON WATERWORKS DISTRICT No. 1

Seated, left to right: Blaise Camel, Commissioner; Eugene J. Bender, Commissioner; Chas. A. Boutall, Vice-President; Paul D'Geralamo, Commissioner and Purchasing Agent, and John W. Hodgson, President and General Manager.

Standing, left to right: Edward A. Miller, Plant Superintendent; M. R. Tucker, Maintenance Superintendent; F. V. Draube, Secretary; Leo W. McCune, Attorney, and E. George Lorio, Treasurer.

OLEANDER HOTEL

ON THE GULF OF MEXICO

GRAND ISLE, LA.

SERVICE IS OUR FIRST THOUGHT

INSURED SERVICE DAY AND NIGHT

SMITTY'S CABS

(Algiers Ferry Landing)
ALgiers 1043

CARS FURNISHED FOR WEDDINGS AND COUNTRY TRIPS

SWANSON RESTAURANT

"BEST HARD CRABS SOUTH"

WEST END OF WEST END PARK

ALL BUSINESS SUBJECTS TAUGHT COLLEGE

Personal instruction. Day and Night Sessions. Open the Entire Year. You may enter at any time.
Placement Bureau assists graduates in getting located. Send for interesting additional information.

1410 JACKSON AVE.

"Soulé Students Succeed"

NEW ORLEANS

STAUFFER, ESHLEMAN & CO., LTD.

WHOLESALE HARDWARE AUTOMOBILE TIRES AND TUBES

511 Canal St.

MAgnolia 5621

CONTINENTAL CAN CO., INC.

Harvey, Jefferson Parish

New Orleans

Sales Office, GAlvez 4145

JAKE FALCONE'S GROCERY

J. FALCONE, Prop.

FANCY and Staple GROCERIES

417 LAFAYETTE AVE.

GRETNA

IEFFERSON MUSIC CO.

CARLOS MARCELLO, Prop.

1401 Monroe St.

GRETNA, LA.

TOWN OF KENNER

VIC D'GEROLAMO Mayor

Kenner, as a Town, offers the home owner all the facilities of the big city and still maintains the small town hospitality and country living.

With a population of 2,440 persons there is still available space for home builders wanting large plots of ground on which to build their country estates.

Two splendid concrete highways connect Kenner with New Orleans' shopping district, U. S. 90 and U. S. 51, which is a matter of only fifteen minutes. Several railroads as well as two bus lines serve Kenner.

Churches for all creeds, good public and parochial schools, parks, swimming pool, recreation centers, drug store, grocery and meat markets, beauty parlor, service stations and many other facilities which go to make up the comforts of a Town are part of the Town of Kenner.

For protection against fire, an American LaFrance pumper is part of the Town's equipment, serviced with high pressure water mains.

Kenner enjoys cheap electricity, gas, water and telephone service.

Anyone interested in gardening or chicken raising will find splendid conditions prevailing. At present there is one chicken raising concern that has



OFFICIALS OF THE TOWN OF KENNER

Seated, left to right: Wm. J. White, Town Attorney; Philomene Paasch, Secretary-Treasurer; Vic D'Gerolamo, Mayor; Marie Neidhardt, Tax Collector, and Martin Clancy, Alderman.
Standing, left to right: Dr. Louis Genella, Board of Health; Pierre Larroux, Alderman; John Maggiore, Alderman; Joseph Viola, Alderman; Henry Polito, Fire Department; Vic J. Carona, Town Marshal, and Frank Peronne, Alderman.

DE WEESE PHARMACY

THE PRESCRIPTION STORE

403 SALA AVE.

WESTWEGO, LA.

DINE and DANCE

BRIDGE CIRCLE INN

Foot of Huey P. Long Bridge—Westside
WE NEVER CLOSE

GODCHAUX'S

FIRST IN FASHION SINCE 1840

Fine Apparel For Men, Women and Children

INDUSTRIAL SITES FOR SALE OR RENT

On River Opposite New Orleans

BROOKLYN LAND COMPANY

819 Gravier Street

Telephone RAymond 8325

New Orleans Stamp & Stencil Co., Inc.

GUS W. SEIFFERT, President and Manager

Rubber Stamps, Stencils, Marking Devices of All Kinds

330 Camp St. RAymond 2960
Ask For Descriptive Catalog

New Orleans

WESTERN UNION TELEGRAPH CO.

Inexpensive Telegrams For All Occasions

J. C. JACKSON, Superintendent

RAymond 9661

RAINBOW INN

Largest Parking Ground On Jefferson Highway We Serve the Best . . . With the Best of Service

Dancing-Mixed Drinks

Package Goods-Sandwiches

AIR CONDITIONED

Everything Modern and Convenient

LITTLE FOREST TOURIST COURT

AIRLINE, HIGHWAY 65

CEdar 9158

Shrewsbury and Metairie Roads

Jefferson Parish, La.

increased its business in the last few years. Fresh vegetables are grown year round and have a ready market in New Orleans as well as being shipped to markets in the East and North, and dairying is also one of the major items.

The U.S. Government contemplates creating a triangle of air bases in this area, using the New Orleans Airport as one point, the Callender airfield as another point, and a site in the Town of Kenner as the third point, which has the Airline Highway, U.S. 90, as a direct route into New Orleans.

Information regarding the Town of Kenner will be gladly furnished by the writer.

EAST JEFFERSON WATER WORKS

(Continued from Page 160)

delivered to the clear water reservoirs. It is then ready to be pumped into the mains after necessary chlorine has been added. Chlorine is added to insure pure water.

Although the plant has its own laboratory and chemist, samples of the water are analyzed, quite frequently, by the State Board of Health.

The East Jefferson Waterworks has two elevated tanks; one of 500,000 gallon capacity situated in the rear of the plant; the other of 100,000 gallon capacity located in Kenner. These tanks float on the distribution system, thereby maintaining a pressure of from 55 to 60 pounds continually.

At the end of the year 1939, the East Jefferson Waterworks District No. 1, had in its distribution system 122 miles of pipe, varying in size from 20 inches to a small amount of 2 inches. Our records show that on the same date, we had approximately 3,300 consumers.

Due to the great advantages offered by Jefferson Parish, we have made rapid strides. At the close of June 30th, 1941 we had approximately 150 miles of pipe in the system and 4,379 consumers—an increase in pipe lines of 28 miles, and an increase in consumers of 1,079.

A recent survey of the waterworks plants throughout the state, made by the writer, discloses the fact that water rates of East Jefferson Waterworks are considerably lower than in any of these plants other than the City of New Orleans.

The office of the East Jefferson Waterworks is located on the Jefferson Highway and Arnoult Road, with hours from 8:30 A. M. to 4:30 P. M. daily, and from 8:30 A. M. to 12:30 P. M. on Saturday.

The plant is manned day and night.

The members of the Board of Commissioners are: J. W. Hodgson, Chas. A. Boutall, Eugene J. Bender, Paul D'Gerolamo and Blaise Camel.

The officers are as follows: John W. Hodgson, President and General Manager; Chas. A. Boutall, Vice-President; Blaise Camel, Chairman of the Finance Committee; Frank V. Draube, Secretary, and E. Geo. Lorio, Treasurer, with E. A. Miller, as plant superintendent and M. R. Tucker as outside superintendent.

CEdar 9148

Auto and Dining Room Service

CEdar 3280

MESSINA'S SUBURBAN INNS

We Specialize in

SPAGHETTI DINNERS and MESSINA SANDWICHES

No. 1-Jefferson Highway

No. 2-Airline Highway

JEFFERSON PARISH

OZONE COMPANY, INC.

Ozone and Mountain Valley Mineral Waters Perfection Distilled Water-Paper Cups

CRescent 1101

Press and Marais Streets

New Orleans, La.

SHERWIN-WILLIAMS Paints and Varnishes Used and Recommended

JULIAN CHIRO

GENERAL CONTRACTOR

HARAHAN, LA.

Phones: CEdar 1016 and 1005

THE SEABOARD REFINING CO., LTD.

GRETNA

CHAS. EBLE, Florist (Established Over 50 Years)

152 Baronne St., Pere Marquette Bldg.

Store Phones-MA. 1175, MA. 1176 NEW ORLEANS, LA. Night Phone-UPtown 7446

GRETNA SHEET METAL WORKS

J. E. LARKIN, Prop.

ROOFING AND SHEET METAL

1400 LAFAYETTE AVE.

GRETNA, LA.

STOP AT

MIDWAY INN

FOR THE BEST IN FOODS, LIQUORS AND SERVICE

3322 FOURTH ST.

UPtown 9081

Harvey, La.

HARVEY MUD COMPANY

"DICK" N. HARRELL, Mgr.

Authorized Distributor Baroid Products

Intracoastal Canal

UPtown 7377

Harvey, La.

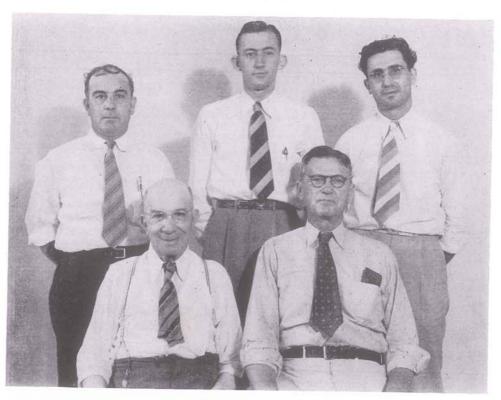
JEFFERSON PARISH WATERWORKS DISTRICT No. 2

ED. E. FEITEL, President

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

The plant was built in 1931 by the taxpayers of the district after a bond election had been held. The plant is modern in all respects with a capacity of 1,500,000 pure potable water per 24 hours. The plant furnishes water to nearly all the large corporations in the district as well as most of the residences. While the plant was built with the idea of taking care of the developments in our district for 10 years it became necessary two years ago to increase the capacity by 300,000 gallons per day.

At present the plant is running almost at its full capacity. The waterworks is run by a board of five commissioners, who are Ed. E. Feitel, president and general manager; Louis C. Fos, vice-president; Chas. Boyd, commissioner; Jacob Giardina, commissioner, and Anthony Peperone, commissioner; J. Donner Nolan, is secretary-treasurer.



COMMISSIONERS OF THE JEFFERSON PARISH WATERWORKS DISTRICT No. 2
Seated, left to right: Ed. E. Feitel, President, and Louis C. Fos, Vice-President.
Standing, left to right: Jacob Giardina, Commissioner; J. Donner Nolan, Secretary-Treasurer, and Anthony Peperone, Commissioner.
Not in picture, Charles E. Boyd, Commissioner.



A. JOHNSTON, Mgr. AMERICAN BAKERIES CO. 3101 TULANE AVE.



RENE'S RESTAURANT AND BAR

DELICIOUS CHICKEN AND STEAK DINNERS

1007 Jefferson Hy.

CEdar 9190

Jefferson Parish

BRUNO PRAGER, President—HERMAN PRAGER, Vice-Pres.—JULIUS PRAGER, Sec.-Treas.

PRAGER, INC.

472 Howard Ave.

Owners NOVELTY MACHINE WKS.

RAymond 6448-9273

DAY AND NIGHT SERVICE

Manufacturers of Cut Gears and Sprockets—Special Machines Built to Order
DISTRIBUTOR FOR WHITNEY CHAIN

SAMUEL BROS.

GRETNA

LARGEST DEPARTMENT STORE ON THE WEST BANK OF THE RIVER

TIP TOP PAVILION

OCHELLO BROS., Props.

BARATARIA ROAD

MARRERO, LA.

CARTER, PERRIN & BRIAN

PRODUCERS OF CRUDE OILS

615 American Bank Bldg.

New Orleans, La.

(Scott)

ALLEN BOAT COMPANY

INCORPORATED

Towing and Transportation—Design—Construction—Tugs and Barges

Phone UPtown 3712

Postoffice Box 352

Harvey, Louisiana

JACK J. H. KESSELS ARCHITECT

1005 Baronne Building

New Orleans, Louisiana

VILLAGE OF HARAHAN

FRANK H. MAYO Mayor

Approximately one mile above Jefferson Parish's most outstanding landmark, the Huey P. Long Bridge, on the east bank of the Mississippi River, lies the Village of Harahan.

In this small village one truly finds an air of simplicity, cooperation and friendship. Indeed, it is a place where everyone knows and respects the other; where southern hospitality is extended to the utmost.

But this is not all. To the sportsman it offers a variety of attractions. For instance, the beautiful and most modern Colonial Golf and Country Club; rabbits, o'possum and squirrel to be hunted in the wooded sections; perch to be caught from the drainage canals, sac-a-lait and green trout from the well known "mill pond", from which was caught the green trout that won the Sears-Feibleman's trout contest of last year.

Then, too, there are the many acres which are available for industrial sites, and which are located near and are served by the I. C. R. R. and the various highway truck lines.



OFFICIALS OF THE VILLAGE OF HARAHAN

Left to right: Joseph Crochet, Alderman; John Contrado, Marshall and Chief of Volunteer Fire Department; Frank H. Mayo, Mayor; Ernest Barron, Alderman, and Philip Boudreaux, Alderman.

WISSER'S CAFE AND GROCERY

334 HUEY P. LONG AVE.

Phone ALgiers 9185

GRETNA, LA.

COYLE LINE Intracoastal Waterways Service

FLORIDA, ALABAMA, MISSISSIPPI, LOUISIANA, TEXAS PORTS DeBARDELEBEN COAL CORPORATION OFFICES: NEW ORLEANS - HOUSTON - BIRMINGHAM - MOBILE - NEW YORK

FITZGERALD'S LAKE HOUSE

SEA FOODS A SPECIALTY

EAST END

JEFFERSON PARISH

FARNHAM PLACE

METAIRIE'S FINEST SUBDIVISION

LEACH & JOHNSON

Maritime Bldg.

AGENTS

RAymond 7872

FRANK A. VON DER HAAR

Fruit, Vegetables, Poultry and Fish—Service and Quality

Phones:

Residence: UPtown 2990

Market: UPtown 6882

IEFFERSON MARKET NEW ORLEANS

GRETNA HARDWARE CO.

125 HUEY P. LONG AVE. ALgiers 2182 CLIMATIC PAINTS—ZENITH RADIOS LEONARD AND WESTINGHOUSE REFRIGERATORS

PINNACLE OIL CO., INC.

Plant and Office 1352 JEFFERSON HIGHWAY

CEdar 2300-01

Southport

MARTIN - OWSLEY, INC.

INSURANCE and BONDS

STRAND BLDG.

231 Baronne Street

NEW ORLEANS, LA.

Phone: RA. 9936

Table of Contents

	Page
Frontispiece	. 2
Foreword	. 3
Jefferson Parish Police Jury-Members and Officers	. 4
A Plus Year	5
W. R. Toledano, President, Jefferson Parish Police Jury	J
Lafon Sets the Stage	1.4
Olin and Helen Chamberlain	14
Cast Your Bait Upon the Waters	38
HERMANN B. DEUTSCH, Magazine and Newspaper Writer	00
Metairie Golf Club	24
FRED HAAS, Metairie Golf Club Professional	94
Louisiana State Officials	EO
	90
District and Parish Officials	60
Court Officials	69
	02
Information	64
The Cover	64
Sintanial Castin	
Pictorial Section	65
Gift of the Waterways	82
THOMAS EWING DABNEY, Metropolitan Press Feature Writer	



Marking Devices and Supplies
Since 1867
BADGES—BRONZE TABLETS

ED. SMITH'S WORKS TENCIL RA. 2129

RUBBER STAMPS, STENCILS, SEALS
426 CAMP NEAR POYDRAS

NEW ORLEANS, LA.

SEE US FOR A LOW COST EASILY MET LOAN! A YEAR TO PAY

		Weekly
Get	Pay Back	Payment
\$ 45	\$ 50	\$1.25
54	60	1.50
90	100	2.00
135	150	3.00
180	200	4.00
225	250	5.00
270	300	6.00

M. J. McMAHON, President J. B. LEVY, Sec.-Treas.

UNITY PLAN

FINANCE COMPANY, INC. 825-27 Perdido St. RA. 1267

CODIFER, INC.

Real Estate Brokers & Developers

Pioneer Developers of METAIRIE

Developers of BONNABEL PLACE

1905 Metairie Road

MERIT SELLS

DR. TICHENOR'S ANTISEPTIC

Canal, Common, Fulton and Front

NEW ORLEANS

Brunies' Restaurant

Established 1897

JOSEPH BARICEV, Prop.

Chicken Dinners, Western Meats, Sea Foods Our Specialty

LUNCHES DAILY

Accommodations for Banquets and Private Parties

700 Second St.

Phone AL. 9200

Two Blocks from Gretna Ferry



PETE FERRARA, Mgr.

HARAHAN SERVICE STATION



HOOD Tires and Tubes

Wrecker Service Kenner 3951

Cotton Oil in Jefferson	96
Jefferson Parish School Board—Members and Officers	102
School System Keeps Step With the Parish of Progress	104
Found—In Jefferson	112
A New Champion	118
A Tourist Looks At Jefferson	122
The Airport Situation Today	. 146
Surplus Cotton Adds to Jefferson Comfort	
City of Gretna	. 152
Town of Westwego	156
East Jefferson Waterworks District No. 1	160
Town of Kenner Vic D'Gerolamo, Mayor	162
Jefferson Parish Waterworks District No. 2 ED. E. FEITEL, President	166
Village of HarahanFRANK H. MAYO, Mayor	168
ndex of Advertisers	172

Index of Advertisers

Page	Pa	age
A	Continental Can Co., Inc 1	161
n	Cottam, H. T., & Co., Inc	
A. & P. Food Stores 103	Coyle Line	169
Abdo's Drug Store 155	Crane's Clothing Co	147
Abele Brothers, Florists 147	Crescent City Engraving Co	
Allen Boat Co 167	Crescent Typewriter Exchange, Inc. 1	145
Alto Tourist Court 105	Cutcher Canning Co 1	157
American Beverage Co., Inc		
American Coffee Co., Inc. 171	D	
American Creosote Works, Inc 111	D	
American Distilling Co., Inc	Davison-Chemical Corp., The	119
American Heating & Plumbing Co.,	DeBardeleben Coal Corp	169
Inc	De Weese Pharmacy	
American Printing Co., Ltd9	Ditta, Carlo	
Anotic Pure Ice Co 141	Dixie Auto-Lec Store and the Met-	
Arundel Corp., The 103	airie Servicenter	
Auto Painting & Repairing Co., Inc. 99	Dixie Tourist Court	
Avondale Marine Ways, Inc 113	Durham's Feed Store & Hatchery	159
В	E	
	East Jefferson Waterworks District	
Baldwin, A., & Co., Inc	No. 1	160
Barataria Tavern	Eble, Charles, Florist	
Beaumont Cement Sales Co., Inc. 131	Eighth Ward Democratic Club of	
Beekman's	Jefferson Parish	158
Bell Distributing Co	Ellzey Stores	157
Billionaire Inn		
Bishop-Edell Machine Works, Inc 143	F	
Bleakley's	*	
77 1 m : 1 Ct 115	Theinhaules Mange & Co	107
Blue Horseshoe Tourist Court 119	Fairbanks, Morse & Co	141
Blue Horseshoe Tourist Court	Falcone's, Jake, Grocery	161
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93
Blue Plate Foods, Inc	Falcone's, Jake, Grocery Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson	161 169 93 127
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139
Blue Plate Foods, Inc. 151 Borden-Aicklen Auto Supply Co., Inc. 123 Boudreau's La Casino Restaurant 133 Boulevard Garage & Beer Parlor 137 Boulevard Hardware Store 151 Bowers Feed Store, Inc. 157 Boyle & Oustalet 99 Bridge Circle Inn 163 Brook Tarpaulin Co. 100 Brooklyn Land Co. 163 Brown's Restaurant and Cafe 143	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 169
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 169 153 159
Blue Plate Foods, Inc. 151 Borden-Aicklen Auto Supply Co., Inc. 123 Boudreau's La Casino Restaurant 133 Boulevard Garage & Beer Parlor 137 Boulevard Hardware Store 151 Bowers Feed Store, Inc. 157 Boyle & Oustalet 99 Bridge Circle Inn 163 Brook Tarpaulin Co. 100 Brooklyn Land Co. 163 Brown's Restaurant and Cafe 143	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros.	161 169 93 127 105 85 89 139 169 153 159 157
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 153 159 157 59
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 153 157 59 131
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 153 157 59 131
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 153 157 59 131
Blue Plate Foods, Inc. 151 Borden-Aicklen Auto Supply Co., Inc. 123 Boudreau's La Casino Restaurant 133 Boulevard Garage & Beer Parlor 137 Boulevard Hardware Store 151 Bowers Feed Store, Inc. 157 Boyle & Oustalet 99 Bridge Circle Inn 163 Brook Tarpaulin Co. 100 Brown's Restaurant and Cafe 143 Brunies' Restaurant 171 Buccaneer Restaurant and Bar 155 C C. M. F. Company, Inc. 23 Cambias Office Equipment Co. 155 Carey & Helwick 143	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 153 157 59 131
Blue Plate Foods, Inc. 151 Borden-Aicklen Auto Supply Co., Inc. 123 Boudreau's La Casino Restaurant 133 Boulevard Garage & Beer Parlor 137 Boulevard Hardware Store 151 Bowers Feed Store, Inc. 157 Boyle & Oustalet 99 Bridge Circle Inn 163 Brook Tarpaulin Co. 100 Brown's Restaurant and Cafe 143 Brunies' Restaurant 171 Buccaneer Restaurant and Bar 155 C C. M. F. Company, Inc. 23 Cambias Office Equipment Co. 155 Carey & Helwick 143 Carter, Perrin & Brian 167	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc.	161 169 93 127 105 85 89 139 157 59 131 171
Blue Plate Foods, Inc. 151 Borden-Aicklen Auto Supply Co., Inc. 123 Boudreau's La Casino Restaurant 133 Boulevard Garage & Beer Parlor 137 Boulevard Hardware Store 151 Bowers Feed Store, Inc. 157 Boyle & Oustalet 99 Bridge Circle Inn. 163 Brook Tarpaulin Co. 100 Brown's Restaurant and Cafe. 143 Brunies' Restaurant 171 Buccaneer Restaurant and Bar 155 C 155 Carbias Office Equipment Co. 155 Carey & Helwick 143 Carter, Perrin & Brian 167 Carter, Reese 57	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 139 157 59 131 171
Blue Plate Foods, Inc. 151	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and	161 169 93 127 105 85 89 139 157 59 131 171
Blue Plate Foods, Inc. 151	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House. Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co., Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shop.	161 169 93 127 105 85 89 139 157 59 131 171
Blue Plate Foods, Inc	Falcone's, Jake, Grocery	161 169 93 127 105 85 89 153 159 157 59 131 171
Blue Plate Foods, Inc.	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shp General American Tank Storage Terminals	161 169 93 127 105 85 89 139 157 59 131 171 151 101 81
Blue Plate Foods, Inc	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shp General American Tank Storage Terminals General Outdoor Adv. Co.	161 169 93 127 105 85 89 139 157 59 131 171 151 101 81 53
Blue Plate Foods, Inc. 151	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shrp General American Tank Storage Terminals General Outdoor Adv. Co. Godchaux Sugars, Inc.	161 169 93 127 105 85 89 139 159 157 59 131 171 151 101 81 53 117
Blue Plate Foods, Inc. 151	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shop General American Tank Storage Terminals General Outdoor Adv. Co. Godchaux's Gonzales Motors, Inc.	161 169 93 127 105 85 89 139 169 157 59 131 171 151 163 77
Blue Plate Foods, Inc. 151	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shp General American Tank Storage Terminals General Outdoor Adv. Co. Godchaux Sugars, Inc. Godchaux's Gonzales Motors, Inc. Gordon Theatre	161 169 93 127 105 85 85 83 159 157 59 1171 151 101 81 53 117 163 7
Blue Plate Foods, Inc. 151	Falcone's, Jake, Grocery. Farnham Co. Feitel's, Ed. E., General Department Store Firestone Auto Supply & Service Stores First National Bank of Jefferson Parish, The Fisher, E. B., Agent. Fisher Shrimp Co., Inc. Fisher's Store Fitzgerald's Lake House. Fleming Canal Store. Foundation Plan, Inc. Franz Bros. Freeport Sulphur Co. Frieberg Mahogany Co., The. Frey, L. A., & Sons, Inc. G Gauthier's, Sidney, Grocery. Gendron's, Leon, Grocery, Cafe and Barber Shp General American Tank Storage Terminals General Outdoor Adv. Co. Godchaux Sugars, Inc. Godchaux's	161 169 93 127 105 85 85 83 159 157 59 1171 151 101 81 53 117 163 7

Pa	Page
Great Atlantic & Pacific Tea Co., The 1 Great Southern Box Co., Inc. 1 Gretna, City of 1 Gretna Hardware Co. 1 Gretna Sheet Metal Works 1 Grover's Place 1 Gruber, Louis E. 1 Gulf Coast Oil Co., Inc. 1 Gulf & Valley Cotton Oil Co., Inc. 1	29 Loose-Wiles Biscuit Co
H	
Harvey Lumber & Supply Co., Inc Harvey Mud Co	71 Ltd. 93 68 Martin-Owsley, Inc. 169 Martin's Poor Boy. 159 95 Matthews, Geo. B., & Sons, Inc. 155 33 Mayronne Lumber & Supply Co., 125 65 Inc. 125 87 Melling Cement Block Works. 159 Mercier's Hardware and Paint Store 155 87 Messina's Suburban Inns. 165 63 Metairie Golf Club, The. 54 25 Metairie Hardware & Paint Store. 176
Hope Haven Dairy	35 Metairie Ridge Ice Co., Inc. 141 31 Metairie Ridge Nursery Co., Ltd. 107 Met'ry Tourist Court. 149
International Lubricant Corp. 1/ Interstate Electric Co. 1/ Intracoastal Terminal Co. 5	Moonlight Inn
Jefferson Bottling Co., Inc. 14 Jefferson Democrat 4 Jefferson Motor Co. 5 Jefferson Music Co. 16 Jefferson Parish Police Jury Jury Inside Front Cov Jefferson Parish Waterworks District No. 2 16	41 49 91 National Corp. Service, Inc., of La 121 Neeb's Hardware Store
K Kemker, D. H., Distributor	Inc.
Klause's, E., New Beer Garden & Bar 15 Klotz Cracker Factory, Ltd. 11 Kohlmeyer, Louis 15 Knisely Oils, Inc. 5 Kress, S. H., & Co. 14	Oleander Hotel
L	P
LaBruyere's Quality Stores 14 La Casino Restaurant, Boudreau's 18 Lauricella, John L., & Associates, Inc. 14 Lawyers Abstract Co., Inc. 14 Leach & Johnson, Agents 16 Leader, The 15 Leitz-Egan Funeral Home, Inc. 14 Leson Chevrolet 3	45 33 Paletou, J. Wallace, Inc. 133 Parish Drilling Corp. 97 45 Parish Petroleum Corp. 97 47 Pendleton, Forest C. 121 39 Penick & Ford, Ltd., Inc. 81 75 Perrin, Charles, Warehouses 137 76 Perrin, Clem 153

	Page		Page
Pines Tourist Courts Pinnacle Oil Co., Inc Pontchartrain Lumber Co., Inc Prager, Inc.	169 133	Suburban Bowling Alle Super Service Station Swanson, Frank Swift & Co	155 161
R		т	
Rainbow Inn Rathborne, Joseph, Land Co., Inc Rathborne Lumber & Supply Co Inc. Reily, Wm. B., & Co., Inc Rene's Restaurant & Bar Ribaul, Joseph, Transfer & Grocery	125 ., 157 139 167	Techeland Oil Corp	13 115 tiseptic Co 171 167 145
Rittiner, Geo. M., Agent	95 37	U	1 001
Rosenstock's Rotolo Motor Co Rowan, Peter P., Co., Ltd Roy, A. K., Inc Royal Crown Cola Royal Tourist Court.	21 131 121 117 155	U. S. Industrial Chemic United Gas Pipe Line Co United Liquors, Inc Unity Plan Finance Co.,	51 141
Rykoski, Incs	103	Villars, F. J., & Sons Von Der Haar, Frank A	
St. Mary Oil Co., Inc	111	w	
Schayer-Badinger, Inc. Scranton & Co., Inc. Seaboard Refining Co., Ltd., The Security Building & Loan Assn Sinclair Refining Co., Inc Skinner, C. B., Co Smith, Ed., Stencil Works Smitty's Cabs Soulé College Southern Cotton Oil Co., The Southern Shell Fish Co., Inc Southern States Equipment Co., In Southport Petroleum Co Spahr, Charley, Distributor	153 147 165 57 107 59 171 161 161 41 83 c. 176 25 55	WWL Development Co Waterman, J. S., & Co., We-Go-Inn Weiner's Furniture Co Western Union Telegrap Westwego, Town of Whitney National Bank Wigwam Village No. 3. Williams, W. Horace, C Wisser's Cafe & Grocer Wood, John S Woodward, Wight & Co.	Inc
Stauffer, Eshleman & Co., Ltd Stumpf, Archie C., Druggist	115	Z	
Stumpf's John Son	43	Zetz 7 Un Bottling Co.,	Inc 127



International Lubricant Corporation

MANUFACTURERS OF THE HIGHEST QUALITY

Automotive and Industrial Lubricants

OFFER

International and Pennilco Motor Oils

IN SEALED CANS

GUARANTEED LUBRICANTS

New Orleans, U. S. A.

Metairie Hardware & Paint Store

Headquarters for Sherwin-Williams Paints and Products

WE RENT FLOOR SANDING MACHINES

603 Metairie Road

Phone CEdar 9127

Southern States Equipment Co.

CONTRACTORS EQUIPMENT

425 Celeste Street

New Orleans, La.

A. W. Hyatt Stationery Mfg. Co., Ltd.

Printers—Stationers

Office Supplies

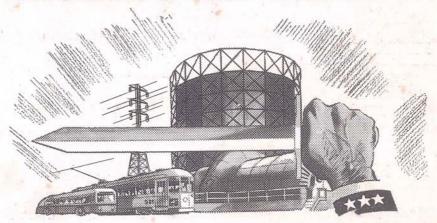
Lithographers

Loose Leaf Ledgers-Blank Book Makers

407 CAMP STREET

NEW ORLEANS, LA.

BACKLOG OF DEFENSE



In stirring speeches by its leaders, by the insistent voice of public opinion, America has been called on to produce—speedily, efficiently, in ever-increasing quantities, the materials of defense. Great strides have been made—defense orders in many instances are ahead of schedule—each day brings new progress. Speeding the production in every field are the services of the privately owned utility companies, supplying essential power, fuel and transportation.

Your Privately Owned Utilities Are Prepared NOW for Defense Plus Every-Day Needs

Serving approximately 90% of the country's demand's for electric service, the private companies are ready, willing and able to meet the notion's demands without the necessity of expending government monies so vitally needed for actual defense materials. Because capacity today is 30% greater than the maximum yet used, there is ample power not only for emergency defense requirements but also to meet the normal needs of customers in homes, factories, stores and offices.

- ★ UNITED STATES ARMY BOMBARD-MENT BASE
- ★ UNITED STATES ARMY HOSPITAL BASE
- NEW NAVAL RESERVE AIR BASE
- ★ OBSERVATION SQUADRON, NA-TIONAL GUARD
- * HIGGINS INDUSTRIES
- * NEW ORLEANS FOOD SUPPLIERS

For the swift execution of every defense activity in New Orleans the vital utility services have been ready at the first call. As additional projects are undertaken, New Orleans' reserve capacity, well above present needs, and the facilities for interconnection, provide protection against paralyzing delay.



NEW ORLEANS PUBLIC SERVICE, INC.

Your Friends at Louisiana Power & Light Company are helping you to build

A GREATER JEFFERSON PARISH



Our organization works continuously to bring new industries here.

Right now our engineers are constantly in touch with industrial leaders of defense in the North and East. They are pointing out the advantages of manufacturing here and are interesting executives in locating plants that will mean greater prosperity for all the people.



Our farm representatives ow the way to better farms and ries.

Cheap Electricity is proving itse a profitmaker for thousands of Louisians far s. Right here in Jefferson Parish the darry industry is growing. And Cheap Electricity is halping to protect the milk and get better prices for it. Jefferson farmers are using electric motors and electric helpers to speed their work and make more money for them.



Jefferson families live healthier, happier lives—thanks to Cheap Electricity

We have nude electricity steadily cheaper—so that your dream of a happier list comes true. Electric cooling makes your home a summer resort. Electric servants take away hard work. And you enjoy the magic of the and the priceless protection of Better & at lamps. Every day Electricity contributes to a higher standard of living in Jefferson Particles.

LOUISIANA POWER & LIGHT COMPANY

"Helping Build Louisiana"