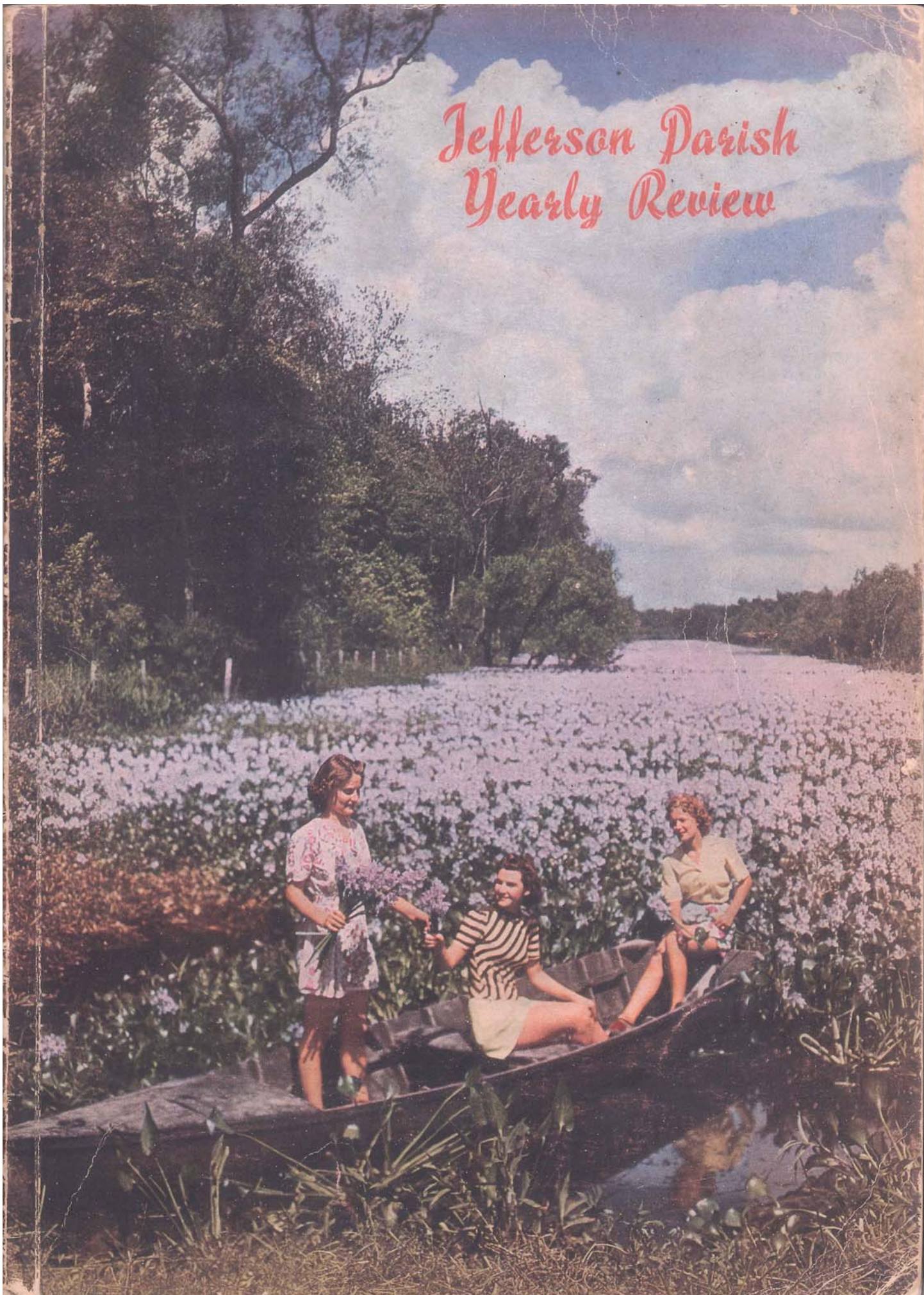


*Jefferson Parish
Yearly Review*



JEFFERSON PARISH

INDUSTRIAL & MANUFACTURING
CENTER OF THE SOUTH



*"The
Southern
Eden"*

Home of . . .

- World Port—has river frontage on both banks of the Mississippi River. Fifty-five per cent of all goods manufactured in and shipped from the Port of New Orleans is manufactured on the west bank of the river in Jefferson Parish.
- Huey P. Long Bridge
- Terminus Intracoastal Canal
- Seven Trunk Line Railroads
- Super Paved Highways
- Shipbuilding
- The only Celotex Plant in the Country
- The largest Sugar Cane Syrup Plant in the Nation
- Molasses Center of the United States
- The Largest Cottonseed Products Plant in the Union
- The Largest Shrimp Canning Plant in the World
- Six Oil Fields—(111 Wells)—Lafitte, Barataria, Westwego, Lake Salvador, Bay de Chene and Delta Farms. At Lafitte (the Most Amazing Oil Field in the State), thirty consecutive deep wells were brought in by its producer, The Texas Company.
- \$3,000,000 Dairy Industry
- Extensive Truck Farming
- Large Seafood Operations
- Thousands of Rich Trapping Acres
- Outstanding Residential Section of the South
- Hope Haven, Jefferson Parish's Million-Dollar Boys' Town
- Grand Isle—the Best and Safest Surf Bathing in America
- Sportsman's Paradise
- The Unique Beauty of the Pirate Haunts of the Romantic Figures of Jean Lafitte and his Men
- Grand Isle Tarpon Rodeo
- Annual Piroque Race

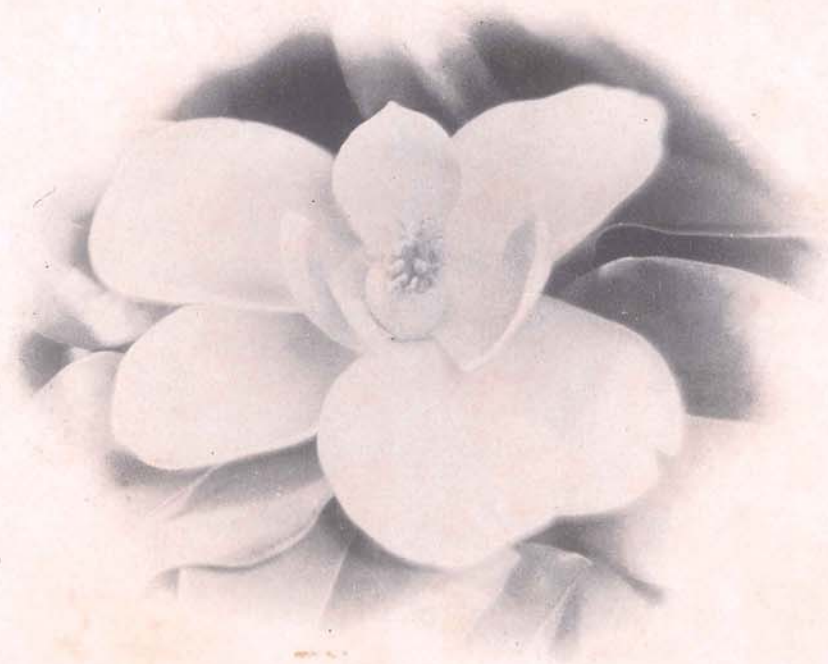
JEFFERSON PARISH POLICE JURY

1943

JEFFERSON PARISH

YEARLY REVIEW

To Jefferson Parish's workers on the home front, the tireless and efficient "men behind the men behind the gun", this volume is respectfully and appreciatively dedicated.



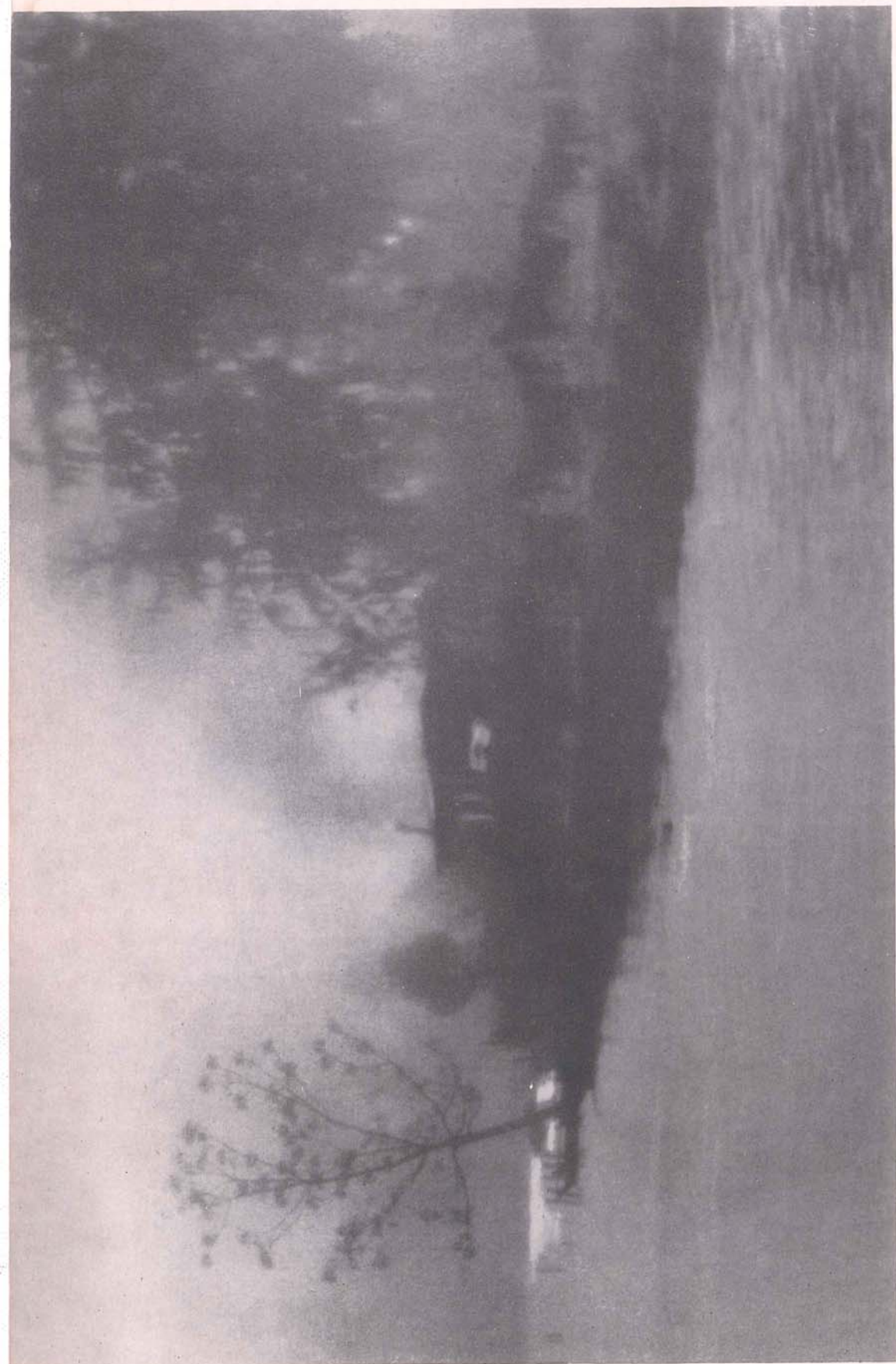
JUSTIN F. BORDENAVE
Editor and Publisher

WEAVER R. TOLEDANO
President of the Police Jury

JOSEPH H. MONIES
Business Manager

H. D. CHAMBERLAIN
Associate Editor

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Morning mists, lifting, blend with smoke from the chimney of a Jefferson moss picker's cabin, as the parish stirs with the beginning of another day. This fence-load of drying moss may eventually find itself over Berlin in the upholstery of an American plane.

Foreword

An open letter to the Commander-In-Chief

Hon. Franklin D. Roosevelt, President,
United States of America,
Washington, D. C.

Dear Mr. President:

Knowing your comprehensive interest in all things that concern the welfare of this country, and in particular your complete absorption in the 100 per cent coordination of the man-power and energies and wealth of the United States toward the one aim of winning this Global War, the outcome of which means the life or death of the greatest democracy the world has ever known, we are sure that you will be proud of and pleased with the record of the Parish of Jefferson, in the State of Louisiana, a small cog in the tremendous working machinery of the country.

Production is going forward to the utmost limits of our capacity, which has been enlarged from time to time in certain fields to meet increasing needs. There is no disaffection in our ranks. Since Pearl Harbor, the conglomerate whole that is Jefferson has been working as a unit, our ultimate aim being the output of more and more, at an even faster rate. As Your Excellency is probably well aware, we here in the Deep South have a tradition of leisure. Not laziness, never that. But life has been keyed to a slower tempo, with a greater stress on just living, as opposed to striving, than is found in other parts of our country.

For the duration, we have broken with this tradition. It will be well enough to resume our happier ways in the happier days that are sure to come. The right to our way of living is what we are all fighting for. In the meantime, it is full speed ahead here in Jefferson, and a full green light for the war machine. For one small area, we have a remarkable variety of enterprises, and each one is working for the country toward victory. Industry is wholly or partly producing for war needs. Farmers and dairymen have increased output for food. And, with fewer workers, our fishermen, oystermen, and shrimpers are working long hours to bring in their catches for the nation's tables.

So, sir, when, in reviewing your troops on the home front, you reach Jefferson Parish in your roll call of good and willing fighters, our answer, clear and strong, is: "Here!!"

Jefferson Parish



JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS

Seated, left to right: Clem Perin, Ward 6, Lafitte; Wm. E. Strehle, Ward 2, Greina; Hirsch Meyer, Ward 4, Marrero; W. R. Toledano, President, Ward 9, Kenner; Eugene Haydel, Former Office Clerk, now in the air service of the United States; Mrs. J. P. Smith, Assistant Secretary and Parish Treasurer; Wm. Hepting, Secretary, and Albert I. Cantrelle, President Pro-Tem. Ward 4, Marrero.

Standing, left to right: John H. Haas, Ward 1, Greina (McDonoghville); D. H. Roussel, West Bank Road Superintendent; Leon Gendron, Ward 3, Harvey; John J. Holgreve, Ward 8, Metairie; Ernest Riviere, Ward 4, Westwego; W. Richard White, Ward 3, Greina; C. V. Bourgeois, Liquor License Inspector and Collector for the Sixth Ward; Ed. E. Feitel, Ward 4, Harvey; Robert Otterman, Ward 7, Southport, and Joseph Petit, Ward 5, Waggaman.

WAR—AND THE HOME FRONT

W. R. TOLEDANO

President, Jefferson Parish Police Jury

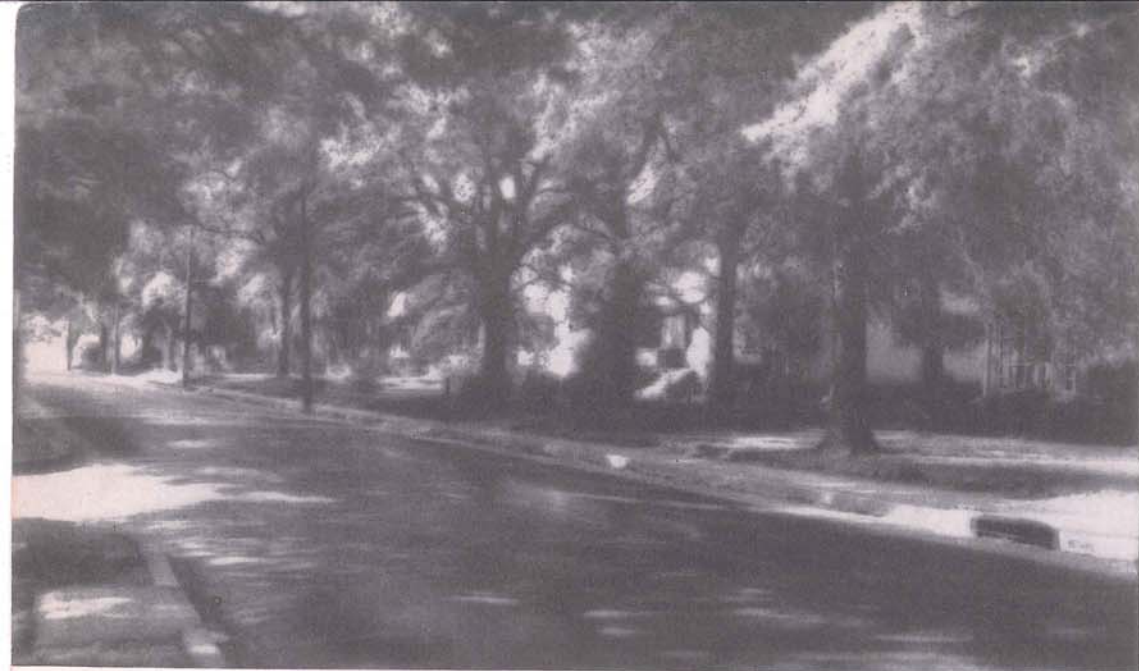
The past year has been a very busy one in Jefferson Parish. From Lake Pontchartrain on the North to the Gulf of Mexico on the South, the people of the parish have turned to and are giving their all for the war effort. With the aid and encouragement of the Jefferson Parish Police Jury, our industries, our farmers, dairymen and stock raisers are producing more and better supplies for the army and for the civilian workers. Our sons and daughters are in the services, and those on the home front not only are working time and overtime, but are buying bonds beyond their quotas. They have given generously to the Red Cross and the Community Chest, agencies which, besides their peacetime duties, are most deeply involved in the welfare of the fighting men and their families.

During the year, new industries have come to Jefferson Parish, and old ones have expanded and increased their output. We have many firms directly and exclusively concerned with production for war, but besides these, there are many which have installed new equipment to manufacture for the services in addition to their usual production. It would be safe to say, I think, that all parish industries are in some manner tied into our national war production.

More and more stress nationally is being put on the production of food-stuffs, and Jefferson Parish's farming population is responding to this need 100 per cent. More of the Parish's land is being put into crops, and dairying is growing. In spite of the shortage of farm labor which is being felt over the whole country, of which Jefferson has its share, we are raising more and more truck, more and more cattle, hogs and chickens to help insure an adequate supply of food for our troops as well as for our civilian population.

Oil, the food of mechanized armies, continues to be produced in great quantities in Jefferson Parish. The six fields within our borders now have 111 producing wells, where last year there were 101. The May allowable this year for the combined fields is 22,449 barrels a day, as compared with the June allowable last year of 15,483 barrels daily, an increase to meet war's greedy need. Also, the Texas Company has a gas well at the Delta Farms field from which they are marketing five million cubic feet of gas a day. Other gas wells in the parish are not being used at the present time.

Throughout this period of stress, the Jefferson Parish Police Jury has been particularly mindful of the needs of the people of the parish. During the past year over 100 miles of roadways have been resurfaced—not just repaired, but completely rebuilt. A tremendous undertaking, when we consider that the whole distance from New Orleans to Baton Rouge is considerably less than this. It is also a very valuable achievement, in conserving automobiles and tires, and facilitating war-workers in reaching their places of employment. Additionally, the two largest streets in Metairie, Bonabel Ave-



Metairie Road, widening and repaving of which was completed during the past year.

nue and Codifer Boulevard, are now paved. Paving of Metairie Road, which started last year, has been completed and this wide smooth thoroughfare is something of which we can justly be proud. Serving as it does the whole Metairie area, widening it has helped relieve traffic congestion.

In line with service to our citizens, some essential sidewalks in McDonoghville and Metairie have been installed.

A new project that will be valuable to the people of East End particularly is the re-opening of an old road that has been out of use for a long time. Originally a dirt road along the Seventeenth Street Canal connected East End, the tip of the parish on Lake Pontchartrain, with Metairie. Through the years this road fell into disuse and was abandoned. Recently, feeling that it would prove a convenience to East End citizens who had business in Metairie, where branch parish offices as well as stores are located, besides considerably shortening the route used by school busses which transport children from East End to the high school in Metairie, the police jury decided to re-open this road as a graveled thoroughfare. Work is progressing, and it has been quite a task to clear the old road so that our men could go forward with the new.

In connection with road building, it gives me great pleasure to report that the police jury's road crews are now making all concrete pipes and culverts used. Moulds have been secured and we are operating our own concrete mixers, at great saving to the parish.

Another police jury activity looking to the welfare of Jefferson's people, this time those of Lafitte, is the draining of that section. Lafitte was the site of an old drainage district, for some years inoperative, but in view of the danger of flooding there, the police jury felt that it should undertake to protect the affected territory. A dredge was purchased, and with it, a completely new levee has been built, and drainage canals dug. What remains

of the old levee, being on the outer side of the new, will act as a breakwater protecting the present levee. A pump will be installed to carry off any excess water. The land thus being drained will make fine farms after the completion of the present work, and the people living at Lafitte will be well protected from the dangers of flood waters caused by high tides, winds, or excessive rainfall.

The Health Unit, established over a year ago by the Jefferson Parish Police Jury in cooperation with the State of Louisiana and the Federal Government is very active. The parish provides \$7,080 annually toward the maintenance of this unit, and it is felt that the money is well spent in the protection of the health of the citizens and school children of the parish.

Another interesting and essential activity undertaken by the police jury during the past year is the surveying of the Jefferson-St. Charles boundary line. This survey will round out an undertaking that was begun several years ago, namely, setting accurate bounds for all the borders of the parish. Surveys of the Jefferson-Plaquemine, the Jefferson-Orleans and the Jefferson-Lafourche lines have already been made. The present survey therefore will fix legal boundaries on all sides of the parish.

On the lighter side, but of no less value to the Parish of Progress because of the national recognition and publicity received, were the visits of two charming ladies. During the latter part of 1942, Lois Lenski, writer of juvenile fiction, visited Jefferson and was given the aid of parish authorities and the staff of the **Yearly Review** in gathering information on the history, folklore and traditions of the bayou country. After a comprehensive study of her subject and a protracted stay in Jefferson, Miss Lenski sent her manuscript back here for factual review. Her finished story, "Bayou Suzette", will appear on the September list of Frederick A. Stokes & Co., New York.

In the spring of 1943, Jefferson Parish had the pleasure of entertaining

Codifer and Bonnabel Boulevards at their intersection. Both of these important Metairie streets are now paved.



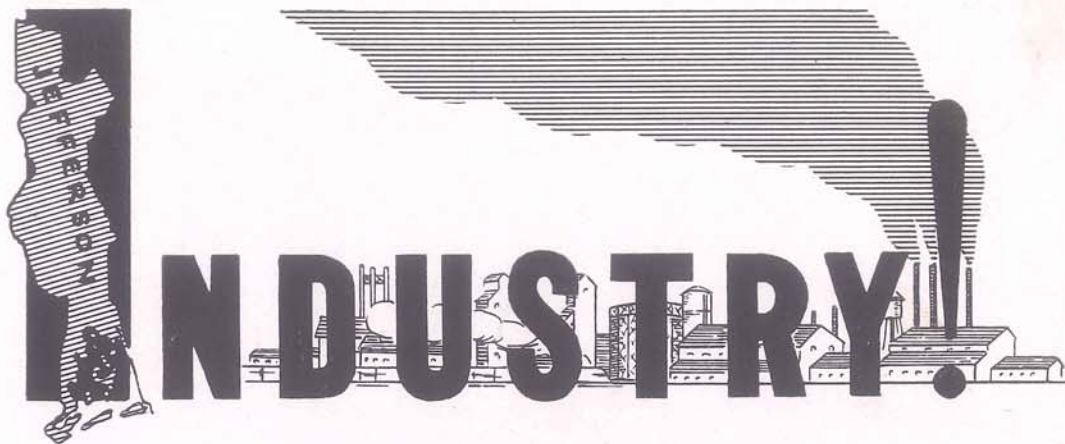
Jean Speiser, associate editor, and Peter Stackpole, ace photographer of the staff of Life Magazine. The editors of Life contacted Lyle Saxon, well-known local writer and authority on the bayou country and Jean Lafitte and his pirates, for a story in pictures about the bayous and Lafitte. Mr. Saxon referred this inquiry to the **Yearly Review** staff, who assured Life Magazine of complete cooperation in depicting any phases of the parish's scenic beauty or historic background. Miss Speiser, Mr. Stackpole and Mr. Saxon on their arrival to do the story, were taken through the bayous and to Grand Isle, spending several days collecting their information and pictures. The results of their trip, a four page layout in the May 10 issue of Life Magazine, placed particular emphasis on Lafitte facts and legends, and gave the parish very extensive national publicity.

Both Miss Lenski and Miss Speiser were fascinated with the picturesque side of the Parish of Progress. Their articles in this issue of the **Yearly Review** reflect this keen interest.

So altogether Jefferson Parish has had a busy year. The pace changes, growing ever faster. The Jefferson Parish Police Jury has its place in this increased activity, cooperating with industry, encouraging farming, dairying and stock raising, looking to the health and welfare of the people, and furthering the interests of Jefferson Parish—all of which is an integral part of the matter immediately at hand—the furtherance of the war effort.

Under the oaks on Grand Isle, Miss Jean Speiser, associate editor of Life Magazine, with, left to right, Sheriff Frank J. Clancy of Jefferson Parish, Peter Stackpole, photographer for Life Magazine, and Lyle Saxon, author, and authority on Lafitte the pirate, relax between "shots" of the pirate's haunts.





INDUSTRY!

RAY M. THOMPSON

Contributor to National Publications

Population is the yardstick of progress. In 1938 the Louisiana official records gave Jefferson Parish 42,087 people. Just five years later, this Spring of '43, our Parish official records show that we issued more than 63,000 War Ration Books No. 2. Add to this figure approximately 7,000 absent in the armed forces or in war work and Jefferson now can confidently claim 70,000 population.

And—we'll beat the skeptics to the punch on this—our gain in population is not a synthetic war boom. By that, we mean it is not an increase that hit our several communities after Pearl Harbor to work on material of war only to disappear again, like water into sand, after the storm of conflict is over.

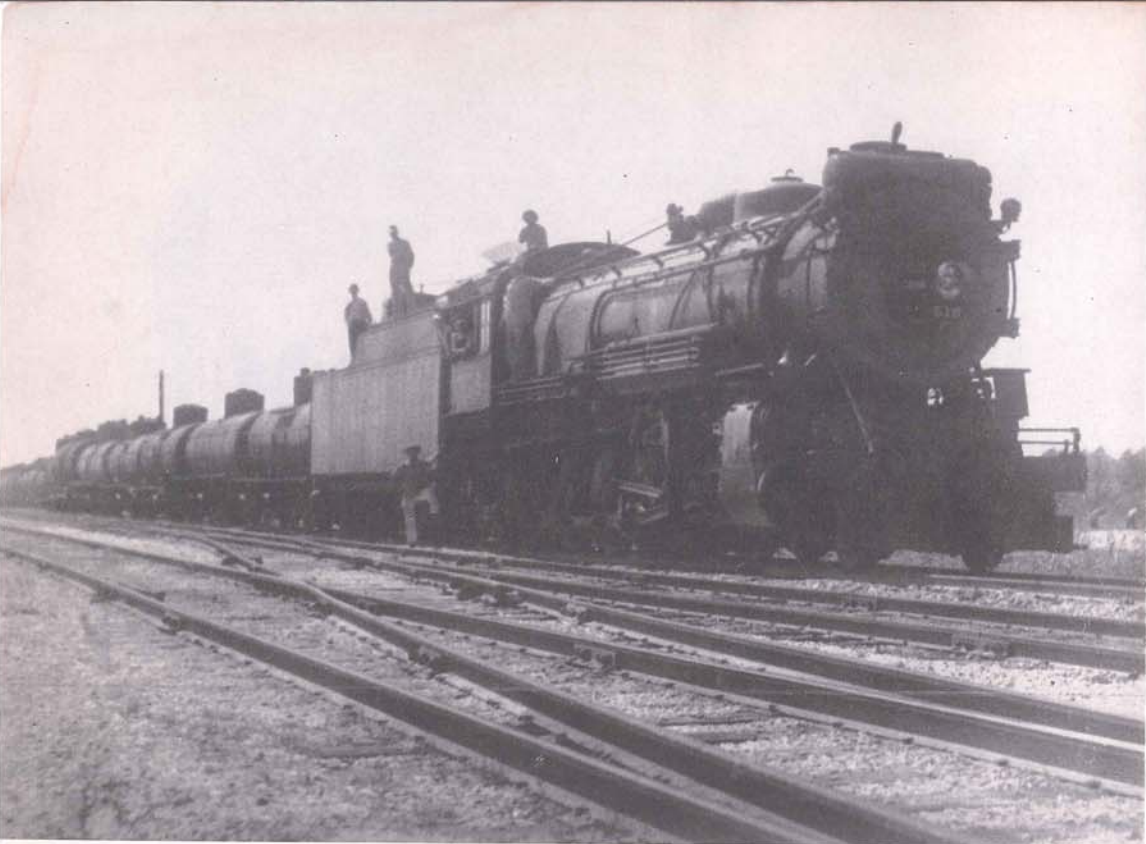
None—absolutely none—of our industries are purely war plants, subject to abandonment afterward. Some of them, of course, are now handling direct war work—all of them are operating indirectly to serve the war effort—but the point we make with pride is this: our factories were here before the war and they will be here after the war and our progress, while stimulated by war work, will continue steadily and healthily forward when peace comes. The very character of our industries proves it.

In Jefferson Parish are 6 abundantly rich oil fields. In these fields there are 111 oil wells, 2 high ratio oil and gas wells, and 3 gas wells. The oil wells, capable of producing much larger quantities, were restricted during May to a daily allowable of 22,449 barrels, a wise regulation



Rail lines serve the docks where ocean shipping loads and discharges cargo in Jefferson Parish.





A trainload of oil from the wells of Jefferson starts on its way to further the war effort. These 32 cars are only a minute part of the production of the 111 wells in the six fields of Jefferson Parish.

by a wise government. Even with the hungry metal monsters of Mars growling for oil and gasoline, those that guard the future know that the automobiles and planes and trucks and Diesel engines and heating plants and inventions to come after the war will create a demand so great that our war weary imagination cannot now possibly conceive it.

Serving these Jefferson oil fields or allied with the Jefferson Parish petroleum industry are 19 separate and distinct industrial concerns. They are: American Iron and Machine Works Co.; The California Company; Carter, Perrin and Brian; Coastal Engineering Corporation; Danciger Oil and Refineries, Inc.; General American Tank Storage Terminals; Gretna Machine and Iron Works (who have developed a new and faster method of oil barge cleaning); Gulf Refining Company; Halliburton Oil Well Cementing Company; Hunt Tool Company; International Lubricant Corporation; Intracoastal Terminal Company; Orleans Refining Corporation; Reese Carter; Sinclair Refining Company, Inc.; Southport Petroleum Company of Delaware; Standard Oil Company of Louisiana; Stanolind Oil and Gas Company; The Texas Company; and United Gas Pipe Line Company.

All of these, when the war is over, will march steadily forward helping to build Jefferson, because petroleum will be one of the postwar products most in demand—and Jefferson will play a prominent part in its production.

**MAKE YOUR CAR
LAST LONGER . . .**

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Texaco Dealer
ASSIST YOU

In Aiding National Defense By Letting Him
Service Your Car With

FIRE CHIEF GASOLINE

HAVOLINE & TEXACO MOTOR OIL

MARFAK LUBRICATION SERVICE

and the other essentials so vitally necessary
to keep your car in good operating condition



**YOU'RE WELCOME AT A TEXACO
DEALER**



Nature bountifully blessed Jefferson Parish in another form. In our bays and bayous are the most delicious oysters, the sweetest shrimp, the finest crabs and the best speckled trout the seafood industry can offer. Paradoxically, the war has slowed down this industry, not stimulated it. The diversion of skilled fishermen to the armed forces and the lack of equipment have cut the potential seafood production drastically, even though the urgency for food is vital and even though government agencies are striving to correct the handicaps under which the industry is working.

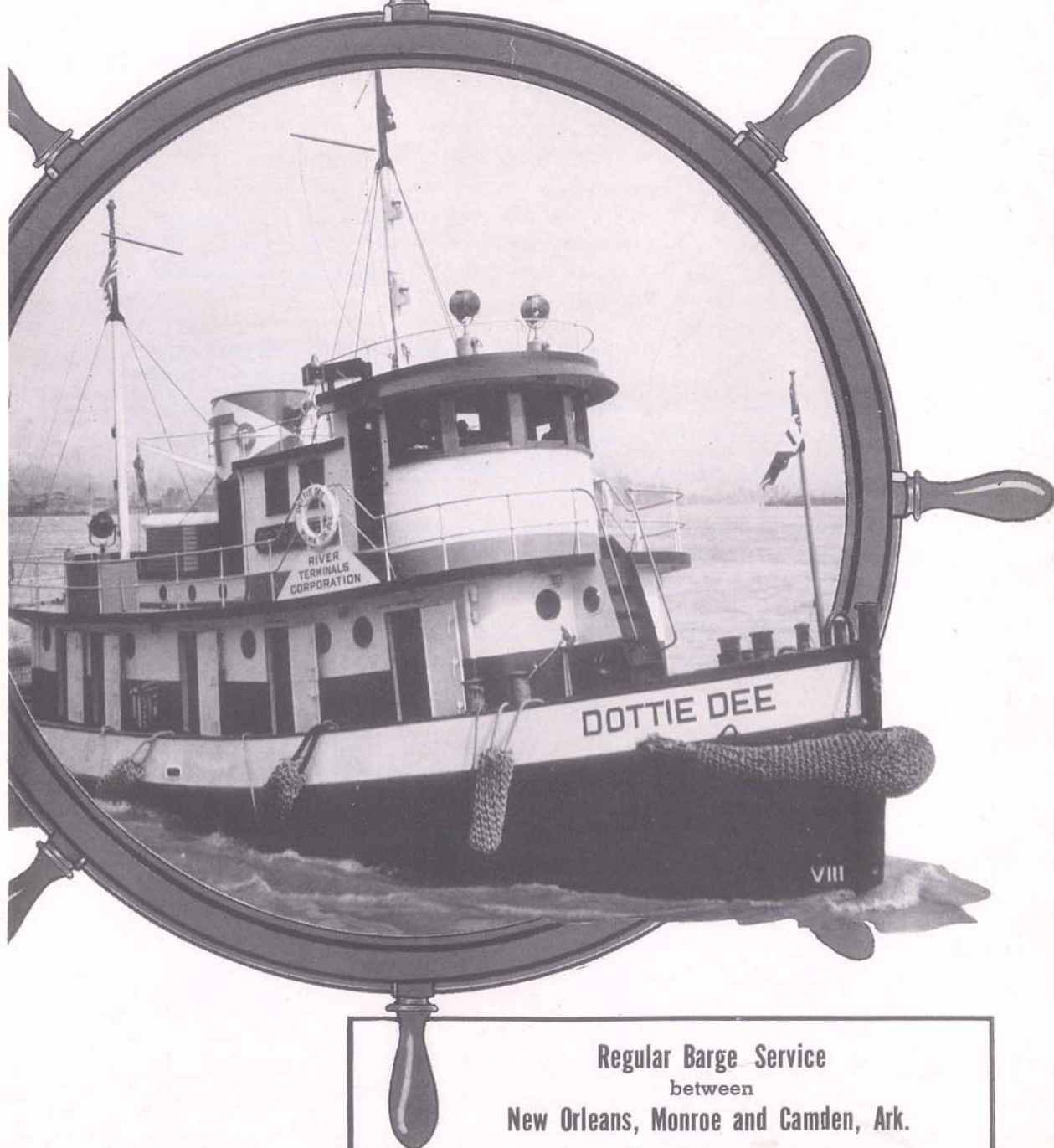
But it is an ill wind that blows no good. The demand for food in all forms has finally made Congress and the people of the United States conscious of the long ignored Southern seafood industry. The War has also made everybody see that the airplane will shorten the distances of the post-war period as dramatically as the automobile did after World War I. Oysters from Barataria Bay, crabs from the bayous and lakes, and shrimp from the lakes and Gulf will be placed on the tables of Chicago and Denver and St. Louis a few hours from the water. "Flying fish" will be the new food of the future—moved by plane in dry ice from Jefferson Parish to points far inland immediately and swiftly. People on the prairies will know the taste of fresh seafood, and fish can well become as popular as beef-steak and pork. Our present plants will, by the law of greater demand, become larger and more people will fish and cull oysters and process seafood. Yes, the seafood industry of Jefferson need not fear the future. The penetrating eye of Progress has already cast an appreciative glance toward the limitless wealth of our Southern waters. And Jefferson Parish is sitting pretty in that picture, too.

Not counting the hundreds of independent oystermen or fishermen, whose boat operations are really small, individual industries, nor the seafood dealers who handle seafood products, Jefferson Parish can list 10 major manufacturing plants actually engaged in or serving the seafood industry: Continental Can Company, Inc., (also serving the syrup and vegetable canners and producers from 100 to 125 million cans annually); Cutcher Canning Company; Fisher Shrimp Company, Inc.; Louisiana Blue Crab Distributors, Inc.; Ed. Martin Sea Food Company; Ping and Wing; Quong Sun Company, Inc., (whose plant at Grand Isle is the oldest shrimp drying concern in the world); Robinson Canning Company; Southern Shell Fish Company, Inc., (the largest shrimp packing plant in the world, which is now also engaged in packing oysters, string beans and sweet potatoes); and Westwego Feed Meal Mills (newly enlarged to process by-products of local seafood plants into much needed fish meal for poultry and cattle).

There is still a third natural resource of Jefferson Parish which we are in the habit of overlooking when listing our industrial activities—the fur industry.

Hundreds of parish residents whose annual catch of fur, muskrat mostly, runs into thousands of dollars follow this specialized business—usually trapping in winter and fishing for shrimp or crabs in the summer.

RIVER TERMINALS CORPORATION



Regular Barge Service
between
New Orleans, Monroe and Camden, Ark.

Regular Barge Service
between
New Orleans and points on Intracoastal Canal --- West

HOUSTON, TEXAS

HARVEY, LA.

Evidence of the industry's importance lies in these facts — Louisiana leads every state in the Union in fur production, the 1941-42 value being \$5,747,549, which is greater than the combined gold and silver output of Alaska.

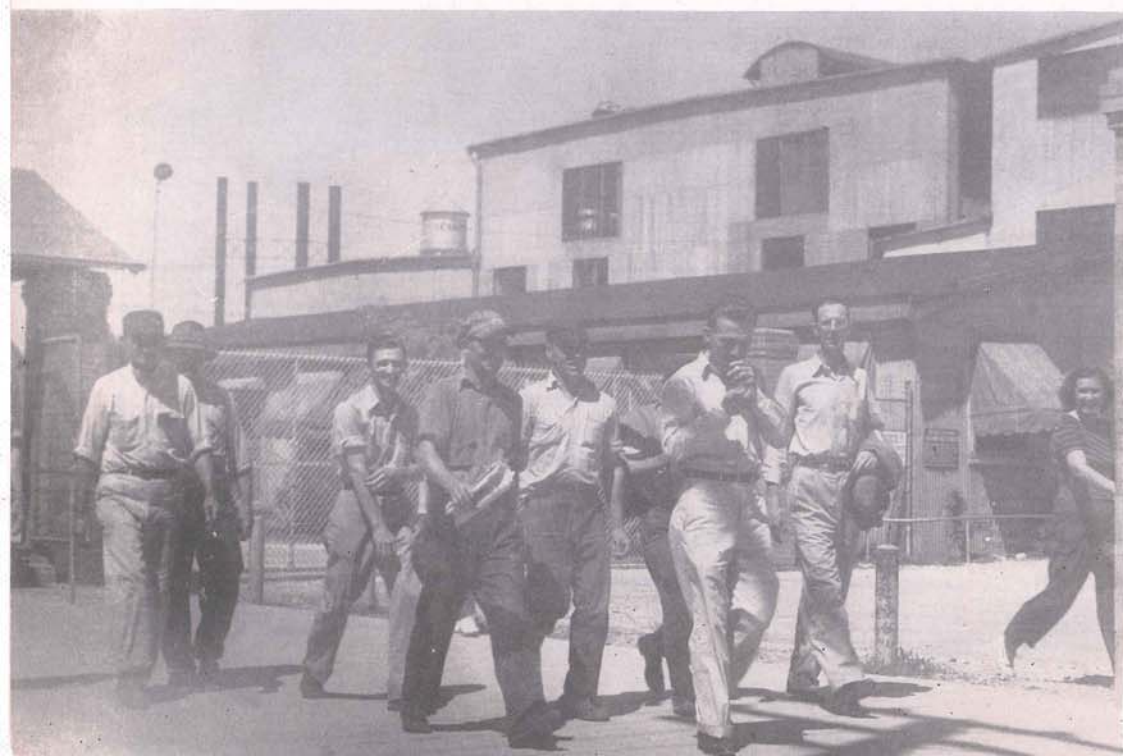
From these general figures you will be able to estimate, as we are forced to do in the absence of a breakdown of State totals, the value to Jefferson Parish of this usually overlooked industry.

When one starts prophesying about the future of a community—when he starts charting its development far ahead, one of the first factors he must study is TRANSPORTATION. In spite of what the old axiom says, the world will not beat a path to the door of the man who makes a better mousetrap. Not today or tomorrow! You need rail and highway and water and air. The combination of the four will make the topflight communities of post-war America—AND WE HAVE THEM ALL.

Seven trunk line railroads, two railroad yards and a railroad shop serve Jefferson Parish. Water transportation terminals and service depots line our West Bank and the Harvey Canal. We are connected with New Orleans and the whole United States either by water or excellent highway, by ferries or by the Huey P. Long bridge, both approaches of which are in Jefferson Parish. And, as the future airlines between South America and the West Indies and the whole world will have terminal points within a few miles of our factory doors, it would seem that Jefferson Parish will be able to hold its own in the faster tempo of peacetime competition—when it arrives.

Here is a list of those companies whose transportation facilities are a part of the present and potential Jefferson Parish: Alcoa Steamship Co., Inc.;

A good day's work done, employees leave the plant of The Celotex Corporation, Marrero.



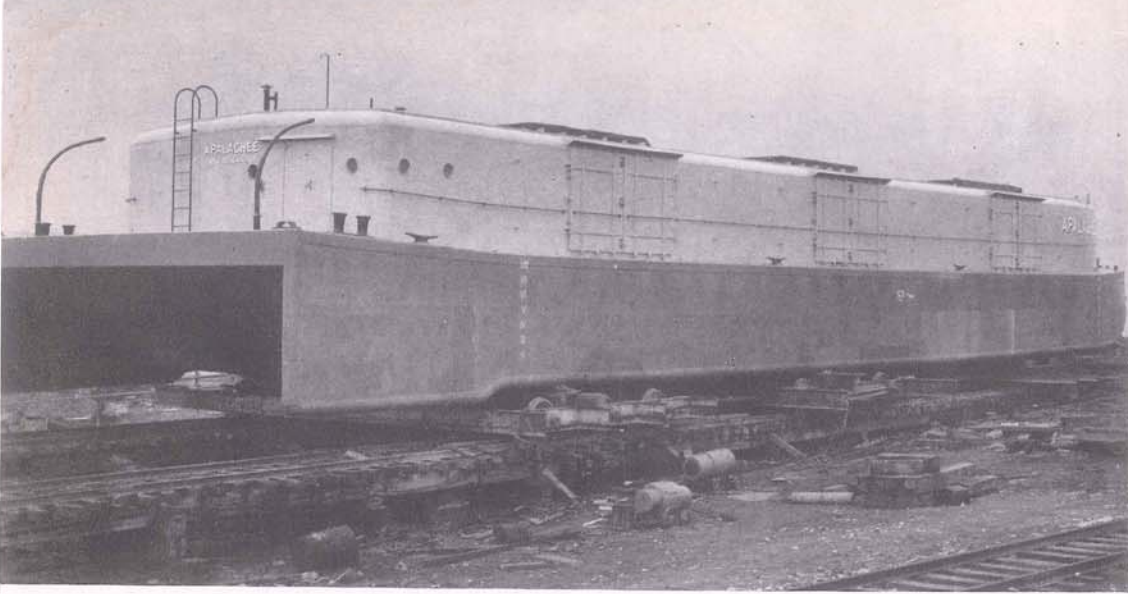
The Southern Cotton Oil Company



Manufacturers of
WESSON OIL
SNOWDRIFT SHORTENING



GRETNAL, LOUISIANA



A dry cargo, sea-going, all steel welded barge ready for delivery by Avondale Marine Ways, Inc.

Coyle Lines; Gulf Coast Lines; Illinois Central System; Intracoastal Canal; Jefferson Highway; The Kenner Airport, which will possess some of the longest runways in the world, permitting the landing and takeoff of any size craft and which will be but 15 minutes from Canal street in New Orleans; Louisiana and Arkansas-Kansas City Southern Ry. Lines; Mississippi River; Missouri Pacific Lines; Public Belt Railroad Commission; Old Spanish Trail; River Terminals Corporation, which during the past year, built a complete new plant and office on the Harvey Canal, and is concentrating all operations there; Southern Pacific Lines; Texas and Pacific Railway Co.; Whiteman Bros., Inc.; and Yazoo and Mississippi Valley Railroad Co.

In addition to the generosity of nature in bestowing upon Jefferson Parish resources that can be piped from the ground or pulled from the water or caught in the marshes in limitless abundance; in addition, also, to the complete facilities for moving products which Jefferson will enjoy in the post-war struggle for markets, this lucky parish also possesses a third advantage which strengthens her position tremendously for the World of Tomorrow. And that is DIVERSIFICATION.

Many a prosperous community has suddenly been transformed into a ghost town because its whole economic life was dependent upon one industry. It is the inexorable law of the cycle of depressions and prosperity that when one type of business is up another may be down. The locale that has infinite variety in its activities can best guarantee the future of its citizens—and the locality that is interested in many enterprises grows faster, thinks clearer and develops more gracefully. Such a community's progress is usually steady and strong. And this is our third reason for prophesying a prosperous post-war future for Jefferson Parish. Its industries are diversified. Its interests are varied. Its vision, therefore, broader.

A breakdown of Jefferson Parish industries, apart from the petroleum, seafood and transportation concerns already discussed, discloses seven concerns

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

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Walnut 8970

NINETEEN HUNDRED AND FORTY-THREE

17

engaged in manufacturing products from wood—six companies manufacturing products from sugar cane, of which three are producing molasses and three distilling alcohol—three concerns concentrating on shipbuilding—five specializing in fabricated steel products—three in the manufacture of building products—three making fertilizer and one producing sanitary supplies—three producing products from cotton seed and one making chemical derivatives—two handling Spanish moss commercially, one vegetable packer, one in the cotton warehousing business and one operating liquid storage facilities—an international short wave station and an enterprising bottling concern.

All in all, thirty seven plants which, although many are now diverted to special war production, represent industries that in their normal peacetime pursuits will be busier than ever when this is over. Our post-war millions will be clamoring in the market place for the products these concerns regularly make and for those new ideas which many of these concerns have developed during this war emergency. Let's look at them more in detail.

Wood and Its Products

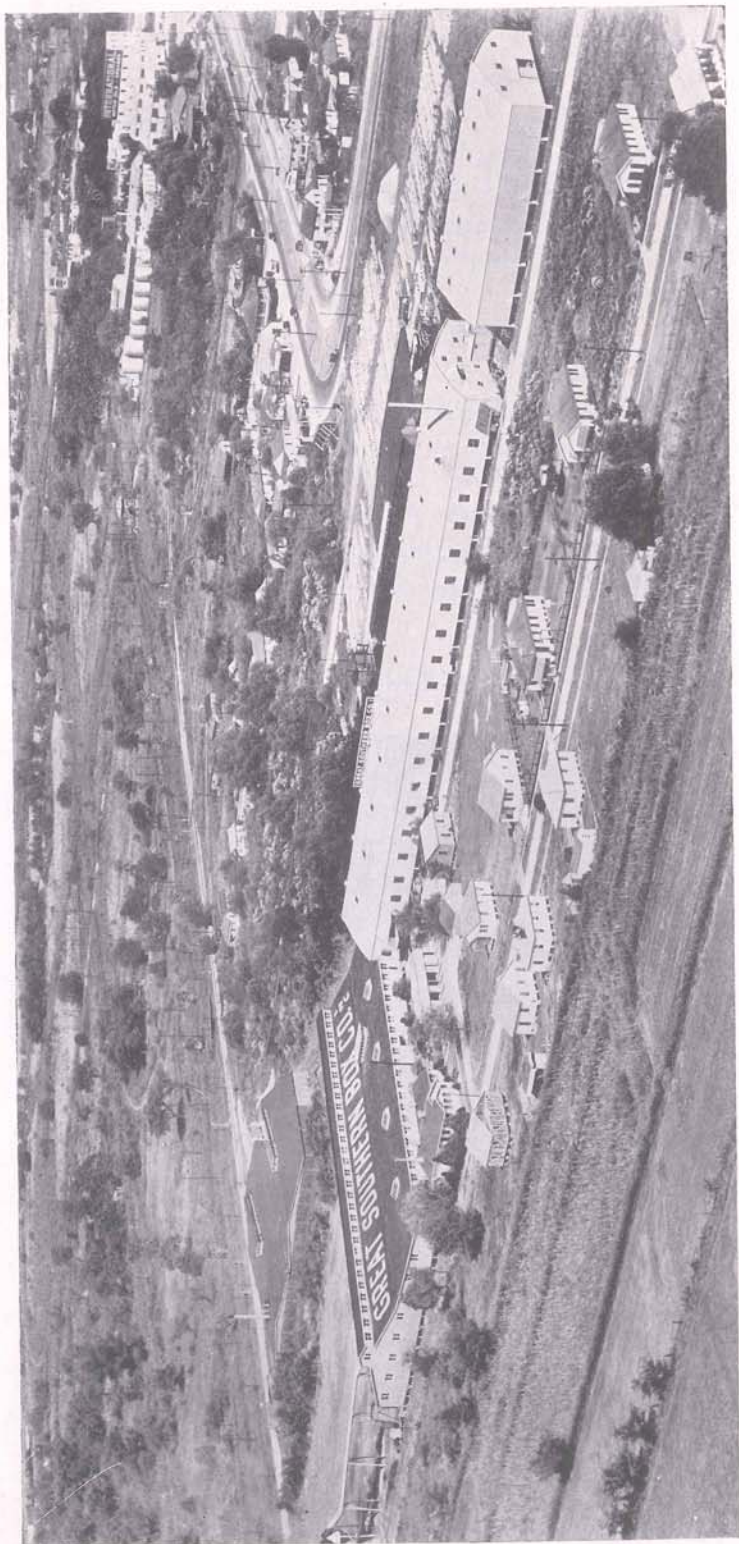
The American Creosote Works., Inc., was a pioneer Jefferson Parish industry. Its home plant in Southport was organized 42 years ago. During its nearly half century of operation it has shipped millions of feet of treated forest products to the Americas and distant foreign ports. During this war, because of the scarcity of alternate products, it has seen wood come back into its own for building construction at its plant, creosoting and Wolmanizing of lumber is being carried on, and will continue after the war is over. In the post-war period officials of the company look for a greater and broader use of fire-proofed lumber, especially in the building of homes and frame buildings.

The Ipik Plywood Corporation and The Freiburg Mahogany Company, whose products are lumber and wood veneers, can tell you that peace time will again see a resumption of the demand for wood veneer which was really only getting into its stride when war began.

The Chickasaw Wood Products Company, the Great Southern Box Company, Inc., the Mancuso Barrel and Box Company, Inc., and the Louisiana Box and Lumber Company—all engaged in producing containers of wood and pulp—know that the peacetime demand for their products will equal or exceed the present war time boom. Remember, America will need so much to replenish her own long unfilled wants—plus the fact that America will, by necessity, maintain a greater world trade, which will require packaging.

Sugar Cane Products

In the production of molasses are American Molasses Company, which maintains a barreling plant at Gretna; Penick and Ford, Ltd., Inc., the world's largest canners of cane syrup, and North American Trading and Import Company, which both imports and distributes.



GREAT SOUTHERN BOX COMPANY, INC.

Southport - - - Louisiana

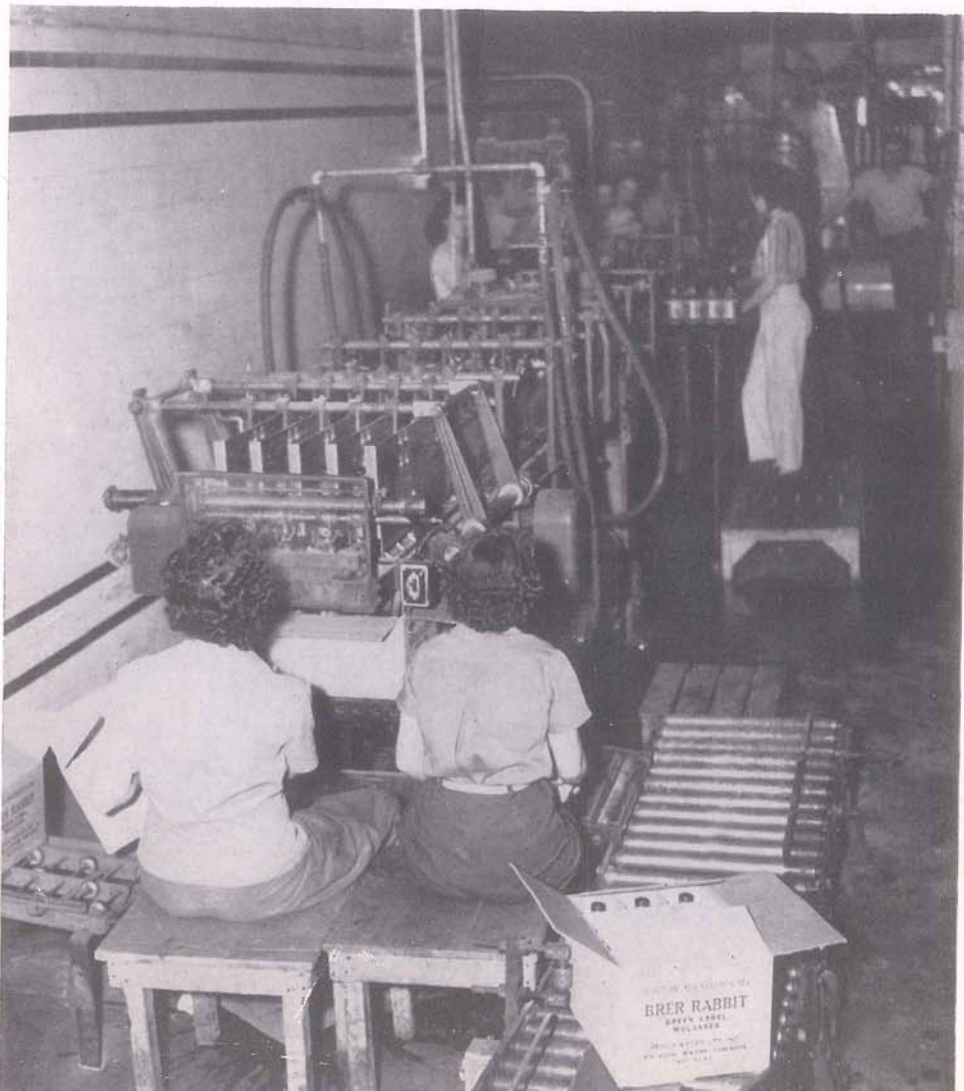
In the production of alcohol from molasses are Commercial Solvents Corporation, U. S. Industrial Chemicals, Inc., and Gulf Distilling Corporation. The Celotex Corporation uses bagasse, a sugar cane by-product, as the basis for its building material which is discussed later.

It is not necessary to enlarge upon the vast possibilities of the uses of alcohol and the by-products of sugar cane in the research laboratories. The many vital uses found in this war for chemicals, plastics and synthetic rubber alone, foretell the powerful place these and such factories will hold in our post-war period of greater things.

Shipyards

Under this category appear the Avondale Marine Ways, Inc., the Allen Boat Company and Harvey Canal Ship Yard and Machine Shop. All of these are engaged now 100 per cent in war work, because of the very nature of their facilities. But all of these were organized and functioning long before war was declared. Their facilities were diverted and enlarged, not built for war work alone. They intend to serve private enterprise when peace comes and the tugs and barges and fishing trawlers go back to their normal pursuits.

Bottling and packing for shipment the famous Brer Rabbit cane syrup in Penick & Ford's plant in Marrero.





Miracle Homes of Tomorrowfrom Marrero

Twenty-one years ago newspapers from Maine to California headlined the making of "the largest board in the world" at Marrero, Louisiana.

Since then, Marrero men and Louisiana sugar cane have helped to make the Celotex plant at Marrero—now grown to ten times its original size—the world's largest producer of insulation board products. In achieving this, Marrero and Jefferson Parish have made a major contribution to the comfort and healthfulness of homes all over the world.

Today, some 2500 Jefferson Parish residents are working at Celotex, turning out building materials needed by Uncle Sam's fighting forces and war industries. Another 750 local Celotex men are serving with the Army, Navy, Marines and Coast Guard.

Tomorrow — when peace comes — the Marrero plant will have an equally important part in building a new America and helping to rebuild the rest of the world. Marrero men and Louisiana sugar cane will be called upon to produce a great volume of Celotex products, including many new ones.

These Celotex products will help to create new types of homes — Miracle Homes of the future — that will be finer and less costly than any built in the past — homes that will probably be erected at the rate of 2,000,000 a year after the war.

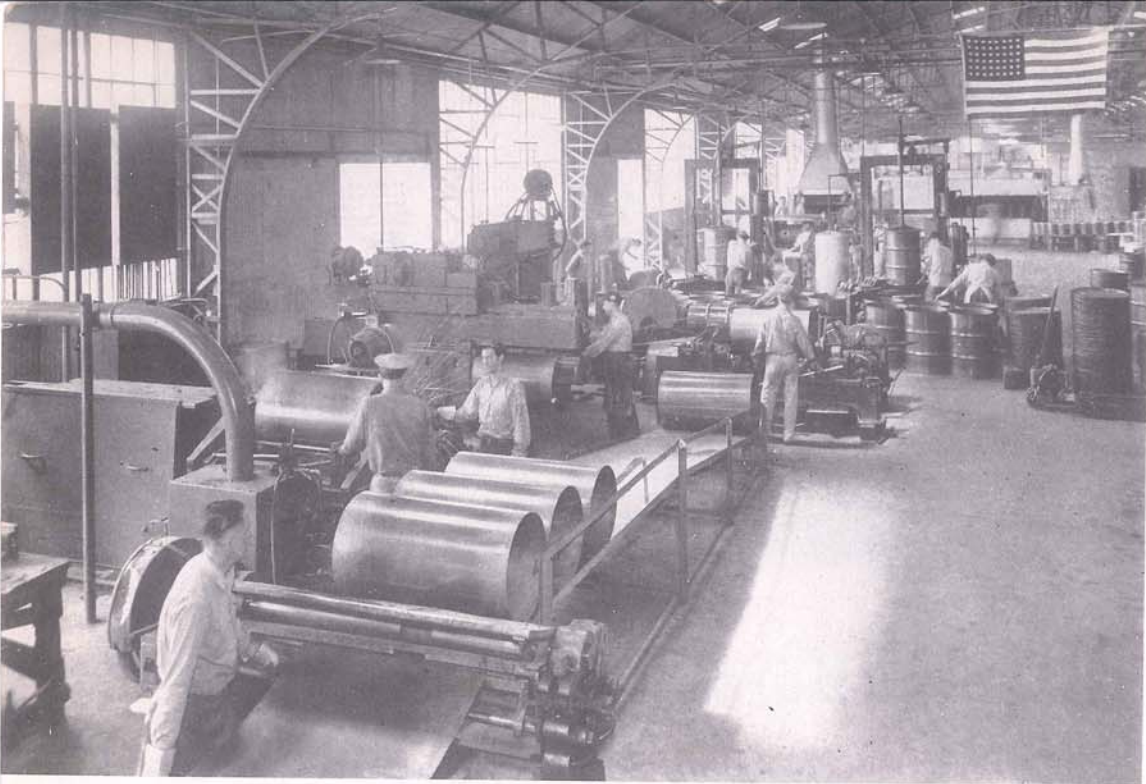
in these future days, as in the 21 years that have passed, Celotex will continue to do its full share for the well-being of the people of Jefferson Parish.



THE CELOTEX CORPORATION

NINETEEN HUNDRED AND FORTY-THREE

21



A portion of the interior of the daylight plant of the Rheem Manufacturing Company, located on the East Bank of Jefferson Parish, which has added the processing of essential war materials to its industrial production of steel barrels, lithographed pails, water heaters, range boilers, tanks, etc.

Cotton Seed Products

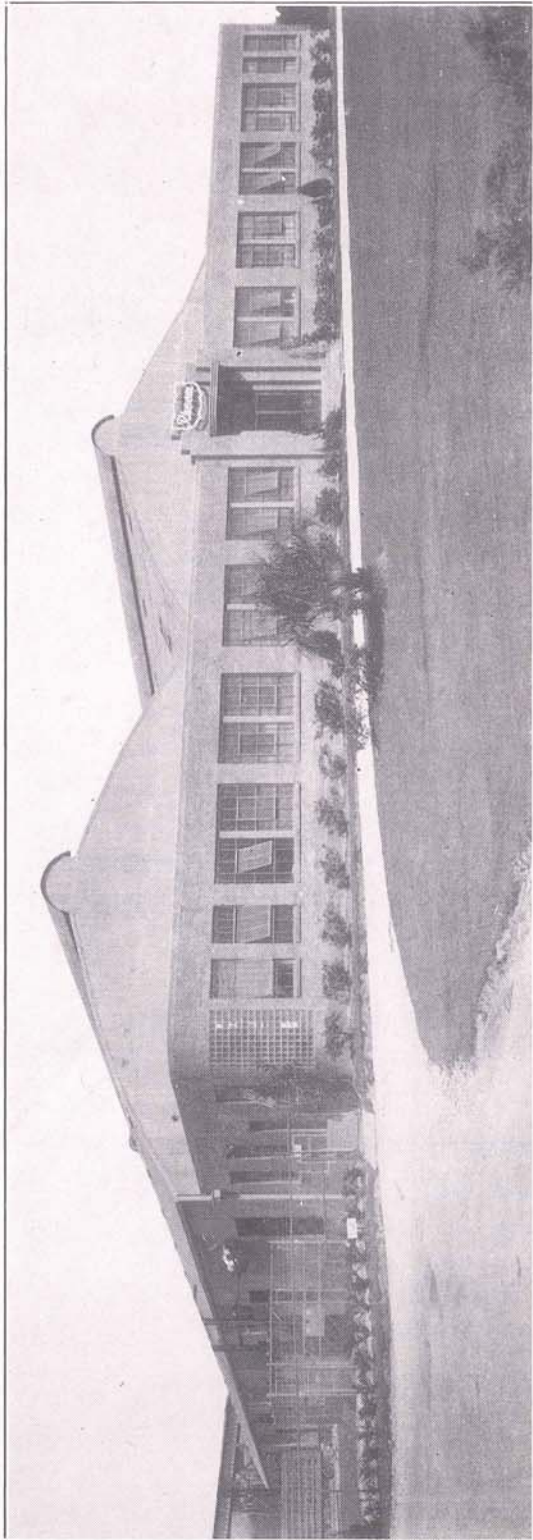
The Southern Cotton Oil Company (and its subsidiary Blue Plate Foods, Inc.), organized in 1887, is the world's largest processor of cotton seed oil. Swift and Company has operated a plant in Jefferson Parish since 1911 manufacturing shortening and other cotton seed oil products. The Seaboard Refining Company, Ltd., has refined cottonseed oil in Jefferson Parish since 1902.

Fabricated Metal Products

The Rheem Manufacturing Company, which specializes in the construction of steel barrels, lithographed pails, water heaters, range boilers, tanks, etc., recently expanded its plant to care for processing essential war materials; and is doing its part in National defense in addition to industrial requirements. You only need to look around you and see the many items that private business uses in their line to know that they will continue to supply their many customers when Hirohito and Hitler go down for the count of ten. This also applies to Bennett Manufacturing Company and J and L Steel Barrel Company, makers of steel drums. The Hake Galvanizing Works, Wm. F. Spahr Foundry and Machine Works and A. M. Lockett & Company, Ltd., also come under this category.

Chemicals

The Paper Makers Chemical Department of Hercules Powder Company, with its diversified line of chemical products is a big producer in this field.



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Fertilizer

Three plants are in this classification: Swift and Company; The Davison Chemical Corporation and Armour Fertilizer Works.

Sanitary Supplies

The firm of John Stumpf's Son specializes in this type of manufacture.

Building Products

The Celotex Corporation plant in Marrero has been the point of origin of three history-making developments in home and industrial construction. Insulation to keep out summer heat and winter cold—sound quieting to eliminate distracting and nerve-fraying noises from every-day home and industrial life—and most recently, a new conception of home construction which replaces the costly, laboriously erected, traditional walls and roofs.

In the course of 10 years, almost single handed Celotex made insulation a basic part of the American home. They were just getting going when war came along. You can bet that when peace comes again they will really strike their stride.

The Johns-Manville Products Corporation, now employing approximately 400 people, manufacturing asbestos and asphalt shingles, roll roofing, etc., is one of those companies whose products in peacetime are in great and constant demand.

Concrete Products Company, operating in Jefferson Parish since 1930, intends to go further into the production of concrete units for permanent construction in the building lines in the post-war era.

Moss

This unusual industry, typical of the bayou country—moss ginning—is represented by Claude Autin of Barataria and the Crescent Moss Company of Gretna.

Vegetable Packers

The Squire Dingee Company, specializing in pickles and mustard, and the Southern Shell Fish Company, are the Jefferson Parish representatives in the vegetable packing industry.

Cotton Warehousing

This typical division of Southern industry is represented by Shippers Compress Warehouse, operating a large cotton storage warehouse.

Liquid Storage

The Douglas Public Service Corporation provides liquid storage for molasses, cocoanut oil, whale oil, alcohol, gasoline and crude oil.

J-M'S MARRERO PLANT SERVES HOMES THROUGHOUT THE SOUTH



AERIAL VIEW OF JOHNS-MANVILLE'S MARRERO, LOUISIANA PLANT.

Almost one-fifth of the homes in the United States are served by Johns-Manville's factory at Marrero, Louisiana.

The plant supplies long lasting fire-resistant asbestos shingles, asphalt roofing and shingles, roof cements and putties to the southeastern and southwestern part of this country as well as to Central America.

Johns-Manville built the Marrero plant in 1936 replacing a former plant at Gretna, La. About 400 men and women are regularly employed on a payroll that runs to more than \$525,000 a year, while approximately \$1,500,000 annually is put into circulation in the Marrero market to pay for raw materials, supplies, taxes, freight and payrolls.

Here in Marrero, as well as in the 16 other communities where the plants and mines of the 85-year-old company are located, Johns-Manville tries to contribute to the welfare of the parish and to perform its civic duties with a high sense of community responsibility.



Johns-Manville

Serving homes and industry for over 85 years

Communication

The Tropical Radio Telegraph Company, a subsidiary of United Fruit Company, operates short wave communication with far flung ports of the world.

Beverages

The Jefferson Bottling Company, Inc., in Metairie caters to the insatiable Southern appetite for soft drinks when the thermometer starts pole vaulting.

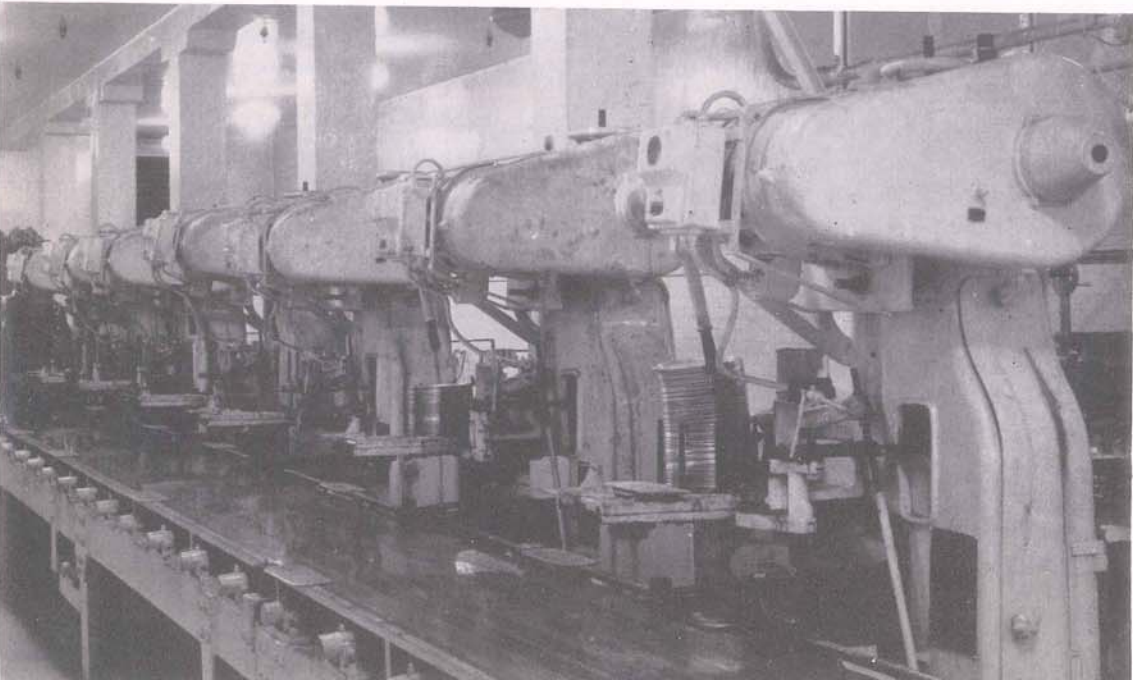
Every once in a while, a Jefferson Parish man or woman undoubtedly has this disturbing thought: "What will happen to my job or my company or my business after this war boom ends?"

It is for that reason we have spent so much time outlining the parish industrial picture. Let's summarize! In the parish at present are 49 industrial concerns on the West Bank, 12 on the East Bank—61 altogether. These, plus at least 25 supply houses, make 86 business concerns employing people. There are 15,000 Jefferson Parish citizens employed on the West Bank alone. There is one spot on the Harvey Canal about a mile and a half long where, in seven short years, twenty-nine firms bought property and located. That is the picture now!

Not long ago in the newspapers there was mentioned the organization of the National Committee for Economic Development, under the chairmanship of President Paul G. Hoffman of the Studebaker Corporation.

This committee embodies a move by far-sighted American business men, social scientists and economists to get set to win the peace after the war. The objective is to win the peace in terms of heavy output of the goods which Americans will be wanting avidly by that time and in terms of jobs for everybody who is willing to work.

A battery of crimping machines used in packing Snowdrift at the Southern Cotton Oil Company's plant in Gretna.



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NINETEEN HUNDRED AND FORTY-THREE

27

We believe that this National Committee would be glad to look at Jefferson Parish—and see the bright post-war future it has: four outstanding advantages to work with—THE BOUNTIES OF NATURE, COMPLETE FACILITIES FOR MARKETING GOODS, DIVERSIFICATION OF INDUSTRIES and one we haven't mentioned yet, which we deliberately left until last because it is the most important—LOCAL LEADERSHIP.

We refer not to any one, two, three or dozen men. We refer to the composite character of the Jefferson Parish official and business man. He will not be licked. He will not be argued down. He will not be discouraged by defeats. He intends to make Jefferson Parish bigger and better and stubbornly sticks to his plans and dreams.

All we have to do is look at a few famous results of such leadership in other localities to realize why Jefferson is on her way and will keep going!

Magdalena Bay, on the coast of Lower California, is one of the finest harbors on the Pacific but there is not even a Mexican pueblo there. Los Angeles shouldn't have been a harbor by all the natural laws but the business men of Los Angeles decided it was going to be. And neither San Francisco nor San Diego, both of whom tried, could beat the determination of those Los Angeles fighters.

Shanghai was one of the greatest cities of Asia. It was built on a swamp because the Chinese wouldn't let the British go anywhere else. It isn't on the sea, or even on the Yangtze River. But its business men made it Asia's No. 1 spot.

And here's one closer home. Houston, Texas, is a "new arrival" among the seaports, a young upstart, having only been opened to large steamers since 1915, but in 1940 its total tonnage was only exceeded by New York and Philadelphia.

All because the business men of Houston decided to dig down deep in their pockets and match Federal dollars to make a real ship channel out of Buffalo Bayou—200 to 400 feet wide and with a depth of 34 feet throughout.

It took money and guts—but mostly leadership with vision.

Such leadership has Jefferson Parish. Such a plan has been formulated and fought for and only the war called a truce. The officials and business men of Jefferson see a Greater New Orleans built around a Jefferson Harbor with its upper end at Crown Point, its lower end at Barataria Bay.

Utilizing present natural waterways most of the way, through territory inexpensive to purchase, easy to engineer and leading by the most direct route to the Gulf, ship distance is cut over half, ship time is cut from twelve hours to three on the trip from tidewater to Crown Point, and such a harbor would cut the costs of handling freight \$1.00 a ton.

After the war trade will increase between the Americas, a good reason for the route of the proposed Jefferson Channel. Before the war, 55 per cent

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Spanish moss drying in the sun before being ginned at Claude Autin's in Barataria.

of all goods manufactured in and shipped from the Port of New Orleans originated in West Side Jefferson Parish plants, showing the natural advantages of the West Bank even without the proposed Jefferson Harbor.

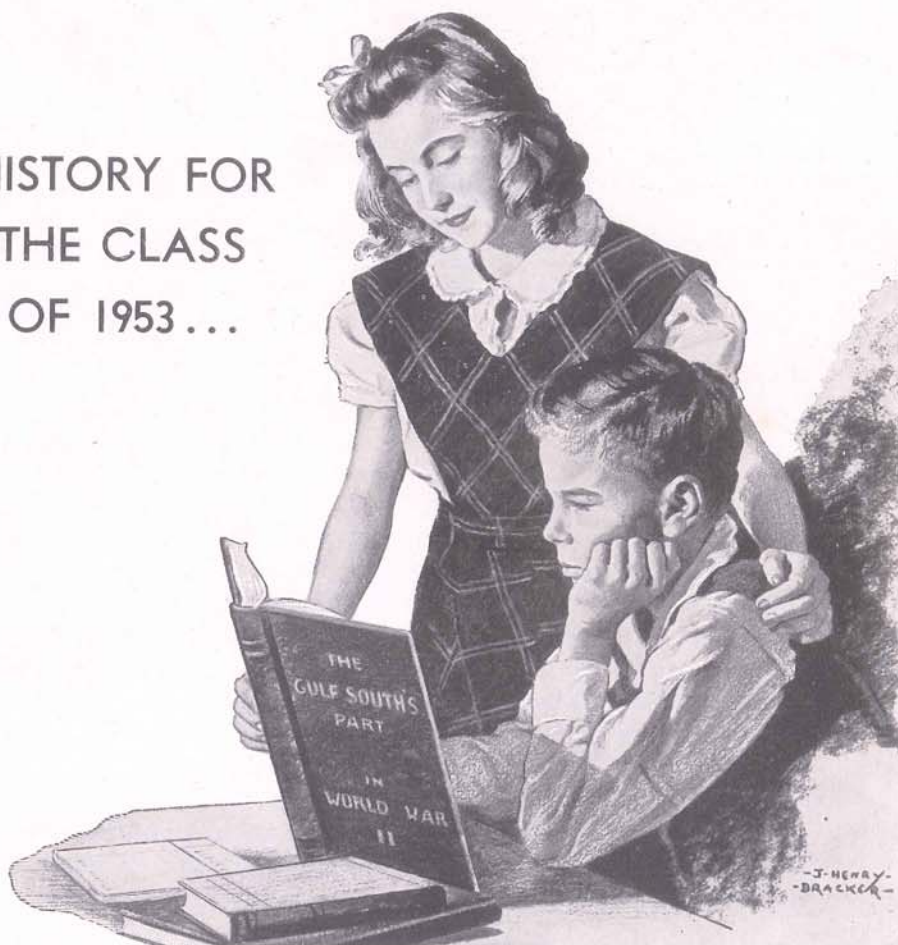
A Greater New Orleans must include both sides of the Mississippi. They cannot be separated any more than can a man's right and left hands. But like a man, Greater New Orleans has more punch in one hand than in the other.

The Men of Jefferson claim that the punch of a post-war, more powerful Port lies in the West Bank's natural advantages for this proposed Jefferson Harbor—and they have the facts to prove it.

Jefferson Parish has pulled itself up by its bootstraps. A few years ago it was the famous former haunt of a pirate. Now it is known as the Parish of Paradoxes with teeming, multiplying industry on its northern end and at its southern tip the last American outpost of an earlier, more leisurely era. Tomorrow it will no longer be known as a Parish, say its planners, but as the Harbor of Greater New Orleans.

With such leadership—that can plan and refuse to be discouraged—plus the natural advantages outlined, we prophesy a post-war period greater for Jefferson Parish than any of us can now visualize.

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It will show how the Gulf South's rich natural resources were brought into full play . . . how the area's vast military training and proving grounds were used . . .

how a mighty industrial machine was quickly geared to war production.

It will be a dramatic, heart-throbbing story, too, of the priceless sacrifices, the untiring efforts and determination of an aroused people.

In unison with all America, the citizenry of the Gulf South pledge THEIR ALL to complete and final Victory.

UNITED GAS PIPE LINE COMPANY

NINETEEN HUNDRED AND FORTY-THREE

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"LIFE" VISITS JEFFERSON

JEAN SPEISER

Associate Editor, Life Magazine

I wish LIFE had been able to devote a whole issue to the bayou country. Maybe we are prejudiced because the people of Jefferson Parish did so much to make our stay pleasant. But aside from the fact that it was a dream assignment to go drifting around in the Conservation department's comfortable boat or skidding through the sky with John Flynn or eating Sheriff Clancy's turtle soup at midnight—we feel very strongly that the bayou country has something the rest of the world ought to know about.

Peter Stackpole, who made pictures of the trip, comes from California, and everybody knows how Californians feel about California, and how they refuse to feel anything about any place else. But even he forgot himself and raved a little when some four thousand Nigger geese rose in a body from the waters of Barataria Bay and silhouetted themselves against the sunset sky, and again when we looked down from the air on the jig-saw puzzle of black land and water and fishing boats sparkling in the morning sun. It's something we don't need pictures of to remember. Probably the secret of it all is the subtle way the bayous invite you immediately to dismantle yourself of all your cares and worries, along with your shoes and stockings, and urge you to enjoy life. A few miles out of New Orleans you begin to reach a wonderful lazy state of relaxation, and by the time you get a whiff of damp, sweet bayou air, you're sunk.

It is difficult to determine the factors that give the bayous their charm. Nature had something to do with it when she planted little spots of land here and there among the waters, and put great oaks and cypress trees to growing

From the top of the granite stairs of old Fort Livingston, on Grand Terre, Grand Isle and the Gulf of Mexico are being studied by James N. McConnell, oyster expert of the Louisiana Department of Conservation; Jean Speiser, associate editor of Life Magazine; Lyle Saxon, author and authority on Jean Lafitte; and Peter Stackpole, photographer of Life Magazine.



When In
METAIRIE

Visit
Louis E. Gruber

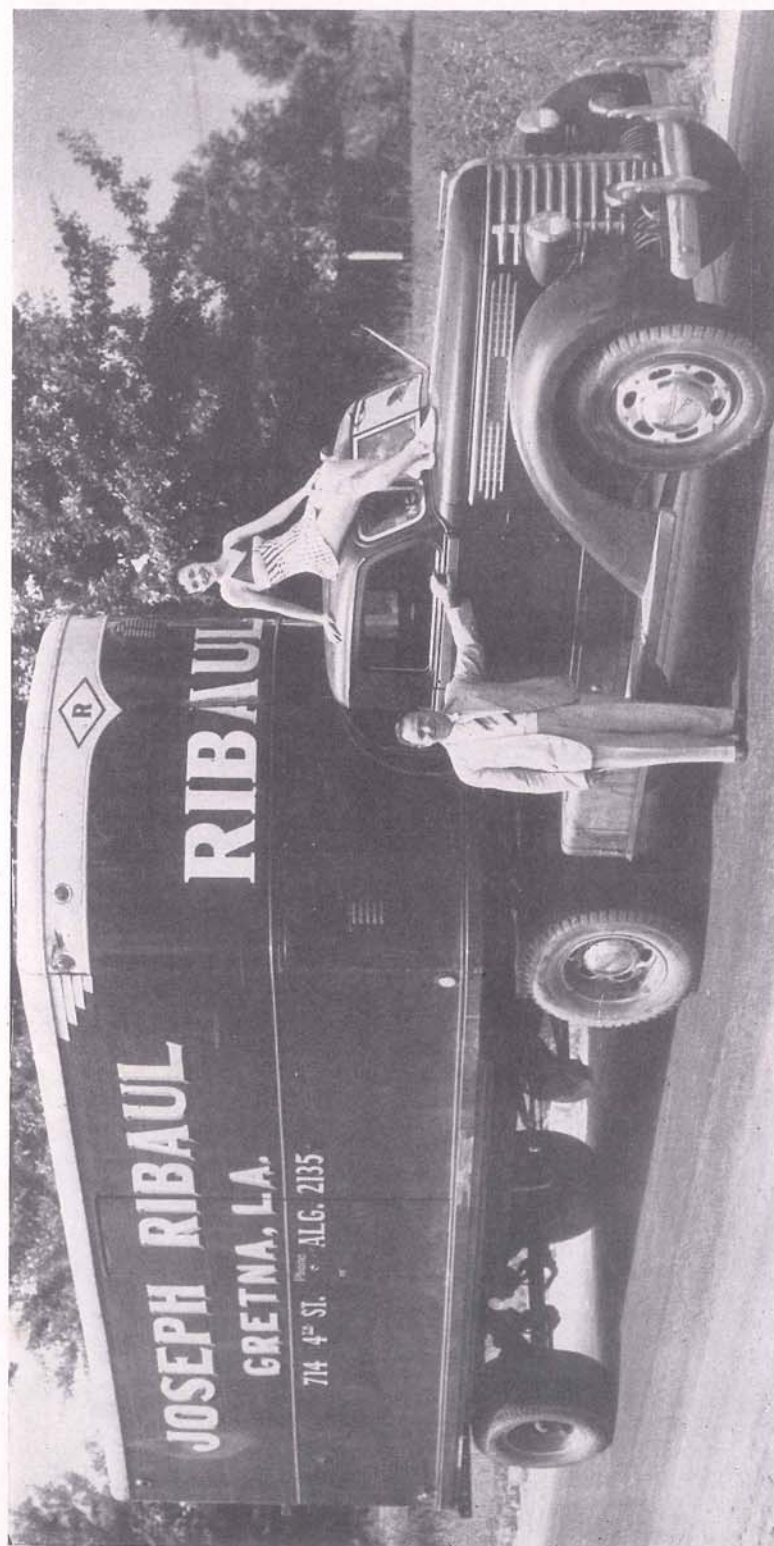


Along Bayou Signette, typical Jefferson Parish bayou country, are the homes of families who earn their living as trappers in the winter, and as crab fishermen during the long summers.

in the midst of it, and draped them with Spanish moss. Then she scattered water hyacinths and flowering trees and marsh grasses around to make it more lush and fragrant. You could go on for hours about the countryside—because of which, I won't, except to note that the gradual progress from the humid, sweet-smelling inner bayous to the salty breezes of Grand Isle is a pretty fine experience.

The people who live there have a lot to do with why the bayous are so wonderful. From the hospitable officials of Jefferson Parish in Gretna to the fine folk on Grand Isle who have pirate blood in them but who act far less like pirates than the people in New York, they made us feel at home wherever we went. We were fortunate to have Lyle Saxon along as guide and commentator, who, because he knows the bayous so well, added much to our appreciation of the country we were seeing. Our hosts: W. R. Toledano, president of the Jefferson Parish Police Jury; Joseph H. Monies of the *REVIEW*; James N. McConnell of the state department of conservation, and the jolly sheriff of Jefferson Parish, Frank J. Clancy, showed us what southern hospitality really means.

The first day we called on Mary Perrin, who told us the story of the cemetery where, according to legend, the remains of Napoleon, Lafitte and John Paul Jones are buried in a common grave. I hope they are: it would be wonderful to think that those three men, all of whom contributed to a brave and colorful history of life on this planet, are now permitted to lie quietly beneath Mary Perrin's willow trees. I hope they slip out now and then for a



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smoke down by the waterfront, and occasionally wander over to the Tavern for a glass of beer and some devilled crab.

Our next visit was to Lafitte, a little bayou village that stretches out along the water, house by house, with a boat before each doorstep. We stopped at the cemetery where the children's toys are sealed in small glass cases above the grave, wandered down the path past rows of small houses whose porches were filled with mattresses and pillows airing in the Spring sun, and talked to fishermen working on their boats or stringing crab-bait.

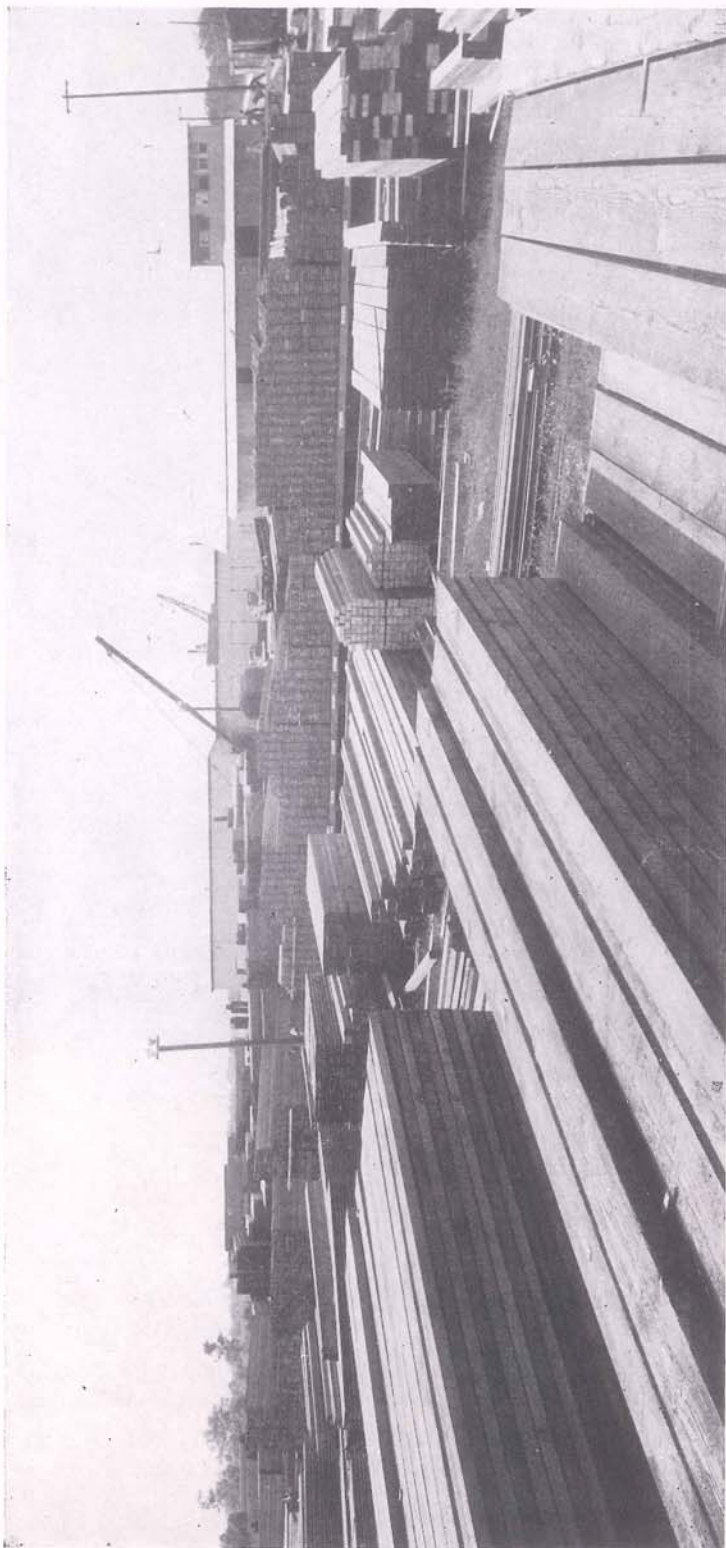
Then we met Horace and Marie Perrin, and learned that the pretty little French girls playing in their front yard were only a few of their many grandchildren. We heard how Horace "poled a skiff" through the bayous to get to his wedding 55 years ago, and how, although he reached only the fifth grade himself, he has a fine young grandson in Gulf Coast Military Academy. We visited the church where the names of the bayou boys in service are posted, the general store which has been there almost as long as the village, and then, because we had to get an early start for Grand Isle next day, we started back to New Orleans.

The Gulf islands are windswept, with the trees almost bent over double, giving you some idea of the weather they've seen; beaches piled high with driftwood that would make such elegant fires if the Coast Guard wasn't there to chase you away at dusk; long, shady lanes of oleanders that showed pink blossoms here and there.

It was a fine, sunny morning (like June in March) when we started a tour of the island, walking through people's yards to get from one house to

In the "new" cemetery at Grand Isle, where lie the remains of the son of the pirate "Nez Coupé", metal and bead wreaths and crosses are still favored as Saints Day offerings in memory of the dead.





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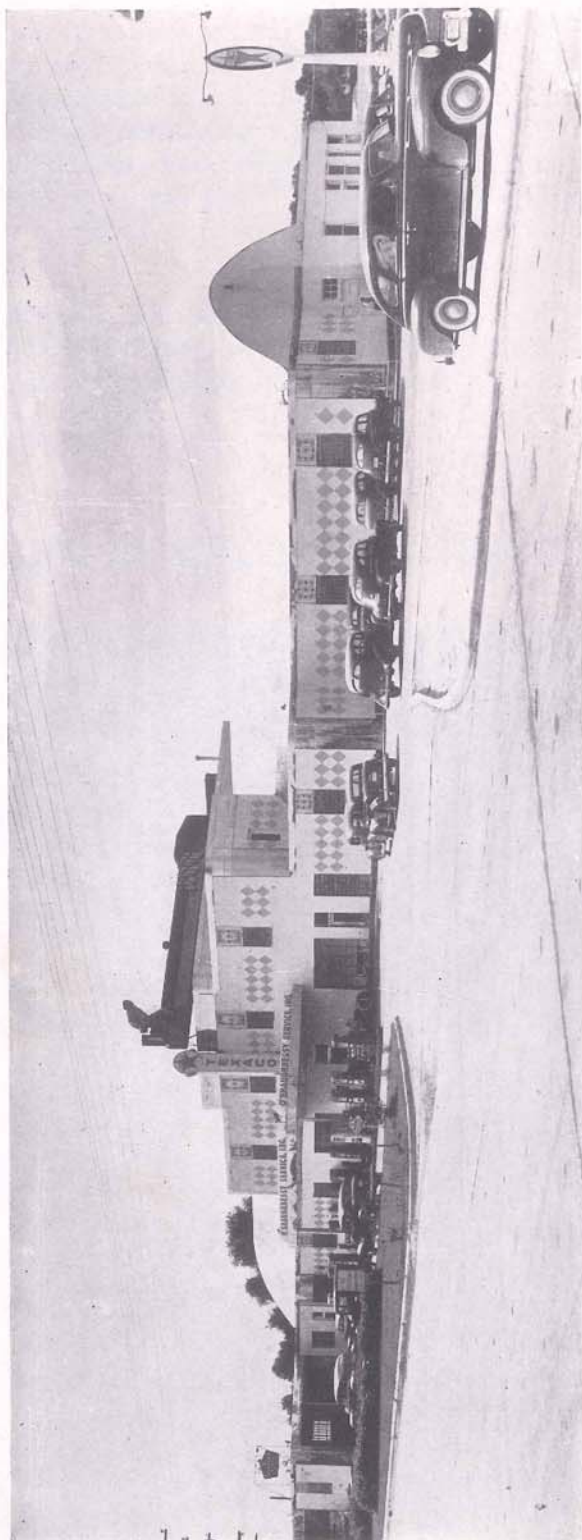
Harvey, Louisiana



Madame Therese Rebaud Rigaud at 88 is a fine representative of the original French and Spanish stock that settled Grand Isle. Her home is solidly built on stilts to withstand storm and tides.

another, as friendly as you please. We were glad to find Judge Mercedes Adam at home, and were amazed and respectful that one woman could be so indispensable to 700 islanders. Judge, doctor, horticulturist, ration and draft-board administrator, first-aid instructor, spiritual confessor—she has fulfilled these and many other official and unofficial responsibilities for many years. From her house we went, with Innocens Terrebone as interpreter, to call on Madame Therèse Rebaud. She is a charming Frenchwoman, who at 88 keeps her sizeable island house (built intriguingly and solidly on stilts) as neat and pretty as a flower garden.

But the island women haven't cornered all the charm. We swooped down on a group of fishermen in the bay while they were busy culling oysters,



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and they stopped long enough to tell us what they were doing, and let us take their pictures, and when we returned in the afternoon, they invited us to sample their haul. They were mighty good! We went to the island dance Saturday night, where there was a wedding reception going on in one room and a ball game in another, and not one person sat around looking bored, as too often happens at dances. Chief Petty Officer Joseph Clinton Chighizola was there, looking handsome in his Coast Guard uniform and probably hoping that he would have as important a part to play in this war as his Great-grandfather Louis Chighizola did in the War of 1812, when he helped to win the Battle of New Orleans.

Sunday morning we saw the Coast Guard boys with their dog patrol, guarding every inch of island coastline, and soon after we started back to the city. I think we shall always miss the bayous until we return; I hope it will be very soon.

The little waves chuckle and the wind whispers softly while these Jefferson girls, Willie Mae Richoux and Lois Gehring of Gretna and Gloria Gomes of Westwego play under the tropical Grand Isle sun.



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King of the Swamps, the cypress holds sway over this lovely spot where Bayou Signette flows into Lake Salvador.

BAYOULANDS OF JEFFERSON

PERCY VIOSCA, JR.

Louisiana's out-standing geophysicist and naturalist

Jean Lafitte pirated the riches of many lands and deposited his loot in Louisiana. Old Man River, for thousands of years, purloined the richest soils of thirty states and a section of Canada and deposited them in Louisiana. Today, while Lafitte's treasures have vanished, these river deposits form the great alluvial valley of the Mississippi and the great delta plain, no small part of which are the Bayoulands of Jefferson Parish. Deep beneath the soil of Jefferson lies still greater wealth, the black gold buried there eons ago by the grandparents of Old Man River.

But whether we are interested in oil or soil, or simply wish to romance in the land beloved of Jean Lafitte, a little knowledge of her bayouways, and the ways of her bayous, may stand us in good stead.

Scientists use the unimaginative name "alluvial deposit" for good earth which was filched from somewhere and placed somewhere else—which seems to be Old Man River's most consistent crime. If we look back in time more than twenty centuries, there was no Jefferson parish. In fact the Mississippi River, changeable fellow that he is, was not where it runs today. Instead, it ran past the present sites of New Iberia and Morgan City, through what physical geographers call the ancient Teche channel, and emptied into the Gulf somewhere between Little Lake and Grand Isle. Where most of us

CRAFTSMANSHIP

Few printing establishments still regard their work as a craft as well as a business . . . and we like to think we are of that number.

The necessity for holding down costs does not restrain us from imparting that extra quality of craftsmanship that distinguishes good composition.

This issue of Jefferson Parish Yearly Review is representative of our craftsmanship, ability and capacity.

THE AMERICAN PRINTING CO.

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




NEW ORLEANS, LA.

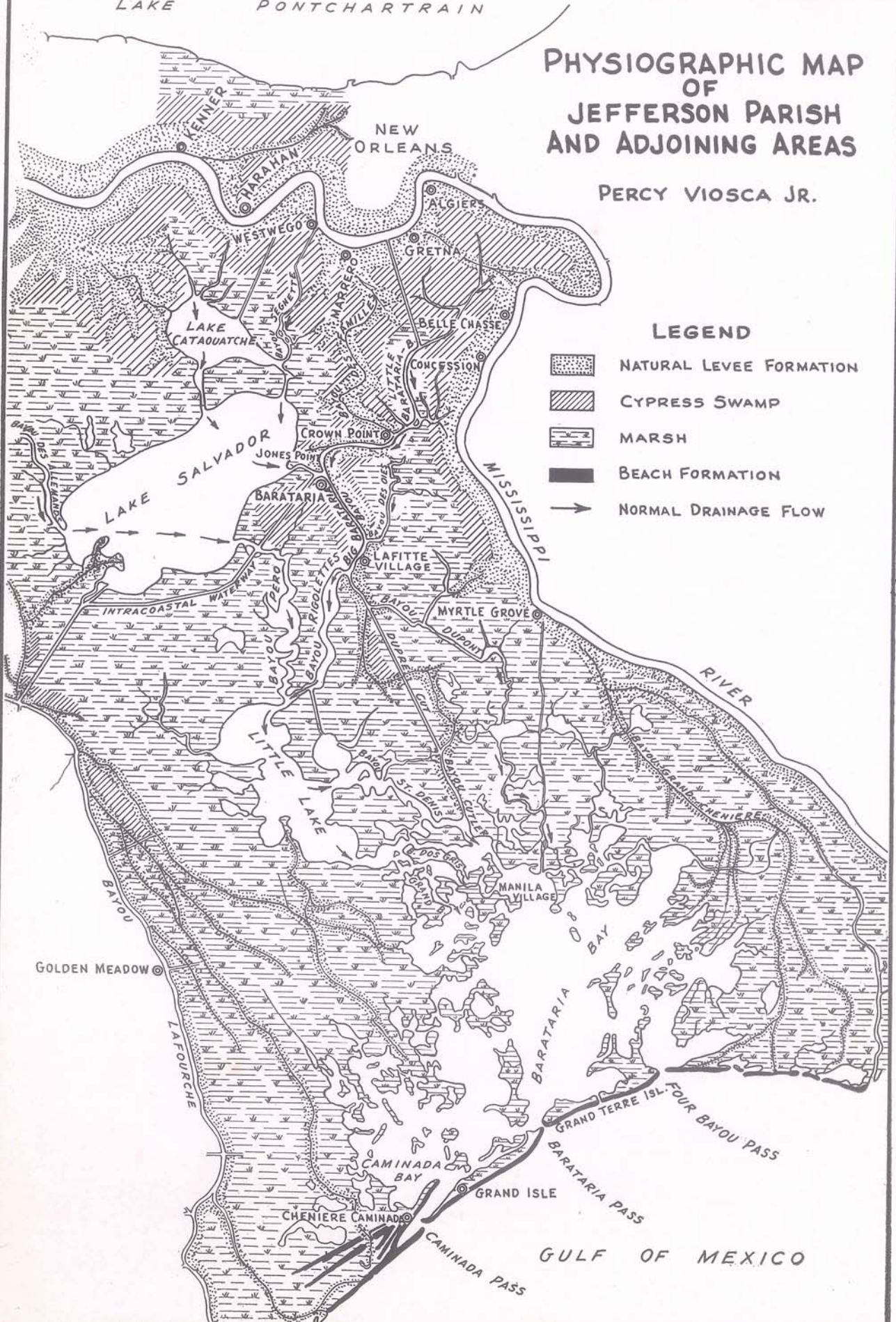
LAKE PONTCHARTRAIN

PHYSIOGRAPHIC MAP OF JEFFERSON PARISH AND ADJOINING AREAS

PERCY VIOSCA JR.

LEGEND

-  NATURAL LEVEE FORMATION
-  CYPRESS SWAMP
-  MARSH
-  BEACH FORMATION
-  NORMAL DRAINAGE FLOW



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

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live today, there was an arm of the Gulf of Mexico extending westward towards Lake Des Allemands and beyond. Marine life flourished where Kenner, Gretna and Lafitte now stand.

Sometime during that stretch of centuries, Old Man River decided to abandon his Teche Channel and move over to a new position on the other side of his valley. So into this arm of the Gulf he poured alluvial deposits (his loot from the north) through a series of delta fingers—major channels, minor channels, crevasse channels—ever changing, but always progressing in a southerly direction until this arm of the Gulf was practically filled—and, thanks to the Robinhood of the Rivers, Jefferson Parish began to take the form we know today.

So what was an open expanse of water became a series of delta extensions, where delta passes constantly overflowed their banks and walled themselves between natural levees formed by silt deposits from the overflow waters. Thus Jefferson Parish emerged above sea level, and land plants and animals began to live and thrive where porpoises and devil rays once gamboled.

Naturally the entire arm of the Gulf was not leveled off evenly with silt like a bricklayer spreads mortar. There were many irregularities, between which were formed the bays and lakes which we know today. But the old paths, followed by prehistoric channels of the Mississippi, are still present. Some are clogged with silt and known as coulees, some have been adopted by drainage channels, others have become tide channels.

To simplify matters, we can say that out of the maze of waterways that reached into the former arm of the Gulf, depositing earth and gradually filling it up, there were three main branches which concern us most in Jefferson Parish. One of them deposited enough good earth to form the Metairie-Gentilly Ridge. Another poured out enough silt to form the Barataria Ridge. The third and highest natural levee formation lies along the main channel of the river traversing the parish today.

Of course, this third unit, the main river itself, is disciplined now by man-made levees and can no longer throw silt over the sides with its former reckless abandon. This may hinder the building of a higher natural ridge from ground stolen from our northern neighbors, but it is good business for the parish.

Meanwhile, other delta fingers, working southward along different paths to the sea, formed the eastern, western and southeastern shores of Barataria Bay.

Thus, several main waterways established the elevations and contours of Jefferson Parish. As they deposited their silt, the heavier material formed the crests of the natural levee. Finer silts were carried on and the still finer stuff further on—so that the natural levees slope gradually away until they pass below the surface of the water.

On these natural levees the live oak is predominant—but also there are the red or sweet gum, elm, hackberry and the stately magnolia. In the



The City of Hospitality

Traditionally New Orleans has thrown wide its gates in hearty welcome to the newcomer.

In times of Peace, visitors to New Orleans have succumbed to the charm and historic allure of the "Old City", and the modern appeal of the new, have regaled themselves with the succulence of world-famed cookery, and, seasonally, Mardi Gras gaiety, have enjoyed the Sugar Bowl, the Spring Fiesta's beauty, and a hundred other things.

Today New Orleans goes about the grim business of winning the war, a job which has brought tens of thousands of new people into the city. Times have, indeed, changed; but nothing can ever change the hospitable spirit and courtesy of generations. Whatever your business here, you are welcome in the

City of New Orleans

salt water areas, however, the live oak stands almost alone on the ridges or chenieres.

Beyond the dry land of the ridges are the cypress swamps, found on both sides of the Mississippi River and as far south as Barataria Village. Beyond this village, where salt water is waging an unending battle to overpower the fresh water vegetation, the hardy cypress fights the rear guard action of a slowly losing fight. Here spectacular ghost forests, like weathered crosses in an old cemetery, stand as mute evidence that the cypress army once advanced in imposing array. Today, however, trunks of many dead cypress trees can be seen on both flanks of the Barataria Ridge, and dead stumps lie far out in the marshes.

Beyond the cypress swamps lie extensive marsh areas. Those farthest from the Gulf are nearly fresh water, but not strictly so. Southward from Lake Salvador, the salinity of the marshes rises rapidly, and the cypress

The hardy cypress fights the rear guard action of a slowly losing fight against the encroachment of salt water into the swamps of lower Jefferson. Dead cypress forests such as these in the midst of swamps mark the finish of the battle.



JEFFERSON DEMOCRAT

Official Journal of the

PARISH

OF

JEFFERSON

SINCE 1896

Gretna, Louisiana

NINETEEN HUNDRED AND FORTY-THREE

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swamps between the ridges and marshes disappear entirely. Between the nearly fresh and the extremely salt marshes lie extensive areas of brackish marshes, the favorite habitat of the Louisiana muskrat.

Thus Jefferson Parish represents the entire succession of phases in the fight between the river and the sea. First the ridges, then the swamps and marshes, next the lakes and bayous, then the bays, and finally the omnipresent Gulf.

As the Gulf, bays and lakes curve into and round off the irregular delta shorelines, they wash away the clay and silt and throw back the shell and sand to form beaches. Naturally the beaches are widest and highest along the Gulf, especially at Grand Isle, but lesser beaches occur on the banks of lakes and bays, wherever sand and shell are available. Wind built dunes are formed beyond the beaches, only where large quantities of sand are available. Here again, the best dune development is on Grand Isle.

We must not fail to mention the artificial land formations of Jefferson Parish. The oldest are Indian shell mounds and ancient refuse heaps dating back centuries. Some of these, located in the Little Lake and Bayou Cutler area, are now partly submerged below marsh level. Their tops are covered with live oaks making them very conspicuous landmarks.

The natural formations have also been altered since the coming of the white man. Artificial levees, road embankments, canal banks, ditch banks, hills and furrows of the plough, denuded forests, and farms and pastures are the contributions of modern civilization.

Lying between and often crossing the fingers of land in Jefferson Parish is a pattern of drainage channels. A series of lakes, extending from Pontchartrain on the north to the Gulf of Mexico on the south, act as drainage basins for temporary storage of the rainwater runoff. The land is at no place more than twelve feet above sea level, except on Indian mounds and on the dunes of Grand Isle. The greatest depressions in the bayous and lake bottoms are seldom more than fifteen feet below sea level. Notable exceptions are the deep cuts of the Mississippi River Channel and Barataria Pass. The swamps and marshes lie approximately at mean sea level.

This explains the peculiar nature of the Louisiana bayous, which flow into or connect the larger bodies of water. A bayou is commonly considered a sluggish stream. This is not always true. A better definition of a Louisiana bayou would be a stream which, throughout its length, has the same mean water level as the area which it traverses. The land on the whole is so nearly level, that bayous may be slow or swift, or may even reverse direction, depending on wind, tide, rain, or drought, and, before the days of artificial levees, the effect of periodic floods.

Let's take an imaginary trip through Jefferson Parish, and, since this doesn't require a "C" card, but merely a light to see by—let's get going!

South of Lake Pontchartrain—the northern boundary of Jefferson Parish—lies a reclaimed marsh area. South of this is a cypress-tupelo swamp and

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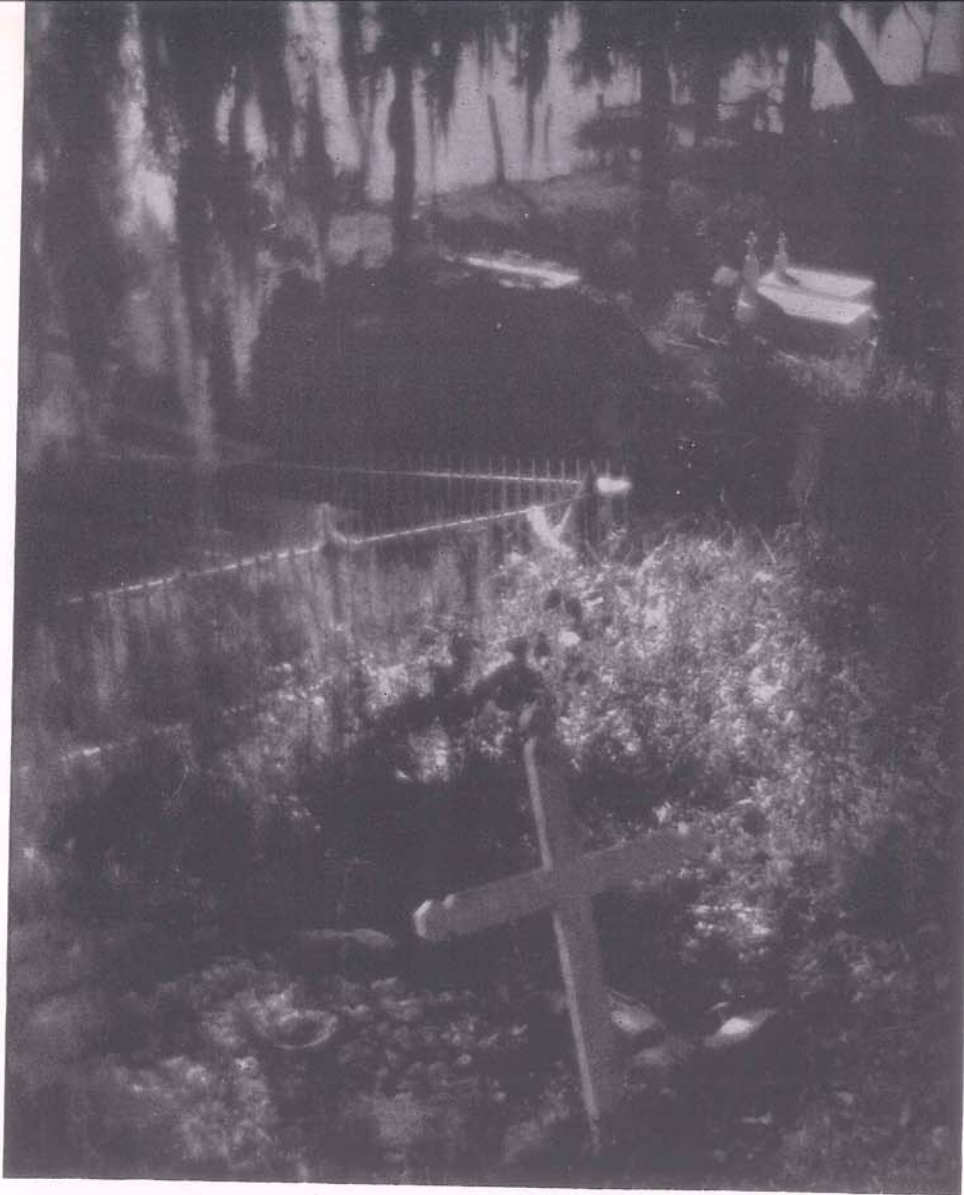
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METAIRIE L.A.

NINETEEN HUNDRED AND FORTY-THREE

51



Berthaud's Cemetery on Little Bayou Barataria is built on one of the largest Indian shell mounds found in Jefferson Parish.

then Metairie Ridge which extends eastward across the parish from Kenner. This was one of those three delta fingers which did the big fill-in job—remember? There's a shallow depression or coulee in this ridge which bisects it longitudinally. Today you would notice it only as a dip in the pavement north of Metairie Road, but a physiographer would recognize it as the former Metairie Bayou. Parts of the lagoon systems in Metairie Cemetery and in City Park, New Orleans, are remnants of Metairie Bayou.

Let's keep going! South of Metairie Ridge is the Harahan Swamp, now drained, but once a great place for crawfish, bullfrogs and snapping turtles. Working south from the swamp we arrive at the wide natural levee of the Mississippi itself. Crossing this through dairy and truck farms, we finally reach the bank of the river. Come on across—no ferry charge on this trip!

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We are now in Marrero where highway 30 heads straight for the Barataria country. Almost immediately we find another coulee, Bayou des Familles. It has no tributaries and, due to its position on the top of a ridge, receives very little water even in time of heavy rainfall. Coulees, like des Familles and Metairie, are characterized by growths of black willow, red maple, ash, cypress, tupelo gum and various shallow water plants, among them delta duck potato and the beautiful russet iris.

At Crown Point our coulee, Bayou des Familles, joins Little Barataria Bayou, a stream of another ilk. This is a deeply entrenched channel, has tributaries and drains a large area. In the language of the physiographer, Little Barataria is essentially a "swamp drainage bayou," but today, serves additionally as part of the Intracoastal Canal, an important transportation artery subject to man-made rules.

Incidentally, below Crown Point, the depressions and open swamps are the favored habitat of the giant blue iris, so spectacular in April.

Bayou Villars, which joins with Little Barataria to form Big Barataria, is a changeable cuss. Ordinarily it is a relief outlet for the Lake Salvador drainage basin, but when the Barataria system is overburdened by local rains, it reverses its flow.

In Big Barataria, we have a drainage channel of no small proportions. In fact, together with its tributaries, we have what amounts virtually to a river system. Only the drowned condition of the country which it traverses and consequent lack for erosion, prevent the Barataria current from cutting a valley. Big Barataria, like any other Louisiana bayou, is subject to the reversal act. During storm tides on the Gulf, it backs up from Little Lake all the way to Bayou Villars and Lake Salvador, contrary to its normal current.

The flow from Big Barataria enters Bayou Rigoletts, which is joined by Bayou Pero before we reach Little Lake. The largest body of water between Lake Salvador and Barataria Bay, Little Lake connects with the Bay through two main channels, Grand Bayou and Bayou St. Dennis.

Arriving at Barataria Bay, we find it to be a protected pocket of the Gulf of Mexico, separated from the open sea by Grand Isle and Grand Terre, which islands form the southern boundary of the parish.

If we had wanted to be very professional throughout this trip we would have called more attention to the various types of bayous which we saw. As they pass in review, there were coulees and deeper channels occupying ancient delta passes; there were drainage channels meandering through marshes and swamps; there were relief channels connecting different drainage basins; there were tide channels and passes; and finally there were various combinations of them all. That's Jefferson Parish! We have a lot of bayous but a lot of variety in our bayous!

Actually, however, from the standpoint of origin, there are only two basic types. The relatively shallow depression with their broad natural levees of alluvial soil, characterized by straight stretches and sudden, often angular, curves, are the abandoned channels of former delta distributionary systems.

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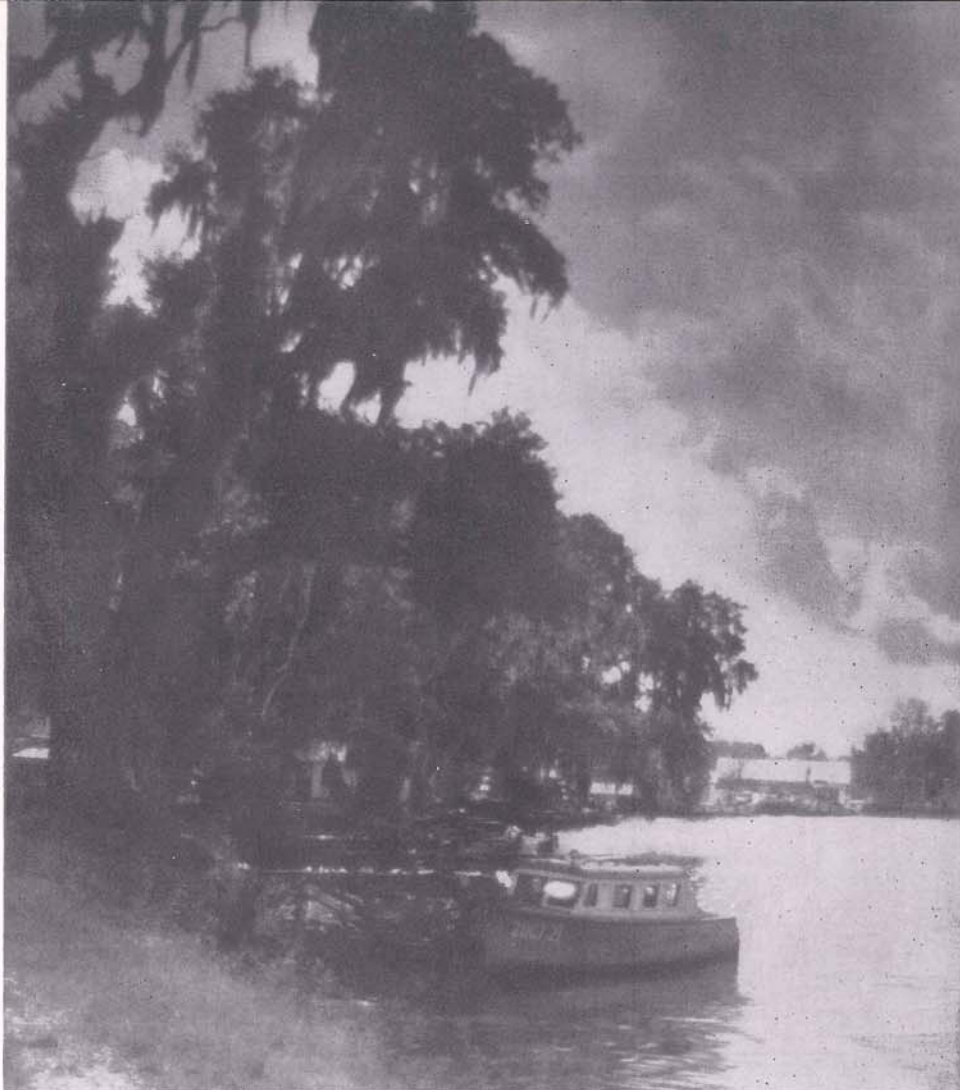
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Magnificent oaks grow on this natural levee formation at Flemings'. Here three bayous meet: Big Barataria, Little Barataria, and Villars.

They represent the natural irrigation channels through which the land-forming sediment was conveyed in centuries past to be spread fanwise over the lowlands or to form deltas in shallow coastal waters.

The other basic type is very sinuous and, typically, meanders through the lowlands between the former delta fingers. Sometimes it crosses them, sometimes it appropriates the old pass channel as did the lower part of Little Barataria and all of Big Barataria. This type of bayou, which develops tributaries, is formed by the run-off of overflow waters which carve their own drainage channels along the paths of least resistance to some drainage basin lake or directly to the sea.

Earlier in this article, we mentioned delta fingers reaching into the Gulf—building throughout the centuries. A glance at the accompanying map will show the three main delta fingers which form the heart of Jefferson Parish. It will also show those which extend eastward from the Terrebonne-Lafourche delta system along the western flank of Barataria Bay. Cheniere Caminada,

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Grand Isle, and part of Grand Terre belong to this delta complex. The map also shows the Bayou Grand Cheniere delta finger of Plaquemines Parish, which formed the irregularities of the eastern shore of Barataria Bay.

The rounded arc which is the southern shore of the parish is a receding shoreline formed by the waves of the Gulf. Thus the river and the sea are two cataclysmic forces, working with sand and clay, moulding each other into ever changing lines.

Maybe the next two thousand years will see some serious real estate changes in Jefferson Parish, but we won't be here to find out. All we know is that Old Man River took a long time to give us this parish and all its buried wealth, and he doesn't propose to change the tempo simply because we come and go so quickly.

Statisticians estimate that enough "alluvial deposit" is poured into the Gulf each year to build a pyramid a mile square at the base and 268 feet high—something to think about.

Picking wildflowers at the edge of the lane on the way to the beach at Grand Isle.



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Upper left: Hon. John H. Overton, United States Senator from Louisiana.

Upper right: Hon. Allen J. Ellender, United States Senator from Louisiana.

Center: Hon. Sam Houston Jones, Governor of the State of Louisiana.

Lower left: Hon. Paul H. Maloney, Member of Congress, Second Louisiana Congressional District.

Lower right: Dr. Marc M. Mouton, Lieutenant Governor, State of Louisiana.

A MESSAGE TO HITLER

... from **PLAQUEMINES PARISH**

When America's war production goals were announced to the world a year ago, Axis propagandists frantically insisted it couldn't be done. No nation, these propagandists brayed through their controlled press and radio, could produce that many planes and ships and tanks. Since then, America has been busy making liars of them. Our factories and farms have been turning out even-greater quantities of the necessities of war. One of the most vital raw materials, sulphur, for this war production comes from Plaquemines Parish. Sulphur helps make aviation fuel, fertilizer, explosives, rubber, steel chemicals, paper, paint, rayon, insecticides, fungicides, lubricants, refined metals, textiles, food products and thousands of other essentials. During the first World War, America faced a sulphur shortage. Today, thanks to such new mines as Grand Ecaille in Plaquemines Parish, America's needs are being met promptly and fully—at no increase above pre-war prices. Sulphur's record today is—"on time . . . with enough." This is Plaquemines Parish's message to Hitler!

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NEW ORLEANS

BACKGROUND

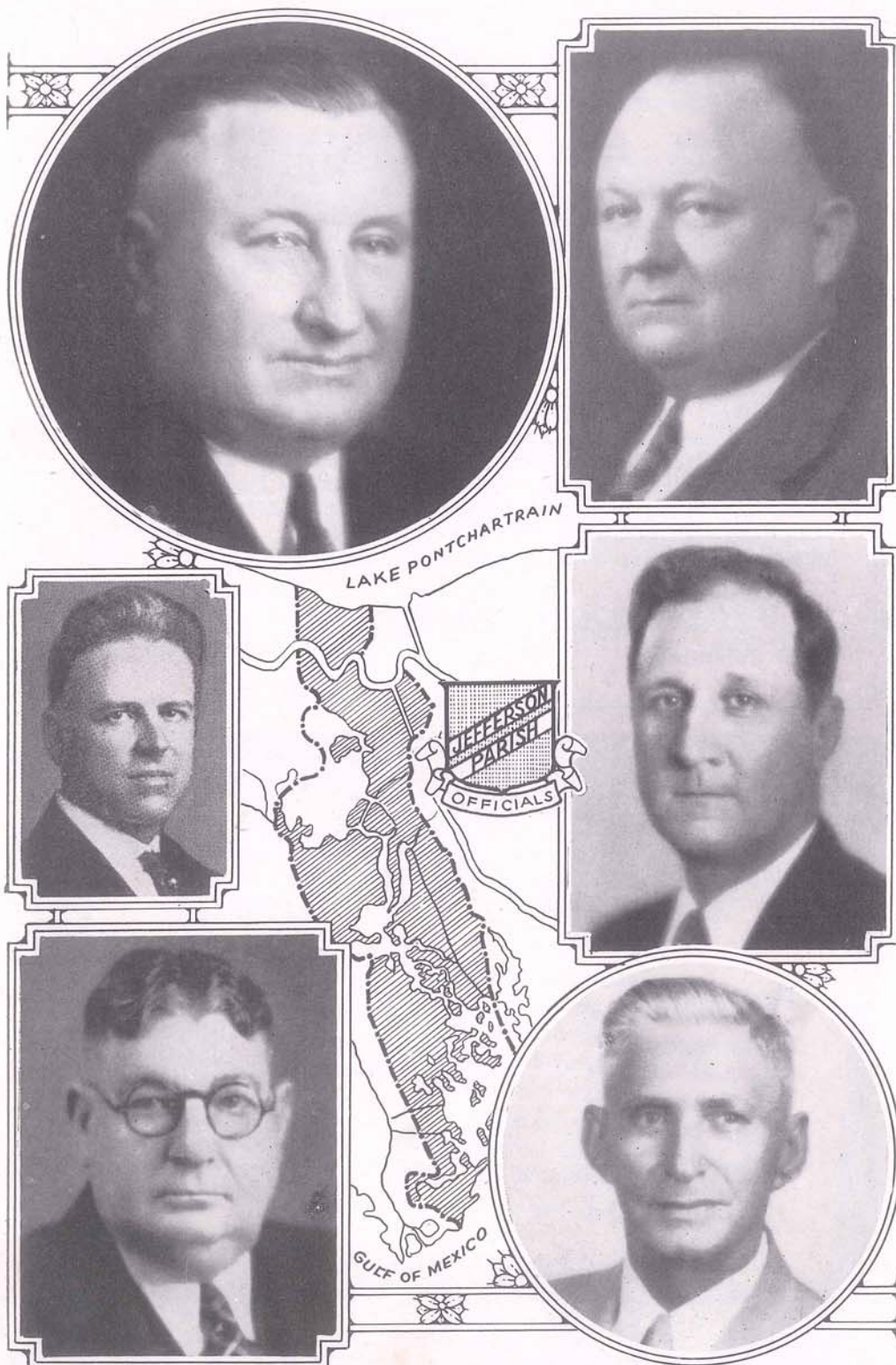
The technical knowledge and skill of the peacetime industries of America are tipping the scales in this war in favor of the United Nations. For the past eight years this firm has been specializing in machine designing and engineering under the leadership of Wm. F. Spahr, who has been in the business for 25 years. Today this background of knowledge and skill is vital to the war effort. Tomorrow, when victory comes, it will place us again in the forefront of American industry.

WM. F. SPAHR

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Top, left to right: Hon. Frank J. Clancy, Sheriff; Hon. George Heebe, Jr., Assessor. Center: Dr. M. M. Odom, Coroner; Hon. Alvin T. Stump, State Representative. Bottom: Hon. Weaver R. Toledano, President, Police Jury; Hon. Albert J. Cantrelle, President Pro-Tem., Police Jury.

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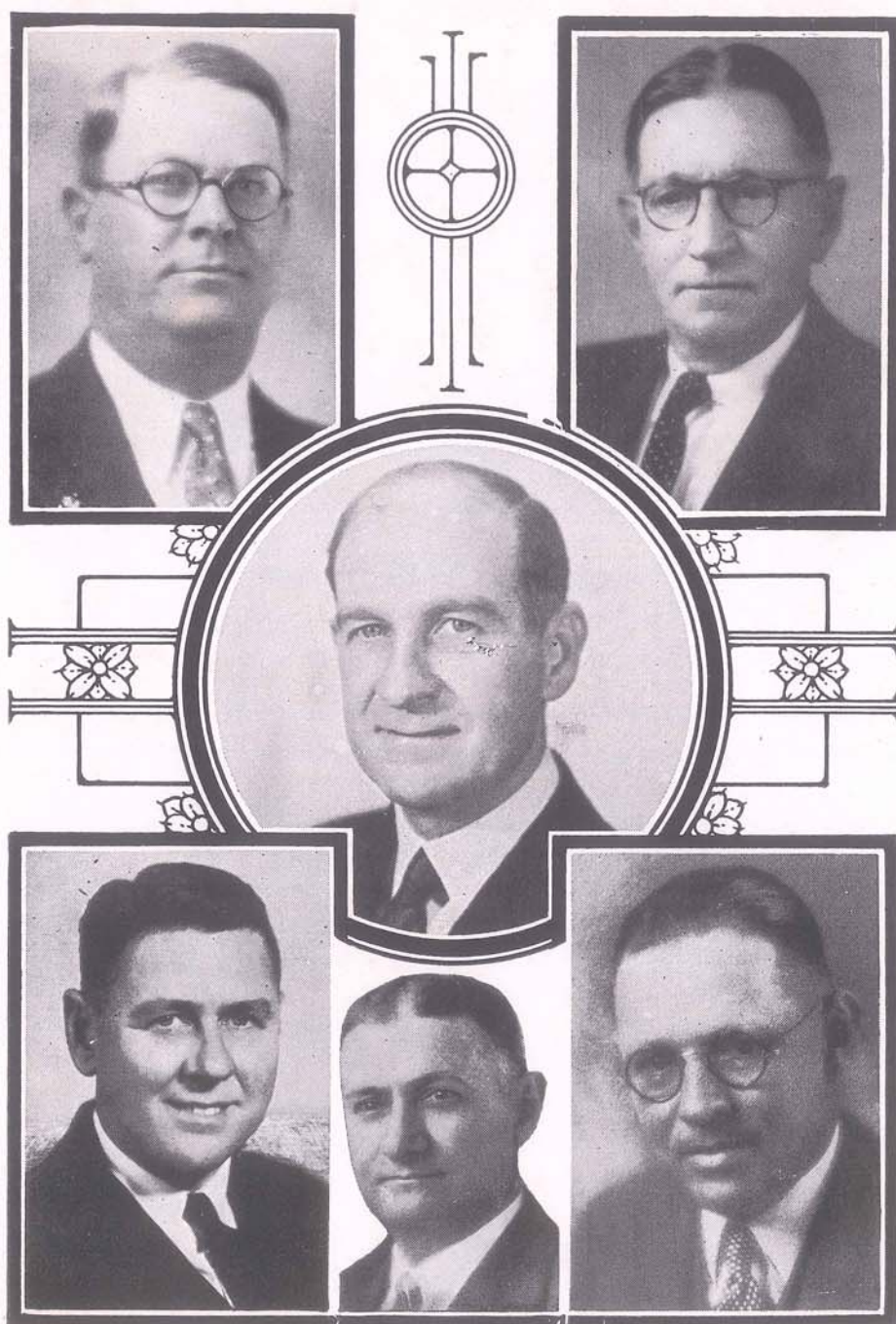
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Pictorial Section



JEFFERSON PARISH has a unique charm that lures the lover of sheer beauty and is a delight to the professional or amateur artist and cameraman. Within its borders is an unequalled variety of scenery, lowland and beach, forest and bayou, river and farm, each with its own individuality, its own people, and its own appeal.

On the following pages is presented a group of photographic art studies made especially for the Jefferson Parish Yearly Review by Eugene Delcroix, outstanding cameraman-artist of the South, whose prize-winning work has been accepted and hung in exhibits throughout the United States and abroad.



FOG-BOUND

The clammy fingers of the fog holding their giant eraser, blur the outlines of the forest.



RECIPE FOR JUST PLAIN FISHING

To a willow pole and line attach one man; place in pirogue on a bayou fringed with Spanish moss and latanier for an hour or two; add perch and sac-au-lait to taste.



"MARY LOVES BILL"

Lovers through the years have left behind them their initials carved on the trees of Grand Isle.



LET ME CALL YOU SWEETHEART

Mickey Adam looks adoringly at Bobby Santiny as he opens the gate so that his lady may pass through.

**THE DAWN COMES
UP LIKE THUNDER**

Surf lines underscore the
menace of the gathering
storm.





X MARKS THE SPOT
Twin tree trunks mark a
lane's turning to the beach
at Grand Isle.

A LAZY LANE—
Vagrantlly winding toward
the promise of Spring and
the cool serenity of peace
regained.



BIRTHPLACE OF A
BAYOU

Along the road to Lafitte
this pond is the beginning
of Bayou Coquille.



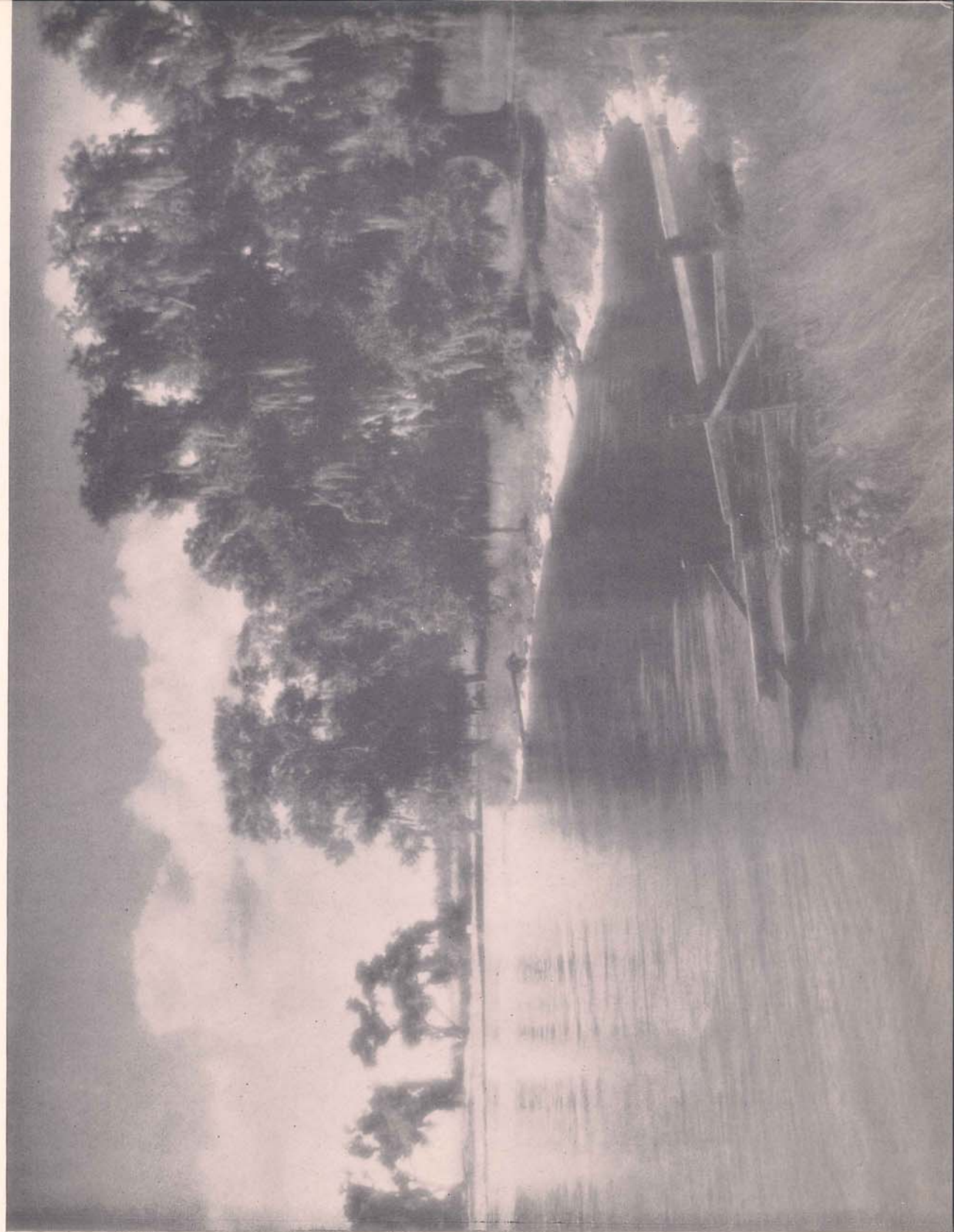
**QUICK CHANGE
ARTIST**

A bayou leaves its dark
swampland, and assuming
the guise of a quiet river,
flows sunnily to the sea.



IN NEW DRESS

Lingering on its way the bayou adopts the role of a small lake.



BUSINESS

This Crown Point trapper's cabin on Little Bayou Barataria, from its thatched roof with moss-and-clay chimney to its ladder-step entrance, is his home, when he's not in the marshes.



PLEASURE

Tree-shaded, comfortable and modern, this Grand Isle cottage serves another "season"—vacation's lazy days and relaxation, which "trap" willing victims.



**BY-WAYS FROM
THE SEA**

The beauty of streams like this cannot dispel the need for guarding against their possible use by enemy agents.



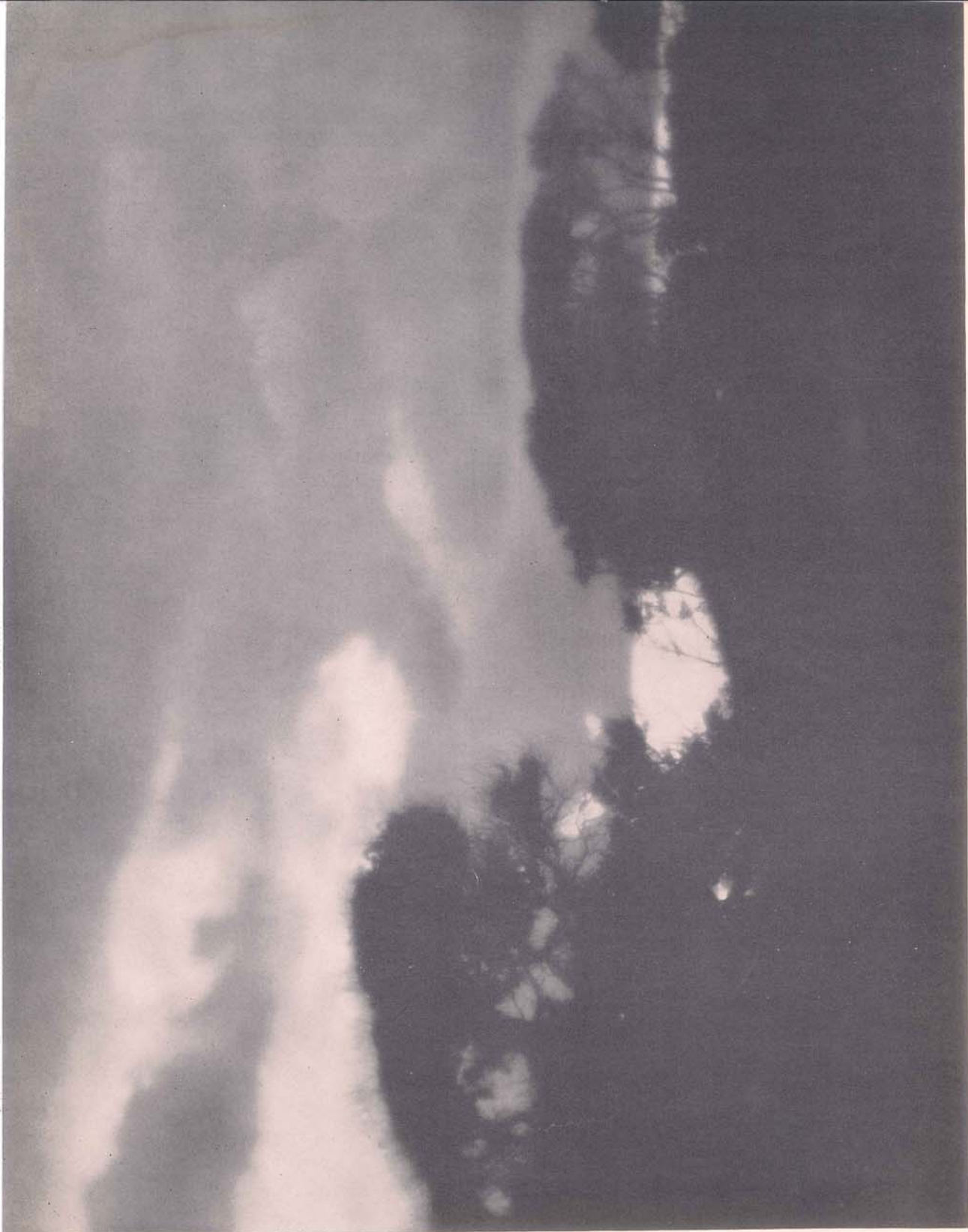
SEMPER PARATUS

A bearded oak makes
stately framing for a Coast
Guard auxiliary small
craft about its business of
patrolling Bayou Bara-
taria.



SUNSET SILHOUETTES

Against the evening sky, these windblown oaks on Grand Isle look like they are growing on the tops of hills, but the hills are only other and smaller trees banked in the foreground.





JUSTIN F. BORDENAVE
Editor and Publisher

H. D. CHAMBERLAIN
Associate Editor

JOSEPH H. MONIES
Business Manager

THE JEFFERSON PARISH YEARLY REVIEW

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Jury of Jefferson Parish

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EUGENE DELCROIX

INFORMATION

of any kind regarding opportunities in Jefferson Parish may be obtained from the men whose names appear below. The establishment of industries is aided in every way by the Police Jury. To those interested in locating within its boundaries, Jefferson Parish offers every inducement. To industries it offers extremely low transportation costs, easy access to raw materials, an excellent point of distribution, and ten years' tax exemption. To farmers it offers rich, alluvial soil, mild climate and a close and ready market. To homeseekers it offers clean, pure air and sunshine, and the neighborly spirit not found in cities.

We invite all who are seeking a broader, better life and more and wider opportunities to make full use of Jefferson Parish's natural resources and spirit of friendly co-operation.

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THE COVER

A natural color photograph of one of Jefferson Parish's beautiful bayous with the water hyacinths in full bloom, bank to bank. These ribbons of color running through the low-lands of the parish are lovely to look at, but they are a constant nuisance in navigable water. It is impossible for boats to force their way through this mat of vegetation, and the lilies must either be dragged out of the water, or destroyed by spraying. The plants were imported into this country, and have spread like wildfire ever since.

JEFFERSON'S SURGING GROWTH DEMANDS THIS BRIDGE

THOMAS EWING DABNEY

Metropolitan Press Feature Writer and Publisher

Every war has been followed, in the progressive, essential community New Orleans (and by that I mean not only that city in its narrow municipal sense, but the entire countryside of which it is the economic projection) by enormous and expanding activity. The Revolutionary war gave this section its first great impetus, though it was far from the battle and was the possession of another nation. The Mexican war touched off a vast development. So did the War Between the States, even while it brought financial and political impoverishment to the dominant classes of an obsolete economy. The Spanish-American war—assuming that it was more of a war than a circulation stunt of a New York newspaper publisher—put an impressive stimulus behind this section. Symbols of the new economic era opened by the first World War are the Industrial Canal of New Orleans, connecting Lake Pontchartrain and the Mississippi River, and the new Harvey locks of Jefferson, Intracoastal Canal outlet into the Mississippi River from the West.

Peace, whether it comes this year or next or the year after or ten years from now, will open such development as no one has ever seen in this section. Already the plans are in the making—leavened by the policy of the federal government to get behind such a program of public works as even the most visionary, up to this time, had never dreamed. From the mistakes of the other World War, and from the depression of the 1930's, our people have learned that the only way to keep America out of the bread line is to keep it on the production line; that the creation of new wealth, new facilities and new comforts is the only way to prevent such bloody revolution as other nations have suffered during their periods of readjustment.

One of the most ambitious—and one of the most needed—projects planned for this section is the construction of a vehicular bridge to make one continuous community of the east bank of the Mississippi—which is congested New Orleans—with the west bank—which is Jefferson, with a large industrial development already but with the land, the water frontage and the tax advantages to attract expanding production and commerce in the great days to come.

This bridge-plan is not new. Concocted by the late George A. Hero, a visionary who lived to see many of his predictions come true, and Allen S. Hackett, a New Orleans engineer able to turn dreams into practical value, it was launched nearly 20 years ago. The first story appeared in the New Orleans Times-Picayune June 2, 1926. Congress, on March 2, 1927, passed a bill authorizing the construction, and there was much enthusiasm for the



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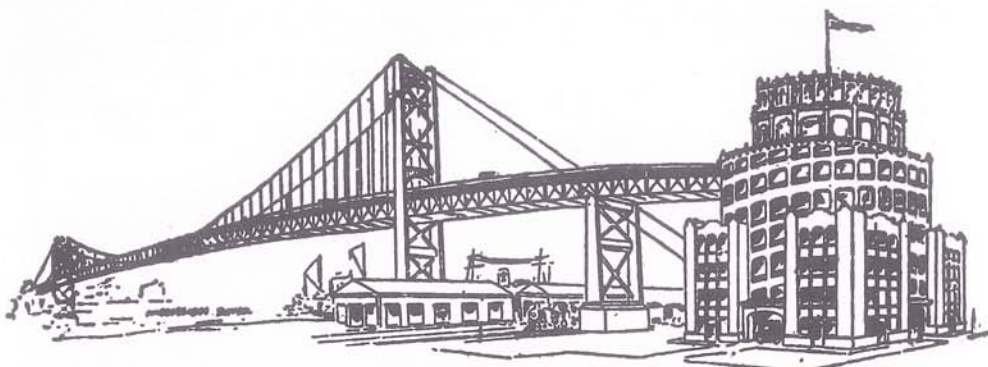
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Engineer's sketch of the proposed "Hero-Hackett" bi-helical bridge, as seen from the New Orleans approach. At right, the ramp building; center, the New Orleans waterfront; far left, Gretna. The approximate dimensions are: main span, 1700 ft. long; approach span, (ave.) 800 ft. long; width between trusses, 65 ft.; width of roadway, 40 ft.

project—on the part of those with far vision. But the plan was forgotten in the depression years.

Now it has been revived; it has the full support of the New Orleans, Gretna and Jefferson parish authorities and business organizations; it has the support of the state highway department and of Governor Sam Jones; it has the state's senators and representatives working like beavers in Washington to get an extension of the federal authorization to build the structure, and also what federal support may be needed. If the effort behind the movement continues at the present tempo, one does not have to be a prophet or the son of a prophet to say the bridge will be built.

One of the strongest arguments in favor of it is the economic enhancement of this section since the building of the railroad-automobile bridge above the city limits. This has removed a barrier to the westward development—the most productive direction for the expansion of the community that is New Orleans.

That bridge, though it well serves the railroad movement, and the trans-continental automobile flow, is too far upstream to be of benefit to the workaday life of New Orleans and the production centers on the west side of the river—Gretna, Marrero, Westwego, Harvey and Algiers. Their business still has the water barrier to hurdle.

The state highway director has announced that the proposed bridge will be one of the principal studies of his department under the new-projects plan which is backed by \$147,961 of federal money. He also has announced that about \$12,500,000 of federal funds earmarked for highway (and of course bridge) construction have accumulated in Louisiana. Not all, of course, would be applied to any one section of the state; but we may be sure that an excitingly large percentage will go to the section which contains about half the state's population and production. A bridge committee, composed of Utilities Commissioner Fred A. Earhart, Olin Linn, Allen S. Hackett and W. S. Bender of New Orleans, chose Thalia street as the site for the New Orleans

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terminus of the bridge. The west-side terminus will be McDonoghville, one of the up-and-coming communities in Jefferson.

These are virtually the sites of the original Hero-Hackett proposal. That section was chosen for the crossing, first because it is central to the business development of both sides of the river, and second because the Mississippi is relatively narrow there—the river channel is only about 1700 feet wide. And hydraulic conditions are favorable.

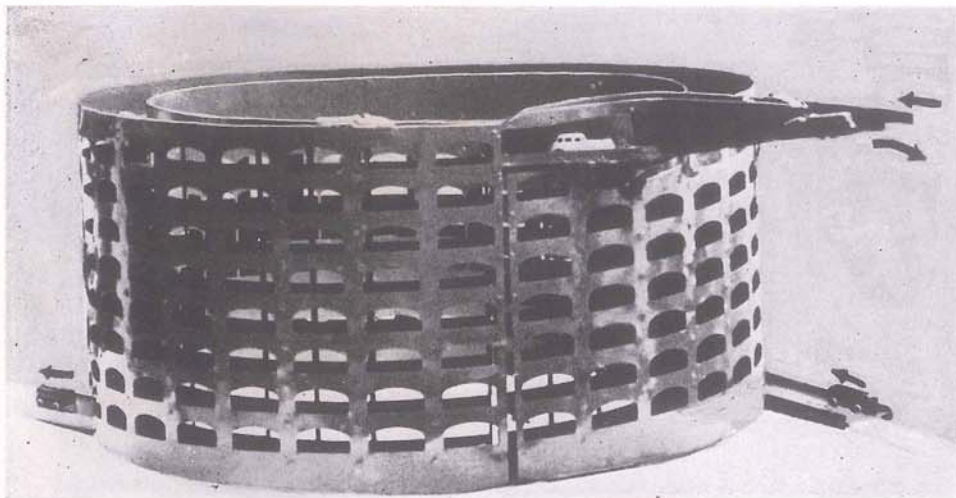
The general Hero-Hackett construction plans are unchanged. The distinguishing feature of the bridge would be the helical ramp-approaches. These are two towers, one on each side of the river, containing ascending and descending roadways. This would save about \$3,000,000 in real estate which would otherwise have to be bought for building such straight approaches as mount to the bridge level of the other river span. The towers would also serve as anchor posts for the suspension construction.

According to the Hero-Hackett plans, the ramp-towers would be 310 feet in diameter and 130 feet high. They would support two roadways each 30 feet wide—each a one-way traffic channel. The gradient of the roadways would be about 4 per cent, which is considerably less than the gradient of the ferry roadways when the river is low.

The bridge would be 174 feet above high water, 194 feet above low water. This provides ample clearance of the tallest ships that come into this harbor. The main span of the bridge would be 1760 feet long, the approach spans between the towers and the main span, about 800 feet long each. The roadway would be 40 feet wide.

The cost of the bridge, when the plans were launched, was estimated at ten to twelve million dollars. Under present or future economic conditions,

Helical ramp planned to save the immense cost of real estate in a crowded industrial area that would have to be acquired to construct the usual direct approaches. Top right, entry to and exit from the bridge; lower right, entry to ramp; lower left, exit from ramp.



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Many of these cars parked around Courthouse Square in Gretna have been left here because it is easier for their owners to get across to New Orleans by ferry on foot. In background are cars lined up waiting their turn on the ferry and blocking the highway to McDonoghville and Algiers.

the cost may be more; but the need will be greater and therefore it will be worth more; likewise, we have and will have more money for such construction.

It was the original plan that this was to be a quasipublic, self-liquidating undertaking, and that the facility would be turned over to the state when it had paid for itself, in tolls. This still seems to be the most feasible and fairest method of financing the project, but there should be a provision that the state can purchase the bridge at any time, on a fair basis, and make it free.

Directors of the New Orleans Association of Commerce on February 16, 1927, passed a resolution that the bridge "is a move in the interest of the people of the city of New Orleans and that we approve the project and will help in every way we can to put it across." The enthusiasm of the Association of Commerce is just as large today, the board of directors having unanimously reaffirmed its 1927 resolution on February 23, 1943.

Since the plan was revived, the police jury of Jefferson parish has been very active in the movement. It has poured enthusiasm into Louisiana's congressional delegation. It has made it Project No. 1 for the local political and business organizations. The resolutions adopted by the city government of