

19 JEFFERSON PARISH YEARLY REVIEW 48

F O U R T E E N T H A N N U A L



We're Telling the Story

Of the New, Greater New Orleans

... A Story to Benefit All Louisiana

Throughout 1946 and 1947, advertisements variously sponsored by Greater New Orleans, Inc., railroads, airlines, steamship companies, banks, New Orleans Public Service Inc., and others have told the story of New Orleans' and Louisiana's advantages to businessmen in such key Mid-Continent cities as Chicago, Detroit, Des Moines, Kansas City, St. Louis and Louisville, as well as in New York. The attention of importers, exporters and industrialists has been directed to the splendid opportunities for profitable commerce and industry in and around New Orleans. Concrete community achievements have been pointed out, such as—

INTERNATIONAL HOUSE, the FOREIGN TRADE ZONE, the INTERNATIONAL TRADE MART and MOISANT INTERNATIONAL AIRPORT.

Thousands of industrialists have been reminded that our location makes the Port of New Orleans a natural cross-road for Mid-Continent and world trade, and that the New Orleans area is served by a unique combination of nine trunk line railroads, three major airports, seven domestic and international airlines, ninety-seven ship and barge lines, modern highways and a 13,000 mile network of inland waterways.

Louisiana has made great progress in the development of its resources, and industrial growth in this area will further the utilization of the state's assets. With industrial development, bringing new factories, warehouses, branch offices—with added commerce attracted to the Port of New Orleans comes opportunity for every Louisianian . . . greater employment possibilities and job stability as sound business forges ahead . . . and better living for every citizen.

Louisiana has entered an era of great opportunity. But all Louisianians must band together in an earnest, enthusiastic and continuous effort to bring new industry, trade and commerce if we are to achieve in full measure the bright promise of the future.

If you would like copies of the series of advertisements about New Orleans prepared by New Orleans Public Service Inc., telephone or write to the Advertising Department, New Orleans Public Service Inc., 317 Baronne St. There is of course no charge for them.

NEW ORLEANS *Public Service* INC.

JEFFERSON PARISH YEARLY REVIEW

STAFF

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Published annually with the endorsement and support of the Police
Jury of Jefferson Parish.
Weaver R. Toledano, President

Kenner, La.

1948

OUR COVER

Eugene Delcroix made the Kodachrome from which the full-color plates for this year's cover were made. The scene is Fleming Park (Old Berthoud's plantation), where three bayous meet; Big and Little Barataria and Bayou Villars. This is a scene of high excitement in May, when the Pirogue Race is held here. Our picture was made on Thanksgiving Day. The girls are Gloria Wynne of Harahan, baiting her hook, and Serita Lombardo, fishing.

The publishers of the Jefferson Parish Yearly Review will be glad, at any time, to furnish information to anyone interested in Jefferson Parish industrial opportunities. The establishment of new industries is encouraged in every way possible by the Police Jury and citizens of the parish. More detailed data will be furnished on its extremely low transportation costs, easy access to raw materials, excellent facilities for distribution and ten year tax exemption. To homeseekers, visitors or those just interested in the history or future of this prolific parish, the publishers offer the facilities of this publication. Your request for information or assistance will receive prompt and courteous response.

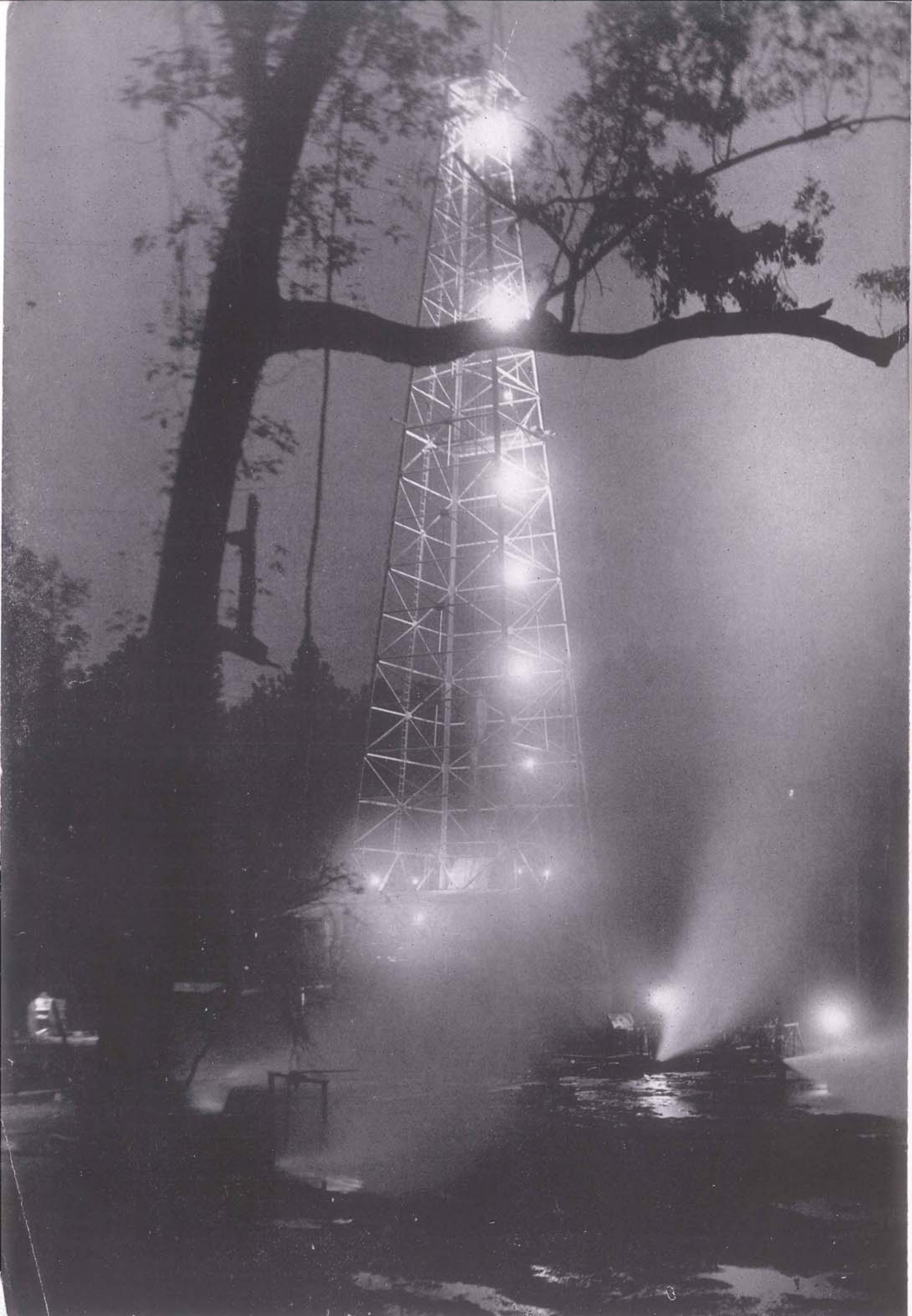
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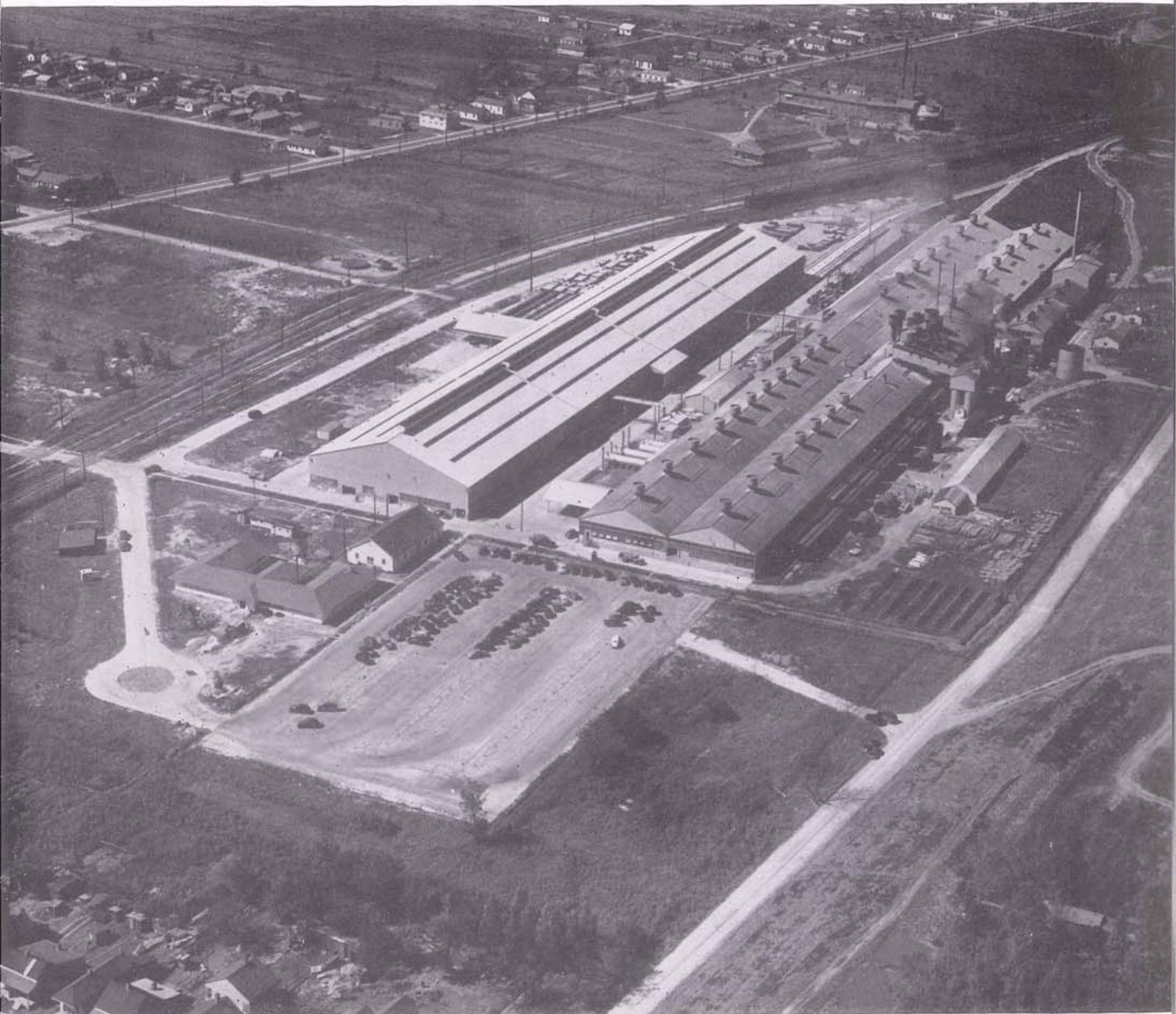
I N T R O D U C T I O N :

In this fourteenth issue of
the Jefferson Parish Yearly Review
our writers and photographers were given
a monumental assignment:
to give our readers as complete a cross-section
as could be presented upon printed pages
of the moving frontiers of Jefferson;
to show the speed and the scope
and the direction of their movement,
and to salute the men who are making them move.
No frontier moves without being pushed . . .
Jefferson Parish is pushing heartily and hard,
with its sleeves rolled up and plans in its pocket,
and history is being hastened.
Here, then, in words and pictures,
is an appreciative look at a happily busy land.
With it we send our warm invitation
to take the time to see it all with your own eyes
and perhaps to plan to push back your personal frontiers,
to stake your own claim to a solid share
in the golden future of
the parish that never stops pushing.

*UPWARD into the sky steel towers push; drills
push downward miles into the earth; and
meanwhile horizontally on land and sea the
men of Jefferson push back their frontiers at
every compass-point of progress, both by day
and by night.*

PUSHING BACK the FRONTIERS

By Weaver R. Toledano
President, Jefferson Parish Police Jury



INDUSTRIAL EXPANSION is seen in every section of Jefferson's manufacturing areas. Typical are the added facilities of Johns-Manville, shown completed in this picture. You will find it interesting to compare this with the aerial photograph of the same plant that appeared in the Review a year ago.



This is a nation made up of people who have spent most of their history finding frontiers and pushing them back. Some call us a reckless nation; we ourselves like to speak of our talent for progress. Actually America is simply a hard-headed realist among nations; we, more than any other civilized country, have recognized and lived by the simple truth that man *cannot stand still*—either he moves forward, or he slips back.

And so Americans, having pushed back the wilderness frontiers of their land until there are not many places left where a man can wear a coonskin cap with propriety, have never stopped finding new kinds of frontiers and probably never will. Today's frontiersman may follow his trails by radar, he may carry no weapon more formidable than a trout rod, he may even do his exploring in an air-conditioned office. But like his forefather with long rifle and powder-horn, he is insatiably a seeker of new directions and the treasures that may lie in them.

Around every growing American city there is frontier, as residential, commercial and industrial development move outward in increasing perimeter. And in many rural areas of the United States there are beautiful spots largely untouched by the complexities of mod-

HIGHWAY PROGRAM keeps pace with parish growth, as exemplified by the fine new bridge built to replace the Kerner ferry on Big Bayou Barataria.

ern life; this is frontier too. You will find both within the 60-mile length of Jefferson Parish, plus more other kinds of frontier than you would think could be packed into an area twice this size.

Let us consider, for instance, Jefferson's industrial frontier. More than 60% of the goods manufactured in and shipped from the Greater New Orleans area come from the more than 70 manufacturing plants of Jefferson Parish. These include a building board plant, a sugar cane syrup plant, a cottonseed oil plant, a shrimp canning plant, a mahogany lumber and veneer plant, and a lumber creosoting plant *each of which is the largest of its kind in the world*; we have the five largest dry kilns in the south, drying 120,000 feet of lumber a day; three Jefferson Parish plants produce more steel containers than any other parish or county in the nation; and we ship and store more molasses than any other place in the world. Big industry, yes—but growing every day.

Plant expansion since the war years has been phenomenal. Celotex has put

millions into new buildings and equipment. Johns-Manville, preparing for the multiplied home-construction activity so vitally needed throughout the country, has more than doubled its building board and roofing materials plant capacity, and added an asbestos transit pipe plant. Added facilities at Delta Petroleum Corporation, new increased boat-building and repair installations at Avondale Marine Ways, new equipment to mechanize crabmeat picking at Southern Shell Fish Company; these are typical of the healthy growth you can expect of any sound industry located among the unique advantages of Jefferson Parish.

Weighing these advantages against those of other comparable areas, more and more industrialists are selecting new plant sites in Jefferson. Green-Walker Galvanizing Co., Inc., at the east side end of the Huey P. Long Bridge, engaged in commercial hot dip; Boston and Perrin Boat Co., on Harvey Canal, builders of special boats; Schlumberger Well Surveying Corp., on Harvey Canal, surveyors of oil wells; Evans Cooperage Co., on Harvey Canal, who recondition drums and fill them with petroleum products for export; Cities Service on Airline Highway, the latest oil company to establish a bulk wholesale plant in the parish (we have also Texas, California, Gulf, Shell, Pan-Am, Sinclair and Standard); Charles & Charles at East End, frozen seafoods and quick-freeze; Southern Ford Tractor on Jefferson Highway, distributors of tractors and farm equipment; George Engine Company on Harvey Canal, selling diesel and gasoline marine and industrial engines to the oil trade—this is

their second Jefferson plant. They moved their first to Southport from New Orleans three years ago; Stauffer Chemical Co., Marrero; Products Research Service, Inc., Westwego; five new pipe yards, storing more than a million dollars' worth of pipe for the oil industry . . . the list of new plants is long and growing longer, as Jefferson's industrial frontier is pushed back.

Within the past year, these plants have moved into Jefferson from New Orleans: Kieckhefer Container Company, makers of corrugated boxes; Freidrichs Wood Specialties on the Airline Highway, manufacturers of custom furniture and fixtures; Crescent Materials Service, Inc., at the east end of the Huey P. Long Bridge, roofing and building materials; and the Jackson Equipment Company, automobile equipment, now breaking ground for a plant on Shrewsbury Road.

The W. A. Ransom Lumber Co., manufacturers of hardwood lumber, moved from Woodville, Mississippi, to Harahan and completed their new plant in October of last year. They will manufacture about 12,000,000 feet of hardwood and cypress lumber this year.

Others now breaking ground are Boyce-Harvey Machinery, Inc., at the east end of the bridge, distributors of Caterpillar and other heavy equipment; on the west side of Harvey Canal, Superior Oil Co. is clearing close to 2,000 feet of land on the canal for offices and pipe storage; on another tract of about 2,000 feet, right next door, the Oyster Shell Products Corp. will soon move in from Berwick, La.

Construction now under way includes the Borden Company's new branch plant on the Airline Highway, which will cost about \$600,000.00 and will supply the trade in this section of the country; Airway Supply House at Kenner, to handle butcher and hotel supplies and cold storage; and the Airline Lumber & Supply Co., at Kenner, not content with the largest dry kiln plant in the South with two kilns, have added three more kilns and are building a new loading rack. Thus are Jefferson's construction frontiers being pushed back—and pushed up, too; the new FM and television transmission tower of WTPS, 607 feet high, is the tallest structure in the deep South.

And straight up go the figures on our population frontier. In 1900 Jefferson

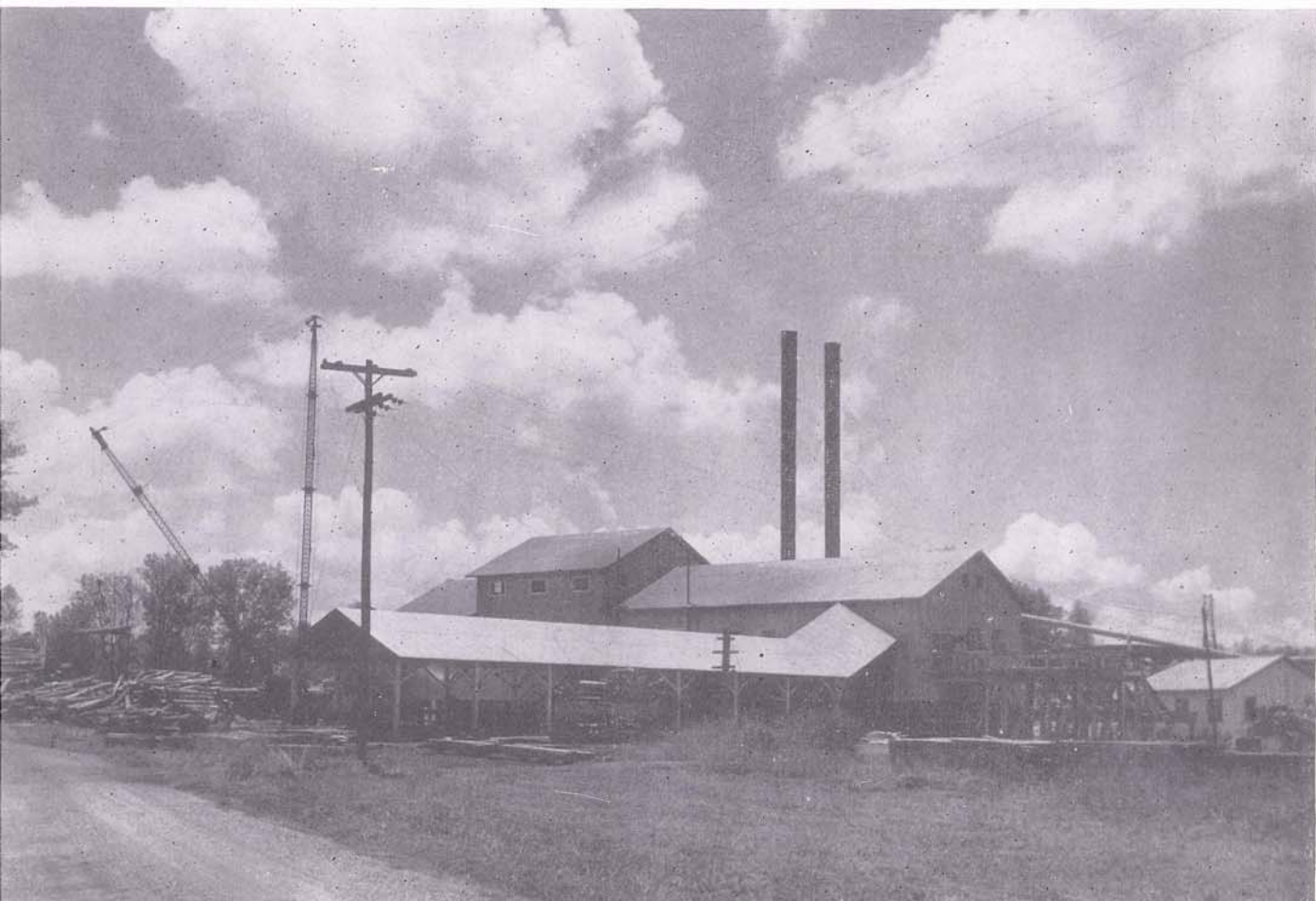
NEW REFINERY built by the Southern Cotton Oil Company at Lower Harvey.





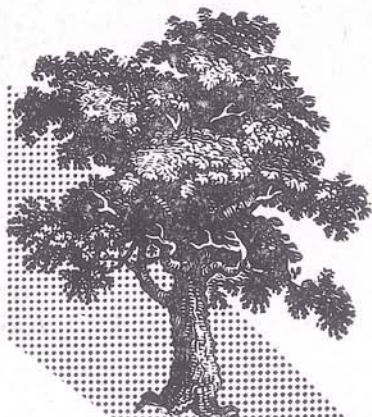
ON HARVEY CANAL, *Harvey Lumber and Supply Co.* moves oil-field pilings.

AT HARAHAH, *Ransom Lumber Co.* plant, moved here from Woodville, Miss.



the acorn

is a piker...



This photograph shows the long, tough cane fibres which, when Ferox*-treated against dry rot and termites, form the base for many Celotex building products.

© REG. U. S. PAT. OFF.

When it comes to sprouting things big, the acorn is a piker alongside the *node* from which sugar cane grows. For the acorn only fathers an oak . . . but the sugar cane *node*, through production of tough cane fibre, has sired three of the greatest advances in building history—

1 building insulation—From cane fibre in 1921 came Celotex cane fibre board . . . combining low thermal conductivity with great structural strength. For the first time, architects could reduce more economically the flow of heat and cold in all types of buildings, with a single, mass-produced, low-cost structural material. *Today, because of Celotex pioneering, heat-leaking buildings are obsolete.*

2 sound conditioning—In 1924 came another great advance from cane fibre—Acousti-Celotex perforated cane fibre tile . . . combining high sound absorption with paintability. At last architects had a practical way to build *quiet* into offices, schools, and hospitals . . . to control noise in factories . . . and to correct acoustics in churches and auditoriums. *Today, because of Acousti-Celotex, noise in business and industry is on its way out.*

3 single-wall construction—More recently the trend toward single-wall construction in residences and industrial buildings has been accelerated by the development of Cemesto . . . a fire-and-moisture-resistant asbestos cement wall unit with a cane fibre core. Cemesto, one integrated material, replaces the 8 to 10 separate layers used in building ordinary residential walls and permits the erection of industrial buildings with light-weight economical "curtain" walls, partitions and roof decks.

more to come—You'll notice one thing in common about these three contributions of cane fibre to building progress—each is a multi-function material. This illustrates the continuing objective of engineering research at Celotex . . . to give you *better building products—at lower cost.*

THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS

CELOTEX

REG. U. S. PAT. OFF.

BUILDING BOARD . . . INSULATING SHEATHING AND LATH . . . CELO-ROK ANCHOR LATH AND PLASTER
CEMESTO . . . CELO-ROK WALLBOARD . . . INTERIOR FINISH BOARDS . . . TRIPLE-SEALED SHINGLES . . . FLEXCELL



counted 15,321 citizens. By 1920 there were 21,563, and the roaring twenties jumped the total to 40,032 in 1930; in 1940 the number increased 25% to 50,427; and in the booming forties it has climbed to between ninety and one hundred thousand; it's still climbing fast, and our newcomers are 95% permanent, home-owning population.

As every literate American must know by now, the oil industry is pushing back frontiers in two dramatic directions—straight down, deeper than men have ever drilled for oil, and miles straight out from our coasts into open water. Jefferson Parish activity in both of these directions made oil history this year; you will find the complete story in another part of this Review.

Out in the Gulf several hundred new deep-sea trawlers are pushing back the rich seafood frontier, taking enormous catches of giant shrimp miles beyond their former operating limits. More than a million dollars' worth of new wharves, warehouses and equipment

MARDI GRAS BALL of Celotex employees, held in February, entertained 1200 workers and friends. Here Queen Gwendolyn Mayer and King John Murphy receive June Schultheis, 1947 Queen, and C. E. Dahlin, Captain of the Ball.

have been added to serve Jefferson's seafood industry at Grand Isle, Lafitte and between.

Transportation frontiers are being pushed back as vigorously as the others. Moisant International, at Kenner, is one of the world's largest and finest airports. The new Mays Yards of the Illinois Central System near the Huey P. Long Bridge can handle 100 cars on each of its 21 switch tracks. The new paved highway to Grand Isle, scheduled for completion before the end of the year, will enable the historic island to take its proper place as one of the nation's leading seashore resorts. Parish law enforcement forces have been mod-

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The Rheem Organization is also in the household appliance field with such items as water heaters using gas, electricity, oil or coal; automatic coal stokers for home, commerce and industry; range boilers and tanks as well as floor furnaces, wall heaters, ventilating fans and numerous other household appliances now on production lines.



WATER
HEATERS



WATER
SOFTENERS



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ernized with 2-way radio and Bertillon equipment, purchased with money saved from the sheriff's salary fund.

The housing frontier, the sports frontier, the frontiers of public welfare, civic betterment, municipal improvement, cultural advancement, education, and many more of today's frontiers are being pushed back as rapidly and as in-

telligently as they can be pushed by a happily unified population with enlightened and aggressive leadership.

As for tomorrow's frontiers, Jefferson Parish is ready—ready with plans, with confidence, with sleeves rolled up. That new bridge across the Mississippi . . . that seawall on Lake Pontchartrain . . . that Seaway from Westwego to the Gulf . . . for these and a hundred more frontiers of the future, Jefferson is ready.

People who have known the high excitement and the deep-down satisfaction of finding and conquering a frontier are apt to be ready for, and equal to, anything.

NEW 2-WAY RADIO is tried out by Sheriff Frank J. Clancy. Behind him are (left) Nolan Orgeron, in charge of the fingerprinting and photographic system, and (right) Fred Oser, superintendent of Jefferson prison.



Pushing Back the Frontiers for
Black and White Gold





By Temple H. Black

DRILLING PLATFORM constructed by Humble Oil & Refining Company in the Gulf of Mexico, eight miles out from Grand Isle.

It has been said by some that in this modern day and age, nothing more remains to be discovered; that the frontiers have all been explored and there are no new worlds to conquer.

Nothing could be farther from the truth.

The early explorers and settlers of south Louisiana would cheer from the heights of their Valhalla if they could see how modern man is pushing back the frontiers in Jefferson Parish.

Oil rigs stand stark and naked in the Gulf of Mexico, miles from land.

Dungaree-clad shrimpers breast the gentle swells of the Gulf, always moving farther and farther from land to drop their trawls in search of succulent Gulf shrimp.

Yes, the frontiers are still there, still waiting to be explored . . . beckoning to adventuresome man to come and gather the prize and the profit to be had for the taking.

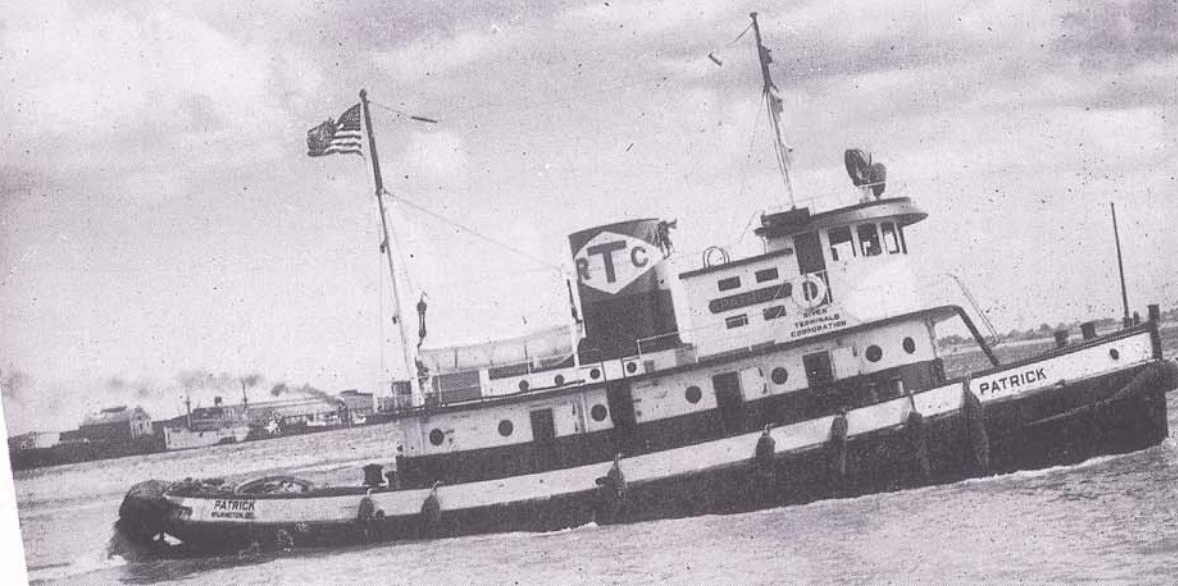
Here are your present day frontiers.

Man in his romantic search for oil to lubricate the great machines of industry has delved deeper and deeper into the earth to bring to light the liquid, black gold without which our whole civilization would stagnate.

In 1934 the Texas Company started the search for oil in Jefferson Parish. And in May of the following year, near the town of Lafitte, the first oil well flowed, 1,110 barrels a day, from a depth of 9,550 feet. That was then considered a very deep well.

But last year this same company, in a field closer to the Gulf, completed their Lafourche Basin Levee District No. 1 well as the deepest producer in the world. It was drilled to a total depth of 15,523 feet. However, the well was plugged back and completed in perforation from 13,879 to 13,904 feet.

But that was last year. Those same men, not satisfied with the world's deepest producer, staked out another location 1¼ miles northeast of it.



Serving

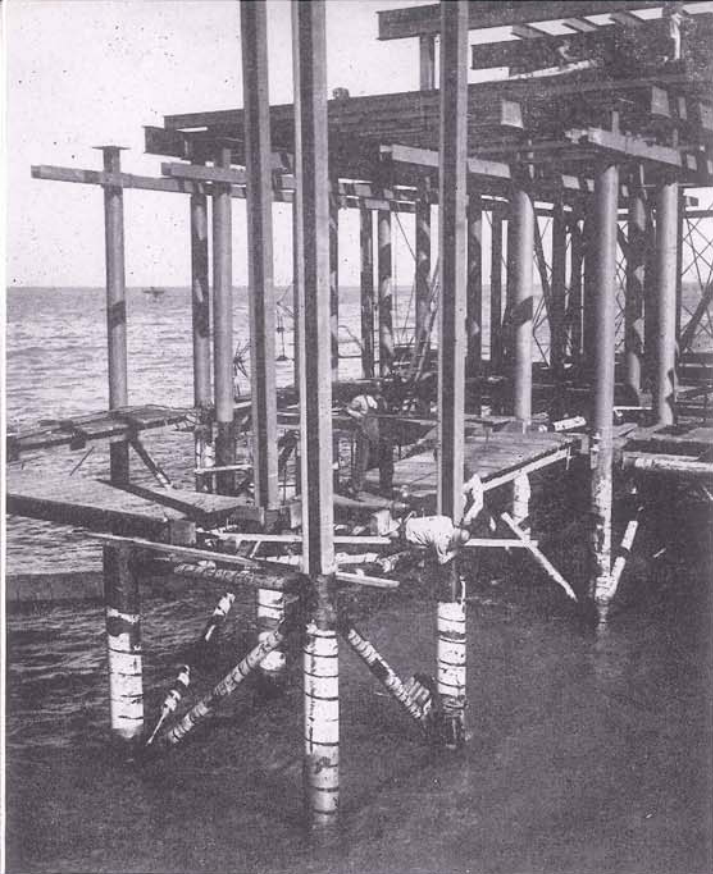
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RIVER TERMINALS *Corporation*



BULLETIN

(By The Associated Press)

New Orleans, April 1—The first test for oil in Louisiana to go below 16,000 feet has been drilled by the Texas Company.

The company reported Wednesday its operation in the Queen Bess Island area of Barataria Bay, Jefferson Parish, has been drilled to 16,068 feet—a depth of more than three miles.

The test is State-Barataria No. 4. It is located $1\frac{1}{4}$ miles northeast of the world's deepest producing oil well, drilled by the Texas Company last year.

* * * *

Under the land and the inland waters of Jefferson Parish there is an estimated known reserve of two hundred million barrels of oil. The fact did not stop the oil companies in Jefferson in their quest for oil, but the knowledge seemed to spur them on . . . on to new fields to conquer . . . fields far out in the Gulf of Mexico.

Here again a frontier is being pushed back.

Deeper, ever deeper into the earth, and farther, ever farther over the horizon goes man's search for oil.

Stand on the beach at Grand Isle, if you will, and, shading your eyes from the reflected glare of the sun, gaze

PILINGS stand in fifty feet of water. The ten-story-high structure is engineered to take the worst weather the Gulf can offer.

southward eight miles out into the Gulf.

There you will see what at first glance appears to be a great ship, attended by tugs, anchored on the horizon.

But take a boat and approach this ship.

As you come closer, you discover no ship at all. Instead you find the Humble Oil and Refining Company's drilling rig; two huge decks measuring 206 by 110 feet each, one third the size of a football field.

Here Humble is driving a well, exploring for oil beneath the continental shelf while the waves of the Gulf of Mexico lap at the rig's foundation.

This is the most ambitious venture yet and it took a heap of planning.

Humble concluded there was oil to be had under water off Grand Isle, but it involved problems not encountered on land.

In the spot selected by Humble the water was 50 feet deep. That meant that pilings to support both the drilling rig and the working platform must be sunk in this great depth and must be capable of supporting tremendous weight. It meant, too, that the platform must be able to withstand the very worst weather the Gulf could conjure up.

Experts of the Scripps Institute of Oceanography, the U. S. Army Engineers and others were consulted in gathering the data on wave forces, wave height and the frequency with which waves would strike the structure.

The same oceanographer who forecast sea conditions for the invasion of Normandy in 1944 was employed to study wave forecasting in the Gulf. Together with the records of the U. S. Weather Bureau, these unveiled the might and power of the elements.

Humble accepted the challenge of the fury of the open Gulf to drill in water twice as deep as the location of any attempt previously made for oil beneath the continental shelf. And "out where the water gets blue," this maze of steel must survive against all forces of the sea to make it possible to probe for oil beneath the Gulf floor.

The lower deck of the Humble platform is 32 feet above the mean Gulf

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level, well out of reach of the highest waves. And its two half-acre decks provide comfortable living quarters for the 54 men who work the rig.

It is possible to drill seven wells from this structure.

Arrayed on the top deck are quarters, racks for 15,000 feet of drill pipe and long strings of casing and the specially reinforced derrick. The mud storage room, living quarters, and well area on the lower deck are sheltered from offshore winds by thirteen fuel and water tanks on the seaward end of the structure.

Never before had anyone attempted to construct a stationary drilling island in fifty feet of water in the gale-swept Gulf of Mexico. The problem was enormous.

Supplying the men who live and work on the platform is a major problem, but Humble overcomes this by bringing in drinking water by barge from New Orleans (a 24-hour trip) and trucking and barging in food. The specter of bad

SECOND DEEPEST producing oil well in the world, drilled by the Texas Company in Barataria Bay, is almost 3 miles deep.

weather and rough seas is never far removed and coordination of supplies and transportation is always a difficult task.

This pioneering on the part of Humble off the coast of Jefferson Parish is the forerunner of many more tests planned by Humble and other companies.

No frontiers left to conquer?

Humble has bet \$1,200,000 on the construction of this platform to say that there are.

And now, let's take a look at another frontier which grizzled, sunburned men aboard the trawlers are pushing ever farther over the horizon.

This is the Louisiana shrimping industry—an industry that supplies the United States with more than 100,000,000 pounds of shrimp a year, or more

Protected and Outside Storage for

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INTRACOASTAL TERMINAL



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HUMBLE OIL & REFINING COMPANY

TIDE WATER ASSOCIATED OIL COMPANY

THE CALIFORNIA COMPANY

BARNSDALL OIL COMPANY

RICHMOND EXPLORATION COMPANY



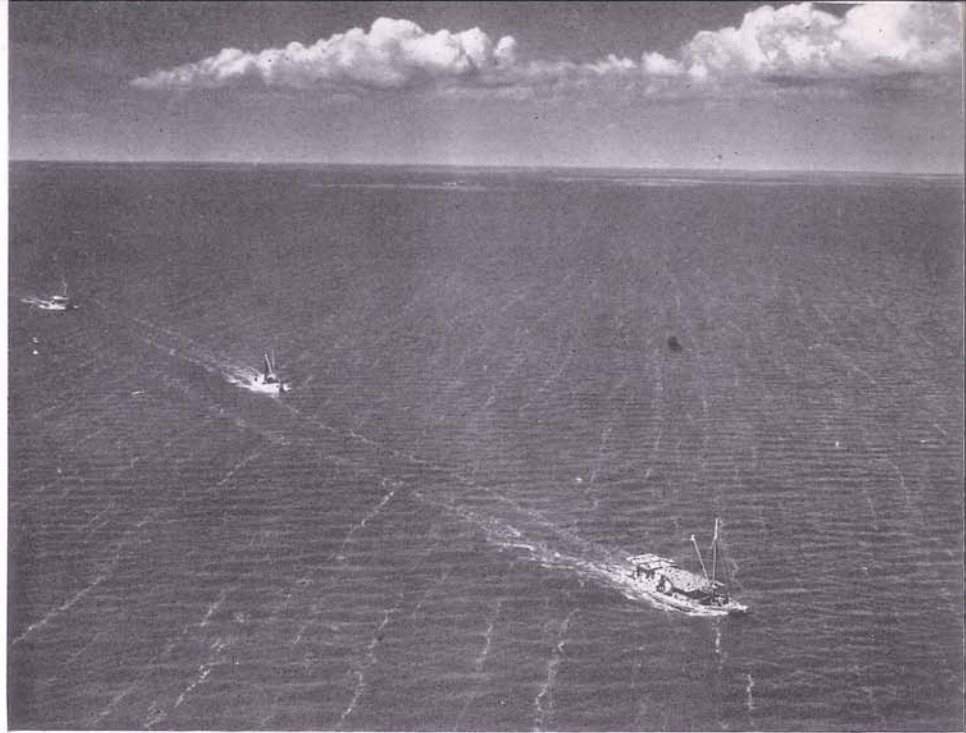
Telephone UPtown 6314

P. O. BOX 354

New Orleans Exchange

HARVEY, LA.

*Trawlers
moving through
the peaceful
waters of
Barataria Bay*



than 70% of the total United States annual catch, a great part of which is taken by the fleet fishing off the Jefferson Parish coast.

If the problems of the oil industry in drilling the deepest wells and drilling far out at sea are tremendous, the problems of the Louisiana shrimping industry are just as large and even more complex.

For to catch more shrimp, to catch larger shrimp, it is not only necessary to go farther out to sea, but you must also have some idea where the shrimp are to be found. And the fact of the matter is, there is so little information about Gulf Coast shrimp and their habits that no one can say authoritatively, "Go here, and you will find shrimp." Still the fishermen who find safe harbor in Barataria Bay and Bayou Rigaud go daily, when the law and the weather permit, through Barataria Pass into the Gulf in search of shrimp, while the scientists in their boats and their laboratories go about the task scientifically.

Dr. James Nelson Gowanloch, Chief Biologist of the Louisiana Conservation Dept. of Wildlife and Fisheries, and also Chairman of the Southwide Conference Marine Resources Committee, has worked diligently and tirelessly and is one of the leading lights in the movement for Federal Government action to help discover new shrimping grounds and thus give protection to those grounds now being "fished out."

To understand the full significance of the problem you must know the factors which were instrumental in bringing it about.

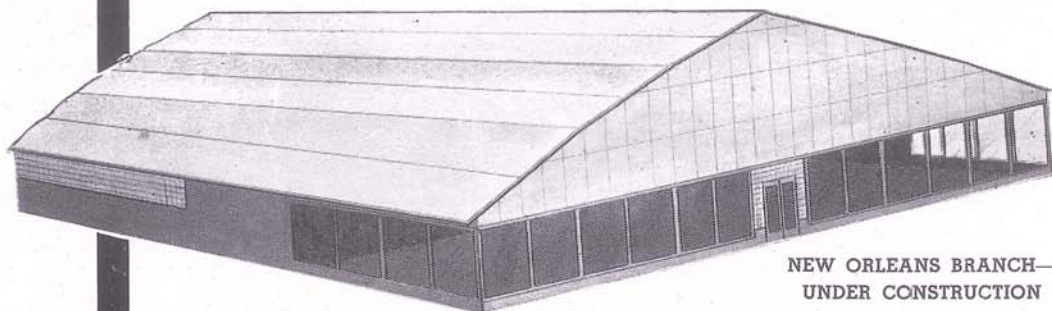
Let Dr. Gowanloch tell the story.

"The last pre-war figures on the Louisiana shrimp industry," Dr. Gowanloch says, "show that it is sixth in volume among 58 different fisheries and fourth in value of 56 different listed fisheries of the United States and Alaska.

"If this fact seems amazing," Dr. Gowanloch goes on to say, "we feel that undoubtedly it is due to the presence of the Mississippi River which for centuries has been bringing down to the Gulf the choicest topsoil of the whole upper Mississippi Valley and depositing it off the Louisiana coast. We have transferred the basic, indispensable soil from the continent to the ocean basin. It is on the floor of the Gulf, down in the mud, that shrimp are scraped into the trawl."

Yet, with this tremendous natural resource at our doorstep, fifteen years ago less was known about shrimp than any other economically important marine resource. The shrimp's habits and life story were practically a blank.

Primitive cast nets were first used to harvest the shrimp catch. These were followed in turn by 1800-foot haul seines. And the seines were succeeded by shallow draft luggers operating only 5 miles offshore.



NEW ORLEANS BRANCH—
UNDER CONSTRUCTION

"CATERPILLAR" DIESEL TRACTORS

DIESEL POWER UNITS

DIESEL MARINE ENGINES

ROAD MACHINERY

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We offer complete "Caterpillar" Sales & Service in Baton Rouge, Lake Charles, Morgan City—and shortly in Jefferson Parish with our new plant being constructed on the Air Line Highway. We would appreciate a visit at any of our locations, and look forward to serving you. Call on us for your "Caterpillar" needs.

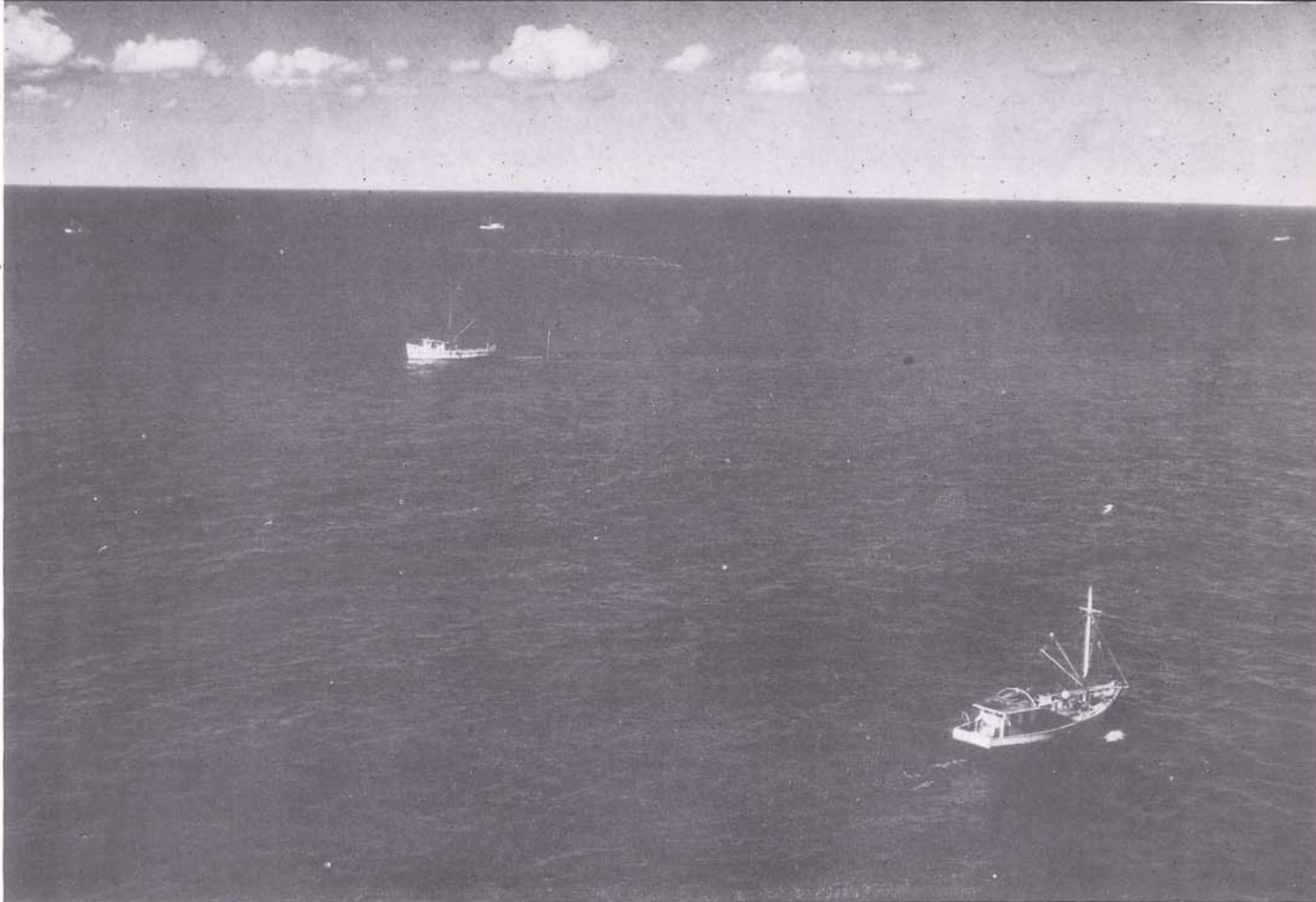
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NEW ORLEANS

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Marine Branch—Morgan City



"In 1937 came the big boats—the Florida type and the other sea-going types. With them came the discovery of heavy concentrations of large "Jumbo" shrimp miles offshore. This led to the development of a 20-million-pound additional catch where not a pound of shrimp had previously been produced," Dr. Gowanloch points out.

The State of Louisiana, becoming increasingly alarmed over the ultimate fate of so rapidly expanding a fishing industry, sought and secured the aid of the Federal Government.

From Cooperative Shrimp Investigations, the life cycle picture of the shrimp began to emerge. For instance, it was discovered that shrimp apparently live only one year. (Some fishermen still believe they live as long as 18 years.)

Naturally the war brought dark days through the depletion of manpower and the loss of equipment. But with the end of the war, a new and greater economic problem arose.

In 1940, 2400 shrimp boats operated in Louisiana. In 1946 there were 3030. These boats are increasing in size and in cost. Some are over 60 feet in length

"OUTSIDE" shrimpers, prospecting far beyond former fishermen's frontiers, have no closed season. Well-provisioned and comfortable, boats stay out as long as there's room in the hold for more shrimp.

and one recent unit cost over \$165,000.

Dr. Gowanloch believes that the Louisiana shrimp industry is biologically stabilized. By this he means that the Louisiana production fluctuates somewhere above 100,000,000 pounds per year, and that the limiting factor is apparently the capacity of the present known spawning and breeding grounds.

But, with the number of shrimp boats increasing, there are more plates to fill than pie to fill them.

"It all adds up to this," Dr. Gowanloch says, "\$30,000,000 worth of shrimp boats in Louisiana alone plus the shrimp boats of our other Gulf States will have to find other eggs in other baskets or the Louisiana shrimp industry will suffer drastically."

The biologist advocates an inventory of potential Gulf of Mexico resources, sponsored and paid for by the Federal Government.



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"The Gulf of Mexico is a vast, amazing and virtually unknown sea," he states. "One thousand miles east to west, eight hundred miles north to south, and 716,000 square miles in area, it remains in great part an enigma. The Gulf of Mexico annually produces an estimated one and one-half billion pounds of fishery products—shrimp, oysters, fish, sponges and other marine resources.

"We must be able to give the men who are investing their time, effort and money in the Gulf some of the answers they need. As it stands, we cannot do that now."

Dr. Gowanloch decries the help given in this direction to other nations.

"It is a shameful and almost incredible fact that the United States, at this moment, does not have in operation a single marine research vessel although we have presented to other nations not several, but many vessels equipped for precisely this important work of marine economic investigation.

"The actual figures of such transfer

of equipment to the Union of Soviet Socialist Republics, to the Commonwealth of the Philippines, and comparable aid to other foreign countries would startle you into alarm.

"When at this very moment, the need for such researches is greater than at any other time in our history—when we are expected to feed the world—we appear to be reaching the lowest ebb in our national support of this work, upon the sound results of which alone can be founded the successful development of our marine resources.

"The shrimp industry," Dr. Gowanloch concludes, "one of the greatest fisheries of the world, is at a most critical crossroads. Only full effort and swift action can prevent intolerable and irreparable economic damage."

Let those take heed, who say that in this modern day and age, nothing more remains to be discovered.

These are the frontiers still to be explored.

These are the frontiers that challenge men of intelligence and men of vision.

Yes, the frontiers are still there, still waiting to be crossed . . . beckoning to adventuresome man to come and gather the prize and the profit to be had for the taking.

COMING HOME through Barataria Pass, a trawler heads for Bayou Rigaud landing.

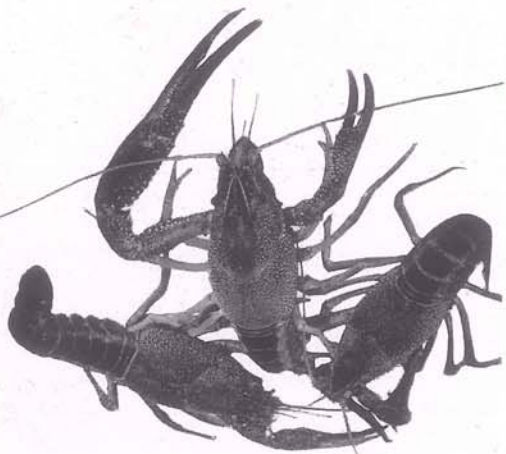




TO GIVE Review readers an intimate view of one of Jefferson Parish's most popular springtime sports, the editors and photographer Fulcran Randon accompanied the Bob Rileys and friends on a crawfishing expedition one fine Sunday in late March. Here the road to Lafitte takes them under the towering oaks of Bayou Coquille.

LET'S GO

Crawfishing!



A picture story by

TILDEN LANDRY and FULCRAN RANDON



AT THE SIDE OF THE ROAD a likely spot beckons, and the party unloads simple gear: nets, bait, a rake and a bucket. These and a picnic lunch are all you need for a day's pursuit of the *écrevisse*.



VETERAN crawfisher Randon leads the way. The fresh water crustacean lives in shallow streams and ditches, is found in abundance in this kind of marshy terrain after spring showers.



MELTS are preferred bait. They are tied in the center of the square net, whose wire frame will protrude above the water's surface. Mrs. Riley (*standing*) and Genie Riley

(*right*) unfold collapsible nets while Bert Cullom fastens bait in place, Robin Riley helps Dad cut the melts, and Haydee and Lofrend Riley kibitz.

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Vice-President

We cordially invite you to inspect our facilities whenever you are in the vicinity and to make Claverie Motors your headquarters for real Ford service.

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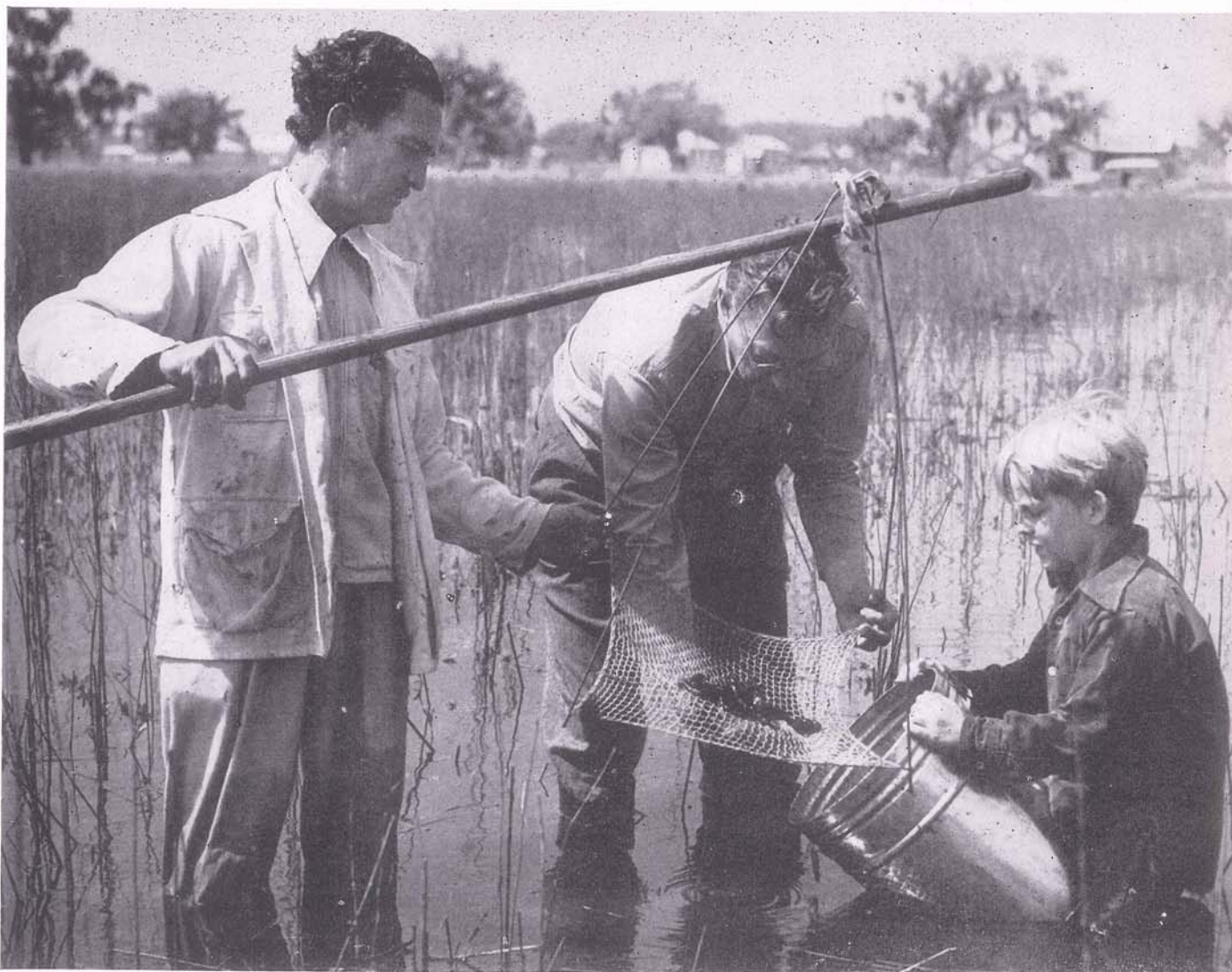
WEST SIDE TRUCK HEADQUARTERS



MUDDY WATER is a must; if the water is clear the wily crawfish will see you coming and suddenly remember a previous engagement. Business end of the rake is used to stir up suitable conditions and to remove debris.



OTHER END of rake is used to lift nets from water. Less enthusiastic crawfishermen than these often perform the whole operation from a bank without getting their feet wet. It's best to wear boots, wade right in.



CRAWFISH, which are called *crayfish* in some parts of the world and in the dictionary, too, but never anything but *crawfish* in this area, normally attain a length of three to six inches. They dig holes from a few

inches to a yard in depth and may be caught therein, barehanded, by the intrepid. On dry land the crawfish habitually walks backward, and will stand up and wave his lobster-like claws belligerently at anybody.

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AN UNHURRIED SPORT is crawfishing, with plenty of time to stop for cold drinks or to spread a feast under a moss-hung tree. In another guise crawfishing is a considerable industry; during the season (March-April-

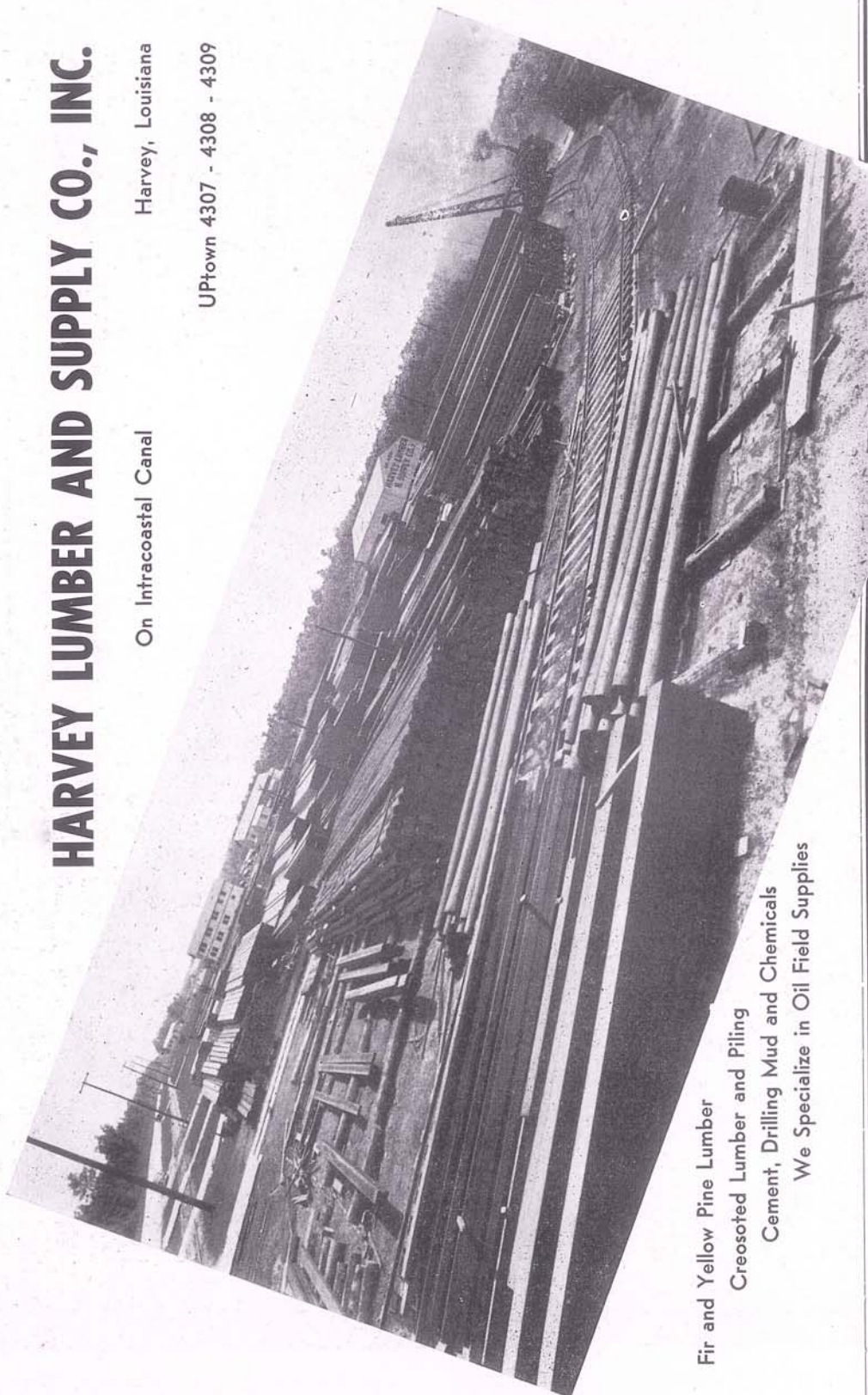
May) huge quantities are commercially caught for marketing to packers and restaurants. But to most of us crawfishing offers a delightful and inexpensive way to enjoy a day in the open; and when we get home . . .

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A BANQUET — simple to prepare, and fit for kings. Into the water first go onions, garlic, lemons, salt, pepper, worcestershire sauce, and a combination of herbs and spices which you can get anywhere in these parts,

by asking for "crab boil". Stir well and bring to a boil before you put the crawfish in. It's more fun out-of-doors, over an open fire, preferably by charcoal, which gives an intense, steady cooking heat.

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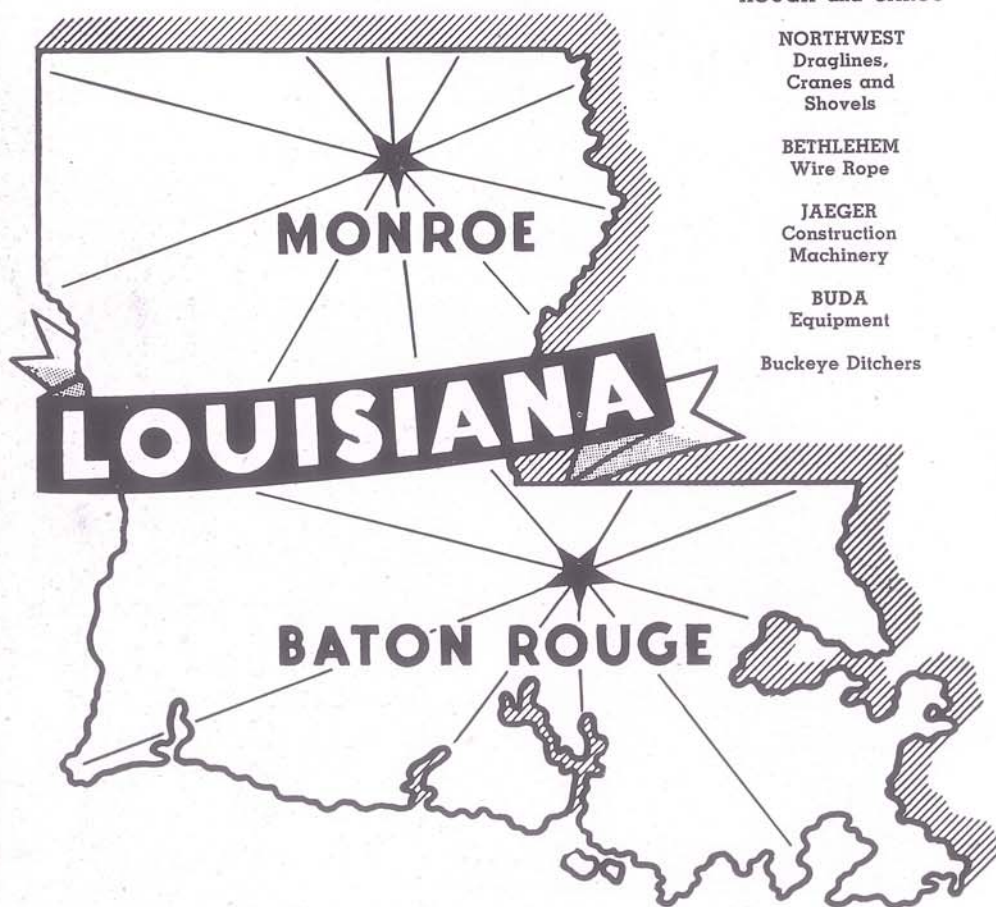
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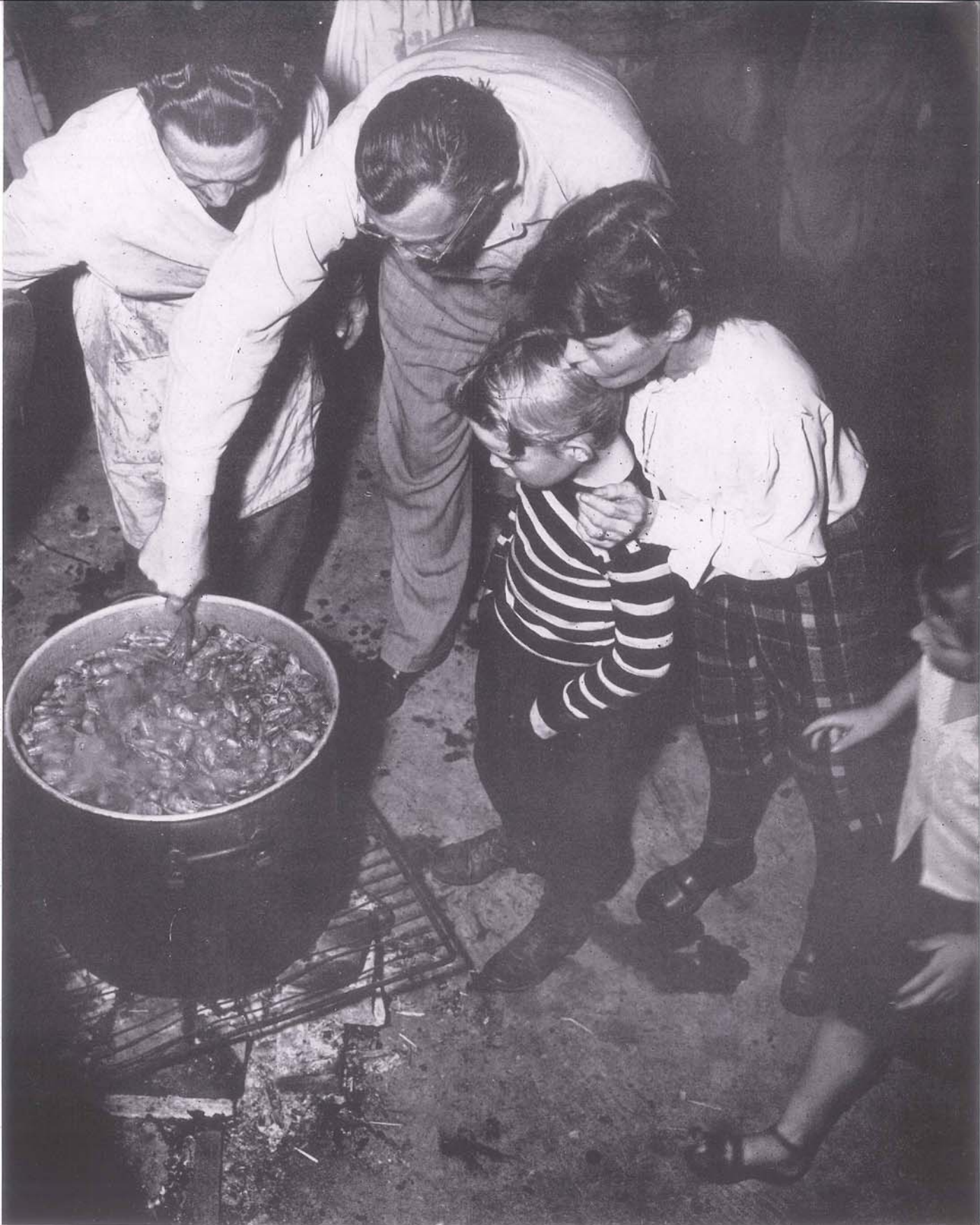
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ALMOST READY! Crawfish remain on the the fire at boiling point for five minutes, are then removed from fire and allowed to simmer in the pot for twenty minutes. Mean-

while garlic bread is being prepared, beer is being iced, and neighbors begin to wander in, attracted by one of the world's most exciting aromas.

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RED CRAWFISH spread on a white bed of cracked ice — fifty pounds of crawfish, a hundred pounds of ice — and keeping the crowd away from the table long enough to get this picture was perhaps the most remarkable accomplishment of Fulcran Randon's career.

A DELICACY BEYOND DESCRIPTION is the crawfish; no pictures, no words can truly tell you what it is like—but like hundreds of other thrills that await you in this pleasure-packed parish, it is yours to experience, to enjoy, to remember always; the space at the end of the table is reserved for *you*.





Go West-Side,

New Orleans, to your

NEW FRONTIER

By Thomas Ewing Dabney

New Orleans is today frontier, as it was at its founding two and a half centuries ago. Not frontier in the literal sense of Bienville when he stood in the wilderness that is now Jackson Square and hoped the insignificant port he laid out would serve the Mississippi Valley when and if; but frontier in the philosophical, the true meaning of the term to which the advance into the unknown

NEW ORLEANS from the air, looking downriver. Proposed west bank seaway would enter river at Nine Mile Point, center foreground, just beyond bridge.

is merely incidental to the use of the opportunities thereof.

Human activity, since the beginning of life, has always possessed the land and has cluttered the earth with the shards and broken columns of civilizations which tried to meet the future with the past and went down under those better able to pick up the new and larger challenges of every advance.

By this definition New Orleans has always been frontier and always will

be; so has been and will be every community or nation worthy of enduring. Bienville's problems of felling trees, moving clumsy sailing ships against the current's thrust and finding settlers able to endure the desolation, have yielded to the increasing demands of river floods, pestilence, drainage and water supply, street-paving (long believed impossible) and canal-digging to meet transportation needs, changing agricultural economies, the financial crash of the War Between the States, the re-designing of the river itself to fit the larger ships—all of which were frontiers, the new and larger exactions on those who would win through to a larger future.

All of these frontiers New Orleans has conquered, and that is the reason why the port has grown far beyond the envisionings of the past. Now it is against the new frontier of industrial development, and it demands that New Orleans re-locate and re-design its mighty port facilities so that factories will have the land on which to build, and the securities and economies in

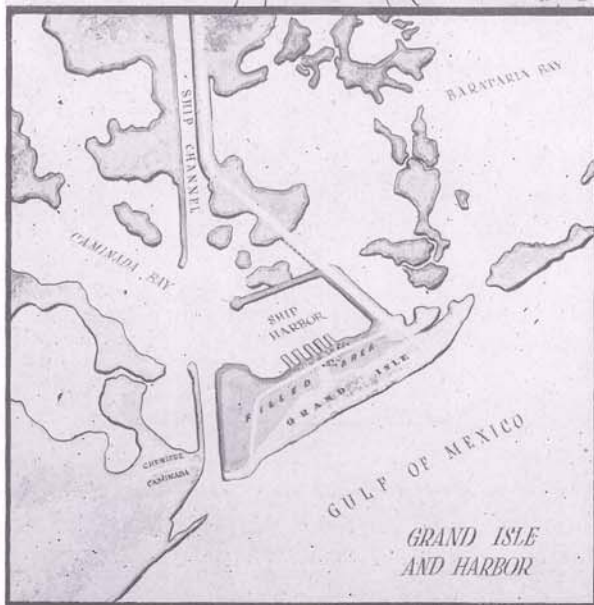
ocean transportation for which a highly competitive world-trade calls.

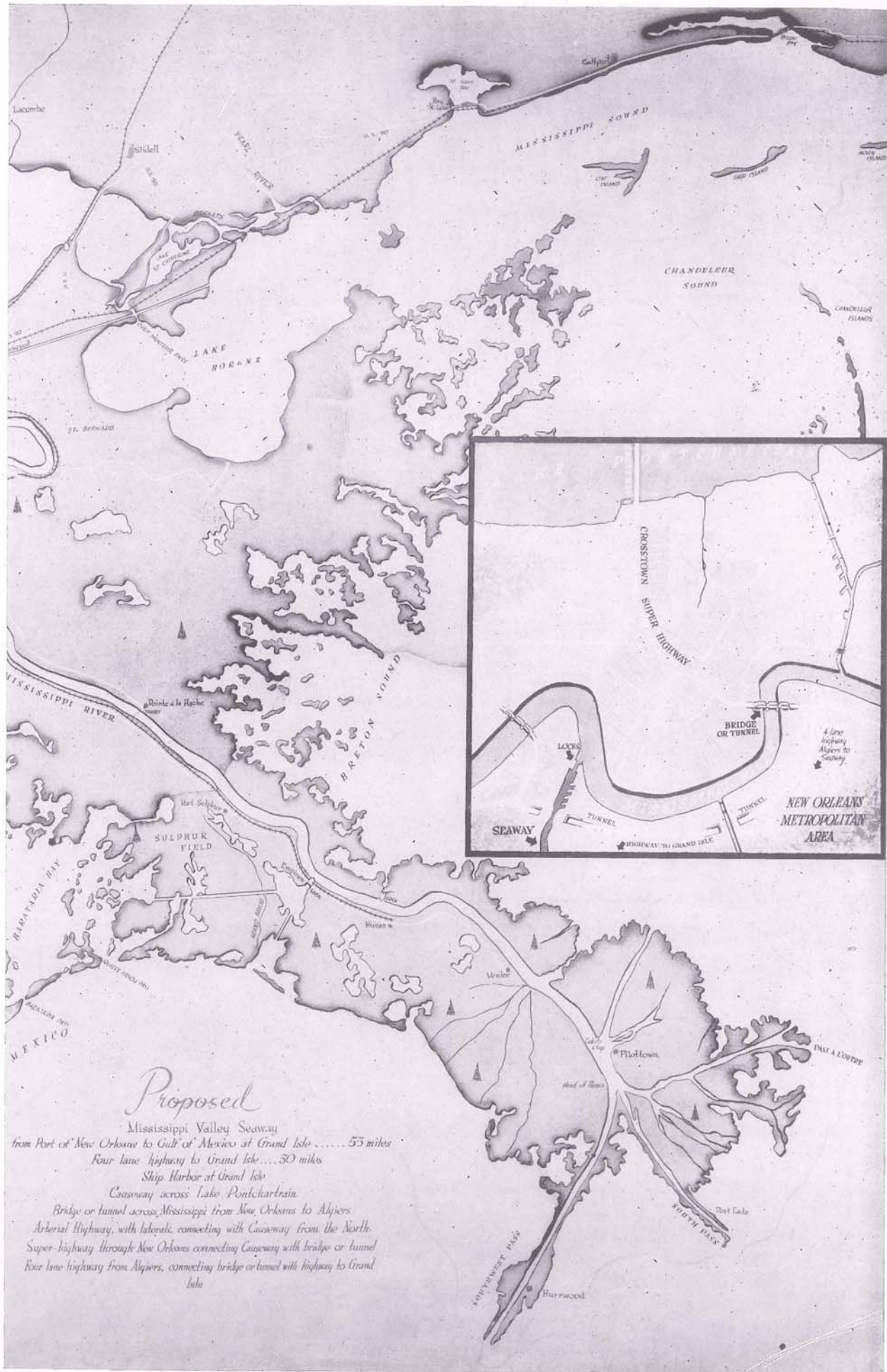
As the city has outgrown the boundaries of its founding, spilling into the swamps beyond (some of them below sea-level) and spreading into adjoining parishes (counties), so the port has outgrown the great river which gave it birth, and now must get a new business sustenance, even as the baby must leave his mother's breast if he is to rise to man's stature.

The fundamental demand of a port—easy, safe and economical movement of ocean tonnage—made this inevitable as soon as New Orleans proved itself in the world-design. Even in the early days, harrows and dredges and powder-blasts were needed to help the small ships across the bar at the mouth of the river; larger vessels, in the latter part of the last century, found relief in the Eads jetties at South Pass, but not for long; because as this century opened, the government was trying to create a larger channel, hoping to jetty Southwest Pass to 35 feet of water a thousand



SITE of seaway's new port and locks shows ample room for industrial development. In the foreground is Westwego; Huey P. Long Bridge is seen in upper center.





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feet wide, a hope it has not yet realized, and probably never will.

New Orleans has grown in spite of these Passes. Both impose large hazards on ships because of the angle at which they must enter the current's drive; winter and spring fogs add to the dangers and pile up costly delays, not only restricting the movement to the daylight hours, but also immobilizing it for days and weeks, as, for instance, in March of this year when 60 vessels were paralyzed for four or five days, and one of them, the S. S. William H. Thomas, an army transport, was stuck in the mud for 20 days.

The difficulties do not end at the Passes; above them lie 100 miles of twisting river, sometimes drenched in fog, with a current stiff and dangerous, especially during high water.

At the port, the vessels find docks paralleling the river levee, which at their building ranked with the best in the world, but which do not meet the efficiency and economy requirements of the new competition. Able to sustain only 350 pounds per square foot of floor space, as compared with the 1000 pounds of a different type of construction, they do not reach the demands of modern shipping, and the maximum 22-foot variation in the loading level, as the river rises or falls, is at times another handicap.

Nearly a century ago port-thinkers urged the dredging of a canal to take the place of the river approach to New Orleans. In the first quarter of this century the dock board, at the request of New Orleans business leaders of that day, built the Industrial Canal to meet some of the demands of world trade, but an effective operations policy to develop it was not established, so a gasoline tax now supports this white elephant. Such organizations as the National Rivers and Harbors Congress have declared the need of a new seaway harbor, the expansion of the canal idea; and Army engineers, after long holding out against it, have proclaimed the need, the economy and the feasibility of this solution.

Army engineers, in 1947, were about to endorse a project to open such a seaway from the Industrial Canal through the marshes below Lake Borgne to the 40-foot contour of the Gulf of Mexico south of Chandeleur Island, 79 miles away; 30 of those miles to be between

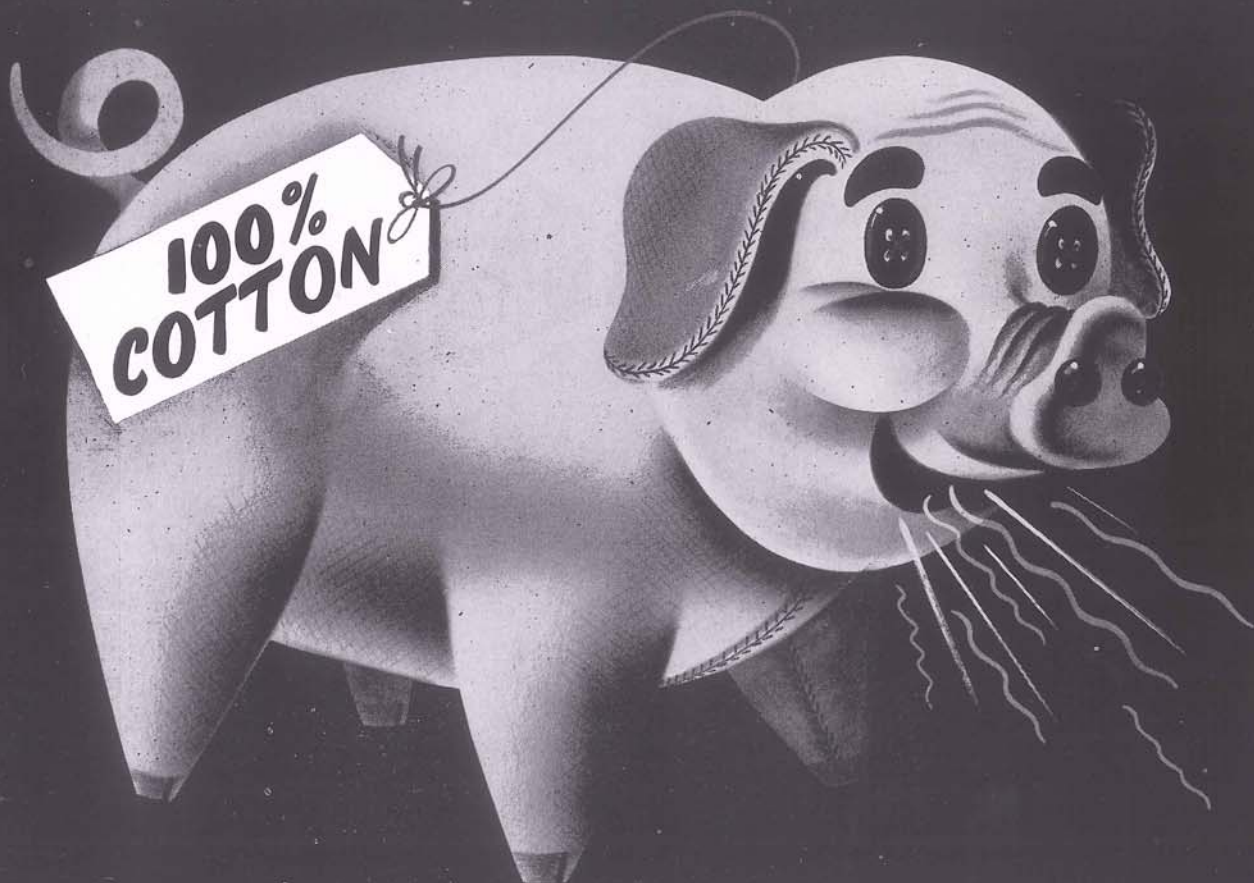


OCEAN FREIGHT and passenger traffic into the port of New Orleans, daily growing, demands safer, more economical channel.

jetties in shallow open water, the longest jetties in the world and probably the most costly to maintain, tidal and storm conditions being what they are. The cost of this project was then estimated at \$112,000,000.

The dock board, which operates the public wharves of New Orleans and which built the Industrial Canal, approved this route, hoping that this development would help to save the \$20,000,000 investment which dock board policies had nullified. But other interests proposed a different route for the seaway—on the west side of the Mississippi, from Westwego south to Grand Isle (west end) and the 40-foot contour three miles beyond, total length 55 miles. Estimated cost \$75,000,000, including as part thereof an \$18,000,000 twin ship lock of 40 ft. depth over sills from sea to river level, a saving of \$37,000,000 of the taxpayers' money over the East Bank route.

These interests had so much merit on their side, and they put so much vigor behind their presentment that the engineers held up their east-bank endorsement. They announced they must give the subject further study. The hurri-



IF *Cotton* HAD A SQUEAL...

Pork packers take pride in saving "everything but the squeal." The cotton industry, too, is making valuable by-products of everything produced in the field. The wonders of chemurgy have given new values to the cotton seed and the stalk, and new promise to the fruits of Louisiana soil.

This is adding worth to Nature's resources . . . putting them to work for mankind. This is **practical conservation**.

It's the same way with natural gas, for gas would be worth less if it remained **unused** in the ground. It takes companies like United Gas—gathering, processing, transporting it . . . making it available for **use**—to give it value. A natural resource thus conserved furthers industrial development, creates jobs, benefits every family in Louisiana.

Louisiana cotton has long been the backbone of Louisiana agriculture, pouring more than \$50,000,000 into farmers' pockets in one recent year. Nearly a million acres planted in cotton produced 395,000 bales that year, with the lint worth more than \$46,000,000 and the seed worth \$5,500,000. In addition, thousands of other folks earn their living in the handling or processing of Louisiana cotton. This is Free Enterprise at work—private capital and private citizens working together to bring prosperity to Louisiana and all her people.

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MAJORITY of city's rail and highway traffic enters from this direction, through Jefferson Parish. Moisant Airport is in center background.

cane of September 19, 1947 and the rush of water under which it submerged the east-side route made them and others think more deeply and constructively on the problem; and many influential men who formerly favored the east-side now see that the west-side route is better.

The dock board still holds out for the east-side, for reasons of salvage, and it has a powerful influence in New Orleans, especially that part of New Orleans which still visualizes the city and port in terms of the long-ago, when transportation facilities restricted movement to the immediate environs of Canal street. Many in New Orleans are unaware of the amazing progress the west side has made in the past two or three decades, and that Jefferson Parish, through which the west-side route is projected, produces approximately 60 per cent of the industrial output of the entire New Orleans area that is shipped out of the port. They speak, on occasion, of Greater New Orleans, but the term has no real meaning for them, and for the most part they think of the west-side as the vague and remote wilderness of Lafitte's day, known only to the jolly pirates of a romantic period. They have no conception of how close this proposed development is to their own front yards. They know that New Orleans has become unwieldy and crowded, but they do not see the great opportunities of this frontier—in occupancy—for a community whose growth has exhausted the possibilities of economic expansion on the east side, or is close to that point.

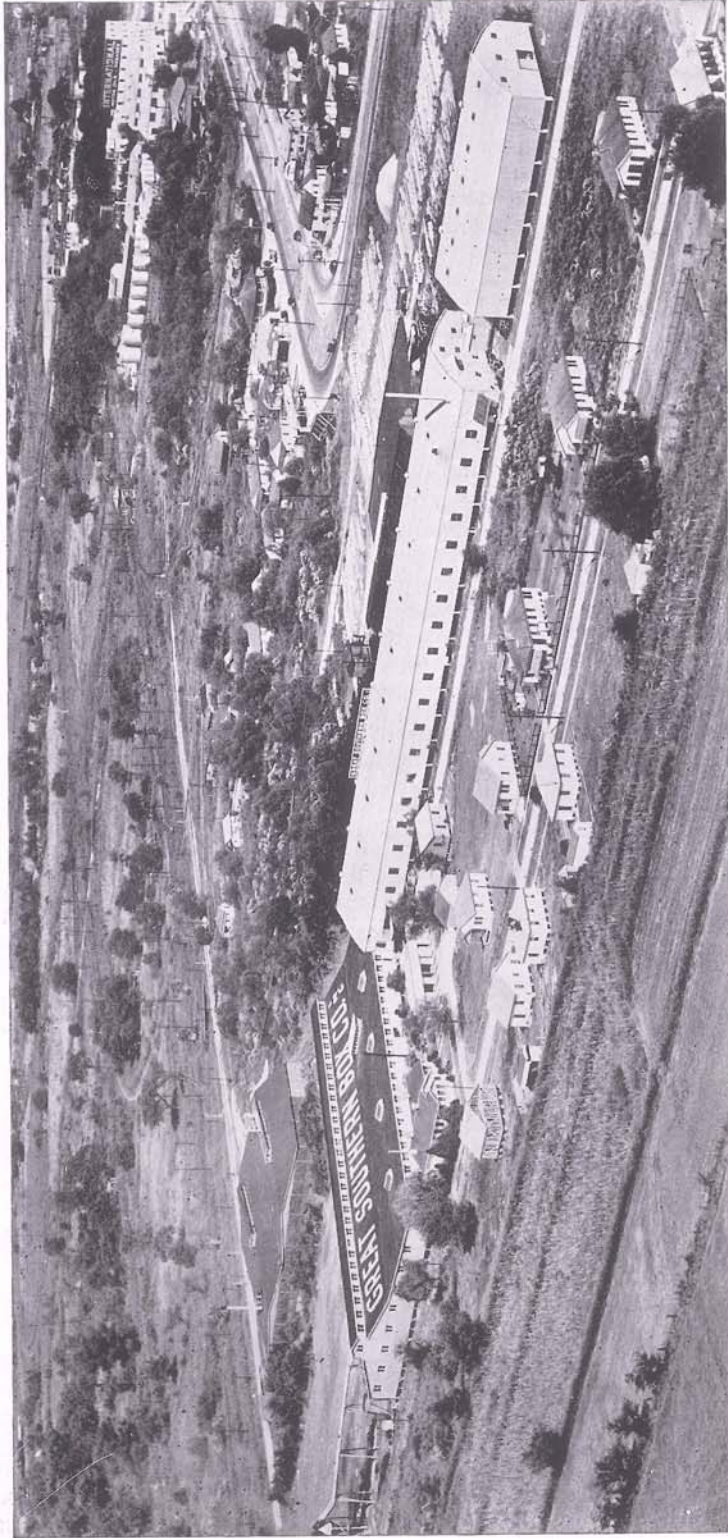
To that part of New Orleans which is above Canal Street—and this includes

the city's principal development—the Westwego site is a good deal closer than the Industrial Canal. A two-mile radius from the proposed port at Westwego takes in the riverfront area from the Huey P. Long bridge to Audubon Park and the coal tipple and reaches to Tulane and Loyola universities; a four-mile radius reaches as far as the New Orleans Country Club and the Tulane-Carrollton intersection; a six-mile radius takes in most of the city to Esplanade avenue; an eight-mile radius sweeps in everything to the Industrial Canal locks; and a ten-mile radius not only takes in the entire city, but includes miles of marshes beyond Chalmette Slip.

The route of the proposed Mississippi Valley Seaway on the west-side is through land which is almost as it was in the early frontier days, and therefore lends itself to such a creation as a clean sheet of paper does to a new design. The fields which supported the first agricultural civilization and swelled to plantation opulence when New Orleans achieved fabulously as a brokerage port because of the steamboat, have, in the transition to the industrial period, now at its beginning hereabouts, been abandoned to wild growth. The lands stretch unoccupied and but slightly touched by human works to the Gulf of Mexico. In contrast, the Industrial Canal route, on the east-side, is through a section in which highway, railroad and other developments have posed vast engineering problems and heavy costs to creation on such a large scale as harbor-building entails. It would be hard to find anywhere in the country a stretch of territory with fewer natural or artificial obstacles than the west-side route; and the ground itself seems to be less subject to hurricane damage than the east-side route, as proved in the last September storm, which put operations in the Industrial Canal area under water, and as proved by previous hurricanes of record which flooded only the lower end of the west-side route.

Engineering data indicates that soil conditions on the west-side impose fewer problems on canal dredging and maintenance than on the east-side, even disregarding the 30 miles of proposed east-side jetties, which alone should make one stop, look and listen.

This is a basic consideration; for it will be necessary to dredge a canal 40



GREAT SOUTHERN BOX COMPANY, INC.

Southport - - - - Louisiana

feet deep and 600 feet wide at the bottom; and the excavation for the twin locks to the river, each lock 80 feet wide, 800 feet long and 40 feet deep—considerably larger than the Industrial Canal's single lock, 31.5 feet in depth. The material dredged from the seaway would raise the ground level four feet for half a mile on each side; it would be a firm foundation, able to support the weight of any except the heaviest type of facility that might be built. Through this unoccupied territory the harbor could be extended, by lateral slips, almost indefinitely. The fill along the seaway would provide a roadbed for a direct, hard-surfaced highway to Grand Isle, a notable water resort even with today's poor and roundabout transportation route, and it would be brought within less than 55 miles of New Orleans.

Such a harbor would offer ocean tonnage many economies. Heavy bar and river pilotage charges would be eliminated; fogs caused by the cold river meeting the warm Gulf, would not tie up the ship movement, for the water temperature would be the same all the way to New Orleans; and the turnaround of ships would be greatly speeded. Shipping men estimate a saving of at least a \$1 per ton of cargo.

A big encouragement to foreign trade and the industrial growth which supports it, moreover, is offered when private enterprise can own and develop its own waterfront facilities. This the dock board can not permit under the laws governing river frontage, and has not been willing to permit on the Industrial Canal, which does not come under those inhibitions.

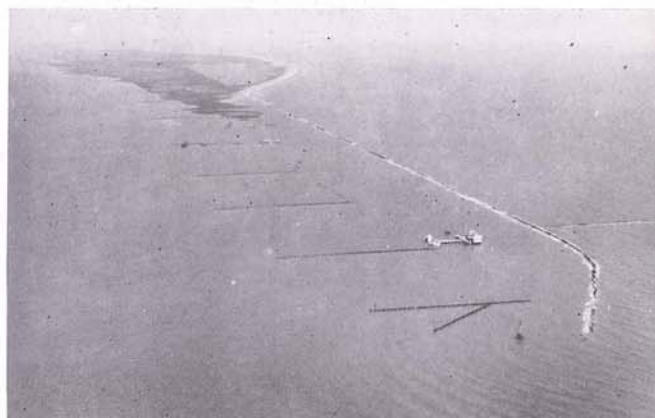
In every port in this country, except New Orleans, industry can own or control its water frontage. New Orleans alone has maintained the policy of the Closed Door. This has raised a great and increasing competition. Houston, Isabelle, Corpus Christi, Beaumont, Port Arthur, Lake Charles, Pascagoula and Mobile are today proof of what happens when any monopoly tried to force trade into uneconomic restrictions.

The maritime movement which is piling up increasing totals in those ports would today be building the economic greatness of New Orleans if New Orleans itself had not willed otherwise. They are among the reasons why New Orleans, which a hundred years ago was this country's most fabulous port, is now actually in seventh place.

Houston especially, the particular worry of New Orleans, was a country town when New Orleans was the wealthiest city in the United States. It was not even a port until 1914—and New Orleans then had the advantage of maritime growth extending over more than two hundred years. Houston dredged a channel through an insignificant bayou, and on September 7, 1914, opened a tidewater harbor to the private ownership and operation which New Orleans denied. By 1945, the Houston port had drawn in an investment of more than \$600,000,000 in waterfront industry and operation, and in contrast New Orleans was supporting its Industrial Canal with \$2,500,000 a year of gasoline taxes. Now Houston has under way a \$31,000,000 program to widen and deepen the channel, build new water-side facilities, and drive two tunnels beneath the ship channel, to expedite the business improvement. The tunnels will be able to move 16,000 motor vehicles a day, as compared with the 3,272 by the three existing ferries across the ship channel. This carries its own comment on today's business in Houston, and what is expected tomorrow. The present development will give Houston 80 ship berths, which is more than New Orleans now has.

The port—like any business—should be where the movement is or can be developed. Bienville established it at the best site on the river his restrictions allowed; but conditions have changed, and the man whose foresight it is traditional for New Orleans to applaud would not make that choice today. For despite the small encouragement New

JETTIES at Southwest Pass, similar in type to those which would be required at Gulf end of proposed east bank ship channel.



JEFFERSON DEMOCRAT

Official Journal of the

PARISH OF *JEFFERSON*

SINCE 1896

Gretna, Louisiana

Orleans has given the west-side and upstream development into Jefferson Parish, the predominant growth has been in those directions. The Huey P. Long bridge in 1935 merely recognized a movement which had already begun; and the Moses report of 1946 emphasized the new direction economic changes have given the city's growth when it said, "The natural area of residential expansion at New Orleans is in the direction of Algiers and Gretna," west-side communities which have made astonishing growth during this century.

For nearly a hundred industries have built plants in that part of the New Orleans community which is Jefferson Parish. Most of them are on the west side of the river, close to the proposed site of the Mississippi Valley Seaway. The area between Algiers and Avondale has a population of 85,000; it contains more than 90 industrial establishments which employ 9500 persons and pay them \$21,000,000 a year. Headed by the Celotex company with its tremendous investment, some of these plants are the largest of their kind in the world. They have steadily increased plant capacity, as the thousands of homes and commercial structures built, building and planned, copiously testify.

Five of the eight trunk line railway systems which serve New Orleans enter the city and port from the west, and they carry 75 per cent of the import and export tonnage that moves by rail. These are the Illinois Central, the Louisiana and Arkansas, the Texas and Pacific, the Missouri Pacific and the Southern Pacific. For them a west-side port is more convenient and economical than an east-side one. Only the Louisville and Nashville, the Southern, and the Gulf, Mobile and Ohio lines enter from the east.

This is the development which a short-sighted conception of the port of the future would ignore in building the new harbor as far from the business as it can get; this is the transportation movement which it would ignore in attempting to force through its residential congestion the bulk of the rail-borne import and export movement using the port.

When the Harvey Canal locks on the west side of the river were completed in 1934, the territory they opened for the Intracoastal Canal service was pretty much wilderness, and plans at that time put large emphasis on landscaping

the river end of the waterway. For Harvey needed that — or something. Now that area is piled high with industrial progress, and the attractive homes which that brings. Everybody then hoped that the engineers' estimate of tonnage which might be moved would not prove to be too far off; but who could have visualized then the great business that has grown along the waterway in two decades? The movement has been so great that an additional connection with the river is now being built. Thus does Harvey emphasize the importance of bringing together land and water transportation in a location where expansion is possible. If the local and regional movement can do this, what great growth a seaway, which serves the world, could evoke—provided it is given the right location!

The empire of oil has made New Orleans one of its capitals, and Jefferson is one of the main reasons for this. All but eleven barrels of the production in Greater New Orleans comes from the 138 wells in west-side Jefferson; they produced (April allowable) 25,901 barrels a day. Such companies as Texas, California, Humble, Shell, Pan American and Gulf have joined industrial operation on the west side and contributed greatly to it. One small refinery is already functioning there, and one is under construction. Many oil-well supply houses have established branches there. The investment and the payroll are large, and increasing; and this is just the beginning of the movement made possible by transportation and other facilities.

Not only are sites cheaper on the west side than the \$10,000 an acre valuation in the Industrial Canal area, they are in larger supply. They are in the trend, which the east-side proposal ignores. That trend is emphasized not only by the rail movement of the west, but also by the flow of water-borne commerce for import and export, only about 20 per cent of which goes through the Industrial Canal locks via the Intracoastal Canal east of the river, as compared with 80 per cent moving through the Harvey Canal or up or down river.

A tidewater port on the west side would facilitate the trans-shipment of rail and barge traffic, at a substantial savings to rail lines, barge lines, ship owners and the public. Another advantage would be the elimination of rail interference in New Orleans, the nat-



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ural result of reducing the tonnage dragged through the city to and from ships—75 per cent of which tonnage is moved by railroads entering the city from the west. Still another advantage would be the relief of congestion in the Mississippi River in front of New Orleans, a dangerous stretch of current. Nearly half of the ocean tonnage of the New Orleans-Baton Rouge customs district is to or from Westwego or points above. If the seaway and harbor were built on the east side this traffic would have to move via the Industrial Canal lock and up the river past New Orleans, as is now the case with the river approach to the port; a west-side seaway, connecting with the river at Westwego, would take this traffic from the New Orleans river and leave that section free for the movement of vessels which use the facilities there.

The west-side seaway would cut half the distance and the time in the ship movement between New Orleans and the open sea. By river it is 108 miles to the Gulf via South Pass, 115 via Southwest Pass; by the west-side seaway it would be 55 miles. The east-bank route, 79 miles, would sacrifice part of that advantage.

For most of the ships now using the harbor of New Orleans, the west-side

seaway would provide the shortest routes to seaports on both the Atlantic and Pacific coasts of this country, and to foreign ports; the saving would be greatest for vessels serving the territory with which New Orleans' future is most strongly identified, those using the Yucatan channel (to the Panama Canal and Central and South America), and those plying between the west Gulf ports and New Orleans.

Océan vessels find their best going in the open sea; and the seaway would be virtually an extension of the sea to dockside, a straight, still-water channel, easy to navigate no matter what the weather conditions, and half the length of a twisting river with a current which may reach in flood, six to eight miles an hour and the turbulence and cross-currents of which are always a menace, especially during high water periods.

The seaway would moreover open the port to vessels which cannot use it now. Because of competition and the increased costs of operation the trend has been and is towards larger vessels. The average draft of ships using the port of New Orleans has, in the 1932-1942 decade, increased from 18.8 feet to 21.9. Many ships cannot enter the river at all—an increasing number. The river entrance has never been able to achieve a 35-foot depth, and when the Industrial Canal was completed in 1921, its locks were given a depth of only 31.5 feet. The seaway would have a 40-foot channel from the sea and into the river, through the twin locks.

FREIGHTER at busy docks on the river at Westwego, near site of projected new locks and harbor.



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GRETNA, LOUISIANA



DENSELY POPULATED *midtown New Orleans would have to be traversed by all freight entering from the west if east bank port and channel were built.*

New Orleans, when it set about the creation of a world airport, moved 15 miles upriver and into Jefferson Parish to build the necessary facilities. This is in the direction of the city's growth, and it is in an area where land is abundant and cheap. No one worries about the distance of the airport from Lee monument, or its political boundaries. But such considerations have confused and are continuing to confuse the seaway choice, and have brought a certain amount of pressure upon making an uneconomic choice of location, on the east bank.

As a matter of fact the west side is not much farther away from New Orleans than the width of the river. The Westwego terminals would be about opposite the United States Engineers' District Headquarters on the river at the foot of Prytania street. They would be closer to the business district of New Orleans than the Industrial Canal—still closer, in miles and time, when a bridge or tunnel is thrown across the river somewhere between Jackson avenue and Canal street, a development which is sure to come, taking the place of five ferries.

Even today the West Bank is as much a part of New Orleans as is the Garden District or Carrollton. Its interests are the interests of New Orleans, its business helps to swell the totals of New Orleans. But New Orleans seldom thinks constructively of the west side; it looks in that direction through diminishing glasses; its antagonisms are as incomprehensible as its failure to evaluate what is going on there.

If the dock board had operated the Industrial Canal along the lines intended when the project was launched, the development along that waterway might now be so great that the seaway

would have to tie in with it. But since the dock board did not do this, New Orleans can now choose the ideal location. As far back as 1930, Army engineers, after studying nine possible routes for a canal to the sea, said this west-side location offered the largest advantages. (Report dated June 11, 1930, may be found in Document No. 46, committee on rivers and harbors, House of Representatives, 71st Congress.)

That was when the seaway proposal was in the academic stage and nothing clouded the issue. Now that the situation has become so desperate for New Orleans, and private, public and official sentiment is becoming insistent, and New Orleans is poised to crash this new economic frontier, influences have been at work and pressures have been applied to disregard the west-side advantages and throw the taxpayers' millions into the weaker situation on the east side. Had it not been for the people of Jefferson Parish, the engineers would probably have approved the Industrial Canal route last year. For several years the Police Jury and other officials and many citizens of note in Jefferson and some organizations in Orleans Parish have been urging the advantages of the west-side route, despite the frowns of political and business interests on the New Orleans side of the river. The inescapable facts and the convincing analysis presented to the Army engineers had apparently given them a new and broader comprehension of the situation, especially in its economic values; and instead of making the expected decision for the east side, within sixty days after the public hearing of 1947, the engineers announced they must give the issue further thought.

EDITOR'S NOTE: *Since this article was prepared by Thomas Ewing Dabney, it has been announced that the east bank seaway route has been approved by Lt. Gen. Raymond A. Wheeler, chief of Army engineers.*

The project has still to be submitted to the director of the budget

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for approval, after which it must await action by Congress.

What will happen to the Industrial Canal and the riverfront facilities when the seaway is built on the west side?

The Industrial Canal is already an economic failure, its operation cost larger than its service return, so the west-side seaway could only proclaim an existing fact and could not be charged with contributing to the debacle. As for the riverfront facilities, most of them have already shown their obsolescence for modern and efficient handling; the comparative retrogression of the port's business with them reveals itself when we analyze the figures. They are large, but they point to the dismal fact that New Orleans has only about one-twentieth of the foreign trade of this country's seven leading

ports. When old methods and machinery become obsolete, private industry junks them for new; public operation must obey the same law of progress. New Orleans can become the greatest port of the United States, or go so close to the top that the difference will not be worth worrying about, if it puts in the proper facilities, economics and policies. The business wants to come to New Orleans. European trade gave New York its large advantage, and now Europe is bankrupt. Latin American trade is really beginning to throw its weight, and that is at the front door of New Orleans. The city has already made impressive preparations for this future: International House in 1946, the free-port zone in 1947, and the International Trade Mart in 1948 show its strengthening world-grasp. But these will fall like a house of cards if New Orleans does not put steel and concrete foundations under them. The steel and concrete of a new port, created to meet new conditions—a seaway port on the west side, where the frontier challenges tomorrow, as the frontier always does.

UPRIVER is the normal direction of expansion for river cities; west bank seaway plan goes with the grain of this trend, east bank project goes against it.





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KENNER, LOUISIANA



In Cottam Park, one of Metairie's many new homes.

The Home Frontier

JEFFERSON'S ANSWER TO THE HOUSING PROBLEM

By R. W. Hartshorn

Jefferson Parish stepped into the lead in the vital housing field in 1947, pushing back this frontier at a rate unprecedented in its history.

Paralleling the industrial and overall development of the parish, construction of all types of homes, from modest single cottages to elaborate and expensive mansions, was accelerated at a pace unmatched in the New Orleans area.

Entire new subdivisions were developed, many for veterans of World War II. Participation of the Federal Housing Administration in most of these

projects insured a high standard of home building.

Many builders in the metropolitan area turned their eyes to Jefferson Parish in 1947. For instead of prohibitively high-cost land restricted by old zoning laws, a wealth of desirable sites were available.

Millions of dollars were poured into housing investments in the parish during 1947. Building boomed in many areas and an exact count of homes is not available. Nor is exact calculation of their value possible.

An indication of the amazing housing activity was given by Vernon J. Wilty, tax assessor. Mr. Wilty "picked

It's a Big Job!

Today's homemaker—even with an increased allowance—has a tough time staying ahead of ever increasing costs of living and breaking even at the end of the month. How well she knows costs have increased time and time again.

We—too—face a similar but even tougher problem in supplying growing East Jefferson with a modern bus service. Such costs as gasoline, insurance and parts have skyrocketed—yet bus fares are still at low pre-war levels.

Louisiana Transit Company is battling daily to keep its costs of serving East Jefferson citizens from going higher so that you may enjoy ever improving bus service at the same low rates.

Louisiana Transit Company

70 Buses Daily to Kenner Along the Airline and Jefferson Highways



*Azalea
Gardens*

up" approximately 2,500 new homes for the tax rolls this year. This is considerably more homes than were built last year in the entire city of New Orleans. And 2,500 new homes indicate an investment in excess of \$25,000,000 . . . a figure which does not take into account the large volume of industrial and commercial construction in Jefferson during the year.

"Actually," said Mr. Wilty, "1947 was the best year for construction of new homes in the history of the parish.

It even exceeded 1946 when the housing boom got under way in earnest."

Some of this tremendous volume of new homes is in already developed sections. Others are on tracts where builders opened up entirely new areas to housing. They are on the East Bank, the West Bank, at Grand Isle and in every location where rapid development of the parish is in progress.

The majority of the houses have been built for individual ownership. However, the parish had the distinction of

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producing the first all-rental housing project in the New Orleans area to be built since the war.

This project, Azalea Gardens, is on a 36-acre tract on the Jefferson Highway just above Shrewsbury Road. Now nearing completion, it is making rental dwelling accommodations available to some 1,000 persons.

In all, 272 apartments have been built in 136 double houses. Situated on paved, curving streets, the solidly built houses are on attractively landscaped plots fronted with paved sidewalks.

Pioneers for this type of development in Jefferson Parish are Lauricella and Sizeler Co., builders with long experience in the New Orleans area. Heads of the firm, John L. Lauricella and A. Louis Sizeler, are admittedly proud to have actually built the first all-rental project in the area at a time when the whole country is in need of such developments.

Apartments in the project have four rooms, including two bedrooms, living room, kitchen, and bath. In addition, each has a screened porch and garage. And FHA-approved project, it is being financed by Prudential Insurance Co. of America. A commercial shopping center for convenience of residents is planned at the front of the tract fronting the Jefferson Highway.

Azalea Gardens is an excellent example of how the parish is pushing back its frontiers in housing. The tract was formerly farm land, and as such was of relatively limited value. In less than one year's time, beginning in October, 1947, heavy earth moving equipment and modern construction methods have transformed it into an independent community of desirable dwellings. Sub-surface drainage and all utility conveniences were planned from the beginning and built into the subdivision.

The East Bank, with its more concentrated population, led the parish in new home construction, according to the tax assessor's figures. And on the East Bank, heaviest building was in the Seventh and Eighth Wards.

Mr. Wilty reported that approximately 1,500 of the parish's 2,500 new homes were built on the East Bank and 1,000 on the West Bank.

There were a number of the multiple-unit project type developments on the East Bank, while building on the West Bank was more scattered.



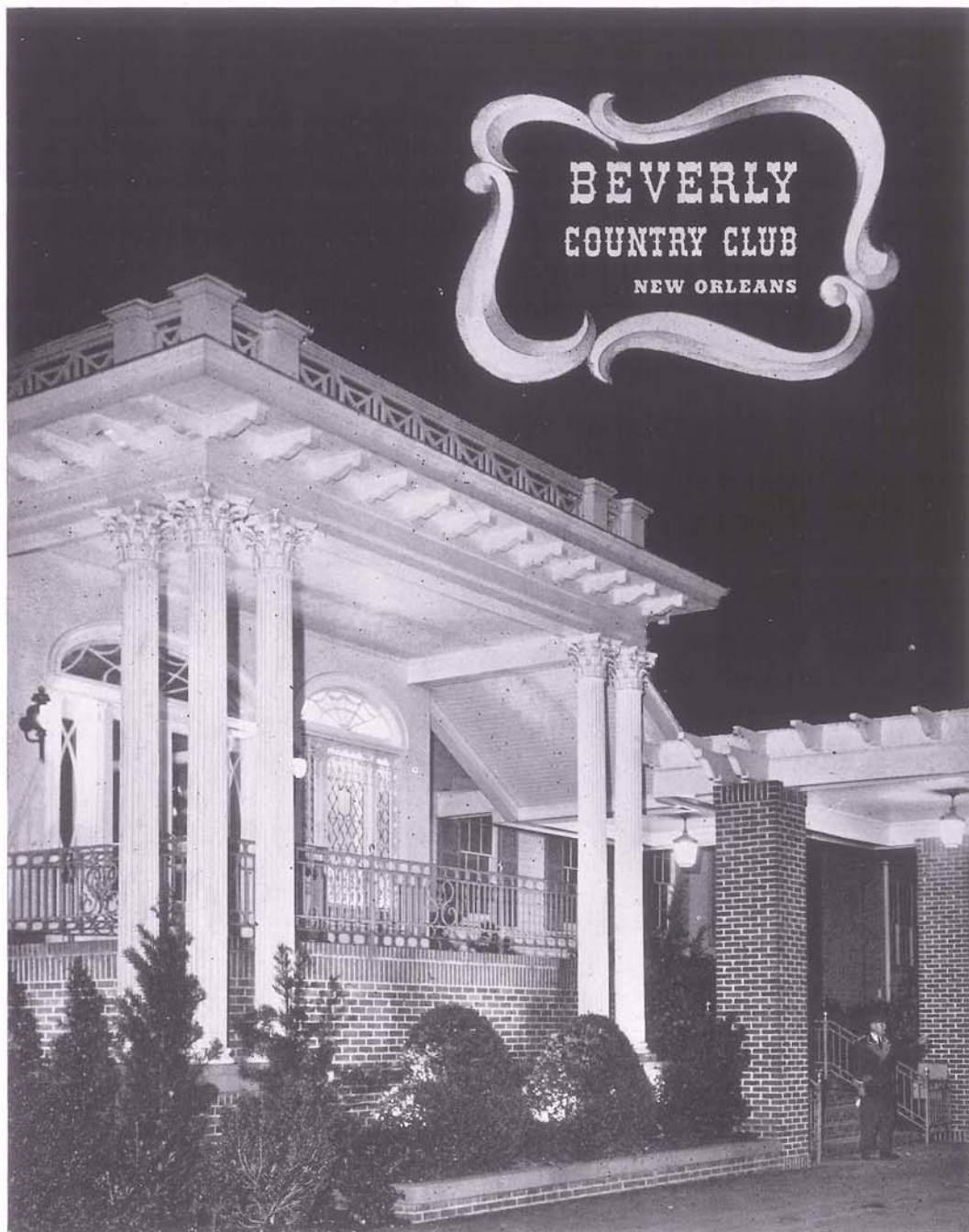
On Whitney Avenue, just out of Gretna city limits. This was swampland not long ago!



New house on Labarre Road, in Metairie.

The majority of the 1,000 new homes on the West Bank were in residential areas already developed. Houses sprang up every few blocks in such centers as Gretna and Westwego where vacant sites were available. This was true of towns throughout the parish. At Grand Isle, where property has become increasingly expensive and sought after, between 60 and 100 homes were built. The large development program of Humble Oil & Refining Co. there, in connection with the firm's offshore drilling operations in the Gulf of Mexico, will be responsible for an additional 50 homes this year. New building is continuing to change the scene at Avondale, Waggaman, Barataria, Lafitte, and many other localities.

The phenomenal growth in population on the East Bank, with its attendant



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On the West Bank; Eleventh Street, Marrero.

housing requirements, is indicated by the following census figures:

Seventh ward population: 1920, 2,048; 1930, 3,414; 1940, 4,587; 1948 estimate, 10,000.

Eighth ward population: 1920, 1,546; 1930, 6,517; 1940, 10,263; 1948 estimate, 30,000.

Ninth ward population: 1920, 2,640; 1930, 3,466; 1940, 3,982; 1948 estimate, 9,000.

Mr. Wilty's figures show that on the East Bank, some 150 new homes were built in Kenner in 1947, about 50 in Harahan, and the remaining 1,300 in the Seventh and Eighth wards.

In the Metairie Sewerage District alone . . . which does not include all the Eighth ward, 596 new sewerage connections were made in 1947, according to John J. Holtgreve, General Manager.

Significant was the continued residential development along the south side of the Airline Highway in the long area extending from Gilmore Place subdivision near Shrewsbury Road to Highland Park subdivision opposite Bridge-dale.

Bellevue Park, a subdivision planned ultimately to include 114 single homes costing \$1,250,000, was started in the area just east of Central Avenue. To date 42 homes have been built and 20 more are being considered for the immediate future. Guaranty Savings & Homestead Association financed the first 42 homes in the amount of \$324,000.

The attractive homes have two and three bedrooms and are on terraced lots facing 26-foot concrete streets. Guaranty Homestead is also financing the eastward development of Highland

Park subdivision further out the Airline Highway. The original subdivision of some 30 homes built by Keller Construction Co. will be increased by 59 homes, 29 to be built by Highland Homes, Inc. and 25 by Mrs. Frank J. Chalaron, one of the nation's few woman builders who have been active in Jefferson. The same homestead is financing Elmeer Place, a development of 60 veterans' houses in Metairie. The September hurricane-flood delayed completion of 18 of the houses.

L. P. Smith, one of the parish's largest builders, completed a project of 77 homes in Gilmore Place subdivision on the Airline Highway early in 1947. He then constructed 64 homes in an independent development, Holmes Park, facing Labarre Road between the Airline Highway and Metairie Road.

The list of housing developments on the East Bank is too extensive to cover in detail. In Sonia Place, the latest section of Rio Vista to be developed, Joyce Homes Corp. is building another 35 houses. Ten have already been completed. They are modern frame homes with two and three bedrooms. Value when completed will be close to half a million dollars.

A few others are eight homes on Socrates and Aurora, Metairie, by Douglas Black, contractor, a substantial number by Brick Homes, Inc. on their development off Metairie Road. Leonhardt Bros. and A. J. Porche built a number on and near Severn Avenue. Charles J. Derbes has been an active builder in Kenner.

A major land development enterprise was started by J. & M. Hyman on the site of the old Jefferson race track on Jefferson Highway. Sites for 450 homes

Westwego is building numerous new homes.



... and

when in

Metairie

visit

Louis E. Gruber

and

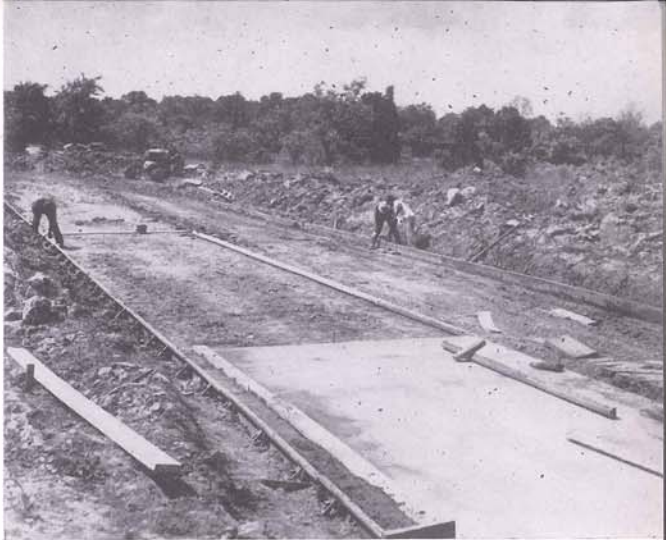
Jules Rimbolt

are provided on the 82-acre tract. Some 45 homes have been erected to date by various contractors. The development has paved streets and all improvements. A commercial center is planned in the front.

An exclusive land development is Cottam Park, off Metairie Road. Here several expensive homes have already been erected. L. P. Smith built three ranging in price from \$47,500 to \$70,000, the latter home being one of the most expensive built in the New Orleans area since the war. Expensive homes appeared in increasing number during the year throughout Metairie and other parts of the parish.

The September hurricane and flood and the smaller flood in March, despite the hardship they imposed on some East Bank home owners, brought much nearer to reality adequate flood protection from Lake Pontchartrain. The need for federal assistance in this huge project, long urged by parish officials, was substantiated by these disasters.

Adequate flood protection would open up for development an immense area



New residential tract near Airline Highway starts with well-planned paved streets.

containing an estimated 30,000 home sites between the Orleans and St. Charles Parish lines. It would mean the extension of existing streets lakeward in Metairie, Bridgedale and Kenner. Such a development in conjunction with the planned drainage program might make possible even a greater housing record than was chalked up by Jefferson Parish during the banner year of 1947.

Recently built Moisant Place, Kenner.



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A DAY IN JEFFERSON'S VACATION PLAYGROUND WITH PHOTOGRAPHER *Eugene Delcroix*

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*Sunrise
over the
Gulf of
Mexico
is always
excitingly
beautiful,
and . . .*



*Grand
Isle's
early
morning
air is
nature
in a
dreamlike,
dancing
mood*

"Spirit of the
Dance"
"FAIRYLAND,"
GRAND ISLE



"Sea Belles"
GRAND ISLE
BEACH

While
the day
is still
young,
mermaids
frolic
in the
frothy
surf . . .



*and
diligent
treasure
hunters
search the
sunny
sands
for
buccaneers'
booty*

**"Finders
Keepers"
GRAND ISLE
BEACH**



"Le Matin"
NEAR
"NEZ COUPE"
CHIGHIZOLA'S
LANE,
GRAND ISLE

While
households
stir
and wake
to welcome
another
day
of
unhurried
peace
and plenty



... in
the sun-
dappled
lanes
friends
meet
and find
a hundred
happy
things
to do

"Bon jour"
THE FOOTPATH
THROUGH THE
CENTER OF
GRAND ISLE



"Solitude"

"FAIRYLAND,"
GRAND ISLE

*In a
moss-hung
grove,
the sun
paints a
picture
in green
and gold
and gray*



*... here
a blue sky
smiles on
a white
road
where
shadows
stroll*


"Quietude"
OLD PIRATE
CEMETERY
LANE,
GRAND ISLE



"Harvesters"
ROAD TO
CROWN POINT

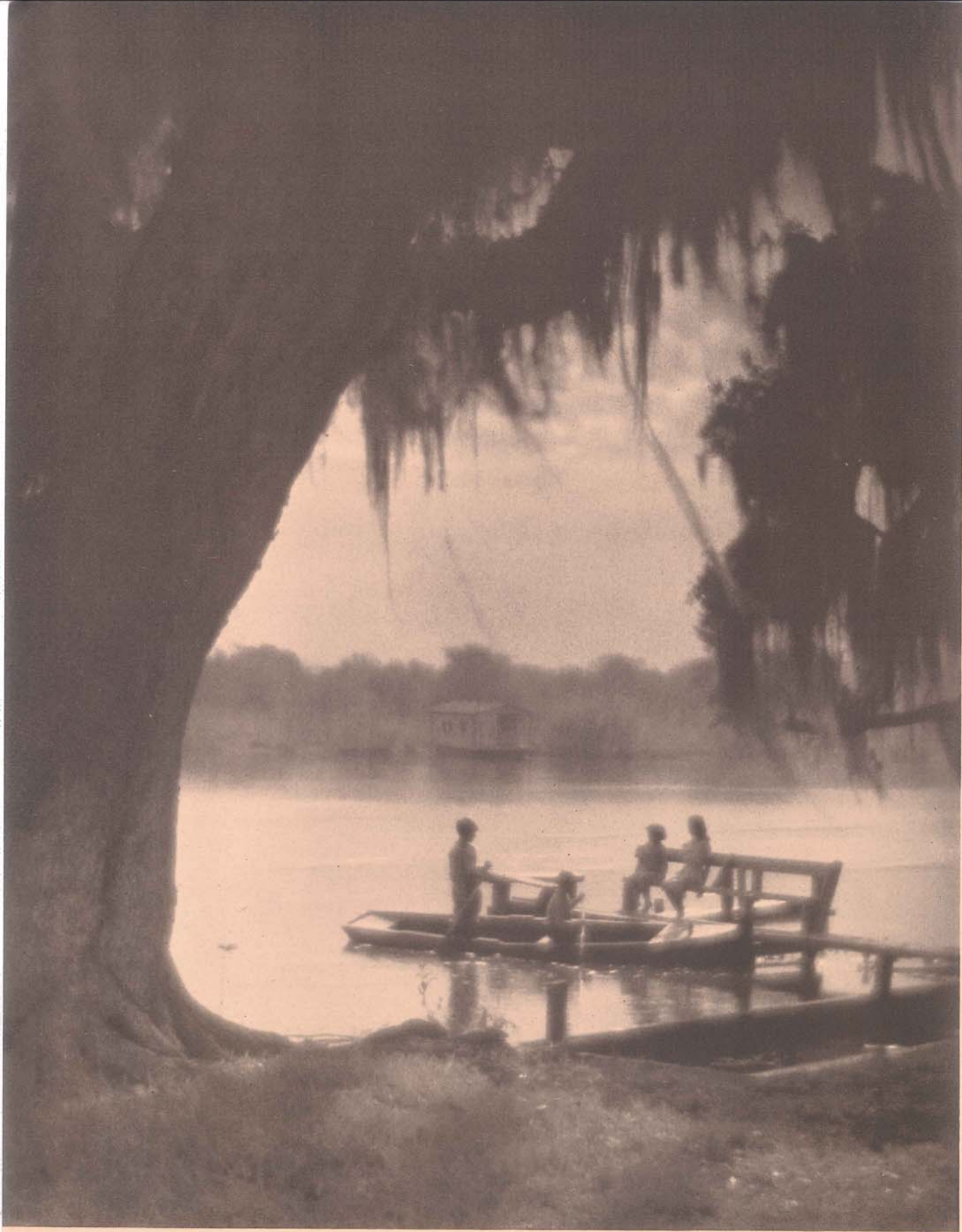
*At the
side of a
swinging
road
blackberry
bushes
lure three
lovely
gourmets*





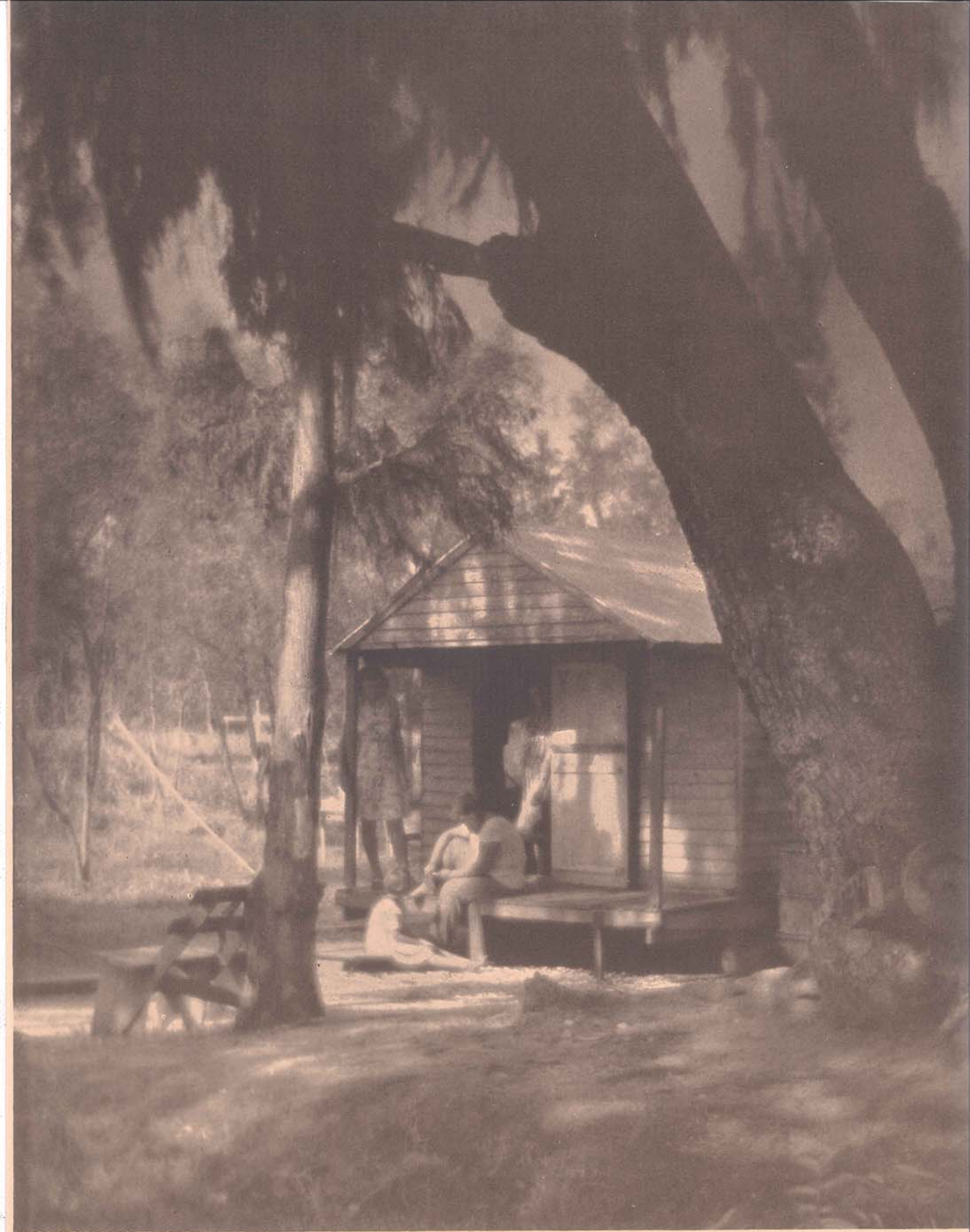
*Quiet
trails
offer a
richly
rewarding
vista
for the
motorist
who likes
to explore*

**"Adventure
Ahead"
ROAD TO
LITTLE
VILLAGE**



Along the bayou's banks, where great oaks arch . . .

"Après-midi"
LITTLE VILLAGE



. . . late afternoon's a time for convivial visiting

"Causerie"
VILLAGE OF BARATARIA



Home are the fishermen, and the nets are hung . . .

"Day is Done"
AT LAFITTE



. . . and the breezes rest, too, at sunset over Bayou Villars

"Tranquil Waters"
FLEMING'S PARK



Twilight time, lovelier in Barataria country than anywhere else in the world!

"Velvet Dusk"
FLEMING'S PARK
LOOKING ACROSS LITTLE BAYOU BARATARIA TO ISLE BONNE



Pushing Back the

WATER FRONTIER

By Thomas Ewing Dabney

The next attack on the Jefferson Parish frontier facing Lake Pontchartrain will be an embankment to hold back the storm waters which come piling in from the Gulf of Mexico.

That frontier extends from the concrete seawall of West End, in adjoining New Orleans, to Moisant Airport, 10 miles west of there. The immediate prize will be 13,000 acres of land which are below sea level, nearly half the total area which has already produced a spectacular development, industrial and residential. But the total victory will include the higher sections, as height is measured in southern Louisiana, where men have already built their hopes, but

"LAKEFRONT, stay away from my door!" This has been the cry of Metairie residents for years.

where floods still drive in from the frontier whose defenses, once considered adequate, need rebuilding to meet a fuller comprehension of the situation and also because of new conditions which did not exist at that time.

Take Metairie, for instance. Already it is nearly in the fabulous class. Its population has more than trebled in the past decade, and this makes it the fastest growing residential suburb of New Orleans, or, as the 26,000 residents say, it makes New Orleans the business suburb of Metairie. And if you doubt that the trees, gardens and distinctive homes in Metairie make it the most beautiful part of this general

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METAIRIE, LA.

area, choose well the company in which you utter the heresy. Metairie first built on the ridges which the overflow of ancient waterways rebuilt on their banks, then overflowed in the lower ground. It believed that its drainage system was sufficient to cope with the tropical rainfall of this section, and so it was. It went joyfully ahead in its beautification and increase, suffering occasionally from wet feet, but catching no great disaster.

Then came the hurricane of September 19, 1947, such a visitation as only those whose memories reached back to 1915 had experienced. It drove so much water from the Gulf into Lake Pontchartrain, which was once part of the open sea and is still connected with it, that the waves overtopped the concrete seawall of New Orleans, 10 feet above mean tide level; and of course the water rampaged through Metairie and the rest of Jefferson Parish facing the lake.

Before anyone had time to forget this, came the storm of March 5, 1948, which hurled nearly 10 inches of rain upon this part of the world. It was not a record, but no one repined on that account. That rain turned many streets in New Orleans into boat channels, but Metairie suffered from a much larger affliction of water, coming in from the lake under the drive of a 24-mile wind.

On both occasions, vast areas were under a four-foot flood, and the water in some Metairie houses was 5 feet deep.

The double visitation at least carried the consolation of arousing Federal authorities to the need of flood-control for Jefferson; up to then, they had been cold toward it. Now favorable action seems assured, and about time, too. A Jefferson delegation to Washington in

HIGH WATER surrounds Stier home on the 17th Street Canal following the storm.



HAMMOND HIGHWAY bordering south shore of Lake Pontchartrain, is badly eroded.

March, 1948, received copious assurances of aid, thanks, in large measure, to the insistence of Senators Allen J. Ellender and the late John H. Overton, and Congressmen T. Hale Boggs and F. Edward Hebert.

The situation has been long developing, and the responsible authorities of Jefferson have long been trying to prevent such a disaster as did take place.

The Fourth Jefferson Drainage District was re-organized in 1923, and it vigorously got about the job of reclaiming the low lands and improving the drainage of the high, from the river to the lake. It dug 20 miles of ditches and 60 miles of canals, and erected four pumping stations which have a capacity of 800,000 gallons a minute, and put in other works. It wrought so effectively that it lowered the water table in the ground, and this increased the vulnerability of the land to such floods as came in 1947 and 1948, for the shrinkage of the dried-out soil reduced the

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ground level. The improved drainage was a factor in the rapid development of about 7500 acres to agricultural, industrial and residential use.

To keep out the waters of Pontchartrain the lakeshore highway to Hammond was projected, a six-foot embankment crowned with a road surface. At the drainage-canal, interruptions bridges were built. A thundering real estate promotion got under way. This was during the waterfront-estate and subdivision furore of the 1920's, inspired by the Florida boom.

But the lakeshore highway disappointed the high hopes, and in time fell into what the late Grover Cleveland might have called innocuous desuetude, but the folks closer to the scenes referred to it in more acidulous terms. It deteriorated; stretches flattened out under erosion and lost several feet of their elevation. Instead of being a protection, that embankment became a menace, for it could not keep the water out but it could keep what got in from flowing out; so that this part of Jefferson Parish was worse off, when storms did strike, than it had been during the 1915

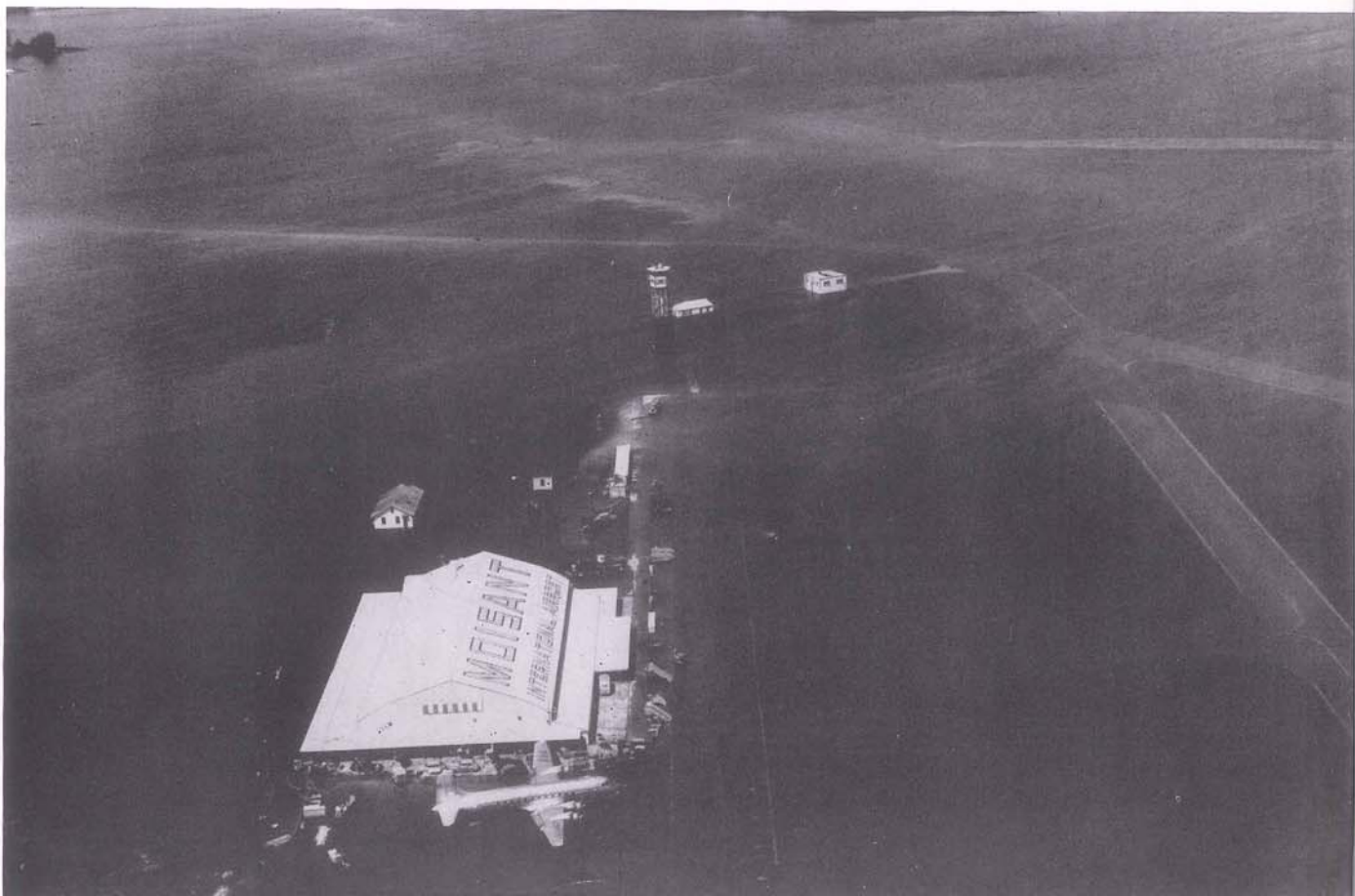
AT MOISANT International Airport, water tied up air traffic for a week.



WINDOW SILLS were under water at the new Fitzgerald home on the Hammond Highway.

hurricane, when the floods rolled off the land as soon as the lake subsided.

While land owners and speculators allowed their holdings to go back to the state for taxes, the Fourth Jefferson Drainage District began to agitate for a Federal flood-control project on the lakefront. That was a dozen years ago. They have helped steadily on the job—such men as John Bordes (president), J. B. Davidson, Carroll Frankel, James M. Lasalle, Justin F. Bordenave and Charles B. Poillion, Sr. (secretary). Sheriff Frank J. Clancy has been a tower of support. Others who have wrought conspicuously are State Senator Alvin T. Stumpf, State Representative James E. Beeson, and the police



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jurymen who live on the east side of the river, Weaver R. Toledano, John J. Holtgreve, Robert Ottermann and Ernest Riviere.

They know the problems, not only because they have long been a part of this section, but also because by temperament as well as official responsibility they have studied them closely and driven inexorably to their relief; and they are men who are not dismayed by rebuffs, which is fortunate for they have had many.

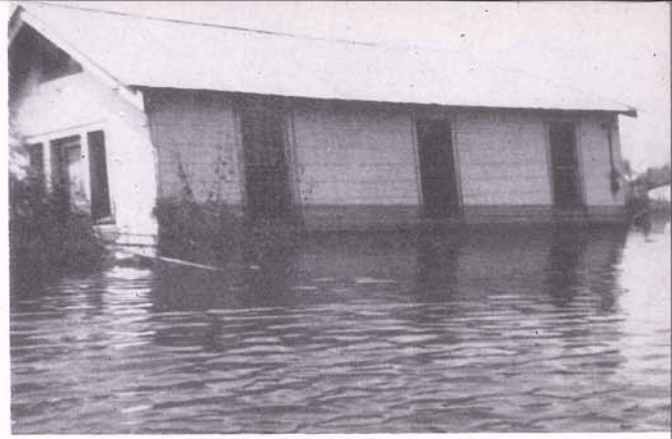
They first proposed a concrete seawall to repeat the New Orleans protection all the way to Frenier, miles beyond Jefferson Parish, (except where the spillway enters the lake); but the cost, \$12,500,000, was prohibitive. Then they modified their proposal to an earth embankment, as high as the New Orleans seawall, and reaching only to the west end of Jefferson Parish. The estimated cost of this was \$1,200,000.

The Chief of Army Engineers on December 10, 1945, approved this project, and recommended that the Federal Government undertake such a flood-control work, but the Bureau of the Budget on June 10, 1946, said Tilden, "nothing doing!"

Drainage district and other Jefferson officials kept hammering away, and began to make headway against the Washington resistance. The September hurricane strengthened their position, and the March storm further buttressed it.

Now Army engineers are drawing up plans for the work. The protection will probably be larger than was proposed in 1945. For instance, the embankment will almost certainly be built to the 10-foot elevation, instead of the eight. It may be even higher. It will probably have a crown 50 feet wide, and a base 200 feet wide.

LIVESTOCK suffered as water stood for days before drainage got back to normal.



EAST END was badly inundated. Like the Freitas home, many houses were damaged.

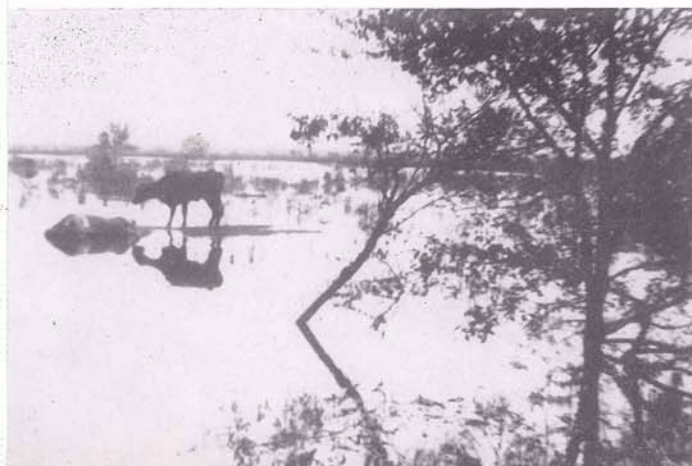
This will call for the moving and raising of the four bridges, able at last to serve a lakeshore highway, which in turn will revive real estate activity. It will also necessitate certain structural changes in the pumping plants, so that the machinery will be able to function even when the storm waters are above their level.

While the government's flood-control work is going forward, the drainage district will be able to rehabilitate its system, increasing the pumping capacity and improving the run-off ditches and canals. This will cost about \$1,500,000, and the money is already in hand. The original cost of the drainage system crowded \$2,000,000.

The water problem on this frontier is a three-pronged menace, as Secretary Poillion puts it. The rainfalls—58 inches a year—and must be pumped out. The lake rises and must be pumped out. And when the Mississippi river is at high flood, the Bonnet Carre spillway just a few miles away may pour as much as 250,000 cubic feet of water a second into Lake Pontchartrain.

Army engineers say the spillway has not increased the flood hazard of adjoining lands, but spillway history is not long and much of the statistical compilation has evoked contraversial interpretation. True, river floods and hurricanes seem to belong to different periods of the year, but such a storm as drove in the water last March might occur during a flood period in April when the spillway is open, and 250,000 feet a second, added to what the wind drives in from the Gulf, would add up to a mighty mess of water, says Poillion.

By its nature and because of the fact that local interests could not meet the cost, this is a Federal problem, and



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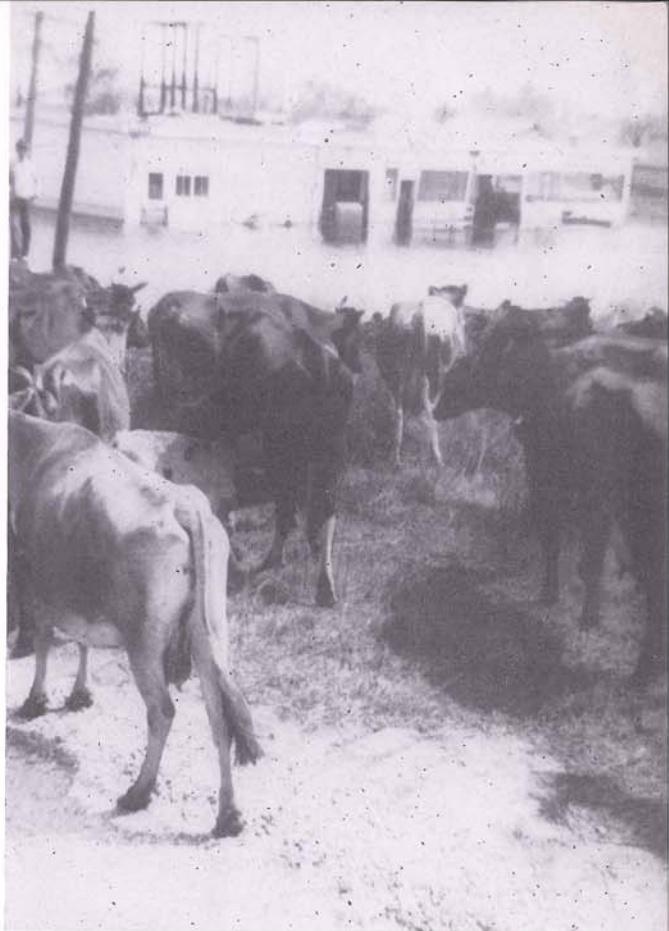
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most of the cost will be met by the United States. A \$300,000 contribution will be made by the Pontchartrain Levee Board, which includes seven parishes, but 75% of whose funds come from Jefferson.

Metairie will, of course, react first to the flood protection. The entire river-to-lake area of Jefferson will also benefit; Kenner, Harahan, and the other sections which are clustering into town-like solidity but are not yet so organized; and the farm and industrial areas, and the airport. They will be able to rise to a new development, for they will have a dry footing when the drainage pumps have only six feet of rain a year to contend with, instead of a 640-square-mile lake whenever it feels the urge to come ashore.

The population in that part of Jefferson is now about 49,000; and new growth will surge in when this frontier of water falls.



NO MORE scenes like these will disrupt progress, endanger health, inflict hardships in Jefferson Parish when the Pontchartrain seawall is built.

A BUSINESS STREET in East End. looked like this the day after the September storm.



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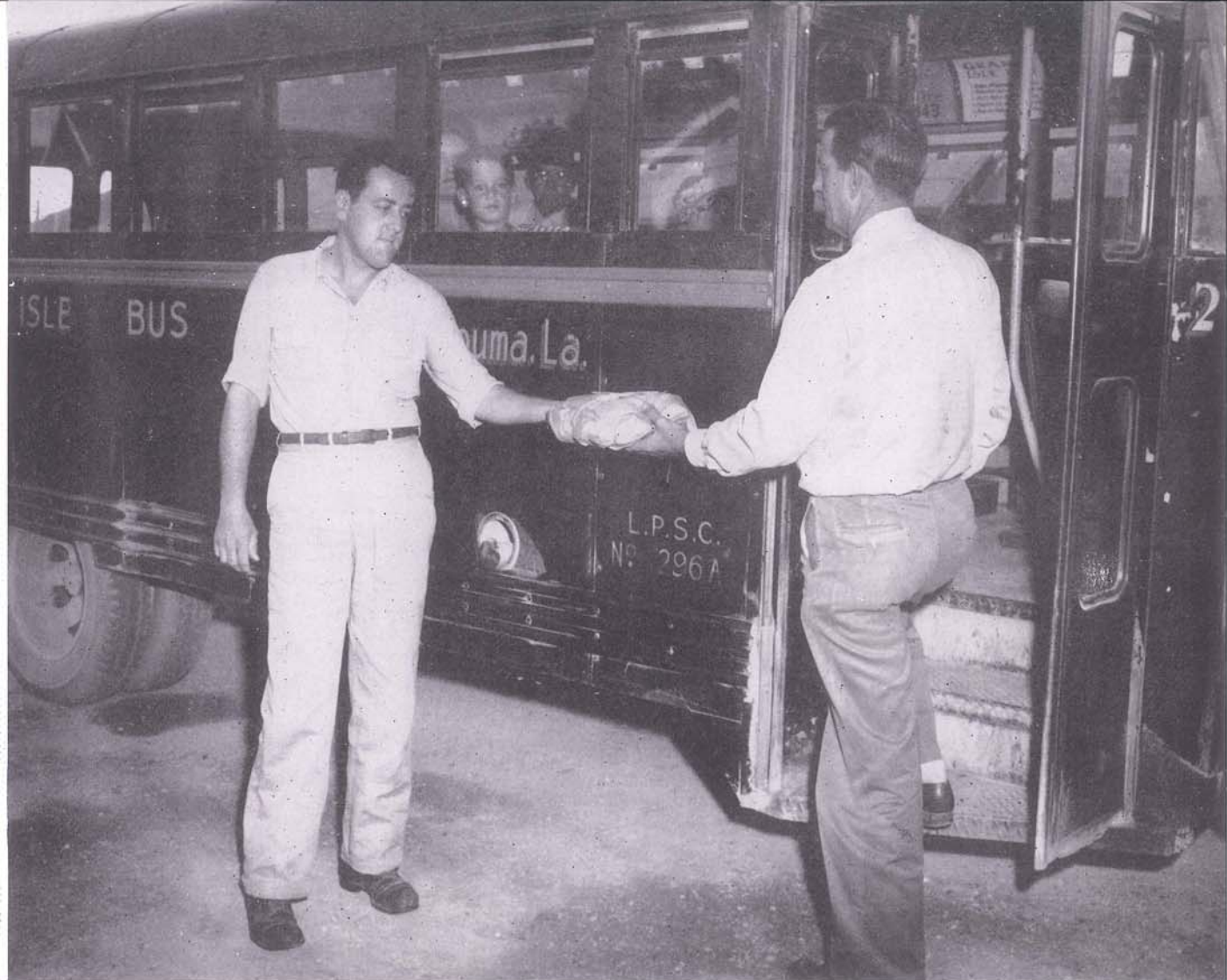
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Ambassador

SERVICE IS MORE THAN A WORD to Bryan Dumez. It is a way of life. All along his route he picks up and delivers freight-free packages for his many friends of the bayou country.

on Wheels

By Arthur Charbonnet

One day in August, 1945, a hot and dusty Louisianian hitchhiked wearily from his home in Houma to Grand Isle, on Louisiana's Gulf Coast—and that trip changed the course of his life. It started out as a pleasure jaunt. He was to join his family on the island's fine sandy beach for a day of enjoying the scenery, the sunshine and the surf.

He hitchhiked because public transportation was poor and uncertain, and by the time he got there, forgotten were the flaming oleanders, the sweetly secluded twisting lanes, the refreshing

salt breezes of this fascinating vacation spot just off the low fringe of the mainland. His only thought was to curl up in the shade and get some sleep.

In his disgust he was not alone. Many people without automobiles would have liked to spend week-ends on lovely Grand Isle—once the hide-out of Jean Lafitte and his cutthroat crew—if only there was a suitable means of making the trip. Then and there the idea was born, and Bryan Dumez, the "Grand Isle Busdriver," as he is known to hundreds of people, started his Grand Isle Bus Line, founded on the principle of giving service beyond the strict require-

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ments of a legal franchise, and the belief that the only way to get along in life is by helping your fellow man.

For three years now, Bryan Dumez has been pushing back the last frontiers of the marshy bayou land terrain, meeting the New Orleans buses at Houma and Raceland and taking people in comfort and safety to Grand Isle. Twice a day for three years, the cheerful, alert "Ambassador of Good Will" drove passengers down to the island, and on June first one more daily trip was added to his schedule.

All this time Bryan practised his principle of super-service. His big green bus rolling along the highway has long been recognized as the bearer of messages and packages as well as passengers. All along his route Dumez tirelessly and willingly picks up and delivers articles from one of his friends to another (and everyone on his route is his friend) without charging a penny for this service. On one trip he might carry a bundle of laundry, a repaired diesel engine piston—or a freshly baked pie. He laughingly tells of the time someone asked him to haul his pirogue down to the island. "Sure," Bryan agreed, smiling "Just tie it to the bumper, I'll drag it down."

When it comes to shopping, Bryan has no equal—for he shops also, in the general drygoods stores, the hardware and drug stores on the mainland, for his island friends. He is that housewife's dream, a man who can shop intelligently and efficiently, whether it be for a new coffee pot or a bright print dress. But even the best of us is not infallible, and should the pot be not the right size, or the dress not the proper

Every few minutes Bryan waves to a friend.



"Yes, this one should please Tante Célie."

style, back it goes on the next trip to be exchanged. In his own words, Bryan has shopped for "everything from false teeth to shrimp trawls," and has enjoyed it, as he enjoys almost every phase of his job. For the past two years, regularly every morning the Grand Isle Bus Line has carried the New Orleans Times-Picayune down to the islanders free of freight charge. Service? This is only part of it.

A trip down to Grand Isle, through the green velvety marshlands of lower Louisiana is an exciting and pleasant adventure when the Gulf Coast Ambassador of Good Will is your driver and guide. The first thing you note about him is his brisk, energetic cheerfulness. He checks everything with a quick eye, assures himself that everyone is comfortable, then off you go!

In the bus are eager vacationers on a holiday to the beach, oil field workers, farmers, fishermen and trappers. Bryan greets them all, young and old, men, women and children, white and colored, in English and in the liquid-soft French patois of the bayou land. They are all his friends.

Should there be a stranger or two on the run, Dumez calls out the points of interest along the way, and explains the different aspects of the land.

"The people along here," he will say, are farmers. You notice there are no trawlers tied up in the bayou." For a long stretch of the road runs along Bayou Lafourche. Some one will ask about "those derrick-like things."

"Those are cane hoists," our driver explains quickly. "This is sugar cane country. A little farther on the farming stops and you'll see the oil derricks at Golden Meadow and Leeville."

The Grand Isle Busdriver, whose passengers are automatically as completely



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insured as those of any large bus line, does not believe that talking while driving is dangerous, as long as you are careful. He likes to carry on a lively conversation with his companions, knowing from experience that doing so keeps him alert and wide-awake, especially in the early morning hours.

The owner and operator of this unique transportation system which gives special rates to service men with or without leave papers, firmly believes in arriving and departing on time, and therefore he allows fifteen minutes on every run for taking care of unforeseen incidents. These might take the form of waiting a few moments for some one who is unavoidably late, or a temporary road block on the unpaved section of road being rapidly rushed to completion.

Affable and charmingly friendly, the tanned and smiling "Ambassador on Wheels" delights in the traditional Louisiana custom of stopping along the way for coffee.

With a throaty "My time is your time," he swings his bus off the highway at a roadside restaurant, opens the door and ushers everybody inside for fragrant, steaming cups of "café" and "café au lait"—and when it is time to

"NOW BLOW, CHÈRE." *Service takes many forms, and the duties of "the Grand Isle Busdriver" call for a variety of talents.*



SOMEWHERE ALONG THE WAY, Bryan Dumez's big green bus must stop a moment for coffee.

proceed, Bryan always grabs the check, and gets a big kick out of it.

So important was the need for efficient, dependable transportation during the war, the Grand Isle Bus Line maintained priority on fuel and tires as an essential service to the fisherfolk, and oil workers for the big companies operating on and from the island.

So today and every day, the Grand Isle Ambassador of Good Will rolls cheerfully along, living his creed of service that is more than service, introducing beautiful Grand Isle and the world to each other, doing a good job—and loving it.





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