

isiana that the writer has actually collected two and one-half quarts of them in a twenty minute scientific tow.

When hatched from the sponge, the first-stage young, technically known as prozoëa, are only three one-hundred and twenty-fifths of an inch in length. This is the first of at least eight stages (though recent work has thrown some doubt upon whether this is an actually normal one), the others being known as zoea, and megalops larvae. The megalops larva is only one-seventh of an inch long. The whole passage of development from the formation of the first zoea to the hatching of the megalops into the first crab-like stage apparently occupies a month.

In the beginning, this first crab-stage molts its shell every few days. Later in life the molts become as much as twenty-five days apart, as far as can be estimated from studies performed in Virginia and Maryland. The rate of growth is probably greater in the warmer waters and more favorable seasonal conditions of Louisiana.

The male crab, readily recognized by the absence of the broad apron typical of the female, probably becomes sexually mature when measuring three and one-half inches from the tip of one "side spine" to the tip of the other. Crabs are certainly sexually mature when they are a year old and, as far as is known, have a life span of about two or three years. The only way such information can be accurately secured is by "tagging," which has not been done in Louisiana waters. Careful tagging studies elsewhere in progress will provide much useful data.

As has been mentioned, crabs usually move into saltier waters for mating and sponge formation. When preparing to molt, the "peelers" move into shallower water where vegetation gives them sanctuary and a "rubbing" place.

This molting is the only means whereby the crab can grow, since otherwise it is confined within its inelastic outside skeleton. The molting itself is both extraordinarily interesting and extraordinarily complicated.

Crabs molt when changes in their tissues have become such, chemically, that they must grow by imbibing water, and this process sets into action a remarkable chain of events. The onset of molting can readily be detected by the experienced crabber through the appearance of a slender but easily observable pink line on one of the swimming

appendages. Various names are given to the different stages. "Green" peelers are crabs not shedding for several days; more advanced peelers and "rank" peelers are crabs actually shedding and "busters" are crabs in which the back shell is actually cracked free from the apron. Usually, where soft shell crabs are produced in floating coops, termed "floats," they are all separated into these various classes.

Soft shells are left in the water for a few hours before being removed. This permits them to grow by imbibing water. As a matter of fact, within a matter of minutes crabs can grow 20% of their former size. Also, they are extremely physically delicate immediately after molting, and if removed then will in all probability die. They must, however, be removed within a variable length of time, depending upon the temperature and other conditions of the water.

The actual process of molting is unforgettable. The details are too involved to be presented in this brief space, but they include, as first indication, a narrow white line, barely visible, which appears just within the thin margin of the last two joints of the last pair of legs. This white line, three or four days later, is replaced by an equally narrow and almost obscure pink line, together with other minute indications. Further changes rapidly occur and the crab is now a peeler.

The under surface of the crab's shell now shows a narrow break so that the back (or carapace) can be easily lifted like a lid, exposing the soft body underneath. This is a buster or shedder. The crab now remains very quiet. It can still swim or walk, but with difficulty. The complete emergence of the crab from its shell now takes only a few minutes, usually not more than a quarter of an hour. The hind legs are pulled out of their shell, and as the other legs are removed, the body emerges more and more posteriorly until the entire, now helpless, crab appears. Most remarkable is the fact that the flesh of the thick claws can be withdrawn without breakage through the narrow joints, an operation made possible by the softening of certain shell parts.

Minutes later, the crab fills out and is then known as a soft shell, brilliant in color because its pigments are not concealed by the hard outer skeleton. The new shell is secreted in the form of a liquid over all of the crab's surface,





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which very rapidly hardens on exposure. Within as little as twelve hours, such a crab hardens enough to become a "buckram" crab, which is too tough for marketing as a soft shell. Within two or three days, the crab has sufficiently recovered its shell to go again in search of food. The Blue Crab in the soft shell condition is one of our finest marine delicacies.

Many questions are asked concerning this interesting as well as luscious seafood. One of the most frequently received is the request for an adequate and easy method of compelling a Blue Crab to shed and thus promptly and pleasantly become a much more desirable soft shell crab. The answer to this is that when a crab sheds, it does so because it must, and there is no physical or chemical way of hastening or retarding this molting. The crab hasn't a thing in the world to do with it, nor can anyone order it to do so. Growth in crustacea involves a whole chain of

*THE BLUE CRAB is king at Fitzgerald's Lake House at East End. Boiled, stuffed, in cocktails and gumbo, and fried soft shells—um-m-m-m . . .*

physiological events. The end result is that the crab must grow and the only way it can grow is to shed its external skeleton. These events are preceded by very clear and significant indications. As has been mentioned, a fine white line followed by a thin carmine one appears on the swimming appendages of the crab, and this sign, expertly detected by people concerned with producing soft shell crabs, tells them that the crabs under observation will, within a matter of hours, break out of their shells and become soft shell crabs.

The Blue Crab lives in salt water and in brackish water and although in the north it is seldom found far at sea, in the Gulf of Mexico it has been observed far offshore.

Recently it has been established that



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A TRAYFUL of luscious hard shell crabs at Swanson's Restaurant.

the Blue Crab is capable of destroying oysters and for this reason, oyster men have come to feel that the Blue Crab, the means of livelihood of very many people, is one of their enemies. It is the opinion of the writer that although these figures are true, restrictive measures are most certainly not necessary against *Callinectes sapidus*.

Also, on the other hand, there have been many allegations that today's sea trawling for shrimp has had a damaging effect on the supply of Blue Crabs. No available evidence supports this belief. It is perfectly true that in normal shrimp trawling procedures, crabs are caught, but their number is so small in comparison with the normal catch that any such effect is negligible.

Particularly, it is necessary to discuss the sincere, but quite erroneous ideas

that seismographic operations cause great mortality of Blue Crabs on the Gulf Coast.

It was, in one instance, alleged that windrows of crabs existed over at least one hundred miles of seaward beaches of Louisiana due to the effects of the discharge of dynamite in the search of oil. The writer specifically ascertained that at that time ten explosions of ten-pound charges had occurred in an area of thirty-six square miles where search for the allegedly killed crabs was carried out.

Subsequently, at very considerable expense, a carefully devised series of experiments was conducted involving the use of excessively high charges of dynamite—up to 800 pounds in a single shot—and it was found that these extremely heavy explosions did not harm

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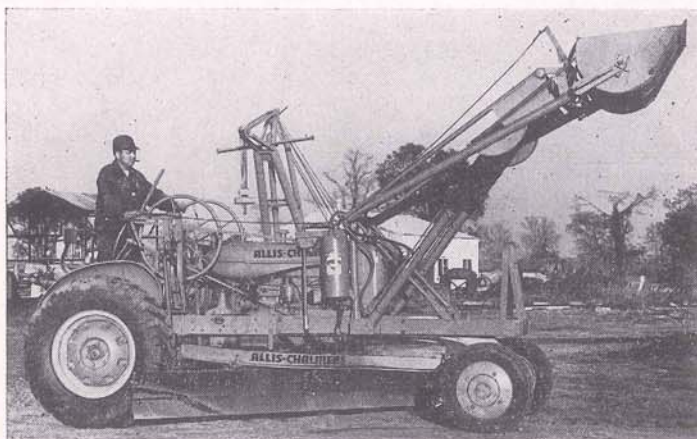


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crabs unless, because they had bred, those crabs would have died within a few days anyway.

The appearance of great numbers of crabs along the seaward beaches must be expected every year because having ended their life cycle, they die, and their bodies are cast, sometimes in spectacular fashion, on the sands where the waves reach the shore.

An immense amount of research has been conducted with great practical usefulness concerning procedures in the handling of iced, quick-frozen and canned crab meat. At first technical difficulties arose in the canning of crab meat but these have been resolved by the employment of lining papers impregnated with chemicals that absorb the results of hydrogen sulphide. The entire conduct of the production of packed crab meat can best be done in Louisiana. Particularly significant are the handling procedures whereby fresh-picked crab meat is pasteurized. Just as in the application of this process for the proper handling of milk, so also is this application of controlled heating valuable for crab meat. All the technical details of this operation will be gladly furnished if requested. Briefly, such handling of crab meat does not impair the color, the aroma or the taste, and does not involve any changes in plant equipment. Crab meat is very perishable, and pasteurization has proven to be of invaluable help in effecting its

proper handling.

The value of crab meat as food is extremely high. White crab meat is, investigations show, as rich or richer in calcium, magnesium, phosphorus, iron and copper than are most sea foods, is six times richer in iodine as milk and forty times richer in iodine as beef. It also contains rich sources of vitamins, particularly A, B<sup>1</sup> and C.

The basic needs for the preservation and expansion of the Blue Crab industry in Louisiana include the following recommendations, some of which are already being carried out in other states,

First, the gathering of reliable production figures. If it is possible, such figures should include information not alone of the total production and kinds of production (hard shell crabs, soft shell crabs, fresh crab meat and canned crabs) but also figures showing the "fishing effort"—that is, the number of men, the types of gear, and wherever possible, the time required for unit production. This is obviously a program presently impossible of attainment in Louisiana. But any approach toward securing such figures would be of great benefit.

Second, the substitution of crab trap capture of hard shell crabs for the present methods of commercial harvesting by crab nets or trot lines, and the use of crab ground harvesters for the capture of soft shell crabs wherever possi-

*CRABS are always carefully scrubbed before being served at Swanson's.*







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ble. The writer will be most willing to furnish without charge, the details of the construction, cost and practical value of this soft shell crab harvester, which has three great virtues: First, it is most efficient; second, it is in terms of conservation, excellent, since it does not destroy undersized crabs; third, it definitely improves the condition of the soft shell crab areas. This useful soft shell crab harvester is not known in Louisiana, and yet it has been in use for the last two or three decades by other crab producing states.

Third, a definite program of education to provide more facts in an understandable way to all concerned with the crab industry. It is clear that the success of the earlier two categories of recommendations will depend upon the success of such a program.

Fourth, the enforcement in every practical way of the regulations against these three things:

a. The capture of sponge-bearing females. This is especially important since, with the death of such an individual will perish also from one to several million potential crabs. It is sad to report that camps have often been visited where several baskets of such sponge-bearing females, whose eggs were in various stages of development up to that of hatching, have lain dying in the sun.

b. Enforcement of the regulations prohibiting the taking of undersized crabs. Crabs grow rapidly in Louisiana and useless, unmarketable small indi-

viduals, if returned unharmed to the water, could quickly become of commercial value. The use of the crab trap will make such an operation particularly easy.

c. Adequate patrol or other effective control to eliminate the use of forbidden gear such as the destructive crab trawling, the operation of which takes crabs irrespective of size and so jams them together that great numbers die. Barrels of crabs have been observed dumped from such gear, the greater proportion of which, including a devastatingly large number of young, undersized crabs, had already died and were therefore of no value to anyone.

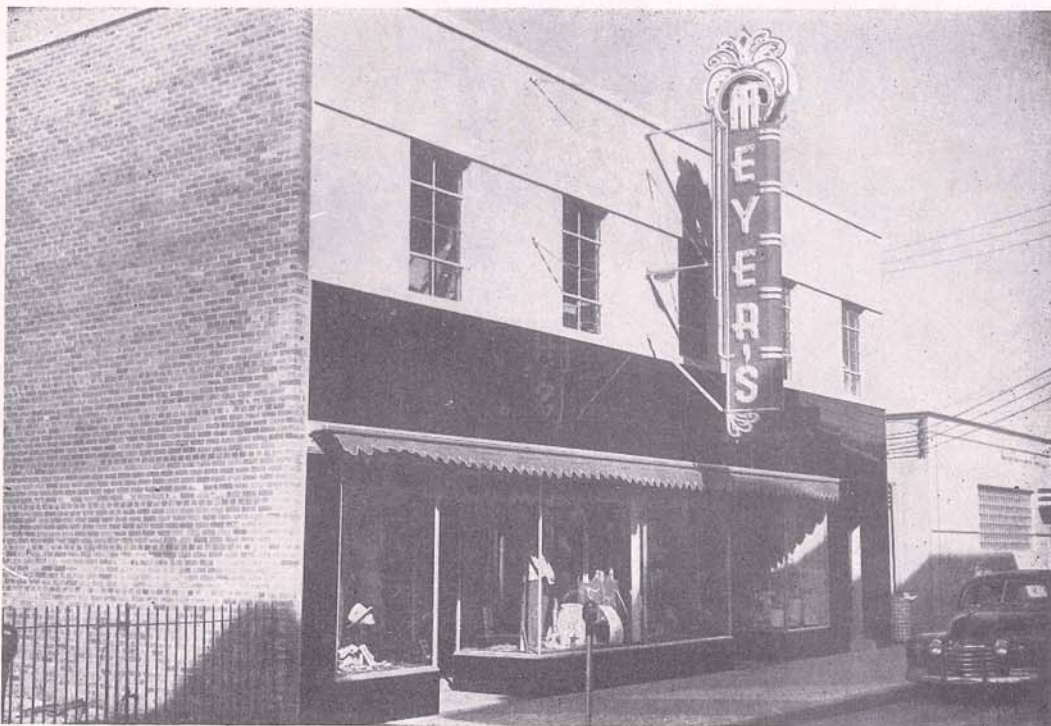
Should these recommendations be carried out, there is no doubt that the vastly profitable crab harvest would increase immeasurably. In fact, despite the faults current in the system, the statistics for Louisiana are remarkable. According to these figures, very carefully compiled by Mr. William Werlla of the Louisiana Department of Conservation, during the last twelve years the State of Louisiana has produced 17,192,595 *dozen* hard shell crabs, 2,982,139 *dozen* soft shell crabs and, what is much more important, a total of 32,208,329 lbs. of crab meat, which is one of the luxury products of the United States. The averages follow: 1,432,716 *dozen* hard shell crabs, 248,511 *dozen* soft shell crabs and 2,684,027 lbs. of crab meat.

And that, my friends, amounts to quite a number of canapés and cocktails!

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# MEETING THE HOUSING CHALLENGE

By Cope Routh

Twenty-three years ago a hard-working young fellow might have been seen tramping through muddy streets with unpaved sidewalks and across wide pasture lands with a stack of big books under his arm. He was Vernon J. Wilty, a 22-year-old clerk in the office of the assessor of Jefferson Parish, and it was his first trip out into the field to put new property on the assessment rolls.

"There wasn't much there, then," declares Wilty, who is now the assessor himself, "and the houses were few and far between. There were only a couple of thousand people over there in the Eighth Ward and it was little more than pasture and swamp lands."

But today Wilty drives over paved highways, down concrete-topped streets and past beautiful modern homes that symbolize the housing expansion in Jefferson Parish. There has been new housing construction on the West Bank, to be sure, but on the East Bank of the Mississippi River, on that broad stretch between the river and Lake Pontchartrain, lies the future of Jefferson Parish as a lovely residential district.

Its growth has been phenomenal. The year 1948 saw all home-building records topped in the parish. Twenty-five hundred new homes were added to the tax rolls and nearly 10,000 new residents moved in to enjoy the pleasant living conditions.

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But Jefferson Parish hasn't seen anything yet! For along the wave-washed shores of Lake Pontchartrain, where flood waters and hurricane-driven white caps have often chased residents to higher ground, there is now abuilding a bright new future for its ever-growing population. There, giant earth-moving machines are piling up a huge fortress that will protect those broad acres from the onslaught of floods. As soon as these earthwork levees are completed, the Fourth Jefferson Drainage District is ready with \$1,500,000 already on hand to improve the drainage facilities and continue converting tangled swamplands into lovely home sites.

There's nothing unusual about Jefferson's growth, though. Blessed with a tremendous industrial area that provides good jobs for thousands, it has all the natural prerequisites of a potential area.

"You need good drinking water, good roads and highways, adequate drainage

and reasonable taxes," explains Wilty, whose own career has been tied up in the expansion of Jefferson Parish.

Jefferson Parish has these essentials, and more. The facilities of the East Jefferson Waterworks, serving District Number One, are continually expanding, as are the water-producing plants of Gretna, Harvey-Marrero, and Westwego. It has already fine traffic arteries, ready to feed hard-surfaced roads leading into new housing developments. It has good drainage in the developed areas and with the completion of the new lakefront levee project, there will no longer be any fear of floodwaters in the low areas.

And taxes?

"Well," answers Wilty, "our tax rate itself is a little high but our system of assessments more than balances it to a point comparable to any other developed section." In the first place, Wilty assesses property on a non-inflation basis. "Right now," he explains, "I figure the dollar is worth only 40 cents

*TO THE SOUTH, on Grand Isle, was much building activity. SAN DON, scene of pleasant relaxation, smiles peacefully among the island's oaks.*





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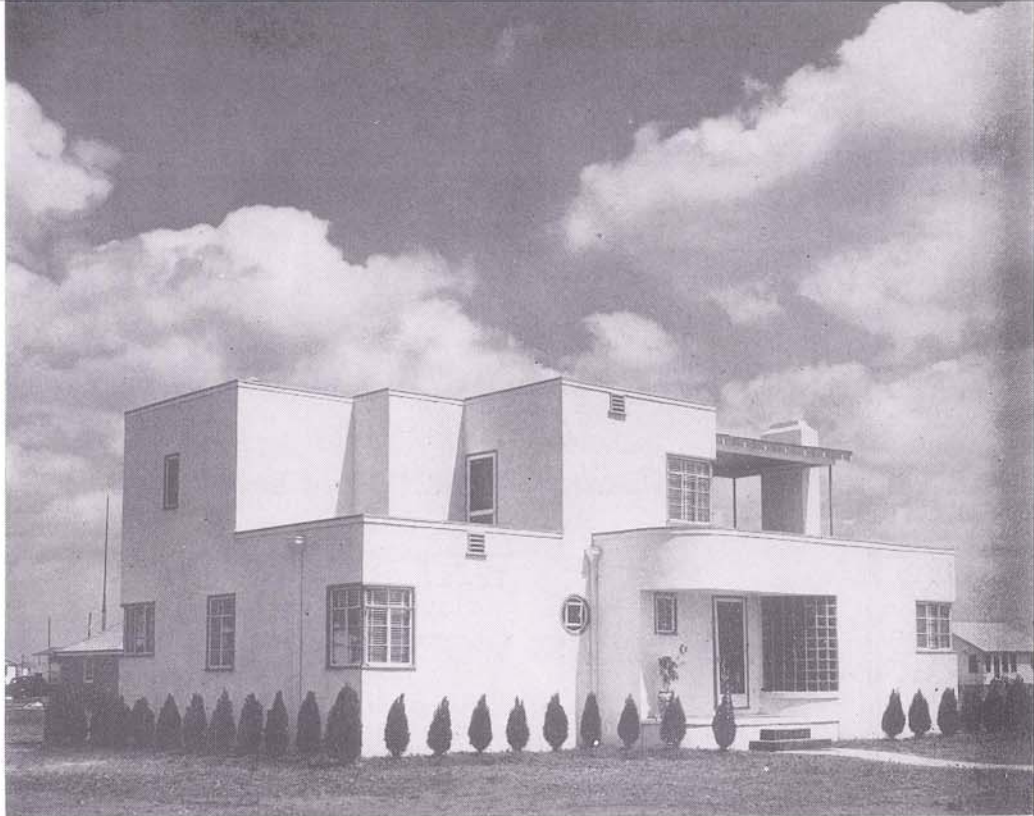
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and so I first take a figure of 40 per cent of the actual cost of a new home. Then I follow the formula of assessing this home at 50 per cent of that value."

Thus a home costing \$20,000 will be entered on the assessment rolls at \$4,000. The homestead exemption further lowers this figure. Which all sounds good on paper but what has it meant on a practical basis?

It has meant that homebuilders have invested something like \$25,000,000 in the parish in the past year. On the East Bank alone, more than 1700 new homes were erected, principally in the already well-developed Metairie section of the Eighth Ward where home-seekers are pushing back continually from the high-grade area along the river to the sections along the lake front.

Metairie itself welcomed 1000 new homes during 1948, Harahan built another 90 and Kenner, on the fringe of New Orleans' immense Moisant International Airport, has seen more than 200 new, modern homes rise from the ground. Another 400 or so are scattered throughout the Seventh Ward.

In Cottam Park, an exclusive development off Metairie Road, 61 homes were built during the past year at prices ranging all the way up to \$75,000. In William Davis Parkway, another subdivision built up by a group which includes Albert Autee, Earl George and

Octave Bechtel, 37 more new homes were built during 1948.

But even more encouraging was the continued building in already established areas. Along Bonnal Boulevard, for instance, there was a tremendous growth. Altogether, 87 homes were built in this vicinity as the most heavily populated area of the East Bank continued expanding toward the lake. Crestmont Park, an old subdivision, came to life again and added 15 more homes. Livingston Place, too, added another 11 homes. In the Jefferson Park subdivision, started in 1947 by Julius and Morris Hyman with the construction of 15 new homes, 76 more were building during 1948 on the land which once resounded to the pounding of horses' hoofs as they headed down the homestretch of the old Jefferson Race Track.

All this growth—almost two thousand homes last year—is only natural, as New Orleans, just about saturated as far as home sites are concerned, looks for new places to expand.

But all the building was not on the East Bank alone. Almost as active were the hammers and the saws in Westwego, Marrero, Harvey and Gretna along the highly industrial West Bank, and stretching down through the fabulous country that was once the home of Lafitte and his men but now is a sec-



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tion of vast activity in shrimp and oil production.

Through the area ranging from Westwego to Gretna to Grand Isle more than 800 new homes have sprung up. Grand Isle itself, its popularity as a resort matching its activity as a petroleum center, accounted for nearly 100 new homes during the year. The Humble Oil Refining Co. built some 15 new houses to take care of the men who are drilling their way into the fabulously rich offshore oil pools. Another 80 or 85 homes have been built by private citizens, either as year-round residences or as summer homes. In Gretna, where the Garden Park subdivision was started eight years ago, activity picked up

and eight new homes were built and 10 others were started. Other homes were also built in scattered sections.

All of which is encouraging to 45-year-old Assessor Wilty and other parish officials whose foresight and whose policy is beginning to pay off.

"We're trying to bring these new people in," says Wilty, "and I think we are succeeding. We lean over backward in an effort to make it attractive instead of trying to penalize them because they are new citizens."

And the sound of multitudinous spades breaking ground for foundations, attests that many thousands of new citizens are finding Jefferson Parish attractive as a place to live.



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*dences will beautify Westwego for many years to come.*



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# **BIG FISH** **and LITTLE BOATS**

By Arthur Van Pelt

Love of Louisianians for outdoor sports is proverbial. At their best these sports, they feel, should have a bit of the zip and zest that comes when an element of competition is added.

Consider then the fact that the Parish of Jefferson, reaching southward far enough to dip her toes into the blue waters of the Gulf of Mexico, is notable for having originated and fostered two of the finest of such events in the country: the famous Grand Isle Tarpon Rodeo and the nationally known annual contest for the Pirogue Paddling Championship of the world.

The whole world, too, is invited, with

true sportsman's hospitality, to enter and participate or just to come and watch these celebrated events. The prime requisite is an attitude of good sportsmanship and good fellowship. Both are necessary for the fullest enjoyment of the occasions though even these fine qualifications, may it be said, cannot offer well-founded promise of successful competition in either to the weak of heart—or of arms and back.

Both rodeo fishing and pirogue paddling mean good hard work. Rodeo fishing for the hard fighting gamesters of the blue waters, especially if one elects to fish steadily through the three days





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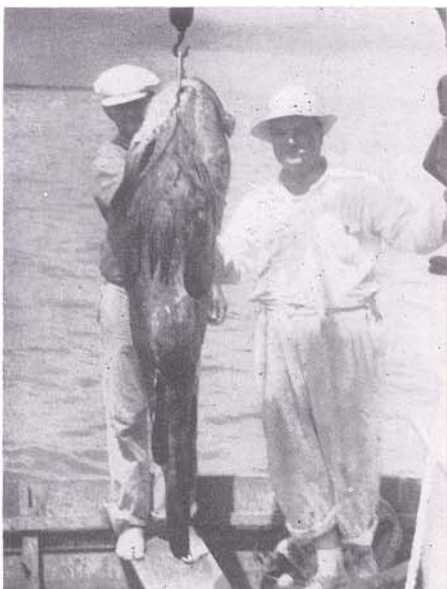
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of the feature, is a real test of stamina and gameness. But the rewards that may be won in experience and in the joy of competition in a sport in which all have an equal chance, are worth far more than all the aching muscles, the hard work and the momentary discomforts.

A noteworthy fact anent the rodeos in the waters about picturesque old Grand Isle is—once a competitor, always a competitor. This is proven by the growth in number of entrants since the inception of the contest in 1928 when a score and a few more tarpon fishing enthusiasts—novices then, as tarpon fishing was in its infancy—gathered at the island under the tutelage of pioneers John C. Donovan and Hugh M. Wilkinson, for a try at taking the big Silver Kings on rod and reel. They were successful, too, and year by year ever since, the Grand Isle Tarpon Rodeo has grown in attendance and importance as a factor in the South's year-round sport program, to the point that in 1948 there were nearly twelve hundred entrants.

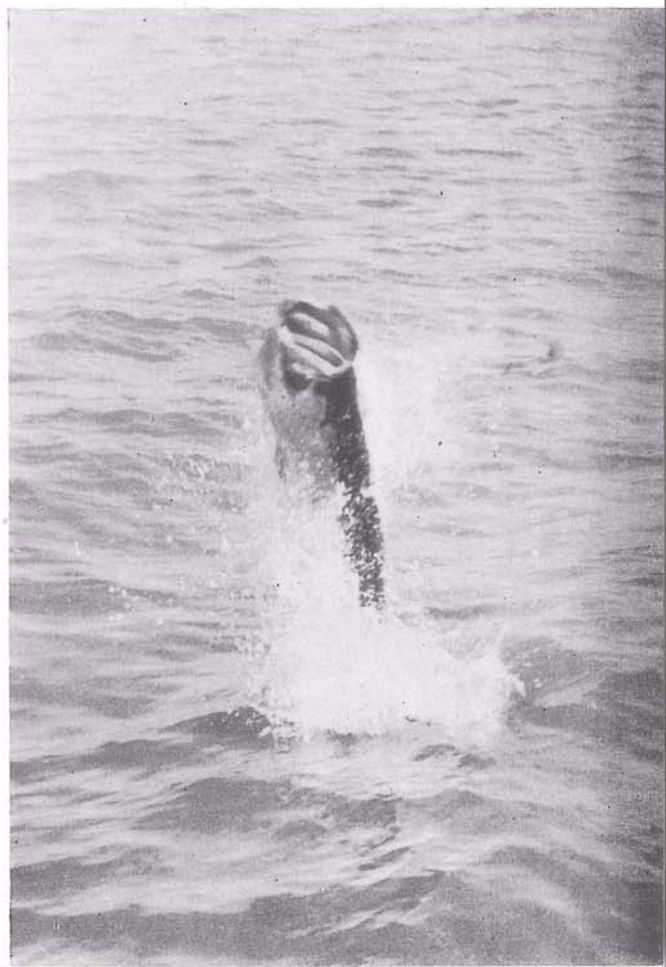
And that other great contest—the Pirogue Race. A younger event in point of years since its origin, but a youngster that has attained national fame.

Child of the bayou lands, the race is an outgrowth of the practical use, among *les 'habitants* of the great coastal lowlands, of that unique craft, the cypress dugout. One must go back into history made long before the advent of the white man on the shores of the Americas. It was from the rivers of South and Central America, where mahogany trees grow straight and tall,

TOP LEFT, J. C. Broussard and his 70-lb. jewfish, caught a few days before the actual rodeo.

TOP RIGHT, extraordinary shot of a huge "silver king" inspecting the lure just before striking, and below—

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even of grain and easily worked, that so far as is known came the first *peroquas*. Indians of the tropics hollowed useful though crude boats from such logs, some of which were large enough to carry a number of persons and, we are told, were in use among the aborigines here in Louisiana when the first explorers arrived.

These early boats solved many a problem of transportation for these early visitors who adopted the idea and improved upon them through the use of better tools and craftsmanship. Throughout the years the art of pirogue

making came to be considered among the fine crafts of the native wood-workers. Their boats became the floating "flivvers" of the bayou folk for personal transportation, for carrying loads and for fishing and hunting. Only since cypress logs of suitable dimensions and perfect grain have become rare have dugout pirogues ceased to be the favorite of all hand propelled craft in the marshlands.

But these were "working pirogues." And as the thoroughbred race horse is to the heavy draft Percheron, so the racing pirogue is to the old time service boat.

With the inauguration of the Pirogue Race as an annual sport event there came a new field of action for those master craftsmen, the pirogue makers. Racing called not for sturdiness of design but for lightness, balance, slender





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lines and speed. The item of safety was left to the skill and natural sense of balance and rhythm of the paddler. Yet even with this condition, rarely indeed is time lost during the running of the race by the "spilling" or capsizing of a contender.

So, in preparing for the contests, the full-breasted model designed for long-life and hard work was forgotten. The long, thin-walled toothpick type was born. Pirogues just wide enough to encompass the width of the paddler's hips—by crowding—and three to almost four times the length of his body. Perfection of design to avoid friction in the water was accomplished by these untaught artists in wood working as though planned by skilled engineers.

Such are the racing pirogues of today. Such are the boats that have carried the champions, year after year, to the hard won victories that invariably mark the finish of every annual race.

Competition is always keen and it is never possible to accurately foretell the winner of Jefferson's yearly contest. Only certain is the fact that sturdy youngsters—and as matter of fact, oldsters too—born and raised "mainly between the thwarts of a dugout pirogue", have successfully defended their reputations as the greatest paddlers of the trickiest of boats against all comers down the years. For years two cousins, Barataria and Jefferson Parish men, Adam Billiot and Herbert Creppell, fought it out to the finish line each season. In 1948, however, another Jeffersonian, Paul Ybarzabal, who had been close up to the winners for two or three years, forged to the front to win the race. Another new contender, Gilbert Reime, a 17-year-old nephew of the famous Adam Billiot, who coached him, took second place, and Herbert Creppell finished third. The race always attracts many entrants, there is a prize for everyone crossing the finish line, and rarely does anyone fail to finish.

In preparation for the 1949 race, Harry Bonck, of New Orleans, was elected president of the Louisiana Pirogue Race Association, formed to insure the permanence of the event and its proper handling. Months of organization assure the smooth operation of the contest carried on over a 4.7 mile course lined with boats of every description and with crowds numbering thousands along the banks of the beautiful stream. Hugh M. Wilkinson is



ROBERT WATERBURY of Baton Rouge, winner of 1948 Tarpon Rodeo, right, and Bill Brengel of WWL.

general chairman of the program.

A national event, truly, for visitors come from all over the country to watch the contest and cheer the contestants, and to pay homage to the victor. The voice of radio relays the progress of the race to all parts of the nation. Motion picture and newsreel photographers record the performance in its every phase.

The Pirogue Race is always run in May. The Tarpon Rodeo comes later. It is usually a July feature and with good reason, for during that month fishing is tops in the waters about lovely Grand Isle and then, too, it is the time when vacations can best be arranged. Few among southern anglers fail to at least make an effort to so arrange matters as to be able to get to Grand Isle at rodeo time.

John C. Donovan, elected president of the Grand Isle Tarpon Rodeo Association at its initiation twenty years ago, still holds that office. The members



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would not have it otherwise. Chairmanship of the rodeo, held by Hugh M. Wilkinson until 1948, now rests in the capable hands of Urban C. Wilkinson. July 21, 22 and 23 are the dates selected for the 1949 rodeo which will be the seventeenth renewal of the classic. No rodeo was held in 1930 and none during the war years of 1942 to 1946.

Conceived as strictly a tarpon fishing contest, the scope of competition was enlarged in 1947 to include, in addition to the flashing tarpon or "Grande Ecaille"—as it is known to French speaking folks of South Louisiana—the dolphin, king and Spanish mackerel, cobia (also called "lemonfish" and "ling") bonito, jack crevalle, redfish or channel bass, speckled trout, sheepshead, jewfish and triple-tail or blackfish.

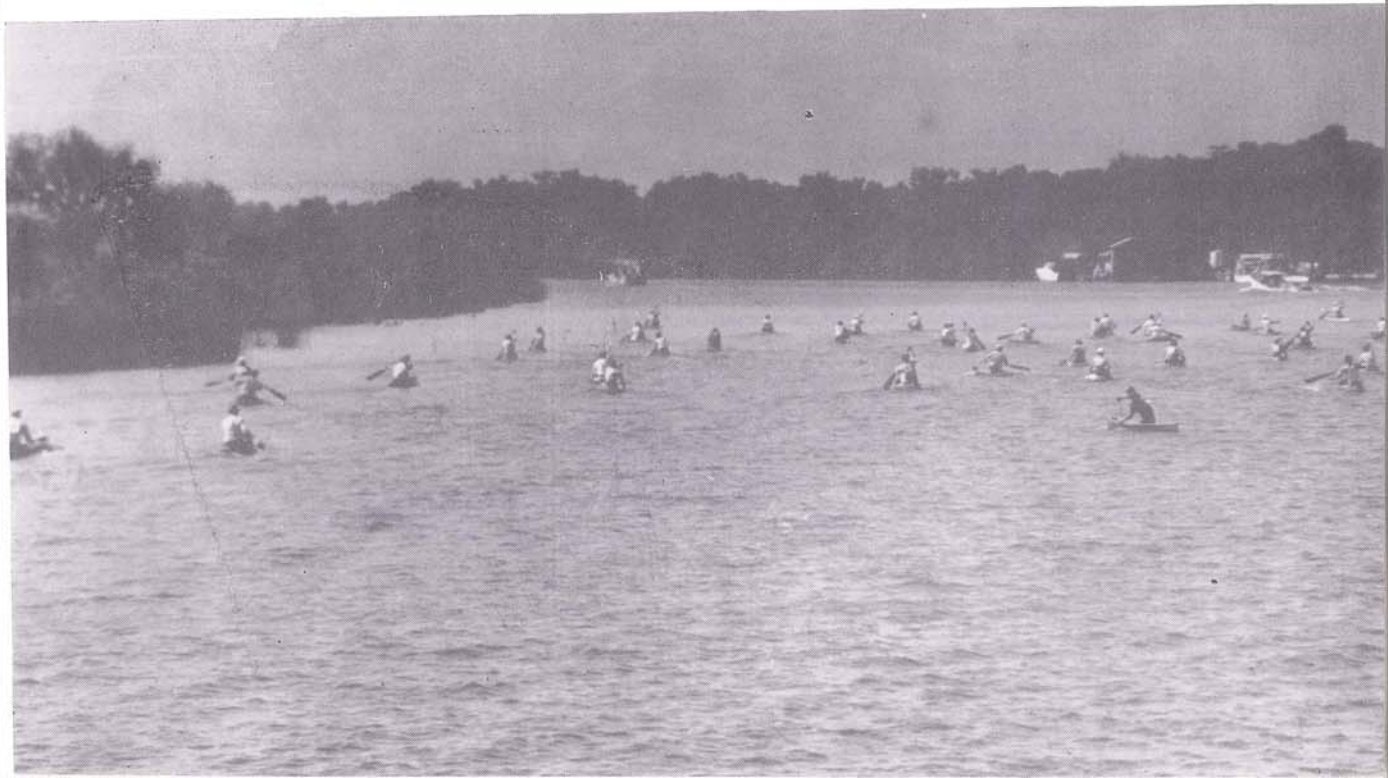
This year something has been added to the rodeo fishing picture which doubtless will create much new interest in the great three-day contest. It is the presence of several species of game fish, hitherto almost unknown in these waters, which of late have come into the Gulf off Grand Isle to congregate about the foundations of the giant oil drilling structures twenty or more miles off shore. During the year just past it was found that red snappers, triggerfish, grunts, and spadefish running to outlandish sizes and big silver trout have taken up their abode about the rigs, doubtless attracted by the fact that they are located atop formerly uncharted reefs of shells or coral. When first the rigs were erected fishermen found



A RECORD of some sort. The author and the SMALLEST cobia caught during the 1948 Tarpon Rodeo at Grand Isle.

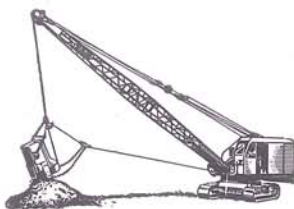
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OFF TO A FLYING START, in a pelting rain, the contestants in the 1949 Louisiana Pirogue Race streak up Bayou Barataria to the finish line.





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**FOR KEEPS.** *Herbert Creppell, three-time winner of the bayou classic, won permanently the beautiful trophy proclaiming him the "Champeen Pirogue Paddler of the World" by his victory on May 15. Harry Bonck of New Orleans, president of the Louisiana Pirogue Race Association, making the presentation.*

in their shade real "convention halls" for hordes of cobia of the larger sizes. This year giant jewfish have taken to living beneath the rigs and have proved real "tackle busters" to many who have hooked them. Now the anglers are studying out a technique that will allow them to cope with the jewfish which sometimes run to several hundred pounds in weight.

The best part of this "rig fishing" is that the deep running "reef fish" are always at home. Rarely does a trip to the outside structures prove a barren effort. The only wonder now is what next may be caught in these offshore surroundings.

Rodeo days are great days on Grand Isle for the sportsmen who gather from far and near to compete for the many fine prizes offered, to renew old acquaintances and to make new ones. It is a great meeting of real folks each year. Best of all, nearly all come back time after time. "There's no place on earth just like Grand Isle," they declare. In fact, Jefferson Parish, from the vicinity of New Orleans to the Gulf, attracts the eyes of the world and the presence of all outdoors lovers who can get here to enjoy the multitudinous charms of the bays, the beaches and bayous of this famous, historic old country.



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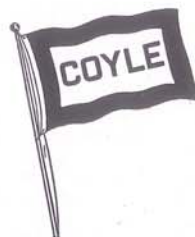
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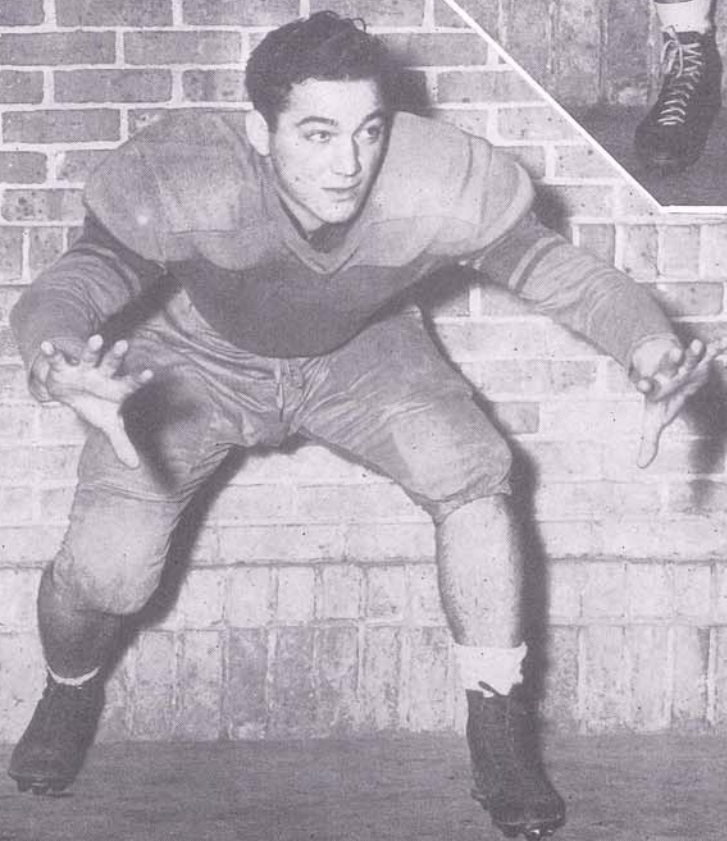
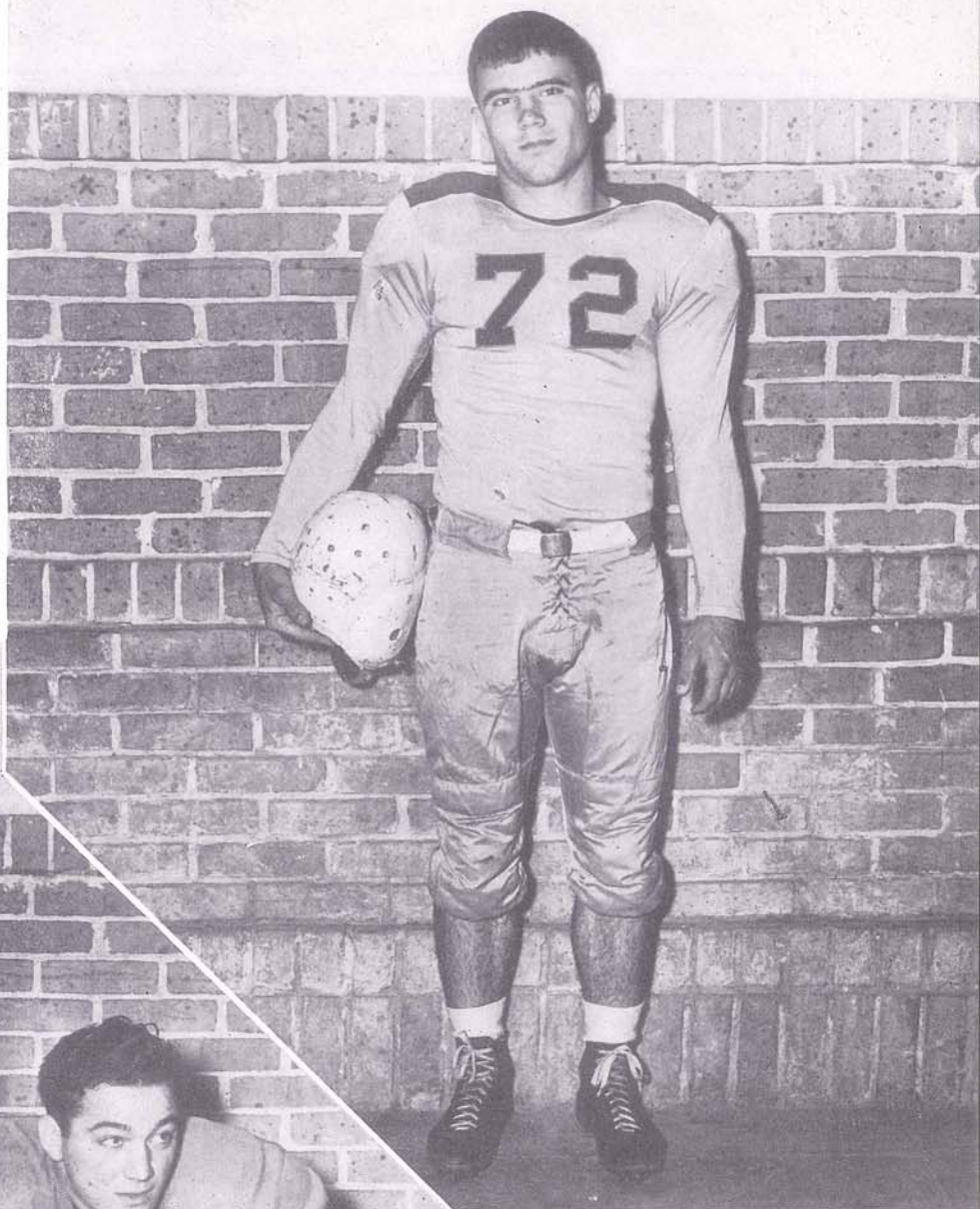
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**GIRLS' CHAMPION BASKETBALL TEAM of 1948, Westwego High School.** Lower, Joretta Walker, Gerry Fortmayer, Dottie Terrebonne, Ruth Hebert, Ruth LeBlanc. Standing, Joyce Bergeron, Jeannette Tassin, June Schlenker, Natalie Cambre (captain), Barbara Berger, Miss Mattie Townes (coach).

**VOLLEY BALL CHAMPIONS, Jefferson High.** Seated, Carol Seeburger, Shirley O'Brien, Melba Palmisano, Gloria Calcagno, Nell Livingston. Kneeling, Mattie Thurman, Doris Ledet, Bobbie Lynn Catoire, Suzanne Seversen, Jean Tudury, Patsy Gillane. Standing, Jeanne-Nell Myers (manager), Emma June Bond, Agnes Kronlodge, Miss Theresa Franzone (coach), Betty Jane Font, June Ruppell, Adele Collins, Carolyn O'Brien (manager).





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HOME ECONOMICS is a very important rounding-out subject in Jefferson's schools. Above, Helen Rink and Mattie McNeeley learn all about pressure-cooking at Westwego High.



POURING COFFEE for Helen Rink is Anna Lee Vallee. Practice is the best method of learning the social amenities.

THE AIM of Home Economics is to teach students the proper selection and preparation of well-balanced, tasty food, and the attractive serving of it. Apt students at this Westwego High buffet supper, from left, Clara Cambre, Blanche Pere, Merian Moulliet, Anna Lee Vallee, Helen Rink, Mattie McNeeley.





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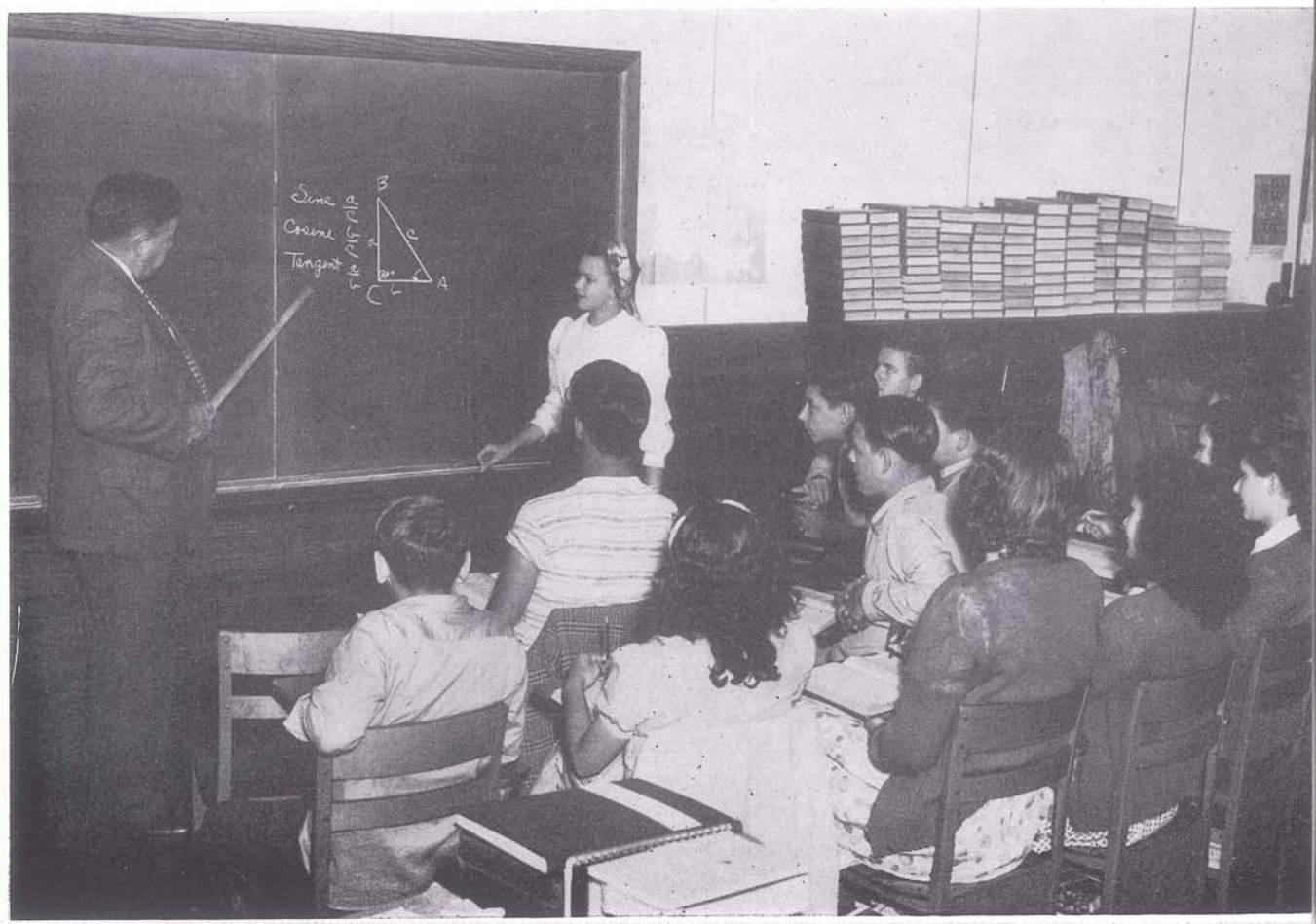
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*JUNIOR RED CROSS group making posters for the campaign drive at Gretna No. II School, under direction of Buddy Rhodes, president.*

The Jefferson Parish School Board, therefore, is contemplating the issuing of sufficient bonds so that it may carry on an extensive building program throughout the entire parish. At the same time, it is the intention of the Board to recondition and modernize many of its existing facilities—facilities which were neglected during the war years when it was impossible to adequately care for them. The Board is of

the opinion that by means of the bond issue, it will be able to accomplish these aims which are vital to the continuance and furtherance of its educational policies.

The Jefferson Parish Public School System consists presently of six white high and twenty white elementary schools, two negro high and eight negro elementary schools. These thirty-six institutions are located throughout the parish in such wise as to serve as efficiently as possible the widespread Jefferson population.

*JUNE CHAVANNE of Metairie High and her prize-winning slogan in the Lions Club's Safety Poster Contest, which included Orleans, St. Bernard, Plaquemines and Jefferson Parishes.*

However, during the current 1948-1949 school session, the white schools show an 18% increase in enrollment and the negro schools a 15% rise, giving

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PROMOTING THE SPIRIT OF FRIENDSHIP among the 14 nations represented, the theme of the 1949 Metairie Grammar School's Carnival Ball was: "Children of Many Lands."

an overall growth of 16%. The direct result has been an over-crowding of all of the buildings in use. From present trends in population growth in Jefferson Parish, it is anticipated that the public school enrollment will be even larger next year.

The Board is of the opinion that its educational policies are, in part, contributory to this condition. The abilities, tendencies and plans for the future of the comprehensive group are considered and the curriculum is then tailored to fit the range required. While the so-called formal program of studies is given its proper assessment, we point with justified pride to the fact that all of the high schools offer Industrial Trade and Arts, Home Economics, Music and Commercial courses. In this way, we hope to develop the youth in our charge into practical, reasoning and conscientious citizens.

The Atomic age in which we live requires, more than ever, that the individ-

ual be well adapted to new concepts of thought for old, time-proven fundamental ways of life. It will be found that today's best thinking is based on the firmest moral truths that have withstood the attrition of time and change, and anachronistic minds, out of tune with the times, will be left by the wayside in the inexorable forward march of progress.

Achievement and the wise use of leisure are the best means of eliminating incipient, ill-founded discontent. Thus, channeling the energies and intelligence potentials of the youth looking to us for guidance in these times along right and fruitful thinking lines is our high-minded aim. The proper development of growing bodies as well as minds is also our firm purpose. We are certain that all of Jefferson Parish wants to aid us in cultivating its most priceless product—its youth—as it will share in the golden harvest of citizens well able to take up where we leave off.



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Standing, from left: Bert W. Clarke, Ward 8, Metairie; Paul J. Solis, Assistant Superintendent of Schools and High School Supervisor; John Calzada, Ward 8, Harvey; Julius F. Hotard, Vice-President, Ward 2, Gretna; Loney J. Aulin, Ward 1, Gretna (McDonoghville); W. Richard White, Ward 3, Gretna; August F. Guidry, Ward 4, Marrero; Abel Zeringue, Ward 5, Waggaman; Dave Dabria, Ward 4, Marrero.



## 4—ROUND TRIPS DAILY—4

READ DOWN

4:15 A.M.	8:20 A.M.	9:20 A.M.	5:00 P.M.	lv Houma ar	8:35 A.M.	1:35 P.M.	3:35 P.M.	8:35 P.M.
4:45 A.M.	8:50 A.M.	9:50 A.M.	5:30 P.M.	lv Raceland ar	8:05 A.M.	1:05 P.M.	3:05 P.M.	8:05 P.M.
7:00 A.M.	11:00 A.M.	12:00 M.	7:40 P.M.	ar G. Isle lv	6:00 A.M.	11:00 A.M.	1:00 P.M.	6:00 P.M.

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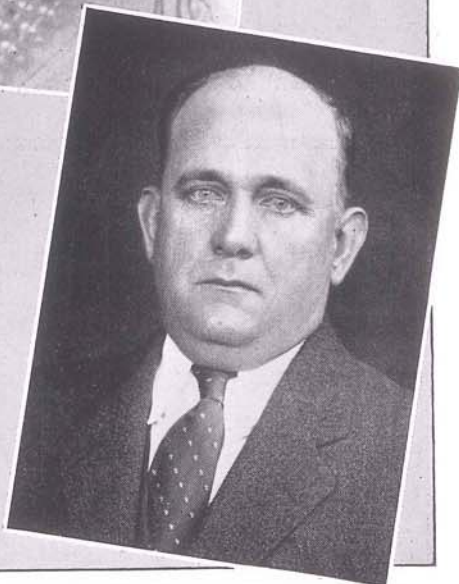
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ter: Mrs. A. C. Alexander,  
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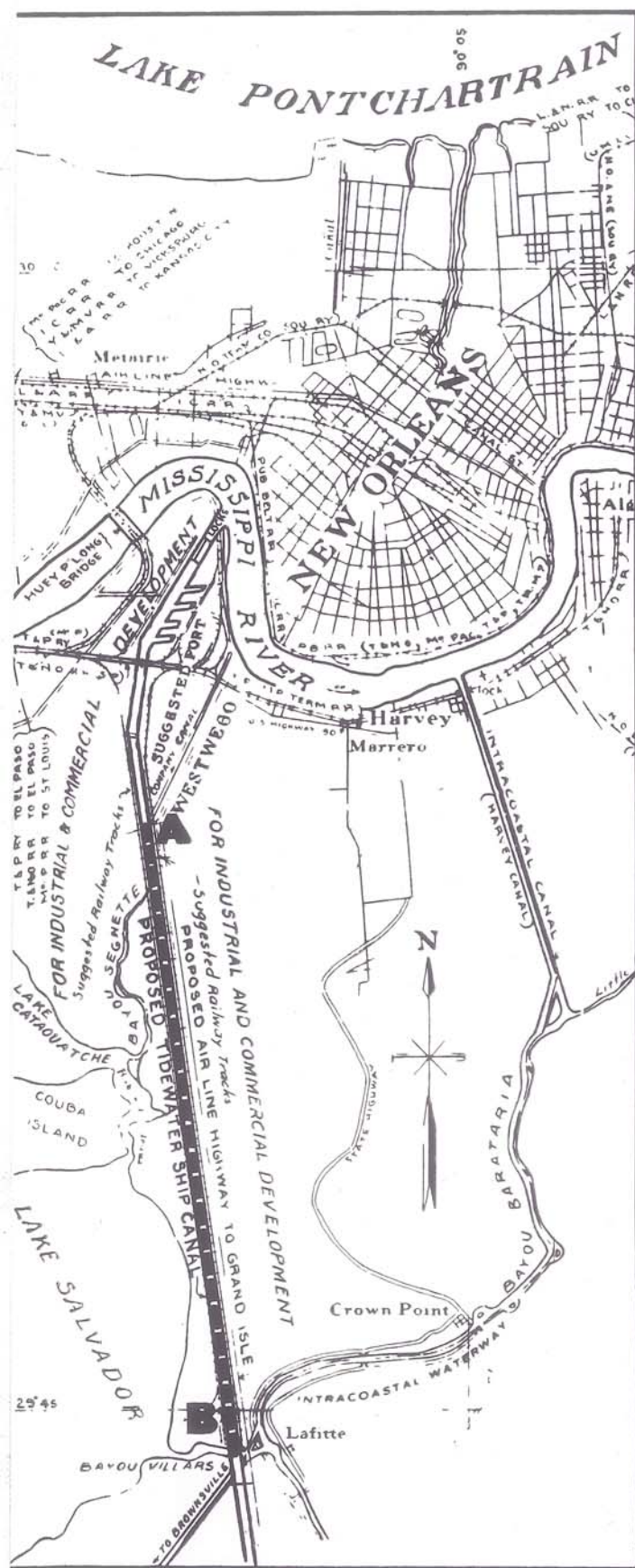
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The District Engineer has recommended to the Division Engineer the construction of a 60' wide by 9' deep canal from the Company Canal at Westwego to Bayou Villars near Lafitte for the benefit of the fishing industry. Ten miles of this—from A to B—follow the exact route suggested for a tidewater ship channel to the Gulf. Oil company and barge line operators are interested in the stretch from B south, as an expediting route for oil shipments.

(Continued from Page 55)

order for the purpose. Soil conditions on the west side of the Mississippi impose fewer problems in canal dredging and maintenance than they do on the east side, according to engineering data. Moreover the west side is without the east side's terrible handicap of open-water dredging. The canal would maintain itself with a minimum of maintenance cost from one end to another, and the material excavated from the channel cut would raise the ground level three to four feet, to a depth of more than half a mile on each side. The land to be created for industrial and port sites would be considerably higher above the sea than most of the ground on which New Orleans is built. Storm records moreover show much less high water from hurricanes on the west side of the river than on the east.

Lateral cuts from the main channel could extend waterfront creation almost indefinitely, and at a much lower price to industry than the \$10,000 an acre cost already put on land in the Industrial Canal area. Not only is most of the land area along the seaway route in Jefferson Parish unoccupied, the entire country is singularly free of natural or artificial obstacles. Few are the railroad, highway or other installations that would impose engineering problems or economic difficulties. Industrial and port development can be laid out there as easily, almost, as lines can be drawn upon a sheet of paper. Development would receive the largest opportunity at the smallest price.

On that land can be built the type of wharves and foreign trade facilities needed in a world of intensifying competition, to take the place of the obsolete and inadequate structures which now sprawl along 10 miles of the New Orleans riverfront; wharves and storage sheds able to contain the full cargoes of today's larger ships, not a part



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of them; able to sustain 1000 pounds or more to the square foot, not the 350 pounds of today.

New Orleans will profit enormously by the west-side route, much more than by the east-side. New Orleans does not see that yet, so the fight for the west side has been pushed by the west-side interests, the businessmen and industrialists of Jefferson Parish. New Orleans has always until the past few months ignored the section to which its daily newspapers refer slightlying and ungrammatically as "Over the River."

By tradition, that part of the world is, to New Orleans, the vague, the mysterious, the unknown approach to the ancient stomping ground of the pirate Lafitte, which, by the way, was along the seaway route. The city still visualizes the west side in terms of the past when it was even more bare of business than New Orleans. It looks through

the wrong end of the glass and the sky-lined development of the west side seems to be remote and insignificant, when as a matter of fact it is less than a mile away and breath-taking.

One railroad-highway bridge has already begun to make a continuous bank of the east and west sides of the river. When we have more bridges and tunnels (especially the crossing in the Gretna-Race Street section) New Orleans will then realize that the west side of the port is closer to its business heart than are the upper and lower ends of the east-side wharves, closer, even, than the Industrial Canal, on which poor business judgment would now pivot the seaway.

Jefferson—the solid, the thinking businessmen and industrialists of Jefferson—are trying to carry that Message to Garcia now, so that New Orleans will stop wasting its efforts and trying to waste the tax-payers' money for sentimental or other less praiseworthy reasons, on an east-side route proposed principally for face-saving purposes.

---

*COMPANY CANAL at its junction with Bayou Segnette. This section has vast industrial development possibilities.*







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By J. W. Hodgson, Sr.

President and General Manager

East Jefferson Waterworks District Number One

It well may be that the country is "leveling off" into what we know as "normal" times, but the work program for the East Jefferson Waterworks shows no cessation during 1949.

If normal times means the construction of gigantic plant expansion and the laying of more miles of water mains than ever before, then perhaps we are going into normalcy. In District Number One, comprising all of Jefferson

Parish on the East Bank of the Mississippi River, "business as usual" is changed to read, "more business, as usual." Normalcy here means growth. It means more residential sections being opened up, more pipe laid in the ground, and more and more people receiving the wonderful, metropolitan facility of an unlimited supply of pure, fresh water at the turn of a tap.

Our present capacity is 4,500,000 gal-



lons of water per day, and this is not enough. Has not been enough, to keep up with the steadily continuing development of industry and the never ending flow of welcome residential newcomers, pushing westward from the crowded urban precincts of New Orleans, which must expand most naturally in this direction. Back in 1947, when we piped water into 8909 homes, five miles of additional pipe was laid. In 1948 our consumer list reached 10,732, and a total of eight more miles of mains was necessary to accommodate their needs.

The work of laying pipe and adding more and more homes to our line goes on all the time. We expect to serve at least eight or nine hundred additional consumers before the end of the year.

To take care of all this sound and healthy growth and expansion, the East Jefferson Waterworks recently floated a bond issue of \$1,175,000. All the bonds have been sold and the money is to be used for plant extension and development. We will construct four more filters in the enlarged plant, install new machinery at the intake works on the river, and lay down another line from the intake pumps to the settling tanks.

We estimate that these improvements and extensive augmentation of our facilities will enable us to pump from 10,000,000 to 12,000,000 gallons of water daily out over the lines, almost triple our present output. Every drop of this water must be fresh and pure, ready to drink as it comes from the faucet.

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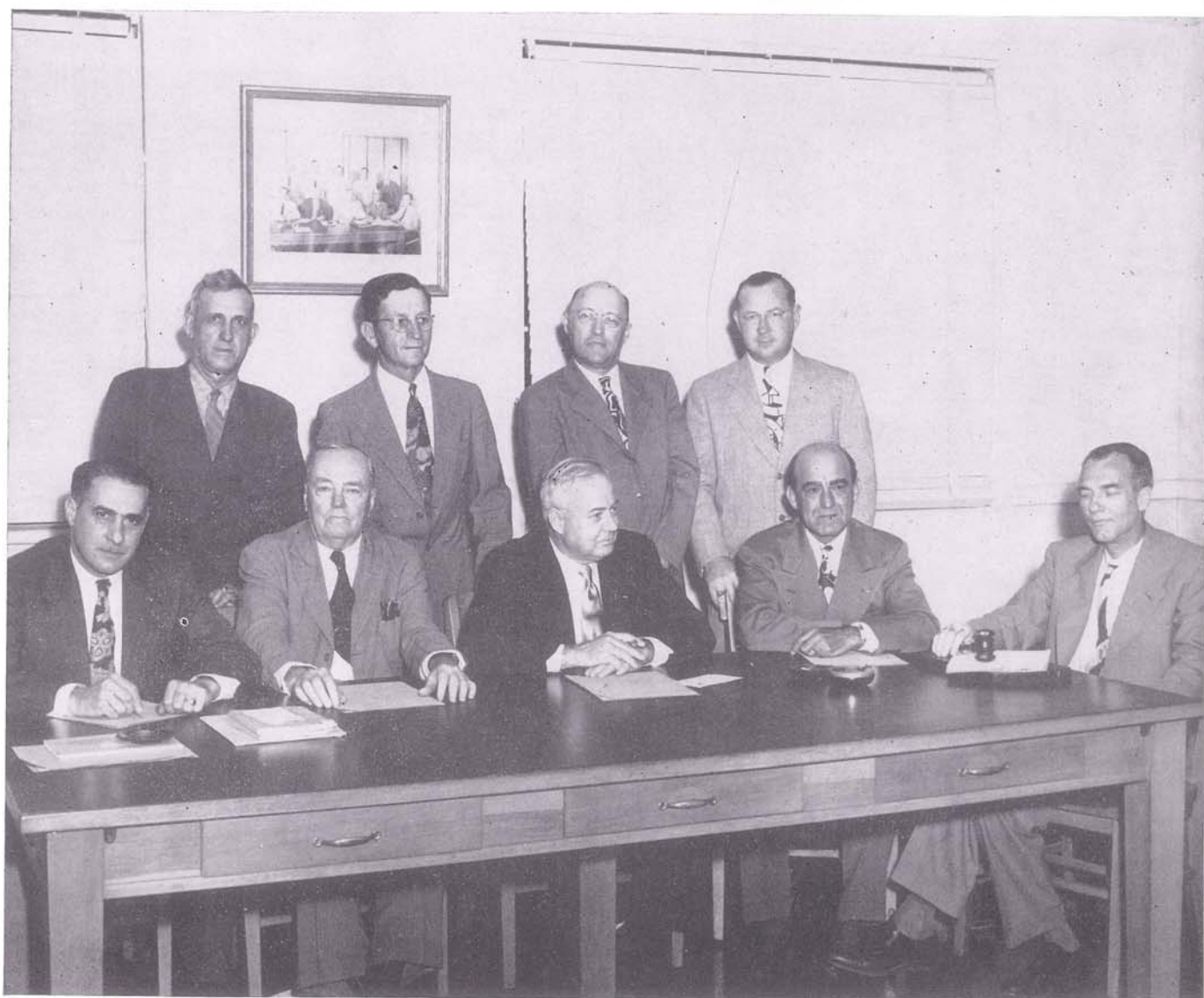
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from the mighty Mississippi and the time it appears sparkling clear on your table, it goes through a thorough and precise system of settling, chemical treatment and careful filtering. As an additional precaution, a little chlorine is added, affecting neither the taste nor the odor. To assure its wholesomeness and confirm its purity, the Louisiana State Board of Health tests the water twice weekly, and our own chemists maintain constant checks, taking water from a different school area daily.

Most important to the consumer, the

extremely low cost of water for all his needs—health, sanitation and safety, is no more today than it was when we started seventeen years ago.

Since we must assure the ever-growing population of District Number One a never-failing supply of pure water for all their needs, kept under approximately 60 pounds pressure per square inch by our system of reservoirs, water towers and pumps, normalcy for us will mean a time of continued activity, progress and development, and we are continually preparing for it.



**COMMISSIONERS, DEPARTMENT HEADS AND OFFICIALS OF EAST  
JEFFERSON WATERWORKS DISTRICT NUMBER ONE**

*Seated, left to right: Commissioners—Blaise Camel; E. J. Bender; Charles A. Boutall, Vice-President and General Manager. Standing, left to right: Department Heads and Officials—William Wolf, Outside Superintendent; O. Gaudet, Plant Engineer; E. George Lorio, Treasurer; and Frank V. Draube, Secretary.*





GRETNA PLANT of *United Distillers of America, Inc.*, manufacturers of commercial alcohol from molasses.

# **GRETNA:**

## ***A STUDY IN PROGRESS***

By Dr. Charles F. Gelbke, Mayor

Building for a better future is the prevailing watchword in this thriving city of over 15,000 people. Building at a pace never dreamed of by its founders who sought refuge in an area which afforded a pleasant contrast to crowded conditions on the east side of the river.

Years ago, contrary to its founders' dreams, Gretna realized its importance as a growing industrial, banking, and business center for the West Bank area and took definite steps to insure this anticipated growth. Today Gretna stands as an outstanding example of what can

be done through careful planning and energetic leadership. Its river front is lined with name industries, its business streets resplendent with modern stores, its homestead districts reflecting the pattern of a happy and prospering people.

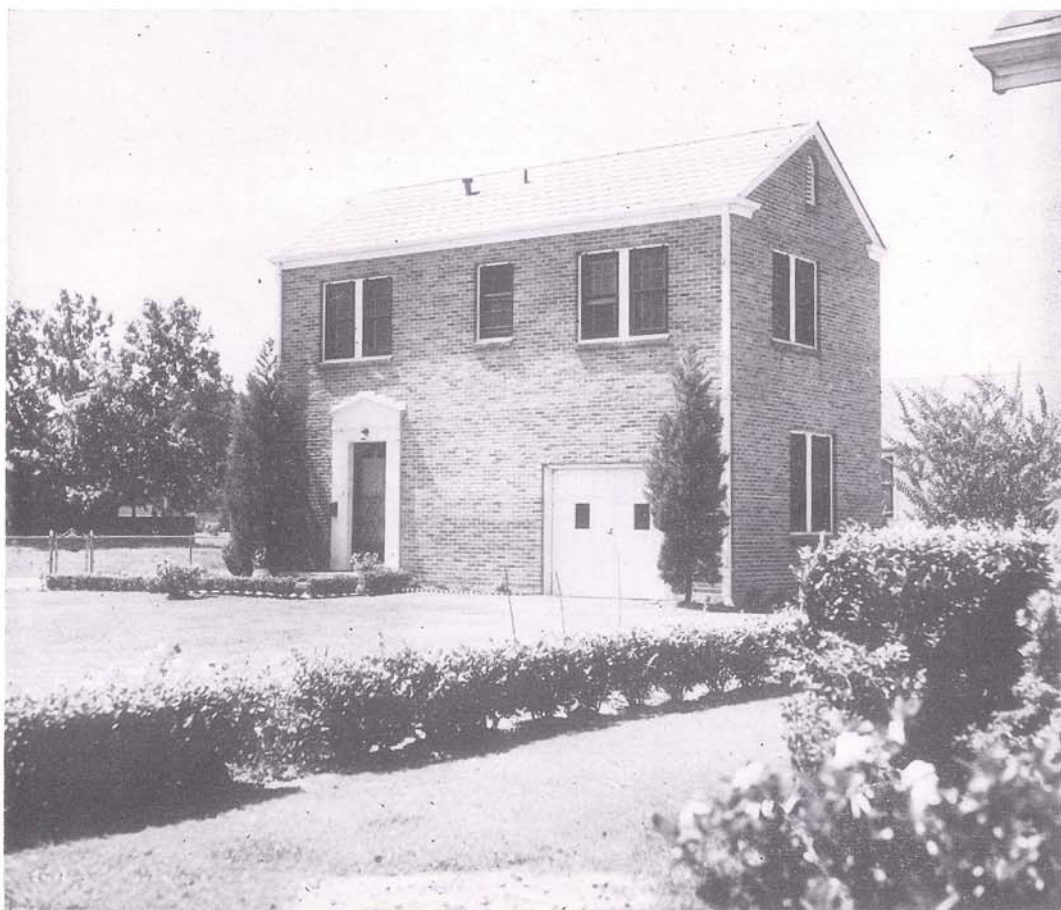
Gretna has reached the maturity of a metropolitan city, but its vision of growth is still undaunted. Its plans for tomorrow are as ambitious and noteworthy as its accomplishments of the past.

The year 1948 represented a busy year for our city. Many notable achievements in civic improvement were realized. A new \$350,000 water extension and improvement program was inaugurated. A \$105,000 sewerage improvement program was completed and two new projects were opened in the subdivisions of Garden Park and Vicknair. Added fire protection was provided

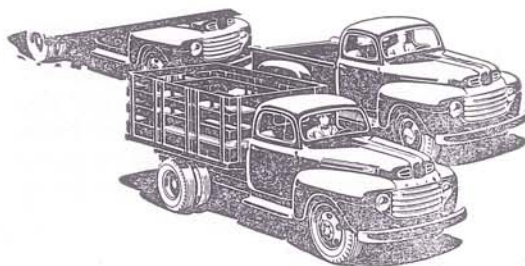
through the purchase by the David Crockett Fire Department of a new fire engine and the construction of a new fire house. Efforts were continued toward bringing about the construction of the four-lane back-route highway essential to the relieving of congestion on the present Fourth Street highway. Many other projects were studied, approved, or completed, but these in the main represent the most significant ones of the year.

A modern motor coach system with a new sheltered bus terminal serves the busy requirements of the many commuters of this city. One of the most efficient street lighting systems adds a new note of night-time safety for vehicular as well as pedestrian traffic. Our school system under parish administration is adequate and is being expanded to accommodate future needs. There is a sense of modernity which

ONE OF MANY distinguished new residences decorating Gretna's urban area.







AL CLAVERIE  
President

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is now  
the largest

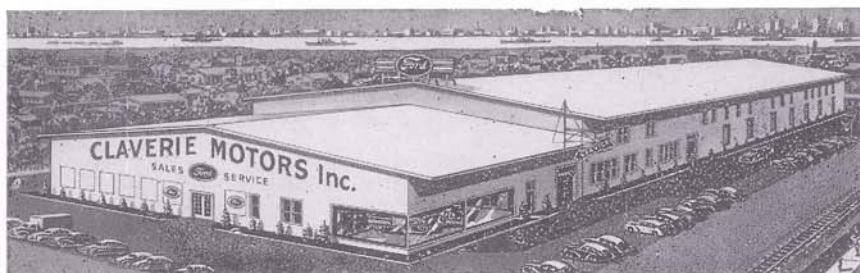


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GRETN

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**NEW TRUCKS . . . USED TRUCKS . . . TRUCK SERVICE**



*THE HIGHWAYS, too, are studded with homes of quiet charm.*

characterizes the growth of this bustling city. Up-to-date, well lighted stores have come to take their stand along our busy thoroughfares while many civic projects have been built with an eye for the future.

Huey P. Long Avenue, Gretna's main thoroughfare, with its modern store

fronts, beautiful natural grounds, and brilliant street lighting acts as a beacon of welcome to all who seek the advantages of a pleasant and prosperous community in which to live or do business.

Gretna looks to the future with confidence—a future which holds bright for the generations to follow.



#### **OFFICIALS OF THE CITY OF GRETN**

*Seated, left to right: Eugene Gehring, Alderman; Frank Bessler, Alderman; Dr. Charles F. Gelbke, Mayor; John Ray, Alderman; Henry F. Bender, Alderman; and Charles A. Huber, Alderman. Standing, left to right: Andrew H. Thalheim, Attorney; Beauregard Miller, Town Marshal; Marcel J. Bourgeois, Superintendent of Waterworks and Tax Collector; Alvin E. Hotard, Engineer; and Julius F. Hotard, Clerk.*





*EFFICIENT and economical type of land-water craft for oil exploration, the "Marsh Boat" is powered by an ordinary Ford V-8 engine.*

# **WESTWEGO**

## **IS WILLING**

### **---AND ABLE!**

By R. J. Duplantis, Mayor

The well-balanced, prospering economy of Westwego is largely based on food—a commodity for which there will always be a need, and a continually increasing demand.

This enterprising town on the West Bank of the Mississippi River can now report seven bustling shrimp canning plants, and maintains its position as the seafood center of Jefferson Parish. Truck farming and dairying continue also to supplement the production of foodstuffs.

But the wheels of industry too, spin in

Westwego, founded by the courageous fisherfolk who survived the terrible hurricane that destroyed the community at Cheniere Caminada in 1893. Molasses in immense quantities from the rich Louisiana sugar cane fields and elsewhere, fill the 15,000,000 gallon tanks of the North American Trading & Export Company and the storage capacities of the U. S. Industrial Chemical Company. Here the thick syrup is converted into commercial alcohol by the Publicker Alcohol Company, local branch of Publicker Industries, one of





*WESTWEGO is also a place of comfortable homes and genteel neighborhoods.*

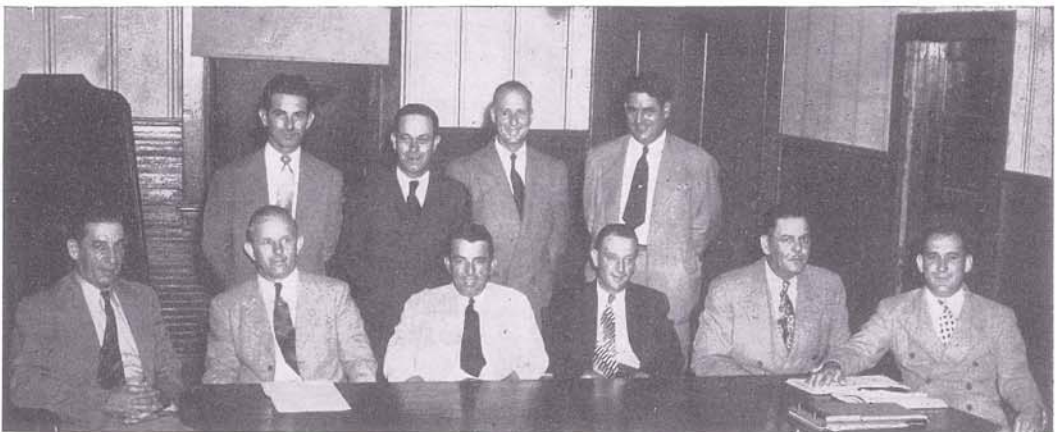
the largest producers of alcohol in the country.

The Products Research Service, Inc., producers of synthetic resin protective coverings, is firmly established here, and the Marsh Equipment Company, which for two years has been turning out air boats, quarter boats and barges, recently brought out the "Marsh Boat," a simple and economical version of the famous "Marsh Buggy" type of land-water craft used in exploring for oil in the watery tracts of coastal marshes.

Across the broad span of the Huey P. Long Bridge an unimpeded rush of train, truck and automobile traffic

pours through the Westwego area, and though the big new four-lane super highway is still in the drawing board stage, we look for the day, in the near future, when actual work will begin. At the West Bank docks, hundreds of ocean-going vessels discharge and take on cargo annually.

Westwego has settled into a steadily developing routine of producing seafood, agricultural produce and the fruits of modern industry. The far-seeing and energetic descendants of the brave fisherfolk of over half a century ago are ready today with the tools and technique, and the blessings of a bountiful land. We look forward to the time ahead with happy confidence.



#### OFFICIALS OF THE TOWN OF WESTWEGO

*Seated, left to right: Louis Marcomb, Alderman; Roy C. Keller, Alderman; Henry B. Trepagnier, Alderman; Clarence A. La Bauve, Alderman; T. A. Adams, Alderman; and R. J. Duplantis, Mayor. Standing, left to right: Nestor L. Currault, Jr., Attorney; Jacob Gregory, Town Marshal; Caesar Baril, Treasurer; and Sam De Mattio, Assistant Town Marshal. Edwin J. Pierce, Secretary and Tax Collector was ill when photograph was taken.*



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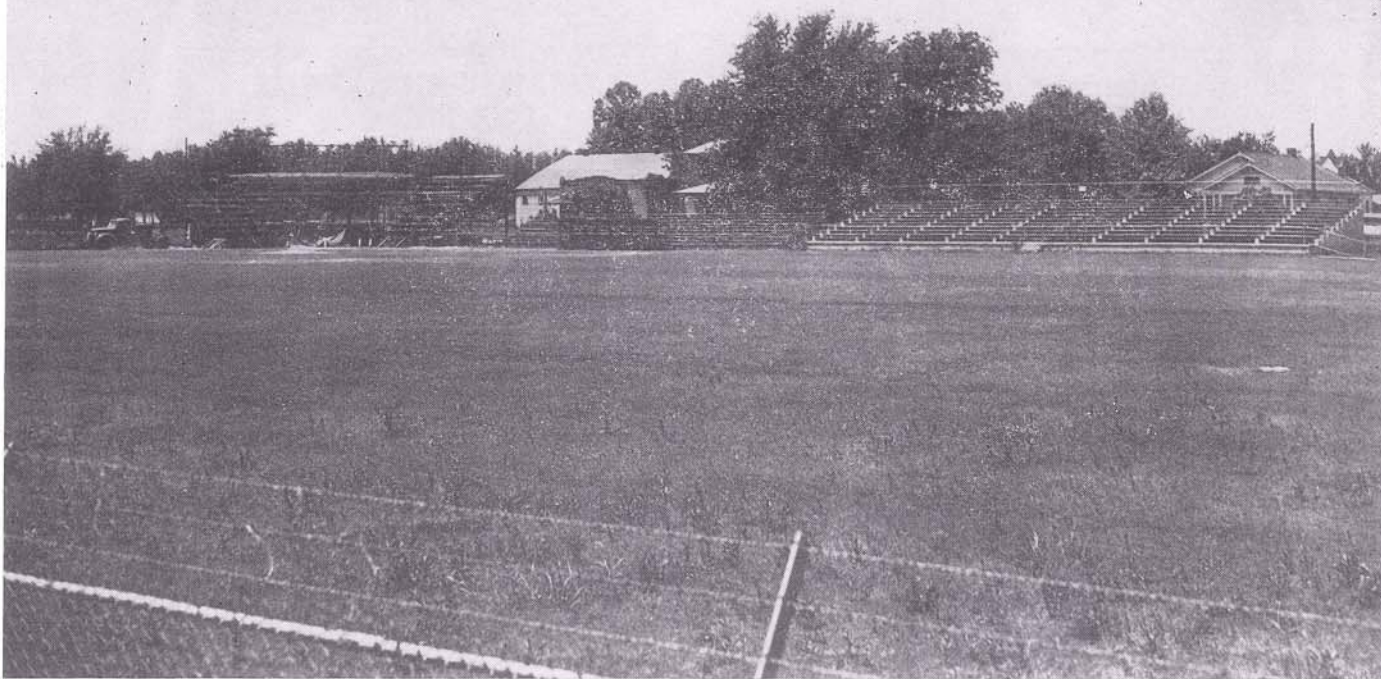
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LAFITTE, LOUISIANA

**CRANE CLOTHING  
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1218 Canal Street

**NEW ORLEANS 13, LA.**



ATHLETIC CLUB STADIUM, on the football-baseball field, was built by the free labor of the men of Kenner in their spare time.

# KENNER

## CAN TAKE A DARE!

By Dr. Joseph S. Kopfler, Mayor

Kenner faces a future that is not a challenge to courage, but more a dare to the vision of its leaders to superintend its continuing, almost phenomenal, growth. For though Kenner's plants and factories supplied many of the martial needs of our country in the war now almost four years past, its industries were not war-founded.

The excellent products they are turning out in increasingly vast quantities fill the natural needs of a progressing, developing and prosperous peacetime market. And this firmly based industrial increase is expected to proceed apace, accompanied by a continued steady growth in population.

The pleasant climate prevalent in the Kenner area and favorable living and working conditions explains the amazing mushrooming of the number of permanent residents here, most of whose

interests are founded in local industry and agricultural pursuits. People and industry come to Kenner to stay.

To meet the never lessening need for housing and other construction, several new concrete block plants have sprung up in the year past. Also in 1948 the Jordano Sash & Door Company started its wheels humming, and a stream of building fabrications flows uninterruptedly from its shipping platforms. Another new and thriving concern is the Airline Sash, Blind & Door Factory. Tons of produce from land and water lie deep in the frosty lockers of the recently completed Deshautreaux Cold Storage Plant.

Keeping abreast of the times, the well-established Airline Lumber Company, with the largest drying kiln of its kind in the South, has expanded still more and completed its huge loading



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SLACK BARRELS

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Vegetable Crates . . . Fish Boxes

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Lafitte Road

LAFITTE, LA.



*Airline Lumber & Supply Company.*

rack. The Louisiana Box Company and the Ipiq Plywood Corporation are among other large manufacturing organizations that have found it imperative to extend operations and facilities in the past year.

Kenner, site of the nation's largest commercial airport, Moisant International, and within a few minutes by automobile or bus from the business heart of New Orleans, presents a pleasant combination of the rural and metropolitan life. Her rich soil yields truck produce and a large commercial crop of chrysanthemums, cattle and dairy products.

The progressive, active Rotary Club is alert to the needs of the community, and the highly civic-minded Athletic Club, which heartily sponsored the building of the new concrete block stadium, suited the word with the deed and actually put their own labor into its construction. Town taxes are low and the people are assured favorable results for their money.

Now that the post-war "boom" seems to have finally subsided elsewhere, normal times for Kenner mean a period of continuing growth and it faces the future with enthusiasm and eager anticipation.



#### **OFFICIALS OF THE TOWN OF KENNER**

*Seated, left to right: Victor Carona, Marshal; Philomene Paasch, Secretary-Treasurer; Dr. Joseph S. Kopfler, Mayor; Marie Caronia, Tax Collector; and S. Bonura, Night Officer. Standing, left to right: Leo Gautreaux, Alderman; Frank Perrone, Alderman; William Mancuso, Alderman; Joseph Centanni, Alderman; and Joseph D'Gerolamo, Alderman.*



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Over 60 Years In Business



NEW TEEN-AGE BUILDING is a sound investment in Harahan's youth.

# **THINGS ARE HUMMING IN HARAHAN!**

By Frank H. Mayo, Mayor

The files of the town of Harahan are filled with requests from all over the country for information concerning the industrial assets and residential qualifications of this section of Jefferson Parish.

Now, more than ever before, the replies to all these queries are extremely favorable. Industrially, Harahan is going greater than ever and growing all the time, and to house the influx of solid, stable population, new residences are being constructed in ever increasing

numbers. Transfer of property continues on a large scale, much of it residential, and the Illinois Central Railroad alone has available 1000 acres of choice industrial sites, for concerns wishing to take advantage of the favorable climate, ample labor and coordinated transportation.

Besides the established, prospering plants in this highly industrialized section, such as the Kieckhefer Container Co., W. A. Ransom Lumber Co., U. S. Steel Products Co., and the Freiberg



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JACK MARCELLA, Owner

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—Open 24 Hours—

SANDWICHES AND DRINKS OF ALL KINDS  
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ON THE HILL AT WESTWEGO FERRY LANDING — WESTWEGO, LA.

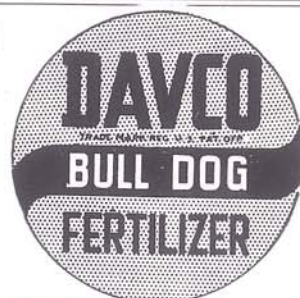
## USE BULL DOG BRAND

FERTILIZERS

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**THE DAVISON  
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Office and Factory, Gretna, La.



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ORIGINAL POOR BOY SANDWICH

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THE BEST OF DRINKS  
DANCE AND ENJOY YOURSELF  
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—AT—

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## HUMBLE OIL & REFINING CO.

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Telephone Grand Isle 317

GRAND ISLE, LA.



TURNBULL SUBDIVISION saw much new residential construction in 1948.

Mahogany Co., largest manufacturer of mahogany lumber and veneers in the world, the community can boast a plant making the old-fashioned French-drip coffee pot—Zensel Bros., who also turn out artistic fabrications of the modern tinsmithing craft.

Evidence of the industrial resources of Harahan are the Wholesale Market, ship suppliers of packing house and dairy products, and the Tops Company, dealing in wholesale plumbing supplies. Too, a major oil company has been taking up leases on tracts, and the general belief is that before long a rich oil field will bloom in the vicinity of the town.

Harahan's people have a warm feeling for the town and for one another.

We are instilled with deeply ingrained civic consciousness, as witness our newly enlarged fire house and the arrangement with the city of New Orleans for the rental of a fire engine.

The new teen-age building is a constant source of wholesome pleasure and entertainment for our youth, and the new, modern U. S. Post Office, built at the expense of the town, was gratefully dedicated as a practical and lasting monument to the memory of our heroic dead of World Wars I and II.

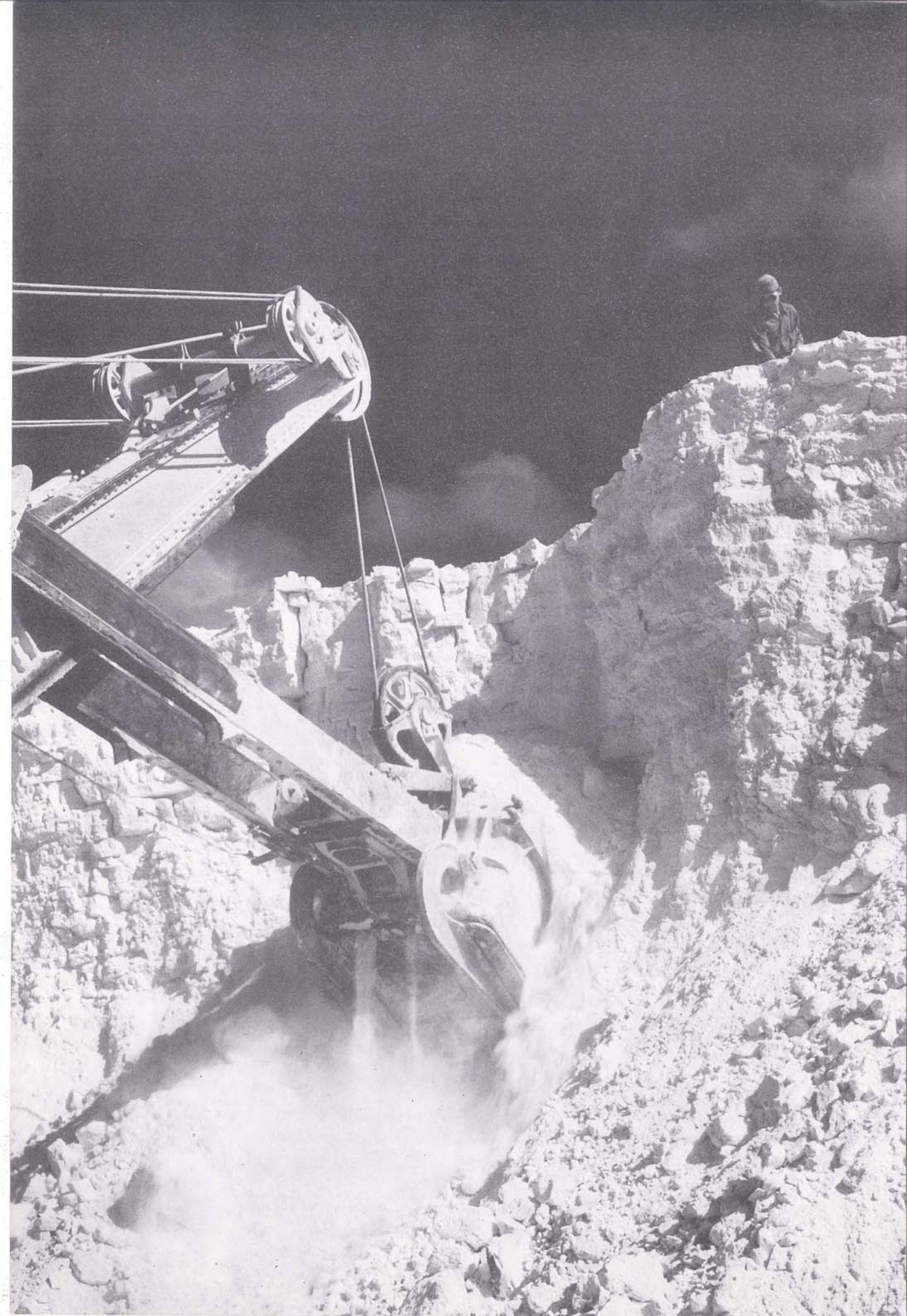
We have no unemployment problem, and we do not expect a slowing up or stoppage of industrial activity or residential development. Harahan is a fine place to work, play and live, and the future for her looks bright indeed.



OFFICIALS OF THE VILLAGE OF HARAHAN

Left to right: Harold Buchler, Attorney; Francis K. Bourg, Alderman; Ernest Baron, Alderman; Frank H. Mayo, Mayor; Mrs. Mary S. Kielman, Tax Collector; Charles A. O'Neill, Alderman; and John Contrado, Marshal and Chief of Volunteer Fire Department.







# PLAQUEMINES

## PARISH---

### THE SMILING LAND

By Leander H. Perez

District Attorney, Plaquemines and St. Bernard Parishes

The mighty Mississippi begins its downward course over two thousand miles north of Plaquemines Parish, and flows right through the middle of the nation. Taking rich tribute from the surface of three-fifths of the United States through its system of tributaries, the river gathered a wealth of fertile alluvial soil as it rolled majestically to the sea, and for centuries before retaining levees were built, this great river flooded its banks and spread this alluvial treasure in successive uncountable layers over the Delta area.

Thus, until the coming of the white man and his levees, the land on both sides was naturally built up a little higher than the surrounding semi-aqueous marshes, and it was all rich loam, vitally responsive to flourishing vegetable growth. The first hundred miles upward from its mouth—the last hundred miles of its seaward run, which comprises Plaquemines Parish—is where, for thousands of years, the wealthy Mississippi checked its valuables . . .

Here in the Delta country are thousands of acres of the globe's most productive soil. Enriched by the same natural method as the richly arable

delta of the Nile, the land built up by the millions of tons of silt per year carried down by its benefactor, The River, is a Paradise of varied affluence.

But the river cannot alone be thanked for the bounty on all sides. Mother Nature, perhaps in a wild access of generosity, thickly showered this corner of Eden with gifts, and with a lavish hand planted here wealth on the surface of the land, in the surrounding waters and in the deep recesses of the earth.

Practically untouched lie huge reserves of natural gas, oil, sulphur, lime deposits, salt. In these few hundred square miles agriculture burgeons abundantly, a rich harvest of sea foods comes from its waters, and great stores of furs are gathered annually. Here, too, some of the finest waterfowl shooting to be found anywhere, hunting of deer and other game, and sport fishing, help to bring in a handsome portion of the \$25,000,000 sportsmen spend in Louisiana every year.

Consider how in this one spot are found three primary requisites of progress and of life itself: the marvelous mineral, Sulphur, the indispensable fluid, Petroleum, and Food, unlimited food in the form of oysters, shrimp, fish and other seafood; game, both furred and feathered; cattle, vegetables, the valuable citrus fruits—all of these stand for prosperity, and all of them in all ways stand for progress.

All this in a warm and friendly land—a smiling land—peopled with a smiling, friendly folk.

*1,000,000 LONG TONS of sulphur were produced by the Freeport Sulphur Co. in 1948. This year's requirements will demand an even greater amount.*





*MOLTEN SULPHUR being sprayed on to storage or "vat" site at Freeport's Grande Ecaille mine in Plaquemines Parish, one of only two places in the nation where sulphur is profitably produced.*

*THE MAGIC yellow mineral is used in hundreds of ways, in the manufacture of thousands of products, and 30% of all mined goes back into the soil as fertilizer. Here citrus groves are being dusted with sulphur against destructive parasites.*



In only one other place in America, the Texas coast, has sulphur been profitably mined. This wonder chemical, without which mankind could not exist, is used in the production of almost everything utilized by man. It is required in the processing of food and the preparation of the ground to grow food. It improves the health of livestock. Certain medicines call for it in their formulas. The rubber industry would fail without it, and manufacturers of dyes and coal tar products find it indispensable.

The bright yellow substance has a place in the entire chemical world. Explosives require sulphur, and the paint and varnish industries. It is necessary to the manufacture of pulp and rayon, insecticides, plant sprays and soil amenders, for over 30% of all sulphur used in America goes back into the ground as fertilizer.

Sulphur is needed for automobiles and airplanes, newspapers and safety glass, dyes, anti-freeze and moving pictures, thermos bottles, telephones, radios and countless additional items. It is vital to industry, agriculture and life.

And Plaquemines Parish has it, in almost immeasurable quantity.

The magic golden mineral was first drawn out of the treasure vaults below the smiling surface of Plaquemines in 1933. The Freeport Sulphur Company invested millions of dollars in its Grande Ecaille mine before it was certain that a profitable return was forthcoming. Construction was complicated and made costly by the unstable surface of the watery marshland, and a total of 75,000 piles seventy-five feet long and closely spaced have been driven for the mine plant and auxiliary buildings to rest upon.

Expansion here goes on as part of the regular routine. New rigs are continually being erected and new wells drilled, for each well can remove the sulphur from an area of less than half an acre. There is no respite in the inevitable round of removing the precious mineral from the earth. The deep hollows caused must be refilled with mud, partly to force the liquefied substance to the surface and partly to prevent as far as possible the sinking of the plastic earth. This subsidence is treated from above as well as below, and millions of tons of mud have been poured into the surface depressions.

Each year the rate of production has gone up at the Grande Ecaille mine. In



1934, the 153,695 long tons brought to the surface was regarded as a satisfactory figure. The total for last year was an even 1,000,000 long tons, and this year a still higher figure must be reached to fill all the needs for this wonderful yellow element.

To house the smiling sulphur workers, assured of year-round employment, the Freeport Sulphur Company invested \$6,000,000 in the modern, pretty little town of Port Sulphur, on filled-in land beside the noble Mississippi. Here workers and their families live pleasantly and comfortably, and the model community has playgrounds, a school, stores, and a community house, a golf course, baseball field, tennis courts and a bathing beach.

As part of its unceasing program of expansion, the Freeport Sulphur Company recently built the "world's largest thermos bottle," a 150-foot steel barge, with a 900,000 gallon insulated tank, by means of which sulphur is transported in the liquid state to firmer storage ground at the river's edge, ten miles from the mine.

How different this smiling land from that September day in 1699, when the quick-thinking Bienville from his pirogue convinced the English captain there was a large French force a little distance up the river! Thus the gullible and impressed Captain Bar prudently turned his frigate in the stream and with his fleet sailed down the river to report home that the French were already in possession of the new land. As indeed, by this stratagem, they were.

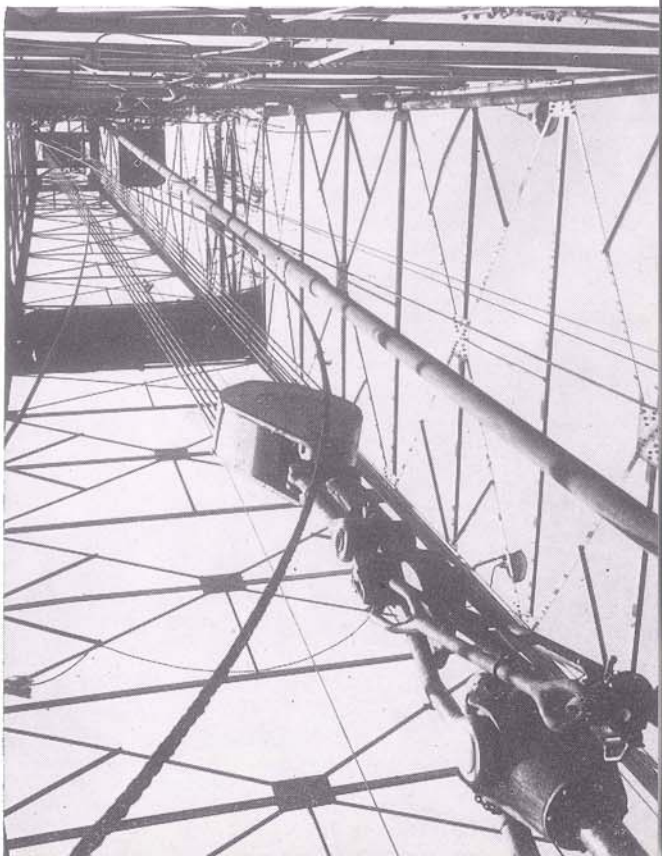
How different now, the land below English Turn, the community named for this incident! And yet, in many ways, how very much the same. The stalwart man-made levees hide, from the river, many of the aspects of the land that are now as they were two hundred and fifty years ago. The dense green carpets of grass, providing year-round grazing, the rich black earth that gives out so bountifully, the luscious shrimp, the savory oysters in their far-flung brackish beds, the myriad wild-fowl and fur-bearing game—these are the same.

But giving a changed appearance to the landscape are the white ribbons of roads, the emerald orange groves, the symmetrical rows of truck produce, the fleets of busy shrimp trawlers and oyster luggers, the canning factories, the humming wheels of the industries growing out of its vast natural re-

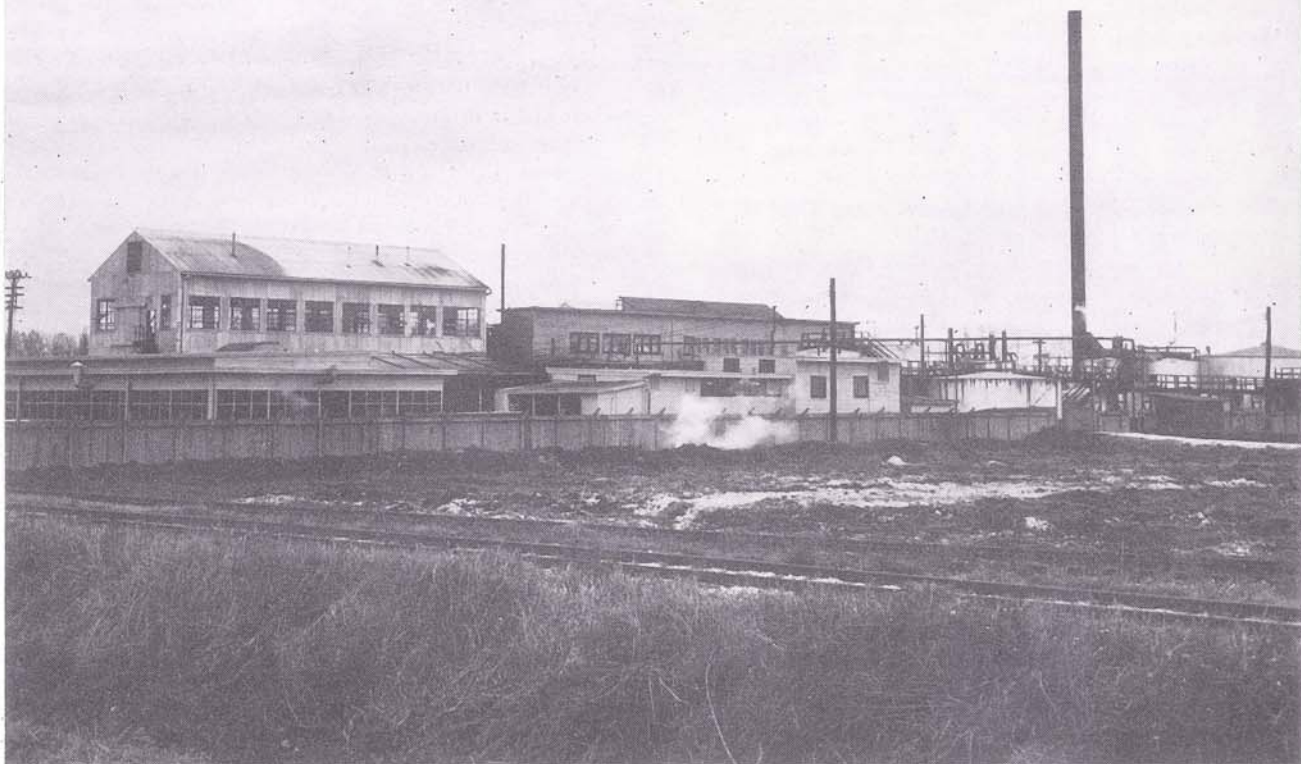


OYSTERS are only part of the succulent seafood harvest from Plaquemines Parish. Shrimp, crabs, and commercial and game fish also abound in the inland and offshore waters.

OVER 50,000 BARRELS of crude petroleum are produced daily from the 316 wells in fourteen Plaquemines fields.

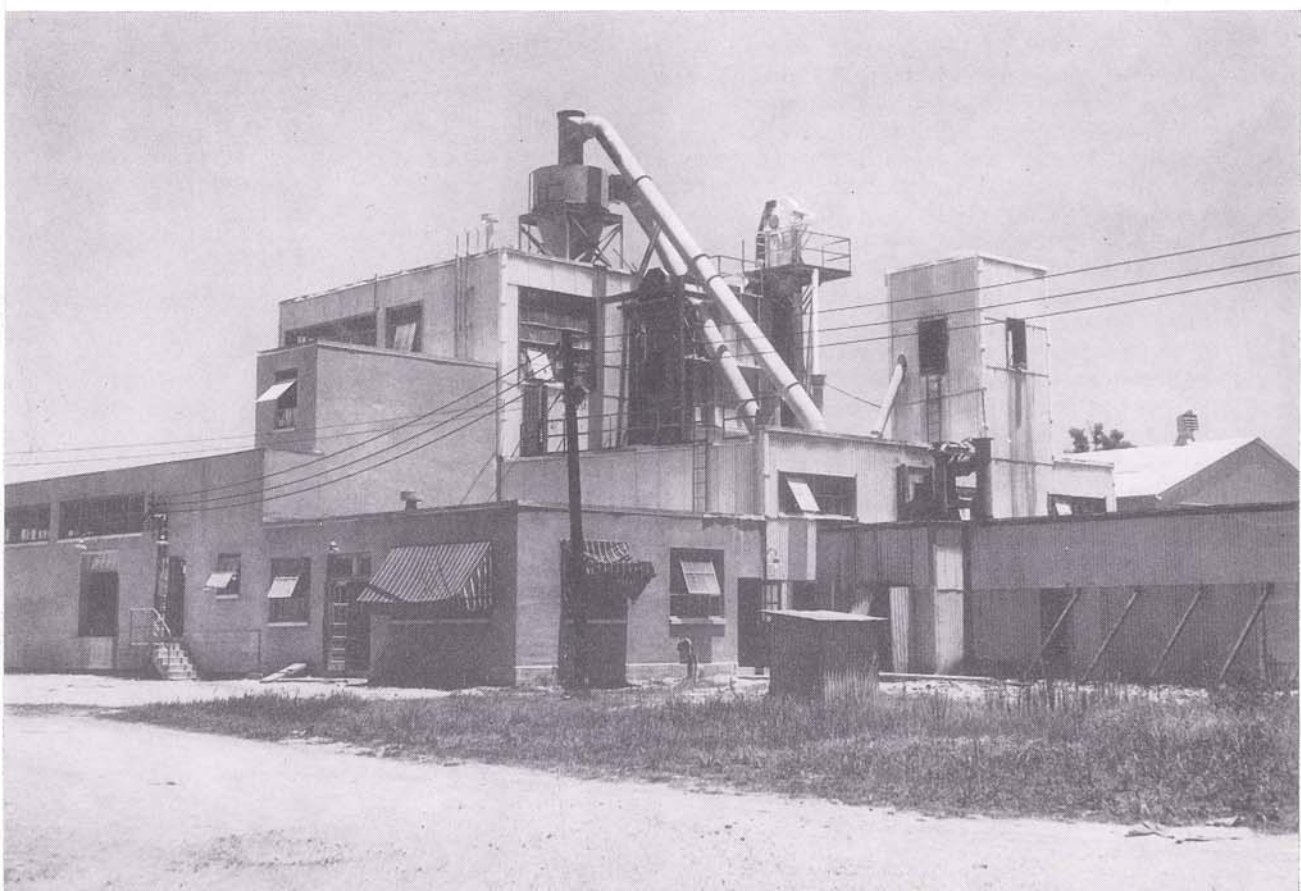






ORONITE CHEMICAL CO. plant at Oak Point, where additives are manufactured that adapt lubricating oils for specific purposes in high powered gasoline and diesel engines.

NIAGARA SPRAY & CHEMICAL CO. manufactures sulphur sprays and dusts for plant disease and insect control and soil amendment, at its Belle Chasse plant.





sources.

The recently considerably expanded Oronite Chemical Company plant, which manufactures chemical additives giving lubricating oil certain specific qualities for special uses in diesel and high powered gasoline engines, and the Niagara Spray and Chemical Company, which makes from sulphur, sprays and dusts for plants and soil amendment, are both located at Belle Chasse, on the west side of the river. This is the site of the historic plantation home of Judah P. Benjamin, Secretary of State of the Confederacy.

Lending perhaps a harsher touch are the hundreds of oil and sulphur derricks, which are very similar. Contemplating the immense reserves yet untapped far below the surface, the oil men smile determinedly as they send down another section of casing in their endless seeking after this precious fluid without which no wheel can turn, no engine run. A stoppage of the production of petroleum would mean a cessation of all transportation, all industry, all agriculture, except what man can do with his hands and a few crude tools. It would mean, now that we have evolved into a system of life utterly dependent upon the machine, chaos and ruin. But oil is drawn from the deep wells below the Plaquemines land and water in increasing volume since its discovery at Lake Washington in 1930.

Now in fourteen Plaquemines fields, the "Christmas trees" of approximately 316 wells dot the landscape, and their tubes thrust irrevocably down into the earth, to bring 50,000 barrels of this black and oily treasure to the surface every day to help turn the wheels of the world.

In long, narrow strips, some of them only an acre or half-acre in width, the citrus farms extend from the river far back across the fertile land to the swamps and marshes. These groves, on both sides of the Mississippi in Plaquemines Parish, produce some of the finest and sweetest citrus fruit ever grown. Although until recently not given much publicity, and hence practically unknown to the outside world, the growing of this delicious product has been steadily spreading since the industry began commercial operations around 1920.

Oranges however have been cultivated in Plaquemines Parish for two hundred years. The first seeds were planted by the Jesuit Fathers in 1750, and the fruit grown in small groves for

local consumption. Then in the disastrous hurricane of 1893 the greater majority of these groves were wiped out. From Florida new varieties were imported, and bud planting, producing bearing trees much more quickly, supplanted the time-consuming seed planting method.

Now in this belt of liberality are over half a million trees, producing the famous "Louisiana Sweets," navels, satsumas, tangerines and mandarins, kumquats and Valencias, besides lemons and grapefruit. Careful and impartial tests have proved that the juice from these oranges surpasses in sweetness that of fruit from the other citrus producing states.

Louisiana leads in local sales also, and records for the 1945-1946 season show that we sent 380,000 boxes to the New Orleans market, or more than Florida and Texas combined, and over 128,000 boxes more than California shipped here.

Three years ago, the Plaquemines Parish Orange Festival Association initiated an ambitious and progressive program to apprise the nation of the fine quality of Plaquemines citrus fruit. Annual festivals have been held, with prizes for the best fruit and exhibits, and the selection of a queen to reign for the year.

Foremost among the activities of the Association is the four-point marketing program inaugurated in 1947. The wholehearted subscription to these regulations by the farmers has assured that fruit from the Plaquemines groves maintain their premium qualities of appearance, extreme sweetness and high juice content. No citrus fruit, according to these rules, may be shipped to market except those meeting the minimum maturity test. They shall be carefully washed and graded, packed in sound, clean containers labeled with the name and address of the grower, the size and the U. S. grade, and inspected by state and federal inspectors.

From the unsold oranges is made a product to gladden the palate and lighten the heart of discriminating lovers of good living—Plaquemines Parish orange wine. This fine vintage is produced as a sweet and as a dry wine, both of which are delicious, amply potent, and manufactured in insufficient quantities to meet the steadily increasing demand for it.

The reclaiming of more and more fertile land by the draining program of the





SMILING QUEEN of a Smiling Land, Miss Lucille Savastano, of Wills Point, reigned over the 3rd Louisiana Orange Festival held at Buras, December 12, 1948.

Parish Police Jury, modern methods of speed spraying and dusting by airplane, plus the huge processing plants in the stretching forty-mile Orange Belt below Pointe a la Hache should bring about a doubling in production within the next eight or ten years.

The season of 1919-1920 saw a total of 37,000 boxes of oranges and other citrus fruits shipped to market from Plaquemines Parish, which grossed our farmers \$103,000. Compare this with the 413,000 boxes produced in the 1947-1948 season, and the estimated 550,000 boxes expected at the end of this year, which should bring a return of a million and a quarter dollars.

Above Pointe a la Hache in a fifty-mile sweep to the northern parish line

is the area of verdant truck gardens, from which hundreds of tons of vegetables flow to market every year.

Also springing from the soil, a small but potentially great product of the parish are bulbs of the beautiful Easter lily, known in Louisiana as "Creole" lily. Although only about twenty acres were planted in bulblets for the northern markets this season, florists and planters from other states would probably take all we could ship them every year.

The lilies themselves, when they sprout up, are cut off close to the base, so that all the active vigor will go into the bulbs. Far over-balancing this unavoidable loss, the bulbs bring about twenty cents apiece in northern mar-



kets, where they are cultivated in hot-houses and "forced" by artificial methods to bloom at a pre-determined time.

According to Mr. Murphy W. McEachern, Plaquemines Parish County Agent, growing the bulbs is a simple process. Many people throughout the parish have their little garden plots from which they harvest a few bulbs, and the parish could be developed into one of the largest producers in the world. The fecund alluvial soil and the climate are perfect for a product which, with only a little effort could gross an average of \$6500 per acre.

Before the war, the exporting of Easter lilies to this country meant an annual \$2,000,000 to the Japanese. Upon the complete elimination of this source, however, the door was opened to American planters to develop this field into a real moneymaker. Since 1932 the native lilies have been subject to the decimating depredations of black scale and other plant diseases, and local planters have been unenthusiastic about bulb-raising on a large scale. But, for almost five years, progress has been made in arresting the spread of these diseases, and the future prospects of this commercial crop could go into the millions each year.

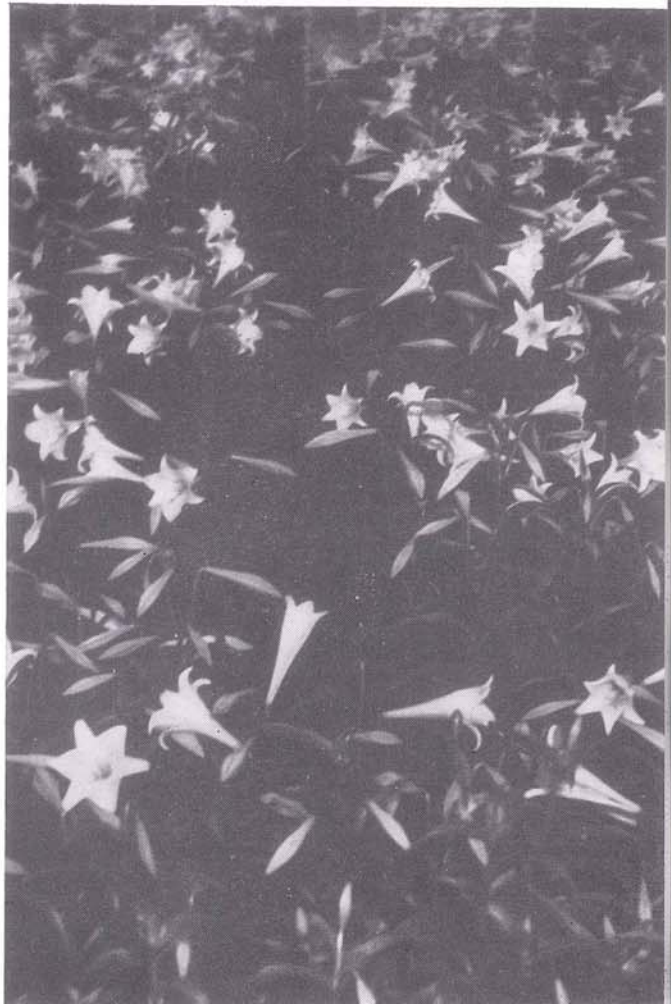
The good people of this smiling land are for the most part, descendants of hardy, industrious French, Spanish, Balkan and Scandinavian forebears. They have long been matching the largess of Nature with the efforts of their arms and brains. They do not accept without appreciation the gifts of the earth and the waters. Changes have ever been for the better.

Thus the centralization of sugar refineries spelled the end for the large plantation sugar mills, and the land was converted to other profitable crops. The higher and higher raising of the levees eliminated the old system of capturing overflow river water within retaining walls for the commercial planting of rice. But this contretemps was not without its own peculiar blessings. Rice planters resorted for many years to the sowing of "Providence Crops" in the rich marshes below the levees, and trusting to luck. Though most of these crops failed because of the wildness of the area, the onslaughts of unfeeling storms and the plundering of the local and migratory birds, when occasionally one was brought to a successful ripening, the harvest was fabulous. In time this too was abandoned, but not before

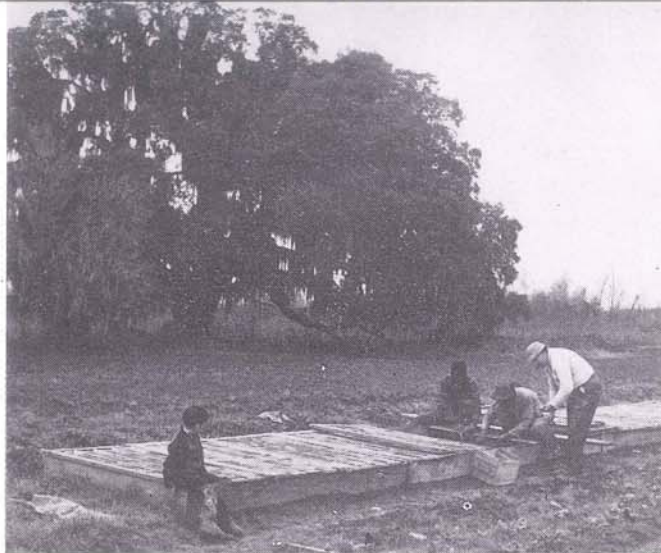


*SLICK AND GLOSSY, delicious Louisiana oranges roll out of the waxing machine perfected by Anthony Commander, Jr., of Buras, who has worked also on other inventions beneficial to the orange industry.*

*EASTER LILIES flourish in the rich alluvial soil. Bulb-growing could be developed into an important money crop.*







*TOMATO PLANTS are carefully transplanted from sheltering hotboxes.*

*SUPPLEMENTING the seafood, game and cattle, Plaquemines sends valuable crops of vegetables to market.*



*FREE FERRY at Pointe a la Hache, paid for and maintained by the Plaquemines Parish Police Jury, is the only free ferry on the Mississippi River.*



astronomical numbers of waterfowl and other wild life had come to know the area as a good feeding place.

Now this 66,000 acre Pass a l'Outre preserve is a sportsman's dream for the hunting of ducks, geese and other game birds. Adjoining this area on another web of the Delta is the 45,000 acres of the Delta Migratory Waterfowl Refuge, where wild life may feed and breed undisturbed and assure the substantial propagation of their kind.

The happy inhabitants of this land of plenty have basic and essential reasons for their general well-being. Besides the broad and princely profusion of natural resources, there is a fine temperate climate conducive to the benevolent urging of growth from the unselfish soil, a general and cooperative will to utilize these blessings, able leaders and good government working in the best interests of the people.

The Plaquemines Parish Police Jury have tirelessly labored for the benefit of the parish. Many of their projects have been seen to a successful completion, others are progressing apace.

In 1940 the Police Jury paid for and has since maintained the ferry crossing the river at Pointe a la Hache, the only free ferry on the Mississippi River. Thousands of fertile acres have been reclaimed for agricultural purposes by the scores of miles of drainage canals. Taxes, among the lowest paid anywhere, have been reduced more than 50% by increased revenue from the natural resources. A sleek, 70-foot parish patrol boat, the *Manta*, enforces the conservation laws enacted in 1946 for the protection of local shrimp and oyster fishermen. The school system has been kept on a high plane and new facilities constantly installed or constructed. Each year a fund is allocated to supplement the salaries of well-paid and capable school teachers. The road building program continues without let up, and the drainage system is branching out steadily. In 1948, better than 18 miles of paving were completed on the west side alone. This year an additional 10½ miles is planned, and by 1950 we expect the entire road between Belle Chasse and Buras to be completed.

The Police Jury's Post War Construction Fund provided for the building of the new waterworks at Belle Chasse and the forming of the Water District. Money has been allotted for another fresh water plant and distributing system at Buras.





THE SMILING LAND is a land of fine homes and pleasant living. Above, new residences at Gulf Town, below Buras. At right, home of Leander H. Perez, District Attorney.



The foundation has been completed and construction started on the east bank's new \$1,000,000 all grade school at Bertrandville, with auditorium, gymnasium and other features, another result of the Post War Construction Fund.

Important too is the filling in of the site of the new high school, auditorium and playground on the west bank, a 25 acre tract above Port Sulphur, toward which the Freeport Sulphur Company contributed \$50,000. Another fine modern school is planned at Buras, to amplify and integrate the advanced school system of the parish.

At Empire the new free locks are under construction, as is the 100 foot wide by 12 foot deep Empire-Gulf Waterway.

From Caernavon south to Venice, where the road ends—and beyond—this is a smiling land of 15,000 contented, industrious people. Like a bright necklace the towns and communities are strung back and forth across the river.

Braithwaite; English Turn, where history was made; Belle Chasse, meaning good hunting; Stella, Dalcour, Bertrandville; Jesuits Bend, origin of Louisiana citrus; Phoenix, one-time site of the first French fort in Louisiana; Myrtle Grove; Pointe a la Hache, the parish seat, with directly across, via the free ferry, West Pointe a la Hache and Magnolia; cross again to Bohemia and back to Port Sulphur; down to Empire's free locks, Buras, Triumph, Boothville; going past Venice means taking to the water. Only thus and by air are Pilot Town, station for pass and river pilots, and Burrwood accessible.

On all sides you will see smiles of justified pride for work well done and pleasure of living in this munificent land. You will smile too, when you come down to visit this remarkable parish and see for yourself "the richest 100 miles in America."

And you will find a broad, warm smile of welcome greeting you.

NEW WATERWORKS at Belle Chasse. Others are planned at Empire and Buras.





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