



JEFFERSON PARISH

1950

SIXTEENTH ANNUAL

YEARLY REVIEW

We're Continuing To Tell The Story of The New, Greater New Orleans—

A Story To Benefit All Louisiana!

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...

TWO MARKETS!



DOMESTIC MARKETS

Here's a three-in-one package of home market—bustling New Orleans, whose wartime prosperity has been accelerated in the postwar years, thriving Louisiana, home of mushrooming new industries, and the South—flourishing with opportunities for American commerce. To serve the growing Southern market, your business belongs in New Orleans.

OVERSEAS MARKETS

New Orleans' geographical position as the natural gateway for world trade with Mid-America, and favorable inland freight rates from its port, accentuate its advantages for serving overseas markets. The aggressive, continuing foreign trade development program of its citizens has made New Orleans to the nation's Number Two port. To serve world markets everywhere your business belongs in New Orleans.

Yes, Markets... PLUS
RESOURCES, from home and abroad—dependable, low-cost POWER—integrated rail-water-air-transportation—abundant, versatile NATURAL GAS—ideal PLANT SITES—LABOR, intelligent and cooperative—vigorous, enterprising FOREIGN TRADE program—mild, even CLIMATE.

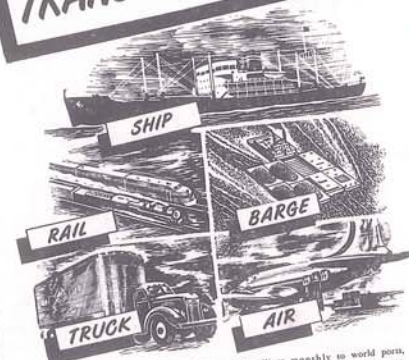
Investigate New Orleans
If you would like to learn more about opportunities in New Orleans for your business, write the Industrial Development Staff, New Orleans Public Service Inc., New Orleans 9, Louisiana. We will be glad to supply, without cost, all available information.

NEW ORLEANS Public Service INC.

SERVING NEW ORLEANS WITH LOW-COST ELECTRICITY, NATURAL GAS, AND TRANSPORTATION.

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...

TRANSPORTATION!



A unique rail-water-motor-air transportation system provides a real boon to business in New Orleans and makes for the fast, efficient, economical movement of goods. The combination of a great port—the second in the nation—with 250 sailings monthly to world ports, thousands of miles of navigable waterways, ferrying inland from its wharves, nine trunkline railroads, eight scheduled airlines—five of them international—and scores of motor truck lines provides an almost matchless transportation web—a vital ingredient in any recipe for business success.

Yes, Transportation... PLUS
MARKETS, domestic and overseas—dependable, low-cost POWER—RESOURCES, from home and abroad—abundant, versatile NATURAL GAS—ideal PLANT SITES—LABOR, intelligent and cooperative—vigorous, enterprising FOREIGN TRADE program—mild, even CLIMATE.

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NEW ORLEANS Public Service INC.

SERVING NEW ORLEANS WITH LOW-COST ELECTRICITY, NATURAL GAS, AND TRANSPORTATION.

At the left, are the first two in a series of advertisements which will be published during 1950 in business centers of the Midwest and East by New Orleans Public Service Inc. This is part of the continuing effort begun in 1946 to call the attention of importers, exporters and industrialists to the splendid opportunities for profitable commerce and industry in and around New Orleans—Louisiana's largest city and principal port.

In this advertising program industrialists have been reminded that the Port of New Orleans is a natural crossroad of world trade, that nearby are quantities of raw materials and resources, that there's ample fuel and power for any industrial activity, deep water plant sites, and many other advantages which make a New Orleans location profitable and advantageous.

We thought you'd like to know about this advertising program because as New Orleans grows and prospers so does all Louisiana. But to achieve the full measure of increased trade and commerce a bright future promises for our state, we must all diligently work to boost Louisiana and its advantages whenever we can, where ever we can. Then there can be no doubt that in the new awakened South, the leader is Louisiana.

NEW ORLEANS Public Service INC.

Serving New Orleans With Electricity, Natural Gas, Transportation

JEFFERSON PARISH YEARLY REVIEW

STAFF

Publisher.....Justin F. Bordenave

Managing Editor and
Business Manager.....Joseph H. Monies

Associate Editor and
Art Director.....Arthur Charbonnet

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

Kenner, La.

1950

OUR COVER

Seven miles out in the Gulf of Mexico Humble Oil & Refining Company's giant Grand Isle No. 1 drilling rig stretches its tall frame against the azure sky. Its 10,000,000 pounds are supported by 100 steel piles in over 50 feet of water. Within its double decks comfortably live 54 men. The platform was designed to safely withstand 120-mph winds and 32-foot waves—never yet recorded in this area. It is possible to drill seven wells from the \$1,200,000 rig, the largest of many drilling structures off the Louisiana coast.

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.

Copyright 1950 by Justin F. Bordenave
Printed in U. S. A.

This Book Manufactured in its
Entirety by Union Labor



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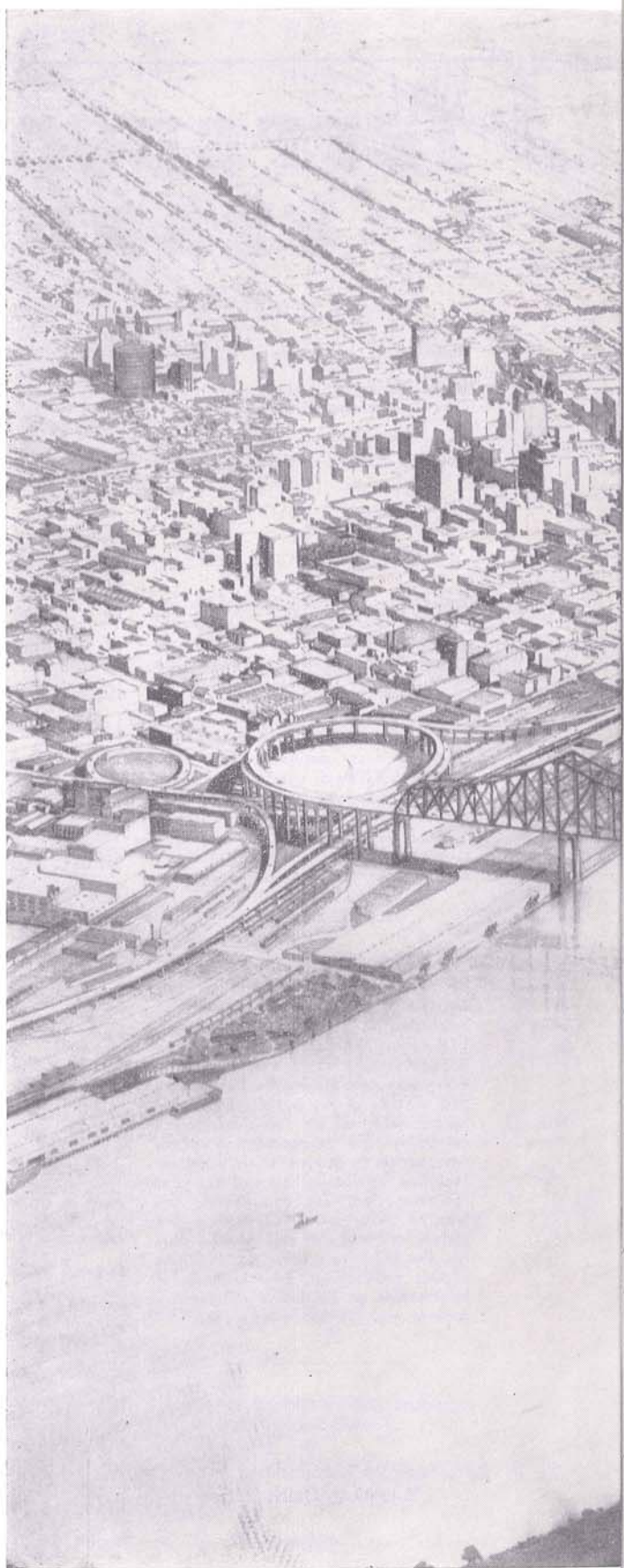
INTRODUCTION:

This is the sixteenth issue of the Jefferson Parish Yearly Review. Chronicled herein is the modern tale of the most representative area of the United States South, a once-dozing industrial giant who awakened, flexed his muscles and went to work. He had good tools, ample material, willingness and skill, knowledge, foresight and faith. Today's South is the result of his labors. This is the story of the parish that is the heart of this giant.

If this handsome volume gives you the pleasure intended by its editors, we shall be most happy. And indeed, if the pictorial and editorial material arouse in you a desire to see for yourself this rich and lovely land, we shall consider our task well done. Linger no longer. Journey through Jefferson Parish with us page by page and enjoy yourself, as we are certain you will.

The Editors

SPANNING the mighty Mississippi River in a great silver arc, the new bridge will ease communication between the bustling industrial West Bank and the commercial heart of Greater New Orleans.





Construction Over South Sets Record
 Jefferson To Improve Bang For Builders
 Year Starts With
 Gulf Called Chemical Frontier of America
 N. O. Port Gains Cited At Session
 Senate OK's Flood Work In Jefferson
 Port Moves 28 Million Tons Traffic
 Tax Values Show Rise In Jefferson
 Banker's Estimate: Fine '50
 Plan Super-Highway: Algiers-Long Bridge
 America's Future Declared in South
 South Sets Fast Pace In Industry, Business
 Motor President Sees Good Business Ahead
 Senators Co-Operate To Get River Bridge
 Farm Budget Includes \$5 Million For Louisiana
 Nation's Trade Near Peak
 Sees Greater Bank Activity
 Businessmen Expect Prosperity During 1950
 Industrial Expansion Predicted For Region
 Business Has Second Best Year In N. O.
 Christmas Buying Hits Record At Lower Prices
 Expanding Cities Look to Future Needs
 Commercial Aviation Flying Skyhigh
 Era Of Prosperity Looming
 Corporation Profits Soar; Cars, TV Top
 Next Year's Outlook On Buying Gladdens Nation's Executives
 Boom Seen For 1950 Building
 Old Race Track Has 441 Sites
 Hunters Live Oak Set Work
 Open Library In Jefferson
 Appoint Architects For Two New Schools
 Experts Set Movement To Suburbia
 La. Bankers Told National Outlook OK
 Visions 50 Years Of Prosperity
 N. O. Bank Profits High Last Year
 Optimism Is Keynote
 Nation Is Going Through Greatest Building Period
 CHETTA REPORTS SALE OF 120 LOTS
 Hunters Live Oak Set Work
 Open Library In Jefferson
 Appoint Architects For Two New Schools
 Experts Set Movement To Suburbia
 La. Bankers Told National Outlook OK
 Visions 50 Years Of Prosperity
 N. O. Bank Profits High Last Year
 Optimism Is Keynote
 Nation Is Going Through Greatest Building Period
 CHETTA REPORTS SALE OF 120 LOTS

Experts Forecast 1950 Boom YEARS

Jefferson Parish has developed so
productively since
the Turn of the Century
it is evident
from today's headlines
that the years ahead
are certainly
the

O F P R O M I S E

By Weaver R. Toledano

President, Jefferson Parish Police Jury

When one contemplates the accomplishments of the world since the beginning of the Twentieth Century, the possibilities of the future stagger the imagination.

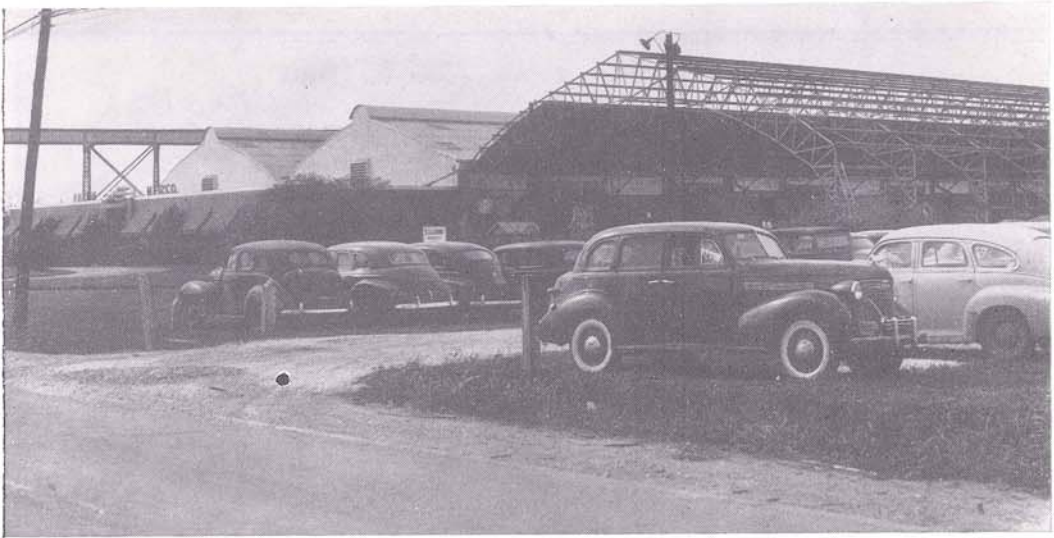
We have learned in the past fifty years that nothing may be considered impossible anymore. This time has seen the perfection of the automobile, the airplane, the radio and television. Prodigious forward strides have been made in medicine and science as a whole, and particularly in atomic science. Old theories have been discarded for new, and others have been stabilized in truth by later-learned facts.

It is awe-inspiring in the true sense of the phrase that in one man's lifetime such far-reaching and world-changing headway has been made. I remember well what indulgent humor was had at my expense, on one occasion in my early boyhood, in Memphis. Returning home all excited I reported how I had just seen the street lamp light up, and the lamplighter was nowhere in sight. It was my first introduction to Electricity,

at the beginning of its mighty career as a tireless public servant.

In those days, when alligators were a common sight where now the streets of New Orleans throng with traffic, and ice sold for practically a nickel a pound, we read by the light of oil lamps the wondrous tales of Jules Verne. How fantastic and impossible we thought his airships and submarines! And how much better than those "wild dreams" are today's versions of these common craft.

Most importantly, living has improved immeasurably. Today in America people work shorter hours, earn more money, live in better homes, have more leisure time, and have more things to enjoy during these leisure hours. People are healthier, they live longer and are better educated. In 1950 the advantages of modern life are available to practically everyone. Even in the rural areas, electrical appliances and other machinery act as swift, capable and obedient servants, shouldering the bulk of the labor at the touch of a finger



RHEEM MANUFACTURING CO. *continued expansion construction this year.*

Friedrichs Wood Specialties.

Chemicals and alcohol are produced by the Harvey Division of Commercial Solvents Corp., Publicker Commercial Alcohol Co. of Louisiana, Davidson Chemical Corp., General Chemical Division of Allied Chemical and Dye Corp., the United Distillers of America, the Plant Food Division of Swift & Co., Armour Fertilizer Co. and Stauffer Chemical Co.

Cotton is stored, shipped and otherwise handled by Shippers Compress Warehouse and the New Orleans Compress Co. Approximately 100,000 bales were recorded by each of these two companies during the past cotton year.

Containers of all sorts for shipping

local and national goods are turned out by the Great Southern Box Co., which also has a branch in Kenner making veneer; Rheem Manufacturing Co., U. S. Steel Products Co., Louisiana Steel Drum Co., Kieckhefer Container Co., the Continental Can Co., J & L Steel Barrel Co., Mancuso Barrel & Box Co., Evans Cooperage Co. and the Louisiana Box Co.

Jefferson Parish is an important producer of Food, seafood and food products of many varieties. Among these we mention Penick & Ford, who are the largest canners of cane syrup in the world, the Swift & Co. plant, which produces lard and vegetable oil, the Southern Cotton Oil Co., largest cotton seed

NEWLY CONSTRUCTED *flood protection levee along Lake Pontchartrain, on the northern border of Jefferson Parish.*

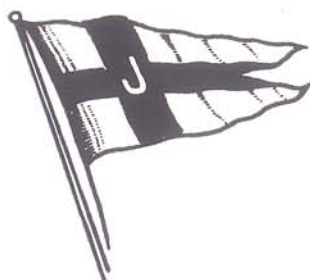


JAHNCKE

SERVICE

814 HOWARD AVE.

NEW ORLEANS 4, LA.



- **DREDGING**
- **SAND — GRAVEL — SHELLS**
- **CONCRETE — BUILDING MATERIALS**
- **SAFWAY STEEL SCAFFOLDS**
- **LUMBER — CONCRETE PIPE**

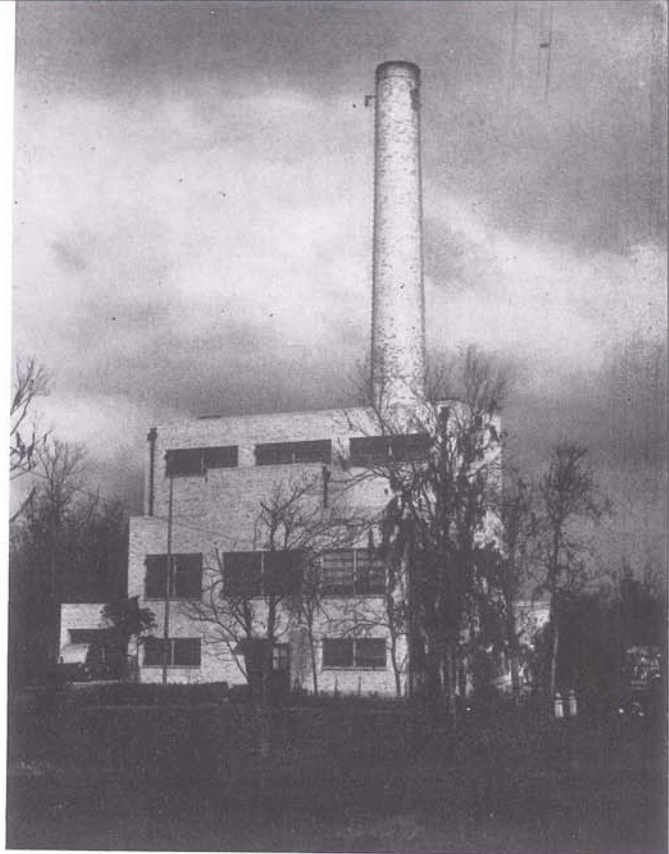
oil refinery in the world, the Borden Co., which built a \$600,000 dairy products plant on the Airline Highway last year, and the Jefferson Bottling Co.

Of seafood processors and canners in the parish, our "largest in the world" is the Southern Shell Fish Co. Besides this we must list the plants of General Seafoods Co., Cutcher Canning Co., Ed Martin Seafood Co., George Martin Seafood Co., Robinson Canning Co., the Morgan City Canning Co. branch at Grand Isle, the Quong Sun Co. and a plant at Manila Village; there is also Charles & Charles, at East End.

There are two plants that Galvanize sheet metal and other metal: the Haik Galvanizing Works and Green-Walker Galvanizing Co.

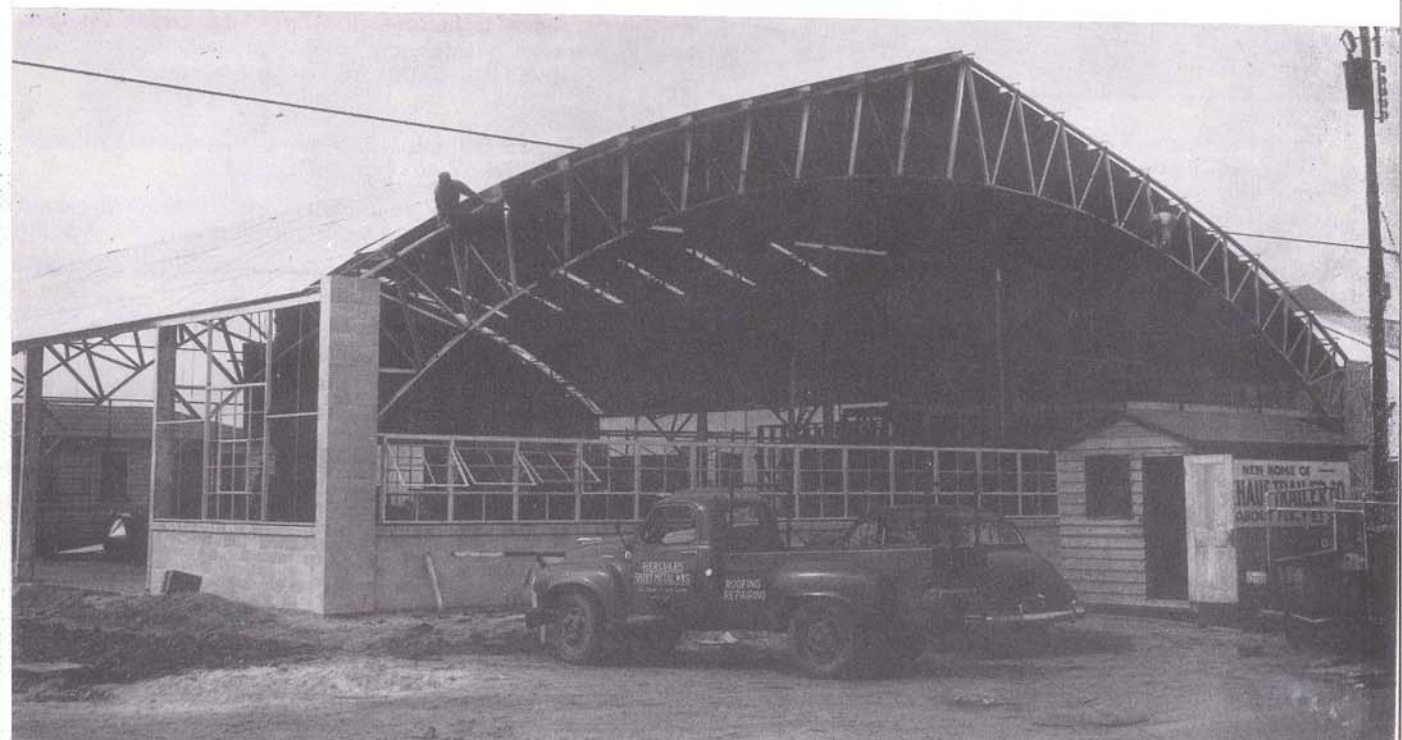
Medicinal products such as oils and petroleum jelly are refined from high quality lubricating oils by the Sherwood Refining Co., which also turns out sulphurated and other salves.

Major Oil companies operating in Jefferson are the California Co., the Humble Oil and Refining Co., the Texas Co. and the Gulf Refining Co. Oil packagers and shippers include the Delta Petroleum Corp., International Lubricant Corp, and the American Liberty Marketing Co. which has a bulk terminal and petroleum products drumming plant at Avondale. Crude oil is refined in Jefferson by Clark's Refinery.



MODERN INCINERATOR disposes of refuse and garbage on Jefferson's East Bank.

NEW HOME of the Fruehauf Trailer Co. was opened early this year.



Yes! Celotex Insulating Sheathing is DOUBLE-WATERPROOFED

The Exclusive Celotex Way



1 WATERPROOFED INSIDE!

Every one of the millions of tough cane fibres which make up its insulating core board is coated with a waterproofing agent during manufacture.

2 WATERPROOFED OUTSIDE!

This remarkably strong, durable insulating board is then coated on both sides, and on all edges, with a thick, enduring "raincoat" of specially-treated asphalt which seals out moisture.

HERE'S PROOF of the kind of performance that has made Celotex the Greatest Name In Insulation. In a recent letter, Mr. A. J. McMullin, President of the Olean Lumber & Supply Corp., Olean, N. Y., wrote:

"Our Company applied the regular 1/2" Celotex Board on the exterior of our mill in 1922. No siding of any kind was applied over the Celotex Board, and consequently it has been subjected to all kinds of weather, including rain, snow, summer sun, and even a flood, when the Allegheny River went on rampage in 1942. It has given very satisfactory service for 27 years and we have no intention of replacing it, as it is still in good condition and as good as anything we could replace it with."

- ★ Yes, *double-waterproofed*, yet it has more than twice the vapor permeability advocated by government agencies!
- ★ Safe even under severe exposure during construction! Even cut edges are highly resistant to moisture penetration.
- ★ Enables contractor to resume work more quickly after the heaviest rain, thus cutting costly delays.
- ★ Protected against dry rot, termites, and fungus by the exclusive Ferox process.
- ★ Combines exceptional structural strength and rigidity with high thermal insulation.
- ★ Builds and insulates, all at *one* low cost, yet costs no more than ordinary sheathing.
- ★ Write today for full details!

Double-Waterproofed

CELOTEX

REG. U. S. PAT. OFF.

**CELOTEX
INSULATING
SHEATHING**

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS



TANK FARM of the American Liberty Marketing Co. at Avondale. Tanker SS Polarusol is loading up for New Jersey. In background are tracks of the Texas & Pacific, Missouri Pacific and Southern Pacific Railroads.

Of interest to the Plastics and protective paint industries is the Products Research Service Co.

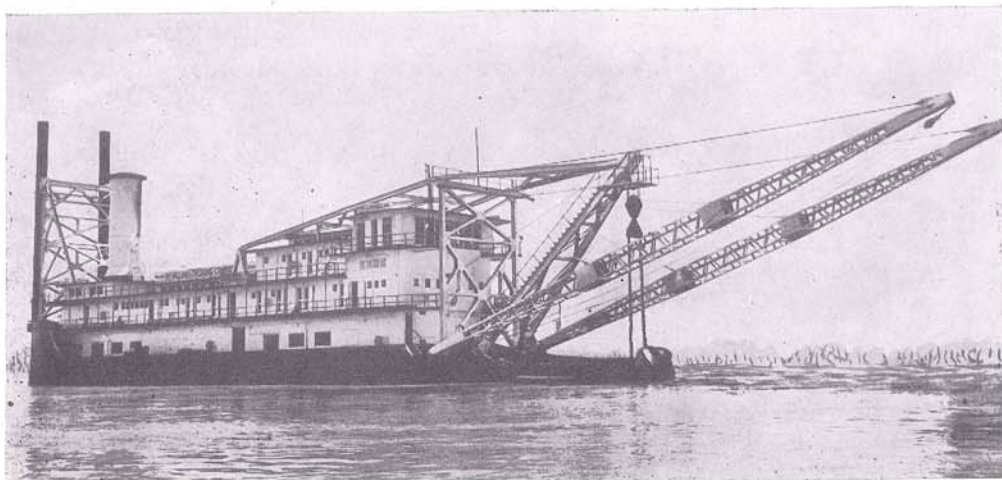
Shipyards and boat repair yards must take in the main Avondale Marine Ways on the Mississippi River, and their plant at Harvey. Of importance in this category is the new Safticraft Co., which makes three types of steel boats adaptable for pleasure or work uses; Marcomb Boat Works at Westwego and Lafitte; the Marsh Equipment Co., producing boats and amphibious craft, and the Harvey Canal Shipyard & Machine Shop.

The nation has awakened to an awareness of the outstandingly vigorous growth of the Southland. Jefferson is eminently representative of this new and vital development, not only industrially but in many other ways as well.

Derricks and "Christmas trees" all over the parish, on land and far out at sea are visible evidence of the wealth of oil produced here. Now from 12 fields having 178 wells in Jefferson a daily allowable of 31,554 barrels of crude oil flows to the surface. Compare this with 1948's figures, themselves high, of 165 wells and 28,547 barrels.

MEMBERS of the 4-H Club of Gretna No. 2 School receive a lesson in fitting an animal for the show ring from Luke Provenzano, Asst. County Agent, as County Agent George T. Geiger looks on.





Our New Hydraulic Dredge "Caribbean"



RIVER AND HARBOR IMPROVEMENTS

HYDRAULIC DREDGING

LEVEE CONSTRUCTION

LAND RECLAMATION



**McWILLIAMS
DREDGING COMPANY**

NEW ORLEANS

High in importance among Jefferson products is seafood, especially shrimp and oysters. Last year almost 375 shrimp trawlers registered from this parish. New exploitation of as yet untapped resources of food from the really little known Gulf of Mexico is indicated. The menhaden industry is on the verge of entering our parish, and tuna canning interests are considering plant sites here, with the added possibility of capturing tuna in the Gulf waters—using steel clippers made at Avondale, which are now produced for the West Coast fisheries.

Another valuable natural resource is the fur crop, with over 250 licensed trappers sending to the market muskrat, mink, otter and nutria pelts. This last is the originally imported and rapidly spreading big cousin of the muskrat.

In listing the assets of Jefferson we cannot neglect the farming and dairying activities, and the production of beef. Notable in this field is the 1940 acre beef ranch and experimental farm of Sheriff Frank J. Clancy, back of Kenner.

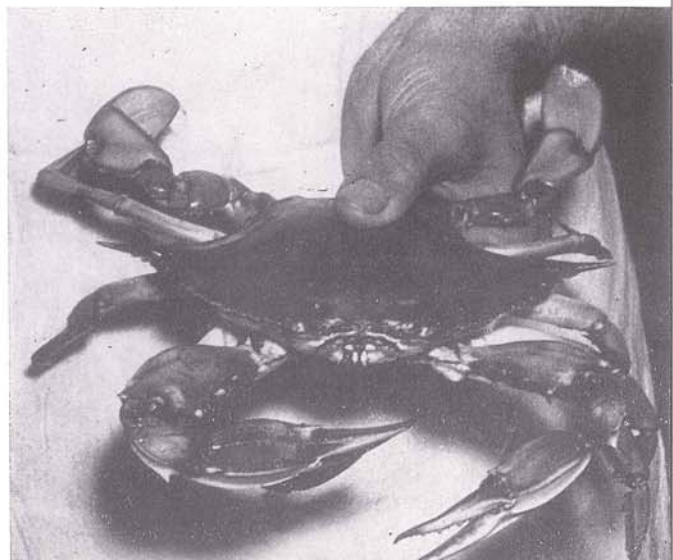
In the production of power Jefferson's facilities anticipate the needs of residential, industrial and commercial growth. Well under way now is construction of the new Louisiana Power & Light Co. steam-electrical plant at Nine Mile Point, capable of furnishing electricity for a city of 150,000, and planned as the first of four eventual generating units of 66,000 kilowatts each. The utilities company added a total of 2845 new electrical customers in Jefferson Parish in 1949, and 3036 additional consumers of gas. Electrification of farms amounts to over 90 per cent, much higher than the national average.

Our population, which has gone past the 100,000 mark this year, is a citizenry of home builders. Vast residential construction has been a prominent activity of the post-war years. Metairie especially has become one of the most distinctive subdivisions in the South.

Still more growth is expected in the East Bank area, with the completion last year of the initial construction on the flood control seawall and drainage projects along the parish lines and the lakefront. With the final approval of the U. S. Senate on April 13 of \$6,900,000 in Federal funds for flood protec-



THE VALUABLE fur-bearing *nutria*, shrimp and crabs are only a part of the vast natural resources harvested in Jefferson Parish.



H. G. HILL STORES

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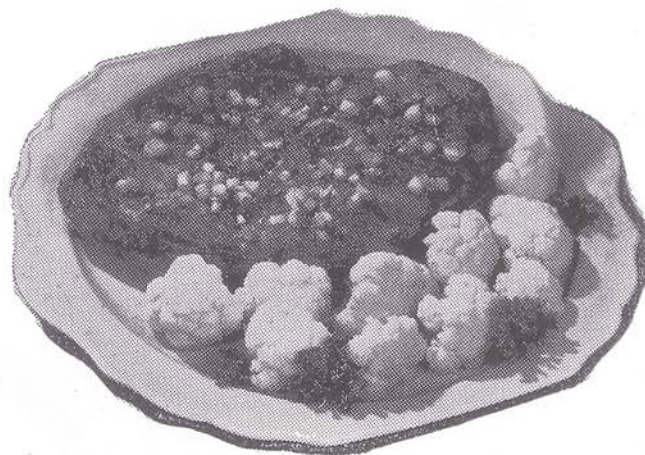
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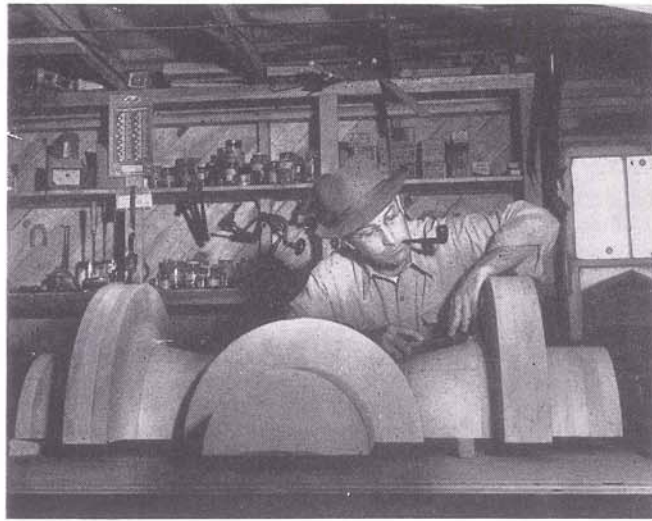
*OVER 27 YEARS
THE HOME OF
FINE FOOD AT A
FINE SAVING !*





LITTLE FARMS Community Center. The people residing in this section wanted a general recreation center, so they got together and built one.

IN HIS SHOP just off the Airline Highway, L. N. Stenger makes patterns and molds of all kinds for metal castings.



JEFFERSON'S emergency unit is always ready for anything from a fire to a river rescue.



AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.



CREOSOTED LUMBER, PILING, POLES,
CROSS TIES, SWITCH TIES, CROSS
ARMS ... ALSO

Wolmanized Lumber

DECAY AND TERMITE PROOF ... CAN BE PAINTED



—Plants—

LOUISVILLE, MISS.; JACKSON, TENN.; NEW ORLEANS and
WINNFIELD, LA.



Send Us Your Inquiries — We Are Glad to Quote You

tion, these necessary safeguards are assured further strengthening and enlargement.

Our parish is traversed by the Mississippi River and the Intracoastal Waterway, which cross in an important junction of the 15,000-mile inland waterways system that connects the productive heart of America with the rest of the world. The splendid modern highways and 7 trunk line railroads that speed overland the products of our plants and our natural resources are becoming inadequate to our production. Thus plans for new traffic arteries are envisioned, including the proposed four-lane highway from Westwego to Algiers; the Mississippi River bridge which seems to be rapidly heading toward realization; a tidewater ship channel to the Gulf, to which President Truman pledged support in February, and the contemplated boat canal from Westwego to Isle Bonne, which the government has just been surveying at this writing. Currently, transport is immeasurably facilitated by Moisant Airport, largest in the country originally constructed exclusively for commercial purposes, and the 21 switch tracks—each capable of handling 100 cars—of the Illinois Central System's Mays Yard, now in its fourth year. Other big railroad yards are that of the Texas & Pacific Co. in Gretna, the Missouri Pacific in Westwego, and in Avondale is the Southern Pacific.

Our educational program calls for the

expenditure of over five million dollars for new and improved school buildings throughout the parish. More teachers, lunch facilities, athletic equipment and additional courses are all part of our plan to prepare our children to handle the unique problems of the future.

Pure, tested water is received by the entire East Bank. It will also all be served by the sewerage system before very long. On the West Bank additional lines have been laid, for both sewerage and water, to the outlying sections.

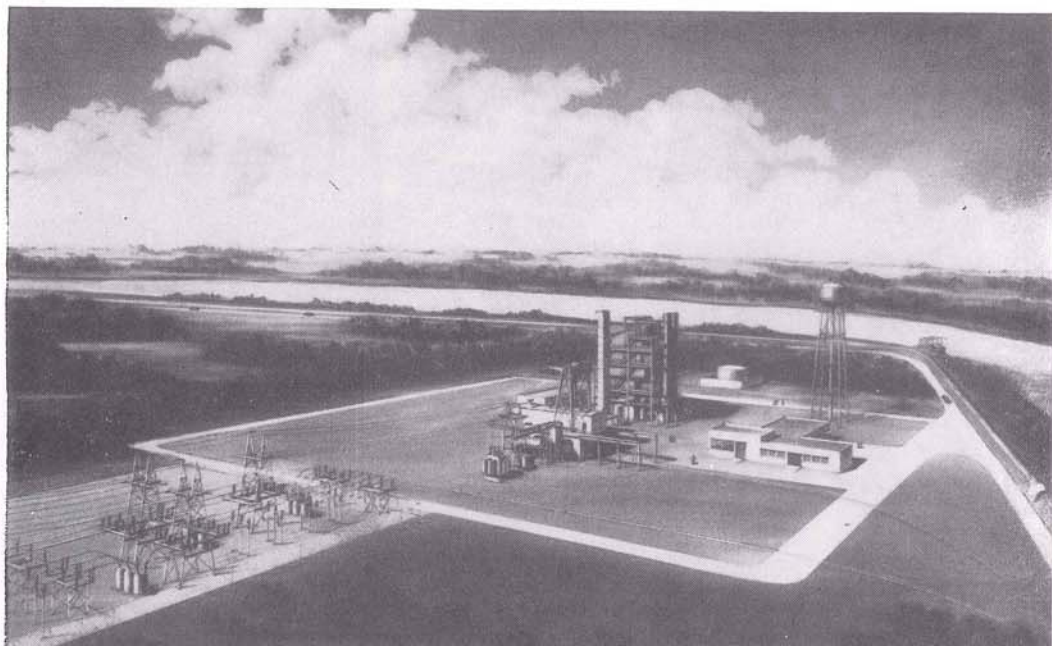
In his annual State of the Union message last January, President Truman predicted fifty years of increasing national prosperity and progress. He envisaged a one trillion dollar national production by the year 2000, and a real annual income of more than \$12,000 for the average American family.

This sounds wonderful even though costs might be more or less proportionate. But the point is that we in Jefferson are not waiting for the year 2000 A. D. to enjoy great progress and prosperity. We do not intend to wait at all—we do not have to.

No, 1950 is not simply the beginning of a great decade. It is the first year of not a Decade of Opportunity but a *time* of Opportunity stretching into the future. All of the future is the Time of Opportunity, and the years ahead are years of great promise.

The great thing is that in Jefferson Parish the future has already begun.

NINE MILE POINT *Steam Electric 66,000 kw station of the Louisiana Power & Light Co., under construction.*



tremendous buying power

of a large organization like DOERR is reflected in the "extra value" you find in DOERR furniture. We reach out all over the country and bring you products of the biggest, most important manufacturers, the style and quality leaders—either in our regular stock or as special orders.

comparisons of prices and quality

will prove that this tremendous buying power brings you far better furniture than you could find closer to home. Comparisons prove that EVERYTHING is in YOUR favor when you buy the DOERR way.

Satisfaction Guaranteed

In addition to any guarantee that the factory may give you have the added protection of our policy of "SATISFACTION GUARANTEED"—the customer MUST be pleased—the customer WILL be pleased!

Complete display of Traditional, Victorian, Modern, Sectional Livingroom, Bedroom and Diningroom furniture from Virginia House, Morgantown, Thomasville, Hickory, Brandt, Sligh-Lowery, Jamestown, Colonial and others. Arvin, Kuehne Dinettes, Mattresses, Springs, Bedding, Kitchen furniture, Baby furniture and Occasional Pieces.



Our positive guarantee—no if's, and's or but's—that every single piece will be in perfect condition—to your complete satisfaction. Our crew of cabinet-makers, upholsterers and service men carefully inspects every piece BEFORE delivery to assure you the service you expect.

excellent service



Our large display, gathered from factories all over the country, brings you all the latest ideas in 18th Century, traditional and modern designs—any style, finish or color, and any price range to fit your budget.

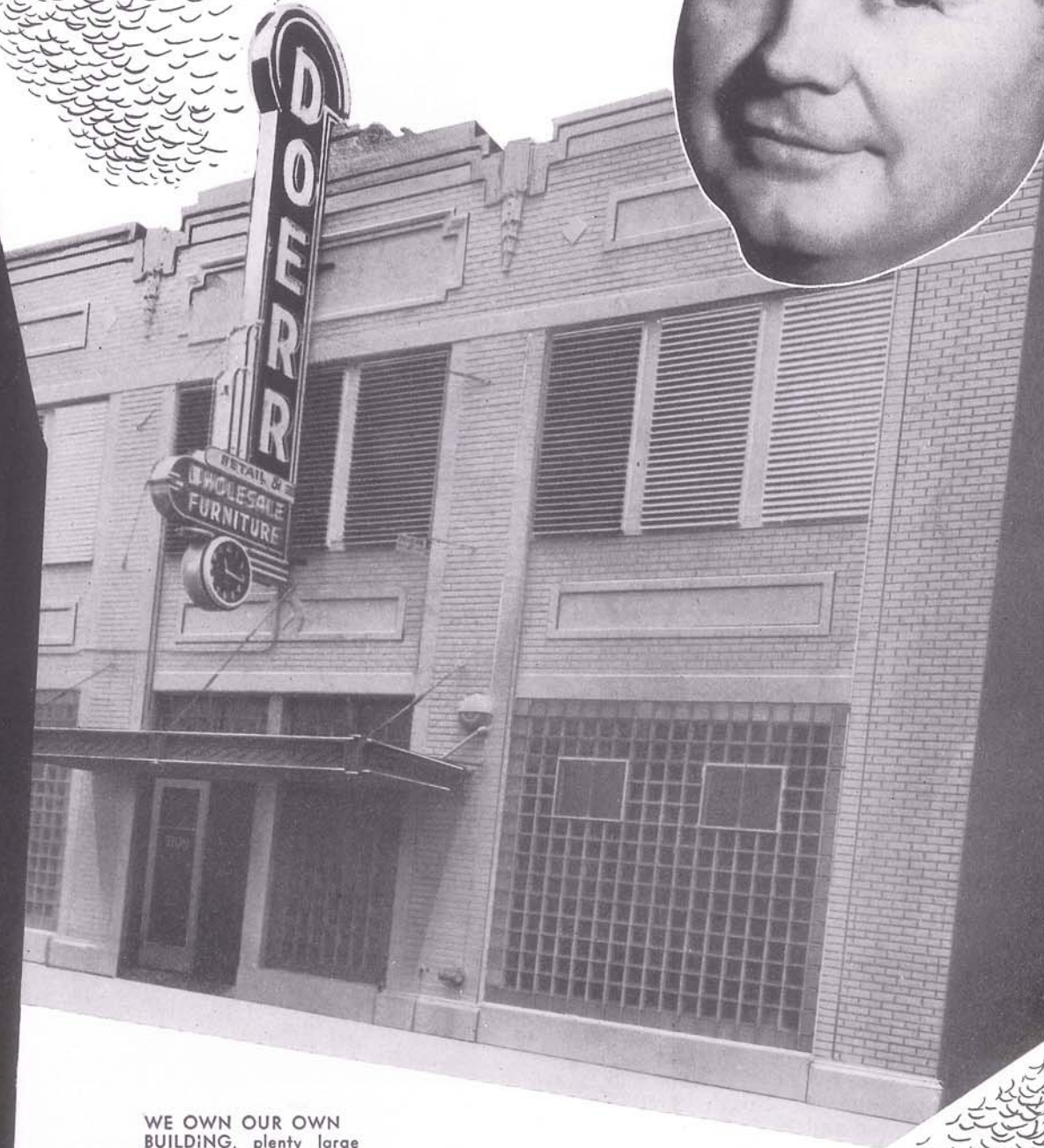
large selection



FREE DELIVERY of your furniture TO YOUR DOOR, wherever you live, with our guarantee that before the driver leaves with your furniture, every piece is carefully inspected to ensure your getting it in perfect condition.

free delivery

CHARLES L. DOERR, Sr., 30-year resident of Jefferson Parish (Metairie) and for the past 10 years actively interested in all types of civic endeavor. The second of the three generations of the family which have built DOERR Furniture Company to the institution it is today.



WE OWN OUR OWN BUILDING, plenty large enough to house all our facilities under one roof and make it more comfortable, more efficient for your shopping—another reason why you do better the DOERR way.

DOERR FURNITURE COMPANY—2109 Burgundy Street—New Orleans

FLOWING

The search for oil reserves deep in the earth goes on constantly in Jefferson Parish. Often extremely well hidden, never easy to bring to the surface, "black gold" is one of our greatest natural resources.

Fifteen years ago a wildcat oil operation, drilling from its marsh location to nearly two miles deep, opened new horizons for Jefferson Parish.

Near Lafitte, almost directly south of New Orleans, good clean commercial crude oil rumbled into the tanks at the rate of more than 1000 barrels per day.

The Texas Company, having discovered the prospect the year before, had drilled the first oil-bearing sand discovered in Jefferson Parish. Landowners began taking another, cautious, look at their properties as the parish stepped for the first time into the then exclusive company of Louisiana's oil producing parishes.

In New Orleans the well, bottomed at 9572 feet, was hailed jubilantly as "one of the world's deepest producing oil wells" and speculation ran rampant as to favorable prospects of the parish and surrounding areas for crude oil development. To the southwest oil had been discovered at Leeville in Lafourche Parish and to the east at Lake Hermitage in Plaquemines.

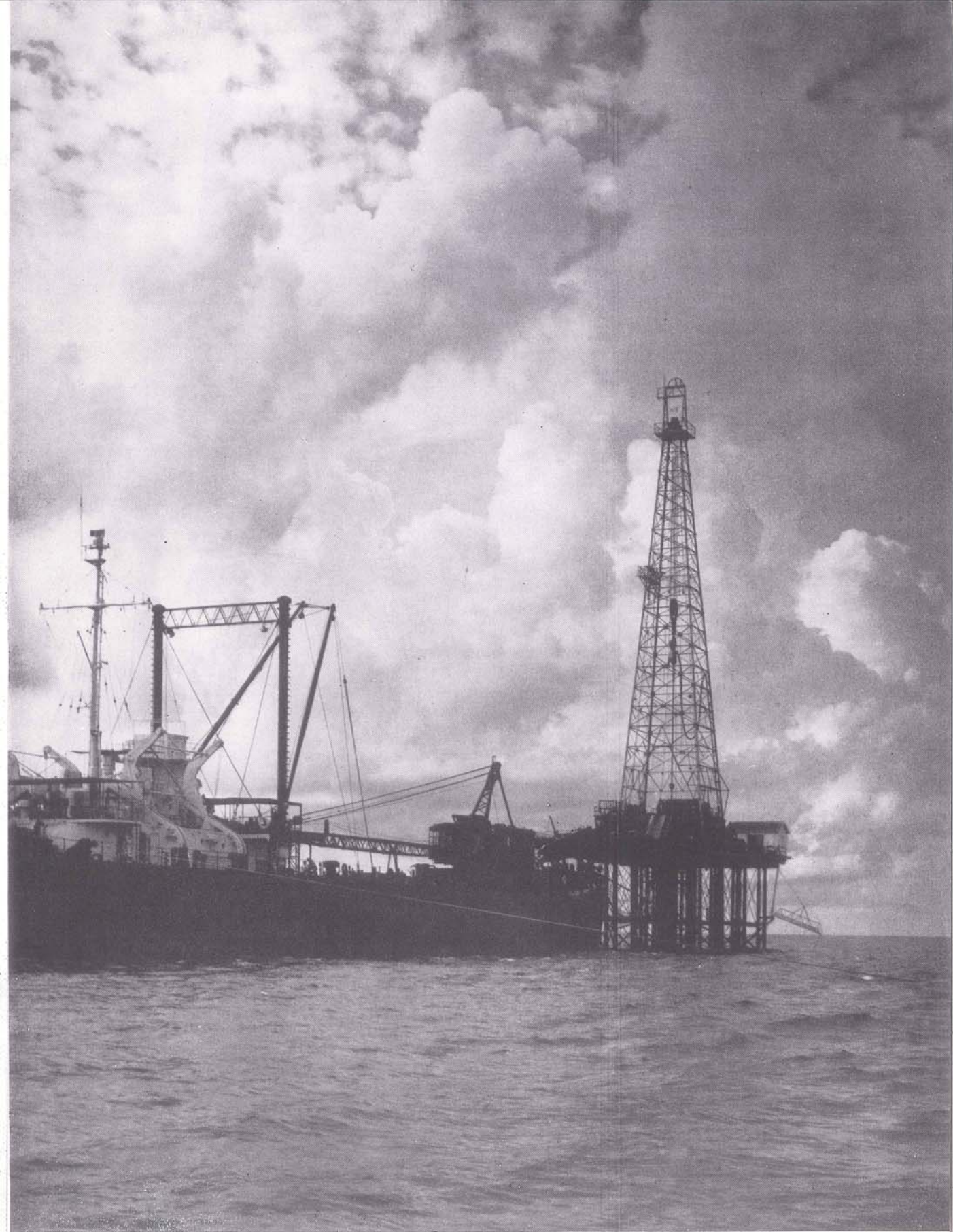
That well—the Louisiana Land and Exploration Company-Bayou St. Denis No. 1 as it was known then—opened the giant Lafitte field which today has been dotted with 66 oil wells on over 2600 developed acres. It was and has remained one of South Louisiana's largest fields and in 1949 an estimated 3,500,000 barrels of crude oil flowed from its various oil sands.

How well that 1935 speculation failed to go askew, how well the oil-bearing promise of Jefferson Parish held up, can be read in the estimated production

WEALTH



By David Kleck



Humble Oil & Refining Company's Rig No. 38 off Caminada Pass, Jefferson Parish.

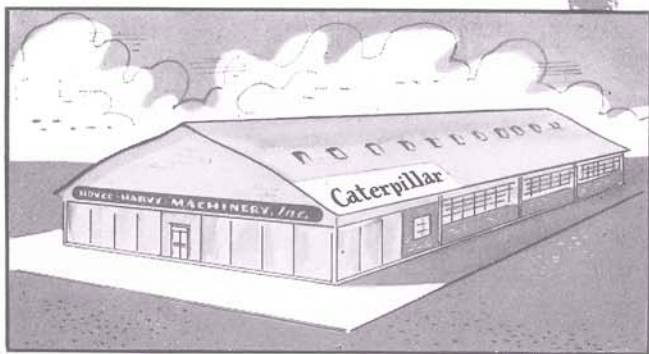
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ON LAND, semi-aqueous terrain and in the water, men track down the pools of petroleum deep in the earth, using delicate and precise instruments backed by skill, experience and knowledge.

figures for 1949. The parish produced over 9,800,000 barrels of oil and distillate, the latter a thin form of oil. South of the Mississippi River 15 oil and gas fields have sprung up, in the bayous and marshes, on high land and off Grand Isle in the Gulf of Mexico.

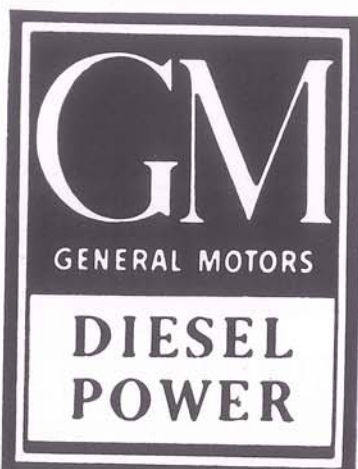
Today Jefferson is responsible for virtually one-twentieth of Louisiana's entire oil production.

When the Texas Company drilled the parish discovery well those 15 years ago and found production in what is known geologically as the Middle Miocene sands, it pointed the path of oil development in a prolific trend in the part of the parish below the river southward as the land makes its way to the sea.

In all Jefferson fields today the production is taken from different levels in this same formation, the Miocene.

This geologist's term can be roughly translated to mean basic sediments that settled on the surface of the land before the glacier ground its way across the North American continent. These sediments, which eventually became favorable for oil accumulation, are part of what was once a vast depression stretching across Plaquemines, Jefferson, Lafourche, Terrebonne, and other of the westward parishes.

Geologists point out that as drilling progressed out of the depression, for example, toward Lake Pontchartrain, the land became less favorable for oil exploration. North of the river there is no production in Jefferson and, according to geologists, not likely to be any. As the land progresses northward, across Lake Pontchartrain, they point out that there is only distillate produc-



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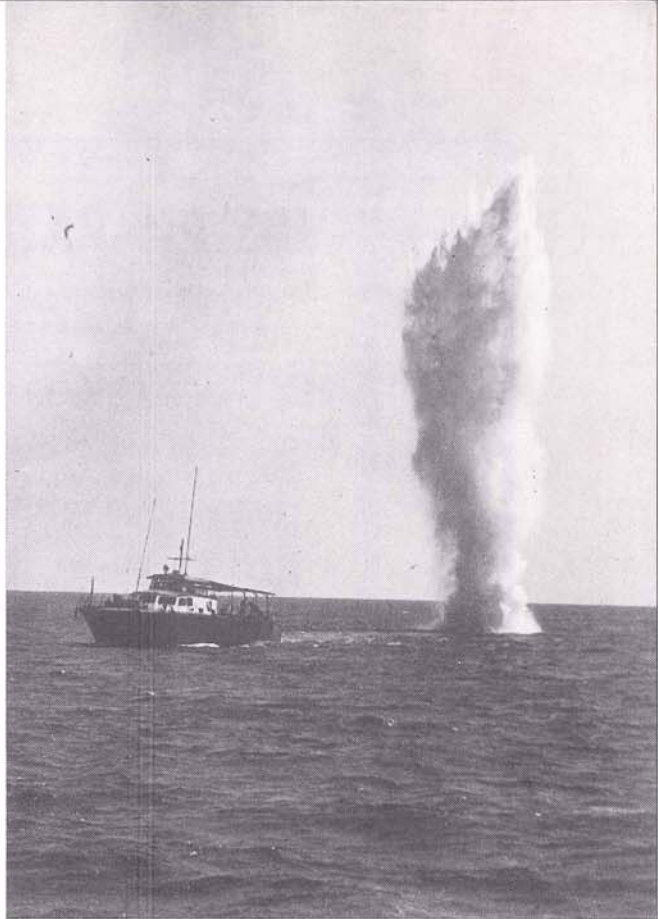
But southward, oil fields dot Jefferson's surface. While that early well was considered completed at an "amazing depth" for 1935, principally because of the equipment limitations, Jefferson today has seen drilling below 15,000 feet and oil production has been established below 13,000 feet. This latter field was one of the high spots of the year 1949, when Tidewater Associated Oil Company in March opened an oil field in the Manila Village area at 12,994-13,050 feet in the Miocene formation. The well was drilled from a barge and encountered extremely high and abnormal gas pressures at the lower depths.

Of equal, if not more, importance, during the year was the opening of production near the Huey P. Long Bridge, on the West Bank about 10 miles from New Orleans' business district, as the crow flies. Early in June Humble Oil and Refining Company found its first oil inland in Jefferson and completed the Texas and New Orleans Railroad No. 1 at 8183-8188 feet. Shortly after, the same company drilled an offset well and found another oil-bearing sand, completing the Marrero Land and Improvement Association, Ltd. No. 1 at 7750-7753 feet. Both of these wells were some distance from the Westwego field, where the Perrin-White Co. has both oil and gas distillate production and the Eddy Refining Company and Stanolind Oil and Gas Company, are also active. Unhappily, the Westwego field, opened in 1941, never reached full expectations.

A foremost operator in Jefferson is the California Company which shares honors with the Texas Company for producing the major part of the parish's oil.

The California Company holds most of the Barataria field oil production—an area it discovered—which flowed an estimated 1,882,982 barrels in 1949, over three-quarters of the West Barataria field, which flowed 1,716,000 barrels, all of Bayou de Fleur, estimated flow at 414,756 barrels, and Bayou Perot (which it also discovered) with estimated production of 500,000 barrels in 1949.

The Texas Company owns all of the leases in the Lafitte field which, together with 23 wells in the Delta Farms field—most of which is in Lafourche Parish—accounts for its stature as a major Jefferson operator. This company, at the year's end, was exploring



FREQUENTLY the search goes to sea, where seismograph charges are detonated and geophones strung along the bottom record the shock waves reflected from subsurface structures. Below, California Co. expert preparing the explosive charge that caused geyser in upper picture.



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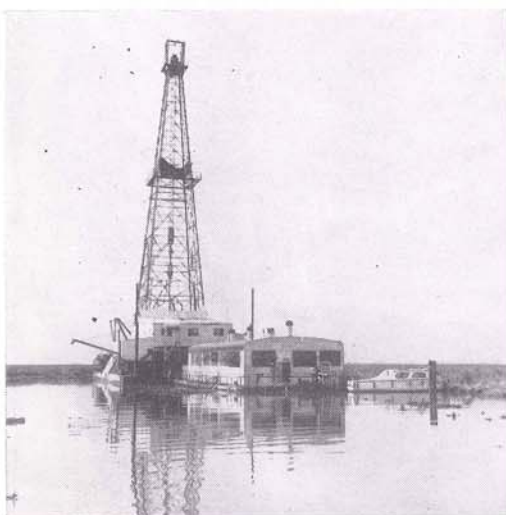
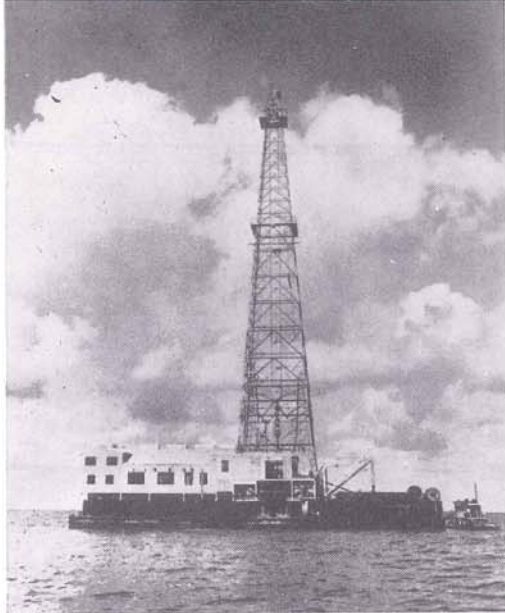


THE INTRACOASTAL CANAL
3 AIR MILES FROM NEW ORLEANS

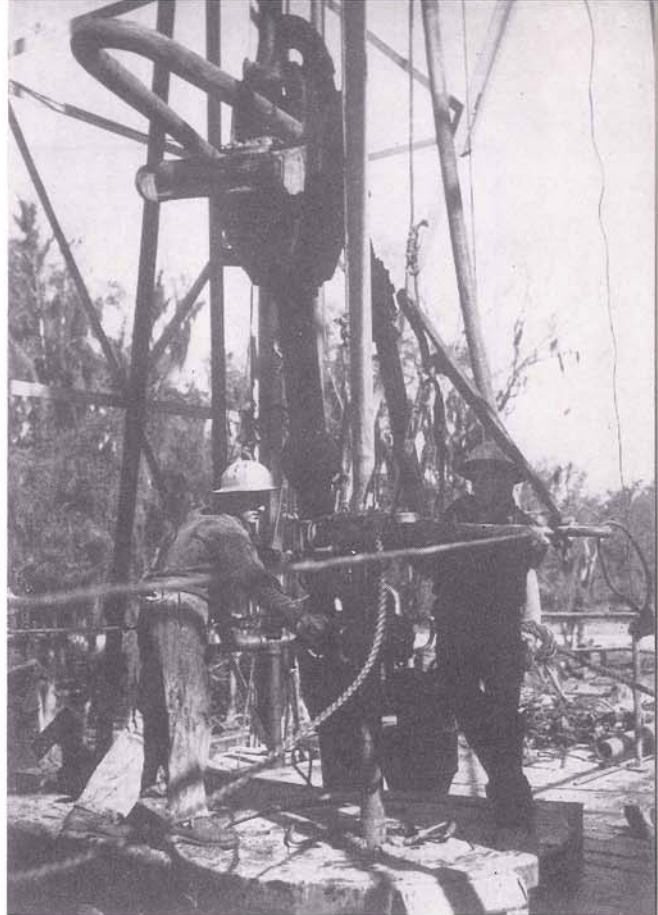
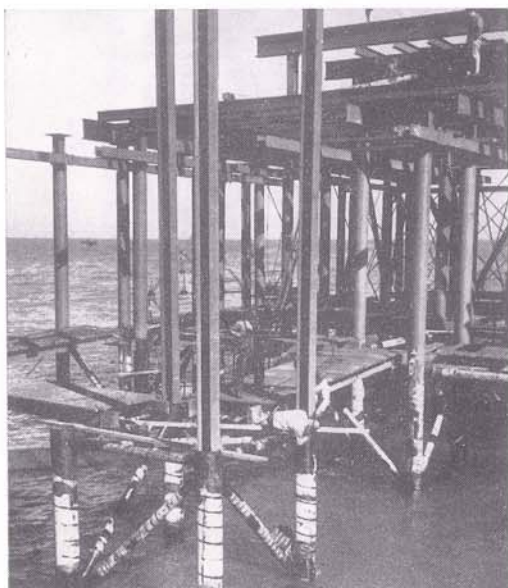
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VARIOUS TYPES of drilling structures used for water-based wells. Top, Texas Co.'s huge barge, which is sunk on the well site. Next below, California Co. inshore barge, steadies on a row of piles. Below, rig on steel pilings driven deep into bottom.



"GOING IN THE HOLE" with a modern rotary rig. California Co. crew on an inshore drilling barge.

around the Lafitte structure, while the California Company was drilling north of Lafitte and putting down extension tests at Bayou de Fleur and Bayou Perot.

Offshore, the year failed to bring any new discoveries for Humble, which has been very active and progressive in drilling off Jefferson. Continual difficulties with loose sands have plagued the company. Wells continually sanding up and clogging made the year not an easy one, and consequently, production has not met expectations. Off Grand Isle, Humble has completed seven wells on Blocks 16 and 18, from which production estimated at a little over 150,000 barrels was taken in 1949.

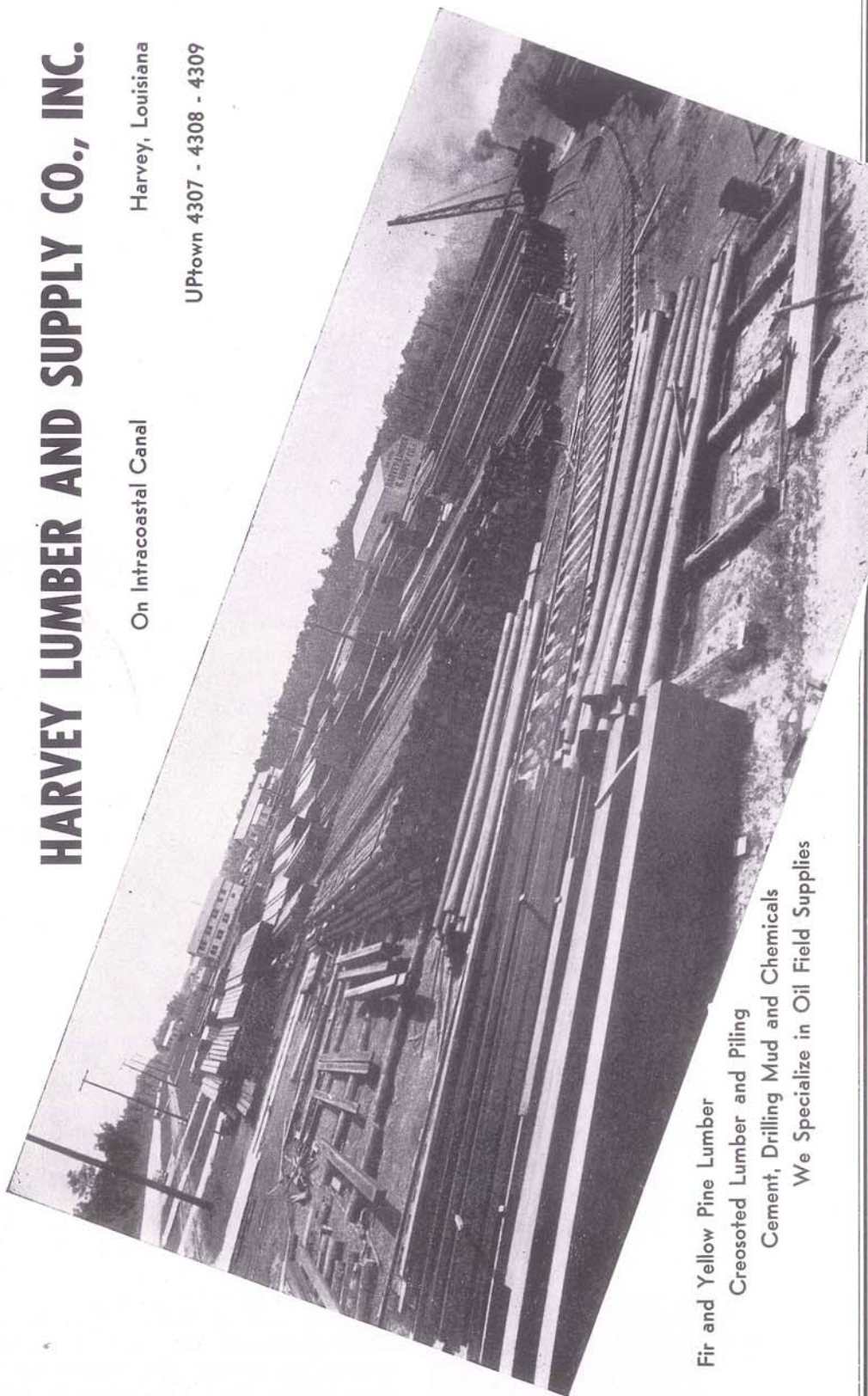
A rank Gulf wildcat drilled southeast of Quatre Bayou developed into a failure after considerable attempts to tap sands below 14,000 feet. Humble, which has been one of the most active offshore operators, has spent a fabulous amount of money for exploration in these areas. One platform off Grand Isle, capable of drilling seven wells, is reported to have cost over \$1,000,000.

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Of the 379,120 acres which compose Jefferson, at least 50,000 acres, not including the tidelands, have been leased by the state to oil companies. This, of course, includes portions of Jefferson's 104,320 acres of water bottoms which come under state jurisdiction. Offshore, although enthusiasm for deep-water exploration has been dampened by the U. S. Supreme Court litigation, the state has in effect 34 leases totaling 134,000 acres. This points to considerable offshore development, once the legal air is cleared.

From the severance taxes collected on oil production in Jefferson, \$200,000 flows back to the parish treasury and the school board. This is a limit set by law; the rest goes to the state. It is a moot question, therefore, whether Jefferson shares in the severance taxes collected on offshore production, since it has already collected a maximum from inland fields. However, as far as royalties are concerned, the major share goes to the private landowner, not the state. Thus, should the Supreme Court give the disputed areas to the Federal Government, Jefferson would suffer no immediate and direct shock as far as the parish economy is concerned. But it should be noted that loss of offshore revenue would be a severe financial blow to the state, one that would be eventually felt indirectly by the parish citizens.

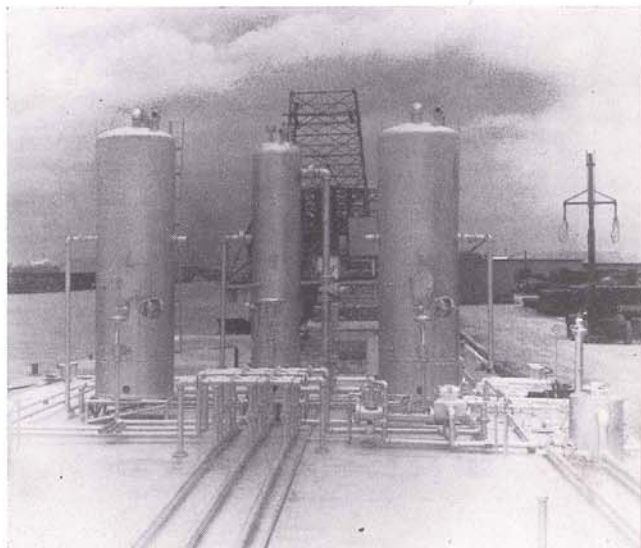
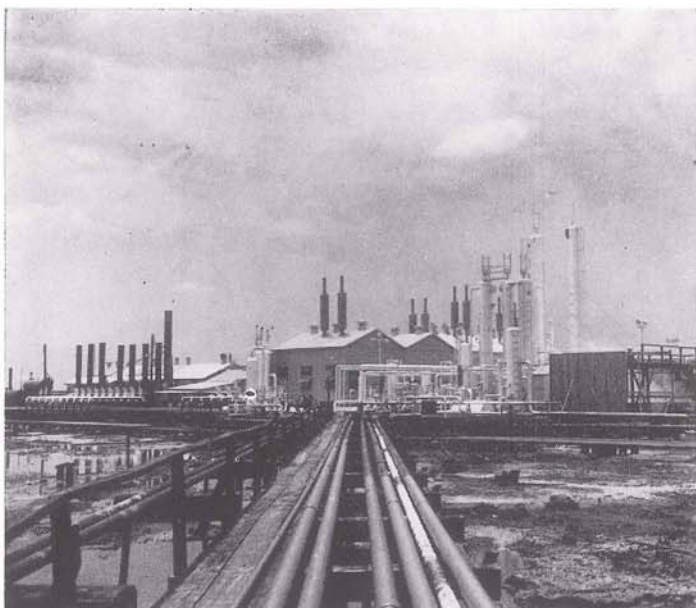
The inevitable question that wends its way to the minds of most landowners is, of course, What are the chances for future oil development in the parish? Well, what are the prospects for 1950?

With Louisiana in general experiencing a decline in the number of wildcat, or exploratory operations, it is expected that Jefferson will not see as many ventures in unexplored territory in 1950. As last year ended, most of the operating companies were drilling or planning to drill extension tests near proven fields where the chances for success are greater. The California Company was hoping to establish new production northwest of the Lafitte field and farther south, in the newly discovered Manila Village area, Hunt Oil Company was putting a confirmation try to Tidewater's inland-water discovery.

Geologists, however, believe that in practically none of Jefferson's fields have the ultimate limits of production been outlined. This means that the edge, where all wells come in dry, has



CRUDE PETROLEUM may be transported ashore, or stored in tank battery barge, as Gulf Refining Co.'s "Old Hickory", above. Oil is separated from gas on Gulf's oil production storage barge, below. At left is Texas Co.'s natural gasoline plant at Lafitte, La., where 12,000 gal. of the fuel are converted from natural gas daily.



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not been reached at most of the fields.

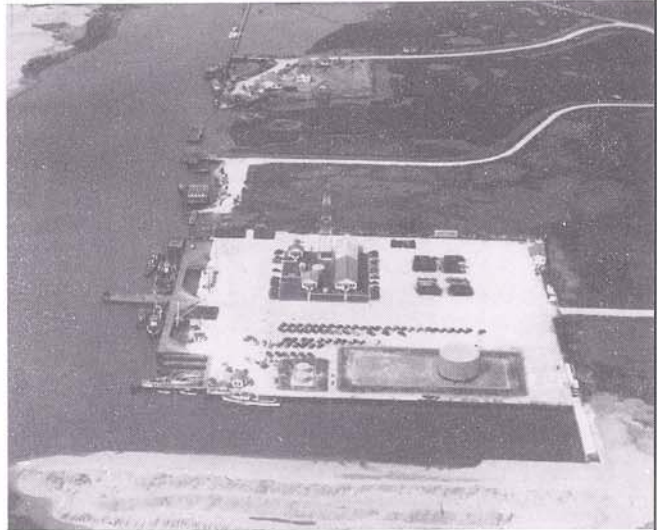
Nor do they believe that the rock formation, in which runs Jefferson's oil bearing trend, has been passed through in any location south of the Mississippi. The Miocene, which contains the oil sands in different levels and different thicknesses, is believed to be 30,000 - 40,000 feet thick in Jefferson.

Present equipment cannot pass through nor penetrate too far into this heavy and thick stratum and consequently, what may lie directly beneath, or even far deeper, for that matter, remains to be seen. This, say geologists, is where speculations on Jefferson's future begin to be swallowed up in the mystery of the earth. Far west in Wyoming an oil company has drilled below 21,000 feet and one has even penetrated 16,000 in Louisiana, but the equipment is not yet here to explore the Miocene formation completely.

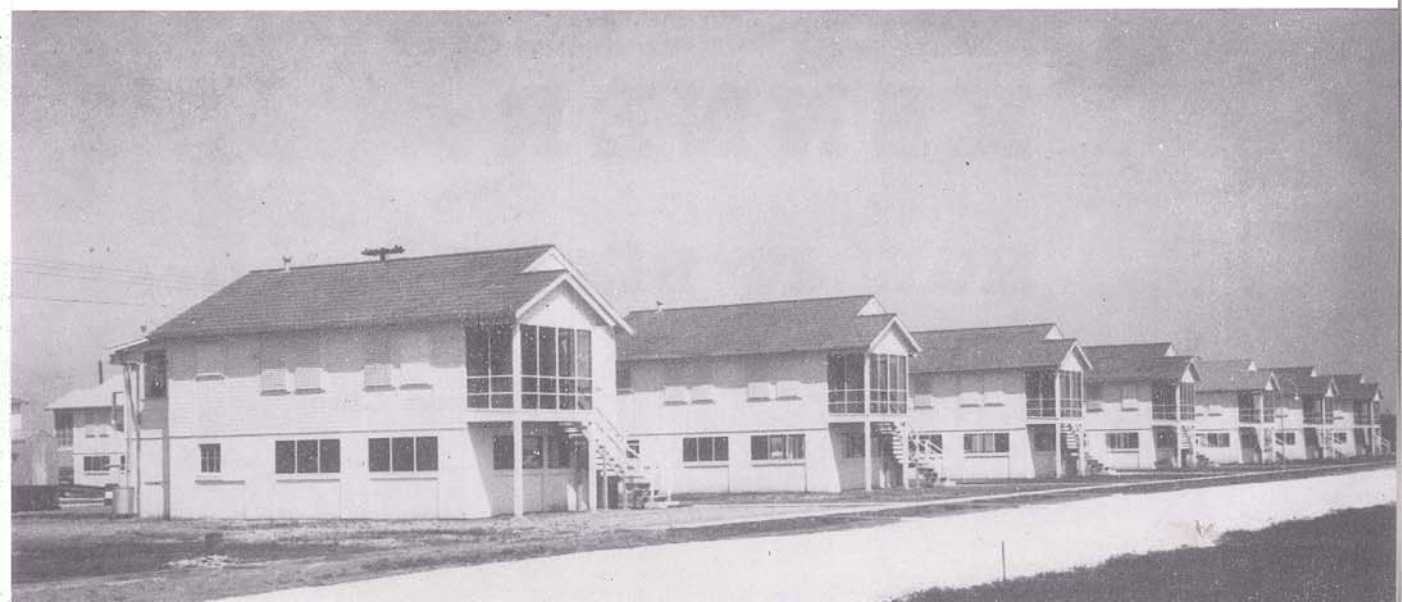
Because Jefferson has been surveyed fairly completely by seismograph crews, it is believed that most of the prospects—salt domes necessary to oil accumulation—have been located. How far out oil extends from some of the proven domes is yet to be seen on most of them; some of them are still unexplored and even the best geologists can reach only a rather inexact conclusion.

Jefferson opened the year with a new high in allowable production. The figure set by the State Department of Conservation for January was 32,024 barrels per day, or on that basis, 11,680,000 barrels for the year.

But Jefferson has steadily gone forward since 1935 when oil first started flowing from its marsh land. And as the geologists say, there is no conceivable reason for it to stop now.



SAFETY, efficiency and the comfort of their workers are priority aims of the oil companies. Top, the Humble AC-1, converted Coast Guard cutter, used in offshore operations. Next below, Humble's Grand Isle base with offices and other facilities. Below, Humble employees' homes on Grand Isle.





KENNER:

HOW IT BEGAN

By Andre Cajun

Illustration By James A. Fisher



Columbus sailed westward seeking a route to India, and discovered instead the New World. Bienville laboriously worked his vessel one hundred and ten miles up the Mississippi River, and founded the city of New Orleans on the first "high" land he came upon. Thus are continents discovered, cities founded.

An overconfident, middle-aging English nobleman took an involuntary swim in Old Man River, and that was the origin of the town of Kenner. Thus also are communities begun.

By an indirect set of circumstances, and at a not immediate time, the mod-

ern town of Kenner derived its name and location from what must have been an amusing episode—at least to the Indians—shortly after the turn of the 19th century.

At the time, 1804, the Crescent City was growing by bounds, and besides the fleets of ships coming upriver from the Gulf, and the vessels coming in through Lake Pontchartrain and Bayou St. John, hundreds of flatboats came downriver from the North. These scows, floating with the current and kept in the middle of the stream by means of huge sweeps, were manned by some of the toughest inhabitants of the al-



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ready tough young nation, the Kentuckians, or "Kaintucks," as they were called. They were a brawling, lusty lot, with an unholy love of raw rye whiskey and the sight of blood, and possessing all the tact and delicacy of a General Sherman tank.

Our Englishman, a not very representative member of the British nobility, joined the crew of one of these flatboats at Louisville, following a young, hot-headed Scotchman down the river in search of fame and fortune. The Englishman was Clinton Hardgrave, Lord Shrewsbury, and the brave and brawny young adventurer he was tagging was 28-year old William Butler Kenner.

Things went fairly well on the passage downriver, and in due course the flatboat tied up at Baton Rouge, not to be the capital of Louisiana for twenty-one years yet. It was the first stop since Louisville, and the crew was spoiling for shore leave. By the unwritten law of the flatboats, someone had to remain aboard at all times, and Kenner and Shrewsbury volunteered to watch the first night.

It was the last Saturday in April, and the air was balmy with Spring. Birds sang in the willow trees along the banks, and flowers bloomed everywhere. The Kaintucks were affected by the season and the beautiful, romantic land. In other words, they wanted to get drunk. The flatboat was no sooner tied to the willows than they were over the side in a rush.

The captain of the vessel, perhaps the toughest of the lot, announced his decision to remain there until Monday morning, and told "Bill" Kenner and Shrewsbury they could have the next day off, which was agreeable all around. Accordingly shortly after daylight Sunday morning, the crew began straggling aboard, and upon the arrival of the first fairly sober man, Bill and the Englishman climbed the winding trail up the bluff to the city.

After the weeks of coarse food aboard the scow, their first objective was breakfast. Then they wanted to attend religious services at the churches of their respective faiths. There was some difficulty finding someone who could speak English, for at the time the languages of Baton Rouge were predominantly French and Spanish. When they found eventually someone who could inform them, they learned that there were neither Presbyterian nor Episcopal churches in the community.

Late that night they returned to the river, only to discover that their vessel had departed without them. Half the crew had been unable to rise because of the tipping in the town, and the captain left raving with rage and swearing in all the colorful invective of the times.

But Kenner was no mild Milquetoast himself. He also did a bit of fuming, and then his thoughts took action. They purchased a skiff, provisioned it, and cast off into the stream in chase of the disloyal flatboat commander. The small boat was something new to Kenner, and they had trouble keeping it off the sandbars, and out of the floating debris and overhanging branches. But finally he mastered the craft, and soon overtook the Kaintucks, who could proceed only as fast as the current.

A strange sight met their eyes as they bore down upon the flatboat. The larger vessel, about fifty yards offshore, was surrounded by dozens of Indians in canoes, who, however, appeared to be unarmed. The crew of the flatboat were lined up behind the starboard bulkhead, aiming at the redskins with their long rifles.

Disregarding the Indians, Kenner maneuvered the skiff alongside, and much to the astonishment of the crew, Shrewsbury scrambled aboard. With valor disproportionate to his small size, Lord Shrewsbury shook a long, bony finger in the Kaintuck captain's bristly face and told that august gentleman in no uncertain terms exactly what he thought of him. The iron-muscle giant, whose job necessitated the ability to lick any man in his crew, ventured no oral reply. He listened for a full minute, then his huge fist came up and the sputtering nobleman sailed through the air like a bird and landed with a splash in the muddy waters of the Mississippi.

Kenner did not join in the general laughter as his traveling companion floundered about in the water. His face suffused with rage, he leaped from the skiff onto the flatboat. The captain was doubled up with mirth, but he straightened at the impact of Bill's hard fist against his chin. He was lifted from the deck by a blow, and a second later was splashing about in the water a considerable distance away.

Bill did not wait to see what happened to the captain. He leaped into the water himself to rescue his friend, whom the Indians were already pulling to safety. The Kaintuck at the sweep quit his post and with the rest of the crew rushed to the aid of their leader.

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Uncontrolled, the flatboat drifted into a clump of willows along the river bank, and one of the Indians quickly passed a line aboard and made it fast. The Indian chief then gave a shout and the braves swarmed aboard, armed suddenly with tomahawks and knives that had been out of sight until then.

Kenner and Shrewsbury climbed dripping upon the shore, and Bill, realizing what was about to happen, shouted to the Indians. There must have been in his voice the authority natural to born leaders, for the redskins paused. Their chief looked at Kenner and seemed to be satisfied by what he saw, for he ordered the braves to lower their weapons. He approached Kenner and said in broken English:

"Indians want whiskey."

The tall Scotchman signified that he understood. "There is no whiskey aboard the flatboat, Chief. Let the white men go, I will get you whiskey." He broke into a white-toothed smile warm with confidence and friendliness. The headman of the tribe, a wizened little fellow with a graying scalplock, grunted a time or two, spoke to his warriors and they came ashore, casting the flatboat adrift, much to the relief of the Kaintucks, who then floated down the river to New Orleans and obscurity.

But on this site, where the Indians bustled about building two fires between which to dry their new-found and very wet friends, a pact was made which left its marks on local history. Here where the little inadequate gamecock Shrewsbury and his more able companion, William Butler Kenner, dried their clothes and ate food the Indians gave them, they made a trade agreement with the old chief, whose name, he told them, was "Short Grass". This became a place of future meetings, and eventually the town of Kenner.

They learned also that these Indians were only part of a main tribe, the Nat-albanys, which dwelled along the north shore of Lake Maurepas a mile or so beyond the swamp line. Each Autumn, the chief related, some sixty-odd braves came and camped at this point and burned off the tall grass and wild bamboo that grew so abundantly from the river to the swamp. Then in the Spring they would come again, this time to hunt alligators. Hides then fetched a good price on the New Orleans market, and some of the largest alligators to be found within a hundred miles of the city were taken from this canebrake.

As the old Indian spoke, Bill began to

see the possibility of a sound financial future with these hunters as business associates. But there was some doubt about their intentions.

"Why were your men following the flatboat?" he wanted to know.

The chief smiled and shrugged. "Indian no want hurt white men." He explained with gestures and halting words that the Indians had been gathering driftwood for fuel when the craft floated by. They were cold from the icy water, and wanted a little whiskey, which they were willing to pay for. But the thick-skulled Kaintucks had apparently misunderstood them, and were preparing to fire upon them when Kenner and Hardgrave came along. Then, he said, they were ready to cut up the flatboatmen into alligator bait.

At the memory of how the three men had all splashed in the muddy yellow water, everyone laughed, and the friendship was sealed. The travelers donned their now dry clothes, shook hands all around, and boarding their skiff once more, set out for the final lap of their passage to the fabulous Crescent City.

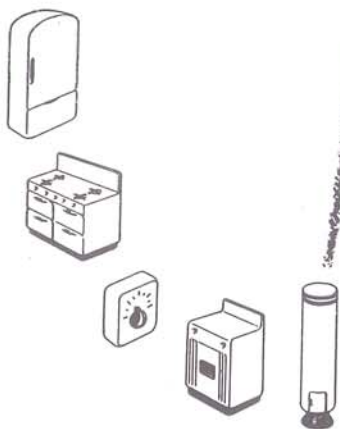
Kenner and Lord Shrewsbury engaged in various activities in New Orleans for the next several years, including trading hides and whiskey with the Indians. During this time they made the acquaintance of John McDonogh, who became known as the richest man in the city, was reviled somewhat wrongly as the meanest miser that ever lived, and was eventually honored for the munificent generosity which gradually came to light after his death.

Most of McDonogh's wealth was in land, and when he finally came into possession of the Indians' alligator hunting grounds west of New Orleans, he suggested to the enterprising Scotchman that he establish a plantation on the site of the canebrake. This Kenner did, with McDonogh's backing. He cleared the land and put in crops of cotton and sugar cane. From his friend, Chief Short Grass, he learned to use willow saplings for fence posts, as they took root and made firm supports. However, with the willow tree's greed for water, the short root system of the wild cane, and the practice of burning it to clear the ground, the ancient hunting ground of the redskins was eventually destroyed. The alligators departed, and so did the Indians. And the plantation, set in an area cleared of cane, was called "Cannes Brule", which is French for "burned cane."

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the plantation house was constructed of hand-hewn cypress timbers. It was raised high above the ground, for the levees had not been built yet, and there was the annual danger of floods. Coated with whitewash in the current mode, the house had eight rooms, and a widow's walk on the roof.

Midway between the house and the riverbank was the only road running north out of New Orleans, today known as the "Old River Road." As there was no steamboat landing between the Crescent City and LaPlace, several miles up-river from the plantation, Kenner built one, and his wharf with the years developed into one of the most popular stopping places on the Mississippi. By the time of the Civil War, "Kenner" was a well-known port of call, where steamboats picked up cargoes of lumber, hides and sugar cane. But that is getting ahead of our story.

The plantation grew and families settled in the environs. In 1828, William Kenner founded the first Presbyterian church there, where he himself preached. People gathered for the religious services, and as is natural in communities, more and more families settled in the vicinity of the church. After some years there was a thriving village on the spot.

It did not take Bill Kenner long to discover that the land, while not particularly suited for cotton, was admirably adapted for producing abundant crops of sugar cane. At that time almost primitive methods were used to granulate the syrup into sugar. One process, which some sources attribute to a Frenchman named DeBore, was to have a slave stir the cooling syrup with a huge paddle. This system did produce sugar, but it was of a coarse nature, and the procedure required great labor and time. History also gives Kenner credit for discovering a much better way of producing sugar, and as is the way with many revolutionary inventions, it was a roundabout, almost accidental finding.

The house at Cannes Brule' was almost completely surrounded by a magnificent flower garden, which was the pride and happiness of Kenner's wife. Then one summer for some reason insects descended upon the garden in greater numbers than usual and started to wreak havoc upon the bushes, plants and blooms. Madame Kenner was in despair. She had one after another of the Negro slaves dip a rag tied to the

end of a stick into a bucket of insecticide and sprinkle the bushes and flowers. But the weather was warm, and the garden was large, and the dusky sons of equatorial Africa soon tired of the labor involved. One ingenious fellow, whose slow mind dealt in fundamentals, reasoned that time saved in sprinkling the garden could be spent sleeping under a shady tree. How much more he could sprinkle, if, instead of the rag and stick, he used the bucket itself! Accordingly, he punched a ring of tiny holes around the side of the pail near the bottom, and tying a rope to the handle, swung it about his head in great circles. The fluid sprayed out in fine streams, in the same way a modern lawn sprinkler works, and routed the winged and crawling invaders from the entire garden.

Bill Kenner, deep in thought of a method of producing better sugar, idly contemplated the empty bucket carelessly left lying on the grass by the slaves. Abruptly he started as he noticed a thick substance in the bottom of it. Inspecting more closely, he discovered that the liquid, flying out through the tiny holes, had left behind a residue that had settled to the bottom by centrifugal force.

Excitedly he had another bucket perforated, filled it with syrup and had a strong-armed slave whirl it about his head. It worked! The liquid flew out of the bucket and pure sugar settled and crystalized at the bottom.

This discovery, it is claimed, led to the present day granulation methods. In place of the bucket, a huge perforated cone was constructed, into which the boiling syrup was poured, and then spun around by mule-power. After much trial-and-error, this principle was geared to a steam engine, devices were installed to catch the sugar particles, and fine sugar was produced comparatively quickly and economically.

As a result of the incident in the garden, Bill's son, Duncan Farrar Kenner, became known later as the father of the Louisiana sugar industry. For Kenner *pere* made no claim for his discovery, and at last retired from the planting of sugar cane. He entered the field of general merchandise, and took up the raising of homing pigeons as a hobby. In time, though, the birds became a great source of trouble to him, through the devious workings of his long-time friend, the slightly unscrupulous Lord Shrewsbury.

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FRANKLIN PARK, ILLINOIS

As the story goes, on reaching New Orleans in 1804, Kenner at first went to work as a store clerk, and Clinton Hardgrave, the down-at-heels nobleman, took a position as a schoolteacher. The years went by, and Kenner prospered. But Shrewsbury did not fare so well.

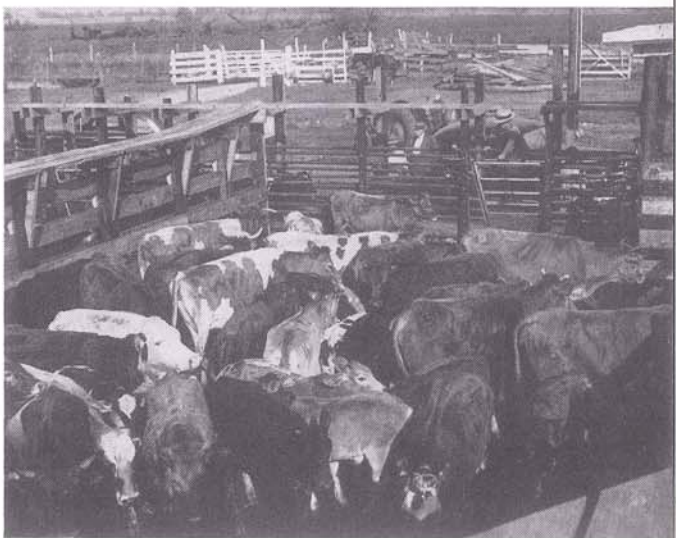
For one thing, as a zealous Episcopalian, he lost no opportunity of expounding his faith to his students, most of whom were Catholics. Naturally they objected, thinking he should keep his preaching for the pulpit, and his zeal frequently met violent opposition. He was forced at last to leave the city and went to live on the plantation of his friend Kenner.

Kenner's landing had become a popular stopping place for steamboats by this time, and, also, a watering trough had been built on the River Road. For water and vehicular traffic increasingly flowed between New Orleans and Baton Rouge, which became the capital of the state in 1825. The Crescent City was already a play-spot of the nation. There was horse-racing, cock-fighting and all the varied night life of a gay cosmopolitan center.

According, Shrewsbury, the erstwhile preacher, had set up a betting booth near the watering trough, and there he accepted bets on the horse races and cock fights at the metropolis in the bend of the river. He invariably won his bets, which one could ascribe to phenomenal good luck, except for the fact that twice each week he sent a crate of homing pigeons to a fellow conspirator



Sheriff Frank J. Clancy



PRIME MOVERS in Kenner's destiny have been food production and transportation. On the beef ranch and experimental farm of Sheriff Frank J. Clancy cattle graze year-round on wild timothy winter grass and planted Oregon and Kentucky fescue. Crossing pedigreed bulls with range cows, Sheriff Clancy has developed calves that grow faster and weigh more at marketable age than other breeds.



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REMEMBER — You're Welcome



PROGRESS has supplanted the steamboat and the horse with modern means of travel and transport. Today Kenner is the site of Moisant Airport, largest in the country originally constructed exclusively for commercial purposes.

in the city—Kenner's homing pigeons, at that. So, immediately after each race or fight, a pigeon swiftly winged its way home to the plantation, innocently bringing the name of the winner on a slip of paper attached to its leg. It was a sweet racket—Shrewsbury just couldn't lose!

When the nefarious practice was finally discovered, Kenner was furious, and was faced with choosing between his friend and the birds. Hardgrave won out, and the birds were disposed of. But the name the preacher had acquired stuck, and he was also prohibited from conducting services in the church, which was known as "Kenner's church", just as the community that sprang up around it became known as "Kenner."

Transportation has always been important to its fortunes, and with the coming of the railroad and the diminishing steamboat traffic, the town gradually moved away from the river and toward the railroad station. Later the Airline Highway came through and spread still farther the developing boundaries of the community. Today,

the original site of Kenner is an uninspiring group of weatherbeaten houses. The river ate in more and more, and was finally stopped by the levee just at the River Road. The beautiful plantation house, Cannes Brule', is no more than words in old history books, for Bill's son, Duncan Farrar, tore down the old structure and used the timber to build a home for himself some miles upstream.

Of interest to many is the final note that when on February 11, 1825, the parish that is now Jefferson was created from parts of Orleans and Plaquemines Parishes, there was quite a bit of discussion and argument on a name for it. The elder Kenner put forth much energy and money in his efforts to have the parish named after Thomas Jefferson, our third President. He was successful, and Jefferson it became.

The modern and ever-growing present day town of Kenner successfully patterned itself after its namesake, the energetic, far-seeing and courageous adventurer who sought and found the ideal life here—William Butler Kenner.

IN JEFFERSON THE FUTURE HAS ALREADY BEGUN



MINNESOTA *Mining and Manufacturing Company at Little Rock, Ark.*

LET'S CHOOSE THE *RIGHT* CHANNEL!

By E. S. PENNEBAKER
Manager, Texas Pacific-Missouri Pacific
Terminal Railroad of New Orleans

The consistent and substantial growth and development of agriculture and industry in the Mississippi Valley, which comprises all or part of 22 states in the heart of our Mid-Continent Area, where 55 percent of the nation's people live, and where 65 percent of its crops, and over 50 percent of its manufactured goods are produced, emphasizes the importance of the Port of New Orleans to the economy of this rich territory.

It also definitely indicates the vital necessity for installing and maintaining there the most modern and efficient land and sea transportation and cargo-handling facilities available to attract and expedite the flow of world commerce through that gateway.

Expeditious and economical port handling of shipping and cargo is tremendously important in this post-war period.

Other Gulf and South Atlantic ports are challenging New Orleans as never before for the lion's share of rapidly expanding world trade with the Mississippi Valley and our Mid-Continent Area. In fact, it is facing the stiffest competition for world trade yet experienced in its port history of over 200 years.

New Orleans is going to be hard put to maintain its position as second ranking American port, consistently held in pre-war days primarily because of its strategic location on the lower Mississippi River about 110 miles from deep water in the Gulf of Mexico. Its substantial public wharf development and certain other port facilities installed along seven miles of the East Bank of the river, and two miles of the Industrial Canal at sea-level in the 1920's following World War I, are also important factors.

Houston, Galveston, Texas City, Beaumont, Orange, Port Arthur, Corpus Christi and Brownsville, the principal Texas ports, Lake Charles to the west on the Louisiana coast, Gulfport, Mobile, and Pensacola to the east on the Gulf, and Savannah and Charleston on the South Atlantic are each putting on an aggressive campaign for a large share of the rapidly developing volume of world commerce with our rich Mid-

Continent Area. Each has recently completed, has now under construction, or is actively planning additional modern port facilities adequately equipped with mechanical cargo handling machinery designed for maximum speed, efficiency and economy.

Houston and Mobile, in particular, have extensive modern port facilities and harbor improvements under active construction, and more authorized. Both are capitalizing on the fact that their public docks are located at sea-level, less than 60 miles from deep water in the Gulf of Mexico, and at all times conveniently accessible from the Mid-Continent Area by rail, highway, and air, and from other world ports by ship through dependable channels of ample width and depth, for practically all modern cargo-carrying vessels of 30 to 35 ft. draft, when loaded to capacity.

Although New Orleans has these excellent wharf facilities along the East Bank of the river and on the Industrial Canal (accessible from the river through ship lock 75 ft. wide by 640

STOCKYARDS at Kansas City, Mo., one of thousands of enterprises in the wealthy Mississippi Valley that would be vastly aided by a tidewater channel from the New Orleans harbor to the Gulf of Mexico.



JEFFERSON DEMOCRAT

Official Journal of the

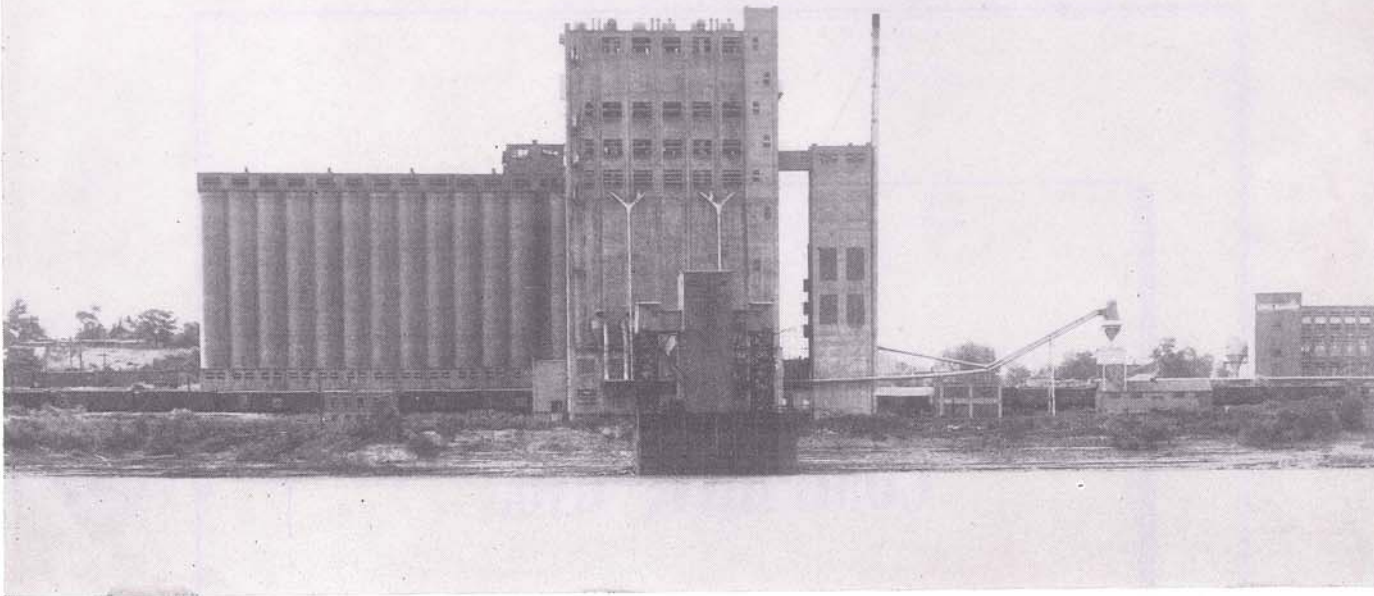
PARISH

OF

JEFFERSON

SINCE 1896

Gretna, Louisiana



GRAIN ELEVATOR of the Missouri Pacific Railroad at St. Louis, Mo. Easing the passage of ocean-going ships from the Greater New Orleans area to the sea would affect favorably the stupendous volume of two-way trade between the Valley and world ports.

ft. long and 31 ft. depth over sills), it has the definite handicap of a 108 mile up-river approach through South Pass or a 115 mile up-river approach through Southwest Pass, together with the hazard of vessels grounding in these passes during river flood stages when the added handicap of fog is generally greatest.

Because of the millions of tons of the Valley's fertile top soil being carried to the sea by the flood currents of the Mississippi, much of it deposited in the passes as the incoming tide slows the discharge velocity, continuous and costly dredging of these passes is required to maintain the depth of 30 to 35 ft. necessary for the safe navigation of ships.

As result of this situation, one or the other of these passes is blocked by grounded ships at times, for varying periods. Even though fortunately both passes thus far have never been blocked at the same time, such a situation could occur and access and egress for the Ports of New Orleans and Baton Rouge would then be impossible, pending the floating or removal of these grounded ships.

The Port of New Orleans is obviously of vital importance to the agricultural and industrial economy of the Mississippi Valley and the fabulously productive Mid-Continent Area of North

America, whose World Trade Gateway naturally it now is, and logically and rightfully always should be.

No equal area of the earth's surface at this time can match the tremendous volume and value of the commodities of commerce produced by the farms, forests, mines, oil and gas wells, manufacturing and industrial processing plants of our Mid-Continent Area, nor can any equal area boast a higher per capita wealth and standard of living, or a higher per capita consumption of a greater variety of the commodities of world commerce.

The farmers, industrialists, merchants and transportation agencies serving the Valley and Mid-Continent Area and the Port of New Orleans are just as interested, and, in my opinion, should be far more interested in the administration, operation, maintenance and general capacity, as well as plans for the future expansion and development of this port, than the people of Louisiana, and the people of the City of New Orleans. This even though under existing state laws, the Board of Commissioners of the Port of New Orleans, which controls its activities, is made up solely of New Orleans business men, selected by the New Orleans Chamber of Commerce, Board of Trade, Clearing House, Cotton Exchange and Steam-

(Continued on Page 111)

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JEFFERSON'S *Autumn uplands* are a *Paradise* for quail hunters.

THE LAND OF YEAR 'ROUND SPORTS

By Paul Kalman

Outdoors Editor, The New Orleans Item

The temperature at Moisant Airport on the East Bank in Jefferson Parish was a balmy 65 degrees one morning last January when a ruddy faced man came down the stairway from the door of a giant silver airliner.

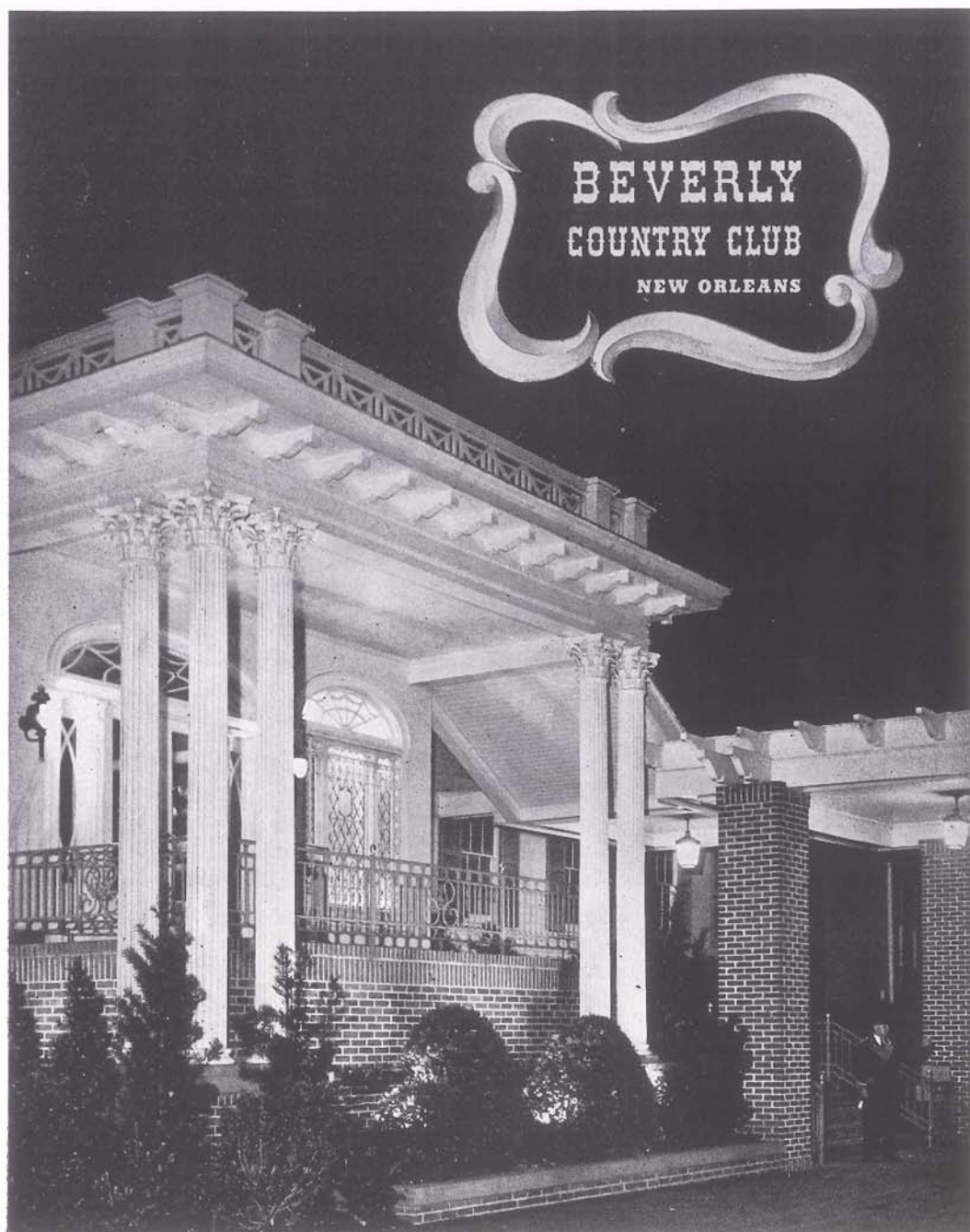
Slung across one arm was a heavy overcoat, from a pocket of which protruded the end of a woolen muffler, and a pair of fleece-lined overshoes dangled from his left hand.

Suddenly his expectant face lighted

up as a tall, sun-bronzed man strode toward him.

"Bob! You old rascal!" he laughed in a deep voice. "It sure is just like you said: Almost June in January. What'll I do with these?" he pointed his chin at the wintry weather gear.

"Keep 'em for your return to Chicago, Jim," said his friend, happily pumping his hand in a welcoming shake. "But let's not think about that right now. You're on a vacation, remember?"



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All you've got to do for the next several weeks is enjoy yourself in God's country."

"Well, I'm ready," agreed Jim Smith. "Don't suppose I'll be able to do all I want to do, but anyway, we might get in a little fishing, and some golf. Snow's been on the ground for weeks, up North—"

"Don't kid yourself, Jim," said his host, Bob Skidmore, leading the way to his automobile. "In the three weeks you've got, you'll be able to get enough sports in to last until your next vacation. I've made all the arrangements." He pointed the little car up the road and turned left at the Airline Highway.

"We'll go deep sea fishing *and* fly casting, we'll hunt rabbits and quail, and maybe get some woodcock. If you had come a few days earlier, before the first of the year, we might have shot a couple of deer."

The smile on his guest's face broadened in anticipation as he continued. "We'll go horseback riding, golfing, sailing, skeet shooting, we'll play tennis—you just missed the squirrel season, too, but we'll—"

A thoughtful frown furrowed Jim Smith's face. "Do you have all these sports in your state, Bob?" he asked.

Skidmore exploded. "In the state? Man, we've got all that just in the *parish!*" He gestured down the Airline Highway to a long white building around which were clustered dozens of automobiles. "There's a good example of what I mean. We have two big bowling alleys just a few minutes away from our home in Metairie, which is one of the most beautiful residential suburbs in the country. Everybody bowls. It's a fine family sport—and it keeps down the waistline," he added with a sly smile.

Smith shook his head. "I had no idea—Gosh, what I've been missing all these years—"

Bob Skidmore slapped the wheel excitedly. "Right! More and more people have been hearing about the spectacular industrial development of Jefferson Parish, the almost limitless raw materials, the economical power, cheap transportation, good working conditions. But I tell you, Jim, this is honestly the finest country for sports I've

WHATEVER YOUR SPORT, unless it is skiing or ice-hockey, you can enjoy it to your heart's content in Jefferson. In season, ducks and geese abound as the area is in one of the main flyways to the southerly latitudes.



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Hustling, bustling East Jefferson Parish offers you a fine place to live—to open a new business or locate an industry.

Louisiana Transit Company offers you a modern bus service along both the Jefferson and Airline Highways between Carrollton Avenue (New Orleans) and Kenner.

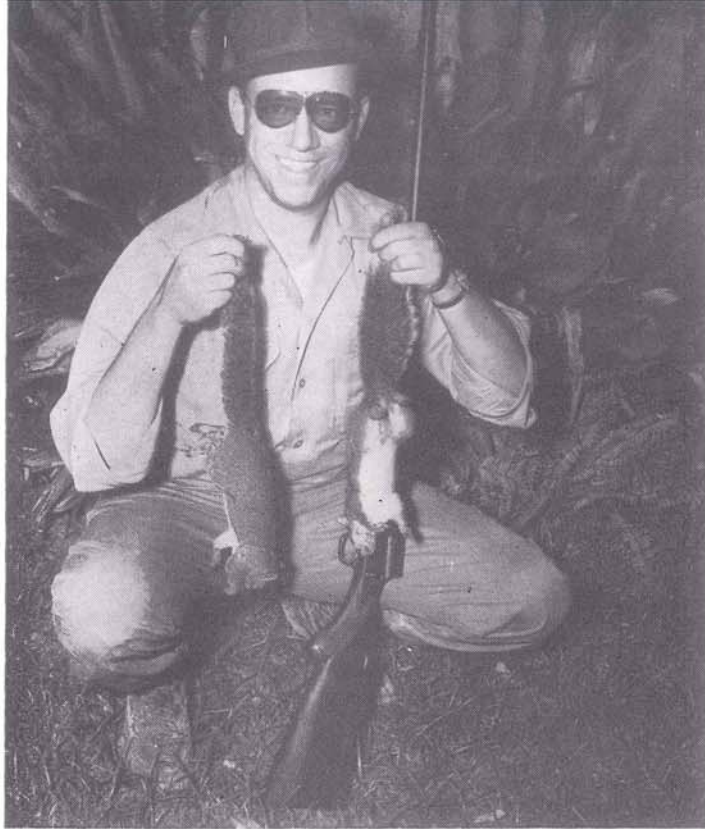
Yes—East Jefferson is growing, so make your plans now to move to this progressive, friendly section. A warm welcome awaits you.



LOUISIANA TRANSIT COMPANY

HARAHAN, LOUISIANA

Save Money, Time and Parking Fuss—Ride the Bus



SQUIRRELS bagged by the author near the west end of the Huey P. Long Bridge.



DR. JOHN G. PRATT prepares to blast a target at the South Louisiana Skeet Club.

ever laid eyes on. Outside of skiing and ice skating, you can find just about any type of sport you want right in your own neighborhood when you live in Jefferson, and what's more, we've got the kind of weather that let's us get around throughout the year."

* * * *

During the next three weeks, the two friends made up for Jim's lost time. In the course of his vacation, Smith learned many things about the sports to be found in Jefferson Parish. For when it comes to fishing, for instance, Jefferson takes a back seat to no area of its size in the world. Fishing here is a sport to be enjoyed twelve months out of the year.

Starting with January, the sheepshead and big speckled trout bite with sheer abandon in the salty waters of Barataria Bay near Grand Isle. Still in the embryo stage is deep sea fishing in wintertime. In the past two years, remarkable catches of bluefish, red snapper and silver trout have been taken as far as 25 miles out in the Gulf from Grand Isle. In addition, charter boat captains have told tales of hooking giant sea bass that smashed orthodox fishing tackle like so many toothpicks and lengths of thread.

Deep sea fishing in February is much the same as the preceding month with giant silver trout holding the center of the stage. Again, fishing is conducted in the shadow of the oil drilling derricks. These rigs have been responsible for opening up an entire new field of fishing water.

In years gone by, small boat owners feared to venture any great distance into the Gulf because of the danger that storms would catch them before they could get back to shore. The presence of the derricks, in addition to affording a series of safety islands to which boats can be moored in bad weather, give fishermen a definite means by which they can locate areas where fishing is particularly good.

It had previously been almost impossible to find one's way back to a productive area from which a large catch had been taken in the open sea until the oil rigs appeared.

Another of the primary services the oil rigs render to fishermen is the way in which they attract the schools of smaller fish—the bluefish, silver trout, red snappers and spade fish—and the larger fish which feed upon certain of the small ones. Cobia are particularly fond of places where they can find a

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ANNUAL PIROGUE race on Big Bayou Barataria draws 15,000 eager spectators every year. Below, a native craftsman pauses in his work of sculpting one of the shell-like boats from a solid log.



shadow which enables them to lie in wait and pounce upon any unsuspecting creature that swims into their range of vision. Cobia also use the steel supports of the oil rigs to scrape the parasitic sucker fish from their tough hides.

April at Grand Isle marks the arrival of the lordly tarpon which is Louisiana's number one gamester. It is believed that the schools of silver kings which show up in countless numbers off Grand Isle in April, May and into June are part of a vast migration that makes its way to the mouth of the Mississippi from Central America, following a course that parallels the coasts of Mexico, Texas and Louisiana. At the Delta, they meet another tarpon migration coming up from the Florida straits and here they remain until the first wintry blasts send them scurrying for warmer and more comfortable surroundings.

Through the summer, Grand Isle fishing gradually builds up, adding Spanish mackerel, bonito, dolphin and a dozen other varieties to the almost bottomless pot from which fishermen may draw their sport.

Up-to-date charter boats are available for deep sea fishermen at both ends of Grand Isle. These boats are capable of carrying anywhere from six to a dozen people, making their charter fee fall well within the means of even the most modest income.

Those fishermen whose physical balance cannot be tuned to the undulating motion of the sea can find grand sport in Barataria Bay, fishing from a skiff for speckled trout. Sheepshead, another fine game fish, abound under the causeway which connects Grand Isle to the



mainland. Skiffs are available at the Bayou Rigaud wharf on Grand Isle's eastern end as well as at Cheniere Caminada on the western approach.

Grand Isle really comes into its own in July when the annual Tarpon Rodeo attracts hundreds of game fishermen from all parts of the United States. The 1949 contest opened on July 21 and ended at sundown on July 23.

The colorful regatta from Barataria to Grand Isle again was one of the principal features of the rodeo. Steaming in formation, the rodeo fleet moved down Bayou Barataria and into the bay, tying up for the night at docks in Bayou Rigaud. Fishing began early on the morning of July 21. Weather conditions, at first, were ideal. By nightfall of the opening day, however, the wind began to blow, turning the Gulf into a froth-topped cauldron of boiling waves.

Peter Paul Banville of New Orleans,

The Climax of Smart
New Orleans
Entertainment
at
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one of the hardier anglers to whom rough weather conditions mean little, guided his little cruiser, the "Pure Rebel," into the rough Gulf on the morning of July 22 and tied into a 132 pound tarpon which held the lead right to the finish.

More than \$5000 in prizes were awarded to top fishermen in the rodeo. The biggest prize, a \$1900 speedboat, was given to the fisherman who rated highest on a point basis, compiled from the honors accumulated by catching the biggest number of biggest fish in the particular categories in which the Grand Isle Rodeo Association awarded individual prizes.

Hardly had the excitement of the 1949 rodeo died down when another attraction began drawing hordes of fishermen to the island. For the first time in the memory of Grand Isle residents, king mackerel showed up in such mammoth schools that it was no great task to land 100 in a day with six people fishing from the same boat. The run of "kings" was at its highest point in October, gradually tapering off after that as the big silver and blue streamliners made their way to Florida for the winter.

Surf casting again attracted numerous fishermen to the sandy beaches of the island from which they caught thousands of speckled trout and redfish. The biggest reds, however, were caught in their usual haunts in the deep waters of Pass Able and Barataria Pass, especially during the Fall.

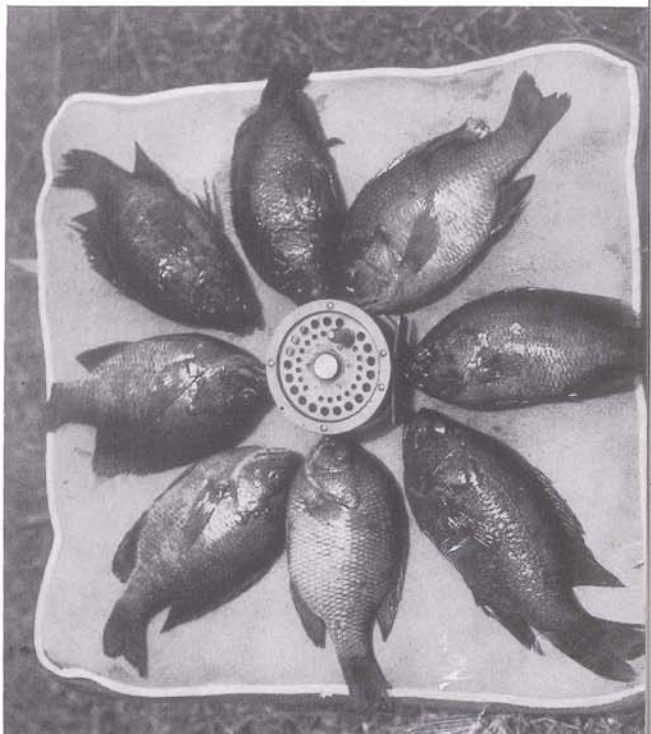
Fresh water fishing in Jefferson Parish enjoyed one of its best years during 1949. Churchill Farms, Willswood and the brackish bayous below Barataria and Lafitte all produced big catches of large-mouth black bass, sac-a-lait and smaller pan fish.

Jefferson Parish duck hunters had their best years since before the war, last season. The year 1949 will go down in hunting history as a season of big mallards and pintails which arrived early and stayed late. In all probability, the season would have been even better were it not for the strong northerly winds that prevailed during the middle of November. The winds were responsible for causing abnormally low tides which resulted in dried up mud holes where duck ponds formerly had existed. The ducks, thus, were driven to landlocked ponds far inland where they could find water and, at the same



PONDS, rivers, bayous and lakes in Jefferson provide ample sport for the ardent followers of Isaak Walton.

PANFISH for the breakfast table, from the ponds of Churchill Farms.



The Southern Cotton Oil Company

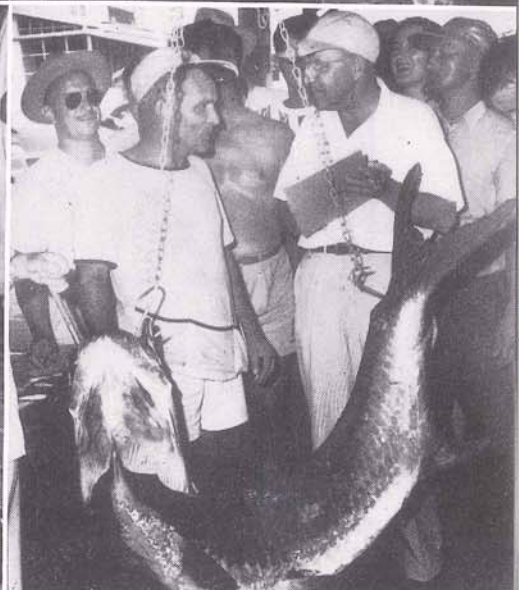
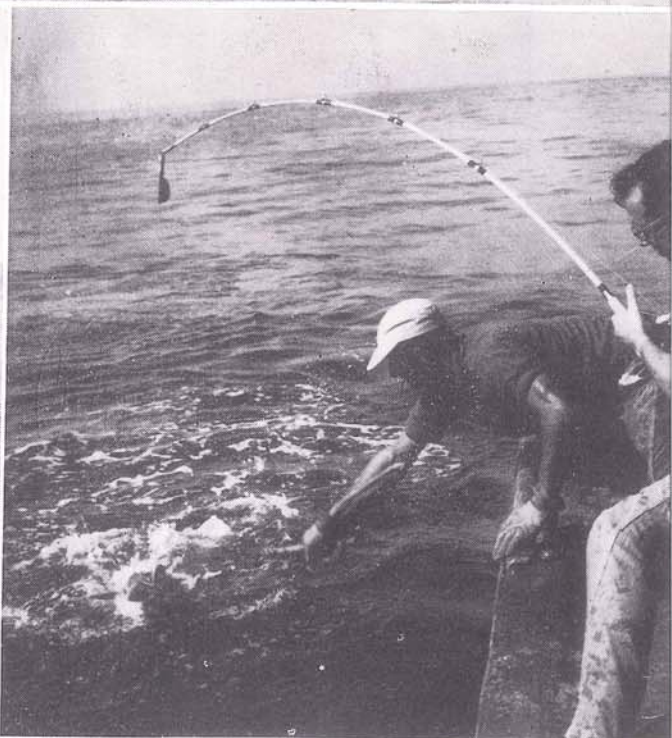
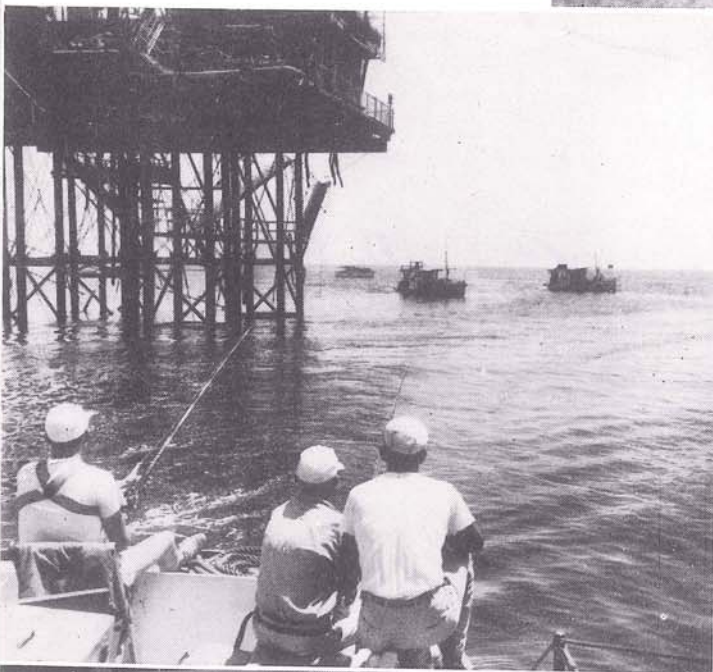
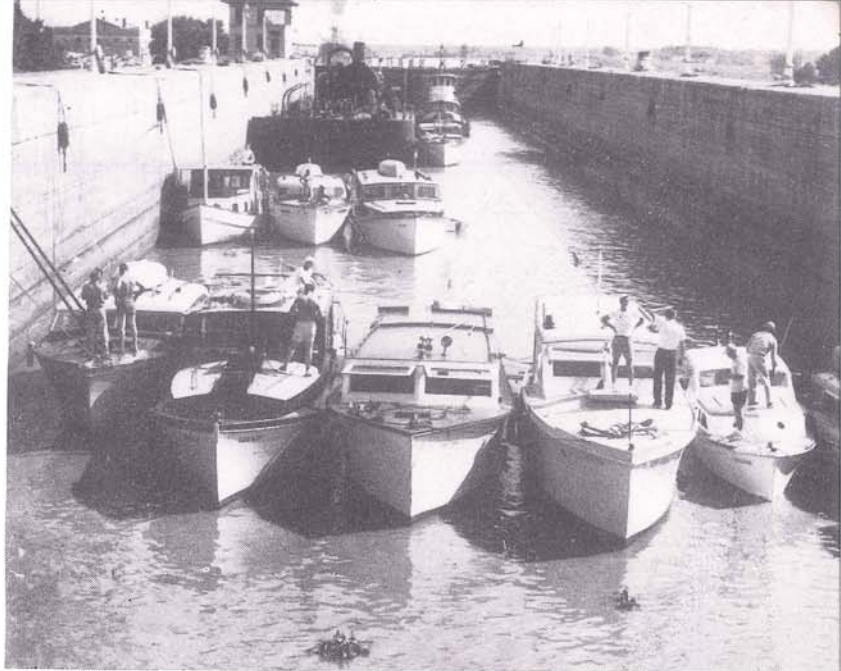


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GRETNA, LOUISIANA

HUNDREDS of fishermen and thousands of spectators attend the Grand Isle Tarpon Rodeo every summer. These are highlights of the three-day event: Part of the fleet in the Industrial Canal; trolling under the oil rigs off Grand Isle; landing a king mackerel from Murphy Crosby's lugger; a party of Rodeo anglers with a day's catch; and 1949 prize winner, Peter Paul Banville, at left, with his 132 lb. tarpon.



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New Orleans



YVONNE VOELKER of Kenner, on her show horse, Black Beauty, is an ardent riding devotee.

time, be out of the way of hunters. By the time the duck season was three or four weeks old, the wind changed to the south, flooding the marshes and offering matchless shooting until the time the season closed on Dec. 27.

Rabbit and squirrel hunting in Jefferson Parish varies little from year to year. Squirrels abound in the swampy areas where it is best to have a native guide if you are not familiar with the swamp or how to navigate it.

The road to Lafitte is lined with oak trees which are the homes of the squirrel. Another fine squirrel shooting area in Jefferson is the swamp at the west end of the Huey P. Long Bridge. Deer also abound in the same section which is only 20 minutes drive from downtown New Orleans, and in the vicinity, between Avondale and Westwego, are to be found quail, doves and other upland game.

Rabbits are so plentiful in Jefferson that more than one householder has complained that the bunnies come into their yards at night and ruin their flower gardens by nibbling at the tender young roots and shoots of the plants.

A man in Metairie supplemented the family diet by sitting in his back window one dark night and waiting until a bunny appeared. When he heard the unmistakable sound of the rabbit eating his tulip bulbs, he flashed on the yard lights, quickly sighted down the barrel of his air rifle, and sent the rabbit flying with a neat shot through the head.

Every Spring, the bayou country in lower Jefferson Parish is filled with talk of "the race." Excitement is as rampant as if the president of the United States was about to sail into Bayou Barataria aboard his yacht, the *Williamsburg*.

The object of all this interest is the annual classic of the Louisiana bayous, the Barataria pirogue race which is one of the most unusual and, at the same time, most interesting boating events in the United States.

The pirogue is the temperamental little boat that the Cajun trapper, hunter and fisherman uses to make his living. It averages in length anywhere from 10 to 16 feet and is barely wide enough to accommodate its occupant's hips. It is propelled by a paddle somewhat shorter than that used in a canoe.

In days gone by, the pirogue invariably was fashioned, with a maximum of elbow grease and know-how, from a huge cypress log which had first been

MANY EXPERT bowlers regularly frequent Jefferson's very fine alleys.



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carefully seasoned and then split down the middle. With care, such a pirogue has been known to last over 100 years.

Dugout pirogues were the boats used in the first races sponsored by the Louisiana Pirogue Racing Association. In later years, however, participants began appearing in longer, narrower boats made from cypress planks and resembling racing shells.

Of the 52 pirogues entered in the 1949 race which was run on May 15, almost all of them were of the newer, longer type.

The race was won by 27-year-old Herbert Creppel, a muskrat trapper who lost a leg with the paratroopers during the war. Creppel won his first pirogue race in 1941 when he had both legs. In 1946, he left his artificial leg on shore and went on to win the bayou derby without any noticeable trouble. In his latest win, he shoved his pink-painted pirogue over the four and three-tenths miles course in 28 minutes and 55 seconds, thereby cutting a minute and five seconds from the course record.

Not to be forgotten in the participant sports in which Jefferson Parish excels are horseback riding and skeet shooting. Numerous stables are located in Jefferson from the Orleans Parish line to the Huey P. Long Bridge along the banks of the Mississippi River. In addition to the places which offer horses for rent on an hourly basis, there are many private stables of blooded horses in which their owners have invested sizeable quantities of money. One of the most well known equestrian groups is the Jefferson Parish Sheriff's Posse, a riding club that appears both in Jefferson and New Orleans in many parades and other public functions.

The South Louisiana Skeet Club, located three-quarters of a mile up the old river road from the west end of the Huey P. Long Bridge, went into operation just before Christmas, 1948. Organized on a non-profit basis by John Naylor and Tom Hoskins, the club now has two skeet and one trap ranges. It is open to the general public except during inter-club shoots, which are for regular members.

Softball and football are among the most popular spectator sports in Jefferson. All high schools have grid teams while softball teams mostly are sponsored by neighborhood groups and local businessmen. Besides these, baseball,

basketball, tennis and swimming have thousands of devotees.

* * * *

Bob Skidmore took a long draw on his cigar and sat back in his easy chair. His friend, Jim Smith, stretched luxuriously and sighed. It was the evening before he was to return home. They had enjoyed a delicious seafood dinner of crabmeat cocktail, oyster stew and baked pompano—all of which had come from the waters of Jefferson Parish.

"It's an absolutely fascinating place, this Jefferson Parish," Smith said. "I never dreamed there was so much a person could do here. You know, Bob, I've been thinking . . ."

Bob raised a lazy eyebrow. "Yes?"

"Well, I've had to come more than a thousand miles to have the kind of fun and relaxation you have practically in your backyard."

"I think I know what you're getting at," his host said.

"I think you do too," Jim agreed. "When I get 'home' I'm going to see if I can transfer my business down here to Jefferson Parish. It should not be too hard to do. I'd like to be your neighbor, Bob."

"And we'd like to have you as a neighbor," Skidmore replied. "A good sport is always welcome here."

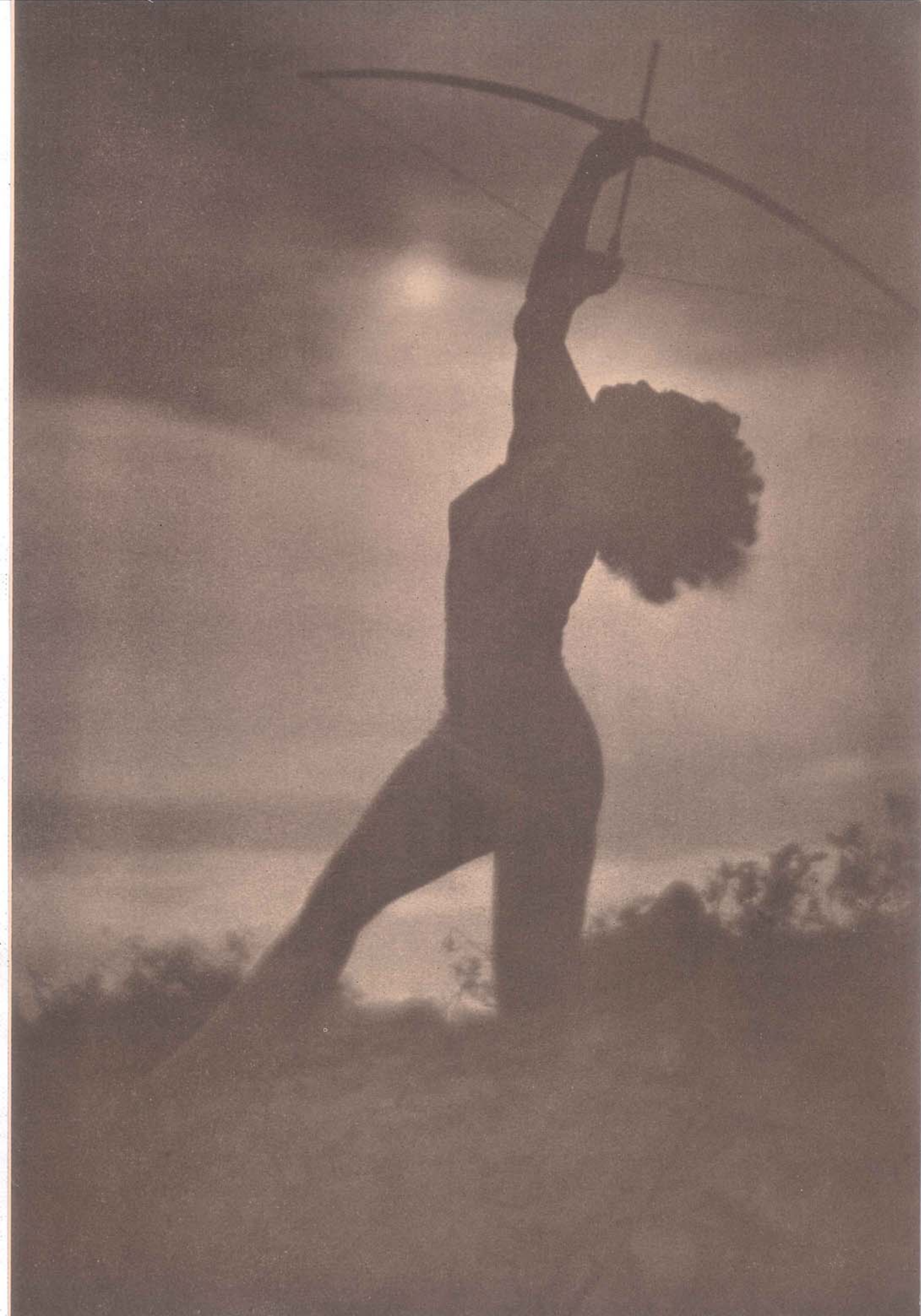
LET US NOT FORGET the wonderful sport of crawfishing, that combines all the best features of a picnic and a fishing trip—besides furnishing the main ingredient for that delicious old Creole dish: "bisque ecrevisse."



Camera studies *by famed photographer Eugene*

Delcroix now guide us through a sunny day in Jefferson

Parish. As Dawn shoots her shafts of golden light across the eastern sky, we meander along a tranquil shore and in a deeply wooded glade find proof beyond refute that every dog needs a boy. From here any path is a pleasant one, and happy chance leads us to a lovely vision out of the past. From this enchanted place musical laughter guides us to a more modern scene of feminine beauty. A bit of the late morning sun held captive in a sparkling pool turns before our eyes into a dream of a memory—or is it actually a water nymph we see? Now through a fairyland of chaste pear blossoms accented with clusters of yougan berries we pass a maiden fair deep in reverie of something—or someone—as another lass fondly at noontime contemplates the results of a morning's sport. Our afternoon steps turn into a lane leading home, past mellow old reminders of other days. The evening sun escapes to its tryst with the West as we reach the river, and twilight deepens over the land. Soon out of the velvet dark of night stretch welcoming the gates of home.













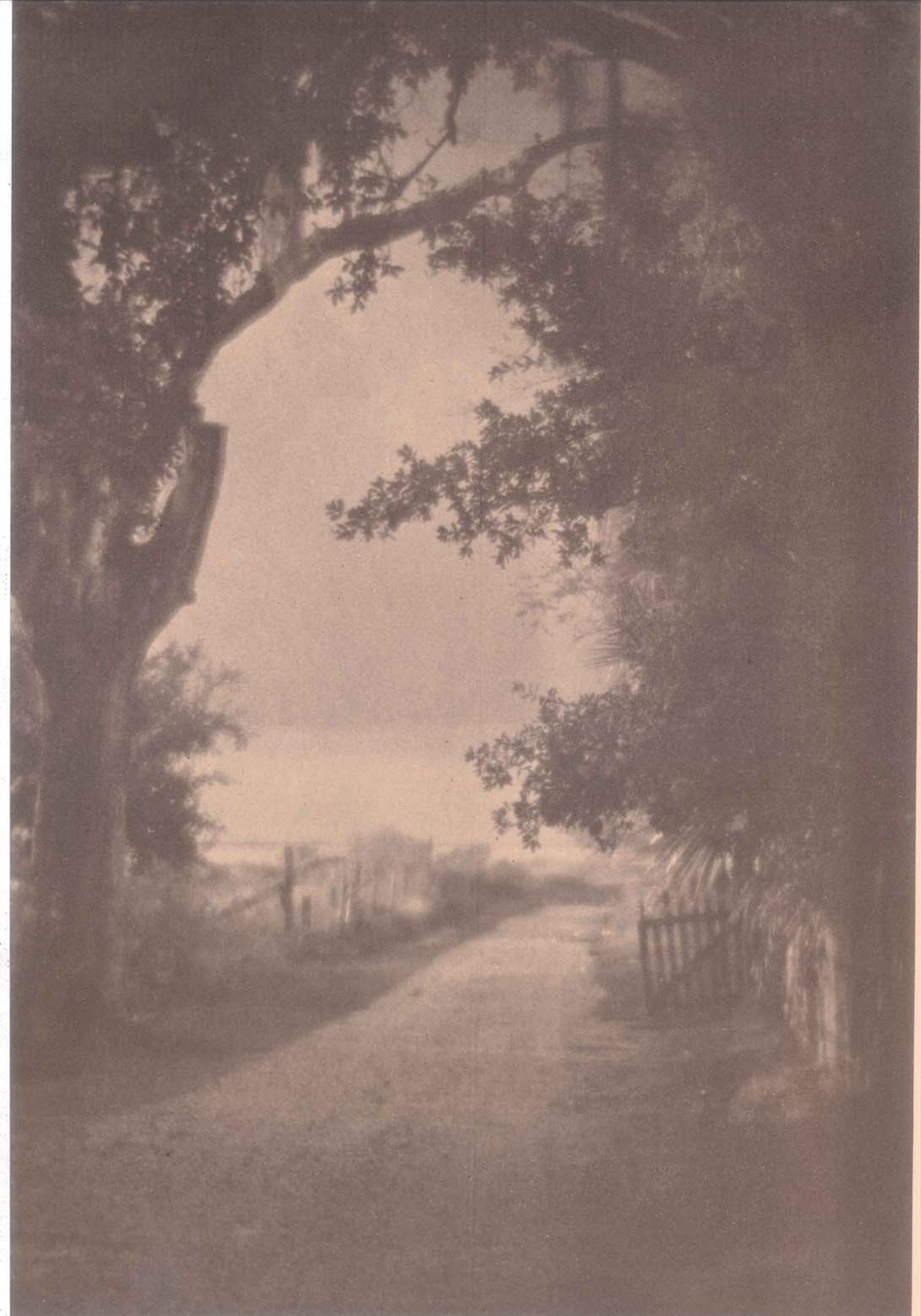




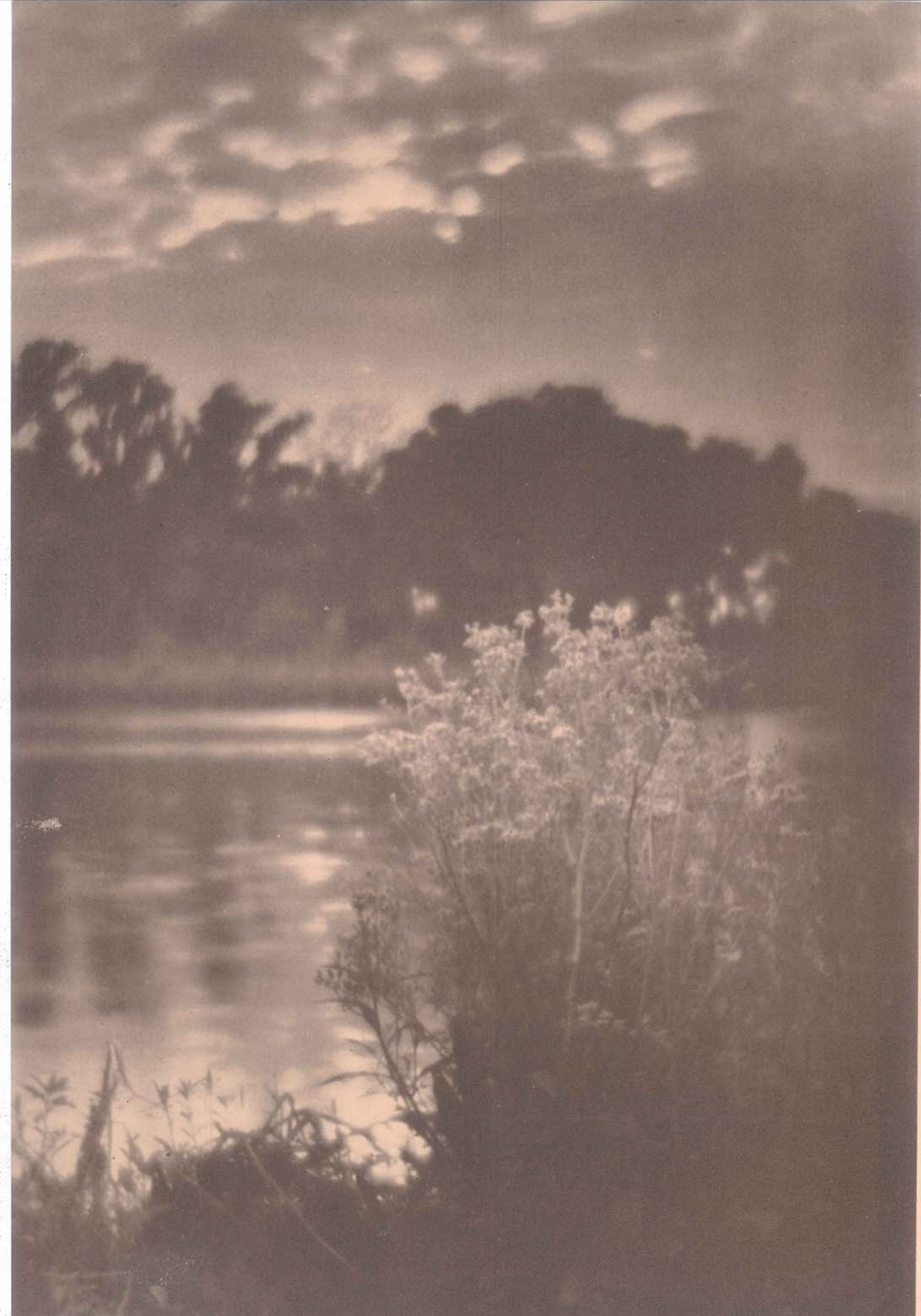


















TRAFFIC frequently lines up for blocks when the bridge now crossing Harvey Canal is opened, which sometimes averages every twenty minutes.

SILVER SPAN

FOR A GOLDEN FUTURE

For more than two decades the people of the West Bank of the Mississippi River have been working for a means of crossing the river other than by the present facilities. The inadequate ferries and the existing bridge nine miles above the commercial district of New Orleans, used mainly by through traffic, have been unable to keep pace with the industrial, commercial and residential development of this west side area. Now it seems as if that dream—that need—is about to become a reality.

Not only a bridge is in prospect of construction, but also a seriously needed broad highway to relieve the congestion on present connections between West Bank communities.

This past winter field surveys were started for an urban improvement

which would eventually connect with the proposed new bridge over the Mississippi River, and U. S. 90 west of the present Huey P. Long Bridge. The communities of Algiers, Gretna, Harvey, Marrero and Westwego will be served by a modern highway as one part of a major arterial plan for the Greater New Orleans area. The people in the communities in the Barataria section of Jefferson Parish, and as far down as the mouth of the river in West Plaquemines Parish will also greatly benefit by this development.

The exact alignment of the new road—whose eastern terminus will meet the proposed new bridge spanning the river—is yet to be decided. The western end of the highway will join U. S. 90 near the Huey P. Long Bridge, generally fol-

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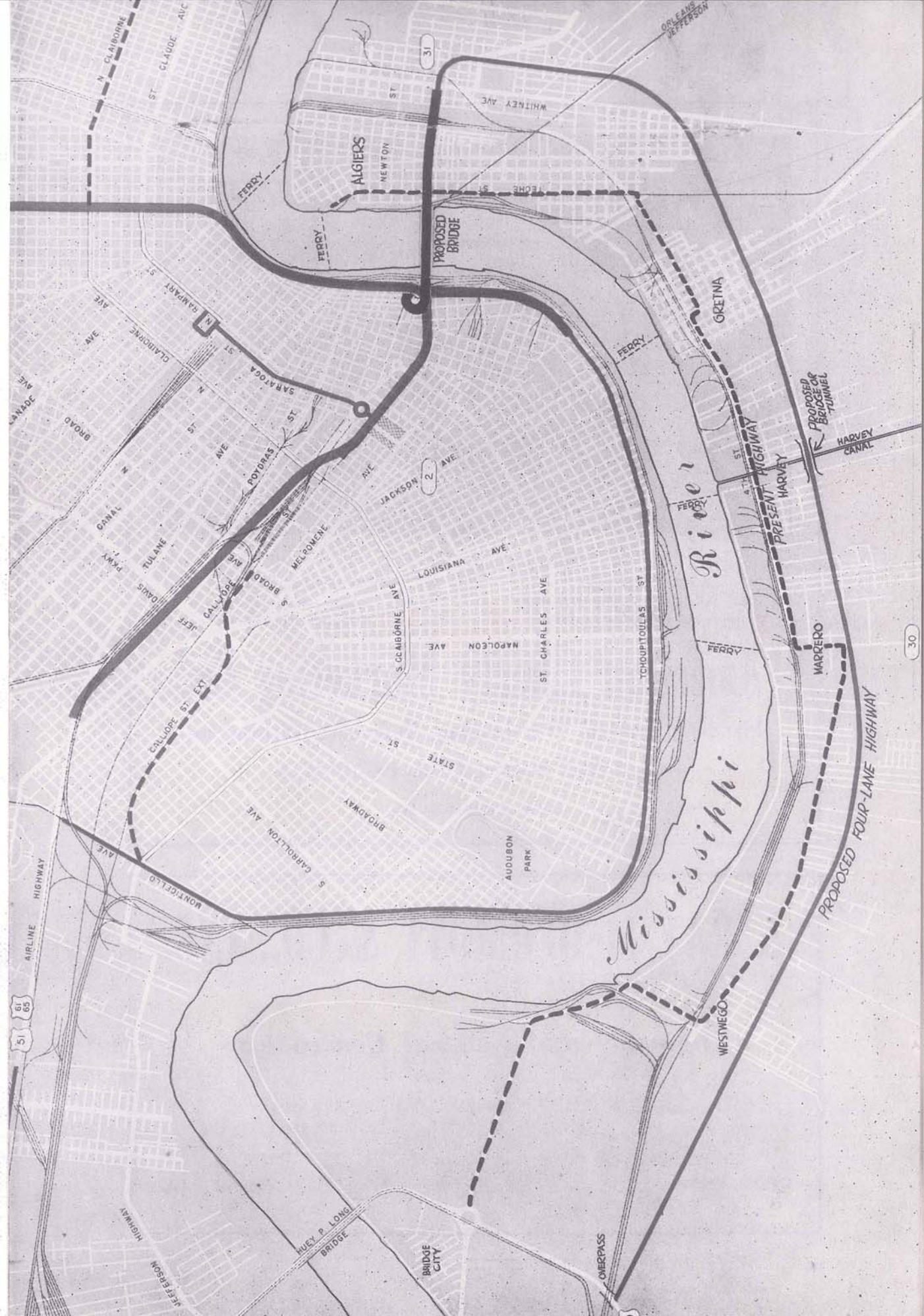
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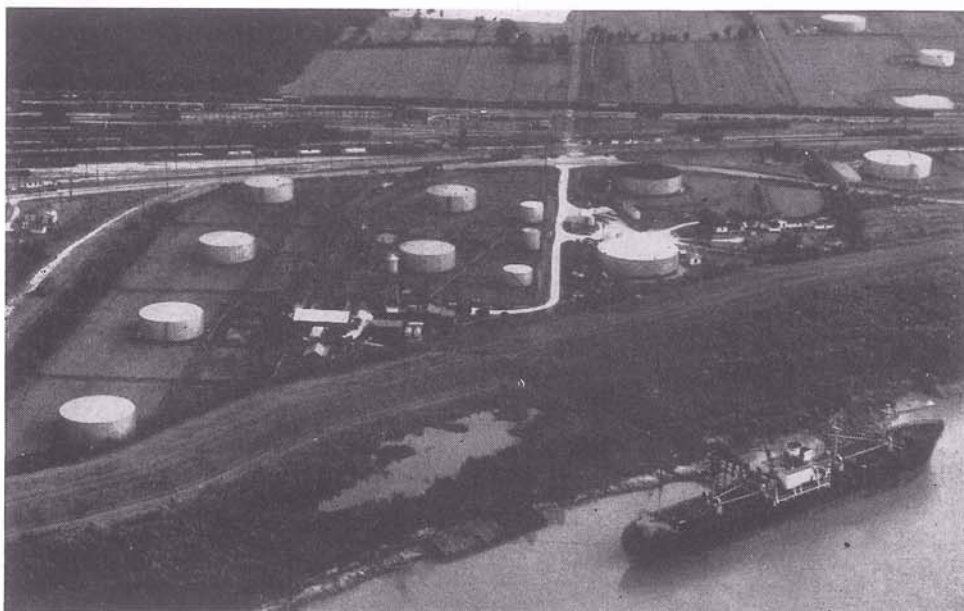
NEW ORLEANS

LOUISIANA



Map of New Orleans, Louisiana, showing the Mississippi River and surrounding areas. Key features include:

- Streets:** N. Claiborne Ave, St. Claude Ave, Whitney Ave, Algiers, Newton St, Leche St, Gretna, Orleans, Jefferson, Canal, Broad, N. Rampart St, Claiborne Ave, Ave, St. Pothas, Ave, Jackson Ave, Louisiana Ave, Napoleon Ave, St. Charles Ave, Touhy, Touhy St, Westwego, Marquero, Present Highway, Proposed Highway, Proposed Bridge or Bridge or Tunnel, Harvey Canal, Proposed Four-Lane Highway.
- Parks:** Audubon Park.
- Bridges:** Huey P. Long Bridge, Bridge City, Overpass.
- Other:** Ferry, Proposed Bridge, Proposed Bridge or Bridge or Tunnel, Proposed Four-Lane Highway.



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HARVEY, LA.

lowing the West Bank of the river to meet the new bridge.

A high level, fixed steel span bridge has been proposed for the crossing of Harvey Canal by this new highway. The State Department of Highways applied to the Corps of Engineers of the U. S. Army for approval of plans for such a bridge, and a public hearing was called for May 25.

The plans submitted by the Highway Department called for a 2700-foot steel bridge, supported on concrete piers, at a site 0.6 of a mile south of Harvey Lock at Harvey, La. The channel span is to be 300 feet wide, with a vertical clearance of 53 feet above mean low water and 50 feet above high water.

When the Engineers gave notice on April 27 of the public hearing in May, all parties interested were invited to attend, particularly officials of any parish, city, town or local association whose interests might possibly be affected by the proposed structure.

Robert Moses of New York, author of the well-known Moses Plan for expediting New Orleans traffic, has suggested in a formal report that the Fourth St. highway, the existing connection between Gretna and Westwego, for a long time insufficient for current traffic, would be outmoded by the construction of a new bridge over the Mississippi River. He has recommended a new location south of the present road, by-passing the main streets.

In its initial stage, the new artery should be a conventional boulevard with a wide neutral ground, the Moses Report says. In that way, the report continues, grade separation structures could be added at important cross streets as the need for them develops. The report also showed that second-phase construction will add more lanes when they are required. Mr. Moses' report showed that the cost of the facility would be about \$6,500,000.

All of the major portions of the proposed Moses Plan would tie-in with the proposed bridge, and with the over-all development of the entire area.

The bridge itself is a complex engineering problem. It will connect with the New Orleans side by means of a spiral interchange but there are two ways of building the opposite end. The western side could also include a spiral connection, to end near the river, or it could extend away from the bank in a

straight line with a conventional approach which will have to tie-in with the proposed improvement now being surveyed, the anticipated four-lane highway.

The construction of the entire project, including the bridge and all necessary connections on both sides of the river, will have to be carried on over a number of years. Segments of the overall improvement will be constructed in sequence so as to serve traffic best during the construction period.

Thus it was most encouraging that at the beginning of April this year, the State Highway Department asked the U.S. Engineer Corps to approve a location and plans for the 3000-foot span. The Engineers, who are responsible for all construction affecting navigation in any way, have scheduled a public hearing on this for some time in June.

In the 1950 Legislative Session of the State of Louisiana, a constitutional amendment was introduced by State Senator Alvin T. Stumpf of Gretna, which would provide for a free river bridge and other vital communication construction. Previously, in 1948, Senator Stumpf had introduced a bill for the construction of a toll bridge over the river, which had been passed and signed by Gov. Earl K. Long. This new amendment provides for a \$140,000,000 bond issue to finance a toll-free Mississippi River bridge and a tunnel under the Industrial Canal, at a joint cost of approximately \$45,000,000. Of the balance, \$75,000,000 is earmarked for primary roads and \$20,000,000 for Federal-aid secondary roads. If passed by the State Senate and House of Representatives, and signed by Governor Long, the amendment will be voted upon by the people of Louisiana in November.

At long last it seems that the pressing need of adequate transport communication between the highly industrialized West Bank and the East Bank area is to be realized. The opening of what has been termed "one of the worst traffic bottlenecks in the State"—the present Westwego-Gretna highway—must be considered of utmost importance.

We are certain that the determination of the men who see the need of, and the benefits resulting from, another bridge spanning the Mississippi River, and a wide highway on the West Bank, will cause the first spadeful of earth to be turned in the near future.



IT IS TIME someone took a census of Louisiana ghosts. It has been said that when a Louisianian dies and goes to wherever he goes he comes right back because he finds no gumbo there.

Whatever the cause, it does seem difficult to make some Louisianians stay dead. This seems to be particularly true in the swamp and bayou country, of people who have lived along the river, of those who resided around Barataria or along the routes to Grand Isle, or in any of that beautiful country that finally loses itself in the Gulf of Mexico. Perhaps it is because no other world seems as fine a place to live as this one. Perhaps it is really because this is wonderful gumbo territory. Anyway, they come back, and it seems logical that they should be accepted as citizens again, although not all of them have very good manners or are in all ways desirable to have around as neighbors.

Perhaps the most desirable ghosts are those who haunt the old plantation houses of Jefferson and adjoining parishes, on both banks of the Mississippi River. These are aristocrats, gentle and well-behaved, but who have frightened many people on frequent occasions, nevertheless.

Some of these ghosts have been lady ghosts, and some of them have been very pretty, but even that hasn't prevented them from scaring the living persons who saw them. There was, for instance, a beautiful ghost who once lived at Elmwood, which is approxi-

mately 2,000 feet west of the Huey P. Long Bridge, on the East Bank. Her identity was never ascertained, but there are several possibilities. Elmwood was originally part of the Chauvin property and belonged to the three Chauvin brothers, who, possibly to confuse later Louisiana historians, called themselves by three separate names—Lafreniere, de Lery and Chauvin—and the last seems also to have called himself Bellaire. Anyway, they all married other wealthy Creoles and some of their descendants took the family names of Lafreniere, de Lery and Bellaire, while others went right on calling themselves Chauvin. A succession of Chauvin women resided in the house from its first occupation, brides and daughters of its various owners. There was the tragic bride of Nicholas Chauvin de Lafreniere, its first mistress, who saw her husband executed by order of "Bloody" O'Reilly, just after they had moved into the house. There was Marie Celeste Chauvin de Lery, probably the first owner's niece, supposed to have been murdered in an uprising of slaves. There were young girls who died in the plagues of cholera and yellow fever of those early years while living in that house.

But it was not until years later, when Elmwood was empty and deserted, that the ghost began to appear. People in the neighborhood saw her often and they fled at the sight of her. She was young, pale, darkhaired and clothed in white silk, in the fashion of the turn

GHOSTS and Gumbo

By Robert Tallant

Author of *Mrs. Candy* and *Saturday Night*,

A State in Mimosa, Etc.

Illustrated by Charles Richards

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of the nineteenth century. She wandered in the deserted gardens at night and on the galleries, and in her hand was a large bell, which rang listlessly from time to time. It is probably facetious to say that she was calling her family together for gumbo. Most of the people who saw her said she was trying to summon protection from slaves gone berserk, others that she was warning passersby from entering a plague-ridden house, some that she was trying to call her lover. Whatever she was doing, she stopped when the house was bought and restored, and she has never been seen since. Perhaps she is content now that her home is again occupied. Since then there has been a fire, another restoration.

Another beautiful ghost lived at the Soniat Plantation, now the Colonial Country Club, located on the river about three miles west of Elmwood. She was a bit more fearful, however, for in one hand she carried a murderous, blood-stained knife. Her identity is also a mystery, for there was no one in the original family occupying the house with whom she could possibly be identified. She vanished, too, but not until the house was done over and became occupied by the club.



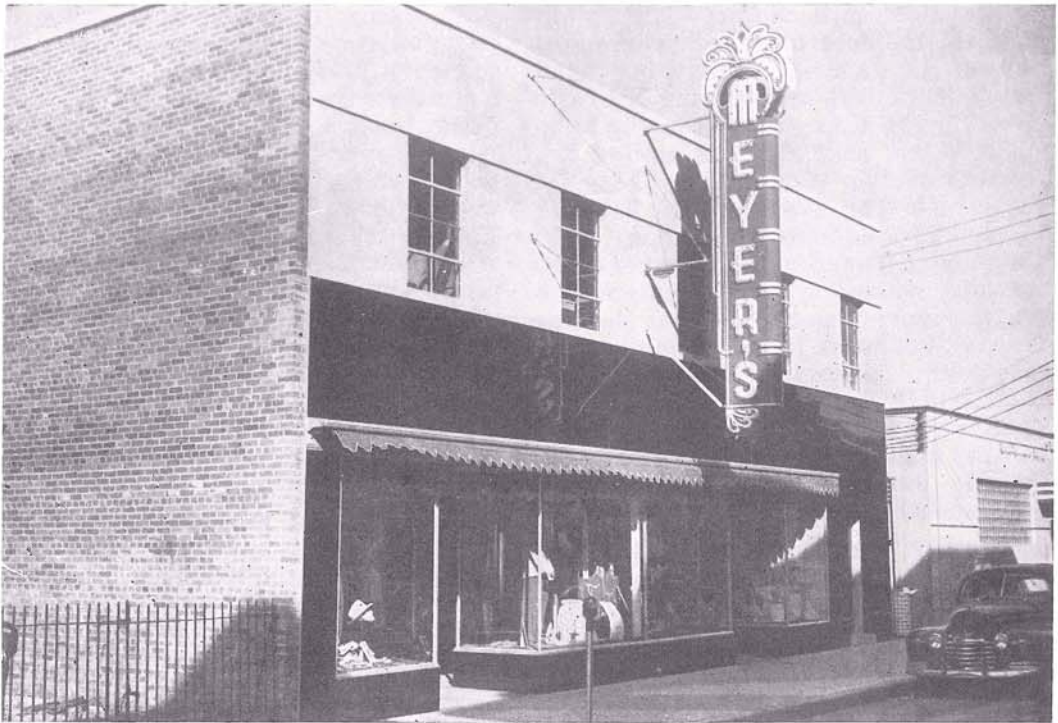
It is probably facetious to say that she was calling her family together for gumbo . . .

Sometimes a ghost has appeared on the gallery of Trepagnier. A male spirit, he holds a shotgun, as if to use more than the mere sight of his supernatural self to keep out intruders. It seems that in 1811 there was a slave insurrection in the parish and the owner of the house held off more than 500 slaves in this manner until the arrival of the militia from New Orleans. After death he seems to have gone on repeating the performance for which he was most famous. Nearby there is also a haunted cemetery, where it is said the hair of a redheaded man grew through the cracks of his tomb for years.

Destrehan, twelve miles west of Soniat, in St. Charles Parish, now the property of the Pan-American Petroleum Company, is another haunted plantation house in the vicinity. Destrehan is haunted by Jean Lafitte, whose ghost appears so often and in so many places in this part of Louisiana that it is extremely doubtful that he had had time to do anything but haunt since he died. Usually he is guarding his buried treasure and that is what he is supposed to be doing at Destrehan. His disconsolate shade only appears on dark and stormy nights. He points a bony finger at the floor and vanishes. Once the ground floor of Destrehan was torn up tile by tile in an endeavor to find pirates' loot, but nothing was there.

Lafitte has appeared at Grand Isle, of course, at Gombi Island, and all over Barataria. A favorite spot is Perrin's Cemetery, in the Barataria country twenty-two miles south of the Mississippi, where some folk have believed he lies buried between Napoleon Bonaparte and John Paul Jones. When he materializes here he is sometimes accompanied by the spirits of Napoleon and John Paul Jones, probably the three most illustrious shades to appear together in the United States.

"The Beautiful Bride of Metairie Cemetery" is another ghost of the sad and lovely persuasion. She has appeared often at the gate of Metairie Cemetery—one-time site of New Orleans' first race track—always around midnight. Lots of people have seen her, but she causes most havoc to the nervous systems of taxicab drivers. For she always hails a passing taxi, climbs inside and gives an address in Jefferson Parish, usually in Metairie. When the address is reached, she requests the driver to go in and ring the doorbell.



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West Bridgehead

Westwego, Louisiana

The door is always opened by a young man. Then, when the driver and the occupant of the house look for the girl in the cab, she is always gone. There follows a description from the driver and a startled cry from the man. The young woman, of course, always turns out to be the young man's wife, whom he has buried the day, the week, the month or the year, before. Sometimes she even wears a bride's dress and veil. Many taxicab drivers drive past the cemetery at increased speed and with eyes straight ahead if they have to pass its gate at midnight.

The lady ghost at Myrtle Grove in Plaquemines Parish is no longer young, but she is sweet and kindly. Just the same she has not always been welcome at this plantation thirty miles south of Gretna, seat of government of Jefferson Parish. She is tiny and old and wears a green taffeta dress that rustles and a green bonnet with ribbons that tie under her chin. At night she tiptoes from room to room, holding up her crackling skirts with one hand. In the bedrooms she raises up the mosquito bars and peers down into the sleeping face of the occupant of the bed. If the person awakens this is somewhat startling and guests have fled Myrtle Grove in the middle of the night. Apparently though the little old woman means no harm. Obviously she is searching for someone, and she is always disappointed.

In St. Bernard Parish, about six miles down river from New Orleans, at Kenilworth Plantation, there is an affectionate couple, who walk the stairs and through the downstairs rooms of the house all night long. They hold hands and seem to be very much in love, but it is difficult to identify them or even to ascertain their ages. Neither has a head.

At Westwego on the river, Seven Oaks, also known as Zeringue Plantation, used to have even more horrible spectres, although they have not been seen for some years. This was a whole colony of phantoms who began each night with a ball. Around midnight music would begin playing, and then the drawingrooms would fill with couples of handsomely dressed ghosts, who proceeded to dance with each other. The hum of gay and animated conversation could be heard and the sound of laughter would fill the house. Then suddenly everything would



He points a bony finger at the floor and vanishes . . .

change. The music would stop and the laughter and chatter would be supplanted by ominous whispering and vicious, bitter threats. Finally the ghosts would fall upon one another and begin fighting. Swords and rapiers would flash, and there would be mingled screams of rage and pain. Heads would be lopped off and corpses would fall to the floor, and the floors would be covered with streams of blood and hacked bodies. A few minutes later all this would disappear and the rooms would be perfectly empty. What scene was being reenacted night after night?

About 30 miles west of the Huey P. Long Bridge a truck farm near Killona, on the West Bank in St. Charles Parish, was plagued with a murderous ghost a few years ago. There had been a kind of feud between one farmer and his neighbor, a woman. One day the woman threw a stone at the farmer's horse, that had trespassed upon her property to graze in her pasture. The stone hit the horse in the head and killed it. The horse's owner put a curse on the woman, saying he would avenge him-

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self upon her after he died. He seemed in a hurry to accomplish this, for he died less than a year later. Immediately the torment of the woman began. All night stones would rain against the side of her house, smashing windows and keeping her awake. Her stock died mysteriously and her vegetables rotted in the garden before they ripened. Inside the house furniture moved from place to place without anyone touching it. Evidently the deceased farmer had acquired friends in the spirit world, too, for soon the woman began to hear voices warning her to get out of the house and off the property or they would kill her. She awoke in the middle of the night to feel cold fingers at her throat. Once when she entered a dark room a hand slapped her in the face and knocked her down. After that she was often beaten by unseen hands, even in the daytime. Sometimes she would be pursued through her pasture and beaten until she lay bruised and unconscious on the ground. But she stubbornly refused to vacate the premises. Within a few months she was found dead by neighbors and the cause of her death could never be ascertained.

The most terrifying pirate ghosts are those that reside at Gombi Island just off the Gulf, near the end of Bayou Caillou in Terrebonne Parish. Many of the people in the vicinity have seen them. One young man went to the island to dig for buried treasure, and was digging away hopefully, when he heard a noise, looked up and saw his pirogue floating away. He retrieved it and was tying it to a tree when he spied a skiff approaching. In the skiff were three roughly-dressed men, all soaking wet and with seaweed tangled in their mustaches. The skiff landed and the men crawled out. Then the treasure-hunter saw that they carried knives. He knew they were the ghosts of pirates, of course, so he fell to his knees and began to pray. The men ordered him to get in his pirogue and leave the island. This he did without hesitation, but when he crawled into his boat there was a fourth ghost, the fiercest of all, a big fat buccaneer with fiery eyes, blood dripping from his mustaches and shrimp crawling all over his face. This pirate carried a pistol as big as a cannon, too, and he ordered the young man to row. The young man rowed. When they had almost reached the mainland the pirate slid over the side of the pirogue and disappeared beneath the

water. The young man went right on rowing. When he reached home and entered his house his hair had turned snow white.

There are many other kinds of ghosts. There is a company of ghost soldiers that appears in the ruins of Fort Livingston sometimes at night, who march in formation and go through drill practice in the moonlight. There are ghost ships that appear among the islands near the Gulf. At Raccourci Cut Off in Lafourche Parish, there is even a ghost steamboat, an old paddle-wheeler, supposedly lost the night the Mississippi River changed its course. It has never been seen, but its signal bell can be heard and sometimes the voice of the pilot, roaring curses through the fog.



... it is difficult to identify them or even to ascertain their ages ...

And a woman in Marrero once had a ghost with the biggest appetite on record. Every night her refrigerator was raided and most of the contents disappeared. At first she suspected human intruders, but after all the locks on doors and windows were changed and strengthened she knew that nobody

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could have entered the house while she slept. Then she blamed her husband, but one night she stayed awake all night, carefully watching to see if he left their bed. He slept through the night, but in the morning the kitchen was devoid of everything edible. Then she knew it was a ghost, and one who did not come back just for gumbo, but for anything at all worth eating. The woman and her husband went to live

with relatives for about a month after that and no food at all was left behind. When they returned the ghost had gone, for food left overnight remained untouched. Evidently the hungry ghost had become discouraged and gone elsewhere to seek nourishment. She has always wondered who is feeding him now, and she says that sometimes she feels a little ashamed that she treated him that way.



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In Jefferson The Future Has Already Begun



SURF BATHING and beach games are among the many pleasures of Grand Isle, much-photographed by Eugene Delcroix.

The **GRANDEST** **ISLE**

By George Raffalovich

The appeal of Grand Isle as a vacation spot is gradually penetrating the play-time consciousness of America, and the number of its happy devotees increases every year. Picnickers, fishermen and lovers of the outdoors enjoy its fine surf, its sports fishing and its lovely scenery. World-famed photographer Eugene Delcroix is in love with

Illustrations by Tilden Land



the place, Tilden Landry, artist and illustrator whose work appears in periodicals having international circulation, delights in roaming the lanes and the beach with sketching pad. Thousands of people from all over the country personally enjoy the island and its wonderful beach which might easily become the Lido of this continent.

Whoever gave this strip of land on the beautiful Gulf of Mexico the name of Grand was indeed a connoisseur of the art of living.

Besides Cannes, my enchanted native spot on the French Riviera, I have seen many enticing sand stretches on blue, gray and green oceans and seas. The Lido at Venice, Abbazia and other East Adriatic resorts, Ostend in Belgium, Brighton in England, and those

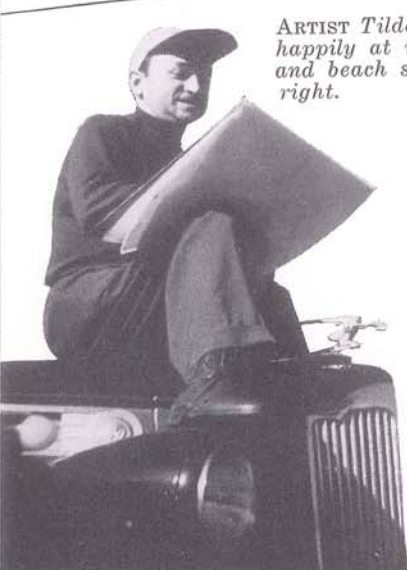
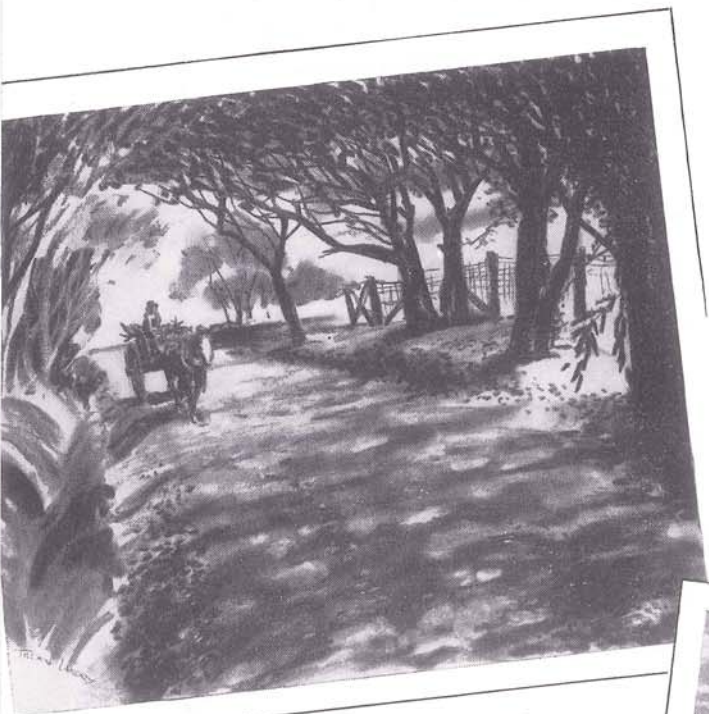


CANNES, on the French Riviera.

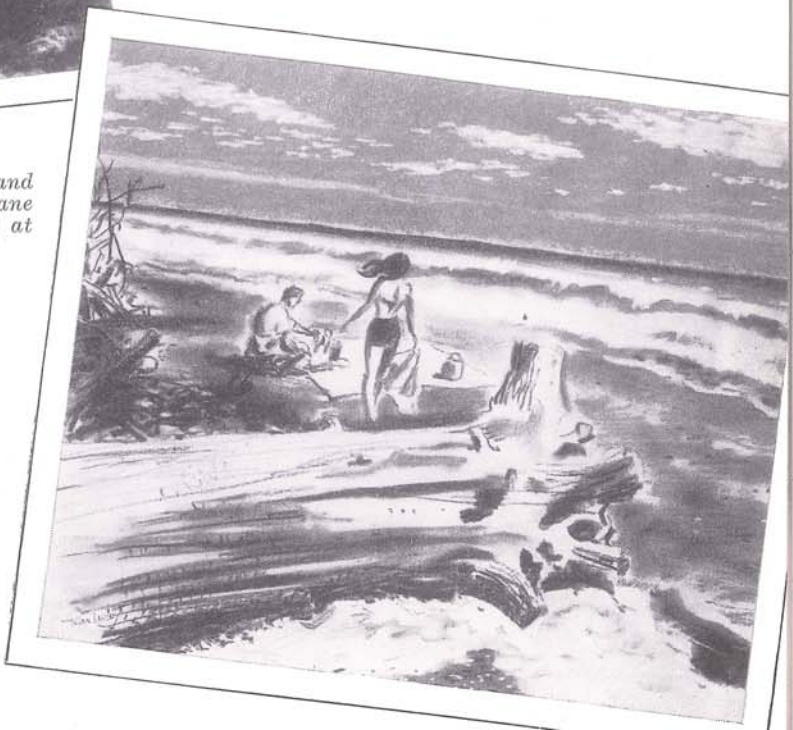


SHORELINE at Menton, France.

golden stars in the French halo: Western Dieppe in a break of high chalk cliffs, Le Treport, Fecamp, Etretat, Pornic, the superb Sables d'Orlune, Arcachon, Royan, Biarritz, Cabourg at the mouth of the Dives, Nice, Cete and especially Gulf Stream-washed La Baule, near Saint-Nazaire, have long been considered the finest seashores in the world.



ARTIST Tilden Landry hard and happily at work upon the lane and beach scenes above and at right.



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Of these, La Baule-Escoublac has the best sand of all. It is several miles long, slopes so gently that you are hardly aware of the rise, so smooth, hard-packed, and tide-cleaned that you can drive cars and ride bicycles on it, and yet so soft to the foot and the body that bathing and sunning are a pleasure to the senses.

No raw breeze from the sea chafes the tanning skin, and health-giving forests of pine protect you from north winds. The exposure is frankly southern, the water warm enough for bathing as early as May and as late as October. Adding to the lure of the golden sand, a wide stone walk parallels the close-packed sandy beach, and rows of gaily colored tents are doubly sheltered in its shadow. To top the advantages of La Baule, appreciated by thousands, there are several almost equally attractive but smaller beaches in the vicinity, none of which would ever swell with pride and attempt to rival Atlantic City or Coney Island, with their noisily overcrowded conditions and rank commercial aspect.

It takes little imagination to see that Grand Isle offers many pleasant and favorable resources. Certainly the essentials are there, as is evidenced by its ever increasing crowds of vacationers and seasonal residents.

In the clear, ultramarine Mediterranean there is almost no tide, but there are the persistently blowing *fise* and *mistral*; the Adriatic is so full of salt and iodine that you float without effort, but the area is politically troubled; the Bordeaux section of France has wide sand stretches, but the loneliness soon palls; Brittany offers a quaintness of small ports, colored sails, blue fishing nets, picturesque native costumes, but it is unpleasant in winter.

I was born in Cannes which had later to make the inevitable choice every resort must face: seaport, industry or family resort. The long line of little bays, little towns, fashionable walks and casinos attracts the idle wealthy as far as and beyond Nice. It is true that the snow on the crest of the Alps and the fantastic slopes linking it to the blue sea, and the lovely range of red porphyry Esterel are added attractions, but the beach itself in no way matches that of La Baule, and I believe Grand Isle can rival the latter.

Grand Isle offers freedom and simplicity; its perfection of gracefully leaning, deep-rooted oaks make a fine



THOUGH undeveloped as yet at Grand Isle, waterskiing is one of many thrilling sports that can be indulged in off the eight miles of safe beach on the southern shore.

windbreak, and the sands are really golden, due in part to the backsweep of the Mississippi River current on hitting the Gulf waters, carrying with it untold tons of fine biege-colored river sand, which is deposited, clean-washed and shining upon the shore—not the grey mixture of oily mud, sand and gravel that composes so many famous beaches.

Twice daily, the rhythmic tides alter the lines of strewn flotsam on the brown-sugar hued shore. The long stretch of sand welcomes picnickers, and cars can be driven to the very edge of the water. There is work to be done to increase the picturesque appeal of the inland stretches, and more immediate steps to be taken to arrest the beach erosion going on, but the unspoilt, unaffected charm of Grand Isle is something that should be kept in as unchanged a condition as possible.

Adding to the other attractions is the friendly attitude of the local inhabitants, most of whom speak French as a matter of fact, and good, crisp French at that. Eight miles of safe sand is something to look forward to, and for many a generation there will be room there for every visitor who seeks the pleasures of nature in the truly natural state.

No undertow hampers and endangers the lover of salty surf, and no stones hurt his feet. One sees instead weathered driftwood of all kinds, in all sorts

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