

of shapes, out of which can be achieved miracles of carving and decoration. Lamps, tables, bowls and many odd and artistic objects are made from this driftwood.

Grand Isle is almost constantly caressed by balmy breezes from the Gulf and the nights are cool in summer, temperate in winter. The soothing ecru of the sand returns no glare to the eyes. Birds of many hues live here the year round, and there are many thousands of seasonal feathered visitors. The wonderful surf is seldom too high for enjoyment.

True, there are no hills behind the eight-miles-long beach. But there are dreamlike lanes framed in oleanders, that invite the adventurous and romantic wanderer. At the beach itself the tide rises normally about a foot or so in its range. The soft, fawn-colored sands are dotted with privately owned beach homes, and tourist courts and cabins to accommodate the public. Along the shore is also a movie theatre, a grocery and night clubs. Inland these features are duplicated and amplified. Here are hotels, churches, schools and a drug store.

Surely one cannot expect to find in Grand Isle the whole gamut of regional background, the traditional and cultural variety which makes European seashore resorts so charming to Americans. Nevertheless, if one wants variety on the American continent, it is here. Grand Isle's people are of French, Spanish and other European stocks and cultures, and there are also some representatives of Oriental races.

I do not wish to imply that I do not have nostalgic longings for the cheerful crowds of European seashore places and ways, though most of them are now too smart to be interesting. Berck and its long white sandy beach; Royan at the mouth of the Gironde, frequented for centuries for its conches and its sandline framed in pine forests; gracious Biarritz in the Fall; St. Jean de Luz, a fine sandy stretch on the Gulf of Gascony, which is best in winter, and crowded Brighton with a four-mile sea-front on the Channel from Kemp Town to Hove. Arcachon has two beaches, one a winter resort, the other a summer attraction, both along a sandline

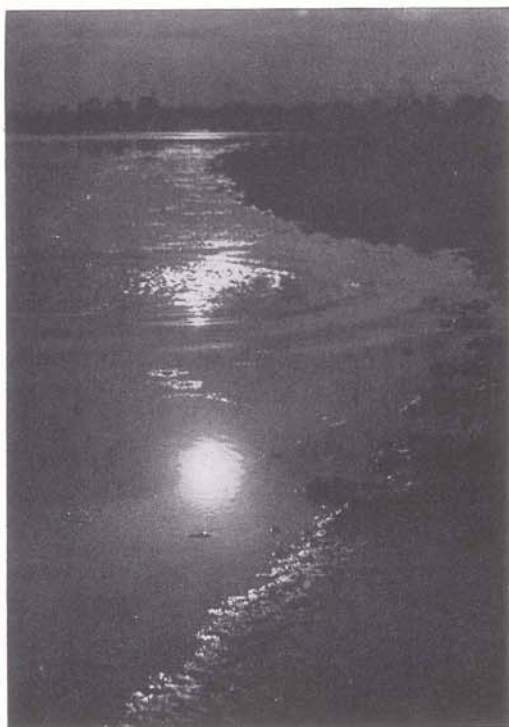
always safe and commodious. It has the most even climate I know.

I recall Dinard where I spent many happy evenings while stationed at St. Malo, and Fecamp the hill-belted, always reserving a secluded spot in my memory for that flowery Eden; the soft charm of the Maritime Alps, especially Cannes, Antibes, Eagnes, Juan les Pins, and the Lerins Islands. One does long at times for a mountain, a hill, a rock, flowers in profusion and aromatic pines.

Nevertheless I dream of a whole season on Grand Isle, for fishing, idling, dipping in the surf and enjoying the old folks' tales of their ancestors, cloaked to this day in Lafitte's glamorous legend.

Indeed, Grand Isle could be the Lido of the continent. Unfortunately, however, the ceaseless forces of nature are and have been for a long time at work upon its shore line. The eastern end of the Isle is being eroded away by the waves, and after any slight blow the effects are readily apparent.

It would really be a great pity if this lovely spot were permitted to eventually wash away, depriving its people of an almost Paradisal home and an ever increasing source of revenue, and depriving thousands of people from everywhere a wonderful year-round place to enjoy life.



MOONLIGHT along the beach of Grand Isle is every bit as enchanting as this scene of France's Normandy shore.

# COTTON CLUB



BEST PLACE TO GO FOR LESS

... Catering To Large Parties ...

Serving Delicious Food



Bob Landry — Francis Landry

CEdar 9279

2925 Jefferson Highway

## PETROLANE GAS COMPANY, Inc.

1352 Jefferson Highway (Southport) New Orleans, La.

TEmpLe 3777

P. O. Box 4067, Carrollton Station, New Orleans 18, La.

---

## Southern Solvents and Chemicals Corporation

—DISTRIBUTORS—

ALCOHOLS—NAPTHAS—SOLVENTS AND CHEMICALS

1354 Jefferson Highway (Southport)

TElephone TEmpLe 4666

P. O. Box 4067, Carrollton Station, New Orleans 18, La.

---

## PINNACLE OIL COMPANY, Inc.

1352 Jefferson Highway (Southport) New Orleans, La.

TE. 3737 - 3738

P. O. Box 4067, Carrollton Station

New Orleans 18, La.





# BOOKS ARE

# BUILDING BLOCKS

By Nantelle Gittinger  
 Pub. Asst., Louisiana State Library,  
 and  
 Bertha Hellum  
 Parish Librarian

ALMOST EVERYBODY reads books from the Marrero Branch. Top: Ronald LeBlanc, Roland Davis, Frederick Sapia. Bottom: Sandra Mendoza, Maria Billiot, Sandra Boudroux.

Progressive Jefferson Parish joined the ranks of thirty other Louisiana parishes enjoying parish-wide library service when the State Library launched its largest one-parish library demonstration in Gretna late last November.

Accorded overwhelming approval from the start, it was but natural that the project should be a success and the Jefferson demonstration library lived up to its auspicious beginning.

Jefferson's large population, its geographic division by the Mississippi River and the striking contrast between the heavily populated urban sections and the sparsely settled bayou areas, present aspects of library service somewhat different from those in other parishes where the State Library has conducted demonstrations.

What Jefferson Parish residents received is correctly termed a "demonstration" library, for the State Library directs the program during a trial period in order to demonstrate good, adequate, efficient library service. The major portion of the large initial expenditure is borne by the state agency with the cooperation of the Police Jury.

Jefferson people themselves "demonstrated" too, for in the first few months that the library was opened they gave ample evidence of their intention to make their library permanent. They made immediate use of library services and planned to put their system on a local basis by voting parish library maintenance at a tax election probably to be called this summer.

Building for permanence has in fact

## LARGEST SERVICE FACILITIES ON THE WEST SIDE



# CLAVIERE MOTORS

AL 3374

Derbigny & Third Streets—Gretna

AL 3374

AL CLAVIERE  
President



DICK BOHN  
Vice-President

## EMILE IACOPONELLI BELL DISTRIBUTING COMPANY



Phone CEdar 2115

METAIRIE, L.A.





MRS. BERTHA HELSUM, *Parish Librarian.*



KATHLEEN, Eileen and Earl, with mother, Mrs. Marion Higgins, Jefferson.

been the keynote of the Jefferson demonstration. This spirit was typified in the offer of Mr. John Lauricella of Harahan to give a branch library building for his community. A contractor and real estate developer, Mr. Lauricella offered to build as soon as plans were given him. He presented his generous offer before the city council after the parish system had operated less than two weeks and it was accepted at once. An excellent location was chosen on Town Hall property, between the hall and the Youth Center.

On Grand Isle, permanent library plans were emphasized also. The Grand Isle Woman's Club bought an unused building, financed its remodeling, and rented it to the library service. With the cooperation of the Humble Oil and Refining Company the structure was moved two and a half miles to a site loaned by Judge T. Mercedes Adam. When the unit was opened late in January several of the speakers mentioned

expanding the building when necessary.

For the demonstration period the State Library provided a staff of five trained librarians, two clerical assistants, a collection of over 18,000 books selected especially for Jefferson Parish, magazine and newspaper subscriptions, and the latest model bookmobile with its operating expenses, to supplement the service given by the ten branch libraries opened throughout the parish. The Police Jury supplied library quarters, utilities, furniture and equipment, salaries of eleven assistants, building supplies and some administrative supplies.

Full financial support of the library becomes a parish responsibility at the end of the demonstration. After the tax is passed, all maintenance comes from parish funds but the State Library leaves the books and bookmobile as an indefinite loan. Thus the vote at the mid-year election will be to maintain an organized library with an initial book

MAYOR and Mrs. William J. White of Gretna, at opening of Gretna Branch.

ENJOYING LEISURE at Westwego Branch, Mrs. Sam DeMateo, Mrs. S. J. Peloux and Mrs. Elizabeth McNamara.



# PLEASURE — PROGRESS

## *Jefferson Leads In Both*

With its Grand Isle Tarpon Rodeo, Annual Pirogue Race, West Bank Mardi Gras, fishing, swimming, boating, and many other attractions, Jefferson has become a No. 1 Mecca of pleasure seekers.

At the same time, endowed with abundant and rich resources, and peopled with an industrious and forward-looking citizenry, the parish is making unprecedented gains in agriculture and industry.

The makers and distributors of Beer in Louisiana are proud that their product occupies an important part in both these phases of life in Jefferson.

A popular favorite at all pleasure events, Beer, the beverage of moderation, is also a significant factor in the community economy, providing jobs, payrolls, business and revenues.



Louisiana Division

**UNITED STATES BREWERS FOUNDATION**

907 MAIN STREET

BATON ROUGE, LA.

# HOGAN BROS., Inc.

## GENERAL CONTRACTORS



236 FOCIS STREET

METAIRIE, LOUISIANA



stock and certain supplies and equipment already on hand.

Should the library become Jefferson's own, as is most likely, supervision will be by the local library Board of Control, which will be responsible to the Police Jury. Board members, who also served during the demonstration period in an advisory capacity and are appointed by the Police Jury, are: Mrs. George Heebe, chairman; Alvin G. Gehring, Errol E. Buckner, Joseph Dosat, Joseph J. Martina and Weaver R. Toledano, Police Jury president and ex-officio member of the library Board of Control.

The Louisiana State Library cooperation will continue through its book lending service to the Jefferson Parish Library and through any suggestions and advice asked for.

Running on a five-day-a-week basis instead of the semi-monthly schedule customary in strictly rural parishes, the bookmobile takes books to both urban and rural readers, for the regular stops of this "library on wheels" were carefully selected to serve all those people who cannot conveniently use one of the branch libraries.

Another bookmobile feature is the Red Cross first aid available. The driver is a Red Cross first aid instructor and when he is at the wheel the bookmobile bears a Red Cross placard as well as the library sign proclaiming "Books, Service—Free to All".

As soon as possible after library headquarters were opened in Gretna, branches were set up over the parish in easily accessible locations. Gretna headquarters is on the main street at the intersection of Huey P. Long Ave. and Fourth Street. Through the large plate glass windows the bright new books present an inviting picture to the passersby.

Metairie's branch building is in the center of a business district. The Kenner branch is in the former post office building and Harahan's is in the Town Hall until the new building is ready. Westwego has its branch on the main street and in Marrero it is on the highway. In Jefferson, the library is in the American Legion hall, while the Grand Isle branch is in the center of the island on the beach highway. The East and West Bank Negro branches are in Kenner and in Walkertown.

Only the Gretna and Metairie branches are open all day, every day, but hours for service at the other



FOR PLEASURE AND PURPOSE. Top, Fairlyn Lee and Mary Ann Tennyson deep in tales of childhood at Metairie Branch, while below them Paul M. Lagarde utilizes the Jefferson Branch's practical facilities. Below is the "library on wheels" that takes books to the outlying rural districts.





## DIXIE CARRIERS, INC.

serving shippers with a modern fleet of towboats, tank barges and barges for general cargo on the Intra-Coastal Canal. Connecting line rates with barge lines plying to Middle West and Ohio River points.

—Offices Located at—

NEW ORLEANS, LA.—HOUSTON, TEX.—GALVESTON, TEX.

Member of The American Waterways Operators, Inc.



## ST. REGIS AIRLINE

3500 AIRLINE HIGHWAY

U. S. 51 — 61 — 65

SEAFOODS — GUMBO — CRAYFISH BISQUE

JEFFERSON ROOM AND ROOF GARDEN

—Orchestra Playing Nightly in Jefferson Room—

CATERING TO BANQUETS, PRIVATE PARTIES, WEDDING RECEPTIONS

# NUNEZ GROCERY & BAR



LAFITTE 5104

LAFITTE, LA.



branches were selected for public convenience and some have evening hours.

Jefferson Parish residents have shown an increasing interest in reading—more than 15,000 books were read during the library's first two months—and they have realized that they can read for information as well as recreation.

For instance, a young man planning to start a new business asked for material on the state sales tax in order to know how to figure the tax he would have to pay. An organization planning a district drainage project asked for information on drainage. The owner of a gun shop studied a history of guns and an undertaker wanted books on embalming. Historical data on castle interiors and authentic costumes of Richard the Lionhearted's period proved of great help to a group designing sets and gowns for a Carnival ball. Another borrower preparing for a trip to Mexico read books on Aztec culture. A restaurant owner wanted material on menus and cafe management and a woman planning to open a gift shop borrowed books telling her how to operate one. Numbers of mothers have used the library's material on infant care and child raising, while teachers have borrowed books on group drills, games, school plays, programs and on professional teaching methods. Several borrowers among the French-speaking bayou residents have asked for French grammars and one Italian woman asked for a novel in her native language. An-

other request was for the Greek alphabet.

Those are only a sample of the variety of requests filled through the library but they bear out the inclusive range of subject matter to be enjoyed.

If the information is in print, it can be found for any Jefferson Parish reader, for in addition to the local collection the resources of the State Library are available through an inter-library loan service. Going even further, if the State Library lacks the required books they will be borrowed from other libraries, including the Library of Congress.

Jefferson Parish's library is the latest unit in the State Library's statewide program. Two other parishes, Catahoula and Avoyelles, are currently having library demonstrations, and fourteen parishes are on the waiting list. Celebrating its 25th anniversary this year, the State Library can well take pride in the great advancement made in library development. In 1925, when the statewide library plan was started, there were only five free public libraries in Louisiana, none of them offering service to country people, and there was only one trained librarian in the state. Today's situation of increasing demands for libraries and intense consciousness of their importance is a gratifying contrast to those early years, for by now people everywhere in Louisiana have come to realize, as have Jefferson Parish people, that the library is an integral part of every well-rounded community.

AT THE Gretna Branch, Gwendolyn Spellman reads "Happy Days" while Claire J. Cheramie and Peter Russo peruse more serious subjects.



# MAGIC MINERAL

Sulphur, in one form or another, goes into the making of nearly anything you can name: acids and airplanes, cloth and cement, fertilizers and fire extinguishers, motor fuels and movies, hats and hardware, paints and plastics, rubber tires and rat exterminators, matches, metals and medicine.

Sulphur is indeed a magic mineral and the large quantities of it mined by Freeport Sulphur Company in Plaquemines Parish, some forty-five miles below New Orleans, play a vital part in the nation's industrial picture.

## FREEPORT SULPHUR COMPANY

Port Sulphur, Louisiana

New Orleans, Louisiana

## WESTSIDE TRANSIT LINES, INC.

NEW ORLEANS (ALGIERS), LA.

—SERVING THE WEST BANK—

ALGIERS, GRETNA, HARVEY, MARRERO,  
WESTWEGO AND AVONDALE

COURTEOUS — DEPENDABLE SERVICE



## COULON & SON

564 FIRST AVE.

WHOLESALE OYSTER DEALER

HARVEY, LA.



## LET'S CHOOSE THE RIGHT CHANNEL! *(Continued from page 47)*

ship Association and appointed by the Governor of Louisiana.

Unfortunately, perhaps, for both the port and the railroads, which move into and out of the port 90 per cent of the cargo tonnage loaded and discharged there by ships, the railroad industry is accorded no comparable voice in the selection of this important Board.

It is my thought that the Valley and the Mid-Continent exporters and importers are going to expect and perhaps demand in consideration for their continued use of the Port of New Orleans, that there be installed and maintained there the most modern harbor facilities and cargo-handling equipment that can be devised. These must be adequate, in every respect, to handle, expeditiously and economically, the growing volume of world trade moving through it, particularly that now moving to and from the West Indies, Latin America, and South Africa where dollar exchange differentials are now most favorable for trading.

Potentially these facilities must also be adequate to handle our commerce with those lands bordering the Pacific, competitively accessible to the Port of New Orleans through the Panama Canal. Among these are the fabulously rich East Indies, the Malay Peninsula and Straits Settlements, Thailand, India, Burma, Japan, and the Philippines, Australia and New Zealand. These countries are famous for the production of rubber, tin, nickel and other articles of commerce not economically produced here, or not in sufficient volume by our people for the market available in our own country.

From the standpoint of the exporters and importers, the manufacturers, farmers, merchants, bankers, transportation agencies and business interests generally of the Valley and Mid-Continent Area, there appears to me to be at least 4 projects, enumerated below, vitally essential to the healthy and enduring growth and expansion of the Port of New Orleans. These people constitute a substantial percentage of the Federal taxpayers whose money will be used in the final analysis, for the construction and maintenance of this nation's major river and harbor improvements. Without these projects it may not be able to retain its present enviable position among the world's seaports and its current ranking as Second American Port against the aggressive competition

of other progressive and well managed Gulf, Pacific and Atlantic seaboard ports.

(1) At the top of the list is recommended a tidewater ship channel, not less than 36 ft. depth and 500 ft. bottom width, connecting the existing river and tidewater harbors of the Port of New Orleans with deep water in the Gulf of Mexico via the shortest and most economical route. This must give consideration to, (a) initial cost of construction and to annual maintenance and operating costs of the proposed channel, and port facilities, as well as (b) the initial construction cost of twin ship locks 60ft x 1000 ft. x 40 ft. depth over sills, necessary to transfer ships from tidewater at the Mississippi River levee, to the river harbor level of the Port of New Orleans, and (c) the character of terrain, land and sea, through which the proposed ship channel is to be constructed, and the extent of potential industrial development economically possible along its entire length.

(2) Of equal importance, a bridge of adequate capacity for automobiles, trucks and buses, connecting the East and West Banks, spanning the Mississippi River at a point about midway of the Port's public wharf development on the East Bank.

(3) Additional public wharves and shipside warehouses on the river between the Industrial Canal and Audubon Park and on tidewater. Also bulk commodity handling and storage facilities on tidewater, conveniently adjacent and within port limits, equipped with the latest and most improved type of cargo handling equipment and adequately served by necessary railroad trackage and improved roadways.

(4) Beyond the proposed public port development on tidewater adjacent to the projected twin ship locks, hereinabove described, an area on both banks of the proposed ship channel reserved primarily for industrial development. Here private industry can purchase its own waterfront properties, erect and operate thereon its manufacturing and processing plants and its own export and import facilities and cargo-handling equipment. It would be subject only to the same character of restriction as is now imposed upon those industries which have established themselves on their own property on the Houston Ship Channel in the Harris County (Texas) Navigation Districts and similarly at

## MANY ADVANTAGES

The New Orleans area offers a veritable storehouse of natural resources . . . natural gas, the hot-burning, versatile fuel . . . abundant water supply with the Mississippi River as the source . . . unexcelled transportation, comprising trunkline railroads, barge lines, coastwise and overseas steamship services, motor transport, foreign and domestic air routes . . . profitable domestic and foreign markets . . . ample labor that is skilled, productive, efficient, dependable and 97% American born.

*Where else can you find all these advantages?*

**New Orleans Chamber of Commerce**

## LAURICELLA & SIZELER CO.

**Builders and Developers**

AZALEA GARDENS SUBDIVISION  
CAMELLIA GARDENS SUBDIVISION  
JEFFERSON COURT SUBDIVISION  
COLONIAL GARDEN SUBDIVISION  
RIO VISTA SUBDIVISION  
SHERLING GARDEN SUBDIVISION  
AIR LINE GARDENS SUBDIVISION

3701 JEFFERSON HIGHWAY

TEmpLe 6363

4100 JEFFERSON HIGHWAY

TEmpLe 8882

## BILLIONAIRE CAFE

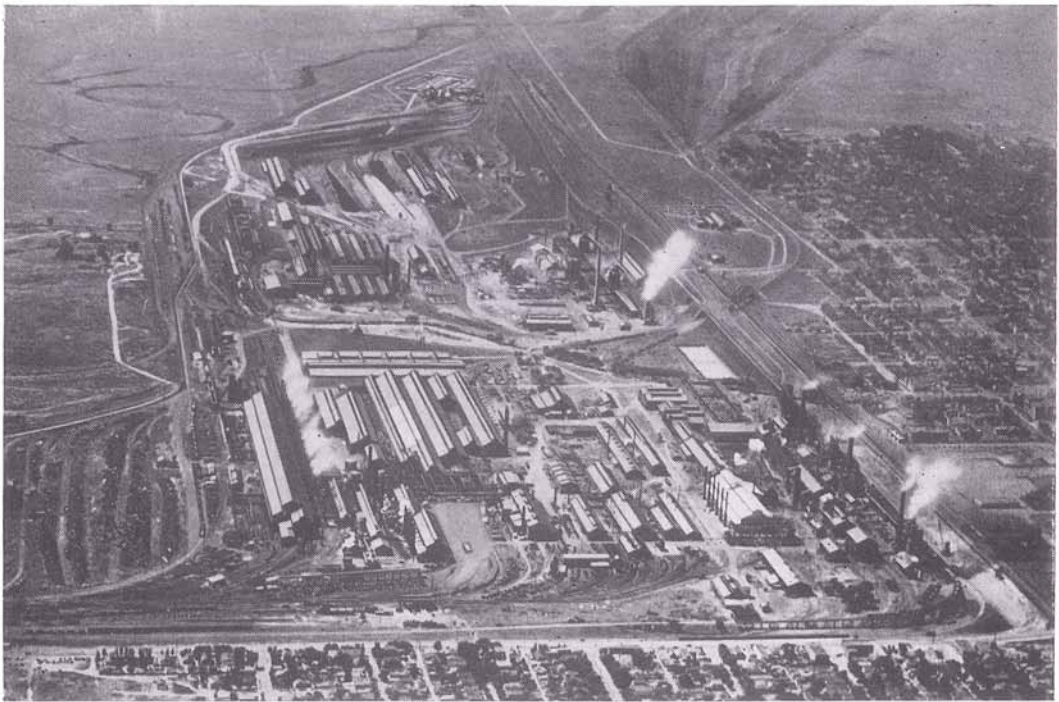


Phone ALgiers 9122

221 Huey P. Long Avenue

GRETN, LA.





COLORADO FUEL & IRON COMPANY at Pueblo, Colorado, served by the Missouri Pacific Railroad.

other progressive American ports.

The Board of Commissioners of the Port of New Orleans fortunately has demonstrated since 1940 a new interest in the establishment of private industry on water frontage within port limits. Substantial progress in that direction could be made if such an area, conveniently accessible to the city and served by adequate public utilities, railroads and local highway transportation agencies could be offered, free of certain of the monopolistic restrictions of the existing State Acts which are definitely detrimental to the location of private industry on the river within port limits.

Since 1852 when the first petition was presented to Congress for a survey and report on the feasibility and estimated cost of a tidewater ship channel to extend from deep water in the Gulf at Grand Isle, northward through Barataria Pass, Barataria Bay, Bayou Barataria and the Harvey Canal (then under construction) to the West Bank of the Mississippi River at the upper limits of the New Orleans harbor of that period, various groups in the New Orleans area and in the Mississippi Valley have been repeatedly petitioning Congress for such a channel.

The original petition and those which have followed have all been motivated by the desire of ship operators and the

commercial interests of New Orleans and the Mississippi Valley for a shorter, safer and more dependable and convenient approach to the Port of New Orleans than is afforded via the winding river channel and the passes at the river's mouth.

Steamships, prior to 1900, encountered many difficulties in navigating the passes, particularly when the river was in flood and there were dense fogs resulting from the discharge of the cold river water into the warmer waters of the Gulf. There were then numerous and costly delays due to ships going aground, unable to navigate safely because of the fog. Since the completion of the jetties by James B. Eads, the famous engineer, at the beginning of the century, at a cost of approximately \$8,000,000, there have been fewer such groundings, but the delays due to fogs will naturally continue so long as the river approach is used.

Several careful surveys, economic studies and estimates covering the problem of a tidewater ship channel for New Orleans have been made from time to time in the past 100 years by the United States Engineer Corps, at direction of Congress, and by outstanding civilian engineers familiar with the problem at the passes and on the lower river below New Orleans. These civilian engineers generally have been employed by vari-



## ROY DUPLÉCHIN'S GROCERY

FRESH MEAT — POULTRY  
MARRERO, LA.

545 Avenue A

Jackson 9697

# Marrero Land & Improvement Assn., Ltd.

*REAL ESTATE*

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

CHestnut 2954

Jefferson Parish

MARRERO, LA.

# SECURITY

## BUILDING & LOAN ASSOCIATION

"A SAVINGS INSTITUTION SINCE 1893"

344 Baronne Street

### HOME LOANS

You will find it as convenient to repay a loan for home-owning, repairing or remodeling purposes, as to pay rent.

### SAVINGS

A SAFE investment with good returns and a U. S. government agency's guarantee behind it, is the best that can be made.

Invest in our insured shares and earn a high rate of dividends.

JOS. J. MIRANNE, President

ADAM JUNKER, Secty.-Treas.



ous interested New Orleans and Mississippi Valley groups. Several suggested routes for the proposed tidewater ship channel, both east and west of the present river channel, have been explored and economically analyzed.

Practically without exception prior to 1946, the investigations, reports and recommendations made by these engineers have agreed that the West Bank Route, hereinabove described, was the one most economically justified.

In 1946, Major General Robert W. Crawford, then Division Engineer, Lower Mississippi River Division, Engineer Corps, U. S. Army, presented a report to the Chief of Engineers recommending an entirely new route about midway between the route above described and that which has been recommended consistently at intervals for nearly 100 years, known as the West Bank Route. This followed a hearing conducted some time previously by his predecessor, Brigadier General Max C. Tyler, in response to a petition presented requesting the Army Engineers' approval of a tidewater seaway projected to extend from the Inner Harbor Navigation Canal, better known as the Dock Board's Industrial Canal, eastward along the lower Louisiana and Mississippi coasts to deep water off Chandeleur Island, just south of the Port of Gulfport, Mississippi.

This latest recommendation by General Crawford, provides for the construction of a tidewater port development on and adjacent to the Industrial Canal, north and east of Florida Avenue, and for the construction of a tidewater seaway 500 ft. wide by 36 ft. in depth. The channel would extend from connection with the Industrial Canal at Florida Avenue, and from a ship lock connection with the Mississippi River to be installed at Mereaux below New Orleans Harbor, southeastward through the marshes bordering the southerly shore of Lake Borgne, and on through the shallow waters of Chandeleur and Breton Sounds to deep water in the Gulf of Mexico, at, or just north of Errol Island of the Chandeleur Island group.

The total length of this new route, recommended by General Crawford, aggregates 81 miles from the ship lock at Mereaux to deep water in the Gulf of Mexico at Errol Island.

The estimated 1946 cost of this proposed ship channel, ship lock, tidewater harbor and certain tidewater port facilities is placed at \$119,780,000 of which

\$86,920,000 is to be provided by the Nation's Federal taxpayers, and \$32,860,000 by the taxpayers of the State of Louisiana, for modern port terminal facilities and equipment on tidewater and for rights-of-way and spoil disposal areas.

The annual estimated charges for interest, amortization and maintenance of this recommended east side ship channel and port development is placed at \$6,480,000.

In contrast, the total length of the proposed West Bank Route used by General Crawford as a basis for comparison, is shown as 50 miles (31 miles less) from deep water in the Gulf (3 miles off-shore at Grand Isle) to the twin ship locks proposed on the West Bank of the river above Westwego.

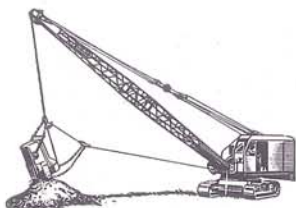
The estimated 1946 cost fixed by General Crawford for this comparable West Bank project, which would extend from the Gulf of Mexico at the west end of Grand Isle, northward to the Mississippi River, with the twin ship lock connection therewith as hereinabove described, is \$67,420,000. Of this \$56,180,000 would have to be provided by the Nation's Federal taxpayers and \$11,240,000 by the taxpayers of the State of Louisiana for modern port terminal facilities on tidewater and for rights-of-way and spoil disposal areas.

The annual estimated charges for interest, amortization and maintenance of the proposed West Bank Route is placed at \$3,960,000.

In spite of the savings which General Crawford recognizes, in his report, in favor of the construction of a tidewater ship channel and port facilities on the West Bank Route, and further in spite of many other superior advantages that the West Bank Route offers to the Greater New Orleans area, to the State of Louisiana, to the Mississippi Valley and to the entire Mid-Continent Area, he rejected it in favor of the East Bank Route from deep water at Errol Island. This East Bank Route was recommended by him in 1946, and approved in 1948 by the Board of Engineers for Rivers and Harbors more than a year following a public hearing held before it in New Orleans in March, 1947, where proponents of both East Bank and West Bank Routes were heard.

The West Bank Route, heretofore recommended by General Crawford's predecessors and by many competent and outstanding civilian engineers, who have studied and analyzed the problem

# JACKSON MACHINERY CO.



LINK-BELT SPEEDER  
CRAWLER CRANES—DRAGLINES  
BUCKETS—REPAIR PARTS  
MINNEAPOLIS—MOLINE  
POWER IMPLEMENTS  
OHIO LOCOMOTIVE CRANES

CONSTRUCTION—ROAD AND MATERIAL HANDLING

NEW ORLEANS, LA.  
Phone: TEmples 5591-5592  
1700 Shrewsbury Road  
P. O. Box 5288

BRANCH OFFICES:  
New Iberia, La.—Phone 2730  
Shreveport, La.—Phone 4-7440



## DELTA PETROLEUM COMPANY, INC.

Manufacturers of Motor, Marine and Industrial Lubricants  
Barreling and Blending Service

Cable Address  
"DELOLUBE"

Post Office Box 7335  
New Orleans, Louisiana

## CHAS. J. DERBES, Jr. REALTOR

HOMES...LOTS...FARM LANDS  
RENT COLLECTIONS  
PROPERTY MANAGEMENT...INSURANCE

★ ★ ★  
—OFFICES AT—

514 Carondelet Bldg.,  
New Orleans, La.  
RAYmond 2622

2015 Airline Highway  
Kenner, La.  
KENner 7251





K-M GRAIN ELEVATOR at left, and other grain elevators outside of Kansas City, Missouri.

through the years, offers the following advantages:

(1) A saving of 31 miles in length and nearly 31 million dollars of Federal taxpayers' money in estimated construction cost.

(2) A saving of 21 million dollars of the State taxpayers' money in the estimated cost of rights-of-way and port facilities to be provided by local interests.

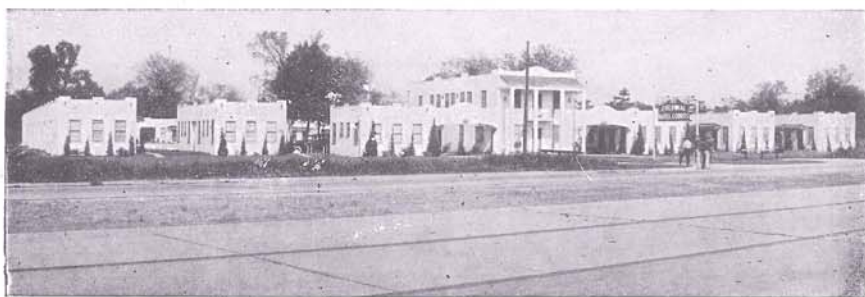
(3) A further saving of 2½ million dollars to Federal and State taxpayers in annual charges on the money invested therein for yearly maintenance, and further, in spite of other advantages this route should offer to the Greater New Orleans Area, to the State of Louisiana, to the Mississippi Valley and to the entire Mid-Continent Area—it was rejected in favor of the East Bank Route from deep water near Errol Island, recommended by the General in 1946. This latter route was likewise approved in 1948 by the Board of Engineers for Rivers and Harbors more than a year following a public hearing held by it in New Orleans in 1947 when proponents of both East Bank and West Bank Routes were heard.

Promptly following announcement of the decision of the Board of Engineers for Rivers and Harbors in favor of the East Bank Route, sponsored by the Board of Commissioners of the Port of New Orleans and many other civic engineers naturally interested and enlisted to support the establishment of a tide-water port on and adjacent to the In-

dustrial Canal and Michaud, well below the principal business and industrial sections of the Greater New Orleans Area, Major General R. A. Wheeler, Chief of Engineers, U. S. Army (now retired) transmitted to Congress his approval with recommendation for the necessary Federal appropriation to be made available, presumably when the contributions by local interests to complete the project, as required by law, were definitely assured.

Since that recommendation to Congress, Senator John H. Overton, of Louisiana, advocate of the tidewater seaway and the East Bank Route, for many years most powerful member and also Chairman of the Rivers and Harbors sub-committee of the Senate's Public Works Committee, staunch champion of the Army Engineer Corps, has passed away, and a Congressional appropriation for this project has not yet been made available, nor have necessary arrangements been completed for the \$33,000,000 which local interests, principally the Dock Board must provide. In the meantime much effort has been and continues to be made by the advocates of a tidewater seaway in the location recommended in the Crawford report, with increasing hope of success.

The urgent need for a tidewater ship channel for the Port of New Orleans and the overall economies which can be realized therefrom cannot be successfully challenged, but it should be located properly for the best interests not only of this port, but for the best



## COLONIAL HOTEL COURTS

1500 Airline Highway  
Phone CEdar 3600

New Orleans  
New Orleans 20, La.

## GULF FUR CO.

WILFRED BERTHELOT, Field Manager

FUR, PECANS  
and  
ALLIGATOR HIDES

513 CONTI ST.

RAymond 2625

NEW ORLEANS, LA.



CHICKENS, SEA FOOD, FROG LEGS, RIVER SHRIMP, MIXED DRINKS

### TUCKER'S STEAK HOUSE

CEdar 9190

SPECIALIZING IN K. C. STEAKS

1007 Jefferson Highway



interests of its friends in the Valley and the Mid-Continent Area, who route their exports and imports through this International Trade Gateway.

It is now costing well in excess of \$1,000,000 per year to maintain the existing river approach to the Port of New Orleans, including South Pass and Southwest Pass, safe for ship navigation.

The estimated annual cost to the Government for maintaining East Bank harbor, locks and seaway channel is shown in General Crawford's report as \$990,000. Comparatively the estimated annual cost of the West Bank harbor, locks and seaway channel is shown in that report as \$400,000.

Certainly on this item alone, the Government should realize a net saving, ultimately, of \$500,000 per year through the use of a tidewater ship channel and locks, properly located, as compared with the existing river approach through the passes.

As to the other savings set out in the Crawford Report as properly assignable to either the East Bank or West Bank Route, any intelligent person familiar with the character and volume of export and import trade moving through the Port of New Orleans, knows that the principal items of savings upon which the decision to recommend to Congress, the construction of the East Bank seaway, was based, were equally applicable to the West Bank Route, see such items as "savings in terminal handling charges", "savings in annual charges on wharves," "benefits to intra-coastal canal commerce", "enhancement of value of waterfront property, etc."

As hereinabove pointed out, the report recommending the East Bank location recognizes that the West Bank ship channel and locks and the port facilities planned can be constructed for \$52,000,000 less and thereafter maintained and operated for an estimated \$2,500,000 per year less than the East Bank Route, sponsored by the Dock Board.

Do those people in the Valley, the Mid-Continent Territory and the Greater New Orleans Area most vitally interested in the early construction of a tidewater ship channel realize that:

(1) Only about 5 percent of the total cargo arriving at the Port of New Orleans and discharged from ships here, is consumed in the New Orleans area itself.

(2) The percentage of the total

freight for local consumption and export moving into the Port of New Orleans from the Valley and Mid-Continent Area, finally loaded aboard ship for export is probably around 95 percent, leaving about 5 percent for local consumption in New Orleans proper or the adjacent local territory tributary to it.

(3) Terminal freight switching and handling charges at the Port of New Orleans, on cargo moving to and from steamship wharves, are generally absorbed by the rail, barge or highway motor carrier out of the line haul ship-side tariff rate prescribed for the commodity handled, so that insofar as the shipper and consignee are concerned, their basic costs are the same, regardless of whether the ship docks at an East Bank or West Bank river wharf, or at an East or West Bank tidewater wharf, if there were one of the latter available, and

(4) Insofar as steamship stevedoring costs are concerned, which are taken care of generally in the ocean freight rate on the shipment moving, their costs are generally the same whether the ship is berthed at a wharf at city front, or at one on the East or West Bank, or at Galvez or Florida wharves on the Industrial Canal, or at a tidewater wharf at a West Bank location, if one were available?

I do not think that any one of us is honestly and sincerely in favor of the expenditure of an excess of \$52,000,000 initially, and yearly an additional \$2,500,000—to install and maintain both the ship channel and the tidewater port facilities in one particular location if there is a more economical and more advantageous and protected location elsewhere available for them and one better adapted for the future growth of the port and the Greater New Orleans Area. Two vitally important facts concerning this urgently needed improvement are being ignored:

(1) The fact, as heretofore stated, that the port improvements recommended for the Port of New Orleans to be located on the East Bank below the Industrial Canal are estimated to cost several million dollars more, both initially and yearly, than similar and comparable facilities on the West Bank in the more protected area extending southward from Westwego to Grand Isle.

(2) The fact that the principal yearly savings estimated as accruing



## JESSIE J. BREAUx

WEYER AT 5th STREET

BARBER

GRETNa, LOUISIANA

# CLARK'S REFINERY

**Division of Petco Corp.**

MARRERO, LOUISIANA

GASOLINE, KEROSENE, DIESEL OIL AND FUEL OIL

• **Complete Automobile Service Under One Roof**

• • • • •  
• **Regardless of Make or Model  
of Car... We Can SERVICE IT**

• ★ Wrecks Rebuilt ★ Steering Wheel Alignment  
• ★ Goodyear Tires and Lifeguards ★ Refinishing

• • • • •  
• **Auto PAINTING and  
REPAIRING CO., Inc.**

• • • • •  
• **24 HOUR SERVICE**

• **BOYLE &  
OUSTALET**

• **1725 DUFOSsAT AT DRYADES JA. 4801**



from the construction of these port improvements on the East Bank, where recommended, are equally possible and applicable to a greater extent in most respects, to the West Bank Route, which can be loaded and discharged for practically the same overall cost at tidewater wharves at Westwego as at Michaud, and lockage costs would not be radically different. Terminal switching and other costs such as for loading and unloading cars at the wharves, and Dock Board tollage would be identical, insofar as concerns shippers and consignees using the improved tidewater facilities.

Do the taxpaying friends of the Port of New Orleans living in the City, the State, the Mississippi Valley and the Mid-Continent Area honestly believe that the expenditure of the excess millions involved in the construction of this project should be made in any location other than that which is beyond question the most economical and satisfactory location available for the best interests of the taxpaying people concerned?

I am convinced that there are many intelligent, hardheaded, straight thinking taxpayers in the City of New Orleans itself, as well as in the Valley and Mid-Continent Area, using the Port of New Orleans who will agree with the fact that engineering economies and not political economies should dictate the final and ultimate decision in this matter.

But the \$64 question is how many of them are interested enough and have courage enough to do anything to avoid this unnecessary excess expenditure of public money?

Finally, it seems to me at this time, when our National Debt is approaching \$300 billion dollars, an all time record high, and when, in addition, we are facing the uncertainty of a serious break in our relations with Communist nations that may suddenly precipitate us, almost over night, into another World War, that it behooves us all to do a lot of sober thinking about mounting Federal expenditures and the practical and true economies required to justify them and act accordingly.

The following words of Thomas Jefferson seem to me particularly applicable to our current times and to the situation hereinabove discussed. I trust that you will read them and recognize

the wisdom thereof, as they are surely as true today as when they were written nearly 150 years ago.

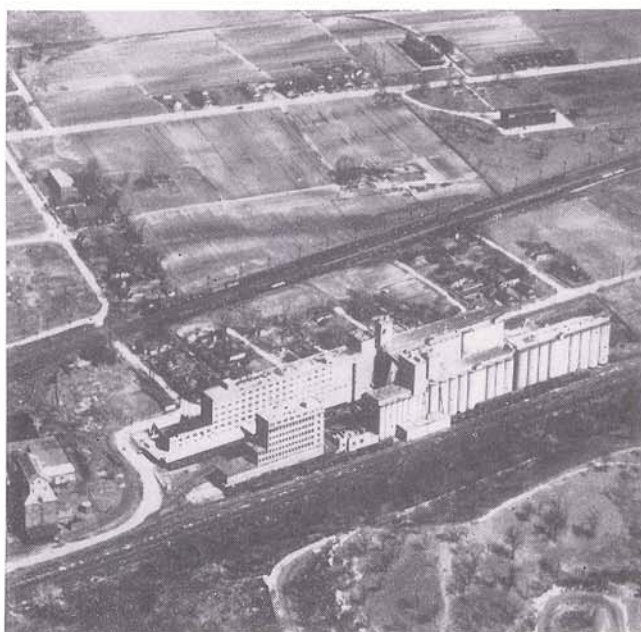
"I place economy among the first and most important virtues, and public debt as the greatest of dangers to be feared. To preserve our independence, we must not let our rulers load us with perpetual debt.

"We must make our choice between economy and liberty, or profusion and servitude. If we run into such debts, we must be taxed in our meat and drink, in our necessities and in our comforts, in our labors and in our amusements. If we can prevent the government from wasting the labors of the people under the pretense of caring for them, they will be happy.

"The same prudence which in private life would forbid our paying money for unexplained projects, forbids it in the disposition of public money. We are endeavoring to reduce the government to the practice of rigid economy to avoid burdening the people and arming the Magistrate with a patronage of money which might be used to corrupt the principles of our government."

---

GENERAL MILLS, INC., at Kansas City, Mo. This grain elevator and flour mill is served by the Missouri Pacific Railroad.







## DINING AND DANCING NIGHTLY

**Choice Steaks  
and Chicken**

**AIRLINE HIGHWAY  
AT KENNER**

—  
No Cover  
No Minimum  
—

**KENNER 3741**

—  
**ED D'GEROLAMO,**  
Prop.

## J-M EXPANDS WITH THE INDUSTRIAL SOUTH

For a quarter of a century, Johns-Manville has been a contributor to the spectacular development of industry along the west shore of the Mississippi in Jefferson Parish. J-M first moved into the South in 1925 at the old Gretna plant. In 1936, to meet the need for greater production of asbestos and asphalt shingles and other building materials, a new plant was built at Marrero. In 1947, a major addition to Marrero was made with the construction of a plant to manufacture J-M's Transite asbestos-cement pipe for water and sewage systems and industrial uses in the rapidly expanding Central South.

The Johns-Manville Marrero plant has created an annual payroll of over \$2,500,000 and more than 950 good jobs while spending \$2,450,000 each year for Louisiana raw materials, supplies, power and freight. These expenditures have helped provide jobs in many other industries and have contributed to an ever-increasing standard of living for the people of Jefferson Parish.

\*U. S. Reg. Pat. Off.



# Johns-Manville

*Serving Homes and Industry Since 1858*



**C. VITRANO**

**N. VITRANO**

**W. TOLEDANO**

## MOISANT SERVICENTER

**Airline Highway**

**AUTO REPAIRS — STORAGE — PARTS**

**PHONE KENNER 7813**

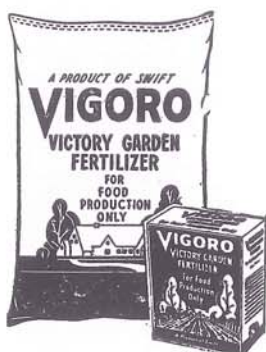
**KENNER, LA.**





# JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS

Seated, from left: John H. Haas, Ward 1, Gretna (McDonoghville); Mrs. J. P. Smith, Parish Treasurer; Roger Coulon, Ward 4, Harvey; Weaver R. Toledano, President, Ward 9, Kenner; Terrance J. Adams, President Pro-Tem, Ward 4, Westwego; Frank J. Deemer, Secretary; Miss Bernice Lopez, Assistant Secretary, and Miss Janet Raiford, Clerk. Standing, from left: James Owens, Bookkeeper; Leon Nunez, Ward 6, Lafitte; S. D. Applewhite, former Parish Engineer; Jesse J. Breau, Ward 3, Gretna; Alvin E. Hotard, Parish Engineer; Ernest Riviere, Ward 8, Metairie; William E. Strehle, Ward 2, Gretna; G. Ashton Cox, Parish Printer; Frank H. Langridge, District Attorney and Legal Adviser; B. P. Dauenhauser, Ward 3, Gretna; Willis C. McDonald, former Assistant District Attorney; John J. Holtgreve, Ward 8, Metairie; Marion R. Tucker, Ward 7, Suburban Acres; Leonce Thomassie, West Bank Road Superintendent; Russell LeDoux, East Bank Road Superintendent; Wilfred Berthelot, Ward 5, Waggaman; Roy Rupiechin, Ward 4, Marrero, and John W. Falcon, Ward 4, Marrero.



V-8

**SWIFT & COMPANY**

## AIRLINE LUMBER & SUPPLY CO.

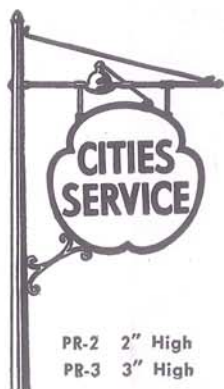
IMPORTERS—EXPORTERS  
WHOLESALE—RETAIL

Manufacturers of  
**LOUISIANA  
RED  
CYPRESS**  
and  
**Southern Hardwood**

AIRLINE HIGHWAY

Kenner, La.

—Band Mills—  
Garyville Killian Livingston



**ARKANSAS FUEL OIL CO.**

Producers, Marketers of

**CITIES SERVICE**

PETROLEUM PRODUCTS

1800 Airline Hwy.

TE. 5331

## SUREKOTE

PAINTS—VARNISHES—ENAMELS

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



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

**MARINE PAINT &  
VARNISH CO., INC.**

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



# FEDERAL, STATE AND DISTRICT OFFICIALS



*Hon. Earl K. Long, Governor of the State of  
Louisiana*

*Reading from top to bottom: Hon. Russell B. Long, United States Senator from Louisiana; Hon. Allen J. Ellender, United States Senator from Louisiana; Hon. William J. Dodd, Lieutenant Governor, State of Louisiana; Hon. Nat B. Knight, Jr., Louisiana Public Service Commission; Hon. Alvin T. Stumpf, Louisiana State Senator, Tenth Senatorial District; and Hon. T. Hale Boggs, Member of Congress, Second Louisiana Congressional District.*

Your Health, Comfort and Efficiency Depend  
Upon the Air You Breathe. Let Us Air Condi-  
tion and Cool Your Home or Office.

AS DEPENDABLE  
AS ITS NAME

## **American Heating & Plumbing Co.**

829 BARONNE STREET

New Orleans

Plumbing, Heating, Sprinkler  
Systems

Cooling Systems, Refrigeration

Williams  
OIL-O-MATIC  
Heating

## **For EXTRA FINE SUGAR**

Look for the  
**BLUE BRAND**



**Godchaux Sugars, Inc.**

**GET THE**



**HABIT**

## **A. K. ROY** INCORPORATED

3631 AIRLINE HIGHWAY  
TEmple 1921-22

**Specializing in  
JEFFERSON**

Developers of  
Ridgelake Addition  
Woodlawn Acres  
Severn Place  
Royland

ACREAGE  
AIRLINE - LAKE FRONT



# PARISH OFFICIALS



*Hon. Frank J. Clancy, Sheriff*

*Reading from top to bottom: Hon. Vic A. Pitre, Clerk of Court; Hon. Vernon J. Wilty, Assessor; Hon. James E. Beeson, State Representative; Dr. Kermit Brau, Coroner; Hon. Terrance J. Adams, President Pro-Tem., Police Jury; and Hon. Weaver R. Toledano, President, Police Jury.*

# WHITNEY NATIONAL BANK OF NEW ORLEANS

ESTABLISHED 1883

OVER 66 YEARS OF CONTINUOUS SERVICE TO THE BANKS  
AND INDUSTRIES THAT ARE BUILDING THE SOUTH



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Vegetables

Groceries

*Garsaud's*  
FINE MEATS - FOODS

521 METAIRIE ROAD

U. S. BRANDED MEATS

Phone CEdar 3832

## Southern States Equipment Co.

SALES AND RENTAL  
CONTRACTORS EQUIPMENT

425 Celeste Street

New Orleans, La.

RAISED CABINS—GARAGES BELOW

500 FEET ABOVE S. CLAIBORNE

*Blue Horseshoe Tourist Court*

•  
ALL MODERN  
•

On Jefferson Highway

Telephone TEmple 4131

STRICTLY PRIVATE





### COURT OFFICIALS

*Top Center: Hon. E. Howard McCaleb, of Jefferson Parish, Associate Justice of the Louisiana Supreme Court; top left: Hon. L. Robert Rivarde; and top right: Hon. Leo W. McCune, Judges of the 24th Judicial District Court.*

*Bottom center: Hon. Frank H. Langridge, District Attorney; bottom left: Hon. L. Julian Samuel; and bottom right: Hon. Harold A. Buchler, Assistant District Attorneys, 24th Judicial District Court.*



For all your needs

Shop at

## *Maison Blanche Carrollton*

TULANE - CARROLLTON - AIRLINE INTERSECTION

TEmples 4455

W. A. WEAVER

### *Bert Weaver Materials, Inc.*

LUMBER, ROOFING, WALLBOARD, SASH AND DOORS, BUILDING  
SUPPLIES, SAND, GRAVEL AND CEMENT, READY MIXED CONCRETE

2700 Airline Highway — Jefferson Parish

*"METAIRIE'S OWN SUPPLY YARD"*

## S. V. APPLEWHITE, Engineer

424 MILLAUDON STREET

NEW ORLEANS 18, LA.

## GUEYDAN LUMBER YARD

LONG LEAF SPECIALISTS

TIDEWATER RED CYPRESS

COMPLETE LINE LUMBER — MARINE PLYWOOD

—Quality Only—

4300 Airline Highway

TE 2828





OUTDOOR ART CLASS making Easter baskets. Mrs. Marguerite Rhodes, teacher, McDonogh No. 26 School.

## *Jefferson Plans For More Than* **THE THREE R's**

By Mrs. A. C. Alexander

President, Jefferson Parish School Board

Of utmost importance in keeping Jefferson Parish in the vanguard of modern progress is its improvement plans for the parish school system. This great project embraces not only major building construction and improvements on all existing schools, but also the addition of courses and subjects of proven value, the institution of the most modern teaching systems, and an increase in the number of teachers.

That the people of Jefferson Parish were aware of the need for enlarged and improved educational facilities,

both physical and academic, was attested when they went to the polls on September 20, 1949, and voted for a School Board bond issue of five and a half million dollars. For money spent on the education of children is money put to its best possible use. It is not really spent, but invested.

Greatest items of construction will be two consolidated high schools, one for each side of the Mississippi River. These modern educational plants are expected to cost well over a million dollars each, and will each accommodate

## PONTCHARTRAIN LUMBER CO., Inc.

Office, Plant and Yard  
Shrewsbury Road and I. C. R. R. Crossing

**RED CYPRESS AND YELLOW PINE  
MILLWORK**

**PAINT AND BUILDING MATERIALS**

Admiral Radios and Television — Electric Refrigerators — Electric Appliances

P. O. Box 9146

METAIRIE, LA.

TEmpLe 2894

# PENDLETON'S

*In Business Since 1920* ●

*Detectives*

*Patrol Service*

*Watchmen & Guards*

*Radio Equipped Patrol Cars*

OFFICES NEVER CLOSED  
REPRESENTATIVES EVERYWHERE

WHITNEY BUILDING  
PHONES RAYmond 3341-3342

## THE JEFFERSON BOTTLING CO.

—BOTTLERS OF—

Cola Hiball • Dr. Up • Big Shot Root Beer • B-Up  
Nu-Life Grape Big Shot Strawberry

Metairie Road and Frisco Crossing

New Orleans, La.

PAILET INDUSTRIES DIVISIONS

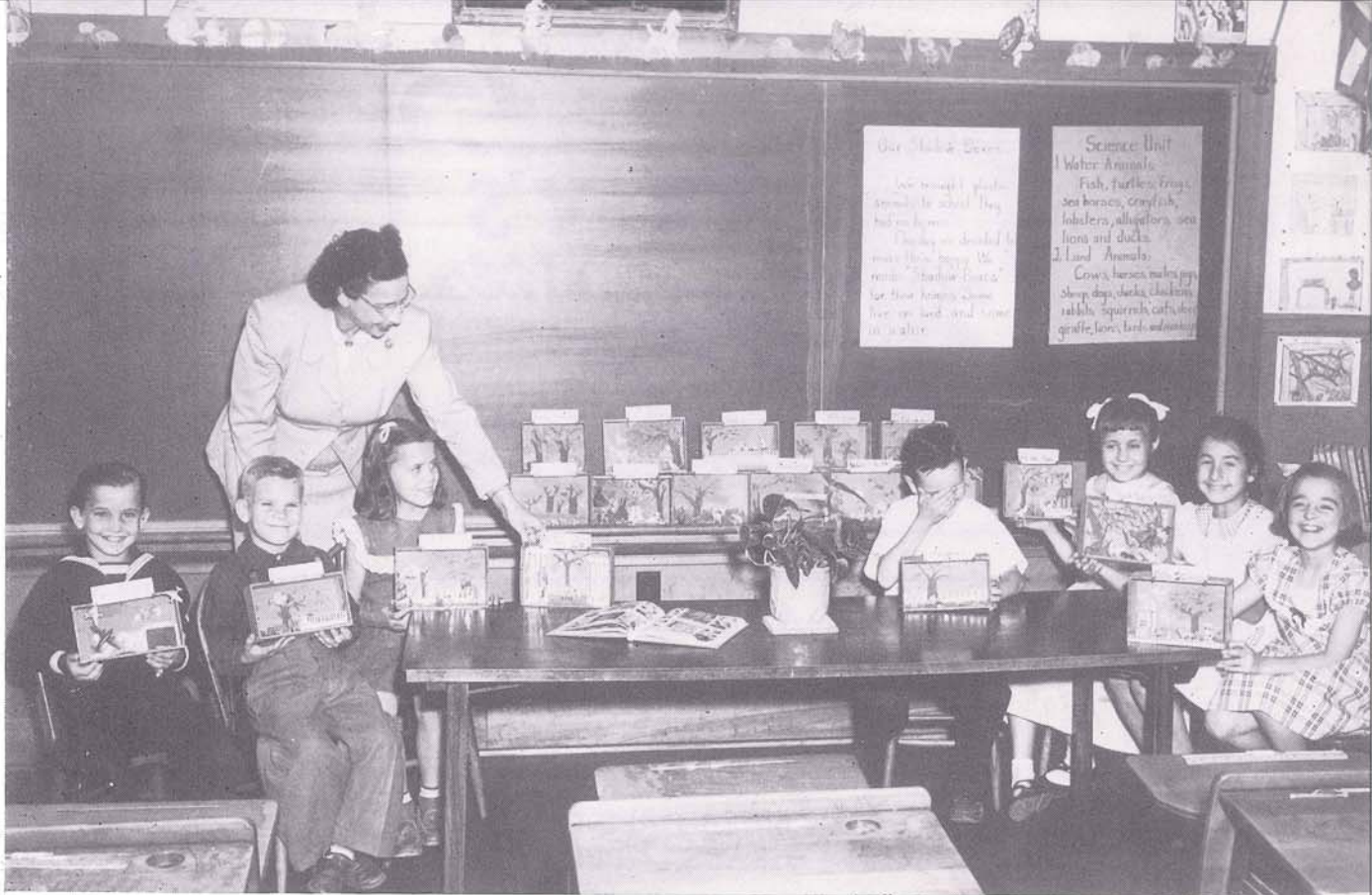
The Jefferson Bottling Company — Metairie Ridge Ice Company — The City Ice Company — Artic Pure  
Ice Company — Riverside Ice Company — Claiborne Ice Company, 2816 S. Claiborne Avenue  
American Ice Company, 2801 St. Philip St. — Marada Stock Farms, Covington, La.  
Countryside Nursery, Covington, La.

## *Swanson Seafood Restaurant*

"BEST HARD CRABS SOUTH"

WEST END OF WEST END PARK





THIRD GRADE PUPILS at Westwego Elementary School, with the shadow boxes they made in connection with a Science project. Mrs. Lizette Wheeler, teacher.

MASKS FOR THE MARDI GRAS season, one of the construction projects for Sixth Grade pupils at Marrero High School. Mrs. Ora Roberts, teacher.





# FREY'S

## *Favorite*

BRAND

# SAUSAGE

New Orleans

L. A. FREY & SONS, INC.

Lafayette, La.

**OUR FIFTEENTH ANNIVERSARY**

## *The Nook*

Est. 1935

*For Fifteen Years Serving the Finest in Foods*

**OLDEST ESTABLISHED CAFE ON THE ISLE  
SEA FOODS — STEAKS — FRIED CHICKEN**

DEEP SEA FISHING — SURF BATHING

Phone 3351

LOUIS I. METOYER

GRAND ISLE, LA.

# KELLER CONSTRUCTION CORP.

7900 PALM STREET, NEW ORLEANS, LA.

## GENERAL CONTRACTORS

Highway and Street Paving, Underground Utilities, Commercial Building and  
Heavy Construction

**CESS POOLS — SEPTIC TANKS CLEANED**

MODERN EQUIPMENT

12 HOUR SERVICE

## **SOUTHERN SANITARY EXCAVATING**

CHALMETTE, LA.

Phone Day or Night

UP. 1524

CR. 9607

JA. 5472

FR. 9275





*FIRE DRILLS are held regularly in Jefferson's schools, to train children to proceed to safety without panic. Above is the student body of Ella Dolhonde School, after a drill.*

*SNELLEN CHART for checking eye deficiencies, and care of the teeth, are demonstrated to pupils of Metairie Grammar School by Miss Armantine Codifer and Miss Edith O'Donnell.*



# *Borden's*

GRADE A MILK PRODUCTS

The South's Finest Milk and Ice Cream Plant

1751 AIRLINE HIGHWAY

TEmpLe 5511

## UNITED DISTILLERS OF AMERICA, INC.

GRETN, LA.

### BULK LIQUID STORAGE

Modern Facilities For Handling All Liquid Commodities — Direct Ship-to-Tank, Car-to-Tank and Tank-to-Tankcar by Electric Pumps

COMPLETE, SPECIAL INSTALLATIONS FOR STORING AND HANDLING VEGETABLE AND LUBRICATING OILS

Drayage — Bunkering  
Car Loading and Unloading

### DOUGLAS PUBLIC SERVICE CORPORATION

BULK LIQUID TERMINAL, MARRERO, LA.

EXECUTIVE OFFICES  
625 Third St.  
SAN FRANCISCO

118 N. FRONT STREET  
2 Broadway  
NEW YORK

NEW ORLEANS, LA.  
219 E. N. Water St.  
CHICAGO

## *Penick & Ford, Ltd., Inc.*

Packers of

### BRER RABBIT

Syrup and Molasses





*GRETNA HIGH SCHOOL softball team about to board the bus for a game with Jefferson High. Much importance is placed on the athletic and sports program in the schools of Jefferson Parish. At left, standing, Miss Ruth Calzada, coach.*

1000 pupils. Upon completion of these schools, which will have gymnasium-auditoriums, libraries and lunchrooms, six parish schools which are presently high and combined high and grammar schools, will be converted to grade schools. This change will enlarge grade school facilities to handle an increase of over 2000 pupils.

New construction also is expected to

include an elementary school in the Brockenbraugh Court area, and one in Bridgedale. The situation as planned will relieve the congestion in Kenner High, Jefferson High and Metairie High.

Immensity of the program becomes apparent by the fact that the two consolidated high schools will not be ready for occupancy for about two years.

## **General Outdoor Advertising Co.**

INCORPORATED

ALFRED D. DONNAUD, Mgr.

New Orleans, Louisiana

**POSTER DISPLAYS**

**PAINTED BULLETINS**

**Neon Signs and Electrical Displays**

Phone GAlvez 3176

3900 Tulane Ave.

## **THE FREIBERG MAHOGANY CO.**

Manufacturers and Importers of

**MAHOGANY LUMBERS AND VENEERS**

JEFFERSON PARISH

## **ALBERT G. THOMAS**

**CLAM SHELL for STREETS, ROADS and RAILWAY BALLAST  
DREDGING, BARGING AND TOWING**

Plant: HARVEY, LA.—Southern Pacific Railroad—Uptown 2116

Office: CANAL BUILDING—Phone MAgnolia 3563—NEW ORLEANS 12, LA.

## **COYLE LINES**

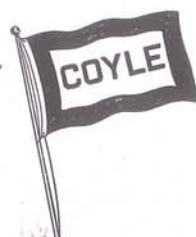
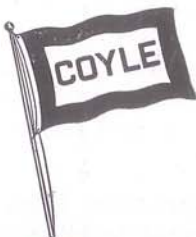
INCORPORATED

—Serving Ports On—

**GULF INTRACOASTAL WATERWAY**

Connecting With All River Carriers  
At New Orleans - Mobile

**TEXAS - LOUISIANA - MISSISSIPPI  
ALABAMA - FLORIDA**



GENERAL OFFICES:

P. O. BOX 6056

STATION A

NEW ORLEANS 14, LA.

Member of the American Waterways Operators, Inc.





RECONDITIONING old toys for needy children. Members of Girl Scout Troop 189, Westwego High, Sixth Grade, directed by Mrs. Helen Mae Smoot and Miss Jackie Birdwell, teachers.

SCIENCE CLASS of the Third Grade, Gretna II School, combining learning with pleasure. Russell Trauth is operating the movie projector.



R. W. MAYRONNE, President

O. H. MAYRONNE, Sec.-Treas.

## **MAYRONNE LUMBER & SUPPLY CO., INC.**

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

Distributors of

**JOHNS-MANVILLE RIGID ASBESTOS SHINGLES**

Chestnut 1942-1943

MARRERO

## **STRATTON-BALDWIN CO., INC.**

**Wholesale Hardware**

Distributors

Hardware, Farm Implements, Tires, Floor Covering, Stoves,  
Ranges, Sporting Goods, Furniture, Lubricating Oil  
and Greases, Paint

**Admiral Radio & Television**

700 TCHOUPITOUS STREET

NEW ORLEANS, LA.

## **HEEBE'S BAKERY**

GEO. HEEBE, Owner

**Only the Best Materials Obtainable Go in the  
Bread That Is Baked in This Modern Bakery**

501 Lafayette Avenue

Algiers 3553

Gretna, La.

## **HARVEY CANAL LAND & IMPROVEMENT CO.**

**Founders and Developers of the Town of Harvey  
and the Inner Harbor**

**Industrial Sites**

**Residential Sites**

**Farm Land**

Office 216 Bourbon St.

Phone RAymond 6480

New Orleans, La.

S. B. Stewart, Secretary



Location of the sites for the structures has been a major problem. Such important aspects as transportation of pupils, density of population, and availability of ground must be thoroughly considered and satisfactorily solved before the first piling is driven into the earth. There is also a multitude of minor but none the less hampering details that must be cleared away before beginning the actual work.

Present planning of the School Board indicates that perhaps the best spot for the East Bank consolidated high school would be some site at the upper end of Metairie. Being considered on the West Bank is the 30-acre plot at Harvey which is owned by the Board.

Academic changes in the new schools will include language classes, a sure indication of growing scholastic interest in other nations, their people and customs. This is encouraged as a primary step in promoting international understanding and good will.

College preparatory courses will be strengthened, and the Home Economics and Commercial courses will be further developed; also Music and Industrial Arts, which last will be expanded to include such immediately useful sub-



*METAIRIE HIGH SCHOOL class in banking, in the commercial department. From left, Billie Jean Williams, Leatrice Barback, Charlotte Zoll and Frank McDonnald.*

*PRETTY MAIDS all in a row. Home Economics Class at Gretna High School enjoying expert instruction by Miss Yvonne Puderer, teacher.*



**1101 SOUTH PETERS**

Corner Howard Ave.

CAnal 8541

"Drive-In" Parking

# **INTERSTATE ELECTRIC CO.**

South's Oldest Merchandising Distributors of  
**AUTOMOBILE & ELECTRICAL SUPPLIES**  
**RADIOS, TELEVISION & APPLIANCES**  
**BICYCLES & SPORTING GOODS**

## **KLOTZ CRACKER FACTORY**

LIMITED

Manufacturers of

**THE BEST SODA CRACKER ON EARTH**

also

**QUALITY CAKES**

615 Tchoupitoulas Street

New Orleans

## ***Woodward, Wight & Co.*** LTD.

THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867

THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867

451 HOWARD AVENUE

TUlane 2471

NEW ORLEANS

## **CLERC LUMBER CO., INC.**

(Henry S. Clerc, Founder)

BUILDING MATERIAL

**"LONG LEAF PINE"**

Governor Hall and First Streets

ALgiers 2159

GREtnA

## **FRANKLIN PRINTING CO., INC.**

JOS. B. DAVID President

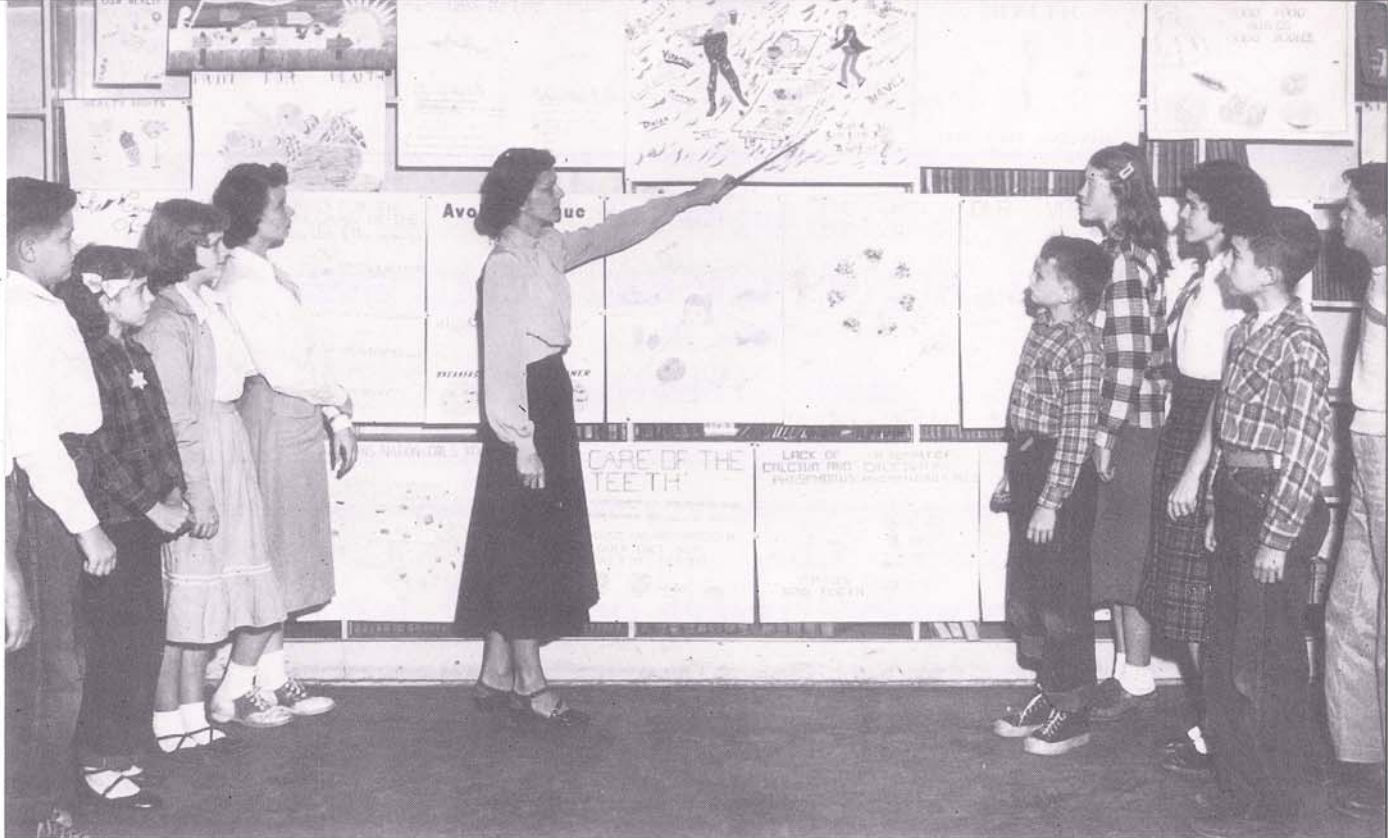
PRINTING AND STATIONERY

Phone CAnal 9654

631 Poydras St.

New Orleans





ENTRIES in the poster contest at Metairie Grammar School. Mrs. Rose Mary Douglas, teacher.

PUPILS of the Sixth Grade, McDonogh No. 26 School learn the importance of a proper diet.



IN OUR 96th YEAR

**LEITZ-EAGAN FUNERAL HOME, INC.**

Since 1854

GRETNA and NEW ORLEANS

WHEN OTHERS WOULDN'T

**DAVIS-WOOD LUMBER COMPANY, INC.**

CYPRESS AND MILL LUMBER AND BUILDING MATERIALS  
OF EVERY DESCRIPTION

1620 Airline Highway

Phone TEmple 5505

**SHOP AND SAVE  
THE A&P WAY!  
A&P FOOD STORES**

*Owned and Operated by The Great Atlantic and Pacific Tea Co.*

**GRAND ISLE**

SALE OF LOTS

Now liquidating the entire holdings of the late Alfred D. Danziger on Grand Isle. Many fine sites to choose from. Will meet your every requirement. All sizes and locations. Priced low. Must sell.

**GEO. DANZIGER, General Agent**

REPRESENTATIVES AT GRAND ISLE

822 Union St., New Orleans, RA. 6157-58

1009 Carondelet Bldg., New Orleans, MA. 2155-56

**USE BULL DOG BRAND  
FERTILIZERS**

Manufactured by

**THE DAVISON  
CHEMICAL CORPORATION**

Office and Factory, Gretna, La.

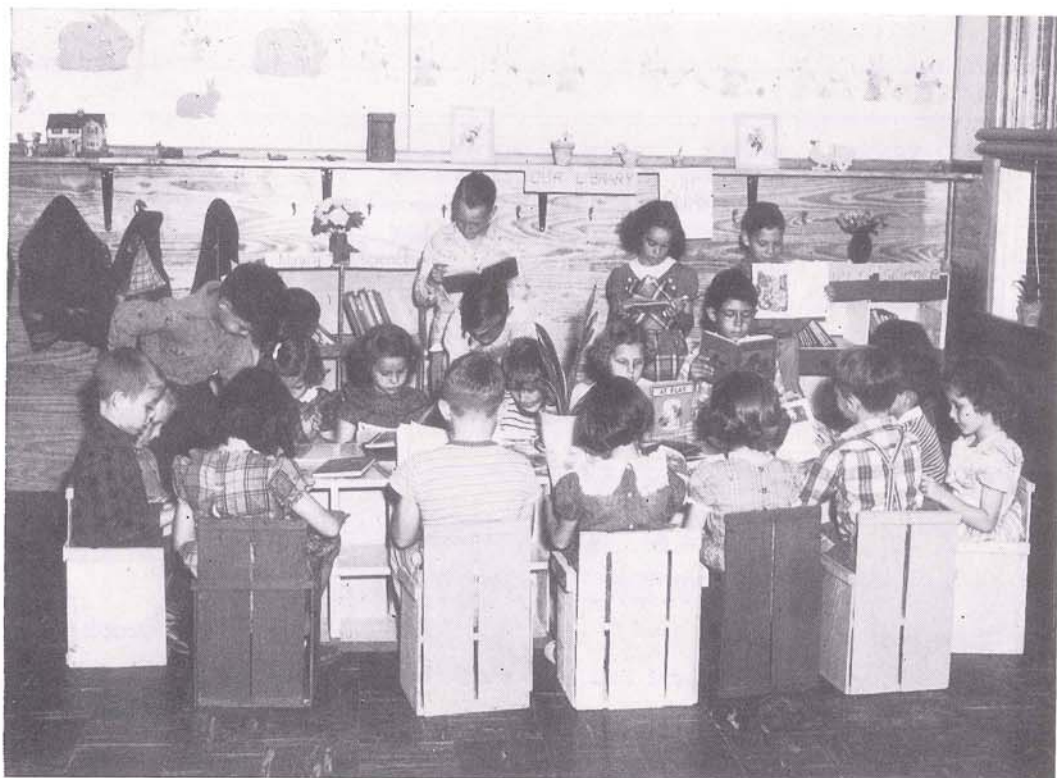






*THE PARISH school construction program calls for more large and efficient lunchrooms, such as this one at Westwego High.*

*LIBRARY CORNER set aside for recreation reading, Kenner High School. The ingenious orange-crate chairs were made by some of these Second Grade pupils as an exercise in manual training.*



## DIXIE TOURIST COURT

U. S. Highway 90—2 Miles East of Huey P. Long Bridge

### QUIET AND RESTFUL

Sight-seeing Tours of America's Most Interesting City  
FIRST-CLASS RESTAURANT

2300 Jefferson Highway

NEW ORLEANS 20, LA.

CEdar 9132



## International Lubricant Corporation

MANUFACTURERS OF THE HIGHEST QUALITY

Automotive and Industrial Lubricants

OFFER

International and Pennilco Motor Oils

IN SEALED CANS

GUARANTEED LUBRICANTS

New Orleans, U. S. A.

## Orleans Materials & Equipment Co.

Structural Steel

Reinforcing Materials—Steel Sheet Piling

Ornamental & Miscellaneous Iron

1556 TCHOUPITOULAS

P. O. BOX 87

CAAnal 7531

NEW ORLEANS, LOUISIANA

SEND YOUR  
RADIOGRAMS

### "Via TROPICAL"

FAST, ACCURATE AND RELIABLE SERVICE TO—

ARGENTINA

BAHAMAS

BRAZIL

BRITISH HONDURAS

COLOMBIA

COSTA RICA

CUBA

EL SALVADOR

GUATEMALA

HONDURAS

JAMAICA

NICARAGUA

PANAMA

PARAGUAY

PUERTO RICO

URUGUAY

SHIPS AT SEA



### TROPICAL RADIO TELEGRAPH COMPANY

TEmpLe 4624—4625

## HYATT, INCORPORATED

### PRINTERS — STATIONERS

Office Supplies

Lithographers

Loose Leaf Ledgers—Blank Book Makers

407 CAMP STREET

NEW ORLEANS, LA.



jects as home repairs. Another new departure along practical educational lines will be the contemplated courses in beauty culture and beauty shop operation.

The ten Negro schools in the parish will account for a large share of the improvements, and two consolidated Negro high schools, one for each side of the river are also part of the plans.

All in all this ambitious program is most encouraging not only to parents, civic leaders and conscientious adults throughout Jefferson Parish, but to our children also. As they work their way upward through the grades to high school, and then onward to college or into business and professional life, they

have and will have a growing awareness that times have really changed, that educational methods are different now than they largely were in the times of their predecessors.

Schools—good schools—are not prisons dominated by strict pedagogues, force-feeding young minds on austere diets of “readin’, writin’ and ’rithmetic.” Children of today are taught to share in the living adventure of learning, not only for the intrinsic pleasures derived from knowledge, but also for being better fitted to cope with the increasingly involved problems of modern and future life.

Ideas and knowledge, ideals and integrity, and sound healthy bodies are no more than the just due of each coming generation from the preceeding ones. We must educate our children in the best possible way.

That is the aim and intention of the Jefferson Parish School Board, and with the cooperation and assistance of the people of Jefferson Parish, that is what we shall do.

---

CHEER LEADERS AND MAJORETTES of Metairie High. From left, Stanley Able, Olive Terrebonne, Margaret Winstine, Barbara Lafleur, Anita Bono, Irene Morris and Frank Willis.



—DAY AND NIGHT SERVICE—  
**Bishop-Edell Machine Works, Inc.**

"GENERAL MACHINE REPAIRS"

Marine and Industrial "Diesel Engine Specialists"

Phones: RAYmond 5221-5222 — Nights and Holidays Call: JA. 1478—AL. 3205-J—CH. 6247  
1008-20 MAGAZINE STREET NEW ORLEANS, LA.

**F. F. HANSELL & BRO., Ltd.**

OFFICE AND SCHOOL FURNITURE

Booksellers and Stationers

131-133 Carondelet Street

New Orleans, La.

AN INSURED TITLE IS A SAFE TITLE  
**Lawyers Title Insurance Corporation**

BARONNE BUILDING

NEW ORLEANS

EUG. J. BENDER, President

**PETER P. ROWAN CO., Ltd.**

DISTRIBUTORS

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

RAYmond 4346

908 to 920 Perdido St.

New Orleans

Night and Sunday Telephones—TE 3667 and UN 4050

**AIRLINE CABINET, SASH & DOOR WORKS**

Sam Cambise

• Joe Caldarero •

Henry Neidhart

KENNER 5211 or 5777

KENNER, LA.



**Gulf & Valley Cotton Oil Division**

Manufacturers of

COTTONSEED SHORTENINGS AND OILS

**BLUE PLATE FOODS, INC.**

Manufacturers of Delicious Blue Plate Food Dressings





#### JEFFERSON PARISH SCHOOL BOARD—MEMBERS AND OFFICERS

Seated, from left: Jacob D. Giardina, Ward 4, Marrero; Louis E. Breaux, Ward 8, Metairie; Mrs. Julia Reynaud, Office Secretary; Lem W. Higgins, Superintendent of Schools; Mrs. A. C. Alexander, President, Ward 9, Kenner; Miss Ruth Pitre, Elementary Supervisor; Evett R. Schieffler, Ward 6, Lafitte; Horace Terrebonne, Ward 4, Westwego; Arthur F. O'Neill, Ward 7, Jefferson Highway.

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

**BORDEN-AICKLEN**  
**Auto Supply Co., Inc.**

AUTOMOBILE ACCESSORIES — REPLACEMENT PARTS — SHOP  
EQUIPMENT — TOOLS

EVERYTHING FOR THE AUTOMOBILE

Phones: RAYmond 6267—6268—6269

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

New Orleans, La.

FOR TARPAULINS

TRUCK COVERS

COTTON DUCK

**BROOK TARPAULIN CO.**

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

357 Vincent Ave., Metairie

CEdar 1368  
RAYmond 4169

Best Quality—Low Prices  
ANYTHING IN CANVAS

**ED. E. FEITEL'S**  
**GENERAL DEPARTMENT STORE**  
**AND SELF SERVICE FOOD STORE**

E. M. MELANCON, Mgr.

Harvey, La.

UPtown 9278

**EIGHTH WARD DEMOCRATIC CLUB OF**  
**JEFFERSON PARISH**

John Bordes, Chairman

Ernest Riviere, President

George Hein, Vice-Pres.

Louis E. Breaux, Treas.

Mrs. D. E. Eastman, Secty.

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

ON THE HILL AT WESTWEGO

**E. KLAUSE'S RESTAURANT AND BAR**

Come up and see us some time. Famous for our home-made Mexican hot chili and home-cooked roast beef. Meals served at all hours. Tasty sandwiches and cold drinks of all kinds.

A. A. HANSON, General Manager

OPEN 24 HOURS

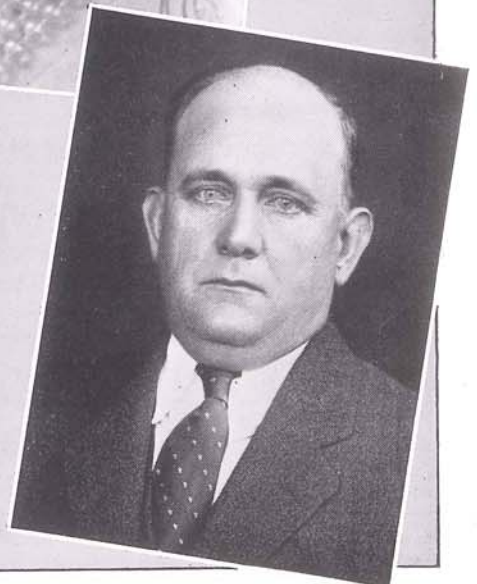
Phone UN. 9101

**PAT'S CLUB**

2215 Jefferson Highway

JEFFERSON PARISH, LA.





# **SCHOOL BOARD OFFICIALS**

*Upper left: Lem W. Higgins,  
Superintendent of Schools,  
Upper right: Hon. Julius F.  
Hotard, Vice-President. Cen-  
ter: Mrs. A. C. Alexander,  
President. Lower right: Hon.  
Louis E. Breaux, Member of  
the Executive Committee.*

**W. HORACE WILLIAMS COMPANY, INC.**  
**ENGINEERS—GENERAL CONTRACTORS**

Southern Building

833 Howard Ave.

**OZONE COMPANY, INC.**

Ozone and Mountain Valley Mineral Waters

Perfection Distilled Water—Paper Cups

Hawaiian Punch

CRescent 1101

Press and Marais Street

New Orleans, La.

**GENNARO'S**

**BAR...DANCING—LARGE PARKING LOT**

3206 METAIRIE RD.

METAIRIE, LA.

**The First National Bank of Jefferson Parish**  
GRETN, LA.

**SERVING JEFFERSON PARISH**

MEMBER F. D. I. C.

**HENRY KRAAK'S NURSERY**

Nurseryman

**CUT FLOWERS — PLANTS — SHRUBBERY**

WHOLESALE ONLY

1019 CENTRAL AVENUE

JEFFERSON PARISH

NEW ORLEANS 20, LA.

Phone TEmple 4441

Night Call UPtown 1198

**J & L STEEL BARREL COMPANY**

**...STEEL BARRELS...**

NEW YORK . . . PHILADELPHIA . . . PORT ARTHUR . . . BAYONNE . . . CLEVELAND

KANSAS CITY . . . GRETN





*DOUBLE PRESENT CAPACITY will be the result of construction of new plant facilities.*

# MAIN DELIVERY

By J. W. Hodgson, Sr.

President and General Manager

East Jefferson Waterworks District Number One

Eighteen years ago the East Jefferson Waterworks began serving District No. 1, and its history since then is a record of constant expansion and development in every way except cost to the consumer.

At 2 o'clock on the afternoon of March 2, 1950, we drove the first pile for our additional plant construction, which will increase our production to 10,000,000 gallons of water per day—

more than double our present capacity. Eventually, when the new facilities have been well proven, we plan to gradually discard our old plant installations. And though it seems strange, it is none the less true that people today, in the area bound by the Orleans and St. Charles Parish lines, the Mississippi River and Lake Pontchartrain, pay no more for water—despite steadily rising costs of material and labor, than they did when

MARINE FINISHES

INDUSTRIAL COATINGS

## PRODUCTS - RESEARCH - SERVICE INC.

Manufacturers of Engineered Coatings

521 AVENUE F — UNiversity 2714

WESTWEGO, LA.

LAKE FOOD AT ITS BEST

## ORIGINAL BRUNING'S RESTAURANT

ON LAKE PONTCHARTRAIN

EAST END  
JEFFERSON PARISH

WEST END PARK  
New Orleans

## O'CONNOR - OAKES CO.

"HELPING BUILD THE WESTSIDE"

542 Second St.

GRETN, LA.

AL. 5533

## MAYRonne's

MUD, CHEMICAL AND ENGINEERING SERVICE

—MAGCOBAR DISTRIBUTORS—

Quebracho—Caustic Soda—S.A.P.P. No. 48—T.S.P.P. No. 99—Oilflos—Soda Ash—Sealflakes—Mica  
MAGCOBAR—MAGCOGEL—HIGH YIELD CLAY—XACT CLAY—LONE STAR PORTLAND CEMENT  
TRINITY INFERNO CEMENT—UNIFLO CEMENT—HIGH EARLY CEMENT

—PETERS ROAD ON HARVEY CANAL—

Phone UPtown 3536—Nights and Sundays: UPtown 4690; ALgiers 3218-W; UPtown 7493

## Flintkote — Ruberoid — Koppers — Roofing Materials

COAL TAR—CREOSOTE—PAINTS—FIRE BRICKS—NAVAL STORES—SEWER PIPE

Write — Wire — Phone

## CRESCENT MATERIALS SERVICE

INCORPORATED

Jobbers

P. O. Box 10097

4900 JEFFERSON HIGHWAY

New Orleans 21, U. S. A.

Office Phones: TEmple 5536—TEmple 5537

Night Phones: GAlvez 1743—UNiversity 6153

ALgiers 1017

CHestnut 7358

## HOTARD & WEBB

CIVIL ENGINEERS





we began selling water in 1932.

This growth has been necessary to keep up with the phenomenal development of District No. 1, where we had to pipe water into 8 new subdivisions alone last year, besides individual residential, commercial and other installations. This means a great deal of water, any way you look at it. It means an average of 70 gallons of water per day for each individual consumer on our lines, for the many needs imposed by normal modern life. These 70 gallons each, take care of drinking, cooking, bathing, washing, sanitation — even sprinkling the lawn—industrial needs, and very

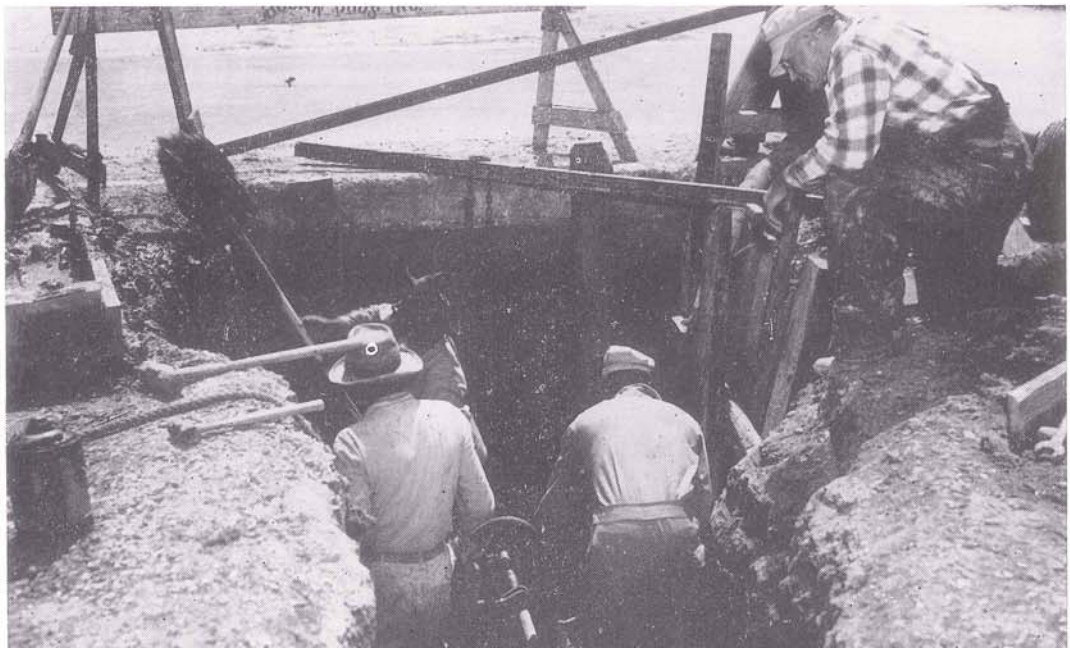
OFFICE of East Jefferson Waterworks District No. 1, with new wing at left.

importantly, fire-fighting — for wherever the pipes go, there is fire protection.

Back in 1946 we found it necessary to put in two new filters, besides rebuilding the four filters already in operation. This increased our capacity by an additional one million gallons per day, for a daily total of over 4 million gallons. In 1947 we laid an extra 5 miles of mains, and the number of our customers had increased to 8909.

Still we were forced to grow with the communities around us. In 1949 we reported that steps were being taken to float a bond issue to increase the plant's capacity and to install larger mains. The next year found us with all the

PIPE-LAYING goes on constantly. Workers here are jettisoning a main under the highway, to keep pace with new development.



**Stauffer, Eshleman  
& Co., Ltd.**

Established 1817

**WHOLESALE HARDWARE**

511 Canal Street

MAGNOLIA 5621

DINE and DANCE

**BRIDGE CIRCLE INN**

Foot of Huey P. Long Bridge

Westside

Office Phone RA. 1281

Night Phone AM. 3511

**Schayer-Badinger, Inc.**

**GENERAL REPAIRS TO TRUCKS  
CARS—STATION WAGONS**

—Equipment To Save Your Tires—

728 S. Saratoga St.

New Orleans, La.

**Frank A.**

**Von Der Haar**

**FRUIT, VEGETABLES, POULTRY  
AND FISH**

Service and Quality

—Phones—

Market: UP. 6882

Residence UP. 2990

Gen. Pershing and Magazine Streets

New Orleans

**Foundation Plan, Inc.**

**LOANS AND FINANCING**

**Various Convenient Plans**

419 Carondelet St.

RA. 5279

**SIDNEY GAUTHIER**

Fancy and Staple Groceries,

Meat Market, Soft Drinks,

Notions, Dry Goods

UPtown 9275

HARVEY

**J. Wallace Paletou,  
Inc.**

—REALTORS—

310 Carondelet St.

New Orleans, La.

RESIDENTIAL — COMMERCIAL

FARM LANDS — RENT COLLECTIONS

PROPERTY MANAGEMENT

**Fleming Canal Store**

**GENERAL MERCHANDISE**

Furs — Alligator Hides

Sea Foods

PHONE BARATARIA 1313



bonds sold and a fund of \$1,175,000 with which to enlarge our facilities. That year also we announced that we expected to serve at least eight or nine hundred additional customers before the end of the year. Consider how modest was our estimate when our records show that in 1949 we added a total of 1719 installations on our lines.

Now through more than 200 miles of mains of all sizes, from 12-inch down to 4-inch, including the 70 to 80 *thousand* feet laid last year, fresh, pure water is delivered day and night, winter and summer, to 12,199 customers, or more than double the 6000 installations we served in 1944.

This water is delivered to our plant, in its impure state, by that limitless source, the Mississippi River. No drought could cause us the discomfort and even hardship endured by other parts of the country in prolonged dry spells. The River is always there.

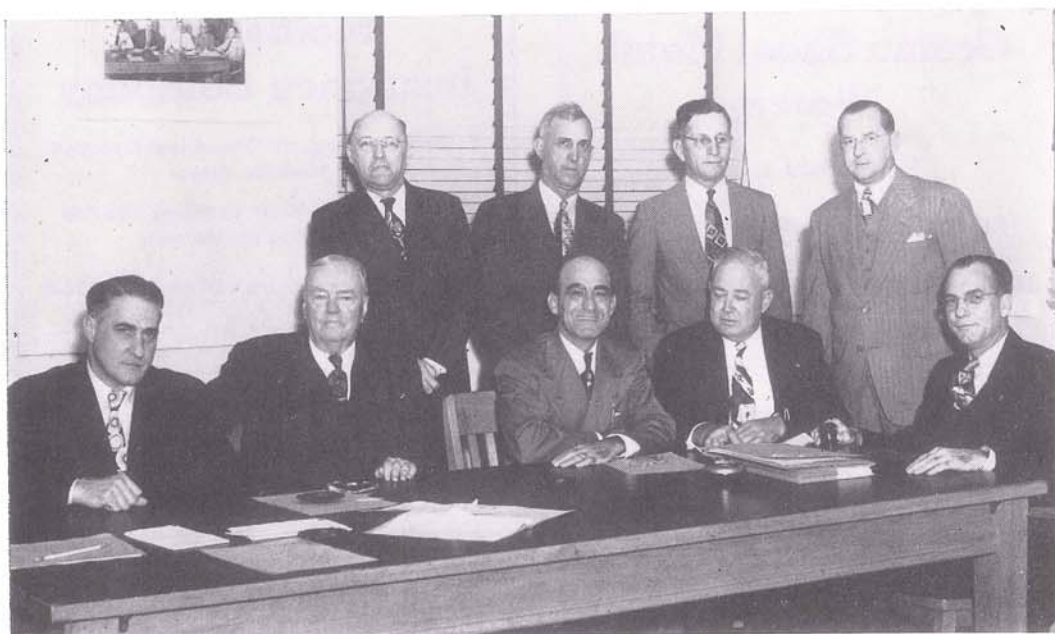
The water we use, however, must be carefully purified, every drop of it, regardless of whether it is for drinking purposes or to extinguish a blaze in the night. This is done by a precise and vigilant purification process, beginning with the initial natural settling out of

the heavier particles of sediment and ending with a thorough filtering that renders it laboratory-pure and sparkling clear. Treatment with necessary chemicals to further the settling is part of the process, and the addition of a little chlorine, which affects neither the taste nor odor, is another. Its purity and wholesomeness are checked twice weekly by the Louisiana State Board of Health, and regularly by ourselves, taking samples every day from a different school area.

A system of pumps, reservoirs and water towers keeps up a constant pressure of 60 pounds per square inch out to the very ends of the lines, assuring safety to life and property in the event of fire, to practically everyone in our district.

How long will it be before we expand again? It would be difficult to ascertain just now. The present population of the East Bank of Jefferson Parish is 53,441. Though pipe-laying and consumer installation will go on all the time, the 10,000,000-gallon daily output of our plant now will be more than ample for a population of over 100,000.

Long before Water District No. 1 goes over that figure, we will start to take care of that too.



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

*Seated, from left: Commissioners—Blaise Camel; E. J. Bender; Paul D'Gerolamo, Assistant Manager and Purchasing Agent; Charles A. Boutall, Vice-President; and John W. Hodgson Sr., President and General Manager. Standing, from left: Department Heads and Officials—E. George Lorio, Treasurer; William Wolf, Outside Superintendent; O. Gaudet, Plant Engineer, and Frank V. Draube, Secretary.*

**J. C. COLLINS, Agent**

**SHELL REFINING COMPANY**

Distributor

ALSO GOODYEAR TIRES AND BATTERIES

P. O. Box 22

University 5354

Westwego, La.

UPtown 4688

**HARVEY MUD CO.**

DICK N. HARRELL, Sole Owner

**DRILLING MUD AND CHEMICALS**

Authorized Distributors

**BAROID SALES PRODUCTS**

P. O. Box 26

Office, Harvey, La.

**DE WEESE**

**FOR DRUGS**

Westwego, Marrero,  
and Bridge City

**ELLZEY STORES**

E. J. BLANCHARD, Manager

Phone ALgiers 9112

601 Lavoisier St.

**GRETN, LA.**

**Gretna Sheet Metal  
Works**

J. E. LARKIN, Prop.

**ROOFING AND SHEET METAL**

1400 LAFAYETTE AVE.

GRETN, LA.

ALgiers 2269 — 3592

**Mothe Life  
Insurance Company**

A Westside Company Owned and Operated  
by Westside People

By Patronizing a Home Company You Are  
Helping Build the Westside

1300 Vallette

Phones: ALgiers 1028 - 1029

ALGIERS, LA.

**CAREY & HELWICK**

**HARDWARE AND  
SPORTING GOODS**

326 Camp Street

RAYmond 5426

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

We Carry Parts and Repair Coleman Products

**CODIFER, INC.**

Developers of BONNABEL PLACE

Pioneer Developers of METAIRIE

1905 METAIRIE ROAD





*PLANT, office personnel and outside crew at Marrero.*

# LIQUID ASSET OF THE WEST BANK

By Ed E. Feitel

President and General Manager

Jefferson Waterworks District Number Two

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

The plant was built in 1931 by the taxpayers of the district, after a bond election in the amount of \$350,000 had been held. This bond issue was fully liquidated in May of this year.

Since the construction of the plant in 1931 the capacity has been increased from 1,500,000 to 3,500,000 gallons of pure, potable water per 24 hours. Construction of the necessary reservoirs

and filters to obtain this increased capacity cost \$78,424.72 and was paid for out of the operating fund at no cost to the taxpayers. With the additional capacity of our plant and because of the tremendous increase in water consumers in our district, it became necessary to make extensions to our distribution system and to construct a new raw water intake station on the Mississippi River. To do this a bond issue in the amount of \$300,000 was floated and approved.

This program was completed in March of this year and our board is proud of the fact that the millage to retire this bond issue has never been

## W. A. Ransom Lumber Co.

—Manufacturers—

BAND SAWN HARDWOOD  
LUMBER

Harahan, La.

Marking Devices and Supplies Since 1867  
BADGES—BULLETIN BOARDS  
ENGRAVED PLASTIC PLATES

**E. D. SMITH'S  
STENCIL WORKS**  
RA. 2129  
RUBBER STAMPS, STENCILS, SEALS  
**426 CAMP** NEAR **POYDRAS**

NEW ORLEANS

PHONE 4261

N. I. LUDWIG

**OLEANDER HOTEL**  
ON THE GULF OF MEXICO

LUDWIG'S LANE

GRAND ISLE, LA.

TAKE A TURN FOR THE BEST ...

**WWL 870**

on your dial

LOYOLA UNIVERSITY  
OF THE SOUTH

NEW ORLEANS, LA.

## Boulevard Hardware Store

Mrs. C. O. Cherbonnier and Sons, Props.

SHERWIN-WILLIAMS PAINTS

Chestnut 1248

BARATARIA BLVD.

MARRERO, LA.

## FITZGERALD'S LAKE HOUSE

AND

FITZGERALD'S SEAFOODS  
(FORMERLY ROSTRUPS)

SEA FOODS A SPECIALTY

EAST END

AUdubon 9223

JEFFERSON PARISH

## WILSON VARIETY STORES

209 Huey P. Long Ave.

Gretna, La.

Fourth St. and Ave. B

Westwego, La.

4510 Freret St.

New Orleans, La.

## Brown's Restaurant & Cafe

FINE WINES AND LIQUORS

For Over 30 Years the Best Place  
to Eat

At Jackson Ferry Landing

GRETN, LA.





*FILTER ROOM of Jefferson Parish Waterworks District No. 2.*

higher than .001½ mills. No millage was levied against the final payments of the bonds and interest due in 1950 on the original bond issue of \$350,000.

Our water rates are undoubtedly the lowest in the State of Louisiana with the exception of the City of New Orleans.

It is also the opinion of representatives of the Louisiana State Board of Health that our plant is one of the best operated small plants in the state. As

an example of our plant's reputation for water purification I would like to point out that we have visitors monthly from the medical schools of Tulane University and Louisiana State University. These students represent such far away places as China, Siam, Peru, Manila, Italy, Greece and Mexico.

We are looking forward to a future of continued growth and development, and of unceasing exemplary service to the consumers of our district.



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

*Seated, from left: Edward L. Fos, Commissioner; Jacob D. Giardina, Vice-President; Ed. E. Feitel, President and General Manager; Anthony Peperone and Curry Juneau, Commissioners. Standing, from left: Nezem Lorio, Superintendent of Plant; J. Donner Nolan, Secretary and Treasurer.*

## FISHER'S STORE

GENERAL MERCHANDISE

Branch of Charles Levy, Inc.

PHONE LAFITTE 5103

LAFITTE, LA.

## SHIPPERS COMPRESS WAREHOUSE

ATKINSON & COMPANY, Owners

Southport, Jefferson Parish, La.

## Crescent Typewriter Exchange

General Agents For

L. C. SMITH AND CORONA TYPEWRITERS  
VICTOR ADDING MACHINES

All Makes TYPEWRITERS Sold, Rented, Repaired

New and Used Portable Typewriters of All Makes.

Rebuilt Standard Machines of All Makes.

Rebuilt Cash Registers Bought and Sold

RAYmond 3741

Established 1894

## Algiers Music Co. Broadmoor Amusement Company

MUSIC BOXES RENTED FOR ALL OCCASIONS

Rain or Shine—Call Us

Phone AL. 2854

400 Newton at Teche

ICE CUBES

SCORED ICE

## Rantz Ice Factory

222 Homer Street

ALgiers 1466

ALGIERS, LA.

## GEO. B. MATTHEWS AND SONS, INC.

New Orleans, La.

HORSE AND MULE FEEDS—DAIRY FEEDS  
POULTRY FEEDS AND MASHES

Near Girod and South Liberty Streets

CAnal 3122

## SAMUEL BROS.

GREYNA

LARGEST DEPARTMENT STORE ON THE

WEST BANK OF THE RIVER

## Cutcher Canning Co., Inc.

"CUTCHER" BRAND

Packers of Headless, Cooked Peeled Shrimp  
and Cold Pack Strawberries

Canners of Quality Shrimp,  
Crabmeat and Oysters

RAYmond 5059

UNiversity 6111

WESTWEGO, LA.

## GARDEN OF MEMORIES

BEAUTIFUL MEMORIAL PARK

4800 Airline Highway

TEmples 2321 — RAYmond 3254

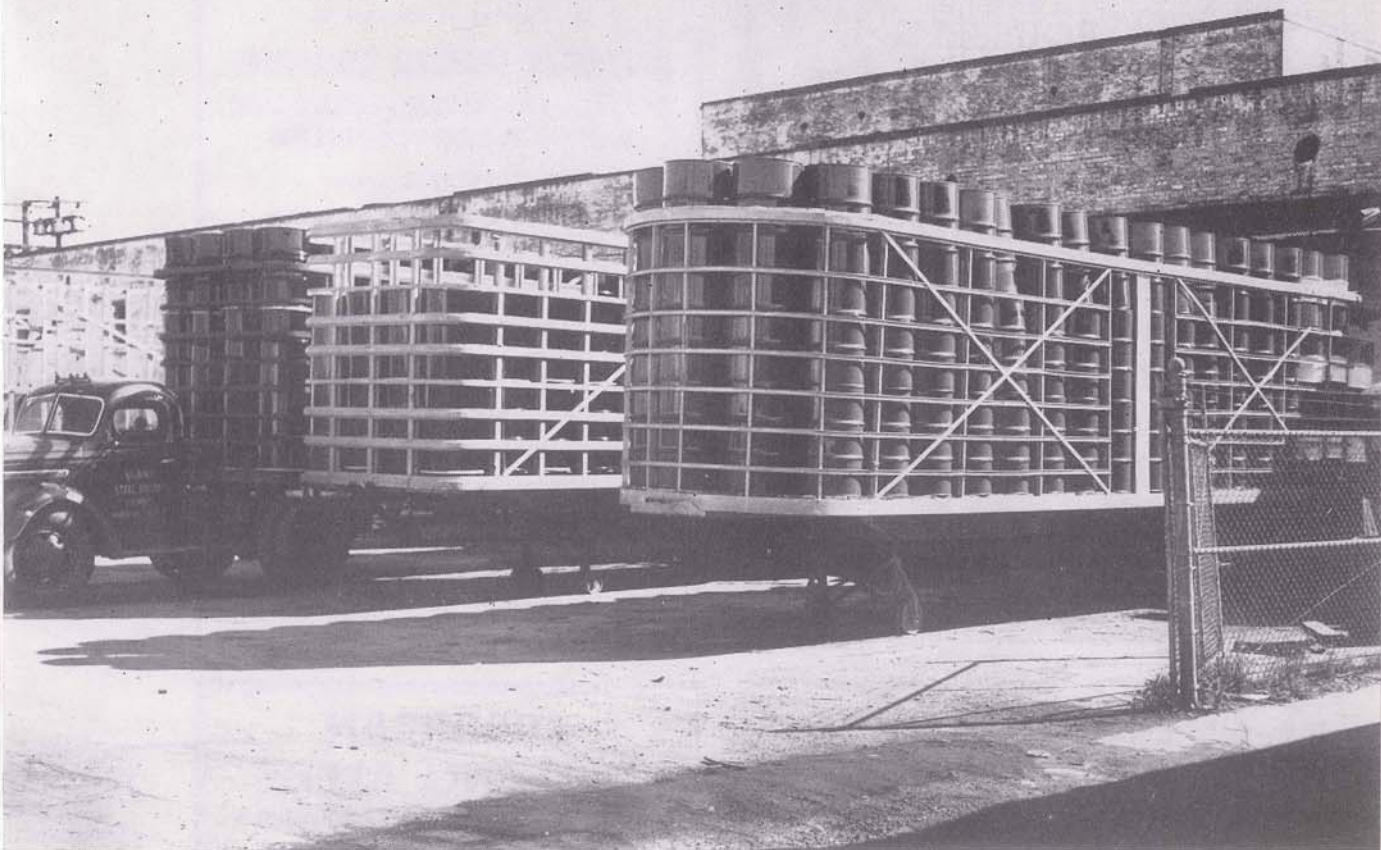
## HUMBLE OIL & REFINING CO.

NEW ORLEANS, LA.



**IN JEFFERSON THE FUTURE HAS ALREADY BEGUN**

# GRETNA



By William J. White, Mayor

Since 1884 Gretna has continued to be the Parish Seat, and is today still the main artery that connects the West Bank of Jefferson Parish with the City of New Orleans.

Many industries and plants have located in Gretna because of its ideal location, and its low tax assessment, and this naturally gives employment to hundreds of people who live within the city and in the vicinity.

The department stores along Huey P. Long Avenue serve a greater part of

the West Bank, and the parking meters in the business section provide revenue and stimulate commerce to the advantage of the local merchants and the city as a whole. This commercial and business section has grown to an extent never dreamed of ten years ago.

Revenue from the parking meters contributes toward the payment of the police force of the city. Only four years ago the Gretna police force consisted of a city marshal and one policeman. Today our alert, efficient force consists

Service Is Our First Thought  
Insured Service Day and Night

## SMITTY'S CABS

(Algiers Ferry Landing)

ALgiers 1043

—Manufacturers of—  
STEEL SHIPPING CONTAINERS

## United States Steel Products Company

UNITED STATES STEEL CORPORATION  
SUBSIDIARY

MAUMUS CLAVERIE, So. Mgr.  
P. O. Box 4026, Station F  
Telephone: TE. 2851  
NEW ORLEANS, LA.

## ROUSSEL'S Circle Service Station

"SERVICE WITH A SMILE"

Allyn P. "Rock" Roussel, Prop.

Phone ALgiers 9205 — 24-Hour Service

Monroe and Keppler Sts. GRETN, LA.

TEmples 2022 — TEmples 1602

## JEFFERSON LUMBER COMPANY

DOORS—MOULDING—MILLWORK  
PAINT—BUILDING SUPPLIES

J. D. ALBEANESE, Owner

Airline Highway at Shrewsbury Rd.  
METAIRIE 20, LOUISIANA

DRINK

**ROYAL CROWN  
COLA**  
REG. U.S. PAT. OFF.

BEST BY TASTE TEST

## SOULÉ COLLEGE, INC.

95th Year

### ALL BUSINESS SUBJECTS TAUGHT

Personal instruction. Day and Night Sessions.  
Open the Entire Year. You may enter at any  
time. Approved for Veterans Training.

Placement Bureau assists graduates in getting  
located. Send for interesting literature.

"Soule Students Succeed"

1410 JACKSON AVE. NEW ORLEANS

## JACK DE FEE

OIL WELL SUPPLIES

UPTown 5394

HARVEY

## SUBURBAN BOWLING ALLEY

Pleasure — BOWLING — Exercise

NEW AIRLINE HIGHWAY AT  
SHREWSBURY ROAD

TEmples 4600

E. J. Dupepe Lynn P. Dominique  
Metairie, Jefferson Parish, Louisiana

## Brunies' Restaurant

Established 1897

SOLOMON and SANDERS, Props.  
Chicken Dinners, Western Meats,  
Sea Foods Our Specialty  
LUNCHES DAILY

Accommodations for Banquets  
and Private Parties

700 Second St. Phone AL. 2966  
Two Blocks from Gretna Ferry

## WEINER'S

THE WESTSIDE'S LEADING

FURNITURE STORES

137 Delaronde St. 120 Huey P. Long Ave.

ALGIERS, LA.

GRETN, LA.





LOVELY RESIDENCE *representative of great housing construction completed in Gretna last year.*

of a marshal and five policemen, adequately equipped with a police car with two-way radio, available day and night. Gretna is proud of the fact that it ranks among the highest in municipalities throughout the nation in law enforcement and among the lowest in criminal rate.

Gretna has been most active in keeping pace with progress. Part of this activity has meant bettering living conditions and increasing safety factors in the city.

In the year past more than four miles of sewers have been added to Gretna's disposal system. This addition covered all sections of the city where sewers could be extended, and included most of the residential areas.

During the same time, according to figures by City Engineer Alvin E. Hotard, more than thirteen miles of water mains, none smaller than six inches, were added to the city's pure water distribution system. Approximately 20% of the new installation was

STURDY CONTAINERS *that carry oil and other fluids to all parts of the world are made at the J & L Steel Barrel Co. in Gretna.*



## NEEB'S HARDWARE STORE

HARDWARE AND PAINT

Algiers 9329

338 Lafayette Ave.

GRETN

"Say It With Flowers"

## METAIRIE RIDGE NURSERY CO., LTD.

FLORISTS

NURSERY — METAIRIE RIDGE

139 Carondelet St.

New Orleans, La.

## ABDO'S DRUG STORE

QUALITY AND SERVICE

Jefferson Highway and Williams St.

Kenner 7411 — Dial 21-7411

KENNER, LA.

—We Deliver—

You'll Enjoy Yourself at the—

## METRY CAFE & BAR

JOHN MUHOBERAC, Proprietor

Regular Meals — Short Orders

Mixed Drinks — Prompt Service

601 Metairie Road

## Commercial Solvents Corporation

DISTILLERS OF FINE ALCOHOL

Terre Haute, Indiana

Executive Offices: 230 Park Avenue

New York, N. Y.

## ESTELLE STORE AND BAR

BARATARIA ROAD

Estelle 1913

MARRERO

P. A. LANE, Prop.

## Mancuso Barrel & Box Company

Kenner, Louisiana

SLACK BARRELS

WOODEN BOXES

Vegetable Crates . . . Fish Boxes

Beer Cases . . . Oil Boxes

DIAL 21-5581 —Phones— L. D. 2111

## MELLING CEMENT BLOCK WORKS

ED MELLING, Prop.

COAL AND BUILDING MATERIALS

READY MIXED CONCRETE

Algiers 2191

GRETN

Road Service—Batteries Recharged  
Tires Repaired—Cars Washed and Greased

GULF PRODUCTS

## Roussel's Service & Repair

504 Peters Road

HARVEY, LA.

Phones Uptown 4687 - 2300

A. J. Roussel, Jr.

## C. A. KAMMER MERCANTILE CO.

Lafitte Road

LAFITTE, LA.

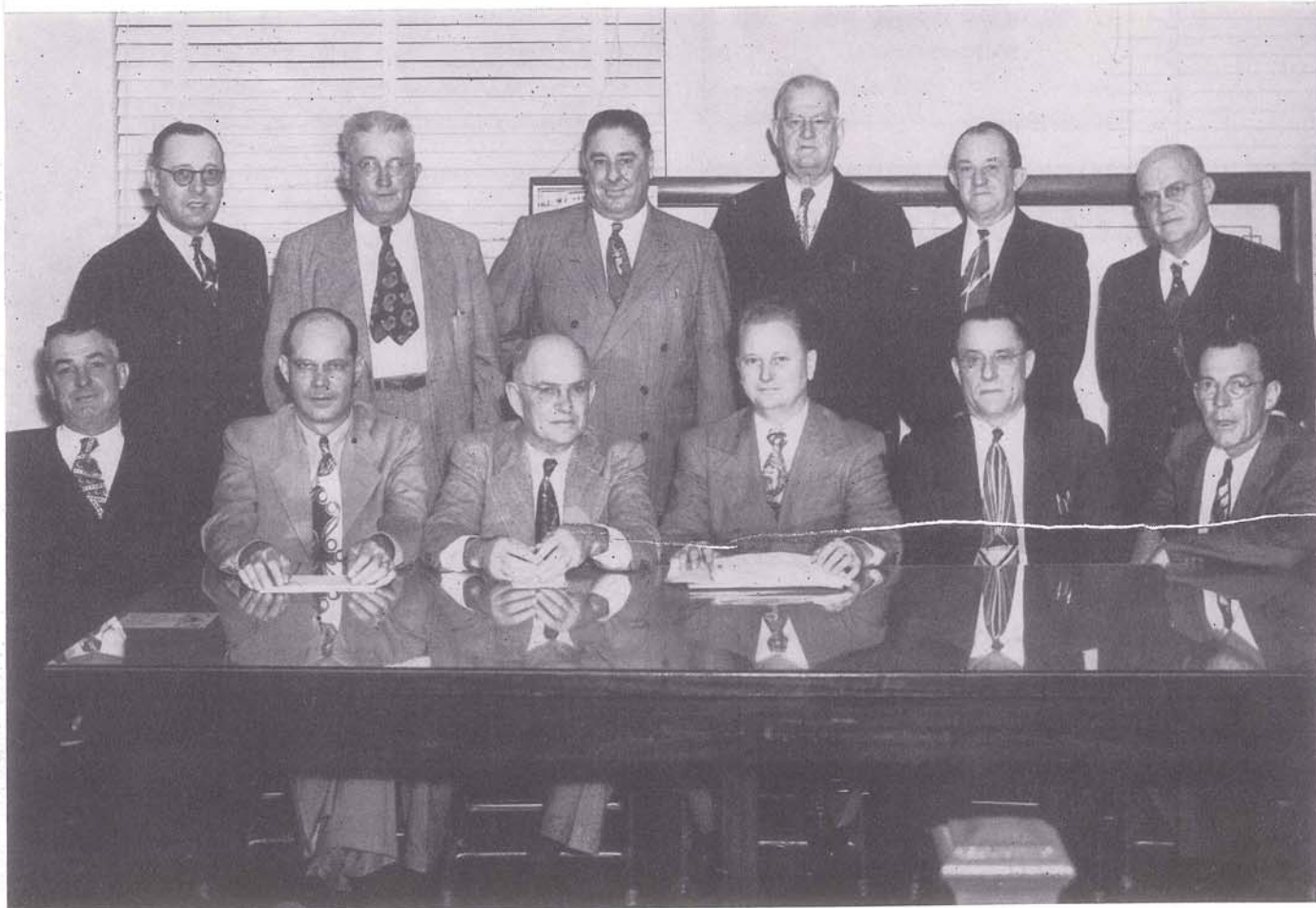


large mains laid in the form of a huge rectangular loop, with smaller mains leading off from the perimeter like the bars of a gridiron. This highly approved system is designed to give increased pressure and volume of water in the event of fires, even in the outlying sections. The loop, which includes almost the entire built-up area, is one of Gretna's chief bids in its efforts toward reduced fire insurance rates.

Another public facility will be completed in about a year. This is a mod-

ern incinerator that will dispose of all the refuse and garbage for the area. The handsome structure will be of a pleasing design, resembling old-time incinerators only in the tall stack that is essential to its operation.

The many new subdivisions that have been opened now provide additional housing facilities for the fast-growing little city. With a bridge across the Mississippi River very much in view, Gretna looks with confidence toward a brighter and bigger future as the hub of the West Bank.



#### OFFICIALS OF THE CITY OF GRETNA

Seated, from left: John P. Ray, Alderman; Charles A. Huber, Alderman; Edward L. Hodge, Alderman; William J. White, Mayor; Eugene Gehring, Alderman and Mayor Pro-Tem.; G. Ashton Cox, Alderman. Standing, from left: Julius F. Hotard, City Clerk; Joseph Bishop, Supt. of Waterworks; Beauregard Miller, Town Marshal; Henry F. Bender, Director of the Budget; Andrew Kraus, City Treasurer, and Andrew H. Thalheim, City Attorney.

**FRIEDRICH'S  
WOOD SPECIALTIES**

—Manufacturers of—

FOREVER BEAUTIFUL CHROM PLASTIC  
DINETTES, PALLETS AND SKIDS

TEmples 1681

4500 AIRLINE HIGHWAY  
New Orleans 20, La.

**METRY TOURIST  
COURT**

... New and Modern ...

U. S. HIGHWAY 51 and 61

AAA

APARTMENTS — COMPLETELY FURNISHED

3807 Airline Highway Phone CEdar 9123

Proprietors F. W. Brown and A. H. Salomon

**FORAY'S  
RESTAURANT**

ORIGINAL POOR BOY SANDWICH

Curb Service — Sea Foods  
Hot Plate Lunch Served Daily

... We Never Close ...

TEmples 3911 2815 Airline Highway

David Beach, Joseph D. Beach, Paul M. Beach  
Robert G. Poche

**Beach Bros. Furniture Store**  
FURNITURE, HOME FURNISHINGS  
AND APPLIANCES

TEmples 5549 3629 Airline Highway  
New Orleans 20, La.

**CRANE CLOTHING  
CO., Inc.**

1218 Canal Street

NEW ORLEANS 13, LA.

TEmples 5321 "Red" Morere, Prop.

**SOUTHPORT LUMBER CO.**

ALL LUMBER DRY and DRESSED

1900 JEFFERSON HIGHWAY  
NEW ORLEANS 21, LA.

**TOPS CO., INC.**

Distributors

KOHLER PLUMBING FIXTURES  
LAWSON WATER HEATERS  
FLOOR FURNACES

421 Lake Ave., Southport TE 5551

**OHELLO'S TIP TOP  
PAVILLION**

OHELLO BROS., PROPS.

BARATARIA ROAD  
MARRERO, LA.

**CAMINADA COURT**

AT THE WEST END OF GRAND ISLE

"Grand Isle's First Modern Court"

Hot and Cold Water, Innerspring Mattresses

Owned and operated by

**Mr. & Mrs. J. D. Burnett**

TELEPHONE 3231

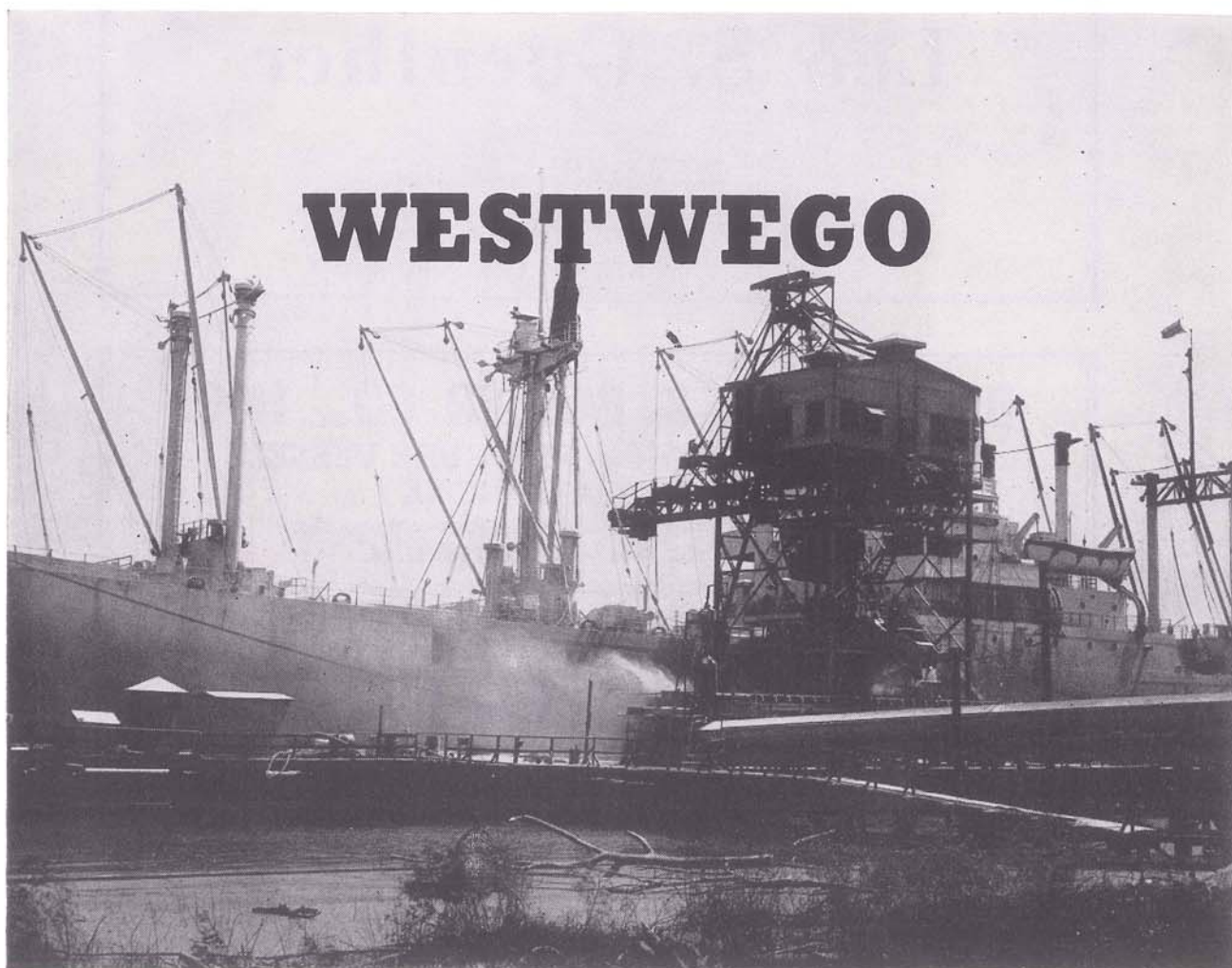
**WESTERN UNION  
TELEGRAPH CO.**

J. C. JACKSON, Superintendent

RAYmond 9696



**IN JEFFERSON THE FUTURE HAS ALREADY BEGUN**



**By R. J. Duplantis, Mayor**

The progress and growth anticipated last year for Westwego has proved in many ways that our expectations were very firmly founded. Now in 1950 we look back upon a year of continued production plus increased industrial and residential growth.

The Westdale subdivision is an excellent example of this last claim. November of 1949 marked the laying of foundations for the first 10 of thirty-one homes by the firm of Dane and Northrop. In March, 1950, 12 more homes were started in the area, which has room for 45 building sites, and there is adjoining acreage which may be developed in the future.

For a long time primarily a seafood center, with the Ed Martin Seafood Co., the Robinson Canning Co., and the Cut-

cher Canning Co. running regularly, and four other processing plants operating seasonally, this energetic community at the west end of the Huey P. Long Bridge has been outstripping present accommodations for highway vehicular traffic. This situation promises to be relieved with the construction of the 4-lane super-highway from the bridge to Algiers, on which preliminary survey work began in the latter part of last year.

In our environs sugar cane molasses produced mainly in Louisiana is stored by the North American Trading & Export Company and the U. S. Industrial Chemical Company in tanks totaling 15,000,000 gallons, awaiting conversion into commercial alcohol by the Publicker Alcohol Company, a branch of Pub-

# Leo S. Guenther

METAIRIE, LA.

## DELTA PIPE & BOILER CO., INC.

PIPE FABRICATION — PRESSURE VESSELS  
TANKS & PLATE WORK

JEFFERSON HIGHWAY AT HUEY P. LONG BRIDGE — TEmple 6301  
POST OFFICE BOX 10004 — NEW ORLEANS 21, LA.

## GREEN-WALKER GALVANIZING COMPANY, Inc.

COMMERCIAL HOT-DIP GALVANIZING

Post Office Box 10,006    5002 Jefferson Highway    Phone TEmple 6301  
NEW ORLEANS 21, LOUISIANA

## GRETNA HARDWARE CO.

Phone ALgiers 9122

221 Huey P. Long Ave.

CLIMATIC PAINTS — WESTINGHOUSE REFRIGERATORS  
EASY WASHING MACHINES

## *Sunshine Biscuits*

ARE MADE IN NEW ORLEANS BY  
SUNSHINE BISCUITS, INC.

1111 So. Peters Street

RAYmond 7277

WILLIE  
BOUDREAUX

*Gretna*





licker Industries. The Marcomb Boat Works turns out powerful speedboats of 40 mph speeds for use in oil operations, and conquering all difficulties of marshland oil exploration, the efficient and economical "Marsh Boat" is also built in Westwego. This amphibian craft, powered by an ordinary Ford V-8 engine, is constructed by the Marsh Equipment Company, which for three years has made airboats, quarter boats and barges.

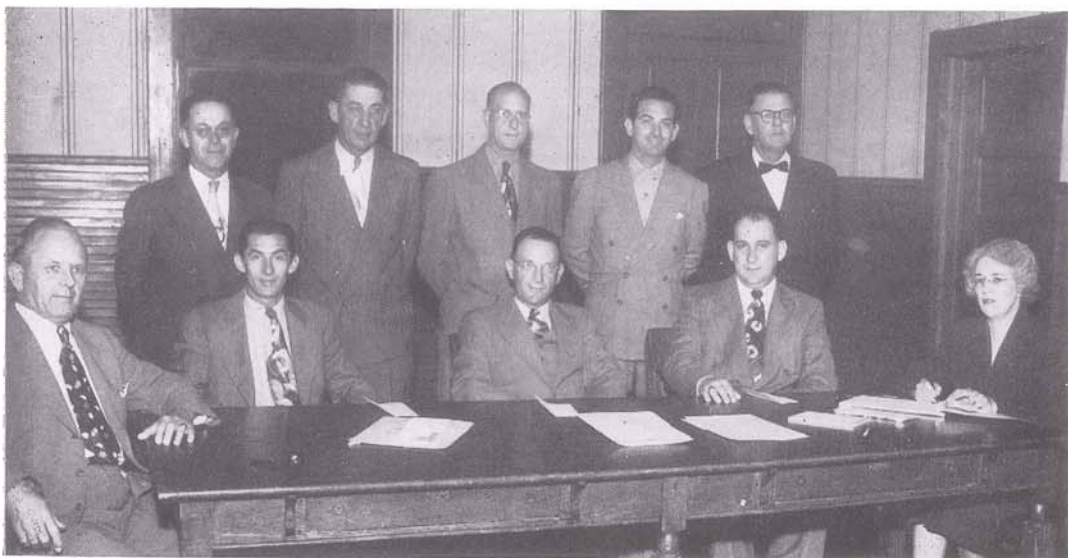
Protective coverings are made here by the Products Research Service, Inc., from synthetic resins, and among our newer industries we list Plastic Vent of Louisiana, which makes durable and attractive awnings readily adaptable for all types of buildings.

Preliminary planning has started on enlarging our water plant facilities.

*Rows of new homes dot the Westwego area.*

Though currently our 1,400,000 gallons per day is enough for our increased residential and commercial needs, the reserve of 50,000 we feel to be insufficient for fighting a great fire, should that ill fortune ever be visited upon our community. Another reserve of 250,000 gallons would greatly increase our safety margin and it is toward this that we are working.

Meanwhile Westwego, founded by the survivors of the 1893 hurricane that destroyed Cheniere Caminada, regards with satisfaction the half century since then, and looks forward with eager anticipation to the next year, the next half century—and beyond.



#### OFFICIALS OF THE TOWN OF WESTWEGO

*Seated, from left: Roy C. Keller, Alderman; Burton Elliott, Sr., Alderman; Clarence A. LaBauve, Alderman; R. J. Duplantis, Mayor, and Mrs. Alice Bouvier, Secretary and Tax Collector. Standing, from left: Jacob Gregory, Town Marshal; Louis Marcomb, Alderman; Caesar Baril, Treasurer; Nestor L. Currault, Jr., Attorney and Terrance J. Adams, Alderman.*



## IN JEFFERSON THE FUTURE HAS ALREADY BEGUN

# KENNER

By Dr. Joseph S. Kopfler, Mayor

Life is good in Kenner, as more and more hundreds of people are discovering all the time. We enjoy a delightful climate, pleasant working conditions, industrious citizens and other qualities, physical and abstract, that people always look for when they decide to settle. Perhaps "mushrooming" is the only word that adequately describes what is happening to our town and its vicinity.

Our many industries and commercial organizations have completed or are finishing their ambitious expansion programs. For local business continues unabated in its task of satisfying the needs of the community and the nation.

Production of construction materials proceeds apace at the Ipek Plywood Corporation, the Airline Lumber Company, with its largest drying kiln in the South, the Airline Sash, Blind and Door Factory, the Jordano Sash and Door Company, and the several concrete block plants. Unique in his profession is L. N. Stenger, who makes models and patterns for metal castings in his shop just off the Airline Highway.

The Mancuso Barrel and Box Com-

pany and the Louisiana Box Company are also operating with the added facilities of completed necessary expansion, and the Deshautreaux Cold Storage Plant is thriving. On the lighter side is the beautiful new Kenner Theatre, completed in October, 1949, and the Sindy Theatre, recently completely remodeled and rebuilt.

Kenner has space, space in which to turn around, to look at the sky, to live. Construction began early last December on the \$8,000,000 Pope Park subdivision, which has room for 1100 homes. And there is still lots of room for people to enjoy the blended pastoral-metropolitan life, a brief ride by bus or automobile from the business heart of crowded New Orleans.

It is pleasant to contemplate that here, where is located the largest commercial airport in the country, Moisant International, the rich soil produces fine truck gardens, cattle and dairy products, and a large commercial crop of chrysanthemums.

These are solid, material things. But

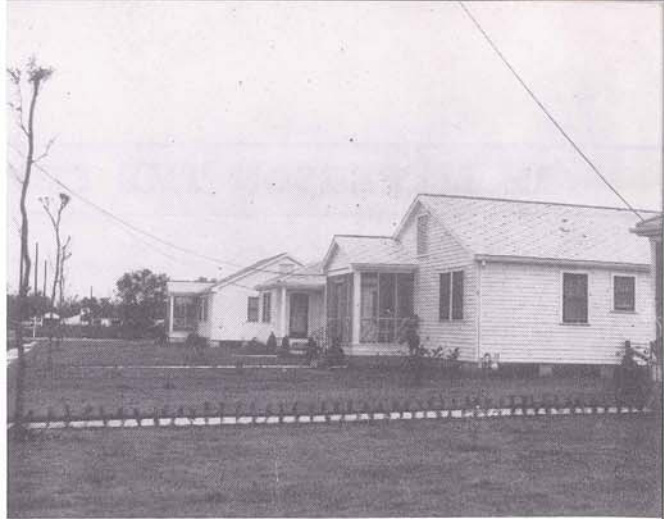




*FAMILY entertainment for Kenner's home-minded citizens.*

we are quite proud of our civic accomplishments too, which one after another have been improving our town and our way of life. Kenner is proud of its last March of Dimes drive. Our active Rotary Club works constantly for the benefit of the community. Our Athletic Club is going strong in its new concrete block stadium, built by the free labor of the men of Kenner.

In November of last year a nine-member planning commission, three of whom are women, was authorized by the town council, to help develop our program to meet the needs of rapid expansion. In December, when the council met to adopt our 1950 budget, an appropriation was provided to employ two full-time directors of the recreation program for Kenner children, and at the same time reductions in taxes were



*POPE PARK Subdivision is only part of the housing development.*

made for our citizens.

In order to reduce the hazards of blinding smog on our highways, an ordinance was passed to control and regulate shrub and brush fires within the corporate limits of Kenner, and to constructively protect our town from fire from this and other causes, early this year the Kenner Volunteer Fire Company was reorganized and reactivated, and steps taken toward the construction of a new, second fire station on the lake side of the Airline Highway.

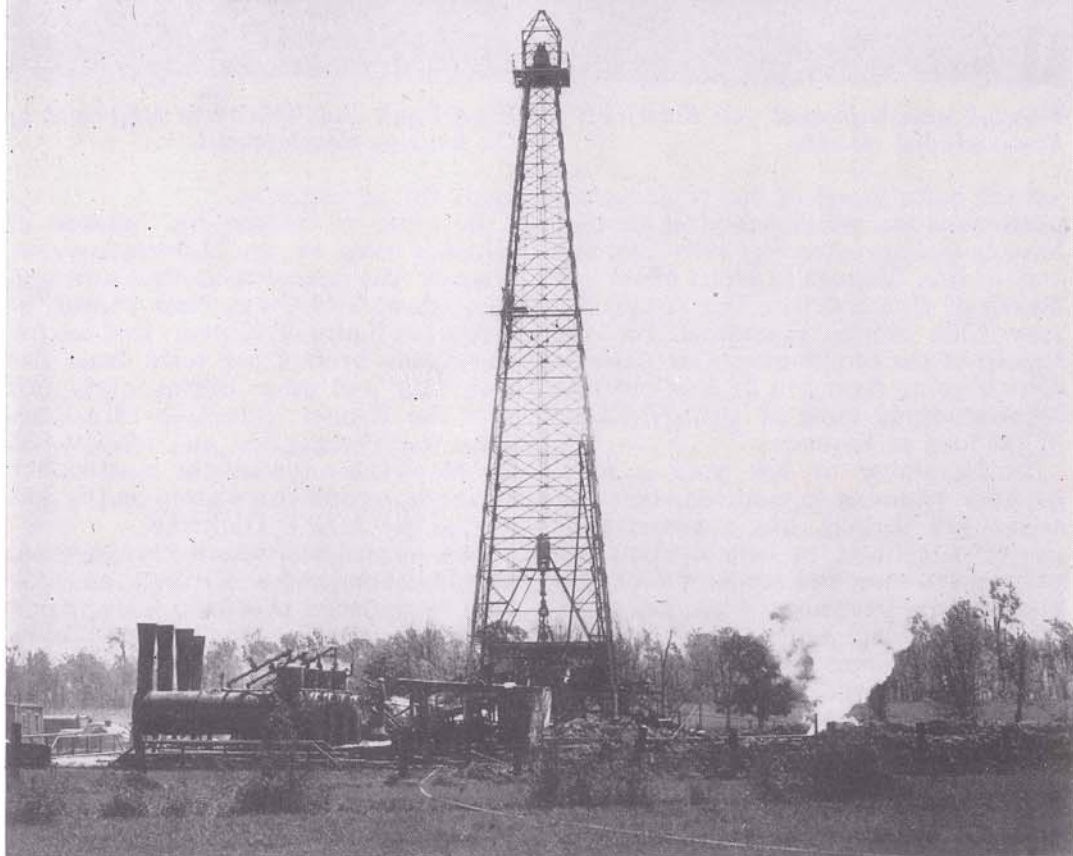
Last year, 1949, was a year of great accomplishment for Kenner, as have been many years previous. This year it is already apparent that there will be no let-up in our progressive action in many fields, and we feel that 1950 will go down in glowing numbers in Kenner history.



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

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

# HARAHAN



By Frank H. Mayo, Mayor

The people of Harahan maintain a constant enthusiasm for the unceasing expansion and development in our community.

Residential construction is going on all the time, as once-scarce building materials become more and more available, and as more people move in to work in our industrial enterprises, which are themselves growing constantly.

Four great new subdivisions were under way at the beginning of 1950, to increase by hundreds the number of new houses already built in the Harahan area. Real estate developers Lauricella & Sizeler are building two of these and Mrs. Henry Chalaron and

Schill & Wolfson are bringing the other two into being.

Regarding industrial sites, the Illinois Central Railroad alone has available 1000 acres of choice property. For though Harahan has quite a few varied industries, there is room for many more to take advantage of our ideal location, climate, transportation facilities and ample cheap natural gas fuel.

The Kieckhefer Container Company is located here, as are the W. A. Ransom Lumber Company, the U. S. Steel Products Company, Freiberg Mahogany Company, and Zensel Bros., who produce practical and artistic metalcraft.

Since 1948 oil companies have been





NEW HOMES in subdivision of Lauricella & Sizeler.

taking up leases on tracts, and the production of oil in Harahan promises to be one of the big industries of the future.

Packing house and dairy products are supplied to ships by our Wholesale Market.

When the Harahan town council met in December, 1949, among other business settled was the adoption of Ordinance No. 146, which provides that the water supply, sewerage and plumbing should conform to the sanitary code of Louisiana. At the beginning of the year work was begun on Hickory Road, connecting the Airline and Jefferson Highways, which will greatly relieve certain traffic problems in this area. This road, which we have been trying to put through since 1938, will become part of the state's highway system.

Our teen-age building, constructed in 1948 as an investment in our growing

youth, has proved of inestimable value from the beginning. Harahan is very proud too of its new community center, started in the middle of 1949 by the volunteer work of both veterans and non-veterans and the women of the community. The Harahan branch demonstration library, opened in the latter part of last year, was popular from the start, and has been found to be a pleasant addition to our civic utilities.

Our new and modern U. S. Post Office was put up at the expense of Harahan, as a permanent remembrance of our heroes killed in the first and second World Wars.

On all sides in Harahan we see progress, industry, growth and a satisfactory accompanying financial balance. Harahan is still on the way up, and it looks like it will be for a long time to come.



OFFICIALS OF THE VILLAGE OF HARAHAH

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

*Presenting — —*

# PLAQUEMINES

## PARISH

By Leander H. Perez

District Attorney, Plaquemines and St. Bernard Parishes

### *I. What We Have Done With What We Have*

The people of Plaquemines Parish have always been proud, and rightly so, of our flourishing natural wealth. We have enjoyed the many blessings of a land bountifully bestowed by Nature with almost unbelievable material resources. We have benefited too by the advantages of a pleasant climate, the lowest taxes in the state, the manifold aspects of good living, and the best possible administration of our parish affairs.

But this is not the whole story.

The complete picture must represent more than the ever-increasing production of oil and sulphur, of which we are the only parish in the state to produce both; more than the hundreds of thousands of tons of seafood our fishermen harvest every year and ship outward to New Orleans and the rest of the nation.

Also in the picture are the \$1,500,000 citrus crop, the potentially rich Easter lily bulb crop, the fur pelts, of which we produce one fourth of the total for the





state, which in turn produces more than Canada and Alaska combined, and still this is not all, not even when we include the great untouched reserves of lime and salt.

That those are "gifts" might be argued with considerable logic, and hence not to our credit. It is certainly true that the people of Plaquemines Parish had nothing to do with the placing of the oil in the deep pools far below the surface, or the burying away of the treasures of sulphur. We had nothing to do with the original natural richness of the alluvial soil.

These things are attributable only to the workings of Nature through eons of slow geologic activity, and the draining of three-fifths of the continent by the tributary system of the Mississippi Riv-

er, which for untold centuries spread the top soil from many states lavishly over the Delta area in annually accumulating layers. Certainly we cannot claim credit for that.

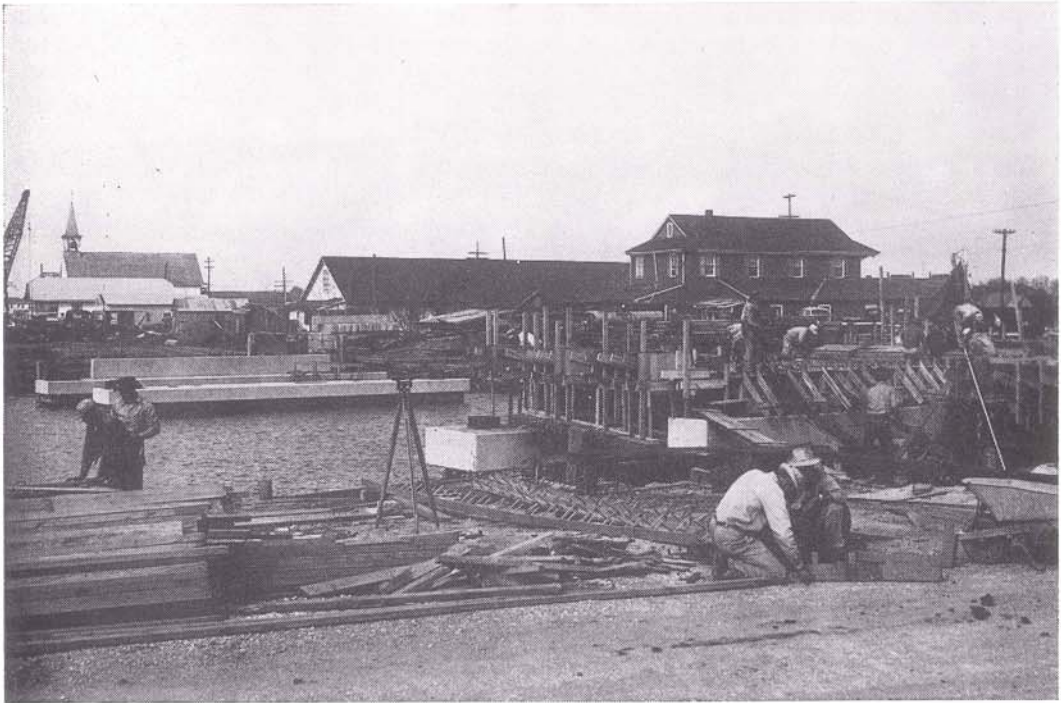
We cannot claim responsibility for the conditions which make our waters ideal for oysters, nor for the myriads of shrimp in the Gulf.

But in the harvesting of these wealthy advantages our people have put much labor, and also much mental energy toward the development of new and improved methods of availing ourselves of them. And it is on these and our growing industrialization that we pride ourselves most.

For, in keeping with the industrialization of the country and the South, and especially other parts of Southern Lou-

*LOADING SULPHUR is a night and day job for the Freeport Sulphur Co.*





LAYING THE FOUNDATIONS *for the bridge over Dowlut's Canal early this year.*

NEW FREE LOCKS *at Empire permit the passage of larger boats than before.*





isiana, Plaquemines is progressing in the field of mechanized enterprise.

We have been concerned furthermore with more than industrial development and its practical remunerations. Living conditions have been improved; an extensive road building program is currently under way; our school system is developing apace, so that the one-and two-room schools prevailing until 1926 are now long a thing of the past. In housing, electrification, waterways, agriculture, and water purification we have gone forward—and in no way have we lagged or been backward.

Let us examine these claims in greater detail.

That essential fluid which is known by many names—black gold, petroleum, rock oil—and without which all but the very simplest machinery would be impossible is found in almost limitless quantities in our parish, together with untold amounts of natural gas. Of the oil produced in Louisiana yearly, Plaquemines accounts for almost 10%, and this \$40,000,000 share is increasing annually. In 1948 our then 14 fields with 316 wells had a total daily allowable of 50,000 barrels. Last year two additional fields were opened and the number of wells amounted to 361 in all. Daily allowable from all these holes was increased to 57,717, according to figures from the State of Louisiana Department of Conservation.

In the oil industry new experiments and endeavors are going on constantly. Men are day and night working out new and better ways to locate the presence of oil, to bring it to the surface, and to adapt it for a multitude of different uses. For the development of more powerful machinery necessitates the continual improvement of oil as it is found in the natural state.

In this connection we bring in the Oronite Chemical Company's plant at Oak Point, on the West Bank of the Mississippi. Here are manufactured chemical additives which give to lubricating oil specific qualities for use in super-powered diesel and gasoline engines, where ordinary lube would break down and burn away. The plant at Oak Point, employing many men, is something of which we are proud.

Down the Mississippi, 35 miles below New Orleans, is the Grand Ecaille sulphur mine of the Freeport Sulphur Company. Approximately 99% of all this valuable yellow element mined in the United States comes from this and one other mine on the Texas coast.

Up until the end of the 19th century Sicily held a world monopoly on the precious mineral which is used in the manufacture of practically everything we use today. Sulphur had been discovered in Calcasieu Parish in 1865, but it proved impossible to mine because of the layers of quicksand and lethal hydrogen sulphide gas. Nature does not always easily relinquish her treasures.

But there are more ways than one of skinning a cat, as the saying goes, and in 1890 the brilliant Dr. Herman Frasch conceived the idea of mining sulphur not as a solid mineral, but as a liquid. Thus pipes could be sunk right through the dangerous barrier strata, and sulphur, melted by the action of superheated water, could be forced to the surface as a fluid.

A variation of the Frasch process is used by Freeport at its Grand Ecaille mine, but this did not solve the problem of heavy surface structures on the quaking, semi-aqueous land of the mine site. Accordingly, a total of 75,000 closely spaced piles were driven to a depth of 75 feet at a spot on the river bank 10 miles away. Here, at a cost of \$6,000,000 the Freeport Company built, on filled-in land, a neat little town to house its employees. Port Sulphur has all the requirements of high living standards: there are playgrounds and a school for the children, a golf course, baseball field, tennis courts and a bathing beach, a hospital, stores and a community house.

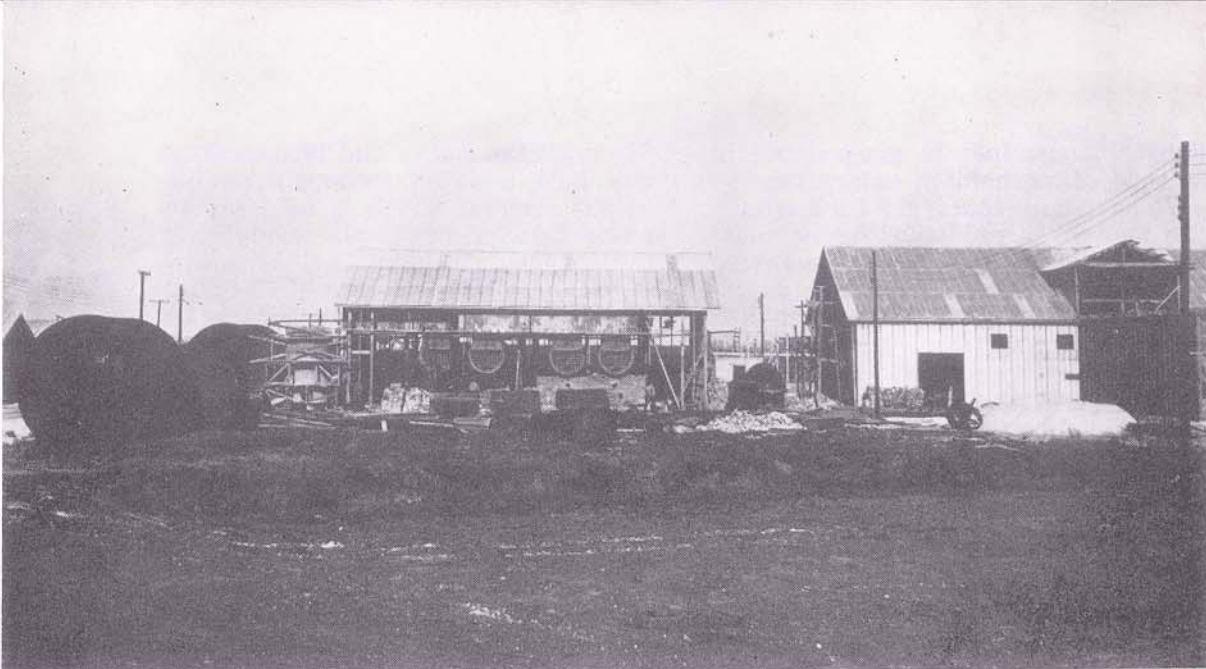
The Grand Ecaille workers enjoy steady, year-round jobs, for regular production is maintained to build stocks for future needs. Employees also enjoy the security of life insurance, pensions, accident and health insurance, interest-free loans, hospitalization and medical care.

Benefits such as these cannot be attributed to the bounty of Nature, but to the intelligence and labors of modern-minded men.

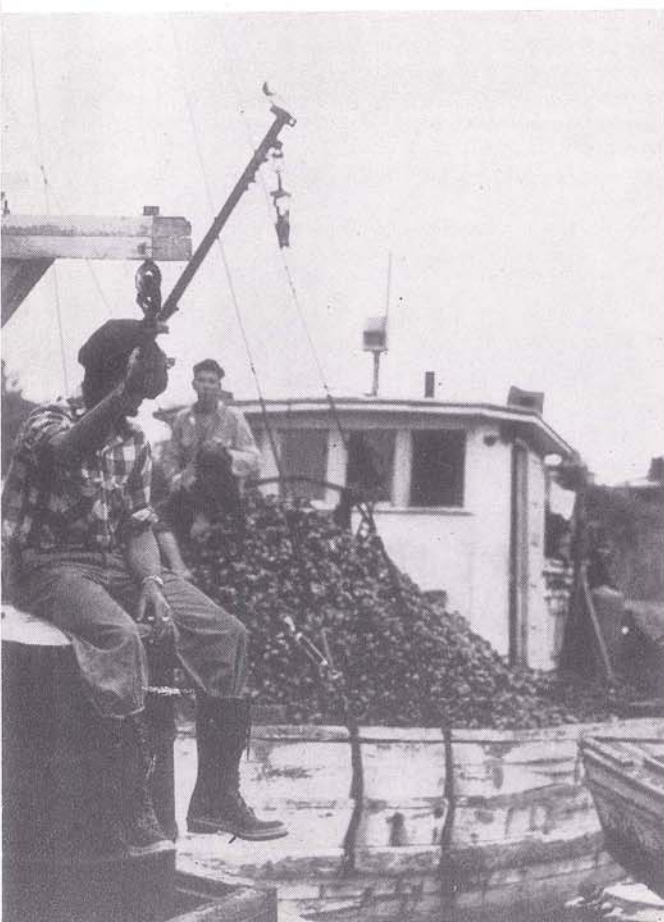
Production at Grand Ecaille in 1934 amounted to 153,695 tons of sulphur. The one-millon-ton-per-year mark was made in 1948, and last year up from the depths came 1,134,185 long tons of the vital yellow mineral.

Sulphur is a basic element which for forty centuries has been essential to man's life. It is used in the manufacture of medicines and in the preparation of foods; dusts and sprays for fruit, flowers and vegetables are made from it, and 30% of all produced is returned eventually to the soil, some as





*PLAQUEMINES' seafood industry is leaping ahead with the construction of menhaden plants at Empire, one of which is shown above. Besides oysters, below, the parish produces shrimp, crabs, turtles, frog-legs, crawfish and many varieties of fish.*



amender and some in the manufacture of fertilizer. It is necessary to the building of automobiles and airplanes, rubber products, newspapers, safety glass, telephones, radios and television, dyes, moving pictures and anti-freeze. It would take many pages to list all the uses to which sulphur is put.

The Freeport Company in 1948 developed what is referred to as the "world's largest thermos bottle." This is a 900,000-gallon insulated tank mounted on a 150-foot steel barge. Molten sulphur can thus be transported ten miles by the company's canal to the river for storage or further transportation. The barge is at present not in constant use, but the future will most likely see more like it, used regularly.

It is easy to see that men work for this golden treasure. It does not flow out of the ground itself. This is industrial enterprise, \$20,000,000 worth yearly.

Related to this industry is the plant of the Niagara Chemical Division of the Food Machinery & Chemical Corporation, at Belle Chasse. Sulphur produced in our parish is converted in this plant into sprays and dusts for the control of plant diseases and insects, and into amenders to correct alkali soils.

Things are constantly being done in Plaquemines to improve upon that which we have. The frequent experiments and improvements marking our agricultural production are perhaps best exemplified by our bounteous citrus crops, which brought in approximately \$1,500,000 last season.



Developing from the first orange trees planted by the Jesuit Fathers in 1750, the orange groves, which were almost completely wiped out by the 1893 hurricane, now stretch in a green and gold carpet for forty miles down the West Bank of the Mississippi below Pointe-a-la-Hache, the seat of government.

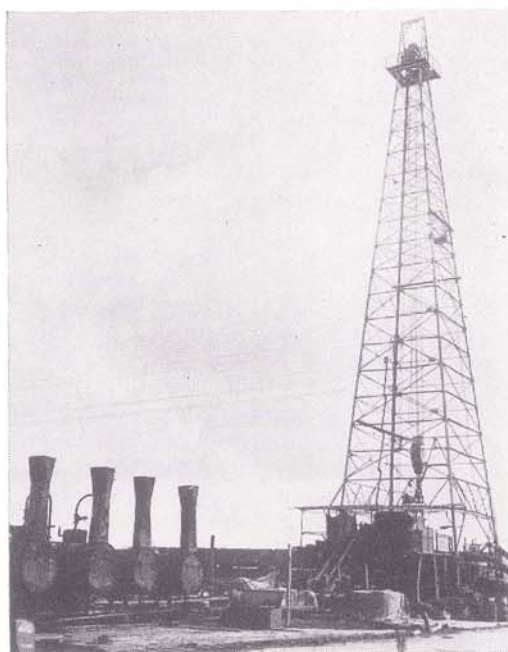
Plaquemines is the only parish in Louisiana where the growing of oranges is an industry. As such it is conducted on a practical, business-like basis.

Since the early experimental bud-planting work of George Schoenberger and W. S. Reddick, two of the largest growers toward the end of the last century, great development and advances have been made. Currently the work goes on—spraying and dusting methods, waxing processes and packaging—utilizing the latest developments in related fields, and improving facilities helpful to the industry.

Last year on December 4th the Louisiana Citrus Growers Association held its fourth Annual Orange Festival, at which reigned Queen Margaret Gustafson, daughter of Mr. and Mrs. Arnold Gustafson of Port Sulphur. This yearly celebration at Buras is part of the association's broad program to bring to the notice of the nation the superlative qualities of the golden citrus fruit, Louisiana sweets and navels, kumquats, tangerines, mandarines, satsumas, Valencias and grapefruit. To maintain these high standards, the association inaugurated in 1947 a four-point marketing program. According to these regulations, strictly adhered to by the citrus growers, no fruit may be shipped to market that does not meet the minimum maturity test. All fruit must be washed and carefully graded, packed in clean containers marked with the name and address of the grower, the U. S. grade



*FREE FERRY at Pointe-a-la-Hache.*



*APPROXIMATELY 10% of all of Louisiana's oil production comes from Plaquemines Parish. Other important products are cattle and dairy products.*





and size, and they must pass inspection by state and federal authorities. These citrus fruit have in impartial tests consistently shown higher sugar content than oranges from other parts of the country.

Approximately 5% of the orange crop is made into delicious orange wine, both sweet and dry. Plants at Triumph and Buras turn out an extremely palatable product of about 18 to 20% alcoholic content, and of a bouquet and flavor to delight the most critical. There is never enough of this wine, for the demand is always greater than the supply.

A peculiarity of the groves is their elongated shape. Most of them are very narrow, stretching away from the river to the marshland beyond. Groves of a half-acre width and an acre width are not uncommon, although they may be as much as forty acres deep.

At least 99% of the citrus crop of Louisiana comes from the half-million trees of Plaquemines Parish, according to B. B. Jones, Agricultural Secretary of the New Orleans Chamber of Commerce. From the 37,000 boxes of fruit harvested in 1919-1920, which grossed \$103,000 for the growers, the 1949-1950 season's \$1,500,000 crop has come a long way. And just as with everything else in Plaquemines, we expect a greater yield next year.

County Agent Murphy W. MacEachern, who has greatly aided the growers in increasing production and quality, believes that "the Plaquemines Parish citrus industry has a great future with

many potential possibilities. With the coming of more drained land and other improvements, along with increased fertilization, the next eight or ten years should see the crop about doubled."

Mr. McEachern is also optimistic and enthusiastic about our Easter lily production. Using the latest planting methods and chemical treatment against disease, bulb planters could gross about \$6500 per acre. The crop has a million dollar yearly potential, Mr. MacEachern believes, and he was encouraged to note that in 1949 production went up, although unfortunately the price took a slight dip.

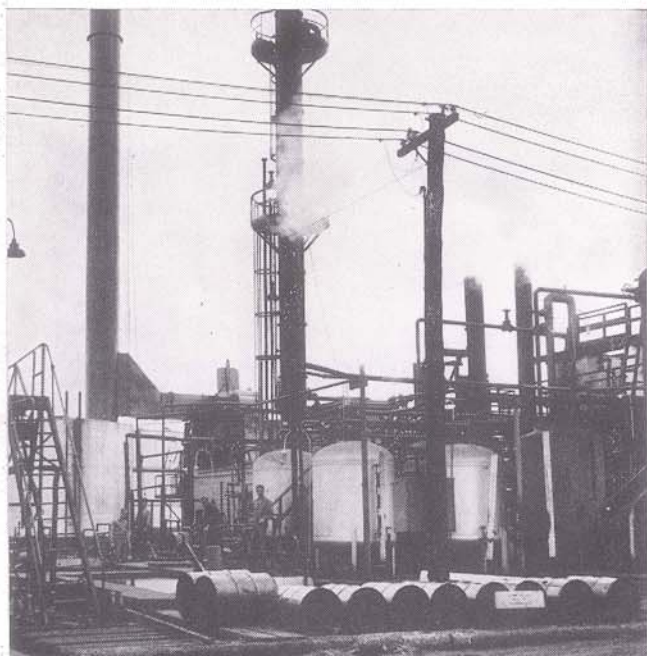
The lilies, called locally "Creole lilies" have open to them the \$2,000,000 market lost to the Japanese nine years ago, and to encourage planting there is a standing offer, to every grower, of a bushel of bulbs free, to be replaced in the common "pool" by two bushels within two years. The bulbs—valuable because they blossom in 3 years instead of 5 years as do bulbs from other places—are shipped north, where dealers keep them at low temperatures, later "forcing" them to bloom on a certain date, generally Easter Sunday and Mother's Day.

The County Agent's activities include other agrarian development, as a lush garden belt extends northward from Pointe-a-la-Hache to the parish line. About 90% of the farms are electrified, and power is available to practically all of them.

About 16 miles below New Orleans, at Caernarvon, are the first of the many seafood packing plants in the parish. Oysters, shrimp, crabs and fish are harvested in the waters of the parish and in the Gulf lapping at the edges of the Delta. About 200,000 barrels of oysters are shipped from Plaquemines each year, and in 1949, more than 350 shrimp trawlers from our parish applied for licenses to shrimp in the Gulf.

The spring of this year saw the beginning of another very valuable seafood industry, with the opening of the first two menhaden plants in Plaquemines, at Empire. Long neglected in the Gulf because they are unsuited for human consumption, the menhaden industry has been in recent years growing rapidly along the Gulf Coast of other states. Extremely rich in valuable oil, the tiny fish, related to the sardine, are processed into highly nutritious meal for livestock and fertilizer, and

ORONITE CHEMICAL Co. plant at Oak Point.





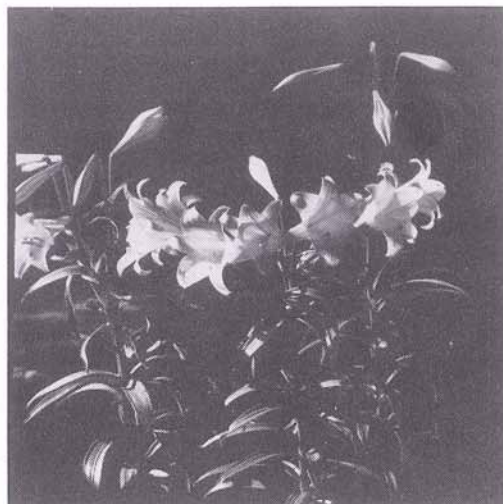


*KING AND QUEEN of the 1949 Annual Orange Festival were Leander H. Perez, District Attorney of Plaquemines Parish, and Miss Margaret Gustafson, daughter of Mr. and Mrs. Arnold Gustafson of Port Sulphur.*

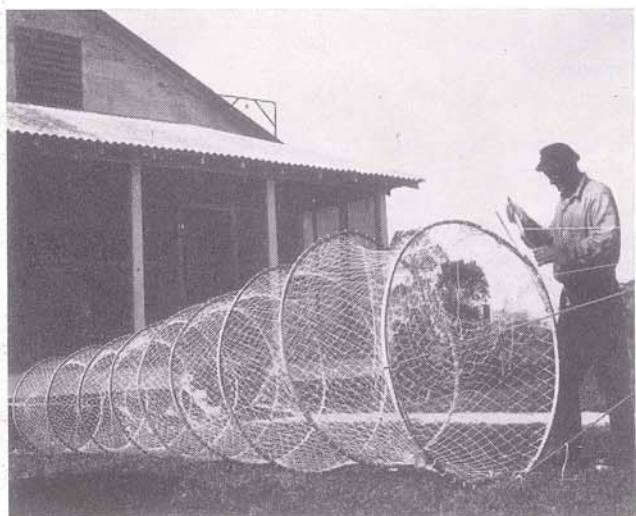
there is an ever increasing demand for the oil.

An added boon to the over 400 trappers who work hard for their living in the marsh and swamplands is the nutria, introduced here from South America, where it is known as the coypu. Ten years ago a dozen escaped from a pen on Avery Island and the Conservation Department learned they could thrive among the muskrats, to which they are related. Much larger than their little North American cousins, the Argentine rodents do not eat the same food, and

are in fact, the only rodents that will eat alligator grass, of which our marshes have a plenitude. Because of their size, sometimes attaining 30 to 35 pounds, and their even-colored pelts, they are prized by trappers and furriers. Now Louisiana's fur gatherers can look forward to a great new source of income, with the *planting* of 200 nutria on the Pass a l'Outre shooting grounds at the mouth of the river, which spot incidentally accounts for a large part of the \$25,000,000 sportsmen spend annually hunting and fishing in



**PRIZE PACKAGE.** *For four consecutive years H. A. Schoenberger has taken first prize in the Orange Festival with his beautifully packed gift boxes, here held by Mrs. Schoenberger. Clockwise are other Plaque-mines assets: The lovely Easter lilies; increasingly mechanized agriculture; the Niagara Chemical Division of Food Machinery Corp. at Belle Chasse, and a citizenry of sturdy, industrious mixed European stock, well represented by the fisherman with his unique fish trap.*





Louisiana. Mr. Mel Washburn, Director of Education and Publicity for the Louisiana Department of Wildlife and Fisheries, believes that the nutria fur crop will within ten years be worth more than \$15,000,000 to the state. And trapping is hard work, as any sinewy, sun-bronzed trapper will tell you.

So here again our people earn the things which make our parish wealthy. Plaquemines is not a place where gold nuggets are found in the streets. But we have been generously blessed by Nature with a multitude of good things, we have endeavored to make the most of them, and we feel that up to now, to a great extent we have succeeded.

## *II. How We Have Built What We Needed*

Though Providence has indeed been lavish, there were things lacking in our parish, which our growth made imperative. We needed canals for navigation and drainage, and we needed roads, hard-surfaced roads, for the transport of people and goods. The record of construction so far, is gratifying, and our plans for the future would please the most ambitious.

We are always proud to talk about our free ferry, crossing the river at Pointe-a-la-Hache. Purchased ten years ago by our Police Jury at a cost of \$90,000 and operated and maintained solely at parish expense, this automobile and passenger ferry was until last year the only free ferry on the entire Mississippi River. The Police Jury of St. Charles Parish followed our excellent example last November, with the purchase of the Luling-Destrehan ferry.

Of immense value to the oyster and shrimp fishermen are the navigation canals cutting through the marsh to the "outside". In 1936 the Police Jury bought the locks at Empire and since then has operated them without charge. This alone means a saving of \$100,000 yearly to fishermen. The new Empire river locks, built with the cooperation of the state, was completed in the spring, and the newly constructed one million dollar deep water canal from Empire to the Gulf, including Gulf-end rock jetties, was also opened to boat traffic this spring. This waterway has a width of 100 feet and a depth of 12 feet, permitting larger craft to use it, and saves 45 miles per round trip to the Gulf.

First put into operation on June 1st, 1949, our new waterworks at Belle Chasse produces 80,000 gallons of pure water per day for the Sixth and Seventh Wards. With the inexhaustible Mississippi River to draw upon, eventually waterworks throughout the parish will furnish water for everyone. Already in the blueprint stage is one to serve the Empire-Buras district.

In 1949, at a cost of \$20,000, we purchased a John Bean Fog Fire Fighter truck and its companion, a 1500-gallon capacity tank truck, and built a garage on the waterworks grounds. As part of the distributing system, the truck and tank are used in rare times of drought, to take water to our people out beyond the pipe-line.

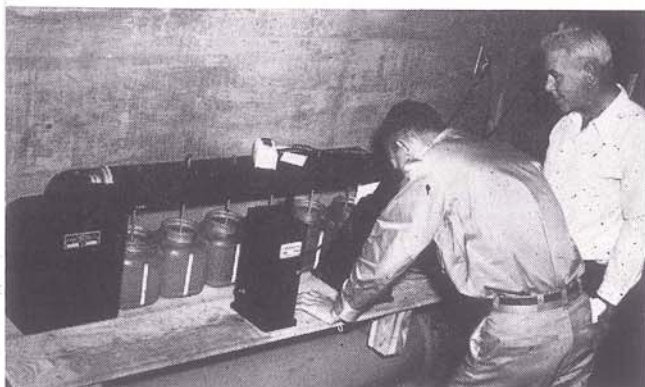
The year 1950 will also see the completion of construction work on the East Bank of a most modern all grade school at Woodlawn.

Construction has begun on the Port Sulphur school, toward which the Freeport Sulphur Company contributed \$50,000, for the hydraulic fill of the school grounds, and a third all-grade school to be constructed at Buras is in the planning stage. Modern schools are planned where needed for the Negro children of the parish. To assure the finest instruction for the children of our 15,000 industrious citizens, Plaquemines supplements the pay of its teachers. The budget for teachers' salaries in 1949-50 (white and Negro) was \$257,000, included in the total current operation budget of \$410,00, much more than double the 1940 total budget of \$175,000. An enrollment of 1900 pupils is expected in 1950, which is almost 33% higher than the 1300 pupils of 1940.

Another wise purchase by the Police Jury was the 70-foot patrol boat, *Manta*, which helps greatly to conserve the shrimp and oysters by helping to enforce the laws passed in 1946 for the protection of Plaquemines fishermen.

Since 1933 taxes have been reduced by more than 50%, and because of severance taxes levied on our rich resources, we are able to put into effect ambitious programs of road building and land drainage. The 8000 acres drained by 32 miles of canals since 1933 have added by so much to our arable land, and given more year-round grazing to the fine cattle produced here. The parish has constructed 10 miles of roads since the end of the war, and approximately 35 miles more are expected to be





JOHN BEAN fog fire-fighter and 1500 gal. tank truck of the Belle Chasse Waterworks. Below, in the laboratory, Gordon Trevil, Supt., and R. Z. Perez, Commissioner and Secty. of the district.

completed by the end of the year. Matching dollar for dollar the state appropriations for road-building, Plaquemines is the only parish in Louisiana to do so.

### *III. But Come Along and See for Yourself*

Come with us on a trip of inspection through the parish, gaze upon these 100 miles that are rich not only in natural opulence and industrial progress, but in beauty and history and tradition as well.

At Caernarvon, 15 miles below New Orleans, you can still see the great scar in the earth where the U. S. Engineers dynamited the artificial crevasse that saved the Crescent City from flood in 1927. Here too, are the first of the many seafood packing and processing plants, and the first of the navigation canals.

A large, 32-acre recreation park farther along announces that we are about to enter Braithwaite, and below that little community is English Turn, commemorating the stratagem by which the wily Bienville in 1699 caused the British ship to turn again downstream, leaving Louisiana to the French. Next we come to Stella, named for the ancient plantation nearby, and below that, Belair, also named for a long-gone sugar plantation.

Phoenix is the site, rediscovered in 1930, of the first white settlement in Louisiana, and also of Fort Iberville, the first fortification in the territory. This brings us to the parish seat of government, Pointe-a-la-Hache. Here the Police Jury sits, in the Courthouse Building, which underwent extensive remodeling and enlargement at the beginning of the year. And here is the free ferry connecting with West Pointe-a-la-Hache. A second-class road extends to Bohemia, a fishing village and residential area for Humble Oil and Refining Company employees.

Plaquemines' varied profusion extends beyond here, however, so we must board a plane or boat and go past Pilot Town, where river pilots take over ships from pass pilots, to the indefinite aqueous fringes of this bountiful land. There on the marshy ground like a web between the passes is the 66,000 acres of the Pass a l'Outre shooting grounds, a sportsman's paradise, once the site of the haphazard "providence crops" of rice. Across the pass is the 45,000 acre government supervised Delta Migratory Waterfowl Refuge, where hundreds of thousands of ducks, geese, poules d'eau and other feathered game rest and breed in safety every year.

Turning northward again we must again fly or float up the river to Venice,





PROGRESS SHOT of the Woodlawn School at Bertrandville.

southernmost town on the West Bank, with Boothville next above it. We are now in the west side of the Orange Belt that ranges 45 miles up the river on both sides.

Past historic Fort Jackson we come to Triumph, site of one of the two wine distilleries, and then Buras, site of the other. This is the heart of the citrus land. North of this large town is Empire, with its toll-free locks and canal and new menhaden plants, and above this, Nairn.

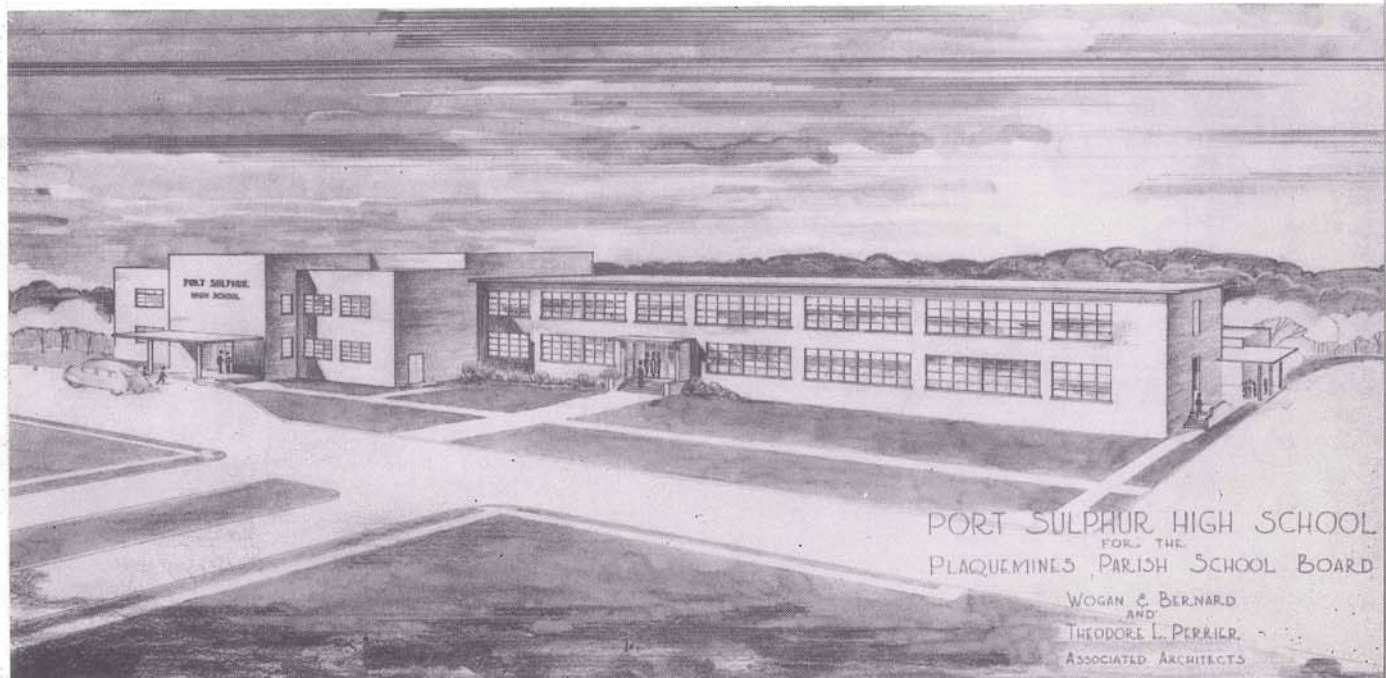
Port Sulphur, modern, pretty and prosperous, is built around the Freeport Sulphur Company, and north of it we come to the 40,000 orange trees of the Magnolia Plantation, largest grove in the parish. Myrtle Grove, next, was

once a sugar cane plantation, and above it is Jesuit Bend, where the first oranges were planted by the Jesuit Fathers.

The last town north on the West Bank is Belle Chasse, of utmost industrial importance today, and named for the magnificent plantation home of Judah P. Benjamin, Secretary of State of the Confederacy. Located here are the Oronite Chemical Company, the Niagara Chemical Division of the Food Machinery and Chemical Corporation, and the new waterworks.

Belle Chasse, meaning "good hunting" sets the keynote of the new industrialization of our parish, with its matchless combination of plenty and progress.

PORT SULPHUR HIGH SCHOOL. *Drawing by Wogan & Bernard and Theodore L. Perrier, Associated Architects.*







*TUNA CLIPPER constructed at Avondale Marine Ways for Pacific Coast use.*

# *Briny* **HORN OF PLENTY**

By James Nelson Gowanloch

Chief Biologist

Department of Wildlife and Fisheries  
State of Louisiana

Jefferson Parish has had an extraordinarily significant place in the history of the development of the fisheries of Louisiana, intimately bound up particularly with the oysters, one of the North American seafoods first ever to be harvested, and shrimp, which support by far the biggest fishery of the whole South.

Jefferson, too, forms part of Louisiana's doorstep on one of the world's great "inland seas," the Gulf of Mexico.

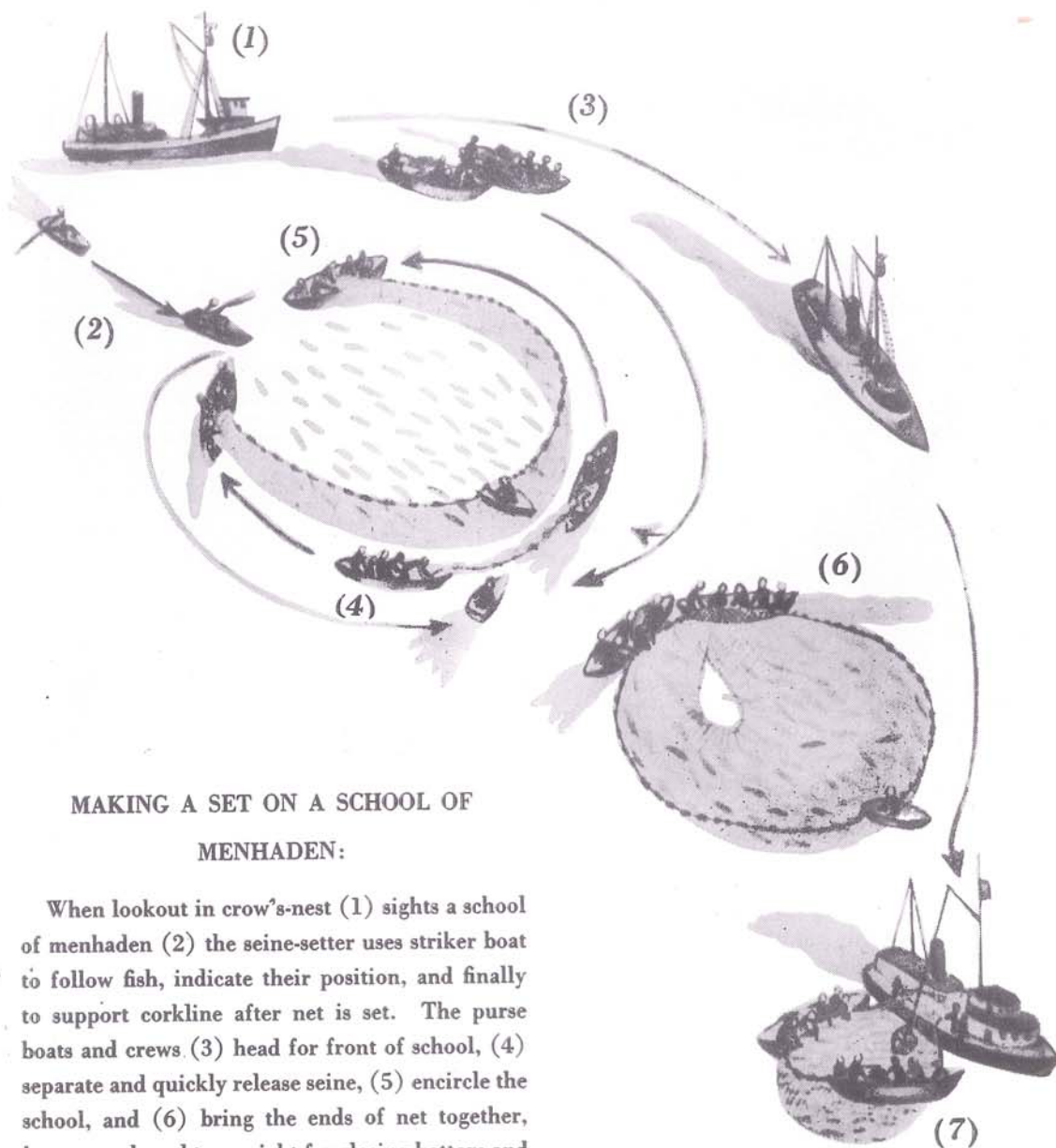
It is the purpose of this article to bring to attention new and sweeping influences which may well accomplish a greater destiny and unpredictably vaster wealth for this 750,000 square miles of ocean.

It is strange and almost unbelievable that although for at least two centuries white men have explored, hunted, fished

and in various fashions, have lived along the northern border of the Gulf of Mexico, their activities in the matter of fishing, particularly, failed to extend far beyond the shore lines. Now, all this may soon and swiftly change. Local needs, national needs and world needs have sharpened the focus of industrial attention upon the fact that the inhabitants of the earth require in constantly increasing degree the products of the ocean. So, important steps are being taken to further and more intensely cultivate the only partly revealed wealth of the Gulf.

In considering as a food producing area this great body of water that extends one thousand miles east and west and eight hundred miles north and south, we must take into account such factors as temperature and currents.





#### MAKING A SET ON A SCHOOL OF MENHADEN:

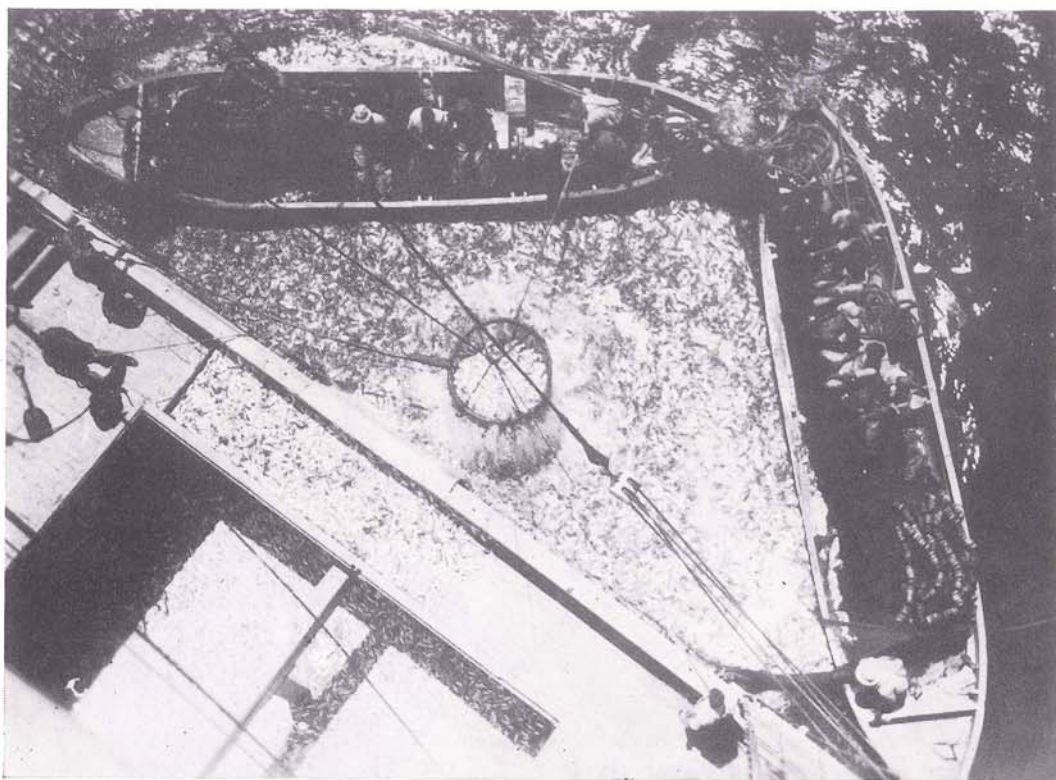
When lookout in crow's-nest (1) sights a school of menhaden (2) the seine-setter uses striker boat to follow fish, indicate their position, and finally to support corkline after net is set. The purse boats and crews (3) head for front of school, (4) separate and quickly release seine, (5) encircle the school, and (6) bring the ends of net together, heave overboard tomweight for closing bottom and guiding purseline as it is hauled in to purse the net. The crews haul in ends and bottom of net, concentrate the fish in the center portion of seine, which (7) is placed against the side of menhaden steamer and the catch brailled into the hold.

The Gulf is truly a warm "inland sea." The generalized sea surface temperature in July is  $82\frac{1}{2}$  degrees Fahrenheit. In the cold season it varies from 65 degrees directly off the Louisiana coast to  $72\frac{1}{2}$  degrees centrally and 75 degrees off its southern borders.

The currents are complicated but fairly well understood. An overall picture shows a western counter-clockwise current that streams completely around the coasts of the Gulf, from Florida to

Yucatan. Farther offshore there is a vast water movement in exactly the opposite direction, and still farther out there are two great circular movements, one in the eastern Gulf and one in the western Gulf. Winds and other weather changes modify local conditions slightly, but the general pattern remains the same because of the immense quantities of water involved.

Little scientific exploration of this inland sea, which has depths of as much as two and a half miles, has been done, except incidentally in the course of



other work. Yet it is estimated, as well as can be estimated, that even now over one and a half billion pounds of fisheries products—shrimp, oysters, menhaden, sponges, snappers, mackerel and other wealth are harvested each year. What further riches lie therein only systematic, continuous and skilful exploration can reveal.

The Menhaden fishery is probably the least understood of all the fisheries in the Gulf of Mexico, yet it is the most important in the entire western hemisphere. Menhaden belong to the group of herring-like fish, which range from the mighty tarpon to the tiny two-inch dwarf herring. This group includes also the bonefish, shads, ten-pounders, the sardines and anchovies (which are frequently confused with the true Menhaden) and surprisingly, the salmon and trout.

There are four species, two of which are found in the Gulf, one inshore and one offshore. They are the large-scaled *Brevoortia patronus* and small-scaled *Brevoortia gunteri*. Menhaden are the tiny fish the Indians planted with their corn, but they have many, many more uses than as fertilizer. Newcomers to the New World early placed value upon the Menhaden oil, but their extracting methods were primitive in the extreme. Barrels of the little fish were permitted

BRAILING Menhaden into the hold of the mother ship from purse seine.

to decompose, and the oil was skimmed off the top. This oil smelled abominably and contained many impurities which limited its use. Happily improved methods have likewise improved quality and utility.

Methods of capture have changed also. Haul seines have given way to the highly efficient purse seines, pictures of which accompany this article.

Menhaden occur in almost unbelievable numbers. Last year for the first time they exceeded the sardine (pilchard) fishery of the West Coast, and became the largest fishery in volume in the western world with a poundage in excess of one billion pounds in a single year.

Menhaden are a "short-circuit" in the food chain existing between plankton, which are minute organisms living everywhere in the sea, and the larger fish. They convert the basic food materials into their own bodies which then become food for further steps upward in the chain.

The Menhaden fishery has projected violent arguments between, particularly, sports fishermen and Menhaden fisher-



men, as well as other commercial fishermen. Questions involved in these contentions fall generally into the following groups:

First: Does the proper operation of Menhaden gear capture other kinds of fish, game or commercial, and shrimp?

Second: Does the Menhaden gear damage the habitat of these other fish or shrimp, and oysters?

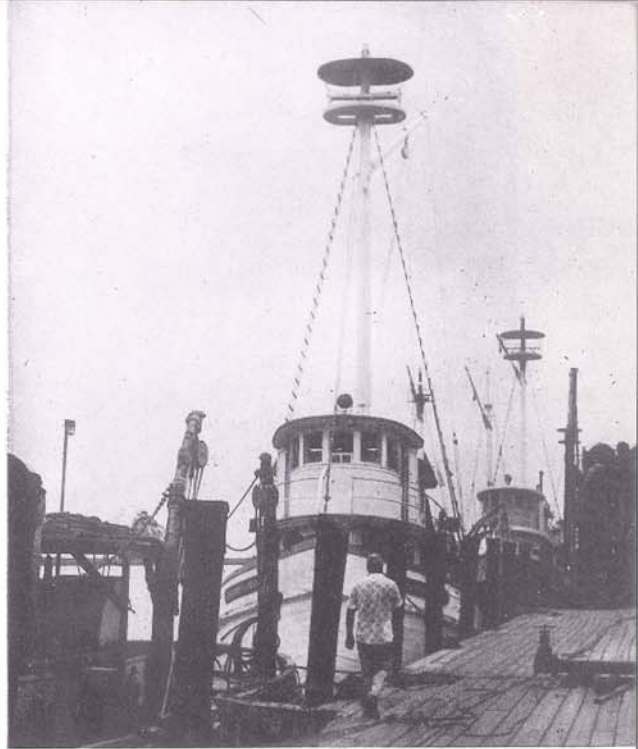
Third: Are Menhaden important as food to these game or commercial fish?

An understanding of the nature of the purse seine is necessary to answer the first two of these questions. At the beginning of the "set" a purse seine is not bag-like, but like a wall, up and down in the water. The upper edge is held at the surface by floats, the lower edge pulled down by weights.

Repeated observations have proven that any game fish that happen to be in the vicinity of a school of Menhaden instantly "sound" at the beginning of the net setting operation. When the two ends of the huge net, which may measure 1200 feet in length, are brought together, a weight, the "tom-weight" is tripped, which draws the bottom of the net together, forming a "bunt" in which the Menhaden are captured. Since Menhaden school only with Menhaden, and what game fish and other fish might have been there have sounded, the net then contains practically 100% Menhaden. The seining vessel then moves alongside and "brails" them into the hold.

Also in regard to this first question, huge catches of Menhaden, as well as herring, have come directly under my observation wherein as many as thirty tons of one of these species taken in a single set of a purse seine will include not more than twenty or thirty individuals of any other species. One specific instance of the manner in which other fish sound before the tom-weight closes the Menhaden net cost a friend of mine over \$7500 in the waters off Mississippi. During July and August, 1947, he tried to capture Spanish mackerel and false albacore (of the Tuna family) with a purse seine. It was found repeatedly that when one of these schools was surrounded, the fish sounded and escaped, and the entire operation was a complete financial loss.

Another example was purse seine operations carried out in June to August, 1948, on the Gulf coast. Ernest Simmons, under the direction of J. L. Baughman, captured more than 2,500,000 Menhaden during this period. With



MENHADEN or "pogy" boats. Notice crow's nest for spotting schools of fish.

these fish only 228 game and commercial fish, 62 sharks, 26 Blue Crabs and 34 shrimp were taken.

Occasionally when the nets are raised innumerable small shrimp are found, which shrimp fishermen take for the young of our extremely valuable Lake Shrimp, the basis of our shrimp industry. Actually, these tiny shrimp are fully grown members of a commercially valueless family, the technical name of which is *Acetes*. I have convinced fishermen of this in my laboratory by showing them under the microscope the eggs attached to the legs of these diminutive, one-fourth-inch long, fully grown shrimp.

Answering the second question we point out that the bottom of the purse seine must clear the ground at all times. Should it be dragged over the bottom, it would be so badly damaged that the operator would lose money even if his catches were abundant, and he would be quickly driven out of the business. This holds true even if nets of greater length and depth be used.

The problem of whether or not Menhaden form an important and necessary element of diet of our choicest marine game fish must now be answered. Two scientists in earlier studies, one John Pierson in 1931, and Gordon Gunter in 1941 examined six hundred stomachs of





speckled trout and redfish taken over a period of two years and found that less than two dozen Menhaden were present as food. More recently, L. N. Robinson, also working under the direction of J. L. Baughman, revealed the astonishing fact that the examination of 2917 stomachs of various species of fish, including 1244 speckled trout, 390 redfish, 173 mackerel, 82 dolphin, 16 tarpon and 13 flounder, showed that of these 2917 fish, the unbelievably low number of seven were found to have eaten Menhaden.

The reason for the quite general belief that Menhaden are important food for game and commercial fish is that there do exist in the Gulf of Mexico many fish that resemble Menhaden. These include various species of shad, of anchovies and of "sardines" which only a scientist could distinguish from Menhaden.

The powerfully rising need for Menhaden products has brought about great improvement in processing of the fish and refinement of the end products, the fish meal and fish oil, which last is exceptionally valuable. As a quick drying paint vehicle, and in the manufacture of high quality soaps and cosmetics, linoleum, and the tanning of leather there is constantly increasing demand for it. One hundred and sixty-five uses of oil and oil by-products are at present operating.

The fish meal was originally used as fertilizer. But during the war, on the

*MODERN processing plant, with vats in which the tiny fish are cooked before the oil is extracted by pressure.*

recommendation of a Committee of which I was a member, the Government of the United States prohibited the use of Menhaden or other fish meal as a fertilizer and compelled the use of the meal as supplements for stock food. They supplied necessary proteins in the production of poultry, cattle and other livestock.

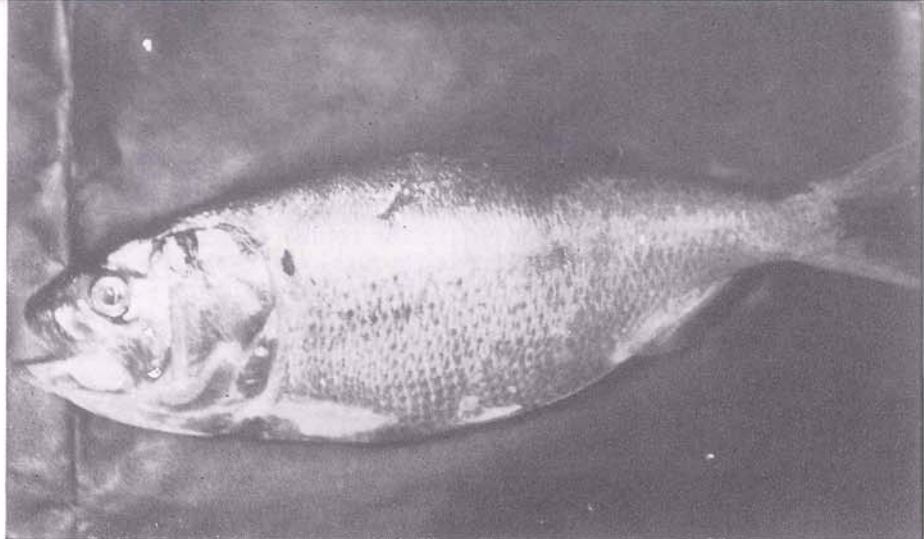
Great discoveries concerning proteins, which are constructed of "building stones" known as amino-acids, were made during the war which led to the saving of tens of thousands of lives of American and other allied prisoners of war who had been starved in Nazi and Japanese prison camps, by the administration of these purified amino-acids.

So well is this now understood that no longer do the Menhaden reduction plants continue the processing of Menhaden to the stage where the pressed scrap becomes fish meal, but they sell the product in the form of a liquid, and furthermore many plants recover the soluble amino-acids by an additional recovery treatment of the water used in the initial extraction of the proteins.

Another marine resource of immense potential value is the Tuna industry. The Tuna fishery last year excelled for



IN PERSON, the little fish that is becoming big industry. Menhaden are actually almost twice as large as this fellow.



the first time all other fisheries in the United States in point of value, supplanting the salmon fishery of the West Coast which until now has held that position. A number of factors are involved which can perhaps best be stated in the following fashion. Included is the unprecedented possibility of the transfer of an entire fishery from the West Coast of the United States to the Gulf of Mexico, although at this time that fishery is principally practiced not only in West Coast waters but in the waters of the Pacific as far south as below the Equator. Involved also is the related (its importance unpredictable) possible development of Tuna resources in the Gulf of Mexico itself.

It should be pointed out here that some of the finest Tuna boats in the world, now operating from the Pacific Coast, have been and are being built by the Avondale Marine Ways, Inc., on the Mississippi River in Jefferson Parish. These vessels cost from \$300,000 to \$400,000 each.

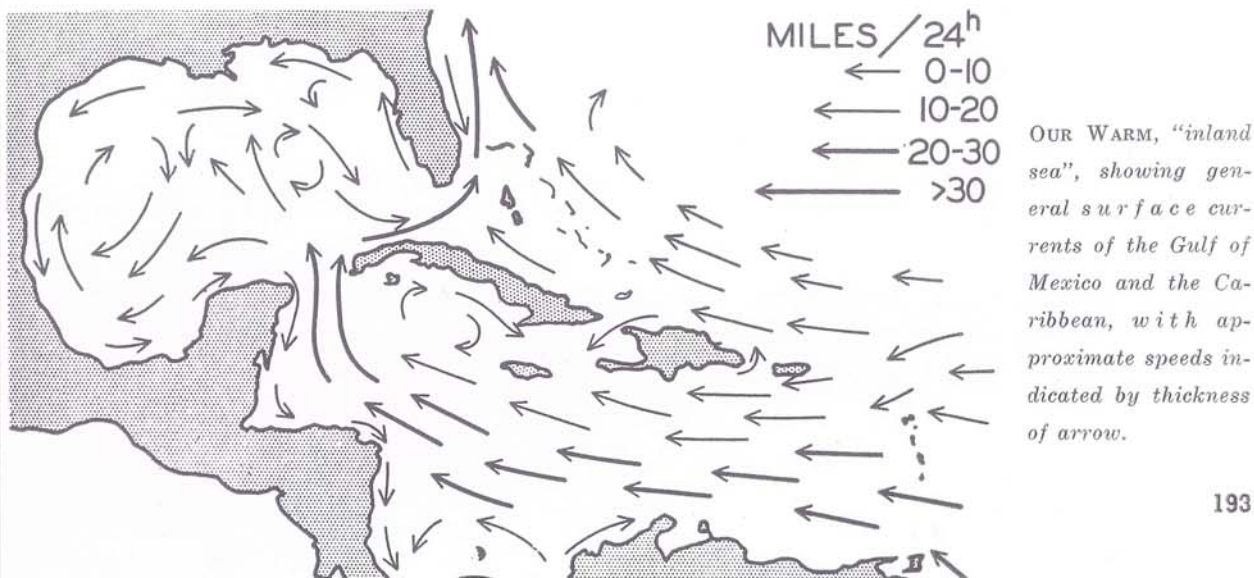
The United States pack of Tuna and tuna-like fishes totaled in 1947: 5,894,495 standard cases with a value of \$90,-

609,175; in 1948: 7,037,615 standard cases with a value of \$112,610,296. Tuna and tuna-like fishes thus, in 1948 for the first time in history excelled all other fishery industries in the United States and Alaska in value, occupying the position formerly held by the salmon industry.

The locations of the sixty-four plants packing Tuna and tuna-like fishes in the United States in 1948 were as follows: 2 plants in Maryland, 2 plants in Maine, 3 plants in Massachusetts, 13 plants in Oregon, 14 plants in Washington and 30 plants in California.

The Tuna and tuna-like fishes utilized in the American packing industry include: albacore, yellowfin, bluefin, yellowtail, skipjack, bonito, mixed species and tunno.

The tremendous importance of future Tuna packing in the Gulf of Mexico can be realized when one surveys the fact that the Tuna fishing operations on the Pacific Coast of the United States now involve a capital investment in Tuna canneries of between ten and fifteen million dollars, and a present Tuna fishing boat investment serving these can-





neries of approximately sixty million dollars.

Canning plants in Louisiana would cut down by at least ten days the round trip time to and from Pacific fishing grounds, via the Panama Canal. Furthermore, progressive labor complications have added to the difficulties of the West Coast Tuna industries.

It is perfectly obvious that the possible translocation of the present West Coast shore Tuna fishery activities from the Pacific Coast to the Gulf of Mexico, already under consideration for other reasons, would become greatly more desirable for the Tuna industry interests if a source of supply of Tuna and tuna-like fishes could be discovered in the waters of the Gulf of Mexico itself, at the very front door of their Gulf Coastal canning plants.

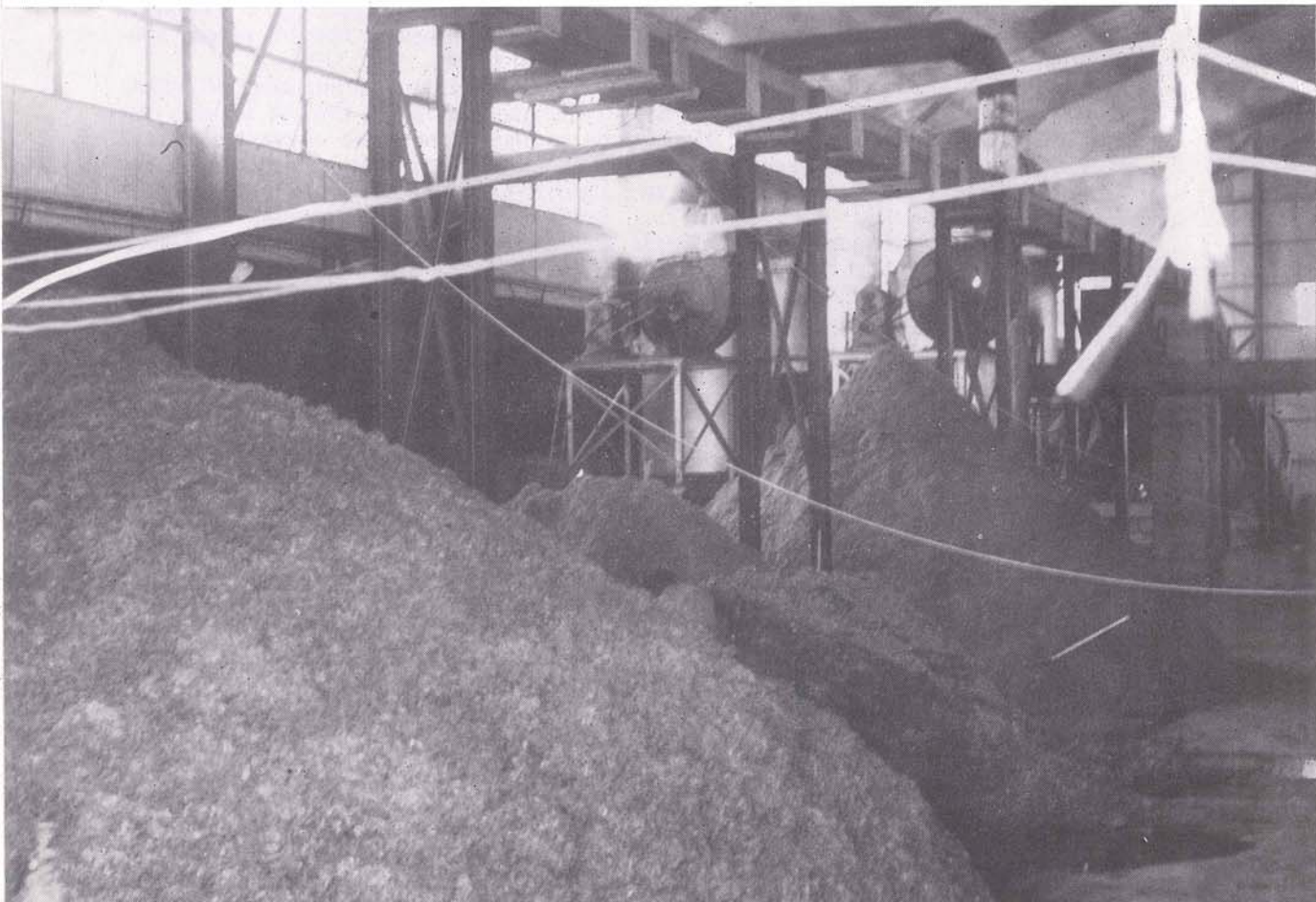
The value of exploratory commercial fishery surveys has been well demonstrated in the past history of the United States, and the rise and fall of fisheries in the national pattern is often of greatest interest and can be exemplified by instance after instance.

Increase in value may be due to the discovery of new uses, as for example the soupfin shark of the West Coast, in the liver oil of which was discovered an extraordinarily high content of valuable vitamins. An additional example is the rosefish of the New England Coast and northward (usefully marketed under the name of sea perch) which was of little use because of its size until a new method of processing—filleting by machine—was worked out, increasing production from 250,000 pounds per year to 250,000,000 pounds.

In another way, entirely new fisheries may come into existence or rise vastly in importance by the discovery of new sources of supply either in heretofore unexplored areas or by radical changes in fishing gear and fishing methods. There can, on the other hand, occur terrific declines in fisheries due to a variety of reasons. For example the disastrous decline of the soupfin shark industry due to overfishing, and the invasion of the Great Lakes fisheries by the voracious lamprey.

It is therefore indeed a new day when

*FISH MEAL or "scrap" from which the oil has been removed. This is a very valuable supplement to stock food, supplying protein in the production of cattle, poultry and other livestock. In the Menhaden industry there is no waste.*





there has now been launched a definite overall research survey of the Gulf of Mexico.

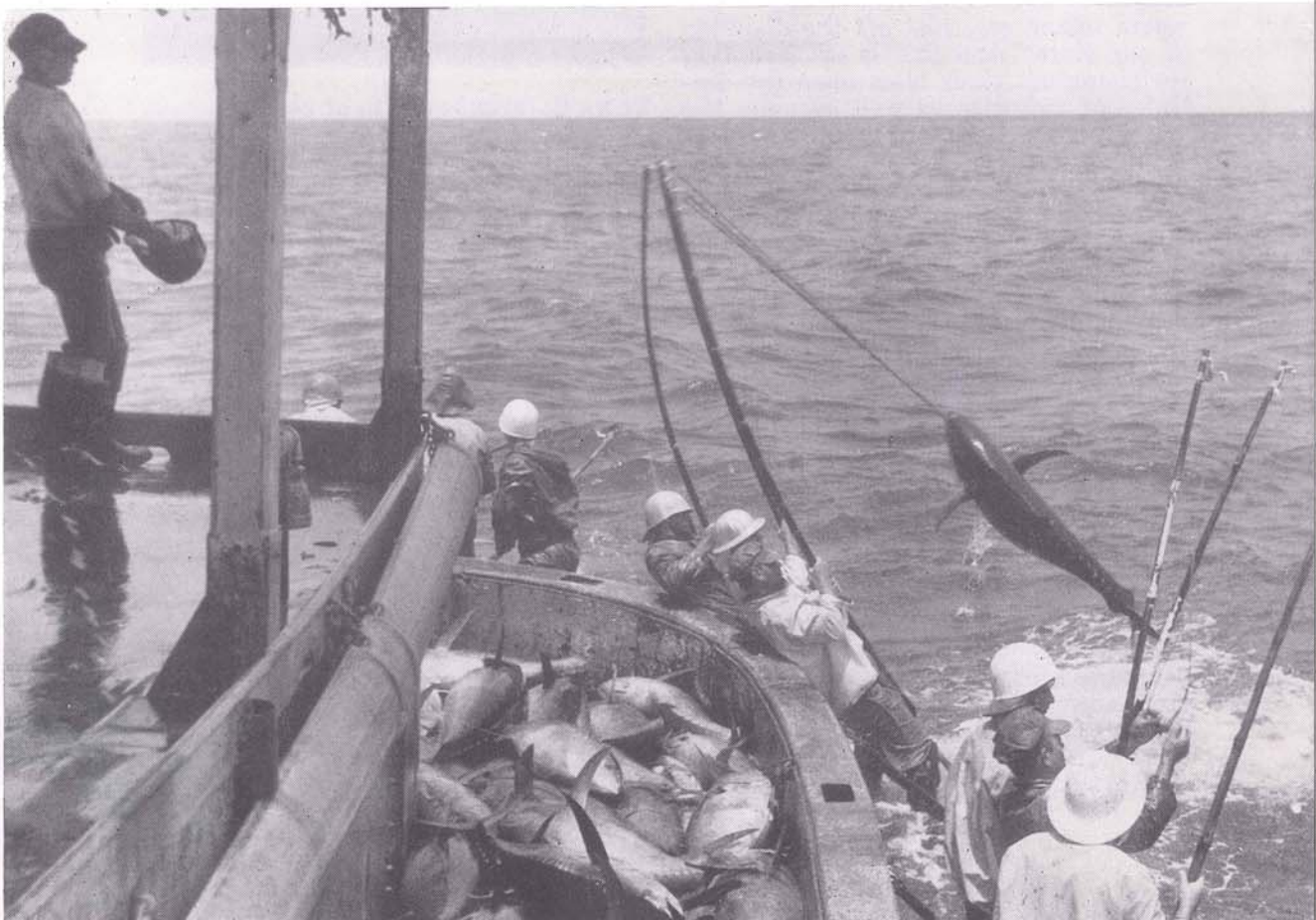
Two vessels, the *Oregon* and *Alaska*, with an approximate aggregate value of \$750,000 have been detailed to these researches. One will become specifically an exploratory fishing vessel whose objectives will be the study of the distribution of available commercial quantities of already utilized seafoods in the Gulf of Mexico and the search to discover possible valuable species whose presence in the Gulf of Mexico in marketable quantities is as yet unknown. This vessel, the *Oregon*, went into operation in the spring. Staffed by scientists with excellent experience in this precise type of research, the *Oregon* will for the first time in history, provide us with a long range program of scientific work, the results of which will be directly practical in interest as well as leading the way to further expanded activities, or on the other hand, indicating those activities in which intensified researches will be the most useful.

The other vessel, the *Alaska*, will con-

duct a parallel program of equal importance. It is strange but true that even today fish species forming the basis of great production for the market remain unknown as far as their breeding grounds, migrations, growth rate, food and the factors which control their concentration in commercial quantities are concerned. Thus, this well staffed, well equipped, mobile laboratory can conduct on the spot and at the instantly appropriate time, studies whose necessary results might otherwise take years to accomplish. The Gulf of Mexico has been thus far without such an overall program.

It is particularly promising and proper that the actual planning of the overall research program will be divided between the Fish and Wildlife Service of the United States Department of the Interior in consultation with and acting upon the suggestions of the Gulf States Marine Fisheries Compact (composed of Florida, Alabama, Mississippi, Louisiana and Texas) and of the appropriate members of the Gulf and Caribbean Fisheries Institute.

*TASTY TUNA, captured commercially off the Pacific Coast below the Equator, offers possibilities as a future source of food in the Gulf of Mexico and adjacent waters. Two and three men are needed to pull the huge fighters into the boats.*



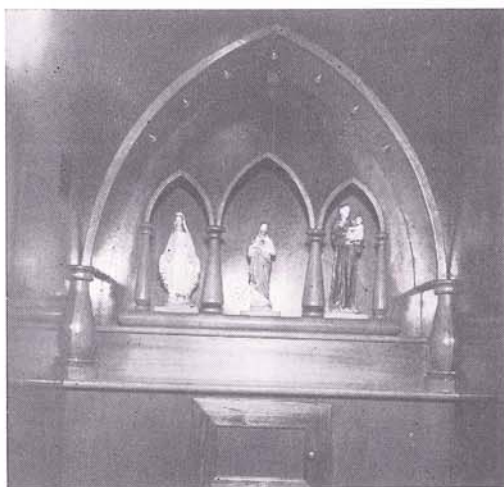
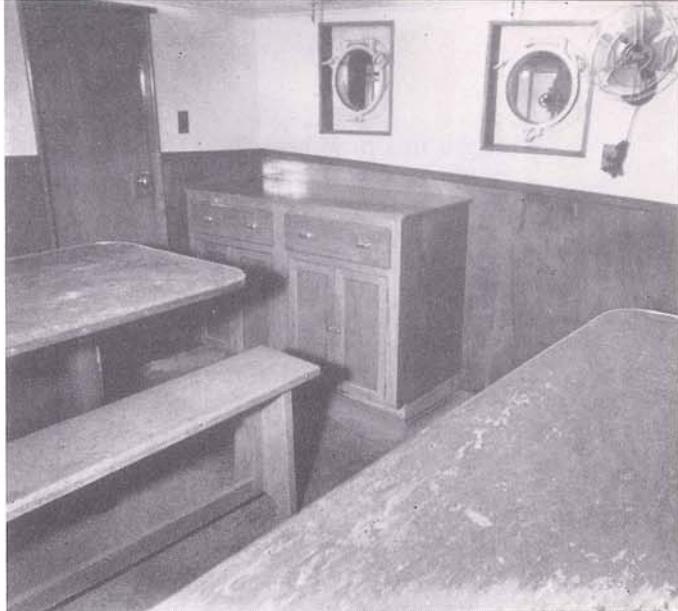


There is no doubt that this program, financed by the Federal Government, will thus be directed into channels of greatest practical use for the greatest number of interests concerned. Such a procedure will tremendously accelerate the translation of newly discovered facts into practical commercial application. The fullest advice from the fisheries interests involved will at all times be available and at the same time the machinery will be set up to make available to the commercial fishermen all discoveries useful to them.

The shrimp industry is a familiar story to the Louisiana coast since the waters of our state produce about three-fourths of the supply of the nation's shrimp. Advances in processing and transportation now make possible the shipping of Louisiana shrimp to the most distant markets of the world. And discovery of new shrimp areas would naturally produce new wealth as well as valuable food. Search for such areas, which would be carried on concurrently with other exploratory investigations, will without doubt form one of the objectives of these new Gulf of Mexico activities.

It is sincerely believed by the writer, and by many others also, that vast new reserves of marine food for the nation and the world will be discovered in our warm inland sea, just off the doorstep of our state. And this is encouraging, for changing winds blow upon the destinies of fisheries as well as upon the waters of the sea. The writer has for nineteen years observed with deepest interest the fashion in which Grand Isle as the nerve center of coastal Jefferson Parish has evolved from a relatively isolated community employing relatively stable fishing methods into a vigorous, highly charged concentration of activities ranging through all these changing industries from oil to shrimp, and in the field of marine foods accelerated in its development by all the various advances in methods of capture, processing and transport of economically valuable seafoods, whose market as a result of scientific advances can now be the world.

It is for this reason that the writer has thought it desirable that there be set down in some coherent fashion some description of the factors whose correlated influences now create the opportunity for what well may be a new day in the fisheries prosperity of the Gulf of Mexico.



*TUNA CLIPPERS remain at sea for weeks on their trips of thousands of miles. The men work hard and their job is a somewhat dangerous one, but their quarters are modern, clean and comfortable. Top, a view of the mess hall on one of these ships; next below is the tiny chapel, and below, the skipper's cabin.*





# PHOTOGRAPHY

- Cover.....Color Plates COURTESY Humble Oil & Refining Co.  
 6.....Top, Corps of Engineers, U. S. Army. Bottom, Randon Picture Service  
 7, 9.....Randon Picture Service  
 11.....Randon Picture Service  
 13.....Top, COURTESY Dept. of Wildlife and Fisheries, State of La. Others, Randon Picture Service  
 15.....Randon Picture Service  
 18.....Humble Oil & Refining Co.  
 21.....Eugene Delcroix  
 23.....Manuel C. DeLerno, COURTESY The California Co.  
 25.....Top left, Leon Trice Picture Service, COURTESY The Texas Co. Others, Leon Trice Picture Service, COURTESY The California Co.  
 27.....Right center and bottom, COURTESY Gulf Refining Co. Bottom left, C. F. Weber, COURTESY The Texas Co.  
 29.....COURTESY Humble Oil & Refining Co.  
 39, 41.....Randon Picture Service  
 44.....J. M. Gray, COURTESY TP-MP Term. RR of N. O.  
 45.....Anderson of K. C., COURTESY TP-MP Term. RR of N. O.  
 47.....COURTESY TP-MP Term. RR of N. O.  
 49, 51, 53.....Paul Kalman  
 55.....Josef Cermak  
 57.....Paul Kalman  
 59.....Top and right center, Paul Kalman. Others, Josef Cermak  
 61.....Top, Art Graphic Center, COURTESY WDSU's Saturday Night Jambalaya and Larry Harding. Bottom, Paul Kalman  
 63.....Randon Picture Service  
 65 through 80.....Eugene Delcroix  
 81.....Randon Picture Service  
 96.....Eugene Delcroix  
 97.....Top and middle right, Three Lions, Inc. Bottom left, Rusty Wagner  
 99, 101.....Three Lions, Inc.  
 103, 105, 107, 109.....Randon Picture Service  
 113.....COURTESY TP-MP Term. RR of N. O.  
 117, 121.....Anderson of K. C., COURTESY TP-MP Term. RR of N. O.  
 123.....Randon Picture Service  
 131 through 175.....Randon Picture Service  
 177.....COURTESY Freeport Sulphur Co.  
 178, 180, 181, 182.....Randon Picture Service  
 183.....COURTESY Louisiana Citrus Growers Assn., Inc.  
 184.....Top left, COURTESY Louisiana Citrus Growers Assn., Inc. Middle and bottom, Randon Picture Service  
 186.....Randon Picture Service  
 187.....Top, Air Photos & Advertising, Inc., COURTESY Wogan & Bernard and Theodore L. Perrier, Associated Architects  
 188.....Henricks Studio, Algiers, La., COURTESY Avondale Marine Ways  
 190.....COURTESY Harvey Smith  
 191, 192.....Mel Washburn  
 193.....Top, COURTESY Harvey Smith  
 194.....Mel Washburn  
 195.....COURTESY Cecil W. Drake, Inc.  
 196.....Henricks Studio, Algiers, La., COURTESY Avondale Marine Ways

## DRAWINGS •

- 2.....COURTESY Dept. of Highways, State of Louisiana  
 17.....COURTESY La. Power & Light Co.  
 83.....COURTESY Dept. of Highways, State of Louisiana  
 187.....Bottom, COURTESY Wogan & Bernard and Theodore L. Perrier, Associated Architects

# INDEX TO ADVERTISERS

## A

Abdo's Drug Store.....	166
Airline Cabinet, Sash and Door Works.....	148
Airline Lumber & Supply Co.....	124
Algiers Music Co.....	162
American Beverage Co., Inc.....	164
American Creosote Works, Inc.....	16
American Heating & Plumbing Co.....	126
American Liberty Marketing Co.....	84
American Printing Co., Ltd., The.....	60
Applewhite, S. V.....	130
Arkansas Fuel Oil Co.....	124
Auto Painting & Repairing Co., Inc.....	120
Avondale Marine Ways, Inc.....	200

## B

Beach Bros. Furniture Store.....	168
Bell Distributing Co.....	104
Beverly Country Club.....	50
Billionaire Cafe.....	112
Bishop-Edell Machine Works, Inc.....	148
Blue Horseshoe Tourist Court.....	128
Blue Plate Foods, Inc.....	148
Borden-Aicklen Auto Supply Co., Inc.....	150
Borden Co.....	136
Boston, C. P.....	94
Boudreaux, Willie.....	170
Boulevard Hardware Store.....	160
Boyce-Harvey Machinery, Inc.....	22
Breaux, Jessie J.....	120
Bridge Circle Inn.....	156
Brooks Tarpaulin Co.....	150
Brown's Restaurant and Cafe.....	160
Brunies' Restaurant.....	164

## C

Caminada Court.....	168
Carey & Helwick.....	158
Celotex Corp., The.....	10
Clark's Refinery.....	120
Claverie Motors, Inc.....	104
Clerc Lumber Co., Inc.....	142
Codifer, Inc.....	158
Collins, J. C., Agent.....	158
Colonial Hotel Courts.....	118
Commercial Solvents Corp.....	166
Cotton Club.....	102
Coulon & Son.....	110
Coyle Lines, Inc.....	138
Crane Clothing Co., Inc.....	168
Crescent Materials Service, Inc.....	154
Crescent Typewriter Exchange, Inc.....	162
Cutcher Canning Co.....	162

## D

Danziger, Geo., General Agent.....	144
Davis-Wood Lumber Co., Inc.....	144
Davison Chemical Corp., The.....	144
De Fee, Jack.....	164
Delta Petroleum Company, Inc.....	116
Delta Pipe & Boiler Co., Inc.....	170
Derbes, Chas. J., Jr.....	116
De Wesse Pharmacies.....	158
Dixie Carriers, Inc.....	108
Dixie Tourist Court.....	146
Doerr Furniture Co., Inc.....	18, 19
Douglas Public Service Corp.....	136

Dunham-Pugh Company, Inc.....	88
Duplechin's, Roy, Grocery.....	114

## E

Eighth Ward Democratic Club of Jefferson Parish.....	150
Ellzey Stores.....	158
Estelle Store and Bar.....	166

## F

Feitel's, Ed. E., General Department Store and Self Service Food Store.....	150
First National Bank of Jefferson Parish, The.....	152
Fisher's Store.....	162
Fitzgerald's Lake House.....	160
Fleming Canal Store.....	156
Foray's Restaurant.....	168
Foundation Plan, Inc.....	156
Franklin Printing Co., Inc.....	142
Freeport Sulphur Co.....	110
Freiberg Mahogany Co., The.....	138
Frey, L. A., & Sons, Inc.....	134
Friedrichs Wood Specialties.....	168

## G

Garden of Memories.....	162
Garsaud's.....	128
Gauthier's, Sidney, Grocery.....	156
General Outdoor Adv. Co., Inc.....	138
Gennaro's.....	152
George Engine Co., Inc.....	24
Godchaux's Sugars, Inc.....	126
Gonzales Motors, Inc.....	92
Great Atlantic & Pacific Tea Co., The.....	144
Great Southern Box Co., Inc.....	48
Green-Walker Galvanizing Co., Inc.....	170
Gretna Hardware Co.....	170
Gretna Sheet Metal Works.....	158
Guenther, Leo S.....	170
Gueydan Lumber Yard.....	130
Gulf Fur Co.....	118
Gulf Refining Co., The.....	126

## H

Hansell, F. F., & Bros., Ltd.....	148
Harvey Canal Land & Improvement Co.....	140
Harvey Canal Shipyard & Machine Shop.....	98
Harvey Lumber & Supply Co., Inc.....	28
Harvey Mud Co.....	158
Heebe's Bakery.....	140
Hero Wall Co., Inc.....	36
Hill, H. G., Stores, Inc.....	14
Hogan Bros., Inc.....	106
Hotard & Webb.....	154
Humble Oil & Refining Co.....	162
Hyatt, Inc.....	146

## I

International Lubricant Corp.....	146
Interstate Electric Co.....	142
Intracoastal Terminal.....	30

## J

J & L Steel Barrel Co.....	152
Jackson Machinery Co.....	116

**IN JEFFERSON THE FUTURE HAS ALREADY BEGUN**



Jahncke Service, Inc.	8
James, T. L., & Co.	92
Jefferson Bottling Co., The	132
Jefferson Democrat	46
Jefferson Lumber Co.	164
Jim's Plaza Club	122
Johns-Manville Products Corp.	122

## K

Kammer, C. A., Mercantile Co.	166
Keller Construction Corp.	134
Klauser's, E., Restaurant and Bar	150
Klotz Cracker Factory, Ltd.	142
Kraak's, Henry, Nursery	152

## L

Lafitte Oil Distributing Co.	95
Lauricella & Sizeler Co.	112
Lawyer Title Insurance Corp.	148
Leitz-Eagan Funeral Home, Inc.	144
Leson Chevrolet Co., Inc.	62
Louisiana Power and Light Co.	Back Cover
Louisiana Transit Co.	52
Lynn Oil Company	82

## M

Maison Blanche Carrollton	130
Mancuso Barrel & Box Co., Inc.	166
Marine Paint & Varnish Co., Inc.	124
Marrero Land & Improvement Assn., Ltd.	114
Martin's Hotel Court	82
Matthews, Geo. B., & Sons, Inc.	162
Mayronne Lumber & Supply Co., Inc.	140
Mayronne's Mud, Chemical and Engineering Service	154
McDermott, J. Ray, & Co., Inc.	84
McWilliams Dredging Co.	12
Melling Cement Block Works	166
Metairie Ridge Nursery Co., Ltd.	166
Metry Cafe & Bar	166
Metry Tourist Court	168
Meyer's Specialty Shop	90
Moisant Servicer	122
Montaldo Insurance Agency, Inc.	34
Mothe Life Insurance Co.	158

## N

Neeb's Hardware Store	166
New Orleans Chamber of Commerce	112
New Orleans Public Service, Inc.	Inside Front
Nook, The	134
Nunez Grocery & Bar	108

## O

Ochello's Tip Top Pavilion	168
O'Connor-Oakes Co.	154
O'Dwyer's	56
Oleander Hotel	160
Original Bruning's Restaurant	154
Original Club Forest	54
Orleans Materials & Equipment Co.	146
O'Shaughnessy Service, Inc.	Inside Back
Ozone Co., Inc.	152

## P

Paletou, J. Wallace, Inc.	156
Pat's Club	150
Pendleton's	132
Penick & Ford, Ltd., Inc.	136
Petrolane Gas Co., Inc.	102
Pinnacle Oil Co., Inc.	102
Pipe Line Service Corp.	40

Pontchartrain Lumber Co., Inc.	132
Products Research Service, Inc.	154

## R

Ransom, W. A., Lumber Co.	160
Rantz Ice Factory	162
Rathborne, Joseph, Land and Lumber Co., Inc.	26
Rheem Manufacturing Co.	100
Rossi Motel Court	82
Roussel's Circle Service Station	164
Roussel's Service & Repair	166
Rowan, Peter P., Co., Ltd.	148
Roy, A. K., Inc.	126

## S

St. Regis Airline	108
Samuel Bros.	162
Schayer-Badinger, Inc.	156
Security Building & Loan Assn.	114
Shippers Compress Warehouse	162
Smith, Ed, Stencil Works	160
Smitty's Cabs	164
Soulé College, Inc.	164
South-Central Implement and Supply Co.	90
Southern Cotton Oil Co., The	58
Southern Equipment & Tractor Co.	100
Southern Sanitary Excavating	134
Southern Solvents and Chemicals Co.	102
Southern States Equipment Co.	128
Southport Lumber Co.	168
Spahr, Chas. E., Distributor	94
Stauffer Chemical Company	98
Stauffer, Eshleman & Co., Ltd.	156
Stratton-Baldwin Co., Inc.	140
Stumpf's, John, Son	62
Suburban Bowling Alley	164
Sunshine Biscuits, Inc.	170
Swanson Seafood Restaurant	132
Swift & Co.	124

## T

Texas Co., The	42
Thomas, Albert G.	138
Tops Co., Inc.	168
Tropical Radio Telegraph Co.	146
Tucker's Steak House	118

## U

United Distillers of America, Inc.	136
United Gas Union Producing Co.	38
United States Brewers Foundation	106
United States Steel Products Co.	164

## V

Von Der Haar, Frank A.	156
------------------------	-----

## W

WWL Development Co., Inc.	160
Weaver, Bert, Materials, Inc.	130
Weiner's Furniture Co.	164
West Bank Motors, Inc.	88
West Side Oil Co., Distributor	95
Westside Transit Lines, Inc.	110
Western Union Telegraph Co.	168
Whitney National Bank	128
Williams, W. Horace, Co., Inc.	152
Wilson Variety Stores	160
Woodward, Wight & Co., Ltd.	142

**POPULATION 1940: 50,427 — 1950: 102,691**

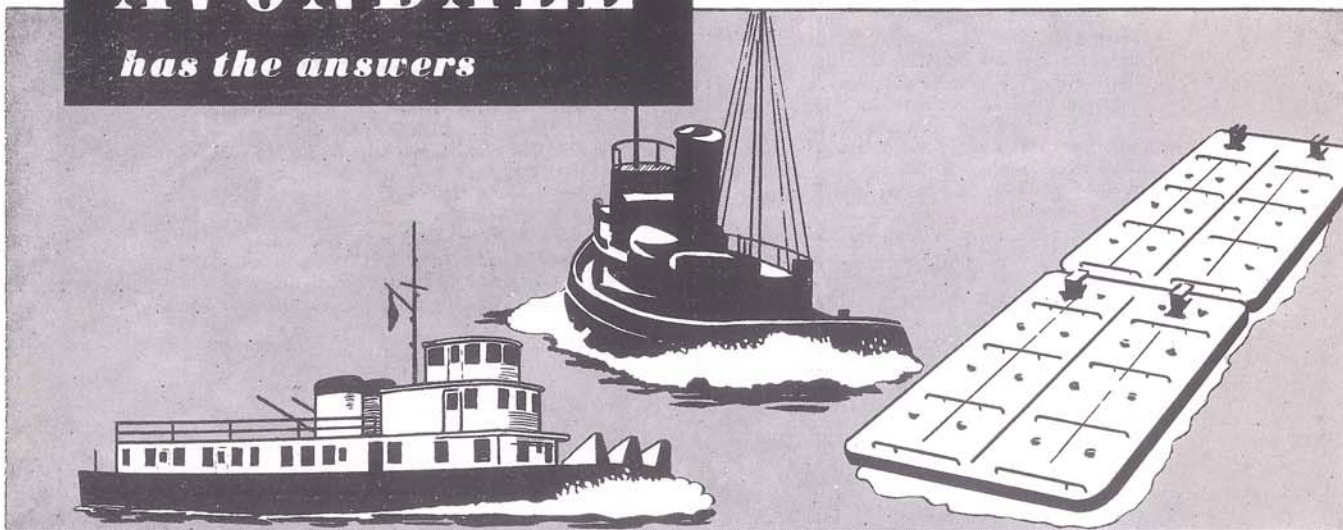
# The Time is Now

*to give thought to Saving  
to give thought to Quality*

*and*

## AVONDALE

*has the answers*



Yes, Avondale has the answers in more ways than one—especially today when Saving and Quality go hand in hand! Truly, the type of quality workmanship that has made AVONDALE famous up and down the river means savings to you in the long run. Why? Because the better workmanship, the more "Know-How" and experience put into a job means longer lasting service to you. And the longer

Mr. James H. Bull, President of Avondale Marine Ways, Inc. will be at the MYA Convention and wishes to take this opportunity to extend greetings to all and to wish success to the convention.



your equipment stays in service — the more you save!

**Manufacturers of the FAMOUS "SAFTICRAFT" WORK AND PLEASURE BOATS**

# AVONDALE MARINE WAYS, INC.

RIVER FRONT, NEW ORLEANS DISTRICT  
MAILING ADDRESS: WESTWEGO, LOUISIANA

MAIN PLANT: AVONDALE, LA.  
QUICK REPAIR PLANT --- HARVEY, LA.



# O'Shaughnessy Service, Inc.

AIRLINE HIGHWAY at 17th STREET CANAL



PHONES:

TEmple 5577

TEmple 5578

TEmple 5579

## ● BOWLING

40 Air Conditioned Alleys. Special Individual Free Instruction to all Beginners By Appointment.

## ● COMPLETE EQUIPMENT FOR THE BOWLER

Bowling Balls — Bowling Shoes — Bowling Bags

## ● SERVICE STATION

TEXACO PETROLEUM PRODUCTS. Firestone Tires, Tubes, Etc.  
Washing. Greasing. Tire Repairs.

8 POCKET  
BILLIARD TABLES  
BRUNSWICK

BUFFET SERVICE  
SANDWICHES  
BEER, ETC.

## Three Other Service Stations

JEFFERSON HIGHWAY AT LAKE

TEmple 4242

●  
JEFFERSON HIGHWAY AT BROOKLYN

TEmple 4011

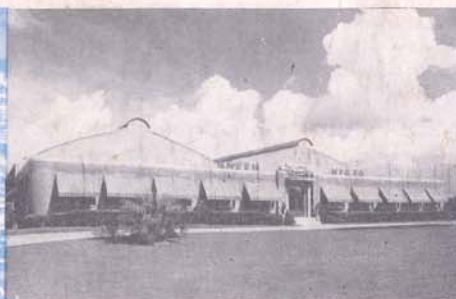
●  
AIRLINE HIGHWAY AT WILLIAMS

Kenner 3911





Avondale Marine Ways; Swift & Company;  
Rathborne Lumber Co.—on Harvey Canal



Rheem Manufacturing Co., Bridgedale, La.



Hake Galvanizing Works, Harvey, La.

## An Invitation to Executives

This volume gives you another bookful of reasons why you should locate or expand your plant in Jefferson Parish. We'd also like you to see the special studies made by Louisiana Power & Light Company.

In addition, without charge, our industrial engineers will gladly assist you in—

- 1 Selecting a suitable site
- 2 Advising on availabilities of raw materials and labor—and prevailing wage scales
- 3 Applying for tax exemption under state laws
- 4 Evaluating transportation service and freight-rate advantages
- 5 Contacting architects, engineers, and contractors
- 6 Making marketing studies of your products
- 7 Exploring by-product possibilities
- 8 Utilizing your electrical and natural gas machinery and equipment to best advantage—finding new jobs that cheap electricity and natural gas can do better—at lower cost.

For this **FREE INDUSTRIAL ENGINEERING SERVICE** — Phone, Write or Wire  
Industrial Sales Section



# Louisiana Power & Light Company

New Orleans 14, Louisiana — ALgiers 2700



Freiberg Mahogany Co., Harahan, La.



Southern Shell Fish Co., Inc., Harvey, La.



Kieckhefer Container Co., Harahan, La.