



JEFFERSON PARISH

E I G H T E E N T H A N N U A L

YEARLY REVIEW 1952

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...
TWO MARKETS!



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



FROM OVERSEAS...

New Orleans grows just in case for every raw material imported at low cost. Growing New Orleans markets when flow are: sisal, basins, rubber, chrome, mica, asbestos, nut, copper, iron, tin and other vegetable fibers, kelp and algae, coffee and cocoa beans, sugar, wheat, meat products, flour of cotton. To get most from these important raw materials, only business belongs in New Orleans.

In the Middle South
NEW ORLEANS
OFFERS YOUR BUSINESS...
FUEL AND POWER!



NATURAL GAS...

Louisiana produces nearly 3 billion cubic feet of natural gas every day—the second largest producing state in the nation. And huge, constantly expanding reserves assure an almost limitless supply for the future.

Here's a new source of heating, hot water, versatile fuel to speed production in your plant. Low in cost, and requiring no storage facilities, natural gas offers another major reason for locating in New Orleans.

ELECTRICITY...

In New Orleans, the industrial partner of natural gas is electricity for gas fuels the generating plants which provide low-cost, dependable electric power to the city.

And electric generating facilities have grown apace with New Orleans industrial expansion. In the short period since the end of World War II, electric generating capacity has been boosted by nearly 70%—ensuring ample electric capacity for your plant here.

In modern times, New Orleans has never experienced a shortage of natural gas or electricity.

Look Into New Orleans—

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

Public Service

NEW ORLEANS PUBLIC SERVICE INC.

NATURAL GAS AND TRANSPORTATION

See Journal of Commerce March 21, 1950

See Journal of Commerce March 21, 1950

See Journal of Commerce March 21, 1950

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Investigate New Orleans

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As New Orleans Grows, Louisiana Benefits

The story of the many advantages and opportunities for business and industry in New Orleans and throughout Louisiana can't be told in one advertisement.

That's why Public Service has been running a continuing series of advertisements like the four shown above since 1946 in New York and mid-continent newspapers. This advertising invites new industry to locate in this area,

details the advantages of transportation, climate, nearness to world markets, and dependable work forces enjoyed by industries in this section.

We at Public Service thought you'd be interested in this program because the success New Orleans has in attracting commerce and industry heightens the prosperity and well-being of the rest of Louisiana.

JEFFERSON PARISH YEARLY REVIEW

STAFF

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and Business Manager
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and Art Director

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

Kenner, La.

1952

OUR COVER

Gracing our cover this year is the super-diesel, 207-ton tug, Socony II, of all-welded steel construction. Overall measurements: Length, 102'6", beam, 25', draft aft, 11'. Its 1640 horsepower diesel engine turns a 9'2" bronze propeller, with a 6'5½" pitch. The tug was built by Avondale Marine Ways, Inc., for the Socony Vacuum Oil Corporation of New York, and is being used for coastwise and harbor towing.

Cover plates through the courtesy of Avondale Marine Ways, Inc.

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

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This Book Manufactured in its
Entirety by Union Labor



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In this eighteenth annual review of Jefferson Parish, the element of Time, of then-and-now, serves as a measure for reckoning progress and growth.

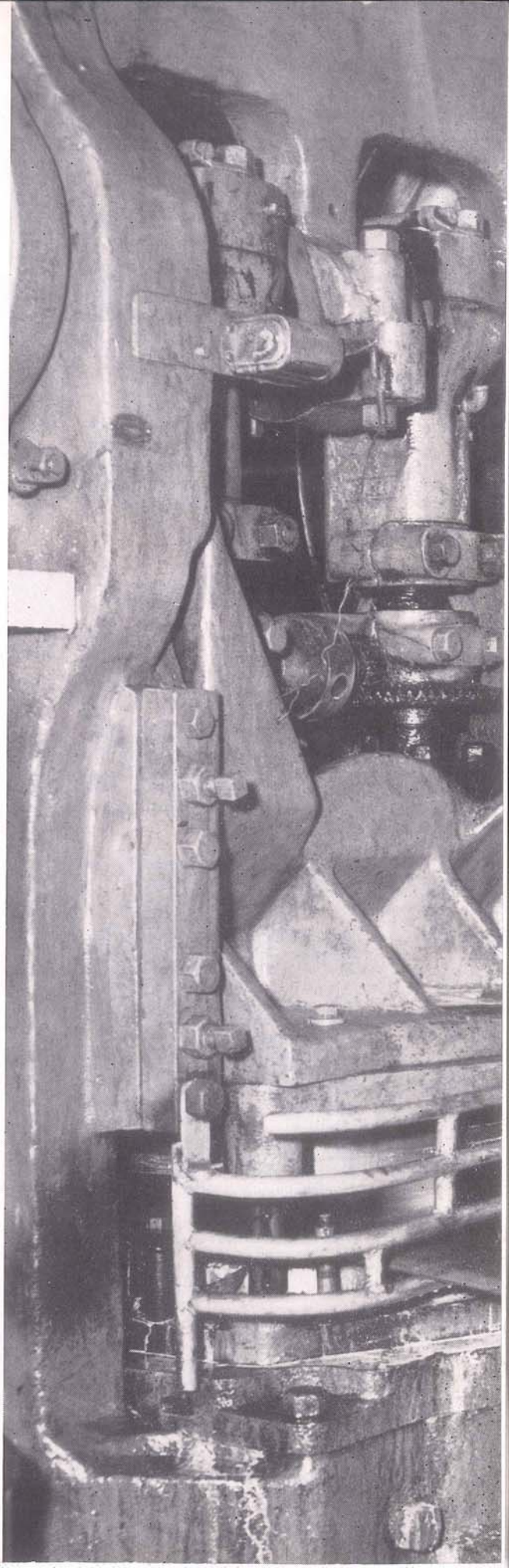
The application of this chronological gauge readily reveals that the improvements, development and production of recent years are now greater than ever, and this appraisal — the present held up against the past — indicates clearly that the future is rich with potentialities.

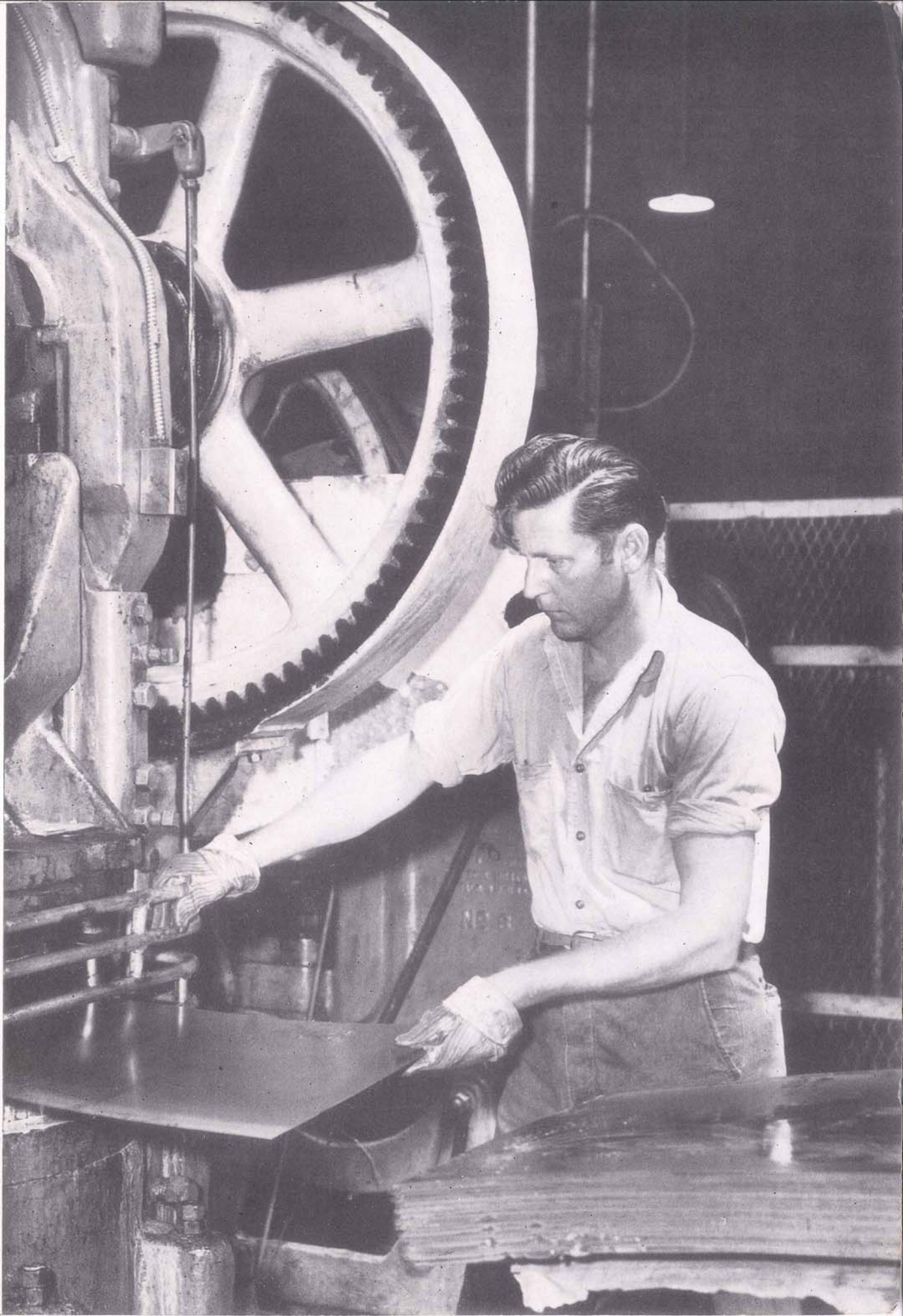
For Jefferson Parish has no intention of resting on its laurels. Everywhere this determination is reflected by firm and amply substantiated optimism. One aim, for instance, is a population of a quarter of a million people by 1960—the parish has space for many times that number. Another aim is the continued increase in industrial output and expansion, and the influx of new manufacturing plants.

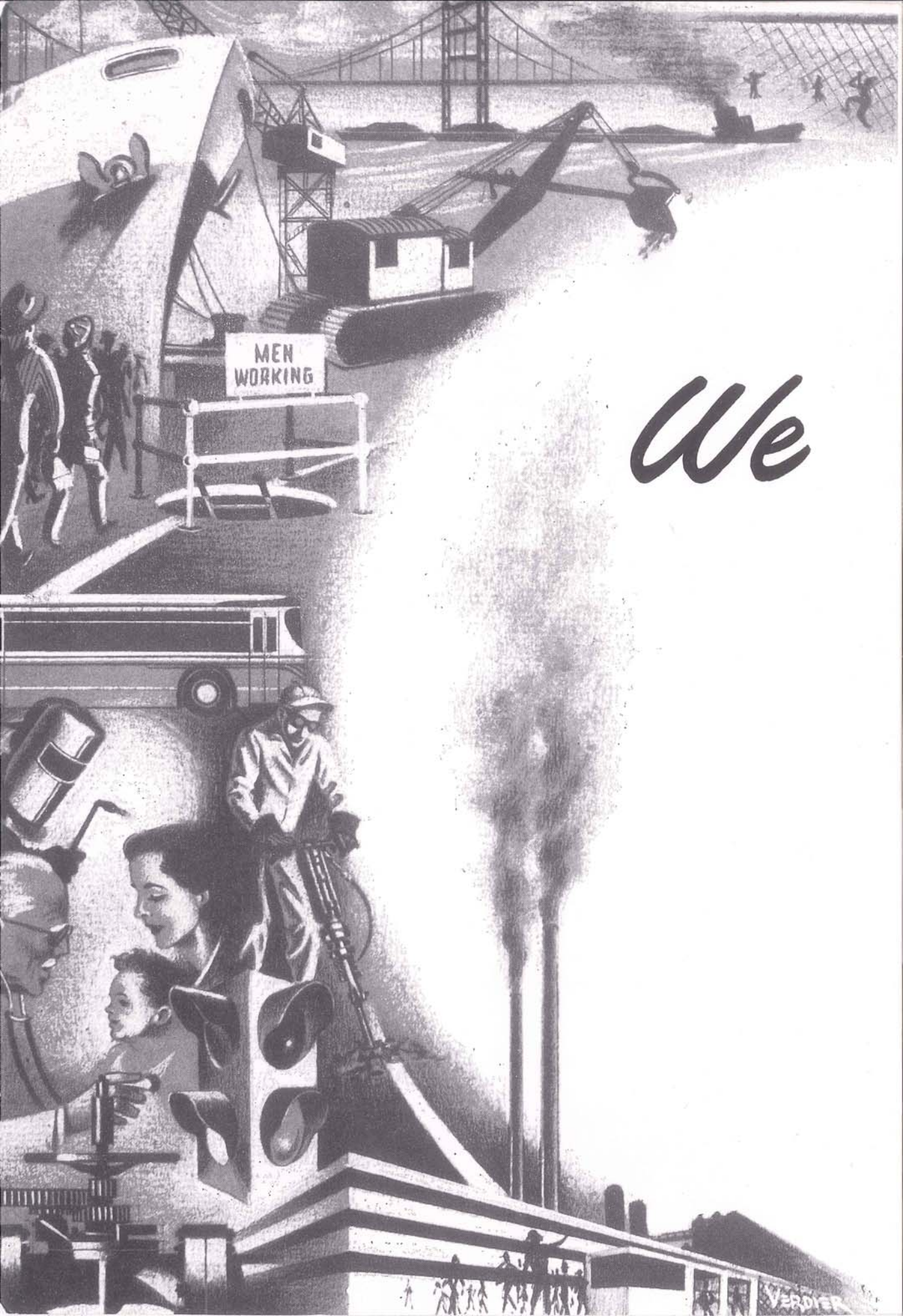
As you read the following pages, we are certain it will be definitely apparent that whether you want good living or good business, or both—in Jefferson Parish, Opportunity is knocking NOW.

The Editors

At the J & L Steel Barrel Co., intelligent, able workers and the powerful modern machines they operate, are representative of the industrial picture in Jefferson Parish today.







We



wanted PROGRESS!

By Weaver R. Toledano
President, Jefferson Parish Police Jury
Since 1925, and a Member since 1920.

Yes, we wanted progress. This must be apparent to all who have observed what has been going on in Jefferson Parish.

The industrial development and the population growth of recent years have caused eyes to open in amazement everywhere. But progress is more than manufacturing production and an increase in the number of residents. The beginning of our progress antedates the industrial boom that got underway in 1940. It goes back, indeed, a quarter of a century. It has continued steadily and increasingly ever since.

For progress, true progress, means a going ahead in all the aspects of life. It means fine schools, good roads, public health and sanitation; the incorporating of modern methods and improved facilities into our manner of living, so that it is bettered.

The concept of progress as we know it takes in playgrounds, organizations

for the benefit of youth, and recreation for all the people; sports; fire protection and an abundant pure water supply, and in these times, preparation for civil defense.

All these things are what we understand by "progress", besides the growth of industry and the swelling of population. The term takes in, further, the construction of needed public works, buildings, grade separations, bridges—anything in fact that is necessary for the benefit of the people, whether of a physical or abstract nature—and these we have endeavored to construct or obtain.

The elected officials of Jefferson Parish, the Police Jury—which is the governmental and legislative body of the parish, corresponding to the County Commission of other states—and the other governing bodies; the sheriff, the assessor, the mayors and boards and councils of the various muni-



MAINTAINING and improving the health of the parish is the great aim of the Parish Health Department.

cialties; the state senator and representative; the business and professional leaders, all as a rule have worked together toward these aims, and Jefferson Parish has benefited by their labors and far-seeing plans.

But it was not always thus. Just as the period of industrial and residential growth goes back a dozen years to the beginning of the nineteen-forties, so the period of awakening civic progress goes back more than twice that many years, so that we have come to refer to that time as the "Quarter of a Century of Progress."

Take, for one example, schools. Back in 1927 there were 15 schools in the parish public school system, with an enrollment of about 4000 white and 900 colored pupils. Today more than 15,000 school children—11,000 white and 4000 colored—attend the 42 schools in the parish. This does not take into account the thousands attending private and parochial schools, both Catholic and Protestant.

Surely it is evident we wanted progress when one reviews the school construction and rehabilitation program we are just winding up, at a cost of almost five million dollars.

We are very proud of our training institutions for handicapped and orphaned children, which prepare them for independence in the outside world. In Marrero, on Barataria Boulevard, are the St. Joseph Institute for deaf-mutes, Madonna Manor, operated by the Sisters of Notre Dame for orphan

girls and very young boys, and across the highway, Hope Haven, where orphan boys are trained in skilled trades and agriculture.

These institutions are unfenced and in all their history no child has been known to run away. For they are what they intend to be, homes for the homeless and havens for the harried.

The Jefferson Parish Trade School is located in the remodeled McDonough-Jefferson High School building in Gretna (McDonoghville). An area trade school, it is one of 12 throughout the state, and serves Jefferson, Orleans, St. Bernard, St. Charles and Plaquemines Parishes. It opened in September, 1950 with 225 students, and by January 1 of this year had an enrollment of 533 students in all classes, at the school and outside, in other schools and various institutions and manufacturing concerns, where they learn by doing.

The education and welfare of all the people of the parish have ever been important, as witness our schooling program for war veterans, enabling them to catch up on learning missed earlier in life.

Our Parish Library is another example of this determination. Started in December, 1949, by the Police Jury and the state as a demonstration of parish-wide free library service, the demonstration proved such a success that in 1950 the people voted a 5-mill tax for a ten-year period to establish it on a permanent basis, with an experienced, accredited parish librarian. The

year 1951 showed an almost doubling of the number of books read in the preceding year: 204,822 books were circulated to 14,763 borrowers. The parish now has eleven branch libraries and a bookmobile that takes books to the rural sections.

Another index of civic progress is the steps taken toward securing the health of the community. The first and most basic of these steps is providing an ample, dependable supply of pure water. A quarter of a century ago only Westwego and the city of Gretna, which is the parish seat of government, had "city water". Westwego had a small water plant, but Gretna bought its water from Algiers, in neighboring Orleans Parish. In 1935 Gretna built its own waterworks.

Today all of the parish is served by waterworks except the outlying districts. About 97 percent of the people enjoy this metropolitan convenience.

Jefferson Parish Waterworks District Number Two, serving the Marrero-Harvey area, was started in August, 1931. It had 300 customers, and produced about 9,000,000 gallons of water per month. Its production now is ten times that amount, for its 2500 customers, industrial, commercial and residential.

Even greater growth is recorded by the East Jefferson Waterworks District Number One, on the East Bank, which started earlier in 1931 than Number Two, with 800 customers. It serves the entire East Bank, and has a present capacity of 10,000,000 gallons per day, and well over 16,000 consumer installations.

Waterworks District Number Three, in the rear of Number Two and sparsely settled, started operating in 1949 with 25 customers, and in January of 1952 was serving 1200 installations through 17 miles of pipe. District Number Four was created but not put into operation. Number Five was created in 1951 and includes the Fifth Ward and part of the Fourth, taking in Bridge City, Avondale, Waggaman and South Kenner. Soon fresh, pure water will be pouring through miles of pipe to its consumers.

On the other hand there has been the problem of getting rid of undesirable water in our generally low-lying parish, and we took progressive steps in that direction too.

Drainage districts to take care of this trouble had to be formed. Several had been created by the Police Jury before



A TOTAL of 141 voting machines were distributed throughout the parish in time to be used in the second primary election, February 19, 1952.

my tenure of office as a police juror began in 1920, thirty-two years ago. Some of these fell into disuse, however, and the parish drainage suffered.

But we wanted progress. The Police Jury, working with the people in those sections, reorganized the districts so that today all are operating at full capacity. The Fourth Drainage District was reorganized in the mid-twenties, about the time I was first selected as president of the Police Jury 27 years ago. This district now drains all of the land between the Orleans and St. Charles Parish lines, the Mississippi River and Lake Pontchartrain. A 10-foot levee was completed along the lakefront in 1949, and the district was completely rehabilitated in 1949 and 1950, and in the latter year the land was placed on an ad valorem tax basis.

There has been a sewerage system in Gretna since March, 1930. But in 1938, the first sewerage district was created by the Police Jury to serve a large part of the Metairie area on the East Bank, approximately 1500 homes. Today this plant serves more than 5000 homes, with more connections being made daily. District Number Two was created in 1950. It will utilize the disposal

PARADE OF PROGRESS

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

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

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



LOUISIANA TRANSIT COMPANY

HARAHAN, LOUISIANA

Save Money, Time and Parking Fuss — Ride the Bus

plant at former Camp Plache, and the main is now being laid throughout the Seventh Ward. Number Three will be created shortly, on the West Bank, and will take in the area between the Harvey Canal and Westwego, and from the Mississippi River two and a half miles back to Estelle Road.

Garbage districts too, have become part of parish life in the past quarter-century. Two have been created so far by the Police Jury. The incinerator for Number One is located on the Airline Highway at the west end of Metairie. It can handle 100 tons per day and is now disposing of approximately 65 tons every 24 hours, from all of the East Bank. Number Two is on the West Bank in Marrero, and includes all that section between Gretna and Westwego, and from the Mississippi River to Estelle Road. With a plant having a 90-ton daily capacity, 18 to 20 tons a day are now burned. Gretna and Westwego have their own disposal systems.

A definite and concrete manifestation of progress in the guarding of parish health was made by the Police Jury in March, 1942, when it formed a committee to establish the Parish Health Department. Prior to that time the parish had a health officer. From its establishment in 1942, the department has had its hands full, with the problems resulting from the astounding population growth since then.

According to the 1951 report to the

Police Jury, made by Dr. A. B. Centanni, director of the department, the record-breaking jump in population means "a rising birth rate; more school children to consider in the matters of their health; a greater chance for the spread of communicable diseases, and increased industrial health problems."

In regard to the epidemics and generally lowered health standards that tend to follow a rapid rise in population, Dr. Centanni reports that this has definitely not been the case in Jefferson because public health is not a business carried on by only one agency within the parish. Public health means the cooperation of the local physicians, dentists, civic groups, the water, drainage, sewerage and garbage districts, "and indeed the total sum efforts of all of the people and their ability to cope with the problems of expansion."

The year 1951 saw important steps taken in the Health Department, such as work toward the fluoridation of the water supply, the securing of a full time dental hygienist for the staff, the expansion of the rabies control program, and generally increased service, including plans for the opening of branch stations in Kenner, Harvey, Harahan, Westwego, Bridge City, Lafitte and Grand Isle.

Now let us be a little more mundane about our progress. How have property assessments fared during the past few years? Well, from the records of Par-

THE Metairie Branch of the Parish Library, which has eleven branches in the parish, and a bookmobile for the convenience of readers in the rural sections.



CATERPILLAR
+
BOYCE-HARVEY

Dependability
=
Service



your guarantee for

Satisfaction

For many years the association of Caterpillar with Boyce-Harvey for southern Louisiana has meant complete equipment satisfaction for contractors and builders. The facilities of our four offices and shops, all connected by private wire, are available for fast dependable service.



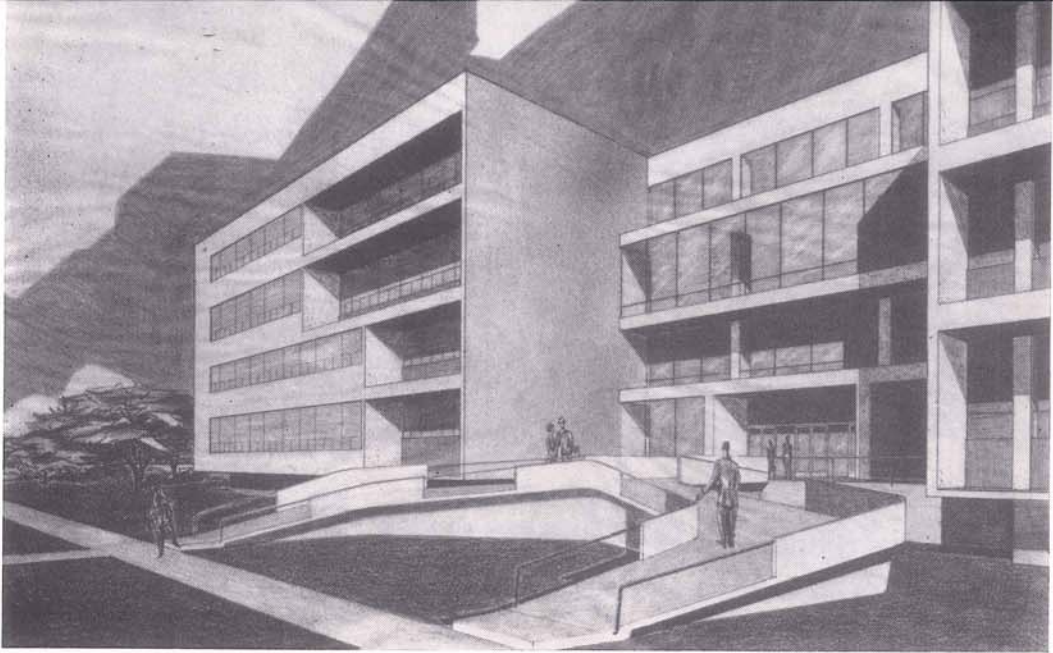
BOYCE-HARVEY MACHINERY, INC.

BATON ROUGE

NEW ORLEANS

LAKE CHARLES

MORGAN CITY



MODERN and functional features of the beautiful new courthouse to be built in the near future are revealed in this architect's drawing.

ish Assessor Vernon J. Wilty, there was an increase of \$6,861,296 in 1951 alone. Over 35,000 pieces of property were assessed at \$69,276,189 in 1951, with 19,778 homeowners being granted tax exemptions of from \$2000 to \$5000. Just 11 years before, in 1940, property in the parish was assessed at \$30,565,219, with 5690 homestead exemptions. It this not progress?

Last year almost 2800 homes were constructed in the parish, over 2200 on the East Bank and 578 on the West Bank. Figured at the established average of 3.8 persons to a residence, we can safely assume that the population increased by 10,640 last year from this source alone. Added to the 103,873 census total for 1950, it brings the 1951 tabulation to 114,513. With residents moving in who were not counted in this home-building figure, the population at year's end certainly must have topped the 115,000 mark — and another 2500

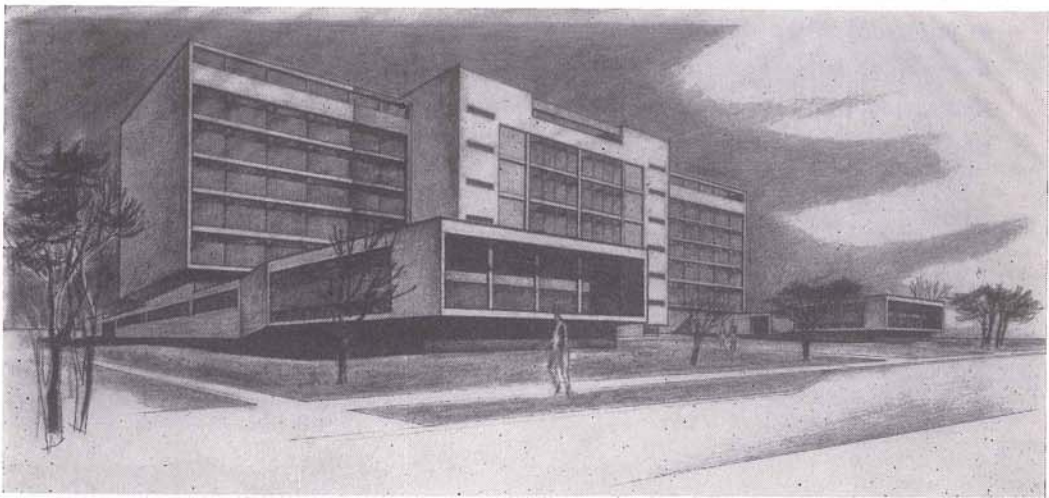
homes are expected to be built this year. So you can see what progress our home-loving population is making.

We must consider that this assessment figure of nearly 70 million dollars does not represent the real value of the property, for we have a very liberal assessment valuation. There is also, no personal property tax in Jefferson Parish.

It is timely to point out here too that even with all the great influx of people into the parish in the past dozen years, Jefferson, the fourth largest in population in the state, has the least need for welfare aid of all 64 parishes, and receives the lowest welfare grants per capita, \$18.70, as revealed by figures made public last October by the State Department of Revenue. All of these facts are part and parcel of what we mean when we say "progress" in Jefferson.

To cap these figures, we must bring

NEW jail building, as it will look when built opposite the new courthouse.



Now all Jefferson can enjoy

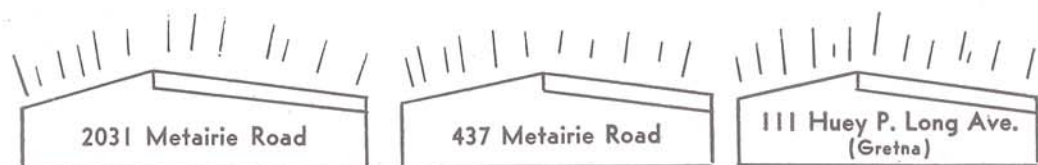
HILL STORES

fine foods at famous low prices



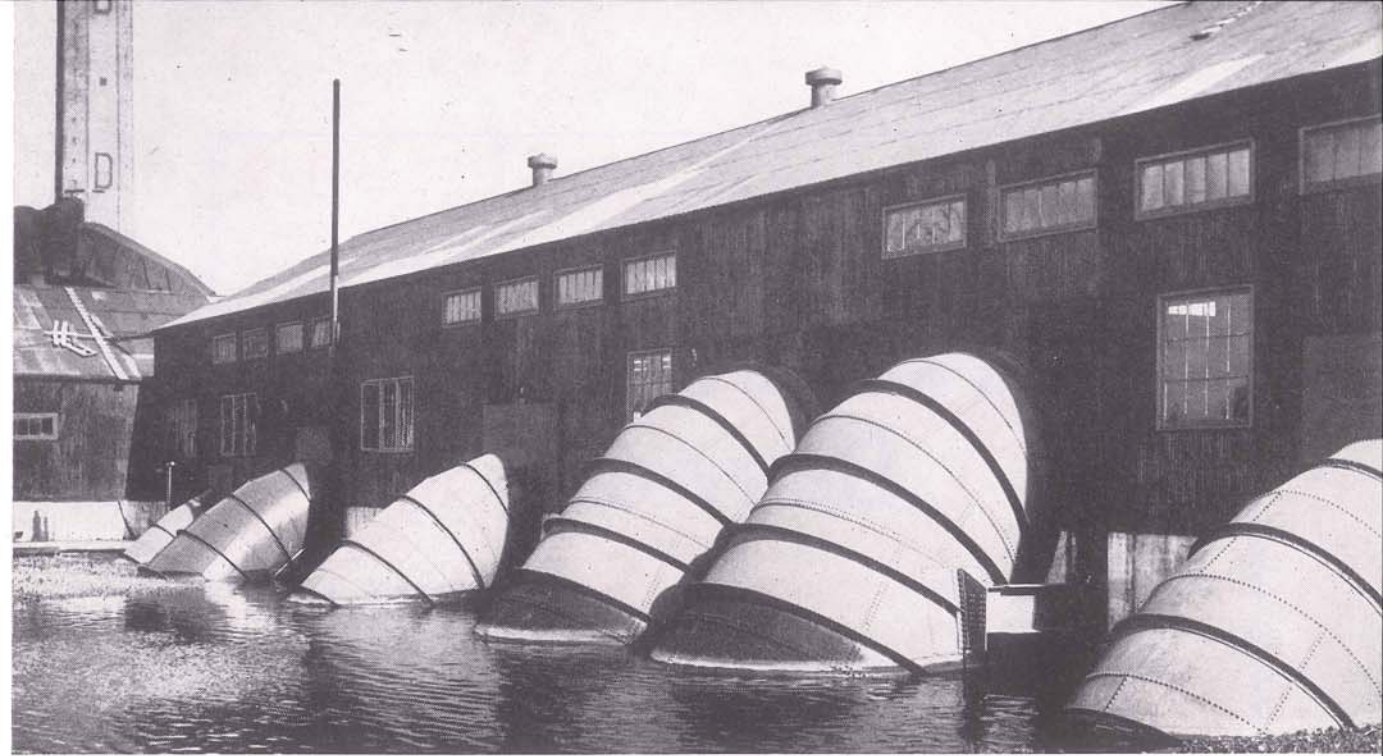
And 3 more friendly
H. G. Hill Stores in Jefferson
for thrifty, one-stop shopping - - -

Great New
H. G. Hill Super Store
3623 Jefferson Hwy.



Everybody knows you save money on food at your H. G. Hill Stores. Isn't it wonderful to have four friendly Hill Stores conveniently located right here in Jefferson! Take advantage of the wonderful bargains Hills' has to offer every day. And at no sacrifice in quality . . . always-crisp fresh vegetables, fine meats, famous brands including Hills' own delicious Velva foods. Shop and save every week at your friendly H. G. Hill Stores.

H. G. HILL STORES



PUMPING plant of the Jefferson-Plaquemines Drainage District, organized in 1912, is now being converted to diesel engines. District includes 37,700 acres in Jefferson and Plaquemines Parishes.

in the registration of voters as of December 15, 1951. Jefferson Parish was in the forefront, with a registration increase of 33 percent over 1948, or a rise from 36,934 to 49,283. Orleans Parish, leader in population, recorded an increase of 4.8 percent, and East Baton Rouge Parish, another large industrial section, second in total number of voters registered, recorded an increase of 19 percent.

Jefferson's people take their civic responsibilities seriously. To further the cause of better government and to assure the strictest recording of the will of the people, last year the Police Jury authorized the purchase of 125 voting machines, at a cost of about \$1450 each, to be distributed throughout the parish. They arrived in time to be used in the January 15 primary election. Sixteen additional machines were bought to be used in the second primary, held on February 19.

Progress is not simply a word in our parish. Progress is an aim, an ideal and a way of life. The desire to go forward led the Police Jury to form our street lighting districts.

The first of these was created in Metairie, in 1938. Since then districts have been formed throughout the parish. Every section, including Grand Isle, Cheniere Caminada, Lafitte, Barataria, Crown Point, Bridge City, Avondale, Waggaman and East End, all outlying

regions, have street lights. The municipalities of Gretna, Westwego, Harahan and Kenner had lighted streets before the first of the districts was formed for Metairie.

Concrete sidewalks were laid in built-up Gretna in 1922 and in Westwego in 1926. In 1938, the Police Jury, with Federal aid, paved sidewalks in the built-up sections of the parish that were without concrete walks.

For further details on the growth of Gretna and the other municipalities, see what progress means by studying their own stories in other parts of this publication.

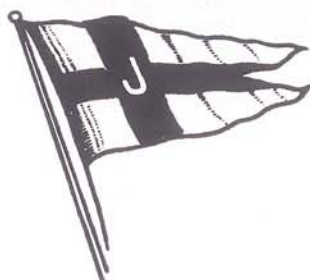
The creation of Road District Number One was one of the many progressive steps that started our Quarter-Century of Progress. The district took in Jefferson Highway, Metairie Road, Shrewsbury Road and the base for the Airline Highway from Shrewsbury to Kenner that was the start of the present Airline Highway stretching 89 miles from New Orleans to Baton Rouge. In May, 1925, our Police Jury reached an agreement with the State Highway Department to pave these roads, and in November of that same year the bids were advertised. The work went on from there, and now the parish is criss-crossed by a network of fine highways, which unfortunately, are not enough to handle our tremendously increased transportation needs.

JAHNCKE

SERVICE

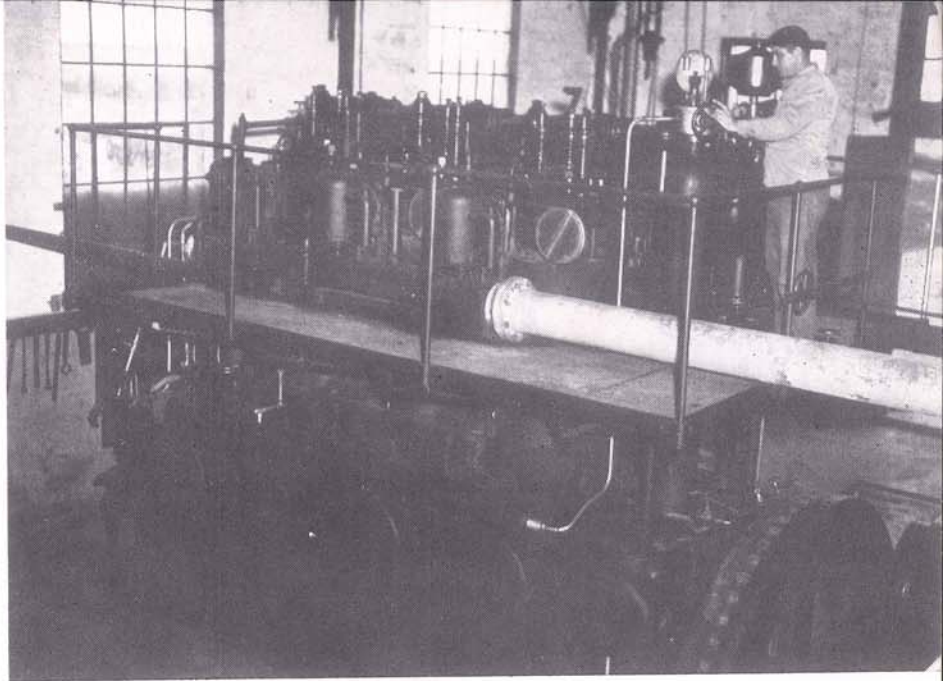
814 HOWARD AVE.

NEW ORLEANS 4, LA.



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

ONE of the powerful diesel engines at Pumping Station Number One, on the lakefront in the recently rehabilitated Fourth Jefferson Drainage District, which takes in the entire East Bank.



Today, more than 1000 miles of roads of all kinds throughout the parish are maintained by the Police Jury. We early saw the necessity for amplified transportation facilities, and we have been working desperately all this time to keep abreast of the problem.

Progress called for an early start on this, for progress *means* movement. As early as 1927 six main streets and all side streets in built-up Westwego were paved. At the mid-Quarter-Century, 1939, we started paving more than a third of the streets of Metairie, at one-fourth cost to property owners and three-fourths cost to the U. S. Government. Since then many other streets have been paved in Metairie, in the Seventh Ward, and elsewhere in the parish, but not with such a favorable financial arrangement.

Last year the work of street and road construction was still going on, it is going on this year and will be going on next year and the year after. In 1951 long sections of the old River Roads on both East and West Banks were hardsurfaced, a total of seven and a quarter miles. This work was done by the State Highway Department at a cost of almost half a million dollars. Almost seven miles of two additional lanes of the highway from the Huey P. Long Bridge to Boutte is nearing completion, and in addition about \$50,000 in smaller projects were done by Highway Department forces last year. Many miles of streets in the communities throughout our parish were paved or hardsurfaced in 1951.

The history of highway and other transportation construction goes back many years, too. Space does not permit

the recounting of every piece of work, but here are some of the more important projects completed just since 1930. That year saw the concreting of the highway from Algiers to Westwego. The next year, Wagner's Ferry Bridge was constructed across Little Bayou Barataria on Route 30, the road to Lafitte. In 1932 the Gretna-Belle Chasse Highway was concreted and the highway to Grand Isle was put down. In 1933, 1937 and 1939, the western end and middle section of the Airline Highway through our parish was paved.

The Huey P. Long Bridge, for trains and motor vehicles, crossing the Mississippi River, with both of its terminals in Jefferson Parish, was opened to traffic December 16, 1935, after three years of work. Construction of the Airline Highway from Shrewsbury to New Orleans was completed in 1940, and the highway to Boutte from the Huey P. Long Bridge, in 1941.

The year 1948 saw the hardsurfacing of the highway down to Grand Isle, and that year also the bridge was stretched across Big Bayou Barataria at Lafitte.

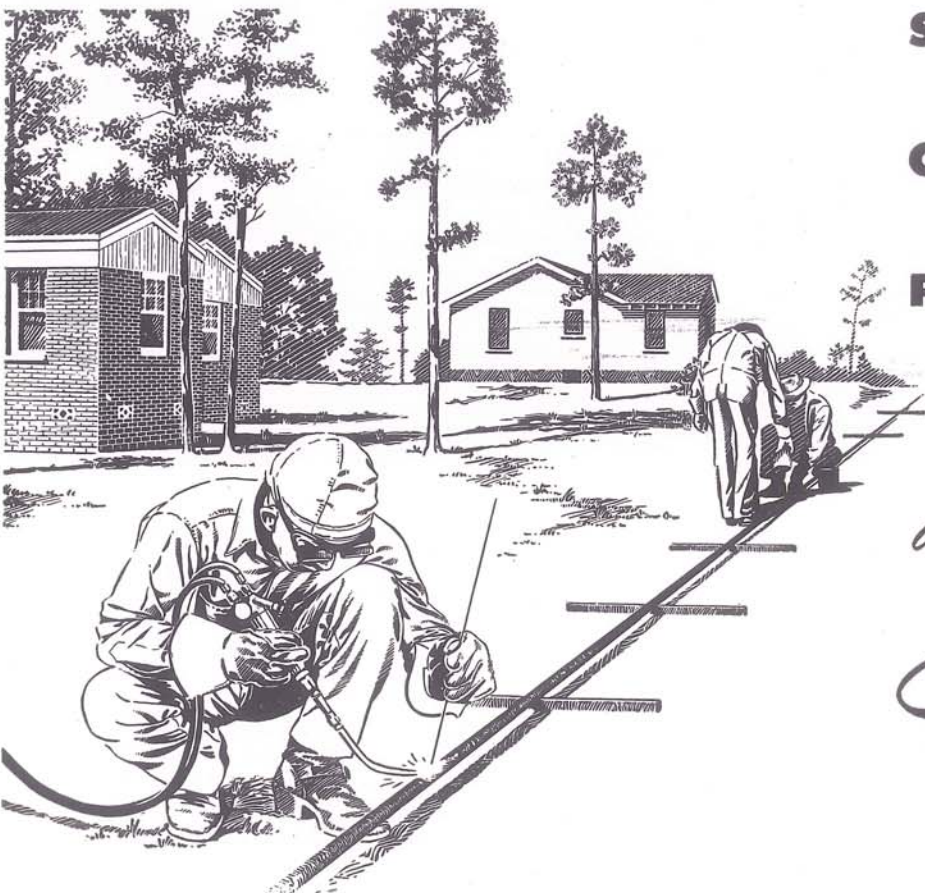
That is the way it has been since the beginning. Every year saw more and more work brought to completion, and more and more needing to be done.

After years of serious traffic jams at Harvey Canal Bridge, a traffic tunnel under that important waterway is in the blue print stage. The State Highway Department has pledged to contribute \$3,000,000 toward the total cost of \$5,500,000, the balance of which will be paid by local interests.

The Mississippi River has always been here, but the Intracoastal Water-

SIGN OF PROGRESS

*in the
Gulf South*



130 MORE TOWNS ADDED TO UNITED'S SYSTEM SINCE 1941

Anything that helps
build the Gulf South...helps YOU

More than 450 cities and towns are now obtaining natural gas through the facilities of United Gas . . . and 130 of those have been connected in the last ten years. Many of the residents of those communities learned for the first time the comfort, convenience and economy of dependable United Gas service.

This is, indeed, a notable sign of progress in the Gulf South.

The steady growth of United Gas during the past decade is a reflection of the development taking place in virtually every field of endeavor in the Gulf South. That's why we, like you, have faith in the future of this great region.

UNITED GAS . . . serving the *Gulf South*

ways System through Jefferson Parish is a result of the efforts of the Police Jury. That's the way progress works. The benefits we have are utilized to the best advantage. The things that are needed, we try to acquire as expeditiously as possible.

Thus, in 1928, with another juror and our secretary, I attended a meeting of the Louisiana-Texas Intracoastal Canal Association at Brownsville, Texas, to promote a waterway through the two states. As a result of this, the Police Jury in 1930 furnished the Federal Government with rights of way through the parish, at a cost of approximately \$30,000. Highest priority was given this project over all others pending at the time. The old Harvey Canal was sold to the Government by the Harvey family, and it was made the New Orleans terminal of the western section of that amazing transportation system.

A visit today to the canal, with its more than 50 concerns supplying goods and services to the petroleum industry and others, and the many vessels of all kinds using this waterway, definitely bears out our judgment of that early period.

Our other transportation means include six trunk line railroads with terminals here, dozens of motor truck lines, many barge lines, and Moisant International Airport, in Kenner.

Approved by the Police Juries of Jefferson and St. Tammany is a causeway to cross Lake Pontchartrain between

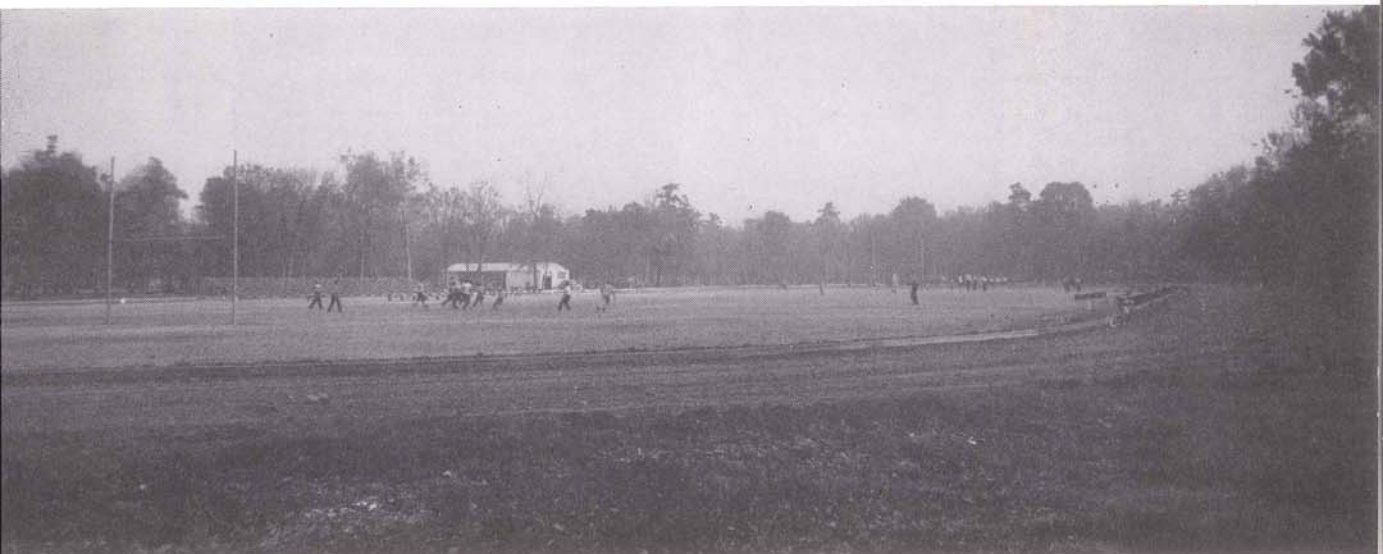
these two parishes. This public project is estimated to cost about \$40,000,000, which will be raised by a bond issue, the bonds to be retired by toll charges.

In the planning stage is the Lakeshore-Hammond Highway from the Orleans Parish line to the causeway, and around the west end of Lake Pontchartrain, and a highway from the causeway to the present Huey P. Long Bridge, with grade separations where needed.

One of our most ambitious projects and the most drastically needed one resulting from our great industrial growth, is another bridge crossing the Mississippi River between Gretna and New Orleans. The necessity for a bridge has long been obvious, and in November, 1951, the people of Gretna voted almost unanimously for its construction.

Transportation facilities we also need greatly, and are planning for, are a four-lane superhighway from the present Huey P. Long Bridge to Algiers, and a tidewater ship channel to the Gulf of Mexico, providing a fog-free, shoalless, direct route to deep water only 55 miles away, with a fine broad highway straight to Grand Isle, constructed alongside on the eastern spoil bank. A modern expressway running from the Orleans to the St. Charles Parish lines, about midway between the Airline Highway and Lake Pontchartrain is needed to relieve congested Metairie Road and the busy Airline Highway. Also, a highway connecting Harahan with the Airline Highway is

PLAYGROUND and community center, Playground District Number Four, in Metairie.



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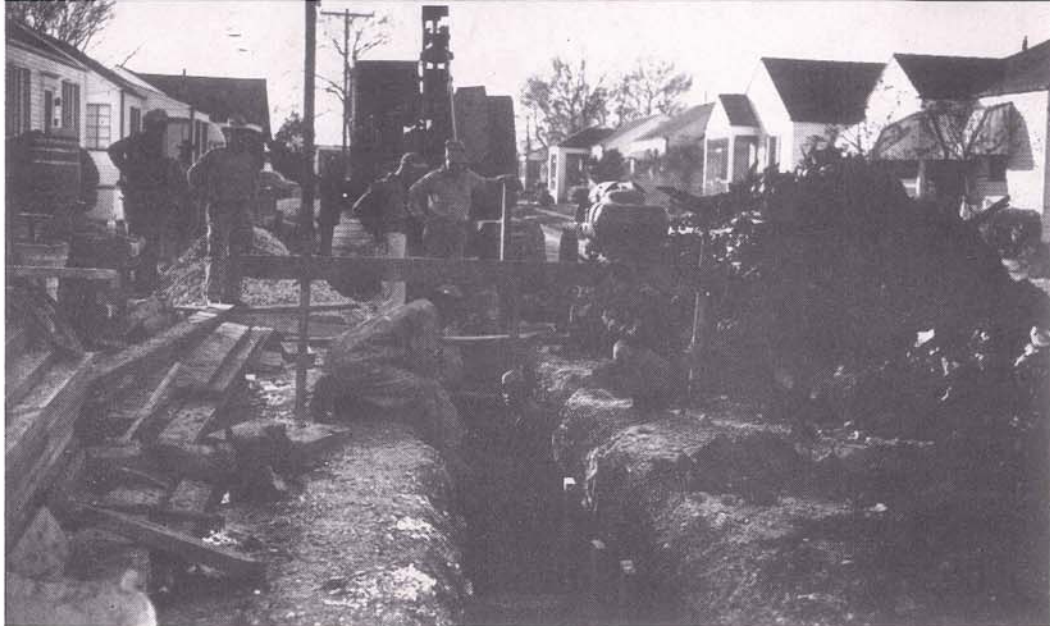


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HARVEY, LOUISIANA



PUBLIC improvement projects go on all the time in Jefferson Parish. Here sewerage is being laid in Rio Vista, in the Seventh Ward.

scheduled for construction this year.

All of these things we are determined to get for our parish, for we want progress. We must want it, as was proved by the two bills we worked so hard for, and had passed by the State Legislature in May, 1950. The first gave the Police Jury the right to create improvement districts, and Number One was created in November of the same year, for improvements at Grand Isle. The other was for a \$300,000 appropriation for work to check beach erosion caused by cross currents and storms, which was endangering the highway that spans the island. The State Highway Department spent almost that amount, completing early this year eight jetty-type groins that we hope will prevent further erosion.

Progress takes all forms. The past quarter-century has seen an increase in the number of volunteer fire fighting companies from 6 to 19. The Police Jury allots to each of these \$175 per month for maintenance. It has created also two fire departments with full-time, full-pay firemen, in the Seventh and Eighth Wards, which should be in operation before the end of the year. Last November a cooperative plan was effected with the New Orleans Fire Department, for mutual aid and assistance in the event of urgency. These progressive steps were taken with the primary aim of protecting the lives and property of the people of the parish, but also with the objective of bringing about a reduction in insurance rates. We feel certain that these reduced rates will be in effect before the end of the year.

This form of progress, welfare of the people, was also manifested in the establishment of the Parish Emergency Unit in 1948. This mobile outfit is on call 24 hours of the day, with two paid chauffeurs working 12-hour shifts. It is ready for any kind of accident and can fight small fires. It carries a portable iron lung, a portable power unit, and has a two-way radio.

Also in the year 1948—a big one for progress—the 250 watt, FM two-way radio station started operating on a 'round-the-clock schedule, broadcasting from the jail in Gretna to the sheriff's and the 18 deputy sheriffs' patrol cars, and to the Emergency Unit.

In less serious vein, but of great importance, was the progress made the year before, in 1947, when eight playground districts were formed. Three of these now have playgrounds. Number Four, in Metairie, has two playgrounds for white children and one for colored. In the Seventh Ward is Number Five, which has a small playground for white children, but will eventually have four, including one for colored children. At J. H. Little Farms, a subdivision between Harahan and Kenner, Number Eight is located, with a field house for the use of the people of the region. Eventually all the others will be constructed, for recreation is needed now more than ever.

As a pleasant method of bringing out the best instincts of our youth, the Jefferson Parish Junior Deputy Sheriffs was organized in August 1951, by Sheriff Frank J. Clancy, with 120 white boys in the lower 'teen ages. The boys

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REMEMBER — You're Welcome



CHAMPION Piroguer of the World, Paul Ybarzabal, of Westwego, won the 1951 Annual Barataria Pirogue Race. As a three-times winner, young Ybarzabal keeps the Hugh M. Wilkinson Trophy, which he is receiving here from Miss Rosebud Pazani, Queen of the 1950-1951 Fur Festival. Other sporting features of the parish are the Annual Grand Isle Tarpon Rodeo, and year 'round sport fishing, excellent hunting, skeet, golf, bowling and almost every sport except ski jumping.

all attend regular meetings, perform useful duties and engage in sports. The recreation centers and playgrounds, and parish business and professional men are 100 percent behind the idea, which has taken like wildfire. On February 1, 1952, the ranks had swelled to 2100 white and 400 colored boys throughout the parish, under their director, Deputy Sheriff George L. Gillespie.

For some time it had been increasingly apparent that the quarters of the legislative, administrative and judicial branches of parish government were becoming crowded and outmoded, and progress demanded that something be done about it. Thus in mid-1951, the Police Jury voted to employ a firm of architects to prepare plans and specifications for a new courthouse, and at the same time, a new jail. Some time this year the property owners of the parish will be asked to vote a bond issue of approximately \$5,000,000 to construct these two buildings.

We have a hospital at Metairie, a clinic in Marrero, and a clinic being con-

structed on Jefferson Highway. We are proud that a Jefferson Parish site was selected for the new Alton Ochsner Foundation Hospital, which will replace the present Foundation Hospital, in Jefferson, now occupying the hospital building of former Camp Plauche. Agricultural research is carried on by our County Agent, and our Home Demonstration Agent performs a great service for the people.

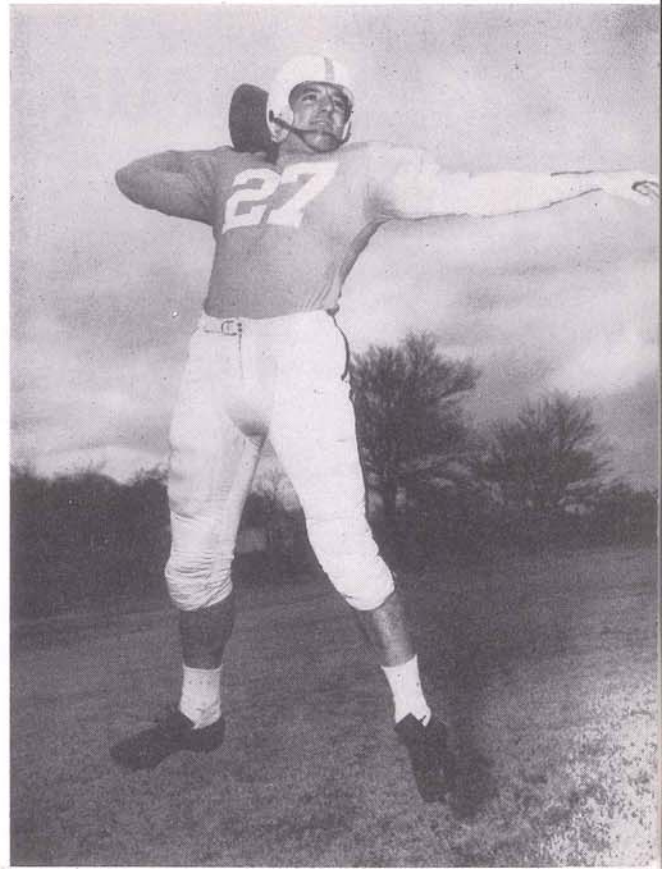
Progress has dictated a Veterans Service Office, a Welfare Department, and sound, constructive action being taken by the Parish Civil Defense.

Jefferson is a parish of great natural potentialities. Here we have oil, gas, seafood, furs, a fine climate, a varied network of transportation systems, ample labor, unlimited fuel and power—and a desire for progress.

Sure, we wanted progress. We had to have it. And we shall continue to have it. Jefferson will always want and have progress, and I will always work for and lend my support to projects for the good of the parish, whether in an official or unofficial capacity.

—o—

NATIVE SON, Hank Lauricella, of Harahan, unanimous All-American tailback of the University of Tennessee, is representative of the clean-cut youth of Jefferson Parish.





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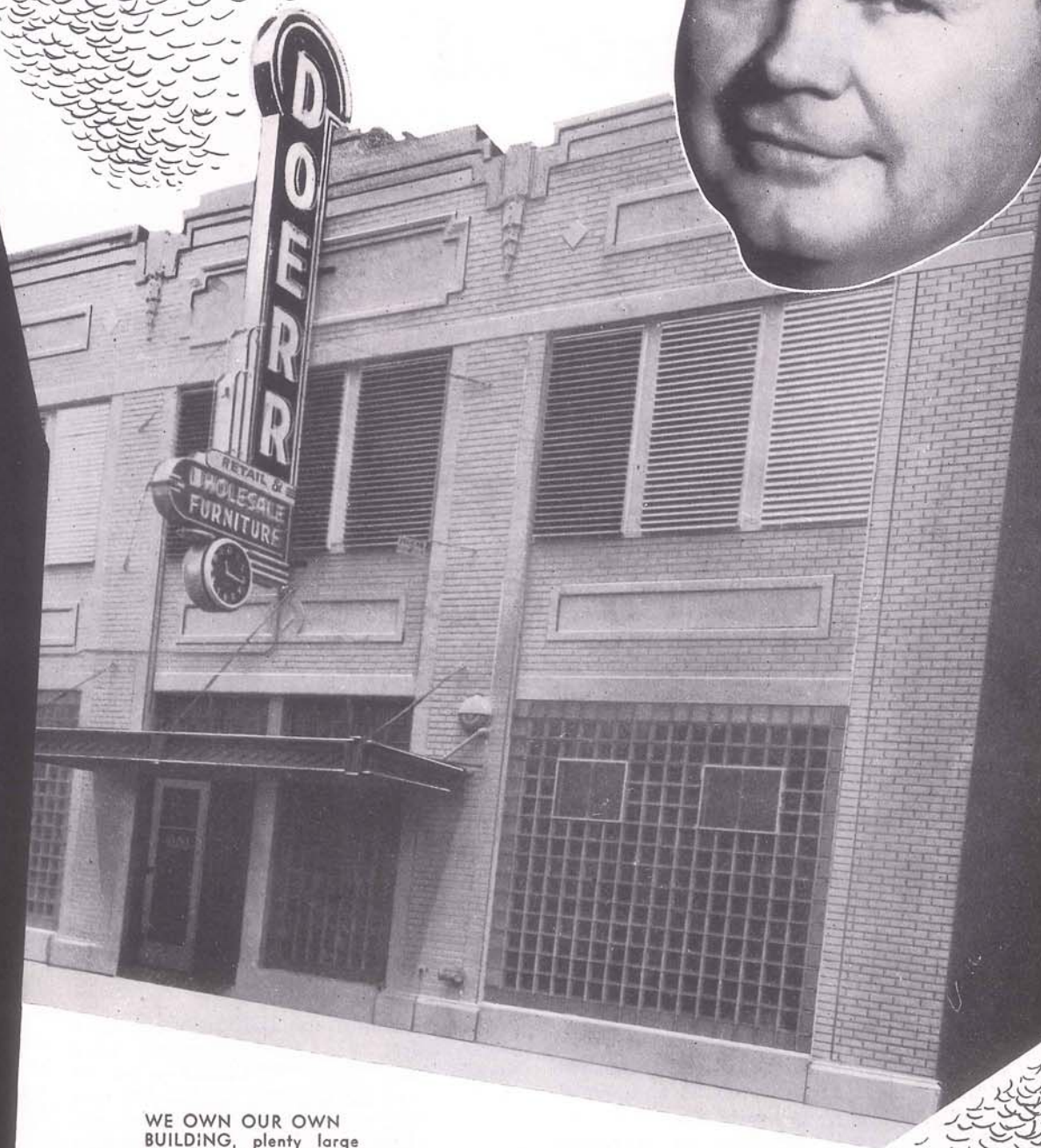
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Decades of Industrial Destiny

The nineteen-forties were a period of amazing growth in Jefferson Parish that made the whole country sit up and take notice. Now in the second year of the 'fifties, all the indications point to greater production, more development on all industrial levels, and a constant influx of new manufacturing plants to this area.

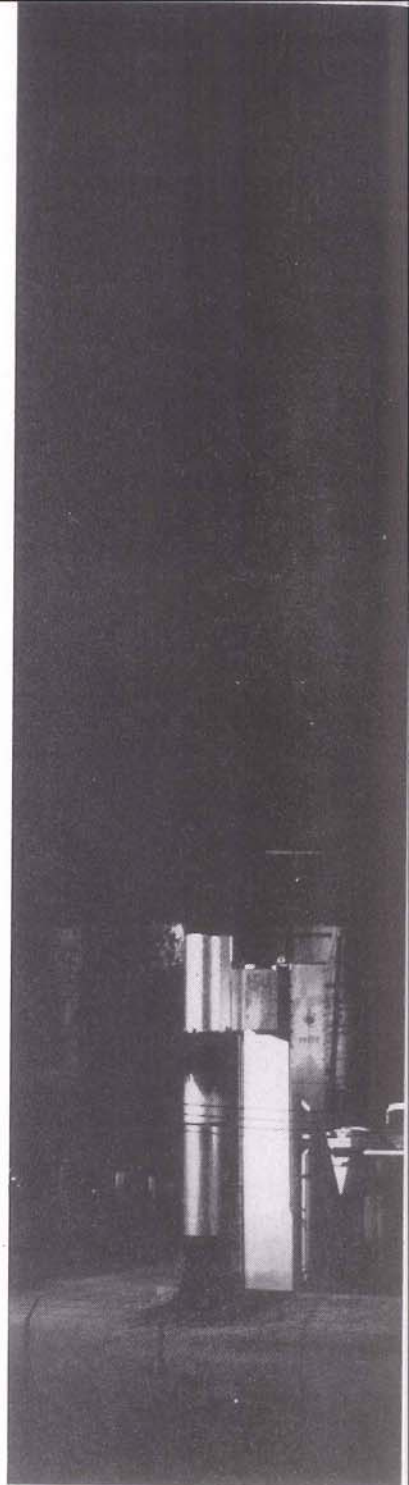
By John W. Burke

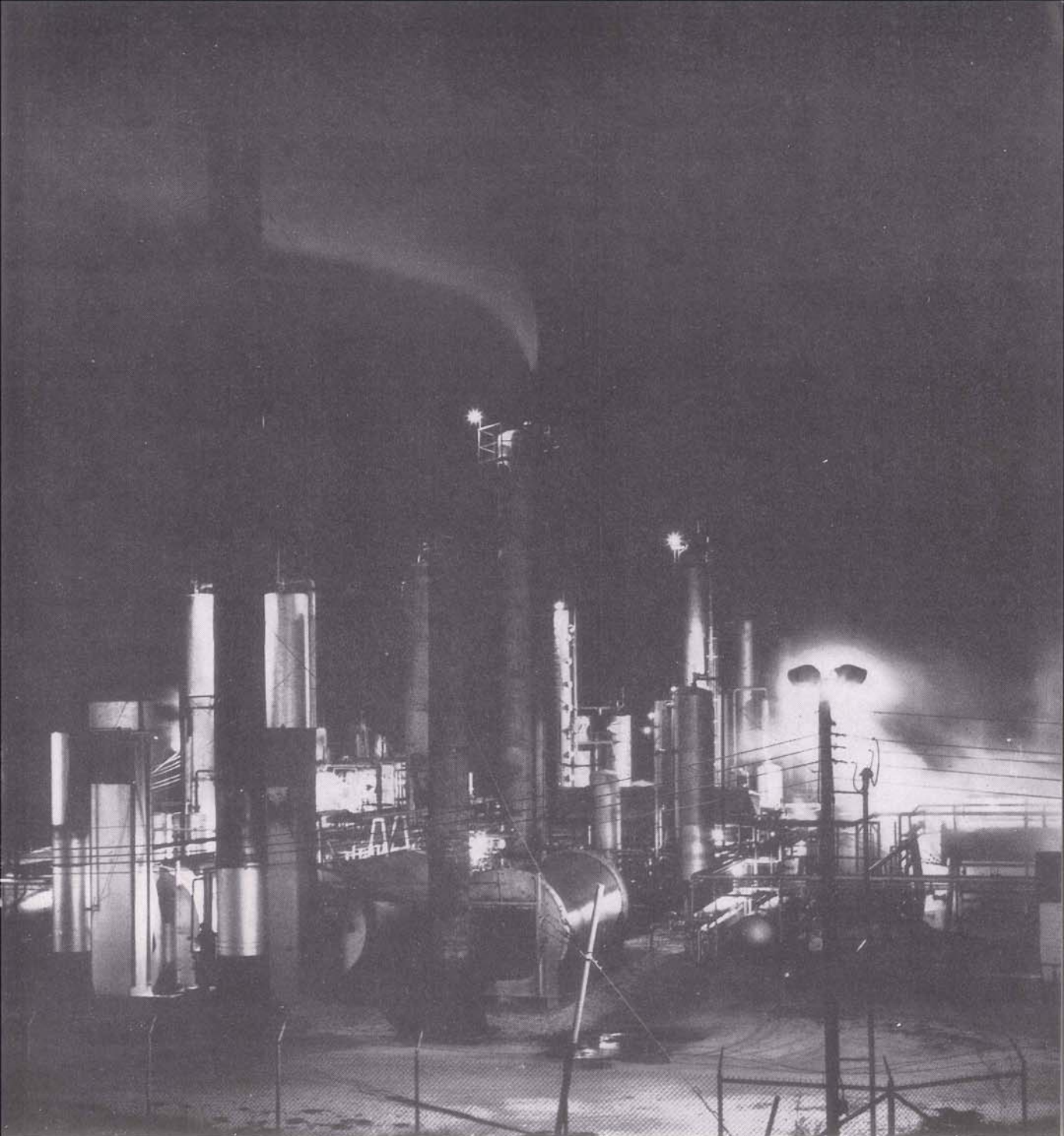
When farming takes a back seat, you can bet that industry is at the wheel.

This is just a very mild way of stating the economical situation in Jefferson Parish. For it isn't news that farming rides a back seat here. Nor is it news that industry is at the wheel. Farming today contributes only one percent of the market value of the parish's total

output. As late as 1943 agriculture's contribution was four percent. This precipitous drop represents—not a shrinking of agriculture itself—but one of the most spectacular industrial expansions seen anywhere in the country at any time.

A period of unusual growth for the entire country, the nineteen-forties were no less than fantastic for Jefferson Parish.





Petco Corporation's refinery at Marrero operates around the clock.

Population more than doubled. From 50,427 in 1940, it rose to 103,873 in 1950. This is an increase of 106%.

How much of the population increase was due to the war? Significantly, more than half — 51 percent — took place *after* 1945. This means that the end of the war hastened the steady flow of people moving into Jefferson.

Today the population of the parish is almost evenly divided, with a slight pre-

ponderance living on the East Bank of the Mississippi River.

It is important to note that this continuous population growth, even after the war, was not an isolated phenomenon. Virtually all other growth indicators showed an even greater upward trend in the postwar years, as is shown in the following pages.

Employment in Jefferson rose 122.2 percent during the 'forties, with some

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52.7 percent of the increase occurring after 1945. Back in 1940, there was a total labor force of 19,000. Of these, 16,700 were employed. In 1950, out of a total labor force of 38,500, there were 37,100 employed. It might appear from this that in 1950 there were 1400 unemployed. But actually these 1400 were workers in the process of changing jobs or for other reasons voluntarily and temporarily not at work. No real unemployment existed in the parish in 1950, according to the Louisiana State Employment Service at Gretna, parish seat of government.

That there was an enormous increase in the average earnings of Jefferson Parish workers during this decade goes without saying. How great the increase was is difficult to measure. In 1950, however, 15,409 persons covered by the Louisiana Employment Security Law—or 42 percent of all employed in the parish—earned an average of \$2624 annually.

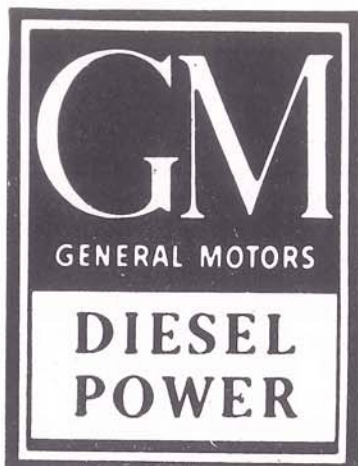
Purchases in retail stores rose by a phenomenal 485.6 percent. Obviously the increased population alone cannot explain this enormous rise. The answer lies in a steady increase in per family income. Here is the picture broken down: In 1940, the 50,427 Jeffersonians spent \$9,288,000 in retail stores. By

1945, the population of 68,000 spent \$36,037,000, and in 1950 Jefferson's 103,873 inhabitants poured the enormous amount of \$54,392,000 into retail establishments. Since a large portion of these purchases are made in New Orleans, Jefferson's next door neighbor, one can readily see the importance of Jefferson to the economic life of that city.

Bank deposits, like retail sales, reflect the prosperity of the parish. Deposits in the First National Bank of Jefferson Parish increased during the ten-year period by 474.8 percent. Since much of the banking of the parish—particularly that of most of its larger industries—is done with banks in New Orleans, dollar totals here would be meaningless. But the above percentage increase certainly reflects increasing funds in the hands of individuals and families. In fact, banking activity was of such volume as to require the founding of other banks in recent years. The Metairie Savings Bank & Trust Co., founded in 1946, moved into new, larger quarters in January 1951. At the end of 1950, the Merchants Trust & Savings Bank began operating in Kenner, and in March of 1951, the Gretna Guaranty Bank & Trust Co. opened its doors.

SERVED by the Mississippi River, the Texas Pacific-Missouri Pacific and the Southern Pacific railroads, and the Gretna-Westwego Highway, the Celotex Corporation at Marrero converts waste sugar cane fiber into wallboard. Note residential areas and space for more expansion.





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HARVEY CANAL is the heart of the service and supplies business for the petroleum industry. This major section of the Intracoastal Waterway joins Mississippi River, at top.

Both the industrial rise and better family living are reflected in a huge increase in the number of users of natural gas and electricity. Based on the records of the Louisiana Power and Light Company, which provides electricity and gas for the parish, there was an increase of 401 percent in the number of consumers of gas and a 246 percent increase in the total users of electricity. Some 227 percent of the rise in gas customers and 167 percent of the increase in electricity customers occurred after 1945.

The number of additional telephones in service is another indicator of enormous industrial growth and greater well-being of the parish population. From a total of 4695 telephones in service in 1940, the number rose to 8437 in 1945, and to 24,050 in 1950. This represents a rise of 411.2 percent for the entire period and an increase of 185.1 percent for the postwar years.

Now, what was the basis for this extraordinary growth? Obviously, at the bottom of it all was a prodigious expansion in the parish's industrial plants

and production.

True, long before 1940, the pattern of big industry was set in Jefferson Parish. For industrial giants such as Southern Cotton Oil, and the Celotex and Johns-Manville Products Corporations were well established when this golden decade began. Swift and Company, Penick & Ford, the American Creosote Works, Freiberg Mahogany Company, Commercial Solvents Corporation, Great Southern Box Company and the Continental Can Company were here also, and producing a variety of products for national consumption.

But with all respect to the giants of the years before the 'forties—which, by the way, accounted for an enormous share of the expansion during that historic decade—it must be noted that the 1940-1950 growth was based in considerable measure on the establishment of a number of new small and medium-sized manufacturing plants, as well as several quite large ones.

To see this more clearly, let's go back to 1939, a year before our fabulous decade began. In that year, according to

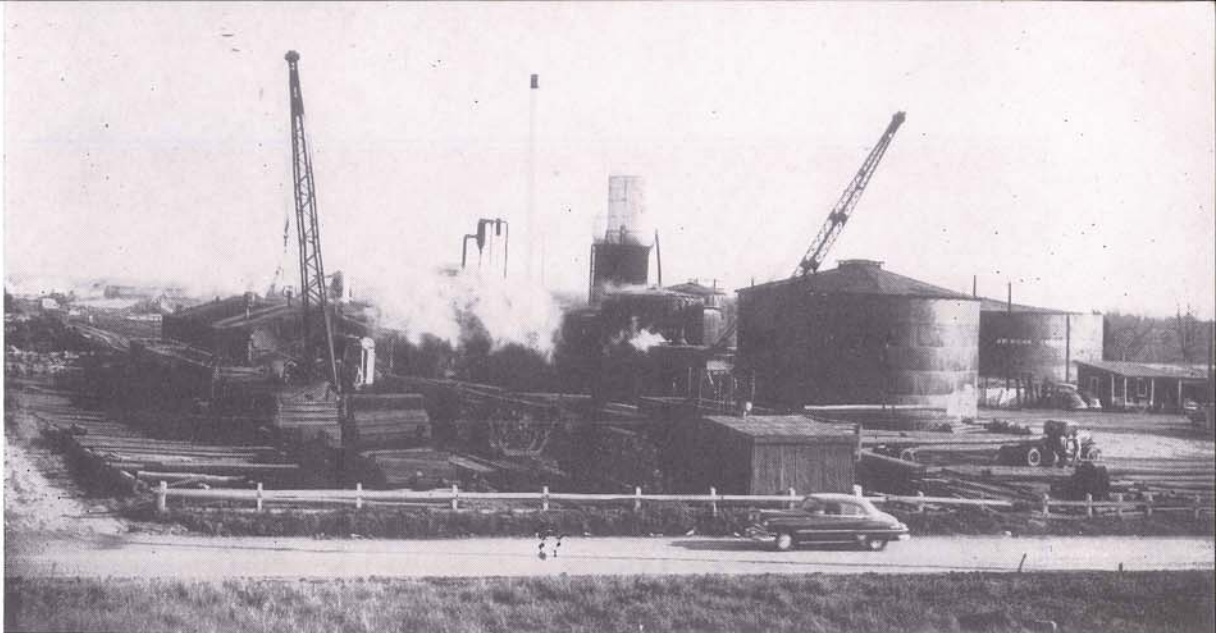
The Southern Cotton Oil Company



Manufacturers of
WESSON OIL
SNOWDRIFT SHORTENING



GRETN, LOUISIANA



LARGEST in the world, the American Creosote Works at Southport has a capacity of 26,000,000 board feet of lumber per year.

a survey by Louisiana State University, there were 55 manufacturing plants in the parish. Today, there are from 110 to 115. This means that the number of these plants has more than doubled since the pre-war period.

Despite the shortages that plagued the entire decade, industrial and commercial construction amounted to \$17,679,000 for the period, according to the F. W. Dodge Corporation. This does not include the cost of new and additional machinery and other expensive production adjuncts, which raised the expansion figure by approximately \$50,000,000.

A sizeable portion of the construction sum, \$8,000,000 of which was spent during 1950 alone, was used for the renovation or expansion of established plants. For example, during the period Southern Cotton Oil Co. rebuilt its Gretna plant completely, Johns-Manville built its industrial products division and Celotex made extensive expansions.

Nevertheless, this industrial construction figure largely represents some three-score new plants scattered throughout the parish, with concentrations on Harvey Canal and at Bridge-dale, the eastern approach to the Huey P. Long Bridge.

What is the nature of Jefferson's new industry? What kind of plants are they and why did they locate in Jefferson?

The list is fairly diversified, but throughout, the influence of South Louisiana's dynamic new oil industry is un-

mistakable. Not only in such standard operations as drilling and refining, but in the number of service plants clustered on Harvey Canal, which make and distribute products necessary to the drilling and transportation of oil and gas from field to refinery, and on to the markets of the world.

Chemicals comprise another important element in Jefferson's new-plant picture. But even here the pervasive influence of oil is seen, for a new kind

ON THE RIVER near Harahan, the Ransom Lumber Co. moved into Jefferson because of the integrated water, rail and highway transportation.



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of chemical industry has made its start in Jefferson that uses crude oil as its base product. Its name is "petrochemicals".

Of the parish's new operations, one of the most interesting is the Sherwood Refining Co., Inc. plant at Harvey. Occupying the former Seaboard Refining Co. property, it is the parish's, and one of the South's, first "petrochemical" plants.

Let's hear a little about it from a man who knows:

"When the term 'petroleum' is used in conversation," says President Harold H. Sherwood, "it is usually taken to mean only immediate derivatives of crude oil, like gasoline, lubricating oils and fuel oils. These are certainly the basic and traditional products. And we are all aware of the almost overwhelming importance of these petroleum materials in the national economy, as well as in our military power. In comparatively recent years, however, literally thousands of new compounds and derivatives—many steps removed from the original crude—have come into commercial

production. These 'petrochemicals' are now indispensable to industry; the lack of them would disrupt the entire national economy."

Sherwood produces petrolatum (petroleum jelly), white and mineral oils, cream bases, semi-microcrystalline waxes and petroleum sulfonates. Mr. Sherwood gives reasons for locating in Harvey which are certainly excellent reasons for other petrochemical plants to move into this section.

"Our attraction to this area was manifold," he says. "Nearness to a large supply of raw materials was paramount. Economic transportation by motor, rail and water was a large factor, as was the proximity of a large seaport with frequent sailings to all parts of the globe to cater to our export trade." The Harvey plant will become the biggest of four Sherwood plants in the United States, Mr. Sherwood says.

Let's take a look at some of the parish's general new plants:

The Stauffer Chemical Co. located at Harvey in 1945. Since then the plant units have increased from one to three,

WHAT industry looks like in Jefferson. Lower left corner, Penick & Ford. Then, toward right, Stauffer Chemical Co., Commercial Solvents Corp., Swift & Co.'s plant food operations and next door, their refinery. At upper right is Harvey Canal, connecting with Mississippi River.





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and operations, consisting at first of sulphur grinding, now include the mixing of various insecticides. Demands in recent years have required a three-shift schedule in the grinding plant, and in the mixing plant two shifts are necessary most of the year.

Out on the Jefferson Highway is the W. A. Ransom Lumber Co., manufacturer of hardwood and cypress lumber for furniture factories and flooring plants in this country, and for export. This industry, which began operating in Jefferson Parish in 1947, now produces 12,000,000 board feet of lumber per year, and is growing all the time. W. A. Ransom, president of the company, states that of the many assets a Jefferson location offers to industry, the principal deciding factor in the case of his plant was the integrated transportation facilities. "We bring logs in," says Mr. Ransom, "and we ship lumber out, by river, by rail and by highway."

Also on the Jefferson Highway is the Rheem Manufacturing Co., the world's largest manufacturer of steel containers and water heaters. Rheem celebrated its 25th Anniversary in 1950, and in 1951 completed its first 10 years in Jefferson Parish.

The modern plant today comprising some 200,000 square feet of floor space and with a payroll of \$1,250,000 annually, is a far cry from the small 45,000-square foot plant erected in 1941 with a payroll of approximately \$100,000.

Greatest single project in the company's postwar improvement program was the creation and installation of the new Rheemcote Drum Line. Work on this line was completed after three years experimenting and designing, with production getting under way early in 1950. The copyrighted "Rheemcote Process" is the name applied to the coating and decorating of 55-gallon drums, with the reproduction of trade names and emblems in detail and in many colors.

The process was the first of its kind in the industry. It called for a new type of welding of the decorated sheets, which meant the installation of an entire new fabricating line. The drums are turned out decorated in as many colors as desired, with sanitary lacquer linings roller-coated, and with both inner and outer surfaces baked on for more lasting wear, at 400 percent increase in production rate over the former methods.

Rheem started production on artillery



PETROLEUM flows from many "Christmas trees" in Jefferson Parish. This one caps an oil well of the California Co.

ammunition late in 1951 with a U. S. Army Ordnance contract of better than \$10,000,000. This is the second time Rheem is in the forefront in war production in the area. During World War II similar items in excess of \$12,000,000 were turned out as well as steel containers by the millions for various departments of the Army.

Recent expansion here accounts for more than a million dollars. L. A. Reber, plant manager, estimates the annual payroll will be more than \$2,000,000 in 1952, and hastily adds that when the defense contracts are completed Rheem will expand its commercial business extensively by adding several new items not now produced at the local plant.

This is Jefferson-type progress!

At Harahan is another fabricator of steel containers: U. S. Steel Products Co. The plant, as the Bennett Manufacturing Co., moved here from New Orleans in 1940. In 1946 its present name was adopted. Operations here too have constantly increased. Steel drum production, for example, doubled, between 1945 and 1950, from 253,548 to 566,050 drums annually.



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CORPUS CHRISTI

NEW ORLEANS



INDUSTRY, big and little, grouped around the eastern terminus of the Huey P. Long Bridge. Left of Jefferson Highway, Rheem Manufacturing Co. Above it, Plymouth Cordage Co. Lower right, Green-Walker Galvanizing Co., above it to left, Boyce-Harvey Machinery. Along highway to right, Schiro Stables and Krim-Ko Co.

In 1949 the Borden Company built its beautiful, modern ice cream and milk processing plant on the Airline Highway at a cost of \$600,000. Handling a wide range of the finest milk, cream, cream and cottage cheeses, yogurt and ice cream, the plant, which serves an area with more than an 800,000 population, now represents an investment of well over a million dollars. This includes approximately \$250,000 in mobile equipment for delivery of Borden products to rapidly growing Jefferson, as well as the city of New Orleans and the surrounding area.

Delta Petroleum Co., Inc., also on the Airline Highway, started in 1945. It manufactures and compounds lubricating oils and greases. Production, valued at \$1,300,000 in 1946, increased to \$2,000,000 in 1950. The plant has an annual payroll of \$118,600.

The Petco Corporation, established in Marrero in 1943, is one of the larger new operations, refining an average of 5000 barrels of crude oil a day.

Among other plants established in Jefferson Parish since 1940 are the following: At Bridgedale: Green-Walker Galvanizing Co., Delta Pipe & Boiler Co., J. & L. Steel Barrel Co. and Krim-

Ko Co. At Southport: Jahncke Service Plaster Mill, Sterling Ice Cream Co., Supreme Plastics and Manufacturing Company, Rausch Naval Stores Co., and McMillan Petroleum Corp. On the Airline Highway: Friedrichs Manufacturing Co. and Chemiform Corp. On Harvey Canal: Pipe Line Service Corp., H. C. Price Co. and Hake Galvanizing Works. At Westwego: Products Research Service, Inc., and at Metairie, Louisiana Pottery.

The Transportation Equipment Co., needing space for ever-increasing business, moved to a Southport site from New Orleans toward the end of the last war. Here they manufacture and sell freight trailers and service them with the most modern equipment.

In the same line of business is the Fruehauf Trailer Co. on Shrewsbury Road, which has expanded and moved—within the parish—since first moving from New Orleans in late 1950. This company makes truck bodies and is a distributor of freight trailers.

An excellent example of the opportunity awaiting industrial enterprise which must start small is the K-P Foundry in Gretna. New owner, Glenn Denny, who took over in September,

Southern Construction Corporation

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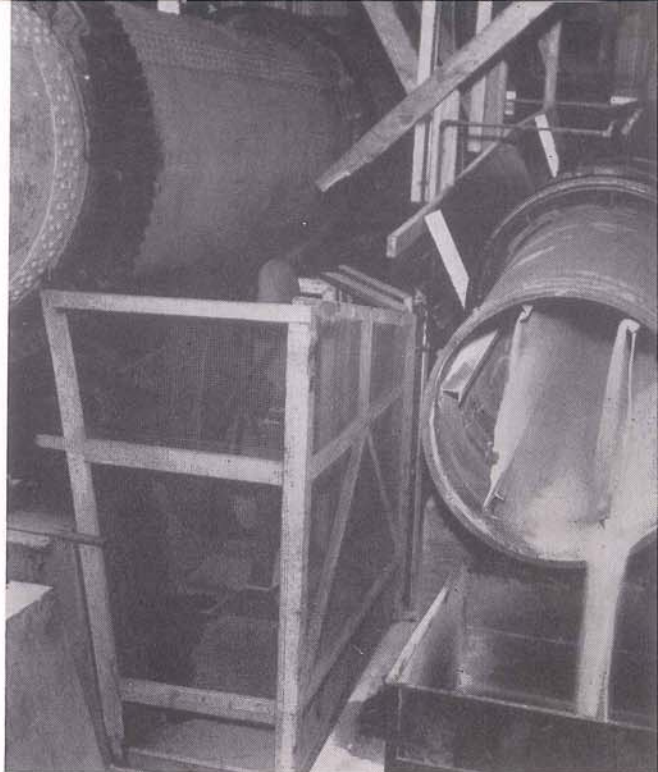
P. O. Box 650

Lake Charles, La.

1951, is highly enthusiastic about the future of the foundry, which he expects will eventually employ 100 to 150 workers. The only foundry in the area making cast-iron soil pipe by production line methods, K-P turns out sash weights, fence post fittings, nationally distributed special wrenches, and welding rods. O-G washers, formerly imported from Birmingham, are made at K-P and have captured a major part of the local market.

In the Harahan area three important new firms located since late in 1950 alone. The Gulf Grinders and Distributors started their establishment there in October, 1950. In the latter part of last year the Southern Joslyn Co. built its handsome new plant in Jefferson Parish. Employing approximately 40 workers, it turns out wood products and pole line equipment for the electrical industry. Its plant investment is estimated at \$175,000. The Atlas Lubricant Corp. also located in Harahan in 1951. Packagers of petroleum products and lubricating oils, they do, in addition, a large export business in ammonia, and tires and tubes.

What effect have these new plants had on the production of the parish? For comparison, let's go back to 1939 again. In that year sales of products manufactured in Jefferson Parish were valued at \$43,296,000. In 1950, manufactured production sold and delivered had swelled to \$176,000,000. This represents an increase for the period of 307 percent. No figure for 1945 is available, but in the two years after 1948, production rose by 51.6 percent.

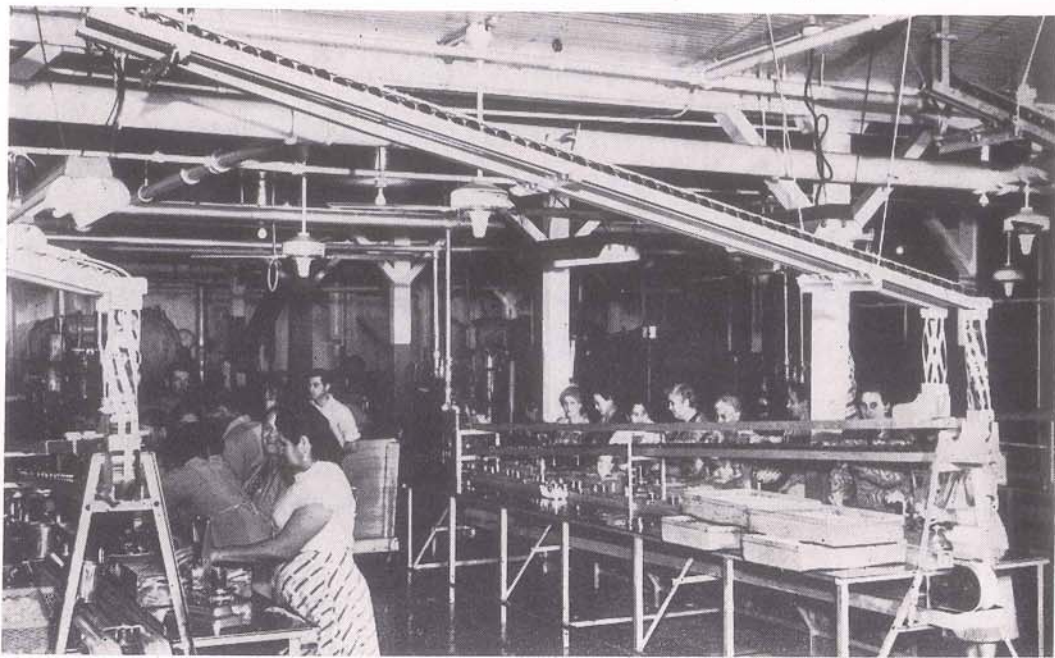


DRYING bauxite for reuse at the Sherwood Refining Co. The mineral is used as a filtrator for petroleum produced here.

Thus, the record shows that since 1939 the number of manufacturing plants in the parish had more than doubled and manufacturing output tripled.

One of the most spectacular facets of the parish's industrial development in the decade of the 'forties was the concentrated growth of small industry along the Harvey Canal. A little more than a decade ago, as one writer put it, "you could have shot a cannon from the highway bridge down the canal and

MORE shrimp are canned by the Southern Shell Fish Co. at Harvey, than at any other plant in the world.



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NEW ORLEANS, LOUISIANA



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JUSTIN F. BORDENAVE, Secty.-Treas.



EVEN from the air, the Johns-Manville Products Corporation plant, on the Mississippi River, looks enormous. At upper left is the General Chemical Division of Allied Chemical and Dye Corporation.

knocked off nothing more than a stray seagull."

Today, the shores of the canal are packed with industry. For almost four miles out the canal practically every foot of waterfront land is occupied.

Harvey Canal and its locks are an important part of the Intracoastal Waterways System, so Harvey has long enjoyed a strategic location. But with the discovery of vast oil deposits in Southeast Louisiana, ideally located Harvey became the nerve center of Louisiana's new oil empire. Today it presents a picture of one of the most closely packed and busiest centers of industry in the country.

Looking at the entire picture today, the manufacturing aspect of Jefferson Parish is divided into six major categories. They include building materials manufacture; chemicals, alcohol and petroleum products; food processing; metal, corrugated board and wooden containers; lumber and lumber products, and boatbuilding and repair.

Separate from the parish's manufacturing, but powerful in its effect on it—as has already been shown—is the oil industry itself, which we shall discuss in greater detail later.

Every plant in these separate categories is an integral part of the industrial picture of the parish. Space prohibits listing them all, but some are worthy of special mention because of size or growth.

Two massive plants dominate the building materials field. They are the Celotex Corporation and the Johns-Manville Products Corporation, both located in Marrero.

Using bagasse, the fibrous residue from Louisiana's native sugar cane crop, Celotex produces vast quantities of wallboard and insulating material. More than 1000 carloads were shipped in 1950. The plant employs 2800 workers.

Johns-Manville employed 933 workers and had a payroll of \$2,643,758 in 1950. Its products are: Transite (asbestos-cement) soil pipe, asbestos-cement shingles and siding, asphalt roofing, roofing cement and putties. Expansion was still going on at the end of 1951, with the construction of 25% additional warehouse space.

There are many smaller concerns turning out concrete blocks, wooden doors and window sash, and other construction requirements.

Noteworthy among the new building materials manufacturers is the Southern States Iron & Roofing Co., which in September of 1951 moved into its new \$250,000 plant on Jefferson Highway from a New Orleans location. Besides fabricating metal roofing of aluminum and steel, the company handles a general line of building material. The plant, one of 16 branches in southern states, with a home office in Atlanta, placed first in sales last year, with



March, 1949: 4040 Fourth Street, Marrero. EDison 4258

GROWING WITH JEFFERSON!

We're all Jeffersonians at the Riverside Tire & Supply, three partners and ten employees. Since opening at Marrero in 1949, our steady growth has enabled us to open a new store on Jefferson Highway at Shrewsbury. So we are now in an even better position to serve our many friends and customers on the East Bank and the West Bank, and we intend to keep growing with Jefferson Parish.

RIVERSIDE TIRE & SUPPLY

John Mailhes—Leonard Lagrange—Matt Ballatin

- Tires and Tubes
- Philco Radios
- and Television
- Household Goods
- and Wares
- Bicycles and Toys
- Garden and
- Lawn Equipment
- Fishing Equipment
- Sporting Goods
- Bendix Washers
- and Floor Furnaces

December, 1951: 3737 Jefferson Highway, Shrewsbury. CEdar 0329



totals amounting to between three and four million dollars.

Jefferson's chemical industry, already important, is a province where future growth seems assured. All elements necessary to expansion are present. Foremost among these is an abundant supply of such raw materials as sulphur, salt, lime and other chemicals, sugar cane molasses and bagasse, petroleum and natural gas. No less important is the great river splitting the parish, which provides an unlimited source of water for industrial and residential needs.

Of considerable consequence in the chemical field are: Commercial Solvents Corp., Harvey, Publicker Alcohol Co., Westwego, and United Distillers of America, Gretna, all producers of alcohol from Louisiana and imported sugar cane molasses; General Chemical Division of Allied Chemical and Dye Corporation, Marrero, which turns out aluminum sulphate; Swift & Co., Harvey, Armour & Co., Shrewsbury, and Davison Chemical Corp., Gretna, all of which produce enormous quantities of fertilizer.

Among food processing plants, Southern Cotton Oil's Gretna plant is the largest and finest in the world. It is a vegetable oil refinery and an oil packaging and shortening plant, with an annual payroll of \$750,000.

Swift & Co.'s refinery at Harvey also produces immense amounts of shortening, lard and edible oils annually.

In the same category, Penick & Ford, Ltd., Inc., stands out as the largest packer of sugar cane syrup and molasses in the world. Their "Brer Rabbit" brand is known everywhere in the nation.

The parish's seafood packing and canning is an industry in itself. With approximately a dozen plants, Jefferson Parish probably packs more shrimp, oysters and crabmeat than any other similar area in the country. Leader among these plants is the Southern Shell Fish Company, Inc., at Harvey, owned by Wesson Oil & Snowdrift Sales Co. As far back as 1946 it was employing 700 periodic workers and had annual sales of \$3,000,000. Currently its output includes 6,000,000 cans of shrimp, 1,000,000 cans of oysters and 500,000 cans of crabmeat yearly.

Most of these plants, however, are medium-sized operations. The Cutcher Canning Co., of Westwego, is a good example. Cutcher, established in 1938, cans shrimp, oysters and crabmeat. Its production, valued at \$300,000 in 1940, rose to \$400,000 in 1945, and increased to \$670,000 in 1950. Cutcher employs from 150 to 200 workers. Its payroll has increased from \$40,000 in 1940 to \$60,000 in 1945, to \$80,000 in 1950.

CONTAINERS are made in the two Southport plants of the Great Southern Box Co. Here corrugated board cartons are being printed.



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HARVEY, LA.



TWIN-SCREW towboat, "M/V Joan E", built by the Avondale Marine Ways for the Texas Towing Co., of Houston. Avondale has two yards, on river and on Harvey Canal, builds tuna clippers and other craft.

Some other Jefferson seafood plants are the Ed Martin Seafood Co., Robinson Canning Co., and down at Grand Isle on the Gulf Coast, the Morgan City Canning Co., Grand Isle Seafood Co. and the Quong Sun Co., established 'way back in 1873.

Makers of metal, board and wooden containers make up another important industrial group in the parish, as shown by our primary example, the Rheem Manufacturing Co. Here we list the Continental Can Co., an enormous operation. In 1950 the plant fabricated 175,000,000 cans of all sizes, had sales totalling \$7,000,000 and a payroll of \$1,000,000. It was certainly to be expected that these figures rose in 1951.

Other noteworthy units in this classification are the Great Southern Box Co., Kieckhefer Container Co., Mancuso Barrel & Box Co., Louisiana Box & Lumber Co., J & L Steel Barrel Co., U. S. Steel Products Co., and Evans Cooperage Co., which has expanded its production by 600 percent in the past 10 years.

Lumber constitutes another cardinal industry of the parish. Of prime importance in this field is the Freiberg Mahogany Co., the largest producer of mahogany lumber and veneer in the world. In 1951 the company increased its warehouse space by 30 percent of the previous total of 18,000,000 board feet of lumber storage.

One of the fine, old pioneer companies in the parish is the Rathborne Land & Lumber Co., of Harvey. Founded several generations ago, this com-

pany has played a consistent and significant part in the industrial development of the entire West Bank and particularly the recent spectacular development along the Harvey Canal.

We must mention also the Ipik Plywood Co. and the Airline Lumber and Supply Company, at Kenner. Of vital interest as a processor of lumber is the American Creosote Works, which treats 26,000,000 board feet of lumber per year. Established in Jefferson in 1901, it is the largest operation of its kind in the world.

In the ship building and repair field, Avondale Marine Ways, Inc., is the largest, with plants at Avondale and Harvey. Avondale deserves special mention also because its new "Quick Repair" plant at Harvey is part of the expansion picture.

Avondale's growth has been remarkable since its founding in 1938. In its first year of operation, Avondale served only 63 customers. The new Harvey plant alone, in 1950 handled 1919 jobs, and in 1951 up to November 15 had: served 2282 craft of all kinds, dry-docked 774 vessels, and serviced 1502 propellers.

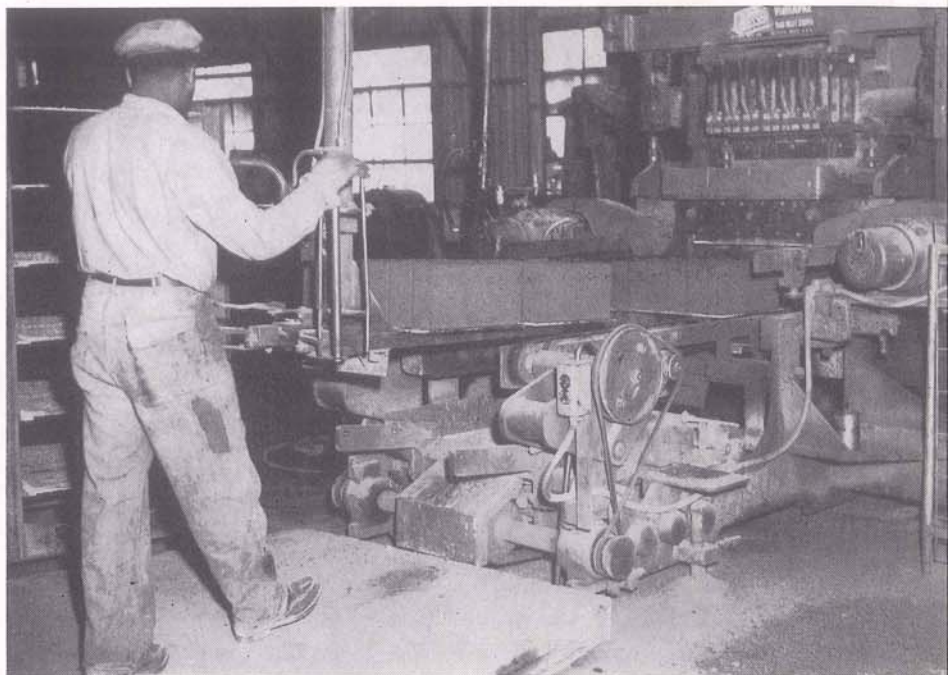
At Avondale on the Mississippi River, the yard builds tuna clippers for the Pacific Coast deep-sea fishing industry, which cost between \$300,000 and \$400,000 each. Powerful tugs and other craft are also constructed here.

Boat building and repairs in Jefferson are done likewise by the Harvey Canal Shipyard and Machine Shop, and

GREAT SOUTHERN BOX COMPANY, INC.

Southport - - - - - Louisiana

BUILDING blocks and other concrete products are made at Jahncke Service, Inc. plant at Southport.



the two Marcomb Boat Works, at Lafitte and at Westwego. The Marsh Equipment Co., which manufactures amphibious craft, is also located at Westwego.

Other concerns that fill important places in the economy of the parish are these:

International Lubricant Corp., processors and compounders of lubricating oils and greases. Expansion here amounted to more than a quarter of a million dollars in the postwar years alone.

American Liberty Marketing Co., storers of bulk liquid products, with a capacity of 325,000 barrels. Douglas Public Service Corp., and the North American Trading and Import Company, also operate important bulk liquid storage facilities.

The Texas Pacific-Missouri Pacific Terminal Railroad's bulk ore tipple on the Mississippi River at Westwego has a capacity of 200 tons per hour.

Considering once more the oil industry, Jefferson is one of the major oil producing parishes of the state, with ten fields and two producing offshore areas in the Gulf of Mexico. Crude oil production in the postwar years rose from 6,162,536 barrels in 1945 to 10,971,684 barrels in 1950. During the same period, gas production increased from 5,451,435 MCF to 11,957,028 MCF. At the end of 1951 the allowable production from Jefferson's fields amounted to more than 31,000 barrels daily.

An estimated 1767 persons were employed in all phases of the petroleum industry in Jefferson Parish in 1951. The annual payroll of this industry amounts to some \$6,000,000.

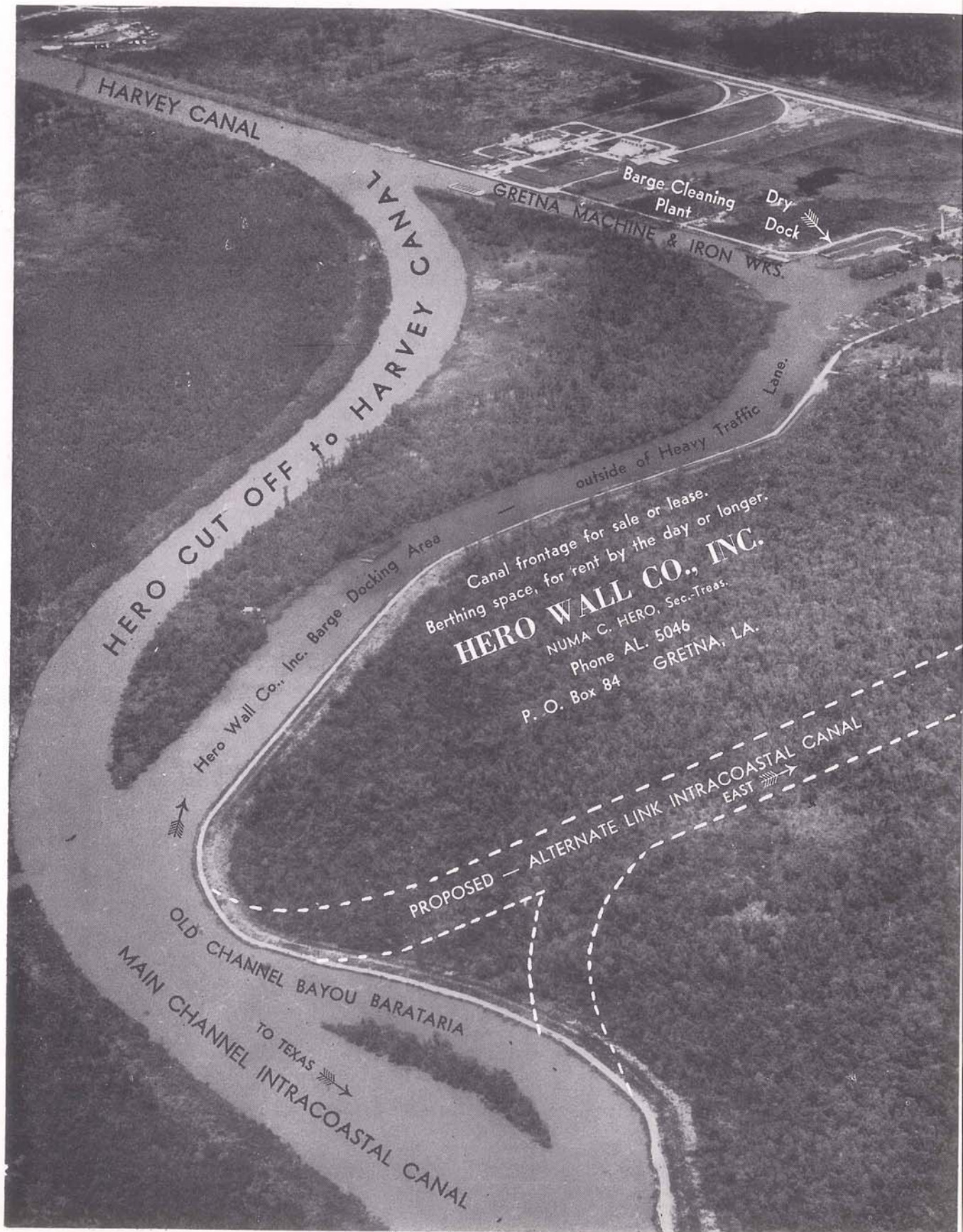
A number of major oil companies operate in various ramifications of the industry. Among those having distributing terminals here are The Texas Company, at Marrero; Gulf Refining Co., at Gretna; Shell Oil Co., at Westwego, and Esso Standard Oil Co., at Avondale.

The Humble Oil and Refining Company has two important offshore drilling platforms in the Gulf of Mexico, from one of which five wells have been drilled. Other oil companies having holdings in this parish are Tide Water Associated Oil Co., Eddy Refining Co., Reese E. Carter, Perrin and White, the Stanolind Oil and Gas Company, Hunt Oil Co. and Lynn Oil Co.

Among Jefferson's oil companies, the California Co. is one of the largest and provides a good example of what a sizable oil company means to the economy of an area.

The California Co.'s operations in Jefferson consist of exploring for and producing crude oil and natural gas. Production in the parish began in 1939.

California's machinery and equipment here in 1940 were valued at \$86,580. By 1945 it had increased to \$366,028 and by 1950 to \$1,121,760. The value of California's production rose dur-



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ing the same period from \$305,712 in 1940, to \$1,556,790 in 1945, and to \$10,606,945 in 1950.

The company's employees with headquarters in Jefferson Parish increased in number from 10 to 166, and the annual payroll rose from \$22,700 in 1940 to \$794,000 in 1950.

As an example of the ever continuing growth of the California Co., production in Jefferson Parish in 1951 amounted to 4,014,513 barrels of crude oil and 3,069,140 MCF of natural gas.

Almost halving approximately 90 percent of Jefferson oil production between them, California and The Texas Company are the major operators. Of these two giants, The Texas Company leads slightly in production. In 1950 its mammoth Lafitte field alone accounted for more than 4,000,000 barrels of petroleum.

This company also operates a natural gasoline plant at Lafitte, where about 20,000,000 cubic feet of natural gas pass through every day. Approximately 12,000 gallons of natural gasoline is extracted from this, and the residual dry gas is used as fuel by industries in the vicinity.

A good start has already been made toward building the 1950s into a decade of even greater industrial expansion and production in Jefferson Parish than the 'forties were. Several plants of considerable size are right now under con-

struction and others have been and are being planned.

One winding up construction now is the Plymouth Cordage Company's \$1,000,000 plant at Bridgedale. Located on a 21-acre plot of land, it will have approximately 155,000 square feet of manufacturing space. Producing rope and twines, it will employ 125 workers and have a yearly payroll of more than \$270,000.

Another factory expected to begin operating by the middle of this year is the Delta Match Corporation, straddling the Jefferson-St. Charles Parish line on the old River Road. The plant itself will cost an estimated \$800,000, and machinery—imported from Sweden—another \$1,750,000. The first match factory ever built below the Mason-Dixon Line, it will employ 250-300 workers and have a \$675,000 payroll.

Swift & Co., which already operates a refinery and a plant food manufactory on the riverfront, is building a new \$150,000 adhesives plant at Harvey.

And, the American Cyanamid Company has decided on a Jefferson Parish location near Avondale as the logical site for its new \$47,750,000 nitrogen plant.

Certainly one of the most important new installations, both from the standpoint of cost and usefulness, is Louisiana Power and Light Company's new

FROM left, Sherwood Refining Co., Southern Cotton Oil Co., and the bulk storage plant of the Gulf Refining Co. Note the Mississippi River, the TP-MP Terminal Railroad and the Southern Pacific Lines tracks, the Gretna-Westwego Highway.





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HARVEY, LA.

plant at Nine-Mile Point on the West Bank, which will represent an ultimate expenditure of \$17,000,000. Of four completely automatic generating units planned, two have been built. Construction time was advanced, and power capacity stepped up on the second of these units, even as it was being built, so great was the demand for this electricity. The two completed units have a combined capacity of 175,000 kilowatts. With such a source of power available, the parish's expanding industry need fear no shortage soon, especially when we consider the vast supply of natural gas readily to be had.

Yes, all the indications bear out that the flow of new industry into Jefferson will continue, the development of those already established will go on. Production, which has steadily increased since 1940, promises to flow in ever greater proportions from its plants during the 1950s. If we are to judge by 1951 and the appearance so far in 1952, it well may be that this present decade will be the greatest in its history.

Besides all the other advantages the parish has to offer to industry one of the major considerations is space. The Illinois Central Railroad has over 1000 acres of choice industrial real estate still available. At least 10 miles of river-front sites remain on the West Bank alone. The East Bank frontage is main-

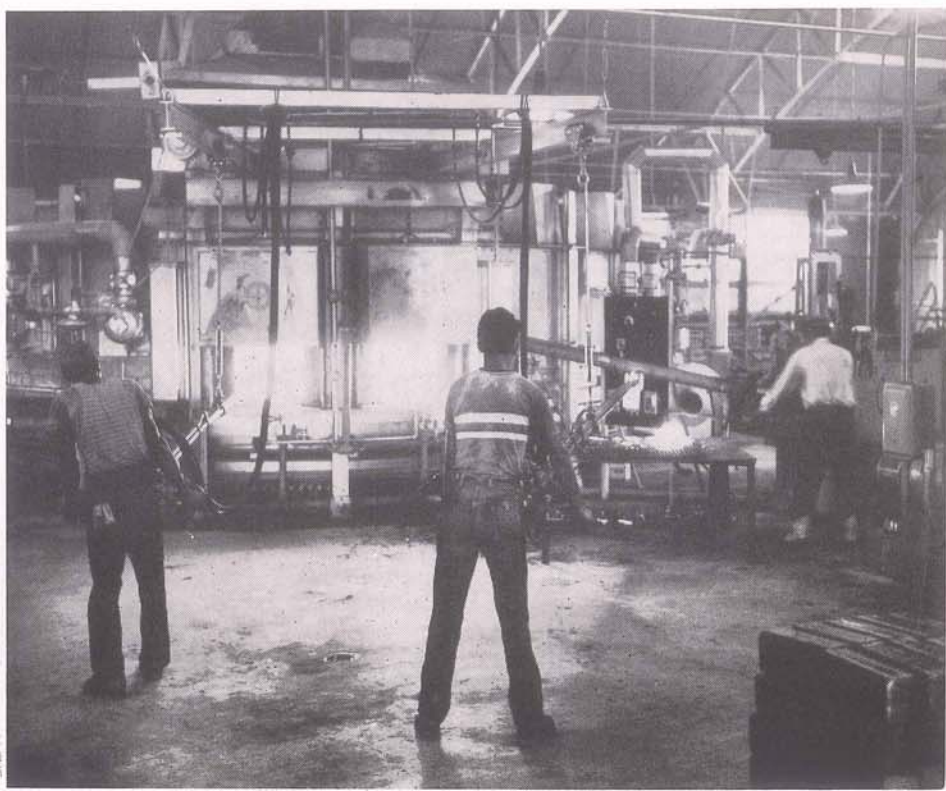
ly taken up by residential housing now, but several miles of space are to be had there too. All through the parish there is valuable commercial property, served by several media of transportation. Even with the astounding growth Jefferson has experienced, it will be quite some time before it is too crowded for comfort.

One of the most encouraging facts about this "Heart of the Industrial South" is that it is not dependent upon emergency conditions for prosperity. The preceeding pages have shown how much of the expansion was accomplished in the postwar years. Also, as was pointed out in an article in the 1951 issue of this publication, although in time of war practically everything produced in the parish is a necessity, only a small percentage of the total output is of a strictly military nature. Hence, the preponderance of production does not slacken or stop in peacetime or with the ceasing of an emergency period.

In the December 10, 1951 issue of TIME, an article on the phenomenal growth of the Industrial South contained statements that could have applied directly to Jefferson Parish.

"Industry draws industry," said the article. That is certainly true of this area. Applicable also is, "The South's new industry is there to stay. If the U.S. economy continues to expand, the

AMMUNITION, ten million dollars' worth, is being turned out by Rheem Manufacturing Co., which fabricates steel drums as a main product.



JEFFERSON DEMOCRAT

Official Journal of the

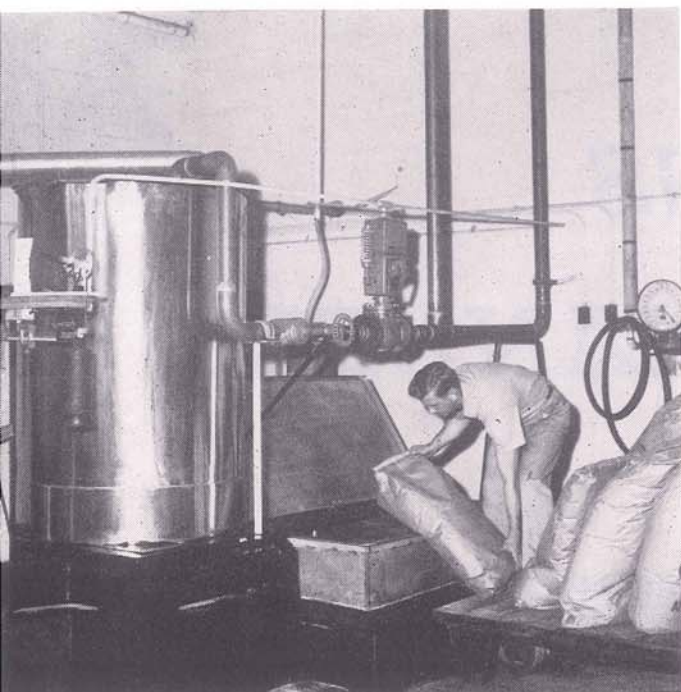
PARISH

OF

JEFFERSON

SINCE 1896

Gretna, Louisiana



NEWCOMER to the parish is the Krim-Ko Co., which produces syrups of various kinds at its Jefferson Highway plant. Here powdered cocoa is being dumped into mixer to make chocolate syrup.

POWER aplenty! Originally planned as the first two of four 66,000 kw. units, the Nine Mile Point steam-electric generating plant of the Louisiana Power & Light Co. has a potential of 175,000 kw. One unit, raised to 70,000 kw. began operating in April of 1951. The second, expanded during construction to 105,000 kw., will begin in November, 1952. Final capability of the plant will total 385,000 kw.

South will stay in the forefront of the parade. If the national economy deflates, the South's new factories will be among the last to sag, because they are among the newest and most efficient in the nation."

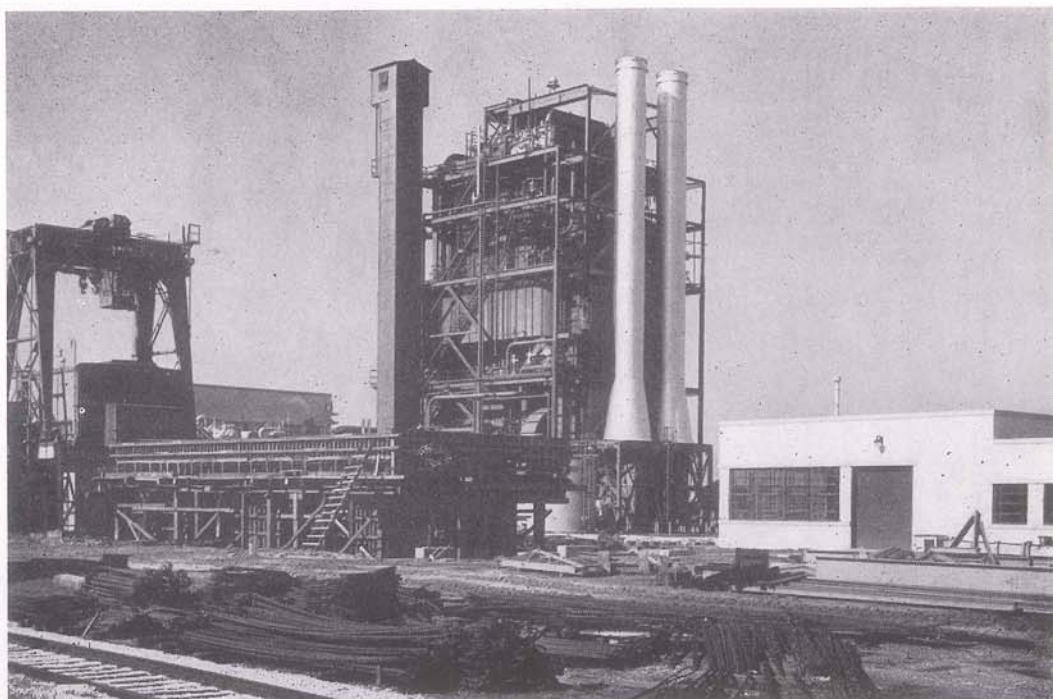
At the end of 1951 all the records showed that that year set all-time highs in the national economy. Beyond doubt the South—and especially Jefferson Parish—marched in the vanguard of that solid, brilliant activity. The confident forecast is that 1952 will be another booming year.

And what about the years from now to 1960?

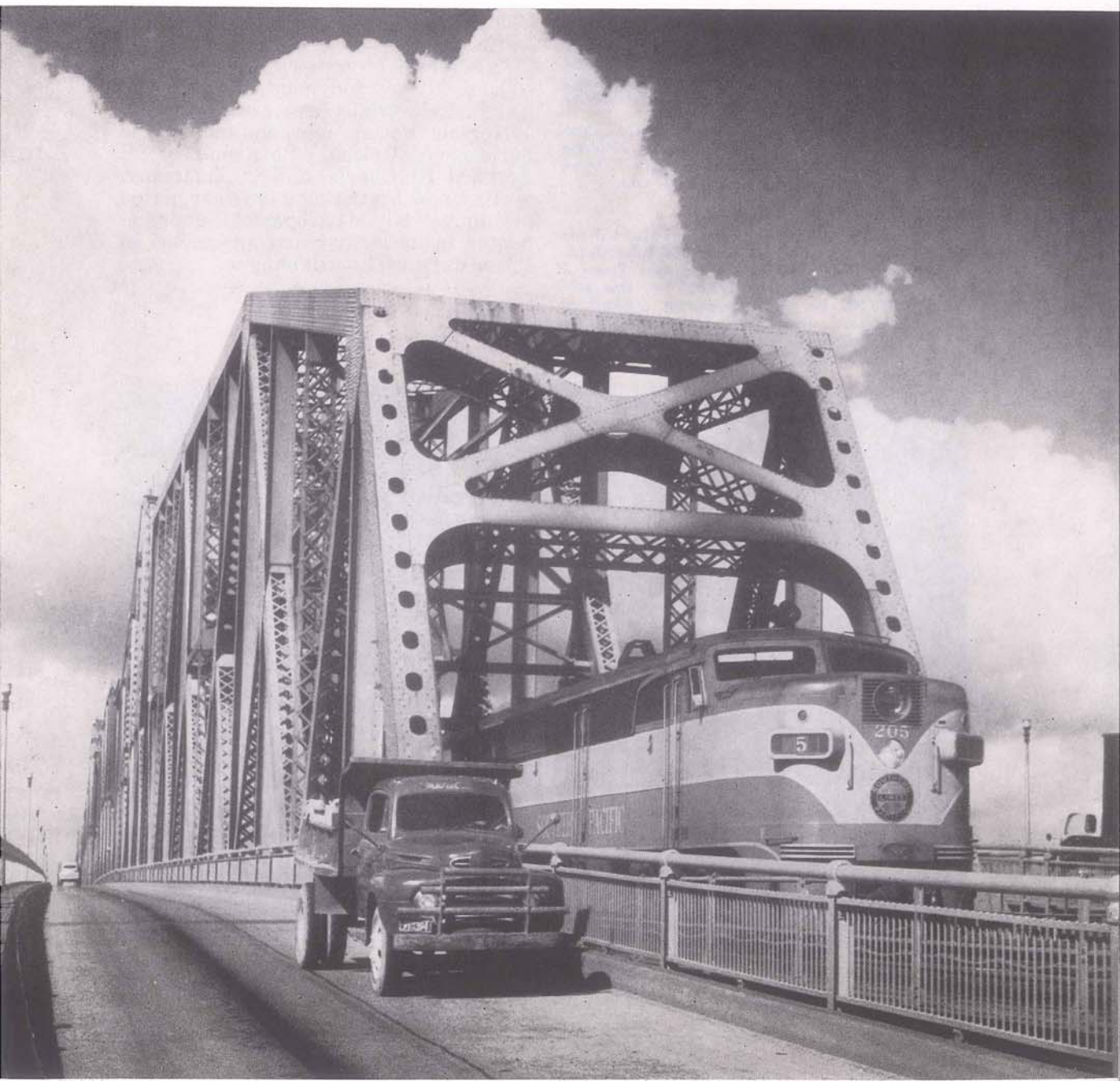
Here's the answer, by E. S. Pennebaker, Manager of the Texas Pacific-Missouri Pacific Terminal Railroad of New Orleans, and Chairman of the Industrial Development Bureau of the Chamber of Commerce of the New Orleans Area.

In a recent interview, Mr. Pennebaker said, "In my judgment, the New Orleans Industrial Area, centering in Jefferson Parish and embracing the parishes of Orleans, Plaquemines, St. Bernard, St. Charles and St. Tammany, is right now beginning a ten-year period of industrial development unprecedented in its history and unequalled in the history of Louisiana."

—O—



CROSSINGS ***and CHANNELS***



Among the many assets Jefferson Parish has to offer to industry is its network of great transportation systems: The Mississippi River, the Intra-coastal Waterway, the Gulf of Mexico, six trunk line railroads with terminals here, Moisant International Airport and many miles of superhighways.

A unique feature of this multiple system is the various media it embraces, all interrelated to combine the best features of speed and economy for the particular needs of the user. Water is generally cheapest, air is fastest, the railroads and the motor truck lines each have their special advantages.

But a double paradox has resulted from the many benefits of the situation.

First, the industry that has developed here partly from the the extremely favorable transportation set-up, has brought about an overall growth of population and production that strains these facilities to their utmost. Second, the very diversity of the means of transport that makes the set-up most favorable has caused several bottlenecks that at best result in inestimable trouble and loss of time, and at their worst present occasion for disaster.

Not for a moment must it be thought that the officials and leaders of Jefferson Parish have permitted such a situation to creep in unawares. For some time, since the beginning of the fabulous industrial growth here that has amazed the entire country, the people of the parish have realized that something positively must be done to expedite the travel of people and the shipping of raw materials and finished products.


Production and development mean movement. That is inescapable. Movement into and out of the plants, into and out of the area, and into and out of the country. No stopping is permitted, especially in these times, when production is the keynote of the great defense movement throughout the length and breadth of the land.

So with foresight and energy, Jefferson Parish years ago embarked upon a street and road building program that is still going on and will continue to keep up with all future expansion. Many miles of streets have been paved and surfaced in the communities and municipalities of the parish, and many more will be.

But so far this has not been sufficient to handle the increasingly heavy traffic. No temporary makeshifts are permissible, because the development of the area, founded not on war-time or emergency production, is scheduled to continue and expand wherever the happy combination of manifold manufacturing assets and ample space come together.

These features are well known—a temperate climate, vast supplies of raw materials, a large force of intelligent skilled and unskilled labor, unlimited fuel and water, a perfect location for trading between the Mid-Continent and all world ports—and the varied, well-integrated and far-reaching transportation systems we are discussing.

Which brings us back to the problem. Just as Jefferson's plans for the future



CROSSING the Mississippi River is quick and easy on the Huey P. Long Bridge, in Jefferson Parish, nine miles upstream from Canal Street, New Orleans. Completed in December, 1935, the graceful steel structure is 4.4 miles long including approaches, cost \$13,000,000. The trucks and train at left are passing in middle of 790-foot center span, 135 feet above high water level. Central pier of the eight-span cantilever bridge is 409 feet from top to bottom, the height of a 36-story building.

Lake

PROPOSED CAUSEWAY

MOISANT AIRPORT

PROPOSED LAKESHORE - HAMMOND HIGHWAY

PROPOSED EASTBANK 4 LANE EXPRESSWAY

PROPOSED CAUSEWAY - BRIDGE
CONNECTING EXPRESSWAY

KEAN

METairie

BRIDGE DALE

JEFFERSON
HEIGHTS

SOUTHPORT

HAZARD

PRESENT HUEY P. LONG BRIDGE

BRIDGE
CITY

CHANNEL AND HARBOR

Miss

WESTwego

PROPOSED TIDEWATER SHIP

PROPOSED WESTBANK 4 LANE

PROPOSED HIGHWAY
TO GRAND ISLE

G. Daniels

Pontchartrain

EAST
END

In Jefferson Parish
the Future has Already Begun

Legend

- Present Highways
- Proposed Highways
- Proposed Grade Separation
- Present Railroads
- Parish Boundary
- Present Ferry Service

NEW ORLEANS

ALGHERS

PROPOSED GRETTA-
NEW ORLEANS BRIDGE

Mississippi River

GRETTA

HARVEY

ARRERO

EXPRESSWAY

PROPOSED TRAFFIC TUNNEL

TO BELLECHASSE

TO LAFITTE

CANAL

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New Orleans

are most encouraging, its problems are tremendous, and mainly concern transportation.

Here we have the great Mississippi River, whose shortest route to the Gulf of Mexico is a twisting, turning, treacherous 108 miles. Crossing it, is the Intracoastal Waterway, which has been called, by Lt. Gen. Lewis A. Pick, Chief of Army Engineers, "one of the most remarkable transportation arteries in American history."

There is the crux of the transportation problem: **CROSSINGS**. Roads crossing roads and railroads, and roads crossing water.

At Harvey Canal, the West Bank segment of the 15,000-mile inland waterways system, two-way vehicular traffic is stopped approximately every 20 minutes of the day, to permit some vessel to go through, to or from the river. A new, fixed-span bridge was long sought for this spot, called "the worst bottleneck the state."

The cost of a bridge of proper height has been estimated at \$3,000,000. A tunnel, which is favored by local popular opinion, would cost more, about \$5,500,000. Ultimately, because of the unceasing efforts of parish officials and civic and business leaders, a tunnel was agreed upon as being for the greatest interest of all, more practicable, quicker to construct, and offering a possible shelter from bombs in the event of enemy attack. Necessity for this crossing is immediate, in time and in loca-

tion.

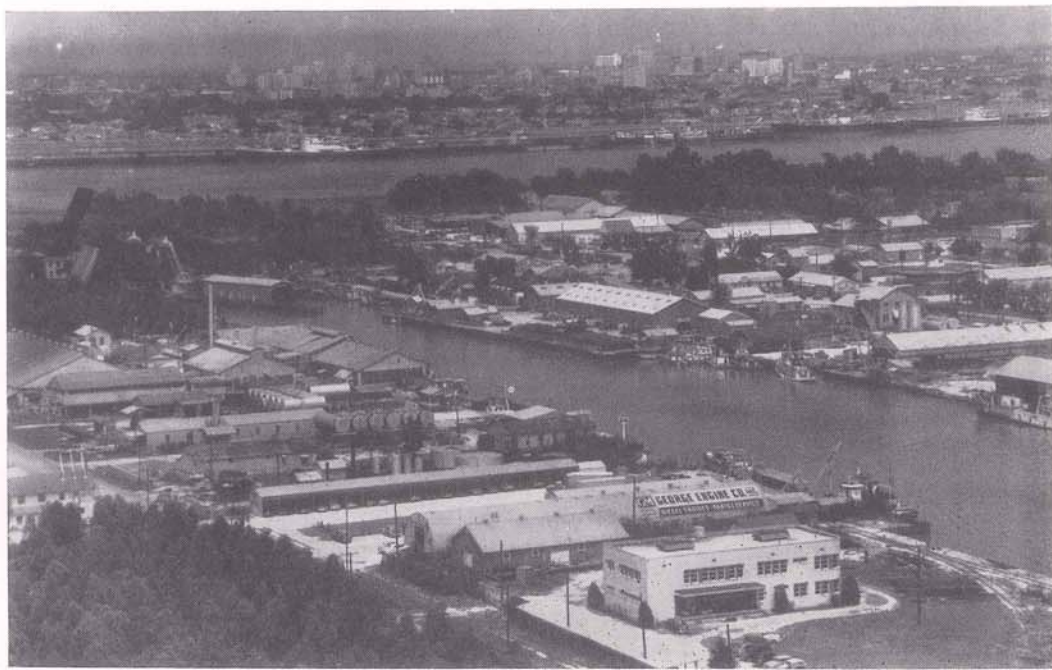
The State Highway Department last October, 1951, agreed to participate in a tunnel project, up to the cost of a bridge, and local interests are to finance the additional cost. Now plans are being completed by a group of construction engineers, and before long this traffic plug will be drawn. Plans call for the tunnel to cross the Harvey Canal on the route of the proposed and planned new four-lane superhighway, skirting the area behind Westwego, Marrero, Harvey and Gretna, connecting U. S. Highway 90, the Old Spanish Trail, with the proposed new river bridge, and with Algiers.

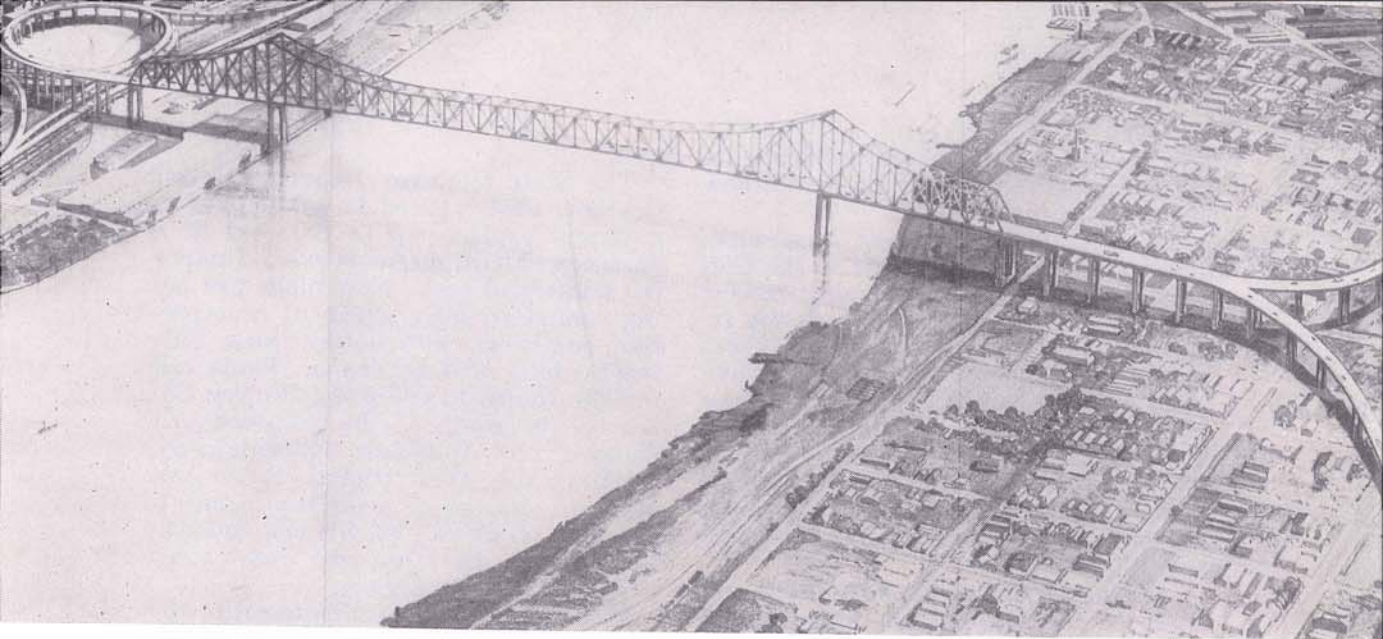
Weaver R. Toledano, President of the Parish Police Jury, on November 10, 1951, signed a contract with the engineering firm of Palmer and Baker, of Mobile, for the construction of this urgently needed civic project, subject to the approval of the State Highway Department.

But the greatest crossing of all, needed here, is a bridge over the Mississippi River, connecting the industrial headquarters of the area with the commercial center in the Crescent City.

Urgency for the bridge—which has been called "Public Necessity No. 1" by the newspapers—is beyond argument. Has been for years. The ferry system now the sole means of crossing from the East Bank to the West Bank except for the Huey P. Long Bridge, nine miles upstream from Canal Street, New Orleans,

BUSY Harvey Canal, an important link of the Intracoastal Waterways System, presents a crossing problem. Vehicular bridge at its Mississippi River end must be opened many times during day for vessels, drastically holding up heavy traffic.





PROPOSED Mississippi River bridge, to cross between Gretna and New Orleans. Artist's drawing shows West Bank terminus simplified, with upper branch going toward Algiers.

is and for the past ten years at least, has been painfully insufficient.

The New Orleans Item, in an editorial on June 6, 1951, said of this situation: "The present system of ferries is slow, inefficient, undependable. It is also woefully out of date." The Item referred to the dependence on ferries as "an anachronism in a time of automobiles, diesel locomotives, airplanes — and bridges." Anyone who has inched along for as much as 45 minutes just to get aboard one of these ferries during rush periods knows full well the truth of these statements.

Yet a total of 40,000 people must use these time-consuming and wholly inadequate ferries every day, now, in 1952, in this wealthy, modern, continuously expanding and developing area.

A bridge here is inevitable, but inevitableness connotes the future, and Jefferson Parish was not willing to sit on its hands and wait for the future. With aggressiveness and persistence characteristic of the parish, officials and leaders here would not let the matter lie.

Unproductive half-steps had been taken by other interested parties and communities, but finally the city of Gretna, which is the seat of parish government, took the bit in its teeth and forged ahead. Plans were made to build the bridge as a toll crossing, financed by a group of bonding companies which considered the desperately needed crossing an excellent business enterprise.

The bond issue proposed was backed by the almost unanimous endorsement of the property owners of Gretna, in a city-wide vote on November 27, 1951.

It also had the active support of the Mayor and Board of Aldermen of Gretna, the Policy Jury, and Sheriff Frank J. Clancy.

Strong groundwork for this constructive move had been laid in the preceding July, when as a result of efforts of Gretna Mayor William J. White, State Senator Alvin T. Stumpf and other Jefferson Parish officials and business executives, the State Highway Department agreed that it "would give serious consideration to constructing a bridge with the city of Gretna."

So, on July 13, an agreement for a bridge survey costing up to \$200,000 was signed by Highway Department Director R. B. Richardson and Gretna Mayor White. The bridge is estimated to cost about \$44,000,000, and when the bonds are retired from the tolls collected, the facility would then become free to the public. The survey was calculated to be completed approximately 10 months after its start.

Another civic project, of great importance to the parish and having widespread effects, is a causeway planned to cross Lake Pontchartrain. Thus Jefferson and all the area to the west will be placed in closer proximity to the "across the lake" parishes of St. Tammany and Tangipahoa and all routes leading north and east.

A survey for the causeway, to be about 22 miles long and paid for through tolls, was started in March, 1951. Cost of the structure has been figured at about \$40,000,000, and voters in Jefferson and St. Tammany Parishes last September approved overwhelmingly a bond issue to finance its

construction.

Note in the drawing below how the Police Juries of Jefferson and St. Tammany Parishes have planned a branching approach to the Jefferson Parish shore, with one arm of this southern terminus going eastward toward New Orleans. Early this year that city expressed approval of the venture, and notified the two originating parishes of its desire for a branch for the convenience of its citizens and visitors.

The north shore of the lake will then be an easy 25 or 30 minutes driving time from the south shore, promoting the warmest relations among Jefferson, Orleans, St. Tammany and Tangipahoa Parishes, and opening up vast areas of the "piney woods" to residential and industrial development and providing a short cut for highway traffic to and from the north.

A most important and strictly practical consideration is that this causeway also would be another avenue of escape from the area of industrial targets, in the not impossible event of bombing by an enemy.

The Highway Department has agreed to conduct a full survey for the causeway, which is planned to connect with the proposed Lakeshore-Hammond Highway, and a proposed highway crossing the East Bank to the eastern terminus of the present Huey P. Long Bridge. This would make a trip from "across the river to across the lake" a matter of less than an hour.

Now we consider a project that affects not only Jefferson Parish and the entire New Orleans area, but the great Mississippi Valley, and in some measure

directly or indirectly affects the nation.

For many years men have dreamed of and planned a short cut from the Port of New Orleans to the sea. The great reasons for a tidewater channel connecting this important port with the Gulf of Mexico have been granted, as well as the need for a tidewater ship harbor at its northern terminus.

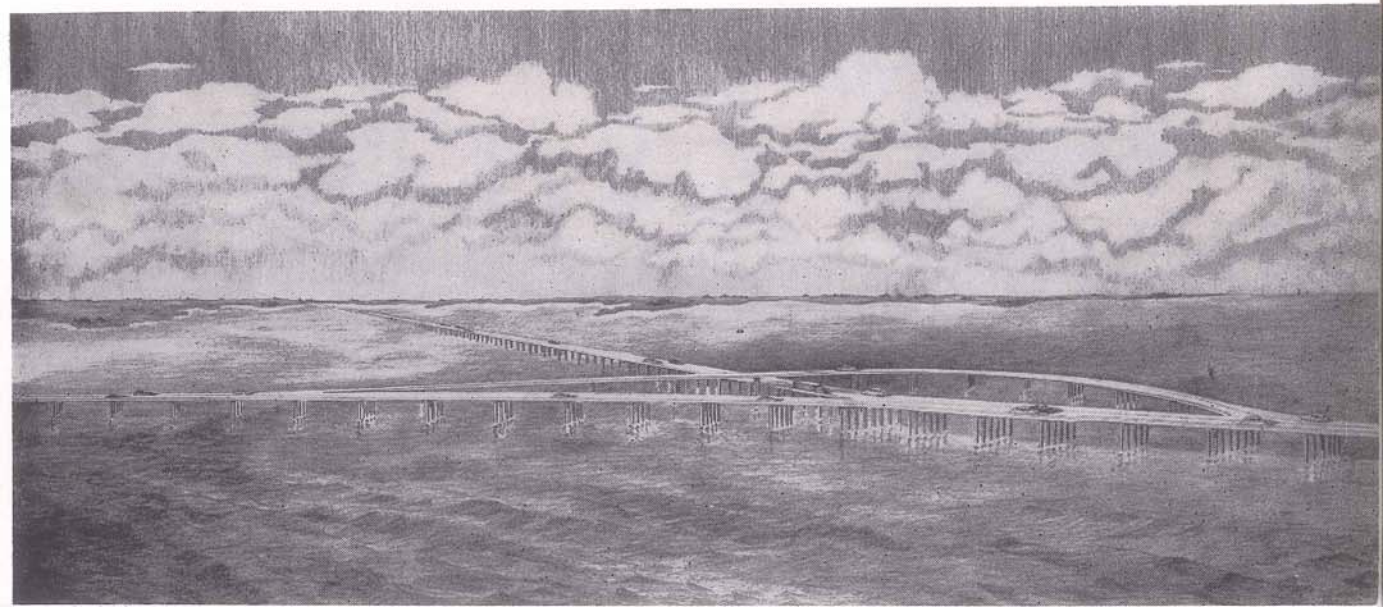
Briefly we review the treacherous shoals and currents, and the fogs at the two navigable mouths of the Mississippi River, over a hundred miles away from this vital harbor, that is actually but slightly over 50 miles from deep water in the Gulf. We consider the miles of inefficient parallel docking wharves, where ships must line up one behind the other, and be loaded and unloaded from one side only; the inadequate warehousing, affording only 350 pounds of commercial storage to the square foot, as compared with an average of 1000 pounds in most other places.

All these and many other unfavorable features have been brought forth time and again in discussions and in literature on the subject, and there is no longer any question about the ultimate construction of a channel straight as an arrow to the sea, and an inner harbor with finger-type docking facilities that are impossible in the strong-currented, silt-carrying and depositing Mississippi.

In Washington on last October 3, 1951, the House Public Works Committee approved a bill appropriating \$1,000,000 for planning a tidewater channel between New Orleans and the Gulf. The bill authorizes construction of the \$80,000,000 project but does not provide the actual construction funds.

Of the several possible routes sur-

JOINING north and south shores, the proposed Lake Pontchartrain Causeway will be a shortcut between the West and South, and the North and East.





ONE of the fine modern traffic arteries crossing the parish, the Airline Highway, at intersection of Shrewsbury Road and Metairie Road. Jefferson needs several more like this, to keep up with its growth.

veyed since a tidewater channel here was first urged in 1852, the choice has narrowed down to two. One, known as the East Bank Seaway, is planned to run from the Industrial Canal at New Orleans, 79 miles away to the 40-foot contour of the Gulf of Mexico, just south of Chandeleur Island, 30 miles out in the open Gulf.

The other, the West Bank Tidewater Channel, is proposed to run from an inner harbor in the area of great industrial growth and potentiality at Westwego on the Mississippi River, almost due south 55 miles to the Gulf of Mexico at Grand Isle. Here it hits the 40-foot contour just about 3 miles offshore.

The East Bank Seaway calls for an inner harbor just east of the Industrial Canal, with space developed there for industrial sites.

This does not seem particularly practical when one considers that in recent years the definite trend of industrial growth has been upriver, beyond the western limits of the city of New Orleans, on both banks of the Mississippi, into an area that in the past dozen years has more than doubled the number of its manufacturing plants, and tripled its production.

Indeed, considering all the facts profoundly and sincerely, it is not at all compatible with reason that a channel should be dug 24 miles longer than is necessary, in an impractical location, with a needless construction and annual maintenance cost of many extra millions of dollars of the people's money.

Consider this carefully: The West Bank Channel, from the industrial heart of the South, to deep water in the Gulf of Mexico—only 55 miles, and land-cut for almost all of its length—with only about 3 miles of 40-foot open-water depth to maintain.

The alternative is the East Bank Seaway, from an area that has a diminishing industrial importance, 79 miles long, of which 30 miles is through open water with the channel silting in from the endless back-and-forth action of the tides and currents.

Study the excellent map on Page 62, and figure it out for yourself. No, in the interest of the public, which must pay for it, this is *not* the most feasible route for this tremendous project.

From the point of view of hard cash, let us survey some figures from last year's issue of the Jefferson Parish Yearly Review. E. S. Pennebaker, Manager of the Texas Pacific—Missouri Pacific Terminal Railroad of New Orleans, in his admirable article on the channel situation, gave these 1946 estimates of Major General Robert W. Crawford, Lower Mississippi River Division, Army Engineer Corps, who favored the East Bank route:

"East side: Seaway, ship lock and accompanying harbor developments, \$119,780,000, of which \$86,920,000 would be provided by the Federal Government, and \$32,860,000 by the State Government; estimated annual charges for interest, amortization and maintenance, \$6,480,000.

"West side: Seaway and twin locks at the Mississippi, \$67,420,000, of which \$56,180,000 would be provided by

the Federal Government, and \$11,240,000 by the State Government; estimated annual charges for interest, amortization and maintenance, \$3,960,000".

These figures are not intended to give today's cost of two such channels. Two facts must be borne in mind: That time has changed these evaluations, and that the \$80,000,000 cost of the channel that was approved by the Government last October, is for a channel alone.

The main thing to remember is that at today's increased costs the same disparity in construction and maintenance expense of the two channels would prevail.

This is a lot of money to be paying for a public utility of secondary value. Naturally the people of Jefferson Parish and clear thinking people elsewhere are determined to fight on until this vital seaway is constructed in the best location for all concerned, the ships, the manufacturers and shippers and the taxpayers.

Jefferson Parish is achieving a name for looking into the future and planning and working accordingly. Trans-

portation development is of vital importance in these plans.

Last year saw the completion of work upon the two old River Roads that parallel the East and West Bank levees. A total of about seven and a quarter miles were surfaced by the State Highway Department at a cost of \$440,000.

For the future, besides the four-lane superhighway planned from Westwego to Algiers on the West Bank and the Lakeshore-Hammond Highway on the East Bank, Jefferson is planning another East Bank superhighway between the present Airline Highway and the lake, from the Orleans to the St. Charles Parish lines.

Also on the list of work to be done is the deepening and widening of Bayou Segnette to the Company Canal at Westwego, a waterway important to the seafood, sulphur and petroleum industries; grade crossings throughout the parish to increase traffic speed and reduce hazards, and all the proposed projects pictured on the map on Pages 56 and 57, which is so aptly titled: "In Jefferson Parish, the Future has Already Begun."

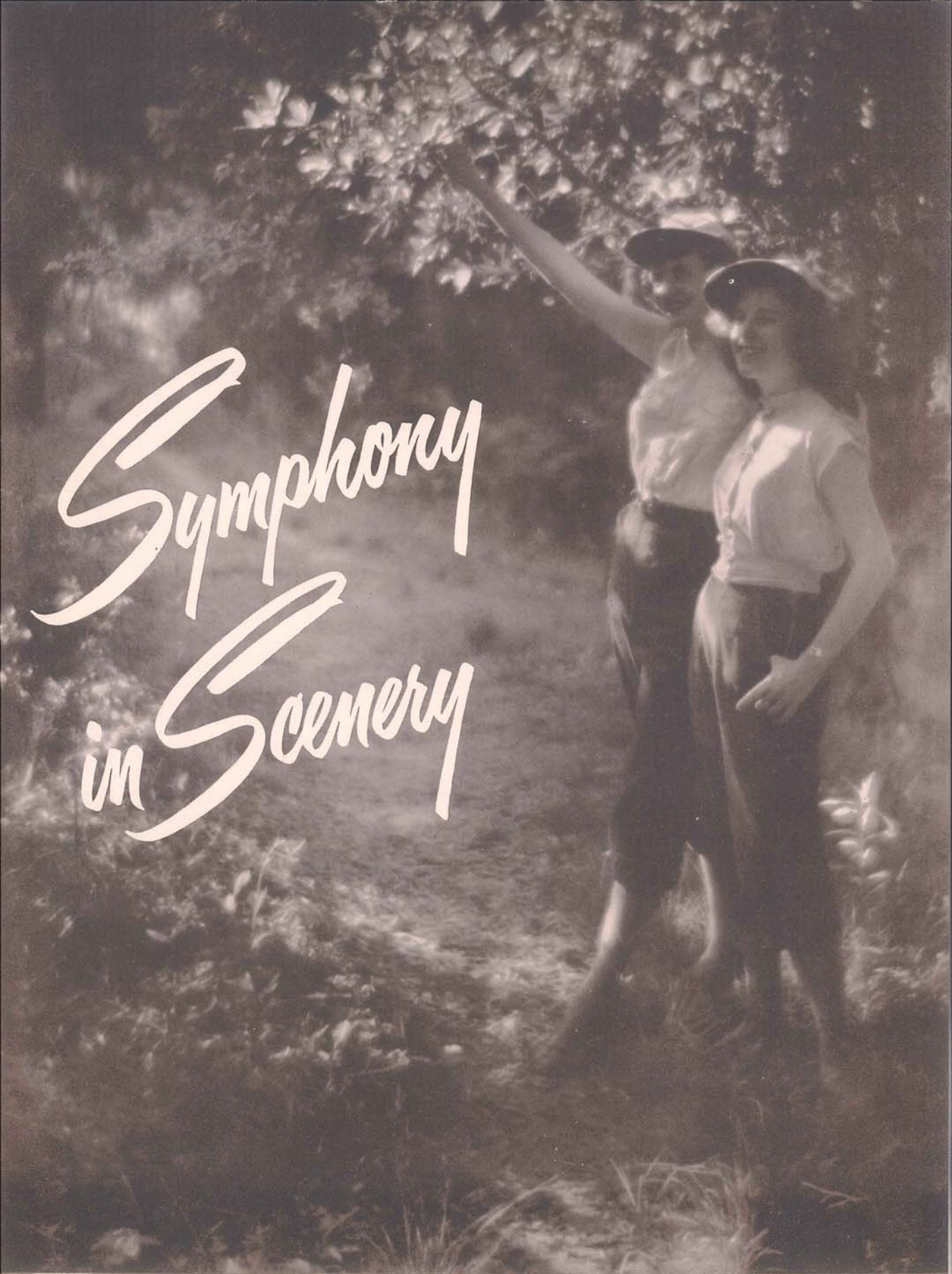
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who chance by
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a refreshing
moment or two.

Big

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beautiful

and serene,

is a broad

passage

to the riches

of the sea . . .

and along

its borders

men

begin early

to build

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and
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in time,
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Just beyond
sight and sound
of the great
steel
highway
and railroad
bridge
that spans
the Mississippi
this spot is
as it was
in an age
that knew
no
steel.



Even
in midwinter
there
is a softness
to
the look
of this land,
severe cold
is a stranger,
and the sun
is warm
on the waters
and
in the woods
and fields.



On Grand Isle
there is beauty
for the ear
as well
as the eye . . .
the
mockingbirds,
the wind
in the
oleanders,
the surf
on the beach . . .
all
sing by day
and by night.



Inland,
too,
secluded lanes
echo
with the
melodies
of songbirds;
some feathered,
some not . . .
in this warm
and
happy place,
everybody
feels
like singing.





In the spring Jefferson's bountiful woods spread pale blankets
of blackberry blossoms, a pretty prelude to the popular
roadside sport of gathering the luscious berries.



What if the calendar does say it's November? You're in Jefferson Parish; you go out and gather an armful of fresh wildflowers. There are no "indoor months" here.



Up from the green waters of the great Gulf come the nets,
heavy with the harvest of the deep — and deft hands
must make them ready to go to sea again and again.



Jean Lafitte cherished Grand Isle for other reasons; modern
mermaids love it because you can bathe in the surf
and sun on the sands while snow flies elsewhere.



Twenty minutes from the heart of the most highly industrialized area in
the new South, Bayou des Familles typifies the peaceful charm
that Jefferson Parish offers in every month of the year.



PAINTING scenery and appropriate sentiments on Baby Green Turtles provides an additional source of revenue for local artists.

Little Turtles are Big Money

By James Nelson Gowanloch
Chief Biologist
Department of Wildlife and Fisheries
State of Louisiana

Time was when the author as a boy had a pet turtle that wiggled its legs in comical fashion when held in the breeze from an electric fan. It was not a very satisfactory pet, even though it was no trouble at all and required no feeding. You see, it was made of paper.

Later his father gave him an actual, living turtle, which was much better. Not until some years and many miles later was the discovery made that the little live, hard-shelled pet came originally from Louisiana.

Today, millions of these amusing and pretty little turtles are shipped out of Louisiana as pets and souvenirs every year. Many are sold plain, that is, unadorned, and thousands go out to all parts of the United States with their shells brightly painted and decorated

with fingernail polish.

They are attractive pets either way but the author feels that their natural coloring of green and brown, brightly relieved with yellow areas and red stripes, is much prettier than any additional touching up by a painter, however artistic.

Locally this species of turtle is known as the "Mobilian", but they are sold under the name of "Baby Green Turtles". It seems a shame that such tiny fellows should be so burdened with nomenclature, but it must be noted that their scientific name is *Pseudemys scripta troostii*, or more simply, "Troost's Turtle".

Few people know that they make delicious turtle soup. That is, if you can get enough of them together. For, fully

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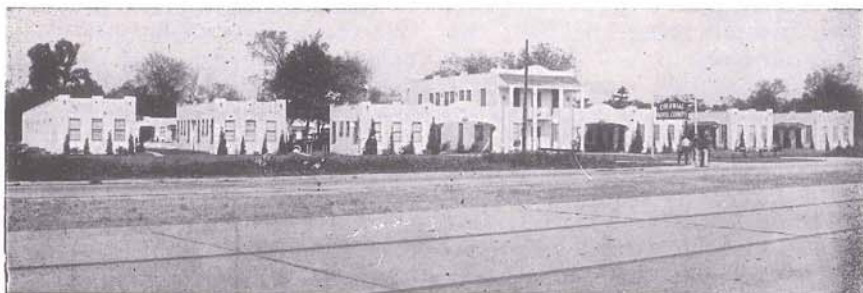
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grown Mobilians do not contain much more than a cup of meat between their carapace and plastron, or in the vernacular, top and bottom. This is when they are about eight years old and nine inches long—mostly shell, bones and head. A few individuals grow a little larger, but not very much. So as soup material, they have little market value.

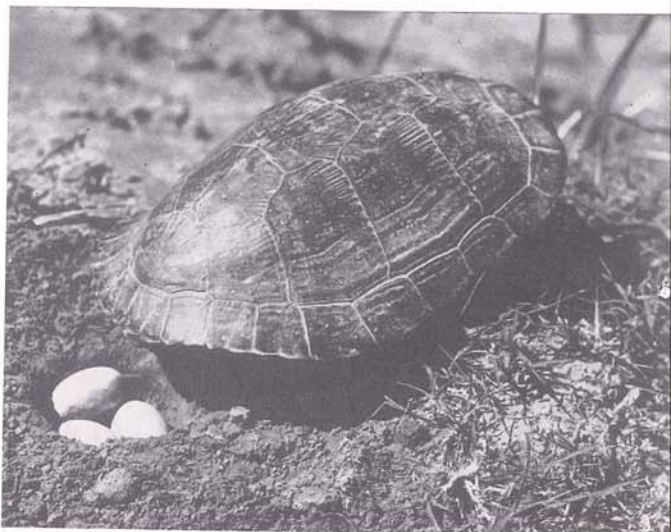
A very small number are used for scientific purposes, but as a matter of fact, Mobilian turtles have no commercial value whatsoever except as pets. This value however, is great. In numbers, no turtle anywhere exceeds them in demand, and no turtle species in the entire United States occupies a more unique economic niche than do the baby Mobilians.

For to be really worth anything, these "boxed-in", harmless reptiles must be captured and marketed soon after hatching from the egg. After about one year old, they are too large to sell, as one of their chief charms is their miniature size. When properly treated, they live for years, endearing themselves to their owners by their quaintness and intelligence.

Should this last-named quality cause eyebrows to raise in doubt, it is an observed fact that baby Mobilians are much more intelligent than, say, goldfish. They can distinguish among members of a household, and frequently can be trained to respond to a light tapping on the side of their tank or bowl.

The nail polish with which the shell of about 20% of the annual crop is painted would perhaps be harmful if left on for a long period of time. But the painting wears and flakes off within a matter of brief weeks, as milady, ruefully regarding her fingertips, will assure you.

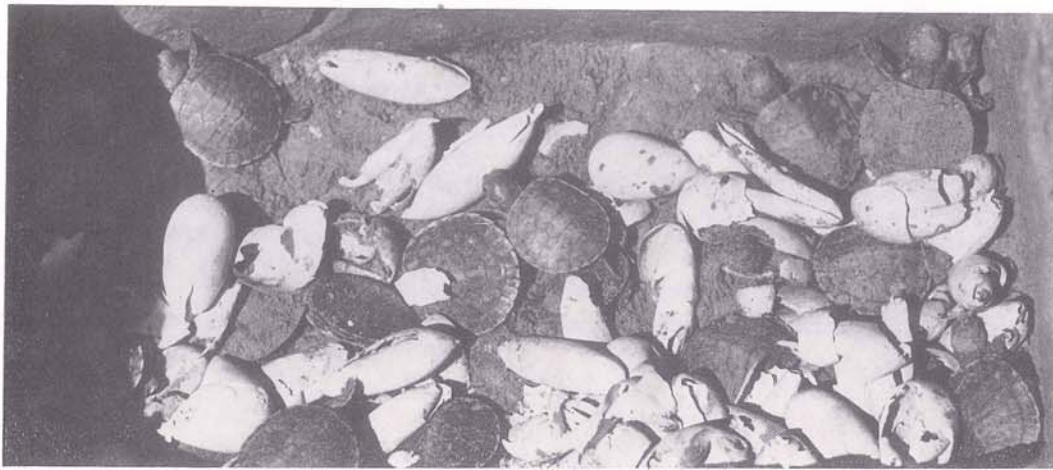
BABY turtles just hatching, below. Some may be seen just emerging from the shell. Oddly, the eggs stretch after laying, assume different shapes, harden in about a week. Hatching time is from 60 to 72 days. Babies sometimes remain in the ground in a dormant state through the winter, are released when the spring rains soften the nest, which was cemented by the laying-fluid of the mother.



WHEN ready to lay, about 3 or 4 times a season, the mother turtle seeks a high spot along the mud bank of a bayou or canal. She digs the hole with her two hind legs, deposits from 7 to 14 eggs, then covers the nest and tamps the ground down with her body. Naturally very shy, mother turtles pull in their heads and legs at the slightest disturbance.

Southern Louisiana provides the vast majority of these turtles. Many of them come from Jefferson Parish, which is notably teeming with wildlife. The people who gather them—fishermen, hunters and trappers, and their children, for whom their sale supplies clothes and other necessities—these people are provided with a cash crop that contributes significantly to their personal livelihood. There is no biological reason why these turtles should not be harvested at this level.

As pointed out, their only commercial value is as pets and souvenirs. They contribute considerably to the destruction of certain game fish. Also, when left alone in the natural state, they are





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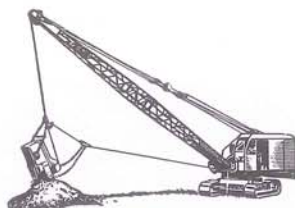
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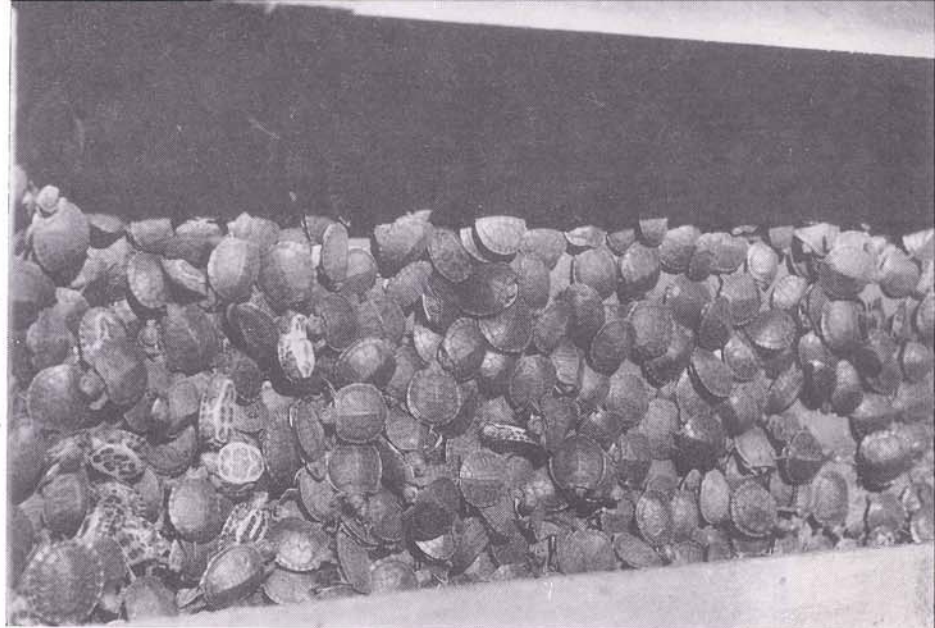
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IN LOTS of about 1000, baby turtles are usually kept in special boxes until sold to the retailer, either in sawdust or spagnum moss, which is kept constantly damp for their comfort. Millions of these turtles are sold every year in Louisiana, bringing in hundreds of thousands of dollars to the turtle hunters and their children.



themselves destroyed by predators in vast numbers.

The eggs, especially, are voraciously devoured by snakes, crows, opossums, armadillos, mink and other natural enemies, primarily the racoon, which seems inordinately fond of turtle eggs, and indeed turtles at any stage of growth.

Thus if they are harvested when very young their chances of survival are greatly increased, and the destruction for which they are in turn responsible is lessened. Another is that when captured soon after emerging from the egg, they still retain within themselves their birth food supply, the yolk sac, which provides sustenance for weeks, even months, enabling them to travel and adjust to new surroundings more readily.

It is to be expected that occasionally a turtle hunter discovers a nest or

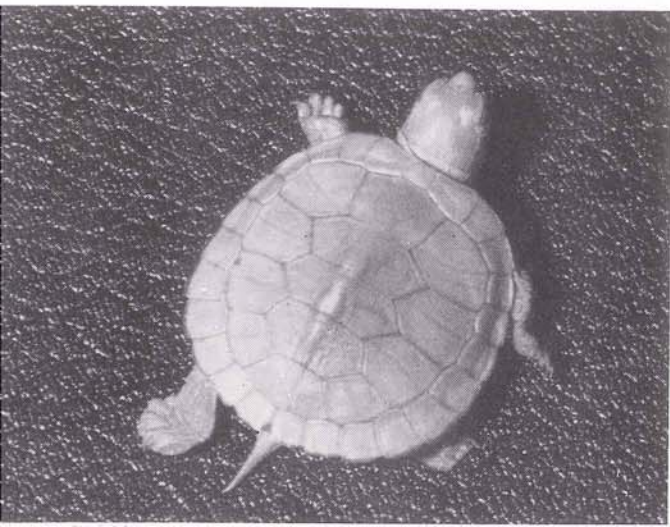
"clutch" of eggs incubating in the mud bank of a bayou, canal or pond, and removes them to a place where they are artificially incubated so the baby turtles may be sold immediately on hatching..

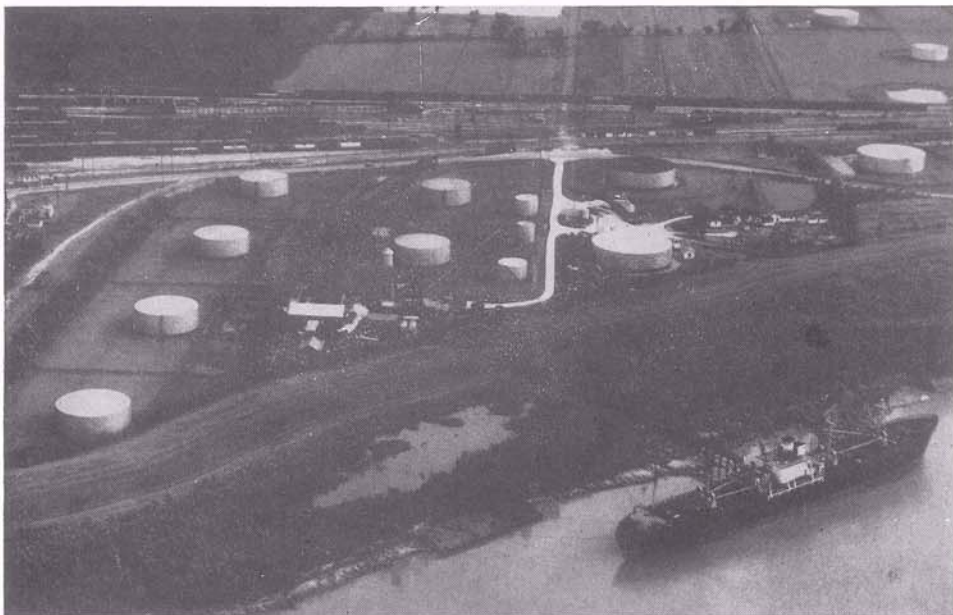
The author is aware that there exists a law in Louisiana forbidding the taking of the eggs of any turtles and their subsequent care by the people who have taken them. This law is wrong in that it does not specify species. If the law were restricted to the Diamond-Back Terrapin, it would be a good law because that species, as food, is the most enjoyed and valuable member of the turtle family in Louisiana.

However, the Diamond-Back Terrapin is a turtle that breeds only in salt or brackish water. Other turtles commercially valuable as food such as the salt-water Loggerhead the (fresh water Snapping Turtle is also called a "Loggerhead") and the huge marine Green Turtle, and other species which live and breed in salt or partly salt water, should also be protected before birth. But no restriction should be imposed upon these little strictly fresh water turtles, since such would deny the operation of an extremely useful and financially profitable enterprise, which enterprise is also a good conservation measure. This unique Louisiana cash crop should now assume its appropriate national recognition.

These "Baby Green Turtles" are sold by the individual, not by the pound or dozen. They bring about \$15 a hundred to the original catchers, some of whom earn hundreds of dollars a year at this little known profession. In turn they are sold by the wholesaler to the retail curio and souvenir shop, where, painted and with a sturdy shipping carton, the

1,500,000-to-one shot. A rare albino Mobilian turtle, white with pink eyes. When held to the light, the turtle's blood may be seen pulsing through its body like the ticking of a watch.





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THE author, right, pointing out the fine points of the albino Mobilian to the associate editor. Very active, this baby was named Man - O - War, and trained to race by the author, who challenges all comers. Albinos are so extremely rare, two-headed turtles occur with greater frequency.

price is generally about fifty cents each.

Usually children are careless in the matter of caring for their pets. Because the author is fond of these diverting little animals, as well as being fond of children, the following directions are given to aid in their welfare:

1. Keep turtles in fresh water, removing uneaten food that would contaminate the water and kill them.
2. Provide their bowl or tank with a stone or shell whereon they can emerge and rest. It is essential that they, at appropriate times, dry out their shells just as wild turtles do.
3. Place at intervals of two weeks a copper penny in the tank for a few hours because the copper prevents various dangerous fungus diseases.
4. Feed turtles about twice a week, with about $\frac{1}{16}$ teaspoonful of scraped hamburger or other meat. Lettuce in minute quantity should be given too, since Mobilians like both a meat and vegetable diet. Very satisfactory turtle food may be obtained from the dealer who sells them. This contains dried ant eggs, shrimp meal and other ingredients.
5. Baby turtles require sunlight, and it is good to take them out of doors occasionally, as window glass cuts off most of the beneficial rays. But they should not be left in strong sunlight without some shade to which they can retire, as exposure to the direct rays of the sun for any length of time quickly kills them.

If these simple rules are practiced, the entire family will enjoy the antics and entertaining presence of these little amphibious pets for a long, long time.

"BUY me one!" Baby Green Turtles make delightful pets for children, are easy to care for, and provide amusement for the entire family. They originate mostly in Southern Louisiana, a large percent of the total coming from Jefferson Parish.





From **COCKFIGHTS**



to

COMMERCE!

By Robert Tallant

Author of *Mrs. Candy* and *Saturday Night*,
Southern Territory, etc.

If you can remember back thirty years, your memory of the Seventh Ward of Jefferson Parish—all that area above Monticello Avenue to Harahan and from the Illinois Central Railroad tracks to the green levee along the Mississippi River—will be of a region of swampy woods, dirt roads, small farms and dairies, with a few industries scattered for the most part along the River Road. If you were a small boy then you may even be nostalgic for Boy Scout hikes along Shrewsbury Road, for long, hot days picking blackberries, which were yours for the taking, and Sunday trips to and from New Orleans on the old "O. K. Carline," accompanied by your parents.

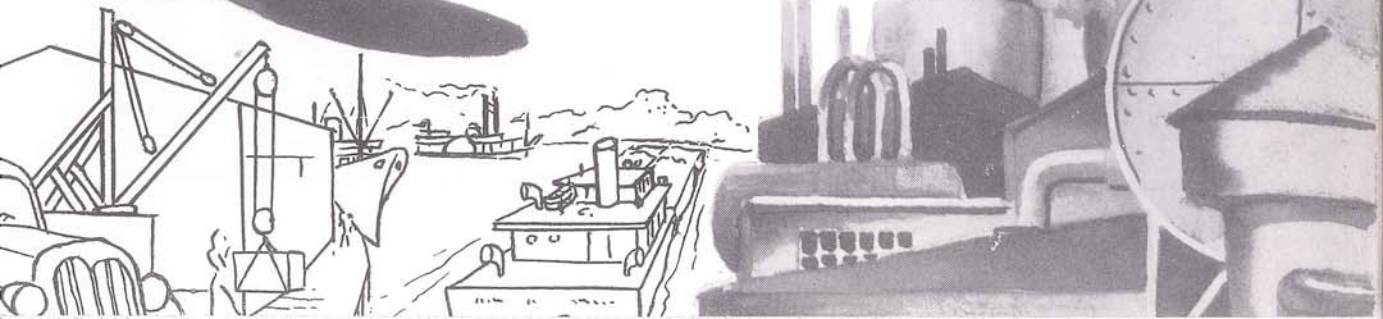
If, like Robert Ottermann, 78, retired railroad man, member of the Police Jury for many years, and a resident of Jefferson Parish from the age of eight, you can remember back more than *twice* thirty years, your mind's picture of the area then will be a still different one.

You will recall that there was no industry or business of any kind, that there was almost no road worthy of the name but the River Road. There were only farms and dairies, shacks along the batture of the river, and a scattering of even then almost entirely deserted plantation houses, left over from an earlier period.

Looking at it all now, all the industry, the numerous subdivisions filled with fine, modern homes, the cars and trucks speeding along sleek Jefferson Highway and pouring over the Huey P. Long Bridge that spans the Mississippi River, Mr. Ottermann likes to recall how it was when he was a boy. "Why, you couldn't even get to where the bridge starts now," he'll tell you. "It was nothing but a tangled wilderness."

One of Mr. Ottermann's earliest memories is of going to

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THEN—and now. Patient, plodding oxen were used to haul timber in the Seventh Ward in the old days. Today lumber is handled more swiftly and efficiently by modern vehicles such as the lift truck below.

Kenner with his grandmother, who had a vegetable stall in the Dryades Market in New Orleans. It was an all day trip up the River Road to buy produce from the Kenner farmers. Mr. Ottermann, about six years old then, recalls eating honey along the way, chewing on a thick, sweet comb of it. He says it tasted much better then than now.

He remembers the old Grain Elevator, one of the very earliest commercial structures there, gone now almost half a century. It was on the batture near what is now Brooklyn Avenue, and was torn down in 1903 by the owners, the Yazoo and Mississippi Valley Railroad Company. He remembers the dairies along the River Road owned by men named Hortman, Estrade and Severina, and Ahten's cucumber farm at Shrewsbury, where the huge green cucumbers were raised in large hothouses. Some of them reached two feet in length, and were juicier and finer than any we see today.

There were white people living in the Seventh Ward then, but the population was mainly composed of colored residents. So much so there was a Negro Justice of the Peace and Constable for a number of years, a rare arrangement in a Southern community.

There were small truck farms, and other income was derived from gathering and selling wood from the swamps. Teams of oxen brought cypress and oak logs over the Labarre Road, named after a wealthy sugar planter who once owned much of the land in the neighborhood, to the River Road. Stove



lengths were sold to bakeries in New Orleans, which used cords and cords of it in their ovens. Some was cut into pickets and sold for fencing.

The people who lived in the shacks on the battures collected and sold wood, too. They made a business of gathering drifting logs in the river, many of which had broken away from rafts being hauled downstream by timbermen. Most of this wood was made into shingles, and for many it was their principal means of livelihood.

There was also lots of good hunting, of rabbits, snipe, ducks and other waterfowl.



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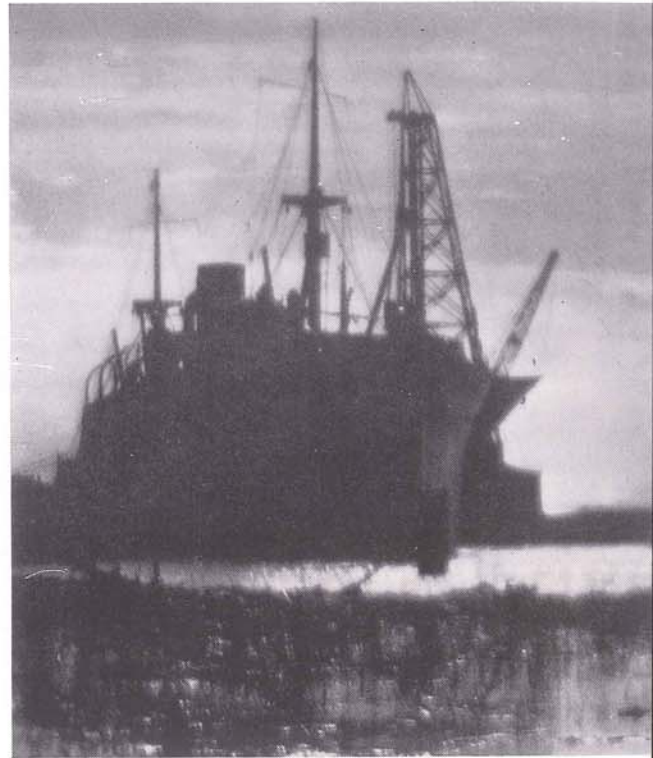
WESTWEGO AND AVONDALE

COURTEOUS — DEPENDABLE SERVICE

One of the landmarks of the Seventh Ward was the Powder Magazine on the levee, the last remaining relic of Camp Parapet of War Between the States days. Stories are told of how the Powder Magazine was used by both the Confederate and the Union forces. Camp Parapet was of course built and occupied by the Rebels, was then captured and put to his own use by the Northern general, Benjamin F. "Silver Spoons" Butler—so called because of his alleged penchant for Southern silverware with which to swell the coffers of the Union army.

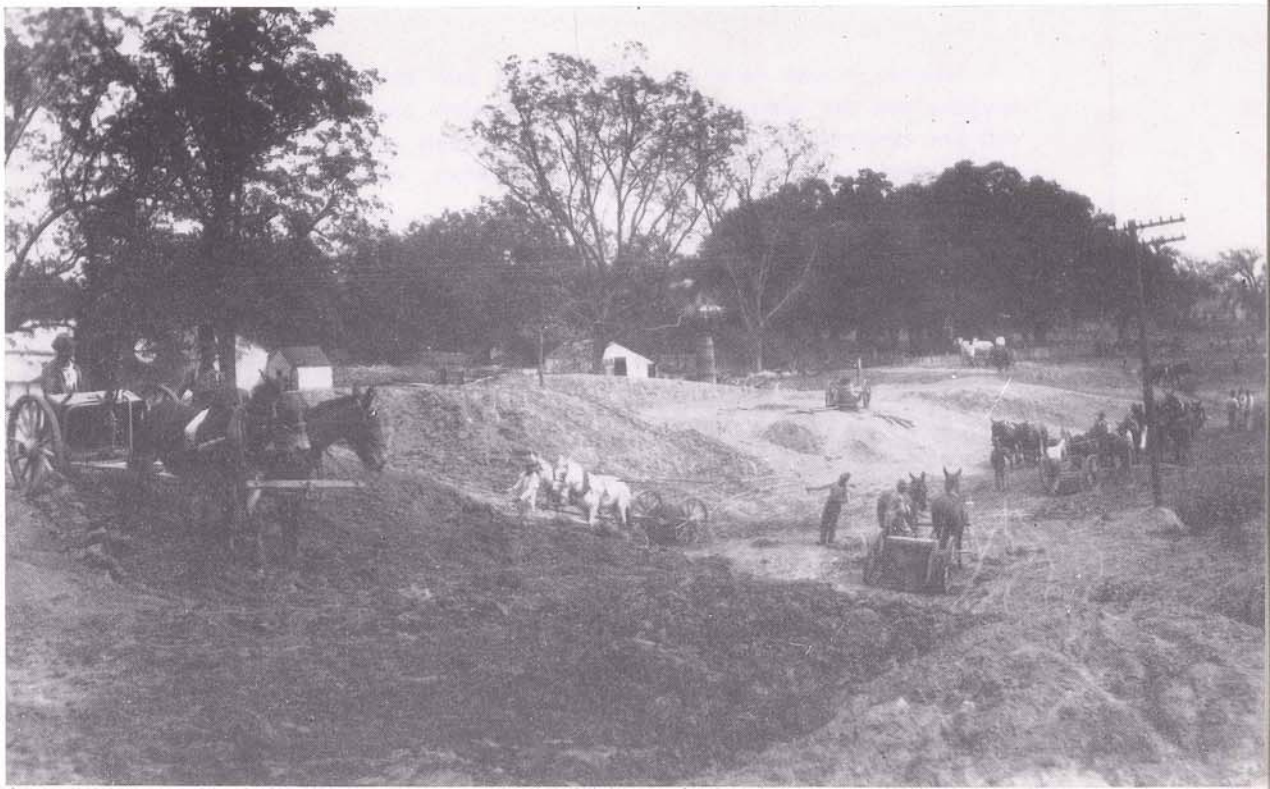
But perhaps the ward's greatest attraction sixty years ago was Flory's Cockpit. Situated on the river and Dakin Street, its cockfights were famous all over the South. Owners brought their fighters from several states to pit them against Flory's own cocks. Betting ran into the big money and sometimes the fighting went on for days. The Cockpit seated between four and five hundred men and for "main events" it was always crowded. At times a hundred cocks were lost in a single week.

But the Cockpit was not used only for the fights. In time it became a kind of community meeting place. Men gathered here to discuss politics, sports and neighborhood affairs. There was no town hall or any other meeting place so gatherings were usually held here, in



SHIPS from all over the world sail the broad and muddy Mississippi River, which serves our many industries with economical transportation and an inexhaustible supply of fresh water.

THE RIVER must, however, be kept curbed within its levees or else it becomes a highly destructive force. Bulldozers and dragline cranes have replaced the mules used for this when the picture below was made in 1911.



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BUILDING materials in quantity flow from manufacturing plants such as that of Jahncke Service, Inc. at right, on the Jefferson Highway. Nearby is Shrewsbury Road, which in 1912 was the pleasant, but hardly serviceable lane below.



someone's barn, or in a barroom. Flory's Cockpit existed in fact and fame for about twenty years.

Even as late as 1914 there was no official meeting place. That year, when the civic leaders of the East Bank of Jefferson Parish and New Orleans met to discuss for the first time the possibility of establishing a carline between New Orleans and Kenner, through the Seventh Ward, the meeting was held in the stable of a Mr. Hyland, who entered his horses in the sulky races at the nearby racetrack.

By 1914 the Seventh Ward had changed in many ways from the way it was when Mr. Ottermann was a small

boy. The great hole called "The Pit," from which had been dug sand for the construction of the breastworks of Camp Parapet, had been filled in to create Harlem Avenue. Some industry was already established in the area, such as the American Creosote Works, now the largest creosote works in the world. A few years later the Freiberg Mahogany Co., the world's largest manufacturer of mahogany lumber and veneer, was established here. The population had grown, too, but much of it was still entirely devoted to farming, to raising sugar cane and to operating dairies.

There was still much wilderness and to the outside world the area was generally identified by two names: Southport and Shrewsbury. Let us digress for a moment, for both these names are replete with interesting history.

Southport is said to have taken the name of a steamboat. Caught in the current of a crevasse one highwater spring, the beautiful paddlewheeler was carried through the break in the levee until it came to rest on high ground—where it stayed until destroyed by fire many years later.

Shrewsbury is named after an English nobleman, one Clinton Hardgrave, Lord Shrewsbury, who came to this part of the country with William Butler Kenner, for whom of course, in turn, the city of Kenner is named. Not much is known of Shrewsbury, but the tales told about him add up to a most unusual

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person. A gambler, Presbyterian preacher, lover of good whiskey, educator of the Negroes, little Shrewsbury's actual character leaves us still somewhat mystified.

Back to that first meeting in Hyland's stable, that led to the construction of the O. K. carline, it was successful from the start. Transportation of some sort between New Orleans and Kenner was needed badly, and in its establishment the residents of the Seventh Ward saw their community taking a giant step forward. Now a man could live in the country and work in the city.

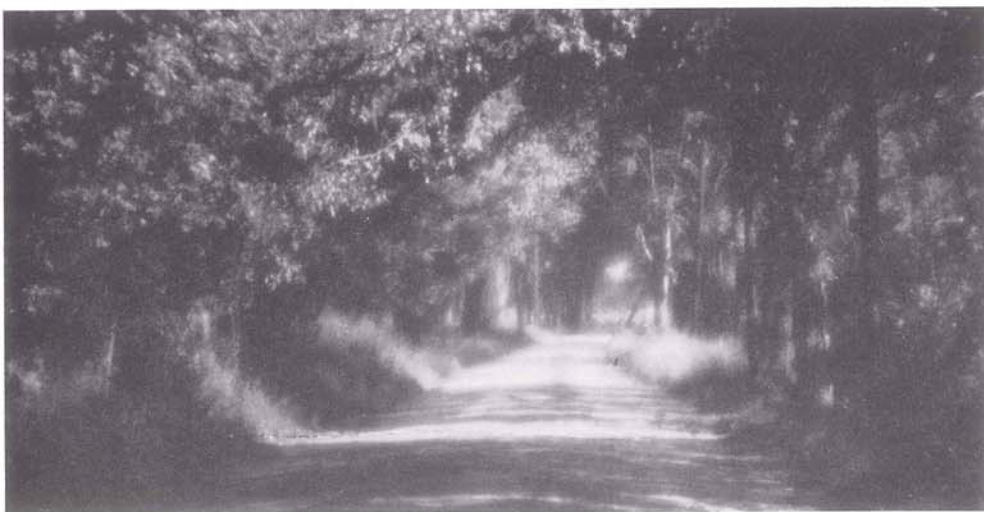
A 100-foot right-of-way was obtained, with the far-seeing plan of allotting thirty-five feet for the car tracks, and eventually surface thirty feet on either side as a broad, two-lane highway. This is today the beautiful Jefferson Highway.

The Police Jury of Jefferson Parish offered the franchise for sale on February 6, 1914. It was sold on March 3, 1915 to the Orleans-Kenner Electric Railway Company, also known as the

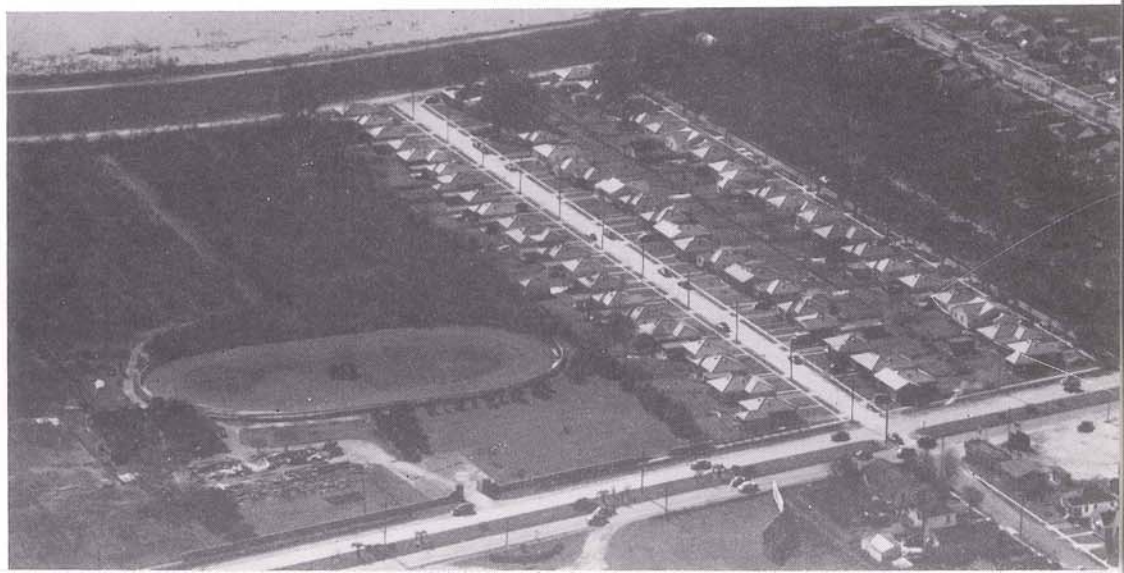
Orleans-Kenner Traction Company. The Police Jury subsidized it for ten years for \$7500 a year.

Any resident of either Jefferson Parish or New Orleans old enough to remember the Orleans-Kenner Carline—the "Old O. K.," as it came to be called—remembers it with fondness, amusement, and a little regret for its passing. Four regular cars were used, and five at peak hours. In New Orleans the cars left from the corner of South Rampart and Canal Streets, near where the Loew's State Theater stands today, and the run terminated at the St. Charles Parish line. The first car left Harahan, where the barn was located, at five o'clock in the morning, and the last one left the New Orleans end at midnight. Fares were thirty cents one way and fifty cents for a round trip, if one made the whole run, but a ride from New Orleans to Harahan could be had for twenty cents. Also, regular commuters could buy tickets from the company at a special and cheaper rate.

Riding the O. K. became popular



MOST of the area looked like Labarre Road did, about 40 years ago, at left. Now most of it looks like the attractive modern subdivision pictured at bottom. The unused horse show track is the site of the \$5,000,000 Alton Ochsner Foundation Hospital to be built in Jefferson Parish.



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among both city and "country" folk. Sunday was a particularly popular day among Orleanians, who took what they called "excursions" aboard it. Residents of Jefferson Parish also found diversion in the rides as the car rocked along on its bumpy tracks, for they came to know conductors and motormen and made friends among the other passengers.

This transportation system was in existence until 1930. Long before then one side of the highway-to-be had been surfaced with shells from Shrewsbury to Kenner. But on October 8 of that year a committee appointed by the Police Jury met and decided that the Old O. K. was outmoded and inadequate to the progress beginning even then. It would have to be supplanted with a modern bus service.

As early as July 17, 1926, the Police Jury had called an election for the building of the Jefferson Highway. On September 15, the first bond issue, which amounted to \$500,000, went on sale. On September 11, 1927, another issue for \$100,000 to pay the cost of a cement base and blacktop was floated. By Feb-

ruary 11, 1931, the Orleans-Kenner Traction Company was pulling up its tracks. The Old O. K. was no more. This improving of the means of transportation was the real beginning of the Seventh Ward as we know it today.

What factors are most responsible for the rapid growth that has taken place since then? The Jefferson Highway, of course, the Huey P. Long Bridge that now spans the Mississippi, and the increased railroad facilities, all of which made it easier for industry to operate and expand and for new residents, many of them formerly Orleanians, to move to Jefferson Parish.

The growth in industry has of course been phenomenal. Besides such oldtimers as the American Creosote Works, the Armour and Co. Fertilizer Works and the Freiberg Mahogany Company,

... but today neat and pretty residences abound all over the ward, thousands of them built just in the past decade.

... but today neat and pretty residences abound all over the ward, thousands of them built just in the past decade.





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there are the Gulf Refining Company bulk plant, the Great Southern Box Company, the Shippers Compress Warehouse, and others, most of which came into the ward about twenty-five or thirty years ago. Business, large and small, is still growing.

The Jefferson Highway, the River Road and many cross roads and streets are now the sites of all kinds of places of business, from restaurants and night clubs to huge factories. With all this has come many improvements—fine churches and schools, beautiful homes, much employment and for the utilization of thousands of people.

Most startling perhaps to the casual observer is the number of people who now live here, and their homes. Population of the Seventh Ward jumped 253 percent between 1940 and 1950. It is difficult to imagine that all this was wilderness and swamp within the memory of many living persons.

Many people give credit for all this home-building to one man—John L. Lauricella, a native of Harahan, who has certainly constructed most of the new homes in the ward since his start in 1935.

At that time, almost all the property between Protection Levee (Monticello Avenue) and the site of the Huey P.

Long Bridge was vacant land. He will tell you that he has never been able to understand why no one else seemed to see what was to him obvious then, that New Orleans had to spread, and in that direction.

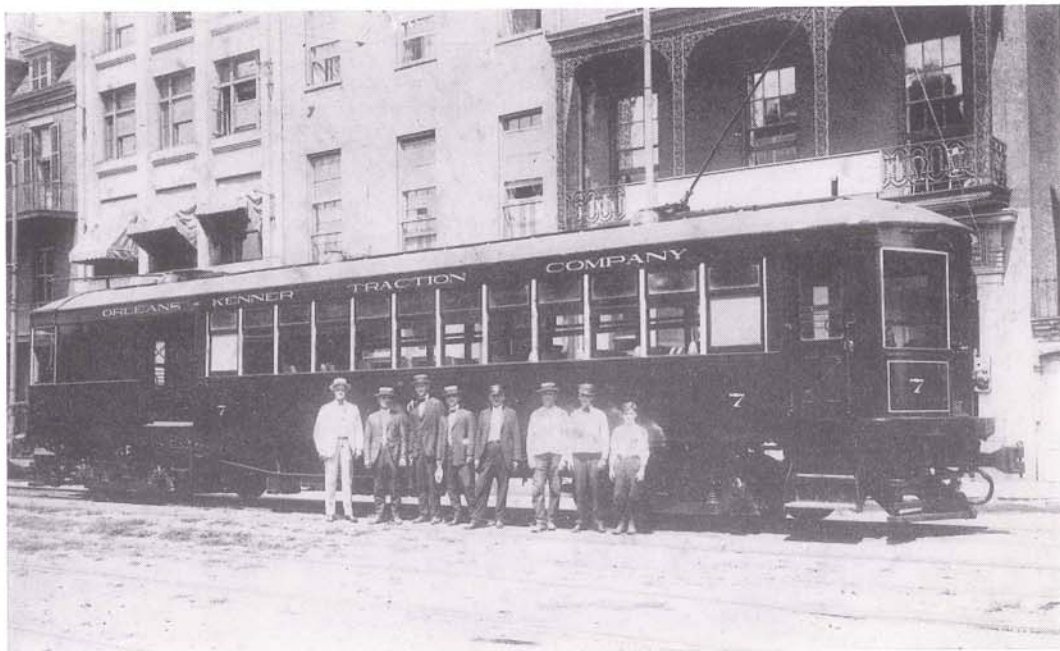
Lauricella's first subdivision was Hyman Park, still one of the most beautiful in the area, which had been abandoned by a previous builder.

Rio Vista was originally a cow pasture, Rosedale was once called "The Frog Farm" because it was low land filled with ponds. In all, Lauricella's vision has accounted for 1300 homes in the Seventh Ward, over 2000 in Jefferson Parish. Thousands more are in the planning stage. The total original property was assessed for about \$300,000, its final assessed value will be about \$10,000,000.

All the Lauricella subdivisions have subsurface drainage, paving, street lights and other modern civic conveniences. Before 1953 all will be connected with the new sewerage system recently installed.

This Seventh Ward growth is typical of the entire parish, which has astonished the South and the Nation by its rapid, solid and continuing development, from wilderness to great industrialization in one generation.

And this is only the beginning.



END OF THE LINE, for the "Old O. K." was at South Rampart near Canal Street in New Orleans. Pictured are Eugene Bush, President; E. F. Greenleaf, Sr., Superintendent; name unknown; E. F. Greenleaf, Jr., Bookkeeper; S. J. Donwar, Conductor; "Muggsy" Lochbaum, Carpenter; W. A. Gardner, Motorman, and E. A. Gardner, Office Boy.

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The Isle of Golden Sands

By Philip Dawson

Famous as a one-time stronghold of Jean Lafitte, gentleman-buccaneer, Grand Isle, 100 miles by road from New Orleans, possesses Louisiana's only Gulf Coast surf bathing. The tawny beach derives its fine texture and golden hue from Mississippi River sand backswept by the currents.

Most numerous and persistent of the many romantic legends stemming from Louisiana's exciting early history are those about pirates and treasure trove.

Were half these quaint tales true, ten times as many salty cutthroats would have been needed to cache it all away. A few doubloons, perhaps, have turned up here and there is the "pirate country"—Louisiana south from New Orleans. Of stout oaken chests bursting with gold and jewels, not one.

But on a small green island fondly caressed by the sparkling waters of the Gulf of Mexico, treasure is found every

day—the best kind of treasure—and plenty enough for everyone.

To be specific, thousands of people each year find on friendly, beautiful little Grand Isle more happiness and health than could be bought with all the world's gold.

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