

# JEFFERSON PARISH YEARLY *REVIEW*



**1953**

LOUISIANA PURCHASE 150th ANNIVERSARY





### New Orleans Grows with the OIL INDUSTRY

Continued center of the Middle South, New Orleans continues to grow, becoming the new and expanded hub of the Gulf of Mexico. During 1933 and 1934, the oil industry brought a major role in the industrial development of New Orleans. New facilities are being erected in the city, new production plants are being built, and new refineries are being constructed. The city is becoming a major center for the oil industry, and its growth is being reflected in the city's population and its economic activity.

### Look into the SUGAR BOWL

YOU'LL FIND A NEW ORLEANS OF NEW OPPORTUNITY.



**INTERNATIONAL HOUSE**—where foreign and domestic business men meet. The International House is a new and modern building, designed to provide a meeting place for business men of all nations. It is a place where you can find the latest news and information on international trade and commerce.



**NEW ORLEANS CONVENTION CENTER**—a new and modern building, designed to provide a meeting place for business men of all nations. It is a place where you can find the latest news and information on international trade and commerce.

### NEW ORLEANS OFFERS YOUR BUSINESS...

## WORKERS AND PLANT SITES



**SKILLED WORKERS**—New Orleans has a large and growing population of skilled workers, many of whom are experienced in the oil and sugar industries. This makes New Orleans an ideal location for businesses that require skilled labor.

**WATERSIDE SITES**—New Orleans has a large and growing population of waterfront sites, many of which are ideal for the oil and sugar industries. This makes New Orleans an ideal location for businesses that require waterfront sites.

**Public Service**—New Orleans has a large and growing population of public service workers, many of whom are experienced in the oil and sugar industries. This makes New Orleans an ideal location for businesses that require public service workers.



**NEW ORLEANS**—a city of new and expanded industrial plants, many of which are ideal for the oil and sugar industries. This makes New Orleans an ideal location for businesses that require industrial plants.

**Public Service**—New Orleans has a large and growing population of public service workers, many of whom are experienced in the oil and sugar industries. This makes New Orleans an ideal location for businesses that require public service workers.

## As New Orleans Grows, Louisiana Prospers

To help this growth Public Service places advertisements like these in eastern and mid-continent newspapers. This advertising invites new industry to locate here by pointing out our area's advantages in resources, transportation, climate, accessibility to domestic and world markets, and availability of dependable, skilled workers. And the success New Orleans has in attracting commerce and industry adds to the prosperity and well-being of the rest of Louisiana.



Serving New Orleans With Low - Cost Electricity, Natural Gas And Transit



# LOUISIANA PURCHASE 150th ANNIVERSARY



## JEFFERSON PARISH YEARLY REVIEW

### C O N T E N T S

	Page
Introduction: Jefferson, the Parish, Salutes Jefferson, the Patriot by Frank J. Clancy, Sheriff, Parish of Jefferson.....	2
Look At Us Now, Mr. Jefferson by John J. Holtgreve .....	4
Map of the Future.....	14
Ol' Man America by Robert Tallant.....	26
Whistles West by Ray M. Thompson.....	44
Camera Calendar by Eugene Delcroix.....	65
Coming to New Orleans By Air?.....	81
Passing the Buck by Arthur Van Pelt.....	85
The Sheriff's Posse of Jefferson Parish.....	101
Jefferson Parish Police Jury, Members and Officers .....	105
Federal, State and District Officials.....	107
Parish Officials .....	109
Court Officials .....	111
Jefferson Junior by Mrs. A. C. Alexander.....	113
Jefferson Parish School Board, Members and Officers .....	141
School Board Officials.....	143
Gretna: The First Mile West by William J. White	145
Kenner: The Gateway to the Causeway by Dr. Joseph S. Kopfler, Sr. ....	161
Harahan: The City of Hustle and Homes by Frank H. Mayo .....	169
Westwego: Where Oil and Water, and Even Molasses, Mix by R. J. Duplantis.....	175
300 Billion Gallons of Water a Day by J. W. Hodgson, Sr. ....	177
Liquid Assets by Ed E. Feitel.....	180
Preparedness: Two Outposts.....	182
It's Fun to Live in Jefferson by Chas. L. Doerr, Sr. ....	184
The Last Hundred Miles by Leander H. Perez.....	185
The Dawnbusters by Arthur Van Pelt.....	196
Index to Photography and Art.....	205
Index to Advertisers.....	206

Kenner, Louisiana

1953

Published annually with the endorsement and support of the Police Jury of Jefferson Parish

John J. Holtgreve, President

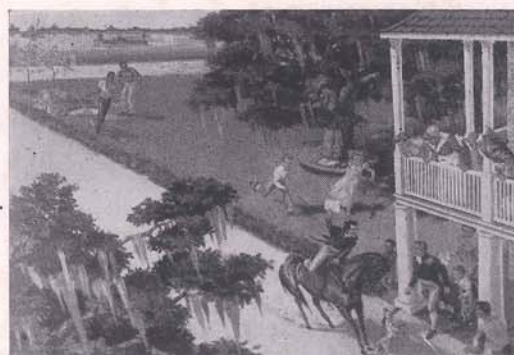
### STAFF

Weaver R. Toledano.....	Publisher
Joseph H. Monies.....	Managing Editor and Business Manager
Ray M. Thompson.....	Associate Editor
Tilden Landry.....	Art Director

TO the generations of Jeffersonians who have, with their deeds and their dreams, built this parish during these hundred and fifty years since its land was merely the first mile west of the Louisiana Purchase, we dedicate this 19th Annual and Sesquicentennial Edition. And to those who now come here to live or merely to linger and look we offer its contents both as inspiration and information.

N I N E T E E N T H Y E A R

# 1953



OUR COVER depicts the Jefferson Parish plantation of ELMWOOD on that historic day of mingled emotions and confused loyalties in 1803, when the news first came that Louisiana was no longer French or Spanish . . . but forever more American. →



## JEFFERSON THE PARISH

# Salutes

## JEFFERSON THE PATRIOT



During this entire year of 1953 the 150th Anniversary of the Louisiana Purchase will be celebrated in New Orleans. And . . . in the re-telling and re-enacting of this exciting American epic and the surge of events that lead up to it, the name of Thomas Jefferson will occur and recur.

It was he who composed the Declaration of Independence . . . that calm, controlled, uncompromising American credo of free men which, when read aloud, still chills the blood of dictators and lifts a little higher the chin of every listening lover of liberty . . . written in 1776 when he was only 31 years old and then merely one of the delegates from Virginia in the Continental Congress.

Later, although serving his country abroad, it was he, more than any other one American, who was responsible for the Bill of Rights, those first ten amendments to the Constitution of the United States which permanently placed in the laws of the land the protection of the inalienable rights of the ordinary citizen.

When the nineteenth century shoved its war-weary predecessor into history and stepped out confidently to view the world it had just inherited, the young

United States, having won a technical knockout over England, had very recently and very reluctantly been recognized as an independent and responsible nation. It was broke, battle scarred and badly disorganized and Thomas Jefferson had just been elected its third President.

Concentrated and not the least bit crowded on the Atlantic seaboard, even its most far sighted statesmen then believed that the extreme limit of its possible western expansion would be the Mississippi River.

However, this Mississippi was not only a future boundary—it was a future water highway. It must be kept open to American commerce. President Jefferson and other leaders realized that if an unfriendly and powerful foreign power controlled its mouth and closed its length to American traffic we would have no recourse except war with that nation.

Therefore, when Jefferson learned that power hungry Napoleon had demanded the return of the Territory of Louisiana from weakened, decadent Spain he determined to try to avert future and inevitable conflict by immediate diplomacy . . . and instructed his ministers in France to open negotiations for the purchase of the Port of New Orleans.

He was correct about Napoleon being ambitious. America was on Bonaparte's agenda for future inclusion in his empire—BUT—America was a plum to be picked while England was a raging lion in his path. When his expedition to Haiti under Leclerc failed so disastrously he immediately lost all in-



terest in stolen American fruits and decided to concentrate on his eternal enemy in Europe. In fact, when his subtle mind began turning over the offer of the United States to buy New Orleans, he perceived an amusing solution. Since he could not gobble up America he would so strengthen the United States that England, also, would be denied that future pleasure. It is said he laughed in his bath at the joke he would play on his ancient antagonist.

So . . . Napoleon, through his ministers, made a counter offer: the entire Territory of Louisiana.

The rest is familiar history. Our agents gulped and agreed. Without the authority of a quarrelsome Congress this bold little nation of free men bought the biggest piece of real estate in the history of the world—an unbroken stretch of good earth so big that all of Western Europe, including Scandinavia, could be comfortably placed inside it.

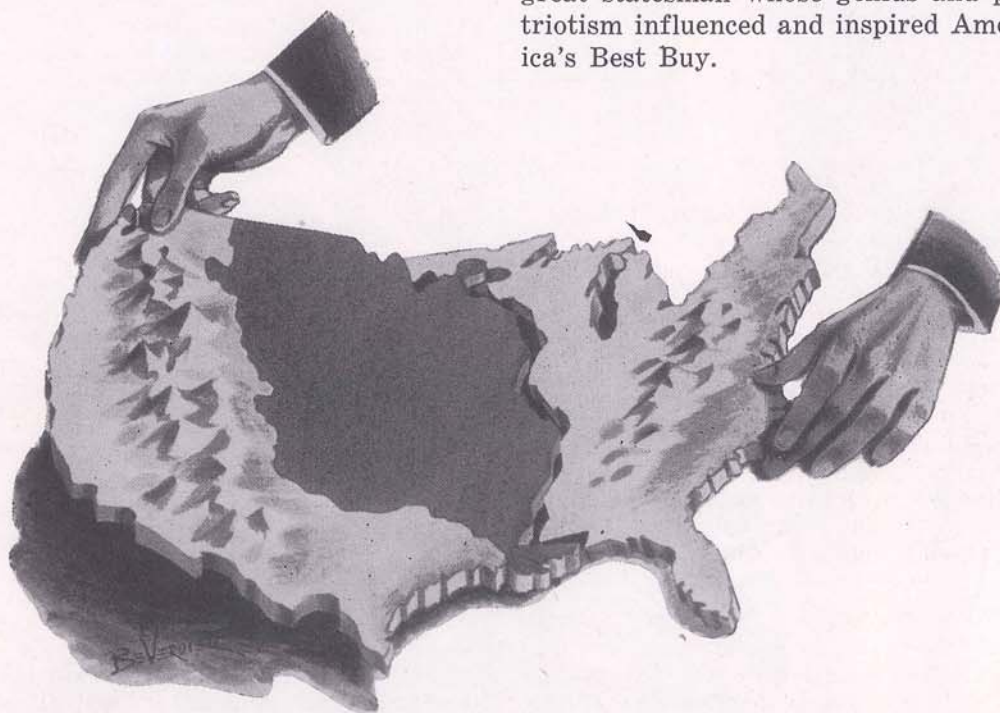
From this immense and important Louisiana Territory, in the due course of events, were created not only the

state of Louisiana, but the states of Arkansas, Colorado, the two Dakotas, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Oklahoma and Wyoming—and all purchased for the fantastic sum of only fifteen million dollars which, incidentally, we did not have.

It was Thomas Jefferson who steered through a confused and unprepared Congress both the ratification of the Purchase and the approval of a loan to pay the debt (which, ironically, English bankers financed). Never before in recorded history has any head of a nation added so much territory to his country's immediate boundaries—except by war.

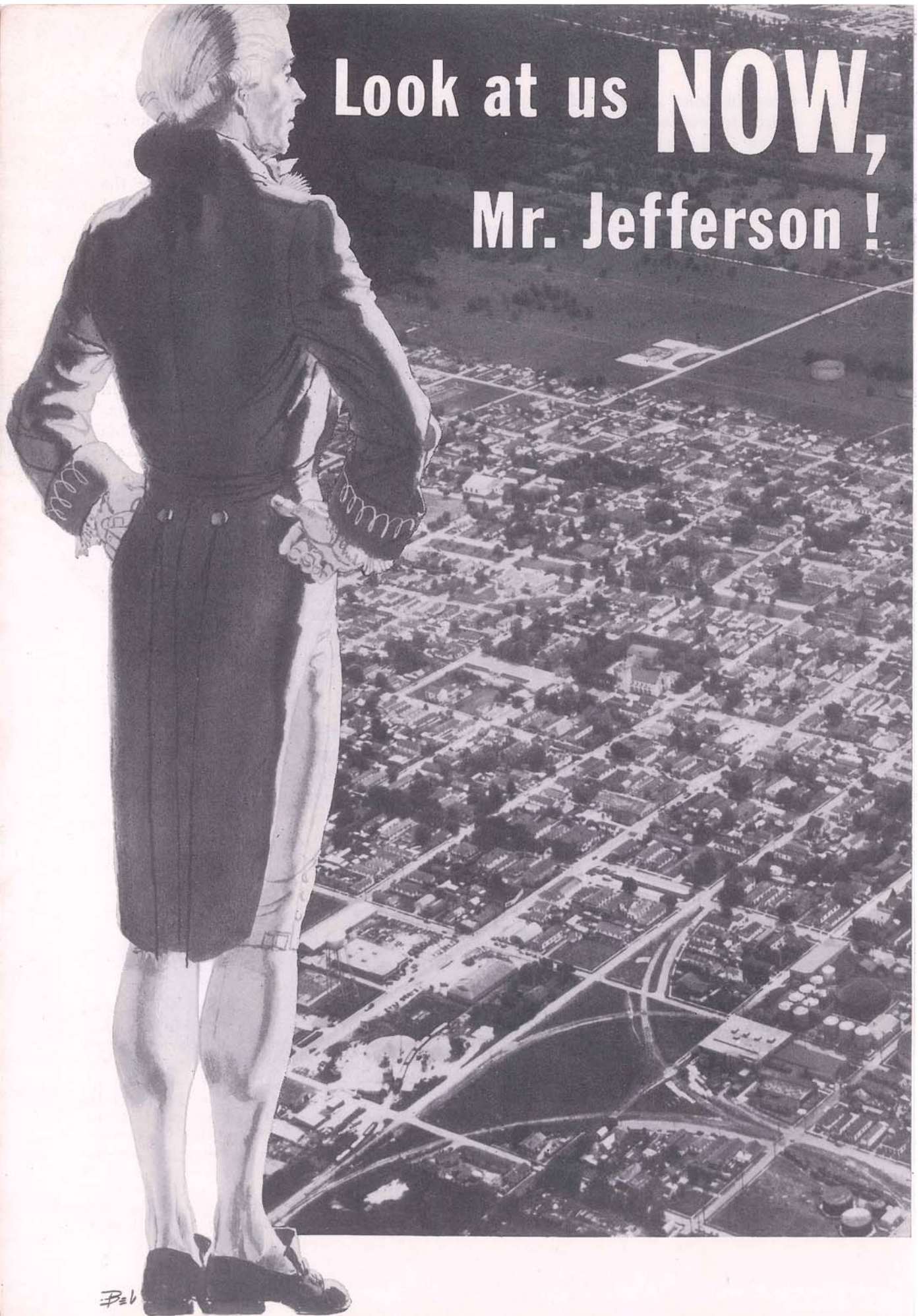
Thus it was that on December 20, 1803, the ceremony that made us the greatest nation on earth was officially observed in New Orleans. From that moment the Pacific Ocean became our future western boundary—not the Mississippi River—and Jefferson Parish of today became the first mile westward in this vast new half of our nation.

Naturally, we of Jefferson are proud that our parish bears the name of this great statesman whose genius and patriotism influenced and inspired America's Best Buy.

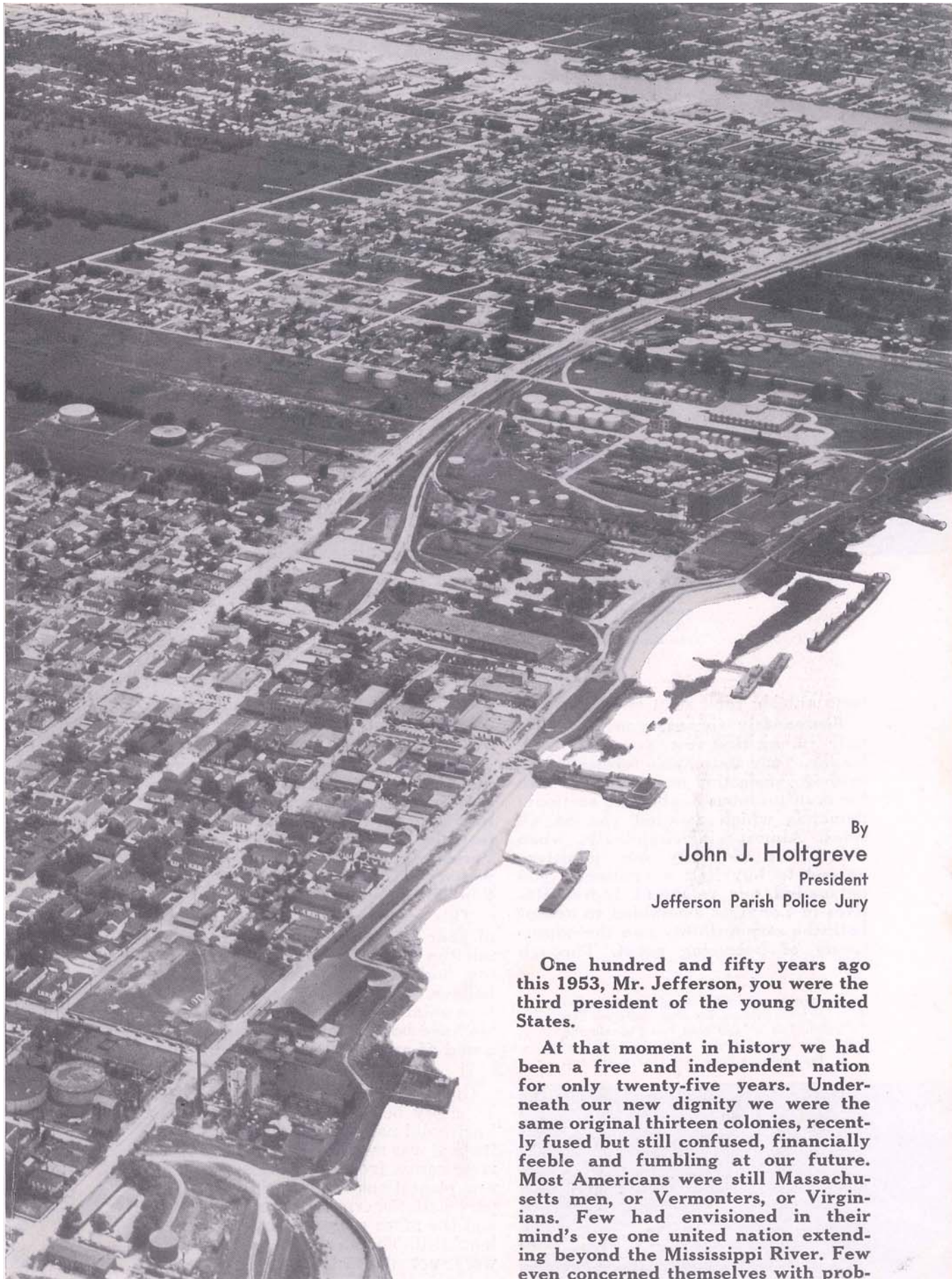




Look at us **NOW,**  
Mr. Jefferson!







By  
**John J. Holtgreve**  
President  
Jefferson Parish Police Jury

One hundred and fifty years ago this 1953, Mr. Jefferson, you were the third president of the young United States.

At that moment in history we had been a free and independent nation for only twenty-five years. Underneath our new dignity we were the same original thirteen colonies, recently fused but still confused, financially feeble and fumbling at our future. Most Americans were still Massachusetts men, or Vermonters, or Virginians. Few had envisioned in their mind's eye one united nation extending beyond the Mississippi River. Few even concerned themselves with prob-





A Sesquicentennial segment of present day busy, booming Jefferson Parish, showing how both river and rails serve it. In the foreground are the Texas and Pacific, Missouri Pacific and Southern Pacific tracks. On the right river-front is part of Avondale Marine Ways, boat builders, and on the left are the shipside storage tanks and wharves of American Liberty Marketing Co.

lems outside their own state borders.

Fortunately for us, you were not only among that few, you were their leader. Your statesman's foresight and faith in our destiny were stronger than the multitudinous doubts and sectional demands which assailed you on all sides. Almost singlehandedly, when without authority our ministers agreed to buy half a continent, you persuaded our reluctant representatives in Congress assembled to accept both the responsibility and the opportunity of becoming great. Through

your influence the Louisiana Purchase was ratified.

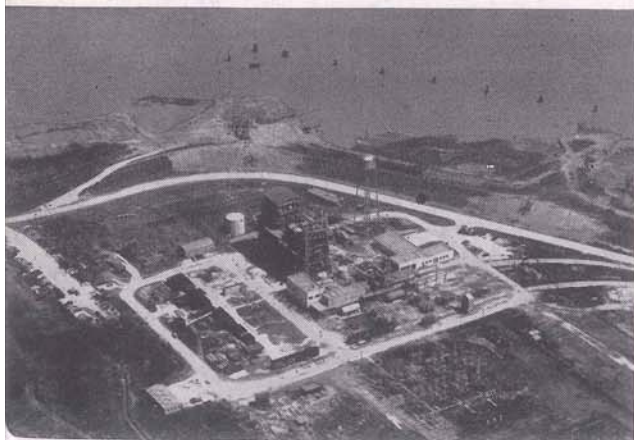
For that, and other qualities of leadership, we proudly took your name when our parish was later created. And appropriately, too—for the land across the river from New Orleans out of which most of Jefferson Parish was formed was the first mile westward in this new half of our nation which you had fathered.

This year, on the Sesquicentennial of your greatest achievement, we submit the annual report of our governing body direct to you . . . and we believe, as you listen from your vantage point in immortality, that the way we have borne your name will receive a nod of approval.

\* \* \* \* \*

On the day that the vast Louisiana Territory became American, Jefferson Parish did not, of course, exist. Most of its land was merely the other side of the river across from New Orleans where a few plantations flourished, a few trappers and fishermen made their living and the miles swept westward and uninhabited. The boundaries of Jefferson were not defined until over twenty

Another segment of the 426 square miles of New Orleans' Brooklyn: Jefferson Parish. This is Nine Mile Point, air viewing the steam-electric generating plant of The Louisiana Power and Light Company.



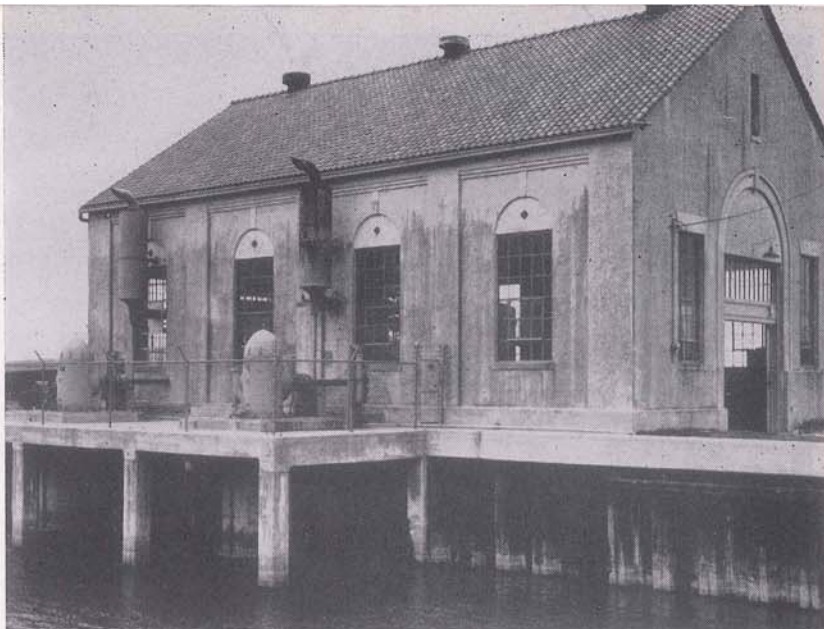


#### TOP AND CENTER

Showing the exterior and interior of newly re-activated Pumping Station No. 3 on Lake Pontchartrain mentioned later in this report.

#### BELOW

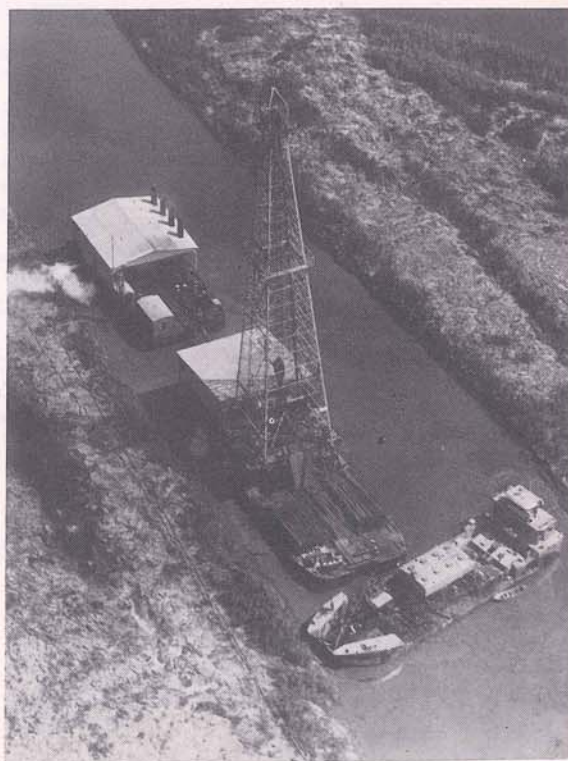
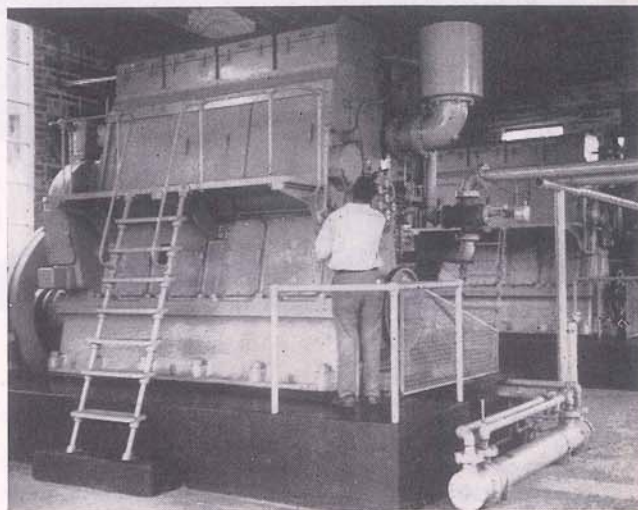
Oil well drilling outfit capable of sinking a hole more than two miles. Most of Jefferson Parish oil has been found around the 10,000 foot depth.



years later—in 1825, just one year before the death of the man whose name it honored.

Today, Jefferson (it would be called a county in your native Virginia, Mr. Jefferson) is the fourth largest of Louisiana's 64 parishes. This is contrary to the pattern, because the other three parishes leading in population each have one large city in their midst to give them size. Jefferson, instead, is a group of small cities merging with one another along both banks of the Mississippi. BUT—these combined communities form the backbone of one of the most concentrated industrial areas in the NEW SOUTH, where nature has lavished the physical advantages demanded by modern factories, which geography has placed at the West Gate of the No. 2 Port of the Nation, and from which radiate all the known transportation facilities for the efficient and economical handling of its products: air, water, rail, and highway.

Jefferson Parish TODAY can proudly point to a manufacturing plant for every one of its sixty miles in length, and is the home of six of the largest of their kind in the world. They are the Celotex Corporation, at Marrero, which has built a huge American industry on a former waste product of sugar cane, called bagasse, and from which it manufactures an imposing list of building products; the Freiberg Mahogany Company at Harahan, the largest mahogany lumber and veneer plant in the world; Penick and Ford, Ltd., Inc., at Marrero, the biggest cannery of cane syrup and molasses in the United States; the Southern Cotton Oil Company at Gret-



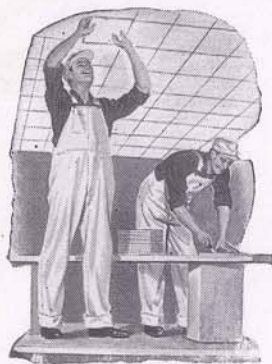




"Licked" ... by noise!

**Look again.** This could be *your* cashier. *Your* accountant. Anyone in your office—even *you*. Fagged out. On edge. Unable to do a day's work in a day's time. Running up costs through needless errors and overtime.

Yes, look again. In that drawn face, in those listless eyes, you see what noise—common, routine, taken-for-granted noise—can do. *Is* doing to normally alert, able people in offices, banks, schools, hospitals, factories!



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IS A SOUND INVESTMENT

The sorriest part of this sorry waste is that it can so easily be prevented. The *quiet comfort* which Acousti-Celotex Sound Conditioning brings is the answer. The key to improved employee morale—fewer errors—greater efficiency—less overtime.

The cost? Modest indeed! Fact is, in a year's time noise may now be costing you more than the Acousti-Celotex Sound Conditioning that can check it for good. With this in mind, can you afford *not* to look into it? Can you, now?

**Write today** for a free copy of the informative booklet, "25 Questions and Answers on Sound Conditioning." The Celotex Corporation, Dept. TM-12, 120 S. LaSalle St., Chicago 3, Ill. In Canada, Dominion Sound Equipments, Ltd., Montreal, Quebec.

**Why you can count on your  
Distributor of Acousti-Celotex Products  
to check noise for good**

- He is a member of the world's most experienced Sound Conditioning organization.
- He has behind him the know-how gained from hundreds of thousands of installations of Acousti-Celotex Products—solving acoustical and noise problems of every type. Thus he can assure you Sound Conditioning that's *right* from the start.
- He has a complete line of superior, specialized acoustical materials to meet every requirement, every building code.
- He guarantees his materials, workmanship, Sound Conditioning techniques.
- He will consult with you, make a **FREE ANALYSIS** of your particular noise problem—without obligation.



**ACOUSTI-CELOTEX**

TRADE MARK

REGISTERED

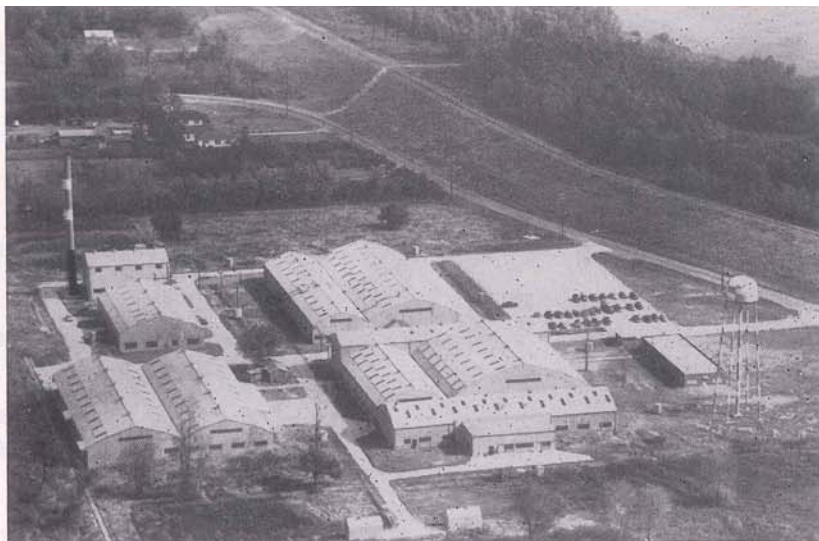
U. S. PAT. OFF.

*Sound Conditioning*

FOR OFFICES • FACTORIES • STORES • SCHOOLS • HOTELS • HOSPITALS • CHURCHES • BANKS



Presenting the 3½ million dollar Delta Match Corporation at Kenner—the only industry of its type in the South. Equipped with the latest modern Swedish match making machinery Delta produces approximately 360 million boxes of the "strike safely anywhere" matches per year.



An aerial close-up of the boatbuilding activity of Avondale, which in addition to this yard operates another plant in Jefferson Parish: the Harvey Canal plant for quick, efficient marine repairs. In the background is the Huey P. Long Bridge.



na, a fifty year old Jefferson Parish concern, now the largest in the world processing oil from cottonseed; the largest shrimp and oyster canning plant in existence—The Southern Shell Fish Company at Harvey—sending out to the far corners of the earth the delicious seafood of Southern Louisiana and its Gulf Coast; and, at Southport, the largest plant in the country for the creosote treating of lumber, covering 30 acres of ground—The American Creosote Works, Inc.

Jefferson Parish today is served by the rails and resources of the five great trunk line railroads of the West, Midwest and Southwest: the Southern Pacific, the Missouri Pacific, the Texas

and Pacific, the Illinois Central and the Kansas City Southern; contains in its midst the huge Moisant International Airport; escorts through its heart the vital inland waterway system extending from Florida to Texas, which last year handled some 36 million tons of cargo; is joined with the rest of the nation by three national highways that terminate in San Diego, California, in Winnipeg, Canada, and in Madison, Wisconsin; and lines both banks of the Mississippi for miles with its numerous activities.

Jefferson Parish TODAY is a parish of many occupations and many attractions. Part of its 135,000 people man its plants and produce its products or are employed by the multiple arteries of

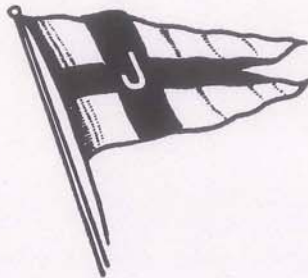


# JAHNCKE

## SERVICE

814 HOWARD AVE.

NEW ORLEANS 4, LA.



Established in 1875

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

— — — — —

- CONCRETE PIPE—CONCRETE BLOCKS

—MADE AT—

CONCRETE PRODUCTS PLANT

—IN—

JEFFERSON PARISH



transportation that move them to market. Another part work the fertile outlying truck produce or dairy cattle farms. Still others fish the Gulf and the bays and lakes that dot the parish to please the palates of millions of Americans with Jefferson Parish oysters, shrimp, soft shell crabs and fish. Jefferson Parish trappers live in and live off a prolific portion of the greatest fur trapping area in the United States, not even taking second place to Canada's broad domain or Alaska's fabulous frontier. And, at the point of the parish, where the Gulf of Mexico touches Jefferson, is beautiful Grand Isle, whose golden sands were discovered just about the time of the Louisiana Purchase by Jean Lafitte and his buccaneers and have recently been re-discovered by sport fishermen and sun lovers.

In Jefferson Parish TODAY the engineering has already been started on an outer network of super highways which will speed through traffic and fast local traffic around this concentrated area of industrial activity and its continuous community of enterprising towns.

One will connect with the coming Gretna-New Orleans bridge across the Mississippi, will circle around Gretna, Harvey, Marrero and Westwego (with a toll free four lane tunnel under the Harvey Canal) and will join the Old Spanish Trail to California. This will be the West Bank Four Lane Expressway.

Another is the Veterans Memorial Four Lane Expressway which will, on the East Bank of the River, speed traffic from New Orleans to St. Charles Parish. Bisecting this will be another new highway connecting the Huey P. Long Bridge with the coming Causeway across Lake Pontchartrain, cutting the trip time in half from the West Bank to the piney woods around Covington, Louisiana.

Through these new arteries of travel will pour the rich blood of new business and new prosperity to busy Jefferson that has both the acres and the urge to welcome and encourage new plants, new people and new projects.

Jefferson Parish TODAY — more than ever—looms as the logical location for the ship channel to the sea which the Port of New Orleans will someday soon secure—a twenty-four-hour-a-day, a three-hundred-and-sixty-five-day-in-the-year reliable tidewater route free



Jefferson Junior developing strong bodies at one of the many Parish playgrounds. This one is in Metairie.



And for the colored youth, recreational centers such as this new Negro playground at Harlem Avenue in the 8th Ward at Shrewsbury.

And here the young people of Metairie demonstrate that in Jefferson there are the facilities for and the encouragement of the seven lively arts.





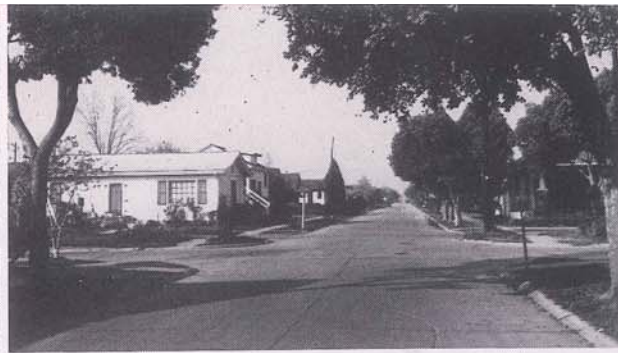
*The Ernest M. Loëb Co., Inc.*

*Municipal Bonds*

*102 Richards Bldg. Arcade*

*New Orleans 12*





These before and after pictures present more dramatically than a thousand words the progress made in a few short years. At the top was Helois Street in Metairie, from Codifer to Brockenbaugh, just 15 years ago and NOW. At the bottom is the same amazing comparison between Metairie Road, near the Airline intersection to Harlem Avenue, just 15 years ago and NOW.

from the fogs, sandbars and currents that bedevil traffic on the Mississippi.

Through Jefferson Parish, beginning at Westwego and dropping due South to deep water off Grand Isle, it would be 31 miles shorter and faster than any other route ever considered. And every month the increasing tendency of New Orleans industry to expand westward across the river, the surging development of the oil, gas and sulphur fields through which this Jefferson Parish seaway would pass, the increasing demands of the Mississippi Valley and Latin America on the facilities of the Port of New Orleans—all turn the spotlight of extreme urgency on this parish of Jefferson. Here men and money must very soon create a seaway outlet to serve the busy, booming No. 2 Port of the Nation.

It took Jefferson Parish nearly a hundred and fifty years to marshal the assets and chalk up the accomplishments which we have so nonchalantly compressed into the few preceding paragraphs. It took succeeding generations of citizens building on top of the achievements of their predecessors. And many and forgotten are the Police Juries and Jurors who, each in their time, contributed their bit of wisdom and hard work to the sum total of the

Jefferson Parish which we have just presented.

And each Police Jury, elected by the people of the parish to solve its problems and to promote its further growth to the best of their abilities (and finances), has had a program. This then is our PROGRAM OF 1953—some of it already accomplished, most of it yet to come—which we hope and plan to add to the Parish Progress Report at the end of the year. (Are you listening, Mr. Jefferson?)

\* \* \* \* \*

In the ten year period between 1930 and 1940 Jefferson Parish added one new inhabitant for every three already there. In the next ten years between 1940 and 1950 the population more than doubled. And in the three short years from 1950 up to the present writing it jumped another 30%. Industrial Jefferson is growing by leaps and bounds with the tempo constantly increasing. New factories, new businesses and new people are attracted by its natural and economic advantages. As an example, the busy, booming Harvey Canal is already sold out on both banks. And this has all been during a normal period with normal expansion of facilities.

In the near future when the new



Lake

PROPOSED CAUSEWAY

MOISANT AIRPORT

PROPOSED LAKESHORE - HAMMOND HIGHWAY

PROPOSED EASTBANK 4 LANE EXPRESSWAY

PROPOSED CAUSEWAY - BRIDGE  
CONNECTING EXPRESSWAY

METAIRIA

Kenner

BRIDGE DALE

SOUTHPORT

HAHAHAN

JEFFERSON  
HEIGHTS

PRESENT HUEY P. LONG BRIDGE

BRIDGE  
CITY

CHANNEL AND HARBOR

Miss

WESTwego

PROPOSED WESTBANK 4 LANE

PROPOSED TIDEWATER SHIP

PROPOSED HIGHWAY  
TO GRAND ISLE

G. Daniels



# Pontchartrain

## WATCH US GROW MR. JEFFERSON!

Here it is—the blueprint of the fast coming future—showing the new super highways, Mississippi River Bridge, Harvey Canal Tunnel and Lake Pontchartrain Causeway described in this report.

### Legend

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

NEW ORLEANS

ALGIER

PROPOSED GRETNA-  
NEW ORLEANS BRIDGE

Mississippi River

GRETNA

HARVEY

LABREO

EXPRESSWAY

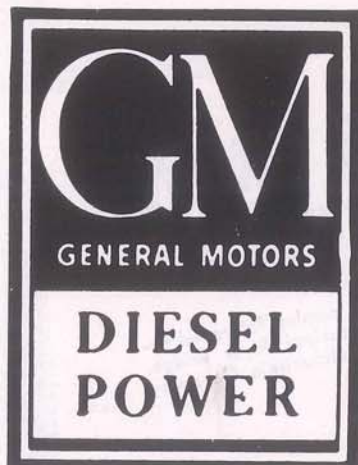
PROPOSED TRAFFIC TUNNEL

TO BELLECHASSE

TO LAFITTE

CANAL





# GEORGE ENGINE CO., INC.

GEORGE S. FRIERSON, JR., Pres.

MAIN OFFICE & PLANT

630 DESTREHAN AVE.,

HARVEY, LOUISIANA

LOCATED ON THE INTRACOASTAL CANAL

*Branches or Dealers At:*

LAKE CHARLES, CROWLEY, BERWICK, GOLDEN MEADOW,  
GRAND ISLE, BATON ROUGE & VICKSBURG

POWER FOR EVERY HEAVY-DUTY SERVICE



HARVEY PLANT EDison 5641

## General Motors

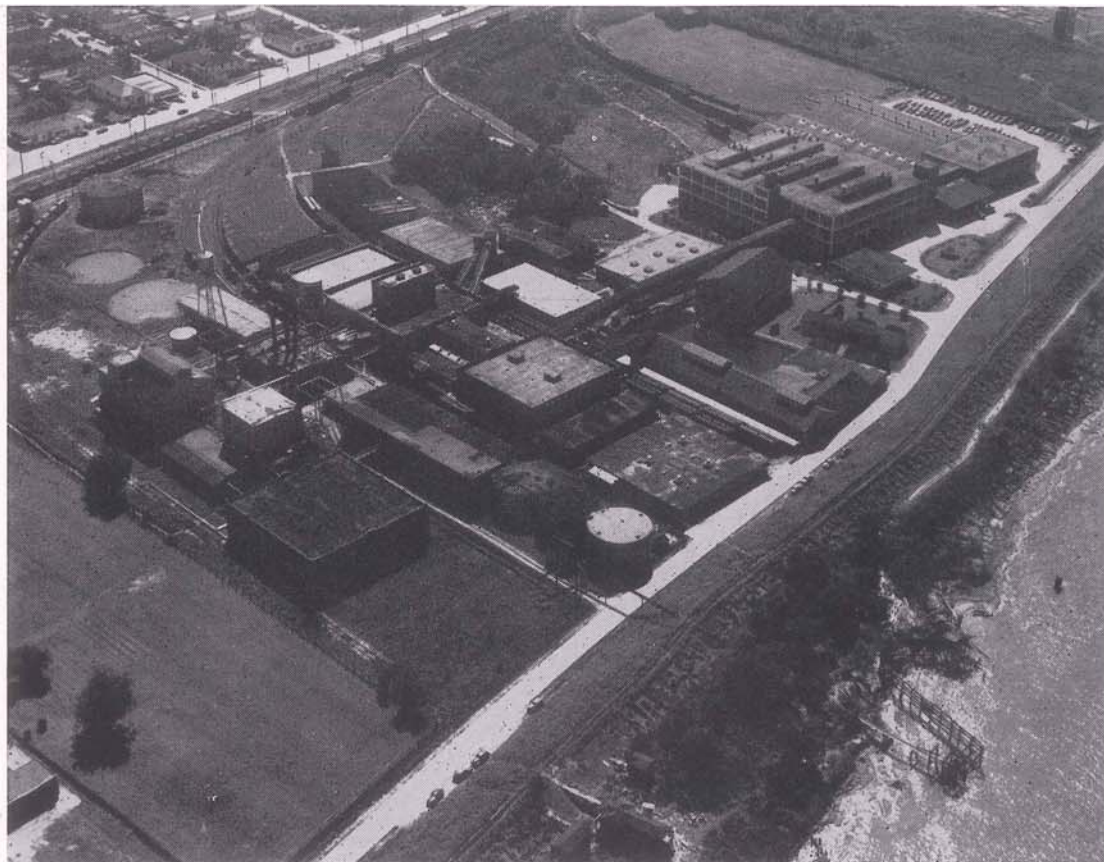
DIESEL ENGINES

MARINE ENGINES, POWER UNITS,  
GENERATOR SETS

## PARTS AND SERVICE







More of Industrial Jefferson! This aerial shot shows you what you could never see from the ground—the size and scope of two great Jefferson plants: Penick and Ford, Ltd., Inc. to the left and Continental Can Company to the right—both located in Marrero.

super highways, the bridge across the Mississippi, the causeway across the lake and the tunnel under the Harvey Canal are completed (and all have now passed the blueprint stage into the preliminary engineering phase) millions of new dollars will be invested in Jefferson and thousands more people will swell its population. The surge forward will be greater than we have ever before experienced.

Our job as the Police Jury is to expand the conveniences and comforts of living to our ever growing population and try to the best of our ability and available funds, to keep a little ahead of tomorrow's demands.

One of our greatest problems is drainage, as entire Jefferson is lowland from which every gallon of excess water must be drawn off by pumping. A tremendous area has been reclaimed but we are proud to report that there is still more land available in the parish for the FUTURE—and its inevitable expansion.

Pumping Station No. 3, which has not been in operation since 1933 is now

functioning with 2 new pumps. Another pump has been added to Station No. 1 and at No. 4 we are rebuilding the foundation and adding a new pump. All four pumping stations on Lake Pontchartrain are working and although we can never have a "high" parish we have a "dry" parish with every occupied acre ready for a farm, a home, or a factory.

While the simple statement that our drainage problem is under control sounds as though it were purely a routine parish procedure it is a constant problem that is both expensive and expansive. While we are handling today's demands we are planning for tomorrow's greater ones. In 1952 authority was secured to consolidate Drainage Districts No. 2, 6 and Ames Municipal on the West Bank so that the engineering assistance of the Louisiana Department of Public Works, which cannot work individual districts, can be utilized. In these three districts, comprising Harvey, Marrero and Westwego, we contemplate holding elections this year to vote the necessary funds for putting this consolidation into effect.



*French Jordan and White*

*Fishing Tool Service, Inc.*

**CUTTING, FISHING and RENTAL SERVICE**



EDison 1644

Post Office Box 146

HARVEY, LOUISIANA

FRENCH JORDAN

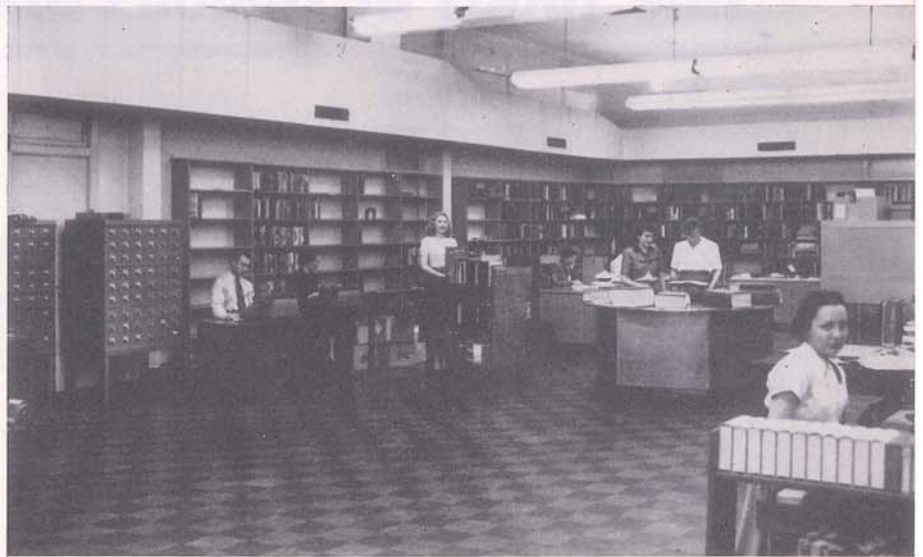
DICK WHITE



The new, still-under-construction Fire Station on the Jefferson Highway — for this is a parish that aims to match its constantly increasing population as closely as financially possible with constantly increased protection.



Friendly and familiar with the wide and wonderful world of books are the progressive Jeffersonians. This is the main office of the active and alert Jefferson Parish Library.



Relative to this age old problem of surface water, covered by the general term "drainage" it is appropriate at this time to mention another parish protection. The U.S. Government is spending \$600,000 additional on the strengthening of the Levee which stands between Lake Pontchartrain and Jefferson Parish.

A Housing Authority for Jefferson Parish was created in 1952, the details of which have not at the time of this report been worked out . . . and a Regulatory Board for Building, Plumbing and Electrical Inspection was also inaugurated, which Board is already functioning.

Sewage is another problem, in a rapidly expanding parish, which requires long range planning. Sewage is now complete in the 7th Ward, which comprises the area on the East Bank be-

tween New Orleans and the Village of Harahan, and the river and the Illinois Central Railroad tracks. And Sub Districts No. 1 and No. 2 have been added to old Sewage District No. 1, in Metairie.

Fire Protection! There's another vital problem of a rapidly growing parish, so here's the record on that. Two new fire houses have been added, one in Fire District No. 1 (Metairie) and one in Fire District No. 2 (7th Ward); and a Central Fire Station at Phlox, one block off the Airline Highway, where regular firemen are on duty 24 hours a day, replacing the former volunteers.

One new Water, Fire and Gas District has been created: District No. 6 at Crown Point, Lafitte and Barataria; and Water District No. 5, covering the 5th Ward, which comprises Waggaman, Avondale, Bridge City and South Kenner, will soon be operating.



**Now all Jefferson can enjoy**

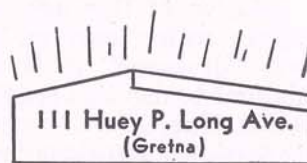
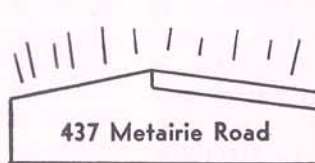
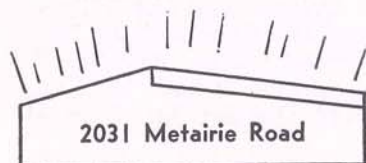
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## **H. G. HILL STORES**



Showing the amazing progress that has already been made on the new 50 million dollar American Cyanamid plant in South Kenner. Shown here under way are the Administration Area, Cooling Towers, Shops, Boiler Plant, Water Tower and Water Treating Unit, Sulphur and Ammonium Sulphate Area, Effluent Ponds, Main Warehouses, as well as Construction Engineering office and Parking Area.



Good streets are another decided asset to a parish that is moving forward. In the Metairie area, the 8th Ward, Jefferson Parish proudly points to the largest percentage of paved streets of any equally populated section in the entire state—about 80% paved, and all created since 1938. Since 1947 this 8th Ward has constructed 8 miles of concrete streets with subsurface drainage costing in the neighborhood of \$882,000 not including engineering and legal fees.

In this year of 1953 two new gymnasiums will be constructed at the parks in the 7th and 8th Wards at a cost of \$175,000 each. Plus—a new Negro playground located on Jefferson Highway.

For the fishermen of the parish a deeper navigation channel has been approved from Bayou Signette to Bayou Villars.

And this administration will add its weight to the able efforts of its predecessor in working for the Tidewater Channel to the Sea through Jefferson from the Mississippi at Westwego to the Gulf of Mexico at Grand Isle—that tremendously vital project both to the Port of New Orleans and to the Mid-continent that envelops it, which has cried for completion for over a century.

The daily and constantly diversified projects occupying the attention of the Police Jury, if they do not involve large sums of money or are controversial in

character, do not interest the average man. They are routine. They are part of the job of administering to the best interests of a parish of 135,000 people. They are taken for granted.

And yet those thousand and one “taken for granted” trivialities—such items as traffic and sanitation and law enforcement and census and the health, happiness and harmony of the community—when mixed with the major accomplishments and aims we have briefly outlined comprise our report to our parish, our visitors, our neighbors, our critics, our boosters and you—Mr. Jefferson!

The new water tower at Bridge City for Jefferson's growing population at the West end of the Huey P. Long Bridge.





AMERICAN CYANAMID COMPANY  
30 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.

August 25, 1952

Jefferson Parish Yearly Review  
Gretna, Louisiana

Gentlemen:

Back in 1951, when the decision had been made to build another American Cyanamid plant in the South - our 43rd in the United States - and we had begun preliminary scouting for the best possible location available, the current issue of your Jefferson Parish Yearly Review came into our hands.

We had talked to both state and local officials, representatives of utilities and other business men in your area, and the total impression that we received led us to an enthusiastic decision to settle in New Orleans.

It is a real pleasure to compliment you on your interesting, colorful and informative JEFFERSON PARISH YEARLY REVIEW. This publication was of real value in bringing into focus in very graphic terms all the favorable impressions we had received from talking to New Orleans people.

Now that we are a full member of your community, having selected 600 acres in the Parish on which we are now building our plant, we have the same feeling of pride in our community that you express so well in the REVIEW.

Very Sincerely,

*Gerard J. Forney*  
Gerard J. Forney  
Project Manager



**PROUDLY WE ADD TO THE  
GROWING ROSTER OF  
JEFFERSON PARISH INDUSTRIES:**

## **THE AMERICAN CYANAMID COMPANY**

As you read these words . . . and the letter on the opposite page . . . the new 50-million dollar plant of the American Cyanamid Company in Jefferson Parish is coming closer every day to an early completion. Even in its beginning stages this plant will employ at least 400 persons, most of whom will be hired locally and many of whom will be trained for highly skilled jobs.

When CYANAMID was formed in 1907, it produced calcium cyanamide, then used only as a source of nitrogen fertilizers. In the intervening years the chemical industry and its amazing discoveries became one of the most important in our nation. Today calcium cyanamide is itself the parent of hundreds of other chemicals many of which, in turn, are used in making still other chemicals. The history of CYANAMID's growth from a one product company to one of the most diversified chemical manufacturers in the country is primarily a story of research and willingness to commit vast sums to the uncertainties of the laboratory. In the last few years alone in the medical field this has resulted in the development of five new forms of the "wonder drug" aureomycin, a hog cholera vaccine, and vaccines for canine and mink distemper.

Today the principal business of American Cyanamid is making what are known as "chemical intermediates"—products used by other manufacturers in turning out their own finished products. CYANAMID, in its 42 plants already operating, creates more than 5000 such products and serves firms in more than 200 different industries.

This new plant in Jefferson, however, marks one of the most important steps in the company's dramatic 45-year history. It will, for the first time, make

the company basic in the vast field of production from hydro-carbons. As used in the chemical industry "basic" means production from raw materials—in this case, the natural gas of our area.

From this the new CYANAMID plant will produce ammonia, acetylene, hydrocyanic acid and derivatives of these products, among them acrylonitrile and ammonium sulfate. These materials furnish a foundation for the eventual production of a wide range of hydrocarbon and nitrogen chemicals for industrial and agricultural use.

Acrylonitrile is a basic ingredient of the firm's recently announced wool-like fiber "X-51" and the acrylic fibers produced by others. It is also used in making synthetic rubber and plastics, and its use in a wide range of agricultural products is opening a great new field of experimentation.

The American Cyanamid Company selected Jefferson Parish as the logical location of this new plant because of its multiple advantages: proximity to the Mississippi River, guaranteeing a constant and adequate supply of the industrial water that such a plant requires; availability of the natural gas so important to its operation; the cooperation of three railroads—Texas and Pacific, Missouri Pacific and Southern Pacific—all of whom agreed to extend their facilities to serve the plant; the aid and assistance of state and parish officials; an all year favorable climate; nearby markets in the textile and rubber fields; and an excellent pool of potential operating personnel.

In a few months American Cyanamid will be a humming, busy place . . . filled with neighbors and friends, as proud of their new parish as we are proud of our new plant.





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

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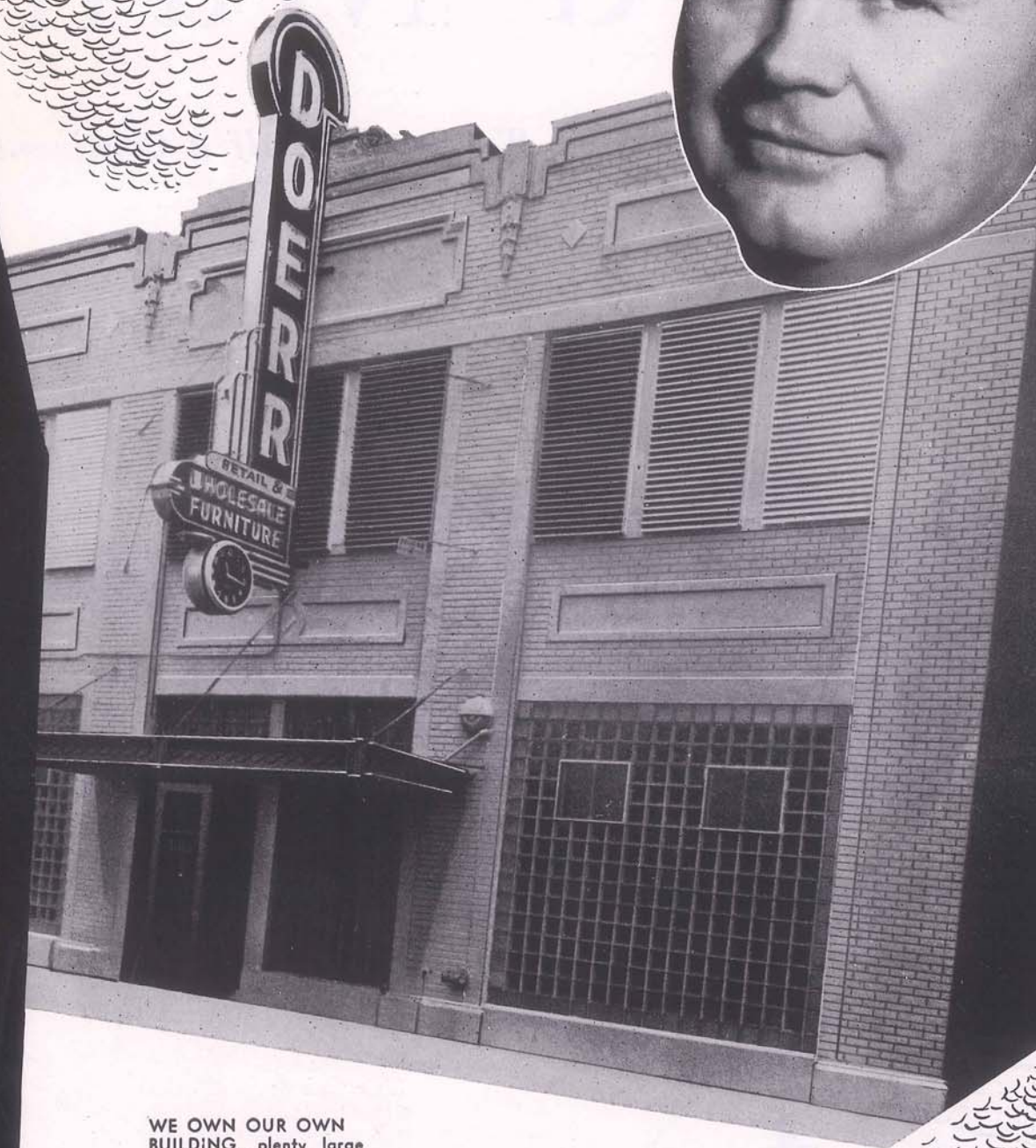
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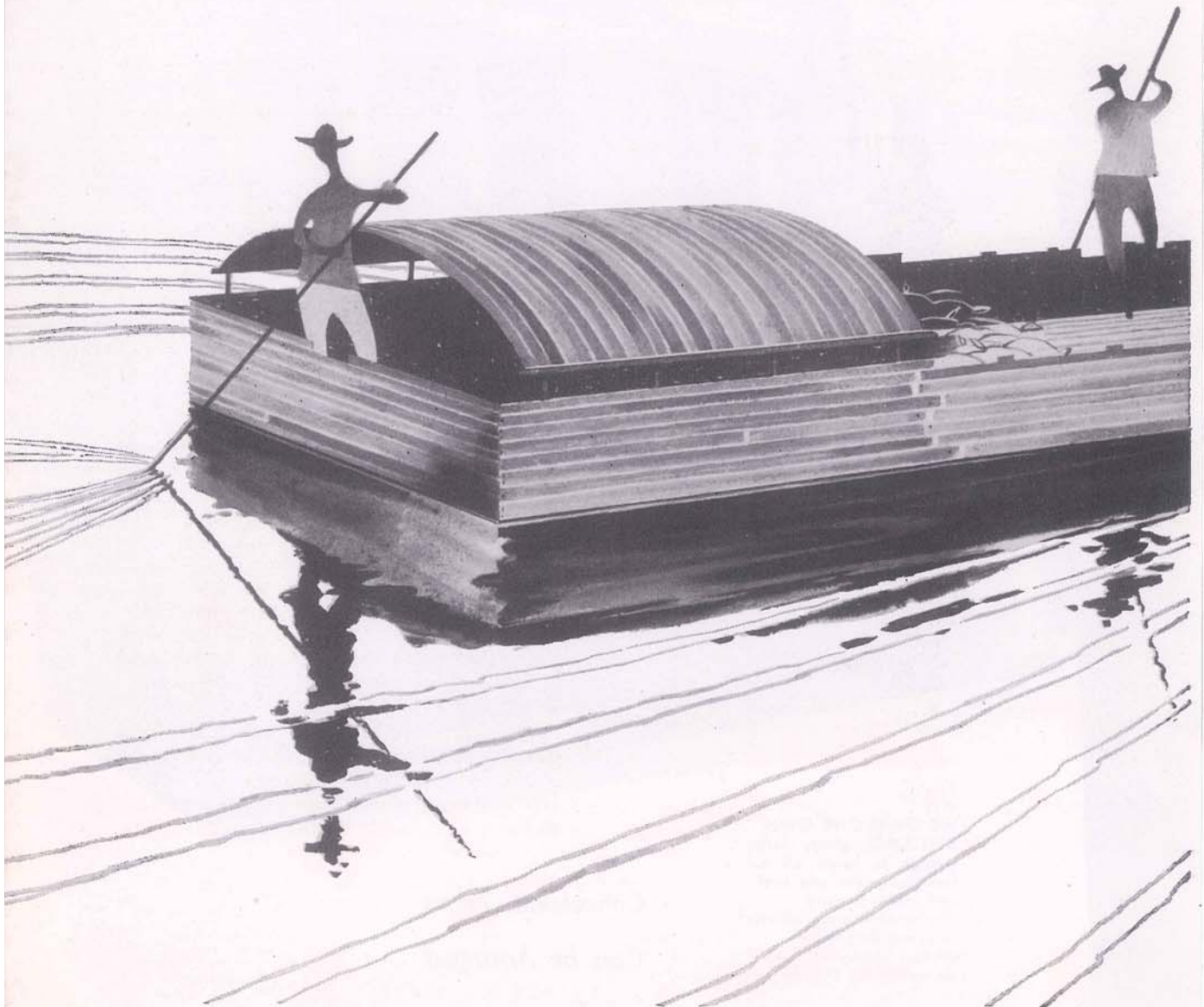
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# Old Man

*To Make Him a Citizen We Bought Half a Continent*





# America

By ROBERT TALLANT

*Author of The Louisiana Purchase, The Romantic New Orleanians, The Pirate Lafitte and The Battle of New Orleans, etc.*



That might be its name, the great stream that begins as a tiny finger of water in Minnesota, grows into a hand that grasps numerous other rivulets, and still expanding, takes unto itself other rivers, the Missouri, the Ohio, the Arkansas, the Red, until all swell into the mighty Mississippi, sweeping down past St. Louis, Memphis, New Orleans, and at last empties into the Gulf of Mexico, into the sea, in a rushing timeless torrent.

Whatever we call it, Ol' Man River or Ol' Man America, it has always been the lifestream of the continent, and, within our time of existence, of our nation. Its power and importance have been respected alike by the Indians, the early French and Spanish explorers and settlers, and the first citizens of the United States. But perhaps none respected the Mississippi River more or more recognized its importance than did Thomas Jefferson, the third president of the young United States, whose name was later given to Jefferson Parish, and with complete and perfect appropriateness indeed.

This year we are celebrating the Sesquicentennial of Jefferson's Louisiana Purchase, history's biggest real estate transaction, when, for fifteen million dollars, Jefferson bought from France

At the time of the Louisiana Purchase the flatboatmen were both the rulers and the rogues of the river.





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883,072 square miles, or 565,166,080 acres, an overall price of about four cents an acre! The United States was thus doubled in size, and eventually all or part of thirteen states were added to the Union.

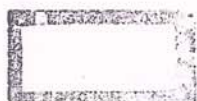
Yet it was not all this territory that Jefferson wanted. As amazing as it seems now, he had no idea of what to do with all the wilderness he had bought, and he once wrote that he "could only suppose that most of it would be left to the native inhabitants. . . ."—meaning the Indians! What Jefferson wanted was the river, and the freedom to use it as transportation for American commerce to the Gulf of Mexico.

In 1803 some ten thousand persons lived in the tiny but important port of New Orleans, and some twenty thousand more in its adjacent territory, many of these in what is now Jefferson Parish. This whole area, scattered along both banks of the Mississippi and extending to the Gulf of Mexico, was of incredible value to the United States. It was this Jefferson knew. New Orleans had been closed many times to American shipping by both French and Spanish authorities. Commerce had been ruined and spoiled produce cast into the river because Americans were not allowed to unload their flatboats and barges anywhere near the city.

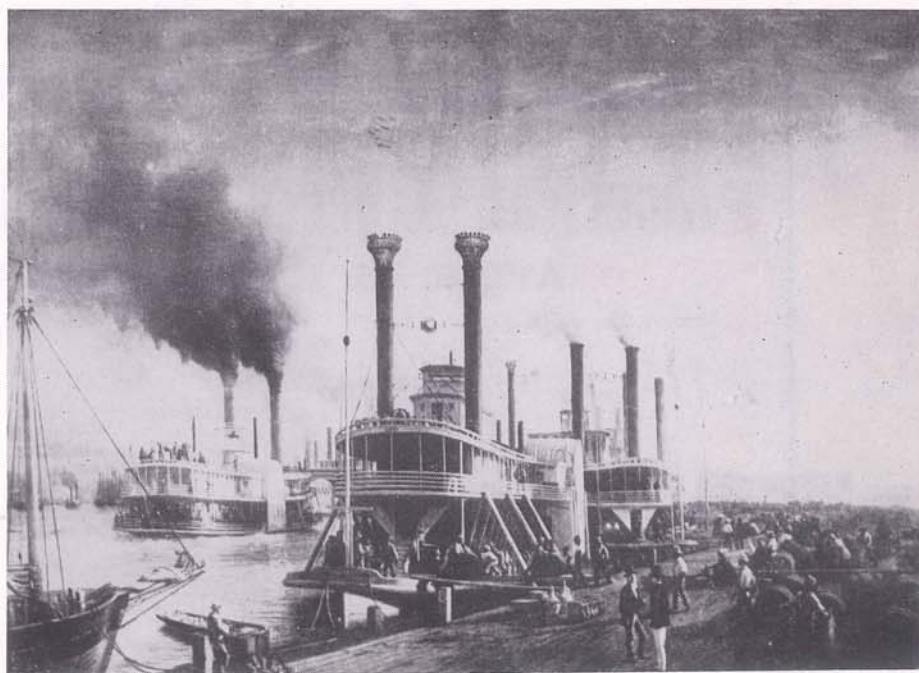
So in 1801 Jefferson wrote to Robert Livingston, American Ambassador to France, directing him to try to purchase what was often called the "Isle of Orleans," and included all the land near the port and the Gulf channels. Two years later it was done, and the great changes still in progress today began.

The Americans came, and the Mississippi River brought them. They came by barge and by flatboat, by raft and canoe, and, finally by steamboat. With the steamboat began the really great period of the area, for with it came prosperity for the planters who began establishing themselves along the banks of the river. With it came relatively swift transportation for cotton and sugar and many other kinds of commerce. With it came the beginnings of industry. With it came hundreds and thousands of new settlers.

The first steamboat to come down the river—arriving in January, 1812—was the "New Orleans," named for its port of destination. Aboard was Nicholas J. Roosevelt, a member of the firm that had built it in Pittsburgh, a firm which also included Robert Fulton, who did not really invent the steamboat, as has often been said, but who did have much to do with its rapid development. Roosevelt, a great-uncle of Theodore Roosevelt, and a distant cousin of Franklin D. Roosevelt, brought his bride with him on the trip. Everything imaginable occurred during that voyage. The "New Orleans" ran into the New Madrid earthquake, the greatest the continent has ever known. The earth split, the Mississippi changed its course in numerous places, the river turned as red as blood. Twice Indians boarded the boat, but were bribed with whiskey and departed without harming either the Roosevelts (the only passengers) or the crew. Several times the "New Orleans" almost was grounded. But the voyage was at last completed, and proof had been established that this new type of boat would work. The "New Orleans"



The Golden Age of the Mississippi—when boats waited their turn three deep at the busy docks of New Orleans—when gallant gentlemen, genteel ladies and the gilded salons of the packets were the symbol of the Old South.





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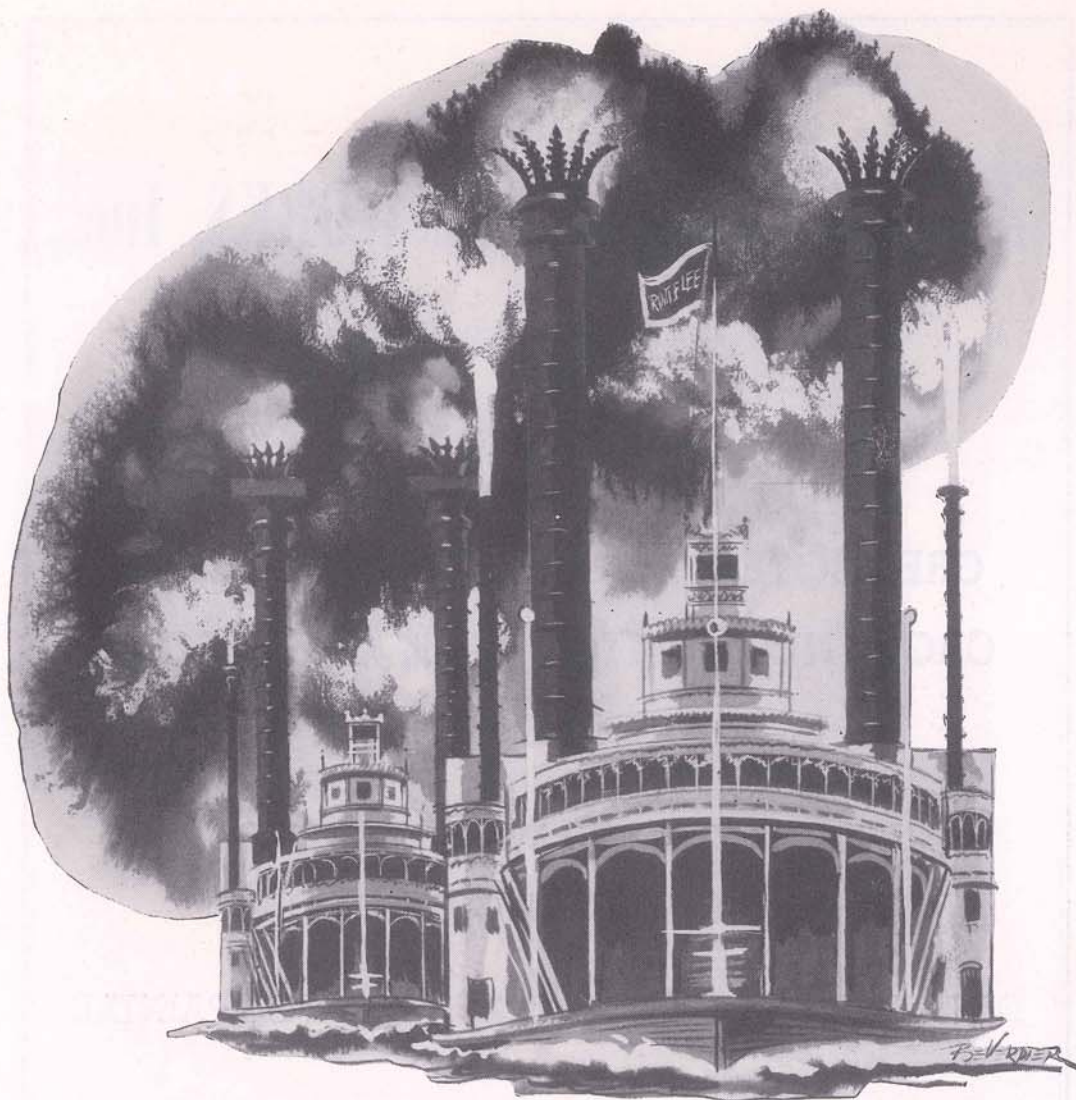
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Our artist's conception of the great river race of the "Natchez" and "Robt. E. Lee"—a page from the picturesque past of the Mississippi that can never be repeated and will never be forgotten.

subsequently went into trade between New Orleans and Natchez, and a return trip to Pittsburgh was not attempted, it being believed that ascension of the river by steamboat was impossible. This idea was dispelled in 1815 when the "Enterprise" steamed up river from New Orleans and arrived at Louisville, Kentucky, where it was greeted by the cheers of thousands on the river's edge.

The most romantic years of the steamboat period were between the late 1830's and the 1870's. In 1849, for instance, more than a thousand vessels of this type ploughed the Mississippi. Many were huge, carried large amounts of freight and provided the passengers with lavish accommodations, fabulous

meals and elegant entertainment. Businessmen used them, and planters and their families, as well as somewhat shady characters, such as the river gamblers about which so much has been written. Many great plantation homes had their own wharves and piers along the river, for the loading of their produce and the landing of their guests. As elsewhere, these were common along the banks of Jefferson Parish, at the magnificent residences that then existed, for steamboats tied up not only at New Orleans in this area, but for miles in each direction.

Racing was the most popular form of amusement the steamboats provided. Each new boat tried to break the record



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of previous ones. Steamboat racing has been called the greatest American sport that ever existed and probably it was at least as popular as is baseball today. Some raced with passengers and freight, others were stripped to all but essential gear.

Of course the most famed of these races was between the "Natchez" and the "Robert E. Lee," when, in 1870, the two boats sped up the river from New Orleans to St. Louis. Bettors both in this country and in Europe wagered more than two million dollars on the outcome. In the end the "Robert E. Lee" reached St. Louis some seven hours ahead of the "Natchez," partly due to the fact that Captain Leathers of the latter had carried passengers and freight, while the "Robert E. Lee" had

boasting of being half-man-half-alligator, Mike Finks by the hundreds. Equally zestful were the roustabouts and longshoremen of that day, with their own boasts and songs and folklore.

Then other changes came. The great steamboats had really begun to vanish with the ruined plantations war had left behind. They lingered for some years after southern defeat, as did many of the elegant homes along the river. The Louisiana Territory purchased by Jefferson was all American now, the states formed and settled, cities risen and growing. The steamers were kept busy for a time, but the Reconstruction Period had ruined the port of New Orleans and with it the planters of Jefferson Parish and elsewhere in the vicinity, and soon the great packets were no

The world's ships, from freighters and flattops to submarines, today ply the Mississippi.



been cleared and stripped by Captain Cannon. Arguments about which was the faster boat continued for years.

But racing and romance were not the real reasons for the existence of the steamboats. Fortunes were made in passenger travel, but the most valuable purpose of the boats was commercial. Holds and decks were loaded with sugar and cotton and lumber and a hundred other kinds of goods.

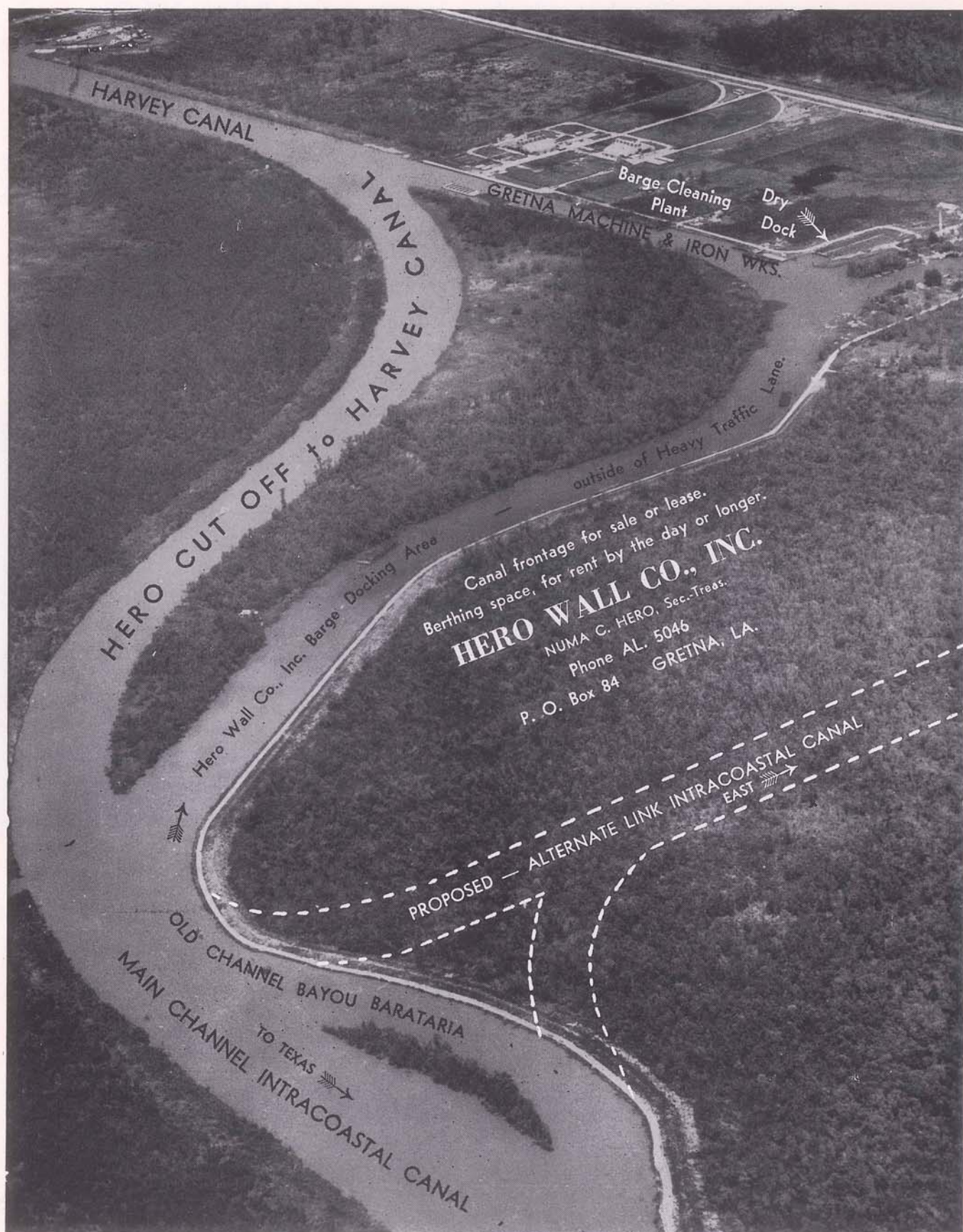
And steamboats were by no means the only boats on the river. Barges and flatboats filled its surface as well. Loaded with produce, they tied up throughout the Gulf region, bringing with them the colorful flatboat men, tough hombres, now figures in legend, with their songs and chants, and their

longer appearing in the Mississippi River. By the 1890's the wharves, once groaning under the weight of cotton bales and sugar and molasses, were not only nearly barren of all this, but were falling into disrepair, and a man standing on a wharf or a levee saw a nearly empty river.

But this did not last long. In 1896 the Louisiana Legislature created the Board of Port Commissioners, and by 1901 that board was in full function. Shippers who had diverted their business to railroads began to reconsider the river. Soon towboats, moving as much tonnage apiece as a whole railroad train, began to fill the Mississippi.

Of course there had been towboats of a sort even during steamboat days, but





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it was after World War I that they really came into their own. River traffic grew and grew, and soon it was apparent that no money ever spent in America was capable of giving a richer return than that expended upon the development of "Ol' Man America." During World War I the Inland Waterways Corporation was organized, and with it the Federal Barge Lines, the Mississippi Barge Lines, the American Barge Lines, and a dozen others.

Barges and towboats pass quietly, and they are not so easily observed by the casual viewer as were the glittering packets of an earlier day. Yet much more freight passes up and down the Mississippi today than at any time in its history. Whatever we may read of the steamboat era the river has never been so busy, and the traffic is still increasing, for growth has been rapid since World War II.

At numerous places on both banks throughout Jefferson Parish the products of its industry are loaded and sent out, destined for all parts of the nation and the world. The southern staples of sugar, cotton and molasses still glide out and into the river, but there are many others that still may seem strange to older residents—oil and steel drums,

mahogany and asbestos products, chemicals of many sorts, and dozens of others, all vital to the country and to the improvement of human existence.

In the mind of anyone familiar with the march of American History or with the story of the Mississippi from the time of the Indian canoe to the steel towboat of today, there is not the slightest doubt that Ol' Man River deserves the honorary title "Ol' Man America." It was his broad back and far stretching arms that settled the Deep South and opened the West. And, in this year of the celebration of the Louisiana Purchase of which he was the instigator, no one will deny that the great Port of New Orleans, which links the mid-continent of the United States with Latin America and the world, owes its influence to his existence.

It cannot, therefore, detract one iota from his glory to point out again his one weakness—even right now when he is carrying more tonnage than ever in his history. In fact the bigger he grows in traffic volume and the bigger grows this Port that he created and built, the more this weakness becomes evident and the more the obvious remedy becomes necessary.

That weakness lies in the last hun-



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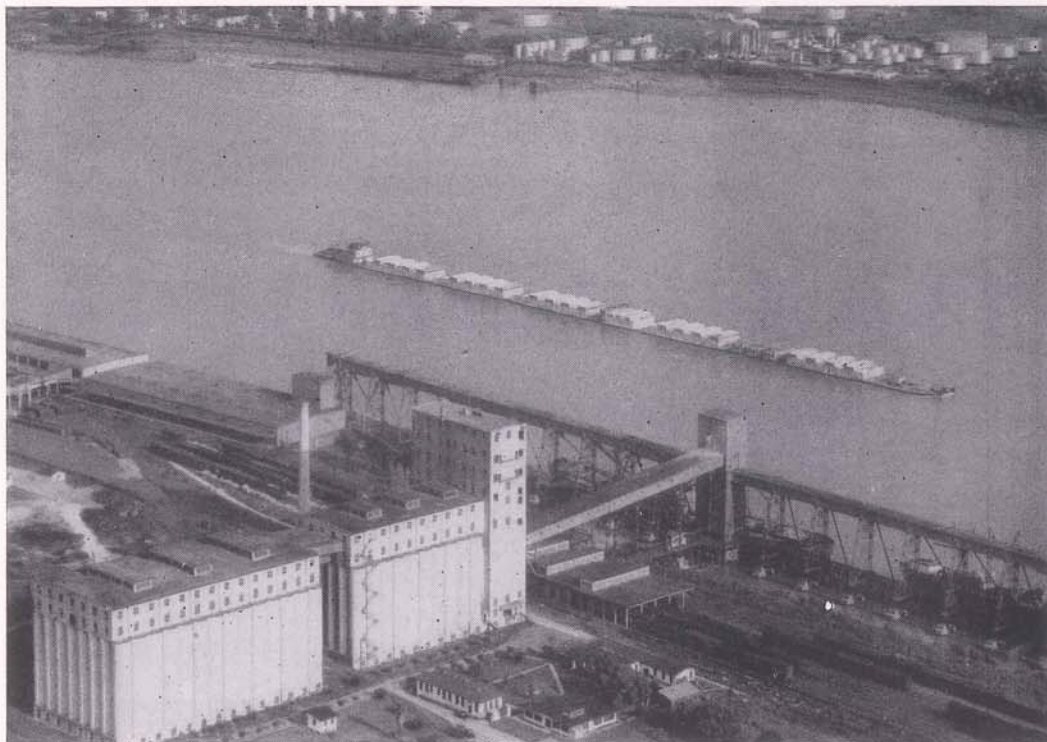
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Propelled by the "Harry S. Truman" a modern integrated tow moves its mighty armada up river between the New Orleans Public Grain Elevator and the industrial skyline of Jefferson Parish.

dred miles of his journey to the sea—the last hundred miles between New Orleans and the Mississippi mouth. Up above to the farthest stretch of his navigable length the towboats and their strings of barges can travel unimpeded. But below, where the world's big ships enter—and they're getting bigger every year—there is the constant possibility of indefinite delays due to the dense fogs frequently caused by the meeting of cold river water and the warm Gulf, due to the hazardous navigation of the two channels through the river's silt, and due to the hundred miles of the twisting river's adverse current, which in high water presents the constant danger of running aground.

As early as 1874 a board of U.S. Engineers recognized this weakness of the river and recommended that a ship canal be cut straight down from New Orleans to the Gulf of Mexico, a man made tidewater channel that would bypass all these hindrances and hazards of that last hundred miles. And that was nearly a century ago—in the practically crude period of American transportation, when the packets still plied the rivers, when ocean going vessels were still

small, when the railroads were still struggling for a nationwide network of inter communication, before there were any zooming trucks on the highways and any transport planes in the sky—and before the Panama Canal was built and anybody could know that New Orleans would be 600 miles closer to this vital short cut across the world than New York city.

With every passing year the need for the seaway grows greater, as the tempo of transportation increases and when every hour's delay in delivery means a loss, until it has reached the point when the prestige of New Orleans as a world port is imperiled. Over the years the subject has repeatedly been re-opened and lost again in the clamor of politics, sectional disputes and other national needs. Ways and means have been debated, and routes proposed until finally everybody concerned has agreed that ONE of two routes MUST be used, that this SEAWAY must not be DELAYED any longer and that PRIVATE and LOCAL capital must step forward and invest in this vital link with the future that once again can make New Orleans



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# **The Southern Cotton Oil Company**

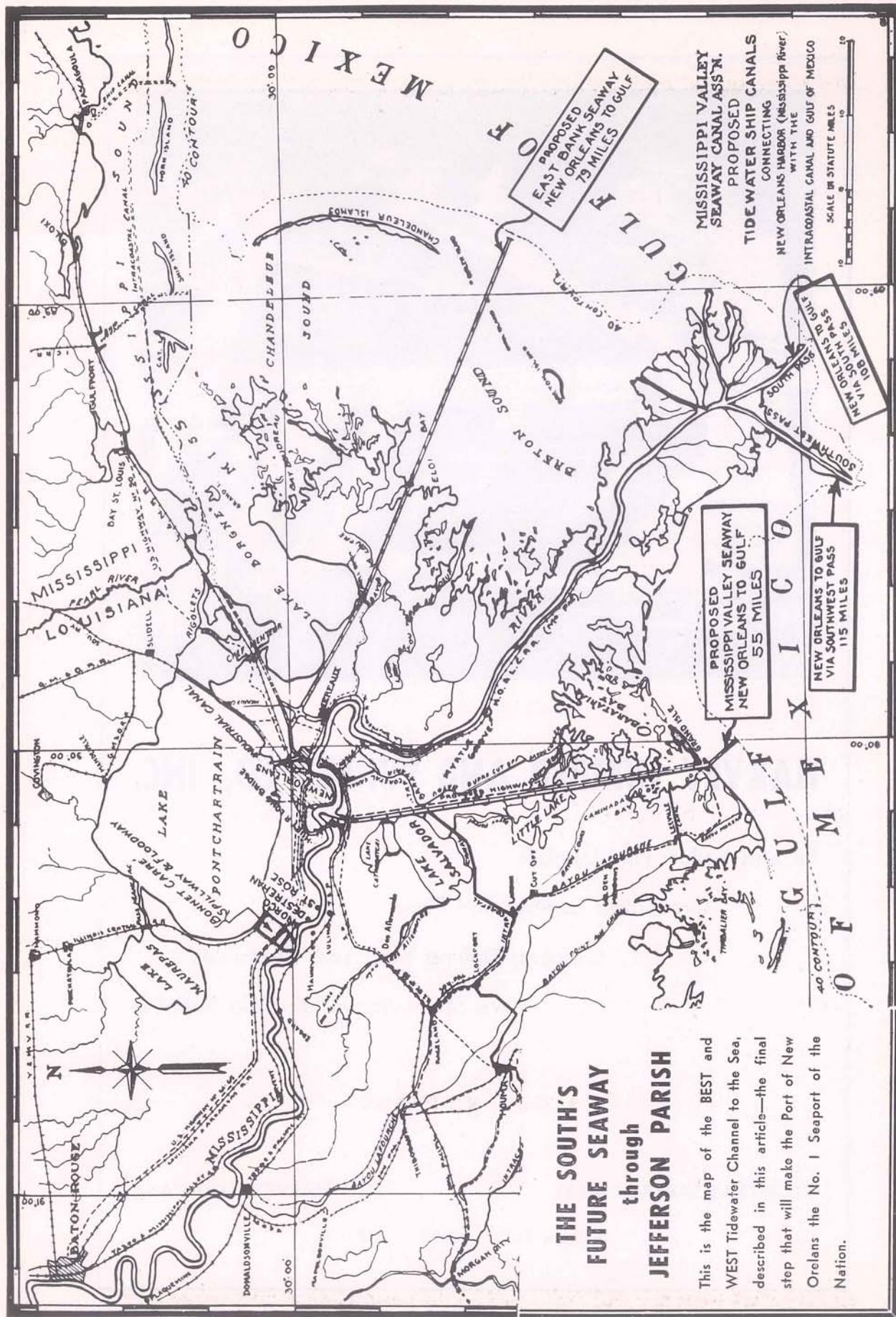


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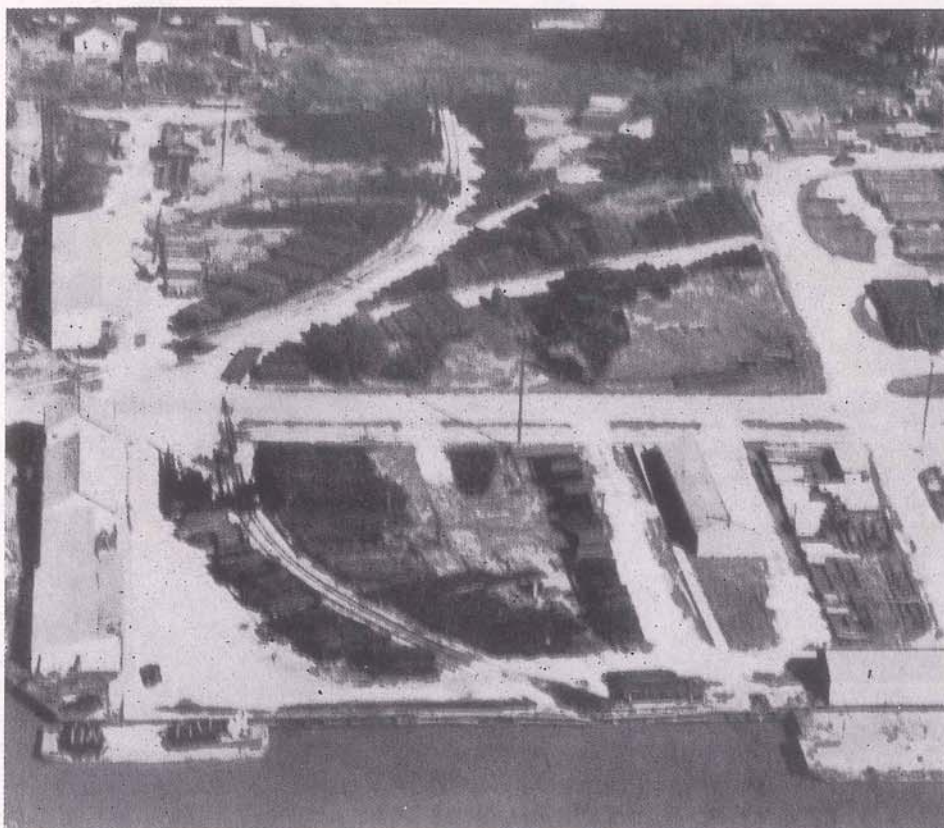


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There are five important reasons why New Orleans and the mid-continent need a SEAWAY soon, quickly—NOW! First, because all of the modern, speedy methods of transportation (rail, air and truck) converge their products upon this port for delivery to the world. There must be the same speedy immediate FOLLOW THROUGH when they are loaded on board ship. Days' delay, when ships are immobilized in the river below New Orleans on account of fog or bad weather, either coming in or going out, can and do cause profit losses which reflect on the efficiency of the port.

Second, the SEAWAY would make an actual SEAPORT of New Orleans, cutting the water distance to the Gulf of Mexico sharply in half, and providing a constant 40 foot deep, currentless tide-water channel that would defeat the weather and guarantee deliveries as promised and scheduled.

Third, the SEAWAY would provide the embankments for more, stronger and easier accessible wharves . . . for heavier freight and for future industrial expansion. And would provide the land for warehouses and factories—all of which valuable acreage along the present riverfront is now practically exhausted.

Fourth, the constant level and the calm water of the SEAWAY would accelerate and economize the loading and unloading and the moving of ships. On the present river dockage there is a variation of 20 feet between low water and high water, all of which represents costly handling problems.

Fifth, the SEAWAY will be the South's answer to the St. Lawrence Seaway which will, as soon as it is built, bid for the business of our best customer—the great Middle West.

Ever since 1943 the feasibility of immediately constructing a SEAWAY has been approved by the U.S. Army Engineers and in 1951 Congress approved a bill for the construction of a SEAWAY between New Orleans and the Gulf of Mexico—BUT NO ACTUAL FUNDS HAVE BEEN PROVIDED.

And ever since 1930, when Army Engineers studied nine possible routes and pronounced the one through Jefferson Parish from Grand Isle to Westwego as the "most advantageous" this route has been scrutinized and compared by experts in all fields; and the

more it is studied the more it completely answers all the requirements for the SEAWAY that will be the SHORTEST, the most ECONOMICAL to build and maintain, the most EFFICIENT for both commerce and industry and the most PRACTICAL from the standpoint of the tremendous expansion that would immediately follow its construction.

This SEAWAY must be built not only for present needs but must anticipate the future's maximum demands. It must be built where industry can grow. That is the WEST BANK of Jefferson Parish. It must be built where the convergence of all existing transportation facilities offer the most efficient and most economical cooperation. That is also in JEFFERSON PARISH where enter five of the seven trunk railway lines serving New Orleans. It must be constructed where the natural resources so vital to industry are most easily available. That is again in JEFFERSON PARISH, because the SEAWAY itself would be constructed through the territory of the rich natural gas, oil and sulphur fields that are found on the WEST BANK.

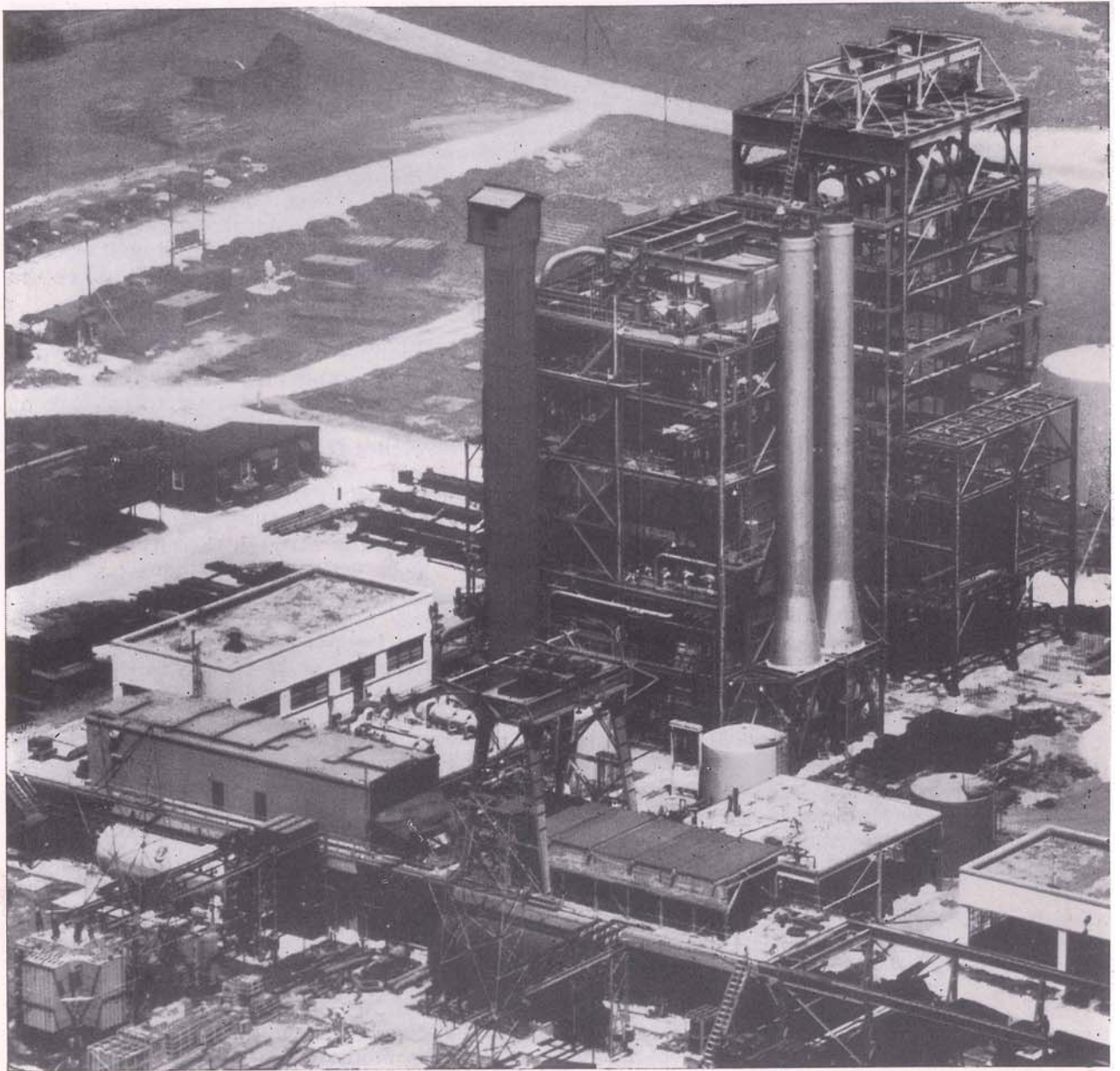
The SEAWAY in Jefferson Parish, as planned from Westwego to deep water off Grand Isle, would tie in strategically with the Harvey Canal link of the busy inland waterway system that stretches from Florida to Texas. And it would provide a modern harbor at sea level west of New Orleans and eliminate the necessity of the heavy seagoing traffic passing through the city.

This WEST and BEST route of all considered would inscribe a 40 foot tide-water channel on a straight line 52 miles long from the west bank of the Mississippi at Westwego to the Gulf of Mexico and would permit the passage and docking of any size ship that the coming years may blueprint and build. Its length of 52 miles, including the locks at Westwego will provide another connection between the Intracoastal Canal and the Mississippi recommended by the War Department, cutting the present distance via river by more than half . . . and in matter of time saved will quickly pay for itself in savings in transportation costs.

When this SEAWAY is built—and it WILL BE BUILT—we will have to give Father Mississippi a new name—Ol' Man Modern—because he will then be a part of the most efficient seaport in the nation.



# We've been racing Louisiana and





# for six years . . . we're still out in front!



It's been a job—staying ahead of the tremendous growth of our state! We're certainly glad that back in '47 we launched a long-range program of expansion. For today, six years later, we're still building plant capacity as fast as we can, right here in Jefferson Parish.

Steel shortages delayed us, but by the first half of '53 we expect to have the huge "Unit No. 2" in operation at our Ninemile Point steam-electric generating plant. This will increase our Jefferson Parish plant's capacity to 175,000 kilowatts. Orders for still another unit to be added to our Ninemile Point plant have been placed. This unit with a capacity of 135,000 kilowatts is scheduled for completion in 1955. It will increase the company's total generating capability to 460,296 kilowatts—more than three times what it was in 1946.

Our part in the growth of our state has been to stay out in front as Louisiana races forward. Since 1947 this has cost us over fifty-five million dollars in expanded plant—but we're proud to spend the money for this great investment in Louisiana's future. We're proud that year after year we can still provide our customers with ample, dependable, Low-Cost Electricity.

## LOUISIANA POWER & LIGHT COMPANY

*"Helping Build*

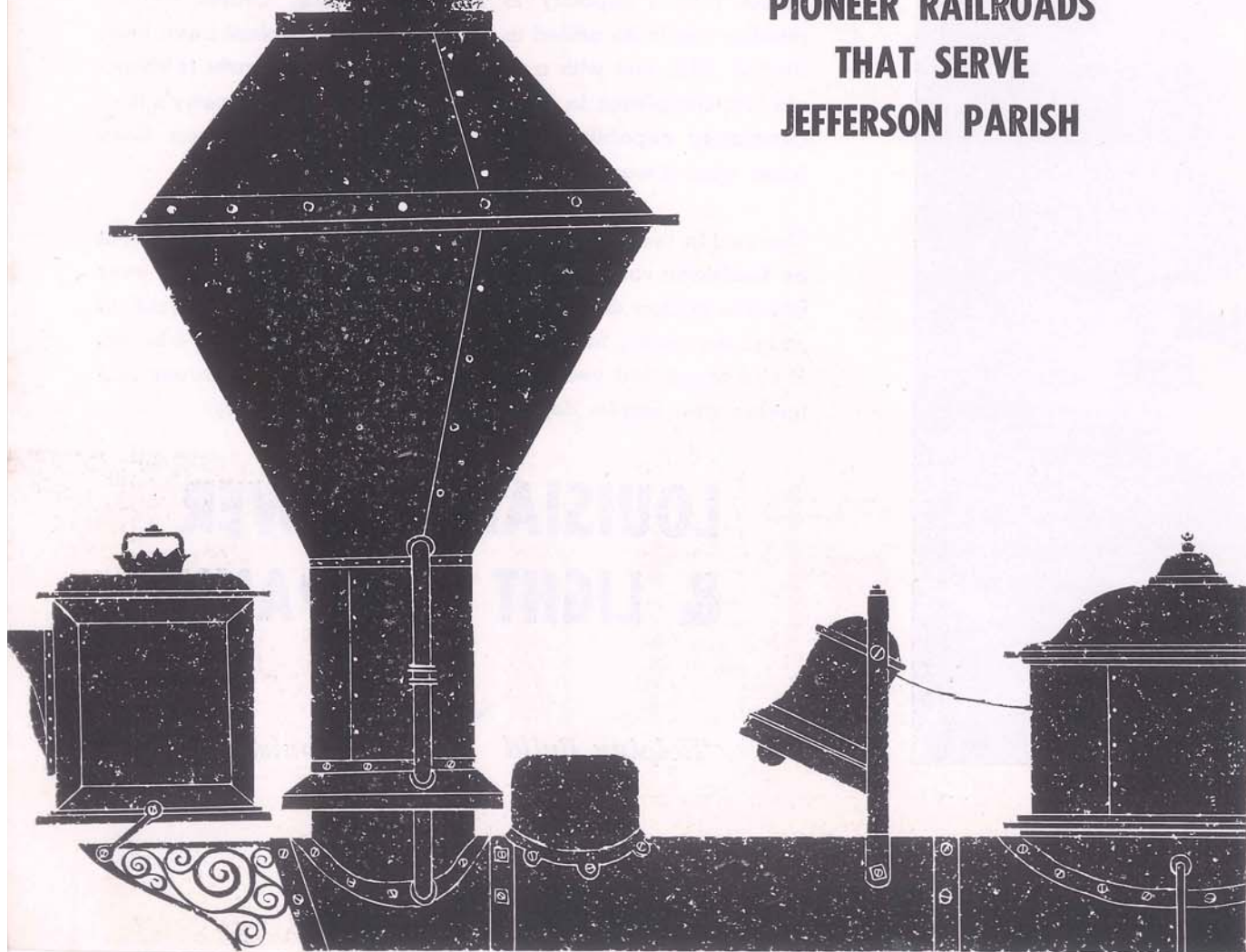


*Louisiana"*



# Whistles

THE STORY OF  
THE FIVE FAMOUS  
PIONEER RAILROADS  
THAT SERVE  
JEFFERSON PARISH





# West

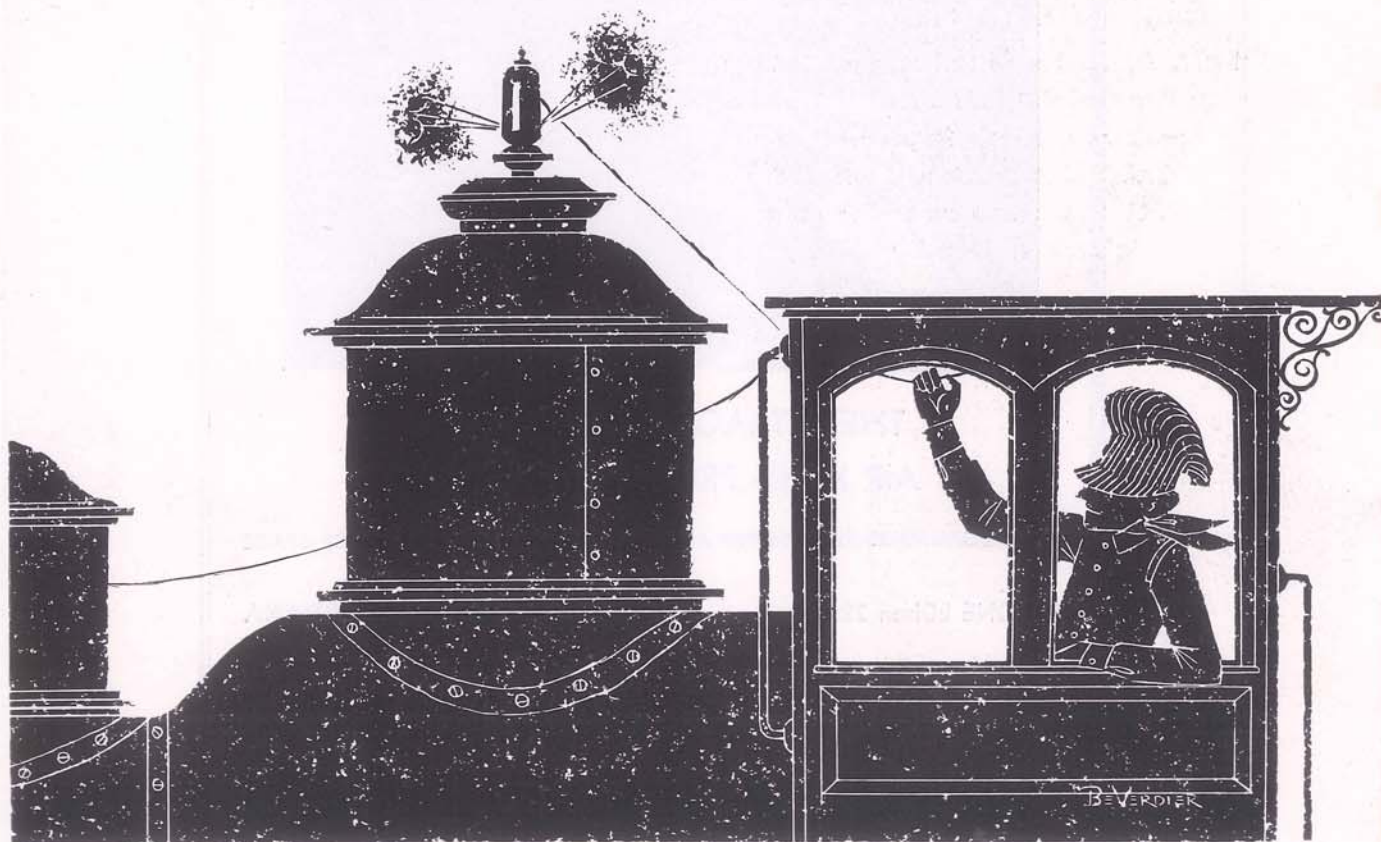
by RAY M. THOMPSON

Every two and one-half seconds of every day and night, a railroad train—somewhere in these United States—starts out on its journey and another pulls into a terminal. We take it completely for granted that anybody so disposed may load a railroad car with anything at any time for through movement to any part of the United States, Canada or Mexico—and never give another thought to it. So efficient are our railroads that we hardly notice their passings, except that once in awhile, when we hear a deep throated train whistle late at night, we wistfully wish we were aboard going somewhere, anywhere.

America's great war-winning and peace-prospering productive genius is greatly due to the nationwide network

of railroads which so nonchalantly moves millions of tons per minute of raw materials and finished products to and from every square mile of the country with round the clock precision. To bring the picture more sharply into focus, our own Jefferson Parish greatly owes its recognition as the most concentrated industrial area in the South to the five great trunk lines that serve it.

This then, is a tribute, in story form, to the railroads of the U. S. in general—and to those that "whistle west" through Jefferson Parish in particular. And the story begins, strangely enough, in the year 1803—the same year of which we are now celebrating a Sesquicentennial, the year in which Jefferson's ministers blithely bought us half a continent to chew or choke on.





# JOSEPH RATHBORNE LAND AND LUMBER CO., INC.

OFFERS FOR LEASE INDUSTRIAL SITES  
ON AND ADJACENT TO



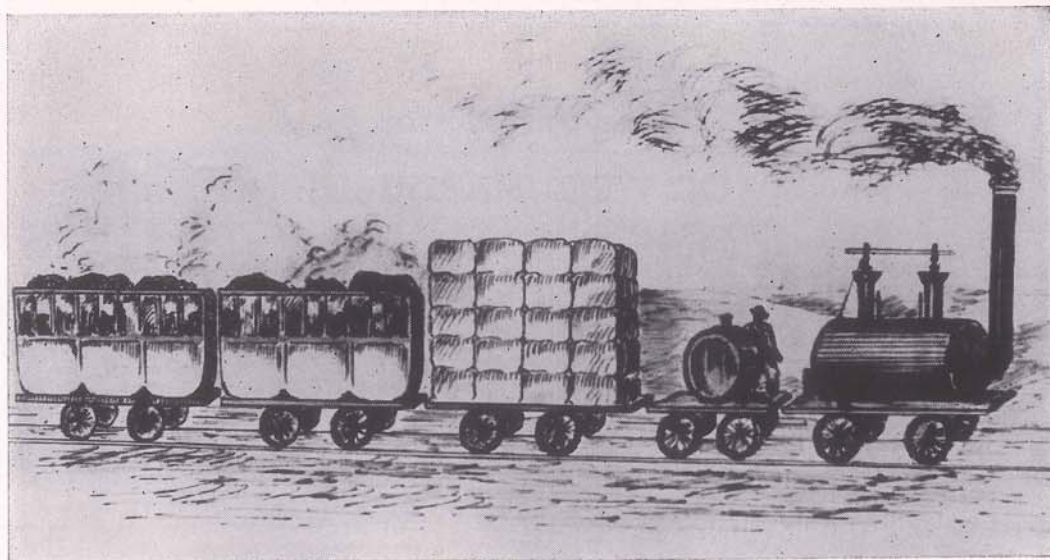
THE INTRACOASTAL CANAL  
3 AIR MILES FROM NEW ORLEANS

AIR CONDITIONED MODERN OFFICE SPACE

TELEPHONE EDison 2211

HARVEY, LOUISIANA





This, believe it or not, was a Louisiana railroad back in 1838 . . . one of the first in the nation, the tenacious little St. Francisville and Woodville . . . which survived to become a part of the great Illinois Central system of today.

Just about the time when our ministers plenipotentiary in Paris were affixing their signatures to the political bill of sale which would make us the new owner roughly of all the land west of the Mississippi between the Great Lakes and the Gulf of Mexico, a new idea was being tried out in foggy, far off England. It was a simple idea—merely the laying of some flat iron tracks so that a wagoner could move his cart with less effort than forcing his wheels through the quagmire roads that bedeviled him.

Neither party concerned knew the other existed and wouldn't have been excited if they had. How could either have foreseen, occupied as they were with their own pressing problems of the moment, that Destiny, or Providence, or Fate, or whatever overall power your particular philosophy wishes to credit it with, had already started work on the iron key that would eventually unlock this great Louisiana Purchase—in fact, the only key that would open it? For this iron road was the idea from which evolved the iron rails of a generation later.

Those first iron rails westward were laid by iron men . . . equally adept with sledge or six shooter . . . never knowing whether the Indians were on a scalping or merely a skulking mission.





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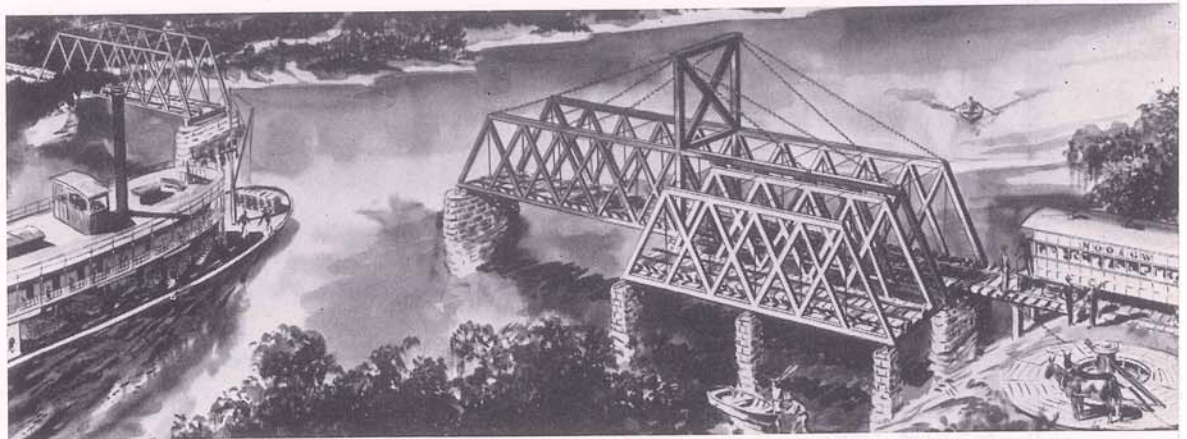
New Orleans Exchange

P. O. BOX 354

HARVEY, LA.



Brains, brawn and bravery built the New Orleans, Opelousas and Great Western (today our Jefferson Parish link of the Southern Pacific) across the Louisiana water wilderness. Heat, foul swamp water and mosquitoes waged ceaseless guerilla warfare. Fever killed off the construction crews, not a foreman escaped serious illness, and the chief assistant engineer died of it. But tie by tie, mile by mile, the trembling prairie surrendered to the ingenuity and grim determination of our Louisiana railroad pioneers.



This involved Bayou Lafourche Bridge of the NOO and GW was built in 1855. It had one fixed span, shown at left, and two sliding spans. When a boat must pass the smaller span was pushed off to the left of the track and the longer span was pulled back in the space it had just occupied. These spans were moved over heavy iron wheels mounted on the piers and the power was supplied by mules and a windlass.

Let's look at the Louisiana Purchase a moment! We knew we had bought a lot of land—unknown, unexplored and uninhabited except by Indians and a few wandering mountain men. So, as you remember your history, one of President Jefferson's first acts was to send Lewis and Clark to explore it and report back.

What they found was a new untouched land of unlimited resources: forests that towered to the sky and prairies that reached to the horizon; mighty mountain slopes and fertile river valleys—but no Northwest Passage, no water route to the Pacific. All the

mountain ranges and all the watersheds followed a consistent north and south pattern, all approximately paralleling the flow of the Mississippi.

But the nation was unperturbed. At that moment in our history there was no fever of hurry. The West was for the future — an empire to be savored slowly, to be settled cautiously, to be exploited gradually. And for the next fifty years the saddle horse, the mule train and the river boat adequately answered the demands of the adventurers who carefully felt their way westward, fighting Indians, marking trails and occasionally establishing tiny settlements



# 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*



which were pinpoints lost on the vast map of this still unconquered, unoccupied half a continent.

In 1825, the year that Jefferson became a Parish, an Englishman by the name of George Stephenson lighted, from the rays of the sun caught by a burning glass, the fire of the first locomotive to pull a train on a common carrier railroad. To the amazement of the English countryside a caravan of thirty cars moved out as one behind the belching behemoth that pulled them with its own power. And ahead of this mechanical miracle rode a proud boy on a horse, waving a red flag to warn off stupefied spectators.

The iron horse was born—a frisky, unpredictable colt which neither Stephenson nor the world knew would someday very soon race across the American continent, scattering cities across the plains, bringing the wares of the industrial East to the West that had everything but factories, and forever uniting the Louisiana Purchase with the U. S. of the original thirteen colonies with the steel ties that bind.

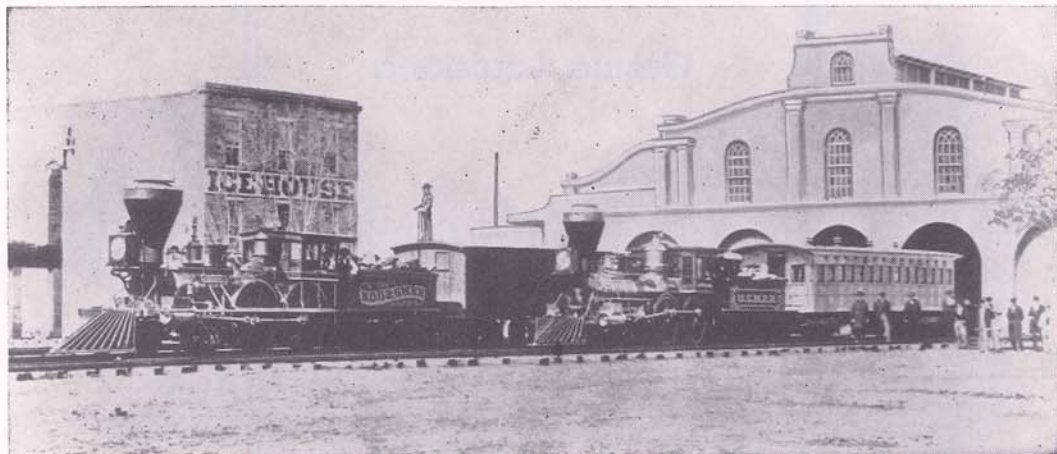
But even after the railroad came to America the nation was still unimpressed. There was yet no undercurrent of urgency. There was still the sectional schism—the feeling that the East was East and the West was West and that not for a long, long time would the twain ever meet.

There were also several solidly entrenched modes of transportation then in existence which refused to admit that



Showing Union troops taking over the NOO and GW on May 1, 1862. The smoke in the background is from ships burning on the Mississippi. The soldiers are seen marching toward the Algiers Station where they are to be quartered. An officer is making a military announcement to the hostile but helpless townfolk.

And this is 1865 . . . the NOO and GW still in the hands of the Yankees. Notice the U. S. Military R. R. engine. In the background is the Algiers Station where the Federal forces kept a large crew to maintain and rebuild equipment. This picture gives an excellent view of the engines, passenger coaches and freight cars of the War Period.





# JEFFERSON DEMOCRAT

Official Journal of the

## *PARISH* OF *JEFFERSON*

SINCE 1896

Gretna, Louisiana



the iron horse was anything but a dangerous contraption. So the steam engine on wheels came to this country with anything but a warm welcome, encountering the antagonism of the canal boaters, the toll road operators and coach lines in the east and the scepticism of the river men of the Mississippi and its turbulent but far reaching tributaries.

It is interesting to note that it was not in the industrial East, but in the cotton planting South where the first railroad in America to run a steam locomotive in a train brigade and to maintain a regular freight and passenger schedule was inaugurated. This was the South Carolina Railroad operating out of Charleston in the general direction of Augusta, Georgia.

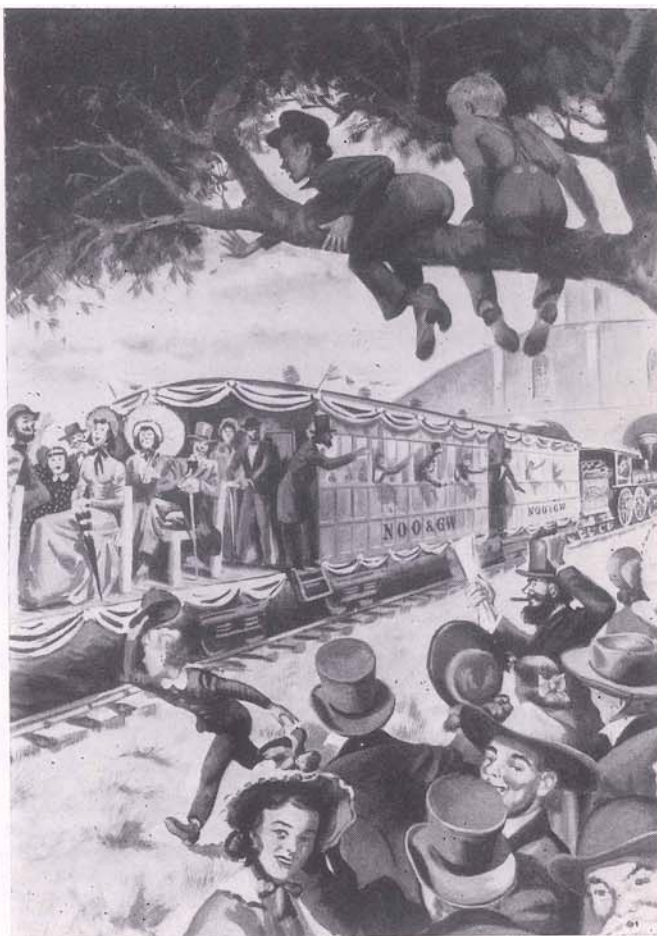
It is especially interesting to us in Louisiana that in this same year of 1830 the second railroad to be built in the nation was the Pontchartrain in New Orleans.

But still there was no general kindling of enthusiasm. The status quo was too satisfactory. The Mississippi River was alive with commerce. The existing methods of marketing cane and cotton were economical. The plantation era was pulsing with prosperity. And, although the West was the land of opportunity, it was still the arena for adventurers—not the solid ground for conservative business.

Then one day, just before the century clicked the halfway marker, a young man in California, by the name of James Wilson Marshall put a burr under our tail—a bright shining burr that turned out to be gold.

The news crept sluggishly across the plains by wagon train and around the tip of the continent by ship. Slowly the cry of "Gold! Gold! Gold in California!" finally reached the villages of Maine, the plantations of Louisiana and the fishing fleets off the keys of Florida. And when it finally penetrated to the far corners of the nation, a gold crazed swarm of men whose boots had never been lifted from the dust of their home town went racing westward to a land they knew nothing about, bartering their life savings for mining equipment and passage West. Even our own Jefferson Parish town of Westwego got its name from the "West We Go" cry of Louisiana's hurrying Forty-Niners.

But the painfully slow trek of a hun-



This was the first train to "whistle west" from New Orleans through Jefferson Parish . . . backing out of the Algiers station on its initial run of 17 miles in 1853 . . . loaded with dignitaries and escorted by excited citizens.

dred thousand impatient miners, inching their way across the plains and mountains or fretting away the dragging days via the safer ocean route, made the whole country suddenly realize that horses, and wagons pulled by oxen, were too slow for a nation that was bounded by two oceans and which had no Mississippi flowing directly west.

The Gold Rush, however, was just the goad that roused the rank and file. The men with brains in the nation had long known that the real gold of the West was in its golden harvests and in its golden sunrises and sunsets over millions of acres of fertility—that the real prosperity of our Louisiana Purchase lay not in golden nuggets but in solving the problem of its distances . . . and that the time had come to do something about it.

This brings us up to the 1850's, when the Railroad Building Boom started throughout the land. Even in the Deep





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

## ***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.

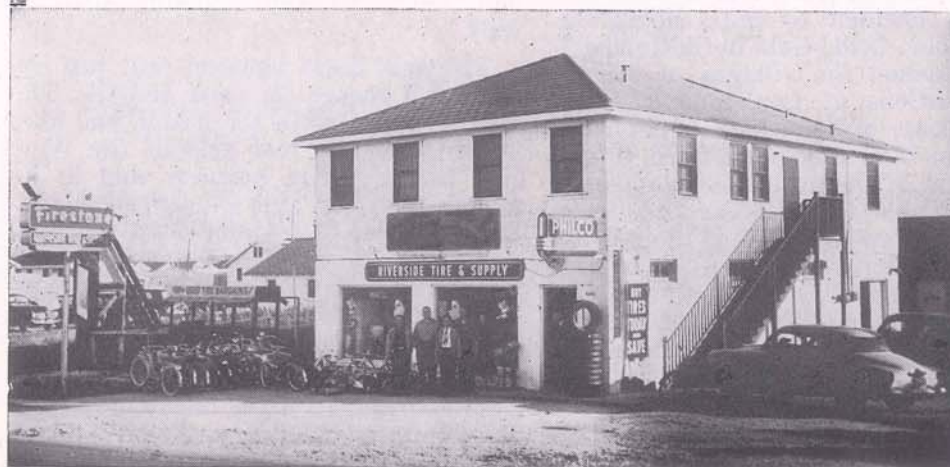
## **RIVERSIDE TIRE & SUPPLY**

John Mailhes—Leonard Lagrange—Matt Ballatin

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- Lawn Equipment
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- Bendix Washers
- and Floor Furnaces

**March, 1949: 4040 Fourth Street, Marrero.**

**EDison 4258**





South, which was at the height of its prosperity, where shipping activity obscured the riverfront of New Orleans for fifteen miles, our men of vision were aware that a new era was dawning, that our future lay westward, that although the Mississippi had brought the North and East to our door, only the steel rails could unite us with the West.

In Louisiana in the early 1850's the railroad building fever was nothing new — only the definite decision that they should be built westward. In the whole area of New Orleans, in spite of the fact that it was thousands of miles removed from the rest of the country and was by geography and heredity a

water transportation state, the inevitability of the railroad had been accepted almost as soon as the idea came from England.

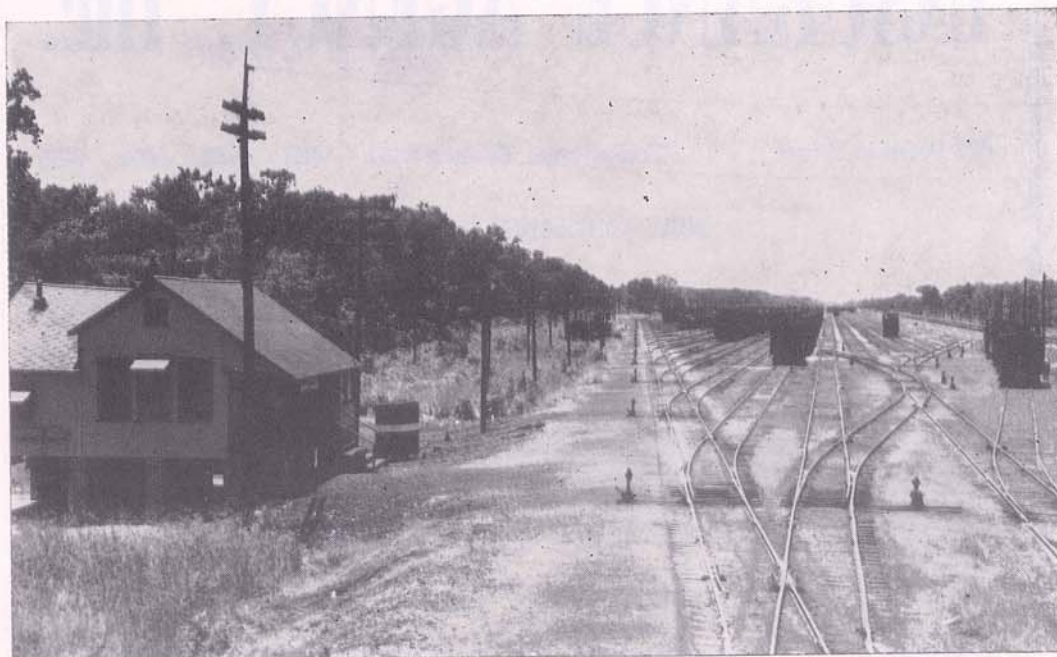
"Smoky Mary" of the Pontchartrain proudly snorted over the five miles of the second oldest railway in the U. S. as early as 1832. And up until the Panic of 1837 several railroads in and around New Orleans were conceived, financed and constructed. Most of them later surrendered their rights of way to street car lines all within the city limits. Only two survived long enough to make any impact on Jefferson Parish railroad history.

The levee section of the Pontchartrain later became the New Orleans part of the Louisiana and Texas Railroad which, through Jefferson Parish, was the pioneer road west. And the little St. Francisville and Woodville, Mississippi line later became a Louisiana link in the great Illinois Central System.

The Panic of 1837 had thoroughly broken the original railroad building fever and it was not until the 1850's, when the railroad boom hit the rest of the country, that this area again gathered together its courage, its moneyed



Below is a small cross section of the Mays Yard of the Illinois Central, and to the left is a freight leaving its maze of tracks in the dead of night, highballing to northern markets.





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INSURANCE NEEDS

*DON'T wait for a fire, an accident or lawsuit to cause you  
financial loss.*

**Before trouble strikes . . .  
SEE US !**

**WE STAND BETWEEN YOU AND LOSS!**



# **MONTALDO INSURANCE AGENCY, Inc.**

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NEW ORLEANS, LOUISIANA



**JOSEPH S. MONTALDO, Pres.**

**JUSTIN F. BORDENAVE, Secty.-Treas.**



One of the sleek modern Missouri Pacific Streamliners, whose deep toned diesels, blasting their warnings as they streak across the western prairies, make us proud of the system of shining rails that lead from everywhere to anywhere in this great United States.



men and its engineers to once more lay track. But this time the dream was bigger—the goal greater. Not just local roads but tracks stretching west into the horizon that would unite us first with Texas and finally the Pacific Ocean. The Gold Rush, although it made few men wealthy, had enriched the minds of many with visions of all the golden opportunities that lay between them and California.

So . . . in 1851 . . . just two years after the Missouri Pacific laid the first miles of any railroad west of the Mississippi, during the same year the Illinois Central was born in Chicago, and one year before the Southern Pacific started the great system that would one day join up with them, Louisianians started to build the New Orleans, Opelousas and Great Western.

This road started at Algiers on the west side of the river, with Gretna marked on its timetable as station No. 2, and when completed reached Brashear City (later named Morgan City, from Charles Morgan whose steamers connected the new railroad with Texas ports).

This first Jefferson Parish railroad that carried its "whistles west" was taken over by this same Charles Morgan, after the War Between the States, and became then the Louisiana and Texas Railroad. It was this road that Morgan's heirs sold to the Southern Pacific and which today forms the Jefferson Parish section of this mighty railway that ties together the great Southwest.

In addition to all the pains and pangs of financing, securing rights of way, land grants, enlisting state and parish

support, floating bond issues and fighting competition—any one of which or combination of which have left the wrecks of small railroads all over the U. S.—the men who built these first tracks West through Jefferson Parish constantly fought brutal construction problems. These problems often delayed, sometimes threatened but never actually stopped the stubborn progress of these railroad pioneers.

This was the wildest wettest land that man could imagine. It was a jungle jumble of trembling prairies, swamps and chenieres—land that was mostly water. Surveyors spotted the high water marks on trees and knew their road bed had to be built above that line. Construction crews often worked in muck to their waists, on the watch for 'gators. And during the early years crevasses in the levee and raging flood waters often wrecked schedules and impeded progress temporarily.

These pranks of the river and water crises of all kinds were only actually serious in their psychological value. There were croakers, as always, who prophesied that the heavy trains would sink into the swamps. Then, when this did not happen, due to the engineering skill and patience that were lavished in these early years, they would wait until high water temporarily delayed traffic or halted construction and they'd holler again "We told you so!"

Today it is hard to believe as trains thunder through Louisiana's swamps, without a tremor or a timid passenger, or streak high over the Mississippi on the Huey P. Long Bridge, that just a hundred years ago track laying gangs started West through Jefferson Parish



# COLD WATER SHAVES... **GONE FOREVER**

THANKS TO NATURAL GAS



## **...AND AREN'T YOU GLAD!**

Remember when the teakettle ran dry in the middle of a shave or while you were washing dishes? That doesn't happen today, because you have natural gas and your automatic gas water heater to keep lots of hot water always available. And aren't you glad.

Natural gas serves you and your family in so many ways, we think you'll agree it's worth every cent it costs—and then some.

**UNITED GAS** ...SERVING THE *Gulf South*



to lick some of the toughest construction problems ever encountered in railroading.

But there it is . . . and there it was . . . well under control, well on its way west when the Four Year War threw both the North and the South back on their heels for the next twenty years.

It was not until the late 70's that the West sent another clarion call eastward. Not "Gold" this time—but a cry that was heard by disillusioned veterans, young married couples, adventurers and bankers, merchants and housewives, Yankees and Rebels, in every state in the land: "A New Country In Which To Build Your Fortune and Your Future—Neither Southern Nor Northern—But Western!"

And so again started the railroad boom—this time never to stop, until it had reached the Pacific Coast—this time never to stop until Jefferson Parish was served by five great trunk lines that connect it with every railroad station in the U. S.

There's the MISSOURI PACIFIC that started its existence in St. Louis that famous year of the Gold Rush. At that time, when it received its charter to lay the first five miles of track west of the Mississippi, there were only three states besides Missouri beyond the Father of Waters. They were Arkansas, Iowa and Texas. Everything else was covered by that vague word "West."

When the Missouri Pacific opened its first five miles to passenger traffic in 1852, railroading was so new to St. Louis that the first conductor had to be imported from the East. And, ironically, the locomotive, rails and heavy equipment had to be shipped to New Orleans by boat and transferred by river steamers to St. Louis.

After the War Between the States, under the guidance of the great Jay Gould, many small railroads combined to prevent costly duplication of trackage. In 1880 he became President of the constantly growing Missouri Pacific. In 1882 it made its connection with New Orleans through Jefferson Parish—a great American pioneer railroad that represents today a network of 10,000 miles of main track, traversing an empire of 11 states of the great Mississippi Valley and serving one third of the United States from the Corn Belt to the Mexican Border and from the Mississippi River west to the Rockies.

While the men of the MISSOURI PACIFIC scanned the nation westward from St. Louis and planned the first five miles of a mighty railroad empire, another group of men visioned Chicago as the key point between the Great Lakes and the Gulf of Mexico. These men started the ILLINOIS CENTRAL in 1851 and thrust tentative rails in the vicinity of the Windy City for the then amazing distance of 705 miles. No railroad of the magnitude they planned had yet been built. It would cost millions and would travel through a wild unpeopled region where one might ride for hours and never see a human habitation.

Thirty years later this ILLINOIS CENTRAL dream had reached New Orleans. The ILLINOIS CENTRAL now comprises 7000 miles of track, worth a cool \$100,000 a mile, through that part of the mid-continent area of the U. S. which is now far from unpopulated. In fact it encompasses half the wealth and half the population of the entire nation.

Today the I.C. Merchandise Special—the world's fastest freight train—absorbs the distance from Chicago to New Orleans in less than two days, carrying perishables and products of every description. History reminds us that the ILLINOIS CENTRAL carried the first shipment of perishable fruits on any line in the U. S. just one year after the end of the War Between the States.

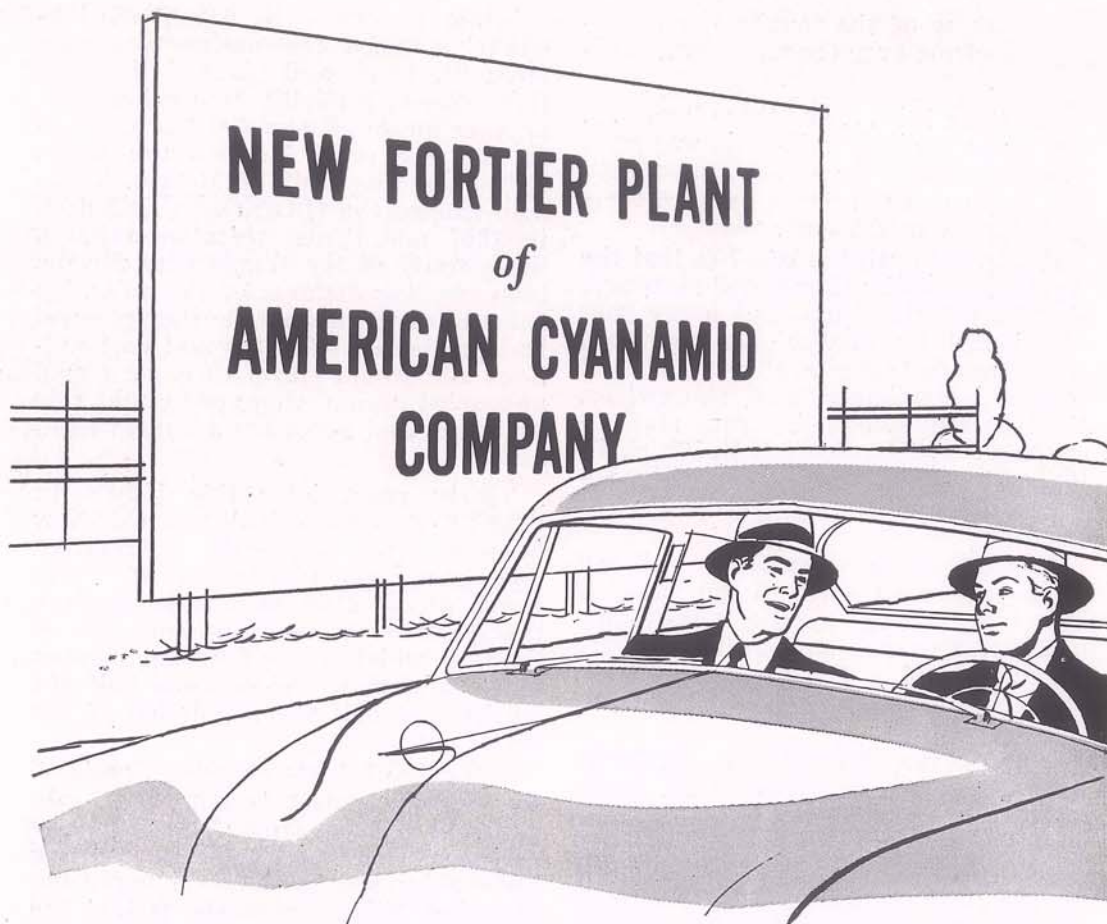
Today, two of the crack trains of the South—the I.C.'s All Pullman "Panama Limited" and the All Coach "City of New Orleans" highball through Jefferson Parish daily. All this may explain why "Casey Jones" was an Illinois Central engineer.

And in Jefferson Parish is one of the biggest and best of the Illinois Central Yards. This is the Mays Yard, three miles east of Kenner. It was created during World War II to expedite oil and war supplies—a swamp turned into a vital war weapon. Prior to its construction all road freight was operated first through Harahan Yard and thereafter for a time through Stuyvesant Yards in New Orleans—but now all freights are handled by Mays Yard.

It has 22 primary tracks for quick movement. It handles 500 to 800 cars daily, with a maximum capacity of 2,000.

There is in Mays Yard a unique institution. It is called Live Oak Baptist





## What does Cyanamid mean to you?

To you who live and work in Jefferson Parish, American Cyanamid Company is a new industrial neighbor. Its new Fortier plant, scheduled for completion early in 1954, will be staffed by operating personnel largely from this community.

One of America's leading chemical companies, Cyanamid produces more than 5,000 chemical and related products of basic importance to agriculture, to medicine, to such industries as plastics, paper, petroleum, rub-

ber, textiles, paints and others.

It is almost a year since ground was broken for our new plant. Like all of you who are celebrating the 150th anniversary of the "Louisiana Purchase", we look forward, with confidence, to a growing future in this important community.



*AMERICAN Cyanamid COMPANY*

30 Rockefeller Plaza, New York 20, N. Y.





And this is one of our fast, familiar, friendly Texas and Pacific "Eagles" whistling west to Fort Worth.

Church, constructed from old boxcars and refrigerator cars, and built by Rev. Albert Joseph, now dead. But his wife "Aunt Emma" (known as the "Black Florence Nightingale" of Mays Yard) still lives in her little cabin next to the church and the present pastor is a negro section hand. The bell in the makeshift steeple is an old Yazoo and Mississippi locomotive bell.

Last year the SOUTHERN PACIFIC celebrated its 100th Anniversary. Trace this back and it means that the famous "Sunset Route" of SOUTHERN PACIFIC'S 15,000 miles of lines extending from New Orleans to Portland, Oregon, had its start when the New Orleans, Opelousas and Great Western was built in Jefferson Parish.

We started west in that year of 1852. Other lines later started east. The whole complex struggle of getting together covers thirty years of hectic railroad history. Besides our contribution in tracks and trials and tribulations which carried the rails to Morgan City, there was the Louisiana and Texas, which carried on to Lafayette; the Louisiana Western on to the Sabine; the Texas and New Orleans and Louisiana Western Extension, on to Houston; Buffalo Bayou, Brazos and Colorado from Houston to the Colorado; its successor, the Galveston, Harrisburg and San Antonio; and finally the SOUTHERN PACIFIC which pushed east to meet the GH and SA at the Sierra Blanca in Texas.

The full story runs on until 1885

when the SOUTHERN PACIFIC took over its parent, the Central Pacific and all the lines comprising today's SUNSET.

The original line which we sent out bravely west in 1852 has never been changed and now is the New Orleans link of one of the biggest and finest transportation systems in the world—the sombrero wearing railroad out of the West—the SOUTHERN PACIFIC.

Through Jefferson Parish every day the sleek powerful diesels of the "Route of the Eagles" whistle west. These streamliners of the TEXAS AND PACIFIC unite the great states of Louisiana and Texas over the great southwestern route from the gateway of the Pacific at El Paso to the gateway of the Mississippi Valley at New Orleans, coming in through Shreveport.

The TEXAS AND PACIFIC is the only railroad today operating under a charter granted by a Special Act of Congress. This charter, and all the problems that went with it, were conferred upon its original builders in 1871. The privilege was to construct a railroad across Texas and the territory west to the Pacific at San Diego. The problem was—how?

This was only a few years after the War Between the States. The Southwest was a badman's empire. Dallas and Fort Worth were mere dust clouds on the vast Texas prairie. New Orleans and its waterfront were still rough and rowdy.

In 1873, having weathered a panic,



# **GREAT SOUTHERN BOX COMPANY, INC.**

**Southport - - - - - Louisiana**



having fought yellow fever among its rail workers, and having to transport its material by oxen the TEXAS AND PACIFIC linked with its first train the two villages of Dallas and Shreveport.

In 1875 a Louisiana Railway called The New Orleans Pacific was chartered to build a railway from New Orleans to Shreveport. But in 1881—when only 62 miles of this road, from Westwego to Bayou Goula, had been finished—the TEXAS AND PACIFIC absorbed its operations and linked Dallas with New Orleans with all TEXAS AND PACIFIC trackage. And in 1882 from El Paso, to Fort Worth, to Dallas, to Shreveport, to New Orleans the TEXAS AND PACIFIC was a completed line—fulfilling its charter, for with its connections at the two great terminals at New Orleans and El Paso the TEXAS AND PACIFIC had created a transcontinental rail line from the Atlantic to the Pacific.

The fifth and last of the trunk line railroads that serve Jefferson Parish, whose diesel powered "Southern Belles" are its speeding trademarks, is the KANSAS CITY SOUTHERN.

The KCS was created in 1887 out of the dream and determination of a young man by the name of Stillwell. He had once traced his finger over the map of the U. S. and had been deeply impressed with the fact that while it was 1400 miles from his Kansas City to the Atlantic Coast it was only 800 miles to the Gulf. It became a driving force with him to build a railroad that would save this more than a third in distance to the sea for the grain and produce interests of the midwest.

Out of his dream and persistence, and the bits of railroad here and bits of railroad there he built and acquired over the years, was born the Texas port of Port Arthur to serve his line which finally ran unbroken from Kansas City to the Gulf of Mexico.

Long after his death, and when other heads came in power, the basic purpose of the KANSAS CITY SOUTHERN has remained the same—to furnish the shortest export line for midwestern products to deep water. Following through on this the KCS acquired the Louisiana and Arkansas Railway in 1939, linking the great port of New Orleans directly with the heart of the mid-continent.

It would take a hundred pages to even highlight the hundred years of Jefferson Parish's railroad history: the magnificent men whose brains blueprinted it; the rough, tough construction gangs who laid its tracks with ballast, blood and brawn; the courageous financiers who backed their faith with banknotes; and the engineers who patiently solved each and every nagging problem of terrain and topography.

The combined achievements of the five trunk lines which unite us with every hamlet and harbor of this great nation of ours all look so simple now—so easy.

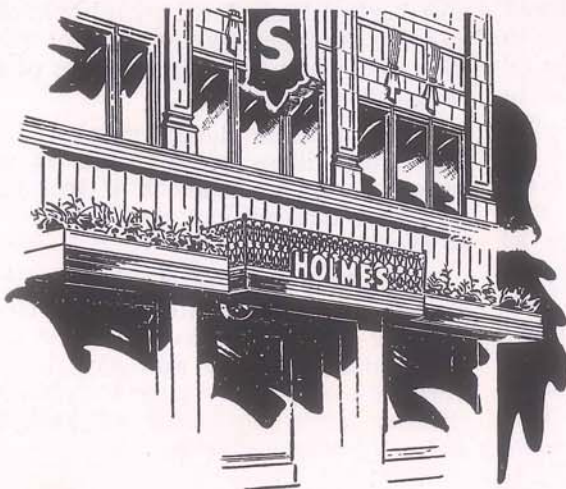
But let us remember when we hear those friendly "Whistles West" that a century ago men looked into the great Louisiana Purchase and saw impenetrable distances where we see streaking diesels. Their problems of yesterday are our prosperity today.

Seen from a bluff in the Ozarks is the "Southern Belle" Streamliner of the Kansas City Southern Lines, speeding toward Kansas City from New Orleans . . . by whose reliable regular appearance the natives accurately tell the time of day.





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# Camera Calendar

PHOTOGRAPHS BY EUGENE DELCROIX

Welcome to Jefferson Parish . . .

where all four seasons

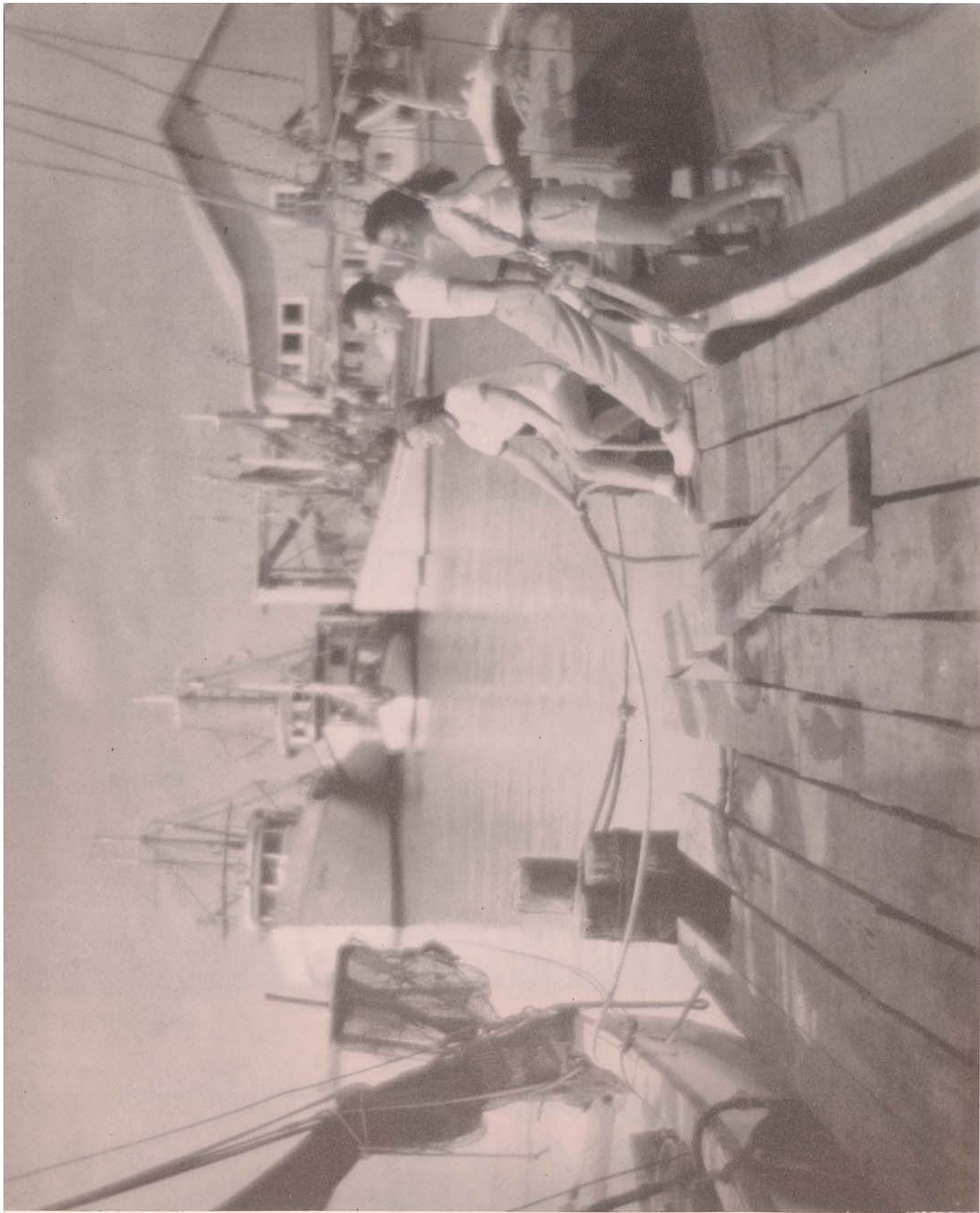
are all good reasons

for roamin' the out-o-doors



In the Spring  
a young man's  
fancy  
lightly turns  
to thoughts  
... the poet  
has said "of  
love" ...

But in  
Jefferson  
more likely  
to luggers  
and the lure  
of  
beautiful  
Barataria  
Bay

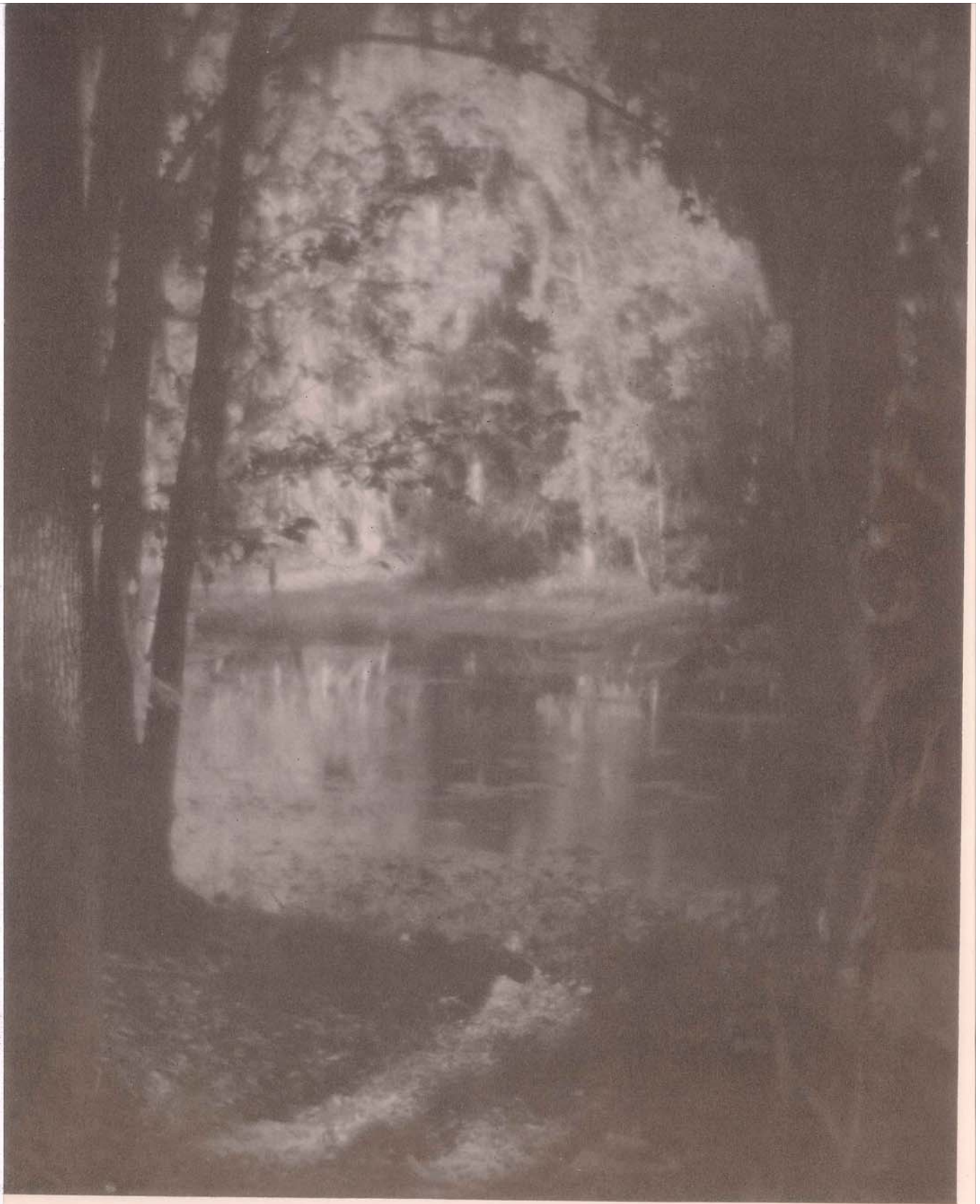




And our  
Jefferson  
fills . . . well,  
the Spring  
yearning for  
the male is  
both possible  
and probable  
. . . . But the  
call of  
Grand Isle's  
golden  
sands is  
perennial







Jefferson's Spring . . . to both young and old . . . beckons with  
bayous leisurely flowing through arches of ancient oaks  
. . . framing the ever recurring, ever changing portrait of  
earth's fecundity



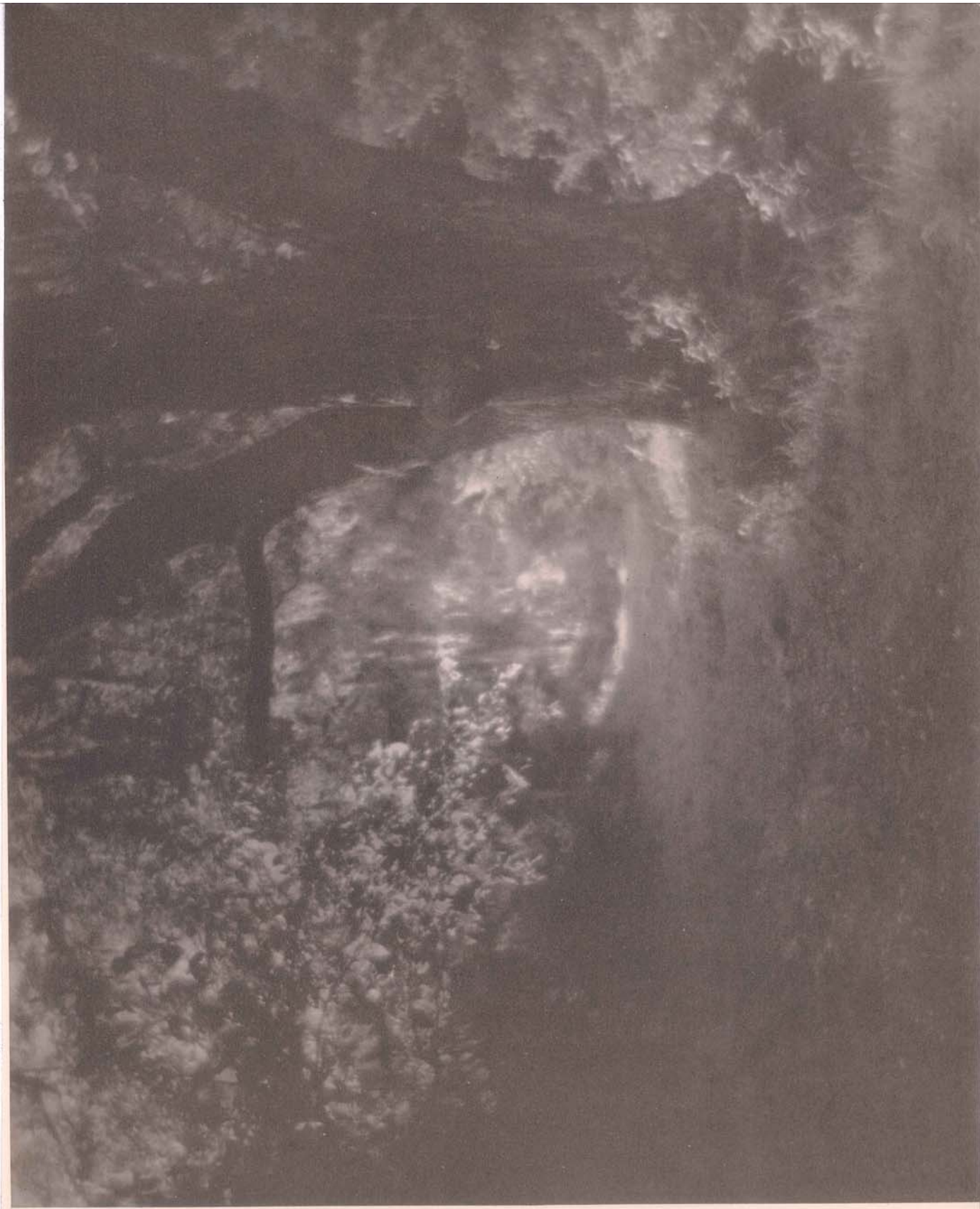


Or . . . Spring in Jefferson may call out to the creel, to the rod  
and the reel . . . and divert you from your divers work and  
worries to reduce, or at least seduce, the piscaform  
population of the parish



And then  
Summer  
scunters in  
... smiling,  
sunny and  
serene ...  
filling  
woodland  
paths with  
fairy  
patterns and  
lavishly  
tinting with  
gold the green  
sweep of  
Jefferson's  
unspoiled  
out-o-doors





Meander now  
through  
mossy lanes  
that wind  
in lazy  
peace  
to quiet  
spots  
like this  
and find  
serenity  
in  
summer  
solitude



The middle  
of the year  
in Jefferson  
... as ripely  
beautiful as  
the arrived  
maturity  
of a  
maiden ...  
when the  
bud has  
flowered  
and the joy  
of living  
is at its  
high  
noon



Then subtly  
each sun  
drenched  
path is  
filled with  
the  
mellowness of  
approaching  
Fall and with  
memories of  
two-week  
vacations,  
two-day  
weekends, or  
maybe just  
stolen  
moments of  
exultation  
out in the  
open





The Anteroom  
of Autumn:  
when the  
scattered  
leaves are the  
only symbols  
of our  
leave-taking  
of Summer,  
when only the  
raiment  
registers  
the change in  
season, when  
blue jeans  
replace the  
shorts and  
sweaters  
snuggle  
suntanned  
shoulders



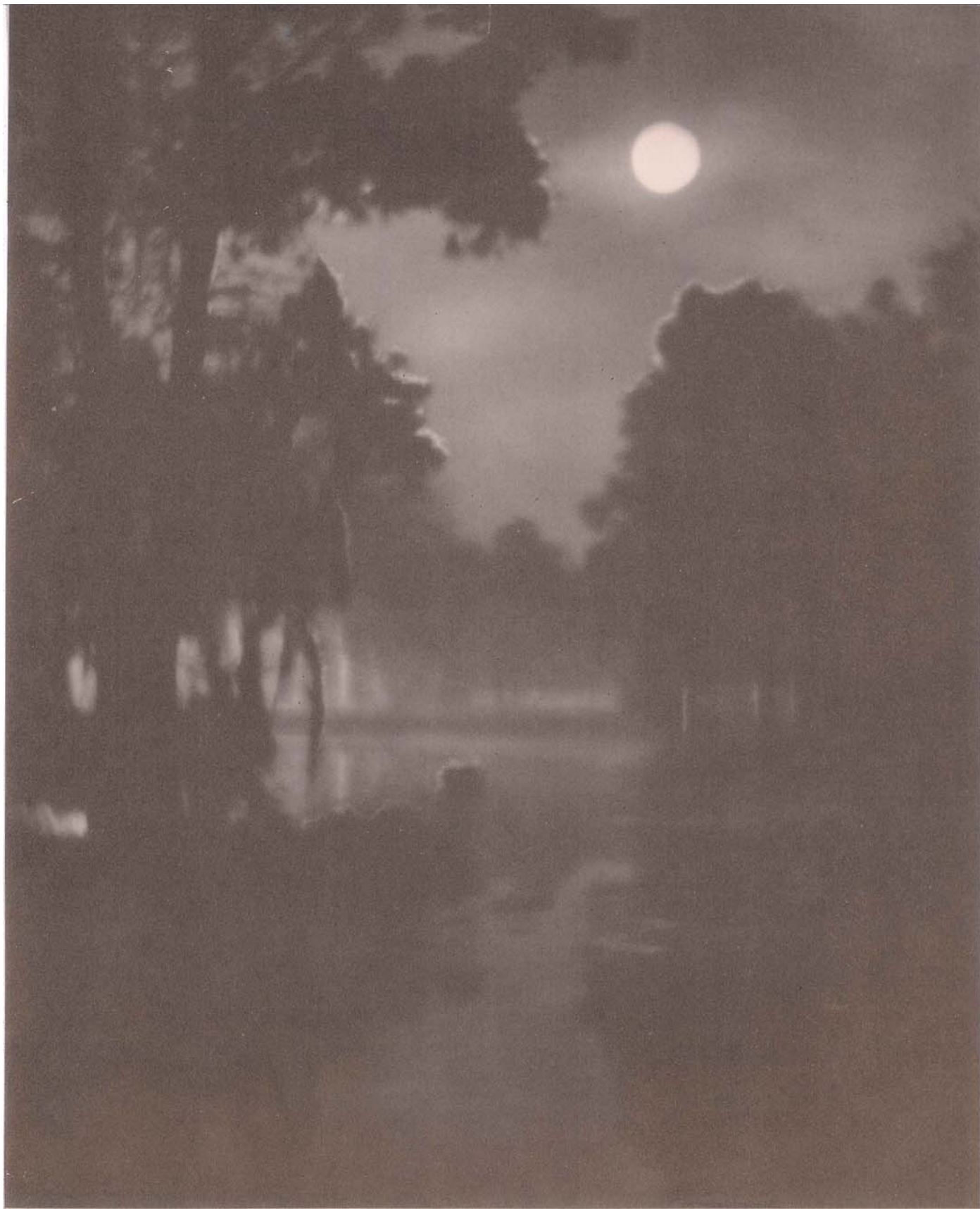
Summer is  
over! But  
Fall comes  
bringing its  
harvest of  
gifts and  
the age old  
urge to  
prepare for  
winter turns  
into industrious  
ants our  
butterflies . . .  
school bells  
ring . . . and  
the scenery  
sights for the  
merry  
laughter still  
echoing along  
its pathways







Hail to Hallowe'en and a Salute to All Saints Eve: Jefferson's Festivities  
of Fall! When witches ride before the moon and even tiny tots  
are unafraid . . . for this is the season when bayou communities congregate  
in their cemeteries and visit with the memories of their loved ones.



"The melancholy days" a melancholy poet once described them . . .  
but who can be melancholy under the tender gaze of a  
Jefferson autumn moon, with the air still soft on the cheek and  
the ear beguiled with the muted sounds of a friendly night?



Winter in  
Jefferson is  
merely Spring  
with a light  
wrap on . . .  
when the air  
is brisk  
enough to go  
hunting or  
tramping . . .  
but mild  
enough to sit  
on nature's  
foolstool  
and in  
comfort watch  
the beauties  
of its  
bayouland  
slowly reveal  
their infinite  
variety



With a  
pique and  
a paddle  
and long  
pants and a  
party of boon  
companions  
the miles of  
Jefferson's  
winter  
waterland  
will unfold  
a parish of  
beauty that  
only your own  
eyes will  
honestly  
believe





So, come . . .  
enjoy with  
us in  
Jefferson  
the luxurious  
langnor  
that follows  
a day in  
this outdoor  
leisure and  
pleasure  
land



Do you know that last year we served over half a million air passengers here at Moisant?



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Moisant, in this Sesquicentennial Year of 1953, is only eight years old. BUT its longest runway exceeds or equals the biggest landing strips in La Guardia in New York, or the fields at Newark, New Jersey, Washington, Pittsburgh or Kansas City. And, to the

best of our knowledge, was the first airport in the nation to add another vital factor of safety by restricting its runways to only scheduled passenger flights—thus eliminating the hazard of mixing the arrivals or departures of private planes with the regular flights of the commercial airlines.

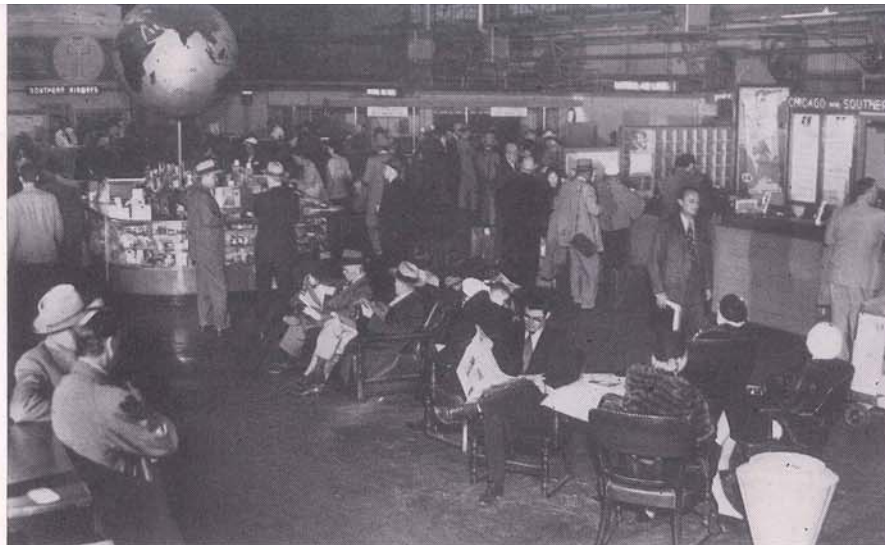
Based on the last figures available, those of 1952, Moisant this year will handle 2000 passengers every twenty-four hours, via its nine airlines: Pan American, National, Eastern, Chicago and Southern, Delta, TACA, Capital, Southern, and Braniff. To give you an idea of the job involved in handling this many people, it will take 12 million gallons of aviation gasoline this year, a payroll of about two million dollars and flight meals for 200,000 persons.



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Inside Moisant—where every hour of the twenty four this busy scene never changes—only the people.

High speed planes with cruising speeds of 300 miles an hour operate through Moisant on regular schedules to the Middle West and East, connecting via air with every important point in the land and with Latin America. Moisant's largest scheduled flight is Eastern's Super Constellation, carrying crew and passengers totaling 93.

Service is the job of the airlines, but Moisant operates on the principle that the airport's responsibility, to the best of its technical ability, IS TO MAKE THAT SERVICE SAFE ON THE LANDINGS AND TAKEOFFS. This year Moisant will initiate radar control in addition to the efficient instrument landing system now in use. In constant service is a model high intensity lighting system especially designed to penetrate fog. And recently installed was a million gallon reservoir and sprinkling system.

As a result, its safety record in its years of operation has not yet been

scratched—and neither has a passenger.

This little "air city" which serves New Orleans' air visitors operates its own barber shop, gift shop, bar, restaurant and—a recent innovation—a drive yourself service. Its only apology is that its rambling administration building, with its 35,000 square feet of space, was originally built as a temporary structure. But coming up is a new \$5,000,000 Terminal Building whose facilities you will enjoy within a year or two.

Recognized all over the nation as a model airport Moisant International's beam is one that pilots love to come in on—and which passengers take for granted, as is always the case where everything is safe, smooth and serene.

So—if you are planning to come to New Orleans during the Sesquicentennial Celebration by air we Jeffersonians will have the privilege of welcoming you first—and saying "au revoir" to you last—at Moisant.

On an average of every 12 minutes round the clock every day in the year a plane arrives or departs at Moisant.







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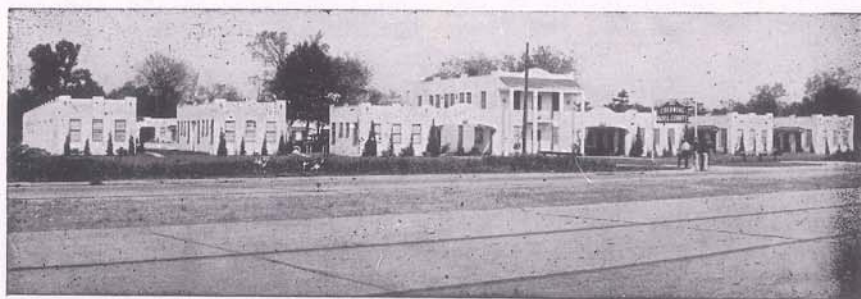
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Gathered at dawn at the Frank A. Von der Haar Hunting Club these happy nimrods fortify themselves with java before setting out on the deer hunt described in this article and which took place in Jefferson and St. Charles parishes. The author is the last hunter on the right, right next to the cook pouring coffee.

# Passing the Buck

A dissertation on the profusion of Land Game in Jefferson Parish with emphasis on the most elusive and exciting to hunt—the deer.

*By Arthur Van Pelt*

How blessed is that land where Mother Nature and mankind walk hand in hand and how happy its people in their enjoyment of the bounty that each provides.

Such lines might well be written to describe the parish of Jefferson, in South Louisiana, with its generous areas of highland and low, its fertile agricultural soils, its vast marshes and woodlands, its beautiful bayous and broad lakes—areas that stretch from eastward of the Mississippi's great channel thence southward to the very

shores and island beaches of the Mexican Gulf.

Commerce and industry are here in localities ideal for their prosperity and progress, yet near at hand are wild lands, much as Nature made them, for the recreation of all her people.

This Jefferson Parish, in South Louisiana, is one of those places where Mother Nature clings to her possessions despite the march of civilization's so called "improvements" upon her original planning. Oft' times one can step from the busy highways and streets of



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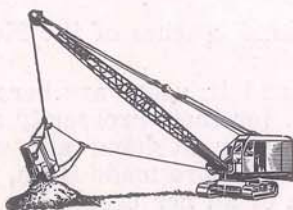
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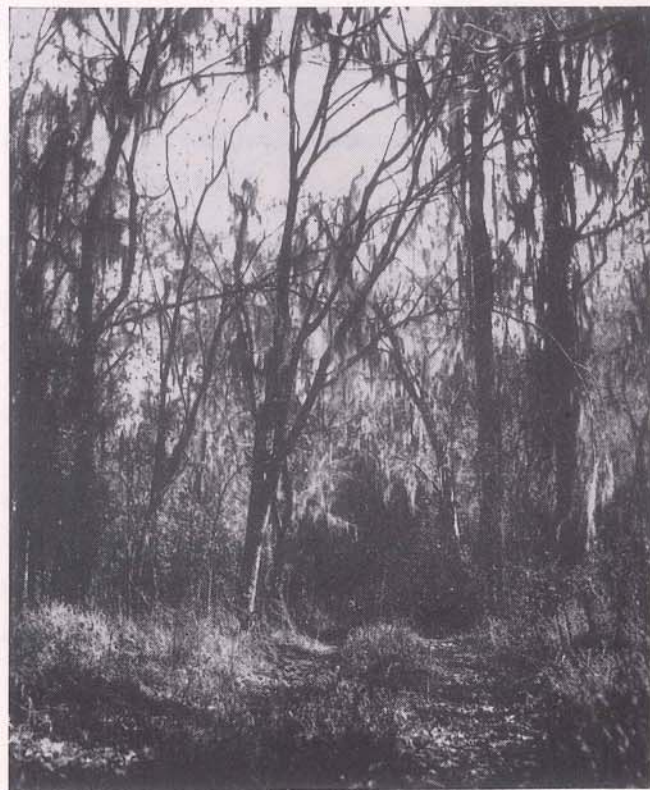
The briefing before the hunt. With warm coffee in their bellies and visions of big bucks on their mind the hunters listen while the captain outlines the strategy. Each man will later be dropped off at a location (known as a "stand") where deer are known to cross. He is then on his own—to wait patiently for hours for that one exciting split second when the buck may pass his particular spot on the drive.

her cities and towns and within a few moments be in the wilds.

History and tradition tell us that in the years gone by, wild buffalo ranged the prairies and woods of this south country just as they did on the plains of the western states. Of course, the buffalo have long since disappeared, but certainly within the memories of many still living, bears and panthers were not too uncommon here. Even today, despite the vast increase in human population, this southern country, even within sight and sound of its more thickly settled areas, is rich in furred and feathered game. Sportsmen need not fare far afield to find their sport in plenty.

As is well known, fully one-half of the area of Jefferson Parish is within the great belt of marshland that separates the interior highlands of Louisiana from the waters of the Gulf. In this marshland belt Jefferson winters its fair share of the migratory waterfowl that come southward each fall to escape the rigors of the northern winters. Less well known, perhaps, are the abundant populations of squirrels and rabbits; of rails and gallinules; of quail and doves and even of deer, that are

This is a typical deer run and hunters "stand." As you can see the odds in this maze are definitely in favor of the buck.



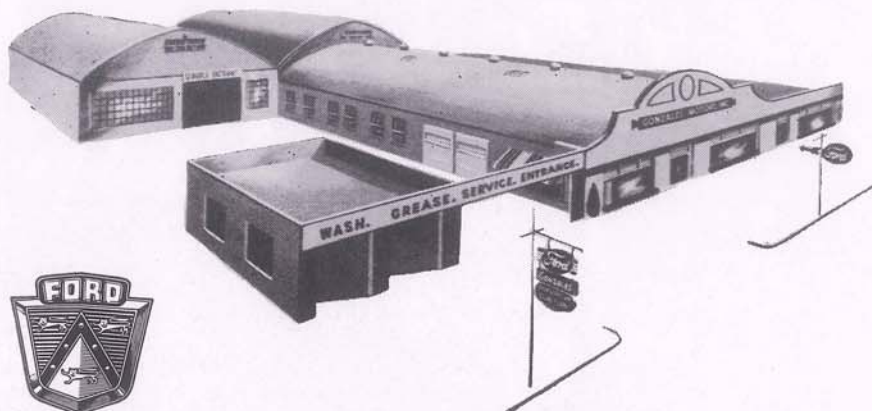


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The "picquers" or pickers of the trails also are keepers of the hounds—a pack often numbering a score or more of pure bred and highly trained deer hounds. Frequently two distinct packs are used on a hunt. The "picquers" are swampmen whose knowledge of every inch of the almost impenetrable terrain they and the deer inhabit is positively uncanny.



year-round residents of this latitude and offer the finest of sport to residents of the lower parishes and their guests.

Of late years Louisiana's population of quail has varied in numbers from "plentiful" for a long period, to "scarce" and even to "very low" some four or five years ago. Since then Nature and a great re-stocking program inaugurated and carried out by Louisiana's Department of Wildlife and Fisheries, have been successful in replenishing the stock. And once again the cheery notes of Bob White are heard again throughout the land. Jefferson now has a fair population of quail on its higher lands and at times exceptional numbers of doves.

An interesting situation exists concerning the mourning dove in all of the Deep South states. For several years

dove populations dropped perilously, owing, biologists tell us, to a disease that killed thousands of the birds. During the early Autumn of 1952, however, more doves were reported in Louisiana and Mississippi than had been seen for several years and this highly favored game bird seems well on its way to regaining its former numerical strength. Mourning doves certainly are not choosy in their selection of homeland and breeding grounds as they are known to reside and to nest in every one of the 48 states of the Union.

Rails and gallinules form a group of game birds that may well be called "border-line" species between the true waterfowl and the upland varieties. Both are summer residents in Jefferson Parish and several varieties of the rails, although not permanent residents, are



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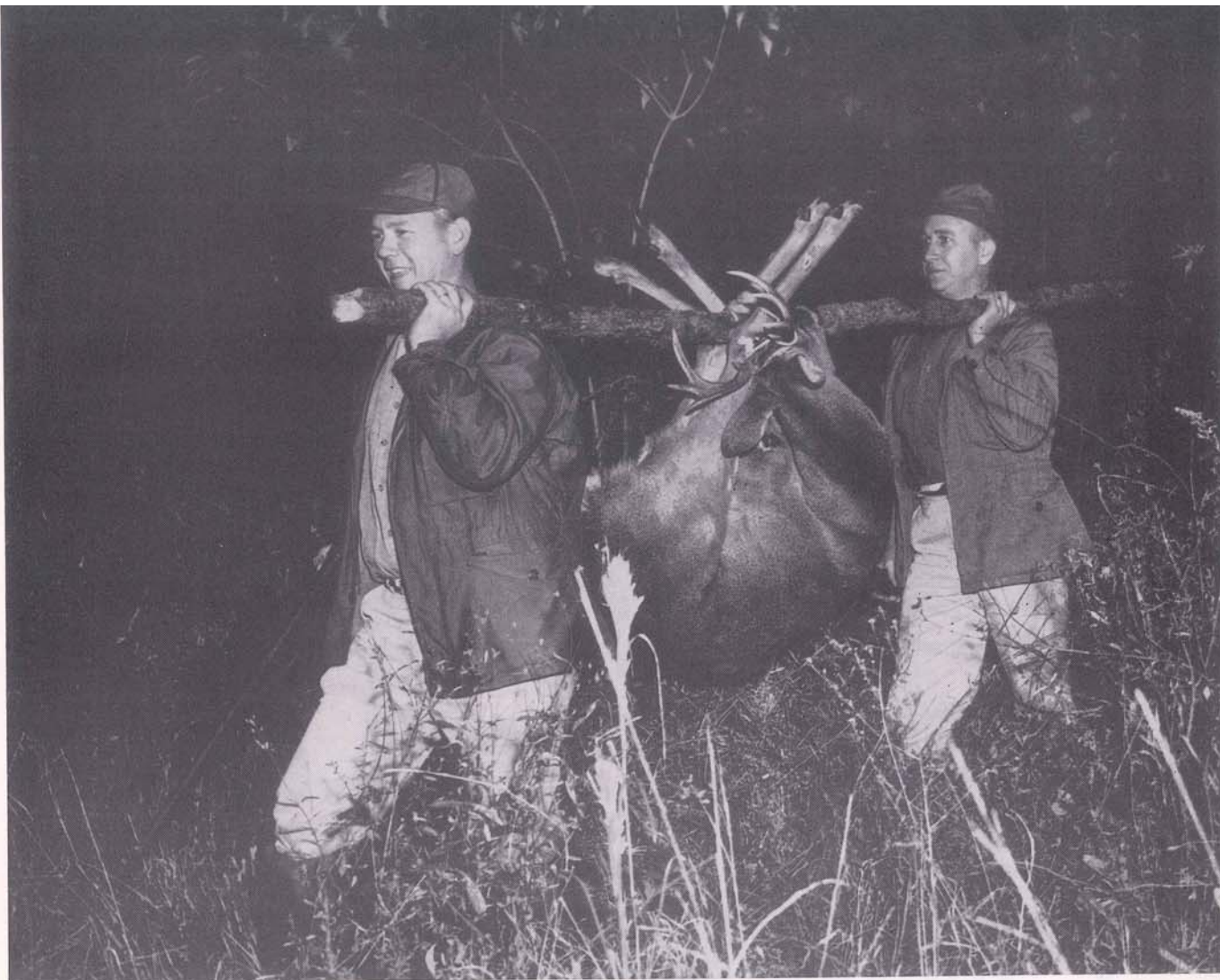
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winter visitors. All are abundant during the hunting seasons and are becoming more highly favored game during the early fall.

Oddly enough, neither rails nor gallinules—the latter more often called “blue rales” by the French speaking inhabitants—are fond of flying unless forced to do so. They are runners through the marsh grass. Perhaps this is the reason they are not better known to the sporting fraternity. But with a pair of dogs, preferably an old setter and a small spaniel, rails afford excellent sport and are exceptionally delicious eating when properly prepared.

Rabbits, especially the big marsh and swamp “cane cutters,” are abundant in every part of Jefferson and the other coastal parishes and furnish many a

great day's sport for parties equipped with packs of beagles which keep up a merry roundelay of high-voiced music, so welcome to the ear of the hunter.

During the past few years the popularity of rabbit hunting with beagles has brought about an organization of beagle owners and users:— the South Louisiana Beagle Club, which is domiciled in Jefferson Parish and which holds a series of bench shows and field trials for the little hounds each season. These trials are usually held on the broad fields and the big ranch owned by Sheriff Frank J. Clancy, between the city of Kenner and Lake Pontchartrain. During the past few years the ranch has been well stocked with rabbits especially for the advantage of entrants in the trials, the little animals being pre-



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served from general hunting at all times.

During the field trials the rabbits, of course, rarely fall victims to the little hounds. In fact, they are provided with refuge cover and safety zones to which they repair in case the going becomes too hot.

The work of the dogs is judged by their ability to find and follow the trails of the fleet footed bunnies truly and without fault, not on their ability to catch their quarry.

In spite of this smaller game at hand, deer hunting is still the greatest of hunting attractions offered. To hunters of the whitetail, other game falls into the category of much less importance. Ducks, quail, rabbits and squirrels fail to rate, in his opinion, with the chase and capture of the old mossy-head buck.

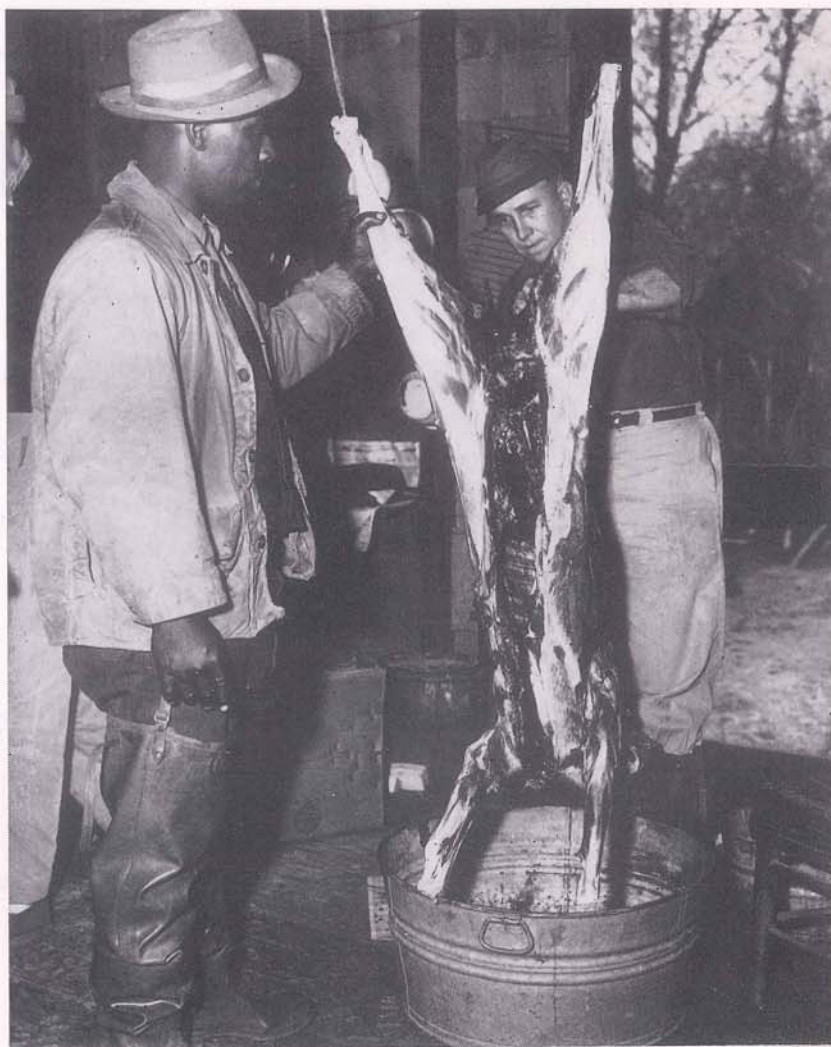
Here in the South, though, deer hunting is not the simple procedure that it is in the comparatively open woods and forests of the high, dry country above

us, where hunters armed with rifles still-hunt, stalk and shoot their deer single handed and alone.

In the thickly wooded swamps, with their heavy undergrowth of palmettos, briar thickets or saw grass, methods used in the more open terrain would pay few dividends. Louisiana hunting, that is in the coastal parishes at least, demands the combined efforts of parties of men and packs of hounds, mixed with a maximum of luck and plenty of knowledge of the habits of the quarry. Luck is necessary to catch a glimpse of the shadowy form that is, presumably, a stalwart male deer bearing antlers of legal size, and to hit that form in the fleeting instant usually allotted between its appearance and disappearance.

"I'm not sure I even saw a deer," was the mournful admission of one hunter on his first trip in a Louisiana swamp. "It looked like a deer, had antlers like a deer and left tracks like a deer, but it acted more like a ghost than anything else. I shot at it, all right, but I never

The buck is butchered! While elsewhere in the club the hunters are engaged in the customary post mortems and badinage and enjoying the drinks supplied by those who missed their "shots"—for that is the rule of the hunt.







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Another rule of the hunt is hereby illustrated. The meat is cut up and packaged . . . and then the packages are divided by lot so that each member of the party is assured some venison for the table at home.

even saw it move from where I thought I saw it. It just wasn't there any more."

Deer hunting is one sport that will long continue in the swamps and marshlands of Jefferson, Plaquemines, St. Charles and the other South Louisiana Parishes. The animals are here in goodly numbers and are protected by the type of terrain that they inhabit: thickly grown swamps and the miles of grass covered marshes that shelter the whitetails from observation and make trailing difficult for even the best of the hound packs.

Louisiana at present is credited with a population of deer numbering about 75,000 of which some 30,000 are permanent residents of the coastal marshes. It seems fantastic, especially to sportsmen from the northern states, that deer reside permanently in the almost treeless marshes along the very

borders of the Gulf of Mexico. Actually in the parishes of Jefferson and Plaquemines, which include the long peninsula forming the Delta of the Mississippi, a sub-species of the whitetailed deer live in comparative peace and safety as far southward as the mouths of the many passes through which the great river enters the Gulf.

Hunting deer successfully here in the deep South requires organization. It is usually and most successfully done by groups of hunters, many having their own large areas of territory and collectively owning packs of well trained hounds.

A typical deer hunt begins with the gathering of the hunters in early morning, usually at a club house or cabin in the vicinity of the hunting grounds. The baying of leashed hounds greets the arrival of each newcomer. Coffee awaits





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Captain of the hunt Von der Haar hands the package of deer meat he has won by lot to one of the party. Incidentally it is the Captain who blows the horn when two deer are down, announcing the end of the hunt. This is simply good conservation. Deer are hunted in Louisiana for sport, not to see how many can be killed in a day.



them inside the house where the drinking of the hot brew is accompanied by the jovial greetings of all assembled.

Hastily plans are made for the day's hunt, the placing of "standers," a process known locally as "making the barricade," and with an old head leading the way the stands, each on a known runway of deer, are occupied.

The hounds are handled by experi-

enced swamp or marshmen who await the placing of the standers before releasing the hounds to rout out and trail the bucks and, if possible, to send them on their way past the various waiting hunters.

Shots are usually soon heard; not all meaning "meat in the pot," however, for wise old deer soon learn caution and become expert at "sneaking" noiselessly



And finally the toast to the fine buck they bagged, to the hunter who bagged it and to the sport itself . . .



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past the barricades, even with a minimum of sheltering cover. Shots off' times are taken when the barest possible glimpse of a fast moving deer are gained and, in most of the areas in which deer populations remain high, the advantage is largely with the deer.

"Hunting deer in your Louisiana swamps is very much like woodcock shooting in a briar thicket," declared a northern visitor, familiar with the hunting in his own home state far to the North but who had always underestimated the sport in the South. "Your southern whitetails are marvels at silent speeding through the swamp jungles and I can see plainly that still-hunting as we know it, would never get any meat."

With all its ruggedness as a sport of the swamps and marshlands, standing for hours in the piercing cold of damp surroundings and with odds against

your even seeing a deer, Louisiana deer hunting is one of the royal sports, engaged in by men in all walks of life who share equally in the physical work required, ask no odds as regards the selection of stands and enjoy the hunts when success evades them just as they do those when fortune smiles. It is a game for sportsmen, by sportsmen.

With its wide range of outdoor sports, with open hunting for one kind of game or another over a period of nearly five months out of each year and fishing the year round, the South Louisiana Parishes are among the most favored spots in the entire country for outdoors-minded folks. And with the constantly growing tendency of Americans to live and enjoy the out-doors life, combined with a growing interest in maintaining the wildlife populations that such outdoor life may continue, the prospects seem good for its continuance for many years to come.



In the main room of the Club (whose walls are covered with the trophies of many former successful expeditions) the party gathers together for the final photographic record of another group of men, who have come from every walk of life and for miles around for a day of Louisiana's most exciting outdoor sport—deer hunting.



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## THE SHERIFF'S POSSE OF JEFFERSON PARISH



Out of the "West" (west of New Orleans, that is) comes riding, whenever there's a parade, the colorful centaurs of the Sheriff's Posse.

Eighteen superbly mounted and splendidly caparisoned horsemen, expert riders the old West would have welcomed, they are one of the proud possessions of Jefferson Parish.

The "Posse" was organized and deputized by Sheriff Frank J. Clancy as a non-profit organization (and, incidentally, at no cost to the taxpayers, as each man equips himself and his mount and rides at his own expense) primarily to represent the Parish of Jefferson at the openings of horse shows, at celebrations and parades all over the country, and to publicize the home of golden palominos. The "Posse" is also subject to call by the Sheriff for any military or police duties required under his oath of office.

The organization set-up includes Sheriff Clancy as Grand Marshal, Bob Landry as Captain, Francis Landry as First Lieutenant, George Falgout as Second Lieutenant, Don Henry as Riding Lieutenant and Sergeant-at-Arms, Edward Chassaniol, Jr., as Secretary

Above is the Sheriff's Posse "ready to ride" and below is its founder and Grand Marshal, Sheriff Frank J. Clancy.





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The Sheriff's Posse photographed from a French Quarter balcony as it rode recently in the celebration of "A Night in Old New Orleans"—an annual feature of the Spring Fiesta.

and Treasurer, and Posse members Arthur Allemond, Bill Maris, N. B. Danigole, T. B. Martin, Harry Post, Charles Bertucci, A. J. Blaum, Tony Cuccia, William Terrell, Vick Michell, Glynn Ortego, F. A. Keller and Mike Passantino.

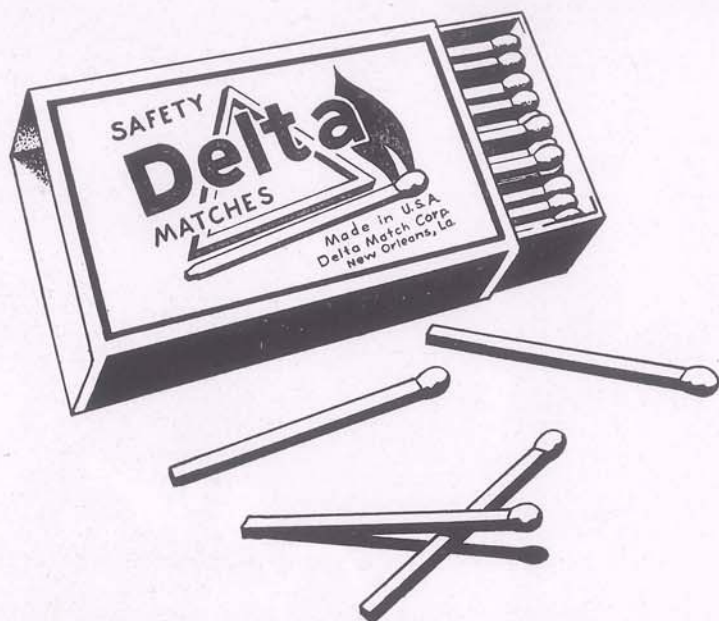
The Spaniards brought the horse to America and America took it to its wild, unconquered heart. The American Indian hunted the buffalo bareback on wiry, untiring mustangs. We won the West with the six shooter and a saddled Western pony. The horse is as American as apple pie . . . and a troop of horsemen coming down the street will still lure the small boy and the red blooded man and the eternal woman who instinctively loves the proud beauty of a spirited steed, away from a parade of the newest models in motor cars.

Long live the Horse! A bit of American beauty on the landscape we nostalgically remember. Long live the Sheriff's Posse! which periodically brings back our picturesque past.

Captain Bob Landry of the Sheriff's posse showing in close-up the attire of horses and riders.







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During the past year we have been hard at work on a \$25,000,000 expansion program to increase as rapidly as possible the nation's supply of the essential and versatile mineral—sulphur.

Here are some of the things we accomplished during 1952:

1. Production of sulphur from our existing mines at Grande Ecaille in Plaquemines Parish and at Hoskins Mound, Texas, was increased to a new record of almost 1,700,000 long tons. This is 2½ times the output realized before the war.

2. We completed construction and placed in operation in November the world's first floating sulphur mine at Bay Ste. Elaine in Terrebonne Parish. It incorporates the most advanced techniques for mining sulphur in tidewater areas.

3. Construction continued at a rapid rate at our Garden Island Bay project in Plaquemines Parish. This is the largest single sulphur development undertaken in nearly 20 years and when it is completed around the end of 1953, production is expected to be 500,000 long tons a year.

4. Construction also got under way at Nash Dome near Houston, Texas, where we are opening a smaller sulphur deposit. When completed in 1954, this and the other three projects will add more than 750,000 long tons to our yearly output of sulphur.

5. We continued our extensive program in search of new sources of sulphur not only in salt dome deposits but in other sources as well. This search will be pressed in the coming year.

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