



JEFFERSON PARISH POLICE JURY — MEMBERS AND OFFICERS

Seated, from left: R. J. Barrus, Ward 7, Suburban Acres; Robert Ottermann, Ward 7, Southport; William E. Strehle, Ward 2, Gretna; John W. Stone, President Pro-Tem, Ward 1, Gretna (McDonoghville); John J. Holtgreve, President, Clerk; Mrs. Dolores H. Gonzales, Clerk, and Mrs. Janet R. Percle, Clerk.

Standing, from left: Le Roy L. Hall, Ward 8, Metairie; Sam Reeks, Publisher, Official Journal; Wilfred Berthelot, Ward 5, Waggaman; Nolte I. Ludwig, Ward 11, Grand Isle; Leon Nunez, Ward 6, Lafitte; Russell Ledoux, East Bank Road Superintendent; George Louis Ladiner, Ward 9, Harahan; Sam P. LeBlanc, Ward 10, East End; Jacob D. Giardina, Ward 4, Marrero; Ernest Riviere, Ward 8, Metairie; Sidney Pertuit, Ward 4, Westwego; Everett Roessle, Parish Engineer; John G. Fitzgerald, Ward 9, Kenner; Alvin E. Hotard, Parish Engineer; Jessie J. Breaux, Ward 3, Gretna; Leon Fink, Sr., Parish Treasurer; Dave Dabria, West Bank Road Superintendent; and John W. Falcon, Ward 4, Marrero. G. Ashton Cox, Publisher, Official Journal, was unavoidably absent at the time the picture was taken.



Aerial view of new Plymouth
Cordage Company plant in
Jefferson Parish, Louisiana

PLYMOUTH CORDAGE COMPANY

600 Pontchartrain Drive, Jefferson Parish, New Orleans

MANUFACTURERS OF

ROPE • BALER TWINE • BINDER TWINE • TYING TWINE
TWISTED PAPER PRODUCTS

ESTABLISHED 1824

STAUFFER CHEMICALS

For

Agriculture and Industry

SULPHURS (All Types)

Spraying
Dusting
Rubbermakers

BORAX

CARBON BISULPHIDE
CARBON TETRACHLORIDE
CAUSTIC SODA
CHLORINE
INSECTICIDES
FUNGICIDES



SILICON TETRACHLORIDE
SULPHUR CHLORIDE
SULPHUR DICHLORIDE
TARTAR, CREAM OF
TARTAR EMETIC
TARTARIC ACID
TEXTILE STRIPPER
TITANIUM TETRACHLORIDE
TITANIUM TRICHLORIDE

STAUFFER CHEMICAL COMPANY

NEW YORK; CHICAGO; HOUSTON; WESLACO, TEXAS; APOPKA, FLORIDA
HARVEY, LOUISIANA

JOHN L. LAURICELLA, SR.

HANK LAURICELLA

JOHN L. LAURICELLA, JR.

John L. Lauricella & Sons

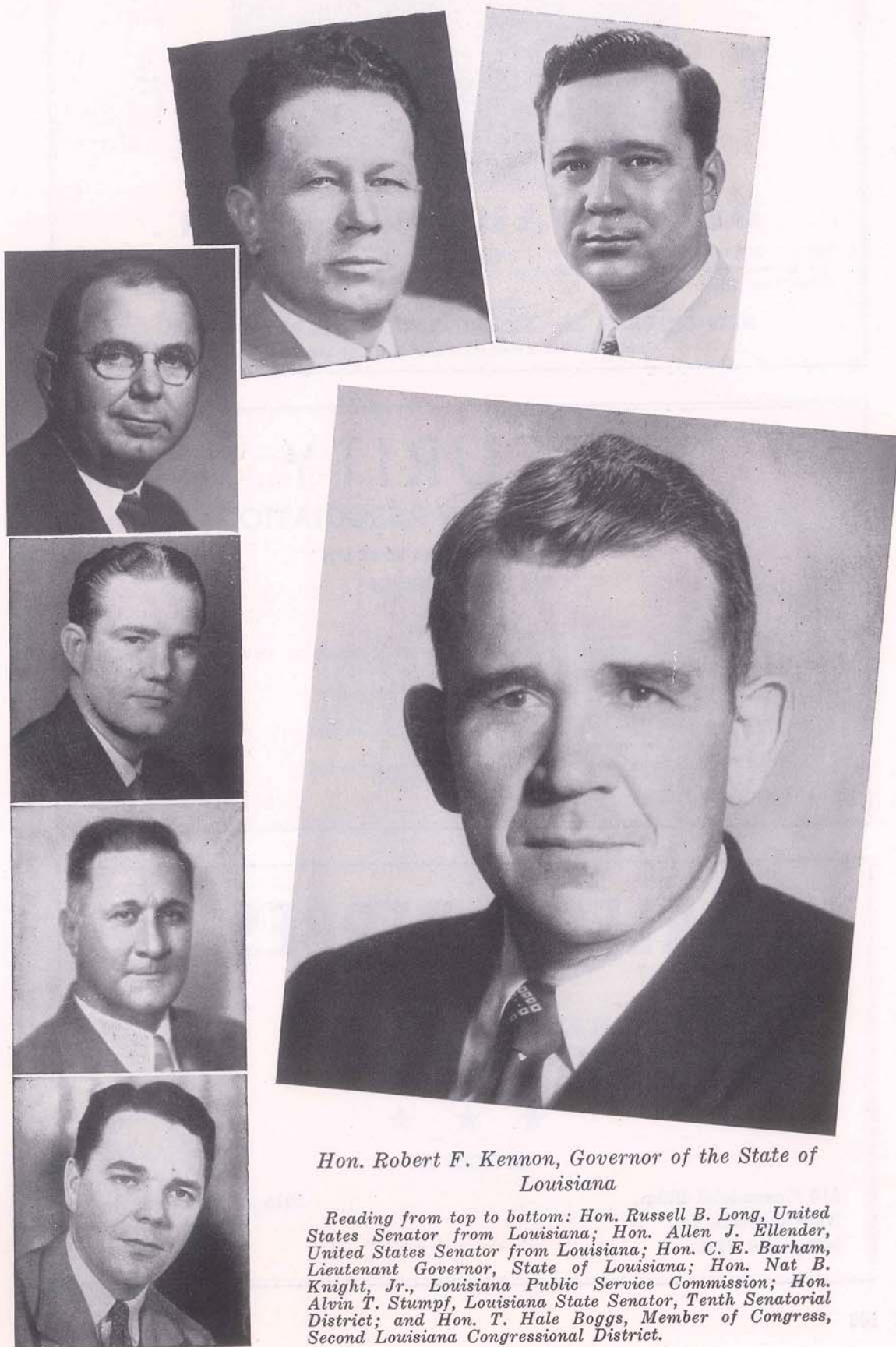
"DESIGNERS AND BUILDERS OF ALL AMERICAN HOMES"

5800 Airline Highway

New Orleans 20, La.

NEW ORLEANS, LOUISIANA

FEDERAL, STATE AND DISTRICT OFFICIALS



Hon. Robert F. Kennon, Governor of the State of Louisiana

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



DIXIE CARRIERS, INC.

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

—Offices Located at—

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

Members of The American Waterways Operators, Inc.

SECURITY BUILDING & LOAN ASSOCIATION

"A SAVINGS INSTITUTION SINCE 1893"

344 Baronne Street

HOME LOANS

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

SAVINGS

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

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

JOS. J. MIRANNE, President

ADAM JUNKER, Secy.-Treas.

CHARLES J. DERBES, Jr.

REALTOR

**REAL ESTATE
INSURANCE**



—OFFICES AT—

514 Carondelet Bldg.,
New Orleans, La.
MAgnolia 6282

2015 Airline Highway
Kenner, La.
Kenner 4-3661

PARISH OFFICIALS



Hon. Frank J. Clancy, Sheriff

Reading from top to bottom: Hon. William L. Klause, Clerk of Court; Hon. Vernon J. Wilty, Assessor; Hon. James E. Beeson, State Representative; Dr. Francis T. Gidman, Coroner; Hon. John W. Stone, President Pro-Tem., Police Jury; and Hon. John J. Holtgreve, President, Police Jury.



601
MADISON
STREET

GRETNAL
LA.

PHONE
ALGIERE
4332

JOHN W. STONE
SHELL OIL DISTRIBUTOR

CLAM SHELLS

Reef Shells

BALDWIN
HOUMA

LOCKPORT
THIBODAUX

WYANDOTTE (Morgan City)

LEFTWICH COMPANY, INC.

TUlane 6121

P. O. Box 467

434 California Building

New Orleans, La.

J-M EXPANDS WITH THE INDUSTRIAL SOUTH

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

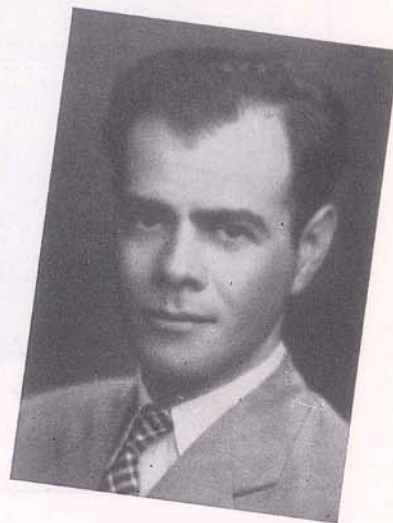
The Johns-Manville Marrero plant has created an annual payroll of over \$2,500,000 and more than 950 good jobs while spending \$2,450,000 each year for Louisiana raw materials, supplies, power and freight. These expenditures have helped provide jobs in many other industries and have contributed to an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

*Reg. U.S. Pat. Off.



Johns-Manville

Serving Homes and Industry Since 1858



COURT OFFICIALS

Top left: Hon. Leo W. McCune, and top right: Hon. L. Julian Samuel, Judges of the 24th Judicial District Court; top center: Hon. L. Robert Rivarde, Judge Ad Hoc, 24th Judicial District Court.

Bottom Center: Hon. Frank H. Langridge, District Attorney; bottom left: Hon. Waverly A. Henning, and bottom right: Hon. Nestor L. Currault, Jr., Assistant District Attorneys, 24th Judicial District Court.





JOHNNY'S BAR & POOL ROOM

JOHN W. FALCON, Prop.

549 Ave. A.

MARRERO, LA.

GULF FUR CO.

WILFRED BERTHELOT, Field Manager

FURS, PECANS

and

ALLIGATOR HIDES

513 CONTI ST.

RAYmond 2625

NEW ORLEANS, LA.

SIDNEY PERTUIT

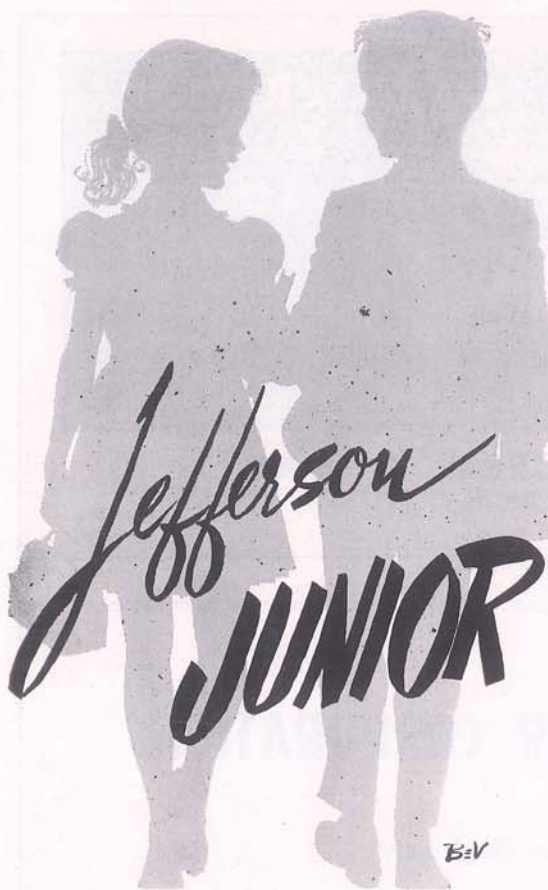
Wego Insurance Agency

PERTUIT REALTY CO.

550 AVENUE B

EDison 1761

WESTWEGO, LA.



*By Mrs. A. C. Alexander, President
Jefferson Parish School Board*

This article is dedicated with deep respect to Thomas Jefferson, the man in whose honor our parish was named—the man who was the father of public schools in this great nation of ours. So important did he consider education that when he wrote his own epitaph (which you may see someday on the gray granite obelisk that marks his grave at Monticello) he proudly reminded posterity that he had founded the University of Virginia, but ignored the fact that he had been President of the United States.

When this school year began back in September more than 34½ millions of American children and adults enrolled in the nation's public and private schools, colleges, universities and other educational institutions. This means that over one-fifth—over 20%—of our total population is now in training for the future.

Set this imposing statistic alongside the critical fact recognized by every clear headed American: that the next ten or twenty years will decide the fate of our way of life in the world, that these young people now being trained will soon step into our shoes and will dominate that decision. Then and only then do we realize how important is the school system of our each and every community. At no time since our country began have schools been so fought over and thought over.

In this year of 1953—the 150th anniversary of our beginnings in Louisiana as a part of the United States—the parish of Jefferson, where was opened in 1842 the first free public school in the state of Louisiana, is proud to report to its own citizens and the rest of the nation its preparedness in the field of education.

For the past two years in these pages of the REVIEW we have kept you posted on the new school buildings being constructed, on the remodeling and enlarging of older buildings and on the physical plans for the future. As these words are being written we are informed by the architects that the two new CONSOLIDATED HIGH SCHOOLS (one on the East Bank and one on the West Bank) will be under construction this year, costing over a million dollars apiece. As fast as we have been able we have converted the bond issue granted us in 1949 by the voters of Jefferson Parish into new or modernized schools for our rapidly increasing population.

JEFFERSON JUNIOR this year numbered over 16,000 enrolled in our public schools. This figure reveals that during the short period of summer vacation our school age and school inclined population had increased by 1200. Our steady building program is barely and just keeping pace with the influx of new pupils streaming into our classrooms. But in comparison to the national picture of too few schools, too few teachers and overcrowded conditions everywhere the foresightedness of Jefferson Parish in the decision to begin



NUNEZ GROCERY & BAR
HARDWARE — MARINE SUPPLIES

Lafitte 5104

LAFITTE, LA.

THE STUDEBAKER CORPORATION

1025 Airline Highway

KENNER, LOUISIANA

PARTS AND ACCESSORIES DIVISION

SHERWOOD'S

WHITE MINERAL OILS — PETROLATUM — PETROLEUM SULFONATES

Medicinal U.S.P., N.F. and Technical

U.S.P. and Technical

Refined in Several Grades

SHERWOOD REFINING COMPANY, INC.

REFINERS OF PETROLEUM SPECIALTIES

General Offices

ENGLEWOOD, NEW JERSEY

Cable Address:

"SHERPETCO ENGLEWOOD, (NEWJERSEYUSA)"

SOUTHERN DIVISION — GRETN, LA.

Established
1920

REFINERIES:
Gretna, La., Karns City, Pa.,
Warren, Pa.

The daily flag raising ceremony in which the entire parish is represented here by the pupils of J. C. Ellis School . . . as symbolic of our pride in the American way of life as the flag raising at Iwo Jima was symbolic of our aroused ability to protect it.



building several years ago is something in which we can all take our individual share of pride.

We are holding our own in the building of buildings. Now it is time to report what we have been doing and are doing in the building of boys and girls.

The purpose of education is to train the brain to think, not to overload the memory; to strengthen the mind and give it confidence to make right decisions, not to crush it under an accumulation of unusable and indigestible facts. In Jefferson Parish it is our belief that here in America education is the training of the individual to become all he is capable of becoming.

In the school curriculum the three R's still retain their fundamental importance. What is a man worth who cannot read and write and do his sums? But added to these subjects and coordinated with them so that a fully rounded, thoroughly grounded self reliant citizen and individual emerges are the social studies and science (let us not forget that in this modern world of

radar and electronics and jet propelled transportation a fundamental grasp of science is as necessary as the ability to read). The playground and physical education is each given its proportionate part, together with studies in health and safety and recreation, in producing a healthy, happy youth as well as an intelligent one.

Music, dramatic arts and crafts also have their allotted percentage of each classroom day in which the school has the opportunity to build Jefferson Junior.

In the high school years, those vital years just before emerging into the world of work and responsibility the pupils are encouraged to find their natural niche, so that they will emerge not merely with brains trained to think but also ready to create for themselves a self sufficient place in whatever community they become a citizen. To that end—in addition to the straight academic courses—all high schools offer training in manual arts, home economics, music and commercial courses.



JESSE J. BREAU

BARBER

WEYER AT 5th STREET

GRENA, LOUISIANA

J. RAY McDERMOTT & CO., INC.

Engineers and General Contractors



EDison 5611

HARVEY, LA.

JESSE R. JONES

BUILDER and DEVELOPER

22 YEARS IN JEFFERSON PARISH

BETZ PLACE

WILLIAM DAVID PARKWAY WEST

WILLIAM DAVID PARKWAY EAST

FERNDAL SUBDIVISION • SENA DRIVE

CEdar 8611

1125 Metairie Road

METAIRIE, LOUISIANA



GRAND ISLE AUDUBON JUNIOR CLUB

Nearly 43 years ago, Mrs. Russell Sage, shocked by the widespread slaughter of robins during a trip South, gave \$15,000 to the National Audubon Society to start the first Audubon Junior Club. She believed, and has since been proved right, that the organized nature education of children was the most effective way of preserving American songbirds. Today, all over the world, there are 9,000,000 boy and girl members, and here in the school yard at Grand Isle are members of our active Grand Isle Audubon Junior Bird Club, located on one of the continent's main flight routes for migratory birds and one of the finest spots in the nation to study their habits.

On each side of the river—so that all may be served—is a school for the individual attention of crippled children, a place where by specialized training they may play their proper part in their future community.

From the time he or she enters school, the pupil is trained not only to absorb knowledge but to be absorbed as a responsible citizen in the community which someday will be home. The athletic fields teach them sportsmanship. The school safety patrols teach them consideration of their fellow beings. The Friday morning assembly periods, when art and music and dramatics are presented by the pupils themselves, teach them self reliance and self confidence. The entire school system based on the stimulation of interest, teaches them to select for themselves their future lifework.

At the top, responsible for appropriations and policy, is the School Board and the Superintendent and his assistants.

Following through are the hardworking and earnest staff of teachers upon whom the community imposes so much responsibility and returns so little thanks, who study and train and work late at nights for the reward of falling in love each year with a group of mischievous youngsters, one of whom someday may be another Jefferson, the President of the United States.

When all these understand what the other is doing, when each realizes the problems of the next, when the entire parish works together to build not only buildings, but boys and girls, then there is no worry about these next twenty years.

There can exist no Communism where there is community-ism. That is why the Jefferson Parish School Board is pleased to make this brief report and issue, at the same time, an invitation to every parent, citizen and visitor to keep faith in—and especially to keep faith with—Jefferson Junior.



24 HOUR WRECKER SERVICE
WE REPAIR ALL MAKES OF CARS
AND TRUCKS

JEFFERSON MOTOR CO.
PONTIAC DEALER — GMC TRUCKS
CALL EDison 5627 MARRERO, LA.



DELTA PETROLEUM COMPANY, INC.

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

Cable Address
"DELOLUBE"

Post Office Box 7335
New Orleans, Louisiana

CULLEN C. SCHOUEST, Pres. and Mgr.

Buy From Your Neighborhood Dealers and Proudly

WHOLESALE



RETAIL

ONLY LOCALLY OWNED ICE CREAM PLANT IN JEFFERSON PARISH
HOME DELIVERY FOR ALL OCCASIONS — SPECIAL ORDERS

Half Gallons — Ol-Style Bulk — Cups and Novelties

TE 7781

340 BROOKLYN AVE.

TE 3328

Miss Jefferson Junior, as part of her diversified education, learns how to be a future homemaker. Home Economics Class at the Gretna High School includes, left to right, Geraldine Danos, Dolores Penn and Joan Loyacano. Dolores won the 1952 Yamboree Contest in Jefferson Parish and competed in the finals at Baton Rouge. A Yamboree Contest, incidentally, includes preparing recipes for sweet potatoes.



Poise, self confidence and the individual development of each child's personality are encouraged early in the Jefferson School System, starting with extemporaneous classroom playlets such as portrayed here by First Graders of William Hart School, dramatizing a Mother Goose rhyme.





—RATES—

MAY 1 to SEPT. 30
\$7.00 PER DAY

OCT. 1 to APR. 30
\$5.00 PER DAY

•
ALL ROOMS
WITH BATH

•
N. I. LUDWIG
Phone 3261
GRAND ISLE, LA.

OLEANDER HOTEL

On the Gulf of Mexico

Petco Corporation

New Orleans Refinery

MARRERO, LA.

GASOLINE, KEROSENE, DIESEL OIL AND FUEL OIL



DINING AND
DANCING
NIGHTLY

Choice Steaks
and Chicken

AIRLINE HIGHWAY
AT KENNER

—
No Cover
No Minimum

—
KENNER 4-9123

—
ED D'GEROLAMO,
Prop.



Patient and understanding teachers work with the physically handicapped children, giving each one the particular personal guidance required, striving to prepare them to also take their respective and respected places in the coming world of adults. Shown here is such a class at Gretna Elementary School under the direction of teacher Mrs. Doris Hattier.

In the Jefferson Junior World of Sport we present the student body of Westwego High preparing for the big bonfire that preceded the homecoming game between their own "Spartans" and Marrero's "Mustangs." Who cares who won! Remember, it's not the winning that counts, but how you play the game.





AIR CONDITIONING
REMOTE CONTROL
ELECTRICAL APPLIANCES

Hall Electric

311 Ware St.

Certified Electrical
Contractor

Orleans—Jefferson

CEdar 8323 Dial 21-4-2831

ALL TYPES OF ELECTRICAL
INSTALLATIONS AND
REPAIRS

Immediate Attention to
Emergency Calls

Marrero Land & Improvement Assn., Ltd.

REAL ESTATE

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

EDison 6641

Jefferson Parish

MARRERO, LA.

• Complete Automobile Service Under One Roof

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

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

Auto PAINTING and
REPAIRING CO., Inc.

24 HOUR GAS OIL EMERGENCY SERVICE

H. L. "BOB" BOYLE, 1725 DUFOSSAT AT DRYADES JA. 4801
Pres. & Gen. Mgr.

"Assume the posture, Freshmen!" And so, since time immemorial the stately seniors exact their full share of obeisance from the lowly plebes . . . enacted and enjoyed in this particular instance by seniors Barbara Pennington and Jewell Vegas of Westwego High. The Freshmen are too lowly, of course, to identify.



Long they've studied and prepared . . . and now they are in the upper bracket of scholastic achievement. They ARE JUNIORS, and have the right to wear the symbol of their dignity and the reward of their perseverance. This was the great day at Marrero High this year, as Principal William Justice distributed the class rings.





ROY DUPLÉCHIN'S SUPER STORE

FRESH MEAT — POULTRY
MARRERO, LA.

545 Avenue A

EDison 9303

Southern Tavern

RESTAURANT, LOUNGE & BAR

3375 AIR LINE HIGHWAY



W. H. NICHOLAS

TEmpLe 9171

TEmpLe 1561

C. VITRANO

W. R. TOLEDANO

N. VITRANO

MOISANT SERVICENTER

GASOLINE—AUTO REPAIRS—STORAGE—PARTS
DODGE AND PLYMOUTH DEALER

Airline Highway

Dial 21-4-3017

Kenner, Louisiana



Let's walk in on a Jefferson Junior American History Class, the one conducted by Professor Henry Truxillo in Harahan, for instance. Observe how, by building scale models with their own hands in connection with the current assignment on the early American Indian, the pages of history come to life before their eyes. No longer is it just required reading, but an actual visit back there with Pocahontas and Chief Pontiac and the Last of the Mohicans.

And then there's Science and Health lessons! Here Mrs. L. Belisle of Deckbar School proves to her class the value of correct nutrition. They have been feeding white mice a particular diet and have been watching and charting the results. Teaching by doing!



PONTCHARTRAIN LUMBER CO., Inc.

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

RED CYPRESS AND YELLOW PINE MILLWORK

PAINT AND BUILDING MATERIALS

Admiral Radios and Television — Electric Refrigerators—Electric Appliances

P. O. Box 9146

METAIRIE 20, LA.

TEmples 2894

KELLER CONSTRUCTION CORP.

7900 PALM STREET, NEW ORLEANS, LA.

GENERAL CONTRACTORS

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

Southern States Equipment Co.

SALES AND RENTAL CONTRACTORS EQUIPMENT

425 Celeste Street

New Orleans, La.

STRATTON-BALDWIN CO., INC.

Wholesale Hardware

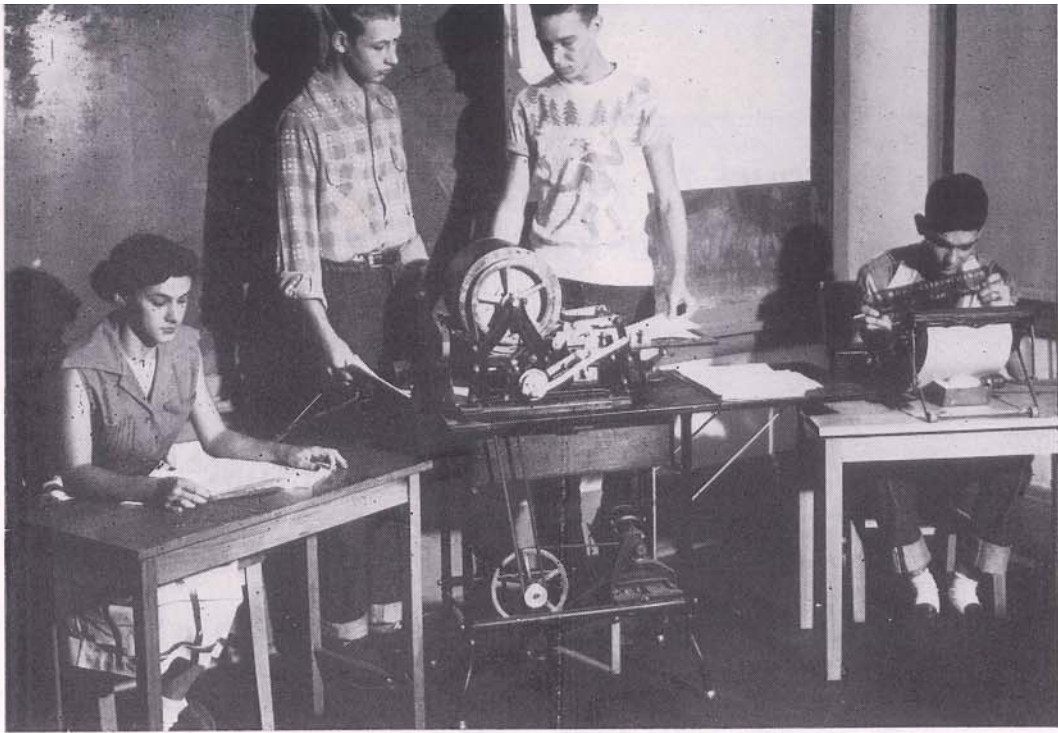
Distributors

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

Admiral Radio & Television

700 TCHOUPITOULAS STREET

NEW ORLEANS, LA.



The editorial staff of Kenner High's "Campus Chatter" prepares to put an issue to bed. Kay Schneckenburger, Editor-in-chief (left) reads a last minute insertion; Production Managers Robert Ruiz and George Lund prepare to run; and staff artist Arthur Adams cogitates over the proper spacing of a headline.

In Mrs. Morgan's Class at Bridge City School four of her tiny tots demonstrate the interest developed in reading when it is accompanied by creative art. The mind translates to the fingers what the eyes have transmitted to the brain. We adults call this Visual Education. These kids call it fun.



*MB is proud to join in
the year-long celebration of*
The Louisiana Purchase

**MAISON BLANCHE
CARROLLTON**

PENDLETON'S

In Business Since 1920

Detectives

Patrol Service

Watchmen & Guards

Radio Equipped Patrol Cars

KEELER LIE DETECTOR SERVICE

OFFICES NEVER CLOSED
REPRESENTATIVES EVERYWHERE

WHITNEY BUILDING
PHONES RAYmond 3341-3342

R. W. MAYRONNE, President

MAYRONNE LUMBER & SUPPLY CO., INC.

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

Distributors of

JOHNS-MANVILLE RIGID ASBESTOS SHINGLES

EDison 1605

MARRERO

BULK LIQUID STORAGE

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

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

**Drayage — Bunkering
Car Loading and Unloading**

DOUGLAS PUBLIC SERVICE CORPORATION

BULK LIQUID TERMINAL, MARRERO, LA.

EXECUTIVE OFFICES
625 Third St.
SAN FRANCISCO

118 N. FRONT STREET
2 Broadway
NEW YORK

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



Time to eat! One of the most popular sessions in the entire school curriculum is indicated by this lunch period at Rose Thorne School at Crown Point. The participants were much more interested in the menu than they were in the photographer.

Part of the fleet of Jefferson Parish school busses that safely transport Jefferson Junior to and from the various schools.



METAIRIE SAVINGS BANK AND TRUST COMPANY

TWO OFFICES FOR YOUR CONVENIENCE

Main Office
3383 AIRLINE HIGHWAY

Jefferson Branch
3133 JEFFERSON HIGHWAY

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**All Rooms Tile Bath and Telephones
Beauty Rest Mattresses**

ROSSI MOTEL COURT

S. ROSSI, Owner

2800 AIRLINE HIWAY — HIWAYS 51 - 61 TEMPLE 6314
One Mile West of New Orleans, La.

MANY ADVANTAGES

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

Where else can you find all these advantages?

**Chamber of Commerce
of the New Orleans Area**

General Outdoor Advertising Co. INCORPORATED

ALFRED D. DONNAUD, Mgr.
NEW ORLEANS, LA.

POSTER DISPLAYS

PAINTED BULLETINS

Neon Signs and Electrical Displays

Phone GAlvez 3176

3900 Tulane Ave.



Above: The J. C. Ellis School in Metairie, showing the modern, functional construction of this building and giving an idea of its size.

The middle picture is the Gym of Kenner High School, one of the centers where Jefferson Junior acquires a healthy body and learns sportsmanship—two great American attributes.

Below: the newly constructed Elm Grove School for Colored Children in Harvey. Notice the emphasis on plenty of daylight in the schoolrooms.



FROMHERZ ENGINEERS

STRUCTURAL—CIVIL—SANITARY

823 ½ Poydras Street

New Orleans, Louisiana

HARVEY CANAL LAND & IMPROVEMENT CO.

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

Industrial Sites

Residential Sites

Farm Land

Office 222 Bourbon St.

Phone RAymond 6480

New Orleans, La.

S. B. Stewart, Jr., Secretary

TEmples 4455—2418

W. A. WEAVER

Bert Weaver Materials, Inc.

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

2700 Airline Highway — Jefferson Parish

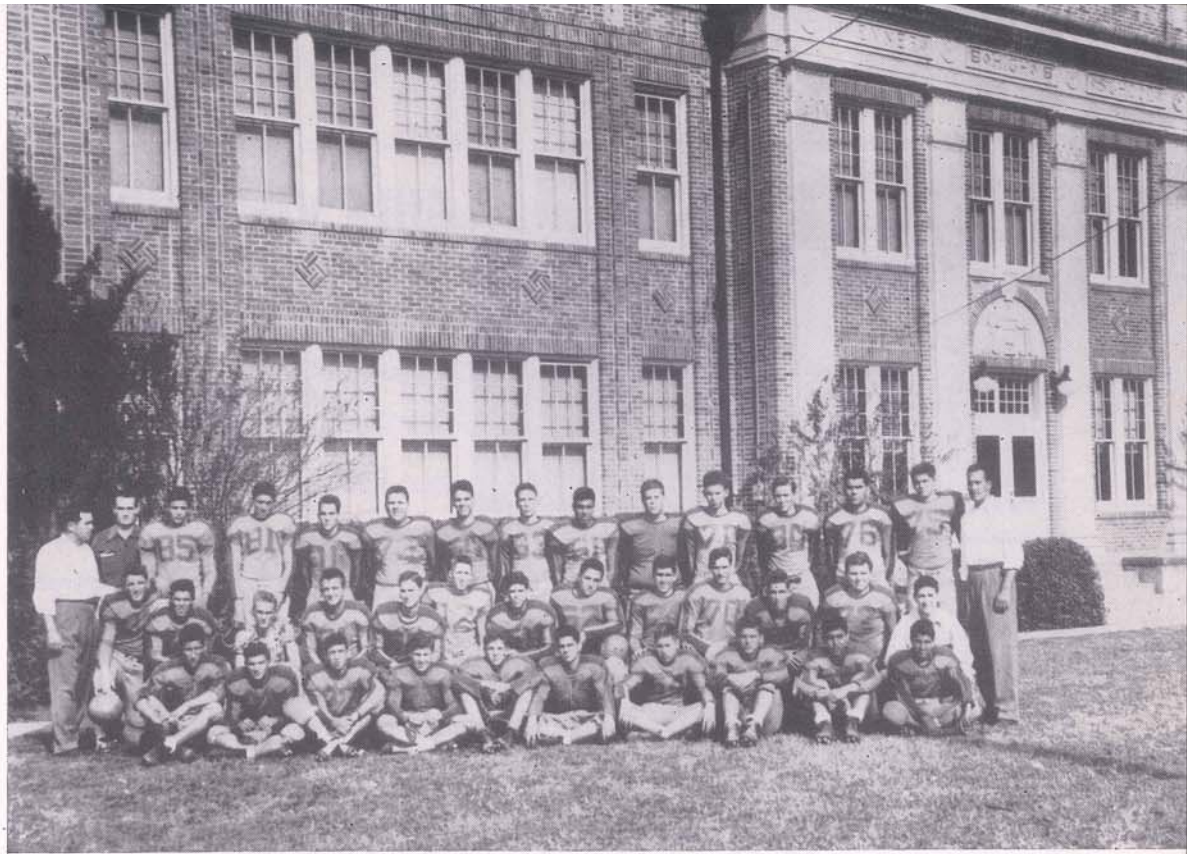
"METAIRIE'S OWN SUPPLY YARD"

THE FREIBERG MAHOGANY CO.

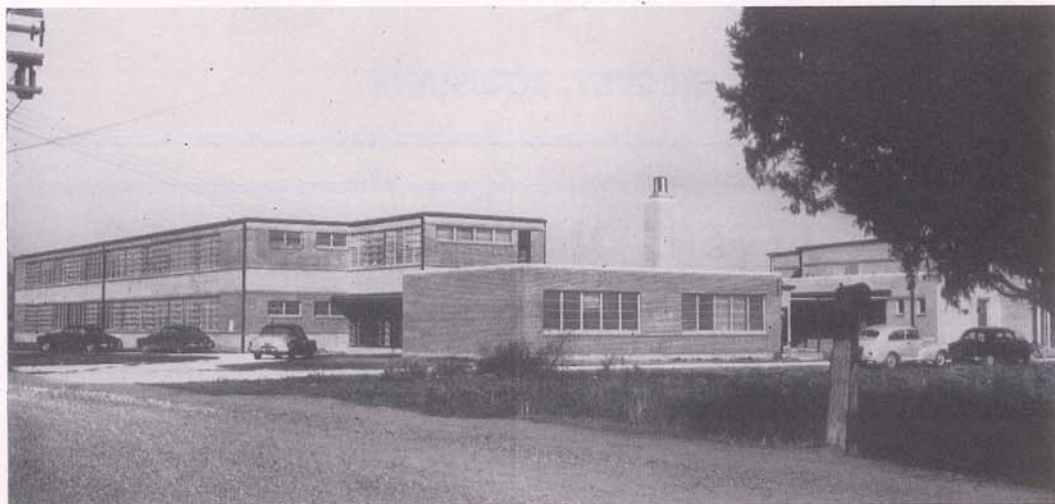
Manufacturers and Importers of

MAHOGANY LUMBERS AND VENEERS

JEFFERSON PARISH



The Kenner High State Champion B 1952 Football Team. Sitting, left to right, are W. Lee, R. Senia, D. Zemo, L. Barrouse, R. Meisenheimer, B. Young, G. Doescher, B. Beahr, R. Marino and P. Cervalo; kneeling, same order, are Capt. F. Wilcox, Capt. W. Hof, J. Warren, D. Discharri, H. Jones, W. Denham, C. Pittman, J. Vanderdoes, B. Morris, M. Seeling, I. Braud, W. Stell and C. Toney; standing, still left to right, are Coach Joe Yenni, Asst. Coach Don Rose, W. Mancuso, G. Birdsall, E. Scuderi, F. Roth, B. Bauer, G. Lund, R. Trippi, M. McLean, R. Heidenreich, L. Bentley, C. Huber, B. Swain and H. Dearie.



Another new and modern Jefferson Parish School—the recently completed Lincoln Memorial School at Marrero—another of our gilt edged investments in the future of our colored youth.



GULF VIEW HOTEL

on Beach Highway

Air Conditioned Rooms

Hot and Cold Running Water

Restaurant and Cocktail Lounge

Phone 3381

Grand Isle, La.

Penick & Ford, Ltd., Inc.

Packers of

B R E R R A B B I T

Syrup and Molasses

SOUTHERN SHELL FISH COMPANY, INC.

Packers — Freezers — Distributors

SHRIMP... OYSTERS... CRABMEAT... VEGETABLES

HARVEY, LOUISIANA

THE JEFFERSON BOTTLING CO.

—BOTTLERS OF—

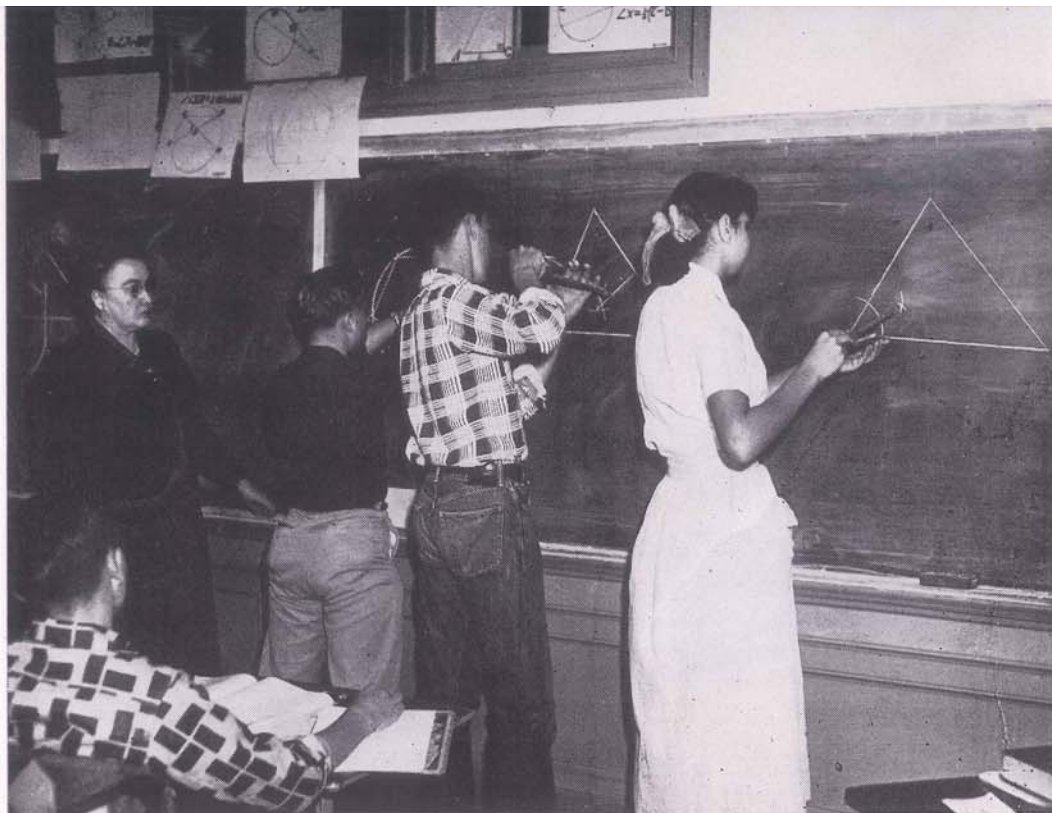
BIG SHOT BEVERAGES AND HIRES ROOT BEER

Metairie Road and Frisco Crossing

New Orleans, La.

PAILET INDUSTRIES DIVISIONS

The Jefferson Bottling Company—Metairie Ridge Ice Company—The City Ice Company, 3535 Tulane Ave.—Arctic Pure Ice Company, 3701 Bienville Ave.—Riverside Ice Company, 2731 Chartres St.—Claiborne Ice Company, 2816 S. Claiborne Ave.—American Ice Company, 2801 St. Philip St.—Marada Stock Farms, Covington, La.—Countryside Nursery, Covington, La.



Don't interrupt them while they are concentrating, but afterward these teen agers will calmly discuss with you the theories of Euclid and argue with you the opposing schools of whether parallel lines diverge toward or converge toward infinity. For this is the Plane Geometry Class of Jefferson High in solemn session.



Look to your future laurels, all you maestros of Big Name Bands! Some of these youngsters may discover from their school orchestra work that music is their metier. May we very proudly present the tuneful tots of Metairie Grammar School.



SWIFT & COMPANY

SUREKOTE

PAINTS—VARNISHES—ENAMELS

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



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

MARINE PAINT & VARNISH CO., INC.

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

A. K. ROY

INCORPORATED

3631 AIRLINE HIGHWAY

TEmpLe 1921-22

**Specializing in
JEFFERSON**

Developers of

Ridgelake Addition

Woodland Acres

Severn Place

Royland Addition

Hazel Place

Highland Acres

ACREAGE

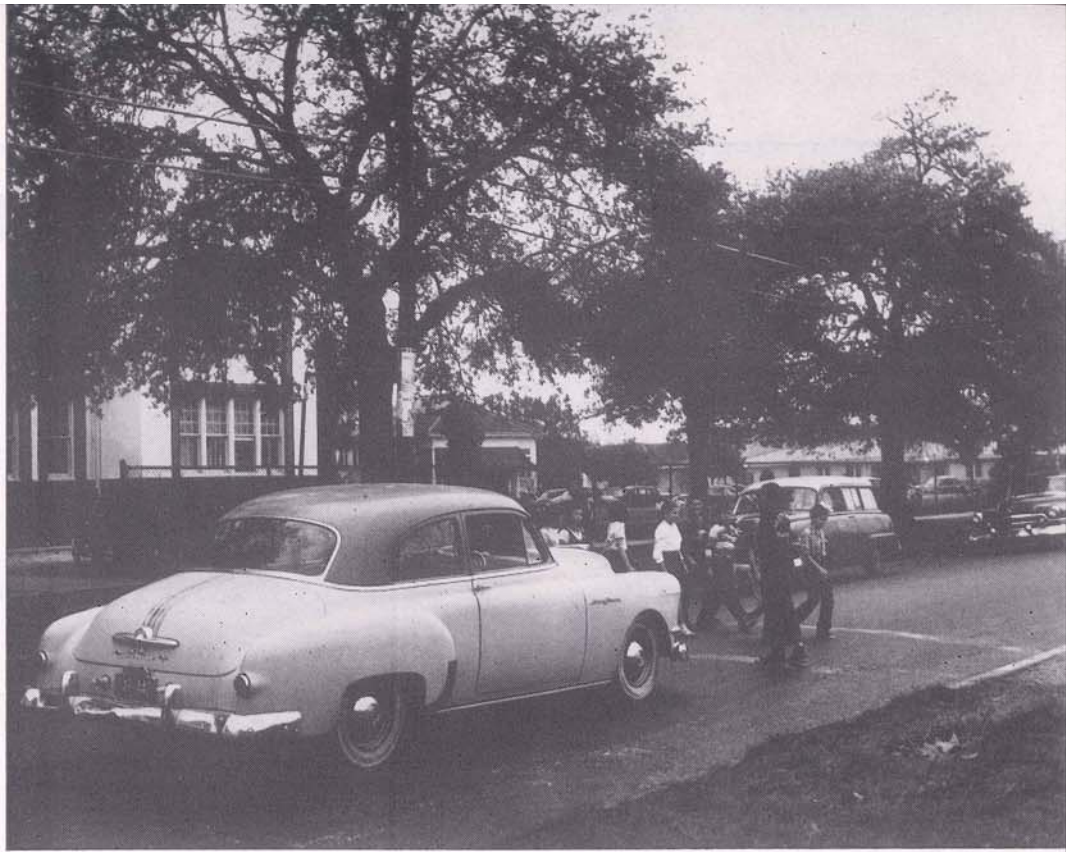
AIRLINE - LAKE FRONT

Swanson Seafood Restaurant

**"BEST HARD CRABS
SOUTH"**

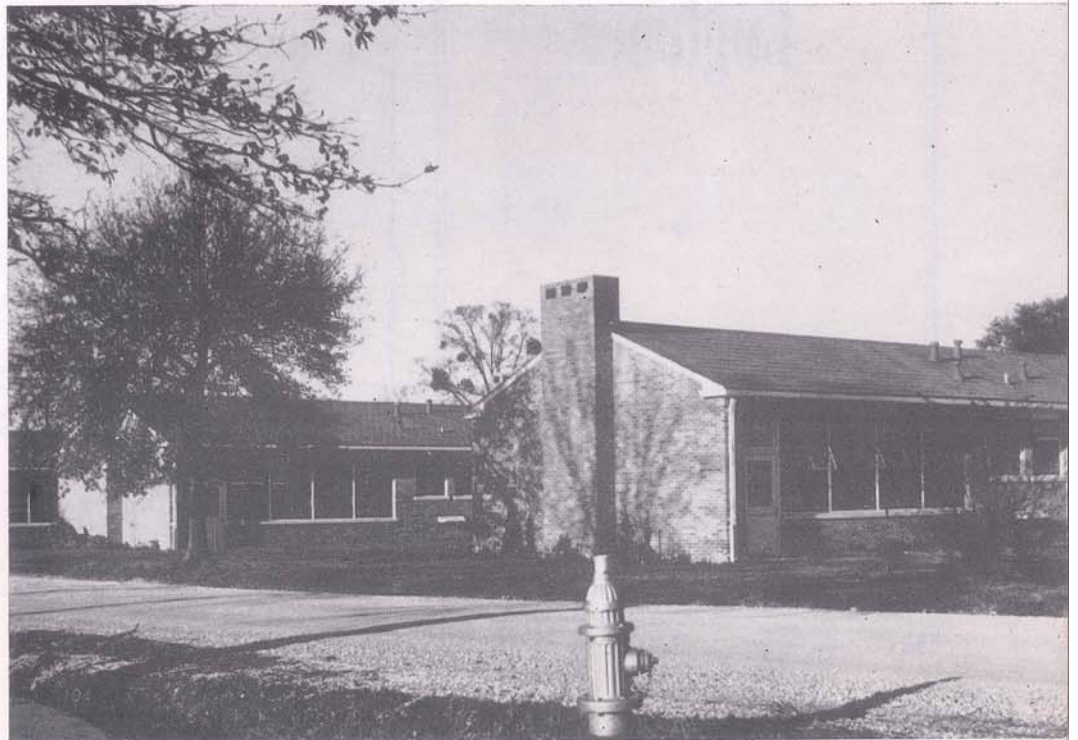
—SEAFOODS OF ALL KINDS—

**WEST END OF
WEST END PARK
AMherst 1590**



In these modern times when it seems there are more automobiles than there are humans, the Jefferson Junior School Patrols are a vital part of our community life. So, we salute them all as we show you one group: the Metairie High Junior Traffic Police looking to the safety of their schoolmates at a busy and dangerous crossing.

Two of the buildings of St. Martin's Protestant Episcopal School on the Airline Highway, one of the several fine private schools in the parish.





**Quality
Products and
Services**

**AIRLINE LUMBER
COMPANY**

OAK FLOORING
MANUFACTURERS
WHOLESALE—RETAIL

Manufacturers of
**Southern Hardwood
and
Yellow Pine**

AIRLINE HIGHWAY
Kenner, La.

—Band Mills—

Killian

Livingston

**S. V. Applewhite,
Engineer**

424 MILLAUDON STREET

NEW ORLEANS 18, LA.

CELCURE

Processed

Lumber

for

**HOME, MARINE AND
INDUSTRIAL USE**

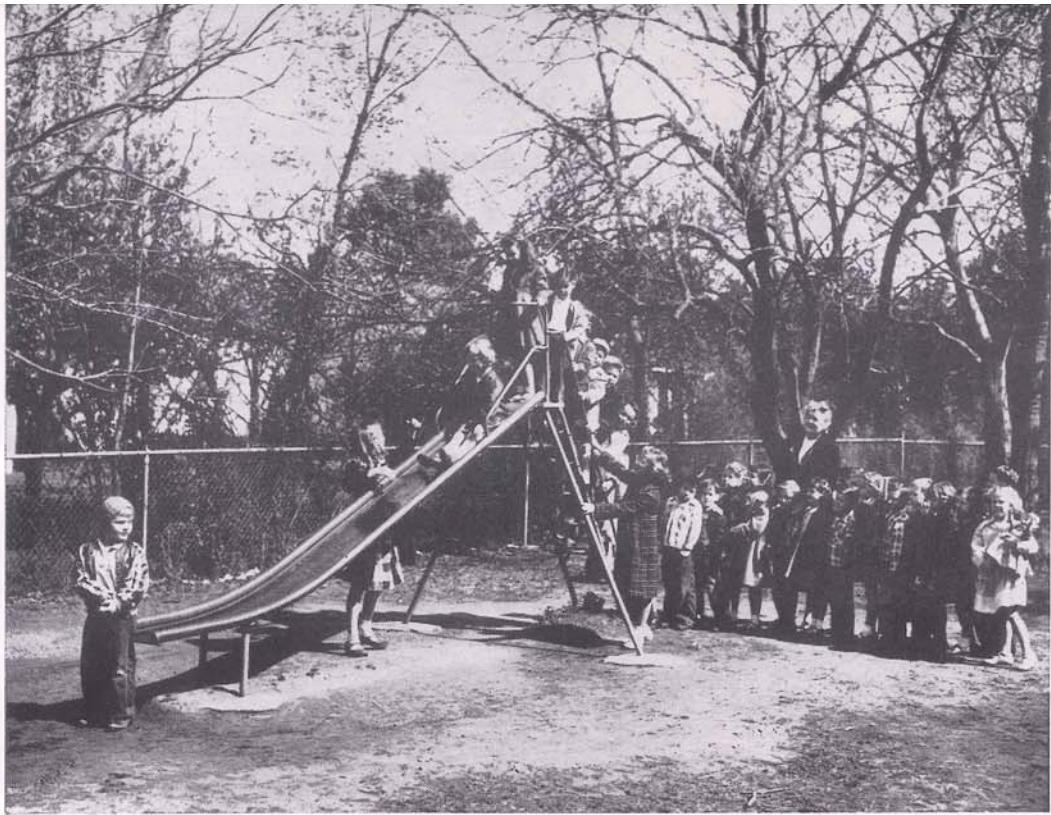
- ROT PROOF
- TERMITE PROOF
- PAINTLESS
- ODORLESS
- PROVEN FOR 26 YEARS

Write, wire or phone for specific information
on your particular wood preserving problem.

**CELCURE WOOD
PRESERVING CORP.**
OF LOUISIANA

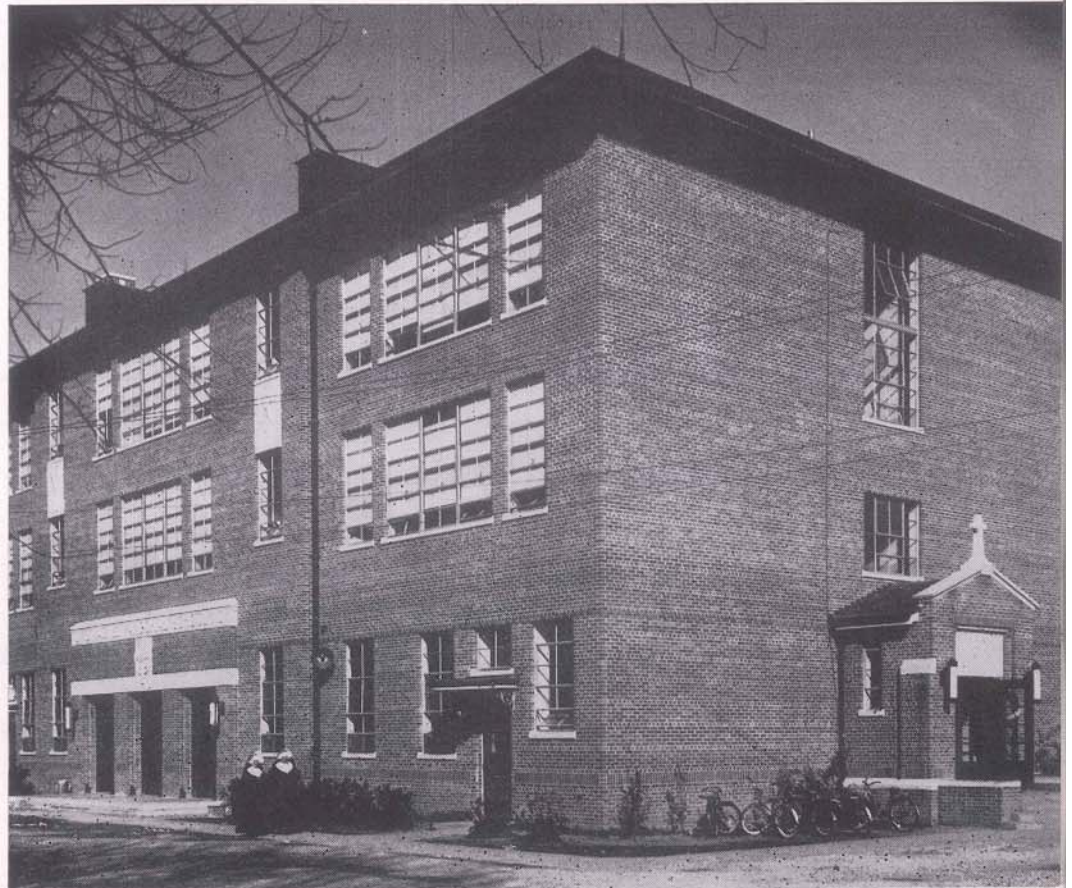
Address: Box 566, Kenner, La.

Telephone: 21-44442

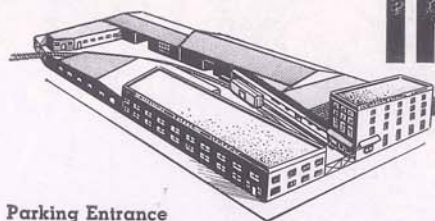


"All work and no play makes Jeff Junior a dull boy (or girl)," so, playgrounds are as carefully planned and equipped as classrooms. As an example, we give you the scholars of Metairie Grammar School lined up for a bit of relaxation on the seats of their breeches.

The imposing St. Agnes Parochial School on Jefferson Highway, one of many fine Catholic schools in the Parish.



CA. 8541



Parking Entrance
on Howard Avenue
1001 SOUTH PETERS STREET

INTERSTATE ELECTRIC CO.

South's Oldest Merchandising Distributors of
AUTOMOBILE & ELECTRICAL SUPPLIES
APPLIANCES & SPORTING GOODS

IN OUR 99th YEAR

LEITZ-EAGAN FUNERAL HOME, INC.

Since 1854

GRETNA and NEW ORLEANS

KLOTZ CRACKER FACTORY

LIMITED

Manufacturers of

THE BEST SODA CRACKER ON EARTH

also

QUALITY CAKES

615 Tchoupitoulas Street

New Orleans

FAMOUS FOR QUALITY FOR OVER 50 YEARS

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

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

Orleans Materials & Equipment Co.

FABRICATORS OF

Structural Steel — Reinforcing Materials
Ornamental & Miscellaneous Iron

5501 FRANCE ST.

P. O. BOX 87

CR. 9911

NEW ORLEANS, LOUISIANA



JEFFERSON PARISH SCHOOL BOARD—MEMBERS AND OFFICERS

Seated, from left: Mrs. Hazel D. Keller, Ward 7, Hyman Subdivision; Abel Zeringue, Ward 5, Waggaman; Julius F. Hotard, Vice-President, Ward 2, Gretna; John C. Bruning, Ward 10, East End; Jules G. Mollere, Ward 8, Metairie; Lem W. Higgins, Superintendent of Schools; Mrs. A. C. Alexander, President, Ward 9, Kenner; Mrs. Julia Reynaud, Office Secretary; Mrs. Frances J. Banker, Ward 8, Metairie; W. Richard White, Ward 3, Gretna; Miss Ruth Pitre, Elementary School Supervisor.

Standing, from left: Evett R. Schieffler, Ward 6, Lafitte; Joseph Augustin, Ward 11, Grand Isle; Paul J. Solis, Assistant Superintendent of Schools and High School Supervisor; Donald T. Gillen, Ward 7, Jefferson Heights; Walter J. Schneckenburger, Assistant Superintendent of Schools; Peter C. Bertucci, Supervisor of School Lunch Program; Arthur F. O'Neill, Superintendent of Maintenance; Horace Terrebonne, Ward 4, Westwego; J. Harry Stevens, Ward 9, Little Farms; Louis E. Breaux, Ward 8, Metairie; John Calzada, Ward 3, Harvey; John A. Angoussset, Ward 4, Marrero; Dave Dabria, Ward 4, Marrero.

International Lubricant Corporation



Manufacturers of the Highest Quality

AUTOMOTIVE and INDUSTRIAL LUBRICANTS

NEW ORLEANS, U. S. A.

BACON LUMBER COMPANY

2400 Airline Highway

TEmples 1924

NEW ORLEANS 20, LA.

DIXIE TOURIST COURT

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

QUIET AND RESTFUL

Sight-seeing Tours of America's Most Interesting City

FIRST-CLASS RESTAURANT

2300 Jefferson Highway

NEW ORLEANS 21, LA.

TEmples 9255

Woodward, Wight & Co. LTD.

THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867

THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867

451 HOWARD AVENUE

TUlane 2471

NEW ORLEANS

FRANKLIN PRINTING CO., INC.

JOS. B. DAVID, President

PRINTING AND STATIONERY

Phone CAnal 9654

631 Poydras St.

New Orleans



SCHOOL BOARD OFFICIALS

Upper left: Lem W. Higgins,
Superintendent of Schools. Upper
right: Hon. Julius F. Hotard, Vice-
President. Center: Mrs. A. C.
Aexander, President. Lower
right: Hon. Louis E. Breaux, Mem-
ber of the Executive Committee.

**SEND YOUR
RADIOGRAMS**

"Via TROPICAL"

FAST, ACCURATE AND RELIABLE SERVICE TO—

ARGENTINA
BAHAMAS
BRAZIL
BRITISH HONDURAS
COLOMBIA
COSTA RICA

CUBA
EL SALVADOR
GUATEMALA
HONDURAS
JAMAICA
NICARAGUA

PANAMA
PARAGUAY
PUERTO RICO
URUGUAY

SHIPS AT SEA



TROPICAL RADIO TELEGRAPH COMPANY

Kenner 4-2576 or Dial 21-4-2576

**HYATT, INCORPORATED
PRINTERS — STATIONERS**

Office Supplies

Lithographers

Loose Leaf Ledgers — Blank Book Makers

407 CAMP STREET

NEW ORLEANS, LA.

ATLAS LUBRICANT CORP.

DISTRIBUTORS & EXPORTERS

CEdar 8404

HARAHAN, LA.

T. EDWARD ERNST, C. E.

CONSULTING ENGINEER

822 Perdido Street

RAYmond 6672

New Orleans 12

GRAND ISLE

SALE OF LOTS

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

GEO. DANZIGER, General Agent

REPRESENTATIVES AT GRAND ISLE

419 Baronne St.

New Orleans

Phone RA. 6157-58

The

FIRST MILE WEST

By
WILLIAM J. WHITE
Mayor of Gretna

One hundred and fifty years ago, when down the river and the Natchez Trace came the sensational news that the young United States had acquired by purchase the entire Territory of Louisiana, Gretna was not yet a town, not even a cohesive community. It was then merely the first muddy but important mile westward in this vast, unconquered, unexplored, new American empire. Today . . . Gretna is the Capital of Jefferson Parish and the largest city on the West Bank of the Mississippi below St. Louis. Its history—before the Purchase and since—is the theme of this Sesquicentennial Report.



ROUSSEL'S CIRCLE SERVICE STATION

Phone ALgiers 9205—24-Hour Service—Monroe and Keppler Sts., Gretna, La.

ROUSSEL'S TRIANGLE SERVICE STATION

601 DeArmas St.

Phone ALgiers 3956

Algiers, La.

Wheel and Brake Alignment — Motor Tune-Up

ALLYN P. "ROCK" ROUSSEL, Prop.

CLERC LUMBER CO., INC.

(Henry S. Clerc, Founder)

BUILDING MATERIAL
"LONG LEAF PINE"

Governor Hall and First Streets

ALgiers 2159

GRETN A

W. HORACE WILLIAMS COMPANY, INC.

ENGINEERS—GENERAL CONTRACTORS

Southern Building

833 Howard Ave.

RABB & RAINEY IRON WORKS

STRUCTURAL—WELDING—FABRICATING and ERECTING
ORNAMENTAL IRON

963 JEFFERSON HIGHWAY

PHONE TEmple 2161

NEW ORLEANS 21, LA.

For Beautiful Ornamental Iron Designs of Old New Orleans . . . See Us

CRESCENT CITY Engraving Co.
Artists and Engravers

MAgnolia 3548

New Orleans, La.

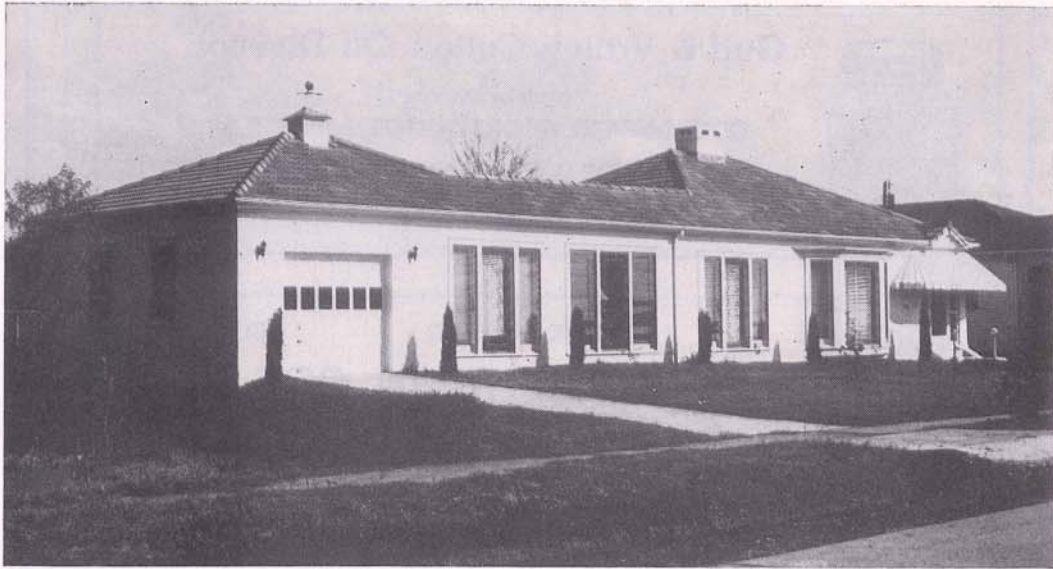
420 Camp St.

The First National Bank of Jefferson Parish

GRETN A, LA.

SERVING JEFFERSON PARISH

MEMBER F. D. I. C.



Top Picture: This is a modern home in modern Gretna, illustrative of the new dwellings appearing in every direction. Lower picture: This is another example of the same trend and, incidentally, the new 4-Lane Super Highway will pass about 3 blocks south of these new homes on Evergreen.

Gretna, when it was incorporated and took that name in 1913, was the fusion of two separate villages: Gretna (originally known as Mechanickham) and McDonoghville. The story of Gretna, therefore, must begin with these two towns, the colorful characters that founded them and the red-blooded citizens that built them.

Mechanickham was first—and for its beginnings we must go back as far as 1720, beyond which historically it is impossible to trace farther. Anything that happened before that is lost in Indian legend. No white man, outside of sporadic exploring and reconnoitering par-

ties, had previously remained long enough to even disturb the lush river jungle.

It was around this year 1720 that the French colony, then concentrated on the Gulf Coast eastward, decided to establish on the banks of the Mississippi the new capital of Louisiana.

And it so happened that while the settlers and soldiers were hacking out homes and Bienville and his engineers were laying out the streets of the new city of New Orleans, another Frenchman—by the name of Jean Baptiste d'Estrehan de Tours—having been given by the King one of the first grants



Gulf & Valley Cotton Oil Division

Manufacturers of
COTTONSEED SHORTENINGS AND OILS
BLUE PLATE FOODS, INC.

Manufacturers of Delicious Blue Plate Food Dressings

FOR TARPAULINS

TRUCK COVERS

COTTON DUCK

BROOK TARPULIN CO.

1730 Tchoupitoulas St.

RAYmond 4168

Best Quality — Low Prices
ANYTHING IN CANVAS

DELTA PIPE & BOILER CO.

PIPE FABRICATION — PRESSURE VESSELS
TANKS & PLATE WORK

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

GREEN-WALKER GALVANIZING COMPANY, INC.

COMMERCIAL HOT-DIP GALVANIZING

Post Office Box 10,006 5002 Jefferson Highway Phone TEmple 6301

NEW ORLEANS 21, LOUISIANA

—DAY AND NIGHT SERVICE—

Bishop-Edell Machine Works, Inc.

"GENERAL MACHINE REPAIRS"

Marine and Industrial "Diesel Engine Specialists"

Phones: RAYmond 5221-5222 — Nights and Holidays Call: AL. 5351 — Kenner 4-3477
1008-20 MAGAZINE STREET NEW ORLEANS, LA.

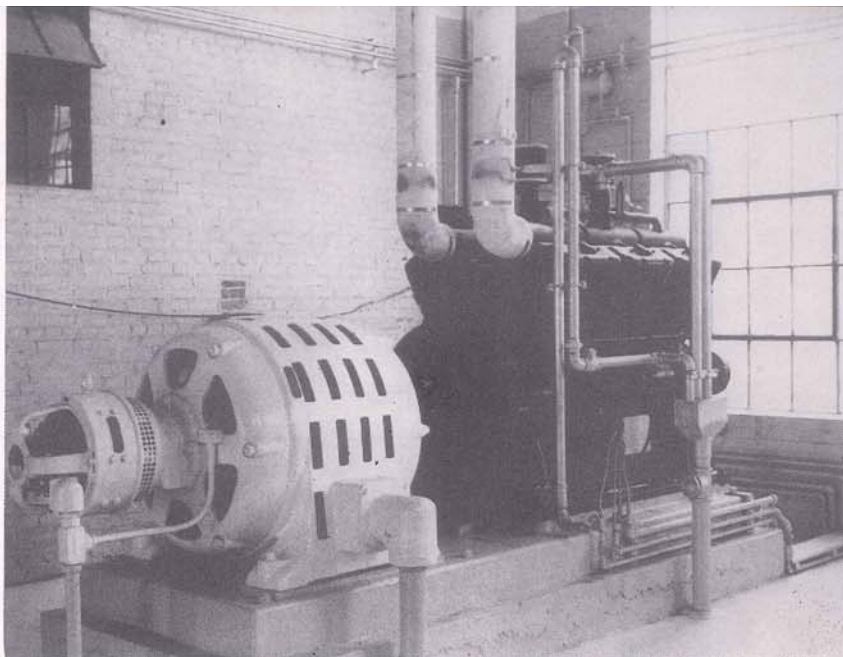
ALgiers 1017

CHestnut 7358

HOTARD & WEBB

CIVIL ENGINEERS

This is the stand-by unit at the Gretna Waterworks Plant—ready to generate electricity if for any reason the regular supply is cut off.



of land on the west side of the river, also began working on the site for his plantation. It was this man d'Estrehan (whose plantation house, incidentally, occupied a spot very near where the Court House stands today) who wrote the first colorful chapter in the history of Gretna.

His problem, of course, was to free his property from the water wilderness which had held it in durance vile for centuries and which did not intend to relinquish it to any puny human interloper without a long and bitter struggle. There were no laborers for hire in that small and undermanned colony—nor, if there were, did d'Estrehan possess the hard money to pay them.

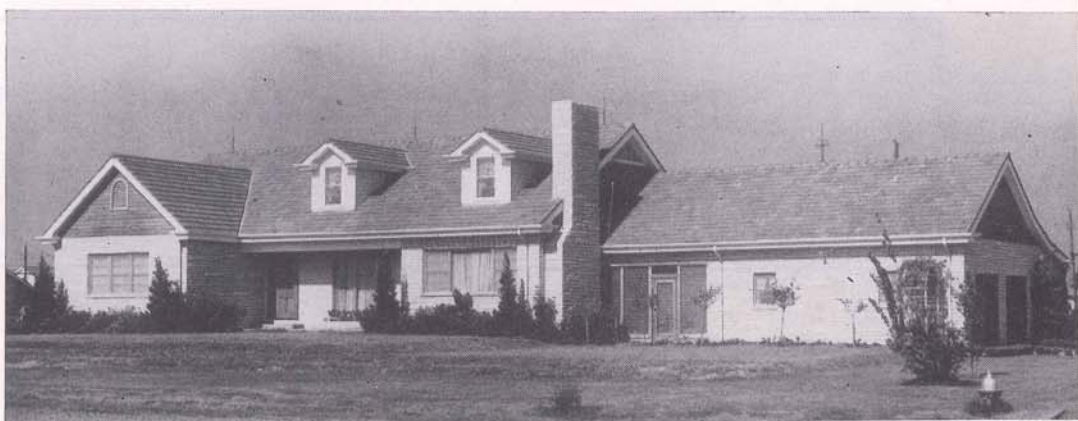
But Destiny seemed to have a hand in the game. Right at that psychological time there were several hundred homeless Germans, who had been shipped by John Law to colonize his Louisiana experiment and who, when his fantastic financial bubble burst, were left to shift for themselves in a strange, savage country without subsidy or subsistence. Knowing their peasant love of the land,

d'Estrehan contracted with them to dig a drainage canal and offered them, in lieu of wages, each a parcel of his plantation for a home and garden and livelihood. For years, with crude wooden shovels, these patient Germans labored—finally completing a sizeable ditch that ran through the plantation for five miles from the river to Little Bayou Barataria.

This d'Estrehan Ditch (now the Harvey Canal) was the forerunner of the strategic intracoastal waterway that stretches unbroken from Texas to Florida. And the collection of tiny farms occupied by the Germans and earned by their sweat and persistence, became known as the village of Mechanickham.

And, in due course of time this village that sprang up on the plantation around the colony of Germans passed on down through the d'Estrehan family. The next colorful chapter in the history of Mechanickham occurred over a hundred years later when it was in the possession of the grandson, Nicholas Noel Destrehan. Now Nicholas was a hot blooded aristocrat who, one day, ordered

A city where solid citizens come to live—and build homes like this.



MARINE FINISHES

INDUSTRIAL COATINGS

PRODUCTS - RESEARCH - SERVICE INC.

Manufacturers of Engineered Coatings

BELLE CHASSE, LA.

MAYRONNE

Outstanding Drilling and Mud Service in the New Orleans Area

HARVEY

Phone EDison 5605

VENICE

Phone BURAS 6021

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

E. M. MELANCON, Mgr.

Harvey, La.

EDison 9313

JONES & LAUGHLIN STEEL CORP. CONTAINER DIVISION

...STEEL BARRELS...

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

TOLEDO ... ATLANTA ... KANSAS CITY ... BRIDGEDALE, LA.

EIGHTH WARD DEMOCRATIC CLUB OF JEFFERSON PARISH

John Bordes, Chairman

Ernest Riviere, President
Louis E. Breaux, Treas.

George Hein, Vice-Pres.
Mrs. D. E. Eastman, Secty.

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

LAKE FOOD AT ITS BEST ORIGINAL BRUNING'S RESTAURANT ON LAKE PONTCHARTRAIN

EAST END
JEFFERSON PARISH

WEST END PARK
NEW ORLEANS

his slave whipper to flog a fellow townsman who had simply borrowed a canoe without permission. For this violence he was fined \$10,000 by his peers of Mechanickham. In a blind rage he washed his hands of the village and transferred ownership to the parish authorities. It was this act in anger that made it possible, another century later, to legally absorb the village of Mechanickham into the newly created city of Gretna.

Equally as colorful, a hundred times richer and more familiar to history was the founder of the other village: McDonoghville.

About a year or two before the Louisiana Purchase there came to New Orleans, as agent for a Baltimore firm, a

young Scotsman by the name of John McDonogh.

Before long it was discovered that he possessed all the canny shrewdness of his nationality. His business transactions steadily increased both in number and in size and one day New Orleans realized that this John McDonogh, no longer young, no longer just a business agent but complete master of his own vast holdings, was the largest landowner and probably the richest man in this fantastic town where rich men were common.

But as fast as he made money, he made enemies. Probably not true enemies, just envious people . . . and probably most of it was his own reluctance

Upper picture: The new garage and office on First Street in Gretna of the West Side Transit Company—moved last year from Algiers, the west part of New Orleans. Lower picture: The new Fire Fighter of Gould Fire Co. No. 2 located in the lower part of Gretna, once called McDonoghville.



GENNARO'S

AIR-CONDITIONED

BAR...DANCING — LARGE PARKING LOT

3206 METAIRIE RD.

TEmpLe 9226

METAIRIE, LA.

HENRY KRAAK'S NURSERY

Nurseryman

CUT FLOWERS — PLANTS — SHRUBBERY

WHOLESALE ONLY

1019 CENTRAL AVENUE — JEFFERSON PARISH

Phone TEmple 4441

NEW ORLEANS 20, LA.

Night Call TEmple 4533 or
UPtown 1198

ESTABLISHED 1873

F. F. HANSELL & BRO., Ltd.

OFFICE AND SCHOOL FURNITURE

Booksellers and Stationers

131-133 Carondelet Street

New Orleans, La.

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

BARONNE BUILDING

NEW ORLEANS

Borden-Aicklen Auto Supply Co., Inc.

**AUTOMOBILE ACCESSORIES — REPLACEMENT PARTS — SHOP
EQUIPMENT — TOOLS**

EVERYTHING FOR THE AUTOMOBILE

Phones: RAYmond 6267—6268—6269

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

New Orleans, La.

EUG. J. BENDER, President

PETER P. ROWAN CO., Ltd.

DISTRIBUTORS

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

RAYmond 4346

908 to 920 Perdido St.

New Orleans

Night and Sunday Telephones—TE 3667 and UN 4050



A picture of progress in Gretna—extending the gas main in the new Gretna Green Subdivision.

to explain his actions. He kept his mouth closed as tightly as the ledger containing his business dealings. Legend swears he was unfortunate in love. We do know he died a bachelor. While he lived they claimed he hated everybody, but when he died it was discovered that above all else this lonely man loved children—to whom he left millions for the building of schools in New Or-

leans, Baltimore and Jefferson Parish where he had spent the successful but unhappy span of his life.

It was around the time Nicholas Destrehan gave away Mechanickham that John McDonogh crossed the river from New Orleans and established a large, lonely bachelor plantation on the West Bank. Legend claims also, that he retired from life, soured by his fruitless

Gretna's oldest manufacturing concern, founded in 1876, with Alvin T. Stumpf, its owner, looking over his imposing list of repellants and insecticides, including the world famous "Magic Hoodoo."



Ernest Engineering, Inc.

346 LAKE AVE.

CEDAR 7294

SOUTHPORT

AIR CONDITIONING CONTRACTORS

Call a Parish Booster to help you with your air conditioning problems.

GUARANTY BANK & TRUST COMPANY

GRETN, LOUISIANA

MEMBER F. D. I. C.

OZONE COMPANY, INC.

Ozone and Mountain Valley Mineral Waters

Perfection Distilled Water—Paper Cups

Hawaiian Punch

CRescent 1101

Press and Marais Streets

New Orleans, La.

AZALEA GARDENS SUBDIVISION

RENTAL APARTMENTS

3701 JEFFERSON HIGHWAY

TE. 6363

ROESSLE & GALLOWAY

CONSULTING ENGINEERS

CEdar 7155

2922 METAIRIE ROAD

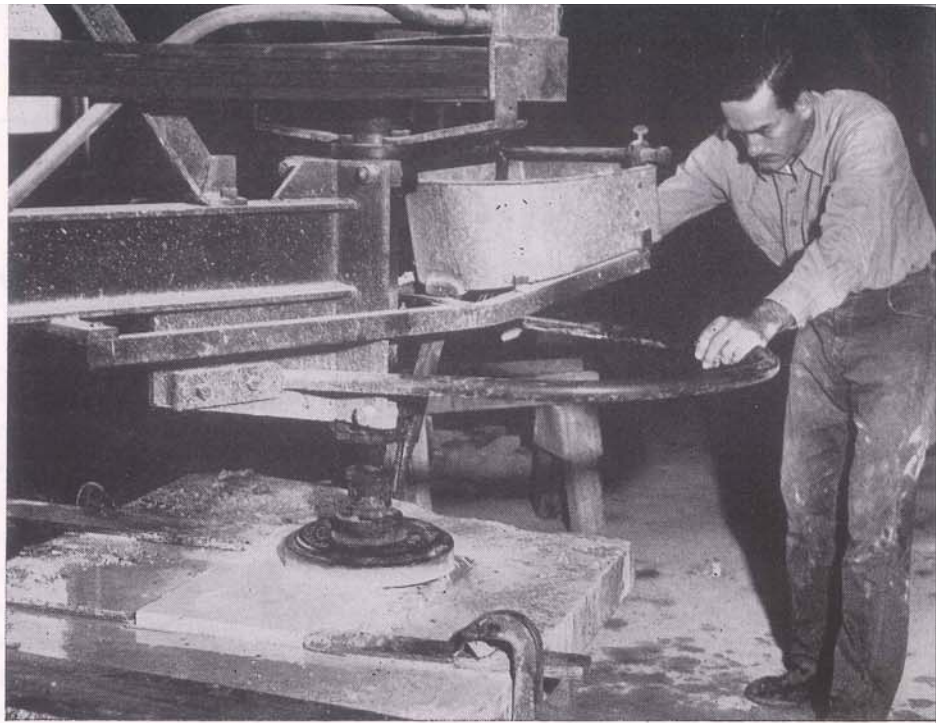
NEW ORLEANS 20, LA.

KENNER CABINET, SASH & DOOR WORKS

Sam Cambise, Sole Owner

Kenner 4-2627

Kenner, Louisiana



Another unique Gretna industry—polishing marble in the plant of Alfortish Marble and Granite Company in that part of Gretna known as McDonoghville.

quests for love—but history is inclined to suggest that he retired for his health on the advice of his physician.

Because he preferred to cross the river from his plantation on his business trips to New Orleans in a skiff rowed by one of his own slaves, he was accused of niggardly begrudging the ferry fare. Because he lived simply, frugally and quietly he was said to be unsocial and uncivil.

From his plantation on the West Bank came vegetables to the French Market that netted a daily profit of \$80 to \$100. On his plantation his slaves were permitted to work out their freedom, and, as a result, it was often called "Freetown." Later it became known as McDonoghville and the site is marked today in Gretna by McDonoghville Cemetery, which he set aside for his slaves and in which he was the first white man to be buried. This cemetery today still receives the mortal remains of both white and colored, a fence separating the two sections.

John McDonogh now rests in the family tomb at Baltimore but the tomb in McDonoghville Cemetery is still there for every eye to see—the tangible memorial to this one time citizen of Gretna who has come down the long corridor of history, his name growing brighter and bigger with each passing year.

Strong men created these towns and strong common men inhabited them. In

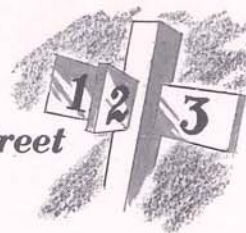
and around Mechanickham and McDonoghville lived fishermen, trappers, farmers, plantation hands and artisans. Back of them were the encroaching swamps and in front of them the always dangerous river. They wrested their living from the elements and for two centuries were an isolated, independent, almost unknown section of the United States. They were rough and tough—or self reliant and self sufficient—all depending upon your attitude toward the qualities by which men make the living of their choice.

Mechanickham became known as Gretna over the course of the years because there lived there a cooperative justice of the peace who would marry impatient couples at any hour of the night or day any day in the week, including holidays. This name came from the famous marrying town of Gretna Green across the English border in Scotland. And when Gretna (or Mechanickham) and McDonoghville were combined in 1913 and granted a city charter, the popular romantic name of Gretna was retained. Sometimes staid city fathers and conservative citizens do very sentimental things.

Communities are like men. Many times a roistering, red-headed youth matures into a solid, successful maturity. This is true of the one time boisterous West Bank of which Gretna is the center of government and its very heart

PROGRESS

Is A Three Way Street



WE PROFIT

of course, like all healthy enterprises that perform honest services for business, industry, agriculture or other segments of our economy

WE PAY

Dunham Pugh's payroll in Jefferson Parish amounts to thousands of dollars every month . . . funnels money from all South Louisiana into Jefferson Parish

WE PROVIDE

vital industrial equipment made by International Harvester and a host of other manufacturers*, and the parts and service to keep the equipment producing for its owners

Dunham-Pugh Co., Inc.

1700 AIRLINE HWY. NEW ORLEANS, LA.



BUCYRUS-ERIE

J. D. ADAMS MFG. CO.

HARNISCHFEGGER CORP.

IOWA MFG. CO.

THE BUDA COMPANY

CHALLENGE TRUCK MIXERS

CARCO WINCHES

GRADALLS

THE CLEVELAND TRENCHER CO.

PULLMAN STANDARD



CODIFER, INC.

Developers of BONNABEL PLACE

Pioneer Developers of METAIRIE

1905 METAIRIE ROAD

W. P. CURRY LUMBER COMPANY

P. O. Box 10021

207 Lake Ave.

CEdar 0388

Southport

NEW ORLEANS 21, LA.

J. AUGUSTIN

General Merchandise

- GROCERIES
- DRY GOODS
- MAGAZINES
- FROZEN FOODS
- MEATS
- NOTIONS
- FILM
- MILK

Grand Isle, Louisiana

GRETNA HARDWARE CO.

Phone ALgiers 2182

125 Huey P. Long Avenue

CLIMATIC PAINTS
WESTINGHOUSE REFRIGERATORS

Easy Washing Machines

beat. It is no secret that the once obstreperous independent parish of Jefferson, often called "The Free State of Jefferson," has matured into a solid citizen, realizing its interdependence with the rest of the country and proud of its part in the new industrial identity that makes the West Bank known from coast to coast.

And Gretna—as the banking center, as the seat of government and as the business heart of the steadily growing industrial Jefferson Parish—mirrors the maturity of its responsibilities, a city that boasts today of its low crime and juvenile delinquency record.

Progress has not been sensational, but it has been steady. Gretna is growing within its means, expanding to meet its demands and feeling its way into the future as fast as its revenues will permit.

The swaggering individualism has turned into civic pride. Remember when we widened Huey P. Long Avenue to accommodate our business visitors and put in eighty parking stalls and meters to regulate our growing traffic? And how we established here in Gretna the first "drive-in" teller window in this section? Remember only a year ago when we were 15,000 population? Now

we are 17,000, an increase of over 15%.

Let's look for a moment at the "details" of a growing, responsible city, and the recent developments in these details.

In sewerage, we are fast approaching city wide facilities. In the water supply, a constantly increasing demand in a growing city, we have extended water lines to outlying districts, stepped up plant production and have, in the last four years, installed 50% more new water meters.

The expansion of the city has made necessary a complete change in our overall drainage plan. The Heebe Canal has been linked with the 25th Street Canal and then extended on a straight line to connect with Verret Canal, eliminating a circuitous route and taking care of the western end of the city. Right of way was obtained to continue the Governor Hall Street Canal also on a straight line to Verret. This new link has been installed and several sets of five foot crocks will be installed under the New Orleans & Lower Coast R.R. track to give the water a straight course to Verret. This improvement will eliminate the large canal on the West Side of Belle Chasse Highway, greatly improving adjoining property.

This is the plant of the Southern Cotton Oil Company at Gretna, the largest manufacturer of its kind in the world.



FRUEHAUF TRAILER COMPANY

COMMERCIAL TRAILERS
and
VAN TRUCK BODIES
Sales and Service
800 SHREWSBURY ROAD
TEmple 8241

DINE and DANCE

BRIDGE CIRCLE INN

Foot of Huey P. Long Bridge

Westside

CAREY & HELWICK

HARDWARE AND
SPORTING GOODS

326 Camp Street RAYmond 5426

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

We Carry Parts and Repair Coleman Products

J. Wallace Paletou, Inc.

—REALTORS—

310 Carondelet St. New Orleans, La.

RESIDENTIAL — COMMERCIAL

RENT COLLECTIONS

PROPERTY MANAGEMENT

J. C. COLLINS, Agent

SHELL REFINING COMPANY

Distributor

ALSO GOODYEAR TIRES AND BATTERIES

P. O. Box 22 UNIVERSITY 5354

Westwego, La.

Office Phones TYler 1526—1527—1528
Night Phone JACKson 8575

Schayer-Badinger, Inc.

GENERAL REPAIRS TO TRUCKS

CARS—STATION WAGONS

—Equipment To Save Your Tires—

2841 Tchoupitoulas St. New Orleans, La.

Gretna Sheet Metal Works

PAT HOGAN, Mgr.

ROOFING AND SHEET METAL

1400 LAFAYETTE AVE. GRETN, LA.

ALgiers 2269 — 3592

Mothe Life Insurance Company

A Westside Company Owned and Operated
by Westside People

By Patronizing a Home Company You Are
Helping Build the Westside

1300 Vallette Phones: ALgiers 1028 - 1029

ALGIERS, LA.

A new incinerator has been constructed on a 20-acre tract on the Belle Chasse Highway. Garbage collection is now made three times a week at every city residence and in this new, modern plant all garbage is disposed of rapidly and without noxious odor.

On this incinerator property the city is building a new baseball diamond and grandstand and plans are made to also construct a picnic ground and barbecue pit in this same area.

In Gretna, the home of the David Crockett Volunteer Fire Company Station No. 1—the oldest active volunteer fire department in the country—our volunteer fire fighting laddies are our pride and joy. A new site has been obtained on Hancock Street for a new fire station to better protect the city in general and the rear of the First Ward in particular. Gould Fire Company has recently dedicated its new fire hall and has acquired new and up to the minute equipment.

In Gretna was initiated the move-

ment to bring to a head the proposed Mississippi River Bridge, which project is now in the capable hands of the Bridge Authority. Until that bridge is a reality, however, Gretna citizens will never relax their efforts.

Growing out from the city are the new areas of new homes—Gretna Green, Gretna Garden and Garden Park. The spirit of pride and progress permeates every corner of the city—from the citizen who wants to raise his family here to the visiting business man who wants to bring here his store or his factory.

Actually as a chartered city, Gretna is only forty years old and although its romantic history has been long and eventful, its business history has been very short. But with family pride in its colorful past, a firm grip on its present possibilities, and a keen eye on the future Gretna's youth among the cities of the nation is its biggest asset. Young cities are not bound by the past or awed by the future.



OFFICIALS OF THE CITY OF GRETN

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



Louisiana-Seasoned
L. A. FREY & SONS, INC.
 NEW ORLEANS LAFAYETTE

**ROEMER
 DAIRIES**
 FINE DAIRY
 PRODUCTS

HEEBE'S BAKERY
 BAKERS OF TASTY BREAD
 Only the Best Materials Obtainable Go in the
 Bread That Is Baked in This Modern Bakery
 501 Lafayette Avenue ALgiers 4400 Gretna, La.

FRED H. KLUMPP
 REALTOR
 REAL ESTATE, INSURANCE,
 MORTGAGE LOANS
 "A LOOK MEANS A LOT"
 TEmple 2825 3401 Metairie Road
 New Orleans 20, La.

Fleming Canal Store
 GENERAL MERCHANDISE
 FISH — SOFT CRABS
 Marine Supplies
 PHONE BARATARIA 7813
 LAFITTE, LA.

EDison 1341
HARVEY MUD CO.
 DICK N. HARRELL, Sole Owner
 DRILLING MUD AND CHEMICALS
 Authorized Distributors
 BAROID SALES PRODUCTS
 P. O. Box 26 Office, Harvey, La.

EMILE IACOPONELLI
**BELL DISTRIBUTING
 COMPANY**
 Phone CEdar 2115 Metairie, La.

Albert G. Thomas
 CLAM SHELL for STREETS, ROADS and
 RAILWAY BALLAST
 DREDGING, BARGING AND TOWING
 Plant: HARVEY, LA.—Southern Pacific Railroad
 EDison 5151
 Office: NATIONAL BANK OF COMMERCE BLDG.
 Phone MAgnolia 3563
 NEW ORLEANS 12, LA.

KENNER---

THE GATEWAY TO THE CAUSEWAY

Last year when we made our report to the readers of the REVIEW Kenner had reached a census of 7000. Right now, as you turn this page one year later, it is passing the 9000 mark. A population increase of 25%! For which there is a very excellent reason:—the Future is knocking loudly at our door. And industry, and business, and home owners and investors are all hearing it.

Through the city of Kenner passes the nearly 700,000 air-passengers-a-year of the world famed Moisant International Airport, spreading its gigantic runways within Kenner's corporate limits. Through Kenner passes the surging west and north bound traffic of the strategic Airline Highway to Baton Rouge.

And now the headlines are carrying the news of the coming Causeway across

By

Dr. Joseph S. Kopfler, Sr.

Mayor of Kenner

This is a medium size home of Kenner, representative of the people who have sunk their roots deep in this promising community with full faith in its future and their own.



**FITZGERALD'S LAKE
HOUSE**

AND
FITZGERALD'S SEAFOODS
SEA FOODS A SPECIALTY
EAST END

AUdubon 9223 GAlvez 9506
JEFFERSON PARISH

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

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

NEW ORLEANS

W. A. Ransom Lumber Co.

—Manufacturers—

**BAND SAW HARDWOOD
LUMBER**

Harahan, La.

Foundation Plan, Inc.

LOANS AND FINANCING

Various Convenient Plans

419 Carondelet St.

RA. 5279

**Frank A.
Von Der Haar**

**FRUIT, VEGETABLES, POULTRY
AND FISH**

SERVICE and QUALITY

—Phones—

Market: UP. 6882 Residence UP. 2990

Gen. Pershing and Magazine Streets
New Orleans

**WILSON
VARIETY STORES**

209 Huey P. Long Ave.

Gretna, La.

Fourth St. and Ave. B

Westwego, La.

4510 Freret St.

New Orleans, La.

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

Established 1817

WHOLESALE HARDWARE

1148 South Peters St.

MAgnolia 5621

**GULF GRINDERS
AND DISTRIBUTORS, INC.**

P. O. Box 9188

New Orleans 20, Louisiana

Plant Located at Illinois Central
Railroad Yards
Harahan, Louisiana

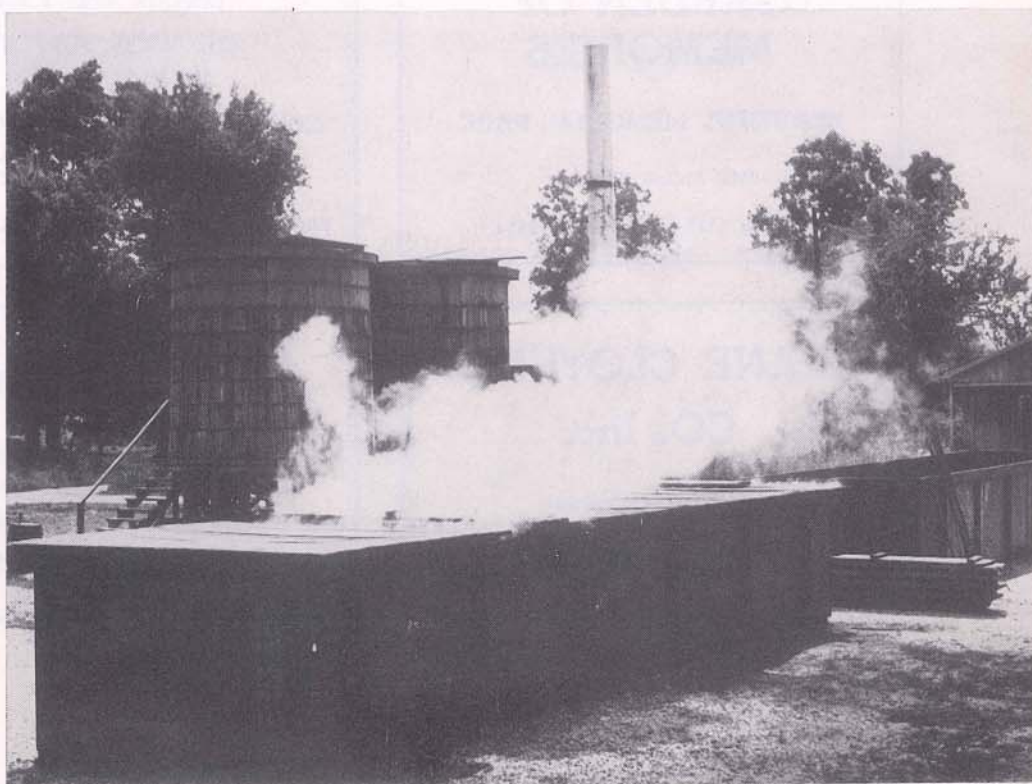


Lake Pontchartrain and the Expressways that will join up with it—those vital additional outlets to the exuberant energy of Greater New Orleans which will pour their steady streams of humanity through Kenner's city streets.

Like a man who has taken on weight and lets out several notches of his belt, this whole metropolitan area will expand its bulk, with a great sigh of relief, along these new and needed highways. Kenner's available acres for industries and homes, once these pathways to progress are completed, will be

Completed early this year was the new Studebaker Factory Parts Depot on the Airline Highway in Kenner. They came, they saw, they were convinced!

These are the steam curing vats and chemical storage tanks of Kenner's Celcure Wood Preserving Corporation which processes lumber for home, marine and industrial uses—making it rot proof, termite proof, paintable and odorless—a proven wood preservation process for over a quarter of a century.



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

GULF PRODUCTS

**Roussel's
Service & Repair**

504 Peters Road HARVEY, LA.
Phones EDison 4201-4202 A. J. Roussel, Jr.

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

New Orleans, La.

HORSE AND MULE FEEDS—DAIRY FEEDS
POULTRY FEEDS AND MASHES

Near Girod and South Liberty Streets

CAnal 3122

FISHER'S STORE

GENERAL MERCHANDISE

Charles Levy—Chas. M. Locke

PHONE LAFITTE 5103 LAFITTE, LA.

"Say It With Flowers"

**METAIRIE RIDGE
NURSERY CO., LTD.**

FLORISTS

NURSERY — METAIRIE RIDGE

139 Carondelet St. New Orleans, La.

**Crescent Typewriter
Exchange**

General Agents For

L. C. SMITH AND CORONA TYPEWRITERS
VICTOR ADDING MACHINES

All Makes TYPEWRITERS Sold, Rented, Repaired
New and Used Portable Typewriters of All Makes
Rebuilt Standard Machines of All Makes
Rebuilt Cash Registers Bought and Sold

RAYmond 3741 Established 1894
407 St. Charles Street

**WESTERN UNION
TELEGRAPH CO.**

J. C. JACKSON, Superintendent

RAYmond 9696

**GARDEN OF
MEMORIES**

BEAUTIFUL MEMORIAL PARK

4800 Airline Highway

TEmpLe 2321 — RAYmond 3254

JACK DE FEE

OIL WELL SUPPLIES
RENTAL TOOLS

GENERAL PIPE AND SUPPLY CO.

BOROSCOPE, INC.

EDison 4204 Box 66 HARVEY, LA.

**CRANE CLOTHING
CO., Inc.**

1218 Canal Street

NEW ORLEANS 16, LA.

**ALAMO PLAZA
HOTEL COURTS**

"AMERICA'S FINEST"

TILE BATHS — CEILING FANS

Beautyrest Mattresses—Room Telephones

NEW ORLEANS, LOUISIANA

Airline Highway and Harlem

Telephone CEDar 3012

Staves, boxes and barrels (for fruit, vegetables, milk, etc.) manufactured by one of Kenner's oldest industries, the Mancuso Barrel and Box Company.



many minutes closer to New Orleans. And already Kenner's City Planning Board and its business leaders are blueprinting the future, so that its constantly increasing new citizens and its constantly coming new enterprises can be absorbed and served.

Every new family means two to three new children to be educated—and, what is equally important, to be developed for future citizenship outside school hours. Ever since Kenner Park was dedicated in 1951, the first of Kenner's recreation centers, the leisure time welfare of our young folks has been a part of our constant civic program. High up, therefore, on the Kenner 1953 agenda are two new Teen-Age Centers—one for white youth and one for colored. PLUS an expansion program for the present Kenner football stadium—which will include the building of additional stands on the east side and equipping it with the lighting facilities for night games.

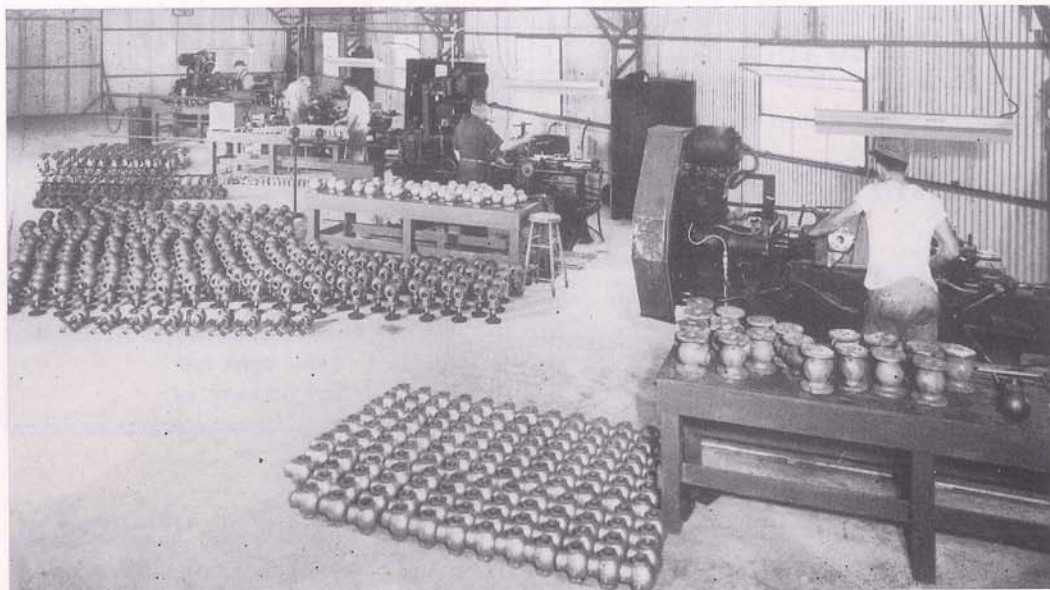
Additional population also means additional protection. In the 1953 plans for enlarging the City Hall, a Squad Room will be provided for the 24-hour operation of police radar equipment—cooperating with our four police cars, all equipped with two-way radio.

Kenner's Volunteer Fire Department, long recognized as one of the finest in Louisiana, will have a new 2-apartment dwelling in conjunction with the present station. Also, a new two-story fire station at the other end of town is planned—with living quarters upstairs and the equipment downstairs.

New homes mean new streets! To keep in step with Kenner's steady population increase engineering plans on approximately 20 miles of new hard surface, soil cement base streets are now being studied and will be well under way this year.

The backbone of Kenner's steady, healthy growth is, of course, the indus-

A few of the valves produced by Kenner's B and H, Inc., located on the Airline Highway.



FRIEDRICH'S MANUFACTURING CO.

—Manufacturers of—
**FOREVER BEAUTIFUL CHROME PLASTIC
FURNITURE**

TEmples 1681
4500 AIRLINE HIGHWAY
New Orleans 20, La.

—Manufacturers of—
STEEL SHIPPING CONTAINERS

United States Steel Products Company

UNITED STATES STEEL CORPORATION
SUBSIDIARY

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

Commercial Solvents Corporation

DISTILLERS OF FINE ALCOHOL

Harvey-Westwego, La.
Executive Offices: 200 Madison Ave.
New York, N. Y.

SHIPPERS COMPRESS WAREHOUSE

ATKINSON & COMPANY, Owners

Southport, Jefferson Parish, La.

Mancuso Barrel & Box Company

Kenner, Louisiana

**SLACK BARRELS
WOODEN BOXES**

FRUIT and VEGETABLE CRATES
BREAD - BANANA - FISH - SHRIMP BOXES
Phones: DIAL 214-2020 and 214-2121

WEINER'S

**THE WESTSIDE'S LEADING
FURNITURE STORES**

137 Delaronde St. 120 Huey P. Long Ave.
ALGIERS, LA. GRETNA, LA.

**Flintkote—Ruberoid—Koppers
Roofing Materials**

COAL TAR—CREOSOTE—PAINTS
FIRE BRICKS—NAVAL STORES—SEWER PIPE
Write — Wire — Phone

CRESCENT MATERIALS SERVICE

Incorporated
JOBBER

P. O. Box 10097 4900 Jefferson Highway
New Orleans 21, U.S.A.
Office Phones: TEmple 5536—TEmple 5537
Night Phones: GAlvez 1743—UNiversity 6153

LOUISIANA POTTERY & MEMORIALS

TOMBS, COPINGS AND MONUMENTS

—Specializing In—
CEMENT POTTERY

- VASES • POTS • BIRD BATHS
- STATUETTES • CEMENT COLUMNS

See Our Display Now — 247 Gruner Ave.
TE. 4628 Back of Phone Office

METAIRIE 20, LA.

SAMUEL BROS.

GRETNA

LARGEST DEPARTMENT STORE ON THE
WEST BANK OF THE RIVER

Foam Rubber Mattresses and Pillows
Carpeted Floors — Room Phones

"REST AT THE BEST"

SKYLINE MOTEL

AIR-CONDITIONED — TV IN ROOMS

3300 Airline Highway. On Highways 51—61—65

Phone CEdar 7247

NEW ORLEANS, LA.



CITY OF KENNER PLANNING GROUP

Seated, from left: Robert J. Waite, Chairman; Raphaella Maggiore, Member; Ann Christensen, Member; Philomene Paasch, Secretary, and Chris Lochbaum, Member. Standing, from left, Peter S. Ceravola, Member; Salvador Gulino, Member; Vincent Cavallino, Member, and Jules D'Gerolamo, Member.

tries that have inscribed Kenner on their letterheads. Old residents now are the Airline Lumber and Supply Company, the Ipi Plywood Corporation, the Mancuso Barrel and Box Company and the Louisiana Box Company.

Comparative newcomers are the Delta Match Corporation, the Celcure Wood Preserving Corporation, the Calvin LeCompte Company, the Studebaker Company's Parts Distributing Branch for the Southern area and B&H, Incorporated.

This year saw the opening of the Acosta Awning Company which manufactures aluminum awnings with a spe-

cial patented clip, furnished in one complete unit easy to assemble and distributed through dealers in the southern states.

We are constantly rolling out the welcome mat for new business—equally attracted by Kenner's present advantages and its shining future. And Kenner's nearly a dozen churches, its youth program, its alert fire and police protection, its bank and its stores, and its progressive civic leaders and city government are preparing for their owners and their employees a clean, cooperative city where living is both pleasurable and profitable.

OFFICIALS OF THE CITY OF KENNER

Seated, from left: John G. Fitzgerald, Alderman and Mayor Pro-Tem.; Philomene Paasch, Secretary-Treasurer; Dr. Joseph S. Kopfler, Sr., Mayor; Fred J. Roth, City Marshal; Joseph S. Maggiore, Alderman; Robert L. Maynard, Alderman; Joseph J. Centanni, Alderman, and William R. Mancuso, Alderman. Standing, from left: Henry Pace, Patrolman; Jacob Gemmolva, Patrolman; Peter S. Ceravola, Patrolman; Sam Bonura, Patrolman; Ralph Marino, Patrolman; Louis Cambre, Patrolman; Anthony Tramonte, Patrolman, and Edward J. Stoulig, Attorney.



TEmpLe 5321

"Rod" Morere, Prop.

SOUTHPORT LUMBER CO.

ALL LUMBER DRY and DRESSED

1900 JEFFERSON HIGHWAY

NEW ORLEANS 21, LA.

TOPS CO., INC.

Distributors

KOHLER PLUMBING FIXTURES
LAWSON WATER HEATERS
FLOOR FURNACES

421 Lake Ave., Southport TE 5551

Scheinuk the Florist

Weddings — Entertainment
DECORATIONS

Artistic Designs For Floral
Remembrance

Member Association of Army and Navy Stores, Inc.
Member F.T.D. Nursery in Jefferson Parish
2600 St. Charles Ave. New Orleans, La.
Phone JAcKson 3944 If no answer call JA 2032

Cutcher Canning Co., Inc.

"CUTCHER" BRAND

Packers of Headless & Cooked Peeled Shrimp

Canners of Quality Shrimp,
Crabmeat and Oysters

EDison 3439

WESTWEGO, LA.

CUBED ICE
BLOCK ICE

SCORED ICE
CRUSHED ICE

Rantz Ice Factory

222 Homer Street

ALgiers 1466

ALGIERS, LA.

NEEB'S HARDWARE STORE

HARDWARE AND PAINT

ALgiers 1003

338 Lafayette Ave.

GRETN

Algiers Music Co. Broadmoor Amusement Company

MUSIC BOXES RENTED FOR ALL OCCASIONS

Rain or Shine—Call Us Phone AL 2854

400 Newton at Teche

METRY TOURIST COURT

... New and Modern ...

U. S. HIGHWAY 51 and 61

APARTMENTS — COMPLETELY FURNISHED

3807 Airline Highway Phone TEmple 9301

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

NICHOLSON AND LOUP

SUPER MARKET

1524 Fourth Street

WESTWEGO, LA.

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

Beach Bros. Furniture Store FURNITURE, HOME FURNISHINGS AND APPLIANCES

TEmpLe 5549

3629 Airline Highway

New Orleans 20, La.

A new brick home
in Harahan's Colo-
nial Club Estates.



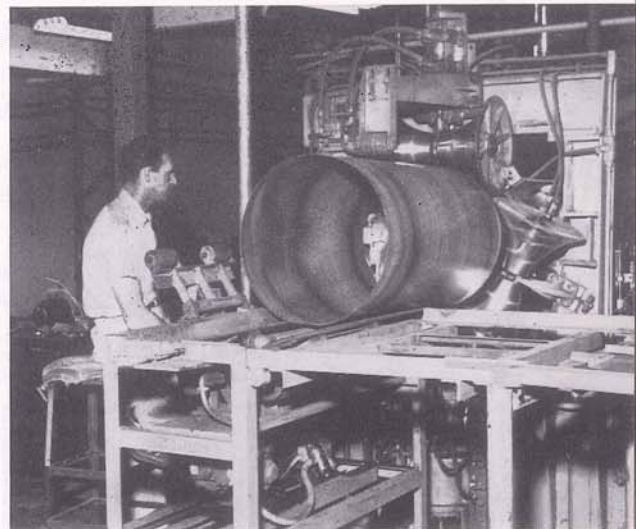
H A R A H A N

THE CITY OF HUSTLE AND HOMES

By Frank H. Mayo, Mayor

Did we say "city"? That's right! The Village of Harahan needs only 200 more population to qualify for a city charter—and they're coming right down the road: new employees of new businesses and new home owners moving out where there's elbow room, just twenty automobile minutes from the madding crowds.

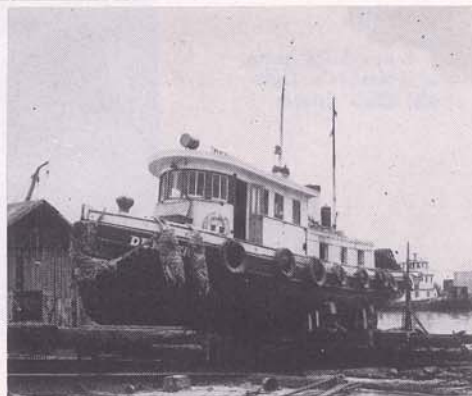
Did we say "hustle"? That's right! We've got plenty of space and while new citizens are laying out their flower gardens in the new Grove Park Sub-division, Colonial Club Estates and Marsiglia Park, industries are earmarking our available acres for new plant sites or future expansion. A good example of this is the Southern Ford Tractor Corporation on the Jefferson Highway, which has fenced off a sizable hunk of Harahan's future and already has started the groundwork for its warehouse, office, demonstration center and employee training ground—all to be headquartered here in Harahan as soon as possible.



Making steel drums at Harahan's United States Steel Products Company.

New Bus Garage of the Louisiana Transit Company in Harahan, symbolic of its close contact with its neighboring communities.





Harvey Canal Shipyard & Machine Shop

General Rebuilding of Every Type of
WATERCRAFT

MACHINE WORK — ACETYLENE AND ELECTRIC WELDING

TELEPHONE EDISON 5608

HARVEY, LA.

TAKE A TURN FOR THE BEST . . .

WWL 870 ON YOUR DIAL

LOYOLA UNIVERSITY OF THE SOUTH

NEW ORLEANS, LA.

Service Is Our First Thought
Insured Service Day and Night

SMITTY'S CABS

(Algiers Ferry Landing)

Algiers 1043

Dixie Finance Company, Inc.

Glenn M. Bourgeois

2001 Metairie Road TE. 7391

John L. Lohmann

3023 Jefferson Highway CE. 7343

Alvin Boutillier

2422 St. Claude Ave. VA. 5541

**JEFFERSON FINANCE
Co., Inc.**

LOANS

NAT J. AVERNA
Manager

CE 7127

3735 Jefferson Hwy. New Orleans 21, La.

B & H, Incorporated

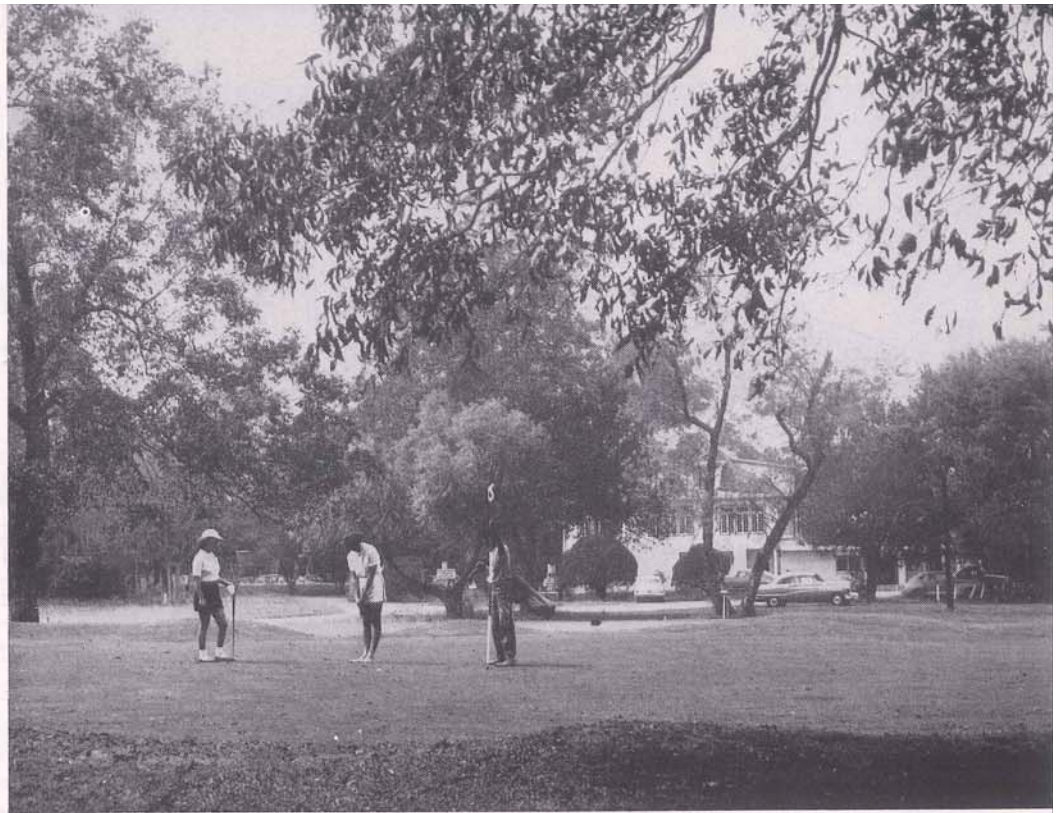
Manufacturer of All Types of

VALVES AND FLANGES

AMPCO METAL, STEEL, AND BRONZE
High and Low Pressure

920 Oxley Street

Kenner, Louisiana



Harahan's popular, picturesque and par tempting Colonial Country Club. Clubhouse in background.

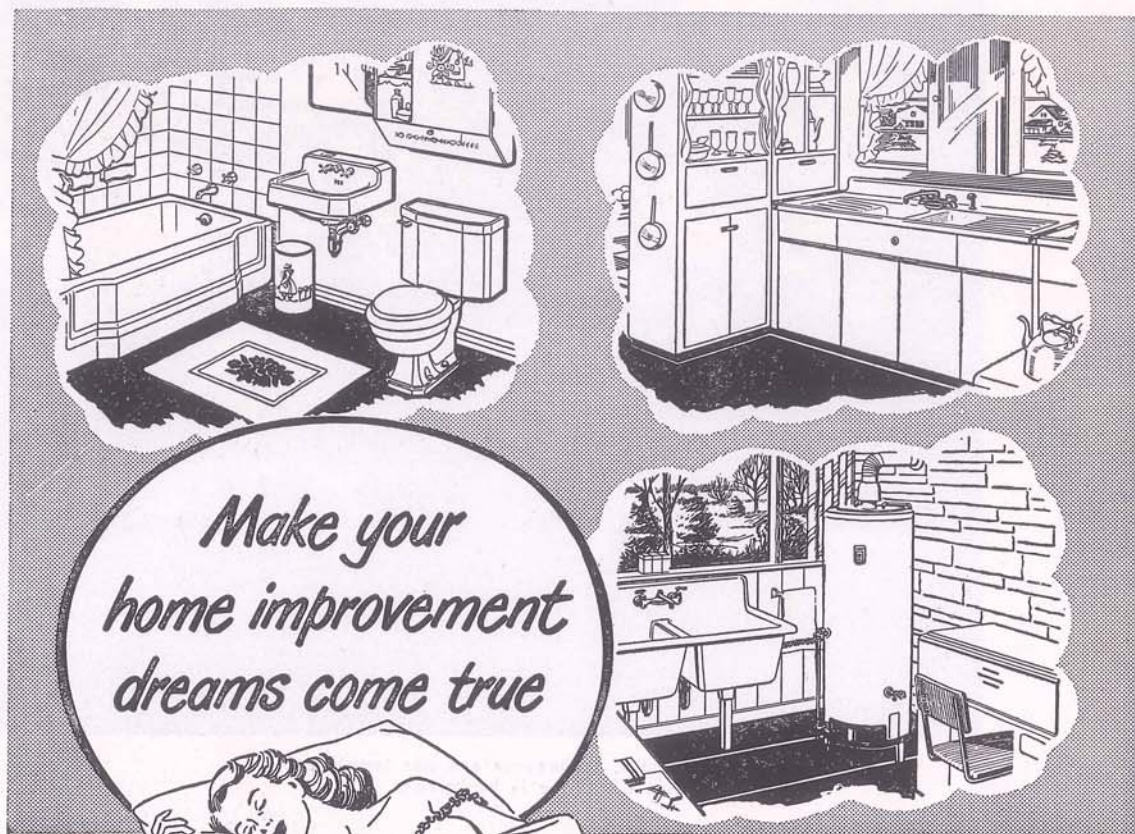
While this is all going on the Harahan officials are busy spending \$20,000 on new subdrainage streets for these new citizens arranging for the purchase of a new fire engine so that we soon will have two fire stations, one at the present location with the new equipment and the present equipment at a new firehouse at Riverside Park authorizing engineers to work on a modified plan for community sewage and filling in the batture on a section 1000 feet long and 600 feet deep to provide additional playground space for Harahan's children. And, incidentally, Harahan is proud of its community program for its future citizens, es-

pecially proud of its TEEN AGE CLUB which not only constantly uses but completely supports its Community Center.

Harahan is entirely outside the heavily congested metropolitan area but, at the same time, is completely served by its facilities. To home owners this means room to raise a family. To business men this means opportunity to expand and grow. The Louisiana Power and Light Company has spent millions extending its high power lines our direction. The Illinois Central \$7,000,000 expansion program centers in the giant Mays yard right back of us. The new highway connecting us with Airline Highway will expedite all traffic.

Close to the city but out in the country—that's why people built more than a hundred new homes in this particular subdivision in Harahan.





*Make your
home improvement
dreams come true*

...with

AMERICAN-STANDARD PLUMBING FIXTURES

Now is the time to modernize your bathroom . . . to add a powder room . . . to streamline your kitchen . . . to fix up your laundry. By selecting American-Standard plumbing fixtures, you can make these all-important rooms real showplaces. And your home will be a greater joy than ever to live in . . . the envy of every person who sees it.

We invite you to come in now and see our large display of modern American-Standard baths, lavatories, water closets, kitchen sinks, laundry trays and automatic water heaters. They're as fine as money can buy! And, you'll be surprised to see how reasonably priced they are!

Why wait?

**you can modernize
now on an EASY
TIME PAYMENT PLAN**

Come in or Phone for Estimates

LUMINAIS PLUMBING & HEATING CO., INC.

316 Brooklyn Ave.

E. J. Luminais, Vice-Pres. & Mgr.

New Orleans 21, La.

CEdar 0789

Hot Water Heaters and Floor Furnaces Sold, Installed and Repaired

We Carry A Complete Line of Plumbing Fixtures. Also General Plumbing.



HARAHAN IS PROUD OF ITS CHURCHES

Presenting, at the top, the new Methodist Church; in the middle, the new Catholic Church and School now under construction; and at the bottom, the two year old Baptist Church.

In hustling Harahan is the Freiberg Mahogany Company, the largest manufacturer of mahogany lumber and veneer in the world. Here also are the U.S. Steel Products Company, the W. A. Ransom Lumber Company, the Gulf Grinders & Distributors, the Atlas Lu-

bricant Corporation, the Southern Joslyn Company, the Kieckhefer Container Corporation and the Zensel Brothers Sheet Metal Products plant. Our Wholesale Market supplies packing house and dairy products to the ships plying the mighty Mississippi at our front door.



And back in a quiet grove of trees is the Angells Pottery, producing ceramic creations.

In homey Harahan is the Colonial Country Club, three beautiful churches, a permanent branch library and a virile community spirit. We have all the fresh air and the fun of living in the country, but we also have the city dweller's pride in the new business and the payrolls that bring more and more assets and advantages to our happy Harahan way of life.

We are growing because people have come to look and have stayed to live. We are growing because business finds here cooperation and constructive assistance.

Mr. Angell of the Angell's Pottery at Harahan, working at the potter's wheel, one of man's most ancient but ageless machines.

OFFICIALS OF THE TOWN OF HARAHAH

Left to right: Carl Gibson, Auditor; Henry Witte, Alderman; Francis Bourg, Alderman; Frank H. Mayo, Mayor; Mrs. Francis Bourg, Secretary-Treasurer; Charles A. O'Neill, Alderman and Mayor Pro-Tem; John Coutrado, Town Marshal and Chief of Volunteer Fire Department.



WESTWEGO

WHERE OIL AND WATER, AND EVEN MOLASSES, MIX

By R. J. Duplantis, Mayor

In 1849 the California gold fever swept the nation from New York to New Orleans—and across the Mississippi swarmed Louisiana's yellow metal mad miners, shouting "West We Go!" as they landed on the other side. Strangely enough, even after the Gold Rush was long over this strip of river bank in Jefferson Parish, quagmired once by their hurrying boots, still kept the name Westwego. But it remained just a name on the river until Destiny, in 1893, gave it a purpose.

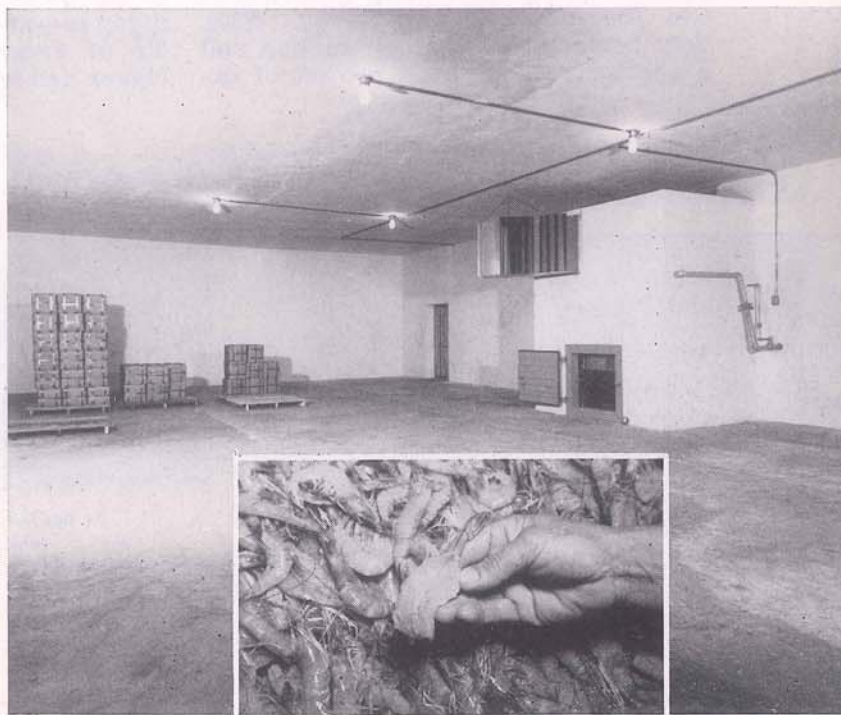
That was the year of the hurricane that wiped out Cheniere Caminada, and to Westwego came its refugees to settle. Being fishermen they continued their lifelong livelihood in their new home. From Bayou Pero and Lake Salvador they brought the finest soft shell crabs in the world. From Barataria Bay and the parish lower waters they seined succulent shrimp and lifted the famous Louisiana oysters. And out of their new town of Westwego they supplied mar-

kets all over the country. Later when seafood in tins became an industry they built canning factories. Today Westwego is the seafood center of Jefferson Parish with seven plants, three of which operate the year round and whose brand names are known nation wide: The Ed. Martin Seafood Company, the Robinson Canning Company and the Cutcher Canning Company.

When oil was discovered in Louisiana enterprising Westwego said there's no reason why sea water and oil can't mix in our community, so they extended an invitation to investigate its facilities to the new industry. Now the huge tank farm of the Tidewater Associated Oil and the increasing bulk depot of Shell Oil Company are permanent residents.

To Louisiana's great sugar industry Westwego also extended a welcome, with the result that here reside and prosper the North American Trading and Export Company and Commercial Solvents with their giant molasses stor-

A few cartons of seafood (like the shrimp shown in inset) have been displayed in this picture to give you an idea of the capacity of this new Cold Storage Plant recently added to the Ed Martin Seafood and Ice Company. If you are interested in figures, it will store over a million pounds.





OFFICIALS OF THE CITY OF WESTWEGO

Seated, from left: Roy C. Keller, Louis Marcomb, Burton Elliot, Sr., Clarence A. LaBauve, and Terrance J. Adams, Aldermen; Mrs. Adeline Martinez, Secretary and Tax Collector, and R. J. Duplantis, Mayor. Standing, from left: Kerney Doiron, Board of Health Inspector and Municipal Committeeman; Jacob Gregory, City Marshal; Sam DeMatteo, Asst. City Marshal; Oliver St. Blanc, Jr., Traffic Officer; Nestor L. Currault, Jr., Town Attorney; Armond Griffin and Horace Terrebonne, Municipal Committeemen.

age plants, many million gallons of which are converted into alcohol by another Westwego industry, the Publicker Alcohol Company.

For good measure, and for diversity, there's also the well known Marcomb Boats Works and the Marsh Equipment Company (famous for its "Marsh Boats").

There are only 10,000 Westwegians in this compact city—but all are wide awake and all living up to their "We Go" heritage. This year, as an example, they have built a new water plant and tower which, combined with previous facilities, give the city a 4,000,000 gallon capacity. To accompany this they have built a new administration building to serve both the city government and the enlarged waterworks. Also, they have started on their million and a quarter revenue bond project of ex-

tending water mains to serve the 5th Water District and the 200 new homes of Pecan Grove where Westwego is expanding.

Forty new fire plugs for protection have been installed and Westwego Volunteer Fire Company No. 1, with its own funds, has bought a brand new \$17,000 fire fighting unit.

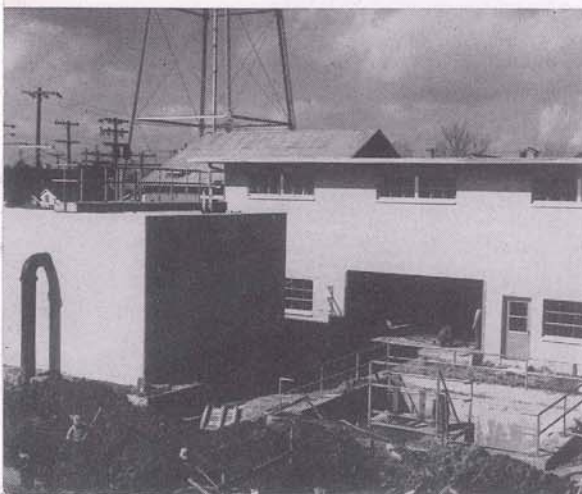
The largest Catholic church on the West Bank is under construction and a new soft ball and football field have been built in Westwego Park and Playground, with immediate future plans for night lighting.

Westwego welcomes new industries and new homes—but it isn't merely a friendly hand wave. It's a hand deep in its pocket to provide a city worth living in—and a hand grabbing the handle of every opportunity to make it bigger and better.

At the right is the new City Hall and Waterworks Administration Office.



At the left are new additions in process of construction to the Westwego Water Plant.



300 BILLION GALLONS OF WATER A DAY

A report on the most precious asset of Jefferson Parish by J. W. Hodgson, Sr., President and General Manager of East Jefferson Waterworks District No. 1.

300 billion gallons! That's what Ol' Man River pushes past our parish every day in the year. And from that ceaseless flow East Jefferson Waterworks pulls, purifies and produces for private and plant consumption and fire protection 10 million gallons a day—so pure it can be safely swallowed right out of

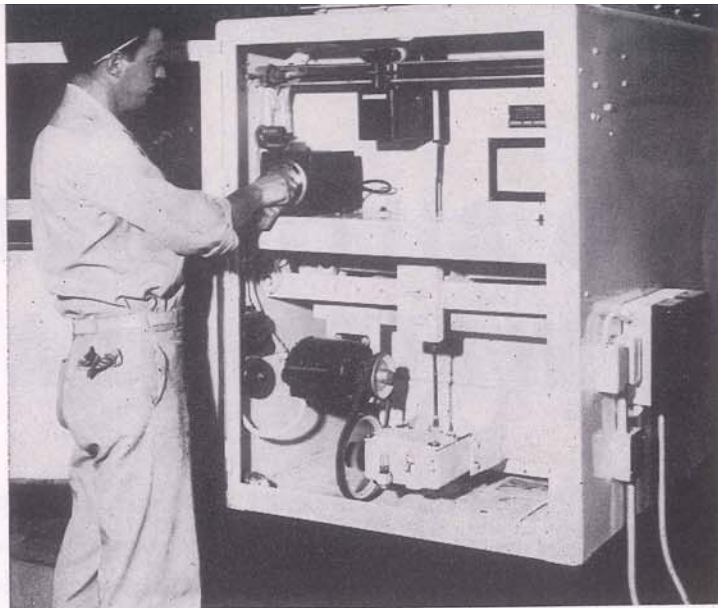
the street hydrants—and furnished at third lowest water rates in the State of Louisiana.

We are lucky in Jefferson. Water—in other parts of the nation—is becoming a serious problem. Remember when the teeming metropolis of New York was put on water rationing? Have you

Airview of the East Jefferson Waterworks plant, office, underground and tank storage. Outlined in white are the new sections of land acquired for the erection of the additional clear water reservoirs mentioned in the article. The Mississippi, the source of our supply, is in the background.



This shows the process of adjusting the chemical machinery, one of the highly technical and scientific phases of keeping water healthy.

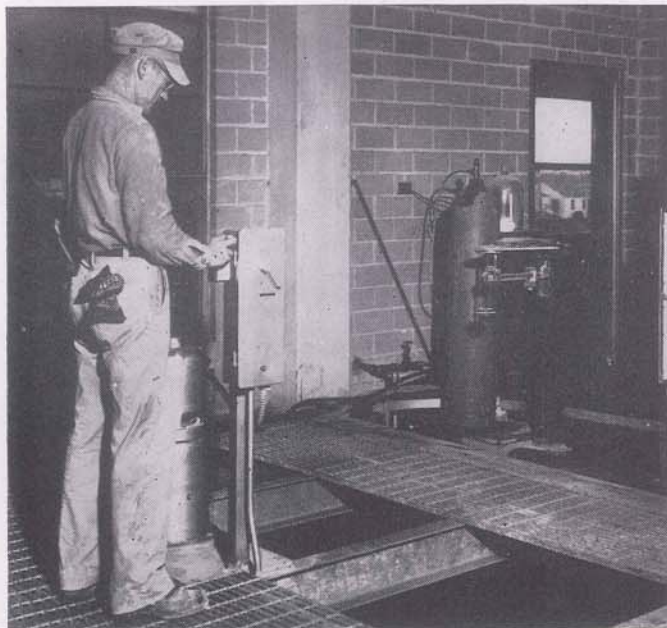


read how the West Coast is spending millions to pull precious H_2O from the mountains? Have you noticed how industries are combing the country for plant sites where water is constantly and economically available? While we here in Jefferson so casually take for granted an unlimited supply—and un-failing service.

It is statistically true that Father Mississippi provides enough water to supply every person in the United States with 2000 gallons a day. That is more than double the total per capita consumption in the nation. BUT—silt laden river water is useless until it has been purified, propelled through countless miles of pipe and made available at every tap, faucet and hydrant and in quantities equal to every demand and emergency. That is where the East Jefferson Waterworks comes into the picture.

Twenty-one years ago we started serving the East Bank. At that time our list of customers was only 173. To-day we are satisfying and serving nearly 18,000. As late as 1949 we were processing only 4,500,000 gallons of water every 24 hours. Today, only four years later, we are producing 10,000,000 gallons a day with almost half that amount in storage for unusual demands or sudden emergencies. And even that will soon not be enough.

Jefferson is growing with leaps and bounds—and East Jefferson Waterworks is keeping pace with it. In the ten years following 1940 the parish more than doubled its population—more than doubled its daily demand for water. Fully realizing this and facing the issue squarely the East Bank property owners in 1950 unanimously voted 5 million dollars for tax free revenue bonds to provide facilities for the fast approaching future.



And this is the mixing chamber, another of the complicated processes that make the constant supply of clean, clear water at your faucet so simple.

That money was spent for 400,000 feet of new pipe ranging in diameter from 36 inches to 6 inches—for 1100 more fire hydrants—and for the incidentals necessary to installation. But every day more and more people—more and more plants — call for more and more water.

Right now we are again preparing to double our capacity—to provide a 20,000,000 gallons a day plant with new underground intakes to eventually handle 30,000,000 gallons a day. We have acquired land adjoining our present property upon which to build two more clear water reservoirs with a total storage capacity of 5 million gallons—bringing up our reserve water supply to a constant 8,500,000 gallons.

Pulling the water from the Mississippi and piping it to our customers—a never ending daily job of extending our network of service to new homes—is only part of our problem. The other part is purification—a complex combination of heavy equipment and delicate science.

The water comes to us laden with silt. It goes through the grit basins where the heavier particles sink. It goes through the filters where it seeps through 3 feet of sand and gravel to the clear well. It is scientifically analyzed and then pumped to the reservoirs. And when it comes to the ultimate consumer it has been tested twice a week by the strict standards of the State Board of Health.

From the Orleans to the St. Charles Parish line and from the river to the lake—that is the area East Jefferson Waterworks serves, 33,000 acres or approximately 52 square miles. We are supplying—and plan to continue to supply—the purest water that modern science can produce for every household purpose — plenty of water for every business and industrial requirement in our area—and millions of gallons at a pressure of 60 lbs. to the square inch if necessary, to fight fire wherever and whenever the emergency arises in our district.



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

Seated, from left: Commissioners John W. Hodgson, Sr., President and General Manager; Charles J. Kieffer; Charles A. Boutall, Vice-President; Blaise Camel, and Paul D'Gerolamo, Purchasing Agent. Standing, from left: John C. Boutall, Attorney; Archie J. Miller, Office Manager; William C. Wolf, Outside Superintendent; Octave P. Garsaud, Secretary; Richard Eberhardt, Chemist; Otis D. Hargrove, Treasurer; Oscar P. Gaudet, Plant Superintendent, and William D. Young, Assistant General Manager.



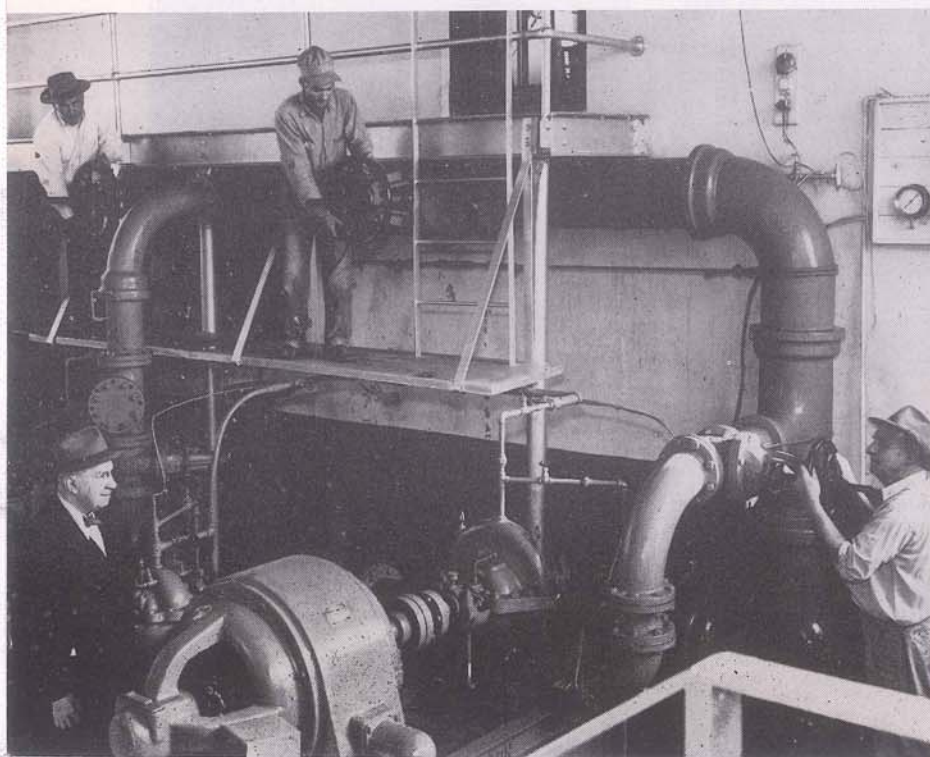
The machinery involved in the process—now going on—of extending water mains to the outlying sections of Waterworks District No. 2.

LIQUID ASSETS

The 1953 Report of Jefferson Parish Waterworks District No. 2.

By Ed. E. Feitel,
President and General Manager

In May of 1952 the Board of Commissioners of Jefferson Parish Waterworks District No. 2, which serves the busy and industrial Marrero-Harvey section, signed contracts to spend \$50,000 to extend service several miles further—at no additional cost to the consumers or sub-dividers. This ever growing West Bank demands additional miles of pipe each year to furnish pure water to the home owners and factories within its boundaries, which extend from the upper city limits of Gretna to the lower city limits of Westwego.



At lower left is Ed. E. Feitel, Manager and President of Board of Commissioners, inspecting the pump room at the plant in Marrero.

The original plant was constructed in 1931, with a maximum pumpage—adequate at that time—of 300,000 gallons of water per day. By 1941 the daily capacity had to be increased to 1,500,000 gallons to accommodate the steady influx of new industrial concerns which, at that time, began developing the great oil resources of our parish. By 1950 the plant was again enlarged to 5,000,000 gallons daily to furnish water to the tremendous increase of residential consumers within our district.

Our plant has ever growing responsibilities. It supplies water to Jefferson Parish Waterworks District No. 3, which borders the southern boundary of our district and will also supply water to the newly incorporated water district comprising Lafitte, Crown Point and Barataria. It is now 22 miles from the purification plant at Marrero to the farthest consumer.

In addition to furnishing a constant water supply to residential and commer-

cial consumers, our district supplies the great industries of the parish: The Celotex Corporation, Johns-Manville Products Corporation, General Chemical Company, The New Orleans Refinery of Petco Corporation, Douglas Public Service Corporation, the Texas Company, Continental Can Company, Southern Cotton Oil Company, Swift and Company, Commercial Solvents, Southern Shell Fish Company, the Avondale Marine Ways, Sherwood Refinery Company—as well as numerous small concerns.

In addition to furnishing water for use it is our responsibility to maintain at all times an adequate water pressure for fire fighting purposes.

We are very proud of our “liquid assets”—furnished to consumers **AT THE LOWEST RATE IN THE STATE OF LOUISIANA.** And, we have only a one mill tax, the lowest of any public body, to retire an outstanding bond issue of \$300,000 issued in 1947.



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

Seated, from left: Commissioners Edward L. Fos; Jacob D. Giardina, Vice-President; Ed. E. Feitel, President and General Manager; Carlo Siragusa, and Anthony Peperone. Standing, from left: Nezem J. Lorio, Plant Superintendent, and Peter J. Russo, Secretary-Treasurer.



TWO OUTPOSTS

OUR "HAM" OPERATORS

Scattered throughout Jefferson Parish are approximately 135 amateur short wave radio operators. Their own proud and preferred name for themselves is "Hams."

Short wave radio is a highly scientific hobby, international in scope, requiring intricate apparatus and great skill . . . a fascinating hobby that permits a man to sit before a mike in his own home in the wee small hours and talk to his friends all over the world, other "Hams" that is.

In order to be a "Ham" one must first qualify, which requires passing a test from the Federal Communication Commission of the U. S. Government. In

this test the prospective "Ham" must prove to the examiner that he or she can send and receive International Morse Code. If this preliminary test is passed, then comes a written examination in Radio Theory, the U. S. Rules and Regulations governing the air waves, and the operation of electronics equipment. If this examination is also successfully passed, then and only then is the applicant licensed to operate a "Ham" station. The license itself is free and available to any American citizen regardless of age or physical condition who can meet the requirements.

This government licensing of a hobby seems strange until we realize that the "Ham" operators of the nation are our emergency line of communications when all other means have been cut off. In many a flood, fire and disaster it has been the "Ham" operators who have linked a marooned community with the outside world.

Our Jefferson Parish "Hams" are available at all times to be called upon by the Federal Government or by the local authorities. Through their own organization, The American Radio Relay League, the "Hams" have cooperative working agreements with such agencies as the Red Cross, Civilian Defense, hurricane networks, etc. And they are a part of our war emergency network being set up all over the nation by the Civilian Defense Coordinators.

Normally the "Ham" quietly indulges his hobby of talking all over the world, and nobody knows he exists. But when floods, storms and earthquakes strike without warning and man's wires and rails are useless, then out of the void comes the capable voice of some "Ham" on the spot, and then everybody praises God he has been there all the time.

Left above is Robert E. Steiner of Jefferson Parish, a veteran "Ham" for over forty years. And left below is Maurice Fitzgerald, Jr., another Jefferson veteran "Ham" to whom we are indebted for the data included in our story.



of PREPAREDNESS

OUR PARISH HEALTH UNIT

In March of 1942, on the recommendation of a Police Jury Committee composed of John J. Holtgreve, W. Richard White and William E. Strehle, the JEFFERSON PARISH HEALTH UNIT was established. It has been functioning now for a little over ten years . . . and here are a few comparative facts showing what it has accomplished in that decade.

In 1942 the Jefferson Parish Maternal Death Rate was 26 for every 10,000 live births. In 1951 it had dropped to six, three lower than the national average. In 1942, also, the Infant Death Rate was 23 for every 1000 live births. In 1951 it was down to 17, as against the U. S. nationwide rate of 28.8.

The death rate in Jefferson Parish in 1951 was 6.2 per 1000 population, three less than the Louisiana overall average of 9.3 for the same year.

Yes, the JEFFERSON PARISH HEALTH UNIT under the direction of capable Dr. L. R. B. Centanni, is one of our most vital outposts of preparedness with its imposing personnel of Chief Sanitarian, 8 Sanitary Inspectors, Sanitarian in Charge of Rabies and Typhus

Control, 4 Small Animal Wardens, Nurse Supervisor, 10 Staff Nurses, Director of Medical Services, Mental Health Consultant, Dental Hygienist, Public Health Nutritionist, Communicable Diseases Investigator, 2 Public Health Educators, X-Ray Technician, Chief Clerk and Clerks—Plus a staggering array of scientific equipment.

In the Parish of Jefferson the HEALTH UNIT has been responsible for the dental hygiene program, which has included prophylaxis and the application of sodium flouride to the teeth of school children and corrective dental service in Health Unit Clinics; dairy sanitation which has resulted in the production of Grade A milk throughout the parish; food manufacturing plants under sanitary conditions; nutrition consultant services available to interested groups; educational materials and films available on all phases of health and consultation in planning community health programs; and dozens of other daily and varied services.

Against the threat of communicable diseases it constantly stands guard and, starting with the new born infant, keeps a wary watch over the general health of the citizens of Jefferson. Good health is a community's greatest treasure. The Health Unit is our outpost of preparedness against attack on it from any sector.

The mobile X-Ray and Blood Testing Equipment of the Jefferson Parish Health Unit.



"IT'S FUN TO LIVE IN JEFFERSON"

By Charles L. Doerr, Sr.

This we sincerely believe is the considered and unanimous opinion of the hundreds of Jefferson Parish boys and girls in whose behalf we have given voluntarily of our time and effort since 1947.

For it was in December, just seven years ago, that our Jefferson Parish Community Center and Playground District No. 4 was created by the Police Jury . . . of which it was my privilege to be one of the five original board members appointed.

Shortly after its organization, on June 6, 1949, the Board purchased right in the heart of Metairie a beautiful plot of ground comprising 42 acres. Here has been put into action the Master Plan of Recreation to take care of all white people of Metairie. With plenty of acreage to plan, build and expand there have been completed up to the present time football fields, baseball fields, soft ball fields, one of the most modern athletic tracks, stands for the football field, two community houses and playground equipment for the youngsters. In process of construction is the large auditorium which will complete the Master Plan as now projected.

One of its completed and very badly needed projects is the Negro Playground, covering eight acres, located on Harlem Avenue and the Southern R. R. tracks. On this tract has been built a football field, a baseball field and varied playground equipment has

been installed for the use of the tiny tots. And, facing Harlem Avenue, a large Community Center has been constructed to house the meetings and social get-togethers of the negroes of the entire Eighth Ward.

Back on Cleary Street, also in the Eighth Ward, the Board bought another two blocks of property and created another playground—on which, also, has been constructed a football field, a baseball field and a small Community House, and which has been equipped with the necessary playground equipment for the use of small children.

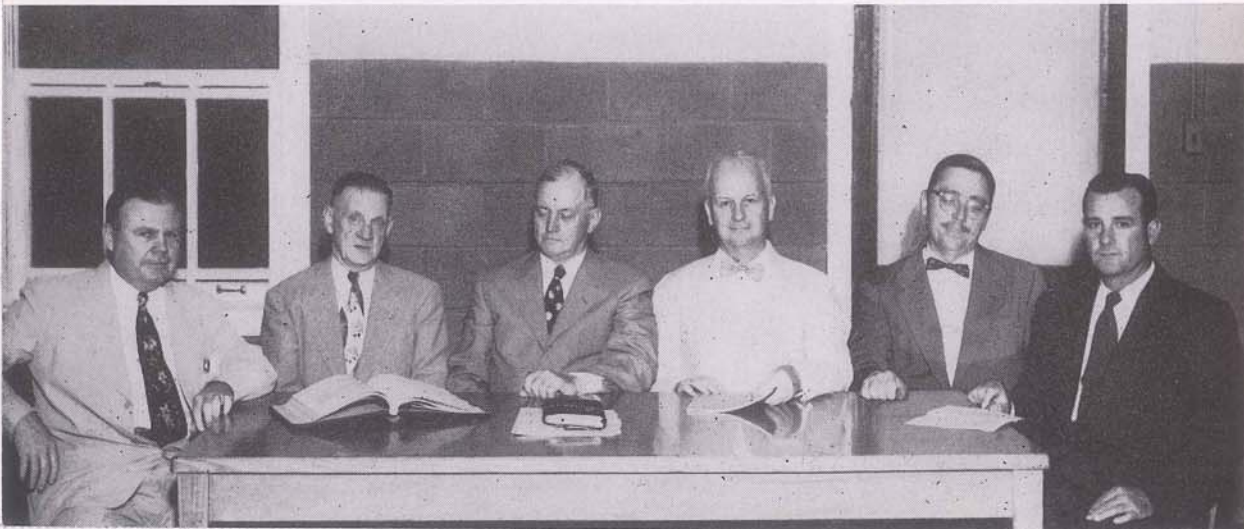
All of these various playground projects, and their activities, when finished are under the supervision of the 5-man Board, which meets as often as necessary to efficiently and economically work out its problems.

Representing the Board on active full time duty is Director Harry C. "Wop" Glover, who has under his direction a maintenance crew that is kept constantly working on the upkeep and improvement of all playgrounds. The Director is also in charge of all activities of the playgrounds and all those planned programs which succeed one another the year round.

Our work has just begun . . . because in a growing parish like ours new children are always coming up the walks to join in the "fun" in Jefferson.

MEMBERS AND OFFICIALS OF COMMUNITY CENTER AND PLAYGROUND DIST. NO. 4

Seated, from left: Charles L. Doerr, Sr., President; Harry Robertson, Vice-President; Fred D. Jung and Elton T. Mackie, Members; Jules Meraux, Secretary-Treasurer; and Harry C. "Wop" Glover, Director in Charge.





the last **HUNDRED MILES**

By
Leander H. Perez
District Attorney
Plaquemines Parish

To the thousands who will visit New Orleans during the Sesquicentennial Celebration of the Acquisition of the Louisiana Territory in 1953, the people of Plaquemines extend a special invitation.

Because—it was in this river parish, which begins a few miles below the city and follows the Mississippi to its mouth, where the first chapter of the fabulous Louisiana story was written. In fact the very name “Louisiana” originated here.

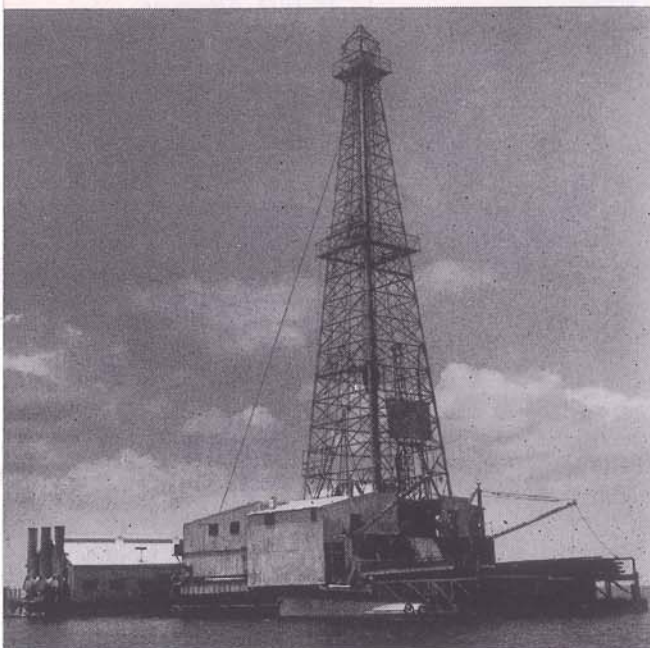
You’ll remember that Columbus, flying the Spanish flag, discovered America in 1492. You’ll probably also remember, but less distinctly, that for the next two hundred years Spain claimed practically the entire American continent—without encountering any serious opposition. Unfortunately, however, she became so intrigued (and enriched) by the silver in South America that she neglected, in North America, that ancient legal technicality about possession being nine points of the law.

So around 1682, when the Frenchman

La Salle, the first white man to come down the Mississippi to the blue waters of the Gulf, found no Spaniards within shouting or shooting distance, he triumphantly planted the banner of France in the soft silt of what is now Plaquemines Parish and proclaimed that this mighty river and all the land it drained was henceforth French. And, with proper ceremony named it “Louisiana” in honor of his sovereign Louis XIV. By this act LaSalle calmly confiscated from Imperial Spain a million square miles of the richest river valley, outside the Nile, in the world.



In terrain typical of this "Last Hundred Miles" a Gulf Refining oil storage barge takes up headquarters in protected waters.



This is a typical Gulf Refining submersible drill barge operating in Plaquemines Parish. Boiler barge in rear supplies both steam and electricity for the operation.

It was also in what later became Plaquemines Parish where Bienville, one of the leaders sent out by France to colonize and consolidate LaSalle's Louisiana, put over what was undoubtedly the biggest bluff in history. He had just arrived. In fact, he was descending the river with a few companions on the way back to base from a reconnoitering expedition, when he met head on an English man-of-war ascending the river on the very obvious errand of taking over the country for the crown. By sheer big talk and bravado young Bienville convinced the English captain that he was merely the advance party for an imposing French force just around the bend upstream.

Endowed with more caution than courage the English officer ordered his ship about, an error in judgment which lost half a continent to Great Britain. This historic bend in the river in Plaquemines Parish is still known as English Turn.

It was this same resourceful Bienville who recognized this last hundred miles of river country as the funnel of the future. He was among the first to see that whoever controlled the mouth of the Mississippi controlled the heart of America. For twenty years he fought his King, the Court and his own colleagues until he wrested permission to establish his capital on the river bank's highest ground and route the ships of the world upstream to what is today the nation's No. 2 port—New Orleans.

It was to control this vital mouth of the Mississippi, as Bienville had foreseen, that the young U.S.A. approached Napoleon with an offer to buy merely the island of New Orleans—and ended by purchasing the entire Territory of Louisiana.

So, down here where the historic Louisiana territorial waters extend into the Gulf beyond the mouth of the river is

Believe it or not, the Parish line runs right through this Williams Store at Caernarvon. In this picture the proprietor is in St. Bernard Parish and the customer is in Plaquemines.



A bit of bayou beauty
... one of the side
road scenic spots of
Plaquemines Parish ...
a painter's and photog-
rapher's paradise.



where the Louisiana Purchase began. The state of Louisiana is today merely one of more than a dozen states carved from that original transaction. And, this narrow historic hundred mile strip of river's end, officially designated as Plaquemines Parish, is merely one of 64 such parishes in the state of Louisiana.

But don't let its size fool you—or the fact that it is three hundred years since LaSalle and Bienville. Plaquemines is still making Louisiana history.

* * * * *

There are no big cities in Plaquemines Parish. Its population is about 15,000 people, distributed over the 100 mile stretch of land along both banks of the river. Tourists rarely penetrate Plaquemines because its two flanking river highways come to a dead end deep in the parish. Beyond are the 66,000 acres of the Pass a l'Outre hunting ground, where sportsmen come from the 48 states to shoot in season their quota of wild duck and geese. Adjoining are the 45,000 acres of the Delta Migratory Waterfowl Refuge, where no man may hunt and where our game birds rest and feed and breed in a great natural preserve under government protection. And beyond these is the mouth of the Mississippi and one-fourth of Louisiana's territorial waters.

BUT—this parish, once the poorest, is now one of the richest in the state. Its 15,000 citizens, although few in numbers, are rugged, resourceful and, steeled by their relentless struggle with the river, have learned how to turn

every setback into a fresh foothold forward.

In this year of the Sesquicentennial Plaquemines proudly possesses the lowest tax rate in Louisiana. It gives its citizens and its visitors FREE FERRY SERVICE across the Mississippi. It provides its fishermen and trappers FREE LOCKS, NAVIGATION CANALS and BOATWAYS. It is spending millions of dollars to furnish its children the best schools modern architecture can build. It is the only parish in Louisiana that matches dollar for dollar the state's road building program. And industry—because of its low tax structure, because of its proximity to the World Port of New Orleans, and because of its abundance of industrial water and natural gas—is seeking out this remote parish at river's end to build factories.

A scene in the Plaquemines seafood packing plant of A. Battistella: boiling shrimp to be canned for market.





The almost human helicopter, which can light on the proverbial dime of dry ground in this tangled terrain, is shown serving a Shell Oil exploration party working in Plaquemines Parish. The box on the ground, which can be chained to the frame of the 'copter, carries the technical geophysical equipment.



In the search for oil SHELL also uses in Plaquemines this very unique combination: a marsh buggy towing the technician in a boat. He plants and fires charges. They tow him in for lunch. The canopies cut the sun and the hollow wheeled workhorse licks the mud and muck. An amazingly efficient amphibious operation.

All this, of course, took over two hundred years and a good many generations of rugged river men to accomplish.

In its first century of existence, when New Orleans itself was still a village, the only settlers who could survive its flood waters and make a living in this lower river country were French "couers de bois" (who liked it too well to go back to Canada) and Spanish sailors (who remained for the same reason). They trapped and fished its watery wilds and raised happy, healthy progeny. Their descendants today are the backbone of the Plaquemines population, whose several hundred individually owned luggers harvest or catch for packing and shipment to market a million dollar a year haul of Louisiana's famous river fattened and Gulf flavored oysters and shrimp.

These same hardy citizens also put out their trap lines and consistently, year after year, account for one-fourth of the fur catch of the entire state of Louisiana. And Louisiana, incidentally, puts more fur on milady's back than Alaska and Canada combined.

Along with these original downriver pioneers went a few Jesuit fathers, those courageous churchmen who always carried the cross a little in advance of civilization. Jesuit Bend in Plaquemines Parish marks their original settlement. With them they took seeds and their knowledge of horticulture. It was they who discovered that the lower river climate and country were perfect for citrus fruits. In fact the name Plaquemines comes from their French term for the Indian word "persimmon." It was early experiments of

On land reclaimed from the marshes Plaquemines Parish farmers are building profitable herds of blood-ed beef cattle . . . answering one of the South's vital needs.



these Jesuits that developed the famous Forty Mile Orange Belt of Plaquemines Parish where are grown, not the most oranges in the nation, but the sweetest and the juciest. One plantation alone, the historic "Magnolia," had a grove of 35,000 trees.

The use of the word "had" is not a typographic error. In the winter of 1950 an 18° freeze, hitting suddenly without reason, ruined 80% of the orange trees in Plaquemines. Once before that had happened—in the great storm of 1893 — when all the groves were leveled. Plaquemines recovered from that more serious blow and we know, by the activities going on now, that the parish will bounce back from this one. Groves are being replanted—but it is too soon to report progress. Right now the nation's markets are impatiently awaiting the return of the Louisiana Sweet.

In due course of time as New Orleans settled, and as sugar cane replaced indigo as the money crop, after the famous successful crystalization of sugar by DeBore, Plaquemines became a parish famous for its plantations. Also, its lowlands encouraged the profitable growing of rice. Years of prosperity rewarded both rice and sugar planters and Plaquemines entered its first major prosperous period. This was when it was known as the Empire Parish.

But the growth of New Orleans and the increase of population exacted its price. Valuable buildings and properties now lined the river. The levees had to be constructed higher. Modern highways were laid down. This made the building of sluices for the rice fields more and more expensive. Gradually the growing areas were shoved further



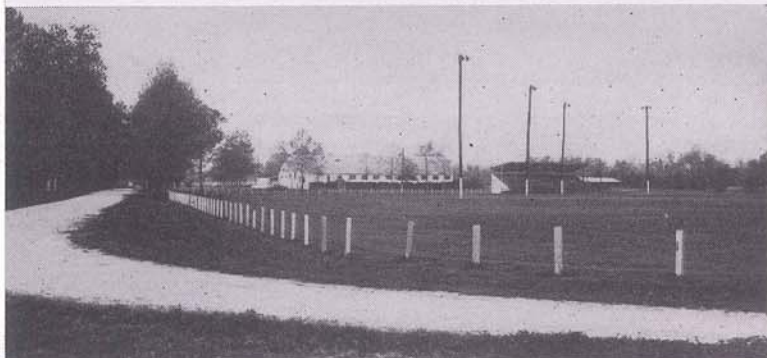
At Point-a-la-Hache in Plaquemines Parish is located the 30-year-old plant of Wm. A. Beshel Industries, pioneer and today one of the largest manufacturers of Cedar Robes and Cedar Chests in the United States. The people of Plaquemines extend tribute to the founder, Wm. Beshel, who died the beginning of this year and salute the son, Albert Beshel, who worked with him and succeeds him as head of the business.

Through its agent, The Rodorho Wholesale Furniture Company of New Orleans, the beautiful and durable Beshel Chests and Robes like you see in the photograph, are distributed by trailer truck to dealers throughout the South.

downstream until the planters, in desperation, planted their rice in the very silt of the river's mouth. If no floods wiped out their crops they made great profits. If the raging waters were too high they lost everything. These were known as the "Providence Crops" and their extreme hazard soon discouraged their practice.



Showing the new water tower at Empire and also one of the many parish supported ways for the boat repairs of Plaquemines fishermen.



Part of the 32 acre Recreation Park at Braithwaite where so many picnics and outdoor functions of the Parish find a beautiful and spacious area maintained for their use.

The inevitable march of progress — the centralization of sugar mills—also slowly eliminated the individual mills of the plantations and eventually that phase of Plaquemines destiny became history.

Came then the War Between The States, the terrible days of Reconstruction, and the period around the turn of the century when Plaquemines was dependent upon its fishing industry, its orange groves and its truck gardens that supplied New Orleans with its fresh vegetables.

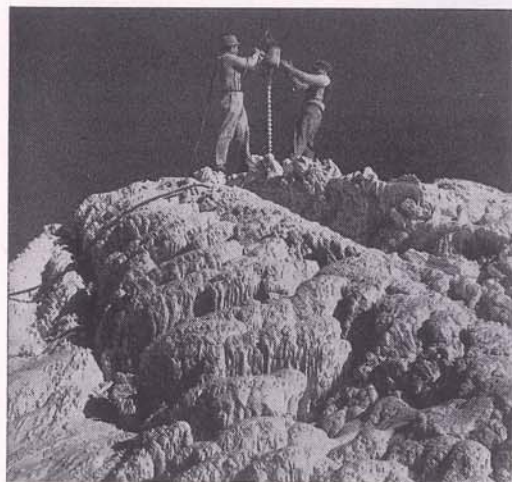
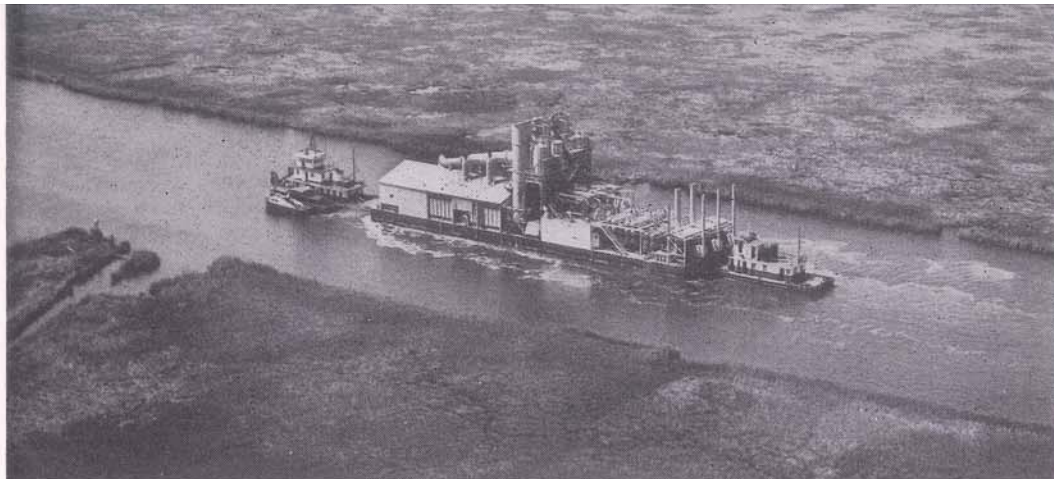
For a long period—during the first quarter of our present century—Plaquemines fell back to one of the poorest parishes in the state. Then—in 1930—they struck OIL at Lake Washington, or Grand Ecaille, in Plaquemines. And only three years later—in 1933—in this same Lake Washington area the Freeport Sulphur Company, after spending several million dollars in experimentation, began successfully to mine SULPHUR.

When you're dealing with millions of barrels and millions of tons figures soon lose their shock value. A few simple elementary facts will far more convincingly prove what these almost simultaneous incidents meant not only to Plaquemines Parish—but to the nation.

WITHOUT these two elements—OIL

and SULPHUR—our present way of life COULD NOT EXIST. In some form sulphur is present in the composition or manufacture of practically everything we use. And everything mechanical that moves is dependent on oil. There has been no substitute discovered or devised for lubrication. To the vital necessity of these two products add the information that of neither is there ever enough and you have a fair idea of the dramatic role Plaquemines has played since the early 1930's.

Before the Grand Ecaille mine in Plaquemines two mines in Texas had struggled to supply the nation. And even right now with the Freeport Sulphur Company in this parish producing over a million long tons of the vital yellow mineral a year the nation is again crying for more sulphur. To the extent that the company again spent several millions in experimentation and have come up with a brand new idea—the world's first floating mine—a complete mining operation on a barge that can be taken out away from land, sunk where the mineral deposit is found, pull the molten yellow magic up from the depths, transport it in huge floating "thermos jugs" that carry a thousand tons a trip and bring it to land and to market. One of these self containing mines built in Plaquemines Parish is



TOP: This is it—the world's first floating mine—Freeport Sulphur's new and ingenious reply to the cry for "more sulphur"—a complete, self contained unit that mines underwater, supplies its own power and can be moved away from land to wherever the sulphur is found. AND TO THE LEFT is a mountain of the yellow mineral, more precious than gold which FREEPORT SULPHUR'S labor and Plaquemine's land (and now water) are furnishing in ever increasing quantities.

now operating at Bay St. Elaine, in Terrebonne parish—utilizing sea water from beneath its own boilers to melt the sulphur down under the bay's bed, and transferring it to the waiting "thermos jugs." Another sulphur mining plant is being built and will be put into operation at Garden Island Bay, near the mouth of the river, and will produce another half million tons.

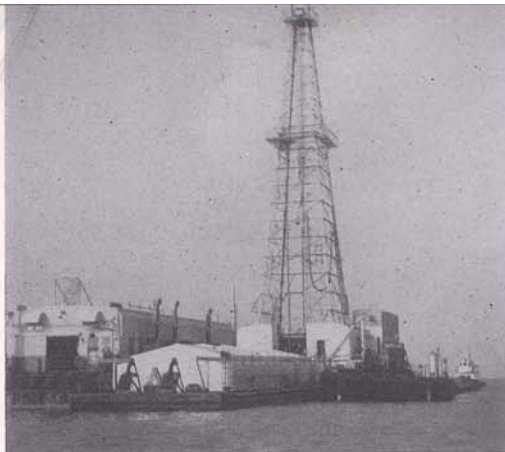
Today—twenty-three years after the discovery of oil in Plaquemines—this parish produces around 15% of the entire output of the state of Louisiana. Twenty-five oil fields dot its lower end and furnish a total daily allowable of nearly 100,000 barrels.

A valuable additional industry has evolved in the last couple of years from the natural gas that was formerly burned as waste. Today a 16-inch pipeline from four Plaquemines fields bring fuel to New Orleans industries—among them the big new Kaiser Aluminum Plant. And another similar pipe-line is being constructed to gather gas from several other oil fields in Plaquemines.

Out of the severance taxes and royalties returned to the parish from its oil and sulphur production came a new prosperity. The faith of its citizens who had fought the river and fought depression had been again justified. From the poorest parish in the state Plaquemines steadily rose once more to be one of the richest. And it was soon proved that they could handle prosperity as well as adversity.

They elected a parish administration in whom they had faith to administer their local government—and they put into effect a long range plan: — to operate and improve the parish out of accumulated revenues and tax money from its products, not its people. In the years before World War II it reduced the tax rate of the individual citizen over 60%. Today the resident of Plaquemines has the lowest tax rate in the state.

Over the years Plaquemines spent its revenue wisely and carefully: for a Free Ferry which cost the parish about \$100,000 to build and which requires a sizable annual maintenance budget that saves every one who drives in the parish a hundred miles if they want to cross the river; for free locks and navigation canals for its fishermen and oil field workers; for drainage canals; for schools, athletic fields, auditoriums—and had just got started, when the war came along and interrupted everything except its winning.



Showing one of Humble Oil and Refining Company's deep hole rigs of the Lake Washington Field, one of the most powerful in operation today. On the left is the barge that supplies the power to the drilling unit.



And inside this Humble Oil and Refining Company Power Barge are shown here the huge amplydine generators (see foreground) which regulate the power load from 3 thousand horsepower engines that drive the generators at right.

Plaquemines had a comfortable surplus in War Bonds when peace was declared—and as soon as building materials were again available at reasonable prices it renewed with its accumulated Post War Construction Fund its interrupted program of parish wide improvements.

Its scope—part completed and part still under construction is imposing: a million dollar combination High and Grammar School at Woodlawn; a million and a quarter dollar Elementary High, Gym and Auditorium at Port Sulphur; a \$1,450,000 combination Elementary High, Gym and Auditorium at Buras; a half million dollar waterworks at Belle Chasse; a \$700,000 water works at Buras and Empire with a fourteen mile pipe line; three brick construction Negro schools at Phoenix, Scottville and Empire totaling over a million and a half dollars; and \$100,000 for creating three new drainage districts at Belair, Ollie and City Price. All of this, we repeat, without one cent increase in taxation to any citizen of Plaquemines and without the issuance of any bonds.

All is not oil and sulphur, however, in Plaquemines. Although proud of the world importance of their two main products, a sizeable segment of the population goes quietly along developing the land that new drainage projects have reclaimed. It continues raising, as it has done for hundreds of years, the famous Plaquemines tomatoes, cauliflower and cabbages produced from the richest loam in the nation. Guided by the agricultural experiment station located right in the parish which is supervised by Louisiana State University, and counseled by County Agent Murphy W. McEachern, truck farming is steadily on the increase and beef cattle raising, constantly being improved by the addition of new blooded stock, is an up and coming industry in Plaquemines.

Every year now, in April or May, the growers and breeders get together on Plaquemines Parish Extension Field Day when ideas are exchanged, new methods discussed, and prizes are awarded. In this parish where the total school enrollment is only a little over 3,000, both colored and white, there are

The Champion Tomato Grower of Plaquemines Parish for 1952 was Jack Mistrot. Shown here is District Attorney Perez presenting the Trophy to Jack's father at the Plaquemines Parish Extension Field Day ceremonies.

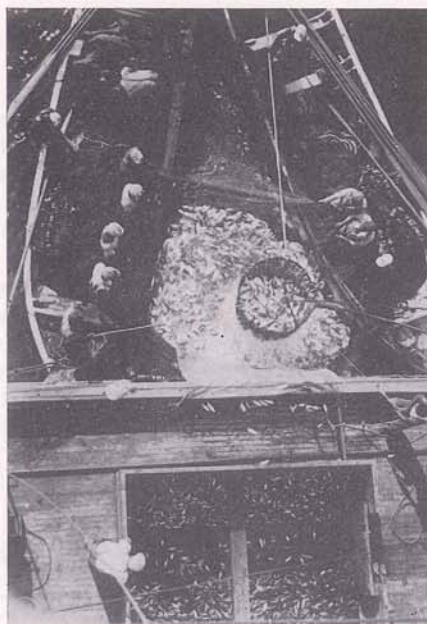


nine active 4H clubs with an enrollment of 650 members. And, under the guidance of Mrs. Celia Hissong, Home Demonstration Agent, the mothers and wives are taught many secrets of making the daily household routine a profitable and pleasant experience.

Since the War (which created the new Industrial South) scouts of industry have been impressed by Plaquemines advantages: how close it is to New Orleans, where products may ride to market by water, by air, by rail and by highway; its inexhaustible industrial water supply, its low tax rate, the availability of natural gas, and its progressive spirit.

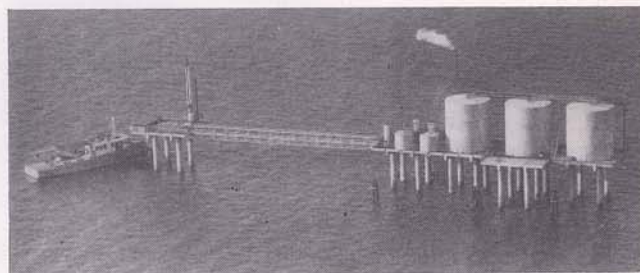
Taking advantage of the new deep water canal from Empire, completed a couple of years ago, which saves 45 miles every round trip to the Gulf, two menhaden plants are now permanent residents of Plaquemines Parish. The processing of these tiny cousins of the sardine into valuable oil, livestock food and fertilizer has been a growing industry in the coastal area for many years.

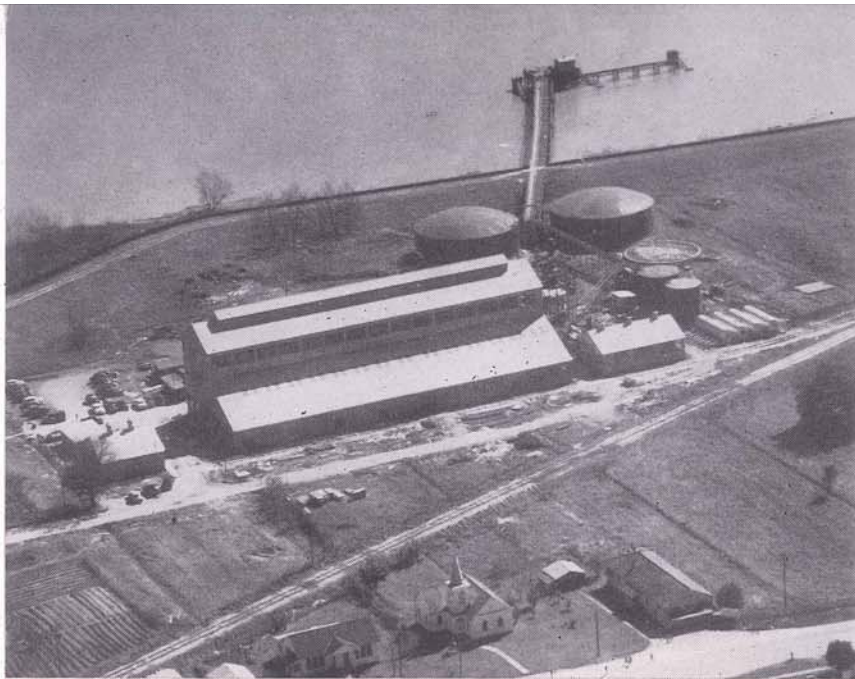
Near Belle Chasse, close to New Orleans, have recently located the Niagara Chemical Division of the Food Machinery & Chemical Corporation which produces plant sprays and dusts, insecticides and soil food from Plaquemines sulphur; and the Oronite Chemical Company which furnishes over three million gallons of lubricating oil additives annually. Newest addition to this Plaquemines industrial area is the plant of the Red Star Yeast and Products Company—a \$1,500,000 factory for producing one of man's most essential foods—yeast. The new Red Star plant, which



Deep sea mast top view of what happens when they pull up the seine on a menhaden boat. They're small but there are millions of them. Soon they go back to Plaquemines for processing.

A view of California Company's producing facilities in the Main Pass Block, Battledore Reef Field of Plaquemines. Discovered in 1952 this field averages approximately 1400 barrels of crude oil per day.





Taken during construction period this air view gives a view of the extent and size of the Red Star Yeast and Products Company plant at Belle Chasse. A 335 foot wharf capable of berthing ocean going vessels, facilitate direct unloading of molasses through pipe lines into the storage tanks shown here.

uses molasses and millions of gallons of river water as its principal raw materials, is the first of its kind in the South. And recently moved to Plaquemines is Products Research Service, manufacturers of marine finishes and industrial coatings.

The most recent news is that Alvin Callendar Airport, located in Plaquemines Parish, has been selected and set aside by the government under administrative control of the Navy for the combined future use of the Naval Reserve Air Force, the Air Force Reserve, the Air National Guard and the Marine Air Force for training.

EPILOGUE TO READER WHO MAY BE A SESQUICENTENNIAL VISITOR

There is much, much more in Plaquemines that is not industrial, agricultural, oil drilling, sulphur mining, fishing,

trapping or daily living. Much to see that can be seen nowhere else in the world:

Belle Chasse, the plantation home of Judah P. Benjamin, beloved Secretary of State of the Confederacy and considered its brainiest leader. Once neglected and almost lost to posterity it has been restored and is open to the public.

Last but not least—the closest view you can get of the last hundred miles of the Mississippi, before it merges into that mysterious maze of channels and marshes and mud filched from thirty states, through which the bar pilots guide the ships of the world. And you will see how and where the people of Plaquemines have held back the river, shoved back the marshes and built on the hundred mile strip between a happy, hardy way of life that is as individually American as the independent mountaineer or the sophisticated city commuter.

Airview of the Alvin Callendar Airport located in Plaquemines Parish. To the left is the broad sweep of the Mississippi River.



"Your West Side Sporting Goods Store"

PAY US A VISIT WHEN IN GOOD OLD JEFFERSON PARISH

- **Lavson Air Cool Motors**



- **Baseball Uniforms and Equipment**



- **Complete Wilson Sporting Goods Line**



- **Complete Line of Tennis Equipment**

- **SPEED HULLS ●**



"EVERYTHING FOR THE SPORTSMAN"

Staples Sporting Goods and Marine Supply

GRETNA, LA.

**HUNTING & FISHING
SUPPLIES
UNIFORMS—TROPHIES
BOATS—MOTORS
TRAILERS**



BOATS



"If It's Sporting Goods - We Have It"

Staples Sporting Goods

THE SOUTH'S MOST COMPLETE SPORTSMAN'S STORE

- Camping Equipment ●
- Browning Guns ●
- All Types Shells ●
- Marine Paint ●
- Rod & Reel Repair ●
- Gun & Pistol Repair ●

We Open From 9 A.M. TO 9 P.M. - 7 Days A Week

OUTBOARD MOTORS - BOATS - PIROGUES - SKIFFS
HUNTING AND FISHING LICENSES

TELEPHONE ALgiers 5500

822-824 KEPLER ST.

(NEXT TO BEVERLY THEATRE)

GRETNA, LA.

S 646

- **Scott Atwater Motors**



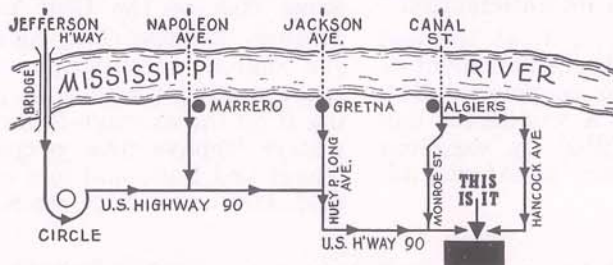
- **Bowling Supplies**



- **Complete Rawlings Sporting Goods Line**



- **Boxers Headquarters**



Phone AL-5500

822 KEPLER ST.

**STAPLES SPORTING GOODS
GRETNA, LA.**

"The South's Most Complete Sportman's Store"

- STAUTER OUTBOARD BOATS ● MARINE SUPPLIES ●
- HALE OUTBOARD BOATS
- HIGGINS OUTBOARD BOATS
- OULLIBER OUTBOARD BOATS



"If It's Sporting Goods, We Have It or We Will Get It For You"



Some of Grand Isle's sport fishing captains, crews and wives having early morning breakfast at Fink's Gulf View Hotel Restaurant before embarking on the financially successful ventures reported on the following pages. Your narrator is the piscator with the white tennis shoes.

THE DAWN BUSTERS

By Arthur Van Pelt

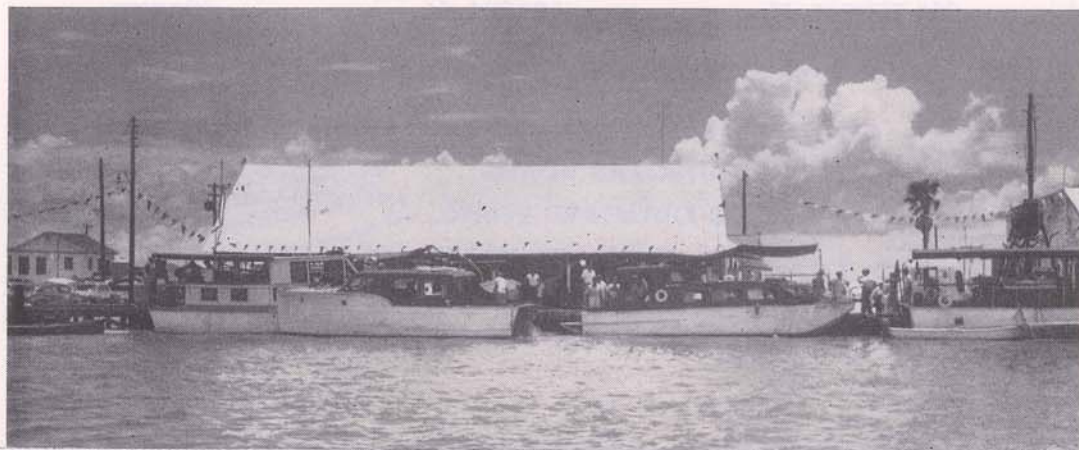
Dedicated to the friendly captains and crews of Grand Isle's deep sea charter boats . . . whose knowledge of the haunts and habits of the Gulf's fighting fish and whose good natured encouragement to the ordinary citizen on his first time out, make fishing trips, such as I have described here, always eventful and enjoyable — and usually successful.

Someone once said: — "The greatest interest and excitement about going on a fishing trip is in its anticipation."

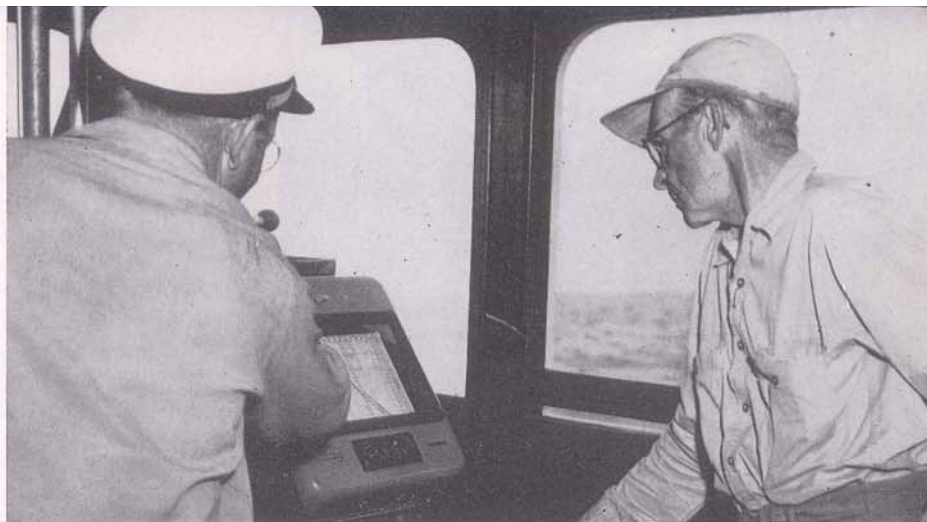
This is probably true if, at the last moment, the weather turns inclement or if the fish refuse to cooperate. But, when anticipation of a wonderful day out of doors is fulfilled by excellent sport, the pleasure of any piscatorial adventure is doubled.

Usually, at that season when Spring turns into Summer and the migratory game fish of the Gulf move to their summer headquarters along its northern shores, anticipation of truly royal sport is almost sure to be realized. Taking it on the average fishing in the blue waters repays the preparations, the travel and the usual loss of sleep many fold. One such trip, made with a con-

The fishing fleet at the Bayou Rigaud Dock. Here supplies are taken on board and, on the return, parties can have their fish cleaned here.



Captain J. O. Stinson, owner of the Cruiser "Etauika," showing the author how a Fathometer works. When the boat passes over a school of fish the needle excitedly measures their density on the chart. Scientific, eh!



genial party, sticks in my memory.

Grand Isle, down on the coast of the Gulf, some fifty miles directly south of New Orleans and a matter of some 110 miles by excellent highway, was the starting point for this trip, as it is for a thousand or more such parties in the course of each year. A half dozen of us had driven to the island the evening before, and we foregathered with the many other fishin' folk at dawn, on the dock at Bayou Rigaud, ready and anxious to be out and at 'em, as quickly as possible.

Everyone was in the same mood, it seemed, as dawn showed a noisy gathering of men, women and youngsters and a miscellaneous collection of fishing gear, tackle and lunch boxes and all the other paraphernalia that fishermen seem to find necessary for their comfort and success. Usually there is far too much equipment carried along on almost all fishing excursions.

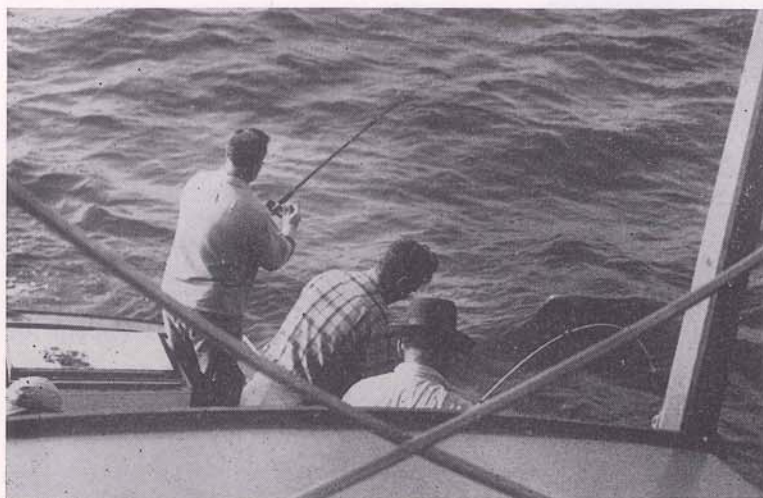
There's a special attraction, a never to be forgotten thrill in any early morning take-off for this off-shore fishing. Pre-dawn mist shrouds the water of the bayou and half hides nearby buildings. Out of the East a rosy light appears. From groups of restive anglers gossip,

mainly of fishing, grows in a medley of sound. One hears much of catches made "yesterday" and on Tuesday, when none of us were present, and of the promise of a good day ahead. The season was right; weather conditions perfect. All was in order, we learned, and our hopes ran high.

Overhead early awakened gulls and terns circle and cry, while seeking scraps of food from early morning lunches, cast aside by impatient visitors. Long lines of solemn looking pelicans skim by, hurrying past to feed on juicy young mullet or menhaden.

Now boat after boat, private yachts, charter craft, even out-board powered speed "hulls" move in to the dock to load their supplies and take on awaiting parties, then move out toward the open sea. Big sea-going shrimp trawlers join the fleet, heading out to reap their harvest by means of their otter trawls. In its turn our boat, a sturdy forty footer named, prophetically we hoped, "Fish Finder," finished loading ice and supplies and we, also, moved out to join the fleet.

Skipper of the "Fish Finder" was Captain Batiste Trudeau of Grand Isle, a boatman from boyhood. His crew con-

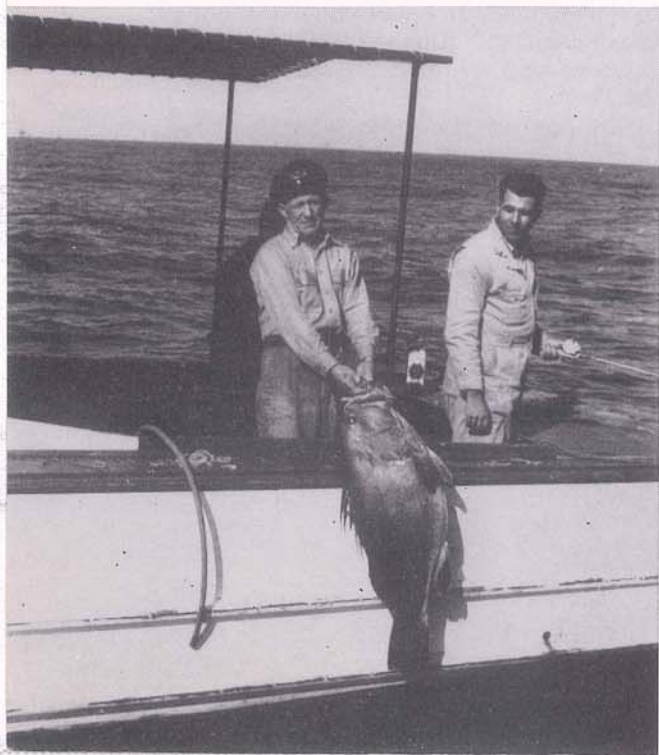


Fishing in the blue-green Gulf of Mexico off of Grand Isle, the 10th best fishing spot in the world.



Left to right: Captain Angello Adam, Jr., skipper of the "Etauka"; author Van Pelt; and Captain J. O. Stinson, owner of the "Etauka"—exhibiting a few pompano, part of the day's catch.

Captain Hector Landry of the Cruiser "Prince" holding an 82-pound Jewfish caught by a 13 year old boy on light tackle. It took an hour and a half to land this warrior.



sisted of his young but able son who acted as mate and deckhand, general advisor and assistant and who answered briskly when someone called "Eh, Pierre." The team understood each other, and fishermen in general. No trouble on that score.

Entering the deep channel of Fort Livingston Pass, we rounded the sandy beaches of Grand Isle. Across the Pass the massive ruins of old Fort Livingston, crumbling from the century long assaults of wind and wave, cast deep shadows over the water. Straight southward from this point the channel led to the Gulf itself.

Greenish waters in the channel and over the shallows turned quickly deeper in color and took on a bluish hue. Then from the pilot's seat forward came the first word from Cap'n Batiste.

"Get those rods rigged up, now; we're going to see fish pretty soon. Y'all each better rig a heavy rod and a light one. Y'don't want to fish Spanish mackerel with a big stick an' I know y'don't want to tie up with any kings or cobias with any little one, either. 'Taint good that way."

We took the hint, and rigged, fast.

"Hey, somebody's in fish," came word from the forward deck where Pierre had been scanning the sea. "I can see two rods bendin' deep."

We were in the open waters of the Gulf now. Blue water was all around us. Fishing craft were dotted about in all directions. Glancing shoreward the panorama of Grand Isle and its many summer homes and cottages lay wide-spread before us. The heavy bulk of the old fort marked plainly the entrance to the channel. Boats were still moving outward from its shadows to join the fishing fleet.

Southward, toward the dimly outlined oil drilling structures the shrimping fleet moved into the distance. Between us small clouds of terns hovered and swooped low over the water. Boats were circling, like hounds hunting a trail. Then one after another cut its speed.

"Mackerel—schools of them!" yelled Pierre. "An' look, there's a good tide rip makin' up."

"And that's what we're looking for: a good, live rip. Let's go!" And Cap'n Batiste speeded up his motors and headed for a line of white water that traced its course across ours. "Get your light rods ready now, with small spoons or



A catch of red snapper taken by the party aboard the Cruiser "Sea Rover." Although the snapper register no enthusiasm over the occasion the fishermen are smiling so hard you can hear them. The young man with the tanned torso is the "Sea Rover's" capable Captain Charles Sebastian.

feathers. We'll try 'em both."

In a few moments we reached the tide rip—a line marking the meeting of waters of different densities—and followed its course under slower speed. More flocks of birds were just ahead, but even before reaching them action started.

"Strike!" yelled someone, and at almost the same time again sounded the battle cry "Strike!" from another source, as silvery, fast swimming Spanish mackerel took lures and bent the light casting rods sharply toward the water. Again "Strike!" sounded loud, as another member of the party got a solid hit. Business had gotten good, and in a hurry.

"Get the net, Pierre," called the skipper, but Pierre was already standing by, and quickly he netted the first three fish. By that time others were busy as strike followed strike in quick succession. The mackerel school was a big one. Birds in clouds were all around us and before the school had passed us a full dozen or more mackerel were safely chilling in the big ice box.

"Plenty more schools ahead," promised the captain. "We'll find them again."

"Grass in the rip," called Pierre. "Might be a blackfish in it."

"Might be a cobia, too, or a gang of dolphin. Never can tell what you'll find in a rip."

At slow speed we approached a little round "island" of yellow Gulf weed that floated among the other debris in the rip. Standing in the bow Pierre looked down into the blue depths. Suddenly he signalled for a dead stop and beckoned, then pointed to a faint shadow below the grass.

"Big cobia down there," he whispered. "Be quiet. Put a big shrimp on your lure and drop it down by him. There—wiggle it a little."

Perhaps it was the "wiggle" that did it. The big fish rose, as though for a better view, then took the bait in his mouth and started off. Struck sharply with the hook the cobia lunged forward then sounded. The heavy rod bent into a deep bow and the reel hummed. A thumb applied to the reel's spool didn't stay there long. It was well scorched in an instant, and only after a long run did the big brown fish turn and circle back.

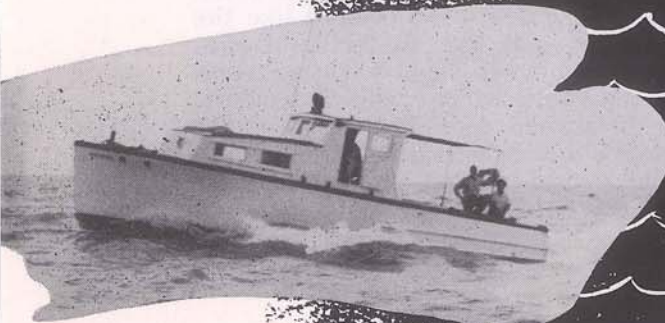
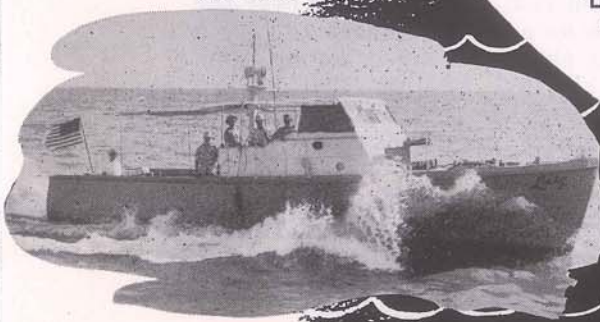
Shoulder to shoulder all the members

GRAND ISLE CHARTER BOATS





First column: Capt. Charles Sebastian's Cruiser "Sea Rover"; Captain Jay Sternberg's Cruiser "Bon Chance." Second column: Capt. Hamilton Landry's Launch "Dew Drop"; Capt. J. O. Stinson's Cruiser "Etauka"; Capt. David Lee Fink's Cruiser "Wilma Ann." Third column: Capt. Bob Person's Cruiser "Escapade"; Capt. Paul Cheramie's Cruiser "Lucky"; Capt. Hector Landry's Cruiser "Prince." Fourth column: Capt. Murphy Crosby's Cruiser "South Wind"; Capt. Bob Mitcheltree's Cruiser "Sea Horse"; Capt. "Butch" Polman's Cruiser "Black Rose."



And now—ladies take a bowl This charming member of your sex, Mrs. Mildred Lewis, and also a member of Captain David Lee Fink's party aboard the Cruiser "Wilma Ann," hooked this tarpon and hauled in same in Barataria Pass.



of the party gathered to watch the fun, to offer advice the full quarter hour the fight went on. The angler, more used to fresh water and fresh water fish, had never before met up with game like this.

"What am I ahold of?" he yelled. "What do I do now?"

"Nothin' at all. The fish will do it," was someone's comforting reply. "Just hang on."

At last, though, the big cobia was drawn near to boatside and gaffed by the waiting Pierre. But, once in the after deck, it started a brand new battle, as is a cobia's habit. Presently, however, with the aid of a handy club, the big fellow was subdued and the tired fisherman gladly subsided into a deck chair to rest and recover. "You fellows fish, now, I'll just watch you," he told them.

Boats in all directions were in fish. Circlings and frequent stops spelled the details of their activities. Fish were plentiful. Mackerel, Little Tunas, called "bonita" along this coast, dolphin, all were feeding and striking. Alongside our craft a great silvery tarpon leaped in a series of spectacular jumps. Another seemed to have hit a school of king mackerel.

Another raft of Gulf weed showed up in the rip ahead of us. "Dolphin in that grass," called the skipper. "I can see them jumping. Get ready with your light rods and put on shrimp. Cast it over as close to that old log as you can. See 'em jump over it there?"

Sure enough dolphin, beautiful blue and golden fish, were jumping over the log much as a flock of sheep follows a leader. A shrimp dropped among them brought instant results. The hooked dolphin started to run then came out of the water, flashing its colors in the sunlight.

"Reel it in, but keep it in the water," called Cap'n Batiste. "Don't land it until someone else has one on. Always keep one fish in the water. Do that and we'll hold the school right here."

It worked out just that way and such a wild flurry of fishing followed; a scurry of hooking and landing the beautiful leaping fish each colored like the sky above, and like the brilliant sunshine along their sides, such as never had been seen by the visiting anglers. The fishermen soon learned that the captain's advice was good. The dolphin school seemed puzzled, yet interested by the captive fish and took bait as fast as



Another catch of Red Snapper—this haul from Captain Jay Sternberg's "Bon Chance." If this should make you want to go fishing—well, that's the main idea. And don't worry, there's lots more like these still out there.

it was dropped into the water. Fifteen or twenty were netted and boated before the school descended into the depths and disappeared.

When contact seemed to have been lost, the "Fish Finder" was speeded up to push on and explore new fields. But action was seen on a cruiser near at hand on which all hands were gathered on the after deck. Suddenly a great silver fish was seen to rise from the water in a tremendous leap. There was no mistaking its kind.

"Look, a tarpon," yelled Captain Batiste. "Ought to move close by. Get your heavy gear ready. Big spoons first. Don't get tangled, now."

"Doggone, that fellow's got a big one on," commented one of the party. "Look at 'im go." The hooked tarpon leapt, time after time hitting the water heavily after each jump. "Boy, how I'd love to hook one like that."

Then it happened. Four lures were out when again the magic "Strike!" was sounded. And in no time at all again the signal came, as a second reel started screaming and another rod bowed low. The other two started reeling furiously, hoping to get their lines in and out of the way of surging fish.

Strangely enough no leaping, flashing tarpon followed those first straight-away runs of the heavy fish. Only the anglers hooked to them felt the power of their weight and strength. Then word came from the skipper.

"Fight 'em cowboys—fight 'em!" he yelled. "You have a pair of big jack crevalle. Stay with 'em, though, for they'll fight you harder than tarpon will and give you the workout of your lives."

He wasn't fooling, that time, for those jacks are tough fighters, always on the sea's bottom, or as close to it as they can get. When the two heavy fish were finally brought to boat and gaffed, time was called for good, that day.

"I've had plenty for one day," declared one of the victors of the "battle of the jackfish." "I'm ready to call it a day." And, as all seemed to agree, the "Fish Finder" was turned homeward.

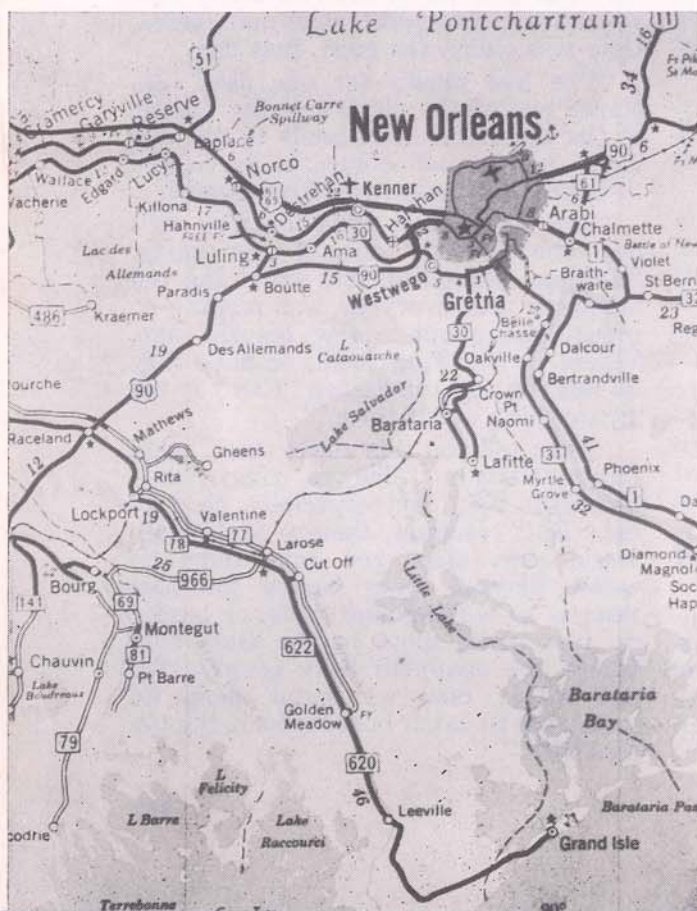
"There's still one thing that I'm curious about," said one of the party. "Skipper, what's all this about the red snappers that everyone was making so much fuss about a few months ago. Where do you find them, or have they all left for parts unknown? Can you tell us anything about them?"

"I can tell you this about them," said Cap'n Batiste. "They're fine fish—beautiful fish, and especially good to eat. But catching them's just plain work, even after you have them located. Several times during the past year or so we've found reefs, or banks, or just plain spots in the Gulf here where the snappers have congregated and where, once we found them, we were able to catch boat-loads of the big pink fish."



Left to right: Presenting John Bradberry, whose capable knife has cleaned probably a million fish for sportsmen from the 48 states and many foreign countries; Joe Garcia assisting is a Grand Isle boat captain; and the third man is Joe Augustin, an Isle merchant.

And this map—since we know you are interested and enthused—shows how to get to Grand Isle by road from New Orleans.



"One of the spots was undoubtedly the location of a sunken ship. And when we had its location down pat we could go back there at any time and catch fish. But then we began to have trouble. We'd mark a spot with buoys and someone else would come along and take away our buoys. Then we'd have to find it again. But I'll tell you again, there's a lot of excitement and satisfaction in locating a snapper bank and loading up on them, and some of these times I'd like to take you all out to one of them and let you catch snappers until you get tired of it. How about that?"

Members of the fishing crowd heard this, then looked at one another. Then one spoke: "Captain," he said, "that sounds great—for some other day. Not today, please. All we want to do now is to get back to land, get into bed and rest and sleep for a long, long time. This has been a wonderful day. We've caught fish until everyone, I think, has had enough fishing to suit any reasonable person. It's been one of the finest fishing trips of my life, but I'll say, and I think all these fellows will agree, we've had plenty for this time. Let's just take it easy and go home. We'll all come back another time—any time you say."

PHOTOGRAPHY AND ART

As a finale to this picture packed Louisiana Sesquicentennial and 19th Annual Issue of the REVIEW we wish to thank those who have so dramatically assisted us in its pictorial production.

All photographs with the exception of those listed below were taken especially for this issue by RANDON PICTURE SERVICE.

The airviews on Pages 4 and 5, on Page 6, at the bottom of Pages 7 and 9, and the airviews on Pages 17, 21, 33, 145 and 157 were supplied by W. M. GEER.

All photographs in "Camera Calendar" section, pages 65 to 80 inclusive, were created for the REVIEW by EUGENE DELCROIX.

Photograph on bottom of Page 165 was taken by J. H. DASPIT.

Photograph on bottom of Page 196 was taken by JOHN E. KUHLMAN.

The following photographs were reproduced through the courtesy of the individuals, firms or organizations following their page reference:

| | |
|--|--|
| Upper photograph on Page 9..... | Delta Match Corporation |
| The two "Before" photographs on Page 13..... | John J. Holtgreve, President, Jefferson Parish Police Jury |
| Photographs on Pages 35 and 37..... | Federal Barge Lines |
| Photographs on Page 55..... | Illinois Central Railroad |
| Photograph on Page 57..... | Missouri Pacific Railroad |
| Photograph on Page 61..... | Texas and Pacific Railroad |
| Photograph on Page 63..... | Kansas City Southern Lines |
| Photograph on Page 81..... | Pan American World Airways |
| Photographic Portrait of Sheriff Clancy on Page 101..... | Mrs. Vernon Dupepe |
| Photograph of Champion Football Team on Page 133..... | Kenner High School |
| Upper photograph on Page 174..... | Angell's Pottery |
| Photograph and inset on Page 175..... | The Ed Martin Seafood Company |
| Airview on Page 177..... | East Jefferson Waterworks District No. 1 |
| Photographs on Page 182..... | Robert E. Steiner and Maurice Fitzgerald, Jr. |
| Two upper photographs on Page 186..... | Gulf Refining Company |
| Photographs on Page 188..... | Shell Oil Company |
| Photographs on Page 191..... | Freeport Sulphur Company |
| Photographs on Page 192..... | Humble Oil and Refining Company |
| Top photograph on Page 193..... | Louisiana State University Agricultural Extension Service |
| Middle photograph on Page 193..... | Southern Fisherman |
| Bottom photograph on Page 193..... | California Company |
| Top photograph on Page 194..... | Red Star Yeast and Products Company |
| Bottom photograph on Page 194..... | U. S. Navy |
| Bottom photograph on Page 198..... | Captain Hector Landry |
| Photograph on Page 199..... | Captain Charles Sebastian |
| Photograph on Page 202..... | Staples Sporting Goods Store |
| Photograph on Page 203..... | Captain Jay Sternberg |

Artwork

COVER BY BEVERLIE VERDIER

Louisiana Purchase Map on Title Page reproduced through the courtesy of the Louisiana Purchase 150th Anniversary Association, New Orleans. Wash drawings on Pages 2 and 3, double page art spread on Pages 4 and 5, two page illustration covering Pages 26 and 27, illustrations on Pages 31, 44 and 45, 113, 145 and 185 by BEVERLIE VERDIER.

Double Page map on 14 and 15 by GEORGE DAMIENS.

Painting of "Bateaux a Vapeur Geants" on Page 29, painted by Hippolyte Sebron in 1853 and which now hangs in the Office of the President of Tulane University, reproduced by courtesy of Tulane University Division of Public Relations.

Map on Page 39 reproduced through the courtesy of the Texas and Pacific Railroad.

Drawings on Page 47 reproduced through the courtesy of the Illinois Central Railroad.

Drawings on Pages 49, 51 and 53 reproduced through the courtesy of the Southern Pacific Railroad.



This Book Manufactured in its Entirety by Union Labor

INDEX TO ADVERTISERS

A

| | |
|---|------------|
| Airline Lumber Company..... | 138 |
| Alamo Plaza Hotel Courts..... | 164 |
| Algiers Music Co..... | 168 |
| American Creosote Works, Inc..... | 32 |
| American Cyanamid Company..... | 60 |
| American Liberty Marketing Co..... | 30 |
| American Printing Co., Ltd., The..... | 82 |
| Applewhite, S. V..... | 138 |
| Atlas Lubricant Corporation..... | 144 |
| Augustin, J..... | 156 |
| Auto Painting & Repairing Co., Inc..... | 122 |
| Avondale Marine Ways, Inc..... | Back Cover |
| Ayers Materials Co., Inc..... | 90 |
| Azalea Gardens Subdivision..... | 154 |

B

| | |
|--|-----|
| B & H, Incorporated..... | 170 |
| Bacon Lumber Company..... | 142 |
| Beach Bros. Furniture Store..... | 168 |
| Bell Distributing Co..... | 160 |
| Bishop-Edell Machine Works, Inc..... | 148 |
| Blue Plate Foods, Inc..... | 148 |
| Borden-Aicklen Auto Supply Co., Inc..... | 152 |
| Borden Co..... | 94 |
| Boyce-Harvey Machinery, Inc..... | 208 |
| Breaux, Jesse J..... | 116 |
| Bridge Circle Inn..... | 158 |
| Brook Tarpaulin Co..... | 148 |

C

| | |
|--|-----|
| Carey & Helwick..... | 158 |
| Celcure Wood Preserving Corp..... | 139 |
| Celotex Corp., The..... | 8 |
| Chamber of Commerce of the New Orleans Area..... | 130 |
| Claverie Motors, Inc..... | 100 |
| Clerc Lumber Co., Inc..... | 146 |
| Codifer, Inc..... | 156 |
| Collins, J. C., Agent..... | 158 |
| Colonial Hotel Courts..... | 84 |
| Commercial Solvents Corp..... | 166 |
| Cotton Club..... | 94 |
| Crane Clothing Co., Inc..... | 164 |
| Crescent City Engraving Co..... | 146 |
| Crescent Materials Service, Inc..... | 166 |
| Crescent Typewriter Exchange, Inc..... | 164 |
| Curry, W. P., Lumber Company..... | 156 |
| Cutcher Canning Co., Inc..... | 168 |

D

| | |
|------------------------------------|--------|
| Danziger, Geo., General Agent..... | 144 |
| De Fee, Jack..... | 164 |
| Delta Match Corp..... | 104 |
| Delta Petroleum Company, Inc..... | 118 |
| Delta Pipe & Boiler Co..... | 148 |
| Derbes, Charles J., Jr..... | 108 |
| Dixie Carriers, Inc..... | 108 |
| Dixie Finance Company, Inc..... | 170 |
| Dixie Tourist Court..... | 142 |
| Doerr Furniture Co., Inc..... | 24, 25 |
| Douglas Public Service Corp..... | 128 |
| Dunham-Pugh Co., Inc..... | 156 |
| Duplechin's, Roy, Super Store..... | 124 |

E

| | |
|--|-----|
| Eighth Ward Democratic Club of Jefferson Parish..... | 150 |
| Ernest Engineering, Inc..... | 154 |
| Ernst, T. Edward, C. E..... | 144 |

F

| | |
|---|-----|
| Feitel's, Ed. E., General Department Store and Self Service Food Store..... | 150 |
| First National Bank of Jefferson Parish, The..... | 146 |
| Fisher's Store..... | 164 |
| Fitzgerald's Lake House..... | 162 |
| Fleming Canal Store..... | 160 |
| Foundation Plan, Inc..... | 162 |
| Franklin Printing Co., Inc..... | 142 |
| Freeport Sulphur Co..... | 104 |
| Freiberg Mahogany Co., The..... | 132 |
| Frey, L. A., & Sons, Inc..... | 160 |
| Friedrichs Manufacturing Co..... | 166 |
| Fromherz Engineers..... | 132 |
| Fruehauf Trailer Co..... | 158 |

G

| | |
|--|-----|
| Garden of Memories..... | 164 |
| General Outdoor Adv. Co., Inc..... | 130 |
| Gennaro's..... | 152 |
| George Engine Co., Inc..... | 16 |
| Gonzales Motors, Inc..... | 88 |
| Great Atlantic & Pacific Tea Co., The..... | 140 |
| Great Southern Box Co., Inc..... | 62 |
| Green-Walker Galvanizing Co., Inc..... | 148 |
| Gretna Hardware Co..... | 156 |
| Gretna Sheet Metal Works..... | 158 |
| Guaranty Bank & Trust Company..... | 154 |
| Gulf Fur Co..... | 112 |
| Gulf Grinders and Distributors, Inc..... | 162 |
| Gulf Refining Co., The..... | 138 |
| Gulf View Hotel..... | 134 |

H

| | |
|---|-----|
| Hall Electric..... | 122 |
| Hansell, F. F., & Bros., Ltd..... | 152 |
| Harvey Canal Land & Improvement Co..... | 132 |
| Harvey Canal Shipyard & Machine Shop..... | 170 |
| Harvey Lumber & Supply Co., Inc..... | 40 |
| Harvey Mud Co..... | 160 |
| Heebe's Bakery..... | 160 |
| Hero Wall Co., Inc..... | 34 |
| Hill, H. G., Stores, Inc..... | 20 |
| Hogan Bros., Inc..... | 64 |
| Holmes, D. H., Co., Ltd..... | 64 |
| Hotard & Webb..... | 148 |
| Hyatt, Inc..... | 144 |

I

| | |
|-----------------------------------|-----|
| International Lubricant Corp..... | 142 |
| Interstate Electric Co..... | 140 |
| Intracoastal Terminal..... | 48 |

J

| | |
|--|-----|
| Jackson Machinery Co..... | 86 |
| Jahncke Service, Inc..... | 10 |
| James, T. L., & Co..... | 102 |
| Jefferson Bottling Co., The..... | 134 |
| Jefferson Democrat..... | 52 |
| Jefferson Finance Co., Inc..... | 170 |
| Jefferson Motor Co..... | 118 |
| Jim's Plaza Club..... | 120 |
| Johnny's Bar & Pool Room..... | 112 |
| Johns-Manville Products Corp..... | 110 |
| Jones, Jesse R..... | 116 |
| Jones & Loughlin Steel Corp.—Container Division..... | 150 |
| Jordan, French, and White..... | 18 |

INDEX TO ADVERTISERS

K

| | |
|-----------------------------------|-----|
| Keller Construction Corp. | 126 |
| Kenner Cabinet, Sash & Door Works | 154 |
| Klotz Cracker Factory, Ltd. | 140 |
| Klumpp, Fred H. | 160 |
| Kraak's, Henry, Nursery | 152 |

L

| | |
|---------------------------------|--------|
| Lafitte Oil Distributing Co. | 84 |
| Lauricella, John L., & Sons | 106 |
| Lawyer's Title Insurance Corp. | 152 |
| Leftwich Co., Inc. | 110 |
| Leitz-Eagan Funeral Home, Inc. | 140 |
| Loeb, Ernest M., Co., Inc., The | 12 |
| Louisiana Pottery & Memorials | 166 |
| Louisiana Power and Light Co. | 42, 43 |
| Louisiana Transit Co. | 50 |
| Luminais Plumbing & Heating | 172 |

M

| | |
|--|-----|
| Maison Blanche Carrollton | 128 |
| Mancuso Barrell & Box Co., Inc. | 166 |
| Marine Paint & Varnish Co., Inc. | 136 |
| Marrero Land & Improvement Assn., Ltd. | 122 |
| Mason Smith Real Estate Co., The | 100 |
| Matthews, Geo. B., & Sons, Inc. | 164 |
| Mayronne Lumber & Supply Co., Inc. | 128 |
| Mayronne | 150 |
| McDermott, J. Ray, & Co., Inc. | 116 |
| Metairie Ridge Nursery Co., Ltd. | 164 |
| Metairie Savings Bank & Trust Co. | 130 |
| Met'ry Tourist Court | 168 |
| Meyer's Specialty Shop | 96 |
| Moisant Servicer | 124 |
| Montaldo Insurance Agency, Inc. | 56 |
| Mothe Life Insurance Co. | 158 |

N

| | |
|----------------------------------|--------------|
| Neeb's Hardware Store | 168 |
| New Orleans Public Service, Inc. | Inside Front |
| Nicholson and Loup | 168 |
| Nunez Grocery & Bar | 114 |

O

| | |
|-----------------------------------|-------------|
| Oleander Hotel | 120 |
| Original Bruning's Restaurant | 150 |
| Orleans Materials & Equipment Co. | 140 |
| O'Shaughnessy Service, Inc. | Inside Back |
| Ozone Company, Inc. | 154 |

P

| | |
|----------------------------------|-----|
| Paletou, J. Wallace, Inc. | 158 |
| Palmer and Baker, Inc. | 98 |
| Pendleton's | 128 |
| Penick & Ford, Ltd., Inc. | 134 |
| Pertuit Realty Co. | 112 |
| Petco Corp.—New Orleans Refinery | 120 |
| Petrolane Gas Co., Inc. | 92 |
| Pinnacle Oil Co., Inc. | 92 |
| Pipe Line Service Corp. | 88 |
| Plymouth Cordage Company | 106 |
| Pontchartrain Lumber Co., Inc. | 126 |
| Products Research Service, Inc. | 150 |

R

| | |
|--|-----|
| Rabb & Rainey Iron Works | 146 |
| Ransom, W. A., Lumber Co. | 162 |
| Rantz Ice Factory | 168 |
| Rathborne, Joseph, Land and Lumber Co., Inc. | 46 |

| | |
|----------------------------------|-----|
| Rheem Manufacturing Co. | 92 |
| Riverside Tire & Supply | 54 |
| Roemer Dairies | 160 |
| Roessle & Galloway | 154 |
| Rossi Motel Court | 130 |
| Roussel's Circle Service Station | 146 |
| Roussel's Service & Repair | 164 |
| Rowan, Peter P., Co., Ltd. | 152 |
| Roy, A. K., Inc. | 136 |

S

| | |
|--|-----|
| Samuel Bros. | 166 |
| Schayder-Badinger, Inc. | 158 |
| Scheinuk the Florist | 168 |
| Security Building & Loan Assn. | 108 |
| Sherwood Refining Company, Inc. | 114 |
| Shippers Compress Warehouse | 166 |
| Skyline Motel | 166 |
| Smith, Ed, Stencil Works | 162 |
| Smitty's Cabs | 170 |
| Southern Cotton Oil Co., The | 38 |
| Southern Equipment & Tractor Co. | 96 |
| Southern Laboratories, Inc. | 98 |
| Southern Solvents and Chemicals Corp. | 92 |
| Southern Shell Fish Co., Inc. | 134 |
| Southern States Equipment Co. | 126 |
| Southern Tavern | 124 |
| Southport Lumber Co. | 168 |
| Spahr, Chas. E., Distributor | 98 |
| Staples Sporting Goods & Marine Supplies | 195 |
| Stauffer Chemical Company | 106 |
| Stauffer, Eshleman & Co., Ltd. | 162 |
| Sterling Ice Cream Co., Inc. | 118 |
| Stone, John W. | 110 |
| Stratton-Baldwin Co., Inc. | 126 |
| Studebaker Corporation, The | 114 |
| Stumpf's, John, Son | 86 |
| Swanson Seafood Restaurant | 136 |
| Swift & Co. | 136 |

T

| | |
|------------------------------|-----|
| Texas Co., The | 36 |
| Thomas, Albert G. | 160 |
| Tops Co., Inc. | 168 |
| Tropical Radio Telegraph Co. | 144 |

U

| | |
|----------------------------------|-----|
| United Gas Union Producing Co. | 58 |
| United States Steel Products Co. | 166 |

V

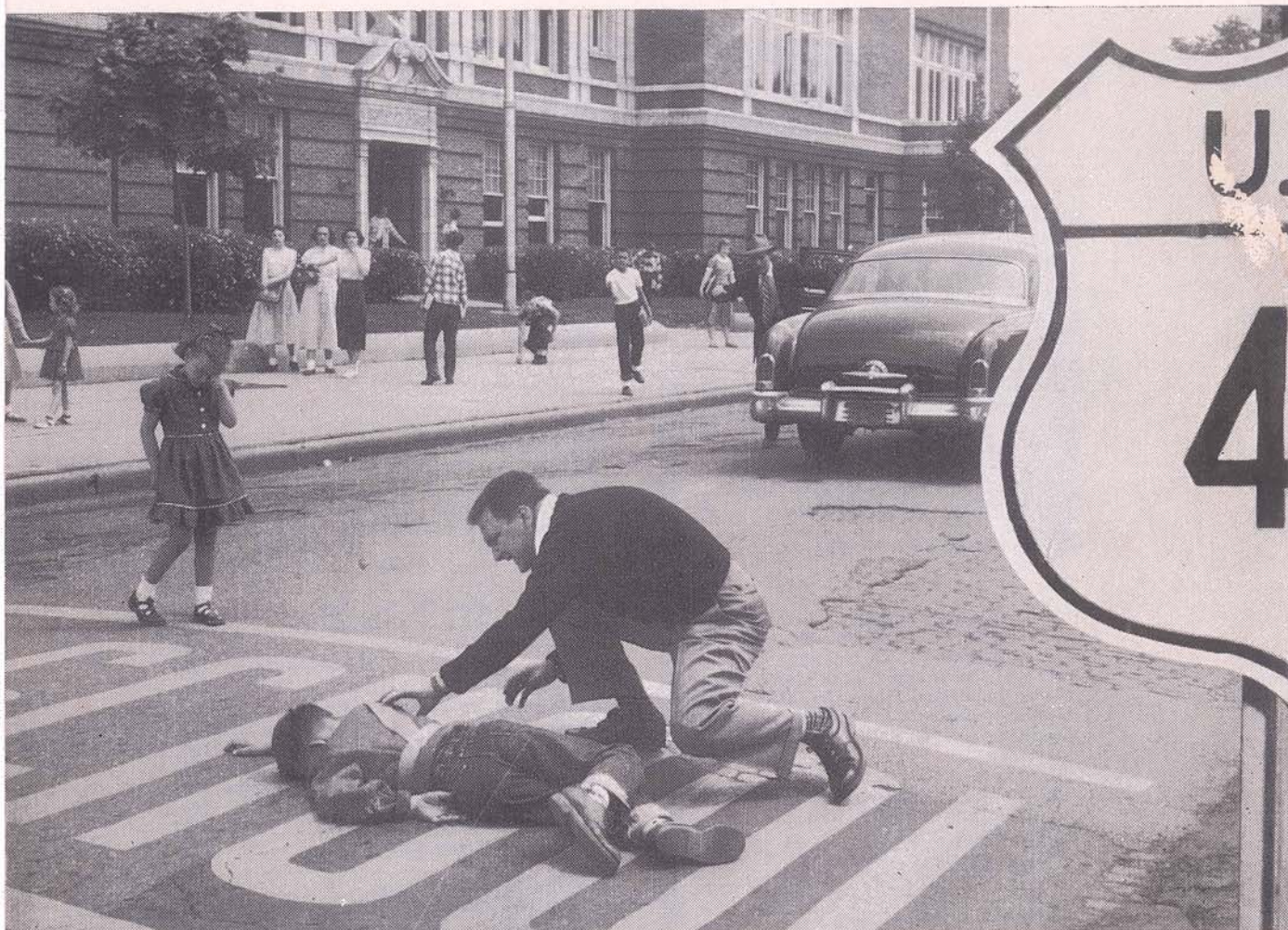
| | |
|------------------------|-----|
| Von Der Haar, Frank A. | 162 |
|------------------------|-----|

W

| | |
|--------------------------------|-----|
| WWL Development Co., Inc. | 170 |
| Weaver, Bert, Materials, Inc. | 132 |
| Wego Insurance Agency | 112 |
| Weiner's Furniture Co. | 166 |
| West Side Oil Co., Distributor | 84 |
| Westside Transit Lines, Inc. | 102 |
| Western Union Telegraph Co. | 164 |
| Whitney National Bank | 90 |
| Williams, W. Horace, Co., Inc. | 146 |
| Wilson Variety Stores | 162 |
| Woodward, Wight & Co., Ltd. | 142 |

Z

| | |
|-------------------------|----|
| Zenith Construction Co. | 28 |
|-------------------------|----|



Beyond the call of duty

There's a vacant desk in Miss Anderson's seventh grade classroom. And there's a stilled frame house a few blocks away. Why? Because a little girl in a green dress didn't wait for the boy with the white belt to tell her it was safe to cross the busy highway. He had only a fraction of a second to push her to safety . . . had no time to reach safety himself.

His action was beyond the call of duty . . . and now, if they want a fitting me-

morial, they can build that much-talked-about bypass that will send highway traffic around the edge of his town.

Our roads and streets *can* be made safer . . . but it will take the wholehearted interest of all of us working behind our highway officials. As your "Caterpillar" Dealer, we are proud of our part in the good-roads program — are proud of the equipment we sell and service that builds them so efficiently!

BOYCE-HARVEY MACHINERY CO.

7330 FLORIDA STREET
BATON ROUGE 2, LOUISIANA

MORGAN CITY, LOUISIANA

5010 JEFFERSON HIGHWAY
NEW ORLEANS, LOUISIANA

O'Shaughnessy Service, Inc.

AIRLINE HIGHWAY at 17th STREET CANAL



PHONES:

TEmpLe 5577

TEmpLe 5578

TEmpLe 5579

● BOWLING

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

● COMPLETE EQUIPMENT FOR THE BOWLER

Bowling Balls — Bowling Shoes — Bowling Bags

● SERVICE STATION

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

8 POCKET
BILLIARD TABLES
BRUNSWICK

BUFFET SERVICE
SANDWICHES
BEER, ETC.

Three Other Service Stations

JEFFERSON HIGHWAY AT LAKE

TEmpLe 4242



JEFFERSON HIGHWAY AT BROOKLYN

TEmpLe 4011



AIRLINE HIGHWAY AT WILLIAMS

Kenner 4-9164



AVONDALE FOR PROGRESS



Avondale Marine Ways, like the progressive Jefferson Parish in which two of its three major facilities are located, has shown substantial growth in all phases of its extended activities. New ship and barge construction and repair records have been attained at the main yard. Avondale's Harvey "Quick Repair" plant has again exceeded its previous outstanding records for prompt and efficient ship repair and propeller sales and service. The foundry division (Service Foundry), located at 416 Erato Street, New Orleans, has likewise surpassed all past records for marine, industrial and sugar mill work.

AVONDALE MARINE WAYS, INC.

SHIPBUILDERS • REPAIRERS • FOUNDERS
PROPELLERS • STRUCTURAL STEEL

P. O. BOX 1030

NEW ORLEANS 8, USA

BEVERLY