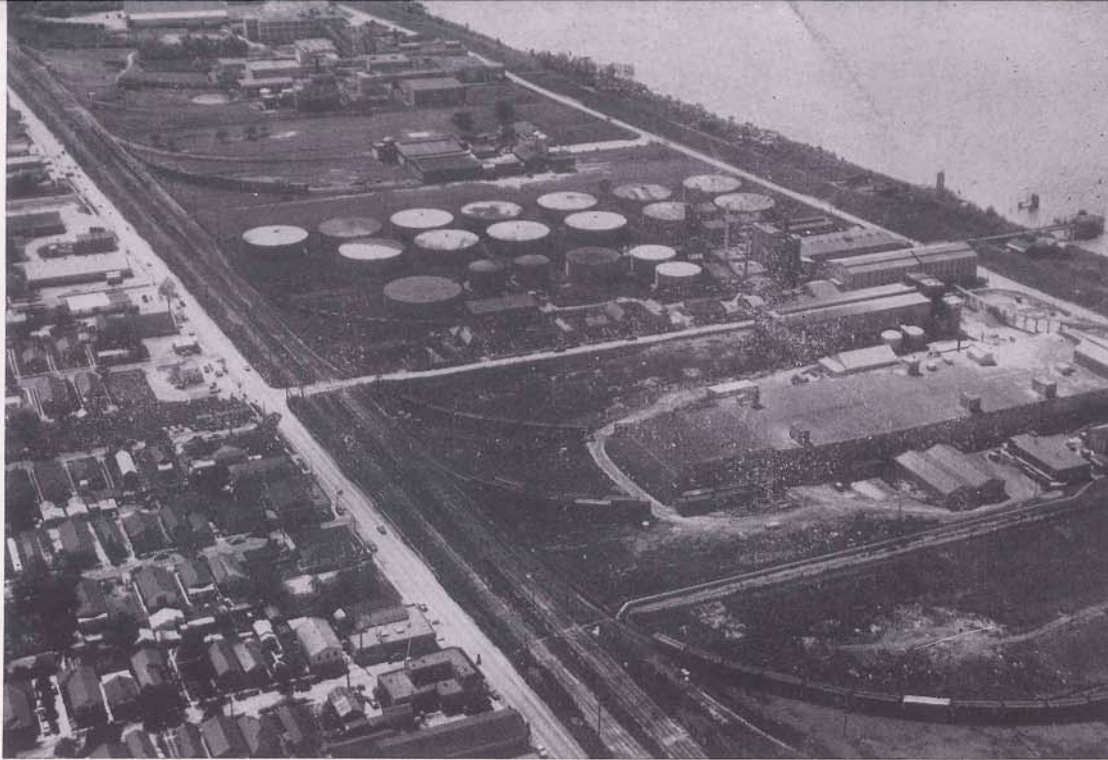




We start in this aerial view just above Johns-Manville Products Corporation in Jefferson Parish with New Orleans in the background across the river. In the center of the picture is The Celotex Corporation, the largest manufacturer of building materials from bagasse in the world. The length of buildings on Gretna-Westwego Highway is 3150 feet. To the right is part of General Chemical Division, Allied Chemical & Dye Corporation's plant.

This view was taken just above the Continental Can Company and for identity, let's follow the picture from bottom to top. First is The Texas Company Bulk Terminal, then the Douglas Public Service Corporation and then the New Orleans Refinery of Petco Corporation, processing crude oil. At the top left hand corner is the Johns-Manville Products Corporation. The water at upper left is, of course, the Mississippi River and the rails are the Texas and Pacific, Missouri Pacific and Southern Pacific.





This picture was shot just above Harvey Canal and for plant identification let's start from the bottom to the top. First is the Swift and Company Plant Foods buildings. The refinery and adhesives plants of Swift and Company are not shown in the picture. Next up river is the Commercial Solvents Corporation; then the Stauffer Chemical Company; and next is Penick & Ford, Ltd., Inc., the largest canners of cane syrup and molasses in the world. And then follows the Continental Can Company. The railroads are the Southern Pacific, Texas and Pacific, and Missouri Pacific. The road is the Gretna-Westwego highway.

In the lower right foreground are the Commercial Barge Line, Schlumberger Well Surveying Corporation, and Westside Transit Lines. Next comes the Southwestern Sugar and Molasses Company and the wharf of the Southern Pacific. Then comes the Publicker Commercial Alcohol Company of Louisiana. Some of these buildings are probably the oldest in the parish of Jefferson, as they were originally part of the Union Oil Company mentioned in our story back around the turn of the century. Next, moving up the picture, we have the Davison Chemical Corporation and the business section of the City of Gretna. On above are the warehouses and storage tanks of the Gulf Refining Company Bulk Terminal. Then next the Southern Cotton Oil Company, largest processor of cottonseed oil in the world and whose plant has practically been rebuilt in the last five years. Finally the Sherwood Refining Company.

In this picture showing the Capitol City of Jefferson and its industrial environs can be seen the Gretna-Jackson Avenue Ferries and the Parish Courthouse. In the upper right hand corner is New Orleans just across the river.

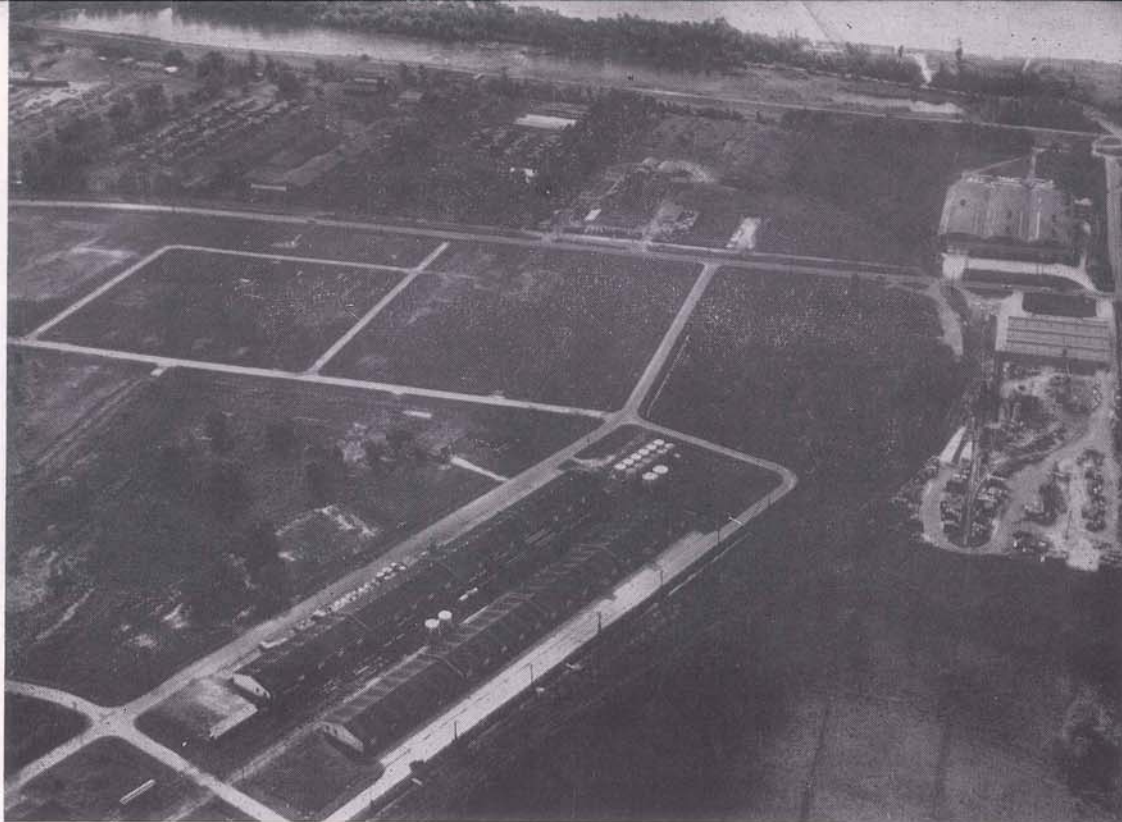




This is the famous and historic Harvey Canal which developed from the original Destrehan Ditch, dug over two hundred years ago by wooden shovels, into the first link of the Western half of the Intracoastal Waterways System that continues on to the Mexican border. Because of oil, gas and sulphur this first mile from the Locks probably has more business establishments concentrated on its banks, serving these three great Louisiana industries, than any other similar mile in the world. And nestled among them, on the right bank of the canal—for good measure—is the largest cannery of shrimp and oysters in the world, the Southern Shell Fish Company.

And this shows the last four miles of Harvey Canal, where reclamation work is pushing the swamps back and preparing the banks for the additional new industries that are constantly coming—and for the not too distant day when oil from the 16,000-foot level will be flowing in and near Jefferson. As one oil man has said "Although Louisiana is the third largest oil producing state right now, the surface has literally only been scratched." Some wells are now producing below 12,000 feet.

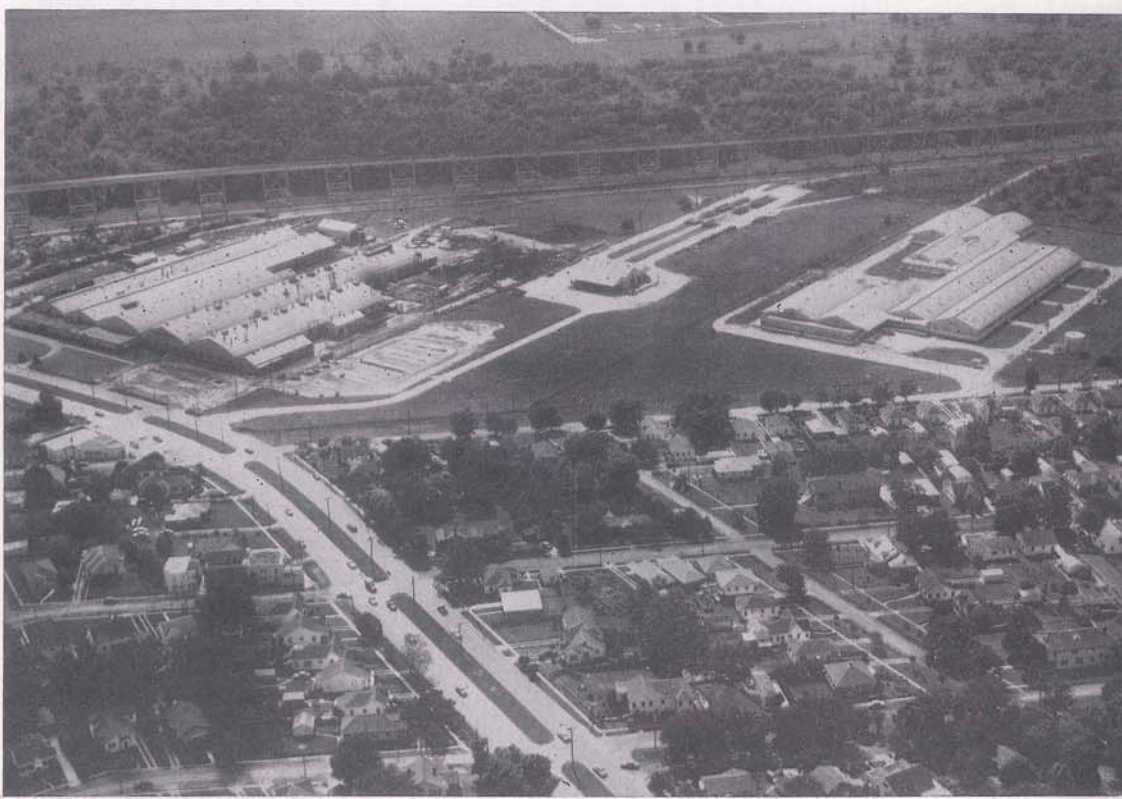




Coming down river on the East Bank, at Harahan. The twin buildings in the foreground of this aerial view are the Atlas Lubricant Corporation. In the center to far right is the Southern Joslyn Company and, just above, the Kieckhefer Container Corporation. To the left are the United States Steel Products; the Freiberg Mahogany Company, the largest manufacturer of mahogany lumber and veneer in the world; and part of the W. A. Ransom Lumber Company.

At top left is the Rheem Manufacturing Company; a unit of Louisiana Power and Light Company in the center; and the Plymouth Cordage Company to the right, one of the oldest concerns of its kind in America, having started business in New Orleans in the 1700's. Shown here, also, are the Jefferson Highway and part of the famous Huey P. Long Railroad and Vehicular Bridge, built in the depression for \$14,000,000. Today it would cost close to \$75,000,000. To the left of the highway, not shown in the picture, are Krimco Company; Green-Walker Galvanizing Company; Delta Pipe Company; Jones and Laughlin Steel Corporation (Container Division); Boyce-Harvey Machinery; and Davis Manufacturing Company.

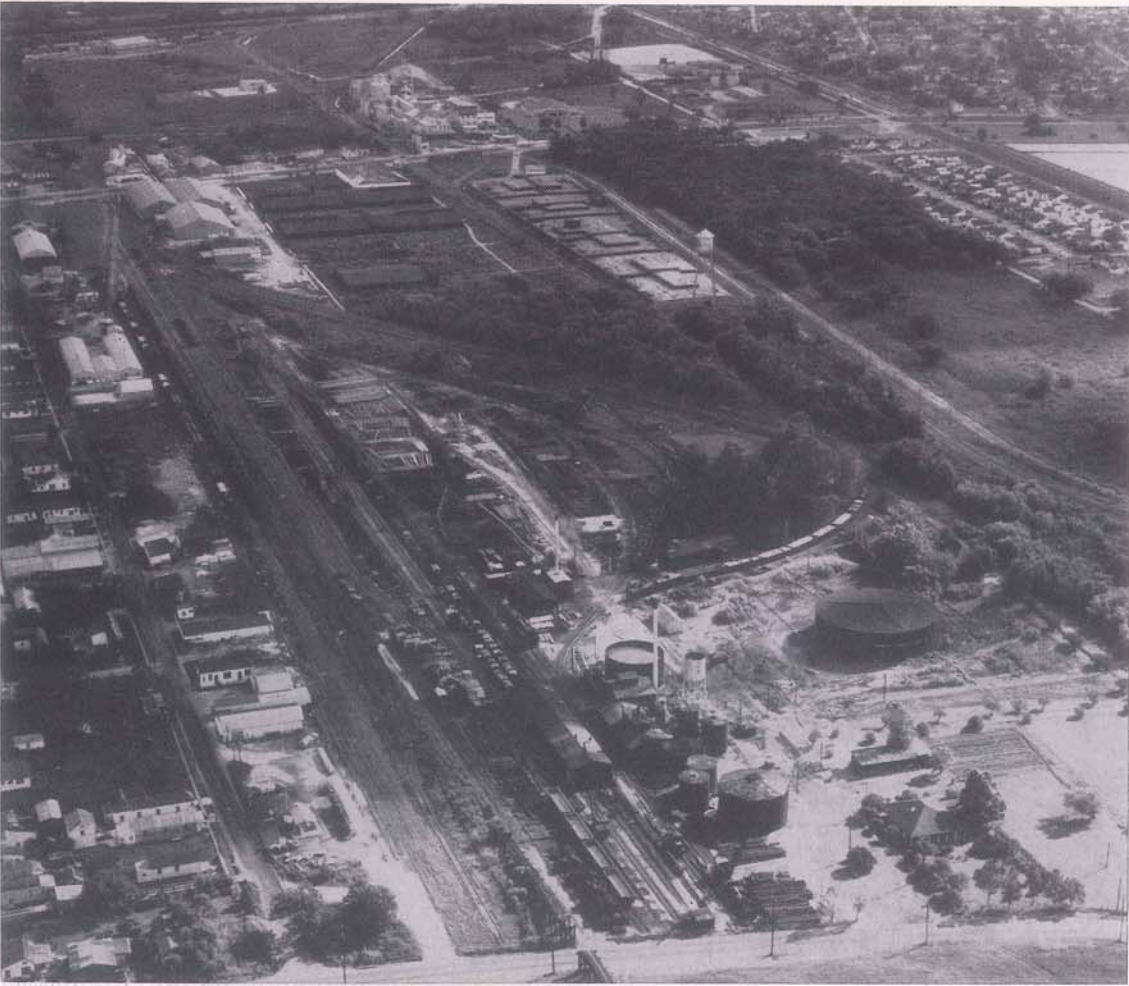
Just above the bridge, between the river and Jefferson Highway, will be built soon the huge new Southern plant of Anheuser-Busch, Inc. Vacant land is owned by the Illinois Central Railroad and held for future industries.





This is on the East Bank, Southport section. Facing the highway in this direction are, right to left: Jahncke Service, Inc.; E. B. Ludwig Construction Company; Petrolane Gas Company, Pinnacle Oil Company; and Southern Solvents and Chemical Company. At the top of the picture is the Great Southern Box Company. This shows also a part of the great Highway 90 that zooms through Jefferson Parish on its run from Florida to Texas.

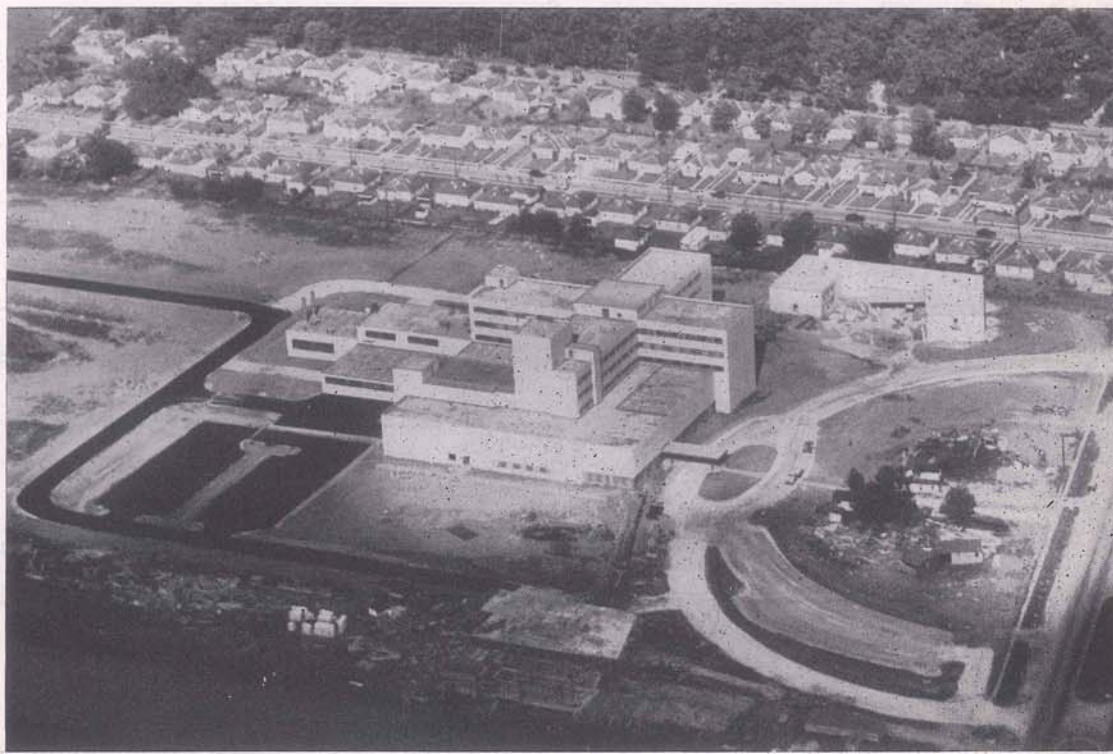
In the immediate foreground of this air photo is the American Creosote Works. At top left are the shops of the Louisiana and Arkansas Railroad. Top center shows the International Lubricant Corporation. And top right shows the warehouse and storage tanks of the Gulf Refining Company. On the opposite side of the highway (left to right) are Southern Ford Tractor Corporation; Southern States Iron Roofing Company; and Shippers Compress Warehouse. These industries are at Southport, just out of the City of New Orleans.





This aerial shot shows the Nine Mile Point Steam-Electric Plant of Louisiana Power and Light Company which has been under constant construction and expansion since 1949. Two units are now operating (one with a net capability of 73,000 K. W. and the other with a net capacity of 108,000 K. W.). A third is now being built which will add another 135,000 K. W. net capability. It is completely out of doors with exception of control room and is unique because of its brilliant color utilization, which was adopted because of its efficient influence on personnel as well as its decorative effect. This plant is the largest in the Louisiana Power and Light Company's operations.

In this aerial view are shown the three buildings of the new Ochsner Foundation which has been under construction for over two years. The middle building, the Ochsner Foundation Hospital of 250-bed capacity, which opened June 1, has more extensive laboratory equipment and area and greater training facilities than the average hospital its size in the Nation. Its cost of construction was \$5,500,000. On the right, facing the front, is the Libby Dufour Residence, quarters for nurses, constructed at a cost of \$350,000 and will be opened the first of 1955. The building on the left is the Brent House, or Convalescent Provision and Guest House, which will be ready for occupancy around the first of the year and cost \$750,000 to build.



Southern Tavern

RESTAURANT, LOUNGE & BAR

3375 AIR LINE HIGHWAY

W. H. NICHOLAS

TEmpLe 9171

CEdar 9136

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
New Orleans

419 Baronne St.

Phone RA. 6157-58

LAKE FOOD AT ITS BEST

ORIGINAL BRUNING'S RESTAURANT

ON LAKE PONTCHARTRAIN

EAST END
JEFFERSON PARISH

WEST END PARK
NEW ORLEANS

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.

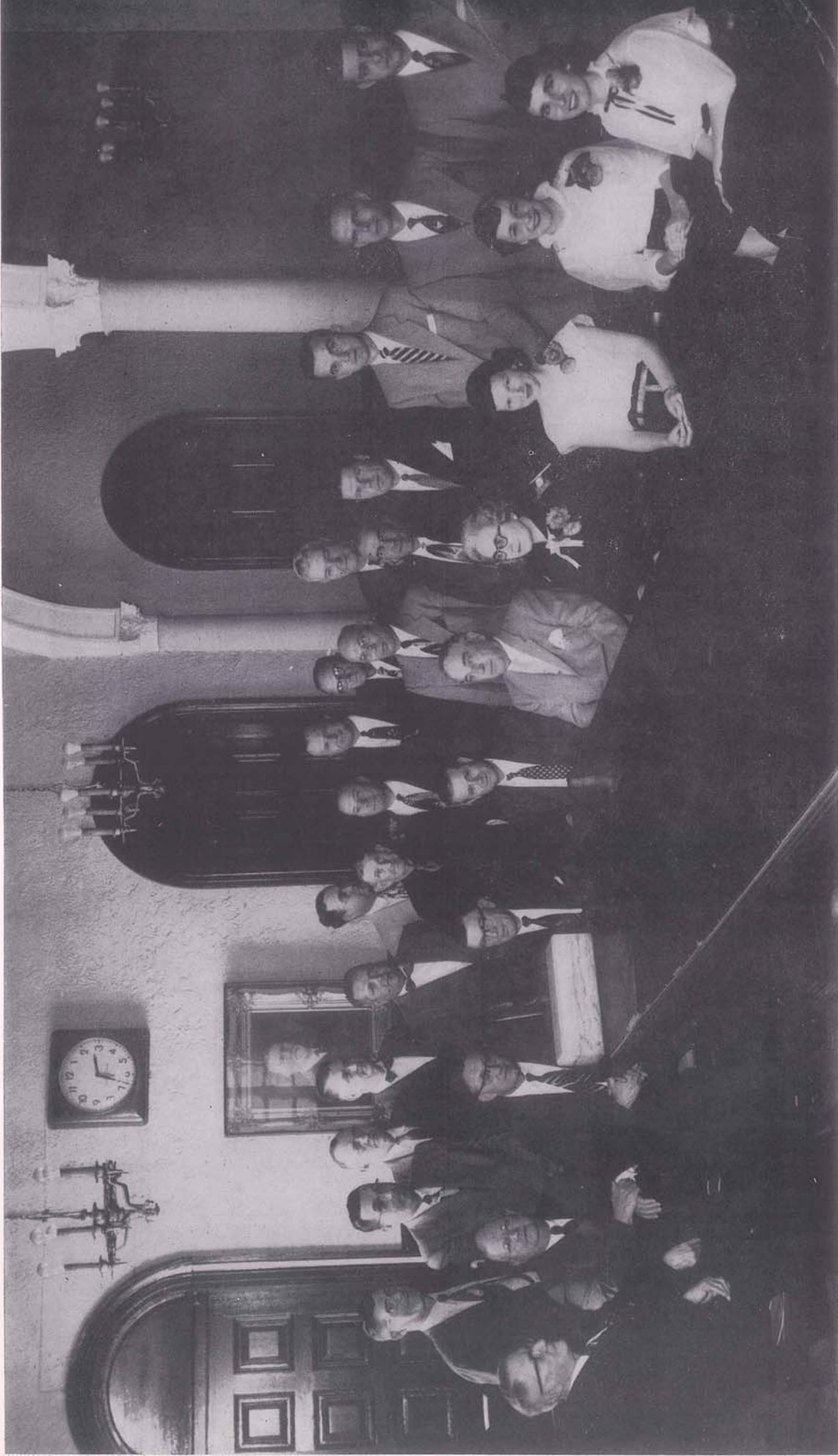
The Oldest Political Club in Jefferson Parish—Organized in 1923 by John Bordes

KENNER CABINET, SASH & DOOR WORKS

Sam Cambise, Sole Owner

Kenner 4-2627

Kenner, Louisiana



JEFFERSON PARISH POLICE JURY—MEMBERS AND OFFICERS

Seated, from left: R. J. Barrus, Ward 7, Suburban Acres; William E. Strehle, Ward 2, Gretna; John W. Stone, President Pro-Tem., Ward 1, Gretna (McDonoghville); John J. Holtgreve, President, Ward 8, Metairie; Frank J. Deemer, Secretary; Jacob D. Giardina, Ward 4, Marrero; Mrs. Ona Costella, Clerk; Miss Frances Falcone, Clerk; Mrs. Janet R. Percle, Clerk, and Mrs. Dolores H. Gonzales, Clerk.

Standing, from left: Jesse J. Breau, Ward 3, Gretna; Leon Nunez, Ward 6, Lafitte; Russell Ledoux, East Bank Road Superintendent; LeRoy L. Hall, Ward 8, Metairie; Wilfred Berthelot, Jr., Ward 5, Waggaman; George Louis Ladiner, Ward 9, Harahan; Robert Ottermann, Ward 7, Southport; Sidney Pertuit, Ward 4, Westwego; Sam P. LeBlanc, Ward 10, East End; Nolte I. Ludwig, Ward 11, Grand Isle; Leon Fink, Sr., Parish Treasurer; Ernest Riviere, Ward 8, Metairie; Dave Dabria, West Bank Road Superintendent; John G. Fitzgerald, Ward 9, Kenner; Nicholas A. Currault, Jr., Bookkeeper; James F. Owens, Bookkeeper, and John W. Falcon, Ward 4, Marrero.

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.

**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.

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

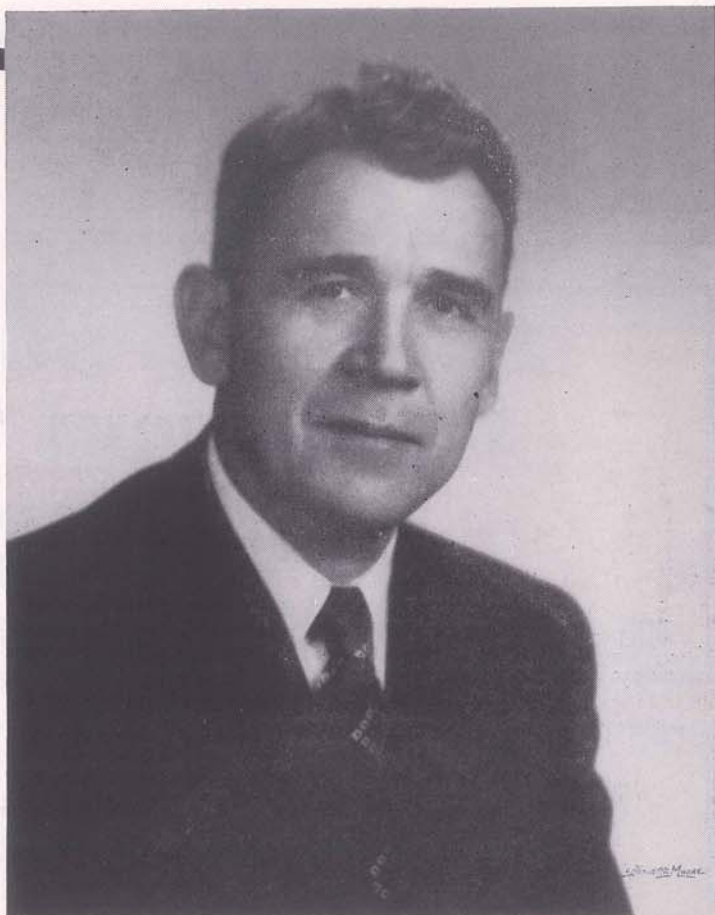
BULK LIQUID TERMINAL, MARRERO, LA.

EXECUTIVE OFFICES
625 Third St.
SAN FRANCISCO

118 N. FRONT STREET
2 Broadway
NEW YORK

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

Federal, State and District Officials



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

At left, top to bottom: 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. Bottom Center: Hon. Allen J. Ellender, United States Senator from Louisiana. Bottom right: Hon. Russell B. Long, United States Senator from Louisiana.



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.

TEmpLe 2894

Southern States Equipment Co.

SALES AND RENTAL CONTRACTORS EQUIPMENT

425 Celeste Street

New Orleans, 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

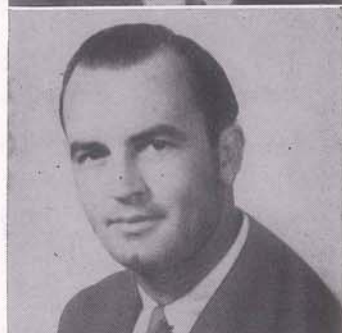
HARVEY, LOUISIANA

Parish Officials



Hon. Frank J. Clancy, Sheriff

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



TEmpLe 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



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

METAIRIE SAVINGS BANK AND TRUST COMPANY

THREE OFFICES FOR YOUR CONVENIENCE

Main Office
3383 AIRLINE HIGHWAY

Jefferson Branch
3133 JEFFERSON HIGHWAY

Metairie Road Branch — 517 METAIRIE ROAD

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

THE FREIBERG MAHOGANY CO.

Manufacturers and Importers of

MAHOGANY LUMBERS AND VENEERS

JEFFERSON PARISH

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.



Four Generations Since 1867

FROMHERZ ENGINEERS

STRUCTURAL—CIVIL—SANITARY

823½ Poydras Street

New Orleans, Louisiana

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
CAnal 0737

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

COTTON CLUB

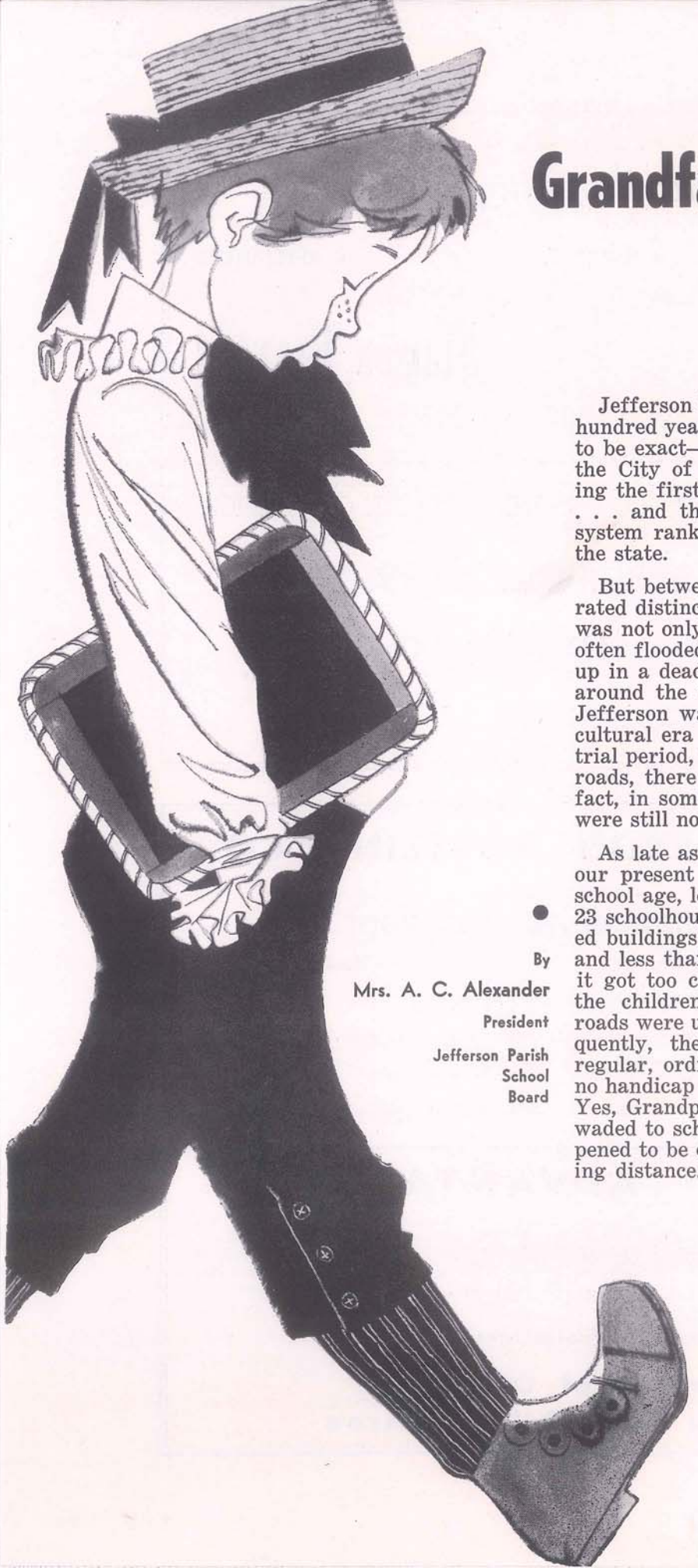
BEST PLACE TO GO FOR LESS

Catering To Large Parties . . . Serving Delicious Food

BOB LANDRY — FRANCIS LANDRY

TEMPLE 9144

2925 JEFFERSON HIGHWAY



Grandfather walked — or waded

Jefferson Parish is proud that over a hundred years ago—in January of 1842 to be exact—it ran a photo finish with the City of New Orleans in establishing the first public school in Louisiana . . . and that today its parish school system ranks among the first three of the state.

But between these two century separated distinctions the path of education was not only rough and thorny—it was often flooded out, and sometimes ended up in a dead end in the bayous. Even around the turn of the century, when Jefferson was emerging from its agricultural era into its present day industrial period, there were no hard surface roads, there were no school busses—in fact, in some parts of the parish there were still no schools.

As late as 1907, about the time when our present older inhabitants were of school age, less than half of Jefferson's 23 schoolhouses (mostly one room rented buildings) had desks for the pupils, and less than that were heated. When it got too cold, school was closed and the children went home. When the roads were under water, which was frequently, they also stayed home—but regular, ordinary gooey mud presented no handicap to the pursuit of education. Yes, Grandpa always walked and often waded to school. That is, if there happened to be one within walking or wading distance.

●
By

Mrs. A. C. Alexander

President

Jefferson Parish
School
Board

for all your shopping needs

● FASHIONS

● HOUSEWARES

● APPLIANCES

MAISON BLANCHE
Carrollton Store

MARINE FINISHES

INDUSTRIAL COATINGS

PRODUCTS - RESEARCH - SERVICE INC.

Manufacturers of Engineered Coatings

BELLE CHASSE, LA.

THE JEFFERSON BOTTLING CO.

—BOTTLERS OF—

BIG SHOT BEVERAGES AND HIRES ROOT BEER

Metairie Road and Frisco Crossing

New Orleans, La.

PAILET INDUSTRIES DIVISIONS

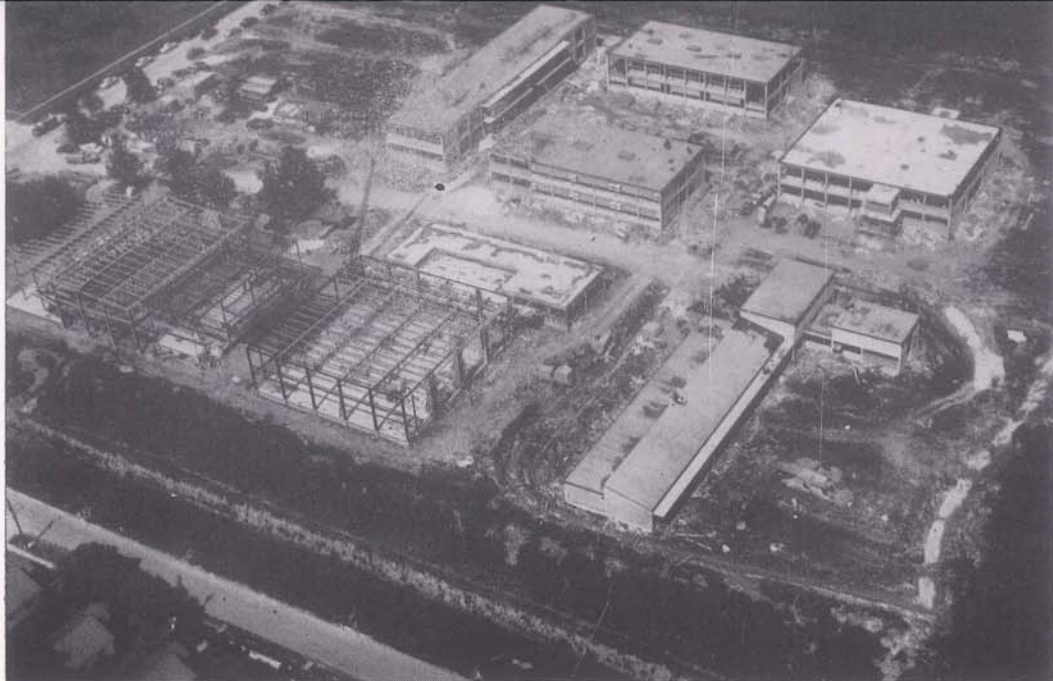
The Jefferson Bottling Company—Metairie Ridge Ice Company—The City Ice Company, 3535 Tulane Ave.—Arctic Pure Ice Company, 3701 Bienville Ave.—Riverside Ice Company, 2731 Chartres St.—Claiborne Ice Company, 2816 S. Claiborne Ave.—American Ice Company, 2801 St. Philip St.—Marada Stock Farms, Covington,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

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**



Under construction, as can be seen by the above photograph, is the new West Bank Consolidated High School of Jefferson Parish, located at Harvey. This together with the East Bank counterpart illustrated on Page 141, is part of Jefferson's constructive answer to the constant demand for greater school facilities to serve the steadily increasing population of the parish.

In Grandpa's day there was no compulsory education law. The schools were few and far between, and the urge to play hookey or stay out an entire term carried no penalties. As a result, around 1900 only a little over 40% of Grandpa's pals went to school at all. And only about 10% of the Negro children of the parish.

In the article entitled "Just Around the Corner of Time" in this same issue, the President of our Police Jury has given you a brief history of Jefferson since its beginning—showing how it changed from an entirely agricultural parish to the most concentrated industrial section of the South.

With your permission we'd like to do the same for the schools of Jefferson—take our story back beyond Grandpa's time and bridge the gap between that famous first public school in the state and the fine school system that today serves a population of approximately 145,000 people. It won't take long. We'll be brief.

When Jefferson Parish was created in 1825 there were no public schools in Louisiana. Four different types of education were available to white children: schools maintained by the churches; strictly private schools to which the children's parents paid tuition; semi-private schools receiving state help which allowed them to take pupils unable to pay but required them to de-

mand tuition from any family able to pay; and the private tutors that were usually found on plantations.

For almost fifty years after its creation Jefferson's preponderance of population was centered in its cities on the East Bank immediately adjoining New Orleans—the cities of Lafayette, Jefferson and Carrollton—all of which were later absorbed into the City of New Orleans. It was Jefferson's City of Lafayette which opened the first public school in 1842 almost simultaneously with New Orleans. And both cities made this move because of the pressure of population and the increasing number of children of middle class families. These were people not rich enough to hire or desire private tutors nor poor enough to come under the category of indigent—which was the only way their children could get free school education.

Because of this fact, when the new public school was established it was considered by many people "a poor man's school"—an attitude which handicapped free public education for a good many years.

It is very interesting to read in the records that although practically all of Jefferson's population was concentrated above New Orleans, and that the West Bank and on down through the Barataria Country really did not yet have enough people to create a serious school problem, there was on Cheniere Cami-



Makers and
Marketers of a
Complete Line of
Quality

AUTOMOTIVE,

INDUSTRIAL,

HOUSEHOLD

AND FARM

PETROLEUM PRODUCTS



**GULF REFINING
COMPANY**

JACK DE FEE

Oil Well Supplies

Rental Tools

General Pipe and Supply Co.

Boroscope, Inc.



Box 66

EDison 4204

HARVEY, LA.

***Swanson
Seafood
Restaurant***

**"BEST HARD CRABS
SOUTH"**

—SEAFOODS OF ALL KINDS—

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

CELCURE

Processed

Lumber

for

**HOME, MARINE AND
INDUSTRIAL USE**

- ROT PROOF
- TERMITE PROOF
- PAINTABLE
- 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



Also under construction, as seen by the above photograph, is the second new consolidated High School mentioned under the picture on Page 139. This is the one for the East Bank located at Metairie. Every new family that comes to Jefferson has an average of three children of school age—and these families following Jefferson's new industries and new businesses demand greater school facilities. This is one of 1954's answers to that demand.

nada, as early as 1835, a school with 19 pupils. The parish occasionally paid the teacher the magnificent sum of \$30.37 per month but nobody connected with parish school administration ever gave it much attention. It was there. It existed. That's about all anybody knew.

Even 40 years later the incumbent Superintendent of Schools reported "that he had never been able to discover the district, but that he was on the eve of fitting out an expedition with the determination to explore it or die in the attempt."

For nearly three-quarters of a century that stubborn little torch of enlightenment burned at Cheniere Caminada, sometimes sputtering very feebly when funds were low, but absolutely refused to die out until the hurricane of 1893 wiped out the whole community and the school with it. To me that little school of Cheniere Caminada is the symbol of Jefferson's early determination to eventually carry education into every bay and bayou where its citizens dared to build a community.

Five years after Jefferson Parish and New Orleans piloted the way, the Louisiana Legislature established the public school system throughout the State. By 1851 Jefferson had 6 public schools in operation besides the Gretna Academy, which was still private. It re-

ceived \$1,100.70 from the state for educational purposes that year, had 643 children of both sexes eligible for school and managed to get 425 of them enrolled. Not an imposing record—but neither did 643 school children scattered over Jefferson's both banks and down to the Gulf of Mexico represent a critical emergency.

Not much happened in the next few years except the normal problem of somehow raising more money for more children eligible for education. In 1859 national tension was mounting and the South decided to publish its own text books and not hire teachers antagonistic to slavery. Jefferson had two from the North. And, incidentally, the school admission age in those days was from 6 to 21.

During Lincoln's War that followed (as it was referred to in the records) the schools were practically abandoned. The teachers and the older boys went off to fight. And back home the younger children helped more at home with the work or used the situation as a convenient excuse to put off their three R's until later.

In the Reconstruction Period, when parish schools and all parish affairs were under the Metropolitan Police (The Carpetbaggers) the situation was not much improved. In fact, it was aggravated by the fact that now, since the

SUREKOTE

PAINTS—VARNISHES—ENAMELS

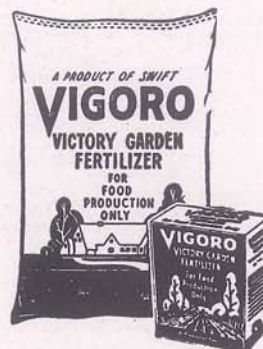
Formulated especially for our Southern climate to dry satisfactorily, last long and look well.



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.



SWIFT & COMPANY

Founded 1892

Incorporated 1917

**McWILLIAMS
DREDGING COMPANY**

CONTRACTORS

903 S. Jefferson Davis Parkway

AUdubon 7723

New Orleans

LEO S. GUENTHER

Metairie, Louisiana



"Education is the book of rules that trains the imagination to use its tools." These are only Third Graders at McDonogh 26 at Gretna, but look how ably they have combined clever ideas and nimble fingers in building these miniature Carnival Floats. From left to right we introduce the young designers: Marilyn Stone, Joan Haas, Michael Forrest, Ann Higgins and Bobby Henning and they proudly represent the creative talents of their school.

slaves were free, legislation was passed to force the co-mingling of the races in the schools. This was unpopular with both, as the colored children felt as uncomfortable as the white children. Of course it seriously affected white school attendance.

As of 1875 the Left Bank had only 3 schools—at Hymen, Parapet and Kenner No. 1 (Remember that in 1874 the last of Jefferson's three cities had been merged with New Orleans) and the Right Bank owned only three schoolhouses, not a one of them valued at more than \$50. This was the year also of the Yellow Fever which took a terrific toll of children's lives and closed the schools until the epidemic ran its course. And it followed the year of 1874 in which 30 square miles of Jefferson's East Bank and 300 square miles of its West Bank had been flooded. But even with all that Jefferson Parish schools during the bitter days of Reconstruction were among the very few still providing free public education.

Around 1876 an appropriation for school purposes which the Police Jury had approved in 1874 began showing results. In 1877 the Police Jury ousted the officials of the Metropolitan Police and organized a Parish Board of School Directors. The War and its equally impoverished aftermath were both finally over.

After long years of doubt and despair things were rapidly changing for the better. In 1884 the two Police Juries (Right and Left Bank) were combined, which immediately replaced confusion with coordination in the overall parish educational program. In 1888 the State Board of Education was formed. In the early Nineties the McDonogh Foundation built a 6-room schoolhouse in McDonoghville. In 1896 Jefferson ranked fourth among all Louisiana parishes in the percentage of state funds received for education. And by 1900 the parish launched its first major school building program: new schools for East End and Barataria and repairs to Gretna Academy and McDonogh No. 26. As the centuries shifted scenes the quality and number of school buildings in Jefferson Parish were both being stepped up.

In 1908 the School Board appointed J. C. Ellis Superintendent of Schools of Jefferson Parish. From then on the schools began their steady march toward the efficient school system that today handles over 17,000 enrolled children.

In 1916 the State Compulsory Education Law went into effect. In 1922 the consolidation of two schools created the need for the first school bus in the parish—from Fortier and Waggaman to Westwego Junior High. In this same year the first School Bond Issue was voted—for a \$400,000 School Building



International Lubricant Corporation

Manufacturers of the Highest Quality

AUTOMOTIVE and INDUSTRIAL LUBRICANTS

NEW ORLEANS, U. S. A.

HYATT, INCORPORATED PRINTERS — STATIONERS

Office Supplies

Lithographers

Loose Leaf Ledgers — Blank Book Makers

407 CAMP 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.

BACON LUMBER COMPANY

2400 Airline Highway

Temple 1924

NEW ORLEANS 20, LA.

ROESSLE & GALLOWAY

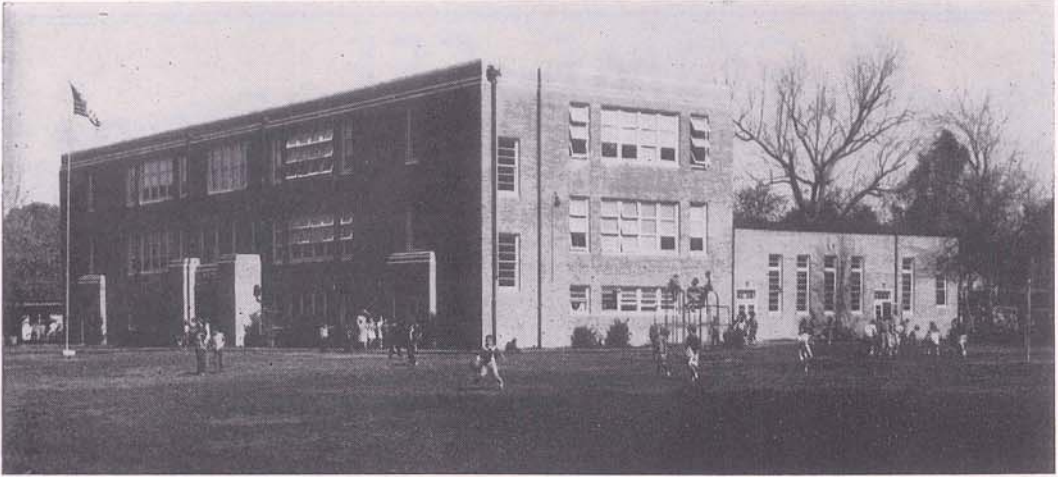
CONSULTING ENGINEERS

Parish Engineers — East Bank Jefferson Parish

CEdar 7155

2922 METAIRIE ROAD

NEW ORLEANS 20, LA.



It's recess time at Metairie Grammar School, where ample playground space permits exuberant spirits to run and romp.

Program. In 1936 Lemuel W. Higgins (now Superintendent of Schools) was appointed Assistant to Mr. Ellis. In 1938 (in spite of these being Depression Years) the people of Jefferson voted another new school building program of \$1,600,000. It was a serious blow when it was learned that the WPA could not grant the \$720,000 requested as part of this program, but just at that time came the pleasant news from The Texas Company that School Board No. 1 well was producing oil and that the Jefferson Parish School Board would receive one-eighth.

In 1939 kindergarten classes were established throughout the parish wherever needed and a Health Department for the schools was created which utilized the services of a doctor and two dentists.

And when the 1940-41 term started these were the vital statistics of the Jefferson Parish School System: for white children two senior high schools, four high schools with elementary grades in connection, and twenty-two elementary schools of which seven had kindergartens. For colored children two high schools with elementary grades in connection and eight elementary schools. A total of 36 schools in the parish.

There were 280 white teachers and 43 Negro teachers paid on a ten-month basis . . . and the school budget was \$531,289.77 (more than 12 times the budget of 30 years earlier).

We give you these figures at that time because that was the beginning of the greatest period of growth in Jefferson's history. Between 1940 and 1950 the parish more than doubled its popula-

tion and, of course, proportionately increased the problems of its School Board.

During the war years (1941 to 1945) nothing much could be done about it except to gear the schools to fulfill their part in the national struggle.

Not until after 1945 (in that year the school enrollment had jumped to nearly 9,000 children) could the School Board plan for more schools. Not until after peace had been won and building materials were again available could the problem be analyzed, a plan prepared and finally presented to the people.

It took time, effort and an election, but on September 20, 1949, the people of Jefferson nobly responded and voted 5½ million dollars for new schools as fast as they could be efficiently built.

It takes several years to put into action and complete a program that extensive. In fact some of the major projects—the huge consolidated schools—have taken until this year to finish.

And just in time! In 1950, Jefferson's school attendance was 12,000. In 1952 over 15,000 and today over 17,000 . . . from a total of 8980 in 1945, the year the Jefferson Parish School Board instituted the 12-year School System and embarked on the plans for the building program that has never let up—and never will.

Because Jefferson is growing by leaps and bounds. The accomplishments of these last few years will soon be history also—and will be surpassed by greater projects—in this Parish of Jefferson where the education of its future citizens, ever since that first public school in 1842, has held TOP PRIORITY.

**COME SEE...
COME SAVE...AT A&P!
A&P FOOD STORES**

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

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

OUR 100th YEAR

LEITZ-EAGAN FUNERAL HOME, INC.

Since 1854

GRETNA and NEW ORLEANS

**S. V. APPLEWHITE
ENGINEER**

424 MILLAUDON STREET

NEW ORLEANS 18, LA.

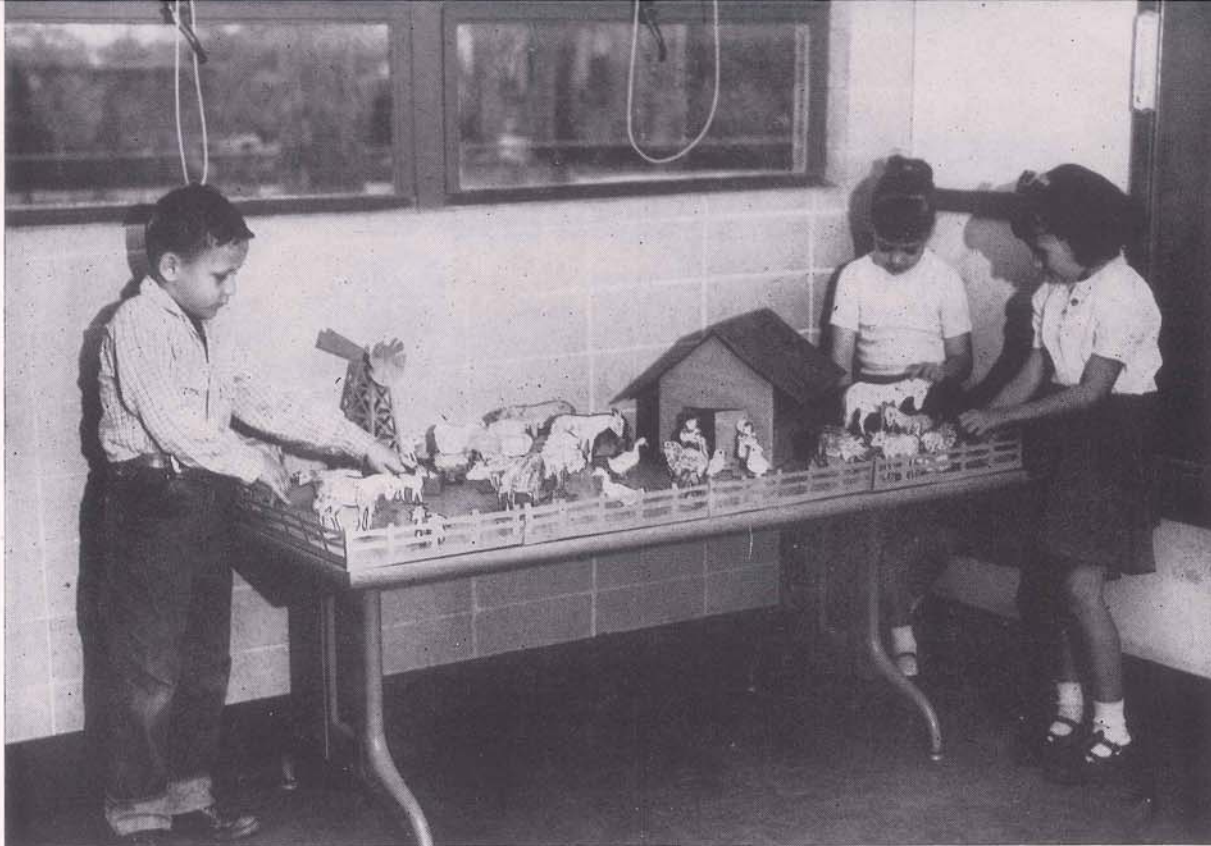
FOUNDATION PLAN, INC.

LOANS AND FINANCING

Various Convenient Plans

419 Carondelet St.

RA. 5279



These First Graders at Kenner have been studying a project called "Helpers of the Community"—and have constructed with their own hands a miniature farm. Notice the barn, the windmill, the fence and all the domestic animals and the farmer and his wife at the barn door. This is an excellent dramatization of learning by doing.

This is the editorial staff of Metairie High's clever school paper—called "Jackets Buzz"—working on the next edition, or, as they would term it should you ask them, "putting the paper to bed." Meet Metairie's members of the Fourth Estate, from left to right: Brucene Cook, Charlotte Gaber, Peter Trask, Carole Cooper (Editor) and Bob Moore.



**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

AZALEA GARDENS SUBDIVISION

RENTAL APARTMENTS

3701 JEFFERSON HIGHWAY

TE. 6363

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

T. EDWARD ERNST, C. E.

CONSULTING ENGINEER

822 Perdido Street

RAYmond 6672

New Orleans 12

Orleans Materials & Equipment Co., Inc.

FABRICATORS OF

**Structural Steel — Reinforcing Materials
Ornamental & Miscellaneous Iron**

5501 FRANCE ST.

P. O. BOX 87

CR. 9911

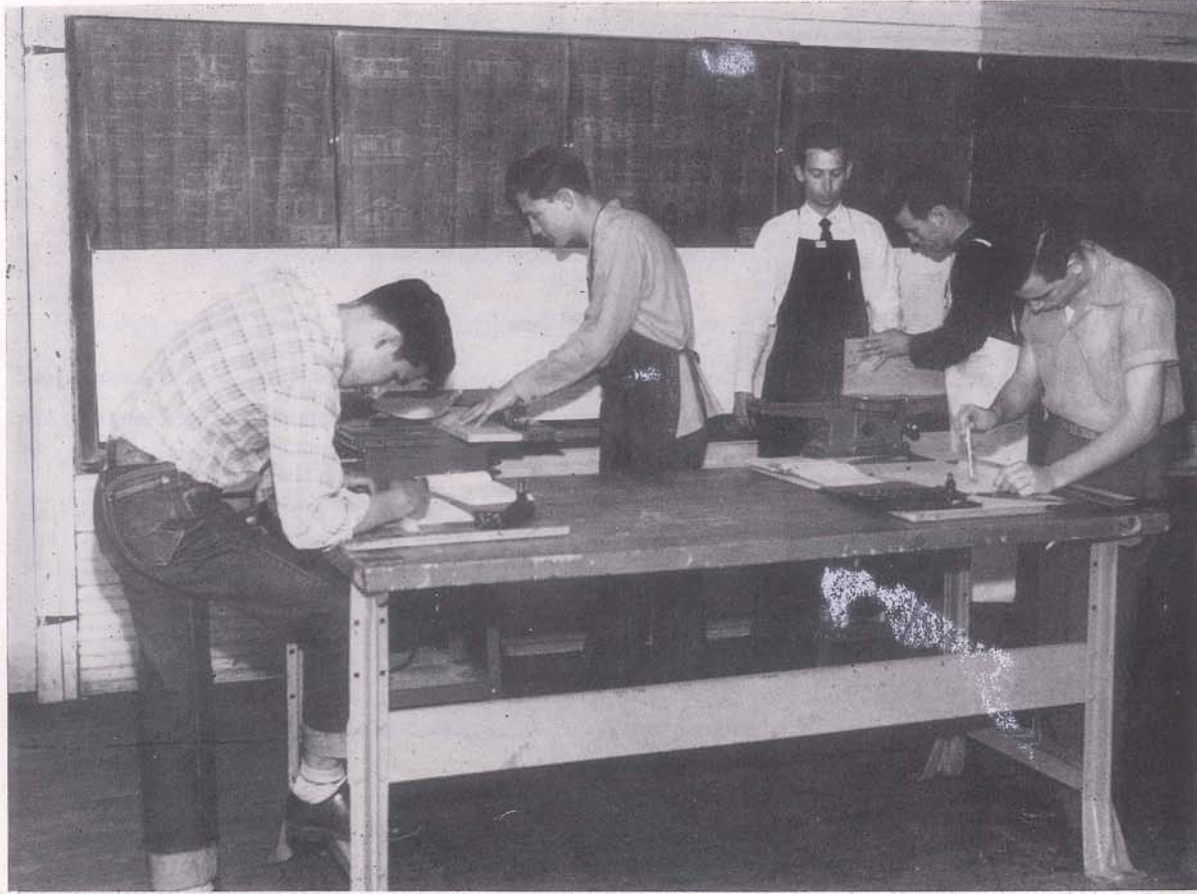
NEW ORLEANS, LOUISIANA



Now this interested group, all First Graders at Barataria Boulevard School—believe it or not—are learning arithmetic a very easy way. The lesson is called "Number Stories"—and they follow the stories by using the spools. Five spools corresponds to the figure five in the story, and so on. By association arithmetic becomes play, instead of work.

•

Preparing for a career after school days are over, these students in "Industrial Arts" at Westwego High are earning their credits in woodworking. Fine equipment is at their disposal and expert instruction guides their hands. In this particular group are, left to right: Jerry Ourso, Clifford Autin, Raymond Ehret (instructor), Melvin Joffre and Daniel Alario.



USE BULL DOG BRAND FERTILIZERS

Manufactured By

**THE DAVISON CHEMICAL
CORPORATION**

OFFICE AND FACTORY, GRETN, LA.



SINCE 1885

L. A. MUHLEISEN & SON FUNERAL HOME

METAIRIE FUNERAL HOME

2929 Metairie Road
Telephone TE 5554

KENNER FUNERAL HOME

1000 Compromise Street
Telephone 21-4-2677

AMBULANCE SERVICE — DAY AND NIGHT

KENNER 21-4-2677

***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

PHIL MERAUX

The Old Reliable Doctor of Tires

KELLY SPRINGFIELD TIRES

VULCANIZING A SPECIALTY — RECAPPING

547-51 Carondelet St., Cor. Lafayette

New Orleans 12, La.

**Mancuso Barrel &
Box Company**

Kenner, Louisiana

SLACK BARRELS

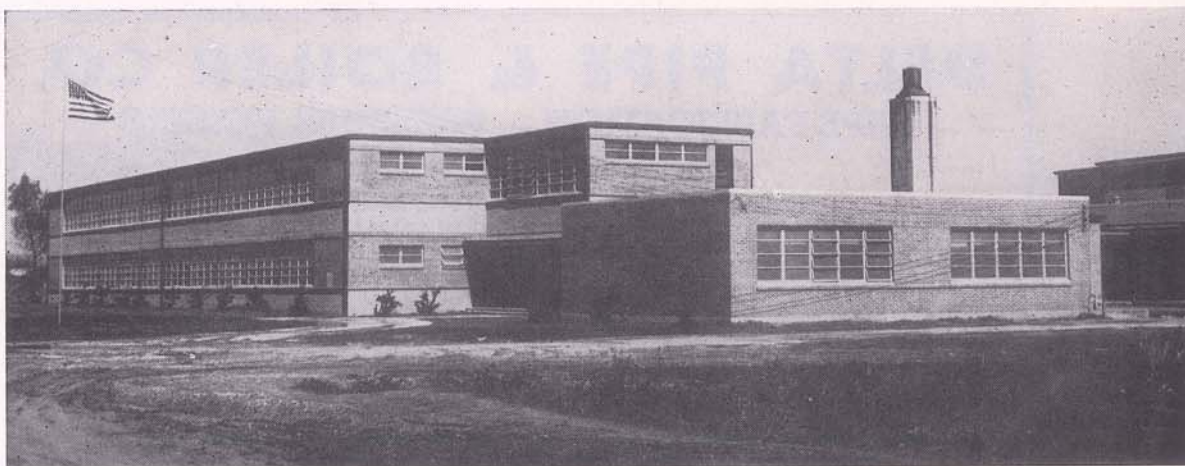
WOODEN BOXES

BEVERAGE CASES

FRUIT and VEGETABLE CRATES
BREAD - BANANA - FISH - SHRIMP BOXES
Phones: DIAL 21-4-2020 and 21-4-2121



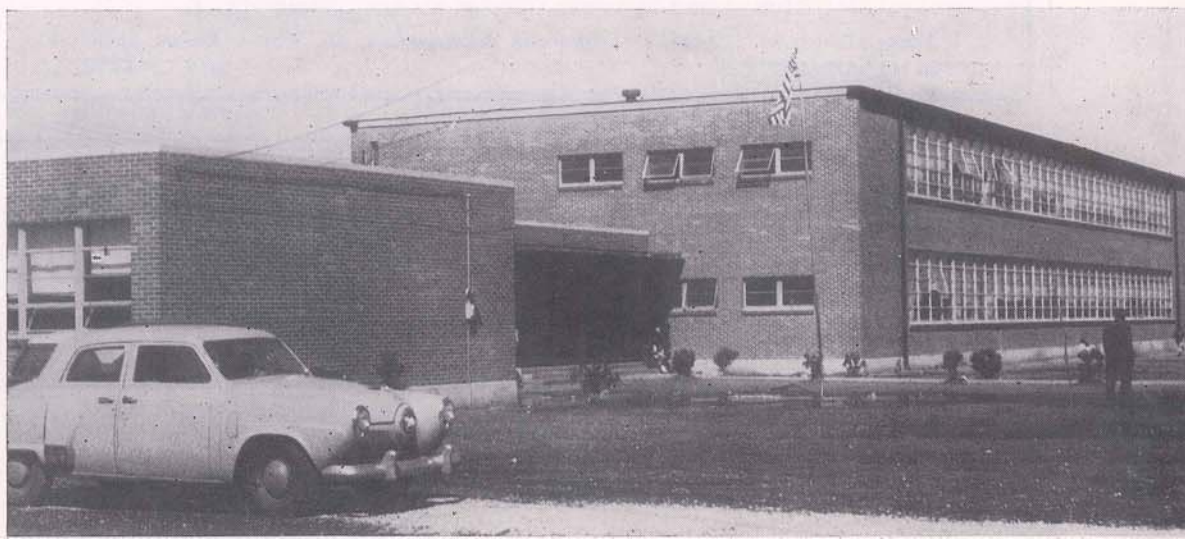
This is popular Gretna High, an old building but substantial and efficient. It will be used as a Grammar School on the opening of the new West Bank Consolidated High School.



This is the new Lincoln Consolidated High and Elementary School at Marrero for colored children—a well designed, well lighted, efficient temple of education.



This is another new school in Jefferson Parish, designed and constructed for the accommodation and education of its colored children at and around Shrewsbury.



BLUE PLATE FOODS, INC.
Manufacturers of
DELICIOUS BLUE PLATE FOOD PRODUCTS

FOR TARPAULINS

TRUCK COVERS

COTTON DUCK

BROOK TARPAULIN CO., INC.

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"

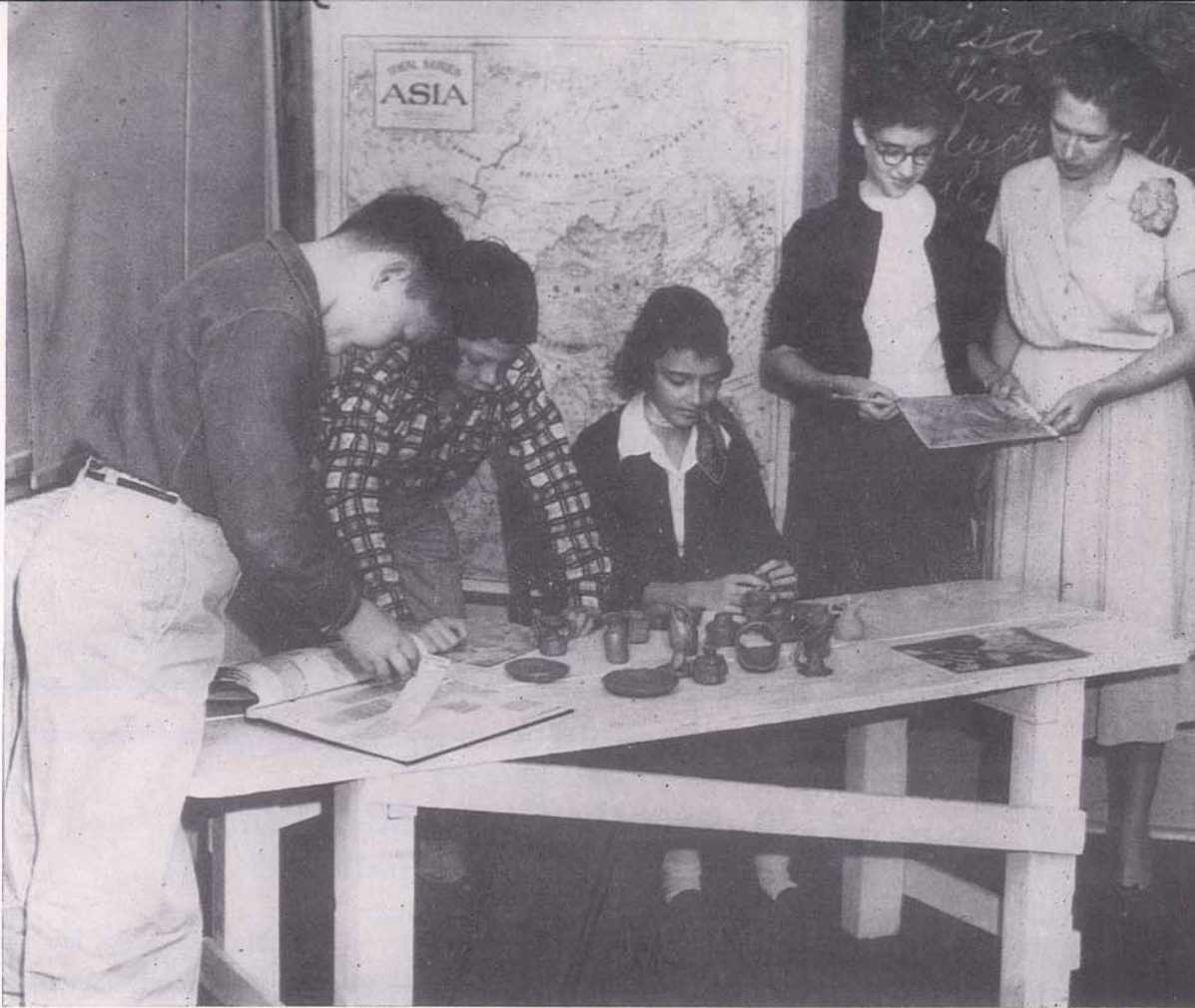
Phones: RAYmond 5221-5222 — Nights and Holidays Call: AL. 5351 — Kenner 4-3477
1008-20 MAGAZINE STREET NEW ORLEANS, LA.

ALgiers 1017

CHestnut 7358

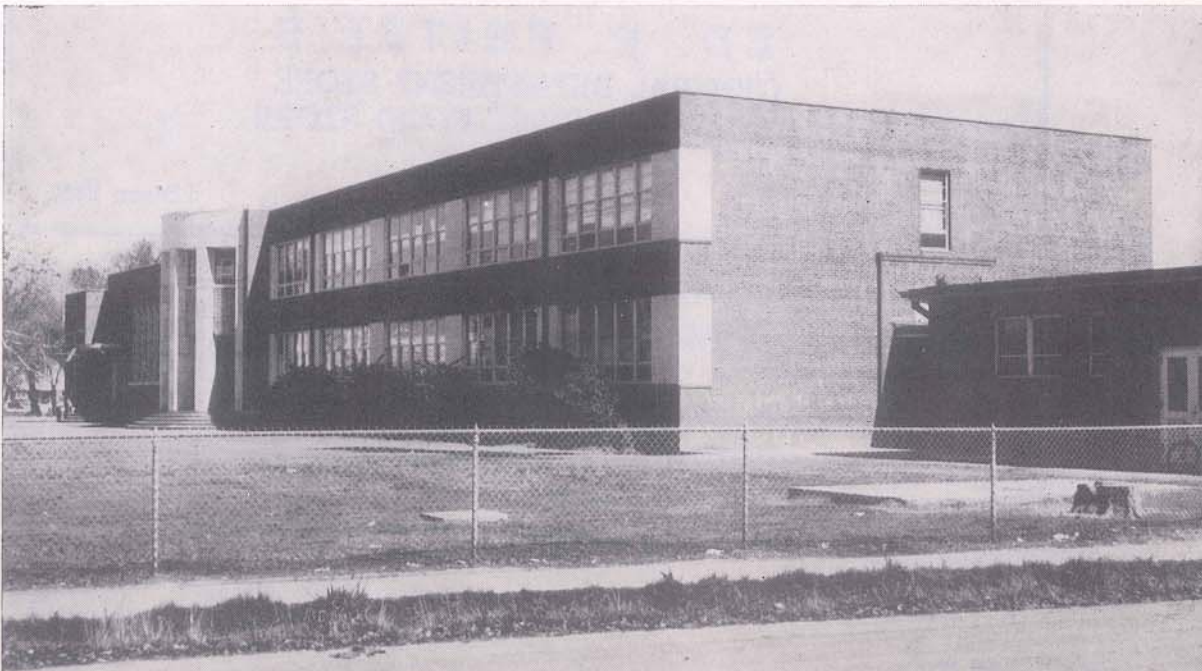
HOTARD & WEBB

CIVIL ENGINEERS



The history class of Jefferson Elementary Sixth Grade—studying the beginning of civilization, under instructor Mrs. Edith Girod. Notice the equipment and material for making maps, making clay models and collecting newspaper clippings for scrapbook.

Westwego Elementary School, although built several years ago, is one of Jefferson's outstanding and efficient modern educational institutions.



**JONES & LAUGHLIN STEEL CORP.
CONTAINER DIVISION**

...STEEL BARRELS...

NEW YORK ... PHILADELPHIA ... PORT ARTHUR ... BAYONNE ... CLEVELAND
TOLEDO ... ATLANTA ... KANSAS CITY ... NEW ORLEANS, LA.

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.

ESTABLISHED 1873

**F. F. HANSELL & BRO., Ltd.
OFFICE AND SCHOOL FURNITURE**

Booksellers and Stationers

131-133 Carondelet Street

New Orleans, La.

**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.

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

E. M. MELANCON, Mgr.

Harvey, La.

EDison 9313

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

Offices at Gretna and Westwego

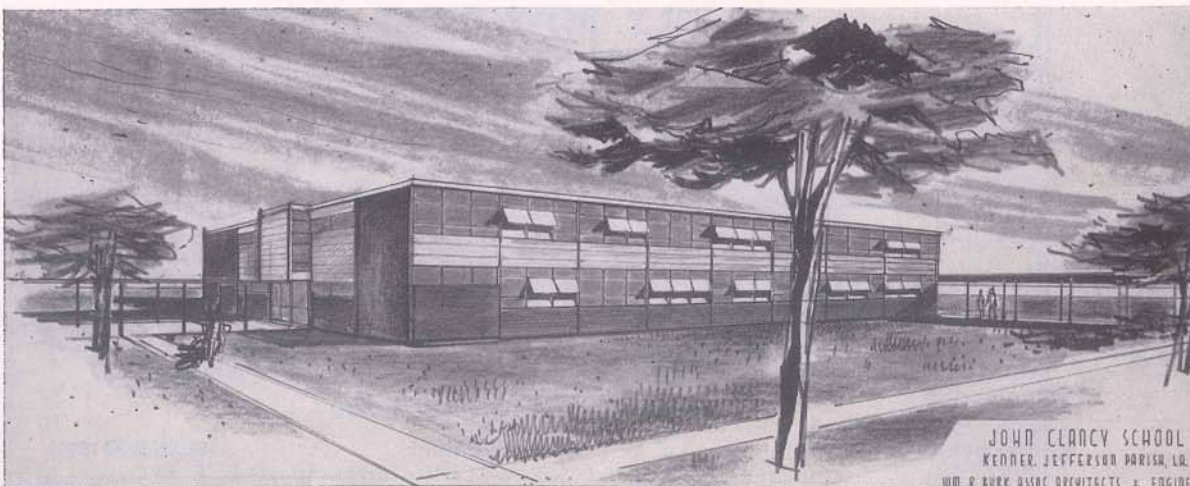
SERVING JEFFERSON PARISH

MEMBER F. D. I. C.



Meet the Class in Home Economics at Gretna High School in the midst of instruction and discussion on the correct method of modern Table Setting for these future hostesses when they are in charge of their own homes. The instructor is Miss Patricia Owen, an Exchange Teacher from Dursley, England.

The architects' drawing of the new John Clancy School in Kenner.



JOHN CLANCY SCHOOL
KENNER, JEFFERSON PARISH, LA.
WM. R. BURE ASSOC. ARCHITECTS & ENGINEERS

MAYRonne

Outstanding Drilling and Mud Service in the New Orleans Area

HARVEY

Phone EDison 5605

VENICE

Phone BURAS 6021

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

Southern Building

833 Howard Ave.

AN INSURED TITLE IS A SAFE TITLE Lawyers Title Insurance Corporation

BARONNE BUILDING

NEW ORLEANS

GENNARO'S

AIR-CONDITIONED

RESTAURANT . . . BAR . . . DANCING

Dining Room Completely Renovated

Chicken . . . Steaks . . . Seafood . . . Also Short Orders

3206 METAIRIE RD.

TEmple 9226

METAIRIE, 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 TE 1777

INDUSTRIAL ELECTRIC, INC.

Neon Signs — Plastic Signs — Vitreous Porcelain Enamel
Outdoor Advertising — Motor Repairs — Electrical Contractors
Commercial and House Wiring

3227 MAGAZINE ST.

NEW ORLEANS

CHESTNUT 6311

7th grade students at Gretna No. 2 School, under class instructor Mrs. George Geiger (not in picture), conducting a class of banking and savings activity in connection with their arithmetic course.



Students (left to right) Barbara Mathis, Cecelia Victory, Milton Karl and Robert Fields of East End School working on their movie projector.



Students of Marrero High School enacting a skit called "School Days" for visiting parents during National Education Week. The narrator on left is Yvonne Standridge; the teacher is Pearly Daigle; and the culprit is Frank Bowlby.





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

RESTAURANT and BAR

BRIDGE CIRCLE INN

Foot of Huey P. Long Bridge

Westside

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

Established 1817

WHOLESALE HARDWARE

1148 South Peters St. MAgnolia 5621

J. C. COLLINS

SHELL REFINING COMPANY

Distributor

ALSO GOODYEAR TIRES AND BATTERIES

P. O. Box 22 UNiversity 5354

Westwego, La.

**Frank A.
Von Der Haar**

**FRUIT, VEGETABLES, POULTRY
AND FISH**

SERVICE and QUALITY

—Phones—

Market: UP. 6882 Residence UP. 2990

Gen. Pershing and Magazine Streets
New Orleans

WILSON

VARIETY STORES

209 Huey P. Long Ave.	Gretna, La.
Fourth St. and Ave. B	Westwego, La.
410 4th Street	Westwego, La.
4510 Freret St.	New Orleans, La.

W. A. Ransom Lumber Co.

—Manufacturers—

**BAND SAW HARDWOOD
LUMBER**

Harahan, La.

Fleming Canal Store

GENERAL MERCHANDISE

FISH — SOFT CRABS

Marine Supplies

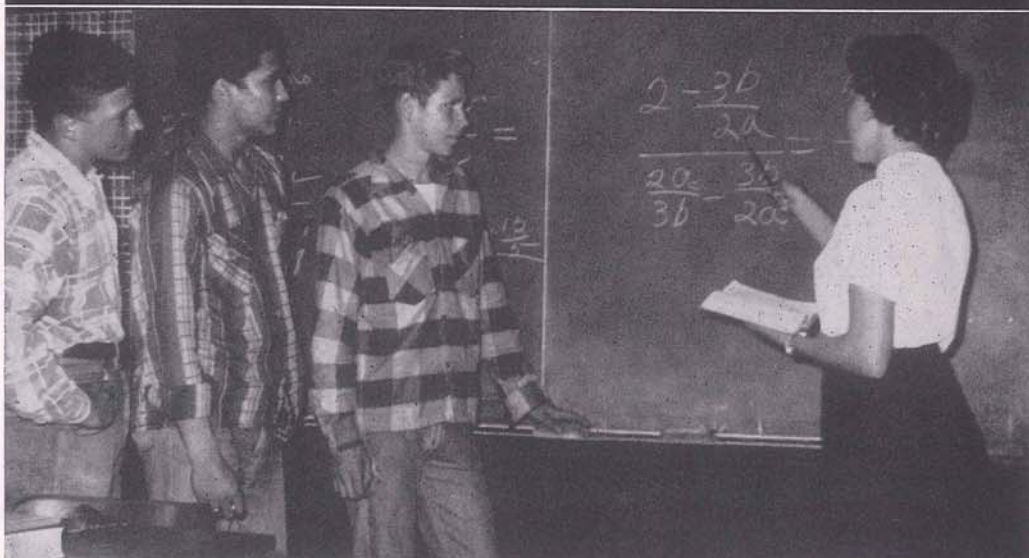
PHONE LAFITTE 9979

BOX 491 LAFITTE, LA.

This is a session of the Thomas Jefferson Chapter of Jefferson Parish Future Teachers of America (an organization designed to encourage more students to become teachers). The Chapter President (seated center) is Miss Janice Elliott.



Teacher Mrs. Jackie Breland of Grand Isle School explaining algebra fundamentals to (left to right) Perry Chighizola (11th Grade), Pat Landry (10th Grade) and Bobby Sevin (10th Grade).



Showing a class in session at Ames School. These are 8th Graders in a Science lesson, in which they are correlating speech with oral reports. The teacher is Mrs. Katherine Rodriguez.



ROUSSEL'S TRIANGLE SERVICE & REPAIR

601 DeArmas St. Phone ALgiers 3256
Algiers, La.

WHEEL AND BRAKE ALIGNMENT
MOTOR TUNE-UP

ALLYN P. "ROCK" ROUSSEL, Prop.

7 A.M. to 6 P.M.

Closed Sundays

Marking Devices and Supplies Since 1867

BADGES—BULLETIN BOARDS
ENGRAVED PLASTIC PLATES

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

NEW ORLEANS

CLERC LUMBER CO., Inc.

(Henry S. Clerc, Founder)

BUILDING MATERIAL
"LONG LEAF PINE"

Governor Hall and First Streets

ALgiers 2159

GRETN

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.

J. Wallace Paletou, Inc.

—REALTORS—

310 Carondelet St. New Orleans, La.

RESIDENTIAL — COMMERCIAL

RENT COLLECTIONS

PROPERTY MANAGEMENT

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.

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.

GULF GRINDERS AND DISTRIBUTORS, INC.

P. O. Box 9188

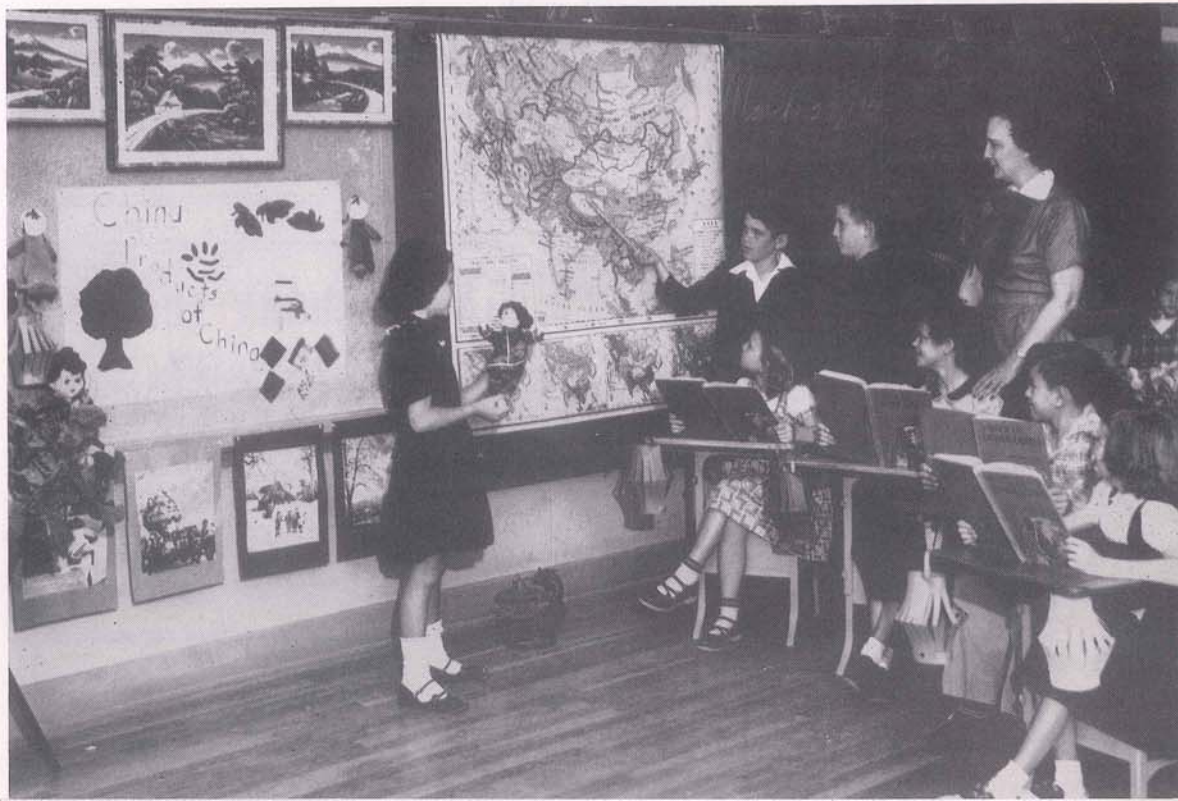
New Orleans 20, Louisiana

Plant Located at Illinois Central
Railroad Yards
Harahan, Louisiana



The Second Grade at Lafitte School, with Mrs. Leona W. Gegenheimer in charge, enjoys the reading class correlated with oral language work. An example of instruction made interesting.

Here are the Fourth Graders of Waggaman School under the direction of Mrs. Eola Laque Roux, with a very interesting geography assignment—studying China. Thus are current events of the day coordinated with the earth upon which we live.



Gretna Sheet Metal Works

PAT HOGAN, Mgr.

ROOFING AND SHEET METAL

1400 LAFAYETTE AVE. GRETNA, LA.

ALgiers 2269 — 3592

ROEMER DAIRIES

FINE DAIRY
PRODUCTS

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.

FITZGERALD'S SEAFOODS

SEA FOODS AND FLOUNDERS

A SPECIALTY

EAST END

GAlvez 9506

JEFFERSON PARISH

CAREY & HELWICK

**HARDWARE, PAINTS AND
SPORTING GOODS**

326 Camp Street RAYmond 5426

STOVES, COLEMAN LAMPS, IRONS,
ALLADIN MANTLE LAMPS

We Carry Parts and Repair Coleman Products

CODIFER, INC.

Developers of BONNABEL PLACE

Pioneer Developers of METAIRIE

1905 METAIRIE ROAD

EMILE IACOPONELLI

○ ○ ○

Phone CEdar 7403

Metairie, La.

W. P. CURRY LUMBER COMPANY

P. O. Box 10021 207 Lake Ave.

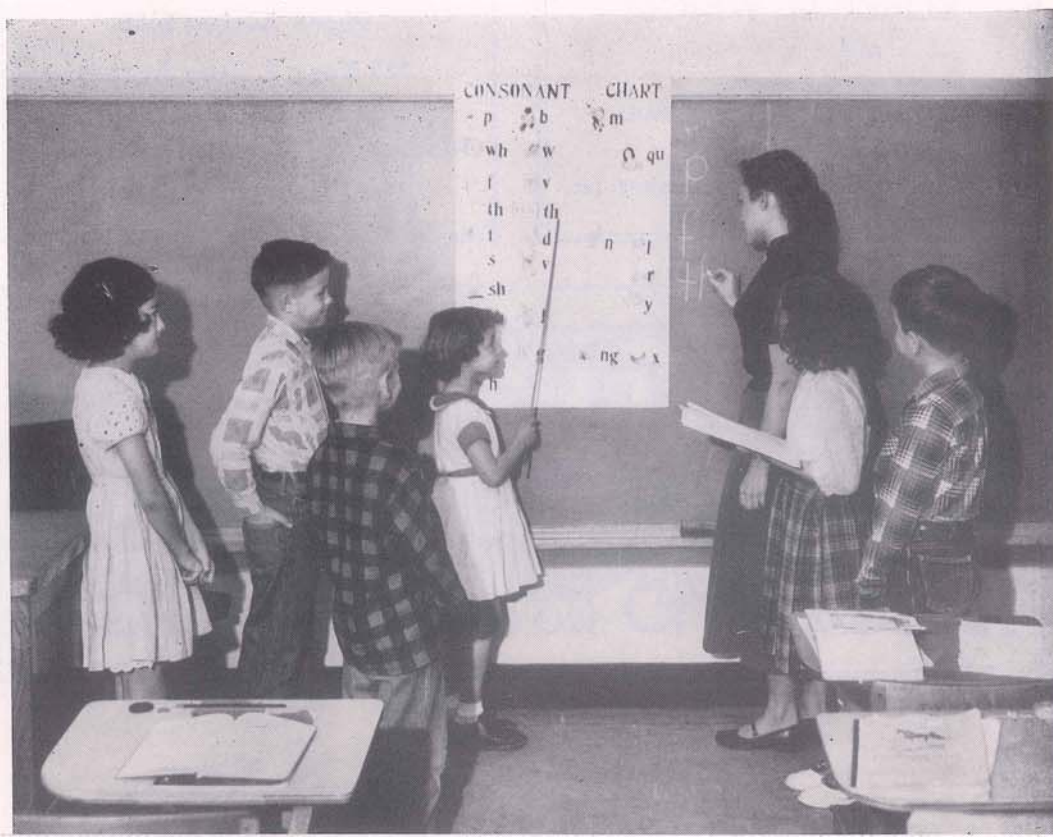
CEdar 0388 Southport

NEW ORLEANS 21, LA.



Sixth Graders at Harahan School are working in a Social Studies Class—in this case a project on Better Ways of Working and Producing. They are correlating the triple arts of weaving, designing and constructing—training for the eye, the hand and the imagination.

In this Third Grade Class at Westwego Elementary School the students are studying from the Phonics Chart the sounds of letters so they can attack words independently. The teacher is Miss Patricia Randolph.



Restaurant
Banquets
TE 4490



Cafeteria
Private Parties
3500 Airline Hwy.

Airline St. Regis

FRED H. KLUMPP REALTOR

REAL ESTATE, INSURANCE,
MORTGAGE LOANS

"A LOOK MEANS A LOT"

TEmples 2825 3401 Metairie Road
New Orleans 20, La.

J. AUGUSTIN

General Merchandise

- GROCERIES
- MAGAZINES
- NOTIONS
- SPORTS WEAR
- CAMERAS
- FILM
- HALLMARK GREETING CARDS

Grand Isle, Louisiana

ALgiers 1360

ELMER G. WEIGEL REALTOR

SALES—RENTALS—MANAGEMENT

307 Newton St. Gretna, La.

GRETNA HARDWARE CO.

Phone ALgiers 2182

125 Huey P. Long Avenue

CLIMATIC PAINTS
WESTINGHOUSE REFRIGERATORS

Easy Washing Machines

CUTS
LINE.
HALFTONE.
COLOR

CRESCENT
CITY
CHRIS EICHORN
Pres.

SCHOOL
CUTS

MAGNOLIA 3548

ENGRAVING CO.

420 CAMP ST. ★ NEW ORLEANS • LA.



Presenting the Basketball Team of Jefferson High School—1953 Jefferson Parish Basketball Champions on the distaff side. Coach is Miss Francone.

•

Presenting also, the Squad at Kenner High—the 1953 State Track and Riverside Champions. Coach is Joe Yenni.



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

Beach Bros. Furniture Store

**LARGEST FURNITURE, HOME
FURNISHINGS AND APPLIANCES
STORE IN EAST JEFFERSON**

TEmples 5549 3629 Airline Highway
New Orleans 20, La.

Cutcher Canning Co., Inc.

"CUTCHER" BRAND

**Canners of Quality Shrimp,
Crabmeat and Oysters**

EDison 3439

WESTWEGO, LA.

"Say It With Flowers"

METAIRIE RIDGE NURSERY CO., LTD.

FLORISTS

NURSERY — METAIRIE RIDGE

139 Carondelet St.

New Orleans, La.

**Flintkote—Ruberoid—Koppers
Roofing Materials**

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

CRESCENT MATERIALS SERVICE

Incorporated

JOBBERS

P. O. Box 10097 4900 Jefferson Highway
New Orleans 21, U.S.A.

Office Phones: TEmples 5536—TEmples 5537
Night Phones: GAlvez 1743—UNiversity 6153

WESTERN UNION TELEGRAPH CO.

J. C. JACKSON, Superintendent

RAYmond 9696

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**

2300 Jefferson Highway TEmples 9255
NEW ORLEANS 21, LA.

JEFFERSON FINANCE Co., Inc.

LOANS

NAT J. AVERNA
Manager

CE 7127

3735 Jefferson Hwy. New Orleans 21, La.

SOUTHERN CONCRETE CO., INC.

**READY MIXED — CEMENT
SAND — GRAVEL**

1735 AIR LINE HIGHWAY

Phone Kenner 4-2506

P. O. Box 98

KENNER, LA.

CRANE CLOTHING CO., Inc.

1218 Canal Street

NEW ORLEANS 16, LA.

FISHER'S STORE

GENERAL MERCHANDISE

Charles Levy—Chas. M. Locke

PHONE LAFITTE 3538

LAFITTE, LA.



JEFFERSON PARISH SCHOOL BOARD—MEMBERS AND OFFICERS

Seated, from left: Mrs. Frances J. Banker, Ward 8, Metairie; Mrs. Hazel D. Keller, Ward 7, Hyman Subdivision; Mrs. Julia Reynaud, Office Secretary; Lem W. Higgins, Superintendent of Schools; Mrs. A. C. Alexander, President, Ward 9, Kenner; Julius F. Hotard, Vice-President, Ward 2, Gretna; Louis E. Breaux, Ward 8, Metairie; J. Harry Stevens, Ward 9, Little Farms.

Standing, from left: Dave Dabria, Ward 4, Marrero; John A. Angoussel, Ward 4, Marrero; Walter J. Schneckenburger, 2nd Assistant Superintendent of Schools; Jules G. Mollere, Ward 8, Metairie; Horace Terrebonne, Ward 4, Westwego; Abel Zeringue, Ward 5, Waggaman; John Calzada, Ward 3, Harvey; W. Richard White, Ward 3, Gretna; Loney J. Aulin, Ward 1, Gretna (McDonoghville); Joseph Augustin, Ward 11, Grand Isle; Donald T. Gillen, Ward 7, Jefferson Heights; John C. Bruning, Ward 10, East End; Evett R. Schieffler, Ward 6, Lafitte.

TEmpLe 5321

"Rod" Morere, Prop.

SOUTHPORT LUMBER CO.

ALL LUMBER DRY and DRESSED

1900 JEFFERSON HIGHWAY

NEW ORLEANS 21, LA.

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.

NICHOLSON AND LOUP

SUPER MARKET

1524 Fourth Street

WESTWEGO, LA.

WEINER'S

**THE WESTSIDE'S LEADING
FURNITURE STORES**

137 Delaronde St.

120 Huey P. Long Ave.

ALGIERS, LA.

GRETNA, LA.

SHIPPERS COMPRESS WAREHOUSE

ATKINSON & COMPANY, Owners

Southport, Jefferson Parish, La.

Algiers Music Co. Broadmoor Amusement Company

MUSIC BOXES RENTED FOR ALL OCCASIONS

Rain or Shine—Call Us

Phone AL. 2854

400 Newton at Teche

FRIEDRICHS MANUFACTURING CO.

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

TEmpLe 3795

4500 AIRLINE HIGHWAY

New Orleans 20, La.

NEEB'S HARDWARE STORE

HARDWARE AND PAINT

ALgiers 1003

338 Lafayette Ave.

GRETNA

United States Steel Products

DIVISION

UNITED STATES STEEL CORPORATION
MAUMUS F. CLAVERIE—District Manager

P. O. Box 4026 — Station F.

NEW ORLEANS 18, LA.

NEW YORK OFFICE—30 Rockefeller Plaza

CUBED ICE

BLOCK ICE

SCORED ICE

CRUSHED ICE

Rantz Ice Factory

222 Homer Street

ALgiers 1466

ALGIERS, LA.

ELTON COUEVAS, Distributor, Lafitte, La.

School Board Officials



Mrs. A. C. Alexander, President

Top to bottom: Lem W. Higgins, Superintendent of Schools;
Hon. Julius F. Hotard, Vice-President; and Hon. Louis E.
Breaux, Member of the Executive Committee.

Service Is Our First Thought
Insured Service Day and Night

SMITTY'S CABS

(Algiers Ferry Landing)

Algiers 1043

A. C. Pritchard & Son

REAL ESTATE — FIRE INSURANCE

ALGIERS 3794

139 HUEY P. LONG AVE. GRETN, LA.

RIVERSIDE STORES

John Mailhes, Leonard Lagrange, Matt Ballatin

FIRESTONE TIRES AND TUBES

Philco Television and Refrigerators

Whirlpool and Bendix Washers

3737 Jefferson Highway, Shrewsbury

CEdar 0329

3838 Fourth Street, Marrero

EDison 4258

GARDEN OF MEMORIES

BEAUTIFUL MEMORIAL PARK

4800 Airline Highway

TEmples 2321 — RAYmond 3254

ERNEST ENGINEERING, INC.

346 Lake Ave. CEdar 7294 Southport

AIR CONDITIONING CONTRACTORS

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

Crescent Typewriter Exchange

General Agents For

**L. C. SMITH AND CORONA TYPEWRITERS
VICTOR AND BURROUGHS 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

Foam Rubber Mattresses and Pillows
Carpeted Floors — Room Phones

"REST AT THE BEST"

SKYLINE MOTEL

AIR-CONDITIONED — TV IN ALL ROOMS

3300 Airline Highway. On Highways 51—61—65

Phone CEdar 7247

NEW ORLEANS, LA.

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 Kenner

2600 St. Charles Ave.

New Orleans, La.

Phone JACkson 3944 If no answer call JA 2032

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

SAMUEL BROS.

GRETN

LARGEST DEPARTMENT STORE ON THE
WEST BANK OF THE RIVER



These First Grade youngsters at Bridgedale School are building a house and in this picture are in the act of painting it. This combines art with social studies which establish in their youthful minds the importance of the home in the community. Left to right are four very busy painters: Louis Dupuy, Ronnie Perkins, Sue Ellen Parker and Margaret Ann Rausch.

SCHOOL BOARD PERSONNEL

Seated, from left: Mrs. Dorothy Brockhoeft, Clerk; Mrs. Julia Reynaud, Secretary; Lem W. Higgins, Superintendent of Schools; Mrs. Gertrude Lanier, Clerk; Miss Ruth Pitre, Supervisor, Elementary Schools, and Miss Patricia Langemark, Clerk.

Standing, from left: Peter Bertucci, Supervisor Lunch Rooms; Lloyd Clancy, Visiting Teacher; Arthur F. O'Neill, Supervisor of Maintenance; Edgar Stevens, Bookkeeper; Walter J. Schneckenberger, 2nd Assistant Superintendent of Schools; Paul J. Solis, 1st Assistant Superintendent of Schools, and Frank Ehret, Visiting Teacher.





ROY DUPLÉCHIN'S SUPER STORE

FRESH MEAT — POULTRY
MARRERO, LA.

545 Avenue A

EDison 9303

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, Vice-President

C. VITRANO

W. R. TOLEDANO

N. VITRANO

MOISANT SERVICENTER

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

Airline Highway

Dial 21-43017

Kenner, Louisiana



The Court House and First National Bank of Jefferson Parish.

GRETNA

THE PULSE OF THE PARISH

The seat of government, the center of the banking and business life and the oldest city of Jefferson Parish . . . and the largest city on the West Bank of the Mississippi below St. Louis.

By William J. White, Mayor of Gretna

Two of the most famous and most influential men in the early history of Louisiana were the founding fathers of Gretna—but there is very little left to remind the present generation of these two able and aggressive first citizens and their deeds.

One was a French nobleman and the other a Scots merchant. But stories of Jean Baptiste d'Estrehan have almost disappeared, and, although there is a cemetery in Gretna that bears the name of the Scotsman, the only monument to the memory of this fabulous John McDonogh stands in Lafayette Square in New Orleans.

By a strange whim of its inhabitants neither of these men were remembered when the city was finally incorporated and officially named. Instead, the people chose "Gretna," which was the name in use of the larger of the two towns combined; and which had been so named years before, because they had at the time an unimportant but active justice-of-the-peace, whose name has been forgotten and whose only claim to fame was his mercenary willingness to marry impatient couples at any hour of the day or night. The name was a shortening of the famous marrying town of Gretna Green in Scotland.

DEEP SOUTH MERCURY, Inc.

JERRY BROOME,
PRESIDENT

"YOUR FRIENDLY MERCURY DEALER"

Fifth and Gelbke

AL. 5075

Gretna, Louisiana

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.

WESTSIDE TRANSIT LINES, INC.

90 First St. — Gretna, La.



—SERVING THE WEST BANK—

ALGIERS, GRETNΑ, HARVEY, MARRERO,

WESTWEGO AND AVONDALE

COURTEOUS — DEPENDABLE SERVICE



Gretna's beautiful St. Joseph's Catholic School, serving St. Joseph's Parish . . . and completed last year.

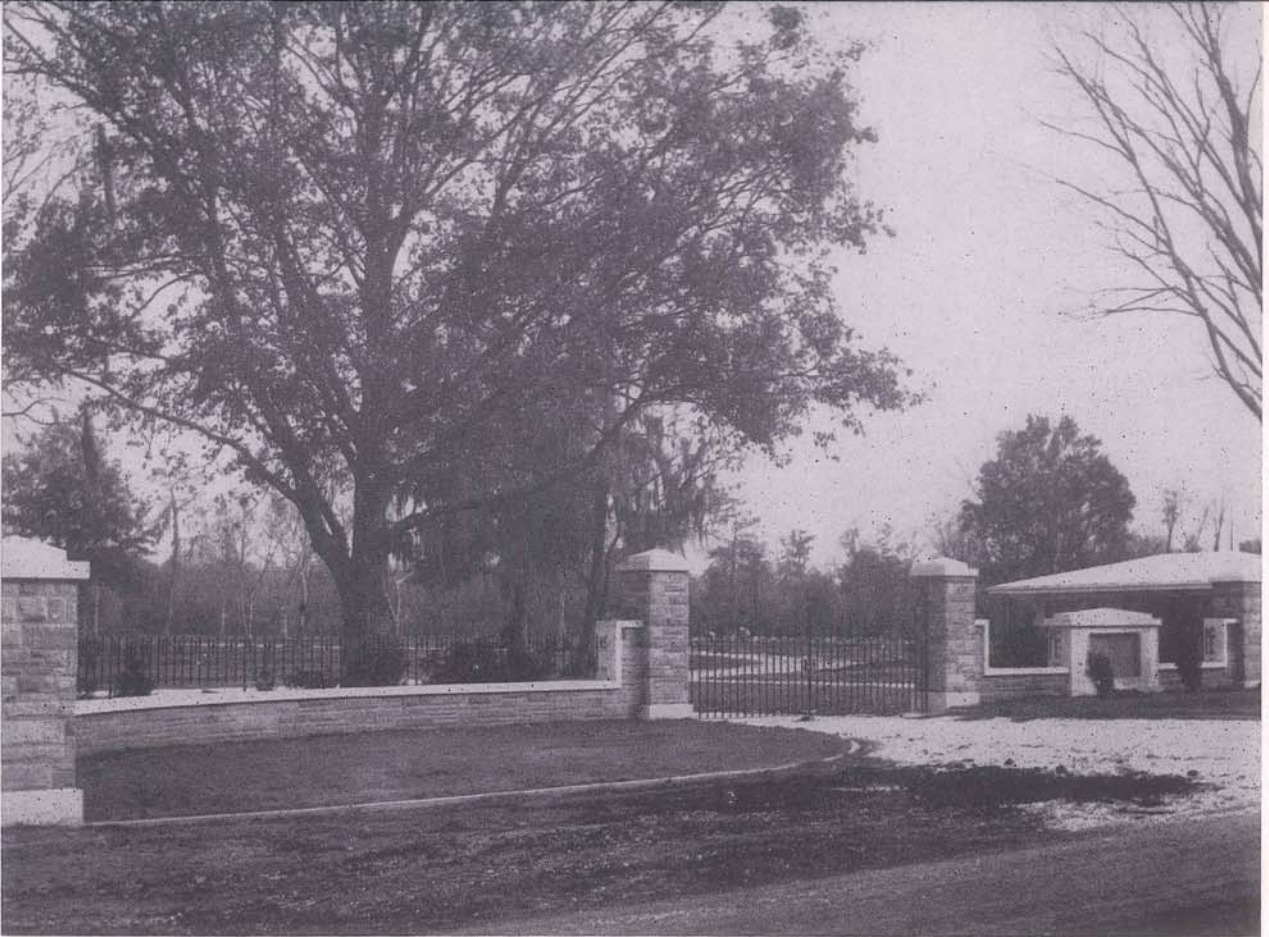
The first of these founders, Jean Baptiste d'Estrehan de Tour, landed from France early in the eighteenth century—bedecked in wig, satins, lace and jewels and carrying an important land grant from the King. That land grant gave him property on the West Bank of the Mississippi—land now par-

tially occupied by Gretna—and there, discarding his court clothes for farmer's garb, d'Estrehan laid out an indigo plantation and began construction in 1724 of the famous Ditch that is now the Harvey Canal.

Jean Baptiste was rich, intelligent, ambitious and aggressive and soon be-

One wood and the other brick, and both new, these two homes on this neat Gretna street depict the solid substantial growth of Jefferson's Capital City.





This is West Lawn Memorial Park Cemetery opened in November of 1953. A special feature is "Babyland" where only children may be interred. The grounds have been provided with sub-surface drainage and landscaping with shrubs and flowers gives it all year round beauty. It is non-sectarian and is one of the most modern in the South.

came an important figure in the affairs of the French Colony of Louisiana. It was on a piece of his property, presented to his daughter as a marriage dowry, that his son-in-law, Etienne de Bore, first successfully crystallized sugar and started Louisiana on its fifty years of fabulous plantation prosperity.

So powerful did this original Jean Baptiste d'Estrehan become that certain political opponents asked for his recall to France, on the basis that he was "too rich and too powerful for the good of the colony." But he remained, and his prosperous plantation and his famous tenant farming community of Germans, who dug his equally famous canal, formed Mechanickham. And out of Mechanickham grew part of the present day city of Gretna. All of which makes the capital of Jefferson Parish well over two centuries old.

Many years later, about the time when Nicholas Destrehan, the grandson of Jean Baptiste, deeded the Village of Mechanickham to the parish, another

famous Louisianian also established a plantation on the West side of the river—just below the Destrehan tract. That was John McDonogh, the canny Scotsman who, it is said, acquired land all his life but never sold it—building up in the early years of New Orleans a reputation for shrewd but honest business genius.

Some called him a miser. Some called him a philanthropist. But it is history that from his accumulated fortune came a vast legacy for school children (in which Jefferson Parish participated) and from his plantation came McDonoghville, the other part of the two adjoining communities that later combined to form Gretna.

From the very beginning Gretna assumed the role as the Capital City of the Parish, even at the time when the Court House was at Harvey. It started out early as the central rallying place for practically all parish affairs during the agricultural era—and gradually, gracefully adapted itself, over the years,

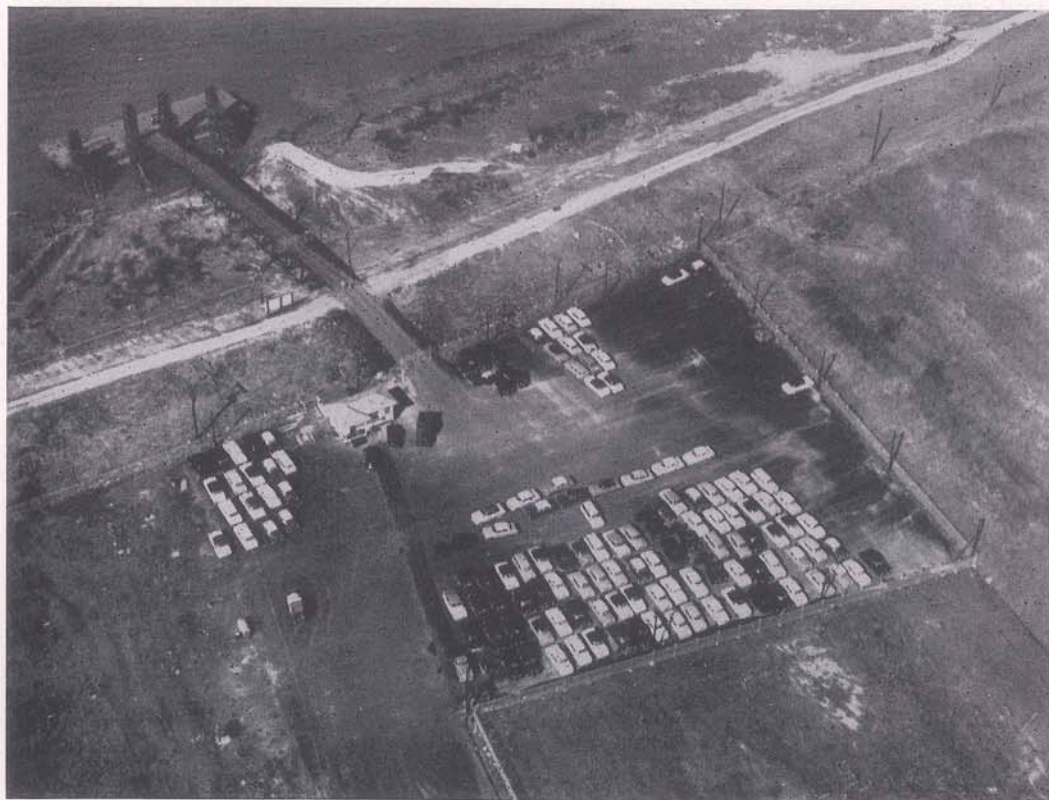


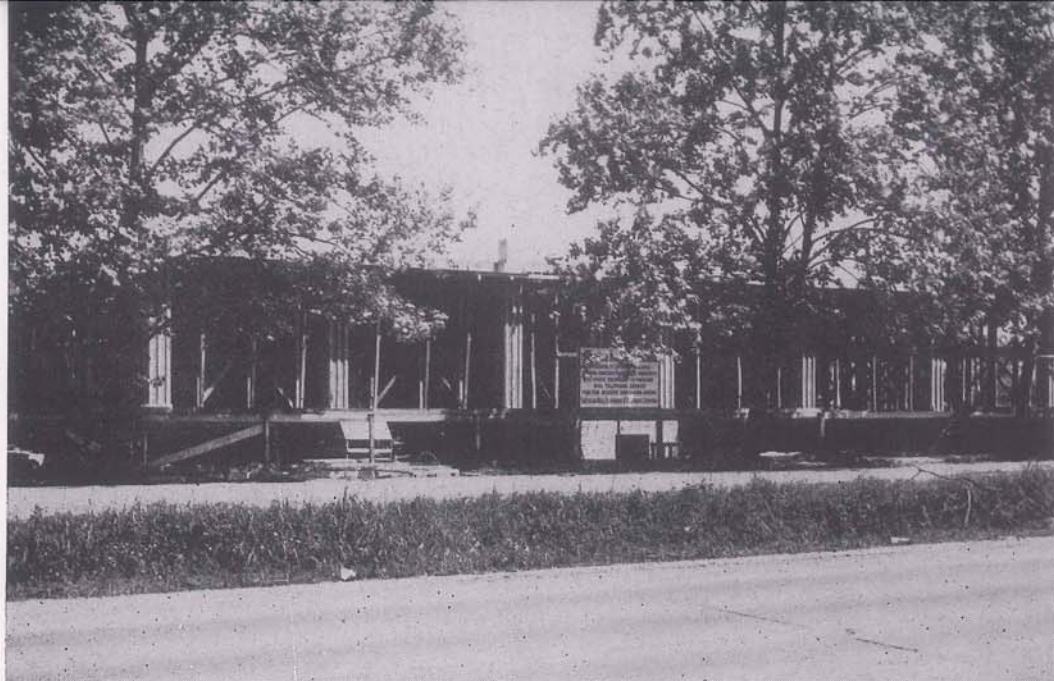
In the foreground is refinery, shortening plant, Wesson Oil plant, and office and storage tanks of Gretna's Southern Cotton Oil Company. And the warehouse and storage tanks of Gulf Refining Company Bulk Terminal. In the background is the City of Gretna.

to its present status as the business and banking heart of a parish almost 100% industrial. And it has been the birthplace of many famous Jefferson institutions.

Here was early organized the famous David Crockett Fire Company No. 1 the oldest active volunteer fire fighting unit in the United States. And it was named in honor of one of the brave

The new Commercial Barge Line of Gretna, showing barge with automobiles still on it and new cars and trucks stored in lot. Refer to article.





Under construction is the new Southern Bell dial exchange for Algiers and Gretna. With dial exchanges already in Metairie, Kenner and Marrero this will cover the parish completely. The Barataria Country and Grand Isle have dial exchanges also, but work on a different system.

martyrs of the Alamo, which had just fallen a few years previously and was still deeply impressed in the memory of Louisianians. For it was the state of Louisiana that contributed greatly in men and arms to the freedom of Texas.

Here, also, was organized the efficient Louisiana State Firemen's Association, which held its first meeting in the David Crockett Firehouse in 1906—and whose charter specifies that Gretna is to be the Association's home for one hundred years—until 2006.

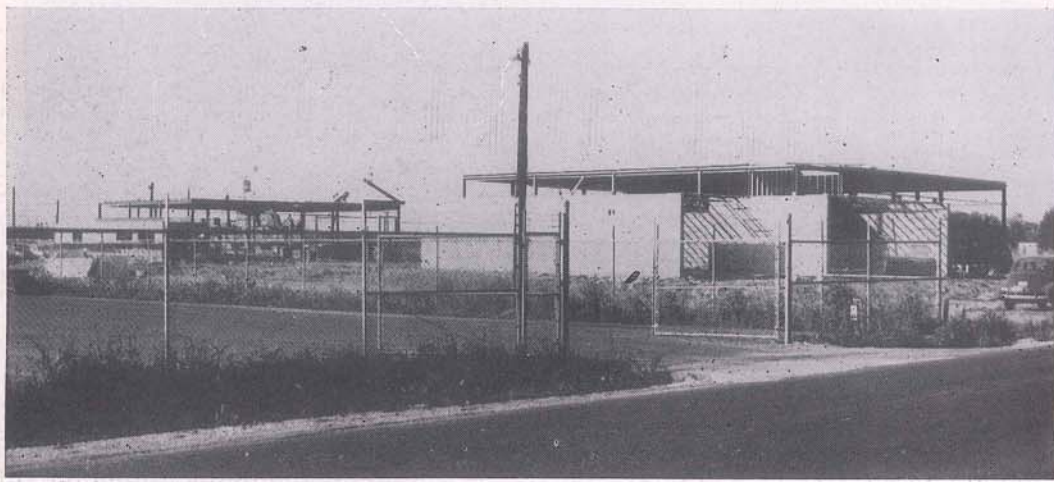
Here was established the Gretna Academy, the first and only private school in Jefferson Parish during those early days when public school education was struggling for existence.

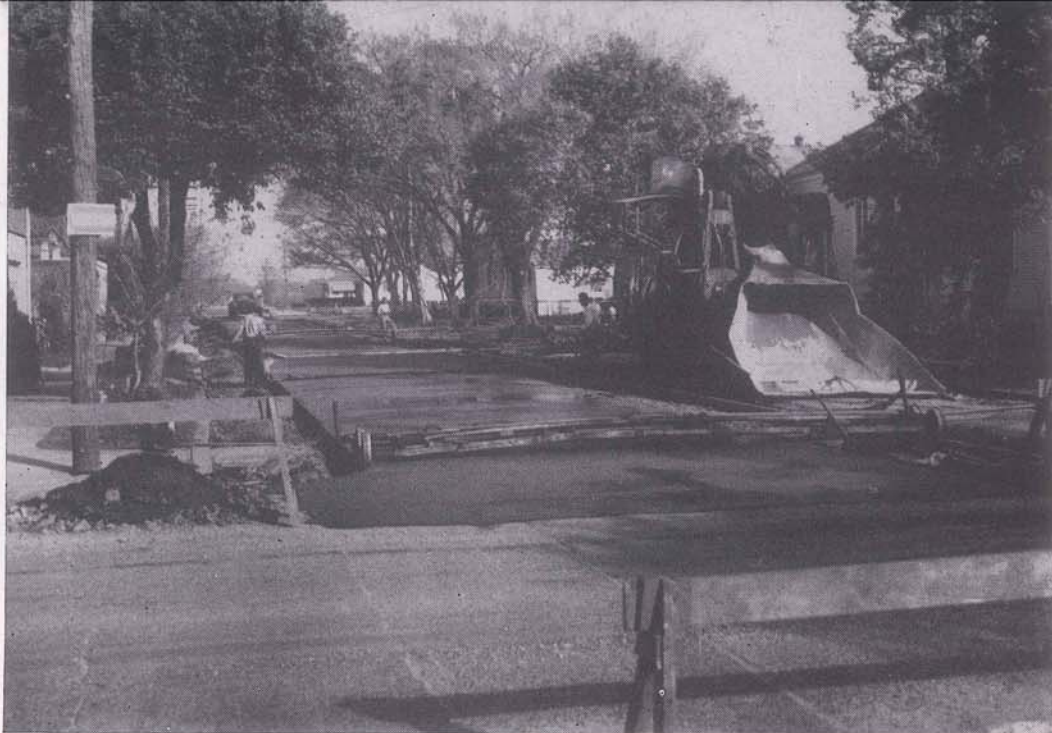
Here in 1888 was organized the colorful JEFFERSON GUARDS, the oldest infantry company in the State. Al-

though disbanded about 1912, this crack company during its nearly quarter century of existence traveled over the country demonstrating its marching and maneuvering skill and, incidentally, bringing to the attention of many cities for the first time the name of this country parish that would, a few years later, be known from Coast to Coast as the fastest growing industrial section in the entire South. The David Crockett Firehouse was the armory of the Jefferson Guards, and 21 taps on the firebell was the signal for its members to assemble.

In this same issue of the REVIEW is the announcement of Magnolia Park, Jefferson's new Harness Racing Track. But back in the history of Gretna was Suburban Park, a popular half mile track in its day, where running races were held every day during the season.

The new Schlumberger Well Surveying Corporation location in Gretna . . . which company also has installations on Harvey Canal.





Photograph made while laying concrete on Anson Street in Gretna, with Monroe Street, one of the two highways through town, in foreground. As the articles explains, this job has now been completed.

At this same Suburban Park were held fairs and sham battles staged by the Jefferson Guards.

Also, in this issue of the Review is the history of Jefferson Parish since the turn of the century—in which are covered many of the dramatic events and steps that helped Gretna keep pace with the growth of the parish, and, not only maintain but strengthen its position as its Capital and chief city. There is no need to repeat them here.

But, actually, with the building of the new Court House and the establishing of The First National Bank of Jefferson, which provided the lubricant for its expanding economic machinery, the modern Gretna began. Around its

new seat of parish government and its new banking facilities there grew very rapidly—starting about the middle Thirties—the bristling, business district that is known as Gretna's Great White Way.

Its close proximity to the three main Mississippi River ferries that maintain contact with the New Orleans and Jefferson East Bank has helped to center the bulk of the West Bank's business transactions in the several squares that surround the Veterans Memorial . . . and which is gradually expanding to Fifth Street.

Gretna today is trying to keep up with its growth. Right now its population is somewhere between 18,000 and

An under construction photograph of the laying of concrete on Lafayette Avenue, which is now completed and which started from intersection of Gretna-Belle Chasse Highway and continued to 25th Street.





Another job that has now been completed—the preliminary grading of Holly Street before paving.

Cleaning the Governor Hall Street Canal, through which water will be pumped by Jefferson-Plaquemines Drainage District. There is a slight drop in elevation from the river to the swamps, about 7 feet. In the background is the tower next to the Water Plant and City Hall.



20,000 people and constantly increasing. Last year we reported 17,000. About three hundred building permits are now being granted a year—which means that every working day a new edifice starts up somewhere in Gretna.

At the moment Gretna is working on its program of city wide paving. As this was written the following streets had been concreted and were complete: Holly Drive from the Highway to 11th Street; Beauregard Drive from the Highway to 11th Street; Gelbke Drive from the Highway to Vernon; Willow Drive from 11th Street to Evergreen; Evergreen Drive from 11th Street to Willow; Lafayette Avenue from Highway to 25th Street; Anson Street from Jefferson Street to Hancock; Seventh Street from Huey P. Long Avenue to Weyer.

And contracts will soon be awarded for the concreting of Amelia Avenue from the Highway to 13th Street; Sixth from Amelia to Fried; Fried from Highway to Sixth; Fifth Street from Huey P. Long to Dolhonde; Fifth Street from Weyer to Derbigny; Stafford Street from 14th to 21st; and Claire Avenue from 16th to 21st.

Another indication of Gretna's growth is the fact that of the 3700 meters now in force by the Waterworks Department about 600 were cut in during last year. And it is well worth noting here that Gretna's 4500 assessed pieces of property and its rapidly expanding environs have suffered little from fire damage because of the coverage and efficiency of Gretna's four volunteer fire houses.

For the children of its increasing population the playground facilities are constantly being improved and new recreational facilities added. A baseball

park for the colored people at Huey P. Long Avenue and Gretna Boulevard on part of the sixty acre tract acquired by the City for a park years ago under the administration of our late distinguished Mayor Dr. Charles F. Gelbke is now in planning stage.

With regular daily garbage collection which gives every home and business establishment in Gretna service three times a week the new \$300,000 incinerator has proven itself to be completely adequate not only for the city's present needs but for considerable future growth. It now covers only 5 acres of a potential 20 acres for future requirements.

Since reporting to the readers of the REVIEW just last year Gretna has welcomed several new and important additions to its business and industrial life. Progress has caused the Southern Bell Telephone Company to replace the

Algiers manual system with automatic service. The Louisiana Power and Light Company has acquired a large tract (in McDonoghville) and are building additional utility facilities. Two new automobile agencies — for Oldsmobile and for Mercury—have made their appearance. Schlumberger Well Surveying Corporation have established here an oil surveying office, shop and garage building. And the Commercial Barge Line — towing automobiles on barges for the Greater New Orleans territory — is a new company on Gretna's roster. These are in addition to the new stores and new small businesses that are steadily coming within the orbit of Gretna's Great White Way.

Yes, Gretna is the pulse of Jefferson Parish — a pulse that is beating stronger every day, as the lifeblood of parish business and banking and politics flow through it in an ever increasing tempo.

OFFICIALS OF THE CITY OF GRETN A

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.





Kenner's newest business section on the Airline Highway.

KENNER

THE FASTEST GROWING CITY IN THE STATE

By DR. JOSEPH S. KOPFLER, SR.
Mayor of Kenner

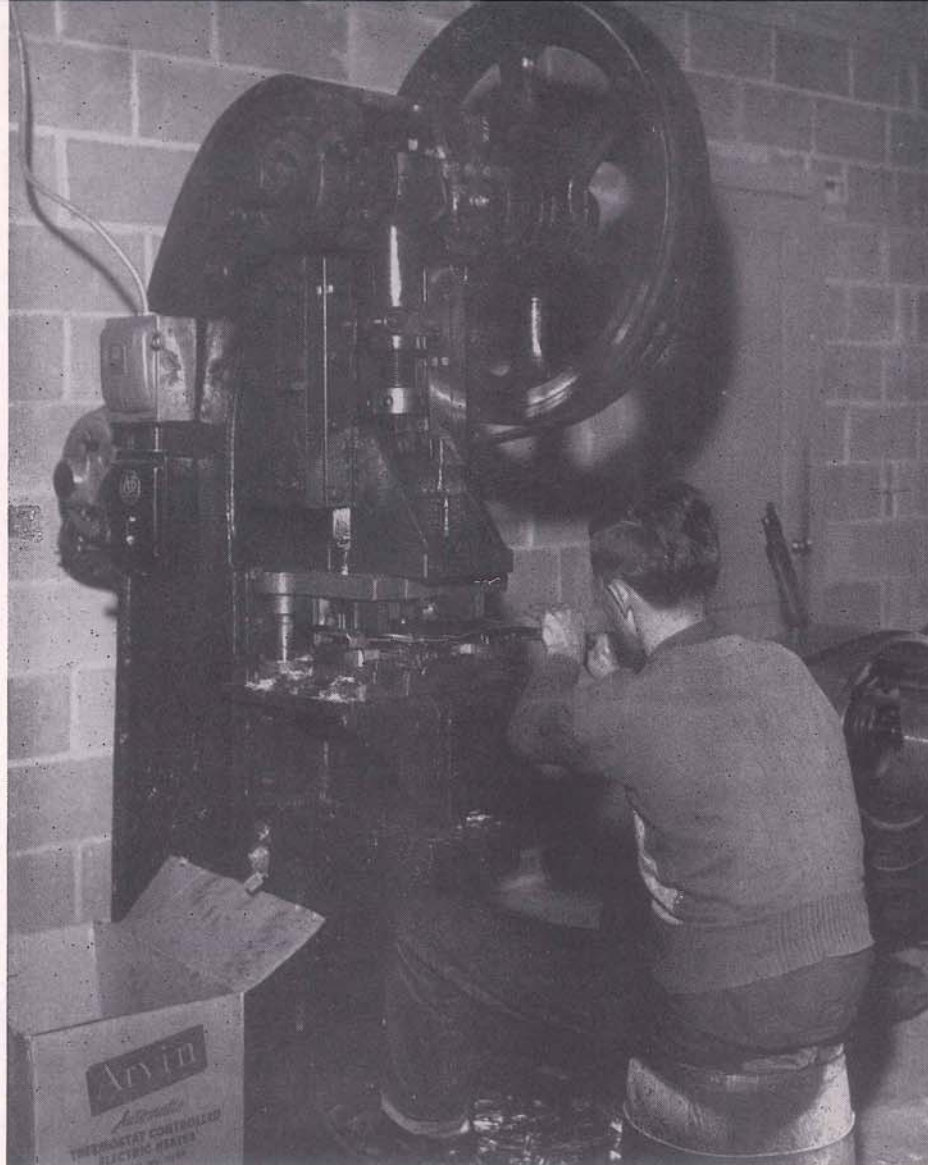
A statement that positive — “the fastest growing city in the State” — requires some supporting evidence. So, for both the skeptics and those sincerely interested (or for those people planning to live or work in Kenner), we present a few facts and figures.

When the writer took office in 1942 there were only 2300 people in Kenner. By 1952 we had reached a population of

7000. And then, suddenly, the rate of increase accelerated. In 1953 we announced in the REVIEW that we had passed the 9000 mark without breaking stride. Right now, one year later, we are crowding 11,000. Actually, the figure doesn't remain static any more long enough for us to put it officially on the record.

Where are we housing our numerous

One of the machine tool operations in the making of the aluminum awnings at the plant of Acosta Awning Company recently established in Kenner.



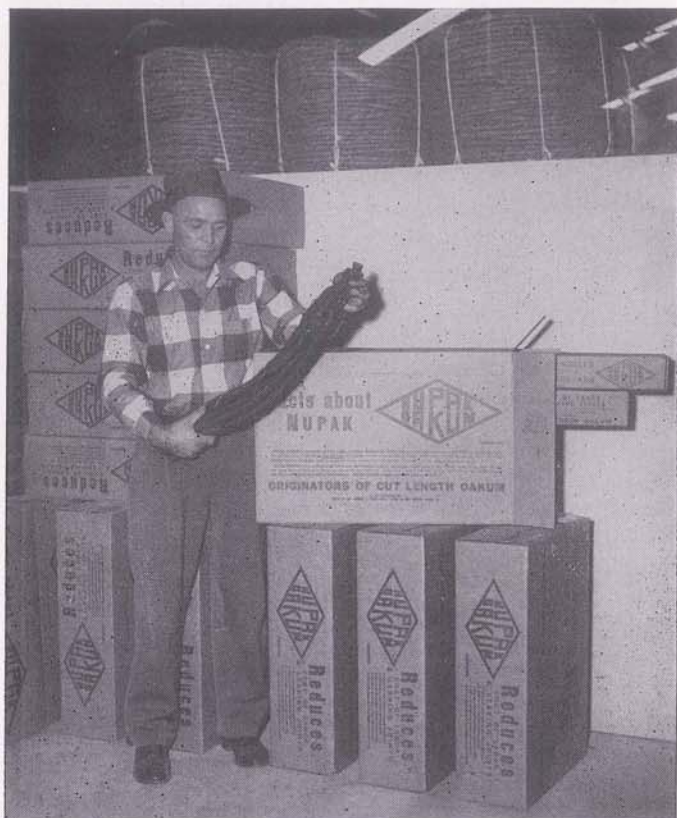
newcomers? That's a good question — to which, fortunately, we have the answer. Within the next two years, in the area between the Airline Highway and the Lake, there will be constructed over 2000 new houses for white occupancy. These will be individual homes on individual lots — designed to be bought for less than \$6000 or to be rented as low as \$36.00 per month. In addition, back of Moisant Airport, there will be 1000 new homes erected for colored families. And, in the planning stage, are two to three thousand brick homes to follow up those already under way.

Frankly, we are preparing Kenner for a population close to 25,000 people by the time these housing projects are completed.

Kenner's strategic East Bank location and its available acres for new in-

dustries and new homes are the two main factors in its sensational growth. It straddles the booming, busy Airline Highway which carries the heavy traffic between New Orleans and Louisiana's Capital City and which is, in addition, the alternate northern route to famous Highway 90 for cross country travel. It funnels the over 700,000 air-passengers-a-year to and from Moisant International Airport. And it lies in the pathway of the new Expressways which will feed their teeming thousands through Kenner.

Back in 1951 Kenner's growing business importance had caused the Southern Bell to establish the dial phones system for the city proper — bringing it into the New Orleans local call area and removing it from the long distance category. That service has gradually been extended, until now any number in Ken-



Getting ready a shipment of the revolutionary plumber's packing called "Nupak Oakum"—at the distributing plant recently opened in Kenner.

ner as far as Norco is a local New Orleans number.

Rapid growth of course, requires new accommodations for the adequate serving of the people and problems it carries with it. In March of this year the Board of Aldermen approved the construction of a new City Hall and Fire Station. Both will be constructed as a single unit on a site, already acquired, at Eighteenth and Williams Boulevard—and plans call for completion in 1954.

The location of this new City Hall and Fire Station is in the newer section of Kenner where most of the city's future growth is expected to develop. Cost of construction will be about \$90,000 with another \$10,000 earmarked for necessary furnishings. The City Hall quarters will contain offices for the Mayor, the clerks and the chief of police. A complete two-way police radio system will keep this headquarters in touch with Kenner's efficient, though not increased, police force which has made a splendid record for keeping misdemeanors and crime to a minimum.

One new and modern innovation worthy of mention in connection with this new Fire Station is that when the siren sounds the alarm every traffic

light throughout Kenner immediately goes red—clearing the path for the fire trucks and firemen.

The present City Hall will be renovated and modernized to provide Kenner with a four-cell jail and police court. And repairs are being made to the present fire station in addition to the purchase of 3000 additional feet of fire hose. Kenner realizes the necessity of adequate fire protection and ample equipment for its fast expanding environs.

Work is now going on (and will be completed by the time you read this) black topping several streets and concreting two streets in Hiway Park where is being erected the beautiful new John Clancy School. Sidewalks are all over Kenner and a survey has been made and plans reviewed for sewerage in the 9th Ward for Harahan and Kenner.

Kenner's established industries include many old timers that have grown with it—such as the Ipik Plywood Corporation; V. D'Gerolamo & Bros. Inc., shipping Produce; the Mancuso Barrel and Box Company; the Louisiana Box Company; Ike Centanni, Land Clearance Contractor; and T. L. James and



A few of the many new houses that have been recently built in Kenner—the advance guard for thousands more.

Company, Inc., Contractors and Highway Construction.

More recently came the Delta Match Corporation (which on Dec. 5, 1953 marked its first anniversary in Kenner) — a plant that employs over 200 people; occupies 140,000 feet of floor space and produces 64 million matches a day; the Celcure Wood Preserving Company, producing the special Celcure processed lumber for house, marine and industrial use; Southwest Steel Products; Industrial Steel Company; the Studebaker Company's Parts Distributing Branch for the Southern area; and B and H Incorporated.

Within the last year have arrived the Acosta Awning Company, which manufactures aluminum awnings equipped with a special clip; Concrete Industrial Corporation; Southern Concrete Products Company; Nupak of New Orleans (located, however, in Kenner) distrib-

utors of Nupak Oakum, a revolutionary plumber's packing; and The Master Troll Company, originators of a new patented troll that will not rust in either fresh or salt water.

And, as this is being dictated, two new factories — one for making boxes and one for manufacturing paint — are making their plans to come to Kenner.

Yes — new businesses, new industries and new home owners — are listening to the invitation "Come to Kenner" which goes out, like the ever widening circle from a stone thrown in water, from its satisfied present citizens — proud of its shining future, its healthy growth, its nearly a dozen churches, its youth program, its alert and expanding fire and police protection, its bank and stores, its clean city government and aggressive civic leaders and its close contact with the rest of the parish and the city of New Orleans.

An equipment view of another recently established Kenner industry—Southern Concrete Company, Inc.





KENNER POLICE FORCE

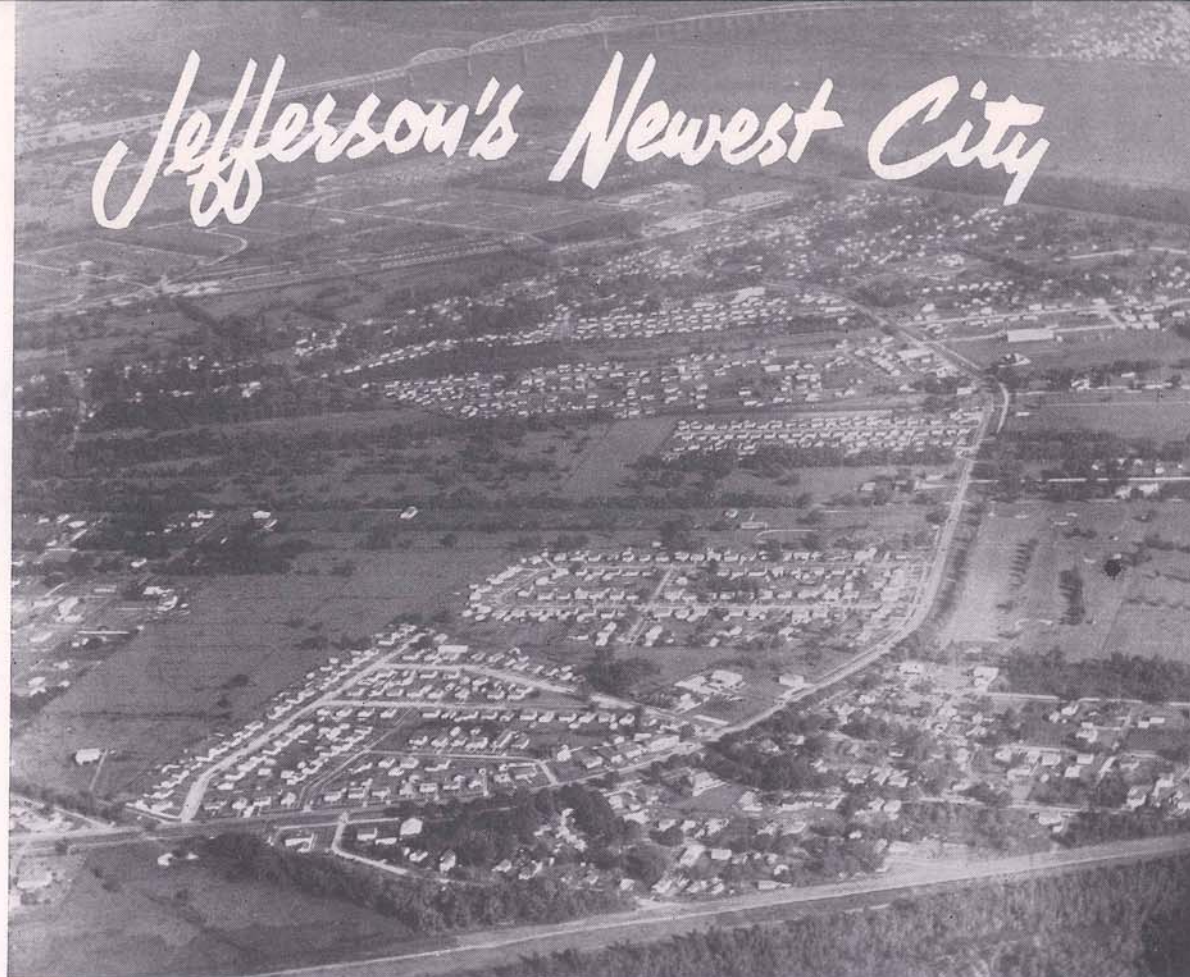
Left to right: Sam Bonura, Ralph Marino, Louis Cambre, and Joseph Wool, Patrolmen; Fred Roth, Chief of Police; Anthony Tramonte, Pete Ceravolo and Jake Giammolva, Patrolmen.

OFFICIALS OF THE CITY OF KENNER

Seated, from left: Joseph S. Maggiore, Alderman; John G. Fitzgerald, Alderman and Mayor Pro-Tem.; Philomene Paasch, Secretary-Treasurer; Dr. Joseph S. Kopfler, Sr., Mayor; Fred Roth, Chief of Police; William R. Mancuso, R. L. Manard, Jr., and Joseph J. Centanni, Aldermen.

Standing, from left: Walter J. Schneckenburger, Chairman of Civil Defense; Ralph Marino, Peter Ceravolo, Jake Giammolva, Sam Bonura, Anthony Tramonte, Louis Cambre and Joseph Wool, Patrolmen.





By FRANK H. MAYO, Mayor

—New Orleans States Aerial Photo by J. N. Pitts

Last year in the Review we said the Village of Harahan needed only 200 more population to qualify for a city charter. And we said they were coming right down the road: new employees of new businesses and new homeowners moving out where there's elbow room.

We were right! Because in November of 1953 Harahan officially stepped into city status . . . and already its 5022 citizens have taken that milestone in their stride and are working on their next civic goals—an outlet to the Airline Highway and Jefferson Highway dual-laned through the city proper.

Harahan is an ideal residential city, just five automobile miles from the Big City. For those without cars its inter-urban bus fare to New Orleans is exceedingly low and, as far as we know, has the lowest bus fare in the United States within the city limits (in Harahan it's still a nickel).

Bright, shiny new subdivisions encircle its small compact business area. Last year two new churches were completed—St. Rita's Catholic and Harahan Methodist. And for its young folks

there's the alert and active TEEN AGE CLUB which not only constantly uses but completely supports the community center right in the heart of town.

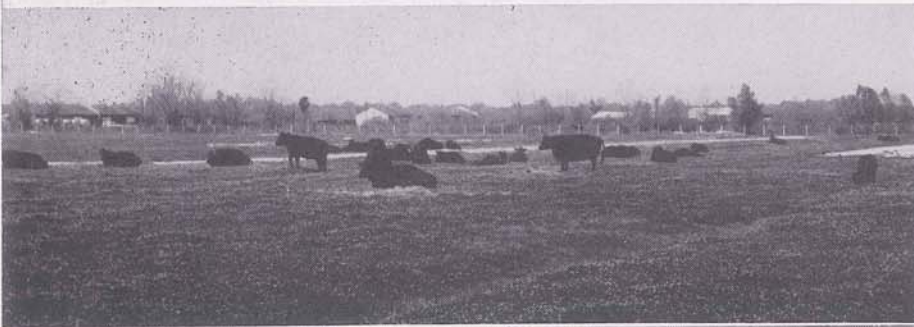
Right now only four of Harahan's streets are paved, but high up on the agenda are plans for hard surfacing 17 additional thoroughfares of its residential areas. Other items call for the addition of uniformed police, a combination fire house and city hall, and a building and zoning code. Its people have taken their city out of the country—now they intend taking the country out of their city.

It was not too many years ago—around 1914 to be exact—that there existed here no town at all. Its area was an experimental farm of Southern University. Named after the President of the Illinois Central Railroad, because it was railroad men who purchased the land as a site for homes for railroad employees, Harahan was incorporated as a village in 1920. It has grown slowly, steadily and healthily ever since.

Both industries and home owners have been attracted to its dual advan-



Working on the theory that a picture is worth a thousand words we present an example of the many new individually owned homes that are beautifying the streets of Harahan.



Out where there's elbow room — in Harahan — wide sweeps of fertile farmland produce profitable crops of cattle and produce until the day when they, too, become residential areas.



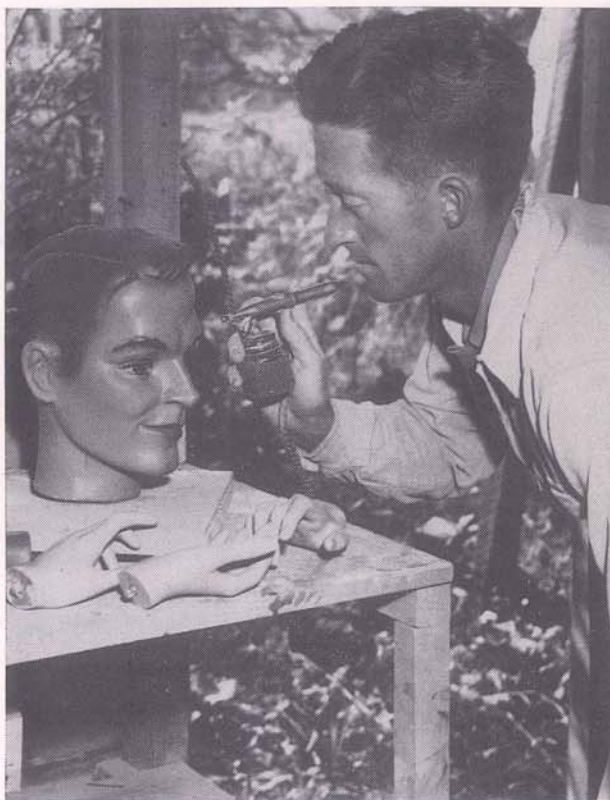
Illustrating a finished section of Harahan's program, now under way, for hard surfacing over 17 additional thoroughfares of its residential areas.



A recent additional business enterprise of Harahan's growing industrial life — Point Landings, Inc., on the Mississippi River.

tages—far out enough to be beyond the congested metropolitan area but close enough to be completely served by New Orleans facilities. In Harahan are located the Freiberg Mahogany Company, the largest manufacturer of mahogany lumber and veneer in the world; the U.S. Steel Products Division of U.S. Steel Corporation, manufacturing a full line of steel shipping packages; the W. A. Ransom Lumber Company, handling hardwood lumber; the Gulf Grinders and Distributors, offering heavy machinery grinding service and distributing phosphate rock; the Atlas Lubricant Corporation, distributors and exporters; the Southern Joslyn Company, manufacturing cross arms and complete pole equipment; the Kieckhefer Container Corporation; the Zansler Brothers Sheet Metal Products plant; and M. S. Dalen, in the unusual business of restoring manikins to their original show window sophistication. And back of Harahan is the mighty Mays Yard of the Illinois Central.

And in among these encircling industries and railroad activity Harahan and its Colonial Country Club (boasting a wonderful golf course) offers a suburban retreat to the home owner who wants his own front yard, to the employee who wants to live close to his job and to parents who want to raise their children where there's plenty of space and the neighborly spirit.



Face to face with one of the faces which M. S. Dalen (shown using the air brush) creates as a part of his unique manikin restoration business in Harahan.

OFFICIALS OF THE CITY 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, City Marshal and Chief of Volunteer Fire Department.



WESTWEGO

GATEWAY TO THE SEAWAY

By ROY C. KELLER

Mayor of Westwego

Sometime soon the sorely needed tide-water channel to deep water will be constructed through Jefferson Parish—via Westwego—but we are not waiting for the future to arrive. We are making the present hum with activity.

This year Westwego will complete the paving of practically all the streets within the city limits (a total length of approximately 5 miles)—strong sturdy heavy duty soil cement base streets with three course bituminous surface with necessary drainage.

This year Westwego expanded its water plant capacity to 3,500,000 gal-

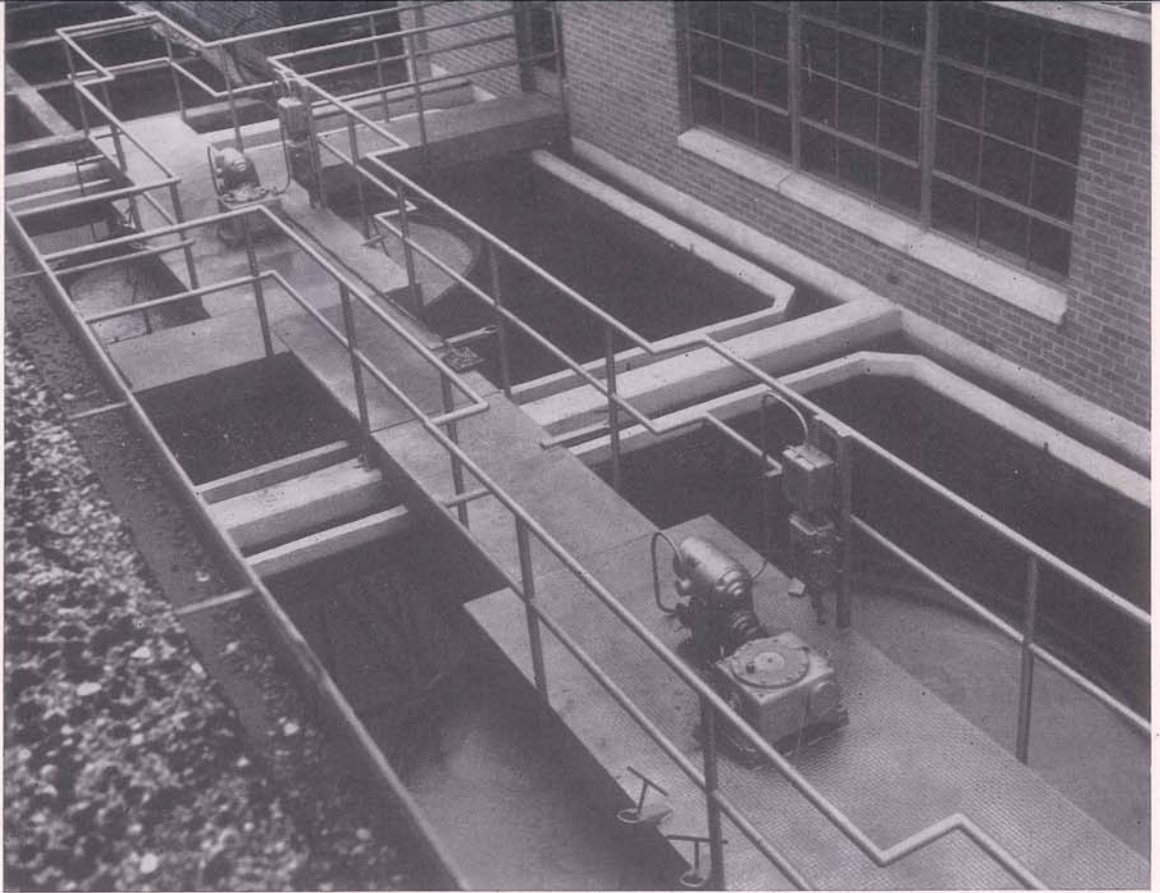
lons every 24 hours—serving not only its own area, but selling bulk water to Waterworks District No. 5 and to 150 customers of Pecan Grove, between the city limits and the Huey P. Long Bridge.

This year Westwego opened the Barbé Subdivision and extended Whitehouse Subdivision.

Our famous Lady of Prompt Succor Catholic Church will be completely rebuilt this year in its fourth location during its history at a cost of \$500,000. Originally it was brought piece by piece from St. Charles Avenue in New Or-

The new Westwego Branch of The First National Bank of Jefferson Parish which just opened this year to handle Westwego's expanding business needs.





A section of Westwego's recently expanded Water Plant referred to in the story and of which it is justifiably proud.

leans and reassembled in Westwego. Years later it was moved from its first Westwego location to another, and then still another. This, we believe, will be the final move for this historic and beloved place of worship.

This year on April 14 Westwego dedicated its new \$50,000 Knights of Columbus Home; built a new home for the Veterans of Foreign Wars; added a branch of the First National Bank of Jefferson Parish; and saw its Post Office moved to larger quarters in a new

building.

Westwego Park and Playground — 250 x 1250 feet — now has 2 baseball diamonds, wading pool and swings. And gradually and constantly additional equipment and added programs for the healthy recreation of our youth will be finished as funds are available.

Recently a bill was introduced in the U.S. Senate by Senator Russell B. Long of Louisiana and sponsored by 12 other senators, to provide Federal aid for

(Continued on Page 206)

This is a Chipley Street view of Westwego's newest subdivision, showing a crew of the Louisiana Power and Light Company laying the gas mains.



A BARGAIN plus A BONUS

A memo to the people of the parish in general
and our 20,000 customers in particular from the
East Jefferson Waterworks District No. 1

By

J. W. HODGSON, SR., President and General Manager

Because it is there . . . available in any amount at any hour of the day or night . . . and because the cost is so small it demands no end of the month budget manipulation, it is the natural inclination of East Jeffersonians to overlook the fact that the water they constantly drink and use and waste so nonchalantly is the BIGGEST BARGAIN in their daily lives.

A gallon of water weighs about 8 pounds. Figuring it out on the basis of

the East Jefferson water rate they buy water for only 10 cents a ton . . . pure, healthy water that is tested twice a week to the strict standards of the Louisiana State Board of Health.

And that isn't all the East Jefferson water consumer gets for a minimum of money. In addition to this BARGAIN in a commodity that he could not possibly exist without, there is an additional year-round Free Bonus—FIRE PROTECTION.

In the background are the main buildings of East Jefferson Waterworks District No. 1 — that serves, and is constantly enlarging to better serve, the entire East Bank of Jefferson.





Progress at work at East Jefferson Waterworks District No. 1. . . . Here is shown the demolition of the old settling basins to make room for the building of part of the new plant.

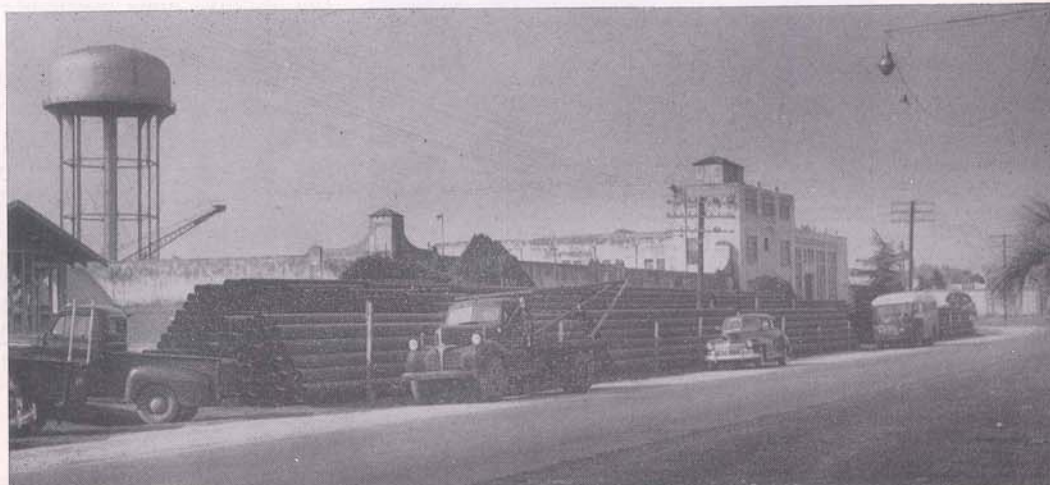
Right now there are 2200 fireplugs strategically placed throughout East Jefferson. You'll notice them—with their brightly painted yellow tops so that the fire department can locate them easily at night and so car drivers can avoid them when parking alongside the curb.

At no cost to the water consumer these 2200 never sleeping guards are ready to pump millions of gallons at a pressure of 60 pounds to the square inch, if necessary, to fight fire wherever and whenever it may threaten.

This year East Jefferson is celebrating the 25th Anniversary of the creation of the modern waterworks system that today supplies both that Bargain and that Bonus.

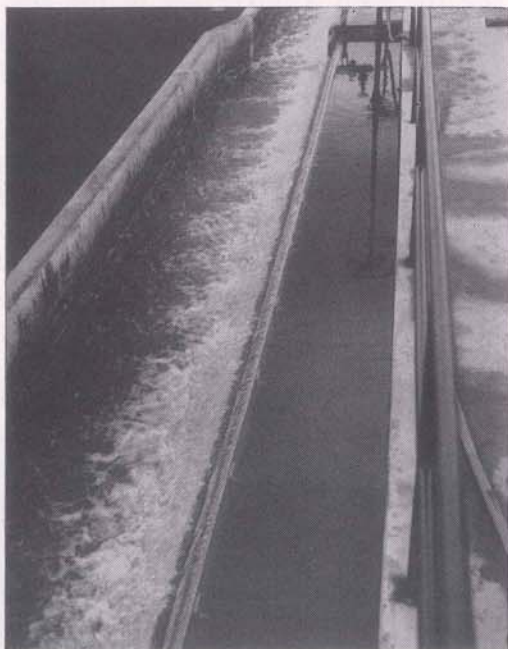
Back in the year of 1929 (the year of the Wall Street Crash, remember) East Jefferson was still sparsely settled. But its business and civic leaders were well aware that the building trend of Greater New Orleans was definitely up-river, that East Jefferson was directly in the path of progress, that on its land would soon spring up the future homes

These steel casings await their turn in the construction of the steel concrete pilings that will support the new buildings of the East Jefferson Waterworks expansion program.





Excavating ground just off Jefferson Highway for a new treatment unit of East Jefferson Waterworks that will double the potential capacity of pure water from 10,000,000 gallons every 24 hours to 20,000,000 gallons.



Showing the water at East Jefferson Waterworks No. 1 flowing at the rate of 4500 gallons a minute on its way to be filtered and treated with ammonia and chlorine.

of the city's expanding growth, and that one of the first requirements of a community with a fast approaching home building future was an adequate water supply. All East Jefferson possessed at the time was the old City of Kenner Waterworks which supplied raw river water for fire protection only; and a few of the people in the 7th Ward and Metairie were getting water from a private water company.

A Bond Issue of a million and a quarter dollars was presented to and approved by the voters and the new East Jefferson Waterworks District No. 1 was established. It took two years to complete the new plant (together with the physical equipment of the Kenner Waterworks which had been purchased) and to prepare to deliver 4 million gallons of pure water per day. But by October of 1931 the new system was dedicated and began serving 132 customers.

Twenty-two hundred of these fire hydrants (painted with bright yellow caps for quick identification, especially at night) spot the East Bank—on guard to protect you and your property from the constant hazard of fire.



Hardly had the new waterworks got underway when it was discovered that its water mains must be extended. Another Bond Issue of \$500,000 was voted and offered for sale and in 1934 the Jefferson Water Company's pipe line system in the 7th and 8th wards was purchased and put into service. Just in time—for by 1936 East Jefferson Waterworks No. 1 was serving 2,361 customers.

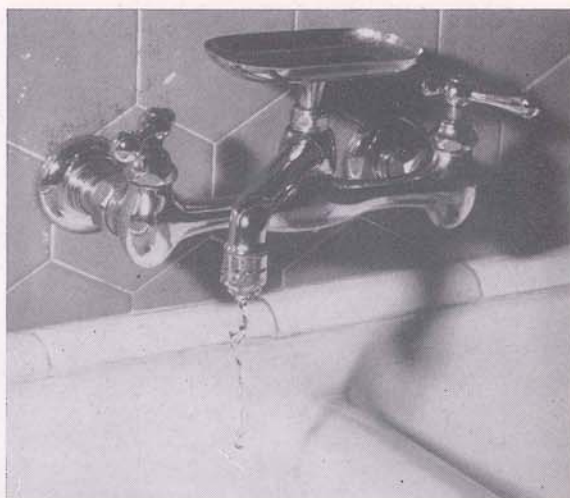
But the real expansion had not yet begun. At the end of 1941 the subdivision boom started and in 1942 Camp Plauche came to East Jefferson with its 22,000 persons demanding water—and lots of it. By this time the plant was purchasing additional water from New Orleans.

By 1947 the Camp Plauche personnel had practically all moved out—and the situation gradually returned to the normal needs of a growing section. At the end of that year the customer roster contained one less than 9,000 names, all permanent homes or businesses.

In the ten years between 1940 and 1950 Jefferson Parish more than doubled its population—and of that ter-

rific increase East Jefferson received its proportionate share. And every new family, every new home built increased the daily demand for East Jefferson's bargain commodity—WATER.

In 1950 the voters faced the issue squarely—realized that expansion means building expense—and voted the first of two 5-million dollar Bond Issues for the extension of mains so



Believe it or not—a slowly dripping faucet can waste 15 gallons of water a day. A $1/32$ " stream will waste 175 gallons in 24 hours and a $1/8$ " flow will waste 2800 gallons every 2400 hours. So watch the leaky faucets!

that their waterworks would not only be able to keep up with the population increase but be able to plan for a safe margin ahead of it. At the end of that year East Jefferson No. 1 had 14,821 customers with meters and was pumping 5,800,000 gallons of water to them every day. 1950 showed the largest growth of any single year up to that time.

In 1953 the voters approved the second 5-million dollar Bond Issue and that is the money we are using right now to continue the improvements and expansions you see going on every day.

At the end of September 1953 we had arrived at the point where it was no longer necessary to purchase water from New Orleans to meet our demands. We were pumping 8,000,000 gallons a day and had picked up over 1200 customers—a hundred new meters a month—in one year's time.

East Jefferson Waterworks District No. 1 serves 52 square miles, approximately 33,000 acres of homes and businesses and fire hydrants. Provides water that is pumped from the Mississippi, purified in the grit basins and filters,

scientifically analyzed and then delivered to the reservoirs—ready for its long journey through miles and miles of mains to the faucets, the showers and the garden hoses of 20,000 customers . . . and to the 2200 fire hydrants that protect their property. And that service never fails and never falters.

When a new installation is made and the new customer begins paying his low regular water bills, it takes almost a year to cover the expense to the company of installing the meter alone.

And back of the meter are miles upon miles of water mains, ranging from 6 inches to 36 inches in diameter. Back of the mains are the reservoirs, the pumps, the filters, the laboratory and the technicians that keep the water steadily coming through the faucets. And back of everything are the investments in new capital equipment, new pipe, new employees to extend water service to new developments so that the whole of East Jefferson, as it expands and grows, may be promptly served.

Ten million dollars will have been invested since 1950 so that East Jeffersonians, wherever they live, may continue to buy water at a bargain—and have fire protection as a bonus.

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.



WATER FOR THE WEST BANK

THE 1954 REPORT OF JEFFERSON PARISH
WATERWORKS DISTRICT NO. 2 AT MARRERO

By ED. E. FEITEL
President and General Manager

Originally constructed in 1931, with a capacity of 300,000 gallons per day, Waterworks District No. 2 was designed to serve the busy and growing Marrero-Harvey industrial area.

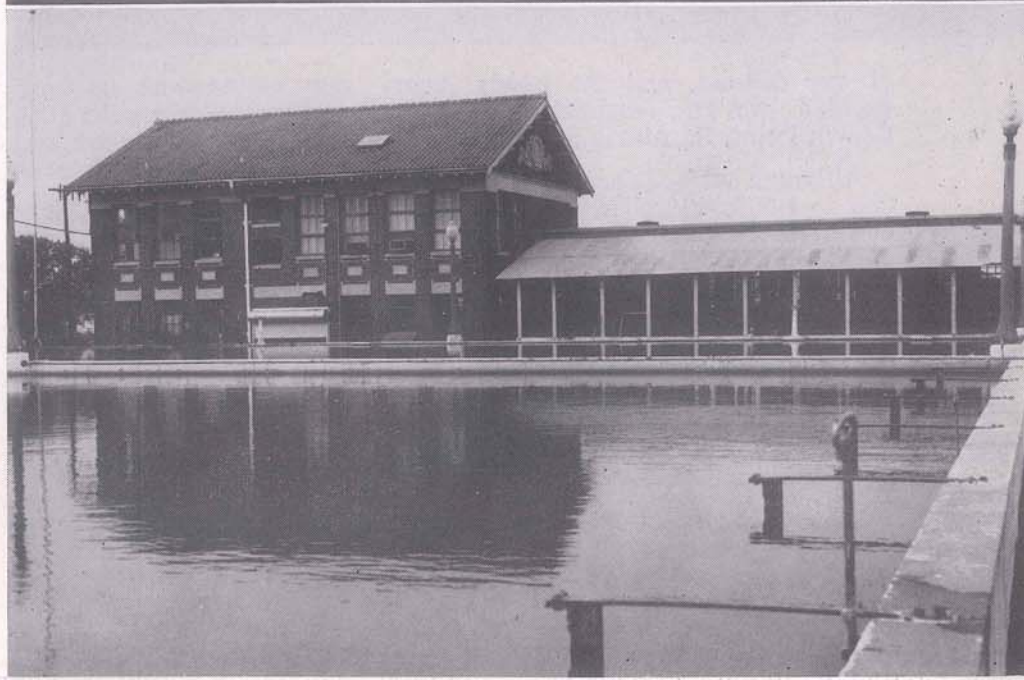
But progress is a parade — a fast moving parade in Jefferson — and it has been our job to try to keep ahead of

the drum major. As a result, we are planning to extend our service area to Bayou Barataria, a distance of 22 miles from the purification plant — providing water not only for our own booming section, but supplying also Jefferson Parish Waterworks District No. 3, which borders the southern boundary

In this busy and growing Harvey-Marrero industrial area are many plants such as the Staufer Chemical Company operation portrayed here.



A close-up of the settling basin of Waterworks District No. 2 with the plant shown in the background.





In the foreground are hundreds of workers' homes served by Waterworks District No. 2. In the center of the picture is the huge Celotex Corporation. In the background, across the river, is New Orleans.



Here are two more of the District's famous factories—Penick and Ford, Ltd., with the Continental Can Company in the background.

of our district, and the newly incorporated water district comprising Crown Point, Barataria and Lafitte.

Although we had increased our capacity to 1,500,000 gallons a day in 1941, our first major enlargement was in 1945, right at the beginning of the tremendous post war industrial expansion of Jefferson's West Bank. We then raised our capacity to 5,000,000 gallons a day to serve the new factories coming in, the new homes following the factories, and the newly created Jefferson Waterworks District No. 3 mentioned in the previous paragraph.

In 1952 we spent \$50,000 to extend

our mains—at no cost to our consumers. Waterworks District No. 2 has a vast area of vacant land—for the location of future industries, future residential areas and future parish expansion, and we are planning to supply this vast expansion.

PLUS—in addition to pure water for all household and business purposes—the maintenance of constant minimum 60 lbs. per square inch water pressure for the fighting of fires wherever our mains reach.

Our water supply, of course, is taken from the muddy Mississippi and pumped to the purification plant, a dis-

tance of several thousand feet. Here the water is tested for its chemical characteristics, and from these tests we determine the kind and amount of chemicals to be added to produce pure water. After the chemical analysis a coagulate is added in the mixing basins, which enmesh the suspended particles in the form of floc, and the water flows from the mixing basins to the sediment basins where it is retained for a period of time to allow most of the floc formation to precipitate. It then flows to the rapid sand filters, where the remaining minute particles are removed through filtration.

The water then goes to a deep well reservoir where a disinfecting agent, chlorine, is added in small quantities which destroys all remaining bacteria not removed in previous steps of processing. Before it is pumped into the distribution system samples are taken and tested to insure the consumer that they receive water as pure as modern science can produce—a procedure which is double checked at regular intervals by representatives of the Louisiana State Board of Health.

Besides serving the thousands of home owners and merchants in our dis-

trict we supply water to such industries as The Celotex Corporation; Johns-Manville Products Corporation; General Chemical Division, Allied Chemical & Dye Corporation; 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 Corporation; Southern Shell Fish Company; the Avondale Marine Ways; Sherwood Refinery Company; etc.,—as well as numerous small concerns.

The highest water rate in our district is 15c per thousand gallons, with no additional service charge—and is, by far, the **LOWEST WATER RATE IN THE STATE OF LOUISIANA**. It is the policy of the Board, who are all prominent business men, to sell water at the minimum price possible; and they can boast that during these years of increase in our facilities, in spite of the constant rise in materials and production costs, they have maintained the same water rate.

And, we have only a one-half 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 PARISH WATERWORKS DISTRICT NUMBER TWO

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





A crew of Jefferson Parish Waterworks District No. 3 installing a water meter with Superintendent O. A. Barnewold directing the operation.

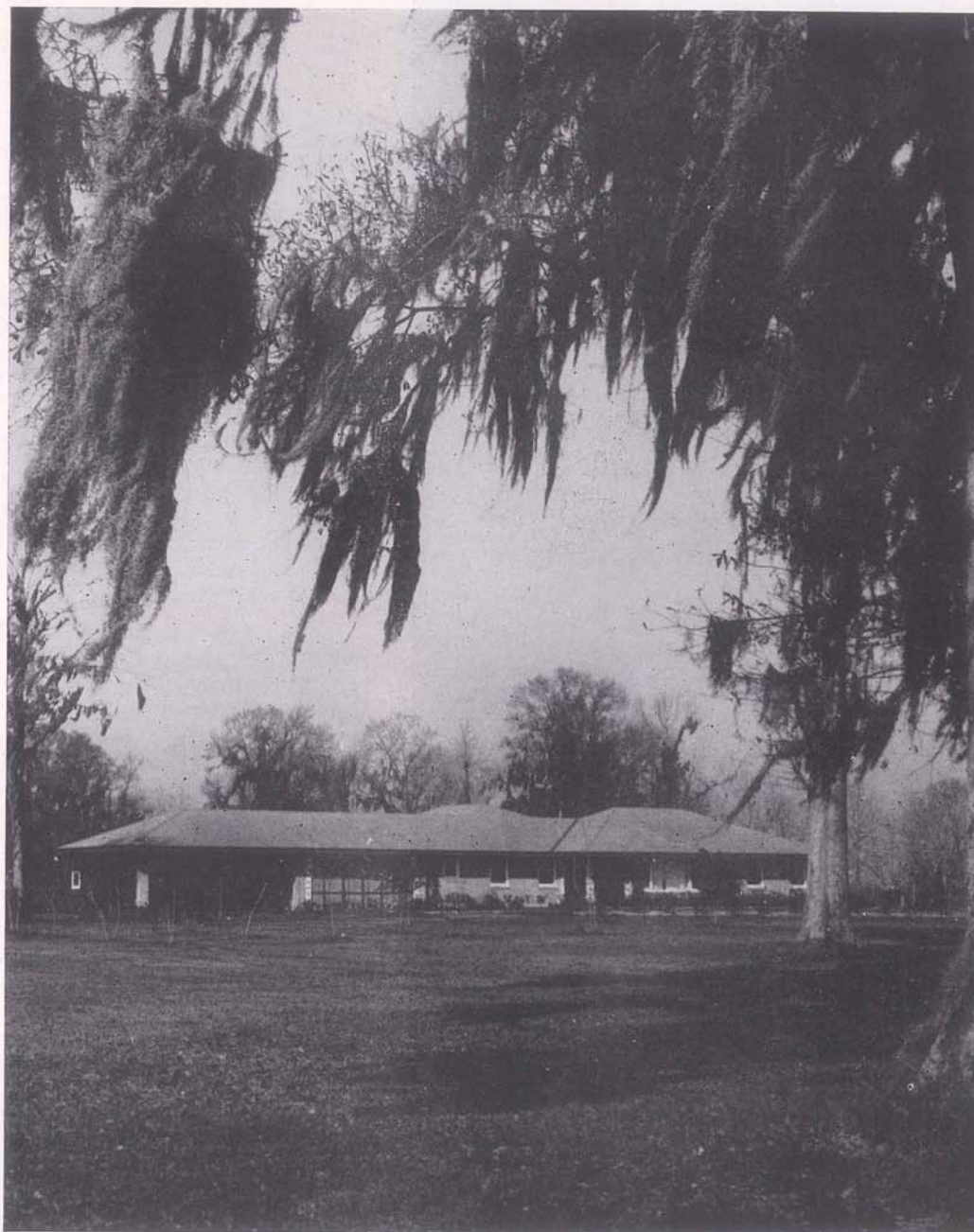
SERVING 32 SQUARE MILES

By MIRTILE DUGAS, President
Jefferson Parish Waterworks District No. 3

Although we have been serving the 36 square mile area from Manhattan Street in Lower Harvey to the Westwego line and from Tenth Street to the 6th Ward line since June of 1949, this is the first opportunity we have had to make a report to the people of Jefferson Parish and the readers of the REVIEW.

Our district includes homes, truck farms and dairy farms—the land occupied by Hope Haven, Madonna Manor and St. Joseph's Deaf Mute Institute—and many industries (there are 76 industrial enterprises on Peters Road [east side of Harvey Canal] alone). This area can and does consume a lot of water and voiced its demands for

One of the beautiful homes in the service area of Waterworks District No. 3—that of Dr. Francis T. Gidman, Coroner of Jefferson Parish, and located on Barataria Boulevard.



regular service early in 1947.

In July of 1947 Waterworks District No. 3 of Jefferson Parish was organized, arrangements made to purchase bulk water from District No. 2 and plans made to construct the distribution system.

Twenty year ad valorem bonds in the amount of \$187,000 were voted and sold, bids were invited on construction, actual work began, and — two years later — in June 1949, we turned the water on for our first customer, a Mr.

Mayet on Avenue A, in Marrero, who received the distinction of the first meter because his wife was sick at the time and water was needed very badly in the household.

As of April 15, 1954, we are today serving 1777 customers, ranging from large industrial plants to small homes, with monthly water bills running from the minimum of \$1.20 to as high as \$1400.00.

We buy bulk water from District No. 2 at a flat bulk rate and, using the same



Part of the tremendous job of laying 8000 feet of 6 inch cast iron pipe along Peters Road on the East Side of Harvey Canal.

water to our customers in that 30 day period. From the standpoint of the requirements of our district at the present time, we are equipped to furnish an unlimited supply.

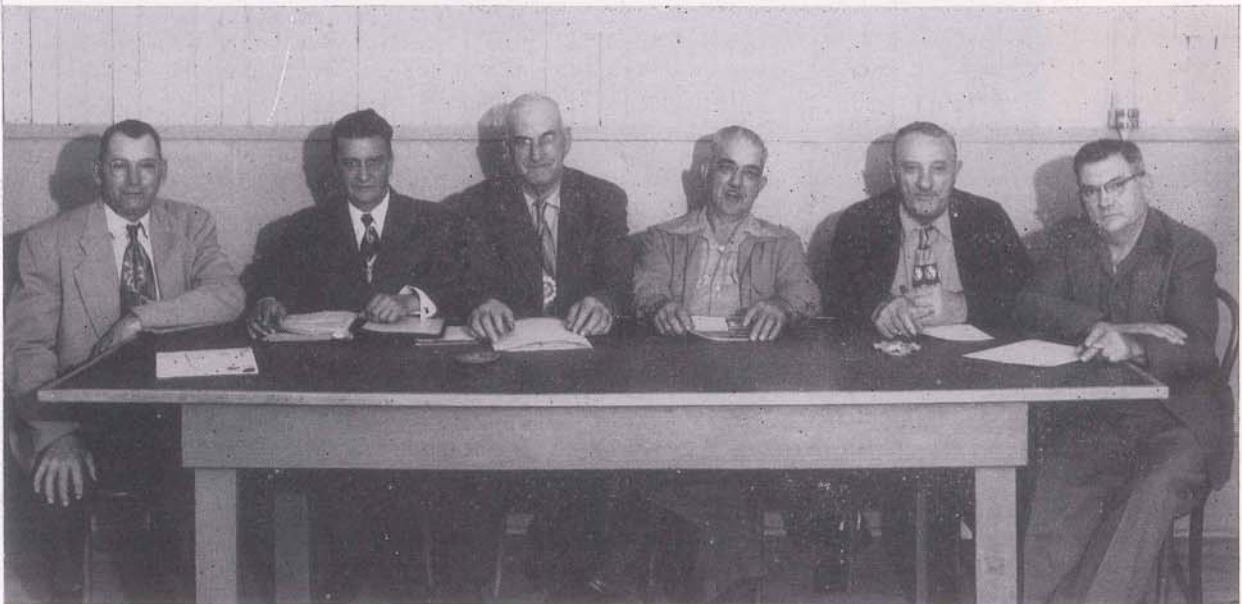
Throughout our district, for fire protection, strategically located are 40 regulation fireplugs with an additional 75 two-inch standby plugs supplementing them. We are able to furnish to the extreme end of our territory a water pressure of 50 pounds.

Under the operation of Mr. O. A. Barnewold, Superintendent, and Secretary-Treasurer of the Board of Commissioners, Waterworks District No. 3 is rounding its sixth year of service with an unbroken record of uninterrupted, efficient service.

month of April 1954 as an example, we furnished 11,587,000 gallons of pure

COMMISSIONERS, DEPARTMENT HEADS AND OFFICIALS OF JEFFERSON PARISH WATERWORKS DISTRICT NUMBER THREE

Left to right: Mirtile Dugas, President and Commissioner; Ivy Savoie, Vice-President and Commissioner; O. A. Barnewold, Secretary-Treasurer and Superintendent; Joseph Calzada, Jean Barbé and Joseph Percle, Commissioners.





WATER FOR EXPANSION

By Abe H. Howell

President, Commissioner and Superintendent of Jefferson Parish
Waterworks District No. 5

In May of this year Jefferson Parish Waterworks District No. 5 celebrated its first birthday, and it gives us great pleasure to make our first report to the parish and to the people we have just begun to serve.

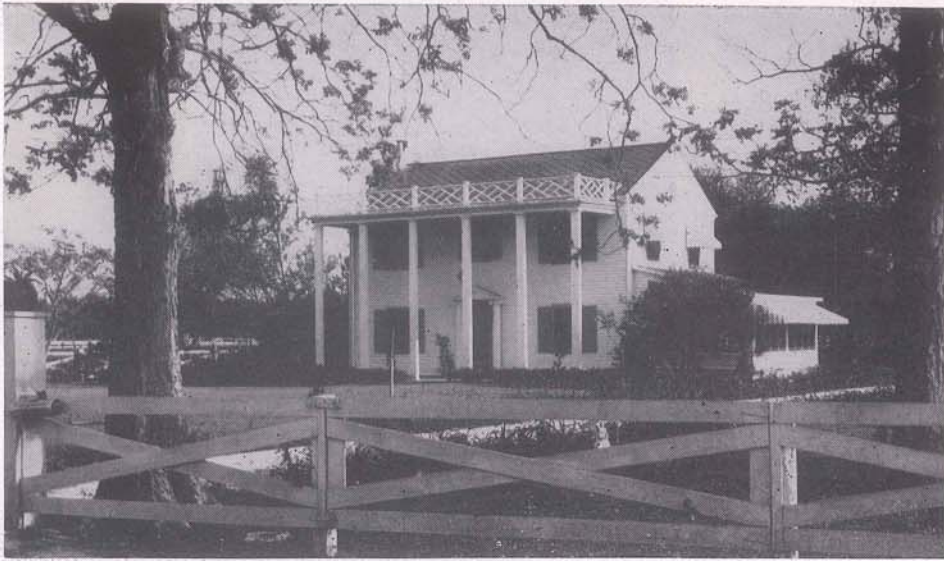
Our District comprises all of the Fifth Ward and part of the Fourth Ward of Jefferson Parish extending from the Westwego city limits to the St. Charles Parish line and from the Mississippi River south to Lake Cataouatche beyond Highway 90 and includes the communities of Waggaman, South Kenner, Bridge City and Avondale.

With its eleven miles of river frontage and its thousands of acres of available, accessible land for home sites and factories this area, right after the war,

experienced a great surge of expansion — a part of Jefferson's post war march of progress.

And, early in 1951, its citizens realized that to serve and encourage this expansion a constant, adequate, reliable, water supply must be furnished. This was acutely demonstrated during the drought period and before the District No. 5 distribution system was completed, when its citizens were compelled to buy water, laboriously trucked in, at 50c per 52-gallon barrel.

The problem was presented to the Police Jury by Wilfred Berthelot, Jr., who has been a Police Jury member since 1944 and who, as a citizen born and raised in Waggaman, knew the need firsthand. With the full support

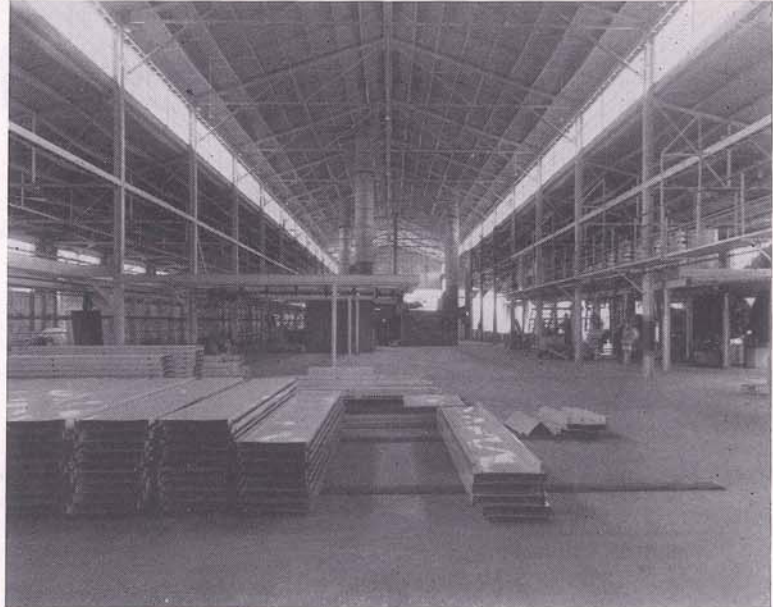


City water in the country! That's what the service of District No. 5 means to the many homes that have been built along the river road, of which this is just one beautiful example.



Bringing city water to the farmer! That's also what the service of District No. 5 means to river road farms like this one owned by Victor Delcamo at Wagga-man.

Bringing city water to Industry! That, too, is what the service of District No. 5 means to the factories of which AVONCRAFT, this new porcelain enamel plant at Avondale, is a recent addition.

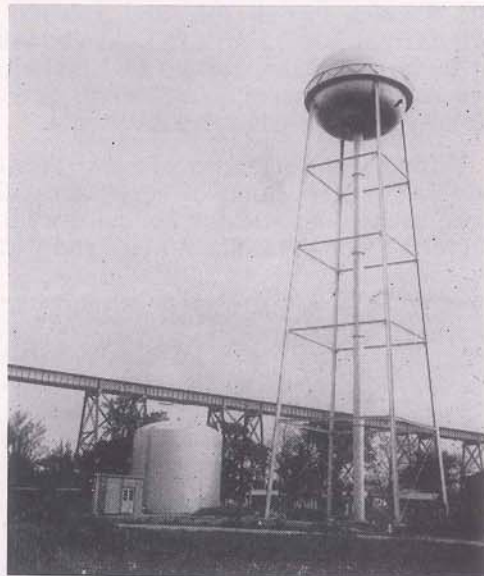


of Parish officials his resolution for the construction of a water distribution system was approved and passed.

An August 8, 1951 the first organizational meeting of Jefferson Parish Waterworks District No. 5 was held and its present officers elected. Abe H. Howell, who had been superintendent of the Sewage and Water Supply of Camp Plauche from its building to its final dismantling was elected, because of his technical and administrative experience, as President of the Board and Superintendent of the Waterworks.

In December 1951 a successful election was held to float \$174,000 in ad valorem bonds and \$250,000 in Revenue Bonds. After which bids on bonds and bids on contracts occupied several months.

In July of 1952 Hebert Bros. Engineers started construction and, exceeding expectations, it was possible to turn on water in May of 1953. And by October the office building was completed for occupancy.



Showing the 142 foot 100,000 gallon tower tank of District No. 5, with the 200,000 gallon ground reservoir tank just to the left. The building next to the reservoir tank is the pump house.

Water District No. 5 started out one year ago with 850 customers. It now serves a round thousand. Among the industries it serves are Avondale Marine Ways, Inc.; Avoncraft, Inc.; American Liberty Marketing; the railroad yards of Texas and Pacific, Missouri Pacific and Southern Pacific; the bulk terminal of the Standard Oil Company of New Jersey; the new American Cyanamid plant; and 9 Mile Point plant of Louisiana Power and Light Company. About one third of its 11 miles of river front is already occupied by heavy industry.

Besides its industries and homes, this area has truck and dairy farms, four grammar schools, numerous fishing and hunting grounds, the South Louisiana Skeet Club and the Crescent City Rifle Range.

The 142 foot Tower Tank of District No. 5 holds 100,000 gallons, with right

behind it a ground reservoir tank holding 200,000 gallons. It maintains a 63 pound pressure in its lines and can, by booster pumps, develop 80 pounds pressure to the St. Charles Parish Line.

It has a 30 year contract with the City of Westwego for a minimum of 6,000,000 gallons per month and a maximum of 37,500,000 gallons per month. Steadily the record shows that it has been distributing an average of 7,500,000 gallons per month.

In this area of District No. 5 Jefferson Parish will build many beautiful homes and many large industries in the years to come — and District No. 5 is proud to state that it will have the water and the distribution system to meet and greet that expansion, of which several new industries (including a paint and chemical plant) will be established within the year.

BOARD OF COMMISSIONERS AND OFFICIALS OF JEFFERSON PARISH WATERWORKS DISTRICT No. 5

Seated, left to right: Dan C. Slate, Vice President and Commissioner; Mrs. A. L. Gulledge, Commissioner; E. J. Ledet, Commissioner; Abe H. Howell, President, Commissioner and Superintendent; Mrs. Margarette S. Muller, Secretary-Treasurer; Wilfred Berthelot, Jr., Commissioner and Police Juror for Fifth Ward Jefferson Parish; William J. White, Attorney for the District.

Standing, left to right: M. F. Jackson, Consultant Engineer; Weaver R. Toledano, Past President Jefferson Parish Police Jury; Rene Harris, Resident Engineer and Fred S. Bowes, Attorney for the District.



(Continued from Page 191)

loans for sewerage installation in U.S. cities of less than 10,000 at the time of the last federal census. Westwego's population is now nearing 10,000 and it was a letter from Westwego City Hall to Senator Long that helped launch this program for aid in the U.S. Senate.

The cost of a sewerage system and disposal in Westwego would cost around \$1,300,000. It is vital but impossible without Federal Aid.

Westwego's Mayor and Board of Aldermen are leaving no stone unturned to secure every community advantage and improvement for the city at the least cost to the taxpayers.

Its advantages to industry is ably illustrated by its roster of enterprises, such as: Becker Machine Shop and Metal Works; Tibo Shipyard; Marcomb Marine Supply; Ed Martin Sea Food Company; Robinson Canning Company; Cutcher Canning Company; Westside

Commission Company; Paysee and Clary Seafood Corporation; West Bank Fisheries; U.S. Industrial Chemical Company; Commercial Solvent Corporation; Publicker Commercial Alcohol Company of Louisiana; North American Trading and Import Company; Sinclair Refining Company; Tidewater Associated Oil Company; General Gas Corporation; T.P.-M.P. Railroad Yards, Wharf and Ore Tipple; and the Steam Electric Plant of Louisiana Power and Light Company at Nine Mile Point which is served by Westwego's water supply. Among all of these industrial plants still stands the historic plantation home "Seven Oaks," a nostalgic reminder of the days not too far in the past when Westwego was a quiet agricultural and fishing community.

Westwego, with its civic spirit and its determination to walk out and meet the future with both plans and accomplishments in its hands is what is making it one of the most progressive communities in Jefferson Parish.

OFFICIALS OF THE CITY OF WESTWEGO

Seated, from left: Mrs. Adeline Martinez, Secretary and Tax Collector; Antoine Alario, Alderman; Willis Delhommer, Alderman; Roy C. Keller, Mayor; George Fonseca, Alderman; Clarence LaBauve, Mayor Pro-Tem and Alderman, and Sidney Richoux, Alderman.

Standing, from left: Jacob Gregory, City Marshal; Maurice J. Pitre, Office Manager; Burton Elliott, City Treasurer; Nestor L. Currault, Jr., City Attorney, and J. B. Falgout, Nolan Dufrene, Adam Barrios and Nick LeBlanc, Police Officers.



A \$36,000,000 YARDSTICK

By
LeRoy L. Hall, Director

DEPARTMENT OF REGULATORY INSPECTIONS OF JEFFERSON PARISH

Inconspicuously in the news, around the first of February 1954, appeared an item stating that, beginning the new year, the Department of Regulatory Inspections of the unincorporated area of Jefferson Parish, in its return for January, had led all reporting districts of the entire Lower Mississippi Valley in permits issued, with a total of \$3,934,671.

Not a bad record for the month topping off the first anniversary of its existence. But what is more impressive is the fact that these particular figures which led the entire Lower Mississippi Valley for the month of January were not the best Jefferson could do. The largest reporting month had been November, 1953, with a total of \$12,096,983—almost four times as big . . . and all within the first year of operation. Actually from January 1953 through January 1954 the Regulatory Board of the unincorporated area of Jefferson Parish had issued permits totaling over \$36,000,000.

Now figures don't mean much until we realize their significance. The Regulatory Board issues building, plumbing and electrical permits for new construction or remodeling only in the unincorporated area of Jefferson Parish—outside the corporate limit of the four cities, which issue their own permits. In January 1954 it had been functioning a year—so, in reality, these figures reflect the tremendous expansion that has been going on in the parish during the last year. The amount we mentioned is actually a \$36,000,000 Yardstick—accurately measuring Jefferson's sensational growth.

In fact, the Regulatory Board was the

direct result of the pressure of progress—created by an act of legislation to control the new construction that was mushrooming everywhere throughout the unincorporated sections of the parish . . . so that the new structures rising out of the ground would conform to standard property line observance (a minimum of 3 feet from each side and 15 feet minimum from the front) . . . and so that all buildings, for community protection, would be built safe, sanitary and in conformance to the underwriters' fire insurance standards.

Over twelve years before electrical and plumbing permits had been required throughout Jefferson Parish, but because the covering ordinance had failed to include Lafitte and Grand Isle its authority had been defeated in a test court case on the basis of discrimination. No other regulation had replaced it and during the Forties, when the parish began to expand in earnest, the danger of indiscriminate and uncontrolled construction became more and more acute.

The officials of our Parish, acutely aware of the great need for control of building, drafted proposed legislation and, at the 1952 session of the State Legislature, Representative James E. Beeson introduced and put through the law which became Act 520 of the 1952 Legislature.

The Police Jury immediately set up a committee with the writer as chairman, and six other Jurors, to draft the necessary ordinance to create a Department of Regulatory Inspections. Many, many meetings were held by the committee, together with some fifteen citizens who served in an advisory capacity in put-



EXECUTIVES AND EMPLOYEES OF DEPARTMENT OF REGULATORY INSPECTIONS OF JEFFERSON PARISH

SITTING: Eloise Roloff, Secretary; Leona Heidemann, File Clerk; Ruth Larroux, File Clerk; Winnie Hall, Assistant Cashier; Clara Machin, Secretary; Venus Tucker, Secretary; T. Mercedes Adam, Clerk-in-charge, Grand Isle; Cora Riviere, Secretary.

STANDING: Gaston Lemoine, Drainage Inspector; Bernard Ragusa, Building Inspector; Thomas J. Gach, Building Inspector; Irvan Thomassie, Electrical Inspector; Francis Murphy, Jr., Chief Clerk and Cashier; Wilfred L. Bush, Chief Building Inspector; Sidney P. Pertuit, Assistant Director; LeRoy L. Hall, Director; George L. Ladnier, Chief Mechanical and Plumbing Inspector; Fred C. Jurgens, Chief Electrical Inspector; Leonard E. Fresh, Plumbing Inspector; Edward J. Craft, Plumbing Inspector; LeRoy J. Allain, Electrical Inspector; John T. Geyser, Permit Clerk; Lawrence I. Kiern, Mechanical Inspector; Eugene Robert, Electrical Inspector; Theodore C. Ainsworth, Electrical Inspector.

ting on paper the many phases and responsibilities of such a board. These citizens were from the various crafts, both as journeymen craftsmen and as designers and erectors of buildings, building materials supply dealers, businessmen and representatives of the Louisiana Fire Prevention Bureau and the State Fire Marshall's Office. At the regular meeting of the Jefferson Parish Policy Jury of December 8th, 1952, Ordinance No. 2225, creating a Department of Regulatory Inspections was created.

On January 2, 1953—with a plan of operation and regulations that have met with the enthusiastic approval and co-operation of Jefferson Parish property owners—the Department of Regulatory Inspections of Jefferson Parish established its office at 1627 Metairie Road. The Police Jury named the following men to head the department:

LeRoy L. Hall, Director;
Sidney P. Pertuit, Assistant Director;
George L. Ladnier, Chief Plumbing Inspector;

Fred C. Jurgens, Chief Electrical Inspector;

Francis Murphy, Jr., Chief Clerk and Cashier.

Six months later, in July 1953, Wilfred L. Bush was named Chief Building Inspector.

To give you an idea of the pressing need for this service to the Parish, the Regulatory Board now employs a total of 25 people and has already set up two Branch Offices: one at Westwego, under Assistant Director Pertuit and the other at Grand Isle under Miss T. Mercedes Adam, Clerk in Charge. And, in a year's time it issued 3196 Building permits, 4508 Electrical permits, 3191 Plumbing and Gas permits and 95 Air Conditioning permits; in fact, each building required an average of ten visits by the inspectors before a permit was issued. Its first official act of business—its first permit issued—was to Central Fire Station No. 1 at Shrewsbury Road and Jefferson Highway.

It is interesting to break down, for instance, a typical month's operation and see what an excellent picture it

gives you of the growth of the Parish. Let's take January 1954—the record month we mentioned in the first paragraph. Of the 273 permits issued, 110 were to single residences—nearly half of the total. This shows that home owners are converging on the Parish. The permit of the greatest valuation was to the Foundation Hospital Nurses Home, a welcome addition to Jefferson; and 7 were public utility permits for water works units.

Yes, the Regulatory Inspections are not only the yardstick of Jefferson's progress, they are the safeguard of Jefferson's future in the suburban areas.

The inspectors help homeowners secure safe construction, prevent them from getting into future litigation over property line disputes, assist them in observing health and sanitary laws and forestall the constant threat of fire which faulty or improper wiring so often cause.

In large industries where constant building and remodeling is going on the Regulatory Board permits the licensing of their own electricians and plumbers

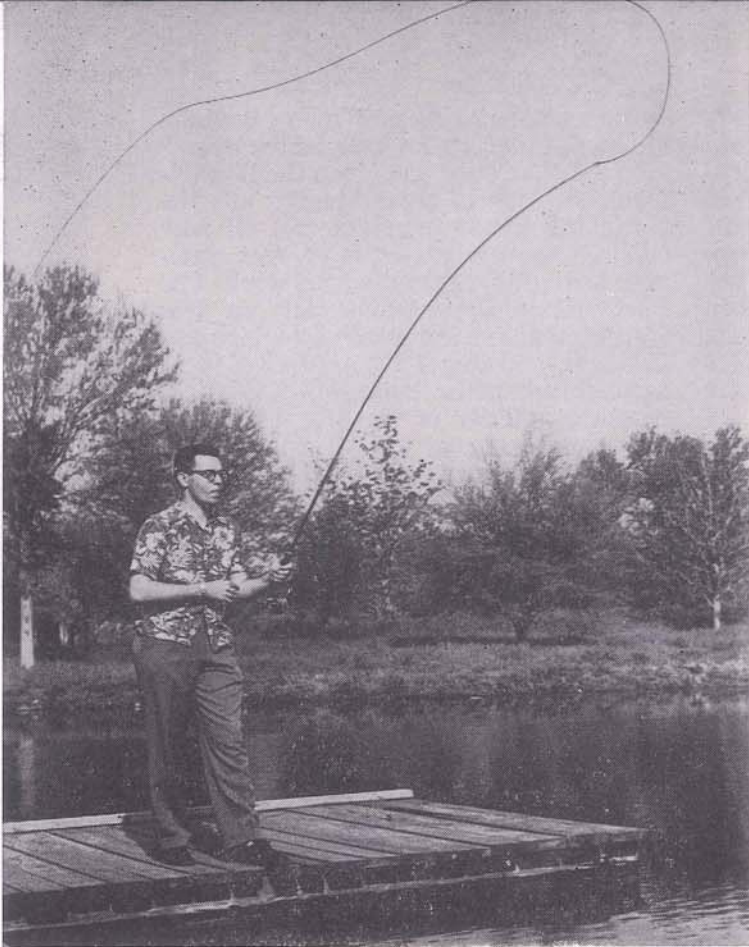
—thus necessitating only monthly visits of the Regulatory Board's inspectors.

The Police Jury has given the Department the task of straightening out the confusing house numbers and all new edifices are assigned the correct numbers as building permits are issued. The Post Office Department calls on this Department for any numbers which are in doubt, and they have expressed their appreciation of its taking over this job. Another activity of the Department is a complete survey of all roof downspouts, to be sure none of them are attached to the sanitary sewer systems, which is a violation of the State Sanitary Code, but could not until now be enforced.

Suburban Jefferson is growing fast: new homes, new garages, new gas stations, new stores, new institutions, new industries—plus repairs, remodeling and additions to present structures. And the Department of Regulatory Inspections serves the Parish by seeing that each new structure, large or small, fits in with the overall plan of a healthy, sanitary, safe and well ordered parish.

Sailboating on Lake Pontchartrain—with the shore line of Jefferson Parish in the background.





Nineteen-year-old Casper Rigamer, Metairie High Graduate '53, portrays opposite the technical skill that has won for him five separate and distinct championships in his chosen field of sport: 1. National Champion Skish Fly Accuracy; 2. National Champion Wet Fly Accuracy; 3. National Champion Accuracy Flies; 4. National Champion Skish Accuracy (embodies both bait and fly); 5. Holds First Place Position on All-American Fly Team. Not only for his magnificent achievements—but for his manliness and modesty—his fans in Jefferson are proud of him.

JEFFERSON



Pretty, petite Caroline Santangelo, in this picture for the REVIEW, presents the pulchritude and posture that won for her the title "JUNIOR MISS NEW ORLEANS" at Pontchartrain Beach on August 7, 1953 . . . weight 118, height 5' 4½", waist 24", bust 34", hips 35" . . . and was fifteen years old at the time. She is now a sophomore at Kenner High, lives at Little Farms just east of the City of Kenner, and typifies the hundreds of intelligent, sport loving, fun loving young ladies of Jefferson Parish who are preparing themselves for their future roles of wives, mothers and home makers.

Presenting 23-year-old Miss Rosemary Rotolo of Gretna who was adjudged Southern Regional Winner of the 1953 Metropolitan Auditions of the Air, announced in New York by Wm. L. Marshall, producer and director of these auditions conducted by the American Broadcasting Company. The Southern Regional auditions encompassed 14 states and were conducted over a period of 5 months by The New Orleans Opera Guild, Inc. Over 75 voices were heard and 20 were selected for the finals from which Miss Rotolo was chosen as winner to compete nationally on a coast-to-coast broadcast. She is a teacher at the New Orleans Conservatory of Music and Dramatic Art, a member of the New Orleans Opera Company and is soloist for several of the New Orleans' church choirs. Jefferson Parish salutes one of its busiest and most talented young ladies!



CHAMPIONS

Introducing Lt. Edward R. Schowalter, Jr., of Jefferson Parish—born and raised in Metairie and a graduate of Metairie High in 1945—who is Louisiana's only Korean War Congressional Medal of Honor Winner. Lt. Schowalter graduated from Virginia Military Institute in 1951, entered the regular army immediately and was assigned overseas duty in 1952. On Oct. 14, 1952, his company, of which he was commander, was committed to attack and occupy a key objective. He personally led his men into the trenches in a hand to hand grenade assault, and although three times wounded refused to relinquish command until the position was secured.





Meet two Jefferson Parish 4-H Club Champions! Juli Ann Gullledge, age 16, of Bridge City, member of the Westwego Senior 4-H Club, on the basis of her continuing outstanding club work has been selected to attend District Camps, the State 4-H Junior Leadership Camp and in 1953 was selected to receive a trip to Kansas City.

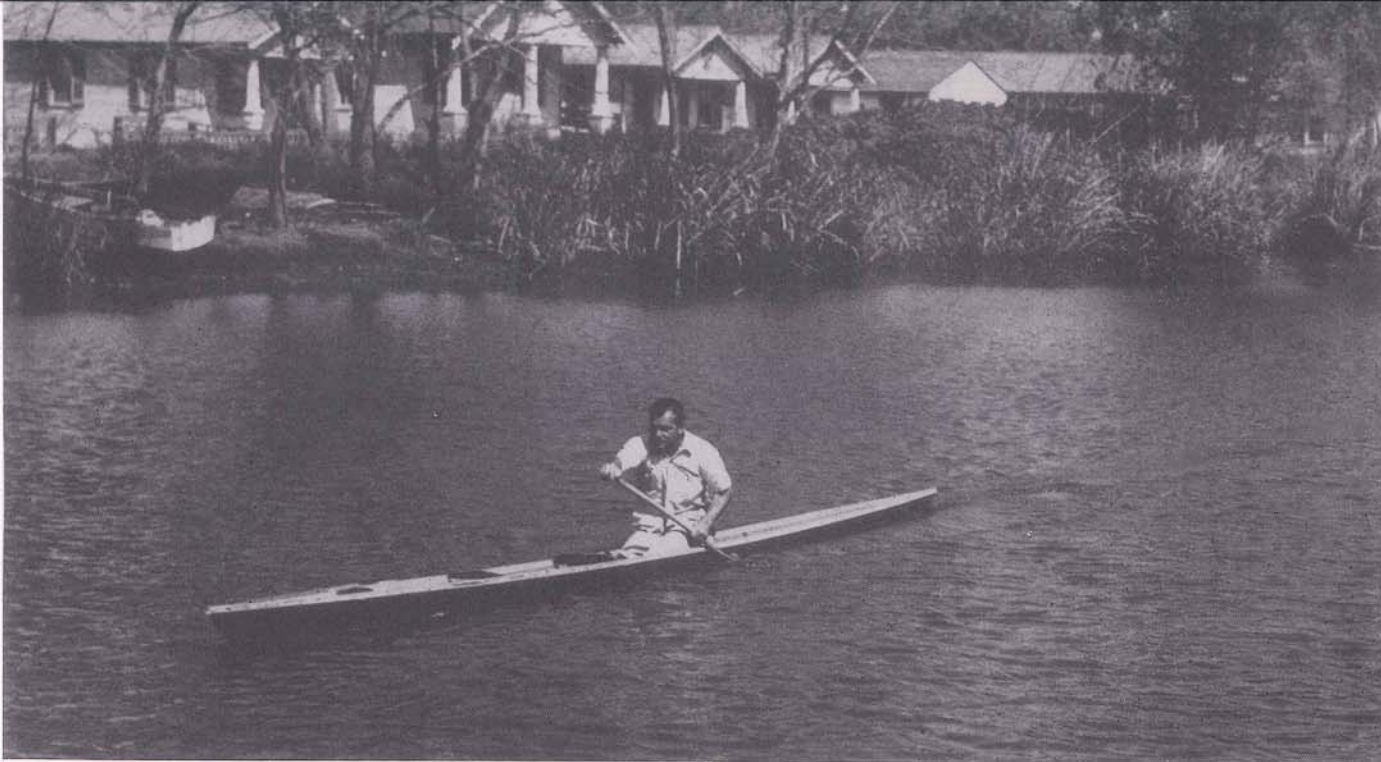


Raymond Gomez, age 14 of Harahan, a member of the Kenner Senior 4-H Club for three years, won 6 ribbons on his rabbits in 1953 . . . and won "an all expenses paid" trip to the American Royal Livestock Show in Kansas City for his outstanding 4-H Club work during the year.

JEFFERSON



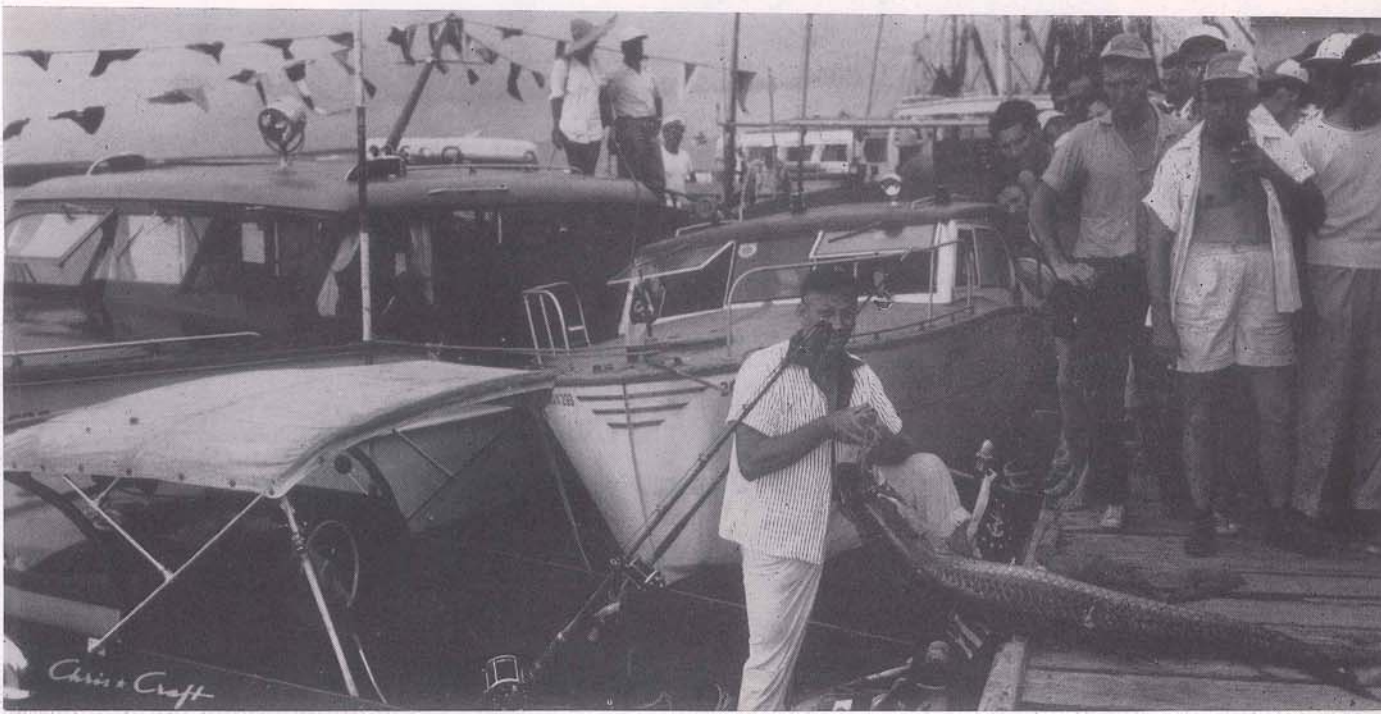
This is Captain John L. Lauricella of Jefferson Parish and his great 96-pound Sailfish, caught in the Gulf of Mexico off Grand Isle late in October, 1953—winner of top honors in the sailfish division of the annual contest conducted by Field and Stream Magazine. In addition it was classed as the heaviest Sailfish caught in United States waters. Congratulations to this splendid sportsman and champion in the landing of one of nature's hardest fighting game fish.



Persistent Pirogue Champion Paul Ybarzabal of Westwego! He has competed 6 times up to 1954. Came in third the first time and won the second year. Came in second the third year—and then won first prize three years in a row—1950, 1951 and 1953. Probably would have won in 1952, but there was no race. That pirogue he handles so gracefully is 22 feet 3 inches long and only 15½" wide at the widest point, where he sits. It weighs 42 pounds, is made of redwood planks and Paul helped design and build it. An official in last year's race 1953 told him he was at one time stroking 58 to 61 times a minute. Last minute flash! HE WON AGAIN THIS YEAR!

CHAMPIONS

This 94¾ lb. Silver King won first prize in the 1953 Jefferson Parish Grand Isle Tarpon Rodeo. And it was pulled in, after one hour and five minutes of fight, near Caminada Pass by E. Milton Egle in his 22-foot Cris Craft "Little Eagle" all shown in the picture. After twelve years of competing in the Grand Isle Rodeo Milton finally hit the jackpot, although in his fishing career he has landed fourteen tarpon, six of them in 1953. In fact in the Rodeo he caught a second tarpon on the third day—but that was only fifty pounds and didn't place.



MAGNOLIA PARK INC. HARNESS RACING

Licensed and Supervised by The Louisiana State Racing Commission

1954 SEASON OPENS

September 23

For 45 Nights



8 RACES NIGHTLY

Clubhouse, Bar, Grandstand, Dining Room

Facilities For 20,000

**In Jefferson Parish...on Frank J. Clancy Blvd. between
Airline Highway and New Veterans' Memorial Highway**

HARNESS RACING COMES TO JEFFERSON PARISH

By ALAN B. CITRON

The new, 427-acre Magnolia Park, with its five-eighths-mile oval, brings the color, the glamour and the thrill of pari-mutuel sulky racing to the state of Louisiana for the first time.

In its modern, multi-million-dollar racing plant, Magnolia Park will present eight races nightly under its giant floodlights, throughout the 45-night Fall Season's meeting of the nation's top pacing and trotting horses.

There will be parking space for 5000 cars. The Clubhouse will seat 1000, with an additional ramp capacity of 1000 and dining area for 600. The Grandstand will seat 2500 with a ramp able to accommodate more than 10,000 and boxes for an additional 500. Bleachers will seat 750, with bleacher ramps holding 1000 more. The barns will accommodate 600 horses, with the paddock holding 32.



FELIX BONURA
New Orleans
President
Magnolia Park, Inc.

Betting, on the nationally recognized pari-mutuel system, is licensed by and under the direct supervision of the Louisiana State Racing Commission.

Forward thinking Jefferson Parish citizens see in the new raceway another great commercial and financial advancement for the parish. These leaders point to the thousands of visitors and millions of dollars which will annually pour into Jefferson through the gates of Magnolia Park... the tremendous taxes to be received by the parish... the increased property values in the area... and the mushrooming housing projects and shopping centers in its vicinity.

The beautifully landscaped raceway, located on the new Veterans Memorial Highway, is just one and a half miles from the Airline Highway and only eight miles from New Orleans. A \$100,000 four-lane road, leading from the Airline Highway to the track, has been dedicated to the parish by Magnolia Park. Built this last winter by the race-

way, this road crosses canals on steel bridges and forms an important link with the Veterans' Memorial Highway.

Magnolia Park will employ more than 300 Jefferson Parish citizens in its operation and will pay an estimated \$200,000 in annual taxes to the parish.

All the Magnolia Park property has been drained and graded, with the actual 227-acre track system completely landscaped. The additional 200 acres may be developed as homesites. Among its installations are a \$155,000 General Electric lighting system, totalisator, judge's stand, photo finish booth, announcer's booth, administration offices, Louisiana State Racing Commission offices, a track kitchen for horsemen, a sewage system, fire-fighting apparatus, ticket booths, concession booths and a pari-mutuel plant.

Magnolia Park has received approval and been accepted for membership in the United States Trotting Association, and all race meetings are to be conducted subject to the rigid rules and regulations of the association, the recognized international governing body of the sport.

Since the day in 1939 when the "county fair" thrill of harness racing became "big time"—when, in New York, it emerged as a crowd-pleasing, night time sport—the attendance at meets and the enthusiasm for the gaited horses have spiralled to amazing heights. It has won devotees by the millions.

The "Standardbred" line of trotting and pacing horses, as distinguished from the "Thoroughbred" saddle racers, has developed into an aristocracy of its own, at least equalling and often defeating the saddle horses in speed. The "Standardbreds" offer, many believe, a far more colorful and thrilling display.

Trotters race with a diagonal gait, front left and rear right, then front right and rear left touching the ground together. Pacers run with a peculiar side-wheeling motion, both left hooves then both right hooves touching the ground in unison.

Average drivers are older, more experienced men than saddle jockeys and handle their horses from small, wire-wheeled sulkies, close behind the racing animals.

In the "county fair" harness meets, winners are generally selected after a number of "heats" but at Magnolia Park, and other similar harness racing plants, each race is complete—adding much to the excitement of the sport.

"Your West Side Sporting Goods Store"

PAY US A VISIT WHEN IN GOOD OLD JEFFERSON PARISH

"We Welcome Your Business"

- **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**



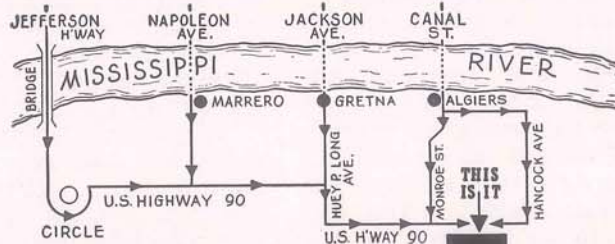
- **Bowling Supplies**



- **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"

DRAMATIC PAGES

from the

Plaquemines Story

OIL



Agriculture
and
Cattle
Raising



FISHING
AND
TRAPPING



GAS



Government



Industry



REVENUE
Ploughed back
for the people



SULPHUR

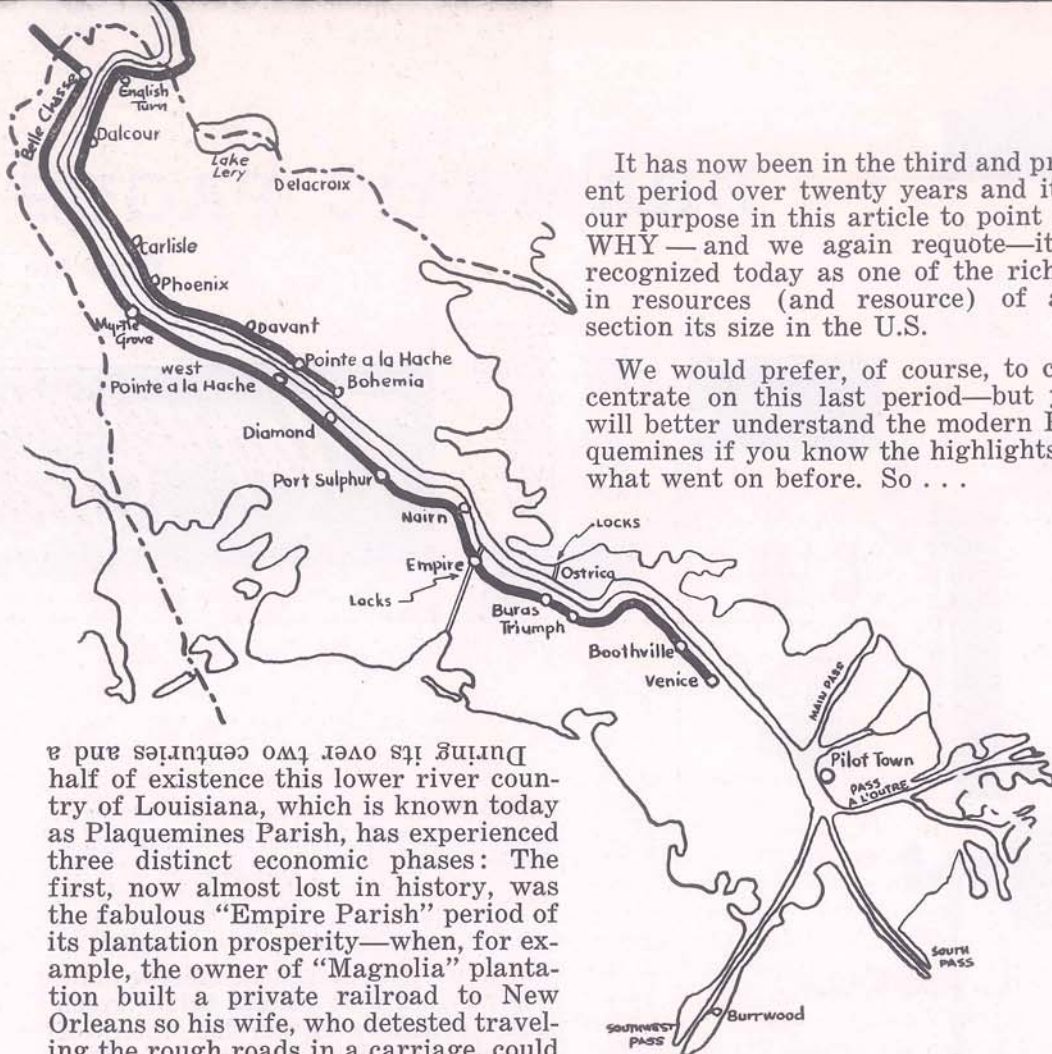


Below the world port of New Orleans the Mississippi River flows through a hundred mile long peninsula of its own silt. This last lap through Louisiana, this slender strip of semi-liquid land that slopes back from high ground on both banks into brackish marshes and finally blends with a broad belt of green waters off-shore to the blue waters of the Gulf of Mexico, is known as the Parish of Plaquemines.

In, on, under and around its 644,480 acres Plaquemines produces approximately 15% of the total oil output of the state of Louisiana; mines 1½ million long tons a year of the nation's vital sulphur; furnishes one-fourth of the state's fur pelts which total more than all of Canada and Alaska combined; contributes to the national larder over 200,000 barrels of delicious oysters every year and sends more than 350 trawlers owned and operated by Plaquemines fishermen to ply the Gulf and the inner bays for millions of pounds of succulent shrimp annually. These, of course, are only its top bracket assets, for this Parish of Plaquemines is recognized today as the richest in resources of any area its size in the United States.

And yet, less than thirty years ago, Plaquemines was one of the poorest of the 64 parishes of Louisiana.

What happened? Well . . . that is our story.



It has now been in the third and present period over twenty years and it is our purpose in this article to point out WHY—and we again requote—it is recognized today as one of the richest in resources (and resource) of any section its size in the U.S.

We would prefer, of course, to concentrate on this last period—but you will better understand the modern Plaquemines if you know the highlights of what went on before. So . . .

During its over two centuries and a half of existence this lower river country of Louisiana, which is known today as Plaquemines Parish, has experienced three distinct economic phases: The first, now almost lost in history, was the fabulous "Empire Parish" period of its plantation prosperity—when, for example, the owner of "Magnolia" plantation built a private railroad to New Orleans so his wife, who detested traveling the rough roads in a carriage, could ride to town in comfort. The next and middle period, nearly a century long and still remembered by many of its people, was that one just referred to when Plaquemines suffered the ignominy of being rated one of the poorest parishes in the state.

Recently erected in Plaquemines Parish this plaque marks the site of the first white settlement in present day Louisiana. The remains of the old fort were discovered by the late Senator Joseph Gravelot on Bon Conseil plantation near Phoenix.

Actually, this parish is where the story of the whole Mississippi Valley began—that great heartland of the United States which today contains half our population and encompasses half our productive wealth. For it was deep in Plaquemines that the explorer LaSalle discovered the mouth of the Mississippi in 1682 and stoutly planted the banner of France, proclaiming for his King and country complete and perpetual sovereignty over all the land drained by this mighty river and its tributaries.

However, with England and France fighting bitterly for supremacy in Europe and Canada it was seventeen years later before the French Admiral d'Iberville was dispatched with what in modern military parlance would be called occupational troops. And they just barely managed to beat the British to the greatest colonial prize in America.

In fact, a small detachment of these on an exploratory mission under Bienville, far from their base on Ship Island off the Gulf Coast and traveling downstream in an Indian pirogue, met an

FORT de la BOULAYE

First white settlement in present-day Louisiana, erected by Bienville in 1699 on this spot (then the bank of the Mississippi), prevented Britain's seizure of the Mississippi Valley.

ERECTED BY THE LOUISIANA DEPARTMENT OF COMMERCE AND INDUSTRY 1940

English man-o-war ascending the river on a similar mission. What followed has gone down in history as one of the world's most colossal and successful bluffs.

By sheer effrontery and doubletalk Bienville managed to convince the English captain that the French were solidly established on the river—that his puny party was merely a unit of an imposing and very trigger-happy French fleet around the curve upstream. One shot from one cannon could have blown Bienville's total force out of the water and France's dream of colonial empire into oblivion. But the bluff worked. The English officer lost his nerve and England lost a continent. And that bend in the river in Plaquemines Parish where the warship turned tail is still known and identified on the map as English Turn.

Not too certain that the English would not return for a second sneak look d'Iberville immediately detached a force from his pathetically small main body to build and man a fort on the river to protect the French priority which Bienville's bluff had so brazenly created. This was on the site which the little Plaquemines community of Phoenix occupies today—also establishing in this parish the first white settlement in what is now the state of Louisiana.

Soon after New Orleans was founded about twenty years later the Jesuit Fathers, on their plantation at what is today known as Jesuits Bend, undoubtedly founded the first non-military community life in Plaquemines Parish. Here the good fathers brought citrus fruits from overseas—planted, pruned and experimented with them on their church land—and laid the foundation for the future famous Plaquemines oranges. The very name of the parish itself ("Plaquemines" from the Indian word for "Persimmons") indicates the Indians' early excitement over these strange, new, tangy fruits. Later, on a narrow belt of land only a few miles long, Plaquemines growers were to produce—not the most oranges—but the sweetest and juiciest in the nation. And, although the Plaquemines orange industry has been practically wiped out twice by severe storms, the country always patiently awaits the recovery of the groves and the return of the delicious Plaquemines navels, tangerines and Louisiana Sweets.

Today's hardy shrimp and oyster



Orange grower Herman Schoenberger of Buras is shown inspecting a branch of one of the Satsuma trees, heavy with fruit, in his Fort Jackson Grove in Plaquemines. Some of the trees will bear 5 to 6 bushels of fruit a season and in the grove are five varieties of oranges: Navels, Valencias, Satsumas, Tangerines and the famous Louisiana Sweets.

fishermen and fur trappers also remind us that the first white men to penetrate the water wilderness of this lower river country were many of the original French "couers de bois" who came from Canada with d'Iberville and fell in love with this fishing and hunting paradise of Plaquemines... and stayed to found its two century old fishing industry.

After these "firsts" succeeding events moved slowly in those early colonial times. Plaquemines was too inaccessible

These boys have just returned from Southwest Pass where they trawled these succulent shrimp from 4 to 6 fathoms. This boat, the Miss Carol, captained by Norman Ronquille and carrying a crew of two, works out of the Empire Canal and can carry 100 barrels of headless shrimp at \$60 to \$75 a barrel.





Belle Chasse 6 man football team in an after school practice scrimmage. The two men in shorts are Coach Ed Duver, teacher of Social Studies, and Assistant Coach Roy A. Cleveland, teacher of Mathematics and Science. To the right is the varsity's center, John Dillon, with All-American determination in his face.

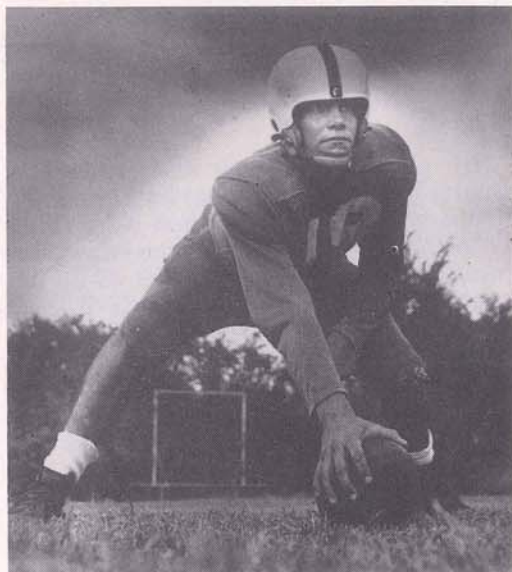
to settle rapidly. Even today the roads stop about two thirds into the depth of the parish with all communications beyond confined to boats. And so, it was approximately a century after New Orleans was built on the banks of the Mississippi above it, that this lush and lovely land entered its first fabulous era of prosperity when it was known as the Empire Parish.

This began when sugar was successfully crystallized in the last years of the eighteenth century, and a new industry leaped into life in Louisiana. Plantation owners who had been going broke with their indigo crops now amassed quick fortunes raising sugar cane. And further and further into Plaquemines down both sides of the river extended the cane fields of sweet prosperity.

Coincidentally, in this same era, Plaquemines lowlands encouraged the low cost raising and highly profitable harvesting of enormous rice crops.



In Plaquemines Parish truck farming is an important industry. This picture, showing an irrigation ditch through a cauliflower field and used last summer during the long dry spell, was taken on a Ranatze farm. The four Ranatze brothers came to Plaquemines about 20 years ago, now occupy adjoining farms and among them have over 500 acres in cultivation—raising cauliflower, cabbages, pumpkins, egg plant, beans, mustard, etc.



This period of prosperity lasted a good half century. In fact, the people of Plaquemines were certain that their future lay secure and safe in the lush crops of their flourishing plantations.

But the same sugar and rice that created plantation prosperity was also creating a metropolis above out of the marketing and shipping city of New Orleans. Progress clenched its fist and pounded out its demands. River bank property was becoming too valuable and too many expensive buildings were being built at river's edge. Therefore, the levees must be constructed higher farther and farther below the city to protect these investments.

Naturally, higher levees made the building of sluices for the rice fields more and more expensive. Steadily and surely the Plaquemines rice planters felt the pinch and were compelled to move their growing areas farther and farther downstream. Until finally they resorted to planting in the very silt of the river's mouth. If the season's flood waters were too severe they lost everything. If no raging waters obliterated their crops they, of course, made great profits. But the practice—known as the "Providence Crops"—was too hazardous to continue a stable industry.

And eventually, also, the economic centralization of the sugar mills slowly eliminated the prestige and profits of the individual plantations. That fabulous phase of Plaquemines slowly died and with it the "Empire Parish" period.

The War Between the States dealt it, along with the entire South, another severe economic blow. The Reconstruc-



Aerial view of Freeport's new Garden Island Bay plant near the mouth of the Mississippi River.

Aerial view of producing operations at The California Company's Romero Pass Field, located in Plaquemines Parish. It is the largest producing field of the California Company in Plaquemines.



tion Days were little better. And around the turn of the century and for over thirty years later Plaquemines fell helplessly into that period to which we referred in the beginning of this article—when it was one of the poorest parishes in the state. Its fishing industry, its orange groves, its truck gardens that supplied New Orleans and the fortitude of its people were Plaquemines' only claim to fame.

And then, one day in 1930 the headlines screamed that OIL had been struck at Lake Washington, or Grand Ecaille, in Plaquemines Parish. Hardly had the parish recovered from this amazing reprieve from poverty when the headlines again—in 1933—made another sensational announcement. After spending several millions of dollars and several years in quiet and patient experimentation the Freeport Sulphur Company had begun to successfully mine SULPHUR in the very heart of Plaquemines.

Without these two basic elements—OIL and SULPHUR—our modern civilization could not function for a day. Everything that moves on wheels re-

quires oil. There has never yet been discovered any substitute for lubrication. And sulphur! Plants, animals and humans cannot live without it. And in some form or other it is necessary in the composition or manufacture of practically everything we use. Now you begin to get the idea why Plaquemines is considered one of the richest areas in the nation in its resources. These two, alone, without any of the other industries would support the claim.

Today, only twenty-four years after the first spurt of oil in Plaquemines, there are 24 fields dotting its lower end and from them come a total daily allowable of 129,714 barrels.

Allied with the oil fields, another new industry has been developed the last couple of years in Plaquemines—the natural gas that was formerly being burned as waste. Already one 16-inch pipeline is bringing this fuel from four Plaquemines fields to New Orleans' industries, including the big Kaiser Aluminum Plant—and another pipeline from several other Plaquemines fields is under construction.

So insistent is the nation's clamor



Hovering mosquito-like over the marshes of Plaquemines Parish, Shell Oil Company seismic crews prepare new seismic studies. The helicopter has been of vital importance in speeding the development of the Parish's natural resources.

for more and more sulphur that Freeport, in spite of its million long tons a year production in Plaquemines, embarked in 1953 on a \$25,000,000 new construction program involving the sinking of four new mines to provide an additional 750,000 long tons production. This expansion plan included the world's first floating mine—a complete mining operation on a barge that can be towed out into deep water, sunk where the mineral is found, pull it up from the depths and transport it in huge "thermos jugs" to land and to market.

Since those early Thirties Plaquemines Parish—spearheaded by these two vital and valuable products—has surged steadily forward. Its agriculture, its cattle raising, its fishing and trapping and its industries—all have responded to the incentive of parish-wide prosperity.

But the big story—the real story—is how the people of Plaquemines themselves handled their sudden good fortune. Realizing that parish prosperity also carried its problems and its responsibilities they, in effect, calmly sat down under able leadership and worked out a long range plan that would control the disbursement of their growing revenues . . . a plan that would place in TOP PRIORITY the people of the parish themselves . . . a plan that would secure the public improvements they needed so badly after years of privation: schools, drainage, roads, navigation canals and fire protection and waterworks. With a previous parish revenue that many years was as low as \$24,000 they had never before been able to finance other than a bare community existence.

The spark plug of the plan was Leander H. Perez, their District Attorney, who knew the problems of every pinpoint in the parish. It was he who had introduced in the Louisiana Legislature a constitutional amendment and enabling Acts permitting a parish to assume the outstanding bonded indebtedness of various local taxing bodies and to consolidate them to reduce the overall tax burden. Under the authority of this legislation the people of Plaquemines Parish, with his legal guidance, at once proceeded to assume and convert the many outstanding bond issues supported by multiple taxes and consolidated them into one Parish bonded indebtedness supported by a very small millage tax.

In this manner alone, the outstanding bonded indebtedness of School Districts, Levee Districts, Drainage Districts and Road Districts were reduced from as much as 25 mills to 3 mills.

These bond assumptions enabled the Plaquemines Parish Police Jury to consolidate the Parish resources and revenues which formerly supported the various bond issues and, likewise, reduced the overhead of some unnecessary Boards.

By this drastic reduction of several unnecessary overheads, and by the Police Jury control of the expenditures of revenues from parish resources, the Parish developed a financial set up un-

This is Father Bede (Clancy) of the Order of Franciscans Minor, visiting several of his flock, a Plaquemines truck farming family. After serving as a missionary to Central China, near the Yangtse River, he was sent about 3 years ago to work with the Colored Mission on the West Bank of Plaquemines, comprising about 125 families. To reach them regularly Father Bede travels about 25,000 parish miles a year by car, plus countless miles by water as far down as Pilot Town in a 125 foot cabin cruiser loaned to him by Mr. Vacarro of Magnolia Plantation.



equaled in any other governmental administration. This enabled the Parish to plan—so that first things would always come first in building a better and bigger parish—and so that the parish would operate more economically.

Did it succeed? Well, we'll leave that to you. Since the Thirties, when the program was introduced, Plaquemines has reduced its tax rate from 37½ mills to 15¾ mills—a drastic cut of 60% — **GIVING THE PEOPLE OF PLAQUEMINES TODAY THE LOWEST TAX RATE IN THE STATE.**

Remember that Top Priority Plank in the Platform? Well, here are a few of the public improvements the modern Plaquemines Parish has given its people—in addition to minimum taxation.

There are only a little over 15,000 people in the entire parish yet Plaquemines has recently spent over \$10,000,-000 on its new Consolidated Schools including the three finest Negro Consolidated Schools in the state of Louisiana. All of these schools have been built to anticipate Plaquemines population increase for several years ahead. Yes, first priority in Modern Plaquemines is the education of its future citizens, both white and colored. In addition to the buildings to house them, the free lunches to feed them, the playgrounds, gymnasiums and auditoriums to keep them healthy and happy, Plaquemines presents each year around 40 to 50 Scholarships to its high school graduates. These scholarships grant them \$200 toward their entire college studies. In addition, an equivalent number of \$100 scholarships are awarded each year to advanced students and school teachers for summer classes.

And next in priority was the never ending, eternal parish-wide problem of drainage. Almost entirely surrounded by water, with the river and the marshes always on two sides, the Plaquemines farmers could never individually or collectively accomplish what the Police Jury has performed as a parish wide service. With an intricate and expensive (and exceedingly efficient) system of interceptive ditches and drainage canals 25,000 valuable acres of Plaquemines rich loam have been drained, sometimes a mile deep. The drainage districts were financed by parish funds. Their maintenance costs the farmer only a dollar an acre a year.

In Plaquemines, in spite of the size of the oil and sulphur operations, the shrimp and oyster industry is still an important part of the life of the parish.



This picture symbolizes the several thousand school children of Plaquemines—alert youngsters who will be tomorrow's citizens and upon whose education the parish has recently spent over ten million dollars in buildings, equipment, excellent teachers and books. This is a scene in the library of Woodlawn School. Miss Fay Lafrance, the teacher, is pointing out to Linda Lafrance and Dale Fox (both 6th graders) supplementary reading in the library's wonderful store of books that will help them in their class assignments.

Superintendent Ralph T. Brown, of the LSU Experimental Station located in Plaquemines, exhibits an interesting experiment that solved a frustrating problem of the farmers. The patch was infected with Fusarium Yellows (a troublesome soil borne disease) and ten varieties of cabbages in separate rows were planted. As the field picture shows some survived, most didn't. Eight varieties failed but the "Wisconsin All Season" and the "Medium Copenhagen" (a head of which Brown is bending over) grew and flourished . . . valuable information to every Plaquemines grower of cabbages. Brown has headed the station since its inception 4 years ago when Plaquemines donated 110 acres of ground for the study of citrus and farming problems of the parish.





This picture better than paragraphs of copy shows an end result of the parish drainage program. After taking two years to drain, this field—part of a back pasture 140-acre tract on Idlewild Ranch—was cut down and cleared. Notice the windrows of underbrush ready for burning. The next step will be to plant this tract with Fesque grass which likes damp soil and then it will be ready for the pasturing of beef cattle. Judge Perez is shown directing clearing operations up to the cypress trees in the background.

It was its first industry. It will always be close to the hearts of its people. And so, over the recent years, the parish has constructed and cleared navigation canals—has built strategically placed free boat ways which boat owners may use, paying only for the cost of their boat repairs—and by 1953 had completed the modern new Empire Locks on the West side of the Mississippi and the Ostrica Locks on the East side, which save all types of boats the 100 mile long and hazardous trip around the mouth of the river.

Back in 1936 District Attorney Perez and other parish officials secured legislation to have the State take over the then existing wooden “toll” locks (it cost a boat owner 10c a foot) and operate them “free.” The rickety Empire locks lasted until 1944 when they were condemned. The new steel and concrete free Empire locks (to the building of which Plaquemines Parish contributed \$100,000) were completed in 1950. The old Ostrica Locks had been destroyed by the 1947 hurricane and the East side had remained without service until the new free steel locks were finished last year (1953) with the parish and the parish oil interests investing a total of \$300,000 toward their construction.

This now completed twin improvement will greatly develop both the Plaquemines hereditary seafood industry (for shrimp sometimes leave one side of the river for the other without warning and boats don't have the time to

chase them 100 miles) and its new upcoming oil industry (for oil companies save 15 to 20 cents a barrel by using the locks). So popular is this “Panama Canal” of Plaquemines with boat operators and fishermen from all the Louisiana Coast parishes, that only 15% of the boats which use it are from Plaquemines Parish.

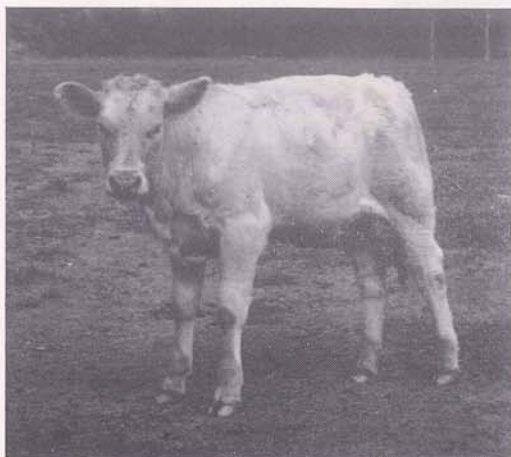
A couple of years ago a new deep water canal was built for the fishermen from Empire, saving 45 miles every round trip to the Gulf. This short cut attracted two menhaden plants which are now permanent industries of Plaquemines, creating oil for soap manufacture, vitamins, and livestock food and fertilizer from the local cousin of the sardine.

And for the people of Plaquemines (and its visitors) who wish to cross the Mississippi by car or on foot in the middle of the parish, there is the famous free Ferry, parish built and parish maintained, that makes the trip every half hour.

In spite of the fact that Plaquemines' two flanking river highways end deep in the parish—beyond which is the 66,000 acres of the State owned Pass a l'Outre Hunting Ground (a hunter's paradise) and the adjoining 45,000 acres of the Delta Migratory Waterfowl Refuge (where a man had better not get caught hunting) and the mighty mouth of the Mississippi—and in spite of practically no cross country highways, Plaquemines Parish is the only

In the new Buras Water District Plant at Empire, Superintendent George Christian (in cap) and G. Johnson, operator, are testing the river water for the presence of salt, which usually is found in varying degrees from September to February. This plant started operation in July 1953 ahead of schedule because of the need for water caused by last year's drought.





This young fellow consented to pose for us at District Attorney Perez' "Idlewild Ranch" which was started in 1948 and has since developed a herd of about a hundred Brahman cows and calves. This calf, called the "Gutless Wonder," was bred 11 parts Charolaise and 5 parts Brahman, a wonderful beef cattle combination.

parish in Louisiana to match the state dollar for dollar in the building of nearly 50 miles of paved roads. The most recent is the new paved road from Buras to Venice.

Water, water everywhere—and yet available H₂O for drinking, for household use and for fire fighting is another paradoxical problem in this almost liquid parish. The most recent improvement in this category, which went into operation last July, is the big Buras Water District Plant at Empire—with two reservoirs holding a total capacity of 40 million gallons, adequate for a six month supply. Parish built and operated. The people will pay only for the water they use.

Most of these improvements for the people have taken place since the end of World War II, because the modern Plaquemines was just getting under way when Pearl Harbor delayed every plan of person or parish for a good five years. But the effects of Plaquemines gigantic Post War Construction Program are now being enjoyed by every child and adult and every Plaquemines community.

Today, the farmers in Plaquemines—with more and more of their land made available by drainage—are going into the raising of sturdy beef cattle from pure bred bulls. The LSU Experimental Station, established in Plaquemines to study and solve the horticultural problems of its farmers, and County Agent Murphy W. McEachern, are available to them for advice and help. And every year in Spring the Plaquemines enthu-



It's feeding time on "Idlewild Ranch" owned by Leander H. Perez in Plaquemines Parish where the upbreeding of beef cattle is a major project.

One of the Charolaise Bulls on the Judge Perez "Idlewild Ranch" kept for upbreeding the growing herd of fine beef cattle developed on the ranch.



siastic growers and breeders get together on Plaquemines Parish Extension Field Day to exchange ideas, discuss new methods and compete for prizes.

The farmers' wives, under the guidance of Mrs. Celia Hissong, Home Demonstration Agent, are learning new and better ways to feed their families and run their homes. And in this parish where the school enrollment is less than 3500, both colored and white, there are nine active 4H Clubs with over 650 members — which means that tomorrow's farmers will be well trained.

The modern Plaquemines with its low tax rate, its unlimited water supply, its available natural gas, its wide awake attitude and its proximity to New Orleans can very easily, if it wishes, become an Industrial Plaquemines. Already several manufacturing plants, attracted by its advantages, have located near the upper parish line.

The Niagara Chemical Division of the Food Machinery and Chemical Corporation is producing plant sprays and dusts, insecticides and soil food from Plaquemines sulphur. The Oronite Chemical Company is manufacturing



Plaquemines famous Free Ferry at Point a la Hache, which saves passengers a hundred miles every time they use it, is a marvel of mechanical neatness and cleanliness. To give you an idea take a peek at the spic and span engine room and meet Engineer Richard Buras, who has been with the Free Ferry since it started 13 years ago.

about three million gallons of lubricating oil additives per year. The \$1,500,000 plant of The Red Star Yeast and Products Company is producing one of man's most essential foods—yeast—using molasses and millions of gallons of river water as its main raw materials. This is the first plant of its kind in the South. And the recently arrived Products Research Service manufactures marine finishes and industrial coatings.

One does not ordinarily think of Plaquemines Parish, with its long ribbon of river, its marshes, canals and bays, as flying country. And yet here is located Alvin Callender Airport—selected and set aside by the government and placed under the administrative control of the Navy as a Gulf Coast air training base. It is being used by the Naval Reserve Air Force, the Air Force Reserve, the Air National Guard and the Marine Air Force.

Plaquemines Parish is better known

to the geophysicist than to the tourist. Its assets are better known on Wall Street than on Main Street. Hunters come across the continent to penetrate its fabulous game country, yet a million visitors to New Orleans have never traveled the few miles to cross its parish line.

This parish that was the first populated spot in the state has been the last to reach the eye and ear of the average American. But in the last few years a curious world has begun to wonder what goes on in this lower river country that has jumped from obscurity to one of the most prosperous and progressive sections of the New South.

And when you come to investigate—whether you are a site seeker or a sight seer—you will find a people as friendly as you—and as natural and normal and level-headed in their new Modern Plaquemines as this story has shown them to be.



• A view of one of the newer industries of Plaquemines Parish—Products Research Service, manufacturers of marine finishes and industrial coatings.



THE BEAUTIFUL BARATARIA COUNTRY: 'Tis many a year since Lafitte was here . . . but the bayou remembers and all the oak trees still whisper tales to the vagrant breeze.

*It is our pleasure and privilege
to preserve for both its participants and
posterity this picture story of the*

1953 BAYOU BARATARIA BLESSING OF THE FLEET

*...sponsored by St. Anthony's Church and
staged by the communities of Lafitte,
Barataria and Crown Point*

By RAY M. THOMPSON, author of
"The Land of Lafitte the Pirate"

This story is especially dedicated to its many readers throughout the nation whose only opportunity to visit the Barataria Country may be through the pages of this publication. For, unfortunately, although thousands of

tourists and travelers come every year to see New Orleans, only a very few ever discover either the existence or the beauty of this bayouland of the buccaneers—only twenty minutes by car from the city limits.



Father Lieux of St. Anthony's Catholic Church at Barataria, spiritual guide of the bayou folks, in whose fertile brain was born the idea that became the highly successful 1953 Bayou Barataria Blessing of the Fleet.

They can tell you, everyone of them, about the iron lace balconies of the French Quarter. They can smack their lips and still taste the French food. They cherish souvenirs of Mardi Gras or the Sugar Bowl—and most of them retain vivid mental pictures of Jackson Square and the freighters along the river front. But not enough have enjoyed the privilege of exploring the fascinating bayou country, which starts in Jefferson Parish just across the river from New Orleans and extends south to the Gulf—where Jean Lafitte and his Baratarians laughed at and eluded customs authorities for ten long exciting years.

This Barataria Country is mostly a roadless maze of twisting bayous (of which Bayou Barataria is the largest and most important, being river wide at many points) and lakes of various

shapes, ingeniously interspersed with swamps and salt marshes—all held together, or rather apart, by the natural levees of the bayous and by ancient Indian shell mounds. It is half land and half water and so cunningly contrived by nature that you can cross hardly a mile of the one without encountering the other.

For almost a hundred miles this semi-liquid labyrinth parallels the meandering Gulfward course of the Mississippi. Finally the confusion ends and the water wilderness breaks clean and becomes a broad and peaceful bay behind the two islands of Grand Terre and Grand Isle. Between these islands flow a deep and narrow and always navigable pass and, beyond, the warm waters of the Gulf of Mexico.

To anyone who has once traversed



On All Saints Day and Night the ceremony of decorating the graves of their loved ones and burning blessed candles in their memory is devoutly observed throughout the Barataria Country.

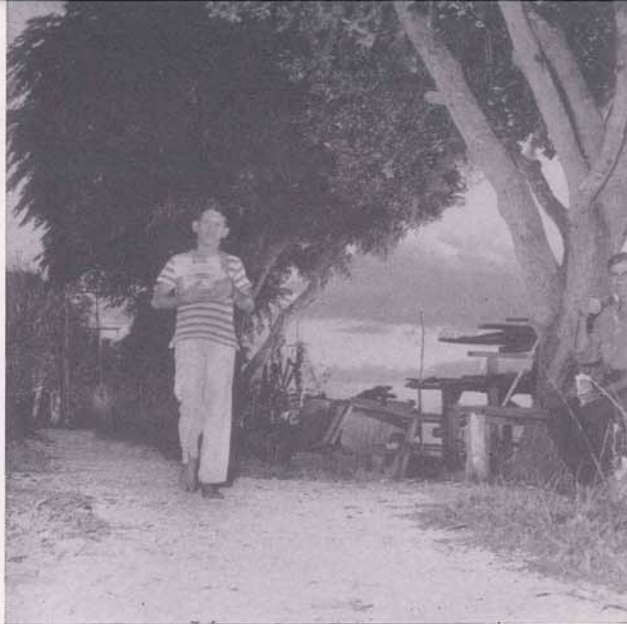
the Barataria Country the amazing success of Jean Lafitte becomes crystal clear. Here was the ideal ground plan for a pirate empire. And when we remember that in Lafitte's time there were only pirogues and sailing vessels, the perfection of the setting becomes still more logical.

Around 1810, when Lafitte was at the peak of his power, privateers and pirates still prowled the Gulf and the Caribbean. New Orleans, surrounded by rich plantations and already a prosperous city of world wide importance, sprawled strategically at the top of this hundred mile stretch. And this colorful City of the Creoles, with the money to buy slaves and the luxuries of foreign lands, was Lafitte's hungry market.

At the other end of this bayou country was the Gulf of Mexico where slow sailing merchantmen to and from the Spanish Colonies (as well as the unwary of other nations) provided the corsairs with an unlimited source of contraband. Through Barataria Pass they sneaked both in and out—pouncing on unsuspecting victims and returning with their prizes to the sanctuary of Barataria Bay behind the two islands, where they were safe from storms and concealed from pursuing men-of-war.

It was only natural that on Grand Isle and Grand Terre Lafitte established his headquarters and built his slave barracoons and warehouses. Here he trafficked with other freebooters and from here he sent out his own ships. And through the tricky bayous he dispatched his black market merchandise of that day by a dozen devious and different routes to scattered depots and eager customers. It is historically recorded that the customs officers of the early nineteenth century went slowly crazy trying to trap him and his shipments in that hundred miles of liquid confusion.

Even as late as 1919, when the exploits of Lafitte were already in the realm of legend and considered extremely impossible in this modern age, the Barataria Country again proved too complicated for proper law enforcement. Using the same base at Grand Isle, the same Gulf and the same network of bayous, the rum runners of the prohibition era made it so tough that the authorities were compelled to concentrate their vigilance



In this fishing community of Lafitte, where the houses face the bayou instead of the street, the sidewalk is, of course, the top of the embankment. It is late afternoon—and young Melvin Boutte is coming home from the store with a couple of loaves of bread and Louis Perrin is taking time out for cogitation and a chew of tobacco.

on Grand Isle to break up the traffic at the ship-to-shore weak spot.

This buccaneer background of the Barataria Country is merely romantic history today . . . and those descendants of the pirates who still live in this bayouland have been peaceful fishermen and trappers for well over a century—as were their buccaneer ancestors before the lure of loot led them first into smuggling and later into actual piracy. But there still remains of that buccaneer era the same beauty and rugged remoteness of the Barataria Country itself and there are still the tall tales, handed down in many families who can trace their blood back to a picturesque great grandpere who either followed Lafitte or helped smuggle his goods and his men through their bayou homeland.

For instance, there's the history refuting legend that disturbs the calm of the nearly two century old cemetery that fringes the Barataria road where it crosses Bayou de Oies (Bayou of the Geese). This is the family burial ground of the Perrins, who have lived here through unbroken generations since their ancestor, Manuel Perrin, proudly took possession of a clear land grant from the King of Spain in the 1790's.

And here, if you meet Mary Perrin, self appointed present custodian of the family plot, who lives just across



Ogled and assisted by the small fry of his family Clem Perrin is made up for his role as "King For A Day" . . .

. . . and here is the final result as he emerges from his grease paint ordeal as that beloved bad man of the bayous and Beau Brummell of the buccaneers—Lafitte the Pirate.

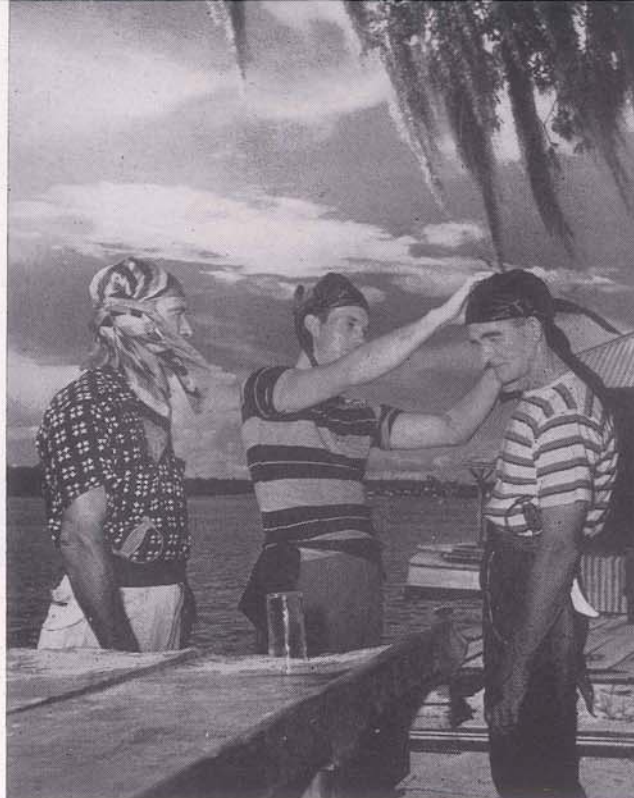


the road, she will point out the graves of not only Jean Lafitte, but also John Paul Jones and Napoleon.

According to Mary, the original Manuel Perrin became a trusted member of Lafitte's inner circle of leaders, among whom was Dominic You, Lafitte's loyal Lieutenant who so accurately dropped cannon balls among

the massed redcoats at the Battle of New Orleans. It was Dominic You, according to the legend, who was chosen to captain the ship secretly sent by New Orleans patriots to rescue Napoleon from St. Helena and to substitute a double to cover up the fact that the "Little Corporal" had fled his island prison.

in their swashbuckling roles as pirates for a day are Leonard Trahan, Kenneth Pizani and Henry Touchard. Back about a hundred and fifty years ago fishermen like these, no more bronzed or brave or bold, were risking their lives for loot in these same beautiful bayou waters.



"If I look the part, it's because deep in my heart throbs the blood of a buccaneer!"—Role of the Convivial Corsair played by Raymond Lombas.



The "Buccaneer Ramblers" (Brothers Jimmy and Gerard Pomacino) entertain the corsairs while awaiting the gathering of the fleet. In the foreground are Leonard Trahan, Raymond Lombas, Kenneth Pizani and Eddie Arnold and in the background is beautiful Bayou Barataria.

But also, according to the legend, Napoleon died at sea on his way to sanctuary in New Orleans. His death, of course, changed a brilliant "coup d'etat" to a voyage without a purpose . . . so the corsair crew sorrowfully brought him to the Perrin graveyard, buried him secretly and disbanded, going their separate ways with the knowledge presumably locked in their hearts.

Later came the mortal remains of John Paul Jones, another adventurer of the high seas. And still later, quot-

ing Mary Perrin, raconteur extraordinary, in this same plot of honor was laid the body of Jean Lafitte when he, too, died mysteriously at sea.

So it was only natural that when the fishing communities of Lafitte, Barataria and Crown Point accepted Father Lieux' suggestion to build around the 1953 annual ceremony of the Blessing of the Fleet a day of combined celebration including a water parade with decorated floats, a picnic supper and a costume ball that night, the theme of "Lafitte the Pirate and

Tiny, immaculate St. Anthony's Church at Barataria, faithfully serving the Bayou Communities of Lafitte, Barataria and Crown Point. The bus in the foreground has just brought a load of visitors from New Orleans to witness the 1953 Blessing of the Fleet.



his Baratarians" was chosen unanimously. And when those workaday fishermen donned the colorful costumes of the corsairs, they not only looked the parts but they played them perfectly. All they had to do was reach back into their heritage and remember.

As we have said, these Baratarians have always been fishermen. Before they were pirates they were fishermen. Even during the lulls in the precarious trade of free-booting they went back to their seines. Today they are still fishermen. And history strongly suggests that their ancestors back in the old countries followed their nets far out to sea—that the original Baratarians did not happen to take up fishing because they settled here, but that they chose these bayous and lakes and bays near the sea because they fell in love with this water

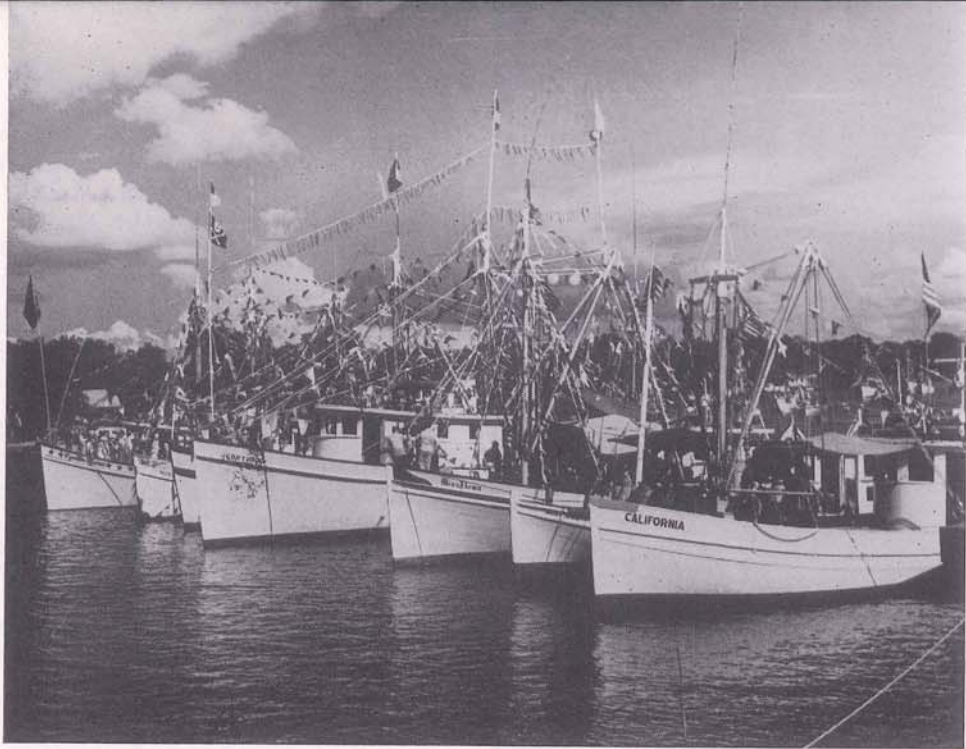
wilderness where a man could build a cabin and a boat and independently raise and feed his family. And so it has been in this bountiful Barataria Country for nearly two centuries.

For this Barataria Country is a fishing and trapping horn of plenty. Its fresh water fattened, salt water flavored Baratarians oysters are recognized as the tastiest the nation offers. The soft shell crabs of Lake Salvador are an epicurean delight. From the Gulf of Mexico come such succulent shrimp and such a variety of edible fish that the Creole seafood cuisine is famous throughout the free world. And to balance the seasons and to bestow a winter livelihood on those who go down to the sea in ships late in summer, the Barataria Country lies in the dead center of the greatest trapping region on the continent.

To these people of the Barataria



THE ACTUAL CEREMONY OF THE BLESSING OF THE FLEET: As the boats pass before him one by one, Father Lieux solemnly intones: "May the blessing of Almighty God, Father, Son and Holy Ghost descend upon you and remain with you forever. Amen."

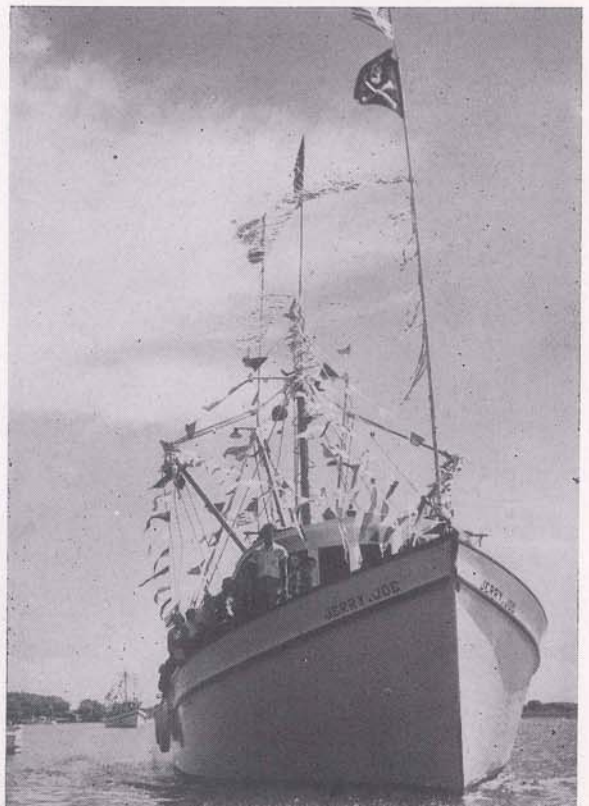


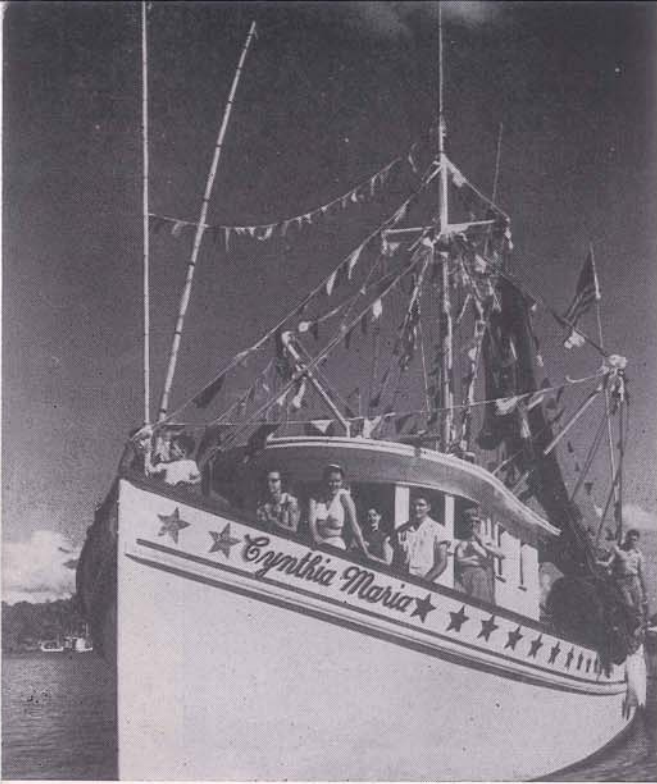
The fishing boats (106 of them in the 1953 Blessing of the Fleet) arranged themselves in small groups like this . . . preparatory to the final lining up for the actual ceremony in front of the boat on which Father Lieux was stationed to bless them as they moved slowly by.

Country, who are almost all devout Catholics as well as skilful fishermen, the annual Blessing of the Fleet is a religious ceremony that has been enacted in their midst as far back as there was a priest to officiate. It is a tradition of the sea as old as Catholicism itself—handed down to the original Baratarians from their forebears in far off Normandy and the fishing centers of the Old World. And faithfully they gather together in their home ports each year before the fishing season to receive the blessing of the Holy Church on their boats, their captains and their crews—a humble acknowledgment that in the hands of the “Bon Dieu” they place their trust the catch will be bountiful and that in spite of the hazards of storm and the open sea they may each and all return unharmed to their families.

On previous years the Blessing of the Fleet in the Barataria Country has been a simple religious ceremony. On the Sunday designated the boats passed before the priest, received the blessing and then, as is the custom, gave their sealed contributions to the Church — the amount of which was motivated partly by the size of their boats and partly by the generosity in their hearts.

The “Jerry Joe,” captained and owned by Joseph Guidry, was not only Lafitte’s Flagship in the 1953 Blessing of the Fleet, but received the First Prize as the best decorated of the 106 vessels in review.





Over a hundred well kept, well equipped boats like the Cynthia Marie and Susie Mae—with their families and friends aboard, flags flying and decorations dancing in the breeze—vied for prizes in the Grand Review.



And then, as has also been the custom for countless generations, these fisherfolk, with food and drink and merrymaking, passed the rest of the day and evening before upping anchor for home. To these Baratarians since time immemorial their weddings, their funerals and their religious gatherings were about the only social and group contacts they had with their neighbors back in the bayous.

And now comes a story within a story. The little St. Anthony's Church of Barataria, lacking the financial patronage of any religious order, dependent entirely upon its own community for its support and responsible to the Bishop to keep its expenses within its income, always has pressing economic problems to solve. And so Father Lieux suggested that the get-together activities of the day following the actual ceremony of the Blessing be enlarged—that a community dinner be organized by the women for the hungry fisherfolk and the visitors and that a Costume Ball be arranged for both the young in years and spirit—and that the proceeds from these two social events be turned over to the Church for its ever mounting expenses.

The idea gained momentum like one of the big trawlers heading for shrimp. Seven of the young ladies of the three communities vied for the title of "Queen of the Fleet and the Ball" by soliciting popularity votes at a penny apiece. When the final tallies were in fifteen-year old Fay Ann Wiseman of Barataria had received almost twice as many votes as any other contestant. Mary Elaine Victoriano of Lafitte was the closest runner-up.

As King of the Day and the Ball the selection of Clem Perrin was a logical and popular choice. His ancestor was the Manuel Perrin we have already mentioned who settled here on a Spanish land grant. Clem himself, for years a successful fisherman and trapper, personally and perfectly typified the Barataria Country. In addition he had been one of the pioneers in the development of the oil business, now a vital part of these three communities. And, as a former Police Juror, he had labored in their interests for many successive terms. So, on Clem was bestowed the lead role of "Jean Lafitte" who had led these Baratarians in another time and another era. And, for his crew and court

of six swashbuckling buccaneers no better actors could have been chosen for the roles than Eddie Arnold, Kenneth Pizani, Raymond Lombas, Leonard Trahan, Henry Touchard and Dan Belsome.

The "Bon Dieu" evidently expressed his approval because Sunday, August 2 was a beautiful sunny day with the waters calm as though they quietly awaited the colorful parade of gaily festooned trawlers, luggers and boats of all sizes and descriptions. Around four o'clock one hundred and six boats were in formation and moved reverently past Kerner's Wharf where, from the deck of the trawler "California" Father Lieux, accompanied by Father Csik of Hope Haven and Father Champagne of Harahan, made the Sign of the Cross over each.

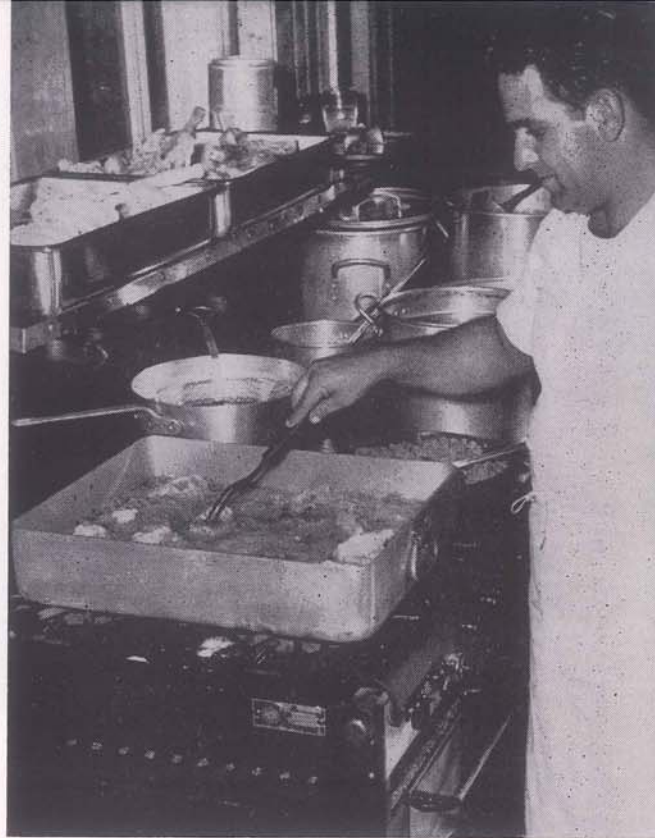
Dramatic and impressive was the flotilla of over a hundred boats—many of them worth \$25,000 to \$50,000 fully equipped and ready for fishing—and each the proud possession of a Barataria Country fisherman, who several years ago, perhaps, had started with a tiny skiff and a lot of skill—each the personal property of an independent man with his own prosperous business under his feet.

As they passed in review the boats were judged on the originality of their decorations. Lafitte's Flag Ship, flying the Jolly Roger and its deck crowded with colorful corsairs and dimpled bayou beauties, won the First Prize . . . and was identified, beneath its pirate trimmings, as the "JERRY JOE" owned and piloted by Captain Joseph Guidry.

In the Small Craft Class the "Captain Steve" won the award, and in the Skiff Class the "Three Sisters" chugged away with the prize.

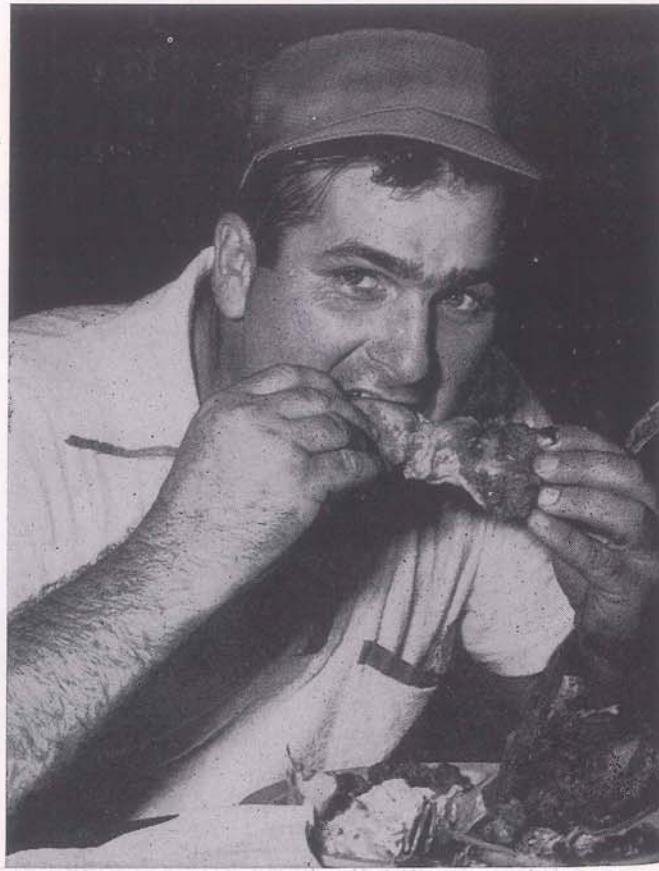
Around dusk everybody headed for shore and "eats" at Fisher School No. 1, where Narris Cheramie, former cook for The Texas Company, assisted by the ladies of the congregation proudly watched a mountain of delicious gumbo, salad, fried chicken and oyster dressing disappear into what looked like the entire adult and child population of the three communities, inflated by a sizable group of visitors, cameramen and tourists.

Better than any thousand words that could be chosen to describe the palate perfection of this Barataria Bill-of-fare is the thoroughly satisfied expression on the face of Felix Wise-



Expert cook Narris Cheramie, ably assisted by the ladies of St. Anthony's Parish, nonchalantly fries mountains of chicken for the hungry horde that descended upon him after the Blessing the Fleet Ceremonies were over . . .

. . . and for proof that his prowess was appreciated we ask you to watch (but don't interrupt) Felix Wiseman disposing of his portion. Felix, incidentally, is a cousin of the "Queen of the Fleet" and is skipper of the "Cynthia Marie" shown on preceding page.



Close-up of the
"Queen of the Fish-
ing Fleet and of the
Ball" — 15 year old
Fay Ann Wiseman
Barataria.



man, caught by our Review photographer Fulcran Randon, who incidentally had just finished indulging his own enormous and epicurean appetite up to and including the last notch in his belt.

And then everybody hurried to prepare for the Ball . . . and we mean just that . . . EVERYBODY. For this is the famous "Fais Dodo" country where a dance is an epic occasion, where even the great grandmothers attend to nod their heads to the music and the tiny tots slide and skate across the slippery floor until the music starts, when they are herded, temporarily but not permanently, into corners and onto seats vacated by the dancers.

When the WWL Radio Orchestra

struck the chord that opened the Ball every seat of the gymnasium was packed and every eye turned toward the floor as one by one the Marshall of the Ball, Joseph Guidry, led the members of the Court past their loyal subjects to the throne on the stage. When finally the Court was assembled and the Corsairs and their Ladies had gracefully danced the Royal Waltz, "Jean Lafitte" regally waved his hand for his subjects to enjoy themselves.

And to the strains of merry music the 1953 Supremely Successful Blessing of the Fleet danced its way into the memory of the good people of the Bayou Country — and Father Lieux, smiling indulgently as his children enjoyed themselves, was proud that they were his spiritual responsibility.

Lafitte's Court at the Ball which closed the 1953 Blessing of the Fleet in a finale of music and entertainment.



PHOTOGRAPHY AND ART

COVER BY RANDON PICTURE SERVICE

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

The airviews on Pages 83, 121, 122, 123, 124, 125, 126, 127, 139, 141, 177 and 198 were supplied by GEER STUDIO.

All photographs in "Land of Treasure" section, pages 65 to 80 inclusive, were created for the REVIEW by EUGENE DELCROIX, as well as those on Page 7, upper photograph on Page 89, on Pages 91, 95, 97, 109, upper photograph on Page 113, and on Pages 115, 209 and 227.

Photographs on Pages 42, 43, 47, 49, 51, 53, 55, 59, 61 and 63 were taken by DAN S. LEYRER, who was assigned to take these photographs.

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

Photographs on Pages 9, 11, 85, and upper photograph on Page 87.....Marrero Land & Improvement Association
Photographs on Pages 13 and 81.....Reuben B. Hock
Photograph on Page 29.....Mississippi River Bridge Authority
Photograph on Page 33.....Professional Women's Club of Gretna
Photograph on Page 35.....Jefferson Parish Health Unit
Photograph on Page 81.....Mrs. Horace Harvey
Bottom photograph on Page 87.....Fourth Jefferson Drainage District
Bottom photograph on Page 89.....Southern Cotton Oil Company
Photograph on Page 93.....Mrs. George J. Mayronne
Photograph on Page 103.....Louisiana State Department of Wild Life and Fisheries
Photographs on Pages 105 and 107.....Ephriam Lochbaum
Bottom photograph on Page 113, and photograph on Page 117.....Avondale Marine Ways, Inc.
Photographs on Page 119.....American Cyanamid Company
Center photograph on Page 204.....Avoncraft, Inc.
Bottom photograph on Page 212.....John L. Lauricella, Sr.
Bottom photograph on Page 213.....E. Milton Egle
Photograph on Page 218.....Louisiana State Department of Commerce and Industry
Upper photograph on Page 221.....Freeport Sulphur Company
Bottom photograph on Page 221.....The California Company
Photograph on Page 222.....Shell Oil Company

Artwork

Double page art spread on Pages 2 and 3, two page illustration covering Pages 18 and 19, illustrations on Pages 20, 41, 137 and 217 by BEVERLI VERDIER.

Painting of "Tchoupitoulas Plantation" on Page 5, painted by G. EDWARDS in 1887. Reproduced through the courtesy of Louisiana State Museum.

Drawings on Pages 23, 25 and 27 reproduced through the courtesy of Palmer and Baker, Inc.

Map on Page 31 reproduced through the courtesy of the Texas and Pacific Railroad.

Drawing on Page 155 reproduced through the courtesy of Wm. R. Burk Associated Architects and Engineers.

Map on Page 218 by Tilden Landry and Associates.

Pictorial Map of Jefferson Parish opposite Page 240 by BEVERLI VERDIER.

Pictorial Map of Grand Isle on reverse side of above map by EUGENIA and BOB RILEY.

INDEX TO ADVERTISERS

A

Algiers Music Co.	168
American Creosote Works, Inc.	38
American Cyanamid Company	22
American Liberty Marketing Co.	14
American Printing Co., Ltd., The	54
Applewhite, S. V.	146
Augustin, J.	164
Auto Painting & Repairing Co., Inc.	118
Avondale Marine Ways, Inc.	Back Cover
Ayers Materials Co., Inc.	96
Azalea Gardens Subdivision	148

B

Bacon Lumber Company	144
Beach Bros. Furniture Store	166
Bishop-Edell Machine Works, Inc.	152
Blue Plate Foods, Inc.	152
Borden-Aicklen Auto Supply Co., Inc.	154
Borden Co.	90
Boyce-Harvey Machinery, Inc.	240
Breaux, Jesse J.	108
Bridge Circle Inn	158
Brook Tarpaulin Co., Inc.	152

C

Carey & Helwick	162
Celcure Wood Preserving Corp. of Louisiana	140
Celotex Corp., The	8
Chamber of Commerce of the New Orleans Area	138
Claverie Motors, Inc.	96
Clerc Lumber Co., Inc.	160
Codifer, Inc.	162
Collins, J. C.	158
Colonial Hotel Courts	84
Cotton Club	136
Crane Clothing Co., Inc.	166
Crescent City Engraving Co.	164
Crescent Materials Service, Inc.	166
Crescent Typewriter Exchange, Inc.	170
Curry, W. P., Lumber Company	162
Cutcher Canning Co., Inc.	166

D

Danziger, Geo., General Agent	128
Davison Chemical Corp., The	150
Deep South Mercury, Inc.	174
De Fee, Jack	140
Delta Match Corp.	94
Delta Petroleum Company, Inc.	134
Delta Pipe & Boiler Co.	152
Derbes, Charles J., Jr.	120
Dixie Carriers, Inc.	82
Dixie Finance Company, Inc.	170
Dixie Tourist Court	166
Doerr Furniture Co., Inc.	44, 45
Douglas Public Service Corp.	130
Dunham-Pugh Co., Inc.	98
Duplechin's, Roy, Super Store	172

E

Eighth Ward Democratic Club of Jefferson Parish	128
Ernest Engineering, Inc.	170
Ernst, T. Edward, C. E.	148

F

Feitel's, Ed. E., General Department Store and Self Service Food Store	154
First National Bank of Jefferson Parish, The	154
Fisher's Store	166
Fitzgerald's Seafoods	162
Fleming Canal Store	158
Foundation Plan, Inc.	146
Franklin Printing Co., Inc.	150
Freeport Sulphur Co.	104
Freiberg Mahogany Co., The	134
Frey, L. A., & Sons, Inc.	158
Friedrichs Manufacturing Co.	168
Fromherz Engineers	136

G

Garden of Memories	170
Geer Studio	120
General Outdoor Adv. Co., Inc.	130
Gennaro's	156
George Engine Co., Inc.	30
Gonzales Motors, Inc.	120
Great Atlantic & Pacific Tea Co., The	146
Great Southern Box Co., Inc.	82
Green-Walker Galvanizing Co., Inc.	152
Gretna Hardware Co.	164
Gretna Sheet Metal Works	162
Guenther, Leo S.	142
Gulf Fur Co.	106
Gulf Grinders and Distributors, Inc.	160
Gulf Refining Co., The	140

H

Hall Electric	118
Hansell, F. F., & Bros., Ltd.	154
Harvey Canal Land & Improvement Co.	136
Harvey Canal Shipyard & Machine Shop	100
Harvey Lumber & Supply Co., Inc.	32
Harvey Mud Co.	160
Heebe's Bakery	160
Hero Wall Co., Inc.	64
Hill, H. G., Stores, Inc.	46
Hogan Bros., Inc.	116
Holmes, D. H., Co., Ltd.	86
Hotard & Webb	152
Hyatt, Inc.	144

I

Iaconopelli, Emile	162
Industrial Electric, Inc.	156
International Lubricant Corp.	144
Intracoastal Terminal	34

J

Jackson Machinery Co.	64
Jahncke Service, Inc.	10
James, T. L., & Co., Inc.	90
Jefferson Bottling Co., The	138
Jefferson Democrat	52
Jefferson Finance Co., Inc.	166
Jefferson Motor Co.	114
Johnny's Bar & Pool Room	106
Johns-Manville Products Corp.	114
Jones, Jesse R.	108
Jones & Loughlin Steel Corp.—Container Division	154
Jordan, French, and White, Inc.	26

INDEX TO ADVERTISERS

K

Keller Construction Corp.	88
Kenner Cabinet, Sash & Door Works	128
Klotz Cracker Factory, Ltd.	146
Klumpp, Fred H.	164

L

Lafitte Oil Distributing Co.	62
Lauricella, John L., & Sons	110
Lawyer's Title Insurance Corp.	156
Leftwich Co., Inc.	174
Leitz-Eagan Funeral Home, Inc.	146
Loeb, Ernest M., Co., Inc., The	36, 37
Louisiana Power and Light Co.	16, 17
Louisiana Transit Co.	50
Luminais Plumbing & Heating Co., Inc.	58

M

Magnolia Park, Inc.	214
Maison Blanche Carrollton	138
Mancuso Barrell & Box Co., Inc.	150
Marine Paint & Varnish Co., Inc.	142
Marrero Land & Improvement Assn., Ltd.	12
Mason Smith Real Estate Co., The	114
Matthews, Geo. B., & Sons, Inc.	143
Mayronne	155
Mayronne Lumber & Supply Co., Inc.	130
McDermott, J. Ray, & Co., Inc.	103
McWilliams Dredging Co.	142
Meraux, Phil	150
Metairie Ridge Nursery Co., Ltd.	166
Metairie Savings Bank & Trust Co.	134
Meyer's Specialty Shop	88
Moisant Servicer	172
Montaldo Insurance Agency, Inc.	56, 57
Mothe Life Insurance Co.	162
Muhleisen, L. A., & Son Funeral Home	150

N

Neeb's Hardware Store	163
New Orleans Public Service, Inc.	Inside Front
Nicholson and Loup	163
Nomac, Inc.	92
Nunez Grocery & Bar	110

O

Oleander Hotel	116
Original Bruning's Restaurant	128
Orleans Materials & Equipment Co., Inc.	143
O'Shaughnessy Service, Inc.	Inside Back
Ozone Company, Inc.	154

P

Paletou, J. Wallace, Inc.	160
Palmer and Baker, Inc.	24
Pendleton's	136
Penick & Ford, Ltd., Inc.	132
Pertuit Realty Co.	106
Petco Corp.—New Orleans Refinery	84
Petrolane Gas Co., Inc.	93
Petroleum-Bell Helicopter Services	40
Pinnacle Oil Co., Inc.	98
Pipe Line Service Corp.	86
Plymouth Cordage Company	112
Pontchartrain Lumber Co., Inc.	132
Pritchard, A. C., & Son	170
Products Research Service, Inc.	138
Publicker Commercial Alcohol Co. of La., Inc.	92

R

Ransom, W. A., Lumber Co.	158
Rantz Ice Factory	168
Rathborne, Joseph, Land and Lumber Co., Inc.	28
Rheem Manufacturing Co.	104
Riverside Stores	170
Roemer Dairies	162
Roessle & Galloway	144
Rossi Motel Court	130
Roussel's Service & Repair	168
Roussel's Triangle Service and Repair	160
Rowan, Peter P., Co., Ltd.	156
Roy, A. K., Inc.	116

S

St. Regis Airline Restaurant	164
Samuel Bros.	170
Schayer-Badinger, Inc.	160
Scheinuk the Florist	170
Security Building & Loan Assn.	172
Sherwood Refining Company, Inc.	110
Shippers Compress Warehouse	163
Skyline Motel	170
Smith, Ed. Stencil Works	160
Smitty's Cabs	170
Southern Concrete Co., Inc.	166
Southern Cotton Oil Co., The	102
Southern Equipment & Tractor Co.	94
Southern Laboratories, Inc.	24
Southern Solvents and Chemicals Corp.	98
Southern Shell Fish Co., Inc.	132
Southern States Equipment Co.	132
Southern Tavern	128
Southport Lumber Co.	168
Spahr, Chas. E., Distributor	100
Staples Sporting Goods & Marine Supplies	216
Stauffer Chemical Company	112
Stauffer, Eshleman & Co., Ltd.	158
Sterling Ice Cream Co., Inc.	118
Stone, John W.	112
Stratton-Baldwin Co., Inc.	144
Stumpf's, John, Son	62
Swanson Seafood Restaurant	140
Swift & Co.	142

T

Texas Co., The	48
Tropical Radio Telegraph Co.	148

U

United Gas Union Producing Co.	60
United States Steel Products	168

V

Von Der Haar, Frank A.	158
------------------------	-----

W

Weaver, Bert, Materials, Inc.	134
Wego Insurance Agency	106
Weigel, Elmer G.	164
Weiner's Furniture Co.	168
West Side Oil Co., Distributor	62
Westside Transit Lines, Inc.	174
Western Union Telegraph Co.	166
Whitney National Bank of New Orleans	102
Williams, W. Horace, Co., Inc.	156
Wilson Variety Stores	158
Woodward, Wight & Co., Ltd.	150

POWER

ON THE MOVE



IN JEFFERSON PARISH

Wherever you see POWER in Jefferson Parish, you're likely to see Caterpillar on the move—on roads and highways, on waterways, in plant yards, in any of the vast industrial projects that bring new wealth to the parish.

For the progress of Jefferson Parish, for

Caterpillar's contribution to that progress, and for our own part in selling and servicing powerful Caterpillar equipment, Boyce Harvey Machinery, an important business in Jefferson Parish, is proud.

CATERPILLAR



BOYCE-HARVEY MACHINERY, INC.

5010 Jefferson Highway, New Orleans, La.

7330 Florida St., Baton Rouge 2, La.

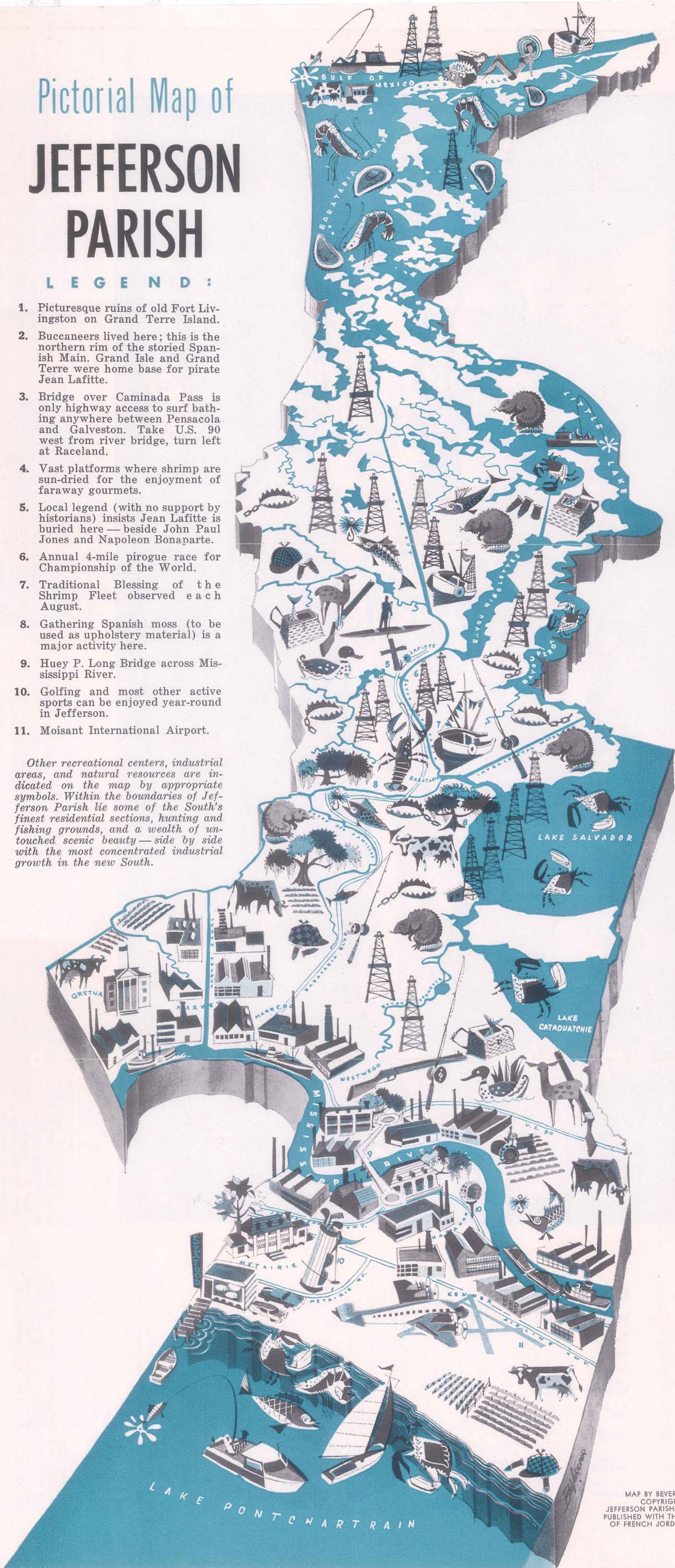
P. O. Box 310, Morgan City, La.

Pictorial Map of JEFFERSON PARISH

LEGEND:

1. Picturesque ruins of old Fort Livingston on Grand Terre Island.
2. Buccaneers lived here; this is the northern rim of the storied Spanish Main. Grand Isle and Grand Terre were home base for pirate Jean Lafitte.
3. Bridge over Caminada Pass is only highway access to surf bathing anywhere between Pensacola and Galveston. Take U.S. 90 west from river bridge, turn left at Raceland.
4. Vast platforms where shrimp are sun-dried for the enjoyment of faraway gourmets.
5. Local legend (with no support by historians) insists Jean Lafitte is buried here — beside John Paul Jones and Napoleon Bonaparte.
6. Annual 4-mile pirogue race for Championship of the World.
7. Traditional Blessing of the Shrimp Fleet observed each August.
8. Gathering Spanish moss (to be used as upholstery material) is a major activity here.
9. Huey P. Long Bridge across Mississippi River.
10. Golfing and most other active sports can be enjoyed year-round in Jefferson.
11. Moisant International Airport.

Other recreational centers, industrial areas, and natural resources are indicated on the map by appropriate symbols. Within the boundaries of Jefferson Parish lie some of the South's finest residential sections, hunting and fishing grounds, and a wealth of untouched scenic beauty—side by side with the most concentrated industrial growth in the new South.



Facts the visitors should
know about

GRAND ISLE

Grand Isle is an "all year round" informal vacationland! The fishing season is twelve months long — and — for surf bathing and swimming, the visitors themselves have rendered the verdict: that the Gulf of Mexico during December is warmer than the Great Lakes in mid-summer.

A new modern highway connects New Orleans with Grand Isle. The speedometer reading is approximately one hundred miles and the trip, allowing for a speed leisurely enough to enjoy the beautiful bayouland and the trembling prairie on the route, is normally a three-hour pleasure.

You can go by bus, if you arrive in New Orleans without a car. Simply phone the Greyhound Depot for the schedule and proper connection. For a private plane, phone the New Orleans Airport.

Grand Isle itself is eight miles long and three quarters of a mile wide—small enough to explore from end to end in a day, large enough on which to live happily a lifetime. It is level and dry. You can drive your car into practically every corner and cranny. But it's lots more fun to discover its delights on foot.

There are sufficient hotels and tourist cabins for the normal accommodation of visitors. But, we recommend that reservations be made well in advance for week-ends and holidays — especially during the week of the Annual Tarpon Rodeo in July. The average rate is \$5.00 per day per room.

Several restaurants provide reasonably priced meals with a varied menu. Seafood, fresh from the Gulf, is of course, the specialty and pride of the Island. Many of the camps and cabins have kitchens and all utensils so you can fry your own catch of trout or boil your own shrimp or crabs.

Gasoline, oil, battery and tire service and even expert car repairs are available right on the Island. Cocktail lounges and island type dancing plus a movie, boasting first run pictures, afford night time diversion. Both Catholics and Protestants may attend Sunday services in churches of their own faith. The Island is well covered by telephones and electric light — but there is no telegram delivery service.

Grand Isle is rated among the first ten of

the world's best fishing spots . . . there is no Louisiana limit on your catch as far as salt water fishing is concerned (you can fill a bag, a basket or the bottom of the boat) . . . and the State of Louisiana will grant you a non-resident fishing license, good for seven days, for only \$2.00.

For the amateur, the vacationist who fishes for fun, there is the efficient but inexpensive combination of a skiff, a slaughter pole and a can of shrimp — all available

on Grand Isle. Then happy hours in sheltered Barataria Bay, back of the island, and home with a haul of speckled trout, sheepshead, mullet, or — so varied is the piscatory population, it may be anything, even a big redfish, large enough to be stuffed, baked, and served to the whole hungry party.

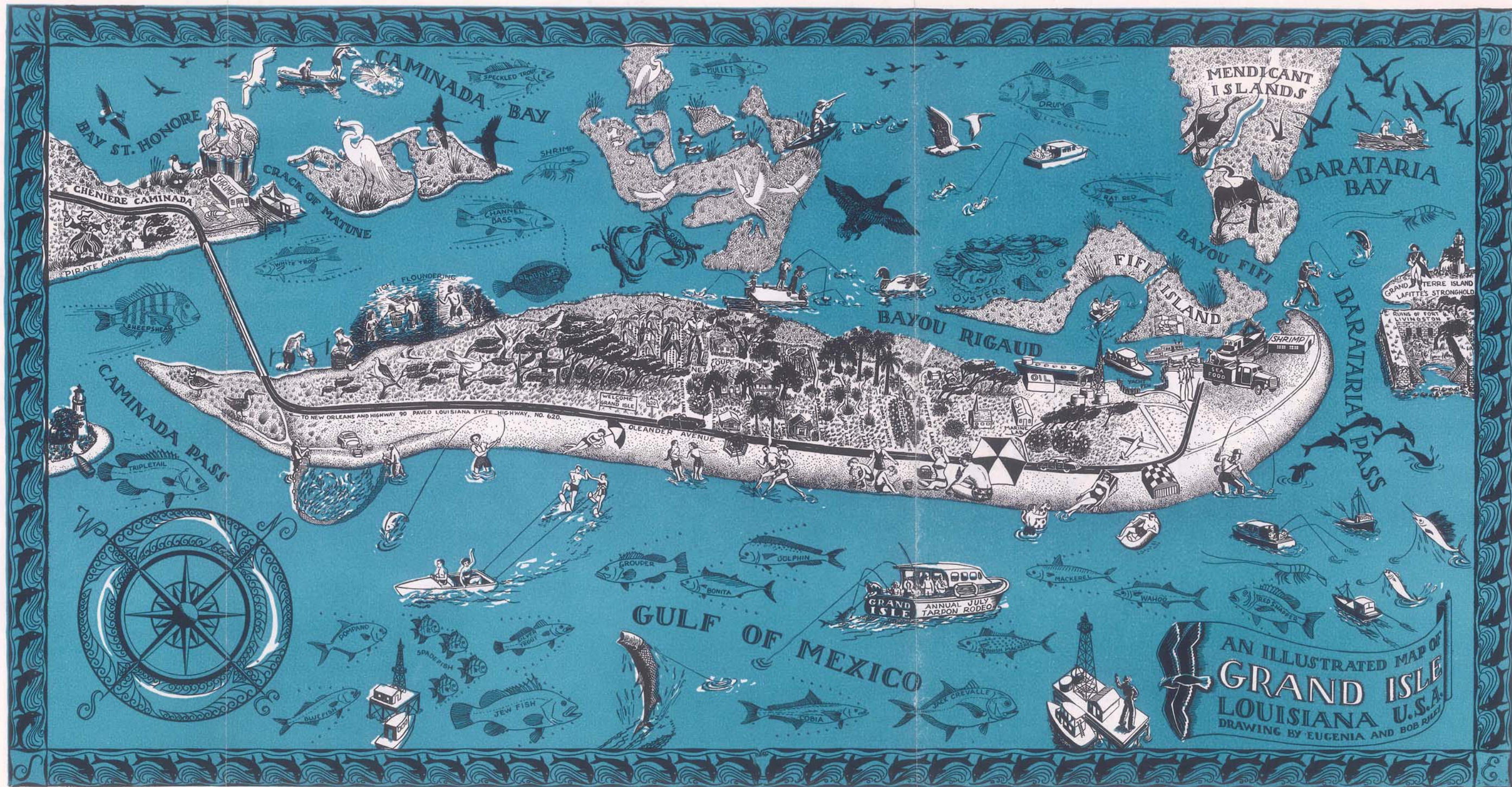
Fishing tackle and bait are available at reasonable cost — plus FREE expert advice from the natives on where and how to catch the mostest and bestest.

For the big league fishermen there are the boats for charter, all necessities furnished — and off for the open Gulf! Where, as a starter, maybe the huge Cobia, often called ling, or lemon fish; or the bull redfish, one of the most beautiful prizes drawn from the sea, its scales tipped with gold; or a school of Spanish mackerel, whom the epicures rate high; but finally, and inevitably, the SILVER KING himself.

Deep sea diesel powered sport fishing

boats, equipped with ship-to-shore communications and captained by veteran Grand Isle fishermen, can be chartered for the average price of \$50.00 a day, from 6 a. m. to 2 p. m. covering a party of any number from one to ten persons. Rods and reels and necessary equipment are supplied. Ice, bait, food and refreshments are extra — but usually runs about \$10.00 for the entire party per day.

Any more questions? If so, refer to the above map of Pleasure Island.



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

ANOTHER AVONDALE ACHIEVEMENT

McDERMOTT DERRICK BARGE No. 7

(at work in the Gulf of Mexico)

The world's largest "full revolver" type derrick barge.

Built for J. Ray McDermott Co., Inc. by Avondale Marine Ways. Also the largest derrick of this type ever built by American Hoist & Derrick.

This mammoth barge measures 300 feet in length, 90 feet in width with a depth of 19 feet. Derrick capacity 250 tons (at 50' to 80' radius). Boom length 200 feet.

Avondale specializes in the construction of all types of floating marine equipment and pipe jacket structures of the petroleum industry.



AVONDALE MARINE WAYS, INC.

SHIPBUILDERS • REPAIRERS • FOUNDERS • PROPELLERS • STRUCTURAL STEEL

P. O. BOX 1030

NEW ORLEANS 8, USA