

JEFFERSON PARISH YEARLY

# REVIEW

1955









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 In the Middle South, New Orleans...  
 Public Service

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## As New Orleans Grows, Louisiana Prospers

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

NEW ORLEANS **Public Service** INC.

Serving New Orleans with Low-Cost Electricity, Gas, Transit

# JEFFERSON PARISH YEARLY

# REVIEW

Kenner, Louisiana

1955

## C O N T E N T S

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

John J. Holtgreve, President

### STAFF

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

We are proud to inform our readers that the 1954 Jefferson Parish Yearly Review won the MEAD PAPER COMPANY ANNUAL AWARD as one of the outstanding publications of its kind in the U. S. The citation read: "... an excellent example of community spirit and pride of achievement ... preserved by many institutions and individuals for its great historical value." With this, our 1955 and 21st consecutive yearly edition, we hope, however, to surpass the quality and interest of even our AWARD ISSUE. We leave the verdict to you.



OUR COVER: This is the historic Lafitte No. 1—the well that first brought oil to Jefferson Parish in 1935 ... reproduced from a painting by J. Haynes Smith authorized especially for this cover of the REVIEW by The Texas Company.

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T W E N T Y - F I R S T Y E A R

# 1955





# JEFFERSON

# PARISH

By

**John J. Holtgreve**

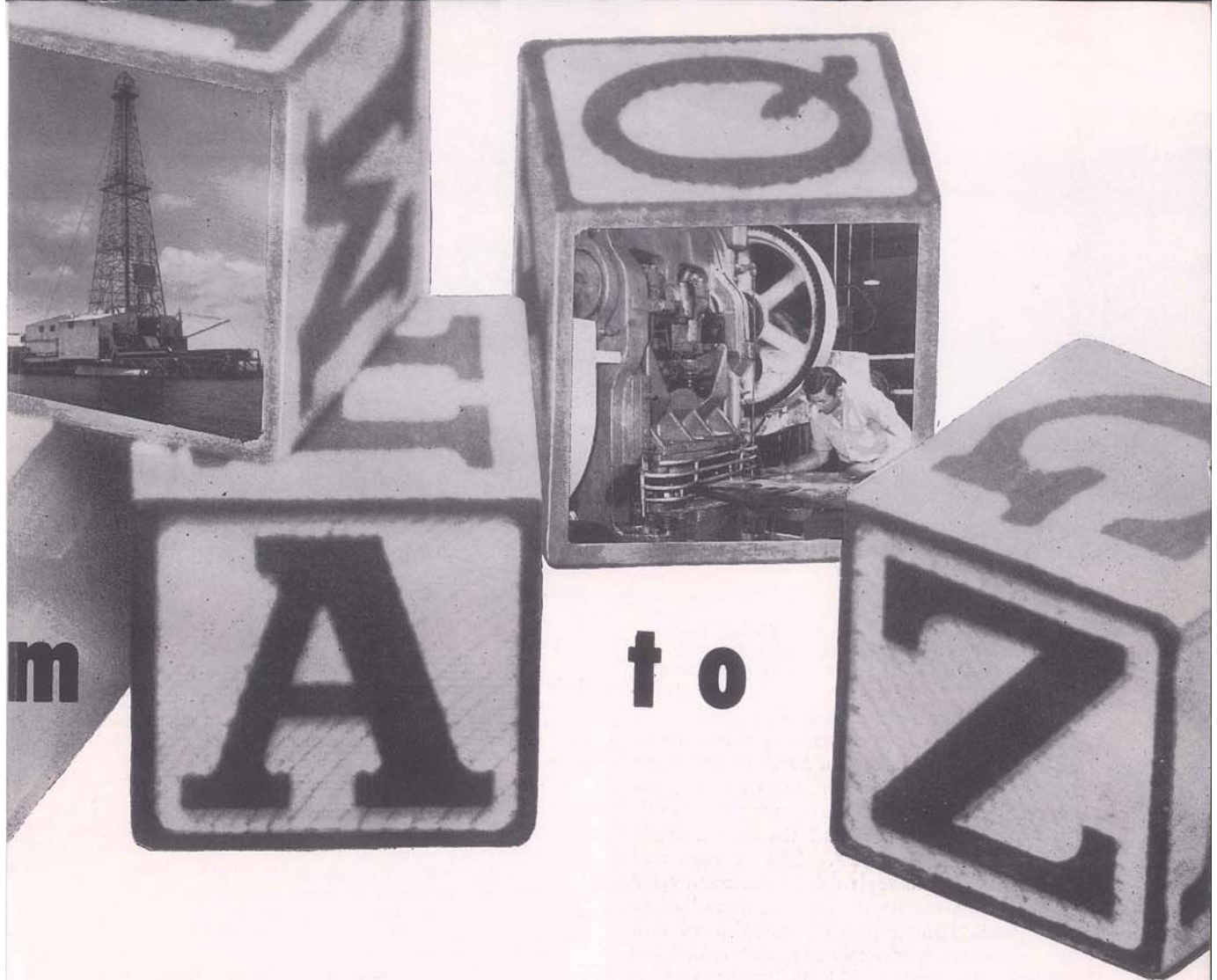
**President**

**Jefferson Parish Police Jury**

Jefferson Parish today is recognized as the most concentrated industrial area in the Deep South, with approximately two manufacturing plants for every mile of its length. It doubled its population between 1920 and 1930, and more than redoubled it again between 1940 and 1950. It has grown so big—so fast—and its activities have become so important to the rest of the U. S. that requests for information about this parish in general, and its industries and facilities in particular, are constantly increasing in number and variety.

The answers to those questions most frequently asked have been collected,





culled and condensed into the limits of the following pages . . . and alphabetically arranged for convenience. This, then, is a reader's digest of the progressive Parish of Jefferson, the strong right arm of the No. 2 Port of the nation.

#### AGRICULTURE

*Only about 2% of the parish area is now under cultivation.*

Surprisingly, this tiny percentage is an appropriate introduction to our alphabet . . . for the dramatic success story of Jefferson is contained in its complete reversal from a 98% agricultural area around the turn of the century to the most highly concentrated industrial section in the Deep South today.

#### AIRLINE HIGHWAY

*The overpass extension of Tulane Avenue from downtown New Orleans, which passes through East Jefferson, leads to Moisant Airport, and becomes the highway to Baton Rouge.*

Traffic from East Jefferson, East End, Kenner, Metairie and Harahan feeds into this highway for through traffic to the heart of New Orleans or to the State Capital and northern points.

#### AREA

*Jefferson Parish reaches up 60 miles from the Gulf of Mexico, its shape greatly resembling a strong right forearm, with the Port of New Orleans supported in its cupped palm, the fingers disappearing in Lake Pontchartrain and the thumb cut off by Orleans Parish.*

Its area of 426 square miles is bounded by the parishes of Orleans (which is the city of New Orleans), Plaquemines, St. Charles and Lafourche. With the Mississippi passing right through the parish, it offers to industry and commerce the largest extent of river frontage within the Port of New Orleans.

#### AVONDALE

*An important upriver point of Industrial Jefferson on the West Bank.*

Located just above the Huey P. Long Bridge, this active industrial area is the location of Avondale Marine Ways and Avoncraft, Inc. . . . the American Liberty Marketing Company, the largest handlers of fish oil, vegetable oils and alcohol in the world . . . and the huge yards of Texas Pacific, Missouri Pacific and Southern Pacific.





## BARATARIA BAY

*Barataria Bay lies behind Grand Isle and Grand Terre and connects with the Gulf of Mexico via deep Barataria Pass.*

To its calm island concealed waters the pirate ships of Jean Lafitte returned home with their loot, less than a hundred and fifty years ago, safe from both storm and searching enemies. Today it shelters Jefferson's deep sea shrimp fleet until the season sends them out into the Gulf. The luggers and skiffs harvest and replenish its famous oyster beds, the charter boats cruise its broad miles with inside fishing parties, and the oil and gas engineers are exploring and exploiting beneath its depths. At its upper end it merges with the lakes and bayous of the Barataria Country.

## BARATARIA COUNTRY

*Technically, it is the immediate section around the villages of Crown Point, Barataria and Lafitte in the area of Bayous Big and Little Barataria. But sentimentally, it is the entire water wonderland below industrial Jefferson extending to the Gulf of Mexico.*

It is the "Land of Lafitte the Pirate," whose Baratarians, turned buccaneers, once transported their loot through this liquid labyrinth of bayous, bays, marsh and oak mounds for ten long years to evade the law . . . and it is from them the two bayous, the bay and this whole beautiful water wilderness take their name. This is the semi-liquid mysterious maze which only boats can penetrate; a fishing and hunting paradise canopied by Spanish Moss and carpeted by the purple water hyacinth; the trembling prairie where oil was first discovered in Jefferson; the picturesque location of the annual Pirogue Race and the Garfish Rodeo; and the home and livelihood of Jefferson's trappers, shrimpers, oystermen and fishermen.



Above: A trim craft and a trim crew of Jefferson Juniors embarking for a Sunday afternoon sail on Lake Pontchartrain.

Left: A Metairie segment of the busy Airline Highway which slices 124 miles across Louisiana to New Orleans, the longest 4-lane divided freeway in the nation and cutting the distance to Baton Rouge by more than 41 miles.

## BAYOUS

*The closest thing to a bayou in Yankeeland would be a creek . . . but down here bayous range in size from ditch narrow to river wide, run perversely in all directions, and sometimes flow forward, sometimes backward, depending on the water level.*

Jefferson Parish, below its industrial area, is a broad and beautiful bayouland. Its longest and largest—Bayous Big and Little Barataria, navigable for 20 miles—is the time honored highway of the fishing boats, the main street of the Village of Lafitte, the locale of the annual pirogue race, and carries the Texas-to-Florida Intracoastal Waterway through the greater part of its journey through Jefferson.

Almost equally important Bayou Cutler connects with the now famous Dupre Cut (originally dredged as a navigational short cut for the fishermen), and the two today form a straight liquid road through Jefferson's rich oil and gas fields. Bayou Rigaud, back of Grand Isle, is a snug harbor for Jefferson shrimpers and oystermen. And miniature Bayou des Oies (Bayou of the Geese) flows by the Perrin Cemetery, where, legend says, are buried Jean Lafitte, John Paul Jones and Napoleon.

These are only a few of the many you'll spot on the map with their melodious Gallic names, whose connected twists and turns only the bayou born can follow. It was in their tricky maze that the smuggler ancestors of many present day law abiding bayou citizens laughed at pursuit back in the days of Lafitte.



You'll find them—these self-reliant shrimpers—all along the Barataria waterways from Westwego to Grand Isle, in boats ranging from huge luggers that roam far out in the Gulf to the modern, more convenient and more economical skiff types for use in the bays and inland waters. The seeking and selling of seafood is Jefferson's oldest industry.



## BEACH AT GRAND ISLE

*Lying behind three protective sand bars, which eliminate the undertow but do not disturb the rolling surf, Grand Isle's eight mile long beach is famous for its safe year-round salt-water bathing and swimming.*

But what the sea so generously bestows it sometimes returns and steals . . . and in recent years it has been filching a bit too much of Grand Isle's golden sand. So, in 1951, a program was launched to restore what the Gulf had borrowed of its broad beauty—and you will read about this in our "Progress Report of the Parish" in this same issue.

## BIRD SANCTUARY

*Grand Isle and the man unmolested miles of Lower Jefferson's marshland are sanctuary for the Birds of America . . . here they stop and rest and feed on their annual migrations.*

Of the sixty-five bird families recorded in the U. S., fifty have been seen in Jefferson. The Blue Goose winters here, leaves Louisiana for its nursery and summer home in the bleak arctic tundra, and makes the return flight to the Gulf in one unbroken trip. The ruby-throated humming bird, tiniest of all feathered folk, sets out annually to fly across the Gulf non-stop. Innumerable warblers, tanagers, finches and orioles arrive in Spring and leave in Autumn for further South. The beautiful Willet with a two-foot wing spread and nearly extinct, the black duck, the common tern, the green-winged teal, the baldpate (one of the fastest fliers in the duck family) and the pintails . . . the heron, quail, Poule de Eau (American Coot) and that rare bird "The Whooping Crane" . . . in fact, 77% of all the birds ever known on the Continent have made their annual flights to and from Jefferson.

## BLESSING OF THE FLEET

*As old as Catholicism itself, this annual religious ceremony of the sea has been handed down to the fishermen of Jefferson from their forebears in far off fishing villages of the Old World.*

On a Sunday afternoon in August each year, just before the boats set out for the first trip of the shrimping season, the fishermen of Jefferson gather at Westwego, on Big Bayou Barataria and at Grand Isle to receive the blessing of the Holy Church on their boats, their captains and their crews. This is humble acknowledgement that in the hands of "Bon Dieu" they place their trust that the catch will be bountiful and that they will face the dangers of their calling unharmed. And then, as has been the custom for generations, these fisherfolk, with food and drink and merry-making, enjoy the rest of the day and evening before heading home.

## BOAT BUILDING

*Boat building in Jefferson runs the gamut from shaping a cypress log into a pirogue back in the bayous to the multi-million dollar industry that launches over 250 steel vessels a year at Avondale.*

Avondale Marine Ways, Inc.—Jefferson's largest boat building industry and one of the finest yards in the nation—constructs steel ships and floating mechanical marvels at its Avondale plant, its most recent achievement being a drilling barge a city block long on which operates the largest revolving type derrick ever built. At Harvey Canal this company, in addition, maintains its "Quick Repair Plant" with modern drydocks and complete ship repair facilities, as well as one of the most modern propeller shops in the country.

On the Harvey Canal is the Harvey Canal Shipyard and Machine Shop, the oldest boatways in the parish . . . and there are, also, small boatyards at Westwego and Lafitte.





The Metairie Evangelical Church on Metairie Road—a pleasant place of worship for its many members and a well-known landmark for Metairie's visitors.

## CAUSEWAY

*Across Lake Pontchartrain connecting the Parishes of St. Tammany and Jefferson.*

On Dec. 8, 1954, the \$46,000,000 Bond Issue was sold on the Lake Pontchartrain Causeway. Construction began this year and this new vital artery of transportation should be completed by 1956.

This will be THE LONGEST BRIDGE IN THE WORLD—which, with its toll bridge and requisite approaches, will extend 24 miles across Lake Pontchartrain . . . and will provide a direct route for thru-traffic to Jackson, Mississippi; Memphis, Tennessee; Chicago and other north and northeast points, by linking the Airline Highway on the south side of the Lake to the East, North and West Branches of U. S. 190 on the lake north shore. It will connect directly with U. S. 90 (The Old Spanish Trail) that runs from Florida through to California.

And, it will speed the development of the entire suburban area of Jefferson Parish and Greater New Orleans.

## CHANNEL TO THE SEA

*Jefferson Parish plans its own parish financed, parish constructed shortcut to the sea.*

Beginning at Westwego, it will drop down straight through Jefferson Parish from the Port of New Orleans to Grand Isle—a distance of about 55 miles—which is almost 60 miles shorter than the present river route and 31 miles shorter and faster than any other sea route from New Orleans ever considered.

It will be a 40-foot deep, 600-foot wide tidewater channel direct to deep water . . . not affected by fogs or tides or currents . . . will accommodate the largest cargo and passenger vessels afloat . . . will drastically reduce distance, time and shipping costs . . . will provide on its banks additional industrial and warehousing sites, so that through and around a greatly expanded industrial Jefferson will flow and flourish the greatest seaport in the South . . . and Greater New Orleans will grow even greater.

## CHENIERE CAMINADA

*Jefferson's southernmost tip of mainland on the Gulf of Mexico . . . just this side of the bridge to Grand Isle.*

Early in the history of the parish Cheniere Caminada was both Jefferson's and Louisiana's heaviest settled area on the Gulf Coast with a population around 2,000. But it was almost totally destroyed in the terrible hurricane of 1893, and again battered in the storm of 1915. Not until the through road was built to Grand Isle in 1934 did Cheniere Caminada start on the long road back. But today it is once more a growing seafood packing and fishing community.

## CHURCHES

*In this parish recognized for its low crime rate and small percentage of juvenile delinquency, much credit can be given its churches and their work.*

Catholics and all important Protestant faiths are represented by both white and colored churches.

## CLIMATE

*In Jefferson Parish, not more than five days throughout our so-called winter will the temperature drop below 32°.*

Located in a sub-tropical latitude and influenced by the Gulf of Mexico, the seasons are more a matter of calendar than weather. In the Jefferson Parish area there are 320 growing days out of the year. And its mild, uniform, year-round working climate is a great asset to the industries who locate here and the employees who live here.

## COURTHOUSE

*The home of Jefferson's legislative and judicial branches of government is logically located right in the center of the original Destrehan tract of land where the history of the parish began over 200 years ago.*

The people's building where the perplexing problems of government that never cease are unceasingly solved. Every resident of the parish, sooner or later, brings his problem or his proposition through these doors that never close, just behind the Memorial Arch in Gretna. (See "Progress Report of the Parish" for data on new Courthouse).



A section of the Mississippi River levee on the West Bank of Jefferson—so substantial and so reliable these days that nobody ever worries about Ol' Man River's flash floods or Spring rampages.

### CROWN POINT

*The Gateway to the Barataria Country.*

Jefferson's sturdy community of shrimpers, crabbers, trappers and moss pickers located where the Waggoner Navigational Swing Bridge spans Little Bayou Barataria. Close to Crown Point is the only remaining moss gin in the parish in which Spanish Moss plucked from the beautiful Barataria patriarch oaks is prepared for market.

### DEPARTMENT OF REGULATORY INSPECTIONS

*The Department of Regulatory Inspections issues all building, plumbing and electrical permits for new construction or remodeling in the unincorporated area of Jefferson Parish outside of the four cities.*

Its main office is located at 1627 Metairie Road, with branches in Westwego and on Grand Isle. From January, 1954, to January, 1955, this new two-year-old department issued permits totalling \$41,002,171 a figure which is dramatic proof of the tremendous annual growth of Suburban Jefferson.

### DRAINAGE

*One of the most important reasons for the tremendous industrial growth of Jefferson has been the planned program of DRAINAGE which, over the years, has steadily reclaimed additional acres for high and dry new industrial and home building sites.*

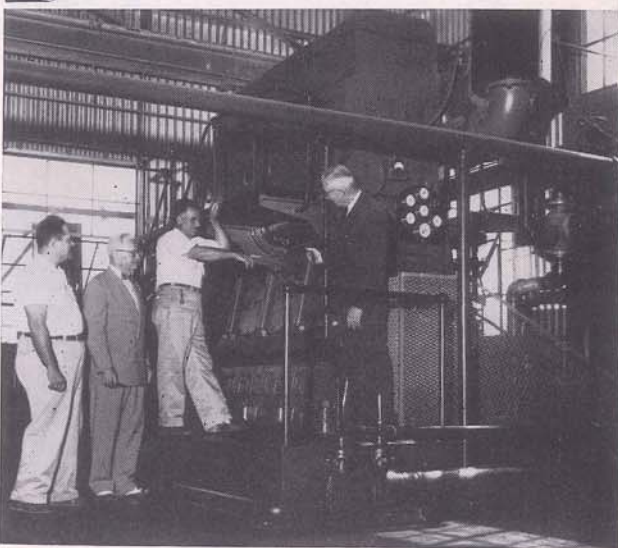
In 1913, for instance, only 2400 acres on the East Bank of Jefferson were under control—the balance was marshland or swamp. But today, the East Bank's entire 33,000 acres are thoroughly drained and either in use or available for use. And today—all the communities of the parish on both banks are either served by efficient drainage districts or are subject to natural drainage.

The Fourth Jefferson Drainage District handles all the normal and high water problems of the whole East Bank. The Jefferson-Plaquemines Drainage District services Gretna and lower Harvey and the rear sections of Wards 1, 2 and 3. The Second Jefferson Drainage District drains upper Harvey and part of Marrero. The Ames Municipal Drainage District controls the other part of Marrero. The Sixth Jefferson Drainage District has the responsibility for Westwego and the section near the Huey P. Long Bridge west approach. Part of the Lafitte area is drained under direct supervision of the Police Jury.

### EAST BANK

*Jefferson Parish, like all Gaul, is divided into three parts: The West Bank, the East Bank and the Barataria Country ending up at Grand Isle.*

The East Bank is the only confusing area of the three. Like a quail in the brush it



The interior of recently reactivated Fourth Jefferson Drainage District Pumping Station No. 1 on Lake Pontchartrain with the following Board Members and Engineer making a periodical inspection: Left to right, R. L. Condon Jr., Chief Engineer; C. D. Bullard, President; P. J. Ferrara, Supervisor, pointing to air valve switch in the hand of E. D. Brown, Acting Secretary-Treasurer. This Drainage District keeps water out of an area of 33,000 acres with 65 miles of canals and about 112 miles of main ditches, and has 4 such stations as above on lake front.

blends so beautifully with Upper New Orleans that visitors are completely bewildered. Actually Monticello Street and the 17th Street Canal are the boundaries between the City of New Orleans and Jefferson's East Bank. Its other boundaries are more easily followed—Lake Pontchartrain, the Mississippi River and the St. Charles Parish Line.

On the East Bank are Metairie, recognized as one of the Deep South's finest residential districts; Jefferson's East End on the Lake, popularly known as Bucktown; the Southport and Jefferson sections through which passes the Old Spanish Trail, locally labeled the Jefferson Highway; the cities of Harahan and Kenner; and Little Farms.

The East Bank of Jefferson is the expansion joint of Greater New Orleans. Its communities are absorbing its suburban seeking home owners and its available acres are providing locations for new industries.

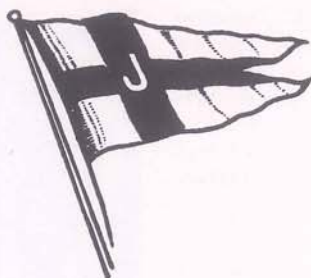


# JAHNCKE

## SERVICE

814 HOWARD AVE.

NEW ORLEANS 4, LA.



Established in 1875

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



- CONCRETE PIPE—CONCRETE BLOCKS

—MADE AT—

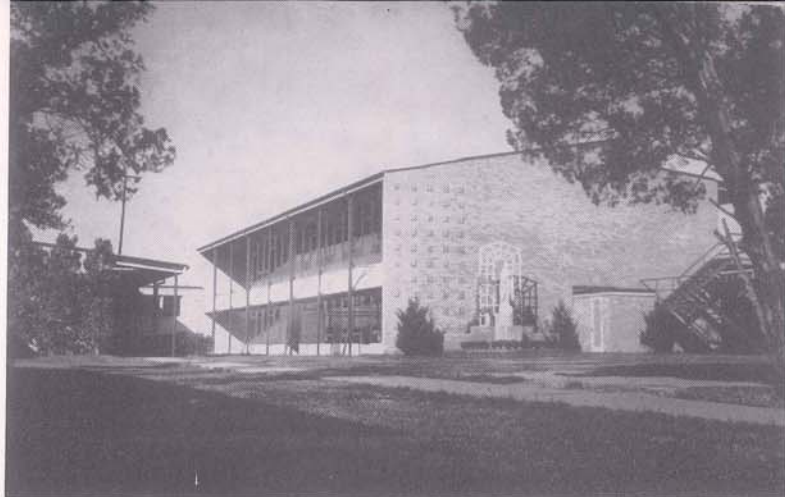
CONCRETE PRODUCTS PLANT

—IN—

JEFFERSON PARISH



Jefferson's pride in its schools—public, private and parochial—is evidenced in every one of its communities. In addition to our article and illustrations of the parish public school system in this issue, we present here a recent and excellent example of our Catholic educational institutions: The Immaculate Conception School at Marrero.



### EAST END (Bucktown)

*Jefferson's East End, on Lake Pontchartrain, is actually west of New Orleans' West End.*

This Lakeshore section is famous for its fishing and for its several unique seafood restaurants which serve boiled crabs and shrimp, without fancy frills or even tablecloth, but in huge delectable quantities at low price.

### EDUCATION

*Jefferson Parish was one of the first communities in Louisiana to establish public schools . . . back in 1842.*

And today, over a century later, Jefferson's school system still ranks with the top three parishes of the state. In 1945 the School Board instituted the 12-year attendance plan and embarked on a building program of new schools that is today one of the proudest accomplishments of the parish. Jefferson's school age and school inclined population is now increasing over a thousand persons a year . . . but the parish is paralleling this growth with constantly new facilities and new schools.

### ELMWOOD

*Jefferson's "Elmwood" is one of the oldest of the few surviving plantation homes in the Deep South . . . a living page from Louisiana's proud past.*

Although called "Elmwood," it sits in the middle of a grove of giant oaks just off the road to Harahan on the east bank of the Mississippi. It was originally built in 1728 by LaFreniere, a lieutenant of Bienville, on a land grant from the King . . . and served both as a home and a fort, as indicated by the gun slots that still exist in its 22" walls of sunbaked brick.

### FEAST OF ST. ROSALIE

*Kenner's annual September celebration, in which 40,000 people have been known to participate.*

The Feast of St. Rosalie started way back around 1903, when the preponderance of Kenner's population was its Italian truck farmers. It so happened that an epidemic was killing off their mules and horses and threatening the existence of their very liveli-

hood. So these devout Catholics prayed to St. Rosalie for help. She intervened—the epidemic was halted—and ever since every year the Feast of St. Rosalie has been observed, many of the paraders marching in stockinged and even bare feet in the ceremony of carrying and following the statue. It is also celebrated in Harvey.

### FERRIES

*Jefferson Parish is served by four ferries across the Mississippi River.*

One from the foot of Huey P. Long Avenue in Gretna to Jackson Avenue, New Orleans; one from Harvey to Louisiana Avenue, New Orleans; and one from Marrero to Napoleon Avenue, New Orleans. Also there is the Algiers Ferry, only 3 miles from Gretna, used by Jeffersonians who wish to land on the Orleans side for business or pleasure on Canal Street or below.

### FIRE PROTECTION

*The fire protection facilities of Jefferson Parish are keeping steady pace with its population growth.*

Twenty-two hundred fire hydrants, backed by the millions of gallons constant reserve and pressure of the recently enlarged East Jefferson Waterworks, now serve Jefferson's East Bank—together with the facilities of Jefferson Parish Fire District No. 1, with one station at 3525 Jefferson Highway at Shrewsbury and a second station on the Jefferson Highway at Southport . . . and Fire District No. 2 with three stations: Central District Station in the Bridgedale section of Metairie, and the other two in Metairie proper. Supported by a tax paid by property owners, these are the only paid fire departments in the parish.

Gretna, the Capital City on the West Bank, in addition to its other volunteer fire-fighting units, boasts the David Crockett Fire Company No. 1, the oldest still active volunteer fire department in the U. S.

Harahan has blueprinted a new combination fire department and city hall; Kenner has remodeled its present fire station and added 3000 feet of hose, plus the approved construction of a complete new fire station



# *Low-cost, dependable electricity*

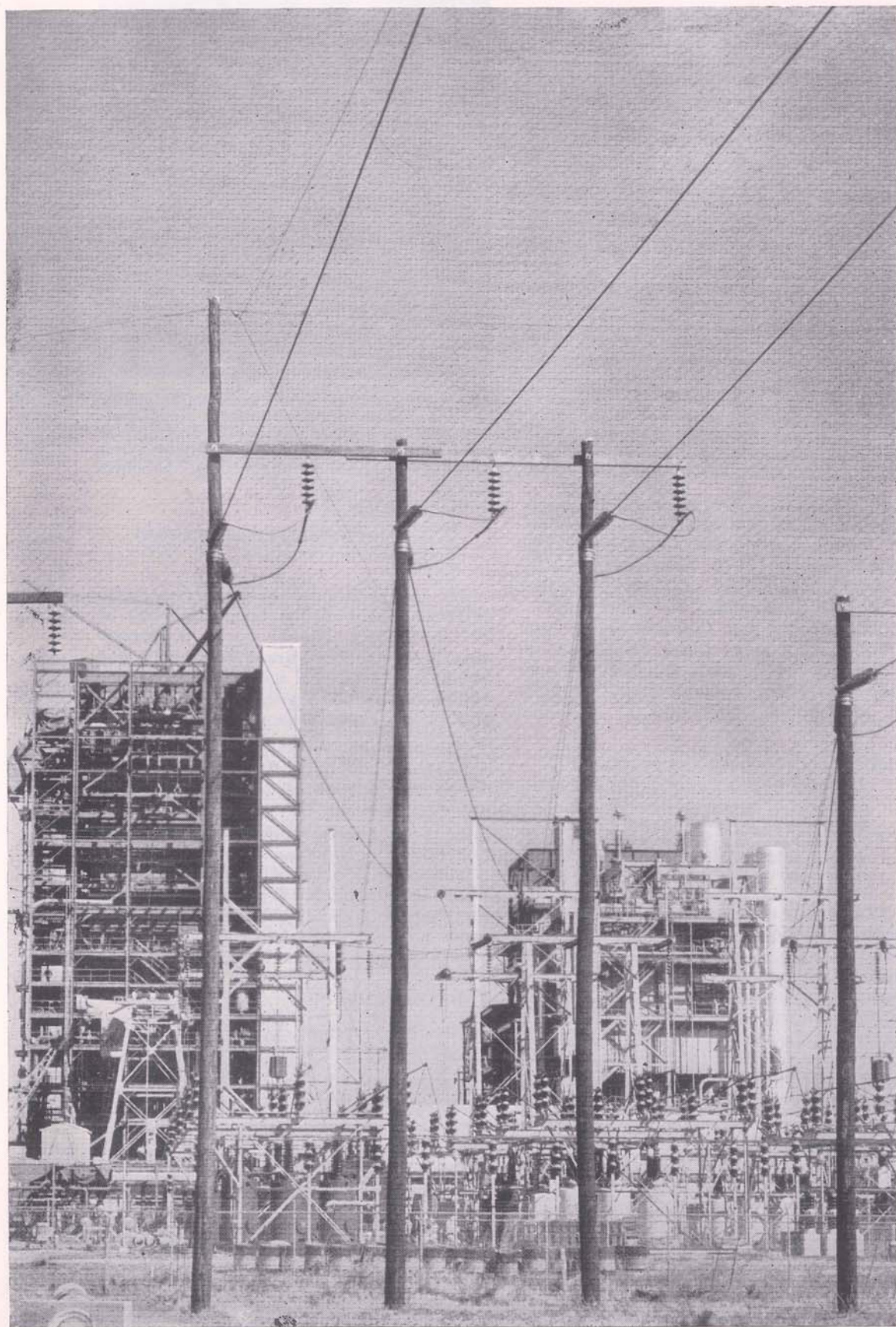
*—today as always an essential ingredient  
in the growth of Jefferson Parish*

We at Louisiana Power & Light Company have worked in many ways to help Jefferson Parish in its phenomenal growth. We have taken an active part in community activities. We have gone further. We have, through our Industrial Development Section, helped industries find ideal plant sites in Jefferson Parish.

But our main contribution has always been simply . . . low-cost dependable electricity. We have invested millions of dollars in our Jefferson Parish Ninemile Point plant (opposite page), one of the most modern generating stations in the South. And we are planning even further extension of our plant capacity to keep well abreast of Jefferson's industrial growth.

**LOUISIANA POWER & LIGHT**





**COMPANY**



*"Helping Build Louisiana"*





Above: Juli Gullledge of Westwego, Queen of 1954 Tri-Parish 4-H Fair (see page 163). Left: Agnes Santangelo, 15 year old Kenner High Freshman who was chosen Junior Miss New Orleans of 1954 over 61 contestants. Her sister Caroline was the 1953 winner.

unit; Westwego in 1954 expanded the capacity of its water plant and added a new water tower and additional fire station, which means more reserve for fire-fighting; and all through the parish fire protection holds high priority on the budget of the Police Jury.

Slated for the near future in the two paid fire districts is a fire alarm system that will use telephones on posts throughout Wards Seven and Eight, available at all times for all emergencies, fires, police calls and accidents.

#### FISHING (Commercial and Sport)

*Jefferson Parish . . . a piscatorial paradise . . . within whose boundaries are the Gulf of Mexico, Lake Pontchartrain and the Mississippi River—as well as a fish-filled assortment of bays, bayous and ponds small and large.*

Famous are the succulent lake shrimp and crabs of Pontchartrain; the Blue Busters of Lake Salvador, the greatest haunt of soft-shell crabs in the nation; the tasty swamp crawfish scooped up from practically every roadside ditch in early Spring; the deliciously flavored oysters of Barataria Bay; our fresh-water game fish favorites—perch and black bass (known here as green trout); the infinite variety of salt water good eating and good sport—such as speckled trout, pompano, Spanish mackerel, the bull redfish or the huge cobia, ling or lemon fish; and, last but not least, the fighting tarpon off Grand Isle.

In these same waters where sportsmen love to fish, hundreds of Jeffersonians fish to live . . . bringing from the Gulf and the bays, in their trawlers and luggers and skiffs, their season's catch of oysters, shrimp and crabs to U. S. markets and Jefferson's canning plants—among which is the largest shrimp canning plant in the world, The Southern Shell Fish Company at Harvey.

#### FORT LIVINGSTON

*The fort that never fought a human invader—but finally fell to a hurricane.*

The only monument to military might in Jefferson Parish is the crumbling ruins of Fort Livingston, built by the U. S. Government in the 1830's on Grand Terre, the island which Jean Lafitte, a quarter of a century before, had fortified with "Long Toms" and created into a pirate stronghold.

Commanding the narrow pass between Grand Terre and Grand Isle, Fort Livingston was a stout bastion of defense which never was called upon to face an enemy . . . and, after the War Between the States, was never re-garrisoned. However, from out of the sea finally came a ruthless, unexpected attack which demolished its thick walls like solid shot from an armada—the hurricane of 1893, which also practically wiped out the nearby community of Cheniere Caminada.

#### FUR TRAPPING

*In the wintertime the Jefferson fisherman turns trapper and heads for the marshes . . . for this is one of the most important pelt producing parishes in Louisiana, which, over the state, furnishes more furs every year than all of Alaska and Canada combined.*

The mink, of course, is the most valuable—the imported nutria is the most recently hunted, and the muskrat is the most plentiful.

The marshland of southern Louisiana contains a population of between six to eight million muskrats and, directly or indirectly, contributes to the income of over 100,000 people connected with the industry. In spite of floods, tides and the 250 traps allowed each of 20,000 trappers in the open season,



the hardy muskrat—being polygamous and prolific—survives and multiplies. From its belly skin come the gleaming silver muskrat coats and from its top skins come beautiful imitation sable.

Then there are the lesser in number—the opossum, the raccoon, the valuable otter, the skunk and others—all of which combined with the catch of muskrat and mink provide a good living and the kind of life they love to live for hundreds of Jeffersonian fishermen-trappers.

#### **GAS (Natural)**

(See article in this issue titled: "OIL: The Biggest Little Word in the World.")

#### **GOVERNMENT**

*The Police Jury has long been the governing agency of the parish . . . based on the democratic principle of a juror to represent each 5,000 inhabitants or part thereof in excess of 2500, the jurors being elected by and from the various Wards.*

However, during the last several years the parish population and problems have multiplied so rapidly and have required so many new boards and agencies that the long efficient Police Jury system, composed of citizens who can give only part of their time on a per diem basis to parish affairs, is no longer practical.

By the vote of the people in 1953 the Police Jury will be supplanted on June 1, 1956, by a Commission Council, elected every 4 years and composed of 5 full-time salaried men. Control of all parish boards will be centered in this Commission Council, economically eliminating all overlapping agencies and authorities.

#### **GRAND ISLE**

*Jefferson's saltwater vacationland on the Gulf of Mexico . . . rated among the first ten finest fishing spots in the world . . . the island headquarters for the Annual Tarpon Rodeo.*

Eight miles of golden sand and never silent surf, backed up by a peaceful, primitive fairyland of lanes lined with oleander disappearing into groves of giant oaks . . . only a hundred miles in distance but a hundred years in time from Canal Street in New Orleans . . . where descendants of the pirates still live . . . and where the tall sentinel palms could tell how, less than a hundred and fifty years ago, they watched the buccaneers brawl and divide their loot on the same sand where you soon will be sprawling comfortably in the sun.

#### **GRAND TERRE**

*Historic . . . but uninhabited and inaccessible by road.*

Privately owned—and occupied now only by the Barataria Lighthouse and the ruins of Fort Livingston—Grand Terre is the island opposite Grand Isle which visiting sport fish-



This huge W. H. Bower Spangenberg Studio on Central Avenue on the East Bank of Jefferson is the largest scenic studio of its type in the U.S. outside Hollywood. This Jefferson firm handles around 95% of the Carnival Balls and spectaculars requiring lighting and scenic decoration held in the New Orleans area.

ermen scan curiously when leaving the calm of Barataria Bay through Barataria Pass to the outer waters of the Gulf of Mexico. Once it was a sugar plantation and once it was the stronghold of Lafitte the Pirate.

#### **GRETN**

(See article on page 175)

#### **GULF OF MEXICO**

*It is only a hundred miles (or three hours) by highway from the heart of industrial Jefferson to the beckoning blue waters of the Gulf of Mexico.*

It's wonderful to live and work in Jefferson and weekend at Grand Isle . . . where the safe surf swimming behind the protecting sand bars is famous and the fishing is fabulous.

#### **HARAHAN**

(See article on page 205)

#### **HARVEY**

*The crossroads of the 15,000-mile inland waterways system that connects the heart of productive America with the world.*

Here the east and west Intracoastal Waterway joins with the north and south Mississippi River. Here, on both canal banks, nearly two hundred concerns have established headquarters to serve Louisiana's booming oil and other industries via the canal which penetrates the oil country. And here, also, is located the largest shrimp canning plant in the world—Southern Shell Fish Company.



All Jefferson can enjoy

# HILL STORES'

fine foods at famous low prices



**Four Friendly**  
**H. G. Hill Stores in Jefferson**  
**for thrifty, one-stop shopping . . .**

Great New  
H. G. Hill Super Stores  
806 Metairie Rd.  
3623 Jefferson Hwy.

**806 Metairie Road**

**3623 Jefferson Hwy.    2031 Metairie Road    111 Huey P. Long Ave.**  
**(Gretna)**

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

# H. G. HILL STORES

NEW ORLEANS' LARGEST FOOD RETAILERS  
OWNED AND OPERATED BY NEW ORLEANS PEOPLE



A view of the hustling Harvey Canal, lined with nearly 200 firms serving the oil fields and industries of Jefferson and adjoining parishes. The cranes mark the construction activity on the new Harvey Canal Tunnel.



## HARVEY CANAL, LOCKS AND TUNNEL

*Historic Harvey Canal, started over two centuries ago as a drainage ditch dug with wooden shovels in the hands of German tenant farmers, is today Jefferson's vital link of the great inland waterways system that runs east and west via the Intracoastal Waterway and north and south via the Mississippi and Tombigbee River systems.*

Its modern, efficient locks that connect the Intracoastal Waterway and the Mississippi, and can handle a towboat and five barges in a matter of twenty minutes, were completed in 1933 . . . just two years before oil was discovered in Jefferson Parish. And its tremendous and timely value to the oil industry can best be demonstrated by these tonnage figures of the calendar year of 1953.

The Harvey Locks handled, in that year, a total of 14,239,056 short tons—over a million tons a month—and, of that total, 79% was crude petroleum, gasoline or other petroleum products in transit.

The steadily increasing use of the locks during the last few years has created highway congestion waiting for the tows to pass—but by the time the next issue of the REVIEW reaches you that problem of progress will also have been solved by the 4-lane vehicular tunnel now under construction beneath Harvey Canal. (See article "Progress Report of the Parish.")

## HEALTH

(See information on Jefferson Parish Health Unit on page 31)

## HOMES

*90% of the people of Jefferson own their own homes!*

There's the whole story of the permanent prosperity of the parish and the solidness of its citizens in ten words.

But if you need more proof of the faith of its people in its future: Since 1946 the property assessment of Jefferson Parish has increased at a greater rate than any of the 64 parishes of Louisiana.

## HOPE HAVEN

*Jefferson's Beloved Boys' Town . . . no walls . . . no fence . . . conducted on the principle that there are no basically "bad boys."*

On the way to Lafitte are the sunny acres and stalwart buildings of Hope Haven, the Orphanage for teen-age boys and open to Catholics, Protestants and Jews alike. Started in 1925 by the late Monseigneur Peter M. H. Wynhoven from a shack and a shed and a silo on an abandoned farm at Crown Point on Little Bayou Barataria—supported and built by the contributions of people of every faith—it has grown into its present million dollar home on Barataria Boulevard for turning homeless boys into worthwhile American citizens.

An 8'9" diameter towboat propeller produced by Avondale Marine Ways, leading exponents and manufacturers of stainless steel propellers for the fishing and commercial industries. Propellers of this type range up to 10 feet diameter and weigh up to 2½ tons. Low carbon content prevents air hardening when blade is heated for straightening, or during welding.





**Our continued Faith in the Parish of  
Jefferson is sustained by the Indus-  
trial Expansion of this area during  
recent years.**



***The Celotex Corporation***  
***Louisiana Division***

**World's Largest Producer of Insulating and Sound Conditioning  
Building Materials Manufactured From Sugar Cane Fiber.**



It took over 200 workmen three years to build this 4.4 mile long 8 span cantilever type Huey P. Long Bridge over the Mississippi and cost \$13,000,000. This same bridge would cost \$40,000,000 to build today. The midstream span rests on an unyielding stratum of sand 90 feet below the river's bottom and its roadways are 135 feet above high water level. It is one of the nation's most spectacular railroad and vehicular bridges, toll free for motor cars and pedestrians.



## HUEY P. LONG BRIDGE

*Both approaches of this huge and high bridge, which unites the Port of New Orleans with the West, are in Jefferson Parish.*

The Huey P. Long Bridge, over which passes Highway 90 (The Old Spanish Trail), the Missouri Pacific, the Southern Pacific and the Texas Pacific Railroads, crosses the Mississippi about 9 miles above New Orleans. It is 4.4 miles long and cost \$13,000,000 when it was built at the height of the depression. It is used by all motor vehicles, busses and trucks toll free. Trains pay a regulated rate per car to the Public Belt Railroad, which financed half of its construction with the State of Louisiana, and which owns and operates 119 miles of track connecting the various terminals of the Port of New Orleans with the railroads and river. From the bottom of the foundation of this bridge to the top of its superstructure is 409 feet. From its roadway midway on the bridge the visitor to Jefferson Parish and New Orleans gets his most impressive view of the might of the Mississippi River and the engineering magnitude of this edifice that so safely spans it.

## HUNTING

*Next to fishing, hunting is still Jefferson's most popular outdoor sport!*

There are approximately 25,000 deer still roaming the coastal marshland of which Jefferson Parish is an important part. And 90% of Jefferson's hunters also go after other small game and especially squirrel, of which it is estimated there are between 5 and 8 million in the state ready to play hide and seek. Then, there are the varieties of geese and wild duck . . . as well as gray fox and the outlaw raccoon, the latter of which may be hunted anytime.

## HOSPITAL AND CLINICS

*With all units completed this year, the new \$5,000,000 Ochsner Foundation Hospital, re-located at Southport in East Jefferson, becomes one of the outstanding referral institutions in the nation for intricate diagnoses, complex surgery and advanced medical research.*

Its 250-bed hospital has more extensive laboratory equipment and greater training facilities than the average hospital its size anywhere in the U. S. Its "Brent House," a Guest House for relatives of patients and for Convalescent Provision—pioneers this new idea of providing the discharged surgical patient with specialized care during the often critical post operative period. On the grounds, also, is the "Libby-Dufour Residence," a dormitory for its nurses.

In addition to the above outstanding institution Jefferson Parish has the Metairie Hospital and several local and efficient privately operated clinics.

## INDUSTRY

*Here is why already nearly two hundred manufacturing plants (including 6 of the largest in the world) decided to locate in Jefferson Parish.*

- Every means of transportation known to man is available in Jefferson: Mississippi River, Intracoastal Waterway, five trunk line railroads, three national highways and Moisant International Airport, one of the major airfields in the U. S.

- Cheap water handling (via river and canal) of bulk raw materials, permitting Jefferson industrial plants to economically produce finished products which can, in turn, be efficiently moved to market by road or rail.

- Ample industrial water, one of the pressing problems of industry today.

- The availability of an unlimited supply of natural gas and ample electric power.

- Sites on an industrial river front that extends 18 miles from the Orleans Parish line to South Kenner on the West Bank.

- Ten-year Tax Exemption to new plants—or major expansions of existing plants.

- The co-operation of Parish officials and government.

- A mild climate that permits uniform year-round working conditions.

- A constant pool of local labor—men and women who like to work where they like to live.

- Industrial employment: In 1953 (the last complete year on which figures were available



# AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.



CREOSOTED LUMBER, PILING, POLES,  
CROSSTIES, SWITCH TIES, CROSSARMS  
...ALSO...

LUMBER TREATED WITH COPPERIZED  
CHROMATED ZINC CHLORIDE

DECAY AND TERMITE PROOF . . . CAN BE PAINTED



—Plants—

LOUISVILLE, MISS.; JACKSON, TENN.; NEW ORLEANS and  
WINNFIELD, LA.



Send Us Your Inquiries — We Are Glad to Quote You



when we went to press) Jefferson Parish added 1196 new jobs, the greatest number of additional jobs of any parish in the state.

• **Industrial Construction:** During the period from 1946 to 1953 Jefferson Parish, in comparison to the other 63 parishes of the state, was first in the percentage of increased assessment valuation (88%); second in the percentage of increased sales tax receipts (719%); and third in the dollar value of industrial investment (\$127,583,544).

## INTRACOASTAL WATERWAY

*Through Jefferson Parish passes the famous Gulf Intracoastal Waterway, extending a thousand miles from the West Coast of Florida to the border of Mexico, and connecting with the two great river systems of the nation—the Mississippi at Harvey and the Tombigbee at Mobile.*

It enters Jefferson Parish from the western end at Bayou Perot which marks the Jefferson-Lafourche Parish boundary, runs up through the Barataria Country until Bayou Villars and Bayous Big and Little Barataria pick it up and carry it to the Harvey Canal, through the locks of which it merges with the Mississippi River, and which it shortly leaves at the Industrial Canal on the New Orleans side to continue its journey eastward along the Coast line to Florida. In 1951 (last total figures available) this inland waterway carried 35,500,000 tons—seven times the amount officially predicted when it was authorized by Congress.

## JEFFERSON PARISH (A Brief History)

*The Paradoxical Parish: At its Moisant International Airport you are only a few hours from any place on earth; at its vacationland of Grand Isle you can still roam in lanes a hundred years in the past . . . it is the most concentrated industrial section in the Deep South, and yet it is also one of the finest fishing, hunting and scenic spots in the nation . . . and within its own boundaries it contains not only the greater part of the manufacturing activity of Greater New Orleans, but also its finest residential district.*

It began on French land grants around 1720, progressed through the indigo and sugar cane eras into a rich plantation empire along both sides of the river . . . was officially formed as a parish in 1825, named in honor of the then living third President of the United States, and spent the next fifty years separating itself from the influence and infiltration of New Orleans and establishing an identity of its own.

At the turn of the century it was still practically 100% agricultural, but—foreseeing the coming Machine Age and alive to its advantages of river and rail—the Parish of Jefferson had already sent out an official invitation to industry as early as 1887.



A view of some of the machinery of Jefferson Parish Garbage District No. 1 on the Airline Highway in action.

Combining the aggressiveness of its leaders and citizens with the advantages of its location, transportation facilities and natural resources, Jefferson Parish has leaped in the last half century from complete national anonymity into the fastest growing industrial area in the South—with already approximately two manufacturing plants for every one of its 60 miles in length . . . and many more coming in annually.

## KENNER

(See article on page 191)

## LAFITTE

*Twenty-one miles from Marrero on the Mississippi River, lies the Big Bayou Barataria town of Lafitte which, both by its name and its way of life keeps fresh the colorful story of Jefferson's beloved badman.*

At the Village of Lafitte—although the outboard motored skiff has almost replaced the pirogue, and most of its dwellers are now ambidextrous with an automobile on the road in the back and a boat in front on the bayou—trapping and fishing are still the same livelihoods that have supported these Baratarians for more than a hundred and fifty years . . .

. . . back to the time when the ancestors of many of them temporarily abandoned their nets and their traps to join their fortunes with Lafitte, the Pirate. They led him and his loot through the tricky twistings of their Barataria waterways, and laughed at how easily they eluded the law time and time again. And they followed him into the Battle of New Orleans, proving that pirates often make the best patriots. And with a pardon as payment for their bravery after the days of freebooting were over, they returned to their bayous, begat descendants and became again solid citizens.



# LOOKING FOR AN IDEAL INDUSTRIAL LOCATION?

Then be sure to investigate friendly, thriving East Jefferson Parish. It's here you will find competent workers—an abundance of low-cost fuel and a large metropolitan market for your finished product.

Yes—you and your employees will be pleased with the bargain bus service provided by Louisiana Transit Company at less than pre-war fare levels. Also, the revolutionary new air-ride coaches that speed your personnel to and from work in arm chair comfort.

So be sure to consider East Jefferson Parish when you plan a new plant location.



## LOUISIANA TRANSIT COMPANY

P. O. Box 148

HARAHAN, LOUISIANA



Joseph J. Martina, President of the Jefferson Parish Library Board and Mrs. Celia Moore, Librarian, visiting with Mrs. Gertrude Luke, Library Assistant of the Metairie Branch.



### LAKE SALVADOR

*Lake Salvador, in the heart of the Barataria Country, is Jefferson's largest lake, with the exception of Pontchartrain.*

Accessible through navigable Bayou Villars, Lake Salvador is popular for its nationally famous and delicious Blue Busters, or soft-shell crabs.

### LIBRARIES

*With the opening of the new Bridge-dale Branch in 1954, the Jefferson Parish Public Library Service now comprises eight Branches and three Bookmobiles carrying books into parish areas where Branches are not available.*

In a ten-month period of 1954 approximately 18% of the parish population borrowed books, of which about one out of every ten was Negro. This period showed a 17% circulation increase over the previous year, and there are now nearly 80,000 books available for the use of the people of the parish. The Library Service sponsors American Heritage and Great Books discussion groups for adults, and story periods for children.

### LIQUID STORAGE

*One of Jefferson's outstanding industrial activities is its tremendous storage facilities for molasses, alcohol, vegetable and fish oils, crude petroleum and petroleum products.*

For instance, at Avondale is located the American Liberty Marketing Company, the world's largest handlers of fish oil, vegetable oils and alcohols.

### MADONNA MANOR

*On the other side of Barataria Boulevard—directly across from Hope Haven, Jefferson's "Boys' Town"—is Madonna Manor.*

Like Hope Haven, this orphanage has no walls and no fences . . . but was established for boys and girls of a younger age bracket. The children of Madonna Manor are taught

by the School Sisters of Notre Dame, who also direct adjoining St. Joseph's Deaf Mute Institute.

### MAGNOLIA PARK

*Located between Airline Highway and the Veterans' Memorial Highway, and just opened in 1954, the five-eighths-mile oval of Jefferson's new Magnolia Park has brought the color, thrill and glamour of pari-mutuel harness racing to Louisiana.*

Magnolia Park now opens the New Orleans racing season in September with a 45-day meet up to the opening of the Fair Grounds, on Thanksgiving Day . . . and follows the closing of the Fair Grounds with another meet in Spring. During the meets it presents 9 races nightly under giant floodlights. There is parking space for 5,000 cars . . . the Clubhouse and ramp have combined capacity of 2,000 with dining accommodations for 600 . . . and the Grandstand ramp bleachers and boxes will accommodate a total of nearly 15,000 fans.

Since around 1939, when the former "Country Fair" thrill of sulky racing became "big time" the attendance at meets and the enthusiasm for the gaited horses have spiralled to amazing heights. It has won devotees by the millions.

### MANILA VILLAGE

*Over fifty years ago sun-dried shrimp to China was one of the biggest exports of Jefferson Parish.*

But today, because of modern canning and the shipping of shrimp quick frozen, only a small percentage of the catch is sun-dried. However, quaint Manila Village deep in the Barataria Country, where the sun-drying process was started in Louisiana in 1873 by Chinese and Filipino fishermen, still carries on the industry as it always has. The only difference is that today the dried shrimp are removed from their shells mechanically in-



# JEFFERSON DEMOCRAT

Official Journal of the

## *PARISH* OF *JEFFERSON*

SINCE 1896

Gretna, Louisiana



This is Moisant International Airport at Kenner which handled almost 800,000 air passengers in 1954 and schedules an average of 134 domestic and foreign flights a day. Flying in and out of Moisant regularly are the largest passenger planes built. Endowed by nature with year round ideal flying weather it ranks second in the U.S. for reliability of visibility.



stead of being stomped out by the workmen with burlap wrapped feet—a long, tedious task called “dancing the shrimp.”

Manila Village, no bigger than a city block, has changed little in nearly a century. It is still a cluster of wooden buildings around the bright sun-drying platform, all built high out of the water on pilings.

#### MARDI GRAS

(See illustration on page 13)

#### MARRERO

*The location of two of the largest plants of their kind in the world—Celotex and Penick and Ford.*

Once this West Bank area, known as Marrero, was a series of magnificent sugar cane plantations fronting the river. Today it is the heart of Jefferson's industrial section.

#### METAIRIE

*The finest residential section in Greater New Orleans . . . and the largest unincorporated area in the South enjoying all the benefits of a municipality.*

It is a substantiated boast of its residents that in the heat of summer Metairie Ridge is always 10% cooler than downtown New Orleans.

Around the beautiful Metairie Country Club and its famous Golf Course (each hole of which was deliberately designed as a replica of one on some other world famous course, even including beloved St. Andrews in Scotland, where golf was born), and around a shopping center concentrated on Metairie Road, a constantly growing group of former New Orleanians and Jeffersonians and newcomers have built here many of the most beautiful homes in the South.

#### MISSISSIPPI RIVER

*Where the Mississippi River flows through Jefferson Parish and New*

*Orleans it is 2200 feet wide, 30 to 60 feet deep at the banks at low-water and 100 to 180 feet deep in midstream . . . and here it meets the Intracoastal Waterway, creating the most strategic inland waterways junction in America.*

Ol' Man River, in the early history of our country, found New Orleans sitting bewildered on a mud flat and with its commerce made it the capital of a trading area that covered half a continent. It still securely holds Greater New Orleans in its proud position as a leading World Port. And its willingness to carry slowly but surely on its broad back millions of tons of bulky raw materials at the lowest cost per mile has helped put Jefferson Parish on the map as the fastest growing industrial area in the new booming South.

#### MISSISSIPPI RIVER BRIDGE

*The idea for the bridge now under construction across the Mississippi River between the industrial West Bank and the commercial East Bank of New Orleans was launched by Jefferson Parish as early as 1926 . . . it was approved by the U. S. Army Engineers and started early in 1955 . . . and is scheduled to be completed in 1958.*

The plans call for a cantilever span close to a quarter mile long, with a 1400-foot clear area for river navigation, with its lowest point 150 feet above high water. Only one pier will be in the river proper 555 feet from the East Bank. The estimated cost will be slightly over 54 million dollars. The savings in time to the teeming traffic of both sides of the river will easily run into the hundreds of millions over the first few years of its use.

#### MOISANT AIRPORT

(See illustration above)



*"Your West Side Sporting Goods Store"*

**PAY US A VISIT WHEN IN GOOD OLD JEFFERSON PARISH**

*"We Welcome Your Business"*

- Lauson Air Cool Motors



- Baseball Uniforms and Equipment



- Complete Wilson Sporting Goods Line



- Complete Line of Tennis Equipment



- SPEED HULLS ●

- STAUTER OUTBOARD BOATS
- HALE OUTBOARD BOATS
- HIGGINS OUTBOARD BOATS
- OULLIBER OUTBOARD BOATS



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

- Scott Atwater Motors



- Bowling Supplies



- Complete Rawling Sporting Goods Line



- Boxers Headquarters

*"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

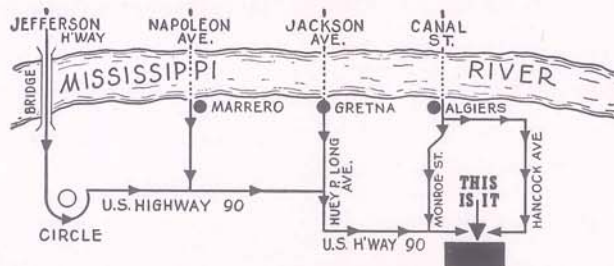
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**GRETNA, LA.**



Phone FO. 6-3406  
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**STAPLES SPORTING GOODS**  
**GRETNA, LA.**

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



Jefferson's Bayou Country still gives our residents—and our visitors—their annual deer hunting thrills—of which these two bucks are positive proof.



## OIL

(See article in this issue, "OIL, The Biggest Little Word In the World.")

## OLD SPANISH TRAIL

*Straight through Jefferson Parish runs the oldest white man's road in America, the Old Spanish Trail—locally known both as Highway 90 and the Jefferson Highway.*

In 1565 on the Florida Coast the Spaniards established St. Augustine, our oldest city. Just four years over two centuries later they founded San Diego, our oldest city on the West Coast. Between these two ocean outposts they hammered a tenuous trail 2743 miles long clear across the continent. And today, that Old Spanish Trail, cutting through eight states, is the nation's short cut across the Deep South. And tomorrow it will be the first four-lane transcontinental expressway from the Atlantic to Pacific. Already 40% is completed of what is already one of the most militarily strategic and heavily traveled highways in the nation.

## OYSTERS

*Jefferson is one of the five oyster producing parishes of Louisiana . . . and its famous Barataria oysters, freshwater fattened and salt water flavored, are considered the tastiest in the world.*

In Barataria Bay and Bay des Islettes, for instance, the oyster fisherman patiently sows, transplants and harvests. Each cultivated oyster is handled several times from original planting to consumer. He works from "can



Yes, Paul Ybarzabal of Westwego was crowned the Pirogue Champion again in 1954, which makes his fifth win in succession. We don't know yet who will nose out first when they line up like this on Bayou Barataria the middle of May (we went to press too soon) but we do know that the Annual Pirogue Races of Jefferson Parish are becoming more and more popular and exciting every year.

see to can't see" during the oyster season, but the delicious product of his labors returns to him a prosperous living and an enjoyable, outdoor way of life.

## PIRATES

*Jefferson Parish was the Land of Lafitte the Pirate.*

On Grand Terre, during the peak of his career, was his fortified headquarters and his slave barracoons; on Grand Isle his men roistered between prizes and in the security of Barataria Bay his ships lay concealed; the bays and bayous of the Barataria Country was the liquid backdoor through which the loot of plundered merchantmen captured in the Gulf of Mexico and the Caribbean was brought secretly to the hungry markets of New Orleans and the river plantations; and the people of the bayou country, the Baratarians themselves, were his faithful followers—fishermen who first turned smugglers and then found themselves enjoying the prosperity of piracy under the able leadership of the last of the nation's colorful freebooters. But all this was nearly a hundred and fifty years ago.

## PIROGUE RACES

*The Annual Pirogue Races on Big Bayou Barataria were started in 1936 to pay tribute to this distinctive skill of the bayou men and to perpetuate a picturesque mode of transportation that is slowly and steadily giving way to the putt-putts.*

A contestant, sitting in a hollowed out sliver of wood that just fits the seat of his



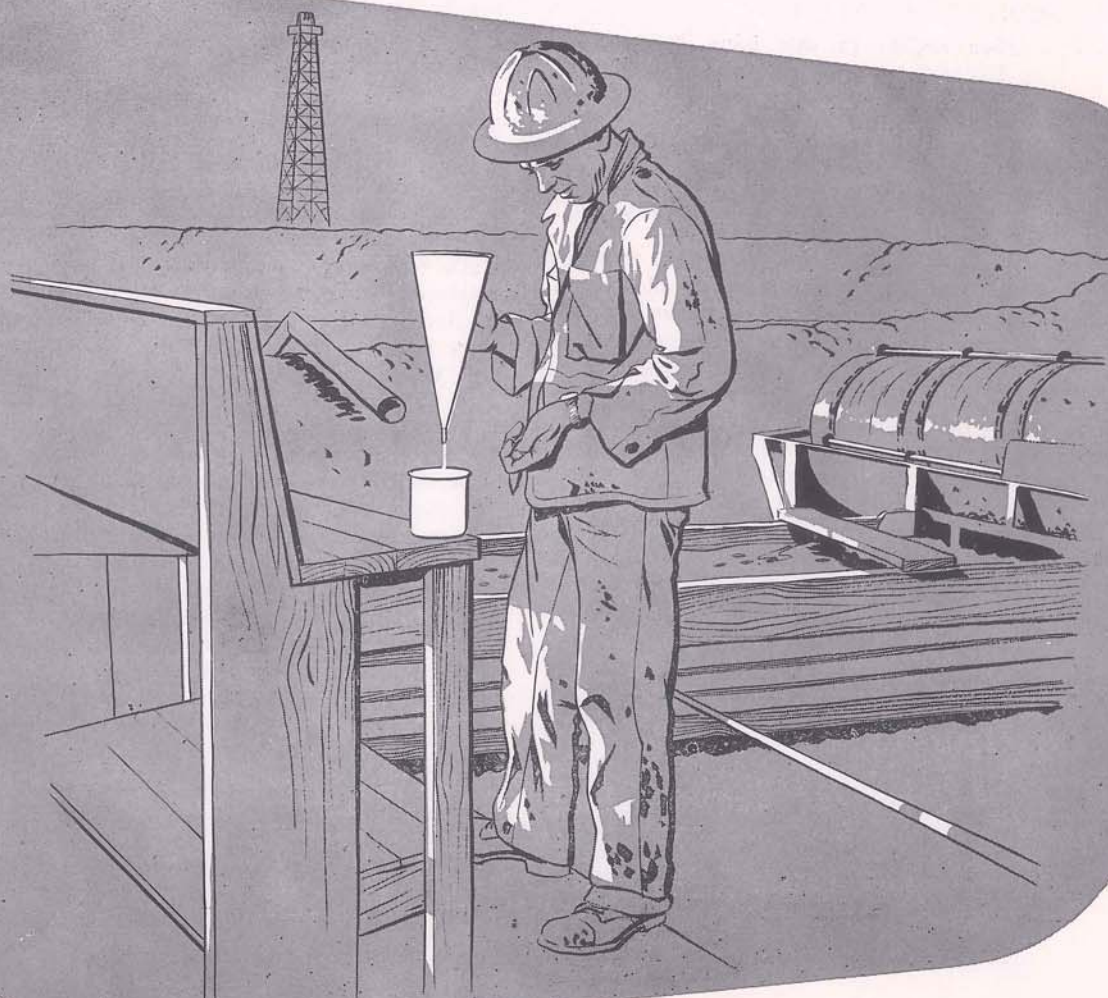


# A ROLLING STONE gathers no Moss

There's no "moss" growing on the natural gas industry, which is now sixth in the nation in size of investment. As a matter of fact, the dependable service you enjoy today is the result of investments and planning by the gas industry which began a good many years ago. It didn't "just happen."

Key to dependable service is the producer, whose never-ending search for additional supplies of gas is your assurance of gas for years to come. Anything which tends to discourage or interrupt this search is contrary to the best public interest, for...

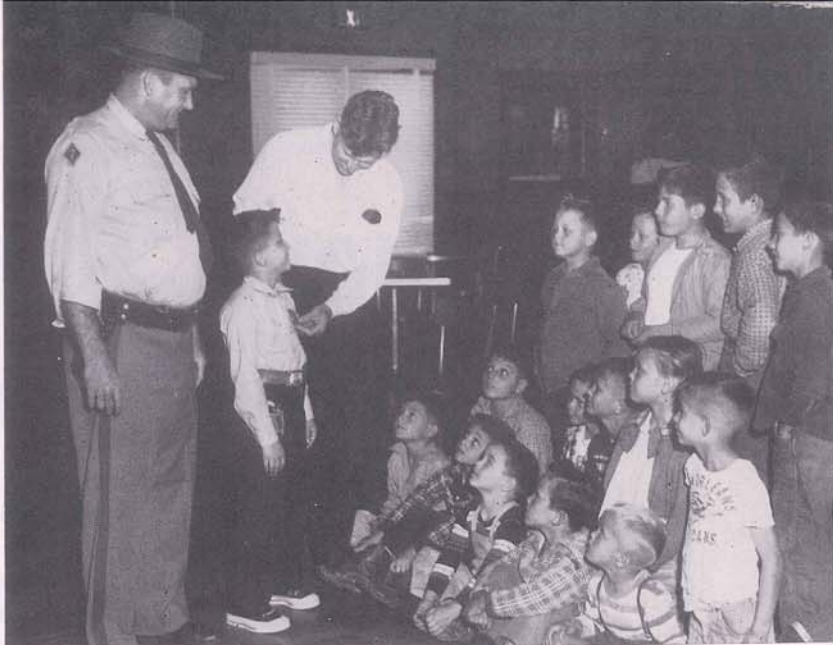
**... this is a search that must never end**



The long, costly search for natural gas involves many skills... many materials...and supplies...even a carefully compounded chemical "mud."



As Deputy Sheriff G. L. Gillespie looks on, another Jefferson Junior Deputy is given his badge, which pledges him to respect the law and help to reduce crime by cooperating with church, parents, teachers and law enforcement agencies. They meet one Saturday each month and there are now several hundred of them. (See "Youth Programs" for more information.)



The new \$5,000,000 Ochsner Foundation Hospital recently completed on Jefferson Highway, four miles closer to New Orleans than the previous location. The beautiful institution pictured holds 250 beds and is completely air conditioned. As was its predecessor it is a referral hospital with facilities and staff for complete surgery and intricate diagnosis, and is one of the best equipped hospitals in the nation.

pants, that weighs only about 42 pounds and is over 22 feet long, must be able to reach and maintain a tempo of a complete stroke a second to hope to win. For every year the contestants are tougher and the finishing time is lower.

The 1954 champion was Paul Ybarzabal of Westwego who has successfully defended his crown the last four meets. And the 1954 woman's champion was Mrs. Matthew Creppel.

#### PLAYGROUNDS

*Playgrounds in Jefferson are many and convenient.*

Most of them are supervised by the schools, the communities in which they are located, civic groups or fire departments . . . but the two largest are parish operated by paid staffs.

East Jefferson's 70-acre Playground and

\$250,000 Civic Center Building, located at 3900 South Drive and under the supervision of Playground District No. 5 headed by John W. Hodgson, Sr., is considered one of the finest in the nation.

Jefferson Parish Playground District No. 4, headed by Charles L. Doerr, Sr., is responsible for the 42-acre playground right in the heart of Metairie, plus a Negro playground on Harlem Avenue and a third tract back on Cleary Street . . . all of which have year-round planned activities under Director Harry "Wop" Glover.

#### PONTCHARTRAIN

*The Jefferson shoreline of Lake Pontchartrain has been the last sizable section to be drained and developed in the parish . . . but it promises to be one of the most beautiful residential areas in Greater New Orleans.*



# **MAGNOLIA PARK INC. HARNESS RACING**

**Licensed and Supervised by The Louisiana State Racing Commission**

**1955 SEASON OPENS**

**September**

**45 Nights**



**9 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**



As Fire Chief Louis E. Breaux watches, the laddies of Central Fire Station, Fire District No. 2 in Ward 8, Metairie and Bridgedale, give a practice demonstration of their ability to go into action in split seconds.



The first major step to free this valuable area from the clutches of the marshland and high waters of the lake was the construction of the Lake Shore Levee in 1948. And Jefferson's present gigantic and parish-wide Improvement Program calls for a beautiful paved Shore Drive backed by modern subdivisions—all tying in with the coming Causeway across Lake Pontchartrain and the connecting Expressway which runs straight through this Jefferson lake shore area to Jefferson Highway.

#### POPULATION

*The population of Jefferson Parish is now approximately 160,000 — with about 60% on the East Bank and 40% on the West Bank.*

On the basis of its present sensational growth, the population increases each year about 10% over the previous year's figures—which means Jefferson by 1960 will greatly exceed its previous record of doubling every ten years.

#### POWER

*Jefferson Parish is the location of the largest steam-electric generating plant in the Louisiana Power and Light Company's operations.*

Because Jefferson Parish itself is such a tremendous user of industrial electric power,

it has logically become the principal area of power production for Louisiana Power and Light Company. With the completion of its third unit in 1955 at Jefferson's Nine Mile Point, total generation produced in the parish will approach 316,000 K.W. net capability.

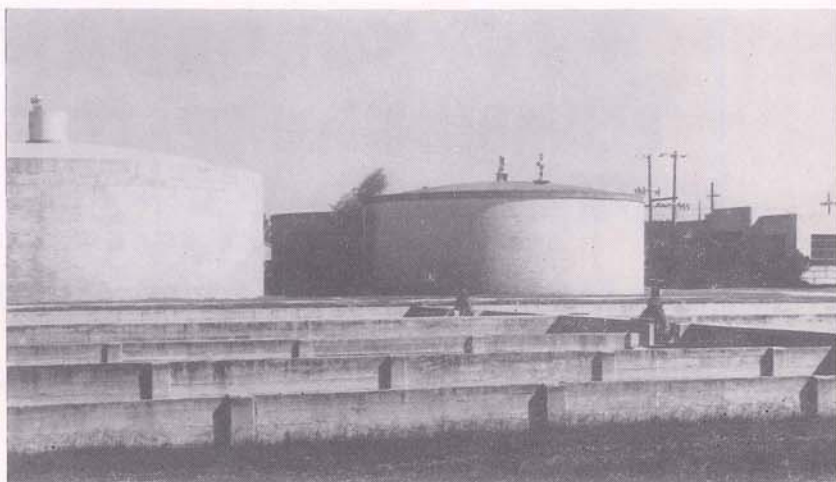
#### RAILROADS

*Five of the famous pioneer trunkline railroads of the nation serve Jefferson Parish.*

The great Illinois Central System straight down through the heart of the U. S. . . . the famous Missouri Pacific that was the first railroad to lay tracks west of the Mississippi River . . . the over a century old Southern Pacific with its 15,000 miles of rails extending from New Orleans to Oregon . . . the historic Texas and Pacific that unites Texas and Louisiana over the great southwestern route from the gateway of the Pacific at El Paso to the gateway of the Mississippi Valley at New Orleans . . . and the Kansas City Southern that shortened the distance by more than a third between the granary of the midwest and the port of New Orleans.

By these five railroads and their connections Jefferson Parish is united with every hamlet and harbor in this huge country of ours.

Part of the installation of the plant of Jefferson Parish Sewerage District No. 1 which efficiently serves the busy Metairie area. See "Sewerage Districts" page 31.







Established in 1951 and now one of the largest in Jefferson Parish . . . with seven trucks at your service.

## ***The Place for Plumbing***

- Suburban carries a complete line of Plumbing Fixtures.
- Suburban sells, installs and repairs Hot Water Heaters and Floor Furnaces.
- Suburban extends to you an easy Time Payment Plan on Plumbing.

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## PUBLIC HEALTH IN JEFFERSON

This picture shows a conference with a Mother before the infant is examined by clinician, and is just one of the many phases of service to our people by the Jefferson Parish Health Unit. This busy organization checks the water you drink, the food you eat in restaurants and buy in stores, and the milk you use. It investigates complaints about sewage and garbage. It handles immunizations, vaccinations, rabies, tuberculosis x-rays, and venereal cases. It watches the health of well babies, school children, crippled children and expectant Mothers. It dispenses health information and vital statistics. It is your public Guardian of your entire family's health.

### ROADS AND HIGHWAYS

*Three great national highways connect Jefferson Parish with the rest of the country: Famous U. S. 90 (Jefferson Highway) (The Old Spanish Trail) from Jacksonville, Florida, to Van Horn, Texas; U. S. 51 from New Orleans and Jefferson Parish to Madison, Wisconsin; and U. S. 61 (Airline Highway) from New Orleans and Jefferson Parish to the Canadian shores of Lake Superior.*

PLUS—now completed on the East Bank—the Veterans Memorial Four-Lane Expressway, expediting traffic from New Orleans through to St. Charles Parish; and on the West Bank, the Four-Lane Expressway with service lanes and tunnel under the Harvey Canal now under construction. This vital new thoroughfare will funnel fast through traffic around the congested industrial area and will meet U. S. 90 at the Huey P. Long Bridge.

PLUS—the constant road building and improvement program of the parish and the individual municipalities to intersect these main arteries with modern hard surfaced streets. More than 1000 miles of roads are maintained by the Police Jury.

PLUS—the network of beautiful bayous in the Barataria country which, to the trappers, fishermen and hunters of Jefferson, are their own exclusive lovely, liquid roads which they hope no modern hard highway will ever replace.

### ST. JOSEPH'S DEAF MUTE INSTITUTE

*Located with Hope Haven and Madonna Manor on Barataria Boulevard.*

Although this school for deaf and dumb children was established in Jefferson Parish in 1940, its history goes back fifty years beyond that. It was originally founded at Chinchuba, Louisiana, near Mandeville in St. Tammany Parish, and was known as the Chinchuba Institute. But when it was almost totally destroyed by fire in 1934, the children were temporarily housed and schooled in the old St. Joseph's Orphanage Building in New Orleans. When the entire operation was moved to Jefferson with Hope Haven and Madonna Manor the St. Joseph name was retained. Like Madonna Manor, it is taught by the School Sisters of Notre Dame.

### SCHOOLS

(See article on Jefferson Parish Schools in this issue titled: "The Best Years Of Their Lives.")

### SEWERAGE DISTRICTS

Sewerage District No. 1 was created and financed in 1938 by a bond issue of \$600,000 and received a P. W. A. grant of \$456,000. It was completed in 1940 and began serving 1500 residences.

In ten years population increase forced enlargement of facilities and an additional \$450,000 was authorized. There are now over 7,000 house connections and plans are being formed to again enlarge facilities which will entail around 37 additional miles of collective lines and another disposal plant. It is expected work will start this year.

Sewerage District No. 2 created in 1946 and financed by \$2,300,000 Twenty-Year ad



*American Printing Co., Ltd.*

*424 Camp Street*

*New Orleans*





valorem and revenue bonds, serves the entire 7th Ward, with R. J. Barrus as Superintendent. It has its disposal plant and office in the rear of the Old Camp Plache site—and the public is cordially invited to inspect its efficient operation.

### SOUTHPORT

*The area of the heaviest concentration of industry on the East Bank of Jefferson Parish.*

Among others located here is The American Creosote Works, Inc., the largest plant of its kind in the world.

### SPORTS

*In addition to the year round favorite sports of hunting and fresh and saltwater fishing, Jefferson Parish offers . . .*

. . . the famous Grand Isle Tarpon Rodeo—the annual Garfish Rodeo, Pirogue and Power Boat Races at Lafitte on Big Bayou Barataria—Harness Racing at Magnolia Park—three golf courses at Colonial Country Club, Metairie Country Club and West Side Public Golf Course—skeet shooting, sailboating and the popular high school seasonal sports.

### TARPON RODEO

*First held in 1927, the Annual Tarpon Rodeo at Grand Isle has grown to be one of the most popular deep sea sports fishing events in the South.*

The calm and colorful harbor of Barataria Bay before and after the three-day event, the fascination of picturesque Grand Isle and the challenge of the Silver Kings and other game fish in the offshore Gulf of Mexico—all combine to make this Rodeo one to remember and to enjoy—prize or no prize.

### TAX EXEMPTIONS

*Jefferson Parish extends to both home owners and industries the incentive of tax exemption.*

Home owners and farmers are allowed a \$2000 homestead exemption and veterans \$5000 . . . and to new industries, or new additions to old industries, are extended a ten-year tax exemption period.



Above: Showing Mrs. Lester Plaisance and the 3 lusty tarpon caught by her at the 1954 Annual Tarpon Rodeo at Grand Isle.

Left: Jefferson's "Beach of the Buccaneers" at Grand Isle, only 3 hours by car from the center of the parish or New Orleans—where the pirates came to rest and play after months at sea, and where today's peaceful citizens also come to rest and play after months of making a living.

Since 1946 the assessed valuation of property in Jefferson has increased 105.3%, greater than any of the other 63 parishes in Louisiana. This does not include the nearly \$60,000,000 assessed valuation of industries which will be added when their 10-year exemption period expires.

### TUNNEL AT HARVEY CANAL

(See "Harvey Canal" and article in this issue titled "Progress Report of the Parish.")

### VETERANS MEMORIAL EXPRESSWAY

(See article in this issue titled "Progress Report of the Parish.")

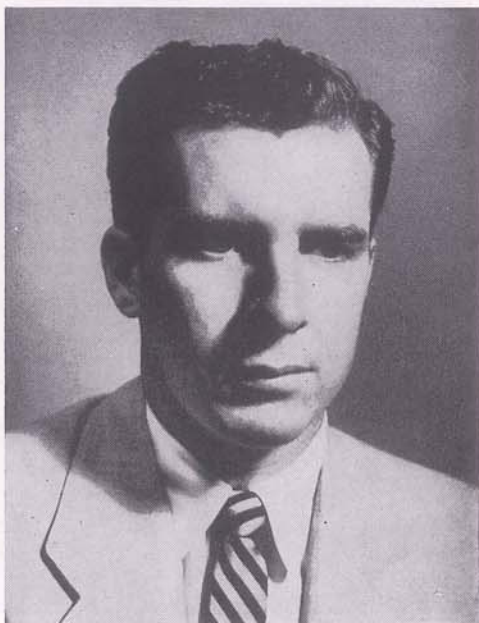
### WAGGAMAN

*On the upper river West Bank of Jefferson lies an unincorporated section locally known as Waggaman.*

This is now one of the last bulwarks in the parish of former agricultural Jefferson.

### WATER SUPPLY AND WATERWORKS

*Water, water everywhere in Jefferson—for its homes, its industries and its fire protection.*



A. A. COURTIADÉ  
President and Agent of  
Bonded Insurance Agency, Inc.

Residence Address:  
634 E. Wm. David Parkway  
Metairie, La.  
Home Phone: CE 4637

# **BONDED INSURANCE AGENCY, INC. WRITES**

THE ONLY STOCK INSURANCE  
AGENCY ON THE EAST BANK OF  
JEFFERSON PARISH.

This agency offers a complete survey  
and analysis of all insurance at no cost  
or obligation. Only through proper  
analysis can you be sure of honest  
premium value.

FIRE  
•  
CASUALTY  
•  
WORKMEN'S  
COMPENSATION  
•  
INLAND  
MARINE  
•  
MARINE  
•  
BONDS

110 Athania Place, Metairie, La.

• Phone CE 4204 - 05



This couple are typical of Old Age Assistance recipients in Jefferson Parish. (See "Welfare"). They have worked hard in their lifetime and now, although they are no longer able to, continue to live happily without worries of insecurity, due largely to their regular Old Age Assistance check. Their great pleasure is working in their yard, because old people can own their own homes and still be eligible for Old Age Assistance.

East Jefferson Waterworks District No. 1 serves the entire East Bank with a potential capacity of 20,000,000 gallons of pure water every 24 hours. The West Bank is served by Waterworks Districts Nos. 2, 3, 5 and 6 as well as the city waterworks of Gretna and Westwego.

#### WELFARE

*The outstanding ability of Jefferson Parish to take care of its own problems and its own people is dramatically illustrated in these facts:*

There are only 5 parishes of the entire 64 of Louisiana who receive less financial assistance in return from the state and Federal government than they pay into the state in sales tax. And, of these 5 Jefferson Parish is next to the lowest with a return of 72c for every dollar. Calcasieu is the lowest with a 65c return.

During the fiscal year ending June 30, 1954, the Public Welfare Department of Jefferson Parish handled over two million dollars returned by the State and Federal governments for Aid to Dependent Children, Aid to Needy Blind, Old Age Assistance (2682 happy oldsters received at least \$55.00 per month), Disability Assistance and General Assistance, which covers those in need and unable to work, but not totally disabled. In addition to the many payments represented by these five main forms of public assistance the Department of Welfare program consists of many different types of services other than monetary.

#### WESTWEGO

(See article on page 201)

#### YOUTH PROGRAMS

*In addition to its expanding school and organized playground recreational and athletic activities, Jefferson Parish is proud of its two distinctive Youth Programs: The Girls' West*



*Bank Recreational Program and Jefferson's Junior Deputy Sheriffs. Both have an interesting history.*

In 1951 Mrs. John A. Chauvin volunteered her experience and services as an Athletic Director to the parish, and organized the now famous West Bank girls' softball league. For three years her idea grew, supported entirely by volunteer workers and contributors. But in 1954, in recognition of the fine results accomplished, a West Bank Girls' Recreational Program was officially approved by Sheriff Clancy and Mrs. Chauvin appointed Supervisor. The program now includes five softball teams, two volleyball teams and two basketball teams. And affords for the West Bank's teenagers a popular and wholesome outlet for their energies and enthusiasm.

Sheriff Frank J. Clancy's Junior Deputy Sheriffs (the first in the State) were organized back in 1950 for boys from 7 to 15, designed to bring the boys of the parish on a closer and more friendly relationship with the officers of the law and give them a better knowledge of good government. Their monthly meetings, the pledge they take and their Junior Sheriff's Deputy badge, which they respect, have all had a great deal to do with Jefferson's outstanding low percentage of juvenile delinquency.

#### ZEAL AND ZEST

*of the people of the parish.*

As a finale to this alphabet it is proper that we pay tribute to the voters, business men and leaders of Jefferson who, with their foresight, have supported the expansion programs of the Police Jury and who, with their enthusiasm, have accelerated the consistent progress of the parish.





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

## excellent service



Our large display, gathered from factories all over the country, brings you all the latest ideas in 18th Century, traditional and modern designs—any style, finish or color, and any price range to fit your budget.

## large selection



FREE DELIVERY of your furniture TO YOUR DOOR, wherever you live, with our guarantee that before the driver leaves with your furniture, every piece is carefully inspected to ensure your getting it in perfect condition.

## free delivery

# Buy from Doerr

## and SAVE MORE!

30% to 50% on the popular lines of the country's leading and largest furniture factories! Substantial savings on custom-built pieces designed on special order! Every article guaranteed by DOERR and terms can be arranged.

## 30 years in business

## ...ONE OF THE SOUTH'S LARGEST

Because DOERR handles over 6 million dollars worth of furniture a year it can and DOES display a larger selection, gives more specialized service and satisfy every home owner's pocketbook.

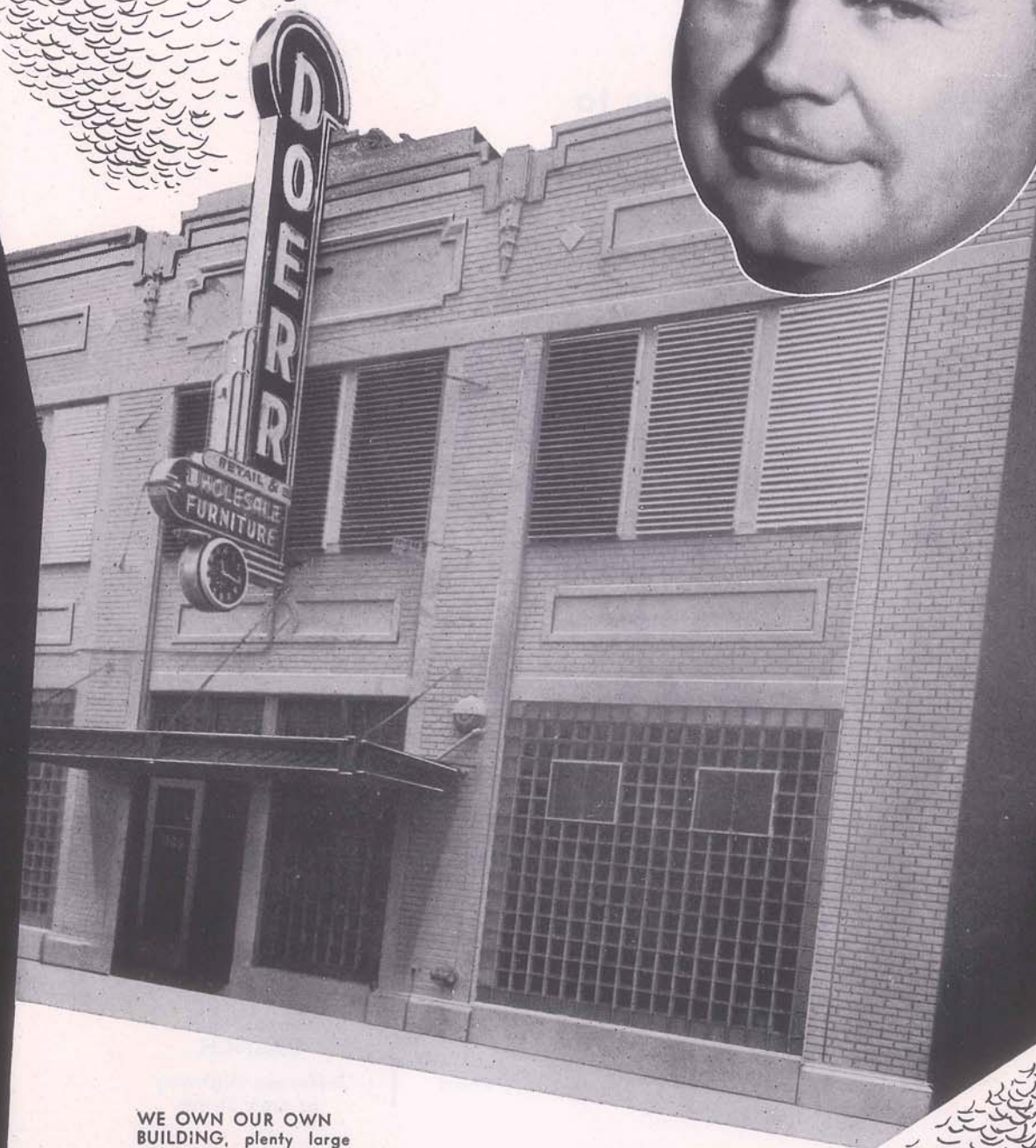
## Special Discounts

## TO LISTED FIRMS AND THEIR EMPLOYEES

Write, wire, phone long distance or come in and get the full details on this amazing money saving plan — plus free delivery anywhere in Louisiana, Alabama and Mississippi.



CHARLES L. DOERR, SR., 37-year resident of Jefferson Parish (Metairie) and for the past 17 years actively interested in all types of civic endeavor. The second of the four generations of the family which have built DOERR Furniture Company to the institution it is today.



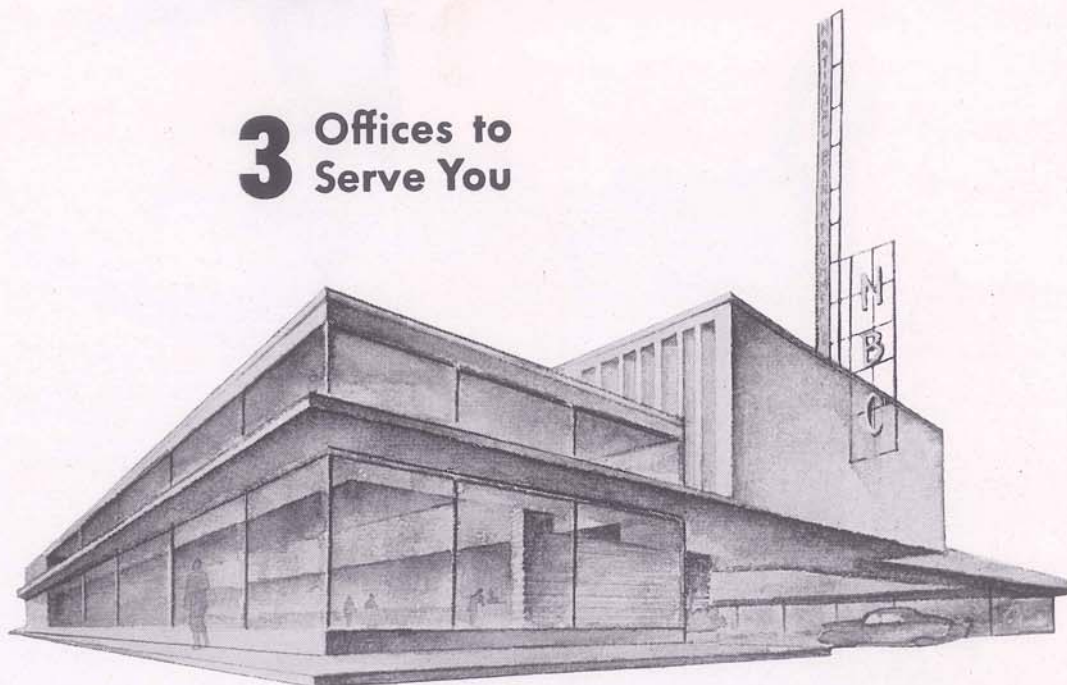
WE OWN OUR OWN BUILDING, plenty large enough to house all our facilities under one roof and make it more comfortable, more efficient for your shopping—another reason why you do better the DOERR way.

*Convenient Terms  
Can be Arranged*

**DOERR FURNITURE COMPANY—2109 Burgundy Street—New Orleans**

# **A NEW million dollar bank for Jefferson**

**3** Offices to  
Serve You




## **The NATIONAL BANK OF COMMERCE in Jefferson Parish**

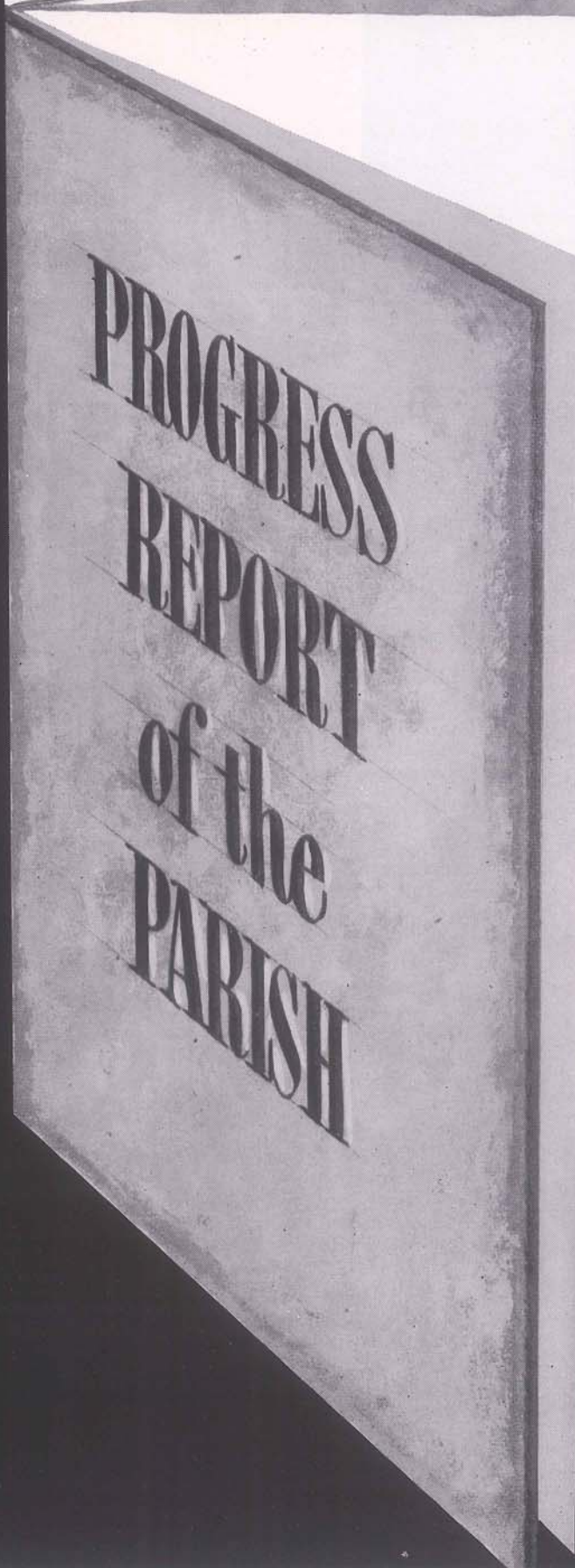
**MAIN OFFICE**  
(pictured above)  
Jefferson Highway  
at Labarre Road

**METAIRIE ROAD  
BRANCH**  
2311 Metairie Road

**HARAHAN  
BRANCH**  
Jefferson Highway  
at Oak Street

Make  in your neighborhood your bank





# PROGRESS REPORT of the PARISH

I have in front of me some very impressive statistics—figures compiled by official and disinterested sources—which very dramatically establish Jefferson's position at the beginning of this year:

Dun and Bradstreet rates it the "BUSIEST PARISH" of 1954, with a 42.3 per cent increase in business listings, the greatest gain in the state.

Assessment roll records show an increase of 105.3 per cent in the last eight years, putting Jefferson ahead of all other parishes in the state of Louisiana. This official record does not include nearly \$60,000,000 worth of industrial properties which will be added to the assessment rolls of Jefferson as their 10-year tax exemption periods expire.

Jefferson also leads Louisiana and the Greater New Orleans Area in home building—practically all of which is construction to take care of new residents, of which about 97% own their own homes. In Jefferson, at the end of 1954, there were 25,448 home owners receiving \$2,000 or more Homestead Exemption from all ad valorem taxes.

During the seven-year period between 1946 and 1953 Jefferson Parish showed a 719 per cent increase in sales tax revenue collected by the State of Louisiana—more than twice as much increase as the City of New Orleans and second to only one other parish (St. Bernard) in the state.

During the last two years of 1953 and 1954 the manufacturing expansion (new and additions) of Jefferson Parish was \$109,382,218—second only to East Baton Rouge Parish by less than nine million dollars. However, whereas this industrial

BY

FRANK J. CLANCY SHERIFF  
PARISH OF JEFFERSON





John J. Holtgreve, President of the Jefferson Parish Police Jury (left) and Fred Mizell, President of the St. Tammany Parish Police Jury (right) turn the first spades of earth that mark the beginning of construction on the 46 million dollar Causeway across Lake Pontchartrain uniting the two parishes.

expansion in East Baton Rouge Parish created 1307 new jobs, Jefferson's expansion created 1880 jobs. The two parishes combined were responsible for \$227,550,683 of new and expanded industries, while the other 62 parishes combined were responsible for only \$189,139,341.

Quoting Sales Management Magazine, one of the responsible sources of information for business executives, income distribution in the parishes of Louisiana was broken down for the first time in 1953. This report showed that in the income group making less than \$2500 per year Jefferson's percentage of 24.1 was the lowest of the 64 parishes in the state . . . and was 18.9 per cent lower than the overall State average and 6.2 per cent lower than the national figure.

In the top bracket of \$7000 or more a year Jefferson Parish showed a percentage of 13.9—second only to East Baton Rouge Parish with 14.9 per cent. However, East Baton Rouge Parish showed one-third of its total income group making less than \$2500 per year, while Jefferson Parish showed less than one-fourth. In the high income group the State figure was 9 per cent and the national figure 13 per cent, showing Jefferson higher than either one.

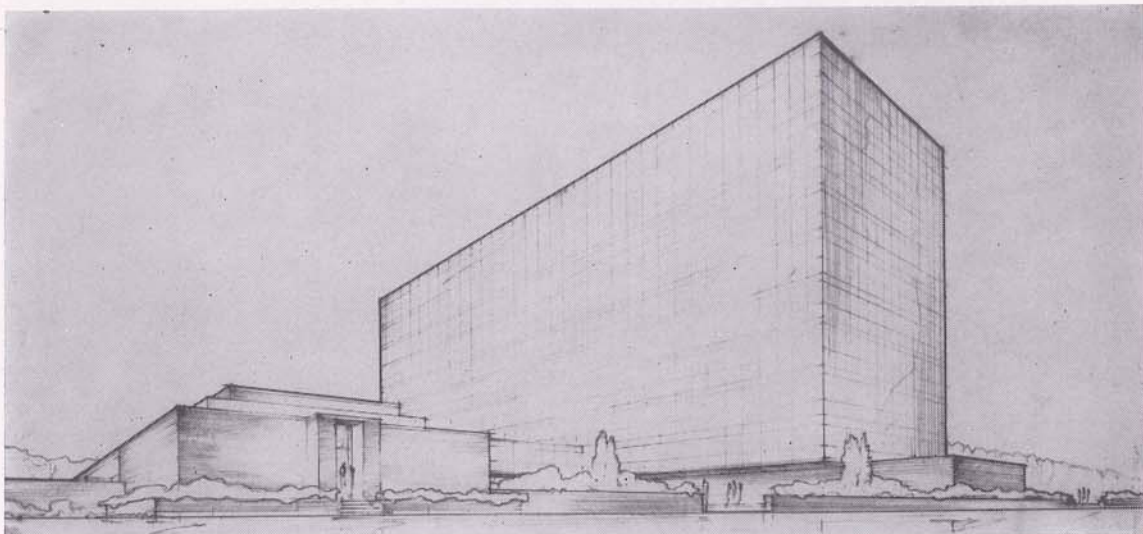
As another indication of Jefferson's

surging growth the postal receipts of three of the main postoffices on the West Bank from 1941 through 1953 show increases as follows: Gretna 345.8% increase; Westwego 300% increase; and Harvey 502.7% increase. While the fourth main postoffice of Marrero, over the ten-year period from 1943 through 1953 showed a 107.8% increase. On the East Bank the postal receipts over the same period showed for Metairie an increase of 423.5%, for Kenner an increase of 699.8%, and for Harahan (which is New Orleans 23) an increase of 949.4%. The Jefferson Branch, established in 1948, showed an increase of 240.1% since that starting date. The two largest of these postoffices on the East Bank, serving Metairie and those communities on the Jefferson Highway, were then branches of the New Orleans Postoffice . . . but on January 1, 1955, Metairie became a First Class Postoffice in its own name, and we are working to change the Jefferson Branch (now New Orleans 21) also into First Class status.

On the West Bank of Jefferson the Southern Bell Telephone and Telegraph Company's phone installations from 1940 through 1953 showed an increase of over 1000 per cent. On the East Bank the total increase of the Temple, Cedar and Kenner Exchanges showed for the same period an increase of 731.4%.



# NEW JEFFERSON PARISH COURTHOUSE AND JAIL



The architect's sketch of the new Courthouse and Jail that will be completed at the parish capital city of Gretna during this amazing year of many major developments.

And . . . during Louisiana's fiscal year 1953-54 the State collected taxes from the Parish of Jefferson in the amount of approximately 5 million dollars more than was returned to the Parish in services and cash payments . . . convincing proof of the prosperity and progress of the parish.

As a final proof of Jefferson's sensational growth, the enrollment of school children in the parish during the period of 1946 through 1953 has increased 105.4% (the largest in the state) . . . over five times the increase of neighboring New Orleans.

There are many reasons for this consistent and persistent growth of Jefferson Parish on all fronts. Combined, they add up to four general headings: The era in which we live; the geographical location in which we have so advantageously been placed; the natural resources with which we are endowed; and the aggressive and progressive attitude of our citizens, our public officials, and our business, labor and civic leaders.

## The Era In Which We Live

All over the nation there is a steady industrial switch to our section of the New South.

Part of it is due to the automobile and to the improved roads and transportation facilities which have re-united the North and South during the last quarter century. Millions of visitors have poured into what they thought was

a romantic but remote part of our nation and discovered a new business and industrial frontier.

Part of it, also, is due to the uniform and mild year-'round working climate of the Deep South, which not only attracts the owners of industrial plants, but their employees as well.

Part of it is due to the serious shortage of industrial water so drastically felt in the North in recent years—and the unlimited supply of it available in our Mississippi River region.

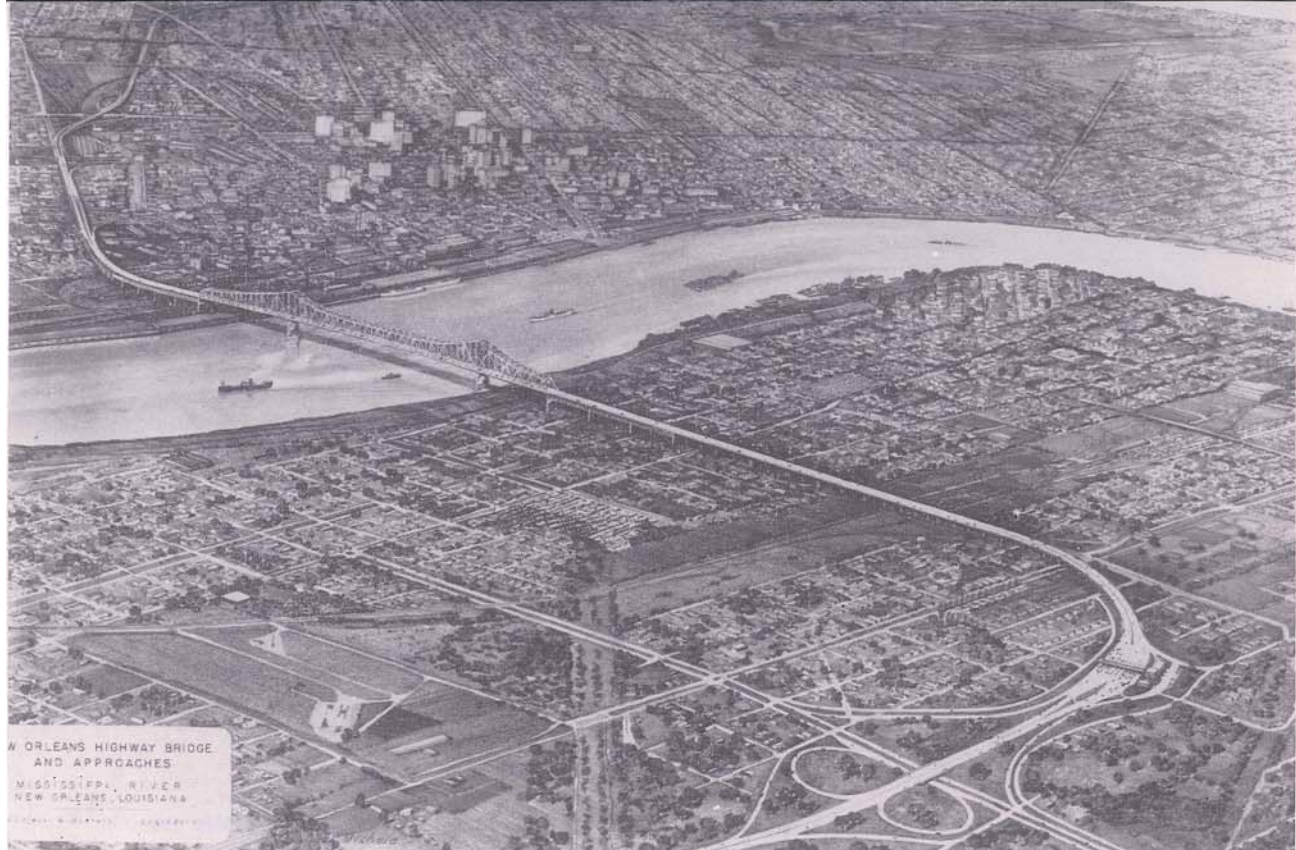
And part of it can be traced, let us not forget, to the awakened awareness of the New South itself to its long ignored economic and industrial advantages—an oversight which publications like our own Jefferson Parish Yearly Review (which has hammered along these lines for 21 years) are working to correct.

## The Geographical Location In Which We Have So Advantageously Been Placed

Jefferson Parish is today recognized as the fastest growing industrial section in this fast growing New South . . . and here are some of the reasons why there are more than two industrial plants for every one of its 60 miles in length, including seven of the largest of their kind in the world.

The Parish of Jefferson, with its East and West Banks, straddles the Mississippi River, providing the Port of New Orleans with its greatest industrial river frontage.





The plan and approaches of the great new Mississippi River Bridge which, when completed in 1958, will unite the heart of the West Bank of Jefferson Parish with the New Orleans downtown area. It is estimated that by 1959 nearly 8 million motor vehicles a year will cross this time saving toll bridge, even with ferries still in operation.

Right through the heart of Jefferson flows the strategic Harvey Canal which, at its locks, connects the east and west Intracoastal Waterways System from the Atlantic Coast to the Border of Mexico, with the great Mississippi River System from the Great Lakes to the Gulf of Mexico.

Everything that comes from the West and Midwest or goes to the West or Midwest to and from the Port of New Orleans—by road, air or rail—must pass through Jefferson Parish: via its five trunk line railroads; its famous rail and vehicular Huey P. Long Bridge, both approaches of which are in Jefferson Parish; its Jefferson Highway, which is the historic Old Spanish Trail from Florida to California; its Airline Highway, which is the road to the capital at Baton Rouge and the longest 4-lane divided free way in the nation; and its great Moisant International Airport which is located in Kenner.

As can be seen, it is served by every modern means of transportation known to man—by rail, road and air and by

water, being located right at the crossroads of the Mississippi River and the Intracoastal Waterways System which provide low rate transportation by boat and barge from the Gulf to the Canadian Border. It is part of the Port of New Orleans, the No. 2 Seaport of the nation. And it is on the great Gulf Coast strip which economists recognize as the business area in the U. S. with the most promising future.

#### The Natural Resources With Which We Are Endowed

In addition to all the various means of transportation—such as low cost hauling by water to bring in bulk and heavy raw materials, railroads and highways to move out finished products in all directions economically and regularly, and fast air lines for perishable and emergency products—industry in Jefferson has at its doorstep the four vital natural resources. These are unlimited industrial water as well as unlimited potable water, petroleum products, natural gas and ample electric power. All are either a part of or produced in Jefferson Parish.





The members of the Mississippi River Bridge Authority check the first Test-Piling driven on the Gretna side on August 18, 1954. This symbolized the "Go Sign" on construction. Present were John W. B. Stone, W. Richard White, Wm. O. Turner, Neville Levy and Alvin T. Stumpf.

### The Aggressive And Progressive Attitude Of Our Citizens, Our Public Officials, And Our Business, Labor And Civic Leaders

Sixty-eight years ago, even though it was 98% agricultural at the time, Jefferson leaders issued its first official invitation to industry. Back that far, before the Mechanical Age had even dawned, the people of Jefferson had faith in their future. They knew that with the advantages location had given them they were destined to be the industrial section of the river.

And ever since that, every succeeding generation of its public officials and civic, labor and business leaders has kept that end in view:—that the prosperity of the people of Jefferson would be in direct proportion to the production from its factories.

Gradually Jefferson was reversed from a 98% agricultural parish to 2%. Gradually, Industrial Jefferson came

into being. And today, although it is recognized as the most concentrated industrial section of the Deep South, its future potential is far greater than its present proud position.

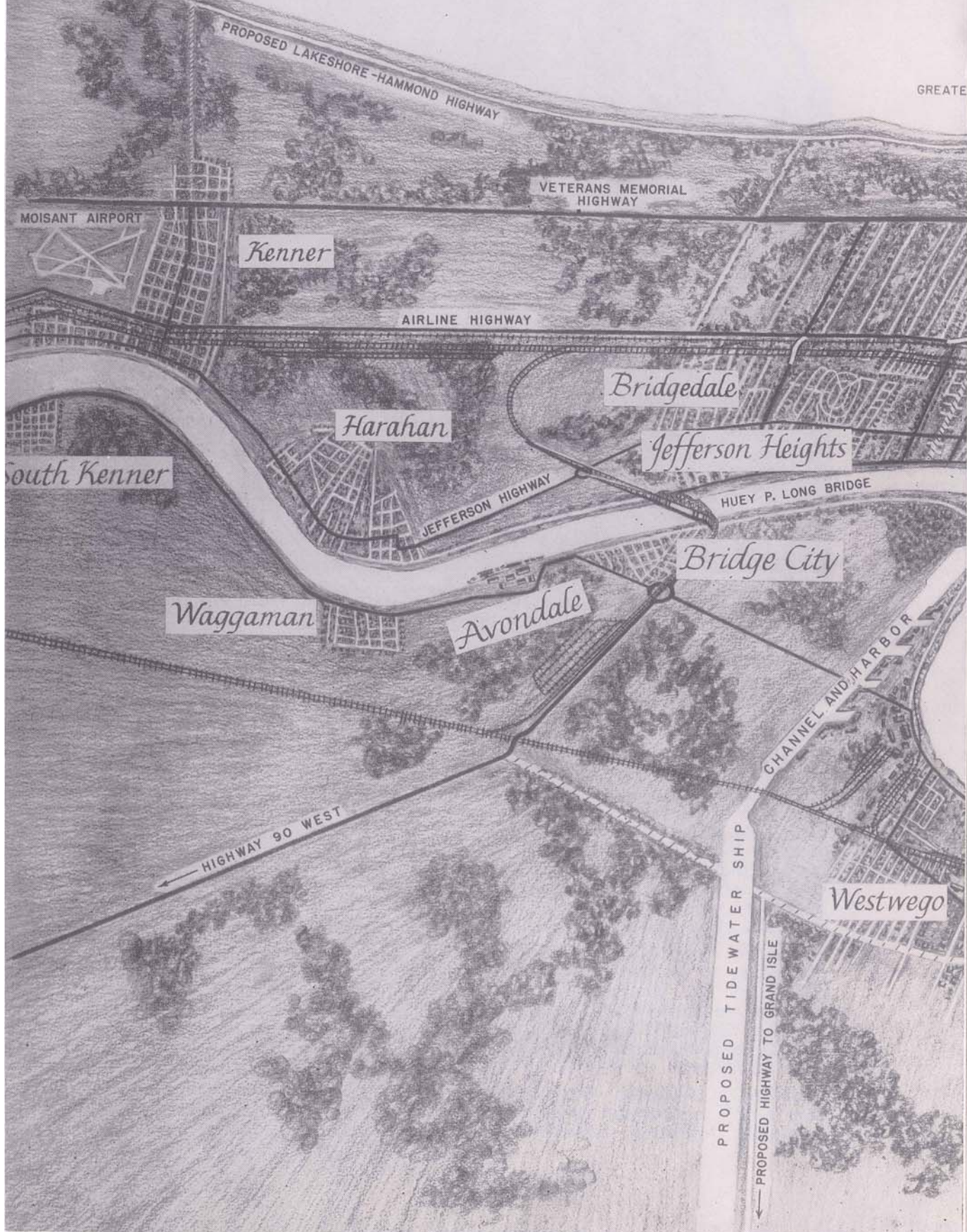
During the last thirty-four years I have worked and sweated and struggled and planned alongside the many public officials, the dozens of organizations, and the hundreds of individuals which are necessary to the successful operation of a parish. And I believe that I am prouder, than any one of them, of every hard-won step of its progress.

When I first took office we had 21,563 people. And then suddenly we began to swing into our new industrial stride and between 1920 and 1930 the population nearly doubled (40,032). Between 1930 and 1940, the depression years, we gained an additional 10,000 people. In the next ten years it more than doubled. Now, in Jefferson we have reached 160,000 people and still going strong . . . a growth of 742% during my tenure of offices.



# Lake Po

GREATE





atchartrain

NEW ORLEANS  
CAUSEWAY  
(under construction)

East End

Metairie

Southport

New Orleans

Algiers

GRETNA-  
NEW ORLEANS  
BRIDGE  
(under construction)

Gretna

Marrero

Harvey

WEST BANK  
EXPRESSWAY

HARVEY CANAL  
TUNNEL

TO LA FITE

TO BELLE CHASSE

THE  
1955  
PROGRESS MAP  
OF  
JEFFERSON PARISH

Legend

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

Copyright, 1955  
Jefferson Parish  
Yearly Review



*The Ernest M. Loëb Co., Inc.*

*102 Richards Bldg. Arcade*

*New Orleans 12*



*Municipal Bonds Exclusively*





Showing the stage of construction around the first of 1955 on Veterans Memorial Highway—one of the year's outstanding projects for destroying one of the bottlenecks that could have held up Jefferson's impatient march of progress.

And looking back over these fruitful years I realize that 1955 is especially momentous. It is not just another step forward—it's a leap forward. And here's why.

#### 1955—The Year We Start Breaking Bottlenecks

Progress creates prosperity . . . but it also creates problems. The same Mississippi River, which provides on both banks the priceless miles of Jefferson's industrial river frontage and the low cost water transportation into the heart of the nation, also separates Industrial West Jefferson from fast contact with the docks, warehouses and the office building area of downtown New Orleans. Ferries are no longer adequate to the traffic of the teeming thousands who have increasing business on both sides of the river.

But this year construction began on the new Mississippi River Bridge which, when completed in 1958, will replace five ferries and will make it possible for a car to leave the heart of Gretna, Jefferson's Capital City, and be in the heart of New Orleans in about ten minutes. And, incidentally, Jefferson leaders, with their eyes upon the future, first recommended this bridge back as far as 1926.

And the same Harvey Canal, which

so efficiently serves the oil fields in South Louisiana as well as those in the Gulf of Mexico, and has established in Jefferson the national crossroads of the inland waterways, uniting east, west, north and south, has also created a critical bottleneck on the West Bank thoroughfare between Gretna and Westwego. The constantly increasing barge traffic, which requires the bridge to be raised more often and for longer periods, ties up the constantly increasing automobile, truck and bus traffic on this already congested highway.

But by the end of December this year the vital new West Bank Four-Lane Expressway and Service Roads, which will join with the approaches of the new Mississippi River Bridge at Algiers, will be open to expedite through traffic through Gretna between 13th and 14th Streets and will continue on to the Huey P. Long Bridge. And, what is equally important, it will pass through the new 1080-foot tunnel under the Harvey Canal, which will be well ventilated and will have, in addition to its four lanes for vehicular traffic, a safe walkway for pedestrians. Its construction represents the world's first fully automatic underwater vehicular tunnel. Work on the tunnel started on June 28, 1954, and will be open to traffic at the same time as the Expressway.





Showing the beginning of construction on the long needed and eagerly awaited Tunnel under the Harvey Canal which will be a part of the new West Bank Super Highway, from the Gretna-New Orleans Bridge now under construction to join with U. S. 90 near the Huey P. Long Bridge, about 9 miles upstream from the bridge now being built.

This new combination of super highway and tunnel will completely solve the present Harvey Canal bottleneck, will relieve the tremendous traffic pressure on the present two-lane highway, and will inscribe a circle around the West Bank of Jefferson from New Orleans to the Huey P. Long Bridge for through and fast traffic.

Likewise—on the booming East Bank where the national highways connect Jefferson Parish and New Orleans with the great West and Middle West, bumper-to-bumper traffic is already with us at many periods of the day. Which makes 1955, with its start of construction on the Lake Pontchartrain Causeway and the intensified construction on the new Veterans Memorial Highway, a year of great accomplishments for East Jefferson.

Although these two projects are separate, they dovetail with each other in the solving of the present traffic problem of East Jefferson.

The Lake Pontchartrain Causeway will be "The Longest Bridge in the World," reaching 24 miles across the lake. It is being financed by \$46,000,000 Revenue Bonds of Jefferson and St. Tammany Parishes. Across the lake traffic will join with traffic coming from Jackson, Memphis, Chicago and other northern points—and, after cross-

ing the causeway will cut straight across Jefferson's new Veterans Memorial Highway and the present Airline Highway via Causeway Boulevard—and will connect with Jefferson Highway (U. S. 90) which will carry through traffic on to south Louisiana, Texas and points West via the Huey P. Long Bridge. Work on the Causeway has started and should be completed in 1956.

At right angles to the new Super Causeway across Lake Pontchartrain is the Veterans Memorial Highway completed early this year from the Orleans Parish Line to the Moisant Airport area in Kenner. This will not only relieve the terrific through traffic pressure on the Airline Highway and Jefferson Highway, but will serve the local traffic of the vast new expanded residential area of East Jefferson.

\* \* \* \* \*

These huge traffic relief projects I have just reviewed, because of their magnitude and the amount of money they involve, are naturally our 1955 Feature Improvements. But they are not by any means all that is going on in this amazing year of 1955.

Supplementary to the Veterans Memorial Highway was the paving of Williams Boulevard, which connects it with the Airline Highway on the down river



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A segment of the famous eight mile long beach at Grand Isle, showing a few of the timber groins that have been constructed to recapture the precious sand lost by erosion. There are about sixteen of these groins altogether averaging around 500 feet long and spaced from 700 to 1000 feet apart.

side of Moisant International Airport.

And way down at Grand Isle, Jefferson's Pleasure Island, rated among the ten finest fishing spots in the world, the State of Louisiana has spent over a half million dollars to halt the erosion of the beautiful 8-mile-long beach, and to protect the road that runs alongside the beach from one end of the island to the other. This involved the construction of a series of groins, between which the action of the tide has accumulated sand and built up some of the eroded spots — plus additional sand which was hydraulically pumped clear across the island from two borrow pits in the back, to fill in where the tides did not.

The romantic old River Roads of Jefferson, which were the first highways built in the state, have recently been hard-surfaced and utilized as secondary roads.

Part of the supporting road program includes plans, which are now being made, for widening present Jefferson Highway on the East Bank from the point where it picks up the Lake Pontchartrain Causeway traffic to Kenner.

In addition to the year's top projects of HIGHWAYS, CAUSEWAY, TUNNEL and BRIDGE, the other priority

programs of WATER, DRAINAGE and SEWERAGE are being consistently pushed. East Jefferson's huge expansion plan is carrying water and fire protection to the new still uncompleted subdivisions of the East Bank. We look for 15,000 additional new homes in the parish within the next two years—mostly in East Jefferson Waterworks District No. 1.

In 1954, after four years of planning, a combined Bond Issue of \$535,000 was authorized for Jefferson Parish Waterworks District No. 6 and Fire Protection District No. 4 to provide the Lafitte-Barataria-Crown Point area with water, better fire protection and natural gas. For this same area, in April of 1955, were sold \$520,000 additional Waterworks Revenue Bonds—totaling over a million dollars put to work in the Lafitte-Barataria-Crown Point sector. And Water Districts No. 2, 3 and 5 are constantly expanding.

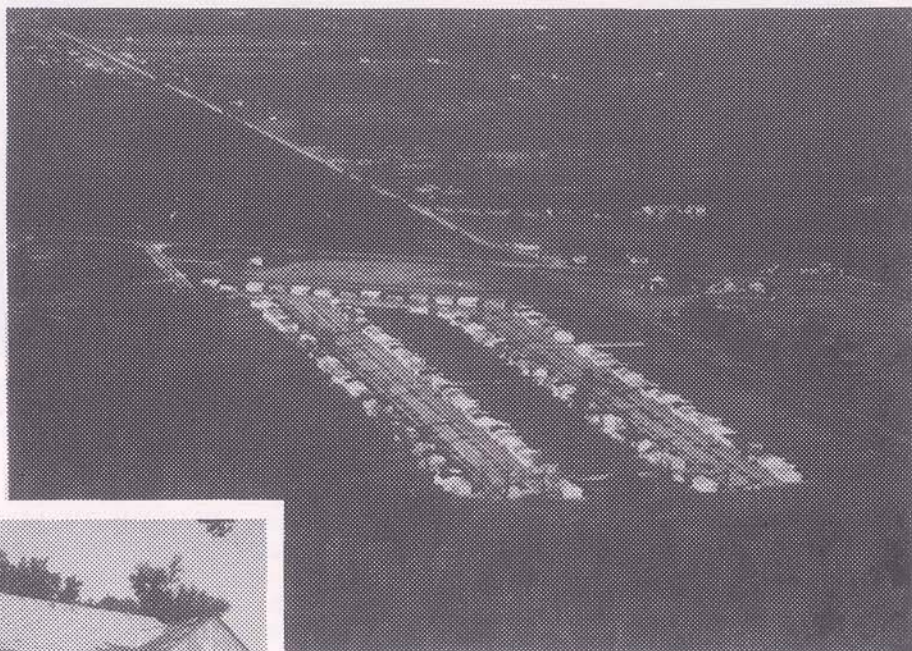
The drainage on the East Bank has reached the point where it is well under control. On the West Bank preliminary studies have been completed for the drainage of the area west of Company Canal in Westwego to Waggaman, Louisiana, which will include the area of Nine Mile Point, Bridge City, Avondale and Waggaman and extend from the



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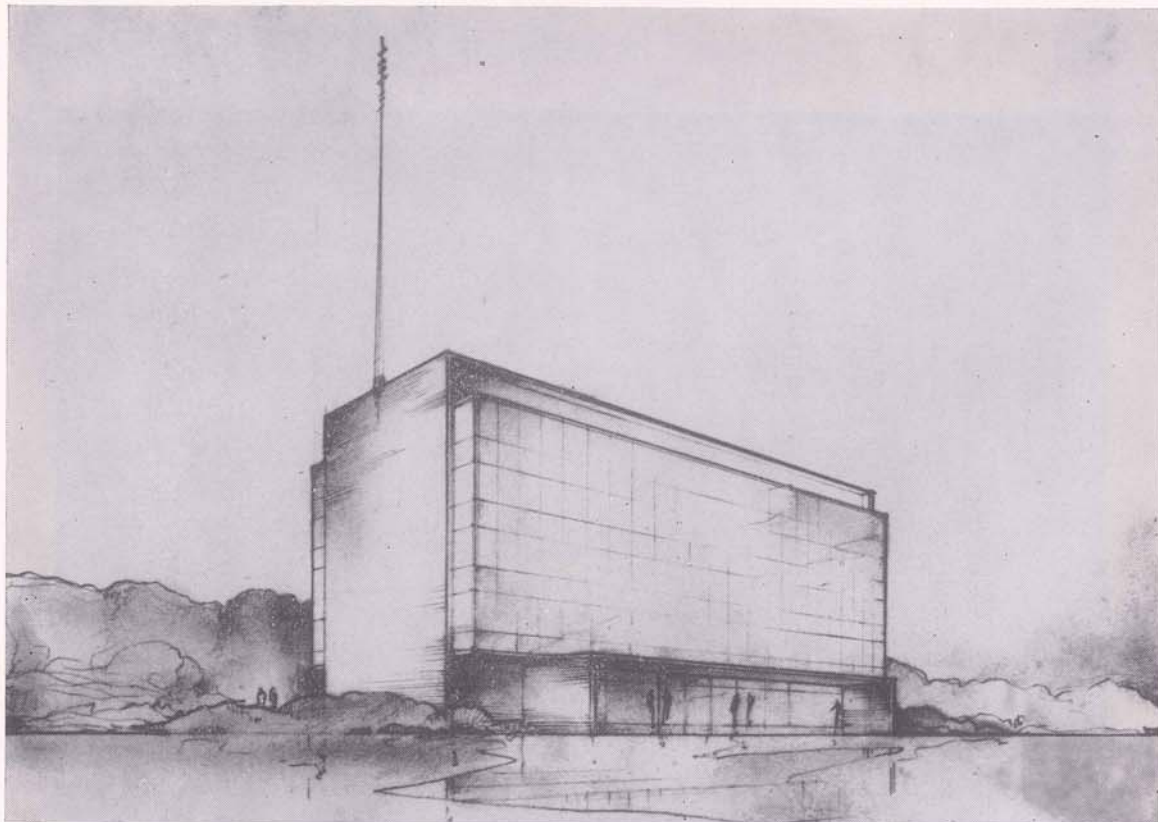
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The architect's sketch of the new East Bank Parish Office Building which will be located at Metairie and will be completed during 1955.

levee to Churchill Farms with large canals and a pumping station at the intersection of Churchill Farms Canal and Bayou Signette. This project is estimated to cost in the neighborhood of six hundred thousand dollars and will be financed with approval of the electorate by advalorem taxes.

Seventy-five per cent of the homes now have sewerage connections with disposal plants, and an expansion program is now under way to increase this figure. Sewerage disposal will be extended to all parts of the parish as soon as funds are made available. Plans have already been made. This year a Bond Issue is scheduled to finance sewerage for the Fourth Ward (upper Harvey, Marrero and Estelle) on the West Bank.

\* \* \* \*

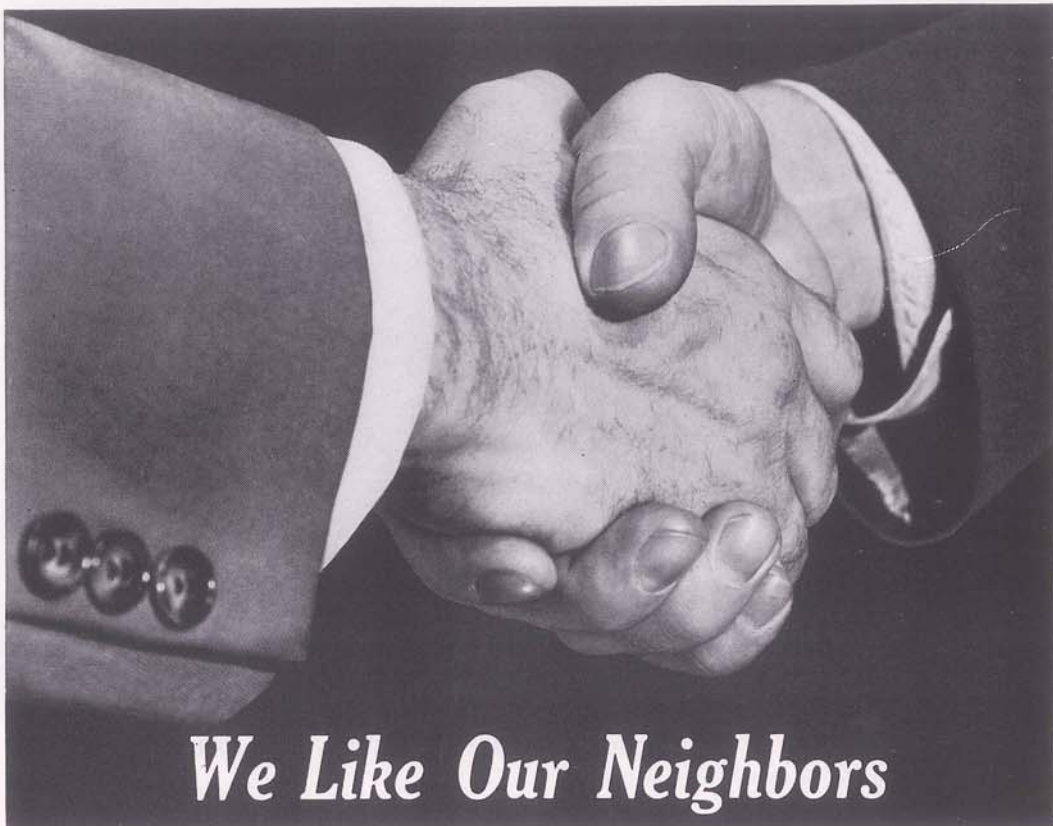
The prominence of the huge bridge, causeway, tunnel and highway projects that are causing the dirt to fly all over the parish seem to overshadow some of the other programs upon which we are constantly working—and for that reason I want to assure you that HIGH on the agenda is the future and inevitable tidewater channel to the sea, straight down through Jefferson from Westwego to Grand Isle. This is the economic shortcut to the Port of New Orleans which we now know will have to be

initiated by Jefferson Parish. Following both sides of it will be the future slips, warehouses and industrial sites of an expanded port, and following it also will be the rails and the four-lane highway through the heart of the Barataria Country to the great saltwater vacationland at Grand Isle.

Closely related to this is the coming cut-off between Bayou Signette and Bayou Villars, which will be so useful and time-saving to the fishermen and oil companies. This has already been approved by Congress but no deadline has been set upon which construction must start.

Also, on our chronic problem of badly needed overpasses, and underpasses, I have good news. The committee appointed by the Police Jury to study the Grade Separation Program has held a number of meetings with the representatives of the railroads and the plan of financing proposed by the parish is being diligently studied by the railroads. Their reaction has been favorable and more meetings are scheduled each month to iron out the many financial, legal and engineering problems involved in such a program. It is anticipated that an agreement will be reached with the railroads some time during the fall of 1955 and the program started during 1956.





## *We Like Our Neighbors*

**D**uring 1954 we completed the first part of our Fortier Plant in Jefferson Parish. We are "on stream." We are happy that many of our Parish neighbors have become members of the Cyanamid family.

In addition to direct employment, our requirements for gas, electricity, and sulfur raise the level of activity of the several Louisiana industries supplying these commodities. Our bill for these three items alone will be over a million dollars in 1955!

And, at the same time, we are becoming more completely a part of Jefferson Parish in which we so recently have taken up residence. Our newcomers to this area are taking an active part in the affairs of the community. Those who live here have been most hospitable in welcoming the newcomers and making it easy for them to settle down.

This easy give and take makes for good relations all around. We like it that way and are glad of the warm welcome you've extended us.







An airview showing just a few of the many subdivision developments occurring in the parish. In the foreground is the new huge "Bunche Village" for colored residents in East Jefferson. And on the other side of the Airline Highway can be seen the new white subdivisions in this same Kenner area.

The present studies include a grade separation of Jefferson Highway and the Illinois Central, Louisiana & Arkansas and the Public Belt Railroad tracks in the vicinity of Southport. This grade separation will connect the Jefferson Highway to both South Claiborne Avenue and Earhart Boulevard in New Orleans. Another grade separation is projected for Metairie Road and the Southern Railroad tracks at Friscoville Avenue, and a third separation is being studied to cross the Illinois Central and Louisiana & Arkansas Railroad tracks at a point somewhere between Shrewsbury Road and Kenner. Its exact location has not been selected pending completion of the studies. The cost of the program is estimated to be in the neighborhood of ten million dollars.

The State of Louisiana and the Causeway Commission are presently drawing plans for the construction of a separation of Causeway Boulevard and the tracks adjacent to Airline Highway with an interchange of Causeway Boulevard and the Airline Highway with the Southern Railroad tracks. This project is estimated to cost approximately six million dollars and will be financed by the State and the Causeway Commission.

And, still in the planning stages, is

another important project for the near future. The Police Jury of Jefferson Parish has recently appointed attorneys and engineers to study the feasibility of the parish acquiring the gas distribution property of Louisiana Power and Light Company. Preliminary studies indicate that the parish could acquire these properties through a revenue bond issue without imposing taxes upon the people, reduce the gas rates from ten to fifteen per cent and still realize a net profit of approximately one million dollars per year which could be used for other parish improvements such as maintenance of streets and drainage.

\* \* \* \* \*

Among the new projects of 1955 let me not forget the approved construction of the \$23 million Anheuser-Busch brewing plant on Jefferson's East Bank, and which should be completed some time in 1956. We in Jefferson are proud to have been instrumental in procuring this big, new industry, which will employ around 800 people with an annual payroll of at least three million dollars.

Under a special agreement, which we worked out, this complete brewing plant—including brew house as tall as a seven-story building, grain elevator, stock house, fermenting cellar, bottle



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**GREATER NEW ORLEANS CAUSEWAY**





An aerial view of the New Orleans Public Belt Railroad's new 52-acre industrial subdivision in Jefferson Parish in the loop framed by the Huey P. Long Bridge. With utilities, sewerage, waterlines, roadways and new trackage being installed by the Belt the area will provide developed land for approximately 15 new industrial plants. The first tract was sold the first of the year to Charles Dennerly, Inc., one of the largest bakery, confectionery and ice-cream supply companies in the South—and its new food processing plant and warehouse will occupy the equivalent of two city blocks. (Note: In the upper left hand corner of this picture can be seen, outside of the Belt subdivision area, the site of the new Anheuser-Busch Brewery plant).

shop, warehouses, etc.—will use water from the East Jefferson Waterworks District No. 1 during eight months of the year, and will have additional water available in reservoirs for use during the other four months.

I am also very proud to tell you that the big \$75 million American Cyanamid Fortier Plant, formally opened on the West Bank in mid-1954, has already announced new expansion.

\* \* \* \* \*

Yes, we can be very proud of this parish of ours this year of 1955.

We are a valuable asset to the state in which we live. Of the sizeable severance tax collected per year from Jefferson Parish, and of the lease money, bonuses and royalties collected by the state from state-owned land and water bottoms in the parish, less than 60% was returned for parish and school purposes. And of the 2% sales tax collected from Jefferson residents by the state last year it was necessary to return only 72c on the dollar for public welfare grants. It is to be remembered that in this return by the state the grant from the Federal Government is included in that 72c. Last year we got

back from the state two million dollars less than we paid in. Only one other parish (Calcasieu) had a better record—and, as a contrast, one Louisiana parish received last year \$32 for every \$1 it paid in to the state in sales tax.

As I mentioned in the first part of this report Metairie, now 50,000 population and conceded the most beautiful residential area in the Greater New Orleans area, is no longer considered as Zone 20 of New Orleans. Mail must now be addressed "Metairie, Louisiana"—a recognition by the Postoffice Department of its autonomy as an independent community, with a First Class Postoffice rating.

Jefferson has now reached 160,000 and last year's report of the State's Department of Commerce and Industry shows more new industrial jobs created in Jefferson than in 62 of Louisiana's other 63 parishes.

It is now the location of the finest hospital in the South—the Ochsner Foundation Hospital. And Jefferson's Health Department and the equipment of the Coroner's Office are considered among the finest in the state.



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## **WATCH FOR IMPORTANT WEST BANK DEVELOPEMENT**







This is the 16th year of operation in Jefferson Parish of Avondale Marine Ways, Inc., shown here. In 1939, the first full year of operation, the net profits were \$12,773.04. Fifteen years later in 1954, to give you an idea of this company's amazing growth, Avondale's total invoiced production was \$23,492,594.46.

Its Department of Regulatory Inspections, which was created only two years ago to issue all building, plumbing and electrical permits in the busy, booming, unincorporated area of Jefferson (and, incidentally, to assign its street numbers and properly identify its streets) is a good barometer of the progress of the parish. The 1954 figure of \$41,002,171 for permits (an increase of 25% over the previous year) shows how Jefferson is fast building up outside the four corporate city limits.

On January 1 of this year a one cent parish sales tax went into effect, a means approved by the voters of helping to further finance the progress of the parish—because consistent progress means that you have to be a little ahead of the parade as it moves down the highway of history.

One-half will be earmarked for our schools (remember, I said in the beginning of this report that Jefferson's school enrollment has more than doubled in a seven-year period). And one-half will be assigned to the Police Jury and the municipalities for the construction and improvement of streets and roads—the local and neighborhood links with the brand new highways.

\* \* \* \* \*

As we have said elsewhere in this issue of the REVIEW, this year of 1955 is the Twentieth Anniversary of Jefferson's Period of Greatest Progress.

And next year, when the new Commission Council form of parish government takes over, its five members will have placed in their hands not only a tremendous job—but a tremendous challenge.

Ever since the parish was created the police jurors have been the voice of the people—elected but unpaid representatives, who were compensated per diem only for the time they spent at Police Jury meetings.

These men over the years have steadied the finances, studied the problems and steered the parish surely and steadily from an unknown strip of riverbank to the most highly concentrated industrial area in the South.

There are 17 of them today. And the only reason they will be supplanted is not because the job got too big for them—but because the overlapping details got too heavy.

Under the new Commission Council all overlapping agencies and authorities will be eliminated and the control of all parish boards and functions (with the exception of the School Board) will be centered in the new Council, who will be full-time elected officials on full-time salaries, elected every four years.

And the reason their new job will be a challenge is that the retiring Police Jury will turn over to them a record of accomplishment that will be difficult to equal and almost impossible to excell.



# ... Meet the



Back row, from left: J. S. Montaldo, President; George J. North, Manager, Fire & Inland Marine Dept.; J. F. Bordenave, Secretary-Treasurer; Lynn P. Dominique, Solicitor.

Front row, from left: J. T. Patterson, Office Manager and Manager Casualty Dept.; Miss Connie Addamus, Fire Ins. Clerk; Mrs. Ettaline M. Ridley, Bond Dept. and Secretary; Mrs. Amelia Couvillon, Clerk Casualty Dept.; Mrs. Frances Pflueger, Clerk-Typist; George Stark, Credit Manager; Wilfred Berthelot, Vice-President (Not shown).

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# OIL

*....the biggest*

*—and what happened  
when it was added  
to the industrial  
vocabulary of  
Jefferson Parish  
in 1935*

By  
Ray M. Thompson



# little word in the world

It has been twenty years now since Jefferson Parish joined the oil industry—twenty intense and interesting years during which the tail of the depression was bit off, the toughest war in our history was fought and won, and the Parish of Jefferson moved into its present status as the most concentrated industrial area in the Deep South.

1955 is not only the Twentieth Anniversary of the coming of oil to Jefferson—but also the Twentieth Anniversary of Jefferson's Period of Greatest Progress, in which it is the purpose of our story to show the prominent part the production of oil has played.

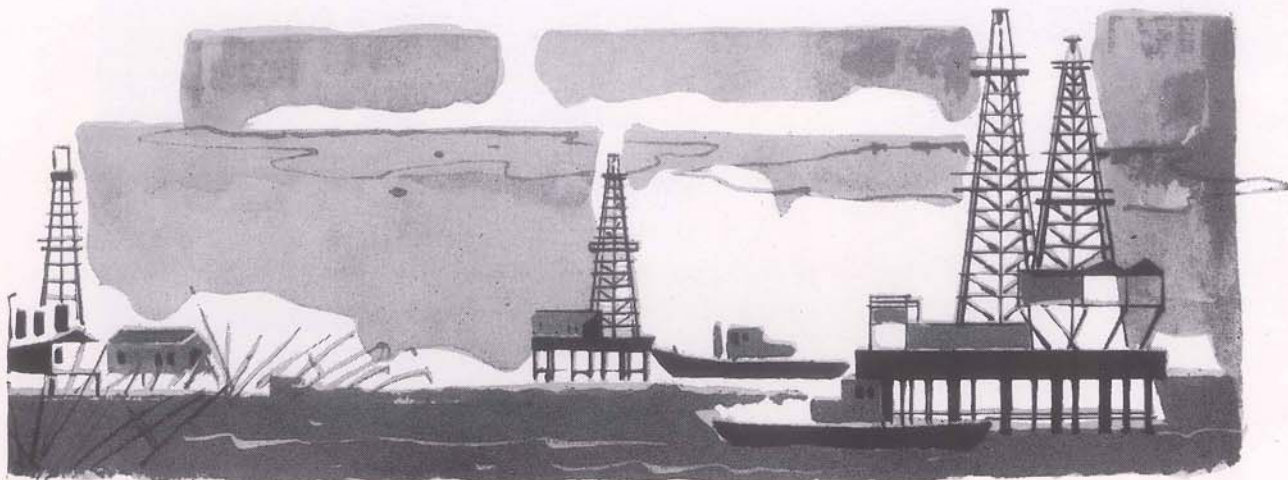
But first—a little background on this amazing product which, although it has been known since antiquity, was never really discovered until less than a hundred years ago.

For nothing so completely changed the casual course of civilization as that first knowledge (just before the War Between the States) that oil could be drawn from the depths of the earth like water from a well. Since that simple discovery in Pennsylvania in 1859

man has moved forward faster and farther than in all the previous centuries of his existence. Within the last 96 years he has entered and passed through the machine age and has plunged headlong into the atomic age—*ALL AFTER HE FOUND OIL IN QUANTITY.*

Chemically created by Nature from marine plants and animals caught and compressed under millions of years of the earth's convulsions and convolutions, and accumulated in vast underground reservoirs of porous rock, oil has patiently awaited for countless centuries for man to stumble on its vast concealed caches.

In tiny quantities in widely scattered seepages over the earth's surface oil was familiar to ancient civilizations as far back as the Phoenicians. Even Plutarch records that oil was found on the bank of the Oxus River by a servant of Alexander the Great on one of that famous conqueror's campaigns. And the word "petroleum" itself (which is oil in the crude state) comes from the Greek meaning "rock oil."





Man's most ancient contact with oil in any quantity was probably in the form of pitch, found when petroleum exudes from deposits near the surface, becomes exposed to oxidization and evaporation, and hardens into a semi-solid consistency. In the building of the Tower of Babel, the bible refers to "slime they had for mortar." This was undoubtedly from the pitch pits historically known to have existed in that vicinity. It was such a preparation the Egyptians used to embalm their dead 2,000 years before Christ. Mummies since exhumed have been found to have the body cavities filled with an asphalt like mixture. In fact the Persian term for pitch was "mumiai" and the word for the pitch embalmed body was "mummy." The records also cite instances, early in the Christian era, when Roman engineers used this same bituminous cement for the construction of the piers of bridges along their fa-

mous roads. Pitch, when it did occur, usually made its appearance in sizable deposits.

In addition to the utilization of the pitch, the ancients seemed also to have a fair knowledge of oil as a fuel, in those areas on the earth where the liquid petroleum would be found occasionally floating on the surface of salt springs, from which it was skimmed, or dipped, and separated by various primitive means from the salt and water. We read in the records that what was then known as Sicilian Oil was burned in the lamps of the Temple of Jupiter in pre-Christian Rome. But these were practically torches and the oil was burned in the crude state. And, even though oil was used as a lighting fuel in several areas throughout the ancient world, it was never refined. The first recorded instance of illuminating oil distilled from the crude petroleum seems to have been in Prague — around 1810 — but

#### SIGNING THE LEASE

The average man's first romantic contact with the complicated system of exploration, production, transportation, refining and marketing that transfers the petroleum found miles under the surface of the earth into the oil which either lubricates or propels everything that turns on wheels, flies in the air or moves through the water. (Photo taken in the Barataria region by California Company when it was opening this field in the late 30's.)







#### DREDGING ON LOCATION

since there was neither a large supply nor a large demand nothing much came of it.

Actually oil's most popular role for hundreds of years was its most useless role — its perfectly unfounded reputation as an external and internal cure-all for man's infinite variety of aches and ills.

The highly extolled St. Quirinus Oil of Bavaria in the fifteenth century, the "mountain balsam" of Galicia in the sixteenth century (supposed to be particularly efficacious in the treatment of rheumatism), the Gabian Oil of France in the seventeenth century (recommended for every known ailment) — all were the same crude petroleum skimmed from the surface of the same type of springs, but each was considered in its own area an exclusive curative phenomenon.

In our own country the Seneca Indians collected petroleum in small quantities from springs in what is now the southern part of New York state. Apparently our white settlers first learned about petroleum from these Senecas and gave it the name "Seneca Oil" by which it was known for more than a century.

"Seneca Oil" as a medicine was bottled and promoted as early as 1791. Its

In the semi-liquid land that identifies lower Jefferson the first step in oil production is usually dredging a canal from the nearest bayou, bay or lake to the well site.

peddlers claimed that the Revolutionary soldiers, tired and sore from camping and marching all over the Pennsylvania wilderness, used to stop at the springs along Oil Creek to rub their weary joints and limbs with the healing oil. All their fatigue disappeared and chronic pains and rheumatism were permanently cured . . . so read the labels. But in spite of these extravagant claims Seneca Oil never created much of a stir even among the sore and sick. The odor alone, to say nothing of appearance and taste, was against it.

However, it was the ambitious efforts of a Pittsburgh druggist, around 1850, to find another use for his surplus supply of petroleum, which, bottled as "Kier's Petroleum or Rock Oil — A Natural Medicine" was not moving too fast, that set the stage for the world's first drilled oil well.

Four years before, the celebrated engineer, Abraham Gessner, had successfully created an illuminating oil from coal which was introduced in the United States as "kerosene." Later it was more commonly known as "coal oil."





This picture, furnished by California Company, is about as close as you and I can get so we can see how a drilling rig looks and works.

This gave Kier the idea of producing a similar fuel from petroleum, and in 1852 the first illuminating oil distilled from American petroleum was sold and used in Pittsburgh. Kier, incidentally, was the first man in America to make real money in oil. In spite of early imperfections the increasing demand for Kier's "carbon oil" soon taxed his surface salt wells to capacity.

Kier's first barrel of this new distilled oil brought 70c a gallon in New York and, at times, the price went as high as \$2.00 per gallon because of the limited supply. These early sales dramatically revealed the great possibilities of a fine lighting fuel properly distilled from petroleum — but as yet the only supply available was the little which nature had carelessly (or perhaps temptingly) allowed to seep to the surface.

It was soon evident that skimming from the pits and streams around Oil Creek, where Kier secured his petroleum, would not furnish enough for the rapidly increasing illuminating oil demand. But as though it had been quietly waiting its cue, a picture on one of Kier's old patent medicine labels sug-

gested the idea that founded the huge present day oil industry.

It was the drawing of an artesian well and reminded Kier and his associates how the old salt makers often encountered oil when they were drilling for salt. That was the secret! They would tap the subterranean source itself, instead of waiting for the oil to seep to the surface.

And so, the Pennsylvania Rock Oil Company (the first oil company in the United States) was organized with 10,000 shares of \$25 each to "raise, procure, manufacture and sell rock oil." For some strange reason, Edwin L. Drake, then a railroad conductor and most certainly no authority on either oil or drilling, was placed in charge of the first oil well in history. He was guaranteed an annual salary of \$1,000 and it has been intimated that he was selected mainly because he was able to get a free railroad pass to go out and investigate the company's property of 100 acres bordering Oil Creek in Pennsylvania.

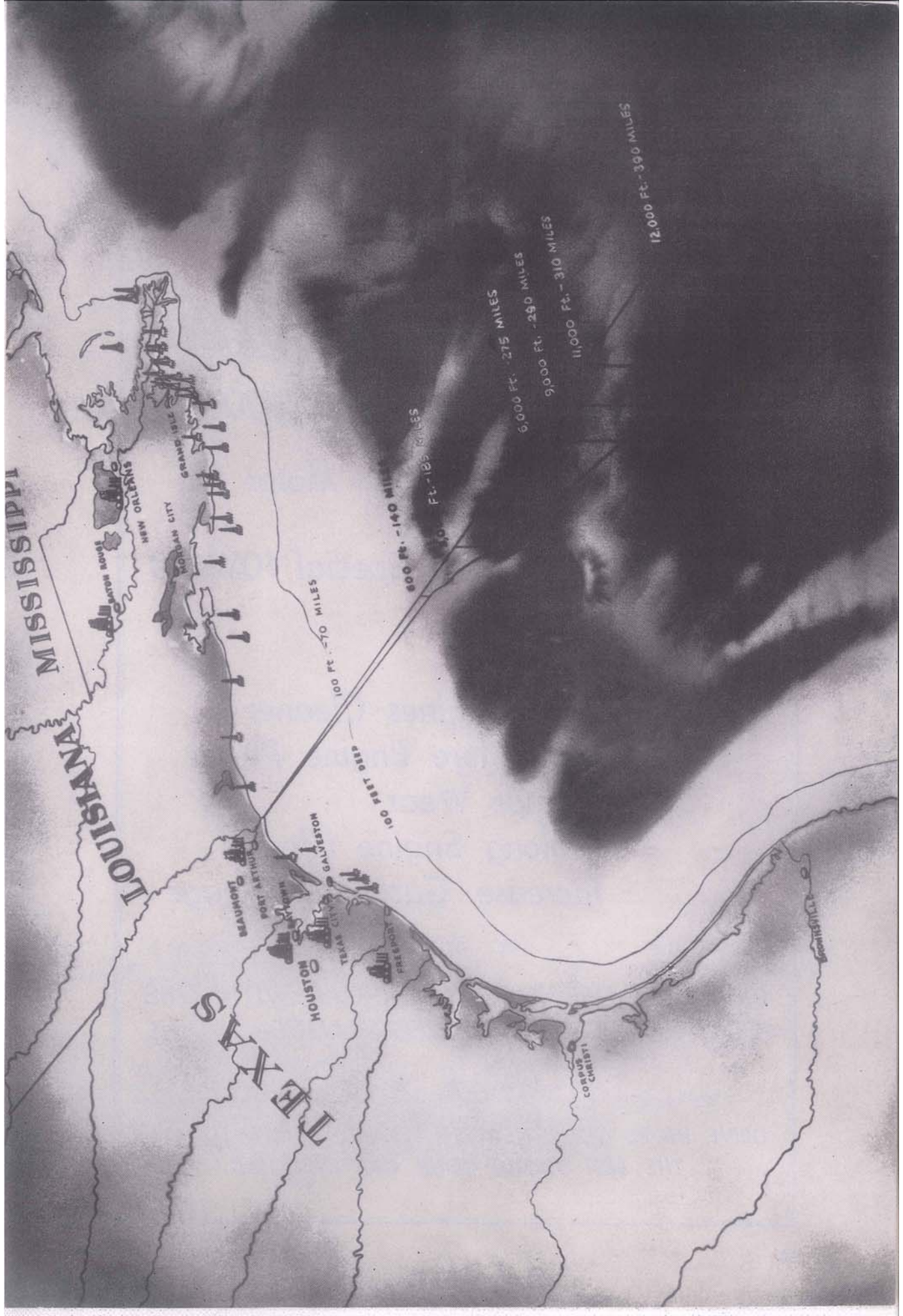
Drake may not have known anything about oil — neither did anybody else at that time — but he could use his head and improvise. When caving sand threatened the whole venture, Drake conceived the ingenious idea of driving an iron pipe down to solid rock and operating his drilling tools through this pipe. This fundamental idea has never been changed.

Drake's famous first well was less than seventy feet deep and yielded only a few barrels a day — a puny comparison to our modern operations which bore three miles into the earth's core and our present daily demand of over 8 million barrels. But it started the world using oil in quantities — finding new fields when the demand exceeded the supply — utilizing a buried treasure more precious than gold, for in one year the value of California oil (and that is just one oil state) is greater than the value of all the gold mined in that state since the Gold Rush in '49.

#### THE CONTINENTAL SHELF ➡

Along the shores of Texas and Louisiana, the continental shelf is an extension of the flat coastal plain out to a depth of about 600 feet, where the bottom of the Gulf drops away rapidly as indicated. The area of the shelf shown here is approximately 34 million acres. (Map courtesy of Humble Oil and Refining Company.)







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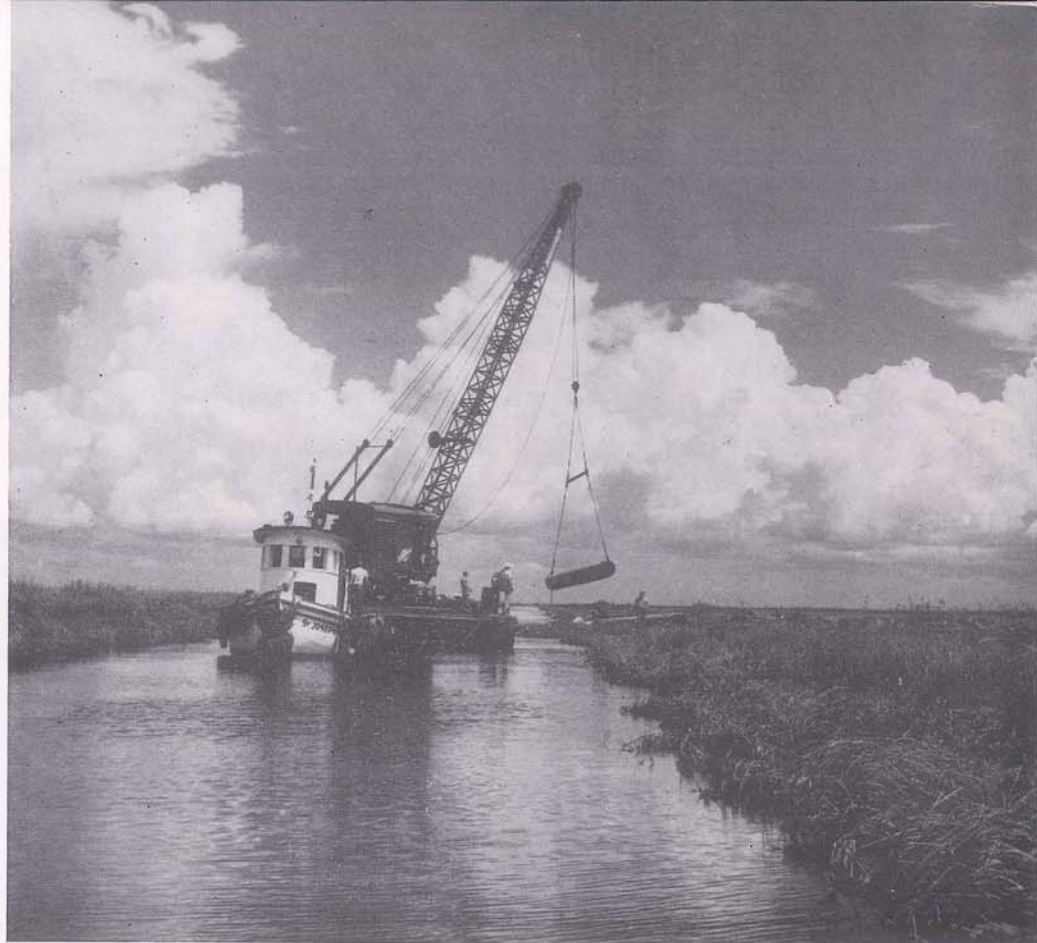


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#### LAYING GAS MAINS

While not as extensive as its oil production Jefferson's annual volume of natural gas is an important and constantly increasing parish asset, and is being efficiently and economically piped to the industries in Jefferson and surrounding areas. Shown here is the long and laborious job of laying the gas mains through the bayou country.

The chronological story of oil in the less than a hundred years since its beginnings as an industry is a fabulous array of fantastic facts:

Although no longer common, the kerosene lamp was one of the world's greatest inventions. It lighted the first fumbling steps of modern progress and was possible only after refined petroleum had finally produced a fuel cheap enough to burn brightly in the meanest hut. Whale or sperm oil, which it largely replaced, would cost \$35 a barrel at today's prices, as against around three dollars a barrel for crude oil.

Within a few years after Drake's well American lamp oil was as well known abroad as American cotton. "Oil for the lamps of China" became such a big business that the Chinese word for kerosene was the same as the American company supplying it. And, up until around 1900 the oil industry was largely an illuminating oil industry. Gasoline in that first forty year period was an undesirable and dangerous by-product to be disposed of as waste.

But with the advent of the 20th Century and the Machine Age and the introduction of gas and electric lights the kerosene market slowly disappeared — only to be replaced by the greater gasoline and motor fuel business.

It's hard to conceive today of highways without automobiles — industry without trucks — agriculture without tractors — railroads without diesels — power plants without turbines — the sky without planes. But a half century ago these were virtually unknown, and it is not stretching the truth one iota to say they were possible only because the oil industry already existed to provide and constantly improve the low cost fuels they needed to make them practical, popular and powerful. The oil industry in less than a century has taken us from the horse to horsepower — from 30 miles a day to over 300 miles an hour.

In 1930 the oil industry entered a third phase — the fuel oil burning field, which now, together with many other minor fields, compete strongly with the



# **JOSEPH RATHBORNE LAND AND LUMBER CO., INC.**

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**HARVEY, LOUISIANA**





The first triple-screw high speed crew transport, designed by George Engine Company of Harvey for the inshore and offshore use of oil companies operating in Louisiana waters. The boat was completed, inspected and certified by the U. S. Coast Guard for 22 men in February of 1955. Reports from the field indicate complete satisfaction. The TRIPOD is 45 feet long with a cruising speed of 22 miles per hour and a top speed of 25.7 m.p.h.

power fuel field for their proportionate shares of each barrel of petroleum. For gradually, over the years, it has been discovered that a barrel of crude oil contains the making of over 4000 potential products—including synthetic rubber and the now large and famous family of petro-chemicals.

It is now common knowledge that American oil was the deciding factor in the winning of both World Wars, but we are closer to the second and the figures are more recent. Over 60% of our World War II military tonnage was petroleum. The fighting required the daily delivery of 9,000,000 gallons of gasoline — most of which we furnished. And the Invasion of Normandy could not take place until the two famous pipe lines "Big Inch" and "Little Big Inch" were completed.

To win this fracas the oil industry dug into its own pockets for nearly one billion dollars for the construction and the expansion of petroleum plants and

facilities — which does not include other incalculable millions for stepped up exploration, development and wild-cattling.

This was the industry that constructed brand new plants, in the emergency, to produce 100 octane aviation fuel at a rate in excess of 400,000 barrels daily, although this same fuel a short time before had been a laboratory experimental product selling at \$30 a gallon.

In the first 21½ years after we entered the war, a total of 44,881 new wells for oil and gas were drilled in the U.S. This was 23,412 less than during a similar period prior to the war, at a saving of 11½ million tons of steel for war purposes. Yet in the face of this decrease (34%) after Pearl Harbor, the U.S. Oil Industry was able to expand its crude oil production to an all time record of over 5 million barrels a day.

If another war comes, another conflict that in spite of atom bombs and





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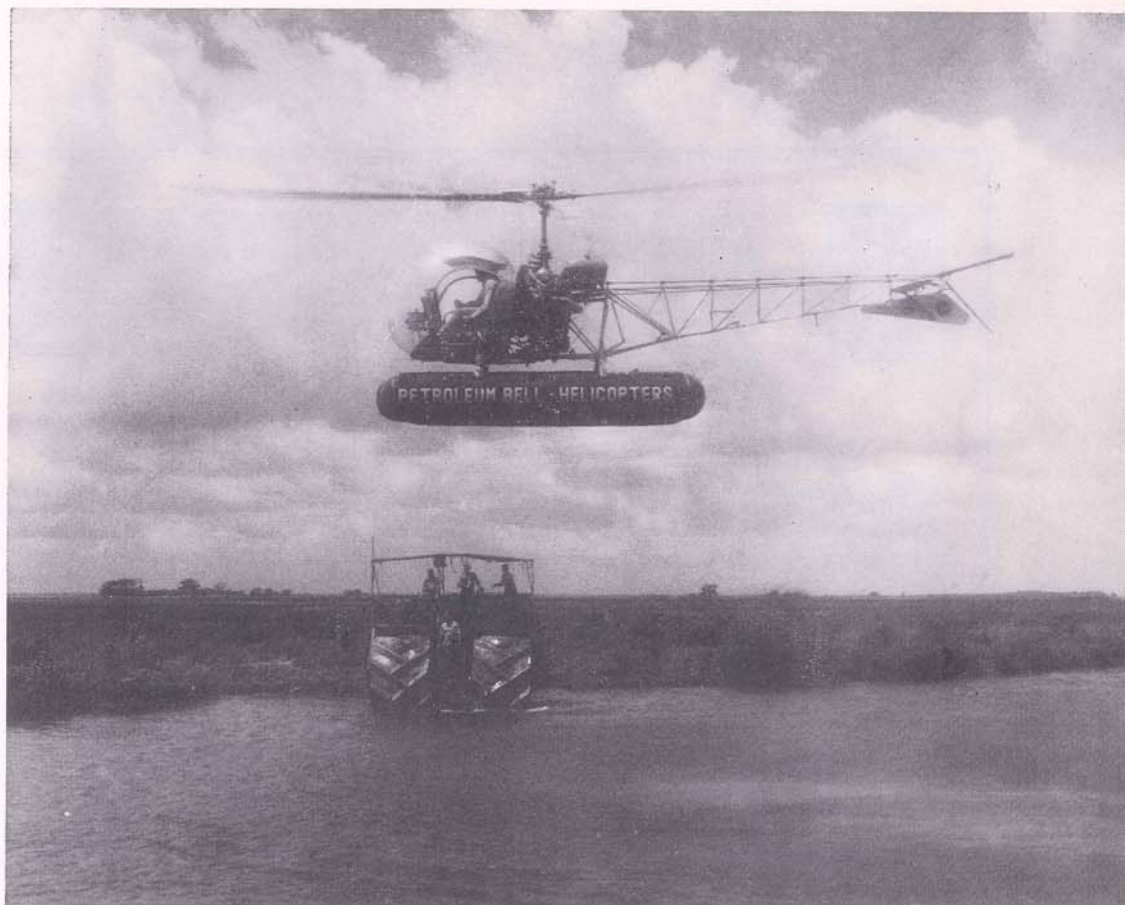
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Without these two mechanical marvels—the marsh buggy and the helicopter—it is doubtful if the oil industry could have so quickly and efficiently solved the problems of production in Louisiana's liquid labyrinths. The machine that walks on water and the mechanical bird that can light on a muskrat's house were thoroughly tested and proven in Jefferson's expanding oil fields.

H-bombs (or, let us say, if all concerned survive them or reject the use of these civilization destroying weapons) will be again fought with oil, it is very interesting to note that of all the countries on the face of the earth only Russia and the U.S. can begin to supply their own oil needs. Since 1860 only Russia has ever surpassed the United States in petroleum production and her supremacy lasted only over the last 4 years of the 19th century.

### ***THE NATION'S THIRD LARGEST INDUSTRY***

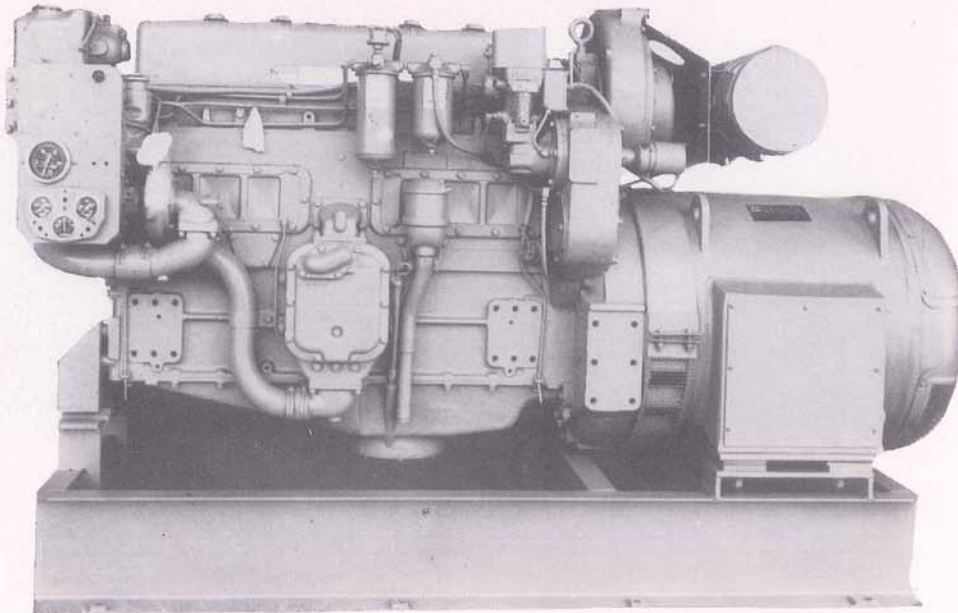
Although we possess only 10 to 15 percent of the earth's potential oil land, the U.S. oil industry furnishes practically 50% of the world's crude oil . . . and we are not only the world's biggest producer, we are also its biggest consumer. The American oil industry spends, even in peacetime, around a hundred million dollars a year on research alone, and in 1953, the latest available figures, spent between 400 and 500 millions on geophysical exploration . . . an industry of tremendous

risks that in developing new areas drills eight dry holes, at an average cost of \$108,000 apiece, to bring in every producing well . . . but an industry with over 13,000 independent companies engaged solely in finding and producing petroleum . . . the industry that since 1859 has drilled over a million oil wells in these United States, of which more than half are still producing, although many are over 50 years old.

This oil industry is the third largest in the nation, exceeded only by agriculture and the combined public utilities (electric, gas and communications) . . . the industry in which 85c of every income dollar is put into immediate circulation in the form of payrolls, supply purchases, lease rentals, royalties, taxes and dividends. This oil industry not only pays the highest wages of any in the nation but gives its employees greater fringe benefits — oil companies spending an average of 56c per man hour for social security, employee insurance, vacation pay, pensions and other benefits not reflected in the worker's pay envelope.



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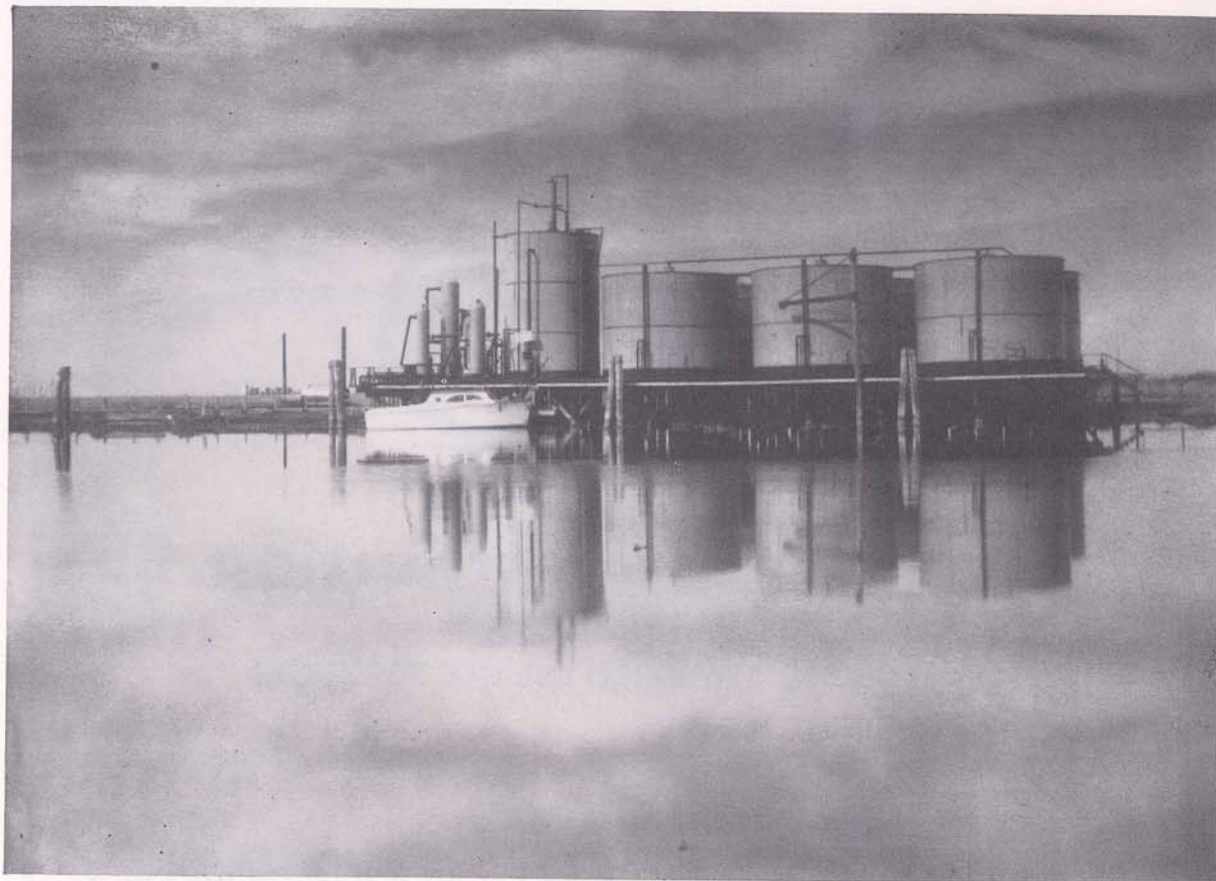
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#### *JEFFERSON: AMONG THE LAST BUT NOT AMONG THE LEAST*

Today, more than one fourth of this enormous industry's total petroleum production comes from our own Gulf Coast area of Louisiana and Texas, in which area Texas is the largest oil producing state in the nation and Louisiana is third, aggressively crowding California for second place. And, in Louisiana, Jefferson Parish is already the fifth largest producer among its 64 parishes, although a comparative newcomer in the running.

Louisiana's first oil well came in gushing on September 21, 1901 — the

same year as Spindletop — pouring its beautiful black viscous liquid out over the derrick on a rice field at Jennings right in harvest time which, however, seemed to annoy nobody. But it was thirty-four years later before oil was discovered in Jefferson Parish.

Ever since the white man, and even the Chetimachas and Houmas could remember, the labyrinth of bayous and bays in Jefferson Parish that led Gulfward to Grand Isle had been the almost exclusive domain of the trappers and fishermen. Oui, that rascal Lafitte and his Baratarians used it for years as a backdoor to New Orleans and, it is said, may have buried some loot on some of the inaccessible "chenieres," but outside of that it had always been the haunt of the heron and the home of the promiscuous muskrat. An annual fortune in furs and fish — yes — but nothing else.

Actually the first organized exploitation of the beautiful Barataria country of Jefferson was around the beginning of the Twentieth Century when Edward Wisner who, it is said, owned a million acres in the heart of it, and who was known as "The Reclamation King,"



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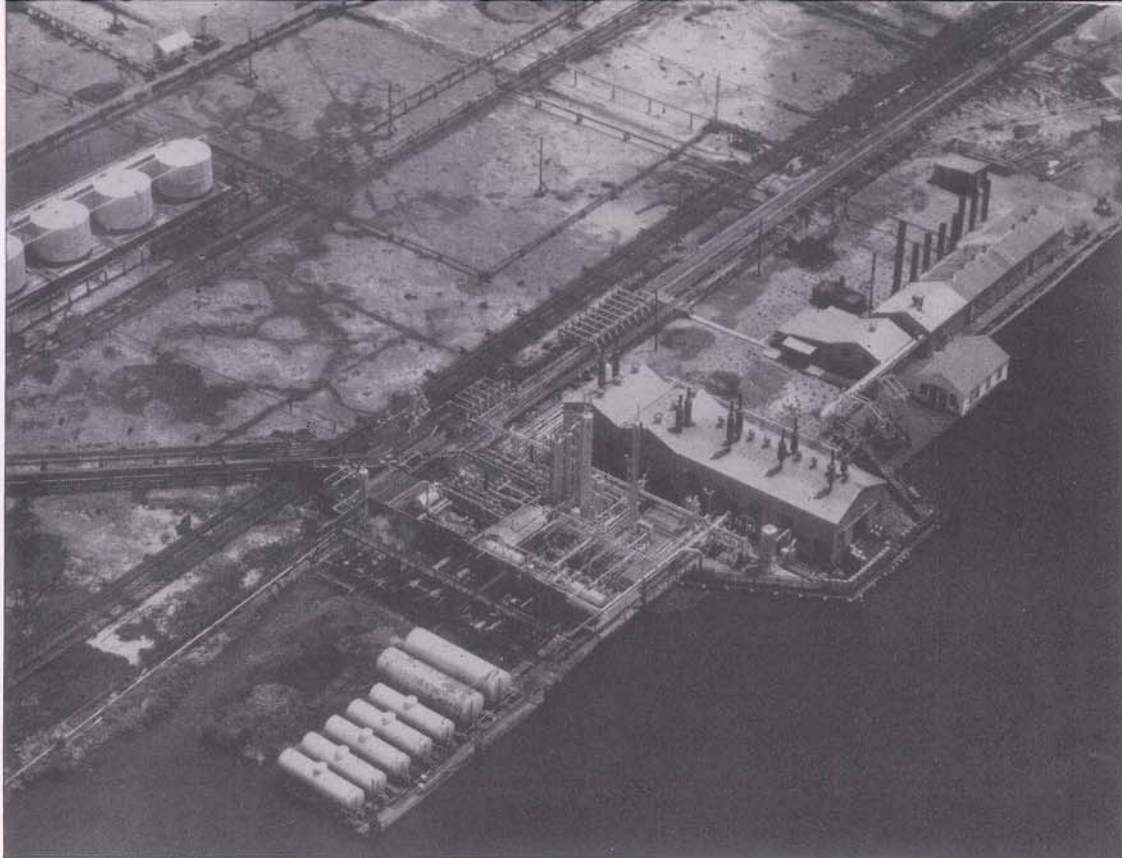
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From the original Lafitte No. 1 oil well pictured on our cover The Texas Company has expanded its operations on its canal off Dupre Cut to the extensive operations shown in this aerial view. About 500 feet up the canal from this Lafitte Gasoline Plant is the discovery well.

dreamed of draining its lush rich soil and bringing in farmers by the train-load. For years his surveyor, James S. Webb, tramped the Jefferson swamps and paddled his pirogue through its maze of aquatic twists and turns in the gigantic job of charting it into understandable acreage.

Nothing much came of this ambitious undertaking, although around 1912 some Yankee investors, organized as the Louisiana Meadows Company, did buy land drained by a new Drainage District No. 3 around the village of Barataria, renamed it "Lafitte" and sold lots and farm plots to settlers. For a while they were successful — so successful that a big hotel catering to city drummers and prospective settlers flourished at Lafitte. But the boom busted when the Drainage District went out of business and the salt marsh began to creep back in again. The village of Lafitte reverted to its original status as a popular rendezvous for the fishermen and trappers — and the Barataria country continued to remain a wide and wild water wonderland.

Although neither Wisner nor Webb suspected its underlying oil all the time they were promoting the Kingdom of Wisner, they were actually the pioneers

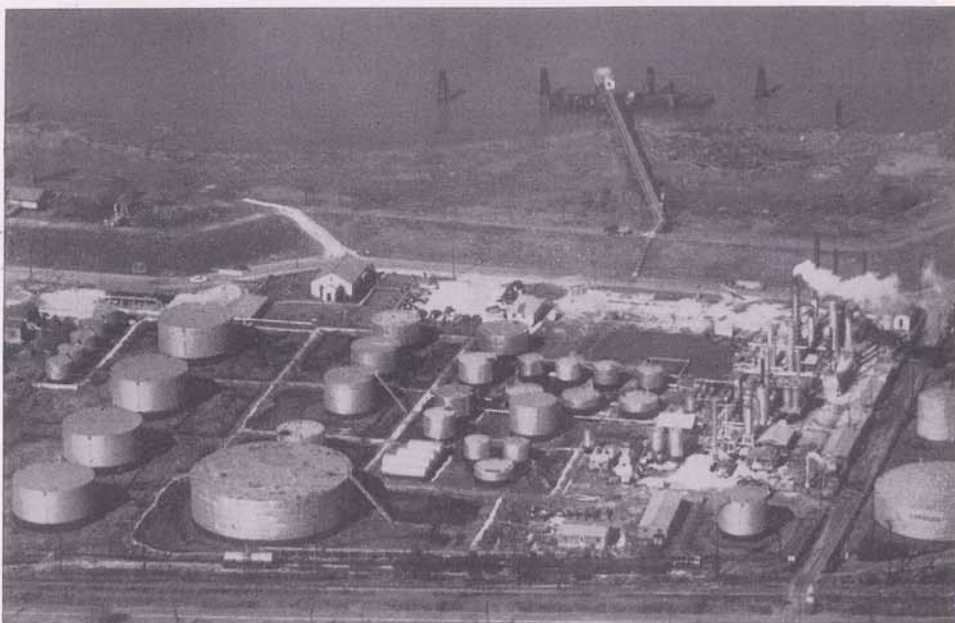
of oil production in Jefferson.

For from the mortgage foreclosures and tax sales on Wisner holdings was later (around 1927) developed The Louisiana Land and Exploration Company. And it was Jim Webb who, because of his long firsthand knowledge of all the properties, helped assemble the L. L. and E. acreage on which Jefferson's discovery well was drilled by The Texas Company.

The Texas Company was the first oil company in the nation to tackle underwater drilling. It was the first to send its drilling crews into the tricky marshlands of South Louisiana, having entered into an operating agreement with Louisiana Land and Exploration Company as early as 1928. It was the first underwater operator and is still today the largest operator throughout South Louisiana's sweep of bayous, swamps, bays and lakes.

So, by the time the block that is now Lafitte Oil Field was scheduled for drilling, The Texas Company was already familiar with anything and everything Jefferson's liquid labyrinths might throw at it. It had spent millions and several years trying to work out a practical method of drilling for oil under water; and from 1928 to the lat-





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Showing a Humble inshore installation at Little Lake in Jefferson Parish. This picture dramatically reveals the production conditions and the production equipment so typical of the oil wells throughout our famous Barataria Country.



ter part of 1932 had drilled its under water wells by erecting derricks on foundations constructed by driving pilings into the lakes and swamps.

But this practice added excessively to drilling costs. And it was not until just before the Jefferson Parish well was started that The Texas Company finally acquired exclusive patent rights to a new practical and economical method of underwater drilling: the oil industry's first submersible drilling barge.

This drilling barge was invented by a retired sea captain named Louis Giliasso and was designed to be submerged during drilling, to be refloated after the completion of a well and moved by water to the next location. In 1933 — just two years before oil was discovered in Jefferson — the first one was built for The Texas Company, with its equipment layout supervised by the company's Petroleum Engineer G. I. McBride, was put into service and appropriately named "Giliasso." All of which meant that The Texas Company

was quite ready to "barge" into the bayou country of Jefferson. Now, as it so happened, the discovery well did not require the submersible barge and was drilled from a mat foundation, but The Texas Company's move into the area was based on all the problems of the trembling prairie, not a particular well. And, after the first two wells, all the rest were drilled from one of the new submersible barges.

And, until the patents expired in 1945 The Texas Company who pioneered and put into operation this first submersible barge licensed the rights to use it to the rest of the oil industry. There are now many barges of this type in operation in South Louisiana. And its big brothers are being used in the deep water of the tidelands on the Outer Continental Shelf.

#### *WHAT A BEAUTIFUL DAY IN MAY!*

Well, as we know, Texas acquired the Lafitte Oil Field drilling rights through the groundwork of Jim Webb around

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When Lafitte No. 1 was brought in twenty years ago, W. H. McNeese, pictured here, was one of the drillers of the discovery crew. Today he is Drilling Foreman of the Lafitte Oil Field for the Texas Company, the man who watched oil come to Jefferson and who has watched it lubricate the progress of the parish ever since 1935.



1927. In 1928 and 1929 the company sent in its geophysical crew for refraction seismic shooting and again in 1933 and 1934 for more tests using the reflection method. And then on the chilly morning of January 16, 1935 a crew began rigging up at a spot just about the center of Jefferson Parish, approximately 40 miles below Harvey in an open expanse of muskrat marshland just off the Dupre Cut, from which to

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**This First Oil Well in Jefferson Parish is Reproduced in Color on Our Front Cover.**

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the well site Texas had dredged a canal 1200 feet long. And ten days later the drilling crew started on the first oil well in Jefferson Parish. The Drilling Foreman was B. L. Bundy — and it is an interesting sidelight that one of the drillers on that discovery well was W. H. McNeese, who has been Drilling Foreman of the Lafitte Oil Field since 1940.

Yes, we know! The story of a first well like this should be fraught with sizzling excitement, crises, suspense and anecdotes. But the real truth of the matter is, that while this was Jeffer-

son's first try at an oil well — and its people were purloining pirogues all up and down the bayous to paddle themselves a look — it was by no means anything new or novel to The Texas Company. They were professionals. If there was oil they'd bring it in — without wasting time, tools or talk. 1935 was one of the coldest winters the bayous had ever experienced, but the men took that in their stride, too, — perhaps enjoying their off duty hours and wonderful warm meals a little more at nearby Jim Webb's Hunting Camp where they were quartered.

And — they completed the job, without even a lost time injury, on May 30, 1935 — bringing in Jefferson's first oil well at 9572 feet, the deepest in the nation at that time. It started out as a 1000 barrel a day well and has never ceased flowing the maximum allowable permitted by the Louisiana Department of Conservation. It has never been worked over in all its twenty years, and is the proud pioneer of the now famous Lafitte Oil Field, which has uncovered more wealth than its namesake could ever have captured had he roamed the seas for several lifetimes — an area of about 14 square miles, in which The Texas Company has drilled 112 wells, of which 87 are now producing. In ad-

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Employees and their families of the Texas Company Lafitte Gasoline Plant—located at the site of Jefferson's Discovery Well—on the occasion of their Safety Award Dinner held in Gretna, when they celebrated, at the time of the dinner, 250,000 man hours without any accident lost time. By March 16, 1955, their record had continued unbroken to 310,000 man hours.

dition to its oil production, this field produces about 15 million cubic feet of gas daily.

The discovery well has had two official names: Bayou St. Denis, No. 1 and Lafitte No. 1. When the field was originally discovered it was called Bayou St. Denis Field, and the first two wells were named L. L. E. Bayou St. Denis No. 1 and No. 2. When the third well was completed in August of 1935 the name of the field was changed to the Lafitte Field and the first two wells were renamed accordingly. Later on certain sections of the field were unitized and the unit which included L. L. and E. Lafitte No. 1 Well was named the Land Company Unit. Because of this the Louisiana Land and Exploration Lafitte No. 1 Well is often unofficially referred to as the Land Company No. 1 Well.

When Lafitte No. 1 came in that beautiful May Day, it was seen and saluted by R. C. Stewart, Division Manager of The Texas Company; Paul T. Seashore, Vice President of the Louisi-

ana Land and Exploration Company; O. B. Trotter, Superintendent of the Houma District of The Texas Company; James S. Webb, Civil Engineer and President of the Madison Realty Company; Clem Perrin of Lafitte, a descendant of one of Lafitte's band of original privateers; and a happy drilling crew. The next morning the people of Jefferson knew they had a new industry—but at the time neither they nor The Texas Company nor anybody else realized just how important.

A pipeline through the marsh and swamp was completed to the Texas tank farm at Marrero in 1936. By 1938 the Lafitte Oil Field had 22 producing wells and by 1939, the year California Company opened the Barataria Field in Jefferson, the Lafitte Field had 42 producing wells from 8000 to 12,000 feet deep. The oil industry was well on its way in the parish.

#### *JEFFERSON WAS HOLDING ACES WHEN IT DREW OIL*

There were two very interesting side-

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Mud, commonly referred to as "drilling fluid," is the life blood of an oil well being drilled. Shown here, through the courtesy of Humble Oil and Refining Company, are drilling crew members carrying sacks of the vital mud material to the mixing stand.

lights to the discovery of oil in Jefferson in 1935. One had to do with the lucky coincidence of its location on the Dupre Cut . . . and the other with the almost prescient completion of the Harvey Canal link and locks of the Intra-coastal Waterways System just the year before.

In the early 1920's the government built a cut-off canal for a distance of 9 miles between Bayou Dupont and Bayou Cutler, as a vitally needed navigational aid to the oystermen and shrimpers, so they could bring their catches to market all the way from Grand Isle through the bayou country without miring down in the mud during low water periods. To secure this "Dupre Cut" the Jefferson Parish Police Jury agreed to purchase out of parish funds a 400 foot right-of-way and to turn it over to the Federal Government. In 1924 the government accepted the use of this right-of-way, but very fortunately did not take title to it.

The right-of-way which is in the direct center of the Lafitte Oil Field is responsible for a regular revenue to the

parish treasury from oil royalties amounting to around \$135,000 a year — revenue that is re-invested in the development of the parish.

The Harvey Canal is, without a doubt, the oldest landmark in Jefferson. It was started as a drainage ditch a hundred years before Jefferson became officially a parish. Its first locks were constructed around 1902 — replacing the former ingenious inclined plane arrangement that pulled boats over the low levee. But not until the early 1930's, when the U.S. purchased it as the Mississippi River Link in the new Louisiana-Texas section of the Intra-coastal Waterway that stretches 365 miles from Harvey to Galveston, did the people of the parish realize what an asset they possessed.

Its new magnificent \$1,700,000 modern locks, which can handle a towboat and five barges at a single locking, were completed in 1933 and officially accepted and dedicated by the government in 1934.

And it seemed almost as if the oil industry had quietly waited until after



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A dramatic picture of Barataria No. 1 Well, California's Discovery Well in Jefferson, photographed back in 1939, the year the well came in.

the Harvey Canal locks and link with Texas were all finished to settle in Jefferson Parish — as though it knew how vitally important this liquid highway would be to its development — because the very next year Lafitte No. 1 Well was brought in.

Harvey today is known as the Little Houston of Louisiana—with nearly two hundred concerns serving the oil industry lining both banks of the Canal. To the oil fields via its waterway goes the tools, the mud, and the equipment. And from the oil fields in surrounding parishes return the crude petroleum and petroleum products by barge. It is the only through highway into the water wilderness of South Jefferson. There are no roads on which trucks can roll or rails on which flat cars can glide into

sidings. And because this waterways system of Jefferson and the oil industry complement each other so completely over three-quarters of the Intracoastal Waterways tonnage that goes through the Harvey Locks comes directly or indirectly from the oil industry of South Louisiana and Texas.

#### *COMES CALIFORNIA!*

With the Intracoastal Waterways and its connecting canals and bayous doing a marvelous job of fetching and carrying, the oil industry in Jefferson was already a lusty youngster when The California Company in 1939 opened up the Barataria Field, the closest oil field to the business heart of the parish on the Intracoastal Waterways route.

California's "Adam Rutley" discovery well was drilled with a whipstock,



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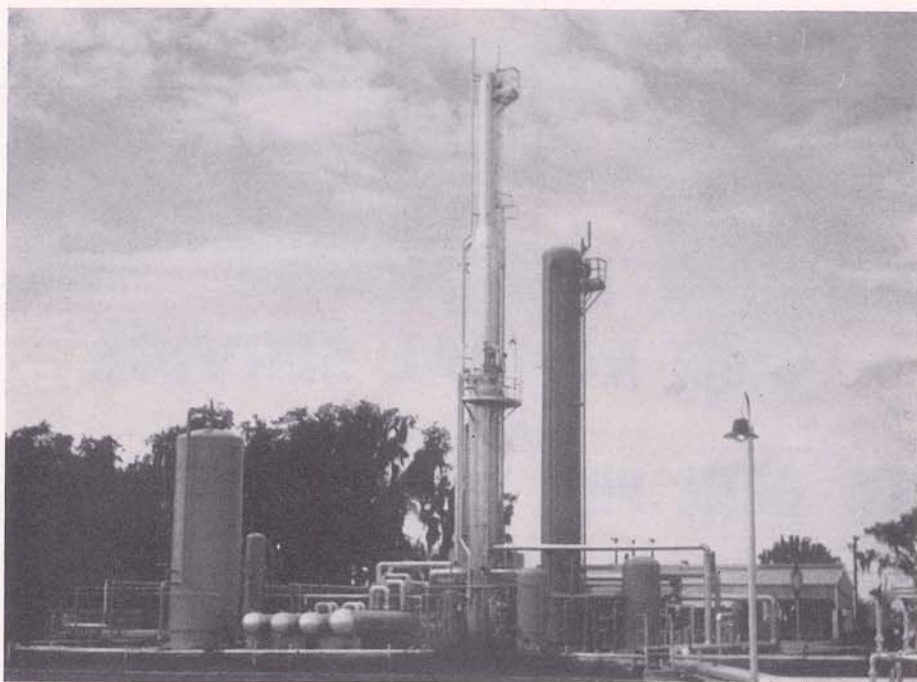
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California Company's new Absorber Plant at Barataria, just across the highway from the Barataria Field office, said to be the most efficient plant of its type in the oil industry. It will extract natural gasoline fractions and butanes from the gas and blend these products with the total crude stream in the Barataria area.

the bottom of the well being 200 feet away from the dredge in the middle of the bayou. It came in with an initial production of 936 barrels of oil and 879,000 cubic feet of gas per day.

Right now, in Jefferson Parish, California operates four fields: Barataria Field (the original); West Barataria; South Barataria and Bayou Perot. And California's newest development in Jefferson Parish is the recently completed absorber plant just across from the Barataria field office. This plant extracts heavy hydrocarbons from the gas and blends these products with the total crude stream in the Barataria area. This will increase the field production nearly 300 barrels a day.

Getting their gas production to market has long been a problem of all the oil producers in South Louisiana. Calco started moving its gas from Jefferson Parish fields to United Gas Company in 1947 and to Southern Natural Gas Company in late 1953.

In 1952 and 1953 Southern Natural, as part of its 76 million dollar expansion program, extended its pipe line 80 miles deep into South Louisiana on both sides of the river, even crossing the Mississippi . . . and late in 1953 Jefferson natural gas, along with the production of the other areas of South Louisiana in which California operates, began

to move to market. Another vital step forward!

In fact, the whole industry is studying the problem of utilizing the tremendous natural gas resources of South Louisiana, much of which must now be flared or wasted for lack of transportation facilities to a profitable market. A new method being considered is to liquefy the natural gas at the fields and transport it in specially constructed barges to U.S. pipe lines and markets. The research firm of Arthur D. Little states that one such barge is now being built to carry liquefied gas from Louisiana fields up the Mississippi to the Chicago area. If this pilot operation is successful and profitable it will lead to more widespread use of this plan.

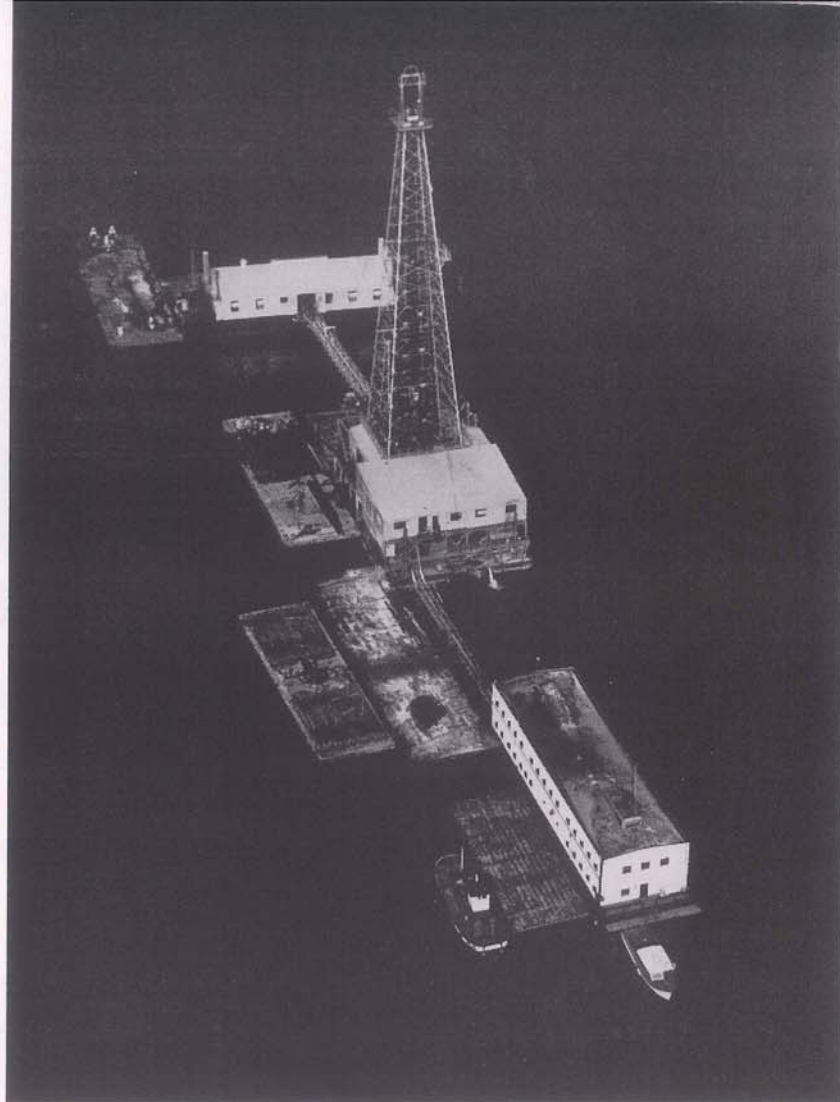
#### *HUMBLE JUMPS INTO DEEP WATER*

The development of new fields in Jefferson, as well as the rest of the country, was curtailed during the war. Although the oil industry was able, in spite of a decrease of 34% in new wells after Pearl Harbor, to expand national production of existing wells to over 5 million barrels a day—at the same time saving a million and a half tons of steel for war purposes.

But shortly after the war, in 1949, another one of the majors—Humble Oil and Refining Company—began opera-



A dramatic presentation of Jefferson's offshore drilling, this being one of the rigs of the Humble Oil and Refining Company in Gulf waters off Grand Isle. The isolation of an offshore operation from supplies (emergency equipment which would ordinarily be available in two hours on land might require a full day to reach an offshore rig) demands that they be practically self sufficient under all circumstances.



tions in Jefferson Parish. Humble's land discovery well in the Avondale Field—the Texas and New Orleans Railroad No. 1—came in on June 18, 1949 . . . and from this Avondale Field through December 1954 Humble estimates it has produced 2,041,196 barrels. The American Liberty Oil Company is now also operating in this Avondale Field.

The Little Lake Field, in the lower southwest corner of Jefferson Parish was discovered originally by Gulf Refining Company with the completion of its Louisiana Land and Exploration No. 1 gas well. Humble later acquired this well from Gulf and completed the first oil well in this field . . . and through December 1954, has produced approximately 2,640,926 barrels from this section of Jefferson.

But Humble's most dramatic distinction in the parish is that it brought in Jefferson's first offshore well—the now historic Grand Isle No. 1.

By the year 1949 thirty-five Ameri-

can oil companies had expanded their land search for oil into the unprotected waters of the Gulf of Mexico beyond the shores of Texas and Louisiana overlying the continental shelf . . . and by the same year 1949 these competing companies had already spent one hundred million dollars seeking oil beneath the submerged land off the shores of these two states. And by the same year 1949 the oil produced from offshore wells had amounted to a total of only \$340,000. Offshore drilling was still an unknown gamble!

The continental shelf of the Louisiana coast, of which Jefferson is represented by the submerged lands of Grand Isle, Grand Terre and Cheniere Caminada, covers an area of approximately 18,000,000 acres. How much of this may eventually be explored for oil depends, of course, on the success of present deep water drilling operations, which had been located thus far in water up to 65 feet and less than 30 miles from shore.



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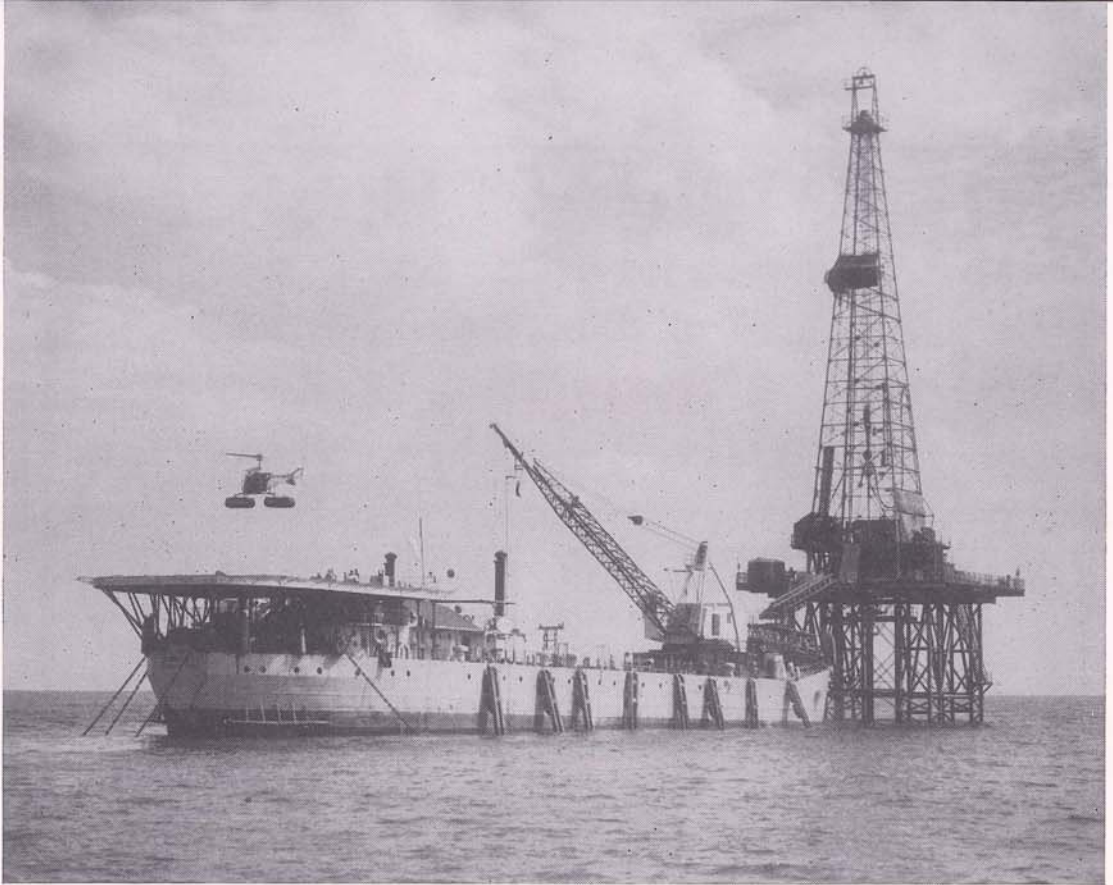
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New Orleans, La.

S. B. Stewart, Jr., Secretary





A Humble Oil and Refining Company offshore operation in the Gulf showing the drilling rig with its LST Tender equipped with helicopter landing platform.

The most impressive feature of drilling in the Gulf is the tremendous high cost of everything. Equipment must be of the highest quality and maximum strength. Ruggedness is essential to withstand the buffeting of 120 mile per hour winds and the 32-foot waves of Gulf hurricanes.

Humble's first offshore drilling on the Louisiana coast began in November 1947, with the giant platform "Grand Isle No. 1"—the first offshore operation in Jefferson Parish, in water 50 feet deep seven miles out from Grand Isle's golden sand beach.

On account of high wind and waves it took 114 days to build and cost \$1,200,000—a self sufficient doubledeck platform capable of drilling up to seven wells—each deck providing nearly an acre of floor space . . . with quarters for 54 men . . . platform and rig weighing ten million pounds, supported by 100 steel piles driven through the tubular corners of 25 templets which provide lateral bracing . . . a lone giant of human ingenuity able to withstand greater than the worst anticipated Gulf hurricane.

To maintain its Grand Isle drilling

operations Humble must maintain a large fleet of vessels and it is estimated that this marine transportation alone costs \$7,000 a day.

In the tremendous and expensive search for oil on the continental shelf thirty-eight oil companies had up to the middle of 1953 (our last figures available on this phase of the industry) spent about 261 million dollars in offshore exploration . . . having drilled 241 holes, 100 of which were oil wells, 43 gas-condensate, and 98 dry holes.

And through 1952 Humble, beginning with Jefferson's Grand Isle No. 1, had drilled 35 wells with a daily average production of 1300 barrels. As these figures prove, the search for offshore oil has just begun.

Two recent announcements, pertinent to Jefferson and its Humble operations are:

FIRST—that Humble has discovered, just six miles offshore from Grand Isle, what the industry's sources believe is a new major deposit of sulphur, as important to the nation as oil . . . and a two year program by the company to evaluate the size and extent of this new mine is now under way.

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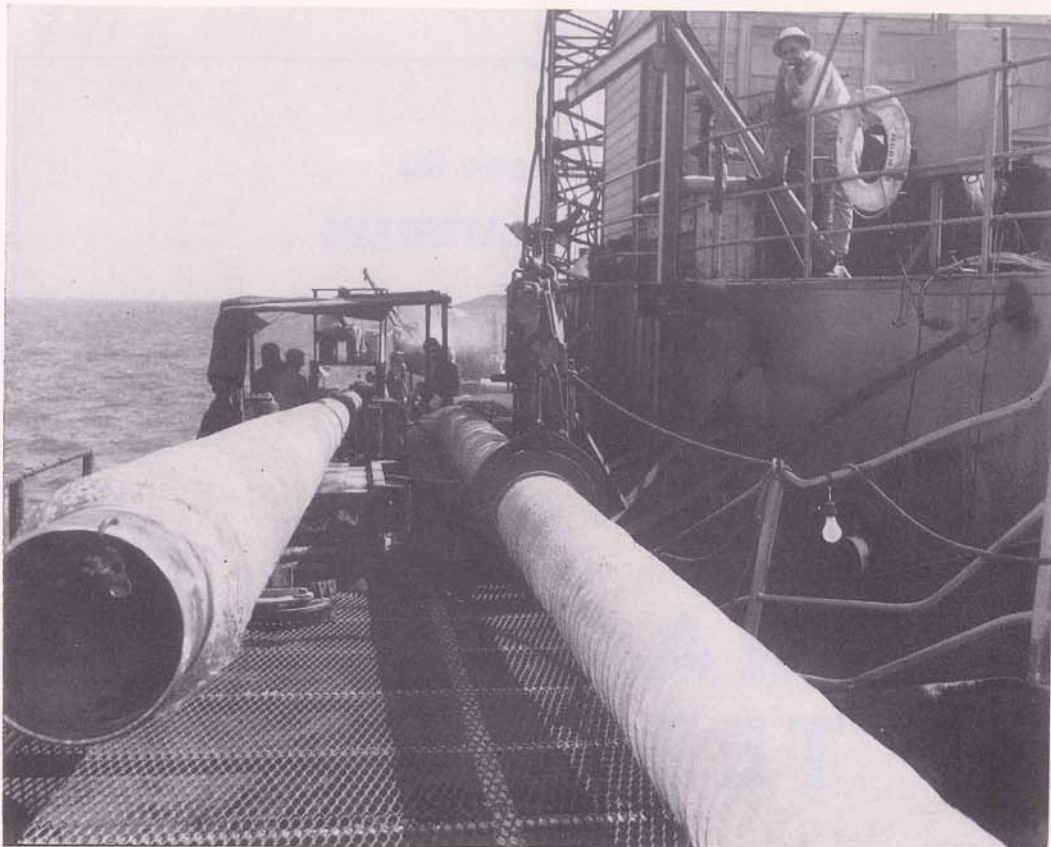
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This shows the laying of oil pipe in deep water. Note that the pipe is heavily encased in concrete so it will sink and lay solidly on the bottom. The production men in this huge and technical oil industry sooner or later find the correct solution for every problem. Lines such as this one carry Jefferson's oil hundreds of miles to refineries.

SECOND — that Humble, on November 12, 1954, following the tidelands long dispute got the first deep drilling contract from the U.S. Department of Interior.

\* \* \* \* \*

Oil in Jefferson is now its largest single industry. More than 200 million barrels have been produced since the opening of the Lafitte Field in 1935.

January 1, 1955 the allowable of Jefferson Parish wells amounted approximately to 25,000 barrels of oil a day. On the basis of \$3.00 a barrel Jefferson is producing over two million dollars worth of oil a month.

But the value of the oil itself is only a small part of the business created by the oil industry. We have mentioned already that nearly two hundred concerns serving the oil industry have come to the banks of the Harvey Canal since that beautiful May Day of 1935, just twenty years ago.

Because it straddles the Intracoastal Waterways at its juncture with the Mississippi (for shipment upriver to Baton Rouge and the Midcontinent and

downriver to the ports of the world) Jefferson is the headquarters for tank storage terminals and tank storage concerns.

Payrolls from the highest paid employees of any industry in America now circulate through Jefferson business houses. Manufacturers utilizing the available oil and gas in the Jefferson area (of which the new \$75,000,000 plant of American Cyanamid is only one) have gravitated to the parish. And the many wholesalers and service organizations who supply the dozens of varied needs of the oil industry — because of its accessible location between the oil fields of South Louisiana and the oil office buildings of New Orleans — have found Jefferson Parish the most advantageous and profitable location.

Oil was the lubrication which, when discovered in Jefferson Parish in 1935, speeded up and smoothed out its steady progress during the next twenty years to the most highly industrialized section in the South and one of the most progressive and solidly prosperous in the nation.

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Coast Territory*

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New Orleans Exchange

P. O. BOX 354

HARVEY, LA.






# Scenic Jefferson

Photography by  
EUGENE DELCROIX

Models:  
SUZANNE MILLER  
EARLE KEITH  
PAT LARSEN  
JUNE PITRE

My name is Suzanne Miller  
and I'm now your narrator . . . as  
Mr. Delcroix and I take you on  
a pictorial tour of the parish . . .  
to prove that Jefferson  
is not all boom and bustle,  
not all new industrial plants  
and people, new highways  
and homes—  
but also a wide and wonderful,  
long and lovely land of  
scenic beauty.

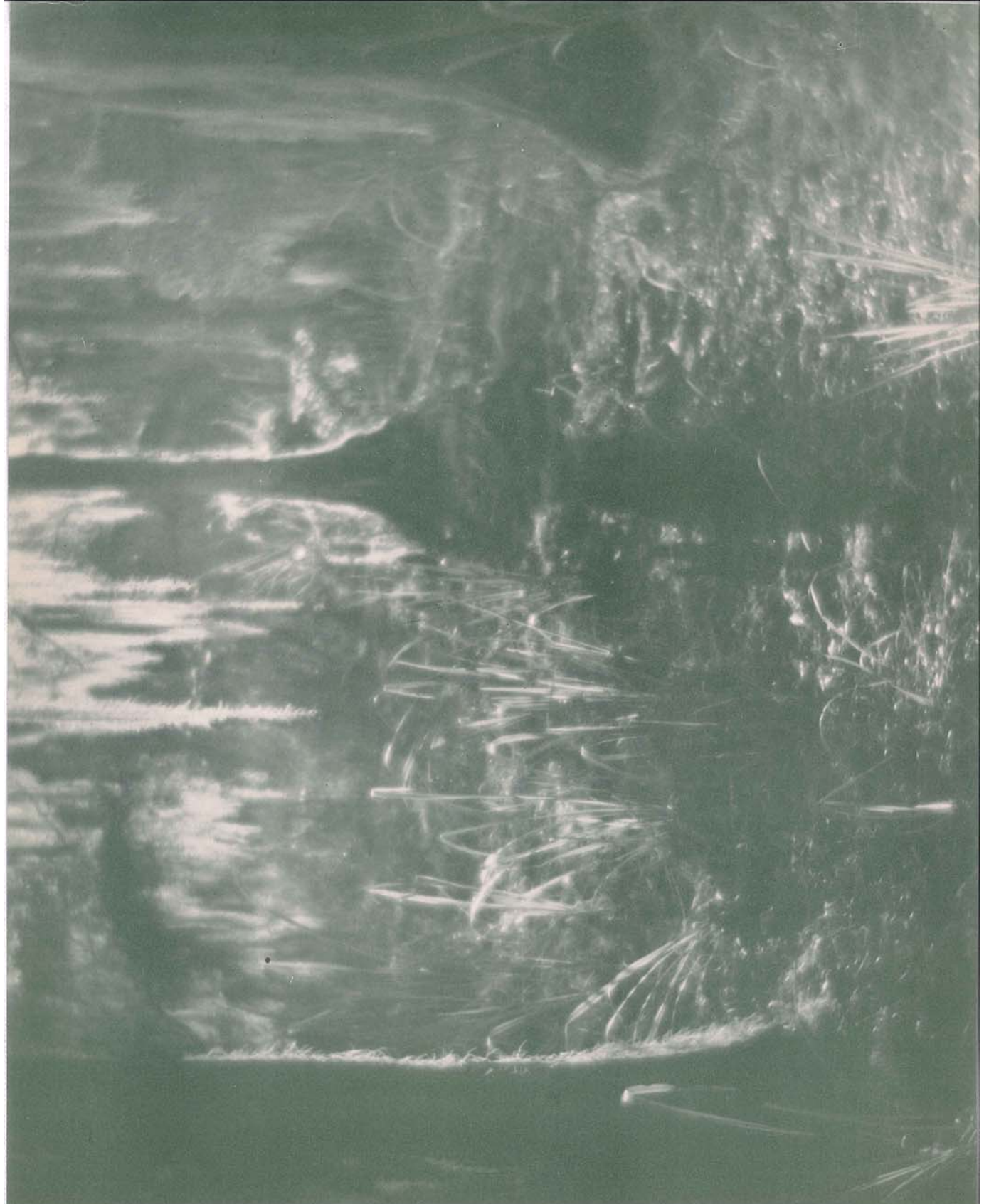


This,  
believe it  
or not,  
is a  
Jefferson bayou  
early on a  
winter morning  
—its  
only concession  
to the Calendar  
the rising mist  
from the water.  
The name  
of the bayou?  
What's  
it matter?  
There are  
dozens we  
could show  
you just  
as delightful.



And this,  
too,  
is almost  
any bayou  
on any day  
when  
the fish  
are biting  
... a bit of  
Jefferson paradise  
tucked away  
only a  
few miles  
from home,  
but  
a million  
light years  
from  
the cares  
of the  
world.






It's fun to  
follow the sun  
through  
Jefferson's  
countless  
cathedral  
corridors  
of cypress and  
tupelo and oak  
... and  
to tramp  
its green  
carpeted  
anterooms  
built  
of shafts  
of sunbeams  
and draped with  
sheer shimmering  
Spanish Moss.



Only  
on foot  
can you  
thoroughly  
enjoy  
scenic Jefferson:  
landscapes  
like this  
repainted  
and repeated  
by the  
Master Artist  
in infinite  
variations  
of tone  
and color  
and composition  
on the  
broad canvas  
of our  
countryside.





Even  
newly ploughed  
fields  
take on  
their particular  
proud brand  
of beauty  
—as the  
rising sun  
highlights  
the furrows  
of rich,  
black  
alluvial loam,  
the gift  
of a dozen  
states  
borne by  
the river  
to the farmers  
of Jefferson.



A perfect spot  
for a picnic!  
This is  
one we found  
and are  
very fond of  
—but  
in Jefferson  
there's acres  
of ancient oaks  
like these,  
and hundreds  
of such shady,  
sunkissed,  
moss screened  
secluded nooks  
not too far  
from  
the highway  
to tote a  
lunch laden  
hamper.





**A Battlefield  
of Beauty!**

Where the ferns  
and wildflowers  
and the grasses  
with strange  
Latin names  
fight  
to blot out  
the footpath;  
where the  
hyacinths  
struggle  
to strangle  
the bayous;  
where the bushes  
besiege the trees  
and the vines  
encircle both  
—and all this  
colorful conflict  
just beyond the  
broad highway.





It's like  
sitting  
in a church!  
The bayou bank  
is the pew  
—and  
the presence  
of the  
Infinite  
is all  
around you.  
It makes  
you feel  
peaceful  
and contented  
and  
very glad  
to be alive—  
and young.



How to be  
a hayseed!  
All you  
have to do  
is leave  
civilization  
back in the car  
on the highway,  
put on an  
old straw hat  
and a pair  
of comfortable  
shoes,  
and follow  
your feet  
and your fancy  
into  
the beautiful  
bayou country.





Where you'll  
encounter  
rustic scenes  
like this  
—where,  
if you're an artist,  
you'll scream  
for  
a sketch pad  
—or, if you're  
a photographer  
like Mr. Delcroix,  
you'll go  
quietly nuts  
trying to figure  
out which  
gorgeous view  
to shoot.





Oh, yes, there are roads! Not enough to chop up the scenery—but occasional, intriguing, romantic lanes such as this that lead off under the trees into adventure—or may end abruptly at a bayou bank, or ramble sort of friendly like into someone's back yard.





Did you ever see a lovelier spot for a snack! Here we are, as you can be, right in the heart of Jefferson—just a few miles from the hectic hurry of every day existence. Hiking has made us hungry and happy-go-lucky and we know we're coming back here again.



Sometimes in Jefferson's water wonderland, you encounter places so peacefully private, so calm and quiet and self contained, that the mere presence of a human being seems a sacrilege. This is one of them!





I give you proof that Mother Nature has all of woman's vanity! Everywhere in Jefferson she adorns her domain with mirrors like this placid bayou, in which she preens herself, making certain that her foliage is on straight and that her colors blend—just so!



As I rest here, while Mr. Delcroix gathers together his equipment, I realize that we are very lucky to live in Jefferson, where Nature is our neighbor—where what most people dream about is just a whoop and a holler beyond our back yard.



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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.

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# *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.



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Unlike other minerals, sulphur is mined with super-heated water—water heated to 325 degrees F. When the water is first pumped into a deposit, trouble can usually be expected from unknown factors deep underground. Grande Ecaille was no exception. Cavities in the formation drained off large amounts of hot water and the only way to halt the run-off was to pump millions of cubic yards of mud into subterranean chambers. Eventually the production goal was realized.

Now one of the world's largest sulphur mines, Grande Ecaille has been the proving ground for our other marshland operations. The newer mines at Bay Ste. Elaine, Garden Island Bay, and Chacahoula have benefitted by the lessons learned at Grand Ecaille. Into these mines have gone the know-how that is acquired only after years of patient effort and the expenditure of large sums of money.

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Hon. Frank J. Clancy, Sheriff



At Right: Top, Hon. John J. Holtgreve, President, Police Jury; second from top, Hon. John W. Stone, President Pro-tem, Police Jury; third from top, Hon. William J. Klause, Clerk of Court; bottom, Hon. Vernon J. Wilty, Assessor.

Bottom Row: Left, Hon. James E. Beeson, State Representative; middle, Dr. Francis T. Gidman, Coroner; right, Hon. John F. Rau, Jr., State Representative.



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