

JEFFERSON

PARISH

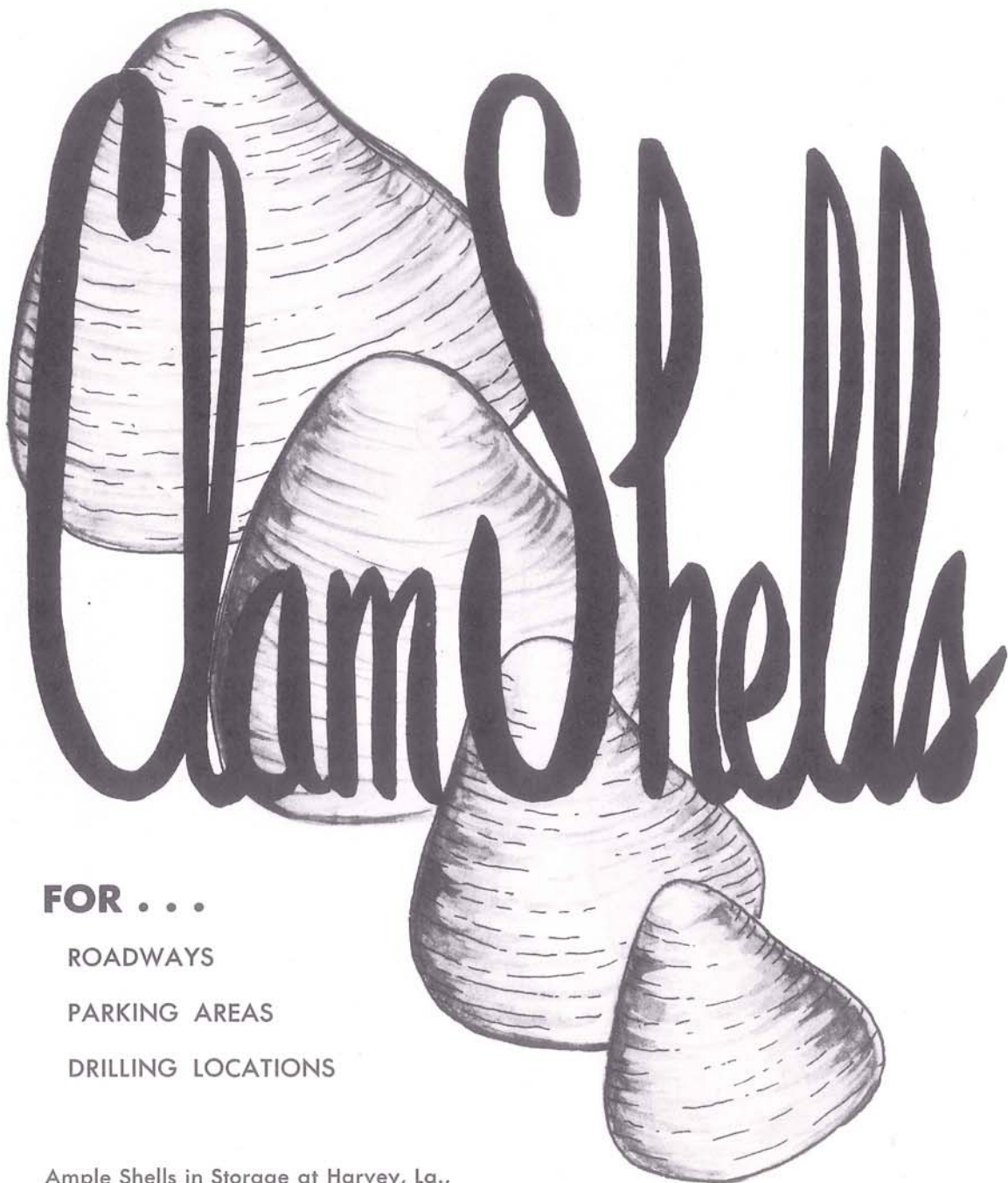
YEARLY

REVIEW



1957

TWENTY THIRD VOLUME



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1957 *Parish Yearly* REVIEW

Issue
(Twenty Third Year)

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Sponsored By The Jefferson Parish Police Jury
LeRoy L. Hall, President
Jefferson Parish Courthouse, Gretna, La.

OUR PARISH...

Your 1957 Jefferson Parish Yearly Review



WEAVER R. TOLEDANO

For the 22 years ending in 1956, Weaver R. Toledano served as publisher of the Jefferson Parish Review, which he founded.

This year, Mr. Toledano relinquished the position of publisher but retained an interest in the publication and has been serving in an editorial advisory capacity.

A longtime resident of the Ninth Ward, he lives in Kenner and enjoys the distinction of having served as a member of the Police Jury for 32 years and as president of that body for 27 years, both figures constituting records. During his years of public service he was a leader in virtually every major improvement in the parish, notably in highways and the Harvey Canal development.

New methods of printing and photographic reproduction have been used in this issue of your Review. The offset printing process has been employed throughout. For the first time, also, multi-color printing has been used in the body of the publication. You will find new, too, a complete, consecutive portion of the Review devoted to the industrial and commercial growth of the parish, pages 49 through 112.

At the same time, we have preserved much of the old in attempting to present a factual record of our progress and in refraining from partisanship in our editorial matter. If we are highly optimistic about the present and future of Jefferson, we can only plead that our view is shared by the overwhelming majority this prosperous summer of 1957.

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Rau's Ex-Cel Printery, Gretna
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Produced By

JIM SHARP, INC.

Editorial Offices:
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New Orleans, La.

COMES OF AGE

NOT JUST BIGGER//
BUT BETTER!

By LeRoy L. Hall

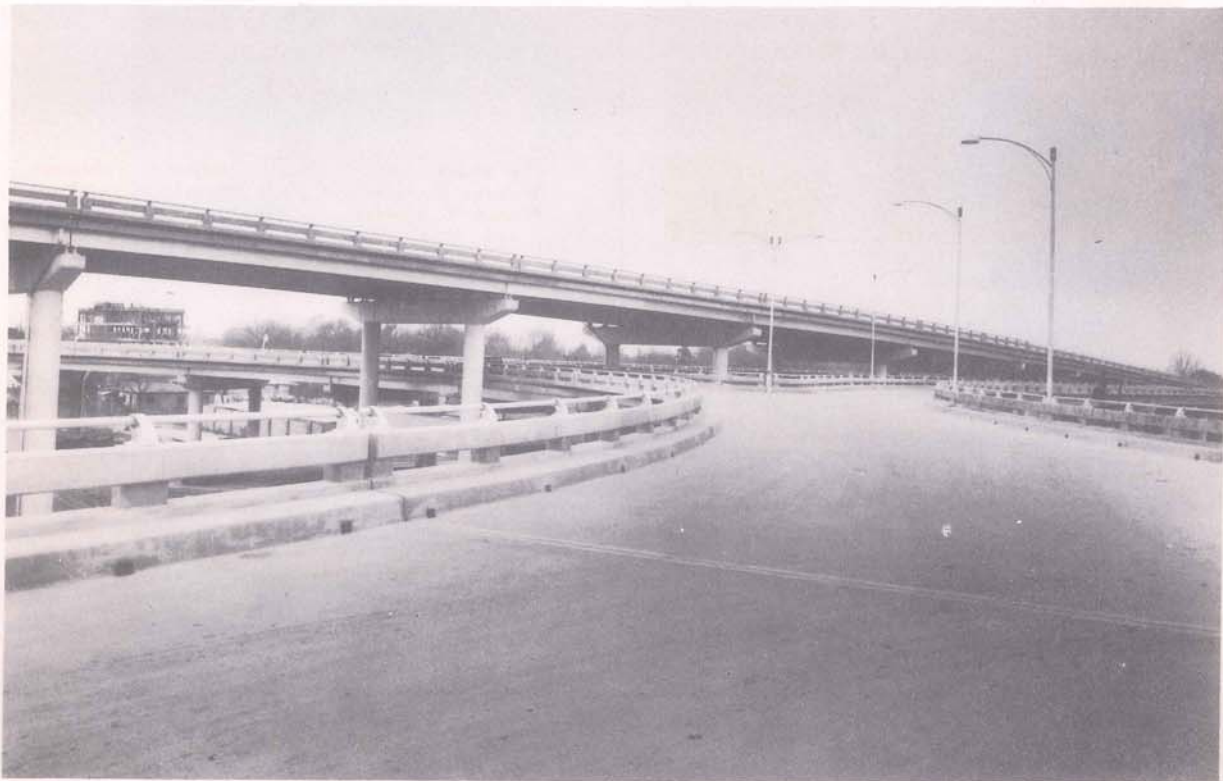
(PRESIDENT, JEFFERSON
PARISH POLICE JURY)

Jefferson Parish, whose name already had become a synonym for growth, advanced more rapidly during the year ending with the publication of this issue of the Review than during any other 12 months in its history.

Our amazing development, which long since attracted national attention

and brought us the title of the "Fastest Growing Area in The South," came in almost every field of endeavor.

Population figures continued to set new records, business flourished, industry moved in and your parish government, I feel certain, kept pace by taking the greatest forward strides in its



BOTTLENECK BREAKER—The East Bank Expressway, combining the best in highway architecture with utility, was opened to the public in June. Here's an excellent study of a detail of the huge project, with ramp leading to the Expressway proper in foreground. Left background is the new East Bank office building, nearing completion when photo was made.

history.

Every indice of progress points to the clear conviction that Jefferson Parish has come of age, that it is big business, both commercially and governmentally. Here are some — and only some — of our accomplishments during the last 12 months:

Creation by the Police Jury of the Jefferson Planning and Zoning Commission last August. Already, the Commission has in its hands a carefully prepared master street plan, a copy of which is reproduced on Pages 6-7.

Completion of the East Bank Expressway, which includes the longest bridge in the world — over Lake Pontchartrain — and a multi-lane freeway which bridges all railways and two major highways on its course to the Mississippi River.

Virtual completion of the West Bank Expressway, including the Harvey Canal tunnel, from lower Gretna to Marrero.

Construction of a new, modern parish prison.



LeRoy L. Hall

Construction and near completion of the new courthouse in Gretna and the new East Bank office building in Metairie.

Continuation of the expansion of

See Page 9



MODERN, EFFICIENT: *This is the new East Bank parish office building. Photo was taken as workmen put finishing touches on building shortly before occupancy.*

50
Years
Old...

5
Years
Young!



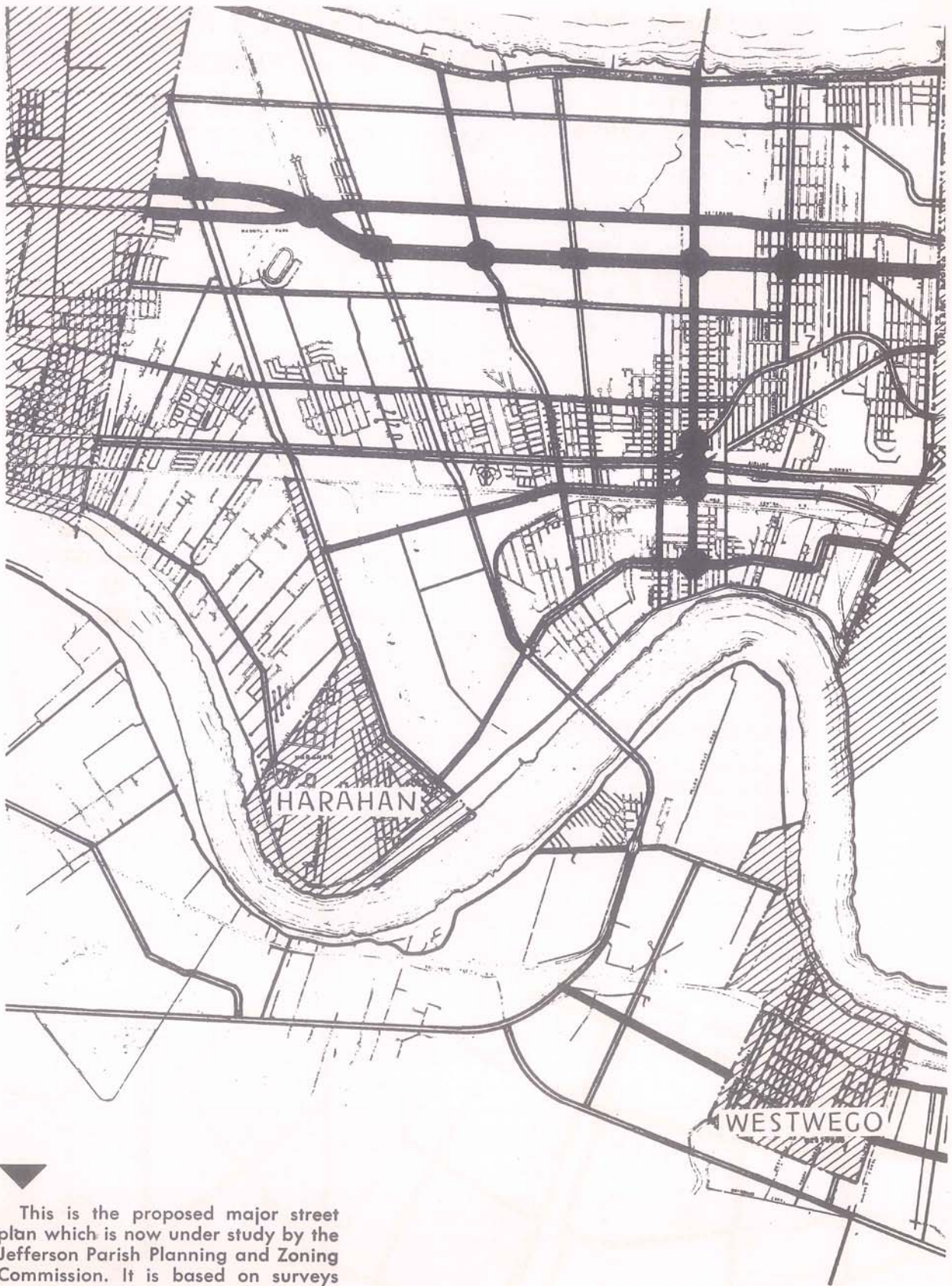
Fifty years ago American Cyanamid Company became one of the leaders in the capture of nitrogen from air by chemical methods. Out of this development has come a wide variety of new chemical materials and products beneficial to mankind.

Five years ago Cyanamid became one of the leaders in the industrial progress in Jefferson Parish through the construction of its Fortier Plant. Today, this plant is converting Louisiana's bountiful natural gas resources into basic chemicals that are shipped to all parts of the country for further processing into such modern products as plastics, synthetic fibers and synthetic rubber.

Nearly all of our people are Louisiana born and bred. Many of them are friends and neighbors of yours. We are proud to be a part of the vast growth now under way in Southern Louisiana.

CYANAMID

AMERICAN CYANAMID COMPANY
Fortier Plant
Jefferson Parish, Louisiana



▼ This is the proposed major street plan which is now under study by the Jefferson Parish Planning and Zoning Commission. It is based on surveys by the engineers which look far into the future providing for our traffic needs.

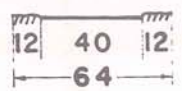
PLANNING SERVICES

PARISH OF JEFFERSON, LOUISIANA

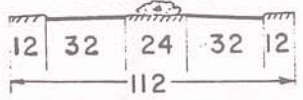
PRELIMINARY MAJOR STREET PLAN

PALMER AND BAKER ENGINEERS, INC.
CONSULTING ENGINEERS
NEW ORLEANS, LA. MOBILE, ALA.

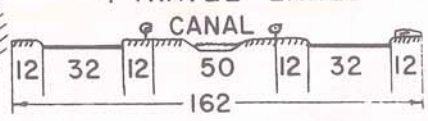
2 TRAVEL LANES



4 TRAVEL LANES



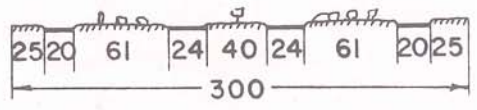
4 TRAVEL LANES



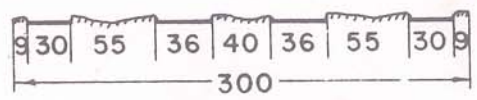
6 TRAVEL LINES



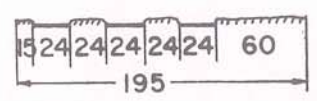
EXPRESSWAY



INTERSTATE HIGHWAY

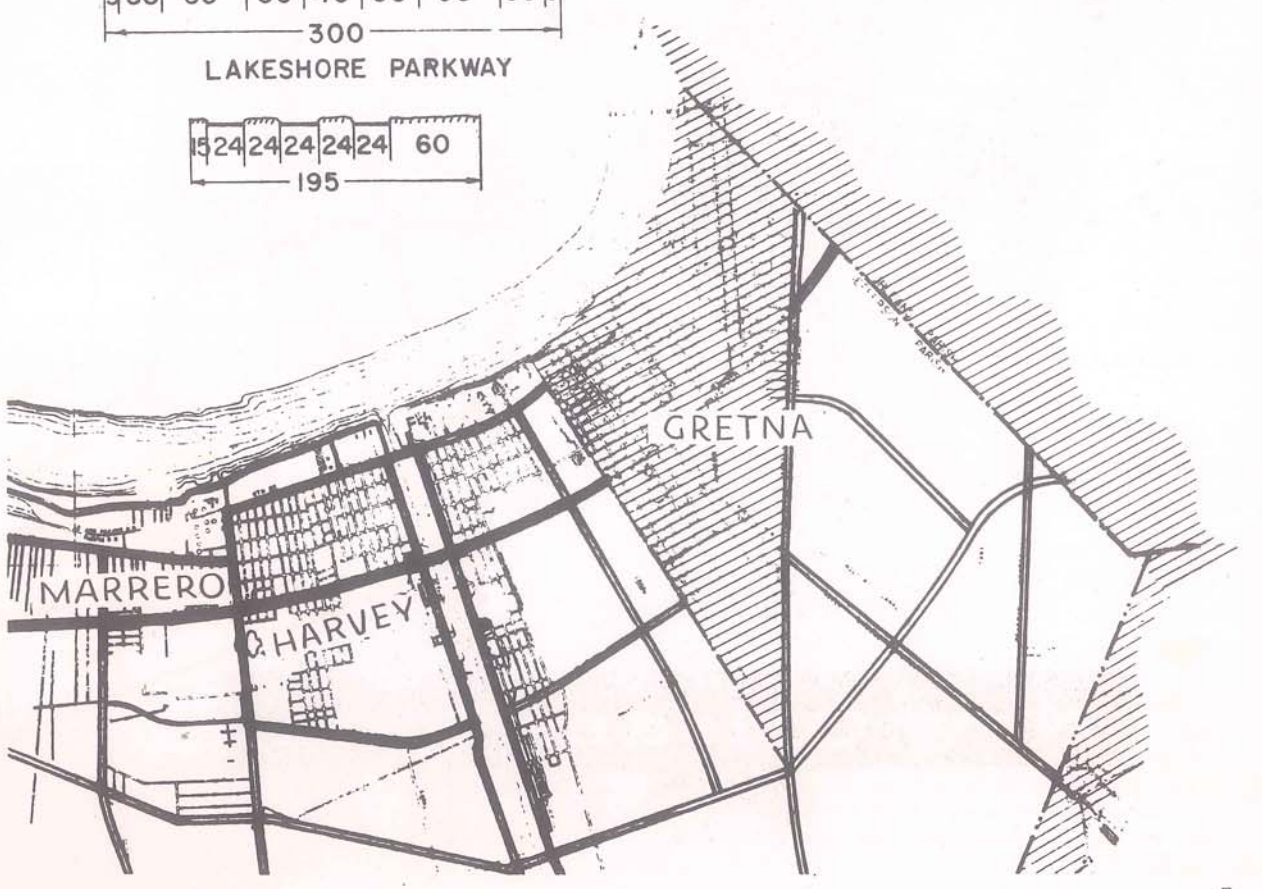


LAKESHORE PARKWAY



LEGEND

- 2 LANE STREET
- 4 LANE STREET
- 6 LANE STREET
- PARKWAY
- EXPRESSWAY
- FREEWAY
- INTERCHANGE
- SEPARATION
- EXCLUDED AREA



Serving Jefferson Since 1877 !

First in circulation
and news coverage
in the evening field



The woman is smiling and holding a copy of the **NEW ORLEANS ITEM** newspaper. The newspaper's masthead includes the text "NEW ORLEANS ITEM" and "FINAL HOME". The main headline reads "Ike Proposes Strong Asia Defense" and "President Asks \$3.5 Billion In Aid". Below this, there are several smaller headlines and photos, including "Metairie Children Get Polio Shots", "Chou Forces Delay On Formosa Talks", "Date On Bienville Statue In Dispute", "Adlai In Tiff With Rome Cops", "Montgomery's Band Battle", "Avery Saved Up For A Rainy Day", "Saturday's the Last Day", and "Returns Pistol To Cabildo".

New Orleans Item



John W. Stone

President Pro-Tem
Jefferson Parish Police Jury

industry at the rate of almost \$50 million per year in either new plants or major additions to existing ones.

Construction of a huge, conven-

ient shopping center on the Airline Highway and a similar facility, the Westside Shopping Center in Gretna.

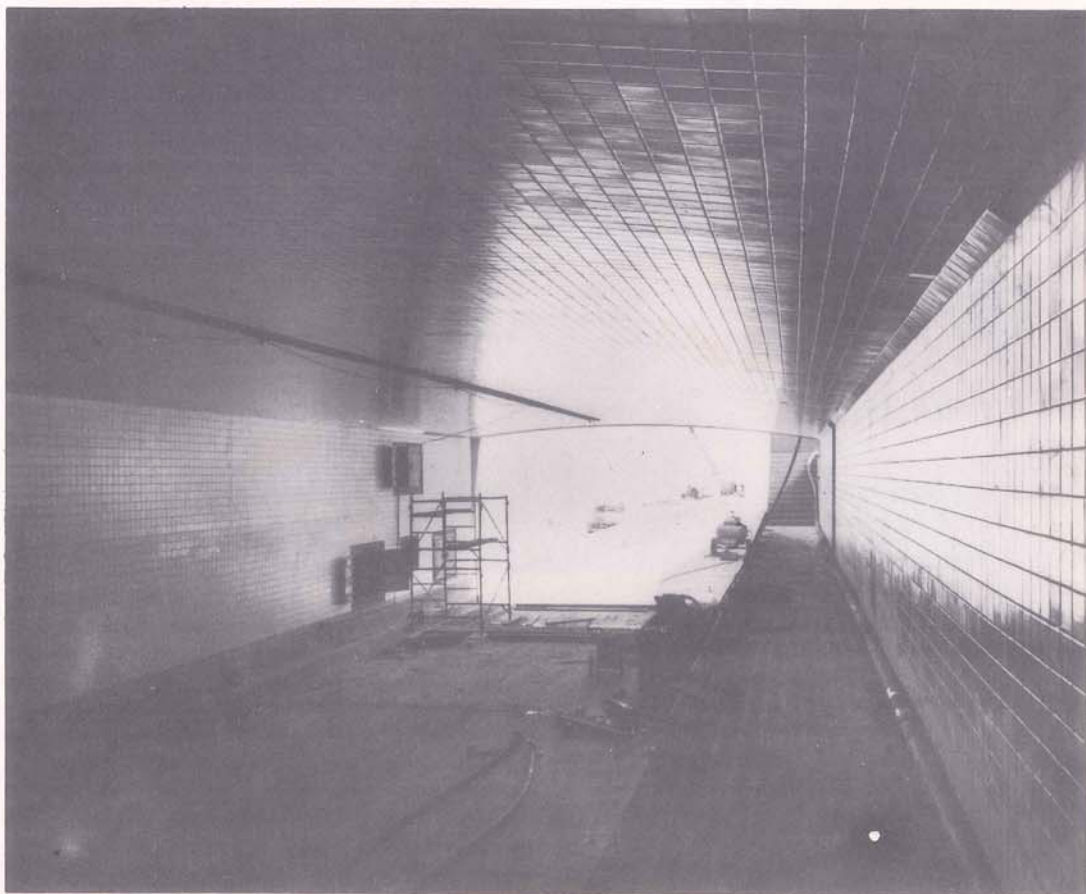
Progressed to within a few months of completion of the long-needed Mississippi River bridge from Gretna to New Orleans.

Reached a population estimated, on the basis of utility meter installations, at 180,000, compared with 49,000 in 1940 and 104,000 in 1950.

These achievements are merely the highlights of our development, embodying in its most thrilling form, the great American story of progress.

PLANNING GROUP IS KEY

To us of the police jury, our most significant advance during the year has been the creation and successful functioning of the Planning and Zoning Commission. Working closely with the consultant firm of Palmer and Baker Engineers, Inc., the commission has embarked on the task of providing for the Jefferson Parish of many tomorrows.



UNDER THE HARVEY CANAL: This unusual shot by staff photographer Randon shows glistening walls of two lanes of the four-lane tunnel under the canal, which is part of the West Bank Expressway. It was to be dedicated late this summer.

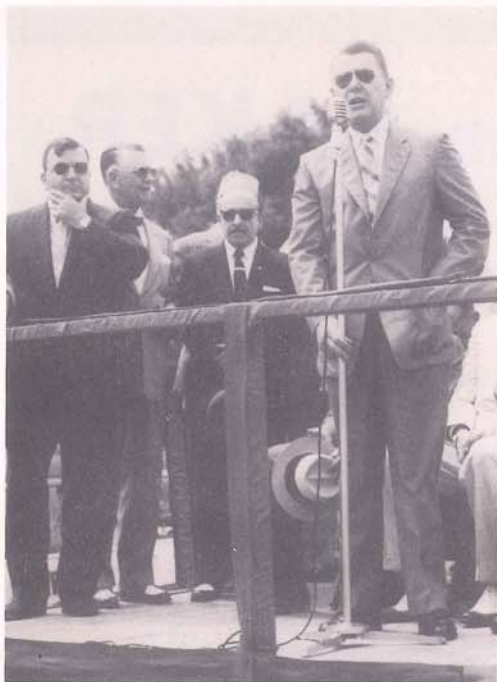


NOLTE I. LUDWIG
(Grand Inle)



THE JEFFERSON PARISH POLICE JURY

Members and officers, from left: seated: Jesse J. Breau, Gretna; Jacob D. Giardina, Marrero; John W. Story, President Pro-Tem, Gretna; LeRoy L. Hall, Metairie; John J. Holtgreve, Metairie; Sam F. LeBlanc, East End; Robert Otterman, Southport; John G. Fitzgerald, Kenner; standing: William E. Strehle, Gretna; Leon Nunez, Lafitte; Sidney Perault, Westwego; Ernest Riviere, Metairie; George Louis Lachner, Harahan; Frank J. Deemer, Secretary; R. J. Barrus, Suburban Acres; Wilfred Berthelot, Waggaman; John W. Falcon, Marrero.



Curt Seigelin, director of the Louisiana Department of Commerce and Industry and representative of Gov. Earl K. Long, speaks at dedication of East Bank Expressway.

As this is written, the commission has under study the preliminary major street plan submitted by the engineers. The plan, regarding the future with care, charts a network of traffic channels which will overcome the impediments which have been the necessary evil of any phenomenally growing major community.

The engineers stated in submitting their recommendations:

"It is probably the most important step in our planning. Each portion of this system is designed to fulfill a specialized function. The system consists of six types of roadway: two lanes, four lanes, six lanes, expressway, freeway and parkway . . .

"Priorities have been attached for several problem areas because of the urgent necessity for overdue traffic relief: Earhart Boulevard Extension, Laumoy Avenue — beside the Southern Railway Right of Way—, River Road Extension, West Metairie Avenue, Ames Boulevard and West Bank Expressway Extension . . . it is recommended that the Commission urge the immediate programming of these streets."



READY FOR TRAFFIC: Officials cut the ribbon officially opening the East Bank Expressway to traffic on June 6, 1957. From left: Sheriff William S. Coci, Jefferson Parish; John J. Holtgreve, expressway chairman, and James T. Burns, district attorney of St. Tammany-Washington Parishes.

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- SOILS SAMPLING
- CHEMICAL ANALYSIS

JEFFERSON PARISH OFFICE

3004 JEFFERSON HIGHWAY

•

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Most important arteries recommended are:

EAST BANK

Lakeshore Parkway, Orleans to Kenner along the lake, four lanes with service road on one side and park and play areas on lake side; Esplanade Blvd., four lanes, along Canal No. 2; Veterans Highway, Orleans to Kenner, six lanes; Napoleon Blvd., Bonnabel to Kenner along Canal No. 4, four lanes; West Metairie Blvd., Metairie Rd. to Kenner along Canal No. 5, four lanes; Metairie Road, Orleans to Severn, four lanes.

Also, Laumour Ave., Orleans to La-barre Rd., four lanes; Earhart Blvd., Orleans to Haring Rd., six lanes, Haring to David, four lanes; Jefferson Highway, Orleans to Bridge Circle, six lanes, Circle to Kenner, four lanes; Bonnabel, lake to Metairie Rd., four lanes; Causeway Blvd., lake to Jefferson, four lanes with service roads; Severn, West Metairie Ave., to Jefferson Hwy., four lanes, elsewhere, two lanes.

Also, Lakeshore Pkwy. to Earhart,

four lanes; Central Ave., Clearview to Jefferson, four lanes; Haring, Airline to Jefferson, four lanes; David Dr., Kenner to Veterans and Airline to Jefferson, four lanes, elsewhere, two lanes.

WEST BANK:

New road from St. Charles Parish to U. S. 90, along Louisiana Power and Light right-of-way, four lanes; U. S. 90, St. Charles Parish to bridge, four lanes; Bridge City Avenue, River Rd. to Westwego, four lanes; Fourth St., Westwego to Gretna, four lanes; West Bank Expressway, U. S. 90 to Orleans Parish, four lanes; Ames Blvd. to Gretna (Two Mile Canal Rd.), four lanes; new road from U. S. 90 to Orleans, four lanes; new road from Old Sappish Trail to new road No. 47, four lanes.

Also, Ames Blvd., Fourth St. to Barataria Blvd., four lanes; Barataria, River Road to Fourth, two lanes, Fourth southward, four lanes; Peters Rd., Fourth to Plaquemines Parish, four lanes; Manhattan Blvd., Fourth to new road No. 47, four lanes; Orleans to



POLICE JURY EMPLOYEES: from left, seated: Miss Frances Rotolo, clerk; James F. Owens, assistant secretary and accountant; Leon Fink, Sr., Parish treasurer; Mrs. Ona Costella, clerk; Mrs. Janet R. Percle, clerk; standing: Ben P. Dauenhauer, bookkeeper; Mrs. Dolores H. Gonzales, clerk; Dave Dabria, West Bank road superintendent; Mrs. Patricia G. White, clerk; Russell Ledoux, East Bank road superintendent.

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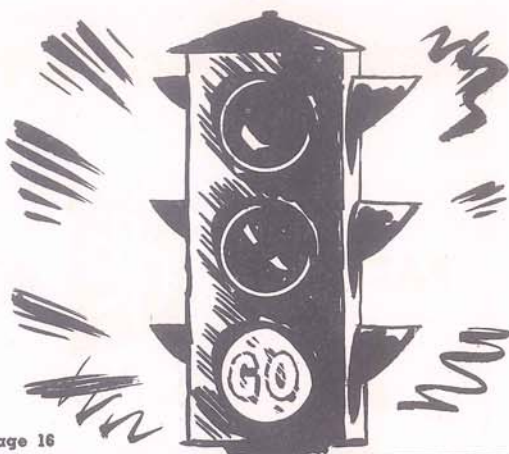
P.O. Box 9066, 7101 Airline Highway, Metairie Station, New Orleans, La.

Plaquemines along Verret Canal, four lanes; Belle Chasse Hwy., Gretna to Plaquemines, four lanes; Hamilton St., Gretna to new road No. 47, four lanes; Behrman Hwy., Orleans to Belle Chasse Hwy., four lanes.

A big order? Certainly, but so were the expressways, yet their construction was accomplished despite the misgivings of pessimists. And there is one realization we must all keep in mind: we cannot afford not to afford vital improvements such as these, or we not only cease to grow but begin to slip backward.

Fulfillment of our faith that great

See Page 16



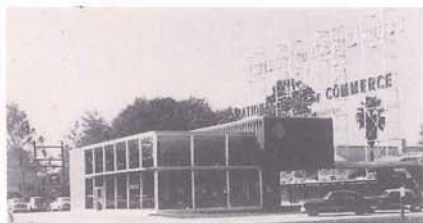
MANY ADVANTAGES

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

Where else can you find all these advantages?

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

315 Camp Street



Left:
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Below:
METAIRIE OFFICE
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THE NATIONAL BANK OF COMMERCE
IN JEFFERSON PARISH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

things like construction of the Expressway can be done came last June 6 with the dedication of the \$51 million project. On that warm, sunny day, officials of St. Tammany and Jefferson Parishes — joint sponsors of the project — gathered with representatives of state and city to talk briefly and then cut the ribbon. As the strand was cut (after being once patched when the inevitable youngster rode his bike prematurely through it) traffic flowed unimpeded for the first time over the complex of highways and railroads from the north side of Metairie Road to the Mississippi River.

WORLD'S LONGEST

The 24-mile bridge over the lake, major unit in the plan and the longest overwater bridge in the world, had been opened last year.

The entire project cuts the distance from the metropolitan area to Covington by 25 miles.

Other impressive features of the huge project are grade separations at Metairie Road, Airline Highway, Jefferson Highway and the tracks and yards of the various railroads serving the East Bank.

This project and the West Bank Expressway are pilot jobs for the essential units of the network recommended in our master street plan. As president of the Police Jury, I especially urge the completion at the earliest possible date, of the West Bank Expressway to U. S. 90.

The tremendous expansion of our parish during the past 10 years, both in population and in commercial and industrial activity, is only partly reflected by increases in our budget. During the decade, the police jury's income has increased more than four times. General fund revenues in 1946 amounted to \$551,128, compared with \$1,458,443 in 1956. Added revenue has come from the sales tax which amounted to \$768,432 for the police jury share (the other half goes to the school board) in 1956.

But if our income has increased by this amount, the demands on the governing authority are many times again as great. We have grown up as a community, and with this growth we have inherited not only the advantages of maturity but the countless obligations. It was with this in mind that your Police Jury created the Planning and Zoning Commission. And we are daily mindful, too, of the urgent need for better streets, highways, bridges and all the other phases of expansion.

BIGGER JOBS AHEAD

It must be remembered, too, that the Police Jury is supplemented in its work for the community by the various boards which administer districts for drainage, sewerage, water supply and related services. These subdivisions of government are themselves faced with the need for greater revenues in order to offer improved and expanded services.

The detailed story of our growth is told in the 64-page Industrial Section of the Review. However, I would like to touch on just a few phases of this impressive advance.

New capital expenditures — plants or additions — amounted to over \$49 million during the year 1954, the last for which figures are available. We have the assurance that this substantial rate of addition to our economy will continue. Unexcelled sites for industry, large and small, are still available on the river and along the Harvey Canal. On the canal alone, the growth has been so rapid that a retabulation is necessary before we can learn the whole story: however, nearly 200 industries are already located there and inquiries for new sites are constantly being made.

Our population growth is now at the rate of 115 per cent per 10 years, twice that of any other major area in Louisiana. This rate projects to a population of some 223,000 by 1960, compared with 180,000 now and 104,000 in 1950. Our people are 83 per cent native born white and are a "young" population in that the median age only 26.5, compared with more than 30 for the entire metropolitan area.

HIGH BUYING POWER

Buying power in 1955, the last reportable year, was \$5,028 for Jefferson Parish families, compared with \$4,392 for Louisiana as a whole. And families with less than \$2,000 in annual income in Jefferson amounted to only 32 per cent, compared with 42 per cent for the metropolitan area and 53 per cent for the state as a whole.

Statistics, however, tell only part of the story of our impressive development. The true story can be learned only by taking a fresh look at our parish: its wealth, its beauty, and most importantly—its people.

Such a look will convince even the least impressionable that here is the community of the future, well on its way to unprecedented distinction and prosperity.

JEFFERSON

THE KEY TO

SOUTH LOUISIANA'S

OIL

TREASURES

by jeff davis

Oil Editor

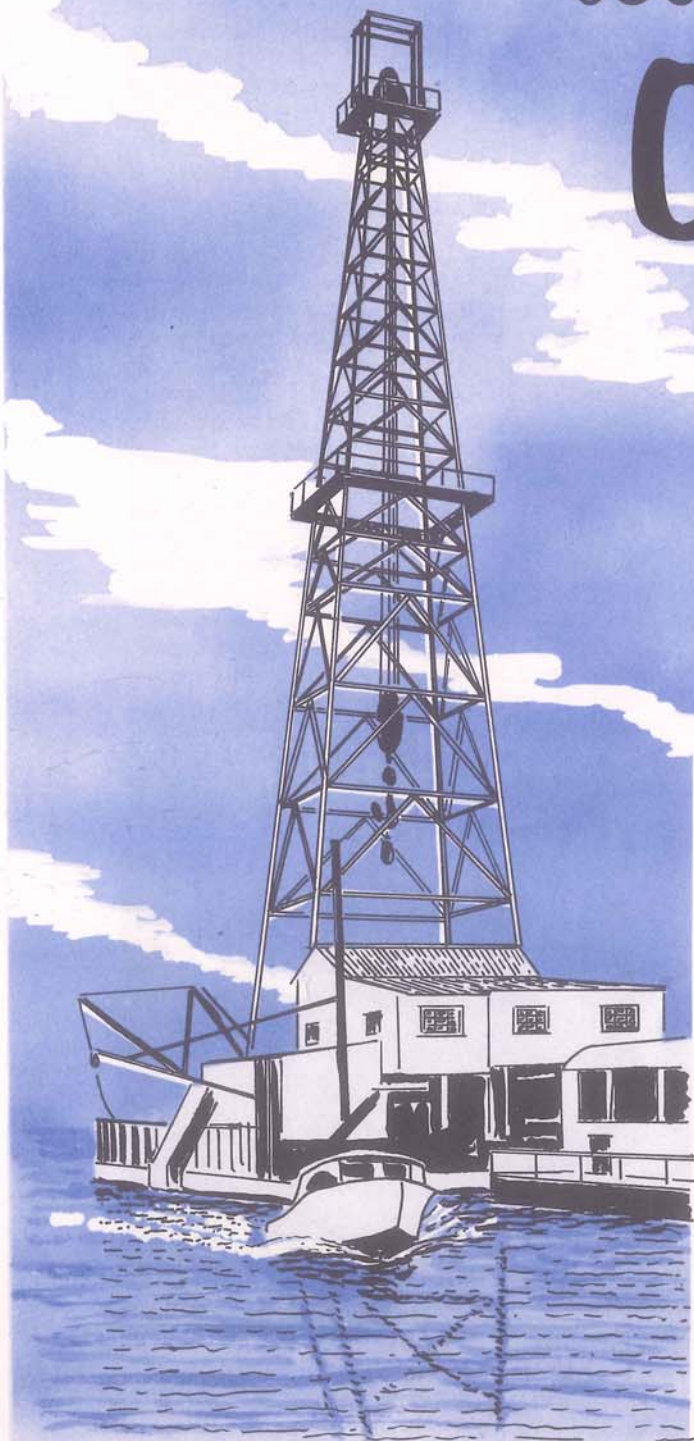
The New Orleans Times-Picayune

Jefferson parish and the oil business are almost synonymous, and have been since South Louisiana's deep production was found to be almost inexhaustible.

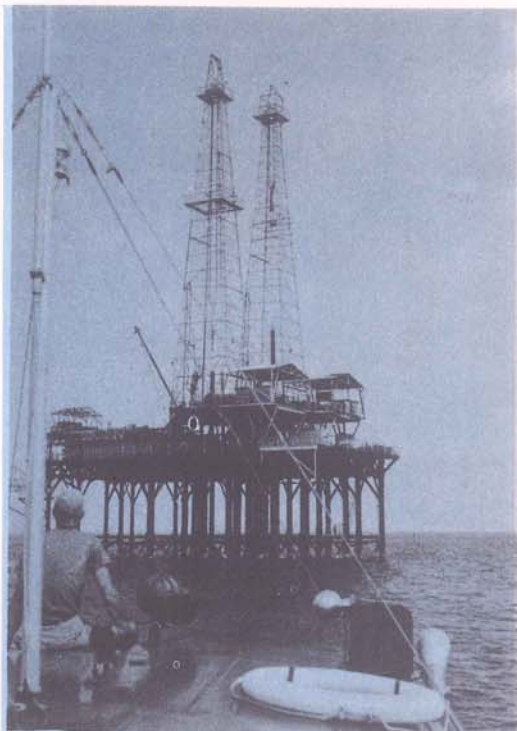
Ever since the oil industry found out that the Harvey canal was the gateway to the swamps of South Louisiana, Jefferson parish has been the headquarters for construction jobs that would baffle anyone but the experienced oil field equipment man.

Almost every month a new industry related to the oil business comes into being somewhere in Jefferson parish. One of the latest is the Avondale Marine Ways oil field repair and equipment plant, which is really the first petroleum production equipment manufacturing company to be established in the New Orleans area.

From this beginning, Jefferson parish has every reason to look for additional plants that will make special tools for deep drilling, deep fishing jobs, or construction for deep wells.



OVER THE OPEN GULF OF MEXICO



This double rig, 12-well platform operates over open water off Grand Isle. In photo, a California Company crew boat approaches the rig.

The age of deep drilling is just beginning.

Back just two short decades ago, if an oil test was drilled below 12,500 feet it was worth the headlines in the newspapers. Today an 18,000 foot contract does not make a ripple.

THREE MILES DOWN

A great majority of Jefferson parish's oil discoveries will be below 15,000 feet, or three miles deep. Just 10 years ago the cost of a 15,000-foot hole was considered beyond the point of economic recovery. Today, with new equipment that is considered standard instead of special, the tremendous reserves in South Louisiana make a 15,000 to 18,000 foot hole a daily chore, instead of a project.

With each new well drilled in the state, the daily flow of oil-per-well is cut, but this simply means the well will take longer to pay out, and once paid, will make a profit for that many more years. Naturally, this type of operation limits the Jefferson parish activity to the major companies, for the most part, although independent operators are active in the area.

The difference is that a major oil company, with hundreds of millions of dollars invested in refineries, service stations and pipelines, needs these reserves. An independent oil man, however, wants his cash return to be quicker, since the reserves to him mean only that it will take him longer to get a



Choppy Gulf water breaks under the completed Shell Oil Company well (foreground). Piling was used to secure drilling barge, while a platform at work can be seen in background.



An eerie scene is presented by this working inshore rig along a Jefferson Parish bayou.

OR BESIDE MOSS HUNG BAYOUS

lines that carry South Louisiana's uncounted trillions of feet of gas to the world's markets, and yet this export will not effect the supplies for domestic consumption in the lifetime of any one alive today.

In the old Manila Village oil field, the Tidewater Oil Company's recent drilling has uncovered a gas deposit in Jefferson parish. The company has set out on a development campaign to get a minimum of 10 gas wells ready for a

return of his cash, so that he can drill other holes.

At the start of 1956 Jefferson parish had 17 oil or gas fields either wholly within the parish or on the parish lines.

Offshore production, which has gained so much fame, numbered three oil fields and four gas fields.

During the past year there were five new discoveries or significant extensions to present production in the parish, adding more than \$100 million to the parish's assets, which is a conservative estimate of the ultimate recovery of oil or gas from the area.

BOOM IN GAS

During the past year probably the most significant development in the field of minerals, as far as Jefferson parish is concerned, was the increased activity in natural gas marketing.

Throughout the state of Louisiana more than \$200 million will be spent in the next two years to increase the pipe-



Oil storage is provided by this tank farm, seen through foliage of a moss-festooned oak.

pipeline connection. At present the only gas sales are from the Queen Bess Island and South Barataria fields, although known gas deposits, as yet undeveloped, are in the Bayou Perot and West Barataria oil fields. With construction of a new high pressure gas pipeline connecting Manila Village with the major trunk lines, a new income for the parish will add to the ever increasing prosperity.

Offshore oil and gas will probably be added to the list this year, as it has been in the past.

When the 1956 calendar was torn from the walls, Jefferson Parish had more than one and one-half trillion feet of gas in reserve, and the significant part of that statement is the fact that it has all been discovered accidentally, while looking for oil. These gas wells have, for the most part, been shut in, but 1957 and certainly 1958 will see a new income level, adding to the prosperity of not only the land owners, but also to the parish road funds and to the schools.

CHANGING PICTURE

To say how much income is derived from oil and gas in Jefferson is impossible. The picture changes from day to day, and before this could get into print, the figures would be obsolete. Right now the Suez Canal is closed to traffic, but when it opens up the daily flow of oil from the wells in the state will be cut back, but just how much cut will be taken is problematical. Suffice it to say that the state conservation commissioner, John B. Hussey, is planning to keep the Louisiana flow as high as it is possible to do so, without jeopardizing the price structure of the entire oil industry.

To return to the development of oil in 1956, one of the most significant strikes of the year was by Richardson and Bass in their Three Bayou discovery. This well, located approximately four miles northeast of the Little Lake field and west of the Lafitte field, has four separate producing zones, any one of which can be rated as a separate oil field.

Under a recently perfected method of completion of oil wells, these four separate zones can be produced from a single hole, and in all probability the future development of this field will be done in this manner.

When these operators completed the world's deepest oil well over in Plaquemines parish, they certainly did one

thing for Jefferson parish — and all of South Louisiana as far as that is concerned. Today there really is not a condemned area anywhere in the state. Old known structures that were called "dry" back in the days of 10,000 to 12,500-foot drilling depths, will be re-entered, and deepened, when the demand for oil is sufficient to warrant the expense.

FEW DRY HOLES

Even today this picture is clearly shown by the fact that only five dry holes were drilled in the parish in 1956, out of a total of 50 attempts. Of these 45 completions, 15 were listed as either wildcats, or extensions out on the edge of proven territory where success was not assured.

Three of the new field discoveries were oil and one was gas.

Although oil production has been a part of Jefferson parish for more than a quarter of a century, last year only one producing well, on the extreme edge of the Westwego field, was abandoned as uneconomical to continue production. This particular well, incidentally, was drilled in the early stages of the field's development, and was never without a salt water flow in the oil, necessitating an expensive treatment process before it could be sold to the refiners.

Offshore from Jefferson parish, not a single wildcat attempt was listed as a failure, and one new oil field and one new gas field were discovered.

Although Lake Pontchartrain is now an oil field, also discovered in 1956, this is carried as an "on shore" area, even though the same methods and problems confront the operators as those encountered in the Grand Isle area in the Gulf of Mexico.

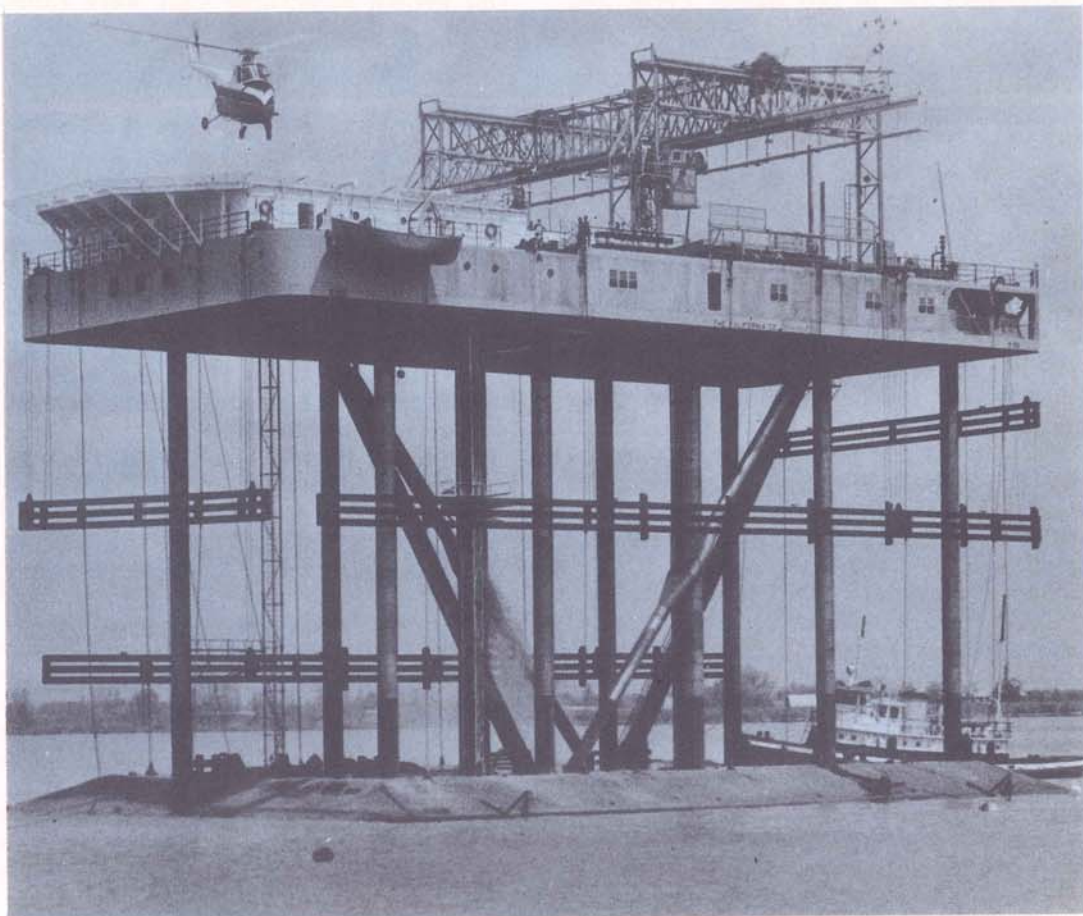
DISPUTED TITLE

Of special significance, not only to Jefferson parish but to the other eight coastal parishes of Louisiana, is the question of ownership of offshore leases in the Gulf of Mexico.

If the U. S. Department of the Interior is successful in obtaining title to these lands, then Jefferson parish will lose more than \$250 million in taxes during the expected life of the oil fields now discovered, plus the rich sulphur deposits discovered in the Black 18 field.

This sulphur deposit is to be developed and mined by Freeport Sulphur Company, under an agreement with Humble Oil and Refining Company. The question of whether this land is a part of Louisiana or not is of para-

BUILT IN JEFFERSON — FOR JEFFERSON



The S-55, an elevated deck drilling barge — or rig — is moved down the Mississippi River by tug on its way to work offshore, while helicopter hovers over landing area. The rig was built for the California Company in 1956 by Avondale Marine Ways, Inc.

mount importance.

Severance taxes on oil amount to slightly more than 25 cents per barrel, after it is produced. Of this 25 cents, the parishes retain 10 percent, and the schools of the state get 85 percent. Sulphur severance taxes are comparable, and the loss of revenues from these important minerals has spurred the Jefferson parish Police Jury into taking a leading part in the court battles that are looming over this situation.

There is no set way to determine the exact amount Jefferson parish gets from oil and gas. The Conservation Commission lists the runs by fields, and with the Bay de Chene, Delta Farms and Barataria Bayou fields in two parishes, only a careful check of the tax records can reveal this amount.

ROYALTIES IMPOUNDED

Then too, the offshore oil fields, now

under an intensive development campaign, have all their royalty runs, in addition to the question of taxes, impounded in the United States Treasury.

As for the income derived from oil and gas by the land owners, that is determined by the grade of the oil and the current price. In February the price was boosted approximately 40 cents a barrel in the Jefferson parish fields.

For the deadly curious, these facts can be traced down at the tax collector's office, but asking a man how much he has in the bank is no more personal than asking how much daily production he lists on his asset balance.

Suffice it to say that Jefferson parish has a lot of oil and a lot of gas, and will have even more in the coming months.

Right now the parish has four pipe-

When drilling rig can't be moved in by land, it is floated in by man-made waterway. Here a dragline clears channel in Jefferson Parish's Barataria field.



lines within its boundaries. Interstate Oil Company taps the Little Lake field before swinging off into Lafourche parish. The Texas pipeline company starts in the Lafitte field and the South and West Barataria fields are served by this line.

The same company's lines serve the Avondale field, while the Texas Company has a gas pipeline that traverses



At another part of the Barataria field is this distillate recovery plant. The process strips distillate from high pressure gas, adding to the gravity of the product.

the length of the parish from Gretna to the Gulf of Mexico.

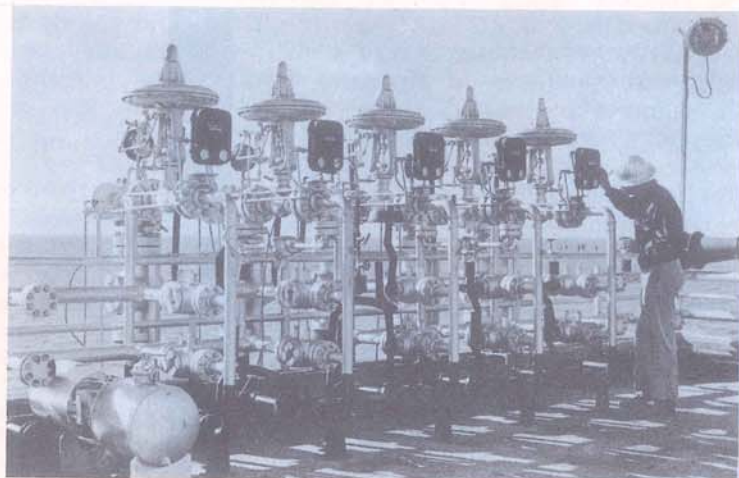
Jefferson parish has helped the entire oil industry of South Louisiana, especially since last October, when the Suez Canal was closed, and the state's oil output was increased by almost one-fourth.

Over in the Avondale area, Esso Standard Oil Company has a large tank farm and a loading dock. It was shut down for several years, but when European consumers needed more oil for heating and for gasoline, this dock was re-activated and ship after ship has been loading cargoes there.

BUSY JEFFERSON DOCKS

Adjacent to the Esso docks are the loading facilities of the American Liberty Marketing Company, and oil from Jefferson parish has been sent to the European markets as fast as tankers could load and move out into the river. As many as four large ocean-going tankers have been tied up at this dock, waiting for the workers to run the long hose connections to their holds, so they

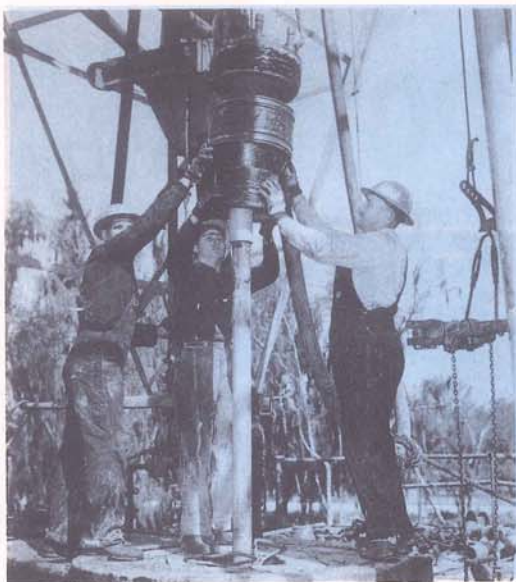
Production platforms have pumping and testing wings. The one shown has five lease manifold headers, complete with high-pressure shut-in safety valves.



could put the precious fuel in their bunkers, and head for the European and Scandinavian coasts.

Right here it might be a good idea to look at the West Bank oil installations.

American Liberty has two loading docks, Standard Oil has the one we have just mentioned. Publicker Chemical Company uses petroleum products in their processes, Louisiana Power and Light Company fires its big boilers with natural gas, Sinclair Refining Company has a big loading dock and tank farm, Tidewater Oil Company is located there, General Gas Company, distributors of the butane and propane that is extracted from natural gas, Clark Oil and Refining Company, the Texas Company, Stauffer Chemicals, Commercial Solvents, Sherwood Refining Company — incidentally they make petroleum jellies and even the mineral oil that the doctor says is so healthy — and Gulf Oil Company.



Skilled crewmen keep the oil production business going. Here three men prepare to place stripping on packing element of a blow-out preventer.



Fishing is after-hours sport for crewmen of the big offshore rigs. Hundreds of sportsmen cruise to the rigs for some of the finest fishing in the Gulf — either from boats or skin-diving.

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THE TRINITY—very fast, 48 foot Crewboat powered by GEORGE ENGINE COMPANY, INC.—Built by Stewart Seacraft, Inc. — Main propulsion power supplied by the new 6-71 Turbo Charged GM Diesel Engine. Total horsepower 600—tested speed 24.1 miles per hour on a measured mile course with standard boat load turning two 28 x 28 propellers.

IN TUGS



THE CHUCK LANE 55 Foot all steel push boat—Built by Bryant Boats, Inc., and powered by GEORGE ENGINE COMPANY with two 62206 GM Diesels—each rated at 289 horsepower at 2000 rpm. Electric power is furnished by one GEORGE ENGINE COMPANY, INC. ACK-20, 20KW Single Phase GM Diesel Power generator set.

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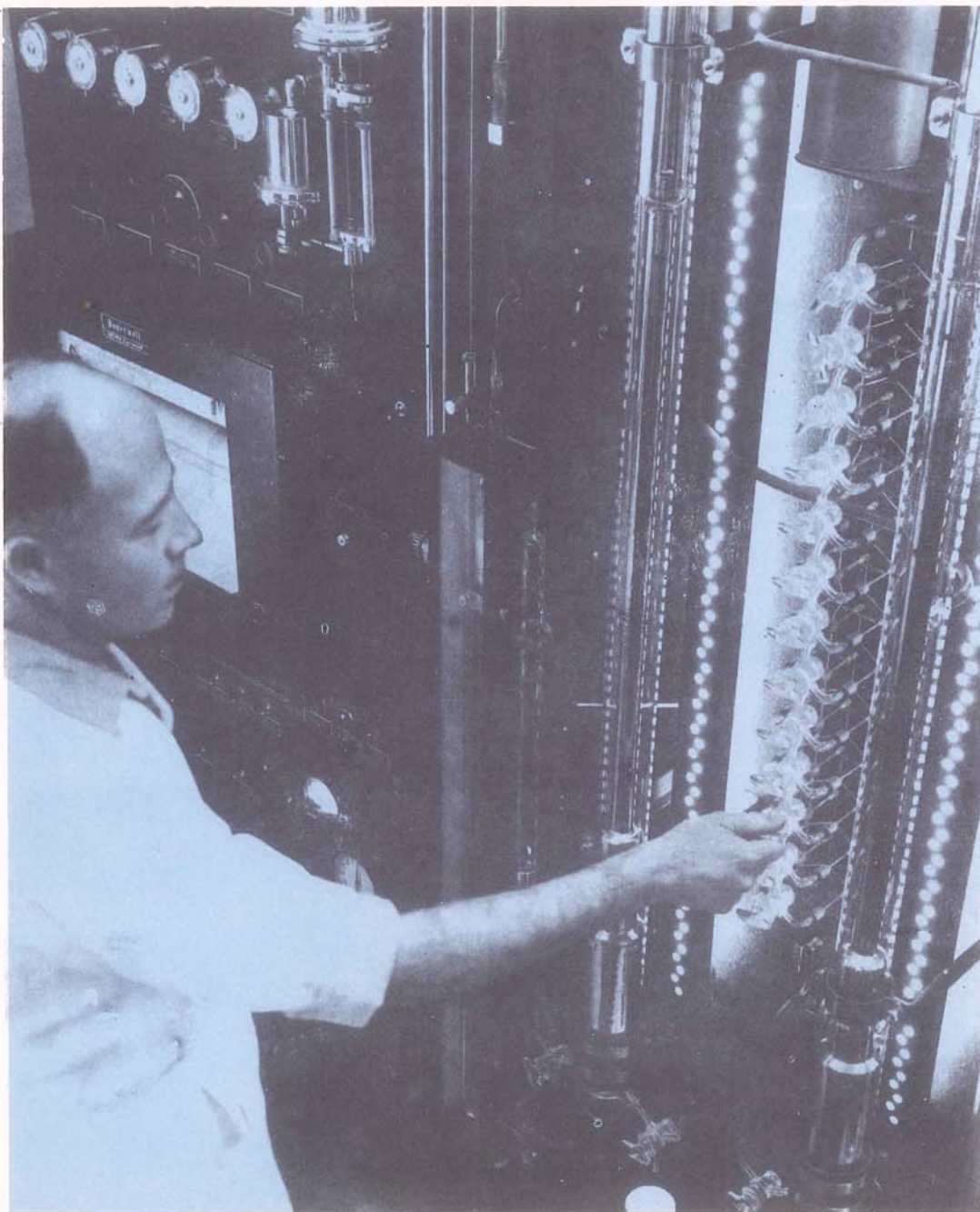
That was yesterday. Unless you keep a constant patrol along the river front this picture is probably as out of date as high button shoes.

Don't try to keep your eye on oil progress in Jefferson parish. It isn't healthy, people wear strait jackets trying to keep up with the whole picture.

Just relax, and enjoy the fact that Jefferson parish is oil men's headquarters. Jefferson parish is the place the super, the pusher, the roughneck, the engineer, and the chemist have mixed their New England twang, their Texas drawl into a most delightful — and profitable — language all their own, and peculiarly Jeffersonian.



Atop a derrick, the view's fine. Two other platforms, served by crew boats, mark the expanse of open water from this vantage point.



This complex instrument in the United Gas research laboratory is used to analyze and measure the component parts of natural gas.

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AVONDALE

MARINE WAYS, INC.

Up--'Way Up--By The Bootstraps

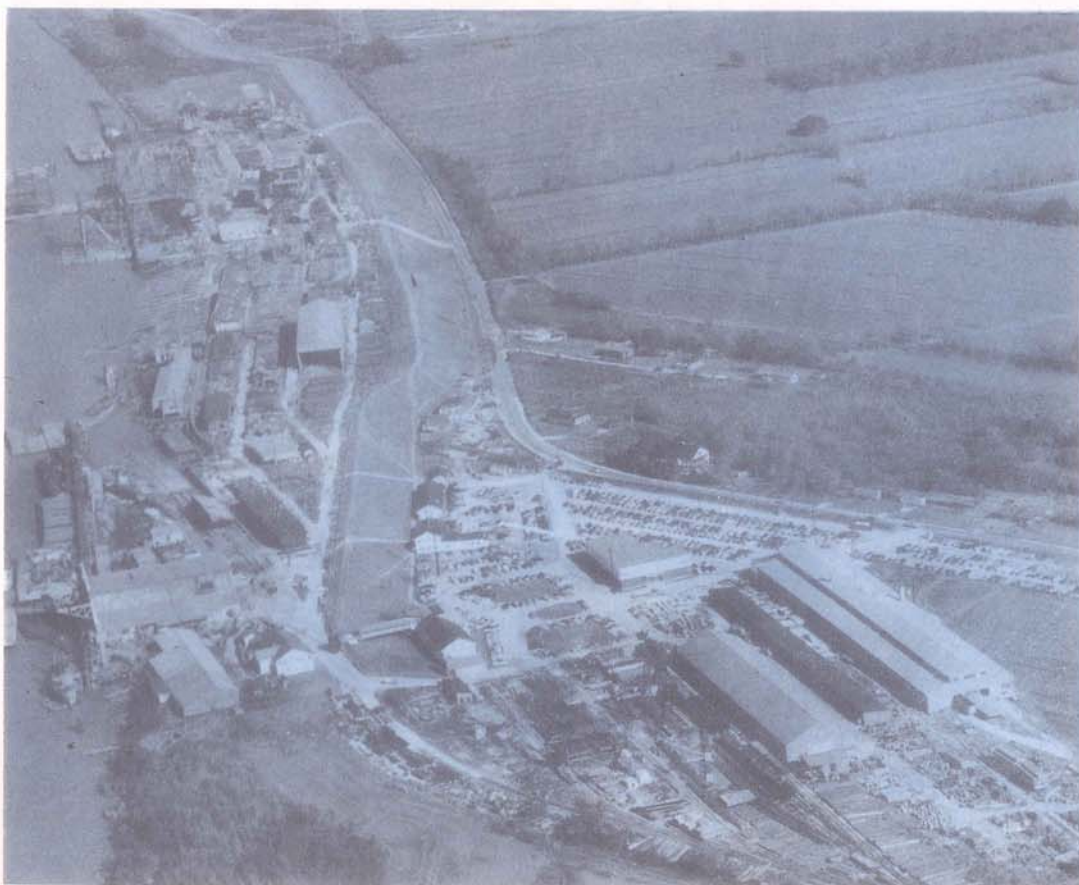
"Great oaks from little acorns grow" might well be the slogan of the Avondale Marine Ways, Inc.

In 1938, just 19 years ago, three men scraped up \$15,000 in capital to start the business, to which they were able to devote only their spare time, since each had full-time interests elsewhere. From that "pocket money" start, Avondale grew amazingly into a beefed-up

enterprise that last year reported total invoiced production of \$36 million.

And to make the story of growth even more impressive, the jump from \$15,000 to \$36 million was achieved, according to a company spokesman, "without the use of a single dollar of bonded indebtedness or outside capital."

Equally remarkable was the origin of the undertaking.



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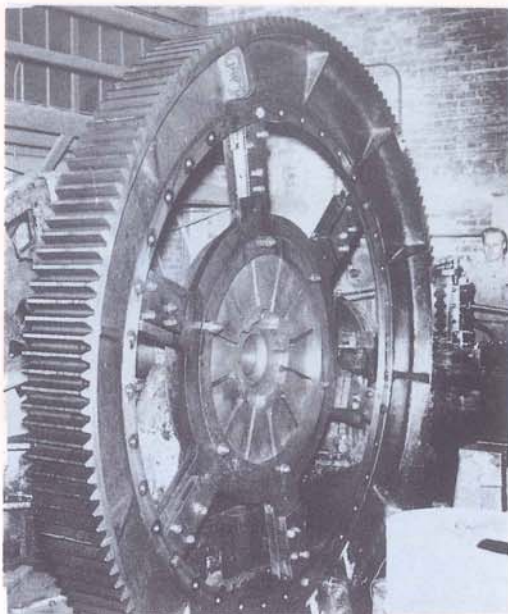
Early in 1938, Captain Harry G. Koch was working as a river pilot between New Orleans and Baton Rouge. One day his eye was caught by the abandoned transfer site of the Southern Pacific Railroad, about one mile above the Huey P. Long bridge on the west bank of the Mississippi River. Captain Koch's reflections on this unused facility led him to conceive the idea of employing it for repairing small boats and barges.

A few weeks later, Captain Koch, James V. Viavant and P. N. Ellis formed the Avondale Marine Ways corporation, scraped up their \$15,000 and leased the site.

Plans of the founders jelled when, on May 1 of 1938, J. H. Bull resigned his connection with a New Orleans shipyard and assumed active management of the fledgling firm. Mr. Bull brought with him engineering ability and knowledge of steel and plant construction.

The first broad smile of fortune was turned on Avondale in the summer of 1941 when the company negotiated its first contract with the United States Maritime Commission for the construction of four large sea-going tugs. With the help of the Maritime Commission, Avondale received a \$300,000 line of credit — an astronomical figure for the firm at the time.

It was at this point that the management of Avondale demonstrated its exceptional ability. The firm completed the big tugs faster than any other firm in the nation — and at lower cost. Moreover, it never became necessary to

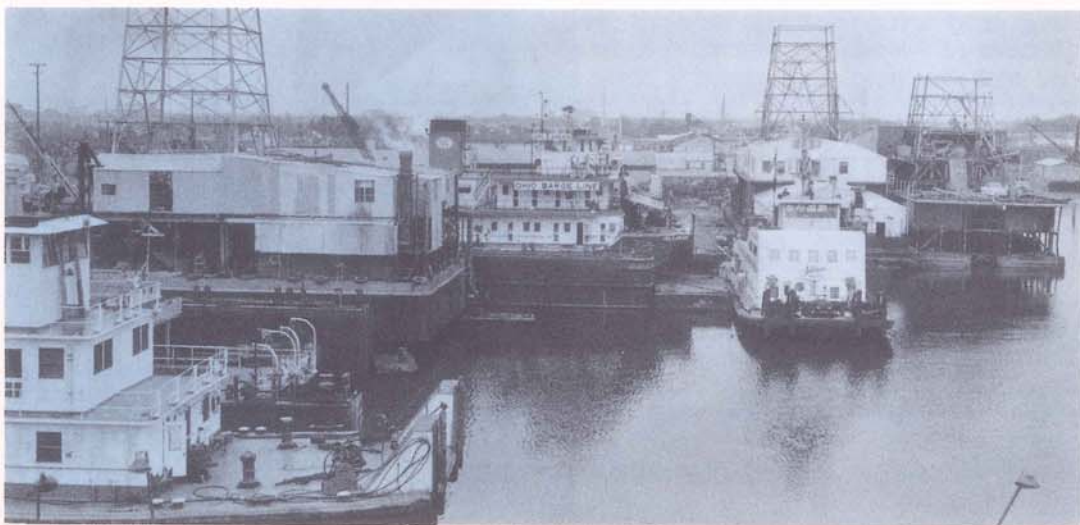


Tool of Progress — This huge spur gear was manufactured at the Service Foundry Division of Avondale.

use the entire \$300,000 in credit.

More contracts poured in, for four more tugs, then two coastal cargo vessels, totaling some \$26 million in orders. Before the end of World War II, Avondale had more than \$2 million of recapturable savings accruable to the government.

But many firms had grown on the strength of the war-time boom and the real test of their soundness was to come in peace-time. Avondale not only met the test, but came of age. The company bridged the gap between war and



The yards on the Harvey Canal have been one of the fastest growing units of Avondale. This view shows three mobile type oil drilling rigs. During the past few years, the Harvey Canal has developed rapidly into a big, busy inland waterways port.



Giant cranes lift the deck onto an offshore drilling rig as it nears completion at Avondale.

stable peace-time business by launching out into new fields. Two suction dredges, the largest ever built at that time, were constructed for the McWilliams Dredging Company. Then orders were taken for tuna fishing vessels for use on the West Coast.

By 1948, the growth of the coastal oil business sealed Avondale's union with good fortune. The firm soon found itself busy with construction and conversions of vessels for the oil industry and met the need for extensive repair facilities by establishing a plant for this purpose on the Harvey Canal.

In 1951, a Service Foundry was acquired. Not long after the foundry was purchased, its production increased 100 per cent.

A major operation at the Harvey Canal plant developed in propeller repair. As volume increased, Service Foundry began making propellers and developed a stainless steel alloy for their fabrication. Boat and ship operators approved enthusiastically and Avondale today is selling stainless steel propellers in all parts of the United States and in several foreign countries.

Avondale's latest venture is the production of porcelain enameled steel for industrial buildings. Three years ago,

AVONDALE'S

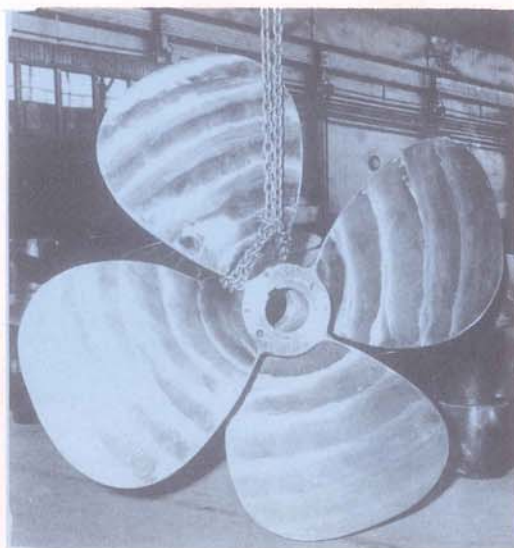
1956 RECORD

TOTAL PRODUCTION	\$36,000,000
NUMBER VESSELS SERVICED	2,221
VESSELS DRYDOCKED	1,287
PROPELLERS RECONDITIONED	1,948
PROPELLERS MANUFACTURED	369
GAS FREEING JOBS	392
OIL TOOL JOBS	965
CASTINGS (SERVICE FOUNDRY)	39,772
EMPLOYEES (APPROX.)	3,000
TOTAL TONS STEEL USED	31,000

the most modern enamel plant in the nation was completed at Avondale. Officials of the firm say that business for this new venture has been increasing rapidly.

Probably the most spectacular product of Avondale is the offshore oil rig. These are launched with fitting ceremonies on the banks of the Mississippi River at the main plant.

Astride the tossing waters of the Gulf of Mexico, these huge offshore rigs illustrate aptly the know-how and energy of Avondale, the firm that lifted itself by \$15,000 bootstraps to the level of a multi-million dollar, home-grown enterprise.



Here's one of the stainless steel propellers processed from Avondale-developed alloys. The propellers have met with widespread acceptance.



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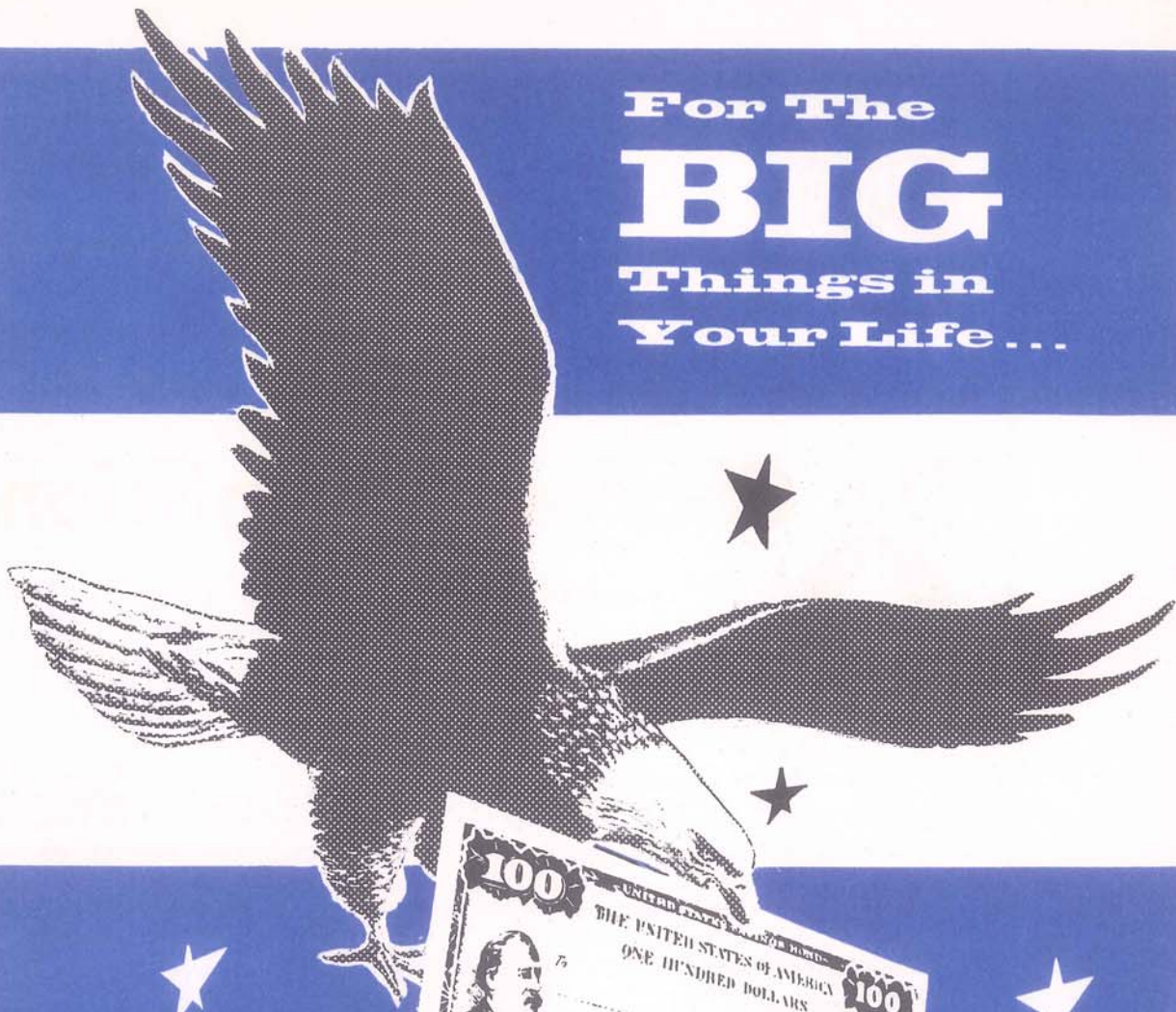
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Drafting A New Government For Jefferson

The Charter Commission

By Mrs. Richard McCarthy, Jr.

(Secretary, Jefferson Parish Charter Commission, and immediate past president, Jefferson Parish League of Women Voters.)

The Jefferson Parish Charter Commission was created by the 1956 Legislature. Its purpose was to draft a new form, or forms, of government which would permit the voters to select a new type of governing authority in answer to their expressed desire for a change.

At the time the Charter Commission was authorized, the parish was faced with the problem of having a de-facto police jury government with the 17 members serving beyond their elected four-year terms.

This was the result of a ruling by the Louisiana State Supreme Court that the commission council elected last year was unconstitutional and that the five members could not legally serve. This ruling of the high court came on the eve of the scheduled inauguration of the new council.

The commission council was declared unconstitutional on the grounds that it was set up by a legislative act, rather than by a constitutional amendment. (230 La. 784.89 S.ODD 301). Efforts to rectify this situation were unsuccessful in the legislature, as were efforts to secure a new police jury election. Instead, Amendment 40, setting up a charter commission, was passed by the Legislature and approved by the electorate of Louisiana in the November General Election. Before describing this particular charter commission, it will be well to define a few terms.

What is a charter? It is the basic

law that defines the organization, powers, functions and essential procedures of government. The charter is actually the most important single law of a city or parish (county). The better the charter, the better are the chances of government's efficient operation.

The charter commission is a body authorized by law, set up for the sole function of drafting and submitting to the voters a new charter. The usual functions of charter commissions are to analyze and evaluate present governments; to probe into the procedures and inter-relation of the different parts of government to discover its weaknesses; then to study other forms of governments and to learn how a better one can be made to fit local conditions, and having decided upon the main elements, to set them down in a proposed charter (1).

The Charter Commission Bill provided authority for a Jefferson Parish Charter Commission to be established to study and propose to the voters a plan, or alternate plans, of government which shall be voted upon with 30 to 60 days after submission.

LIMITATIONS SET

However, any plan of government submitted may not change:

- a. the form of government of the incorporated municipalities;
- b. the functions of the Jefferson Parish School Board;
- c. the offices of Sheriff; Clerk



CHARTER COMMISSION MEMBERS — From left, seated, Nestor H. Currault, Jr., Nole Ludwig, William White, Mrs. Richard McCarthy, Jr., Charles O'Neill, Ray Clement and Maurice McKenry; standing, James Bougea, Jacob Amato, Harold Kytte, John F. Rau, Jr., John E. Fleury, Cullen

Schouest, Russell Roberts and Daniel Bone. Mr. Fleury is chairman and Mrs. McCarthy, secretary. The group voted to seat Mr. Bone instead of Mr. Amato in a dispute over one commission membership.

of the District Court; Assessor.

The Commission is composed of 15 members, all residents and qualified voters of the Parish, and appointed as follows:

Three by the Police Jury

One each by the governing bodies of the governing bodies of the four municipalities: Kenner, Gretna, Westwego, Harahan (each of whom is a resident of the municipality from which appointed)

One by the District Attorney of the 24th Judicial District

One by the Jefferson Bar Association

One by the Jefferson Parish League of Women Voters

One by the Jefferson Parish Chamber of Commerce

One by the Tulane University

One by Loyola University

One by L. S. U.

One by majority vote of the three parish legislators.

Provision is made for the Police Jury of Jefferson Parish to appropriate such funds as may be required to cover the expenses of the Commission. The plan, or alternate plans, of government to be submitted to the people must be completed and filed with the Police Jury within nine months of the effective date of the amendment. Thereafter it must be published in full within ten days and voted upon within 30 to 60 days at a special election.

If majority approved it becomes effective at whatever time is provided in the submitted plan. If alternative plans are submitted and no one plan receives a majority, a second election will be held five weeks later.

If the Commission fails to submit a plan within the nine months stipulated by the act, then a special election will be held on the last Tuesday in November 1957, for the election of members of the Police Jury, to serve until the next state general election in 1960.

Should the plan or plans submitted be rejected by the voters of Jefferson Parish, the Governor shall call a special election of Police Jurors who shall serve until the next state general election in 1960.

EXPERTS EMPLOYED

The Jefferson Parish Charter Commission held its first meeting on January 14, 1957. In due course the group decided that it could accomplish its task of writing a charter only if the

services of professional governmental experts were secured. The police jury agreed to defray the costs and Public Administration Service, a non profit organization which provides technical government services was chosen. It agreed to "review the legal basis and the present organization of the government of Jefferson Parish and of the special districts and other jurisdictions therein and prepare a report for the commission, indicating any needs for fundamental changes in the form of organization.

The agency proposed to:

"Prepare suggested drafts of sections of a proposed charter including alternative provisions together with concise memorandum reports, setting forth observations concerning the advantages and disadvantages of the alternatives so as to provide a basis for the charter commission's study, considerations, hearings and action. Provide information to the charter commission on experiences elsewhere and accepted practices and forms of charter provisions and investigate other relevant matters as may be useful to the charter commission in relation to its development of a charter" (2).

The Commission is now in the early stages of decision making. There are many questions to be resolved before a charter can be drafted. It is conceivable and likely that an ideal charter will not be accomplished at this time. However the importance of the parish government must not be underestimated. The strength of our Federal Government is directly in proportion to that of the state and local governments.

"As counties (parishes) assume more and more responsibility for carrying out programs for the state government or for the national-state governments, the need for improved county government becomes more urgent" (3).

I shall not attempt to dwell here on all responsibilities of strong local governments, but shall try to explain what, within constitutional limits of our present amendment, we of the Jefferson Parish Charter Commission are empowered to do and what could be accomplished by us.

SEEK STREAMLINING

On the assumption that the electorate of Jefferson showed its desire for a change from the police jury system to a new form, the commission will try to "streamline" and perhaps shall accomplish such consolidation or reorgani-

zation as may help achieve such ends.

What the final form will be cannot be determined at this time. There are many possibilities. Jefferson has problems peculiar to it and perhaps a totally new form may emerge.

Four general types of governmental structure are in use in America, although only three are usually used by parishes or counties, namely: the commission form, the council-manager form, and the police jury. Then there are variations of municipal governments that could be adapted for parish use. The typical commission plan has five commissioners elected either at large or by districts, with one commissioner being head and each commissioner heading an administrative department.

While the plan sounds simple, it has been found to have most of the defects of the weak mayor form and some others peculiar to itself. Government under this form lends itself easily to political manipulation, and does not provide successfully for competent department heads or other personnel. It lacks a single unifying responsible executive, provides no adequate brakes on government spending and is so conducive to buck-passing that although the voter needs to make only five choices at the polls he does not know whom to blame for bad government or to praise for good government. The chief fault of the commission form is that it makes no organizational distinction between the policy-making function of government and the administrative function.

OTHER CHOICES

Because of its simplicity and the fact that the voter has only to make five choices at the polls, it was formerly a popular choice but has in recent years been abandoned in favor of the council-manager plan, whose popularity is on the rise in many countries (4).

Another possible choice is the parish manager, whereby there is a small council usually elected at large and a professionally trained manager employed by the council. The National Municipal League has recently published a **Model County Charter**, which is the result of years of study and is a compilation of information gathered throughout the country. Of course, it presents all manner of possibilities with-

in the framework of a council-manager form.

Mr. Stover, the consultant for P.A.S. to the Jefferson Parish Charter Commission, has presented the commission with an outline of parish council - manager, a form of government that could be worked out in accordance with the provisions of the amendment. Here a policy-making body would be elected and its members would appoint a manager, who would be the chief administrative officer and responsible to the council for the administrative affairs of the parish, except those constitutionally excluded.

This was furnished the commission as a basis for further discussion and thought. But it is evident from the complexities of modern government, augmented at an unusual rate in Jefferson Parish by the rapidly expanding residential population and industrial development, that this is a sound and effective governmental organization of services and functions.

PUBLIC INTEREST VITAL

There are, in addition to the above mentioned types, several hybrid forms of government which might fill the needs of this parish. There may be variations of the mayor-council, such as New Orleans has and as Los Angeles has at the county level.

The best charter is of little value if the voters do not approve it. The heart of a good public relations program for a charter commission is intelligent citizen participation. The public should be invited to all open hearings — the radio press and all civic groups should be kept aware of the progress of the commission's work. When the time comes, a wide scale educational campaign should be launched. Such groups as the League of Women Voters and other civic associations are natural media for such work. Only through extensive explaining of the new forms of government to be voted on will the public have sufficient understanding to express its views at the polls.

I feel certain that by the deadline of September 10th, the Jefferson Parish Charter Commission will have submitted surely one, possibly more, forms of government. The task is not an easy one, but it can be done.

(1) From Guide to Charter Commissions, published by the National Municipal League.
(2) From letter to chairman of the Charter Commission from Field Supervisor of the P.A.S.

(3) Reports to the President for transmittal to Congress, Washington, D. C., 1955 (committee on inter-governmental relations).
(4) From National Municipal Review, 1956.

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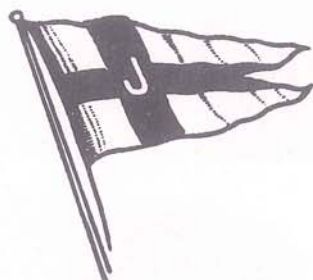


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MAgnolia 5621

Emile Iacoponelli



Phone VERNON 5-7403

Metairie, La.

J-M Expands With The Industrial South

For thirty years Johns-Manville has been a contributor to the spectacular development of industry along the west shore of the Mississippi in Jefferson Parish. The Johns-Manville Marrero plant has created an annual payroll of over \$3,000,000 and more than 950 good jobs while spending \$2,700,000 each year for Louisiana raw materials, supplies, power and freight. These expenditures have helped provide jobs in many other industries and have contributed to an ever-increasing standard of living for the people of Jefferson Parish.

JOHNS-MANVILLE

Serving Homes and Industry Since 1858



WILLIAM S. COCI
Sheriff

Officials Serving Jefferson



DR. CHARLES B. ODOM
Coroner



VERNON J. WILTY, JR.
Assessor



WILLIAM JUSTICE
Clerk of Court



NESTOR L. CURRAULT
Asst. District Attorney



FRANK H. LANGRIDGE
District Attorney



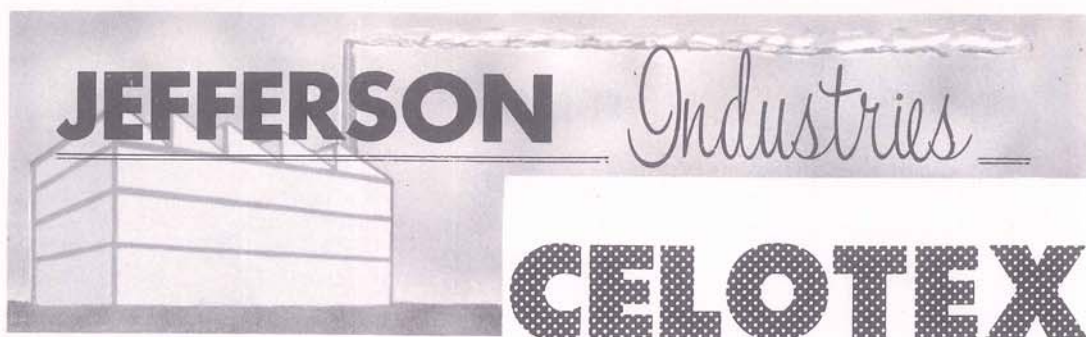
WAVERLY A. HENNING
Asst. District Attorney



A. J. GRAFFAGNINO
Asst. District Attorney



RICHARD A. THALHEIM
Asst. District Attorney



Marrero is the Home of World's Largest Insulating Board Plant

Ever wonder where it comes from — the acoustical tile you see frequently on ceilings of offices, restaurants, commercial interiors, institutional buildings?

Well, a great part of the time, you probably see Acousti-Celotex sound-absorbing tile, most widely used of all acoustical materials; and it comes from the largest insulating board plant in the world — the Celotex corporation's plant at Marrero, in Jefferson Parish across

the Mississippi River from New Orleans.

Actually, sound-absorbing tile is just one of many well-known products from this famous plant. Others include roof insulation for all types of roof decks; insulating roof slabs and insulating sheathing for the home-building industry; insulating interior finishes—building board, tile board, finish plank—for residential and commercial building and



ENTRANCE TO CELOTEX CORPORATION PLANT, MARRERO



Acoustical tile, seen the world over, comes off the line at the Celotex plant.

remodeling; expansion joint filler for highway construction; fiberboard for industrial packaging . . . and many more.

Celotex insulating board, basic material of products of the Marrero plant, is made from bagasse (the fibers that remain after the juices have been pressed from sugar cane stalks). Marrero was selected more than a quarter of a century ago as the manufacturing site because of its location near the source of raw material, Louisiana's sugar cane plantations.

Before the advent of Celotex, the disposal of huge quantities of bagasse was a continuing problem for every sugar mill in the Louisiana cane belt. The establishment of the Marrero plant solved not only this problem in great part — it also brought additional income to the sugar mills.

STARTED IN 1921

Operations in the Marrero plant, first and largest of the Celotex manufacturing plants, began on August 21, 1921. From that date, the Celotex corporation rose steadily to its present important position in the industrial world.

The plant began operating with one board machine and 34 employees. Two products were manufactured — build-

ing board and roof insulation.

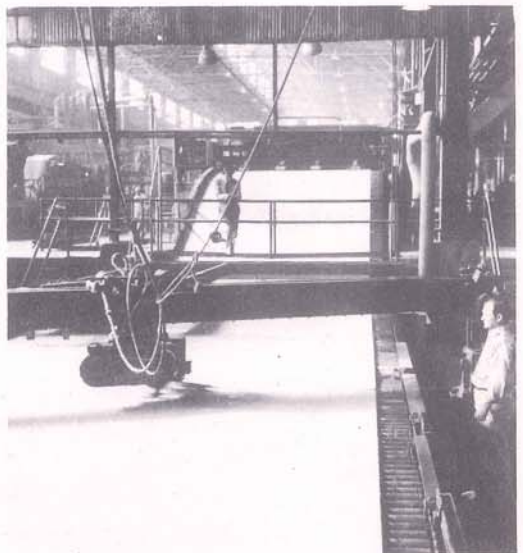
Today there are eight board machines, approximately 2,200 employees — and a product line that numbers more than 1,300 active items

To convey an idea of the extent of current Marrero output, more than 40 boxcar loads of materials are shipped each day, resulting usually in a warehouse inventory turnover each week. What amounts to more than 950 miles of Celotex board is shipped each month!

What are the steps in manufacture of Celotex insulating board?

While substantial tonnages of many items are necessary to make the multiple line of products at Marrero, basic raw material is bagasse (Celotex research pioneers determined upon bagasse for manufacture of a superior insulating board because of its extraordinary toughness, strength, durability, and inherent adaptability to a rigid insulating material). Each year approximately a quarter of a million tons of bagasse, representing an accumulation from many Louisiana sugar mills, are processed through the plant.

Briefly, the sugar cane is cut and taken to the sugar mill where its juices are extracted. The fibrous, practically shredded stalks (now properly called "bagasse") are compressed and stored in bales, then transported by rail to Marrero. At the plant, the bagasse is pulped, cooked, shredded, refined, and formed into a continuous wet mat or board about 12 feet wide in varying lengths up to 1,000 feet. After drying, the board is trimmed into various sizes



Eight machines like this produce continuous sheets of fiberboard 10 feet wide.

**FRIEDRICH'S
MANUFACTURING CO.**

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

VERnon 3-3794
4422 AIRLINE HIGHWAY
Metairie, La.

**GONZALES
MOTORS, INC.**

Authorized Ford Dealer

VERnon 5-7311, 7312, 7313, 7314, 7315

801 Metairie Road

Metairie, La.

WEINER'S

**THE WESTSIDE'S LEADING
FURNITURE STORES**

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ALGIERS, LA.

120 Huey P. Long Ave.
GRETNA, LA.

NICHOLSON & LOUP

SUPER MARKET

1524 Fourth Street

WESTWEGO, LA.

**SHIPPERS COMPRESS
WAREHOUSE**

ATKINSON & COMPANY, Owners

Southport, Jefferson Parish, La.

SAMUEL BROS.

GRETNA

LARGEST DEPARTMENT STORE ON THE
WEST BANK OF THE RIVER

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

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

R. W. MAYRONNE, President

MAYRONNE LUMBER & SUPPLY CO., INC.

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

●
Distributors of

JOHNS-MANVILLE RIGID ASBESTOS SHINGLES

Fillmore 1-1605

MARRERO

for further processing or shipment.

MANY PROCESSES

At this point, processing can move in different directions. For example, products to be painted — for conversion to such items as decorative and sound-absorbing tile, building board, finish plank — go through specialized painting equipment. Tile board receives the popular "E-Z" interlocking joint in tile jointing machinery. Other machinery drills the functional sound-trapping holes in certain types of tile board.

There's a departmental unit where laminating presses bond two or more boards together to obtain specified thicknesses. Roof insulation and insulating sheathing are produced by lamination; then coated with asphalt in the asphalt section.

All the manufacturing steps, utilizing highly-specialized machines, are accomplished under the supervision and control of skilled engineers, technicians

and maintenance workers.

The Marrero plant, an outstanding example of modern manufacturing efficiency, is virtually a small city in itself. Covering some 150 acres, it has its own wharf on the Mississippi; approximately 10 miles of rail lines; its own locomotives; a fleet of more than 100 mobile automotive units; a steam and electrical generating plant; reservoirs containing millions of gallons of water; a fire department; medical service complete with ambulance; and many additional facilities. Orderly production is insured by carefully coordinated planning and traffic systems.

The sprawling acres of manufacturing activity under roof at Marrero provide employment for hundreds of persons living in the adjacent community. Many have lived to see their sons and daughters join them in work at the plant.

PROSPERITY SPREAD

Marrero's payroll dollars have encouraged numerous small businesses to locate in the vicinity; and this has resulted in continuing development of residential areas from Gretna to Avondale, extending many miles inland on the west bank of the river. Over the years, public utilities, from which everyone benefits, have expanded their facilities — expansion sparked originally by the plant's consumption of electrical power, and gas and water. This, too, has been an inducement toward establishment of other industry and business in the community.

Increased demand for transportation has enlarged opportunities for local transit companies. From the very start of the Celotex Marrero operation, railroads have enjoyed appreciable increases in handling of raw materials and freight as well as in general hauling. Export shipments of Celotex products, including those routed by sea-train, have meant greater tonnage for shipment by water (products of the Marrero plant are sold and used in more than 75 foreign countries).

The alertness and energy of the Celotex corporation is typified by Marrero's record of development and progress. The plant today is the financial bulwark of many thousands of citizens of Jefferson and Orleans Parishes. For those citizens who wish to become associated with it, Marrero offers worthwhile career opportunities in an organization where integrity of product and personnel is unsurpassed.



Here's a section of the Celotex warehouse. Over 950 miles of board goes out monthly.

**Mayronne Drilling
Mud and Chemical
Company**

•
**Outstanding
Drilling and Mud Service
in the New Orleans Area**

•
**HARVEY
Phone Fillmore 1-5605
GRAND ISLE
VENICE
Phone BURAS 6021**

**MARRERO
LAND &
IMPROVEMENT
ASSN., LTD.**

REAL ESTATE

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

Fillmore 1-6641

MARRERO, LA.

MARINE FINISHES

INDUSTRIAL COATINGS

PRODUCTS - RESEARCH - SERVICE INC.

Manufacturers of Engineered Coatings

BELLE CHASSE, LA.



**PLYMOUTH
CORDAGE COMPANY**



600 St. George Avenue, Jefferson Parish, New Orleans

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

MANUFACTURERS OF


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

ESTABLISHED 1824

VERnon 5-7243

INDUSTRIAL

SECTION



The illustration depicts a collage of industrial and commercial scenes. In the upper left, a red crane with a blue lattice boom is positioned on a red brick wall, lifting a large wooden post. Below the crane, a red and white fishing boat is shown pulling a large red net filled with fish, including a large shrimp and a fish. To the right of the crane, a vertical wooden post stands next to a red horizontal beam. In the lower right, a yellow and white truck is parked on a road next to a large industrial building with two tall smokestacks. The background features a blue sky with white clouds and a blue and white checkered pattern on the right side.

More and more industrial and commercial investors are choosing Jefferson Parish — the fastest growing area in the South. And the reasons are perfectly clear! Jefferson offers an unlimited supply of water for industrial use and heavy transportation by ship and barge. It's a gateway for ocean shipping, for tidelands oil development and for markets in the entire western hemisphere. Equally important, the people of Jefferson are able and young — younger by four years, on the average, than the remainder of the metropolitan area. And there's a bonus when the day's work is done in vast game and fishing areas only minutes from the front door. Look into Jefferson — and you'll look no farther!

Produced by
JIM SHARP, INC.
503 Board of Trade Bldg.
New Orleans, La.

JEFFERSON.....

The Fastest Growing Parish in...BOOMING LOUISIANA

Forty years ago, Jefferson Parish was a wilderness of prairie, bayou and swampland, nourishing a thinly scattered handful of small towns, farms and fishing villages.

Thirty years ago, prompted by a trickle of the overflow of population from New Orleans, it was beginning to grow slowly.

Then, aided by the discovery of vast oil reserves and abetted by the war boom, Jefferson exploded — upward. Since then, it has enjoyed a four-fold increase in population, expanding at an ever-increasing rate.

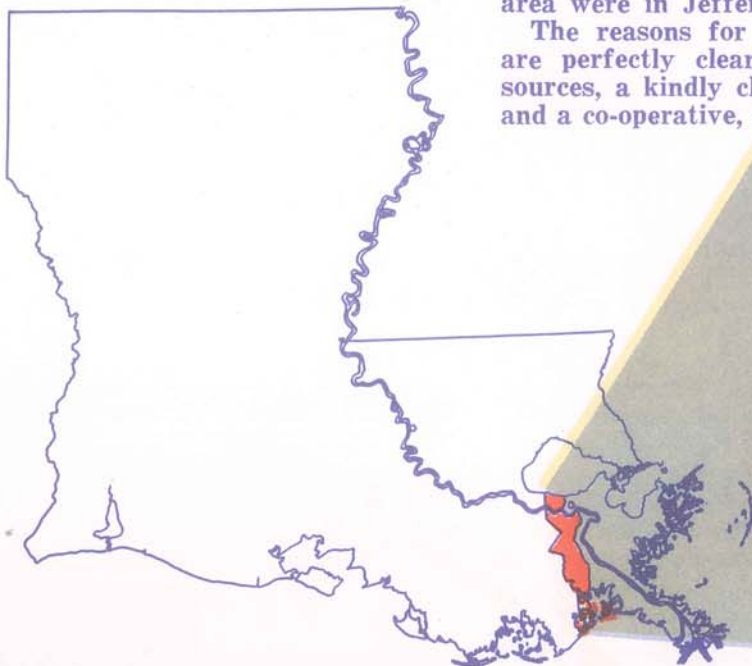
Cow pastures grew into subdivisions. Traffic thickened until today two "East Bank" highways — the Airline and Jefferson — carry a daily load of over 70,000 motor vehicles and other highways are being built to accommodate the overflow.

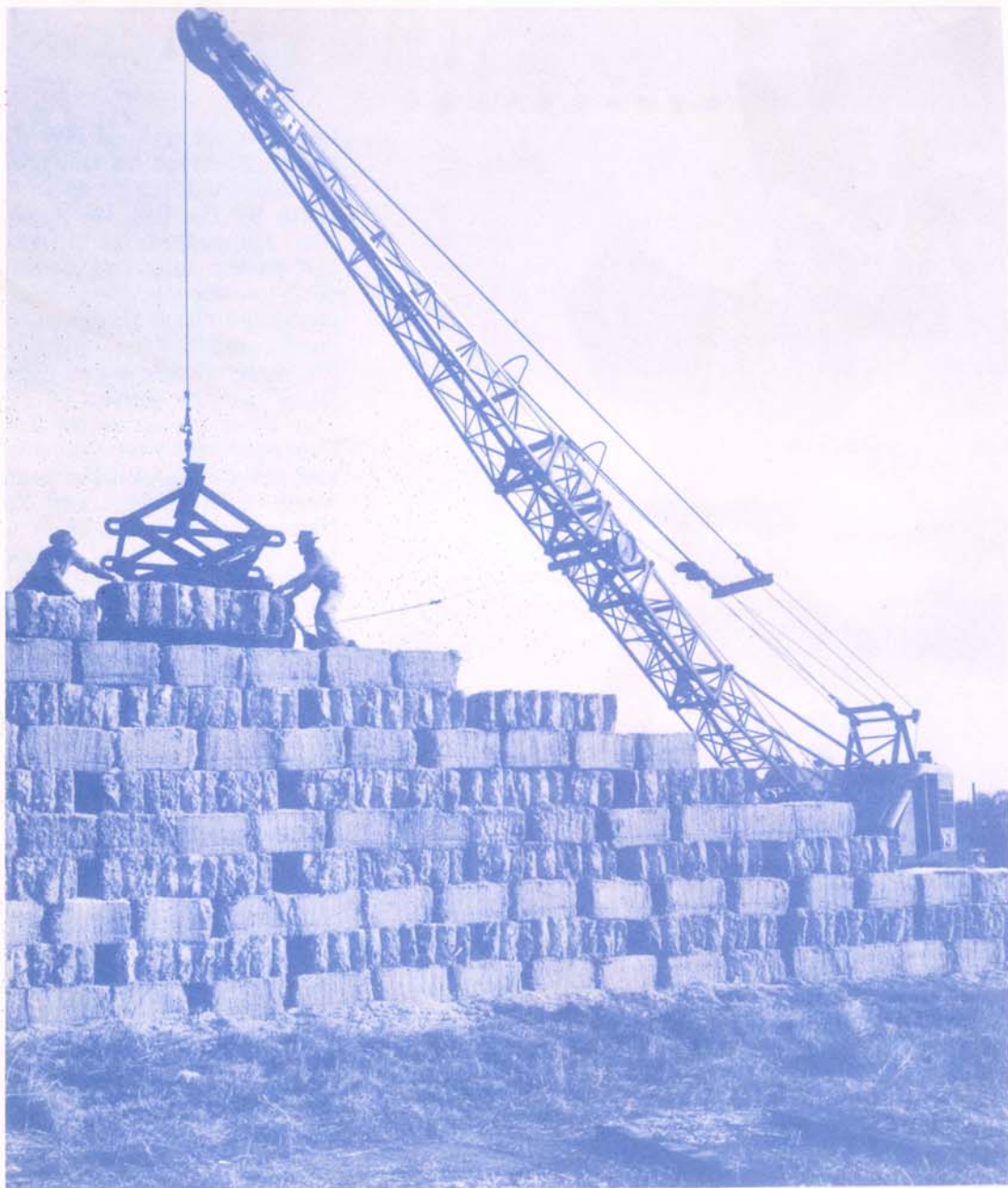
But the great story about Jefferson is one of industrial expansion. Manufacturing plants stand shoulder to shoulder along the Mississippi River on the "West Bank" and nearby, the Harvey Canal leading from the river to the Gulf of Mexico has become the site of a major manufacturing and shipping area in its own right.

Six of the largest manufacturing and processing firms of their type in the world are located in the parish. As long ago as 1954, last year for which statistics were released by the U. S. Bureau of the Census, there were 124 manufacturing plants in Jefferson. These firms in 1954 employed 12,223 persons, comprising an annual payroll of over \$51 million. And the expansion is being accelerated.

New capital expenditures for 1954 exceeded \$49 million, about average for the postwar years. (The figure was again \$49 million for 1956.) For the year 1954, over 76 per cent of all capital expenditures in the metropolitan area were in Jefferson.

The reasons for sensational growth are perfectly clear: vast natural resources, a kindly climate, key location, and a co-operative, adaptable people.





... stacking of the raw material — bagasse — for processing at the largest insulating board plant in the world — The Celotex Corporation's plant at Marrero

CELOTEX

(The Celotex Corp.)
MARRERO, LA.



THE PEOPLE

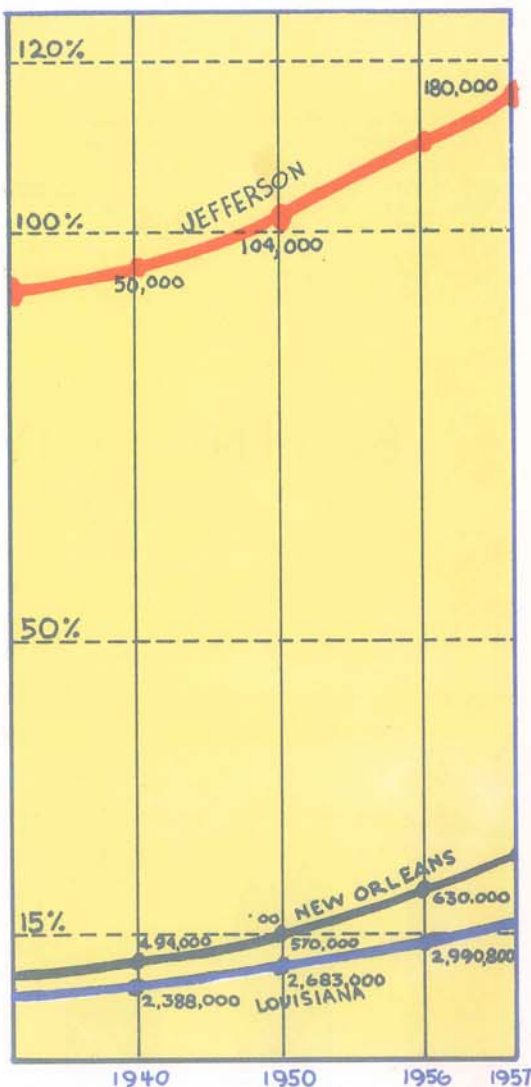
POPULATION

Numerical Growth

South Louisiana is setting the pace for the remarkable growth — industrially and population-wise — for the expanding Gulf South. In south Louisiana the four parishes of Jefferson, East Baton Rouge, Calcasieu (Lake Charles) and St. Bernard are growing at a rate of more than 50 per cent per 10 years. But Jefferson, for the current period ending in February, 1957, is adding population twice as rapidly as the other leading parishes. The growth here is at a rate of 115 per cent, compared with 57 per cent for East Baton Rouge and Calcasieu and 53 per cent for St. Bernard. And since 1950, the Jefferson tempo has been stepped up from a 106 per cent rate for the 1940-50 period. The present estimated population of Jefferson of 180,000 is based on utility meter installations, while the 1950 total of 104,000 and the 1940 total of 50,000 are provided by the U. S. Bureau of the Census. The rate of increase for Jefferson projects to 223,000 by 1960. In percentage, this is seven times the population increase for New Orleans proper.

Growth Characteristics

Of the estimated 180,000 persons living in Jefferson Parish, some 115,000 live on the "East Bank," or north of the Mississippi River, while the remaining 65,000 live on the "West Bank". Three decades ago, however, the bulk of the population lived in the latter area. Students of population growth confidently predict a new boom for the "West Bank" with the completion of



Comparative Growth, Numerically And By Percentage For Jefferson, New Orleans and Louisiana.

the second bridge over the Mississippi River leading from New Orleans to the Gretna area. Census Bureau figures show that 83 per cent of Jefferson's population is native-born white and that the non-white population is 15.7 per cent. The people of the parish are "young" in that the median age is 26.5 years, compared with over 30 for the remainder of the metropolitan area.

THE PEOPLE

INCOME

Louisiana as a whole has been increasing in prosperity at a rate faster than the national average. And Jefferson's increase is the most rapid in the state, a statement observers say will be verified by the 1960 U. S. Census. Figures for buying power for the year 1955, as well as other indices, already bear out claims of the parish's leadership.



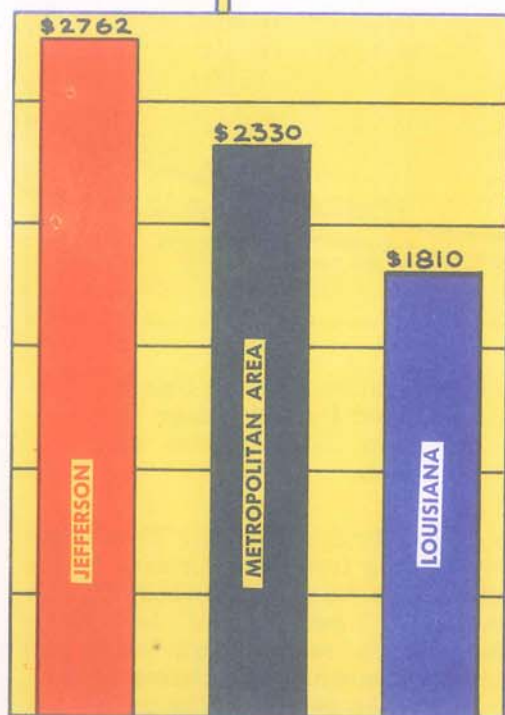
BUYING POWER FOR 1955

(Source, Louisiana Business Review)

Jefferson
Louisiana

Per Capita
\$1411.
\$1200.

Per Family
\$5028.
\$4392.



FAMILIES WITH
INCOMES OF LESS
THAN \$2,000

(U. S. Census — 1950)

JEFFERSON	32.3%
METROPOLITAN AREA	42.9%
LOUISIANA	53.0%

MEDIAN INCOME
(1950—Families And Unrelated
Individuals)

Now..... 2 Banks on the West Bank



at
WESTWEGO

at
WESTWEGO



By Year's End — 3 Banks — A New
Branch at Westside Shopping Center

FIRST NATIONAL BANK OF JEFFERSON PARISH

W. RICHARD WHITE, President

The oldest bank of Jefferson . . . with over \$28 million on deposit . . . the institution that has helped finance the sensational progress of the parish . . . from an almost entirely agricultural community to the most concentrated industrial area in the Deep South.

THE PEOPLE

PROSPEROUS JEFFERSON



RETAIL TRADE

1955 — \$97,406,000

1954 — \$90,452,000

**INCREASE, ONE YEAR
8 PER CENT!**

WHOLESALE TRADE

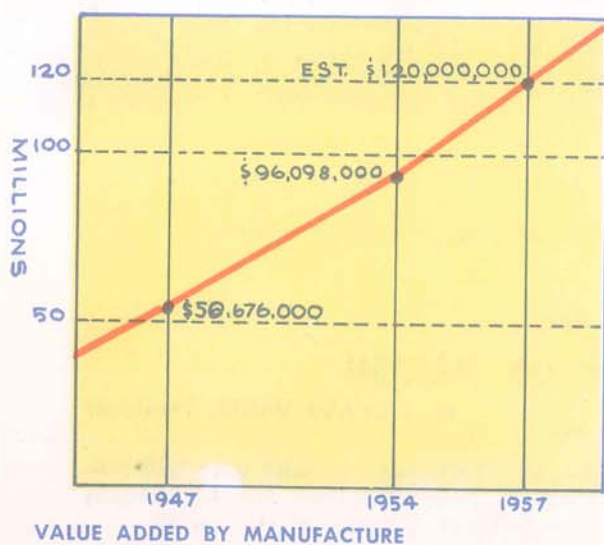
NUMBER OF FIRMS

1948 — 65

1954 — 125

INCREASE, SIX YEARS — 92 PER CENT!

MANUFACTURING



**Number of Plants
1954 — 124**

**New Capital Expenditures —
1954 — Over \$49 Million
Or 76 Per Cent of Total
For Metropolitan Area!**



THE PEOPLE

EMPLOYMENT

CIVILIAN LABOR FORCE:

1950	35,500
1957 (Estimated)	61,000

EMPLOYED IN MANUFACTURING

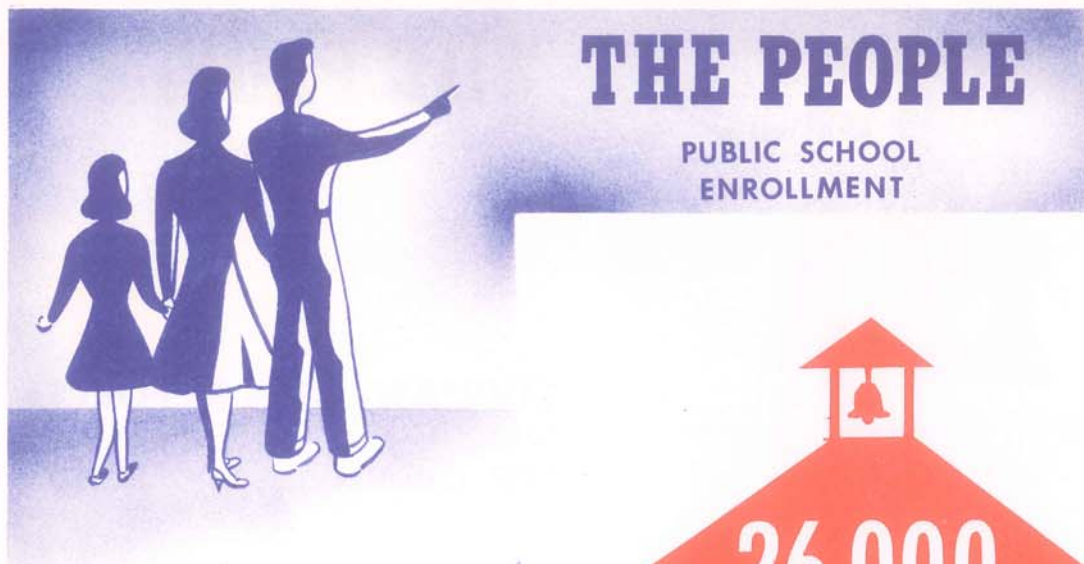
Retail Trade		
1954		
Employees		3,320
Payroll	\$	7,181,000
Wholesale Trade		
1954		
Employees		1,482
Payroll	\$	5,469,000

UNEMPLOYMENT

FOR MONTH OF OCTOBER, 1956

	Persons	Per Cent of Pop.
Jefferson	1,000	0.55
Metropolitan Area	8,400	0.98
State of Louisiana	21,110	0.72

(Source: Louisiana Department of Labor)



1940



1949



1956

(Number of Pupils In Jefferson Public Schools)

SEE HOW WE GROW!!

Rapidly as Jefferson has grown in total population since 1940, the proportionate expansion of the number of school children has been even greater. Population has increased 3.6 times, but school registration has jumped 4.3 times. Most of the difference can be attributed to the outsized crop of "war babies."

Nearly 10 years ago, the Jefferson Parish School Board recognized the appearance of this phenomenon and launched a building program which met the problem for the time being, but still greater growth has posed still greater needs. A friendly legal test has been initiated to determine whether the board may bond a portion of its sales tax revenues to finance a comprehensive building program. Pending the outcome of this suit, the board is presently erecting two new schools and adding 68 additional classrooms at existing schools, using current sales tax revenues of more than \$80,000 monthly for that purpose.

MORE—AND MORE—TEACHERS

Number of Teachers:

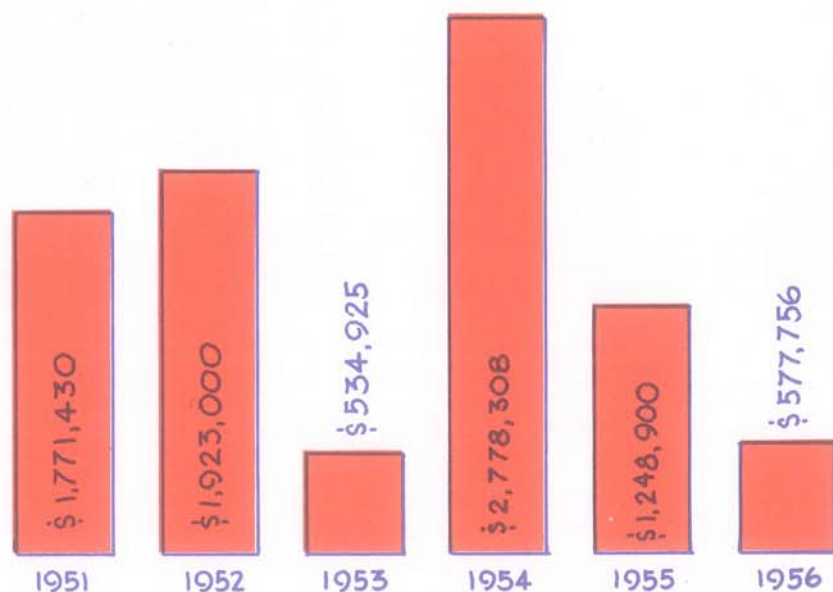
1950
White—310
Negro— 59
Total —369

1956
White—690
Negro—160
Total —850

Facing The Problem...

Of School Expansion

CAPITAL EXPENDITURES
(1951-56, Inc. — \$9,061,922.)



THE BUDGET

1950	\$2,057,295
Current	\$4,436,648
(Includes Appr. \$1 Million Per Year In Sales Taxes)	

ENLARGING THE PHYSICAL PLANT

(Since 1950)	
Classrooms Added	494
New Schools	7
Rebuilt Schools	10



OIL AND NATURAL GAS ARE MAJOR WELL-SPRINGS OF JEFFERSON'S IMPRESSIVE DEVELOPMENT. ALTHOUGH OFFSHORE, OR TIDELANDS, RESERVES ARE VAST, THE DISPUTE BETWEEN LOUISIANA AND THE FEDERAL GOVERNMENT OVER OWNERSHIP OF THESE AREAS HAS BEEN A KEY FACTOR IN LIMITING PRODUCTION. THUS, THE OVERWHELMING BULK OF PRODUCTION IS STILL INSHORE. A YEAR AGO, THERE WERE 17 OIL OR GAS FIELDS WITHIN THE PARISH PROPER, AND ONLY THREE OIL AND GAS FIELDS OFFSHORE. INCREASED DISCOVERY RATES INDICATE THAT THE ALREADY BOOMING OIL INDUSTRY IS STILL MERELY A LUSTY YOUNGSTER WHO WILL ATTAIN MATURITY LATER. PRODUCTION, PROVEN RESERVES, AND UNEXCELLED WATER TRANSPORTATION HAVE COMBINED TO FORM A SOLID BASIS FOR DOZENS OF RELATED INDUSTRIES, INCLUDING PETRO-CHEMICALS, DRILLING EQUIPMENT, BOAT AND BARGE CONSTRUCTION AND ON-THE-SPOT FUEL FOR INDUSTRY.

Oil Production

5,062,164

1940

10,733,462

1955



Natural Resources

Oil...

1956 DISCOVERIES

NEW OIL FIELDS — 3

SCOPE OF DISCOVERIES — 400,000 BARRELS

1,000,000,000 BARRELS

ESTIMATES OFFSHORE RESERVES
OFFSHORE PRODUCING FIELDS — 3

1956 COMPLETIONS

HOLES DRILLED	50
WELL COMPLETIONS	45
DRY HOLES	5

NATURAL RESOURCES



Gas

JEFFERSON'S VAST NATURAL GAS RESERVES HAVE BEEN FOUND. IRONICALLY, ALMOST BY ACCIDENT DURING THE SEARCH FOR OIL. YET GAS ACTIVITY IS MORE INTENSE THAN DEVELOPMENT OF ANY OTHER MINERAL IN THE PARISH. LATEST MAJOR DISCOVERY, IN THE MANILA VILLAGE OIL FIELD, FINDS TIDEWATER OIL COMPANY RUSHING TO READY 10 NEW WELLS FOR PIPING TO INDUSTRY. FOUR MAJOR PIPELINES ALREADY ORIGINATE IN THE PARISH.

GAS PRODUCTION

NATURAL GAS (Mcf)

1940	—	6,014,997
1955	—	13,576,319

CASINGHEAD GAS (Mcf)

1950	—	4,026,327
1955	—	6,284,710

RESERVES

(Thousand Cubic Feet)

Over...1,500,000,000,000.....



*Lake Pontchartrain
Causeway*

WE ARE PROUD INDEED OF OUR AFFILIATION
WITH THE GROWTH AND PROGRESS OF
JEFFERSON PARISH



*Airline Interchange
Expressway*

T. L. JAMES & COMPANY, INC.

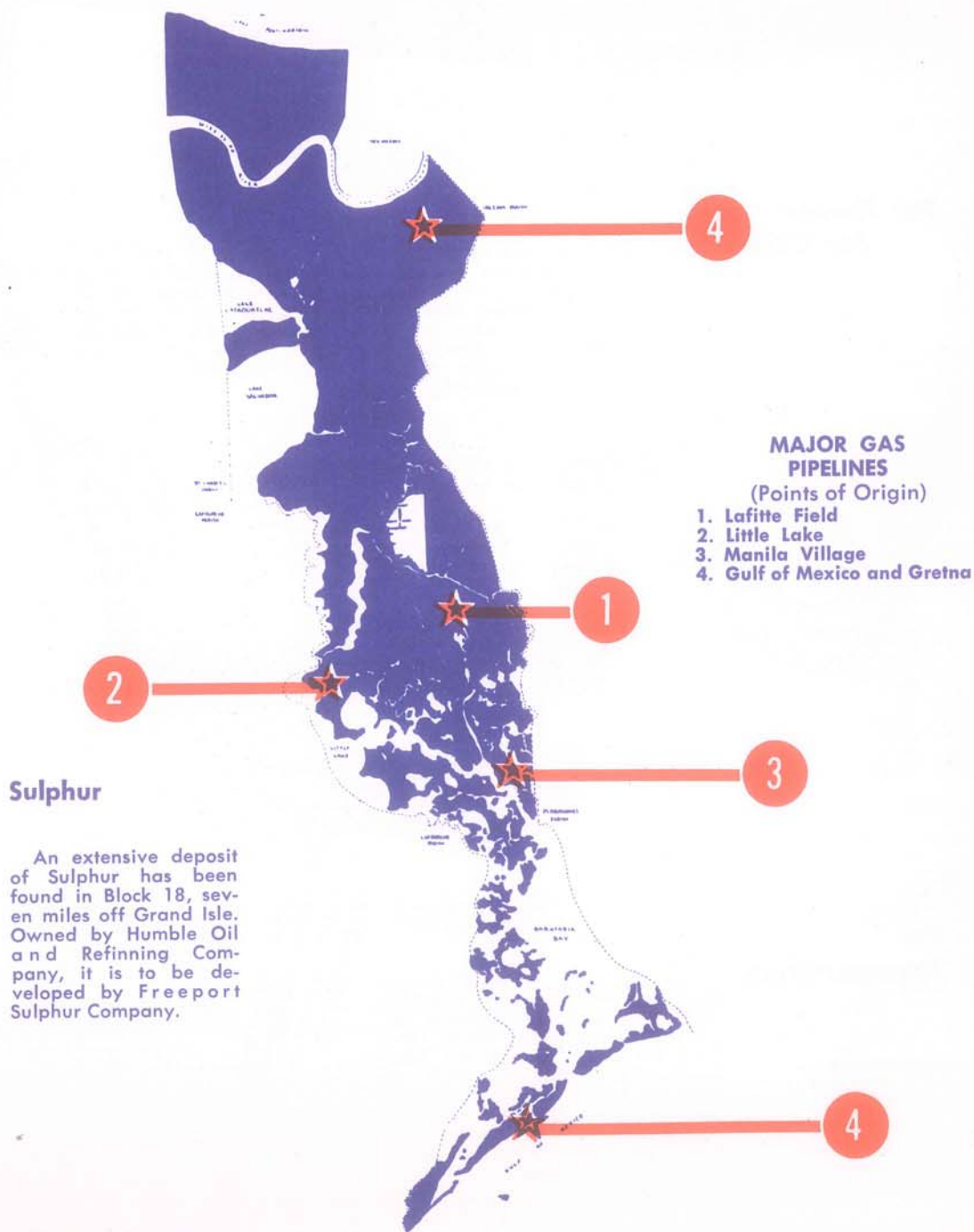
GENERAL CONTRACTORS
AIRLINE HIGHWAY AT OVERPASS

KENNER, LA.

PHONE KENNER 4-2511

HOME OFFICE: RUSTON, LA.

Piping Energy...



NATURAL RESOURCES

WATER

Lake Pontchartrain

For Homes For Commerce

On an average day, the Mississippi River pours 144 billion gallons of water through Jefferson Parish — almost twice the needs of every industry in the United States. In an era where most areas lack water, that's a key to the movement of industry to Jefferson. From this almost unlimited source, five publicly owned water plants draw their raw material to supply water in ample quantities to domestic and other users.

INTERCOASTAL
CANAL... EAST

For Transportation

Ocean shipping calls at Mississippi River wharves along the industrialized "West Bank" of Jefferson Parish. And heavy barge traffic flows from the river, through the Intercoastal Canal (Harvey Canal) and on to the Gulf of Mexico, unimpeded by the need for trans-shipment. Commerce through the lock, between the river and the canal, was over 16 million tons in 1955.

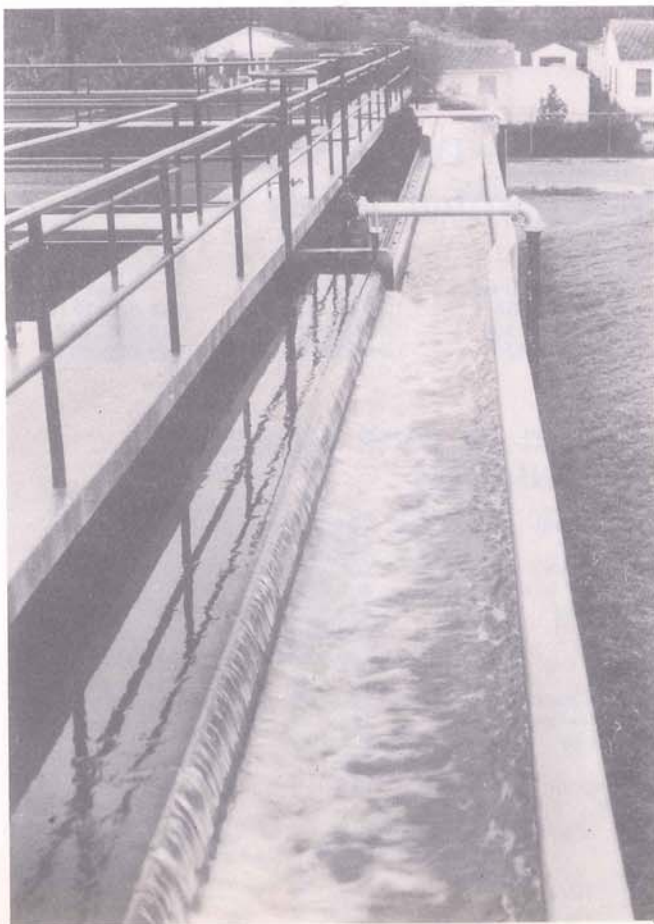
INTERCOASTAL
CANAL... WEST

Gulf of Mexico

Water

ABUNDANT EVERYWHERE IN JEFFERSON

With the enormous Mississippi River flowing through the parish, Jefferson never had a raw water problem. Distribution was the major concern and the demand was met as communities developed. For that reason, there are four water districts on the West, or lower, Bank of the river, each created as the need arose. On the thickly populated East Bank, one district was created and serves the entire area. Potential supplies are adequate, for generations to come, for virtually any industrial as well as domestic need.



Water Flows to filters of the big District No. 1 plant.

Good Water For Each Area

DISTRICT NO. 1

Serving the entire East Bank, comprising over 26,000 customers. This plant processes over 20,000,000 gallons daily, distributes it through more than 300 miles of pipeline.

DISTRICT NO. 2

Seventy per cent of the output of this facility goes to industry, the rest to the Harvey-Marrero area and two other water boards.

DISTRICT NO. 3

This is a rapidly expanding district and serves nearly 3,000 metered customers, including the east side of Harvey Canal.

DISTRICT NO. 5

This district includes the rapidly growing industrial area from Westwego to the St. Charles Parish line, and is presently adding facilities.

DISTRICT NO. 6

Serving the large area from a point five miles below Marrero to Lafitte, where service was extending just over one year ago.

CONSTRUCTION



New Construction — Dollar Value — In Unincorporated Areas

Year	Residential	Commercial	Industrial	Total
1954	28,181,843.	4,880,268.	3,579,109.	\$41,002,171.
1955	35,918,207.	2,909,550.	3,736,948.	48,687,159.
1956	30,265,317.	3,012,967.	3,682,483.	43,620,956.

STRUCTURES VALUED AT OVER \$100,000 BUILT IN 1956

Brenthouse (addition)	\$ 126,798.
Cold Storage Plant	888,000.
Concrete Warehouse	700,000.
Sausage Plant	400,000.
2 Shopping Centers	1,742,000.
Insurance Office	500,000.
Sears Warehouse	1,250,000.
Johns-Manville	175,000.
St. Christopher Church	126,750.
Construction Warehouse	225,000.
Telephone Building	246,180.
Prison Addition	396,100.
Presbyterian Church	185,869.
Catholic Church (Immaculate Conception)	225,000.
Shopping Center	165,000.
Tube Kote, Inc.	123,000.
Health Dept. Office	125,000.
Pipe Line Service Bldg.	170,000.
Johns-Manville	325,000.
American Cyanamid	542,000.

A Deep Water SEAWAY To The GULF OF MEXICO

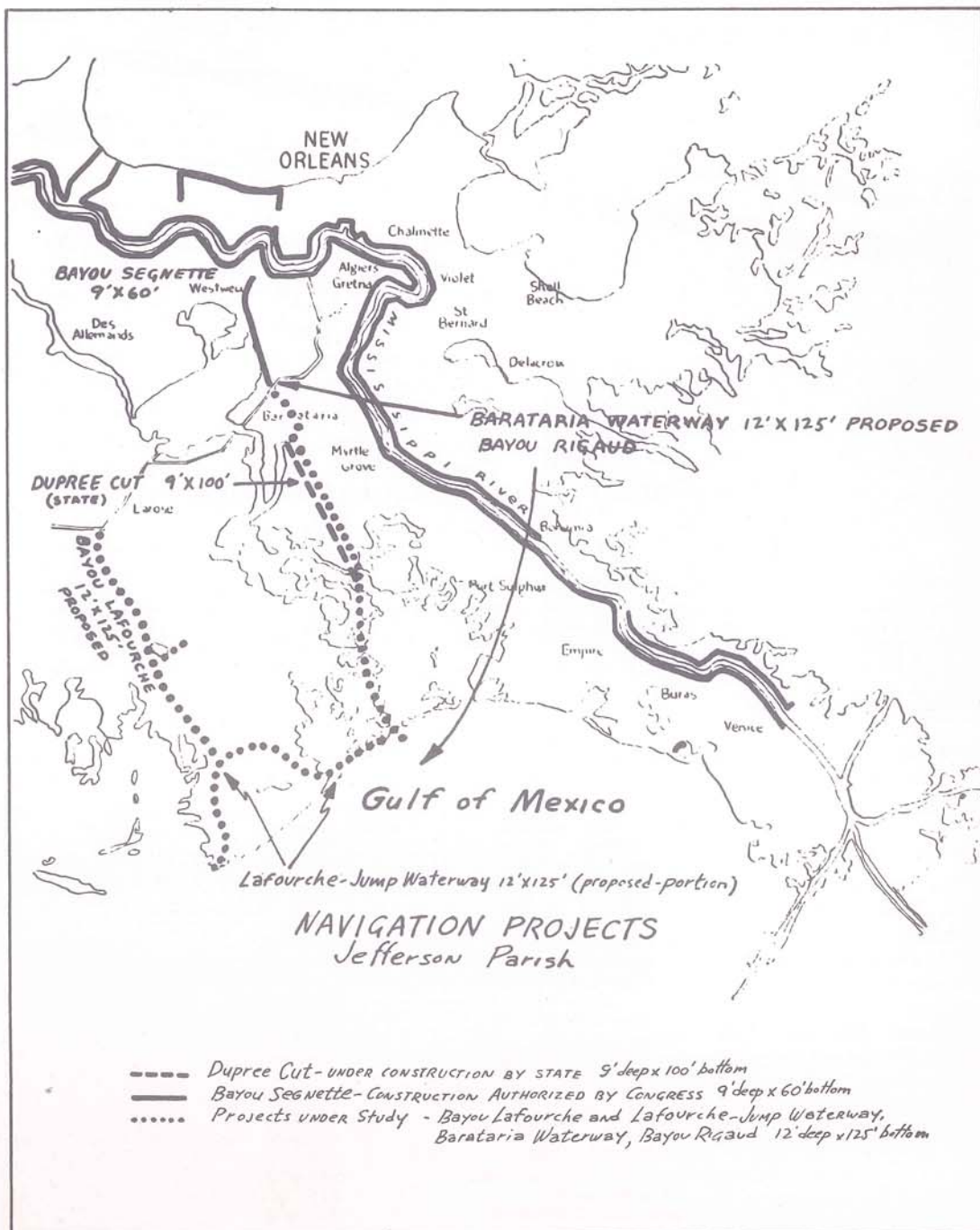
SHORTER

CHEAPER

BETTER

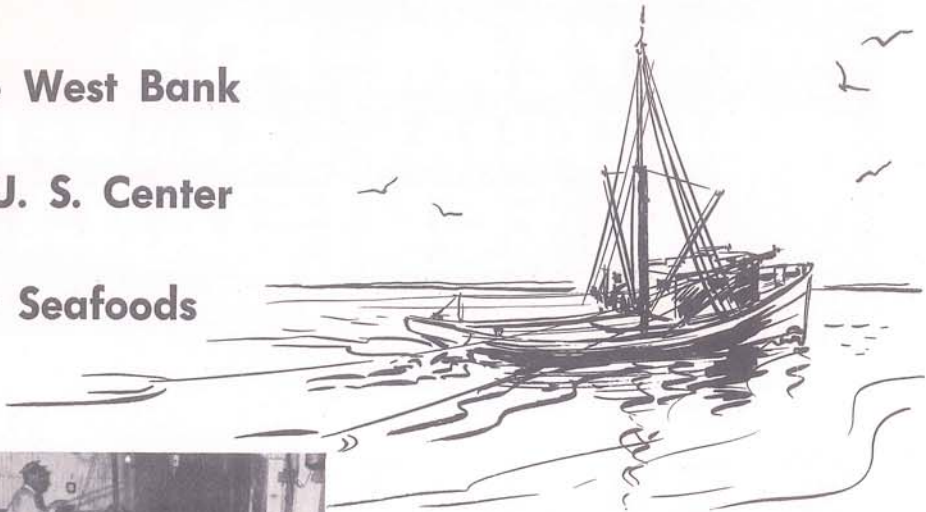
The proposed Jefferson Seaway would reduce the distance for ocean going ships from 110 to 55 miles between Harvey lock and the Gulf. It would provide almost unlimited water frontage for industry, direct rail-water connections and unrestricted access

to world markets. By-products would include a four-lane highway to Grand Isle, water and other facilities to the southern tip of the parish. Surveys are under way for the seaway, which would be financed by revenue bonds.



COMMERCIAL FISHERIES

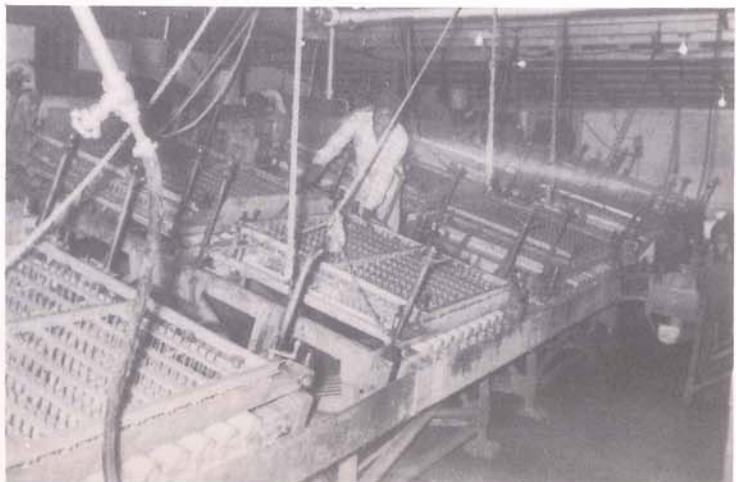
The West Bank Is U. S. Center For Seafoods



Hard-shell crabs by the thousand pour out, ready for processing and canning, at a Jefferson plant.

Husky, deep-water luggers converge at West Bank canning plants with their loads of shrimp, oysters and crabs. Hauls are brought in from off-shore deeps of not only Jefferson, but adjacent parishes. The volume of this picturesque and profitable business is attested by the fact that Southern Shell Fish Company, Inc., is the largest shrimp and oyster canner in the world. Other substantial Jefferson canners are the Cutcher Canning Company and the Robinson Canning Company, Inc. All use peeling and deveining machines which several years ago replaced tedious hand labor.

One worker can attend the bank of five shrimp picking machines shown here which replaces scores of hands. These machines are in the plant of the Cutcher Canning Company. Trucks are now supplementing luggers in bringing the catch the last several miles to market.



1956 A RECORD YEAR FOR INDUSTRIAL EXPANSION IN LOUISIANA

\$ 563,359,659

INVESTED IN

NEW

INDUSTRY !

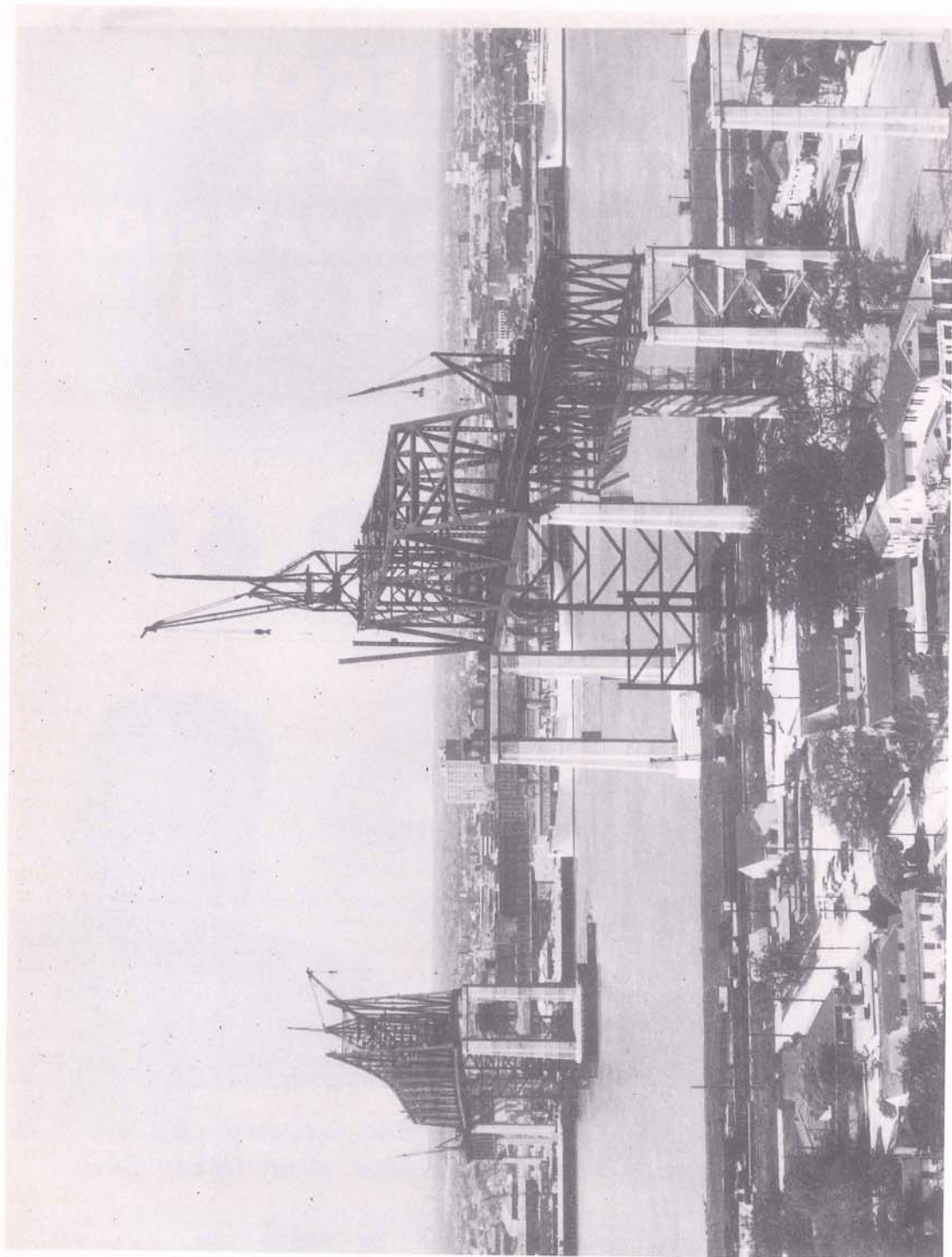


**The Department of Commerce and Industry
will assist you in establishing your plant in Louisiana.**

LOUISIANA

EARL K. LONG, Governor

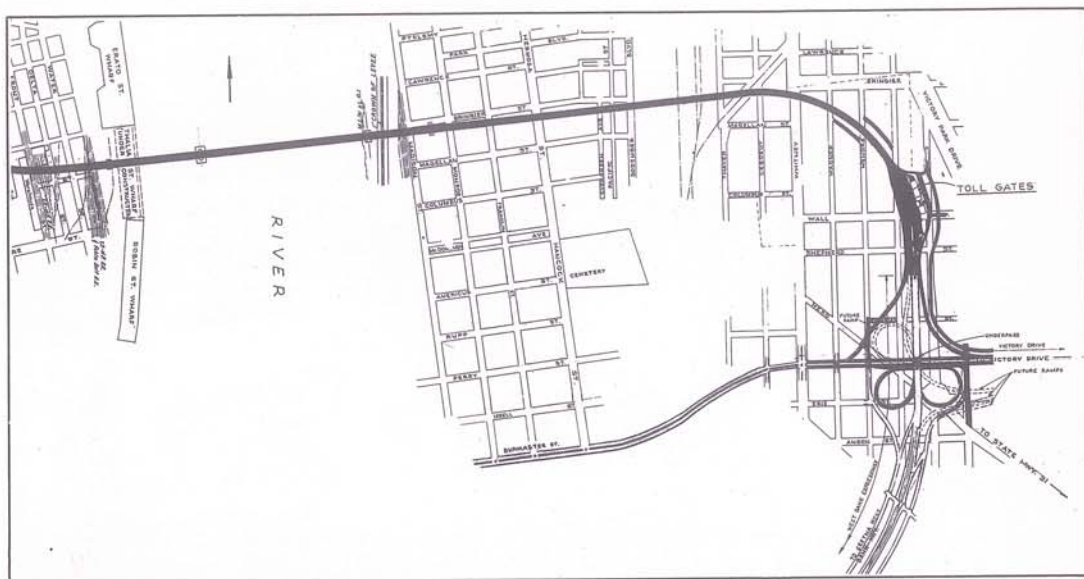
**Write: CURT SIEGELIN, EXEC. DIRECTOR,
Department of Commerce & Industry,
P.O. Box 4185, Capitol Station,
Baton Rouge, La.**



A BRIDGE TO PROGRESS

This is the magnificent new Mississippi River bridge, looking from the Gretna area toward New Orleans. Cost of the 3,019-foot structure will be \$65 million. In extreme upper left of this photo is the distant outline of the Huey P. Long bridge, upstream in Jefferson.

JEFFERSON'S SECOND RIVER BRIDGE



The Greater New Orleans Bridge, now under construction over the Mississippi River between Thalia Street in New Orleans and Bringier Street in the Gretna-Algiers area, is expected to be opened to traffic by March of 1958.

Capt. Neville Levy, chairman of the Mississippi River Bridge Authority, reports that the projected opening date is in advance of that contemplated when the Authority sold \$65 million of bonds for the huge structure in October of 1954.

The bridge, in the opinion of State Sen. Alvin T. Stumpf and John W. Stone, Jefferson Parish representatives on the Authority, will have a tremendous impact on the economy of Jefferson Parish.

W. Richard White, a Gretna bridge authority member, said the new bridge will bring about a build-up in industrial and residential development on Jefferson Parish's West Bank "far surpassing any growth in the past."

Sen. Stumpf, who is secretary of the Authority, said that the bridge, by eliminating the water barrier between New Orleans and the West Bank communities, will make feasible development of huge land areas in Jefferson Parish both for industrial and residential purposes.

Other members of the Authority, in addition to Capt. Levy, Sen. Stumpf and Mr. Stone are William O. Turner, vice-chairman; Richard W. Freeman, treasurer, and Robert L. Simpson and Mr. White.

The main bridge will consist of an 853-foot-long anchor arm on the New Orleans side, extending from Pier I to Pier II, the latter the only pier in the river; a 1575-

foot-long central span, from Pier II to Pier III, and a 591-foot-long anchor arm on the West Bank in Gretna, extending from Pier III to Pier IV.

The 1575-foot-long central span will be the longest cantilever structure in the United States and the third longest in the world.

Roadway of the bridge will be 52 feet wide from curb to curb. This will make possible two 12-foot lanes for traffic in each direction.

As this issue of the Review was going to press, work on the two anchor arms of the bridge had been completed and work was underway for construction of the cantilever superstructure between Pier II and Pier III.

The bridge will be a key structure in the urban expressway development plan. The bridge will join with the West Bank Highway, which will serve all West Bank communities from Algiers and Gretna to Avondale near the present river bridge. It will also connect with new and improved thoroughfares on the West Bank.

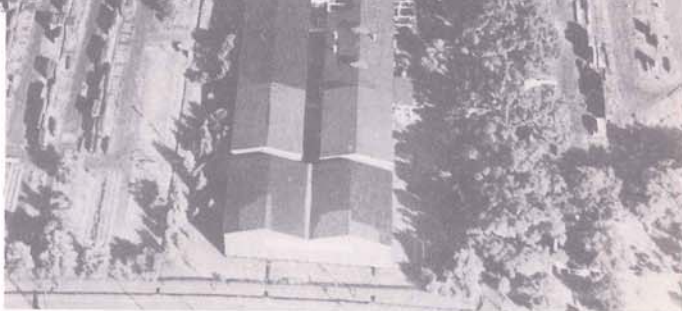
On the New Orleans side, the bridge will connect with the Pontchartrain Expressway, which will extend from Camp Street to the Carrollton - Airline Highway Interchange. From this interchange, motorists can proceed to the Lake Pontchartrain Causeway either by way of Pontchartrain Boulevard, Veterans Memorial Highway and Causeway Boulevard or by way of Airline Highway and Causeway Boulevard.

Thus, traffic will be able to flow with a minimum of interruption from the north shores of Lake Pontchartrain to any of the West Bank communities.

Key Industries At Work



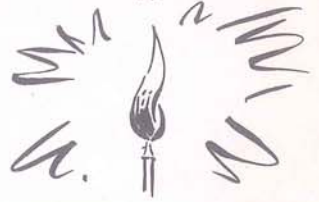
Giants of the Central American mahogany forests are the raw material of the Freiberg Mahogany Company, whose plant is shown in upper photo. This plant, on the banks of the Mississippi, is world's largest producer of mahogany lumber, veneers. Another world's largest in Jefferson is the Southern Cotton Oil Company, giant processor of cottonseed oil, at right of lower photo. Foreground is Sherwood Refining Company, Inc., nation's only exclusive maker of white mineral oils, petroleum jellies and petroleum sulfonates.



Along The Mississippi



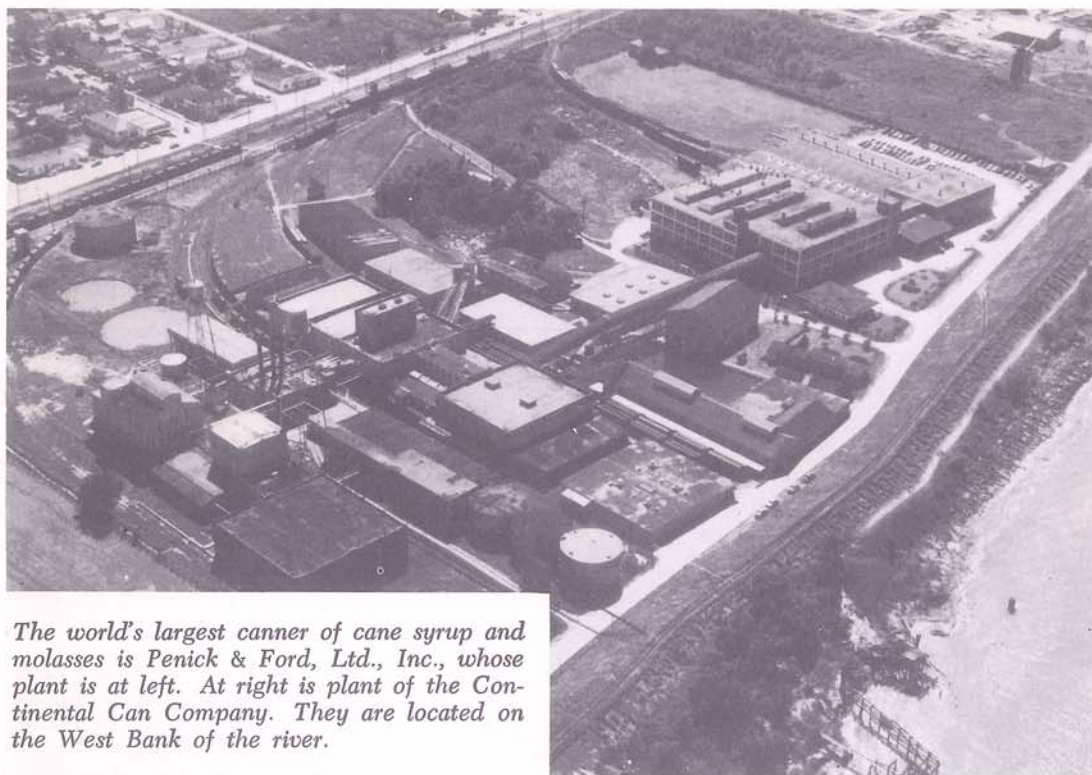
Many Jefferson Parish industrial plants as well as the public utility for domestic consumers are supplied natural gas by United Gas Pipe Line Company. At left is the United Gas installation at Nine-Mile Point where gas enters the electric generating station of the Louisiana Power and Light Company.



The broad Mississippi makes a 90-degree turn near Westwego as it passes scores of industries and docks, as picture at right shows. In foreground is stockpile of the Ayres Materials Company. Just to the right are the wharves of the Texas and Pacific Railway. Across the river and upstream is the plant of the Delta Match Corporation, shown in photo below.



Syrup and Molasses — and Cans



The world's largest canner of cane syrup and molasses is Penick & Ford, Ltd., Inc., whose plant is at left. At right is plant of the Continental Can Company. They are located on the West Bank of the river.

WHITNEY NATIONAL BANK OF NEW ORLEANS

ESTABLISHED 1883

CONDENSED STATEMENT OF CONDITION

DECEMBER 31, 1956

RESOURCES	LIABILITIES
Cash and Due from Banks.....\$116,856,122.41	Deposits\$434,498,871.03
U. S. Government Obligations 128,625,082.70	Acceptances 1,572,644.55
State, Municipal and Other Public Bonds 22,160,659.38	Dividend Payable January 2, 1957 112,000.00
Other Bonds and Securities.... 839,416.65	Reserve for Taxes, Accrued Interest and Expenses..... 3,145,114.82
Loans and Discounts..... 195,241,760.64	Other Liabilities 81,266.52
Bank Premises 3,870,212.15	Capital Stock \$ 2,800,000.00
Other Real Estate..... 128,571.71	Surplus 22,200,000.00
Customers' Liability Account of Acceptances 1,324,989.27	Undivided Profits 6,241,444.49
Accrued Income and Other Assets 1,604,526.60	
	31,241,444.59
TOTAL\$470,651,341.51	TOTAL\$470,651,341.51

Depository of The United States Government, State of Louisiana and City of New Orleans
Member of The Federal Deposit Insurance Corporation

A By-Product Of Sugar Cane



Sugar cane grew, not too long ago, near the site of the huge Celotex plant at Marrero. Today, the plant, which is the largest of its kind in the world, makes insulating and building materials from bagasse. This is the fibre from which the juice has been extracted and which once posed a difficult disposal problem.



Photo shows the excellent industrial location of the Celotex Corporation Plant at Marrero, with rail and water transportation at hand.

Petrochemicals — A New Industrial Horizon



This is the plant of the American Cyanamid Company, occupying the site of what was once the Fortier plantation near Westwego.

PETROLANE GAS COMPANY, INC.

917 Jefferson Highway (Southport) New Orleans, La.

VErnon 3-3777

P. O. Box 4067, Carrollton Station, New Orleans 18, La.

SOUTHERN SOLVENTS AND CHEMICALS CORPORATION

—DISTRIBUTORS—

ALCOHOLS—NAPTHAS—SOLVENTS AND CHEMICALS

917 Jefferson Highway (Southport)

Telephone VErnon 3-4666

P. O. Box 4067, Carrollton Station, New Orleans 18, La.

PINNACLE OIL COMPANY, INC.

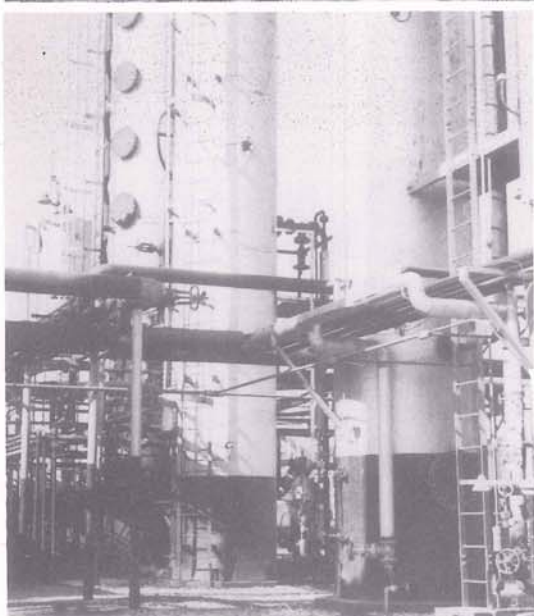
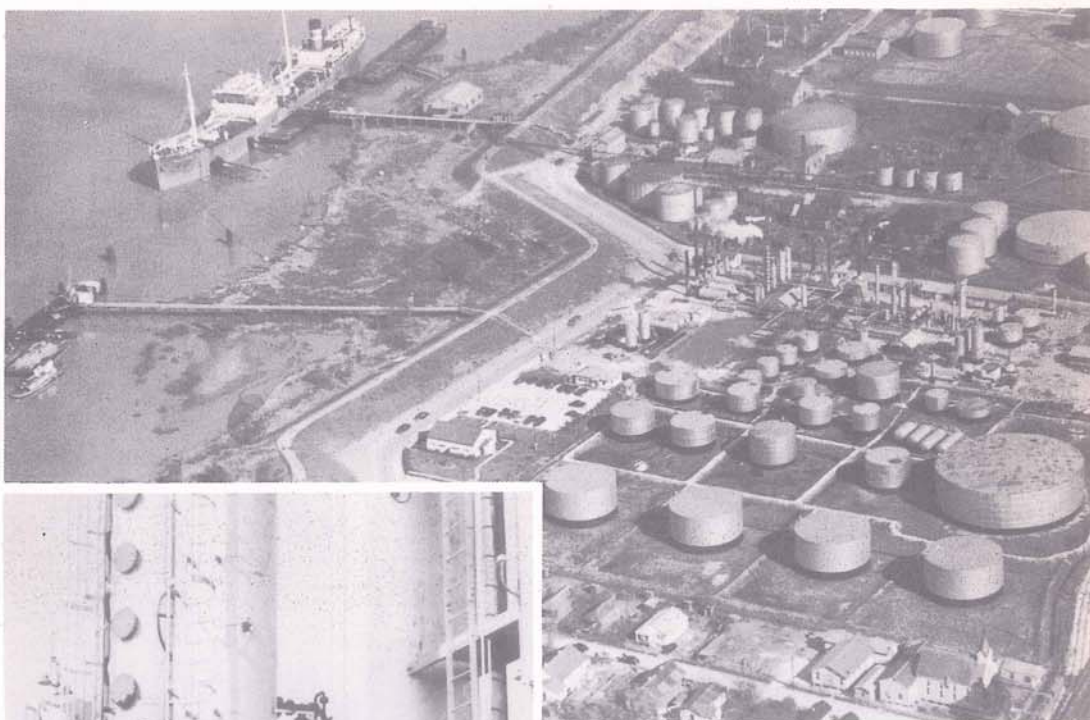
917 Jefferson Highway (Southport) New Orleans, La.

VE. 3-3737 - 3-3738

P. O. Box 4067 Carrollton Station

New Orleans 18, La.

Refinery Loads Ships At Front Door.



The Clark Oil and Refining Company's plant at Marrero today processes 10 times as much crude oil as it did in 1943, when Clark purchased the installation. Top photo shows plant, foreground, and its next-door neighbor, Douglas Public Service Corp. At left is section of a processing unit at Clark, while below are loading lines leading to river.



Barges Move Mountains Of

King-sized, modern towboats can move as many tons as the largest ocean freighters. Here the "Missouri" of Federal Barge Lines, one of the huge tows serving Jefferson and the lower Mississippi, pushes 17 barges. Bottom photo shows the Missouri's four propellers, each 6½ feet in diameter.



Cargoes On The Big River



"Diesel" has long since replaced "steam" in the phrase, "Steamboat On The River," so far as inland waterways shipping is concerned. Millions of tons of cargoes move annually to Jefferson docks, while others move through the Harvey Canal locks to other points on the Intracoastal canal. Dixie Carriers, Inc., and Federal Barge Lines are among major movers of this big tonnage. Top photo shows the tug, "Wesley W" of Dixie Carriers at work. In lower photo is a typical heavy barge load, this time steel angles and bars—500 tons of them. They're in a Dixie Carriers barge headed for the Southwest Steel Products Company.



THE WORLD'S LARGEST



**JEFFERSON PARISH IS THE HOME OF THESE FIRMS —
EACH THE LARGEST OF ITS KIND IN EXISTENCE**

The Celotex Corporation

World's largest manufacturer using bagasse for a multiplicity of building materials.

Penick & Ford Ltd., Inc.

World's Largest Canner of sugar cane syrup and molasses.

Southern Cotton Oil Company

World's largest processor of cottonseed oil.

Southern Shell Fish Company

World's largest canner of shrimp and oysters.

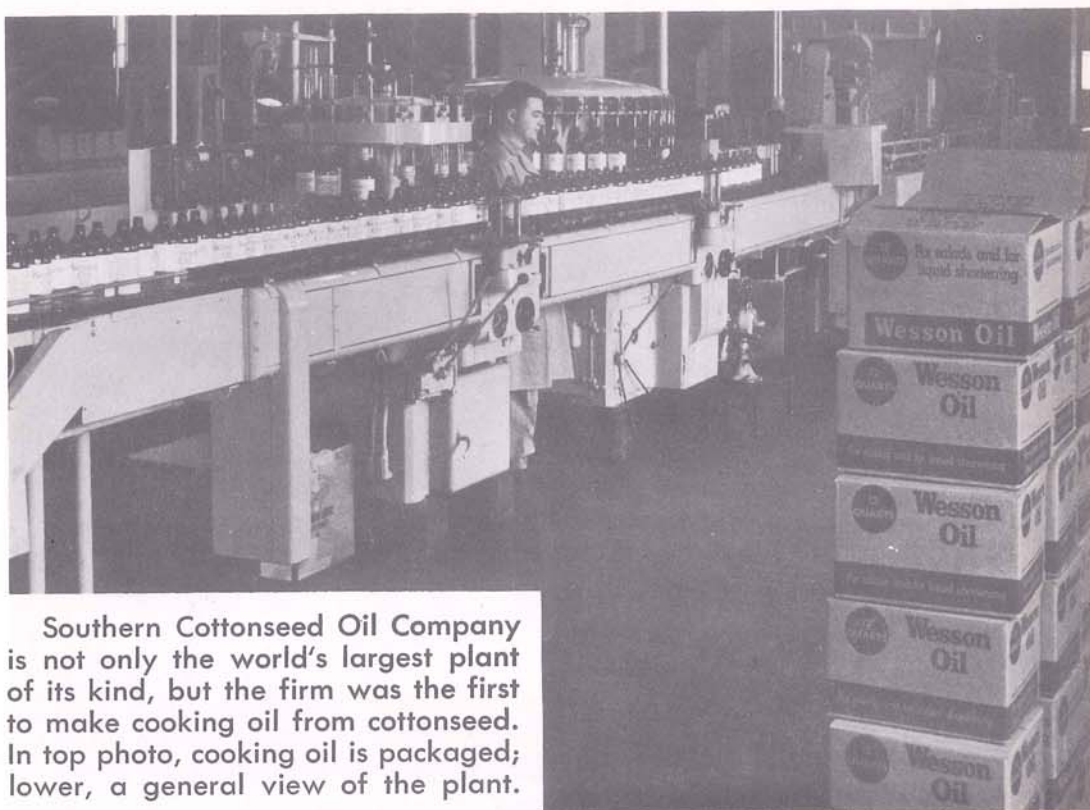
Freiberg Mahogany Company

World's Largest Manufacturer of Mahogany Lumber and Veneers.

American Liberty Marketing Co.

World's largest handler of fish oil, vegetable oils and alcohols.

Pioneers With Cottonseed

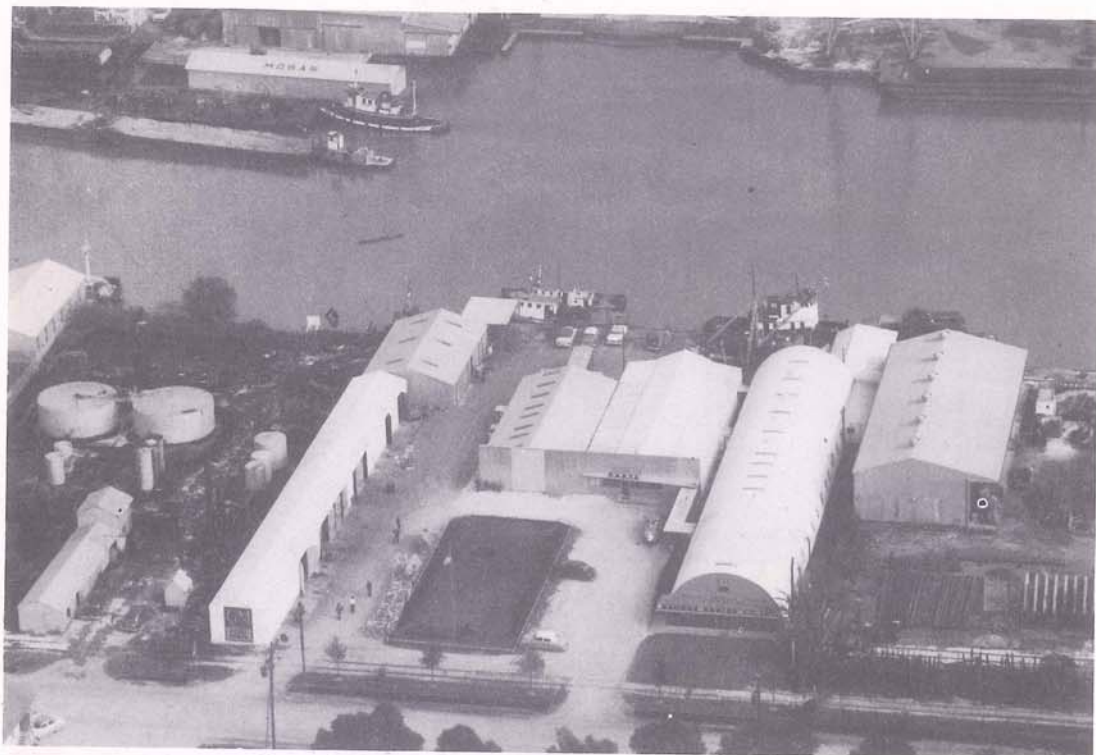


Southern Cottonseed Oil Company is not only the world's largest plant of its kind, but the firm was the first to make cooking oil from cottonseed. In top photo, cooking oil is packaged; lower, a general view of the plant.

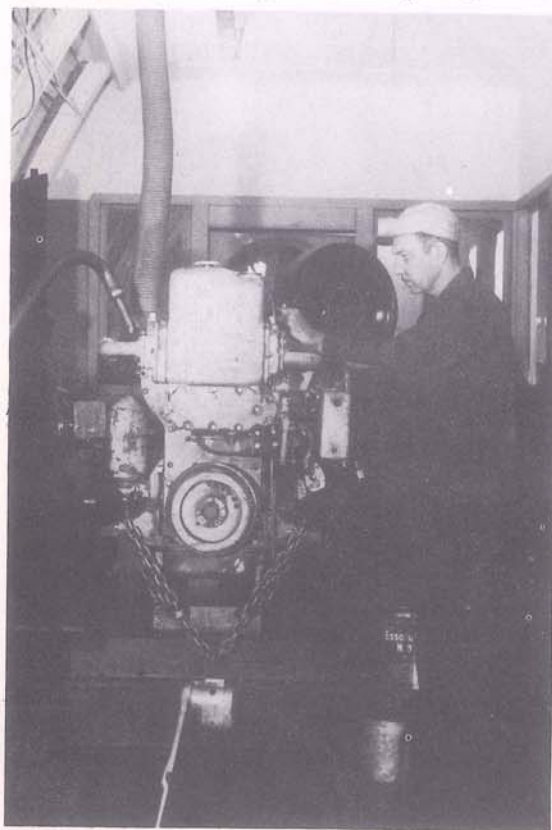


World's Largest

MARINE DIESEL ENGINE DISTRIBUTORS



Plant of George Engine Company, Inc., on Harvey Canal

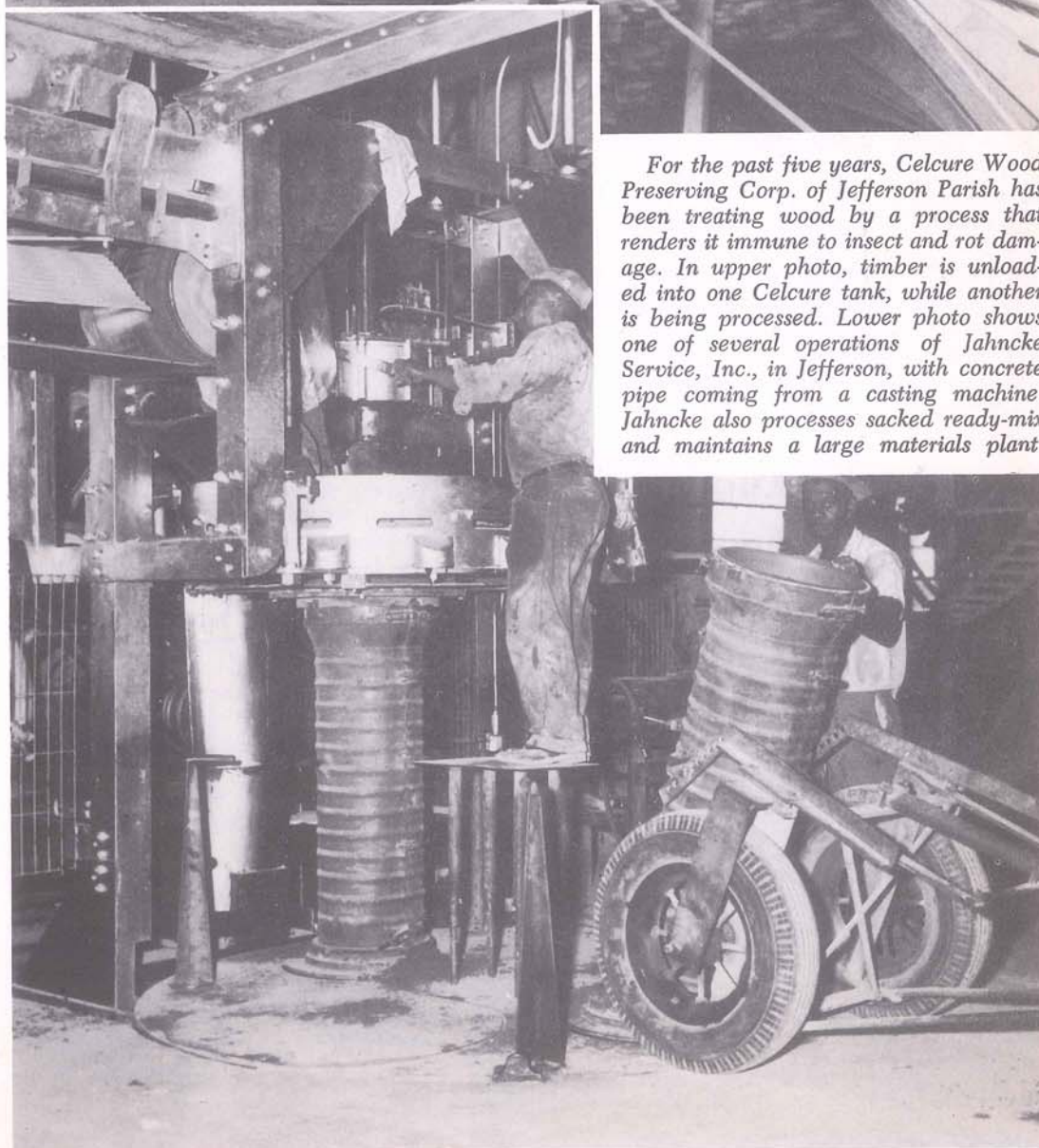


George Engine distributes and services three General Motors lines: marine diesel engines, of which they are the world's largest distributor, electro-motive products and Delco products. Photos at left and above show some of the activities of the firm's service department.

There's Variety, Too, In Jefferson Industry

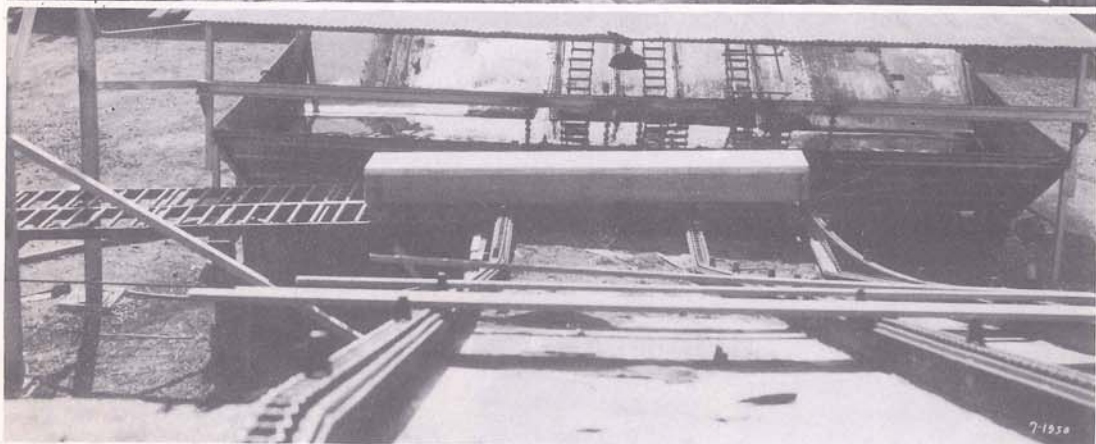
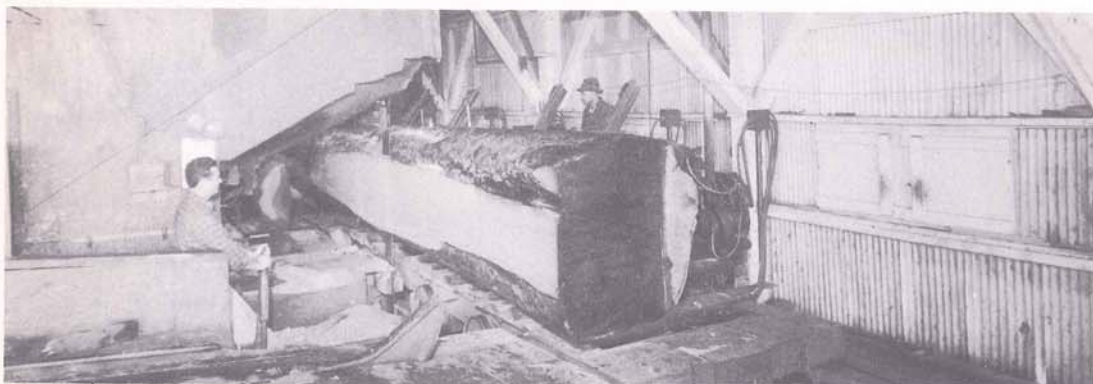


For the past five years, Celcure Wood Preserving Corp. of Jefferson Parish has been treating wood by a process that renders it immune to insect and rot damage. In upper photo, timber is unloaded into one Celcure tank, while another is being processed. Lower photo shows one of several operations of Jahncke Service, Inc., in Jefferson, with concrete pipe coming from a casting machine. Jahncke also processes sacked ready-mix and maintains a large materials plant.

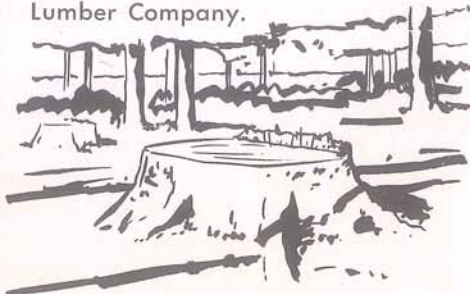


From Near and Far

TREES GROW INTO DOLLARS

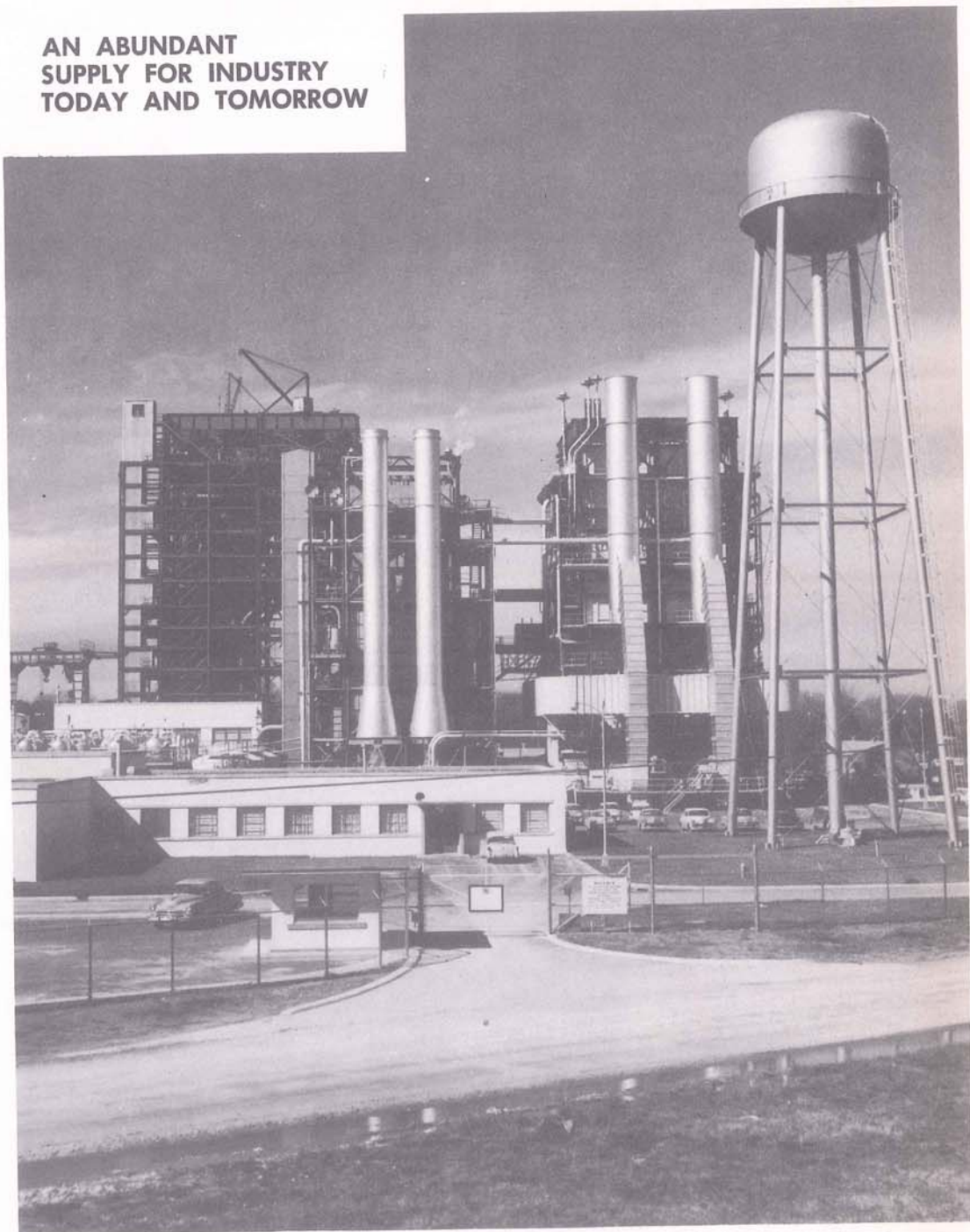


Jefferson mills produce a wide variety of wood products, from the finest, sheerest mahogany veneers to building lumber. One of these firms, the Freiberg Mahogany Company, is the world's largest manufacturer of fine veneers for furniture and other purposes. The raw materials come from remote forests of Central America to grace American drawing rooms. Top photo shows a mahogany log being squared at Freiberg, and center, the log ready for processing. Special saws can slice 110 pieces per inch. Lower photo shows native woods arriving at the W. A. Ransom Lumber Company.



Natural Gas And Electric Power

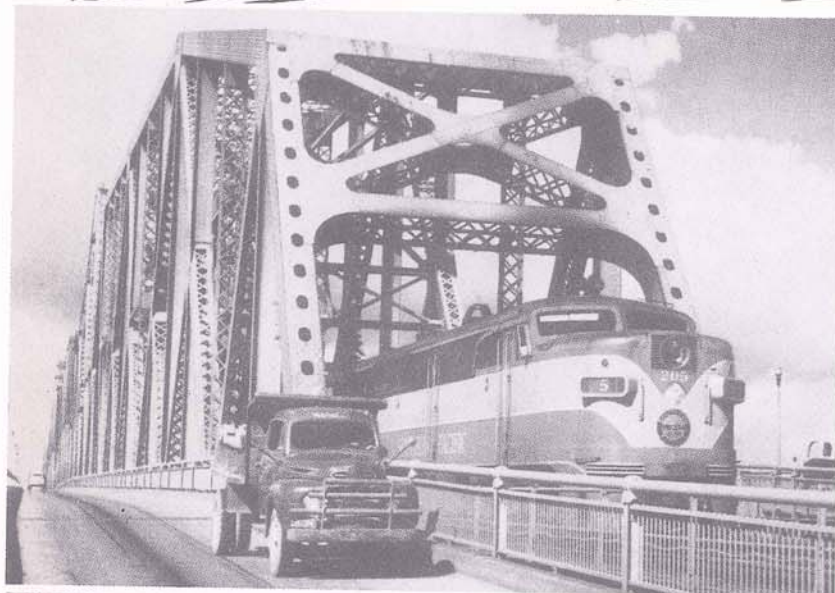
**AN ABUNDANT
SUPPLY FOR INDUSTRY
TODAY AND TOMORROW**



Nearby natural gas fields provide a practically unlimited supply for distribution by Louisiana Power and Light Company to Jefferson Parish industrial and domestic consumers. Jefferson is a major area served by the firm. It is interesting to note that of the company's 1956 income of

\$36,229,238 industrial electric consumers accounted for \$8,394,706. The 1956 revenue represented an increase of 11 per cent over the year 1955. New investments in plant and property for the year by the firm amounted to \$17 million.

COMMERCIAL



Five major railroads serve Jefferson Parish. Three western lines cross the Mississippi River over the Huey P. Long bridge as the streamliner is doing in photo at left. These three are the Missouri Pacific Railroad, the Texas and Pacific Railway and the Southern Pacific Lines. The Kansas City Southern Lines and the Illinois Central Railroad operate exclusively on the "East Bank." These latter serve virtually the entire Mississippi Valley.



Rail to ship, barge and other means of transportation is readily available on both sides of the river. Above, a Missouri Pacific freight moves onto the main line. At right, a modern Kansas City Southern freight engine contrasts with one of the remaining steam engines which will soon belong to another day. Rapid transit to the American heartland of the river valley and to the West Coast give Jefferson excellent commercial transportation.



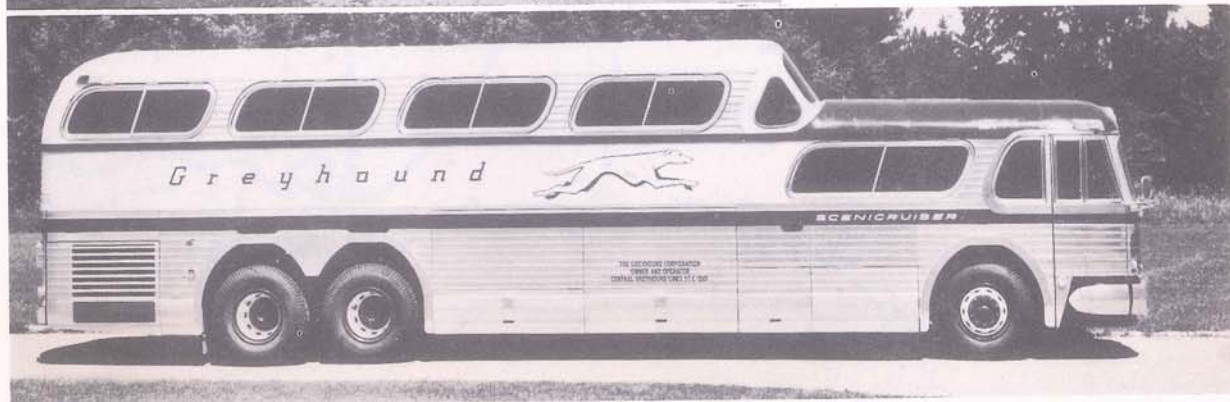
TRANSPORTATION



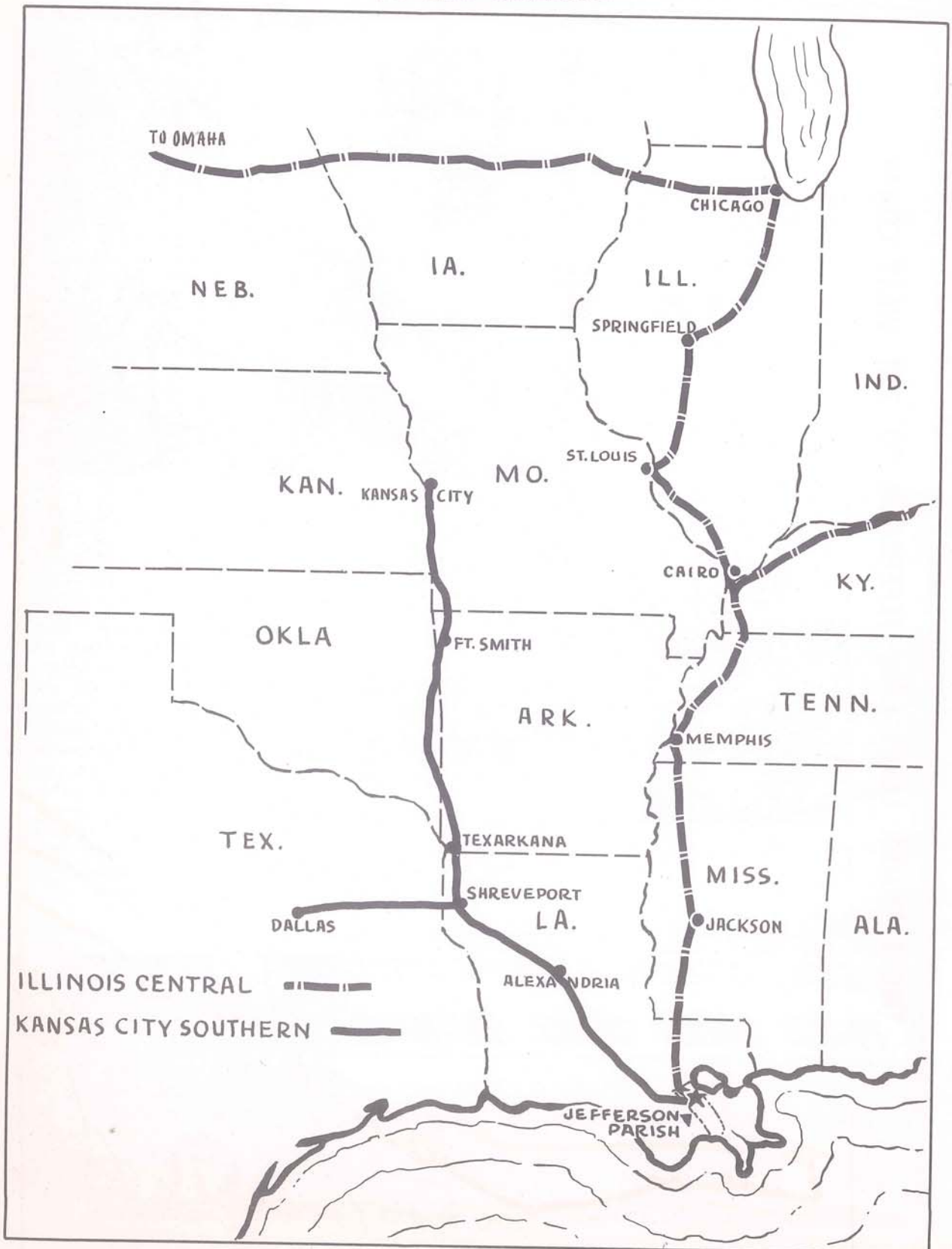
Railroads serving Jefferson Parish are keeping pace with the national trend toward modernization of roadbeds and yards. In photo at right, Southern Pacific crews are placing long ribbons of welded steel rails which eliminate the clackety-clack of old style rails. Crews are at work on a section between Avondale and Boutee. The work is part of the railroad's billion-dollar post-war program.



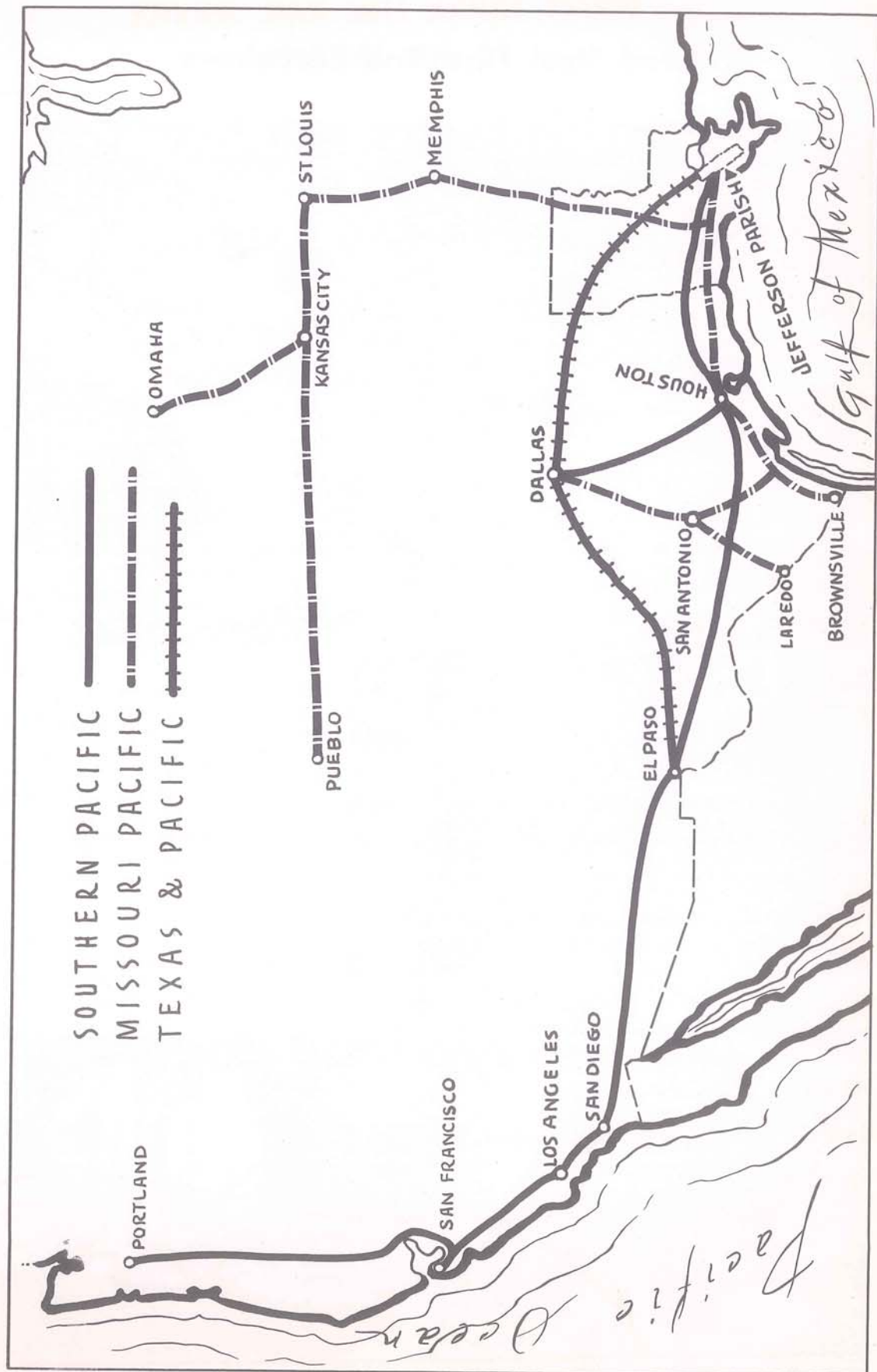
Top level equipment and service mark the operation of busses and truck lines in Jefferson and through service is offered to principal cities. Improved highways in the parish are one factor which has made the improvement possible. In photo at left is a Los Angeles bound Trailways bus. Lower photo is a Greyhound sceni-cruiser ready for the road. Major truck lines offer direct service from Jefferson plants.



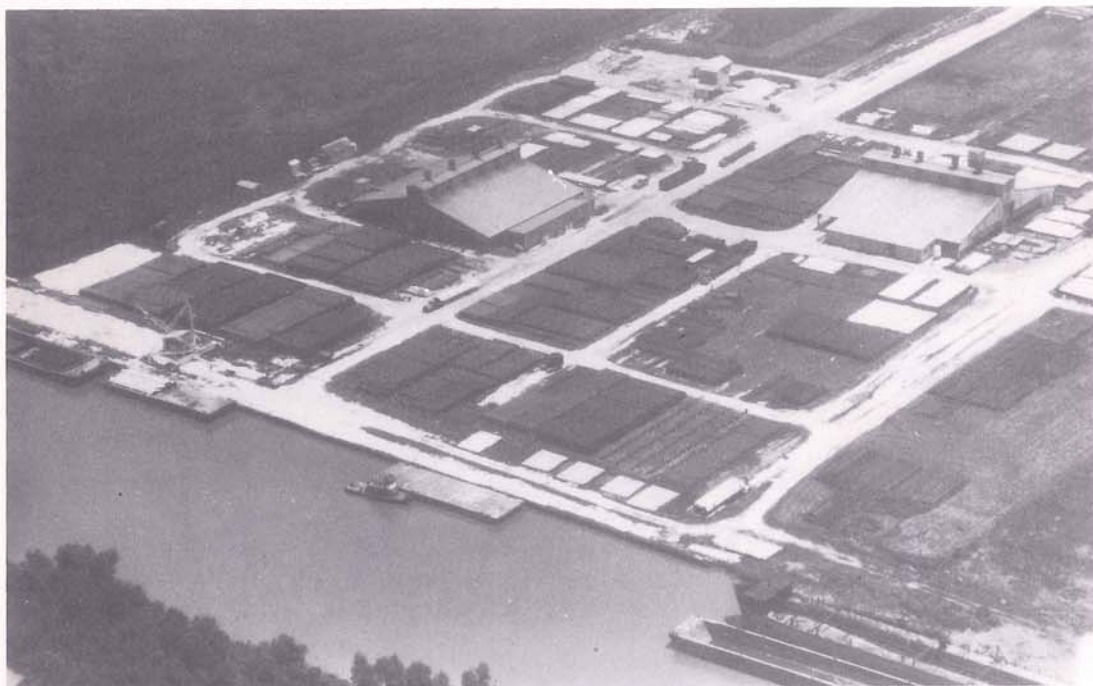
DIRECT TRUNK LINE RAIL SERVICE TO MID-AMERICA



THREE TRUNK LINES LINK JEFFERSON TO THE WEST COAST



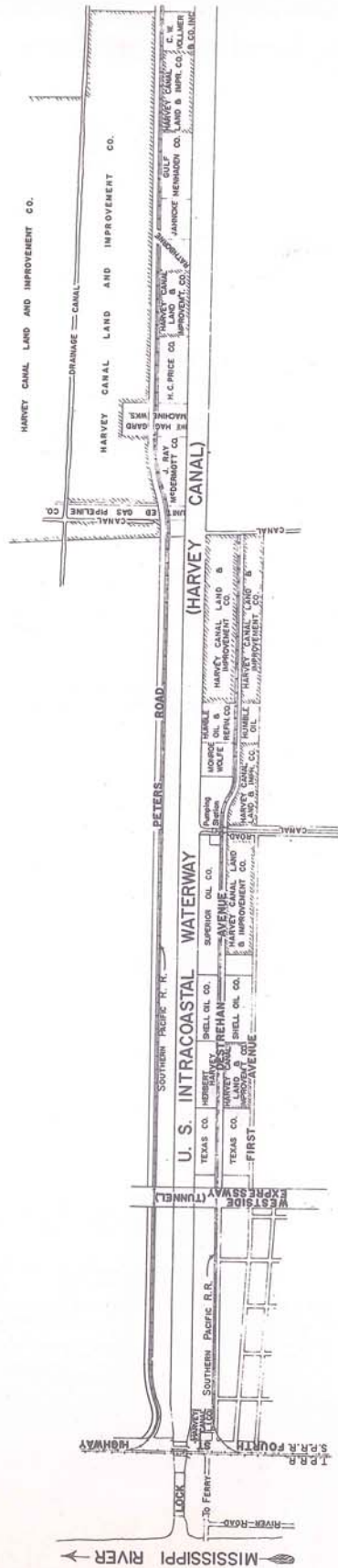
Treated Steel Pipe And Containers



Pipe Line Service Corp., whose Jefferson plant is shown in upper photo, is a pioneer in its field. The plant scientifically cleans, coats and wraps steel pipe for gas and oil companies. Officials of the firm warmly praise co-operation of parish authorities in providing road and other facilities. Lower photo is a section of the plant of Rheem Manufacturing Company on Jefferson Highway. Shown are 18-gauge steel sheets coming from baking ovens, ready for the production lines. The plant specializes in making steel containers.



CHOICEST SITES FOR INDUSTRY, OR FOR OTHER PURPOSES



MAP SHOWS SOME OF OUR FINEST INDUSTRIAL SITES ON THE HARVEY CANAL. OUR FIRM FOUNDED AND DEVELOPED THE INNER HARBOR AND THE TOWN OF HARVEY. FOR COMPLETE INFORMATION CALL OR VISIT:

HARVEY CANAL LAND
& IMPROVEMENT CO.

S. B. STEWART, JR., SECRETARY

OFFICE-222 BOURBON ST.

NEW ORLEANS

PHONE RA. 6480

RAILROADS HELP OBTAIN INDUSTRY



Trunk line railroads serving Jefferson Parish are helping establish new firms and new payrolls here. For example, the Illinois Central Railroad in 1956 was instrumental in the establishment of 17 new industries in Louisiana. Two of these were on the carrier's industrial tract at Harahan: the Underwood Glass Company and the Hill-Behan Lumber Company. Photo above is general view of Underwood.



This is the lumber yard of the Hill-Behan Lumber Company. The site was occupied during World War II by Camp Plauche.

The Lake Pontchartrain Causeway

*World's Longest
Overwater Bridge*



The 24-mile Causeway, linking Jefferson and St. Tammany Parishes, is the major unit of the \$51 million Greater New Orleans Expressway. It saves up to 29 miles driving to and from the metropolitan area and was a project sponsored by the two parishes and the Louisiana Depart-

ment of Highways. The photo above shows the south plaza on opening day, August 30, 1956. The causeway contains 2,246 spans, has two bascules for passage of vessels and has a normal clearance otherwise of 16 feet.

NEW PLANNING GROUP CHARTS FUTURE



Created a year ago, the Jefferson Parish Planning and Zoning Commission is at work on a modern blueprint of the parish's growth. Photo shows the commission office, provided by firm of Palmer and Baker Engineers, Inc., planners working under the board's supervision. Foreground is handrail of Expressway overpassing Jefferson Highway.

A. K. ROY

INCORPORATED

3631 AIRLINE HIGHWAY

VERnon 5-1701

Specializing in JEFFERSON

Developers of

Ridgelake Addition — Woodland Acres — Severn Place
Royland Addition — Hazel Place — Highland Acres
Own Your Own Subdivision — St. Mary Subdivision
Upland Subdivision

**Now Offering Sites on and near Veterans Memorial Highway and
Causeway Boulevard**

ACREAGE AIRLINE - LAKE FRONT

GRADE SEPARATIONS SPEED TRAFFIC



Jefferson Highway has been resurfaced and widened to six traffic lanes, presently carrying nearly 30,000 vehicles daily. This photo looks toward New Orleans from the Expressway.



In foreground of this photo is the ramp leading from the Expressway to east-bound traffic on Jefferson Highway. Expressway extends from the Mississippi River northward to the new Pontchartrain Bridge and thence across Lake Pontchartrain.

Air Line Service

DIRECT ROUTES COVER THE HEMISPHERE

Huge Moisant International Airport is located in the City of Kenner, Jefferson Parish. The first major step in an \$18 million capital improvement program has been taken with work under way on \$4 million of the improvements. Key structure is a new, modern administration building to replace the temporary administrative and passenger facilities. The 159 daily scheduled passenger flights in and out of Moisant serve not only the major cities of the United States, but Latin America as well. Direct service reaches not only Central and South America, but Cuba, Puerto Rico and other islands of the Indies.

FLIGHTS PER DAY —

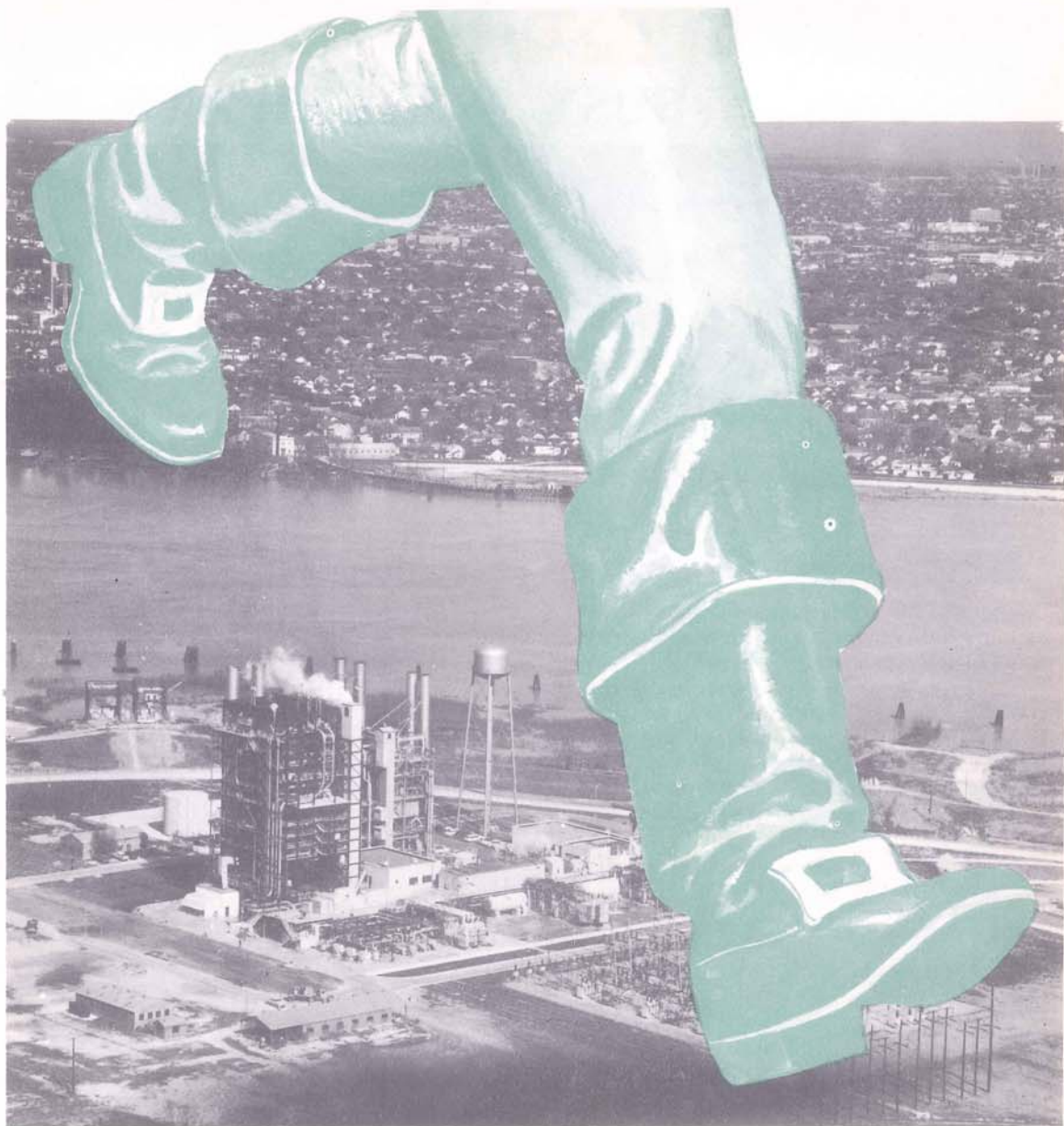
Scheduled Passenger	159
Scheduled Freight	6
Total Scheduled	165

RUNWAYS

East-west—	9,000 feet
North-south	6,000 feet



A SECTION OF THE PRESENT PARKING APRON AT MOISANT



How LP&L takes giant strides to keep pace with Jefferson Parish growth

Towering 14 stories high, Louisiana Power & Light Company's Ninemile Point steam-electric generating plant represents a landmark in business foresight. Fast though Jefferson Parish grows, LP&L has been ready with ample, dependable, low-cost electric power.

Ninemile Point's three outdoor units have a

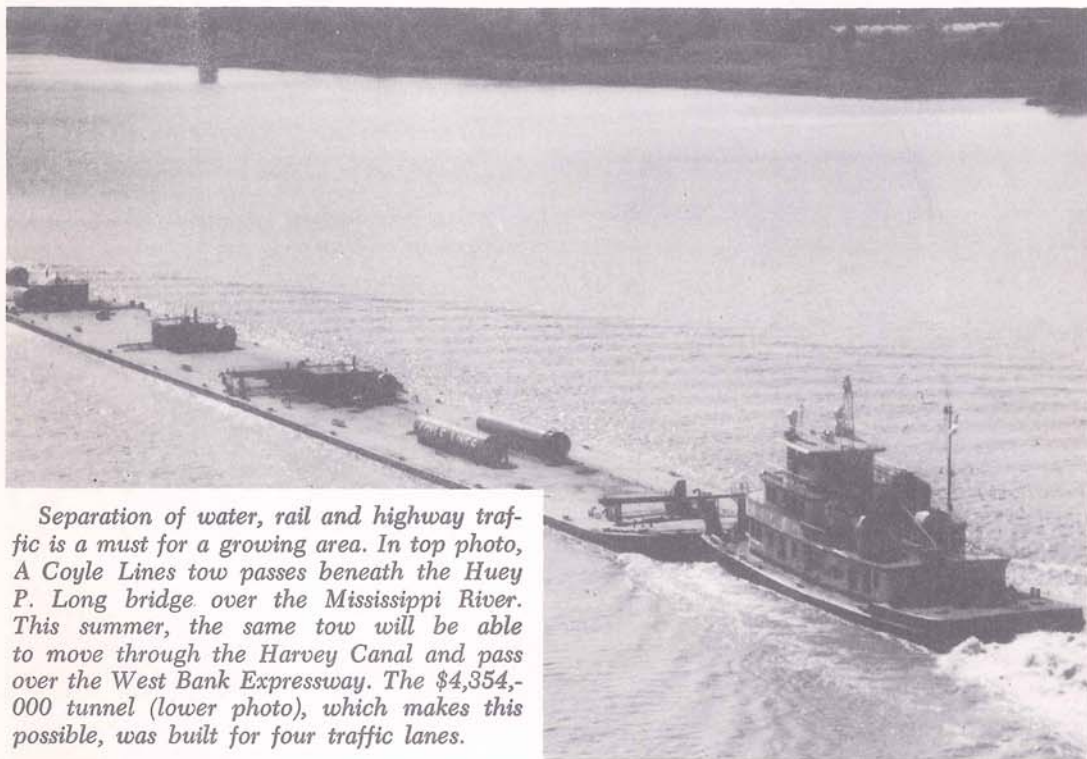
generating capability of 427,460 hp. or 319,000 kilowatts. Every modern engineering marvel, including industrial television, is employed for *high efficiency*—to keep the cost of electricity *low*, and all your neighbors who work at LP&L are trained with one objective in mind—to provide the best possible service.



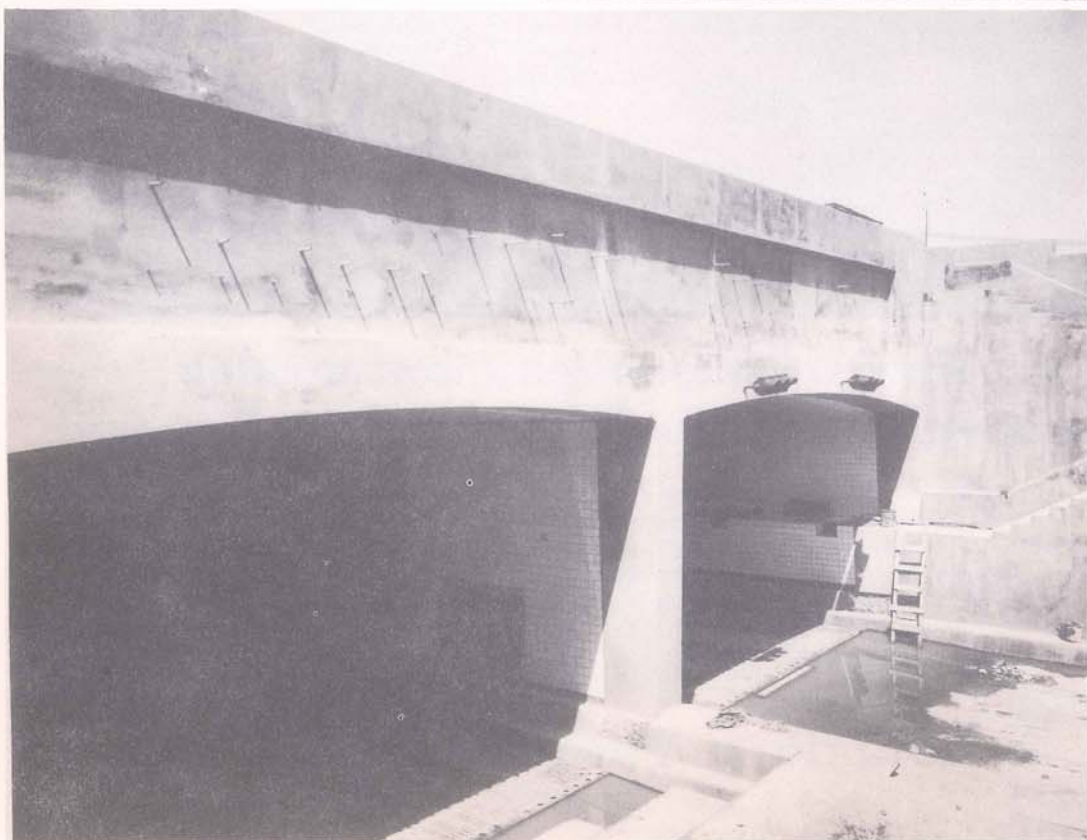
Louisiana Power & Light Company

"Helping Build Louisiana"

OVER AND UNDER BUSY WATERWAYS



Separation of water, rail and highway traffic is a must for a growing area. In top photo, A Coyle Lines tow passes beneath the Huey P. Long bridge over the Mississippi River. This summer, the same tow will be able to move through the Harvey Canal and pass over the West Bank Expressway. The \$4,354,000 tunnel (lower photo), which makes this possible, was built for four traffic lanes.



MEETING THE TRAFFIC CHALLENGE

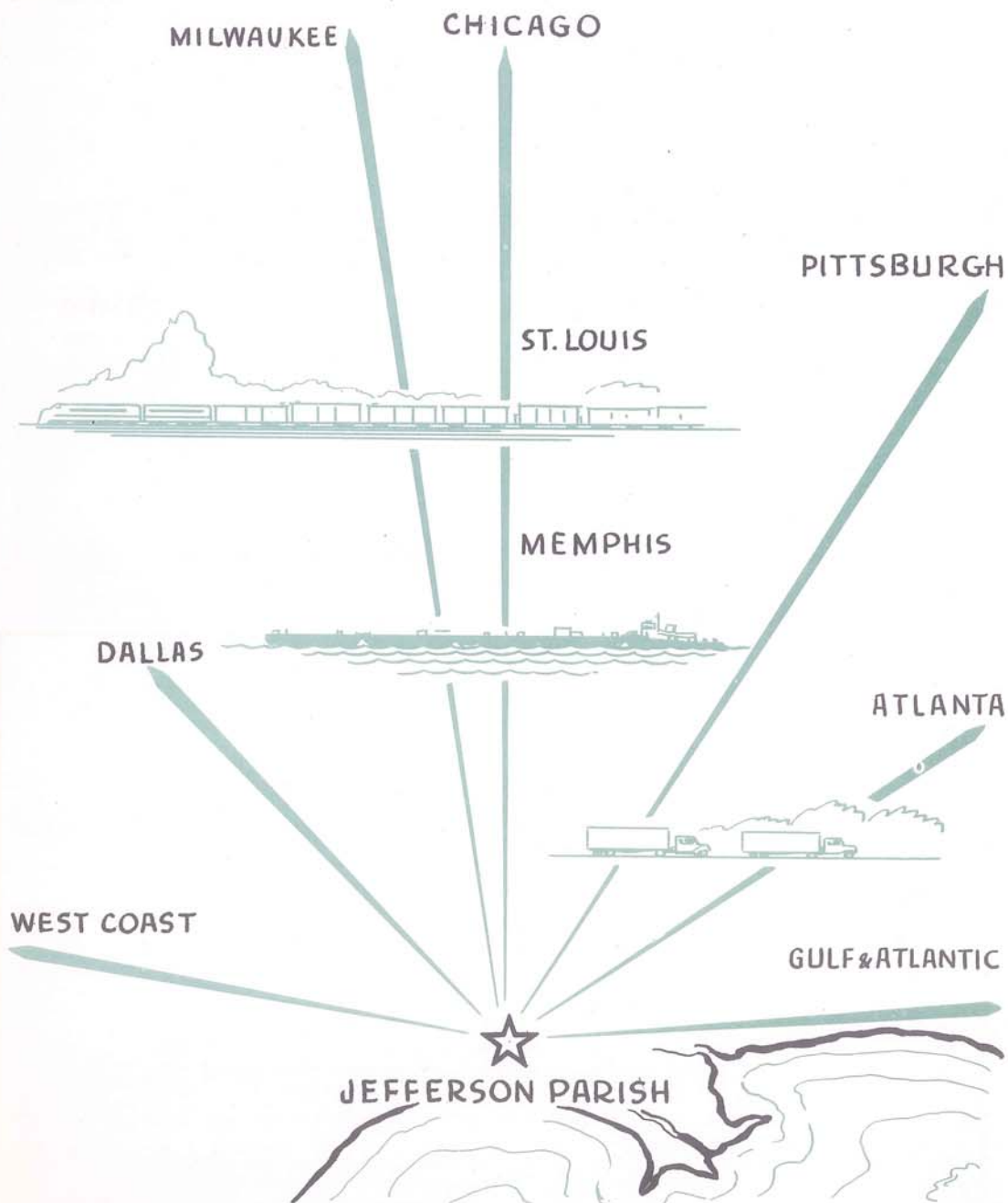


New major arteries have been built, together with grade separations, but many more are needed to absorb the impact of pyramiding traffic in Jefferson. Here are two examples of recently completed multi-lane thoroughfares. Top photo shows the intersection of Causeway Blvd., and Veterans Hwy., looking from the former at a point near the new Pontchartrain bridge. Lower photo: eight-lane Airline Highway, seen from the new expressway which separates the grades.



River Level Routes Reach Markets

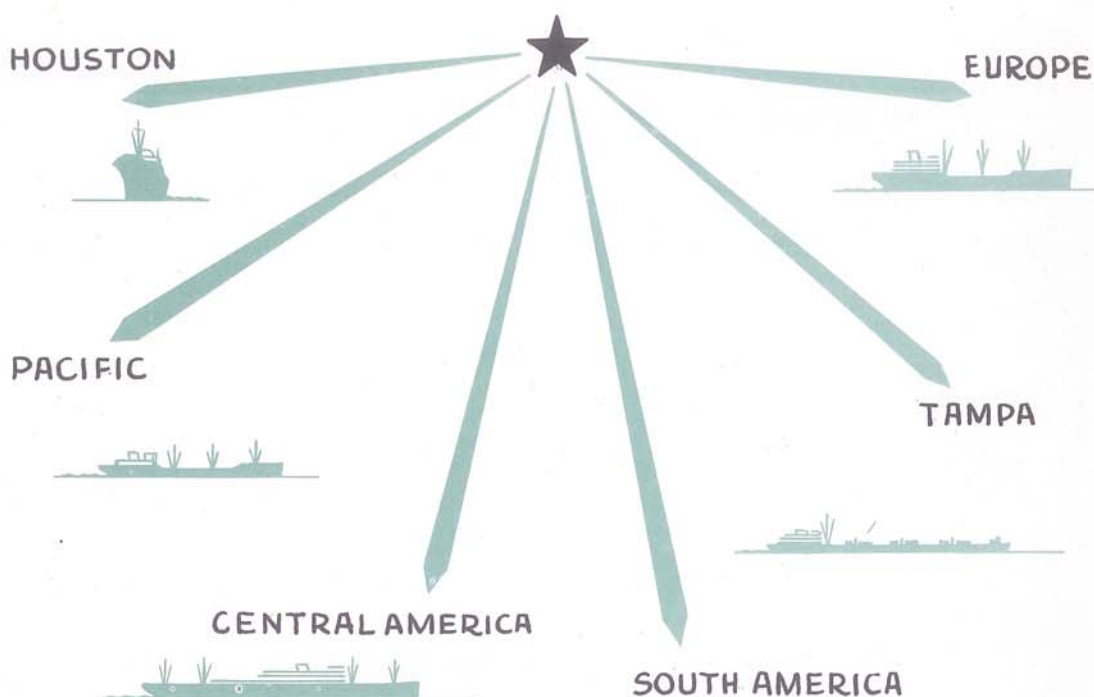
In The Heart Of America



Five trunkline railroads, the Mississippi River system and a complex of modern highways move the products of Jefferson Parish to points throughout the nation's heartland — the Mississippi Valley—or to the West Coast. The Harvey Canal is a vital crossroads for barge shipping moving

east-west or north-south. Far-seeing industrialists have recognized the unsurpassed location of Jefferson Parish and located here. And sites are available for scores of other wise investors seeking the best in strategic locations.

Ready Access To World Ports



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. Also, the revolutionary new air-ride coaches that speed your personnel to and from work in arm chair comfort.

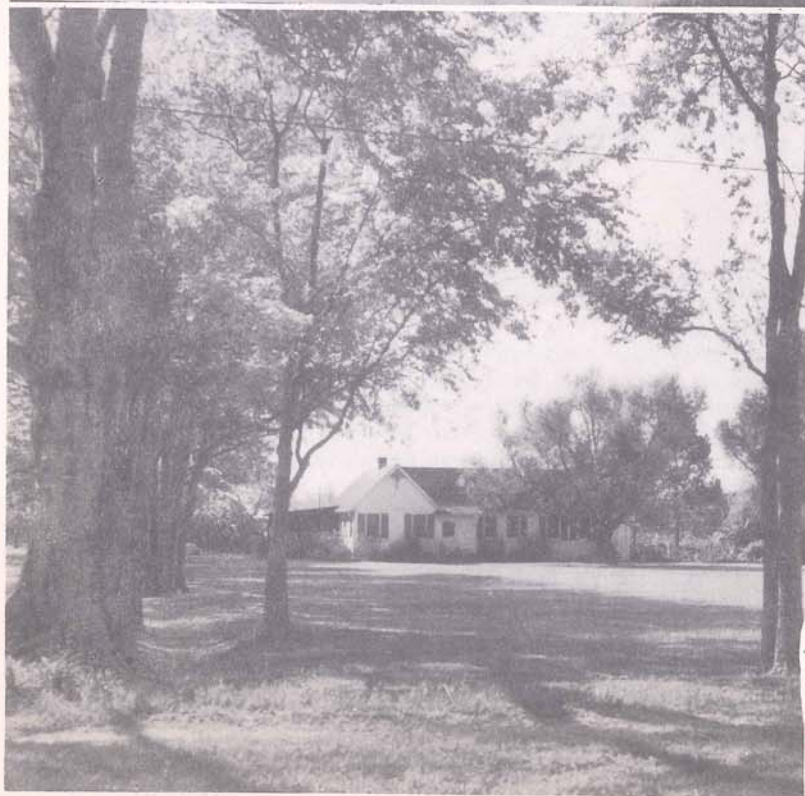
So be sure to consider East Jefferson Parish when you plan a new plant location.

LOUISIANA TRANSIT COMPANY

P. O. Box 148

HARAHAN, LOUISIANA

New Homes Are Big Business



Jefferson is one of the few major sections where the housing rush hasn't moderated. For example, the Veterans Administration reports that it made one-third more loans in the parish in 1956 than for 1950 and that the total purchase prices of the homes more than doubled for last year. Loans were made on 1,377 homes priced at a total of over \$19 million in 1956, compared with 1,078 loans priced at a total of \$9.5 million in 1950. These photos are typical Jefferson homes. Top, a charming setting in Harahan; lower, a fine new dwelling in Green Acres.



On Both Sides Of The River



For the last complete year reported, the Federal Housing Administration in 1955 received 2,052 applications for commitments from Jefferson Parish. These range through several price schedules. Various types of West Bank homes are shown on this page. Top: a group of homes in the \$10,000 bracket, located in the Harvey-Marrero area; center, a home in Westwego; lower, several modern bricks in a Gretna development.



Modern, Efficient Public Buildings



Shown during final stages of its construction is the East Bank office building (top photo), which was dedicated during the summer by parish officials. Lower photo shows buildings and spacious grounds of the West Jefferson High School, one of many new school buildings in the parish.



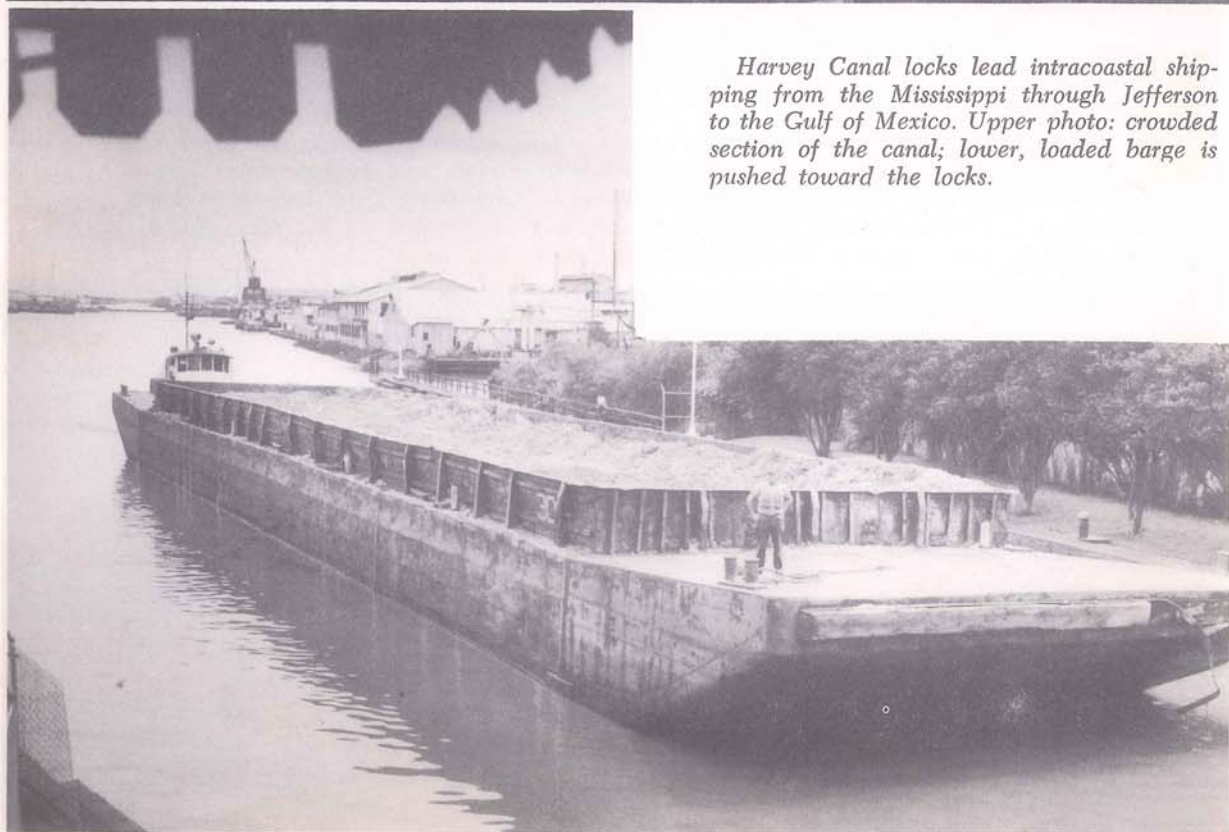
Are Typical Of Our Growth



Fire protection in all Jefferson areas has been improving rapidly and three sections have been given substantially lower insurance rates. Upper photo shows Central Fire Station on East Bank, where a majority of homeowners now enjoy new, lower cost protection because of improved facilities. Lower photo is the new Marrero-Estelle Fire Company, supplied by Water District No. 3.



Oil, Inland Shipping Sparking



Harvey Canal locks lead intracoastal shipping from the Mississippi through Jefferson to the Gulf of Mexico. Upper photo: crowded section of the canal; lower, loaded barge is pushed toward the locks.

Boom On The Harvey Canal

Sky's The Limit: Planes are used extensively by oil developers based on the canal. Right: helicopter comes in for landing on deck of Humble Oil Company; lower: amphibians wait on ramp for offshore duty.



Boats—For Business Or Pleasure



The Grand Isle Lifeboat Station

One-sixth of the registered motorboats in Louisiana are from Jefferson Parish. The United States Coast Guard provided the following estimates of registrations for the state and for the parish:

STATE	JEFFERSON	21,000
Commercial		2,800
Pleasure		700
Total		3,500

COAST GUARD AREA

The service maintains the Grand Isle Lifeboat Station and operates an 83-foot cutter in Jefferson waters. In addition to the protection of life and property, the service tends aids to navigation. During the last six months of 1956, the lifeboat station handled 17 assistance cases.



Deepwater, fast cruisers like this one serve oil rigs and other commercial installations or take fishing parties to some of the nation's finest grounds.

On Both Sides Of The River —

NEW, MODERN HOSPITALS

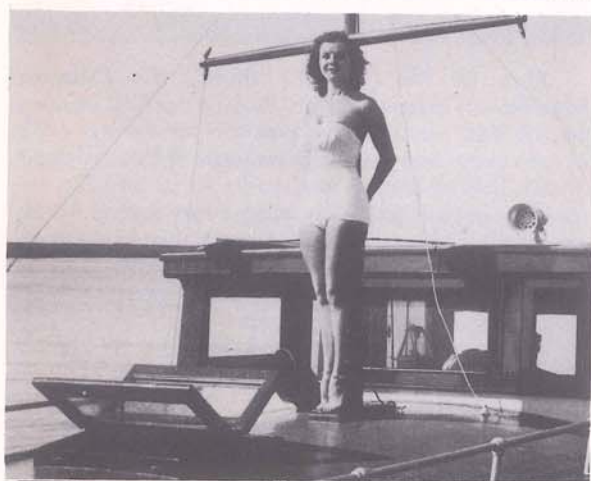


One of the nation's finest, the Ochsner Foundation Hospital is a 250-bed facility located on the East Bank of the river. It serves not only its environs but receives patients from all parts of the United States and Latin America. The institution is new and was organized and is headed by Dr. Alton Ochsner (inset). Provision was made for an intended expansion to 500 beds. In addition to Ochsner Foundation and the West Bank Hospital, which is under construction, Jefferson is served by the immense Charity Hospital, operated by the state in New Orleans.



When the West Bank Hospital, now being built, is completed, that section of Jefferson Parish will have its first hospital. The institution will open with 150 beds and provision has been made for immediate enlargement to 192 beds in event of an emergency. Financing of the hospital was through a combination of Hill-Burton funds and proceeds of a bond issue, overwhelmingly approved by West Bank residents. The hospital was organized by a group of physicians and non-professional leaders. Chairman of the hospital board is Dr. J. J. Massony (inset).

A Place To Play, Too—On Sunlit



Unsurpassed natural beaches, bays, lakes and bayous make for happy employees in Jefferson. There's always something interesting to do when work is over. In top photo, the long beach at Grand Isle offers bathing in the Gulf of Mexico. At right, a cruiser sets out for a happy afternoon down Bayou Barataria. Lower photo, taken from Grand Isle's easternmost point, shows neighboring Grand Terre across the deep pass.



Beaches Or Shady Roads and Bayous



Beauty and fun belong for the asking to the motorist, the hunter, the fishermen, or the just plain relaxer during off hours in Jefferson. Top: a bountiful haul of shrimp; center, the moss and oak shaded drive to Lafitte, and below, lush foliage is reflected by a quiet bayou.



GRAND ISLE ON THE GULF OF MEXICO



A century and a half ago, Pirate Jean Lafitte made this lovely island his stronghold. It's a far different stronghold today, this island where Jefferson meets the Gulf: a stronghold of outdoor fun in fishing, boat-

ing, bathing or just idling away the carefree hours. Experts rate Grand Isle one of the 10 best fishing areas in the nation and everybody rates it tops for casual vacationing.