

# JEFFERSON'S

# Public Schools

## FOREWORD

**BY LEMUEL W. HIGGINS**

Superintendent

Jefferson Parish Public Schools

Three years ago in 1955, with the completion of the two new Consolidated High Schools, the Parish of Jefferson after years of struggle finally caught up with its long major school construction program—providing not only new, modern buildings and facilities but also designed to accommodate the anticipated annual increases in our school age population.

At the end of the school year of 1956-57 there were 25,822 pupils enrolled in Jefferson Public Schools. At the end of the following year of 1957-58 there were 28,465 enrolled, an increase of more than 10%. And again at the beginning of this year of 1958-59 the school enrollment jumped to 29,032 another increase of 567.

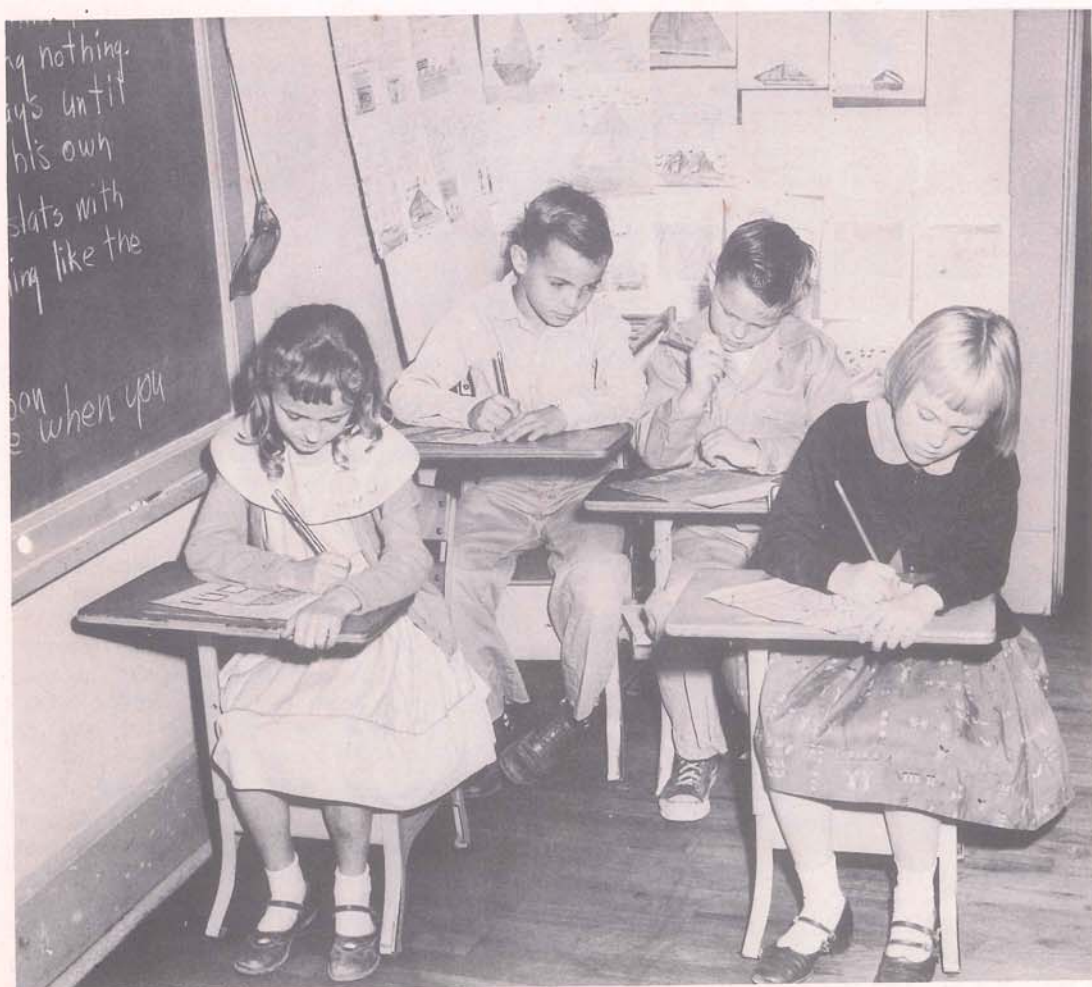
The buildings and facilities planned and provided in our long range construction program have smoothly absorbed these added thousands of children, and we are very proud to report that every boy and girl enrolled in Jefferson Parish Public Schools is receiving his or her full day's schooling and the full curriculum scheduled. The platoon system does not exist in Jef-

ferson Public Schools.

Over and above the enormous capital investment represented by Jefferson's new, modern schools and equipment, nearly five million dollars are spent every year in the education of our school age children. It is the policy of the School Board, thoroughly endorsed by the parents and voters of Jefferson, to make every effort to secure and retain the most competent and best trained teachers available, and enough of them so that classes can remain small and compact to give each pupil adequate personal attention. By the same high standards are our principals and supervisors selected.

As you read this year's report of the School Board's President on the following pages and look over the accompanying pictures of Jefferson's many and diversified school activities we believe you will be as proud of Jefferson Parish's Public School System as we are—who watch the tiny tots walk in on their first day scared and excited and watch them stride out eight to twelve years later, future citizens who have been trained to guide capably the destinies of our parish, our state and our nation.

a good start  
can lead ...  
to a good future ...



CREATIVE WRITING—Third graders of Deckbar School learn creative writing with the supervision of their teacher, Mrs. Anne Brice. From left to right: Linda Meisberger, Edward Schopfer, Catherine Zierer and James Morrissey.



# WE MUST HAVE SCHOOLS FOR ALL OUR CHILDREN

By Loney J. Autin

President, Jefferson Parish  
School Board

Last year I wrote an article for the Jefferson Parish Yearly Review which stressed the need of expanded physical facilities and a larger staff to meet the demands of our burgeoning public school population.

This year, as we approach the 1958-59 session, I must do more than reiterate the need for expansion. I must stress, with all the emphasis at my command, the need for

speed in our undertaking . . . and that we, of the school board, must continue to work closely together to attain a well planned and efficient school system. By efficient school system we mean more than an instructor in the three R's.

A good school will provide an educational program based on a curriculum that meets the needs of all children and is arranged



NEVER TOO YOUNG TO SQUARE DANCE—These first graders of Airline Park School prove that you are never too young to square dance. Mrs. Estelle Poole is their teacher.

to meet their individual interests and abilities. That provides training in the fine and practical arts, vocational and academic areas; that provides a thorough training in the fundamental skills and audio-visual materials for teaching purposes. Also one that relates instruction to the home and family life and teaches citizenship through real life experiences.

A good school will provide a program of service to its pupils that includes health examinations and encourages remedial measures and one which makes provisions for recreation and physical education. It also provides good conditions of personal safety and makes provisions for mentally and physically handicapped children. These above mentioned are what we are striving to give the Jefferson Parish school children.

The amazing increase in the number of our school children, which considerably outstrips the record population growth of the parish as a whole, is expected to continue through the foreseeable future.

According to the Rosenthal study, white educables are expected to increase from 19,757 during the 1956-57 school year to 30,702 during the 1966-67 year; the in-

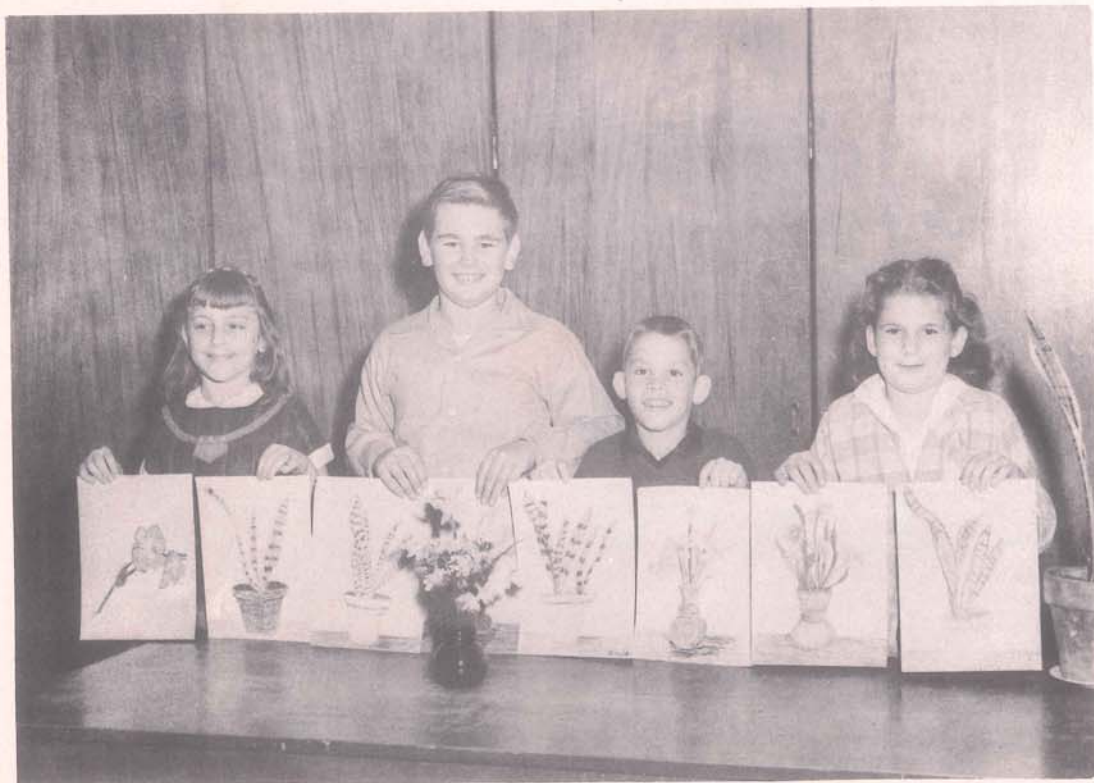
crease in negro educables is predicted to be from 5,707 in 1956-57 to 12,016 in 1966-67.

The figures for the first grade enrollment are especially impressive and provocative of mature thought. During the 1951-52 school year, there were 1304 white first graders in our parish schools. Currently the number is 2,281. And by the time the pupils report for 1966-67 school year, the number of first graders project to 4,598.

Figures for the negro educables for the same year are 1951-52 school year, 637; currently more than 1,500 and in 1966-67 an estimated 2,452.

These are solid impressive figures, but they represent only a part of the obligation we, as school officials, properly feel toward the children of Jefferson Parish. Adequate, conveniently located buildings are far from enough. In the Committee's Report to the President at the White House Conference on Education it states "Ideal consideration should be given to the following factors;

1. The maximum walking distance from home to school should be such that



ART EXHIBITION—With assistance from their teacher, Mrs. Helen Drell, (Metairie Grammar School) these fourth graders happily show their paintings. From left to right: Disa Pick, Dennis Reynier, David Young and Adele Boorstin.





JEFFERSON PARISH SCHOOL BOARD: from left, seated: Lemuel W. Higgins, superintendent; Mrs. Frances Banker; Mrs. Hazel Keller; Mrs. Edna Dufrene; Loney J. Autin, president; Julius Hotard, vice-president; James H. (Harry) Stevens; John Bruning; standing: Dave Dabria; Joseph Augustin; Abel Zeringue; W. Richard White; Horace Terrebonne; Jules G. Mollere; Thomas Collins; Louis Breaux; Donald Gillen; Bertrand LeBlanc.

**JEFFERSON PARISH**  
*School Board Officials*



**Lem W. Higgins**  
Superintendent of Schools



**Hon. Julius F. Hotard**  
Vice-President



**Hon. Louis E. Breaux**  
Member of the Executive Committee.



**Hon. Loney J. Autin**  
President, Jefferson Parish  
School Board





**BACK ON THE FARM**—The students of Bridgedale Elementary School learn of farm life through the use of a model farm. Pictured from left to right are Susan McMurray, Michael Cathren, Bert Schmidt and Linda Fay Flack. Their teacher is Mrs. Bonia Morgan.



**GEE, IT'S LOTS OF FUN TO PAINT**—The four young painters with their teacher, Mrs. Claudia Sibley, display some of the art work they and their classmates have completed. From left to right are: Mary Jane Creel, Dennis Kronlege, James Fisher, Dot Schullaw, and Mrs. Sibley.

the children are not unduly fatigued upon arrival at school. These are

- a. Elementary pupils—three-quarters of a mile each way.
  - b. Junior High pupils—one and a half miles each way.
  - c. Senior High Pupils—two miles each way.
2. The area should supply a stable and continuous number of students.
  3. The district should afford ready access to the school to the greatest number of children.
  4. The attendance district should encompass a homogeneous community, and the school should be so located that it can serve the neighborhood as a natural community center.
  5. Major traffic arteries and natural barriers should be designed as district boundaries wherever possible."

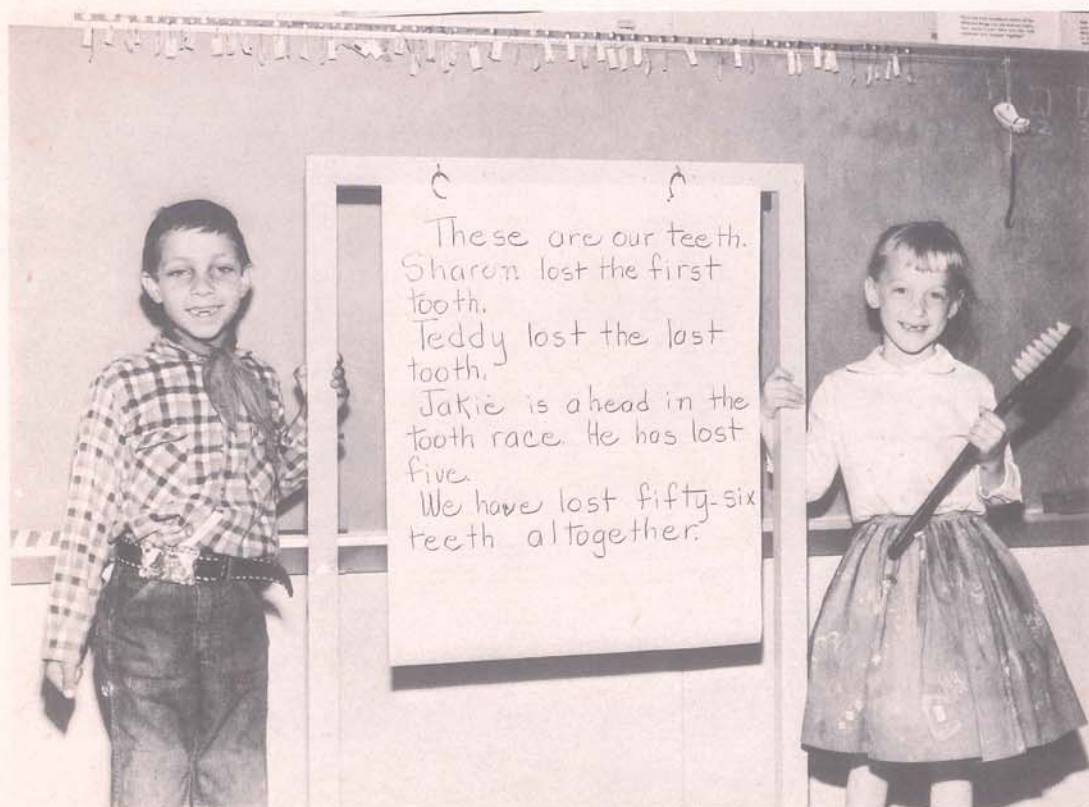
Since 1950, Jefferson Parish has completed 19 new schools. In addition 534 classrooms were built during this same period, 14 new cafeterias, two libraries, three auditoriums, five gymnasiums, three cafeteria-gymnasiums and two cafeteriums, which is a combination cafeteria and audi-

torium combined as one room, serving both purposes at considerable less construction cost.

At its meeting of March 13, 1957 the Jefferson Parish School Board authorized a total of fifty eight additional classrooms. After completion of these units there would still remain a shortage of one hundred and seven classrooms to ideally house the present enrollment. Actually these additions were proposed in contemplation of increased enrollments starting with the 1957-58 session.

As a matter of present policy, the needed additional one hundred and seven classrooms should remain unbuilt until the needs of each school attendance district are specifically defined when additions can be made.

Even more important is the competence of our teaching and administrative staffs. With this constantly in mind, we have been able to provide salaries above the state minimum. Furthermore, we have sought to make employment by the public school system as attractive as possible to carry the story of the advantages in teaching in Jefferson Parish to young teachers and recent



**ALL I WANT FOR CHRISTMAS**—Joe Ladnirault and Vickie Holdman (pictured above) show by their smile that all they want for Christmas is some front teeth. Joe and Vicki, along with their classmates, have brought their lost teeth to class to hang in small sacks. Their teacher is Mrs. Estelle Poole, first grade.





INDIAN DISPLAY—These three students of the second grade, L. H. Marrero Jr. High School, proudly display some of the articles of their Indian display. Mrs. Kati Applewhite is teacher. From left to right: Wayne Dodgen, Cheryl Ann and Cheryl Lee Legendre.

graduates in neighboring states as well as in Louisiana. National prosperity has a Teachers' Market in which the better teacher is able to select from a considerable variety of positions.

The quality of our teaching staff testifies to the success of our efforts to tell our story well and to create an educational atmosphere in which better teachers enjoy working. We are happy to state that today's qualified teacher is able to demand a salary substantially higher, even by comparison with increases in pay for other positions, than in the past.

Today's teacher is the cornerstone of the

new theme of public education in which vocational, cultural and social training keep step with improvement of mind.

We have sought to incorporate in our thinking several key ideas expressed by the report made to the President by the committee. To quote a few of the more pertinent paragraphs from the report:

"An equally important and less frequently mentioned reason for the growing importance of education is the plain fact that schools have become the chief instruments for keeping this nation the fabled land of opportunity it started out to be . . ."



"It is no longer thought proper to restrict educational programs to the skills of the mind, even though these skills remain of fundamental importance. Schools also attempt to improve children's health, to provide vocational training and to do anything else which may help bring a child up to the starting line of adult life as even with his contemporaries as native differences in ability permit".

The need for enormously broadened vocational and technical training, is especially important in Jefferson Parish. This is because of our enormous, profitable industrial and commercial expansion. New industries mean more desirable jobs, and better paying ones. But let us not lose

sight of the fact that industry must staff these better paying jobs with properly trained employees. In the past, many key workers in our expanding industrial plants have been brought from other states, not because industry wishes to transplant workers and families . . . but because our people have not been armed with modern skills needed to fill these positions.

Improved, realistic vocational and technical training can and will change this picture and the hour is at hand for us to embark on a comprehensive program to provide training.

With studies made of our industries and skills needed we could "tailor-make" our vocational and technical training to fit the



**ANIMAL DRAMATIZATION**—Four Ames Elementary pupils show the rag type animals they use in dramatization of stories. From left to right: Cheryl Ledet, Gayle Parker, Betty Hennegan and Janis Morvant. Mrs. Pat Lanham is their teacher.







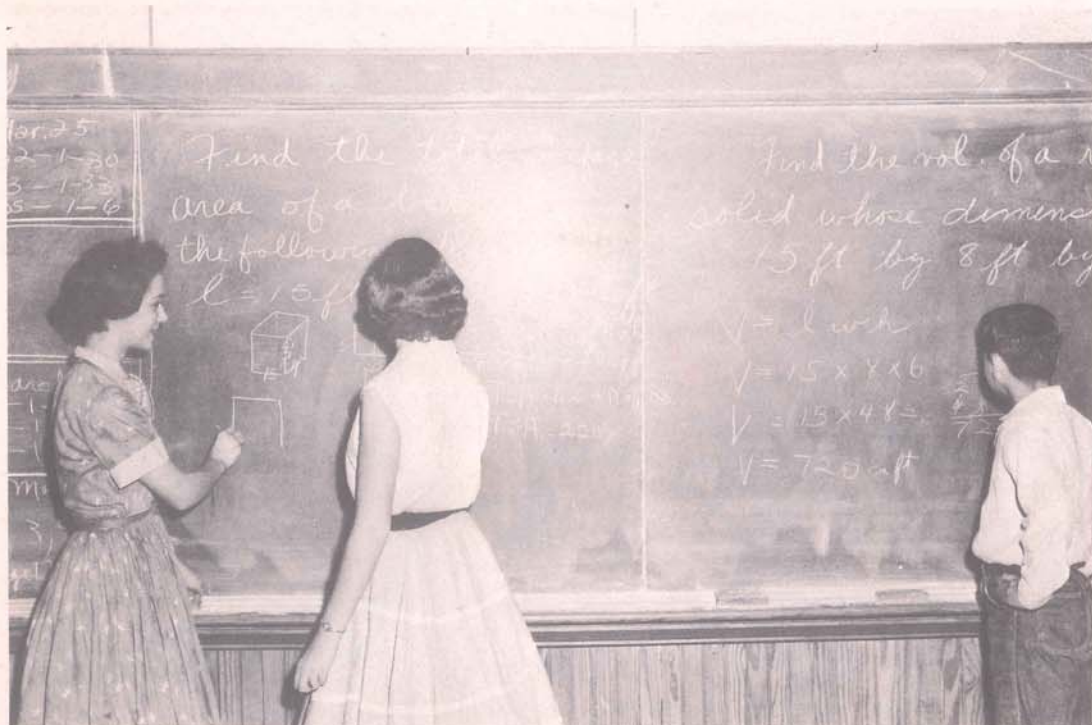
**AFRICA IN GRETNA SCHOOL**—Cathy Brignac and Mat Costanza add the finishing touch to the floor map of Africa during geography class, Mrs. Pat Lanham, teacher.



**HOW A LIGHT BULB WORKS**—Looking over an electrical circuit they, with the supervision of their teacher, Mrs. Joe Dupree, Jr., and their classmates put together. The four students are in the sixth grade, Airline Park School, they are from left to right; Heather Watson, Grover Barfield, Johnny Madiera and Sandra Owens.



**HELPING THE NEEDY**—these happy pupils of the fourth grade, Gretna Primary Number 2, help fill some of the goodwill bags with clothing which will go to the needy. The young lady on the left is Mickey Martin, the young man in the center is Walter Johnson and David Williamson busily packs one of the bags. Mrs. Frances Ferguson is their teacher.



**SOLID GEOMETRY**—Marilyn Bourgeois, (left) Charlotte McCall and Henry Lombas, Jr., work geometric problems on the black board of Fisher Jr. High School. J. D. Meisler, eighth grade, is their teacher.



need insofar as this is possible at the secondary level. And where colleges and University training is required, the program should provide the secondary groundwork in this direction that the step would be comparatively easy from a Jefferson Parish High School to a technical College.

There is much to be done and within our powers we are attempting to do it. In this connection it would be proper to conclude with these thoughts of the late Samuel

Gompers:

**"We want more schoolhouses and less jails; more books and less arsenals; more learning and less vice; more leisure and less greed; more justice and less revenge; in fact, more of the opportunities to cultivate our best natures, to make manhood more noble, womanhood more beautiful and childhood more happy and bright".**



**LUNCH TIME**—West Jefferson High School students take time from academic studies for lunch in their well illuminated, modern cafeteria.



**FUTURE HOUSEWIVES**—These four young ladies of East Jefferson High School are busy working in senior foods and nutrition class of which Miss Angla D'Gerolomo is the teacher. From left to right: Barbara Dillon, Glynn McPherson and Dinane Smith.



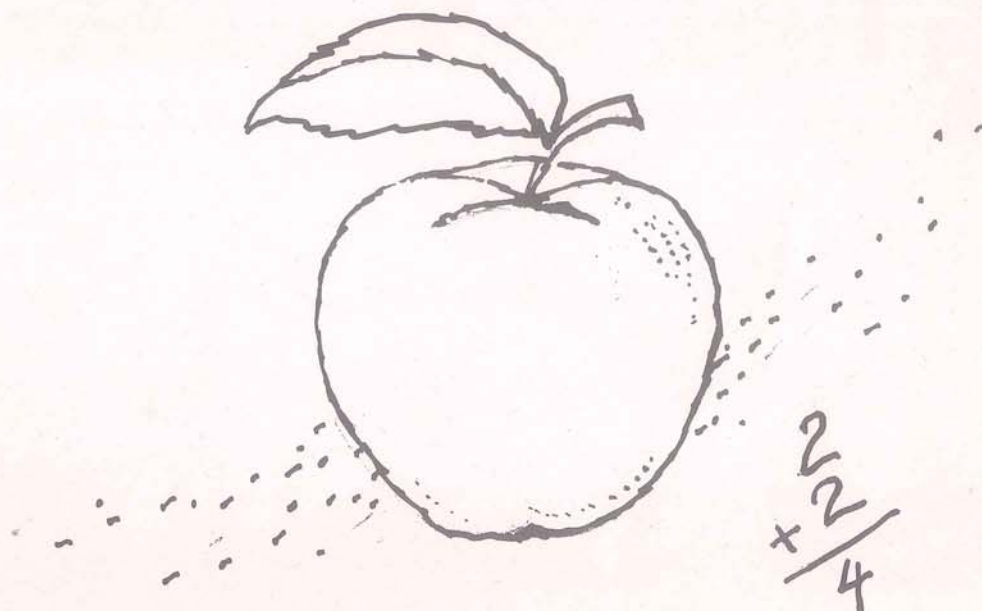
NOT ALL MATH AND ENGLISH—four students from West Jefferson High School are intensely working on their wood work project in the industrial arts section, Joe Allelo, teacher. From left to right are: Joe Warr, Charles Abrams, Irvy Morvant and Frank Muscarello.







ADMINISTRATIVE PERSONNEL—From left, seated: Miss Ruth Pitre, supervisor of elementary education; Paul Solis, first assistant superintendent; Lemuel W. Higgins, superintendent; Walter Schneckenberger, second assistant superintendent; standing: Peter Bertucci, administrative assistant; Lloyd Clancy, visiting teacher; Frank Ehret, visiting teacher; Edgar L. Stevens, auditor and comptroller.



## The Hope Haven Arts and Trade School

( . . . the dream . . . the reality )

Recently the Reverend Director of Hope Haven Arts and Trade School, located on the Barataria Boulevard in Marrero, called us and inquired if the 25th anniversary of the Salesian Education at Hope Haven could be publicized in the 1958 issue of the Jefferson Parish Yearly Review. Along with this request came an invitation to visit the school, which we readily accepted and thoroughly enjoyed.

We learned that in 1925 the Founder of the school was the Rt. Rev. Msgr. Peter M. H. Wynhoven. He started with nothing except a barn, silo, few cows and several boys who wanted and needed the opportunity offered by the Priest. Realizing the needs of dependent boys and orphans, Msgr. Wynhoven derived the plan to provide a trade school, and through continued enthusiasm saw his school become an efficient institution of learning. The institution began to take wings when through the generosity of Mrs. John Dibert, the administration building was erected.

The gymnasium was built by the Saenger family in memory of Julius Saenger, and Charles Weinberger donated one of the cottages which gave birth to the cottage system and various workshops and enabled the boys to live in an atmosphere of home life.

In 1927 when the main building was being dedicated, Msgr. Wynhoven saw his dream become a reality. The only handicap at that time was an adequate staffing of the school. In 1933 the ideal solution to the school's needs came about when the home was placed in the hands of a congregation that specialized in work for boys. This is how the Salesians of St. John Bosco

accepted the direction of the school, where the boys received not only individual and class training but also preparation for life itself.

Priests teach the usual junior high school subjects, while three Brothers head the bookbinding, printing, and woodworking shops. Brother James has been an instructor of bookbinding at Hope Haven for the past twenty-five years. The printing department is under the direction of Brother Dominic, and the woodworking section is headed by Brother Charles, who also finds time to train athletes in touch football, basketball and track. His team won several championships. The present year marks the 20th anniversary of Father Paul Csik's hard labors at Hope Haven; he rightfully deserves the title of "the pillar of Hope Haven". Besides holding the office of Perfect of Studies, Father Ernest supervises the program in athletics and directs the school band, which annually marches in the Mardi Gras parades.

Earlier this year, the staff celebrated the 25th anniversary of Salesian Education at Hope Haven. Statistically that means over 1050 boys have received moral, intellectual and industrial training under the guidance of the Fathers and Brothers of Hope Haven. The struggle to attain the present successful status was by no means an easy accomplishment.

Msgr. Wynhoven's dream has become a vivid reality. All of the Priest's hard work has paid dividends, for everytime a youngster leaves Hope Haven, he is equipped with a trade and with Christian principles necessary to meet life successfully.



HOPE HAVEN PRINTING SHOP has an atmosphere of hustle and bustle and the boys and their instructor, Brother Dominic, in the above photograph are busily at work. The boys, from left, are: Al Belanger, Joseph Lapine, and Richard Falgoust.



# SIDNEY PERTUIT & SON



GENERAL INSURANCE



Fillmore 1-6952

604 FOURTH ST.  
WESTWEGO, LA.

# Original Bruning's Restaurant

LAKE FOOD  
AT ITS BEST

ON LAKE  
PONTCHARTRAIN

EAST END      WEST END PARK  
JEFFERSON PARISH      NEW ORLEANS

VE 1-1344

VE 1-1345

# JAMES J. CULOTTA GENERAL CONTRACTOR

COMMERCIAL . . . . . RESIDENTIAL

712 MARTIN BEHRMAN

METAIRIE 20, LA.



# OLEANDER HOTEL

On the Gulf of Mexico

•  
ALL ROOMS  
WITH BATH  
•

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

## —RATES—

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

MAY 1 to SEPT. 30  
\$7.00 PER DAY



**JOHN W. STONE**  
SHELL OIL DISTRIBUTOR

601  
MADISON  
STREET

GRETN.,  
LA.

PHONE  
FOREST  
1-1001

**GULF FUR CO.**

WILFRED BERTHELOT, Field Manager

**FURS, PECANS**

and

**ALLIGATOR HIDES**

513 CONTI ST.

Jackson 5-2625

NEW ORLEANS, LA.



**JESSE J. BREAU**  
BARBER

WEYER AT 5th STREET  
GRETN., LOUISIANA



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

**JEFFERSON MOTOR CO.**

PONTIAC DEALER—GMC TRUCKS

CALL Fillmore 1-5627

MARRERO, LA.



# THE *Sheriff's*

## DEPARTMENT



SHERIFF W. S. "BILL" COCI

## A MODERN ADMINISTRATION

Officials of the sheriff's department, soon after the present group took office, were conscious of the fact that Jefferson Parish was largely a metropolitan unit and could no longer be administered as a "country parish". Except for the southern portion of the West Bank, Jefferson is a thickly populated area and must be treated as such.

### GREATER EFFICIENCY IN TAX DEPARTMENT

With this view in mind, a reorganization under the supervision of Sheriff William S. Coci occurred immediately after he assumed office in June 1956. Such a reorganization by Sheriff Coci led to better protection of the public and sweeping changes in the tax collecting system. These sweeping changes in tax collecting have increased parish income and added to pub-

lic convenience.

The added public convenience is the separation of tax collection functions between the East and West Banks which also provides greater efficiency in the sheriff's civil division.

### POLICE TRAINING SCHOOL

One of the first of Sheriff Coci's reorganization measures was the formation of a police training school set up under the direction of qualified experts. Designed to both train recruits and to upgrade veteran officers, the police training school covers the state criminal code, courtroom testimony and conduct, evidence, report writing, use of firearms and defensive tactics.

To attain the best qualified personnel, the sheriff's department realized that salaries had to be raised and the raise came

(See Page 135)



## HALL ELECTRIC

Licensed in Orleans and Jefferson  
INSTALLATIONS AND REPAIRS

1104 Helois Avenue

VERnon 5-3480

Metairie, La.

## J. AUGUSTIN

General Merchandise

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

Grand Isle, Louisiana

## CLEMENT BETPOUEY Jr. & CO. PIPE LINES

*Participating in the Progress of Jefferson*

CONTRACTORS FOR WATER MAINS, GAS LINES  
AND BRIDGEDALE SEWER

OFFICE: NATIONAL BANK OF COMMERCE BLDG., NEW ORLEANS

## SHELLS

CLAM

NATURAL MIX

REEF

BARGE

SHIPPED BY

TRUCK

RAIL

STOCK PILES

Houma—Uptown 2-9421  
Lockport—3177

New Iberia—Emerson 4-4841  
Thibodaux—4631 - 7990

LEFTWICH COMPANY, INC.

434 California Building

New Orleans, La.

NEW ORLEANS PHONES

DAY—TULane 6121

NIGHT—UNIVERSity 6-1342



## PHIL MERAUX

*The Old Reliable Doctor of Tires*

DUNLOP TIRES

VULCANIZING A SPECIALTY — RECAPPING

547-51 Carondelet St., Cor. Lafayette

New Orleans 12, La.

## COLONIAL HOTEL COURTS

AIR-CONDITIONED ■ STEAM HEATED

1425 Airline Highway New Orleans

Phone VERNON 3-7272 Metairie, La.

## FITZGERALD'S SEAFOODS

SEA FOODS, FLOUNDERS AND  
LOBSTERS

EAST END

FAirview 9254

JEFFERSON PARISH

## SAMUEL BROS.

GRETNA

LARGEST DEPARTMENT STORE ON THE  
WEST BANK OF THE RIVER

If you have idle funds . . . INVEST THEM SAFELY

WE OFFER

SAFETY — Accounts Are Insured

EARNINGS — Compounded Semi-Annually

**JEFFERSON HOMESTEAD ASSN.**

914 FOURTH ST. • FO 1-5555 • GRETN, LA.

4% CURRENT DIVIDEND

## THE MASON SMITH REAL ESTATE COMPANY

316 BARONNE ST.

NEW ORLEANS, LA.

## WILSON VARIETY STORES

209 Huey P. Long Ave.

Gretna, La.

Fourth St. and Ave. B.

Westwego, La.

410 4th Street

Westwego, La.

4510 Freret St.

New Orleans, La.

MATT GAHAGAN

## METAIRIE PRIVATE PATROL

A COMPLETE PATROL FOR FIRE AND BURGLARY

112 Frisco Avenue

PHONE DAY or NIGHT

VE. 5-0323

IF NO ANSWER DIAL

21-4-2814

# FOUNDATION PLAN, INC.



## LOANS AND FINANCING

*Various Convenient Plans*

JA. 5-5279

**419 Carondelet St.**

—DAY AND NIGHT SERVICE—

## Bishop-Edell Machine Works, Inc.

"GENERAL MACHINE REPAIRS"



Marine and Industrial  
"Diesel Engine Specialists"



Phones: JACKSON 5-5221-5-5222

Nights and Holidays Call: FO. 1-0845

Kenner 4-3477

1008-20 MAGAZINE STREET NEW ORLEANS, LA.

*Four Generations Since 1867*

## FROMHERZ ENGINEERS

STRUCTURAL  
CIVIL  
SANITARY

816 Howard Avenue  
New Orleans, Louisiana

AN INSURED TITLE  
IS A SAFE TITLE

Lawyers Title  
Insurance  
Corporation

BARONNE BUILDING  
NEW ORLEANS

## INDUSTRIAL ELECTRIC, INC.

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

TWinbrook 1-6311

3227 MAGAZINE ST.

NEW ORLEANS

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

*New Orleans, La.*

HORSE AND MULE FEEDS  
DAIRY FEEDS  
POULTRY FEEDS  
AND MASHES

*Near Girod and South Liberty Streets*

JA 2-3122



about quickly. The pay scale compares favorably even with those of large metropolitan areas and is substantially higher than in Louisiana parishes generally.

### JUVENILE DIVISION CREATED

Under the leadership of Captain George Gillespie, a thoroughly qualified police officer whose hobby is intensive work to prevent, as well as remedy, juvenile delinquency, a juvenile division was created. This division has a very satisfactory record and here are some figures to prove this point—of 820 juveniles reported to the sheriff's department for possible action during the first six months of 1957, only 164 were brought before juvenile court. The other 656 were counselled and released to their parents.

Captain Gillespie has 325 Jefferson Parish youngsters participating in school safety patrol work. This has proved very successful in that no school child in the parish has lost his life or been seriously injured while in protected areas at schools.

Captain Gillespie is also head of the Junior Deputy organization comprised of



Captain George Gillespie, left, is in charge of the juvenile program of the sheriff's department. A veteran officer with an excellent record, Captain Gillespie's aim is leadership as well as correction in his work with parish youth.

550 youths. The Lions Club and American Legion work closely with parish authorities in the Junior Deputy program and offer monthly awards to youths making outstanding records in the program.

Statistics vouch that the criminal investigation division under the direction of Captain Earl Rolling, has been highly effective, since major crime is decreasing in Jefferson and increasing elsewhere. This decrease in major crime is significant, in the light of the rapid population growth of Jefferson Parish.

Another of Sheriff Coci's changes was the formation of the intelligence division, with Captain C. B. DiLeberto in charge.

(See Page 139)



School zone safety is of paramount importance and receives special emphasis. Our picture shows a typical "school's out" scene, taken at St. Agnes Parochial School on Jefferson Highway. Holding back motor traffic while youngsters cross safely are Harlon Pearce, a junior patrolman and (extreme right), Rita Palmisano, a school deputy.

**BLUE PLATE  
FOODS,  
INC.**



Manufacturers of  
**DELICIOUS BLUE PLATE  
FOOD PRODUCTS**

**GREEN-WALKER  
GALVANIZING CO.,  
INC.**

COMMERCIAL  
HOT-DIP  
GALVANIZING

*Quality Work & Prompt  
Service At All Times*

4932 Jefferson Highway  
P. O. Box 10006

VERnon 3-6301  
New Orleans 21, La.

FOrest 6-1314

**ALVIN E.  
HOTARD**

**CONSULTING  
ENGINEER**

SINCE 1885

**L. A. Muhleisen & Son  
Funeral Home**

METAIRIE FUNERAL HOME

2929 Metairie Rd. Phone VE 3-5554

KENNER FUNERAL HOME

1000 Compromise St. Phone 21-4-2677

OFFICIAL FUNERAL DIRECTORS  
FOR THE PARISH OF JEFFERSON

Air Conditioned Funeral Homes

AIR CONDITIONED  
AMBULANCES and LIMOUSINES

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

**STEEL BARRELS, PAILS AND GALVANIZE WARE**

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

**SOUTHERN SHELL FISH COMPANY, INC.**

Packers — Freezers — Distributors

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

**HARVEY, (LARGEST IN THE NATION) LOUISIANA**



## WEINER'S

THE WESTSIDE'S LEADING  
FURNITURE STORES

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

Phone VErnon 5-7161

## A. J. BORDELON PACKING CO.

MANUFACTURERS OF  
MARDI GRAS BRAND

CREOLE FOODS

108 Frisco Ave.      Metairie, La.

## Crescent Typewriter Exchange

General Agents For

L. C. SMITH AND CORONA TYPEWRITERS  
VICTOR AND BURROUGHS ADDING MACHINES

RAYmond 3741      Established 1894

407 St. Charles Street

METAIRIE BRANCH

3643 Airline Hwy      VE 1-1551

GRETNA BRANCH

707 Second St.      FO 1-1601

## GARDEN OF MEMORIES

BEAUTIFUL MEMORIAL PARK

4800 Airline Highway

VERnon 3-3786 — JACKson 5-3254

## Stauffer, Eshleman & Co., Ltd.

Established 1817

WHOLESALE HARDWARE

1148 South Peters St.

MAgnolia 5621

## ROSSON - RICHARDS, INC. (of Louisiana)

Pipe Wrapping

Wate - Kote

River Weights

P. O. Box 326

Phone FOrest 6-9651

Harvey, Louisiana

EAST

END

PHONE  
EV. 4411



PHONE  
FA 9306

JEFFERSON PARISH

NEW ORLEANS, LA.

**CHARLES M. LOCKE**

**GENERAL MERCHANDISE**



PHONE LAFITTE 3538

LAFITTE, LA.

UNIVERSITY 6-5631  
UNIVERSITY 6-1884

UNIVERSITY 6-1885  
UNIVERSITY 6-2671

**DUTTON & VAUGHAN**  
**GENERAL CONTRACTORS**

"LOWER COST HOMES BUILT ON YOUR LOT"  
**CAN FINANCE**

**SOLE OWNERS**

**G. J. BORDELON**      **H. P. VAUGHAN**

**620 BRIDGE CITY AVE.**

**WESTWEGO, LA.**

**50 FEET OFF HUEY P. LONG BRIDGE**  
**TRAFFIC CIRCLE ON AVONDALE ROAD**  
**ACROSS FROM BRIDGE CIRCLE INN**

**DIXIE TOURIST COURT**

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

**QUIET AND RESTFUL**

**Sight-seeing Tours of America's Most**  
**Interesting City**

1800 Jefferson Highway      VERNON 3-9255  
One Block from Ochsner Foundation Hospital  
NEW ORLEANS 21, LA.

**Cutcher Canning Co., Inc.**

**"CUTCHER" BRAND**



Fillmore 1-3439

WESTWEGO, LA.

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

**"Say It With Flowers"**

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

139 Carondelet St.

NURSERY — METAIRIE RIDGE

New Orleans, La.

**DEEPWATER PORT ACCOMODATIONS**

FOR PETROLEUM, VEGETABLE OILS, FISH OILS, TUNG OIL, ALCOHOL  
providing

**SHIPSIDE TANK STORAGE — BULK LIQUID WAREHOUSING**

**AMERICAN LIBERTY MARKETING CO.**

AVONDALE, JEFFERSON PARISH, LOUISIANA

Terminal: Telephone UNIVERSITY 6-1801 • Executive Offices: Telephone MAGNOLIA 1321  
Operating

AMERICAN LIBERTY TANK TERMINALS • AMERICAN LIBERTY TANK TRUCKS  
ALMCO SUPER SERVICE STATIONS

**STANDARD SUPPLY AND HARDWARE CO., INC.**  
**JEFFERSON BRANCH — PETERS ROAD, HARVEY**

STEAM  
GOODS  
HARDWARE  
MACHINERY



RAILWAY  
MILL AND  
OIL WELL  
SUPPLIES

Office and Warehouses — 822-866 TCHOUPITOULAS STREET

NEW ORLEANS 7



This unit is charged with the discovery and eradication of subversion, including all groups which are considered dangerous to the security of the United States.

The civil division and related units of the Sheriff's department had made some sound changes which helped increase efficient tax collections and greater convenience to the public. Such changes since the reorganization are: citizens now pay their taxes on the side of the Mississippi River on which they live; and improved methods of collecting sales, occupational and liquor licenses have resulted in a substantial increase in yields from these levies for the last fiscal year, compared with prior periods.

An additional convenience to homeowner, the mailing of property tax notices and forms for homestead exemptions, is being instituted this year. James L. Arnoult heads the civil division and related units of the sheriff's department.

The number of persons or firms subject to occupational licenses has been increased from 1900 in 1956 to 2500 in 1957 as a result of more businesslike methods as well as because of the growth of the parish.

Although Jefferson is a rapidly growing section immediately adjacent to a large metropolitan area, the sheriff's department reports that during the 12 months ending June 30, 1957, felonies and serious crimes

were fewer than during the preceding year.

This decrease amounted to 11.4 per cent. During this same period, misdemeanors increased in Jefferson by 10.8 per cent, compared with the preceding period. Of course these are the less serious crimes and are most difficult to prevent. While our misdemeanor rate increased, the advance was at a far smaller pace than that of comparable areas.

According to administrative assistant Arnoult, the sales tax collections for calendar 1957 will amount to 20 to 25 per cent more than for the year of 1956. A substantial portion of this increase is ascribed to an increase in efficiency of collections.

Another factor contributing to increased efficiency, is that modern bookkeeping machines have been installed in the new East Bank office building.

### **NEW MODERN JEFFERSON PARISH PRISON**

When Sheriff Coci changed the name from "parish jail" to "parish prison", he had just cause. The new, modern Jefferson Parish Prison combines facilities for close security and humane treatment of prisoners.

The addition to the old parish jail was completed last year and cost \$228,892. Remote controls permit the opening and

(See Page 142)



**J. L. ARNOULT**  
ADMINISTRATIVE ASST.



**JOHN SYKES**



**ALLISON BORNE**



**ALONZO SMITH**



**CHIEF M. F. COCI**



**CAPT. DILIBERTO**  
INTELLIGENCE DIV.



**CAPT. ROLLING**  
INVESTIGATION BUREAU

## **J. C. COLLINS**

**SHELL REFINING COMPANY**

Distributor

**ALSO GOODYEAR TIRES AND BATTERIES**

P. O. Box 22

UNiversity 6-5354

Westwego, La.

## **BACON LUMBER COMPANY**

2400 Airline Highway

VERnon 3-1924

NEW ORLEANS 20, LA.

## **SHIPPERS COMPRESS WAREHOUSE**

ATKINSON & COMPANY, Owners

Southport, Jefferson Parish, La.

## **ASSOCIATED OIL FIELD RENTALS**

FOrest 6-5367

Harvey, Louisiana

## **Harvey Canal Shipyard & Machine Shop**

General Rebuilding of Every Type of WATER CRAFT  
MACHINE WORK - ACETYLENE AND ELECTRIC WELDING

Phone Fllmore 1-5608

Harvey, La.



Phones

•

**HARVEY:**

**FOrest**

**6-4114**

**MORGAN**

**CITY**

**2636**

## **HARVEY LUMBER AND SUPPLY CO.**

**OILFIELD LUMBER — PILING — DRILLING MUD  
CHEMICALS**

**YARDS: HARVEY AND MORGAN CITY**



## Commercial Solvents Corporation

**DISTILLERS OF FINE ALCOHOL**

Harvey, Louisiana

Executive Offices: 260 Madison Ave.

New York 16, N. Y.

## A. J. ROUSSEL, Jr.

**TEXACO CONSIGNEE**

Marine, Commercial and Station Service  
Tires—Batteries for Boats, Cars and Trucks

150-Foot Wharf on Harvey Canal

FOrest 6-9621; 6-8591

Harvey, Louisiana

Night Phones: FOrest 1-9815; Fillmore 1-6638

## NICHOLSON & LOUP

**SUPER MARKET**

1524 Fourth Street

WESTWEGO, LA.

CUBED ICE

SCORED ICE

BLOCK ICE

CRUSHED ICE

## Rantz Ice Factory

222 Homer Street

FOrest 12051

ALGIERS, LA.

ELTON COUEVAS, Distributor, Lafitte, La.

## ELMER G. WEIGEL

FOrest 1-5626

**REALTOR**

SALES - RENTALS - MANAGEMENT

307 Newton St.

Gretna, La.

## BROADMOOR and ALGIERS MUSIC CO.

MUSIC BOXES and COIN MACHINES  
OF ALL KINDS

3835 DELACHAISE ST.  
1201 TECHE ST.

NEW ORLEANS, LA.  
ALGIERS, LA.

For Service  
WH 5-4141

Office  
FOrest 6-1797

## Dixie Finance Company, Inc.

Glenn M. Bourgeois

2001 Metairie Road

VE. 3-7391

Alvin Boutillier

2803 Jefferson Highway

VE. 5-7343

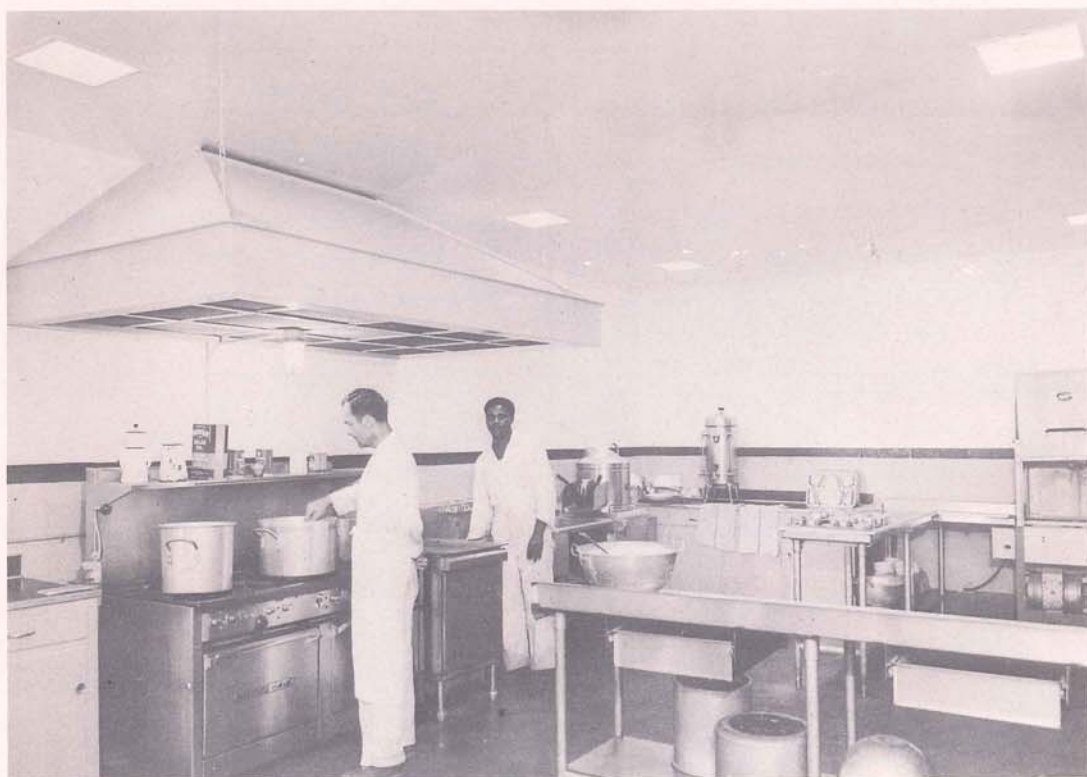


Manufactured by

**MARINE PAINT &  
VARNISH CO., INC.**

Fig and Dante Sts., New Orleans, La.

Phone UN 1-2566 for name of nearest dealer



Here's a section of the modern, sanitary kitchen in the Parish Prison at Gretna.

closing at points removed from the cell blocks of entire tiers or combinations of individual cells. The entire establishment is fire-proof and virtually escape-proof.

Kitchen facilities are modern and durable and prisoners are fed in a dining hall, carrying their trays from a cafeteria-type serving window. Captain Frank Van Haelen is prison administrator.

The new parish prison was one of three major units recently constructed in a general upgrading of parish buildings. In addition to the prison, major construction included the new East Bank office building, erected at a cost of \$575,239 including furnishings, and the new Jefferson Parish Courthouse, which cost \$2,045,173.

"These are the major changes," Sheriff Coci stated, "but they are by no means all of them. We are constantly studying improved methods in other communities as well as the results of our own efforts, with a view to constant improvement of the department."

Prior to his election as sheriff of Jefferson Parish in February 1956, Sheriff Coci was a practicing attorney. During World War II, he established a distinguished overseas record and holds a commission of major in the organized army reserve.

This is the man who is responsible for these sweeping changes from the old-style sheriff's office to the modern administrative system of today.



First aid kit is examined by Ruth Rutherfordford, secretary to Chief Malcolm Coci and Platoon Sergeant Jake Contrado. The kit is carried in trunk of squad car.





## HYATT, INC.

•  
PRINTERS  
STATIONERS  
•

OFFICE SUPPLIES  
FILING SUPPLIES  
•

407 Camp St. New Orleans, La.

## Mothe Life Insurance Company

A Westside Company Owned and Operated  
by Westside People

By Patronizing a Home Company You Are  
Helping Build the Westside

1300 Vallette Phone: FOrest 6-4343  
ALGIERS, LA.

## *Nutrition Products, Inc.*

P. O. Box 9188

Metairie, Louisiana

Plant Located at Illinois Central  
Railroad Yards  
Harahan, Louisiana

## ROUSSEL'S TRIANGLE SERVICE & REPAIR

601 DeArmas St. Phone FOrest 1-3488  
Algiers, La.

WHEEL AND BRAKE ALIGNMENT  
MOTOR TUNE-UP

ALLYN P. "ROCK" ROUSSEL, Prop.

TEXACO PRODUCTS

## KLOTZ CRACKER FACTORY LIMITED

FAMOUS FOR 4-1  
INDIVIDUAL SERVINGS

also

QUALITY CAKES

615 Tchoupitoulas Street New Orleans  
FAMOUS FOR QUALITY FOR OVER 50 YEARS

## GENNARO'S AIR CONDITIONED RESTAURANT - BAR DANCING

DANCE ORCHESTRA EVERY  
FRIDAY AND SATURDAY NIGHTS

Dining Room Completely Renovated  
CHICKEN - STEAKS - SEAFOOD  
ALSO SHORT ORDERS

VErnon 3-9226  
3206 Metairie Rd. Metairie, La.

## W. A. Ransom Lumber Co.

—Manufacturers—

BAND SAWN HARDWOOD  
LUMBER

Harahan, La.

## Fleming Canal Store

GENERAL MERCHANDISE

FISH — SOFT CRABS

Marine Supplies

PHONE LAFITTE 9979

BOX 491 LAFITTE, LA.

**THE  
FREIBERG  
MAHOGANY CO.**

Manufacturers and Importers  
of

**MAHOGANY LUMBERS  
AND VENEERS**



JEFFERSON PARISH

**STRATTON-BALDWIN  
CO., INC.**

WHOLESALE HARDWARE

•  
**Distributors**

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

700 TCHOUPITOULAS ST.  
NEW ORLEANS, LA.

VErnon 3-3781

W. A. WEAVER

*Bert Weaver Materials, Inc.*

**READY MIXED CONCRETE**

ROOFING, WALLBOARD, BUILDING SUPPLIES,  
SAND, GRAVEL AND CEMENT

2700 Airline Highway — Metairie, La.

**MERCHANTS TRUST & SAVINGS BANK**

2100 Airline Highway

Kenner, Louisiana

MEMBERS FEDERAL RESERVE SYSTEM AND FEDERAL DEPOSIT INSURANCE CORPORATION

**Orleans Materials & Equipment Co., Inc.**

Fabricators and Warehousemen of

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

5501 FRANCE ROAD

P. O. BOX 87

Evergreen 6361

NEW ORLEANS, LOUISIANA



## Meet the Montaldo Agency . . . . .



### OFFICIALS AND STAFF OF MONTALDO INSURANCE CO.

Front Row—Mary Mulé, Casualty Clerk; Martha Grace, Receptionist; Amelia Couvillon, Casualty Clerk; Sylvia Jensen, Fire Clerk; Frances Pflueger, Bond Dept.; Bessie Trojack, Accounting Dept.; Theresa Calahan, Accounting Dept.; G. J. Stark, Credit Manager. Back Row—L. P. Doninique, Solicitor; B. N. Wilcox, Automobile Underwriter; G. J. North, Fire Dept.; J. S. Montaldo, President; W. Lee Howard, Solicitor; J. F. Bordenave, Sec.-Treasurer.

We present our staff at Montaldo — thoroughly trained people who give their constant attention to the problems of keeping your properties protected with casualty insurance at the lowest possible cost for the maximum coverage . . .

. . . a professional and personal service that will save you time, money and the possibility of a disastrous loss.

**FIRE AND ALL KINDRED LINES OF INSURANCE**

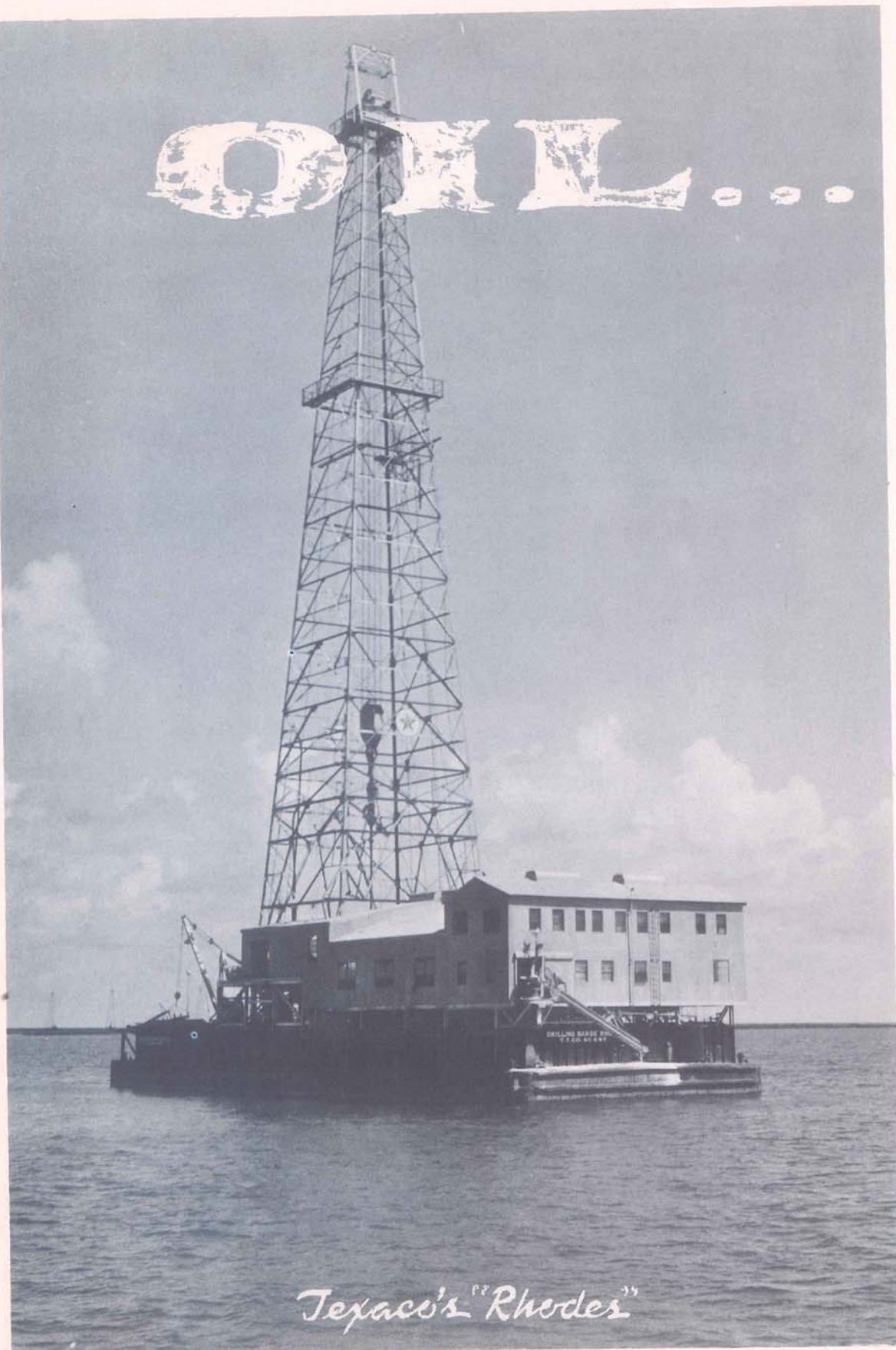
**MONTALDO** INSURANCE AGENCY

822 PERDIDO ST.

NEW ORLEANS, LA.

PHONE TU 4461

OIL...



*Texaco's "Rhodes"*



# ... AND GAS

By Jeff Davis

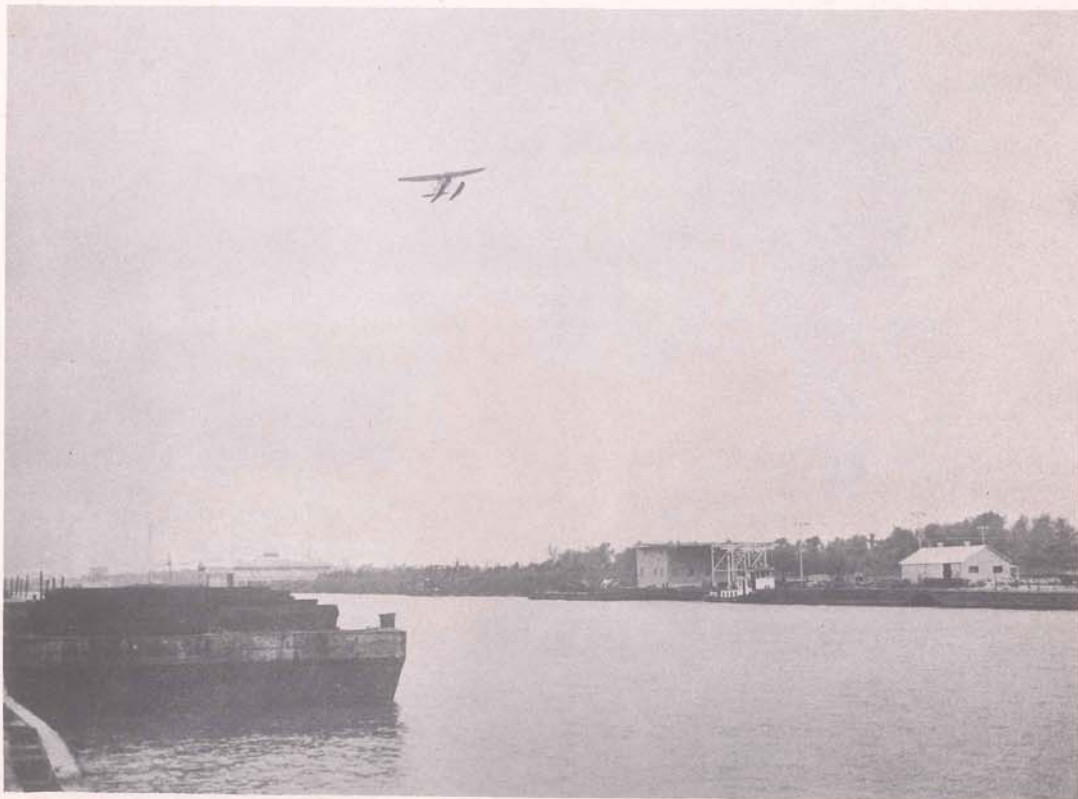
Jefferson parish, along with almost all of the South Louisiana oil and gas producing parishes, turned into a gas parish rather than oil during the past year.

This is not strange, and it is governed by the \$ sign. Furthermore, in the long run, if the demand for natural gas keeps up and the current trend toward higher and higher well-head prices continue, then

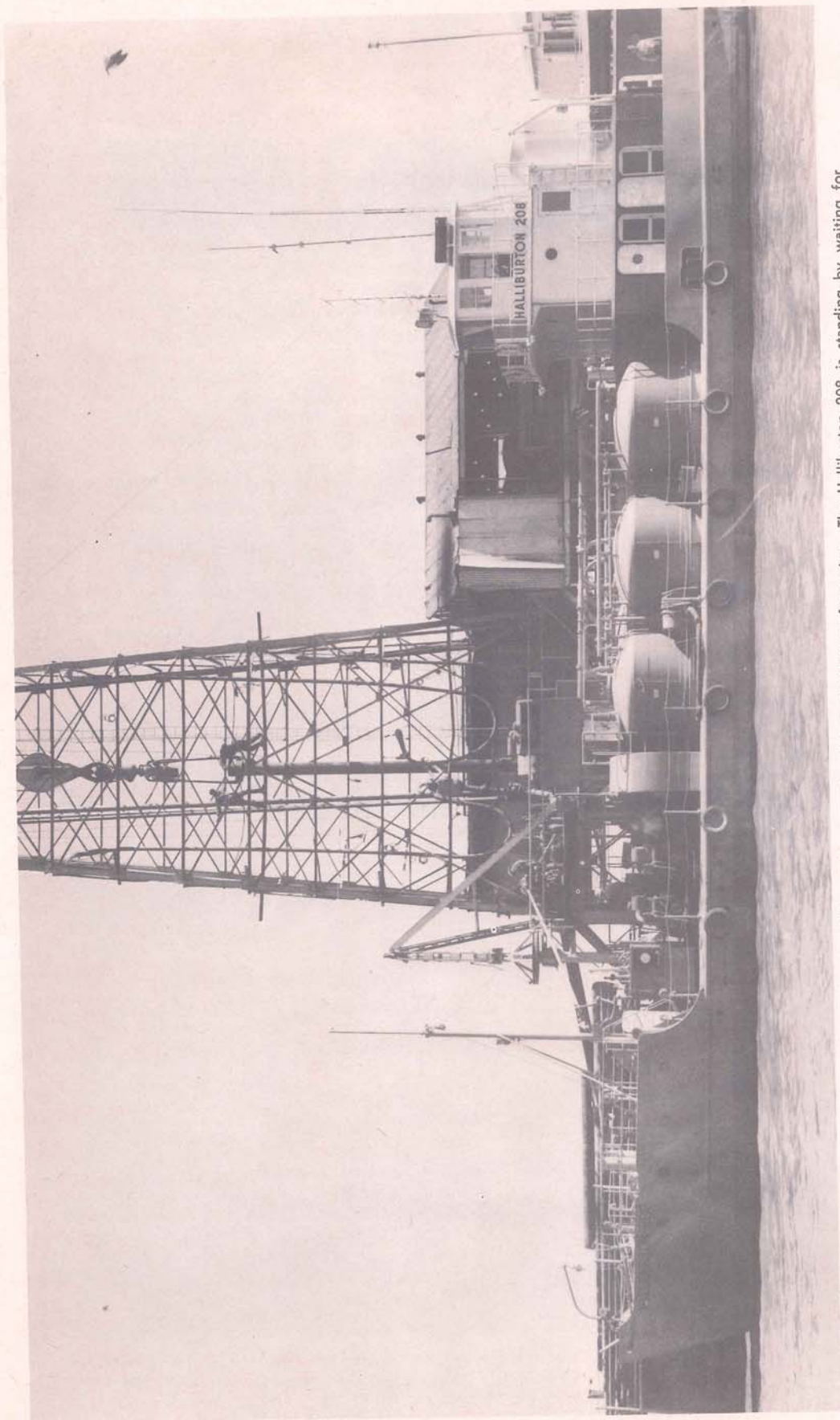
Jefferson will reap larger rewards than were ever possible in the highly competitive oil business.

Not that the parish is lagging in oil, not by any stretch of the imagination.

During the fiscal year that ended in June of 1957, Jefferson parish had accounted for \$2,183,288 in severance tax collections from oil alone. As a rule of



Taking off. Almost every half hour one of the amphibious planes raises from the waters of Harvey Canal on a mission. This one could be carrying a much needed tool and quick delivery is important because an idle drilling rig on location cost the operator big, big money.



Halliburton 208 cementing ship on location. The workmen on the rig are running surface pipe. The Halliburton 208 is standing by waiting for casing to be set then it will cement them into hole. The craft is 124' long with a 31½' beam. The three pumps on board are capable of pumping under pressure up to 12,000 P.S.I. each. Maximum capacity of ship is 5,000 sacks (470,000) lbs. of cement. At least three cementing jobs are done on each hole . . . cementing conductor pipe; cementing surface pipe; and cementing the oil string or plug to abandon.



thumb, figure 25 cents a barrel for severance tax. Just a little bit of arithmetic shows that the parish has produced more than 20,000,000 barrels of oil during the period, and if the average Louisiana price of \$3.13 cents during that time is true of Jefferson—well, the oil business is a mighty important one, and that is not any doubtful statement.

In the matter of severance tax on natural gas, Jefferson parish accounted for \$56,974 for the same period, but with new long haul lines being laid to the important gas fields in the area the 1958 total will be at least 25 percent higher.

The well-head price of natural gas averages slightly under nine cents per 1,000 cubic feet. New contracts are being negotiated whereby the producer is getting as much as 25 cents in some areas. This will mean that as new lines reach the parish, the income from natural gas will be almost three times as much as has been in the past, provided there was not an extra cubic foot put in the markets.

Yes, indeed, gas is really important now, and the schools of Jefferson parish, where the severance tax on oil has been

the most important factor, will soon look on the gas well as the big factor, and oil will be shunted to a by-product status, as has been the case for natural gas in the past.

There are some legal blocks in the way of a natural gas boom for South Louisiana at this time, but for once, Jefferson parish isn't in the fight alone. Even the Federal Power Commission is protesting some of the regulations they are called on to enforce. It may be a year or longer but when the long-line gas companies get the green light, then the pipe will really go into the ground, and the pinched in gas wells will go to town, spreading more and more economic benefits to more and more Jefferson parish people.

In the first place, most of the bigger gas reserves are in deep wells. Below 13,000 feet. That means a lot of new drilling in the areas where the pipelines are connected.

Jefferson parish's long history of service to the oil industry, will be remembered when the rigs are running again. Most of the new drilling in the area from Morgan City to Biloxi will be headquartered in

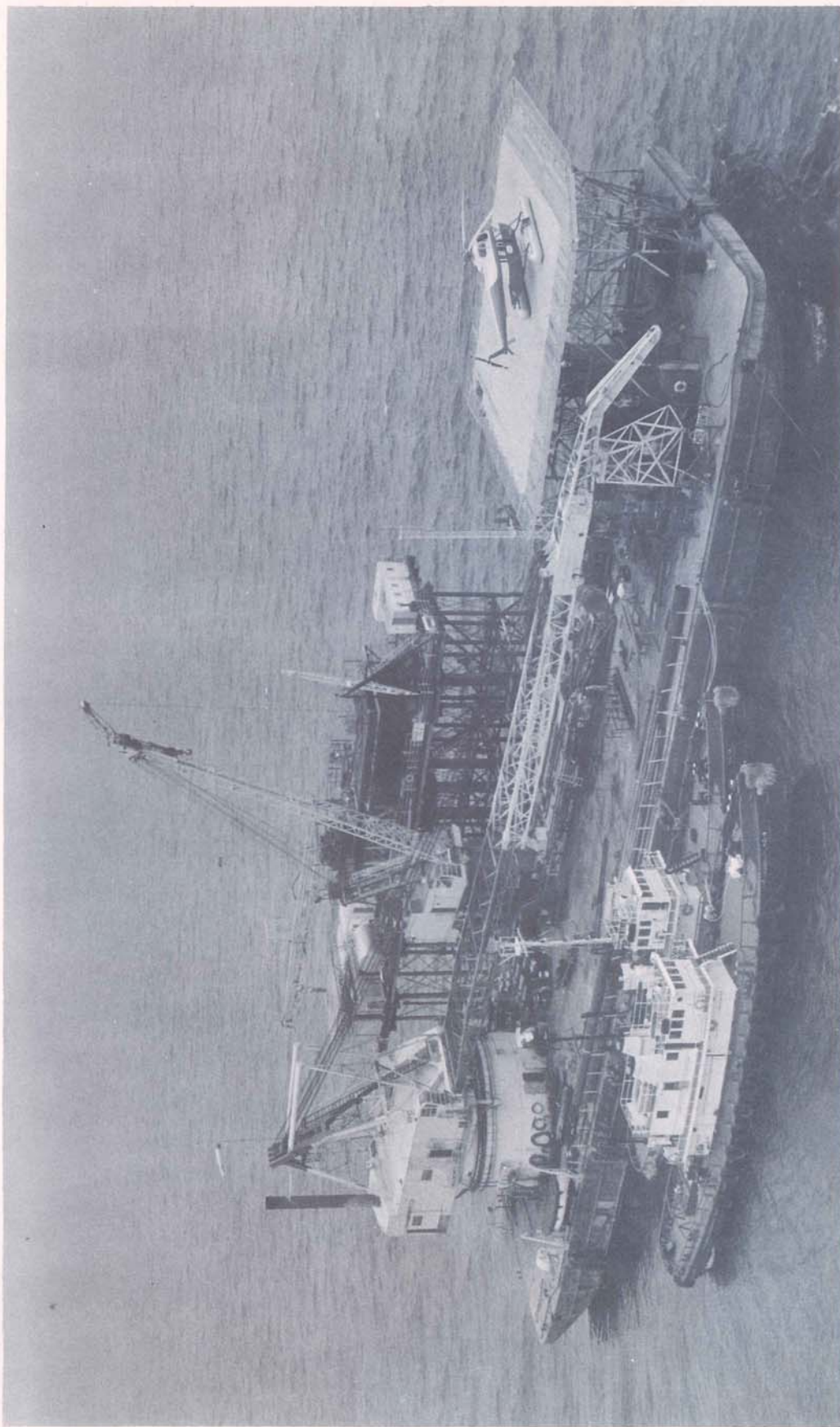


Trucking is another means of moving well casings from yard to location. Here is 17 tons . . . 20 joints of 10¾" surface casing going to Humble Oil & Refining Company's Paradis District in neighboring St. Charles Parish. Intracoastal Terminal, Inc. was in charge of the loading operation.



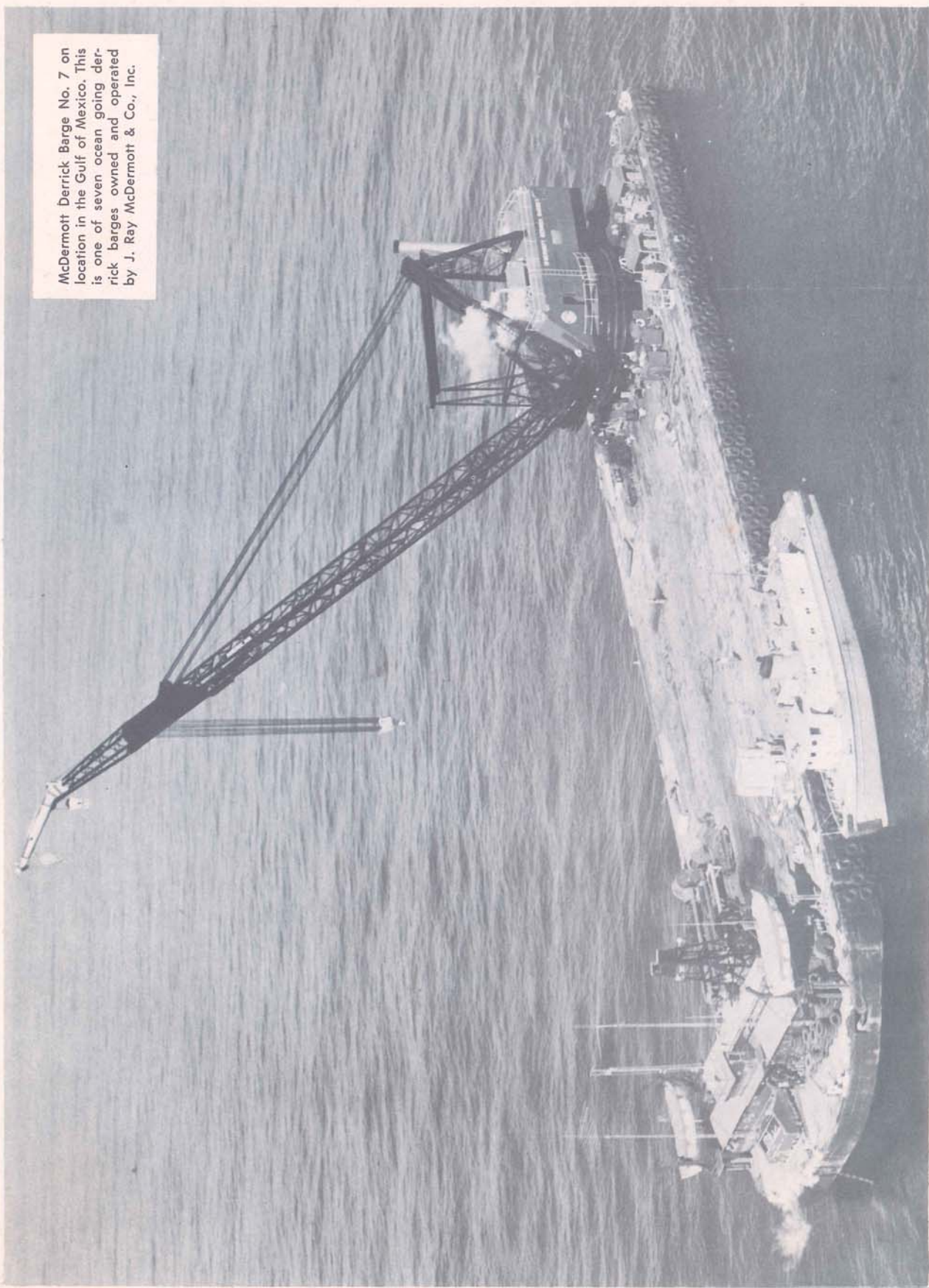
AERIAL VIEW OF THE EXPANDED OSTRICA (LA.) LOADING TERMINAL on the Mississippi River south of New Orleans. The Gulf supertanker "Gulf-queen" is taking on crude from the 5-hose loading system. The Gulf Refining Company calls this facility "the fastest oil loading terminal in the United States."





**OFFSHORE FLOTILLA**—The decline in demand for domestic petroleum has caused a reduction in offshore operations, but Humble Oil & Refining Company and others are still doing some work in the Gulf of Mexico. Here, off Grand Isle, Louisiana, Derrick Barge No. 1 assists in the remodeling of Humble's Grand Isle No. 1 platform. The two tenders standing by will move the derrick barge when the job is completed.

McDermott Derrick Barge No. 7 on location in the Gulf of Mexico. This is one of seven ocean going derrick barges owned and operated by J. Ray McDermott & Co., Inc.





Jefferson, as usual, and that always means more payrolls, more money for everyone.

There will be some old fields re-opened. For instance down in Manila Village, Tidewater Oil Company has tried to make commercial production possible in some edge wells. They are not overly successful, but the prospects must be mighty promising, because they are planning additional 14,000 foot deep tests for the area.

There was one new discovery in Jefferson during the past year, and it was a gas field. This was Richardson and Bass drilling in the Bay des Ilettes, and as soon as a gas contract can be signed, this company is expected to develop the area.

For three or four years in the past the offshore oil fields enjoyed a "boom" that almost rivaled the old Burkburnett and Borger days. Like all "booms" in the past, this one finally came to an end.

Some people try to picture the present situation as a near disaster, but it can't be supported by the statistics.

In 1958 there will be more offshore oil wells drilled than in any other year since the first well was sunk back in 1946. Yet the drilling now is orderly, well planned, and becomes less hazardous with each passing day.

The reason for the boom was simple. The leases in the offshore areas were granted on a short-term basis. This meant that the lease owners had to either drill, start drilling, or pay enormous penalties to keep the lease in their possession for another year. Drilling rigs capable of operating in the Gulf of Mexico were scarce, and it was economically sound to pay a bonus to get a well started.

During this mad rush for equipment, more than 130 offshore rigs were at work



This is a drilling bit. As many as 12 different types may be used in drilling an oil or gas well. The bit is one of the more than fifteen thousand items carried in stock by Standard Supply and Hardware Company, Inc. on the east side of Harvel Canal.



This machine at Rosson-Richards Inc. of Louisiana on the east side of Harvey Canal, is coating and wrapping a 40' length of 21½" pipe. The coating is a coal tar base material applied at 425 degrees F. The wrapping is one wrap of fiber glass, one wrap of tar saturated asbestos felt and a final wrap of 60 lb. craft paper. After this pipe is processed it will be used to flow natural gas and will last buried underground almost indefinitely. This work is being inspected by Pittsburgh Testing Laboratory. The coat of tar base enamel is a product of Reilly Chemical Company and is applied to thickness of 4/32".





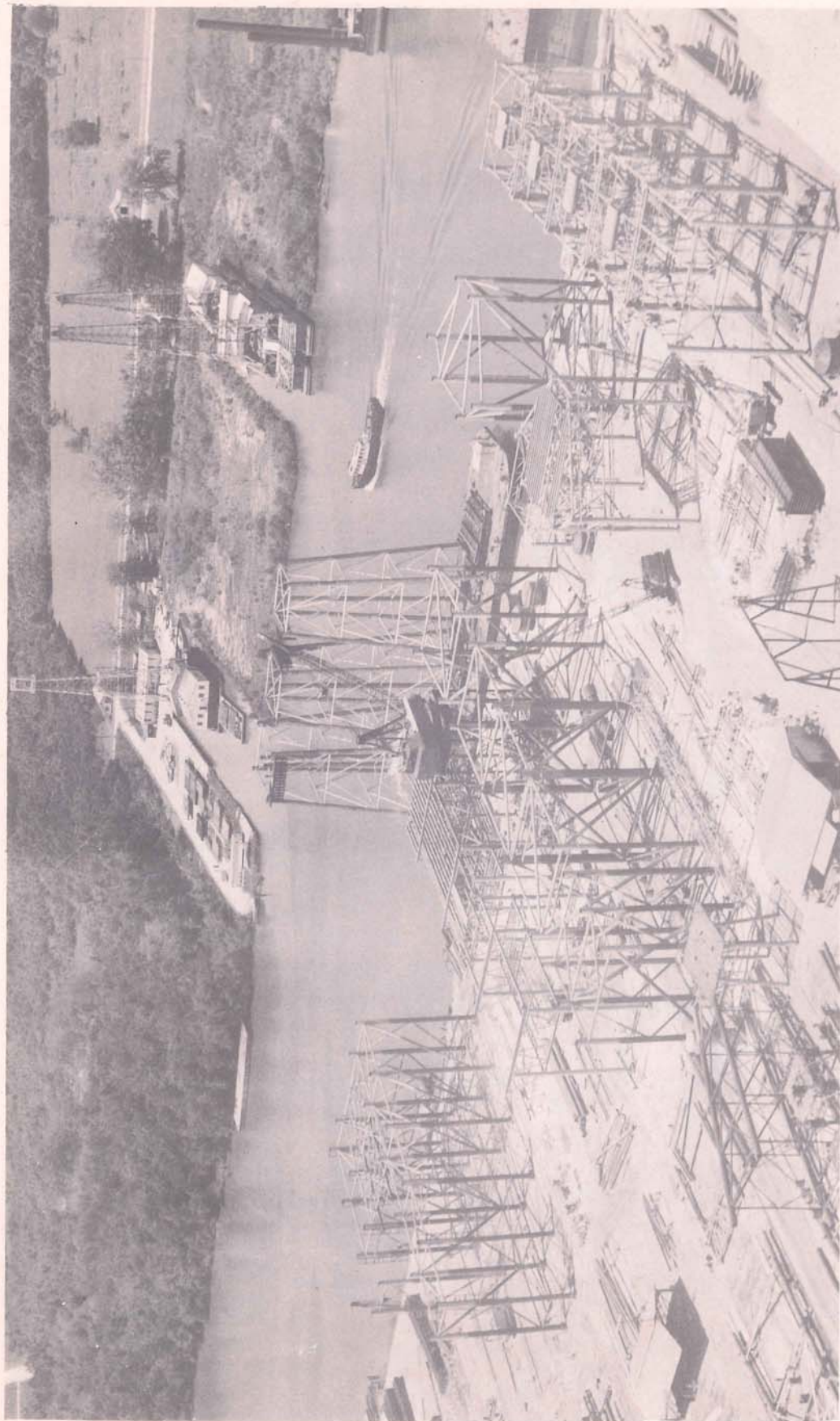
"This is a 7" cutter that can do its work more than two miles below the earth's crust," explains J. S. McKinstry, vice-president and general manager of Deltdel Fishing & Rental Tools, Inc., Located on the east side of Harvey Canal. "It is placed," continues Mr. McKinstry, "on the end of drill pipe and lowered into hole to desired depth. When in position it rotates and knives protrude and cut casing at desired spot. After casing is cut it is fished out of hole with a spear."



at one time or another. Now there are less than 60, but these rights will keep on working day after day, week after week, and the oil and gas recovery will continue to pile up with each new completion.

In the lease agreement there is usually a clause that the beginning of a new well

within 90 days after the completion of an old well. Since there is no great demand for oil, such as Louisiana experienced when the Suez canal was shut down, the operators are taking advantage of the lull, and are using up a great part of the 90-day period before commencing a new test.



OIL FIELD ACTIVITY CONTRACTS of Bayou Boeuf fabrication yards. At top of photo are idle drilling rigs—in the right center of photo steel islands that will soon be towed to new offshore sulphur mine; at left are production platforms, from which 36 sulphur wells will be drilled.



This, of course, means the shut down of some drilling rigs, but while it is bringing hardship to some families and some areas, Jefferson parish is able to divert a large number of workers to a parallel enterprise.

This is the repair, storage and modification of many of the shut-down rigs.

When the boom was at its height many drilling barges were launched in record time. Consequently the owners found some "bugs" that were present, and now these faults are being remedied.

All along the Harvey Canal, for instance, and along Bayou Barataria, there are off-shore drilling barges tied up to machine

shop wharves, and workmen are swarming over the engines, decks and even the derricks, getting these monsters ready for additional work when the demand increases.

Jefferson parish has become the repair and modification headquarters for the industry. Everything from paper clips for the superintendent's desk to gigantic mud pumps are available in the many yards in the area.

—And when the demand is heavy, the rigs will be ready to go into the deepest water, and drill the deepest holes, thanks to the skills that were exercised during the shut down period.



Bags of mud. Not the kind little girls use for pies, but drilling mud. Without mud there would not be any deep well drilling. Mixed with water and chemicals the solution is pumped into the hole to lubricate the bit; removes bit cuttings from the hole; seals walls; and prevents blowouts. Mayronne Drilling Mud & Chemical Company on the east side of Harvey Canal, where picture was taken, supplies this vital material to the oil and gas drillers.

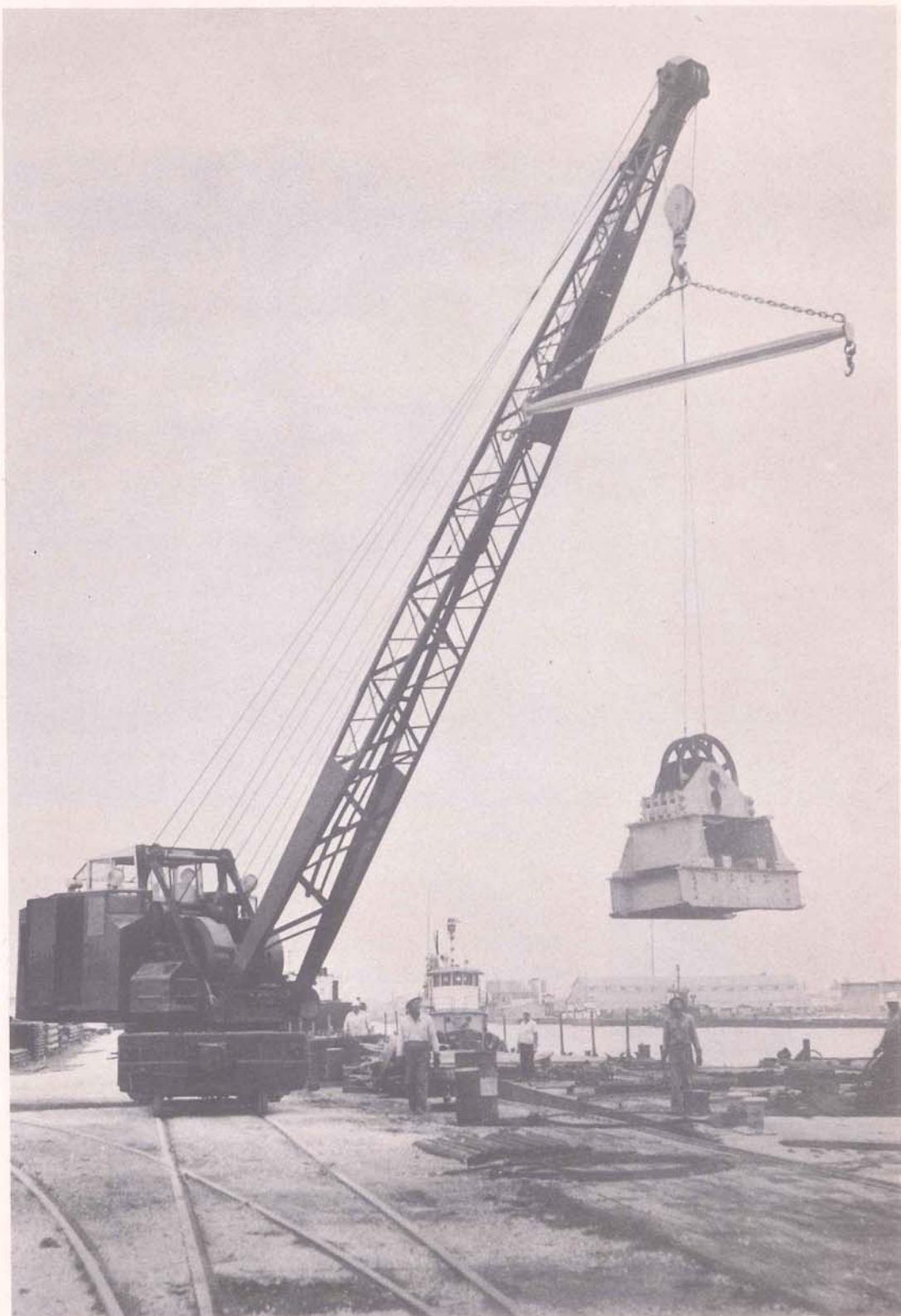






Intracoastal Terminal, Inc. docks, warehouses, office and pipe yard on east side of Harvey Canal. The late C. O. Hooper, C. E., the original head of the corporation, was the man who started the development on the east side of the Canal in 1932-33.





\* Unloading a crown block, which fits on top of an oil drilling derrick, at The Texas Company's yard on the west side of Harvey Canal. The crane being used in the operation is capable of lifting 25 tons.



Switching is a daily job for the Southern Pacific on both sides of Harvey Canal.

*Petrochemical  
know-how  
from the  
ground up!*



- NEOLENE® 400, intermediate for detergents
- WATER-SOLUBLE SULFONATES
- OIL-SOLUBLE SULFONATES
- WHITE OILS AND PETROLATUMS
- CONOCO H-300, secondary plasticizer for vinyls
- ADOMITE® fluid-loss control additive for oil-well fracturing

**CONOCO**

**CONOCO**  
**Petrochemicals**

CONTINENTAL OIL COMPANY, Petrochemical Department, Division C,  
1270 Avenue of the Americas, New York 20, N.Y.  
Suite 3444, Prudential Building, Prudential Plaza, Chicago 1, Ill.





- ★ LITHOGRAPHED STEEL DRUMS AND PAILS
- ★ WATER HEATERS
- ★ FLOOR FURNACES
- ★ WEDGEWOOD AUTOMATIC GAS RANGES
- ★ CENTRAL AIR CONDITIONING
- ★ WATER SOFTENERS
- ★ WALL HEATERS
- ★ CONSOLE HEATERS
- ★ CENTRAL WARM AIR HEATING UNITS
- ★ STORAGE TANKS

## **RHEEM MANUFACTURING COMPANY**

4901 JEFFERSON HIGHWAY

NEW ORLEANS, LA.

OFFICES AND FACTORIES IN PRINCIPAL CITIES

# **Wesson Oil & Snowdrift Company, Inc.**


**Manufacturers of  
WESSON OIL  
SNOWDRIFT SHORTENING**

**GRETN, LOUISIANA**



*\$65 millions  
for  
progress...unlimited...*





*a new era...*

*for Gretna...*

*and  
Jefferson Parish*

**By William J. White**  
Mayor

The biggest news to come out of our city since the postwar industrial expansion is the completion of the magnificent Mississippi River bridge.

This \$65 million project was originally conceived by West Bank leaders, among them State Senator Alvin T. Stumpf. But the bridge could not have become a reality without the energetic co-operation of our neighbors across the world's mightiest river: the business, commercial and political leaders of New Orleans.

#### **New Era In Co-operative Living**

Co-operation between Gretna and New Orleans in the construction of the nation's longest cantilever bridge has a far more valuable implication than even building of the new lifeline of traffic and trade. To me, it signalizes the start of a new era in co-operative living by all units of our area, working in the interests of a greater metropolitan area. I believe I can safely predict

that in the next few years all parishes and cities in this, the greatest concentration of population in the deep South, will have dedicated themselves to the task of building our entire area as one economic unit.

By this I mean that we will plan together, and then build the roads and other facilities needed from the standpoint of the area as a whole. Later, I foresee a dynamic program of advertising the advantages of our area: the metropolitan area and even, perhaps, the contiguous sections as far west as Morgan City—or even Lafayette. I do not believe that we should, or will, lose our individual identities by joining such a co-operative movement. And what we will gain, in expanded business, in cultural growth and in happiness for our people is beyond the imagination of even those of us who have for a long time studied this subject carefully.

Yes the bridge, to me, signalizes the start of such a program.

And while we await this great new

# AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.



**CREOSOTED LUMBER, PILING, POLES,  
CROSSTIES, SWITCH TIES, CROSSARMS**

**...ALSO...**

**LUMBER TREATED WITH COPPERIZED  
CHROMATED ZINC CHLORIDE**

DECAY AND TERMITE PROOF . . . CAN BE PAINTED



—Plants—

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



Send Us Your Inquiries — We Are Glad to Quote You



## GRETNA CITY OFFICIALS

The men that are working toward an even greater future for Gretna.



From left, seated, G. Ashton Cox, alderman; John R. Ridge, alderman; Eugene Gehring, alderman and mayor pro-tem; William J. White, Mayor; Edward L. Hodge, alderman; and Anthony J. Marchese, alderman. Standing, from left, Andrew H. Thalheim, city attorney; Alvin E. Hotard, city engineer; Henry F. Bender, director of the budget; Beauregard Miller, city marshal and chief of the police department; Julius F. Hotard, city clerk and Joseph Bishop, superintendent of water works.



A perfect perspective of the new West Bank Expressway through part of the City of Gretna, a symbol of things to come.

development of amity for progress let us not forget the immediate advantages which have come to us in the shadow of this masterpiece of steel connecting the two banks of the river in the areas of the greatest concentrations of population.

Downtown New Orleans and downtown Gretna today stand less than 15 minutes apart. And even this small amount of time will be reduced as additional outlets for the bridge are completed on both sides of the Mississippi.

I have not been able to make certain as yet which city, Gretna or New Orleans, is profiting most from the reality of the bridge. Certainly, the people of Gretna are more widely served by it than the people of New Orleans. This is because our people do part of their shopping in New Orleans and go there also to enjoy the amenities of famous restaurants, to attend motion pictures, events at Municipal Auditorium and other cultural offerings. On the other hand, however, the bridge especially serves the merchants of New Orleans.

And another, a third, group which especially profits from completion of the

bridge are the executives and employees of West Bank industries as far upriver as Marrero.

Gretna is growing in population, naturally, as a result of completion of the bridge. Moreover, the character of our people is changing because of this valuable facility. Members of the executive groups are now able to live near their places of work and at the same time cross the bridge quickly when they wish to visit New Orleans.

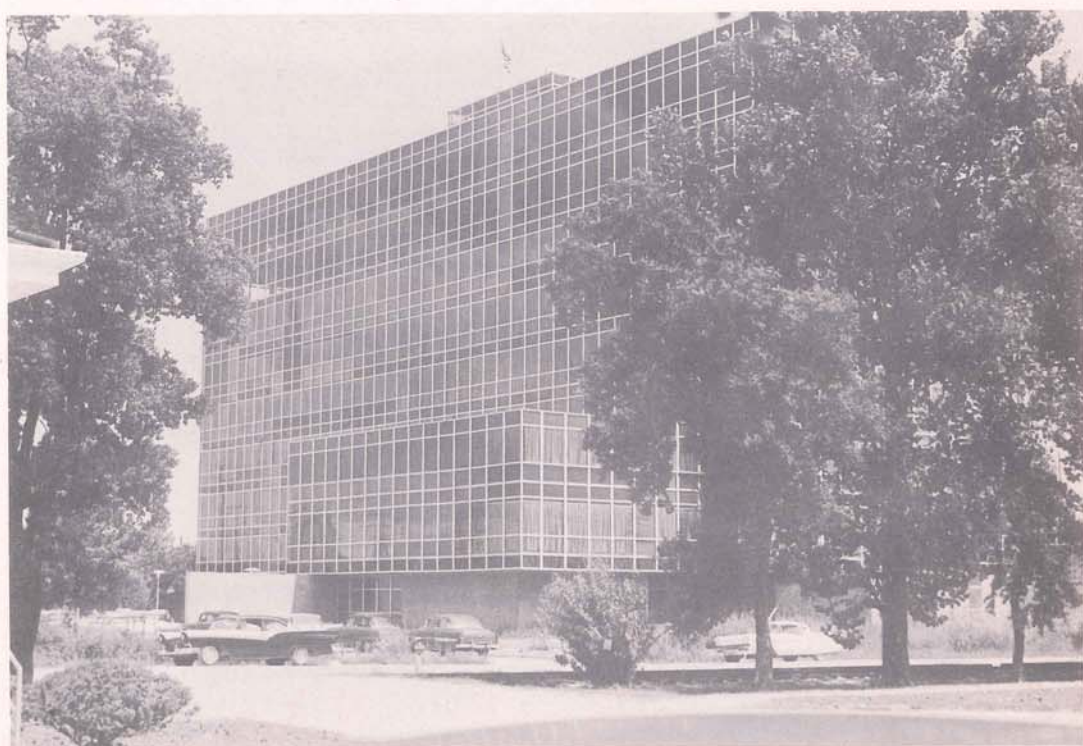
#### **New Housing Units—Shopping Areas Grow**

Until the bridge was completed, we were largely a city of single family dwellings, most of them owned by the occupants. With the coming of the bridge, a new demand has been created for apartment, or multi-unit, housing. Already one sees advertisements of apartments on the West Bank and I feel certain this is only a beginning. One example of the need for such dwellings can be cited in the Stumpf shopping center. Employees of many of the establishments once lived in New Or-





OLD COURTHOUSE—looks deserted today but back in 1905 it was “jumping” with activity. The initial cost of the old courthouse was \$74,750.



By comparison, an unusual view of the new City Hall in Gretna with the tranquility of trees hiding the brisk business-like murmur of constant parish affairs. Quite a change from the 53 year old edifice shown above.

# CHAS. E. SPAHR

DISTRIBUTOR



AMERICAN OIL COMPANY

Tires — Tubes — Batteries

Phone Fl. 1-3451

Harvey, La.

**W. HORACE  
WILLIAMS  
COMPANY**

**ENGINEERS ☆**

**GENERAL**

**CONTRACTORS**

Acme Life Building 833 Howard Ave.

## SECURITY BUILDING & LOAN ASSOCIATION

"A SAVINGS INSTITUTION SINCE 1893"

344 Baronne Street

### HOME LOANS

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

### SAVINGS

Savings Insured by the Federal Savings and Loan Insurance Corporation of Washington, D. C.  
Invest in our insured shares and earn a high rate of dividends.

JOS. J. MIRANNE, President

ADAM JUNKER, Vice-President





**BEFORE**—this photo was taken before the completion of the new Mississippi River Bridge and shows construction in progress.



**AFTER**—today all that is required to cross the Mississippi to get to the metropolitan area is 35 cents. The distance from Gretna to New Orleans is now cut to a few scenic minutes.

leans. Today, they have located, or seek to locate, here in Gretna in order to be more conveniently situated for their work.

The bridge and its connecting link on our side of the river, the West Bank Expressway, have created an entirely new commercial area along and contiguous to that thoroughfare. Flourishing already along this expressway are automobile agencies, printing houses, markets, service stations and a score of other enterprises. And we are only at the beginning of this commercial development along the expressway.

The upward trend in land values is a sure sign of more important things to come.

The Stumpf shopping center is, in itself, a clear indication of the future. Its more than a score of stores include department houses, drug stores, specialty shops and even a bank. Establishment of the center evokes a tribute to Senator Stumpf and his associates for their faith in the future of Gretna. Working with the senator to make this enterprise a success were his brother, Archie C. Stumpf, and the latter's son, the late Dr. John Stumpf.



**ANOTHER NEW PUBLIC SCHOOL**—when school days begin this September, there will be another elementary public school completed and will accommodate approximately 700 children. Located at Gretna Blvd., and Claire, the new elementary public school marks 19 new schools built in Jefferson Parish since 1950.



Looking toward our busy city from the overhang of the Harvey Canal tunnel, this tunnel and expressway is a major accomplishment in the furthering of relations between Gretna and other cities.

Gretna is at once the West Bank's oldest, largest and most modern city, as well as the commercial headquarters for this vast area, stretching from Algiers to Avondale upriver. Our city was named for the famous Gretna in northern England, site of the Gretna Green of song and story.

Because of our growth and the fact that we are the parish seat, Jefferson Parish's governmental life revolves around Gretna.

The new courthouse, constructed at a cost of slightly more than \$2 million, exclusive of the most modern furnishings and other appointments, including year-round temperature control, was dedicated last winter. It is presently occupied by the new president-council form of government which is reshaping the political structure of the parish.

Your Gretna city officials are working





NEW CHURCH—located at 11th street and Gov. Hall in Gretna, the new Presbyterian Church when completed will cost \$125,000. The picture was taken in May, 1958.

diligently to co-operate with the new parish governing authority. On the other hand, the parish officials often give us a helping hand on streets and other facilities which actually serve the entire parish rather than just our own community. We have two Gretna men on the new parish council: Frederick Heebe and B. H. Miller, Jr.

During the past year, as during many continuous years in the immediate past, your city administration has been busy improving your facilities. We have the most modern paved streets in the parish, the only complete sewerage system and are rapidly moving toward the day when subsurface drainage will be commonplace in all parts of Gretna.

Our population has increased by more than 10 per cent during the past year. And I am confident that this rate of increase will be even greater during the next year as we feel the full effects of completion of the New Mississippi River bridge.

#### **Spirit Of Progress Shown By The People**

There is every indication that our people are not only for progress but are willing to pay a fair price for it. Our citizens recently voted by a majority of 20 to one to make our sewerage system completely city-wide. This vote of confidence came

in a bond election and was highly gratifying as an expression of confidence in our administration.

In addition to better streets, sewerage and drainage, we have devoted our efforts to the improvement of our parks and have co-operated fully with the Jefferson Parish School Board in obtaining still another new elementary school in the city. Schools and parks for our children are today, and have been with us, "must" items of our development.

Nearing completion as this is written is the new \$125,000 Gretna Presbyterian Church which will take its place soon with our several excellent church edifices.

Gretna, of course, prospers as the adjacent area expands and this growth next door is moving at an accelerated pace. Expansion of Alvin Callender Field to the proportions of a major service airport, for example, has brought in new payrolls and people down the line at Belle Chasse. Many of these new people are visitors to Gretna and, need I say, very welcome ones!

Yes, Gretna has fared well. But I believe our greatest growth and prosperity is in the immediate future. We hope, and we believe, that your city administration has had a hand in this growth and can meet the needs of today and tomorrow.

## RIVERSIDE STORES

FIRESTONE TIRES AND ACCESSORIES

PHILCO TELEVISION, REFRIGERATORS  
and WASHERS

RCA - WHIRLPOOL WASHERS  
and TELEVISION

6565 St. Claude Ave., Arabi, La.  
Whitehall 9-2776

3737 Jefferson Highway, N. O. 21  
Vernon 5-0328

3838 Fourth Street, Marrero  
Fillmore 1-4258

1700 Franklin Ave., New Orleans  
Whitehall 9-3366

## 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.

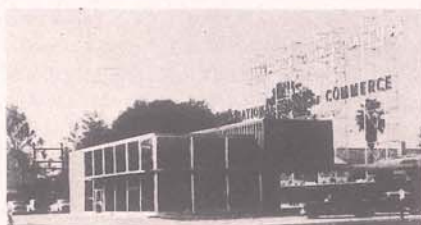
## PINNACLE OIL COMPANY, INC.

917 Jefferson Highway (Southport) New Orleans, La.

VE. 3-3737 - 3-3738

P. O. Box 4067 Carrollton Station

New Orleans 18, La.



Left:  
HEAD OFFICE  
2400 Jefferson Hwy.

Below:  
METAIRIE OFFICE  
2030 Metairie Rd.  
HARAHAN OFFICE  
6328 Jefferson Hwy.

*Only National Bank  
in East Jefferson*

**Complete  
Banking Service**



# THE NATIONAL BANK OF COMMERCE

IN JEFFERSON PARISH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



# Kenner...

## One Step Ahead....

by

MRS. JOSEPH S. KOPFLER, SR., (Mayor)

The city of Kenner, I am pleased to relate, is still the fastest growing city in Louisiana today and the potential developments of the future will assure Kenner this lead in community growth.

With assistance from five aldermen of the city of Kenner, we keep a careful watch over our city due to its fast and immense growth. A constant liaison with the planning and Zoning Commission and its Board of Zoning Adjustments as to the present and future plans for Kenner is our direct responsibility.

One of the future developments on the agenda is a harbor along the St. Charles-Jefferson Parish line canal. This development will make it possible for more new industries to develop in our city. Future

plans also include progress in our recreational program for a public beach along the lakeshore at Williams Blvd. There is a possibility that a civic center and public auditorium will become a reality for the citizens of Kenner.

Statistics show that in the last three years 1300 building permits were issued for new residences from the city of Kenner. In one of the subdivisions over 250 homes were built in 1957. We feel privileged to have these subdivisions develop in our city and the requirements of paved streets, sub-surface drainage and sidewalks were met by the builders. Other requirements of the subdivisions are to provide playgrounds, fire stations and municipal facilities.



Kenner City Officials—from left to right, front row: Miss Philomene Paasch, secretary-treasurer; City Marshal Fred J. Roth, Mrs. Joseph F. Kopfler, Sr., mayor; and Joseph S. Maggiore, mayor-elect; standing, Joseph L. Centanni, alderman; William R. Mancuso, alderman; Edward D'Gerolamo, alderman; Clinton J. McDonald, alderman; and city attorney Edward J. Stoulig.

I am happy to say that several new churches were built in the subdivisions to meet the spiritual needs of the families in these areas.

Emphasis has been placed on the recreational program for children of school age which originated three years ago. At present, our city has four playgrounds and construction has begun on two more to be completed this summer. During the summer vacations paid supervisors manage our playgrounds and give our youth guidance and personal instructions in sporting events, however; there is still need for advancement in our recreational program and we are constantly working toward this goal.

### Lowered Fire Rates

Praise is due the Kenner Volunteer Fire Department, headed by alderman William R. Mancuso, for its reputation of having the best, maintained and effective fire department in Louisiana. This good rating has consequently lowered the fire rates in Kenner. Although our city has costly modern fire equipment, fire fighting devices, and a new fire station; citizens of Kenner have the lowest fire rates in the state of Louisiana. Fire Chief Mancuso has six paid chauffeurs and 60 volunteer firemen in his department.

From the budget allotted to the city of Kenner, \$28,116, these services are rendered to the citizens of Kenner: police protection, fire protection, road and street and construction, a portion of drainage

work, weed cutting, playground maintenance, general operating expenses and administrative expenses of the City Hall and street lights.

### Excellent Record Compared With Other Like Communities

In our police department, City Marshal Fred Roth, Sr., heads the eight paid city policemen who make it possible for me to report that Kenner has the lowest fatality, fire, juvenile delinquent, and accident record. This record is derived by comparing Kenner with other communities of its same population and number of police officers.

Two police cars were recently purchased by our city to keep Chief Roth's force effective and up to date. A 24-hour radio police car patrols the city limits and Moisant Airport. Through constant vigilance of Chief Roth's department, speeders, accidents, juvenile delinquency and criminal activity has been kept to a minimum. The city jail has recently been remodeled and modernized.

Progress in the street department headed by alderman Joseph S. Maggiore is another reason accidents are kept to a minimum. Presently a program is underway to install a complete street naming and numbering system along with placing of street signs and number on each corner in the city limits. This assignment is directed by alderman Joseph J. Centanni.

Continued on page 176



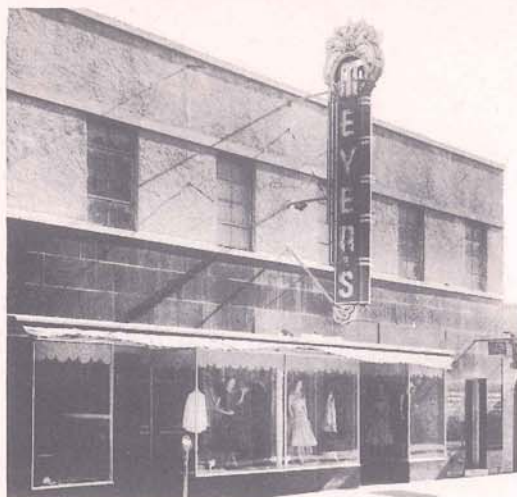
The Cenacle Retreat House for Women. Built at a cost of \$800,000, the building contains 50 private rooms in addition to the many adjoining facilities such as a cafeteria, library, etc., and is situated on 10 acres of ground near Lake Pontchartrain.



## MEYER'S SPECIALTY SHOP

MEN'S AND LADIES' READY-TO-WEAR

MEYER SCHAEFFER, Prop.



*Only One Store*

FOrest 1-1361

213 HUEY P. LONG AVE.

GRETN, LA.

## Intracoastal Terminal, Inc.

1200 Peters Rd.

Harvey, La.

FO. 6-8511



Handling of tubular materials and supplies and serving all the major oil producing companies in the Gulf Coast territory.



Westgate Baptist Church—residents of Westgate (Kenner) have fine churches to meet their spiritual needs.



Catholic School and Church Completed—this photo shows a construction period of the newly completed Catholic School and Church located in Westgate Subdivision.

### Still Growing

From a mere 2,300 people in 1942, Kenner has multiplied at the end of 1957, to over 15,000 and still growing. This increase in population indicates that Kenner

belongs with the municipal leaders of Louisiana and the South. I feel confident that with cooperation of my associates and the people of Kenner, we citizens of this progressive community will live to enjoy the major growth that has already begun.

**T. EDWARD ERNST, C. E.**

**CONSULTING ENGINEER**

822 Perdido Street

TUlane 1461

New Orleans 12



**First** **NATIONAL**  
**BANK**

*of Jefferson Parish*

W. RICHARD WHITE, President

•  
**FREE PARKING**  
**ALL 3 OFFICES**

The oldest bank of Jefferson . . . with  
assets of more than \$30 million . . . the  
institution that has helped finance the  
sensational progress of the parish . . .  
from an almost entirely agricultural com-  
munity to the most concentrated indus-  
trial area in the Deep South.

*"Growing with the West Bank"*

•  
**GREटना**

**WESTWEGO**  
•

*Member of the Federal Deposit Insurance Corporation*

# WESTWEGO

A PLACE OF CONTINUOUS

# Progress

By Mayor Roy C. Keller

With the population mark exceeding approximately 12,000, Westwego's municipal departments have kept pace with modern, up-to-date improvements in the previous year. Emphasis was placed especially in the fire and recreation departments.

Such improvements in the fire department is the procurement of a \$25,000 fully equipped fire engine to boost our fire truck force to five. Under the capable direction of volunteer fire chief Walter Griffin, Sr., four paid chauffeurs man and staff these fire engines. All of our fire trucks and equipment were purchased through fund drives.

I am proud of the fact that our citizens of Westwego are conscious of the importance of a modern fire fighting force. This display of consciousness is forwarded by some 250 volunteer firemen who make it possible for our city to have an efficient working fire department.

## Improved Fire Fighting Methods Taught

Classes in fire fighting and fire aid are held annually for fire personnel to keep our force effective and up to date on the latest developments and improved fire



MEET THE WESTWEGO CITY OFFICIALS—taking time out from their busy schedule to pose for this picture are from left to right (seated) L. J. Bernard, Jr., Alderman; Antoine Alario, Alderman; Mayor Roy C. Keller; Clarence LaBauve, Mayor pro-tem; and Mrs. Adeline Martinez, office manager. Standing are Charles Muller, Alderman; Nestor Currault, Jr., City Attorney and Alderman Cal Shewmake.



protection methods. This is another progress in the fire department to assure the citizens of Westwego competent fire protection.

Speaking for myself and the aldermen of the city of Westwego, we are proud and fortunate to have such capable men to operate our much needed fire department.

Chairman of the Park Commission of Westwego, Antoine Alario, reports that progress is being made and that the efforts that were made are rewarding to see the youth of our city happy at play. Of course we can't forget the adults of our city and thanks to the Lions Club the picnic grounds will have shelters.

### Continued Increase In Building Permits

Progress in residential and commercial building is still going strong and the Wego Shopping Center added three new additions to give the shoppers a larger selec-

tion to shop from. Our building permit section reports that in 1957 some 278 permits were granted to citizens in Westwego.

Our school building situation is adequate but as the population continues to grow another school will be needed. Reports from the school board indicates that plans call for the construction of a public elementary school as soon as the necessary funds can be raised. At present we have three schools in Westwego.

The Seven Oaks Plantation, on a long-term lease to the American Liberty Marketing Company, is in a state of rehabilitation. Through the efforts of the Louisiana Historical Landmarks Society and American Liberty, a temporary roof, and general maintenance in and around the Seven Oaks site was accomplished to guarantee the integrity of this old manor house.

When the Jefferson Parish Seaway becomes a reality, Westwego will take its place with the leaders of Jefferson Parish and Louisiana since we will be the northern terminal of the waterway.



**WESTWEGO'S NEW FIRE ENGINE**—Fully equipped this new modern fire fighting engine is worth \$25,000 and is one of five in the Westwego Volunteer Fire Co. Front row, left to right—Paul E. Bellanger, Whitney LeDet, Edward L. McGuire, Dalton D. Duplantis, Earl G. Bellanger, Arthur Nusser, Jerry LeDet, Cesar Baril, Walter Griffin, Jr. In engine, left to right,—Floyd E. Courtez, Harry Pitre, president of Westwego Volunteer Fire Co.; Paul A. Bellanger, Joseph DePascal and Cecar C. Baril, Sr.



### GERDIE'S BEAUTY SALON

SPECIALIZING IN ALL TYPES OF  
BEAUTY WORK

25 Years in Business • Gerdie Templet, Owner

PHONE FO 6-3811

836 WEYER ST.

GRETNNA, LA.

## **AIRLINE PARK**

**"Where The Living Is Easy"**

**JOHN L. LAURICELLA & SONS, INC.**

BUILDER AND DEVELOPER

**VE 1-1346**



**PRODUCERS - REFINERS & MARKETERS**

OF

**PETROLEUM PRODUCTS**

**Featuring**

TEXACO SKY-CHIEF SUPREME GASOLINE

TEXACO FIRE-CHIEF GASOLINE

HAVOLINE & TEXACO MOTOR OILS

MARFAK LUBRICATION

**SEE YOUR**

**TEXACO DEALER**

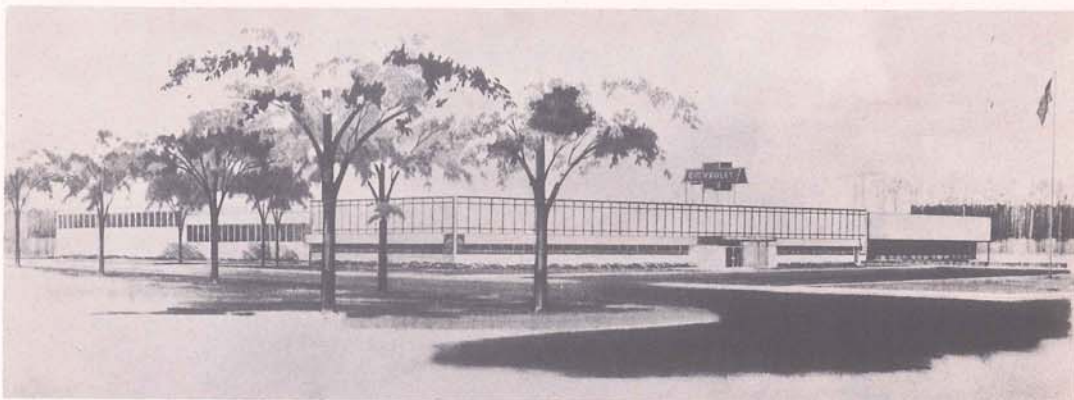
*The Best Friend Your Car Ever Had*

**AND REMEMBER**

**"Care Saves Wear"**



# General Motors choose site near Harahan for new warehouse



The above is an architect's conception of a new Chevrolet zone office and warehouse being constructed adjacent to Harahan. This important building means greater activity to both business and residential areas of Harahan. Ground breaking ceremonies were held Friday, January 17, under the direction of O. E. Alexander, Jr., zone manager for Chevrolet.

The ultra-modern building shown above, which will contain 70,620 square feet of floor space, will be erected on a tract of about 12 acres on Jefferson Road in Harahan, the company announced. This new zone office and warehouse building will serve the company's dealers and customers in Louisiana and southern Mississippi.

Louisiana industrial and governmental leaders took part in ground-breaking ceremonies to mark start of the project. The program was directed by O. E. Alexander, Jr., New Orleans zone manager for the company.

F. C. Mengel, Southwest Regional Manager for the Chevrolet Motor Division, flew in from Dallas, Texas, to join with Mr. Alexander in the ground-breaking ceremonies. C. L. Smith, Regional Warehouse Manager, was in attendance also.

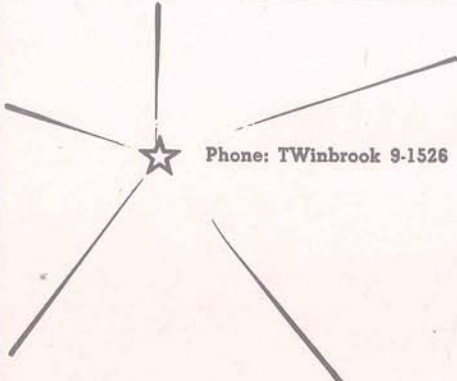
Scheduled for completion late in 1958, the one-story structure will serve as a Zone Office for Chevrolet and as a General Mo-

tors Parts Division Warehouse for 237 Chevrolet, Pontiac, and Oldsmobile dealers in Louisiana and southern Mississippi.

Approximately 12,000 square feet of inside area will be air-conditioned office space for the company's zone offices. Remainder of the area will be for warehousing an inventory of about a million dollars worth of automobile parts and accessories.

Exterior will feature glazed brick, large glass areas, aluminum paneling and decorative stone work. Outside dock facilities will accommodate three rail cars and nine trucks. Off-street parking will be provided for about 100 cars. Employment will total approximately 90 persons.

General contractor on the project is the McDonough Construction Co., and when completed, the new building will replace present Chevrolet facilities at 1000-32 South Jefferson Davis Parkway in New Orleans.




Phone: TWinbrook 9-1526

COMPLETE AUTOMOTIVE & TRUCK SERVICE

Bottlers Bodies Built to Specifications

**SCHAYER & BADINGER, INC.**



WHEEL ALIGNING  
WHEEL BALANCING  
WHEEL STRAIGHTENING  
FRAME STRAIGHTENING

2841 Tchoupitoulas St. New Orleans 15, La.

SINCE 1857

FOR OVER 100 YEARS

THE GREATEST NAME IN MILK

# *Borden's*

FINE DAIRY PRODUCTS

THE BORDEN COMPANY

1751 AIRLINE HIGHWAY



MANUFACTURERS AND MARKETERS OF A  
COMPLETE LINE OF QUALITY

AUTOMOTIVE, INDUSTRIAL, HOUSEHOLD  
AND FARM PETROLEUM PRODUCTS

## GULF OIL CORPORATION

# HOLMES

Synonymous with Quality  
for More Than a Century



The name Holmes stands  
for best quality merchandise  
at moderate prices. There's  
no place like Holmes — a  
store that is owned by the  
people who live in the  
communities it serves.

# HOLMES

NEW ORLEANS

BATON ROUGE

Louisiana's Quality Department Stores



# HARAHAN

## A CITY OF

# Homes

**By Frank H. Mayo**

(Editor's Note—Frank H. Mayo has served as mayor of Harahan for 34 years and June 1 celebrated his 65th birthday. He was the oldest municipal head in the parish in point of service and a veteran of World War I.)

I think the time Harahan really began to grow in population is right after the Korean Conflict when our young service men came home and were seeking a place to live and rear their children.

To prove this point here are some statistics, in 1950 the population of our city was 3,059 and today that mark has jumped to 9,000. It might be said that Harahan is a city of homes and I am proud of this

statement for it is a testimony that our home owners wanted a better place to rear their children.

Although there is a limited of acreage remaining which can be developed for homes, last year over 200 homes were built and two new subdivisions have started construction this year.

With this growth in population our school problem has been kept to a minimum with two elementary schools and a Lutheran elementary school will be ready this fall.

Our Volunteer Fire Department, headed by Chief John Coutrado, has been respon-



**HARAHAN'S OFFICIALS**—These seven men and one woman are the people in the background of Harahan's progress and growth. From left to right: Frank H. Mayo, Mayor; Harold A. Buchler, City Attorney; Mrs. Francis Bourg, Secretary-Treasurer; Francis Bourg, Alderman; Charles A. O'Neill, Alderman and Mayor pro-tem; Paul Marcotte, Alderman; Henry Whitte, Alderman; John Coutrado, City Marshal and Chief of volunteer fire department.

# KELLER CONSTRUCTION CORP.

7900 PALM STREET, NEW ORLEANS, LA.



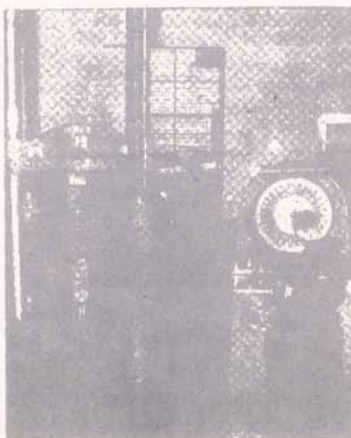
## GENERAL CONTRACTORS



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

# PITTSBURGH TESTING LABORATORY

Established 1881



**INSPECTING ENGINEERS AND CHEMISTS**

**"A National Fact Finding Institution"**

New Orleans District

**Office and Laboratories**

NEW ORLEANS

BATON ROUGE

LAKE CHARLES

ALEXANDRIA





When school days come again this fall in Harahan, this new Lutheran Elementary School will help solve the crowded school problem.

sible for Harahan fire rates to be lowered but at the same time keep the efficiency in the department high.

Plans for a larger Post Office are in the making as soon as the location is chosen construction will begin.

As I look back over the years I've served as mayor of Harahan, I can remember when someone needed medical attention in Harahan a doctor had to come from New Orleans on horseback. Today we have doctors established in our city and a

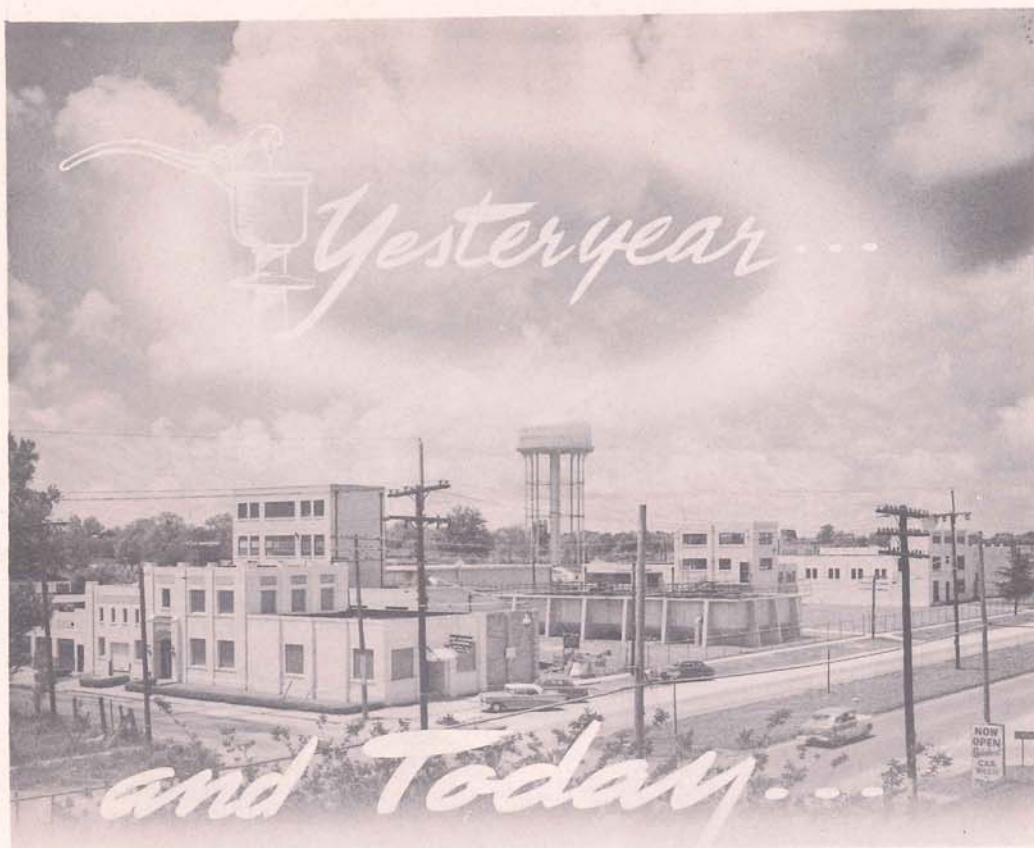
hospital is only five minutes away.

Although we are away from the metropolitan area, our transportation is good and the fare, in tokens, to transfer points in New Orleans is only 13 cents.

I am proud to add to the statement that we are a city of homes, we are also a city of fine churches in which our people worship. This pleases me very much to report that our city has more churches than saloons.



These homes are just a few of the many located in Harahan and are responsible for Harahan being referred to as a City of Homes.



A  
PROGRESS REPORT



# EAST JEFFERSON WATERWORKS DISTRICT No. 1

By John W. Hodgson, Sr.  
(President and General Manager)

The influx of new residences into East Jefferson Parish during the past year kept we, the East Jefferson Waterworks District No. 1, on our "toes" meeting the demands of a continuing growing community.

I am complacent of how we met the needs of our growing community with competent improvements resulting in a

reduction in fire rates commercially and industrially. This reduction didn't come about suddenly but rather took several years of modifications and improvements at our plant.

Our fire coverage of resident, commercial and industry, is 99 percent due to the modern, up to date improvements made



## OFFICERS OF WATER BOARD No. 1



From left, seated, John W. Hodgson, Sr., president and general manager; Commissioners Sam Thompson, Charles J. Kieffer, Blaise G. Camel, and Charles A. Boutall. Standing, from left to right, O. P. Garsaud, secretary to the board; Herbert Baudier, Sr., treasurer; T. Edward Ernst, consulting engineer; Archie J. Miller, office manager; W. C. Wolf, outside superintendent; Paul D'Gerolamo, purchasing agent; E. J. Rovira, Jr., Auditor; Jacob J. Amato, attorney and Pete Schmid, plant superintendent.

# T. L. James & Company

INCORPORATED

RUSTON, LA.

**GENERAL CONTRACTORS**

AREA OFFICE—KENNER, LA.

Phone Kenner 4-2511

## **SULPHUR SPELLS PROGRESS**



There are many ways to measure progress, but few are as certain and accurate as sulphur.

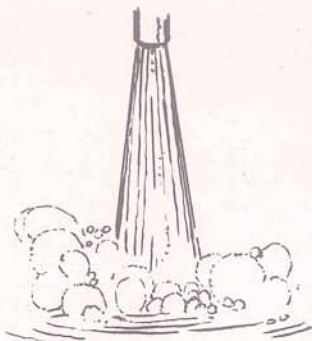
Wherever there is scientific and technological advancement, sulphur usually plays some part — important, though perhaps unseen.

Sulphur serves every major industry in numerous ways. For example, sulphur is essential in the production of almost every component in the automotive industry — steel, rubber, plastics, paint, glass, batteries, lubricants and gasoline.

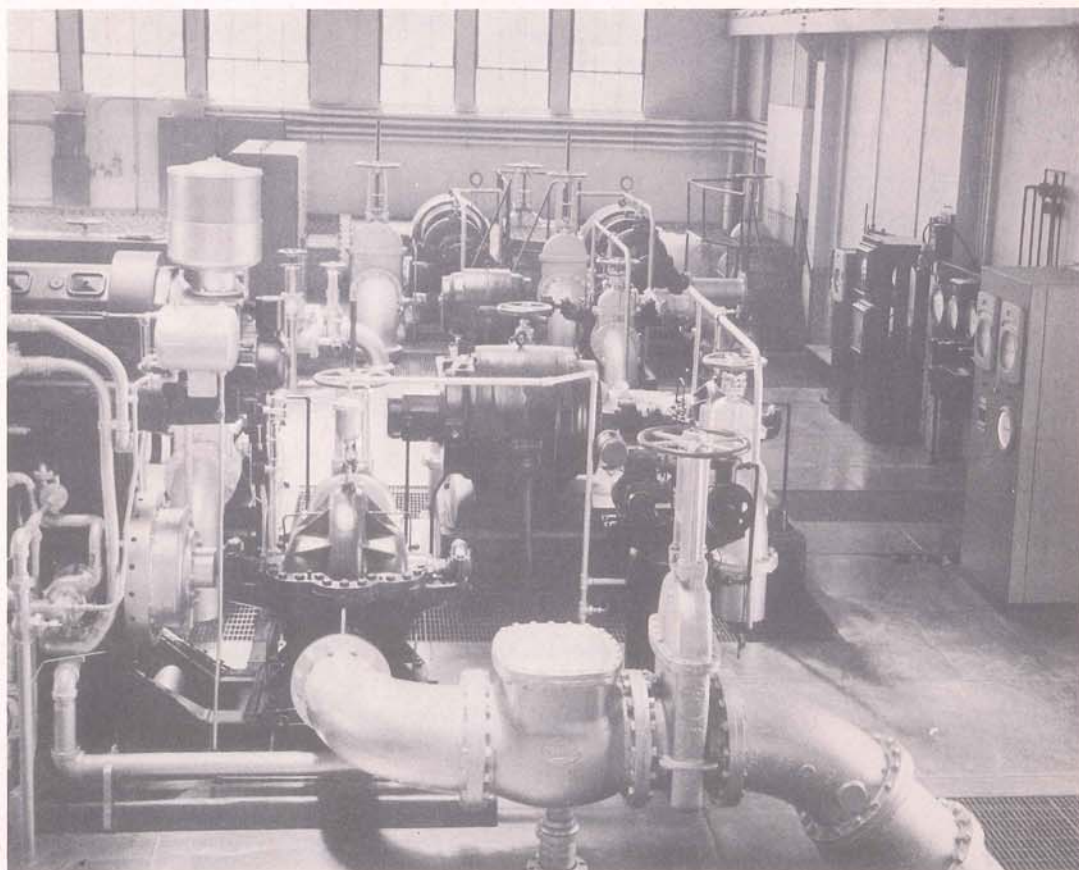
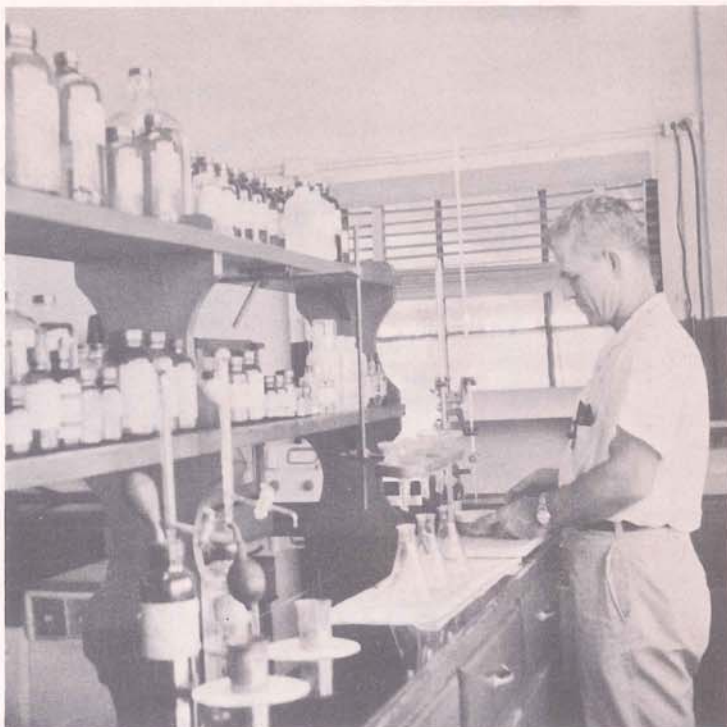
As our standard of living advances, the uses of sulphur multiply and its importance to our daily lives is enhanced. It has been our job over the years to keep pace with this progress — to make the large investments and take the sizeable risks required to develop new sources and new mining techniques.

**FREEPORT  
SULPHUR COMPANY**



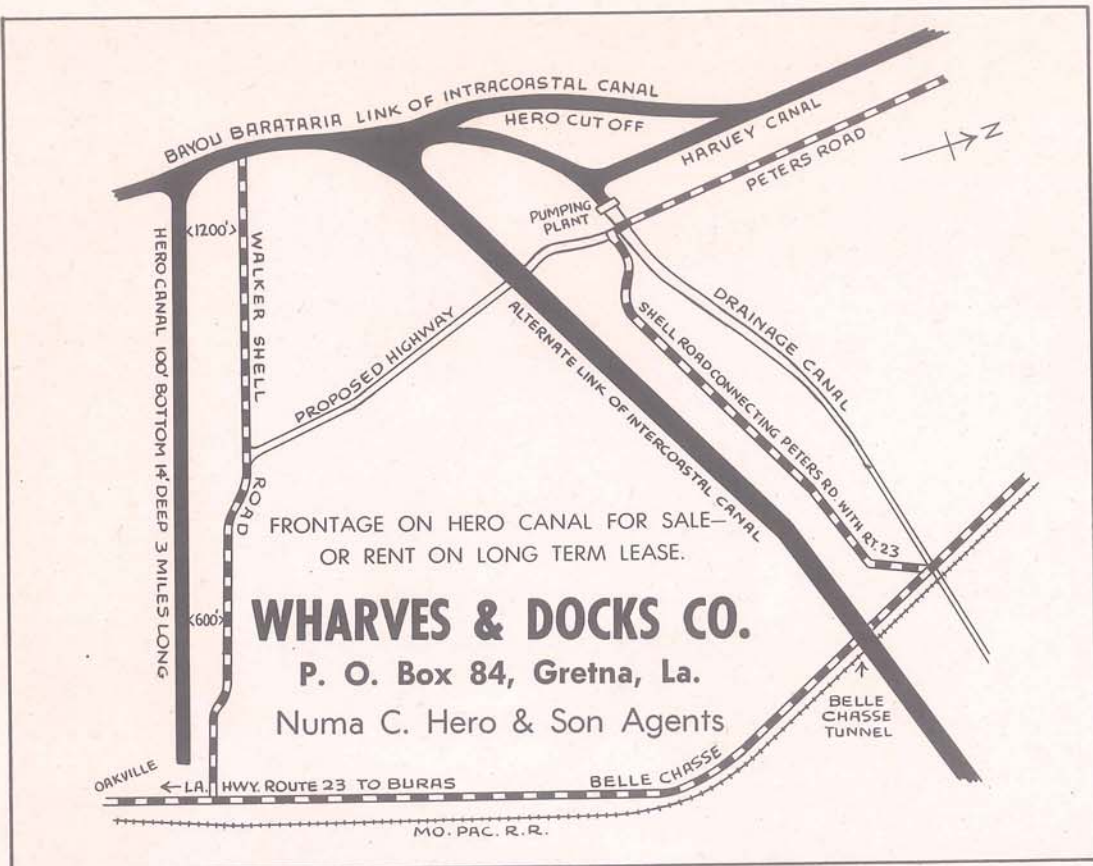


**ANALYSIS OF FILTERED WATER** - is made by assistant plant superintendent of Water District No. 1 Angelo Orlando. Mr. Orlando is testing the titration of water and to find out how much bicarbonates and caustic alkalinity exist in the finished water. A sample of the finished water is sent weekly to the Louisiana State Board of Health to be checked for purification and contamination. The Jefferson Parish Board of Health also checks the finished water twice monthly.



**PUMP ROOM** - it takes all sizes and types of pumps to maintain the required 60 pound pressure to the patronage of Water District No. 1. All of the pumps, with the exception of the big diesel emergency pump, are electrically operated. In case of an emergency or a pump failure, the maintenance crew switches over to the diesel pump and the proper pressure is again achieved. To keep the diesel emergency pump operational, it is used 15 minutes each week.

Continued on page 191



## PIPE LINE SERVICE CORPORATION

—Pioneers—

IN STEEL PIPE PROTECTION

Complete Facilities for Mechanically Cleaning, Coating and Wrapping  
Steel Pipe to Prevent Underground Corrosion

CONCRETE COATING APPLIED FOR ADDED WEIGHT

HARVEY, LOUISIANA

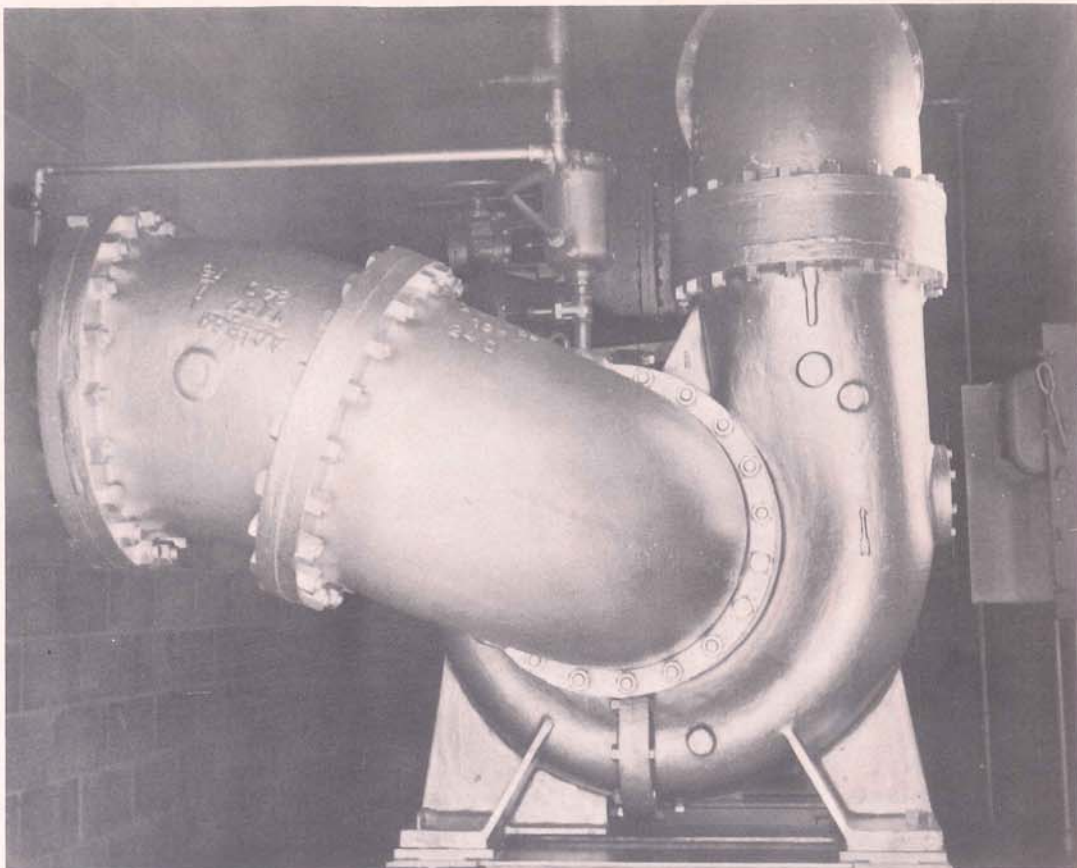
—Other Plants—

CORPUS CHRISTI, TEXAS  
SPARROWS POINT, MARYLAND  
MONMOUTH JUCTION, NEW JERSEY

FRANKLIN PARK, ILLINOIS

LONGVIEW, TEXAS  
GLENWILLARD, PENNSYLVANIA  
PROVO, UTAH





**HUGE WASH PUMP** - this newly installed \$45,000 wash pump at the plant of East Jefferson Waterworks No. 1 is responsible for cleaning the filters so that the finished water may be pure and uncontaminated. The huge wash pump's capacity is 13,000 gallons of water per minute and to properly clean one filter requires 15 minutes of washing. The water that is used to clean the filters is pumped back to its original source, the Mississippi River.

in our department. One of the more serious problems is keeping pace with the new subdivisions built away from the plant. We are combating this problem with pipe lines.

We contracted a \$174,000 project to improve water pressure, fire protection and a source of water supply to Pontchartrain shores subdivision and the Catholic Home for Women. This will be accomplished by laying an eight-inch main from Veterans Highway to Lake Villa to Avon Blvd.; a 12 inch main from Avon Blvd. to St. Mary's; and an eight inch main from St. Mary's Club homes to Bissnet subdivisions. Completion of this project is expected by July.

Our plant services the entire East Bank

of Jefferson, 30,000 acres, with an average of nine million gallons per day. There is still more room for advancement in water services from our 24 million gallons per day capacity. By adding filtration tanks, our output could be boosted to 30 million gallons.

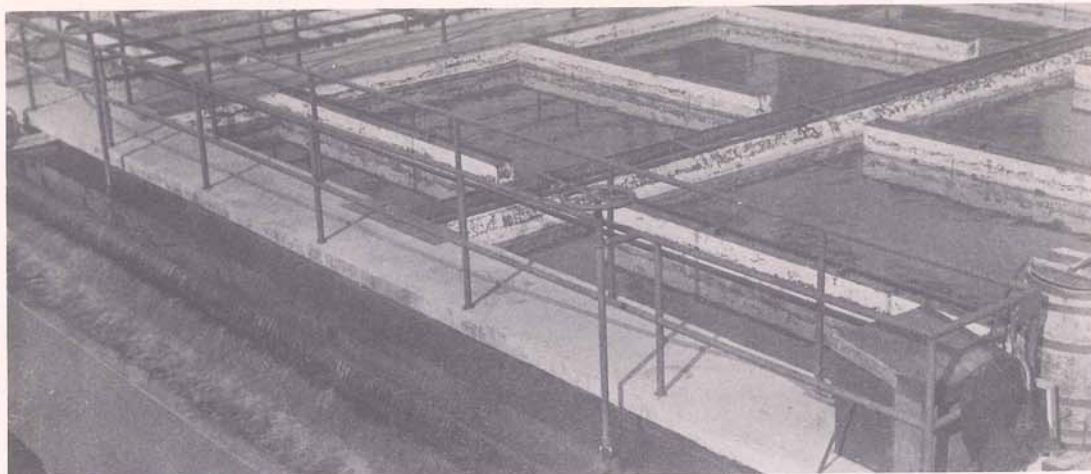
With approximately 10,000 new people moving in last year, we had to install many short line extensions to keep up with progress and street improvements. We have installed 2,439 water services in the last year to make a total of 27,873.

Our latest improvement is a \$45,000 wash water pump and pipe lines for use in the new filters in the plant. This is another addition to our waterworks to

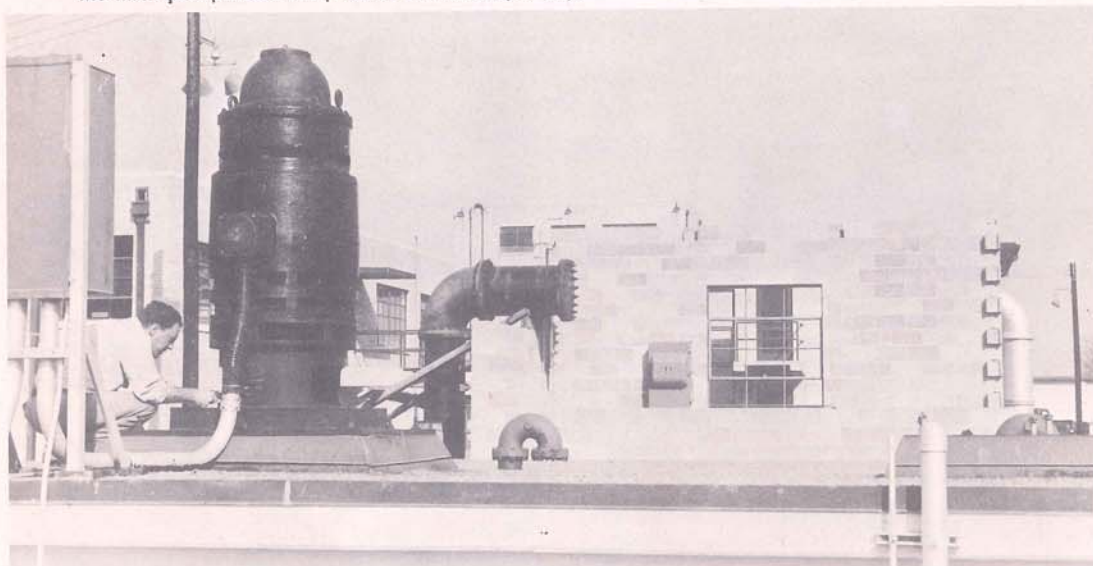
Continued on page 192

# *Penick & Ford, Ltd., Inc.*

**Packers of BRER RABBIT  
Syrup and Molasses**



**PRECIPITATORS** - these three precipitators make it possible for commercial, industrial and residential customers served by Water District No. 1 to receive pure, uncontaminated water. The three precipitators separates the turbidity and other foreign matters from the water. Each of the precipitators produces over 3 millions gallons of water per day and together they produce 10 million per day. If necessary, the three precipitators can produce 12 million per day.



**MAINTENANCE OF EQUALIZER PUMP** - Plant Superintendent Peter O. Schmid checks to see if the equalizer pump requires lubrication. Mr. Schmid has seen many progressive improvements and additions to Water District No. 1 during his eight years of employment. This is another reason why Water District No. 1 is able to provide efficient water service.

keep pace with expanding East Jefferson and give our people the best possible services they deserve.

In 1950, our total of fire hydrants were 882; the end of 1957 that figure snowballed to 3,500. It takes miles of pipe to operate a waterworks plant and compared with the 1950 figure of 128 miles of pipe, today we have over 320 miles of pipe. Not only have we increased the length of pipe but have progressed from a four inch pipe used in 1950 to the present 36 inch pipe.

These figures prove that we have stayed one step ahead of the amazing growth of the East Bank which exceeded 10,000 new persons last year. Through careful plan-

ning in the past, we will be able to stay ahead of this expanding growth. Assisting us to our successful status is Johns-Manville's plant in Marrero. They manufacture a pipe which can be linked with rubber joint simply by pressing the pipe with the knee. This eliminates the tedious task of fitting joints of average size pipe work.

Our plant, located on Jefferson Highway in Shreveport, is recognized as the most modern plant in this part of Louisiana. To keep this fine achievement we will strive for progress and expansion now and in the future to keep abreast of our rapidly growing community.



**METAIRIE SAVINGS  
BANK AND TRUST  
COMPANY**



*"The Bank of Personal Service"*

**THREE OFFICES FOR  
YOUR CONVENIENCE**

**MAIN OFFICE ...  
3338 METAIRIE ROAD**

**JEFFERSON BRANCH ...  
3639 JEFFERSON HIGHWAY**

**METAIRIE ROAD BRANCH ...  
517 METAIRIE ROAD**

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

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



**A & P  
FOOD STORES**

**Owned and Operated  
by**

**The Great Atlantic and Pacific Tea Co.**

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

**E. D. SMITH'S  
STENCIL WORKS**

**RUBBER STAMPS, STENCILS, SEALS  
426 CAMP NEAR POYDRAS**

JA 5-2128

NEW ORLEANS

**E. T. SALATHE & SONS**  
WHOLESALE DISTRIBUTOR

CITIES



SERVICE

FOrest 6-4542

99 FIRST STREET

GRETN, LOUISIANA

**CELCURE**

PROCESSED

**Lumber**

for

**HOME, MARINE AND  
INDUSTRIAL USE**

**CELCURE WOOD  
PRESERVING CORP.**

OF LOUISIANA

Box 566, Kenner, La.

Phone 21-44584

*United States Steel Products*

DIVISION

*United States Steel Corporation*

*P. O. Box 4026, Station F.*

*New Orleans 18, La.*

**MAUMUS F. CLAVERIE  
DISTRICT MANAGER**

Telephone VEron 3-2851

# THE RAINBOW INNS

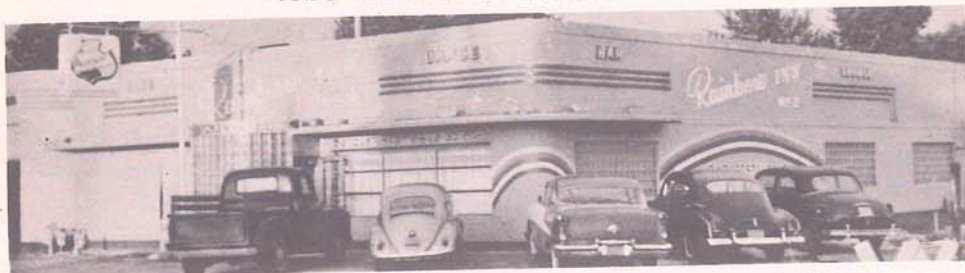


**1125 JEFFERSON HWY. No. 1**

DELIGHTFUL LOUNGES AND RESTAURANTS WITH LARGE  
PARKING AREA . . . PLUS DRIVE IN SERVICE FOR YOUR  
CONVENIENCE. BANQUET ROOMS FOR ALL OCCASIONS.

**EXCELLENT FOOD** . . . **EXCELLENT SERVICE**

**4808 JEFFERSON HWY. No. 2**



Be Sure and Visit **THE RAINBOW INNS**

Phones: No. 1, VE. 3-9100 - No. 2, VE. 3-9308

LEO O. BACHER, Owner



## Lafitte Oil Distributing Co.

DISTRIBUTOR

**ESSO STANDARD OIL CO. PRODUCTS**

L. D. Lafitte 3550

Lafitte, Louisiana

## WEST SIDE OIL COMPANY

MRS. LLOYD FAUST, Mgr.

Distributor

**ESSO STANDARD OIL CO. PRODUCTS**

Fillmore 1-6731

Harvey, La.



# WATER DISTRICT NO. 3

## \$1,560,000

### RECONSTRUCTION PROGRAM

# *Under Way*

By Ivy Savoie  
(President)

Nineteen hundred and fifty-seven was a busy year for the personnel of Waterworks District Number 3 which came about due to the tremendous expansion on the Harvey Canal area and the increase of new resident building. This area covers

from Gretna to Westwego and is bordered on the north by District No. 2 and on the south by District No. 6.

• With the approval and recommendation by the voters of our district in the spring of '57 a \$1,325,000 bond was issued to



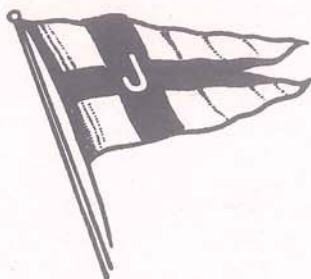
WATER DISTRICT NO. 3 BOARD—it requires hard work and planning to bring to a community efficient water service at the lowest cost possible and this is just what Water District No. 3 board members are doing. Pictured above are from left to right: Joseph Percle, commissioner and vice-president; Ivy Savoie, commissioner and president; O. A. Barnewald, secretary-treasurer and superintendent; Joseph Calzada, commissioner; Sidney Bourgeois, commissioner and Sherill Banquer, commissioner.

# **JAHNCKE**

## **SERVICE**

814 HOWARD AVE.

NEW ORLEANS 4, LA.



Established 1875

**DREDGING**

**SAND-GRAVEL-SHELLS**

**CONCRETE-BUILDING MATERIALS**

**SAFWAY STEEL SCAFFOLDS**



**CONCRETE PIPE-"CRESCRETE"**

MADE AT

**CONCRETE PRODUCTS PLANT**

IN

**JEFFERSON PARISH**





Pipe piled in readiness to begin new installations, a part of the District 3 expansion program.

enlarge our water services to keep pace with the expansion and to improve fire protection.

The contracts were signed February 3, 1958, for a \$1,560,000 reconstruction program which includes: a one-half million gallon storage tank, \$30,000 water works District No. 3 administration and warehouse building, 20 inch pipe main line on Avenue B to 16th Street, 16 inch Pipe main line from Manhattan to Garden Road and a 12 inch pipe main line from Harvey to Westwego.

We have progressed over 100 percent

in fire hydrants installed and in service over the previous year. The increase in fire hydrants and the \$1,560,000 reconstruction program will not only give our consumers a more efficient water service

but will bring about a reduction in fire insurance rates. We of the Water District No. 3 have taken this challenge of lowering the fire insurance rates and will work toward this goal which was achieved by two east bank areas. We hope that in the near future we can boast of this achievement with our neighbors on the east side of the river.



Although it looks like wilderness, this is the site chosen by Water District No. 3 to build their 500,000 gallon water reserve tank which is part of the reconstruction program in progress.

**BROOK TARPAULIN  
CO., INC.**

Best Quality — Low Prices  
ANYTHING IN CANVAS

1730 Tchoupitoulas St.

JACKSON 5-4168

• FOR TARPAULINS

• TRUCK COVERS

• COTTON DUCK

**J. RAY McDERMOTT & CO., INC.**

*Engineers and General Contractors*

FOREST 6-8111

HARVEY, LA.

**LOTS • INVESTMENTS • HOMES**

Residential and Commercial Tracts

Lakefront Properties

**Buy With Confidence**

**HARRY J. SPIRO**

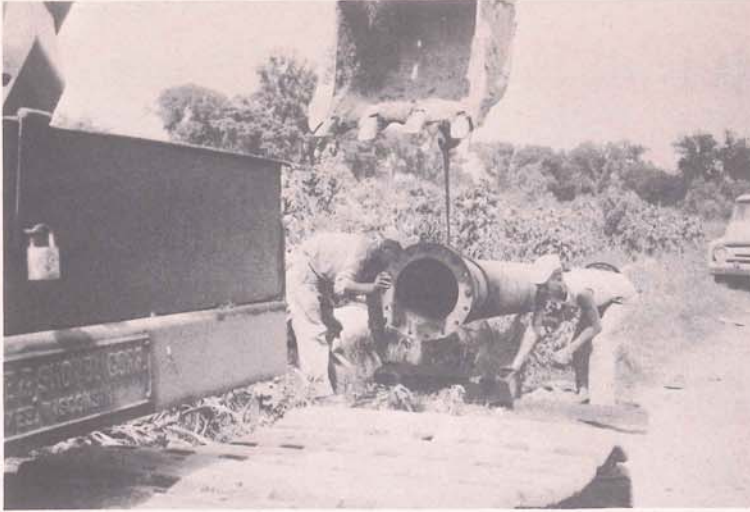
"Greatest Name in Jefferson Real Estate"

VERNON 5-1731

MAIN OFFICE: VETERANS HIGHWAY AT HELOIS

METAIRIE, LA.





A construction crew readies 16 inch pipe line to be connected and make one continuous pipe line from Harvey Canal to Garden Road. It takes lots of pipe fittings to hold together the 16 inch pipe line from the Harvey Canal to Garden Road. This is another project in the reconstruction program in progress at Water District No. 3.

Under the reconstruction program, some 159,510 linear feet of pipe will be installed in our district. The exact figures in different pipe sizes are: 3,920 feet of 20 inch, 23,390 feet of 16 inch, 23,020 feet of 12 inch, 19,120 feet of 8 inch and 90,000 feet of 6 inch pipe.

These statistics may not be exciting reading material but to the resident or businessman living in our district who needs water and lots of it to combat fire hazards these facts should be of interest.

Now is the time for hand shaking and congratulations to our water department for their progress. One example of our progress is in 1949 only 262 meters were in operation and today we can proudly re-

port that over 2,836 meters are in service. Of course we feel proud of this progress but will not be contented until the fire insurance rates our citizens deserve are lowered. But even then we will continue to strive to give our district the best, efficient water service possible.

Without the water conscious citizens of our district who contributed \$685,000 from improvement bonds and \$625,000 of waterworks utility revenue bonds of Jefferson Parish; our future progress would have been stagnant. The \$250,000 contribution from Waterworks District No. 2 made it possible to meet the cost of our reconstruction program.



Two construction workers dig deep to install this 16 inch main valve which will control water pressure and feed the smaller pipe lines in Water District No. 3. The main valve is located on 16th Street between Avenue A and B.

## J-M Expands With The Industrial South

For thirty-three years JOHNS-MANVILLE has contributed to the spectacular development of industry along the west shore of the Mississippi in Jefferson Parish. The Johns-Manville Plant at Marrero has created an annual payroll of over \$4,000,000 and more than 950 good jobs while spending \$3,000,000 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 PRODUCTS CORPORATION

Serving Homes and Industry since 1858

## CONTINENTAL CAN CO., INC.

ROBERT GAIR PAPER PRODUCTS GROUP



501 COOLIDGE ST.

SOUTHPORT, LOUISIANA

THE BIG

D

- DEPENDABLE
- DIVERSIFIED
- DAMAGE FREE

*in barge transportation*

### DIXIE CARRIERS, INC.



HOUSTON  
3400 Montrose  
JA 9-4853

NEW ORLEANS (Harvey)  
P. O. Box 248  
Forest 6-6486

Member of the American Waterways Operators, Inc.





WATER DISTRICT NO.

5

80%  
OF A 25 YEAR GOAL  
IN 5 YEARS

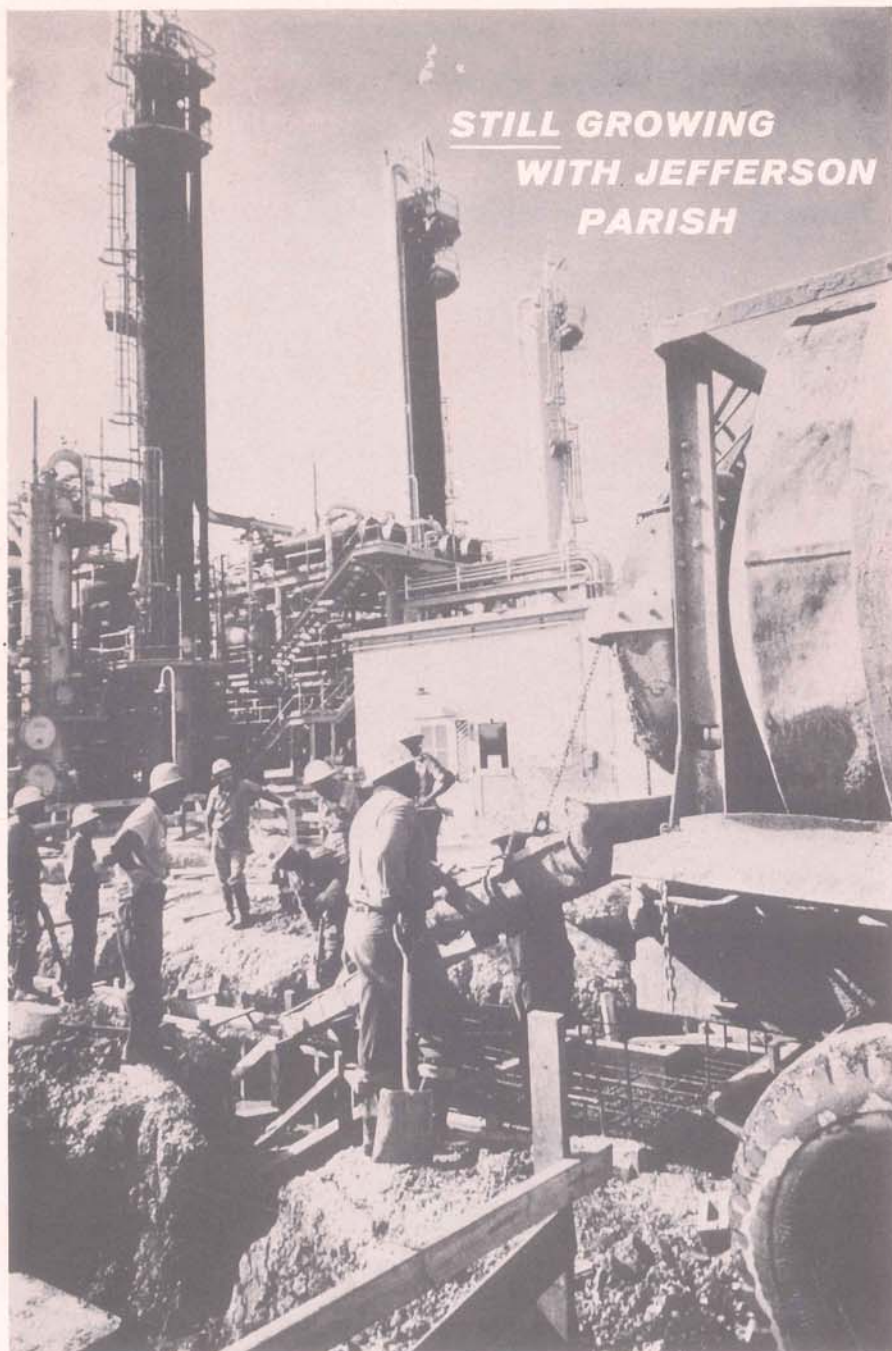
By Abe H. Howell  
President & Superintendent

With 11 miles of riverfront and a large amount of land available for large industries to settle in, we of Water District No. 5 could wait for prosperity to come but instead an effort to improve water service and modernize our equipment has been put forth.

One of the larger industries in our district, American Cyanamid Co., will complete a \$39 million expansion program during the third quarter of this year. This expansion will double the production of acrylonitrile and will bring the total cost of the Company's original investment to



OFFICERS OF WATER BOARD NO. 5—from left, Dan C. Slate, vice-president and commissioner; Mrs. A. L. Gullledge, commissioner; Wilfred Berthelot, Jr., commissioner; Abe H. Howell, president and commissioner; Mrs. Margarette S. Muller, secretary-treasurer; and E. J. Ledet, commissioner.



**STILL GROWING  
WITH JEFFERSON  
PARISH**

At our Fortier plant, natural gas is converted to basic chemicals that give new life...endurance...and attractiveness to plastics, synthetic rubber, paints, fibers and textiles.

Production has grown steadily at Fortier.

This year, we are completing construction of new plant units to insure meeting the expanding needs of industry for these useful chemical products. Our growth, we hope, will continue to add to the growing prosperity of Jefferson Parish.

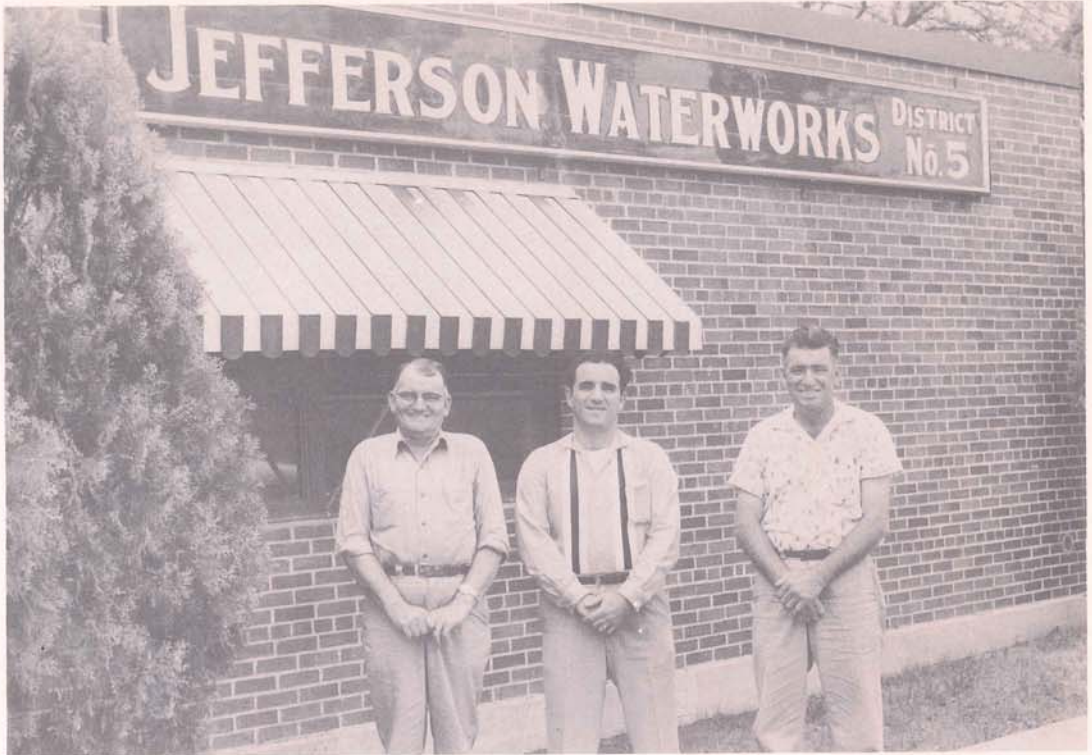
**CYANAMID**

**AMERICAN CYANAMID COMPANY**

**Fortier Plant**

**Jefferson Parish, Louisiana**





Personnel of Water Dist. No. 5—from left to right: Clarence G. Guillot, maintenance; David Macaluso, accounts receivable clerk; and Lawrence Grabert, chief of maintenance.

\$90 million with an estimate 1,000 employees required to operate and maintain the facilities.

This expansion program will place Cyanamid in the position of the world's largest producer of acrylonitrile. The increase in production capacity will be 100 million pounds per year.

To keep the water supply effective and efficient, Water District No. 5 signed a contract with Chicago Bridge and Iron Co. for a 200,000 gallon water storage tank. The 200,000 gallon water storage tank not only increases the water supply but provides better fire protection. The cost of

the tank is \$16,451.

I am happy to relate to you that we have reached 80 percent of the 30 million gallons per month goal which is to be reached in 25 years. This is our fifth year of operation.

With the expansion of American Cyanamid Company, we of District No. 5 can see that progress is moving toward our district and we will keep pace with new developments with modern, up-to-date water service.

There has been a steady increase in commercial and residential building, due to the available land which is very high ground and suitable for commercial and residential building. I can safely say that 1958 will bring more people into our district.

Last year, because of adequate water and fire protection, a reduction in fire rates came about. Even though we enjoy an increase in water facilities there has been a reduction in millage taxes.

Last summer we put into operation a 450-gallon per minute pump replacing a 100-gallon pump which was inadequate for the amount of water used. This pump is necessary due to the fact that we serve Nine Mile Point, Pecan Grove, Normandy Park, Avondale, Bridge City, Waggaman, Willswood and South

## Gretna Sheet Metal Works, Inc.

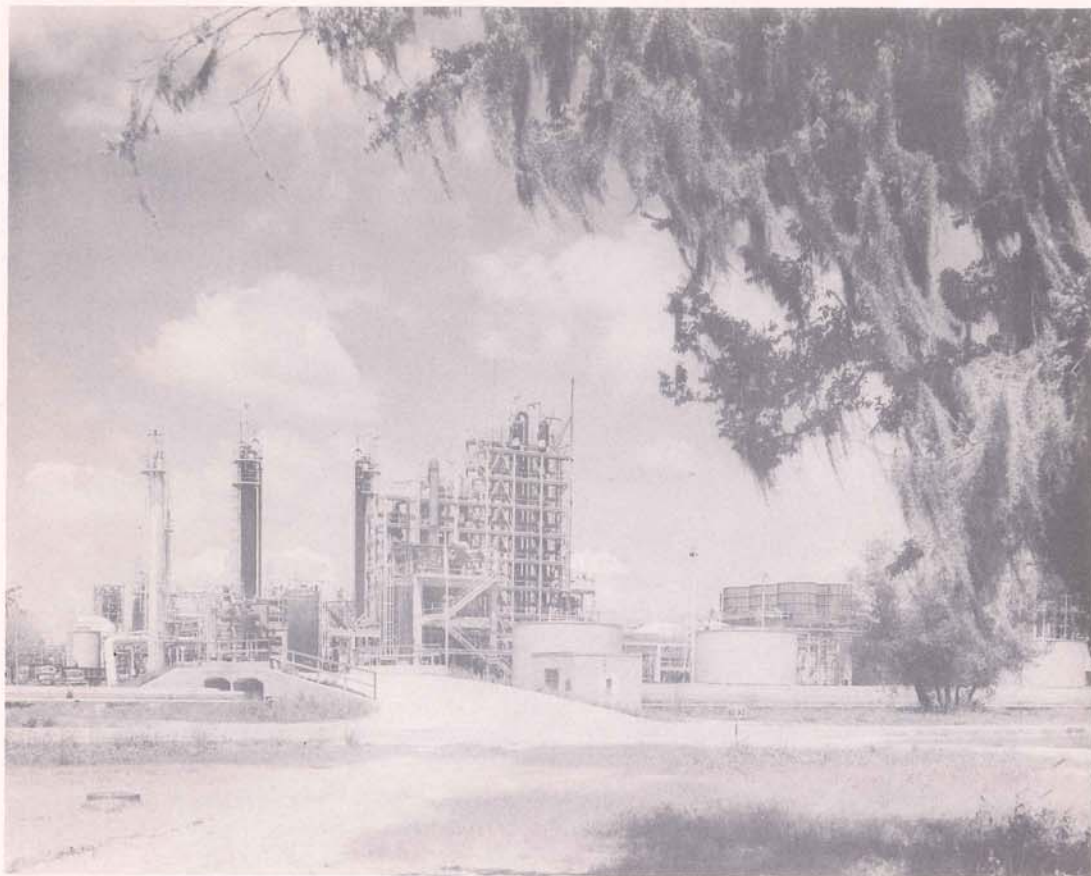
PAT HOGAN, Mgr.

ROOFING AND SHEET METAL  
SOLD AND APPLIED

1400 LAFAYETTE AVE.

GRETNAL, LA.

FOrest 6-4561



ACRYLONITRILE WILL BE PRODUCED at the rate of 100 million pounds per year after the completion of Cyanamid's \$39 million expansion program at the Fortier Plant near Avondale, Louisiana. Acrylonitrile is used as a base in the manufacture of synthetic fibers, synthetic rubbers, plastics and many derivatives. District 5 is prepared to supply the water demands of this plant.

Kenner.

Other big industries we serve in addition to American Cyanamid Company are Avondale Marine Ways, Inc., and the Nine Mile Point generating station of the Louisiana Power and Light Company.

When I say there is 11 miles of the finest continuous strip of riverfront sites in the metropolitan area available in Water District No. 5, I am not just making big talk. The fact that Avondale, and Cyana-

mid have developed in our area proves that these industries were looking for a place that offered a bounty of water transportation and also natural gas, proximity to markets, good transportation and plentiful supply of co-operative, able labor.

I feel very confident that the future for Water District No. 5 will be prosperous because we are doing our best to meet progress with competent, efficient water service.

FRANK J. ROBINSON, President

RUSSELL N. GOMEZ, Sec'y--Treas.

## **MAYRONNÉ LUMBER & SUPPLY CO., INC.**

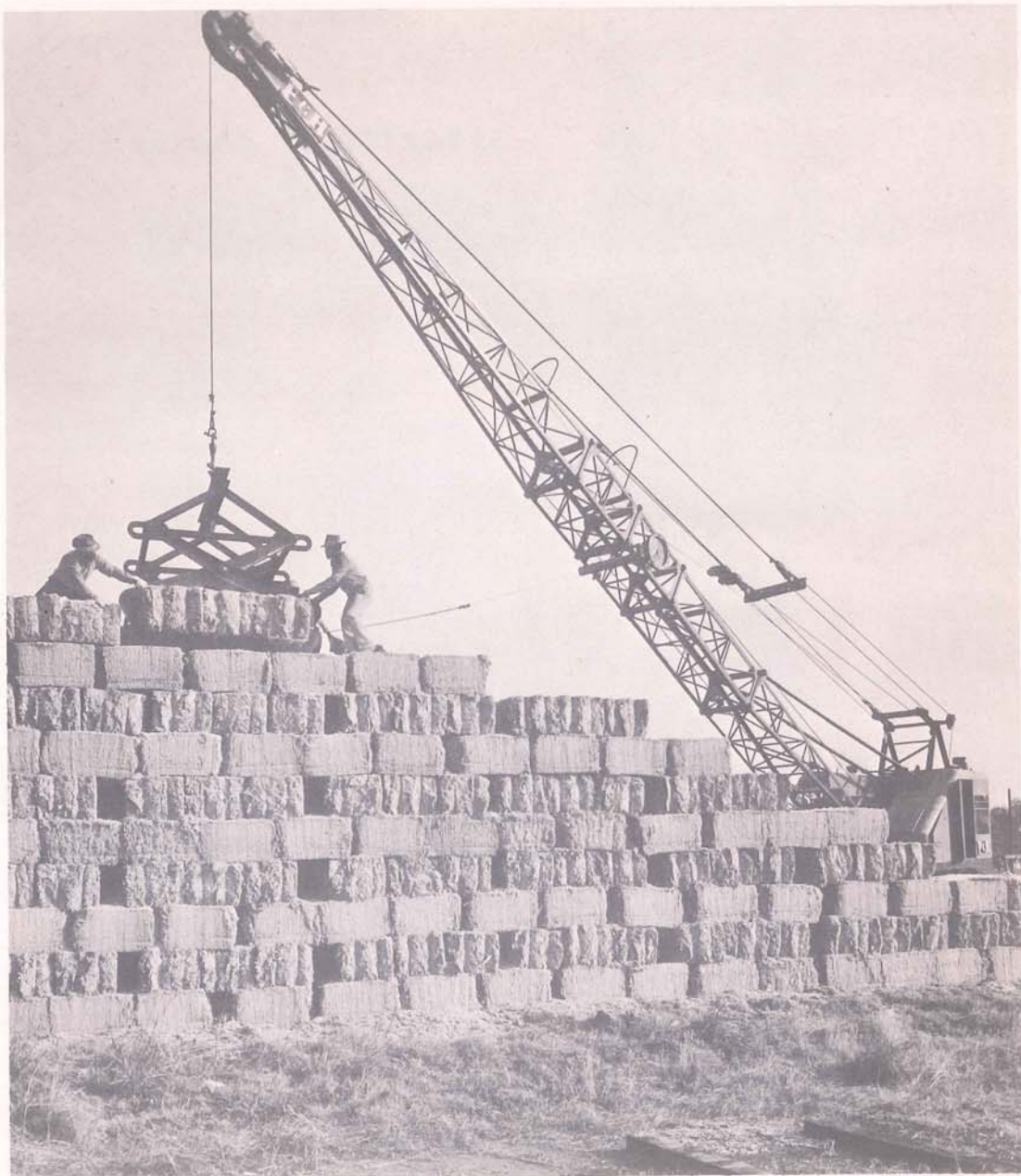
**Lumber, Millwork, Roofing, Building Material, Cement, Brick and Lime;  
Oil Field Materials**

• WEST BANK DEPARTMENT STORE OF BUILDING MATERIALS

Fillmore 1-1605

MARRERO

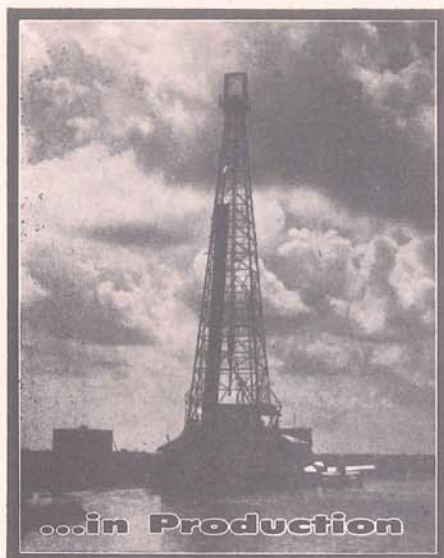




... stacking of the raw material — bagasse — for processing at the largest insulating board plant in the world — The Celotex Corporation's plant at Marrero

# CELOTEX

(The Celotex Corp.)  
MARRERO, LA.



**...in Production**

# UNITED GAS *"Keeps Ahead"*



**...in Transmission**



**...in Distribution**

United Gas is "keeping ahead" of the growing demands of residential, commercial and industrial customers for natural gas. At United the search for new reserves never ends. New pipe lines and other transmission facilities are constantly being built. Distribution facilities are continually expanded to serve new customers. By anticipating the needs of every customer . . . by building in advance of demand, United Gas "keeps ahead" of requirements . . . "keeps ahead" of the expanding economy of the Gulf South.

**UNITED GAS**

S E R V I N G   T H E

*Gulf South*

UNITED GAS CORPORATION • UNITED GAS PIPE LINE COMPANY • UNION PRODUCING COMPANY



# WATER DISTRICT No.



Steady Increase in Service Since Bridge Opening. .

By Clem Perrin, Sr.  
(President)

The completion of the Mississippi River Bridge not only brings us closer in time and eliminates the tedious task of crossing the ferries from the metropolitan, but will mean more commerce and resident building will develop in District 6.

To Water District No. 6, this means an expansion in gas and water services. Our gas and water capacity will enable us to service an expansion in commerce and subdivision building effectively.

There has been a steady increase in water service bringing our total number of water meters installed to 735 and an official survey indicates by the end of this year over 800 will be in operation.

Under a \$1,055,000 bond issued last year to make water and gas service to the most southerly points of our district practical, statistics show that 555 gas meters have been installed and 100 additional meters will be in operation by the end of this year.

This increase in both water and gas services proves that Water District No. 6 is on hand to greet the progress and expansion in its area with competent service.

I am confident now that the Mississippi River bridge is completed, more commerce and resident building will move into our area and we will be ready to give them modern, efficient water and gas service.



WATER BOARD NO. 6 OFFICIALS—from left, Clem Perrin, Sr., president and commissioner; Warren Lavelle, secretary-treasurer and commissioner; Robert A. Pitre, Sr., commissioner; Gus Carmadelle, Sr., commissioner; John W. Dufrene, commissioner; E. H. Arnold, superintendent.

# RICH IN *Beauty.....*



Mary Dell Tinsley, First Vice-President of Plaquemines Parish 4-H Clubs, was crowned Queen of the 1957 Plaquemines Parish Fair and Orange Festival.



# RICH IN Resources

PRESENTING

## The Parish of PLAQUEMINES

By Leander H. Perez

District Attorney

Plaquemines Parish and St. Bernard Parish

Flanking both sides of the last hundred miles of the Mississippi River below Orleans, St. Bernard and Jefferson Parishes is an area of approximately a thousand square miles, recognized as the richest in natural resources of any section its size in the United States. This is the Parish of Plaquemines. To the stranger it is a bewildering array of amazing and colorful contrasts. To those 16,000 who make it their home, it is a paradise for fishing and hunting and an ideal place to earn their livelihood and raise their families.

Plaquemines Parish has new, modern consolidated schools, with facilities provided for normal population increase for several years to come, including the finest negro consolidated school in the entire state. We have water purification systems throughout the parish, free boat ways and river locks, ferries, pump drainage system and a modern highway system. These are some of the improvements which have added to the welfare and prosperity of our people.

One end of the Parish is a huge water wilderness, providing a sportsmen's para-

dise in the 66,000-acre Pass a Loutre Shooting Grounds, and for the winged wildlife of the nation, the nearby 45,000-acre Delta Migratory Wildfowl Refuge, a sanctuary so safe that the frequent helicopters flying from the oil fields fail to disturb the complacent feeding of its millions of blue geese and wild duck.

At the other end is a cluster of important industrial plants including the new and huge Cuban American Nickel Company, a Freeport Sulphur Company, subsidiary, now under construction that will employ 650 workers with an annual payroll of about \$3,500,000. This new Plaquemines industry will make Louisiana the leading nickel-producing state in the Union and the cobalt-producing leader of the Western World.

In-between its upper industrial area close to New Orleans and its lower wildlife wonderland close to the river's mouth is the Plaquemines Parish of oil, sulphur, natural gas, seafood, menhaden, furs, citrus fruits, truck farming and cattle.

It is the parish of the world's deepest oil well and is the largest petroleum-pro-



Pilot Frank Cady takes off with the greatest of ease, hangs poised while the Review photographer takes this picture, and then carries his load of pipe to location in a mere fraction of the time it would take a boat.

ducing parish in Louisiana, supplying over 15% of the state's total output. Plaquemines is also the home of the famous Freeport Sulphur Company that with its original mine at Grand Ecaille in the heart of the marshland, its new floating mines and great floating thermos jugs, now annually supplies the nation with over 1½ million long tons of the vital yellow element of which every man, woman and child in the U. S. consumes 30 pounds a year in some form or another. Its natural gas is being piped throughout the eastern section of the United States. For several years most of the natural gas used by the 79-million-dollar Kaiser Aluminum and Chemical Company of Louisiana has come from the Plaquemines fields.

The Plaquemines seafood fishing fleet and seafood plants provide the national larder with around 20,000 barrels of succulent oysters and millions of pounds of tasty shrimp a year. Since 1950 its two menhaden plants at Empire have been con-

verting the Gulf's plentiful trash fish into an increasing annual production of poultry and animal food. And its trappers catch and cure one fourth of all of Louisiana's annual fur production, which in turn, exceeds the pelts provided annually by Alaska and Canada combined.

This is the parish whose famous citrus belt originated and produces the sweetest and juiciest oranges in the nation—the unbeatable “Creole Sweet”—as well as tangerines, kumquats, navels, valencias, and grapefruit. It is the home of the mandarin in the U. S. Plaquemines proudly remembers that its very name has a citrus derivation meaning “persimmons”—and it was on their plantation at Jesuit Bend that the Jesuit Fathers discovered that the lower river land was ideal for citrus fruit and passed their knowledge to parish pioneers. They in turn established the historic Plaquemines citrus industry that has made a sensational comeback twice after two major disasters (one in 1893 and the other as recent as





Plaquemines Parish Police Jury, who administer the affairs of the parish are shown in session. They are: Left to right, Joseph P. Hingle, police juror, tenth ward; Jos. Jurjevich, police juror, fourth ward; Clyde Kennair, police juror, seventh ward; John Trumbaturi, police juror, first ward; Jos. Antonio, police juror, second ward; John C. deArmas, parish engineer; Emile Martin, Jr., president of the police jury and juror of the eighth ward; Judge Leander H. Perez, district attorney of the 25th judicial district; Mrs. E. LaFrance, secretary; Heard Ansardi, police juror, third ward; John Friedman, police juror, fifth ward; E. C. Marshall, police juror, ninth ward; George A. Hero, Jr., police juror, sixth ward.

1951) and is again producing well over 100,000 boxes a year. In fact, the Citrus Growers Association has made the annual Orange Festival one of the outstanding parish events of the year. Plaquemines is the only parish in Louisiana where orange growing is an industry and is the only parish producing Orange Wine, which consumes about 5% of the annual crop.

Then there's the lush 45-mile-long truck garden belt on both sides of the river from Braithwaite to Point a la Hache, where it is nothing unusual for crisp green lettuce to thrust its head out of the ground at Christmas time—an industry constantly encouraged and aided by the alert office of County Agent Murphy W. McEachern, helped in its problems by the 100-acre L. S. U. Experiment Station in the heart of the parish headed by Superintendent Ralph T. Brown, and its housewives guided by Home Demonstration Agent Mrs. Mildred Ezell. In 1930 thirty-five per cent of Plaquemines' population was farming, and although today only 13% are farming they are producing twice as much as the 35 per cent did previously.

A comparatively new but ever-expanding industry has come to Plaquemines in the last few years—the raising of blooded and

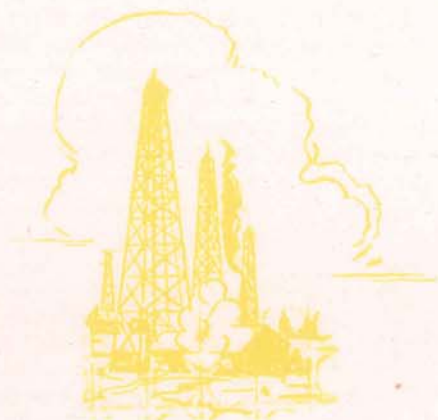
beef cattle—partly made possible by the recent reclaiming of 25,000 acres from the back swamplands by means of parish-financed drainage systems, the maintenance of which costs the farmer only a dollar per acre per year.

Early in the history of both the state and the parish after Louisiana's Etienne de Bore had discovered the secret of crystalizing sugar in 1895, the lower river area of Plaquemines was lined with sugar plantations and rice fields. This plantation period in the early half of the 19th century was so prosperous that Plaquemines was then known as the Empire Parish.

But gradually the centralization of the sugar mills for economic reasons eliminated the lower river sugar plantations of Plaquemines, and the necessity of building higher levees to harness the river made the growing of rice impractical and too expensive. By the outbreak of the War Between the States, Plaquemines was again dependent mostly upon its farming, fishing and citrus growing, the original occupations followed by the seamen, soldiers and "coureurs de bois" who first began to settle the lush acres below New Orleans when d'Iberville established a fort at what is now Phoenix. That fort was known as Fort de la Boulaye and was the first settlement in the State of Louisiana.

The War Between the States and the following difficult days of Reconstruction hit Plaquemines hard. During the next half century, its residents engaged primarily in the fishing, trapping and farming industries, earning their livelihood from nature's bountiful resources.

This period lasted until 1930—when oil was discovered in Plaquemines and the first well was brought in at Lake Washington. Today oil wells dot the parish and its tidewater limit of three leagues into the







The day after this picture was taken the shrimp season opened and these boats on the Battestella Canal cast their moorings and were off. On the shrimp boat Nancy in the foreground, owned by Lucian Buras, workman John Dimak is telling his son John, Jr., which boat belongs to whom.

Gulf. It is interesting to note, as an indication of the growth of oil as the primary industry of this area, that by 1955 Plaquemines was producing ten times as much as in 1940 and more than twice as much as any other Louisiana parish.

And then—three years later in 1933—as though destiny felt embarrassed about the long period of deprivation it had imposed on Plaquemines, it released the long hidden cache of sulphur when Freeport Sulphur Company's mine, built at a cost of \$4 million in the same Lake Washington area, proved a sensational success.

Twenty years later, in 1953, Freeport Sulphur embarked on a \$25 million expansion program involving 4 new mines to provide an additional three quarters of a million long tons a year to meet the nation's increasing demands.

With the discovery of oil and sulphur and the consolidation of parish government under one head, the Parish of Plaquemines in the middle thirties moved into its pres-

ent Period of Prosperity and Progress.

### What Has Happened in the Last 25 Years

Since 1933, when the Police Jury embarked on its vast public improvement program, these are a few of the things that have happened:

At Empire and Ostrica are the now famous locks, parish owned since 1936 and free to all fishermen and boat owners, which can be called the Little Panama Canal of Plaquemines. It saves boat owners the 100-mile trip around the mouth of the river. In 1957, 42,493 vessels passed through the Ostrica Lock and 34,645 used the Empire Lock. So popular is this short cut that it is estimated only 15% of the boats using it are Plaquemines Parish boats.

In 1940 the Parish of Plaquemines, at a cost of \$90,000, established between the east and west banks of the river at the parish seat of government of Pointe a la





Mr. and Mrs. John James Goodman, Sr., of Boothville Grove with their Top Trophy Award winning Citrus Display at the 1957 Plaquemines Parish Fair and Orange Festival.



Congressman F. Edward Hebert congratulates Mrs. Mitchell Lulich on the imaginative ingenuity of her Second Place winning Citrus Display at the 1957 Plaquemines Parish Fair and Orange Festival.



The King and Queen of the 1957 Plaquemines Parish Fair and Orange Festival—Mr. H. A. Schoenberger and Miss Mary Dell Tinsley.

Hache the only parish-owned free ferry in the U. S. As this was being written the Police Jury had authorized the installation of a similar Free Ferry between Belle Chasse on the West Bank and Scarsdale on the East Bank at the upper end of the parish.

At the present time the Plaquemines is completely electrified, with 95% farm electrification, which is higher than the national average. It is the only parish in Louisiana that matches the state dollar for dollar in its road-building program. From the fire protection of one piece of equipment and 22 men at Belle Chasse in 1949 the Parish of Plaquemines now is protected by nine

pieces of equipment and 500 men.

A waterworks system at Pointe a la Hache was completed last year, one at Venice in the Buras Waterworks District and another plant at Dalcour are now under construction. When these plants are completed this year, the whole populated area of the parish will have ample potable water and sufficient pressure for fire fighting.

One of the outstanding boons to the oil industry and fishing fleet of Plaquemines is the million-dollar deep-water canal from Empire direct to the Gulf, including the stone jetties at the Gulf entrance. This passage way, opened in 1950, saves boats navigating that area 45 miles every trip.

Under this improvement the Police Jury has also constructed navigation canals and free boat ways for the fishermen and drainage systems for the home owners and farmers. About 25,000 acres have been salvaged from the marshes by this parish-financed drainage program.

For the fishing industry, also, ten-foot sluice gates have been built to carry fresh water from the East Bank of the river to American Bay and adjoining bays for the cultivation of seed oysters, the only area in Louisiana where seed oysters are propa-







Helena Edgecombe, best all around girl exhibitor and Jake Di Carlo, best of Junior vegetable exhibitors in the 1957 Plaquemines Parish Fair and Orange Festival.



Tommie Brown of Port Sulphur, holding his champion of the Poultry Display in the 1957 Plaquemines Parish Fair and Orange Festival.





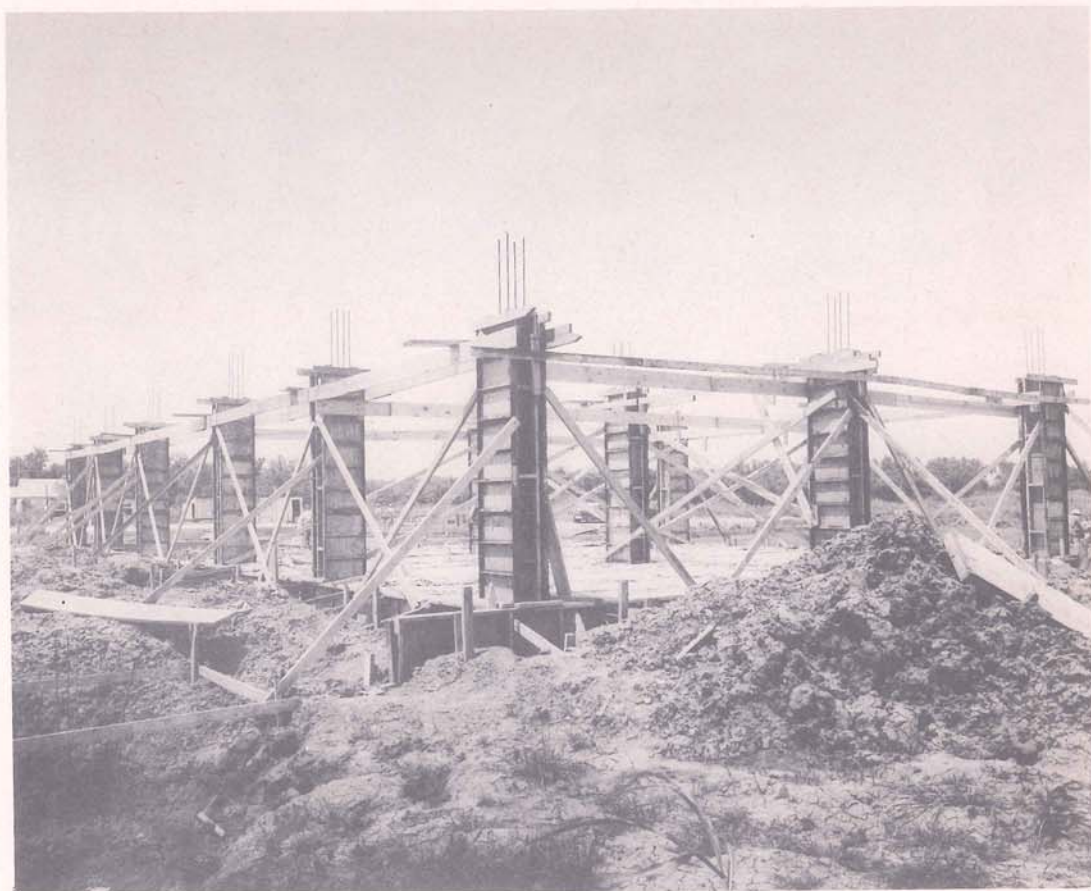
The entrance to the new tunnel under the Intracoastal Canal at Belle Chasse, the first tunnel in the state constructed under this Texas to Florida waterway.



THE WOOD ROOF DECK goes up on the 100-yard-long ammonium sulphate storage building at Port Nickel, near Braithwaite, La. Storage capacity of the Cuban American Nickel Co. facility will be about 23,000 tons of the high quality fertilizer. Ammonium sulphate will be a by-product in the nickel-cobalt reduction process at the refinery, which is now under construction.







The beginning of construction on the 500,000 gallon waterworks tower and tank at Venice, costing \$1,500,000. This unit is part of the Buras Waterworks District.

gated.

An extensive program in the Port Sulphur, Buras and Venice area has been under way since 1937 to improve drainage and provide better storm protection for the protection of life and property of the people of that area.

Plans are being prepared for a new elevated highway on the East Bank to shorten the distance from Braithwaite to Pointe a la Hache and at the same time to provide a 9-foot levee to protect against the tidal waves caused by hurricanes.

School children throughout the Parish now attend classes in the finest buildings to be found anywhere, including a new high school at Belle Chasse which will soon be completed.

A good example of the co-operation which exists in the Parish among its people, business interests and parish officials is the Port Sulphur Hospital now under construc-

tion. This new 50-bed, one-million-dollar parish hospital was financed primarily through donations from Plaquemines residents and business interests, and Hill-Burton funds without taxation to property holders.

Plaquemine is proud of the new indus-





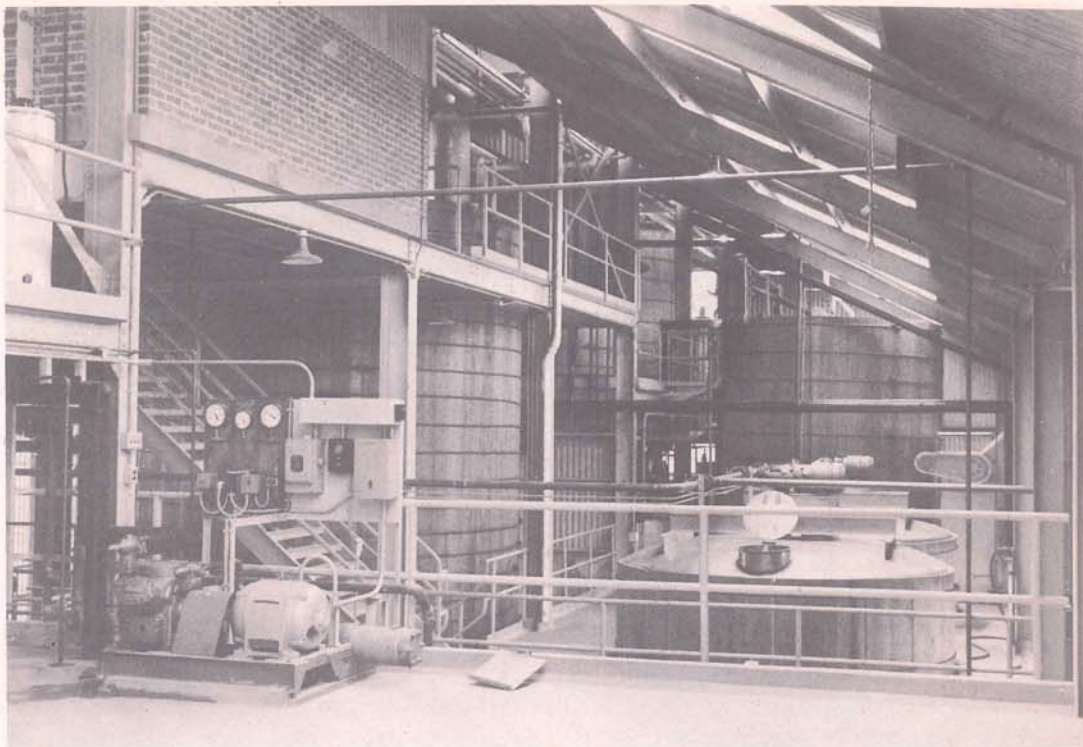
Progress at August 18 on the new \$2,500,000 Belle Chasse High School which replaces the former high school building which when it was new was the first brick school building in the parish.



District Attorney Leander H. Perez and Mr. and Mrs. Jos. P. Sendker, editors and publishers of the Plaquemines Gazette, examine the first off the press of the edition that announces that the new Plaquemines Parish 50 bed hospital is 50% complete.







Upper level at one end of the Red Star Yeast and Products Company's main building at Belle Chasse, Louisiana, showing great fermenters, processing tanks and compressors used in propagation of active dry yeast.

tries that have chosen it for the location of their plants: The Oronite Chemical Company at Oak Point, producing additives to lubricating oils for use in super-powered diesel fuel and gasoline; the Niagara Chemical Division of Food Machinery and Chemical Corporation at Belle Chasse, where sulphur is converted into sprays and dusts for fighting insects and plant diseases; The Red Star Yeast Products Company, the first of its kind in the South, producing out of molasses and water one of man's most indispensable foods—yeast; Products Research Service, manufacturing marine finishes and industrial coatings; and, of course, the new nickel and cobalt plant at English Turn.

The Alvin Callendar Airport at Belle Chasse to be utilized as a joint air training center for the combined use of the Naval Reserve Air Force, Air Force Reserve, Air National Guard and Marine Air Force was formerly dedicated recently.

And, finally, the first tunnel in the state was built under the Intracoastal Canal at Belle Chasse.

Although in the past 25 years Plaquemines Parish has experienced unparalleled progress and prosperity, the years to come will demonstrate that through continued co-operation of the people and its public officials Plaquemines will progress beyond all expectations and will continue to be a happy and prosperous community.





## PLAQUEMINES SECOND LARGEST INDUSTRY . . .

At Port Nickel, a newly-christened community 20 miles below New Orleans on the meandering Mississippi's east bank, construction men are forging ahead on a project that will make Louisiana the largest producer of nickel in the United States and the largest producer of cobalt in the Western Hemisphere. Both metals will play a vital role in America's revitalized defense program.

Cuban American Nickel Co., a subsidiary of Freeport Sulphur Co., chose the Port Nickel site in Plaquemines Parish for its refinery to process nickel and cobalt ore concentrates from Cuba.

During the year engineering plans for design, construction and processing have proceeded to meet the scheduled beginning of production the summer of 1959.

The refinery will have an annual capacity of 50,000,000 pounds of nickel, which will increase current United States output almost threefold, and 4,400,000 pounds of cobalt, which will more than double the country's current production.

The facilities at Port Nickel will require a total work force of more than 600 persons and will furnish a payroll in excess of \$3,500,000 per year. It will be Plaquemines' largest east bank industry and the second largest in the entire parish, following Freeport's sulphur facilities.

The construction schedule is being coordinated with activities at Moa Bay, Cuba, where the nickel and cobalt ores will be mined and concentrated for shipment to Port Nickel.

Plans have been drafted for the conversion of a Liberty ship which will be used to transport molten sulphur from Port Sulphur to Moa Bay for use in processing ore there. The same ship will transport the

liquid ore concentrate, or "slurry," from Moa Bay to Port Nickel on the return trip.

Total capital requirements of the nickel project are estimated at \$119,000,000, a large part of which will be spent in Louisiana.

Cuban American, which will operate the refinery, holds a contract with the U. S. Government under which the Government will buy, if offered, up to 271,000,000 pounds of nickel and 23,835,000 pounds of cobalt during the period ending June 30, 1965. This would be at the market prices prevailing on the date of the agreement—74 cents per pound for nickel and \$2 per pound for cobalt. The company, however, is at liberty to sell at least 70 per cent of its annual production to private consumers.

The huge project is being privately financed, Freeport having borrowed a large part of its capital requirements from banks and from nickel consumers in the U. S.

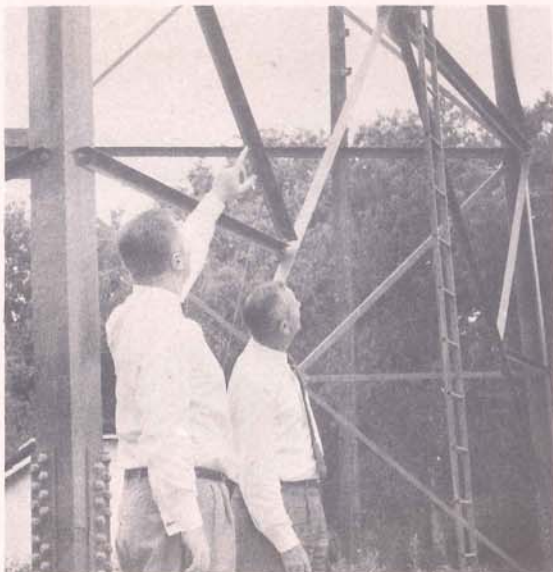
Nickel is indispensable in jet aircraft, guided missiles, atomic energy installations, electronics and other defense applications. Its resistance to conditions of extreme heat, corrosion and wear also make it essential in many peacetime industrial uses. The United States in 1957 produced only 18,000,000 pounds of nickel, mainly in Oregon, and had to import approximately 284,000,000 pounds.

Cobalt, too, is an important defense metal, particularly for magnets and high temperature alloys. U. S. production in 1957 is estimated at between 3,300,000 and 3,400,000 pounds per year.

Freeport Sulphur Co., second largest sulphur producer in the country, currently operates four sulphur mines in Louisiana.

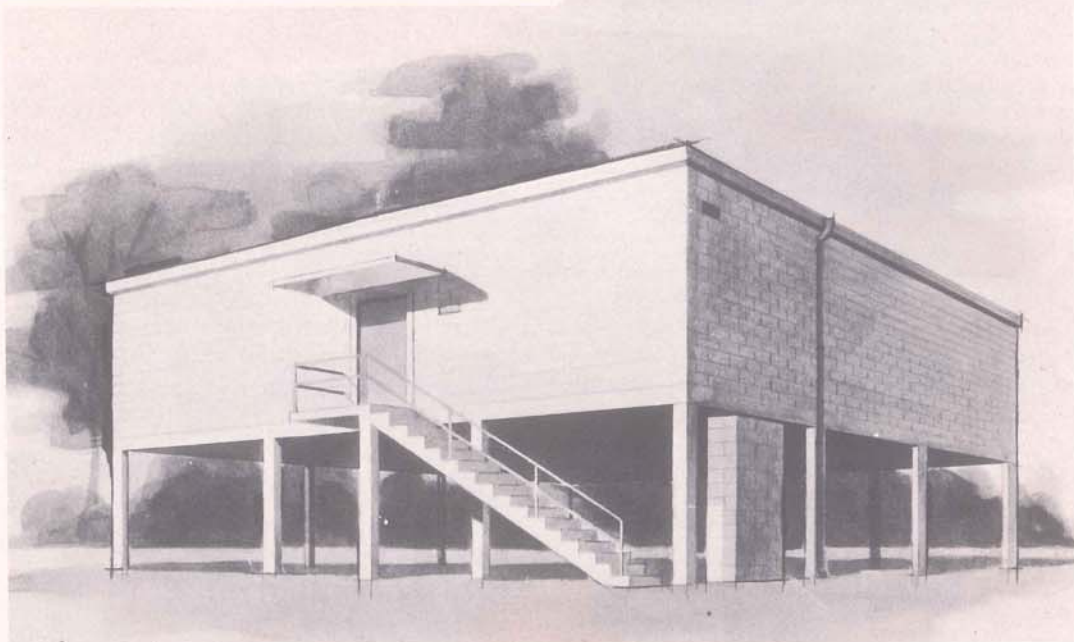
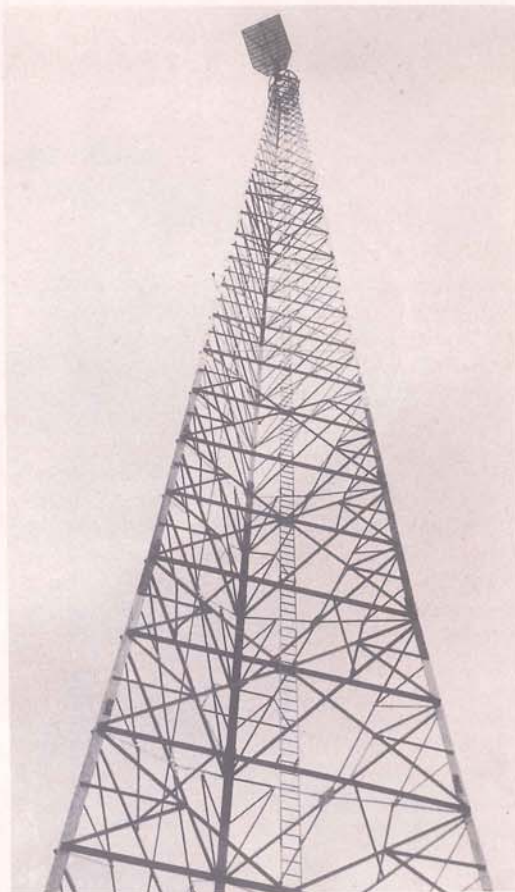






#### NEW SO. BELL INSTALLATIONS

In photo at top Jim Pitts, West Bank District Manager of So. Bell Tele. & Tele. Co., points to top of microwave tower and explains use to Jim Warren, District Engineer. At right the So. Bell tower at Buras. Bottom is new central office at Venice, La.



Telephone subscribers of the Buras, Venice and Mississippi Delta Area now benefit from recent developments and improvements in long distance communications, in the form of a \$310,000 microwave system between Buras and New Orleans, which will provide additional long distance circuits to these subscribers.

## INDEX OF ADVERTISERS

### A

American Creosote Works, Inc.	164
American Cyanamid Co.	202
American Liberty Marketing Co.	138
Associated Oil Field Rentals	140
Auto Painting & Repairing Co., Inc.	49
Augustin J.	132
Avondale Marine Ways, Inc.	8-9
Ayers Materials Co., Inc.	Inside Front Cover

### B

Bacon Lumber Co.	140
Betpouey, Clement Jr., & Co.	132
Bishop-Edell Machine Works, Inc.	134
Blue Platé Foods, Inc.	136
Bohn, Dick, Ford, Inc.	108
Bordelon, A. J., Packing Co.	137
Borden Co., The	182
Boyce-Harvey Machinery, Inc.	224
Breaux, Jesse J.	130
Broadmoor & Algiers Music Co.	141
Brook Tarpaulin Co., Inc.	198
Bruning's Restaurant	129

### C

Capri Cafe and Lounge	80
Celcure Wood Preserving Corp. of Louisiana	193
Celotex Corp., The	205
Chamber of Commerce of the New Orleans Area	49
Collins, J. C.	140
Colonial Hotel Courts	133
Commercial Solvents Corp.	141
Continental Can Company, Inc., Robt. Gair Div.	200
Continental Oil Co.	160
Crescent Typewriter Exchange, Inc.	137
Culotta, James J., General Contractor	129
Cutcher Canning Company, Inc.	138

### D

Delta Petroleum Company, Inc.	70
Deltide Fishing and Rental Tools, Inc.	31
Dixie Carriers, Inc.	200
Dixie Finance Co., Inc.	141
Dixie Tourist Court	138
Dutton and Vaughan	138

### E

Ernst, T. Edward, C. E.	176
-------------------------	-----

### F

First National Bank of Jefferson Parish, The	177
--	-----

Fitzgerald's Seafoods	133
Fleming Canal Store	143
Foundation Plan, Inc.	134
Freeport Sulphur Co.	188
Freiberg Mahogany Co., The	144
Frey, L. A., & Sons	96
Fromherz Engineers	134

### G

Garden of Memories	137
General Marine Corp.	44
General Outdoor Advertising Co., Inc.	108
Gennaro's	143
George Engine Co., Inc.	17
Gerdie's Beauty Salon	179
Great Atlantic & Pacific Tea Co., The	193
Green-Walker Galvanizing Co., Inc.	136
Gretna Sheet Metal Works, Inc.	203
Gulf Fur Co.	130
Gulf Oil Corp.	182

### H

Hall Electric	132
Harvey Canal Land & Improvement Co.	55
Harvey Canal Shipyard & Machine Shop	140
Harvey Lumber & Supply Co., Inc.	140
Holmes, D. H., Co., Ltd.	182
Hotard, Alvin E., Consulting Engineer	136
Hyatt, Inc.	143

### I

Industrial Electric, Inc.	134
Intracoastal Terminal, Inc.	175

### J

Jahncke Service, Inc.	196
James, T. L., & Co., Inc.	188
Jefferson Democrat	110
Jefferson Homestead Ass'n.	133
Jefferson Motor Co.	130
Jefferson Parish Times	69
Johns-Manville Products Corp.	200
Jones & Laughlin Steel Corp., Container Div.	136

### K

Keller Construction Corp.	184
Klotz Cracker Factory, Ltd.	143

### L

Lafitte Oil Distributing Co.	194
Lauricella, John L., & Sons	180
Lawyers Title Insurance Corp.	134



## INDEX OF ADVERTISERS

Leftwich Company, Inc.	132
Locke, Charles M., General Merchandise	138
Louisiana Dept. of Commerce & Industry	97
Louisiana Power & Light Co.	7
Louisiana Transit Co., Inc.	103

### M

Maison Blanche Co.	100
Marine Paint & Varnish Co., Inc.	141
Marrero Land & Improvement Ass'n.	100
Mason Smith Real Estate Co.	133
Matthews, Geo. B., & Sons, Inc.	134
Mayronne Lumber & Supply Co., Inc.	204
Mayronne Drilling Mud & Chemical Co.	100
McDermott, J. Ray, & Co., Inc.	198
Meraux, Phil.	133
Merchants Trust & Savings Bank	144
Metairie Private Patrol	133
Metairie Ridge Nursery Co., Ltd.	138
Metairie Savings Bank & Trust Co.	193
Meyer's Specialty Shop	175
Montaldo Insurance Agency, Inc.	145
Mothe Life Insurance Co.	143
Muhleisen, L. A., & Sons.	136

### N

National Bank of Commerce in Jefferson Parish, The	172
Nicholson & Loup	141
Nutrition Products, Inc.	143

### O

Oleander Hotel	129
Orleans Materials & Equipment Co., Inc.	144

### P

Palmer & Baker Eng., Inc.	74
Pat Gillen Bars	108
Patterson-Redmond Equipment Co.	1
Penick & Ford, Ltd., Inc.	191
Pertuit, Sidney, & Son	129
Pinnacle Oil Co., Inc.	172
Pipe Line Service Corporation	190
Pittsburgh Testing Laboratory	184
Plymouth Cordage Co.	100

### R

Rainbow Inns	194
Ransom, W. A., Lumber Co.	143
Rantz Ice Factory	141
Rathborne, Jos., Land & Lumber Co., Inc.	70
Rheem Manufacturing Co.	161
Riverside Stores	172
Roessle & Galloway	16

Rosson-Richards, Inc., of La.	137
Roussel, A. J., Jr.	141
Roussel's Triangle Service & Repair	143
Roy, A. K., Inc.	45

### S

Salathe, E. T., & Sons	193
Samuel Brothers	133
Schayer & Badinger, Inc.	181
Security Building & Loan Ass'n.	168
Shippers Compress Warehouse	140
Smith's, Ed., Stencil Works	193
Southern Bell Tele. Co.	14
Southern Equipment & Tractor Co. of New Orleans, Inc.	Inside Back Cover
Southern Laboratories, Inc.	74
Southern Shell Fish Co., Inc.	136
Southern States Equipment Co., Inc.	49
Southern Solvents & Chemicals Corp.	172
Spahr, Charles E., Distributor	168
Spiro, Harry J., Inc.	198
Standard Supply & Hardware Co., Inc.	138
Staples Sporting Goods & Marine Supply	104
Stauffer Chemical Co.	108
Stauffer, Eshleman & Co., Ltd.	137
Stratton-Balwdin Co., Inc.	144
Stone, John W.	130
Stumpf's, John, Son	70
Stumpf's West Side Shopping Center	Back Cover
Swanson's Sea Food Restaurant	137

### T

Texas Co., The	180
Tropical Radio Telegraph Co.	49

### U

United Gas	206
U. S. Steel	193

### W

Weaver, Bert, Materials, Inc.	144
Wesson Oil & Snowdrift Co.	161
West Side Oil Co.	194
Weigel, Elmer G.	141
Weiner's Furniture Co.	137
Wharves & Docks Co.	190
Whitney National Bank	78
Williams, W. Horace, Co., Inc.	168
Wilson Variety Stores	133



**HIGH OUTPUT...**

**LOW EXPENSE...**

**GOOD RESULTS...**

**WITH  
Caterpillar-designed  
Equipment**

**Bulldozers**, with cable or double-acting hydraulic control. Sensitive control permits accurate work. Box-section push beams and blade reinforcements assure steady production. Reversible steel cutting edges and heat treated end bits give durable performance.



◀ **Scrapers**, with heat treated steel cutting edges for sure digging, and an open bowl for easy overhead loading. Dual controls are available for digging, and for apron lift and positive ejection.

**Traxcavators**, built as balanced units. Box-section steel members of the lift frame and undercarriage transmit the powerful thrust of the tracks. Bucket control levers are arranged for easy operation with one hand.



▶ **Rippers**, available in two sizes for use with larger track-type tractors. Detachable teeth with replaceable, heat treated alloy steel tips are designed for breaking up hard surfaces.



**CATERPILLAR\***

\*Both Cat and Caterpillar are registered trade marks

These are the most universal of the many items designed to match the working capacities of CAT® Diesel Tractors. Our equipment specialists will gladly help you to select the most useful combination for your job. See us now for complete information.

**BOYCE-HARVEY MACHINERY**  
INCORPORATED

BATON ROUGE - NEW ORLEANS - MORGAN CITY - LAKE CHARLES

PHONE WALnut 1-8131

P. O. BOX 1308

7330 FLORIDA STREET

**BATON ROUGE 2, LOUISIANA**



# EQUIPMENT HEADQUARTERS

Allis-Chalmers  
Forty-Five  
Motor Grader



Chieftain-Bantam  
T-35 Dragline



Allis-Chalmers  
HD-16 Bulldozer



— THE FINEST MACHINERY —

— QUALIFIED PERSONNEL —

— IMMEDIATE SERVICE —

*Four Locations in Louisiana to Serve You*

SALES

SERVICE

PARTS

RENTALS



Baton Rouge  
New Orleans

IN OUR EIGHTEENTH YEAR OF SERVICE

**SOUTHERN EQUIPMENT  
AND TRACTOR CO. INC.**

Monroe  
Shreveport



# ALVIN T. STUMPF'S WEST-SIDE SHOPPING CENTER



## \$32 Million Shopping Center in Gretna

Westbank Expressway and Stumpf Boulevard

POST OFFICE BOX 29, GRETNA, LA.



Sen. Alvin T. Stumpf

The  
FOUNDERS  
and  
OWNERS



The Late Dr. John F. Stumpf

Senator Stumpf and his brother Archie have been business and civic leaders in Gretna for nearly half a century. The late Dr. John F. Stumpf conceived the idea of the gigantic enterprise and with the aid, mature judgment and supervision of his Uncle Alvin and his Father the shopping center became a reality.



Archie C. Stumpf, Ph.G.



This "city within a city" at Gretna—bounded by Stumpf Boulevard, the West Bank Expressway and Garden Park Subdivision—was completed in January this year. Many nationally famous stores are now established in the center. At present there is parking space for 2000 cars, and additional space reserved for another 1000. An adjacent area of 22 acres, reserved for future expansion, will be utilized as a recreation area with playground facilities. It is within ten minutes driving time of the greater bulk of population on both sides of the river since completion of the Mississippi River Bridge.

### BUSINESSES NOW OPERATING IN CENTER

A & G Cafeteria	Labiche's
Baker's Shoes	Lerner's Shops
Duane Shoes	Lord's
First National Bank	Maison Blanche
of Jefferson Parish	Thom McAn Shoes
Gordon's Quality Jewelers	McKenzie's Bakery
Halpern's Fabrics—Singer	National Food Stores
Sewing Machines	Stein's
Ilenberger's Garden Center	Stumpf's Rexall Drugs
Jefferson Insurance Agency	Western Auto Supply
Sutton's	Gulf Oil Service Station
F. W. Woolworth	

Over 52 acres are to be developed, in this concentrated area.

### STUMPF'S FAMOUS RUST-A-WAY AND OTHER PRODUCTS ARE SOLD IN THE SHOPPING CENTER

Rust-A-Way will remove rust stains from all fabrics, porcelain, tile, etc. Manufactured by John Stumpf's Son, Ph. Chemist, a recipient of World's Medal.

OVER 82 YEARS IN BUSINESS