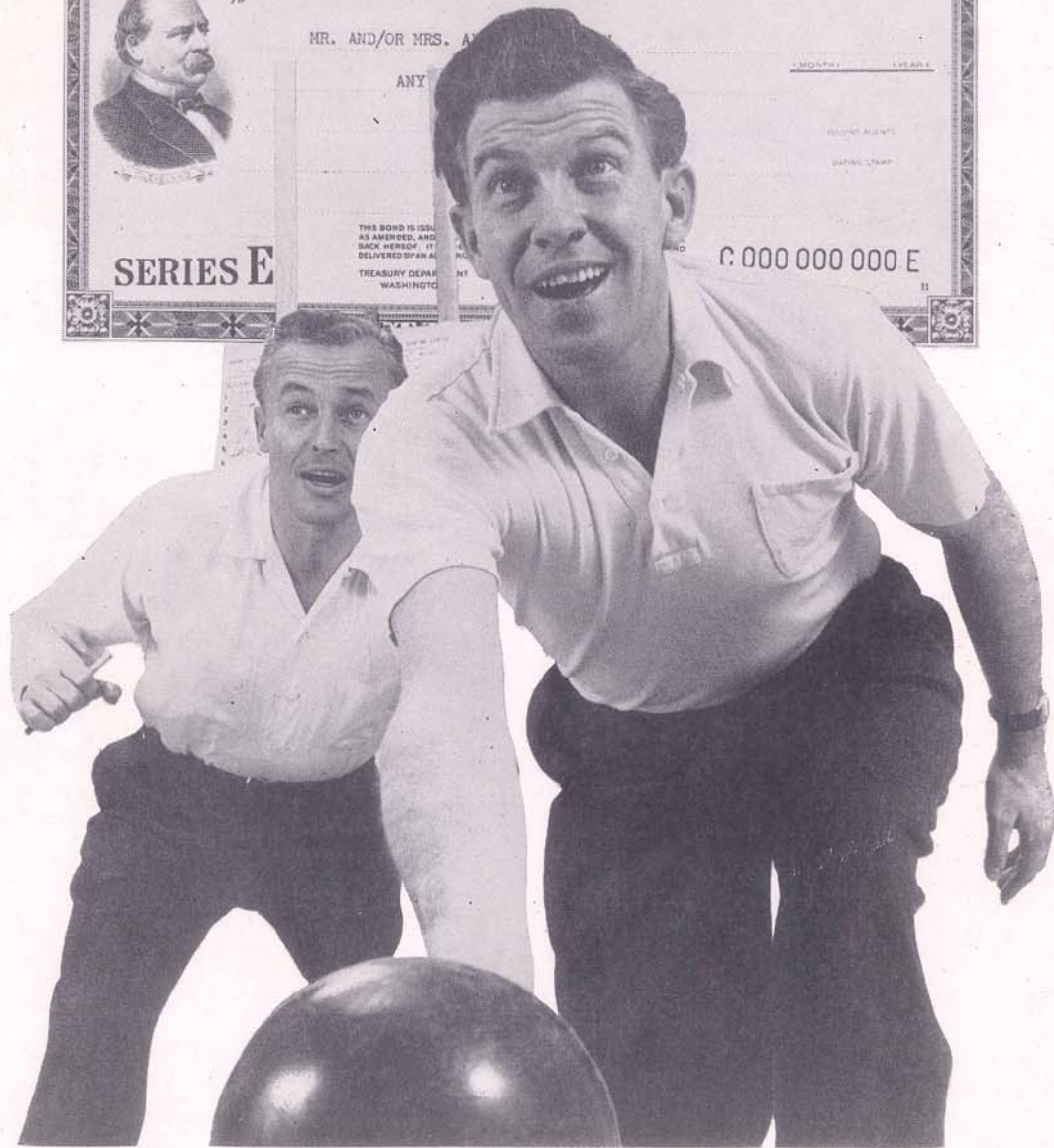


JEFFERSON PARISH YEARLY

# REVIEW



1956



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# JEFFERSON PARISH

# YEARLY *REVIEW*

Kenner, Louisiana

1956

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

John J. Holtgreve, President

### STAFF

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

Proudly we present the twenty-second consecutive issue of the Jefferson Parish Yearly Review. For nearly a quarter century this annual publication has faithfully reported and photographed the year by year growth of the parish . . . and our back issues are the exciting installments of the continued story of its fabulous rise in two short decades to its present position as the most concentrated and fastest growing industrial area in the South.

### OUR COVER

Reproduced from an oil painting by Tilden Landry authorized especially for this edition of the REVIEW by Avondale Marine Ways, Inc. The scene is the famous Huey P. Long Bridge, both ends of which are in Jefferson Parish, and the painting has been aptly titled ALL ROADS LEAD TO JEFFERSON . . . for it dramatically shows that this parish of Jefferson possesses every means of transportation known to modern man — air, road, water and rail.

### OUR POLICY

The REVIEW is not a partisan or propaganda publication. Its consistent policy for 22 years has been to tell the story of the progress of the parish as it occurs each year, with emphasis on industry because industry has become the most emphatic and expanding phase of Jefferson. The veracity and the variety of REVIEW articles and the abundance of its documentary illustrative matter have made the REVIEW the standard accepted source of libraries, schools, business executives and research agencies for accurate past and present information on Jefferson Parish.

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T W E N T Y - S E C O N D Y E A R

# 1956

# JEFFERSON PARISH

## CHANGES

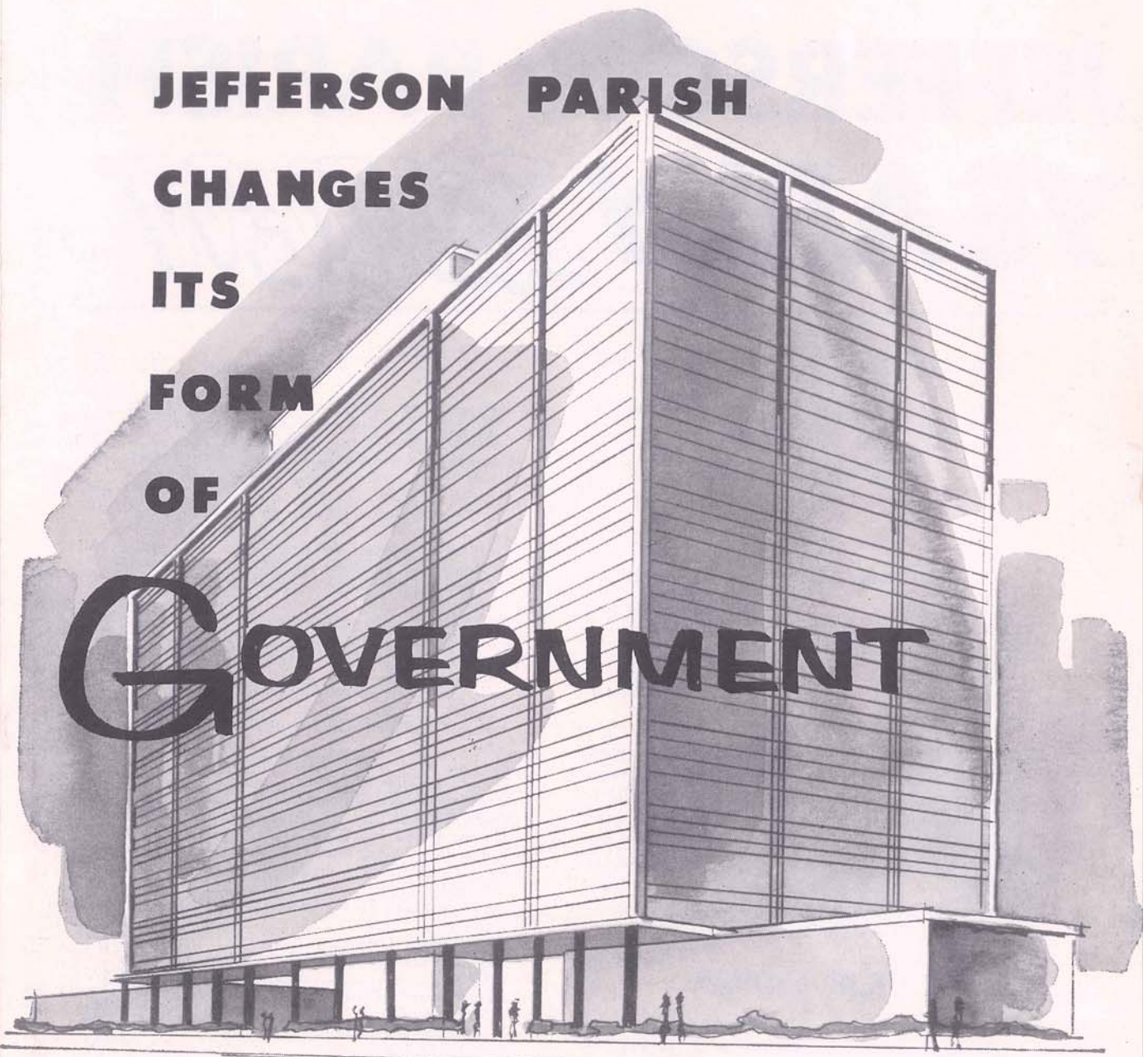
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# OVERNMENT



### **PREVIEWING**

the new  
Commission Council

### **REVIEWING**

the long efficient  
Police Jury

By

**JOHN J. HOLTGREVE**

President, Police Jury  
of Jefferson Parish

Beginning June this year Jefferson Parish will be governed by the new Commission Council which replaces, after 130 years, the long faithful and efficient Police Jury System.

Ever since the parish was created the police jurors have been the voice of the people—elected but unpaid public spirited citizens, compensated only for the actual time they spent at Police Jury meetings. Men who, over the years, have steered their parish surely and steadily from an unknown strip of river bank to the most highly concentrated and fastest growing industrial area in the South.

They are being supplanted—not because the job got too big for them, but because the details became too heavy and too numerous for otherwise busy men, who were duty bound to give far less of their time than they unselfishly devoted to public affairs.

Under the new Commission Council, approved by the voters in 1952 and authorized by Act 170 of the 1952 session of the State Legislature, all overlapping agencies and authorities will be eliminated and the control of all parish boards and functions (with the exception of the School Board) will be centered in the five Council members, who will be full time officials on full-time salaries, elected every four years.

In the hands of this Commission Council the retiring Police Jury have placed a tremendous responsibility—the challenging job of making a great parish still greater; and leaves in its custody a remarkable record of accom-

plishments since 1825 which will be difficult to surpass, even to equal.

However, we entrust our future affairs to the Commission Council as confidently as we imposed the problems of the past on the Police Jury—for the new five man concentration of authority is the inevitable product of our growth, as surely as our long familiar Police Jury system was the result of our early history.

\* \* \* \*

The Act which created Jefferson Parish in 1825 authorized the division of the parish into twelve wards, and the organization of a Police Jury which was to enjoy the same powers and be subject to the same duties as the Police Juries of the other existing parishes in the State.

Now—the Police Jury of Louisiana corresponds, in a general way, to the Board of Commissioners in the counties of the other 47 states. The difference lies in the beginnings of Louisiana as a

Symbolic of our once bucolic parish is this now rare agricultural scene—for Jefferson today is 98% industrial. Our gracious models in this picture of the rapidly passing past are Temple Fleming and Barbara King.





Dr. L. R. B. Centanni (extreme right) of the Jefferson Parish Health Unit is shown above observing an intent group of Jefferson housewives learning some of the basic rules of wise buying—for instruction in food purchasing is one of the many and diversified services offered by the staff of the Jefferson Parish Health Unit, which Dr. Centanni heads. The store is Caruso's Super Food Store and Catering Service, 4201 Airline Highway, Metairie. These women are studying the brands offered, the size of the packages, the unit price of the items, the costs per serving and the quality. They have earlier learned how to plan meals for the whole family with the proper nutrients. Now they are learning how to get the best food value for the money they spend.

State, in the subtleties of governing our original amalgamation of Spanish, French and Americans—a difference which caused us to stubbornly hold onto our term “parish” instead of the common designation of “county.”

The Police Jury form of government of Louisiana is the evolution of a compromise between two political theories which took place a long time ago.

Civil government in the Colony of Louisiana started as far back as 1712, when Crozat was given a trade monopoly—except that there was too little of either trade or population for it to function.

Not until Governor O'Reilly took over French Louisiana for Spain in 1769, abolished French law and substituted Spanish, were any ordinances for the guidance of the Colony officially issued. And for the next thirty-four years under Spanish rule, up until the Americans bought Louisiana for \$15 million, civil government was completely centralized—practically everything being concentrated in the hands of the Governor and the illustrious Cabildo, which

was the governing body of Spanish Louisiana.

There was, of course, a military commander in each local district, a judge for local cases, and a syndic whose comprehensive job was to assist the commander in carrying out the public policy of the province—but all actual authorization emanated from the Cabildo.

During this period the province of Louisiana was tentatively divided into 21 ecclesiastical parishes, but since there were only 19 priests available two parishes were never organized. And, although the present 64 parishes of the State have nothing to do with those original ecclesiastical divisions, the popular church terminology, being so inherently French and Spanish and also Catholic, has persisted into the political divisions.

Not until two years after the purchase of Louisiana by the United States were the first steps taken toward a change in the Spanish form of local government. It was then—in 1805—that the Territory of Orleans was divided into 12 counties (yes, counties at first)

and county judges and justices of the peace were appointed respectively to succeed to the duties of commandants and syndics. In many cases the same men, who had served as local commandants under the Spanish, continued to serve as county judges under the Americans.

In addition to the county judges and justices of the peace, a full set of officials was appointed for each county—including Sheriff and ex officio tax collector, a coroner, a clerk of court, a county treasurer and the necessary supporting minor officials and clerks.

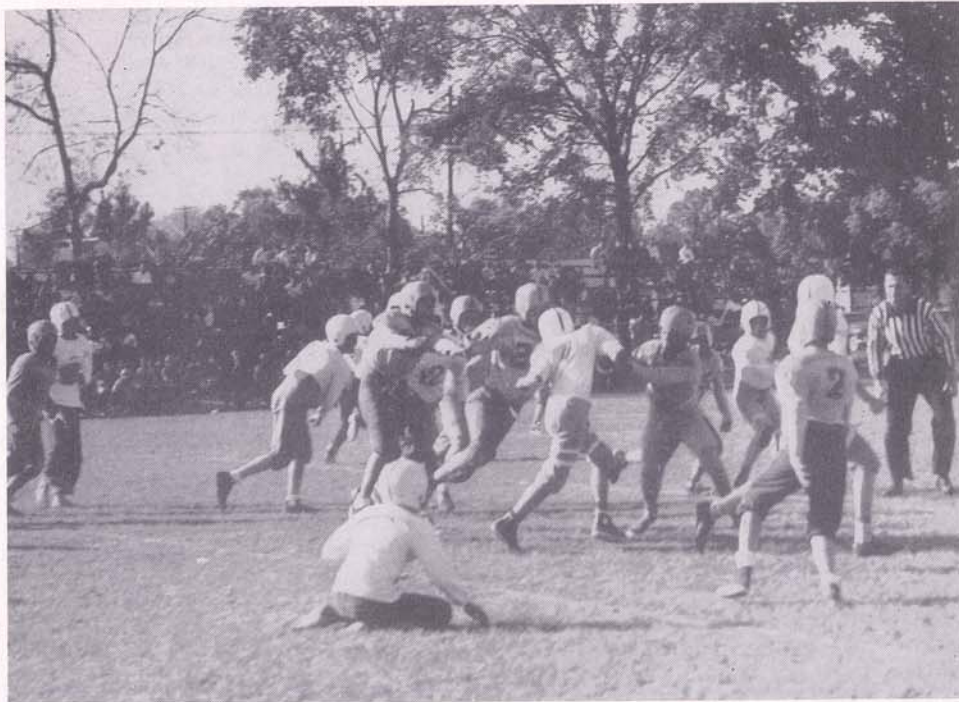
But—after an existence of barely two years—the county unit was discarded and never revived. A good many reasons have been advanced for the failure of this original county administration, but the most logical seems to be that it was too drastic a departure from custom and precedent.

The French and Spanish citizens, who greatly outnumbered the Americans in those early days, had been so used to going to one official for practically all their troubles that the more democratic division of authority among six or more officials was not only confusing to them—it was distinctly unpopular.

So—instead of the counties, nineteen civil parishes were created. And, at the head of each was appointed a Parish Judge. The only other officers were the justices of the peace and the constables.

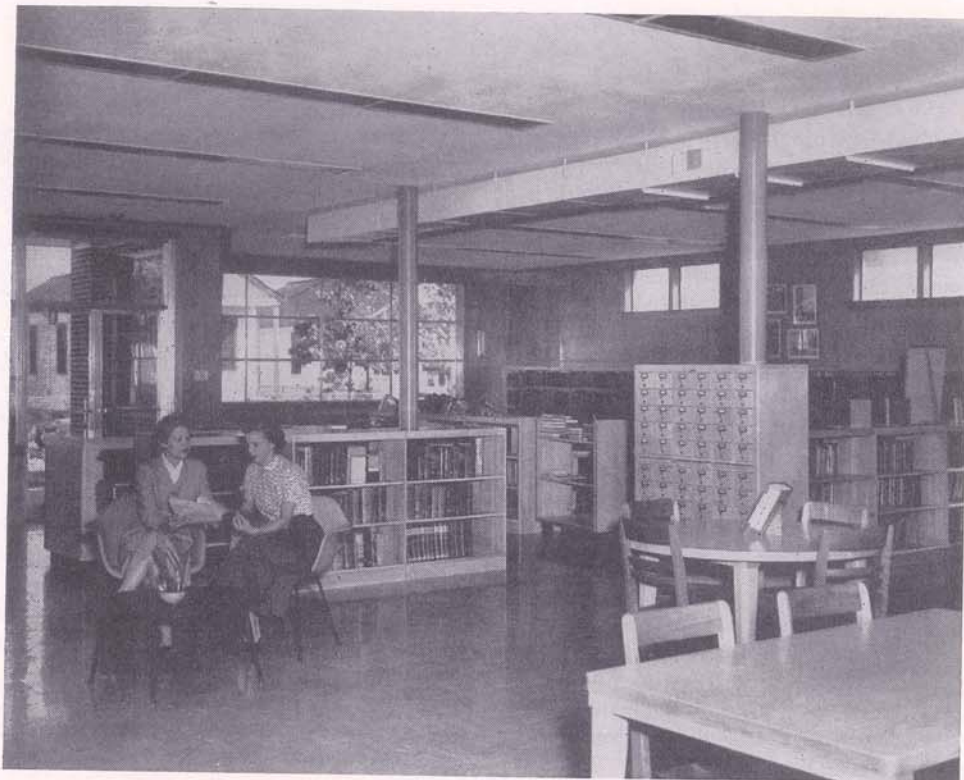
The Parish Judge, assisted by a jury of twelve of the principal citizens whom he personally appointed, constituted the policy making body for all parish affairs—having charge of all matters of police, taxation and internal improvements.

Today the term POLICE JURY does not make sense. It now has no police powers, and it is purely a legislative



#### COMMUNITY CENTER AND PLAYGROUND, DISTRICT No. 4

Above is shown the Bantam Football League's first game of last year. In season and in order come the Basketball League with its 75 boys and girls teams; the 25 girls teams in Volley Ball; the Baseball League with its 50 teams, the second largest group in the state and which went to the State Finals in the Babe Ruth League last year; archery and track; ballet dancing for boys and girls; teen age square dancing; all year round Arts and Crafts; adult gym classes twice a week; the annual Dancing Review featuring over a hundred children—all these are part of the expanding activities of this busy Community Center and Playground District No. 4. It employs 25 people under the direction of Harry "Wop" Glover and is governed by a 5 man Board headed by Charles L. Doerr, Sr., as President.



This is the eighth and newest Branch in the Jefferson Parish Library System—located at 630 Avenue A in Marrero and opened in November 1955. Its 2500 square feet of floor space accommodates 12,000 books, plus current magazines and periodicals and plenty of reading space. Shown here are Celia Moore, Director of Jefferson Parish Library and Mrs. Shirley Berthelot, Marrero Branch Assistant. In addition to the Main Library at Gretna and its Branches, the Jefferson Library Board has 3 Bookmobiles in operation.

body—not a jury. But we can readily see where we got the name and how it has come down through the years from that original all powerful Judge and his Jury of twelve advisors.

For this original Parish Judge not only had police powers, serving as Sheriff, tax collector and committing magistrate—but he presided over the newly created parish court and probate court, and functioned also as clerk of court, recorder, notary and treasurer.

This centralization of local authority seemed to be what the people wanted—at first. But the American theories of democracy were beginning to find fertile soil in the minds of former subjects of Kings. And, actually, the next four decades witnessed the reversal of the pressure which had thrown out the county and substituted the parish form of local government.

A gradual change of public sentiment started an opposite process of de-centralization. Little by little the all-powerful Judge was stripped of first one duty, then another, until in 1845 his office was abolished.

The first step was taken in 1810, when the Legislature provided for the office of Parish Sheriff. Further reform steps were taken when Louisiana became a state in 1812. Parishes were then divided into wards, and the members of the Police Jury were made elective instead of being appointed by the Parish Judge as formerly. And in 1830, just five years after Jefferson Parish was created, the Parish Judge was replaced as President of the Police Jury by a member elected by and from that body itself.

\* \* \* \*

So many changes and reforms had taken place in the structure of the Police Jury that the Parish of Jefferson, nine years after its creation, was still uncertain of its powers and duties—and requested from the State Legislature a ruling outlining them.

That Act was passed in 1834 and provided that the Police Jury of Jefferson should be composed of not less than eight nor more than twelve members. (Three quarters of a century later that restriction was lifted, allowing Jefferson and other parishes to elect a police

juror from each Ward, and an additional juror or jurors in that Ward for each additional 5000 in excess of 2500 people. The retiring Police Jury on this population basis has 17 members). That 1834 Act also established that no person was eligible as police juror unless he had the qualifications necessary for membership in the State House of Representatives.

At first Jefferson Parish had one Police Jury with members from both the East and West Banks. But in 1858 the Parish was divided into two police jury districts—the Right Bank and the Left Bank—and each governed its own district.

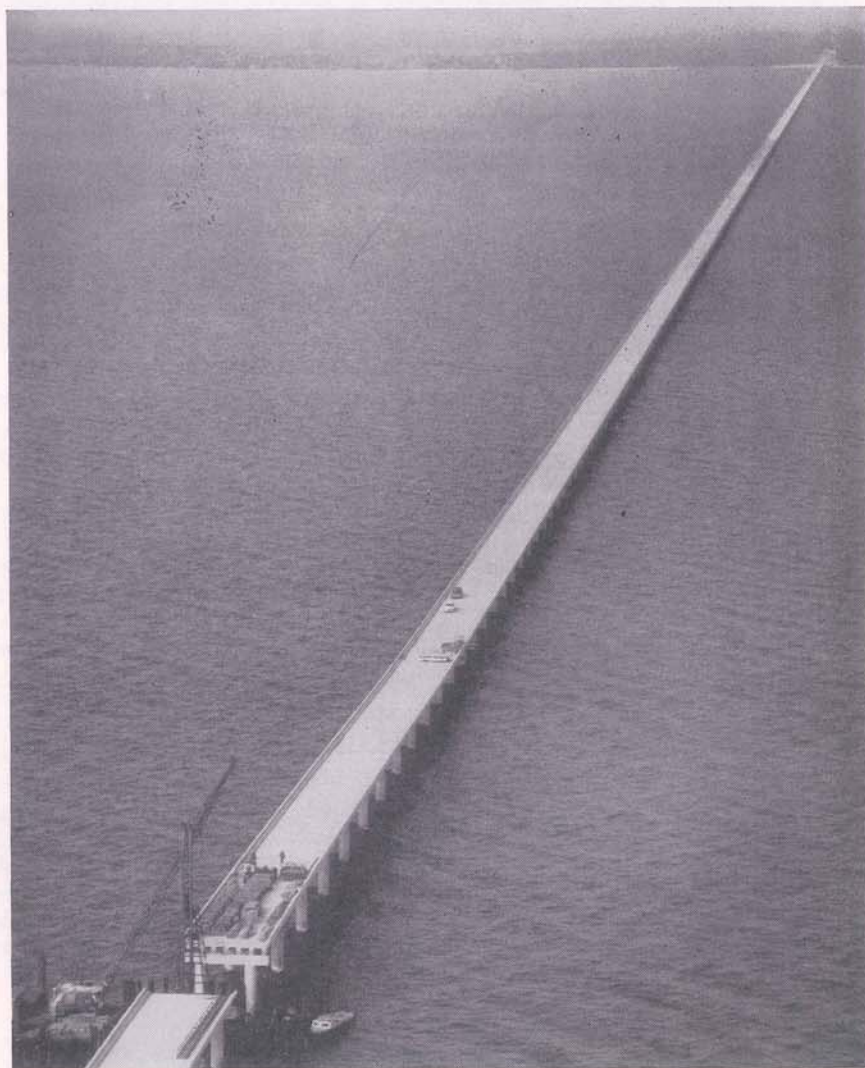
In 1880, during the readjustment period of the Reconstruction Period, all the Police Juries of the State lost their local power for a while when it became the prerogative of the Governor to appoint the jurors. During these years of state domination (in 1884) the two separate Jefferson Parish police juries were abolished and the entire parish

placed under the newly appointed "Police Jury of the Parish of Jefferson." However, it was not until 1896 that the parishes, including Jefferson, regained control over their own local affairs when local elections of police jurors were resumed. About this time, also, qualifications for a police juror were added that required each candidate to own either in his or his wife's name assessed property in the parish.

Note this! At the time the Parish of Jefferson was created there was so little requiring the attention of the Police Jury that they were obligated to meet only semi-annually in compliance with the existing laws. Compare that with the recent harried schedules of our 17 retiring Police Jurors. And for their judgment, their experience, their ceaseless efforts in behalf of the citizens in the ward and parish, they receive payment—even today in this age of inflation—only twenty dollars per diem for only those days they attend Jury meetings.

## LAKE PONTCHARTRAIN CAUSEWAY

Aerial view showing fenders being driven at the north hump of the Lake Pontchartrain Causeway—which when this picture was taken was about two-thirds completed. The target date for completion is August 1, 1956, six months ahead of original schedule. This \$46 million Causeway, reaching 24 miles across the lake, is the "Longest Bridge In the World."





Throughout the entire parish new paving (either concrete or asphalt with subsurface drainage) marks the steady forward progress of Jefferson. Old roads are being hard surfaced, new roads are being constructed into new expanding areas. Above photo of paving construction was taken on Maple Street of Lower Harvey.

Each year, over the years, the powers of the Police Jury and their resulting responsibilities have increased and multiplied. It would take page upon page to list the many problems and projects that a Jefferson Parish Police Juror, in this day and age, must be prepared to investigate before he can intelligently vote on it. But I'll just give you a few examples of how the pressure has been mounting, until the task of governing a parish like Jefferson can no longer be the part time responsibility of citizen jurors, but must be the full time job of adequately salaried executives devoting their every waking moment to the parish.

Take Bond Issues for instance! As early as 1835 it was considered quite adequate to give the Police Jury a borrowing maximum of \$10,000. Not until over 60 years later was it found necessary to set up a method of authorizing the Police Jury to incur debt and issue bonds. In 1954, however, our Police Jury went to the voters for permission to

issue Revenue Bonds on the Lake Pontchartrain Causeway to the tune of \$46,000,000. And that was just one of many recent Bond Issues—all of which means that our present day Police Jurors have had to study a lot of fine print before they could know what to recommend and how to vote.

When the Jefferson Parish Police Jury was created over a century ago its main function was to pass regulation for such plantation problems as the apprehension of fugitive slaves, and to supervise the maintenance of the levees and ditches. Today—as an example—one of the last major jobs of the retiring Police Jury was to authorize the preliminary engineering on the Seaway, which will be a Jefferson Parish project involving over a hundred million dollars.

Only in the recent years has the Police Jury had the responsibility of over two industrial plants for every mile of its 60 mile length—and more constantly coming.

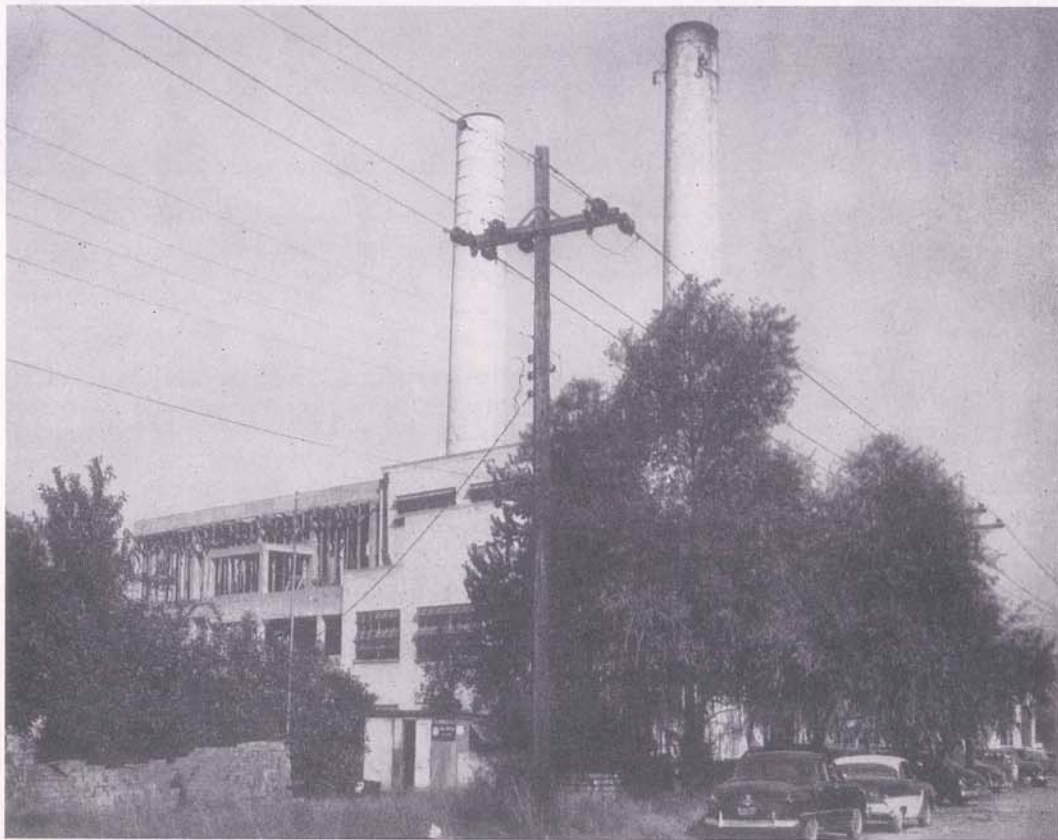
Only in recent years has Jefferson Parish stepped almost automatically into a population increase averaging 10% a year. Each annual increase adding its proportionate share of new problems of progress, as well as multiplying the constant complexities of sewage, drainage, water supply and fire protection, building regulations and inspections, roads and streets, sidewalks, public buildings, parish recreational facilities, libraries, public health—and, of course, the mounting details of taxation.

Every step of progress presented a whole series of new problems to the Police Jury—with the result that, in the last twenty years, the amazing and accelerated growth of the parish has demanded the establishment of additional agencies and offices to handle the details of those projects on which the over-

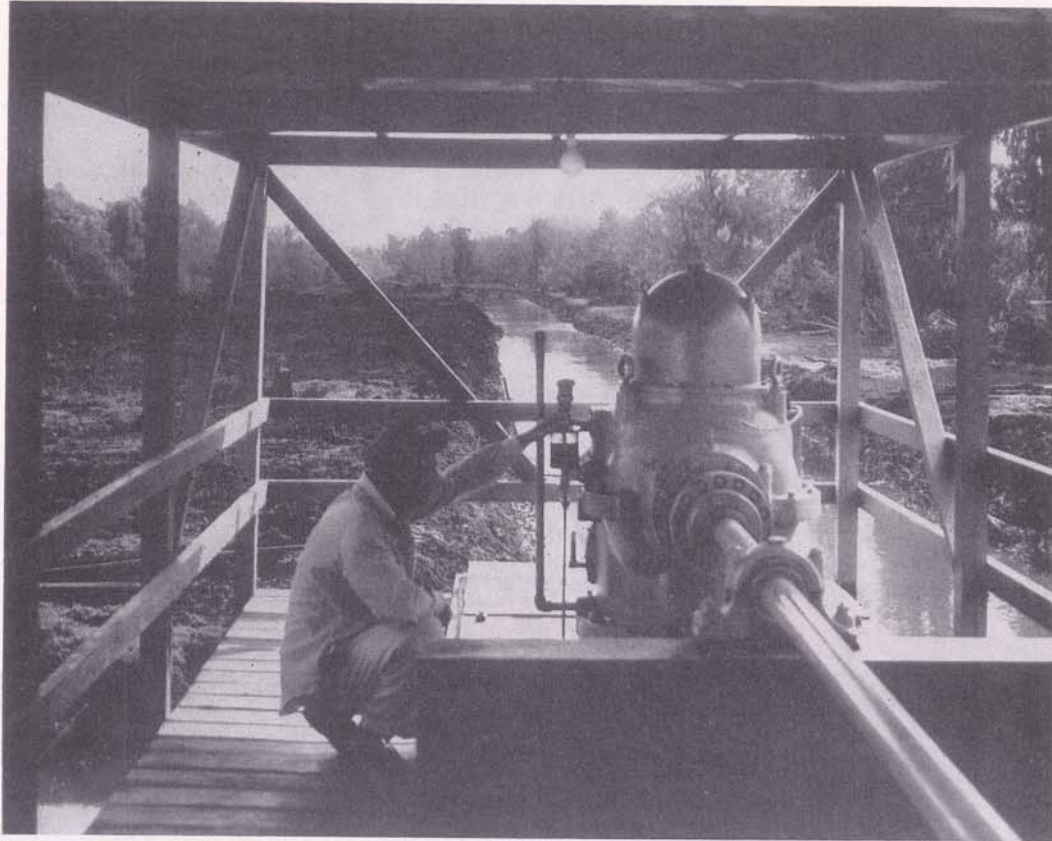
worked jurors could only handle the decisions.

Realizing that our rate of growth would undoubtedly increase instead of leveling off or diminishing, and that still more new agencies and authorities would need to be added as time went on, it was decided in 1952 to streamline our parish government for greater economy and efficiency—and the new Commission Form of Government was presented to the people and approved.

And it is my pleasure—because it is new and unfamiliar as yet—to present the functions of the new Commission Council, not in the erudite but completely baffling legal phraseology of the authorizing Act 170 of the 1952 Session of the State Legislature, but in the everyday language of the man in the street whom it will most greatly affect.



This new unit of the Metairie Incinerator, taken during construction last November, will double the capacity of Metairie to serve its rapidly growing and expanding population. It is a tribute to the efficiency of our garbage disposal system that the average resident of a modern, clean and tidy community like Metairie does not realize how its waste matter is handled, disposed of or eliminated.



The vital drainage of Jefferson's outlying sections constantly demands new equipment and new construction. Here is shown a new drainage canal just recently built in Drainage District No. 6 in the rear of Westwego. A pumping unit is shown in the foreground.

First of all, the 17 jurors of the present Police Jury will be replaced by five Commissioners, who will be elected every four years, will be paid an adequate salary, and will devote their full time to the public affairs of the Parish of Jefferson.

The Commissioner-at-Large will be elected by a majority vote throughout the parish, and each of the other four commissioners will be elected by the majority vote in their respective districts.

The First District will consist of all the territory included in Wards 1, 2, and 3. The Second District will include all territory in Wards 4, 5, 6 and 11. The Third District will include all territory in Wards 7 and 9. And the Fourth District will comprise all of Wards 8 and 10.

The specifically designated duties of the Commission Council are as follows:

(a) To provide the necessary police regulations for the peace and order of

the Parish, and to prevent destruction or damage to public or private property.

(b) To provide for the regulation and supervision of parish places of business where food or drink are handled.

(c) To construct and maintain sidewalks and handle the tax details for their payment.

(d) To compel property owners to erect proper safeguards and barriers when their property runs alongside public walks and ways.

(e) To provide for public parks and grounds; regulate depots and the construction of railways and street railways through the cross streets, alleys or public passage ways of the parish.

(f) To regulate, construct and maintain harbor improvements, wharves and docks and regulate leasing of wharfage.

(g) To fix the rate of cartage and transportation of property, other than by railroads or diesel power within the parish limits, except where this power is vested in Louisiana Public Service Commission.

(h) To organize civil service over the employees and officials of the Parish and to appoint and compensate a Civil Service Board.

(i) To zone, in the interests of the public welfare, areas of Jefferson Parish for industrial, business, commercial and residential sections.

(j) To provide for the appointment of an attorney as special counsel, and any assistants as may be required.

(k) To levy special taxes, incur debt and issue negotiable bonds.

The executive and administrative powers, authorities and duties of this Commission Council will be distributed among five departments, as follows:

#### 1. DEPARTMENT OF PUBLIC AFFAIRS

Which will be presided over by the Commissioner-at-Large, who will also be the President of the Commission

Council. This department will have authority over personnel, civil service, fire protection, police protection, playgrounds and parks, public buildings, franchises and zoning.

#### 2. DEPARTMENT OF PUBLIC FINANCE

The Councilman designated as head will also be ex-officio Parish Treasurer. This department will have control and supervision of all financial affairs of the parish, receipts, disbursements and purchases, and shall be responsible for the expenditure of all monies and the accounting thereof.

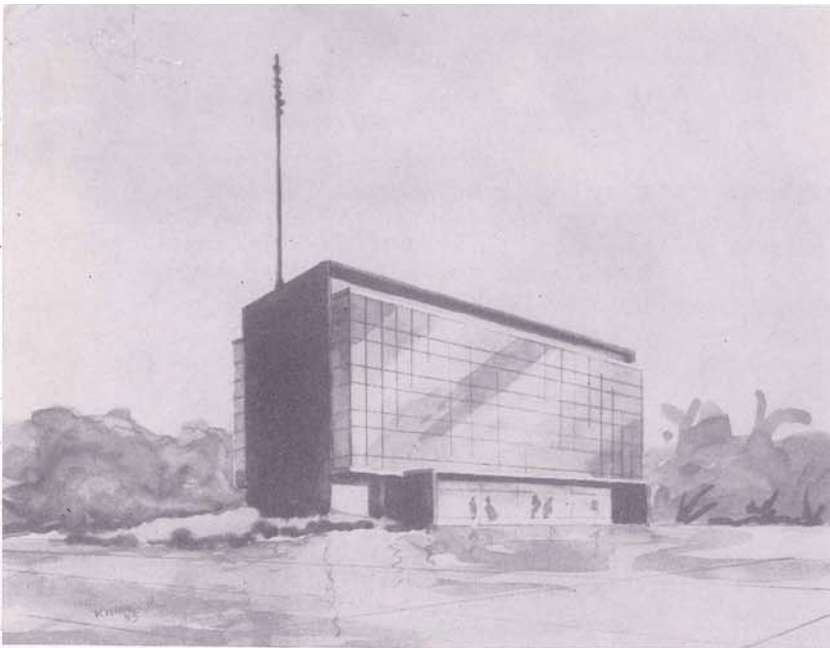
#### 3. DEPARTMENT OF WATER AND SEWERAGE

Also headed by one of the Commission Councilmen this department will assume all the functions of the various water boards and sewerage districts of the Parish of Jefferson.

### JEFFERSON 4H PRIZE WINNER

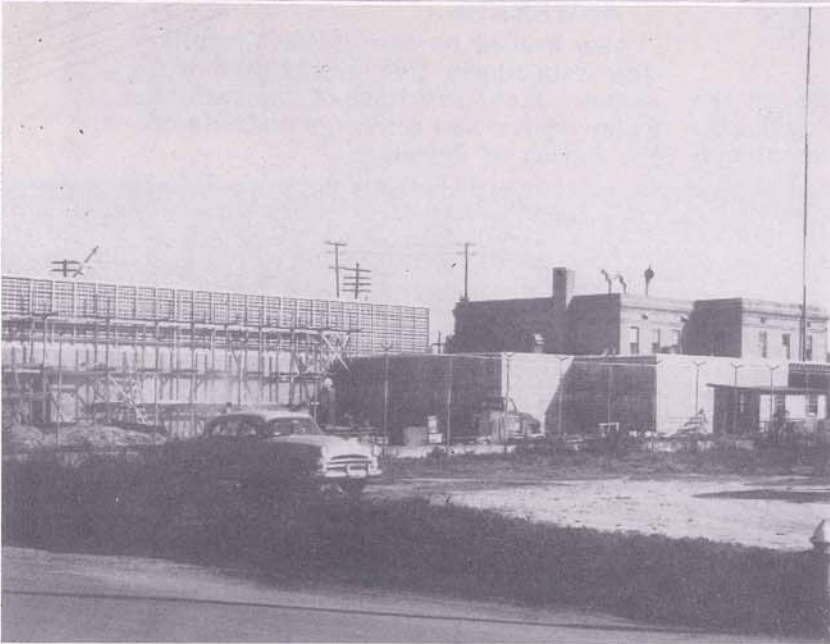
Presenting Juanita Leiding, 16 year old 4H Club member of West Consolidated High School, with her champion 9 month old S.C. Brown Leghorn Cockrel. She was the high scoring girl in the Mid-Winter Fair and received trophy and all expense trip to International Livestock Show at Chicago, Illinois. Her 4H projects are Clothing, Food Preparation, Citizenship, Junior Leadership, Farm and Home Electric, Forestry, Rabbits, Insects and Safety—but she is most active in Poultry.





NEW  
EAST BANK  
PARISH OFFICE  
BUILDING

Architect's sketch of office building to be located at Metairie.



NEW  
JEFFERSON PARISH  
JAIL

Taken during construction last February 21. The new additions will greatly increase capacity of the present jail.

4. DEPARTMENT OF HEALTH AND SAFETY

Also headed by one of the Commission Councilmen this department will assume all the supervision and authority over matters concerning the general health of the Parish, regulatory inspection, traffic signals, safety, hospitals, sanitariums and garbage disposal.

5. DEPARTMENT OF PUBLIC WORKS

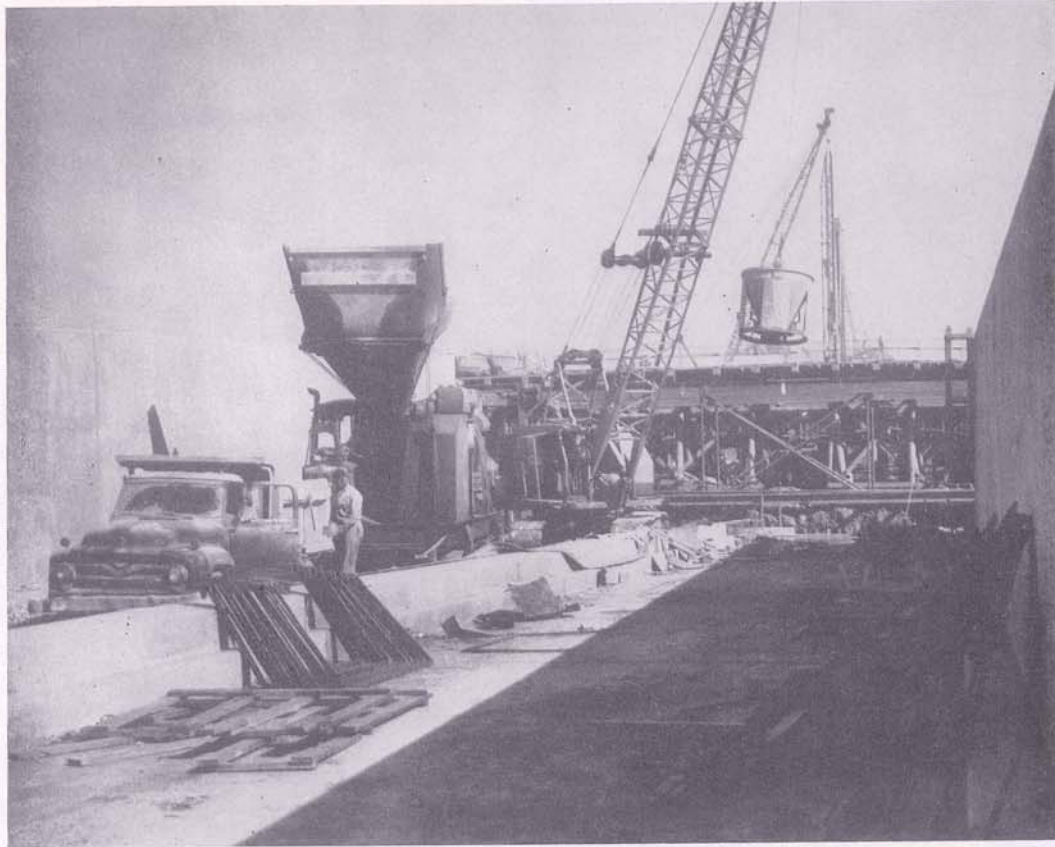
Headed by the fifth of the Commission Councilmen this department will have authority and supervision over streets, roads, bridges, highways and overall drainage within the Parish of Jefferson.

The designation of the Commission Councilman to be head of each particular department, other than that of Public Affairs, shall be subject to change

by a majority vote of the entire Commission Council whenever it appears the public good would be benefited thereby.

In the event of a vacancy in the Commission Council caused by death, resignation or otherwise, it shall be filled for the remainder of the term (provided the unfilled term is for longer than a year) by an election of the electors of Jefferson Parish. This election shall be called within ten days of the vacancy and held within sixty days. For an unfilled period of less than a year the vacancy shall be filled by a majority vote of the remaining members.

The Commissioner of Public Affairs shall have the right, except as otherwise provided by law or in the Act, to make all appointments to Boards and Commissioners necessary — subject, however, to approval by the majority vote of the Council. In the event a nominee



Construction on the Harvey Canal Tunnel, which was nearing completion when the REVIEW went to press. This automatically operated tunnel will be 1080 feet long, with 4 lanes for vehicular traffic and a safe walkway for pedestrians.

of the Commissioner of Public Affairs does not receive majority vote confirmation of the Council, then nominations shall be accepted from any members of the Council and the one receiving the majority vote shall be considered the appointee.

Any officer, assistant or employee elected or appointed by the Commission Council may be removed from office at any time by majority vote of the Commission Council, and any officer or employee appointed or approved by the Commissioner of the Department of Public Affairs may be removed at any time in the same manner.

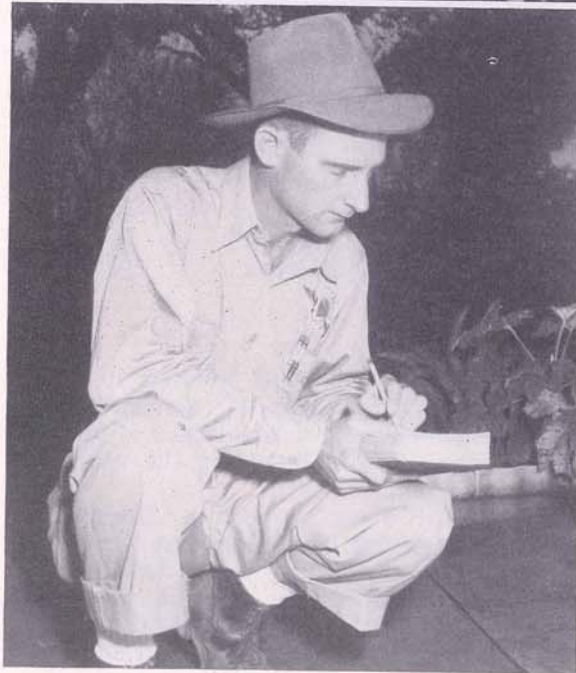
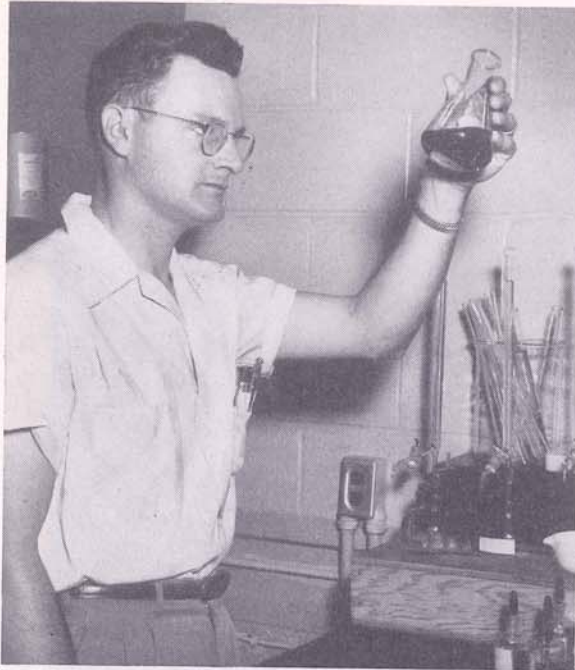
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Will the Commission Council be as efficient and economical as expected? Right at the moment nobody knows—except that it has been planned by experts in the fields of administration, economics and political science together with our local leaders who know all the problems facing the booming Parish of

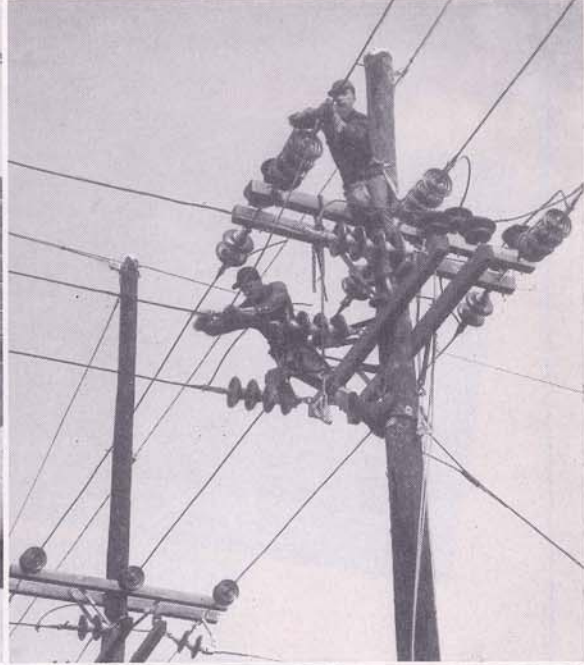
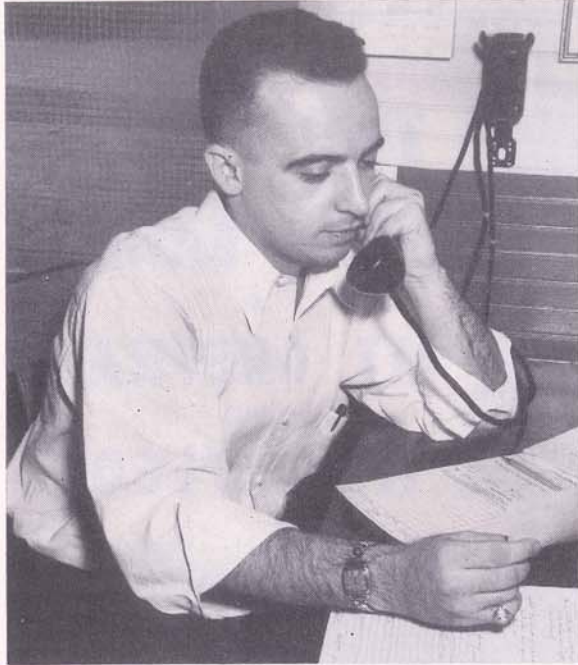
Jefferson. It has been tailored to fit the particular problems of a parish that has outgrown the volunteer type of government as it is outgrowing the volunteer fire department.

BUT, if it doesn't exceed in effectiveness or measure up to the time proven Police Jury System, its creators have provided a protection for the people. After it has been functioning for a period of four years or more—a practical proving period—not less than 15% of the electors of Jefferson Parish may petition a special election for the purpose of deciding whether the Commission Council form of government shall be abandoned and the original Police Jury System resumed.

However, having long been a working juror under the old system, and having carefully compared its shining record with the amazing possibilities of the Commission Council, I personally feel that we have changed to the proper form of parish government at the proper time.



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to bring you cheap, dependable  
electric and gas service



Whenever you flip a switch or turn up a gas flame, you're getting Louisiana Power & Light Company service made possible by your neighbors here in Jefferson Parish. Like you, these men and women have been a part of the tremendous growth of the parish—a very significant part, in fact. For it is their efforts, working as a skilled, experienced team, backed by millions in new equipment, that have enabled Louisiana Power & Light Company to keep pace with this phenomenal growth.



# Louisiana Power & Light Company

*"Helping Build Louisiana"*



**TWO BANKS  
ON THE  
WEST BANK  
●  
AT GRETNA  
AND  
WESTWEGO**



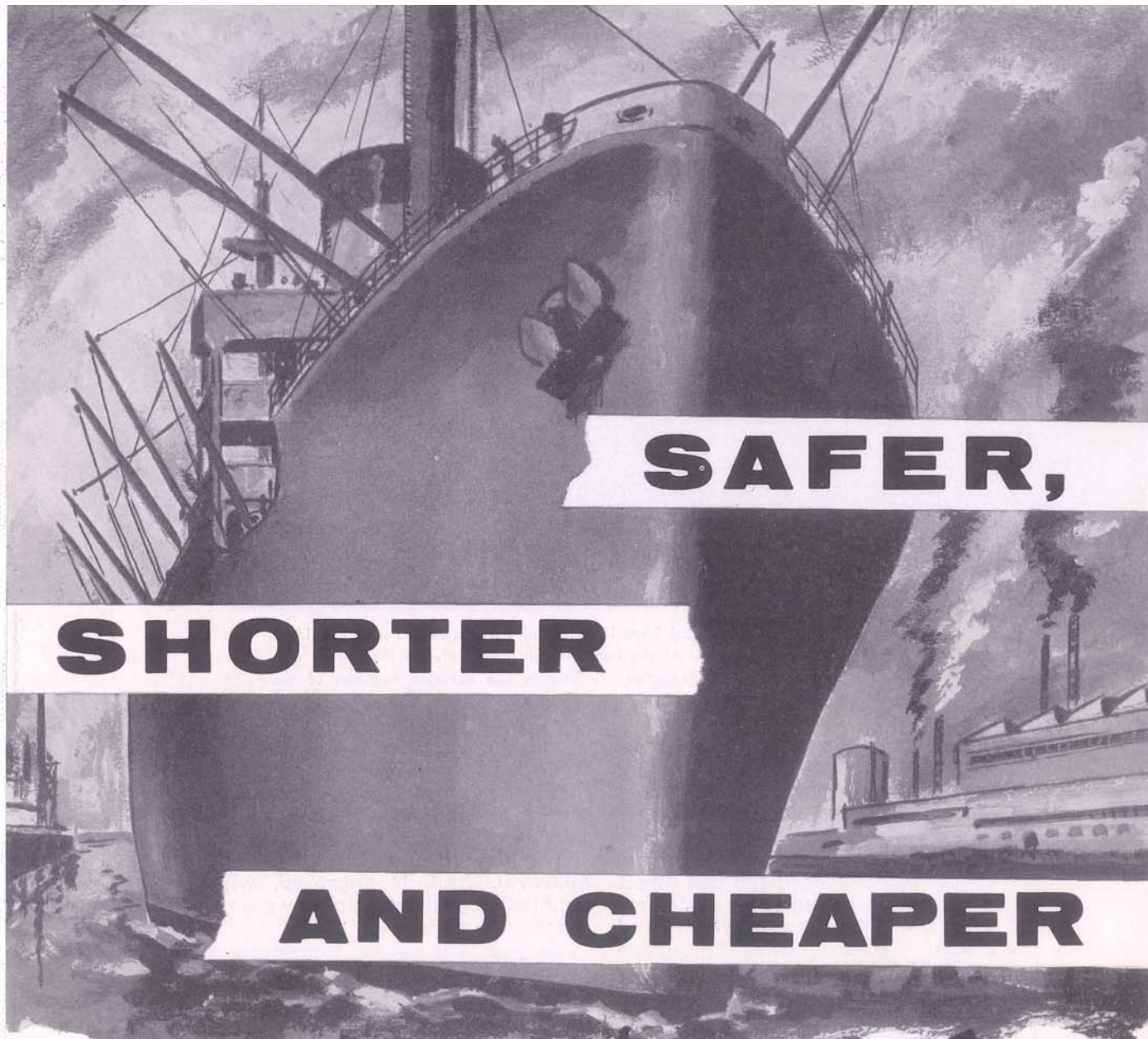
**THE  
FIRST NATIONAL BANK  
OF JEFFERSON PARISH**

W. Richard White, President

The oldest bank of Jefferson Parish — with over \$26 million on deposit . . . the bank that has helped finance the sensational progress of the parish from an almost totally agricultural community to the most concentrated industrial area in the Deep South.

**SERVING JEFFERSON PARISH**

MEMBERS FEDERAL RESERVE SYSTEM AND FEDERAL DEPOSIT INSURANCE CORPORATION



**SAFER,**

**SHORTER**

**AND CHEAPER**

**via the** *Jefferson Seaway*

By FRANK J. CLANCY, Sheriff, Parish of Jefferson

I have in my files a dog-eared little booklet, written in 1877, nearly three quarters of a century ago, entitled "The Baratavia Ship Canal and Its Importance To The Valley of The Mississippi."

Even that far back, it was realized that Nature had given us everything except an unimpeded route to the sea. Already, approximately 80 years ago, it was accepted as a basic truth that all

the limitations of the hundred mile river route below New Orleans could be eliminated by a canal short-cut . . . and already it was recognized that the safest, shortest and most economical route was up through Jefferson Parish from Baratavia Bay.

During the last twenty-two years of my association with its public life, the Parish of Jefferson has promoted, pleaded and publicized the tremendous



This is the well known Mississippi River landmark of the Louisiana Power and Light Company at Nine Mile Point. At the curve in the river, between the nearby outskirts of Westwego and this location will emerge the northern terminus of the Jefferson Seaway. See topographical map on pages 20-21.

advantages to everyone concerned of this long needed, every year growing more vitally urgent tidewater channel to the Gulf of Mexico.

The U.S. Army Engineers long ago have gone on record stating that of all the routes recommended the one direct from Barataria Bay up through Jefferson Parish was the most practical. And the idea of this short cut to the sea has been enthusiastically approved for many years by industry, shippers, economists, political and public leaders and the great inarticulate public itself — but the finances to construct it have never been forthcoming.

Now nationally recognized as the Most Concentrated Industrial Area in the Deep South and the Industrial Right Arm of the No. 2 Port of the Nation, Jefferson Parish has grown so fast and so big during the last few years that this long planned Seaway is no longer just a crying need — but an acute necessity. The happy riverbank marriage of commerce and industry in the Greater New Orleans area has begat such a progeny of factories and warehouses that additional industrial sites and more elbow room for shipping must be provided — and soon.

So, instead of waiting impotently and impatiently any longer for government financial assistance, Jefferson Parish has decided to investigate the possibilities of building this Seaway through its own efforts — by the issuance of self

liquidating revenue bonds. And, as soon as all the data is compiled — all the figures of its cost of construction, its potential revenue and its saving to shippers — the project will be placed before the voters of Jefferson Parish for their approval. And, if approved, will undoubtedly be administered by a separate Seaway Commission.

As you will see on the double page drawing of the future Jefferson Seaway, prepared by Associated Tidewater Engineers and included with this article, it will cut the existing Mississippi River route to the Gulf completely in half — from 110 miles to 55 miles.

The proposed route runs from Westwego at Nine Mile Point on the West Bank of the Mississippi southward, by the shortest, most economical route from the standpoint of construction, to the Gulf through Barataria Pass at the East End of Grand Isle. The Jefferson Seaway will be entirely in Jefferson Parish and will bisect the Intracoastal Waterway near Bayou Villars.

The Jefferson Seaway, as projected will provide a 40 foot deep, 500 foot bottom width waterway its entire length — wide enough and deep enough to accommodate the largest ships afloat.

*ITS WEST BANK PORT FACILITIES* will be constructed about four miles south of Nine Mile Point junction with the Mississippi River. These facilities will be the most modern in type and construction for the economical han-

dling of bulk and general cargo. They will be served by modern type transit sheds, railroad sidings, truck approaches and all necessary auxiliaries.

*2200 ACRES FOR INDUSTRIAL SITES* will be available for lease between the above mentioned Port Area and the Seaway's junction with the Intracoastal Waterway. Utilizing the earth dredged to form the Seaway, these industrial sites will be reclaimed first on the West Bank, providing needed locations for Jefferson's already expanding industrial activity, even without the stimulus of the Seaway. These new sites, having Seaway frontage and backed by rail and highway connections, will be ideal for new plants and warehouses. Another section of land between the Intracoastal Waterway and Bayou St. Denis will also be reclaimed for future industrial development.

*THREE RAILROADS WILL SERVE THE INDUSTRIAL AREA OF THE SEAWAY.* These are the Texas Pacific, Missouri Pacific and Southern Pacific whose tracks will lead off from the Avondale yards southward into the new port facilities and industrial sector and which will cross the Seaway on a drawbridge about three miles south of the Mississippi River.

Railway connection between the New Orleans docks and these new industrial

and port facilities will be made via the Huey P. Long Bridge and the New Orleans Public Belt Railroad. Actually, the Seaway will have constant and convenient contact with all the great trunk line railroads serving the New Orleans area, either east or west of the Mississippi River.

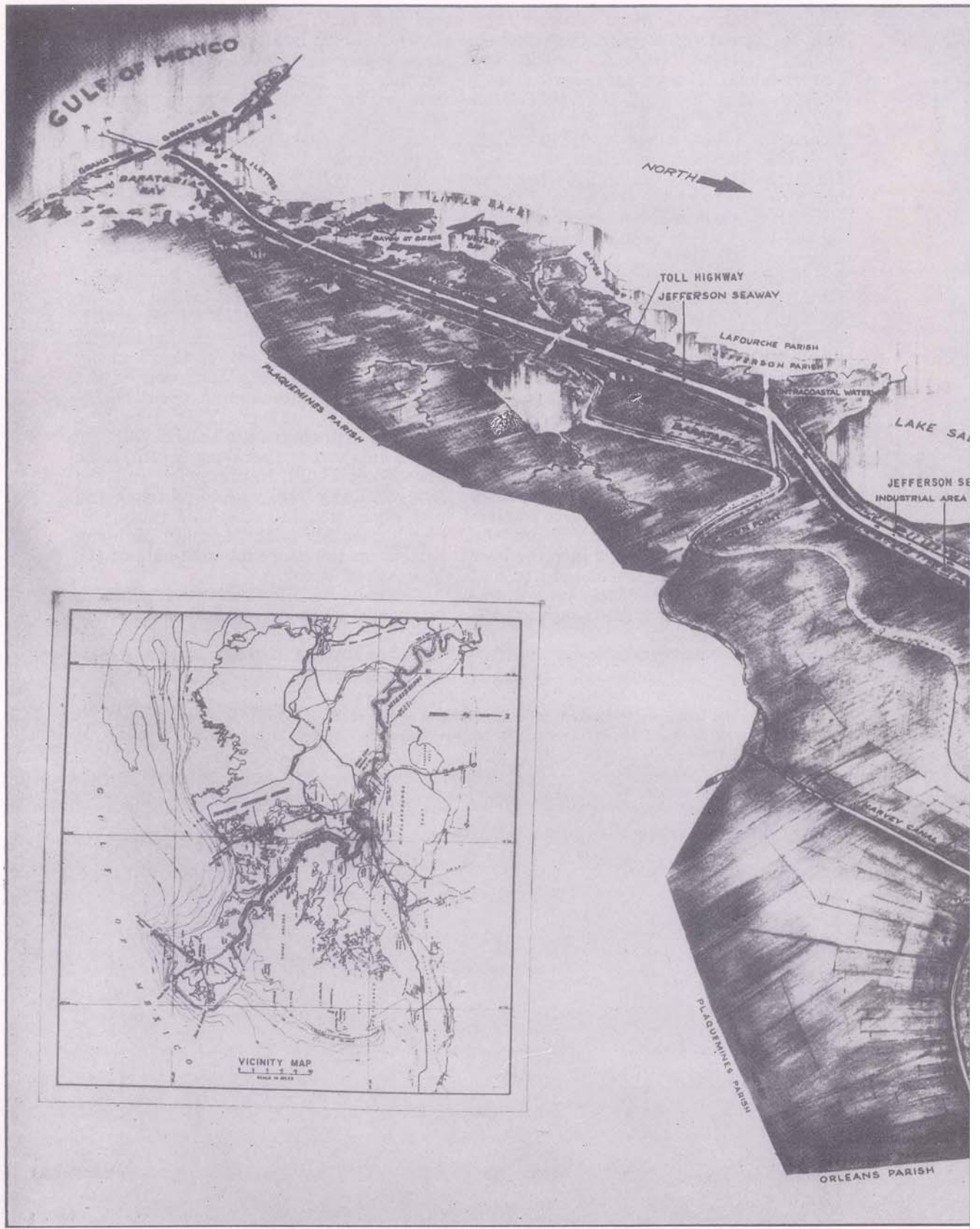
The new West Bank Expressway, now being constructed to connect the new Mississippi River Bridge with the Huey P. Long Bridge, will pass under the Jefferson Seaway via a modern 4-lane tunnel between the West Bank Port Development and the railroad bridge.

*A NEW FOUR LANE TOLL FREE HIGHWAY* will serve the industrial area on the West Bank of the Seaway, running from the northern end of the Seaway to its intersection with the Intracoastal Waterway. This four-lane highway will connect with U.S. 90 (the short cut across the Deep South), the new West Bank Expressway and the Huey P. Long Bridge. And all truck and passenger traffic using this route will blend smoothly with the main highway system on the east and west side of the Mississippi River.

South of its intersection with the Intracoastal Waterway, this free four-lane highway will become a two-lane toll road for the use of truck and passenger traffic to Grand Isle.

This is famous Barataria Pass at the east end of Grand Isle—and will be where the Jefferson Seaway emerges at its South end into the Gulf of Mexico. See topographical map on pages 20-21.





THE PLANNED SAFER, SHORTER, CHEAPER TIDEWATER

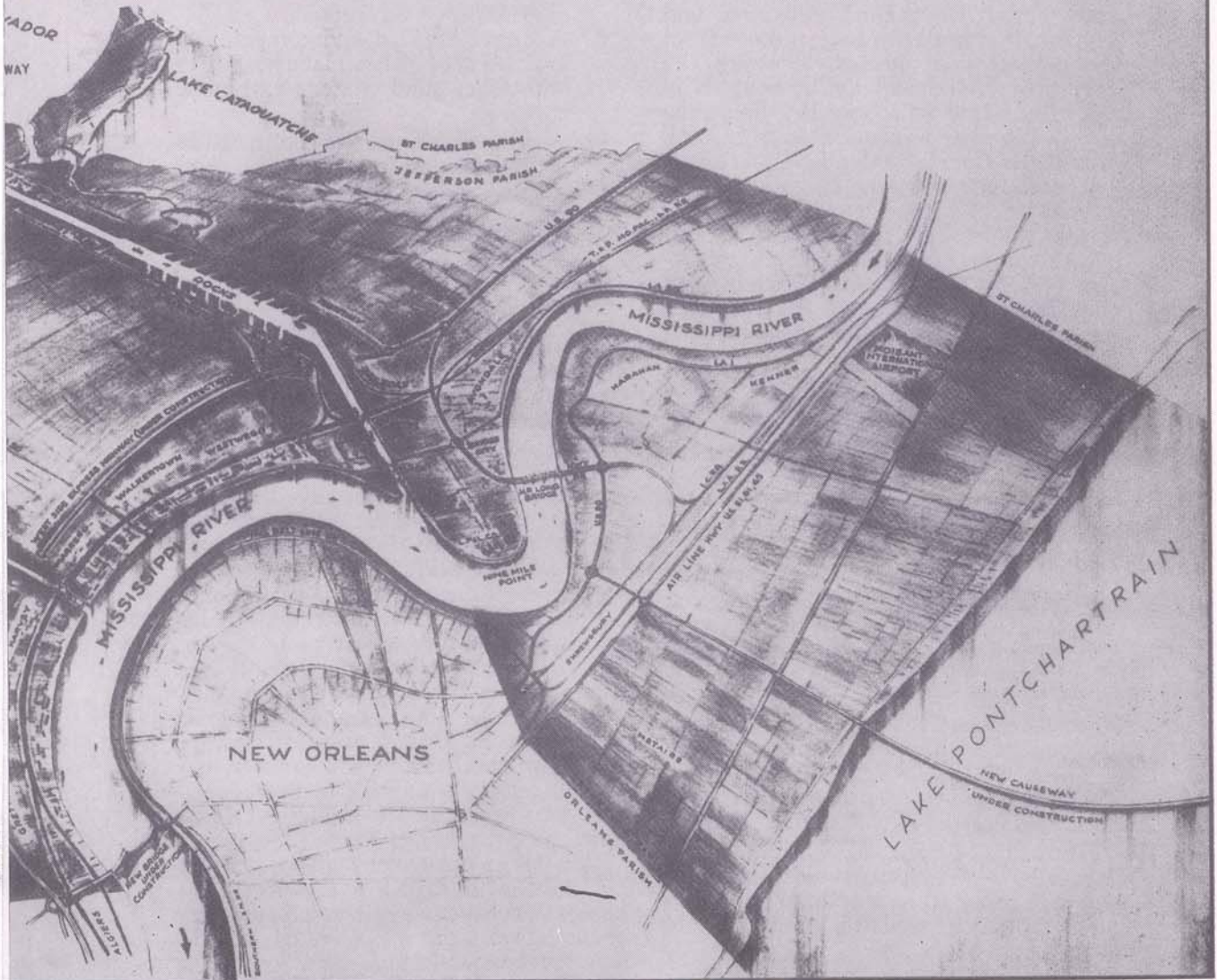
# PROPOSED JEFFERSON SEAWAY

PARISH OF JEFFERSON, LA.

PREPARED BY  
**ASSOCIATED TIDEWATER ENGINEERS**

FAY, SPOFFORD & THORNDIKE, BOSTON, MASS.  
TEDWARD ERNST, NEW ORLEANS, LA.

SEPTEMBER 1955



CHANNEL FROM THE PORT OF NEW ORLEANS TO THE GULF

This short cut to Grand Isle will be an added benefit of the Seaway to many Jeffersonians and visitors from all over the U.S. who have nothing to do with industry or commerce. It will provide a shorter, quicker route to this popular Pleasure Island, famous for the safest surf bathing in America and rated one of the first ten fishing spots in the world.

Instead of the present approximately three hour trip through Raceland, this Seaway route will place this beautiful tourist resort and Louisiana's only salt-water playground within an hour's ride of the Huey P. Long Bridge.

A pleasurable, priceless "lagniappe" of the Seaway Project will be the inevitable development of this 8 mile long beautiful beach and its three-quarter mile depth of fairyland beauty. Up until now Grand Isle's sand and surf and fabulous fishing have been remote from the rest of the country. Through the open door of the Seaway, by boat or by car, the nation will pour its thousands of sportsmen and vacationers to enjoy a brand new Recreationland.

There is another advantage also to be considered. The new roadway will expedite the seafood catches of Grand Isle's shrimpers and oystermen to northern markets and will immediately promote the prosperity of all the people in the parish engaged in the seafood industry.

The Jefferson Parish officials and leaders behind the new Jefferson seaway also plan a NEW WATER TREATMENT PLANT to be located somewhere in the vicinity of Nine Mile Point. From this a water main will extend southward to serve the Port Facilities, the Industrial Area and Grand Isle.

Local public utility companies will supply all electrical power and gas for the operations on or along the Seaway.

When we review the amazing industrial growth of Jefferson Parish, especially in the last ten years since the War, years unaffected by abnormal war production boom and handicapped by the lack of this vitally needed SEAWAY, we can begin to see the fantastic future this project holds forth.

When this JEFFERSON SEAWAY is completed its Administration Commission will offer to new industries, seeking production and distribution advantages:

1. Plenty of available long lease locations right in the Heart Area of the South's No. 1 Port and along-

side its SHORTEST, SAFEST AND CHEAPEST TIDEWATER CHANNEL TO THE SEA.

2. DEEP WATER frontage and consequently dock space for barges or ocean going ships.
3. Inland transportation to market by every means known to modern man; rail, water, road or air.
4. A limitless supply of industrial water (one of the nation's greatest industrial problems today) and more than adequate electric power and natural gas.
5. Access by economical water transportation for either their raw materials or finished products via the great North and South Mississippi system, or East and West via the economical Intracoastal Waterway.
6. A contented and competently trained pool of local labor, most of whom are solid citizens and home owners.
7. A year round climate conducive to continued plant production.
8. And available recreational facilities for employees that make men love to live where they work.

The civic, business, railroad, financial, political and public leaders of Jefferson Parish have been working on this Jefferson Seaway and planning its construction for years. When the voters are asked to approve the Bond Issue of \$110,000,000 for its completion, the amount, you can rest assured, is the safe and economic estimate of engineers and experts who have been studying the needs of the Greater New Orleans area since — well, since that booklet I mentioned around 1877.

Progress is a parade. Nothing can stand still, least of all a Parish straining at its seams like Jefferson Parish. The Port of Greater New Orleans has long since, as everybody knows, outgrown the uncertainties and uneconomical aspects of its 110 mile Mississippi River Approach from the Sea. Industrial Jefferson is bulging at the boundaries of its available industrial locations.

Both these problems can be turned into unbelievable future prosperity by the Jefferson Seaway. The experts, the economists and the engineers have made their recommendations and compiled their figures. It is now up to those whom it will benefit most — the people of Jefferson Parish.

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## PART TWO: PROGRESS REPORT

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Jefferson Parish is nationally and internationally recognized as "the most concentrated and the fastest growing industrial center in the South." Locally it is the Industrial Right Arm of the Port of New Orleans and is mainly responsible for the tremendous industrial increase in the New Orleans Area in the last 15 years.

Previous to World War II there were only about 25,000 industrial employees in the Area, earning an annual payroll of approximately \$20 million, or a mere \$800 per year per employee. But today, more than 53,000 workers are on local manufacturing payrolls now approaching \$200 million or \$4,000 per annum per employee. And the majority making \$4,000 per year are employed in Jefferson Parish.

Responsible for this are not only its amazing and multiple natural advan-

tages (ample industrial water, available natural gas and electric power, all the means of transportation known to modern man, and a vitally strategic location at the crossroads of national and world commerce) but also its aggressive public, business and civic leaders who have, over the years, foreseen its unlimited possibilities and have prepared, or are preparing, for their development.

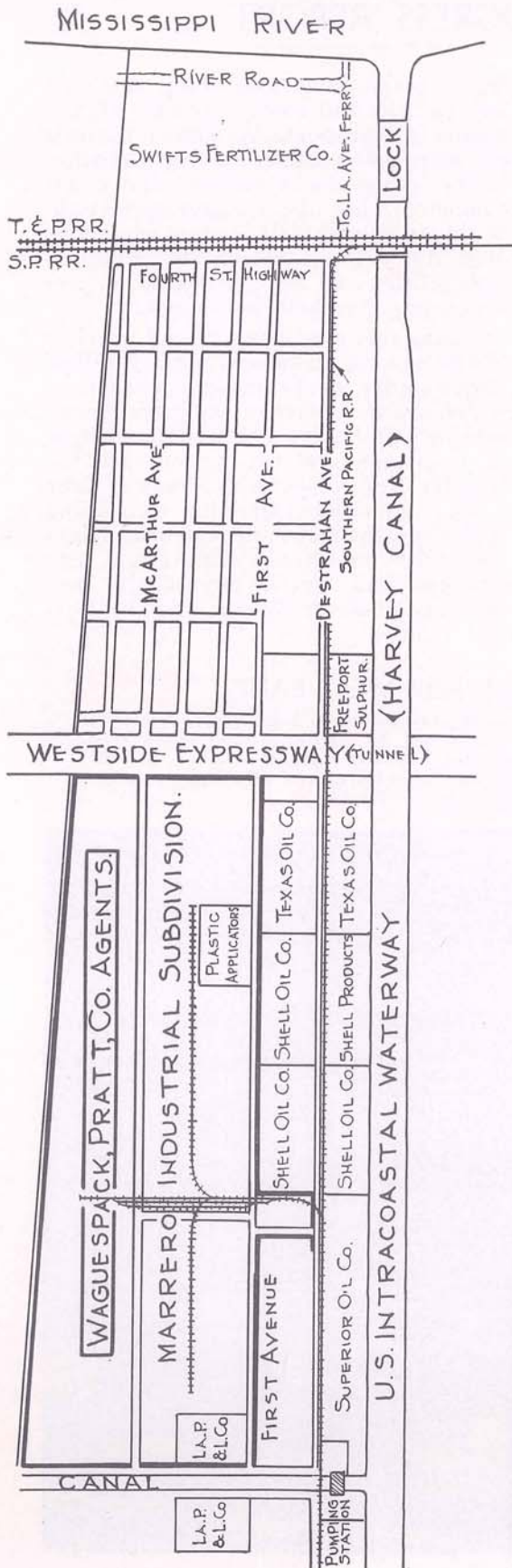
I have just completed a brief preview of the coming Jefferson Seaway. Other major public works under construction, which are indicative of the growing importance of Jefferson Parish to the rest of Louisiana and the nation, are the Greater New Orleans Expressway over Lake Pontchartrain, its connecting highways, the Veterans Memorial Highway with its ultra-modern grade separations and traffic circles, the new Mississippi River Bridge, and the Harvey Tunnel.

### NEW \$64,000,000 BRIDGE FOR WEST BANK

As this picture was taken substructure construction on the new Mississippi River Bridge, connecting the East and West Banks so that downtown New Orleans and the commercial heart of the West Bank will be within ten automobile minutes of each other, was well ahead of schedule. By 1958 traffic will flow smoothly across this bridge which will have a central span of 1575 feet, top height of more than 350 feet above river surface, and a total length of 3019 feet.



# AN INDUSTRIAL SUBDIVISION FOR

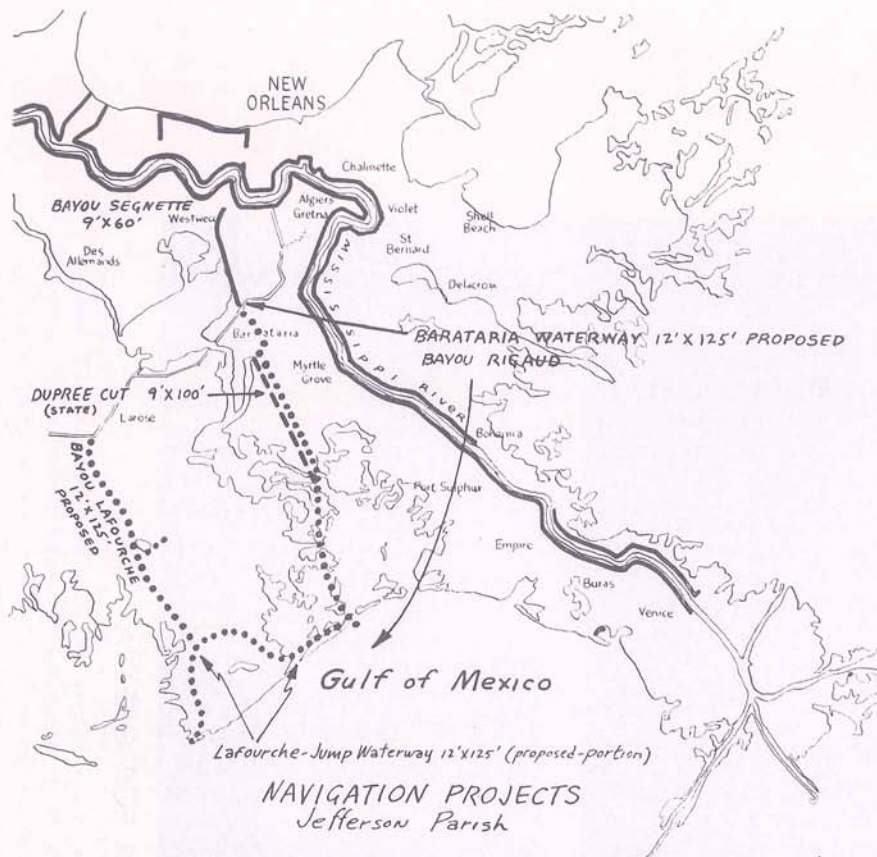


- INDUSTRIES**
- DISTRIBUTORS**
- MANUFACTURERS**
- WAREHOUSING**
- SWITCH TRACKS**
- TEAM TRACKS**
- ROADS**
- OFF-STREET PARKING**
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NAVIGATION PROJECTS  
Jefferson Parish

- Dupree Cut - UNDER CONSTRUCTION BY STATE 5' deep x 100' bottom
- Bayou Segnette - CONSTRUCTION AUTHORIZED BY CONGRESS 9' deep x 60' bottom
- ..... Projects UNDER STUDY - Bayou Lafourche and Lafourche-Jump Waterway, Barataria Waterway, Bayou Rigaud 12' deep x 125' bottom

Above is the map of the navigational short cuts and improvements either under construction, authorized or planned, which will be so useful and time-saving to Jefferson's oil and fishing industries.

Actually, our public officials are now supervising the expenditure of around \$135 million in new projects for the greater progress and prosperity of our parish of 175,000 people. And one of the largest items of that total, of course, is the new \$46 million Lake Pontchartrain Causeway.

It is being administered under the chairmanship of John J. Holtgreve, President of the Jefferson Parish Police Jury. Other Jefferson Parish citizens who are members of this Commission are Ben A. Abadie, Sr., Secretary-Treasurer; Ivy Champagne and Thurston B. Martin. St. Tammany Parish is represented on the Commission by Fred Mizell, Vice-chariman, and Archie R. Singletary.

This Lake Pontchartrain Causeway, which was begun in June of 1955 is expected to reach completion by August 1 of 1956. This is four months ahead of schedule, according to Palmer and Baker, Inc., consulting engineers on the job. Their contention is borne out by the fact that on New Year's Eve the workmen were racing for completion of

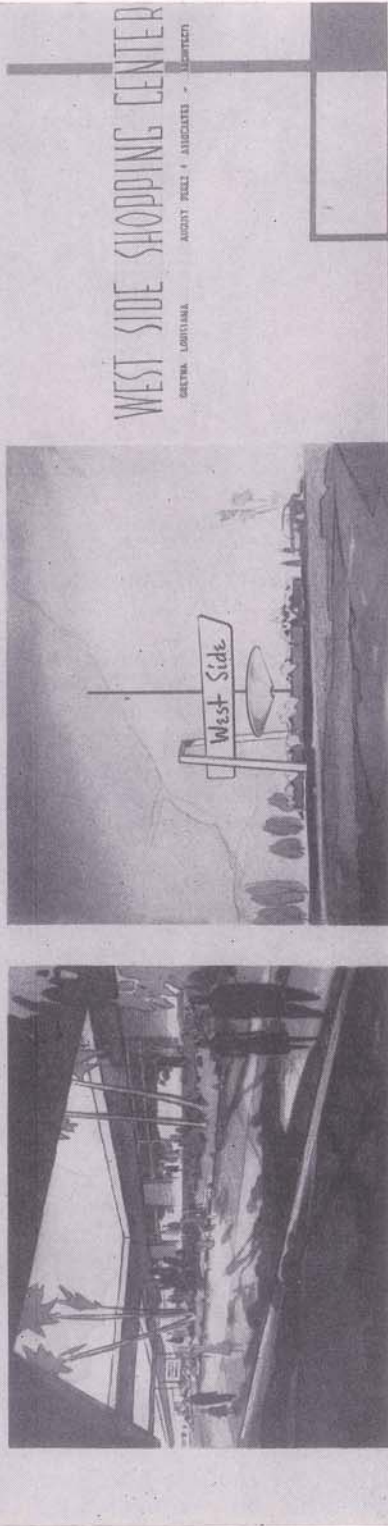
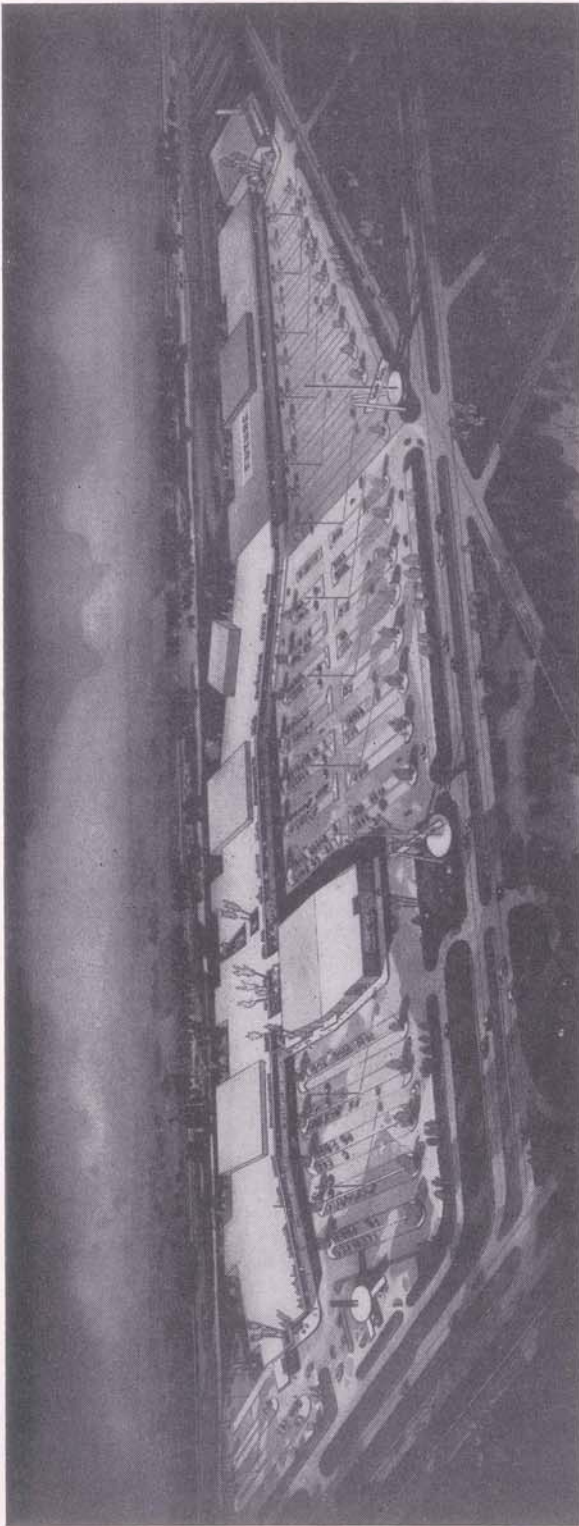
the halfway point, twelve miles from the starting point on the Mandeville shore. As this was written, construction was proceeding rapidly and smoothly at the rate of better than a half mile per week.

When finished, this 24 mile overwater roadway will reach the South shore of the Lake at Causeway Boulevard, which is an extension of old Harlem Avenue in Jefferson Parish.

It will be the longest vehicular bridge in the world and will be the realization of a century old dream. In the early 19th century, Bernard Xavier de Margigny de Mandeville decided his vast estates on the north shore, later known as Mandeville, should be made more accessible to the New Orleans area than the long, arduous round-the-lake route of that day.

It was he that started the ferry service across the lake which lasted until 1936. Since then access to the North Shore of Lake Pontchartrain has been maintained by highways circling the ends of the lake with bridges at Pass Manchac, Chef Menteur, the Rigolets.

It was a little over two years ago that



### \$25 MILLION SHOPPING CENTER FOR GRETNA

This "city within a city" at Gretna—bounded by the present Fifth Street Highway, Franklin Street, the West Bank Expressway and Garden Park Subdivision—is scheduled to be completed July 1957. It will accommodate 25 to 30 stores, will have a covered pedestrian mall connecting with all stores, and parking accommodations for 2000 cars. An area of 22 acres reserved for future expansion will be utilized as a play area with playground facilities. It will be within 20 driving minutes of the greater bulk of population on both sides of the river on completion of the Mississippi River Bridge.

the parish officials and the police juries of St. Tammany and Jefferson decided to do something about this century old ambition of uniting the North and South shores of the lake directly across. With the help of Palmer and Baker, Inc., consulting engineers for both parishes, the \$46 million Causeway now under construction became a reality. But it must be remembered that many of our parish leaders worked for years laying the groundwork for the feasible program that finally materialized.

The completion of this Causeway across Lake Pontchartrain will not only open up many valuable acres of land heretofore inaccessible, but it will give Jefferson Parish a straight lifeline North. It will connect on the north side of the Lake with the Covington Highway, U.S. 190, with branches eastward to Mandeville and westward to Madisonville.

Coming into Jefferson's East Bank at Causeway Boulevard, this Expressway will cut straight across Jefferson's new Veterans Memorial Highway, the present Airline Highway, Metairie Road and the railroad tracks by a unique and simple arrangement of overpass, underpass and traffic interchange. It will connect with Jefferson Highway (Old Spanish Trail-U.S. 90) which will carry traffic on to South Louisiana, Texas and points West by the Huey P. Long Bridge.

The new Causeway Boulevard and the Veterans Memorial Highway (completed in 1955 from the Orleans Parish Line to the Moisant Airport area in Kenner) will intersect at a point 2 miles from the Orleans Parish Line. The Veterans Memorial, basically designed to relieve the heavy and constantly increasing traffic on the Airline Highway and the Jefferson Highway, will also serve the local traffic of the vast new residential expansion that will result from the completed combination of these new traffic arteries. The Veterans Memorial Highway has already opened up more than 20 square miles of the parish to progress and development that seemed to follow right behind the bulldozer.

Now under construction by the State Department of Highways at the expenditure of a further million one hundred and fifty thousand dollars, is an extension of the Veterans Memorial Highway to connect it with Pontchartrain Boulevard.

Construction on the traffic interchange at Airline Highway and Cause-

way Boulevard for the alleviation of traffic jams and hazards was begun by the State Highway Department in 1955 and should be completed by October of 1956. The overpass structure which will also overpass Metairie Road and the railroad tracks will be 3693 feet long and terminate 661 feet south of the Public Belt tracks. This overpass will have two 28-foot roadways on either side divided by a 4 foot neutral strip, with emergency walkways on either side.

The State Highway Department is also proceeding with plans for the construction of the 6-lane underpass on Airline Highway under the N. O. T. tracks. This will also be part of the Causeway Boulevard traffic interchange.

When these state and parish projects have been completed, it will be possible to drive from Jefferson Highway to the Lake Pontchartrain Causeway and over the lake, without crossing any tracks at grade or stopping for any traffic lights except at Veterans Memorial Highway. The booming, zooming never ending traffic on Airline Highway will be accelerated by the elimination of the railroad grade crossing and by the great reduction of traffic turning off at Shrewsbury and LaBarre Roads. The traffic turning off and on Airline Highway will no longer suffer the needless delays waiting for traffic lights or the frequent hazards and holdups on the Kansas City Southern tracks. All these local advantages, in addition to greatly facilitating all east and west, north and south traffic in East Jefferson, and contributing greatly to the phenomenal growth and development of Jefferson's entire East Bank.

On the West Bank of Jefferson the tempo of development is also a constantly increasing allegro. With the completion of the West Bank Expressway and service roads, and the Harvey Canal Tunnel (the second fully automatic underwater tunnel in the world) the long discussed and cussed traffic bottleneck will have been eliminated.

The 1080 foot underground Harvey Tunnel will consist of two parallel tubes, each having 2-lane concrete highways. From ground level to ground level it is 1850 feet long. It will be completed in midsummer of 1956 to become a vital link of the West Bank Expressway. The combination of this super highway and tunnel will solve the present traffic bottleneck, will dissipate the terrific pressure on the present two-lane Gretna-

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### \$39,000,000 PLANT EXPANSION FOR SOUTH KENNER

This tremendous expansion to American Cynamid Company pictured above, one of the newest and largest of Jefferson Parish industries, is scheduled to start July 1, 1956 and will add 400 more permanent jobs to the parish.

Westwego highway, and will provide an expressway behind the congested area of Jefferson's West Bank from Algiers to the Huey P. Long Bridge.

Last and by no means least of the mighty and major projects in which Jefferson Parish is participating is the construction of the new Mississippi River Bridge.

The immediate city to its West Bank Approach will be Gretna and it takes no crystal ball to foresee that Gretna will be to New Orleans what Brooklyn is to New York. The possibilities of development to the entire West Bank are beyond present comprehension.

The towering bridge (350 feet above water surface at top height) will funnel traffic from downtown New Orleans and from the Algiers-Gretna area. It will carry a four-lane super highway which, when it reaches capacity, will accommodate 18 million vehicles annually.

The engineers expect the Bridge to be opened by December of 1957. Not only will it immediately greatly increase and facilitate the flow of commerce and trade between the two banks, but it will provide a vital defense asset by freeing traffic to and from the Algiers Naval Base and the Alvin Callender Flying Base, near Belle Chasse in Plaquemines Parish.

The Bridge and its approaches will of course tie in with the West Bank Expressway, which will soon connect the Veterans Memorial Highway and Airline Highway sections of Jefferson Parish with Algiers, Gretna, Harvey, Marrero, Westwego and Belle Chasse. The West Bank Expressway extension of the Bridge will connect with the local streets of Algiers, Gretna and Highway 31.

Jefferson Parish is represented on the Mississippi River Bridge Authority by Senator Alvin T. Stumpf; John W. Stone, Police Juror from Gretna; and W. Richard White, President of the First National Bank of Jefferson Parish. Senator Stumpf is Secretary of the Authority.

As a final word on the Bridge, it is only fair to the foresight of our leaders, which I mentioned in the first part of this Progress Report, to remind our readers that it was Jefferson Parish public officials back in 1926 who first broached the idea and who, even that far back, practically picked the spot.

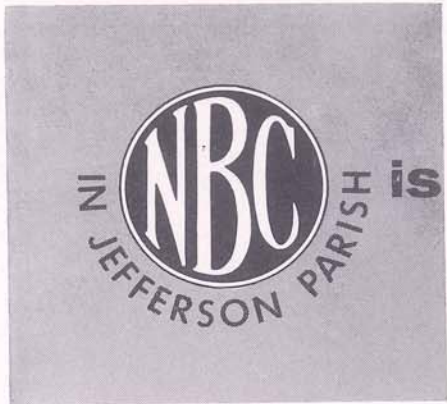
Progress is unending. Even as I am dictating this report new plans and new programs are developing in the fertile brains of our experts — new ways to promote our prosperity, contribute to our comfort and make the parish a finer place to live in for future generations.

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



**The DAILY INDUSTRIAL**  
*Drama*  
of  
**JEFFERSON  
PARISH**

by

**Leland Brown**

Assistant Professor of Business Communications  
School of Business Administration  
Tulane University

and

**Paul P. Fullmer**

Instructor in Business Communications  
School of Business Administration  
Tulane University

Editor's Note: Averaging approximately two manufacturing plants for every one of its sixty miles in length, Jefferson Parish presents a daily industrial drama of such volume and variety that it would be impossible for Mr. Brown and Mr. Fullmer, within their space limitation, to include all or even a majority of them. By necessity, the following informative and interesting article is a sampling, not a summarizing, of this most concentrated industrial area of the Deep South.

### SHARP CONTRASTS IN THE MINGLING OF THE PAST AND THE PRESENT

Phenomenal growth and expansion of its industry continues to be the most dramatic fact in the daily industrial life of Jefferson Parish. Practically everything that has taken place industrially has happened in the last fifty years, less than the lifetime of an individual. Before the beginning of the Twentieth Century, Jefferson Parish had discovered that it was industrially endowed and inclined. There was very little, however, in the quiet, rural appearance of this land to indicate its coming fabulous industrial development.

With its villages, farmers and fishermen, the Parish played a supporting role, subordinate to the leading character, New Orleans. It supplied the city with most of its food and nationally was considered merely the city's outskirts.

Sugar plantations and rice fields, truck and dairy farms lined both sides of the Mississippi. Along the West Bank area, now covered by the industrial towns of Gretna, Harvey, Marrero, Westwego and Avondale, were some excellent wild duck ponds, swamps, cattle grazing land, cotton plantations and rice fields. What is now the thriving community of Kenner was literally a large cabbage patch where the majority of the 200 people living in the area made a living by working as farm laborers for 60 cents a day. In the East Bank area, where today stands the large residential community of Metairie, were truck and dairy farms, with a few scattered groves of pecan, quince and orange trees. At the turn of the century there were only about 150 white people and four or five negroes living in Metairie.

In the beginning, the change over from a 98 percent rural, agrarian and a 2 percent industrial economy to one that is now 2 percent agricultural and 98 percent industrial was very slow. But the strategic location of the Parish on the Mississippi across from and above the city of New Orleans, its miles of industrial sites along the river front, the facilities of five great railway systems—all proved valuable assets for growth and expansion.



Reminiscent of the beautiful approaches to the once famous plantations in the Parish is this carefully preserved tree canopied and moss covered entrance to Freiberg Mahogany Company.



One of the most unique industries of Jefferson Parish is the busy factory of Charles Gregor Creations, Inc., at 3763 Derbigny in Metairie. Producing its now famous Tutti-Frutti Surprise Balls that keep eager children busily unrolling gaily colored strips of paper until all of the 12 exciting concealed prizes have been discovered, this unusual Jefferson industry employs sixty people earning a \$100,000 a year payroll.

It was not until 1910 that the first factory located in Marrero. Penick & Ford, Ltd., Inc. moved there from New Orleans. In those days the river served as a freight barrier in that rates were higher on the New Orleans side. To gain the advantage of the lower freight rates, the company moved to the west side, where most of the larger and better syrup and sugar mills were located. From the beginning Penick & Ford generated their own power and obtained their water supply from the river. In fact, as late as 1930 they were supplying water to Marrero. This necessity ceased, however, when Jefferson Parish Waterworks District No. 2 was established.

Another typical early local industry is represented by the Mancuso Barrel and Box Company. Pascal Mancuso, a sugar mill engineer from Gramercy, Louisiana, who had been buying rejected sugar barrels from the mills and selling them to produce shippers, moved into Kenner in 1918 and began manufacturing produce barrels and boxes.

Early in the Twentieth Century cottonseed oil refineries, which formed a nucleus for later industrial growth, began to flourish along the West Bank of the river. The increasing importance

of New Orleans as a port speeded the influx of newer industries. Steel was required for factory buildings and containers, so steel companies opened outlets for their products here. Wood, too, was needed for housing the rapidly growing population, so companies dealing in lumber products arrived. One industry led to another. An attitude of cooperation prevailed. Because natural gas and industrial water are available in unlimited supply, chemical industries moved in beside the refineries.

When the nation was caught in the throes of the Depression Thirties, action in the Jefferson Parish drama still moved forward. The Harvey Locks link of the Intracoastal Canal was dedicated. Connection of the two banks of the river by rail and motor traffic over the soaring Huey P. Long Bridge added impetus to the industrial growth in the Parish.

With the advent of World War II and throughout the Forties, industrial development increased. Rheem Manufacturing Company's plant, for a dramatic example, produced \$12,000,000 worth of ordnance items, and during the Korean war this figure went up to \$28,000,000. Employment was provided for over 1,000 extra workers, 52 percent of whom live in the parish. Although these



## “At Home” in Jefferson Parish

The decision of a few years back to locate Cyanamid's new petrochemicals plant in Jefferson Parish has been more than justified. Even now, engineering studies and estimates for doubling production capacity at Fortier are being made.

The Fortier plant is very much “at home” in the landscape of Jefferson Parish. The same goes for us who work at Fortier, too, some of whom are native to the Parish, others who have experienced the welcoming attitudes of the Parish and its people. In addition to our work in producing quality chemicals, we are happy to join the rest of you in civic and social enterprises that will make our Parish an even better place in which to live.



AMERICAN CYANAMID COMPANY

Fortier Plant  
Jefferson Parish  
Louisiana

ordnance production lines are now inactive they are kept on a stand-by basis ready for immediate resumption of production. Other companies, such as Avondale Marine Ways, Inc., expanded to meet the need for increased production and made great contributions to the war effort. Still other companies were formed and grew rapidly.

When 1945 ushered in peace, the Moisant Airport — one of the largest airports in the world today — was built in Jefferson Parish. The Parish could now serve the nation by all methods of transportation: rail, water, highway and air. Industrial expansion during the ten-year period since 1945 has been almost fantastically rapid. For instance, within this decade the Harvey plant of

Beginning ten years ago with one small filling line and storage capacity of 80,000 gallons, Delta Petroleum Company, Inc., today fills over 2,000 fifty-five gallon drums with oil products during each eight-hour shift and has increased storage capacity to 4,000,000 gallons.

Since 1945 Avondale Marine Ways, Inc., which began very modestly in 1938, has developed into a multi-million dollar institution with national and international recognition not only in maritime circles, but also in important industrial manufacturing. Its main plant, situated on the west bank of the Mississippi ten miles up river from New Orleans, has become one of the largest industrial plants in Jefferson Parish. Avondale has maintained a steady de-



This is Moisant International Airport, located at Kenner in Jefferson Parish, which schedules around 134 domestic and foreign flights a day and is fast approaching a million air passengers a year.

Stauffer Chemical Company was built, expanded and re-expanded to its present processing capacity of 1,500 tons of sulfur and 1,000 tons of insecticides per week. Now producing a total of nearly 40 different finished products, their sales of insecticides to the Mississippi delta area alone represents 16 percent of the gross sales volume of all insecticides sold in the entire world.

velopment in the main plant, both in new construction of marine equipment and in repair service, and has added capacity as well as supplemented its operations by expanding its field of activity. This is especially true in the fabrication of steel for specialized industrial uses, such as floating drill rigs and large equipment used in locks and dams in America's waterways.

It is a source of satisfaction to participate in the continued expansion of business and industry in Jefferson Parish and the industrial south.



***The Celotex Corporation***  
***Marrero, Louisiana Division***

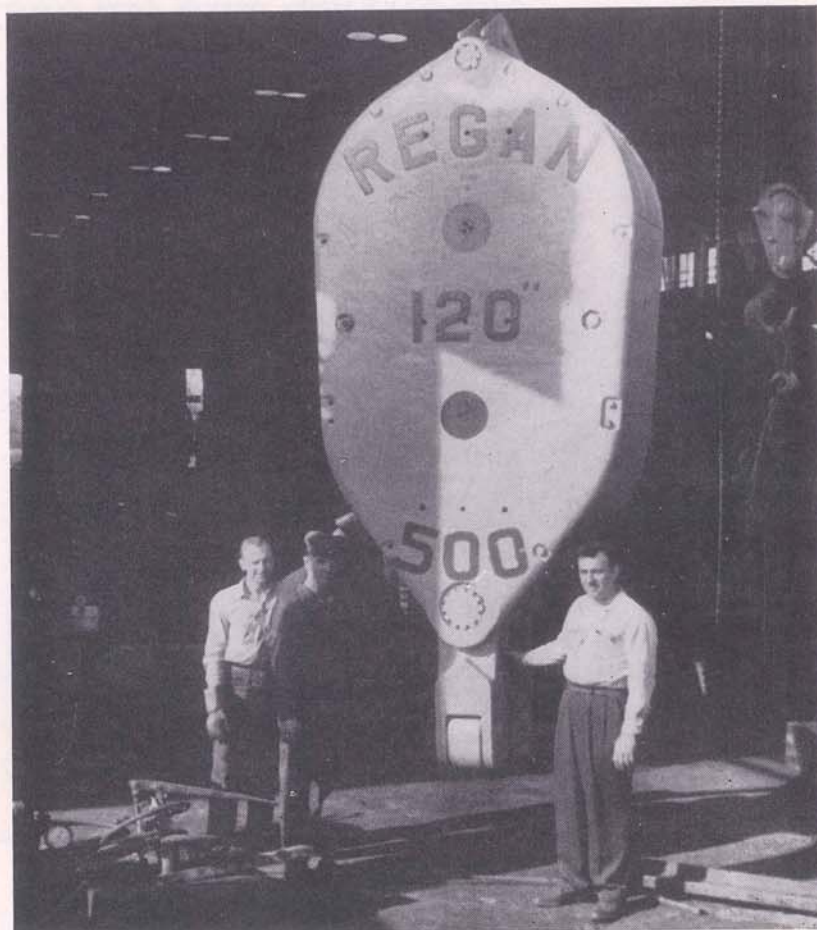
**MANUFACTURERS OF INSULATING AND SOUND  
CONDITIONING BUILDING MATERIALS**

One of the most progressive steps taken by Avondale in this post-war period was the establishment, on the Harvey canal, of the Harvey "Quick Repair" Plant with its modern dry docks and complete ship repair facilities. Here Avondale has one of the most modern propeller shops in the country, with propeller facilities up to 24 feet in diameter. One specialty of this plant (which represents quite a flourishing industry in itself) is the design and manufacture of stainless steel propellers. Another rapidly expanding specialty is the repair of drilling tools brought in by boat from off-shore rigs. The corporation renders a service to river and intra-coastal towboat operators which is unsurpassed in the country today. Growth of the company's business at this branch has been phenomenal: for instance in 1955, during the eleven months until December first, there were serviced some 1934 vessels, of which 1177 were dry docked; 2130 propellers were made or repaired; and 606 oil drilling tool repair jobs were handled.

At the main plant, on November 17, 1955, Avondale Marine Ways launched the largest marine steel structure, with respect to height and beam, ever launched in the history of the Port of

New Orleans. Built for The California Company, this structure is the off-shore, self-stabilizing, elevated-deck Drilling Vessel S-55 which will operate in 75 feet of water. As launched, it was as high as a ten-story building. Its final height of 150 feet was too great to allow construction and launching from conventional ship building ways. Accordingly, the S-55 was designed and launched with the beam of the main hull member at 90 feet. Two additional hull members, each 30 feet wide, were added by lifting the main central hull section hydraulically on the vessel's four stabilizing pontoons and then welding these side hull sections to it. In the lower hull is located practically all machinery except drilling, hotel plant and power generation items. Fuel oil and water are also stored in the lower hull. The drilling mast has a derrick rating of one million pounds lift and the crown block and rotary are movable so that four holes may be drilled at one location without moving the vessel. Generally similar to several vessels which are in operation or are being built for various owners, the S-55 was designed by the New Orleans firm Friede and Goldman, Inc., for service in the Gulf of Mexico.

This 7-sheave 500 ton traveling block was completely overhauled in record time in the Oil Tool Service Shop of the Harvey Plant of Avondale Marine Ways, Inc.



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## THE SOUTH'S FASTEST GROWING INDUSTRIAL SECTION

Jefferson Parish now takes its industrial position beside New Orleans, number two port in the United States. No longer does it play a supporting agricultural role. It has become the most concentrated industrial area in the Deep South.

A quick glance at some of the industries that make up the present industrial life of the Parish reveals a dramatic panorama — a sharp contrast to the former 98 percent rural scene:

**The Celotex Corporation is the world's largest manufacturer of building materials from bagasse.**

**Penick & Ford, Ltd. Inc. is the world's largest canner of cane syrup and molasses.**

**The Southern Cotton Oil Company is the world's largest processor of cottonseed oil.**

**The Sherwood Refining Company, Inc. is the only refinery in the United States engaged exclusively in the manufacture of white mineral oils, petrolatum jellies and petroleum sulfonates.**

**The Southern Shell Fish Company, Inc. is the world's largest canner of shrimp and oysters.**

**The Freiberg Mahogany Company is the world's largest manufacturer of mahogany lumber and veneer.**

**The American Liberty Marketing Company is the world's largest handler of fish oil, vegetable oils and alcohols.**

**The Plymouth Cordage Company, one of the oldest concerns of its kind in America, began business in New Orleans in 1824.**

**The American Creosote Works, Inc. is one of the largest in the nation for the creosote treating of lumber.**

From the river, one sees a line of industrial plants operating side by side. If the same industries are viewed from the highway, however, one sees a contrast resulting from a mingling of past eras with the present. Much of the pleasant rural beauty remains.

Entering Freiberg Mahogany Company from the highway, the visitor travels up a driveway lined with live oaks and can imagine he is entering an old plantation whose house will be reached at the end of the drive. The American Cyanamid Company, too, has retained much of the setting of the old Fortier Plantation. Spread out and covering 650 acres of land, seven plants, administrative buildings and service areas not only leave room for further expansion — for new units to be located according to the operational process or raw materials used — but also retain the natural vegetation and trees, the feeling of spaciousness and freedom that characterized the former rural setting of the Parish.

Thus there is a dramatic mingling of the old and the new in the present industrial life. The scene is changing, but traces of the former life add interesting side views for the spectators and participants. The phenomenal growth and expansion of industries in the Parish will continue because there are inherent advantages which will make for further industrial development. One of these is the ready accessibility in the area of raw materials and products. A contributing factor for industrial growth in the past, it will continue to make further development possible.

## RAW MATERIALS AND PRODUCTS CONTRIBUTE TO DRAMATIC GROWTH

The petroleum products manufactured by Sherwood Refining Company, Inc., for instance, require the use of water and oil. Water from the Mississippi is pumped into a large pond, chemically treated and then used in the process work. The American Cyanamid Company likewise uses water, which is afterward chemically treated and returned to the river.

American Cyanamid, as well as other chemical companies, also takes gases from the air for use in manufacturing chemicals. Louisiana's inland and tideland oil drilling provides an abundance of oil and gas for industrial use in the

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area. A number of refineries, such as the Clark Oil & Refining Corporation, Delta Petroleum Company, Inc. and Sherwood Refining Company, Inc., take oil that has been partially refined, then blend and compound it to produce a complete line of industrial and automotive oils, greases and petroleum products, some of which are in turn used industrially by other firms.

Approximately 70 percent of the state is forested, and Jefferson Parish provides a natural outlet for use of Louisiana woods. The Ipiik Plywood Company takes wood from willows and other trees obtained by local suppliers and uses it to form the solid core of the veneered doors they produce. Numerous box and barrel manufacturers in the Parish likewise use Louisiana woods, and in turn their boxes and barrels are used by other producers in the area.

Cottonseed oil forms the basis for the manufacturing done by Southern Cotton Oil Company. They were the first company to make cottonseed oil a cooking oil. Through a special process, called "Wessonizing," a consistent color and flavor blend is produced, making Wesson Oil a top quality product.

High grade molasses and syrup are bought from Louisiana mills and kept in cold storage tanks by Penick & Ford, Ltd., Inc. Throughout the year, as needed, they are taken from storage and, through a blending process, balancing one kind and another for uniformity, the finished product is maintained at the same top quality all the time.

Some of the sugar which is liquefied by Krim-Ko Corporation in making their chocolate syrup comes from the sugar mills of Louisiana.

In addition to local and regional raw materials and products, most products of the entire Mississippi Basin flow through the Parish and are readily accessible to its industries. Not all materials used industrially in the Parish, however, are from the area, and there is romance in the fact that they come from other parts of the United States and from foreign countries as well. Steel fabricators work with sheet steel produced in the northern mills and floated down the river on barges. The mahogany veneers and plywood made at Freiberg Mahogany Company come from the tropical jungles of British Honduras and Yucatan.

The Back Door to Freiberg Mahogany Company with the boat that has just brought mahogany logs from British Honduras lying at anchor in the river. In the foreground are the log pond and the conveyor to the mill—all a scene of intense industrial activity in which the setting of natural beauty, as far as possible, has been retained.



# POWER *by* GEORGE



## IN CREWBOATS . . . .



THE BAYOU BELLE—fast, 31-foot Crewboat powered by GEORGE ENGINE COMPANY, Built by Sewart Seacraft, Inc. Main propulsion power supplied by the new, lightweight, GM Detroit Diesel Engine Model 6071B, giving greater horsepower and lighter weight in an engine identical in appearance to standard GM models long used in the marine industry.

## IN TUGS . . . .



THE CAPTAIN GOLTY—65' all steel Tug built by Bryant Boats, Inc., and powered by GEORGE ENGINE COMPANY with 2—62203 GM Diesel Engines each rated 289 HP at 2000 rpm. Has very high free run speed and good towing characteristics.

# GEORGE ENGINE COMPANY, INC.

HARVEY

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General Motors Diesel Engines,  
Parts and Service

LOUISIANA



A Jefferson Parish shrimp boat bringing its catch up through the bayous from the Gulf of Mexico to the parish seafood packing and canning factories.

Mahogany grows only as scattered trees in the tropical jungles of Latin America and West Africa. An average of two trees to an acre is considered a good stand. The mature tree may reach a diameter of 8 or 9 feet and a height of 150 feet. The average tree is 3 to 5 feet thick, 100 to 125 feet tall. Mahogany trees produce lumber and veneer that are long, wide and free from defect. Forest-grown trees range in age from 150 to 250 years; over-mature trees may reach twice that age. To continue obtaining a sufficient supply will mean going farther and farther back from rivers and other methods of transportation. The long, eventful trip from the stump to the mill is an endless struggle against countless hazards that involve rain, floods, transportation and political instability.

Having considered several representative raw materials and products, their contribution to the industrial growth of the Parish, let us look next at some of the things industries are doing with raw materials and products — at some of the manufacturing processes taking place.

#### PROCESSES PROVIDE DRAMATIC INTEREST

Many of the manufacturing processes

carried on by the industries are unique, although others are frequently used ones. They contribute greatly to the daily industrial drama of Jefferson Parish because they represent a great deal of the daily activity that goes on within the plants.

The intriguingly complex processes at American Cyanamid Company require surprisingly few people to operate the plants. Instruments, watched over by technically trained personnel, control most of the operation. In producing over 400 tons of products a day, Cyanamid uses 9 to 10 million gallons of water for cooling, for generating and for steam. Sufficient refrigeration is generated daily to air condition 1,000 homes. The Company has facilities for generating 600,000 pounds of steam per hour for use as an energy source. Of 600 employees, only one-third are used to operate the plants. Of the others, there are 200 administrative personnel and 200 maintenance staff members.

#### *In the Seafood Industry*

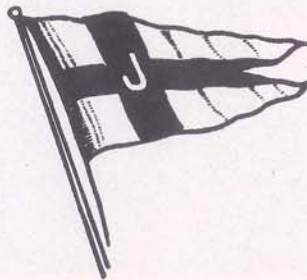
Since 1949 the peeling and deveining operations before canning shrimp have been carried on by machines that are leased from Peelers Company of New

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- SAFWAY STEEL SCAFFOLDS



- CONCRETE PIPE—CONCRETE BLOCKS

—MADE AT—

CONCRETE PRODUCTS PLANT

—IN—

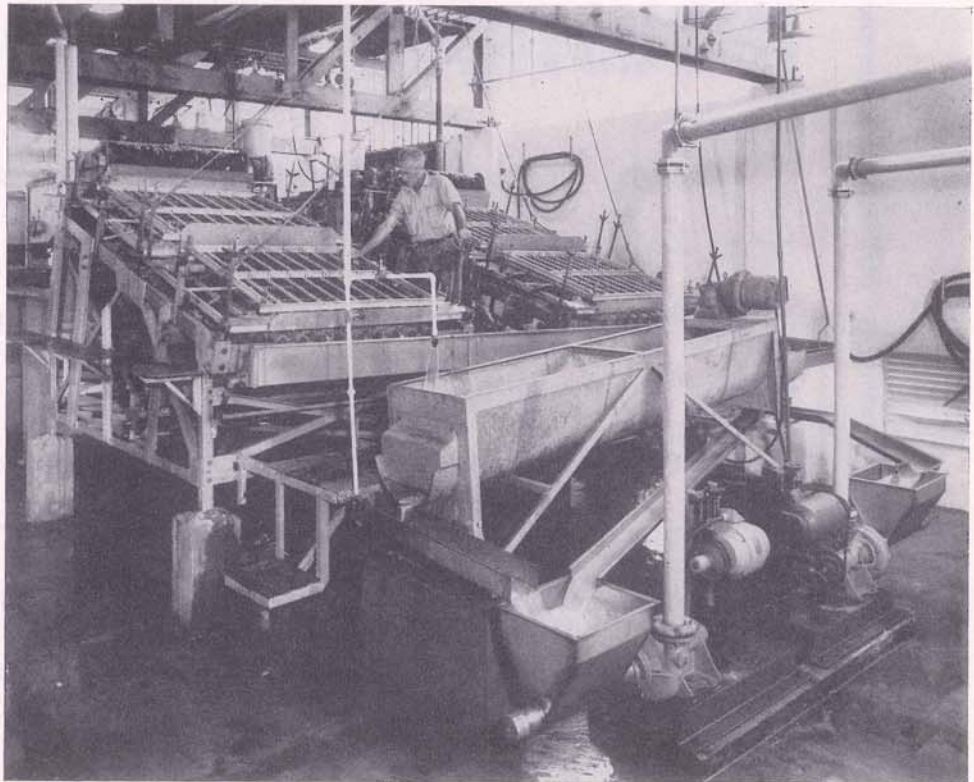
JEFFERSON PARISH

Orleans. Eight peeling machines and accessory equipment at the Robinson Canning Company, Inc. set up a whirl much different from the noisy chatter of hundreds of pickers who formerly lined three 80-foot long picking tables. The three leading shrimp canning companies

unloading of the shrimp. They pass through a washer and de-icer, then over an inspection belt, where trash and defective shrimp are removed. Next, weighing of the shrimp is accomplished. Then follows the picking process which involves mechanical operation of three

### SHRIMP PEELING MACHINE IN ACTION

About 80 machines like the two pictured here at Robinson Canning Company at Westwego are installed in Gulf area plants. They are leased from Peelers Company and in the past 5 years have produced an estimated 151,000,00 pounds of machine peeled shrimp. Each machine has the capacity of 1000 pounds of raw shrimp per hour. Shrimp are shown coming from the top conveyor belt, ready to drop into the machine for removal of shells and hulls.



— Southern Shell Fish Company, Inc., Robinson Canning Company, Inc. and Cutcher Canning Company, Inc. — all use the machines. The shrimp canning process really begins with catching the shrimp, and shrimp boats leaving and returning during shrimp season present a romantic picture in themselves.

From the fishing waters of Louisiana — Barataria Bay, Vermilion Bay, the Cameron area, Four Bayous, the Delta area, Lake Borgne and the Gulf of Mexico — come the shrimp, crop of the sea. Shrimp are iced in the holds of the boats immediately after catching and are brought to the nearest port, where they are washed, re-iced, loaded on trucks and carried to canning or packing plants. Some shrimp boats bring their catch directly up the Harvey Canal to Southern Shell Fish. Robinson is also serviced by boat, but trucks transport the shrimp to Cutcher.

The initial operation begins with the

machines. In the first machine the head and hull are removed; then the shrimp pass through a cleaner where any remaining bits of shell are removed. The third machine separates the bits of hull from the meat. Waste material is disposed of by dehydration; the resultant product is used for feed or fertilizer manufacture.

After the picking process, shrimp pass over an inspection belt and a final quality check is made. From inspection they go directly to the blanching department or are diverted to the deveining machines where the back strip is removed.

Blanching is the initial cooking of the shrimp in a boiling saline solution. Here three things are accomplished: the curling of the shrimp, the extraction of water and solubles from the shrimp and a change in color from the natural pigmentation to the familiar pink or red.

# LOOKING FOR AN IDEAL INDUSTRIAL LOCATION?

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

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

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



**LOUISIANA TRANSIT COMPANY**

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HARAHAN, LOUISIANA

After blanching, shrimp are graded and cooled, then inspected, checked for size, broken pieces culled, etc. Packing is the next step. Shrimp are packed by hand, each can filled to exact weight. Then the cans move by conveyor to closing machines; hot saline solution is added on the way, and a good vacuum is effected within the sealed cans. The canned shrimp is processed for 12 minutes at 250° F., then cooled. The cans are now ready for labeling, packaging, storing and shipping.

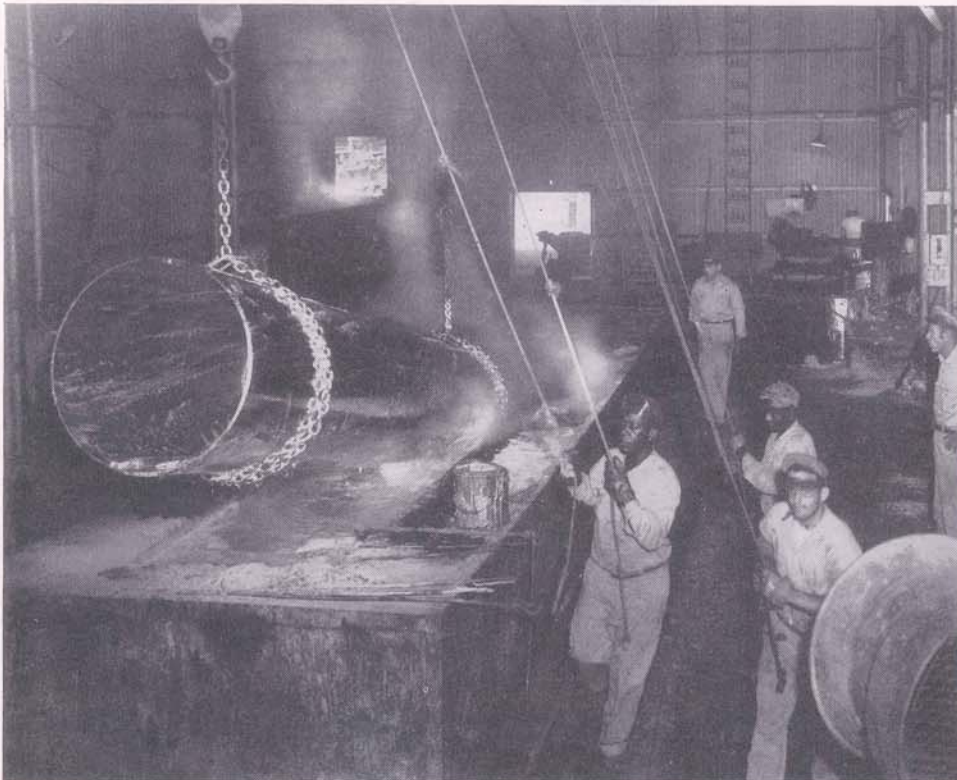
#### *In the Steel Industry*

An important practical process occurring in the Parish is that of hot dip galvanizing. For rust protection, hot dip galvanizing is the most economical and practical method known. It is one of the oldest processes for zinc coating metal to avoid corrosion. The products to be hot dip galvanized are put into a kettle, allowed to sink beneath the surface of molten zinc until they reach the same temperature as the zinc and then removed from the kettle. The Green-Walker Galvanizing Company, Inc. uses the hot dip method for ship building, food packing and refrigerating, the oil industry, fencing, etc.

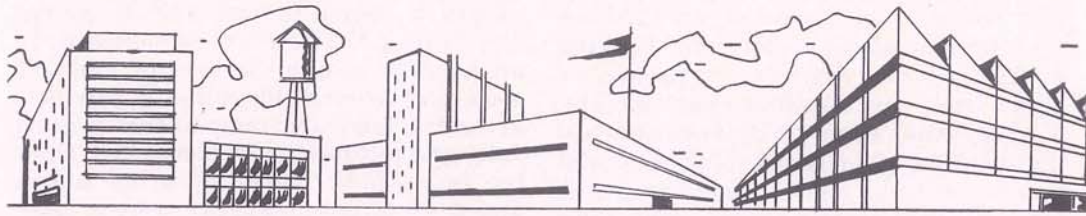
A large kettle holding 226,000 pounds of zinc is heated to 840°-860° F. As the zinc is used the kettle is replenished. In an average month, 30 tons of zinc are used and around 430 tons of products are galvanized. The temperature is carefully and automatically controlled, since too hot a bath would cause an unbalanced condition and too cool a bath would prohibit the proper flow-off of zinc when the product was withdrawn from the kettle. To insure a uniform coating, the product is completely submerged at one dip. The immersion rate, immersion period and withdrawal rate are carefully timed to produce the best possible result.

Barely two years ago the Avoncraft Division of Avondale Marine Ways, Inc. was set up to prefabricate and construct porcelain steel buildings. A new super-market "package" service — prefabricated service stations for the petroleum industry — was made available. The major oil companies have erected Avoncraft service stations in 13 southern states.

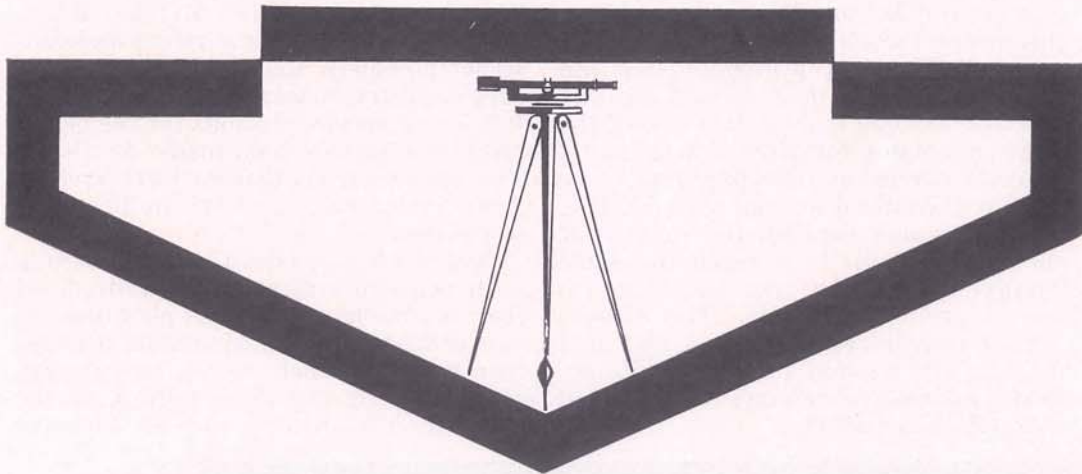
Avoncraft's modern plant, strung with conveyors stretching hundreds of feet, is a model of efficient planning. At one end sheet steel, less than one-sixteenth of an inch thick, is cut and shaped to fit the final design of the building. The steel is "pickled" in huge



A large pipe being dipped in molten zinc at the Green-Walker Galvanizing Company of Jefferson Parish. Hoists and chains support the heavy weight of the pipe. The hot-dip galvanizing will cause the pipe to withstand corrosion and rust.



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vats, then sprayed with liquid porcelain enamel and run through the continuous furnace at 1475° F. to give the steel its porcelain finish on all faces. Panels which will be visible on the completed building are finished to a high gloss in any color, with the possible exceptions of gold and silver. So precisely is the color controlled that a panel can be made today exactly matching the color of one produced a year ago.

The feature which differentiates Avoncraft's product from any other porcelainized paneling is an interlocking vertical joint. Sections can be joined easily and permanently on the construction site. Avoncraft panels use U-shaped corners joined together by small aluminum rings, called grommets. The joints ingeniously serve as steel columns to help carry the weight of the roof. Thus even the supporting members have a corrosion and rust resistant porcelain coating.

So sturdy is the building thus produced that Avoncraft, in conjunction with the Hunt Tool Company, has recently completed construction of a unique living quarters building to be used on Gulf Oil Company's off-shore drilling rig platforms. Hunt built the structural steel frame for this 30' x 80' two-story building on shore alongside the Harvey Canal; then Avoncraft in-

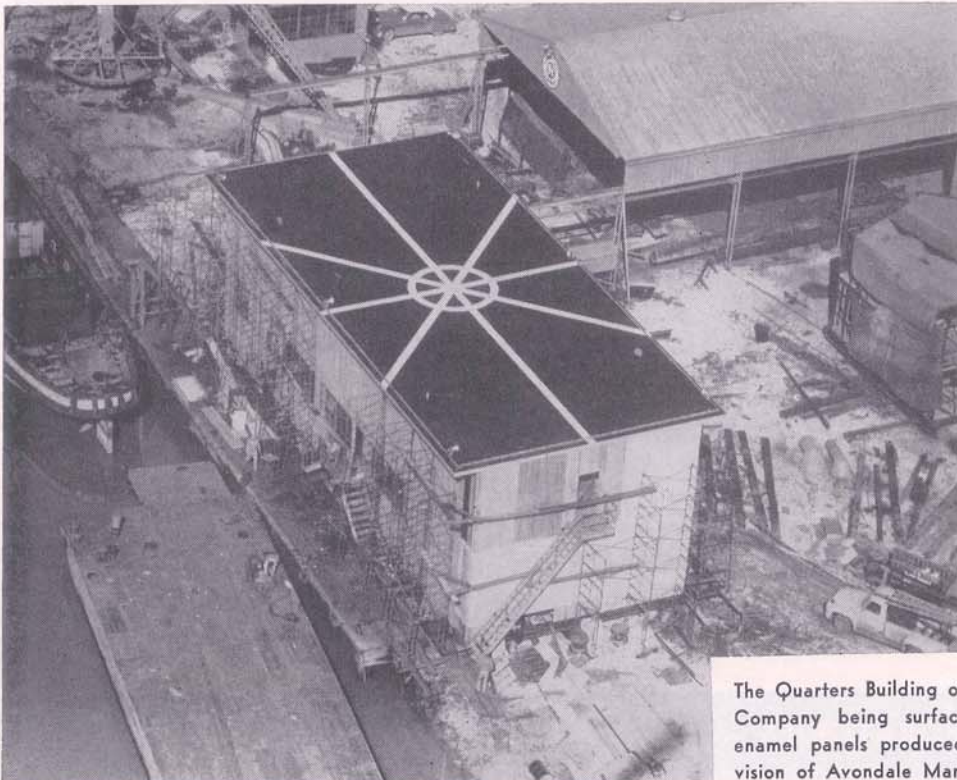
stalled the glare-reducing, matte gray porcelain exterior and the pastel green porcelain interior partitions and wall paneling.

Eight rooms on the second floor provide sleeping rooms, shower and toilet facilities for 46 men, while the downstairs has a galley, mess hall, recreation room, office, radio room and a room to house the building's air-conditioning machinery. On the roof is a helicopter landing with landing field lights and facilities. This completed and fully equipped 200-ton, sanitary, corrosion-resistant building has been lifted aboard a barge for transporting to the drilling rigs as needed and hoisted onto their platforms for use while wells are being drilled.

Another example of the use of Avoncraft panels is visible from the Huey P. Long Bridge. The new unit of the Louisiana Power and Light Company plant on Nine Mile Point is covered in brilliant shrimp pink exterior panels.

#### *Speed and Steel Join Hands*

Moving in 1950 from Gretna to its present location near the eastern end of the Huey P. Long Bridge, the Container Division of the Jones & Laughlin Steel Corporation is on a site that offers easy access to river bank, railroad and highway.



The Quarters Building of Salt Dome Production Company being surfaced with the porcelain enamel panels produced by the Avoncraft Division of Avondale Marine Ways, Inc.

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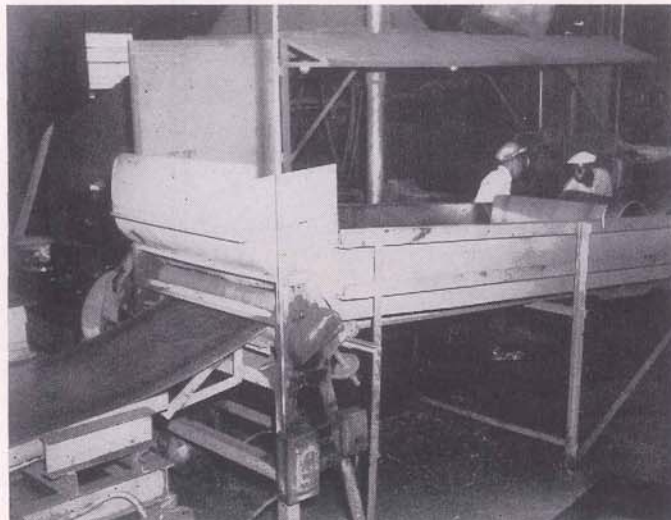
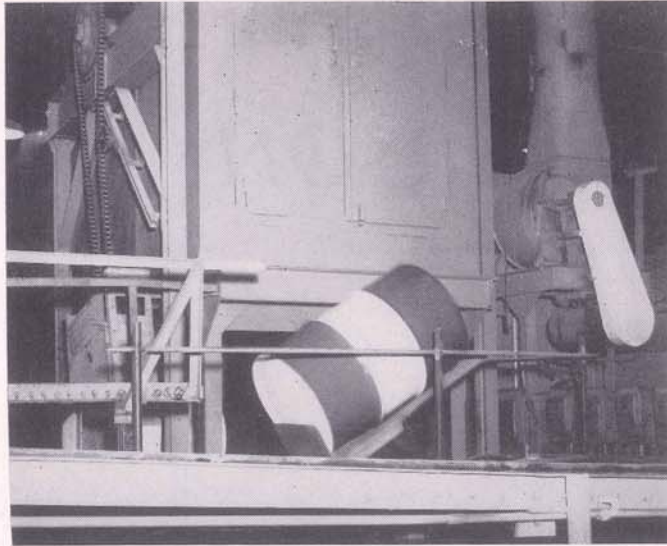
**LABORATORIES — New Orleans — Mandeville — Mobile**

Steel drums are fabricated in Jones & Laughlin's neat, efficient plant on a small but speedy production line which can turn out 375 color-painted or 450 black drums per hour. Sheets of steel are fed into a roller which curls them into a tube and drops them onto a conveyor ready for the second step: automatic welding of the side seam. Next the ends of the tube are flanged; a head and bottom are clamped onto the tube; and caps are screwed into the head openings. The formed drum is air tested for leaks, then rolled into an automatic paint sprayer. Here it revolves twice under the spray, then is carried by an endless conveyor through an oven which dries the paint. An unusual feature of the oven is that it has two levels. Drums are automatically tipped into the oven's continuous conveyor, carried at floor level to the far end, then lifted to the top level and returned to leave the oven beside the door where they entered, ready to be delivered, either by truck or

rail, to the customer (ordinarily a Gulf state refiner). Some 36 of the 50 full-time plant employees are required to operate the drum line.

Rheem Manufacturing Company, located just across the highway from Jones & Laughlin, operates both drum and pail high-speed production lines. While the production process is essentially the same at both plants, there is one major difference in method. Rheem has built the world's first steel lithographing press capable of decoratively lithographing drum-sized sheets of steel. Metal sheets are run through the press, then fabricated on a high-speed line into the finished container.

The press, with its automatic feeder, unloader and huge baking oven, applies trade names, emblems and sales messages in all colors to the steel sheet before it is formed into a drum. The same equipment also applies and bakes on in uniform thickness the sanitary, non-corrosive Rheemcote inner lining.



#### FABRICATING STEEL DRUMS AT JONES AND LAUGHLIN

Above: A finished drum being automatically up-ended onto the conveyor as it leaves the two-story paint baking oven. Minutes ago this drum was a flat sheet of steel just being fed onto the drum fabrication line, as below, where a package of such sheets, shipped down river from Jones and Laughlin's huge Pittsburgh Mill, begins its trip through the drum fabrication at J and L's Container Division plant in Bridgedale. A complete drum is formed, painted and baked in 16 minutes.

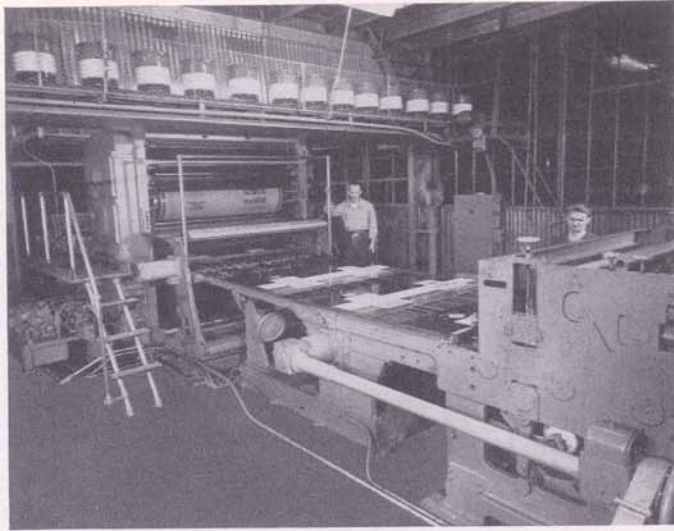
# JEFFERSON DEMOCRAT

Official Journal of the

*PARISH*  
OF  
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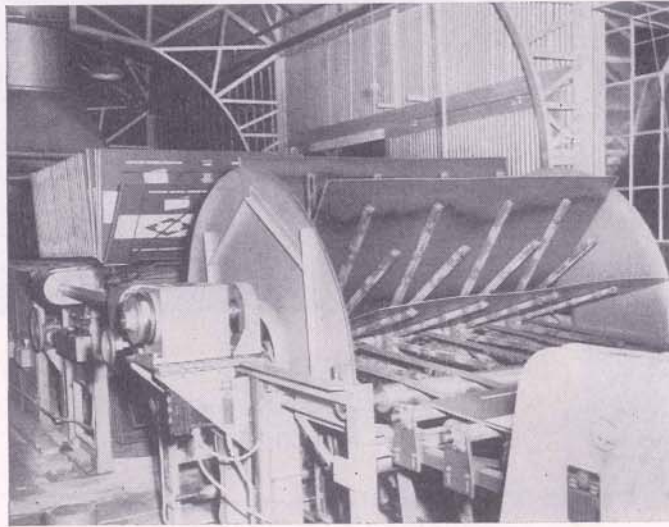
SINCE 1896

Gretna, Louisiana



### RHEEM LITHOGRAPHING PRESS

Above: Rheem Manufacturing Company's huge lithographing press in action. Decorated sheets of more than one color are first roller coated with a base coat and oven-baked, then re-run through the press as many times as colors to be printed. As the press prints the last color, the roller coater is again engaged to apply a wet varnish to protect the decorated sheet.



Below: The lithographed drum-sized steel sheets pass from the baking oven in the background and are turned over by this star wheel so they fall onto the stacker face up for return to the lithographing press for succeeding colors.

### *Some Wood Operations*

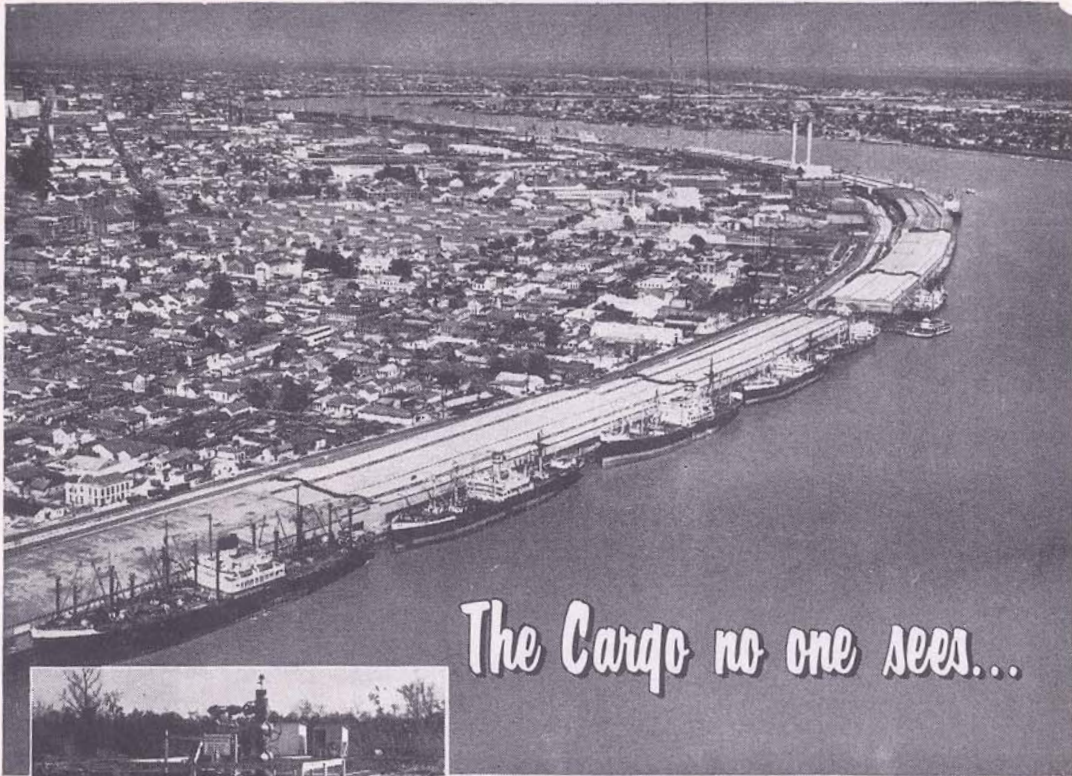
Two miles farther up the river from the Huey P. Long Bridge the Freiberg Mahogany Company is busily engaged in turning logs from Yucatan and Honduras into cut lumber and fine veneering. Brought in by freighter, the logs are tumbled overboard into the river above a catwalk curving out over the water from the shore. Men on this catwalk use poles to guide the floating logs onto a submerged dolly which carries them over the levee into the 25-acre storage pond behind the Freiberg mill.

The logs are hauled out of the pond, as needed, by a roller conveyor to a saw mill where they are squared off. If the grain is not of veneer quality, the log is cut into lumber; but when the grain proves worthy, the squared timber — or "flitch" — is soaked for 24 hours in boiling water to soften it. Then it is sent through a razor-sharp slicer which can shear off as many as 110 slices per inch. Standard furniture plywood ve-

neers, however, run 28 slices to the inch.

All the slices are carefully numbered as they come from the slicing machine. Then they are sent for two and a half minutes through a high-speed drying oven. When dry, the entire sliced flitch is bundled together with each slice still in its original rotational order. "Leaves" are taken from the middle, upper and lower thirds before the flitches are moved into a storage warehouse and are made up into sample "books" to be mailed to customers. From these books customers, scattered throughout the United States and foreign lands, order flitches exactly as though ordering bolts of cloth from swatches of material.

Farther up the highway from the Freiberg Mahogany Company, on into Kenner, the Celcure Wood Preserving Corporation uses a simple, inexpensive but highly effective chemical treatment of woods. It changes the chemical nature of the cellulose, eliminating its food value to wood parasites and rendering it toxic to the fungi which cause wood rot.



## The Cargo no one sees...



Natural gas is brought to the Greater New Orleans area from South Louisiana's most inaccessible regions. The extensive pipeline system bringing this gas must be planned ahead and expanded each year to meet the gas demands of home and industry.



Home-building, food, clothing and other cost-of-living items are up. So are steel, labor and gas prices in the field — vital elements in the mounting expense of insuring a dependable natural gas supply for this area.



Natural gas is so much a part of New Orleans that everyone takes it for granted in kitchen, store or factory. Behind this confidence is a quarter-century's planning and work by United Gas.

... over 2,300,000 tons  
of natural gas are shipped to  
Greater New Orleans yearly

Of course natural gas doesn't come by ship. It's transported by pipelines from many South Louisiana gas fields. We've expressed it this way to show an astounding fact about Greater New Orleans.

Natural gas is even lighter than air... yet 2,300,000 tons of gas will be consumed by the homes and industries of this area in 1955. That's nearly *eight times* as much as was used in 1930.

As the city grows, the pipeline system must grow ahead — ready to deliver more gas as needed. United Gas has invested many millions of dollars to assure local industries and gas distributors a dependable gas supply now and in the future.

*More than a quarter century ago, United Gas accepted the responsibility for supplying the local gas companies and industries of Greater New Orleans. During these 25 years there has been no shortage and no uncertainty about gas for any need in home, business or industry.*

**UNITED GAS**

SERVING THE *Gulf South*

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

Unlike other preservatives, Celcure's acid and cupric chromate solution leaves a dry, non-oily surface. Wood so preserved emerges with such a handsome yellow-green color that it can be and often is used unpainted for domestic interior construction as well as in such commercial construction as breweries, cold storage plants and water tanks, where occasional contact with food, animal or plant life renders impractical wood that is preserved with creosote, oil and other toxic bases.

#### *The Delta Degasser*

An entirely different operation is performed by a new vacuum-type degasser, developed and produced by the Delta Pipe & Boiler Company. It is used to avoid blowout conditions caused by gas-retaining muds. When gas is encountered in the course of drilling gas-bearing strata, as it commonly is in deep drilling for the oil of the Gulf area, gas becomes entrained in the mud as microscopic bubbles. Since some of the mud pumped out of the well must be returned, it becomes extremely important that it be returned free of entrained gases, else blowouts may result, causing great damage to reserves and property.

The degasser consists of a welded pressure vessel three feet in diameter and about ten feet long. The vessel is

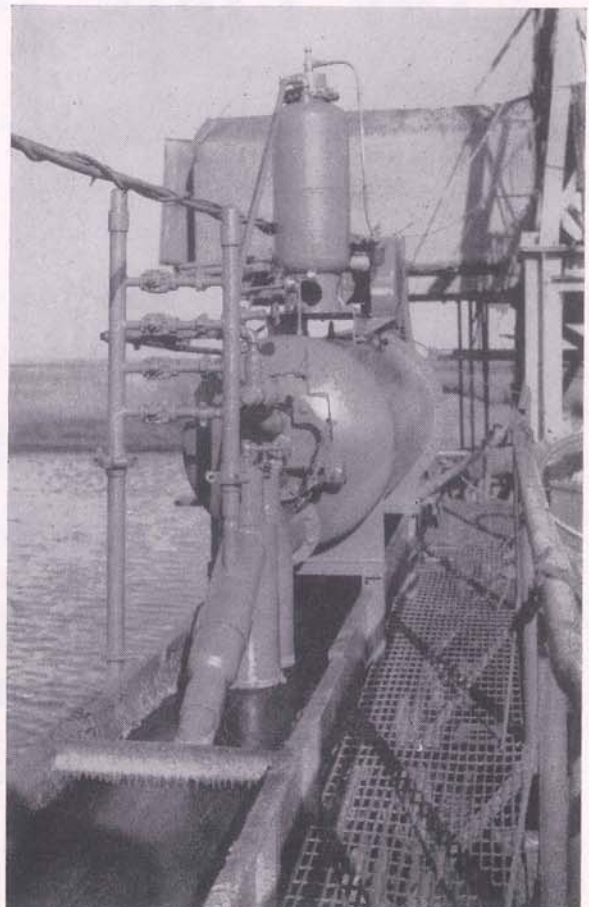
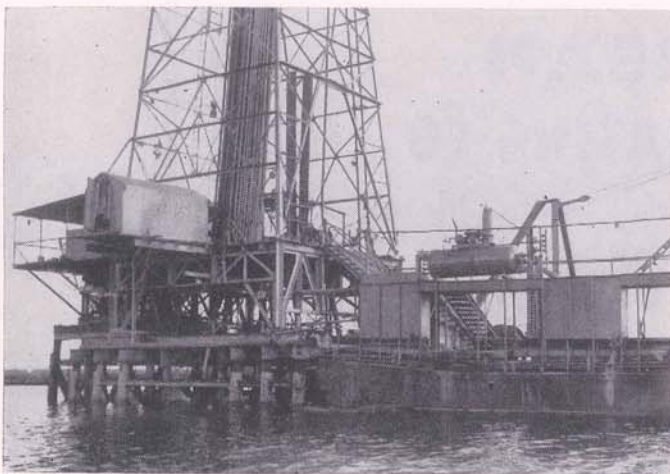
set horizontally astride the mud trough of a drilling rig or at a point between the mud manifold and the conditioning pits. Gaseous mud, unthinned by chemicals or water, is picked up by vacuum from the sand trap or sump and pulled into the top position of the degasser, where it is cascaded over an involved baffling system. This spreads the mud in a thin moving sheet of considerable area, allowing the entrained gases to be pulled out when subjected to eight or ten inches of vacuum pressure.

Baffle plates in the degasser are protected against abrasion and corrosion by a recently developed process of plastic coating metal provided by Plasti Kote, Inc. In this process tanks, vessels, piping systems, etc. are sandblasted, then covered with successive coatings of thermosetting phenol formaldehyde resins. Each coat is baked in a temperature-controlled oven. The result is a hard, glassy-smooth protective film which is highly resistant to abrasion, corrosion and chipping.

WITH QUALITY PRODUCTS AND  
WORLD-WIDE DISTRIBUTION  
ALL THE WORLD IS  
THE STAGE

Producing quality products which  
are distributed not only to the South

Below: An off-shore drilling rig equipped with one of Delta Pipe and Boiler Company's vacuum-type degassers. This machine removes entrained gasses and cuts down the salt content of the mud which will be pumped back into the well to lubricate and weigh down the drill bits. At right: Close-up of degasser at work. Gasses from mud cascading over baffle plates within the horizontal pressure vessel are sucked into vertical vacuum chamber and piped off. Degassed mud fills the conditioning pit in foreground.





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

### **SUBURBAN PLUMBING and HEATING CO., INC.**

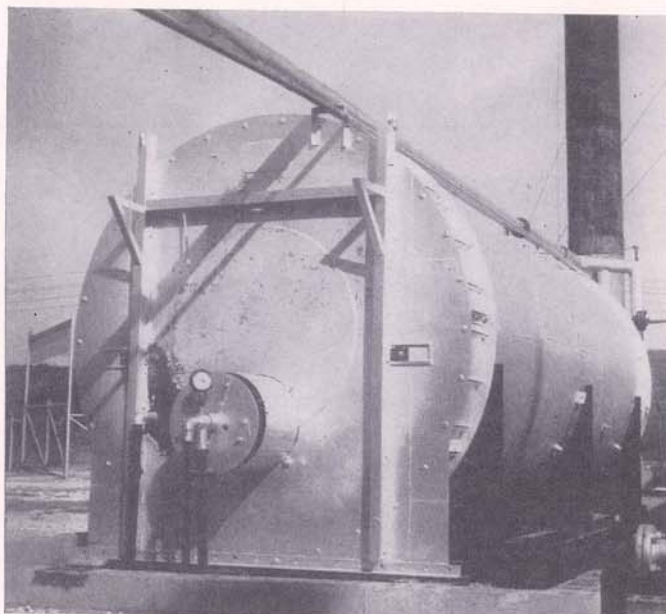
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**LICENSED MASTER PLUMBING SHOP**

Clark Oil & Refining Corporation's portable horizontal furnace. By uncoupling the lead-in gas and oil lines and unbolting the flange connection of the furnace to its metal chimney, it can be jacked up, placed on rollers and hauled to a new location in a matter of hours.



Central area of the nation but to other states and other countries enlarges the scope of the work carried on in Jefferson Parish. Serving the growing needs of the area, the Marrero plant of Johns-Manville Products Corporation provides Transite asbestos-cement pipe for water, sewerage, industrial waste and electrical conduit systems; fireproof and permanent asbestos roofing and siding shingles; asphalt roll roofings and shingles; and roofing cements and putties. Over 5,400 freight car loads and 38,700 tons of products go each year from this company to domestic consumers and as Central and South American exports.

The powdered form of cocoa and vanillin, salt and the liquid sugar manufactured from regular granulated sugar are put together in proper proportions to manufacture chocolate syrup at Krim-Ko Corporation. From 1,000 to 1,500 gallons are placed daily in 6-gallon pails and 55-gallon drums for distribution over the Southern states to dairies for making chocolate milk.

Although the quality of molasses and syrup coming from the Louisiana sugar mills varies, through a blending and balancing process, uniformity in the finished product is maintained at Penick & Ford, Ltd., Inc. Ten different kinds of syrup and molasses are made, pasteurized, canned and sealed. A 12-ounce can may be used by an individual consumer, a 5-gallon pail or a 50-gallon drum by an institution or small bakery, and a tank car of 8,000 gallons by the manufacturer of some cookie, biscuit or cracker. The products are shipped throughout the United States and Canada.

Because of the quality of cotton seed

from which the oil is made, the quality of cottonseed oil also varies. Through special blending and balancing, however, uniformity and consistency in top quality can be maintained. The Southern Cotton Oil Company refinery at Gretna maintains such high quality in their Wesson Oil and Snowdrift. Both products are exported throughout the world. Most of the foreign exports are sold through the United States Commodity Credit Corporation, a government-handled project.

Shrimp caught in the bayous of Louisiana are frequently served and eaten at the dinner table in the Northeastern part of the United States and in Canada. The shrimp canneries in the Parish ship most of their canned shrimp to wholesalers, retailers and institutions buying through Canadian and Eastern markets.

Part of the mahogany log which Freiberg Mahogany Company receives from Honduras ends up as a lovely mahogany veneer on a Steinway piano made in Michigan. The veneers from Freiberg are also exported to England, France, Italy, Germany and the Scandinavian countries. Used largely for furniture, they are also used to some extent for aircraft boats. The wood is easy to work with and is durable as well as beautiful. Insects, especially termites, generally do not bore into mahogany.

To give to southern yellow pine and other native woods the termite and rot-resisting qualities of mahogany, the Celcure Wood Preserving Corporation uses an effective chemical treatment. Most of Celcure's customers are the Parish lumber dealers, although anyone can bring wood to be treated. A stock of several hundred thousand board feet of



A. A. COURTIADÉ  
President and Agent of  
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or obligation. Only through proper  
analysis can you be sure of honest  
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treated lumber is maintained by the company to be exchanged for the lumber dealer's untreated lumber. Thus much of the new home building in the Parish is with Celcured wood.

Because the treatment leaves the lumber very little heavier than it originally was, and because cupric chromate will not dissolve in water, there is a growing use of Celcured lumber for small boat building. The United Fruit Company makes the wooden gratings for the holds of its banana boats from wood so treated.

Another traveler among the wood products of the Parish is the wooden container. The Mancuso Barrel & Box Company of Kenner, for example, makes containers for a wide variety of shipping uses. Your morning milk is often carried to you in a Mancuso crate, and the wooden trays of your bakery truck may have been fabricated in this plant. Soft drink bottles are delivered to your door in a Mancuso case. Many times your breakfast orange or grapefruit was picked, placed in a Mancuso field crate and later carefully packed in a Mancuso fruit crate for shipment to the city market where you bought the fruit.

The Ipik Plywood Company, also in Kenner, developed their own core construction for the solid core doors which they turn out. Full-length staves plus a center rail, which divides the core, eliminate the door's warping. The heavy weight holds the door straight. Solid doors are more fire resistant than are hollow doors. A hollow door will burn in about five minutes, but a solid door will take forty-five minutes to burn. Oak from Indiana and Kentucky, birch from Canada and mahogany from Honduras form rich veneers to cover the solid core and make a high-quality door of lasting beauty.

In New Orleans the Jung Hotel, Touro Infirmary, Mercy Hospital and in Jefferson Parish many of the new school buildings have installed architectural doors from Ipik. Doors are also shipped throughout the United States for use in public buildings. Beautiful veneers, plywoods, doors and lumber sent to furniture and building centers in the United States and Europe are doing much to spread the reputation of products from Southern mills. The top quality and superior workmanship of these products rival the best produced anywhere in the United States.



A view through the moss draped trees of the old plantation to the acrylonitrile section of Jefferson's American Cyanamid plant at South Kenner which, established in 1953, already had completed a \$5 million expansion in 1955.

To meet the increased demand for synthetic fibers, the American Cyanamid Company three years ago began building its Fortier Plant for the production of acrylonitrile, a nitrogen-containing hydrocarbon.

Acrylonitrile is one of the basic intermediate materials for the production of miracle fibers such as acrilon, nylon and dacron. Chemically, petroleum and natural gas are hydrocarbons; they are composed of hydrogen and carbon atoms. By changing the arrangement and number of the atoms of these two elements, or by adding such others as oxygen and nitrogen, the chemist and engineer can produce a host of different petrochemicals.

Anhydrous ammonia and sulfuric acid are also produced at the plant and used as important raw materials by agriculture and industry. The fertilizer industry is the largest consumer of anhydrous ammonia. It can be injected directly into the soil, where six inches or more below the soil surface it changes to a gas. The operation closely resembles cultivation. Anhydrous ammonia is also used in the manufacture of other fertilizers such as ammonium nitrate and sulfate. (The Louisiana rice crop is fertilized by ammonium sulfate.) Besides its use as a fertilizer, anhydrous ammonia goes into the production of explosives, plastics, fibers, chemicals and paper.

Sulfuric acid, the "work horse" of industrial chemistry, has become a vital ingredient in our modern way of life. In fact, modern chemists estimate that the average United States family of

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# *Sky Chief* GASOLINE

Super-Charged with **PETROX**

Custom Made Havoline Motor Oil  
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NOW New Havoline Special 10W-30

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Keep Engines Cleaner  
Add More Engine Power  
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PUT NEW LIFE INTO YOUR CAR WITH THIS  
FIRST TEAM PERFORMANCE—

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DRIVE IN TO YOUR NEAREST TEXACO DEALER TODAY—  
THE BEST FRIEND YOUR CAR EVER HAD.

four uses about 800 pounds a year, or about a quart a day per person, in one form or another. Among industrial users are the fertilizer, petroleum, steel and textile industries, and the chemistry industry itself.

American Cyanamid has one of the largest industrial plants in the Parish. They carry on large scale operations and produce 400 tons of products each day.

Part of the petroleum products manufactured in Jefferson Parish are loaded on the wharves in New Orleans and exported to all parts of the world. Approximately 160 different industries make use of petroleum products in making additional items. White mineral oils are used in pharmaceutical industries, in baking industries as a coating, in textile factories and in drug and cosmetic manufacturing.

Petrolatums are also used by drug and cosmetic manufacturers, in the making of carbon paper and as a buffing compound in water proofing. Sulfonates are used in dry cleaning work and as emulsifiers in the rubber industry. A complete line of industrial and automotive oils and greases is used by the machinery in most of the industrial plants in the United States.

#### ACTORS AND ACTRESSES PLAY THEIR ROLES WELL

The tremendous growth would not be possible without the work of the people who are the actors and actresses in this colossal industrial drama. The Parish has produced and attracted to itself outstanding industrial leaders, government leaders and civic leaders. They have accepted their responsibilities and have worked for improvements that would be of benefit to the Parish. At times they have been venturesome and possessed of a pioneer spirit. Yet they have been steadfast and cooperative. Their ability to see and plan ahead has perhaps been their greatest contribution to the industrial growth in the Parish.

Leaders can never accomplish much without the help of other people. Over 175,000 inhabitants in the Parish offer a versatile labor force. The residents have moved in from other states; many have come from large companies in the North; some are of foreign descent — all are steady, loyal workers. Approximately two out of three own their homes, and this ownership indicates permanency and stability. The excellent

public schools in the Parish and proximity to the educational institutions of higher learning in New Orleans have helped in providing trained and well-qualified personnel.

Good labor relations exist in practically every company. Management and labor work well together. A common interest in the other person and his welfare and in the community helps maintain the harmonious situation necessary to continued development. Many who began as workers in their companies have advanced to prominent positions.

The loyalty and dependability of the employees in the Parish are typified by a worker who has not missed a day of work in nine years. Another, starting as secretary when the firm was founded, has advanced to assistant to the manager and in the meantime has supported three children and put them through college. She not only has never missed a day of work, but has never taken off a day for vacation or illness. Such loyalty is commendable indeed.

Several organizations and groups of people are constantly working to bring new industry into the Parish.

The Louisiana Department of Commerce and Industry has been instrumental in giving ten-year tax exemptions to new industry and to existing industries that are expanding. For both industry and home owners liberalization of tax assessments has been the policy of the Parish Assessor. The elected officials of the Parish working in collaboration with Railroads and Public Utilities, the Association of Commerce of the Greater New Orleans Area, the International Trade Mart, International House, and Greater New Orleans, Inc., through promotion and services, are constantly bringing people and industry into the Parish.

So, Jefferson Parish industry will continue to grow and expand. The advantages which brought industries to the Parish in the first place will continue to bring in more industries and will be contributing factors to further expansion. The ready accessibility of raw materials and products, a good labor market, an intertwining network of river, highways, railroads and air transportation, the year-round temperate climate, the production of quality products, the nearness to ready markets and to foreign exporting facilities — all of these play and will continue to play important roles in the daily industrial drama of Jefferson Parish.



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

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

## free delivery

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## and SAVE MORE!

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

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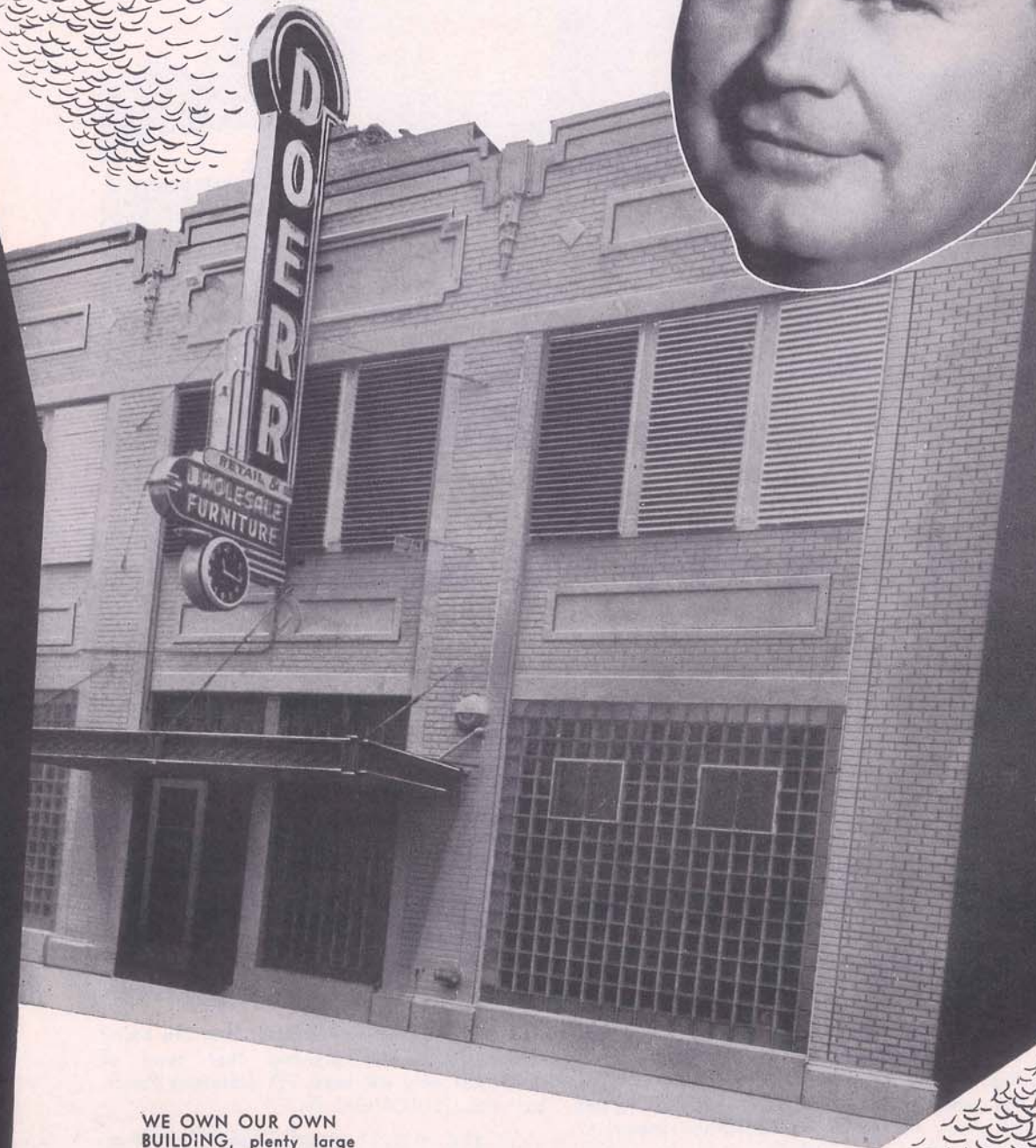
Because DOERR handles over 6 million dollars worth of furniture a year it can and DOES display a larger selection, gives more specialized service and satisfy every home owner's pocketbook.

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

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## FOLLOWING THE BULLDOZER

A Report On the Millions the State of Louisiana is Spending  
On Miles of Jefferson Parish

By

W. RICHARD WHITE

Chairman of Louisiana Highway Department and  
Member from Second Congressional District

Editor's Note: The theme of our cover this year is "All Roads Lead to Jefferson" and the artist dramatically presents, we believe, the proud fact that Jefferson Parish is served by every means of transportation known to modern man—by rail, by road, by tunnel, by bridge, by water and by air.

Mr. White, in the following report, carries the theme further—pointing out the bottlenecks that are being removed, the old roads that are being surfaced, widened and

strengthened, the new arteries that are being constructed—and proving that soon all roads not only will lead TO Jefferson Parish, but also THROUGH IT.

In the simple word "roads" is contained all the romance of man's painful progress from primitive barbarism to our present streamlined civilization. All life is "roads" of one kind or another because all life is movement—and it is a basic fact that the most accurate



Working on the Airline Highway—widening and surfacing it from Shrewsbury Road (Severn) to Norco. This is part of its widening and covering with asphalt from Metairie to Spillway at a cost of \$1,200,000—to be finished midsummer 1956.

gauge to the growth and vitality of a country, state or community lies in its impatience to construct streets, roads and highways.

Jefferson Parish, having doubled its population twice in twenty years, has been apoplectically straining at its curbs and cross streets and cursing its traffic bottlenecks since the end of the war.

Progress may seem to have been slow—the Mississippi River Bridge, the West Bank Expressway and the tunnel under the Harvey Canal all stupendous, but not quite here yet—because each interested person is always only immediately concerned with the project that

affects him or his business.

But I want to go on record in this report as stating that it has been far from slow. It has been better than steady. It has been swift and sensational. All you have to do is look over the Highway Project Map of the Parish of Jefferson, and you'll get a tremendous surprise.

Do you know that during the last four years the Louisiana Department of Highways has completed nearly 30 different projects, ranging in appropriations from five thousand dollars to millions of dollars each? (The Report accompanying this article lists them and describes them in detail.)



Working on the Franklin Avenue end of the section of the West Bank Expressway which will run from Franklin Avenue to Baratavia Boulevard and which is scheduled to be completed midsummer of 1956. This photograph was taken around the first of the year.

See detailed breakdown of the total expenditure since 1952, mentioned below, on Page 73.

And furthermore — DO YOU REALIZE THAT WITH ALL THE PROJECTS NOW UNDER WAY OR IN PREPARATION THE STATE OF LOUISIANA WILL HAVE SPENT AROUND 25 MILLIONS OF DOLLARS IN JEFFERSON PARISH SINCE 1952?

When this report was written early in January advertising for bids had already been released on a \$600,000 project as follows:

A new heavy asphalt road on Destrehan Avenue (West Side of Harvey Ca-

nal) from 4th Street (present Gretna-Westwego Highway) to the Second Jefferson Drainage District Pumping Plant — a distance of about 2 miles.

And also a similar heavy asphalt road on Peters Road (East Side of Harvey Canal) from the end of the present concrete about a mile from the Gretna-Westwego Highway to the end of the Harvey Canal — a distance of about 4½ miles.

This combination project, in which the proper drainage will be installed, will be financed 1/3 by the State De-

partment of Highways, 1/3 by the Jefferson Parish Police Jury and 1/3 by the property owners on both roads. The State will assume maintenance after completion.

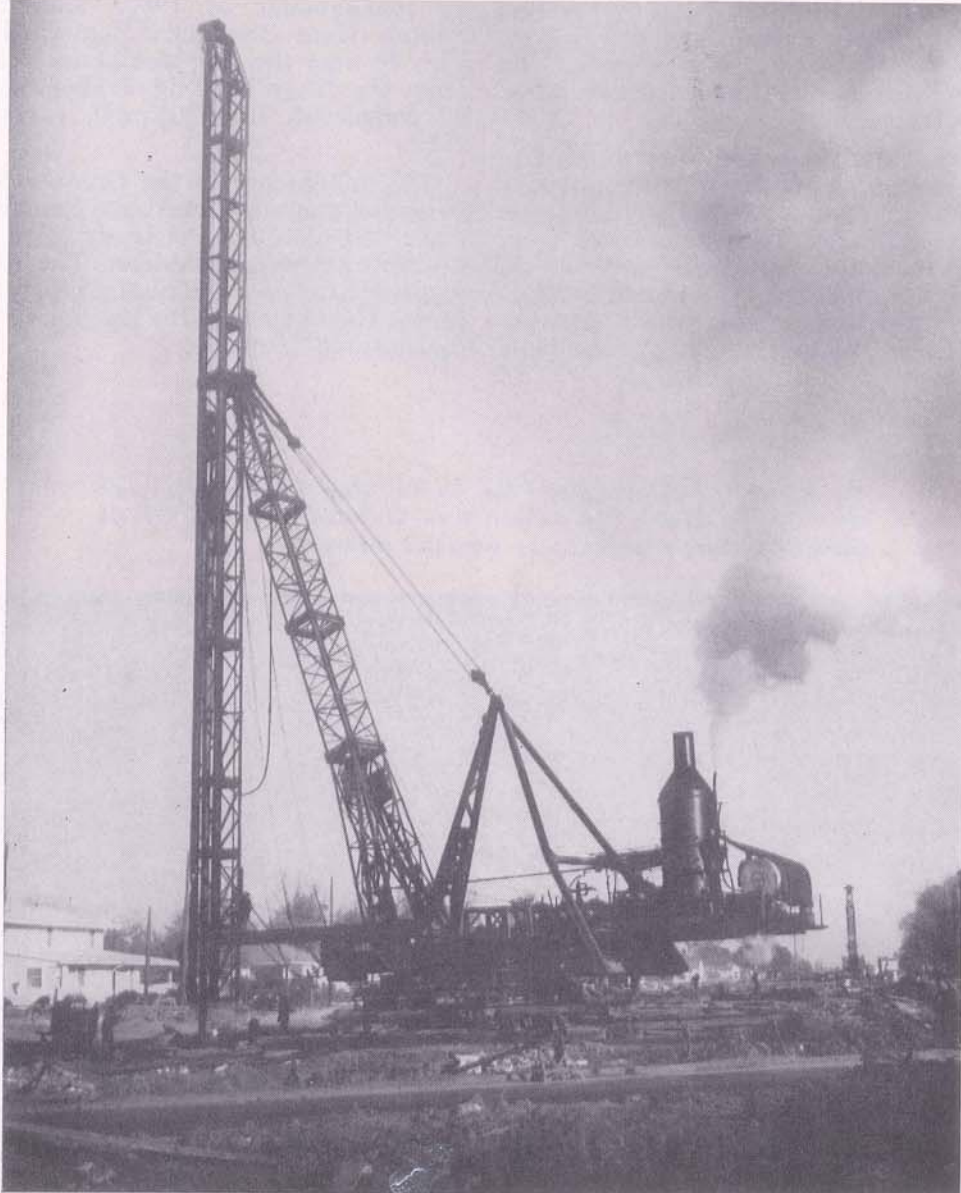
The eagerly awaited West Bank Expressway when finished will run nearly 10 million dollars all paid by the State. It is estimated that the section from and including Franklin Avenue in Gretna to Barataria Boulevard in Marrero (which also means the tunnel under Harvey Canal) should be completed

by mid-summer of 1956. And that stretch from Barataria Boulevard to U.S. 90 near the overpass about a mile from the Huey P. Long Bridge should be completed, it is figured, early in 1957.

The approaches to the Greater New Orleans Causeway over Lake Pontchartrain will, of course, be ready when the Causeway itself is completed. The South Approach or Hook Ramp joining Jefferson Highway with the Lakeshore will cost around \$700,000.

The preliminary work of driving pilings for the 6-lane concrete bridge over the 17th Street Canal in Metairie—part of the \$1,150,000 Extension of Veterans Memorial Highway scheduled to be completed midsummer of 1956.





Driving piles near Metairie Road—a preliminary part of the \$2,880,000 construction job of building and completing the South or Causeway Boulevard Approach to the Greater New Orleans Causeway across Lake Pontchartrain. This picture was taken around the first of the year. The entire project is scheduled to be completed this summer of 1956.

The Traffic Interchange of Causeway Boulevard, Airline Highway and Metairie Road will total around \$7,500,000 with the Railroads responsible for an amount not to exceed \$450,000. As the sketch accompanying this article will show, an overpass will go over Metairie Road, Airline Highway, and all railroad tracks between Airline and Jefferson Highways. The underpass on Airline Highway will pass under the New Orleans Terminal Tracks which will be raised. This project will cost about \$2,-

000,000. The railroads will pay 10% of the cost not exceeding \$200,000.

Construction costing a million one hundred and fifty thousand dollars for an extension of the Veterans Memorial Highway to the Pontchartrain Expressway and involving the bridging of the 17th Street Canal with a 6-lane concrete structure is now under way.

When you read this, work will have been started widening the Airline Highway, from Shrewsbury Road to the Bonne Carre Spillway, four feet on the



### HARVEY CANAL TUNNEL

Through the courtesy of R. P. Farnsworth and Company, Engineers in charge of construction, this aerial picture shows the progress of the Harvey Canal Tunnel at the end of 1955. This complete \$5,053,653 project is scheduled for completion by mid-summer of 1956. This is a general view of the tunnel under construction looking east.

Lake side. This involves a distance of about thirty miles. The entire road will then be covered with a heavy coat of asphalt. When this is accomplished the same job will be repeated on the River side.

Also, right now, a survey is being made along the Pontchartrain Lake Front for a proposed hard surfaced Lake Shore Drive from the Orleans Parish Line to the West end of the lake about 1500 feet from the shore. This would provide a great stimulus in the residential development of this area.

And, last but not least from a traffic standpoint, Jefferson Highway (at a cost of about \$500,000) will be turned

into a 6-lane highway from Causeway Boulevard to the Huey P. Long Bridge. It is now 4-laned with a neutral ground of about 10 feet.

I would have you note, before leaving my recapitulation, the item of \$116,900 listed on the accompanying report as covering the cost of groins on Grand Isle Beach. This is only part of the story. The Highway Department under a previous administration had installed eight large groins in 1950-51 at a cost of \$275,000. And in 1954, the Louisiana State Department of Public Works spent another \$200,000 pumping sand from the back of Grand Isle to the beach.



### AIRLINE HIGHWAY INTERCHANGE

Futurization of the Airline Highway Interchange to be completed midsummer of 1956. To the right is New Orleans and the Airline Highway runs through the center of this sketch from left to right. From the lower lefthand corner leading from Jefferson Highway to the upper right corner runs Causeway Boulevard which joins with the Greater New Orleans Causeway. The entire project including this Airline Highway Interchange and Hook Ramp joining Jefferson Highway totas \$8,200,000. According to plans the overpass will have 28-foot roadways divided by a four-foot median strip with emergency walkways on either side.

When you add up all these projects just recently completed, now in the last stages of completion, or about to be started, you get not only a total of a lot of money — but also a lot of Progress.

The time consuming ferries are being aided by the Mississippi River Bridge, costing \$65,000,000, which will be completed by December 1957. The Gretna-Westwego-Harvey Canal bottleneck is being removed at one fell swoop by a tunnel and an expressway. Contact, quick and smooth and safe, is being made with every important artery of travel of both banks of the River. We are shortcutting across the Lake. We

are shortcutting across the River. We are shortcutting across our own parish. And we are replacing mud with concrete and asphalt in every direction in our sprawling, expanding, busy, booming industrial center and parish of proud home owners.

Yes, I think we can safely say — “All roads lead TO and THROUGH Jefferson Parish.”

Recapitulation on  
Next Page  
Completes This  
Progress Report

STATE HIGHWAY IMPROVEMENTS AND NEW CONSTRUCTION IN JEFFERSON  
PARISH SINCE JUNE, 1952

AMOUNT SPENT	CHRONOLOGY	DESCRIPTION
\$ 75,760	Completed June, 1952	New surface treatment of various roads in Gretna
21,600	Completed June, 1952	New surface treatment 11th St. Highway from Gretna to Harvey Canal
116,900	Completed August, 1952	Construction of groins on Grand Isle beach
13,600	Completed Dec., 1952	Reconditioned Bridge over Bayou des Oies
979,000	Completed May, 1953	New asphalt on U. S. 90 from Huey P. Long Bridge to Jefferson-St. Charles Line
20,170	Completed July, 1953	New concrete on Distillery Lane from Gretna-Westwego Highway to River Road—Harvey
61,300	Completed July, 1953	Reconditioned Cheniere Caminada Bridge
157,600	Completed Sept., 1953	Reconditioned Harvey Canal Bridge
40,700	Completed Oct., 1953	Reconstructed surface treatment on Highway from Westwego to Avondale
34,570	Completed Nov., 1953	New surface treatment of Little Farms Road from Jefferson Highway to Airline Highway near Kenner
11,000	Completed Dec., 1953	Reconditioning asphalt on Jefferson Highway from Huey P. Long Bridge to Shrewsbury Road—Shrewsbury
11,920	Completed Jan., 1954	Reconditioning asphalt on River Road from Huey P. Long Ave. to Hamilton St.—Gretna
45,700	Completed Jan., 1954	New asphalt overlay on Gretna-Belle Chasse Highway from 13th Street, Gretna to Jefferson-Plaquemines Line
16,040	Completed July, 1954	Reconditioned asphalt on Jefferson Highway from Orleans Line to LaBarre Road—Southport
53,000	Completed Oct., 1954	Reconditioned asphalt on Jefferson Highway, Williams Boulevard to Huey P. Long Bridge
90,700	Completed Dec., 1954	New surface treatment and overlay on East Bank Old River Road from Orleans Line to Newman Ave.
5,800	Completed Dec., 1954	Asphalt overlay on Shrewsbury Road from Jefferson Highway to Airline Highway—Shrewsbury
16,090	Completed Dec., 1954	New asphalt overlay on Jefferson Highway, St. Charles Parish Line to Williams Blvd.—Kenner
11,750	Completed Dec., 1954	New asphalt overlay on LaBarre Road from River Road to Metairie Road—East Jefferson
60,770	Completed Dec., 1954	New concrete on Bark and St. Joseph Streets from Gretna-Westwego Highway to 11th Street—Harvey
279,160	Completed March, 1955	New concrete on Williams Blvd. from Airline Highway to Veterans Memorial Highway—Kenner
61,430	Completed June, 1955	New asphalt on Williams Boulevard from Veterans Memorial Highway to Lake Shore—Kenner
39,000	Completed Jan., 1956	New asphalt overlay on Metairie Road from Orleans Line to Shrewsbury Road—Metairie
120,200	Completed Jan., 1956	New asphalt overlay Barataria Boulevard from 11th St., Marrero to Waggoner Bridge
56,127	Completed Jan., 1956	New asphalt overlay on River Road from Avondale to St. Charles Line
129,876	To be completed Mid 1956	Opening and asphaltting road from Jefferson Highway at Harahan to Airline Highway
5,053,653	To be completed Mid 1956	* Harvey Canal Tunnel
1,804,000	To be completed Mid 1956	** West Bank Expressway from Franklin Ave. to Barataria Blvd.
600,000	To be completed Mid 1956	***New heavy asphalt on Peters Road and Destrehan Ave.—Harvey
2,880,000	To be completed Mid 1956	****Approach to the Greater New Orleans Causeway—Metairie
8,200,000	To be completed Mid 1956	*****Airline Highway Interchange and Hook Ramp joining Jefferson Highway—Metairie
1,150,000	To be completed Mid 1956	Extension of Veterans Memorial Highway and 6-lane concrete bridge over 17th Street Canal—Metairie
1,200,000	To be completed Mid 1956	Widening Airline Highway and covering with heavy coat of asphalt—Metairie to Spillway

\*On this project \$2,500,000 was put up by Jefferson Parish, the balance by State Highway Department.

\*\*This does not include the cost of securing rights of way.

\*\*\*1/3 by Highway Department, 1/3 by Jefferson Parish Police Jury, and 1/3 by the property owners.

\*\*\*\*This does not include cost of securing rights of way.

\*\*\*\*\*Railroads to pay \$450,000 of cost.

# ... Meet the Montaldo Agency

On the opposite page 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**



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

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

# *Montaldo*

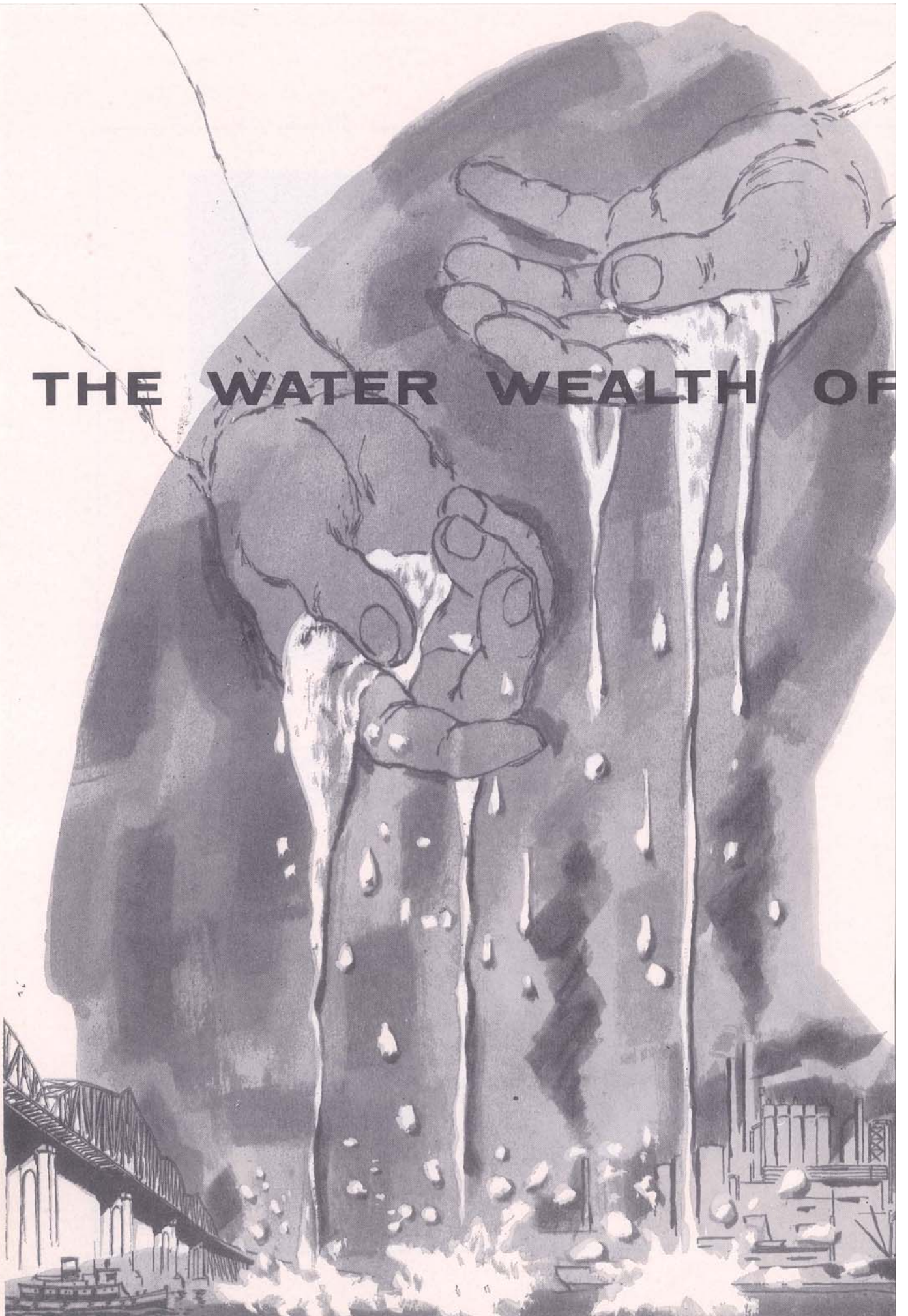
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# THE WATER WEALTH OF





By  
Ray M. Thompson

## JEFFERSON PARISH

We are entirely too casual and too unconcerned about the water we drink and use—and waste . . . for it is our most precious possession.

Our very bodies are two-thirds water, and without it none of us could live much longer than seven days. It covers three-quarters of the earth's surface. Its absence, as we know, creates a desert—and without its plentiful presence our planet would be as dead and lifeless as the moon.

Simply because about a pint a day seems to satisfy our body, we somehow fail to comprehend the inconceivable amounts that are used in the workaday world around us—for instance, that it takes 65,000 gallons of water to produce one ton of steel. Or, what is more astounding, that leaky faucets and pipes waste—yes, waste—around 200 million gallons a day. (It took the New York water shortage of 1950 to uncover this last distressing statistic.)

Probably because water is the cheapest commodity you or I can buy, we underestimate its importance. It is so common in our lives we have become callous about its consumption, and are no longer curious about where we get it or how we get it—just as long as the faithful fluid flows freely every time we turn the faucet. And because it has always been available, we carelessly assume it is inexhaustible—which is one

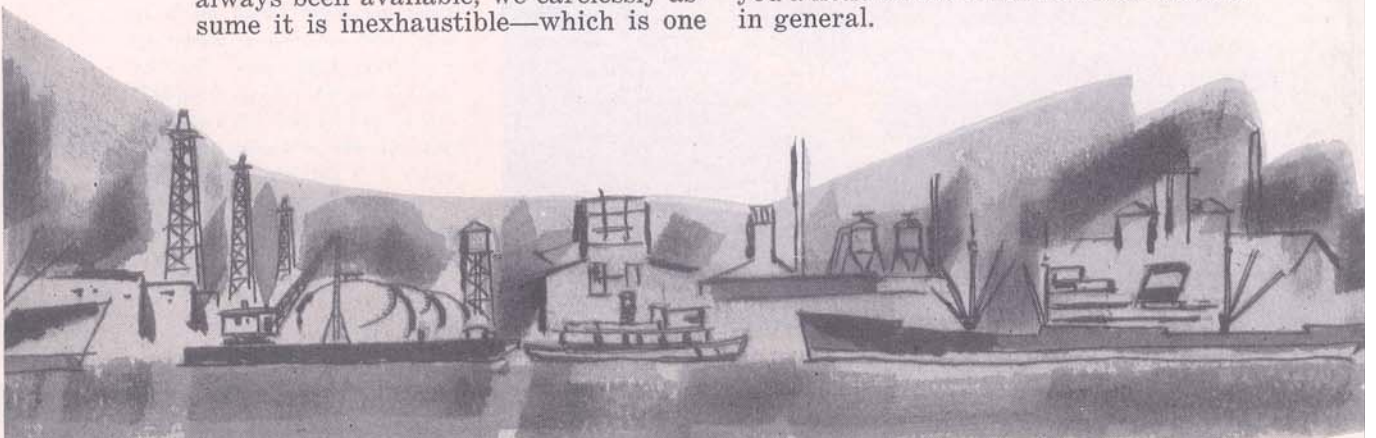
of the most glaring mistakes of this generation.

Just for example:—we announce to you very proudly that *40 million gallons of water a minute* (80 million when the river is high) are available to new industries coming to Jefferson Parish.

That statement, however, will mean little or nothing to you UNLESS you are an industrialist searching for a plant site alongside ample water or UNLESS you are familiar with the desperate water shortages in many other metropolitan areas over the country.

Denver must soon call a halt to further industrialization until new resources of water are tapped. The Bethlehem Steel plant at Sparrows Point, Maryland, has found it necessary to conserve fresh water by purchasing 65 million gallons of treated sewage water daily from the city of Baltimore. As far back as 39 years ago Los Angeles had already reached out 233 miles for water to satisfy its needs. Boston had to create the largest lake in Massachusetts for its modern water system. New York and Philadelphia are both competing for the same water supply, and Arizona and California are squabbling over rights to the Colorado River.

Yes, in order for you to appreciate the enormous water wealth in Jefferson, it will be necessary for us to first brief you a little on the nation's water worries in general.



Throughout millions of years the earth's water supply has followed an unchanging cycle. It is evaporated over and over from the oceans, rises to condense from clouds and falls as rain, sleet or snow, either finding its way directly back to the oceans or seeping slowly into the depths of the earth, where it may remain thousands of years before reaching surface water bodies again.

Scientists tell us we still have all we started with. Water is ageless and almost indestructible—one of the very few things in nature which can be used over and over again.

Then why all the fuss—why all the furor about water shortages? This would seem to support the general impression that it is inexhaustible—that is, until we are coolly informed by those same scientists that 95% of the earth's water supply is constantly locked up in the oceans and the frozen realms of the Arctic and Antarctic.

We have always been and always will be (until science can convert and divert sea water economically) completely dependent upon the remaining 5% that flows into our streams, lakes and rivers and seeps into the ground. And that tiny 5%, unfortunately, is unevenly distributed and far from inexhaustible.

Our government problem child called "erosion," sired, or probably we should say "damned" by the wanton destruc-

tion in the past of our forests and topsoil, today permits billions of gallons of precious rainfall to rush headlong back into the oceans before it has a chance to soak into the good earth. Here is something few of us realize—that only a crust of precious top soil averaging 7 inches thick lies between us and starvation. An inch of this soil, this natural sponge for life-giving water, takes 3 to 10 centuries to build. But it can be washed away in a single storm.

Already one fifth of the original area of tillable land in the U.S. is ruined for further practical cultivation, chiefly by erosion. About one third of the present remaining tillable land is badly damaged.

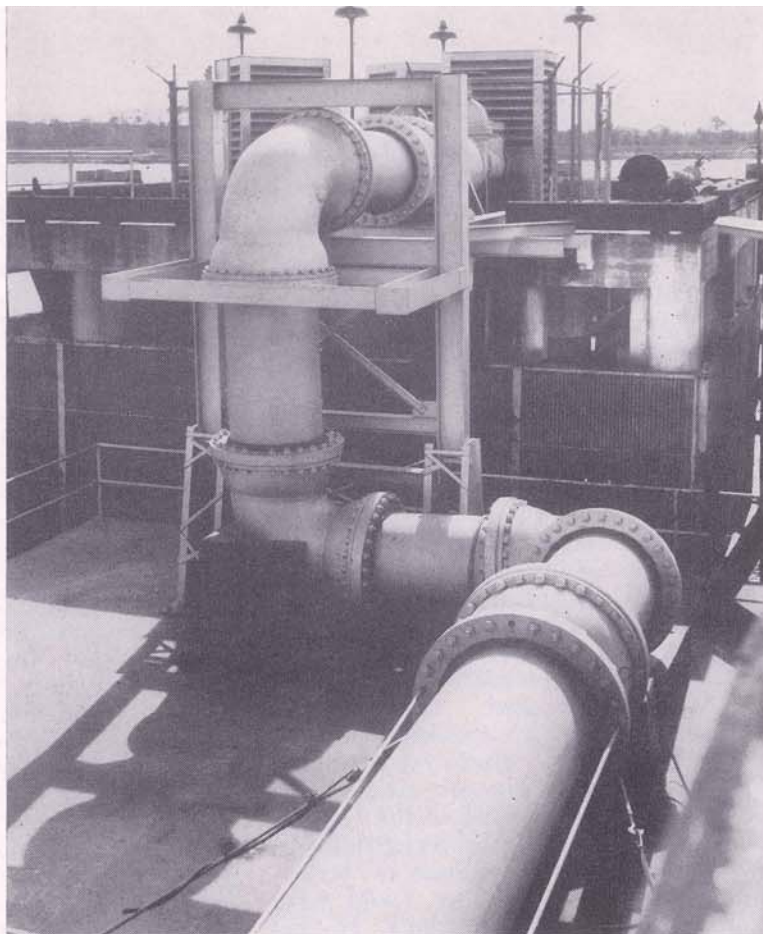
The rainfall which soaks solidly into our remaining topsoil and penetrates deep into the subsoil and which supplies our wells and feeds our streams and lakes in dry weather, is being used by more and more people for more and more purposes until it has become less and less.

Combining destruction and consumption we have been ceaselessly whittling for centuries at our vital 5%. Yes, the water the world started with is still there—but the percentage we drink and use and are dependent upon for survival has completely disappeared in some places and is in jeopardy in many others.



The Jefferson Parish plant of the Celotex Corporation for its industrial use PUMPS APPROXIMATELY 10,000 GALLONS OF WATER PER MINUTE FROM THE MISSISSIPPI RIVER. Located at Marrero this plant began operations 34 years ago with one board machine and 34 employees producing building board and roof insulation from "bagasse," a previous waste product of sugar cane. Today there are eight board machines with 2200 employees producing more than 1300 items. The bagasse is pulped, cooked, shredded, refined and formed into a continuous wet mat or board, following which it is cut into various sizes for fabrication. More than 40 box-car loads of Celotex products are shipped every day.

This is one of the intake pipes of East Jefferson Waterworks District No. 1 which helps pull 10,000,000 gallons of water every twenty hours from the Mississippi River to be purified and later consumed by the parish population. And Waterworks District No. 1 is only one of the several waterworks systems in Jefferson Parish and New Orleans, plus the long list of industrial concerns, whose enormous and unending thirsts are quenched by Ol' Man River without ever seemingly making any impression on his water line.



*THE DEPLETION TWINS:  
UNCONTROLLED DESTRUCTION,  
UNPARALLED CONSUMPTION*

Remember the Dust Bowl of the 1930's? When ships 300 miles out at sea off the East Coast wiped the dust from Montana and New Mexico off their taffrails — when motorists at 4 o'clock in the afternoon in our nation's capital had to turn on their headlights to pierce the dust screen from the far off West—when thin coated sheep in North Dakota could be bought for \$2 and cows, all ribs and no meat, for \$12—when weeds wouldn't even grow?

This was the penalty for denuding our forests and ripping up the sod—but more than crops and money and rich soil were lost. Gone beyond salvage was the natural sponge which Nature, carefully over a million years, had woven together with Autumn's fallen leaves and twigs and grass roots for soaking up the precious rainwater so it could be stored in thousands of square miles of underground reservoirs.

As geologists well know, the largest reserves of water in the U.S. are underground. Subterranean rocks hold more water than all our surface lakes and ponds. This ground water is preferred for many purposes, because of its purity, its freedom from sediment and

its uniform temperature.

Sixty-six per cent of American cities, mostly the smaller ones, depend on wells entirely for their municipal water supplies. This water from underground is used for drinking by about half the people in the United States.

But there is a mass of evidence proving that we are using it far faster than Nature can replace it. A modern city in a decade can exhaust underground water reserves that took thousands of years to accumulate.

Mexico City, which is built over a subterranean reservoir, is doomed. As the wells draw out more and more water the whole city is slowly sinking. The comparatively young metropolis of Houston has already sunk six inches in the business district. Worried Fort Worth has editorially suggested coming way over to tap our Mississippi River. In fact the ground water is being withdrawn from the plains of West Texas at a rate well over a billion gallons a day—about 30 times the rate of replenishment.

Ground water consumption has been carried on to such an extent in Southern California that some of the supply is now coming out brackish. And even up around Chicago the subsoil water table has been lowered by 500 feet.

**THE PROBLEM: HOW TO MAKE  
LESS WATER SUPPLY  
MORE PEOPLE**

It wouldn't be so critically serious if it were only that the water reserves were dwindling—but the population is multiplying at a jet propelled rate (in the time it takes to read this article a thousand Americans will be born); and new products and projects that use water are being developed daily. In ten short years the consumption of water in the U.S. has increased 20 billion gallons a day. Yes, I said "billion."

It isn't sufficient that today's average citizen uses about 135 times as much water as his grandfather. Along comes a modern improvement like air conditioning which, in some areas where it is necessary, is responsible for 15% to 20% of the water used.

Irrigation — which ironically is only necessary when and where you are short of water—is the biggest single consumer of this vital liquid in the U.S. A bushel of corn, grown by irrigation, requires about 10,000 gallons of water, and a ton of alfalfa hay (hold your hat!) requires 200,000 gallons. In this country of ours right now irrigation soaks up approximately a hundred billion gallons of water daily, almost half the water used by the entire nation.

And next to it is American industry—that giant born in the blacksmith shops

of the frontier a little over fifty years ago, and already grown so big that its brawny sinews have forged for us the highest living standard in the world. This giant is probably the most worried of all water users.

For water is the largest single raw material used by American factories. Already their tremendous thirst demands 80 billion gallons daily and the worried forecasters prophesy a daily consumption of 200 billion gallons (exclusive of water power) by 1975.

No wonder that all over these United States manufacturers are desperately seeking new sites to build or expand—their first and foremost requirement being the guarantee of plenty of water not only now—but far in the future.

With our daily consumption of water for every conceivable use totaling 231 billion gallons—and with American industry already requiring over a third of it—we believe you can now see why the standing offer of Jefferson Parish to supply new industrial plants 40,000,000 gallons a minute minimum is a sensational statement.

AND—why Jefferson's possession of every kind of water known to modern man in quantities that will generously supply all comers, individuals or industries, is AN ASTOUNDING ANNOUNCEMENT TO WATER WORRIED AMERICA.



This is the Fortier petrochemical plant of the American Cyanamid Company of Jefferson Parish which uses up to 15,000,000 gallons of water daily from the Mississippi River for its manufacturing purposes. It also purchases in addition around \$1500 a month worth of potable water for drinking purposes and showers.

A glimpse of the mighty Mississippi as it passes Jefferson Parish and New Orleans bearing on its bosom an ever increasing river traffic and providing from its depths a limitless supply of industrial water for our factories and potable water for our population.



### THE MIGHTY MISSISSIPPI

*To quote the U.S. Army Engineers, Ol' Man River, in one of his rambunctious flood years, will carry a million tons of water from Minneapolis to the Gulf of Mexico. Or, to deal in more specific figures, he will push past Jefferson Parish, year in and year out, a minimum of 115 billion gallons of water a day!*

Either way, that's a lot of H<sub>2</sub>O—to be always available. Gratefully we salute the Ol' Man! Sire of twenty some tributaries and twenty other lesser rivers—whose generosity in his younger years gave us the very land that forms our parish, across whose broad chest our year round water borne commerce moves inland and out to sea; and whose life blood flows through valves and mains in an undiminishing, unlimited stream to supply our growing population, our expanding industry and our increasing trade!

There is no question that the Mississippi River, in the heart of Jefferson Parish, more than anything else is responsible for our present proud position as “the most concentrated and fastest growing industrial section in the South.”

Draining all or part of 31 states and two Canadian provinces the Mississippi River System serves the greatest agricultural and industrial area on this continent. Within the great Mississippi Valley are 50% of the population, 60% of the farm income, an overwhelming proportion of the fuel and most of the principal raw materials of the U.S.

The Mississippi and its tributaries not only furnish its fertility but provide for this great midcontinent area an

easy and economical means of transportation for both its raw and finished products. In fact, two thirds of the nation's total river and canal traffic is on the Mississippi and its tributaries. And, at the point about a hundred miles above its mouth, where it flows between the East and West Banks of Jefferson Parish, this great river forms the No. 2 Seaport of the nation, the Port of Greater New Orleans.

Mark Twain, in his book “Life on the Mississippi” said: “Mississippi steamboating was born about 1812; at the end of thirty years it had grown into mighty proportions; and in less than thirty more it was dead! A strangely short life for so majestic a creature.”

But Mark Twain was wrong. There is more commerce today on the Father of Waters than there ever was even in the Golden Age of the two stackers. The Mississippi was re-discovered in World II, and today's diesel towboats are adding up tonnage far beyond the proudest records of the packets. A 2500 H.P. Towboat can handle the equivalent of 300 freight cars loaded to maximum capacity, and tows of barges often move up and down the river that on land would cover 2½ acres of space.

It is not uncommon to see on the Mississippi tows of 20,000 tons of steel (equal to 400 freight cars), 7,000,000 gallons of petroleum products, 200,000 bushels of grain or 300 to 400 automobiles. In 1951 there was an epic river tow of alcohol that was valued at \$51 million.

In 1952 the Mississippi System supported traffic involving more than 37 billion ton miles. In 1953 the main river from Minneapolis down moved over 80

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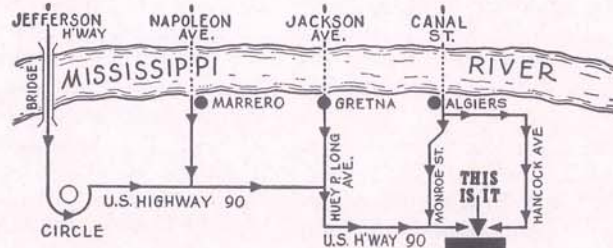
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million tons of important commodities: such as grain, soybeans, molasses, sugar, ore, petroleum products, coal, steel, sulphur, chemicals and automobiles. And in 1954 this main Mississippi River's waterborne commerce hit a new high with 82.4 million tons. While every year from this great river that fronts the Parish of Jefferson sail nearly 4000 ships to the far off ports of the world.

We thoroughly respect Ol' Man River as a good provider and, fortunately, no longer fear the fury of his floods. So blasé are we that we no longer go down to the river bank to worry when we read in the paper the Ol' Man is on one of his rampages again. Our sense of security comes from the strength of the towering levees that protect both banks for over two thousand miles, at a construction cost of over \$100,000 a mile. They taper off gradually on the land side and are revetted on the water side to protect them from water erosion.

And, added to the restraining effectiveness of the levees we have the plus guarantee of the Bonne Carre Spillway, located just about 26 miles above the Greater New Orleans area. This super safety valve can skim 250,000 cubic feet a second off the top of a Mississippi River flood crest, and dump it directly to sea level in Lake Pontchartrain at New Orleans' rear.

And so — Ol' Man River just keeps rollin' along past Jefferson Parish, faithfully and unfailingly serving our water commerce and supplying our industries and our people.

For example, East Jefferson Waterworks No. 1 pulls, purifies and produces for consumption and fire protection more than 10 million gallons a day, without even creating a ripple in the river's steady flow. And this is only one of many local water plants utilizing the water of the Mississippi.

And also, for example, in 1953 the American Cyanamid Company (our newest and biggest user of water) selected Jefferson Parish to build its new 75 million dollar petrochemical plant. Of the several reasons influencing this decision, the major one was the available millions of gallons of industrial water flowing in the Mississippi past its newly chosen plant site, which is now pumped from the river to the plant at the rate of 15,000,000 gallons a day. It also purchases 5,000,000 gallons of potable water a month from Jefferson Parish Waterworks District No. 5, water which before being purified also came from the Mississippi.

Just below Jefferson, in Plaquemines Parish, is the second largest sulphur mine in the world, which requires millions of gallons of fresh water a day.

Bayou des Oies (Bayou of the Geese) a beautiful and historical stretch of water which sort of symbolizes the entrance to that bayou wonderland of lower Jefferson called the Barataria Country, or The Land of Lafitte the Pirate.



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Shown here in friendly maneuverings on Lake Pontchartrain are twice North American sailing champion Gene Walet III in his Spirit II and John Oatis, who holds the world's record in E-Service Runabout Class for powerboats.



When this mine was put into operation in 1933, the Freeport Sulphur Company built pipe lines 10 miles long to the nearest source of fresh water—the Mississippi River. And the Grand Ecaille Mine now heats about 5 million gallons of Mississippi water a day to 340° temperature. This water, superheated and mixed with steam, melts the sulphur deposit and permits it to be brought to the surface in a liquid state.

These are only two examples of the many industrial plants that are utilizing the unlimited water supply of the mighty Mississippi . . . and more come every year.

#### LAKE PONTCHARTRAIN

*Lake Pontchartrain—about 40 miles long and 24 miles wide—is just brackish enough to prevent it being a fresh water lake. Were it so classified, it would rank with the Great Lakes as one of the largest in the country.*

Once Lake Pontchartrain was the front door of New Orleans. In fact, New Orleans was located where it is on the Mississippi because Bayou St. John provided a convenient portage from the river to the lake. For in the early days ships arrived at the new Capital of French Louisiana from the Gulf waters via Lake Borgne, via Lake Pontchartrain.

But today it is the backdoor of Greater New Orleans with over ten

miles of its shoreline in Jefferson Parish.

Paradoxically—neither New Orleans nor Jefferson Parish uses Lake Pontchartrain as a *SOURCE* of water, but for the *DISPOSAL* of water.

Since both are lower than either the Mississippi River or Lake Pontchartrain, and since this region has the heaviest rainfall in the country, all the excess rainwater has to be pumped off into convenient Lake Pontchartrain. And, as we mentioned quite a few paragraphs back, the flood gates of the Bonnet Carre Spillway are pointed right at the sea level open expanse of Lake Pontchartrain, should Ol' Man River give evidence of approaching the safety limit of the levees.

For many years the uninhabited and swampy lake shore of Pontchartrain was a favorite hunting and fishing area of Jefferson Parish. It is still popular for fishing, for even the tarpon itself frequents Pontchartrain waters. And, on what has long been popularly known as "East End," there has been on the same spot for seventy years the famous Bruning's Restaurant, serving to tourists and residents fresh fish, broiled shrimp and crabs.

But, beginning in 1948, with the construction of the Lake Shore Levee and the expansion of the drainage program, the former low and often flooded lake shore area of Jefferson Parish has been

*American Printing Co., Ltd.*

*424 Camp Street*

*New Orleans*

transformed into the residential expansion joint of Greater New Orleans. Already, between the river and Jefferson's Pontchartrain shore line, new smart subdivisions are absorbing thousands of home owners who are restlessly moving out from the crowded city sections.

Some day, when science perfects its processes of converting salty water cheaply into fresh water, Lake Pontchartrain will become a vast reserve supply which we are now not even carrying as part of our liquid assets for human and industrial consumption. Today it is sufficient that it is a pleasant aquatic playground where we can sail and fish, a front yard for our newest residential development and a safety valve when heavy rains and flood seasons visit us with a little more water wealth than we can temporarily handle.

#### THE HARVEY CANAL

*The 5½ mile long Harvey Canal in Jefferson Parish was very definitely an influence, and very probably the inspiration, for the now famous Intracoastal Waterway System that stretches 1500 miles from the Atlantic Coast to the Mexican Border.*

This modern booming, bustling Jefferson made waterway is over two centuries old. It was originally a drainage

ditch of the Destrehan Plantation on whose arpents the Parish of Jefferson began. In 1737 German settlers with crude wooden shovels enlarged it to a 12 foot wide navigation channel, and as such it was used to bring out the cypress from the Barataria country. Almost a century later another Destrehan widened it to 34 feet. And in 1880 a Destrehan son-in-law, Joseph Hale Harvey by name, again improved this still privately owned canal and began building the river locks which his son, Captain Horace Hale Harvey, completed in 1907. It was from this Captain Horace Harvey, whose almost fanatical faith in a Federal owned intracoastal waterway with his canal as a nucleus inspired others to influence Congress, that the Canal gets its name.

As he had long envisioned, Harvey Canal and its locks were purchased in 1924 by the U.S. Government and were immediately made a part of the new Intracoastal Canal System, the construction of which was authorized by the Rivers and Harbors Act of 1925. Nine years later both the Harvey Canal and the channel on to Houston, Texas, had been widened to 100 feet and dug to a 9 foot depth, and new double gated locks — 425 feet long, 75 feet wide and 12 feet deep over the sill — had been constructed at a cost of \$1,700,000. The new waterway was dedicated in 1934.

An aerial view of Jefferson's famous Harvey Canal showing at the left the Harvey Canal Locks junction with the Mississippi River and revealing some of the more than 200 industries and businesses that line its banks.





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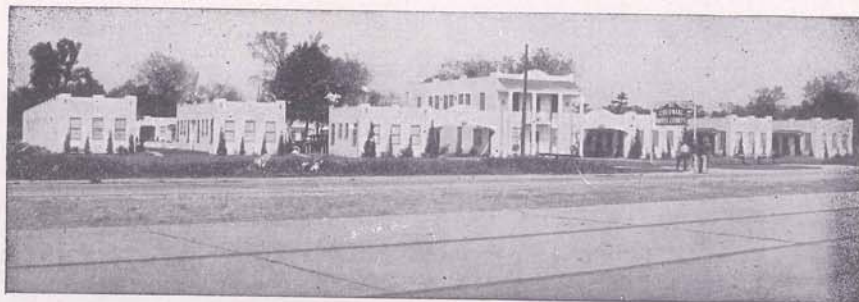
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Captain Harvey lived only four years after his dream came true, but long enough to see his beloved waterway handsomely exceed the million tons of commerce a year which the Chief of Engineers, U.S.A. had conservatively estimated. But even Captain Harvey, with all his vision, had no way of foreseeing that only twenty years later the waterborne tonnage of the Mississippi River Intracoastal Waterway combination would run way over 150 million tons a year.

Just recently it was announced that this Gulf Intracoastal Waterway, of which Harvey Canal is practically the keystone, is by far the most beneficial in the nation—that its savings in transportation costs to users amounted to \$14.80 for every dollar expended in its construction, maintenance and operation.

Few of us realize that nearly one third of all the ports of the U.S. handling over 3,000,000 tons of cargo a year are located on the Gulf Intracoastal Waterway of which the Harvey Canal is a vital link.

Through this historic Harvey Canal of Jefferson Parish the smugglers of Jean Lafitte pirogued their illegal plunder from their headquarters on Barataria Bay via the liquid labyrinth of the bayou country. Through it gilded steamboats carried the elite of the last century to the Gulf of Mexico salt-water resorts at Grand Isle and Last Island. Through it the plantations poured their harvests of rice and sugar cane, the fishermen paddled or sailed their abundance of oysters, shrimp, crabs and fish. And recently, over its surface in huge ungainly barges has glided the black gold of the oil country.

Harvey Canal on both banks is now lined with warehouses, industries and business concerns, nearly two hundred of which serve the growing oil industry. It is the gateway to the bayous and bays and lakes that form the oil, gas and water wealth of lower Jefferson Parish.

At Harvey Canal is the Deep South's Water Crossroads of the world. Through this short 5½ mile man conceived and man constructed bit of waterway, the waterborne commerce of the heart of the nation connects with the entire world. East and West through the Intracoastal Waterways System. North and South via the Mississippi to the Great Lakes and the Gulf of Mexico and thence to the seven seas. It is the

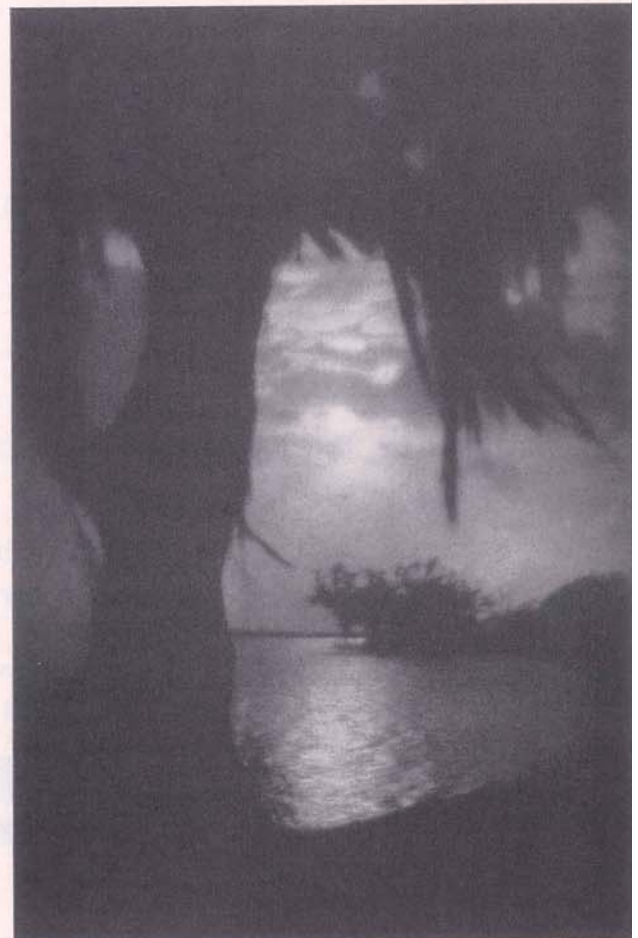
smallest, but probably the most priceless bit of water wealth in Jefferson Parish.

### BAYOUS

*There is an old saying, that from a Jefferson Parish Bayou you can travel anywhere in the United States or in the world.*

They wend and wind, they form a liquid labyrinth throughout the famous trembling prairie of lower Jefferson that only a skilled boatman can follow, they merge with lakes and bays and salt marshes, they sometimes flow forward and sometimes backward, and over a hundred and fifty years ago the followers of Lafitte, the pirate, evaded the law for ten long years in their mysterious maze—but if you know where you're going you can start at any given liquid location and come out either in the Gulf of Mexico or the Mississippi River.

Looking across Little Bayou Barataria is Bayou Villars, both links of the Intracoastal Waterway running from the Mexican Border to the Atlantic Ocean.



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Introducing the 1955 Pirogue Champions: Mrs. Audrey N. Paul of New Orleans, winner of the women's division and Gerald E. LeBlanc of Lafitte, world champion paddler.

The only aquatic contest of its kind in the nation, Jefferson's Annual Pirogue Championship held in the Spring on Bayou Big Barataria, is attracting more and more sportsmen and spectators every year as its mighty paddlers keep lowering the world's record.



Ever since the white man adopted the beauty and bounty of Jefferson Parish for his own, the bayous have been the liquid highways of generations of fishermen bringing in their delicately flavored oysters from Barataria Bay, their succulent shrimp and seafood from Grand Isle and their soft shell crabs (Blue Busters) from Lake Salvador.

By means of their intricate twistings and turnings the trappers of Jefferson have penetrated with their sliver shaped pirogues the otherwise impenetrable depths of the finest pelt producing country in the nation . . . and have brought out fortunes in fur.

Hunters and sport fishermen ardently hope that the wilderness of this water wonderland will never succumb to civilization. And, peculiarly, it hasn't—being little changed from those exciting days when the smugglers silently paddled their contraband through the same lonely and lovely bayous over which the speedboats of the oil companies skim today.

For since 1935 when oil was discovered in this water wilderness, the bayous have been the key to the untold treasure of oil and gas that lies beneath the Barataria Country. Through them and connecting canals the oil drilling

crews transport their equipment to the half land, half water well locations inaccessible by road, and over them bring part of their petroleum products to market.

Tagged by euphonious French names, given by the Canadian "coureurs des bois" of Bienville who discovered them, they are still dotted with the bayou cabins and houseboats of the fishermen and trapper descendants of those original French woodsmen and smugglers.

There is Bayou de Oies (Bayou of the Geese) where the local inhabitants trace their lineage back to a lieutenant of Lafitte and on whose banks they claim are buried John Paul Jones, Jean Lafitte and Napoleon. There is Bayou St. Denis, named undoubtedly by that famous right hand man of Governor Bienville. There is Bayou Cutler, which picks up the Dupre Cut and escorts bayou boat traffic into Barataria Bay. There are Bayou Signette, just outside Westwego, and Bayou Villars farther down, between which the government has approved another navigational short cut.

Largest and most important of all are Bayous Big and Little Barataria, navigable for 20 miles, which is part of the Intracoastal Waterway System and connects directly with the Harvey Canal.



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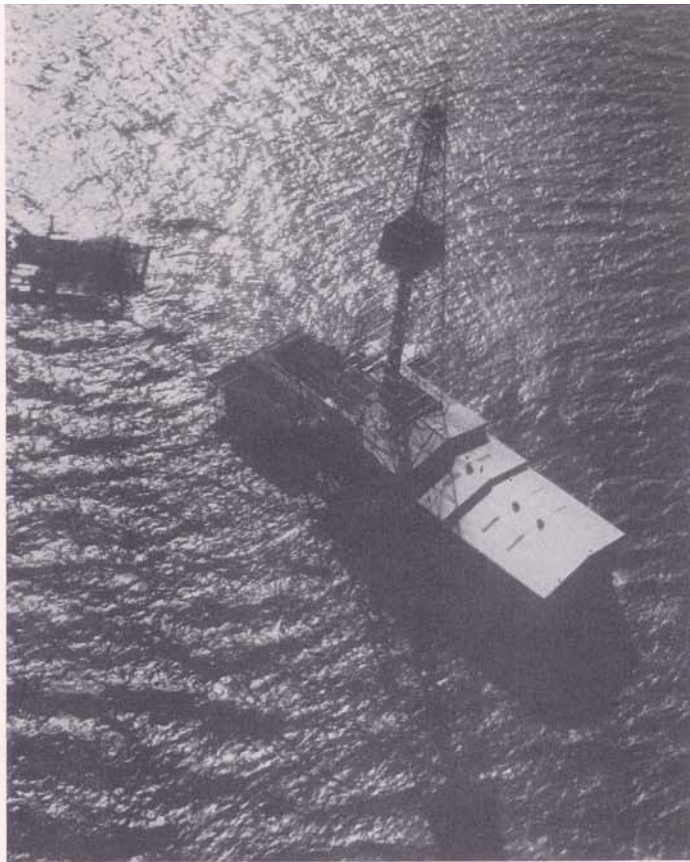
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Lake Salvador, deep in the Barataria Country of Jefferson and famous for its Blue Busters (or soft shell crabs) is also in the heart of Jefferson's rich oil fields. Shown here is a California Company rig in operation on Lake Salvador.

On Bayous Big and Little Barataria are located the three Jefferson bayou towns of Crown Point, Barataria and Lafitte, all about 20 miles from the business area of the parish and the only communities in this bayou country which can be reached by road. It is on Big Bayou Barataria that the famous Pirogue Championship Races are held each summer. And it is at Big Bayou Barataria only, that the land bound visitor to Jefferson Parish can step over the threshold into the historic and beautiful Land of Lafitte.

There are dozens of other bayous, large and small, short and long, all spider webbing the semi-liquid paradise that lies between industrial Jefferson and the Gulf of Mexico. Many are navigable to boats, all are navigable to the famous pirogue—the canoe of the bayous—and all are the happy haunt of the heron and the hunter, the trapper-fishermen and those newcomers with the hard hats—the oilmen.

The water wealth of Jefferson's Bayous, up to the present, has been calculated in the profusion of fur bearing animals they supported and sheltered, the fabulous hunting and fishing they afforded, the beauty they bestowed, and recently the mineral wealth they covered.

But TOMORROW, when the Jefferson Parish SHORT CUT TO THE SEA cuts through them like the sword of

Alexander the Great cut through the Gordian Knot, the presence of the bayous will contribute greatly to its economy of construction, and later will incalculably serve the industries that will line its banks.

#### BAYS AND LAKES

*Jefferson Parish, on the map, looks like it had been placed by a giant hand right in the middle of a huge cluster of lakes and bays—all of them salt or brackish—all of them vast untapped reserves of water wealth.*

Lake Pontchartrain we have already discussed.

In addition there are Lake Cataouatche, Lake Salvador, Little Lake, Turtle Bay, Bay Bosgris, Long Bay, Three Bayou Bay, Mud Lake, Spoonbill Bay, Goelette Bay, Round Lake, Bay de Chene, Creole Bay, Bassa Bassa Bay, West Champagne Bay, East Champagne Bay, Bay des Ilettes, Caminada Bay, Bay St. Honore, Barataria Bay, Bay Melville and Bay Dispute.

These may not even be all of them, nor are all of them important—and our sole reason for listing them is that only by the monotonous chanting of their names can we give you the impression in print of their profusion in our parish.

If you are in the oil business, or interested in it, there are several of these



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Jefferson Parish sticks its toes in the surf of the Gulf of Mexico here at Grand Isle's beautiful 8 mile long beach.

names which you will immediately associate with Jefferson Parish oil fields. Those who frequent Grand Isle for its famous fishing and fun in the sun will remember the thrills of arrival when they pass over the Caminada Bay Bridge to the Island. And Lake Salvador reminds us all of those delicious Jefferson soft shell crabs.

Barataria Bay—the largest and most important of this group—has long been the prosperous and protected harbor of Grand Isle's shrimp boats, oyster boats and charter fishing boats, and has long been noted for its tasty Barataria oysters. Soon it will hit the headlines again as the terminus of the JEFFERSON PARISH SHORT CUT TO THE SEA, which will enter the Gulf of Mexico through the famed Barataria Pass.

#### THE GULF OF MEXICO

*Jefferson Parish keeps its head and shoulders and both hands hard at work on the Mississippi River at the Port of New Orleans — but fifty-two land miles farther down it delightfully wiggles its toes in the surf at Grand Isle.*

Jefferson is the only one of Louisiana's 64 parishes that can offer its residents and its visitors surf bathing in the Gulf of Mexico on an 8 mile long sand beach.

In fact, there are only two entrances to the Port of New Orleans from the Gulf of Mexico. One is through the

mouth of the Mississippi and the other is through Jefferson Parish, unless the stickler for technicalities wishes to consider the route via the Industrial Canal and Lake Borgne into Mississippi Sound.

The two islands—Grand Terre and Grand Isle—mark the lower land boundaries of the Parish of Jefferson, with the famous natural and navigable Barataria Pass through them.

Since the days of the privateers and buccaneers boats have come through this pass for harbor in Barataria Bay. Grand Terre, once the stronghold of Jean Lafitte and later the location of Fort Livingston, commands one side. And Grand Isle, with its 8 miles of sand beach and safe surf bathing, where the sport fishermen congregate every year for the Tarpon Rodeo and where vacationists come the year round, commands the other side. Beyond is the blue Gulf of Mexico, the offshore drilling operations and the far off coast of Latin America.

Since the oldest Jeffersonian can remember fishermen have been using this alternate entrance to the Port of New Orleans. More recently the oil companies have been utilizing this Gulf and bayou approach to connect with the river and the Intracoastal Waterway.

It is only natural with the Harvey Canal and Locks at the Port of New Orleans end of Jefferson, the open water

of the Gulf of Mexico at the other end, and the distance between recognized by the U.S. Engineers as the shortest tide-water route and the cheapest to construct, that the coming JEFFERSON PARISH SEAWAY is the answer to the problem of the longer, more expensive, more hazardous, more delayed approach by river.

When the new JEFFERSON SEAWAY is completed and in operation, only then will the statisticians be able to compute the fabulous value to Jefferson of the water wealth of its part of the Gulf of Mexico.

*WELLS—SHALLOW AND DEEP  
There is an old saying in this part of the country that if you dig down a few feet anywhere you'll strike water.*

That is, of course, an exaggeration—but it is likewise an indication of the vast water wealth, underground and unseen, of Jefferson Parish.

This availability of well water close to the surface is another of the liquid assets of Industrial Jefferson, for our industrial plants are invariably able to successfully and conveniently drill on their own property adequate wells to supply their needs.

As an example, Johns-Manville Products Corporation has been a Jefferson Parish industry for over a quarter century. Growing larger each year, it now uses 213.5 million gallons of water annually to process its products. Of this total amount 185.8 million gallons come steadily from two 800 foot wells, each with a capacity of 1000 gallons a minute.

Also, the plant of Southern Shell Fish Company, the largest seafood canning concern in the world, will pull from its own wells as much as 10,000,000 gallons a month at the peak of the season.

Then there's the Nine Mile Point plant of The Louisiana Power and Light Company which, for cooling bearings and hydrogen cooling, uses approximately 3,000,000 gallons a day from wells on its own property.

There are many other smaller users, the listing of which would be monotonous and pointless.

\* \* \* \*

Yes — very pointless — because if by this time you are not convinced of the water wealth of Jefferson Parish there is only one thing left to do—sit down with you and explain it all personally over a glass of Scotch—AND WATER.

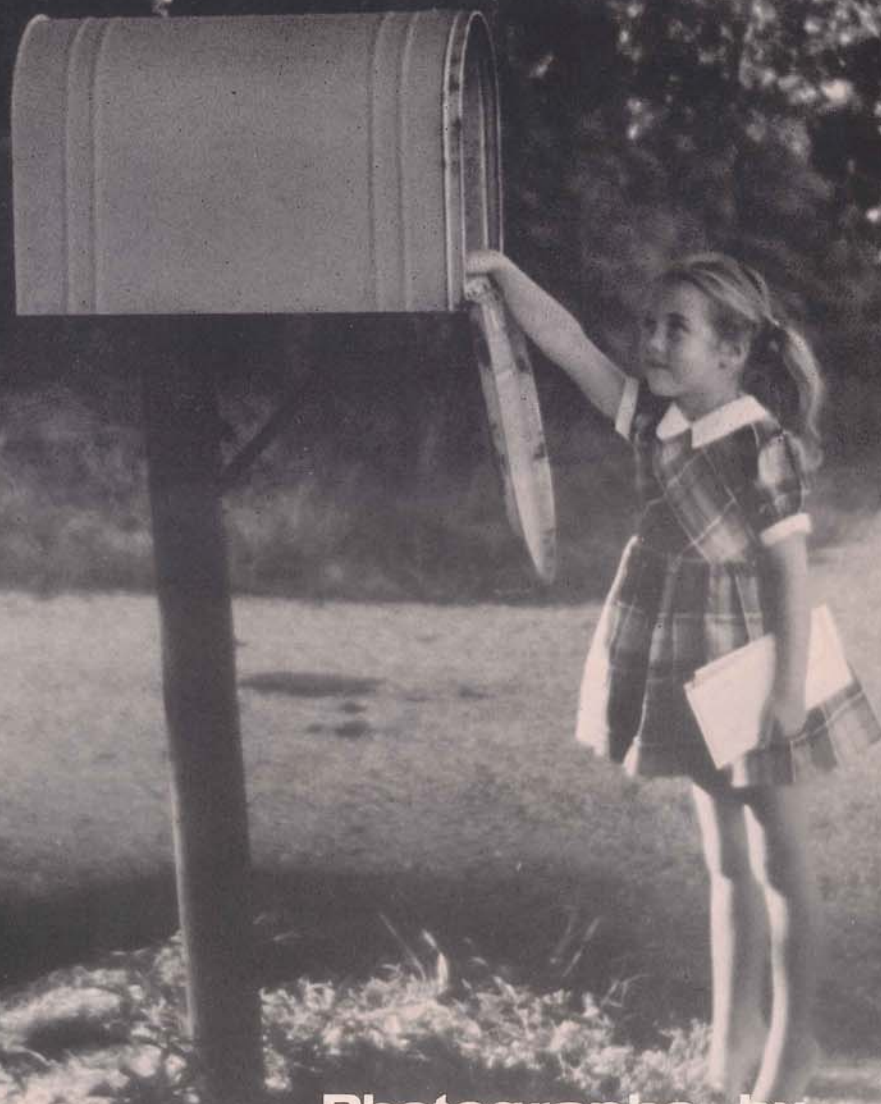
## HOLMES Synonymous with Quality for More Than a Century



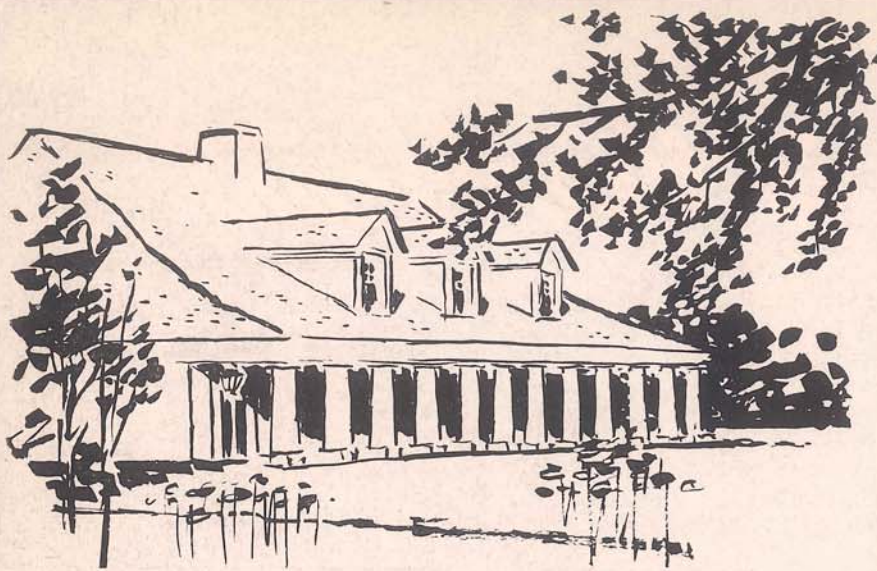
The name Holmes stands for best quality merchandise at moderate prices. There's no place like Holmes — a store that is owned by the people who live in the community it serves.

*Holmes*  
NEW ORLEANS

# *Home is the Heart*



**Photographs by  
EUGENE DELCROIX**

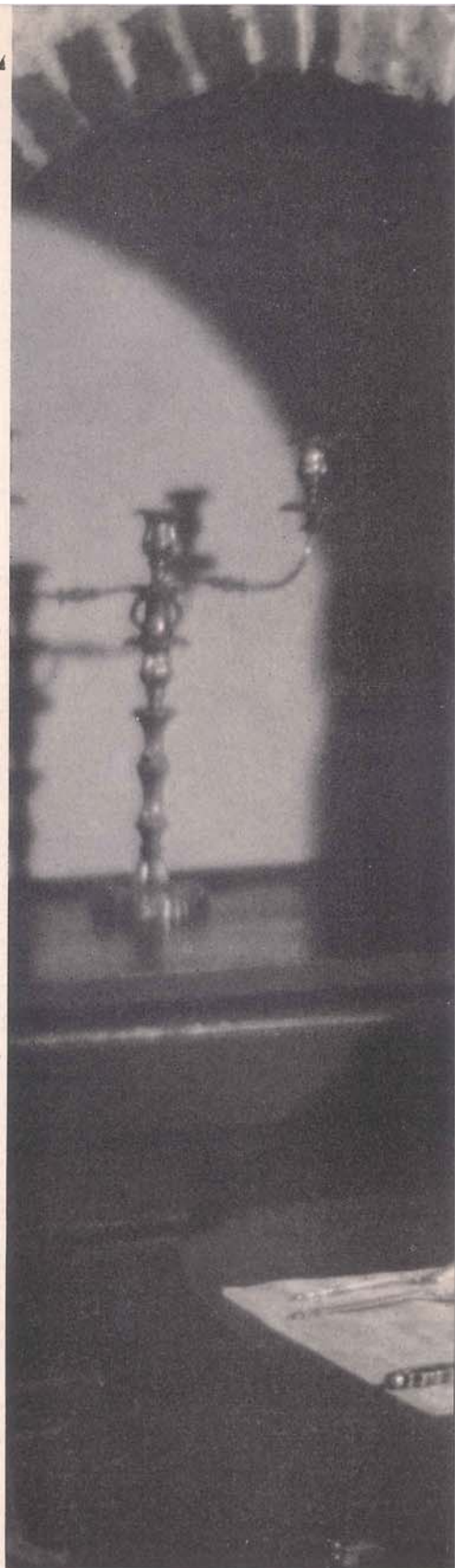


A beautifully preserved survivor of the once proud plantation period of Louisiana is Jefferson's "Elmwood" on the East River Road. Built in 1719 on a land grant from the King of France to Joseph Chauvin Lafreniere, the original sturdy one story structure, with its famous gun slots, is still intact. It has been faithfully maintained by its several owners over its more than two centuries of existence and today bears the distinction of being the oldest still standing plantation home in the entire Mississippi Valley.

Our petite model for the preceding introductory page of this "Home Is The Heart" section was Sherry Ann Pizani of Lafitte.



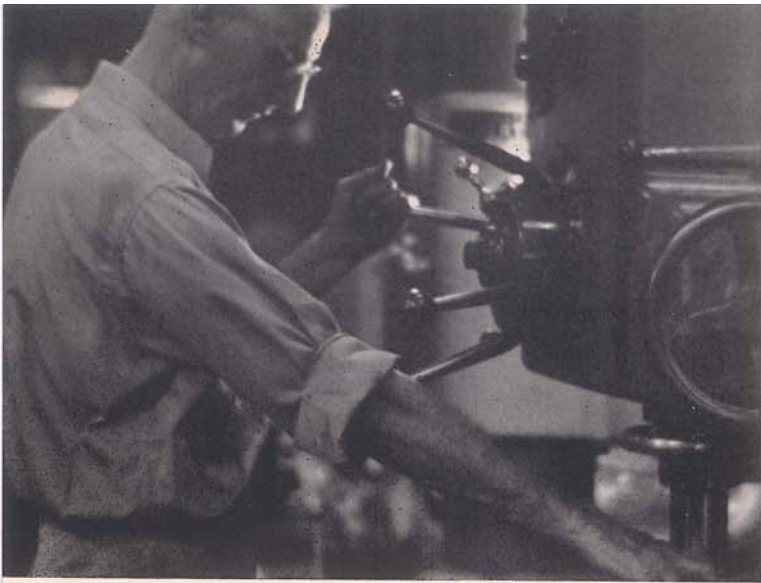
This old plantation bell that once summoned the field hands at "Elmwood" is romantically reminiscent of that extravagant, elegant, enchanting era we know as the "Old South."





May we introduce Mrs. Lyonel F. T. Stone, the present owner of "Elmwood," who is preparing to serve dinner guests in her attractive modern dining room. Once this was the kitchen of the plantation house, and an inspired sense of interior decoration has preserved the original wood stove in the background. Today it is not only an attractive part of the decor but serves a very utilitarian purpose as a modern and practical food warmer.

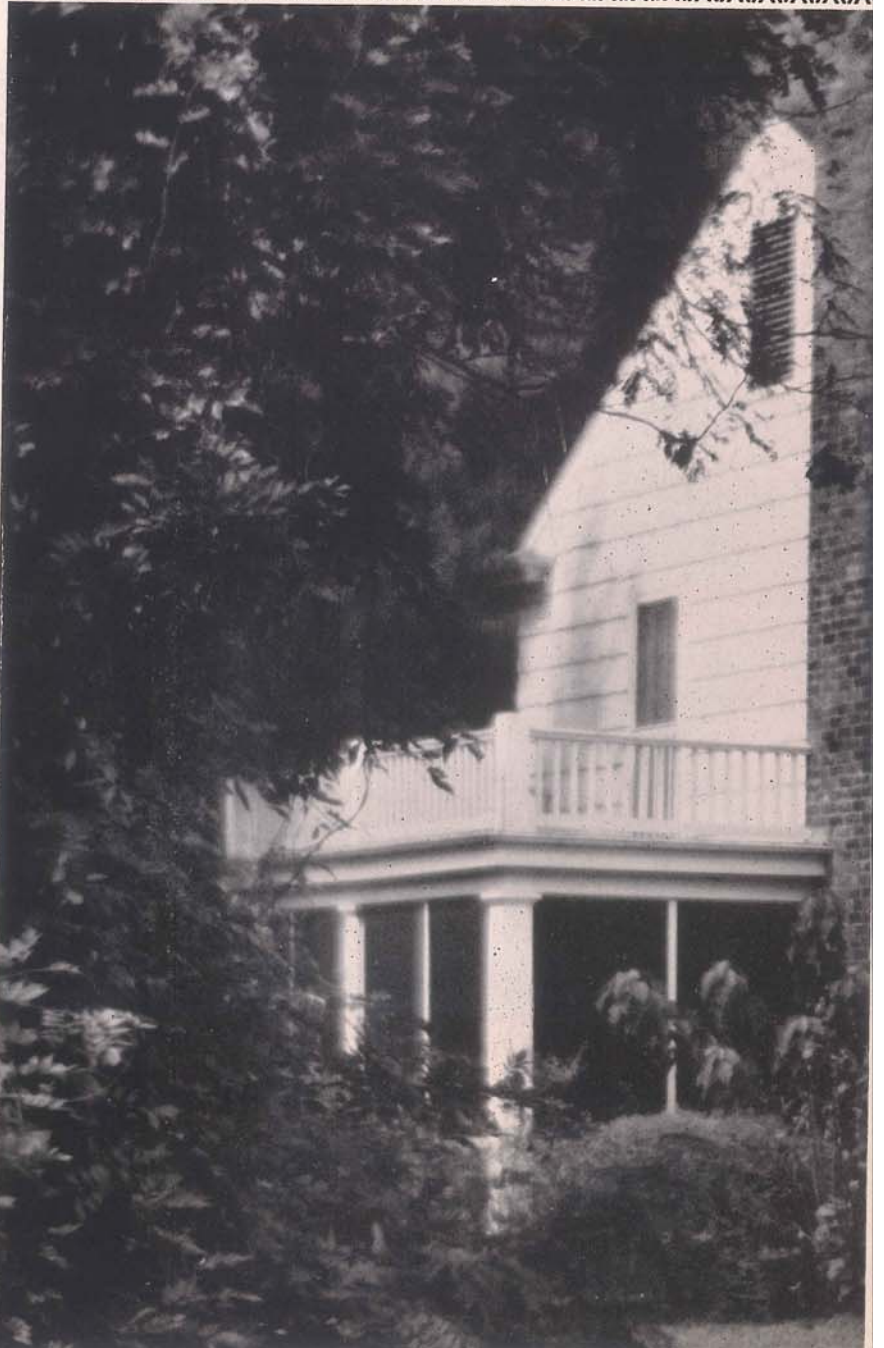




Albert N. Bordes, who owns and lives in the home below, is a machinist at Rheem Manufacturing Company. We show him here at work — representative of the thousands of reliable, skilled employees who keep Jefferson's industries humming.



The comfortable tree surrounded, lawn encircled home of Albert N. Bordes at 550 Central Avenue in East Jefferson.



Jefferson Parish is primarily a parish of home owners, with over 90% of its permanent population possessing or paying on their own property. It is also predominantly an industrial parish, which means that the greater proportion of its wage earners are in the skilled classes, those men and their families who form the backbone of magnificent Middle Class America . . . steady, sturdy citizens with a tendency to pick a spot and buy a lot where there is room for the children to grow. The home below is symbolic of the thousands of such Jeffersonians whose roots are imbedded deep in the parish.

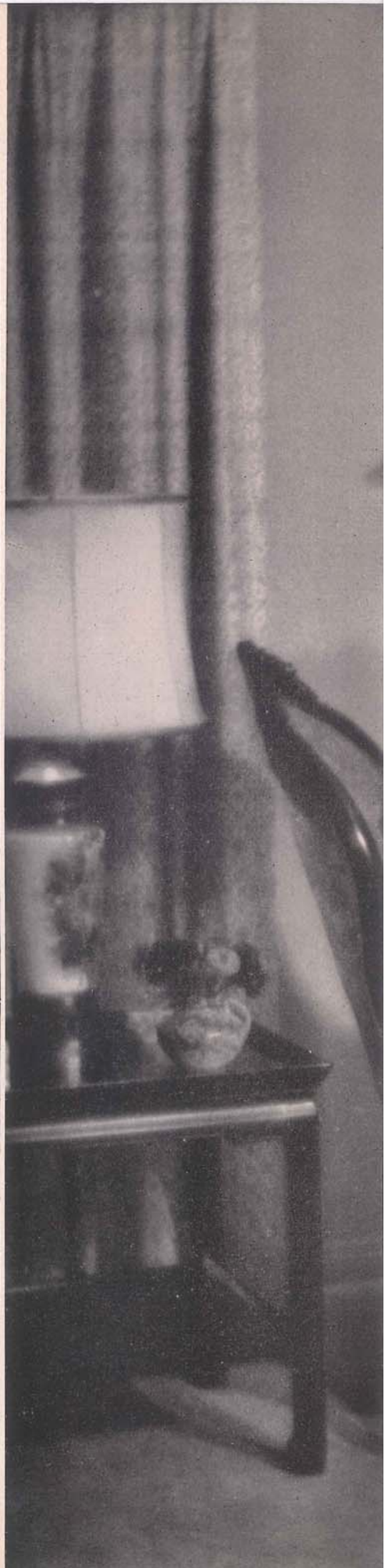




In the direction of the Lake Shore, along the River Roads and deeper into the the Barataria country are extending the beautiful suburban homes of Jefferson — more and more cameos of smart modern architecture set in emerald lawns. They are the projection of the progress and prosperity that have run parallel with Jefferson's amazing growth during the last two decades — symbolic of the success Jefferson Parish has worked hard for and earned.

We break in on a chat at the Harrell suburban home at 6401 River Road, South Kenner. Mrs. Harrell (standing) and Mrs. Laura Harrington (seated).

Dick N. Harrell, half owner of C and H Stock Farm, rides around his suburban domain.







Having only a moment to spare in Metairie, we ask you to stop with us for that moment and look in on Mrs. George J. Peterson raking leaves in the back yard of her home at 116 Sena Drive.

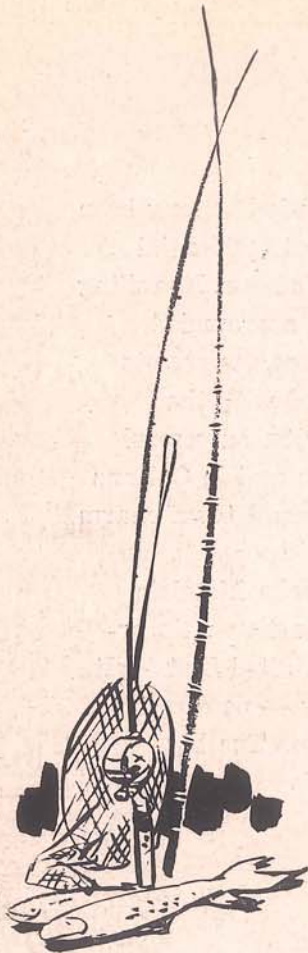




Jefferson's own Metairie has long been recognized as the finest residential area in Greater New Orleans. Its rolling Country Club section surrounded with magnificent homes, its streets almost completely lined with the smart residences of men successful elsewhere in Jefferson and in Orleans Parish, its constant small town charm although populated with city sophisticates — all make Metairie one of the most distinctive unincorporated areas in the United States. It has no major industry — no direct contact with commerce. The big business of Metairie is its "homes."

Mrs. George J. Peterson, a gracious Metairie matron, spends a great deal of her indoor time with the pride of her life — her grandson, Jerald Peterson.





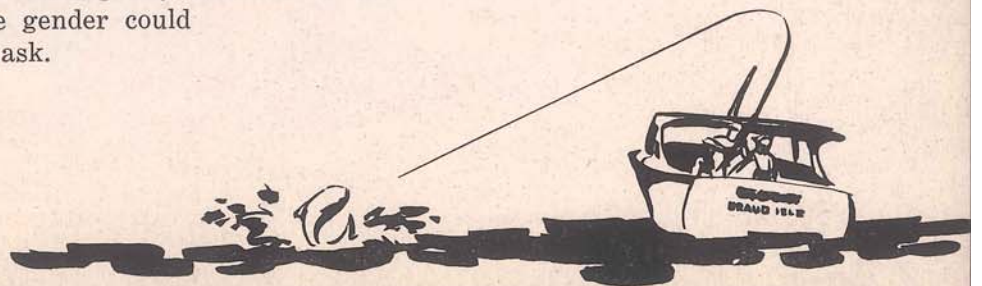
Happy with her cozy home and its houseful of modern appliances Mrs. Murphy Crosby of Grand Isle is perfectly agreeable to her husband going fishing. 'Course, very conveniently, that happens to be his business.

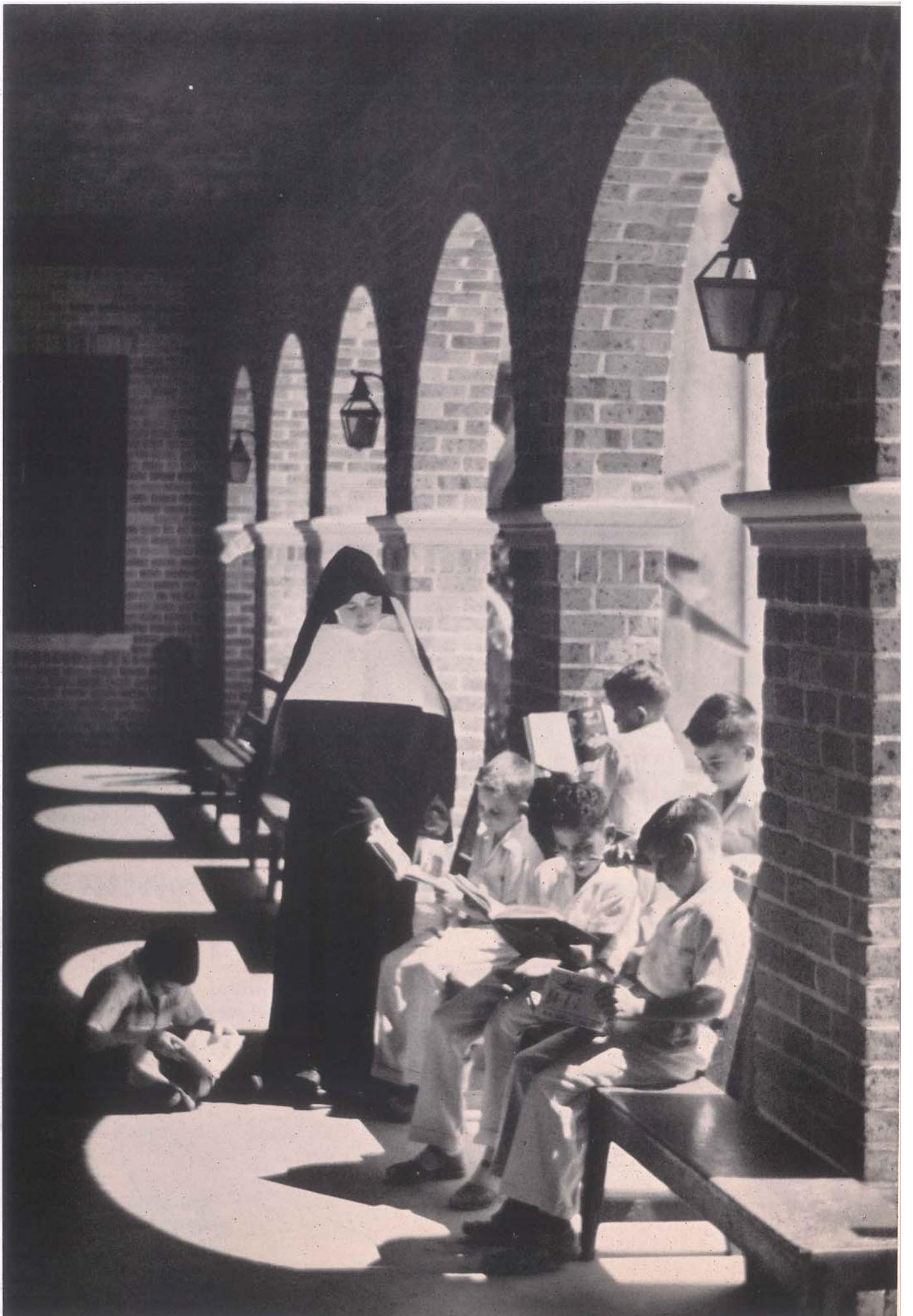


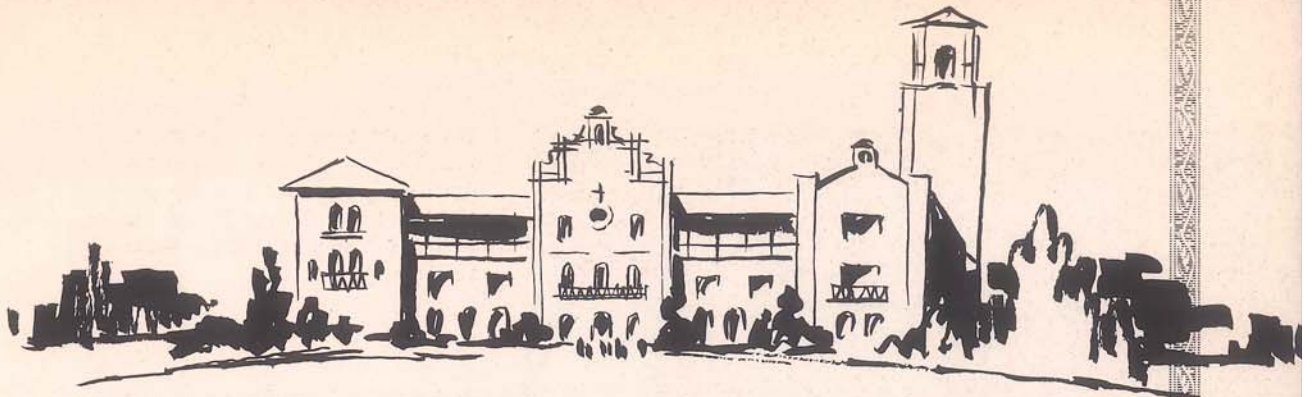
And here we see Capt. Murphy Crosby of Grand Isle, skipper of the cruiser "Southwind" who is thoroughly contented with his line of work. Imagine even calling it work!



Less than twenty-five years ago Grand Isle homes had no electrical appliances, no telephones, no modern plumbing, no civilized conveniences, no contact with the outside world except by boat through the bayous. But today "living on the Island" has all these advantages — plus a few distinctly its own. Such as having just beyond the garden gate the glory of the Gulf of Mexico and the finest fishing any member of the masculine gender could possibly ask.





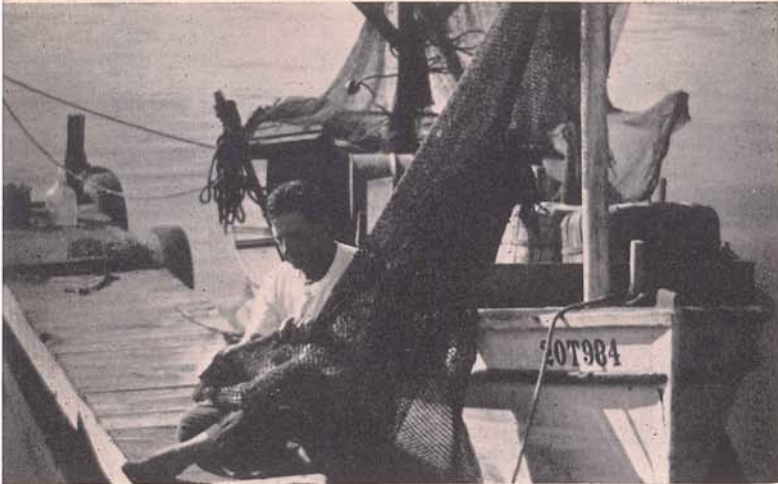


Sometimes in the disrupted destiny of a boy or girl a "home" has to be provided that does not contain the natural elements of "Daddy" and "Mom" and "family ties" — a home however, that gives to the homeless generously of affection, understanding and the training that gently and gradually turns a warm childish heart into the eventual adult of which any living parent would be proud. Such a home is Jefferson's Teen Age Boys' Town on Barataria Boulevard, which we know as Hope Haven. Such also is Madonna Manor on the opposite side of the road, Jefferson's fenceless, wall-less haven for younger boys.

Left: Sister Louis Marie of the School Sisters of Notre Dame takes an instructive part in a study period at beautiful Madonna Manor.

Right: Part of the popular playground at Madonna Manor. Below: Sister Meinrad, the Mother Superior of Madonna Manor personally and affectionately watches over each and every one of her charges.

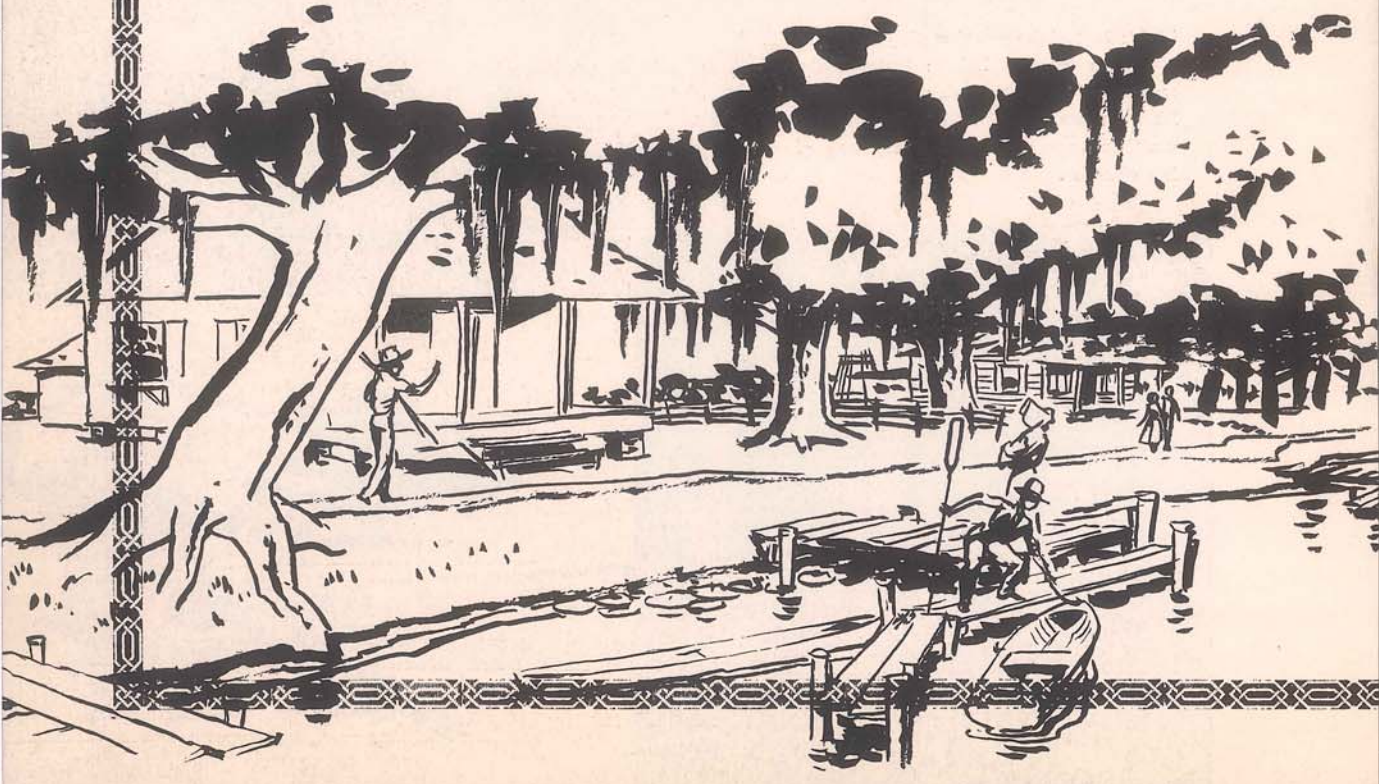




We would have you meet Clovis Perrin, one of the community of Lafitte's prosperous and perfectly satisfied shrimp fishermen beside his floating business establishment—his trawler.

And we would also have you meet Mrs. Clovis Perrin, who loves Big Bayou Barataria and would consider it a severe hardship to adjust her life to pavements and city people, away from the friendly water wonderland at her front door.

Down in the historic Barataria Country where the bayou is the front door and the family conveyance usually has twin screw propellers and no wheels, the "home" is still picturesque, but no longer primitive. Electricity has penetrated the Land of Lafitte together with all its plug-in conveniences. The Baratarians are televised, mechanized and modernized just as much as they want to be! They stop short of giving up their bayou privacy and their independent way of life. Their homes may be smaller, but whoever said family happiness had dimensions?







Probably the most primitive, picturesque and yet entirely appropriate "home" in Jefferson Parish is the houseboat of the trapper. In the heart of the water wilderness he and his family spend the winter trapping season, their floating home carrying everything they need or want . . . And so . . . in these few pages we have pictured the different dwellings of diversified Jefferson. Each to its owner is the way of life he prefers — for to every man "Home Is the Heart."

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JEFFERSON PARISH POLICE JURY — MEMBERS AND OFFICERS

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

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

## NEW COMMISSION COUNCIL



HON. JULES G. MOLLERE  
Commissioner At Large

At left, top to bottom: Hon. B. H. Miller, Jr., Commissioner for First District; Hon. Anthony A. Caramonta, Commissioner for Second District; Hon. John G. Fitzgerald, Commissioner for Third District; and Hon. Alwynn J. Cronvich, Commissioner for Fourth District.

## *Federal, State and District Officials*



Hon. Earl K. Long, Governor of the State of Louisiana

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



## OUTGOING PARISH OFFICIALS



Hon. Frank J. Clancy, Sheriff

At left, top to bottom: Hon. John J. Holtgreve, President, Police Jury; Hon. John W. Stone, President Pro-Tem., Police Jury; Hon. William J. Klause, Clerk of Court; Hon. Vernon J. Wilty, Assessor; and Dr. Francis T. Gidman, Coroner.

## INCOMING PARISH OFFICIALS



Hon. William S. Coci, Sheriff



At right, top to bottom: Hon. James E. Beeson, State Representative; Hon. John F. Rau, Jr., State Representative; Hon. William Justice, Jr., Clerk of Court; Hon. Vernon J. Wilty, Jr., Assessor; and Dr. Charles B. Odom, Coroner.

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## *Court Officials*

On left: Top, Hon. Leo W. McCune, middle, Hon. L. Julian Samuel, bottom, Hon. John C. Boutall, Judges of the 24th Judicial District Court. Center: Top, Hon. L. Robert Rivarde, Judge Ad Hoc, 24th Judicial District Court. Bottom, Hon. Frank H. Langridge, District Attorney.

On Right: Top, Hon. Waverly A. Henning, First Assistant District Attorney; second from top, Hon. Nestor L. Currault, Second Assistant District Attorney; third from top, Hon. Richard A. Thalheim, Third Assistant District Attorney; bottom, Hon. A. J. Graffagnino, Fourth Assistant District Attorney.



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*Jefferson's own* and Louisiana's only saltwater playground, rated among the top ten fishing spots of the world, Grand Isle possesses eight miles of the safest surf bathing and swimming in the nation . . . In order to protect this precious asset of golden sands which the relentless tides, year by year, strive to return to the hungry sea, several small groins several hundred feet in length have been constructed over the last several years. As seen in the middle section of the above air view of Grand Isle, their presence already has forced the tides to slowly rebuild the beach, rather than slowly destroy it . . . And now the next step! The U. S. Engineers have proposed a major groin about one mile long at the eastern tip of the island (around the location indicated on this photograph). Its commanding size will help build up the entire beach along the entire length and will make Grand Isle even greater. It is a project of immediate importance to this popular Pleasure Island.



*It was when* the bold Baratarians of Lafitte the Pirate, following their participation in the Battle of New Orleans and their pardon by a grateful government, peacefully returned to their original livelihood of fishing that the present prosperous hundred and fifty year old seafood industry of Grand Isle began . . . In the beginning their red sailed schooners brought their catch direct to the historic seafood markets of Harvey and Westwego. Today the diesel powered trawlers of their descendants cruise far out into the Gulf for the succulent shrimp to satisfy the hungry hoppers of seafood canning and packing plants. Likewise their luggers and their labor plant and harvest the delicious Barataria Bay oysters. The annual seafood haul of Grand Isle's growing shrimp and oyster fleets is mostly enjoyed by the thousands of inland gourmets who have never seen the dawn come up like thunder over Grand Isle 'cross the Bay.