Loreauville's Breaux... Profile Of A Boat-Builder
Roy Now Does Over $1.5 Million Business Yearly

Loreauville—Roy Breaux is a man of simple tastes. His idea of a banquet is a meal of hot boiled crawfish or a plate heaped high, with good 'Ca-juan', dirty rice'; he's happy in the rough work clothes of his trade and the best possible evening's entertainment is a little beer and playing with his kids—"but when it comes to boats, now that's a different story.

Breaux is about a boat that brings out the 'king' in Roy Breaux—for when he starts to build one, nothing is too good for it, no amount of time too much trouble for it. Royalty may never have gotten a footstool—rather a foot-in-the-door—in the U.S., but down on the Bayou Teche at Loreauville, Louisiana, there's a kingdom called Breaux's Bay Craft, Inc., where Roy Breaux reigns as supreme as any ruler with a little over 100 subjects and their families.

By princely standards, it may be considered small—7 1/2 acres—but it's all Roy Breaux needs to turn out an average of 80 hulls per year (671 to date) for a reputation that makes him one of the top work boat builders in the nation. And, let us wager that he is the only one who begins a working capital of $450.00.

In a day and age of stock splits and dividends, monarch Breaux has no such worries. He is sole owner of a tight little grass root corporation which grosses in excess of $500,000.00 a year. No board of directors, no advisors...just one smart 45-year-old Cajun who knows his business and is not liable to let anyone forget it. Cowcowing to big money lenders has been no problem, either, for Breaux's Bay Craft has expanded on its own capital—largely due to the fact that even to this day, Roy keeps ploughing back the profits and drawing a set salary. Aside from short-term loans on large material orders, Roy has never been heavily mortgaged and makes it very emphatic that he doesn't intend to be.

One of five children born to Euzzebe Breaux and the noble blacksmith, Roy's education was not extensive. Basic elementary training which included the four-fours and the two-fives with which he conceives, designs and executes, the complete plans for every hull that comes out of the yard, Roy's ability to "see" a boat before it's even on the drawing board can be well compared to the inventor's facility for the same type of envisioning. Though blacksmithing today is still part of the work program, it contributes but a small percentage to the company's gross receipts. With loyalty to the profession that gave him his start, however, the avil remains Breaux's trademark.

His instincts for good design and function have been molded by 13 years of personal experience in the oil patch before entering the boat field—seeing what worked and what didn't. His practicality has stood him in good stead, for with the tremendous costs of offshore drilling, his customers are not looking for too much "frosting". The demands of the work boat industry are speed, reliability, ease and economy of maintenance and comfort for the crews. Beautifully combining all these features is Breaux's Bay's latest big hull—a 95'-footer now being completed for Casparey & Wendell Marine Rentals of Rockport, Texas. It will be the largest all-aluminum crew boat in the world and will boast sleeping facilities for 12, 40 stationary seats, 2 washrooms and a complete galley—all powered by 2000 hp. in twin GM diesels; it's expected to do over 25 knots. As soon as it gets its first taste of Gulf water, Roy will begin work on a 100'-footer for the same firm. Typically, he will probably be working against a 5 to 6-month backlog again this year.

Discounts may not be evident in consumer retailing, but in manufacturing Breaux feels the swing is to quality and expert workmanship—this being accounted for by the decline of his profits in the last manufacturing fields during recent years. Contrary to public opinion, for example, olf profits are in the medium range amog the nation's top industries; yet the oil industry is now providing over 40% of Louisiana's total tax revenue. Small wonder then that the oil business is looking for equipment with minimum operating costs. Breaux's list of material suppliers reads like a "Who's Who" of the national aluminum manufactur ing. He uses only the best with the theory that it takes just as long to install cheap machinery and then you're never through with it!

In 1945, Roy's entire crew consisted of himself and one Negro helper, Ferdinand Jones, whom he had known since he was a boy. In 1945, Roy was 32 years old and had been working in the oil field for 11 years. The nearest town was only 15 miles away. Today the company is the largest and one of the most modern facilities of its kind in the nation. Roy now employs 35 people and his customers' list includes Gulf Oil Corporation, Shell, Louisiana Independent Oil Company, and many others.

Breaux is a busy man. He has long been known as a champion of the boat business and his company's success is largely due to his ability to make the right decisions at the right time. Roy's skill in negotiations has brought him many contracts for custom boat building, and his company is recognized as one of the leaders in the industry.

As a result of his success, Roy Breaux has built up a reputation as a successful entrepreneur. His dedication to quality and efficiency has led to many satisfied customers, and his company continues to grow and expand.

The Welder's torch goes long at the Loreauville shipyard of Roy Breaux as the company works to finish a 45-month backlog of orders.

Assembly Line of Breaux's Bay Craft is shown in this part in this photo. The Loreauville firm headed by Roy Breaux is constructing the largest all-aluminum crew boat in the world for a Texas firm.

THE WELDER'S torch goes long at the Loreauville shipyard of Roy Breaux as the company works against a 5-month backlog of orders.