

A REPORT ON JEFFERSON'S PUBLIC SCHOOLS

By Julius F. Hotard, President, Jefferson Parish School Board, and
Lem W. Higgins, Superintendent of Schools

The first American school board was created back in the 17th century in Massachusetts, when school affairs already had become too complex for the town meeting to handle. The nation grew, the school problems multiplied, but the school board remained—one of the finest examples of democracy in action, a group of men and women in each community elected by their neighbors and serving faithfully, unpaid and often over worked, so that all children may, to the best of their combined abilities, receive the best possible public school education their community can afford.

Today there are 200,000 such school board members throughout the United States, supervising the expenditure of \$13 billion annually, constantly trying to solve the perennial problem of not enough classrooms, not enough teachers, not enough money. Our article to follow concerns the activities of 17 of these—the members of the School Board of Jefferson Parish, Louisiana.

It is the undeviating policy of the Board administering and the staff operating the Jefferson Parish Public Schools—backed up by the faith and foresight of the parents and property owners of Jefferson—to not only provide, and keep on providing, full educational facilities for all of the constantly increasing school age population of the parish (both white and colored) but also to provide curricular opportunities for the talented (usually the top 15 to 20 percent) that permit them to forge ahead.

Because of this persistent and permanent policy of quality within quantity the Jefferson Parish Public School System has for many years been rated among the top three of the 64 parishes of the state.

Broken down into more specific terms the Jefferson Parish School System furnishes a well rounded, thoroughly grounded and fully accredited twelve year academic training that prepares its

Left: The spic and span kitchen of a Jefferson School Home Economics Department. It is one of the finest equipped in the entire Louisiana Public School System.



Exterior of Westgate School to which ten new classrooms and cafeteria were added for the opening of the 1959-1960 school year.

graduates to enroll in the nation's outstanding universities with the toughest entrance requirements. For those who plan to go to work instead of college Jefferson Schools provide complete commercial and vocational courses that prepare them to handle highly skilled and well paid jobs.

All classroom training is supported by a health program that includes regular examination and safeguards, plus athletic and recreational activities that help keep alert minds in sound bodies.

Constantly to its educational courses new projects and new programs are being added for both adults and school age pupils—as new parish needs and parish problems arise in which the Public Schools can serve. Such projects as the Distributive Education Program, the Adult Education Program, the National Program of Driver Training, and

the Teachers Higher Certification Program—all of which have been recently added to the activities of the Jefferson Parish Public Schools and which will be discussed later in this report.

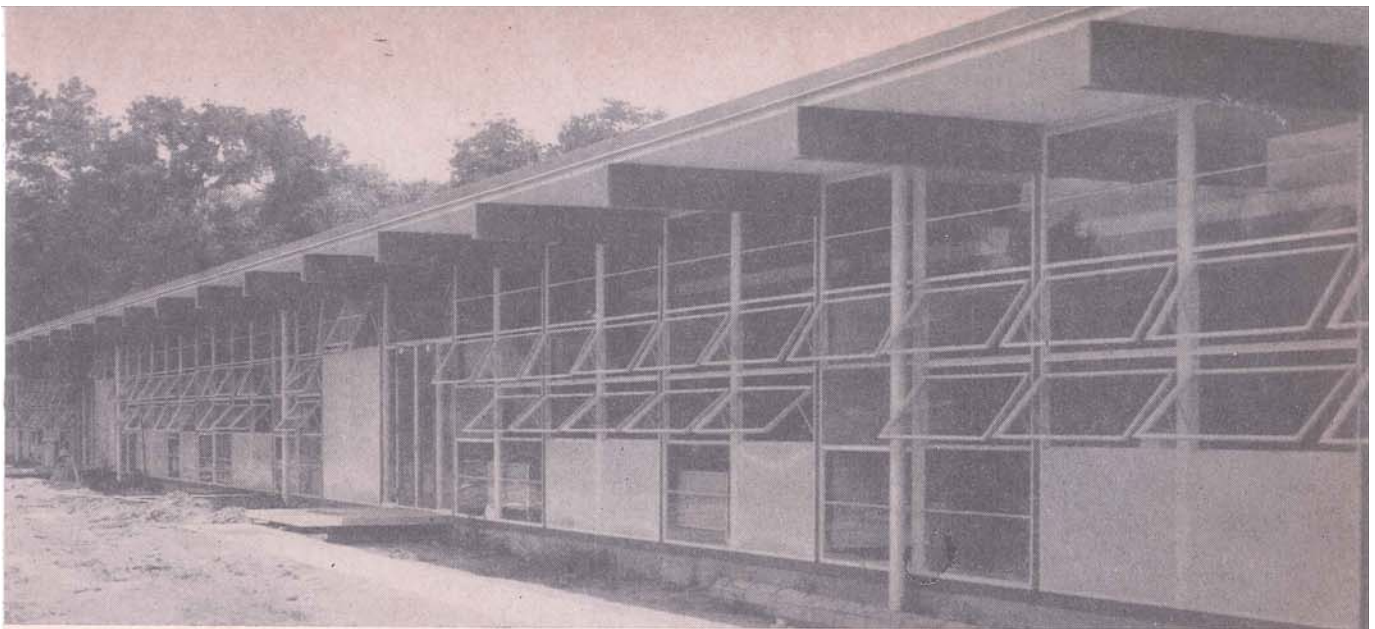
To maintain its standard and its standing, the Jefferson Parish Public School System requires an operating budget of over \$6 million a year, spending \$214.50 for the year's education of every pupil registered. It maintains a force of over a thousand teachers (actual present count 1080) of the highest teaching calibre available, who are paid salaries over and above the state and national average. It operates a fleet of 131 school busses and administers the operation and maintenance of 38 white and 11 colored schools in the parish.

To these present 49 schools will soon be added 12 new ones (including a new high school on each bank of the river), plus additional classrooms, cafeterias or cafeteriums, and new equipment to many of the original 49—financed by the \$10 million School Construction Bond Issue approved by the Jefferson Parish voters early in 1959, a program just now well under way and not scheduled to be completed until 1962. Which does not mean, we assure you, the end of the new school construction in Jefferson—but it is believed that by that time any new schools and new additions which follow can be financed from the sales tax revenue. And now to the details of our 1960 Report!

The school population everywhere is increasing—but in Jefferson it is about to explode. For many years we have been able to expect around a lusty and unflinching ten percent increase at each



The First Grade Arithmetic Class of East End School goes to the blackboard to demonstrate its ability. Left to right are Ulyses Schultz, Edith Fortney, Eddie Cally and Karen Jee.



Exterior view of the new Green Park School just opened in February of 1960 serving area adjoining Airline Highway.

Fall's school enrollment period—an anticipated pressure which we have always met—each year managing to give the full day's schooling to every pupil registered.

For example, the 1958-59 total registration (both white and colored) at the beginning of the school year was 29,706. At the beginning of this last 1959-60 school year the registration was 32,115, an increase of 2409 pupils to be served in a year's time.

But that old faithful normal growth figure of around ten percent will soon be ancient history. The new and second Mississippi River Bridge has suddenly opened up a vast new West Bank residential area only ten minutes from downtown New Orleans. Already new families with their average of two children each are pouring into the new subdivisions, buying lots and building or buying homes. Take the Terrytown project, for instance, which not too many years ago was way out in the country and considered an excellent spot for deer hunting. When it is fully developed it will contain at least 5,000 new homes.

The type of elementary school Jefferson has found most practical contains 20 classrooms and handles about 600 school children. It is not difficult to rapidly compute how many such new schools the zooming subdivisions throughout Jefferson are going to demand within the next few years.

Luckily for Jefferson the new school construction program is well under way parish wide. Well, not luckily either—for luck had little to do with it. The approved \$10 million School Bond Issue

was the direct result of the planning and preparing on the part of the people of Jefferson and their public school officials for just what is happening.

Here is some of the construction chronology of that program up to the time this report was prepared in the middle of 1960:

At the opening of the 1959-60 school session the ten new classrooms and cafeteria (combination cafeteria and auditorium) added to Westgate School were ready for occupancy. The original Westgate School had been built from the local one cent sales tax revenue, one half of which goes to the Jefferson Parish School Board earmarked from the construction of new schools.

On February 15, 1960 Green Park School was opened to serve the M. A. Green subdivision and adjoining terri-



The Sixth Grade Social Studies Class of Airline Park School conducts a presidential poll with all its phases and formalities. Left to right are Ross Hoffman, George Gheranich, Lindy Leedy, Douglas Bernard, Amelia Eiermann and Bonnie Bordelon.



In the Fifth Grade Creative Arts Class of Lafitte Elementary School several students are shown working on Junior 4-H projects. Left to right standing are Ginger Rojas and Norene Ofero. Left to right seated Eugene Adam, Johnny Savore and Sharon Roberts.

tory on the Airline Highway, with pupils transferred from Kenner Junior High area.

Under construction is a new Elementary School at Bissonet Plaza, a new Junior High at Elise Street to serve the upper end of the 8th ward, an Elementary School for Westwego in the area near the Celotex plant and a complete Elementary School at Manor Heights off Barataria Blvd., in Marrero.

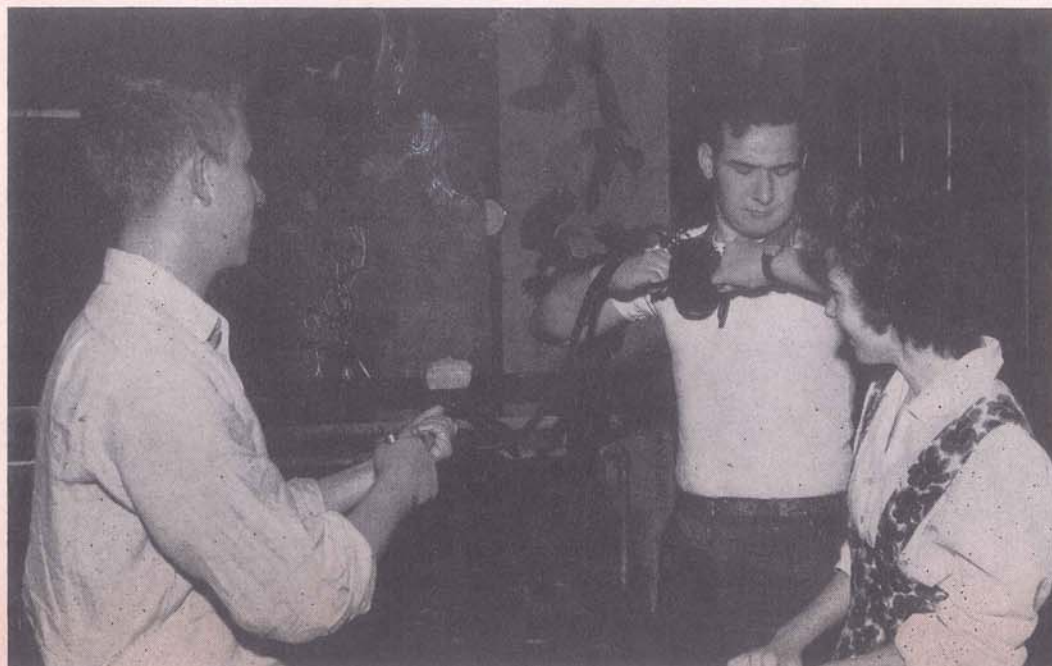
The twelve new classrooms recently added to both East Jefferson High and West Jefferson High provide space at each High School for 360 additional students. Already these two high schools, completed in 1955 with a student capacity of 1500 each, had out-

grown themselves in four short years.

Plans have been made for two more Jefferson Parish High Schools, one on the West Bank and one on the East Bank, but the sites have not yet been selected. Land has been purchased for a new Elementary School on the Belle Chasse Road to serve the Timberlane and Meadow Brook subdivisions area, and building will start as soon as all arrangements are completed. Also a new 10 room annex and cafeteria have been planned at the Harahan Elementary School.

Eight rooms have been added to Fisher No. 1 School at Lafitte, and 10 more rooms at Airline Park School in Metairie that was originally built only in

Student Harry Smith demonstrates the mechanics of a vacuum to Harry Riddle and Jackie Collins in the well-equipped laboratory of the 9th Grade General Science Class at Kenner Junior High.





One of the extremely popular and successful Adult Education Classes in West Jefferson High. Shown here with Mr. Paul J. Hubbell, High School Supervisor in charge, are candidates for a High School Diploma.

1957.

Among the colored schools (there are 7291 colored school children enrolled in the Parish) 6 rooms have been added to the Elm Grove Schol at Harvey and 6 rooms to McDonogh 26 at Gretna. A new colored Elementary School is being erected off Ames Boulevard and the School Board is in the process of acquiring an 8 or 9 acre site near Bunche Village for a new colored Junior High at Kenner.

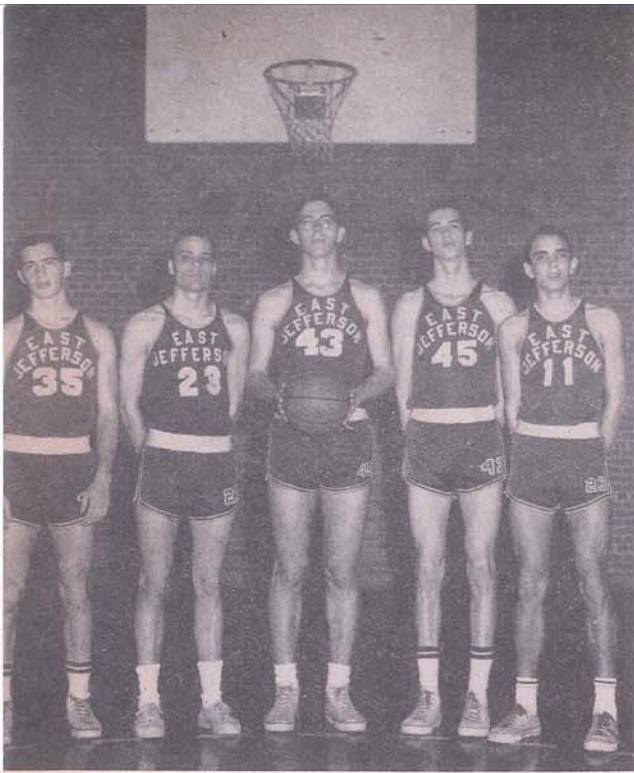
Steadily the construction of new schools and the new additions to existing schools in Jefferson Parish will continue throughout 1960 under the \$10 Million Bond Issue program, aiming toward the target completion date of 1962.

THE SELDOM CONSIDERED SAFETY FACTOR OF THE SCHOOL LUNCH

Part of this \$10 million construction money was apportioned to the building of new cafeterias to alleviate the parish school system's almost parish wide school lunch hour congestion. The program called for either new or expanded cafeteria or lunchroom facilities at McDonogh No. 26 at Gretna, Gretna Junior High, Gretna Elementary No. 2, Harvey Elementary, Westwego Elementary and Westwego Junior High, Westwego Colored Elementary, Bridge City white and Bridge City colored Schools, Waggaman white Elementary, and Waggaman colored Elementary, John Martyn col-

In the Spanish II Class of West Jefferson High School student Diane Arceneaux points out the Spanish terms commonly used in connection with a bull fight to (from left to right) Warren Hecard, Gayle Catledge and Kenneth Sonnier.





The East Jefferson High Basketball Team, 1960 Public School District Champions, consisted of H. Woessner, R. Seigel, J. Bell, A. Rahn and J. Allen.

ored High School and East End School. One also has been planned for the Ella Dolhonde Elementary at Metairie.

The new cafeterias consist of kitchen, storage room and dining room, the sizes of which are in proportion to the school requirements. A major portion of this planned cafeteria program has been completed.

These extensive and recent improvements throughout the parish schools for the serving of food throw the spotlight on the importance and significance of the school lunch in the middle of the day.

It is a million dollar a year operation for the Jefferson Parish Public School System, involving about a half million dollars for supplies and another half million for overhead and help.

To the mothers it is a pleasant oasis of peace and quite free of the children in the middle of the day, bolstered with the confidence that they are being provided with a wholesome but inexpensive, tasty and nourishing meal. To the children themselves it is a fun period as well as a food period.

Popular as is the school lunch program with all concerned, very few parents or people realize it has another value in addition to calories and convenience. It effectively removes the mass of the children from the present day traffic dangers of going home at noon. It also frees business traffic of the jam

of either school busses, children on foot or parents coming to get them in cars. Safety is a factor that is seldom associated with the school lunch, but it is something more and more vital as traffic grows heavier and more hazardous.

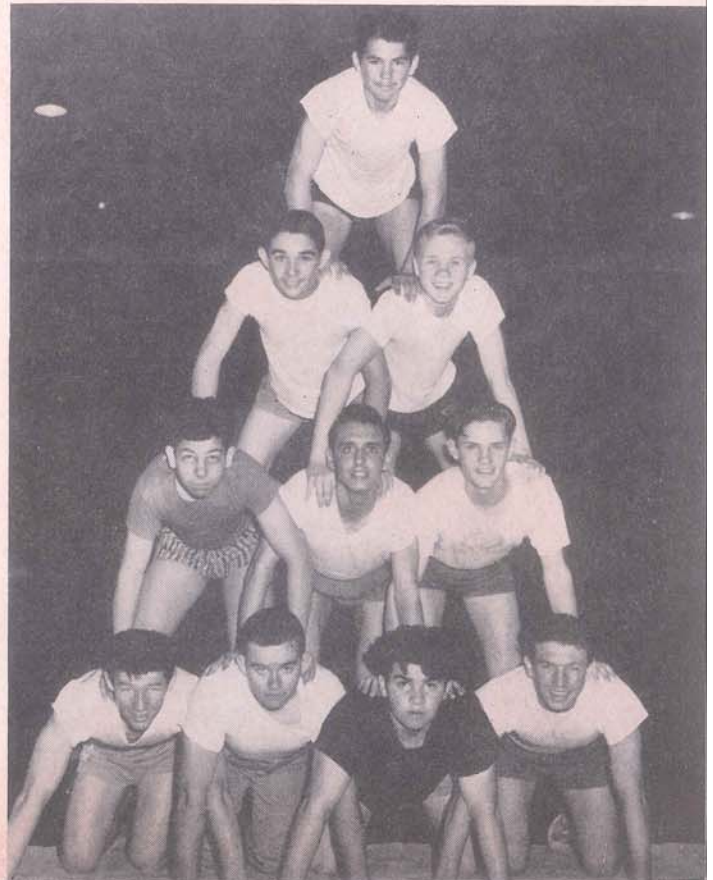
ATHLETICS AND THE NEW STADIUM

One more notation on the school construction program and we are through with that feature in this report.

The Jefferson Parish School System has parish wide expanded its athletic program at the grade level with build-up games and regular exercise and physical education services. Early this summer a well qualified man was employed as Recreation Director for the Public School System in Jefferson Parish and in the High Schools a second assistant coach has been added.

But the big school sports headline of the year is the news that the drawings have been made for two new stadiums to be erected on the grounds of East and West Jefferson High Schools—each to have a maximum seating capacity of 7500 and planned for construction in 1961. Bids were received on these two new stadiums on May 11.

The Physical Fitness Class of the Physical Education Department of Marrero Junior High in split second timing form a pyramid for the photographer. They are coached by Mr. Aristile Guidry.





This photo presents the Fourth Grade Reading Laboratory Program of Westwego Elementary School in which pupils are tested and graded on their reading rate, reading power and listening ability. Ready for analysis are left to right: Wilsey Marcel, Charlotte Arrington and Gary Ullrich.

NEW DISTRIBUTIVE EDUCATION PROGRAM

At the beginning of this report was mentioned the complete facilities provided by the Jefferson Parish Public Schools for a business or commercial education. To the Commercial Course at East Jefferson last year was added a "learning by doing" plan, technically known as the Distributive Education Program.

What it means is that the student spends part of the day in the classroom and part of the day actually working for a local business concern at the job he or she is studying to learn, and being paid for it at the same time.

Based on the sound premise that the most effective way to absorb knowledge is to put it into actual practice, seven Jefferson firms in the retailing, wholesale and servicing fields are cooperating with East Jefferson High in providing these half day jobs for the commercial students in clerking, selling, office work, bookkeeping and stenography—the time and the ability they show to be applied as a credit on their course.

It necessitates lining up both the students and the cooperating firms in the summer before the school year, so that and continue throughout the proper per-

iod of the course. At the present time 22 commercial students at East Jefferson are participating in the Distributive Education Program. This year the same plan was introduced in West Jefferson High.

THE NEW ADULT EDUCATION CLASSES

This year, for the first time, adult night classes for non-veteran groups have been provided at East and West Jefferson High Schools, at the Fisher and Grand Isle Schools, and the colored schools of John Martyn and Lincoln. The classes have been established for residents of the parish between the age of 25 and 35 who wish to catch up with their high school education which, for many reasons, was either never started or interrupted.

More enthusiastic than the regular high school students themselves, these adult pupils come from all walks of life, even women with families. All are given a test before assigning them to the proper classes and are advanced according to their ability.

Teachers for the classes are selected from the general staff and, of course,

A picture that explains the new East Jefferson High Distributive Education Program. At the J. C. Penney store in the Lakeside Shopping Center, Manager Wm. May (left) poses with Bob Canterbury, Distributive Education Coordinator for Jefferson Parish (center) and Distributive Education student Stanley Berniol, who is actually working as a clothing salesman in the store as part of his training.





Below: The Student College Evaluation Program in action at East Jefferson High. Left to right seated are: Sandra Champean, student; Miss Mary Gordon, Guidance Counselor; Frank Bonfiglio, Guidance Counselor; Lance Haines and Sherry Akenhead, students. Standing is Amalie Gauthier, Guidance Counselor.

are properly paid for this extra work. Although the state has appropriated funds for Jefferson for only 9 of these adult education classes, the opportunity has proven so popular that already in these various schools there are 19 classes averaging 16 students each. The Jefferson Parish School Board is financing the additional ten classes.

There are now, as this report was made, 250 persons enrolled in this Jefferson Adult Education Program and there is a long waiting list.

THE NATIONAL PROGRAM OF DRIVER TRAINING

The parish of Jefferson was the first in the state to add the National Program of Driving Training to its curriculum, which statistics have proven cut the accident potential on the part of the car driver practically in half. It is in effect in East Jefferson High and was introduced at West Jefferson High this year.

The course is divided into two phases — the preparatory or classroom work first, and then the actual driving behind

the wheel. The automobile used in the course by East Jefferson High was donated to the School Board by a civic minded Jefferson automobile dealer.

JEFFERSON'S QUALITY WITHIN QUANTITY TEACHING STAFF

Last year the Jefferson Parish School Board hired 107 new teachers, bringing its teaching staff total to well over a thousand, and by the time the present school construction program is completed in 1962 will have added at least 200 more.

In spite of this heavy hiring and in spite of the shortage of teachers throughout the country, Jefferson has been able to not only attract new teachers of the highest quality but to retain those it already has on the payroll.

Two factors are responsible for this. One is that the Jefferson Parish School Board has a consistent policy of paying salaries higher than the state law requires for all twelve grades, and the other is the recreational and cultural advantages of the area which make it attractive for teachers to live and work



Exterior view of the Airline Park School to which ten rooms and cafeteria were added, for the opening of Schools are constantly demanding the providing of additional facilities to meet the need.

in Jefferson.

Among these advantages are the fine universities of Tulane and Loyola, Xavier and Dillard, ideal and close by for graduate work and further study, plus the libraries, opera, many theatres, art gallery and symphony orchestra—all so easily reached across the new Mississippi River Bridge.

There are also the year round attractions of Mardi Gras, the Sugar Bowl Classic and Spring Fiesta, in addition to the outdoor activities made possible by a year round mild climate, two beautiful parks, public golf courses, Lake Pontchartrain, and that famous fishing and bathing resort of Jefferson's own Grand Isle.

The Superintendent of Schools is constantly sending out a specially prepared outline to teachers from other areas who are interested in the advantages of joining their teaching career with progressive Jefferson. This outline presents all the advantages of living and working in Jefferson, the prevailing salary schedule and all the qualifications required of Jefferson teachers.

It is free to any interested teacher for the asking.

Within the existing teaching staff itself, a higher salary being the incentive, the teachers are constantly up-grading themselves—normal graduates working for a degree and those already possessing a degree working for their Masters Degree. This upgrading is made possible through the excellent night classes available at both Tulane and Loyola and through the LSU extension courses. The result is a teaching staff that is already excellent—and getting better.

IN CONCLUSION

Planning, preparing for and supervising the education of 32,115 enrolled school children (both white and colored), a figure which will be at least 35,000 this Fall—the Jefferson Parish School Board can say, like the proverbial housewife, that its work is never done.

Every day brings new pupils to be placed, new problems to be solved. Every day the parish grows bigger and the School System's responsibility



S. J. Barbie, Principal at East Jefferson High presents the awards to the finalists in the Science Fair. Winners left to right are Joseph W. Ellis in Chemistry; Candy Johnson in Biology; and Jim Wilson in Physics.

Below: The Review photographer caught the Third Grade Social Science Class of the Ames School deep in the study of Mexico. For his benefit they forthwith presented all the fascinating material they have created and collected for their classroom visits with our Neighbor Just Over the Border.



A scene from that perennially popular play "You Can't Take It With You" presented by the members of the Speech Class of West Jefferson High School under the direction of Mr. Burney Howard, Professor of Speech.





In the Shorthand Class of the Business Education Department of West Jefferson High students are shown converting into shorthand, tape recorded assignments. The class teacher standing in the rear, is Miss Rohen.

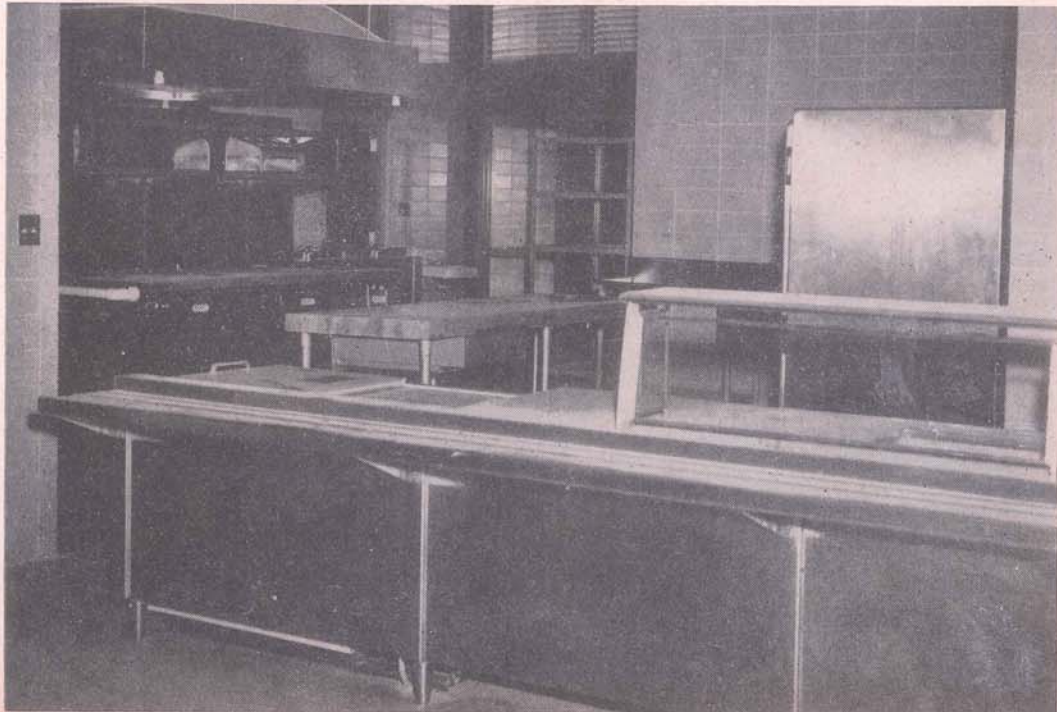
grows larger, as indicated by the addition of 18 new school busses in one year's time.

New teaching theories have to be deliberated and either discarded or adopted. Every school building that goes up represents countless hours of planning on the part of the School Officials before the first spadeful of earth is turned. Every improvement and innovation is preceded by many far into the night sessions.

But in spite of the infinite number of harassing details, problems and the pressure of population, those who administer and operate the Jefferson Parish Public Schools proudly report another year in which every pupil enrolled has been served, and another year in which Jefferson retains its top rating as one of the most efficient school systems in the state.

Continued on Page 135

Representative of the new cafeterias recently installed in many of Jefferson's schools is this set up in Gretna Junior High, providing convenience and economy of operation.





Showing the excavation of a Jefferson Parish drainage canal with Gradall and Drag Line, part of the detail work of improving and modernizing the East Bank drainage system to more satisfactorily serve a rapidly expanding population.

JEFFERSON ON THE JOB

Continued from Page 27

Physical fitness classes for men are held at Metairie Playground. The ceramics classes have proven themselves very popular, and the modeling classes for girls bring out their innate grace, poise and good behavior.

Jefferson Parish Recreation Department football teams are well known. Every boy has a chance to play. There are 95, 110 and 135 pound teams. It is on recreation department teams that most youngsters receive their introduction to organized football, an introduction in which they are competently coached.

Winter brings basketball—the noisest season of the playground year. Particularly outstanding in the various leagues this year was the performance of the West Bank Bidy teams.

Volleyball has also proven a great attraction to the ladies who play regularly and meet teams from as far away as Baton Rouge. Nor is tennis restricted to the youngsters, in which weekly classes develop the backhands of all ages.

An unique aspect of Jefferson's year round recreational planning is the track season. Realizing that distance and time may prevent some school students from participating in a playground meet, the Department's personnel have gone to the various schools and conducted track meets there. They are trained personnel complying with standard track regulations.

In Jefferson, many of its citizens of all ages spend much of their leisure time on Jefferson's well equipped playgrounds.

(In another section of this issue is a two page illustrated article on the Library System of Jefferson Parish.)

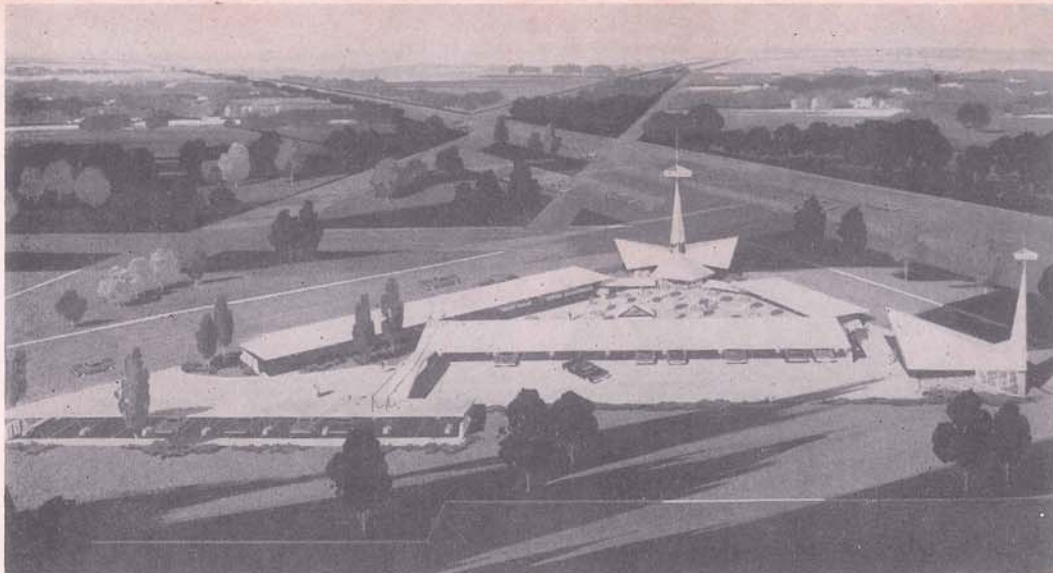
PLANS FOR THE PARISH OF TOMORROW

In the middle of this busy year of 1960 a new Parish President and Council took office, picked up the parish projects in progress, and began working on its platform promised program for the future.

In that program are the following ob-



Front view of Fire Station No. 1, District No. 2, at 402 Aurora Street, showing one of the two new 750 GPM Pumpers added to the Fire Fighting Division this year by the Jefferson Parish Safety Department.



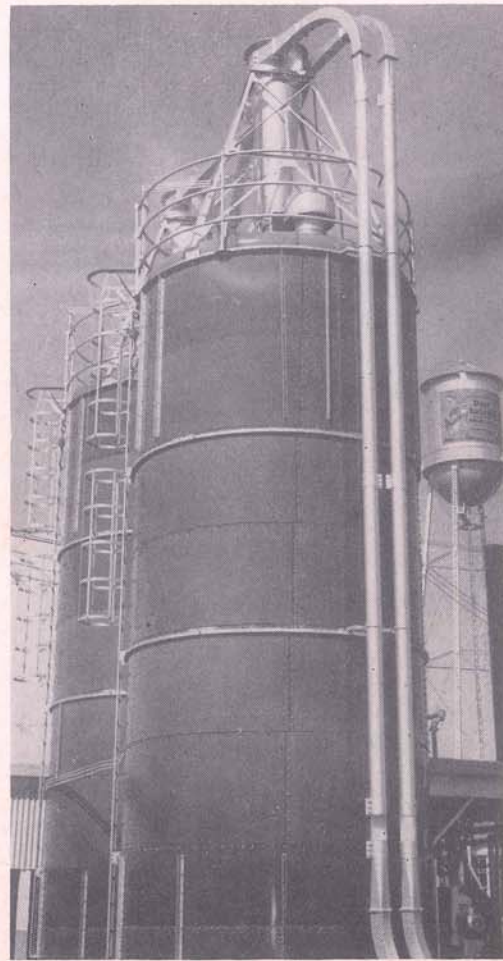
Architect's drawing shows the ultra modern Tri-Drive Restaurant, construction of which will start in September. It is part of the new development of the Westside Shopping Center and will be situated at the intersection of Stumpf Blvd. and the West Bank Expressway.

A continuous car-port will shield customers' automobiles from the sun and rain. Other facilities include microphones over which orders will be given; food will be served by girls on roller skates; music and air-conditioning will be piped into the cars.

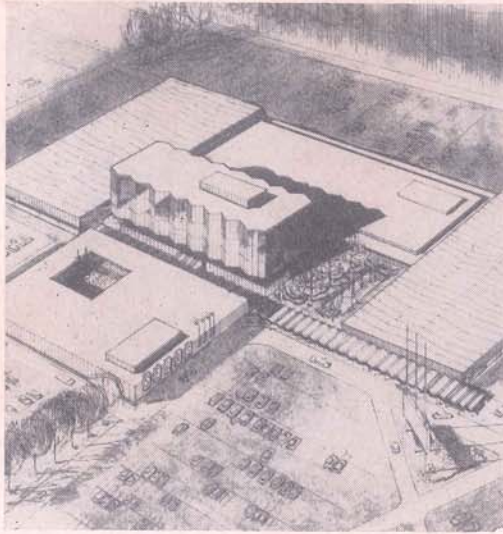
Tri-Drive Restaurant will feature "Tri-Burgers," fried chicken, shrimp, sandwiches, milk shakes, sodas, sundaes and soft drinks—all at reasonable prices. There will be entertainment including fancy skating and fashion shows. Besides the restaurant, there will be a package liquor store and a 24-hour ice vending machine.



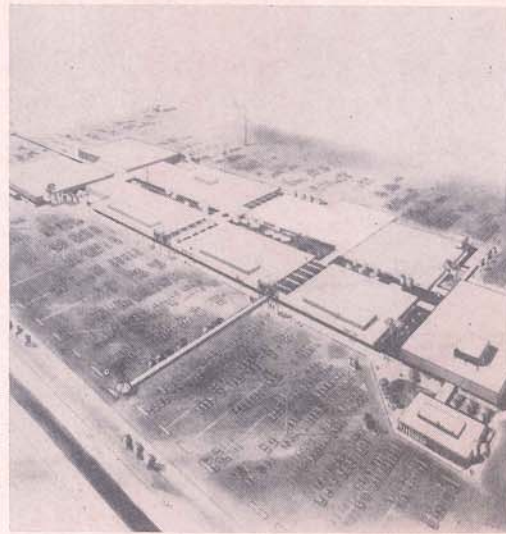
New 1/2 million gallon elevated water reservoir of Waterworks District No. 3 at 16th and Allo Streets in Marrero.



Partial view of the Penick & Ford, Ltd., Inc. plant. In the foreground are storage bins with automated transfer equipment for bulk sugar.



Plans for the new \$7.5 million dollar interchange shopping center, to be constructed on 44 acres at the intersection of the Westside Expressway and Whitney Avenue, were recently announced. Buildings will be one, two and three stories with 413,000 square feet of floor space including 90,000 square feet for a three story office building.



The new Lakeside Shopping Center at Causeway Boulevard and Veterans Memorial Highway which opened this spring. Many leading retail firms are now operating in Jefferson Parish's newest shopping center, conveniently located on the East Bank, it provides ample parking and shopping convenience to this ever-expanding area of the Parish.

jectives, to be accomplished as soon as financially and feasibly possible: sewerage for all the populated unincorporated areas of the parish; sufficient street lighting; a drainage system that will protect all homes and businesses in any emergency; work with bus companies toward expanded bus transportation for a mushrooming population; a simplified procedure of planning, zoning and re-subdividing property; and an expanded recreation program for both the west and east banks of the parish.

It is the plan of the present parish officials to further relieve traffic problems by working toward adequate main thoroughfares, underpasses, overpasses, truck routes and traffic control techniques based on professional studies; to establish a major construction program for roads and streets, properly designed and structurally sound; and to construct access roads in conjunction with state and federal highways.

In this already famous industrial parish it is the plan to promote still further industrialization through the services and utilities of a stable government.

It will be the policy of the new governing body to insure effective operation of the Civil Service for parish workers, employing the merit system and insuring job security—and to continue protection of parish revenues through legislation and local action.

This has been an outstanding year in

the parish of Jefferson. At its lower end it welcomed into its family of rapidly growing municipalities the new town of Grand Isle; the new major marine biology laboratory of the State Wildlife and Fisheries Department on the neighboring island of Grand Terre; the huge new \$30 million sulphur mine drilling platform seven miles out in the Gulf that has a daily pumping capacity of 4500 tons of the molten mineral; and the groundbreaking of its new impetus to commerce, the long awaited Barataria Bay Waterway.

At the upper half it proudly watched its burgeoning new subdivisions, including the 5,000 home Terrytown, the largest ever developed in Jefferson Parish and it greeted the new Lakeside Shopping Center, the largest in the South.

It received the not surprising news that its population in 1960 (207,891) had more than doubled its 1950 figure, and proudly observed the evidence of this amazing growth in the way the East Bank is pressing lakeward and former empty acres on the West Bank are blossoming with new homes and new businesses as the new Mississippi River Eridge pours its ten minute from downtown New Orleans traffic both ways.

And—with its government streamline for economic and efficient operation, Jefferson Parish faces the challenges and the vast opportunities of the Sixties not only with confidence—but with a planned program.

JEFFERSON PARISH PRESIDENT—COUNCIL



Top: Hon. M. Dan Hogan, Parish President; Hon. Cullen C. Schouest, Council Chairman.
Center, left to right: Hon. Frederick J. R. Heebe, Council Vice-Chairmen; Councilmen: Hon. Donald T. Gillen; Hon. Beauregard H. Miller, Jr. Bottom, left to right, Councilmen: Hon. Anthony A. Carmonta; Hon. George J. Ackel; Hon. Vail J. Blanke.



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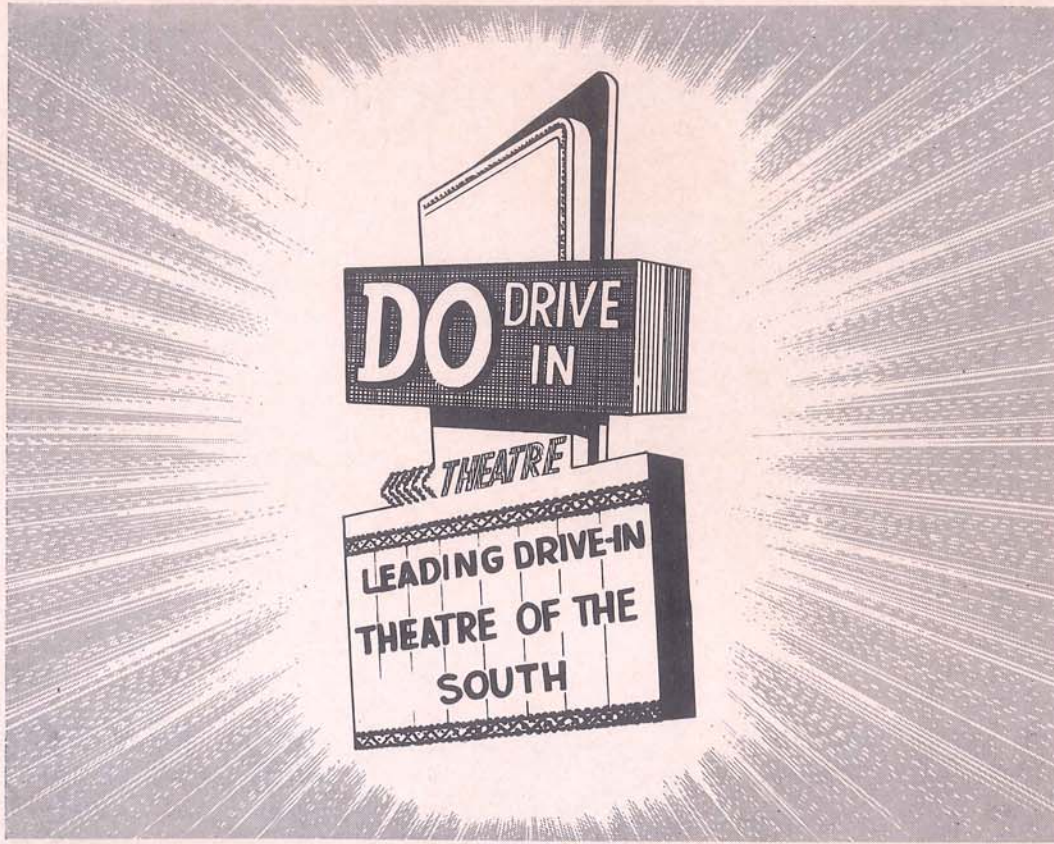


Top: Hon. Jimmie H. Davis, Governor of the State of Louisiana.

Center, left to right: Hon. C. C. Aycok, Lieutenant Governor, State of Louisiana; Hon. Jack P. F. Gre-million, Attorney General; and Hon. Nat B. Knight, Jr., Louisiana Public Service Commission.

Bottom, left to right: Hon. Allen J. Ellender, United States Senator from Louisiana; Hon. Russell B. Long, United States Senator from Louisiana; and Hon. Hale Boggs, Member of Congress, Second Louisiana Con-gressional District.





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Top: Sheriff—Hon. John G. (Jack) Fitzgerald.

Center, left to right: Hon. French M. Jordan, Louisiana State Senator, Tenth Senatorial District; Hon. James E. Beeson, State Representative; Hon. John F. Rau, Jr., State Representative.

Bottom, left to right: Assessor, Hon. Vernon J. Wilty, Jr.; Clerk of Court, Hon. William Justice, Jr.; Coroner, Dr. Charles B. Odom.



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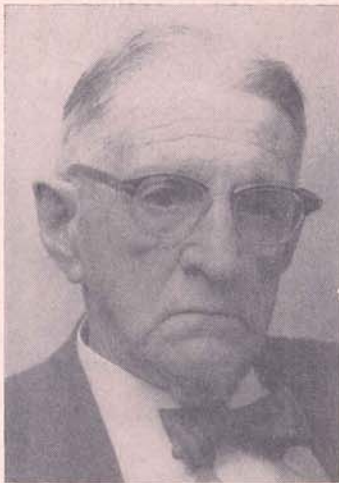
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From left to right starting top: Hon. L. Julian Samuel, Judge Fourth Circuit Louisiana Courts of Appeal; Hon. Leo W. McCune, Judge of Juvenile Court; Hon. John C. Boutall, Judge Section C 24th Judicial District Court; Hon. L. Robert Rivarde, Judge Ad Hoc 24th Judicial Court; Hon. Frank H. Langridge, District Attorney; Hon. Waverly A. Henning, First Assistant District Attorney; Hon. Nestor L. Currault, Jr., Second Assistant District Attorney; Hon. Richard A. Thalheim, Third Assistant District Attorney; and Hon. Gordon L. Bynum, Fourth Assistant District Attorney.





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Demonstrating Jefferson's new High School Driver Training Course. From left to right are instructor Donald Hecker, Kathleen Martina (at wheel) Melba Martin and Ivy Rodriguez.



The Third Grade Social Studies Class at the Lafitte Elementary School plunges headlong into all the many fascinating phases of the U.S. Mail. Kenneth Guidry at the far left enacts the role of the mailman with his handmade pouch. Trudy Nunez in the middle, receives her mail from Clothilde Cheramie, the smiling Postmaster.

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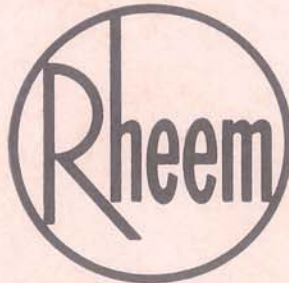
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The First Grade Class in Social Science at the Bridgedale School study machines and transportation. Left to right are Margaret Wonsey, Dianne Steadman and Gary Gansar. Notice the transportation display on the table in the foreground, handmade by the class.

In the Second Grade Music Class of the William Hart School, the teacher, Mrs. Marguerite Rhodes, is putting to music a song composed by the class, which is singing it to her.



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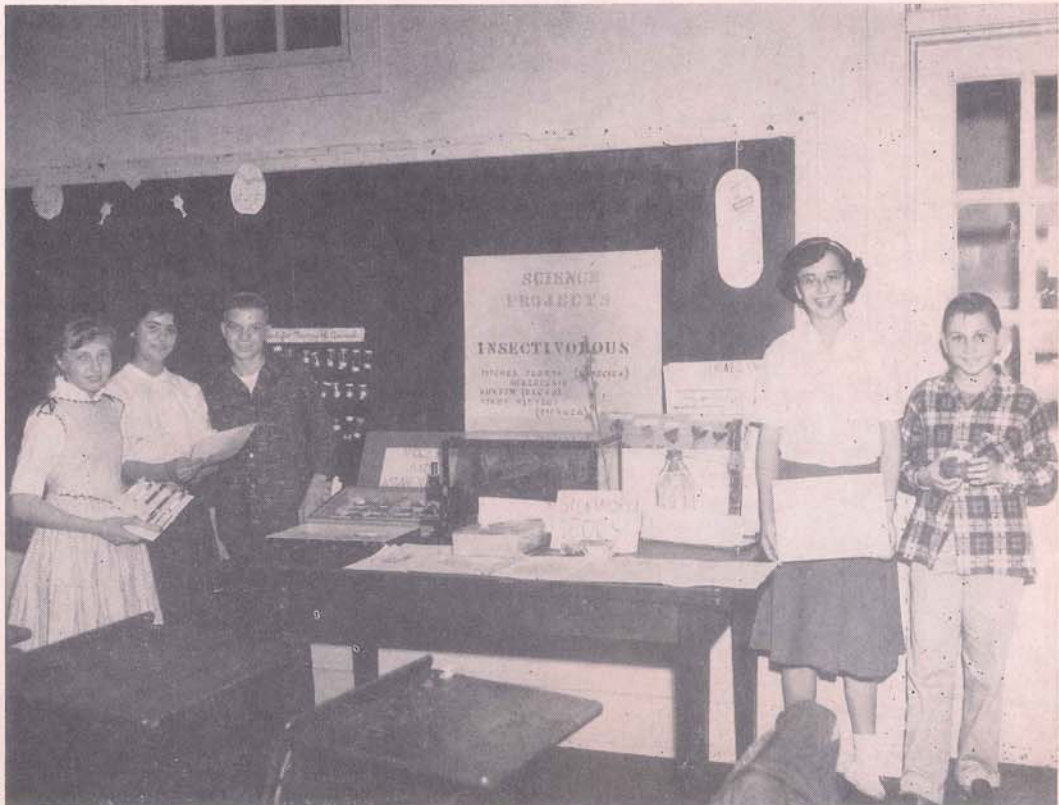
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Fifth Grade Social Studies students at Westgate School exhibit their winning entries in the subject of U. S. flags. Left to right: Lee Sturgeon, Doana Brecka, Lana Hebert and Ronald Morgan.

Below: The 7th Grade General Science Class at Harahan Elementary School presents some of its Science Projects. Left to right are Priscilla Smitherman, Diane Elder, Terry Charrier, Eileen Woods and Don Gardner.



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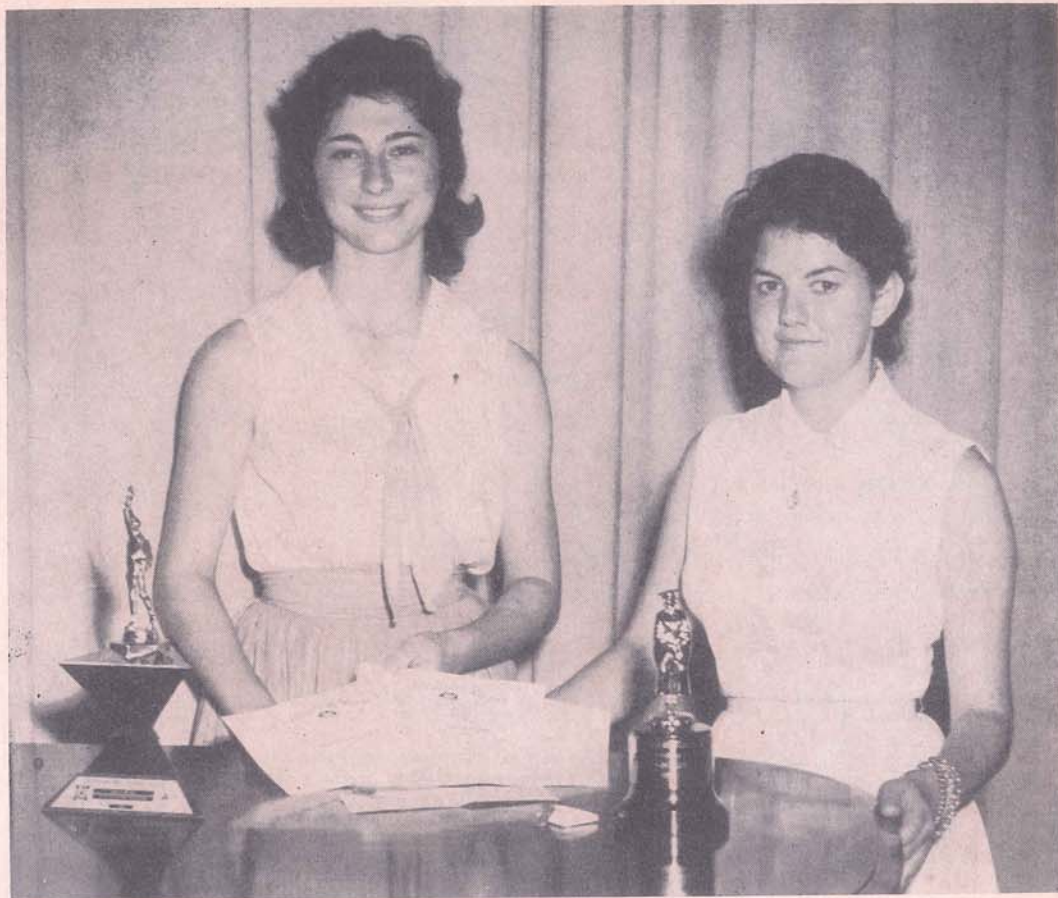
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WEST JEFFERSON HIGH AWARD WINNERS

On the left is Karen Weigel, valedictorian Senior Class 1960 with highest senior class average. Received Southern Bell Science and Mathematical Award; Rotary Club Award for attendance for 3 years; the L. G. Balfour Award for Highest Science Average for girls in Senior Class; Alphi Delta Chapter Delta Kappa Gamma Scholarship Award, and Order of the Torch Award. President Future Business Leaders of America; president Future Teachers of America; vice president Spanish Club; vice president Girls Athletic Council; captain of basketball and softball teams; treasurer Beta Club; member National Honor Society and Pelican State Leadership Conference for athletics; member of Junior Red Cross Executive Council and State Rally for Civics and Algebra II; president Iota Chapter of Delta Kappa Gamma Sorority; member of Student Council and Press Club; Feature writer for Jolly Roger (school paper); on staff of

Buccaneer Year Book; Hi-Lite Ideal Girl alternate and Darling of Girls Athletic Council.

On right is Sally Evans, Senior Class President; Junior Red Cross president; Junior Red Cross Parish Council president; Beta Club president; Future Teachers of America president; and winner of All Around Girl Award. Also president of Kappa Phi Sorority; Secretary of Newman Club; Junior Class secretary; Junior Red Cross Leadership Training Center; treasurer of Highlights; received Lela Crawford Award for Leadership; secretary of Press Club; on Jolly Roger staff; Ideal Girl of West Jefferson; Most Popular Girl, Sophomore and Senior; Best Citizen Award 1958-59; Miss Personality 1959-60; Key Club Sponsor 1959-60; Championship Volley Ball Team 1958-59. Junior and Senior Maid of Home Coming Court and Darling of Junior Red Cross Junior and Senior years.

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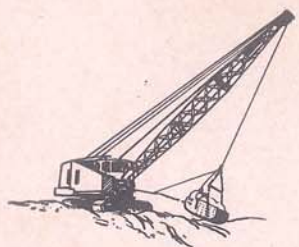
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First row from left: Walter G. Schneckenburger, Assistant Superintendent of Schools; Hon. Thomas J. Collins, Ward 9, Kenner; Hon. Andrew Mendel, Ward 7, Camellia Gardens; Hon. Emile Gennaro, Ward 8, Metairie; Hon. Henry Parra, Jr., Ward 11, Grand Isle; and Hon. John L. Sykes, Ward 7, Melvin Subdivision.
 Back row from left: Hon. Loney J. Autin, Ward 1, Gretna; Hon. Horace Terrebonne, Ward 4, Westwego; Hon. John C. Bruning, Ward 10, East End; Hon. W. Richard White, Ward 3, Gretna; Hon. Wilfred J. Berthelot, Jr., Ward 5, Waggaman; Mrs. Dorothy Harforth, Secretary; Hon. Dave Dabria, Ward 4, Marrero; Peter C. Bertucci, Administrative Assistant; Lem. W. Higgins, Superintendent of Schools; Hon. Julius F. Hotard, President, Ward 2, Gretna; Hon. Bert LeBlanc, Vice-President, Ward 4, Harvey; Hon. Louis E. Breaux, Ward 8, Metairie; Hon. James Harry Stevens, Ward 9, Harahan; and Hon. Mrs. John Duffrene, Ward 6, Lafitte.

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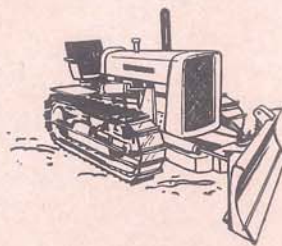


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SCHOOL BOARD OFFICIALS

Left: Hon. Julius F. Hotard, President, Jefferson Parish School Board and member of Executive Committee.

Lower left: Lem W. Higgins, Superintendent of Schools.

Lower middle: Hon. Bert C. LeBlanc, Vice President, Jefferson Parish School Board and member of Executive Committee.

Lower right: Hon. Louis E. Breaux, member of Executive Committee.



Carlyle walked nearly 75 miles when a boy of 14 to register as a student in the University of Edinburgh. Thurlow Weed trudged two miles through deep snow with pieces of rag about his feet for shoes to secure a book. John Sharpels wanted education so bad he would borrow books and copy them with a pencil. Lincoln walked forty miles in order to borrow a book he could not afford to buy. Remembering these things our free available public school system is probably the greatest asset of our modern age.



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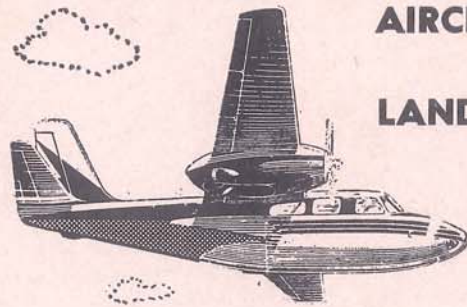
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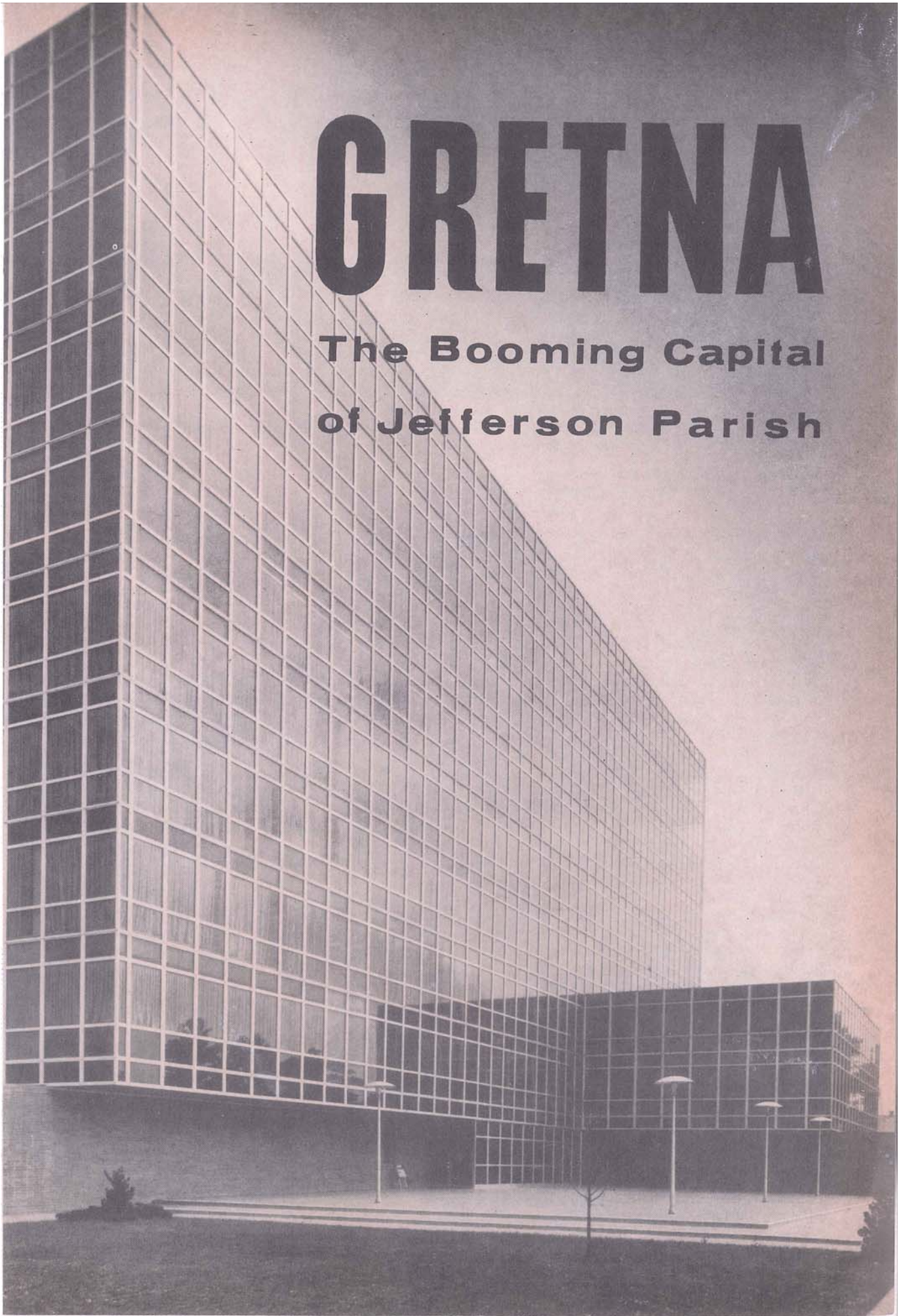
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GREटना

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OFFICIALS OF THE CITY OF GRETNA

First row seated, left to right: John R. Ridge, Alderman; Eugene Gehring, Alderman and Mayor Pro-tem; William J. White, Mayor; G. Ashton Cox, Alderman; Edward L. Hodge, Alderman; and Anthony P. Markase, Alderman.

Standing, left to right: Andrew H. Thalheim, City Attorney; Alvin E. Hotard, City Engineer; Beauregard Miller, City Marshal and Chief of Police Department; Julius F. Hotard, City Clerk, and Andrew Kraus, City Treasurer.

For over 75 years Gretna has been the seat of government of Jefferson Parish. For most of that three quarters of a century this West Bank commercial, banking and manufacturing center grew slowly and steadily, but not dramatically. Then suddenly, within the last few years, it began to spread and expand in all directions.

Just about a block from the Memorial Arch in the heart of town that marks the site of the original Destrehan plantation that was the birthplace of the parish, Gretna recently welcomed the new Parish Court House, the symbol of modern Jefferson and the most distinctive edifice in the parish, the impressive nine story structure that is the tallest on the West Bank and the first glass building in the southern part of the United States.

About that same time, with 2,000 feet of the western approach of the Greater New Orleans Mississippi River Bridge that opened in April of 1958 within its city limits, it became not only the parish capital but the Gateway to Greater Jefferson, with the newly constructed West Bank Expressway pouring new teeming traffic through it, much of which peels off to do business in Gretna's downtown district, or in its huge \$32 million West-Side Shopping Center, with its nearly two dozen stores, flanking the West Bank Expressway and within ten auto driving minutes of the greater bulk of the population of both sides of the river.

The 1960 unofficial Census count of 21, 841 (with more to be added) repre-

sents a 50% increase over the population figure of 1950. This rapid population increase is due mostly to the new subdivisions that have enlarged Gretna recently, three of which (including Terrytown) south of the West Bank Expressway have a potential of 10,000 new homes.

GRETNA IS PROUD OF ITS NEW SEWERAGE SYSTEM

At the outset of this sudden surge of activity and population several years ago Gretna was caught with its sewerage system sadly inadequate. Whereupon the voters in 1958 approved a \$846,000 ad valorem bond issue for the extension of sewerage throughout the city. Lateral and trunk lines — totaling 15 miles — were constructed, plus two miles of force mains. The city system has seven sewage pumping stations. The last extension of this program was completed in March of 1960 and now Gretna is the only incorporated municipality in Jefferson Parish with a complete, modern, sanitary sewerage system.

This fact will not be affected by the coming new growth planned by architects and real estate developers — for by law all future subdivisions opening up new residential areas are required to provide sewerage, paved streets, water lines and sub-surface drainage.

WATER DEPARTMENT IMPROVEMENT

The Gretna Water Department in 1960 completely replaced its water plant filter system, the old system being in

use since 1929. This cost \$17,000, took about 30 days, and was completed the first quarter of 1960. It consisted of taking out all of the old gravel and sand, replacing with new and putting in a new vitrified clay bottom.

The Gretna Water Department has 4 filters, each with a 500 gallon a minute capacity, which means that the entire filter system purifies for city consumption and fire protection 2000 gallons of river water a minute. The whole city is piped for water.

In addition to the reconstructed filter system the city added a new compressor to its fire alarm system, adequate for a modern Gretna.

NEW GOULD FIRE STATION

Gretna is historically famous for its fire departments. One is the David Crockett Fire Company No. 1, the oldest still functioning volunteer fire company in America. Another is the Gould Fire Company No. 2 which dates back to 1890 and which on March 16, 1960, dedicated a new station located on Gretna Boulevard and Lafayette Street, the only fire station in the Gretna area south of the West Bank Expressway.

This new station is built on a site measuring 200' x 200' secured from the City of Gretna on a 50 year lease.

The living quarters for the chauffeur consists of 2 bedrooms, bath, living and dining room combination, kitchen and carport. The Engine House itself is 40' x 80' and is available to the public for wedding, dances, etc.

The cost of this new fire station was approximately \$38,000, planned and

constructed through the efforts of the Gould Fire Company No. 2 building committee. It will house two engines, both Seagrave Pumpers, one with a capacity of 500 gallons and the other 1000 gallons.

Fire Chief John R. Ridge of Gould Fire Company No. 2 states that this station at Gretna Boulevard and Lafayette will protect the area bounded by the West Bank Expressway, the Harvey-Gretna boundary extending to Outfall Canal and the Jefferson - Plaquemine Parish line. It will take in five new subdivisions: Terrytown, Rose Park, Timberlane, Gretna Park and Garden Park.

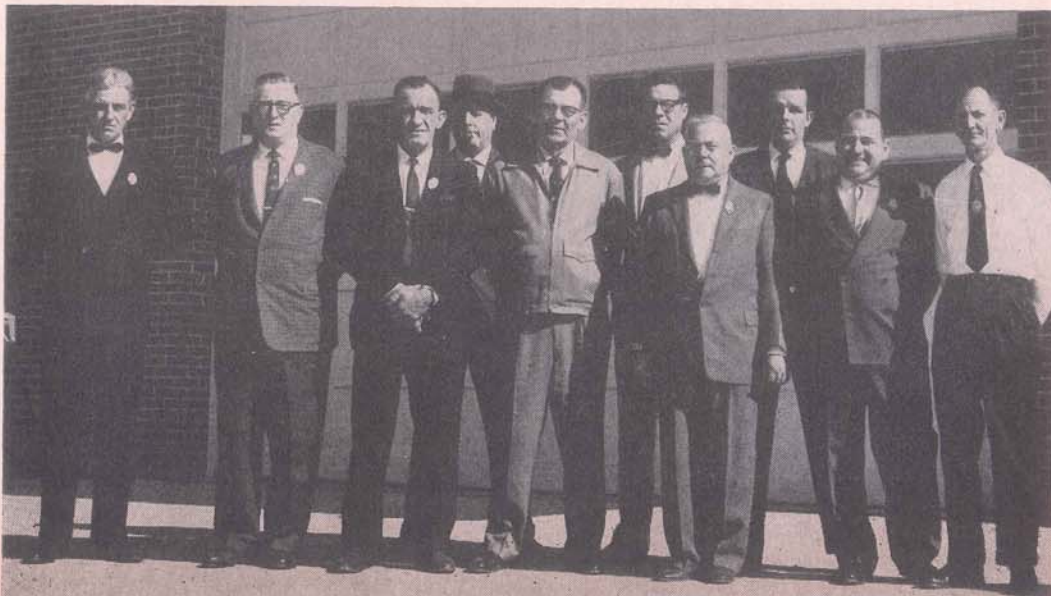
GRETNA'S GREAT WHITE WAY

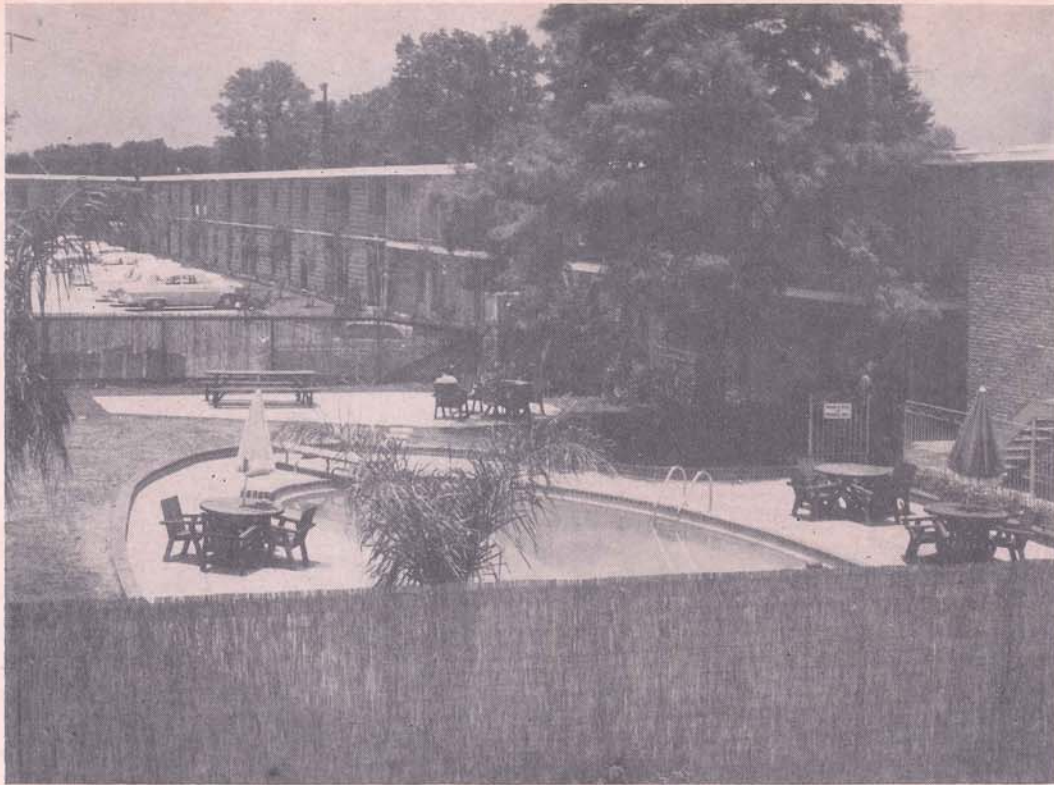
Back in 1958 the people of Gretna enthusiastically approved a 5 mill tax for the improvement and modernization of the city's street lighting system, and by the end of 1959 the Louisiana Power and Light Company had completed a \$125,000 street lighting program.

Most of the streets were improved with larger incandescent bulbs enclosed in globes mounted on mast arms. However, Huey P. Long Avenue, Fourth and Fifth Streets, Lafayette and Franklin Avenues, were equipped with 400 watt improved 20,000 lumen mercury vapor seal lights.

Franklin Avenue, one of the city's most popular feeder boulevards from the Bridge and the West Bank Expressway, is now so brilliantly and beautifully lighted at night that it has become known as Gretna's Great White Way.

Present at the March 15 dedication of the new Gould Fire Station in Gretna's expanding suburbs south of the city were left to right: A. M. Rouprich Jr., Emil C. "Dutch" Hofmann, Walter Hebert, George T. Dunn, Henry Haas, Rupert Fitzgerald, Leonard Morais, Joel Owens, John R. "Robbie" Ridge and Felix Hebert.





Showing the pool side lounging area of The Whitney Apartments at Stumpf Boulevard and Whitney Avenue intersection—the largest apartment building in Gretna. Started in 1957 the additions recently made brings it to a total of 68 fully occupied air conditioned efficiency and one and two bedroom apartments renting from \$90 to \$150.

There's even a Kiddieland to entertain the youngsters (this giant cave man welcomes them to its location just to the right of the picture) at the \$32 million WEST-SIDE SHOPPING CENTER—Gretna's "city within a city" where there are nearly two dozen stores in which to shop, parking space for over 2000 cars, access from all directions and only ten minutes from the bulk of the population on both sides of the river.





This handsome Willow Drive residence is located in Garden Park, the largest and most valuable subdivision on the West Bank when it was opened in 1947, started Greater Gretna. Since then Garden Park Extension No. 1 and 2 and Westlawn Subdivision have been added to this popular residential area for beautiful homes.

Keys to the City of Gretna were given to the King of Gretna (Mr. Louis Kennedy) by Brenda Vicknair of Chinchuba Institute for the Deaf in Marrero, La. To the left of Brenda is Cathryn Kass, Queen of Gretna, and directly in the back of Brenda is Mayor White.





Gretna's new Great White Way—well lighted Franklin Avenue leading toward the Mississippi

STREET MAINTENANCE AND GARBAGE DISPOSAL

Among the recent municipal programs for modernizing Gretna was the continuing schedule for hard surfacing city streets and expanding the garbage collection system. City Engineer Alvin E. Hotard reports that within the last year Gretna has paved 18 different streets together with sub-surface drainage and the city has added two new stake trucks for trash collection.

RECREATIONAL GRETNA

Back in 1958 civic minded Gretna voted \$300,000 for the construction of two huge city swimming pools, one for the white and one for the colored citizens.

The white pool, through which circulates a half million gallons of water

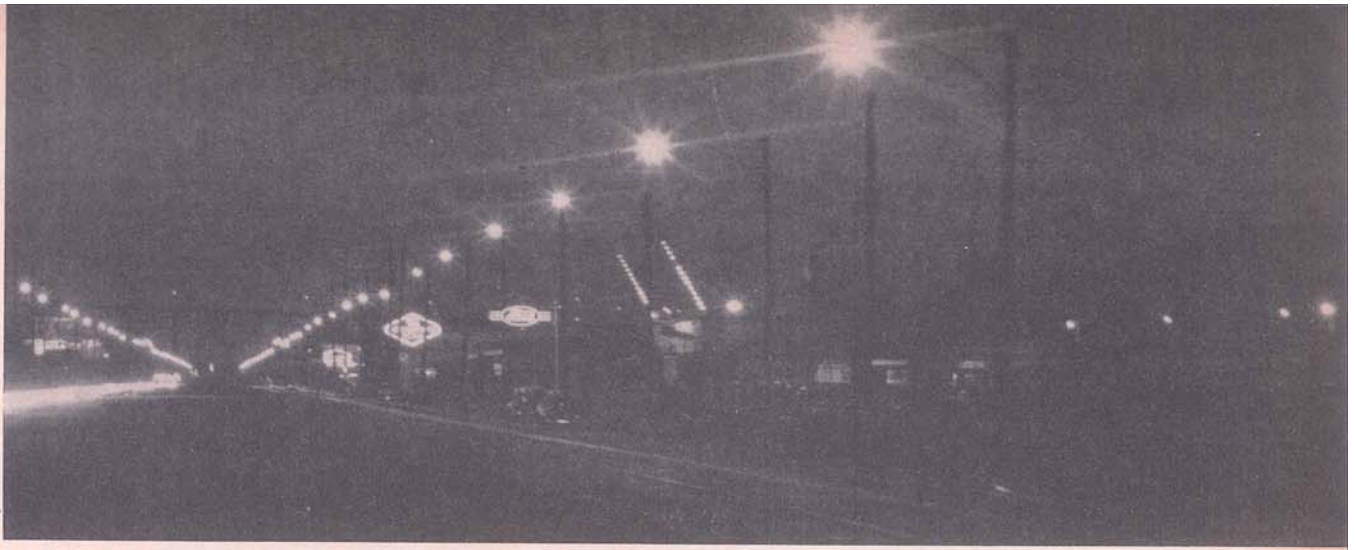
every 8 hours, can accommodate 900 swimmers in both the diving and swimming divisions, is equipped with under water lights and is flanked by dressing rooms, showers, toilets, and first aid station. The colored pool with exactly the same facilities will be slightly smaller and will accommodate 400 swimmers.

The white pool is located at Mel Ott Park, which is the new name for the popular Gretna City Park that was acquired several years ago in connection with the purchase of the new city incinerator property and has been developed into one of the most attractive spots within the city limits. The colored pool, not yet completed, is located on Gretna Boulevard.

Both pools are part of the Gretna continuous city wide recreational plan for adding facilities and expanding the

Participating at the March 15 dedication of the new Gould Fire Station, designed to protect Gretna's expanding suburbs on the South, were left to right: Robert Pons, A. M. Rouprich, Leonard Morais, Walter Hebert, Felix Hebert, Cullen C. Schouest, Reverend C. S. Walker, B. H. Miller Jr., Mayor William White, Reverend J. Thomann, Eugene Gehring, George T. Dunn, Don Marchese, Leo Rose and John R. Ridge.





River Bridge which can be seen in the background in this night photograph.

activities of the summer youth program. Part of the plan is a new 23 acre park site in the rapidly growing area alongside the Belle Chasse Highway.

SUMMARIZING GREटना

It is astounding to realize that many of Greटना's recent improvements have been brought about, not only without the necessity of additional taxes, but actually with the reduction of the rate of taxation or millage on certain categories. This amazing situation is another prima facie proof of Greटना's surging prosperity — in the increased revenue from the retail sales tax and the state beer and tobacco tax which permitted Greटना to finance many of its recent improvements.

From one marshal and one patrolman back in 1944 Greटना's growing population and civic responsibility now demand the 24 hour protection of a Chief

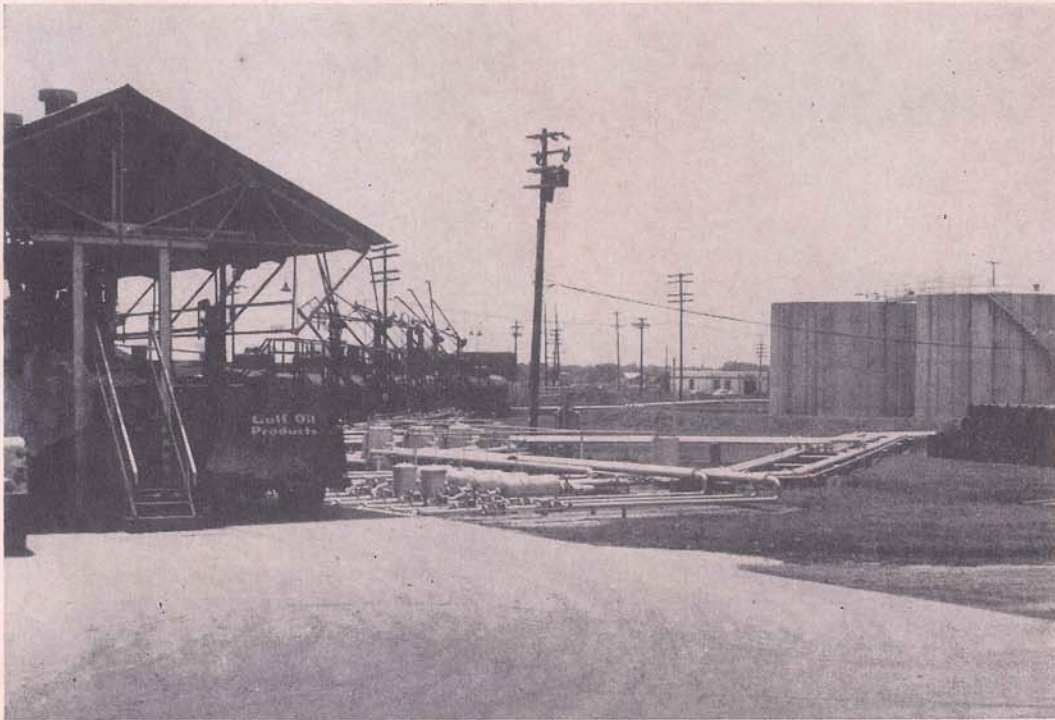
of Police and fifteen well trained, well equipped, uniformed officers working with up to date police patrol cars with two way radio systems.

An excellent indication of the booming business of this 22,000 population Jefferson Parish Capital City is reflected in the report of the First National Bank of Jefferson Parish, whose main office is located in Greटना, which showed deposits at the end of 1959 amounting to \$31,134,885.

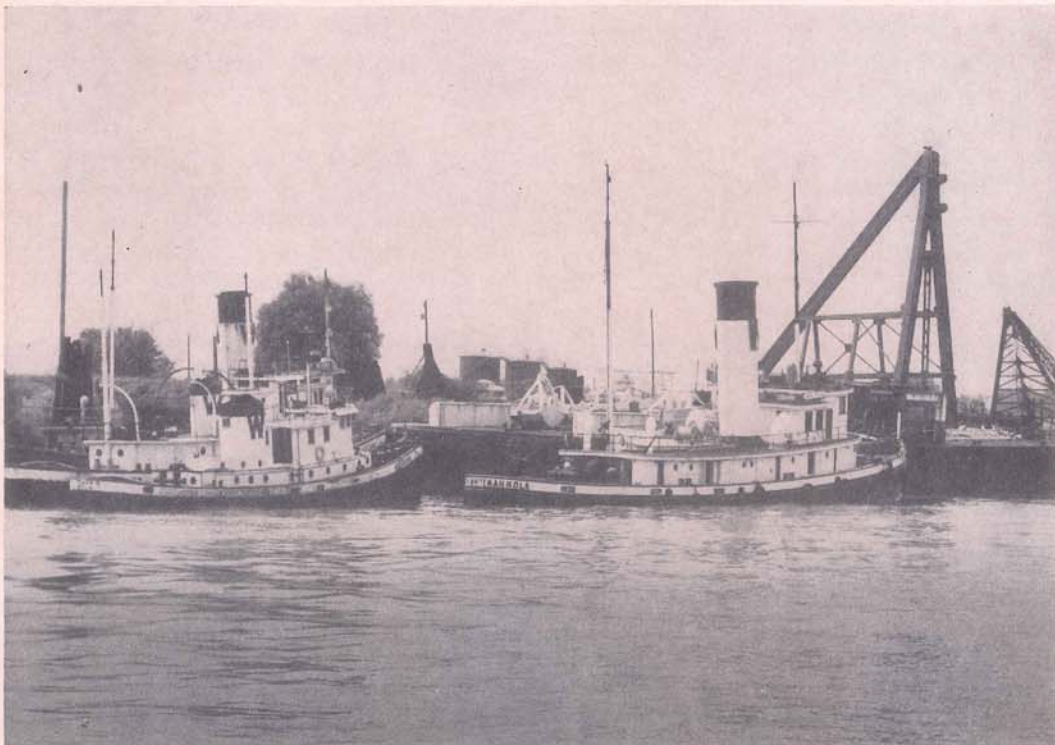
The new Mississippi River Bridge, the new West Bank Expressway, the new Court House, the new subdivisions and the new businesses coming into Greटना all have definitely contributed to its sensational surge forward in the last three years — but, added to these, let us not overlook, is the ability of Greटना's leaders and citizens to grab opportunity by the forelock and hold on.

Superintendent Eugene Gehring of the Greटना Water Department shows the Review photographer the four filter basins in which new vitrified clay bottoms have recently been installed at a cost of \$17,000.





The Gulf Oil Terminal in Gretna supplies light oils and lubricants to over 50 bulk plants in South East Louisiana and South West Mississippi. The oil arrives by barge and is unloaded by the most modern equipment available for distribuion by truck to the bulk plants.



Pictured above is a scene at the George T. Whiteman Towing Co., Inc. which has been located in Gretna for over 50 years. The Whiteman tugs are used in towing operations in the river and nearby oil company canals, and the Whiteman derricks facilitate extensive slip unloading jobs.



OFFICIALS OF THE CITY OF KENNER

From left to right, seated: Mrs. Hilda Clement, Clerk; Philomene Paasch, Sec.-Treas.; Mayor Joseph S. Maggiore, Sr.; Michael J. Damiano, Mayor Pro-Tem and Alderman; Mrs. Eunice Dupepe, Tax Collector; Mrs. Betty Celestin, Clerk. From left to right, standing: Edward J. D'Gerolamo, Alderman; Ray S. Dupepe, Alderman; Thomas LeBlanc, Alderman; William R. Mancuso, Fire Chief and Alderman; Edward J. Stoulig, City Attorney; E. G. Roessle, City Engineer.

KENNER'S PROBLEMS AND PLANS

By Mayor Joseph S. Maggiore, Sr.

The City of Kenner, which just five years ago celebrated its Centennial, grew slowly during the greatest part of its first century. But in the recent Fifties its population more than tripled, rocketing from 5,535 people in 1950 to 16,954 in 1960. The inducements and opportunities that Kenner offers to new residents and businesses, plus careful planning and zoning by the city officials, are the main reason for such progress.

Three thousand new homes have been built in the last six years on land that not too long ago proudly produced carrots, cabbages and shallots. Kenner has been thoroughly transformed from what was once the Southland's leading truck farm center to one of Louisiana's fastest growing cities.

Indicative of this is the report of Kenner's year old Department of Regulatory Inspections which shows that building permits for over six million dollars worth of new construction were issued in 1959—including in the 21 different classifications of construction listed a total of 372 new homes (over one a day), 13 new commercial buildings and 26 additions to commercial buildings already existing. Another indication is that Kenner assessments

went up over a million dollars during this last year.

Caught with a permanent building and business boom on their hands, and with inadequate paving, drainage and no modern sewerage the officials of the City of Kenner and its recently appointed Planning and Zoning Commission have been working far into many nights master-planning improvements as fast as city finances and the cooperation of parish, state and Federal assistance will permit.

SEWERAGE PLAN SUBMITTED

High on the agenda is the practical Kenner plans for a modern sewerage system. In December of 1959 the Preliminary Engineering Report was submitted, proposing the establishment of Kenner Sewerage District No. 1 south of the proposed interstate highway, and which would serve 12,000 of Kenner's 16,954 population. This district takes in all of the heavily built up area of the city.

The plan calls for a modern sewerage collection system and a sewage treatment plant, the latter of which is a must in any Kenner sewerage program adopted, for no sewage can be turned into shallow Lake Pontchartrain, which

is protected fishing and boating water.

The total cost of the proposed Kenner sewerage system is estimated at \$3,238,420 with the treatment plant itself costing \$895,000 of that total. The report recommends financing this treatment plant by a Federal Grant of \$225,000 already applied for and possible under the Water Pollution Contract Act, plus an ad valorem Bond Issue of \$650,000. The greater part of the total expense, the sewerage collection system itself, would be financed by property front footage assessment in the areas served.

So important is sewerage to Kenner, and so within the bounds of Kenner's financial ability to handle it, that the officials are about ready to present the plan to the voters for the required Bond Election.

PAVING PROGRAM PROCEEDS

Also high in priority is Kenner's street paving program aimed at 100% coverage of all city streets. During this last year ten miles of Kenner streets were paved with property owner participation. The city officials plan to ask Federal aid to accelerate the paving and drainage necessary to keep up with Kenner's precipitous progress.

RECREATION FACILITIES TO BE EXPANDED

Kenner is proud of its already existing Recreation Program, for which the budget was recently increased (made possible by the mounting revenue from the Brake Inspection Program) and of which the summer activities are supervised by 12 paid directors and assistants, both white and colored. But one of the four features of the Kenner Mas-

ter Plan recently approved by the Zoning and Planning Commission is an expanded Recreation Plan.

This plan includes additional playground areas and two swimming pools — plus a spacious Recreation Center which is so necessary to round out the year's activities with a winter program. The proposed Recreation Center will comprise an auditorium and gym, tennis courts, swimming and diving pool, a terrace for lounging and relaxing, area for lawn games, a tiny tot playground, a softball court, fields for baseball, football, hockey and soccer—plus a sizable picnic area.

LONG RANGE STREET PLAN

To make certain that the rapid development of Kenner will be uniform and not haphazard, the city has adopted a long range street plan prepared by a firm of consulting engineers. This plan includes a parkway system, the efficient joining of certain now open areas with the already developed occupied areas, and a lake shore parkway to be constructed in connection with other developments along the lake front. Also—a Housing Authority has been created by Kenner to plan for the elimination of now built up areas that do not conform with minimum housing facilities of a modern Kenner. In this connection Kenner has applied for a 60 unit low rent housing project under Federal aid, with supplementary units to be added later.

OTHER EXAMPLES OF KENNER'S SPECTACULAR GROWTH

As the Fifties drew to a close the city's rapidly mounting population ne-

KENNER PLANNING AND ZONING COMMISSION

Left to right: Jules D'Gerolamo; Miss Raphaella Maggiore; Chris A. Lochbaum, chairman; Mayor Joseph S. Maggiore, Sr.; Michael S. "Ike" Centanni; Philomene Paasch, clerk; Sam A. Wool.





A BIG REASON why the tourist business in Jefferson Parish is booming along at an all-time high is characterized by the ultra modern Hilton Inn, a new 300 room hotel situated on the Airline Highway opposite Moisant International Airport. This and other fancy hostleries which have been built in the past two to three years are attracting hordes of visitors to Jefferson.

cessitated a progressive school program for over 5,500 children attending public and parochial schools in Kenner.

With this article is the architect's sketch of the new Our Lady of Perpetual Help School and Convent Building to be completed soon in Kenner. This new two story school building will contain 16 classrooms, library, audio-visual room, and administrative offices including the principal's office, secretary's office, faculty lounge and first aid room.

The city's increased activities and responsibilities required the hiring of four new city office workers, the appointment of 2 new Police Captains, six additions to the Airport Police Force and one addition to the City Police Department. Also—three new model pumps, complete with up to date equipment and short wave radio, were added to the Kenner Fire Department. A training program in first aid and emergency crash technique was established for the members of the Fire Department.

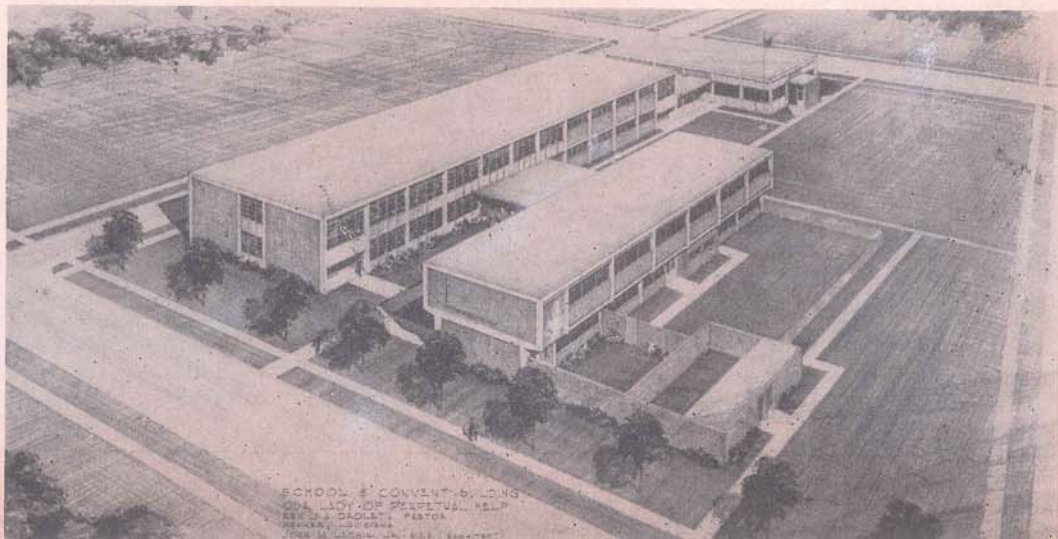
One of the most dramatic visible examples of Kenner's increased business activity during the Fabulous Fifties is

the new \$75,000 downtown U. S. Post-office—a vital necessity as Kenner's postal receipts had jumped from \$40,000 in 1954 to \$133,000 in 1959.

Kenner has added a new industry during the last year, the Bell House Aluminum Windows of Louisiana, manufacturing aluminum jalousies, and its Nupak of New Orleans, manufacturing plumbing supplies, has expanded its production facilities.

Through Kenner passed last year the 1,200,000 air passengers that arrived or left New Orleans via Moisant International Airport. Through Kenner over the Airline Highway passes the teeming traffic to and from Louisiana's Capital and the mid continent of the U. S. It is served by air, highway, rail and water (part of the Kenner Master Plan is the future development of a small harbor on Lake Pontchartrain for pleasure craft). It has the land and the location to attain a size of which its present population and business is only a tiny beginning. Kenner is already setting its sights for a 30,000 people city in the rapidly approaching future—and is making its plans accordingly.

Architect's sketch of the new Our Lady of Perpetual Help School and Convent Building now under construction in Kenner.





OFFICIALS OF THE CITY OF WESTWEGO

Seated from left to right: Jacob Gregory, Marshal; Clarence A. La Bauve, Sr., Alderman, and Mayor Pro-Tem; Antoine Alario, Alderman; Roy C. Keller, Mayor. Standing, left to right: Calvin W. Shewmake, Alderman; L. J. Bernard, Jr., Alderman; Nestor L. Currault, Jr., City Attorney; Charles G. Muller, Alderman; and Xavier Miller, Secretary-Tax Collector.

WESTWEGO EXPANDS

By Roy C. Keller, Mayor

Probably the one item on Westwego's recent active agenda that best dramatizes its pulsing progress is the fact that in the Fall of 1959 the Mayor and Board of Aldermen passed an ordinance to bring new adjoining land into the city limits.

Influencing this decision was a series of projects—in and around Westwego, in process and pending—all destined to make Westwego bigger, better and busier. Here are a few of the more important developments.

U. S. 90, one of the heaviest traveled highways in the nation, is the Short Cut across the Deep South between Florida and California. As this is being written the Westwego end of the West Bank Expressway connecting West Jefferson with this busy cross country route is being completed. Then will pour through this historic Seafood Capital of the Parish (the home of 7 seafood plants) and Gateway to the planned Jefferson Parish Industrial Seaway the teeming traffic of U. S. 90 travelers and tourists leaving or entering New Orleans via the new Mississippi River Bridge.

New people by the tens of thousands will become familiar with the river, rail, seaplane base and road industrial advantages of this city which just recently topped 10,000 population, and whose

aggressive citizens are busily preparing their community for tomorrow's inevitable commercial and residential growth.

With 95% of its street paving program now completed, the city is concentrating on a citywide sewerage plan on which it will shortly ask the voters' approval in a Bond Election.

Westwego benefits greatly from the new parish \$2 million West Bank Drainage Program, which will establish a new 200,000 gallon per minute Pumping Station west of Company Canal, will clean out the existing canals, raise the existing levees to 18 feet above flood level and construct new levees to contain Bayou Signette—all of which will safeguard Westwego and its environs against flash floods and the after effects of excessive rainfall.

About a hundred new homes were built in Westwego last year, almost 30% more than in 1958. Its Wego Shopping Center has added five new businesses. The new White House Subdivision Extension has sprung up within the area bounded by the Expressway, Pitre Drive, Avenue E and Pitre Street. And the new 5 man Housing Authority of the City of Westwego appointed by the mayor, with a Director and office at 405 Sala Ave., will administer Westwego's expenditure of \$1,300,000 for 100 new

low income rental homes under the provisions of the 1956 Federal Housing Act.

To add to the effectiveness of its efficient 5 truck and 275 man Volunteer Fire Department Westwego has completed the installation of 60 strategically located fire alarm boxes. Its city owned Water Department has recently added over 10,000 feet of new water line extensions for greater fire protection and pure water service to its over 3000 customers, the highest number in its history. A 24 hour squad car police patrol and Westwego's now famous 10 o'clock curfew have practically abolished crime and juvenile delinquency in Westwego.

Following through on the subject of youth, the Westwego Lions Club recently added to well equipped and popular Westwego Park one new shelter, complete with lavatory facilities, two for the males and two for the females. And high on the Westwego's schedule of projects is a comprehensive recreational program.

Although Westwego now employs only a part time recreational director, the city wide interest of the young people in the Park's facilities for baseball, tennis and basketball constantly increases. Last year 150 boys participated in the summer baseball leagues.

Westwego continues to add diversified industries to its already recognized

status as a seafood packing center. It recently acquired the National Gypsum Company with its million dollar annual payroll. This Spring the new Continental Grain Elevator, which the Westwego Water Department supplies with its requirements of water, began operations just outside the city limits. And just a few months ago there opened at the river and Avenue A the new Westwego plant of the Gulf States Asphalt Company, which has other operations in several leading cities and foreign countries.

This new plant produces a long list of asphalt products, and although it practically just opened it has already found it necessary to install additional equipment and expects to be employing around 100 people by the end of the year.

Wide awake Westwego gave a pay increase to its city employees in 1959. The Post Office almost doubled its postal receipts last year. The Westwego branch of The First National Bank of Jefferson Parish already has more than 6,500 accounts. Westwego, recognizing the potential in the Expressway, has already joined with other Louisiana communities in support of a statewide tourist inducement program.

In short—Westwego is a city where the civic bodies, the Mayor and Board of Aldermen, the business men and the individual citizens all pull one way—forward for Westwego.

Below: WESTWEGO'S CITY POLICE AND AMBASSADORS OF GOOD WILL—left to right, front row: Nicholas LeBlanc; Jacob Gregory, Marshal; J. B. Falgout; William Munch. Back row, left to right: Nolan Dufrene; Jack Valence and J. Warden.

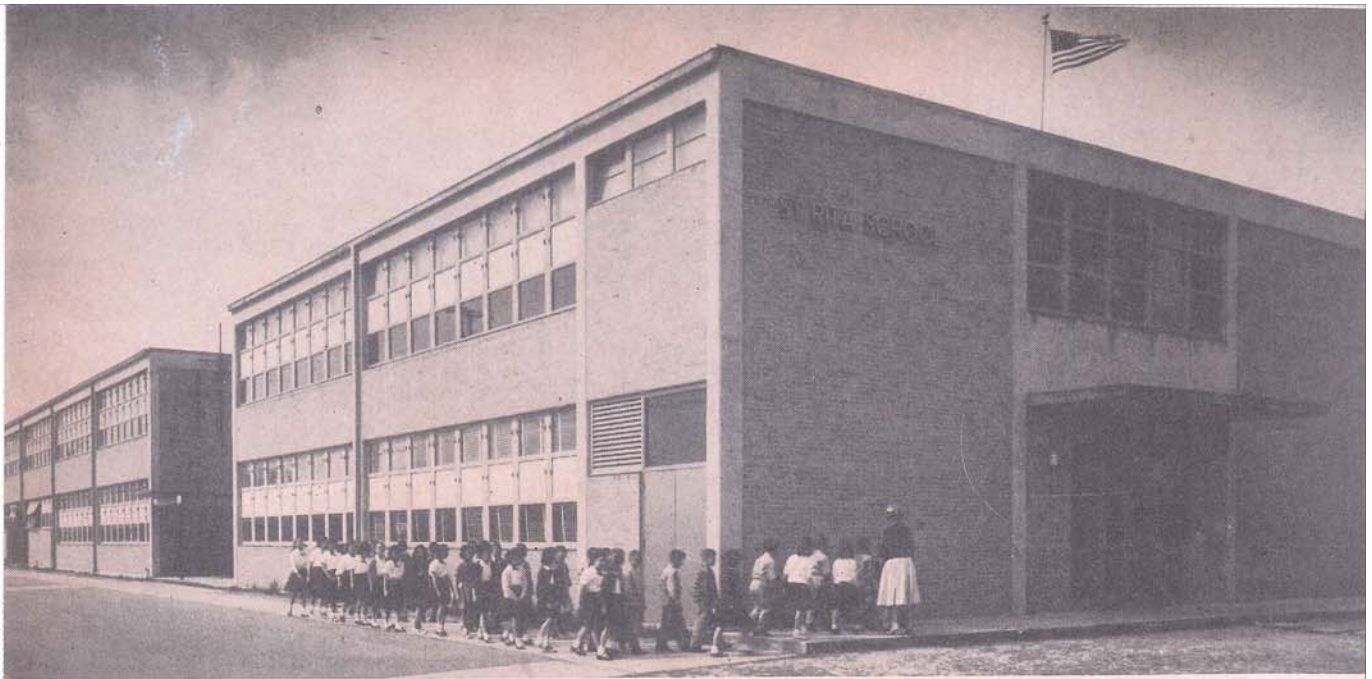
Insert: Mayor Roy C. Keller, Progressive Mayor of expanding Westwego and author of this article.



Top: Nearing completion of construction, when this photo was taken in May, is the new Shelter Building, established in popular Westwego Park by the Civic minded Westwego Lions Club, and to be maintained by the City of Westwego.

Bottom: The efficient Westwego City owned 3,500,000 gallon a day capacity Waterworks.





The St. Rita Catholic School of Harahan opened its doors to 340 children from the first to fourth grade in the Fall of 1953. Since then it has steadily enlarged, adding classrooms (it now has 24) and a gymnasium-classroom building, until now the school has an enrollment of 1050 from the first to the eighth grade, with a faculty of 6 Sisters of St. Joseph and 19 lay teachers. Its two parents' clubs have contributed greatly to its growth—the Dads' and Mothers' Clubs—the latter of which has raised \$60,000 for the school in seven years.

A HEADLINE YEAR FOR HARAHAAN

By Mayor T. F. Donelon

The City of Harahan, which reached a population of 9200 people as of January 1 this year, has long been recognized both by New Orleans and Jefferson Parish as an ideal and convenient community to buy or build a home.

It offers to the suburbia seekers of New Orleans only 5 automobile miles away, and to the thousands of employees of the busy industrial area flanking it but outside its city limits, that happy combination of city living with a country atmosphere—roomy yards for the family to grow and plenty of community recreational facilities for the children to enjoy, for Harahan is proud of its playgrounds, exceptional for a city its size.

But this year Harahan becomes even more ideal as a City of Homes—more pleasant for its commuter residents, for its business traffic, for its increasing surge for visitors—for this is the year the state government with federal aid will complete another concrete two-lane section of Jefferson Highway through the heart of Harahan.

In preparation for this wide new traffic ribbon binding it to the surrounding communities and the new business and

new people it will bring, Harahan has been busy for a couple of years. Over 8,000 feet of open ditches have been covered through the combined cooperation of the property owners and parish and city personnel. The Harahan Garden Club has been working on a city wide beautification program, cleaning up unsightly vacant lots and clearing out unsightly buildings. With the completion of the two-lane highway through Harahan's main thoroughfare the program will be expanded to beautification of the neutral ground and the area around the new Municipal Building.

This new \$160,000 Municipal Building incidentally, which will also be completed later this year and which replaces the 70 year old former school house present building; will headquarter the U.S. Postoffice, the City Hall and the Central Fire Station (which will house 3 engines). This is another of Harahan's proud steps forward in its program of civic improvement.

Street paving and sewerage are, of course, its most pressing problems. Aiming at eventually blacktopping all of Harahan's streets the city is at-

tacking the problem as it can handle it, a section at a time. The road crew for the maintenance of Harahan's streets has been tripled for greater service. Right now it is working on a plan to pave three more additional miles of city streets with property owner participation. And the city officials are probing the possibilities of joining with the parish, combining an adjoining part of the unincorporated area with Harahan in a single Sewerage District.

During this last year Harahan has increased its street lighting by about 20% by reducing the space between lamps. Its police protection is adequate and efficient — now comprising a Marshal, four full time patrolmen, one part time patrolman, and two modern two way radio equipped squad cars on 24 hour duty.

A few paragraphs back we mentioned Harahan's pride in its playgrounds: The Zeringue Playground, fully equipped for children under 12 with swings, slides, climbing trapeze, and other equipment in a three quarter block area. The Royland Playground, also for children under 12, to which additional equipment has recently been supplied. And the large Soniat Playground, for children of all ages, in which a Harahan civic group has recently installed a lighting system for night games and enjoyment. Relative to Harahan's recreational program is the fine new gym that has recently been built by St. Rita Catholic School.

Residential Harahan continues to prosper with its adjoining Industrial area and is interested in and affected by every new industrial occupant. As this



The over a century old Tchoupitoulas Plantation home that was so long a historical landmark of the Colonial Country Club at Harahan was torn down this year and a new addition just completed on the present Club House built in 1953. The above photographs show the Club House before and after the removal of the famous old mansion alongside it.

is being written the news has been released that the long pending negotiation of Anheuser-Busch to establish a brewery in this area have finally reached the point where the property has been purchased from the Illinois Central Railroad.

This city of Homes that lies just beyond one of Jefferson's most concentrated industrial sections and includes one of the area's most beautiful Country Clubs, is being gradually encircled in the other directions by new subdivisions and dotted by new homes going up at the rate of over a hundred a year—a healthy steady growth for this community so recently in the village status and which just this year will welcome an additional two-lane concrete highway with a neutral ground separating it from the present two-lanes.



OFFICIALS OF THE CITY OF HARAHAH

From left: John Coutrado, Marshal and Fire Chief; Clinton J. Cressionne, Alderman; James Alexis, Alderman; Roy Geoghegan, Alderman and Mayor Pro-tem; Thomas F. Donelon, Mayor; Mrs. Lillian Bourg, Tax Collector and City Clerk; Lloyd B. Marshall, Alderman; B. E. Galloway, Engineer; and J. Hugh Martin, Attorney. E. Landry Murphy, Alderman, was absent.



GRAND ISLE

A scenic view of Grand Isle's famous 8 mile long beach, the only saltwater surf bathing beach accessible by road between Texas and Florida.

By Mayor Michael A. Harris

During the early part of this century Grand Isle was both a hundred miles and a hundred romantic years from downtown New Orleans, an almost undisturbed page out of Jefferson's pic-

turesque past, when Jean Lafitte and his Baratarians headquartered at Grand Isle and Grand Terre and brought their loot unloaded from privateers up through Jefferson's bayous by pirogue.

Even today still stands the island home of Louis Chighizola, the trusted lieutenant of Jean Lafitte, and still remains part of the nearby oak tree with the hole in its trunk where legend claims Lafitte left message for his men. The oleander lined and oak canopied lanes still crisscross the island as they did in the days of the Baratarians, and many of the islanders still fish for a living as they had done before and after Lafitte's ten long years as a smuggler, privateer and patriot had made Grand Isle the setting of one of America's



OFFICIALS OF THE TOWN OF GRAND ISLE

From left to right, front row: Clyde W. Pregeant, Alderman Ward One and Mayor Pro-Tem; Michael A. Harris, Mayor; Virginia T. Adam, Town Clerk and Deputy Tax Collector. Back row, left to right: Edward A. Camardelle, Alderman Ward Four (Cheniere Caminada); Joseph A. Augustin, Alderman Ward Three; Frederick D. Gatz, Sr., Alderman-at-large; and Louis T. Acosta, Alderman Ward Two.

most thrilling tales of adventure.

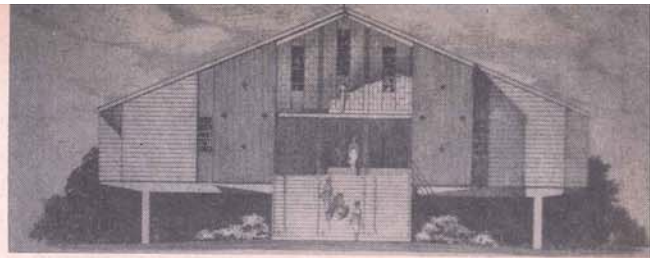
Not until the middle Thirties was a road finally built to this romantic and remote bit of Jefferson. Not until after World War II, when this road was hard surfaced, did the majority of tourists begin to discover the delights of Jefferson's Pleasure Island—with its 8 mile long beach protected by 3 outlying sandbars, making it one of the safest surf bathing beaches in the nation. Gradually the sport fishermen learned by experience that it is one of the ten top fishing grounds in the world, the annual Tarpon Rodeo became a national attraction, and along the beach began to appear many more seaside homes, motels and fishing camps that marked the beginning of a year round beach and fishing paradise.

For several years vacationers and weekenders and sport fishermen augmented Grand Isles commercial fishing economy, and the islanders, most of them descendants of the same islanders who had occupied Grand Isle when Lafitte ruled it, began to rub elbows with the outside world.

Permanently thrust in the path of progress, the islanders began to desire the advantages of progress. They formed a Civic Improvement Association, a Rotary Club, a Woman's Club and a Fire Department. No longer were they satisfied with their cypress cisterns, and although electricity had been brought to the island several years before, they wanted natural gas for cooking and heat.

Then in the late Forties the drilling crews of the oil rigs appearing offshore began mingling with and living among the islanders. Then came the construction of the \$30 million Freeport Sulphur Drilling Platform, to work the world's first off-shore sulphur mine, seven miles out, together with the hot water heated pipe line to carry the molten sulphur to Grand Isle to be reshipped by Freeport's famous floating thermos jugs. This huge new Jefferson industry began operating in June of 1960.

Last year on June 19, the people of Grand Isle incorporated themselves as a town (the corporation taking in both the island of Grand Isle and the mainland community of Cheniere Caminada across the new steel and concrete bridge.) The first meeting of its new Mayor and Board of Aldermen was held in the new City Hall, converted for the purpose from the old Louisiana State University Marine Laboratory Building. And, with the shortage of fresh



Top: Architect's drawing of the new Our Lady of the Isle Church now under construction.

Lower: Grand Isle Squad Car soon to be equipped with two-way radio, with (left) Frank J. Bradberry, Town Marshal and Tax Collector and (right) Ambrose M. Beeson, Deputy Town Marshal.



water for its growing population being its most pressing problem, the new administration began planning a \$1 million Bond Issue to finance the Grand Isle Water and Natural Gas Systems.

As the main objectives of the new town are gas and water as soon as possible, the Bond Election for them will be held sometime this year, although no definite date has been set when this was written in June. Another important aim, and one on which the town officials are already working, is to establish an effective garbage collection system.

Realizing the tremendous tourist attraction of Grand Isle, one of the finest year round saltwater fishing and seaside resort and surf bathing areas in the Deep South and Louisiana's own and only saltwater beach, the town leaders are planning for both the promotion and protection of the constantly increasing number of vacationers and visitors.

On the active agenda are the installing of two-way radio equipment on our Police Squad Car that is on a 24-hour patrol of the island to protect the property of business, home and camp owners; the establishment of a beach area to be kept meticulously clean and supervised by life guard attendants; and the appointment of a "Tourish Promotion and Attraction Committee."

The Grand Isle of the romantic past has become the Grand Isle of the pulsing present—but it is the aim of the new town to preserve the best features of the former and to procure the modern advantages of the latter.

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JEFFERSON'S FREE WORLD OF BOOKS

Any report on the Jefferson Parish Library System, an integral part of the Jefferson Parish Recreation Department, must have in it somewhere the word "GROWTH" and it should be underscored.

During the past year the Library's history has been a series of steps forward, some of which have been gigantic strides, such as the establishment of the multi-lingual and reference annex to the Jefferson Plaza Branch. Some of them have been the normal pace of planned progress, such as the extension of the bookmobile routes made possible through the recent purchase of the Library System's new Bookmobile E., costing \$20,000 and capable of carrying 2300 volumes.

As a means of gauging last year's growth of the Jefferson Library System this comparison will help. The number of the books in the parish collection in-

creased this past year alone from 200,000 to 272,000—an amazing 36%.

These additions were not confined to current literature. A determined drive supplemented and rounded out the collection of classical, historical and reference books available to library patrons. An interesting fact, in connection with the books to be made available, is that Jefferson is a riverport with a constant influx of people from other lands. Consequently, it has been necessary to stock books in 26 major languages.

Which brings up the point most important in all library plans—the human element — the person who visits his nearby branch library or bookmobile to get books for research, pleasure or business. What type of person is it we serve in Jefferson?

Careful surveys bring out facts which reflect well on the intelligence and aspirations of Jefferson readers, one of

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the most important being that reading for information and recreation of Jefferson residents tops *all other* parishes in the state by 42% in ratio of readers to the population density.

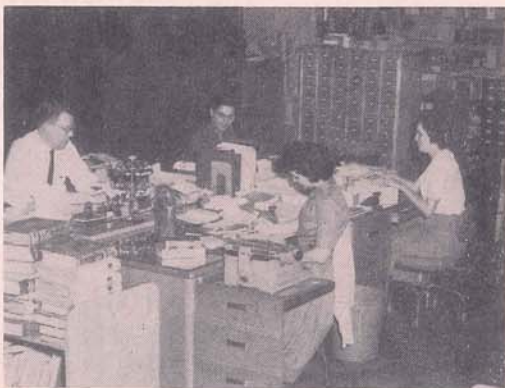
Total book borrower registration for the East Bank as of June 1960 totals 35,722. The West Bank numbers 19,681. This includes all ages and represents an increase of 9½% over last year.

The parish wide increase in reading has called for planned expansion. The previously mentioned Jefferson Plaza Branch augmented its services to parish residents in April by the addition of a collection of foreign language books and by the installation of a complete reference service. This service in the past was given at the headquarters library in Gretna. Headquarters will continue to furnish this service but the pressure will be lightened by the facilities at Jefferson Plaza Branch.

The Walkerton Branch in Marrero, a new facility for Negroes, was opened this past year and has proved itself an outstanding success. The previously opened Harlem Branch also continues to make progress.

Behind the scenes, the parish librarians themselves took to the classroom to better serve their patrons. The student librarians studied the LSU course "Libraries As Information Centers" under the University's adult extension program. Approximately 30 students participated in this course inaugurated by the Jefferson Parish Recreation Department Director.

With more books, more readers, better service and better facilities the Jefferson Parish Library System proudly closes a year of substantial growth.



One of the busiest sections at Jefferson Parish Library headquarters in Gretna is the Reference Section shown here. Inquiries for information which cannot be handled at the Library Branches are referred here for prompt action.

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(Continued from Page 95)

fast. He would have like to remain at home with Papa.

As race day approached, Miss Dupont, Bouki's teacher drew a pirogue on the blackboard. "What is a pirogue?" she asked. All hands went up. She looked at the eager faces turned toward her.

"Lolo?"

"It is a boat," lisped Lolo through her missing front teeth.

"What is it used for, dear?"

"To race in." Everyone laughed at Lolo's answer for everyone knew it was much more than that.

"Teo?" Miss Dupont called next.

"It's transportation for hunting, for trapping. And the early settlers used it to explore."

"Do you know who were the first to use the pirogue?"

"The Indians," chorused the class.

"Does any one know the name of the first white man to use a pirogue?" This was a hard question.

"Adam," suggested Andre. How the class laughed.

"Well not quite," smiled Miss Dupont.

"DeSoto and his men were first to discover the Mississippi River. They were the first white man to use the pirogue."

Bouki longed to tell the class about the wonderful pirogue Papa was building right now in their yard. But no, Papa said he was to make like an oyster. He pressed his lips together.

"Why do we use the pirogue today?" asked teacher.

Bouki answered, "My Papa say 'it rides on the dew.'"

"What does that mean?" prodded Miss Dupont. Every boy knew that only a pirogue can travel in inches of water. All other boats need deeper water.

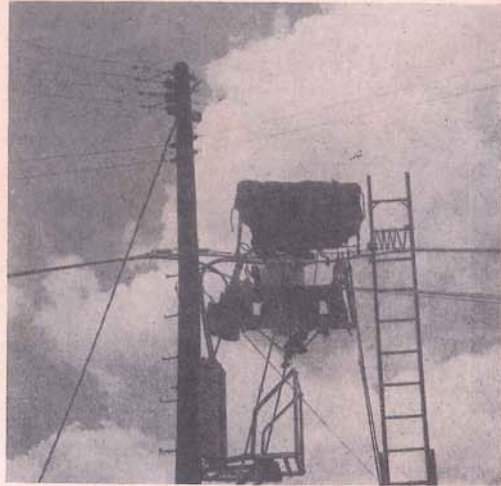
Teo added. "They capsize easily. A man must be born on the bayou to handle one."

"You got to part your hair down the middle," explained Andre, "otherwise you fall in the bayou."

At home Papa rubbed the hull with sandpaper to make it velvety smooth. It seemed created by inspired hands. Mama gave all the credit to the Bon Dieu.

At last a day came when the pirogue was ready for the water. Bouki and Mama watched Papa gently lower himself and paddle downstream. The beautiful hull was lost from sight in seconds.

Bouki jumped up and down with the happiness. Surely Papa would win the Race.



TELEPHONE PROGRESS

By Jim Pitts, District Manager,
Southern Bell Telephone & Telegraph Co.

Southern Bell has a great deal of confidence in the future of Jefferson Parish as it witnessed by the amount of telephone growth in the past ten years. Telephone growth and population growth are signs that an economy is healthy; and in Jefferson Parish both have been on the increase.

It was surprising to see statistics on population growth; in 1950 the population was 103,873 — today it is 207,891. This represents an increase of more than 100%. Telephones have increased at an even faster rate; ten years ago there were 26,530 telephones — today there are 82,771, an increase of slightly over 200%.

It takes money to make the wheels of progress turn; during 1960 our plans call for spending \$84,000.00 on West Bank central office additions. On the East Bank approximately \$70,000.00 is scheduled for similar purposes. But this is just the beginning; throughout the Parish the budget allows \$1,575,000 for the construction of pole lines, cable routes and other facilities. In addition to this a site for a new office will cost \$35,000.00 and other building additions will cost \$97,000.00.

Our confidence in Jefferson's bright future is not just something we say. We are planning to construct a new plant during 1960 which will cost approximately \$1,861,000.00, proving that Jefferson's success and ours are tied closely together. We believe in Jefferson Parish and sincerely hope that people of Jefferson believe in us.

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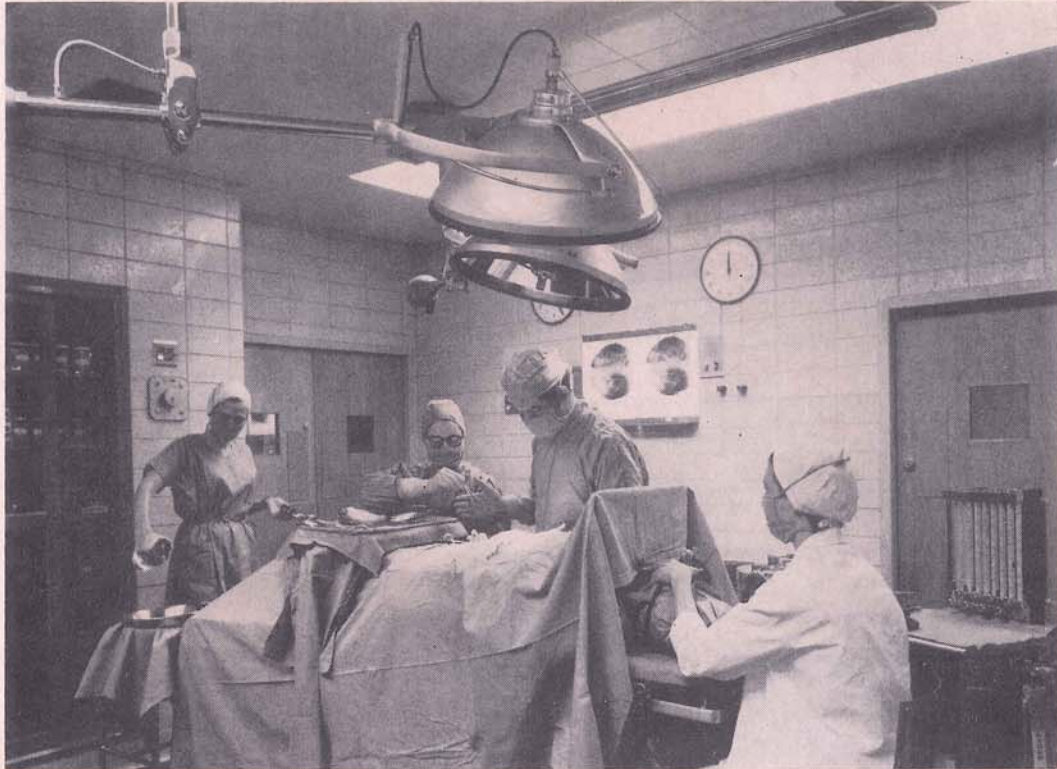
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The second floor operating room of the new West Jefferson General Hospital is one of four major operating rooms, all equipped with the most modern facilities for surgery that medical science has yet devised.

The New West Jefferson General Hospital

Twenty-two minutes after it opened on April 25, 1960, West Jefferson General Hospital admitted its first patient — Mrs. Katherine Duet of 1810 Barataria Boulevard in Marrero — officially inaugurating long and vitally needed hospital service to the West Bank of Jefferson Parish after four years of planning, financing and construction.

Located at Marrero in the geographical heart of the West Bank's population, this new reinforced concrete five story, all air conditioned hospital is provided with every needed facility known to modern medicine and surgery, and is surpassed in the completeness and quality of its equipment by no hospital comparable to its size in the United States.

It was conceived early in 1956 by a number of physicians who met in Gretna to plan a hospital and who were shortly joined by a similarly minded group in Westwego. By their combined efforts they enlisted the active interest of Jefferson civic organizations, the

local medical society, and hundreds of individuals—and within several months Jefferson's several decade dream of a hospital for its West Bank began to come true.

In that same year the voters approved a \$1½ million Hospital Bond Issue and a 3 mill tax for the newly created Hospital Service District No. 1. Two mills of that tax were dedicated to the retirement of the bonds, and one mill for the maintenance of the hospital for a ten year period.

The government matched the parish \$1½ million Bond Issue with an appropriation under the Hill-Burton program of \$1,440,000; twenty acres of land near the West Bank Expressway were purchased from Hope Haven for \$156,290; and in September of 1958 the first piling for the new hospital was driven.

The nearly \$3 million West Jefferson General Hospital which, on the morning of June 23 when this was written al-



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ready had 53 patients registered and 9 babies just born, is a 159 bed hospital plus 32 bassinets. Its bed capacity includes 26 private rooms, two 4-bed wards on each nursing floor and the remainder being semi-private or 2-bed rooms.

Although not a charity hospital it will accept emergency cases, and at the present time has 166 doctors on its medical staff. On the basis of the national hospital experience that it requires two people to care for each patient, West Jefferson will employ over 300 people when it reaches its bed capacity.

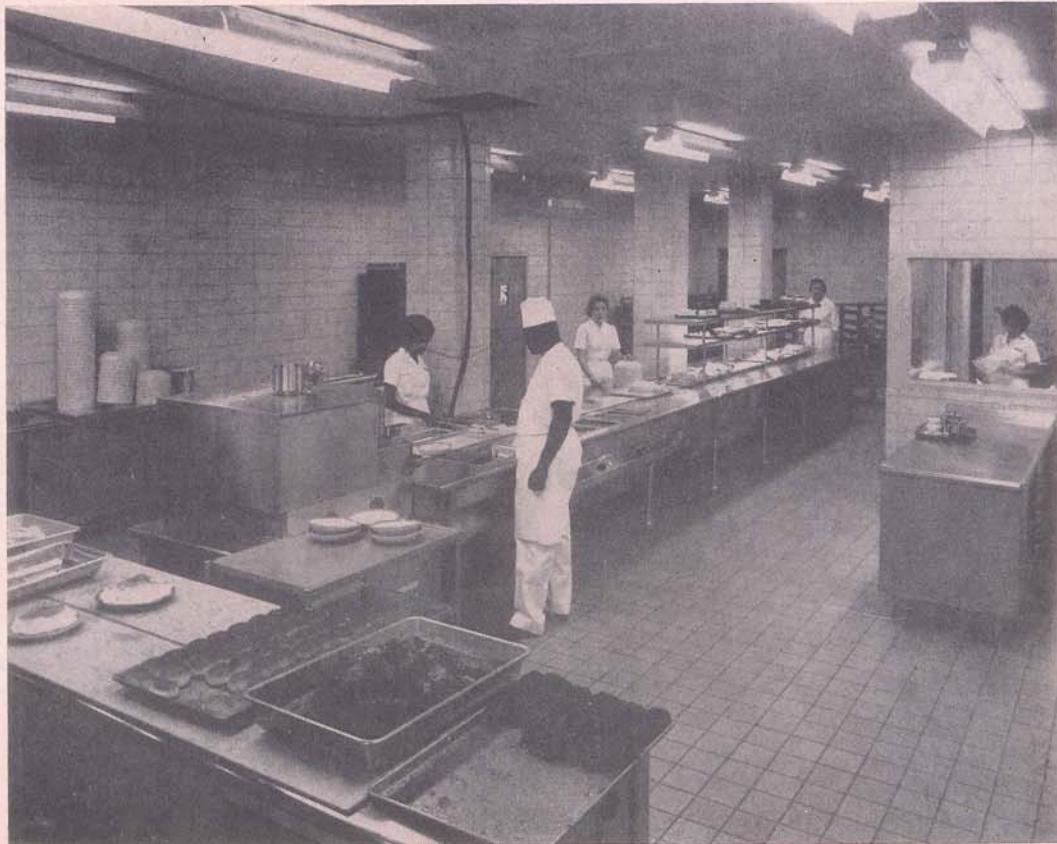
West Jefferson's facilities for service are impressive. There are four major operating rooms in addition to a cystoscopic and orthopedic room. There are two major delivery rooms with a third in reserve. The Radiology or X-ray department has two 300 MA diagnostic and fluoroscopic units of the latest design. The laboratory with all technicians registered is equipped with the latest of scientific apparatus and is able to do the most complex of modern diagnostic tests. On the staff are a full

time pathologist, radiologist and anaesthesiologist. The pharmacy is under the supervision of a Registered Pharmacist and has a complete inventory of the latest drugs.

The all-electric kitchen provides hot nutritious food for the patients under the direction of three graduate dietitians. Two cafeterias are open to the public as well as to hospital employees.

The staff, in rendering an effective service to the community, is magnificently aided by the Women's Auxiliary to the West Jefferson General Hospital, recognized by their "cherry cherry red" uniforms. Among their regular programs are library service to patients, special services to relatives of patients in surgery, hostess service to the public, special programs such as play hour, reading and story telling to the children, and beautification of the hospital grounds, lobbies, etc.

Although in operation only a short time the Hospital Board of six members, headed by Dr. J. J. Massony, chairman, is already looking forward to the inevitable and not far distant expansion on the other ten acres of its property.



In the immaculate kitchen of the new West Jefferson General Hospital showing the first major installations of the Hot Pack Food System in the Deep South. The pre-heated dishes pass along the food make up table on a conveyor belt to the food carts at the end and from there direct to elevator.

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The Immunization Clinic at Lafitte in Firemen's Hall, held the second Thursday of each month. This and similar outlying clinics conducted by Jefferson Parish Public Health nurses are held for various periods of time until the community need is met. Immunizations are available free of charge to all persons from one month of age.

PUBLIC HEALTH IS PUBLIC WEALTH

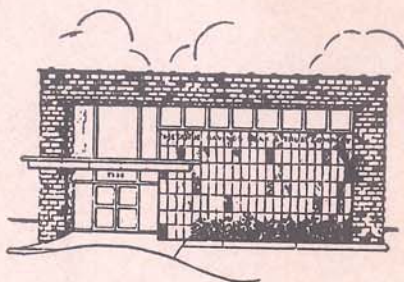
This is the story of the Jefferson Parish Health Unit and what it does. Starting in 1942 in a small way in the Gretna #2 school building, it has grown to meet the needs of our booming parish until today it is housed in a new administration building in Harvey, two branch buildings in Metairie and a separate Rabies Control Center in Marrero. Under a director, a staff of nurses, sanitarians, part-time clinicians and other specialists carry on a wide range of services free of charge to all residents of the parish regardless of income.

There are 7 district services under the general head of SANITATION alone: 1. Inspection of individual sewage disposal systems where public sewage facilities are not yet available. 2. Routine checks of food handling establishments and milk plants, milk and milk products. (For ten years ratings have shown that Jefferson is providing milk and milk products of the highest quality). 3. Samples of food, drink, drugs and cosmetics regularly collected and tested for purity and content. 4. Sani-

tary and safety conditions of all public places regularly checked. Rats are caught and examined for disease and when indications warrant measures are conducted for their control. 6. The control of Rabies in Jefferson Parish is unexcelled in the U. S. This control has been accomplished by vaccination of 14,000 dogs and annual pick up of more than 7,000 strays. 7. Encouragement of the public to phone for investigation of sanitary conditions and pick up of stray or unwanted dogs.

Under the general category of NURSING there are 5 specialized services: 1. The Public Health neighborhood clinics of which more than 30 are held each month. In 1959 the Health Unit gave 100,000 injections to 30,000 Jefferson residents against small pox, diphtheria, whooping cough, tetanus, polio and typhoid. 2. Public Health Nurses working with school teachers for early detection of defects and mental, emotional and behavior problems. 3. The Pre-School health program, a pioneer project of Jefferson Parish the first one in

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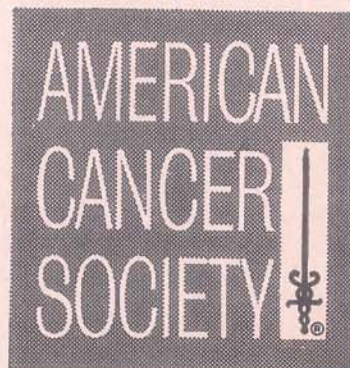
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the State, which operates by testing children attending nursery schools. 4. The community work of Public Health Nurses who in 1959 made more than 8,000 home visits for the purpose of controlling the spread of tuberculosis, polio and diphtheria; to mothers of new babies and to render service to people with chronic diseases and; 481 crippled children are receiving therapy from the Health Unit). 5. In conjunction with the Nursing Department of LSU School of Medicine field experience for undergraduates and graduate nurses is provided.

In 1959 there were 5868 births, 1165 deaths and 608 marriages registered, according to law, with the Health Unit. Copies of birth certificates may be obtained from the Health Unit for entering school, social security, identification, employment and foreign travel.

In HEALTH EDUCATION 154 films covering many health subjects were loaned to various organizations and over 27,000 pieces of health literature distributed.



At the Rabies Control Center, 1969 Ames Boulevard in Marrero, a father and delighted son are shown purchasing a dog that was picked up on the street and not redeemed by the owner. Any Jefferson Parish dog not on a leash or in an enclosed area is considered a stray dog and can be picked up by Rabies Control trucks. Dogs are kept for 5 days, then if not redeemed are sold to any one applying or destroyed.



Pictured below is a Public Health dentist performing dental work on a school child.

The Public Health NUTRITION PROGRAM is planned to improve health through the wiser use of food and guidance is given individual conferences and group meetings.

The Public Health DENTAL PROGRAM cooperates with the schools, conducts dental clinics and renders dental work to children through 4th grade and welfare clients through age 20.

Contrary to public opinion VENEREAL DISEASE is on the increase. The Public Health Unit through tests and contacts uncover many patients and place them under treatment.

Tuberculosis is on the decrease and the Public Health Unit through X-rays and a clinic started in 1959 helps keep this killer under control.

All these and many other functions are a part of the daily work of the Health Unit to help prevent disease, prolong life and promote the physical, mental and social well being of the people of Jefferson.

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An older citizen applying for Old Age assistance, by which older needy persons may more adequately meet their individual needs. (Photo posed by present and former staff members.)

Jefferson's Public Welfare Program

The Public Welfare Program of Jefferson Parish came into being on March 1, 1935, a quarter of a century ago.

One of the two staff members of the Federal Emergency Relief Administration assigned at that time to set up the operation of the Jefferson Welfare Committee in a makeshift office in the old Court House Building was Miss Margaret Dunlap, now Mrs. Margaret D. Pellegrin and Jefferson Public Welfare Director.

For a little over a year the program was parish sponsored until the welfare office became a unit of the State Department of Public Welfare upon its creation in December 1936. During the ensuing years the parish continued to be responsible for housing the local office until the State Welfare Department was financially able to assume that expense which was not until June of 1950. The Department moved several times over the years finally arriving at its present location at 1111 Newton Street, Gretna, on October 4, 1956—for the first time having a modern, functional building constructed for the specific carrying out of the many functions of today's public welfare program.

Currently there are 5,350 individuals benefitting by public assistance grants in Jefferson Parish. Statistics for January 1960 give the total number of

grants as 3941, of which 2889 are Old Age Assistance recipients, 38 Aid to Needy Blind, 426 Aid to Dependent Children, 143 Foster Care, 228 Disability Assistance and 157 General Assistance.

Today the programs of the local Welfare Department in Jefferson Parish are many and varied. There are 27 professional staff members administering the public assistance programs and giving related services, 6 professional staff members rendering Child Welfare Services and 16 clerical workers. All operations are supervised by an active 5 member Jefferson Parish Welfare Board.

The Public Assistance Bureau administers 5 public assistance programs. These are Old Age Assistance for needy citizens 65 years and older, aid to Needy Blind which is for needy persons of any age who are legally blind; Aid to Dependent Children which is financial assistance to children deprived of parental support in terms of one or both parents due to death, illness or continued absence from home; Disability Assistance and General Assistance for needy persons who are ill or handicapped and unable to work.

Throughout the years of administering public assistance programs, it has been learned that financial need is often

(Continued on Page 213)

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The first publicity man of Jefferson Parish was a pirate and smuggler.

His name was Jean Lafitte, the patriot who boldly strode with his Baratarians into American history around 1814, dramatically bringing to the attention of the people of the young United States a then remote portion of their domain few knew existed—the twin islands of Grand Terre and Grand Isle and the mysterious maze of beautiful bayou country between New Orleans and the Gulf of Mexico, all of which a little over ten years later became the Louisiana Parish of Jefferson.

Three exciting episodes occurred in rapid succession, spectacular events which transformed the Barataria Country into the colorful backdrop of the Battle of New Orleans.

First, Jean Lafitte and his thousand fighting men who, over a ten year period, had created on Grand Terre and Grand Isle an armed smuggling and privateer stronghold, refused to accept a \$30,000 bribe to lead the British invasion forces through the bayou back door to then defenseless New Orleans.

Second, and very soon after Lafitte and his men had rejected the British offer, a combined force of U.S. gunboats and soldiers descended upon and completely destroyed Lafitte's headquarters and confiscated a million dollars worth of loot. The Baratarians, although a thousand of the finest fighting men on earth, refused to defend their stronghold but fled Grand Isle and Grand Terre into the bayous and marshes—not from fear, but because they would not fire on the American flag which, even though they were outlaws, they considered their own.

The third episode is one that thrills Americans every time they read about it. Jean Lafitte and his Buccaneers, even after the U.S. forces had destroyed their empire, came out of their hundred hiding places to fight alongside Jackson's soldiers in the successful defense of New Orleans. For their important role in the winning of what is now recognized as one of the most decisive battles in

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The start of the Men's Race of the 1960 World Championship Pirogue Races held at Lafitte, Louisiana, on May 15, showing in the background part of the thousands of spectators from all parts of the country who gather to watch this popular Jefferson Parish annual and unusual sporting attraction. The three hour long event sponsored each year by the Lafitte Yacht Club includes the Men's Championship Race, the Women's Championship Race and the Work Boat Championship Race with cash prizes for the winners in all three. The course is a four-mile elliptical course from the fork of Goose Bayou up Bayou Barataria a short distance where a turn is made, then back to the starting point, then down Bayou Barataria where another turn is made and back to near the starting point, which is the finishing line.

American history, a grateful government pardoned Jean Lafitte and his Baratarians of all charges of piracy and recognized them as heroic patriots.

This great American adventure story, practically all of which occurred in Jefferson Parish, has been put into books by Saxon, Tallant, Arthur and Thompson and Cecil B. DeMille has twice presented it as an epic movie under the title of "The Buccaneer." Jean Lafitte still publicizes the parish.

OUR FIRST INDUSTRIAL PUBLIC RELATIONS MEN

In the Spring of 1887 a now forgotten Jefferson Parish Police Jury unanimously passed the ordinance that decreed that the destiny of Jefferson Parish should be industrial. It was a remarkable resolution when it is remembered that 1887 was years before the Mechanical Age. The blacksmith shop still dominated every American community and Jefferson Parish itself was

The winners of the 1960 World Championship Pirogue Races of Jefferson Parish pose with their trophies from left to right: Tilton Creppell of Lafitte, winner of the Work Boat Pirogue Race; Mrs. Augusta Myers, of Lafitte, who won the Women's Race for the third straight year over the women's two mile course; Malcolm LeBlanc, also of Lafitte, winner of the Men's Race, who needs only one more victory to achieve the feat already accomplished by his brother Gerald—three straight wins to receive the Clem Perrin Perpetual Trophy. At the extreme right is Henry F. Parker, Commodore of the Lafitte Yacht Club, official sponsor of the races.



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TARPON RODEO WINNER

Larry Virgurie of New Orleans is awarded the Baratavia Cup donated by Hugh Wilkinson for the top tarpon caught in the 1960 Grand Isle Tarpon Rodeo, a 131½ pound Silver King taken on the first day of the meet. It continued to hold first place during the entire three days of the Rodeo in which a total of 27 tarpon were caught. Virgurie also won the City of New Orleans Trophy for the first tarpon caught in the Rodeo and the Trophy donated by Sheriff "Jack" Fitzgerald of Jefferson Parish, right, for the largest tarpon caught.

98% agricultural.

This historic ordinance could have been passed this year, so current is its wording:

"Whereas we are informed that there are capitalists seeking to locate sites for various manufacturies and considering that the Parish of Jefferson offers desirable locations, and that it is in the interests of our parish to have such manufacturies in our midst, be it Resolved, that it is the sense of this JURY to offer every inducement and encouragement within its province to such enterprises and manufacturies whenever located within our jurisdiction, and solicit visits to our parish by all such capitalists before locating elsewhere."

This was Jefferson's pioneer publicity release — the first of the tens of thousands of statistical reports, newspaper pieces, magazine articles, industrial surveys, booklets, direct mail, radio announcements and TV broadcasts over the intervening years that have helped promote the industrial advantages of Jefferson which this small group of parish officials foresaw and decided to present almost three quarters of a century ago.

Since then Jefferson has completely reversed itself — from a 98% agricul-



Right: The Plaisance family of Golden Meadow, Mr. and Mrs. Lester Plaisance and son Glenn, all three tarpon catching experts, exhibit the three beautiful and big Silver Kings they caught at Southwest Pass during the 1960 Grand Isle Tarpon Rodeo in July.

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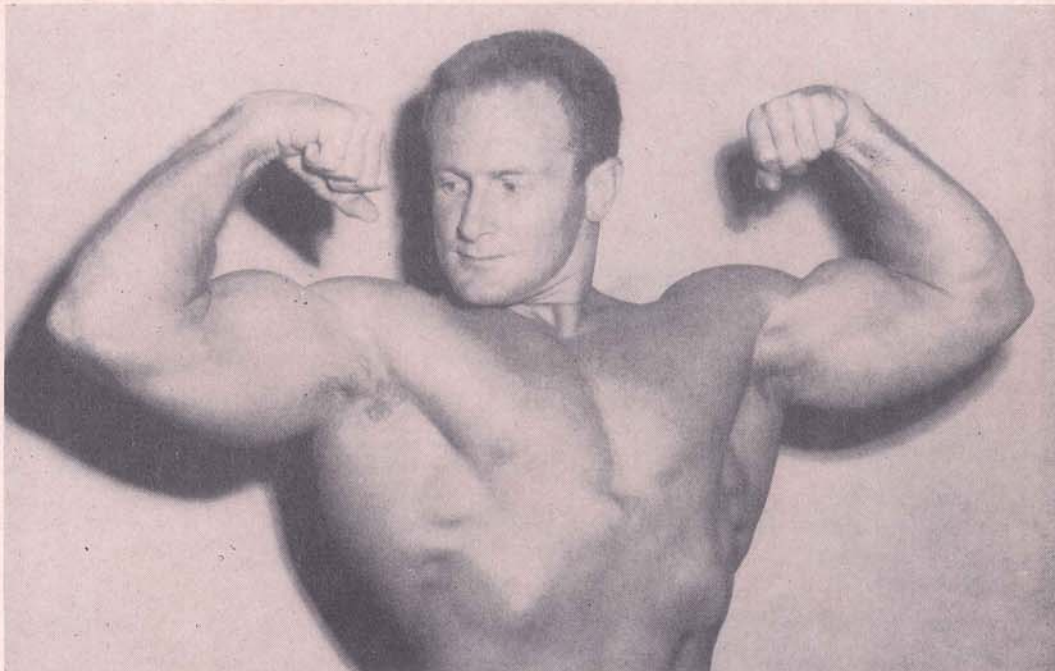
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Recently selected as "Mr. America" for 1960 was Lloyd Lerille of Harvey, Louisiana (above), the Jefferson Parish lad who built himself by rigorous exercise and weight lifting to his present 180 pounds of smooth flowing muscles that won for him the title. He is now 24 years old and his measurements are waist 30", chest 49" and biceps 17 $\frac{1}{4}$ ". At 18 he won the title of "Mr. New Orleans" and next year plans to try for the "Mr. Universe" title at London.

tural parish in 1887 to a 98% industrial parish in 1960.

THE MAN WHO PROMOTED JEFFERSON FOR THIRTY YEARS

Harvey in Jefferson Parish is the name of a community, the name of a canal and also the name of a once very persistent and dedicated man, Captain Horace Hale Harvey. For thirty years he visioned the inland waterway system that stretches from Boston to the Rio Grande. In Jefferson he is remembered as the Father of the Intracoastal Waterway and affectionately referred to by the bayou folks as "The Little Father of the Baratarias."

Captain Harvey inherited a canal. His ancestor, Jean Baptist d'Estrehan des-Tours, had it dug in the early 1720's as a drainage ditch for his plantation. Later, seeing its possibilities as a convenient means of carrying wood in from the swamps, he contracted with the German settlers of Mechanickham (now Gretna) to enlarge it in return for small farm lands. They toiled for three and a half years with wooden shovels and in 1741 completed it, extending it over five miles from the Mississippi River to Little Bayou Barataria.

It became a convenient and busy waterway for the Jefferson fishermen, and when Captain Harvey came into

possession of it he constructed the intricate mechanism that transformed boats over the levee back and forth from canal and river and which predated the locks.

He saw in his mind this waterway extended from Harvey to deep in Texas and for years he propounded his plan to anyone who would listen. The national capital came to know very well this relentless canal owner and exponent of an inland waterway who would not give up.

Captain Harvey's thirty year one man promotion campaign finally paid off. He lived to see the now famous Harvey Canal Locks installed by the U. S. government and completed in 1933, and his Harvey Canal became Jefferson's vital link of the nation's great inland waterways system that runs east and west via the Intracoastal Waterway and north and south via the Mississippi and Tombigbee Rivers.

Captain Harvey, in Jefferson's publicity "Who's Who," undoubtedly holds the title as the most persistent one man parish promotion man over the longest period of time — and his campaign one of the most successful.

THE ANNUAL PIROGUE RACES AND BLESSING OF THE FLEET

Just about a year after the Jefferson Harvey Canal settled into its pace as

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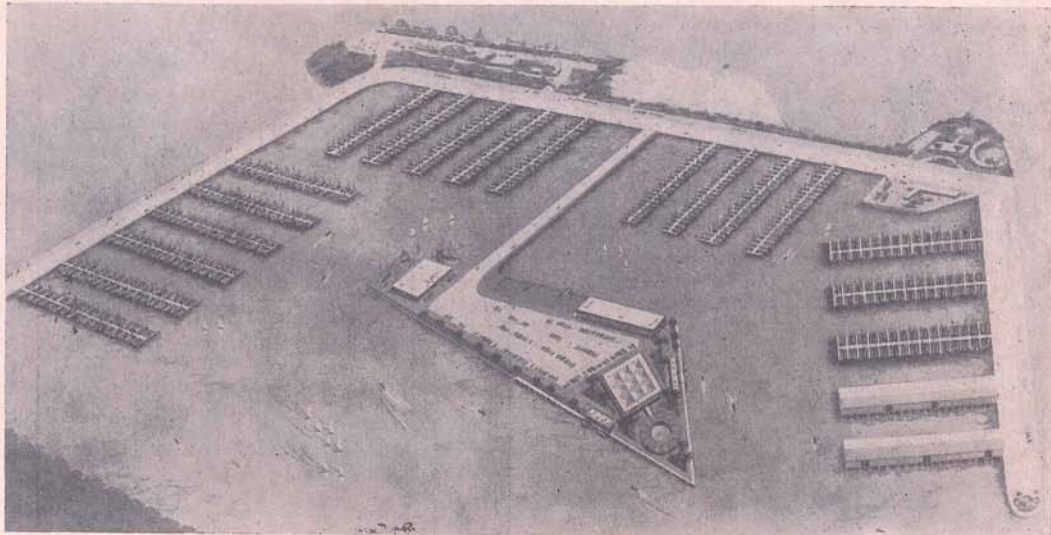
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METAIRIE, LOUISIANA



Here is an architects rendering of the new, elaborate Metairie Marina soon to be constructed near Bon-nabel Blvd. at the lakefront. Plans include 1500 boat slips and a service island with restaurant and lounge, offices and meeting rooms. This luxury development will be a boom to boaters as well as a major tourist attraction. The Marina will extend a mile into Lake Pontchartrain.

part of the Intracoastal Waterway System, bringing new prosperity to the parish and ready just in time to welcome the traffic of Jefferson's new oil industry, there was instituted on Bayou Barataria the now popular "World's Championship Pirogue Races," a sporting event that has probably publicized Jefferson's beautiful bayou country more than any other one event or promotion.

Featuring the Silver Slender Pirogue, modeled after the canoe of the bayous, first used by the Indians who burned them out of cypress logs, and offering substantial prizes for both men and women contestants, this annual event (held this year on May 15) draws as high as 35,000 people on the banks of Big Bayou Barataria from all parts of the country to watch three of the nation's most unique contests of endurance and skill.

The Annual Pirogue Races, together with the Annual Blessing of the Fleet held by the shrimpers of this same bayou area of Lafitte, Crown Point and Barataria, are effectively promoting the activities and the attractions of that part of the parish the average stranger does not normally visit unless some event such as the above is scheduled.

ANNUAL TARPON RODEO AND SCUBA TOURNAMENT

At the lower end of the parish Grand Isle, long listed as among the top ten fishing grounds of the world, has been introduced to countless thousands of the nation's sport fishermen through the

Annual Tarpon Rodeo which is now 32 years old, and started long before there was a road to Grand Isle.

This popular Jefferson saltwater fishing classic does not restrict the catch to tarpon, but offers prizes in 22 classifications of sport fish, including cobia (or lemon), jacks, bonito, marlin, sailfish, and dolphin.

To this yearly summer event, which is effectively publicizing far and near the fishing delights of Jefferson's Pleasure Island, has been recently added the Scuba Divers International Tournament, held at Grand Isle because of ideal diving conditions and the abundance of many fish species.

CHAMBER OF COMMERCE COUNCILS

During the last few years of Jefferson's phenomenal growth, because of its many new facets to be constantly studied and not only promptly but properly promoted, two Councils of the Chamber of Commerce of the New Orleans Area have been established, one on the West Bank and one on the East Bank. Their members are composed entirely of Jefferson Parish professional and businessmen.

These two Chamber of Commerce groups study and approve or oppose the various parish movements and events as they come up and keep a constant promotion program going on in Jefferson Parish to solve its problems and stimulate its progress.

Among the East Bank Council's Program of Work for 1960 are the continu-



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World Record Catch

The show stealer of the 1960 Grand Isle Tarpon Rodeo was this 505 pound Jewfish brought in by Jerry Fabacher of the Jax Scuba Divers Club (shown at far left peering from behind his catch). This broke his own unofficial skindiving world record 491 pound Jewfish he had brought in the week before from the Gulf of Mexico off Grand Isle.

ance of full support for the erection of a 200 bed hospital on the East Bank; promotion of the installation of highway lights on Airline Highway between the eastern boundary of the Parish and Labarre Road; advocate that the State be reappointed after the 1960 Census, so as to provide the people of Jefferson Parish with a fair proportion of representation in the Senate and House; study the many sewage disposal and drainage problems; promote Moisant Airport as an air freight distribution center and study the possibility of creating a branch of the Foreign Trade Zone #2 at the Airport; encourage the establishment of recreational facilities along Lake Pontchartrain for Jefferson residents and tourists; continue to promote the extension and improvement of highways and streets and seek means for the expansion and improvement of transportation facilities. These are the main features of the East Bank's Council's 1960 fifteen point agenda.

On the West Bank Council's 1960 Program Work are the continued promotion of the construction of artificial reefs in the Gulf so as to attract more fishermen to the area; continue to press for a park area on the right of way over the eastern side of Harvey Canal tunnel; new industries to locate on the West Bank

and existing industries to expand their facilities by striving to improve labor relations and the business climate; plus the highway and street improvement program and promotion of the state reappointment as also backed by East Bank Council. These are, also, only the major points in the West Bank's Council's 11 point 1960 program.

Behind these programs of work points the East and West Bank Councils are constantly releasing reports and preparing informative publicity.

PUBLICITY IS A TWO WAY STREET

Many of Jefferson's individual industries, public utilities and business groups have long ago discovered the fundamental truth about public relations—that by promoting the parish in which they operate they are promoting themselves. The list is long and we have only room for three examples.

The Industrial Development Department of the Texas and Pacific Railway Company, for instance, has been quite active in its efforts to promote Jefferson Parish as the site for new or expanded industry. Officials of this department are in regular contact with industrial leaders throughout the country relative to the advantages of Jefferson Parish.

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Special attention has been paid to industries that would need waterfront location for the inbound movement of raw materials for processing and shipment via rail to all parts of the country. The advantages of Jefferson Parish with its abundant supply of good productive labor and economical fuel, power and unlimited water supply make this one of the most attractive industrial areas in the country. The Texas and Pacific has played a key part in the locating of several new facilities in the area and it is its stated policy to continue its aggressive program.

The department's program is centered around personal contact by its staff members. Extensive trips are made by departmental workers, both to new prospects and to firms which have indicated interest in past contacts. Site maps, economic data and other vital information relative to the industrial advantages of Jefferson Parish are presented to these firms.

As another illustration, the Industrial Development Department of the Missouri Pacific Railroad prepares a "personalized" brochure varying with the type of industry involved, but in general includes detailed information regarding sites supported by prints, photographs, railroad and highway maps, government quadrangle or topographic maps; detailed information on all forms of transportation; availability of electrical energy, fuels and water, including quantity and quality of both surface and ground water; and general data on the community or area in which the plant site is located, such as population, characteristics of labor supply, taxes, educational and recreational facilities, climatical data, housing, and other information pertaining to living conditions in the area. In addition it is not unusual to submit a current copy of the Jefferson Parish Yearly Review with this "personalized" brochure.

Another outstanding example of parish industrial promotion is the Louisiana Power and Light Company's Area Development Section which collects and maintains up to date data on available industrial sites, resources and raw materials, transportation facilities, water, power and fuel, labor, markets and waste products.

Its personnel travels and contacts industries which may be considering expansion or relocation and invites them to come for a firsthand look, making available to them the above mentioned material plus any specific information



Beautiful lake Pontchartrain offers year round water sport to Jefferson residents. Boating, water skiing, swimming, fishing, crabbing and shrimping, abound in this salt water paradise.

desired by any individual industry.

Also it carries on a program of direct mail with special bulletins and its bi-monthly Middle South News, plus a program of national advertising. Many of its bulletins pertain to waste products of industries already located here, which may provide raw materials for a new industry.

This Development Section usually works with other development groups such as railroads, Chamber of Commerce, realtors, trade organizations, parish officials, local industrial plant managers and the State Department of Commerce and Industry. It has been particularly successful in helping to locate new plants in the fields of petroleum, chemical, petro-chemical, food processing, service and distribution and the conversion of agricultural, forest, mining and animal products.

THE REVIEW NOW IN ITS SECOND QUARTER CENTURY

So widespread and overlapping is the industrial and recreational promotion of Jefferson Parish that there is hardly a business concern or industry in the parish that is not taking part in some program that is helping to PUBLICIZE JEFFERSON, of which the Jefferson

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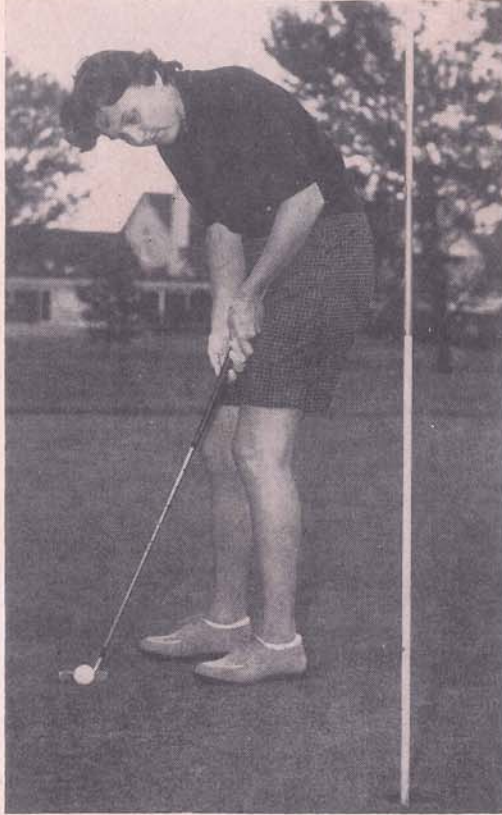
Pictured above is the Airline Park Team which represented Jefferson Parish in the "Dixie World Series" in South Boston, Virginia, and brought the Trophy given to the Champions back home to a tumultuous welcome of relatives and friends.

Front—Mike Kaplan, Bat Boy. 1st Row, left to right, Gary Roark, Dennis Fitzgerald, Bob Thomas, Ellis Adams, Pat Gallwey, Ed Juhas. 2nd Row, left to right, Ed Clay, Mike Zibilich, Ronnie White, Stan Dubroca, Farrel Whitehead. 3rd Row, left to right, Lester Kaplan, Coach, Don Simpson, Jose Martinez, J. B. Rateau, Mike Coogan, Bill Dole White, Asst. Coach.



JEFFERSON PARISH DOLL & TOY FUND

The Jefferson Parish Doll & Toy Fund provides Christmas gifts to over 6,000 of Jeffersons needy and deserving children, and is supported by the business and professional men of the Parish. The highlight of the program is a parade in which Santa goes from the airport to the distribution centers.



Pictured above is Mrs. A. T. Higgins, one of the outstanding women golfers in the state. Mrs. Higgins, representing the Metairie Country Club, has won titles in the city championship and has been club champion 8 times at Metairie.



Here is Sheriff "Jack" Fitzgerald presenting a commission to one of Jefferson Parish's young junior deputies. The Junior Deputy Program of the Sheriff's office is acclaimed as a model program for youth and one of the finest of its type in the United States.



Panorama view of the track, club house and facilities of Jefferson Downs Race Track—which opens for racing on the 4th of October, closing before Fair Grounds opens on Thanksgiving Day. And then, when Fair Grounds closes in March, Jefferson Downs presents racing again until May.



A closeup of happy participants at the Pages' Party. This annual party is now a tradition and was started years ago by Senator Stumpf who has served in the Senate for twenty years. Although Senator Stumpf retired last year he plans to continue this annual event. And Senator French M. Jordan, who has taken Senator Stumpf's place, has added his reassurance that the famous "Stumpf Party for Pages will always go on."



Former Senator Alvin T. Stumpf of Gretna, who retired from the Senate this year, presents a \$50 Savings Bond to Alice Macmurdo of Baton Rouge at the Pages' Party which he started during his twenty year career as Senator and gives every year near the end of the session. Looking on is Representative A. T. (Apple) Sanders, himself a former page. In the background is Sen. Ainsworth and Sen. Rogers.

Parish Yearly Review in which this article appears is an excellent example.

Twenty six years ago at its 1935 March meeting the Jefferson Parish Police Jury authorized and sponsored the publication of the Jefferson Parish Yearly Review, a new publication designed to report the activities and promote the industry, agriculture, commerce and communities of the parish.

In 1935 Jefferson had only 40,000 population but that year can be considered the beginning of modern Jefferson. The Huey P. Long Bridge both ends in the parish had just been completed, the parish had just welcomed the deepest oil well in the nation and the Harvey Canal with its new Locks was just swinging into its stride.

Ever since then the Yearly Review has faithfully and fully reported each year's progress and outstanding events—an annual comprehensive installment of Jefferson's exciting and continued story in words and pictures that is distributed free to business executives, is placed on file in school and public libraries where it is frequently referred to, is used by the Jefferson Parish Schools as supplementary reading, is distributed among doctors and dentists' offices and is available to students, researchers and businessmen seeking information on Jefferson Parish—for it has been long recognized as the only existing complete and authentic source of data on Jefferson Parish—annually produced in a colorful book type magazine form that now runs 224 pages and adapts itself to easy filing on an executive's book shelf and is the only parish publication of its kind in Louisiana.

The Review has annually carried the

up to the minute story of Jefferson throughout the nation, a powerful public relations medium that inspires new residents to settle and new businesses to locate in Jefferson. As an illustration, it was instrumental in directing the attention of the executives of American Cyanamid Company to the industrial advantages of Jefferson Parish, which was followed by their decision in 1951 to establish the present Fortier plant in Jefferson Parish, an industrial investment that now approaches \$100 million.

* * * *

Publicizing the parish continues to grow more important as Jefferson grows bigger. More accomplishments to report, more advantages to present, and more activities to promote.

A famous story of William Wrigley sort of wraps up this vital phase of Jefferson's pulsing progress. A stranger sat down beside him in a day coach once and said "You're Mr. Wrigley aren't you?" When he received a smiling yes, he continued "Will you tell me why, with your gum on sale everywhere in the nation, you keep on advertising so heavily?"

Mr. Wrigley quietly replied: "The chewing gum business, and I would say any other business, is like this train which is now traveling at full speed. Shut off the steam, the momentum will carry it a short way, but it will gradually slow to a stop. Shut off the promotion of any product and the same thing will happen."

Shut off the promotion of Jefferson Parish and it, too, in spite of its momentum and pulsing progress, can slow down to a halt.

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Officials' Directory

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Officials of the Town of Grand Isle—Group Photograph with Titles and Wards the Aldermen represent	Page 162

OTHER ELECTED AND APPOINTED OFFICIALS OF JEFFERSON PARISH

JUSTICES OF THE PEACE (Elected): Lycester L. Trauth (Wards 1, 2 and 3) and Raymond E. LeBlanc (Wards 4 and 5), Court House, Gretna; Leo E. Kerner, Jr. (Ward 6), Lafitte; Jared A. Wilkes (Wards 7, 8 and 10), East Bank Parish Office Building, Metairie; Joseph R. Becnel, Sr. (Ward 9), Kenner; and Miss T. Mercedes Adam (Ward 11), Grand Isle.

CONSTABLES (Elected): James M. Boyle (Wards 1, 2 and 3) and Simon J. Gauthreaux (Wards 4 and 5), Court House, Gretna; Charles Pizani, Jr. (Ward 6), Lafitte; Louis A. Rome (Wards 7, 8 and 10), East Bank Parish Office Building, Metairie; Herman G. Dautreix, Sr. (Ward 9), Kenner; and Percy Crosby (Ward 11, Grand Isle).

The Officials listed here are all appointed.
PARISH DEPARTMENT HEADS: Ray L. Condon, Department of Sanitation, 648 Helois St., Metairie; Peter J. Russo, Department of Water, 3600 Jefferson Highway, Shrewsbury; Thomas F. Donelon, Department of Safety, Domenic Albano, Department of Personnel,

and Franklin R. Rodriguez, Department of Planning, East Bank Parish Office Building, Metairie. Donald M. Nettles, Department of Finance, Clarence A. LaBauve, Department of Roads and Bridges, and Harold E. Kytte, Legal Department, Court House, Gretna. As of September 1, 1960, when this Directory was prepared Bert Chalona was acting as Director of Department of Recreation. Office: 1521 Palm St., Metairie.

CLERK OF THE PARISH COUNCIL: Frank J. Deemer, Court House, Gretna.

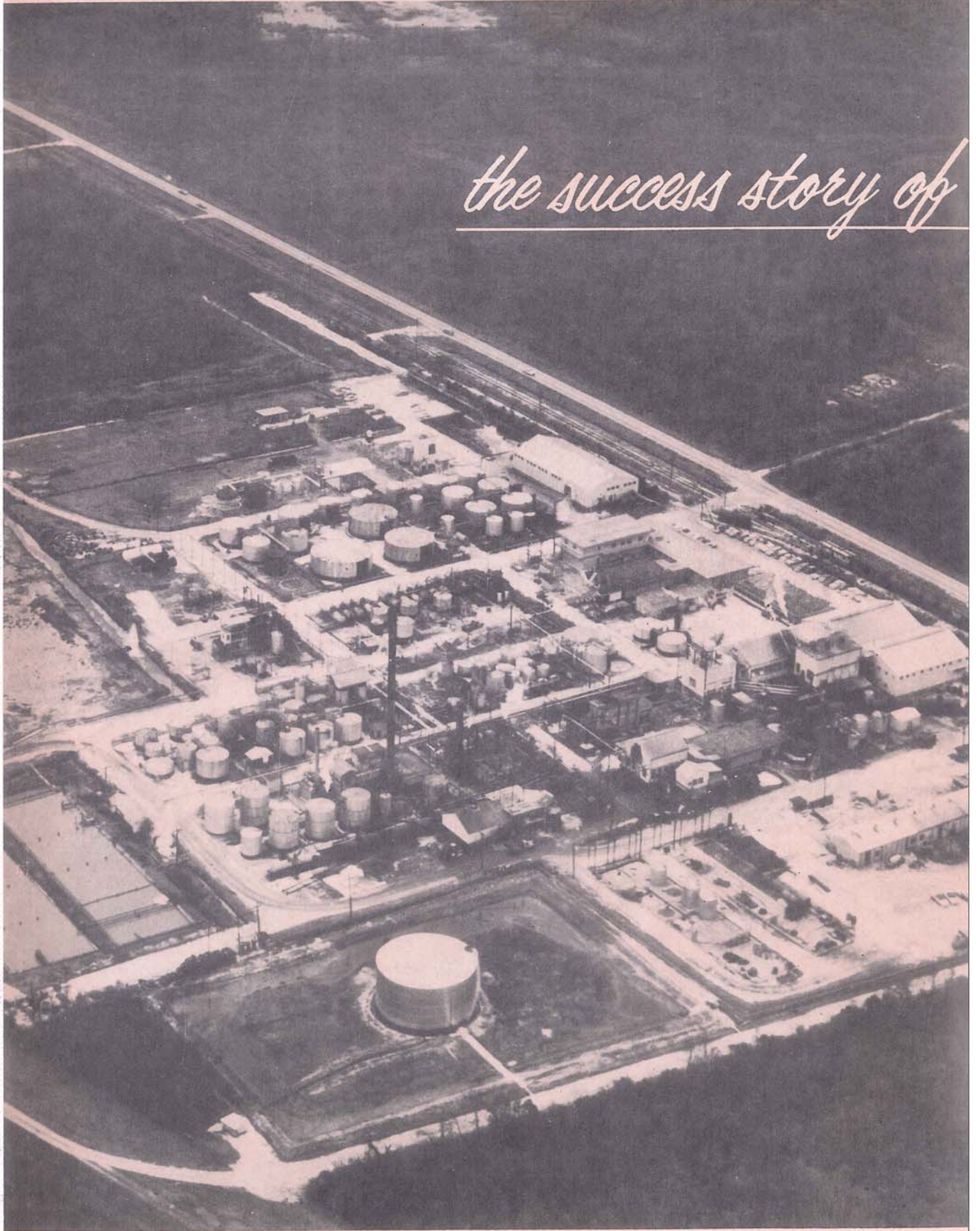
SHERIFF ADMINISTRATIVE ASSISTANTS: Merlin G. Hudson, East Bank Parish Office Building, Metairie, and Harry J. Delhommer, Court House, Gretna.

CHIEF DEPUTY ASSESSOR: As of September 1, 1960, when this Directory was prepared the office was vacant. Office: Court House, Gretna.

CHIEF DEPUTY CLERK OF COURT: Augustin Marrero, Court House, Gretna.

CORONER'S EXECUTIVE SECRETARY: Ernest L. Helbach, Court House, Gretna.

the success story of



PLAQUEMINES PARISH

By LEANDER H. PEREZ

District Attorney of Plaquemines and St. Bernard Parishes

For practically the last three decades, the people of Plaquemines Parish have enjoyed the lowest property tax rate of any parish in Louisiana. During this same thirty year period, Plaquemines has become nationally recognized as one of the richest in natural resources of any area its size in the United States.

Historically, this picturesque parish of Plaquemines that contains the 984 square miles of land flanking the Mississippi River on both sides throughout its last hundred mile dash below New Orleans to the Gulf of Mexico, is subject matter for a whole book.

Here in 1682, at the mouth of the river on what is now Plaquemines soil, the explorer LaSalle first claimed for France all the land drained by the Mississippi and its tributaries—a million square mile hunk of real estate he called the Colony of Louisiana in honor of his King Louis XIV, which the United States later bought from Napoleon for \$15 million and which today comprises the entire Mississippi Valley.

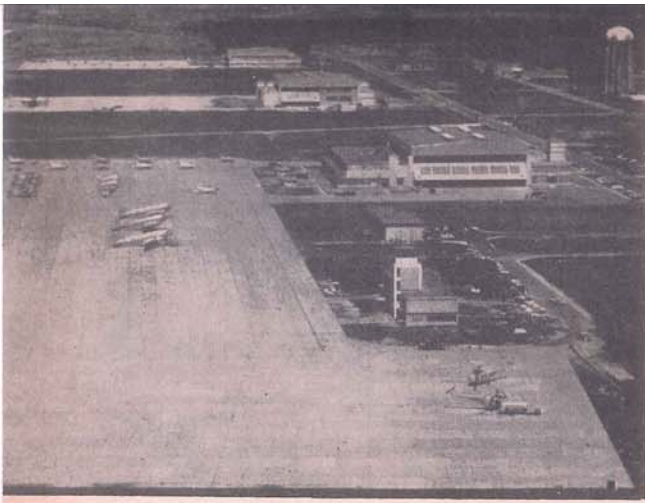
Here, seventeen years later in 1699, when France finally sent an expedition to take possession of and colonize Louisiana, occurred the monumental bluff which by its sheer effrontery stopped England's plans to establish a foothold on this half continent LaSalle had pre-empted for France.

At what is historically known as English Turn in Plaquemines (recently re-named Port Nickel) the Frenchman Bienville, with several companions, was returning downstream in a pirogue from an exploration trip of the Mississippi when he encountered an English warship moving upstream. The English Captain Banks and Bienville stopped and conferred, and so thoroughly did the Frenchmen convince the English commander that the pirogue was merely a patrol boat of a French fleet in force farther upstream, that the warship turned around (hence the appropriate name English Turn) and left Louisiana in possession of the French, who actually at the time numbered less than 300 settlers and soldiers and no fleet.

Had the English Captain not believed Bienville's big bluff, (one of the most fantastic in history), had he gone on to discover the weakness of the French, England would have, as was her plan, moved in and taken possession of Louisiana herself. Had this occurred there would undoubtedly be no United States stretching from ocean to ocean as we know it today. It can be seen that Plaquemines long before it was a parish played an important role in our national destiny.

Almost immediately, knowing that a

Left: The Oronite Chemical Company at Oak Point just south of Belle Chasse is a Plaquemines Parish industrial veteran. It manufactures a variety of chemical products used primarily by other industries—such as lubricating oil additives, Nonionic Dispersants, odorants for gas lines and hydraulic fluid for jet aircraft. The plant employs approximately 235 persons and has been in operation since 1943 when the manufacture of lube oil additives for the use of the armed forces was introduced.



The 3251 acre Alvin Callendar Field of the U. S. Naval Air Station just outside Belle Chasse in Plaquemines Parish, the home of the "Weekend Warriors." The runways are capable of handling any modern jet plane and since flight operations began in 1958 has handled over 105,000 landings and take-offs. It is one of the major southern defense system bases of the United States. This installation is the first joint Air Reserve Training Center in the U. S.—training Louisiana, Mississippi, Alabama, Florida and Texas airmen of the Naval Air Reserve, Marine Air Reserve, Air Force Reserve, Louisiana National Air Guard and Coast Guard Helicopter Rescue Unit.

bluff would not work the second time, Bienville established near the present day community of Phoenix in Plaquemines the first fort in what is now the state of Louisiana. There is a plaque today marking the site of this Fort de la Boulaye.

Long before New Orleans was established Frenchmen and Canadian "Coureurs de-bois" from this base at Phoenix, had penetrated and settled in the depths of Plaquemines and had started the fishing, farming and fur-trapping that are still a valuable part of Plaquemines, economic life.

It was also in Plaquemines Parish, on their plantation at Jesuit Bend occupied shortly after New Orleans was founded, that the Jesuit Fathers introduced to the new Colony of Louisiana the cultivation of citrus fruits, the importance of which is acknowledged in the name of the parish itself — for Plaquemines is an Indian French patois word meaning "persimmons." Because of their labor of love Plaquemines is the only parish in Louisiana commercially raising citrus fruits — and is nationally famous for the incomparable juiciness and sweetness of its oranges.

WHEN PLAQUEMINES WAS THE "EMPIRE PARISH"

Following the introduction of fishing, farming, fur trapping and citrus cultivation in Plaquemines came the now

long forgotten era of sugar cane and lowland rice that made rich men of Plaquemines' river front planters and created a fabulous fifty year long period of prosperity during which Plaquemines became known as the "Empire Parish."

This period started, of course, when DeBore of New Orleans discovered in 1793 how to successfully crystalize sugar. In a few short years this achievement had created among Louisiana's sugar planters more rich men than in any other comparable section in the United States.

For raising sugar cane Plaquemines lush acres of Mississippi River silt could not be excelled, and for raising rice its overflow banks provided rice paddies that produced great profits with little labor.

Several factors contributed to the final collapse of this half century of planter prosperity in Plaquemines. The War Between the States and the ensuing ruthless years of Reconstruction delivered the most telling blows. But also the economic necessity of finally centralizing the sugar mills helped and the day of the glory of the independent individual sugar cane factories. And the necessity of raising the river levees higher to protect valuable property in and below New Orleans, shoved the rice plantations farther and farther downstream, until they ended up by planting Providence Crops near the mouth of the river, so named because the planters trusted in Providence that a storm did not destroy them.

But more rice crops were lost than

The Freeport Sulphur Company's loading operations at Port Sulphur in Plaquemines Parish, where the bright yellow miracle mineral is transferred into cargo ships, barges and freight cars from the normally maintained 70,000 ton stockpile, part of which is shown in the foreground of the picture.



were harvested. The gamble became too great and finally the Providence Crops were given up and with them the long prosperous rice industry of Plaquemines. A unique footnote to the Providence Crops is that the frequent failures were bad for the planters but were a boon to the millions of migratory birds that flew their way across Plaquemines twice a year.

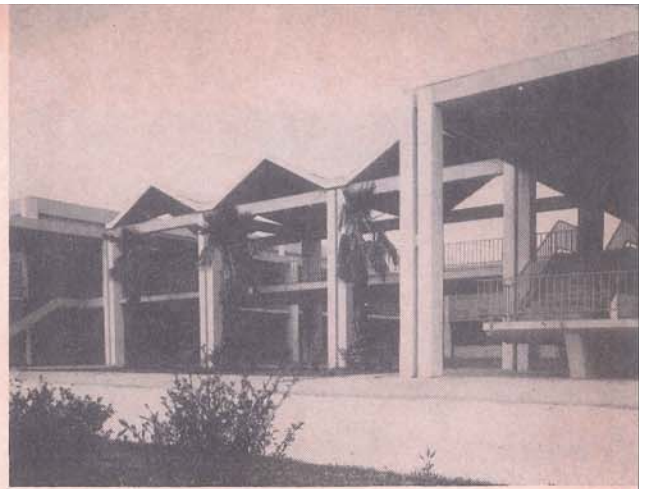
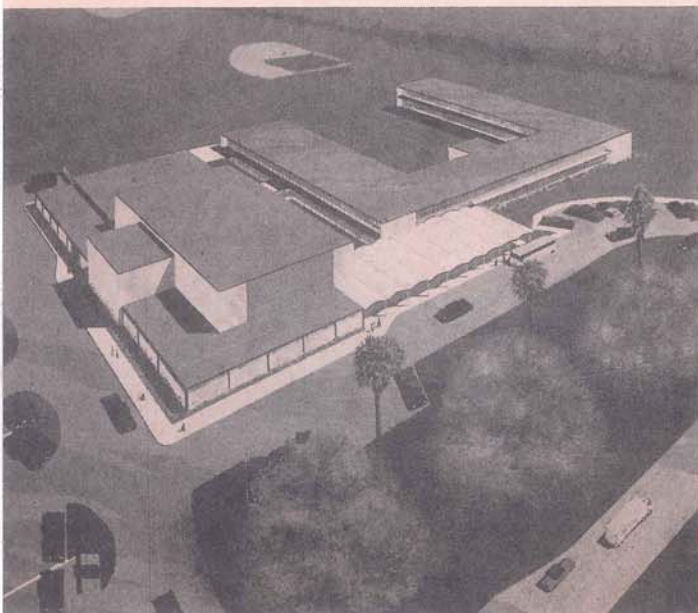
THE LONG YEARS OF PRIVATION

Following the slow but complete collapse of the fifty year long Plaquemines prosperous planter period the economic pendulum began to swing in the opposite direction and reached the other limit of its arc in 1893, when the terrible huurricane of that year practically destroyed all the parish orange groves—leaving the people nothing but their fishing, truck farming and fur trapping to make a living.

From that time on, for over the next thirty years Plaquemines Parish entered and endured the period when it became the poorest parish in Louisiana, long years during which the parish government frequently had less than \$2,000 a month to spend on its schools and public improvements.

This briefly covers the highlights of the history of Plaquemines Parish from that day LaSalle landed on its soil in 1682 up to that jubilant June morning of 1930 when the present day Plaquemines, the proud and prosperous parish we introduced in the first paragraph, emerged from its long period of privation and poverty with the yell that could be heard from Pilot Town to Belle Chasse — “OIL!”

The architect's drawing of the beautiful new Plaquemines Consolidated School to be constructed in the near future in the Boothville-Venice area.



The center entrance of the newest of Plaquemines Parish schools—the Consolidated School, Auditorium and Gymnasium at Belle Chasse.

LAKE WASHINGTON HIT THE HEADLINES

For over thirty years nothing dramatic had happened to Plaquemines. And then twice in three years Plaquemines found itself suddenly nationally noticed and the possessor of two new and prosperous industries.

On that memorable day in June 1930, oil began flowing from Plaquemines first well in the Lake Washington area, known also as Grand Ecaille. Hardly had the excitement following this glorious news subsided when, in the same Lake Washington area, Freeport Sulphur, after years of experimentation began operation of the second largest Frasch sulphur mine in the world in December of 1933.

Today, with the fields of several major oil companies operating in Plaquemines and Freeport's two sulphur mines at Grand Ecaille, and Garden Island, Plaquemines is the largest parish producer of the two vital elements of oil and sulphur in Louisiana.

To grasp some of the magnitude of the Freeport Sulphur original Grand Ecaille mine, completed and put into operation in 1933 and expanded in 1947, mull over these facts:

A ten mile long canal was constructed to bring fresh water from the Mississippi River to the mine site; more than 40,000 pilings were used to support its buildings and facilities which, if laid end to end, would extend from New Orleans to Dallas, a distance of 500 miles; if all the 90 million cubic yards of mud dredged for filling in sites and for injection into producing wells were spread out an inch thick, this amount would cover 1,036 square miles — more than the combined surface area of the three Louisiana parishes of East Baton Rouge,



Shell Oil Company maintained its position in 1959 as Louisiana's leading offshore oil producer, averaging 55,000 barrels of oil and condensate daily compared with 46,000 barrels a year earlier. Shown here is part of newly acquired acreage in Plaquemines Parish—including one tract in Main Pass Block 83, offsetting the west edge of Shell's Main Pass Block 69 Field, and two tracts which offset the south edge of Shell's Pass Block 27 Field.

West Baton Rouge and Ascension; and around its administration building and facilities at Port Sulphur has grown up one of Plaquemines' most important towns. The two Freeport mines of Grand Ecaille and Garden Island produce over three quarters of Louisiana's annual two million tons of miracle mineral.

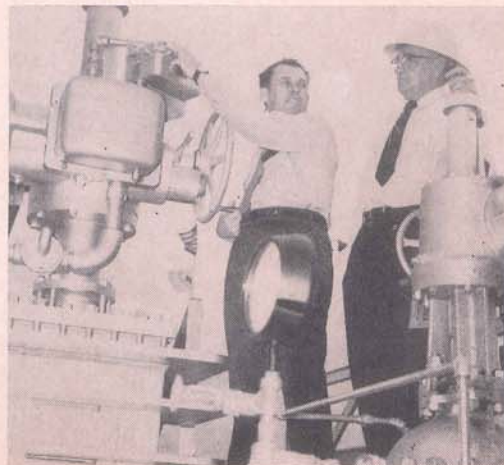
As of July 1959 Plaquemines possessed a total of 2573 inshore and offshore producing oil wells, a dramatic indication of the importance of the oil industry in this parish, which has created whole communities around its operations such as, for example, Tidewater Town, the camp for Tidewater Oil Company employees in lower Plaquemines Parish.

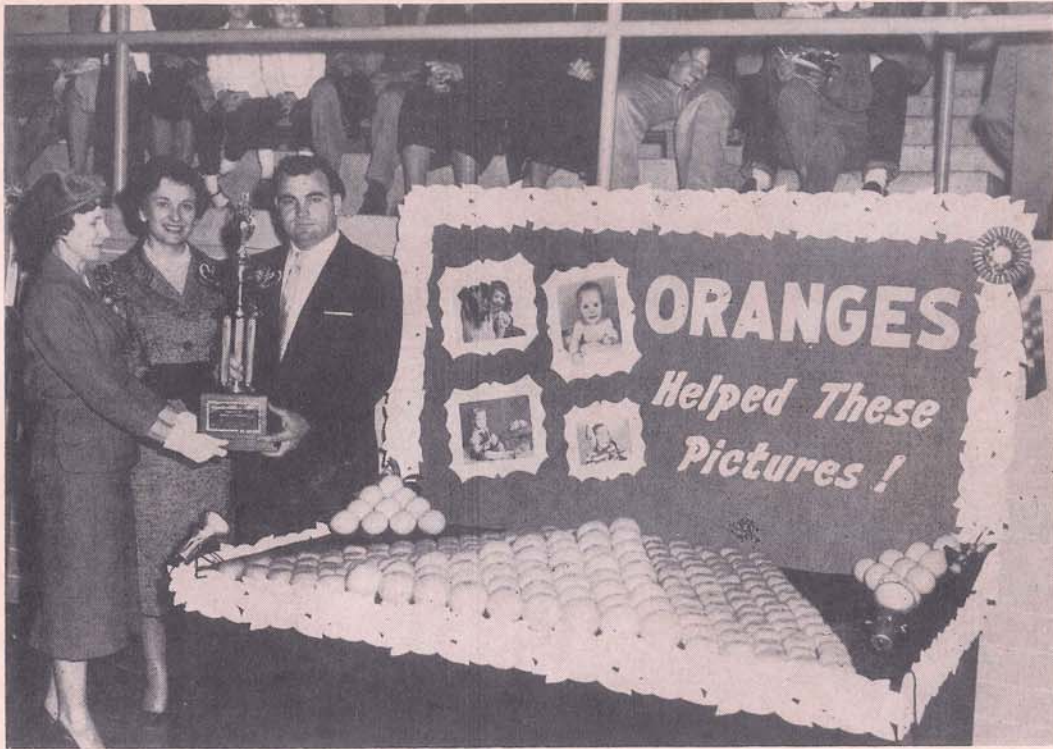
This community now boasts a paved road to the closest Plaquemines town of Venice. Here in the middle of the marshy swamplands Tidewater Town has its own recreation hall, complete with cooking and dining facilities, automatic record player, pool table and movie projector. Here are held the meetings, parties and socials of the more than a hundred Tidewater employees and their families.

In addition to sulphur and oil, there

is also a great production and reserve of natural gas, the third of the three elements which have made Plaquemines, as we mentioned in the first paragraph,

On February 19, 1960 the Shell Oil Company's Delta Pipe Line was a year old, and is shown here being inspected on its birthday at its Norco Refinery terminal where nearly 85,000 barrels of crude oil arrive each day from the Shell Oil fields in Plaquemines at the mouth of the Mississippi. This is a 21% increase over the 70,000 barrels it carried in the early days. This pipe line which has never experienced a major breakdown travels 95% of its distance through marsh lands.





First Prize Citrus Display Winners in the 1959 Plaquemines Parish Fair and Orange Festival were Mr. and Mrs. Anthony J. Lulich, shown with Mrs. S. E. Niles, Fair Information Booth Chairman.

one of the riches in natural resources of any area its size in the U. S.

The daily allowable production of Plaquemines combined inshore and offshore gas wells is close to 350,000 million cubic feet. Up until the early Fifties this vital element to modern living and industry has burned as waste in Plaquemines, but today, handled partly by the Delta Power and Gas Company, it has been piped since 1954 from several fields to Plaquemines own people and its nearby industries, including the Kaiser Aluminum plant at Chalmette.

THE HISTORIC ACT THAT ESTABLISHED PLAQUEMINES' LOW TAX RATE

In the early Thirties, as soon as Plaquemines began receiving a substantial tax revenue from its two new products of oil and sulphur, it began to plan the public improvements for which it had patiently waited for years.

To do this intelligently and efficiently and to provide a non-wasteful transformation of its increasing revenue into progress, Plaquemines Parish made a move to streamline the parish government so that all future plans and improvements could be handled without increasing the taxes of the people.

Now history is the famous constitutional amendment and enabling acts, drafted by me as District Attorney and sponsored in the state legislature by our parish Representative and Senator, which permitted Plaquemines, or any other Louisiana parish, to assume the outstanding indebtedness of all its various local taxing bodies, eliminate all overheads, and consolidate everything under the parish Police Jury to reduce the overall tax burden.

Drastically and immediately the parish taxes supporting the outstanding indebtedness of School Districts, Levee Districts, Drainage Districts and Road Districts were reduced from as high as 25 to as low as 3 mills. The overall reduction was a drastic 60% cut — and ever since that consolidation of authorities the people of Plaquemines Parish have been the recipients of the lowest property tax rate of any parish in Louisiana.

Since then canals have been dug and deepened, locks have been constructed, land has been drained and re-claimed, purified water has been piped into the populated areas of the parish, assistance has been extended to the farmers, fishermen and citrus growers, roads have been improved, ferries have been



A panorama of a few of the citrus fruit displays which crowded the prize winners at the 1959 Plaquemines Parish Fair and Orange Festival.

installed, fire protection has been provided and the finest schools in the state, for a population not much exceeding 22,285 people, have been steadily constructed—all financed by the parish, but tax free to its people. And, of all of these, the one of which the parish is probably most proud is the almost completed parish wide system of new, large modern schools.

THE PLAQUEMINES SCHOOL SYSTEM

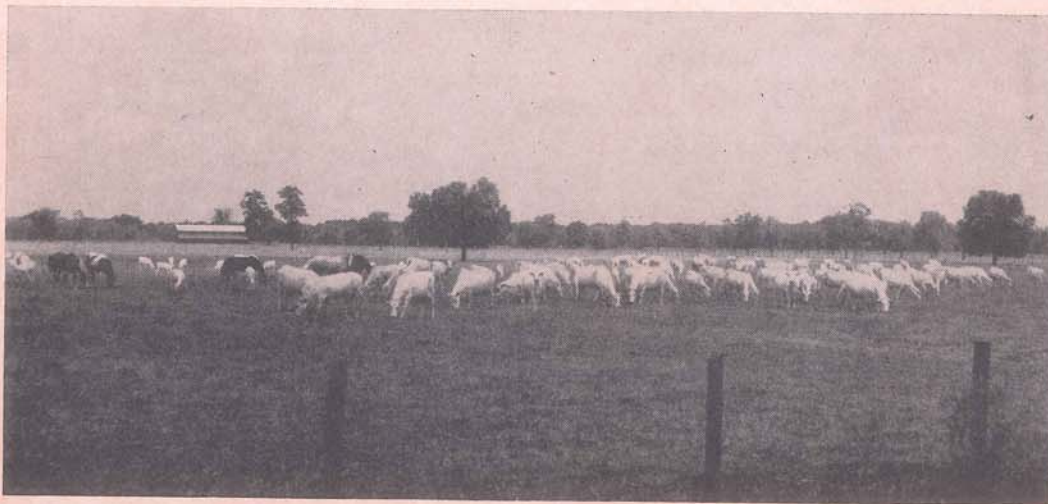
Right after the close of World War II, when building materials could again be secured, Plaquemines began one of its most outstanding public improvements—the construction of the most modern public schools that educational experts and architects could create.

One by one they began to appear—beautiful, practical, combination high and elementary schools for the white children—at Woodlawn, Buras, Port Sulphur and Belle Chasse. The Belle Chasse School, auditorium and gymnasium was the last completed and recently occupied. Still to come is the already planned white Elementary and Junior High School in the Boothville - Venice area.

The new Plaquemines Schools included the three large modern Negro consolidated schools at Sunrise, Phoenix and Scottville.

All these large beautiful new, modern parish wide school buildings come as a surprise to the stranger.

A part of the herd of cattle and horses that can be seen from the highway at the Idle Wild Ranch of Judge Perez, who is one of the pioneers and protagonists of Plaquemines' growing and up-graded cattle industry.





The new Belle Chasse Ferry pulling in from Scarsdale for a landing at Belle Chasse.

The Plaquemine High Schools are fully accredited in the Southern Association of Colleges and Secondary Schools. They provide both academic training and business education courses, plus home economics, industrial art and mechanical drawing. A recent innovation to the High School program is a course in Driver Education.

The Plaquemines school lunch program is recognized as among the finest in the state and its school health program is outstanding.

THE NEW PLAQUEMINES FREE FERRY

Plaquemines has no bridges across the Mississippi and getting from one side of the river to the other has always been a problem for both its residents and visitors. Years ago, as soon as it could in line with its planned public improvements program, the parish installed at no cost to the people and began operation of the only free river ferry between its parish seat at Pointe a la Hache and the West Bank. This saved thousands of people thousands of hours.

Also, its efficient regular operation and free passage to anyone, widely publicized progressive Plaquemines Parish far and near.

Just this last summer, again at no tax cost to the people, Plaquemines began operation of its second free ferry at the industrially developing upper end of the parish near Port Nichel—the huge BELLE CHASSE reconverted to

diesel from the former coal powered New Orleans Third District Ferry Boat—plying back and forth from 6:30 a.m. and midnight between Belle Chasse and Scarsdale. This permits those on the East Bank to rapidly cross the river for easy access to the new Mississippi River Bridge and permits parish residents to take employment or live on either side of the river without loss in travel time.

WATER, WATER EVERYWHERE

Because Plaquemines is virtually surrounded by water, the river in front and the marshes behind, most of its problems and public improvements in the last three exciting and progressive decades have involved water in some aspect: drainage to eliminate it; water works, tanks and mains to provide it in potable form; canals and lock to navigate it and levees to protect the parish against it—all again without tax cost to the Plaquemines people.

For the fishermen (221 shrimp boats alone operate out of Plaquemines Parish) and the rapidly increasing number of boats serving the oil industry, the parish has over the years continued a steady program of constructing and improving canals and building free repair ways. One of its outstanding achievements in this category was the construction of the Free Empire Locks in 1950 and the Free Ostrica Locks in 1953, the completion of which saved all boats the hundred mile trip around the mouth of the Mississippi.

Aerial view of the Timcoat Corporation plant facilities at Belle Chasse, employing about 100 men in all phases of the work, where "Timcoat," and asphaltic mastic, is applied to pipe as heavy as 24" outside diameter. This is the largest pipe coating plant in the world, and the only one of its type offering a product that gives corrosive protection and weight coating all in one operation.





John J. Vogt Jr., of Port Sulphur, who walked off with three prizes in the Poultry Division of the 1959 Plaquemines Parish Fair—taking First Prize in Senior Division, Grand Champion and Grand Prize. His chickens received 240 out of a possible 250 points.



At the Plaquemines Experiment Station Superintendent Ralph T. Brown and Lloyd Jones of the Experiment Station at Baton Rouge inspect Red LaSoda potatoes that have been grown in a test plot with different kinds of nitrogen fertilizer as a top dressing.

The recent impetus to farming, cattle raising (there are about 10 thousand head in the parish now) and truck gardening (incidentally there were over 60,000 boxes of tomatoes produced in the northern end of the parish last year) is due greatly to the program of adequate drainage throughout the parish. This program has reclaimed 14,311 square acres of rich soil from the marshes in the seven drainage districts on both sides of the river. The pumping maintenance of these salvaged acres cost the farmer only \$1.00 per acre per year.

And finally, while on the subject of water projects Plaquemines became the proud possessor several years ago of the Belle Chasse Intracoastal Waterway Link Tunnel, the first underwater tunnel in the state.

With the recent dedication of the two new water purification plants—one the \$850,000 Dalcour Waterworks and System on the East Bank at the upper end and the \$1,100,000 Boothville Wa-

terworks Plant and System, serving the Boothville-Venice area on the West Bank at the lower end — Plaquemines Parish can now practically say “water, water everywhere and all you want to drink.”

Now under way is the new Bohemia-Pointe a la Hache-Phoenix highway on the East Bank which in addition to providing a better means of transportation will protect the people against Gulf storm flood damage. This highway will be constructed on the river side of an embankment 12 feet above mean Gulf level some distance back from the road now in use paralleling the Mississippi River levee. This highway embankment will be higher than the highest recorded storm tidewater flood mark on the East Bank.

On the West Bank the Policy Jury as governing body of the Buras Levee District, undertook to rebuild back protection levees to an 8 foot elevation above Gulf level to better protect the people of City Price to the Venice area

Visiting farmers and gardeners enjoying the wonderful barbecue and refreshments that were part of the interesting and educational Plaquemines Parish Field Day celebration on May 28th, 1960.





Manuel Galle of Braithwaite, at the 1960 Plaquemines Parish Experiment Station Field Day ceremonies, received from Judge Perez the Leander H. Perez Tomato Trophy for growing the best tomatoes in Plaquemines Parish in 1960.



The Review camera caught a couple of enthusiastic but unofficial citrus display judges at the 1959 Plaquemines Parish Fair and Orange Festival. They are Michele and Steve Wright of Port Sulphur.

from storm gulf tides. This program included improving drainage canals and pumping stations at a total cost of over \$1 million, parish financed, without any increase in taxation.

Also, on the West Bank, Louisiana Highway 23 was widened from 18 feet to 24 feet between West Point a la Hache and Triumph. This all concrete base highway with a bituminous hot mix wearing surface topping was paid for out of monies due the parish from the royalty road fund. At Port Sulphur and at Buras the highway was widened from curb to curb and sub-surface drainage was installed. Sidewalks were laid beyond the widened areas.

PLAQUEMINES PARISH PROMOTES ITS PRODUCTS

Busily serving the farmers and citrus growers of Plaquemines are Murphy W. McEachern, County Agent, Mrs. Mary Kinman, Home Demonstration Agent, and Ralph T. Brown, superintendent of the Plaquemines Experiment Station —

and their staffs.

Veteran County Agent, McEachern, in addition to his normal busy occupation of advising, educating and assisting the farmers and citrus growers of Plaquemines, recently finished superintending the vaccination of all of the dogs of the parish against rabies (nearly 1000) and has completed the vaccination of about 90% of the nearly 10,000 cattle in the parish for anthrax, red water and black leg. In conjunction with superintendent Brown of the Experiment Station, he has recently conducted a series of 4-H schools or clinics, in which they demonstrate and explain the diseases and insects that attack citrus fruits.

Mrs. Mary Kinman, whose year long job is to work with the women of the parish and help them to become better home makers, has recently organized two new Home Demonstration Clubs, one in Woodlawn and one in Point a la Hache, making now 8 clubs in all with

A group of farmers and gardeners being told about the tomato mosaic transmission test at the Plaquemines Parish Experiment Station by Dr. James Sinclair, LSU Pathologist, during the 1960 Spring Field Day celebration.





The recently completed Court House addition and immaculate, modern, new escape proof Plaquemines Parish Jail at Point a la Hache. The jail ranks with the finest in the country. Its first prisoner was placed behind bars on February 8, 1960. It has a capacity of 72, with separate sections for white and colored, male and female, and it has a padded cell and solitary confinement cells. It requires only the Jailer and Record Clerk to operate it, as all maintenance is done by the prisoners.

several hundred homemakers under her supervision and guidance.

But twice a year these hard working educators in their fields, unite with the parish officials, civic leaders and growers they have been working with all year long, to bring the products of Plaquemines to the attention of the outside world.

In December the citrus growers exhibit their prize winning fruits at the Plaquemines Parish Fair and Orange Festival and in the Spring the farmers present their prize products at the Experiment Station Field Day. Both are now attended by increasing thousands of visitors each year, as these two animated showcases of the products of Plaquemines Parish reveal its progress.

Today there are 5,000 acres of citrus groves on the west side of the river from Port Sulphur to Venice, producing the famous Louisiana Sweets, navels, mandarins, tangerines, satsumas, kumquats and grape fruit. Citrus growing is Plaquemines largest farm activity and a proud one, knowing that it produces the tastiest oranges in the nation.

Twice in the history of Plaquemines, since the Jesuit Fathers first introduced citrus fruits to the parish, the orange groves have been almost wiped out. Once in the tropical storm of 1893 and again as recently as 1951 when the orange groves were hit by a freeze few of the trees were able to survive. The pessimists said the industry could never make a comeback, but the growers, encouraged and aided by the parish administration, the county agent and the Experiment Station, made a tremendous

comeback within four years. Today the healthy, hearty exhibits at the Orange Festival each December give no indication that less than ten years ago the orange industry in Plaquemines was all but dead.

RECREATIONAL PLAQUEMINES

Long famous for its 60,000 acre hunters' paradise at the lower end of the parish at Pass a l'Outre and for its nearby 45,000 acre protected Migatory Bird Refuge, both of which can be reached only by boat, Plaquemines, in its public improvement program has on the agenda a Fish and Game Reserve that can be reached by car and boat trailer.

It is tentatively planned for the lower areas of Myrtle Grove, Deer Range, Port Sulphur, Buras and Venice and to the passes at the mouth of the river. There will be four preserves whose total areas will be at least 150 square miles for the pleasure of hunters and sport fishermen, and will be operated in full cooperation with the game laws and regulations of the Louisiana Wild Life and Fisheries Commission.

THE PROLIFIC PARISH

Although the sugar cane and rice era of Plaquemines Parish is long forgotten its original occupation of fishing is still the livelihood of a number of the descendants of the pioneer French, Spanish and Dalmatians who first propelled their pirogues through its intricate water maze. Plaquemines is still the source of tasty oysters and succulent shrimp.

Within recent years two menhaden

Jailer Robert McCauley and Record Clerk Mrs. Eleanor Wiltze, with the booking counter in the foreground, exhibit the nerve center of the new Plaquemines Parish Jail, the Record Room. Notice the prominently displayed wall board of wanted criminals, both nationwide and local. Note the neat filing cabinets at the back of the room in which is one of the most complete sets of photos and criminal records in the state on prisoners who have passed through Plaquemines or may pass through.





A view of the West Bank Highway's 24 foot widening program — showing the completed work at the Port Sulphur main section of town.

plants began operations on the same day at Empire—the Empire Menhaden Company and the Quinn Menhaden Company. In the summer time their specialized boats bring in this distinctive saltwater fish found in abundance off Louisiana's shores from which thousands of consumer items from chicken and animal feed to rust proof paint are produced.

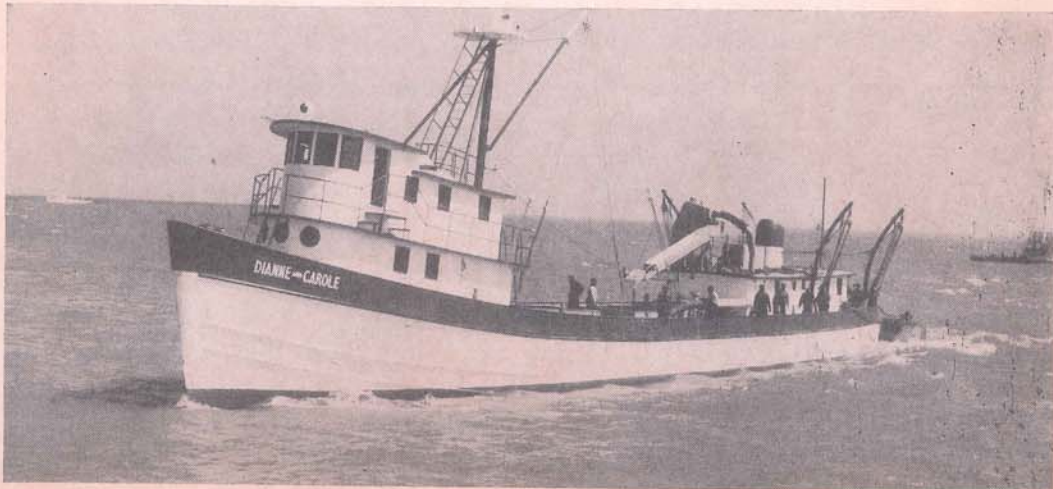
Plaquemines' thriving oil industry, by a strange paradox, has stimulated parish farming—for many of the citizens of the parish are employed by the oil companies and work their own little farms or truck gardens in their ample off and leisure time.

Citrus cultivation is on the increase as several new groves have been established on the east side of the river near English Turn where the Mississippi Rivers levee protects them on the north side from cold winter winds. And, as new land is drained and new blooded bulls introduced, the comparatively new cattle industry of Plaquemines continues to improve both in quantity and quality.

And, in the last of these recent three dramatic decades — attracted by the availability of Plaquemines produced natural gas since the Middle Fifties, the abundance of industrial water and strategic sites—industries began to gravitate to the northern end of the parish on both sides of the river, the employees of which the new Belle Chasse Ferry will so efficiently serve. The most recent was the 1958 establishment of the Freeport Nickel Refinery, a wholly owned subsidiary of Freeport Sulphur Co.

Although proud of its thirty year transition from the poorest parish in the state to one of its richest in natural resources and one of the most progressive in public improvements, Plaquemines is not disposed to rest on its record. Even as this is being read new projects are being planned. Plaquemines progress story is a continued story of which only the first few chapters have been written, because the policy of the parish administration is to improve conditions to help every body in the parish to make a better living, to prosper and be happy.

Typical of the modern menhaden vessels operating out of Plaquemines Parish is the "Dianne and Carole" of the Empire Menhaden Company fleet operating in the Gulf of Mexico out of Empire.



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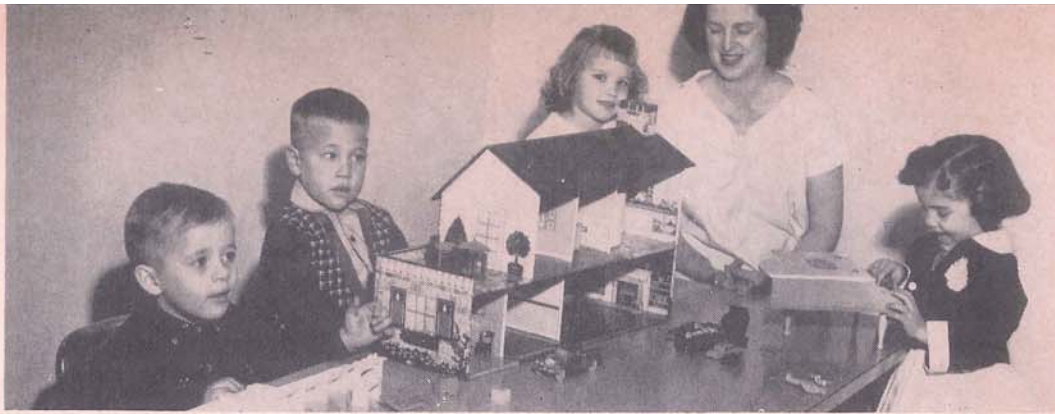
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Tiny tots, while their mothers are applying for Aid to Dependent Children Assistance, amuse themselves in the Welfare Department Waiting Room supervised by the receptionist. Their mothers, with ADC help, will be able to keep their family together and continue to give their children family love, even though the fathers are unable or fail to provide. (Photo posed by children of present or former staff members.)

Continued from Page 179

linked to other problems such as old age, disability or a broken home. Additional services, therefore, are given in rehabilitation for self-care or self-support and to strengthen life.

The Welfare Department has real concern about dependency, getting at the root of it and correcting the causes. The local staff works in cooperation with the staff of the Vocational Rehabilitation Division of the Department of Education and the State Employment Service toward the rehabilitation and employment of disabled and handicapped persons.

Through the local division of the Welfare Department's Bureau of Child Welfare provisions are made for children to live in foster family care when their parents cannot continue to be responsible for them for reasons of neglect, illness or desertion. In January of 1960, 143 children received foster care.

The Welfare Department's Bureau of Probation and Parole is charged with the supervision of Adult Probation and Juvenile Probation and Parole with a two fold responsibility—to see that the individual abides by the terms imposed by the Court and refrains from other offensive actions, and to assist the individual in his efforts to re-establish himself and live a useful life.

The Department's Division for the Blind and Sight Conservation provides home teachers for the blind, services for pre-school blind children and consulta-

tion for their parents, prevention of blindness, and a vocational rehabilitation program for the blind including vending stands, services in homes, industries, sale of blind made products and in sight conservation.

One of the first service programs of the Welfare Department was Child Welfare, began as early as 1936 when services were offered to children in their own homes and to children who needed foster care. The first Child Welfare worker in the state was placed in Jefferson Parish. The local Bureau of Child Welfare is also doing its part in professional staff training by accepting child welfare trainees for an orientation period prior to their entering a graduate school of social work.

The Jefferson Parish Welfare Department not only administers its own many welfare programs but participates in many other community welfare activities. Staff and Board Members have been actively engaged in the formulating of the Community Welfare Council of Jefferson Parish three years ago, have served on its board and committees and serve on other committees of the Council of Social Agencies of Greater New Orleans Area. More recently the staff has been drawn into the total Civil Defense Program with the Welfare Director being appointed as Director of Emergency Welfare Services for which the staff will have heavy responsibilities in the event of a disaster due to military attack.

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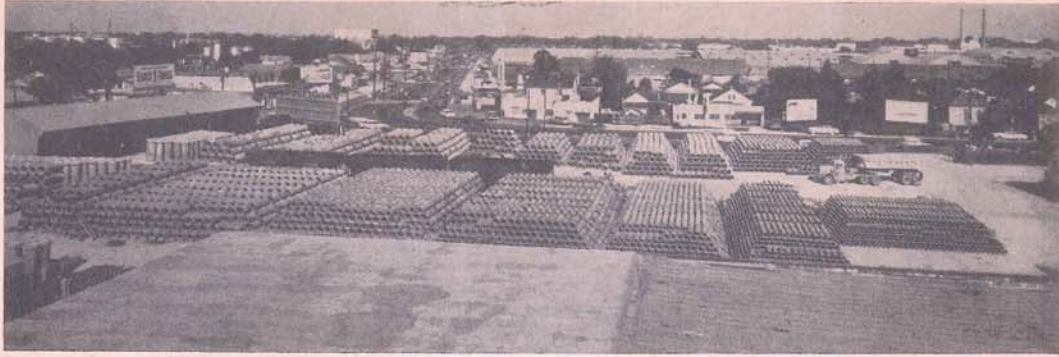
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A partial view (looking toward Jefferson Highway) of the stockpile of concrete pipe "Crescrete" made in Jefferson Parish at the Concrete Products Plant of Jahncke Service, Inc.

Continued from Page 89

Freight Company, Jones Truck Lines, and Delta Motor Line, Inc.

The principal Highway Passenger Bus Operators operating in and through Jefferson Parish are the Greyhound Lines, the Continental Trailways and the Midwest Trailways Bus System. These lines with their connections reach all parts of the United States via highway.

III—INLAND WATERWAYS AND WATER TRANSPORTATION

Jefferson Parish is richly endowed with navigable inland waterways, and the discovery and development of oil, sulphur and natural gas in nearly every section of the Parish on the West Bank, mainly in the marshes south and west of the Mississippi and in the tidelands of the Gulf of Mexico off the southern coast of the Parish, within the past 25 years, has provided opportunity for the utilization of every character of waterborne craft, especially commercial transportation craft such as tow boats and barges, dredges, etc.

On the Mississippi River, since the 1930s, commercial barge lines have been able to handle an increasing volume of freight in the New Orleans Area, moving to and from points in the Mississippi Valley, such as Memphis, Helena, Cairo, St. Louis and Minneapolis on the Mississippi, Chicago on the Illinois, Paducah, Evansville, Louisville, Cincinnati and Pittsburgh on the Ohio, and various points on the Tennessee and Cumberland and Tombigbee Rivers.

Jefferson Parish has 16 miles of river frontage on the West Bank, and about 11 miles on the East Bank. On the West Bank in front of the Celotex Corporation's big plant, is moored the barge and towboat fleet of the Mississippi Valley Barge Line. Also on the West Bank Just below the river frontage of the

Continental Oil Company, is located the fleet and headquarters and plant of the Geo. W. Whiteman Towing, Inc. Practically all of the industrial plants on the West Bank, as well as those on the East Bank river front have facilities for handling barges and ships.

Also on the West Bank are located the Southern Pacific's Gretna cargo wharf and marginal tracks, the TP-MP Terminal's Westwego Wharves and marginal tracks and the Marine Grain Terminal of the Continental Grain Co., all equipped and adapted for the handling of ships and barges.

At Harvey is the River Lock connection with the Intracoastal Waterway, open for barge navigation westward to the Atchafalaya, and beyond to Lake Charles, Orange, Port Arthur, Beaumont, Houston and Galveston, as well as to Corpus Christi, Port La Vaca and Brownsville on the West Gulf Coast at the Mexican border.

The oil, gas and sulphur wells in the marshes and in the Tidelands of the Gulf off Grand Isle, are accessible from the river by towboat and barge via the Intracoastal Waterway and Bayou Barataria to Lafitte, thence through the Dupre Cut-Off and the connecting waters of Barataria Bay and the Gulf of Barataria Pass, between the islands of Grand Isle and Grand Terre, the latter at one time the home of Lafitte the Pirate. A government appropriation, recently approved, provides for the dredging of a 12 ft. deep waterway from the Intracoastal Waterway southwestward via Dupre Cut-Off, Bayou Cutlass, Bayou St. Denis, and then through a new channel which will be dredged on the West side of Barataria Bay and then through Barataria Pass to the 14-foot contour in the Gulf. Bayou Rigaud will also be dredged to a depth of 12 feet to Chigizola Landing at Grand Isle. This phase of the project, 4.04 miles, is now

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underway and will be completed before December 29, 1960. When completed, this barge canal could well be the first step toward, at long last, securing a 52 mile 40 ft. deep ship canal from the 40 ft. contour in the Gulf of Mexico to a lock connection with the Mississippi River near Nine Mile Point. For this project many interests in the Parish and at Baton Rouge have been working intensely, but without success thus far, for nearly 20 years.

The following are the principal Barge Lines and Towing Companies now operating on the navigable waters in and adjacent to Jefferson Parish, — viz: (I) the Mississippi River and connecting waters, (II) the Harvey Canal: (III) Bayou Barataria and the Intracoastal Waterway extending westward from its junction with the Harvey Canal: (IV) Algiers Cut-off Section of the Intracoastal Waterway extending eastward from junction with the Harvey Canal to the Barge Lock on the West Bank of the river near lower Algiers boundary: (V) Bayou des Familles: (VI) Big Bayou Barataria, the Dupre Cut-off Canal, Bayou Cutlass and connecting waters giving access to oil and gas wells and sulphur deposits in the adjacent marshes and in Barataria Bay, Barataria Pass and also tidelands of the Gulf of Mexico off the Louisiana coast:

1. Federal Barge Line—Fleet office and anchorage, foot of Carrollton & St. Charles Avenues, New Orleans, opposite upper limits TP-MP Westwego Wharves. — Handles traffic for and from points on the Mississippi, Missouri, Illinois and Warrior Rivers and the Gulf Intracoastal Waterway.
2. American Commercial Barge Line.
3. Union Barge Line — Fleet Headquarters on West Bank of River, upstream from Canal Street Ferry Landing, Algiers. Handles traffic for and from points on Mississippi River and navigable tributaries.
4. Coyle Lines, Inc.—Fleet headquarters, West Bank of river upstream from Fleet Anchorage of American Barge Line. Handles traffic on Gulf Intracoastal Waterway and connecting waters.
5. Mississippi Valley Barge Line. — Fleet anchorage on West Bank, Marrero, Jefferson Parish, opposite Celotex Plant.—Handles traffic on Mississippi River.
6. John I. Hay Co.—Fleet anchorage, foot of Walnut St., New Orleans. Handles traffic on Mississippi

River and navigable connecting waters.

7. Canal Barge Co. Inc.—Harvey, La. — Handles traffic on Gulf Intracoastal Waterway and on the Mississippi, Ohio, Cumberland and Tennessee Rivers and navigable tributaries.
8. Dixie Carriers, Inc.—Harvey, La.— Handles traffic on Gulf Intracoastal Waterway and connecting waters. Also on the Mississippi and other rivers.
9. Gulf-Canal Lines, Inc. — New Orleans, foot of Carrollton Avenue. Handles traffic Bargeload, carload and L.C.L. between Gulf Intracoastal Waterway and Ports on the Ohio, Illinois, Missouri and Mississippi Rivers.
10. Chotin, Inc.—Harvey, La.—Handles traffic on Gulf Intracoastal Waterway and connecting waters.
11. Koch-Ellis Marine Contractor, Inc. —West Bank, Nine Mile Point, Jefferson Parish — Handles towing on Mississippi River, Gulf Intracoastal Waterway and connecting waters.

The barge lines and Towing Contractors above listed have generally been able to keep their equipment and personnel profitably and continuously employed hauling crude oil and other liquid petroleum and chemical products, sugar, cotton, steel products, sulphur, pipe, drilling mud, sand, gravel, cement, shells, lumber, automobiles, miscellaneous machinery and oil field supplies, on the navigable waterways of the Mississippi Valley and adjacent Gulf Coast Area. This has been particularly true during the past 15 years, since oil, natural gas, sulphur and salt deposits were discovered in large quantities, and are being developed in the marshes of lower Louisiana west of the Mississippi River and in the Tidelands off the Gulf Coast of Grand Isle.

Marine towing activity has promoted the growth of commerce and industry in the Parish, and the oil exploration and drilling program which has been almost continuously under way since the mid 1930's has stimulated the growth of the Parish's population, as well as that of the entire New Orleans Area.

IV—AIRLINES—DOMESTIC AND INTERNATIONAL

The invention of propeller-driven commercial aircraft in 1902 and the application of the high speed, light weight, internal combustion engine for its propulsion has opened up a new time-sav-

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ing mode of transportation, particularly adapted to the fast conveyance of passengers, mail and express, also of miscellaneous light weight freight cargo. This type of transportation, substantially aided by Government grants and subsidies, because of its great strategic military value, as demonstrated in World Wars I and II and the Korean aftermath, has now replaced the railroad and the Highway Motor Bus as the Number One passenger carrier in the United States. It is also replacing the steamship as the No. 1 passenger carrier over the Seas. The Airline is also being developed, more and more, into a Government mailcarrier and a fast conveyor of express, as well as of high priced light weight merchandise, particularly perishables, where price, value and the urgent demand for quick transportation appear to warrant the payment of the high rates exacted for such transportation service.

In Jefferson Parish, at Kenner, just north of the Airline Highway, is located Moisant International Airport, established there originally about 1945 following the end of World War II. In October last year, nearly 15 years later improved and thoroughly modern facilities, most of them under construction for the previous three years, were placed in service there. Among other improvements, Moisant's new concrete runway extensions have been completed and now is able to accommodate the largest and fastest jet propelled planes in operation anywhere in the World.

Moisant International Airport is now served by the following airlines operating passenger planes to all parts of the United States and to many points in Mexico, Central and South America and the Caribbean.

1. American Airlines, Inc.
2. Eastern Air Lines, Inc.
3. Braniff International Airways.
4. Capital Airlines, Inc.
5. Delta Air Lines, Inc.
6. National Airlines, Inc.
7. Pan-American World Airways.
8. TACA International Airlines S.A.
9. Trans-Texas Airways.
10. American International Airways.
11. Air Mexico.

There is available, in addition, now, at Moisant International Airport, passenger, express and freight service to all parts of the United States, to Mexico, Central and South America and the islands of the Caribbean, also with and through air connections at New York,

N. Y., San Francisco, California and Seattle, Washington, air transportation for passengers, express and freight to points all over the World accessible by modern air transportation.

Jefferson Parish has benefitted substantially commercially and industrially from the convenience and availability of air transportation at Moisant, and many of the employees of the Airlines are residents of the Parish.

V—PIPE LINES

Since the discovery of natural gas, oil and sulphur in and adjacent to Jefferson Parish commencing about 30 years ago, thousands of miles of pipe lines have been laid to carry these natural resources in liquid form from points of production to barges or to tank or other storage facilities or refineries in many sections of Louisiana and the entire United States for subsequent commercial distribution and ultimate consumption.

Pipe line transmission is the most rapid and most economical transportation yet developed for the conveyance of liquid and gaseous commodities.

Among the largest users of pipe line transportation in the Jefferson Parish and New Orleans Areas at this time are:

1. United Gas Pipe Line Co.
2. Tennessee Gas & Oil Div. of Tennessee Gas Transmission Co.
3. Monterey Pipe Line Company.
4. California Company.
5. Standard Pipe Line Company.
6. Texaco, Inc. (The Texas Company).
7. Tidewater Oil Company.

Millions of cubic feet of natural gas, thousands of barrels of crude oil and distillate and hundreds of tons of liquid sulphur daily are pumped through pipe lines in Jefferson Parish and in the natural gas, oil and sulphur producing areas west and south of the Mississippi River and the Tidelands of Louisiana Gulf Coast.

Modern Transportation by rail, highway, waterway, air and pipeline has contributed and continues to contribute much more toward the substantial expansion of commerce and industry and to the growth of population in Jefferson Parish and the New Orleans Area than their citizens and the people of Louisiana and the Nation, generally realize. Truly, its possession is most essential to the continued Prosperity and Growth of our Parish and State, and fundamentally provides a tremendously worth while contribution to our nation's over all Economy.

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THE JEFFERSON PARISH YEARLY

Review

1960 EDITION

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Archie C. Stumpf, Ph.G.



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John W. Zaring

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