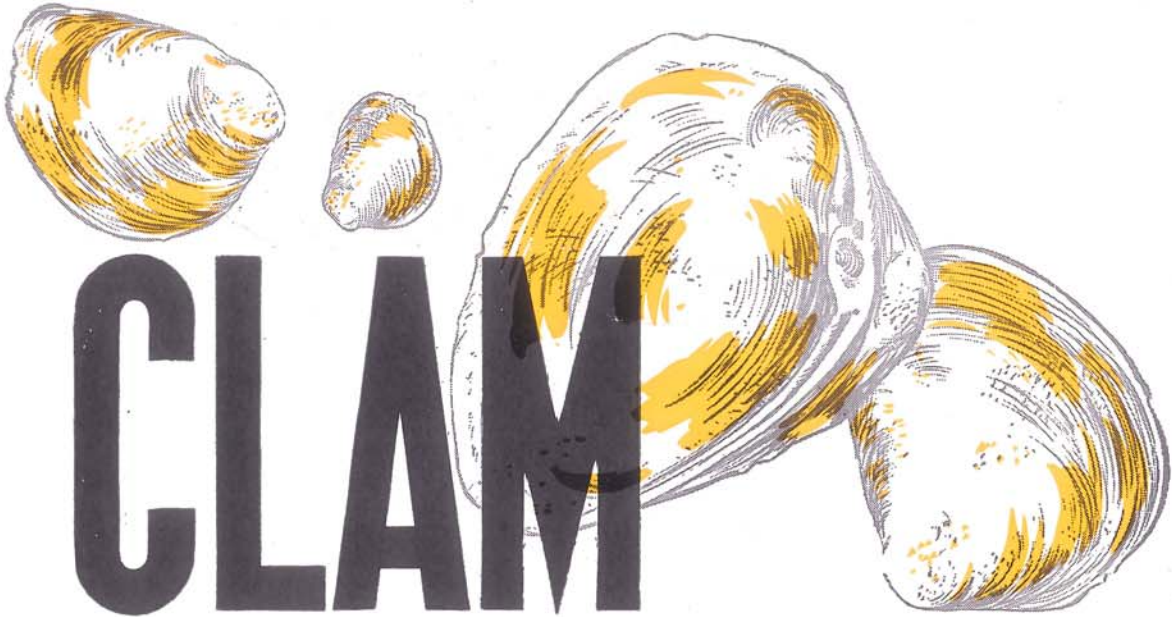


THE JEFFERSON PARISH YEARLY

# Review

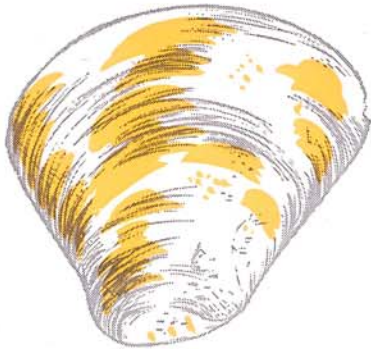
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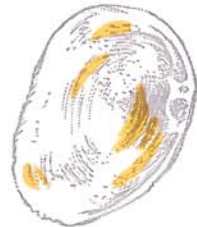
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PARKING AREAS  
DRILLING LOCATIONS



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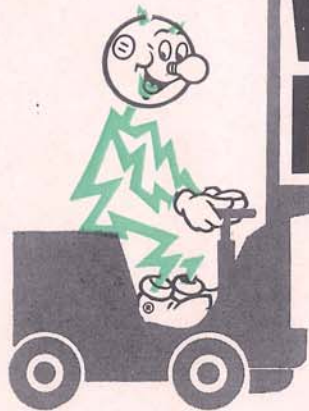


*Ayers Materials Co., Inc.*

PETERS ROAD  
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HARVEY, LA.  
P. O. BOX 382

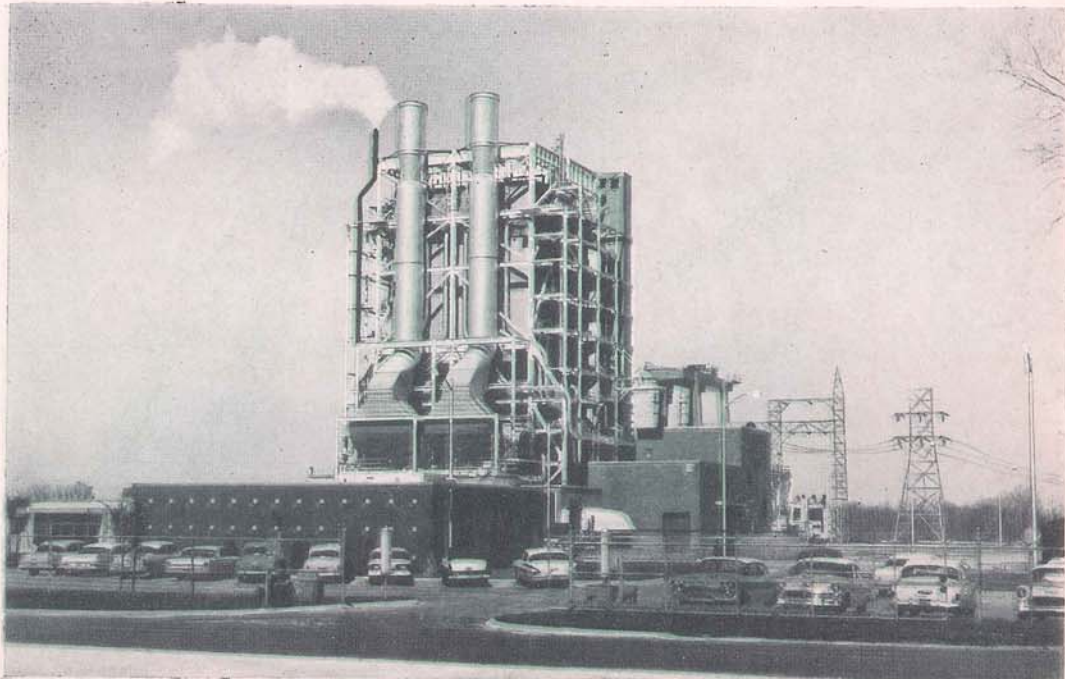
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What has been acclaimed as the world's first steam-electric generating station capable of fully automatic operation is now in service at LP&L's Little Gypsy plant 25 miles upstream from New Orleans on the Mississippi River.

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The Little Gypsy station represents Louisiana Power & Light Company's continuing faith in the growth of Jefferson Parish and the other 41 parishes it is privileged to serve.



**Louisiana Power & Light Company**  
*"Helping Build Louisiana"*

# **GROWING**

**WITH**

## **JEFFERSON PARISH**



The oldest and largest bank in Jefferson Parish . . . with assets of more than \$40 million . . . the institution that has helped finance the sensational progress of the parish . . . from an almost entirely agricultural community to the most concentrated industrial area in the Deep South.

*First*  
**NATIONAL BANK**  
OF JEFFERSON PARISH • W. RICHARD WHITE, President

**4 BANKS SERVING YOU IN**  
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**WESTSIDE SHOPPING CENTER**

MEMBER OF THE FEDERAL DEPOSIT INSURANCE CORPORATION

# Review

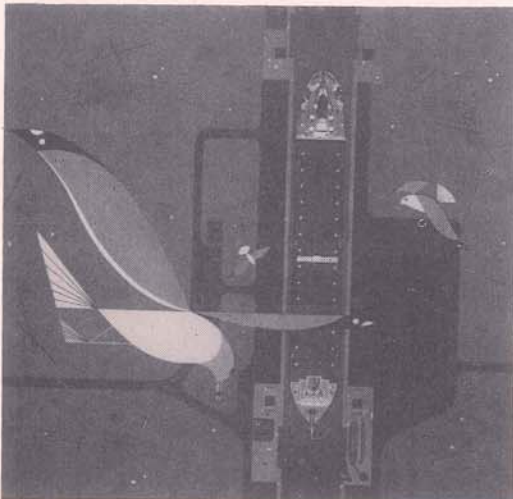
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M. Dan Hogan.....Parish President  
 Cullen C. Schouest.....Council Chairman (at Large)  
 Donald T. Gillen.....Council Vice-Chairman (East Bank)  
 Harold L. Molaison.....West Bank Councilman  
 Beauregard H. Miller, Jr.....First District Councilman  
 Anthony A. Caramonta.....Second District Councilman  
 George J. Ackel.....Third District Councilman  
 Vial J. Blanke.....Fourth District Councilman

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Our sincere thanks to the writers, photographers, artists, engravers, printers and all those many people both inside and outside the parish who provided information and assistance during the long months of preparation of this Jefferson Parish Yearly Review.



COVER: "The Tidewater Seaway of the Future". Courtesy of Morton Salt Company.

This 1961 issue of the Jefferson Parish Yearly Review was produced in its entirety by Union labor.

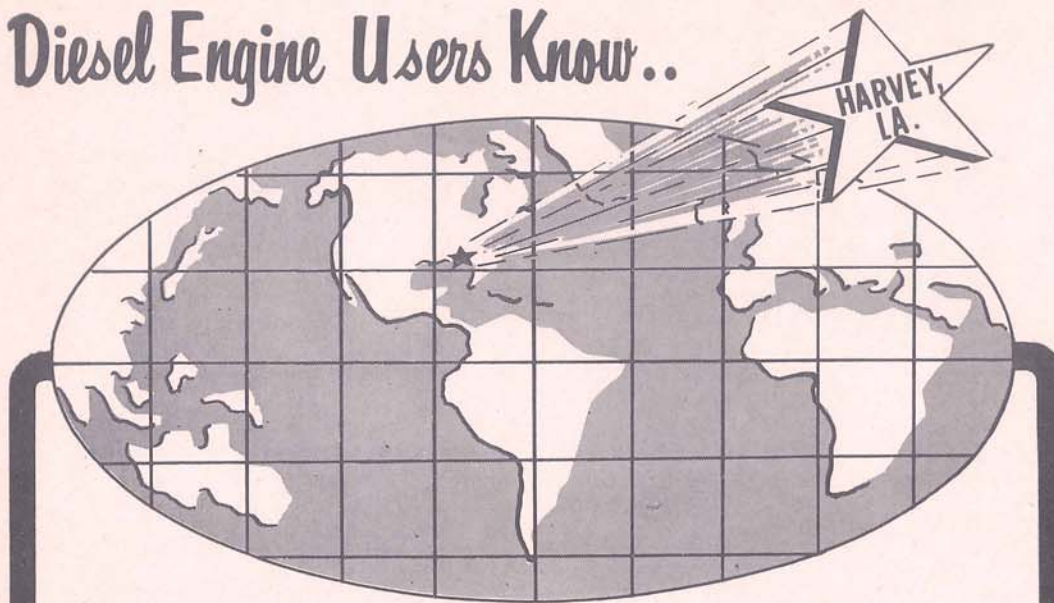


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# Diesel Engine Users Know..



Admittedly, the City of Harvey, Louisiana does not loom quite so impressively on any other world map.

But diesel engine users—men who rely on rugged and dependable GM Diesel engines to power everything from trucks to oil rigs—know Harvey, Louisiana well. They know Harvey as home and headquarters of George Engine Company, one of the world's largest diesel engine distributors. And to them, the certain and dependable delivery and service provided by George Engine Company is no less important than the proven performance of the GM Diesels which they sell.

You'll find GM Diesels from George Engine Company at work around the clock everywhere from the Gulf of Mexico to the Persian Gulf, from Lake Maracaibo, Venezuela to the Campeche Banks off the coast of Mexico.

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# Introduction

This is the 1961 edition of the Jefferson Parish Yearly Review, presenting what is actually the 27th annual chapter in the story of the steady progress of Jefferson Parish, recognized as the fastest growing and most heavily concentrated industrial area in the Deep South — containing nearly two hundred diversified manufacturing operations, five of which are the largest plants of their kind in the world.

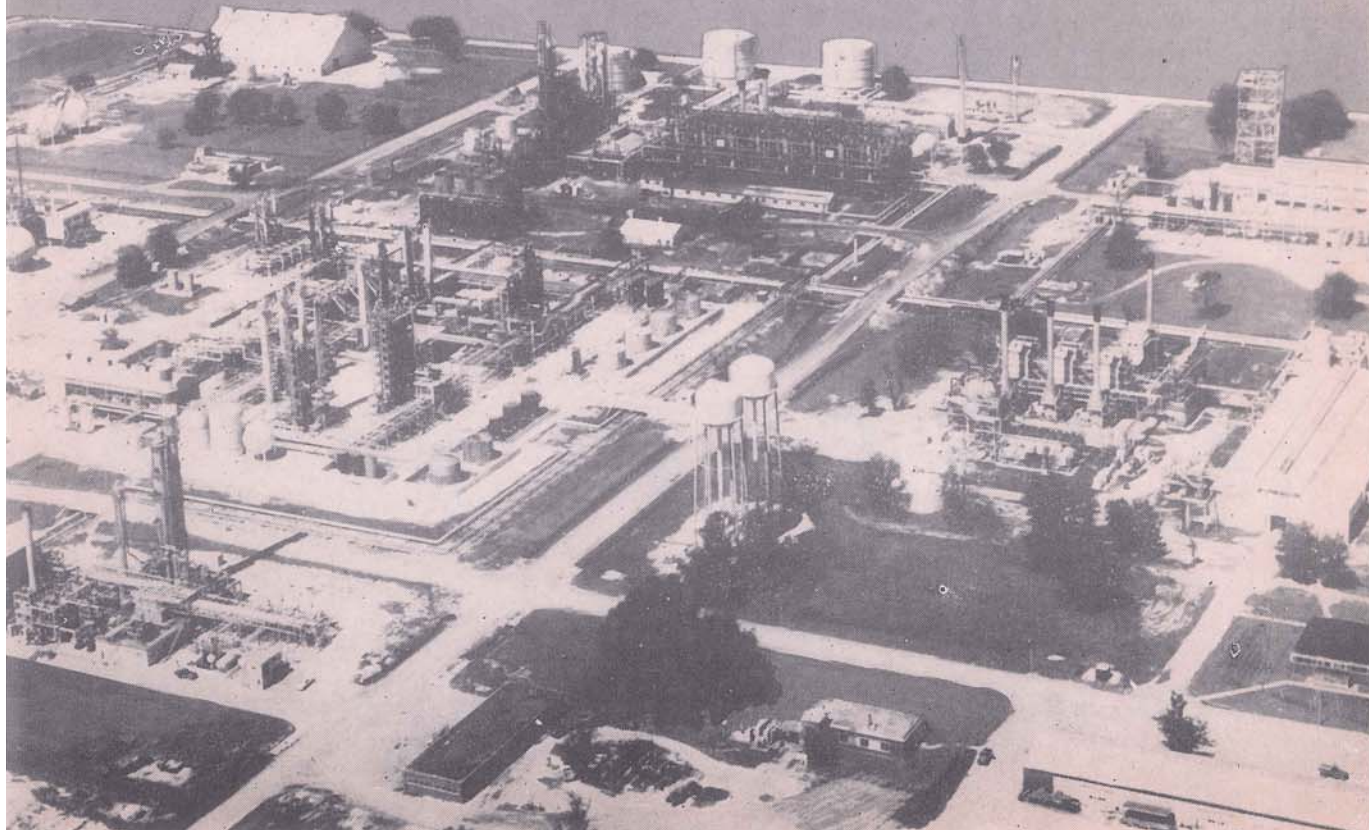
This is the phenomenal Louisiana parish which offers its existing or potential industries every means of transportation known to modern man for the movement of their raw materials or finished products, including the Intracoastal Waterway, five trunk line railroads and the Mississippi River — the last of which, flowing through Jefferson, also can provide its plants with more available industrial water than is required by all other industrial plants in the nation.

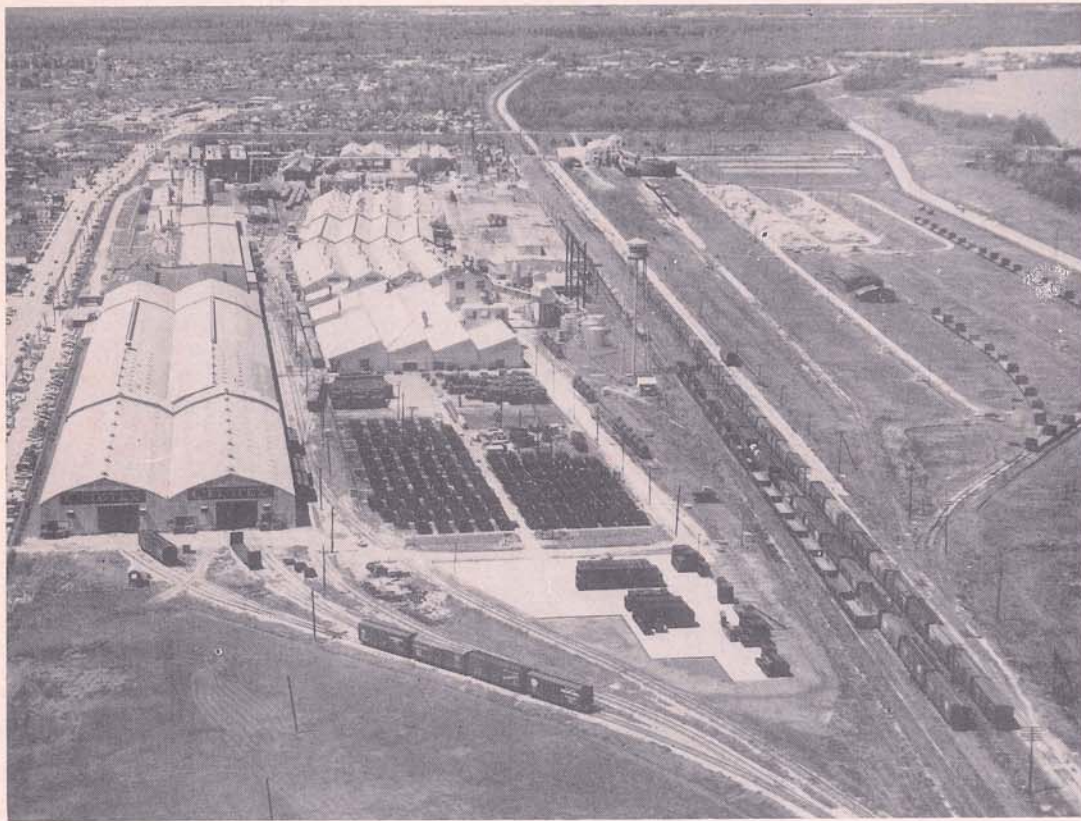
But what is astounding to those who visit or investigate Jefferson Parish for the first time is that it is not only richly endowed by geography for commerce and industry, but also for outdoor recreation. It possesses the only saltwater beach in Louisiana at Grand Isle, the offshore water of which is rated one of the top ten fishing spots of the world.

And let's not overlook that Jefferson's West Bank of the Mississippi combines with New Orleans' East Bank to form the No. 2 Port of the nation.

All this is Jefferson, the Parish of Progress!

Photo Courtesy American Cyanamid Co.





AIR VIEW OF PLANT AT MARRERO, LA.

The largest insulating board plant in  
the world. The Celotex Corporation's  
plant located at Marrero.

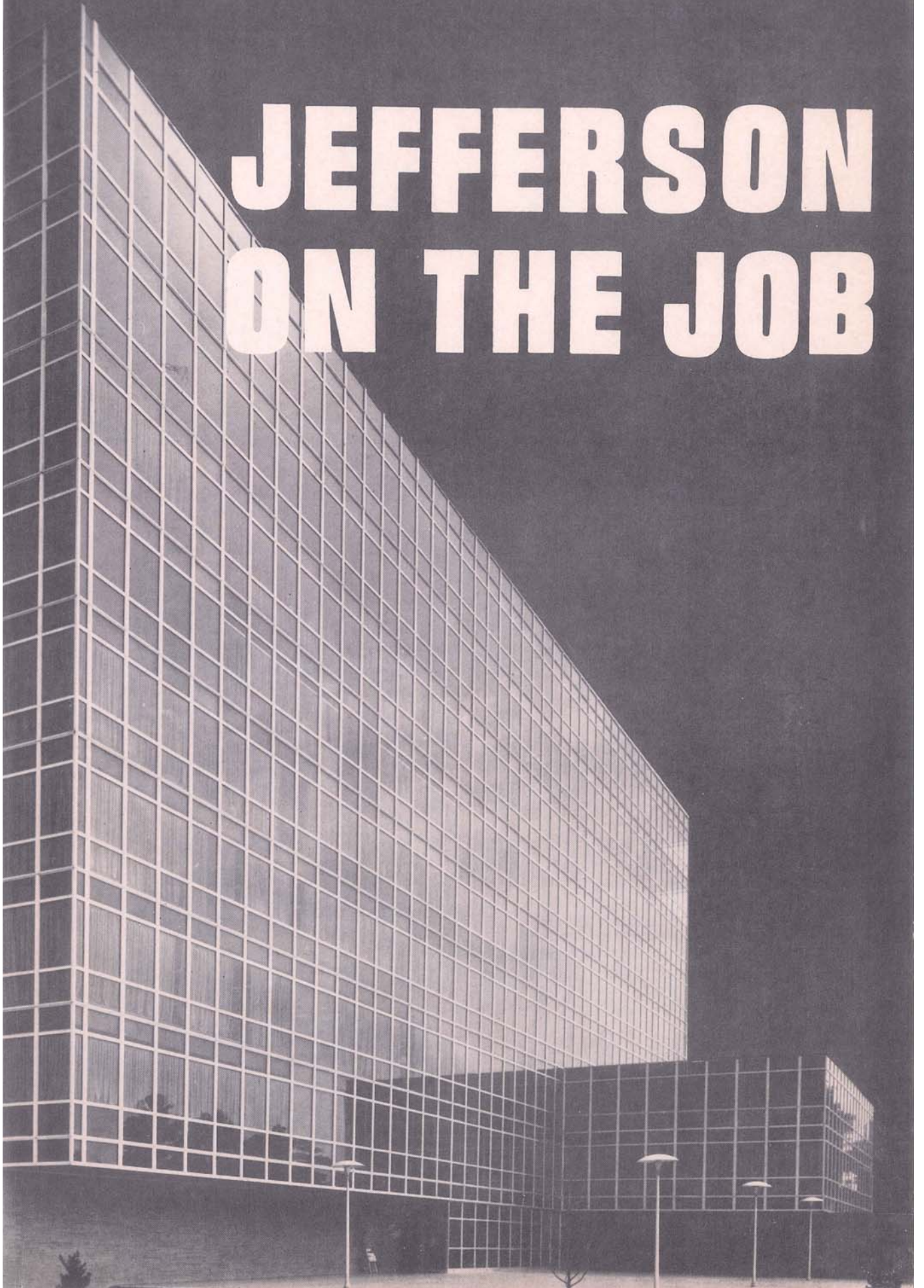
# CELOTEX

The Celotex Corporation

MARRERO, LOUISIANA



# JEFFERSON ON THE JOB





# 1960 - 61 REPORT

**Jefferson Parish President—Council: George J. Ackel, Councilman; Harold L. Molaison, Councilman; Donald T. Gillen, Council Vice-Chairman; M. Dan Hogan, Parish President; Cullen C. Schouest, Council Chairman; Beauregard H. Miller, Jr., Councilman; Anthony A. Caramonta, Councilman; Vial J. Blanke, Councilman.**

This is the third year of the 8-man President-Council form of government in Jefferson Parish . . . during which its nine original departments, plus the new Research and Budget Analysis staff added in 1960, all of which were created for greater economy and efficiency to replace the more than thirty former different districts and agencies of the Police Jury System, have swung smoothly into their organizational stride.

This can be termed a normal year for Jefferson Parish. Despite the serious unemployment and economic unrest in many parts of the country, intensified by disaster areas resulting from the floods, tornados and snow storms which have nagged the nation, Jefferson Parish has maintained its status as "the fastest growing and most heavily concentrated industrial section in the Deep South."

Public construction continues, spear-headed this year by the \$1,700,000 long awaited Barataria Bay Waterway for boats and barges, on which the work was started in May of 1960, an added transportation facility through the heart of Jefferson which will greatly stimulate its commerce and industry. Demanded by Jefferson's steadily in-

creasing population, new huge subdivisions and strategically located shopping centers are taking shape in both the incorporated and unincorporated areas of the parish. Industrial production and employment are keeping pace with the parish population and expansion as we head into the Critical Sixties.

Let's review some inspiring statistics: In 1950 Jefferson Parish boasted a population of 103,000. By the census of 1960 that figure had leaped to 208,769, over 100% gain, while New Orleans—next door could only boast a 10% increase. In 1950 Jefferson provided jobs for 35,000 people. In 1960 that figure had catapulted to 76,000, again over 100% increase, as jobs matched population. In 1950 Jefferson had a spendable income of \$138 million. In 1960 that amount had soared to \$375 million, almost three times as great. Retail sales jumped from \$51 million in 1950 to almost four times that much in 1960—\$198 million.

The steadily uninterrupted progress and mounting prosperity of Jefferson Parish, while they mean greater revenue also mean greater responsibilities and increased expenses in the administration and operation of parish affairs.

This is reflected in the Annual



# OF THE PARISH

Budget. The Revised Operating Budget for 1960 for the Parish of Jefferson was a little over \$10 million. The 1961 Operating Budget is over \$12½ million. Of this increase \$1,482,150 is the operating fund for the new West Jefferson General Hospital which did not open for service until May of 1960 and did not appear in the 1960 Operating Budget.

It was constructed by means of a \$1½ million Hospital Bond Issue plus Federal Funds and is supported by a 3 mill tax for the newly created Hospital District No. 1. Two mills of that tax will retire the bonds and the additional mill will provide the money for the maintenance of the hospital for a ten year period.

Other increases in the 1961 Budget represent additional money not only to finance the increased activities of the various departments, but also to implement the parish pay plan and to bring wages of parish employees up to the pay plan minimum.

The increases also include the replacement of old and outmoded equipment principally in the Garbage Districts; new equipment in the Public Libraries; expanding the facilities of Waterworks District No. 1; and a \$325,000 fund set up for the completion and renovation of the unoccupied floors in the New Court House and the East Bank Office Building.

Following are the individual reports of the ten different departments. These do not include the office of the Sheriff

and Tax Collector, the Tax Assessor, the Clerk of the District Court, the Coroner, the Jefferson Parish Public School System and the several incorporated municipalities—none of which come under the jurisdiction or authority of the Parish Council.

## A BUSY YEAR FOR THE JEFFERSON PARISH FINANCE DEPARTMENT

This department, which is in charge of Purchasing, Accounting and the Parish Budget has instituted within the last twelve months a dozen projects to promote the efficiency of the record keeping phase of the parish.

1. Its first and most important task was bringing the parish records up to date, so that all would be on a current basis at the end of the year . . . plus the compilation of the 125 page 1960 Revised and 1961 Operating Budgets.

2. The preparation, in conjunction with the Planning Department, of the \$51 million Five Year Capital Program approved by the Parish Council in March 1961.

3. The consolidation of all Funded Debt Records under one central control, a statement of which was submitted with the Operating Budgets. This is the FIRST TIME in the history of Jefferson Parish when all the Funded Debts were detailed in one total.

4. The establishment of a central current and running file, for quick and easy checking, of all payments made



**Proof positive of the growth pattern of Jefferson Parish is to be found in a new series of aerial photo surveys recently completed by Jack Ammann, Inc., of San Antonio, Texas. The photo on the left was taken in January 1956, the photo on the right in January this year.**

**Leaving nothing to chance, the all-seeing eye of an aerial camera was employed to positively plot the rapid growth pattern of a large section of**

against active and existing contracts.

5. The establishment of Travel Regulations and Procedure—entailing a detailed voucher of all expense accounts on payment.

6. The safe investment of parish idle funds to the extent of \$3 million (involving sinking funds and construction funds) at a reasonable rate of return in 6 months certificate of deposit and 90 day Treasury Notes.

7. The complete overhauling of the entire parish insurance program reducing 60 odd policies to around 12, eliminating overlapping coverage in many instances.

8. The installation for 1961 of a program of regular monthly statements on bond indentures without outside CPA service. This does not have anything to do with the annual CPA audit of parish records.

9. Now working on a complete Inventory of Fixed Parish Assets, the first time this has ever been done in Jefferson Parish.

10. Tightening up the billing and collection control of those outside agencies, such as the water and sewerage districts which handle their own money. This will entail an audit every month.

11. Balancing the accounts receivable



the East Bank. The photographs were made on a scale of 1 inch to 1600 feet with a precision 6-inch high speed camera.

Primarily planned for use by municipal departments, this type aerial survey has proven itself as an aid in overall city planning, expressway routing, traffic control, zoning, industrial location, tax office surveys as well as business surveys and market analysis.

of the paving collection department, including central accounting and collection control.

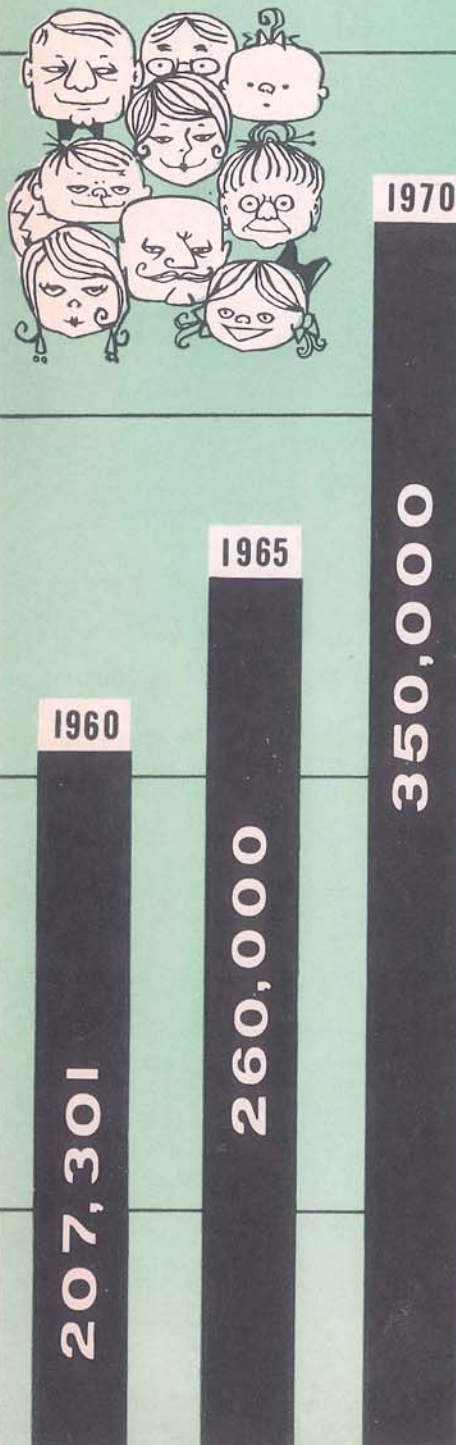
12. The Finance Department has requested a survey by IBM and Remington Rand, now going on, to determine if the accounting procedure now being used could be more economically and effectively done electronically. Tentative proposals are in, and the Finance Department intends to recommend to the Parish Council very shortly that budgetary accounting and payroll be put on punch cards, with a target date of early 1962. This will be a "test balloon" but it is possible that within a few years

the system will extend to the utilities, the waterworks and the hospital.

#### IS IT LEGAL?

The primary functions of the second of the departments — the Jefferson Parish Legal Department, composed of the Parish attorney and a staff of four other lawyers — are to meet with and advise the President, Council and all Departments on the legal aspects of any ordinances or regulations they may pass, to study the legality of all activities which the parish may originate or in which it may participate, and to rep-

# Jefferson's Estimated Population Growth



resent the Parish of Jefferson in all litigation in which it may be either defendant or plaintiff.

One of the major accomplishments of this last year was the patient and detailed acquisition of all the necessary rights of way by June 10, 1961 for the already started Barataria Bay Waterway which is entirely contained in Jefferson Parish.

Another of this last year's achievements was the successful resistance of the proposed rate increase by the United Gas Pipe Line Company.

In an operation as large as Jefferson Parish, with so many and complex activities performed by so many diverse individuals and groups and the constant stream of papers and contracts involving huge sums and commitments, the service of this seldom publicized department is called upon almost daily for the protection of the Parish and its people.

## JEFFERSON PARISH PLANNING DEPARTMENT PROJECTS

Last year the Planning Department processed 180 subdivisions, which created 4,521 new lots. Also, 145 applications for reclassification of zoning were received and processed. In connection with zoning, 23 public hearings were held to determine the public attitude for and against each petition for reclassification.

The Planning Department is now working on a project to establish a set of minimum specifications for improvements of streets, drainage, sewerage and water. This will be the first such regulation ever adopted by the Parish and will insure the correct construction of these improvements by contractors and engineers before they will be accepted for maintenance by the Parish.

Another project in the drafting stage is Subdivision Regulations, which will be the first comprehensive control of subdivisions in the Parish. The ordinance in which this Parish is now operating was originally passed in 1947 and has been amended some five or six times, each time for one particular article, which was omitted from the original ordinance.

A third project which is almost complete is a comprehensive text change to the Zoning Ordinance. This will be the first comprehensive change since its adoption on September 8, 1958. In the last 30 months there have been five amendments to certain sections which were helpful in the administering of the ordinance. However there are sections

the Planning Department feels should be changed and in some cases deleted completely from the ordinance.

#### PARISH PERSONNEL

Handling the job classification, wage scale and all matters of policy relating to parish employees comes under the jurisdiction of the Jefferson Parish Department of Personnel, headed by a 3-member Personnel Board, named respectively by the Presidents of Loyola and Tulane Universities and the Parish President, to which the Director of the Department is responsible.

During the year 1960 Civil Service became a complete reality for the parish employees of Jefferson. A position classification plan was adopted and implemented, the status of existing parish employees was determined, an effective recruitment and examining program was inaugurated, a Pay Plan for the classified service was developed and made effective January 1, 1961 — and an employee newsletter, the Scroll, was initiated.

Working out position classification was the result of more than 15 months of preparation, including two public hearings. The Classification Plan itself, for the approximately 1200 employees of the general parish government, was adopted by the Personnel Board in March of 1960. As originally developed, the plan consisted of approximately 160 classes of work, each being clearly identified and defined by means of a class title with the detailed description of typical duties and responsibilities.

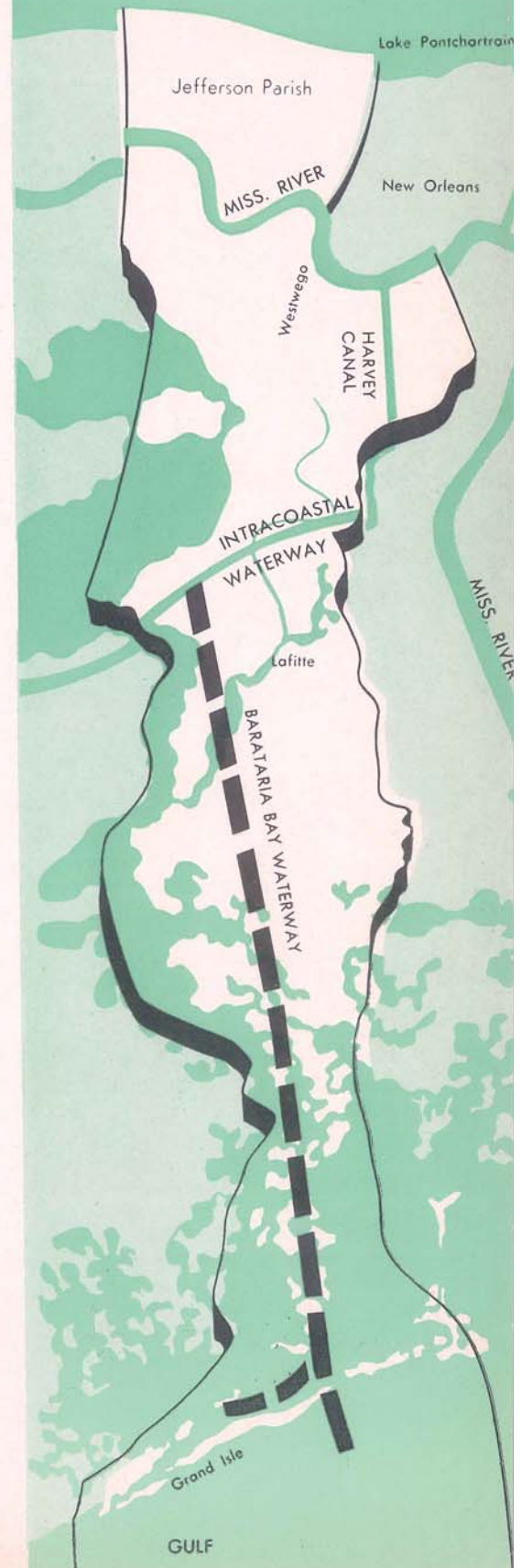
The Classification Plan furnishes the basic groundwork for the Recruitment and Examining Program and the Pay Plan.

#### ALL PARISH EMPLOYEES EXAMINED

Following adoption of the Classification Plan and the allocation of positions to the various classes, it was necessary to determine the civil service status of the holders of those positions. A number of employees were "blanketed-in" the Parish service by charter provision, but many others were not covered by this provision and had to be qualified by some other means. Under the Personnel Rules, an examining procedure was developing for this purpose. Minimum qualifying standards were established for each class of work, and the qualifications of each employee were checked against these standards. By these means, the status of existing employees was determined.

# BARATARIA BAY WATERWAY

THE SAFER, SHORTER, CHEAPER  
TIDEWATER CHANNEL FROM THE PORT OF  
NEW ORLEANS TO THE GULF



## THE RECRUITMENT AND EXAMINATION OF NEW EMPLOYEES

The employment needs of a service organization, such as that of the parish government, are constant. Normal personnel turnover, and the continuous demand for more and better government services, make it necessary that lists of persons eligible for and interested in parish employment be established and kept current.

During 1960 examinations were announced for 79 classes of work. In connection with these 828 persons applied for examination, of which 460 were examined and out of which 310 names were placed on eligible lists to be certified to fill future job openings. During the year 86 positions were filled by appointment from these eligible lists.

## THE PAY PLAN

Also, during 1960, the last step of the classified service, a Pay Plan, was developed after extensive and thorough studies of the pay policies and practices of government and private employees in the Jefferson area. After discussion and criticism of original proposals by both management and employees at both private and public hearings, final proposals were approved by the Personnel Board and submitted to the Parish Council for adoption. This step was taken by the Council in December 1960, to become effective on January 1, 1961.

## THE SCROLL

To enable the Personnel Department and parish management to better communicate with employees, to help them better understand established and new personnel policies and regulations, the newsletter "The Scroll" was developed, its first issue printed and distributed in January 1961. This newsletter, a one page publication, will be printed in color on a parish owned off-set press and will be mailed periodically to the homes of the individual parish employees.

In the future, in addition to current services, the Personnel Department plans employee and supervisory training programs, the coordination and improvement of quasi-personnel functions (insurance, retirement benefits, etc.) and the development of still further communications media.

Civil Service, in its full meaning, has been realized for the employees of the Jefferson Parish general government. But none of the above mentioned ac-

complishments and objectives could have been realized without the active cooperation and assistance of the employees themselves, the various department heads and the elected officials of parish government who have displayed a sincere interest in the establishment of a career government service, based on principles of merit, in Jefferson.

## WATER — THE MOST NECESSARY AND CASUALLY ACCEPTED COMMODITY OF EVERDAY LIVING

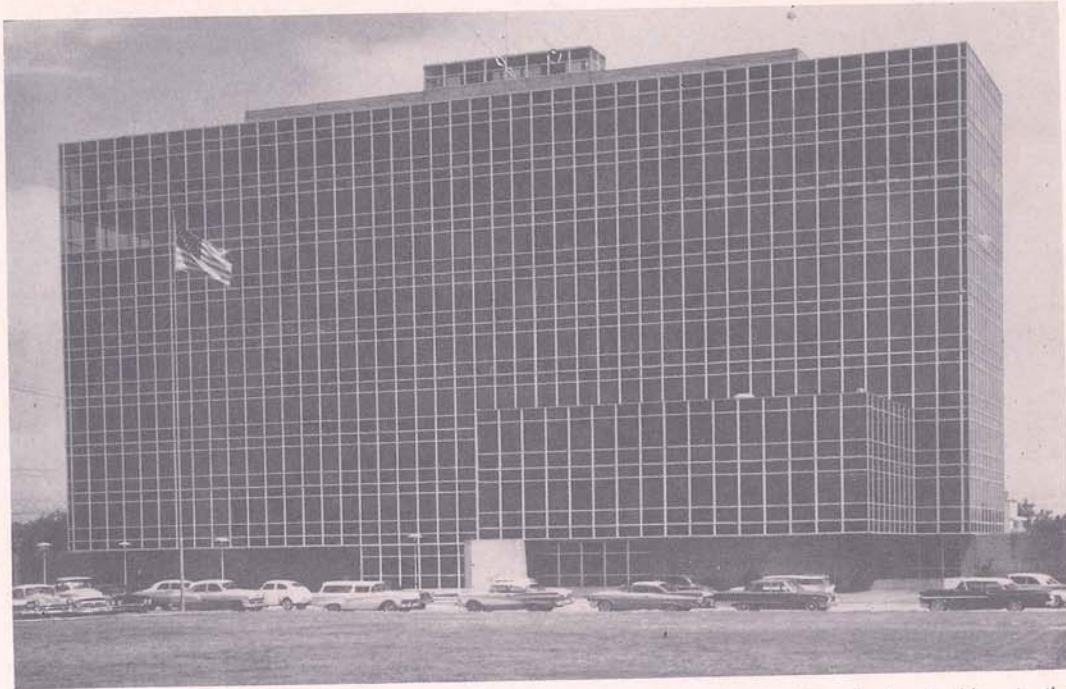
Under the jurisdiction of the Jefferson Parish Water Department — all Waterworks Districts One, Two, Three, Five, Six and Seven — a busy department of skilled technicians trying valiantly to keep pace with a parish population that is not only steadily and rapidly increasing but which is spreading out over former unpopulated areas — all of which means the constant laying of more miles of water mains to guarantee to the parish homes and businesses a steady supply of the most necessary commodity of our modern dependent civilization — pure water right at the tap all the time, for both consumption and fire protection.

An excellent example of Jefferson Parish expansion is the recently established Waterworks District No. 7, which just went into operation in April of 1960. It provides water and fire protection for the growing Greater Gretna area which includes the new subdivisions of Meadow Brook, Timber Lane Estates and Terrytown, a new residential section that will soon boast 10,000 homes.

Just between April 1960 and the first of the year this new Waterworks District No. 7 installed 500 meters, laid 12,000 feet of pipe at a cost of \$72,000 and supplied 18,878,000 gallons of water. Supplied by Waterworks District No. 2, the new District No. 7 is also served by a million and a half gallon reserve storage tank located to the left of Belle Chasse Highway adjacent to Terrytown.

The largest waterworks district in the parish, the East Bank's busy No. 1, added 2278 new customers in 1960 which brings its customer total up to 35,492 users to which 4,047,974,000 gallons of water were supplied in 1960. This District laid 101,159 feet of new pipe in 1960, installed 159 new hydrants and 311 valves. It now has a total water main mileage of 421.05 miles and possesses a total of 4094 fire hydrants for





Recent view of the Jefferson Parish government headquarters at Gretna — the first all glass building in the Deep South and the tallest building on the West Bank of the Mississippi south of St. Louis. To the left foreground out of the picture is the large parking area which, as can be seen has spilled over into the areaway in front of the Court House with the cars of people on parish business bent.

## JEFFERSON PARISH GOVERNMENT EXPANDS WORKING SPACE

The Jefferson Parish government, with its approximately 1200 employees and growing at a rate comparable to the parish population, is expanding at both its functioning headquarters—the architects having completed plans for occupying the eighth and ninth floors of the new Gretna Court House and the fourth floor of the East Bank Office Building in Metairie. This will necessitate a rearrangement of office space and a new Council Chamber.

Here, for the benefit of those who will contact them is the proposed new office arrangement at the Gretna Court House.

The Finance Department and its Purchasing Division will be together for the first time when the ninth floor is complete. They will occupy practically all of this floor except a small office for veterans affairs.

On the eighth floor Juvenile Court will be given a court room and offices. This separation of Juvenile Court from other court rooms follows the recommendations of national correction officials. The Personnel Department will be moved from the East Bank Office Building to this eighth floor also. Other offices on the eighth will be County Agent, Federal Farm-Home Administration, Office of Civil Defense (now in the School Board Building of Gretna), an office for Navy Recruiting and for a Justice of the Peace.

The Department of Roads and Bridges will take over a large part of the seventh floor, quadrupling its present space of one small room. The Board of Zoning Appeals will get an office and the Parish President's office will remain on this same floor.

On the sixth floor the Council Chamber will be moved from the east end of the building to the west, because the mechanical features of the building are concentrated on the east end, such as elevators, storage and utilities. For this reason the west end can be converted into a larger Council Chamber.

Also on the sixth floor will be offices for the Research Director, the Parish attorney, and the Parish Clerk who

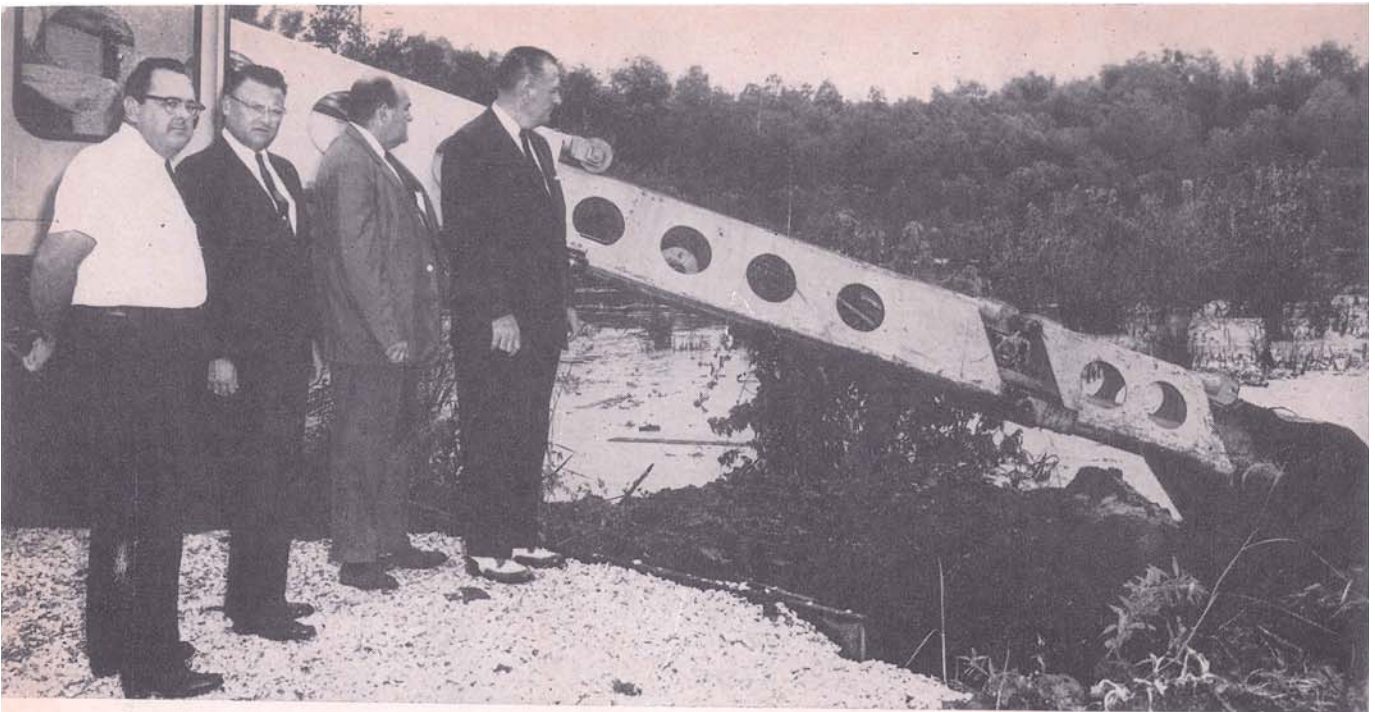
will be provided a walk-in vault for the first time. The only changes on the fifth floor will be the sound-proofing of the Grand Jury Inquiry Room and installation of a map and plans room for the Clerk of Court. On the fourth floor the Clerk of Court will get a new vault in the rear of his present one. The Clerk's map room on the third floor will be ripped out, the space to serve at the upper half of the new courtroom to be installed on the second floor in place of the present juvenile office. The new courtroom will be the only alteration on the second floor. And the only change on the first floor will be an extension on the northwest corner of the building for the Assessor's Office.

In the East Bank Office Building the Parish President will have offices on the now vacant fourth floor. Also there will be four offices for the Councilmen. Also a large conference room will be installed for the use of the Parish President and the seven Councilmen. This room will also be available for public hearings on East Bank zoning matters, which are now held in the Court House at Gretna. Other offices on this floor will be given to the Clerk of Court, the Coroner, Navy Recruiting and the Planning Department.

The third floor will be vacated by the Planning and Personnel Departments and will be occupied by a new office for paying sales tax, a Veterans Affairs office and small offices for the District Attorney and Personnel Department, the Sheriff's Office and Registrar of Voters will remain as is.

The Safety Department and its Division of Regulatory Inspections will retain the second floor and a telephone exchange room will be added. No changes on the first floor now occupied by the Assessor and Sheriff, except the collection of sales tax will be on the third floor.

This should provide ample working space for a few years—but already parish government officials are thinking about buying land adjacent to the East Bank Office Building and expanding the parking area in front of the new Gretna Court House.



Jefferson Parish officials watch the opening of the new Bidge City Drainage Canal that was completed in June. They are, left to right: Ray L. Condon, Director of Sanitation Department; Council Chairman Cullen C. Schouest; Avondale Homes developer William Kelly; and Parish President M. Dan Hogan. The new canal, bordered by a 4-foot levee, will drain off excess rainfall in the area from Nine Mile Point on the east to Avondale Homes on the west. It is one segment of the drainage projects to be financed by the \$2 million bond issue recently approved by West Bank voters.

the property protection of its customers.

The plans are now prepared for another 5 million gallon storage tank, to cost \$330,000 and to be constructed on the present No. 1 Filtration Plant site; a new river intake with a capacity of 50 million gallons of water a day to cost \$375,000; and the increase of the Filtration Plant's capacity from 20 million gallons to 30 million gallons, plus water mains to cost around \$400,000 — all with a target date late in 1961.

Waterworks District No. 2 (which serves Districts Two, Three, Six and Seven) added 43 new meters in 1960 bringing its total retail customers up to 3,000. In 1960 it added 2077 feet of pipe at a cost of \$13,000 and sold 1,002,882,000 gallons of water, including the wholesale to Districts Three, Six and Seven.

For greater efficiency of the Department and greater convenience of the water customers in paying their bills, all four Water Districts have consolidated their office activities in the new No. 2 building. Trucks, meters and a new warehouse to serve all four districts have been added to No. 2's facilities at a cost of \$45,000.

Waterworks District No. 3 installed 27,000 feet of new pipe in 1960 at a cost of \$165,000, sold 314,055,000 gallons of water and added 209 new customers to a grand total of 3500.

Waterworks District No. 5 with the recent addition of Avondale Gardens and Live Oak Manor subdivisions in its sector, added 259 new customers bringing its total up to 1235 and sold 249,354,000 gallons of water. Its 1960 growth required the installation of 10,000 feet of water mains at a cost of \$60,000. No. 5 purchases water wholesale from the City of Westwego.

Waterworks District No. 6 in the Crown Point-Lafitte-Barataria area, which has recently been converted into a water and gas district, had a water sale of 51,213,000 gallons in 1960.

These preceding statistics show that all water districts parish wide showed a remarkable increase in customers in proportion to their service area. But we repeat what we said in the beginning — 1960 was for the Water Department a normal year with normal growth and normal expenditures and no increase in rates.

#### THE FIVE PHASES OF THE SAFETY DEPARTMENT

The Jefferson Parish Safety Department is responsible for the operation of five different divisions: the Division of Regulatory Inspections, the Division of Street Lighting, the Division of Fire Fighting, the Division of Traffic Engineering and the Taxicab Division organized in 1960. For convenience and clarity we'll list the activities of each separately.

**THE PARISH  
GAUGE OF GROWTH**

No other means of measurement so accurately portrays the progress of the parish as the annual report of the Division of Regulatory Inspections, which revealed that in 1960 building permits for construction (including new, remodeling and expansion) were issued for a total value of \$52,986,536 of which over 60% was for new homes.

This total of OVER A MILLION DOLLARS A WEEK applies only to the unincorporated area of Jefferson Parish. The individual reports of the five municipalities who issue their own building permits for construction within their city limits will substantially boost this total.

The breakdown of the above \$52 million is interesting as it reveals the character of 1960 construction in Jefferson:

Permits Issued	Type of Construction	Total for 1960
2427	One Family Residences . . . . .	\$31,096,135
23	Two Family Residences . . . . .	380,100
3	3 and 4 Family Residences . . . . .	65,000
3	5 or more Family Residences . . . . .	153,500
4	Motels and Tourist Courts . . . . .	26,500
8	Other Shelters . . . . .	60,300
1	Hospital and other institutions . . . . .	33,000
32	Offices, banks and professional buildings . . . . .	788,240
11	Public works and utility buildings . . . . .	640,000
17	Schools and other educational buildings . . . . .	5,346,847
73	Stores and other mercantile buildings . . . . .	4,865,774
7	Amusement and recreational buildings . . . . .	270,714
7	Churches and other religious buildings . . . . .	572,200
8	Industrial buildings . . . . .	163,100
604	Residential garages and carports . . . . .	379,400
22	Service stations and garages . . . . .	405,350
3	Other non residential buildings . . . . .	8,300
203	Structures other than buildings . . . . .	416,092
2488	Additions and alterations to residences . . . . .	3,222,042
198	Additions and alterations to other buildings . . . . .	4,093,942

The aerial photo below shows dredging operations on the Barataria Bay Waterway at the Gulf of Mexico end. The dredge is discharging on the east end of FiFi Island with Bayou Rigaud in the center and the east end of Grand Isle on the right. Initiated in May of 1960 about 20% of the project has now been completed—4.34 miles of channel at the Bayou Rigaud end and at the other end, 1.1 miles of Bayou Barataria to Bayou Villars. When finished the Waterway will give fishing boats, pleasure boats and boats serving the oil industry a new short route to and from the upper end of Jefferson Parish and the Gulf of Mexico. At present any boats with a draught greater than 5 feet must either use the Mississippi River or the Intracoastal Canal via Morgan City to reach Grand Isle from Jefferson or New Orleans.





Showing the front of year-old 159-bed West Jefferson General Hospital at Marrero. Now occupying only ten of the twenty acres it acquired, the vacant area in its front provides the space for future expansion around a central quardangle.

For the last three years construction in Jefferson's unincorporated area has consistently ranged between \$50 and \$60 million. New one family residential construction for 1960 exceeded 1958 but did not reach the 1959 total, which was a banner year and showed a 50% increase over 1958.

#### BETTER STREET LIGHTING FOR JEFFERSON

The Safety Department's Division of Street Lighting reports that during 1960 over 900 new street light installations were placed in operation parish wide, although the majority were installed in Road Lighting District No. 10.

Also, numerous repairs and/or replacements were made in old outdated underground lighting systems bringing them up to par with present day installations. Changes from 100 to 300 watt incandescent fixtures were completed throughout the entire Eighth Road Lighting District.

In cooperation with the Traffic Division in the latter part of 1959 signal lights were installed at the intersection of Bissonet Plaza and Veterans Memorial Highway, and at Green Acres Road and Veterans Memorial Highway. Since then the increased traffic flow along Veterans Memorial Highway has necessitated additional traffic light installa-

tions, and arrangements (as of March 30) were complete for traffic signals to be installed at the intersections of both Bonnabel and Sena Drive on Veterans Memorial Highway.

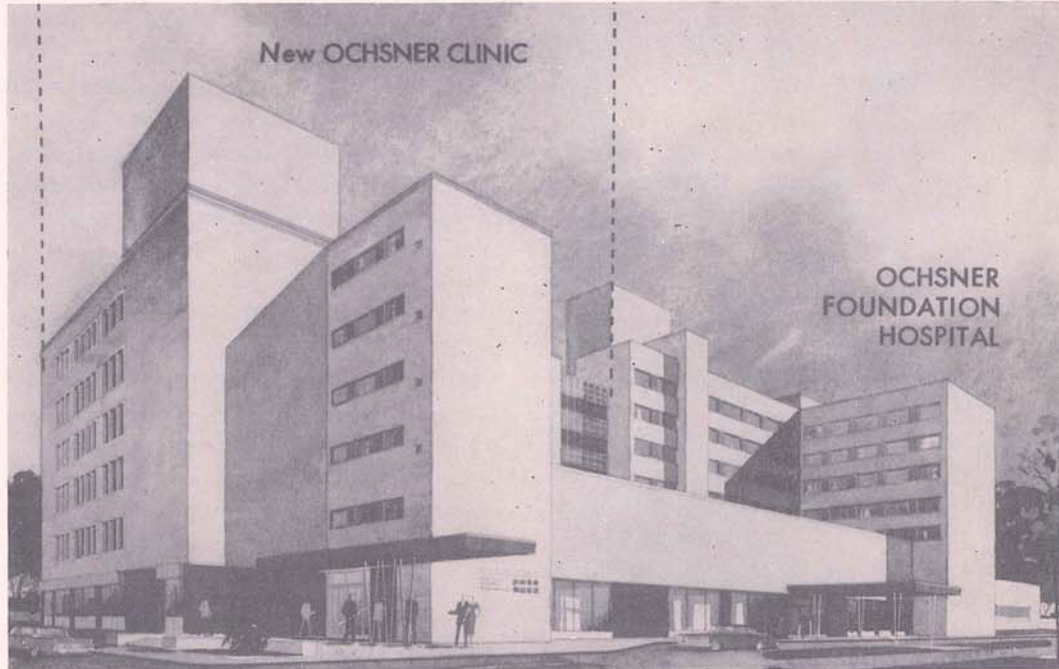
Paving of north lane of Veterans Memorial Highway from Clearview Drive to David Drive is nearing completion, and the Louisiana State Highway Department has asked for bids on section between David Drive and Williams Boulevard in Kenner and it is hoped that this section will be completed early next year.

#### THE JEFFERSON FIRE FIGHTERS

During the year 1960 the Jefferson Parish Fire Division of the Safety Department reported that the fire laddies and equipment were called out on an average of just a little over twice a day — 741 alarms to be exact.

Of these 254 were business house or home fires, 88 were automobile fires, 333 were grass and brush fires, 2 were boat fires and 64 were false alarms.

In addition to the above fire alarms answered, the Fire Division went out on 104 calls of an emergency nature in one of the three Jefferson Parish First Aid or Emergency cars. Plus numerous calls for assistance in automobile accidents and other similar situations where the area required washing down. Plus 350



Shown above is the architect's rendering of the new \$4,000,000 six-story Ochsner Clinic Building to be added immediately to the highly specialized and superbly equipped 386-bed Ochsner Foundation Hospital on the East Bank's Jefferson Highway.

supervised school fire drills, 105 fire prevention lectures to schools and 50 to clubs, and 400 public buildings inspected for possible fire hazards.

It is estimated that the total value of the buildings served by the Fire Division in 1960 was \$3,239,027.12; of this there was only, because of prompt action, \$124,488.60 insured fire damages and only \$16,425 of uninsured fire damage.

Of the contents of these buildings, valued at a total of \$15,622,580, there was only \$106,479 of insured fire damage and just \$27,610 of uninsured fire damage. An excellent record!

**1960 WAS MOST PROGRESSIVE YEAR FOR TRAFFIC ENGINEERING DIVISION**

During the year of 1960 the Safety Department's Traffic Engineering Division installed 528 orange yellow scotchal fluorescent school signs. It will be remembered that Jefferson was the first parish in Louisiana to adopt this new type brilliant sign, which is now being installed all over the United States.

During 1960 over 10,000 street identification signs were erected. These were replacements for the faded signs erected over five years ago.

Also, over 5,000 new traffic control signs were erected, such as Speed Limit, Stop, One-Way, No Parking, Load Lim-

it, etc. These signs are now made on  $\frac{5}{8}$ " high density plastic covered plywood and will last for years. There were also more than 1,000 traffic control signs installed as replacements for those damaged or stolen.

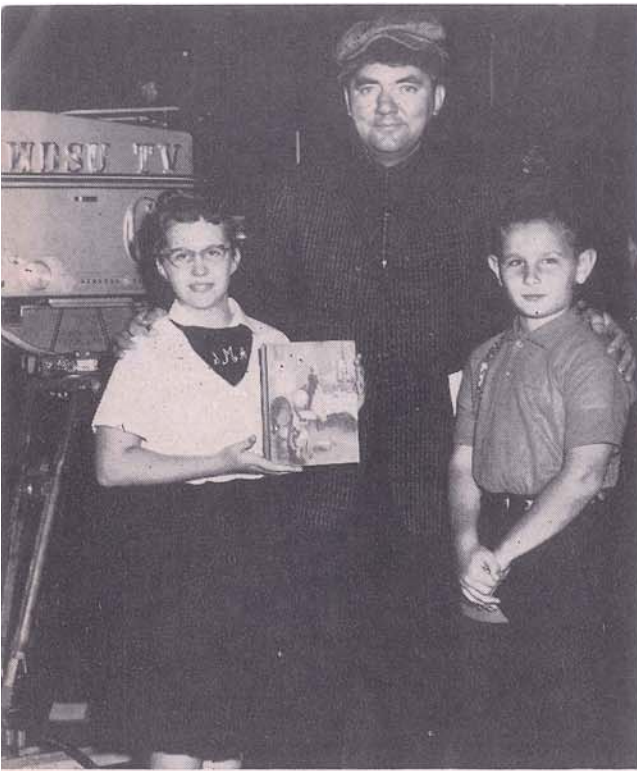
The Traffic Engineering Division has painted 4 inch cross walk lines as well as the word "SCHOOL" on every major roadway and street in the immediate vicinity of Jefferson Parish Schools. Also, the Division striped the center and both sides of the Veterans Memorial Highway from the Orleans Parish line to Williams Boulevard in Kenner.

This Division also contracted for the installation of the traffic signals (in cooperation with the Street Lighting Division) on Veterans Memorial Highway mentioned a few paragraphs back. The actual completion date of this project was February 1961.

The Traffic Division started out 1961 with another busy year, with plans underway for a new Sign and Signal Shop, where all of Jefferson's signs are made, and for the installation of new fluorescent street identification signs at over 600 street intersections on the nine major highways in Jefferson.

**TAXICAB AND PUBLIC CONVEYANCE INSPECTION**

The Taxicab Division of the Jefferson Parish Safety Department, organized in 1960, opened an inspection sta-



Sharon Oertling of 191 Orchard Road Little Farms, and Warren Croom of 4709 Seventh Street, Marrero, pose with Wayne Mack, the "Mr. McNutt" of TV Channel 6. These two Jefferson Parish children appeared on the show in connection with the National Book Week election conducted by the library. "Little Women" received the most votes as the children's favorite book.

Jefferson Parish recognizes no national boundaries in the world of books. Shown accepting a volume in the Japanese language from Mrs. Marion Stewart, manager of the Jefferson Plaza, Multi-Lingual and Reference Library, is Miss Romona Navarro, 3639 Adolph Street, Jefferson. A student at Jefferson Junior High School, Miss Navarro is a native of Nishinomiya, Koyoen, Japan, and of Spanish-Japanese parentage.



tion the same year — where all livery, limousine sightseeing busses and taxicabs operating from Jefferson Parish are inspected twice annually for safer public passenger transportation — the inspection laying emphasis on good brakes, lights and passenger compartment safety.

In addition the taxicab meters are checked for time and distance accuracy and sealed by the Taxicab Division.

All vehicles are registered with the Taxicab Division and operate under a certificate of Public Necessity and Convenience which insures proper liability insurance coverage on all vehicles.

In October of 1960 the taxicab fare was raised an additional 10 cents per mile, but the zone charges were eliminated. This was necessary to enable the cabbies to keep up with the increasing cost of maintenance. The public's cost for using taxicabs in this area is still below the national average for areas of Jefferson's size and population. Rate sheets are posted in each vehicle which informs the passenger of the rate of fare, the number of the taxicab and phone number to call in case of any complaint or adjustment.

#### ROADS AND BRIDGES

The program of this Department of Roads and Bridges throughout the unincorporated area of the parish continues, now being in the midst of a project on the East Bank to open up Transcontinental Drive from West Metairie to Veterans Memorial Highway, which will involve a shell road and two bridges. The purpose is to connect the Veterans Memorial Highway with the Airline Highway coming across the Interstate Highway.

Its popular project of blacktopping streets with parish labor and equipment, the only cost to the property owners being the asphalt used in front of their property, continues to add miles of hard surfaced streets. In 1960 this parish-property owner cooperative program blacktopped 11 more miles of streets, 4.8 miles in West Jefferson and 6.2 miles in East Jefferson.

Plans are made for five bridges on the East Bank and two on the West Bank — of which program the drawings have been prepared for bridges over Canals #4 and #5.

**JEFFERSON RECREATION DEPARTMENT  
BRINGS HOME NATIONAL  
CHAMPIONSHIPS**

In the Fifth Annual Dixie World Series of the Little Boys Baseball League on August 15-20, 1960 at Carter Field in South Boston, Virginia, the East Jefferson Parish Airline Park Playground team, already District and State Champions, brought back to Jefferson Parish and Metairie the 1960 World Championship . . . with the further distinction of having traveled the farthest distance to do it.

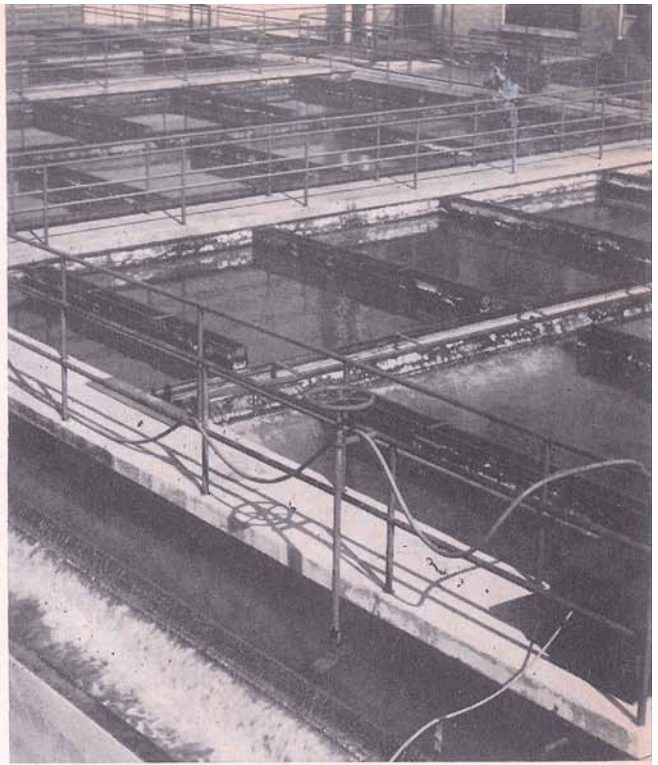
This was no small victory, for the Little Boys League is made up of 30,000 boys of the ages of 10, 11 and 12 throughout the country, which means the Airline Park Playground lads swatted and pitched their way to the top spot over 2,000 other equally anxious teams.

Also, last August Jefferson Recreation Department's Babe Ruth team of boys in the 13, 14, and 15 age class won the District No. 2 Championship (New Orleans, St. Bernard Parish and Jefferson Parish) at Muny Park in New Orleans, but was later nosed out by Houma in the State Finals.

Then in April of this year the East Jefferson All-Stars captured the World Champion Bidy Basketball Title by defeating Wichita 46-42 in Gary, Indiana. On the way to the finals the champs defeated Bridgeport, New York and Peoria. In addition to the team title the Jefferson boys placed four players on the All-American Bidy Team and Rusty Judlin was named Mr. Bidy Basketball. Named to the All-American team were Judlin, Ronnie White, Joe Diliberto and Jules Rateau.

All of which points to the excellence of the playground program the Parish of Jefferson Recreation Department is conducting and improving every year—a program that in 1960 saw the active participation of 10,233 Jefferson boys and girls from the ages of 6 through 15.

In its year round activities (comprising not only a full summer program but also a school year program) the Jefferson Recreation Department utilizes the facilities of 8 white and 2 colored playgrounds and centers on the East Bank and 10 white and 4 colored school playgrounds and parks on the West Bank. They are:



A view of the filtration tanks at East Jefferson Waterworks District No. 1, the largest in the parish and which is now engaged in the final phases of a 5-year \$5 million Improvement Plan.

Some of the 7,000 thrilled and happy white children that gathered at the Jefferson Playground Gymnasium on the East Bank on December 18, 1960 for the Eighth Annual Distribution of toys by the Jefferson Parish Doll and Toy Fund, which alternates each year on the East and West Banks and which is financed and conducted by the citizens of the parish. At the same time 3,000 Negro children gathered in Kenner for their part in the distribution. Both ceremonies were preceded by a parade of Santa Claus. Year round donations are accepted at the Jefferson Parish Doll and Toy Fund, P. O. Box 9284, Metairie.





A recent aerial view of the West Bank traffic complex that leads from the toll stations of the Mississippi River Bridge in the foreground to the West Bank Expressway in the background—the vital artery that has transformed the West Bank of Jefferson into a fast-growing commercial and residential section convenient to any part of the Greater New Orleans-Jefferson area.

#### EAST JEFFERSON (White)

Metairie Center (42 acres)	Airline Park Playground (1 acre)
Jefferson Center (28 acres)	Bissonet - Green Acres Playground (11 acres)
Delta Center (11 acres)	J. C. Ellis East End Playground (4 acres)
Little Farms Center (2½ acres)	Clearly Playground (11 acres)

#### EAST JEFFERSON (Colored)

Harlem Playground (5 acres)	Louis Armstrong Playground (4 acres)
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#### WEST JEFFERSON (White)

Marrero Junior High	Mel Ott Park
Ames Elementary School	Gretna Park
Bridge City Elementary	Harvey V.F.W. Park
West Jefferson High	Fisher School
McDonoghville Park	Westwego Park

#### WEST JEFFERSON (Colored)

Gretna City Park	Waggaman School
Elm Grove Elementary	Barataria Junior High
Lincoln Junior High	

The best way to grasp the scope and variety of Jefferson's Playground Program is to scan its various activities and the number of different individual groups that must be trained and supervised.

In the overall parish recreation program, both white and colored, there are 118 basketball teams of 1118 boys; 255 baseball teams of 3,825 boys; 52 football teams of 780 boys; track meets in which 1500 boys and girls of both the

Jefferson Parish Public and Parochial Schools participate; 37 girls' softball teams of 555 girls; 19 girls' basketball teams of 190 girls; 10 men's adult softball teams of 150 men, and ballet and tap classes with 410 boys and girls registered.

The popular Golden Age Club, with weekly meetings at Jefferson Center, Metairie Center and Little Farms Center has attracted 275 oldsters of 60 and over. Their activities include tours of



industrial plants and neighboring cities, suppers and socials, shuffleboard, square dancing and their now famous annual Mardi Gras Ball.

The Adult Ceramic Classes of Metairie Center, Jefferson Center and Delta Center are teaching over 200 people, and when these Ceramic Classes are held in the summer for the children there are at least 200 boys and girls enrolled.

Roller skating has won the enthusiasm of over 400 girls and boys (girls primarily) and their combined group from Metairie, Jefferson and Delta Centers each year stage a Spectacular at the Jefferson Outdoor Rink.

In the Starlet and Sunbeam Program for girls from 9 to 14 there are over 500 registered at the four centers of Metairie, Jefferson, Delta and Little Farms. Their activities include field trips and arts and crafts.

The summer Tiny Tot Camp for boys 6 to 8 from the same four above centers totals 350 boys participating in such activities as softball, field trips supervised games and arts and crafts.

The Modeling and Charm Classes held during the school year at Jefferson and Metairie Centers have enrolled more than 40 young ladies 13 and over.

In the Men's Physical Fitness Program at Metairie Center — consisting

of body building, either the loss or gain of weight, weight lifting, calisthenics, tumbling and self defense — has an average weekly turn out of from 15 to 25 men. Incidentally, on the West Bank, both the Ladies' Softball teams and the Men's Health Club are under the training and supervision of Lloyd Lerille of Harvey, who last year won the title of "Mr. America."

Square Dancing for youngsters at the Metairie and Jefferson Centers have won the enthusiastic following of over 190 girls and boys.

Then there are what might be called Fringe Benefits of the Jefferson Recreation Department — such as the meeting rooms and playrooms at the various Centers which are available to and frequently used by various parish fraternal and civic organizations for not only serious sessions but also for square dancing. . . . And also the picnic facilities at the Playgrounds and Centers for the general public.

In football on the West Bank there are two classes — the 110 pound class (boys 12 and 13) and the 95 pound class (boys 11 and 12). The East Bank has an additional class — the 125 pound class for boys maximum 15 years old.

In basketball for boys there are four Height Leagues — the Novice (55" tall and under), the 59 inchers, the Un-



The new time and snarl-saving overpass on Jefferson Highway at the Huey P. Long Bridge which permits traffic from Harahan or Kenner to move straight through without having to maneuver the traffic circle at this point. The overpass continues a four-lane highway through Harahan to Williams Boulevard at Kenner.

limited and the Big Eight for 12 and 13 year olds 63" and under. There is also a Men's Adult Basketball League on the East Bank and two Girls' Basketball Leagues — the Junior League for 5th and 6th graders and the Senior League for 7th and 8th graders.

On the East Bank there are active Girls' Softball groups — the Senior Pony Tails (14 years and under) and the Junior Pony Tails (12 years and under). Also the East Bank has a Girls' Volley Ball program in the 5th, 6th, 7th and 8th grades. While one night a week at the three centers of Metairie, Jefferson and Delta the Ladies' Volley Ball players take over the courts.

Also on the East Bank there is Bidy Basketball for 10 to 12 year old boys 66" and under, plus the Freshmen-Sophomore High School League and the Junior-Senior High School League. Incidentally, on Sunday, March 20, 1961, the East Bank Bidy All Stars whipped the NORD All Stars for the first time in history to win the Louisiana State Championship.

So essential is the Playground and Recreational Program to the health and happiness of Jefferson's youngsters (and quite a number of adults too) that the parish has set up for the 1961 operating budget for Playground Districts 4, 5, 8 and 9 a sum totaling over \$362,000 for salaries of employees, contractual services, equipment, materials and supplies.

A group of applicants for jobs with Jefferson Parish taking their Civil Service Examination under the supervision of the Jefferson Parish Department of Personnel.



#### JEFFERSONIANS: THE BEST READ PEOPLE IN THE SOUTH

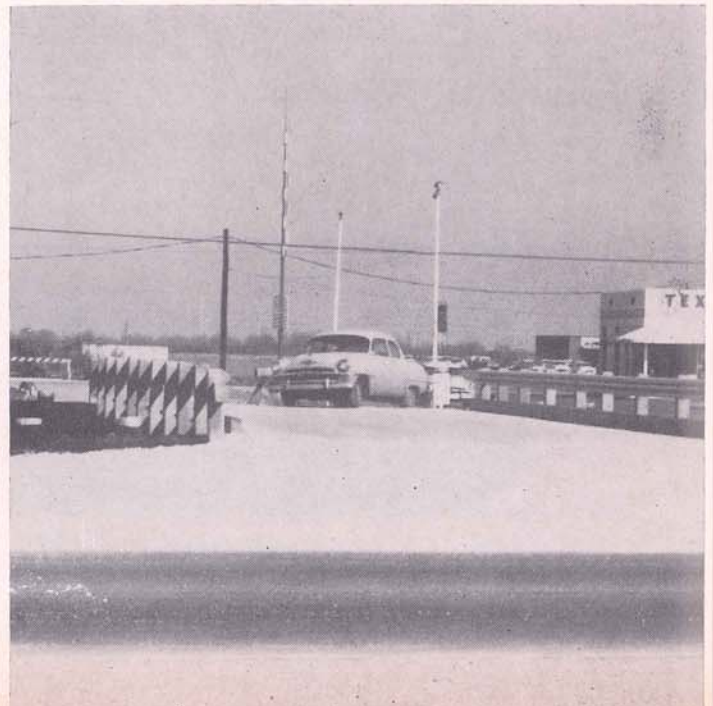
That is the aim and, if figures mean anything, already the accomplished goal of the Library Division of the Jefferson Recreation Department.

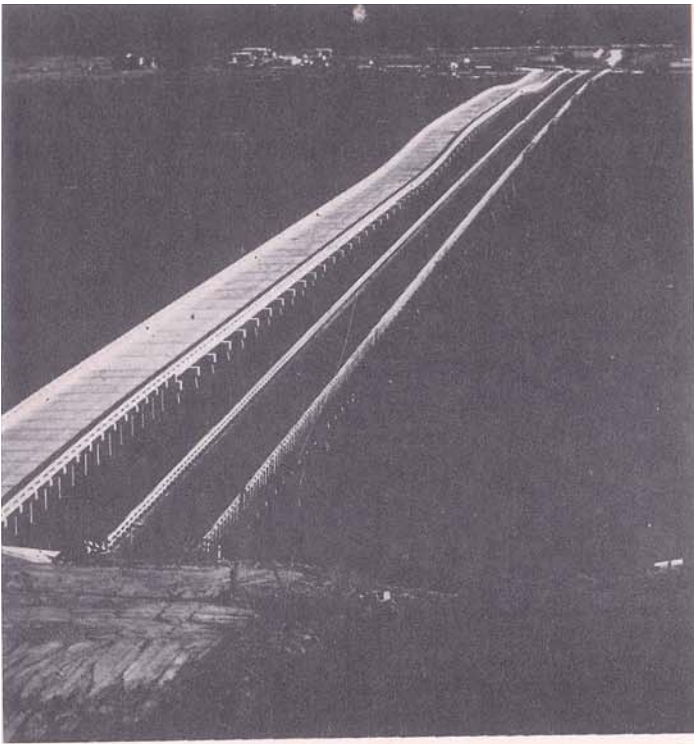
The year 1960 saw 893,666 books circulated through the parish's thirteen libraries and five bookmobiles. Now, since the parish population is around 208,000, this means that in the year 1960 books were loaned on the basis of four for every man, woman and child in the parish. An impressive figure — a figure which, incidentally, was a healthy nine percent higher than 1959.

The variety of races that make up the cosmopolitan population of this historic parish is revealed in the brisk circulation of books in all languages by readers who, in many cases, are passing down the customs of the old country, as well as its language, to their children.

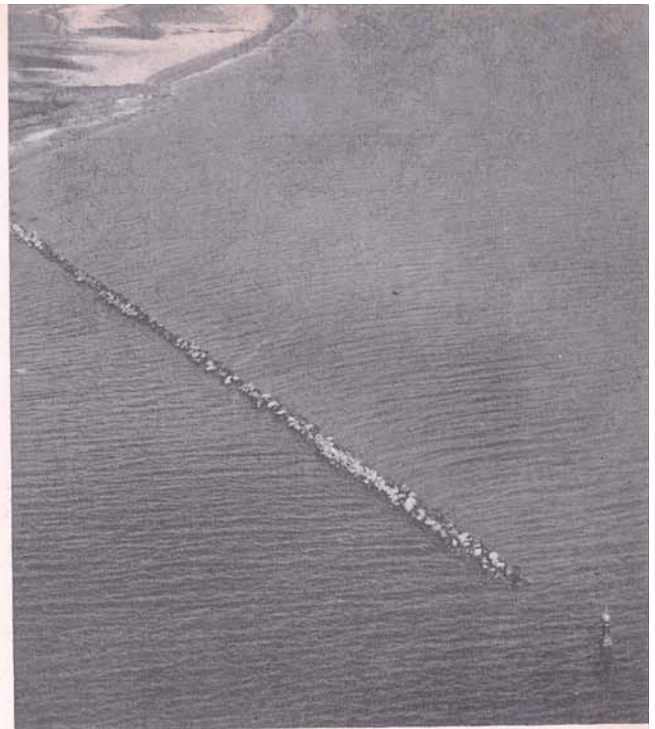
An interesting 1960 development of the Jefferson Parish Library System was the fusing of penology with the pleasure of reading. Through the cooperation of the Sheriff's department and the library administration, a book collection was carefully selected and made available at the jail for the use of its inmates. Prominent sociologists have praised the contribution to the welfare of that fraction of our population unlucky enough to be imprisoned but lucky enough to have all that golden time to

Completed just before Christmas 1960 by the Jefferson Parish Department of Roads and Bridges was this new bridge at Severn and Veterans Memorial Highway, one of many projects now underway.





The new steel and concrete bridge across Caminada Bay, connects the mainland in the foreground with Jefferson's famous saltwater resort of Grand Isle in the background. The venerable old wooden bridge has been left as a fishing pier.



An aerial view of the rock jetty installed at the east end of Grand Isle by the Louisiana Department of Public Works. You only need at glance to see how it is restoring the priceless beach that the Gulf was previously removing in huge bites.

improve their mind.

Keeping up with the tempo of the times Civil War buffs will be glad to know that an impressive number of new books on the Civil War have been added for reading during the already started four years long Civil War Centennial.

In addition, an impressive stock of classical works have steadily been added through careful acquisitions; the work of the reference department is growing in size but keeping pace through increased channels of communication; and substantial additions are being made to keep reading material abreast of the surging developments in the space age.

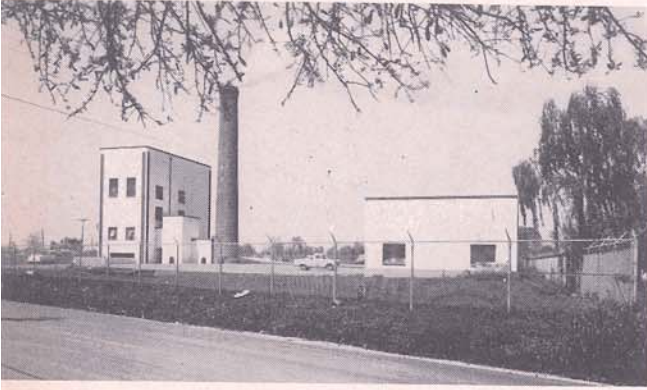
With thirteen branch libraries and five bookmobiles strategically located throughout the parish, "Going to the library" is easy, and with the library staffs themselves taking university courses on their own time to better their proficiency, with scientific placement of responsibilities on librarians coupled with a planned organizational structure strengthened by civil service classification, and with the available books constantly increasing not only in number but expanding in subject matter, the Jefferson Parish Library patrons can look forward to a continual betterment of service as well as new services now in the planning stages.

#### TWO GIANT DRAINAGE PROJECTS

Of the three phases of parish responsibility which come under the jurisdiction of the Jefferson Parish Sanitation Department—drainage, sewerage and garbage disposal—the problem and project of drainage easily steals present priority. By a strange paradox, the abundance and variety of water that have contributed so greatly to the progress and prosperity of Jefferson are also a barrier to its population expansion.

With the residential surge lakeward on the East Bank mushrooming over low lying land that was just recently a rural area then adequately served by the existing lakefront pumping stations, but which now have only 17% of the capacity that will ultimately be required, and with the West Bank population moving steadily marshward it was found necessary in 1959 (spurred by the flooding downpour of Hurricane Arlene in May which overtaxed the entire drainage facilities of the East Bank) to call a \$5 Million Bond Issue election for the funds to combat the problem.

That Bond Issue was approved and \$3 million of the bonds sold early in 1960 (the balance to be sold later as needed for East and West Bank drain-



The picture at the top shows the several-years-old and recently improved \$75,000 Incinerator of Garbage District No. 1 of the Jefferson Parish Sanitation Department located at Airline Highway and David Drive. Below is the Incinerator of Garbage District No. 2 at Belle Terre Road and Ames Boulevard, for which plans are now made to double its rated capacity of 80 tons per day to accommodate the rapid population growth of this District.



Below: Two pieces of modern fire-fighting equipment are displayed at the Jefferson Parish Fire District No. 1 at 3525 Jefferson Highway on the East Bank.



age improvements) and the Sanitation Department set to work to plan the proper procedure.

In October and November of 1960 a Master Drainage Plan for the East Bank prepared by the architect and engineering firm of Burk, LeBreton and Lamantia, and the Engineering Report of the Drainage Facilities of the West Bank, prepared by T. Edward Ernst, Inc., Parish Consulting Engineers, were both submitted by the Sanitation Department to the Parish Council and approved early in 1961.

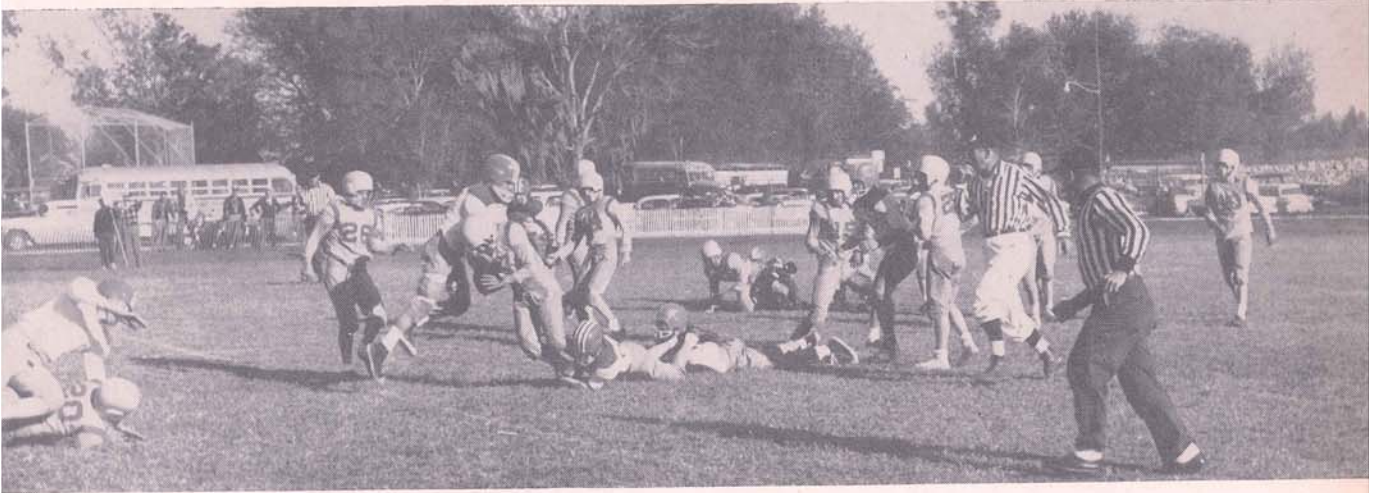
As the East Bank Master Plan pointed out, the 32,000 acre East Bank of Jefferson was a vast saucer between the Mississippi River and Lake Pontchartrain from which every gallon of excess water must be pumped. Back in 1913 the Fourth Drainage District embracing all of Jefferson's East Bank, was created and 20 miles of ditches, 60 miles of canals and 4 lakefront pumping stations were put into operation by 1926, opening up new areas for farms and residences.

The population increased from 13,337 in 1930 to 18,832 in 1940. After the 1947 Hurricane the Pontchartrain Levee District and the Federal government installed a protection levee on the Lake Front and to meet the demands of a rapidly expanding East Bank the Drainage District issued a \$1½ million Bond Issue to increase the capacity of the Lake Front pumping stations and canals. These improvements were completed in 1952.

But by 1950 the East Bank had already lost its rural aspects and was block after block of increasing residences. The post war boom transformed the population trickle, in the terminology of our subject, to a flood and the present 115,000 East Bank population is only the beginning. In ten years the drainage problem has compounded itself with the East Bank already 75% developed.

The Master Plan for the East Bank recommends that the Drainage Improvement Program be constructed over a period of 30 years. A schedule has been prepared that takes into consideration the most urgent areas first. The program is to be carried on as funds are available by the issuing of bonds, as the valuation and assessments of the East Bank property steadily increases.

Early in March of 1961 the Parish Council approved the first phase of the East Bank Drainage Program—a proj-



# RECREATION

Pictured here are but a few of the  
Jefferson Parish  
Recreation Department Activities

Left: A group of Jefferson roller skating beauties exhibit their skill in drill formation at the annual Spectacular staged at the Jefferson Outdoor Rink.

Above: Action on one of the Recreation Department football fields. Children receive the finest equipment and instruction in all facets of sport all year-round.

Below: The Golden Agers of the East Bank have fun at a Baby Party, one of many activities provided for our "Senior Citizens".



ect involving the covering of five drainage ditches and improving a sixth at a total cost of \$490,000. This marks the start of the subsurface drainage program financed by the \$3 million Bond Issue already sold and affecting the six urgent areas of the East Bank.

Namely (1) Northline Avenue in Metairie to the 17th Street Canal; (2) Jefferson Highway ditch from Barry Avenue to Brooklyn Avenue; (3) LaBarre Road ditch from Jefferson Highway to Hoey's Canal; (4) Colonial Club Drive from Jefferson Highway to Ashlawn; (5) Romar ditch in the Kenner area from Airline Highway north to Canal No. 5; (6) the Mazone ditch on the Harahan city limits enlarged from Jefferson Highway to Soniat Canal.

Of the \$3 million already available \$1.6 million will be spent on increasing the capacity of the 4 East Jefferson pumping stations on the Lake Front. All of above planned work to be completed by the beginning of the hurricane season.

#### WEST BANK DRAINAGE PROGRAM

In 1953 Consolidated Drainage District No. 1 was created by the Jefferson Parish Police Jury. It comprises the areas bounded by the Mississippi River, the western boundary of Waggaman, the northern boundary of Churchill Farms and the town of Lafitte, and on the east by the Plaquemines Parish line and Harvey Canal. It includes the areas of the Second Jefferson Drainage District, the Ames Municipal Drainage District, the Sixth Jefferson Drainage District, and the entire area south of the Second and Sixth Drainage Districts to below Lafitte.

No definite action was taken on this new Consolidated Drainage District, and the proposed improvements lay dormant until the Jefferson Parish Council consolidated all parish operations.

In 1959 an election was called of all the property owners residing within the boundaries of the District in which they overwhelmingly approved a \$2 million Drainage Improvement Bond Issue and to approve a 5-mill tax on all taxable property within the District for a period of ten years for maintaining and operating the drainage facilities.

The approved drainage improvement program outlined by the Ernst Report for the West Bank includes improvement to the levees and pumping stations of the present old drainage districts,

additions to the areas served by these old districts, and the establishment of new drained areas.

In general all new and old levees will be built up to 5 feet above sea level. The old Westwego (6th), Ames and No. 2 Districts will be interconnected, which will serve to provide more reliability of drainage in the event of the breakdown of facilities of any one station. The report also recommends the purchase of equipment for maintaining the canals of the district.

Rights-of-way and easements must be acquired by the Parish for all new construction of main canals, lateral canals and ditches, outfall canals and levees. Acquisition by purchase in fee of the lands required for new pumping stations must also be made.

The design of all canals and levees have been completed and as soon as the necessary rights-of-way and easements are acquired construction will begin.

The \$2 million Bond Issue funds will be apportioned as follows for the completed project: Nine Mile Point — Bridge City — Avondale - Waggaman section \$928,690; Westwego-Ames section 321,650; Marrero-Estelle section \$486,340; Lafitte-Barataria section \$118,000; Sanitation Department equipment \$56,000; contingencies \$89,320.

#### BOND ISSUE MOST IMPORTANT ISSUE IN SEWERAGE DIVISION

In November of 1959 an engineering report was prepared on the recommendation of the Department of Sanitation detailing the repairs and improvements required on the East Bank sewerage system, part of it now twenty years old and insufficient to meet the demands of the rapidly developing population of the East Bank's unincorporated areas.

The outcome of that report was the May 9 Sewerage Bond Election to raise \$13,500,000 to finance a consolidated Sewerage program for the unincorporated areas of the East Bank.

In the election registered property owners voted on four propositions of which the last is the issuance of \$13,500,000 in revenue bonds, the remaining three propositions providing for assumption by a consolidated sewerage district of a total of \$1,110,000 in sewerage tax bonds for Sewerage Districts No. One, Two and Sub-One, and the retirement of these bonds through a proposed monthly service charge of \$2.45 instead of the present taxes.

### GARBAGE DISPOSAL

The outstanding improvement that occurred in 1960 was in Garbage District No. 1 which comprises all of the East Bank. The open dump where trash was burned in open fires at the rear of David Street was removed to a new site on the West Bank miles from the nearest residence or business establishment.

The District personnel collected and disposed of 155,760,000 pounds of refuse in 1960. The present incinerator has reached the saturation point and the administration has included a new 400 ton incinerator in its capital improvement budget.

Garbage District No. 2, which includes all the section commonly known as the Harvey-Marrero-Estelle area, is beginning to feel the pinch of the rapidly growing West Bank population due to the new Mississippi River Bridge. Installation of a weighing scale was allowed this District to keep accurate records, according to which 36,132,000 pounds of refuse was handled in 1960.

The present administration plans to double the 80 ton per day rated capacity of the incinerator located at Ames Boulevard and Belle Terre Road to accommodate the rapid growth of the District.

Garbage District No. 3—Bridge City, Avondale, and Waggaman to the St. Charles Parish—is not growing as rapidly as the other districts but a close watch is being kept to anticipate its needs in advance.

Garbage District No. 4—the Pecan Grove, Nine Mile Point area—is not active at present but is expected to begin operation in the near future.

Garbage District No. 5 includes Terrytown and the unincorporated area on the West Bank not included in District No. 2. The development of Terrytown has been furnishing collection service until the District collects its first revenues and can begin its own operation.

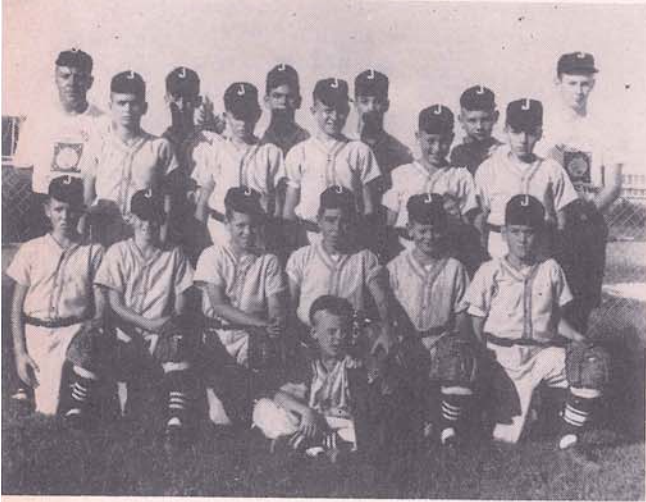
The ultimate aim is to consolidate all the above districts as well as the Lafitte - Barataria - Crown Point area, which is the only unincorporated section in Jefferson Parish not included in a Garbage District, into one parish wide operation for more economy and efficiency.

### THE NEW RESEARCH AND ANALYSIS DEPARTMENT

Just functioning since May 27 of 1960, this new parish department  
(Continued on Page 125)



Aerial view of the East Bank's great regional Shopping center Lakeside Shopping Center, located at Veterans Highway and Causeway Boulevard. Lakeside is comprised of 36 stores under one roof, including many of the leading names in the retail industry. Lakeside offers one of the largest parking facilities in the South. Over 5000 cars can be accommodated. Each store opens on to the Mall where there is no vehicular traffic, allowing for pleasant, safe leisurely shopping.



# JEFFERSON'S CHAMPIONS

## 1960 DIXIE WORLD SERIES BASEBALL CHAMPIONS

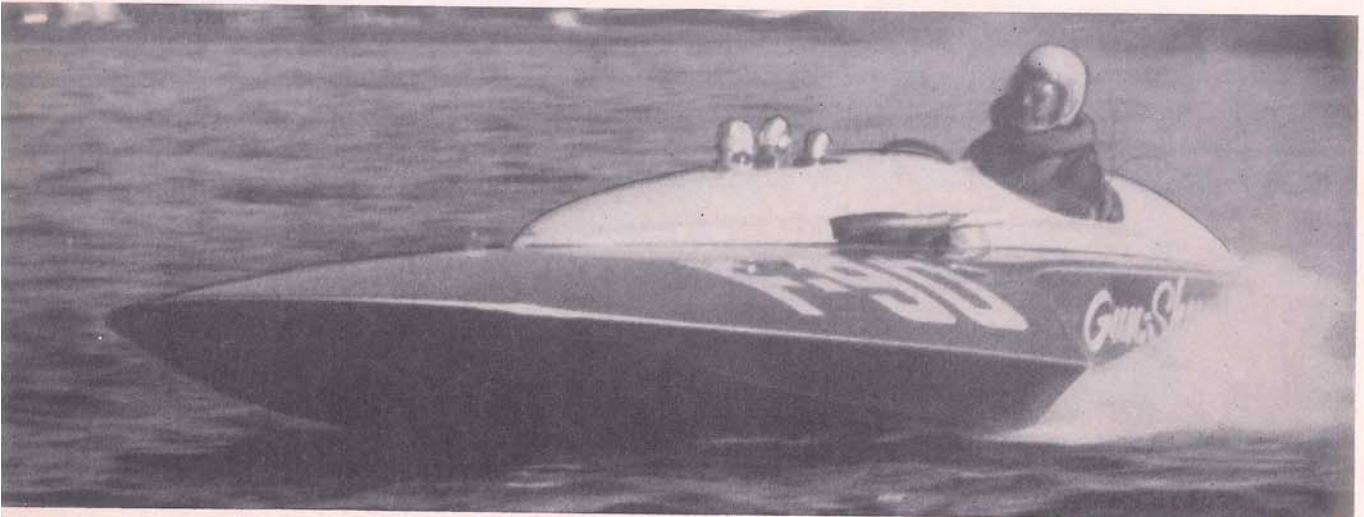
Pictured above left is the Airline Park Team which represented Jefferson Parish in the "Dixie World Series" in South Boston, Virginia, and brought the Trophy, given to the Champions, back home to a tumultuous welcome of relatives and friends. Front—Mike Kaplan, Bat Boy. 1st Row, left to right, Gary Roark, 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.

## 1961 NATIONAL BIDDY BASKETBALL CHAMPIONS

Above: right is the Jefferson Parish team that brought home the National title this year in the 10 to 12-year age bracket. Left to right: Larry Roberts G, Gary Roark G, Stephen Mistretta F, Ronnie White G, Marshall Smith C, Jules Rateau C, Howard Davenport F, Mike Rohm G, Joe Diliberto G, Rusty Judlin G.

## JEFFERSON'S WORLD RECORD HOLDER

Pictured below is Ennie Argence driving the Hydroplane "Gun Shy." Argence of Jefferson Parish, retired this year as national champion driver in the 266-cubic inch class. He is a member of the 100-mile per hour club and world record holder over the one kilometer straightaway.







### AAU CHAMPION

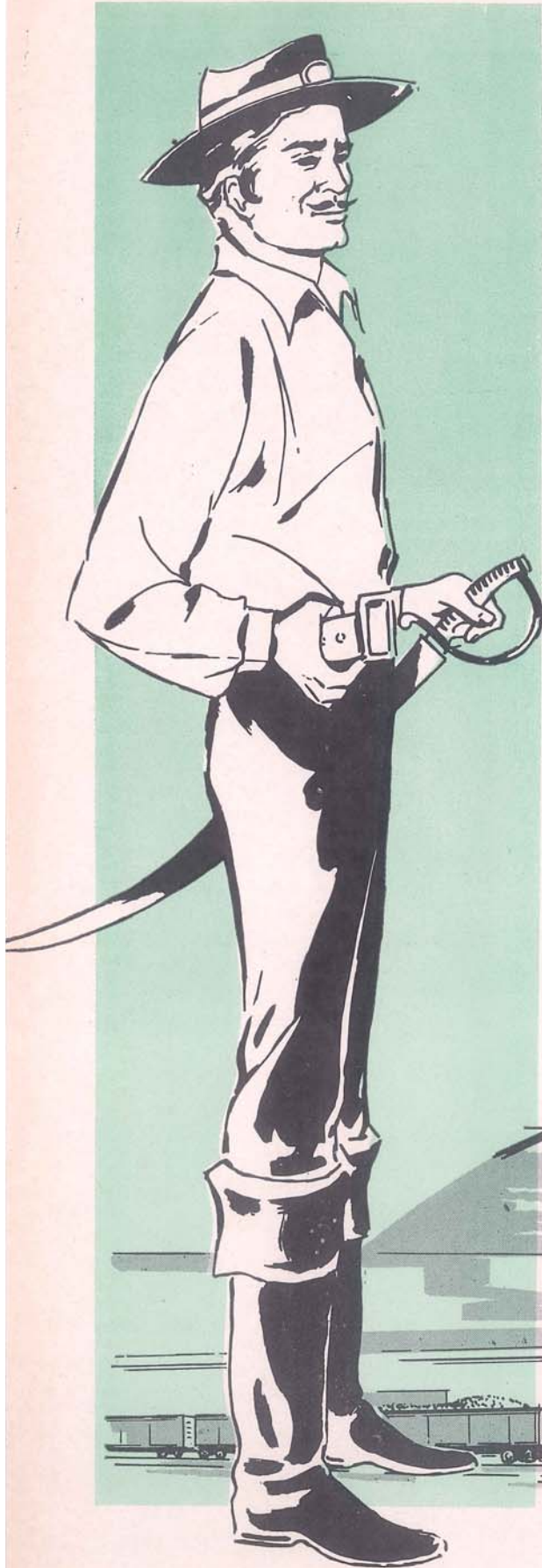
Right: Lynette Jerry, national AAU girls high jump record holder, with the outstanding champion trophy. Lynette was one of some 300 young athletes honored at the third annual Jefferson Parish recreation department "banquet of champions."

### WORLD'S PIROGUE CHAMPS

Above: Malcolm LeBlanc who won his third consecutive World's Pirogue Racing Championship at Lafitte this year. The events include the Men's, the Women's Championship Race and the Work Boat Championship Race with cash prizes for the winners in all three. The pirogue racing 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.

Below is Mrs. Augusta Meyers of Lafitte, who won the Women's Race for the fourth straight year. This is a two mile race.





# JEFFERSON...

Once famed as the "Land of Lafitte, the Pirate" Jefferson Parish has developed spectacularly into "The Land of Industrial Opportunity."

By Thomas Ewing Dabney

It is time that we change our thinking about Jefferson Parish (county). Many of us have grown up believing it to be the poor relation of the New Orleans economy, its people depending for subsistence on the jobs offered by business and industry in New Orleans. Now the United States Census reveals it as that city's Big Brother, growing bigger all the time. If we turn back old pages of the Census and evaluate the steady and at times spectacular development down the years, we wonder how it was possible for us to ignore the stop-look-listen signs which Jefferson has been erecting for more than two centuries.



# land of opportunity!

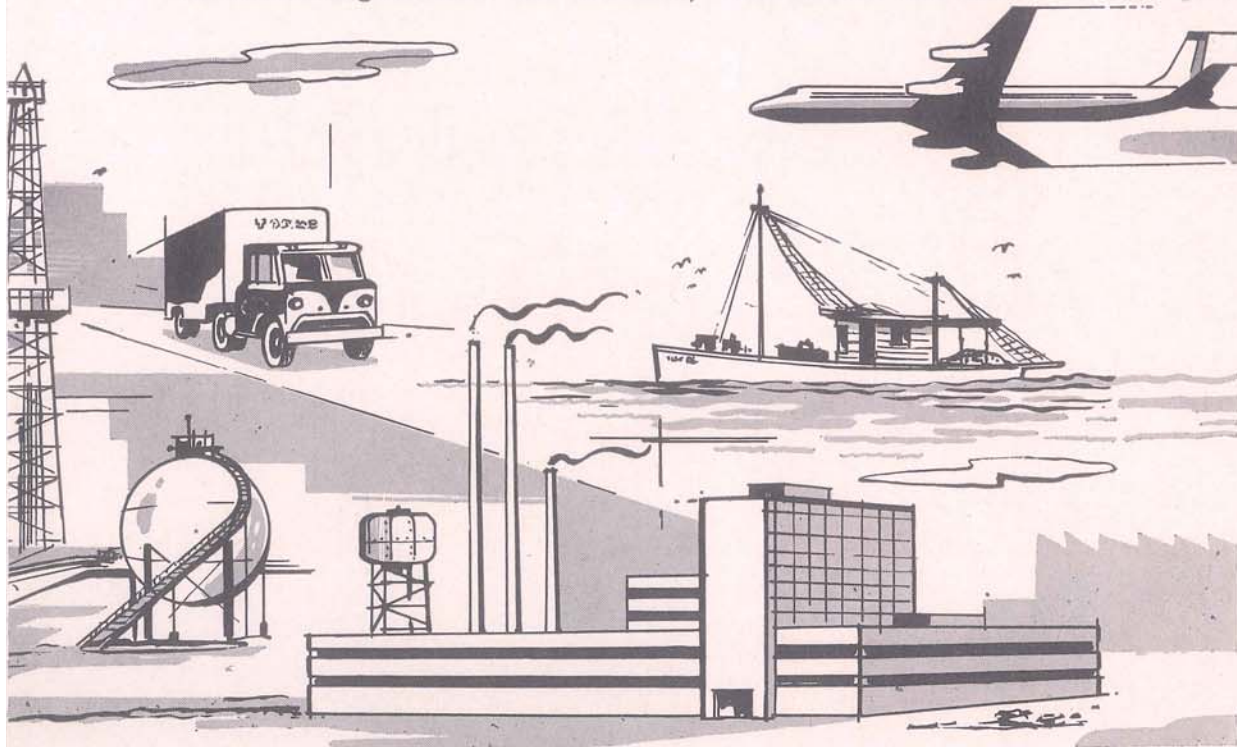
Even the sugar story had its beginning in what would be Jefferson Parish when the boundary lines were drawn 30 years later—the “incredible source of wealth” which Louisiana’s first governor, W. C. C. Claiborne, would report to President Thomas Jefferson in 1806. For it was in today’s Audubon Park which then lay several miles above New Orleans (population less than 8000) that Étienne de Boré made the cane plantings and built the ridiculous mill with wooden rollers which gave him a yield of \$12,000 in 1795 and opened a new economy for a land whose indigo fields were riddled with disease.

Census compilations show that in 1960 Jefferson Parish had a population of 208,769, double that of 1950, more than four times that of 1940. Only Orleans, Caddo and East Baton Rouge parishes have more, and they contain the state’s largest cities. All Louisiana,

during this 20-year period, increased its population only 36 per cent, New Orleans only 27 per cent.

Gretna, the county seat of Jefferson Parish for more than 75 years, in 1960 had a population of 21,967; Kenner, 17,037; Westwego, 9,815; Harahan, 9,275; Grand Isle, incorporated that year, 2,074. More than 60 per cent of Jefferson’s population is on the east side of the Mississippi and swells the metro-Jefferson should show considerably more population by the time these lines reach print, for it is advancing in seven-league boots.

Bienville founded New Orleans on the east side of the river because of the convenient access, via Bayou St. John and Lake Pontchartrain, to the Mississippi Gulf Coast, as we know it, where France had established its capital of the Louisiana Territory. Since then New Orleans has become the nation’s second port.



The last half century of Jefferson Parish progress could not be more graphically dramatized than by these two fifty years apart photographs. From the horse and buggy era (the photo was taken on the road to Barataria in 1910) to the present swift paced automobile age, as portrayed by the West Bank traffic complex, which pours and sorts traffic from the Mississippi River Bridge in the background to Jefferson Parish in the foreground.

But how much of the foreign-trade movement which has given New Orleans this distinction — nearly 12.5 million tons, according to the 1960 totals of the U. S. Department of Commerce; how much of the millions of tons of the domestic movement of the far-reaching inland-waterways, railroads and truck services which have their termini at this transportation crossroads; how much of the wholesale-trade billions of New Orleans came from that city's creative drive, and how much from the earth and the good waters of Jefferson Parish, how much from the industrial development to which the Police Jury dedicated the soaring determination of its people in the Manifesto of 1887? What will be Jefferson's place in this port area's future?

With 409 square miles of water, marshes and relative high lands, Jefferson is an astonishingly versatile parish. It has hunting and fishing resources which, for pleasure or profit, are an answer to prayer. It has some of the richest farmlands in this country of ours. But even when the *Daily Picayune* of New Orleans as late as March 20, 1914 extolled the "truck farming" possibilities in eastside Jefferson when it reported the beginning of track-laying for the Kenner Interurban Railroad where now the Jefferson Highway invokes increasing development, the people of Jefferson were learning that their land had a higher economic potential than agriculture; and natural gas was revealing industrial possibilities when on January 25, 1937 the *Times-Picayune* emphasized the growing of sugarcane, rice, corn and other field crops in westside Jefferson.

Look what has happened in 45 years to LaBarre Road of Metairie, which up until 1874 was the upper or west boundary of the City of Carrollton. That part east of or below Monticello Avenue is now part of New Orleans. Both of these pictures were taken at the same spot, the one on this page in 1915 and the one on the opposite page this summer in 1961. On the left can be seen a large modern ranch type residence and, although not visible, there are beautiful homes on both sides of the road. To the credit of the builders this modern age LaBarre Road still retains many of its original trees, enhancing its residential attractiveness.



It has taken a shock like the mounting Census to open the country's eyes to a Jefferson Parish which is only two per cent agricultural and 98 per cent industrial; a land of opportunity with 27 miles of riverfront on both sides of the Mississippi, 150 miles of paved highways, and the unrivalled land and water transportation (including railroads and airplanes) which has already given the parish three industrial plants for every mile of its overall length (60 miles), five of these plants the largest of their kind in the world. Add the sulphur, natural gas and petroleum production, and you see the significance of Jefferson's new skyline from the Huey P. Long railroad-automobile bridge to the nine-story courthouse in Gretna, the





tallest building on the west side of the Mississippi south of St. Louis, a skyline which is already beginning to challenge the business landmarks of New Orleans, only a mile or so away.

Jefferson has come of age within the lifetime of many who remember the grubby river towns of Mechanickham and McDonoghville and their incorporation into Gretna in 1913; who still found the crayfishing, perching and hunting good a block or so from the old courthouse when it was new; who recall the old settlements which clung like dirt daubers' nests to the levee at the ferry landings opposite Jackson, Louisiana and Napoleon avenues and Walnut street; who can still see in their mind's eye the brambled forests and lonely



#### HE KNOWS JEFFERSON PARISH!



No writer is better qualified by experience or ability to tell the exciting story of Jefferson Parish (county) than Thomas Ewing Dabney. You might say he "grew up" with Jefferson, from his boyhood in the 1890's to his accumulated wisdom of today. For he often accompanied his father, Dr. Thomas S. Dabney of New Orleans, who had a large practice on the westside, on his professional calls. Dr. Dabney's cures, sometimes approaching the miraculous, are still remembered in old westside families. Young Dabney, for recreation, naturally gravitated towards Jefferson: a nickel streetcar fare and a nickel ferry trip put him in Gretna, and just a whoop and a holler from the levee he found good fishing and good hunting.

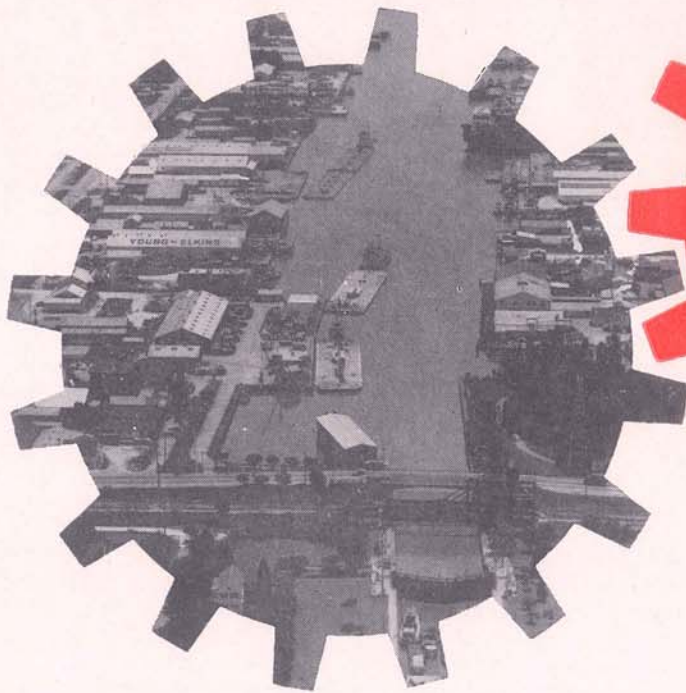
Entering the newspaper business, some of Dabney's first feature-story assignments were westside conditions. He knew at first hand the discouraging past on which Jefferson has built its astonishing present; and he was quick to see the progress after returning to newspaper work in New Orleans after several years in the United States diplomatic service, and covering the resurgence which reached the astonishing climax of the depression-ridden thirties in the Huey P. Long highway-railroad bridge.

Dabney left New Orleans in 1941 to conduct the Socorro (New Mexico) *Chieftain*, and to serve in the New Mexico Legislature. Returning to New Orleans in 1950, he entered that city's Public Service corporation to do miscellaneous writing, including the "Did You Know" column of historical research in *Riders' Digest*, but keeping in touch with Jefferson, as reflected in his articles in the *Jefferson Parish Yearly Review*.

Dabney is a native of New Orleans, a graduate of the University of the South (A.B. 1905) and of Harvard (A.M. 1906). In the diplomatic service he held posts in Mexico and Salvador, rising from Third Secretary of Embassy to *Chargé d'Affaires and interim*. He was in line for promotion to Minister when his health broke down, and he returned to the United States to recover. After several years on a farm he operated the Ocean Springs (Mississippi) *News*, became editor of the Pensacola (Florida) *Journal*, and return to New Orleans as reporter, feature writer and editorialist, serving on the old *Item*, *Daily States* and *Times-Picayune* until 1941.

He is a member of the Society of American Historians, the oldest member of The Round Table Club of New Orleans, and Past Master of Friends of Harmony Lodge No. 58, of New Orleans. He is the author of many magazine articles and these books: *Tropic Intrigue*, *Revolution or Jobs*, *One Hundred Great Years* (the story of the Times-Picayune newspaper), and *The Man Who Bought the Plaza*.

# JEFFERSON PARISH, LA.



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# JEFFERSON PARISH

*Geared for industry . . . Located  
in the heart of the ever-expanding  
industrial South.*



Only Jefferson's bayous remain complacently unchanged! Above left, is a pleasure boat photographed appearing out of the morning mist on Bayou Barataria one day in 1914. Right is a modern boat plying the same waterway. It is the "Doris B.," powered by George Engine Company with a pair of series 53 V-6 General Motors Diesels. To quote Dabney again: "Jefferson's water recreational facilities are astonishing and it has hunting and fishing resources which, for pleasure or profit, are the answer to a prayer."

spaces reaching to Nine Mile Point and beyond where Avondale Shipyards is turning out ships of large ocean-going tonnage.

Now our revealing hindsight shows us what a driving force Jefferson has always been from the first, in developing the port which Bienville opened in 1718. *One wonders where Bienville would have sited the port if he could have read the future or if he had not been tied to the gulf coast east of the Mississippi.*

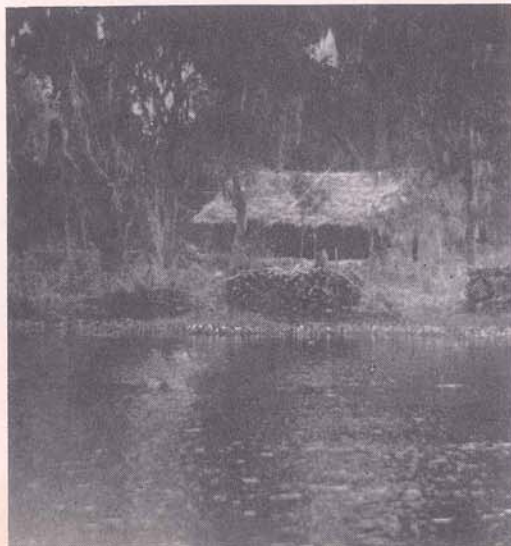
Even while Bienville was putting New Orleans together, another of that day's stalwarts began to open the wilderness on the west side of the river, where Gretna, Marrero and Harvey now flourish. This was Jean Baptiste Destréhan,

treasurer and comptroller of the Louisiana Colony, whom his government had rewarded with a large land grant. He employed and gave home sites to German colonists who were dissatisfied with the Arkansas lands to which John Law's promotion had directed them. The unseen forces which had filled the treasure chest of Jefferson seem to have inspired his order that they take their wooden shovels in hand and dig the canal which not only drained his lands but also, connecting with Little Bayou Barataria, opened pirogue and flatboat transportation to the seacoast in the Grand Isle area.

Destréhan put through that undertaking from 1739 to 1741—the first reach

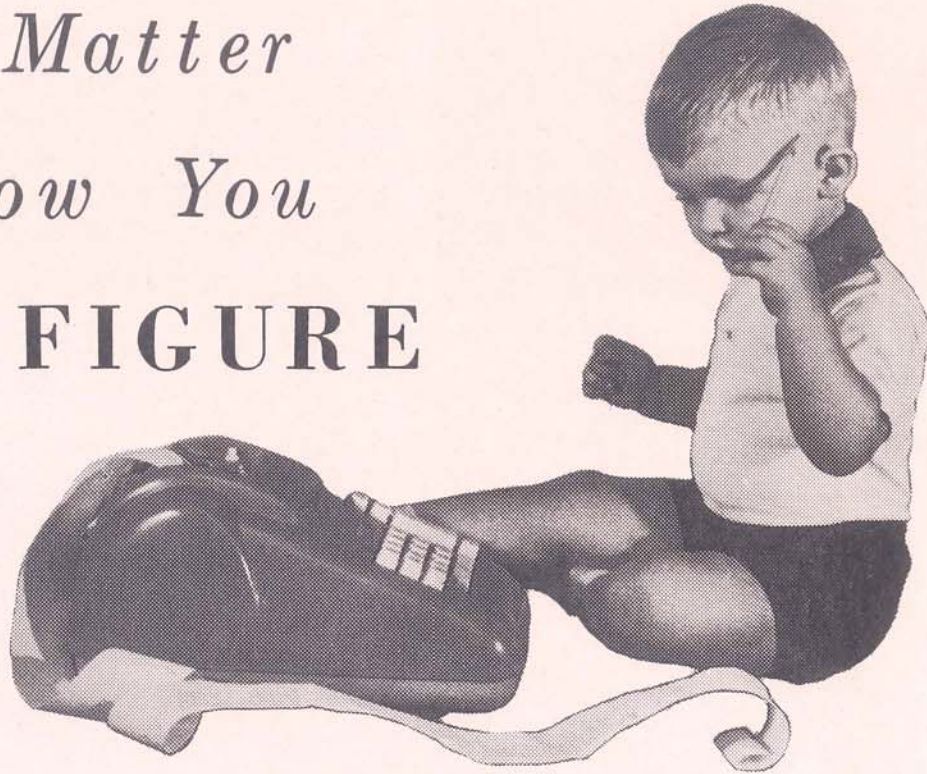
This photograph of the old palmetto woodcutter's hut on Little Bayou Barataria, taken around 1915, shows how primitive the Barataria country of Jefferson was for over 179 years (after Destrehan opened up his canal to drain the water from his plantation and to float in logs for his sugar mill furnace and which became the first 5 1/3 miles of what is today the Harvey Canal which, in turn, is part of the Intracoastal Waterway that stretches from Florida to the Mexican Border.

The picture at the right shows a segment of the Harvey Canal as it is today, a busy thoroughfare of modern commerce, manufacturing and warehousing, and which merges with Little Bayou Barataria shown above. The industrial scene portrayed is the office building and massive oil well casings yard of Intracoastal Terminals, Inc., one of the more than 200 concerns lining the Harvey Canal that serve the oil, gas and sulphur industries of Jefferson and other Gulf Coast parishes.



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As Dabney's accompanying article says: "Jefferson has come of age within the lifetime of many who still remember its grubby river towns" — and who may also remember this old shack within its outside chimney which once stood near Crown Point about 14 miles from the Court House in Gretna. The shack picture was taken in 1914. The same locality as recently photographed in the other picture, is now occupied by this modern home of a Jefferson Parish merchant surrounded by a beautiful lawn, trees and flowers.

of the Harvey Canal, as it would be known, five and a third miles long, 34 feet wide and four and a half feet deep, and the first waterway extension made to expand the port which Bienville had envisioned. It preceded — that waterway — by more than half a century the Carondelet Canal (now filled in), by nearly a century the New Basin Canal (also filled in), both of which extended the port's reach for coastwise commerce through Lake Pontchartrain; and by more than a century and three-quarters the Industrial Canal which in 1921 opened new foreign-trade opportunities and offered new loading and unloading economies for the ships docking there.

Through Destréhan's waterway flowed an increasing movement of the

timber, stovewood, seafoods, game, agricultural and other products of Jefferson, and through this short and convenient route from the sea flowed the smuggled goods in the ocean trade by which the colonists relieved the shortages caused by trade restrictions and high duties under French and Spanish exploitation.

No stigma then attached to smuggling, a fact which explains the high social acceptance of Lafitte and his merry men when he organized, stabilized and directed the trade. Privateering and perhaps piracy expanded his operations after the Louisiana Purchase when the struggle between France and England swept American commerce from the seas. The size and armed might of his

The picture, left, taken around 1908 on a curve of the Mississippi River levee in Jefferson Parish near the old Deckbar residence, shows how the levees were then constructed with mule teams and drags, a system that was discontinued around 1927. The picture at right shows the modern mechanized method of levee construction. Today, not only are the levees built higher and the water side protected by cement against erosion that caused the oldtime crevasses, but both New Orleans and Jefferson Parish are protected about 20 miles above the city by the Bonnet Carré Spillway and Morganza Spillway, which divert flooded waters in case of emergency. So safe are both banks of the New Orleans area that the inhabitants never worry enough to look at the high water gauge on the river front when Father Mississippi frequently steps out on one of his Spring flood forays.



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HARVEY, LA.



Metairie milestones! When the upper picture was taken in 1910 this Chapel had just been completed by Father J. Francis Prim of Mater Delorosa Parish in the Carrollton section of New Orleans. It was later moved from its original location on LaBarre Road to its present site on Bonnabel Boulevard just off Metairie Road. When it was built there was only one Catholic Church on the East Bank of Jefferson, at Kenner. The territory it served from the River to Lake, from New Orleans to Kenner, then had less than 5,000 inhabitants. Today, the same area boasts nearly 120,000 people and there are dozens of churches of all faiths in this section. The picture at right is the entrance of the new Metairie Post Office. Three years ago Metairie was still a branch of the New Orleans Post Office. Only two New Orleans Branch Post Offices yet exist in Jefferson Parish—the Jefferson and Harahan Branches. In line with Jefferson's amazing population growth and progress the public officials and civic leaders are working hard to convert these two also.

headquarters at Grand Isle and Grande Terre reflected his success, and this reflected the economic values which he created in the communities he served; otherwise, romantic writers and cinema recorders would not have made him such a dashing figure in Louisiana legend and history.

Lying on both sides of the Mississippi river and extending from the Gulf of Mexico to Lake Pontchartrain, Jefferson Parish has always been, is now and will increasingly be part of the port area which we call New Orleans. It was created from Orleans Parish in 1825, and on the east side of the river it originally reached to Felicity street, the upper boundary of New Orleans. Within half a century New Orleans absorbed more than half of eastside Jefferson, achieving growth at the expense of progress and development in Jefferson—beginning in 1852 with the absorption of the City of Lafayette which centered upon Jackson avenue, and ending with the absorption of Carrollton in 1874. It might have taken the Metairie "highlands," the ancient banks of the Mississippi river when it flowed through Lake Pontchartrain (or rather when Lake Pontchartrain was a part of the river), but this remained wilderness un-

til the present century, and the people, stronger politically than they were a century ago, resisted annexation movements as this section developed into a preferred residential area adjoining New Orleans and really a part of it.

As Jefferson Parish in canal development opened new business for this port area, so in railroad construction it projected future expansion into inland territory not yet reached by civilization's advance.

In 1835 the New Orleans and Carrollton Railroad completed nearly five miles of track-laying to Carrollton, most of it through the Jefferson Parish wilderness of today's St. Charles avenue in New Orleans. Its charter contemplated its extension to Bayou Sara, an important river port 90 miles upstream, but right-of-way difficulties stopped it at Carrollton, which became a resort for Orleanians who wished to get away from it all. By 1874 when New Orleans absorbed Carrollton, the railroad had become the St. Charles Avenue Streetcar Line.

Also in 1835 James H. Caldwell began to build, through Jefferson Parish, a 500-mile railroad to Nashville, Tennessee. Actor, manager, founder of the English-speaking drama in New Orleans and builder of the first St. Charles



Photographed at Avondale Shipyards, Inc.

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The picturesque plantation past and the pulsing industrial present; the left photograph was the old Jefferson Parish Soniat "Tchoupitoulas" Plantation home as it looked in 1914. The present day Colonial Country Club at Harahan is on the site of the old Tchoupitoulas plantation and the old home was used as a Club House for many years. Recently it was torn down to make room for a new, modern structure. The right photograph presents the more than a mile long Celotex Corporation of Jefferson Parish the largest insulating board plant in the world. Its basic raw material is bagasse, the pulp that is left after the juice is squeezed out of the sugar cane, and which at one time was burned for fuel on "Tchoupitoulas" and other Jefferson sugar plantations. See Dabney's reference that "even the sugar story of Louisiana had its beginning in what was once Jefferson Parish."

Theater in that city, Caldwell's sensational career in the theatrical world has obscured his real greatness as a community developer — the man who built the artificial gas plants in New Orleans, Cincinnati and Mobile when sound businessmen declined the risks of the New Light, and whose other promotions in business, transportation and foreign trade contributed impressively to this port area.

A 500-mile railroad—no one had ever dreamed so daringly; the entire United States could count only 923 miles of track in 1836, a scatter of short lines only one of which exceeded 200 miles in length.

Establishing the terminus at Canal and Villere streets in New Orleans, Caldwell laid track to today's cemeteries at the end of Canal street, entered Jef-

erson Parish near the Metairie Race Track (now cemetery), and on a long slant reached Lake Pontchartrain along which he built towards the Manchac crossing. Unable to secure a right-of-way through Mississippi which feared the rails would take the cotton trade from its river towns, the promotion collapsed in 1844, and the rails were torn up and sold. As part of his development activities, Caldwell established two resort centers on Jefferson's lakefront, one at Prairie Cottage near today's Causeway across Lake Pontchartrain, and the other at Bath a few miles east of that point. In its day Prairie Cottage was a famous resort. Caldwell had ambitious plans for the landscaping of Bath, but they did not survive the railroad's failure. Bath Avenue in Metairie carries a memory of that brave venture.

Photographed back in 1914, the scene at the left shows an old time one cylinder naphtha lugger, which as the mast reveals used sail whenever possible, rounding the double curve on Jefferson's Bayou Signette framed by cypress trees and known as the "Devil's Elbow." The photo right shows the marvels of the modern age—a deep sea drilling platform in the Gulf of Mexico served not only by powerful diesel driven tugs, but also by the "Oil Industry's Flying Friend," the helicopter—about to make a landing on the drilling platform.



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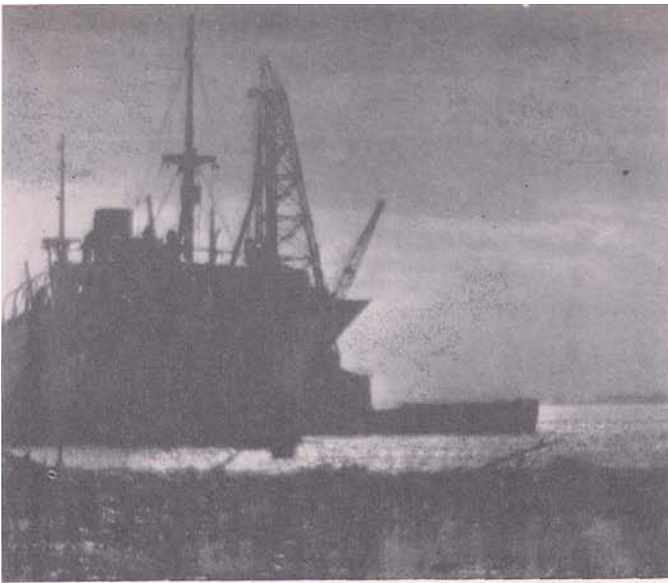
Now serving Jefferson Parish

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# LAKESIDE

SHOPPING CENTER

VETERANS at CAUSEWAY



The photo at the left (taken in 1912) shows a freighter on the Mississippi River on the Jefferson East Bank at the spot where the American Creosote Works were and still are. The sign of the age of this picture is the seaweed in the water, no longer to be found on the busy river's wharf sides.



Right, is the launching of the new SS Del Oro, one of three cargo vessels built for Delta Lines by Avondale Shipyards. These are the largest vessels ever built on the Mississippi, and will be used primarily in Delta's South American and African trade. There are still Jeffersonians who can recall the tangle of trees and the wide open space that once could be seen looking toward Nine Mile Point and beyond where the busy Avondale Shipyards are now turning out ships for world commerce.

Railroad construction evoked another impressive lakefront development in Jefferson at mid-century. From 1851 to 1853 the Jefferson and Lake Pontchartrain Railroad laid track from Carrollton to Lakeport (today's East End); and besides a hotel and recreation facilities, built a wharf which served the coastwise trade of Pensacola, Mobile and the Mississippi Gulf Coast. Connecting with the New Orleans and Carrollton, it had its city terminus across from today's Lee Circle in New Orleans. An office building is now rising on that site. Six trains on weekdays and 12 on Sundays served that movement through Jefferson.

The War Between the States destroyed this railroad and made possible the development of West End, in New Orleans, a resort and amusement center, half a mile east of East End, in the 1880's.

During the 1850 decade, the New Orleans, Jackson and Great Northern Railroad, reviving Caldwell's dream, built inland through Kenner towards the Manchac crossing, and from there followed Caldwell's proposed route, reaching Osyka, Mississippi in 1854, and five years later, Canton, Mississippi, 206 miles from New Orleans. This is now the southern portion of the Illinois Central; on its nine and half miles of track in Jefferson Parish, between the New Orleans parish line and the St. Charles parish line, a little west of Moisant International Airport, have grown a large number of industrial plants and distribution warehouses.

Also in 1854 the New Orleans-Ope-

lousas and Great Western Railroad began to lay track from westside Jefferson, and with 15 miles of rails through that area's industrial potential, later became part of the Southern Pacific System.

Expanding development in the years that followed brought other railroad construction to Jefferson—in 1870 the the New Orleans, Mobile and Texas Railroad, now part of the Texas & Pacific and Missouri Pacific System, with eight miles of track in westside Jefferson; in the 1890's the Louisiana and Arkansas, later part of the Kansas City Southern System, with nine miles of track in eastside Jefferson; in 1895, the Southern Railway Company with its operation of the New Orleans Terminal; in 1935 the Public Belt Railroad of New Orleans extended its lines into eastside Jefferson, laying about eight miles of track to and across the Huey P. Long bridge to connect with westside rail services.

About 80 per cent of the freight in the port movement of New Orleans moves over the rail lines in Jefferson.

Down the years Jefferson Parish leaders have emphasized the value of waterways the cheapest transports through the swamplands and marshlands of this state and much of the territory adjoining it.

Nicholas Destréhan, son of Jean Baptiste, improved the canal opened by his far-visioned father. He died in 1848, bequeathing to Jefferson Parish the site for Gretna. Captain Joseph Hale Harvey, who married the daughter of



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Nicholas, "Princess" Louise, widened and deepened the waterway still further, gave it his name; and to increase the water transportation movement, in 1880 he began excavations for a lock to connect the canal with the Mississippi river. His death delayed the undertaking, and the lock did not open until 1907—a structure 165 feet long, 30 feet wide and seven feet deep. You might say that Jefferson's old courthouse, a three-story brick and stone building costing about \$97,000, according to the New Orleans *Times-Democrat* whose report of February 7, 1907 reflects the excitement of that dedication, and quotes Governor Newton C. Blanchard and other state notables in their predictions of the Parish's great future, monumented that lock and the expansion for which it stood.

Twenty-seven years later, parish, state and federal officials on March 26, 1934 dedicated a new Harvey lock—425 feet long, 75 feet wide and 12 feet deep. Built by the federal government, that steel and concrete structure cost \$1.7 million. The old Harvey canal, enlarged down the years to a width of 125 feet and a depth of 12, became a part of the Intracoastal Waterway system, developed and financed by the federal government to carry the water transportation of the Mississippi river and its tributaries to the Sabine river, 272 miles from Harvey, a flowing road that in time would be extended to Mexico and to Florida.

Only a few cheap frame structures then relieved the monotony of Harvey when this lock was opened, and the prediction that in time the annual movement of commerce through the canal would total a million tons, made many people smile. But by 1955 the movement passed 15 million tons, and the government found it necessary to build a new lock and canal below Algiers to relieve the pressure upon Harvey whose banks teemed, for as far as the eye could reach, with the expanding oil industries which employed more than 9000 men and did more than \$100 million of business a year.


Oil had opened a new economy in Louisiana in 1901, revealing its magic in a rice field near Jennings; and on May 13, 1935 Jefferson Parish saw its first oil well. This was Lafitte No. 1, seven miles southwest of the village of that name. It was the world's deepest completion (9572 feet) at that time. It produced 1110 barrels a day, the first of 160 wells in that marshland field of

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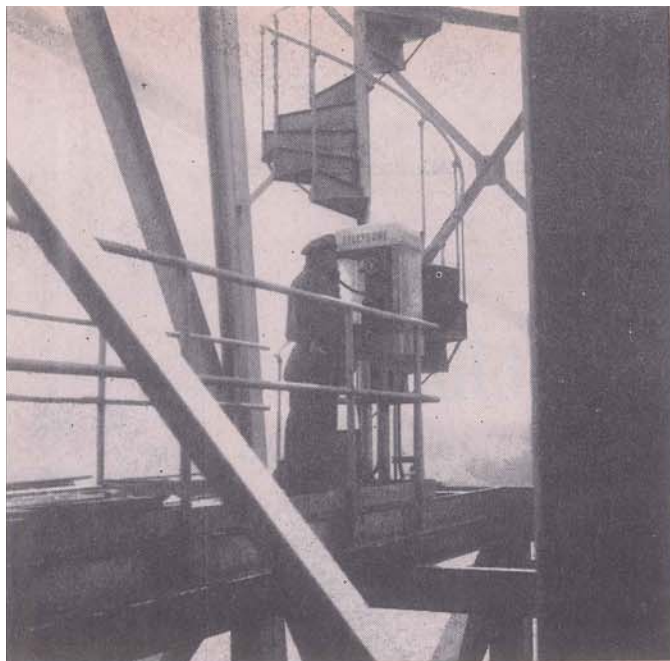


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This amazing Age of Communication! The left photo shows that even high over the Mississippi River on the towering Continental Grain Elevator at Westwego there is a telephone pay station—one of Southern Bell's many services to Jefferson industry. In 1960 the Southern Bell Telephone Company spent \$1½ million on Jefferson's Industrial West Bank. The photo at right presents the big helicopter used to spot poles in the construction of high voltage transmission lines in the swampy areas of Jefferson Parish by the Louisiana Power and Light Company, which serves Jefferson Parish 100%.

14 square miles. Other oil strikes and gas producers rewarded the questing drills and have given Jefferson Parish its largest and most valuable industry; and miles away, in the open ocean beyond Grand Isle, sulphur production last bear began to enrich the economy. Oil was found seven miles off Grand Isle in 1948.

Natural gas reached New Orleans on August 22, 1928, an "epochal date," as the *Times-Picayune* recorded; but Jefferson Parish on both sides of the river had it before New Orleans, and this cheap fuel opened new manufacturing horizons to the port area.

A few months after Jefferson Parish tapped its oil wealth, its skyline carried the transportation challenge of the Huey P. Long highway-railroad bridge across the Mississippi river. Such a crossing for New Orleans the *Daily Picayune* of that city had envisioned as early as August 29, 1860. Even then the east-west traffic movement of the port area was demanding to be released from the slow-moving bondage of the ferries. From time to time editorialists and Chamber of Commerce speakers returned to the theme; but it was in Jefferson Parish, near Nine Mile Point, that this great structure was erected. It cost \$13 million to build; today it would cost \$65 to \$70 million. Dedicated on December 6, 1935, it was the 11th river spanning between St. Louis and the Gulf of Mexico — a creation of steel

and concrete 3542 feet long soaring, from more than four miles of approaches, 135 feet above the Mississippi's high water mark, so that vessels seen from above by motorists flashing across the bridge look like toy boats in a canal. Trains moving to and from the port saved at least an hour's time. The east-west movement of automobiles increased steadily. At last the river barrier to the west had fallen and both sides of the river became one manufacturing and foreign-trade community.

This increasing movement was one of the factors that projected the 24-mile Causeway, the Lake Pontchartrain crossing from Jefferson Parish to St. Tammany Parish, a \$46 million expansion of the country's most interesting port area, completed in 1956 to pour new business from the north, east and west into it; and this in time made necessary the \$64 million Greater New Orleans bridge across the Mississippi, the longest cantilever structure in the United States — one end of that bridge in downtown New Orleans, the other in the commanding capital of Jefferson Parish.

New Orleans in 1946, with the help of Frank J. Clancy, then sheriff of Jefferson Parish, opened its Moisant International Airport in Kenner. Both jet and propeller airplanes land on that 1360-acre field. There, seven airlines connect this port area with domestic

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centers, seven with international. Some 200 flights a day take the air from Moisant, and a million and a quarter passengers a year pass through its portals.

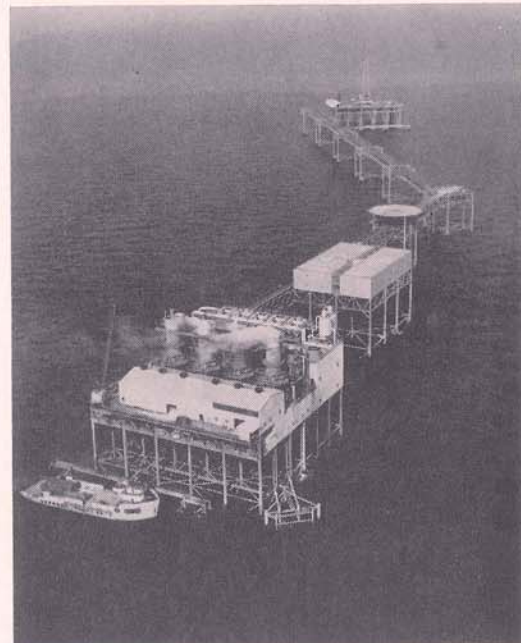
Moisant was created after the city had outgrown the Alvin Callender Field in Plaquemines Parish near Belle Chasse, not far from the Jefferson Parish line, and the New Orleans Airport on the lakefront. The United States government had been on the verge of prohibiting its military planes from flying to New Orleans, because of the inadequate landing fields available, when George A. Hero, Sr., a large landholder in Jefferson and Plaquemines parishes and an enthusiastic promoter of development projects, gave the city the site for the Alvin Callender Field. The *Times-Picayune* saluted the dedication of that field on November 6, 1926 as "an epochal day in New Orleans history." There was then small interest in commercial aviation in New Orleans. But for the far-reaching vision of Hero, this port area might today be years behind in the race for aviation business, the fastest and the most rapidly changing transportation in the world.

Jefferson Parish's economic leaders are now driving towards a development that will greatly expand the manufacturing and transportation potential of this port area on both sides of the river. This is a 55-mile tidewater harbor ex-

tension from the Mississippi river near Westwego to the 40-foot contour in the Gulf of Mexico beyond Grand Isle.

Seventy-two years before New Orleans built its Industrial Canal to open new port services in this area, the forward-thinkers of Jefferson Parish had in 1849 mapped such a project. Today's tidewater plans followed the route which those engineers chose; the United States Board of Engineers for Rivers and Harbors in 1930 approved the proposed undertaking.

Shoaling conditions at its mouth and the strong current of the Mississippi early revealed the difficulties of the river approach to New Orleans. Drawing only 12 feet or so of water, even the small ships of the French colonial period grounded there. Bienville's engineers dragged harrows across these shallow places to open the channel, and as early as 1740 his engineer recommended that a new route through Bayou Baratavia and Baratavia Bay be opened to the city. Baratavia Bay enters the Gulf of Mexico near Grand Isle and extends high into today's Jefferson Parish. Groundings became more frequent as ships increased in size. In 1832 Chief Engineer Benjamin Bouisson of Louisiana proposed that the river entrance be



The \$30 million Freeport Sulphur Company deep water sulphur mine seven miles off the coast of Grand Isle, bringing molten sulphur from what is the world's third largest sulphur deposit. The liquid sulphur is then carried by water jackets heated pipeline laid three feet below the floor of the Gulf of Mexico to Grand Isle, where it is transferred to Freeport's unique "thermos jug barges." It is then transported to the Freeport plant at Port Sulphur in Plaquemines Parish.



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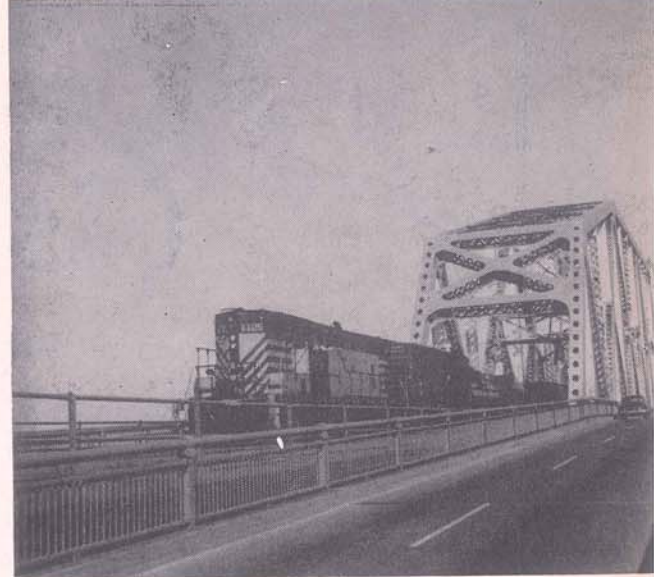
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Left. Loading air freight at Moisant International Airport, which highlights the fact that Jefferson Parish has, for the raw materials and finished products of its industries, every means of transportation known to



modern man. Right. A Texas and Pacific freight train and an automobile pass each other on their separate sections of the famous 4.4 miles long Huey P. Long Bridge entirely in Jefferson Parish.

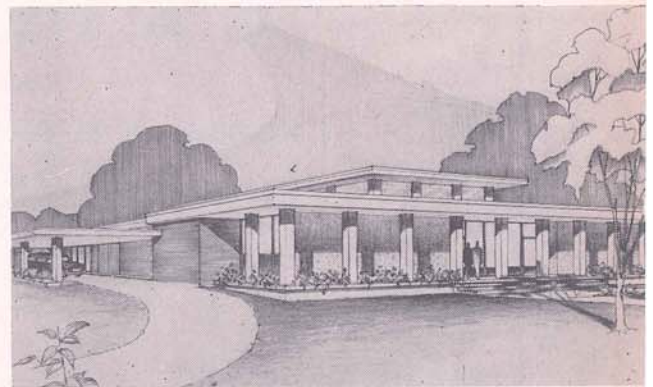
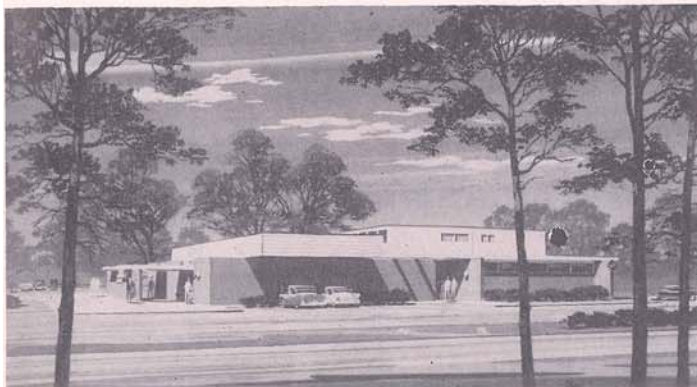
abandoned and that a ship canal be dredged on the east side of the river to the channel far upstream. Admitting that the river had whipped them, United States Army Engineers in 1874 favored the Bouisson plan; but the Eads jetties met the situation. Believing that the jetties provided only temporary relief (for the Mississippi river still rolled down a volume of mud sufficient to make a prism, every year, a mile square by 268 feet in height) other engineers revived the Bayou Barataria proposal. An address on "The Barataria Ship Canal and Its Importance to the Valley of the Mississippi" delivered by Captain John Cowdon on November 5,

1877 to the Property Holders Association of New Orleans, emphasized the principal values of this solution to the river problem: a saving of more than 50 miles between the New Orleans port area and the Gulf's deep water, no current to slow down incoming traffic, less fog danger and the new economic values that would be created by the land reclamation along the waterway.

Following a slightly different route, today's plans for Jefferson Parish's tidewater harbor extension calls for a channel 500 feet wide at bottom and 700 feet wide at top by 40 feet deep to deep water beyond Grand Isle. More than 50 miles shorter than the river route, this

The architect's rendering of the new two-story contemporary Funeral Home to be built on the West Bank Expressway one block from Barataria Boulevard in Marrero, for West Side Funeral Homes Company,

The new Mothe Funeral Home at 2100 West Bank Expressway, planned to be opened by the middle of the summer complete with 6 parlors, large lobby and a 4400 square foot parking lot.





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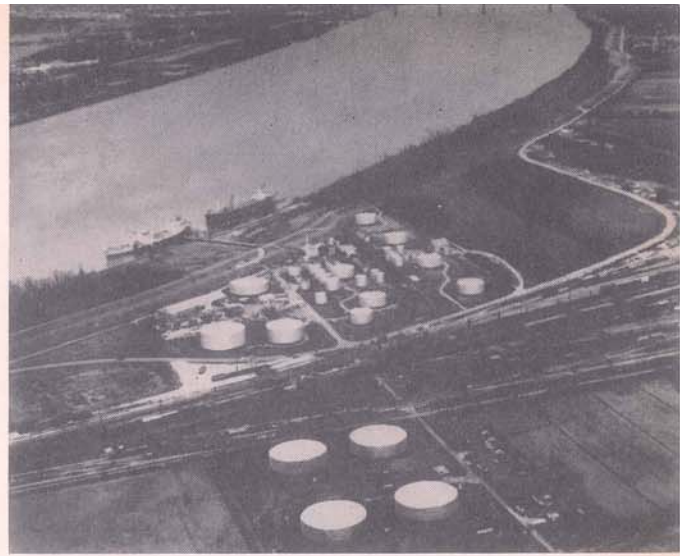
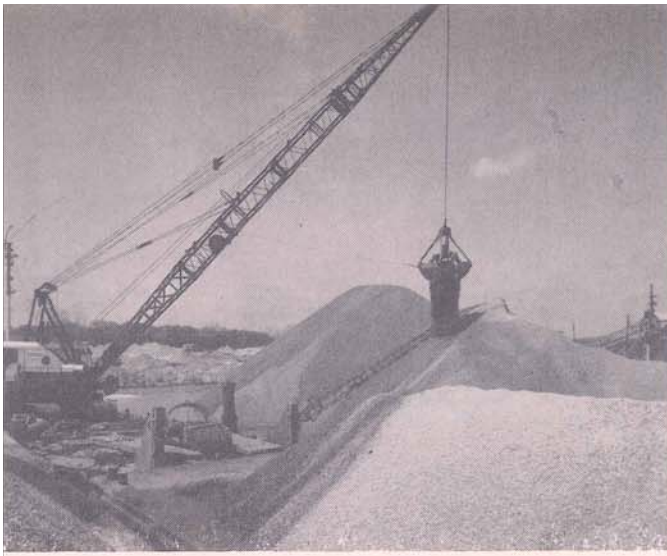
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At the left is shown the almost continuous operation of unloading clam shells for roadways, parking areas and drilling locations at one of the three huge storage yards of the Ayers Materials Company. This yard shot is at Westwego on the West Bank of the Mississippi River near the Huey P. Long bridge. At the right is a photo of the American Liberty Tank Terminals, Ltd. operation at Avondale in Jefferson Parish—equipped with two floating docks which has facilities for serving two ships simultaneously. This modern terminal offers deep water accommodations providing shipside tank storage and bulk liquid warehousing for petroleum, vegetable oils, fish oils, tung oil and alcohol.

would bring ships into the port area, especially those from the southern part of this hemisphere and from the Pacific via the Panama Canal, by the shortest route possible. Channel dredging along this route would create thousands of acres of land upon today's marshes and swamps, opening preferred sites for factories, warehouses and industrial development generally, all served by land, air and water transportation facilities, from the port on the river all the way to the Gulf of Mexico.

On the east side of the river, New Orleans interests are pushing work on a similar but longer and more costly channel to the sea. Its completion will increase the need for the westside development in Jefferson, just as the Harvey Intracoastal Canal in Jefferson made necessary the creation of the New Orleans canal below Algiers. In both Jefferson Parish and New Orleans we have seen how every economic advance augmented the other's progress. The federal government is putting through the eastside seaway, but, for the present at least, the men of Jefferson are envisioning their westside harbor extension as an undertaking for private enterprise. Maybe federal assistance will be forthcoming later. Whether or not it is, sooner or later Jefferson's Industrial Seaway will open its channel to the argosies of world trade, for the need is as great on the westside as on the eastside and the *potential is greater*.

A federal project now under way

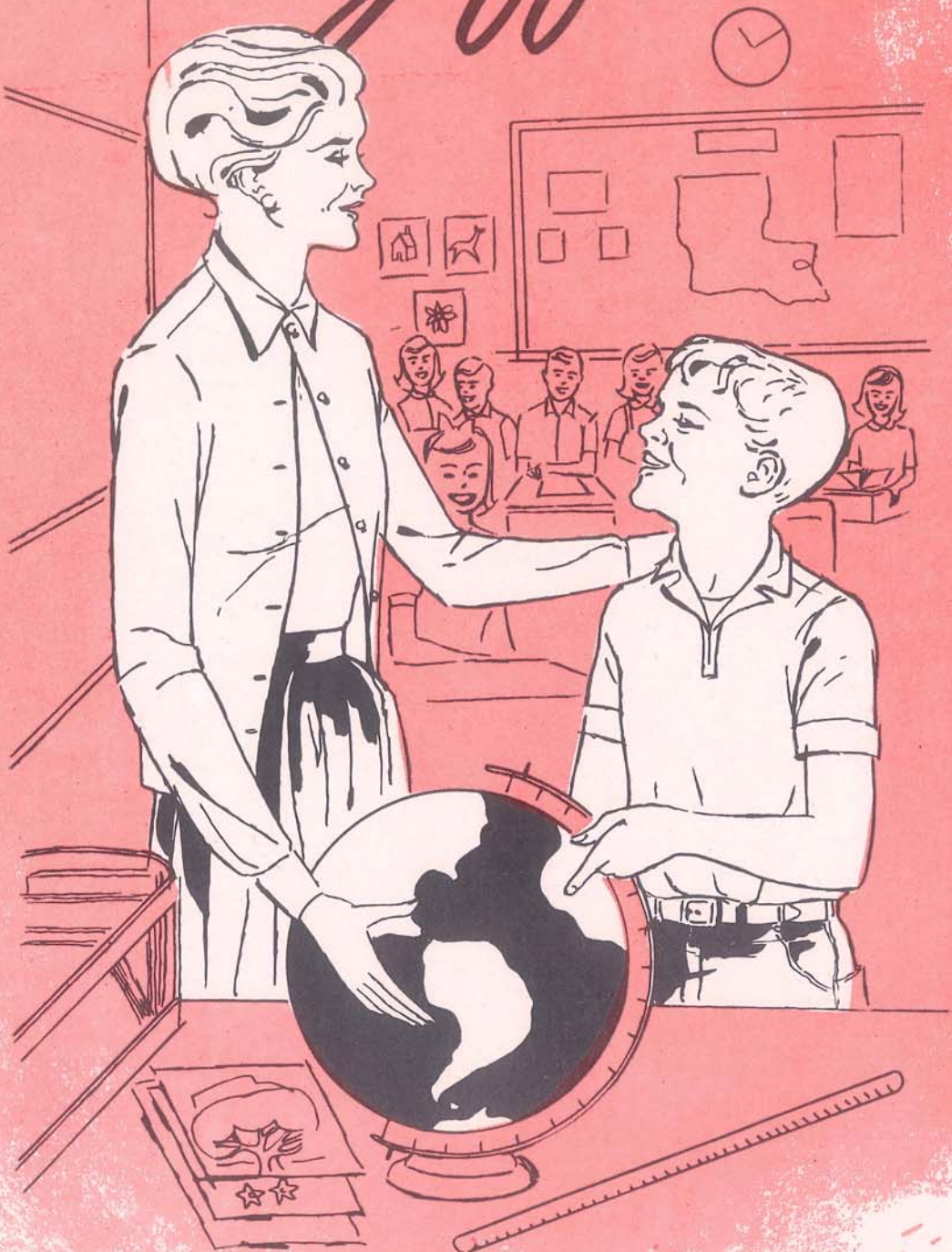
points to the rising needs which have evoked Jefferson's Seaway plans. This is the Barataria Bay Waterway, a barge and boat channel from the Intracoastal Waterway to the Gulf of Mexico at Grand Isle. Plans call for a 125-foot channel and a 12-foot depth. This is a \$1.7 million project and completion is promised this year.

Thus engineering thinking and government support swing back to the Jefferson Parish undertaking, first proposed in 1740, revived in 1877 and finally undertaken in our own day. This could be the beginning of Jefferson's Industrial Seaway.

To meet its actual and envisioned growth, Jefferson Parish has evoked home-building, public improvement and construction projects of majestic proportions; it has created enormous shopping centers on both sides of the river, retail concentrations capable of expansion to serve many times the present population; it has its own banks, its own hospitals and clinics, its own utilities, all comparable with the best in the state.

As the old courthouse in Gretna milestone the advance of Jefferson during its first century, so the new courthouse, nine stories of steel, glass, aluminum and concrete costing \$3 million, cast its lengthening shadow deep into Jefferson's second century, a symbol of the creative drive which is building this port area far beyond the power of Bienville to imagine.

# Jefferson's



# MOST VITAL INDUSTRY

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

Like the air we breathe and the water we drink we are inclined to take our Jefferson Parish Public Schools for granted — because they have always been there, faithfully functioning, and because they always, each year, provide the necessary room, teachers and facilities to handle an increased enrollment of several thousand more school children than the year before.

Because they operate so smoothly few people in Jefferson Parish are aware of the tremendous organization and the enormous financing involved in the training and teaching of now over 35,000 school children every school day, nor do they realize that the Jefferson Schools have been kept abreast of the times so consistently that for years they have been recognized as one of the better parish public school systems in the state.

Comparing the public schools to an industry — producing Jefferson's most vital product: future citizens — helps to put their procedure and problems into proper focus for better understanding.

In this indispensable public school industry of Jefferson the School Board functions the same as a Board of Directors, formulating its policy, supervising its personnel and programs so that its production will turn out a high quality finished product in which outstanding individual abilities are recognized and encouraged and, what is most important of all, not only solving but anticipating its problems.

One excellent example of the School Board's foresight into the future was the \$10 Million Bond Issue School Construction Program prepared, presented to the property owner voters of Jefferson and approved by them in 1959 — a

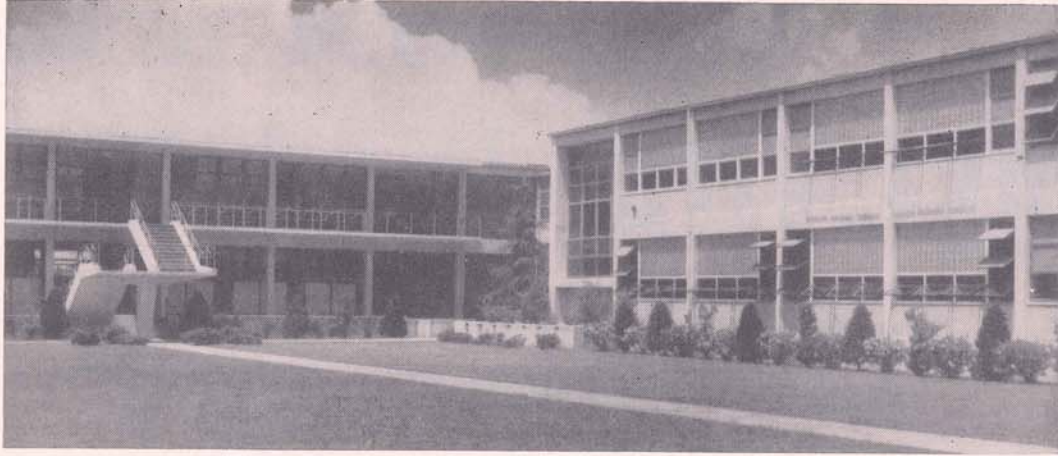
program that has been under way ever since and which has made it possible for Jefferson Parish to furnish a desk for every enrolled pupil without resorting to the platoon system, as did many other communities throughout the nation caught flatfooted or financially unprepared for the recent phenomenal increase in the number of school age children at the opening of each fall enrollment.

To put it more graphically, there were only 31,000 school children enrolled in Jefferson Parish Public Schools when the \$10 Million Construction Program started. Since then over 4,000 school age children have been added and the School Board is aware that it must be able to accommodate at least 42,000 by 1967.

However, the School Board anticipates no difficulty in providing desk room for that many pupils when the time comes. Because in addition to the new schools, more classrooms added to existing ones and the renovation of older schools made possible by the \$10 Million Bond Issue, the Jefferson Parish Public Schools have been receiving new construction revenue since 1956 from the one cent parish sales tax.

Half of every penny so collected goes to the Parish and the five municipalities, and the other half goes to the Jefferson Parish Public Schools, but must be spent on new construction capital outlay only and cannot be used for maintenance or salaries.

With the school population now seemingly becoming more stable and with the \$10 Million Construction Program to be completed in 1962, the million dollars a year received from its share of the parish sales tax should go toward providing ample desk and classroom



Above: Patio of East Jefferson High School. Below: Main building of West Jefferson High School. East Jefferson has 70 classrooms, West Jefferson has 58 classrooms. Otherwise facilities are the same, including administrative suite, gym, auditorium, cafeteria, industrial arts workshop, football stadium, complete athletic field, complete commerce department and home economics department. Both have full facilities and courses for a complete college preparatory course.

space for some years to come.

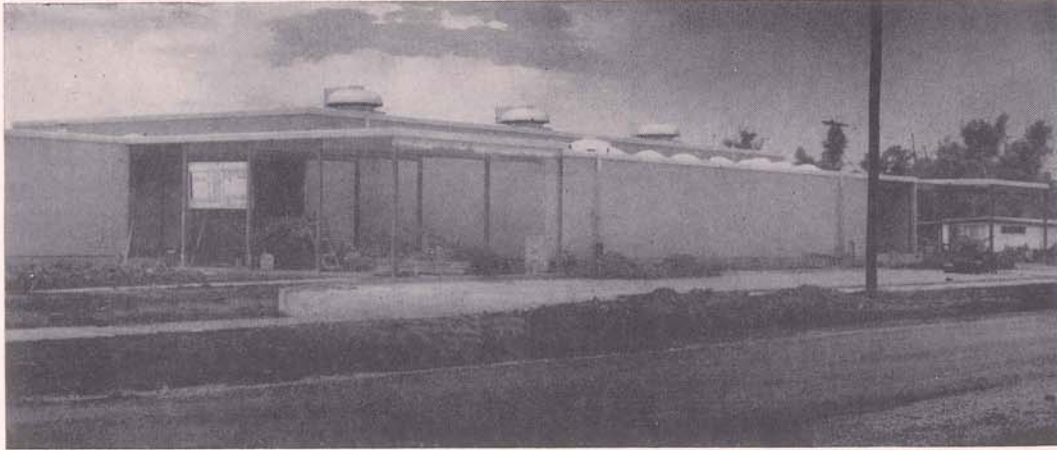
To give you an idea of the size and scope of the school construction program that has been going on since 1959 in Jefferson, there have been completed or now under construction from the revenue received from the \$10 Million Bond Issue 19 elementary schools or substantial expansions of present ones providing 293 more classrooms for Jefferson's mounting school enrollment; 21 cafeterias and 4 cafeteriums; as well as improvements and renovations of various natures to 19 other existing schools.

In addition to the above construction (under way, now completed or to be completed by the beginning of the 1961-62 school year) which represents a total expenditure of \$9,285,155, contracts

were let in February for the building of two football stadiums (one each for East Jefferson High and West Jefferson High) and a new High School in Ward Seven. This was made possible because proceeds from the bond issue for construction were wisely put to work. Nearly \$375,000 was earned from government bonds purchased by the School Board since it negotiated the sale of its construction bonds in November, 1959.

The total cost of the two new stadiums will be nearly \$700,000. This covers the concrete grandstands to be erected on both sides of the football fields of East and West Jefferson Highs. It also includes scoreboards, sound sys-





Above: The East End Elementary School back of Lake Avenue with 16 rooms and a cafeteria. This is one of the new schools just completed in Jefferson. Below: The recently completed \$234,000 Live Oak Elementary School at Waggaman with 10 classrooms and cafeteria which will open with the fall term of 1961.

tems and paving underneath the stands. Each will hold 4175 spectators, or a total capacity of 8350 for each stadium.

The new Seventh Ward High School, to cost about a million dollars, will be located in the rear of the present Jefferson Junior High on a heavily wooded tract that was occupied by a horse ring and bridle path at South and Riverdale Drives. When ready for occupancy by the opening of the 1962-63 school year, this new high school will provide relief for the present 2205 pupil capacity East Jefferson High School, the largest in Louisiana.

The construction described just about exhausts the construction money provided by the \$10 Million Bond Issue and the sales tax construction revenue to

date — but Jefferson has caught up with its rapidly expanding school age population and should, from now on, be able to handle normal growth from the sales tax fund alone.

#### THE ADMINISTRATIVE STAFF

Headed by the Superintendent of Schools, the administrative staff of the Jefferson Parish Public Schools corresponds to the executives and officials of an industry who, within the framework of policy set down by the School Board, supervise and direct the daily operation of the schools, solve the daily problems as they arise, and are constantly studying and seeking new and better ways and methods for producing finer students.

(Continued on Page 110)





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# A Call to Hemispheric Solidarity

By HALE BOGGS  
Member of Congress  
Second Louisiana Congressional District

## *Publishers Note*

For the past 27 years the Review has pointed out the need and the advantages of a Tidewater Seaway for Jefferson Parish.

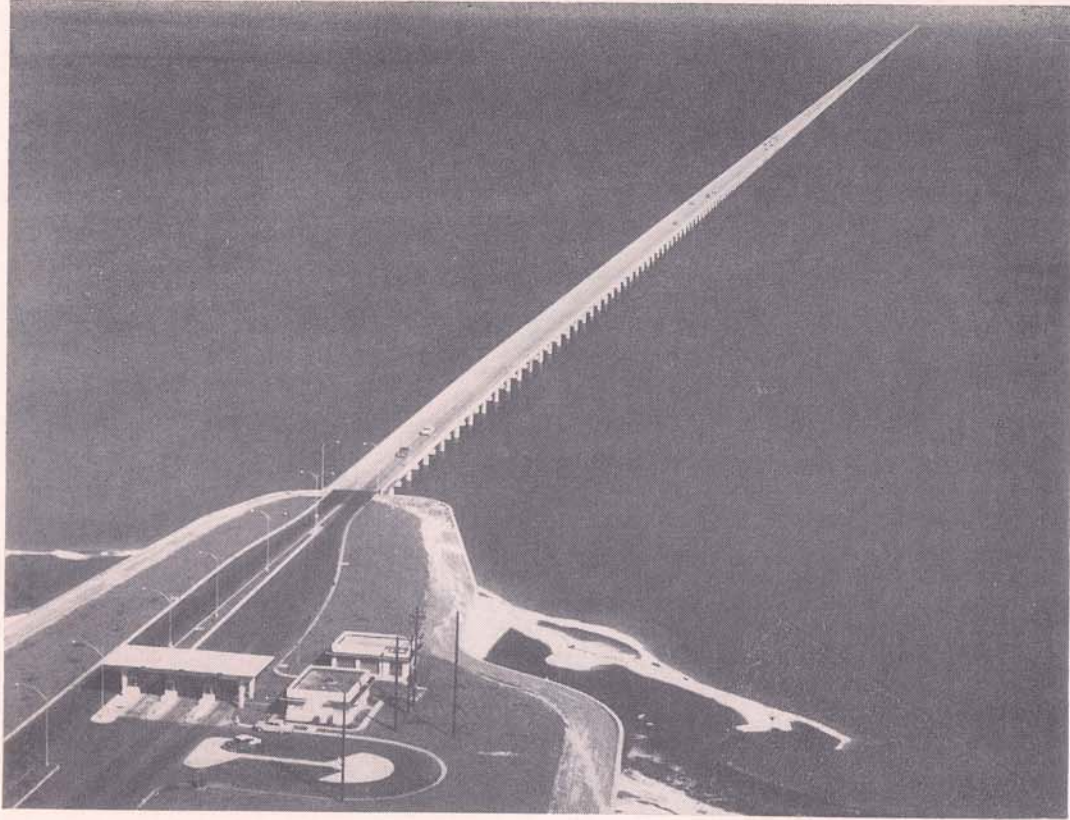
We know a great number of engineers, rail-rovers, steamship owners, industrialists and public officials who are convinced that within the next decade a 600-foot wide tidewater channel, with a minimum depth of 40 feet, from Westwego to the Gulf near Grand Isle will be constructed . . . . a channel straight as an arrow to Latin America.

And if Latin America is to grow as fast as Congressman Hale Boggs and other experts on Latin America think it will, Jefferson Parish's Tidewater Seaway could become *the World's busiest waterway*.

• • • • •

The heritage of the peoples of Latin America is one of a strong desire for political democracy and freedom. Such great men as Simon Bolivar, Benito Juarez and Jose Marti led their countrymen to throw off the yoke of the Old World and establish new nations under liberty. So are we Americans in the United States defenders of freedom and liberty. Thus, the ideals of the peoples of all the American nations spring from the same well and have been nurtured by a similar history.

As President Kennedy said to the



## LAKE PONTCHARTRAIN CAUSEWAY

### *The World's Longest Bridge begins in Jefferson Parish*

The 24-mile-long Lake Pontchartrain Causeway is a magnificent symbol of the continuing progress of Jefferson Parish. The Causeway serves as a direct north-south thruway for local, tourist and commercial traffic. It connects busy, boom-

ing Jefferson Parish with St. Tammany Parish's famed Ozone Belt vacationland north of Lake Pontchartrain. Millions of vehicles have crossed the world's longest bridge since it was opened to traffic on August 30, 1956.

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"We meet together as firm and ancient friends, united by history and experience, and by our determination to advance the values of American civilization. Our nations are the product of a common struggle, the revolt from colonial rule. And our people share a common heritage — the quest for the dignity and the freedom of man."

But, said the President, "Our hemisphere's mission is not yet complete. For our unfulfilled task is to demonstrate to the entire world that man's unsatisfied aspiration for economic progress and social justice can best be achieved by free men working within a framework of democratic institutions."

The President then unfolded some of the details of a far-reaching ten-year plan for the Americas, a joint plan designed to strengthen hemispheric unity and to aid all the American nations working together to promote their economic growth, to raise their living standards and improve the education of their peoples. This plan provides all of us, the citizens of Jefferson Parish and of every part of our great nation, with the opportunity to join in preserving freedom and the rights of man in the Western Hemisphere. The implementation of this "Alliance for Progress" also offers our country an opportunity to revitalize the spirit of the "Good Neighbor Policy."

The march of events in Latin America has too long gone unheeded. Only after Fidel Castro, who has now admittedly taken Cuba into the Soviet camp, called for widespread socialistic measures backed by force and the Kremlin, only then did we begin to realize that real danger lay in our own backyard, and that all the Americas were threatened.

It is important for us to realize the needs of the people of Latin America for social and economic betterment. As we know, the Communists will use any means to foster and promote discontent and revolution. Their modus operandi is to move into countries, especially the underdeveloped and weaker ones with unstable governments, and capitalize on the natural dissatisfaction of the people engendered by poverty, illiteracy, disease, malnutrition and one-crop economies.

These conditions are underscored by

the recent defeat of the ill-fated invasion of Cuba. Communist agents will now intensify their efforts through subversion and propaganda to foment revolution and attempt to gain control of other Latin American countries.

As Charles Nutter, former Managing Director of International House in New Orleans, stated in a recent speech:

"The important thing to know about Cuba, however, is that unless Cuba is won back to the free world, Latin America or much of it is doomed to Communism, for Cuba has become the Communist beachhead and an arsenal for a hemispheric-wide plot of subversion."

Nutter said that "Russia now is spending a half billion dollars in Latin



Fifty years ago a new financial institution that would soon become a boon to South America came into being. Few who heard the news doubted its eventual success, for they knew the men responsible for its creation had proved their abilities in other fields long before this undertaking. One was an international financier and shipping magnate; one an expert on life insurance companies; another was a renowned physician and surgeon, and one was a successful corporation lawyer. Each, contributing his unique talents, brought into being, on March 28, 1911, the Pan-American Life Insurance Company.

Of the four founders one is still active in his respective office. Crawford H. Ellis has served as Pan-American Life's President since the company's organization in 1911. Dr. Edward G. Simmons who served during his lifetime as Executive Vice-President, died on January 14, 1958. Dr. Marion Souchon was Vice-President and Medical Director until his death in April, 1954, and Eugene G. McGivney was Vice-President and General Counsel at the time of his death in 1948. In the half-century since its inception Pan-American Life has progressed at a rate unparalleled by any other company in its field. Today hundreds of thousands of policyowners in 28 states and 14 Latin American countries are protected by its outstanding insurance coverages.



Brazil's new capital Brasilia symbolizes the opening of the west, which will mean vastly increased export production for Brazil's future.



Cotton fields at Punta Renas, Costa Rica. Cotton in recent years has become Costa Rica's third export crop.

Banana plantation of United Fruit Co in Honduras. Bananas are the leading export crop of Honduras and several other Latin American countries.



America in straight out-and-out ideological and educational propaganda. European-trained Spanish-speaking agents have fanned out all over the continent. The Cuban diplomatic missions have become the Communist general headquarters in every country. A daily 'Hate America' campaign is flooding newspapers and radio and television stations throughout the continent, and men's minds are being corrupted and inflamed everywhere down there.

"The Communist world is willing to promise anything toward fulfillment of all hopes. It will do this despite its enslaved people and their own low living standards. Such aid will be short-lived or never given at all. But when it succeeds in extending Communist rule in Latin America, the Kremlin will have won further victories in the battle for the world. Police power holds people once (they are) cornered under control, as it has in Cuba."

Incisively, Nutter pointed out that "The wealth of others, not future development, is the prize the Communists offer the poor, the desperate, the dispossessed. Castro, the American Lenin, won support of the lower class Cuban people by his promise to take all wealth of the nation and subdivide it; instead (in the process) he has ruined Cuba's economy. But this concerns the Communists little; people are their pawns, not their concern."

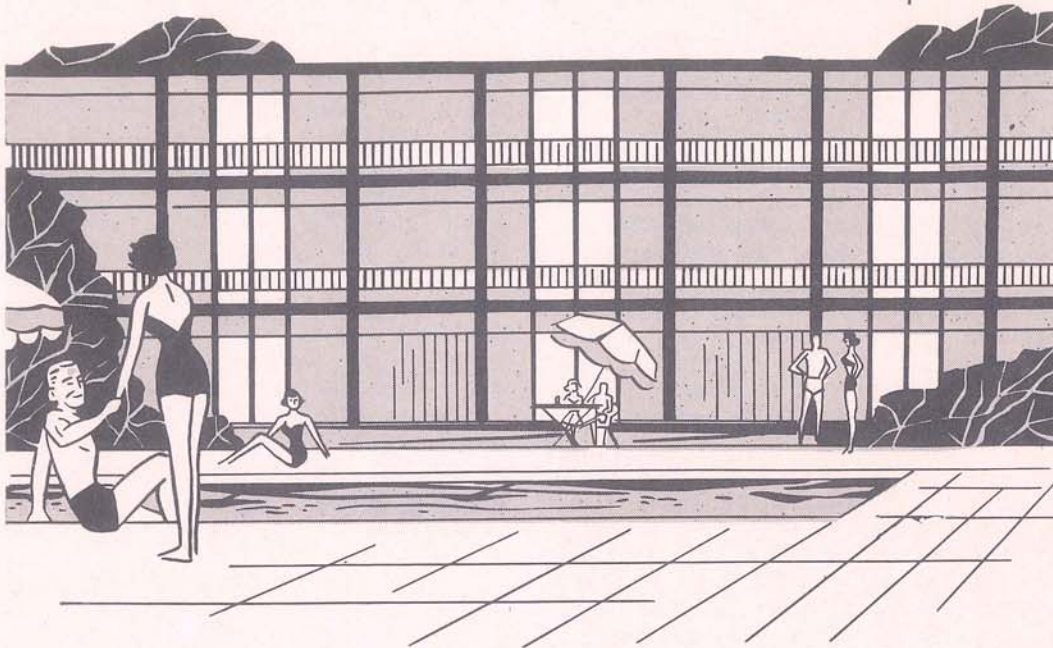
With Castro's declaration on May Day in Havana that there will be no more elections, his cynical and traitorous betrayal of the Cuban people had reached its lowest point. His decree to abolish elections followed his absolute elimination of a free press, a free Congress and a free judiciary.

Listen to the words of forewarning by a distinguished South American leader, Don Pedro Beltran, Prime Minister and Minister of Finance of the Republic of Peru, in a recent speech at the University of California:

"... The tragedy of Cuba, its repercussions in other countries, the doubts, the cynicism, the talk of neutralism, (obviously, Cuba is far beyond that point now), all clearly warn us that our hemispheric solidarity is seriously threatened.

"The problem is far more serious than one of mere help. It is a matter of survival, of salvation for all of us. Let us be clear on this at the start: Communism is gaining ground here in our own hemisphere, before our very eyes.

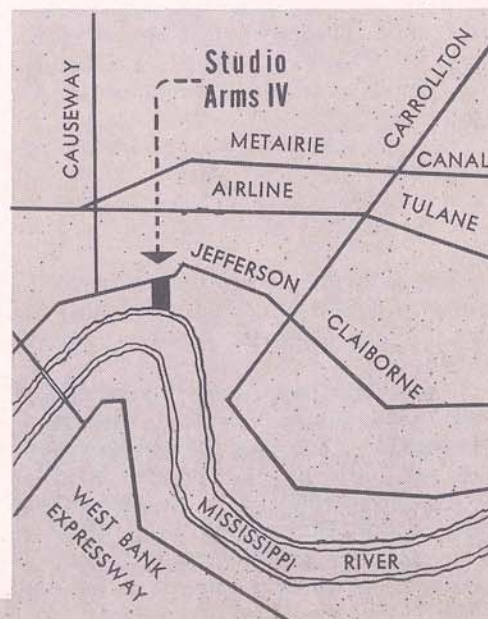

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If the United States does not step forward now with dynamic leadership to meet this unceasing conspiracy, on our own shores, of the Soviet Union and Red China, Latin America is lost. And if Latin America, with all its two hundred million people is lost, so also is the United States."

The defeat of the invading anti-Castro forces may have served the positive purpose of alerting the hemisphere. The sacrifices by these brave men may not have been in vain. The leaders of several Latin American nations, who previously had debunked the idea of Castro's Cuba posing any real danger to the hemisphere, have changed their thinking; many of them now call for unified hemispheric action against Castro and his regime.

In the wake of this shift in the attitude of many Latin leaders, coupled with Castro's renunciation of free elections and his announced establishment of a Socialist state, our government is asking for hemispheric action against Cuba in the form of joint economic reprisals and other sanctions. At this writing, eight other American nations have joined the United States in breaking diplomatic relations with Cuba. I believe that after the July meeting of economic ministers of American countries in Uruguay, more nations will sever relations with Castro's regime.

Our country is seeking to combat Castro and his co-conspirators through the Organization of American States, and we are hopeful that most American countries will join us in this effort. A joint effort against Castro by a majority of American nations would impose an effective quarantine against the further spread of his brand of Communism.

For my part, I am convinced that a total embargo on trade with Cuba would be an effective way to assure the end of Castro's government.

\* \* \*

The following facts are important for a better understanding of the social and economic problems facing Latin nations:

There has been a 30 percent population increase in the past decade, and currently, there is a 2.5 percent annual increase, the highest in the world. It is predicted that Latin America's population will double again by 1980, and then will reach 600 million by the year 2000. The latter figure will be double that of the predicted 300 million for the

United States by the end of the century.

Just last year (1960), the population of Latin America increased five times more rapidly than did the total production of goods and services.

The illiteracy rate is frightful. It is estimated that more than 70 million people in Latin America can neither read nor write. In other words, more than one-third of the present population.

The United Nations estimates that Latin America needs 500,000 more primary teachers and the same number of classrooms if elementary school education is to be made available to some 19 million children now waiting to begin their schooling.

Eighty percent of the people live in huts; their per capita income is staggeringly low. Less than two percent of the population of Latin America own more than fifty percent of the wealth, in land, business, industry and other sources. As examples, in Chile, one percent of the people own forty-three percent of the land; in Paraguay, five percent of the farm units account for ninety-four percent of the total acreage.

Morris H. Rubin, Editor of "The Progressive," wrote in the magazine's last issue which is devoted entirely to Latin America:

"More than half the peoples of Latin America are undernourished, more than half suffer from some infectious or dietary disease, more than half do not sleep in beds, and more than half are working, when they work, under semi-feudal conditions of land tenancy that provide no escape corridor to a better and more hopeful life."

He pointed out that "Most Latin Americans go through life beyond the reach of a doctor or nurse or pharmacist," and "The average life expectancy is less than forty-five years," whereas in our country it is seventy years.

The citizens of Jefferson Parish and of the entire New Orleans area have a vital concern with Latin America and its problems.

The most important link to the prosperity of our whole area and to that of Latin America is the trade which moves across the wharves of the Port of New Orleans, the nation's second port in value of its foreign cargoes.

Last year, more than 12.5 million tons of foreign trade was handled by the port, a new record and an increase

*Continued on Page 75*

# WE POINT WITH PRIDE TO **Booming Jefferson!**

**We are proud of the rapid residential and industrial development of Jefferson Parish and are proud of the part our firm has played in this rapid growth.**

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EIGHT (8) DIFFERENT MODELS—STARTING AT \$20,500



### The Meadowbrook

FEATURES THREE BEDROOMS AND TWO AND 1/2 BATHS

A new high in contemporary living, the Meadowbrook offers 1675 square feet of comfort, space and utility. This lovely home features an all electric kitchen with separate dining room. Open beam ceilings, lots of storage, carport and utility room. Truly a magnificent home value.



### The Tanglewood

FEATURES FOUR BEDROOMS AND TWO BATHS

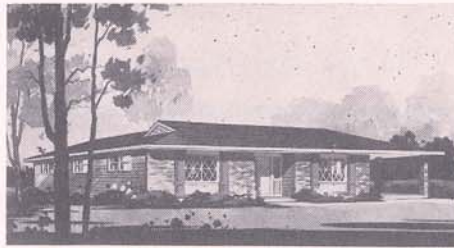
A beautiful model that offers you more for your money with 1650 square feet of living area and featuring an all-electric kitchen with dining room opening to the patio, four bedrooms, 2 large baths, garage and utility room, front porch, and extra closet and storage areas. A most exciting home value!



### The Parkwood

FEATURING FOUR BEDROOMS AND TWO AND 1/2 BATHS

Here's the ultimate in spacious living. 1725 square feet, 2 1/2 baths, paneled den, large garage and laundry room, 13' x 29' living room opening on patio, large electric kitchen and many, many extra features. Dollar for dollar the Parkwood offers the most outstanding home value ever offered at this price.



### The Briarwood

FEATURES THREE BEDROOMS AND TWO BATHS

Designed for today's family, this lovely home contains 1478 ft. of actual living area plus carport and storage, and features separate dining room, all-electric kitchen and large living and bedroom areas with lots of storage space. Truly a gem, it's beautifully finished and open for your inspection and comparison!

ELECTRIC KITCHEN • WIRED FOR HOUSE POWER • MANY BUILT-INS

## SUNRISE HOMES

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# Home Building, in Jefferson

## A Decade of Unprecedented Growth

The year 1960 has been a fitting climax to a decade of unprecedented growth in Jefferson Parish. A dynamic period it has, indeed, been — 10 years that saw the population (207,891) more than double its 1950 figure.

Despite the fact that the second half of the year and the early months of 1961 saw the home building industry lagging behind recoveries recorded by other business segments of the economy, construction of new residential housing for one or more families totaled \$31,694,235. Garages and carports totaled \$379,400 and additions and alterations to residences amounted to an additional \$3,222,042.

Evidence of the amazing growth of Jefferson Parish in the period 1950-1960 is shown in the way the East Bank pressed Lakeward and toward St. Charles Parish, and how thousands of former empty acres on the West Bank blossomed in all directions with new homes as the new Mississippi River bridge linked both banks and speeds its traffic to each side.

Figures released by the Regulatory Inspection Division of the Jefferson Department of Safety reveal that during the year 1960, January to December, all types of construction at an estimated value of \$52,967,535 took place in the unincorporated areas of Jefferson Parish.

This estimate was over and above all construction in the several and separate municipalities.

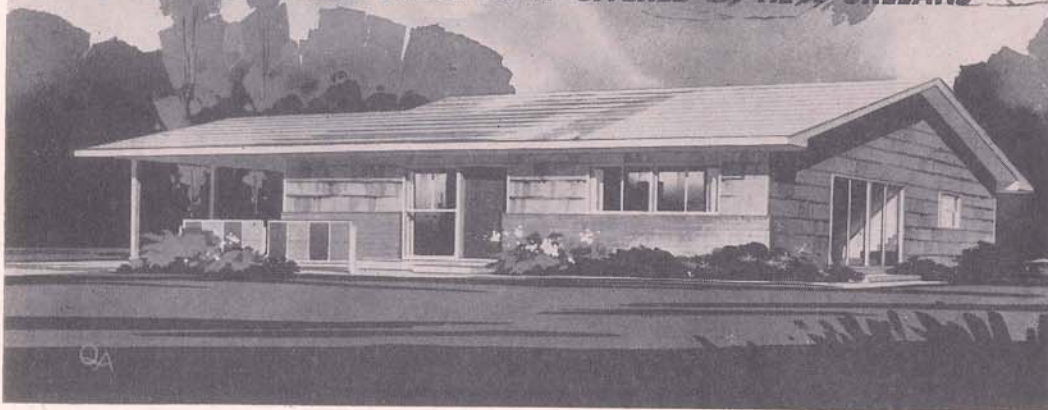
During 1960, the department issued a total of 6,142 permits as compared to 6,987 in 1959. The construction total for the year was some \$5 million below the 1959 figure which totaled over \$58 million.

Figures in the various building categories for 1960 follow:

- 2427 one family residences at an estimated value of \$31,096,135.
- 46 two family residences totaling \$380,000.
- 6 three, four and five family residences valued at \$219,000.
- 604 residential garages and carports totaling \$379,400.
- 2488 additions and alterations to residences totaling \$3,222,042.
- 4 motels, tourist courts and cabins totaling \$26,500.
- 32 office, bank and professional buildings totaling \$788,240.
- 11 public work and utility buildings totaling \$640,000.
- 17 school and other educational buildings totaling \$5,346,847.
- 73 store and other mercantile buildings totaling \$4,865,774.
- 7 amusement and recreational buildings totaling \$270,713.
- 7 churches and other religious buildings totaling \$572,200.
- 8 industrial buildings and one institutional building totaling \$196,600.
- 22 service stations and garages, including repairs, totaling \$405,350.
- 401 other structures, additions and alterations (non-residential) totaling \$4,510,034.
- 8 other shelters of various types totaling \$60,300.

# TERRYTOWN

*THE FINEST HOME VALUE EVER OFFERED IN NEW ORLEANS*



**Featuring the ROYAL . . .** Four bedrooms, or three-and-family room, and one and one half baths. Fully and centrally airconditioned and heated, the Royal has a family-adjustable space plan. A folding wall between living-dining room and family room permits creation of an expanded "Living L," 32 feet across the front by 22 feet down one side of the house. A pair of sliding glass doors in each connect, when the dividing wall is open to form one large "patio wall."

## *Out of This World Features*

## **CENTRAL AIR CONDITIONING GE ALL ELECTRIC KITCHENS**

Built-In Range, Push-button Oven, Washer Dryer Combination, 11 cu. ft. Refrigerator, Disposall

- full master planned development
- central air conditioning
- central forced-air gas heat
- three and four bedrooms
- family room
- one-and-a-half tiled baths
- under house roof carports
- quality materials
- precision-engineered construction
- natural finish birch cabinets
- all-in-one reinforced concrete foundation
- generous storage
- one section plumbing wall
- formica counter-tops
- all house wires and pipes above foundation level
- all aluminum windows
- sliding glass "patio" doors
- secluding walls and fences
- moveable walls—flexible space
- decorator-coordinated colors
- landscaped lots 60' x 110'

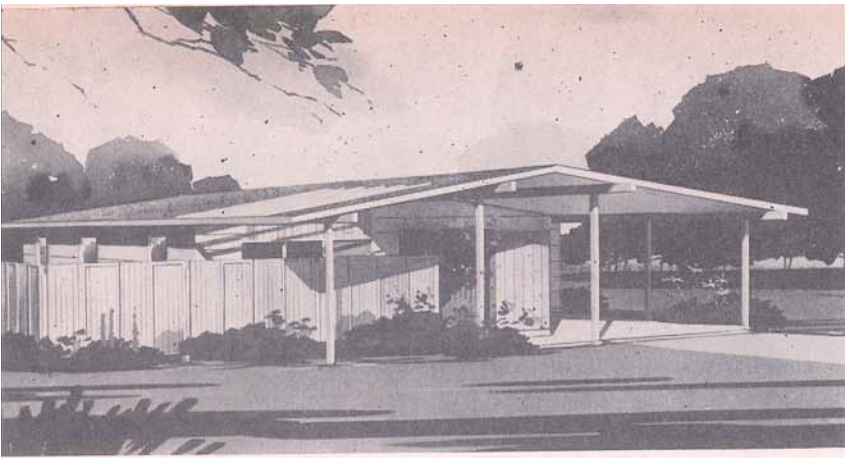
All utilities are in—no waiting for essential services. Central sanitary sewerage, sub-surface storm drainage, water, gas, electricity and telephone service is in and ready to use. Terrytown has parkway lighting, concrete paved streets, sidewalks, driveways, and carports.

Select from 5 Models, 28 variations, priced from

# \$13,750

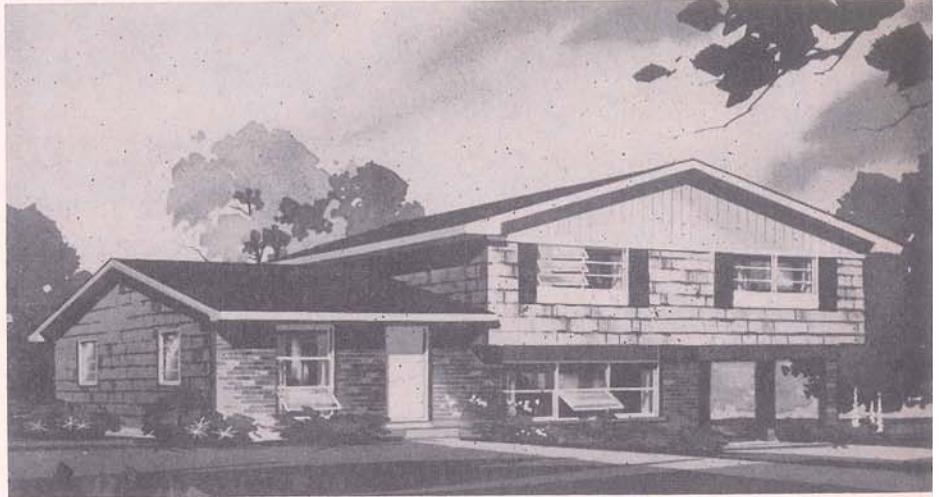
West Side Approach--Mississippi River Bridge. Phone FO 7-2550





Here is one of the lovely homes in Terrytown, the new West Bank Subdivision near the west approach of the Mississippi River Bridge. Located on an 850 acre site, only 7 minutes from Canal Street, it is planned to contain 6,000 new air-conditioned homes. Terrytown features paved, lighted streets, a central sewerage system and sites reserved for schools, churches, parks and shopping areas.

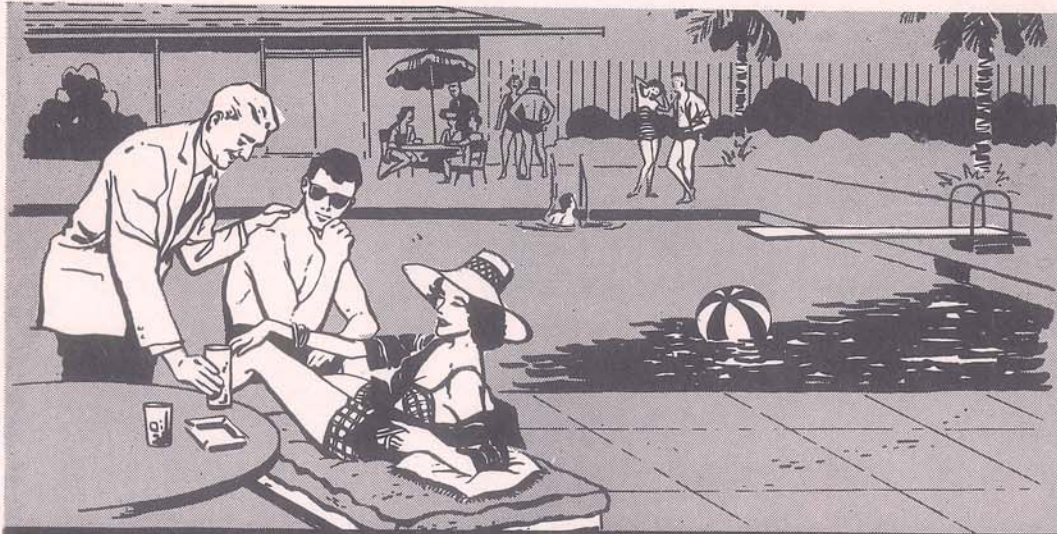
Here is one of the lovely "Sunrise Homes" now being built by Charles Kornman in Willowdale Subdivision, one of Jefferson's finest planned communities, near medical centers, shopping centers, schools, churches, paved streets and public sewerage. These beautiful models feature split-level, ranch, and two-story styling and contain the latest conveniences for modern living.



Here is a scene taken at Golden Shores, a new 431 acre suburban residential community, now being developed just across the Lake Pontchartrain Causeway. Large home-sites in lovely pastoral setting, complete off-site improvements and a million dollar resort area are being offered by developer L. P. Smith and his associates. Eventually, Golden Shores will become a community of 3500 homes.

Here is a view of one of the lovely interiors at Avondale Homes, Jefferson's newest completely planned community now under construction on the site of the historic 642-acre Avondale Plantation. Complete with all off-site improvements, Avondale is building over 3,000 National Homes and the community will contain schools, churches, parks and a complete shopping center.





## A Golden Investment Opportunity

# Luxurious New Suburban Community Combines City Convenience, Recreation

Luxurious 431-acre residential area now being developed in Mandeville . . . offering magnificent homesites in a natural paradise. Now is the time to invest. In a few short years this will become another Lake Vista.

### MILLION DOLLAR RESORT AREA PLANNED

Every property owner will have membership in private club house, yacht marina, swimming pool and other community resort facilities.

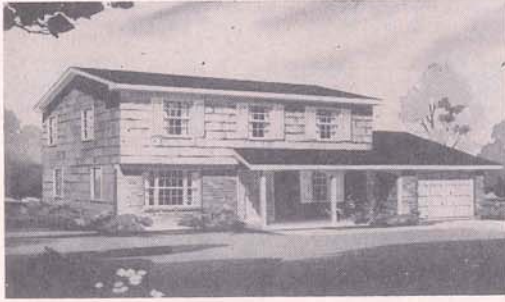
### PRICES START AT \$3,750

*All city conveniences!* Paved streets, sub-surface drainage, city sewerage, underground wiring, utilities. Highly restricted. Minimum lot size 75' by 120'. Minutes to schools, shopping, hospitals, churches, etc. **IMPROVEMENTS ARE BEING INSTALLED NOW.**

A Golden Investment Opportunity Awaits You In

**GOLDEN**  **SHORES**  
Developed By **L. P. SMITH**

Directions: Drive out either Causeway Blvd. or Veterans Highway. Cross Lake Pontchartrain Causeway.  
Sales Office located just across the Causeway as you enter Mandeville. Watch for signs.



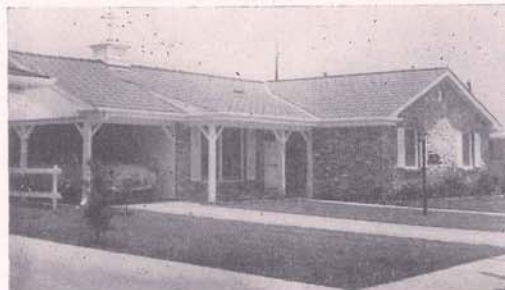
This is another beautiful home in Airline Park built by David Goldstein of Royal Homes, Inc. Today Jefferson Parish is noted as the location of the finest subdivision in the Greater New Orleans Area.



WILLOWDALE is one of East Jefferson's newer communities on the river side of Veterans Memorial Highway. Well conceived, well planned, and well laid out Willowdale will eventually be a community of 900 homes.



WILBORNE ACRES homes are located in one of Jefferson's most beautiful residential developments near the Veterans Highway on the East Bank.



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HOMES DESIGNED WITH YOU IN MIND



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*Developers*

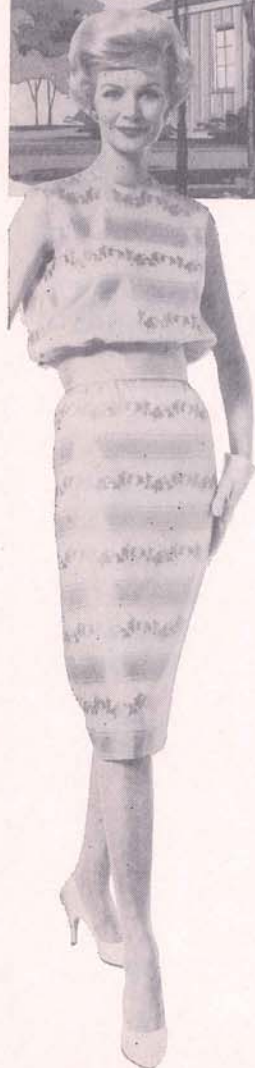
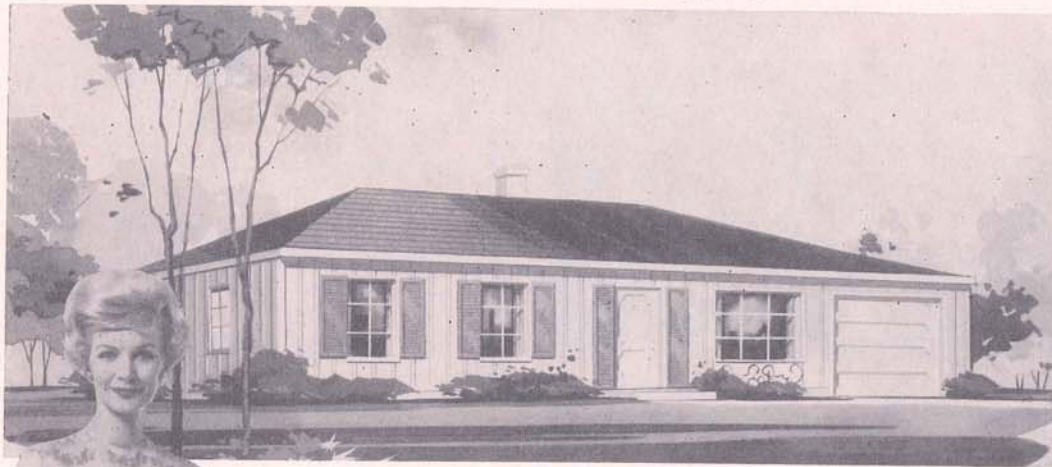
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ENJOY MAINTENANCE FREE LIVING IN

# AVONDALE

A Planned Community of 3,000 Aluminum National Homes Complete With Schools, Churches and Shopping Center.



**3 and 4 Bedroom Homes with 1, 1½ and 2 Ceramic Baths, 12 Floor Plans, 85 Exterior Designs**

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**\$12,800 to \$18,200**

**No Closing Costs FHA or VA • No Down Payment VA**

These are the homes all America is talking about! Homes that defy time and weather and retain their new look for 5, 10, 15 and 20 years from the day of occupancy. Come out today and see our furnished model homes.

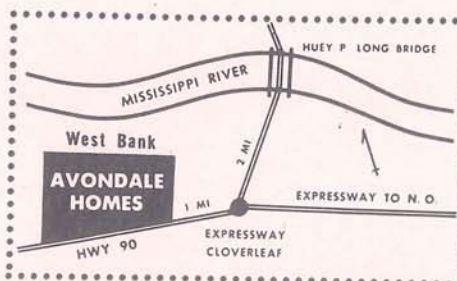
**Avondale Homes Feature:**

- Insulated walls and ceilings
- Attached garages
- Family rooms
- Birch kitchen cabinets
- Central Forced-air Heating
- Ample Storage Areas

**PLUS MANY, MANY "EXTRAS"**

**DIRECTIONS**

Located on the West Bank, 3 miles from the West exit of the toll-free Huey P. Long Bridge on Hwy. 90 and 1 mile from the West Bank Expressway Traffic Circle.



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*Continued from Page 66*

of 18.6 percent over that of 1959. The dollar value of this foreign trade over New Orleans wharves in 1960 was \$1.78 billion; a 22.4 percent increase over the year before.

For the 15th consecutive year, the U. S. Department of Commerce listed the Port of New Orleans as the leading one on the Gulf of Mexico in both foreign tonnage and its dollar value, and the second port in the country in the value of its foreign cargoes.

In fact, the Gulf's second port, Houston, handled three million tons less in foreign trade last year than did our port, and consequently showed a 6.1 percent decrease over its total foreign tonnage for 1959. This made New Orleans' 1960 foreign trade tonnage 31.6 percent above that of Houston and its dollar value 33.6 percent over that of the Gulf's second port.

Of the millions of tons of foreign cargoes handled by the Port of New Orleans in 1960 and previous years, a great percentage of this trade has been with Latin America.

In 1959, the latest full year for which figures are available, nearly three million tons of imports (2,935,405 tons to be exact) were received through our port from Latin America, and 1,168,620 tons of exports were shipped to these countries from the port. The value of these imports was \$356.3 million and the value of the exports was \$297.8 million.

The total value of the foreign trade exports between our country as a whole and all of Latin America for 1959 was \$3,841.6 million and the value of the imports was \$4,038.3 million.

For the first half of 1960 (through June 30), imports from Latin America through New Orleans had reached 1,670,184 tons and the exports through the port were 643,266 tons for the same period of time.

The dollar value of these imports from Latin America for the first six months was \$178.4 million and of the exports was \$163.0 million.

For the nation as a whole, value of the exports to Latin America for the first half of 1960 was \$1,795.6 million and value of the imports was \$1,860.9 million.

The foreign trade which crosses New Orleans wharves to and from Latin America makes up at least one-third of the total foreign cargoes of the port.



## ROYAL HOMES

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WITH 2-2½ BATHS

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Thus, the prosperity of our section and of our state is closely associated with our neighbors to the South. Our government, our private industry and businesses should do everything to further this trade with Latin American nations.

For stabilizing prices for their raw materials and helping to solve some of their economic problems, I think the establishment of a common market in Latin America should be seriously considered.

Last year seven Central American countries joined parts of their economies into a loosely-knit common market. In my opinion, our country should encourage the expansion and implementation of a fuller common market for all of Latin America.

President Kennedy said in his statement to the Latin Ambassadors:

"... We must support all economic integration which is a genuine step toward larger markets and greater competitive opportunity. The fragmentation of South American economies is a serious barrier to industrial growth. Projects such as the Central American common market and free trade areas in South America can help to remove this obstacle."

The President called for "... serious, case-by-case examinations of commodity market problems. Frequent violent changes in commodity prices seriously injure the economies of many Latin nations, draining their resources and stultifying their growth ..."

At present, only about ten percent of the total foreign trade of Latin American countries is carried on between themselves. An effective common market among these nations would provide a better market for their own goods, as well as for ours.

In his new book, "*The Voice of Latin America*," former U. S. Senator William Benton pointed out that a total of \$11 billion is now invested in Latin America by public and private American industry. This represents thirty-five percent of our country's investment abroad and is the largest percentage of such investment in any part of the world.

Some have said that American business has exploited the economies of Latin American countries to their own advantage and profit, and that these profits have been excessive. This is not true. Most American companies have helped to promote economic growth and



now growing with ...

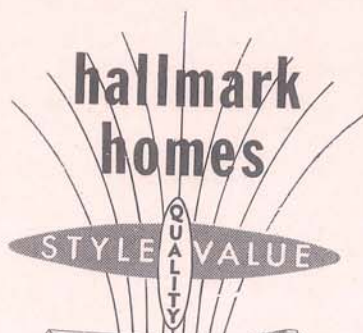
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to foster better homes and education for the peoples of these countries.

In his book, Senator Benton noted that American companies today employ more than 1,000,000 people south of the border, and that only two percent of these employees are citizens of the United States. The remainder are citizens of the various countries involved.

Furthermore, in the main, profits from our private investments in Latin America do not exceed two percent, and are sometimes more like one percent in the net flow of dollars back into our country.

I have sought the adoption of policies to stimulate more private investment in Latin America. I feel that every business and industry which has investments there should identify itself with the local efforts toward improving education, housing and other such programs for the betterment of the peoples involved.

Today, our government is showing increasing evidence of fostering freedom and economic improvement, of urging tax and land reform and the elimination of corruption and graft.

The real success or failure of the "Alliance for Progress" program in the Americas will not depend upon our financial and technical aid to our neighbors, but rather on the will, the energy, the brains, of their leaders and peoples to work hard in pursuit of specific goals.

I hasten to point out that there has been definite improvement in the realm of social and political reforms. Today, at least seven of the Latin nations conduct free elections: Costa Rica, Chile, Uruguay have been joined by Argentina, Brazil, Ecuador and Peru. Furthermore, only four countries now have professional soldiers as Presidents. This compares with 13 professional soldier-presidents leading Latin American countries just four years ago.

However, in advocating these political and social reforms, it is important for us in the United States to be patient with our neighbors. We cannot expect a miracle of transformations overnight. That is why the Administration's proposals for the Americas are long-range in nature, and will require foresight and diligence in their execution and implementation.

With all these points, you ask: "What can we of Jefferson Parish and the New

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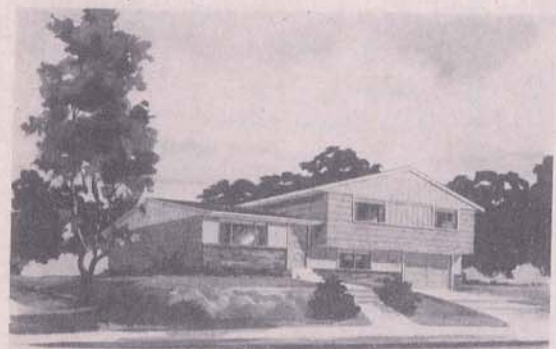
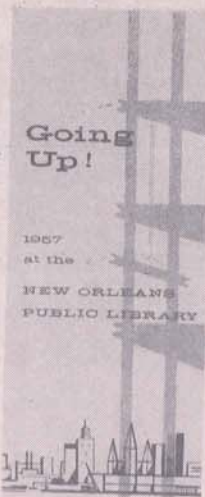
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Orleans area do to aid in the economic and social betterment of the peoples of Latin America?"

Among the first things which all citizens can do to foster greater hemispheric unity and friendship is to drop the sometime superior attitude which we display, and show a sincere desire and willingness to learn about the history and culture of Latin America. We must consult more freely and readily with their leaders, and increase the exchange of ideas on a basis of mutual understanding and respect.

Again I quote from the President's address to the American Ambassadors:

"... We need the teachers of your literature and history and tradition, opportunities for our young people to study at your universities, access to your music, your art and the thought of your great philosophers. For we know that we have much to learn."

On this point, in the high schools and colleges in our area, we should increase the emphasis on teaching Spanish, the history and politics of Latin America, and the literature and culture of these nations.

A particular suggestion which has been made to create better understanding among our peoples, is to ask from 50,000 to 100,000 U. S. families to take into their homes for a school year Latin American students.

What community would be better situated and better suited by heritage and experience to join in this positive step for hemispheric unity than our own. I can think of none other. Such a plan would provide the citizens of Jefferson Parish and of the New Orleans area with a fine opportunity to promote good will between American nations.

It is vital to our country that we foster the improvement of the education of the peoples of Latin America. We should encourage greater student exchange programs for teachers and students on both the University and the high school levels. The success of our economic aid program to Latin nations may depend to a great extent on raising the educational standards there.

"With the accelerating rate of population growth in Latin America, and the growing Communist threat, tomorrow seems to me to be already yesterday in the field of education more than any other," Senator Benton wrote.

He added: "... No broad program of economic development can succeed for



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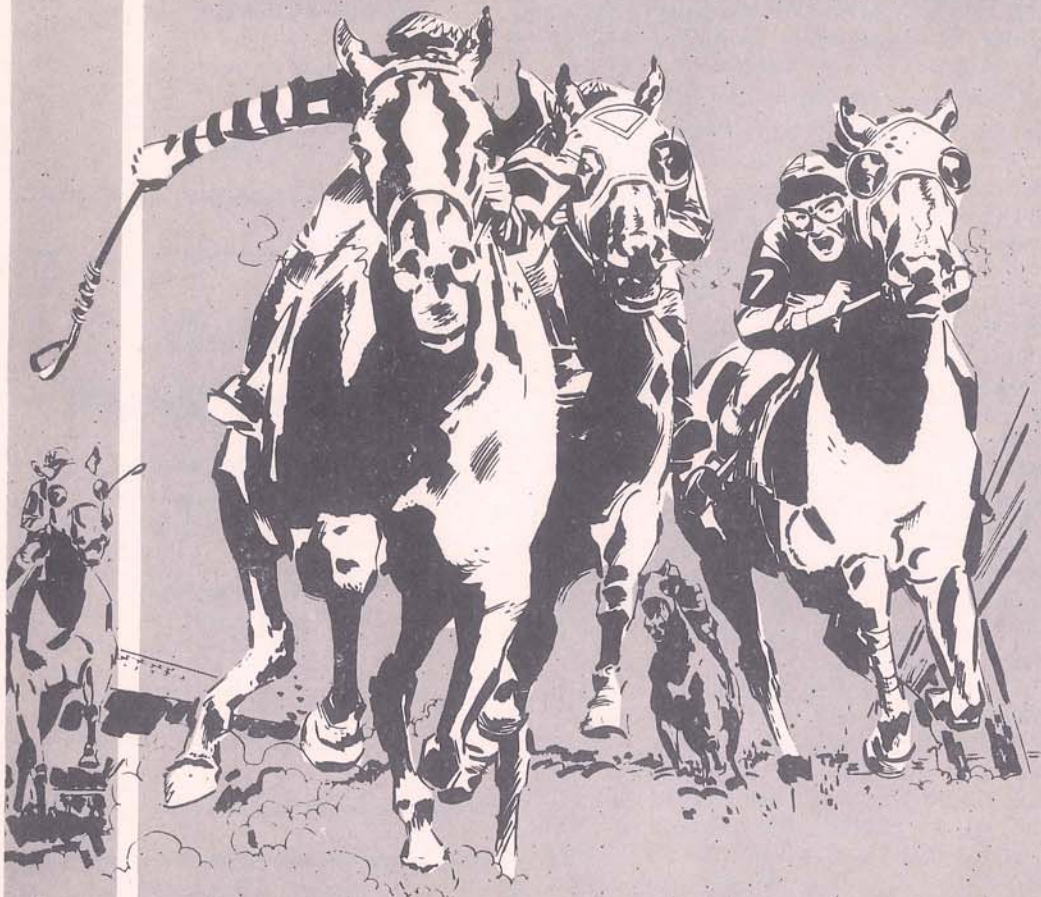
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long; no matter how much capital is poured into an economy, no matter how skillful the economic planning, unless it is accompanied by a program of education."

Especially in the sciences, in medicine, public health and engineering, it is imperative that we provide technical training assistance to Latin American universities and research centers, and that we advance more exchanges between teachers and students in order to facilitate scientific investigation and to generate new ideas in experimentation.

An example in our own community of a university which is doing its part to improve public health and living conditions in a Latin nation is Tulane University. Earlier this year Tulane was awarded a four-year grant for \$1,070,000 to establish an international center for medical research and training, the principal unit of the center being at Cali, Colombia.

Tulane faculty doctors and scientists will work hand in hand with Colombian doctors in research projects designed to combat that country's health problems. This program, carried on under contract with the International Cooperation Administration, will be conducted at the University of The Valley in Cali in conjunction with that institution's faculty. The Tulane and Colombian doctors will work to curb such diseases as tuberculosis, leprosy, malnutrition and infectious diseases of various kinds, which have brought a sixty-five percent mortality rate up to age ten in Colombia. Research projects will cover other problems in nutrition, pediatrics, microbiology, internal medicine and tropical medicine.

In the field of higher education, I have long felt that through a single hemispheric institution for all the Americas we could strengthen the bonds of understanding and friendship.

Accordingly, I have a bill before the Congress which calls for a study of the feasibility and desirability of establishing a University of the Americas. Such a university could be established either in the New Orleans area, or in Central America, Puerto Rico, or another centrally located area.

Funds for creating such an institution, which would offer wide curricula in the sciences, architecture, engineering, business administration and the humanities, could come from each of the American countries in a joint undertaking.



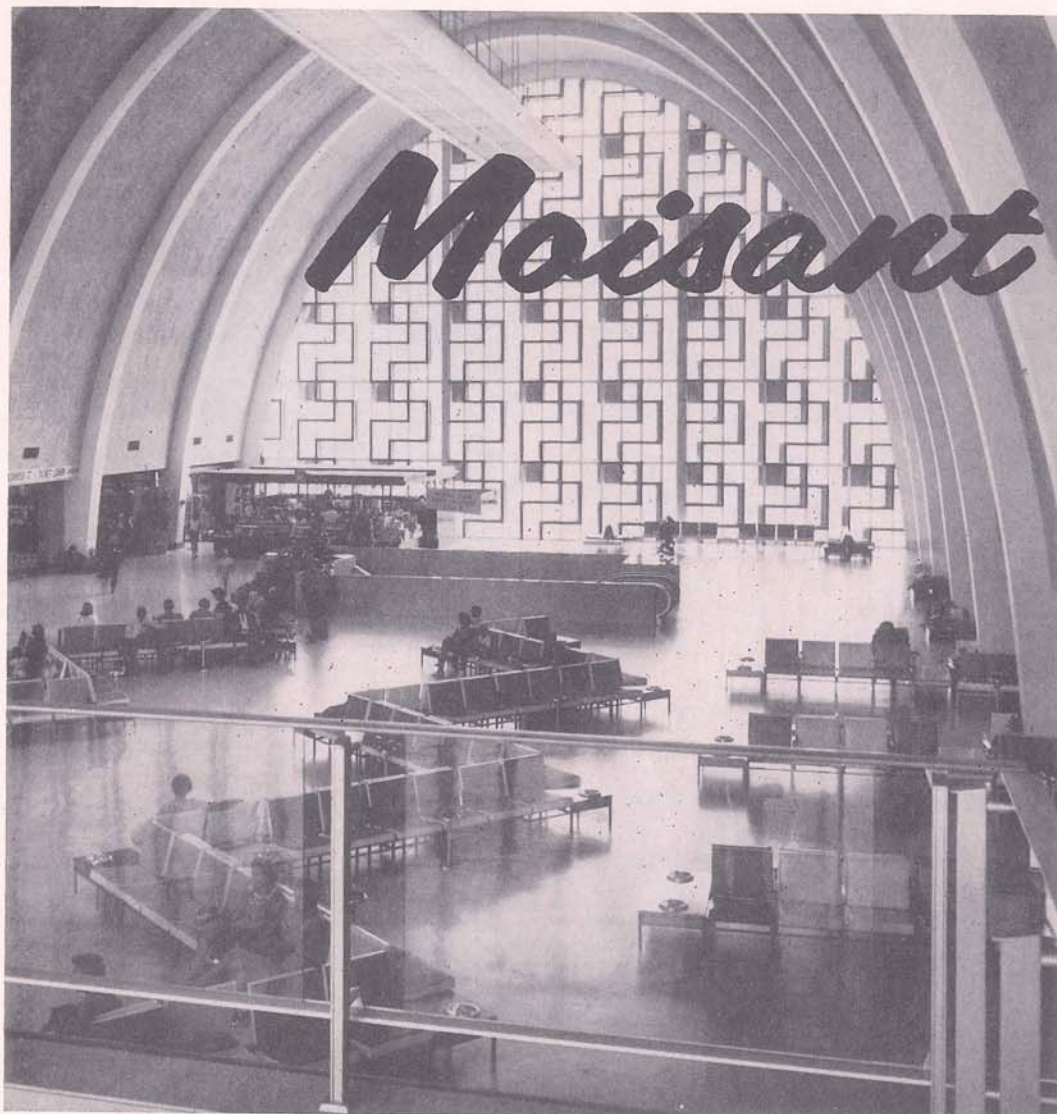
The West Bank's Perry Street Wharf which, in the few months since it has been in operation, has become one of the busiest of all wharves of the New Orleans harbor. This modern terminal can accommodate the transfer of cargo handled by two ships on several barges, 80 railroad cars and 16 trucks simultaneously.

Faculty members and students would come from throughout the hemisphere to this center of learning, which could in time rank among the great universities of the world.

What a tremendous unifying and inspirational thing such an institution could be for the American countries. I know that an attempt was made many years ago to establish a University of the Americas in Panama, and that it failed for lack of capital and of interest. But those were different times and there was not the great desire and need to bring our peoples closer together. Today, the threat of Communism, coupled with the population explosion and the social and economic problems, makes the formation of such an institution more desirable.

I am confident that the people of our country and those of all Latin America will meet the challenges which face us. A difficult task, of course, but one filled with opportunities and with great promise for abundant prosperity for all of us in the Western Hemisphere.

We all know that the goals we have set are high ones and not easily attained; that the road is long, but the time to begin is now. If we go forward with the common ideals given to us by our founding fathers in both North and South America we will not fail to defeat Communism on this hemisphere and create a better life for all of the people in the Americas.



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Left, the beautiful and spacious Main Lobby of the Moisant International Airport Terminal. It seats 300, has a parabolic curved roof that rises 65 feet and high above the lobby is a 162 foot light fixture.

## THE INTERNATIONAL AIRPORT

The early Sixties have been and will continue to be a red letter period for the 1360 acre Moisant International Airport of Greater New Orleans, located within the limits of Jefferson's city of Kenner, and which still holds its proud record of never having a fatal crash in its 16 years of existence.

This year it officially joined the Jet Age and now has 10 jet arrivals and departures daily. Last year it began using its \$7½ million beautiful new Terminal Building and ten story high Control Tower, and in 1962 will see the completion of its overall \$23 million Improvement Program that was started in the late Fifties.

Moisant, whose passenger traffic has tripled, its air mail more than doubled and its air cargo more than tripled in the last ten years, now handles in addition to its jet flights an average of 194 regular commercial flights every 24 hours. Through it now passes well over a million air passengers a year and its \$3 million annual payroll swells the economy of Kenner, Jefferson Parish, New Orleans and Louisiana.

Moisant International Airport, with domestic service supplied by seven airlines and its hemispheric service by seven international air lines, is the air corridor between the great Mississippi Valley and Latin America.

To serve its customers of all nations there is an International Dining Room, a Coffee Shop, a Fast Service Snack Bar, a cozy Cocktail Lounge, a Gift Shop and Newsstand, a non-denominational Chapel, a Branch Bank, an International Currency Exchange, a Barber Shop and Beauty Parlor, Public Coin Lockers and Telephones, a bi-lingual Stenographic Service, an Insurance Service, a Motor Transportation Service, and right across the highway from it the accommodations of the luxurious 300 room Hilton Inn.

The new air conditioned Terminal Building, in addition to its air travel business, offers an observation platform from which visitors can watch the comings and goings of the planes. It also provides a special reception room for dignitaries, a first aid room and a 6 crib Nursery in the Ladies' Lounge.

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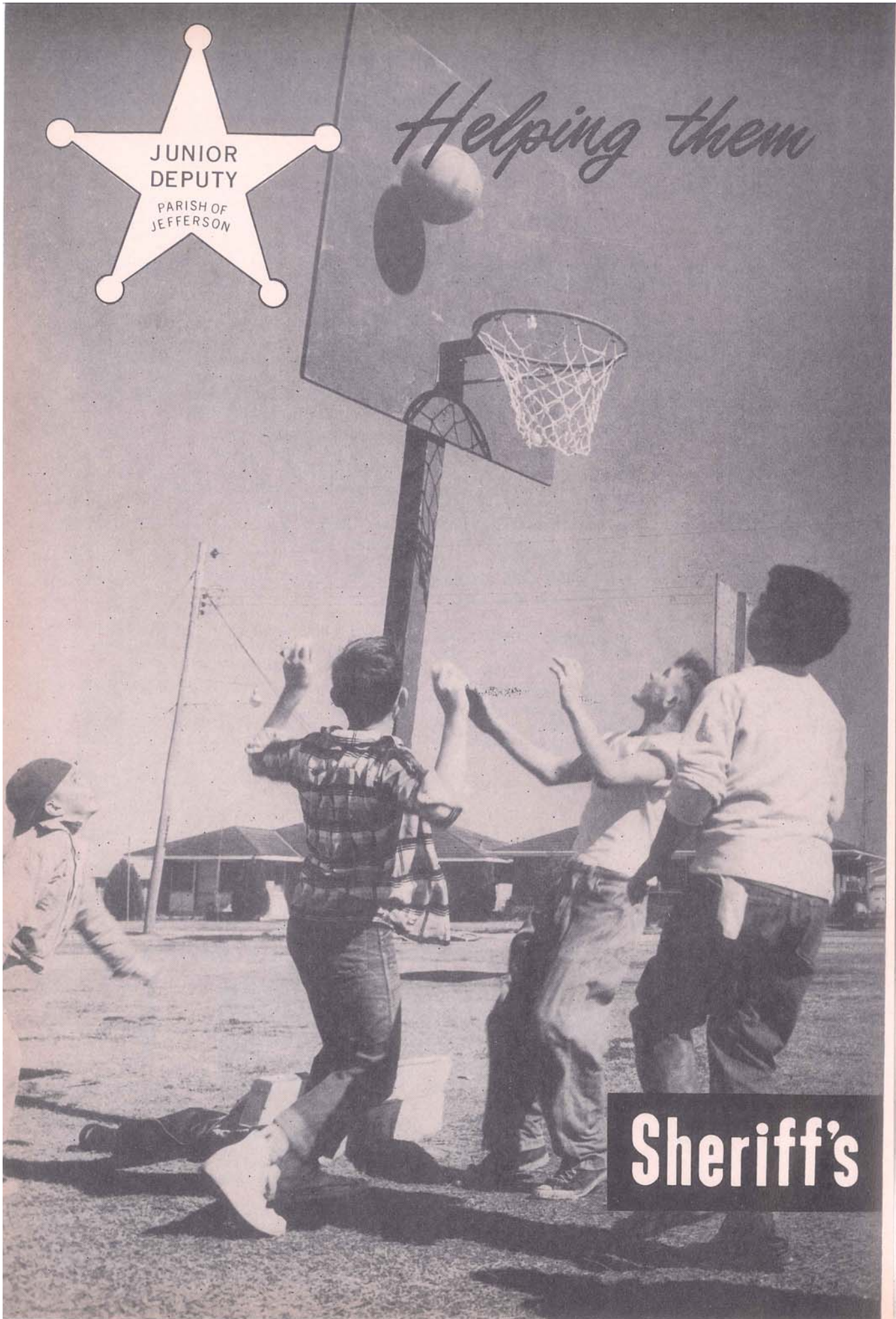
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*Helping them*



**Sheriff's**



# *become* **BETTER CITIZENS!**

The Sheriff's Office of Jefferson Parish is vitally interested in helping the youth of today become better citizens tomorrow and has inaugurated one of the first and finest Junior Deputy programs in the United States. Under the direction of Sheriff "Jack" Fitzgerald and supervision of Captain George Gillespi this program offers participation to all boys in the parish between the ages of 7 to 15.

Classes are being prepared for instruction in physical education, first-aid, safety and junior patrolmen and athletic teams are being organized

for participation in year-round sports programs.

The Juvenile Officers of the Sheriff's Department will address school classes this fall and explain the many advantages offered our young men in this program, which will be highlighted by an essay contest with two winners from the West Bank and two from the East Bank receiving an all-expense paid trip to the World Series.

A summer camp for boys is also in the planning stages . . . all adding up to our principal aim of making useful citizens of our parish's young men.



Sheriff "Jack" Fitzgerald is pictured above presenting Junior Deputy Badges to four young men who have just qualified as members. The Jefferson Parish Junior Deputy Program of the Sheriff's Office has been commended by law enforcement and juvenile officers throughout the United States.

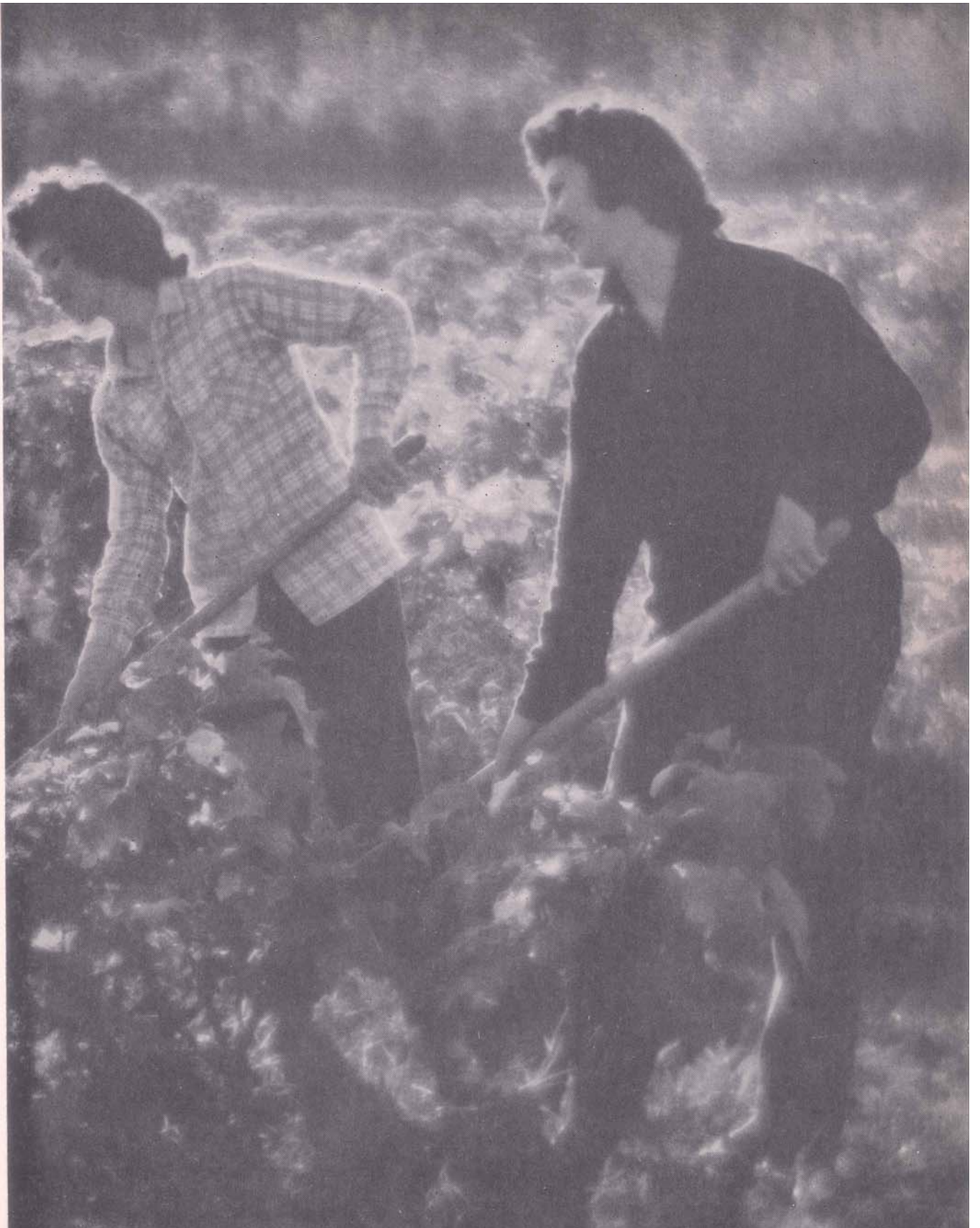
## Office of Jefferson Parish

***Protect our children - - - drive safely***

# Camera Drama

Photographed by Eugene Delcroix





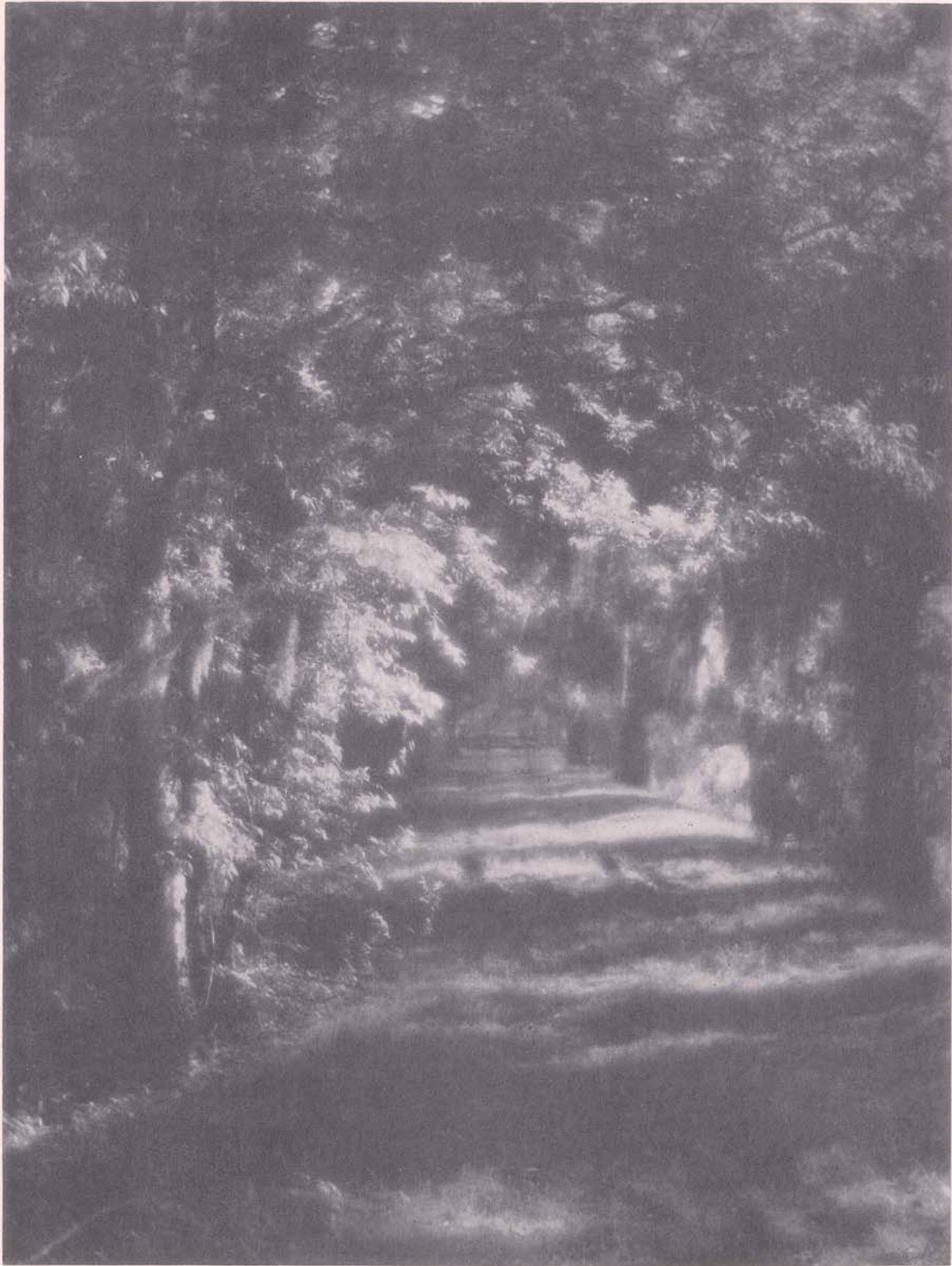
Although Jefferson now boasts a parish 98% industrial, a few surviving farms growing up to three crops a year, such as this lush field of eggplant, are reminiscent of the days when Jefferson's acres were lined with prosperous sugar plantations, rice fields or extensive truck farms supplying New Orleans' fresh vegetables.



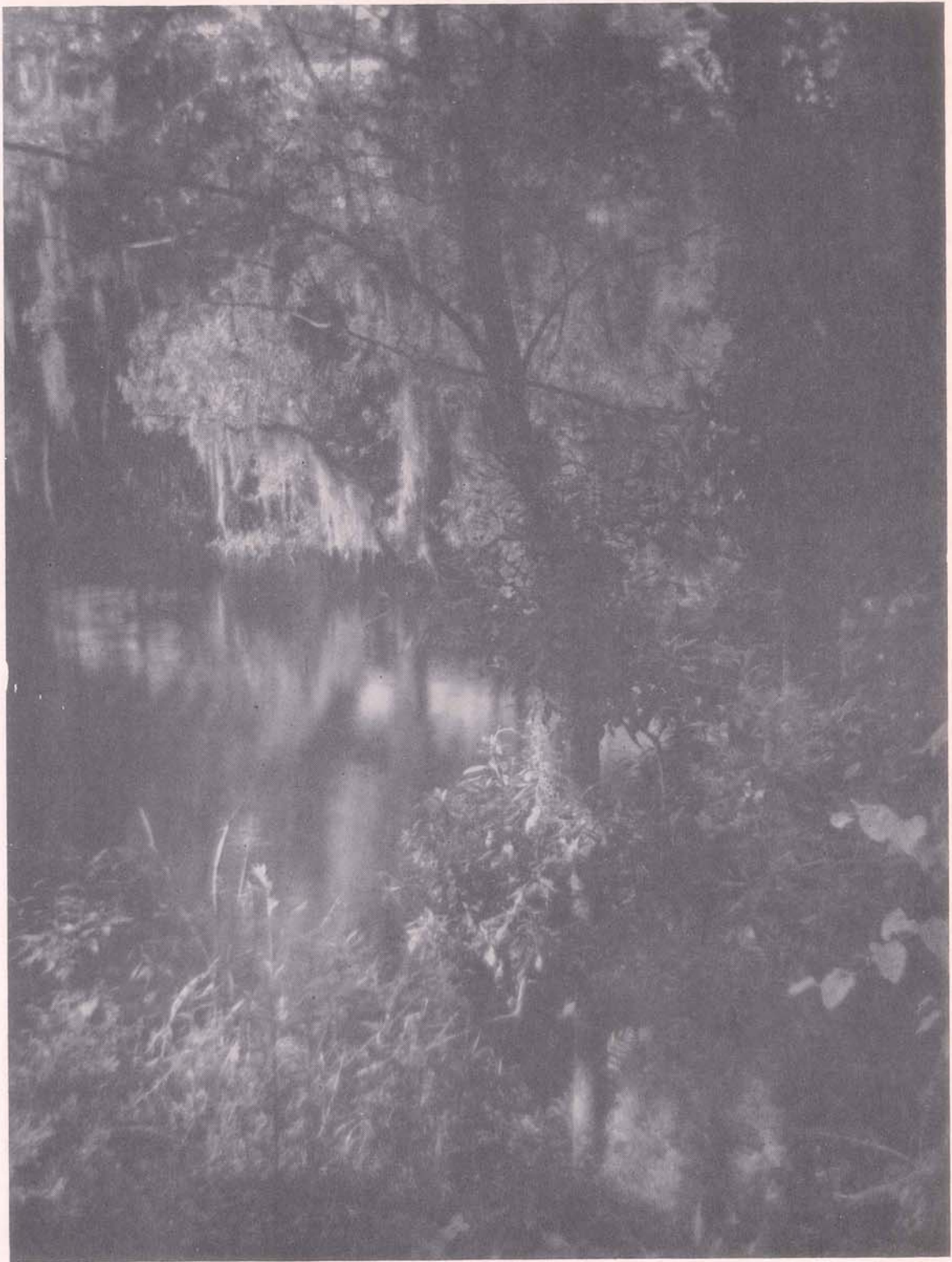
Wander afield in bountiful Jefferson, especially in the beautiful scenic wonderland of the Baratavia country, and you'll find many a spot like this—an entrancing tree hidden clearing, lane or bayou bank where the young in heart may indulge one of feminine childhood's most engrossing pastimes—picking wild flowers.



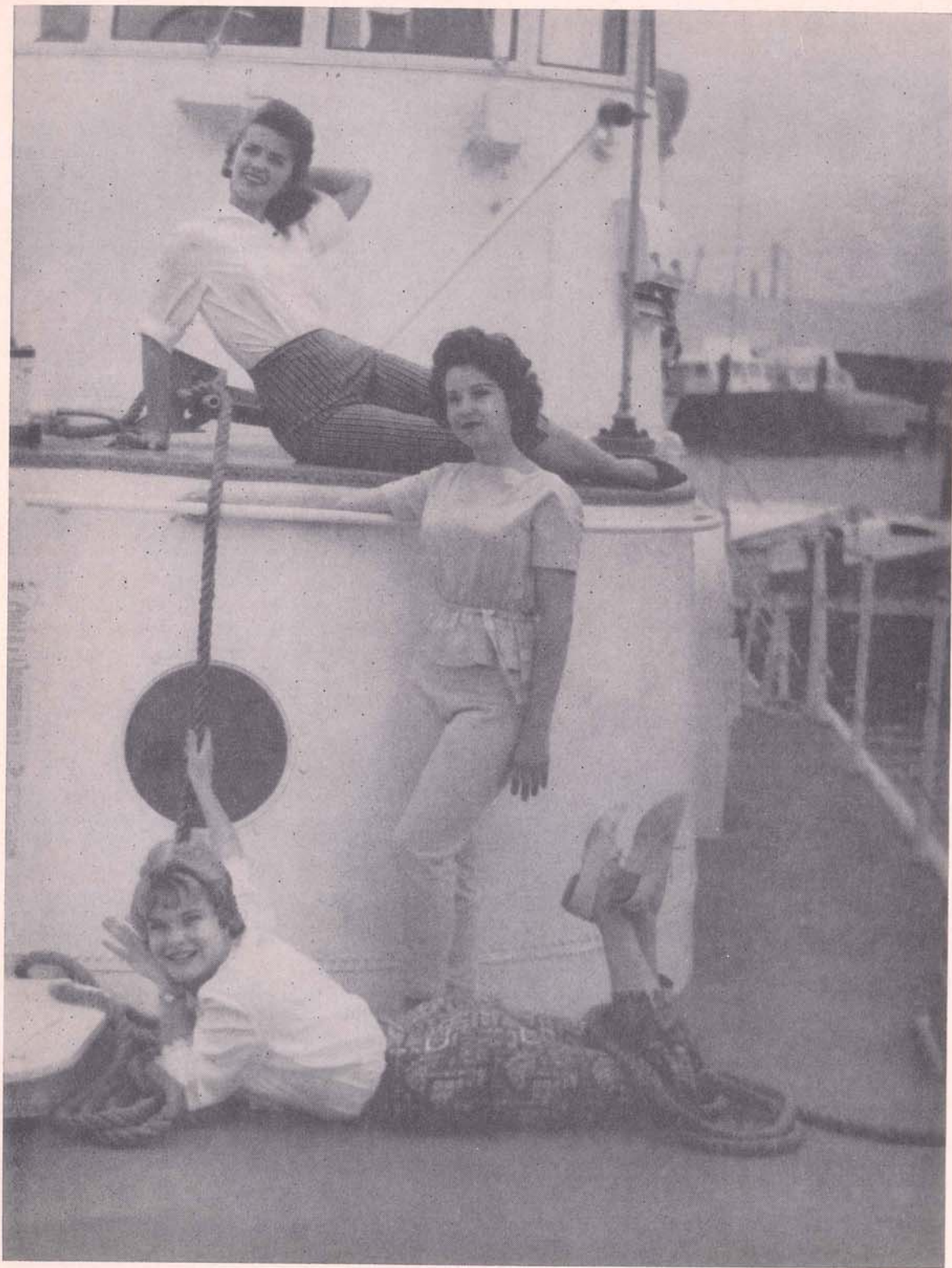
Delcroix's roving camera catches a Yucca plant (sometimes called the Spanish Bayonet) at the full peak of its white flowered splendor. Although native to Louisiana it is becoming scarce—more frequently found on Grand Isle and occasionally, as in this case, in the planned garden of a Jefferson Shopping Center.



The lurking lens of our cameraman captures and preserves in celluloid one of nature's loveliest moods—a canopied and carpeted Jefferson lane artistically dappled with sunlight. Such a lane lures you from the day's pressing problems and tomorrow's waiting worries. Such a spot money can't buy or poverty prevent its enjoyment.



Five thousand years or more have come and gone  
and have little changed Jefferson's bayouland.  
The Indians and then the smugglers and pirates  
silently paddled their pirogues through its  
stillness and left no trace. Even the chattering motors  
of today's oil operators and fishermen have  
failed to disturb its eternal tranquility.

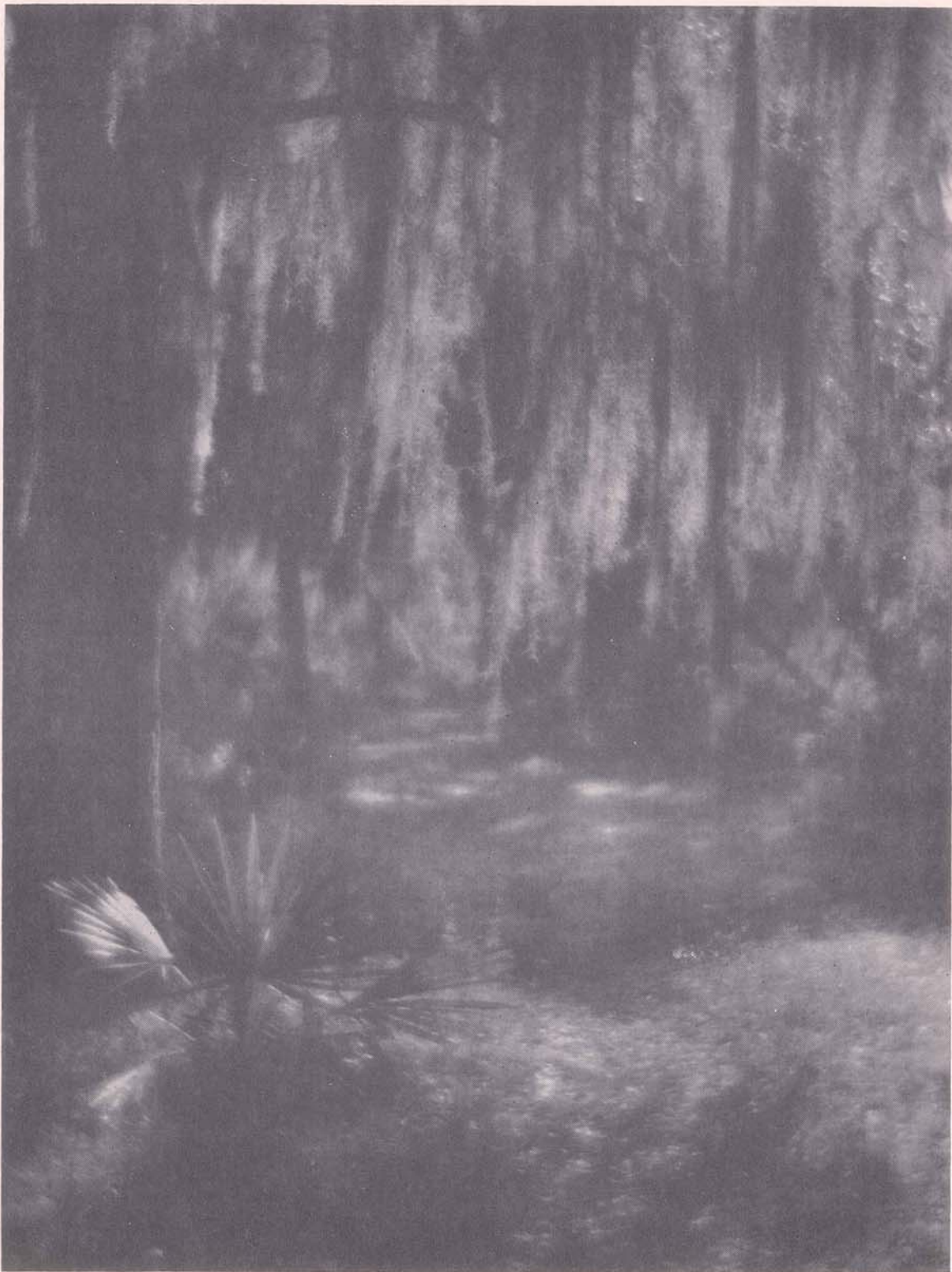


These are not this Coast Guard cutter's crew . . .  
just Delcroix's invitation to the boating pleasures  
of Jefferson—deep sea and fresh water  
fishing, skiing and motor boating, paddling a  
piroque or sailing with a brisk breeze.

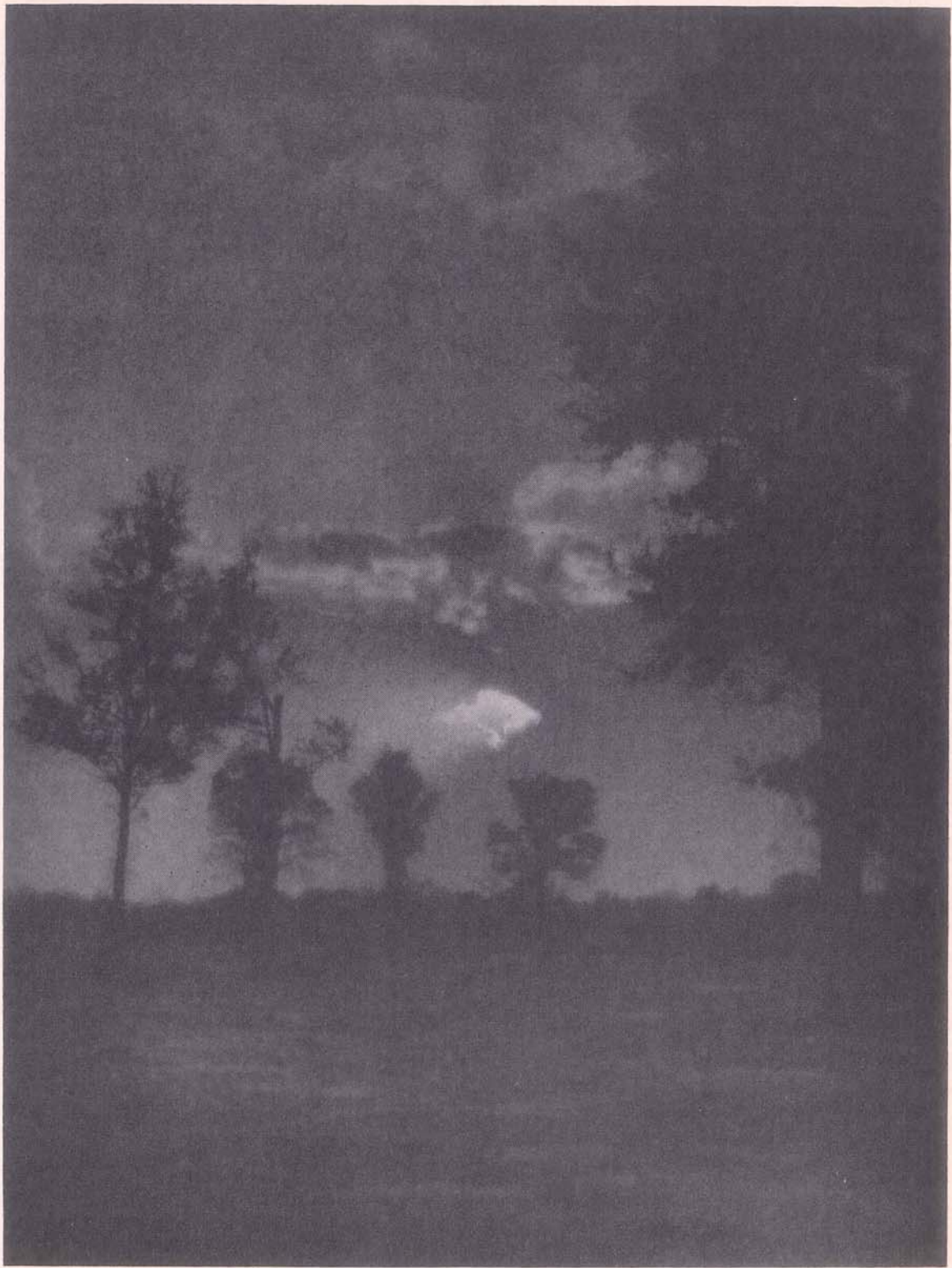




Photo artist Delcroix here uses models in ballet costume to graphically symbolize the carefree joy of living that the Jefferson countryside inspires in any one who will leave the car by the roadside and tramp its tranquil miles.

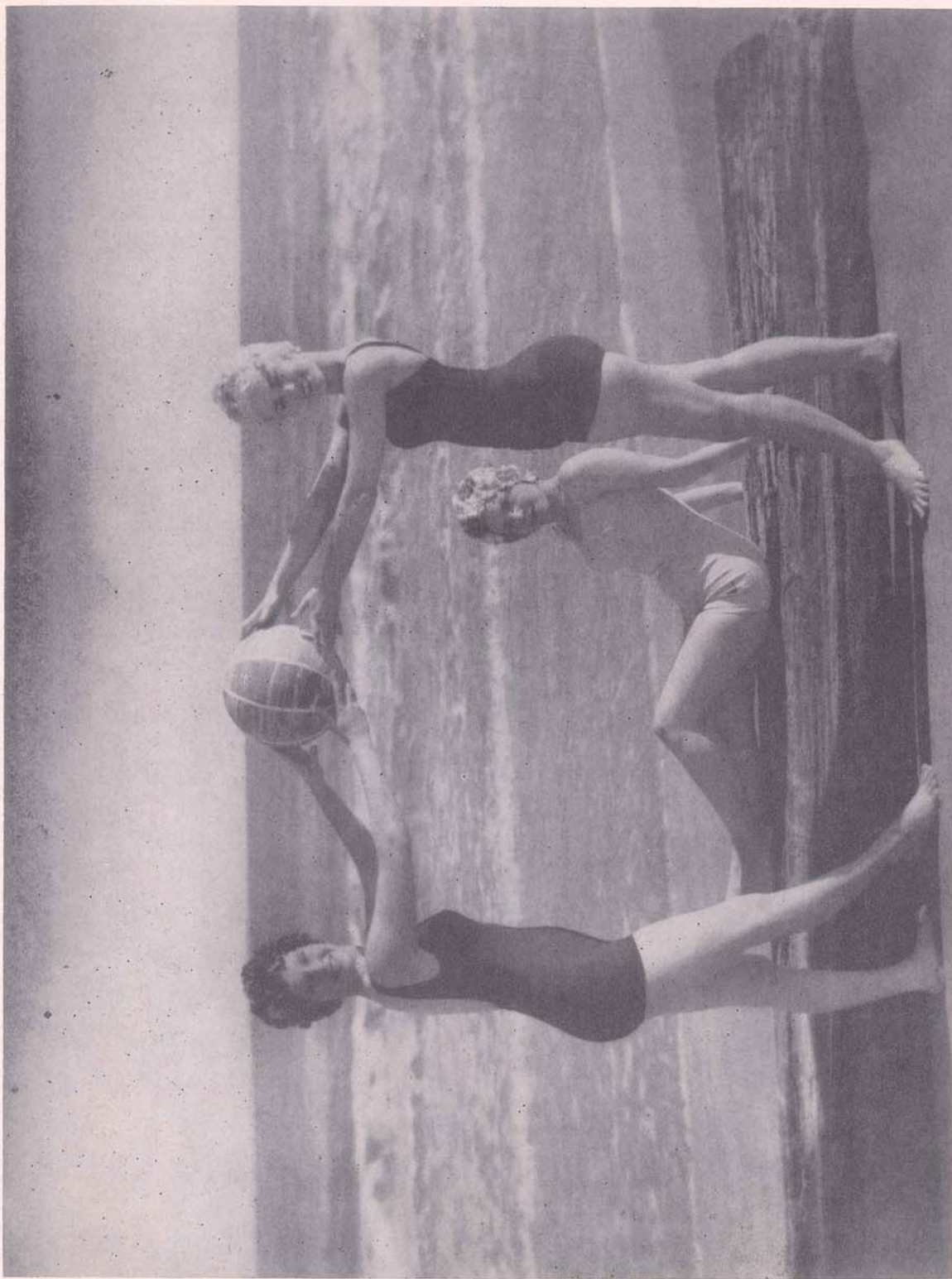


An impressive introduction to Spanish moss, the symbol of the Southland, of which Jefferson, throughout its bayou country, has untold wealth. Today it is an object of scenic beauty. Once during the Depression Jefferson bayou folk sold it to stuff upholstery for airplanes and with the money fed many a hungry mouth.



Presenting rural Jefferson as the sun is going down,  
a peaceful, tranquil, beautiful scene. A world  
apart from the busy, booming, industrial  
Jefferson just a few miles away, where, at the  
end of the day, throbs the roar of homeward  
traffic and impatient horns.

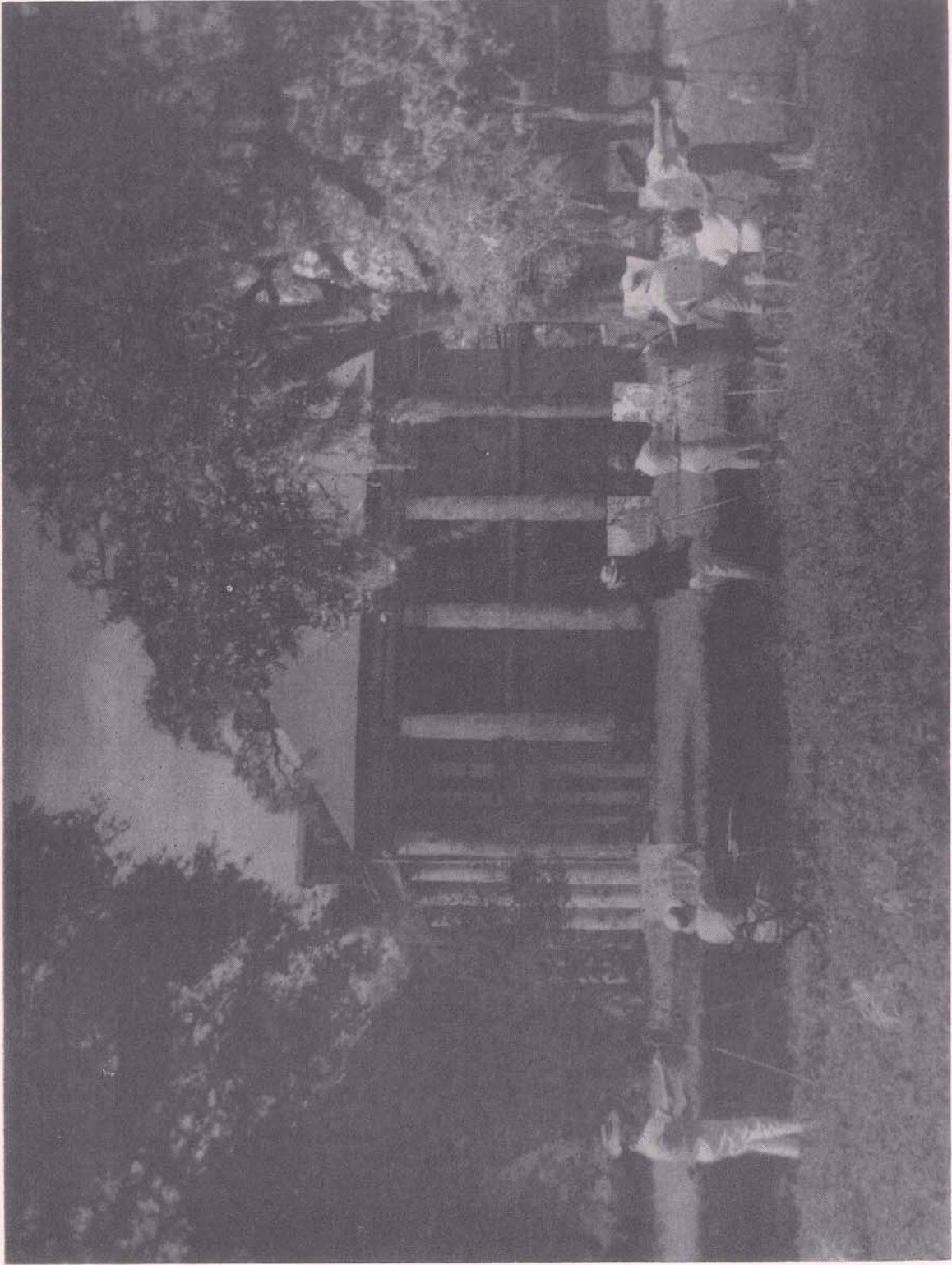
If you can take  
your eyes off  
the foreground, you'll  
discover the  
beach at Jefferson's  
own Grand Isle  
on the Gulf  
of Mexico.  
Once the Beach of  
the Buccaneers, it  
is today the  
beach of the sport  
fisherman,  
vacationers and  
those who  
like to relax in  
the sun, sand  
and surf.



Cameraman  
Delcroix is really  
not trying  
to confuse you.  
The real picture is  
the beautiful  
woodland  
background, an  
entrancing part  
of Jefferson  
on Grand Isle the  
average visitor  
never sees,  
and does not know  
exists until he  
opens his  
copy of the  
Review and finds  
... it pictorially  
presented.



This abandoned antebellum mansion of "Seven Oaks" on the Mississippi's right bank at Westwego still proudly portrays even in its chipped pillars the glory and grace of the Old South . . . a fascinating subject for painters, who, in various techniques, transfer to canvas a nostalgia for an era of gracious living long gone.

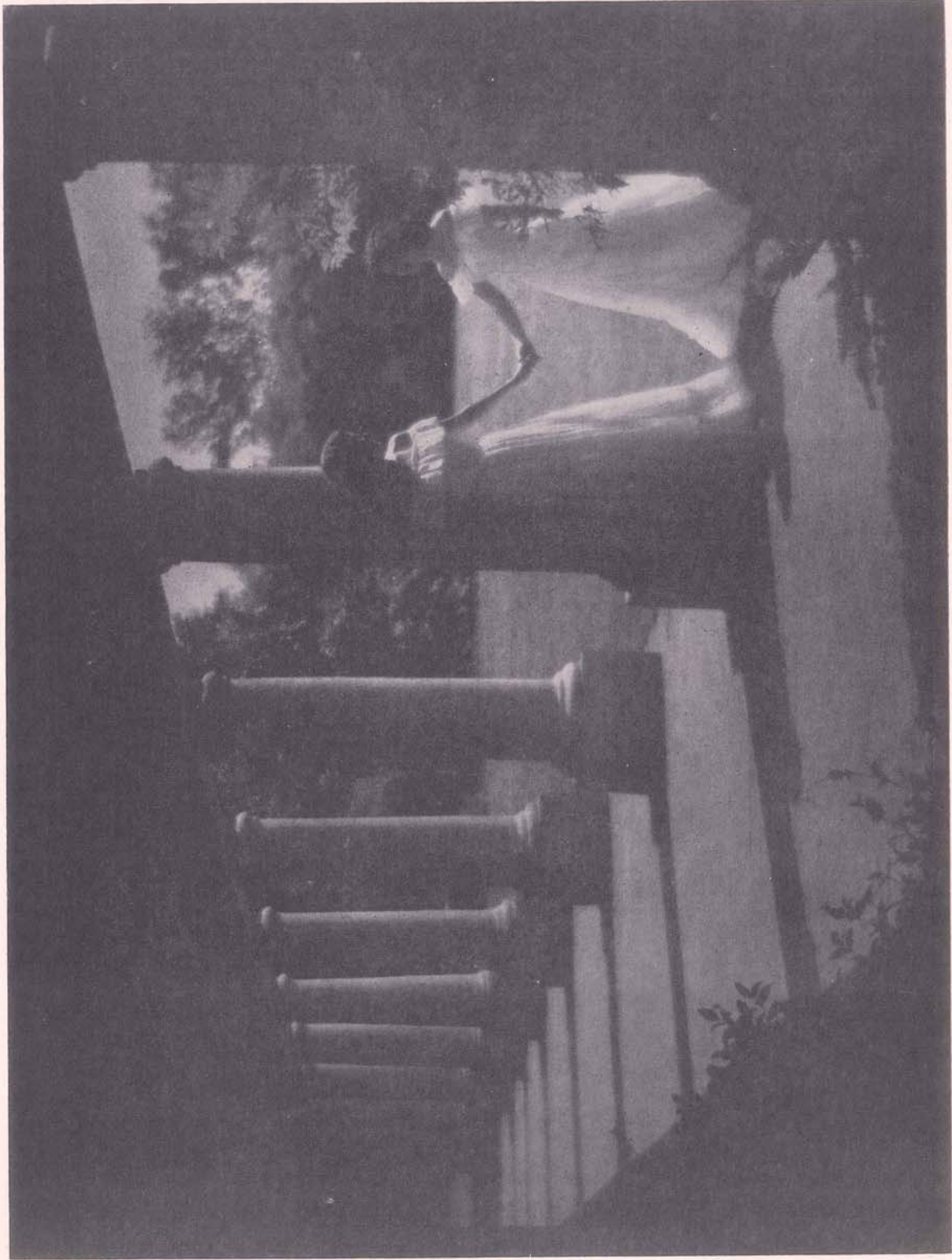


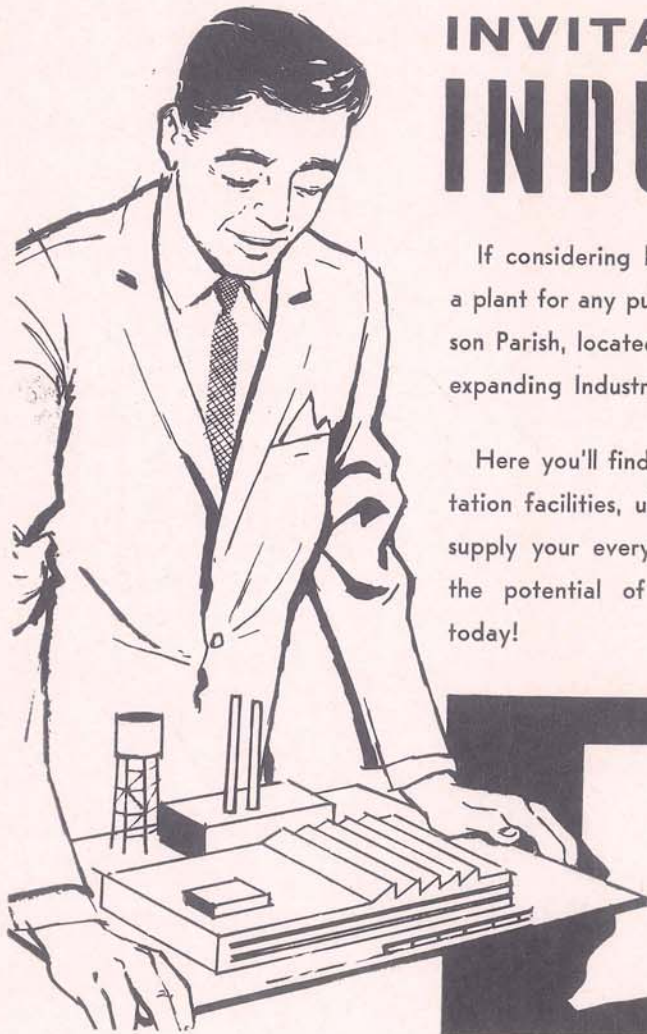
Jefferson's show  
place—lovely  
"Elmwood"

on the Mississippi's  
left bank near  
Harchan.

Originally built  
of handmade brick  
in 1762 it  
underwent changes  
over the years.  
Partially destroyed  
by fire in 1940 it  
was restored  
closer to its original  
design.

In spite of its  
name it is regally  
located within  
triple rows of  
giant oaks.

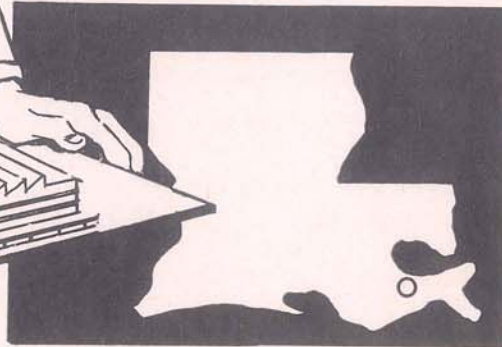




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# OUTDOORS IN JEFFERSON!

By Paul Kalman

State authorities who have the power for making such decisions may well have been thinking about Jefferson Parish several years ago when they decided to inscribe Louisiana's motor vehicle license plates with the legend: "Sportsman's Paradise."

It is extremely doubtful if any county or parish in the United States can exceed Jefferson for its sheer variety, quantity and quality of outdoor recreational opportunity, and it is a matter of certainty that few come even close to matching it.

In less than an hour's time, the angler who might care to do so can catch bluegills, marlin or tarpon without ever leaving the confines of Jefferson. By the same token, hunters can bag small and big game ranging from squirrels to white tail deer. Duck shooting in Jefferson is about as good as one can find anywhere in the United States.

Although the fishing and hunting in Jefferson is spread throughout the vast reaches of the parish, there are several "hot spots" which are favored over the others.

For anglers, the big center is in the vicinity of Goose Bayou and Bayou Barataria where dozens of sport fishing cruisers are harbored. Every weekend (and frequently during the week), these boats put out into the nearby waters of Barataria Bay, Little Lake, and the mazes of lakes, lagoons, bayous and inlets leading down into the Gulf of Mexico. Fabulous Grand Isle is merely a comfortable distance from Lafitte and attracts a large number of boatmen and anglers.

The fishing out of Lafitte is mostly of the salt water variety, although there are many oil company canals and bayous nearby which abound in bass, bream and sac a lait.

With the salt water species, top spot is unquestionably occupied by the popular speckled trout which can be caught either on artificial or natural bait almost 12 months out of the year.

One of the well known fishing tech-

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