



Jefferson's beautiful and intriguing Goose Bayou. About 100 feet to the left is Big Bayou Barataria, the first link of the water route to one of ten best fishing spots in the whole wide world. Less than 15 miles away starts the inside fishing waters of the fabulous Grand Isle area.

niques employed by many Jefferson Parish sportsmen fishing trout in the Barataria Bay area is to run out into the bay the evening before they intend to fish, towing a skiff with a live bait well behind their larger cabin cruiser. The trawl net is dragged for an hour or so before sundown, and the live shrimp and small croakers caught in the net are placed in the well.

The anglers arise before the crack of dawn. Their boat has been anchored throughout the night within rowing distance of one of the many shell reefs dotting Barataria Bay. Easing into the skiff as silently as possible, they row or paddle to within casting length of the reef. Live croakers make the best bait and these are suspended from a sliding cork which makes them easier to cast.

Using methods such as this, it is possible to boat upwards of 100 big speckled trout in a couple of hours. This fast and furious fishing frequently stops as suddenly as it starts. At any rate, when the sun starts to climb high in the sky and the wind arises, fishing usually tapers off. However, with 100 trout in the well, anybody would agree that "it's been a good day's fishing."

Bayou Barataria is also the scene of the popular "World's Championship Pirogue Races," a sporting event that has probably publicized Jefferson's beautiful bayou country more than any other one event or promotion.

Featuring the Silver Slender Pirogue, modeled after the canoe of the bayous,

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

The most popular fishing resort in all Jefferson Parish is, of course, historic Grand Isle. Boasting the only readily accessible Gulf beach in all Louisiana, Grand Isle is the mecca for hundreds of thousands of sports fishermen every year. The catches these anglers make is nothing short of astounding.

Fishing methods run the gamut from wading in the surf with an inexpensive casting rod to trolling offshore in a fancy charter boat or privately owned cabin cruiser.

Facilities for the angler at Grand Isle are as complete as one will find in any other famed fishing resort. Several of the island's mercantile stores have well stocked fishing tackle departments and fresh and live bait are readily available from a number of sources.

Fishing boats may be chartered or rented at either end of the island.

The bigger deep sea boats are concentrated mostly in the vicinity of the Bayou Rigaud landing at the eastern end of the island, while skiffs and speed hulls can be rented toward Caminada Pass.

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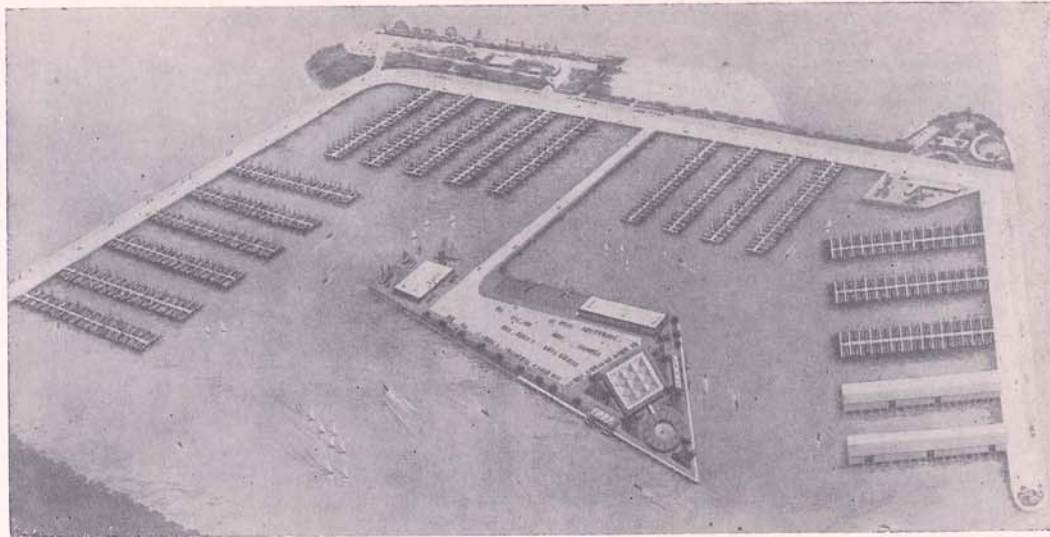
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A lease making official an agreement between Jefferson Parish and Metairie Marina Inc. to construct a marina on Lake Pontchartrain at Bonnabel Blvd. was signed this summer by Cullen C. Schouest, chairman of the Jefferson Parish council. Plans include over 500 boat slips and a service island with restaurant and lounge, offices and meeting rooms. This luxury development will be a boom to boaters as well as a major tourist attraction. The Marina will extend a mile into Lake Pontchartrain.

Although speckled trout predominate in the catches made close inshore, many beautiful catches of giant redbfish (channel bass), jack crevalle, and even tarpon are taken by small boat anglers at the island.

The types of fish caught offshore aboard the bigger boats staggers the imagination. King mackerel, Spanish mackerel, cobia, giant jewfish, bluefish, barracuda, marlin, tuna, sailfish and red snappers are only a few of the myriads of fine game fish which can be found near the offshore oil rigs or in the open Gulf of Mexico off Grand Isle.

The crowning attraction of Grand Isle's sport fishing comes in July every year at the Grand Isle Tarpon Rodeo when upwards of 2000 dedicated angler crowd the small island to vie for thousands of dollars in trophies and prizes. Founded in 1927 and operating continuously except for the war years, the Grand Isle Tarpon Rodeo today is looked upon as being the "grandfather" of all fishing rodeos along the Gulf of Mexico.

"Many other rodeos have come and gone since the Grand Isle Rodeo was started," a veteran fisherman was heard to say recently, "but none of them can begin to match the Grand Isle contest for its tradition, orderliness, and downright good sportsmanship."

Operated by the non-profit Grand Isle Tarpon Rodeo Association composed of many outstanding business

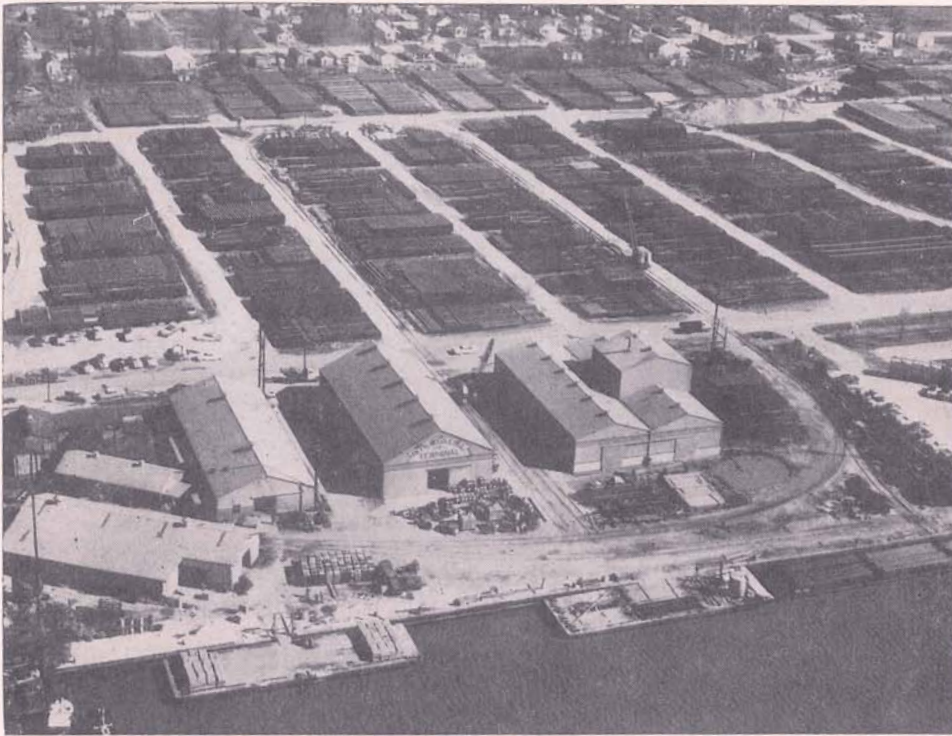
and professional men and civic leaders, the rodeo originally recognized nothing but tarpon fishing. Shortly after World War II, however, the rules were amended to admit an ever-increasing list of fine game fish species until today, more than 20 different varieties of fish can be entered in the rodeo.

The Grand Isle Tarpon Rodeo by tradition is a three-day affair, beginning on a Thursday and ending on a Saturday.

Giving the Tarpon Rodeo a bit of friendly competition in more recent years is the annual SCUBA divers rodeo conducted at Grand Isle. SCUBA (translated, this means: Self Contained Underwater Breathing Apparatus) divers contend that spear fishing beneath the offshore oil drilling platforms near Grand Isle surpasses anything to be found in the Western Hemisphere.

Much of the fresh water fishing in Jefferson Parish, as mentioned previously, is done in the canals dredged by oil companies to float their rigs to drilling sites. The wily black bass is the most popular fish taken from these waters, with bluegill "bream," goggle-eyes, and sac a lait also drawing a large share of the angler's attention, and although fly fishing is widely practiced in these areas, the old fashioned method of dunking worms and live minnows still has its share of devotees.

In recent years, an increasing large



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number of anglers have started frequenting the waters of Lake Pontchartrain in Jefferson Parish for king sized croakers which apparently have found a Home Sweet Home in the deep holes dredged for the purpose of obtaining material to build the protection levee along the lakeshore between East End and Kenner. These croakers frequently weigh upwards of two pounds apiece and are among the most delicious of all table fish. They are easily caught on dead shrimp bait fished on the bottom. Fishermen using two or three hooks on a single line frequently come up with that many fish at one time.

While it is possible to bag many varieties of furred and feathered game in Jefferson Parish, the lion's share of attention is given to ducks and geese which abound in the marshes all the way down to the very shores of the Gulf of Mexico. Mallards, pintails, teal, gray ducks, canvasbacks, ring bills, redheads, wood ducks, dos gris and other popular species are found in great profusion wherever the marsh lagoons have sufficient fresh water content to support a fairly stable quantity of bottom grasses on which ducks like to feed.

In the marshes along the north shore of Barataria Bay after muskrat trappers make their "burns" in the Fall, great flocks of blue and snow geese come in to feed on the tender young shoots of new marsh grass and make tempting targets for the hunters rugged enough to "creep" the marsh after them.

The importance of Jefferson Parish as a sport boating center has been growing by leaps and bounds. In addition to the yacht harbors at Goose Bayou, the parish soon hopes to be home port for a lavish new "marina" situated in Lake Pontchartrain near Bonabel Boulevard.

As presently planned, this giant man-made harbor will have accommodations for approximately 1500 boats ranging in size from small sailing sloops to sea-going yachts. It will boast complete service and repair facilities for all types of boats, and will also have restaurants, shops and many other conveniences found in the fancier marinas and boatels in Florida.

As Jefferson Parish continues to grow its outdoor recreational opportunities offer more accomplishments to report, more advantages to present, and more activities to promote.

MEET THE AUTHOR

Paul Kalman's by-line has been synonymous with fishing and hunting for more than 20 years.

It first appeared on the masthead of his popular "Outdoors In Louisiana" column in the New Orleans Item in 1940 and continued to be a feature of that newspaper until it was merged with the New Orleans States three years ago.

From 1945 until 1955, Mr. Kalman also produced his own radio and television versions of "Outdoors In Louisiana."

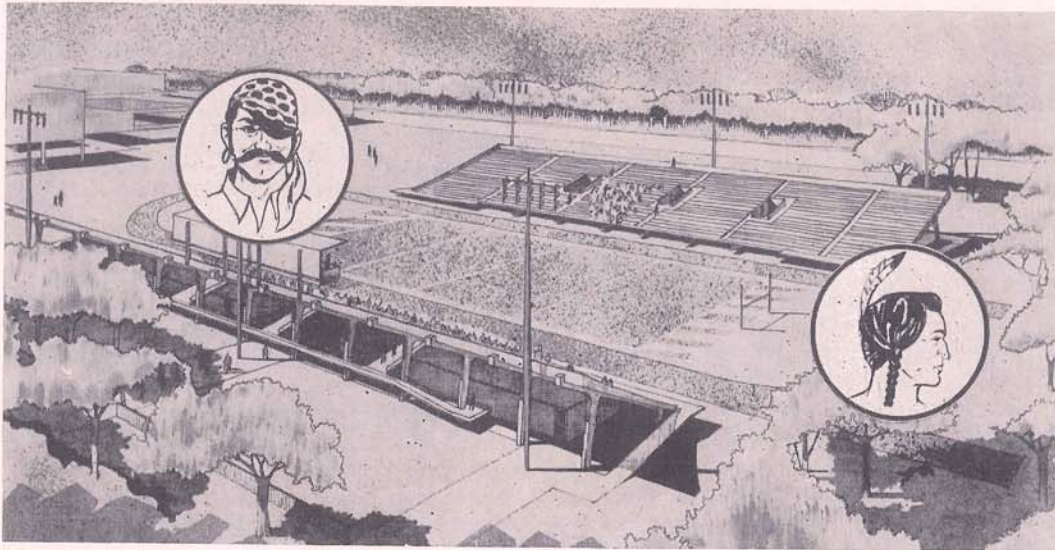
One of those fortunate few sportsmen who can ride his hobby horse, Mr. Kalman has fished bluefin tuna in Nova Scotia and black marlin in Peru. He has caught bonefish in British Honduras, tarpon in Mexico, and angled for giant Pacific sailfish in the Bay of Panama. At one time or another, he has fished in every country in Central America. His fishing exploits in the United States cover an area extending from Washington State to the Florida Keys and from Maine to Lower California.

On the local scene, Mr. Kalman has served as a past president of the New Orleans Sportsmen's League and the New Orleans Tarpon Club, and is a former director of the Louisiana Wildlife Federation. He is also a past-president of the Louisiana Outdoor Writers Association, an organization which he helped to found in 1946.

He is a frequent contributor to the national fishing and hunting magazines and was recently appointed a contributing editor of SPORTS AFIELD. He is pictured in the two photographs beginning this article.



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



Above is an architect's rendering of the new football stadiums. Identical stadiums will be built for the West Jefferson Buccaneers and the East Jefferson Warriors. Below is the recently completed \$719,000 Bissonet Plaza Elementary School, with 30 classrooms.

(Continued from Page 59)

NOW 50 SCHOOLS IN JEFFERSON

The Jefferson Parish Public School System, as of this report written in May 1961, is now utilizing 50 separate parish wide school buildings (38 white schools and 12 colored). In the industrial analogy Jefferson is producing future citizens in 50 different plants throughout the parish.

These buildings (including the land upon which they stand and their equipment) are valued at more than \$26 million. They handle the present enrollment of 35,083 school children (27,004 white and 8,079 colored) which has been steadily increasing around ten percent annually for the last ten years.

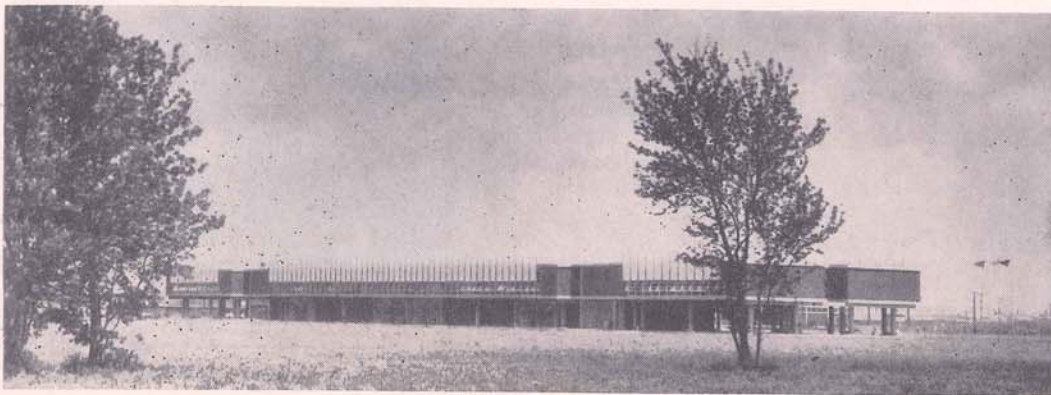
It should be pointed out at this point that the new school buildings being constructed, many of which will be ready

for occupancy by the fall opening of school, have been carefully and strategically erected and located not only to relieve the pressure on existing schools but also to serve the children of Jefferson's expanding new subdivisions.

TWELVE NEW SCHOOL BUSES ADDED THIS YEAR

Another dramatic gauge of Jefferson's increasing and expanding school population is the fact that this last year there were added 12 new school busses to the Jefferson Parish Public School fleet. These now make a total of 143 busses and 4 transfer cars carrying a total of 25,000 children daily to and from school.

A quip printed in a recent issue of the Saturday Evening Post read, "The modern convenience that banishes most





Above: The new Ralph J. Bunche Junior High School with 32 classrooms cafeteria and administration wing, now in use in the Kenner area. Below: The new Fourth Ward Elementary School of 22 classrooms, cafeteria and administration building, now in use at Marrero. Ninety-nine new teachers were added this year to meet the increased educational demands.

mothers' worries is the school bus." This was meant to be facetious but it is actually the truth. The school bus safely transports the children from their neighborhood through all the potential areas of traffic hazards right to the school yard.

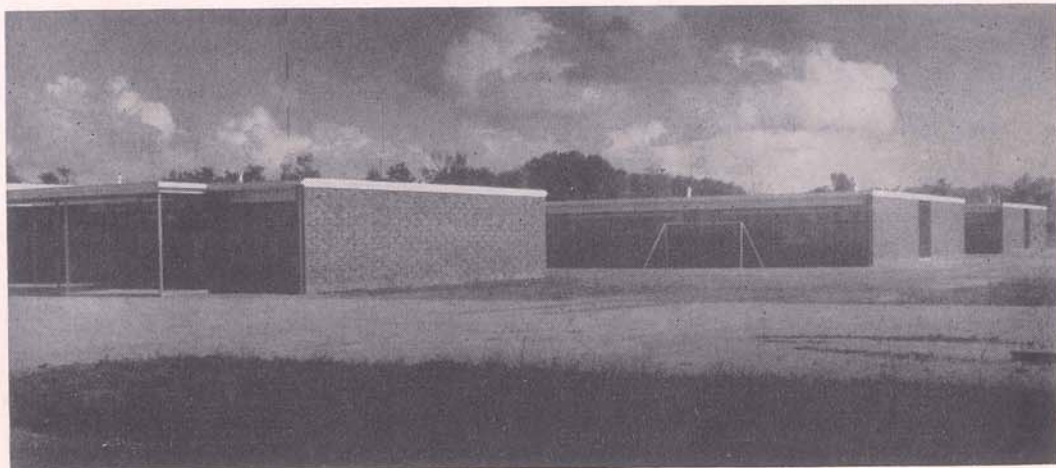
The Jefferson Parish Public School System does not purchase, maintain or operate its own school busses. It has found it more economical, more efficient and more safe to hire driver operators, who own and maintain their own busses and are therefore more careful of their precious passengers and their own property. They receive salaries averaging \$365 a month during the school year for several hours a day, a sum and a job which attracts and holds responsible and trustworthy people.

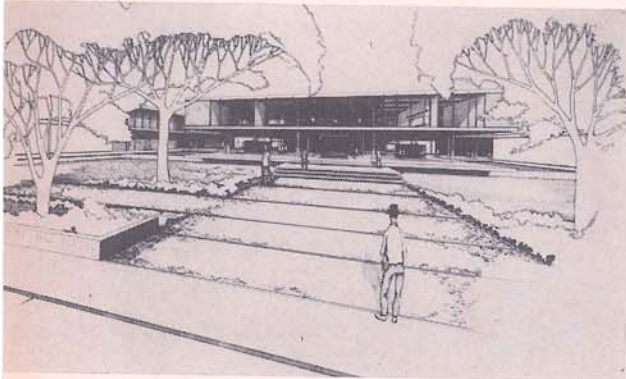
NEARLY A HUNDRED NEW TEACHERS

The Jefferson Parish Public School System actually added 99 new teachers to its staff for the 1960-61 school year. It is now employing a total of 1119 teachers who, in the industrial connection, can be compared to the skilled technicians who patiently produce a quality finished product.

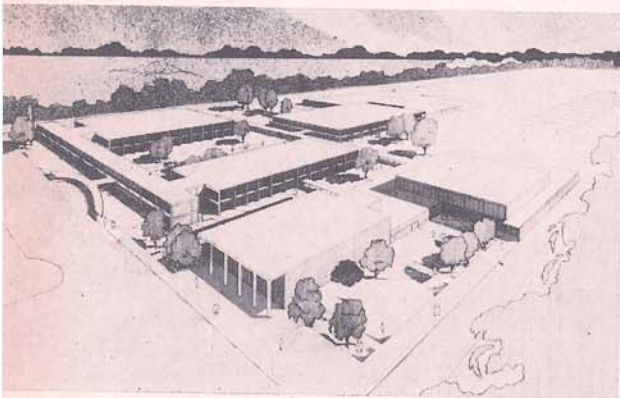
On the basis of the number of teachers employed (1199) and the number of students enrolled (35,083), each teacher on the average handles a class of around 30, a group small enough to permit attention and assistance to either slow or outstanding abilities.

To get high calibre teachers and hold them Jefferson Parish pays them

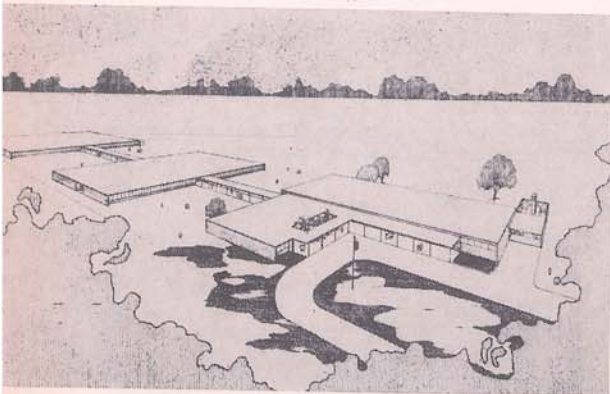




Architectural drawing of the Elise Park Junior High School on the East Bank. In addition to 48 classrooms, three will be a laboratory, cafeteria and administrative offices.



Architectural drawing prepared by Sol Rosenthal of the million dollar Seventh Ward High School, the largest in Louisiana, now under construction. It consists of an ultimate group of seven fire resistive buildings. In the near foreground are the auditorium and gym. Just beyond are the administration and classroom buildings forming three sides of a quadrangle. At its rear is a cafeteria and home economics building with shop buildings beyond. There will be 42 classrooms, library, laboratory and special purpose rooms.



Architectural drawing of the George A. Cox Elementary School on Belle Chasse Highway, now under construction, prepared by Architect Sol Rosenthal. Of one story fire resistive structure it will consist of 22 classrooms, library, administration suite, cafetorium and assembly or inclement weather play area, together with covered walkways, to make a compact comprehensive structure.

throughout all twelve grades a salary scale higher than required by the State of Louisiana. Their total salaries per school year amount to \$5,500,000.

The superintendent of schools is constantly seeking and interviewing high quality teachers from other areas who are interested in coming to progressive Jefferson Parish — not only because of the salary incentive but because of the cultural and recreational advantages of the Jefferson-New Orleans area bound together by the convenient Mississippi River Bridges.

It is a proud fact, also, that many of Jefferson's veteran teachers are upgrading themselves for higher salaries by working for degrees at Tulane and Loyola Universities or through the Louisiana State University Extension Courses. Jefferson boasts of the high calibre of its teaching staff which is constantly getting better.

WHAT IT COSTS FOR A PUBLIC SCHOOL EDUCATION

The Jefferson Parish Public Schools require twelve patient years to release to the community a finished product — boys and girls educated and trained to make their way in the modern competitive world where education is a must and to shoulder their adult responsibilities as citizens of their community and their country.

Millions of dollars are required every year to operate the Jefferson Parish Public Schools which are proud of the products they turn out each May but show no profit. The annual budget for 1960-61 for the Jefferson Parish Public Schools was \$7,666,629. The efficiency of this operation is apparent when you consider that Jefferson, with one of the better school systems in the state, accomplishes this with the lowest per capita cost in the state.

Following through on the industrial comparison the taxpayers of Jefferson Parish and the State of Louisiana can be considered the stockholders, who are in the peculiar position of financing an industry from which they neither receive nor expect a profit, secure no monetary dividends, or interest, and which each year consumes the principal.

Their benefit, however, is the satisfaction of seeing their children and all the children of the parish impartially and equally enjoying one of the better public school systems that modern educational methods and architectural science can devise.

Few parents, even those who are ardent workers in the PTA, actually realize that if they had to pay the tuition for their children in Jefferson's modern public schools it would cost practically \$4500 for each child for the twelve school years. To families with four and five children this would be an enormous expenditure and, in many homes, an impossible expenditure.

THE POPULAR SCHOOL LUNCH

As you will notice on the preceding Construction explanation, a large construction program of school cafeterias and cafeteriums is taking place throughout the parish to relieve the school lunch hour congestion.

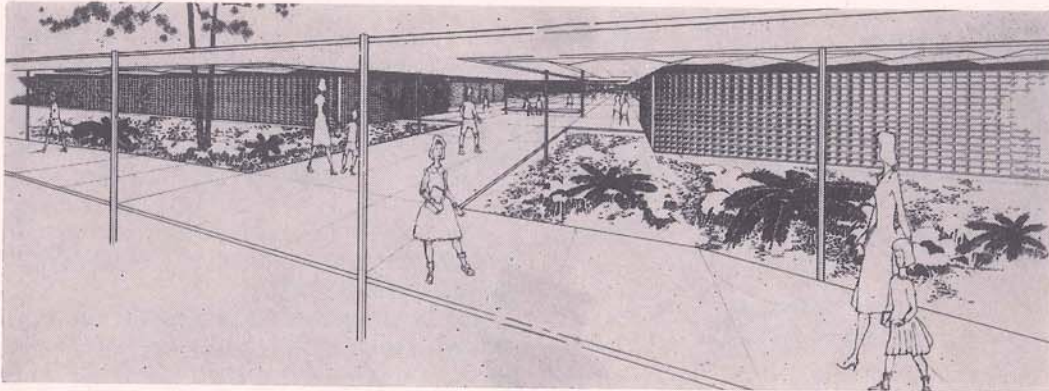
There is now an average of 19,000

children throughout the parish (over half of the total enrollment) enjoying the Jefferson Parish School Lunch program daily — a program that is almost a million dollar a year operation, involving about half a million dollars for supplies and another half million dollars for overhead and help. Continuing in the industrial vein it corresponds in service and convenience to the company employee cafeteria.

But beyond those two aspects all similarity ceases, for no company ever served its employees such a scientifically balanced, tasty, nutritious, varied and satisfying lunch at such a low price — for this lunch only costs the student 15 cents. That, of course, is only part of the actual cost of the lunch toward which the state contributes 16 cents



Superintendent Lem W. Higgins of the Jefferson Parish Public Schools (right) receiving (in June 1961) from Dr. Brendan F. Brown (left), Professor of Law at Loyola University of the South, the New Orleans Boswell Institute Award for being the Outstanding Public School Superintendent in the State of Louisiana. The Boswell Institute was founded by Johnson and Boswell in the 18th century to spread the best in literature and thinking throughout the British Empire. Dr. Brown, a graduate of law from the English School, is carrying on the Johnson and Boswell tradition in the U. S.



Architect's rendering of the new Vic. A. Pitre Elementary School in Westwego with 24 classrooms and a cafeteria. The school building program is strategically planned to serve the children of Jefferson's expanding subdivision population.

and the Federal Government furnishes such surplus commodities as flour, eggs, butter, etc., shipped in from the nearest surplus commodity source.

The school lunch program is popular with the children because it is a combination recess and delicious lunch where a lot of fun can be enjoyed. It is popular with the mothers because it not only eliminates the necessity of stopping whatever they are doing to prepare a noonday meal for the children and because it saves those same children from bucking traffic hazards on the way home and back again.

THE PHYSICAL EDUCATION PROGRAM

The Jefferson Parish Public School System has maintained a policy of a healthy balance between the mental and physical development of its pupils without allowing athletics to demand too much of either the pupils' class or study time or that of the school staff.

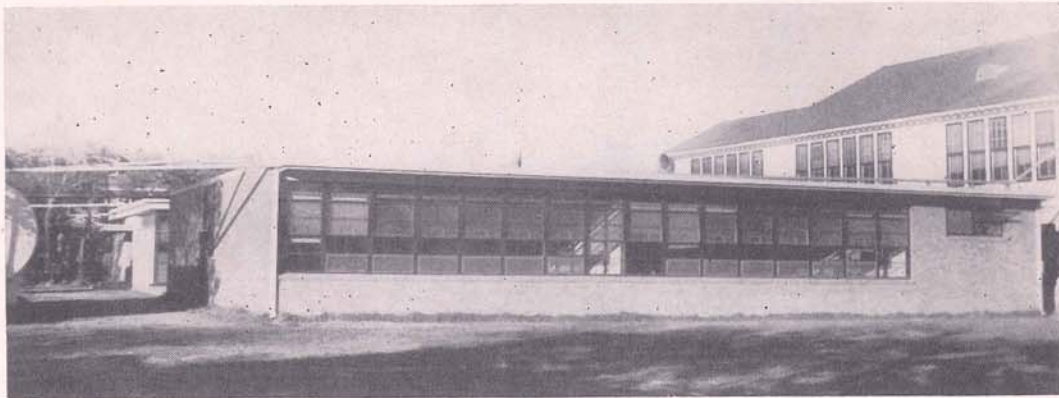
But as the School System grows so does the physical education department. 1960 saw the addition of a Recreation Director for the entire public school system and the addition of a second

In the Third Grade of the East End School this group is correlating geography with reading. Left to right are Lucy Harrison, Dory Scott, James Bradley and Billy Fortney seated.



Students of the Eighth Grade Mathematics Class of Mrs. Mathilde Dantin at Marrero Junior High are shown here studying geometric figures brought out in drawings of popular comic characters.





Grand Isle School—In foreground, building contains four class rooms and was first used in the 1960-61 school year. In the background a similar building under construction will be ready when school reopens in the fall. The two-story frame building was remodeled in 1950 and in addition to classrooms contains administrative offices and a cafeteria.

assistant coach in the High Schools. 1961 will see the beginning and 1962 will see the completion of the two new football stadiums on the East and West Banks which will, by the very fact of their existence, put new enthusiasm into the Warriors and Buccaneers who, with their new stadiums, will work hard to provide teams worthy of them. This means an acceleration in the athletic tempo of the Jefferson High Schools that will spring unprompted from the student bodies themselves.

LEARNING BY DOING

For those taking the Commercial Course in High School, with the intention of immediately going to work instead of going to college after graduation, there was introduced into East Jefferson High two years ago an actual "on the job" training program known as the Distributive Education Plan.

It means that the student who participates spends half of his or her school day in the classroom on theory and the other half actually working in the store or office of a local business concern

(Continued on Page 135)

Teacher L. Vullo of Gretna Park School is shown here giving instruction on the solar system in the Science Class by the use of Television. Gretna Park is the Pilot school of the Jefferson Parish Public School System in the introduction of TV as a visual aid in the improvement of class instruction.





The National Honor Society of Westwego Junior High. These students have maintained a grade of B or better on academic work for 9 months. They are, standing: Dana Bourgeois, vice president; Sharon Favre, treasurer; Sheila Dragna, reporter; Connie Martin, second vice president; and Craig LeBlanc, first parliamentarian. Seated are: Rebecca Granier, president, and Melanie Martin, secretary and also was chosen "Ideal Girl" for New Orleans area.

Students of the Eighth Grade of Jefferson Junior High display class exhibits in the study of Natural Resources. They are, left to right, Wayne Toca, Estelle Wimberly, Carol Walachy and Linda Van Haelen.





In the Second Grade Reading Class of Metairie Grammar School, teacher Edith Rainwater instructs this quartette the proper way to read. Left to right, amused at the way their teacher shapes her mouth in the correct use of the phonetics (or sounds) are Jim Morrison, Bera Murdock, Emma Campbell and Curtis Clancy.

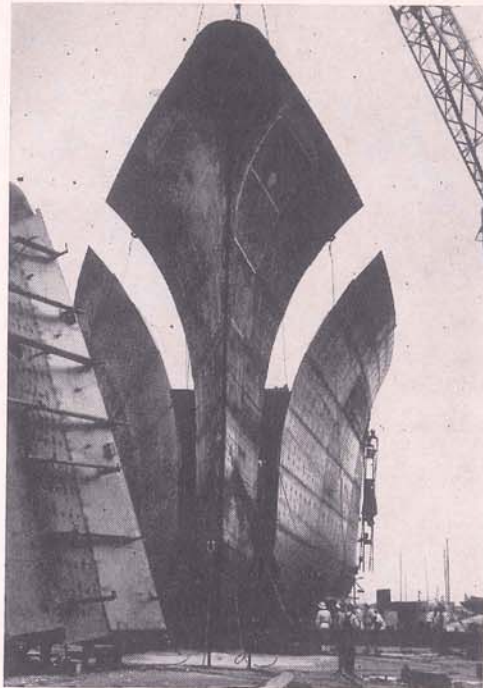
This is a portion of the Civics Class of Kenner Junior High, presenting student prepared Creative Drawings pertaining to International Relations. Examining them are, left to right, Stephanie Neal, Brenda Francey Staty Lewis, Mike Lodwick and Paul Lemly.



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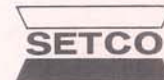
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The Fifth Grade of Jefferson Junior High studies South America. Left to right are Richard Eberhardt, Lucretia Ball, Lyn Borleau, Emeline Hirsch, Karen Barnes, Sandra Coca.



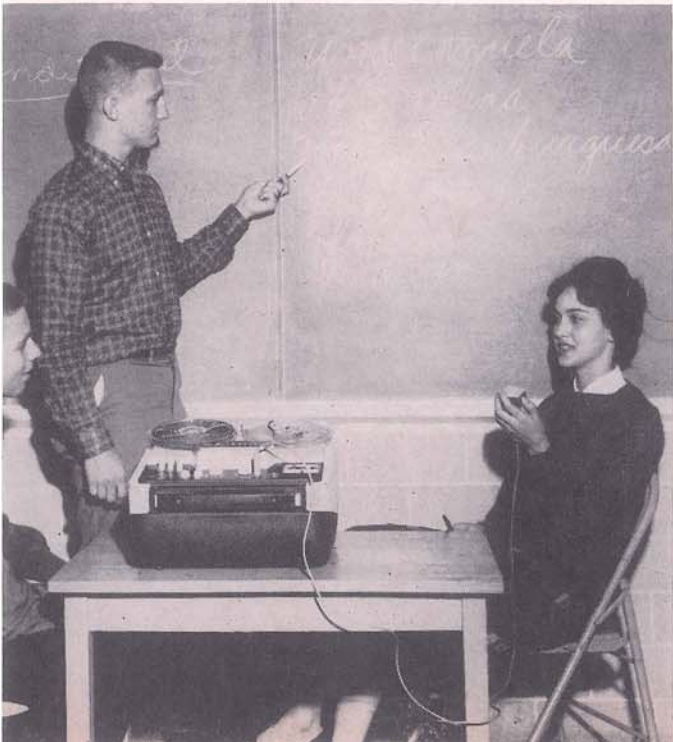
Here, the West Jefferson High Senior Typing Class, under the supervision of its teacher, Miss Marilyn Solis, is typing to the accompaniment of a rhythmic record, the object being to thereby increase speed.

BUILDING CITIZENS . . .

JEFFERSON'S GREATEST INDUSTRY

Students at East Jefferson High using the tape recorder to attain fluency and precise pronunciation in conversational Spanish, under the guidance of Mr. Palmer, Foreign Language instructor.

A 4-H exhibit at McDonogh 26, featuring handicrafts, beadcraft, clothing, food and gardening. The 4-H girls presented are, left to right, Barbara Ledet, Peggy Beasley, Jacqueline Werling and Celia Walker.

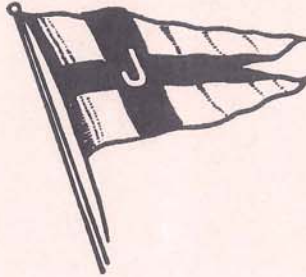


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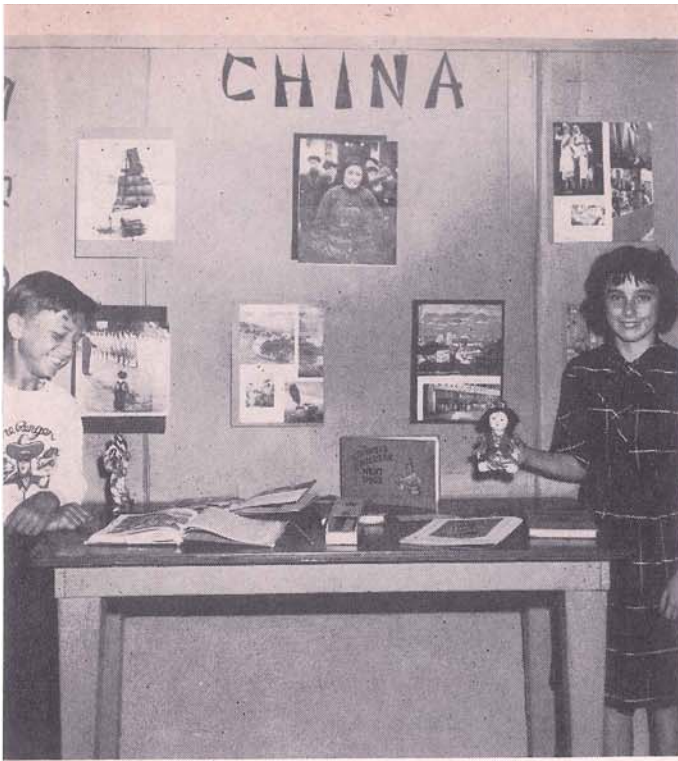
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JEFFERSON

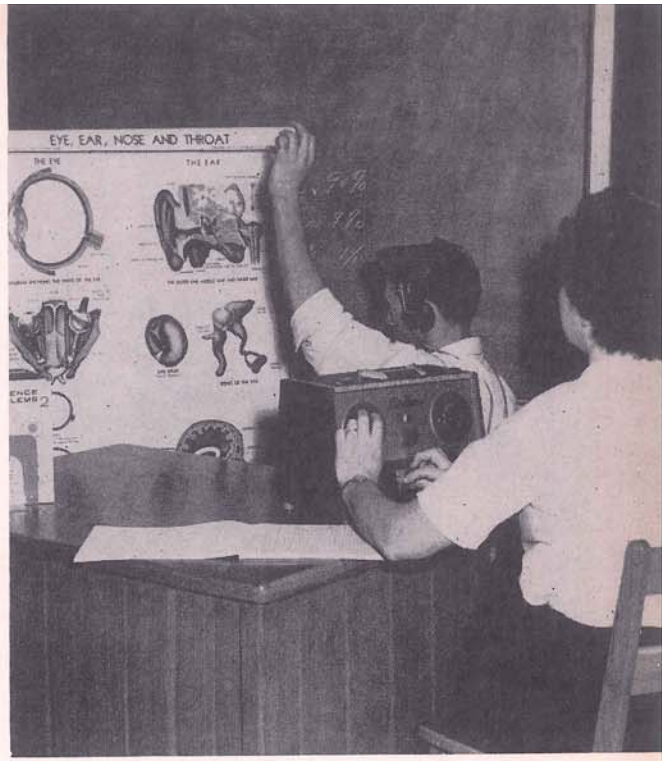
SINCE 1896



Gretna, Louisiana



At the Ella Dolhonde School two pupils are shown inspecting a classroom display used in the social study of China. They are Michael Jaeger and Susan Palmer.



At the Fisher Junior High a student is being checked for hearing normalcy by Public Health Nurse Mrs. Hotard.

BUILDING CITIZENS . . .

JEFFERSON'S GREATEST INDUSTRY

In the Fifth Grade at Harvey School music on a miniature organ is being played by a student into the tape recorder. The voice of the boy will also be recorded.

In the Fourth Grade at Fisher School two pupils are shown coloring an artwork display for use in Social Studies. Left to right are Brent Guidry and Camille Hatly.

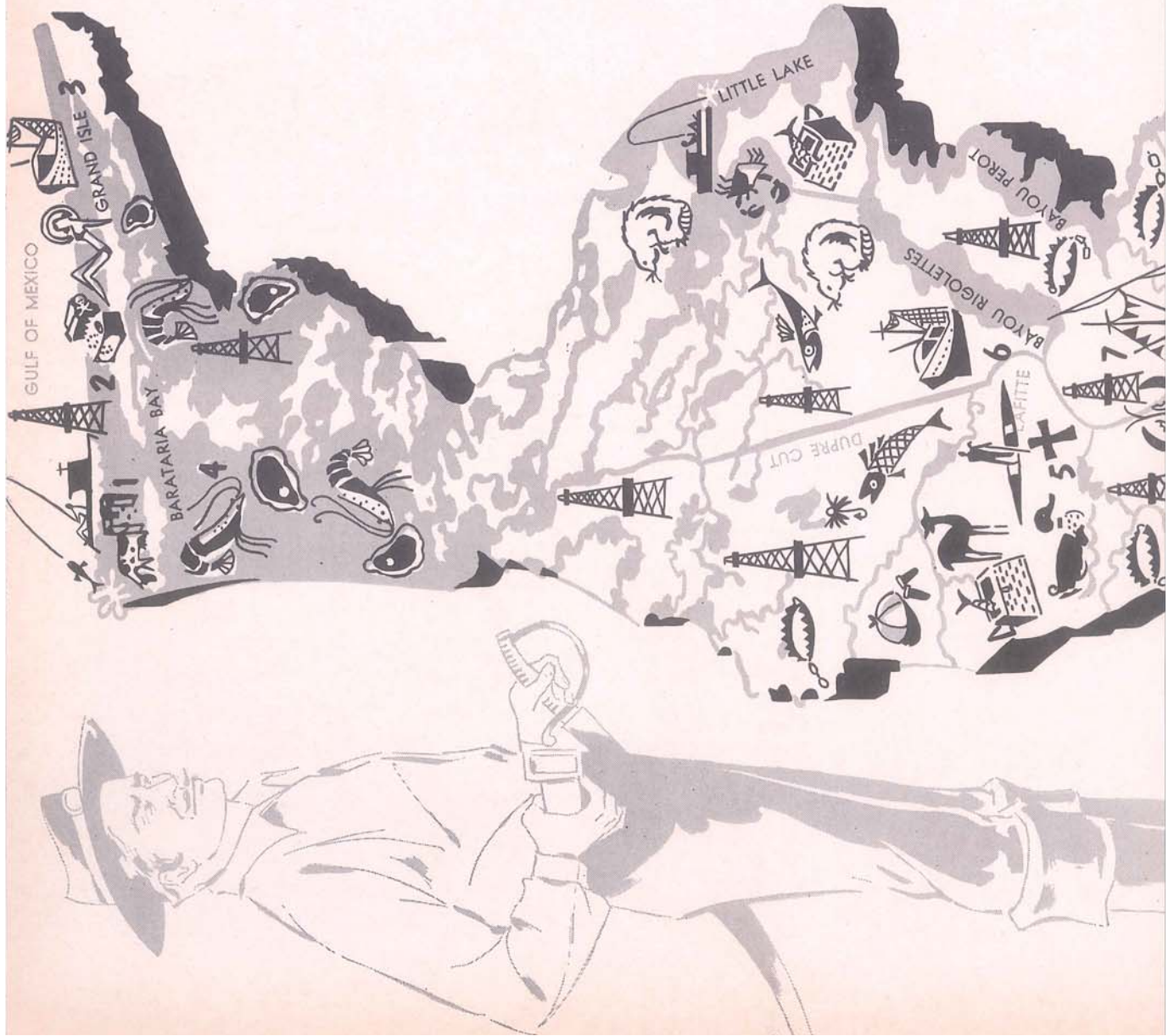


JEFFERSON PARISH — THE

Land of Lafitte!

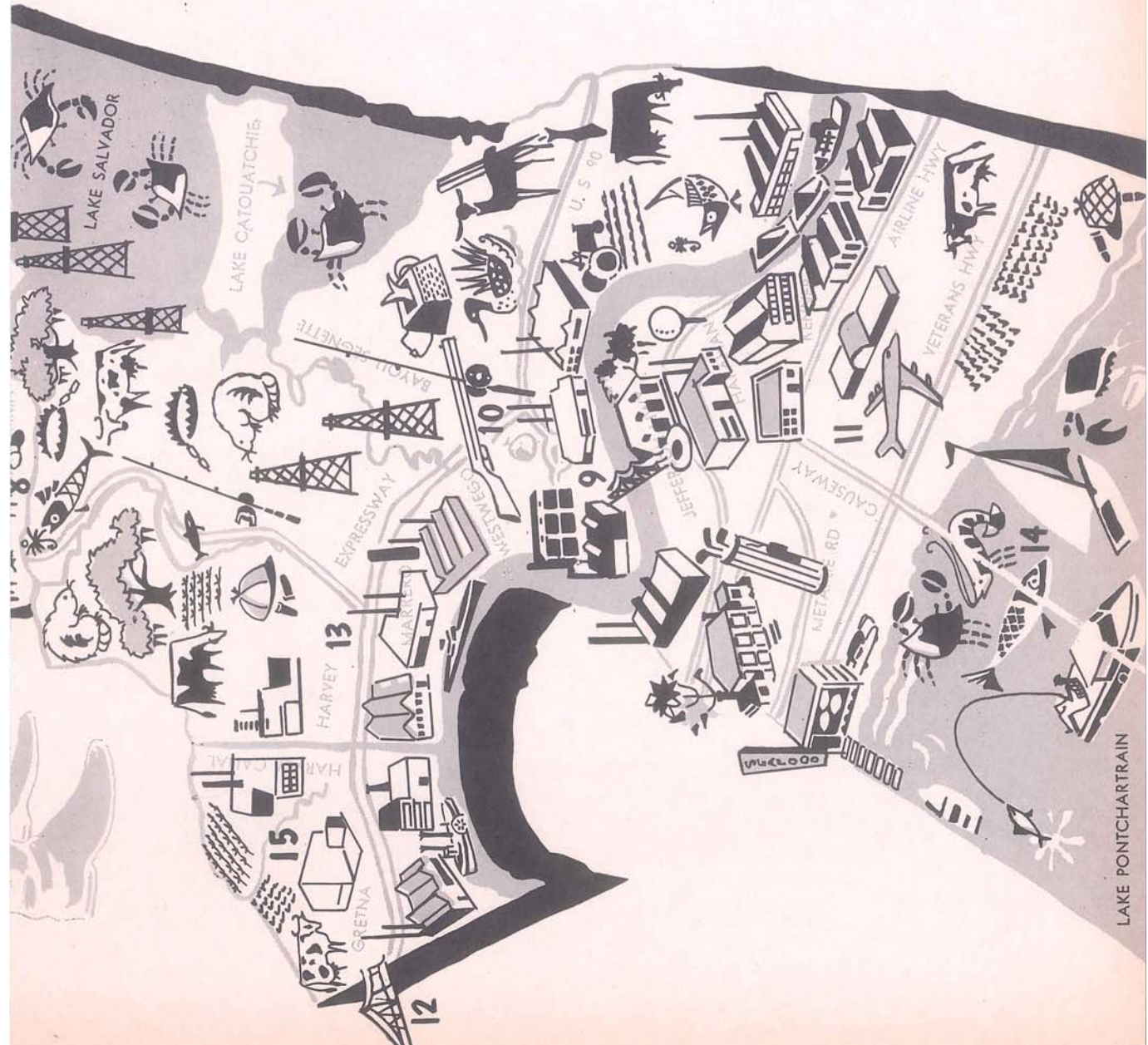
LEGEND

1. Picturesque ruins of old Fort Livingston on Grand Terre Island.
2. Buccaneers lived here; this is the northern rim of the storied Spanish Main. Grand Isle and Grand Terre were home base for pirate Jean Lafitte.
3. Bridge over Caminada Pass is only highway access to surf bathing anywhere between Pensacola and Galveston. Take U. S. 90 west from river bridge, turn left at Raceland.
4. Vast platforms where shrimp are sundried for the enjoyment of faraway gourmets.
5. Local legend (with no support by historians) insists Jean Lafitte is buried here—besides John Paul Jones and Napoleon Bonaparte.
6. Annual 4-mile pirogue race for Championship of the World



7. Traditional Blessing of the Shrimp Fleet observed each August.
8. Gathering Spanish moss (to be used as upholstering material) is a major activity here.
9. Huey P. Long Bridge across Mississippi River.
10. Golfing and most other outdoor sports can be enjoyed year-round in Jefferson.
11. Moisant International Airport.
12. Greater New Orleans Bridge.
13. West Bank Expressway
14. Causeway crossing Lake Pontchartrain, the world's longest bridge.
15. New Gretna Courthouse, seat of Parish Government.

Other recreational centers, industrial areas, and natural resources are indicated on the map by appropriate symbols. Within the boundaries of Jefferson Parish lie some of the South's finest residential sections, hunting and fishing grounds, and a wealth of untouched scenic beauty — side by side with the most concentrated industrial growth in the new South.





BARNETT'S AIRLINE at 6303 Airline Highway was opened in October, 1960, and is the firm's third furniture outlet in the New Orleans area. Among those participating in the ribbon-cutting ceremonies were the following Parish and store officials (left to right, wearing carnations): Sheriff John G. (Jack) Fitzgerald; Councilman George J. Ackel; Parish President M. Dan Hogan; Joseph Cassin, manager Barnett's Airline; and Henry H. Barnett, president Barnett's Furniture Stores.



Some of the country's finest motor hotels are located in growing Jefferson Parish. The ultra modern Hilton Inn, located just across from Moisant International Airport, has 310 guest rooms in addition to complete banquet and meeting facilities. In addition to catering to air travelers, the Hilton Inn has brought a number of large conventions to Jefferson Parish for the first time.



The newly completed and already busy West Bank Expressway sweeps past Jefferson's \$32 million West-Side Shopping Center, skirting the business area of Gretna, on its way to the tunnel under the Harvey Canal and its junctive with U. S. 90 at the Huey P. Long Bridge.

(Continued from Page 29)

serves the Council and the other nine departments in the capacity its name signifies — such as reviewing with the Finance Department the annual budget before it is submitted to the Council, analyzing the Ordinance establishing the millage assessment rates for the service districts, reviewing the Parish Pay Plan, etc. — generally acting as the advisory and investigative arm of the Council.

Its first major project after its organization was the compiling of a detailed report on the Need For An Administrative Code of Procedure To Supplement the Jefferson Parish Home Rule Charter.

JEFFERSON'S CIVIL DEFENSE ON THE ALERT

During the year 1960 there were several emergencies which required the coordination and control of the Office of Civil Defense. These consisted mainly of two hurricane alerts, tornado winds on New Year's Eve, one refinery fire and many hours spent by the auxiliary deputies on smog roadblock of Veterans Memorial Highway which prevented any loss of life and many dollars of property damage.

During 1960 the Jefferson Parish Civil Defense had three full time and two part time employees together with its main backbone of 260 volunteer workers.

The total spent by the Office of Civil Defense in 1960 was \$10,100. At the same time Jefferson Parish was able to obtain \$26,250 worth of material through the surplus property program of the Federal government. All material so received is for civil defense use only and handled only by the local civil defense office. During this time \$21,183 of Federal money was received by the parish through the OCDM matching funds program.

The training officers since they started in October 1960 have trained 105 people in civil defense phases of various natures. During the year 1961 the Civil Defense Office will increase its personnel, which will enable the completion of emergency operational plans for all departments of the parish.

Also, during 1961, a parish wide warning system will be installed, all parish departments given civil defense assignments, evacuation routes marked and a civil defense communications system set up.

STATE SPENT OVER \$14 MILLION ON JEFFERSON HIGHWAYS IN 1960

The actual figures of the amount spent by the State Department of Highways in Jefferson Parish during the 1960 calendar year was \$14,318,273.35 —and following are the 35 completed projects covered by that sum.

1. Underpass on Airline Highway at Shrewsbury
2. Airline Highway Turning Lane
3. Sheet piling on Airline Highway New Orleans-Shrewsbury
4. Asphalt paving Westwego-Huey P. Long Bridge
5. Curbing on Labarre Road at Airline Highway
6. Bridge Repairs on Wagner Bridge crossing Little Bayou Barataria
7. Harahan Flashing Light signal at I.C.C. crossing
8. Bridge Repairs Fisher-Kerner Bridge crossing Big Bayou Barataria
9. Expansion Joint Repairs Harvey Tunnel
10. Bridge Repairs on Fisher-Kerner Bridge crossing Big Bayou Barataria
11. Radio Communication System at Marrero
12. Asphaltting streets in Westwego (5.3 miles)
13. Shelling public roads in Jefferson
14. Asphaltting Jefferson Place Road
15. Engineering ten miles Jefferson Highway Kenner-New Orleans
16. Right of way (9.8 miles) Jefferson Highway Kenner - New Orleans
17. Asphaltting tenth of a mile Kenner-New Orleans Interstate Highway
18. Concreting 1.2 miles Jefferson Highway Kenner-New Orleans
19. Caminada Bay Bridge at Grand Isle (concrete and steel)
20. Traffic Circle Overpass north end Huey P. Long Bridge
21. Flashing Signal at Jefferson Heights on Airline Highway
22. Sheet piling .05 mile Airline Highway
23. Asphaltting Jefferson Highway Huey P. Long Bridge — Kenner
24. Built Bridge at Marrero
25. Right of way and asphaltting River Road, Westwego to Nine Mile Point

26. Traffic Signal on West Bank Expressway
27. Fire Ant Control State Routes in Jefferson Parish
28. Sheet piling and revetment Peters Road
29. Asphaltting Bridge City - Westwego Highway
30. Bridge at Donner Canal (Behrman Road)
31. Concreting Victory Drive Extension (Monroe Street - Whitney Avenue)
32. Moisture proof District Testing Laboratory at Marrero
33. Gravel on public roads in Jefferson
34. Engineering on Ames and Manhattan Boulevards
35. Engineering on Veterans Memorial Highway

AND NOW — THE FUTURE

The first year of the Critical Sixties as covered by this report, and which for Jefferson we term a "Normal Year," saw the completion of the vital West Bank Expressway which now unites West Jefferson in a matter of minutes with any section of Greater New Orleans. It is expected to drastically re-

lieve the traffic pressure on the East Bank's Jefferson Highway in the rush hours. It has already moved the West Bank's commercial center away from the river and is rapidly blossoming with huge Shopping Centers and subdivisions.

Also in 1960 was begun the construction of the Barataria Bay Waterway which Jefferson has fought to secure for ten years and which is considered one of the most important single improvements that have been made for the stimulation of Jefferson Parish Industry and Commerce.

We have just reviewed with as much detail as our space allows the 1960 projects and achievements of the Ten Departments and Office of Civil Defense . . . which brings us up to the doorway of the future, which the Jefferson Parish Council boldly swung open on March 10, 1961 and presented to the people of Jefferson a \$51 MILLION 5-YEAR CAPITAL IMPROVEMENT PROGRAM, which includes the improvements vitally needed at this time and also plans to keep pace both with the parish revenue and the rising demands of parish progress and increasing population.



Showing the Jefferson Parish approach to the Lake Pontchartrain Causeway the world's longest bridge spanning 25 miles of open water.



This picture of modern East Jefferson shows the Overpass System to the Lake Pontchartrain Causeway, expediting traffic throughout the East Bank.

JEFFERSON PARISH PRESIDENT—COUNCIL



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



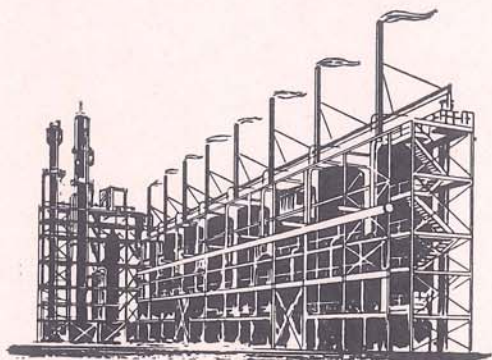
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STATE AND FEDERAL OFFICIALS



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

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

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



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PARISH AND DISTRICT OFFICIALS



Top, left to right: Hon. John G. (Jack) Fitzgerald, Sheriff; Hon. French M. Jordan, Louisiana State Senator, Tenth Senatorial District; Hon. James E. Beeson, State Representative.

Center, left to right: Hon. John F. Rau, Jr., State Representative; Hon. Jules G. Mollere, State Representative; Hon. John G. Schwegmann, Jr., State Representative.

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





JEFFERSON COURT OFFICIALS

From left to right starting top: Hon. L. Julian Samuel, Judge Fourth Circuit Louisiana Courts of Appeal; Hon. Leo W. McCune, Judge of Juvenile Court; Hon. John C. Boutall, Judge Division C 24th Judicial District Court; Hon. L. Robert Rivarde, Judge Ad Hoc 24th Judicial District Court; Hon. Frederick, J. R. Heebe, Judge of Division B 24th Judicial District Court. Hon. Robert G. Hughes, Judge Division D 24th Judicial District Court. Hon. Edward G. Stoulig, Judge Division A 24th Judicial District Court. Hon. Frank H. Langridge, District Attorney; Hon. Waverly A. Henning, First Assistant District Attorney.





Hon. Nestor L. Currault, Jr., Second Assistant District Attorney; Hon. Richard A. Thalheim, Third Assistant District Attorney; Hon. Gordon L. Bynum, Fourth Assistant District Attorney.

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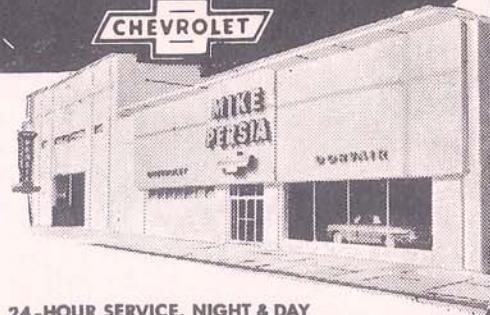
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Jefferson Parish



The Miller Wall School in Manor Heights Subdivision at Marrero (top) with 24 classrooms and a cafeteria.

(Continued from Page 115)

with whom arrangements have been made during the summer in advance of the school year. These students are given real jobs of clerking, selling, bookkeeping or stenographic work and are paid for their time in actually "learning by doing." They are also credited in their course for the time, ability and initiative they reveal in these "real business half days."

The types of training under this plan are 1-a) Retail Selling; 1-b) General Merchandising; 1-c) Related Studies; 2) on the Job Training; 3) Regular Academic Work (3 units).

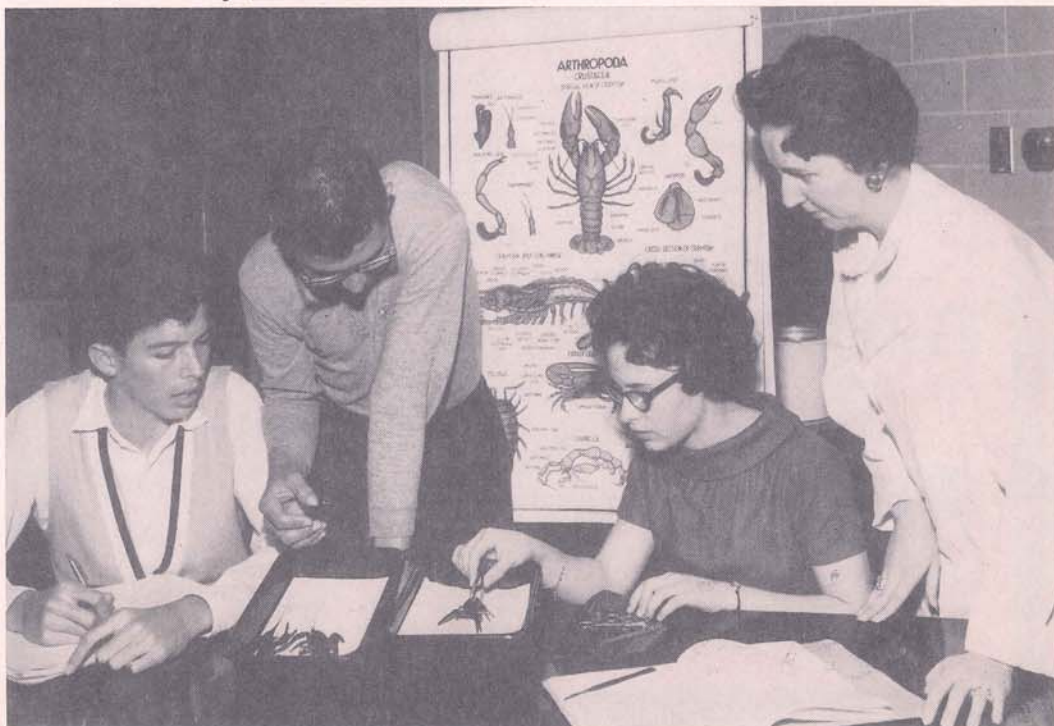
At the present time there are 20 business concerns cooperating with East Jefferson High on this unique and realistic program, and at the present time 29 students are participating.

NEVER TOO YOUNG OR TOO OLD TO LEARN

Realizing that there are many adults in Jefferson Parish who for some reason or other failed to get the proper education during their actual school years, or who wish to secure additional schooling from where they left off years ago, the Jefferson Parish Public School System initiated last year **ADULT EDUCATION CLASSES** in the evenings under the direction of regular teachers selected from the staff for this additional work and remuneration.

These adult classes are available for white adults at Fisher No. 1 and West Jefferson Schools, and for Negro adults at Lincoln High, John Martyn High and Davis Elementary. Each adult ap-

Several students of the West Jefferson High Biology Class are shown dissecting a crayfish (see chart on blackboard behind) under the watchful eye of their teacher Miss Marjorie King. The intent and interested students are, left to right, Michael O'Connor, John Gremillion and Alice Stone.



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Metairie Junior High is deservedly proud of its Choral group presented here in their public appearance garb—an imposing enthusiastic array of musical talent.

plicant is given an entrance test to determine just where they must start again and, as they attend classes, are advanced according to their progress.

This free schooling for adults of either sex (paid for from state funds) and for both white and colored between the ages of 25 and 35 appeals to all classes of people in the parish, even married women already burdened with household chores and several children. And, strange as it may seem, the number of adults now participating in this program is about equal—white and colored—the actual enrollment being 97 white and 95 Negro Adult Education students at the time this report was written.

SAFETY IS NO ACCIDENT

There is no sane person today who will dispute the fact that learning to drive carefully and competently is an absolute must for the younger generation.

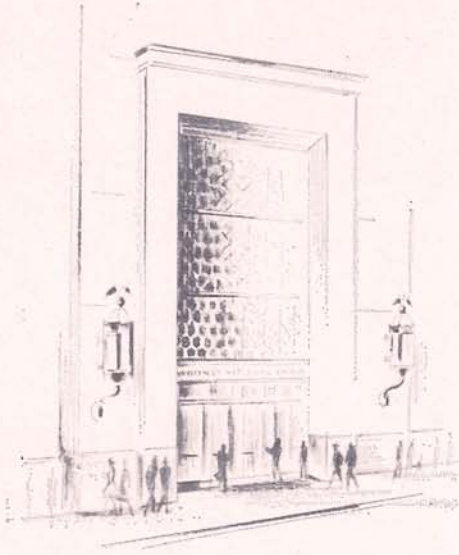
With its eye on the mounting traffic accidents Jefferson Parish was one of the first school systems in the state to adopt the National Driver Training Program.

Divided into two phases—the student trainees learn the classroom theory of safe and skilful driving first and then are given actual driving instruction in an automobile generously donated for the purpose by a prominent Jefferson Parish auto dealer.

High school students at Grand Isle eager to learn to prepare themselves for the business world. Seated, left to right, front row: Nettie Lacombe, Joan Sonnier and Alzire Barthelemy. Seated, left to right, second row: Calvin Encalade, Elson Griffin, Viola Treadaway and Ray Santiny. Standing, left to right: Leonard Bradberry, Neves Terrebonne, Jr. and Mrs. Beth Lowery, Teacher.



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EDUCATION FOR THE HANDICAPPED

Those Jefferson students of school age physically handicapped or mentally retarded are given special instruction on the East Bank at Jefferson Junior High and on the West Bank at Gretna No. 1.

Enrollment for this group must, to be able to teach them satisfactorily, test to a 5½ year mental age and cannot be admitted after the age of 14. In order that every applicant may have a most thorough opportunity for education and help they are given a clinical analysis at Tulane University. This is a small group, but one that requires the utmost skill and patience of their Public School instructors.

EPILOGUE

This is a momentous and gratifying year for the Jefferson Parish Public School System. It finds itself in the final stages of the enormous and hectic construction program. It finds itself in the midst of school financing chaos around it but able to complete its 1960-61 school year commitments without money embarrassments. It finds itself in good relation with parish, parents and pupils.

It has been a good year and a progressive year. It has been a year in which it was never more proud of its student body who are proving themselves to be the kind of metal which Jefferson's most vital industry likes to mold and finish.



Judy Graythen, Junior at East Jefferson High School, was presented a bouquet of roses by Public School Officials, a plaque by the Superintendent of Public Schools and a Certificate of Merit by the Jefferson Parish President on her return from Washington, D. C. on Sunday, June 18—where she placed first in the Southeastern Regional Speech Contest of the Future Business Leaders of America. Judy had previously finished third in the National Contest, won the District Championship at Napoleonville and the State Championship at New Orleans.



Presenting a group of Congo Huts (showing the various imaginative approaches to the same subject) made by the pupils of the Fourth Grade at Bridgedale School. Left to right are Linda Black, Linda Rolato, Paul Sparkman, Louisette Sherman, Gus Trapani and Kelly Giangrosso.

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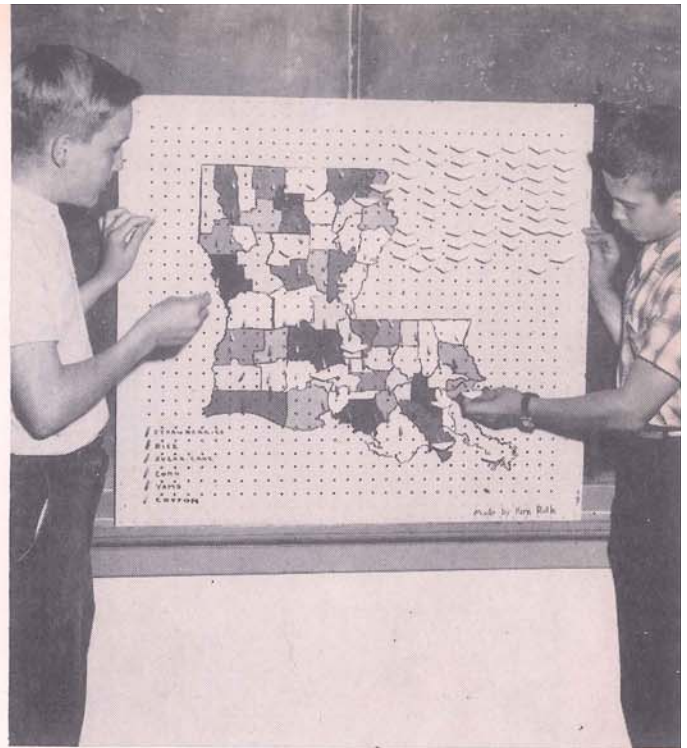
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Gretna, La.



In the Waggaman School Fourth Grade the students have prepared a sand table display, recreating aspects of the village of Hastings Mills in the early pioneer days, for the study of the mores and customs of those primitive and historic times.



Louisiana comes alive! In the 8th Grade Louisiana History Class at Kenner Junior High, Kirk D. Roth (left) prepares a pegboard project for the study of the parishes of the state and their products. He is assisted by David Gabby on the right.

BUILDING CITIZENS . . .

JEFFERSON'S MOST IMPORTANT INDUSTRY

Miss Agnes Cross, the new Guidance Counselor at West Jefferson High, is shown here interviewing student Elizabeth Booth.



These were the Pom Pom Girls of the chorus of the musicale "Flying High" produced and acted by the students of Gretna Junior High School.





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

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JEFFERSON PARISH SCHOOL BOARD — MEMBERS AND OFFICERS

Seated left to right: Hon. Henry Parra, Jr., Ward 11, Grand Isle; Hon. Loney J. Autin, Ward 1, Gretna; Hon. John C. Bruning, Ward 10, East End; Hon. Wilfred J. Berthelot, Jr., Ward 5, Waggaman; Hon. Vincent Giaise, Ward 4, Marrero; Hon. Andrew J. Karst, Ward 4, Marrero; Mrs. Dorothy Herfarth, Secretary to Mr. Higgins; L. W. Higgins, Superintendent of Schools; Hon. Julius F. Hotard, President, Ward 2, Gretna; Hon. Bert LeBlanc, Vice President, Ward 4, Harvey; Hon. James H. Stevens, Ward 9, Harahan; and Mrs. John Dufrene, Ward 6, Lafitte.

Standing left to right: Hon. Emile Gennaro, Ward 8, Metairie; Hon. W. Richard White, Ward 3, Gretna; Hon. Samuel J. McGrew, Ward 8, Metairie; Hon. Leon E. Soniat, Jr., Ward 8, Metairie; Hon. John L. Sykes, Ward 7, Melvin Subdivision; Walter Schneckenburger, Assistant Superintendent of Schools; Hon. Robert J. Bourgeois, Ward 9, Harahan; Hon. Andrew Mendel, Ward 7, Camellia Garden; Paul J. Solis Assistant Superintendent of Schools; and Peter C. Bertucci, Administrative Assistant.

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JEFFERSON PARISH School Board Officials

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

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

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

Lower right: Hon. Emile Gennaro, member of Executive Committee.



*Education makes people easy
to lead, but difficult to
drive; easy to govern, but
impossible to enslave.*

Lord Brougham





The Port of New Orleans today, as seen from the foot of Canal Street against a backdrop of modern skyscrapers, is a far cry from the scene which dates back to the 1880's and shows

1682

By VERDUN DASTE

Musk rats slithered through the swamps and long-legged herons, flushed from hiding by the strange sounds flapped away nosily when Robert Cavalier, Sieur de La Salle, in the spring of 1682 first set foot at a point on the Mississippi River which is now New Orleans. Bienville, who camped on the same spot in 1699 and liked the site sufficiently to return in 1718 to establish the first settlement, was also greeted by the sounds so characteristic of the Mississippi delta country.

Both men sought the same thing — an outlet to the sea from the midcontinent. One, La Salle, was an explorer and moved on. The other, Jean Baptiste Le Moyne, Sieur de Bienville, was a settler and remained. Probably neither man realized the full impact of his discovery. One with the wildest of dreams couldn't have predicted the development that is the Port of New Orleans today.

After all, who can say what passes through the mind of an explorer, such as La Salle, when he discovers that a river spawned almost 2500 miles northward, and fed by other rivers and



THE

streams that drain the whole center of today's continental United States, could be reached from the sea by ships which could dock on the mainland beyond the marshes?

History doesn't chart, with any degree of credibility, the centuries which came before La Salle and Bienville, when North American Indians traded animal skins for European goods with adventuresome mariners who likewise found their way up the father of rivers to New Orleans. The Creator did his work well, and the men of the riverfront at New Orleans today prosper because their predecessors discovered, settled, created, expanded and modernized a world port at possibly the most logical site on the entire continent. Situated as it is at the bottom of a funnel created by the rivers which drain and carry waterborne commerce from the world's greatest productive valley, this port offers the natural and man-made features most sought after by the shipping world.

Its inland water transport over a network of some 16,000 miles of commer-



the riverfront adjacent to the French Quarter. Oldtimers might recognize the sugar sheds in foreground of the historic photo, which is from the Leonard V. Huber collection.

PORT 1961

cially navigable waterways taps the trade of two dozen of the original 48 states and Canada, and extends to Pittsburgh on the Ohio River, Chicago on the Great Lakes, Minneapolis and St. Paul on the Mississippi, and Kansas City and Omaha in the great western plains. Its position at the halfway mark of the Gulf Intracoastal Waterway which extends from the Rio Grande at the Mexican border on the West to the western coast of Florida on the East affords common and contract barge carriers a natural transfer point that is unmatched by any other port in the nation. So heavily traveled is this waterway at New Orleans that only the Panama and Suez Canals approach it in tonnage carried.

The abundance of water — equal to the entire consumption of the United States — is of major importance to industry as well as to shipping, and the relationship of the two is well illustrated at New Orleans and Jefferson, where factories line even more miles of river and canals than do wharves.

Climate is mild, and both industry

and shipping enjoy 12-month operations. In fact, only the northernmost reaches of the Mississippi Valley's rivers are affected by winter freezing. Bienville's early settlers — most of whom were Canadians accustomed to winter hardships — quickly noted this. Their principal problem was drainage, due to the flat topography and heavy rainfall.

By capitalizing on these and other natural advantages, man has contributed tremendously to the physical plant that is New Orleans and its port. He solved the flood and drainage problem by building levees and spillways, and by installing and operating underground drainage systems capable of nullifying the very roughest offerings of nature.

Complementing each other are rail and highway systems fanning out in all directions to the north, west and east. Eight major railroads having terminals at New Orleans offer shippers excellent, fast freight service to and from the port to anywhere in the United States. No

(Continued on Page 197)

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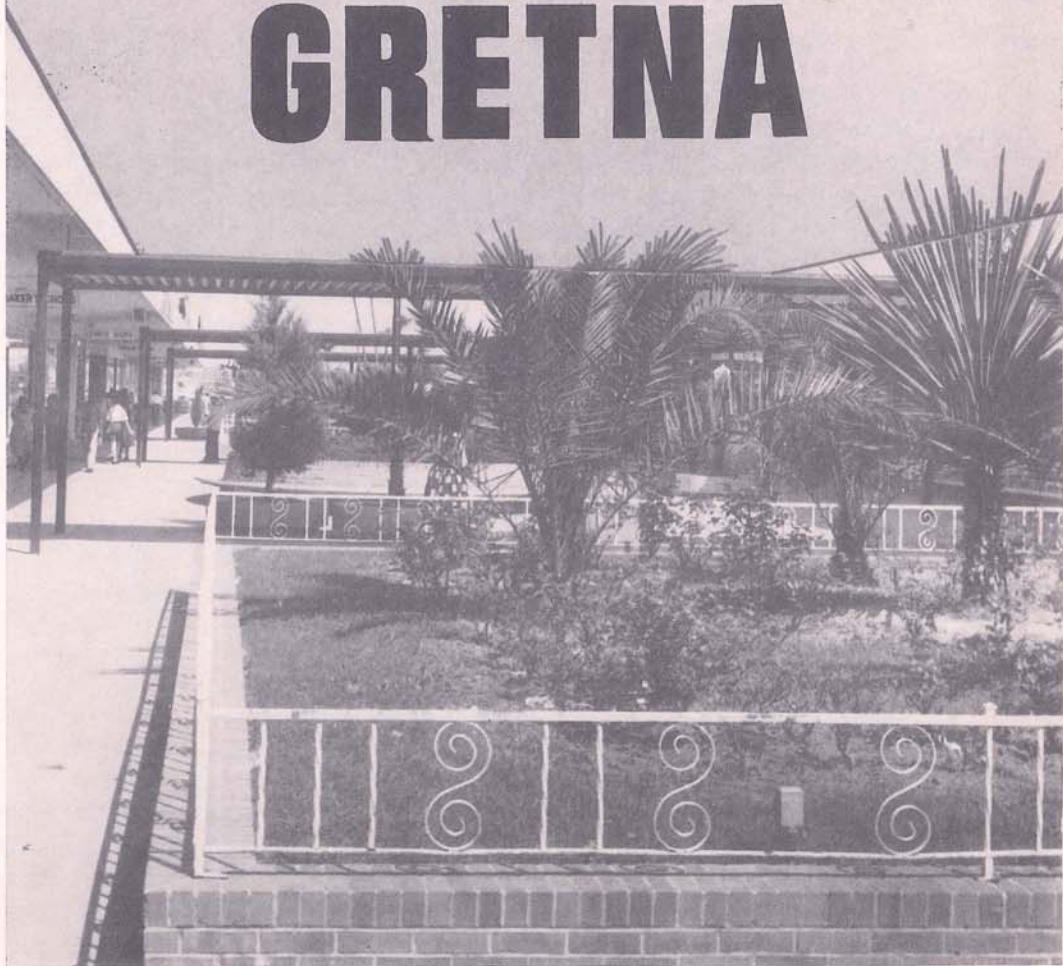
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UNiversity 6-5354

THE GROWTH OF GRETNA



Planted with many rare and exotic flowers, trees and shrubs (including palms from India) is this Mall of the \$32 million Gretna West Side Shopping Center on the West Bank Expressway.



OFFICIALS OF THE CITY OF GRETNA

First row seated, left to right: John R. Ridge, Alderman; Eugene Gehring, Alderman and Mayor Pro-tem; William J. White, Mayor; G. Ashton Cox, Alderman; Edward L. Hodge, Alderman; and Anthony P. Markase, Alderman. Standing, left to right: Andrew H. Thalheim, City Attorney; Alvin E. Hotard, City Engineer; Beau-regard Miller, City Marshal and Chief of Police Department; Julius F. Hotard, City Clerk; and Andrew Kraus, City Treasurer.

By William J. White, Mayor of Gretna

We are not exaggerating when we say that Gretna has advanced faster and farther in the last three years than in all the previous decades of its existence since this oldest city in Jefferson Parish became its permanent seat of government in 1884.

The 1960 unofficial census of 21,841 (with more to be added now a year later) was a 50% increase over the 1950 population figure—a great deal of which has been added since that red letter day of April 1858 when the new Mississippi River Bridge began pouring its daily thousands across the river both ways, and promptly put Gretna, the banking, business, manufacturing and service center of the West Bank, within 10 minutes of downtown New Orleans . . . and, in combination with the new West Bank Expressway encircling the city, opened in Gretna's suburbs a vast new land area of home sites for builders from both sides of the river.

Who would have believed that those long idle acres south of the West Bank expressway and within the city limits, considered valuable only for hunting

not too many years ago, would so soon be the setting for \$35,000 to \$65,000 homes? The three present subdivisions south of the Expressway (including Terrytown) have provided improved lots for 10,000 new residences . . . and Garden Park, which was the largest and most valuable subdivision on the West Bank when it was opened in 1947, has recently added Garden Park Extensions No. 1 and No. 2, plus the Westlawn subdivision for modern homes.

The \$65 million Mississippi River Bridge, with 2,000 feet of its western approach within Gretna's city limits, began pouring not only people but opportunities and obligations into the parish capital—opportunities to grow and expand rapidly and obligations to provide the means and facilities for that expansion and growth—chief among them being sewerage, water, fire protection, paving of streets and additional recreational facilities for its increasing tot to teen age population—obligations which we will point out have been recognized and met as rapidly as careful planning and city finances would permit.

**ONLY INCORPORATED MUNICIPALITY
IN THE PARISH WITH COMPLETE
MODERN SEWERAGE SYSTEM**

We are proud of our sewerage construction record. In 1958, the same year the Bridge and its approaches made Gretna easily accessible to both banks of the river, the city officials realized that it was going to both expand and grow at an accelerated speed. So, a feasible and practical sewerage construction program was prepared and the property owner voters approved an \$846,000 ad valorem bond issue for the immediate expansion of the Gretna sewerage system throughout the city. That obligation has been met—that job done in March of 1960. Fifteen miles of lateral and trunk lines were constructed, plus two miles of force mains. Seven sewerage pumping stations now serve Gretna, the newest one only a little over a year old.

Any new subdivision opened up will also be served with sewerage, as all property developers are now required by law to provide sewerage, sub-surface drainage, water and paving.

ENTIRE CITY PIPED FOR WATER

Actually Gretna furnishes potable water to some unincorporated areas on

the West Bank in addition to the city itself.

Just this last year of 1960 the Gretna Water Department completely replaced its water plant filter system that had been in use since 1939 at a cost of \$17,000. The project consisted of taking out all the old gravel and replacing with new on a new vitrified clay bottom.

Gretna's Water Department is now capable of handling a substantial increase in population, because its four 500 gallon a minute modernized filters can purify for both consumption and fire protection 2,000 gallons of river water a minute.

**NEW FIRE STATION FOR PROTECTION
OF EXPANDING SUBURB SOUTH**

Gretna is efficiently protected by its five strategically located Volunteer Fire Stations: The David Crockett Fire Company No. 1 (established in 1841 and the oldest active volunteer fire company in the United States); the David Crockett Substation No. 1 at Lafayette and 12th; the David Crockett Substation No. 2 on Hancock Street; the Gould Fire Company No. 1 at Anson and Jefferson; and the new Gould Fire Company station No. 2 on Gretna Boulevard.

A scenic view of the popular Mel Ott Park (formerly Gretna City Park) one of Gretna's most attractive spots.



The West Bank Expressway, that is turning Gretna into a metropolis, shown as it leaves the Mississippi River Bridge.





Among the civic and church leaders who were present at the Parish House dedication ceremonies on Jan. 8, 1961, of the Salem Lutheran Church were (left to right) Mayor Wm. J. White of Gretna, Rev. Eugene Schmidt, pastor of Salem Lutheran Church; Richard A. Thalheim, Paul G. Cherbonnier and Howard Kleinpeter.



The West Side Shopping Center branch of the First National Bank of Jefferson Parish located in Gretna and the oldest bank in the parish. It has branches also in Westwego and Lakeside Shopping Center.

This new Gretna Boulevard Station was planned and constructed through the efforts of the Gould Volunteer Fire Company No. 2 building committee, cost \$38,000 and was formally dedicated in March of 1960.

It houses two engines, both Seagrave Pumpers, one with a 500 gallon capacity and the other with a 1000 gallon capacity. This station protects the New Gretna residential area south of the West Bank Expressway.

Gretna is proud of its efficient five fire stations, all built or renovated by their volunteer fire companies. These five stations provide not only excellent fire protection facilities, but also low fire insurance rates for Gretna property owners.

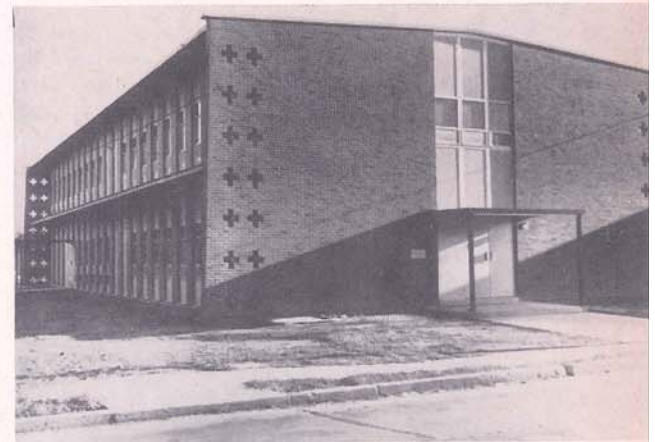
TREMENDOUS PAVING PROGRAM IN PROGRESS

There is an old axiom that if you wish to determine the civic aggressiveness and progressiveness of a community just travel its streets. Gretna, realizing it is heading for metropolitan status, has entered into a city wide street improvement program that will cost approximately \$790,000 and which it plans to complete before the end of 1961.

The following sixteen streets have been or will be paved under this project 611-R: Lafayette Avenue, 20 feet wide from 27th to Mason; Milton Street, 26 feet wide from Hancock to Expressway; Dolhonde Street, 30 feet wide from First to Expressway; Derbigny Street, 30 feet wide from First to Expressway; Newton Street, 24 to 26 feet wide from First to Expressway; Milton Street, 30 feet wide from Hancock to Franklin Avenue; Fried Street, 24 to 26 feet wide from Sixth to Expressway; Sixth Street, 24 feet wide from Huey P. Long Avenue to Gulf Drive; Seventh Street, 24 feet wide from Weyer to Dolhonde; Van Trump Street, 30 feet wide from Franklin to Hancock; Seventh Street, 24 feet wide from Amelia to Evergreen; Ninth Street, 24 to 26 feet wide from Dolhonde to Governor Hall; Eleventh Street, 24 to 26 feet wide from Gulf



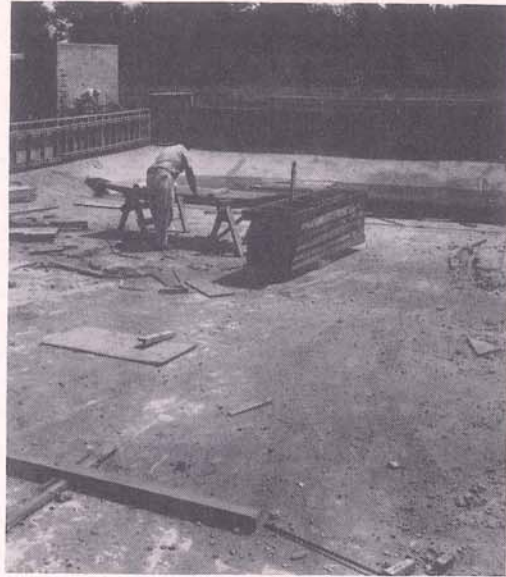
This new home on Marie Street is representative of the steadily increasing amount of new houses being built and bought by Gretna residents.



Top: The new \$132,000 Parish House at Amelia and Fourth of the Salem Lutheran Church in Gretna, which is the oldest Protestant Congregation in Jefferson Parish, having been established 90 years ago.



A new section of paving with subsurface drainage in Gretna—a part of the huge \$790,000 city wide street improvement program now going on and scheduled to be completed by the end of 1961.



Left: The newly completed white swimming pool (capacity 900 swimmers) at Mel Ott Park and (right) the almost completed colored swimming pool (capacity 400 swimmers) on Gretna Boulevard. Financed by a \$300,000 appropriation approved by Gretna voters in 1958, both pools are equipped with underwater lights and flanked by dressing rooms, showers, toilets and first aid station. The larger white pool will circulate a half million gallons of water every eight hours.



The historic Old Court House of Gretna, now being remodeled and renovated for its new identity in the near future as the Gretna City Hall.

Drive to Holly; Tenth Street, 24 to 26 feet wide from Amelia Avenue to Governor Hall; Porter Street, 30 feet wide from Hancock to Stumpf Boulevard; and Romain Street, 26 feet wide.

GRETNA'S GREAT WHITE WAY

Back there in 1958 when the Bridge opened and all this civic impetus got under way, the citizens of Gretna approved a 5 mill tax for the improvement and modernization of the city's street lighting system; and by the end of 1959 the Louisiana Power and Light Company had completed, for the city, a \$125,000 street lighting program.

Of the streets equipped with 400 watt improved 20,000 lumen mercury vapor seal lights—Huey P. Long Avenue, Fourth and Fifth Streets, Lafayette and Franklin Avenues—it is Franklin Avenue that most dramatically symbolized the modern Gretna at night. Its brilliantly lighted length seems to

merge and join with the Mississippi River Bridge lights. For that reason this heavily traveled feeder street from and to the West Bank Expressway has become known as Gretna's Great White Way.

EMPHASIS IS ON RECREATION

In 1958 Gretna approved the expenditure of \$300,000 for two new city swimming pools, one for white and one for colored. Both of these have been completed so they are available for use this summer.

The White pool at Mel Ott Park will accommodate 900 swimmers, is divided into swimming and diving areas and is equipped with underwater lights. Its half million gallons of water are circulated and purified through sand and gravel. The bath house has adequate dressing rooms, showers and toilets with a first aid station in the pool area. It is the fourth largest swimming pool in the New Orleans area.

Pictured below is Gretna's new United Church of Christ in Derbes Park.



The swimming pool for colored people at Gretna Park has all the same characteristics and facilities, with a smaller capacity of 400 swimmers.

NEW FACILITIES AT MEL OTT PARK

A few years ago when the city purchased its incinerator property it acquired a piece of land that was transformed into what was called Gretna City Park. Recently renamed Mel Ott Park, in honor of Gretna's famous big league baseball player (with whom the writer used to play third base on the high school team) it has become Gretna's most popular recreation spot.

To its beautiful park area under the trees have been added, in addition to the large white swimming pool, a new baseball diamond, a wading pool, barbecue pits, swings and a bandstand where the David Walter Wiedman Post No. 64 American Legion Band gives frequent concerts.

Also, for Gretna's many additional families (60 new homes were built in Gretna last year) the McDonoghville Playground has been made a new public recreational facility.

POLICE FORCE ADDS POLICE DOG

Indicative of the metropolitan trend of Gretna, its police department, under Chief Beauregard Miller, has acquired its first K-9, a German Sheperd weighing 98 pounds and named "King." Trained to track and corner criminals until police officers can arrive, King can run 35 miles an hour, climb fences up to 9 feet and track and trail like a bloodhound.

Incidentally, in spite of its rapid growth and increasing population the Gretna Police Department proudly points to the city's low crime rate and its record of no unsolved murders on the books.

NEW LOCATION FOR CITY HALL

The City of Gretna has leased from the Parish of Jefferson the Old Court House for the nominal sum of \$10 a month. This building has been unoccu-

pied since the parish government moved into the nearby new Court House, the first all glass structure in the South and the tallest building on the West Bank of the Mississippi south of St. Louis.

The old Court House will be renovated and remodeled by the City of Gretna and will shortly become the Gretna City Hall. The old court room will be set aside as a public meeting place for civic, social and business groups upon application and reservation.

Historically and geographically the building is ideal for the City Hall. The old Court House is not only located in the business heart of Gretna, it occupies a site of the original Destrehan plantation, part of which became the village of Mechanickham, which later combined and merged with McDonoghville becoming the city now called Gretna.

GARBAGE COLLECTION EXPANDED

For years Gretna has provided city-wide garbage collection at no extra cost to the homes and businesses served. Gretna folks are so familiar and used to this service that the recent expansion of the collection to three times a week has been taken almost for granted. But nevertheless it is another indication of Gretna's growth.

All this you have just read are most of the major accomplishments of growing Gretna during the last three hectic years of progress. These do not include the projects in the planning stage or in the dreaming stage.

For we have big plans for Greater Gretna—one of which is the proposal to the Dock Board that it build its \$14 million dollar wharf on the Greater Gretna side, a move which would benefit the entire Port of New Orleans, both West and East Banks, and would provide additional jobs for Gretna and Jefferson Parish.

Next year, in this same space in this same publication, we'll bring you up to date again with the Capital City of Jefferson Parish, the Metropolis of the West Bank.



From left seated: Ray S. Dupepe, Alderman; Mrs. Hilda Clement, Clerk; Philomene Paasch, Secretary-Treasurer; Joseph S. Maggiore, Sr., Mayor; Michael J. Damiano, Mayor Pro-Tem and Alderman; Mrs. Betty Celestin, Clerk; and Mrs. Lena Mae Marino, Tax Collector. Standing left to right: Thomas LeBlanc, Alderman; O Neal C. Legendre, Jr., Attorney; E. G. Roessle, Engineer; Wm. R. Mancuso, Alderman; James A. Hollingsworth, Electrical and Building Inspector; and Edward J. D'Gerolamo, Alderman.

KEEP YOUR EYE ON KENNER

By Mayor Joseph S. Maggiore, Sr.

This Jefferson Parish East Bank city has more than tripled its population in the last ten years (5535 people in 1950, and 17,037 going into 1961) . . . it is now the 13th largest city in the state . . . last year, in proportion to its size, it led all the cities of the United States in the number of new homes built . . . and gives every indication of maintaining, even accelerating its pace in the critical Sixties.

IT HAS THE LOCATION — Straddling the traffic teeming Airline Highway it is constantly under the appraising scrutiny of the daily thousands of visitors, vacationers, business men and VIPs that travel to and from the State Capital at Baton Rouge, and the midcontinent heart of the nation. Plus the more than a million air passengers a year that pass through Moisant International Airport within Kenner's city limits.

It is strategically placed to provide homesites within minutes of downtown New Orleans for the rapidly expanding populations of Jefferson Parish and the Greater New Orleans area.

IT HAS THE LAND TO EXPAND — Kenner still possesses nearly half of its corporate area yet undeveloped, north of the airport between the vital Veterans Memorial Highway and the route of the Interstate Highway and the Lake, in which to welcome future subdivisions, homesites, shopping centers, recreation areas and business sites.

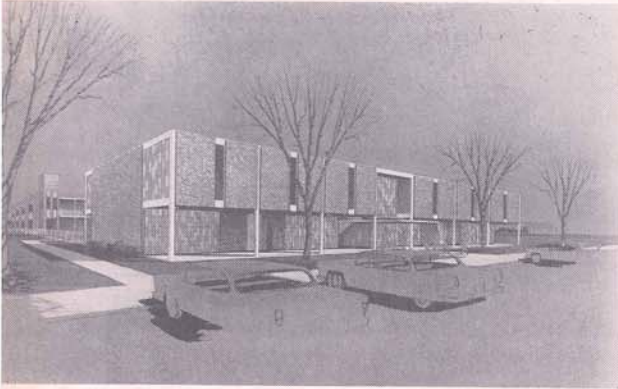
IT HAS THE LEADERS — The officials of the city, backed by the civic

leaders and the hard working and forward looking seven member Kenner Planning and Zoning Commission, are steadily planning and preparing, as fast as finances will permit, for a modern city of 30,000 people which, on the basis of its present growth should be reached around 1965. As an example, Kenner last year, spearheaded by this leadership, spent more than a half million dollars on street paving with city and property owner cooperation. Most of this new paving occurred in the northern part of the city in the Green Lawn area.

Because of its rapid physical expansion and new subdivisions, and because Kenner intends to have a uniform and beautiful city, not a haphazard one, it has recently adopted a long range Street Plan prepared by a responsible firm of consulting engineers. This long range plan provides for attractive city parkways as well as a lakeshore parkway on Kenner's Pontchartrain lakefront.

Further indication of Kenner's progressive civic attitude is the fact that the City of Kenner, along with New Orleans, has had Motor Vehicle Inspection two years before the rest of the State of Louisiana, which recently legislated this service into a law effective January 1961, but with several months leeway in which to establish responsible checking stations. During 1960 Kenner's revenue from its Motor Vehicle Inspection amounted to \$5,262, which was utilized to help finance Kenner's expanding Recreation Program.

The January 1961 rejection at the



Sketch by Oubre and Wagner, Architects, of the Educational Building, now under construction, of Kenner's First Baptist Church. While modern in every respect the building retains many of the features of traditional New Orleans architecture. This Educational Building is the second unit of a four building program begun several years ago by the church.



Kenner Town Marshal Fred Roth, top row, fourth from left, is pictured with Kenner's 17-man police force on the steps of the City Hall.



The Kenner Funeral Home of L. A. Muhleisen and Son, who back in 1948 established the first funeral home in East Jefferson at Metairie, and who followed it with this beautiful building on Williams Boulevard near the Veterans Highway in 1959. Its two large carpeted, air-conditioned parlors are paneled in mahogany and illuminated by soft indirect fluorescent lighting, attractive Colonial design is one of growing Kenner's beauty spots.

polls of Kenner's proposed \$775,000 Sewerage Bond Issue is no reflection on the city's progressive spirit. It was a disappointment but only a temporary setback. The slim margin of 35 votes by which the Bond Issue was lost shows that a solid block of Kenner's property owner voters are in favor of taxing themselves for a modern, sanitary and healthy city, eliminating the outmoded septic tanks which, because of the rapid population of vacant land which normally soak up the liquid discharge, are becoming hazardous. It was a delay rather than a defeat and the City officials may submit this sewerage problem to the people of Kenner again before the year is out.

Aggressive and progressive Kenner also operates its own Department of Regulatory Inspections and the 1960 report of its operations reveals that its home building leadership and its population growth were because of wise planning. To a total valuation of over \$3 million Kenner built 299 new homes in 1960.

In fact, new building activity is the front page news of Kenner for 1961 and the first and foremost headline was the recently announced gigantic University City development between the Lake Front and the Interstate Highway. This outstanding subdivision of strictly zoned areas is shaped like a horseshoe curving around the new Loyola University property recently purchased in Kenner, and which is the inspiration for the subdivision's name.

In University City will be built hundreds of fine new homes, none on lots smaller than 2000 square feet. There are sites set aside for churches, schools, recreation parks, shopping centers and business areas.

In addition to this spectacular University City development in Kenner which is attracting statewide attention, two other new subdivisions have recently broken ground in Kenner. One to be developed by the Madison Construction Company will provide around 325 homesites, while the other by the South Tex Construction Company will offer sites for 176 more. These two subdivisions, although smaller than University City, should by themselves add another 500 new homes to Kenner within a year.

Symbolic of Kenner's tremendous residential growth is the new Educational Building now under construction at the First Baptist Church in Kenner. This is the second phase of a master



The signing of the historic agreement that brings Loyola University to Kenner. Seated, left to right: J. Edgar Monroe, donor of the tract of land in Kenner to Loyola of the South; Rev. W. Patrick Donnelly, S.J., President of Loyola, accepting the land; and J. Folse Roy, realtor. Standing left to right: Chris A. Lockbaum, chairman, Kenner Planning and Zoning Commission; George J. Ackel, Jefferson Parish Third District Councilman; Joseph S. Maggiore, Sr., Mayor of the City of Kenner; Michael J. Damiano, Edward J. D'Gerolamo, and Thomas LeBlanc, City of Kenner Aldermen.

plan involving four buildings, the first of which was built several years ago and the latter two to be built following the present \$107,000 project which will be completed this summer. The total cost of all four units will approach a half million dollars when completed.

To further indicate community growth the Sunday School enrollment of this First Baptist Church has increased from around 306 in 1956 to an average of 600 in 1961.

A final indication is the fact that bus service called the "Kenner Loop" started operation on April first.

NEW PARK PLANNED

During the summer months Kenner's city wide Recreational Program is supervised by 12 paid directors and assistants both white and colored. This year plans are going ahead to employ a full time year round Recreational Director.

The Kenner annual Recreational Budget was substantially increased last year (a move made possible by mounting revenue from the city wide Brake Inspection Program) and 1961 will see the start on the construction of a Recreation Park on city owned land back of the City Hall.

NEW FIRE FIGHTING PROTECTION

Last year this report stated that three new model pumpers, completely equipped including short wave radio, had been added to the Kenner Fire Department, and that a training course in first aid and emergency crash technique had been established for the Fire Ladies.

This year — as the City Council re-

cently passed and approved — will see the erection of a new modern Fire Station to cost around \$25,000 and to replace the old original Fire Station on Worth Street. This will be a modern one engine station which, when completed around early Fall, together with Kenner's other Fire Station, new equipment and able fire fighters, will provide Kenner's property owners and expanding residential areas with the finest fire protection of any city its size.

KENNER IS ALSO WELL GUARDED

Proud of its responsibility for behavior at Moisant International Airport Kenner has policemen on the rolls for airport duty plus a force that serves the City of Kenner itself — a total of 17 able police officers all under Marshal Fred Roth.

Moisant Airport is in the heart of Kenner — handles 1,300,000 air passengers a year and has a \$3 million a year payroll which substantially contributes to the economy of the city.

Across from Moisant Airport and also in Kenner is the beautiful 300 room Hilton Inn, which is, incidentally, the first Hilton operation in the Deep South and which provides for Kenner's visitors the last word in modern traveling accommodation.

Kenner's pulsing progress is evident on every street. Its problems are not so self evident, but the city's leaders are aware of them and are solving them by planning well, preparing its programs carefully and persistently pushing ahead — toward that 30,000 population in 1965.



From left seated: James Alexis, Alderman; Clinton Cressionne, Alderman; Thomas F. Donelon, Mayor; Lillian Bourg, Clerk. From left standing: Roy Geoghegan, Alderman and Mayor Pro-tem; J. Hugh Martin, Attorney; E. Landry, Murphy, Alderman; John Coutrado, Marshal. Absent was Lloyd B. Marshall, Alderman.

Highway Happy Harahan

By Mayor T. F. Donelon

Now finished and functioning, the new concrete segment of Jefferson Highway curving through the business heart of Harahan has given a new look and a new lilt to this busy, bustling little city that so recently topped the 10,000 population mark.

In preparation for this sleek and smooth 4-lane "Main Street" Boulevard—that would boost its business traffic, serve its commuter residents and stimulate its flow of tourists—Harahan has for several years been working on the project of covering over 15,000 feet of open ditches.

And now that the highway is a "fait accompli" nine Harahan Garden Clubs have combined their forces under the direction of Mrs. W. D. Womack, Jr., in a 1961 Program of City Beautification. Assisted by the city maintenance crew these ladies will plant flowers and shrubs in the new highway neutral ground, around the new Municipal Building and other likely spots throughout the city.

Inspired by their new business boulevard already several of the merchants flanking it have face lifted and modernized their store fronts. And the city itself repeated this spring the highly successful Clean Up, Fix Up and Paint Up Campaign instituted in 1959 when Har-

ahan residents cleared out fence corners, tore down unsightly sheds and outbuildings and removed trash, keeping two city trash trucks busy for seven days.

When the Post Office, City Hall and Central Fire Station move into the new \$160,000 Municipal Building mentioned above and which will be ready for occupancy the middle of 1961, the present Post Office building will be reconditioned and redecorated and will become the Marshal's office, City Jail and headquarters for the seven full-time patrolmen and the two 2-man, 24-hour-a-day radio equipped squad cars comprising Harahan's Police Force.

Harahan is now completing a proposed Sewerage Plan that will be submitted to the people around the middle of the year for its approval of a necessary Bond Issue. As rapidly as finances will allow Harahan is moving forward on its program of eventually blacktopping all its city streets, and last year tripled its road maintenance crew responsible for keeping all of Harahan's streets in good condition.

More than ever the new highway strengthens Harahan's fame as the City of Homes. It speeds and smooths the work going and homecoming of those who have a business or employment in New Orleans only five automobile miles

away but who have established their home in Harahan to enjoy its "city in the country" atmosphere.

Still maintaining its pace of over a hundred new homes a year, 1961 welcomes two new subdivisions. The J. O. Kuebel Subdivision, at the corner of O. K. Avenue and the new Jefferson Highway, will complete about 85 new homes sometime this year. And the Imperial Woods Subdivision, opened in 1960 off the Jefferson Highway near the St. Rita Catholic Church and School, will reach its full expansion this year of 25 new homes in the \$25,000 to \$35,000 class.

Harahan's 1960 Recreation Program in its three playgrounds (the three block area Zeringue Playground for children under 12, the Royland Playground also for children under 12 and the night lighted large Soniat Playground for children of all ages) was by far the most successful and popular of any year heretofore. Approximately 1000 children participated in the various sports offered—baseball, football, softball, badminton and archery.

This year of 1961 promises to exceed the success of 1960. The summer program will add two new tennis courts to the Soniat Playground, plus a program of free golf instruction supervised by a professional and which will include a putting green and driving range.

Although Harahan contains no major industries within its city limits, which is the basis of its claim as a residential city, it adjoins the booming Harahan Industrial Area which contains over two dozen industrial plants and warehouses, where so many of Harahan's comfortable home owners have steady, lucrative jobs.

In this Industrial Area this year, in addition to the Firestone Plant, the long awaited Anheuser-Busch facility was dedicated early in February. This half



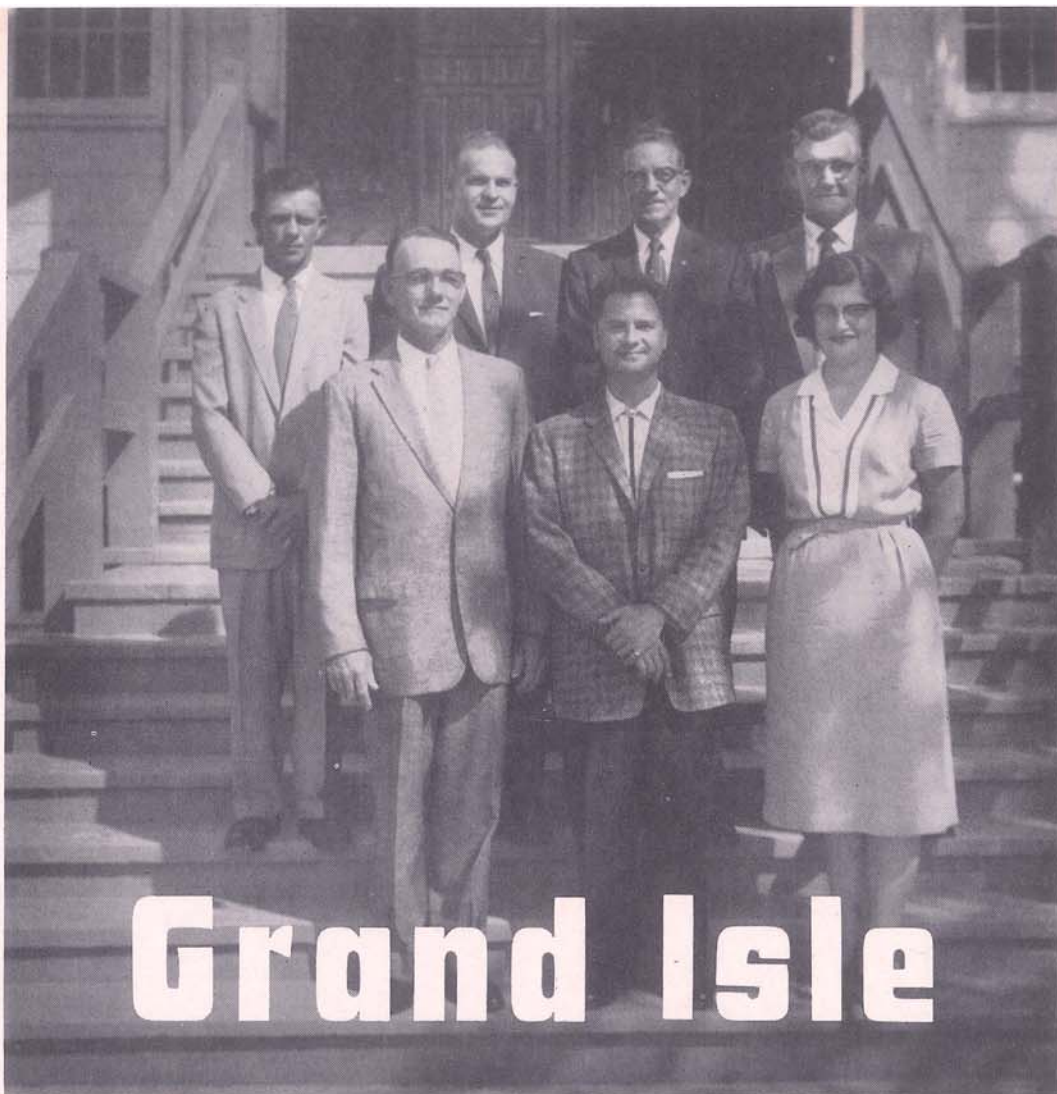
Dedicated in February was this new Anheuser-Busch Table Syrup Plant located on a six acre tract in suburban Harahan. Its complete line of syrups are sold in food stores in 19 states in the South, Mid-West and West Coast areas.

million dollar plant includes a modern table syrup manufacturing area, warehousing and cold storage areas, offices and bakery products distribution facilities. Its employees now number around 60, many of them Harahan residents.

This rapidly growing Jefferson Parish city which has almost tripled its population since 1950 offers many advantages to its citizens: Home sites with roomy yards and ample community recreational facilities for raising happy and healthy children; the popular Colonial Country Club and Golf Course; fine schools and churches; the new bowling center; next door to one of Jefferson's most concentrated industrial areas providing nearby jobs for Harahan's homeowners; close enough to New Orleans to enjoy its entertainment and far enough to be out of its hectic city clamor; a loyal citizenry that backs its civic projects and progress; a hard working body of city officials striving for Harahan's growth and prosperity; ample police and fire protection—and now the new highway that gives it an attractive front window behind which to display its advantages.



The new \$145,000 Harahan Municipal Building on Oak Street between First and Second to be completed in November, 1961. The extreme left end will be leased to the government as the Harahan Branch, U. S. Post Office. The central and main area will contain the Mayor's office, the Council Chamber and the Clerk's office. To the middle right is the new Fire Station and to the extreme right is the present Post Office which will be remodeled into the City Jail and Office of the Marshal.



Grand Isle

JEFFERSON'S NEWEST MUNICIPALITY ... A SPORTSMAN'S PARADISE

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

By Mayor Michael A. Harris

This eight mile long and three quarters of a mile wide bit of subtropical paradise at the Gulf of Mexico end of Jefferson Parish — already recognized as among the top ten sport fishing spots of the world and one of the finest surf swimming, skin-diving, and saltwater recreational areas in the nation — is now, combined with the mainland community of Cheniere Caminada, an incorporated municipality, a town whose

newly minted officials and citizens are dedicated toward making it a "Grander Isle."

In its short existence of two years the Town of Grand Isle has already created a Planning Commission whose purpose is to blueprint the beautifying of Grand Isle and the coordination of its improvement projects, which commission has applied for matching funds to create a \$20,000 Planning Budget. It has also created a Committee for the promotion of tourism on Grand Isle, part of which promotion is the purchase of advertisements in publications to exploit its recreational assets.

It has set up a Civil Defense program for the safety of its people should the emergency arise, and has over the past year applied, received approval of and purchased a radio communications sys-



A scenic view of Grand Isle's famous 8 mile long beach, Louisiana's only saltwater surf bathing beach accessible by roads.

tem to facilitate any necessary action found suddenly necessary in any occurrence of an emergency nature.

Civically, in that short two year period, Grand Isle has installed an improved lighting system which included the establishment of badly needed street lights in many locations, both for convenience as well as for the safety of the people and their property.

Grand Isle has acquired a tank semi-trailer for the public transportation of water should another such drought hit the island as was experienced during the town's first year of existence.

A new garbage dumping site, away from residential, business or recreational areas has been constructed; as well as cooperating with the Junior Police Patrol in keeping illegal dumping and littering to a minimum, which includes the posting of anti-littering signs.

The Town of Grand Isle has also alleviated the hazardous boat traffic conditions under the Caminada Bay bridge by making known the condition to the State Department of Highways; and has enlisted the state's cooperation in the digging of drainage ditches to forestall inundation of the Island's main highway, together with work being done on other drainage ditches throughout the Island to prevent flooding of other roadways. In this connection the Town purchased a pickup truck for the transportation of culverts, and to be used in the Island maintenance work in general, such as extending, connecting and repairing neglected streets. Also purchased was a heavy duty tractor for the transportation of the previously mentioned water tank and other heavy equipment. We are coordinating efforts of the Town officials and the

Department of Public Works to fill in eroded areas on the beach.

During the summer of 1960 the mosquito fogging machine, supplied, manned and maintained by the Town was a great boom to the Island's residents and its many visitors.

In its determination to eliminate juvenile delinquency the Town of Grand Isle has expressed itself as being willing to participate in the upkeep and management of a Teenage Center if one of the Island's Civic Clubs will sponsor the project.

Town government and the cooperation of Town Hall have made it possible for Grand Islanders to receive their automobile license plates each year locally; their hunting licenses and the motor vehicle forms most used by the State are available at Town Hall to accommodate the residents.

Since its inception the Town officials have passed 43 ordinances, all designed for the improvement, protection, progress and beautification of Grand Isle, among which were the necessary ordinances to permit the town to collect the cigarette tax from the state, which currently amounts to about \$1,000 a month.

These projects and plans are proof positive that here is a new town which everybody concerned is determined shall be the neatest, tidiest, most progressive town of its size in Louisiana. Give it a little more time to mature as a municipality and it will take on more projects.



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

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MORTGAGE
CORPORATION**

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Left, West Bank Council officers meet to discuss future plans and projects. Seated, left to right, are Robert W. Jones, 1961 chairman, and James P. Pitts, outgoing 1960 chairman. Standing, left to right, are Charles Macaulay, Council manager; George B. Neilson, second vice-chairman, and Frank A. M. Williams, first vice-chairman. Right: Pictured at the opening of the East Bank Office this spring are Chas. Macauley, Office Manager; C. J. Dufau, Chairman, East Bank Council, and W. M. Turner, President of the Chamber of Commerce.

Helping Jefferson Grow!

The East Bank and West Bank Councils of the Chamber of Commerce of the New Orleans Area were formed during the decade of the 1950's as a direct result of the rapid industrial, commercial and residential development of the areas adjacent to Orleans Parish.

West Bank Council

The first Council, the West Bank, was founded in 1951 following a reorganization of the New Orleans Association of Commerce, which changed its name to the Chamber of Commerce of the New Orleans Area, and simultaneously broadened its scope to promote development of the entire adjacent region.

The West Bank Council's area of interest includes, generally, those portions of Jefferson, Orleans and Plaquemines parishes which lie on the West Bank of the Mississippi River. It was felt that both the problems and opportunities presented by this region differed in many respects from those of East Bank Orleans Parish, and could best be ap-

proached by business and professional people who resided or had substantial business interests in this area.

Consequently, the West Bank Council—while still an integral part of the Chamber of Commerce of the New Orleans Area—is specifically concerned with development of the West Bank area.

The Council's membership is made up exclusively of men and women who reside in the West Bank area, or who have substantial business or industrial investment in the area. A chairman and two vice-chairmen are elected each year, and a 21-member Executive Committee—the governing body of the Council—is elected annually from the membership, and represents various geographic sections of the Council area. The Council is also represented, by a minimum of six members, on the Board of Directors of the Chamber of Commerce, and is also represented on the Chamber's Executive Committee.

The 1961 membership of the West

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Bank Council numbers 326. Chairman for this year is Robert W. Jones, Freeport Sulphur Company, in Port Sulphur.

A number of Committees, each appointed to make studies and recommendations in certain fields, are appointed each year. They are concerned with such aspects of the West Bank area as highways, waterways, industrial and commercial development, legislation affecting the Council region, business climate and many others.

Since the economy and influence of the New Orleans area are constantly expanding, the West Bank Council's geographic area of interest is not rigidly fixed. Considerations which jointly affect the West Bank area and the parishes adjacent to it are frequently discussed during the periodic Executive Committee and membership meetings.

The Council is non-political, although Council members often meet with parish political bodies for discussions and recommendations. Like the Chamber as a whole, the West Bank Council is concerned with issues affecting its region, and not with political personalities. Its primary function is to promote the orderly development of the area's economic life.

Some of the specific projects with which the West Bank Council is currently occupied are:

1. The construction of the Baratavia Bay Waterway, to give the West Bank direct access to the Gulf of Mexico via a channel from Lafitte to Grand Isle.
2. The construction of a bridge over the Algiers Cut-Off at Peters Road. Federal Legislation is currently pending on this issue.
3. The construction of a road along the proposed Baratavia Bay Waterway.
4. The construction of an artificial reef at Grand Isle, for the purposes of improving recreational facilities.

East Bank Council

The second area Council founded within the Chamber of Commerce is the East Bank Council, which was organized in 1954. This Council is primarily concerned with the booming East Jefferson Parish area, one of the most rapidly developing regions in the country.

This year's East Bank Council chairman is C. J. Dufau, president of the Dufau Petroleum Company. Like the West Bank Council, the East Bank Council is governed by a 21-member Executive Committee, and is repre-

sented on the Chamber of Commerce Board of Directors and Executive Committee.

Early in 1961, the Chamber of Commerce opened a branch office in Metairie, on the East Bank, at 2011 Metairie Road. During the opening ceremonies on February 16, Chamber president W. O. Turner said: "The opening of this new facility is a testimonial to the importance the Chamber of Commerce attaches to the rapidly-expanding East Bank area. I am sure that this new office will create more interest and result in more support for the activities of the Chamber in this area. This section of the New Orleans area has great commercial and industrial potential, and what benefits one part of our metropolitan area benefits the others."

The new branch office, in addition to being an information center on industrial, commercial and residential opportunities on the East Bank, serves also as a meeting place for East Bank Council committees.

Some of the current major projects of the East Bank Council include:

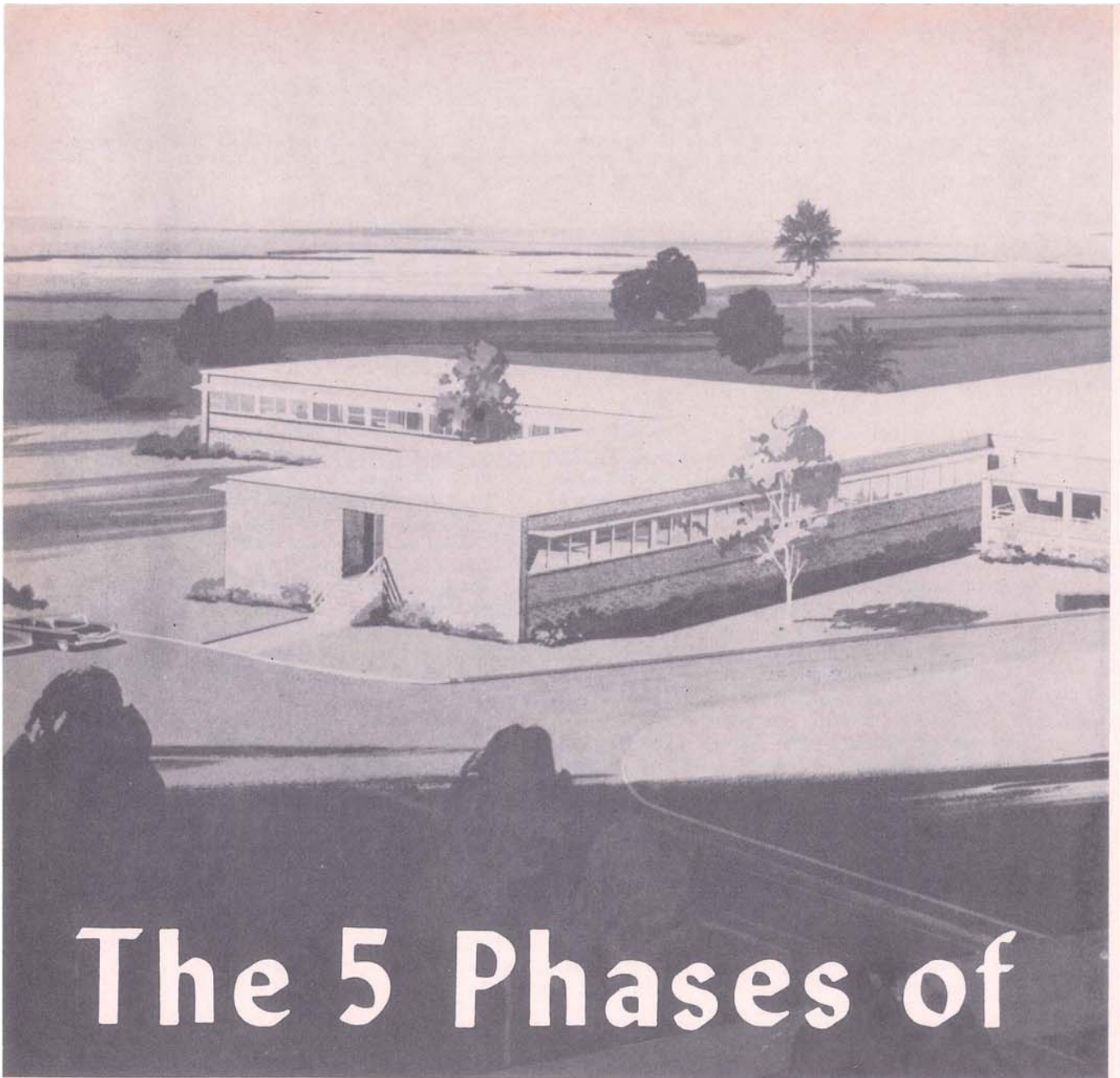
1. The construction of a general hospital on the East Bank.
2. The improvement of Monticello Avenue and the extension of Earhart Boulevard to give East Jefferson residents another access to downtown New Orleans.
3. The enlarging and deepening of the Parish Line Canal, between Jefferson and St. Charles parishes.

Summary

A third area Council was established in 1958—the St. Bernard Council organized and governed in the same manner as the East and West Bank Councils.

Membership in any of these area Councils of the Chamber comes automatically with membership in the Chamber of Commerce, providing the requirements of residence or business interests in either of the three regions are met, and no additional membership dues are needed.

The organization of the Chamber on an area basis—Councils for the East Bank, West Bank, St. Bernard, and the main Metropolitan New Orleans section—has proved extremely efficient for and representative of the entire community's development. Creation of these Councils allows their members to work more intimately with the particular projects and problems of their area, within the framework and with the support of the Chamber as a whole.



The 5 Phases of

By Judge L. H. Perez

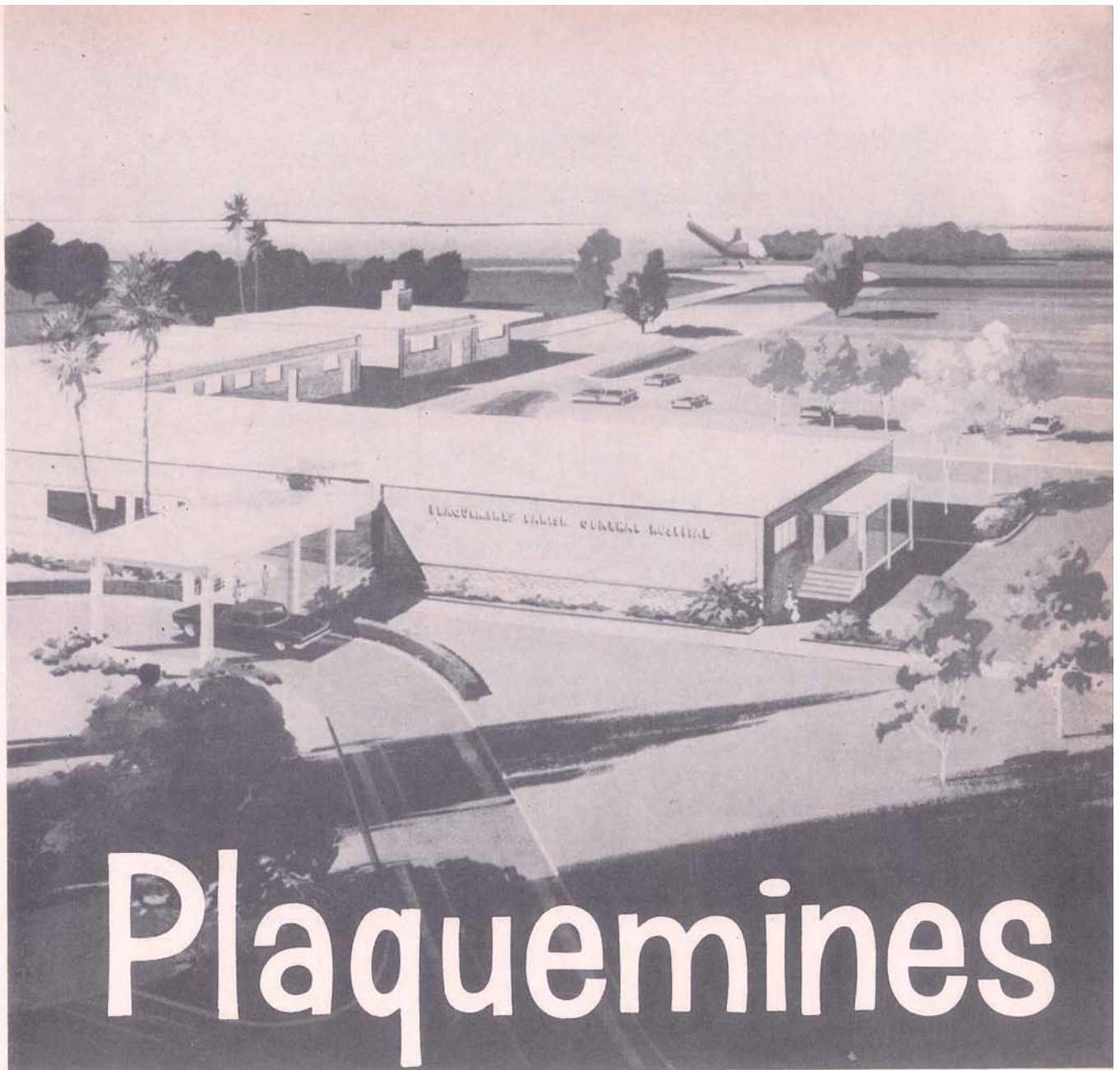
It is an astounding parish — this Plaquemines — that flanks both sides of the Mississippi River on its last hundred miles below New Orleans and extends from beyond the outer limits of its Lakes and Bays three leagues into the Gulf; that in its 984 square miles can claim a population of only a little over 23,000 people and no cities or large towns, but is one of the richest and most progressive of the 64 parishes of Louisiana.

Look at it one way you see a bountiful source of oil, gas and sulphur — three of the most essential elements demanded by our modern civilization. It is one of the few areas its size in the world where all three exist.

Look at it another way and you see its vast reservoir of seafood — shrimp, oysters and menhaden — and its thousands of acres of the finest game and fish preserves in the nation, the best sport fishing and deep sea fishing in the world at the mouth of the river.

Another side is the richness of its earth — the lush top soil of a dozen states brought down by Father Mississippi over the centuries — which can produce three crops a year, raises the sweetest and juiciest oranges in America, and from land recently reclaimed from its marshes is creating a new beef cattle industry.

Then there is the fourth and fascinating feature of its unusual parish government — providing the lowest tax



Plaquemines

Plaquemines Parish General Hospital at Port Sulphur. This modern 50-bed hospital is nearing completion and should begin receiving patients towards the latter part of September or the beginning of October.

structure of any parish in the state — and building from its own revenues new modern schools, a parish wide public library system, a community center at Pointe a la Hache, water systems, free ferries, canals, locks and boat repair yards, road improvements, new levees and drainage all without taxation on its people.

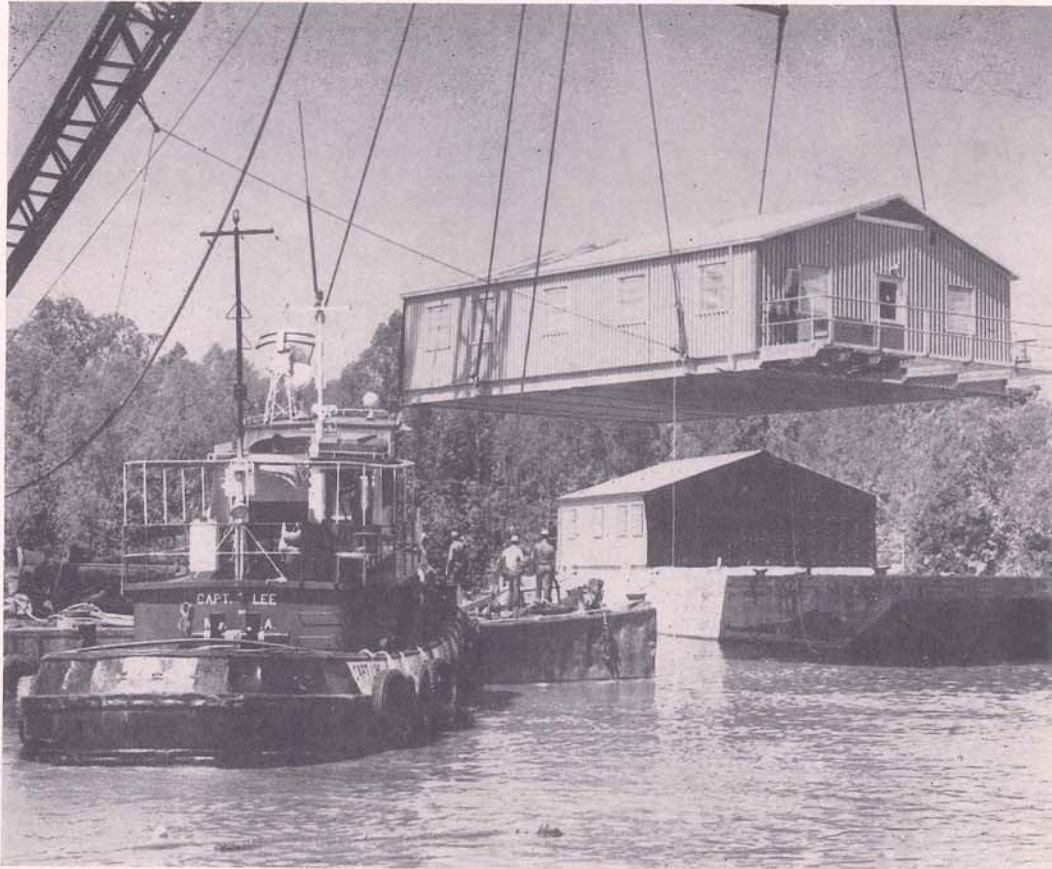
And its fifth but not the least is its growing industrial activities concentrated in the northern part of the parish near the New Orleans line.

THE BIRTH OF PRESENT DAY PLAQUEMINES

Suddenly, unexpectedly and dramatically — after an almost century long

period of hardship during which fishing, farming and trapping were the only main means of livelihood of the Plaquemines people and when it had become the poorest parish in the state—fortune smiled upon Plaquemines Parish on that never to be forgotten day of June 1930, when black gold began flowing from the first oil well in the parish in the Lake Washington area. That day started Plaquemines on its steady march toward prosperity which has never faltered since.

Today, as everyone knows, Louisiana is not only the second largest oil producing state in the U.S., but last year was the only one of the big four (Texas,



Shell Oil Company recently floated this portable office building down the Mississippi River on a barge. Weighing 100 tons and divided into two sections, the structure contains 12 oak-panelled offices. It now stands at Shell's Southwest Pass central facilities. The building was shipped to the installation complete with electrical, heating, air conditioning and office equipment. In the foreground is a 60-ton section of the building, while a 40-ton section is already loaded on the barge. The two sections were united to make a complete building.

Louisiana, California and Oklahoma) to boost its oil reserves. But few realize that Plaquemines Parish alone in 1960, with its inshore and offshore operations was responsible for 27% of Louisiana's entire oil production, for a total of 98,663,880 barrels.

Just the first of this year one of the largest sales of oil and gas producing property in the history of Louisiana was transacted when the Tennessee Gas Transmission Company paid \$150 million to Pan American Petroleum Company for 10 leases in the Bastian Bay area of Plaquemines Parish, involving 14 oil producing and 13 gas producing wells. And, during the last month of 1960 the drilling of the deepest oil well in the world — 26,000 feet — got under way in the Plaquemines prolific Lake Washington area.

Up until the early Fifties the rich gas resources of Plaquemines were neg-

lected, the operating oil companies burning it as waste in open flares. But since 1954, the Delta Power and Gas Company piped it from fields near Buras to Plaquemines west side own people and the United Gas Pipe Line from many fields to nearby gas consuming industries such as the giant Kaiser Aluminum Plant at Chalmette. Last year Plaquemines produced 186,756,265 MCF, a growing source of revenue and to add to it a new gas field was uncovered north of Black Bay early in February 1961.

THEN CAME THE PRODUCTION OF THE STONE THAT BURNS

Just three years after Plaquemines Parish had recovered from the delightful daze of its oil good fortune and future, right in the middle of what was commonly known as "The Depression" and in the same Lake Washington area,



The Belle Chasse plant of Red Star Yeast and Products Company. Producing active dry yeast for baking, this plant serves domestic and international markets. The first of its kind in the country, this plant was designed to produce 100% of its production as active dry yeast. Strategically located in a molasses importation center, the plant is also in an excellent position to make export shipments to any continent through the Greater New Orleans Port. In addition, large volumes of water are available from the Mississippi River for processing and cooling.

the Freeport Sulphur Company produced Plaquemines' first ton of molten sulphur. This was at its Grand Ecaille mine, the second largest Frasch sulphur mine in the world; after years of experimentation and after overcoming what the engineers called one of the most adverse construction sites in the history of the sulphur industry.

The Plaquemines town of Port Sulphur has grown up around the Freeport shipping facilities that were then established at the Mississippi River bank end of a ten mile canal dug from the mine.

Today Plaquemines Freeport Sulphur Company produces from its four mines (two of them in Plaquemines Parish) over three quarters of Louisiana's annual two million tons of the amazing mineral that is used in some form or other to manufacture practically everything we use.

To its 1961 total production will be added the tonnage produced at its

fourth and new offshore mine recently completed near Grand Isle and which just began operation the latter part of 1960. Its molten sulphur is transported to the Port Sulphur operation in Plaquemines by a relay underwater pipe line to Grand Isle and from there by thermos jug barges.

This phase of Plaquemines reflecting the shimmering yellow of sulphur, the amber gold of oil and the blue flame of natural gas is the one most familiar to the executives of commerce and industry.

SINCE THE DAY OF THE COUREURS DE BOIS

From the time of the Canadian woodsmen who came with d'Iberville in 1699 and fished and trapped and hunted to feed the men of the fort established on the bank of the Mississippi in what is now Plaquemines Parish, and which was the first white settlement in what



The royal float pauses briefly at the reviewing stand in Buras so that F. Edward Hebert, member of Congress from the First Louisiana Congressional District, may offer the traditional toast to smiling King, Dr. J. T. Reeves of Buras, and his happy Queen, Patricia Landry of Belle Chasse, the monarchs who reigned last December at the Plaquemines Parish Fair and Orange Festival.

is now the state of Louisiana, commercial fishing — especially for shrimp and oysters — has been an important industry of the parish. It carried the Plaquemines people through that century long period of privation we mentioned above.

In spite of the influx of other industries and activities, seafood has remained a consistent item in Plaquemines economy and is still the livelihood of many families who have followed the nets in Plaquemines for generations. There are now 225 boats operating out of Plaquemines the year round for shrimp and oysters, besides hundreds of fishing boats from other coastal parishes which operate in Plaquemines.

To Plaquemines edible seafood industry, the oldest in the parish and which is considered a million dollar a year income to the parish, there was added about ten years ago the catching and processing of menhaden, that small salt-water fish found in abundance in the Louisiana offshore Lakes and Bays. It

is used as the base of animal and poultry food as well as in the manufacture of many other items. Of the four large menhaden plants operating in Louisiana, two are located at Empire in Plaquemines Parish. From these plants during the summer months range a fleet of modern refrigerated "pogey" boats, capturing the menhaden in giant "purse" seines and returning to the plants for processing — producing oil, meal and solubles which make a substantial contribution to the State's economy. 1960 was the best year of the last ten for Plaquemines menhaden industry.

RECREATIONAL FISHING AND HUNTING

In the Plaquemines lower waters through which the fishing boats range and the oil industry's service boats scurry, there is the nationally famous 60,000 acre hunters' paradise of Pass d'Loutre where the Louisiana Fish and Wildlife Commission operates a public



At the Coronation Ball, on the night of December 10, 1960, Leander H. Perez, Jr., District Attorney for Plaquemines and St. Bernard Parishes, proudly escorted Queen Patricia around the ballroom so that all of her happy subjects might admire her gorgeous gown and also to get a closer look at the gracious and beautiful young Queen, who before the night was over, had many young hearts beating faster.

shooting club. Nearby is the equally famous 45,000 acre protected Migratory Bird Refuge. Both of course, can be reached only by boat or helicopter.

To better serve the 100,000 sport fishermen that Paul Kalman, noted sports writer, claims head for Plaquemines Parish in a year's time, and the unestimated number of equally enthusiastic duck hunters, Plaquemines Parish is now preparing more accessible hunting and fishing areas that can be reached by road. It will constitute four hunting and fishing preserves in the lower areas of Myrtle Grove, Deer Range, Port Sulphur, and the Buras-Venice section. The total will cover at least 150 square miles and although parish planned, owned and maintained, they will be operated in cooperation with the regulations and game laws of Louisiana.

The wide and wild water wonderland phase of Plaquemines is beloved both by those who fish to live and those who live

to fish — by all those who are at home with the deck of a boat under their feet, a shotgun at their shoulder or with a rod and reel in their hand.

THE LUSH LAND OF PLAQUEMINES

About half of the present cultivated land of Plaquemines Parish, or about 50,000 acres, has been reclaimed at parish expense during the past few years by the parish wide drainage system of drainage districts.

Anybody who has seen its rich black loam — alluvial soil filled with the necessary lime and plant food to grow commercial vegetables and citrus fruits — does not have to be told that Plaquemines truck garden products are market favorites (of which the tens of thousands of boxes of "Creole" tomatoes sold annually are an example); or that its citrus groves, after a freeze in 1951 that destroyed about half the trees, was able to make a sensational and rapid comeback.



Part of the huge display of citrus fruits that were so proudly exhibited at the 1960 Plaquemines Parish Fair and Orange Festival. The finest and sweetest in the land.

Right now 600 people in Plaquemines are successfully and profitably growing 5,000 acres of citrus fruits on the west bank of the river from Port Sulphur to Venice—trees that run the citrus gamut from grapefruit to the famous Louisiana Sweets, those sweet, juicy oranges that no other citrus producing area in the country has been able to surpass. Plus two now famous Plaquemines Parish family wineries, producing orange wine of delicious flavor and respected potency.

A live wire County Agent's office under veteran Murphy W. McEachern, hard working Home Demonstration Agent Pearl Gravois, the Plaquemines Experiment Station of Louisiana State University under capable Superintendent Ralph T. Brown, nine 4-H Clubs with 706 members, the Citrus Growers Association, the annual December Fair and Orange Festival and the Spring Field Day of the Experiment Station all coordinate to encourage the vegetable grower to secure more land and the citrus grower to plant more trees—and to help both solve their problems of

insects, plant diseases and how to produce more vegetables or fruit on the same acreage, and to assist the housewives in their homemaking.

Although the population trend in modern Plaquemines is a shift away from farm to rural non-farm occupations, its agricultural and horticultural activities continue to be an important part of the parish economy—to which in the last few years the extensive areas of reclaimed land have added the new and thriving parish program of up-graded beef cattle.

In Plaquemines there are now about 10,000 head, of which the county agent's office last year vaccinated over 8,000 head for anthrax, red water and black-leg, the three common cattle raising hazards.

This phase of Plaquemines, men's faces flushed from work in the fields, or groves, is the one most familiar to the housewife and the retail grocer.

REPRESENTATION WITHOUT TAXATION

Early in the Thirties, as soon as the oil and gas severance tax revenue began



Some of the spectators at the Fair and Festival just couldn't believe their eyes. They had to feel to make sure these prize-winning vegetables were real.

coming into the parish coffer, the previously financially handicapped Police Jury began to plan long and vitally needed public improvements.

At the same time, as District Attorney for the parish, I drafted the now historic constitutional amendment and enabling acts, which were introduced and sponsored by our parish representative and senator in the state legislature, passed by that body and approved by the voters of the state, permitting Plaquemines Parish, or any other parish in Louisiana, to assume the outstanding indebtedness of all its various local and taxing bodies, eliminate all the overlapping overheads and consolidate everything in the hands of the elected parish governing body to reduce the overall tax burden and give the parish a better business administration.

This streamlining of parish government drastically reduced taxes 60% and gave Plaquemines the lowest property tax rate of any parish in Louisiana, a status which has been maintained over the last three decades. It also made it

possible for the Police Jury to transform its increasing revenue into public improvements and parish progress without departmental red tape and without increasing the taxes of its people.

SCHOOLS FIRST AND FOREMOST

The most urgent and important public benefit was the construction of new modern schools, now considered among the finest in the nation—a program initiated as soon as the end of World War II made building materials available, projected over a period of years and now practically completed at a cost of \$10 million without a cent of taxation on the people of the parish.

To serve the 4019 white children enrolled for the 1960-61 school year (an increase of more than 10% over the previous year) there are four combination high and elementary schools located at Belle Chasse, Port Sulphur, Buras and Woodlawn—with the new \$1½ million dollar consolidated elementary and high school now under construction at Boothville.



Dr. J. C. Miller, head of Horticultural Research in Louisiana and Judge Leander Perez share barbecued leg of lamb, which was served at Spring Field Day at Plaquemines Parish Experiment Station. This event held in May every year, attracts wide attendance from the people of Plaquemines and from many sections of the state.

Of the \$10 million school construction program, nearly \$3 million was spent on three consolidated Negro schools, which are among the finest in the South, at Sunrise, Phoenix and Scottville. These serve the present enrollment of 1944 school age colored children.

All of the Plaquemines High schools are fully accredited, active members in the Southern Association of Colleges and Secondary Schools. Under the direction of efficient Superintendent S. A. Moncla, the Plaquemines Parish Public Schools keep up to the minute in educational innovations such as the recently adopted Driver Training Program.

A STEADY PARADE OF PUBLIC IMPROVEMENTS

Since Plaquemines had no bridges across the Mississippi River that bisects the parish, one of the first public improvements was the construction, operation and maintenance by the parish of the now historic Free Ferry at Pointe a la Hache, the seat of government. It was matched just this last year by the establishment of the Free Ferry "Belle Chasse" between Belle Chasse and

Scarsdale, so that the residents of the upper end of the parish may conveniently take employment on either side of the river without a loss of travel time.

The \$5 million Plaquemines Waterworks System, bringing pure drinking water and fire fighting hydrants to every populated part of the parish accessible by highway is now practically completed with distribution plants at Belle Chasse, Port Sulphur, Buras, Dalcour, Boothville-Venice, and Pointe a la Hache.

The Free Mississippi River Locks, completed between 1951 and 1953 at Empire and Ostrica, have since their opening saved tens of thousands of miles for the ever increasing fleet of barges and boats that serve the parish fishing and oil industries.

Free boatways constructed by the parish at Empire, Buras and Pointe a la Hache also serve the heavy traffic of water craft now using Plaquemines waters. A project now under construction is the dredging of the Jump Basin to put in docks for the convenience of the fishing boats, together with the building of a paved road from the Jump to the oil



Examining tomatoes at the Field Day are from left to right, Dr. Miller, Manuel Gallo, Jr., winner of the trophy donated by Judge Perez for the grower of the best tomatoes; Murphy W. McEachern, County Agent; George Shannon, WWL Radio farm reporter; and Ralph T. Brown, Superintendent of the Experiment Station.

community of Tidewater, a distance of 3.2 miles.

The drainage of thousands of acres of valuable farm, cattle and citrus lands, mentioned a few paragraphs back, and the protection of property against flood waters has represented a \$3 million Program of Drainage and Protection Levee Improvements. One of the newest pumping stations to be put in operation is at Gainard Woods. It drains the 4375 acres from Port Sulphur to Buras and cost \$282,000 parish financed.

Plaquemines is proud of its six volunteer fire departments (Buras, Port Sulphur, Belle Chasse, Boothville-Venice, Pointe a la Hache and the recently added Hermitage department) which so effectively and skillfully use the quarter of a million dollars worth of the finest fire fighting equipment the parish could buy and supply.

Millions of dollars worth of parish highway, financed out of the Parish Royalty Road Fund, have been constructed over the past few years — the latest development being the planned and approved Pointe a la Hache-Braith-

waite Highway. Stage One, which is a distance of 16 miles from the lower end of Bohemia Plantation to the vicinity of Poverty Point will be constructed first at a total cost of over \$7 million. In this stage a protection embankment will be built to protect the highway during storm tides.

A recent development has been the completion of the Court House addition and a new, immaculate modern, escape proof jail at Point a la Hache. The jail at Port Sulphur has been remodeled and a second story added to provide headquarters and office space for the parish law enforcement agencies.

To be completed this year is the reconstructed \$11½ million Tax Free Plaquemines Parish General Hospital at Port Sulphur. This modern 50-bed hospital was originally completed in 1959, but two weeks before it opened an explosion occurred which completely wrecked the building. All damages have been recovered from the insurance companies involved by payments of over \$700,000. This will be the first hospital in the parish big enough to serve the residents of the entire parish. It will



At the right are Mrs. and Mr. Nick Bubrig of Boothville, standing by their grand prize winning display of oranges. This honor is one of the most coveted of all. Smiling at the left is Fair and Festival Queen Patricia Landry and County Agent McEachern.

even be equipped with a helicopter landing to bring in emergency cases from the marshes and oil fields.

Early in 1961 Plaquemines Parish inaugurated a parish wide regular garbage pick up and disposal system. All equipment, including four new \$6700 trucks, has been financed by the parish. The only cost to the people receiving this long needed service will be a 1½ mill tax for the operation and maintenance of the system.

Worthy of headlines at this time are the new Parish Public Health Department, the new library at Buras, and the new parish wide Recreation Program.

The Plaquemines Parish Health Department was authorized last year by the Police Jury which appropriated \$16,000 a year to operate it. It moved on November 1, 1960 into newly renovated headquarters near the School Board building in Pointe a la Hache. It has already conducted a parish wide diphtheria immunization program among the children.

The new parish wide library system, established also last year with John Uhler Jr., as parish librarian, and which even utilizes a plan to carry books to its readers on the oil rigs, will proudly present later in 1961 a new library building at Buras, costing \$150,-

000 and said to be one of the most modern library buildings in Louisiana. It will accommodate 33,000 volumes and will include reading rooms, a reference and study hall, plus musical equipment with head sets. Already over 152,000 books have been circulated through the Pointe a la Hache, Nairn and Pilottown libraries and bookmobile.

HISTORIC FORT JACKSON TO BE RESTORED

Pertinent to the four year long Civil War Centennial under way, is the almost hidden and forgotten Fort Jackson, whose ruins are still there on the west bank of the Mississippi River in Plaquemines Parish just below Triumph — located off Highway 23 between Venice and Buras, to which, along with 80 acres, the Parish of Plaquemines has acquired title.

Recently declared a National Historic Landmark by the U.S. Department of the Interior, the Parish of Plaquemines, as its owner, is having the 80 acre area around Fort Jackson cleared and is planning restoration, and possibly its protected passages and compartments into a large fallout shelter.

Fort Jackson was originally built in 1791 by Spanish Governor Carondelet of the Colony of Louisiana, was remod-



Admiring some of Plaquemines fine oranges are, left to right: District Attorney Perez; Dave L. Pearce, Louisiana Commissioner of Agriculture; Congressman Hebert; and Shelby M. Jackson, Louisiana Superintendent of Education.

eled at a cost of \$600,000 by the U.S. government after the War of 1812, and saw its day of glory and defeat in the Civil War when, along with Fort St. Phillip on the opposite eastern bank, it resisted the attack of Farragut's fleet and Porter's deadly mortars for six days and six nights.

It is this phase of Plaquemines Parish — its constant public improvements and its obvious progress — that you see when you drive down through the parish on the highway on either side of the river.

INDUSTRIAL PLAQUEMINES

Attracted by its available natural gas, its many waterfront sites, its attractive low tax structure and the cooperation of the parish officials, industries have been establishing main or branch plants in the northern end of Plaquemines for several years. One of the more recent arrivals is the Belle Chasse plant of the Twincoat Corporation of Texas, producing a combined corrosive protection and weight coating for underwater pipe — obviously establishing itself near a ready market.

This is the phase of Plaquemines you seek if you are an executive looking for a plant site where the advantages are many.

HEADLINE NEWS FOR 1961

Consistent with its long established custom of streamlining its functions and eliminating unnecessary steps, the Police Jury of Plaquemines Parish recently proposed to vote itself out of existence in favor of a 5-man commission form of government. The proposal was submitted to the voters on May 13. It was approved, making Plaquemines Parish the fourth Louisiana parish to scrap the time honored Police Jury system.

It will simplify and expedite parish government. Under the proposed new Home Rule Charter the Parish Commission Council can enact any type of legislation not prohibited by law. Under the recent form of government, the Police Jury had to obtain permission of the Legislature to carry out any functions not already specifically granted it by existing state law.

Plaquemines Parish is moving forward so fast that some of the things you read here today may be obsoleted tomorrow — but you can rest assured that whatever is rejected, to the best of the ability of the men who chart Plaquemines Program of Progress, will be replaced with something better, more effective or more economical.



A huge liquid sulphur barge (background) takes on a load of hot molten sulphur at Freeport Sulphur Company's facilities at Port Sulphur while a sister barge stands by in the foreground. These barges ply the Mississippi, Illinois and Ohio Rivers to serve liquid sulphur storage terminals as far as 1,900 miles from Port Sulphur. The liquid sulphur stored in the barge's two heavily insulated tanks is kept at 275 degrees Fahrenheit by hot oil circulating through coils.



Two 4-H Club leaders, emphasizing with charts, a club project with the 4-H Club members of the Woodlawn School on the East Bank of the Mississippi. It is from this section of the parish that most of the prize-winning vegetables shown on page 175 were grown.

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Officials' Directory

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OTHER ELECTED AND APPOINTED OFFICALS OF JEFFERSON PARISH

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

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

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

Thomas F. Donelon, Department of Safety, Domenic Albano, Department of Personnel, and Franklin R. Rodriguez, Department of Planning, East Bank Parish Office Building, Metairie. Edward P. La Bruyere, Department of Finance, Clarence A. LaBauve, Department of Roads and Bridges, and Harold E. Kytle, Legal Department, Court House, Gretna. Bert Chalona, Director of Department of Recreation. Office: 1521 Palm St., Metairie.

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

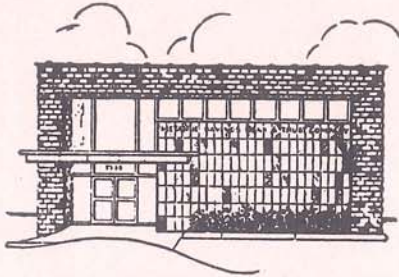
CHIEF CIVIL DEPUTY SHERIFF AND CHIEF DEPUTY TAX COLLECTOR: Thomas E. Rhodes, Jr., Court House, Gretna.

CHIEF DEPUTY ASSESSOR: As of August 1, 1961, when this Directory was prepared the office was vacant. Court House, Gretna.

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

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

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Directress

Madonna Manor, one of the group of charitable institutions of Jefferson Parish, is a home for boys between the ages of four and twelve. It is conducted by the School Sisters of Notre Dame working under the authority of the Catholic Charities of the Archdiocese of New Orleans and the Department of Public Welfare of the State of Louisiana.



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STAFF

The staff is composed of Sisters, many of whom have volunteered to work among these children. They live out the injunction of the Rule of The School Sisters of Notre Dame which states:

*"The poor School Sisters prefer poor children, whether they lack fortune, talent or good will. These are especially in need of help, and the blessing of God rests lovingly on the labor expended in their behalf. Every Sister shall consider herself privileged when it is her lot to bestow her efforts upon the poorest. Thereby she more closely resembles her Divine Savior who deigned to preach His gospel to the poor."*¹

In addition to the Sisters who are house-mothers, teachers, and administrators, a devoted group of lay workers gives itself generously to these children as: teachers, cooks, laundresses, seamstresses, maintenance persons, and others.

Neither can the valuable assistance of the social workers from Catholic Charities and the Department of Public Welfare, the seminarians who assist during the summer, the devoted physicians and

¹Rule and Constitutions of the Congregation of the Poor School Sisters of Notre Dame. Milwaukee, 1925. p. 56.

dentists who give so freely of their time and services be overlooked.

PHILOSOPHY

In common with all Catholic educators, the staff of Madonna Manor strives to secure the development of the child as a complete individual. The child is a creature composed of body and soul with vast latent spiritual, moral, intellectual, aesthetic, physical, and social capabilities to be developed with a view to time and eternity. On his arrival, the Sisters try to secure the confidence of the child. Once this is accomplished, the little boy is led on to develop his talents in ways accepted in the best educational circles.

OBJECTIVES AND POLICIES

I. The Spiritual Development of the Child

The staff tries to develop the spiritual faculties of the boy by endeavoring to give him an understanding of the faith that was given him at Baptism. The daily religion classes, Bible stories, and the cycle of feasts develop an appreciation for things Catholic and it is hoped that the convictions and appreciations imbibed will carry over into adult life.

Since knowledge alone is insufficient



A clean-up job at the front entrance of Madonna Manor.

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City of Kenner — City of Harahan — Metairie, La.

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to produce a good Christian, the children are taught to form habits of good Catholic living. They are taught to worship God through their daily prayers; to participate actively in Holy Mass on Sundays and Holydays of Obligation, with an option to attend on weekdays; to receive the Sacraments of Penance and Holy Communion frequently; to observe the days of abstinence; and to put the Ten Commandments into practice.

II. Moral Development of the Child

Since the fall of our first parents, man is prone to evil. His nature is not depraved as some would maintain, but deprived of original justice and the gift of integrity. It is the duty of parents and educators to train the wills of their charges to love virtue, to hate sin, and to develop a well-rounded moral person. To this end the boys are taught to distinguish right from wrong in accordance with God's law, to practice virtue and on occasion to accept punishment for violations of the moral law. The child is placed in an environment conducive to right living, and is taught by example and positive teaching how to live a good life. He is made to understand the rights of God and his fellowmen; the place of the legitimate authority of parents, house-mothers, teachers, the Church, and the State; and the need of self-respect and the means to attain it.

III. The Intellectual Development of the Child

With educators the world over, the

staff of Madonna Manor endeavors to train the minds of the children in the branches of religious and secular knowledge according to their individual capacities.

Pre-school children are given sense training and play that will develop observation and muscular coordination.

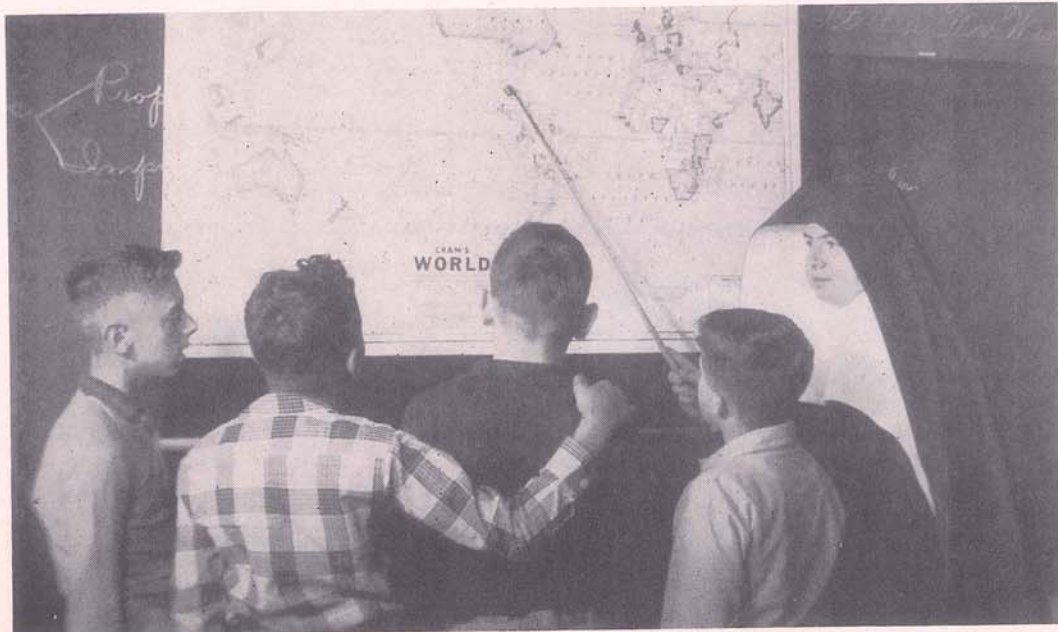
The five-year-olds begin kindergarten, and the children of school age follow the curriculum of the Catholic Archdiocesan School Board of New Orleans and the regulations of the State of Louisiana. The program of some of the boys is modified to suit their individual capabilities. Here the Sisters follow the injunction of their rule which states:

"In contrast to so-called mass training, the talents and temperament of the individual child must be considered with loving ingenuity and utilized as primary factors in successful training. This individual training ultimately crowns the work of education."²

Special help is offered in reading, English, and arithmetic to the children needing it, and assignments are given to meet individual needs. Reading clinics are held during the summer.

Madonna Manor carries the boys through the fifth grade, after which

²Rule and Constitutions of the Congregation of the Poor School Sisters of Notre Dame, p. 63.



A group of fifth graders show interest in their new maps.

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they return to their homes or are transferred to Hope Haven, an Arts and Trade School conducted by the Salesian Fathers and Brothers for dependent boys.

Whenever feasible, audio-visual aids are used in teaching. The school owns a movie projector, several television sets and record players, a film strip projector, a library of films and records, a variety of charts, maps, and pictures, and a tape recorder.

Reading as a means of education and enjoyment is encouraged at all levels.

IV. The Aesthetic Development of the Child

The faculty tries also to develop an appreciation for the beautiful. Art classes are conducted as part of the regular school program, and special work in arts and crafts is given on Saturdays. This includes experience in drawing, painting, ceramics and leather work.

Music, too, holds a place. The children have a band and choir, which in the past have won awards. Listening to records and good music on the television is encouraged.

The very environment, the architecture and furnishings of the building, the well-kept campus, and daily association with people of culture, contribute to the aesthetic development of the boy.

V. The Physical Development of the Child

"Mens sana in corpore sano" is as true today as when first uttered centuries

ago. Unless the child is physically up to par, he cannot function as he should. His development in all areas is arrested.

Nourishing, well-balanced meals and afternoon snacks are provided for the children. Competent cooks of wide experience prepare these, and they are served attractively.

A program of planned activities alternating with free play provides the needed physical exercise. During all these activities the children are supervised by a Sister. Outdoor play equipment, pets, ball teams, and the swimming pool give a delightful variety.

A staff of competent medical doctors and dentists is available for the boys and these give the regular periodic health check-ups. Doctor Maud Loeber, a pediatrician, is the regular physician, and she gives lavishly of her services. A nurse is available at all times and under the direction of the doctor, she administers all the immunization shots. Hospitalization is provided at Touro Infirmary in New Orleans when needed. Children with contagious diseases and suspects are isolated immediately.

VI. The Social Development of the Child

The Sisters try to make the boy feel wanted and cared for, and his individuality is always respected. The boys, too, contribute much to the adjustment of each other. They are always ready



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Playing "monkey" on the monkey bars.

to accept a new boy into their respective group. The house-mother looks upon the children as her boys and treats them as such.

Every effort is made to keep the child close to his family. Parents and other relatives are encouraged to visit the children every Sunday. The boys spend a week-end a month at home and some weeks during the summer vacation when possible.

In addition to the social contact at the home and with their relatives, the boys are permitted some contacts with interested volunteers. They play ball with neighboring teams, attend parties and other social functions off campus, belong to the cub scouts with other children, and go to picnics and outings with interested adults.

In all these activities, the boys are taught respect for the government, are given a love for the flag, participate in programs on national holidays, in the hope that their training in the above areas will in future make them law-abiding citizens of our country.

The boys, like children the world over, get into mischief and at times need discipline and correction. This is usually handled by the house-mothers, teachers, dining-room and recreation supervisors,

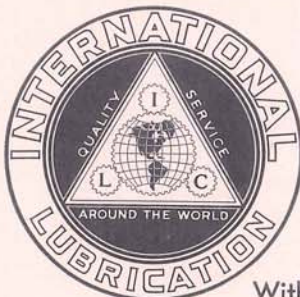
or whoever is present when the offense is committed. In general, the boys are kept so busy with lessons, chores and well-supervised hours of play that disciplinary problems are at a minimum.

Madonna Manor is staffed by twelve School Sisters of Notre Dame. The members of the Order have long been recognized as devoted teachers and guides of children. The very purpose of its foundation next to the sanctification of the Sisters was the education of girls. The need of teachers for the parochial schools of the United States was responsible for the change which permits the Sisters to train boys.

The original congregation of Notre Dame was founded at Mattaincourt, in the French Province of Lorraine by St. Peter Fourier in 1597. St Peter Fourier deplored the ignorance among the girls of that Province and trained blessed Alix LeClerc and four companions in religious life. The Order was approved by the Holy See in 1628. God's blessing rested upon the foundation and the Order spread rapidly in France, Germany, and Savoy. However, the French revolution was responsible for the suppression of the French houses, and the upheaval in the first part of the 19th century caused the closing of the last

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The Madonna Manor Band which enlivens various activities including a Mardi Gras Parade.

houses in Bavaria. The convent and school at Stadtamhof were the last to be suppressed.

At this time, Caroline Gerhardinger was a pupil at the School. Bishop George Michael Wittmann of Ratisbon, and Father Francis Sebastian Job of Neunburg, were most interested in the education of the children, particularly the girls. They realized that the future homes depended upon good mothers. Accordingly, they re-established the Order at Neunburg vorm Wald in 1833. Caroline Gerhardinger became Mother Mary Teresa of Jesus, and with her companions took the teacher's examination, were trained for the religious life, and took their vows as the first Poor School Sisters of Notre Dame. Later, the rules of the old Order were modified to meet the needs of the rural areas so that a few Sisters could conduct schools in small parishes. The community spread in Europe and the Mother-house was transferred to Munich, Bavaria.

In 1846, Mother Teresa with a picked group of religious, among them Mother Caroline Friess, made a first foundation in the United States at St. Mary's, Pennsylvania. This location was unsatisfactory and within a year a foundation was established in Baltimore. The schools grew, postulants were admitted, and in a few years the principal Mother-house in America was established in Milwaukee, Wisconsin.

The community, as the name implies, devotes itself to teaching and training children from the kindergarten through college. At present there are five Provinces in the United States and one in Canada. There are 6,575 Sisters in North America, and the enrollment in their schools exceeds 272,000 children.

Nearly all the schools employ good lay teachers to supplement the work of the Sisters.

The first foundation in New Orleans was founded in 1856 at old St. Mary's school. The Sisters still conduct Redemptorist High School in New Orleans. In addition to grade and high schools in the Greater New Orleans Area the Sisters also conduct Chinchuba Institute for the Deaf in Marrero and Madonna Manor.



These boys love Doctor Gene, the dentist.



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If you seek information about the Port of New Orleans, you should call him. As the port's publicity manager, he compiles most of the information about the port which you are apt to see — whether you are reading the Review, a national shipping journal or the daily port bulletin of Karachi. He has been toiling on the New Orleans newspaper, press association and public relations front for 14 years, after eight years of teaching others how to write.

(Continued from Page 147)

other Gulf port can compare in this respect, and New Orleans traditionally handles more rail cars of export goods than any other. Its system of Federal, State and Interstate highways links all parts of the nation to the harbor facilities via excellent expressways and interchanges. Virtually no truck routes cross rail lines within the city save on the riverfront, where rail service is handled by a Public Belt Railroad which prevents congestion and speeds deliveries for all trunk lines carrying port cargo.

Since New Orleans is a river port, virtually all wharves are of the quay type, built parallel to the stream. This minimizes the need for tugs to assist in berthing ships. Average width of the river is four-tenths of a mile throughout the harbor, and its depth at mid-stream is 75 to 200 feet. A wharfside depth of 36 feet or more is maintained at all times. Fourteen miles of wharves, mostly on the river and including nine miles which are public, comprise the largest offering of docking facilities on the Gulf. Heavy duty open wharves are interspersed among the miles of transit shed wharves for handling cargo that is oversize and too heavy for ships' tackle. All heavy lifting equipment is barge-mounted, and operates anywhere in the harbor. Single lifts of up to 300 tons can be made at shipside.

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grain belt, it has been the leading grain port of the United States for many years. During 1960 the port's elevators handled one out of every six bushels to leave the United States, or a total of over 165,000,000 bushels. Completion of a \$13.5 million expansion of the port's own Public Grain Elevator recently, made this facility alone capable of exporting up to a million bushels of grain every 24 hours.

Among its other facilities is the port's new bulk handling plant located on the new Mississippi River-Gulf Outlet, a tidewater channel under construction. This facility can unload dry bulk cargoes from deep water carriers into barges, rail cars or trucks, or transport to storage or adjacent plants. The rate is 900 tons per hour. The terminal is close to the channel's juncture with the harbor. First shipping will be able to use the outlet — a 76-mile, 500 by 36-foot direct route to the Gulf — in 1963. It cuts 40 miles off the distance ships have to travel to the open sea from the old river route.

An older but continually busy facility of the port is its Foreign Trade Zone — one of four in the United States. It comprises an area of over 20 acres, most of which is covered and which is considered outside the continental limits of the United States as far as customs duties are concerned. It is an area not subject to customs duties, taxes or similar restrictions. Its purpose is to encourage imports by cutting through most of the red tape and waste involved when foreign cargo is brought into this port. Goods carried into the zone may be broken up into smaller lots, stored, packaged, manufactured, processed or manipulated in any way and shipped out again without being considered as having entered the country. No import duty is charged except on that portion which is moved out of the zone into the United States.

Basically, New Orleans is a world port, specializing in high value general cargo. For many years it has ranked second only to the combined facilities at New York in the value of its foreign trade. Close to 5,000 ocean vessels call each year at the port, carrying approximately 12,000,000 tons valued at close to \$2 billion. Its annual gross tonnage exceeds 50,000,000. It is currently embarked on the most ambitious expansion program of the Gulf region, with new waterfront facilities construction proceeding at a \$10 million per year rate.

Steadily increasing business at the port, in the form of more ship arrivals, more and heavier cargoes, more particularized shipping needs and increasing industrial development in Jefferson Parish make the facilities-building program a "must."

And remember, it all started with a trickle of water from a spring in northern Minnesota, and a couple of adventurous fellows named La Salle and Bienville.

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A 15-acre trace of land valued at \$250,000 has been donated to Jefferson Parish for the construction of a memorial hospital in East Jefferson, by Harry J. Spiro, right. The property is located immediately adjacent to Bissonet Plaza and is bounded by Elmwood Parkway, West Metairie avenue, 19th Street and Wade Drive. Sewerage, paved streets, sub,surface drainage and other utilities already bordering the property. In presenting the land to the parish, Spiro requested that it be used as a memorial to his late father, Harry Spiro. Jefferson Parish Council Chairman Cullen C. Schouest, who accepted on behalf of the parish, said that the \$250,000 grant was the largest ever made to the parish, and it is an immense step toward the construction of a major hospital so necessary to the spiraling growth of East Jefferson.

Serving Jefferson for 27 Years

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

Ever since then the Yearly Review has faithfully and fully reported each year's progress and outstanding events—an annual comprehensive installment of Jefferson's exciting and continued story in words and pictures that is distributed free to business executives, is placed on file in school and public libraries where it is frequently referred to, is used by the Jefferson Parish Schools as supplementary reading, is distributed among doctors and dentists' offices and is available to students, researchers and businessmen seeking information on Jefferson Parish—for it has been long recognized as the only existing complete and authentic source of data on Jefferson Parish—annually produced in a colorful book type magazine form that now runs 208 pages and adapts itself to easy filing on an executive's book shelf and is the only parish publication of its kind in Louisiana.

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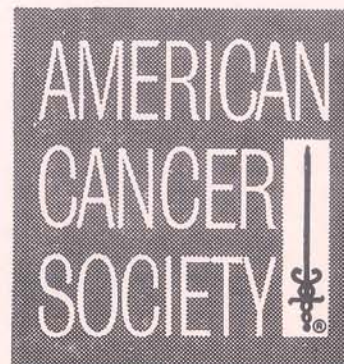
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Write for free pamphlet to the Greater New Orleans Area Unit Louisiana Division, Inc., of the American Cancer Society, 822 Perdido Street.



THE JEFFERSON PARISH YEARLY

Review

1961 EDITION

PHOTOGRAPHY, ART AND CREDITS

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COVER ART by Charles Harper, courtesy of Morton Salt Company.

PHOTOGRAPHY: All photographs illustrating "Camera Drama" on pages 88 through 101 were created by Eugene Delcroix. Since 1939 Mr. Delcroix has been working around the calendar, waiting for just the right moment to take the many artistic photographs that have appeared in the Pictorial Section of the Review each year. Mr. Delcroix also supplied photographs, one taken as far back as 1908, on pages 8 and 9, 23, 34, lower 35, top left 37, lower left 37, top 39, lower left 39, 41, top left 43, lower left 43, top left 45, 58, 59, lower two on 73, 105, lower 110, 111, top 115, 137, 143, 149, lower 152, 162, 163, 185, 187, 189, 191, 193 and lower 195. Other than the above, all not credited below, were taken especially for the 1961 issue of the Review by Fulcran Randon.

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We wish also to extend our thanks to our advertisers listed on the two following pages, of whom 35 have been continually advertising in the Jefferson Parish Yearly Review for the entire 27 years of our existence.

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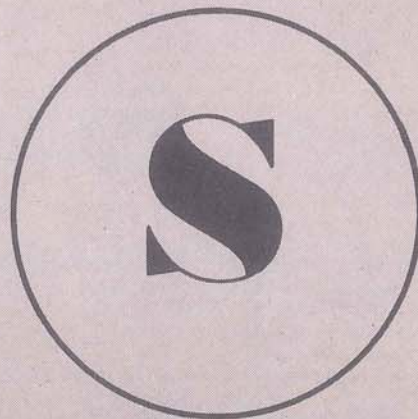
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Harry J.
SPIRO
Inc.

LARGEST REAL ESTATE FIRM
IN JEFFERSON PARISH



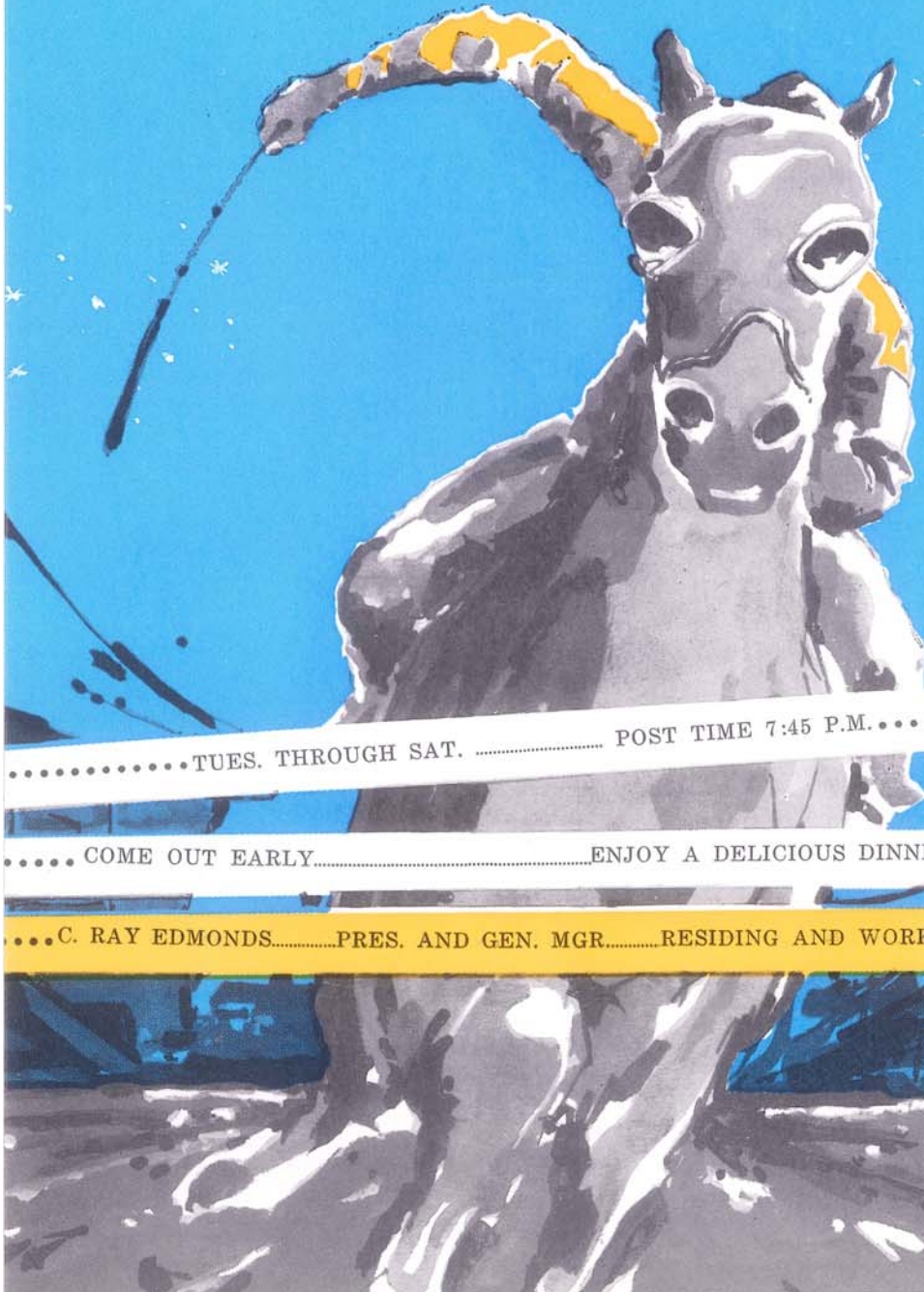
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.....TUES. THROUGH SAT. POST TIME 7:45 P.M.

.....COME OUT EARLY.....ENJOY A DELICIOUS DINNER BEFORE THE RACES.....

.....C. RAY EDMONDS.....PRES. AND GEN. MGR.....RESIDING AND WORKING IN JEFF. PARISH.....



Save 22 miles . . . Fastest way to new bridge. Avoid traffic jams. Turn right on U.S. Highway 90 at Avondale and continue on expressway to . . .

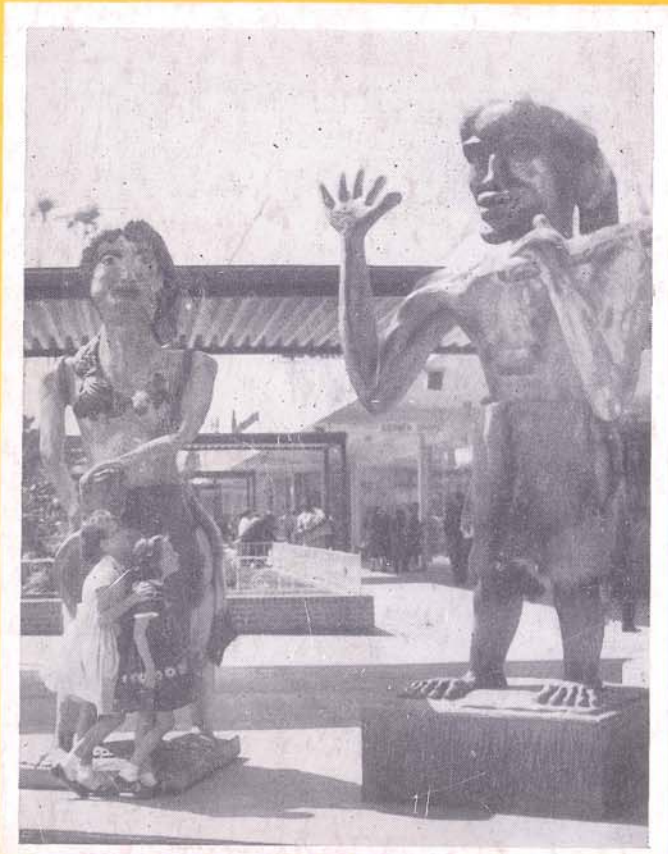


ALVIN T. STUMPF

WESTSIDE SHOPPING CENTER

still growing and expanding with Jefferson!

Avoid looking for parking in downtown New Orleans. On your way to the new bridge, stop and shop at Stumpf's Westside Shopping Center.



Caveman RUGA, his family and Shelby and Pamela Stumpf invite little children to visit and play in the Center Playground.

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This expansion makes available 193,640 sq. ft. of choice building space in one of the South's fastest growing areas. If you would like to sell your merchandise or service on the "Canal Street" of the West Bank, please communicate with:

**Waguespack,
Pratt, Inc.**

812 Perdido Street
New Orleans 12 523-1731

John W. Zaring

"15 E" Westside Shopping
Center
Gretna, La. FO 7-55

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Baker's Shoe Store	Maison Blanche
Beneficial Finance Co.	Maison Blanche Tire Store
Cardon's Barber Shop	Thom McAn Shoe Store
Duane's Shoe Store	McKenzie's Pastry Shoppe
First National Bank of Jefferson Parish	National Food Stores
Galle's Gulf Service	Singer Sewing Center
Gordon's Quality Jewelers	Stein's Mens Clothing Store
Halpern's Fabrics	Stumpf's Rexall Drugs
Jefferson Insurance Agency	Sutton's
Labiche's	Tri-Drive Restaurant
Lerner Shops	Western Auto Stores
	Woolworth's

THE FOUNDERS AND OWNERS

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



Senator Alvin T. Stumpf, Rt.



The late Dr. John F. Stumpf



Archie C. Stumpf, Ph.C.

Above are pictures of the men who brought comfort, convenience and time saving to shopping at the Westside. Most of the land on which Stumpf's Westside Shopping Center is located has been in the Stumpf's family for over sixty years.