The background of the page is a sepia-toned photograph. On the left side, there is a large, dark silhouette of a tree with many branches. The right side of the image shows a lighter, hazy landscape that appears to be a body of water or a wide, flat plain, with some faint outlines of trees or structures in the distance. The overall tone is historical and atmospheric.

The Lure of the Land of Lafitte..

Photography by Eugene Delcroix

Practically undisturbed for over 150 years has been the scenic splendor of the historic smuggler routes of Jean Lafitte and his Baratarians up from Grand Isle and Grand Terre through the connecting bays, lakes and bayous of Jefferson Parish.



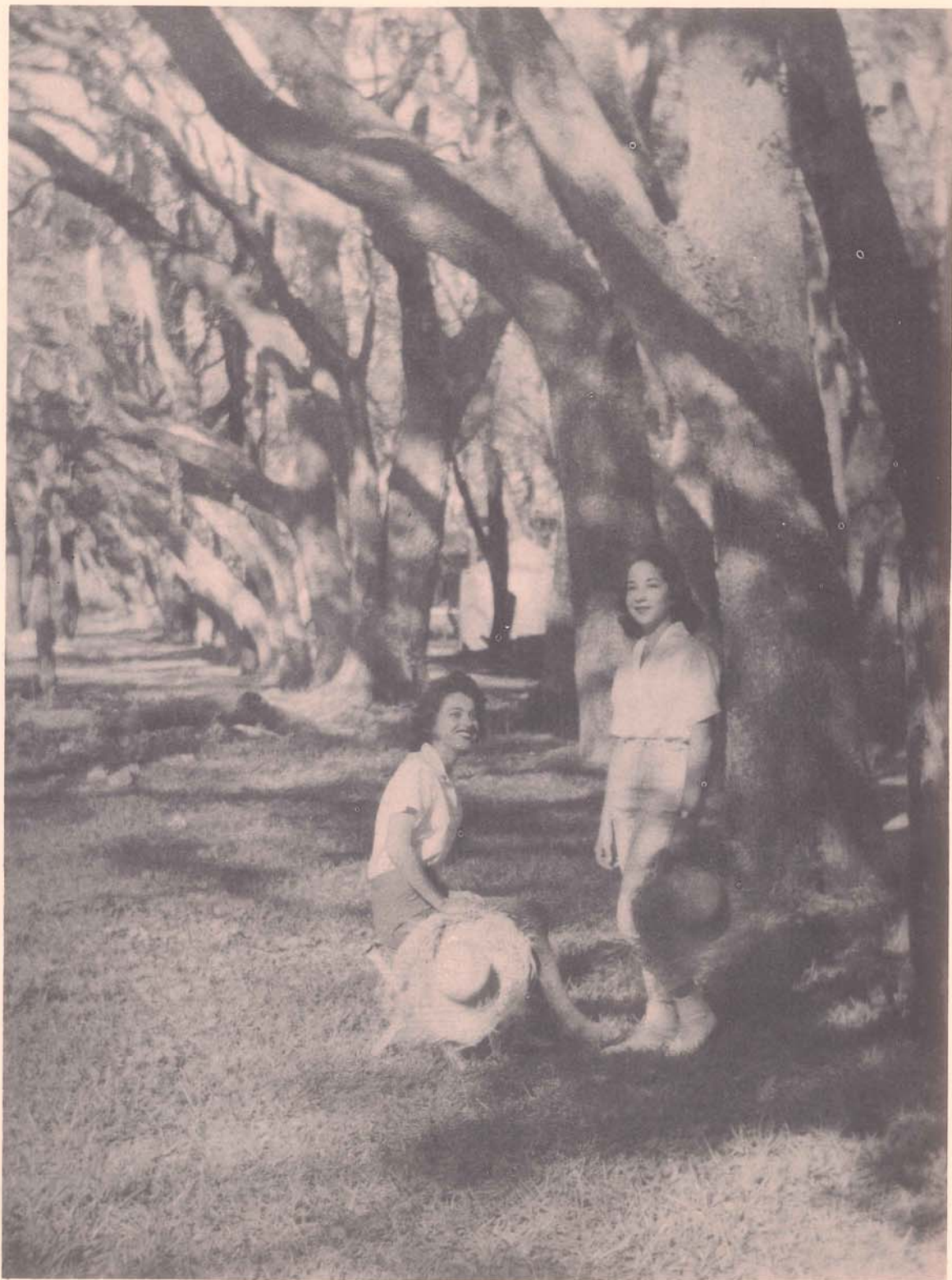
THROUGH MANY SUCH SUN DAPPLED HOLES in the canopy of moss heavy branches of cypress and oak, as where this lad is coaxing a wily bass to hit his tempting hook, the Baratarians slipped silently by with their contraband laden pirogues to New Orleans when smuggling was illegal but popular.



ON THIS SAME BEACH at Grand Isle where these modern naiads enjoy surf bathing by moonlight the Baratarian fishermen turned smugglers often celebrated a rich haul of loot from a captured Spanish merchantman by sprawling on the midnight cool sand with a keg of choice Madeira and convivial female companionship.



TO RETURN TO GRAND ISLE from New Orleans the smugglers would cross the river, make a few miles land trip to Bayou Coquille where it flows into Bayou des Familles and from there start the long paddle through the water wilderness. This is a photograph of Bayou Coquille as it is today.



THIS DOUBLE LINE OF OAK TREES along Grand Isle's backbone was planted by Louis Chighizola, Jr., son of Louis "Nez Coupe" Chighizola, Lafitte's famous Lieutenant, to protect the island's houses from hurricanes. This picture is Chighizola Lane and the girl standing is Penny Chighizola, one of "Nez Coupe's" descendants.

THERE ARE
NO ARTISTS who
can so beautifully
blend light
and shadow as
Nature casually
does daily
in the
Barataria country,
never repeating
a pattern—
as, for example,
the foliage
filtered sunlight
that partly
conceals, partly
reveals this grass
grown lane
that could be
anywhere in
Jefferson's
lovely Land of
Lafitte.



AGAIN, ON
THIS BIT OF
BAYOU

in the Barataria
country, the
Master Artist
has taken the
simple elements of
smooth limpid
water,
a tree
in bloom, a
wild flowered
bank and the
rays of the
morning sun and
has created a
masterpiece
any painter would
give years
of his life to
duplicate
on one lone
canvas.



THIS IS BAYOU
LITTLE
BARATARIA,
the northern
liquid gateway
through
Jefferson's
lovely land of
Lafitte
that extends for
about fifty miles
southward to
Barataria Bay
and Grand Isle—
the aquatic
setting for motor
boating and
picnicking
and along
which
runs the only
roads into the
Lafitte country.



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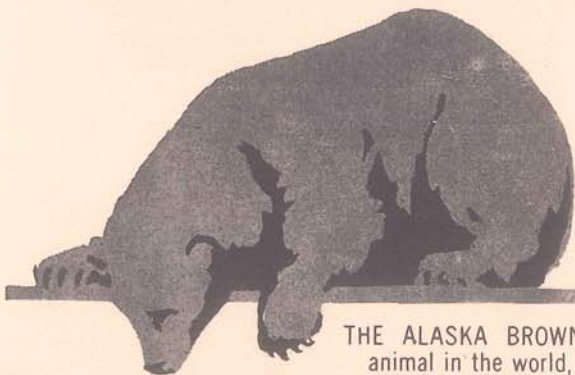
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HARAHAN

LOUISIANA



Like father, like son—the old saying was never more true than in the case of Wilty pere and Wilty fils. Seated at his desk in the Gretna Courthouse is Vernon J. Wilty, Jr., today's busy Assessor; and looking over his shoulder from the photograph is his late father who for many years was the Assessor. His friends tell the world that Vernon, Jr., is keeping up the swift pace that was set for him.

The Assessor's Office

By Vernon J. Wilty, Jr. Assessor of Jefferson Parish

"The tax assessor," says Act 1903, Title 47, of the 1950 Revised Statutes of Louisiana, "shall enumerate and list and assess property . . . and shall prepare and have ready their lists showing the valuations assessed by them. . . ."

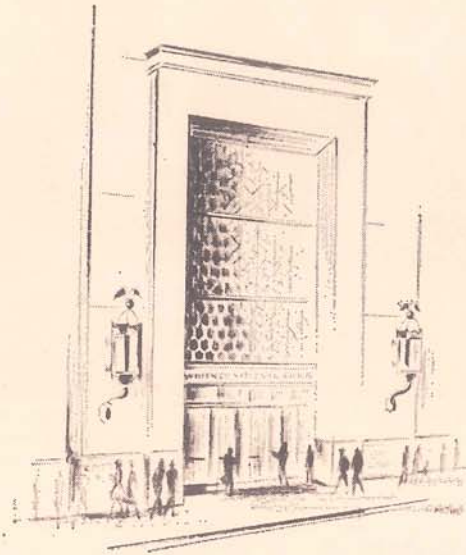
It might be added that the Assessor not only assesses property, but also acts as caretaker of all property in the Parish (county).

In computing real estate assessments, the Assessor takes into consideration (1) the sale price of the property, (2) its location, and (3) the assessed valuations of other properties in that area. To his evaluation he applies the millages levied by the various taxing districts. For instance, the millages of a certain ward and district show these services with which the taxpayer is rightly charged: Parish, School, Garbage Removal, Library Maintenance, Health Unit, Consolidated Road District, Coronor, Courthouse, Parish Building and Jail bonds, Road Lighting District, Water District, Consolidated Drainage District, Hospital Service. The total of the millages (a mill being 1/10th of a cent) multiplied by the assessment is the tax amount due. Thus, the tax on a \$1000 assessed valuation, if the millages total 82½, would be \$82.50.

Here are the steps by which the Assessor evaluates property: Someone makes a purchase, his agent records the act of sale in the Clerk of Court's office, the Assessor makes a record of that act of sale, and at the end of each year (December 31) records all properties that have changed hands under the names of the new owners. He places an evaluation on the property transferred, subject to the approval or modification of the Louisiana Tax Commission. Each property owner has a separate sheet in one or more of the Assessor's books, depending on the number of his properties. The totals from these sheets are transferred to the assessment roll, and copies are sent to the tax collector, the Louisiana Tax Commission, the Clerk of Court and the State Supervisor of Public Funds.

Some people say that progress last enters government methods. Under certain conditions, change may come slow in government and everything else; but in such dynamic times as these the public administrators have a hard time keeping up with the Joneses who are the citizens of their communities, the taxpayers with ever increasing demands of service. True, government can not be called competitive in the sense of private business, but it must keep ahead of its responsibilities or break down entirely.

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OFFICES AND FACTORIES IN PRINCIPAL CITIES



Mechanical equipment brings fast and accurate service to property owners in Jefferson Parish. Here you see recently installed IBM machines punching cards for the assessment rolls. Standing, left to right, as they watch hours of work being reduced to minutes, by the new system, are Vernon J. Wilty, Jr., assessor, and James F. Owens and Roy H. Wilty, deputy assessors. The last two attended the IBM school of instruction before putting in the system. This is one of the more notable improvements introduced this year into the operation of Assessor Wilty's office.

Progress possesses this burgeoning parish of ours. Its business activity is enormous and increasing. Your assessor and members of his staff to keep ahead of this stampede, if you will permit the expression, are doing everything in their power to meet, even anticipate the demands. What are assessors in other parishes doing? What speed-up methods have they adopted? What efficiencies have they worked out that we might adopt? What safeguards have they adopted to promote accuracy and protect fairness?

From them we in Jefferson have learned a great deal, and also we have

studied the methods, suggestions and recommendations made at the Assessors School held every year at Louisiana State University.

Here are the improvements your Assessor has introduced into his operation methods during the past two years:

1. Installation of an IBM system. Jefferson is the second Parish to install such a system, one that will greatly expedite service to the people and by its accuracy give them the assurance which many may have lacked in the past. Our office is now punching a million cards, more or less, and from these the assessment rolls will be printed in the future. When I tell you that there are now more than 100,000 listings of property in Jefferson Parish, and that there are about 20,000 transfers made every year, you will understand how great is our problem and how essential our adoption of the most modern methods to cope with it.

2. Banking by mail has become a commonplace. Why not take out a homestead exemptions by mail? This innovation goes in this year.

I do not have to remind you that anyone who owns and occupies a home in Jefferson is entitled to a \$2000 homestead exemption on the assessment. On a property assessed at \$3000, for instance, the owner, taking out his exemption, would pay on \$1000 assessed valuation. Any person who served in



Here is a candid shot of a deputy assessor on the job in Jefferson Parish. He is compiling information to be put on the tax rolls so that everybody will pay his fair share towards the public services offered the people in Jefferson.

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There is never a dull moment in the Tax Assessor's office. Even in this posed picture in the east-bank division of that operation, the staff still keeps pen in hand and is ready to resume full-tilt as soon as the little birdie gets back into the black box.

World War II or in Korea is eligible for a \$5000 Veterans Exemption for five years; if in both World War II and Korea, for 10 years. If the wife has served in the armed forces during World War II and Korea, she also is eligible for the Veterans Exemption.

The homeowner must sign the exemption application each year. In the past he has done so by appearing in person at the Assessor's office. Under the new system of this office, this November my office will mail out about 47,000 homestead exemption applications, printed on IBM cards, and all the homeowners will have to do is sign and mail the cards to this office. You have heard about the mountain going to Mahomet? Now you know what it means. This innovation will improve the efficiency in our office and it will also save much precious time for the public.

3. Cross-indexing all properties. During the past two years this office has been making a cross index, by legal descriptions, of the properties in Jefferson Parish. About 100,000 cards had to be typed, then assembled in subdivision, lot and square order. Now the records can be found without the delays of past years, and without having to know the names of the owners.

4. New Map Department. Maps are of the utmost importance to the assessing of property. Our map department is not only for office use, it is also intended for the use of the general public. Our maps include not only those secured from government agencies, but those made by our own experts, especially ownership maps to aid our cross-indexing system.

5. Consolidation of assessing and taxing districts. This has impressively

speeded up the assessment calculations. For instance, in 1961, eight tax calculations were made for every assessment in Ward 1, a section of Terrytown; since consolidation, only three calculations had to be made.

6. System of abstracting property. I have put in a system under which transfers of property are being recorded on the assessment rolls. For instance, a certain lot of ground is assessed in the name of John Brown on the 1962 assessment roll (which includes all property ownership as of December 31, 1961). If Brown sells to Jack Green in April, 1962, Green's ownership is recorded on the assessment roll next to Brown's name, and he is shown as the new owner of the property. In November, when notices are sent out, Green can be notified that taxes are due, thereby eliminating the possibility of putting his property up for tax sale.

7. Preparation of new homestead exemptions in advance. Though renewals are to be handled by mail, new homeowners must call at the office to make the first application for exemption. Formerly, the exemptions were processed after the owner arrived; from now on, exemptions will be processed in advance, so that filing should take up only a few minutes.

8. Full-time field personnel. In the past the Assessor allowed a certain period of time each year to check on new improvements. The growth of Jefferson Parish has made it necessary to add full-time field personnel to the office force. The field men will not only check on new construction in the Parish, but will also work closely with the map department whose purpose it is to present a precise picture of the changes taking place.

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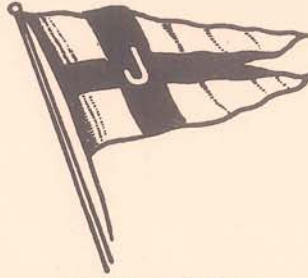
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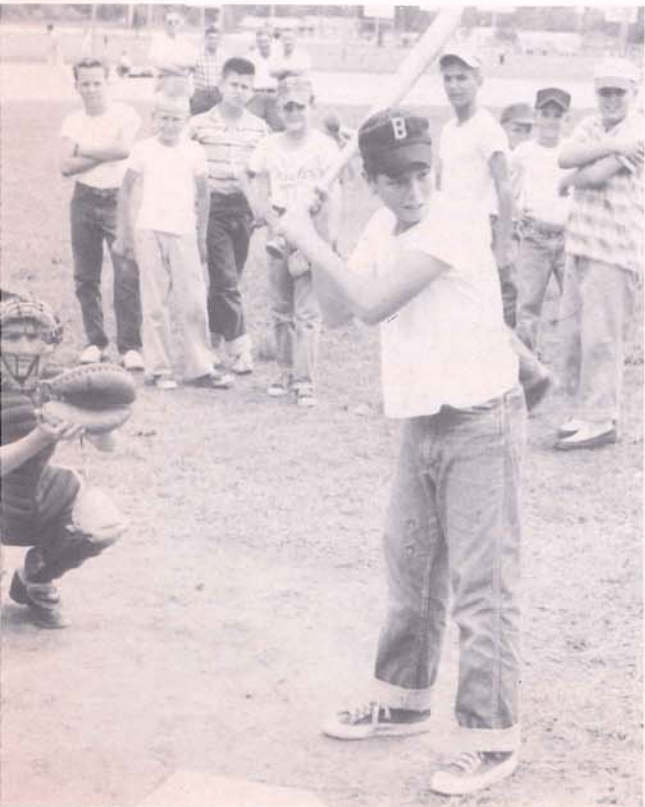
JEFFERSON PARISH RECREATION DEPARTMENT PRESENTS . . .

UPPER LEFT—Scrimmage scenes like this at East Jefferson Playground, under the watchful eyes of the coaches, can be duplicated all during the Fall at all of Jefferson's playground—for football is one of Jefferson Junior's favorite sports.

UPPER RIGHT—Pretty Lynette Jerry, of the Jefferson Parish Recreation Department, proudly displays the Roster of All-Americans of the National Amateur Athletic Association on which she is listed as the country's outstanding high jumper in the girls' division. This 17 year old beauty is a two time National Champion, having captured the national title in 1960 and again in 1962.

LOWER LEFT—A hot baseball game at the West Jefferson High School athletic field. Through the cooperation of the Jefferson Parish School Board all the West Bank school playgrounds are utilized by the Jefferson Parish Recreation Department during the summer school vacation months.

LOWER RIGHT—The Senior Masters of the Jefferson Parish Recreation Department Golden Age Club, whose members enjoy fresh air, sunshine, sports and companionship in the activities for togetherness offered in the morning, afternoon and night.



The Charles Wagner Branch Library now being constructed in the Bissonet Plaza area will honor the memory of the library's administrator who died in September, 1962.

The library put Jefferson Parish in correct historical perspective with the President of the United States. When President Kennedy visited the New Orleans area on May 4, 1962, he was presented at Jefferson's Moisant Airport by Parish President M. Dan Hogan with a copy of LSU Professor Jane Lucas de Grummond's "The Baratarians and the Battle of New Orleans." The book emphasizes the fact that it was Jefferson Parish's Jean Lafitte and his Baratarians who with their artillery so decimated the British army at the historic battle in the War of 1812.

PERSONNEL DEPARTMENT OPERATIONS

The parish's Personnel Department is responsible for recruiting and classifying civil service employees for the 14 departments included in the classified service. It is headquartered in the new Gretna courthouse with an application clerk on duty in the East Bank Office Building.

In 1962, 2,780 applicants were tested for 70 classes of work. During the year, 75 competitive examinations, i.e., those open only to parish employees, were given.

Applications for competitive and non-competitive examinations totaled 3,731. Of this number, 3,208 applications were accepted.

The department serviced 1,291 inquiries which were made regarding classes of work for which examinations were not currently being offered. Individuals applying under these circumstances were notified when applications were being accepted for the jobs they sought.

During the year, 2,187 names were placed on the eligibility lists for employment by the parish. Of that number, 486 were appointed to permanent positions.

Thirteen emergency appointments were made during the year and 384 transient appointments for 90 days or less. The latter appointments were tem-

porary or seasonal jobs, most of them requested by the Recreation Department for summer work at recreation centers, playgrounds and branch libraries.

Twelve former employees were reinstated and four transfers of employees between departments were effected.

A total of 1,004 salary increases were approved and processed during 1962; 624 separations from the civil service were reviewed and recorded, these included terminations at the end of temporary appointments.

Turnover of parish personnel averaged 3% monthly with separations and accessions greatest in the noncompetitive group. Of 277 persons granted permanent civil service status in competitive classes since the examination program was inaugurated, 226 are still employed—some of them in higher classes. Only two persons in the competitive category have been dismissed for cause—a tribute to the effectiveness of personnel recruitment and testing based on a merit system.

The parish's Personnel Board met monthly in 1962 to consider policy problems. Additionally, it held a number of special meetings to hear employee appeals from disciplinary actions taken against them. There were 41 appeals in 1962; 19 were formally heard; final decisions were rendered in 18. Decisions given by the Personnel Board upheld the actions of parish department heads in 14 of the 19 cases heard.

The Personnel Department plans to continue and improve its active recruitment and examinations for prospective parish employees, to accelerate its program of employee communications, to issue an informative and instructive manual for classified employees, to study and recommend findings to parish officials as to ways to enhance the services rendered by employees to the public and encourage and recognize the development of true career service.

PLANNING DEPARTMENT ACTIVITIES

The Planning Department received, processed and made recommendations on 248 re-subdivisions. Through subdivi-

Street and highway improvements in Jefferson Parish—a constant complicated program of connecting the new overpasses and underpasses, the new Veterans Memorial Highway and West Bank Expressway and already existing roads and streets for a faster and safer traffic flow—a combined program financed by parish, state and federal government—a seemingly confused activity of engineers, machines and men that is slowly but surely taking the snarls out of Jefferson's traffic.



vision regulations, 4,387 lots were created. Twenty miles of streets were dedicated in addition to two sewerage treatment sites and a site for a library and fire station.

One hundred and sixty two petitions for reclassification of zoning were received and processed along with 28 zoning studies made at the request of the parish council. Twenty eight public hearings were held and recommendations made to the council in connection with each of the zoning studies. A comprehensive text amendment was made to the zoning ordinance.

Members of the Planning Department attended civic and business meetings throughout the year to explain proposed parish projects and programs as well as zoning and planning matters.

The department coordinated petitions by property owners for improvements to undeveloped streets in connection with approximately 50 miles of water mains, sewerage collection lines, sub-surface drainage lines and concrete paved streets to be installed on the East Bank soon.

The Planning Department handles general printing and duplication for all parish offices. Two recent projects were the printing and binding of the revised zoning ordinance and the printing of approximately 100,000 brochures on various sewerage, paving, recreation and garbage disposal bond issues.

CIVIL DEFENSE IN THE PARISH

The importance of a vigorous Civil Defense program for Jefferson Parish was dramatized in 1962 when a survey of all buildings in the parish showed only nine suitable to provide sufficient shelter in case of nuclear attack. The survey emphasized the correctness of the national Civil Defense Office when it determined the best service it could render was to provide as many persons as possible with information which will make them self sufficient in an emergency.

Along this line, the parish civil defense office in 1962 conducted 78 classes. Sixty were on basic civil defense measures, the other 18 were in specialized fields aimed at increasing

the skills of civil defense volunteers.

The civil defense office is developing a Medical Aid Division. Installation of a parish-wide warning system was completed in April, 1962, and is to be expanded. The federal government contributed \$17,600 to this program. In the past year, the civil defense office developed and trained a task force of individuals called the Chemical, Biological and Radiological Division, which established and equipped 42 check points throughout the parish to monitor radiation levels constantly.

Other cadre forces, the Auxiliary Police and Rescue Division answered more than 100 emergency calls in the parish and surrounding areas. In order to help other parish departments to carry out their assigned tasks in case of attack, the civil defense office assisted in the purchase of government surplus special equipment, valued at \$35,262.93 but secured for only \$2,585.63.

The parish civil defense office received \$9,083.14 from the federal government in matching funds to meet its operating expenses.

In 1963, the office plans to increase the pace of its classes to train persons in civil defense measures. It plans to convert more volunteers into cadres to assure increased protection for Jeffersonians. One of the main efforts will be to increase the number of fallout shelters, both large ones for mass protection and small ones for family use.

PUBLIC'S HEALTH GUARDED

The parish's Public Health Unit became the official representative for the parish in public health matters in 1942. The staff consists of a medical director, nurses, sanitarians, part-time clinicians and other specialists. It carries on a wide range of services, free of charge to parish residents.

Among the newer or reemphasized programs are those dealing with milk surveillance, school health and mental health.

The agency is responsible for submitting milk samples to the national milk network radiation surveillance program. In the field of school health, a comprehensive immunization program

The saltwater sport fisherman in the Gulf of Mexico off Grand Isle in Jefferson Parish will reel in not only Sailfish as shown, but any one or more of 30 different varieties listed by the Louisiana Wild Life and Fisheries Commission including His Majesty the Tarpon, Cobia, Dolphin, Spanish and King Mackerel, Bonito, Blue and White Marlin, Pompano, Jewfish, Red Snapper, Sheepshead, Wahoo, Speckled Trout, Redfish, Triple-tail and many, many more, are out there in great numbers for the man or woman who loves to fish big.





Magazines for all ages and all interests are available at Jefferson Parish libraries. Here a father looks over a review of recent history while his children occupy themselves with much more fascinating reading.



Main Application Office for Jefferson Parish Civil Service jobs in Room 818 of the Jefferson Parish Personnel Department in the new Courthouse, Gretna.



A quartette of Jefferson Boy Scout Troop No. 117 build a fire in the approved Scout manner during an outing at Camp Salmon. They are (left to right) John Eric Bethancourt, Skip Weber, Steve Burch and Gary Spitzkeit.

was established in parish schools in 1961. Immunizations were offered to children in the 1st, 4th, 8th and 12th grades with booster shots supplied in 1962. The program has provided adequate protection against the communicable diseases of diphtheria, whooping cough, tetanus, smallpox and polio. An educational program about venereal diseases was presented to high schools in the Spring of 1963.

Recognizing the need for a more definitive program in mental health, the Public Health Unit and the Louisiana State Board of Health agreed to provide the services of a team consisting of a psychiatrist working part-time, a psychologist and a medical social worker to incorporate the mental health program into the existing maternal and child health services.

Among the Public Health Unit's other services are:

Inspection of individual sewerage disposal systems in those parish areas where public sewerage facilities are not yet available. Before approval is given for occupancy of the premises, these are inspected for conformity to the state sanitary code.

Food handling establishments ranging from manufacturers to restaurants are regularly inspected. Two Jefferson Parish Public Health Unit sanitarians take samples of all milk and milk products daily. Total testings made in 1962 included 14,162 routine bacterial analyses, 65,096 chemical analyses, 84 Vitamin D biological assays and 38 miscellaneous analyses.

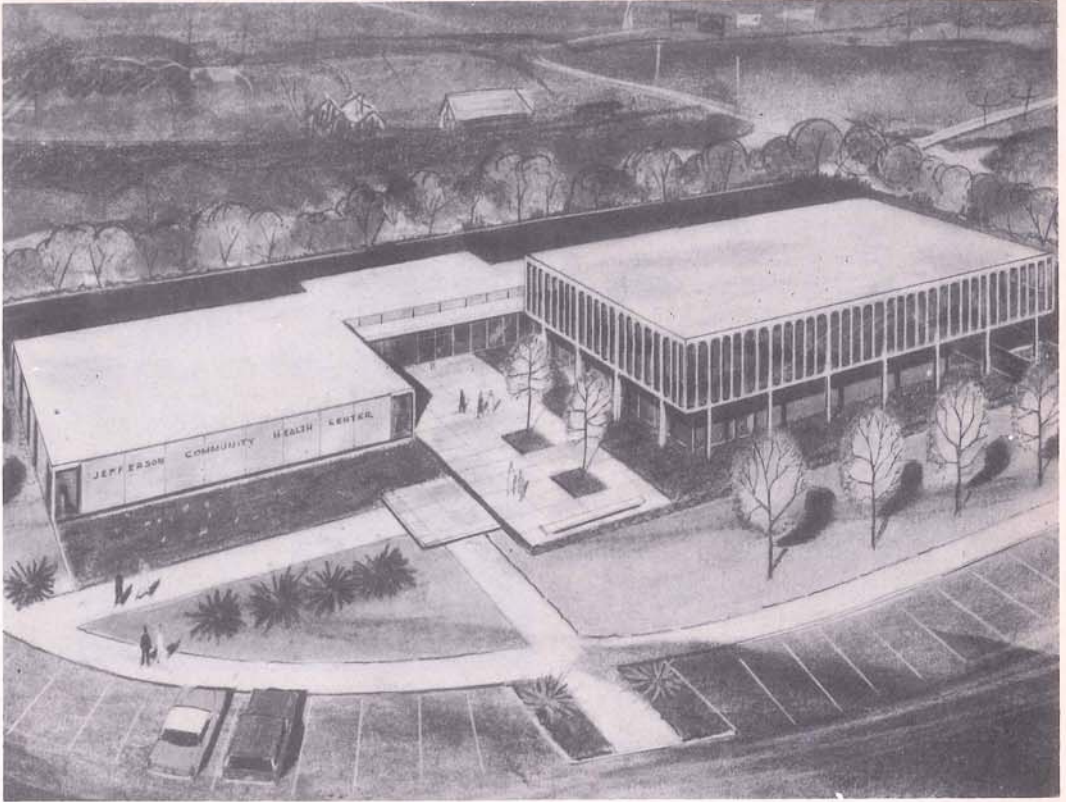
Sanitary conditions as well as safety conditions in all public places are regularly checked. Rats are caught and examined for ectoparasites and disease. Where conditions warrant, measures are carried out to control the rat population.

Rabies control in the parish is unexcelled. Not one case of positive rabies has been reported since 1954. Vaccination of more than 15,000 dogs and pickups of some 7,000 stray animals each year have helped maintain this record.

An outstanding pioneer program in Louisiana was testing the vision of preschool children at nursery schools and special clinics.

The parish's public health nurses made 8,027 home visits in 1961. A diabetic finding program has been in operation since 1959.

Films on many health subjects were shown to or lent to parish organiza-



The architect's drawing of the new \$510,000 East Jefferson Community Health Center, located on the Airline Highway under the Causeway Boulevard Interchange on the site of the old Alamo Plaza Motel. It is scheduled for completion by the end of 1963. It will contain a total of 21,000 square feet of floor space, of which 5,000 will be in the Mental Health Center (left) and 16,000 in the 200 seat Auditorium and Public Health Center (right).



M. Dan Hogan, President of Jefferson Parish, inspects the 20 foot tunnel entrance to the powder magazine of historic Confederate Camp Parapet which the Parish plans to restore and preserve as an historical site. This tunnel entrance is located at the dead end of Arlington Street east of Causeway Boulevard.



Jefferson Parish Councilmen Donald T. Gillen and George J. Ackel check the improvements made at the hazardous intersection of Airline Highway and David Drive - Hickory Street. Two left turn bays and right turn lanes were installed at this intersection.

tions, literature distributed and lectures given. Advice on nutrition is given to individuals and groups.

The dental health program was expanded in 1959 by encouraging parents to bring their pre-school children, ages 3 and 4, to dental education services.

Through the media of surveys, blood tests and investigations of the contacts of venereal disease cases, patients are discovered and placed under treatment. New cases of tuberculosis are discovered through use of surveys, patch tests, X-rays and investigation of contacts.

The chest clinic was started in 1959 to provide diagnosis, evaluation and treatment.

Many other functions in the control of communicable diseases, disorders, accidents and untimely deaths are carried out daily by Jefferson's Public Health Unit personnel.

WEST JEFFERSON GENERAL HOSPITAL

On April 25, 1962, just a month before it celebrated its second full year of operation, the West Jefferson General Hospital located in Marrero was notified it was receiving a full three-year accreditation certificate from the Joint



Something new has been added in the last year to the sprawling sulphur mine operated by Freeport Sulphur Company in the Gulf of Mexico seven miles off Grand Isle. A second production platform and bridge sections (left) now join the first production unit, which brought up the first sulphur from beneath the Gulf in 1960, giving the big offshore mine a unique "Y" shape. The entire mine is now approximately 4,060 feet in length.



Using one of the two Jefferson Parish Library's microfilm readers is a high school student on an assignment. The Library has microfilmed copies of many magazines.

Commission on Accreditation of Hospitals. This honor meant that the hospital had received the accreditation on its first inspection by the commission's surveyor.

Six thousand, eight hundred and eighteen patients were admitted to the hospital in 1962. Eleven hundred new Jeffersonians were born during the year at the hospital.

Among hospital statistics compiled in 1962 are: 177,618 meals served, 11,868 X-ray examinations made, 4,526 operations performed and 7,322 patients received in the emergency room.

The West Jefferson General Hospital has an annual operating budget of \$1,600,000. This money is largely retained in the immediate area for approximately 70% of the budget represents salaries.

SUMMARY

Tell all about Jefferson Parish in these few pages? Impossible! Too many things happen too quickly in this wonderful parish of ours to be recorded fully for posterity and today's readers. This is meant to be only a brief passing in review of events in Louisiana's fastest growing parish.



Pictured above at the ribbon cutting ceremony at the formal opening of the one mile section (costing \$2.6 million) of the Kenner - New Orleans Interstate 10. This one mile section extends from Jefferson Parish into New Orleans where it ties into the Greater New Orleans Expressway. Officiating at the ceremony were (from left) Cullen C. Schouest, Jefferson Parish Council Chairman; Harrison Schouest, Jr., Jefferson Parish Acting Safety Director; Ray W. Burgess, Louisiana State Highway Director; M. Dan Hogan, President of Jefferson Parish; George J. Ackel, Jefferson Parish Councilman; Joseph Di Rosa, New Orleans Councilman-at-large; and State Representative Edward F. Le Breton, Jr., of New Orleans.



One of hundreds of modern homes in the Harvey-Marrero-Estelle section of Ward Four that will be serviced by the newly created Sewerage District No. 8. With an efficient sewerage system being installed it is anticipated that hundreds of additional homes will be built in the undeveloped areas on the West Bank.



Gulf Atlantic Warehouse Co.'s Shrewsbury Industrial Center located at Labarre Road and the I. C. Railroad. This is one of Jefferson Parish's largest commercial facilities providing both general merchandise warehousing and distribution and leasing space for both commercial and light industrial tenants. The complex known as the Shrewsbury Industrial Center has a 45 acre tract of industrial land adjacent to it for future development and expansion for industries that wish to locate in growing Jefferson Parish.



CITY OF NEW
OFFICE OF THE



VICTOR H. SCHIRO
MAYOR

In recent years Jefferson Parish has made many vital contributions to the Greater New Orleans Area. It has prospered and grown in every respect. Today, Jefferson Parish offers many fine residential areas, splendid industrial sites and is part of a thriving economy.

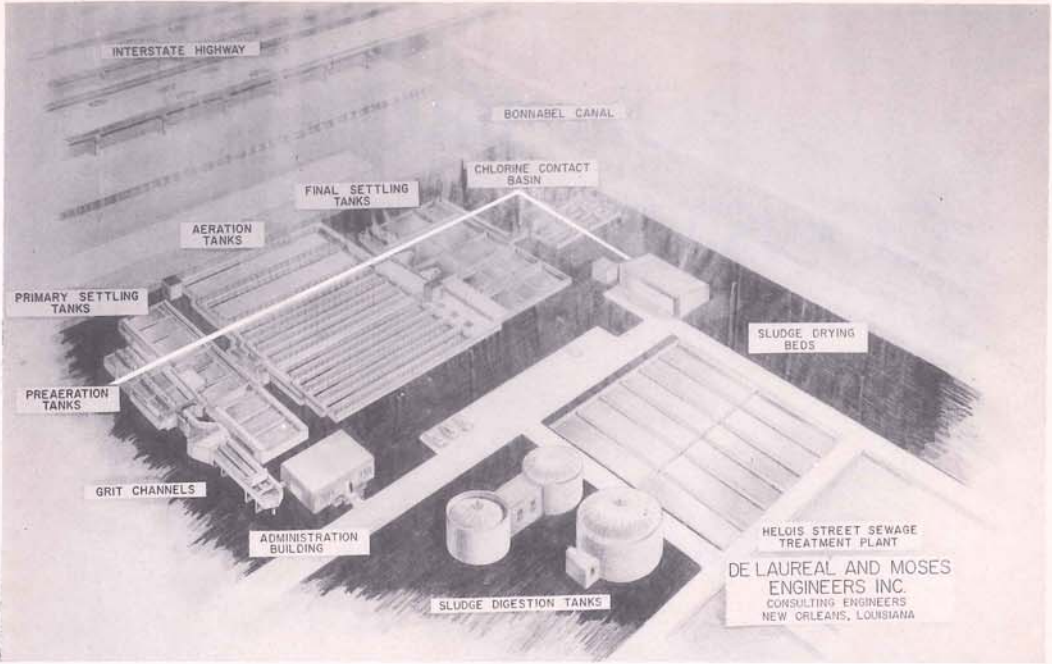
As the Mayor of the City of New Orleans it gives me great pleasure to observe this flourishing condition for it reflects our own growth and development. While it is true that New Orleans and Jefferson Parish exist as separate entities, it is also true that the good fortune and prosperity of one are closely linked with the other. Thus as we grow in an economic sense we also grow together in a close-knit unity of community interests.

NICHOLSON and LOUP

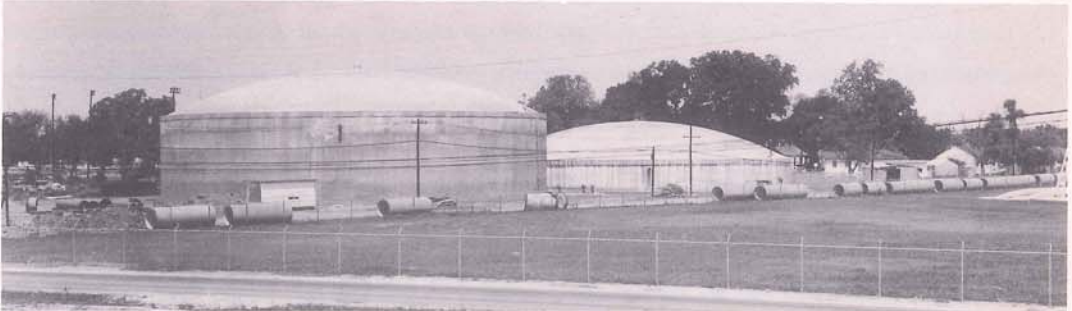
SUPER MARKETS

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The Helois Street Sewerage Treatment Plant of East Jefferson, originally designed to serve a connected population of 30,000 people, is now being enlarged to serve an additional 25,000 people. In addition, it is being completely rehabilitated to correct basic deficiencies which have caused it to become a health menace. Everything outside the white line on the attached drawing will be new construction. The plant's operation will continue throughout the building and remodeling period.



The new 5 million gallon ground storage tank (left front) at East Jefferson Waterworks District No. 1 completed in 1962 at a cost of \$345,000.



Jefferson Parish Safety Department officials inspect the equipment and firemen of Central Station, District No. 2 in Metairie.

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The Four Famous Annual Aquatic Competitions of Jefferson Parish

Three are held at Grand Isle, rated one of the ten best fishing spots in the world, and one in the beautiful Barataria Country at Lafitte.



The Bayou Rigaud headquarters for the many boats gathered to enjoy the mid summer Grand Isle Tarpon Rodeo off Grand Isle.

THE GRAND ISLE TARPON RODEO—First held in 1928 the Grand Isle Tarpon Rodeo in the Gulf of Mexico has grown to be one of the most popular deep sea sport fishing events in the South.

In the first Rodeo in 1928 there were 248 sport fishermen participating, 170 of which were from New Orleans, 64 from the state of Louisiana and 14 from other states. Today this three day Rodeo has grown until there is an annual participation of more than 1650 enthusiastic anglers. Today fifteen committee chairmen coordinate what has become the largest sport fishing tournament in the United States which, in addition to its hundreds of fishermen, also attracts thousands of excited participants. This Rodeo now has a separate Division for Scuba Divers.

There are 25 types of fish eligible

for first, second and third prizes in each category. The previous practice of awarding boats, outboard motors and merchandise as prizes has been discontinued. The awards are now all handsome gold finished trophies which the winners can proudly display in office or den.

THE WORLD'S CHAMPIONSHIP PIROGUE RACES—On a Sunday in May, on Bayou Big Barataria at Lafitte, Louisiana, are held the annual Pirogue Races for both men and women contestants from all over the nation to determine the year's World Champion in each category.

This now 29 year old popular sports event of Jefferson Parish pays annual tribute to the distinctive skill of the bayou dwellers in their frail, tricky, one paddle propelled craft that are slowly but inevitably giving way to the putt-putts.

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FREEMPORT SULPHUR COMPANY

It was back on October 13, 1934 that Mrs. E. J. Thilborger, then head of the Barataria Woman's Club, sponsored the first pirogue race which was won by Maturin Billiot, a 39 year old grandfather. He covered the 4- $\frac{3}{4}$ mile course in 51 minutes and 9 seconds to win the First Prize of \$18. His seventh cousin 54 year old Etienne Billiot took the second prize money of \$13.09, and still another member of the family, Andre Billiot, came in third to win \$8.98.

Now under the sponsorship of the Lafitte Yacht Club, the crowds of spectators are bigger, the contestants are tougher and the finishing time is constantly being paddled lower.

In the 1963 races several new features were added—a Queen and her Court reigned over the festivities and there was a new race added for teenagers, in addition to the time honored workboat race, and the Championship Races for men and women.

THE NEW ORLEANS GRAND ISLE SCUBA DIVERS INTERNATIONAL SPEARFISHING TOURNAMENT —

In February of 1959 a group of men gathered to breathe life into what is now the biggest and finest scuba spearfishing Tournament in the world. A lot of people had asked "Why?" in the beginning. The same question must have been asked at the very beginnings of the Indianapolis '500' Auto Race, the Kentucky Derby or any of the other world recognized competitions. The whole group knew that there was a need for a Tournament that would enable divers from all over the world to compete for something worthwhile, thus was born the NOGI AWARDS.

To signify outstanding achievements the Television Industry presents the Emmy; the Motion Picture Industry awards the Oscar; Now Scuba Divers have an award which will hold the equivalent distinction in the diving world, the "Nogi". Because of the International recognition which the Scuba Tournament has received it was thought that something unique in awards should mark the event. After combing the continents ranging from the Far East to the tropical West Indies, we found a man in our own area who is known for his originality, meticulous attention to detail and beauty of design in woodwork. Working with Vero Puccio, officials carefully selected for the "Nogi" thoroughly seasoned Honduran Mahogany of rich coloring and exotic grain

which has been hand carved and rubbed for a lustrous finish. Divers that are fortunate enough to win a Nogi will not only have a trophy from the only truly International Scuba Tournament, but an original piece of art as well.

In keeping with the high standards previously set in the Nogi Tournament, Nogi formed the Sporti Awards, an exclusive award for the sport fishermen who vie for top honors and a special line fishing division, which is now held during the Scuba Tournament. For the lucky winners in the line fishing division a companion trophy for "Nogi" has been originated. His name is "Sporti". The Sporti features a minutely detailed replica of the 10 species of fish in the line fishing division and all plates on the Nogi and Sporti trophies are made of sterling silver. These awards are copyrighted and patented for 28 years and are the sole property of the NOGI WORLD CHAMPION SPEARFISHING TOURNAMENT.

Like the Grand Isle Tarpon Rodeo, the New Orleans Grand Isle Scuba Divers International is held at Grand Isle, Louisiana during June each year. With the trial years a definite success, the tournament has been internationally accepted as the scuba event of the year. You might ask, what goes on during an event such as this? Well, it goes like this. Every year officials of the tournament dress in red and white uniforms with the diagonal white stripe across the shirt to represent the divers flag which is now known throughout the fishing, boating and diving world.

On the eve of the tournament, briefing and instructions concerning boats and time schedules are given to the crowd. Groups seem to feel their way—swapping fish stories and equipment know-how and measuring the competitors. Local divers assist out-of-towners with last minute rigging of guns with $\frac{1}{8}$ th inch cable. Cord is useless in and around the oil rigs, as barnacles will cut the line if a fish doesn't wrap around a cross member of the structure and break it.

On the first day of competition the last boat leaves the dock around 6:00 a.m. With so many boats in the Gulf holding divers, you can not help but see one or two as the boats move from rig to rig. Some boats find an ideal setup at one platform and stay there all day, while others touch 10 to 20 rigs searching for the big ones. By mid-afternoon the boats of the scuba fleet



The only diving and fishing tournament in the world that a catch like the above can be made is in the Nogi and Sporti International Fishing and Diving tournament which has been held off Grand Isle for the past five years. Divers, left to right: Lou Cuccia, Fred Wust, Frank Grey, Joey Albanese and Jay Albanese. Pictured at inserts on right are the beautiful trophies, The Nogi Award, and The Sporti Award.



Malcolm LeBlanc (left) won his fifth consecutive World's Championship Pirogue Race over the four mile course at Lafitte, Louisiana on Sunday May 19 in his 25 foot craft that is less than an arm's length in width. The Meyers of Lafitte, right, are keeping the Pirogue Races World's Championship for Women right in the family. After winning the title for five consecutive years over the two mile course of the annual Pirogue Races at Bayou Big Barataria, Mrs. August Meyers (left) was nosed out in the 1963 contest on May 19 by her daughter, Zella Mae (right), who is now the 14 year old holder of the Women's World Championship in pirogue racing.

arrive and begin to weigh in their fish. Problems of all kinds, hard luck fish stories, and bruised muscles are soon forgotten by divers, spectators and officials. Now the real part of the contest is under way.

The activities continue throughout the afternoon. More boats, more divers, weighing fish, changes on the fish board, and an ever-increasing crowd of intensely interested spectators make the area a beehive of activity. A New Orleans jazz band is on hand to entertain the crowd each afternoon. Other entertainments are planned for the crowd each afternoon of the tournament.

After 6:00 p.m. the crowd thins out and the divers take over the least pleasant job of the day, the repairing of equipment. An equipment "bank" is set up and the divers rush in trying to find micropress sleeves, detachable heads, rubbers for their guns, and other parts needed for repair work. "Windy", the giant compressor mounted on a truck, fills 8 and 9 bottles at a time, cutting short the normally long wait for tanks to be filled. Finally, after checking the time the boats are to leave in the morning, the divers settle down to a meal and bed.

The second day's fishing usually proves that more and even bigger fish, are still in the Gulf, and also brings forth certain species that have not been speared on the first day. Spectators and competitors alike crowd the weighing station, torn between giving their attention to the fish being weighed, boats tying up, and changes on the placement board. As soon as a boat load of divers touches the wharf, anxious divers crowd around to see if fish are evident that might erase their names from the board. The fish are either well hidden or else brazenly displayed depending on the individuals. When the scales close, the weighmaster, Marion Higgins, and the other Judges,

retire to their cabins and once again preparations are made for another day of diving.

The third morning dawns bright and clear and many boats, with various groups on each boat, head for their destinations. And so, diving for the final day gets under way.

During the final hours every boat is met by a packed wharf of spectators. After the divers wiggle their way through the crowd to have their fish weighed (with a one-eyed glance at the board to see how the fish are holding up from the day before) they join the crowd scanning each boat as it comes in. First, second and third place winners nervously survey every fish brought to the scales. At closing time the weighing station and the surrounding dock and fish display area resemble a typical busy day on the floor of the Stock Exchange with a bit of New Orleans Mardi Gras thrown in for good measure. When the scales come down at 6:00 p.m., a series of rebel yells split the air as jubilant divers find that "THEIR" fish wins a prize.

Cooperation from the people on Grand Isle, the Golden Meadow area, Jefferson Parish Council, and the State was tremendous and of course is a must for staging a contest of this caliber, these people should be commended for their foresightness for perpetuating a world event that leaves hundreds of thousands of outer state tourist dollars in these areas.

THE GRAND ISLE REDFISH RODEO—Sponsored by the Grand Isle Young Men's Business Club each October at Stell's Outboard Marina, this three day Grand Isle Redfish Rodeo is now in its fourth year.

First, second and third place trophies are awarded at the close of each day's fishing. Final grand prizes are awarded at the close of the Rodeo for the five largest and two smallest redfish caught during the three days.

In the 1962 Rodeo the largest redfish caught weighed 34½ pounds and the smallest 10 ounces. Marion Higgins, the weighmaster, weighed in over a ton of fish in one hour. Around 500 fish were caught during the Rodeo in the fishing area between Bell Pass and Four Bayous. Although only in its fourth year the Grand Isle Redfish Rodeo is already annually attracting around 300 fishermen. This year the Rodeo is scheduled for October 11, 12 and 13.

STATE HIGHWAY DEPARTMENT CONSTRUCTION IN JEFFERSON

Director Ray W. Burgess of the Louisiana Department of Highways reports that during the past two years (as of March 14, 1963) the Highway Department has constructed over 40 miles of new highway improvements in Jefferson Parish at a cost of \$10,259,190. In addition there are nearly 10 miles now under construction costing \$8,966,809.

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Participating in a \$1,025,000 contract signing ceremony for a new 400-ton incinerator and the building which will house it and other equipment for the Jefferson Parish East Bank are, Cullen C. Schouest, Council Chairman, at right, signing for Jefferson Parish; Jack Wilson, President of Gervais F. Favrot Co., Inc., who signed for the contractor; and in center, David W. Godat, Consulting Engineer in charge of the project. Later Mr. Schouest signed additional contracts for the balance of the \$2,000,000 Bond Issue, for stokers, furnaces, cranes and controls. The present 200-ton incinerator, which will be rehabilitated out of the bond issue money, will be used in conjunction with the new one when it is completed in the latter part of 1964.



Four Girl Scouts of Jefferson Parish Troop 81, Mrs. R. A. Bethancourt, Leader, are shown improvising a wash basin in a backyard camp-out at 621 Dodge Avenue. They are (left to right) Rita Ann DeGruy, Elizabeth Ball, Bonnie Lee Bethancourt and Karen Elliot.

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Pictured here is one of the new homes just completed in the Harahan, Kenner area. This graceful setting is typical of Jefferson, where on large wooded lots, more and more lovely residences are being built.

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

Of the four founders one is still active in the Company—he is Chairman, Board of Directors, Crawford H. Ellis, who for 50 years, until 1961, served as President. Dr. Edward G. Simmons who served during his lifetime as Executive Vice-President, died on January 14, 1958. Dr. Marion Souchon was Vice-President and Medical Director until his death in April, 1954, and Eugene G. McGivney was Vice-President and General Counsel at the time of his death in 1948. In the short time since its inception Pan-American Life has progressed at a rate unparalleled by any other company in its field. Today hundreds of thousands of policyowners in 28 states and 10 Latin American Countries and many islands of the West Indies are protected by its outstanding insurance coverage.



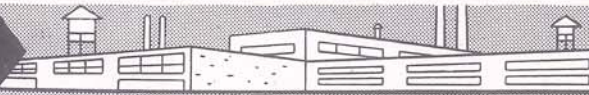
Shown above is one of the Continental Oil Company's Distribution Terminals in Jefferson Parish which supplies oil, gasoline and accessories to the service station outlets.

A typical weighing in at Stell's Outboard Marina during the three day Redfish Rodeo held at Grand Isle each October. This is only one of many fishing rodeos held throughout the year in Jefferson.

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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

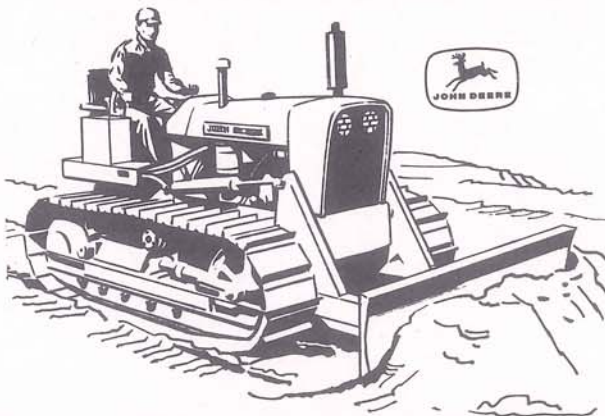
From left to right starting top: Hon. L. Julian Samuel, Judge Fourth Circuit Louisiana Courts of Appeal; Hon. Leo W. McCune, Judge of Juvenile Court; Hon. John C. Boutall, Judge Division C 24th Judicial District Court; Hon. L. Robert Rivarde, Judge Ad Hoc 24th Judicial Court; Hon. Frederick J. R. Heebe, 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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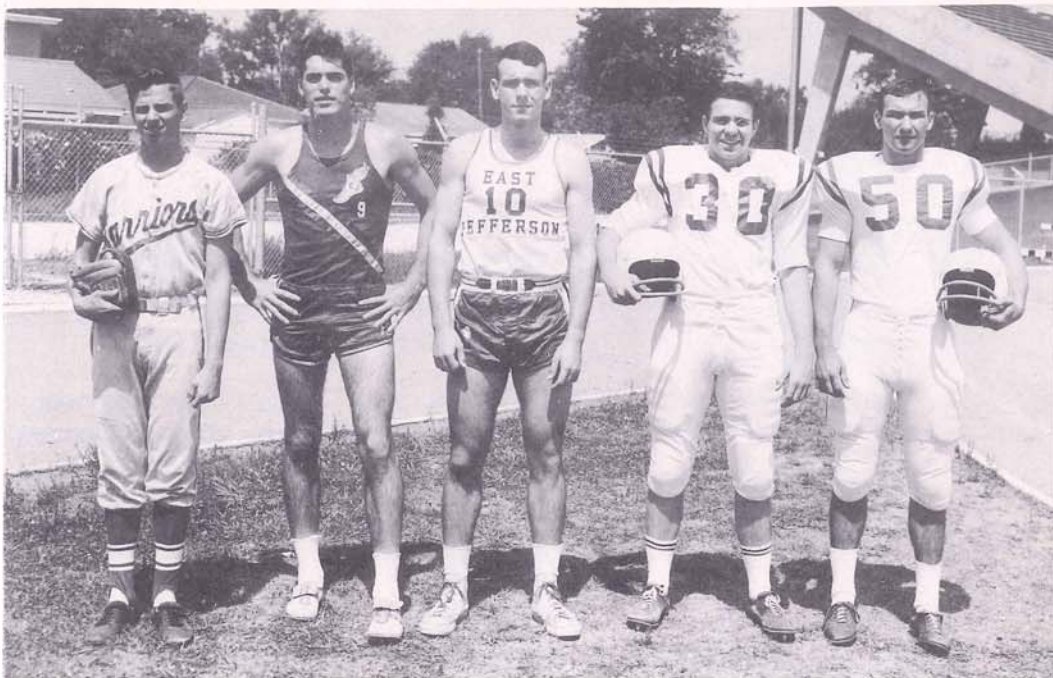
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EAST JEFFERSON HIGH SCHOOL CHAMPIONS

Denny Palazzo (far left) with a 10 to 0 record pitched the Warriors to the Championship of District No. 4 in 1961. In 1962 he led the Varsity to the State Semi-Finals with a 4 and 1 record and during the season was voted East Jefferson's most valuable player. As a result of Denny's 5-0 record, one game being a no hitter, the East Jefferson Varsity has reached the 1963 State Semi-Finals after one round of play.

Randy Juge (second from left) has been a member of the East Jefferson Track Squad during his three years in High School. In 1962 he set school records in the high jump (5' 10 1/2") and the discus (143 feet). This year he has bettered both records with a 6'-2 3/4" in the high jump and 146 feet in the discus throw.

Dennis "Denny" Beck (third from left) having transferred to East Jefferson from Louisville, Kentucky, being 6'3" tall played center-forward on the basketball team and was a starter in every game. He scored a total of 420 points in 1963, averaging 19.6 points per game in public district play. He maintained a straight A scholastic average for the entire four years of high school. He was chosen on the New Orleans Metropolitan area's All-Public, All-Prep and on the Louisiana's High School Coaches All-State Team.

Skipper Graham (No. 30) Left Halfback and Co-captain of the football team was voted the most outstanding back on the squad and led the team offensively until late season injuries. Named on All-Public District Football Team by Times-Picayune, by Coaches of District and by WDSU-TV.

Harry Smith (No. 50) Offensive Center and Co-captain of the East Jefferson Football team. A fine team man and deep punt snapper. Named on All-Public District Football Team by Coaches of the District and WDSU-TV.



Pictured are Mobile Units at Barataria Special School used for special students. Adjoining Mobile Units and used for the same purpose but not in picture is the former Barataria Boulevard School.

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Students Hannelore Schroth, Paula Richerand and Susan Irwin in the Foreign Language Laboratory of Riverdale Girls High School listen to tape recordings to develop correct pronunciation. The teacher is Mrs. Lillian Smith.



Members of the Spanish Class at Riverside Girls High School enact a bull fighting tableau.

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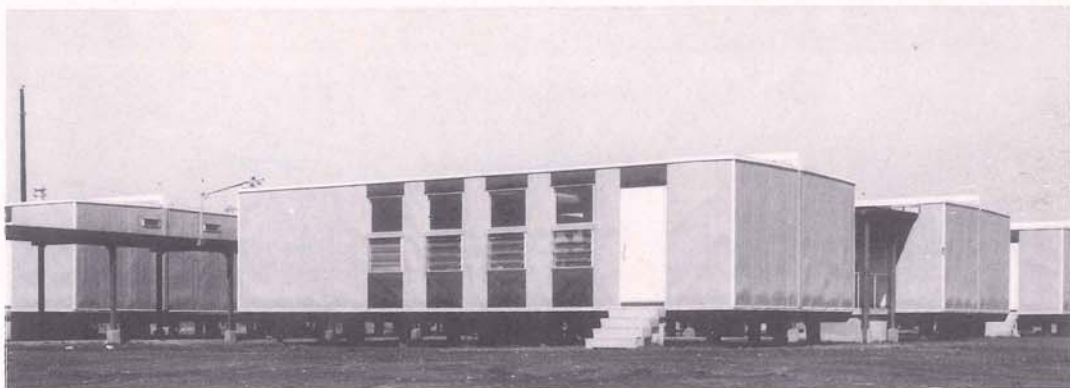
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In the 8th Grade General Science Class of Fisher School students (left to right) Barbara Creppel, Lydia Berthelot and Ralph Rojas study microscope slides under the direction of Science Teacher Edward Perrin.



The new football field and stadium which was ready for use in September 1962, of the Negro Lincoln High School in Marrero.

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Literature is introduced in the Jefferson Public Schools at the First Grade level. Shown here at Bissonet Plaza School are First Graders enjoying their fascinating book "Story Time." Trying to keep from looking at the camera (from left to right) are Debbie Verges, Gary Skipwith, Elizabeth Dupree and John Lux. The First Grade teacher is Mrs. Marjorie Eberle.



Rick Carlson, Steve Moeller, Janet Schiffman and Karla Gilmore (reading left to right) of the J. C. Ellis School present the puppet show, "The Story of Cinderella" of which the children of the school made all the scenery and puppets.

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Several students of Metairie Grammar School put on an Assembly Period skit commemorating the annexation of Alaska, complete with bearded "sourdoughs" and gold miners.



One of the West Jefferson High School Honor Classes in English, teacher Miss Marlyn Solis. First row (front to back) Gail Arceneaux, Wayne Bonvillain, Margie Fremin, and Ronald Lawson. Second row, Barbara Clearman, Shirley Conlee, Marcia Hartman and Roger Bull. Third row, Brenda Boudreaux, Sandy Karst and Mary Mitchell. Fourth row, Linda Perez, Charlene Richoux and Stephen Yanca.



Poise, social grace and good manners are the by-products of this Class in Square Dancing being enacted by the First Graders of Harvey School.

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In this Crafts Class at Boulevard Special School the students are making crab and dip nets. Those being displayed by the boys in the back row demonstrate that the professionals had better look to their laurels.



First Graders at George A. Cox School learning to tell time. Left to right are Jack Kidwell, Barbara Brazeal, Laurie Mitchell and Donald Lathrop. The teacher is Mrs. Ruth Waites.

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Winners in the Essay on Louisiana Contest of Gretna Elementary No. 1 School, sponsored by teacher Miss Therese Eckert, for the whole school. First place winner was Susan Weyer (far left); second place was won by Madeleine Guthrie (center); and third prize went to Karen Burlet (far right).



Kenner Junior High students intently examine the new Science Department equipment during Mr. Simpson's Anatomy Class. Notice the complete exposed cross section of the human torso and rib cage lying in front of it.

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In the Second Grade Social Studies Class of Westwego Elementary School the students above enact the various roles in their study of Community Helpers. The two nurses are Rebecca Perret and Karen Wright. The policeman in the center is Ronald Bailey. The doctor is Kennedy Croom and the fire chief is Joel Porche.



Students of McDonogh 26th School display their ingenious artwork—Spring scenes made by the straw and ink technique. Proudly presenting their masterpieces are (left to right) Robert Cardinale, Debra Dunavant and Michael Lafont. Still working on hers is Susan Antill (seated).

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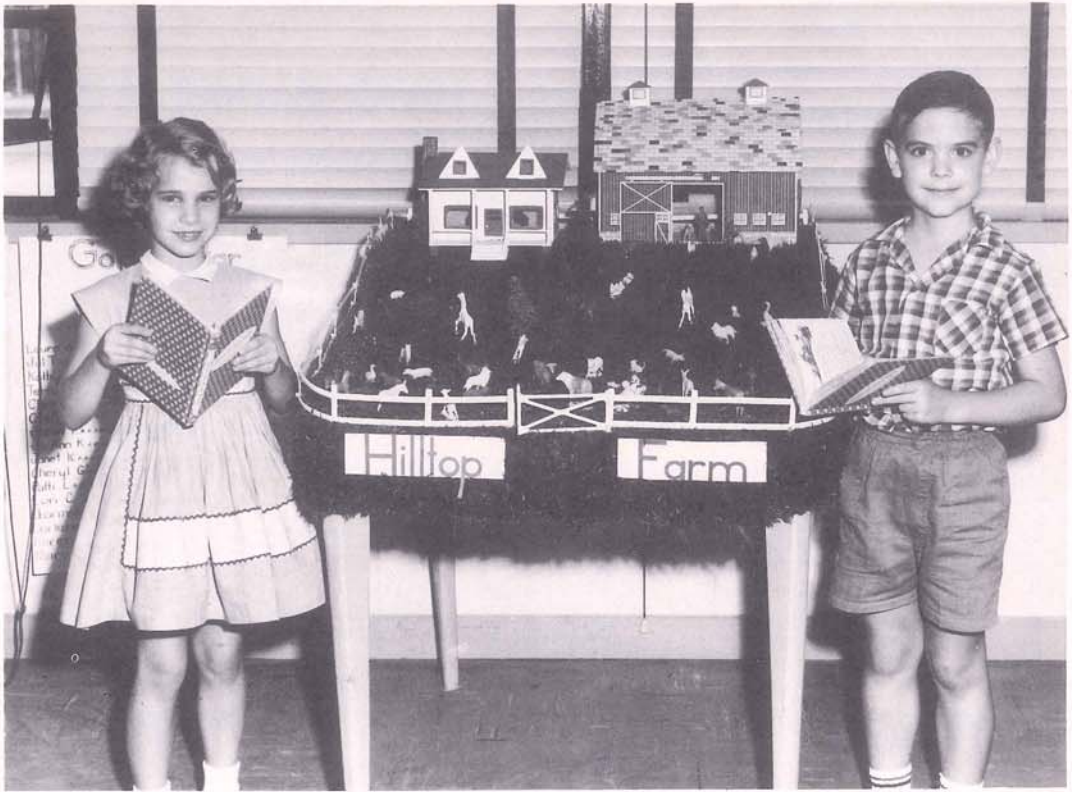
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Second Graders Janet Fink and Stephen Kiern of Bridgedale Elementary School proudly demonstrate the model so artistically constructed to supplement the class reading assignment "The Story of Hilltop Farm." The three dimensional is educationally intentional—it dramatizes the printed words and pictures.



The study of birds in the Science Class at Gretna Park School. Identifying the various species from the models are (left to right) Mark Brockhoeft, Drew Willis, Wanda Parker and Summer Keith.

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Seated, clockwise and starting with men at foot of table: Hon. Henry Parra, Jr., Ward 11, Grand Isle; Hon. Robert G. Murphy, Ward 2, Gretna; Hon. Loney J. Autin, Ward 1, Gretna; Hon. Wilfred J. Berthelot, Jr., Ward 5, Waggaman; Hon. Andrew J. Karst, Ward 4, Marrero; Hon. Jules Nunez, Ward 6, Lafitte; Mrs. Dorothy Herfarth, Secretary to Mr. Higgins; Lem W. Higgins, Superintendent of Schools; Hon. Leon E. Soniat, Jr., Ward 8, Metairie; Hon. Emile Gennaro, President, Ward 8, Metairie; Hon. Vincene Glaise, Vice President, Ward 4, Marrero; Hon. James M. Hornsby, Ward 9, Highland Acres Subdivision; Hon. James H. Stevens, Ward 9, Harahan; Hon. Robert C. Navarre, Ward 3, Lower Harvey; Hon. John L. Sykes, Ward 7, Melvin Subdivision; Hon. George C. Gibson, Ward 10, Bissonnet Plaza Subdivision, Hon. Paul F. Dastugue, Jr., Ward 7, Jefferson Heights; Hon Samuel J. McGrew, Ward 8, Metairie; and Hon. Bert C. LeBlanc, Ward 4, Harvey.

Standing, left to right: Frank Ehret, Visiting Teacher; Peter C. Bertucci, Business Manager; Paul J. Solis, Assistant Superintendent of Schools; Charles Talbot, Assistant Comptroller; Edgard Stevens, Comptroller; Lloyd J. Clancy, Visiting Teacher; Carl Lazarone, Lunch Room Supervisor; Paul Hubbell, Supervisor of High Schools; H. Ashley Schexnaildre, Supervisor of Elementary Education; Lloyd Bourgeois, Visiting Teacher; Anthony A. Caramonta, Visiting Teacher; Harry Glover, Jr., Supervisor of Health and Physical Education; Lou Blanda, West Bank Supervisor of Health and Physical Education; and Jos. S. Yenni, East Bank Supervisor of Health and Physical Education. Miss Ruth Pitre, Supervisor of Elementary Education was out of town when photograph was taken.

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JEFFERSON PARISH School Board Officials

Left: Hon. Emile Gennaro, President, Jefferson Parish School Board and member of Executive Committee.

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

Lower middle: Hon. Vincent Giaise, Vice President Jefferson Parish School Board and member of Executive Committee.

Lower right: Hon. Samuel J. McGrew, member of Executive Committee.



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Officials' Directory

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OTHER ELECTED AND APPOINTED OFFICIALS OF JEFFERSON PARISH

JUSTICES OF THE PEACE (Elected): Lycester L. Trauth (Wards 1, 2 and 3) and Raymond E. LeBlanc (Wards 4 and 5), Courthouse, Gretna; Leo E. Kerner, Jr. (Ward 6), Lafitte; Jared A. Wilkes (Wards 7, 8 and 10), East Bank 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), Courthouse, Gretna; Mrs. Charles Pizani, Jr. (Ward 6), Lafitte; Louis A. Rome (Wards 7, 8 and 10), East Bank Office Building, Metairie; Herman G. Dutreix, 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; Harrison Schouest, Jr., Acting Director, Department of Safety and Franklin R. Rodriguez, Department of Planning, East Bank Office Building, Metairie. Edward P. La Bruyere, Department of

Finance, Clarence A. La Bauve, Department of Roads and Bridges, Harold E. Kytile, Legal Department, Domenic Albano, Department of Personnel, David G. Terrebonne, Budget Analyst and Research Director and Harry E. Evans, Director of Civil Defense, Courthouse, Gretna. Bert Chalona, Director of Department of Recreation, Office: 1521 Palm St., Metairie.

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

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

CHIEF DEPUTY ASSESSOR: As of July 1, 1963, when this Directory was prepared the office was vacant. Courthouse, Gretna.

CHIEF DEPUTY CLERK OF COURT: As of July 1, 1963, when this Directory was prepared the office was vacant.

CHIEF INVESTIGATOR CORONOR'S OFFICE: William J. Gautreau, Jr., Courthouse, Gretna.

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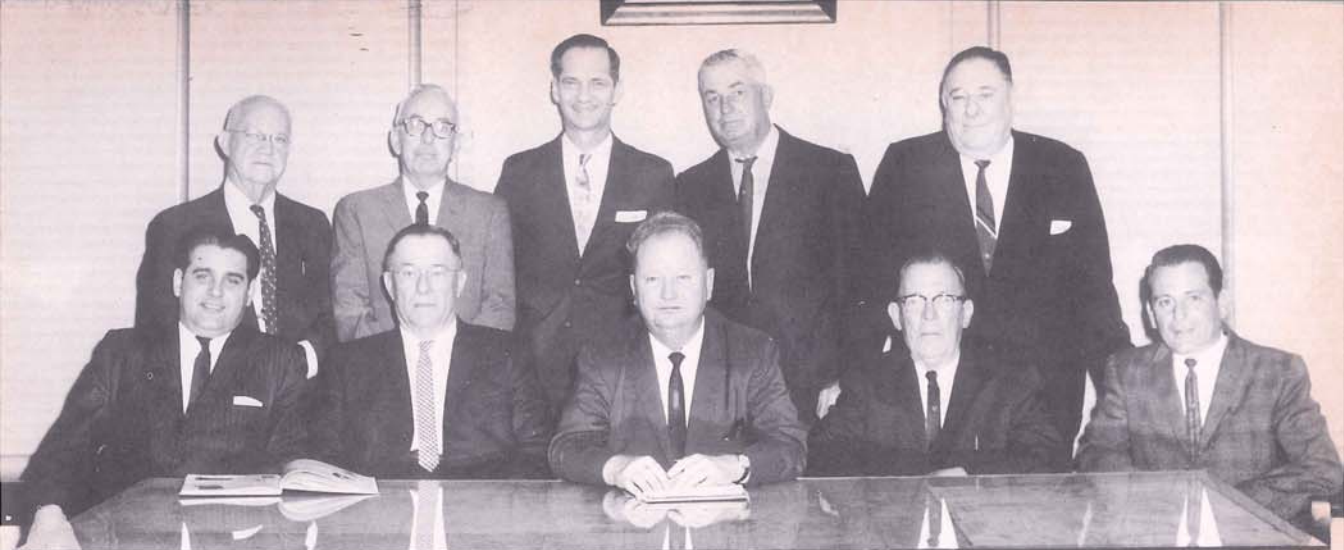
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OFFICIALS OF THE CITY OF GRETNA

Seated, from left: Louis A. LeBoeuf, Jr., Alderman; Eugene Gehring, Alderman and Mayor Pro-Tem; William J. White, Mayor; G. Ashton Cox, Alderman; and A. J. Marchese, Alderman. Absent when photograph was taken was Armond L. Lehnig, Alderman. Standing, left to right: Andrew H. Thalheim, City Attorney; Alvin E. Hotard, City Engineer; Wilfred L. Bush, City Clerk; John P. Ray, City Treasurer; and Beaugard Miller, City Marshal and Chief of Police Department.

Gretna's Golden Anniversary Year 1913 – 1963

By Mayor William J. White



Fifty years ago on May 19, 1913 that part of Jefferson Parish on the West Bank commonly known as Gretna, and which had been the seat of parish government since 1884, was proclaimed a village by Governor Luther E. Hall of Louisiana.

Actually the new village comprised the communities of Mechanickham and New Mechanickham, old Gretna and new Gretna (now parts of Wards Two and Three). Because Mechanickham possessed a cooperative Justice of the Peace, who would marry eloping couples of Jefferson Parish or New Orleans any hour of the day or night, the several streets of the combined communities had acquired the popular name of Gretna. This was a take-off from Gretna Green, that historic town on the border of Scotland similarly popular prior to 1856 because legal marriage then required nothing more than the declaration of willingness of the two contracting parties in front of two witnesses. Governor Hall's proclamation officially legalized the popular name of Gretna for the new village and parish capital.

John Ehret of Ward Three was appointed Mayor of the new village. Dr.

Louis J. Stumpf and John F. Matthews of Ward Three and Nicholas J. Zimmer of Ward Two were the first Aldermen. The first meeting of the Mayor and Board of Aldermen was held on May 24.

On June 3, 1913 the Board of Aldermen voted to incorporate the adjoining community of McDonoghville into the Village of Gretna and, since its addition gave Gretna the necessary population for city status, Governor Hall on August 20 ratified the action of the Board and proclaimed the new combination the City of Gretna. From McDonoghville (now part of Ward One) William Huber and Frank Schurb were appointed members of the expanded Board of Aldermen.

The history of Gretna goes back nearly two centuries before it became officially and legally the City of Gretna in 1913. It was the site of the plantation of Jean Baptiste d'Estrehan, established around 1720 on a land grant from the King of France directly across the river from New Orleans which had been founded on the East Bank of the Mississippi only two years previous. This French aristocrat is remembered for having started around 1721 the historic Destrehan Ditch that eventually became the Harvey Canal Link of the Intracoastal Waterway through Jefferson Parish.

It was first dug by slave labor as merely a drainage ditch from the Mississippi River to the swamp in the rear

of the Destrehan Plantation. But later in 1737, he hired a large number of German immigrants, who had been lured to Louisiana by the blandishments of John Law's Company of the West propaganda, to expand it and extend it as a canal. With wooden shovels, brawn and sweat those sturdy German settlers widened and deepened it to Bayou Little Barataria for bringing furs, seafood, oysters and timber out of the bayou country. For their labor they received plots of land to live on and cultivate for their own use.

The land awarded these Germans became known as Mechanickham. The Old Courthouse and the Memorial Arch of present day Gretna stand on the original site of Mechanickham, which was merely a town common with two streets on each side. Later some land was added to the west and was called New Mechanickham. Later some land was added on the east and called Gretna. Still later more land was added to that and called New Gretna.

It was the purpose of Jean Baptiste d'Estrehan to build around his canal a thriving town which he called Cosmopolite City. It later became simply known as Destrehan and is today the unincorporated community of Harvey.

A hundred years later (around 1836) Nicholas Noel Destrehan, the grandson of Jean Baptiste, enraged because a jury had fined him \$10,000 for ordering his slave whipper to flog a fellow townsman who had merely borrowed a skiff belonging to him without permission, relinquished all responsibility for Mechanickham and turned it over to the Parish of Jefferson.

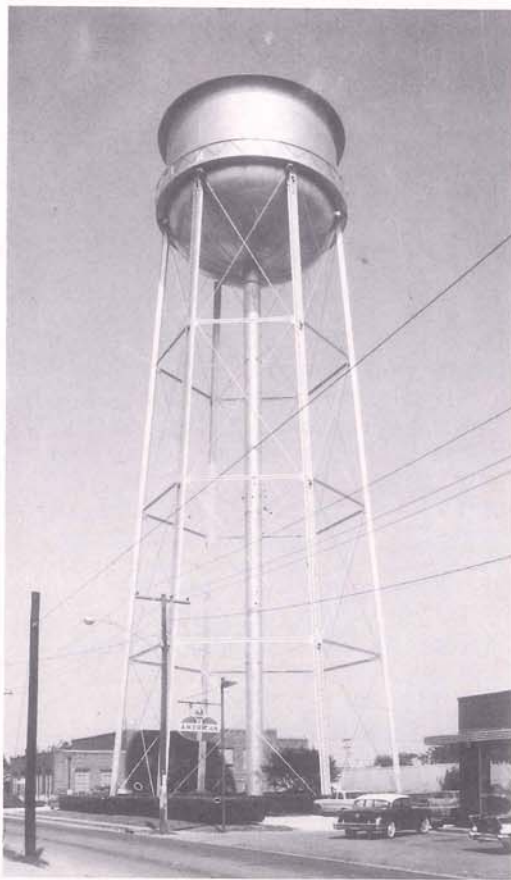
Just east of Mechanickham, about the same time Destrehan transferred it to the parish, John McDonogh established a plantation which produced vegetables for the New Orleans French Market that netted a daily profit from \$80 to \$100.

John McDonogh, the much maligned New Orleans philanthropist who was accused during his lifetime of being a miser, but who when he died bequeathed his entire fortune for the building of schools in New Orleans, Baltimore and Jefferson Parish, had left a successful business in New Orleans following an unhappy love affair to live a lonely bachelor life on his Jefferson Parish plantation. In his day John McDonogh was undoubtedly the richest man and largest property owner in Louisiana.

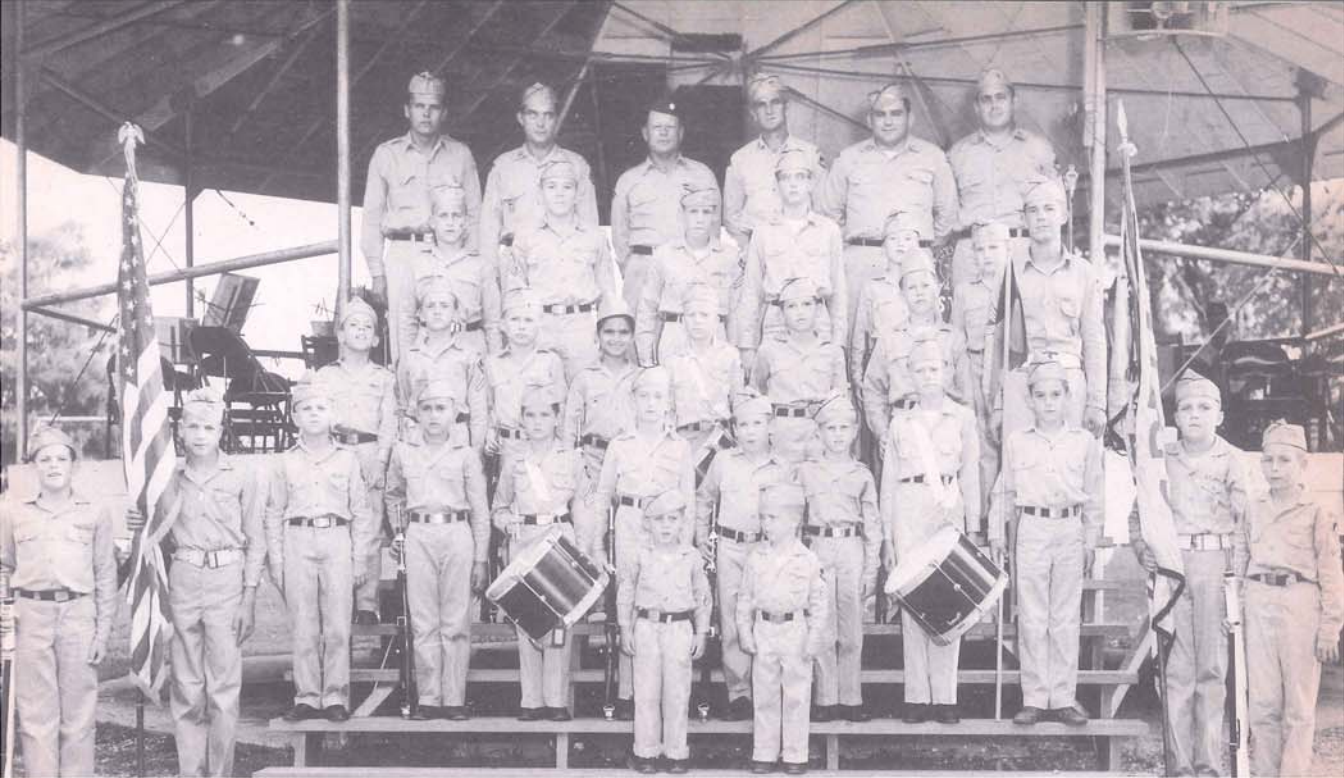
Because he permitted his slaves to work out their freedom, the community which grew up around the McDonogh plantation was first called "Freetown." Around the 1880's and 1890's it was frequently called "Gouldsborough" after the railroad magnate Jay Gould. But its most common name was "McDonoghville."

The old site of McDonoghville is marked today by the McDonoghville Cemetery originally set aside by John McDonogh on his land as a graveyard for his slaves, in which he was the first white person to be buried when he died in 1850.

This historic cemetery was turned over to the parish in 1892. A sexton was put in charge to rescue it from weeds and roaming cattle, and the custom of allowing both white and Negro to be buried there, a fence separating the two sections, has been observed ever since. John McDonogh's body was later removed to the family vault at Baltimore, but the cemetery still re-



The present overhead water tank of the Gretna Waterworks, a landmark in the city. It has recently been repaired and repainted at a cost of \$10,940. The water system, sanitation and streets of Gretna are all under the capable supervision of Alderman Eugene Gehring, who is Chairman of all the Departments.



A detachment of the 300 Gretna Rangers who drill and march and are also taught basic military training so later they can apply to Officers' Candidate schools. The officers are Col. Louis A. LeBoeuf, Jr., Lt. Col. Wilson A. Russell, Capt. Clifton Larousse, Capt. John Hilton, Capt. Nolan Terrebonne, 1st Lt. Ennio Cardinale and 2nd Lt. Charles Emerson.

mains—Jefferson's Monument to one of its most celebrated citizens.

This, in brief, is the history of Gretna's beginning and the details of its proclamation as a city fifty years ago this August—the city that was the birthplace of the two widely divergent celebrities: Dr. Alfred Mercier in 1816, the noted physician, poet, author and philosopher who in 1876 founded the Athenee Louisinain, the society dedicated to the perpetuation of the French language in Louisiana and Mel Ott,

home run record holder of the National League, who joined the New York Giants when he was 16 and still playing baseball with McDonogh-Jefferson High School. The officials of the City of Gretna, in memory of a great baseball player and an outstanding man, changed the name of their fine park to the Mel Ott Park.

Now let's look at Gretna as it is today—a half century after it officially became a city.

In its lead role as the Oldest, Largest

The Gretna Vikings—the 1962 City of Gretna Football Champions in the 95 lb. division. Front row, left to right: Rene Gandolfo, Marvin Vicknair, Pat LeBoeuf, Kelly Talamo, Stephen Henning, Joseph White, Henry Denicola and Gary Moore. Second row, left to right: Adrian Boudreaux, Michael Mitchell, Arthur Breslin, Thomas Sheppard, Arnold Lachmann, Michael Strohmeier and George Armbruster. Top row, left to right: Richard Guthrie, Coach; Donnie Walden, Joseph Kass, Michael Wille, Mike Gremillion, Michael Orgeron, Henry Twickler, Frank Dollinger, David Blackman and Darryl Rabalais, Assistant Coach.





A detachment of the 100 Gretna Rangerettes. They also drill and march in parades. They are also given basic military training. The officers are Col. Marilyn (Mrs. Louis A., Jr.) LeBoeuf, Maj. Hazel Strickland, Capt. Doris Boudreaux, 1st Lt. Roena Larousse, 2nd Lt. Mabel Terrebonne and 2nd Lt. Ellen Hilton.

and Capital City of Jefferson Parish and West Bank Gateway to the Mississippi River Bridge, Gretna has doubled its population since 1950 (1963 population estimated at 25,000) and is rapidly filling its once empty suburbs with smart new subdivisions and modern homes. Last year (1962) Gretna issued building permits for 102 new houses alone.

This rapid population growth and suburban expansion represents not only proud progress but poses a problem. Gretna has already outgrown its long

faithful and up to now adequate two million gallon per day capacity Water Plant.

The Recreation Department of the City of Gretna is under the supervision of Alderman Louis A. LeBoeuf, Jr. Assisting Mr. LeBoeuf, is his wife Marilyn and other dedicated men and women who supervise well conducted programs throughout the year.

The 1962 City of Gretna Champions of the 110 lb. Bantam Football League. Front row, left to right: Lenny Thibodeaux, Kenny Haydel, Glenn Roland, Dwayne Tullus, Bobby Hasling and Kenny Bush. Second row, left to right: Russell Leblanc, Richard Brown, Keith Night, Larry Melancon, Mike Pscenicka and Pete Soutullo. Top row, left to right: Ronald Guthrie, Coach; Ronny Catney, Mike Bush, Bill Caldwell, Harry Delger, James Branton and Ray Loup, Assistant Coach. Not shown, Karry Simon.





The new wading pool at Gretna's Mel Ott Park, in conjunction with the large swimming pool. This wading pool is equipped with concrete benches and walk space around pool for parents while watching their children. Under the direction of Alderman A. J. Marchese both swimming pools and wading pools were constructed.

Officially aware of the civic necessity of not only providing an ample water supply and fire protection for its present residents (now 5500 water customers, 150 new ones in 1962) but also to supply the new residents and businesses steadily moving in, the Board of Aldermen in April passed a resolution to seek property owner approval of a \$1 million Bond Issue to expand the present Water Plant from 2,000,000 gallons per day to 5,000,000 gallons per day, add a new elevated storage tank of 300,000 gallons capacity and increase the present ground storage capacity by 850,000 gallons, and extend 12 inch mains to the city's outlying sections. Plus a \$250,000 separate Bond Issue to construct a new Administration and Operational Building at the Water Plant site.

When the Bond Issue election was held on May 25, 1963 it was soon obvious that the people of Gretna were solidly behind their civic leaders on this issue of more water for daily use and fire protection. Both Bond Issues were overwhelmingly approved.

GREтна'S RAPIDLY EXPANDING RECREATION PROGRAM

We follow WATER with RECREATION because this city wide year round increasingly popular program with every year more and more participants also posed a growing financial problem that also had to be referred to the people. The following brief resume will give you a good idea of what RECREATION means to Gretna.

Gretna put eight teams in the field in 1962 in the popular Bantam Football League for boys 9 to 13. All were uni-

formed by the city at a cost of \$40 per boy, and since a squad usually carries 30 players the average cost per team was around \$1200. The Vikings (from the McDonoghville area) won the City Championship and were only defeated in the Little Sugar Bowl at Reserve, Louisiana, by a score 13-12.

So popular is Bantam Football in Gretna that an annual banquet for the players in January at the Veterans of Foreign Wars Hall, where the Vikings were presented with their Championship Jackets, over 700 enthusiastic football fans bought tickets to attend.

In the 1963 Football Season Gretna will put 12 teams in the field in the Bantam League, averaging a team for about every 2500 population and will join the Southeastern Conference Bantam League.

In basketball in 1962 sixteen boys' teams ages 8 to 15 and six girls' teams

Track Meet Winners of 1963 in the Gretna Recreation Department Girls' Division. They are, first row, left to right: Marilyn Sazdoff, Connie McDonald and Petrica Peer. Second row, left to right: Darby Singletary, Rebecca Marsalone, Lola Adams, Wendy Kreller and Janet Herbez.





The beautiful interior of the Gretna Methodist Church which in 1962 was presented in the Year Book of the Encyclopædia Britannica because of its outstanding architectural features.

ages 9 to 14 were uniformed. Baseball and softball are both also popular in Gretna. In the 1963 baseball season Gretna put in the field 18 uniformed boys' teams and 9 girls' softball teams in the ages 8 to 13.

TWO NEW SWIMMING AND WADING POOLS

Early this summer two new children's wading pools were opened at Mel Ott Park and Gretna Park, each adjacent to the big swimming pool but each in a separate fenced enclosure 60 by 180 feet.

This summer, with its \$300,000 two new swimming pools—the one at Mel Ott Park accommodating 900 white swimmers and the one at Gretna Park accommodating 300 Negro swimmers—Gretna will stage swimming meets. Special days will be reserved at each pool for the use of handicapped and retarded children.

Typical of the attractive homes that are being built in Gretna's Derbes Park subdivision.



The Grid Rangers and Rangerettes Program for boys and girls 7½ to 17, is rapidly expanding in both activities and numbers. There are now 300 Rangers and 100 Rangerettes, all of whom have furnished their own uniforms and their own tents for campouts.

The Grid (standing for Gretna Recreational Instruction Division) Rangers and Rangerettes were guests of the Gulfport Yacht Club in August 1962, were guests aboard the U.S.S. Destroyer Woodson and were also invited by officialdom to visit the Alvin Callender Airport.

In the expanding city wide recreation program—mostly scheduled and staged at Gretna's four Outdoor Recreation Centers—Gretna has not forgotten its Senior Citizens and is now planning the formation of a Golden Age Club.

Up to now the entire Recreation Program of Gretna has been financed out of the City General Fund. But so rapidly is the city expanding and multiplying and along with it the demand for more recreational facilities and equipment, that the voters in the same Special Election of May 25 on the Water Bond Issues, were asked to approve an additional 3 mill tax on all taxable property in the City of Gretna for a period of ten years to provide funds for the City Recreational Program. The revenue from this tax will be used to purchase playground equipment and awards; to



The new home of David Crockett Central Fire Station in the 1000 block of Lafayette Street. Removed recently from 205 Lafayette.

improve present and two anticipated additional playgrounds; to provide facilities for cultural activities; and to operate and maintain the year round Recreational Program.

As in the case of the Water Bond Issues the property owners of Gretna approved the additional 3 mill tax overwhelmingly.

This is a good place to recall with pride that during the 14 years of my administration as Mayor of Gretna, the resident property owner voters have not turned down any bond issues prepared and presented by the Board of Aldermen for their approval. This merely means that the officials of the city

during my tenure of office have reflected the will and wants of the people of Gretna and have accurately kept their fingers on the pulse of the city's progress and problems thereof.

FIRE AND POLICE PROTECTION

Gretna has long been proud of its Five Volunteer Fire Stations that not only serve the city proper but also the new suburban expansion south of the city limits. The most recent development in the fire fighting program was the transfer for greater efficiency of the David Crockett Central Fire Station from 205 Lafayette to the new station in the 1000 block of Lafayette

Shown under construction is the giant Woolco Department Store scheduled for opening in early fall of this year. The site is across the Expressway from the beautiful Stumpf's Westside Shopping Center in Gretna. Presently located in the same area with Woolco is Kirschman's Furniture Store; occupying 25,000 sq. ft. Adjoining these two retail institutions, additional stores totaling 82,000 sq. ft. of floor space are to be built. There is to be customer parking for more than 1,700 cars.





1913—FIFTY YEARS AGO—THE FIRST OFFICIALS OF THE NEW CITY OF GRETNA

Seated, left to right: William Huber, Alderman; John F. Matthews, Alderman; John Ehret, Mayor; Nicholas J. Zimmer Alderman; Frank Schurb, Alderman; and Dr. Louis J. Stumpf, Alderman. Standing, left to right: Fred A. Middleton, City Attorney; Peter Leson, City Marshal; and Jules F. Hotard, Secretary. Left insert: John S. Erlinger, City Treasurer. Right insert: William J. White, City Tax Collector.

where are now housed two trucks and all the necessary equipment.

Gretna's 18 man police force, augmented recently by the addition of a trained police dog to track and corner criminals, still carries the unblemished record of no unsolved murders on the book.

NEW POST OFFICE

The job of enlarging and renovating the Gretna Post Office at a cost of \$250,000 continues. The building, which was erected in 1936, will be made 60 feet longer, will be air conditioned throughout and will be furnished with all new equipment.

WOOLCO COMES TO GRETNA

Indicative of Gretna's growing business importance is the establishment of the Woolco Department Store, the second in the South and the first in this area, at Stumpf Boulevard and the West Bank Expressway. It will have parking space for over 1700 cars and the store itself will have 117,626 square feet. It is scheduled to open in early fall of this year.

GRETNA'S STREET PAVING PROGRAM

As part of the planned Gretna Street Improvement Program the contract was let and construction started in June on the paving and installation of sub surface drainage of ten Gretna streets: Gretna Boulevard from Belle Chasse Highway to Hero Drive; Twelfth Street from Lafayette Avenue to Fried Street; Weyer Street from Third Street to West Bank Expressway; Eighth Street from Richard Street to Gulf Drive; Richard Street from Fifth Street to

Eighth Street; First Street from Huey P. Long Avenue to Derbigny Street; Second Street from Huey P. Long Avenue to Derbigny Street; Friedrichs Street from Whitney Avenue to Stumpf Boulevard; Stephens Street from Whitney Avenue to West Bank Expressway; and Solon Street from Monroe Street to West Bank Expressway. In addition to the above, petitions for the paving of several other streets are now being processed and will be put up for bids before the end of the year.

THE RECAPITULATION IS IMPRESSIVE

On this, its Fiftieth Birthday Year, the City of Gretna can point with pride to its complete city wide modern sewerage system (a project and a problem the major portion of the unincorporated areas of the Parish of Jefferson and three of its municipalities are now attacking); to an efficient police force and fire fighting facilities; to a city wide garbage and trash collection program at no cost to the householders; to a modern city wide street lighting system made possible by a 5 mill tax approved by the voters back in 1958; to a well launched street paving program with sub surface drainage; to new subdivisions and modern homes mushrooming in its suburbs; to a popular city wide recreational program which will now be expanded and accelerated by the new approved 3 mill tax; and the Bond Issues to finance enlarging of its Water Department facilities to keep pace with Gretna's skyrocketing population growth. 1963 is a year for Gretna to celebrate much more than just a birthday.

(Continued from Page 89)

next year, 1,916 tons moved on it, and in 1960, the total tonnage climbed to 5,194. This was followed by the astounding increase to 29,000 tons of commerce in 1961!

Another waterway which West Jefferson may someday realize is a West Bank Seaway for ocean-going vessels to sail directly from the River to the Gulf. The need for a direct, short-cut and deep-draft channel from the River to the Gulf, shortening by many miles the distance from the Port of New Orleans to the Gulf, has been with us for a long time. Of course, construction of such a Tidewater Channel through St. Bernard Parish is halfway to reality, and this great waterway will be of tremendous benefit to the New Orleans metropolitan area in providing a direct route, some 40 miles shorter, to the Gulf than does the Mississippi River.

The West Bank was one of the areas under study some years ago as a possible route for a Tidewater Channel to the Gulf, but the St. Bernard route was chosen for the first deep-water channel.

This does not mean, however, that a second River-to-Gulf outlet through West Jefferson will not be built in the future. In fact, a spokesman for the Corps of Engineers in Washington has told me that this possibility is still under study. I am hopeful that such an ocean vessel outlet through the Parish, to be built jointly with your federal and local funds, will become a reality in the not-too-distant future. Most assuredly, such a Seaway would bring more business and industry to the West Bank, and greater economic growth and prosperity for all of Jefferson would follow.

These various waterways in West Jefferson are contributing immeasurably to the development and prosperity of business and industry in the Parish and throughout South Louisiana; they also form a part of the great inland waterway system of our country; which is so vital to the strength of the United States.

The people of Jefferson can well be proud of their part in advancing the growth and progress of the Parish. The West Bank remains the "New Frontier" of the Parish—that part of Jefferson which will continue to grow and prosper in the years to come and will become as densely populated as the East Bank. In the decade, 1950-'60, Jefferson's population rose by 101 per cent, or by approximately 105,000 people; and today's population is more than 235,000,

and the future holds for a continuing increase.

This population "explosion" in the Parish has produced, and will continue to produce, challenging problems, but the events of the past ten years show indubitably that the citizens of Jefferson, and their business and government leaders, are able to meet these challenges and to find progressive and constructive solutions for them.

In the words of a noted American, the late Governor Al Smith of New York:

"Let's look at the record."

In the decade, 1949-'59, the average annual income of Jefferson citizens increased by 106.7 per cent to \$5,709.00; this was one of the higher percentage increases for Louisiana parishes during that ten years, and was the second highest annual income of all the parishes in Louisiana. I am confident that in the past four years that income figure has continued to rise.

The reactivation of the Michoud plant at New Orleans by the National Aeronautics and Space Administration is creating a growing number of jobs for work on the Saturn rocket which will provide the means for the Apollo spacecraft to carry an American to the Moon within this decade. At peak operations, a total of some 12,000 people are expected to be employed at the Michoud plant and the Mississippi Testing Facility in nearby Hancock County, Mississippi, and the surrounding Louisiana parishes and Mississippi counties.

Many citizens living in Jefferson now have jobs at Michoud, and this tremendous industry has helped to reduce unemployment in Jefferson Parish and in the New Orleans area generally. Furthermore, the great shipbuilding contracts awarded to Avondale Shipyards in the past two years have opened up more jobs there, and also in various related businesses which have secured sub-contract work in connection with the shipbuilding.

These are but two of the larger industries which have expanded their operations and in so doing, have helped to boost employment opportunities in the Parish. There are more: Freeport Sulphur Company, American Cyanamid, Coca-Cola Company, Gulf Bottlers Inc.—all of these companies either have expanded their existing plants and operations, or built new ones, during the past year. Furthermore, the construction industry in Jefferson has had a very good year, with new subdivisions,

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homes, apartment houses, office buildings, banks, other company buildings, and country clubs and other recreational facilities, all going up at a rapid pace. In fact, of the three parishes in the New Orleans labor market area (i.e., Jefferson, Orleans and St. Bernard), Jefferson led in the number of house dwelling units completed or under construction by the end of 1962—3,420, or 55.5 per cent of the total units in the metropolitan area.

Two of the largest apartment buildings now under construction in the area are on the West Bank: Orleans West, to cost an estimated total of \$25 million, and Victory Drive Plaza, to cost about the same sum. These are only a few of the many structures of all kinds built, or placed under construction, during the past year.

Another important development for the entire Parish last year and this year has been the obtaining of more than \$6 million (thus far) from the Accelerated Public Works program. Most of this money is being used to build much-needed sewage treatment plants and other sewerage facilities for communities on both the East and the West Banks. Parish President Dan Hogan; Council Chairman Cullen Schouest, and the other Councilmen; Mayors Donelon of Harahan, Keller of Westwego, D'Gerolamo of Kenner, and the Aldermen in their communities, and many others provided the driving force to encourage the people of Jefferson to approve several bond issues so that federal funds from the Accelerated Public Works program would be forthcoming.

East Bank Consolidated District No. 1; West Bank Sewerage Districts No. 8 and 9; the cities of Kenner and Harahan; and the Parish's Sub-Sewer District No. 1 on the West Bank, have been the first districts and cities to be awarded public works funds from the initial \$400 million appropriated by the 87th Congress last Fall. I was pleased to work for the enactment of this appropriation in the closing days of the last Congress, and to have such splendid cooperation from all the officials of Jefferson Parish.

Now that both the House of Representatives and the Senate have approved an additional \$450 million for this vital program, and President Kennedy signed the legislation into law, I am confident that other districts and communities in Jefferson will be able to obtain funds for construction of badly-

needed sewerage facilities and other projects.

Of the benefits which the Parish has derived, and will receive, from this program, they are many, but by far the most important factor has been the foresight of the people of Jefferson in approving the necessary bond issues, so as to provide local contributions for these projects. There is no doubt that the Accelerated Public Works program will prove beneficial to the Parish, both in terms of more jobs, and of improved public facilities for the health and general welfare of the people of Jefferson.

All of this is leading up to my pointing out that the New Orleans labor market area—Jefferson, Orleans and St. Bernard Parishes—has realized a splendid drop in unemployment this past Spring. In the months of February, March and April, 1963, the tri-parish area maintained an unemployment rate below 6 per cent—i.e., 5.8 per cent. For the first time in more than two years, the U. S. Department of Labor reclassified the area as one of "moderate" unemployment, as opposed to its previous classification of "substantial" unemployment.

Basically, this rise in employment has been attributed to expanding employment at the Michoud plant (as noted above), and the resulting sub-contract work provided for related businesses and industries in the area; the increase in shipbuilding; in the production of fabricated metals, and in the use of transportation - utilities services.

It was in March, 1961 that Jefferson and the other parishes were first classified as an area of "substantial" unemployment, and just three months later in June, 1961, the area reached a high of 8 per cent unemployment. But since that time, by the joint efforts of the government and business leaders of the Parish, and of the two neighboring parishes, the outlook now for the metropolitan area is splendid indeed.

I have been advised that the forecast for Jefferson is good through this quarter of the year—that is, through June, and that the outlook probably will remain strong for the rest of 1963. The fine improvement in employment opportunities, and the constant growth and development of business and industry in Jefferson is solid evidence that the Parish has emerged fully from the last recession, and is embarking on a steady climb towards its greatest prosperity in the years ahead.



OFFICIALS OF THE TOWN OF GRAND ISLE

Left to right: Frank Bradberry, Marshal-Tax Collector; Joseph H. Shepard, Water and Gas Commissioner; Virginia T. Adam, Town Clerk; Joseph A. Augustin, Alderman 3rd Ward; Frederick D. Gatz, Alderman-at-large and Mayor Pro-tem; Edward A. Camardelle, Alderman 4th Ward; Clyde W. Pregeant, Alderman 1st Ward; and Louis T. Acosta, Alderman 2nd Ward. Insert: Nathan Greenberg, Attorney.

Grand Isle – Its Business Is Your Pleasure

By Michael A. Harris, Mayor



Just about two automobile hours from downtown New Orleans is one of the world's top ten deep sea sport fishing spots, the state's only saltwater recreationland and the most recently incorporated municipality of Jefferson Parish—the town of Grand Isle.

Before Louisiana became a state and Jefferson became a parish Grand Isle, just off the mainland in the Gulf of Mexico, was inhabited solely by Baratarian fishermen who, after the Louisiana Purchase in 1803, became the faith-

ful followers of Jean Lafitte, the Pirate. With him they laughed at the law for ten long years, bringing their loot from captured merchantmen up through the intricate maze of bays, bayous and lakes of the present Barataria Country of Jefferson Parish. But in the Battle of New Orleans on January 8, 1815 those pirates turned patriots and joined General Jackson in defending the flag of the government they had so long defied. Pardoned by a grateful government for their previous unlawful acts, most of them returned to Grand Isle and their original livelihood of fishing for oysters and shrimp. Many of their descendants still live on the island and still follow the same vocation.

For the next hundred years and more Grand Isle remained an almost unknown primitive paradise accessible only by boat. It was not until a road and wooden bridge were built to the island in the early Thirties that vacationers in greater numbers discovered the beautiful eight mile long beach of golden sand with its surf without undertow for safe swimming, and sport fishermen found the infinite variety of fish to be caught in protected Barataria Bay at its back and the Gulf of Mexico in front.

Today it is nationally known for its famous annual July three day Grand Isle Tarpon Rodeo, started in 1928 and which now attracts as high as 2,000 competing sport fishermen, plus hundreds of spectators. It is already well known for its more recent Fall Redfish Rodeo (scheduled for October in 1963) in which 286 fishermen participated in 1962 with the largest redfish caught weighing 34½ pounds.

A sizeable fleet of deep sea charter fishing boats, headquartered in Bayou Rigaud back of the island, are always ready to take the constant flow of fishing parties out to the more than a hundred drilling platforms in the Gulf around which over twenty varieties of fish like to gather. For the outboard motor fishing enthusiasts fishermen visitors can rent skiffs and speedboats or haul their own rigs. There is even landing facilities for fishermen coming in private planes.

Grand Isle is ideal for surf fishing and swimming and has been selected unanimously as the best possible salt-water theatre for the annual SCUBA Divers Rodeo. For the young and the young in heart, water skiing is at its best in Bayou Rigaud and surrounding bays and inlets.

Today as you cross the new concrete and steel bridge from the mainland (the old wooden bridge has been left standing for use by pedestrian fishermen) you will quickly notice that this popular vacationland has become an enterprising and progressive town with a Mayor and Board of Aldermen, a capable and courteous police force, a well equipped volunteer fire department, and a competent Planning Commission that is systematically programming the town's future.

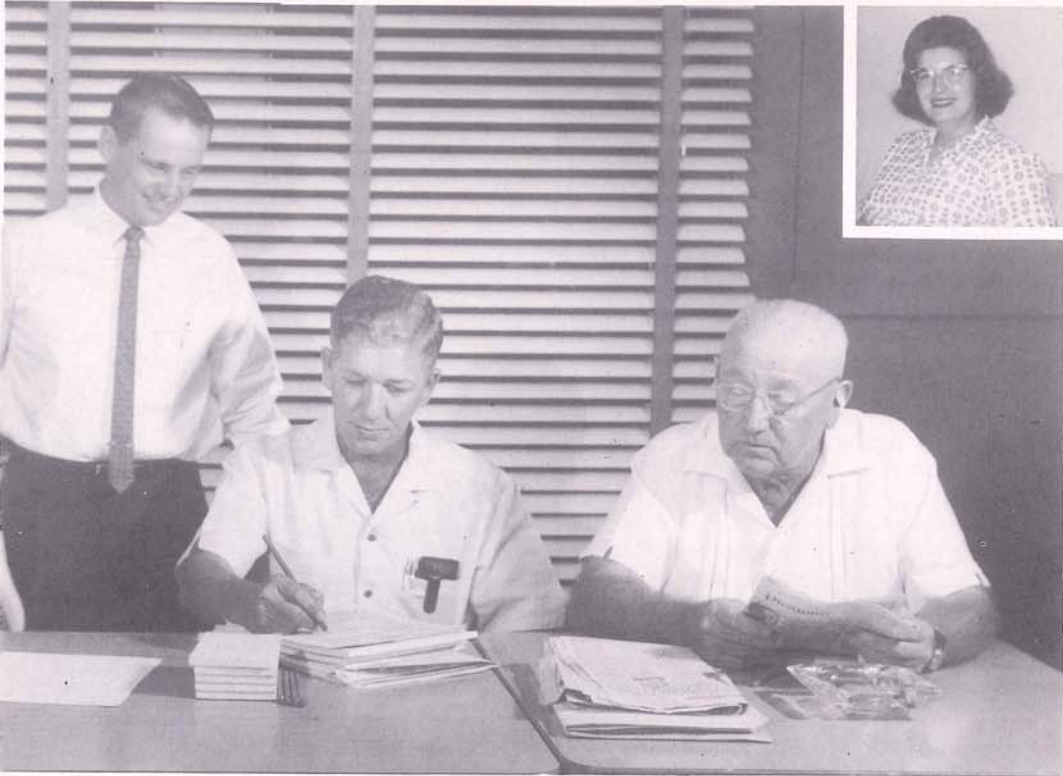
Although Grand Isle has been incorporated as a town for only four years it is already served by natural gas and potable water, the result of a \$1,298,000 Bond Issue almost immediately ap-



Showing construction of the Grand Isle water distribution system.



Installing the natural gas distribution system on one of Grand Isle lanes.



PLANNING COMMISSION OF TOWN OF GRAND ISLE

Left to right: Layman Savoie, member; James T. Murff, Chairman; Fornest A. Milliet, member. Not shown E. A. Adams, member; Roger Camardelle, member; and A. J. Graffagnino, Attorney. Insert, Janice E. Polan, Secretary;

proved after the town's incorporation. Its natural gas is purchased from the Tennessee Gas Transmission Company and is brought to the island through an 18" main from the offshore producing areas and consisting of 120,000 linear feet of pipe that serves Grand Isle and Cheniere Caminada on the mainland which is part of the incorporated Town of Grand Isle. Its water for drinking and fire protection (replacing the picturesque and historic cypress cisterns of the island) comes from Waterworks District No. 1 of Lafourche Parish and serves both Cheniere Caminada and Grand Isle through about 120,000 linear feet of pipe. There are three above ground storage tanks—two of 250,000 gallons each at Leeville and Grand Isle and a 500,000 gallon tank at Cheniere Caminada.

This little town is going places in a hurry. As a result of the natural gas and water now available all over the island, new homes and new tourist accommodations are being built, and new oil companies and allied industries are establishing bases for offshore operations.

In February, by Mayorial Proclamation, we instituted PLANT - A - PINE

WEEK, a program to further beautify the island's famous oleander lined lanes disappearing into groves of moss covered patriarch oaks. A thousand seedlings were distributed by the Scouts for individual property owner planting, while the Scouts themselves planted pines along the main beach highway to beautify and protect it.

The students of the Grand Isle School are digging into the island's romantic and exciting history to procure street names that will perpetuate the memory of famous island events and individuals. The extension of street lights continues without interruption and returning visitors to Grand Isle are quick to notice its better illumination at night. We are making preparations for black topping the streets and lanes, which we believe we can do without any additional cost to residents and property owners.

With its new town status Grand Isle has organized a Youth Summer Recreation Program which will not only include the island children but also the children of visitors and vacationers. Its Krewe of Jean Lafitte Carnival Club puts on quite an elaborate annual Mardi Gras parade and pageant for its citizens and visitors, and a ball for the Krewe

members and their guests. An annual Fall Men's Invitational Basketball Tournament has been inaugurated, the proceeds to go to the Grand Isle School. And the Grand Isle Women's Club has opened ceramic classes for both residents and visitors.

As we started in the headline "Our business is your pleasure." Every Grand Isle native is a willing volunteer guide.

For several generations these hospitable people of French and Spanish ancestry have been answering the never ending flow of visitor's questions and they have been pointing out the island's spots of special interest. Such as the wind bent trees along the beach, so shaped by the incessant breeze from the Gulf; the historic double row of giant oaks that runs lengthwise through the heart of the island, planted by the son of one of Lafitte's famous island lieutenants, Louis "Nez Coupe" Chighizola—planted to protect the island homes against hurricane; and the meandering lanes that usually deadend at the oak shaded home of an islander, who may invite the stranger to partake of a cup of the island's hot black Creole coffee, the "fishermen's liquor."

These volunteer guides may suggest that the first time visitors get up at dawn and watch the fishing fleet move out through Barataria Pass into the Gulf; or stroll along the beach and watch the dawn "come up like thunder"; or visit the same beach in the moonlight when the moon hangs so low and friendly you can almost reach up and touch it.

Three things usually make habitues of first time visitors—the pleasure of eating fish freshly caught in the Gulf artistically prepared and served at any of Grand Isle's eating establishments—the exquisite sensation of being lulled to sleep by the Gulf's soft breeze and perpetual soothing surf—and the thrill of catching a big fish or acquiring a beautiful tan on the beach and developing a huge and healthy Grand Isle appetite. You'll need no sleeping pills, tranquilizers or nerve pills on Grand Isle. We feel sure that if you make one trip to Grand Isle you will be caught by the irresistible charm, most tropical and semi-tropical islands do seem to have, that is the capacity to captivate visitors and draw them back again and again.

So if you've already bought your tickets to Tahiti, cancel them and come visit with us; we're a heck of a lot closer!



One day's catch by one fishing party during the 1962 Redfish Rodeo. This catch as weighed in was 1236 pounds.



Three Grand Isle lovelies (Glenda Chance, Elaine Sevin and Suzanne Howard) against the background of a lovely Grand Isle lane.



This is that safe surf for swimming at Grand Isle that we've been talking about and which Veronica Anderson, Peggy Gardner, Glenda Chance and Elaine Sevin (sitting) are about to enjoy.



Yes, you'll find attractive lanes like this on Grand Isle but you cannot rely on always getting a quartette of Grand Isle beauties to pose for you. Introducing Suzanne Howard, Glenda Chance, Elaine Sevin and Peggy Gardner standing.



Suzanne "Suzie" Howard poses with a bit of scenic beauty that makes Grand Isle a subtropical paradise.



And this is that incomparable grandeur of Grand Isle where the moonlight paints the surf with silver.



OFFICIALS OF THE CITY OF KENNER

Seated left to right: Ray S. Dupepe, Alderman; Anthony J. Bertolino, Alderman; Salvador Lentini, Marshal; Edward D'Gerolamo, Mayor; Lebo Mancuso, Mayor Pro-tem and Alderman; Thomas LeBlanc, Alderman; and Michael Damiano, Alderman. Standing left to right: Mrs. Heneritta Edwards, Clerk; Mrs. Joan Hebert, Clerk; Mrs. Dora Mae Aucoin, Assistant Secretary; Fred Hornberger, City Engineer; Philomene Paasch, Secretary-Treasurer; Oneal Legendre, City Attorney; Mrs. Hilda Clement, Secretary to Mayor and Council; Mrs. Lena Mae Marino, Tax Collector; and Joy Dutriex, Clerk.

Keep Your Eyes on Kenner

By Mayor Edward J. D'Gerolamo



With the first full time mayor in the history — with its new administration of officials and aldermen forming a close knit team dedicated to progress — and with a \$513,715 operating budget, higher by \$66,873 than 1962 and made possible by increased revenues — the City of Kenner plunged into 1963 with an impressive program of public improvements.

The new year was only 12 days old when the property owner voters of Kenner went to the polls and approved by an overwhelming 6 to 1 vote a \$2,300,000 Sewerage Bond Issue for District No. 1, which comprises Kenner's populated area from the Mississippi River on the south to the new Interstate Highway on the north and from city limits to city limits on the east and west. This preponderant vote of civic confidence and cooperation was all the more remarkable because a similar bond issue had been defeated just the year before.

The total cost of the new sewerage system, with all collecting lines and disposal plant scheduled for completion in 1965, will be \$4,300,000. The balance between the Bond Issue and the total

will be covered by Federal grants and the property owner front foot installation charge.

This modern sewerage system is the first major step toward Kenner's population goal of 60,000 by 1980. Although Kenner's present population of 20,000 has increased 10,000 since 1955 (incidentally Kenner had a population of only 2,375 people in 1940) and although 118 new homes were built in Kenner in 1962, the complete dependence on septic tanks has seriously retarded its potential new homes. FHA and VA loans are contingent on sewerage facilities.

It has plenty of land still available (5877 acres of its total 8321 acres are still unoccupied) for smart new subdivisions, modern individual homes and shopping centers. Its strategic location on the area's three main highways—Airline, Veterans and Jefferson — and its easy accessibility to the rest of expanding Jefferson Parish and crowded New Orleans make it a logical spot for workers to build or buy their own homes, enjoy a yard and quietly raise a family away from the din of traffic. Also, the new Federal Highway will link Kenner with Michoud's vast space age facility which makes Kenner an attractive town for space age employees to live.

Indicative of Kenner's potential for new home owners is its huge strictly

zoned horseshoe shaped University City around the site owned by Loyola University of the South—on the eastern portion of which the Dover Construction Company of Cleveland, Ohio, is now building 1,000 new houses.

Another major progressive move of Kenner was initiated in December of 1962 when the Urban Renewal Administration granted the city \$9704 as two thirds of the cost of preparing a plan for the proper land use of Kenner, traffic circulation and other civic developments. The remainder of the \$14,400 total cost will be split between the city of Kenner and the State Department of Public Works. This study will be under the supervision of Franklin Rodriguez, Director of the Jefferson Parish Planning Department and the Kenner Planning and Zoning Commission.

RECREATION

Recreation has high priority in Kenner's public improvement program. The new administration immediately upon taking office put into operation a year round full time Recreation Department with qualified paid supervisors at four white playgrounds and four Negro playgrounds. At this writing there are enrolled in Kenner's Recreation Program 356 white boys, 248 white girls, 260 Negro boys and 115 Negro girls, plus 60 adults.

For the boys, both white and Negro, the program includes baseball, football, basketball, track, badminton, horse-shoes, volleyball and dancing. For the girls are cheer leading, sewing, dancing, table tennis, basketball, singing, skating and ceramics. For the adults there is an educational program, ceramics and dancing.

Last football season the city provided 233 boys with football uniforms and outfitted 136 cheer leaders at no cost to the children themselves or their parents. The same procedure was repeated for basketball and baseball.

Plans are now underway to build a Civic Center back of the City Hall for municipal and public affairs without any increase in taxation.

The Recreation Program is largely financed through the brake inspection tag annual sale. It will be remembered that Kenner along with New Orleans were the first cities in Louisiana to put this brake inspection plan into operation. During 1962 Kenner sold over 4,000 brake tags.

STREETS AND HIGHWAYS

Kenner has launched a \$1 million Street Improvement Program that will give it 12 miles of hard-surfaced roadways. Every gravel and shell street in Kenner and many state and parish maintained streets will be included. It will be financed without a tax increase.

The city budget for street repairs has been doubled from \$30,000 to \$60,000. Other funds will come from the state and the parish. All expenditures have been approved and contracts prepared.

Streets to be hard surfaced are 21st Street from Williams Boulevard to Maryland; Roosevelt Boulevard from Airline Highway to Canal No. 4; Fillmore from Jefferson Highway to Airline; Metairie from Williams to Kenner city limit and Williams from Airline to Interstate 10. In addition two lanes will be added to Williams to Veterans Memorial Highway.

As part of an East Bank Bond Issue the Jefferson Parish Department of Roads and Bridges will transform Kenner's Roosevelt Avenue from Jefferson Highway to Veterans Memorial Highway into a four lane boulevard with sub surface drainage and curbs. Also 21st Street from the east city limits to Williams Boulevard and West Metairie Avenue from Williams Boulevard to the east city limits. Scheduled for start of construction is June of 1963. These street improvements will cost \$536,000.

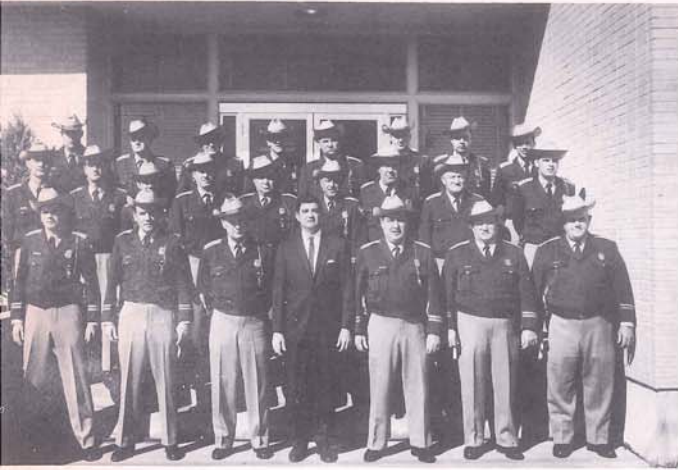
The last link in the long awaited four lane Veterans Memorial Highway—the 2¼ mile two lane stretch from Bissonet Plaza to Williams Boulevard in Kenner—was completed late in January 1963. These above street and highway improvements were obtained at no additional cost to the residents of Kenner, other than their recently voted bond issues.

TRASH PICKUP INITIATED

For the first time in its history the City of Kenner has installed a weekly free trash pickup service for its residents. The garbage collection is handled by the Parish of Jefferson under contract with the city.

FIRE AND POLICE PROTECTION

The City of Kenner has this year purchased four new automobiles for the Police Department, has added six new policemen and has provided new uniforms for its 26 man Police Force—including those on duty in the city and



Left: KENNER'S EFFICIENT POLICE FORCE in their new uniforms. Marshal Salvador Lentini, not in uniform, is in center of first row. Right: CITY OF KENNER FIRE DEPARTMENT. Left to right: William R. Mancuso, Fire Chief; Thomas Tinnerella, Assistant Fire Chief; Rocco Mumphrey, Robert Frame, Ralph Rodick, Leroy Benton, Ralph Michel, Dominic Mumphrey, Lee Sturgeon and Pete Civello, Firemen.



at Kenner's Moisant Field, the International Airport that is the air gateway through Kenner to New Orleans, Jefferson Parish and much of the states of Louisiana, Mississippi and Alabama.

The City Fire Department has been provided with new fire fighting equipment plus an emergency unit to be used as an ambulance for Kenner. Three new firemen have been added and new uniforms provided for the Department. Also, Kenner has been re-rated by the Fire Rating Bureau and given a Class 7 rating instead of its previous Class 9, which means lower insurance rates for Kenner's home and business owners.

STREET LIGHTING AND CITY BEAUTIFICATION

The City of Kenner is now working on the project, which will require two years to complete, of placing modern mercury vapor lights on all streets of the city, removing all the old type light fixtures.

A Beautification Committee has been appointed by the Mayor to initiate and handle a program of beautifying all roadsides, neutral grounds and playgrounds. A crepe myrtle tree planting program was begun in the Spring of 1963, the crepe myrtle being Kenner's official flower.

Handsome new "Welcome" signs will be installed at all highway entrances into Kenner. They are to be made of brick, with attractive electric lighting and surrounded by shrubs planted by the Committee.

DRAINAGE PROGRAM

A City of Kenner work crew in cooperation with a similar Parish of Jefferson work crew have deepened and cleaned all the main ditches and canals and are now busy cleaning the side street ditches throughout the city.

FUTURE PLANS

Among the projects planned for the immediate or near future in Kenner is a city owned and city operated shuttle bus service, to make convenient connections with the privately operated bus service between New Orleans and Kenner.

As the operation of the new sewerage disposal plant will partially eliminate the pollution of Lake Pontchartrain water, Kenner looks forward to a lake-front Marina, making Kenner still more attractive as a residential city. Also, to encourage Kenner's industrial growth the dredging of an existing canal from Lake Pontchartrain into the industrial zoned area of Kenner is being studied, a project which would create a genuine Port of Kenner.

These are not all—merely the most important features of Kenner's far reaching Improvement Program. The surprising fact about it, with all that is going on, is that Kenner expects to end the year with a \$50,000 surplus to add to its present idle funds invested in government bonds which during the first six months of the new administration returned \$4,000 in interest.

Keep your eyes on Kenner—it's solvent and it's booming!



OFFICIALS OF THE CITY OF HARAHAN

From left to right: Clinton Cressionne, Alderman; E. Landry Murphy, Alderman; Roy Geoghegan Alderman and Mayor Pro-tem; Thomas F. Donelon, Mayor; Lillian Bourg, Clerk; Charles A. O'Neill, Alderman; J. Hugh Martin, Attorney. Absent was Lloyd B. Marshall, Alderman and John Coutrado, City Marshal.

Huge Headway in Harahan

By Mayor T. F. Donelon

1963 finds Harahan well on its way toward completion of its impressive Four Point Major Improvement Program blueprinted about five years ago in this fast growing little East Bank city that can now count off about 10,500 people.

Third on the Program Agenda but first in importance was the recently property owner approved \$2 million Bond Issue for a COMPLETE CITY WIDE SEWERAGE SYSTEM, the construction contracts of which were let February 25, 1963. This Bond Issue will be paid off by a \$3.90 front foot property charge, a \$2.50 per month service charge and a 6 mill ad valorem tax. Work will be well under way by the end of 1963. It is Harahan's plan to aggressively take up the program of street paving as soon as the sewerage system is installed.

Item one on the Major Improvement Program is a fait accompli—the four laning of Jefferson Highway with a 15 foot neutral ground through the city all the way to the Huey P. Long Bridge, the project that officially lifted Harahan out of the mud and started a spontaneous face lifting of the business houses and stores facing this new city status boulevard. With this improvement can be included the extension of River Road—both projects completed.

In connection with the city's new smooth main street through the heart

of the business district the six Garden Clubs of Harahan recently raised \$1000 to purchase and plant floral decorations in the 15 foot neutral ground. In this campaign they were assisted by 40 Cadets of the Veterans of Foreign Wars, and so enthusiastic was the response of the citizens of Harahan that the drive was successfully completed in two weeks.

The second item on the Program—also completed—was the new \$155,000 Municipal Building, comprising City Hall, Mayor's Office, Central Fire Station and spacious U. S. Post Office formally dedicated December 1961. Three down and one to go.

The fourth of the major improvements was Drainage, involving a program now well under way of closed culverts on the major canals and open ditches of Harahan, carried on street by street with property owners purchasing the pipe and city and parish supplying the equipment and labor. On this program 8,000 feet of open ditches were closed in 1962.

Proud of its new Central Fire Station and its new site on Colonial Drive for a second station to protect the northwest section of Harahan and conscious of its mounting responsibilities the Harahan Volunteer Fire Company instituted in 1962 a new successful plan for raising funds to purchase additional equipment. A bill for a flat \$4 annually was sent

to each property owner. Payment was voluntary, not compulsory. But with only one mailing and no follow up a total of \$4,000 was contributed. This is a much better system than the previous "Quarter" cards passed around the city which citizens were apt to overlook or forget.

Under the supervision of City Marshal John Coutrado, who is now serving his ninth consecutive term of office, the Harahan Police Force has been increased to nine patrolmen, two patrol cars and the Marshal himself who is on duty 24 hours with his office, jail and radio room in the former Harahan Post Office Building remodeled for the purpose.

Harahan's Recreation Program expansion in 1963 is headline news. To the already existing playgrounds of Soniat, Royland and Zeringue Harahan early this year leased a fourth site from the Louisiana Transit Company for \$1 a year. This 2 acre tract is large enough to accommodate a football and baseball field, a picnic area and children's playground equipment. The city plans to

spend about \$2000 improving this new site. The 1963 Recreation Budget of \$7500, twice what it was in 1961, is under the direction of Alderman Lloyd B. Marshall, Volunteer Recreation Director, with Coach C. L. Wink and six seasonal assistants.

Stimulated by the coming new city wide sewerage system, the 1962 record of over 200 homes being built in Harahan will be dramatically increased this year, more and more substantiating Harahan's title as "The City of Homes." And Harahan entered 1963 with the beautiful new \$350,000 St. Rita's Church on Jefferson Highway and Imperial Woods Drive—further strengthening Harahan's quiet boast that it has twice as many churches as bars.

With its strategic "City of Homes" location next to but not in one of the fastest growing diversified industrial sections in Jefferson Parish (see article on Harahan's Industrial District also in this issue) and its active primary program of public improvements Harahan has entered 1963 with all indications of breaking a record for new business and new residences.

St. Rita Church at 194 Ravan Avenue, Harahan, the Rev. Roy J. Champagne, Pastor. This new year-round air conditioned church will seat 1,000 people, cost \$350,000 and was dedicated this Spring. The dominant feature of the church is the two soaring 70 foot concrete towers.





OFFICIALS OF THE CITY OF WESTWEGO

Reading left to right seated are Sidney Guilliot, City Marshal; Charles Muller, Alderman and Mayor Pro-tem; Roy C. Keller, Mayor; Nestor L. Currault, Jr., City Attorney; and Calvin A. Galiano, Secretary-Tax Collector. Standing are Henry Gauthreaux, Alderman; Antoine Alario, Alderman; Ernest J. Tassin, Alderman; and Hendrix Bourgeois, Sr., Alderman.

The Start of a New Era in Westwego

By Roy C. Keller, Mayor

Westwego enthusiastically entered 1963 with a November 6, 1962 three to one property owner approval of a \$900,000 Bond Issue which, together with anticipated Federal funds of \$1,277,760, will make possible the start on construction of a city wide, complete modern sewerage system. This sewerage victory was an especially important one, as the property owners of Westwego had twice previously, in 1957 and 1960, defeated similar sewerage bond issues.

Westwego also began the year subdividing for commercial and residential use, and for the expansion of its four seafood packing plants, the land acquired and created by the 1962 completed fill-in of historic Company Canal between the Mississippi River and the West Bank Expressway.

In February 1963 Westwego dedicated and opened for rental to Westwego residents the 100 units of its \$1,570,000 Federal Low Income Housing Project within the city limits completed in 1962. The Federal government is now considering sites for Westwego's authorized \$100,000 Post Office to be in operation by the latter part of 1963.

All these dramatic incidents in the first few months of the year indicate that before 1963 is over it will be one of the most important twelve months in Westwego history.

In spite of the lack of sewerage facilities 32 new homes were built in Westwego in 1962 and the requests for building permits dramatically increased the moment the news of the coming com-

plete city wide sewerage system was made public—as Westwego is strategically placed as a logical home town for the increasing wage earners of the West Bank's booming industries.

Westwego's previous vulnerability to heavy rain flooding has been eliminated by the 1962 completion of the 18 foot levees of the Westwego segment of the \$2 million West Bank Drainage Bond Issue approved in 1959. It is hoped by the end of the year the 200,000 gallon per minute Drainage Pumping Station at Bayous Whiskey and Signette will be in operation.

As new subdivisions are opened and new homes built Westwego steadily maintains its record of having 95% of its streets either paved or blacktopped. Its city wide campaign of new street lights was completed in 1962. The Westwego Lions Club has placed attractive new street signs on both sides of the West Bank Expressway and other sections of the city. The Westwego Fire Department will construct in 1963 a new substation on Louisiana Street to give better fire protection for that section of the city.

This enterprising city has recently expanded Westwego Park, with seasonal football and baseball programs for the growing boys and increased playground equipment for the smaller children.

In view of all these developments Westwego considers 1963 its launching pad into a new era of expanded industrial, commercial and residential growth.

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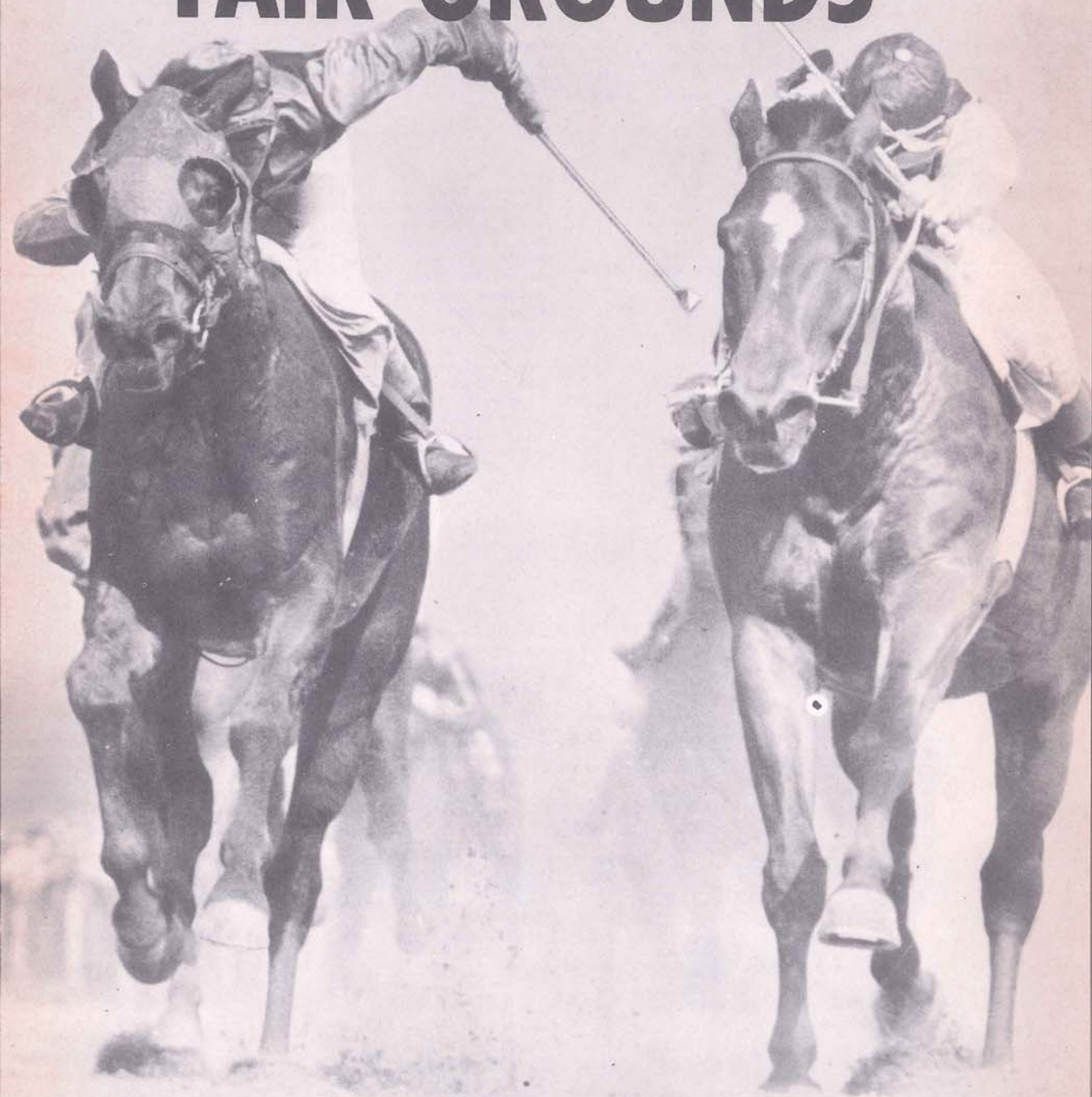
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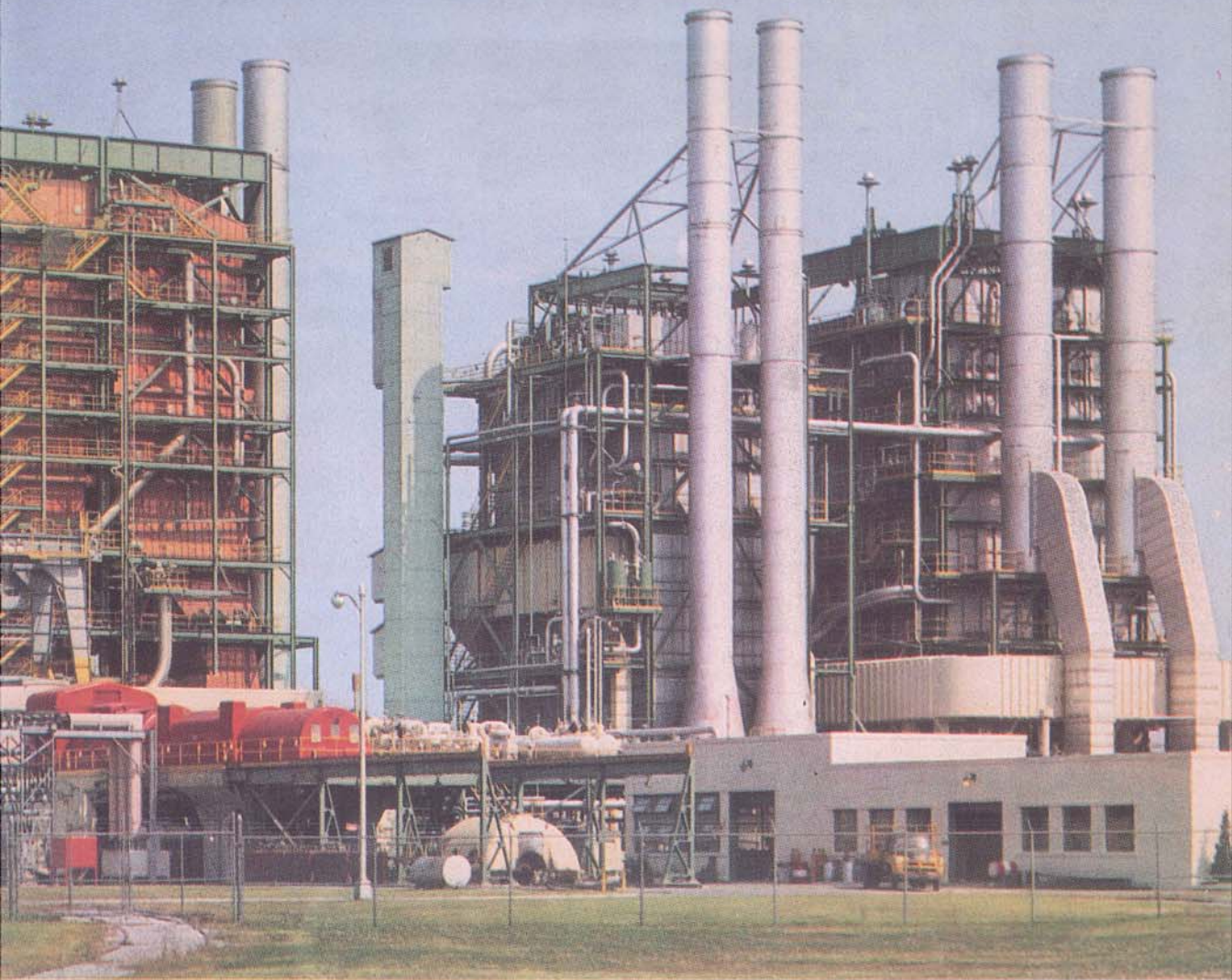
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NEW ORLEANS' HISTORIC FAIR GROUNDS



The weather is wonderful . . . the hospitality is warm in gay New Orleans . . . enjoy the cuisine at the fine restaurants . . . the historic French Quarter . . . Jazz Musicians . . . lively Bourbon Street . . . and the exciting Race Program at the Fair Grounds . . . The Racing Season begins on Thanksgiving Day and ends on Mardi Gras Day. Don't miss it!



Jefferson Parish is LP&L's home too . . .

Much of the electric power with which LP&L serves Louisiana comes from our great Ninemile Point generating station in Jefferson Parish.

At Ninemile Point, the plant pictured above has been a Jefferson Parish landmark since 1951. LP&L's newest, Little Gypsy—in adjoining St. Charles Parish—is the world's first steam-electric generating station capable of fully automatic operation. These, with LP&L's station in Sterlington near Bastrop, La., have a total generating capability of 938,700 kilowatts. They work to keep electricity today's greatest bargain for the people of Louisiana.

Yes, our home too is in Jefferson Parish. And we take this opportunity to salute the progress of our neighbors. We are proud that investor-owned LP&L has supplied the power for homes, businesses and industries that have made Jefferson one of the fastest growing parishes in the state and nation.

Louisiana Power & Light Company

"Helping Build Louisiana"

Where Shopping Is Fun For the Entire Family

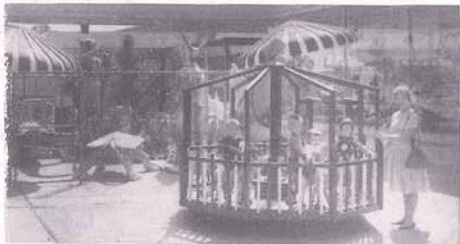


There are many reasons why shopping is fun . . . and satisfying at Stumpf's Westside Shopping Center.

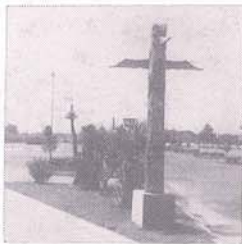
First and foremost are the twenty-seven stores and services that offer the ultimate in selection, style and individualized attention. Here are all of the conveniences that enable you to shop quickly and easily.

Then there is the beauty of the Center with its wide malls and panoramic views that make each visit a pleasant experience. For the entertainment of children while Mother is shopping, there is a playground with carrousel and pre-historic animals.

With these and other attractions it is not surprising that our Customers frequently say, "Stumpf's Westside Shopping Center has everything."



View of Children's Playground, one of the Center's popular attractions.



Indian Totem Poles and Palms add interest and beauty.

EVERYTHING YOU NEED IS HERE

A & G Cafeteria
 Baker's Shoe Store
 Beneficial Finance Co.
 Cardon's Barber Shop
 Duane's Shoe Store
 First National Bank
 of Jefferson Parish
 Galle's Gulf Service
 Gordon's Quality Jewelers
 Halpern's Fabrics
 Jefferson Insurance Agency
 Kirschman's • Labiche's
 Lerner Shops • Lord's
 Maison Blanche
 Maison Blanche Tire Center
 Thom McAn
 McKenzie's Pastry Shoppes
 National Food Stores
 Shell Service Station
 Sackett Studios
 Singer Sewing Center
 Stein's
 Stumpf's Rexall Drugs
 Sutton's • Western Auto
 Woolworth's



The founders and owners pictured left and right are Senator Alvin T. Stumpf (rt.), and Archie C. Stumpf, Ph.G. These men have been business and civic leaders in Gretna for half a century. The late Dr. John F. Stumpf (center) conceived the idea of the gigantic enterprise and with the aid, mature judgment and supervision of his uncle and father the Shopping Center—with many of the South's finest stores, became a reality.

For information about leases:

WAGUESPACK, PRATT, INC.

JOHN W. ZARING

812 Perdido St., New Orleans 12

523-1731

15-E Westside Shopping Center, Gretna, La.

367-5590

Alvin T. Stumpf Westside Shopping Center