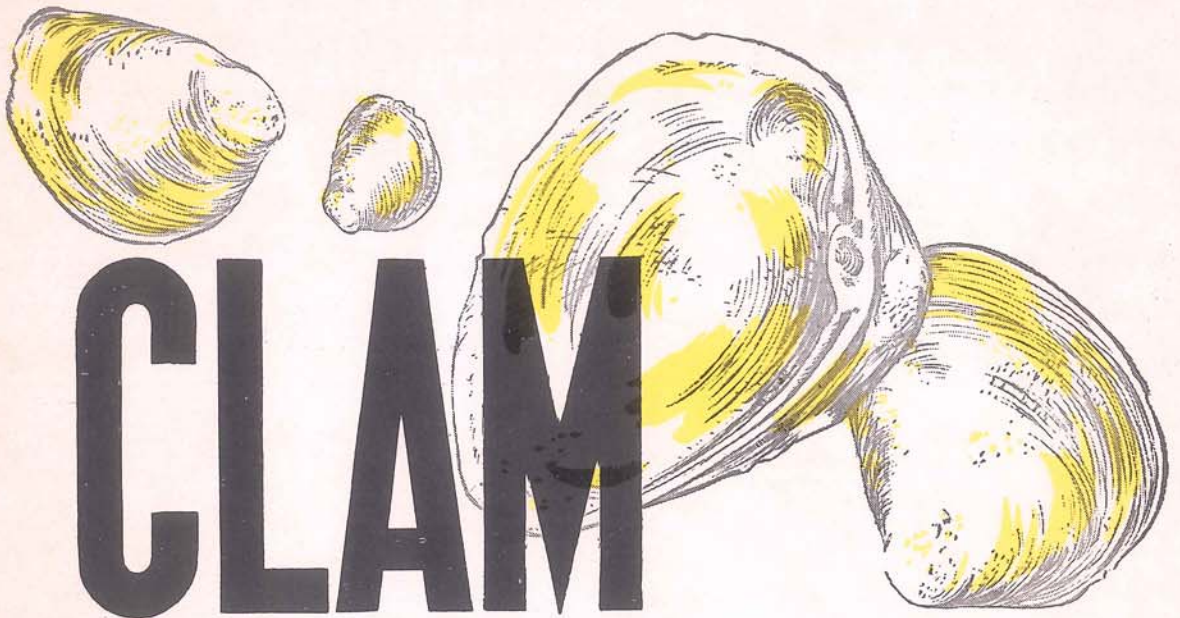


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# Review

1964 EDITION





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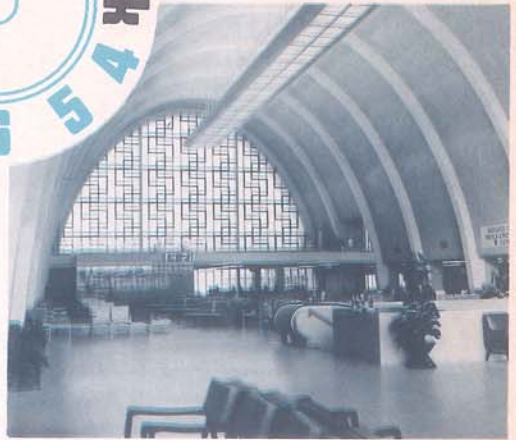
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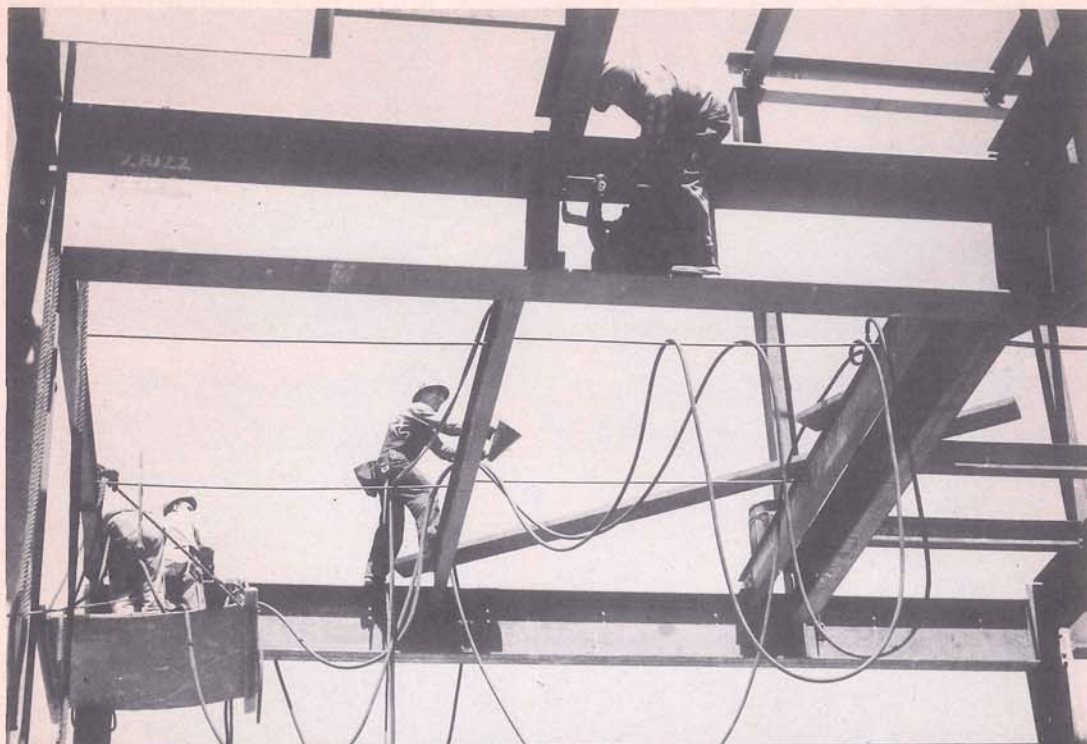
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# Introduction



You are invited to peruse leisurely and then file for future reference this 1964 installment, in words and pictures, of the story of Jefferson Parish's progress presented annually by the Jefferson Parish Yearly Review for the last 30 years.

Jefferson Parish straddles the Mississippi River and with its 27 miles of riverfront on both sides and its more than 250 diversified industrial plants (of which five are the largest of their kind in the world) is an integral and inseparable part of the great Port of New Orleans, the second most important seaport in the nation.

The three great bridges which convey auto, bus and truck traffic to and from the Greater New Orleans area are all located entirely or in part in Jefferson Parish. The historic Huey P. Long Bridge, which carries rail and motor travel westward, lies entirely in Jefferson Parish. The southern end of the Lake Pontchartrain Bridge, the longest in the world, expedites motor traffic through Jefferson Parish to the north. Probably the most important single new impetus to the future prosperity and progress of Jefferson Parish was when the Mississippi River Bridge that links downtown New Orleans with Jefferson's capital city of Gretna was made toll free in April of 1964. Even with a toll of 30 cents per passenger automobile this bridge carried 11,097,023 vehicles to and from Jefferson Parish in 1963—a gain of 1,406,698 vehicles in 1962.

This now 99% industrial parish, boasting every known means of modern transportation including the New Orleans International Airport which is located within the limits of Jefferson's City of Kenner, also paradoxically offers the area's visitors and residents one of the world's top ten deep sea fishing spots and the state's only saltwater beach at Grand Isle less than three hours by car from downtown New Orleans or the heart of Jefferson Parish.

Jefferson is now engaged in a multi-million dollar public works program of traffic expediting expressways, overpasses and underpasses, a parish wide modern sanitary sewerage system, an enlargement of its water supply, new schools, shopping centers, huge subdivisions and thousands of new homes for its rapidly approaching quarter million population—all co-ordinated to make Jefferson Parish a more attractive place to live, work and enjoy leisure.

Its still available strategic canal, Intracoastal Waterway, and river bank factory and industrial sites and its proximity by water to the Saturn Missile Program at Michoud and nearby Mississippi will attract sub-contracting manufacturers serving the Space Age.

Jefferson's prosperity and progress are just beginning.

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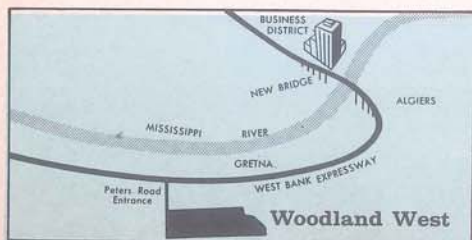
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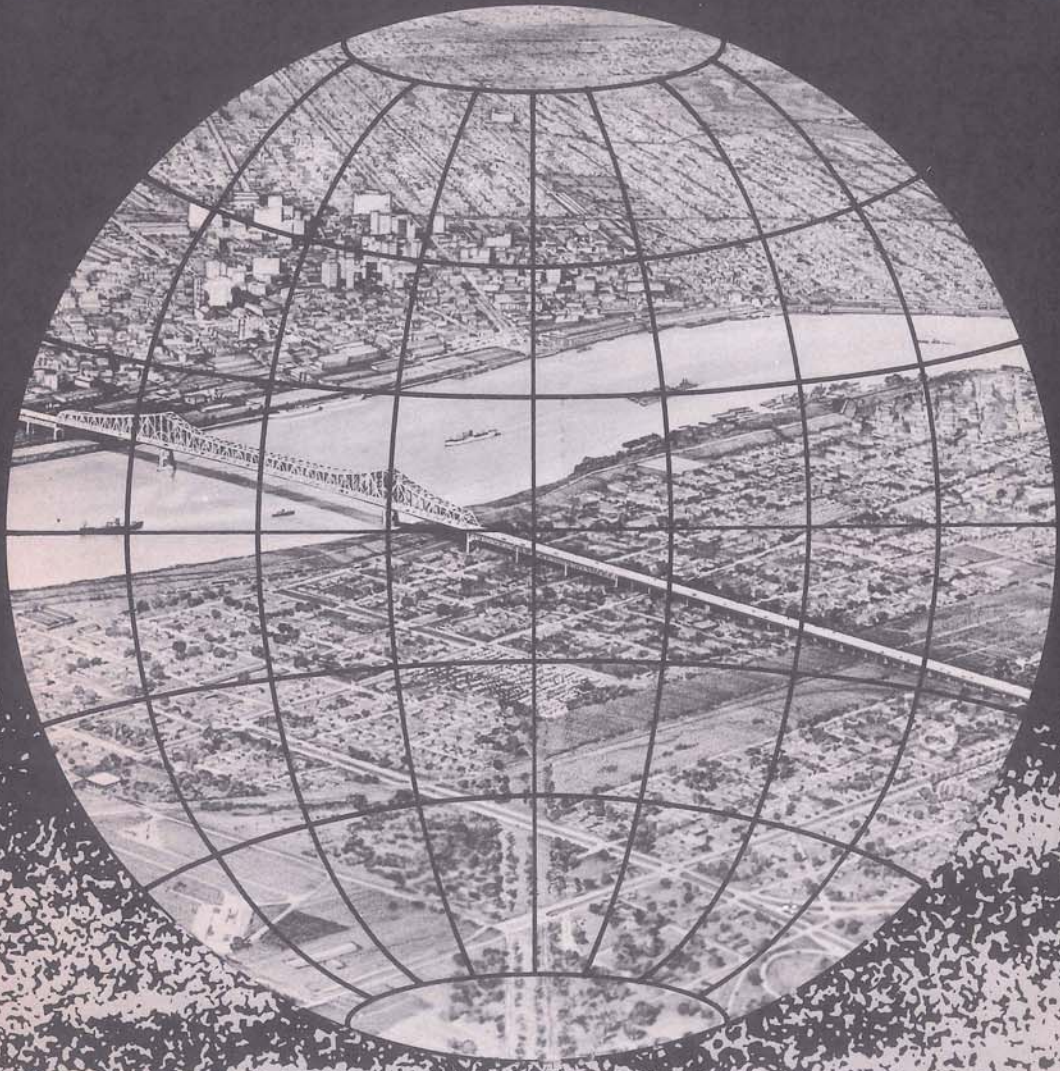
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# Review

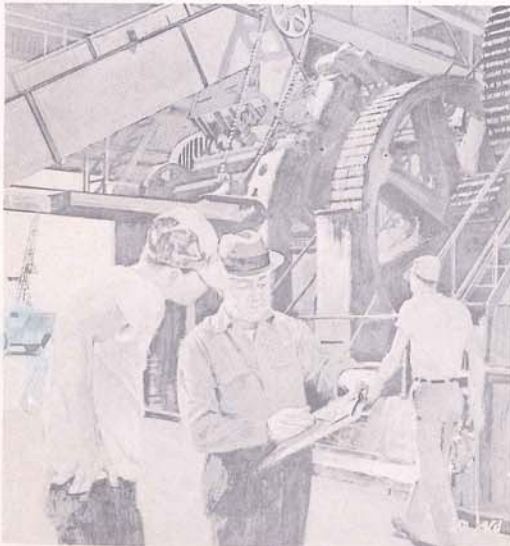
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Our sincere thanks to the writers, photographers, artists, engravers, printers and all those many people both inside and outside the parish who provided information and assistance during the long months of preparation of this Jefferson Parish Yearly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



COVER ILLUSTRATION

Today a shipyard builds sugar mills, and many other products not normally associated with the ship building business. Heavy fabrication and castings are a part of Avondale Shipyard's broad diversification, and throughout the five divisions of this booming Jefferson Parish operation carginers and barges, drilling rigs, stainless steel propellers and prefabricated porcelain-enamel structures are also constructed.

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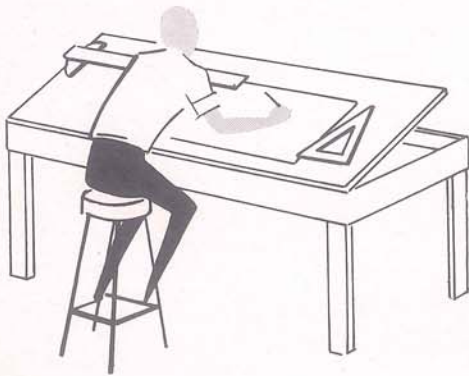
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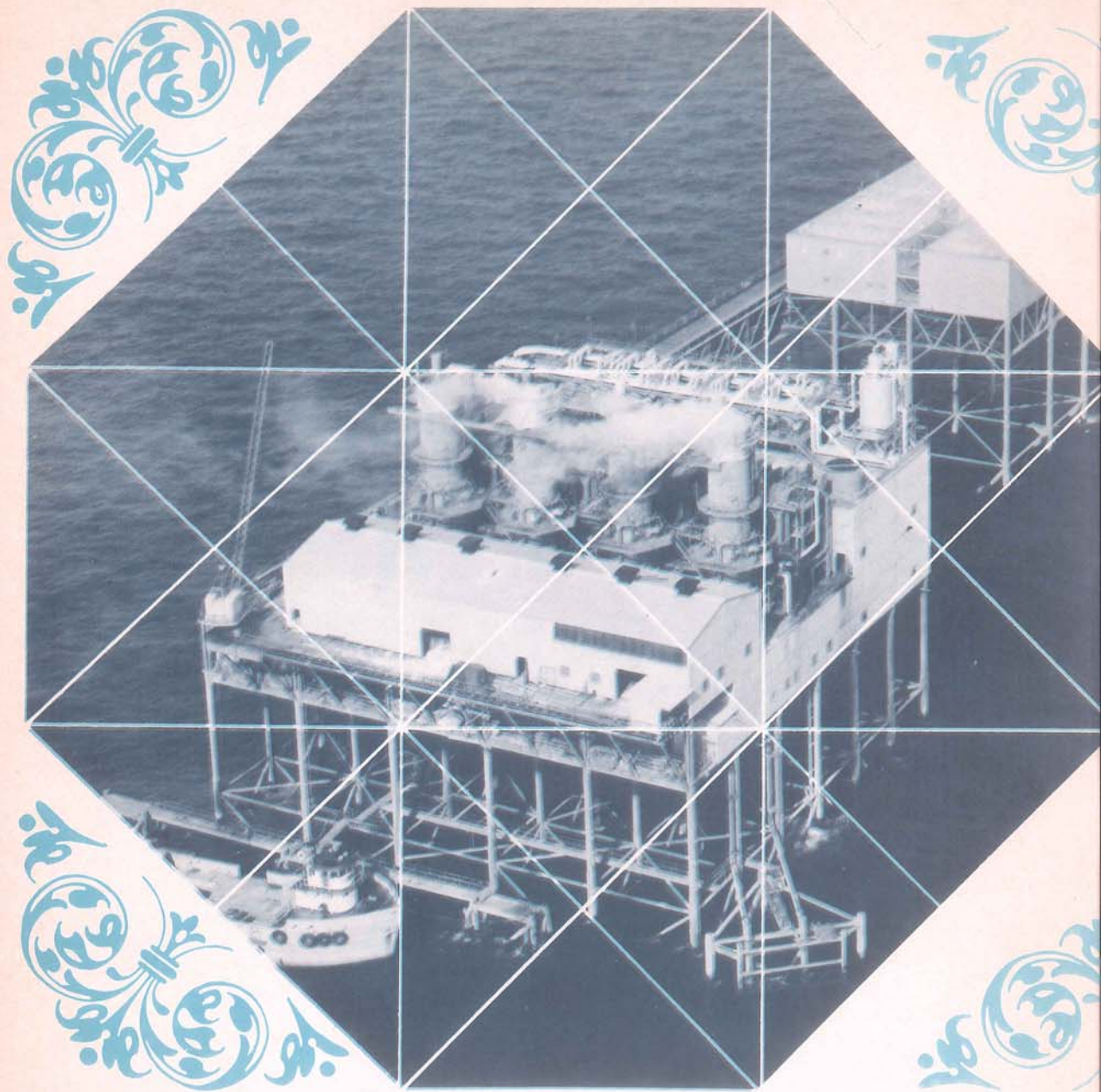
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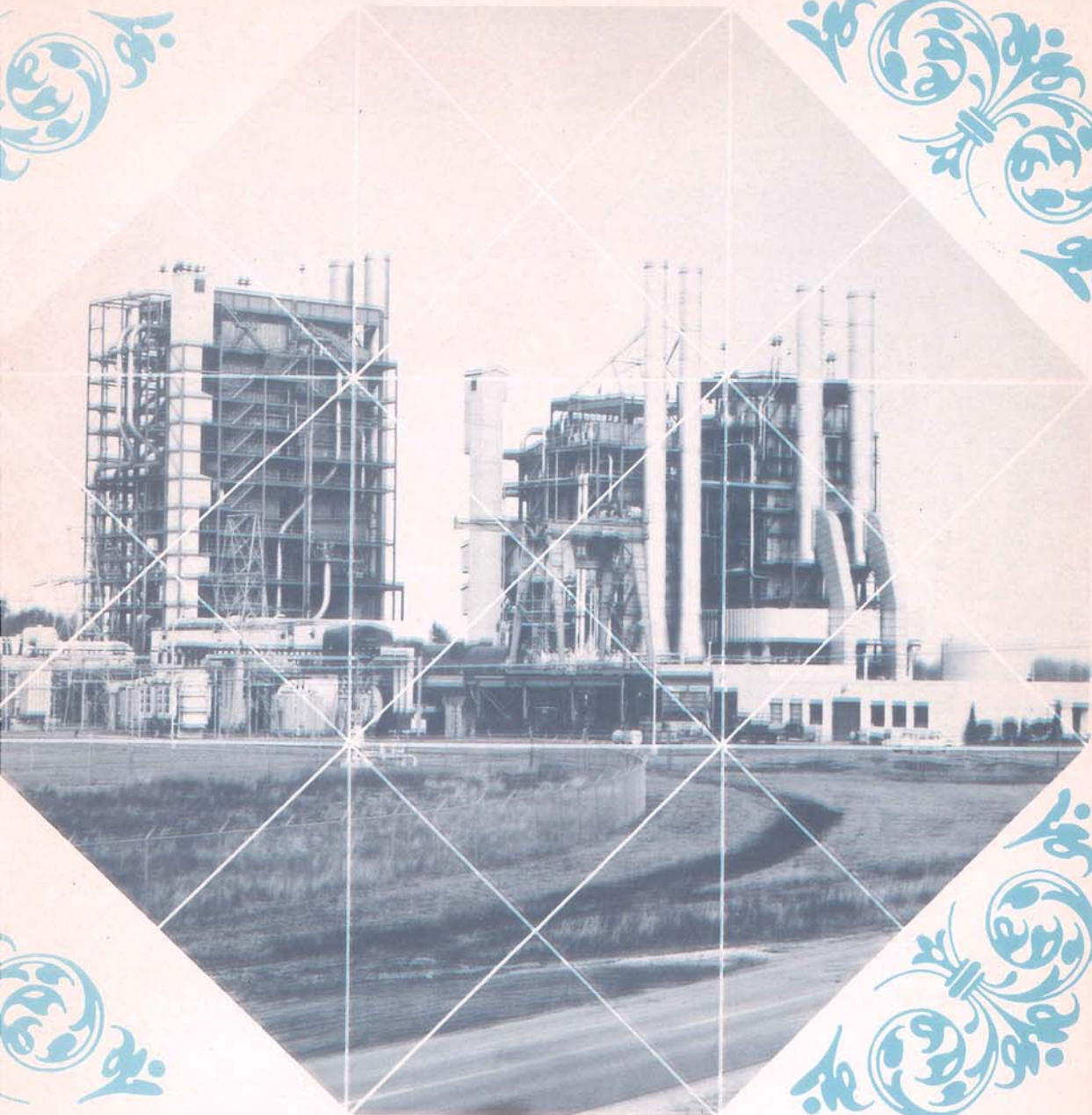
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# KALEIDOSCOPIC JEFFERSON

Long before the days of television, hot rods, and motion pictures Jeffersonians amused themselves with kaleidoscopes. A simply constructed instrument, it consists of bits of col-

ored glass, a viewing eyepiece and tube, and the container for the glass which can be rotated to present new, wonderfully pleasing designs with each turn.



The Jefferson Parish of today is like the old-fashioned kaleidoscope—but there the comparison ends! Kaleidoscopic, yes. Old-fashioned, not a bit!

The various mosaic patterns that make up Louisiana's fastest growing parish are, like beauty, formed by the eye of the beholder. Let's examine some of these mosaics from various viewpoints to get the big picture.

First, from the viewpoint of the oldtimer. Try as he might, he can no longer make his Jefferson kaleidoscope show the picture of

just a few decades ago. No longer does he see a parish that is almost exclusively agricultural. Most of the farms and orchards of yesteryear have been displaced by industry. The parish economy that he knew as primarily rural is now 99% industrial.

It is the industrial planner's turn now. On his mosaic he sees nearly 250 industrial plants, including five of the largest of their kind. He sees railroads, waterways, the Mississippi River, modern highways, wharves, diversified storage of almost limitless capaci-

ty, one of the nation's leading airports in air freight tonnage, and numerous short and long distance hauling facilities.

The industrial planner's mosaic is a variegated one. An irresistible one when it comes to making the decision to locate a new industry or relocate an established one, keeping in mind the precedents set in past years by America's industrial leaders.

The planner, having stamped "A-OK" on Jefferson Parish as a site for industry passes the kaleidoscope to his superior. His is an even more critical, searching scrutiny of the many facets of the Jefferson Parish area. He looks for educational facilities, knowing his employees are attracted to areas that provide opportunities for quality schooling for themselves and their children. He finds these facilities in quantity — universities providing graduate level training, colleges, and industrial and business training schools with nationwide reputations.

He looks for churches, knowing spiritual growth is as important as mental. He finds houses of worship in abundance. Churches of all faiths, some new, some old, many recently constructed to meet the needs of parishioners in newly created residential areas, all well attended by newcomer and native alike.

He looks for the recreational in Jefferson's offerings. He discovers an almost bewildering range of recreational opportunities for Jefferson residents. Youngsters can participate in year-round sports activities where the emphasis is on participation for all, rather than just further development of the already talented. He sees that young and old have access to a parish-wide library system whose collection balances the need for recreational reading with the opportunity for self-education.

He notes the area's little theaters which afford the theatrically inclined ample opportunity for their desires, be they audience or actor-oriented. Additionally, the arts in their other forms give Jeffersonians many opportunities to cultivate their favorite Muse.

But there is still another view of Jefferson that can never be blurred by the swiftly spinning wheels of change. It's the relaxed view, the contented view. The view of a pirogue that you would think almost motionless in the current of a Barataria bayou if you did not see its sole occupant momentarily lower the tip of his fishing rod in order to brush aside the moss that eagerly stretches down from an overhanging bough to the dark water. It is a more active picture as the in-board motors of a chartered fishing boat roil the azure water off the shore of Grand Isle, one of the best fishing spots for game fish in the whole world. Later in the year, the sports picture takes on the colors of Fall and Winter for it is hunting season and Jeffersonians are out in the marshes at pre-dawn hours set to pit their skills as nimrods against the denizens of the air as they beat their way southward down the flyway.

Lastly, the view of Jefferson Parish is one of its people. A willing labor force, skilled, cooperative, and loyal. A parish of doers, devoted to leading the way, rather than resting on past honors. Communities that acknowledge the all important role of the Maker in their lives. Individuals, proud of their rich heritage but quick to extend the hand of friendship to newcomers. In short, Jefferson Parish is people's country.

**The Past and the Future**—This is the thirtieth year that the Jefferson Parish Yearly Review has chronicled the developments within our beloved parish. To say they have been years of change is to state the obvious; to say that the parish has reached its potential or a point near it is to be unrealistic; in Jefferson Parish, progress is not a sloganeer's empty promise but, rather, a way of life.

These events took place in Jefferson last year. They represent both fulfillments of past aims and guideposts to future accomplishments:

The Greater New Orleans area waterfront, 27 miles of it in Jefferson Parish, definitely establishes itself as the nation's second port. The parish's industrial sites on both

Keeping pace with the tremendous growth, the East and West Banks of Jefferson Parish are receiving vast drainage improvements. Workmen above are unloading 80" x 122" arch culverts which will become part of the extensive drainage improvement program being rushed to completion to meet the increased demands of Jefferson's rapid growth.





sides of the Mississippi River and on the Harvey Canal contributed mightily to this rank. Future expansion along the Gulf Intra-coastal Waterway and the Barataria Waterway will do much to strengthen the port's position, if not actually improve it. Expanded trade with our neighbors in Central and South America makes the latter a not unlikely possibility.

Jefferson Parish continued to be a rich source of oil, gas, and sulphur this past year. Approximately 20 million barrels of crude oil and 37½ billion cubic feet of natural gas were produced. Increasing demand for sulphur caused the expansion of the huge underwater sulphur mine in the Gulf of Mexico south of Grand Isle.

Population figures which have doubled in each of the past three decades continue to rise. The present estimate of population nears the 245,000 mark and makes Jefferson Parish once again the despair of census officials with their rapidly obsolescent population statistics for "big JP." Natural resources; water; a capable, adaptable, loyal labor force; excellent year-round climate; outstanding living conditions; educational and recreational facilities; tax exemptions based on sympathetic appraisals of industries' needs; transportation availability—all share credit for this seemingly-never-to-be-peaked population growth.

The business community again reflected the high income enjoyed by Jeffersonians who can afford and buy luxuries as well as necessities. Retail sales in 1963 reached \$299.1 million, an increase of 11.6% over 1962.

Building permits totaled 5,646 for unincorporated areas. One-family homes accounted for 2,213 of the permits. Parish authorities placed the total construction figure, again in unincorporated areas, alone, at an excess of \$74 million, an increase of \$6 million over last year.

**Government is Progressive, not Hidebound by Outmoded Traditions**—Now in its seventh year of operation in president-council form, the parish government administers eleven departments and 42 parish districts. The parish president and councilmen currently are putting into effect a capital improvements pro-

gram costing \$65 million that will extend over a five-year period. The money is provided by bond issues, parish income, and government grants.

In 1963 property owners approved \$23 million sewerage bond issues to serve unincorporated areas. The program is scheduled to be completed within two years.

Incorporated areas also turned to the bond issue for sewerage improvements. The addition of city-wide sewerage facilities in Kenner, Westwego and Harahan will provide these facilities for practically all of the incorporated areas of the parish since Gretna, the parish seat, already has them.

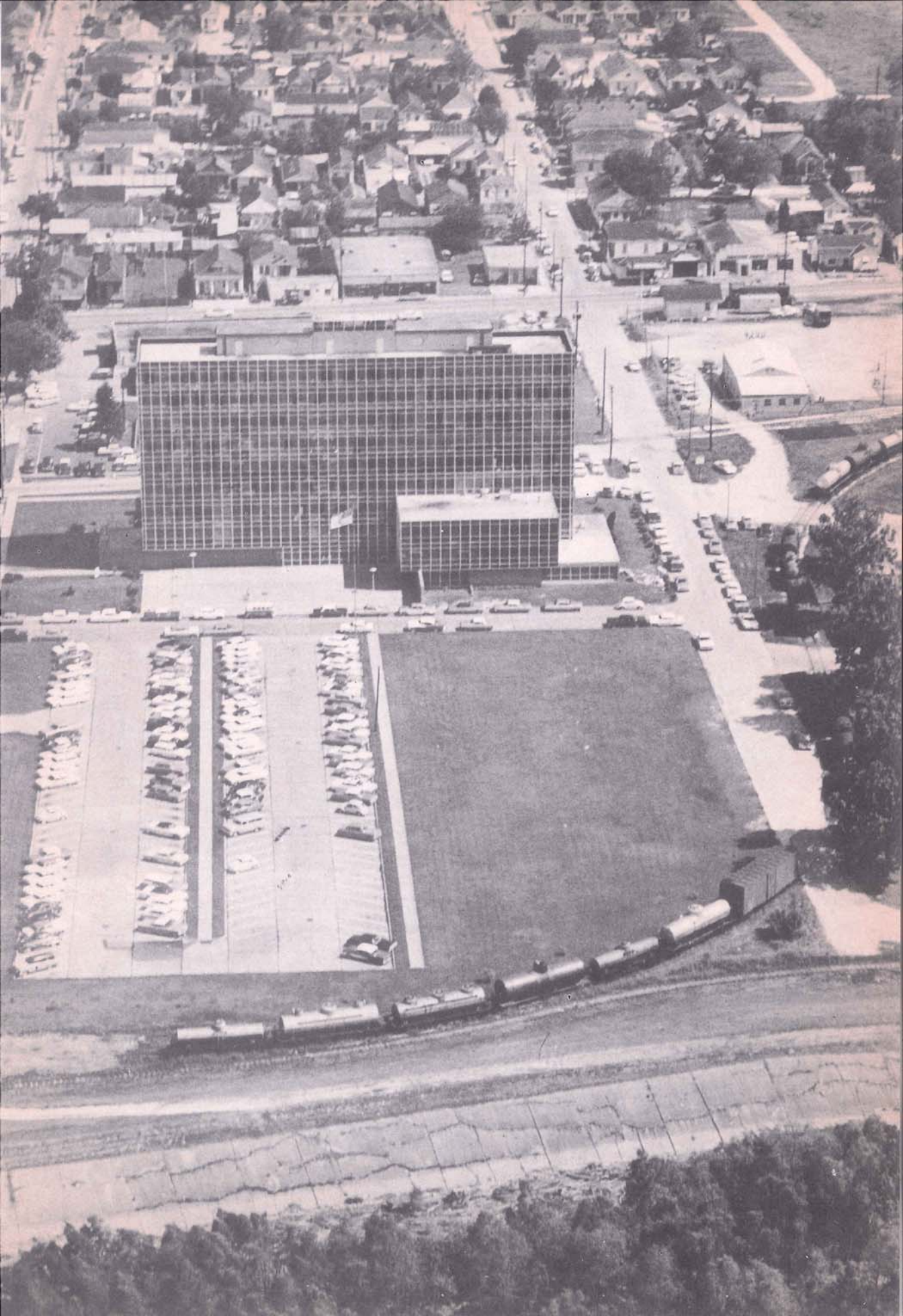
A parish-wide drainage program costing \$5 million is nearing completion. It will double the capacity of all parish pumping stations on Lake Pontchartrain. New pumping stations have been built at Estelle and Westwego. Renovation of pumping stations at Ames, Roussel, and Westwego, along with the cleaning of canal outlets has added to the efficiency of the drainage network.

Yesterday's shell road is becoming more difficult to find. Continuing an impressive road improvement program, the parish council last year authorized the expenditure of more than \$2 million for paving, making it the largest annual expenditure for this purpose in the parish's history.

Significantly, although perhaps not readily identified as such, the newly constructed East Jefferson Community Health Center represents a landmark in financing of publicly owned buildings. The structure cost \$5,500,000 but not one cent was raised through tax increases or borrowing of funds. A federal government Hill-Burton grant accounted for \$255,000 of the cost; the balance was available from parish funds. Another reason for fiscally citing the new health center is that it evidences the federal government's confidence in the administration of our parish and in its methods of handling financial grants. Federal money of this amount is not lightly dispensed without close observation of the character and capability of those who will spend it.

— The man who watches his money is the man who prospers. It is true of governments

Right: An unusual view from the Mississippi River of Jefferson's West Bank at its capital city of Gretna. Prominently in the center of the photograph is Jefferson's new Courthouse and its convenient parking facilities.



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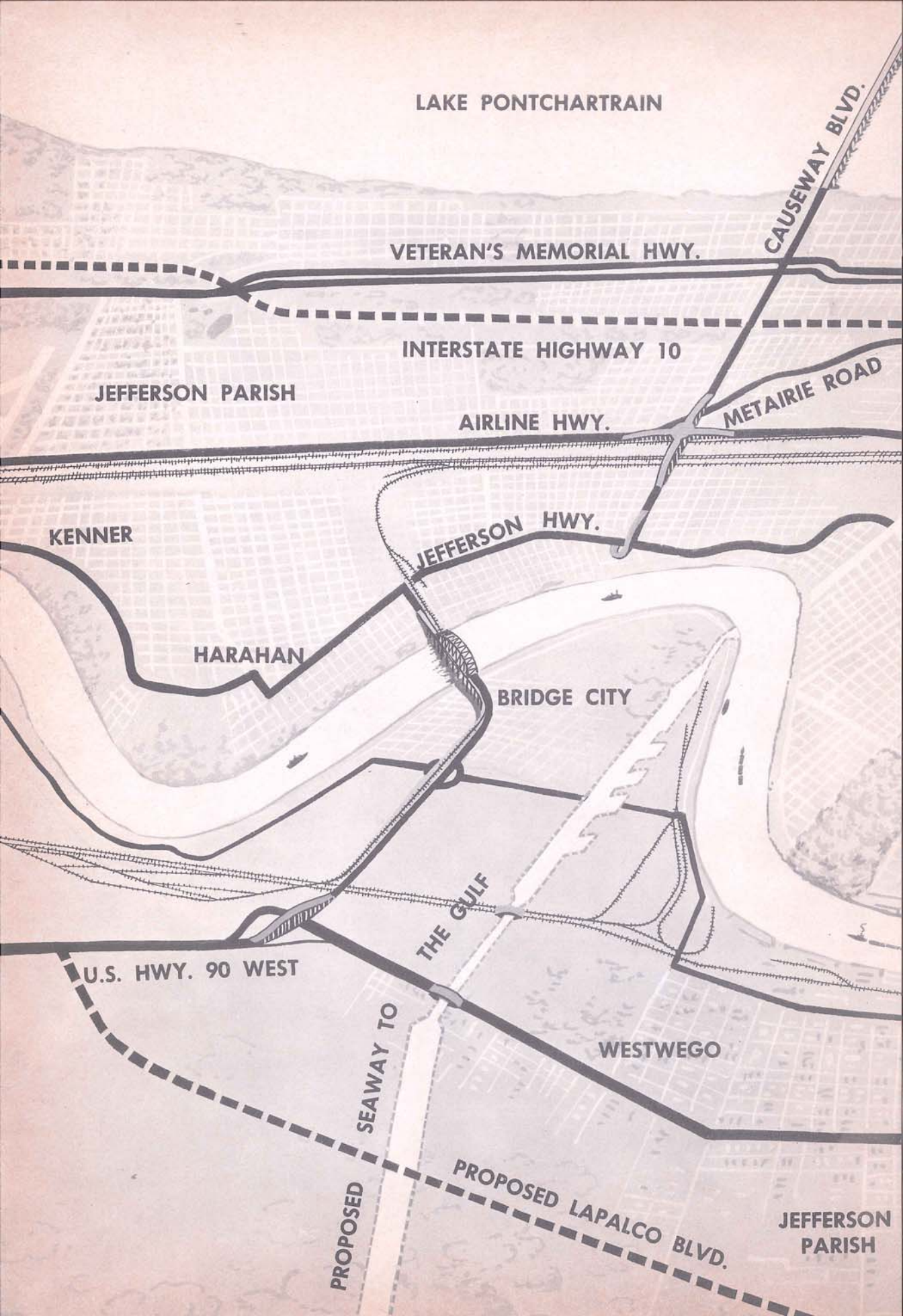
THE GULF

WESTWEGO

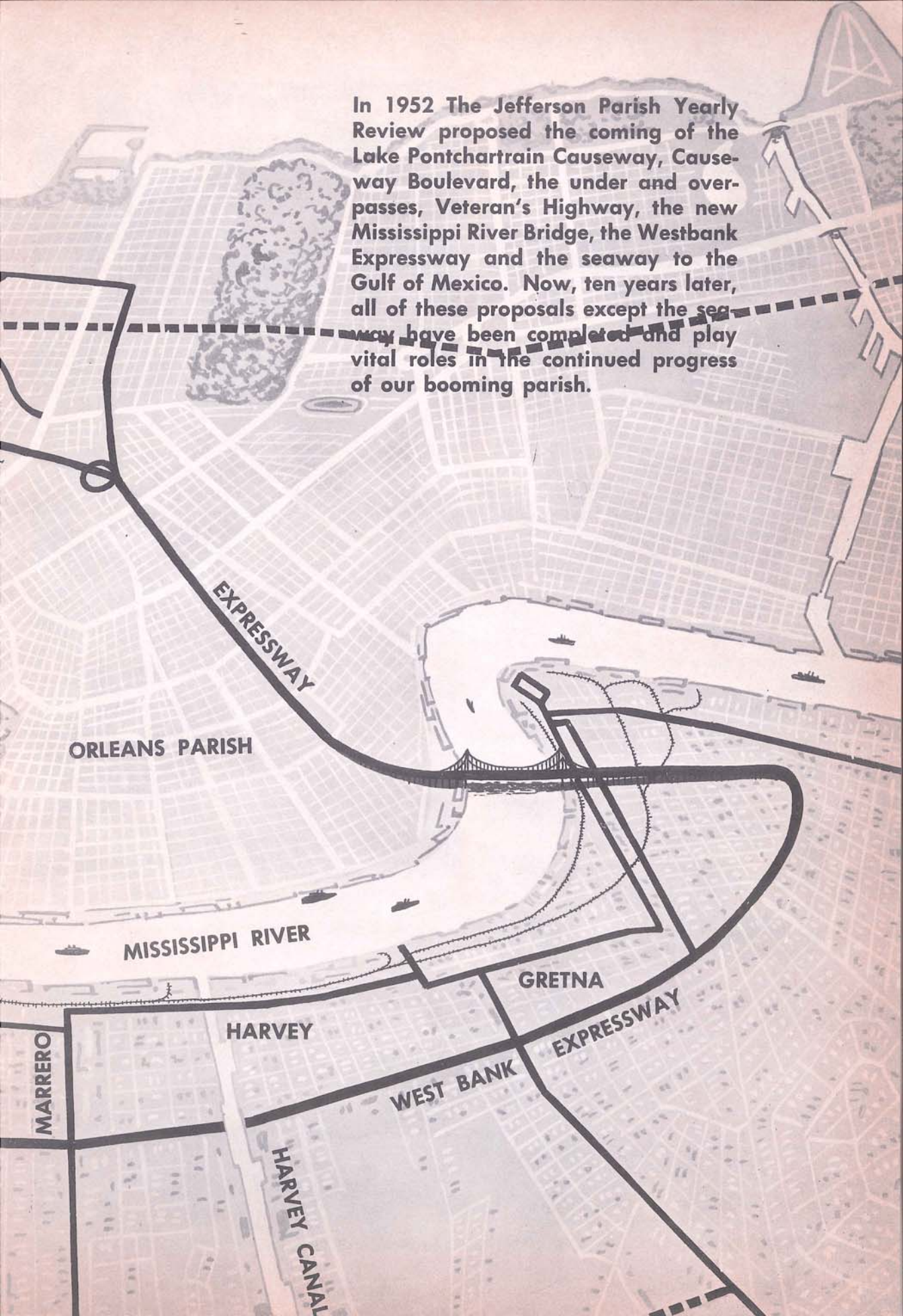
PROPOSED SEAWAY TO

PROPOSED LAPALCO BLVD.

JEFFERSON PARISH



In 1952 The Jefferson Parish Yearly Review proposed the coming of the Lake Pontchartrain Causeway, Causeway Boulevard, the under and overpasses, Veteran's Highway, the new Mississippi River Bridge, the Westbank Expressway and the seaway to the Gulf of Mexico. Now, ten years later, all of these proposals except the seaway have been completed and play vital roles in the continued progress of our booming parish.



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ORLEANS PARISH

MISSISSIPPI RIVER

GRETNA

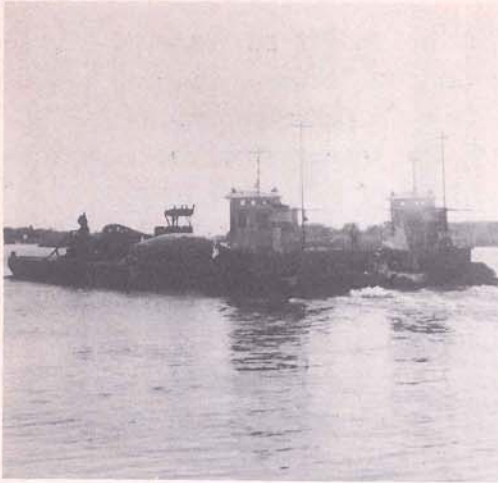
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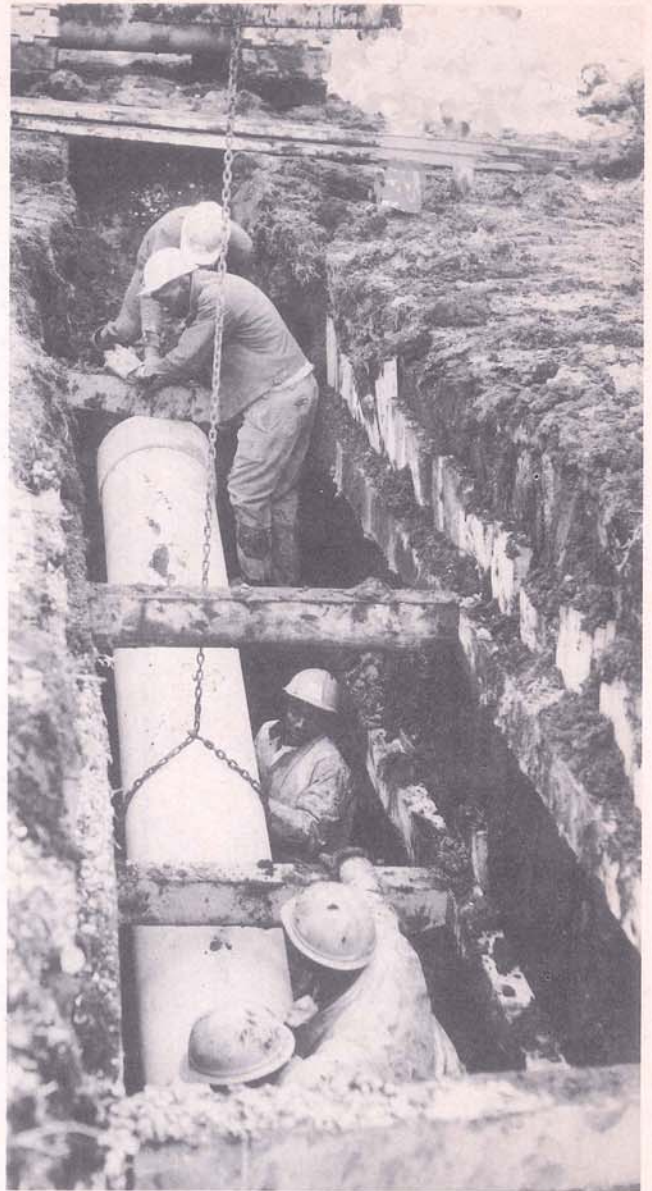
HARVEY CANAL



Two tows pull away from Lafitte following the dedication ceremonies of the new Barataria Bay Waterway on December 4, 1963, a project for which our Congressman Hale Boggs worked long and hard. Participating in opening day ceremonies of the Barataria Bay Waterway on December 4, 1963 were, reading from right: Senator Russell B. Long of Louisiana; Major General Ellsworth I. Davis, Division Engineer, U. S. Army Engineer Division, Lower Mississippi Valley, and President of the Mississippi River Commission; and Colonel Edward B. Jennings, District Engineer, U. S. Army Engineer District, New Orleans.



The Underpass on the Air-line Highway between Labarre and Shrewsbury Roads constructed so that motor traffic does not have to wait when a train is crossing the highway. Just beyond is the traffic circle that routes cars and trucks west to Baton Rouge, to and from the Causeway, and Jefferson Highway. On top of all is the overpass to handle traffic to and from the Causeway or the Veterans Memorial Highway.



The East and West Banks of Jefferson Parish are receiving vast drainage and sewerage improvements. Workmen are installing 18" Epoxy lined transite sewer pipe.



The West Bank completed sewerage treatment plant at Terrytown—part of the construction program that will bring modern sanitary sewerage systems to the populated portions of Jefferson's entire unincorporated areas on both East and West banks.



In 1963 the Jefferson Parish Personnel Department administered examinations to 2,275 applicants for Civil Service positions in the fourteen parish departments included in this classified service. The above photograph portrays a performance test given to applicants interested in the position of Fire Apparatus Operator.

also. Jefferson Parish's idle funds are safely invested in United States government securities and fully secured certificates of deposit with commercial banks. In 1963, the parish reaped interest payments of \$440,872.

Further careful husbanding of public funds in the matter of taking advantage of all cash discounts on bills saved approximately \$1,000 monthly. Wall Street has responded to the financial caretaking practices of Jefferson Parish by the allowance of much lower rates of interest on the sale of parish bonds.

The dedicated corps of parish government workers has enjoyed a well merited increase in pay, without additional taxation of the public, thanks to these savings.

Future planning envisions enlarging the West Bank General Hospital in Marrero which has been self-supporting since its beginning.

Another project in the planning stage, a marina on Lake Pontchartrain extending from the causeway bridge to the parish line, will make Jefferson even more deserving of the title "Sportsman's paradise."

**Parish Clerk's Office Records Actions**—The office of the parish clerk serves as a recorder of the actions taken by the councilmanic branch of the Jefferson Parish government. Additionally, its personnel record every service and construction contract entered into by the council.

It is interesting to trace some of this office's duties. Serving as a clearinghouse for parish official business, the clerk's office forwards department directors' recommendations to the council after they have been approved or rejected by the parish president. After the council has acted, the clerk's office records its decisions. Finally, the parish clerk reports the actions and includes them in the minutes.

The office is responsible for the drafting of summary ordinances for future action.

The parish clerk's office is truly the keeper of records, being charged with the task of maintaining files and indexes to them in order to furnish the public and government departments with accurate, promptly arrived at information.

**Estimates by Experts Close to Actual Figures**—Expenditures for operation of the government of Jefferson Parish were estimated at

\$11,461,414 for 1963. The figure arrived at by the parish Finance Department was just two-tenths of 1% lower than the actual figure for expenditures, a tribute to careful planning and assessment of parish requirements a year in advance.

Expert statistical presentations, careful marshaling of past and projected performance facts, and sound fiscal procedures by this department have already resulted in favorable interest rates from those in the nation's bond markets.

Currently, the Finance Department is studying the feasibility of installing a central computer system. Data processing equipment is now rented. Used in budgetary accounting, compiling the payroll for the parish's 1,400 employees, billing for public improvement assessments, and rapid computation of election returns, the rented equipment has reached its maximum capacity. A central computer system (which in no case would eliminate the job of a current employee) could be used for water and utility billings, inventory controls, vehicular maintenance records, sheriff's tax collections, traffic fines controls, for those purposes listed above and a multitude of others. If adopted, the computer system would be available to all parish agencies on a scheduled basis and result in greater efficiency, reduced record costs, and improved service for taxpayers.

**Water—White Gold for Industries**—Mention plant location to an industrial planner. One of his first questions will be about water supply. This white gold has been an important factor in Jefferson Parish's impressive record of attracting new industries. Daily, 115 billion gallons of water flow through Jefferson Parish—that is billion with a "B." One of the industries located in the parish uses 15 million gallons of water a day.

Approximately 50 million gallons of water are used in the parish for household use, human consumption, and fire protection. The per capita consumption of water for all uses jumped from 25 gallons daily in 1931 to 100 gallons in today's world of increased attention to lawn care, swimming pools, washing machines, and dishwashers.

The per capita consumption figure is expected to rise, posing a challenge to the parish Water Department—a challenge that



is being met by its six water districts through construction programs geared to future parish needs.

Here is the department's record of 1963 construction and plans for 1964 construction:

Waterworks District No. 1 added 2,206 customers in 1963 for a total of 41,474. The district:

1. Increased filtration plant capacity from 20 million gallons per day to 36 million gallons at a cost of \$2,075,000. Construction began in September, 1963, and is scheduled for completion in December, 1964.

2. Constructed a 40 million gallon per day river intake, pumping station, and raw water line costing \$545,000 was completed in the summer of 1964.

3. Installed 12-inch water main on West Metairie Boulevard from Turnbull Drive to Airline Park Boulevard at a cost of \$147,310 was completed in the summer of 1964.

4. Installed 12-inch main to serve University City from Veterans Memorial Highway to the southern boundary of the subdivision at a cost of \$87,740.

5. Relocated 14-inch and 12-inch mains on Interstate Highway 10 from Causeway Boulevard to the Jefferson-Orleans parish line at a cost of \$341,134.

6. Relocated water mains on Interstate Highway 10 from Causeway Boulevard to Williams Boulevard at a cost of \$465,150.

7. Installed 12-inch main on West Metairie Boulevard from Airline Park Boulevard to Williams Boulevard at a cost of \$152,232.

Construction for Waterworks District No. 1 in 1963 totaled \$3,813,566.

**Planned 1964 Construction in Waterworks District No. 1**—1. Installation of 12-inch main on north and south sides of Interstate Highway 10 from Severn Avenue to Transcontinental Drive at a cost of \$188,241.

2. Installation of main trunk line system to serve the Camp Plaque, Harahan, Little Farms, and Kenner areas. This is the first stage in the development of a \$9 million major trunk line system of reinforcing the entire distribution system of the district. Construction will begin in the summer of 1964. The first phase will cost approximately \$2,570,000.

3. Construction of approximately \$1½ million worth of water mains in large sub-

divisions such as Pontchartrain Shores and Pontchartrain Gardens as well as on many streets on a petitioned basis, i.e., property owners pay the cost of improving their property.

**Waterworks Districts No. 2, 3, 5, 6, and 7**—These added 1,132 customers during 1963 for a total of 11,605. New construction completed was:

1. Installation of mains on Belle Chasse Highway, Whitney Avenue, and Behrman Highway at a cost of \$127,000.

2. Installation of approximately seven miles of mains by sub-dividers in the West Bank district.

Planned construction for these districts in 1964 includes:

1. Installation of 12-inch main on Barataria Boulevard from 16th Street to Ames Boulevard at a cost of \$115,000.

2. Installation of 24-inch and 12-inch mains from the Marrero water plant along the West Bank Expressway, Highway 90, and the Louisiana Power and Light Company right of way to receive a supplementary supply of water to serve Waterworks District No. 5 between Bridge City and the Jefferson-St. Charles parish line project. The cost will be approximately \$1½ million.

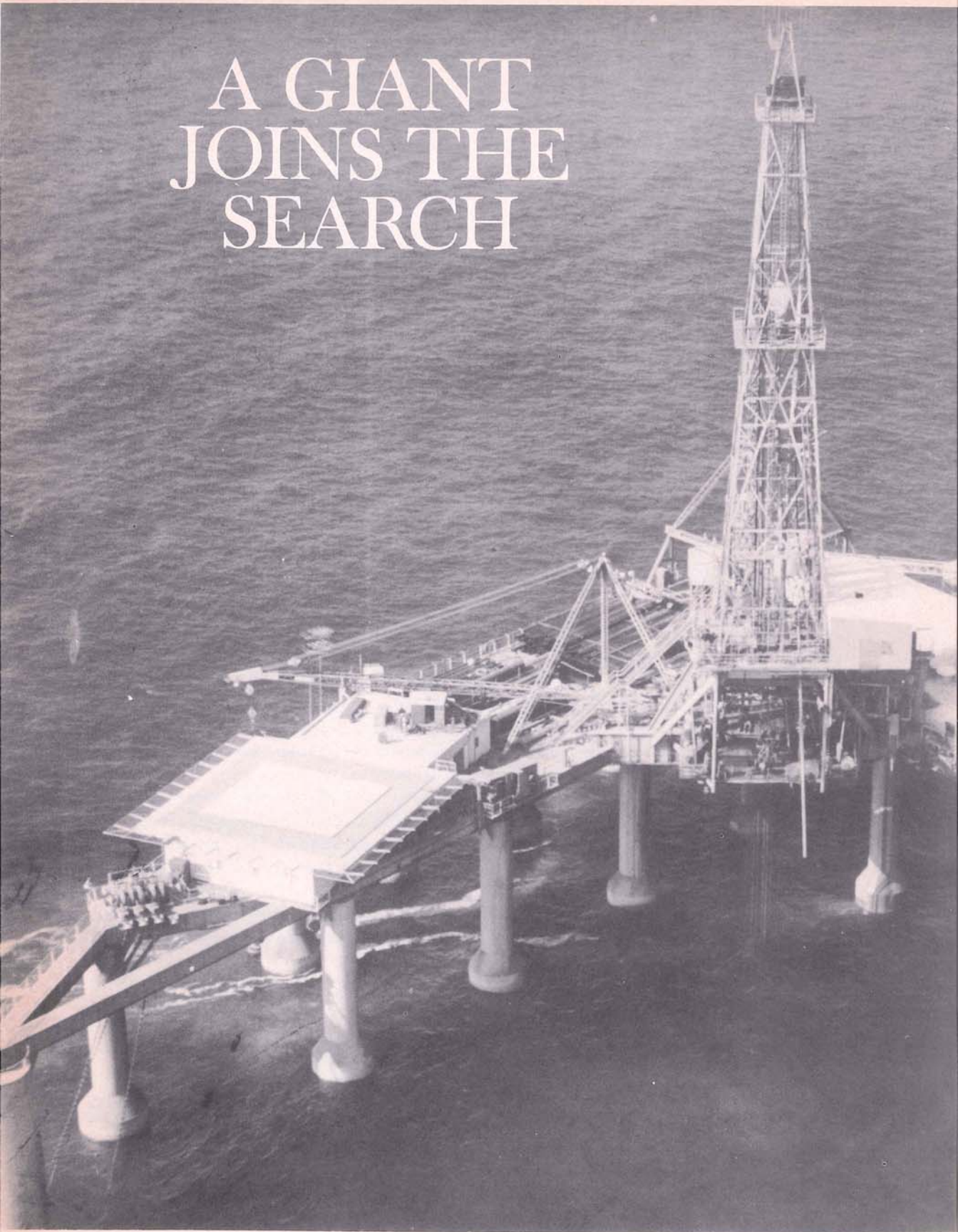
**Planned Progress**—Proper commercial and residential zoning is essential to protect the businessman and the home owner. Essentially, provision of this planning is the function of the parish Planning Department.

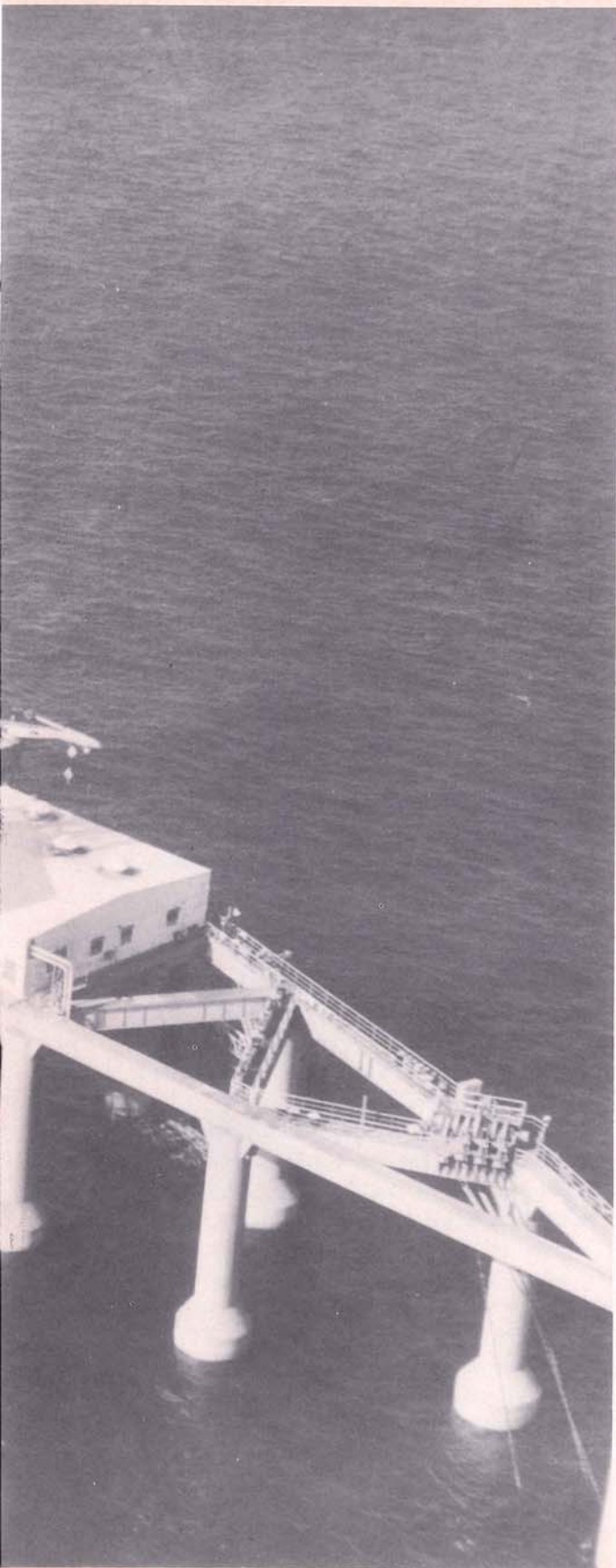
At the direction of the parish council, the Planning Department this past year completed 61 zoning studies. It processed 132 petitions for reclassifications. Recommendations to the council were made on 242 re-subdivisions. More than 2,300 lots were created through subdivision regulations. Sixteen miles of streets and one sewer treatment plant were dedicated.

The public plays an active part in decisions on zoning requests; 26 public hearings were held in connection with them. The Planning Department also assisted property owners by working with them in coordinating petitions for improvements to undeveloped streets.

Council members approved a 1964-68 capitol improvement program tailored to the parish's needs by the Planning Department. It calls for expenditure of \$45,572,960 in

# A GIANT JOINS THE SEARCH





**I**T IS THE LARGEST mobile vessel that can drill while it floats. It is at work off the Louisiana shore. Constructed by Avondale Shipyards, Inc., of Jefferson Parish, its performance is being watched closely by Texaco management because aside from its size it promises to make possible important economies in deep-water drilling. These will come from its ability to stay on the job and work in virtually all kinds of weather.

Offshore work has always been more costly than most land operations: several times as expensive, generally speaking. In the 25 years since the first producing well was completed off the Louisiana coast, costs have begun to come down as oilmen learned more about tools and techniques for this kind of work. But they have remained considerably higher than those for conventional production. And it is axiomatic that the deeper the water you are working, the more it costs you to operate.

Little more than a year ago, the Department of the Interior offered leases for sale on the Outer Continental Shelf, and Texaco successfully bid for a number of these. More than a third of the leases for sale were in water too deep for any existing bottom-supported platform, so the problem was to design new equipment that would operate efficiently and economically at the new depths.

The drilling rig sits inside the angle where the two sides of the vessel meet (see photo). This puts it at the center of buoyancy, where there is least vertical movement. The "V" shape of the vessel is designed to give equal stability in wind and waves from any direction.

Steadied by this design is a superstructure with living quarters for 43 men and a working area of more than 10,000 square feet.

The big unit can drill while it stands on the ocean floor, in water as deep as 90 feet, or it can operate afloat. Borne by its submerged tubular hull, and secured by its nine 12-ton anchors, it may eventually work in ocean depths down to 600 feet.

1964 and a total of \$61,893,253 over the next five years.

Less spectacular but valuable is the contribution of the Planning Department in providing general printing and duplication services to many parish offices at a substantial saving of taxpayers' money.

**Guided Recreation Benefits Everyone**—Jefferson Parish's Recreation Department has kept pace with the modern attitude toward spending of leisure time. It is planned, not in a restrictive sense but to give greater opportunity for participation to all citizens.

Four new recreational centers and playgrounds are scheduled for the East Bank. Two new recreational center buildings will be constructed on existing facilities. Added to the four currently serving the parish, the centers will give Jeffersonians even greater opportunities for participation.

The four new areas are:

1. Bissonet area, a playground of 11.6 acres bounded by St. Martin, Irving, Maned Downs and Canal No. 2.

2. Airline Park area, a playground addition of 19.8 acres along West Metairie Road from Sadie Street to St. Louis Drive.

3. Neyrey Park area, a playground of 10 acres bounded by Cleary, 17th Street, Richland and 21st Streets.

4. Lakeshore area, a playground of eight acres bounded by Martin Behrman Highway, Dublin Street, Oaklawn Drive, and Ursuline Street.

Again, following the trend of recent times, the Recreation Department does not confine its activities to the young but, rather, actively recruits participants of all ages and abilities.

The Golden Agers program for senior citizens has won area-wide recognition as a model of its sort. The Recreation Department's programs for the handicapped fill a need for the community as a whole as well as for the participants.

Recreation in the cultural and social areas is equally emphasized. Ceramics, dancing, dramatics, slimnastics—all are important in the gainfully employed leisure time of Jeffersonians.

With the emphasis on mass participation, i.e., enjoyment, the department must and does provide a wide range of facilities. Picnic areas, lighted baseball diamonds and

football gridirons, indoor and outdoor volleyball and basketball courts, tennis courts, gymnastic equipment and a variety of swings, slides, merry-go-rounds, and climbing apparatus keep young and old physically toned up. The department's miniature train equipped with rubber tires is in constant demand for parades, benefits, and fairs.

Personnel to staff the department's programs are chosen for their enthusiasm as well as their abilities. The department's philosophy is that one of its primary objectives is making people happy.

Sports highlights this past year were many. To mention only a few, Cleary Playground's gridiron stars won their first parish-wide football championship. Working with the Jefferson Parish Junior Chamber of Commerce, the department sponsored the annual Kid Bowl football classic; proceeds went toward the diabetic testing program for parish school children.

The Metairie Booster Club hosted in big league style the 1963 Dixie Youth District Baseball Playoff. Metairie's All Stars captured the title and represented the department at the state playoff in West Monroe.

The first fishing rodeo at Jefferson Downs' artificial lake was conducted by the department in 1963 and proved a resounding success with young anglers.

Eight young ladies represented the department in the National Track and Field Meet at Dayton, Ohio. The gymnastic team won honors in the National Gymnastic Clinic at Sarasota, Florida, and in the New Orleans YWCA "Best Event" Meet.

**West Bank Recreation Activities**—Thanks to the cooperation of the parish school board and action by the parish council, West Bank youngsters enjoy sports and instruction in arts, crafts, and games during the summer.

West Bank volunteers have come forward regularly to coach football, track and basketball during their seasons.

**Library Division Plays Important Role**—The past year was one of significant changes for the parish library system. New buildings were built and planned. Procedures were revised completely or modified to bring even faster and more thorough service to library patrons.

The library division of the Recreation Department neared its fifteenth anniversary of

service to the public. Started as a demonstration by the Louisiana State Library on November 30, 1949, the library today has 13 branches and five bookmobiles in addition to its headquarters. The years continue to bring changes, e.g., the Charles A. Wagner branch library was opened February 6, 1964, in the Bissonet Plaza area. The parish council this Spring voted to build a modern library at Grand Isle to replace the inadequate facilities presently there.

After-hours training of librarians, on their own time, was made possible through the cooperation of the library school of Louisiana State University at Baton Rouge. More than 20 librarians completed the course "Books and Audio-Visual Materials for Children" taught by Dr. Shirley K. Stephenson.

At this writing, the library's book collection numbers 245,541 volumes. More than 76,000 Jeffersonians are registered borrowers.

Microfilm is playing an increasingly larger role in library work. The union shelf list (a means of telling how many volumes are in the entire parish collection, their value, their classification, and their location) is being microfilmed. The filmed records are sent to an out-of-state underground storage vault. In case of fire-caused or other loss, the photographic record of the library's book stock would save thousands of dollars in cataloging cost alone.

Additionally, microfilm of the New Orleans *Times-Picayune* and its predecessors has been purchased for use by library patrons. Current issues are acquired monthly.

To increase the speed with which patrons may secure popular fiction and non-fiction, the parish library has expanded its use of the services of book renting firms. Under this procedure, the library rents from the companies additional copies of books that are enjoying attention from the reading public. The books are issued in the regular manner to borrowers at no cost to them.

Right: Seventy-foot piles are being driven for Drainage Station improvements. When completed, the Drainage Stations will afford East and West Bank residents of Jefferson Parish with the most modern, safe and sanitary drainage system in Louisiana. Completely financed by Bond Issue monies, these basic improvements come to residents at no increase in taxes.





This enthusiastic sextette of young mothers was picked through tournament play from a group of 90 housewives, who participate in the Jefferson Parish Recreation Department tennis program, to represent the Parish in the annual J. T. Cup Tennis Tournament conducted by the Jefferson Parish Recreation Department. Players from Louisiana, Mississippi and Alabama competed in the 1963 event.



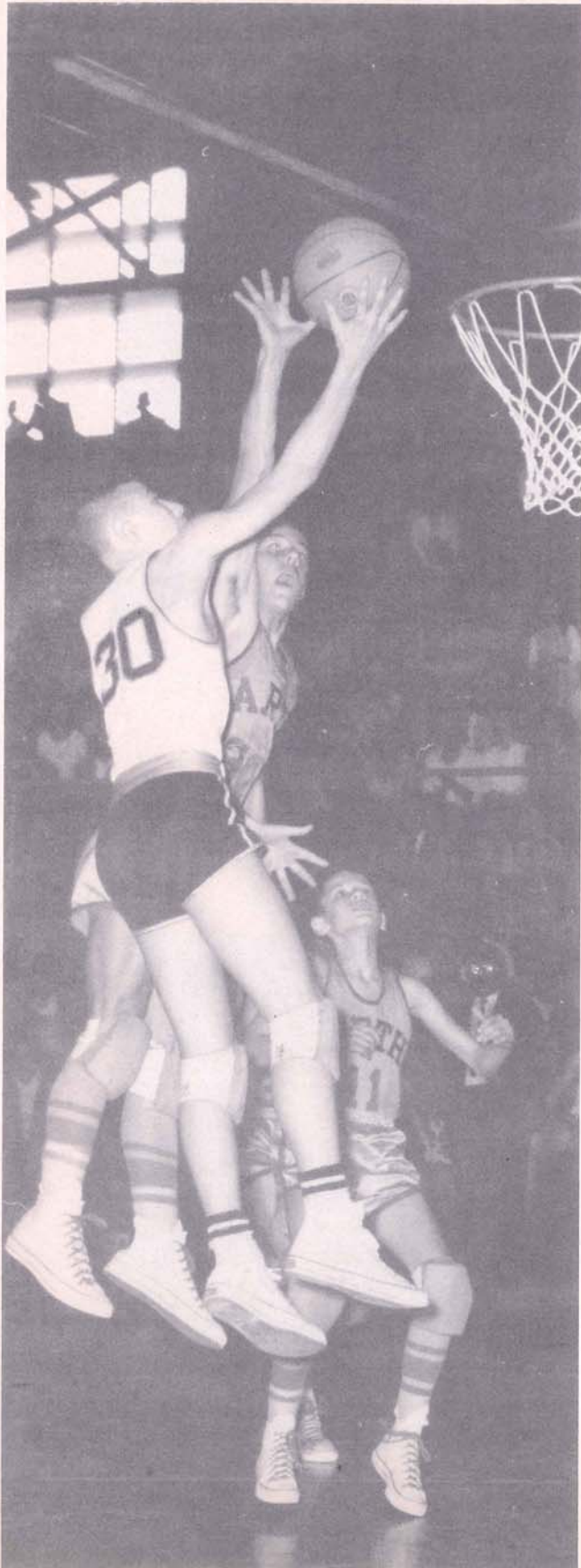
If you can't go through them or around them then go over them. This Pee Wee football carrier of the Marrero Colts hurdles a Metairie Rebel in the 1963 Kid Bowl Classic of the Jefferson Parish Recreation Department. The Marrero Colts were the West Bank Champions and the Metairie Rebels were the East Bank Champions.

# JEFFERSON'S RECREATION ACTIVITIES

These teen-agers of Metairie volunteered to assist with the Special Recreation Program for retarded children conducted at the Metairie Playground and Lakeside School. Each girl served more than twenty hours a week as a game leader in this challenging program of the Jefferson Parish Recreation Department. Left to right are Alix Graffagnino, Georgette Camboli, Mary Ann Springer, Janet Flores and Jo An Rando. This is only one of many activities that the youth of Jefferson participate in and contribute their time and efforts toward making our parish a better place to live.

The Metairie Playground American League All-Stars winner of the 1963 Dixie Youth Baseball Program. Bottom row sitting left to right: Pat Golden, Bill Lawrence, Bill Surcouf, Mike April, Mike Rogan, and Sal D'Amico. Middle row left to right: Eric Aertker, Steve Falati, Mark McGregor, John Cochran, Jimmy Young and Quentin Boudreaux. Top row standing left to right: Joe Cortello (assistant coach), Thomas Ingrassia, Mike Harris, Cary Vincent, Thomas Brennan and Coach Gary Commander.





A bibliography of the parish's foreign language books was issued in the Spring. It is kept current as new acquisitions are made. The service has proved an important one to cosmopolitan Jefferson Parish.

"Your American Heritage" is the subject of this year's summer reading program designed to entice youngsters into reading during the long vacation. Certificates and brightly colored badge-type pins are issued to readers who complete at least ten books between June 3 and August 31. The program, as in previous years, has received high praise from educators and parents.

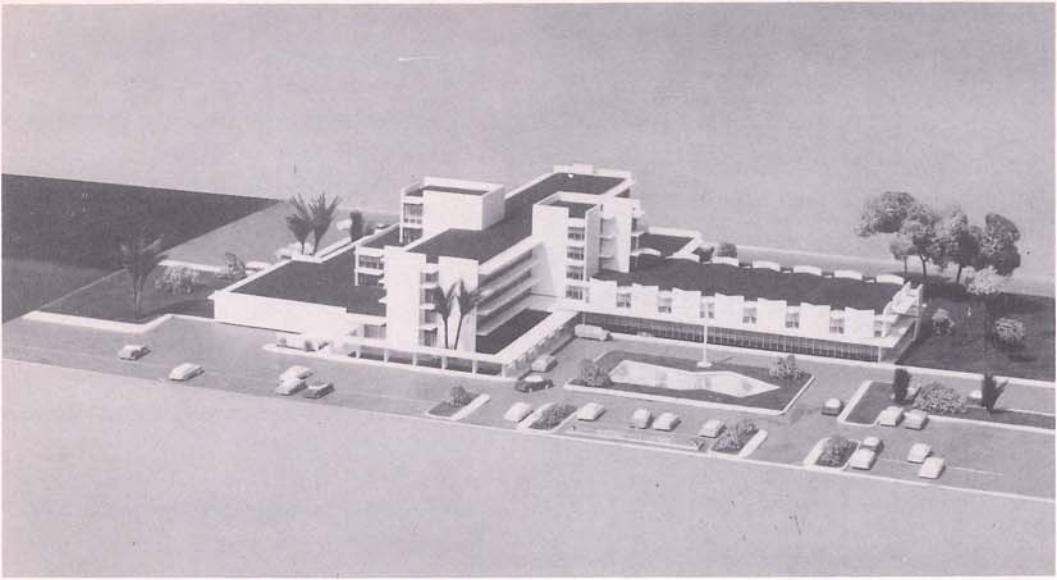
Growth in industrial and scientific fields is bringing new residents to the parish and a correspondingly increasing use of library service. The library division is accepting the challenges posed by increased use with alacrity.

#### **Voters Back Expansion of Sewerage Facilities**

—Three bond issues totaling more than \$22 million were approved by voters to finance partially the construction of a complete sanitary sewerage program throughout unincorporated Jefferson Parish. Completion of the East Bank's \$20½ million dollar program is expected in 1965. The West Bank's Sewerage District No. 8's \$1½ million program will be completed this year. The West Bank's Sewerage District No. 9's \$600,000 program is also scheduled for completion this year.

The first mentioned program will serve the entire populated, unincorporated East Bank. Briefly, its features include: installation of new sewer lines on the occupied street in the area bounded by Metairie Road, Causeway Boulevard, the Jefferson-Orleans parish line, and Lake Pontchartrain. Improvements and additions to the present Helois Street sewerage treatment plant; installation of new sewers in the Delta area bounded by Kenner's east city limits, Airline Highway, David Drive, and Veterans Memorial Highway; installation of new sewers in Airline Park North subdivision and Bissonet Plaza subdivision; installa-

**Left; Action under the basket:** A tense several seconds in one of the basketball games played and won by the Jefferson East Bank Biddy Basketball Team of the Jefferson Parish Recreation Department. This team won the 1964 Regional Championship and went on to represent the South at the world tournament. In fact this team won four of the five Southern Regional Basketball Tournaments of the International Boys Biddy Basketball Program to be played.



## WEST BANK MEDICAL FACILITY GROWS

The West Jefferson General Hospital in Marrero, owned by the property owners of Hospital Service District #1, serves the entire West Bank of Jefferson Parish. The present facility was built with revenue bond issue proceeds and a Hill-Burton grant and was opened in 1960.

Because of the rapid growth of the West Bank and the community's acceptance of the hospital, the Parish Council, acting on the recommendation of the Hospital Board, requested that a \$2,079,000 bond issue be voted on by the West Bank residents. Under the proposed bond issue no new taxes would be levied to pay for the improvements.

The additions contemplated under the bond issue include a nursing floor providing 50 additional beds, bringing the hospital's capacity to 210. On the ground floor additions are planned for such facilities as emergency room, radiology, laboratory, medical records, kitchen and cafeteria, business office, physical therapy, elevators, shops and maintenance areas.

Long range plans for the hospital, not included in the bond issue, include a nursing home for convalescents, a residence building for hospital personnel, and facilities for a school of nursing.



Charlene Ledet, a young library patron, is absorbed in the wonderful world of books. She is reading the Newbery Award winning **Onion John** by Joseph Krumbold which tells the story of a boy's growing into maturity. The library's juvenile departments feature the latest and finest reading material.



Interesting exhibits are regularly presented at parish libraries, often designed by library patrons. Shown examining an original **McGuffey's Reader** are Catharine Ohlsson and Leslie Nettleton. The library system served 44,545 juvenile patrons in 1963.



tion of a main trunk sewer line down from Transcontinental Drive from Canal No. 2 to the West Napoleon Treatment Plant; installation of new sewer lines and a new treatment plant in the Ninth Ward South area which is bounded by Kenner's east city limits, Harahan's west city limits; the Airline Highway and the Mississippi River; additions and improvements to the West Napoleon and Camp Plauche Treatment Plants.

Construction as noted above started in the summer of 1963 with the exception of the 9th Ward area. Construction in this area was delayed until December, 1963.

**\$7 Million for Sewerage District No. 8**—This construction program will serve an estimated 7,600 West Bank homes and total acreage of 11,846. Sewerage District No. 8 includes upper Harvey (west of Harvey Canal), Marroero and Estelle.

This district will have 79 miles of sewer lines, 18 pumping stations and a \$990,000 Treatment Plant that will handle 4,800,000 gallons daily. Present developed areas will have sewer mains large enough to anticipate future population growth.

The Sewerage District No. 8 program has been financed by the \$1½ million ad valorem bond issue previously mentioned plus \$2,554,000 from the Housing and Home Finance Agency, \$600,000 from the U. S. Public Health Service and from an approximately \$4.75 per front foot assessment charge to property owners.

**The \$600,000 Program for Sewerage District No 9**—A grant of \$250,000 from the U. S. Public Health Service, plus the \$600,000 from the November, 1962, ad valorem bond issue, will help finance the sanitary sewerage facilities for this West Bank area that includes Bridge City, Normandy Park and Pecan Grove. Approximately 1,000 homes will benefit. The \$300,000 Sewerage Plant will handle 1,200,000 gallons daily. Sewer mains will be installed, large enough to provide for future growth and an increased number of homes in the area. An approximate \$1.95 front foot assessment will be charged property owners.

**East Bank Drainage Report**—The rainfall in the New Orleans area last year totaled only 54 inches. Normally the annual rainfall in this area approximates 63 inches. Due to the extra working days permitted by good

weather, the Drainage Department was able to install approximately nine miles of roadside culverts through the "share the cost" program with property owners. This was a 50% increase over 1962.

In addition to the laying of culverts, the Drainage Department has been continually maintaining the earth canals with dragline equipment. It has removed better than one million cubic yards of earth during 1963. This will greatly shorten the time required for the rain water to reach the new pumping facilities located at the lakefront.

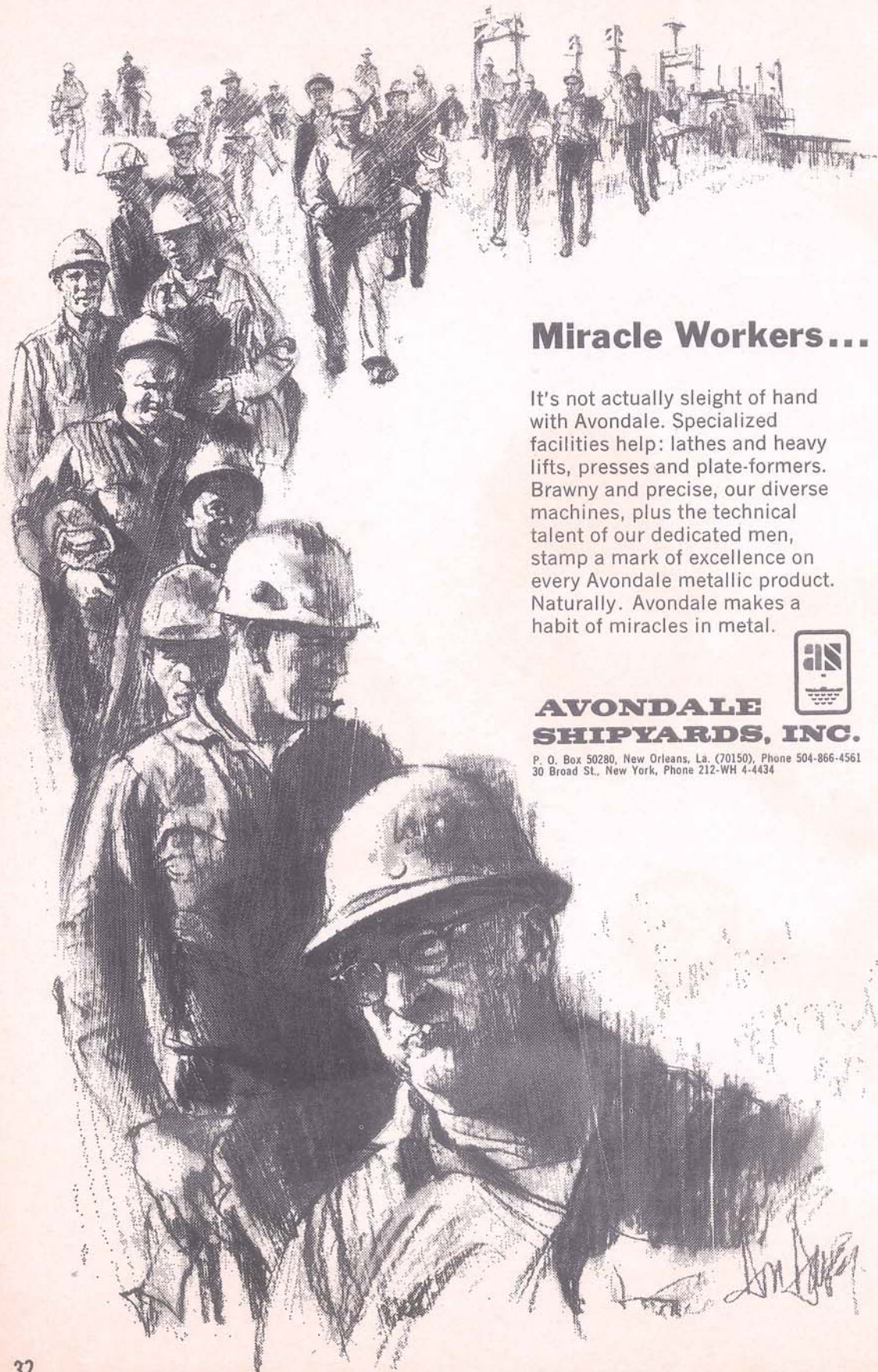
**West Bank Drainage Report**—The year 1963 was also a banner one for the Drainage Department on the West Bank. The levees and pumping stations required to drain the Estelle and Nine Mile Point areas were completed in 1963. The new systems allow development of an additional 14,000 acres. In addition to the new construction work, maintenance crews and equipment have been improving the existing drainage system of canals. Twelve existing canals have been excavated and shaped to speed the flow of water to pumping stations. All pumping stations have been painted. They are systematically inspected to maintain their maximum efficiency.

**1964 Drainage Plans** — On April 29, 1964, East Bank property owners approved a \$5.2 million bond issue for the improvement of East Bank drainage facilities. Work will begin about October to improve lakefront pumping facilities and increase their capacities. Also scheduled to start then is construction of a new pumping station in Houy's Canal to pump the water into the 17th Street Canal and to close many of the present large drainage ditches.

It is also planned to submit a \$2 million drainage bond issue to West Bank voters. It will finance the construction of a distribution canal connecting the Harvey, Ames and Westwego Pumping Stations; rebuilding of existing levees which have settled; and the installation of large culverts to eliminate bottlenecks, plus the possibility of extending the levee system.

**Garbage Division Report**—The Garbage Division of the Jefferson Parish Sanitation Department collected and disposed of more than 184 million pounds of refuse in 1963.

(Continued on Page 114)



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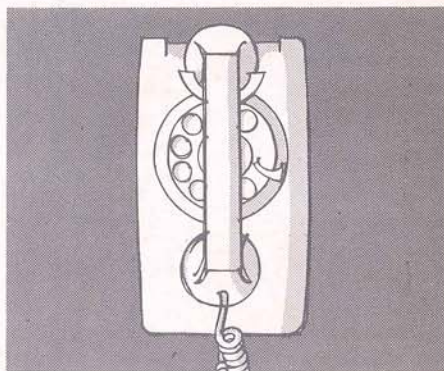


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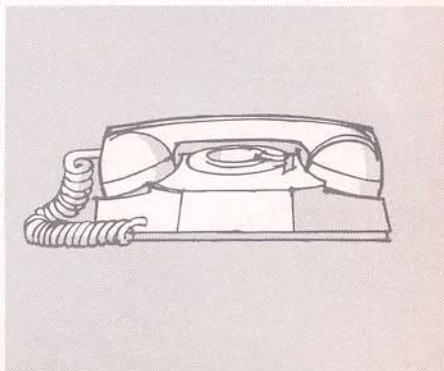
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# the dynamic growth of jefferson

Produced by the staff of the Chamber of Commerce of the New Orleans Area for the West Bank Council and the East Jefferson Council of the Chamber, representing the business and professional men of Jefferson Parish.



According to information compiled by the Research and Statistics Department of the Chamber of Commerce of the New Orleans Area, all indications are that the growth, development and well being of Jefferson Parish are continuing to increase at a rapid rate. Figures compiled for the first six months of 1964, compared with the first six months of 1963, show that building permits for construction have increased both in number and in value, with a total of 3,080 permits issued for the first six months at a value of \$35,620,701 as compared to 2,871 permits issued in the first six months of 1963 with a total value of \$32,446,184, showing an increase of 9.8% in the 1964 value figure over the 1963. Three categories of permits account for the majority of the increase. Permits for new single dwellings increased from 1,074 in the first six months of 1963 to 1,215 in the first six months of 1964, an increase of 13.1%. The value of residential permits increased from \$22,222,553 to \$26,936,267, an increase of 21.2%. The industrial permits increased from \$237,380 to \$457,930, an increase of 92.9%. Miscellaneous permits increased in value from \$950,870 to \$1,194,355, an increase of 25.6%. For the year 1963 the total valuation of building permits was \$74,306,923, so it can be seen that if the trend established last year in the second half of the year, showing a considerable increase over the first six months, is carried out in 1964, the construction activity in Jefferson will show appreciable gains for the year.

While no detailed figures are available as yet on capital investments of expanded industries in Jefferson Parish for the first half of this year, the year 1963 showed appreciable gains over 1962 in total capital investment with \$8,446,941 being expended in 1963 as compared to \$6,763,293 in 1962, showing a 25.3% gain. Compared with 1958, the gain in total capital investment was 148.8%.

Total retail sales have kept pace with the increase in other activity in the parish. Figures available for total retail sales for the first four months of 1964 show \$99,664,000 as compared with \$81,607,000 reported for the first four months of 1963. This was an increase of 22.1%. Employment in the parish as of May, 1964, had reached a total of 82,800. Of this total, wage

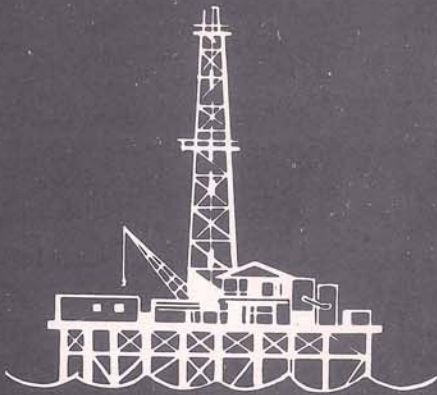
and salary workers accounted for 76,500, of which 16,700 were employed in manufacturing jobs and 59,800 in non-manufacturing jobs. Self-employed persons totaled 6,000, and 300 people were employed in agriculture. There are no comparable figures for a similar period in previous years.

Jefferson Parish is an integral part of the greater New Orleans area and, as such, benefits by its excellent location on both banks of the Mississippi River and the fact that it extends southward from Lake Pontchartrain some 60 miles to the Gulf of Mexico. The river offers the advantage of deep water terminals to industry and these plants are also served by the excellent network of railroads which serve the greater New Orleans area. Six trunk line railroads and the Public Belt Railroad offer direct service within the parish. Three national highways and the Harvey Canal and the alternate canal of the Intracoastal Waterway system provide excellent transportation to other major areas.

Petroleum is important in the parish and many service facilities for the offshore industries are located along the Harvey Canal. To increase the efficiency and usefulness of these locations, the Barataria Bay Waterway has been constructed for shallow draft navigation from the Harvey Canal to the Gulf at Grand Isle. This \$1.7 million project was constructed for the use of shallow draft vessels, has a depth of 12 feet and a width of 125 feet. It is used for the transportation of oil drilling equipment, oil barges, fishing vessels and other such craft between the areas surrounding the river and the Gulf. The Corps of Engineers completed this waterway in December, 1963. The Corps of Engineers has also recently completed a \$7 million project to deepen the Mississippi River to a 40 foot navigation channel from Baton Rouge to the Gulf. This has enhanced the value of the riverfront property in Jefferson Parish and the Corps is also working on their continuing project of bank protection in the area to assure industry of stable levees behind which to build their plants.

That this work has been advantageous is shown in the often quoted figures that there are approximately two manufacturing plants for every mile along the river in Jefferson Parish,

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not necessarily proportionately spaced. Jefferson contains much of the heavy industry of the metropolitan area.

This metropolitan area is a manufacturing center of the first magnitude with 900 plants in the area with average employment of 48,279 in 1963. Annual payroll for these employees was \$255.5 million. From 1946 through 1963 over \$1.25 billion has been invested in capital expenditure for new and expanded manufacturing facilities in the New Orleans area, making it one of the fastest growing industrial sections in the United States. The area is rich in basic chemicals of limeshell, salt, sulphur, water, natural gas and petroleum. Manufacturers in the area produce from these materials a large variety of finished and semifinished chemicals suitable for almost every type production from acids to yeast.

Jefferson Parish is ideally located to offer all of the advantages of the area and, with the remainder of the area, it offers an uninterrupted supply of electric power, a ten year tax exemption to new plants or major expansion to existing plants, a constant pool of stable and productive workers.

The population of the parish continues to increase at a rate above the national average. Estimated population of Jefferson as of January 1, 1964, is 243,800, an increase of 16.8% over the United States Federal Census figure for 1960. Dun and Bradstreet has rated Jefferson as one of the most commercially active parishes in Louisiana, citing a 157% gain in business listings from 1951-1962. Of the total population, approximately 64.6% reside on the East Bank, with 35.4% on the West Bank.

The New Orleans area and Louisiana are unequalled in natural resources. On a national production basis, Louisiana ranks second in natural gas, producing more than 3.9 trillion cubic feet in 1963, with total proved reserves of 71.9 trillion cubic feet; second in petroleum, producing more than 521.7 million barrels in 1963, with crude oil proved reserves of 5.09 billion barrels; second in sulphur, producing 37% of the nation's supply; first in salt with 19% of the nation's production; and first in fur pelts. Other important products include alcohol, cane products, clays suitable for brick and tile, cotton, gravel, rice, limeshell, sand, seafood and timber.

The area is the administrative and financial center of the rich petroleum



This new \$1½ million Pepsi-Cola Bottling plant in the Harahan Industrial Area off Jefferson Highway in Jefferson Parish was formally opened and dedicated on October 26, 1963. Among the guests at the dedication was stockholder Joan Crawford. This new plant with a capacity of 144 million bottles annually employs 200 people with an approximate annual payroll of \$1 million. Its products are marketed through 8,000 dealers in 14 southern Louisiana parishes.



The new \$3 million Coca-Cola Syrup Plant located on Jefferson Highway in the Harahan Industrial Area. It replaces the plant built in New Orleans on Canal Street in 1919 and will serve the Jefferson-New Orleans customers.



Float aircraft taking off from Westwego Airport, a small private base of operations for businessmen and companies operating within Jefferson and nearby areas.



The Jefferson Parish plant of the \$100 million American Cyanamid operation near Waggaman on the Mississippi River, the sixth largest chemical company in the world. Here natural gas is converted into acetylene and then into acrylonitrile which is in turn converted later and at another plant, into Creslan, a new and important synthetic fiber.



On Jefferson Highway of Jefferson Parish is located this recently enlarged famous Ochsner Foundation Hospital and Clinic. From all over the nation and Latin America come patients to its skilled surgeons, doctors and diagnosticians. It is one of the world's outstanding hospitals and clinics.



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and natural gas fields of South Louisiana, including "off-shore" areas in the Gulf of Mexico. This southern district produces 90% of the crude oil total and 84% of all natural gas in the entire state. At the close of 1963 there were 14,571 producing oil wells in this area and 3,723 producing gas wells.

The Mississippi River is the source of the area's water supply. The river is the largest supply available in the U. S.—309 billion gallons daily, approximately the amount consumed daily in the continental U. S. Water rates are among the lowest in the nation.

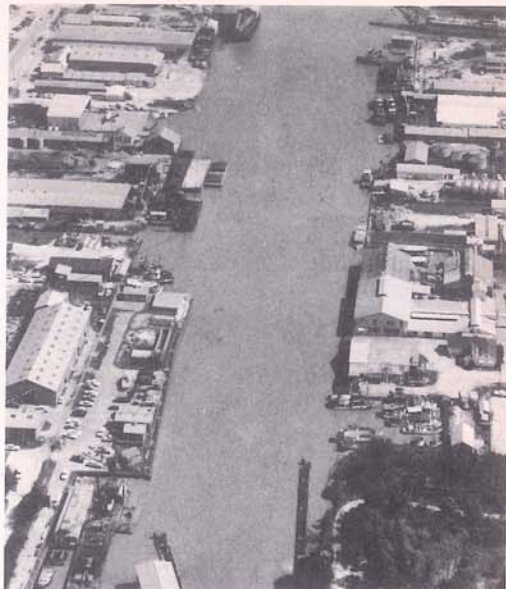
Jefferson's contiguous West Bank communities form a long riverside Main Street, and many residential subdivisions are mushrooming near them. On the East Bank, residential areas are expanding to the shore of Lake Pontchartrain. Expanded water and sewerage facilities are being laid out, and many additional streets plotted and paved.

The Greater New Orleans Bridge connects the West Bank of the river with downtown New Orleans, and through the Pontchartrain Expressway, leads to both Airline and Veterans highways, major East Jefferson arteries. On the West Bank, a system of expressways and highways has led to the increased development of this area. The West Bank Expressway connects the bridge with Route 90 at an interchange near the West Bank terminus of the Huey P. Long Bridge, connecting up the major arteries of the West Bank and providing an alternate route from New Orleans to South Louisiana points and Texas. The Greater New Orleans Bridge was completed in 1958 at a cost of \$65,000,000.

The bridge was, in the spring of 1964, made toll-free and at the same time the Canal Street to Algiers ferry was made toll-free. There is one additional toll ferry still operating between the East and West Banks from Jackson Avenue in New Orleans to the City of Gretna on the West Bank. In addition, two toll-free ferries are operated by Plaquemines Parish across the river at Belle Chasse and Pointe a la Hache, and another toll-free ferry is operated between Luling on the West Bank and Destrahan on the East Bank in St. Charles Parish above Jefferson on the river.

The increased transportation advantages have helped the growth of the West Bank of Jefferson immeasurably.

(Continued on Page 143)



Above: Busy Harvey Canal, the Jefferson Parish link with the nation's tremendous inland waterway system both north and south and east and west. Shown here are some of the nearly 200 industries that line both banks of the Canal. With the exception of the Southern Shell Fish Company, the world's largest canners of shrimp and oysters, and several others all these industries serve the inland and offshore drilling operations searching for or producing oil, gas and sulphur. The offshore drilling activity of Louisiana is now in full swing, but many oil men will tell you they have just scratched the surface of the tremendous Gulf potential.

Below: The KERR-McGEE Rig 54 as it passes under the Huey P. Long Bridge on its way from Avondale Shipyards to a location in the Gulf of Mexico. This is the largest structure ever moved down the Mississippi River. Five tug boats and one push boat were used to tow it downriver. This \$6½ million rig measures 206 feet from its base to the top of the workers' deck.



**Q.** What famous roadway brings more than 1.5 million motorists to Jefferson Parish each year?

**A.** The Lake Pontchartrain Causeway, which completes eight years of operation on August 30, 1964.

During 1963, more than 1,575,000 vehicles crossed the “world’s longest bridge.”



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# The Phenomenal

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# ~GROWTH of~

---

# Jefferson's Schools

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By G. Robert Murphy, President, Jefferson Parish School Board and Paul J. Solis, Superintendent of Schools



Jefferson Parish's population continues to explode. This presents the insurmountable problem of attempting to seat everyone of the steadily increasing number of pupils enrolling at the start of each school year—the 1963-64 enrollment of 45,749 was 2,073 more than the school year 1962-63, which had an imposing increase of 4,858 over the year before that.

This has been the pattern since the end of World War II. To be more specific, in 1945-46, the schools in Jefferson had a total of 8,339 pupils. When compared with this year's 45,749, we

realize an overall increase of 37,410, or an annual average increase of 2,078 for the last 18 years.

To further point out this phenomenal growth, we can make a comparison with the four other fastest growing parishes in the State since World War II. Recently compiled data reflect Orleans with an increase of 182%, Caddo with 198.4%, Calcasieu with 294.5%, East Baton Rouge with 315.6%, and Jefferson with 548.6%.

To help overcome the critical school housing shortages caused by this unusual growth, the people of Jefferson





Pupils of the tenth grade biology class of West Jefferson High conducted by Mr. Roach, keenly intent on an experiment in the school laboratory. They are left to right: Wanda Mayo, Barbara Ledet and Gene Hotard. The photograph suggests the array of valuable equipment available at West Jefferson High for biology laboratory study.

Parish since 1945-46 voted approval of nineteen million dollars in ad valorem bonds and a one-half cent sales tax that has provided an additional eleven million dollars, for a total of thirty million dollars.

During the same period, Caddo Parish voted fifty-two and three quarter million dollars and East Baton Rouge Parish, seventy-one million. Orleans Parish, sixty-four and one-half million and will soon spend another forty-one million.

While Jefferson has been the fastest growing of all parishes in the State, its taxpayers have been asked to make the least financial effort in support of school construction.

With the ten million dollar bond issue in 1959 (the largest in the Parish school history), plus revenues received from the sales tax, the School Board launched a school building and remodeling program that has never ceased since.

By 1962, four hundred and fifty-five classrooms were completed, which included twelve new schools. At the same time, a parallel remodeling, refurbishing and enlarging program of existing facilities was started. Four stadiums and several cafeterias and cafetoriums were also added.

Forty-eight mobile classrooms were added in September, 1962. A physical education and band building and seventy-five classrooms were constructed at thirteen schools and were occupied during the 1963-64 school year. Forty-nine more classrooms are either under construction or completed and will be ready for use in September, 1964. Several buildings and additions are now on the drawing boards, and should be ready by the fall of 1965.

In November of 1963 a new Department of Planning and Construction was added to the Jefferson Parish Public School System. This depart-



ment of three employees with an office in the School Board Building at Gretna, will function under the directorship of an architect. It will determine by surveys and studies the "where and when" of all new school construction, remodeling or added classrooms and facilities, will make its recommendations to the School Board through the superintendent, and will supervise and administer the actual construction work. Upon its formation a survey was started immediately to determine the immediate future needs of the public school system of Jefferson Parish.

Equally expressive of the surging growth of Jefferson's Public School System as its new and expanded schools are the thirty-one new school busses put into service at the beginning of the 1963-64 school year, bringing the total up to 230 busses that daily transport a great proportion of Jef-

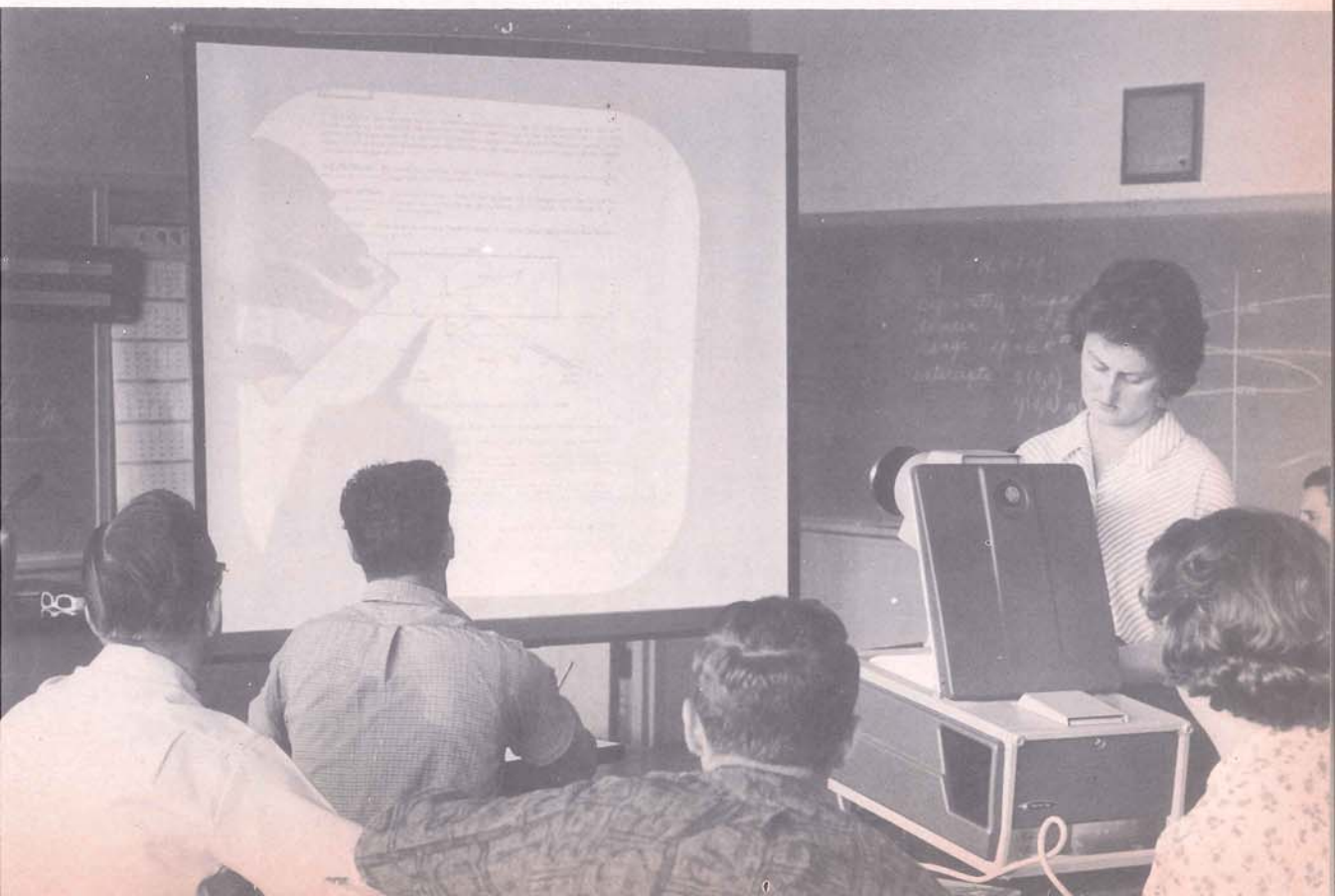
erson's children to and from school.

All of the Jefferson Parish school busses are owned and operated by the individual drivers under contract to the Jefferson Parish School Board. Each driver is paid a monthly salary that averages around \$411. This method is more economical to the School Board than operating and maintaining its own fleet of busses.

The driver-owner is not only responsible for the children he is transporting, but also is responsible for the equipment he is driving. This double responsibility tends to make more careful drivers. It is generally conceded that pupils transported in the school busses are safer than those who are carried to and from school in the family car.

Another dramatic statistic that reflects the amazing growth of Jefferson's public schools are the 125 new

The West Jefferson High senior class in advanced math shown here using a portable type projector, part of the \$3,000 Visual Communications Systems recently awarded West Jefferson High by the 3-M Company of St. Paul, Minnesota. West Jefferson was one of only four schools in the New Orleans area selected to receive this valuable equipment—part of a \$1,500,000 Assistance Grant to education financed by the 3-M Company to encourage more creative teaching in the schools of the United States. The West Jefferson High teachers responsible for procuring this award are Mrs. Elaine Duvic, not shown in picture, Miss Marjorie King and Mrs. June Evans.



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Terrytown Elementary School containing nineteen class rooms and a cafeteria will be completely furnished and ready for the 1964-1965 school year.

teachers added to the staff at the beginning of the 1963-64 school year, bringing the total up to 1,637 teachers now employed. Since they are paid salaries higher than required by the State, the Jefferson Parish Public Schools have been able to attract and employ its share of the best qualified teachers.

All together, the schools now require the services of 2,497 employees in all classifications to provide the manpower and skills necessary to operate the entire system. It required almost eleven million dollars to operate the schools during 1963-64. According to recent educational literature, the average cost over the country of a year's education per public school pupil is \$352.00. However, the Jefferson Parish Public Schools are able to report a total of only \$228.95 per student for this year. This clearly indicates that sufficient funds for education are not being provided to keep pace with the population growth and the increased services required.

The Jefferson Parish Public Schools are attempting to meet the educational challenge of our modern world of electronics, automation and space exploration by expanding and modifying its program of studies.

The high schools offer excellent business, industrial arts and home econom-

ics courses, in addition to the fundamental academic courses. The Home Economics Department of the recently established Riverdale High School for Girls is the largest in the State.

The senior high schools now have what is known as honor courses in Mathematics, Science and English for the academically talented students. In addition to the traditional Mathematics courses, the senior high schools now offer a new course known as the Scientific Mathematics Study Group, which provides the modern new college concept of Mathematics. On the senior high school level, a new textbook on Biological Science Curriculum Study is available to biology students, a study area of modern approaches to Biology.

For the 1964-65 school year, the Board will provide Foreign Language Laboratories with tape recording equipment and records, for teaching foreign languages. This will facilitate and improve techniques in the lingual approach to the teaching of languages. This equipment will be installed in all high school departments.

Courses in French and Spanish now are provided in the seventh and eighth grades of the junior high schools, and also in the fifth and sixth grades of the elementary schools. These are non-credit conversational language courses.

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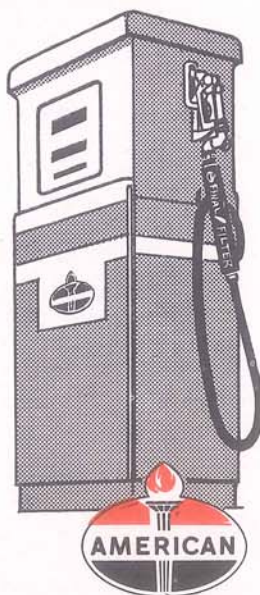
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At this point it is appropriate to report that West Jefferson High School was one of four New Orleans Area schools recently to be awarded a \$3,000 visual communications system, including eleven overhead classroom projectors. These teaching aids were part of a \$1,500,000 assistance grant to education by the 3-M Company of St. Paul, Minnesota, to encourage creative teaching in the schools of the United States. Five hundred winning schools throughout the country were chosen from 14,000 that submitted proposals. The faculty of West Jefferson High School prepared the school's winning proposal.

Also, the fourth grade pupils of Ames Elementary School at Marrero are proud of their new set of the World Book Encyclopedia which they won recently in a contest featured in Uncle Ray's Corner, a daily news column in the *States-Item* newspaper.

A development reading program is being emphasized in the fourth and fifth grades. Remedial reading has been started in the seventh and eighth grades, with plans to introduce the same in the fourth grades.

Throughout the Jefferson Public School System, an expanded vocal and

instrumental music program is under way.

There are now eight Junior High Counsellors and six Senior High Counsellors. These specially trained people help guide students into courses that will utilize their fullest capabilities and aptitudes. This is done through proper testing and counselling. Additional guidance personnel will be added in 1964-65.

Six scholarships are now available to Jefferson's outstanding students. These are the Legislative Scholarship, the Special Award Scholarship on the state level, the T. H. Harris Scholarship, the Jefferson Parish PTA Scholarship, an Athletic Scholarship and an Academic Scholarship.

One hundred and ninety-three adults from all walks of life are enrolled in this year's Adult Education Program and there is a waiting list of over 200.

This Program was started in Jefferson Parish five years ago, offering free evening classes to adults of all ages who desired to continue their education where it had been stopped years ago. These eager adult students are given an examination to determine where their education should start, and

The popular and busy library of the East Bank T. H. Harris Junior High School, where cramming for and study assignments becomes a pleasure and not a chore.



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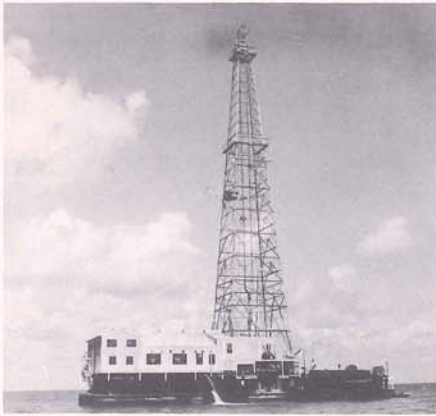
they are advanced as rapidly as their individual abilities permit.

Classes are held twice weekly at West Jefferson High, East Jefferson High, Lincoln High and Washington Elementary, with instructors in charge who have been selected from the regular Jefferson teaching staff. The cost of this Adult Education Program is paid for by the State of Louisiana, with the exception of janitor service, utilities and incidentals, which are defrayed by the Jefferson Parish School Board. The number of students enrolled is determined by the money available, which accounts for the long waiting list. It is interesting to record that some of these mature people plan to enter teaching training programs themselves after they are through with this course.

The Driver Training course, which combines classroom theory with actual behind-the-wheel experience, is very highly regarded by departments and agencies interested in traffic safety. Training a teen ager to become a careful, courteous, and skillful driver is now demanded of the schools by the public. There were 438 students enrolled for the 1963-64 school year. The program will be carried on into the summer so as to make it available to more students. After completing the course, boys can obtain insurance at a reduced premium rate. Recently, the Board acquired a driver training simulator from the State Department of Safety on a loan basis for the purpose of augmenting this program.

Distributive Education is a course in which actual retail business experience is an extension of classroom work. There now are thirty-three students enrolled in this course. The procedure is simple but effective. The faculty arranges with merchants and business

Miss Helen Justice of the Jefferson Parish Public Schools shown holding the plaque that named her "Teacher of the Year." This honor was bestowed by the Alpha Theta Chapter of Delta Kappa Gamma, the International Honorary Society for Women Educators. The award is based on faithful service, loyalty and ideals, love of children, humility and an understanding heart.



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concerns for the students to work half a day and receive pay for that work. The student spends the other half day in the classrooms, thereby combining textbook theory with actual experience. Both the businessmen and the students find the arrangement effective and beneficial.

There are now fifty-one physical education instructors in the public school system. These specially trained and experienced instructors supervise a physical fitness program that does not interfere with academic classroom instruction. This year, at least four basketball goals were installed in every Jefferson Parish Elementary School. During the vacation period, many of the school athletic fields are loaned to the Jefferson Parish Recreation Department for its summer program. This allows for full utilization of athletic facilities.

A survey made in 1951 indicated the need for establishing Special Education classes for children who cannot benefit from regular school curricula. As a result, a three-day workshop was initiated by the administrative staff and approved by the Board. A team of specialists from the State Department of Education and the State Board of Health instructed the teachers in methods and means of screening children in order that the exceptional child could be recognized and his capabilities and needs determined and proper referrals made.

In 1952, the Jefferson Parish School Board authorized a class for the physically handicapped on both the East Bank and the West Bank, and the following year a class for the mentally retarded was established at the Jefferson Junior High School. At this time, no transportation was provided.

As the school population expanded and classrooms became crowded, the problems presented by children who were not adjusted to the normal classroom situation became more prominent. In 1956, at the request of the superintendent, the Board authorized the expansion of classes for the men-



Mr. Vic D'Geralomo, Principal of Kenner Junior High, presents awards won by Kenner students at the South Central Louisiana Literature and Science Rally at Nicholls State College at Thibodeaux, Louisiana. To Jacquelyn Booth went the award for second place in Spanish and to Robert Hall, second place winner in Science.

Representative students of the fourth grade at Vic A. Pitre School hope you enjoy this presentation of their geography and science time project. Left to right are: Robin Gassenberger, Marilyn Rivet and Jody Boudoin.



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An East Jefferson High School project conducted through the East Jefferson Radio Club and sponsored by teacher Felix J. Guillot. The boys are working on an experimental sonar device, a radar using sound instead of microwaves. Shown here, left to right; James R. Mullins and ham operators John Douglas Hensley, Jr. (WA5BQA) and William E. Ketel (KAP-1876).



Ninth Grade students of Fisher Junior High shown working on their map projects in the study of world geography. Shown here, left to right are Lena Menard, Gloria Billiot and Beryl Belsom. Instructor Gerald Carter is shown in the background.

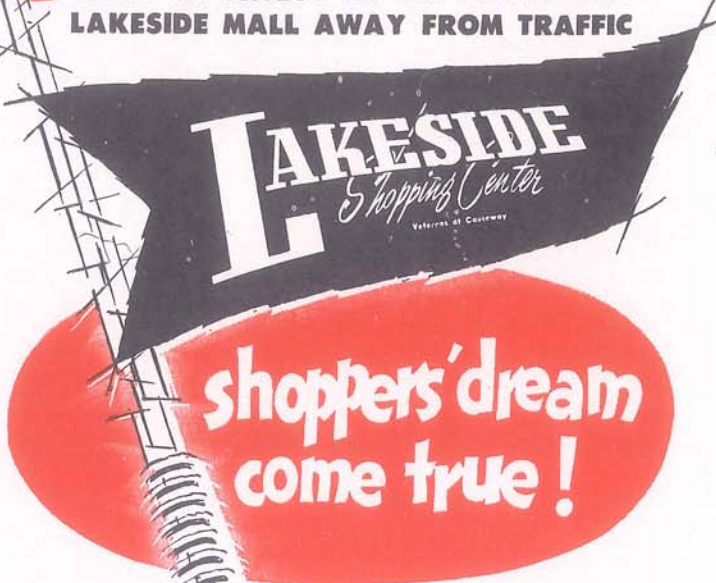
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tally retarded. The services of a Clinical Psychologist were secured to evaluate children for class placement.

At the present time, the program is housed in two buildings. On the East Bank, the Lakeside School has sixteen classes for slow learners and one class for the physically handicapped, with a total enrollment of 186 children. On the West Bank, the Boulevard School has six classes for slow learners and one for the physically handicapped, with a total enrollment of 84 children. Also, at the present time, four children are enrolled in a special class for the deaf. Transportation is no longer a problem. Six special busses transport the children to these special classes.

The Visiting Teacher Department coordinates all available agencies and

community resources to aid children in adjusting to the school situation. Besides the services of a Clinical Psychologist on a fee basis, we are fortunate to have the services of the Special Education Center of L.S.U.N.O., the Jefferson Parish Child Guidance Center in Harvey, and the New Orleans Regional Mental Health Center in Algiers. These agencies evaluate and work with children who are having difficulties in school. Final disposition rests with the Visiting Teachers as to class placement.

Where there are mental deviation, emotional disturbances and personality conflicts, we attempt to give the slow learner special attention, with modified programs to enable him to attain reasonable satisfaction and success from his efforts.

(Continued on Page 153)

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tiller residence, metairie



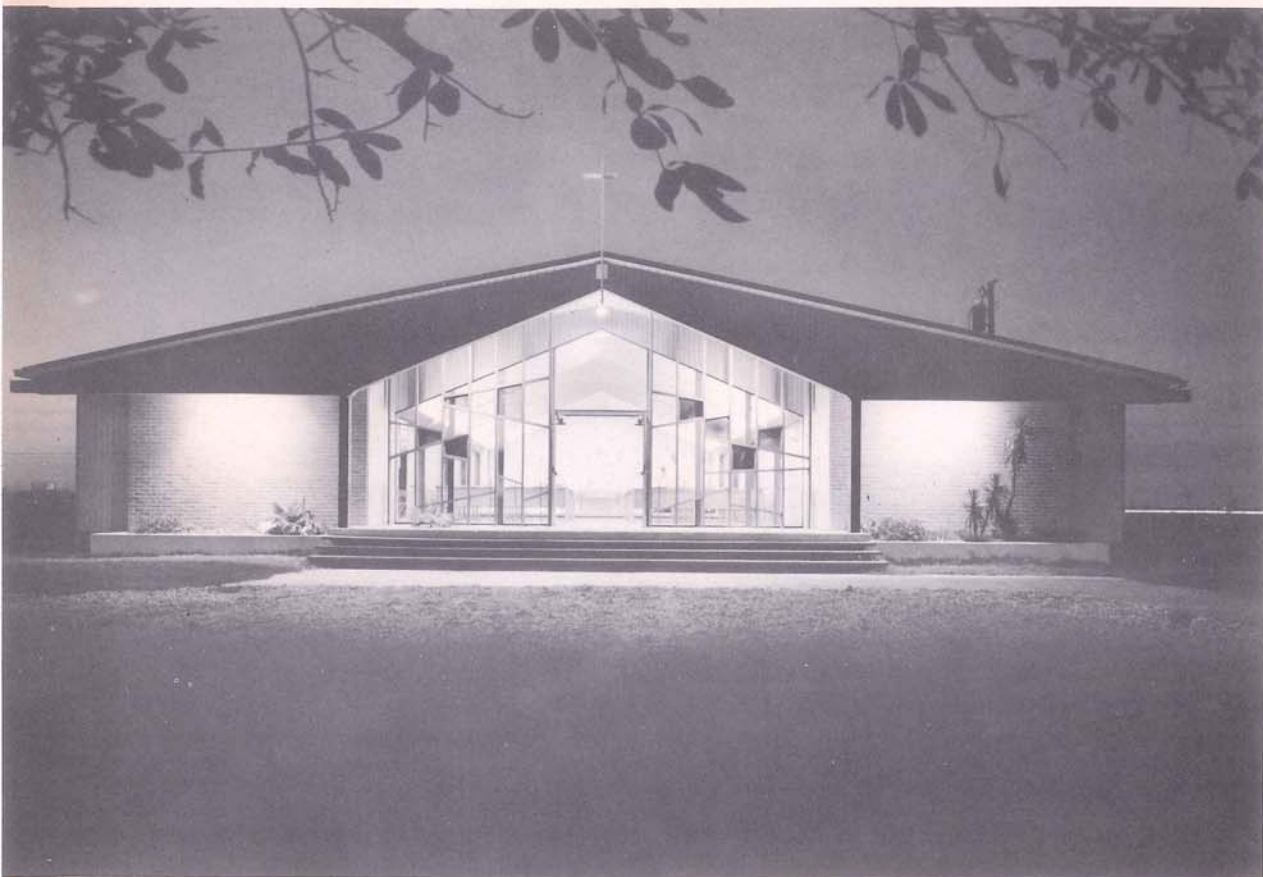




gretna methodist church



st. matthews methodist church, airline park



metairie methodist church



greenlawn terrace elementary school, kenner



john lawrence



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archbishop blenk high school, gretna



nun's chapel, archbishop blenk high school



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Sheriff Alwynn J. Cronvich shown at his desk.

## The Sheriff's Office

By Alwynn J. Cronvich, Sheriff of Jefferson Parish

The office of Sheriff of Jefferson Parish is big business. Over 300 persons are employed in its divisions—Civil and Law Enforcement.

Under the Constitution and laws of the State of Louisiana, the Sheriff is the tax collector, chief enforcement officer and executive officer of all the courts.

As tax collector, he collects and distributes more than \$20 million each year and also executes the orders and judgments of the courts, serves all legal processes and attends court daily.

As law enforcement officer, he must protect and assure the safety of more than 250,000 residents of the parish, a 450-mile area that includes Grand Isle, located some 100 miles from the parish seat.

Since assuming office on May 8, 1964, a sweeping reorganization of the law enforcement division has been completed and a number of economy

measures instituted. The changes followed a study of new police methods in other communities and a survey made of the activities of the office. From that study it became apparent that several areas within the operation required immediate and intensive action.

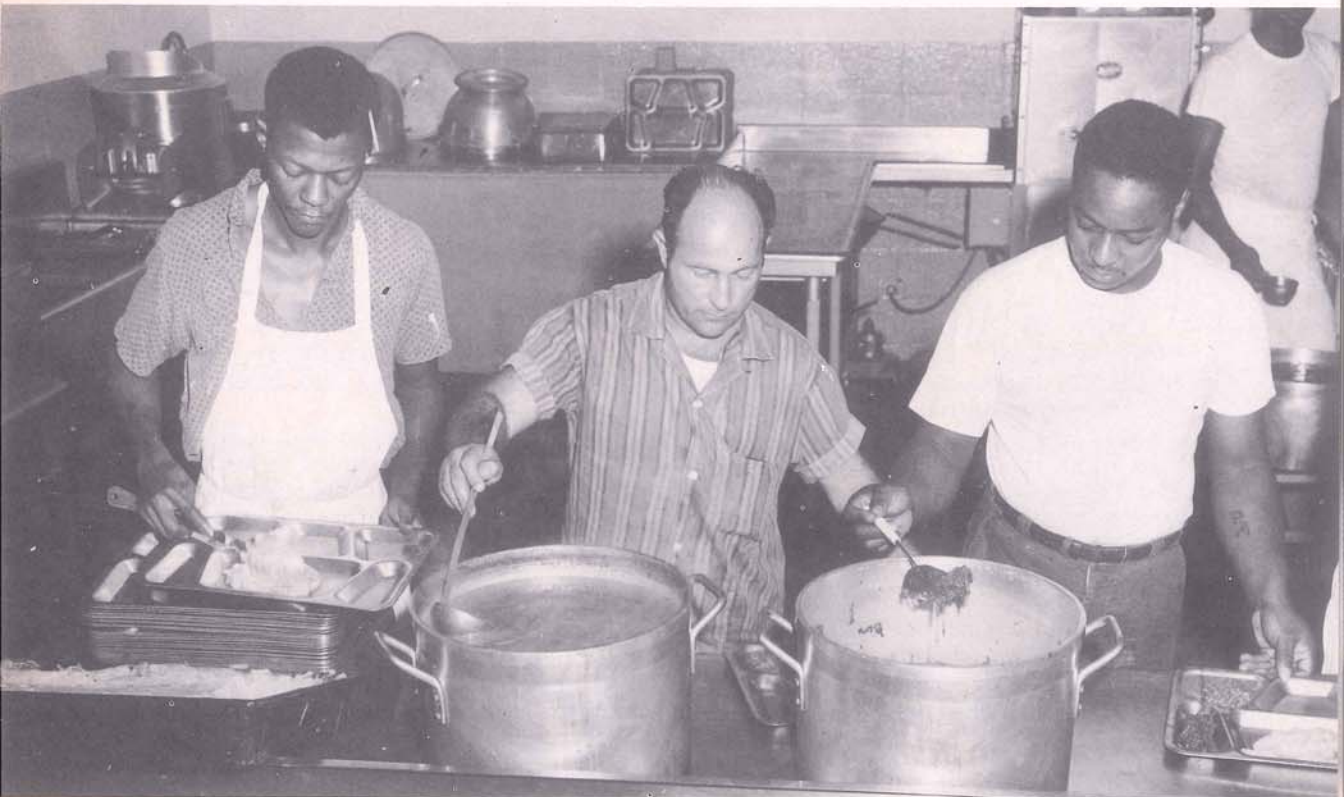
Deadwood was removed, outstanding men in the department retained and new, qualified personnel added.

Today's law enforcement officers are carefully trained to cope with criminals. The men, screened to prove mental and temperamental fitness for their work, receive intensive training in identification and police techniques at the New Orleans Police Academy or at Louisiana State University at Baton Rouge.

Worn out equipment was replaced and among the economies effected was the institution of a central purchasing system to cut the cost of operating law



A view of the tax office in the Courthouse in Gretna.



The Gretna jail has been refurbished. Here's scene in kitchen during preparation and serving of meals to inmates.



C. W. Lartigue III, Executive Assistant to Sheriff Cronvich is pictured at right with one of the Sheriff's Deputies.



Polygraph test is given suspect by member of Sheriff's force.

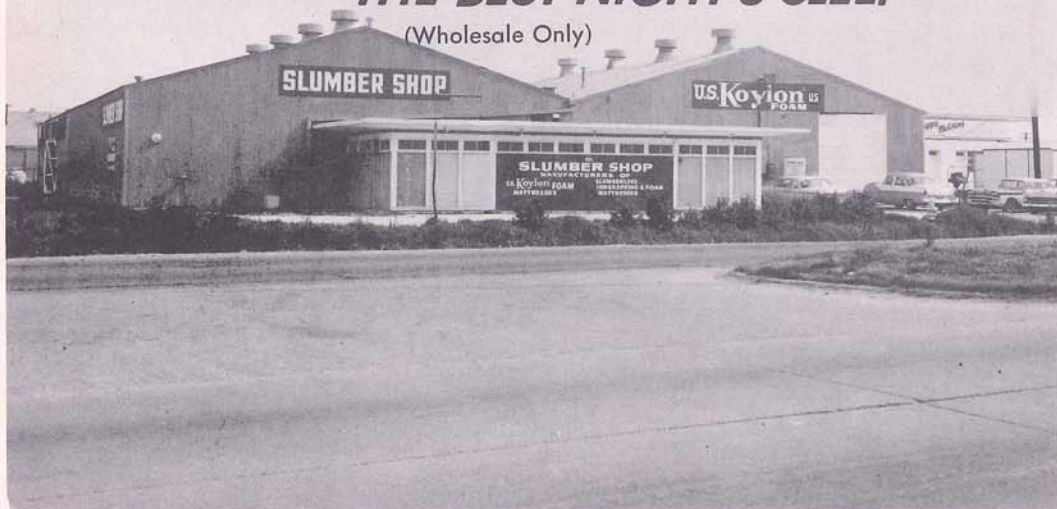
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enforcement motor vehicles. Sizeable savings have resulted through the installation of gasoline tanks and pumps on both the East and West Banks to service the cars. Gas is now purchased at savings of 13½ cents per gallon.

Establishment of a motor pool, with supervisors in charge of maintenance and repair of vehicles, has netted substantial savings despite the fact that mileage was 25 per cent greater than in the same period of 1963.

In the patrol division, added emphasis has been placed on the responsibility of uniformed deputies to the public. New procedures were put into effect to give the men, their commanders and the department a more complete record of their performance.

As more funds are made available, additional deputies will be hired and the motorcycle section of the patrol division expanded for thorough, more effective patrolling of main thoroughfares and subdivisions to curb speeding motorists.

It is hoped that by early 1965, the K-9 Corps can be doubled in size. The Corps has been a most valuable asset to the department.

Extensive reorganization of the Detective division has taken place and new bureaus created, including auto theft, burglary, armed robbery, homicide, identification and general assignment. Highly-trained, qualified and experienced personnel now command and staff these bureaus.

Two separate divisions have been added—vice and intelligence, and like the narcotics division, operate directly under the Sheriff's supervision.

The Juvenile division processes all complaints involving juveniles. At present the parish lacks a detention home to confine the young offenders pending trial of complaints against them. There is an urgent, definite need for such a home and the Sheriff's office is working toward the accomplishment of that goal.

The campaign against crime assures the people of Jefferson Parish protection equal to that of the most successful police operations in the country.

The radio-alarm and records systems of the criminal division meet the mounting law-enforcement challenge that accompanies population growth; and the record of officers of the parish is comparable to that of the much larger police force in New Orleans.

The radio room of the criminal division clears several thousand complaints a month. And a teletype communications system between the Sheriff's office and the New Orleans Police Department makes the two communities, east and west of the Mississippi River, one operation in crime deterrence.

The Sheriff's office is in constant communication with deputies cruising in patrol cars or other vehicles equipped with two-way radio installations. The coronor's office and the incorporated areas of Jefferson Parish are also connected to the Sheriff's office by two-way systems.

This electronics alarm system makes a career of crime increasingly hazardous and has put new power behind the campaign against narcotics.

The Criminal division works closely with the Federal Bureau of Investigation (FBI) and supplies Washington headquarters with fingerprints and other records of criminals.

Conditions have been bettered in other areas of the law enforcement division. Conditions in the Parish Prison have been improved considerably. A complete cleaning and refurbishing program has taken place. An experienced cook now supervises the preparation of meals and prepares menus that insure a varied and nutritional diet. A new system has been installed to control the purchase and use of jail food that assures proper use of funds for feeding inmates. Much equipment has been replaced including mattresses.

Jail facilities, as they presently exist, are still totally inadequate for the number of prisoners that must be housed. Separate facilities are needed for female offenders and for those unfortunates awaiting transfer to mental institutions.

In the Civil department, the Sheriff's office is charged with collecting all ad valorem taxes, including real estate, parish, Levee district and school taxes, sales and occupational license taxes, and alcoholic beverage levies.

During the past three months, the Sheriff's office has collected some \$39,243.26 in delinquent taxes due to more efficient tax collection methods introduced by the director of the sales tax division.

Of this amount, \$11,403.62 was from overdue sales taxes; \$21,022.02 for back occupational license taxes, and

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Forty years ago, Celotex built its first plant and began the manufacture of insulating fibreboard from bagasse.

Today, this plant, at Marrero, Louisiana, is the industry's largest: 1750 employees; a vast 150 acre plant; a product line of over 1300 items; 10 miles of rail lines, a fire department; a medical department, ambulance equipped. Annually, 250,000 tons of bagasse from Southern sugar mills are processed into building materials.

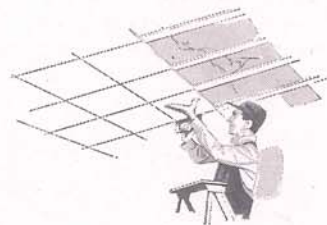
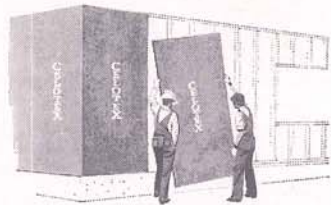
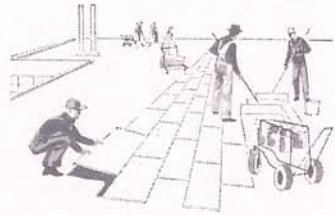
At Marrero and 8 other plants, Celotex produces a variety of products needed for the gigantic construction job required to keep pace with America's population growth and economic progress. We are proud to have a part in keeping our nation prosperous and strong.



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\$6,817.62 in delinquent alcoholic beverage permits.

Because of the fact that all property taxes were collected early in the year, and since there will be no further tax collections until November, 1964, this report does not include information in that division.

It should be noted, however, that approximately 75 per cent of the employes of the Sheriff's office received a salary increase since the new administration took over, and without the necessity of a corresponding increase in the total expenditures of the office.

In order to perform all of its functions, the Sheriff's office must operate within its yearly revenues of \$1,600,000, far short of the amount required to operate efficiently and to provide the law enforcement services so vital to this rapidly expanding parish.



Deputies on Sheriff's staff inspect seized weapons.



Identification bureau of Sheriff's office.



William M. Justice, Jr., Clerk of Court of Jefferson Parish, dictating a report to his secretary, Mrs. Jocelyn Vicknair. He has many responsibilities that keep him on the go, and his morning dictation is the only quiet period of a day crammed with action and decision-making.

# SERVING ALL THE PEOPLE

**By William M. Justice, Jr., Clerk of Court**

Modern life is complex. Today's citizen knows this through experience. The keeping of records helps smooth the citizen's path through what at times may appear to be a jungle of paperwork, a maze that may leave him with the feeling that he doesn't know where to turn to find his way out to the happy solution to whatever his problem may be.

I have pledged the employees in the office of the Clerk of Court to be unstinting in their efforts to aid everyone who may have need for our services. We consider ourselves honored to be known as "public servants" and make use of every effort to earn the appreciation of the taxpayers and patrons.

However, actually delivering high quality service to Jeffersonians requires much more than a sense of responsibility toward one's duties. In this article, I'd like to tell you briefly what the office of the Clerk of Court does, how it does it, and what has been done to ensure that it is done in the best way possible.

The work force consists of 75 highly trained men and women. To enable them to serve you even more rapidly, the latest IBM equipment has been installed in the docket department of civil records. For the convenience of East Bank residents, an office has been established there; it will handle civil cases in amounts up to \$1,000 in East Jefferson.

Another service to East Bank residents is the establishment of an office in East Jefferson for the handling of misdemeanor charges and traffic violations—no longer need residents of the East Bank make the trek over the river to deal with minor judicial matters. This step was taken in accordance with our policy of speeding up service and serving the convenience of Jeffersonians.

I feel that as a government institution, we have a direct responsibility to taxpayers to effect whatever economies are possible without a deleterious effect on the quality of service. For this reason, the Clerk of Court's office



Above: The branch of the Clerk of Court in the Janise Building in Metairie. This office also serves as the new First Parish Court for the Parish of Jefferson.

Below: Deputy clerks are shown operating the new IBM machines installed in the Clerk of Court's office. These have speeded up operations, resulting in speedier service to Jeffersonians and those who come to this office looking for prompt action.



# VISIT CYANAMID AT THE WORLD'S FAIR

American Cyanamid Company is telling its new and exciting product story at the New York World's Fair by means of a contemporary seven room Formica (R) House—one that is also being built all around the U. S.

When you visit the Fair, just remember that many parts of the house and its furnishings were created from the chemicals we manufacture here at the plant.



**AMERICAN CYANAMID COMPANY**  
Fortier Plant • Jefferson Parish, Louisiana

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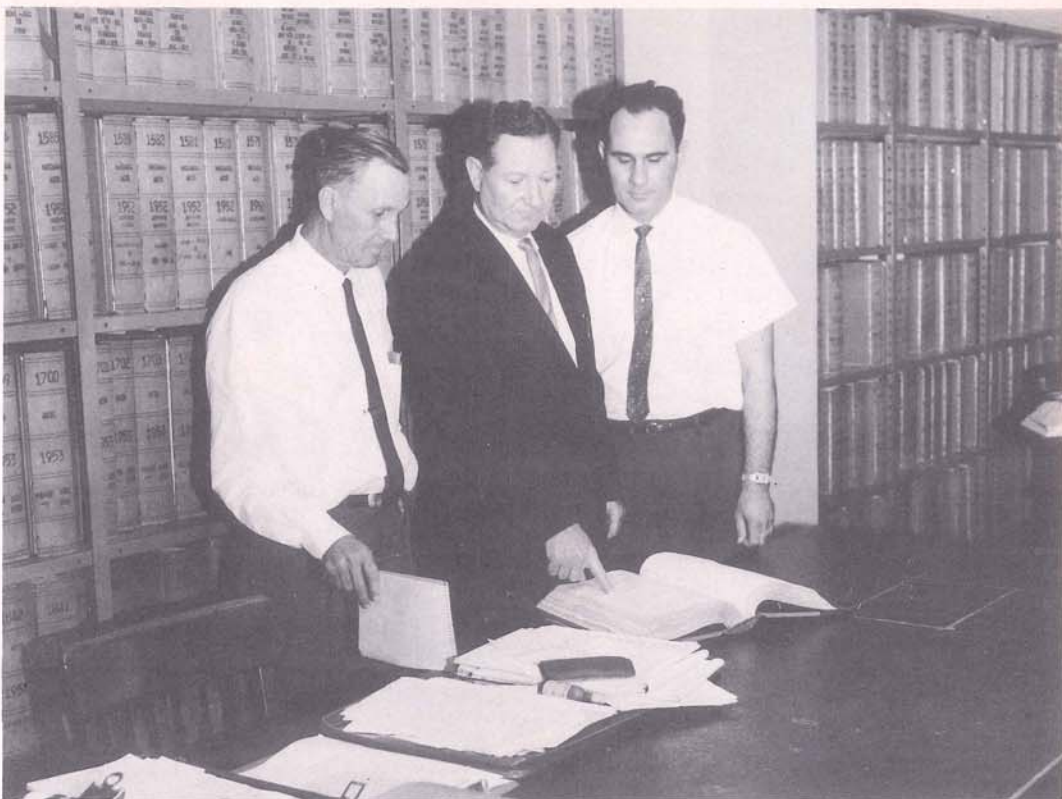
***Residential Lots—Commercial Tracts***

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**Gretna, La.**



William M. "Bill" Justice, Jr., Clerk of Court of Jefferson Parish, is shown checking a procedural matter with two of his assistants.

Typewriters clatter, phones ring, and index cards are riffled rapidly to process information in the clearing department of the Clerk of Court's Office.



# Metairie

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METAIRIE ROAD BRANCH  
517 METAIRIE ROAD

MEMBER  
FEDERAL DEPOSIT INSURANCE CORP.



To serve quickly and efficiently its 91,000 voters, Jefferson Parish has 296 voting machines, 140 on the west side of the Parish and 156 on the east side. These are kept in warehouses on both sides of the River, and carefully maintained under the direction of the Clerk of Court, so that on election day they will be able to record the decisions of the voters.



has been responsible for erecting a new voting machine warehouse in Metairie. Formerly, during elections it was necessary to truck over voting machines from the West Bank to serve the Eighth, Ninth and Tenth Wards. Elimination of haulage charges for 156 voting machines has resulted in substantial savings. The West Bank of our parish requires 140 machines and they are, of course, stored on the West Bank.

Speed, effectiveness, economy, helpfulness—these have been my guides in the operation of this office.

In addition to criminal and civil trials the Clerk of Court records and preserves charters, partnerships, mortgages and sales, including



A deputy clerk is shown microfilming records in the office of the Clerk of Court, thus safeguarding of vital records.

the Sheriff's Office's sales and other transactions. All is not limited to the world of business, however, for this office has the happy duty of issuing marriage licenses. But there is also the reverse side of the coin for this office keeps the records on alimony decisions.

The office files are a gold mine for the researcher who would trace the history of the area. They extend back to 1845.

Grand and petit jury panels are assembled by this office. This vital effort in judicial work is a historic one in American jurisprudence that guarantees the citizen the right to trial by his peers.

The Clerk of Court's office fills out juror notices in connection with the grand and petit



These ladies have presided over one of life's happiest moments—they are deputy clerks in the Clerk of Court's Office who issue and record marriage licenses.



Two deputy clerks are shown checking criminal evidence in the vault of the office of the Clerk of Court.



Accurate indexing of mortgages saves time later on as the two deputy clerks in the office of the Clerk of Court can attest.

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juries for service by the Sheriff's Office. Approximately 2,000 men and women serve as jurors annually.

As noted elsewhere in the Review, our parish is growing. This is reflected in the Clerk of Court's office. More than 27,000 notarial acts covering cash sales, mortgages, mineral leases (which play such an important role in our economy), charters, quitclaims, proces-verbal, Sheriff's Office sales and tax sales, successions, judgments, assessments, agreements to buy and sell, and adoptions are handled here. Last year, this office processed more than 6,900 criminal suits and more than 6,400 civil suits.

The warp and woof of human relations are recorded by this office; witness the issuance of nearly 1,000 marriage licenses and processing of nearly 100 adoptions. The office also recorded nearly 300 interdictions.

Such is the business volume of our parish that a dozen clerks are required to handle the volume of mortgages and conveyance certificates. These are, of course, checked and rechecked in line with my policy of ensuring scrupulous accuracy in regard to the processing of the affairs of Jeffersonians.

The third floor contains the largest collection of subdivision maps in these United States. They date back more than half a century and are priceless in settling disputes about property lines. They are at the service of the public.

Records in the office are now being micro-filmed to safeguard the information that is vital to the community.

Other duties of the office are the assigning of minute clerks to judges and keeping a record of the signatures of ministers and priests in Jefferson Parish who are authorized to perform marriage ceremonies.

We take pride in the fact that in no parish in the state of Louisiana or in any other political subdivision of our country are civil and criminal cases brought to trial more quickly and submitted to judge and jury under more absolute safeguards than in Jefferson Parish.

Many of you have visited this office. Those of you who have not will find a warm welcome on the fourth floor of the New Courthouse in Gretna. No matter what your errand, you will receive a courteous welcome and an earnest interest in helping you with your transaction.

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615 Veterans Highway  
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- Halpern's
- Jefferson Insurance Agency
- LaBiche's
- Lerner Shops
- Lord's
- Maison Blanche
- Thom McAn Shoe Store
- McKenzie's Pastry Shoppe
- National Food Store
- Sackett's Studio
- Singer Sewing Center
- Steins
- Stumpf's Rexall Drugs
- Sutton's Fairyland
- Western Auto Store
- Woolworth's



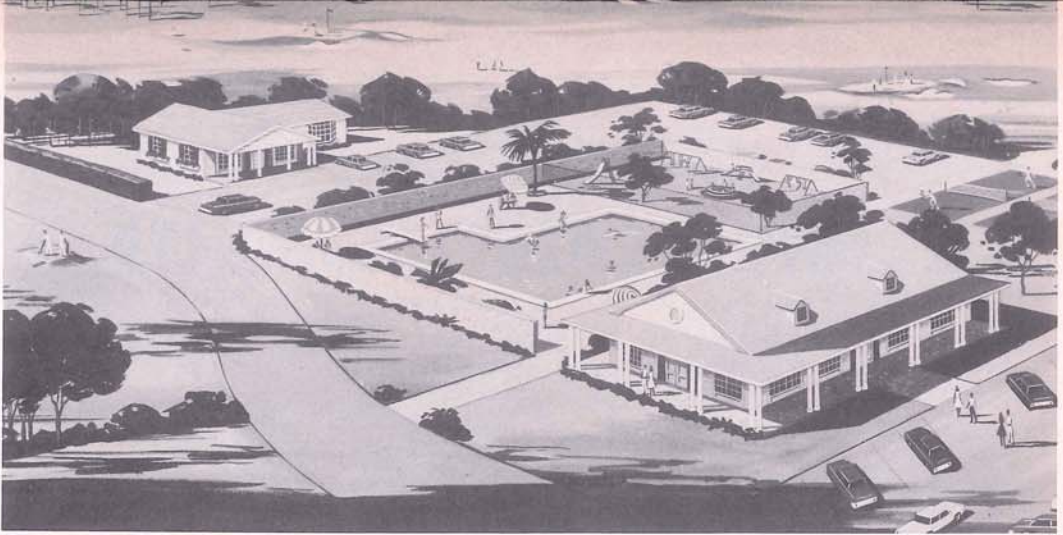
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Woodland West is one of the newest residential developments on the West Bank of Jefferson Parish, offering the homemaker an opportunity to enjoy the full benefits of a healthful, rural-like atmosphere, plus the convenience of a location close to thriving centers of commerce.

The Parish authorities have obtained a wide right-of-way along the existing Manhattan Boulevard from the West Bank Expressway to Lapalco Boulevard for a boulevard giving Woodland West access to the main thorough-fares of the West Bank. The Manhattan Boulevard project and Lapalco Boulevard improvement are immediate projects scheduled in the "Parish Major Street Plan."

All Woodland West lots feature site improvements including: sewerage, paving, water and gas. Only minutes away from the Greater New Orleans River Bridge and the heart of Downtown New Orleans, Woodland West is a short distance from the site of the new proposed river bridge which will connect the West Bank to the Saturn Moon Rocket Plant at Michoud.

## Construction in Jefferson

The year 1963 has been one of unprecedented growth in Jefferson Parish. Evidence of this amazing growth in 1963 is shown in the way the East Bank pressed lakeward and toward St. Charles Parish, and how thousands of former empty acres on the West Bank blossomed in all directions with new homes as the new Mississippi River bridge continues to spread its traffic to each side. Figures released by the Regulatory Inspection Division of the Jefferson Department of Safety reveal that during the year 1963, January to December, all types of construction at an estimated value of \$74,292,543 took place in the unincorporated areas of Jefferson Parish.

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

Figures in the various building categories for 1963 follow:

- 2213 one family residences at an estimated value of \$38,776,446.
- 140 two family residences totaling \$2,951,940.
- 89 three, four and five family residences valued at \$2,603,110.
- 24 five or more family residences totaling \$6,637,000.
- 402 residential garages and carports totaling \$307,612.
- 2151 additions and alterations to residences totaling \$2,750,480.
- 3 office, bank and professional buildings totaling \$118,000.
- 9 public work and utility buildings totaling \$5,933,963.
- 26 school and other educational buildings totaling \$2,724,621.
- 125 store and other merchantile buildings totaling \$7,069,780.
- 7 amusement and recreational buildings totaling \$856,400.
- 9 churches and other religious buildings totaling \$806,200.
- 3 industrial buildings totaling \$151,000.
- 10 service stations and garages totaling \$182,500.
- 201 other structures, additions and alterations (non-residential) totaling \$1,012,241.
- 2 additions and renovations to hospitals totaling \$225,000.
- 231 structures of various types totaling \$321,250.

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**Marrero, La.**

LOUIS H. MARRERO, III, President



This is another lovely home on Jefferson's West Bank featuring a beautifully landscaped and decorated lawn.



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



One of the beautiful Sunrise Homes now being constructed in the Willowdale Section on the East Bank of Jefferson Parish.



WILLOWDALE WEST is one of West Jefferson's newer communities on the West Bank of the Mississippi River. Well conceived, well planned, and well laid out Willowdale West will eventually be a community of 900 homes.



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When you think of a Homestead  
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for home loans, see  
**SECURITY**

READY TO BUY  
TO BUILD, OR  
REMODEL?

Let  
**SECURITY**  
Help You With  
Your Home Loan  
Financing



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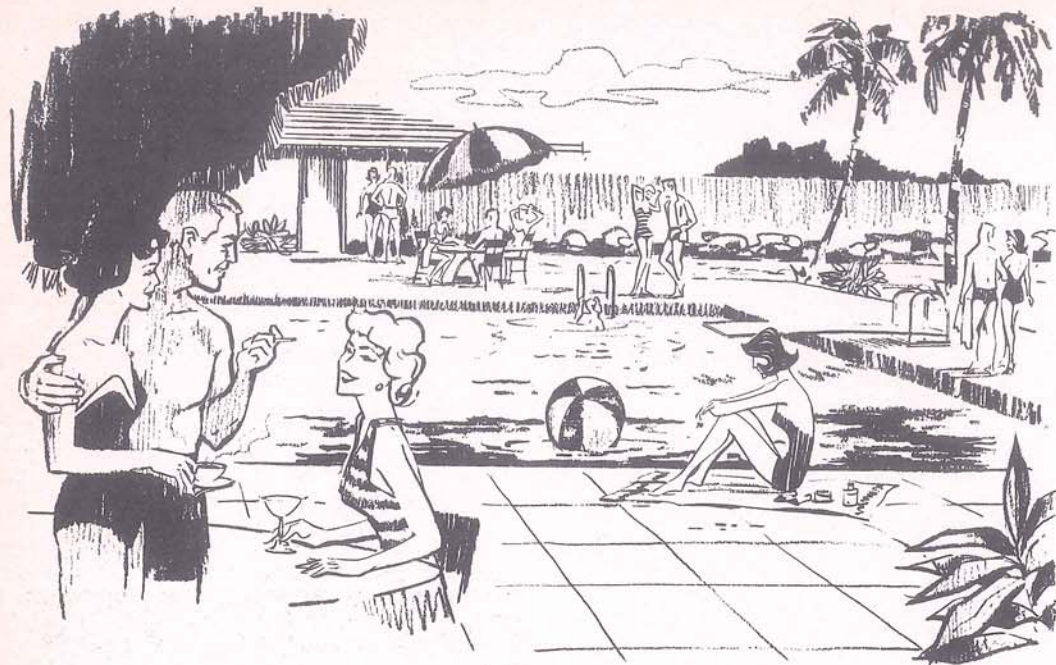
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Select your site NOW at this vast and fabulous residential and resort community on the north shore of Lake Pontchartrain . . . just off the Causeway at Mandeville . . . which has opened a whole new section of 178 terraced and wooded home sites (100 by 150-feet) priced to sell for \$65 to \$75 per front foot. These

new lots . . . in a setting of natural beauty . . . will go up in price effective July 15.

Your family will enjoy unsurpassed country club living combined with all city conveniences in this prestige community. Golden Shores is the place to live . . . the place to play every day of the year.

Highly Restricted . . . With All City Conveniences

Golden Shores offers so much for so little • Concrete paved streets and roll curbs • Sewerage and subsurface drainage • City water from deep artesian wells • Underground wiring • Mercury vapor lighting system • Large swimming pool • Boat Marina • Clubhouse now open

• Private stocked fishing lake • Toll-free commuter bus service to New Orleans and Michoud.

Opening soon will be private schools, shopping facilities, motel and beaches. Golden Shores is truly a golden investment opportunity.

# GOLDEN SHORES

Another L. P. Smith Quality Development

**Directions:** Drive out either Causeway Blvd. or Veterans Hwy. Cross Lake Pontchartrain Causeway. **For information** call WH 7-0689 in New Orleans, or MA 6-3500 (Call collect). For free illustrated color brochure, write to Golden Shores Development Corp., 3141 De Saix Blvd., New Orleans.

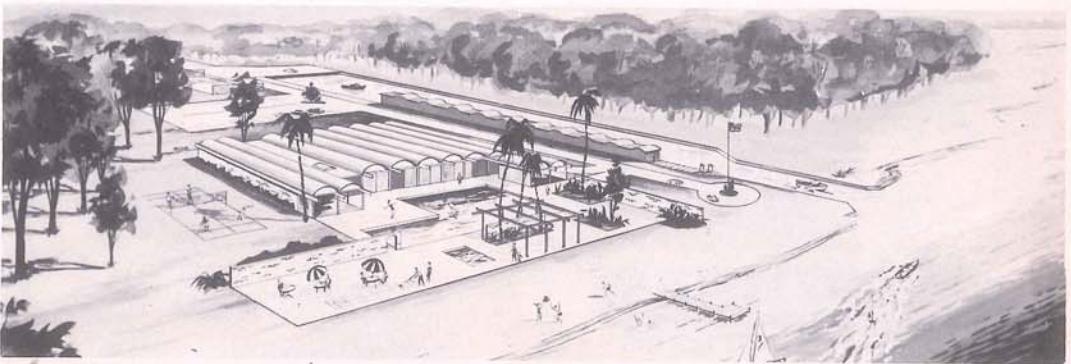




Pictured above is a new brick residence, one of the lovely new homes built this year in the Kenner-Harahan Area on Jefferson's East Bank. On beautiful wooded lots hundreds of new houses are being completed to meet the demand of our heavy population increase.

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.



Golden Shores, a new 431 acre suburban residential community, is now being developed just across the Lake Pontchartrain Causeway. Large homesites in a lovely pastoral setting, complete offsite improvements and a million dollar resort area are being offered by developers L. P. Smith and his associates. Eventually, Golden Shores will become a community of 3500 homes.

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**Willowdale West**

*Homes By*

**The MORTON Company**

*Builder's of Willowdale  
in Metairie!*

**3 to 5 Bedrooms/2 and 2 1/2 Baths  
Behrman Highway - Gretna**

Jefferson Parish stands at the threshold of a space age era, one in which construction of all types is expected to push into new frontiers.

While the past 15 years have been marked by a period of unprecedented growth which saw both the East and West Banks of the parish mushroom in all directions, especially since the completion of the new Mississippi River bridge, the future outlook is even more promising.

Already 1964 appears destined for a record year of building activity which will see the erection of more swank multi-level apartments with recreational facilities; fashionable row type residences, distinguished new homes, modern apartments, etc.

The year 1963 found the building industry riding the crest of a rejuvenation after a rather slow start.

The homebuilding industry during the past year employed an enormous skilled labor force and consumed fantastic supplies of materials. Unless the whole financial picture of the industry is changed during the balance of 1964, Jefferson Parish should enjoy another prosperous year in the construction field.

## SUNRISE HOMES



Sunrise Homes offer your family MORE of everything they want and need. Constructed of the finest materials and built by expert craftsmen, these Sunrise Homes offer you truly outstanding values. Dollar for dollar you get MORE of everything in a Sunrise Home . . . more space . . . more livability . . . more planning and design . . . more built-ins!

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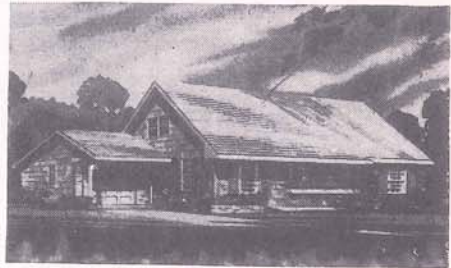
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A Safe Haven for Savings Since 1900  
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Dr. Charles O. Odom, who has been Coroner of Jefferson Parish for the last eight years, was the most decorated medical officer in the U.S. Army during World War II. He served 4½ years and was Chief Surgeon of General George S. Patton's Third Army. When the war ended in Europe, he was assigned to Brooke General Hospital at Fort Sam Houston, Texas, as Chief of Surgery. He returned to Jefferson Parish in 1946 and has since conducted a busy surgical practice.

## The Coroner's Office

By Charles B. Odom, M.D., F.A.C.S.

The public services rendered by the Coroner's Office in Jefferson Parish are more extensive than in any other parish in Louisiana. Due to Jefferson's phenomenal growth in recent years, the services of the Coroner's Office have increased in proportion and during the years 1963-64 the work load has almost doubled. An indication of this is graphically demonstrated by the following example:—In the year 1961-62 there were 2,407 emergency calls answered. During the past year these emergency calls have increased to 3,835.

The many and varied services rendered by the Coroner's Office in Jefferson are dramatically presented by the following figures for the year June 1963 to June 1964:—

CORONER'S CASES .....	473
AUTOPSIES .....	157
EXAMINATIONS FOR MENTAL ILLNESS .....	252
SEX CRIMES .....	52
AUTO FATALITIES .....	62
DROWNINGS .....	18
SUICIDES .....	22
HOMICIDES .....	9
ASPHYXIATION BY FIRE ...	12
ACCIDENTAL GUNSHOT WOUNDS .....	2
FALLS FROM HEIGHTS .....	10
ELECTROCUTION .....	4
AIRPLANE CRASHES .....	3
EXPLOSIONS .....	1
CRUSHED BY BOATS .....	3
ACCIDENTAL TETANUS ....	3

FALLS IN SHOWER .....	1
EMERGENCY UNIT CALLS	
EAST BANK .....	1950
WEST BANK .....	1885
PRISONERS GIVEN	
MEDICAL AID .....	570

The emergency ambulance service of the Coroner's office, which comprises four well equipped units stationed at Metairie, Marrero, Lafitte and Grand Isle, answered to above 3835 emergencies during the year. Eleven drivers man these units. They have been well trained in First Aid and are ready to move out at a moment's notice to the scene of an accident. They have been responsible for the saving of many lives.

A well organized and capable medical staff backs up the Coroner in his duties. Doctors Angelo and Joseph Massony have worked with Dr. Odom since 1956 and Dr. A. Mark Parker since 1960. Dr. Tom K. Farris, the pathologist, is one of the few men in the South qualified in Forensic Medicine. He performed 157 autopsies during last year.

Important to the Coroner's Office are the Chief Investigator and Photographer, who secures and files complete and detailed reports on every death due to homicide or accident. Finger printing facilities as well as up-to-date photographic techniques also play their important roles in compiling the complete and informative records in the Coroner's Office.



The well equipped Jefferson Parish Emergency Unit housed at the Fire Station on Jefferson Highway. Left to right are trained attendants C. Hotard, C. Brock and J. Vessier ready on a second's notice to bring assistance and first aid to any and all emergency calls.



Left to right: Doctor J. J. Massony, Assistant Coroner of Jefferson Parish, Dr. Tom K. Farris, Pathologist of Jefferson Parish Coroner's Office and W. J. Gautreau, Jr., Investigator and Photographer of Jefferson Parish Coroner's Office.



Six of the Emergency Ambulance Unit drivers of Jefferson Parish, trained in First Aid and how to save lives. Left to right are V. Burregi, J. Guilliot, J. McKeller, J. Polkey, A. Tassin and P. Boudreaux.



The Grand Isle Emergency Unit and its driver Natalie (Nat) Chighizola.



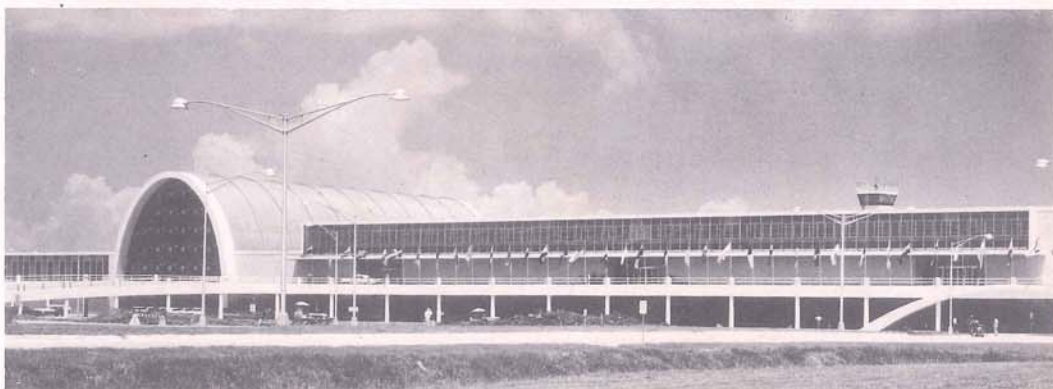
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Pictured above is New Orleans International Airport (Moisant Field) in Kenner. The new air conditioned Terminal Building of glass, concrete, marble and steel, has ten times more space than the antiquated building it replaced.

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Busy at his desk in the Gretna Court House is Vernon J. Wilty, Jr., Assessor of Jefferson Parish. Looking over his shoulder from the picture on the wall is Vernon J. Wilty, Sr., who for many years preceded his son in this responsible position as Parish Assessor.

## The Assessor's Office

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

Keeping up with the Joneses is something of a chore even when only one's next door neighbor and one's social status are involved; to one in political life the entire community and its individual and collective needs are the problem. In a rapidly expanding community like Jefferson Parish (county) the problem multiplies enormously. One must do more than keep up with the needs, one must anticipate them. One must have the solution before the outcries are raised.

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

Besides assessing properties the Assessor acts as caretaker of all property in the Parish.

This means one thing in a stagnating community, in which investment and progress lag, but in a parish like Jefferson where Go-Go-Go is the order of the day, the public administrator must be something of a prophet in anticipating needs and solving problems before they develop.

Your Assessor and his staff must keep on the ball all the time if their services to the people are to keep up with this dynamic community. What methods have other assessors adopted to keep out in front? What efficiencies

and what safeguards have they put in to promote fast and accurate administration? From other communities, we in Jefferson have learned a good deal, and we also study the methods, suggestions and recommendations made at the Assessors' School held every year at Louisiana State University.

For instance among operations improvements we have put in during the past two years is the installation of an IBM system. Ours is the second parish in the state to adopt this timesaving and accuracy-promoting method. From the thousands of punch cards in this system, we will in time print our assessment rolls, and they will introduce new dimensions in speed and accuracy.

You do not have to be told what this means to the overall problem when I tell you that there are now more than 100,000 listings of property in Jefferson Parish, and that about 20,000 transfers are made every year. The work involved in this, and the possibility of confusion and error under past operation methods are obvious.

Real estate assessments are made from the sale price of the property, its location and the assessed valuations on adjoining properties; to this evaluation the Assessor applies the millages levied by the various taxing districts, such as Parish, School, Garbage Removal, Library Maintenance, Health



Unit, Consolidated Road District, Coroner, Courthouse, Parish Building and Jail Bonds, Road Lighting District, Water District, Consolidated Drainage District, Hospital Service. The total of the millages multiplied by the assessment is the tax amount due, for example if millages total 82½ cents on \$1,000 assessed valuation, the tax total comes to \$82.50.

Property evaluation proceeds along these lines for assessment. Someone makes a purchase, the Act of Sale is recorded with the Clerk of Court, the Assessor at the end of the year records all properties that have changed hands under the names of the new owners, and at the same time places an evaluation on the property transferred, an evaluation subject to approval or modification by 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 properties he owns. 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 Auditor.

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 \$3,000, for instance, the owner availing himself of this exemption would pay on \$1,000 assessed valuation. Any person who served in World War II or in Korea is eligible for a \$5,000 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 or Korea, she is also eligible for the Veterans Exemption.

Following the example of banking by mail, this office has recently adopted a system of Homestead Exemption by mail. To implement this system, my office mailed out 47,000 homestead-application exemptions, printed on IBM cards; all the homeowner had to do was to sign and mail the cards back to my office. Judging by the hundreds of letters and telephone calls commenting on this innovation, we made a 10-strike with property owners, and I expect to see notable increases in real estate investment in Jefferson.

Other improvements include:

- 1) Cross-indexing all properties, by legal description in all Jefferson. This called for the typing of 100,000



Two Deputy Assessors of Jefferson Parish consulting the new Edgar Tobin Aerial Survey Map of the parish—a valuable tool in the Assessor's office.



Here are shown eight Deputy Assessors of Jefferson Parish expediting the complicated record keeping of the Assessor's office with modern mechanized accounting methods. The four in the back row are operating IBM Card Punch machines, which handle a major portion of the assessment roles. In the center this master assessment role is being consulted. And in front deputies are typing that portion of the assessment roll not now handled by the IBM machines.

or so cards, and their assembly 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 owners down past years.

2) New Map Department. Maps are of great importance to the assessing of the property. Our map department is not only for office use, but it was also planned to be of use to the general public. Among our maps are those secured from government agencies, and those made by our own experts, especially ownership maps to aid the cross-indexing system. Our map department now has use of a new Edgar Tobin Aerial Map showing ownership of all acreage within the Parish.

3) 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 I, a section of Terrytown; since consolidation only three calculations had to be made.

4) Property Abstracts. 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.

5) Preparing new homestead exemptions in advance. Though renewals are handled by mail, new homeowners must call at this office to make the first application for exemption. Formerly, the exemptions were processed after the owner arrived; now exemptions are processed in advance, so that filing takes up only a few minutes.

6) Full-time field personnel. In past years the Assessor allowed a certain period of time each year to check on new developments. 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 work closely with the map department whose purpose it is to present a precise picture of all changes.



In this modern world of computers and electronic accounting systems are shown three Deputy Assessors of Jefferson Parish. One is working the IBM Card Sorting Machine, one is consulting file drawers and in the background a third deputy is operating the 407 Accounting Machine.