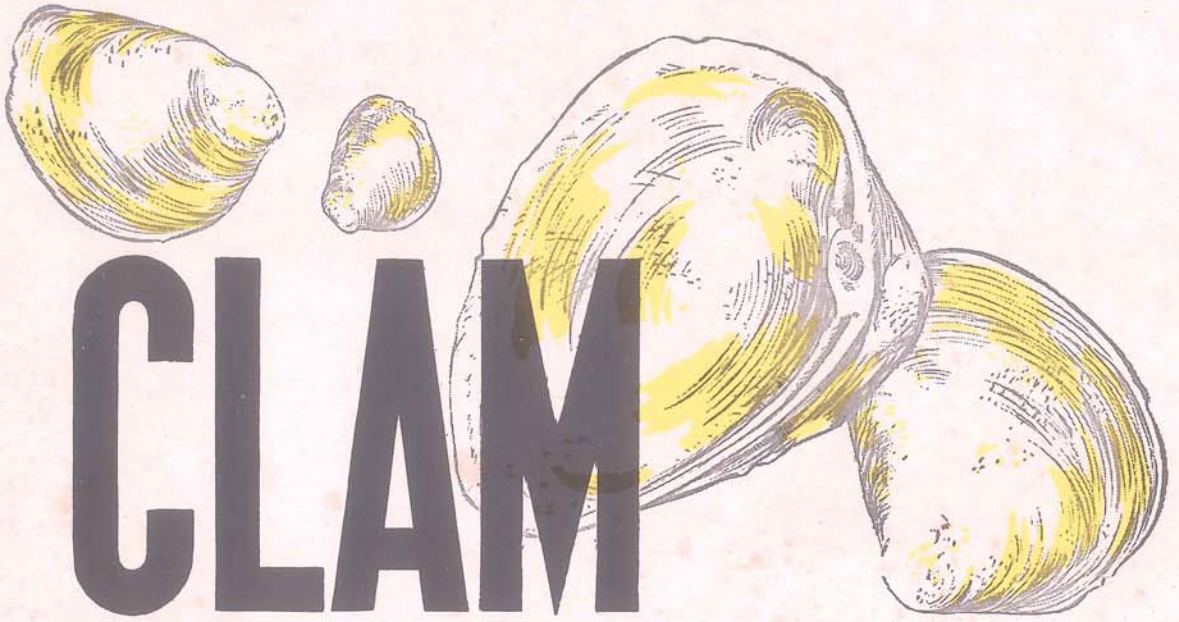


THE JEFFERSON PARISH REVIEW

1965





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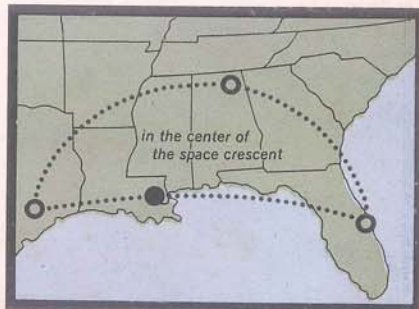
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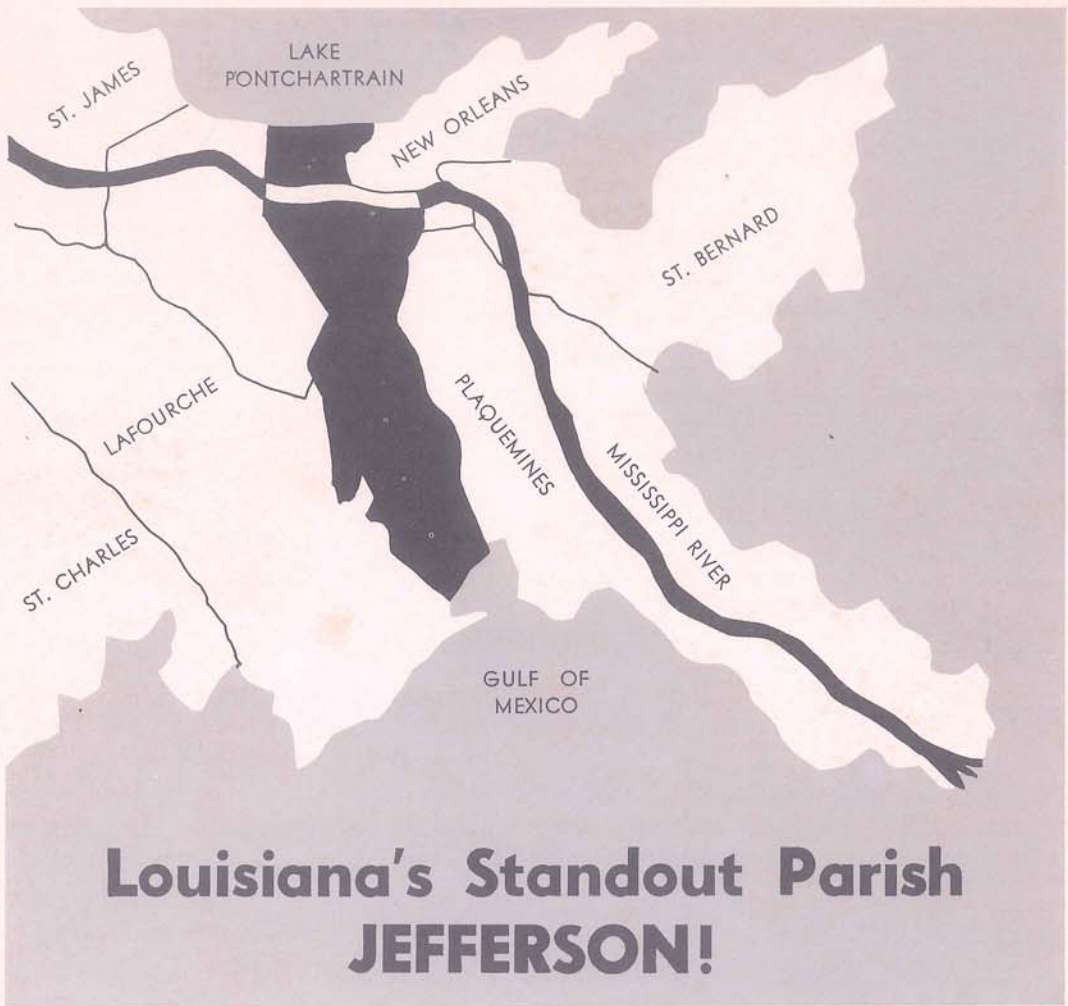
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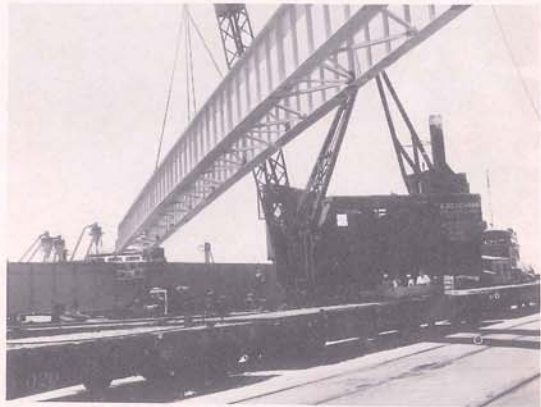


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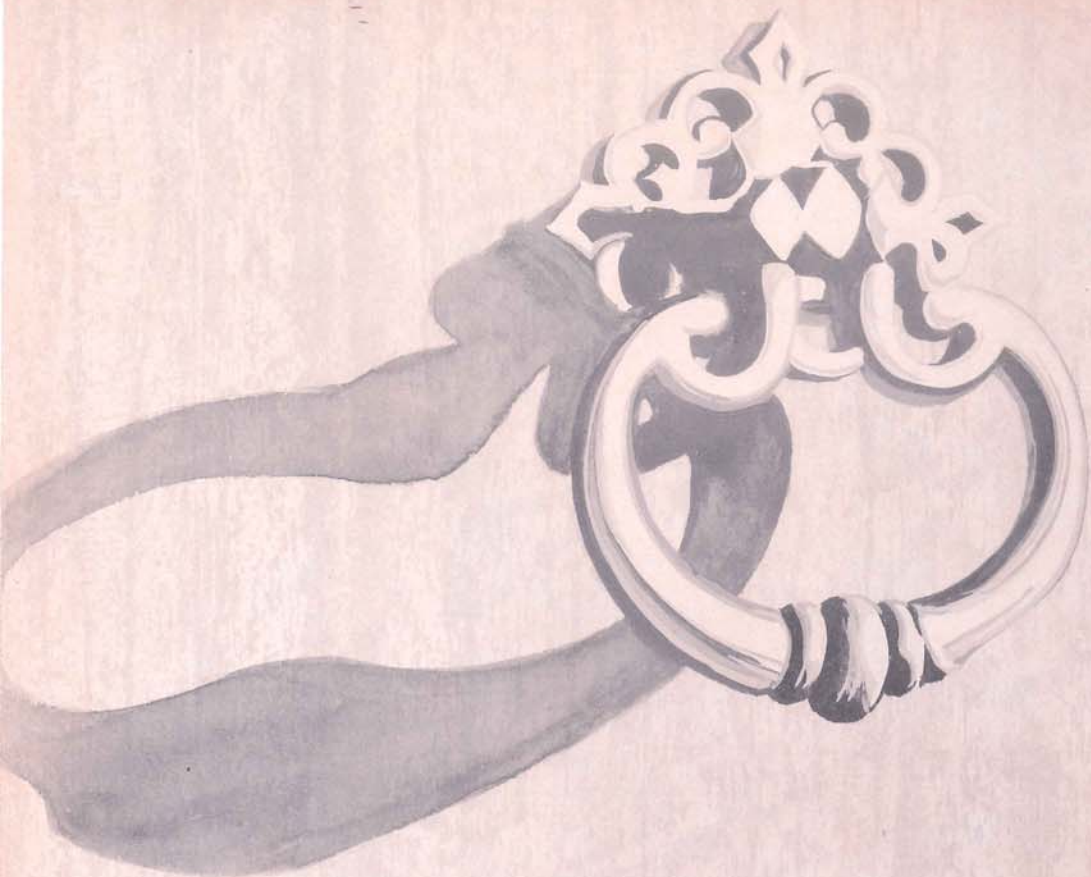
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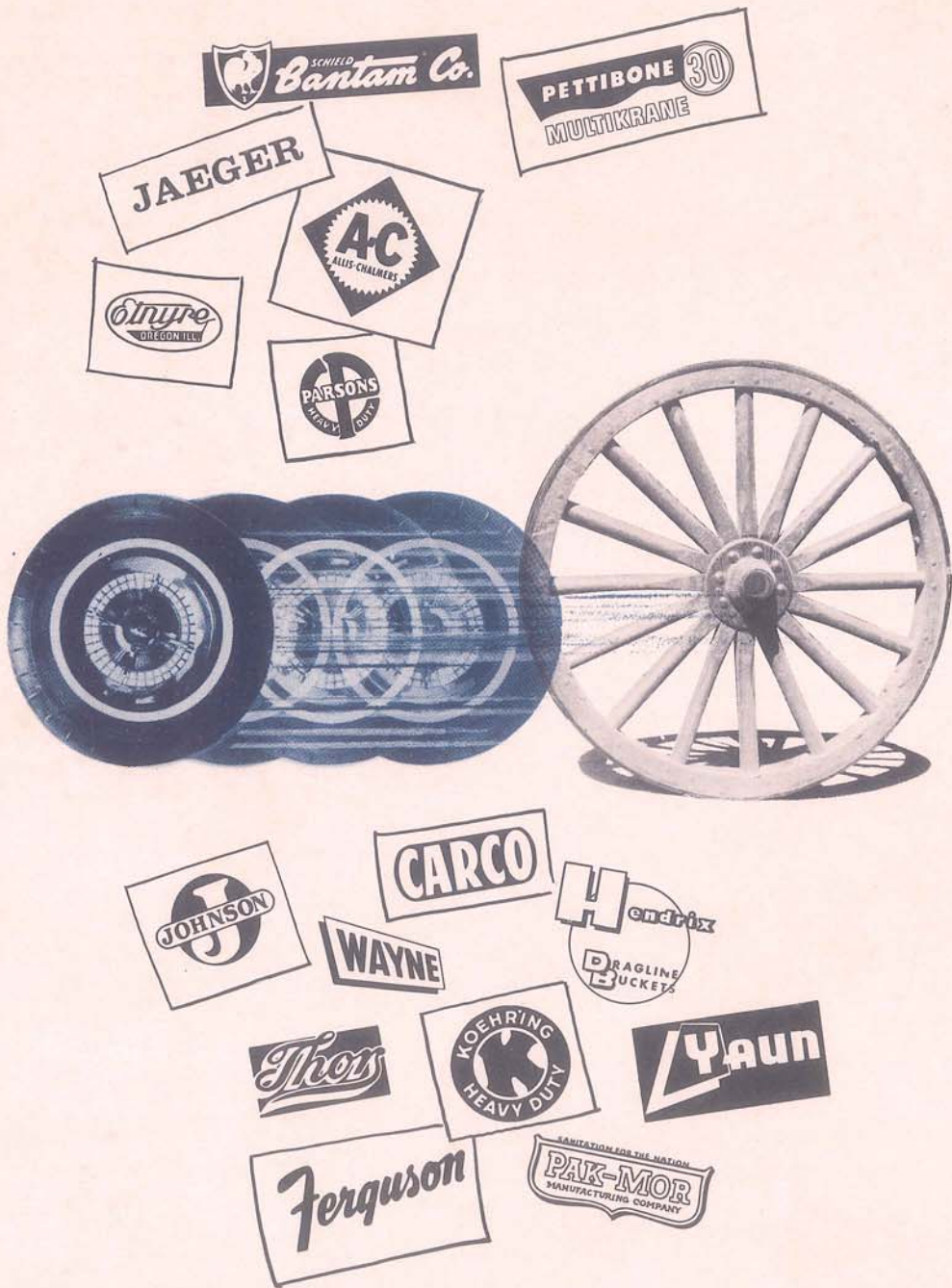


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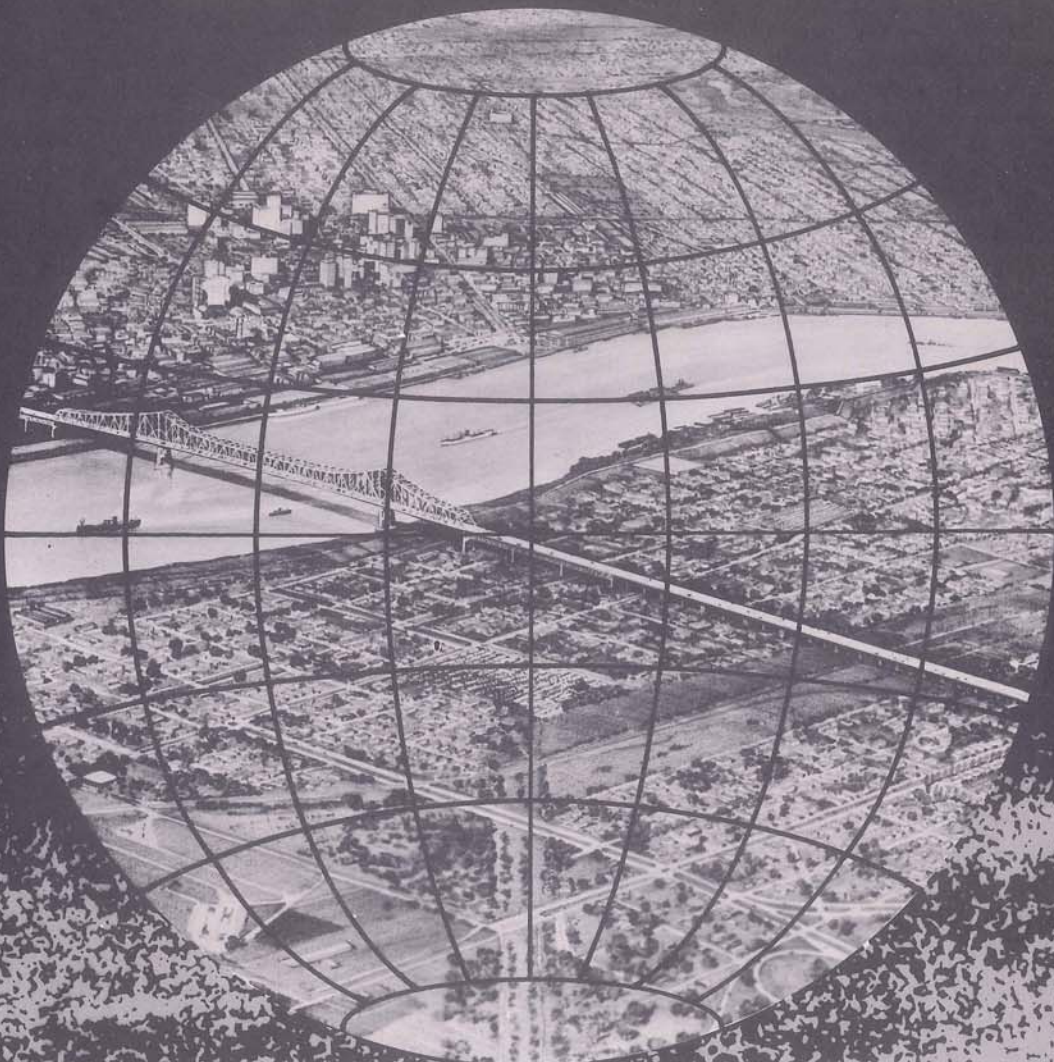
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Review

Published by Parish Publications, Inc., 901 Dodge Ave., Jefferson Parish, Louisiana with the approval and cooperation of the President and Council of Jefferson Parish, Louisiana.

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 Jacob H. Sciambra.....Council Vice-Chairman (East Bank)
 Harold L. Molaison.....West Bank Councilman
 Beauregard H. Miller, Jr.....First District Councilman
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 George J. Ackel.....Third District Councilman
 Anton Pilney.....Fourth District Councilman

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



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COVER ILLUSTRATION

Butterfly Terrace in East Jefferson is symbolic of the tremendous growth of multi-family dwellings and apartment complexes that have been constructed in the last five years in Jefferson.

This is
JEFFERSON PARISH
Louisiana



Today Jefferson Parish offers the most advantageous location for serving the expanding Southeastern and Southwestern markets of the United States. Expanding industrial and distribution operations can profit from its splendid location, excellent transportation facilities, productive labor force, access to raw materials, abundant and economical power and fuel, unlimited water supply and pleasant living conditions. Business and industry have found a hospitable home in Jefferson, fastest growing Parish in all of Louisiana.

This annual is an invitation to industry to consider Jefferson as a location for future operations, while offering an introduction to the most dynamic section in the booming greater New Orleans Metropolitan Area.

We would like to extend you a cordial invitation to visit Jefferson personally, to talk with industrialists and businessmen now located here, to observe the serene economic and political climate and discover firsthand the potential and profits of this resource rich area.



LOCATION

Strategically located on the Mississippi River and the Gulf of Mexico, Jefferson Parish offers all facets of economical transportation.

WATER

The growth of the Parish waterways has developed along with industry and commerce and is a prime factor in Jefferson's diversified transportation system.

RAIL

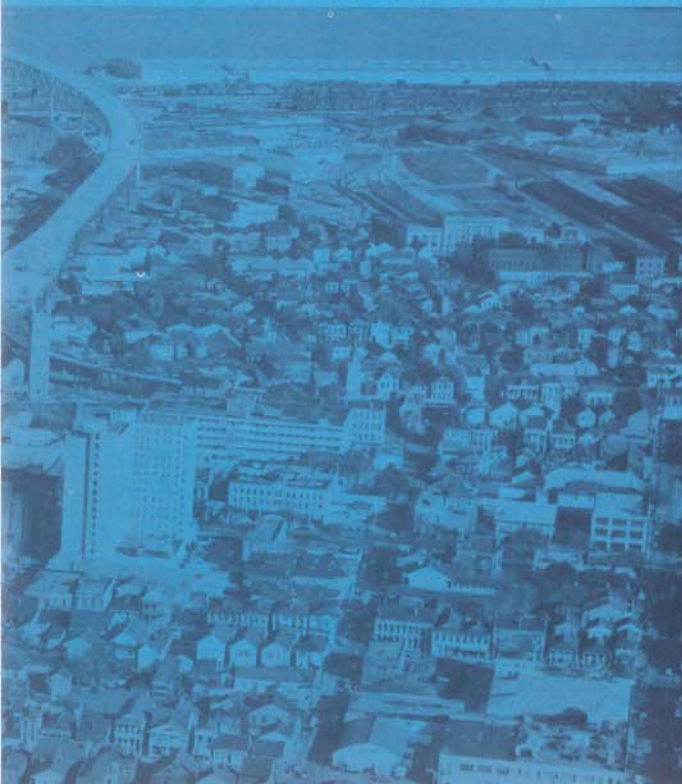
Matches all other forms of transportation by maintaining fast, efficient service, for passengers and freight to all markets.

HIGHWAYS

The state, federal, interstate and local highways fill transportation needs efficiently and are keeping pace with increasing traffic.





AIR

Jefferson's city of Kenner is home of the Greater New Orleans International Airport, continually growing in size and service.



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Needs
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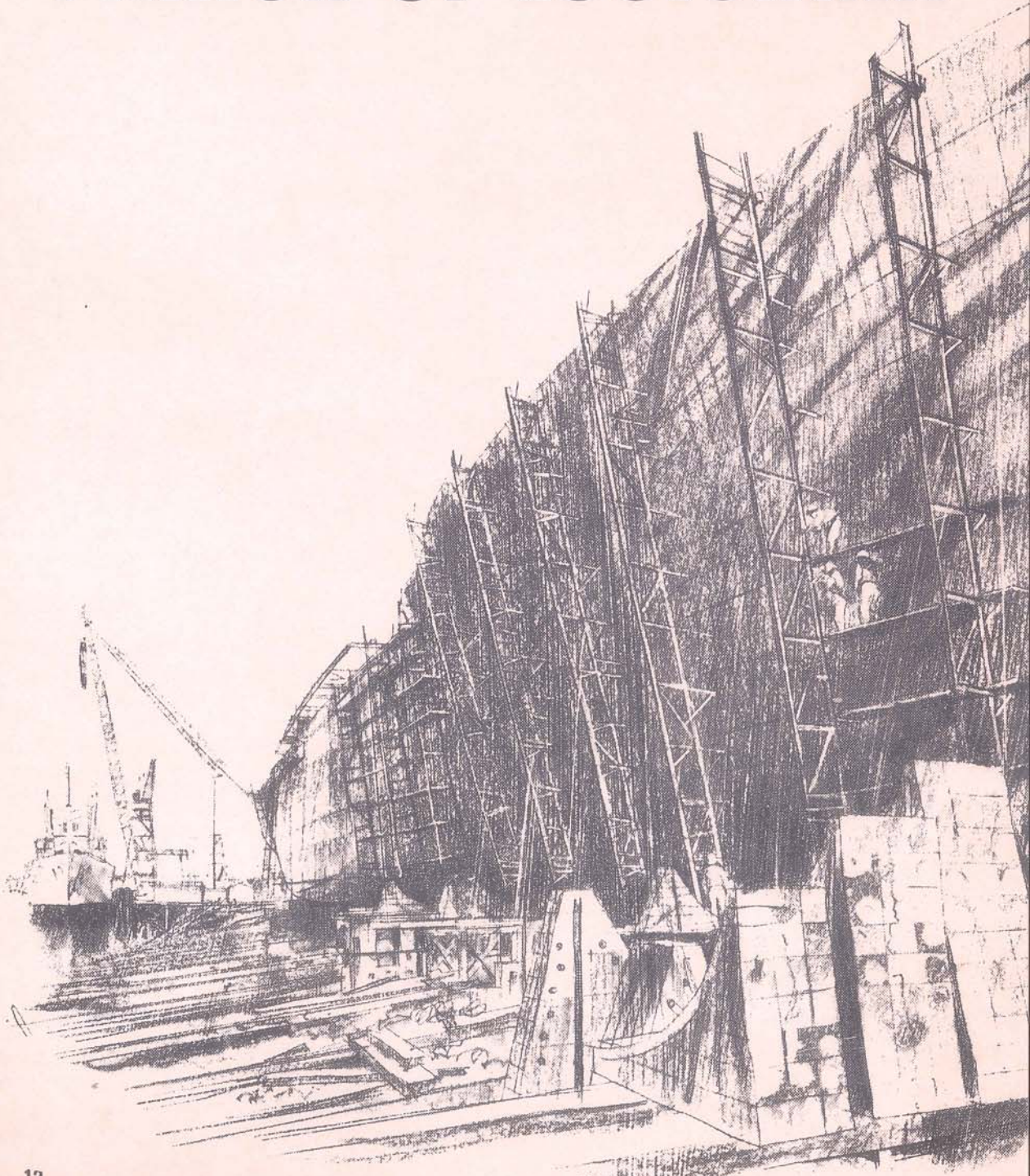
More people
mean more buildings,
more phones,
more equipment.
More lines for more calls.
Keeps us hopping . . .
keeping up with growth
in Louisiana.

(Our new exchange at 1010 Hancock Street in Gretna is just one of the new buildings going up. Like all the others, we built it to bring you better service.)



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... Serving You

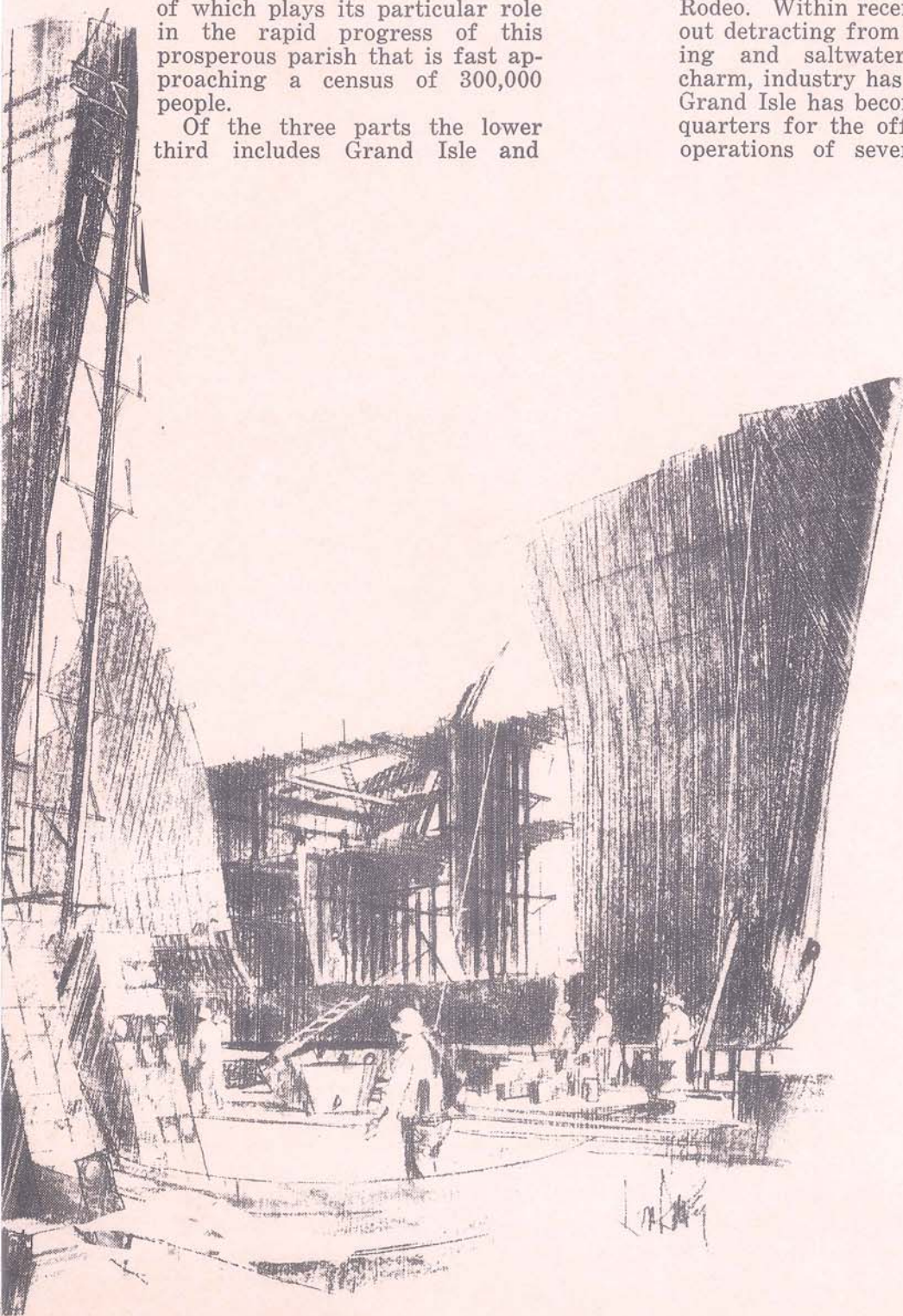
JEFFERSON-THE BOOM PARISH OF LOUISIANA



The 60 mile length of 426 square mile Jefferson Parish extending from the Mississippi River to the Gulf of Mexico is roughly divided, geographically, into three parts, each of which is distinctly different from the other two and each of which plays its particular role in the rapid progress of this prosperous parish that is fast approaching a census of 300,000 people.

Of the three parts the lower third includes Grand Isle and

Barataria Bay. Along the 8 mile long shoreline of Grand Isle is Louisiana's only saltwater beach. Its waters are recognized as one of the top ten sport fishing spots in the world and are the locale of the famous annual Grand Isle Tarpon Rodeo. Within recent years, without detracting from its sport fishing and saltwater recreational charm, industry has moved in and Grand Isle has become field headquarters for the offshore drilling operations of several major oil



This is the thirty-first edition of the Jefferson Parish Yearly Review which annually collects, correlates and presents the facts, figures and pictures that portray the year's progress of the parish. This issue is actually the latest chapter in the continued story of Jefferson Parish.

Its ten thousand copies are read and filed for future reference by business men and public and industrial officials . . . are consulted by the executives of outside industries considering or planning a new plant in Jefferson and who are guided by its imposing and accurate array of facts and statistics . . . and are available in the various units of the Jefferson Parish Library system and in the parish public, parochial and private school libraries (and in many classrooms) for study by students, writers, researchers and those interested in the inspiring story of the sensational growth of Jefferson Parish which now has the highest average family income of the 64 parishes of the state of Louisiana.

For many decades Jefferson Parish was the country cousin of New Orleans. It furnished fresh vegetables and milk to the city of New Orleans and shipped sugar, rice and cotton from the Port of New Orleans. During these years Jefferson remained 98% agricultural.

Then in 1935—the year the Jefferson Parish Yearly Review started publication—black gold came gushing from what was then the deepest oil well in the nation, near the community of Lafitte, and the nearly five mile long Huey P. Long vehicular and railroad bridge was completed across the Mississippi River uniting Jefferson Parish with the West, Mid-West and East. These two simultaneous events started Jefferson on its sensational march toward its present status of 99% industrial, 1% agricultural.

Its now nearly 250 diversified industries (including five of the largest of their kind in the world) have transformed Jefferson into the strong industrial right arm of the Greater New Orleans area, and its 27 miles of riverfront on both sides of the Mississippi have made it an active partner of the No. 2 Port of the Nation.

This achieved industrial status was not luck or happenstance. Jefferson is served by every known means of transportation known to modern man, including the New Orleans International Airport at Kenner. It is located at the crossroads of the nation's inland waterway system, its Harvey Canal Lock connecting barge and towboat traffic north, south, east and west—and, in addition to the Huey P. Long Bridge, is served by the now toll free Mississippi River Bridge that connects West Bank of Jefferson Parish with downtown New Orleans and the Lake Pontchartrain Bridge, the longest in the world, that connects Jefferson Parish with automobile, truck and bus traffic to and from the northern part of the Greater New Orleans area.

Jefferson's proud possession of Grand Isle, the only saltwater surf beach in Louisiana and rated one of the top ten sport fishing spots of the world . . . its current multi-million dollar program of expressways, overpasses and underpasses . . . its up to date public school system . . . its residential sites, its unlimited water and gas supply . . . and its now nearly completed parish wide sanitary sewerage system all combine to make Jefferson Parish a very attractive place to live, work and play and contributed to Jefferson's surging population increase.

Not to be underestimated in Jefferson's strategic location on the same Intracoastal Waterway that picks up the moon rockets produced at Michoud, takes them to the Static Test Site in Mississippi and finally conveys them to the launching pads at Cape Kennedy in Florida. Available plant sites in Jefferson make it attractive to industries serving the United States Space Program.

companies and is now the terminus of the underwater pipeline that carries the molten sulphur from the Freeport Sulphur Company's mine seven miles out in the Gulf.

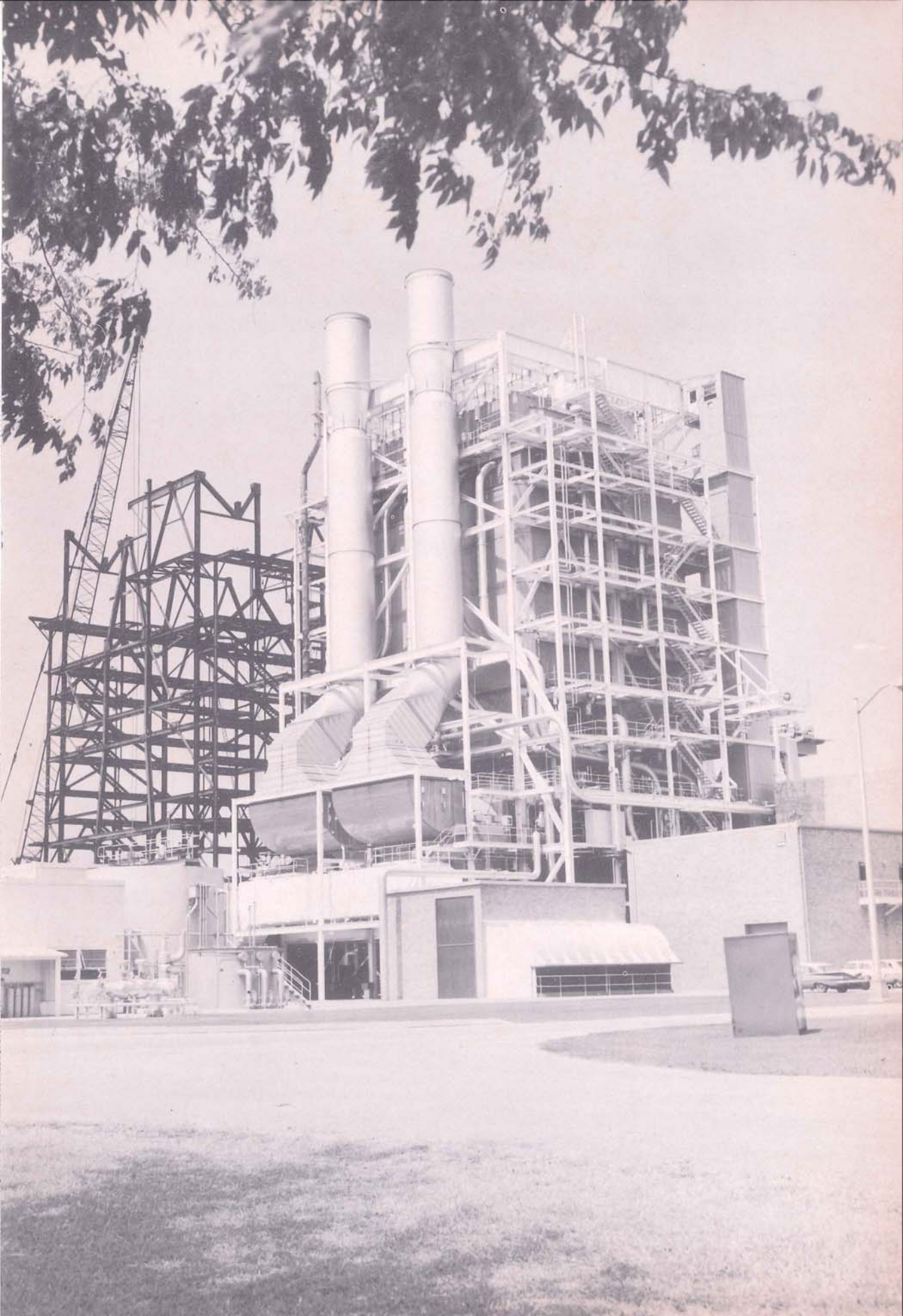
Barataria Bay is snug harbor for Jefferson's commercial fishing fleet, the first major industry of the parish and still going strong, supplying among others the largest seafood canning plant in the world located on the Harvey Canal of upper Jefferson. Barataria Bay is now the Gulf terminus of the two year old Barataria Bay waterway for moving barge traffic between the Gulf of Mexico and Jefferson's Harvey Canal. Already plans are being formulated for widening and deepening this canal to accommodate seagoing tankers.

Jefferson's lower third is today a colorful combination of offshore industrial activity, commercial and sport fishing and year round sea, surf and sand recreational enjoyment for Jefferson's residents and visitors.

Jefferson's middle third is the beautiful and still largely unspoiled bayou country made historically famous a century and a half ago by Jean Lafitte, the pirate, and his bold Baratarians. Since 1935, when black gold was discovered in Jefferson near the community of Lafitte, this middle third has been a network of little liquid highways bringing supplies to and petroleum from Jefferson's prolific oil fields accessible only by water. (In 1963, the last year total figures are available Jefferson Parish produced 26,384,544 barrels of crude oil.) One of these bayous in May each year becomes the stage for the unique and spectacular Pirogue Races of Jefferson Parish.

Through this middle third passes the Gulf Intracoastal Waterway which at the Harvey Canal Locks connects Jefferson with the nation's busy system of 1900 miles of navigable inland waterways which have increased from 28 billion ton miles of water borne

Right: Construction continues in Jefferson Parish on the Louisiana Power and Light Little Gypsy No. 2 unit. When completed near the end of 1965 this unit will add 430,000 kilowatts of capability to the present 247,000 kilowatts of capability of the station.



freight immediately following World War II to 133 billion ton miles in 1962, the last available figure.

The upper third of the parish, comprising the entire East Bank of Jefferson and the West Bank from Westwego to Gretna, is the once plantation and truck farm portion of the parish that made Jefferson 98% agricultural for so long. But on its level land and along its 27 miles of riverfront and both banks of the Harvey Canal are today located more than 250 industrial plants and operations that have transformed Jefferson into its present 99% industrial status.

streamlined President-Seven Man Council administering eleven efficient departments and 42 parish districts.

The accomplishments and planned projects of Jefferson's present President-Council, its multi-million dollar public improvement program now in progress, have earned for Jefferson the title "Boom Parish of Louisiana" bestowed upon it recently in national magazine articles.

Feeling The Pulse Of Jefferson—
In support of this very appropriate title "Boom Parish of Louisiana" we offer the following imposing array of Jefferson Parish facts and statistics as prepared by the



Thomas F. Donelon
Parish President

Charles J. Eagan, Jr.
Council Chairman

Jacob H. Sciambra
Council Vice-Chairman

Harold L. Molaison
West Bank Councilman

Jefferson's wealth of industrial assets, as provided by its three picturesque parts, include an abundant supply of industrial water, natural gas and electric power—its close port partnership with New Orleans—its still available excellent waterfront plant sites and its transportation facilities for bringing in raw materials and moving out finished products by all four of the transportation facilities known to modern man—rail, road, air and water.

Because of its combination of industrial advantages Jefferson Parish has become one of the most concentrated, yet diversified, industrial areas in the Deep South.

Back in the Middle Fifties, to better handle the problems and projects of its pulsing progress, the parish officials presented and the voters of Jefferson approved, the replacement of its then out-moded Police Jury form of parish government with its present

Public Affairs Research Council of Louisiana and other sources, including the Chamber of Commerce of Greater New Orleans and the Louisiana Power and Light Company.

Probably the most dramatic indication of Jefferson's growth is its skyrocketing property values. Here is an impressive example—not included in the above mentioned reports. In 1945 the New Orleans Aviation Board purchased 23 acres of land about three miles from the airport at Kenner for \$2300, but recently refused an offer of \$313,000 made by the Jefferson Parish School Board for the same property. What is amazing is that this tract is not located on a street or highway to give it greater value.

The total assessed value of Jefferson Parish property increased by \$85 billion from 1954 to 1963.

Jefferson Parish increased its population from 50,427 in 1940 to

208,769 in 1960. (It has now passed the quarter million mark.) The white population increased 323 percent and the non-white population increased 272 percent. In 1960 Jefferson's population was 85 percent white and 15 percent colored.

On January 31, 1965 Jefferson Parish was the second largest of the 64 parishes in the state in the number of registered voters with a total of 94,555—only exceeded by Orleans Parish.

Jefferson had attained an urbanization of 94 percent in 1960 as compared to 31 percent in 1940.

Jefferson's Prosperous People—The median level of family income is higher in Jefferson than any

unincorporated area (excluding the corporate communities of Gretna, Kenner, Harahan, Grand Isle and Westwego) issued 6,223 building permits for house and business establishment construction in 1964 for an estimated total construction value of \$85,420,047. This was \$11 million higher than the previous year of 1963 and more than double the \$41,002,171 figure of 1954.

According to the Home Builders Association of Greater New Orleans, on the basis of new homes built, the Greater New Orleans area gained 183,075 people from 1950 to 1960. Of this number 57.3 percent went to Jefferson Parish.



Beauregard H. Miller, Jr.
First District Councilman



James J. LaForest, Jr.
Second District Councilman



George J. Ackel
Third District Councilman



Anton Pilney
Fourth District Councilman

other parish of the state. In 1959 its median family income was \$6,061—well above the state average of \$4272.

Only 16 percent of all Jefferson's families earned less than \$3,000 in 1960 as compared to 36 percent for the state and 21 percent for the nation. Above the state level and tied with the nation Jefferson had 15 percent of its families earning \$10,000 or more.

The welfare case load in Jefferson is below the state average. One of every three persons 65 years of age and over received old age assistance payments in September of 1963. Jefferson was well below the state average with only 16 children of every 1000 under 16 years of age, receiving aid to dependent children.

The Construction Story—An excellent yardstick of Jefferson's jet propelled progress is the new construction under way and completed. The Parish of Jefferson for its

During 1964 one new manufacturing plant was added to Jefferson Parish and seven were expanded, involving a total construction cost of \$6,500,000 and creating 1,000 new jobs in the parish.

Another indicator of Jefferson's acute growing pains is the preparation now underway to enlarge the still new Court House at Gretna and add two new court rooms. Also, the still new West Jefferson General Hospital at Marrero is already embarking on a \$2 million expansion program to provide 50 additional beds and increase and improve present facilities. Also, as a convincing construction finale, the recently established \$586,000 East Jefferson Health Center is the largest parish health unit under one roof in the state.

Further Proof Of Jefferson's Sensational Progress—Electric light meters are an accurate gauge of community growth. As of December 31, 1964 the Louisiana Power

and Light Company had 79,775 customers in Jefferson Parish. This was an impressive increase of 5,906 customers over 1963. The electric power consumption of Jefferson Parish showed an increase of 10.3 percent in 1964 over 1963 as compared with 4.4 percent increase in Orleans Parish and 7.7 percent for St. Bernard Parish.

The retail sales of Jefferson Parish in 1964 were 20.6 percent higher than the previous year of 1963 as compared to a 12.1 percent increase in Orleans Parish and a 14.9 percent increase in St. Bernard Parish and 14.3 percent increase in the Metropolitan New Orleans area itself.

Between 1960 and 1964 Jefferson Parish began and completed more public works programs (sewerage, drainage, blacktopping, increased water supply, road and bridge construction, than during any previous similar four year period in the history of the parish. In this period over \$30 million were spent in constructing new and expanding existing industrial operations — creating 3,475 new jobs in the parish.

The 1964 Record—Imposing are the accomplishments and planned projects of 1964 itself, marking the first year of the present President-Council administration of President Thomas F. Donelon and Council Chairman Charles J. Eagan, Jr.

- Approval of \$500,000 Bond Issue to establish a Juvenile Detention Home with a half mill tax voted for its maintenance and operation.

- Establishment of a mosquito control program financed by a voter approved service charge.

- Approval of a \$402,000 advance loan for planning the proposed extension of Earhart Boulevard as a six-lane expressway through East Jefferson from the Orleans Parish line to Williams Boulevard in Kenner.

- Council approval of civil service for employees of the Sheriff, Clerk of Court and Coroner.

- Establishment of a raise system for parish employees.

- A major water program for the East Bank.

- The \$2 million expansion program (mentioned above) for West Jefferson General Hospital.

- The proposal of the 19 mile Dixie Freeway as a high speed expressway for the West Bank to connect with proposed river crossings at St. Charles Parish and at Paris Road. For this major new program the Federal government has approved an advance loan of \$434,100 for preliminary planning on the Freeway.

- One of the biggest programs now under consideration is the gigantic Lake Front Reclamation Project which will involve 5,560 acres extending from the present shoreline of Lake Pontchartrain into the lake bottom, will cost an estimated \$200 million and will affect 70,000 people.

The Machinery Of Parish Government—To understand how Jefferson's President-Council form of government of only eight elected, full time officials can efficiently solve the problems and promote the progress of this boom parish that requires over a million dollars a month and over 1,600 parish employees to operate, it is necessary to understand how the cogs of its eleven separate parish departments, formed at the same time the President-Council was voter approved, mesh to carry out the Council's instructions, programs and projects.

Logically, this listing must lead off with the OFFICE OF PARISH CLERK on the seventh floor of the Court House, headed by veteran Frank J. Deemer, who served as Parish Clerk for many years under the Police Jury form of government.

This office keeps the minutes of all Council Meetings and sessions and makes copies of all ordinances, acts, resolutions and motions of the Council is responsible for the filing and safeguarding of all construction, material and service contracts

A ship moves down the Mississippi carrying some Jefferson-made equipment to the oil fields of Maracaibo, Venezuela. Motors and mechanical equipment, produced in the parish, are shipped to every corner of the world.



entered into by the parish—all of which are available to all department heads and for inspection on request of any citizen or citizens of the parish. It is actually the Front Office of the Parish Council.

Interesting and impressive facts and figures that graphically demonstrate the growing responsibilities and activities of Jefferson's government are revealed in the 1964 annual report prepared for the Review by the JEFFERSON PARISH FINANCE DEPARTMENT. This Department has under its jurisdiction all parish cost accounting, the parish payroll and purchases, and the management of all parish properties.

During 1964 the Finance Department processed and issued 38,790 payroll checks to an average 1,616 parish employees for a total annual payroll of \$6,045,743.54. In 1964 this Finance Department, based on the approved requisitions of department heads, issued 14,823 separate purchase orders and received 44,469 bids by phone and 5,322 bids by mail or messenger.

This Finance Department safely invested parish idle funds, such as still unused bond issue funds, in the amount of \$11,006,322 and received a 1964 interest on its investments of \$341,361.80, good spendable money earned by the department's alertness.

In 1964 the Department added 3,530 items of movable property to its 1963 Property Management inventory of 10,305 items.

The Finance Department, responsible for the administering of the 1964 Operating Budget of \$13,348,405, proudly points to the fact that the actual expenditures were kept within one one-hundredth percent of the budgeted amount.

Another item demonstrating parish growth! The Finance Department sold during 1964 Bonds and Certificates as follows: \$5,772,000 of Public Improvement Bonds, \$7,384,000 East Bank Sewerage Revenue Bonds and \$11,446,992 Paving, Water and Sewer Certificates.

Among the many functions and responsibilities of the Finance Department in addition to those already listed, are keeping the leading Bond Houses of the country informed of the current healthy financial conditions of the parish, which when brought to their attention, has resulted in substantial savings in reduced interest rates on bonds. Also, to develop and maintain standards in purchasing products requisitioned by the parish so that the best possible quality and price are obtained. And also to declare as surplus all property movable and otherwise of no further use to the parish, and dispose of it at best possible price.

Also, to keep and maintain the accounts receivable for special assessments—such as paving, sewerage, water line installations, black-topping, culvert and shelling projects. To keep and maintain records of all parish lease agreements, maintenance contracts, bonds and all parish owned real estate. To maintain and keep current records of parish indebtedness—payables, bonds both tax and revenue, as well as front foot assessment certificates. And to administer all construction funds covering the payment of principal and interest on bonds and certificates outstanding.

It is the purpose of the Finance Department to keep all parish accounting records up to the immediate moment to secure all discounts and revenues made possible by such accuracy and availability.

During 1964 the Finance Department's present IBM section was utilized to within 98% of its capacity. Plans for 1965 include the expansion and enlargement of its IBM facilities and one of its main objectives is to as quickly as possible consolidate the monthly billing of water, sewerage, garbage and mosquito control charges on one bill from this central office rather than separate invoices from the various district offices on the East and West Banks of Jefferson.



The Interstate Highway



1



2



4



5

Program in Jefferson

NO. 1

At center left is the David Drive Overpass over Interstate 10 construction in Jefferson Parish. At the upper right hand corner of the photo is the beginnings of the Veteran's Highway interchange. Veteran's Highway runs from bottom to top of photo at the right; Interstate 10 parallels it to the left of the canal.

NO. 2

Progress on the Clearview Parkway interchange, looking east. Interstate-10 construction in Jefferson Parish is moving ahead of schedule.

NO. 3

Here is the North Causeway Boulevard Interchange with Interstate-10. The view looks into Orleans Parish. Lake Pontchartrain is to the left of the picture.

NO. 4

For expediting the increasing traffic to, from and through Jefferson Parish as shown here is the North Causeway Interstate-10 Highway Interchange. The view is looking northward to Lake Pontchartrain Causeway visible in the upper part of the picture.

NO. 5

Looking northeast in the Louisiana Department of Highways construction program in Jefferson Parish—the aerial photo shows the North Causeway Boulevard Interstate-10 Interchange at the top of the picture and the Bonnabel Interchange in the center of the photograph. Lake Pontchartrain is at the right of the picture.



3

Photos by La. Dept. of Highways

The Reinstated Six Division Safety Department—Through June 1, 1964 the Department of Safety, as such, was non-existent due to Council action of the previous administration. The position of Safety Director had been abolished and operational functions reassigned with the Traffic Division placed under the jurisdiction of the Department of Roads and Bridges.

However, with the advent of the present administration, the position of Safety Director was reactivated and the operation of the Safety Department returned to normal with the appointment of Harrison Schouest, Jr., as Safety Director. The Traffic Division was returned to the control of the Safety Department which, together with the Fire Division, the Regulatory Inspection Division, the Road Lighting Division, the Traffic Division and the Taxicab Division, resumed smooth and efficient operation, as was the case during the original change.

Fire Division Fire Fighting Facts

—The new Kanawa Street Fire Station, serving the residence on the north side of the Interstate Highway in East Jefferson, was completed, dedicated and put in operation in 1964 and boasts one of the most up-to-date fire trucks on the market (see photo with this article). This new station likewise is the most modern and up to date incorporating new features in design and operation.

During the year 1964 plans and specifications were formulated for the construction of another new modern station house to be located in the old Camp Plaque area. Although this proposed new fire station is in close proximity to Fire Station No. 1 on Jefferson Highway it is needed to properly serve and protect the industrial construction in this section of Jefferson. Completion of this proposed station will bring the total operating stations to eight, plus Central Fire Alarm, within the East Bank Consolidated Fire District.

Areas outside the limits of this created active Fire District are served faithfully and well by numerous Volunteer Fire Companies which are constantly striving to

obtain and maintain peak fire fighting performance and service.

At present, such Volunteer Fire Companies number thirty-two with the majority located on the West Bank of Jefferson. New facilities are constantly being added throughout the areas served by the Volunteer Fire Companies which enhance their efforts to minimize the time between the alarm and their arrival at the scene of the fire.

The Fire Prevention Division made 1,917 general inspections of commercial and business establishments in 1964 and made 218 investigations into probable causes of fires of a suspicious nature.

Throughout 1964 numerous fire drills were held at all schools and excellent response time recorded in all instances. Film on some of the most disastrous fires in the country are shown at civic meetings and school auditoriums upon request and generally have a sobering effect on the normal public apathy toward fire hazards and dangers.

The Building Boom—The Regulatory Inspections Division of the Safety Department reported a 13 percent increase in the estimated value of the construction projects during 1964 in Jefferson's unincorporated areas reaching a total of \$85,420,047 for the year, as compared to the 1963 total of \$74,292,543. All present indications point to a still further increase of 15 to 18 percent in 1965.

Details help comprehend Jefferson's surging growth. The Division made 17,510 electrical inspections during 1964—11,677 on the East Bank and 5,833 on the West Bank. There were 15,399 plumbing inspections also made during 1964. Additional personnel had to be hired to handle the additional inspections of new sewerage connections made necessary by the construction of the new parish wide sanitary sewerage system.

For Safer Driving—In the early part of 1964 the Road Lighting Division of the Safety Department completed the West Bank Expressway Lighting Project adding 646 underground standards to the ever increasing thoroughfare lighting

projects planned or proposed throughout the parish.

Many new streets, highways and interchanges are springing up all over the parish to keep pace with the commercial and residential growth of Jefferson. All these new thoroughfares require studies and surveys by the Road Lighting Division to determine street lighting requirements designed for each specific need.

On the major parish thoroughfares a total of 339 new 400 watt Mercury Vapor Lamps have already been installed. In the residential areas alone more than 972 incandescent fixtures were installed in 1964. New subdivisions are rising out of the vast areas of vacant land that used to abound in the parish. With each new subdivision new underground street lighting systems are installed by the developers and will be maintained and operated by the parish. More than 1,500 such lighting standards are now owned, operated, maintained by Jefferson Parish.

Signs Of The Times—The TRAFFIC DIVISION of the Safety Department has the responsibility of maintaining traffic control and street name signs, road striping, school cross walks and traffic signal systems. During 1964 this busy division installed the following signs: • Stop Signs 364 • Street Name Signs 581 • Speed Limit Signs 391 • No Parking Signs 229 • School Signs 271 • No Dumping Signs 112 • Miscellaneous Signs 207

During the same period, because of vandalism and age, the Division replaced: • Street Name Signs 685 • Stop Signs 670 • Speed Limit Signs 307 • No Parking Signs 64 • School Signs 268 • No Dumping Signs 41 • Miscellaneous 147

Supplementary to this hectic program 2,146 U channel galvanized iron posts for these signs were installed or replaced. Over 4,000 signs were washed at location because of splash, dirt and tree mold, and 180 bushes and shrubs had to be trimmed to provide better visibility of traffic signs.

Over 88 miles of 4 inch wide reflective paint lines were applied

to the center and edge of major thoroughfares. Also 2,000 gallons of paint and 6,000 pounds of reflective glass spheres were used in this striping program. Major thoroughfares such as Veterans Highway and North Causeway Boulevard are striped three times a year.

During 1964 this Traffic Division maintained 341 sets of crosswalk lines and 351 "School" legends on the roadway in the vicinity of 68 Jefferson Parish schools. This job is accomplished with two hand propelled striping machines, requiring approximately three months with four men, two men to each machine, to accomplish the job.

Probably the fastest growing and most complicated responsibility of the Traffic Division is the Traffic Signal Systems. Traffic Signals are probably the most frequently asked for service in Jefferson Parish. However, no traffic control system is installed until the intersection demands meet the minimum requirements of the manual on Uniform Traffic Control Devices. There are presently eight traffic signal systems maintained in the parish by this Division, three additional systems are being installed and five additional systems are contemplated for 1966.

Taxi, Please! — Taxi service is growing in Jefferson. Over twenty new men put cabs in operation in Jefferson in 1964. The fast growing West Bank now has broader radio controlled cabs. East Bank taxicabs answered some twelve hundred calls per day during the 1964 Christmas Holidays.

Accidents and complaints have been minimum and all lost articles in Jefferson taxicabs have been recovered and returned to their owners. Around 137 taxis must pass a semi-annual inspection under the supervision of the Taxicab Division of the Safety Department. Over 250 drivers, both full and part time, are now licensed by the Taxicab Division. The increased calls for a "cab" in Jefferson is indicative of its population growth and its increased cosmopolitan character.

The Office Of The Parish Attorney—To cope with the increasing

Recreation in

1



2



3



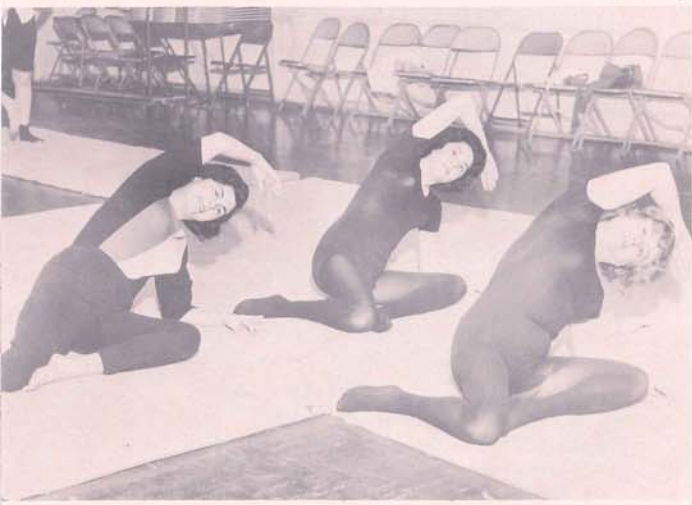
Jefferson Parish

4



1—HEY MOM! RECREATION AND SPORTS FOR YOU TOO—J.P.R.D. sponsors Tennis Instructions free of charge. Beginners lessons on Tuesday Morning 10 A. M. Improved Tennis Lessons on Wednesday Morning 10 A. M. Over 90 ladies (mostly mothers) are listed on the playing roster. Pictured above is the beginners class of September 1962.

5



2—THE BREAK AWAY—Robbie Bowden, age 11, (Airline Park Airliners) is on his way to a T.D. in the Championship Game Kid Bowl against The West Bank lions. Robbie made it a habit during the '62 season to score a T.D. on the opening play of the game. He scored a total of seven such touchdowns.

3—L TO R KNEELING—Bryan Klotz, Bobby Bowden (center) and Coach Billy Simpson, Jr. of the 1962 J.P.R.D. 95 Lb. Champions. Wm. "Billy" Simpson, Jr. is one of the many young men who grew up with the recreation movement of Jefferson Parish: First as a participant, then as a volunteer coach for several years. Proving himself to be a capable leader Billy who is now twenty and is attending college, serves the department as a Coach at the Airline Park J.P.R.D. and is constantly on the alert for giving such opportunity to deserving young men.

4—HOORAY FOR THE WEST BANK—The J.P.R.D. West Bank Baseball Program came through with its first Baseball Championship. The Marrero Dixie Youth All Star (12 & under) won the J.P.R.D. Play-off and the right to represent the department in the 1962 Louisiana State Tournament held in Ferriday, La. last August.

6



5—WORK AT IT—Enjoy it and you get the results. Slimnastic Classes year round for the ladies of Jefferson Parish. Sessions are held every Tuesday and Friday at the Metairie Playground.

6—SHOWN Left: —Is the finish of the Girls, J.P.R.D. Championship Track Meet 50 yard Dash. Extensive Track Programs for Boys and Girls are conducted at all parish play grounds every spring.

problems that are the direct result of Jefferson's exploding population and its rapid commercial and residential expansion, the Jefferson Parish Legal Department has enlarged its physical facilities and expanded its staff in order to as quickly as possible handle the many details of its mounting responsibilities to the parish. Of special note is the recent enlargement of its legal library in order that the staff may have right at hand a wealth of precedents and rulings that will help them keep Jefferson out of court, if possible, but to ably represent it in court, if not.

It is the duty of the Jefferson Parish Legal Department to avoid all possible litigation. To accomplish this all contracts, agreements, real estate purchases, abstracts and leases must be submitted to or drafted by the office of the Parish Attorney, Louis DeSonier, Jr. Also, all resolutions and ordinances must have the approval of the Legal Department before submission to the Council.

This department also works with the various department heads in the preliminary drafting of contracts and agreements, in order to eliminate any legal land mines. Liaison is also established by this department between the municipal governments within the parish, with cities and other parishes throughout the state and nation, as well as with the Federal government. The Legal Department represents Jefferson behind the scenes in every action involving the written word. All lawsuits filed on behalf of Jefferson Parish are prepared by and handled in Court by the Parish Attorney's office.

The Big News Of The Jefferson Parish Planning Department — This Department has compiled and has recommended a Capital Improvement Budget for the year 1965 and a Five-Year (1965-1969) Capital Improvement Program to the Parish President. After a few revisions a \$19,333,950 Capital Budget for 1965 and a Five-Year (1965-1969) Capital Improvement Program for Jefferson in the amount of \$64,987,060 was adopt-

ed by the Jefferson Parish Council.

A Land Use survey and a study for a Comprehensive Revision to the Zoning Ordinance are the major projects undertaken by the Planning Department for 1965. A map was prepared showing the existing usage of all property in the parish of Jefferson. By comparing the existing Land Use and the existing Zoning, a tentative recommendation was made for a comprehensive revision to the Zoning Ordinance. Six public hearings were held on the East Bank and three public hearings on the West Bank to hear comments on this tentative recommendation. After reviewing the comments, the final recommendations will be presented to the Council later this year.

In 1964 this department processed 275 resubdivision applications which created 3,336 lots and approximately 15 miles of streets were dedicated and approved for public use. Also, through the process of subdivision control, two 5 acre tracts were set aside for school and playground use. Also two sewer treatment plants were dedicated in the parish.

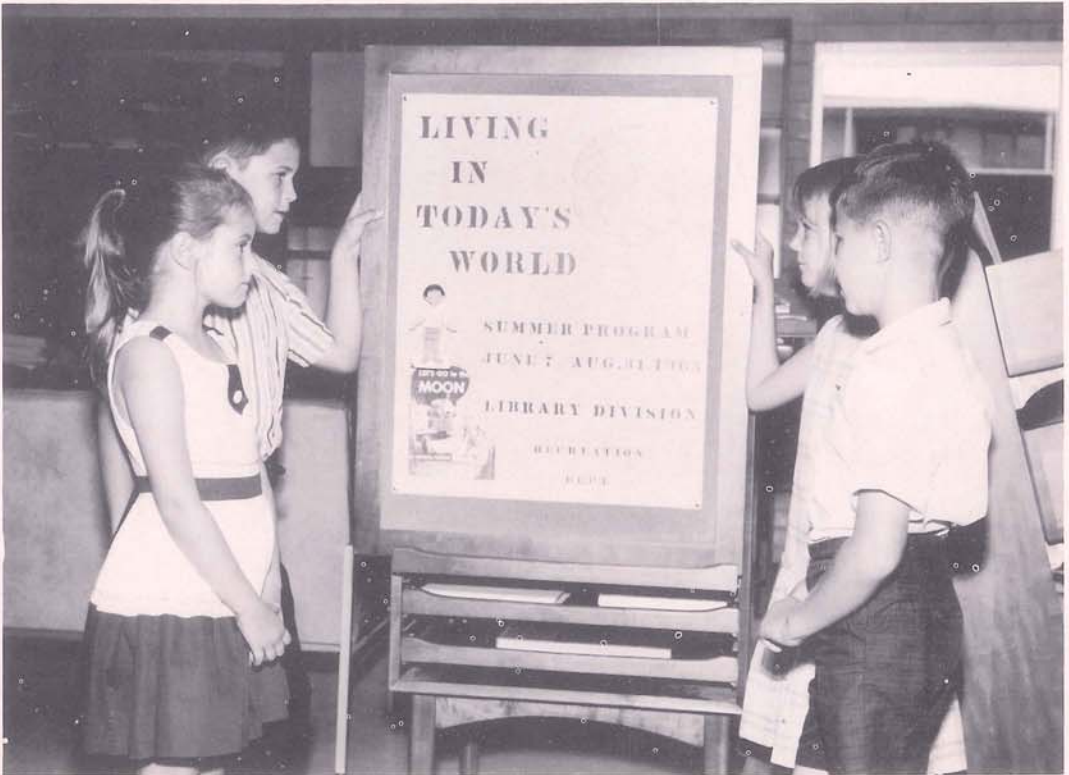
One hundred fifty four (154) applications for reclassification of zoning were received from individuals, 47 studies were made at the request of the Council and 24 public hearings were held. Recommendations were made on each petition to the Parish Council as well as a full report of the public hearings and maps showing the location and development of the area surrounding such proposed reclassifications.

Jefferson's Many Improved Streets And Bridges—The most impressive way to demonstrate the New Look of Jefferson Parish is to detail the following comprehensive report prepared by the Jefferson DEPARTMENT OF ROADS AND BRIDGES for the Review:

The year 1964 brought to completion a number of street paving projects under the Major Street Program. Among these were Bonabel Boulevard (East Side) from Metairie Road to Live Oak Avenue; West Metairie Avenue (South



Shown above is an exterior view of the Charles A. Wagner branch of the Jefferson Parish Library. The newest library in the system, the branch was opened for service in 1964, in the Bissonet Plaza area. Below; four youngsters are examining one of the posters displayed by the parish library in connection with the annual summer reading program. Ten books must be read to earn a certificate and pin and these youngsters seem determined to do it. Left to right are Virginia Zeigler, Robert Chugden, Janet Strohbeck, and Kyle Curtis.



Side) from Turnbull Drive to Airline Park Boulevard; West Esplanade Avenue (North Side) from Power Boulevard to Transcontinental Drive; Power Boulevard (West Side) from West Esplanade to Interstate 10; 21st Street from Williams Boulevard to Maryland Avenue; Citrus Road from Jefferson Highway to Hickory Avenue; Stumpf Boulevard from Whitney Avenue to Belle Chasse Highway; Transcontinental Drive from Airline Highway to West Napoleon Avenue; Roosevelt Boulevard from Airline Highway to Canal #4 (West Napoleon.)

Concrete paving is nearing completion on West Metairie Avenue (South Side) from Airline Park Boulevard to Williams Boulevard. Asphalt surfacing and drainage improvements are close to completion on Whitney Avenue (East Side) from Belle Chasse Highway to West Expressway.

Construction is underway on Transcontinental Drive between West Napoleon Avenue and West Esplanade Avenue, and on Fillmore Avenue between Jefferson Highway and Airline Highway.

The acquisition of certain properties for right of way is in process to extend West Metairie Avenue (South Side) from Turnbull Drive to Causeway Boulevard. Completion of this paving project is expected before the end of 1965. Plans are being prepared for the hard surfacing of Colonial Club Drive from Jefferson Highway to Hickory Avenue and the extension of Transcontinental Drive from Airline Highway to Jefferson Highway.

Manhattan Boulevard is to be extended from its present dead end at Murphy Canal to the right of way of Lapalco Boulevard. This shall eventually create an access route from both the West Bank Expressway and Peters Road through the Timberlane section into the Belle Chasse Highway.

Recently a shelled roadway has been opened along the south side of Canal #2 on West Esplanade Avenue from Lake Villa to Causeway Boulevard. With erection of a bridge over Suburban Canal this roadway shall be extended to Pontchartrain Gardens where improve-

ments on West Esplanade are now under construction.

This past year Veterans Memorial Highway from Causeway Boulevard to Lake Villa Drive was widened to a six lane roadway. Present plans provide for the widening of this heavily traveled highway between Lake Villa Drive and David Drive; this again in conjunction with the proposed widening of bridges over Suburban Canal and Canal #3.

Advance planning funds have been negotiated and a contract signed with an engineering firm to prepare plans to build Lapalco Boulevard which shall roughly parallel the West Bank Expressway. While not an immediate eventuality completion of this roadway would relieve some of the traffic congestion on the Expressway.

Numerous Other Paving Projects Are In Progress—New projects are being financed by individual developers or by participation of property owners in a cash payment or a 10 year lien program. Notable among the larger projects are those in Pontchartrain Gardens, Pontchartrain Shores and Lake Drive Subdivisions: Completion or near completion of these improvements are expected by the end of 1965. This applies also to the following streets on which work orders for paving have been issued:

Alan Street from Edinborn Avenue to N. Arnoult Road; Argonne Street from Transcontinental Drive to Lenon Avenue; Cleary Avenue from Canal #4 (Eldred Avenue) to Canal #5 (Vernon Avenue); Danny Street from Veterans Memorial Highway to Federal Interstate Highway; Edinborn Street from West Esplanade to Lake Pontchartrain levee; 18th Street (31st Street) from Hessmer Avenue to Severn Avenue; Focis Street from Esplanade Avenue to Dublin Canal; High Avenue from Argonne Street to Park Drive North; Highland Street from Newton Street to Lufkin Street; Kim Street from N. Arnoult Road to Division Street; N. Arnoult Road from West Esplanade Avenue to Lake Pontchartrain levee; N. Atlanta Street from Clanich Street to Balter Street; N. Sibley Street from West Napoleon

Avenue to Dakota Street (Soniata Canal); Oaklawn Avenue from Harrison Avenue to Dublin Canal; Shellie Street from Edenborn Avenue to N. Arnoult Road; Houma Boulevard from Wichita Street to Canal #4; Houma Boulevard from Veterans Memorial Highway to dead end past Tenton Street; Lake Avenue from Veterans Memorial Highway to Canal #2; Nursery Avenue from Veterans Memorial Highway to Federal Interstate Highway; and Wanda Lynn Drive from 75 feet south of Virginia Drive to Rockford Street.

Bridges To Be Built—Presently under construction is a bridge at Metairie Heights Avenue over Canal #4 and a culvert crossing in Canal #3 at Edenborn Avenue and Veterans Memorial Highway.

Plans are in preparation for a bridge over Suburban Canal and West Esplanade Avenue on the south side of Canal #2.

An engineering contract has been signed to provide planning for the widening of the Veterans Memorial Highway bridges at Suburban Canal in both directions and the bridge over Canal #3 in the Harvey Road, Green Acres area.

Roads And Bridges Summary—Street and drainage (roadside) maintenance needs have increased tremendously because of the rapid growth of the parish. Sewer construction has recently created a still greater need for maintenance. To cope with this the Department of Roads and Bridges has had to purchase the following additional equipment: 15 five cubic yard dump trucks; 6 diesel 12 cubic yard diggers, 7 one ton pickup trucks, tandem dump trucks, 3 back hoe 2 tandem rollers, 4 tank trucks; 2 street sweepers, 2 street flushers, 3 flatbed stake body trucks, 4 mowing machines and 1 bulldozer.

The acquisition of 3 base stations and 20 mobile radio units has facilitated the coordination of activities in the field and has made possible quick response in the dispatch of men and equipment to points where emergencies arise.

An addition to the East Bank Division Office is almost completed.

On the West Bank a study is being made to provide for a new administrative office building and garage facilities.

Louisiana Highway Department Construction in Jefferson—A report of highway construction in Jefferson Parish by the Louisiana Highway Department shows that a total of 11.3 miles is currently under contract for \$23.7 million. Work was completed during 1964 on 36.4 miles under contracts totaling \$782,955.

The Louisiana Highway Department maintains 150.83 miles of highways in Jefferson Parish categorized as follows: gravel 2.81 miles, asphalt 118.32 miles, concrete 29.59 miles, and 0.11 miles in interstate asphalt.

The lion's share of the current work in Jefferson Parish is along Interstate 10 which will connect the parish with the West Coast, via the major cities of the coast of South Carolina, Southern Louisiana and Texas. Shown below, along with the current projects, are those Interstate 10 projects in the planning stages:

From the St. Charles Parish Line to Williams Boulevard in Kenner the final stage plans are now being prepared. The Williams Boulevard Interchange is in the final design stage. On the link from Williams Boulevard to North Causeway Boulevard in Metairie 4.6 miles of embankment work are under construction for \$11.3 million and is 75 percent complete. Another contract building nearly a mile of structures is underway for \$3.7 million and is 23 percent complete.

The North Causeway to Canal Boulevard in New Orleans link is being completed in two projects, the Jefferson Parish portion, 2.2 miles under contract for \$8.2 million is 95% complete.

Completed during 1964 in Jefferson were ten projects ranging from bridge repairs at Wagner and Kerners Ferry, State Routes 45 and 302 respectively, to a new 1.8 mile stretch of new concrete pavement on Williams Boulevard in Kenner, State Route 49.

Three projects constructing cross-overs and turning lanes along the

(Continued on Page 113)



High aerial view illustrates dramatic length of the 24-mile-long Lake Pontchartrain Causeway, the world's longest bridge. South plaza entrance shown in foreground is located in Jefferson Parish.



The placing of a 24 inch water main across Soniat Canal adjacent to the Harahan Playground. This is a segment of the 1964 new construction program of the Jefferson Parish Water Department — to better serve a growing and expanding parish.

“helping to build a growing America”

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

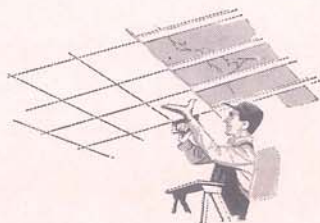
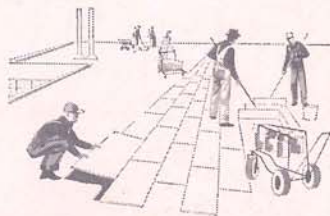
Today, this plant, at Marrero, Louisiana, is the industry's largest: 1000 employees; a vast 150 acre plant; a product line of over 1000 items; 10 miles of rail lines, a fire department, and a medical department. Annually, 175,000 tons of bagasse from Louisiana sugar mills are processed into building materials.

At Marrero and 7 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.



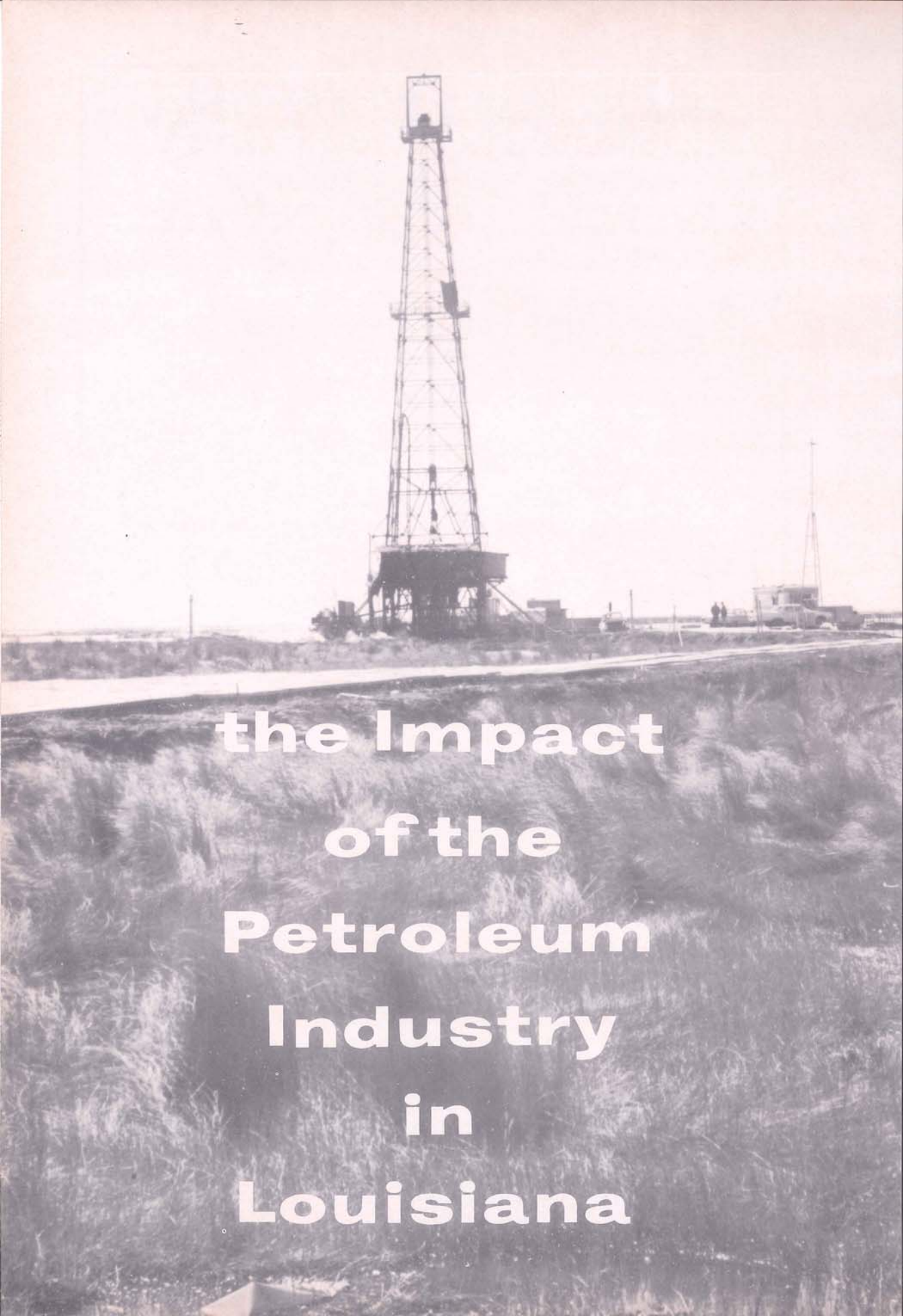
CELOTEX

BUILDING PRODUCTS



Some Of The Celotex Products Produced At Marrero

Roof Insulation • Insulating Sheathing • Fibreboard Ceiling Tile • Acoustical Products • Flexcell® Expansion Joint • Building Board • Industrial Packaging Board

A black and white photograph of an oil derrick in a field. The derrick is a tall, lattice-structured tower with a platform at the top. It stands in a field of tall grasses. In the background, there are other structures and a road. The sky is clear.

**the Impact
of the
Petroleum
Industry
in
Louisiana**

Without doubt, the petroleum industry and its extensive development in Louisiana has had a greater impact on our state and its people than any other industry in our long and colorful history.

Our abundant resources of crude oil, natural gas and natural gas liquids, both inshore and offshore in the Gulf of Mexico, coupled with the great refineries at work in Louisiana, have maintained for our state its second-place position in the United States in total oil and gas production, and its third-ranking in the volume of petroleum refined each year. Only Texas is ahead of Louisiana in annual total production, and Texas and California lead the Pelican State in volume refined each year.

From the days of Louisiana's first successful oil well in the Jennings area (Jefferson Davis Parish) in 1902, through 1964, our state has advanced from producing about 500,000 barrels of crude oil in the former year to more than 478.6 million barrels last year. Today Louisiana's cumulative crude oil production is almost 7 billion barrels; and our cumulative total of natural gas is fast approaching 50 Trillion cubic feet!!

How did this fantastic growth in Louisiana's petroleum production occur?

How extensive has been the economic impact of the petroleum industry on our state and its people? What benefits have accrued to Louisiana from it?

What is the outlook for the oil and gas industry in our state? Will the dispute over ownership of certain parts of the "Tidelands" in the Gulf be settled in the near future? How might this problem be resolved?

First, a brief history of the discovery of oil and natural gas in Louisiana, and the development of the petroleum industry in our state.

The first really successful oil well drilled in Louisiana was brought in in the vicinity of Jennings (Jefferson Davis Parish) in 1902. The next year, the so-called Mamou field (later named the Evangeline Field) produced over 500,000 barrels. In 1904, oil production began in Caddo Parish in North Louisiana, and two years later, some 4,500 barrels were produced by Caddo wells.

The first successful natural gas well was drilled at Shreveport in 1870. It was not until the turn of the century that concerted efforts were made to develop this industry. By 1906 there were eleven (11) producing gas wells in the area of Caddo Parish. In 1916, natural gas was discovered near Monroe, and soon after the North Louisiana Petroleum industry began to boom. Four years later, the Standard Oil Company had completed its pipeline from Oklahoma to Baton Rouge, and the company was rapidly to become the largest processor of oil and oil products in Louisiana.

It was after 1920 before large-scale drilling for oil and gas began in our state. There were more than thirty (30) oil fields in Louisiana by 1926. In less than six years crude oil production had tripled and was exceeding 23 million barrels; and natural gas production had climbed over 150 billion cubic feet. In the next decade, 1926-'36, oil and gas production in the state tripled again: and in the succeeding ten years, 1936-'46, petroleum production doubled again.

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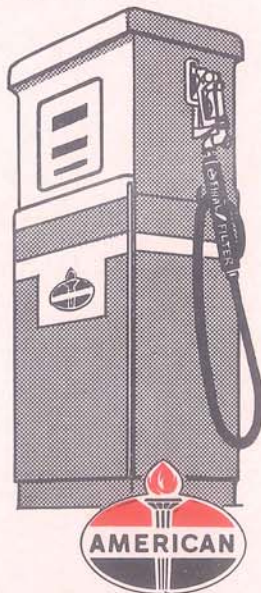
The savings of NO LEAD!
Amoco Gasoline is the only 100% lead-free gasoline for your car! Spark plugs and mufflers last twice as long.

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AMERICAN OIL COMPANY

Harvey, Louisiana

The richest oil and gas producing parish in our state is neighboring Plaquemines Parish, where the first well was brought in in June, 1930. To emphasize the tremendous increase in production in that parish in the past (almost) 35 years, a total of about \$31 million in taxes and fees was collected from Plaquemines for its petroleum production in fiscal 1964.

In Jefferson Parish, the first successful oil well was brought in on May 13, 1935, some seven miles southwest of Lafitte. At the time, it was the world's deepest oil well, totalling 9,572 feet. This well produced some 1,110 barrels of crude a day. It was the first of 160 wells in a marshland area of some 14 square miles.

According to the Encyclopedia Britannica, the first discovery of crude oil in the open waters of the Gulf of Mexico was as early as 1938.

However, according to Dr. Edwin A. Davis, longtime chairman of the History Department at Louisiana State University, in his book, *The Story of Louisiana*, the Kerr-McGee Oil Company began offshore drilling in the Gulf's Tidelands in 1947, and late that year or early in 1948, their first successful oil well was completed. In 1948, crude oil was definitely discovered seven miles off Grand Isle.

From 1947 to 1955, some 50 oil and/or gas fields were discovered in the Gulf off our southern coast. In the latter year, about 400 wells were producing more than 22,000 barrels a day of crude oil, natural gas and natural gas liquids. But it was in the next eight years from 1956 to 1964 that the petroleum production offshore in the Tidelands really soared. In the period, 1956-'63 offshore production climbed almost 275 per cent, whereas the onshore production in that same period rose only by 39 per cent. In 1956, the four offshore zones accounted for about 12.6 per cent of all Louisiana's production. Last year, offshore production had reached about one-third of our state's total production.

Last year, the offshore production of crude oil was about 158.3 million barrels; the condensate

(natural gas liquids) total was approximately 10.4 million barrels, and the natural gas total was about 811.4 billion cubic feet.

In the state as a whole, there were some 700 proven oil and/or gas fields with over 21,000 producing wells, in 1955. In that year, more than 260 million barrels of crude oil and condensate were produced, and almost two (2) trillion cubic feet of natural gas were piped out of the state's rich fields. Almost a decade later, the continued growth of petroleum production is evident by the latest production figures from the Mid-Continent Oil & Gas Association, Louisiana and Arkansas Division:

***TOTALS LOUISIANA, 1964**

CRUDE OIL: 478,568,388 bbls.
CONDENSATE: 78,912,655 bbls.
(NATURAL GAS LIQUIDS)
NATURAL GAS: 4,160,136,890,000
trillion cubic ft.

***TOTALS LOUISIANA, CUMULATIVE**

CRUDE OIL: 6,918,899,074 bbls.
CONDENSATE: 713,508,494 bbls.
NATURAL GAS: 45,656,162,243,000
trillion cubic ft.

**DAILY PRODUCTION AVERAGES,
1964:**

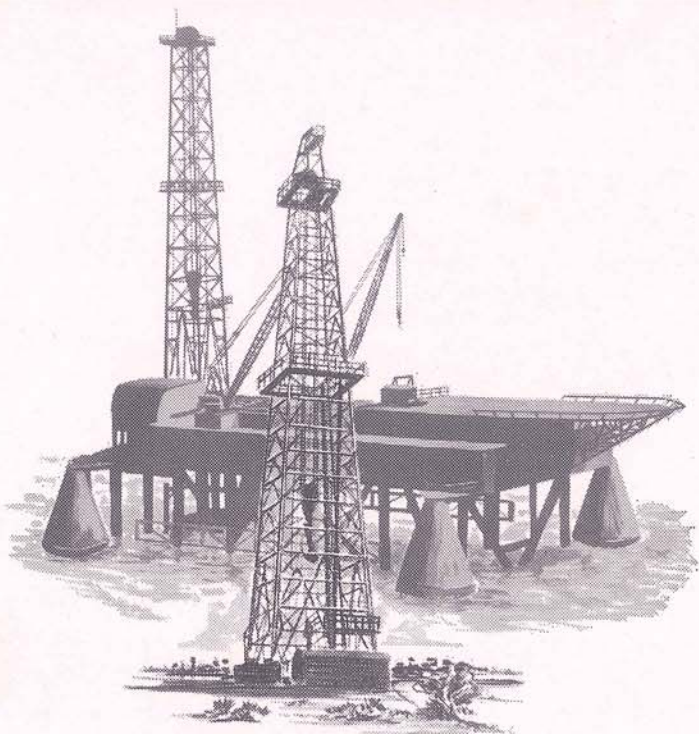
CRUDE OIL: 1,308,560 barrels
CONDENSATE: 215,061 barrels
NATURAL GAS:
11,369,221,000 billion cubic ft.)

**LOUISIANA'S PROVED RESERVE
TOTALS, as of Dec. 31, 1964:**

CRUDE OIL: 5,162,488,000 bbls.
CONDENSATE: 941,500,000 bbls.
NATURAL GAS: 79,076,309,000,000
cubic feet.

With a net gain of 3.7 trillion cubic feet of natural gas in 1964, Louisiana accounted for 72 per cent of the nationwide increase. Louisiana gas reserves now stand at an all-time high of 79 trillion cubic feet, which is 28 per cent of the nation's total.

Louisiana showed a net increase of only 37,883,000 barrels of crude oil reserves, compared with a national total of 5,162,488,000 barrels. However, Louisiana's net gain in proved reserves of natural gas liquids—100,677,000 barrels—led all producing states, and was the only increase of any consequence for the year. With eight states showing a net decline in reserves of natural gas liquids, our national reserves increased only 72,654,000 barrels. Our state's total of gas liquids now stands at



OIL and GAS ARE OUR BUSINESS

And our business pumps millions and millions of dollars into the economic pipelines of the areas in which we operate.

A case in point:

In Louisiana and Mississippi, our operational expenditures for 1964 were approximately \$240 million. Broken down under four major categories, here's where this money went:

Wages & Salaries	\$ 18,000,000 ⁽¹⁾
State & Local Taxes	15,500,000
Royalties, Bonuses & Rentals	67,500,000
Goods & Services	<u>139,000,000⁽²⁾</u>

TOTAL OPERATIONAL EXPENDITURES
(LOUISIANA & MISSISSIPPI).....\$240,000,000

(1) Includes wages and salaries of regular employees only. (2) Wages and salaries paid in connection with services performed under contract included in this figure.



CHEVRON OIL COMPANY

THE CALIFORNIA COMPANY DIVISION

1111 Tulane Avenue

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an all-time high of 1,941,500 barrels, thus bringing our total liquid hydrocarbon reserves to about 7.1 billion barrels, second only to Texas. These reserves estimates include both onshore and offshore totals in 1964.

For Jefferson Parish, the latest figures obtained from The Mid-Continent Oil & Gas Association show that, through the year 1963, a total of 293,323,805 barrels of crude oil and condensate were gathered; and a total of 477,750,399,000 cubic feet of gas (I.E., both natural gas and casinghead gas) was mined. Thus, Jefferson Parish has achieved this tremendous production in the first 27 years of operations since the first well was brought in in 1935. In the latest year for which there are figures, fiscal 1964, the parish collected a total of \$2,920,862.70 in taxes on crude oil; a total of \$72,460.08 in taxes on distillate; \$3,991.74 in taxes on casinghead gas, and \$674,635.24 in gas severance taxes.

Today, our state has about 38,000 producing wells of oil, condensate and natural gas; and these are pouring forth extensive benefits to all the people of Louisiana. The fact is that Louisiana has larger per-acre reserves of oil and gas than any of the other fifty (50) states—and this is true despite the fact that our state is second to Texas in annual total production of these precious minerals.

The many economic benefits which our state and its people are deriving from the growth and progress of the petroleum industry include the following:

1. Ninety-five (95) per cent of the value of Louisiana's mineral production comes from oil and gas, and gas liquids.

2. Direct employment from the actual production of oil and gas is provided to some 41,000 of our citizens. Further, an additional 43,000 of our people are employed in related industries: over 11,000 in petroleum refining; more than 6,000 in gas utilities companies and systems; over 1,000 in pipeline transportation; almost 10,000 at gasoline service stations, and another 15,000 in various aspects of marketing petroleum products.

3. Louisiana is the only state in the Union in which taxes on its minerals are the largest single revenue producer for our state. And the oil and gas industry is the largest single source of revenue for the state: about 57 to 58 per cent of the annual state revenues come from severance taxes on oil and gas, and from mineral lease income (I. E., from rentals, royalties and bonuses). In the twenty year period, from fiscal 1945 through fiscal 1964, Louisiana has derived a total of some \$1.2 billion in mineral lease income, and a total of about \$2.25 billion in severance taxes on oil and gas. Thus, the state has received from this great industry approximately \$3.4 billion in income over this twenty year period.

4. In the current fiscal year, which ends June 30, 1965, it is anticipated that Louisiana will realize more than \$350 million in taxes and fees from oil and gas sources. In fact, the total sum may be higher because of the sales of mineral leases in excess of amounts budgeted by the state. In the ten fiscal years from 1955 through 1964, Louisiana collected a total of \$1,222,196,337.97 in taxes on crude oil, distillate, natural gas, and from the gas severance tax and the gas gathering tax (now repealed by the state legislature). In the same decade, our state also collected a total of \$912,178,596.55 in royalties, rentals and bonuses on inland and submerged (offshore) lands.

5. About \$1 million per day in taxes and fees is generated for the state from the petroleum industry.

6. Approximately \$2 million per day is invested to drill and equip oil and gas wells, or to drill dry holes. This is the largest capital investment in the state.

7. About \$2 million a day is spent every day in Louisiana by the many great refineries—Humble Oil, Ethyl Corporation, Shell Oil, Gulf and others—for the oil which they process.

8. The major areas of spending by Louisiana's government are for our public school system, the state's highways and roads and for the various welfare programs. By far the largest contributor to the

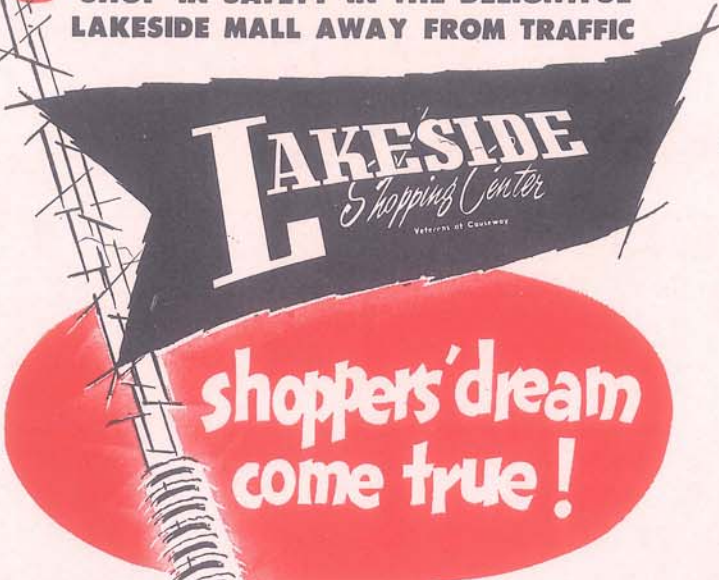
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maintenance and operation of our public schools and of our highway system is the petroleum industry. In fact, three-fourths of the state's contribution to the public schools for their operation comes directly from the oil and gas industry in the form of severance taxes. And 40 per cent of the state's expenditures on its higher education—our many fine universities and colleges—stem from taxes and fees paid by the petroleum industry. Furthermore, the industry also generates more than 90 per cent of the funds which the state spends on its roads: This money is derived from motor fuel taxes, or from revenues from leases on state-owned land and water bottoms.

9. Another important factor in the great contributions made to our state's economy by the petroleum industry is that all of the parishes—there are 61 of them now—which produce oil and/or gas, can share in some of the taxes and fees collected by the state. These producing parishes receive from the state ten per cent of the state-collected royalties in the parish; a percentage of the gasoline tax and up to \$200,000 per year from the severance taxes collected in the parish. All of the parishes also profit a great deal from the property taxes paid by the oil and gas industry on their production equipment, pipe lines, processing plants and marketing properties. Pipe lines companies and utilities systems also contribute by way of assessments by the Louisiana Tax Commission.

10. Another salient fact is that \$.28 out of every dollar in Louisiana is invested in production and exploration operations. This is a percentage of every dollar which has continued to rise.

"This investment is justified by the fact that, during the past ten years, more than half of all the nation's new supplies of oil and gas have been discovered in Louisiana," stated Robert R. Brooksher, Executive Vice-President, Louisiana-Arkansas Division, of the Mid-Continent Oil & Gas Association. In a recent speech, Mr. Brooksher pointed out that "A sample of this rapid growth can be taken from the Royalty Road Fund, in-

come which goes directly to the parishes and is based on a share of all royalties collected in that parish. In the 1953-'54 fiscal year, it (I. E., Royalty Road Fund) amounted to \$1,876,846. In 1963-'64, the figure was \$7,749,492, and (this) may continue to increase with the expanding development of state-owned lands and water bottoms." Mr. Brooksher also noted that "Parishes have realized a total of \$48,979,535 in the same ten-year period (fiscal 1954 through fiscal 1964), according to the state treasurer who receives and disburses these funds."

All of the prosperity and the resultant benefits which the petroleum industry engenders for the growth and development of Louisiana and its people would not be possible except for the maintenance at 27.5 per cent of the present tax depletion allowance on oil and gas. This provision, which was adopted by the congress in 1926, is of the utmost importance to oil and gas producers, and to other mining industries (which have varying percentages), because it gives them the opportunity to replace, through new discoveries and developments, the resources depleted through production.

Very wisely, the congress recognized—and continues to recognize—that oil and gas in the ground is the producer's capital. Through this depletion allowance, the petroleum producer is permitted to deduct, for income tax purposes, the amount of the capital value which is used up as the oil and gas are produced. This stimulates producers to reinvest money in the search for new sources of oil and gas, even though the risks are great and the costs of exploration and operation are very high, especially in Louisiana. Under the present depletion allowance formula which has been in effect since 1926, producers are able to deduct 27.5 per cent of the gross value of oil and gas produced from each property. However, this deduction may not exceed 50 per cent of the net income from any property. Thus, if there is no net income, then there is no percentage depletion.

(Continued on Page 89)

Portraits

First, there was the lake. Nine years ago, as a result of forward thinking by the leaders and voters in Jefferson and St. Tammany Parishes, the lake was bridged with the 24-mile-long Lake Pontchartrain Causeway, the world's longest bridge, to provide a direct north-south expressway route for the metropolitan New Orleans area.

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and continued development on both shores of Lake Pontchartrain has caused the Greater New Orleans Expressway Commission to take preliminary steps toward the construction of additional Causeway lanes that would parallel the present facility. Traffic is increasing year-by-year, so that the time may not be far off when these improvements will be necessary to keep pace with the area's growth pattern.



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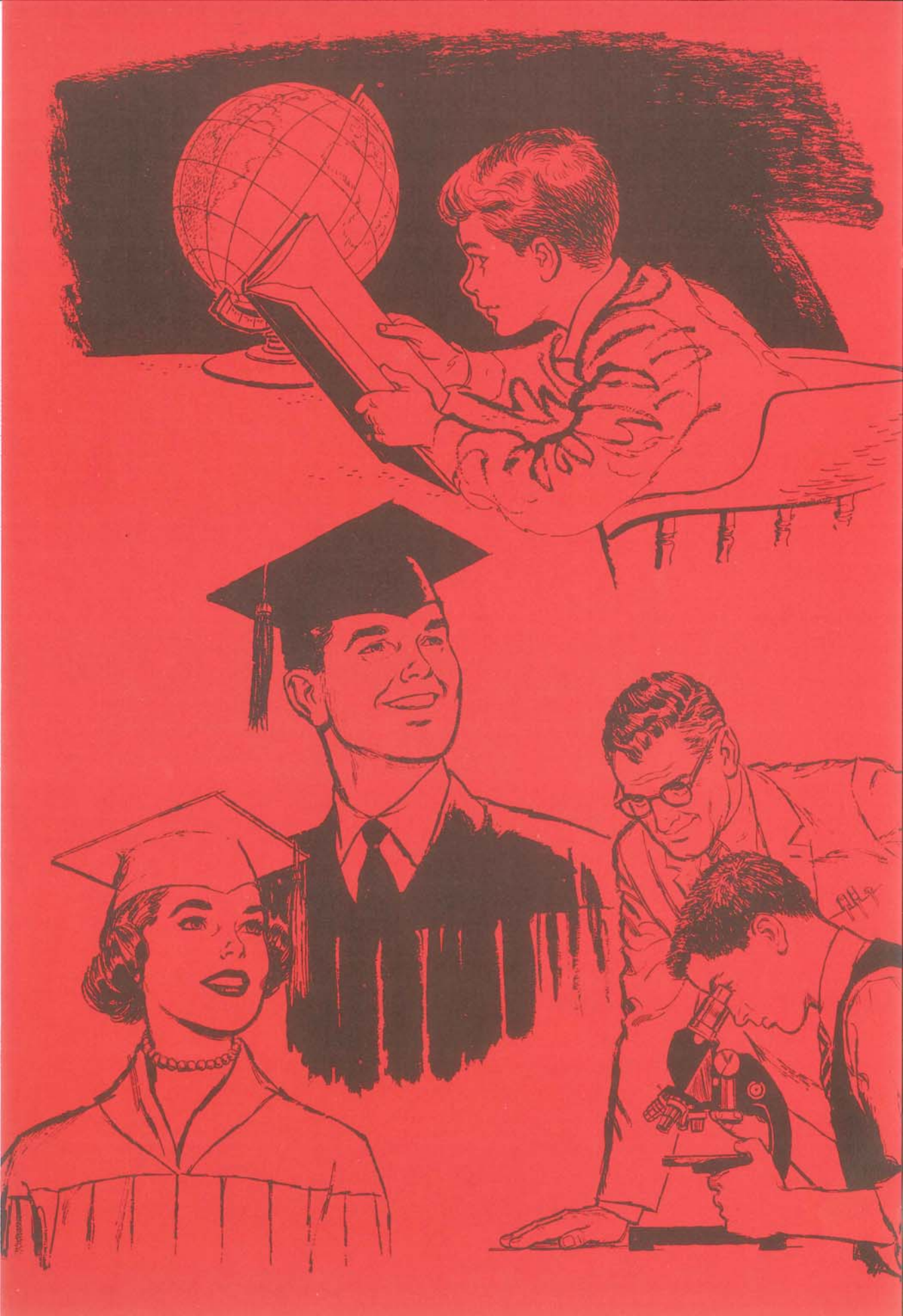
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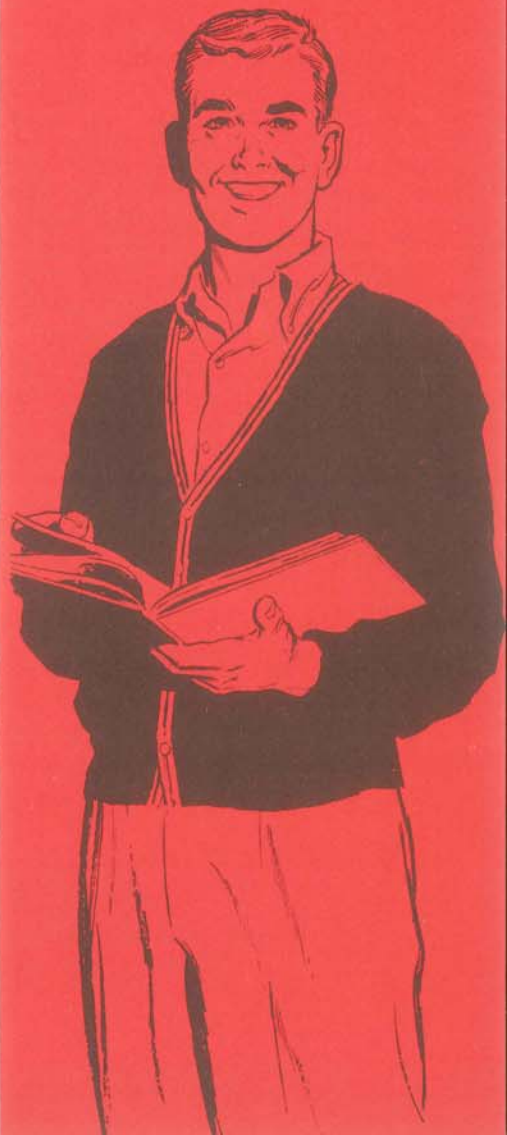
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METAMORPHOSIS IN EDUCATION

By **G. Robert Murphy, President,**
Jefferson Parish School Board

Jefferson Parish has acquired the title of "Progressive Jefferson," which implies change, an inherent element in any progress or growth. A recent Public Affairs Research Council (PAR) report on Jefferson Parish, along with other statistical analyses, has given striking evidences of some of the changes in Jefferson. The two major developments were the population growth, from 50,427 in 1940 to 208,769 in 1960, and the transformation from a rural community to an almost completely urban one, from 69% in 1940 to 94% in 1960. The effect on the school system is reflected in the number of high school graduates, from 603 in 1956 to 1830 in 1964—a three-fold increase. According to PAR, the percentage of adults with less than five years schooling, functional illiterates, has decreased from 34% in 1940 to 12% in 1960. At present, the people of Jefferson have completed an average of 10.9 years schooling, higher than the national average of 10.6 years. With 8.2% of its adults having completed four or more years of college, the parish also is above the national average of 7.7% in this respect. Thus, the overall education of adults is relatively high in Jefferson Parish.





Exterior view of new classrooms at Lake Side School for Exceptional Children. Mrs. Dorcas Peters is Principal.

A rapidly developing parish stimulated by advance in all areas of knowledge demands an educational program designed to meet the challenges of change. Education must include the immediate yet go beyond it to include the future. It must provide the young people with the background, talents, skills and intellectual capacities for shaping the future so as to insure the general welfare of humanity and sustain progress. This progress must not be measured merely in tools and material resources, but in the intellectual capabilities of people and the viability and productivity of their acquired knowledge. This then necessitates an educational program designed correctly to meet and give direction to change.

Realizing that the curriculum offered by the schools should meet the needs and objectives of the community served by the schools, the Jefferson Parish School Board and Administrative Staff have provided a climate conducive to creativity, individuality and experimentation within the broad structure of learning experiences.

One of the first steps taken by the Board was to initiate a curriculum study in cooperation with LSUNO. This is an endeavor to examine and revise the curriculum. Since the curriculum includes all the learning experience of children

under the direction of the school, a study of this nature is a broad undertaking and one of the most important projects in which any school system can participate. The study is divided into two parts: the first, a pilot study including six elementary schools (J. C. Ellis, Gretna Park, Hazel Park, Vic Pitre, John Martyn and Fourth Ward); the second, a study including all public schools in the parish. The final report of the pilot study to be submitted to the Superintendent this year will include (1) a priority for the implementation of the recommendations made by the pilot schools and (2) proposed procedures for the second part of the study that will include every public school.

The nation-wide revolution in curriculum reorganization has had a great impact on education. It has led to a number of fresh approaches to the improvement of school instruction. These "new" approaches to the acquisition of knowledge were developed through the cooperation of scholars (on the frontiers of knowledge) and classroom teachers (on the frontiers of education). Contrary to popular belief, traditional basic mathematics, grammar and science are not being disposed of as outdated or outmoded. The basic difference is in approach. Too long have students sat through static descriptive

classes getting the impression that learning is just a jumble of facts to be committed to memory before the next quiz. "Learning by doing" might be the catch-phrase of these new curricula. The students follow and learn the development of basic concepts and principles by performing and participating in activities and experiences. This makes knowledge much more interesting and functional, and leads to the development of skills in critical thinking—a primary goal of education.

A wholesale adoption of the new progress is not planned; on the other hand, neither is a blanket rejection. A thorough study and review of the new programs discussed herein, as well as those of other school systems, is being made. Those that are most applicable to this system will be selected, adapted and tried on an experimental basis. It is hoped that this will result in a distillation process in which the best of both the tradi-

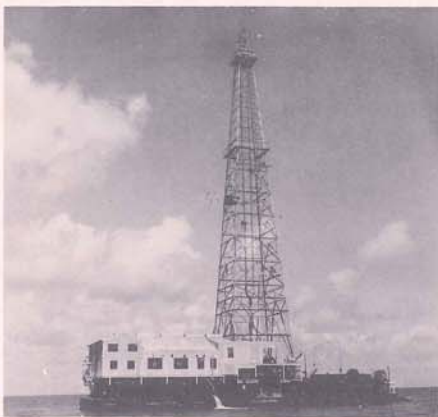
tional and modern approaches will be retained. Reports on the value and efficiency of these programs aid administrations in making decisions regarding the total curriculum.

The areas in which most of the work has been done nationally are mathematics, science, English, social studies and foreign languages. These areas also are receiving attention locally. This year all first and second grades were introduced to the new mathematics. Plans are to continue the implementation of this program in the third and seventh grades next year. The high school mathematics program is in a period of transition also. Already many of the secondary schools have the new Algebra I texts and many are using the School Mathematics Study Group (SMSG) materials. The Advanced Mathematics courses also have incorporated the new approach.

Another area of the curriculum which is being studied with the aim

A regular Jefferson Parish Public School Board Training feature — Visiting Day for the system's various school principals to learn and improve their own school management. The group of principals presented here are, left to right: Robert Burns, Mrs. Frances Ferguson, Mrs. Iona Hebert, Harold Peterson, Miss Lillian Walter, Mrs. Shirley Johnson and Mrs. Evelyn Stroud.





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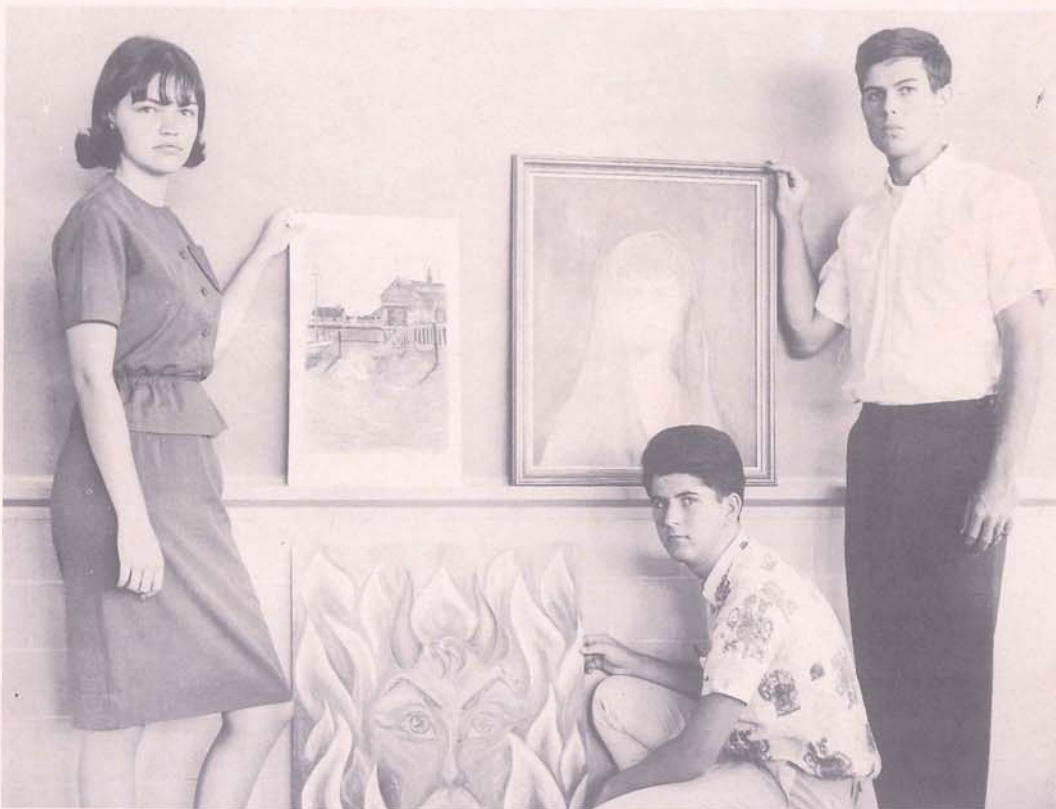
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An art exhibit at West Jefferson High! Students, left to right, presenting their creations are Cindy Meager, Cedric Arcement and Tommy Miller. The art teachers at West Jefferson are Lloyd Boursaw and Sara Martin.

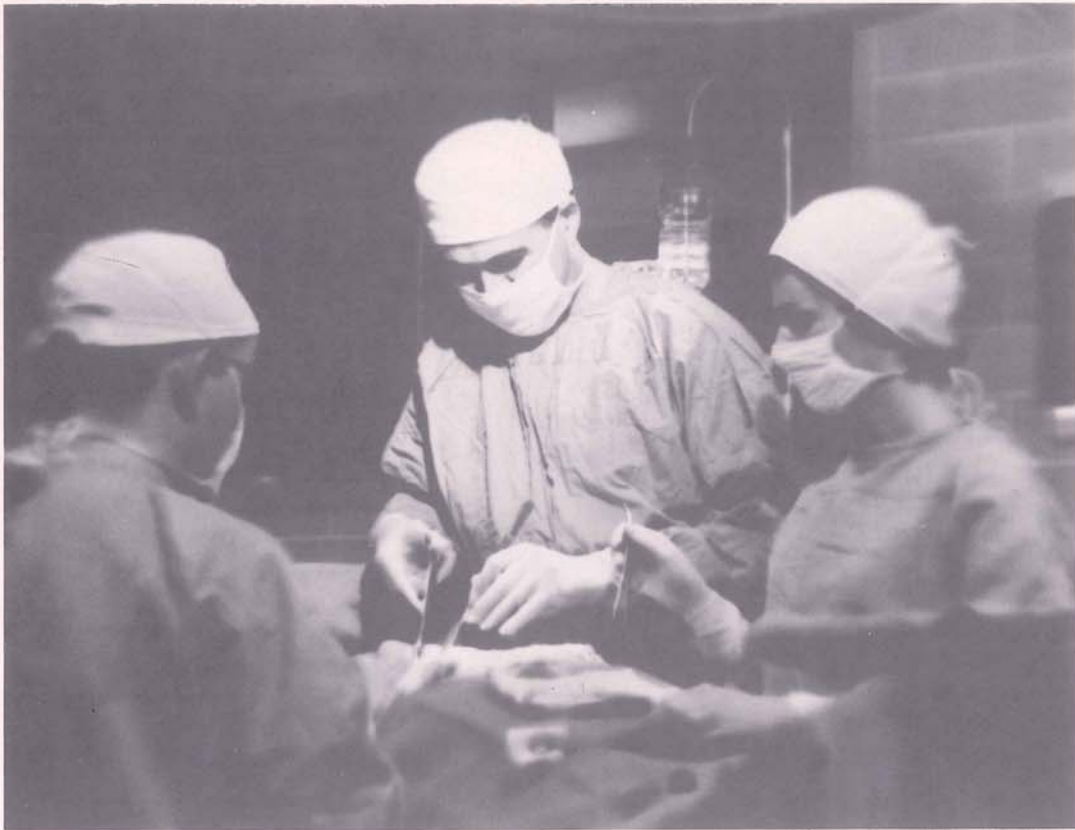
of improvement is the teaching of language arts. This year several English teachers at Riverdale High School worked together to incorporate into their teaching a modern linguistic approach to language. Some other schools are conducting professional study projects in English. The new functional approach to English also is being reviewed. The new audio-lingual language laboratory program has been established in all secondary and in some junior high programs.

A preview and evaluation of the current science curriculum and facilities at all levels was made by the faculties of all the individual schools. Because teachers are expected to carry out the science programs in their classrooms, they will be involved in all of the developmental phases of revised science curriculum. The results of their studies will be compiled and used as a basis for general and specific recommendations regarding a course of study for each grade, lists of recommended experiments

and activities for each grade, basic equipment and materials for each school, formal laboratory periods and texts which would best implement the total science program.

For the past two years West Jefferson High School has been involved in a study with the Physical Science Study Committee (PSSC) physics course and the Biological Sciences Curriculum Study (BSCS) Yellow Version biology course. Other schools have integrated parts of some of these and other programs in chemistry into their courses. Recently a number of similar projects on the junior high and elementary levels have been developed by national groups—some of which will be investigated and used in some of the schools in the parish.

The correlation of geographical and historical concepts into inter-related units is a new approach to social studies which will be tried in some elementary schools next year. Primary units will be expanded to provide for development



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An Industrial Arts exhibit at West Jefferson High — presenting the many and varied creations of the students.



Students conducting laboratory experiments in the Ninth Grade General Science class at George A. Cox Junior High. They are Victor Moway, Debra Eades, Steven Pfiffner, Science Instructor John W. Field and Joe Hourquettes.



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Eighth and ninth graders of Gretna Junior High doing daily calisthenics. Each physical fitness period begins with 10 minutes of calisthenics followed by either individual or team sports.

of broadened family-community concepts to include sociology, economics, anthropology and political science. On the secondary level an experimental American History course will be tried in a number of pilot schools throughout the state under the supervision of the state supervisor of social studies; some of the public schools in Jefferson Parish will be included.

The recent trends in the teaching of reading have aroused the interest of both lay people and educationists. Some of these trends are being tested in the schools. Various phonetic approaches are being used in some classes, such as the Spaulding method, Economy Company's Phonetics Keys to Reading, and phonetic materials published by Webster, Charles Merrill, and others. One class is using on a trial basis, the programmed reading materials developed by Sullivan Associates which strives to develop proficiency in phonics. Another school is using as supplementary readers one of the newest of the linguistic basal readers. Many

schools are using the reading laboratories developed by Science Research Associates designed to increase comprehension and vocabulary. One elementary school is using the controlled reader and films to increase reading speed and interpretive skills. A junior high school has set up a remedial reading program using the complete Educational Development Laboratory equipment. This has greatly improved reading efficiency.

At Riverdale High School, with the largest Home Economics Department in the State—1,050 students and 7 full-time teachers—a "new" curriculum, keyed to modern living for the future homemakers of the community, has been implemented. An experimental study with full semester courses (such as Housing, Budgeting and Consumer Problems, Child Care, Family Relations, Personal Development, Food and Nutrition, and Clothing and Textiles) is being followed at this time, and has been accepted by the State Department of Education for possible extension for several years.

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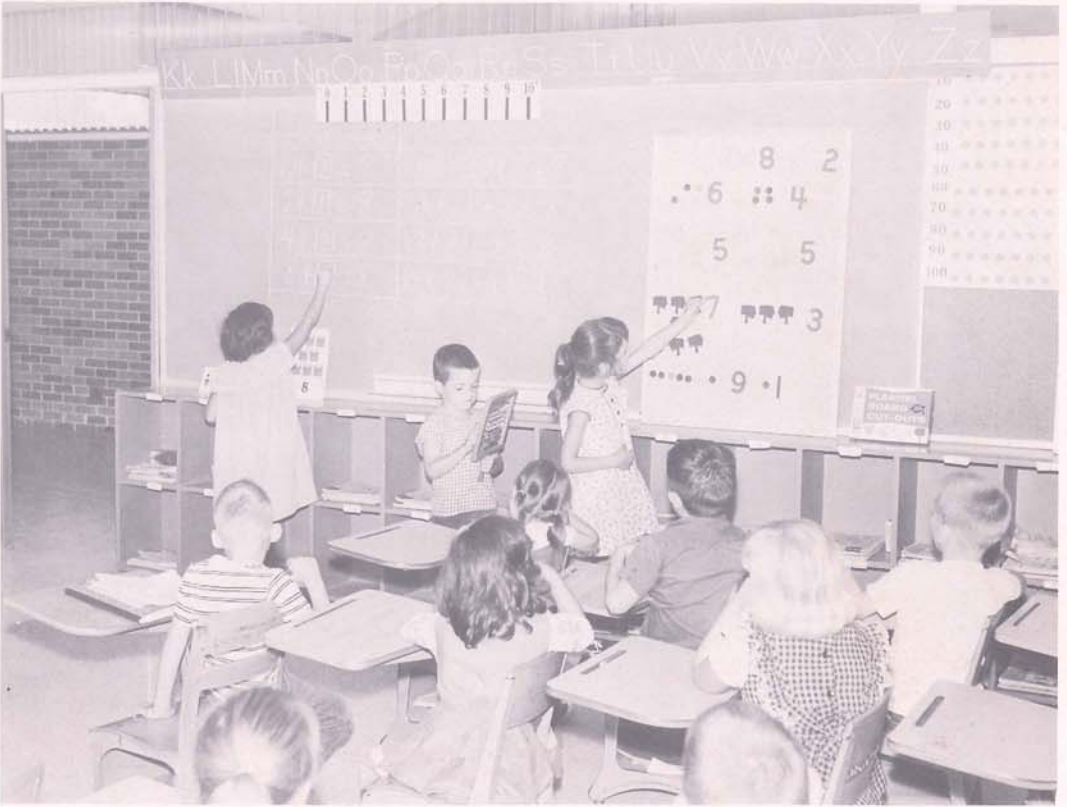
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The First Grade Class of Mrs. Tillinghast at the Miller Wall School. Performing up front with slate and blackboard are Sylvia Giaise, Kevin Trepagnier and Carla Briaux.



A meeting of the Curriculum Study Committee of Hazel Park School, one of the Jefferson Parish pilot schools that made use of the guidance of LSUNO consultants. Standing left to right are Ruth Pitre, Rose Francis, Kay Spain (chairman) and Agnes L. Brown. Seated left to right are, Frank Bonfiglio, Ora Lea Sisk, Rosemary Korndorffer (secretary), Florence Juge, and Mabel Walthall.

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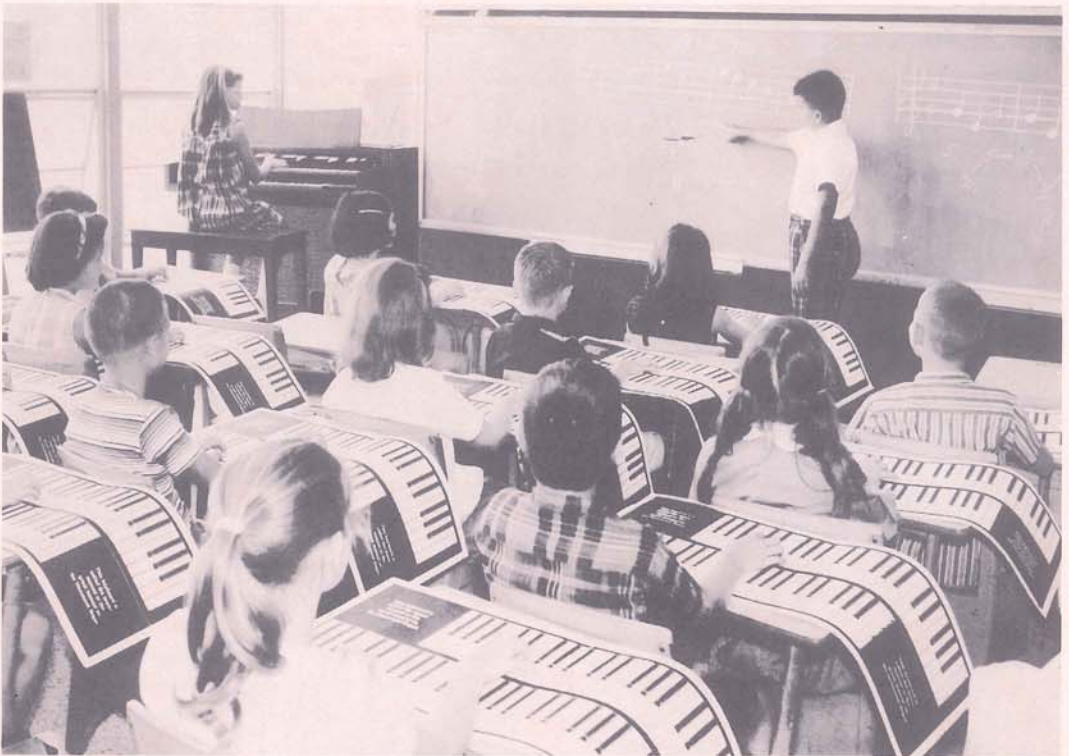
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The Fourth Grade Music Class of Mrs. Mary Denaux at Bissonet Plaza School. Music is taught as demonstrated here by the keyboard approach. The pupil at the organ is Betsy Ann Green and the boy at the blackboard pointing out the musical staff is Paul Roussel.



Mrs. Aura Sevin's Ninth Grade Spanish Class at the T. H. Harris School. The students are listening to a record teaching the Spanish vocabulary. By this method the children get the pure sound of the language which enables them to speak it more fluently and more correctly.



The attractive and functional exterior of the new addition to the Green Lawn Terrace School.

Changes also have been made in the area of Physical Education. More emphasis on Health and Physical Fitness is being stressed, and the Physical Education Departments have worked to comply with the stepped-up program initiated on the State level. An innovation this year was an Anti-Smoking Campaign conducted in cooperation with the Parish Health Unit and the Cancer and Heart Societies. A film on the ill effects of smoking has been circulated throughout the elementary schools, and is geared to discourage prospective smokers at the fifth, sixth and seventh grade levels. This preventive approach is thought to be more effective than programs designed to discourage the older, habitual smoker.

A change in teaching materials obviously is not the only means of improving the curriculum. The supervisory staff has planned a series of orientation programs on the new approaches for teachers, through workshops, meetings and extension courses covering geography, reading, mathematics and science. National consultant specialists who have contributed to these programs were Miss Iris Covey of Harper & Row, Miss Helen Rafferty of Silver Burdett, and Dr. Cecile Small, Professor of Mathematics and Mathematics Consultant of the Chicago Public Schools. Dr. Sam Adams of the

LSU Education Department conducted an extension course in modern mathematics. Many teachers, cognizant of pedagogical innovations and the explosion of knowledge, have enrolled in graduate programs, attended institutes or done individual private study, and thus have given impetus to the improvement programs in their schools. Jefferson Parish is fortunate in having interested and dedicated teachers who utilize every opportunity for professional growth that is made available to them.

Important corollaries of any educational system are the complementary curriculum services. These too have been adapted to the altered conditions in the parish. Among these are the School Lunch, Transportation, and Department of Child Welfare and Attendance Programs.

Last year 59 schools with 26,000 students were included in the average daily participation in the school lunch program. New personnel was added, re-allotment of government commodities was made, area meetings of managers were held, and for the first time a central menu was planned and followed by all schools during the month of March. Workshops with emphasis on management and techniques are planned for the summer.

Despite the fact that the increased school enrollment has taxed

the transportation services, improvements have been made. Additional buses have been added, and bus routes have been extended. Over 35,000 students are transported daily to 87 schools by 256 drivers; this represents 7,598 miles logged each day. Many safety measures are taken, including Louisiana State Police bus inspections, compulsory safety meetings, and psychological and physical tests for all drivers.

During the 1963-64 school session, the supervisors of child welfare and attendance handled a total of 1,174 cases, 563 of which were attendance cases. Of these, 63 dealt with community environment, 71 with economic problems, 136 with educational problems, 125 with family problems, and 38 with health problems, and 130 with personality and adjustment problems. Most of these cases were resolved by the supervisors, along with the assistance of teachers, principals, administrators and various state and local community agencies.

A new service inaugurated this year was a program of speech therapy, employing two full-time

therapists. Results of this year's work will be used in planning expansion of the program in the future.

The Office of Business Administration has been changed to reflect the growing need for more sophisticated practices as a result of the expanding pupil population and its attendant financial needs. The General Fund Budget for the 1964-65 school session amounted to \$13,002,973.78, of which 76.2% was received from State, Federal and Special sources, and 23.8% from Parish funds. For capital improvements, the School Board receives one-half of one percent sales tax. Annually, the return from this source is approximately \$2,000,000.00.

The people of Jefferson Parish were taxed a total of 17 mills for school purposes during the current year, 10 of which were allocated to general operation and maintenance, and 7 to the retirement of principal and interest of previous bond issues for construction purposes.

(Continued on Page 139)

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Above: Clerk of Court William M. Justice, Jr., who plans the services with their conveniences to the public and the economies for the taxpayers of Jefferson Parish put into effect by the highly skilled men and women of his far-reaching operations. Left: Operators of the IBM machines bring new speed and accuracy in the docket department of the Clerk of Court's Office.

The 90 men and women, highly trained and dedicated whose official activities it is my privilege to direct, compare with the best public servants I have ever known. They proudly wear that title, "public servant." They are so imbued with the spirit of this office which is to give the general public, especially the taxpayers of this political subdivision of Louisiana the fastest, friendliest and best service within human possibility.

In no parish in Louisiana in no such political subdivision in any other part of the 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.

That is a proud record when you remember that this office processes more than 6900 criminal suits



Jury Commissioners drawing the names of those who will serve on the petit and grand juries of Jefferson. Left to right are the official witnesses to the drawing, Lawren Sevin and John A. Hepting, Sr., Commissioners Albert F. Vicknair, L. W. Glorioso ex officio, William M. Justice, Jr., Prudent L. Dufour, and Joseph D'Geralamo. Absent is Commissioner Robert A. Petre.



Left: Judges' Minute Clerks checking over material to be taken to the court. Right: The recordation department also requires skilled personnel and modern business machines to handle the heavy work load.

The Clerk of Court's Office

and more than 6400 civil suits a year. The 1000 marriage licenses which this office issues in a year's time, the 100 adoptions it processes and the 220 interdictions which it records further testify to the far-reaching human relationships into which this office extends its activities.

The judicial responsibilities also include the selection and assignment of minute clerks to the judges, and keeping a record of the signatures of ministers and priests in Jefferson Parish who are authorized to perform marriage ceremonies.

Court activities also include the drawing up of grand and petit jury panels as required by the American system of justice which guarantees every citizen the right of trial by his peers. About 2000 men in Jefferson serve as jurors annually. ALL must be notified about their duties and records of their service must be kept.

Business demands on the courts and on the clerk of court are enormous in this burgeoning parish. A dozen clerks with difficulty handle the mortgage and conveyance certificates involved, and the work demands the utmost care and accuracy. With equal care and accuracy this work must be checked. Through this office passed last year more than 27,000 notarial acts covering cash sales, mortgages, mineral leases, charters, quitclaims, proces-verbales sheriff's office sales and tax sales, successions, judgments assessments, agreements to sell and buy and adoptions. All had to be classified, recorded, filed and indexed so they will be immediately available for future reference.

The clerk of court has on file in the Gretna courthouse the largest collection of subdivision maps in the United States. Dating back more than half a century, they are of inestimable value in the establishment of property lines. They are freely available to the general public.

Let me add that these and other

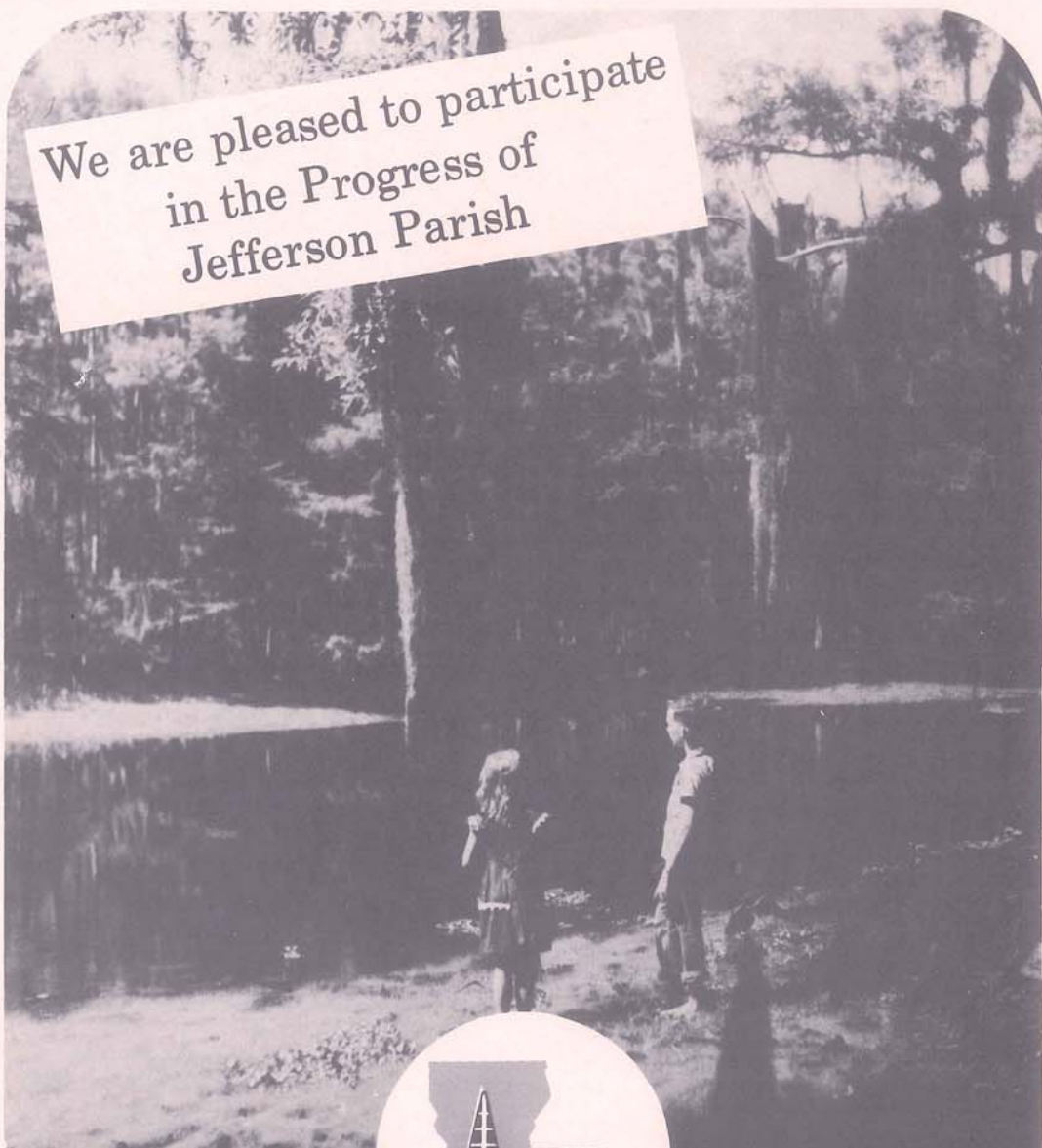
important records are being micro-filmed to safeguard the information that is of such priceless value to our community.

Other records under my charge go back to 1845. Their value and their influence and their effect affect the social and economic life of thousands now alive and not yet born.

Because of the clerk of court's duties and the recordings that must be made and kept under the best conditions the clerk of court has his principal office in the County seat in Gretna courthouse on the west side of the river. But just as the free bridges built and to be built with the aid and encouragement of Jefferson and its people have given one continuous and uninterrupted movement to this huge port area, so are we officials of Jefferson putting our services before the people of the eastside so that it is no longer necessary for them to go to the Gretna courthouse on minor judicial matters such as traffic violations and civil cases involving \$1000 or less. Nor is it necessary to make the journey to take out a marriage license. Offices on the east side have been erected to save the taxpayers time, irritation and money in every direction possible.

Illustrating how quick this office is to put in economies without diminishing the service may be mentioned the warehouse which your clerk of court erected in Metairie for storing and repairing voting machines used in the seventh, eighth, ninth and tenth wards elections. Formerly all voting machines were kept in Jefferson's first warehouse on the west side, not far from the courthouse where the clerk of court is in charge of them. But the clerk of court found that trucking charges on moving voting machines back and forth across the river was too heavy to be justified. Hence the new warehouse and the adoption of a system which speeds and improves the service and saves the taxpayers thousands of dollars a year.

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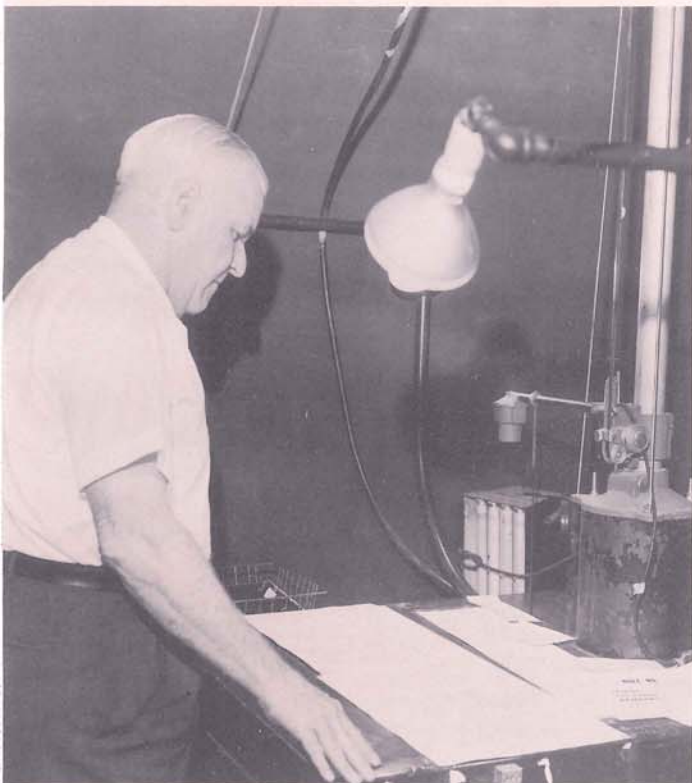
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Court of Appeal Record Department in the Clerk of Court's Office.

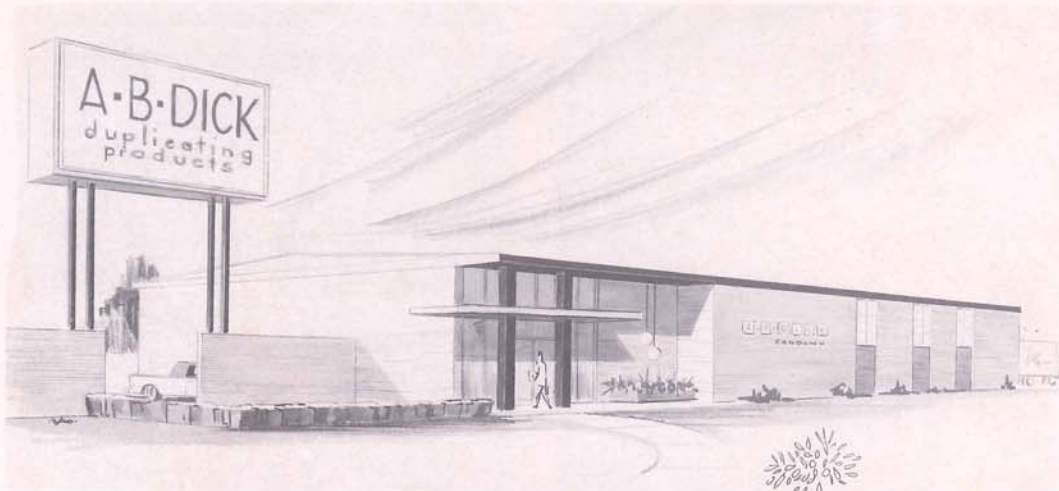
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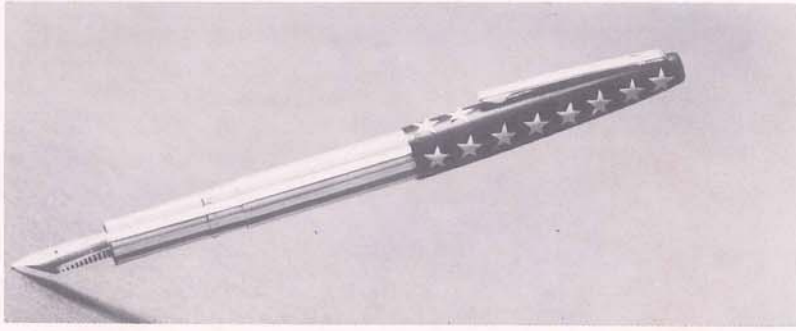
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You just grasp it firmly and put your John Hancock on an application for the Payroll Savings Plan where you work.

This authorizes your employer to make your savings automatic. He sets aside a small amount from your check each payday to-

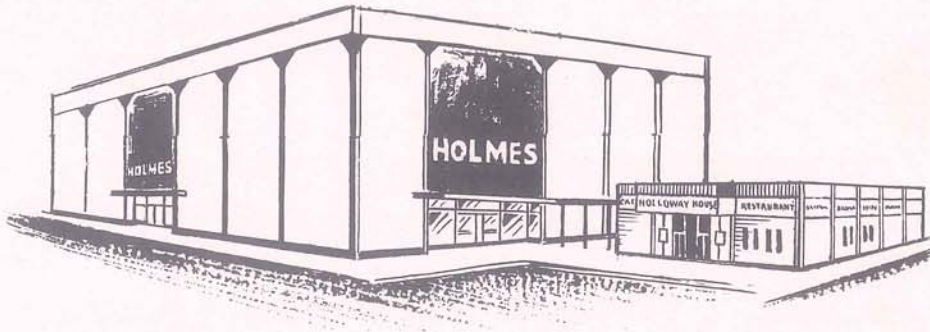
ward the purchase of United States Savings Bonds.

The amount can be any size. The important thing is it's saved regularly.

Don't worry if you have to use an ordinary pen instead of the star-spangled one shown above. You'll get a nice star-spangled feeling to make up for it.

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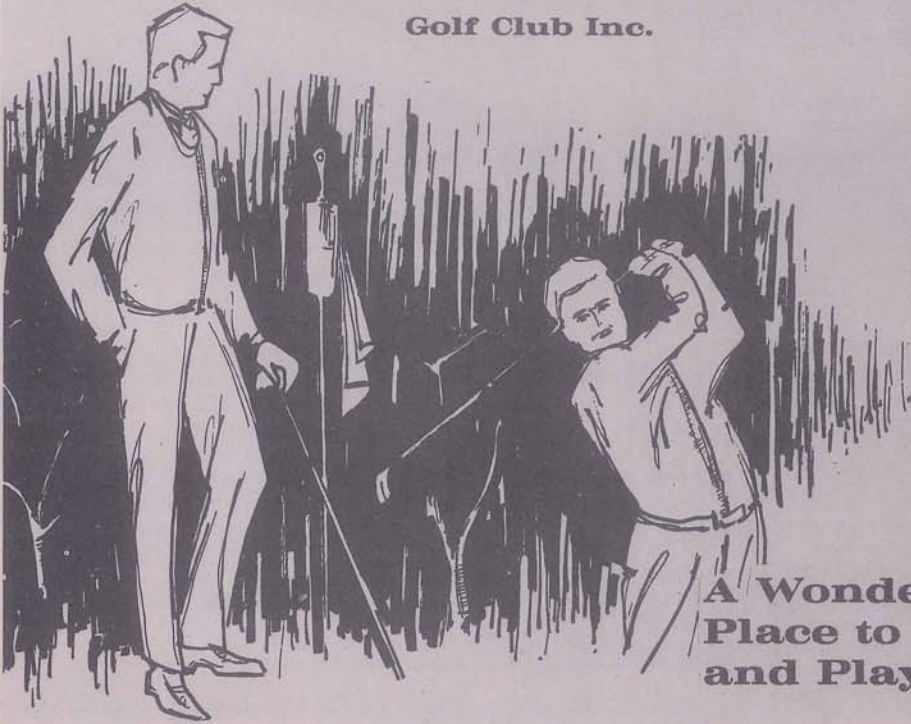
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Woodland West

Golf Club Inc.



**A Wonderful
Place to Live
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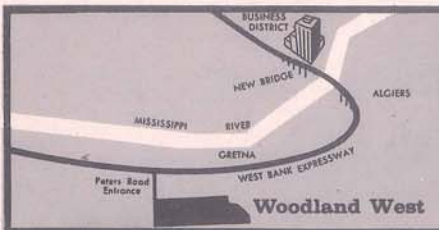
A DEVELOPMENT OF HARVEY COUNTRY CLUB ESTATES INC.

- A new 18-hole Golf Course is under construction. First nine holes to be completed by Spring, 1965.
- Proposed schools and playgrounds to be adjacent to development.
- The community club offers facilities for club and group meetings, parties and friendly social gatherings, and will feature an Olympic-size swimming pool.
- Shopping conveniences are only minutes away.
- Paved streets, drainage, city water, sewerage, natural gas, electricity and telephone. All city conveniences already available.
- Strict Building Codes protect your investment in a home or lot.
- Located in Metropolitan New Orleans' fastest developing area, Woodland West is ideal for your future home or as an investment that will reap future dividends.

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Enjoy life in Woodland West. Here you can relax in a peaceful, healthful atmosphere, free from the tension and rush of the city, yet only minutes from all city facilities, business and industry. We invite you today to see for yourself how you can live the life that you've dreamed of, at a cost that you can easily afford.

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Construction in Jefferson

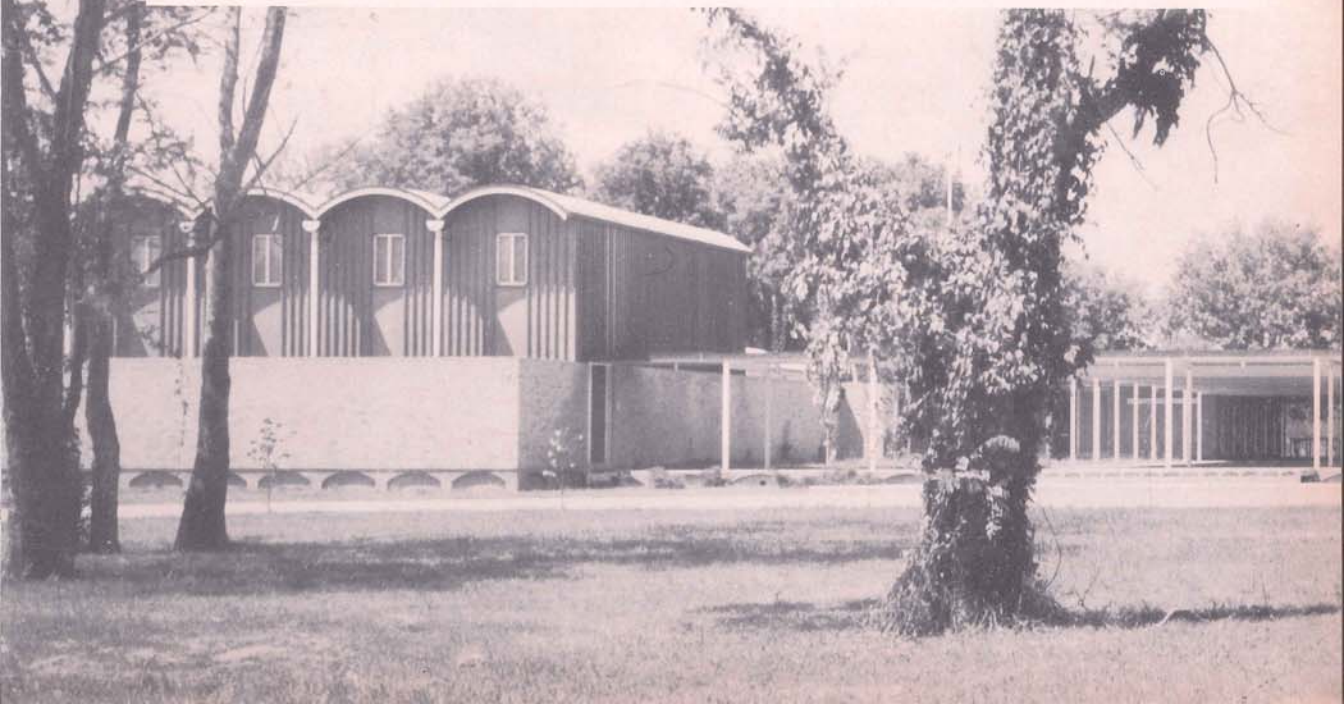
The year 1964 has been one of unprecedented growth in Jefferson Parish. Evidence of this amazing growth in 1964 is shown in the way the East Bank pressed lakeward and toward St. Charles Parish, and how thousands of former empty acres on the West Bank blossomed in all directions with new homes as the 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 1964 the following building permits were issued. This is over and above all construction in the several and separate municipalities.

BUILDING PERMITS ISSUED FOR THE YEAR OF 1964

	NO. OF PERMITS	ESTIMATED VALUE
Single Family.....	2630	46,376,841
Two Family.....	240	5,091,130
Three & Four Family.....	66	1,757,720
Five or More Family.....	69	11,939,800
Tourist Courts.....	3	31,000
Amusement & other Recreational Bldgs.....	5	365,700
Churches & other Religious Bldgs.....	11	1,328,587
Industrial Bldgs.....	3	440,000
Residential Garages & Carports.....	395	292,879
Service Stations.....	6	169,000
Hospitals & other Institutional Bldgs.....	3	225,000
Office, bank & professional Bldgs.....	4	127,000
Public works & utilities Bldgs.....	4	1,368,930
Schools & other Educational Bldgs.....	14	2,759,834
Stores & other Mercantile Bldgs.....	119	8,694,667
Structure other than Bldgs.....	272	403,715
Addition & alterations to Houses.....	2148	2,939,494
Addition & alterations to other Bldgs.....	231	1,108,750
TOTAL.....	6223	85,420,047

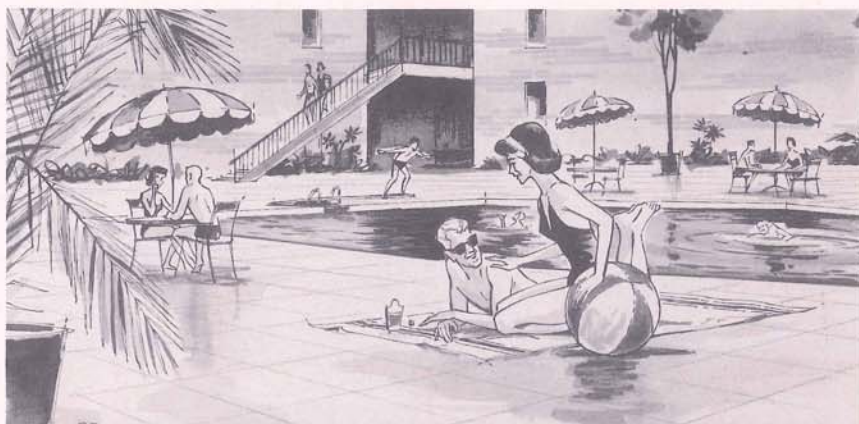
archbishop blenk high school, gretna



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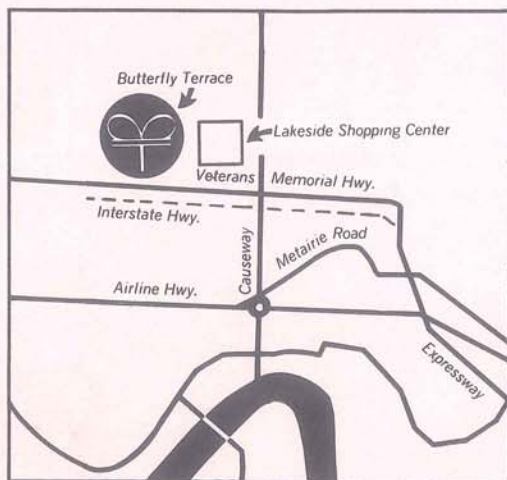
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FEATURING: All Electric Kitchens • Wall-to-Wall Carpeting—Floor-to-Ceiling Draperies • Rich Wood Paneling • Full Ceramic Tile Baths • Color Coordinated Interiors • Sliding Glass Window Walls • Elegant Interior Styling and Furniture in Choice of Decorator Motifs • Private Offstreet Parking • Laundry and Storage Facilities • Round-the-Clock Security and Maintenance • Year-round Central Heating and Air Conditioning • Central Music and TV Antenna System



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Adjacent to Lakeside Shopping Center, Butterfly Terrace is within easy walking distance of this vast shopping, entertainment and recreation center with its restaurants, lounges, beauty salons and barber shops, department and wide range of specialty stores.

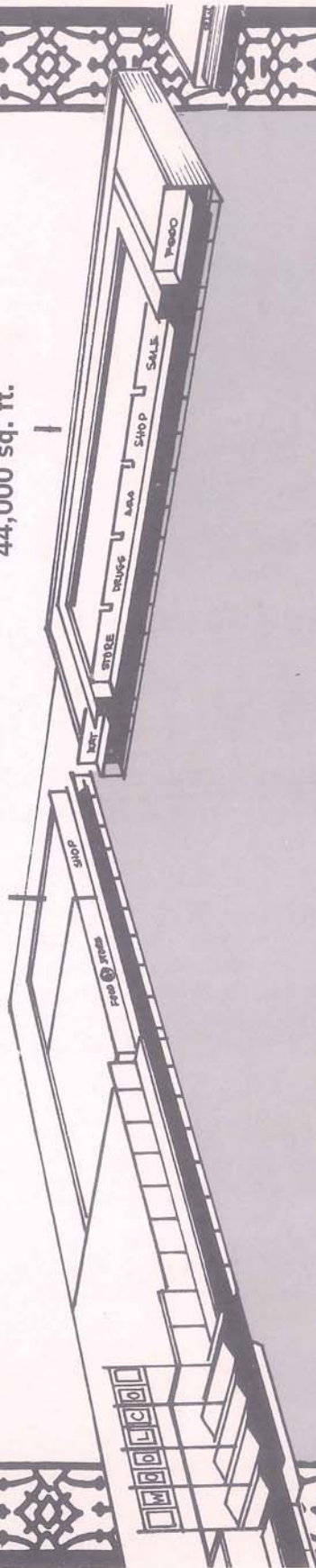


G. BRIAN CORPORATION, rental agents
510 O'Keefe Ave., New Orleans, La., 522-1811

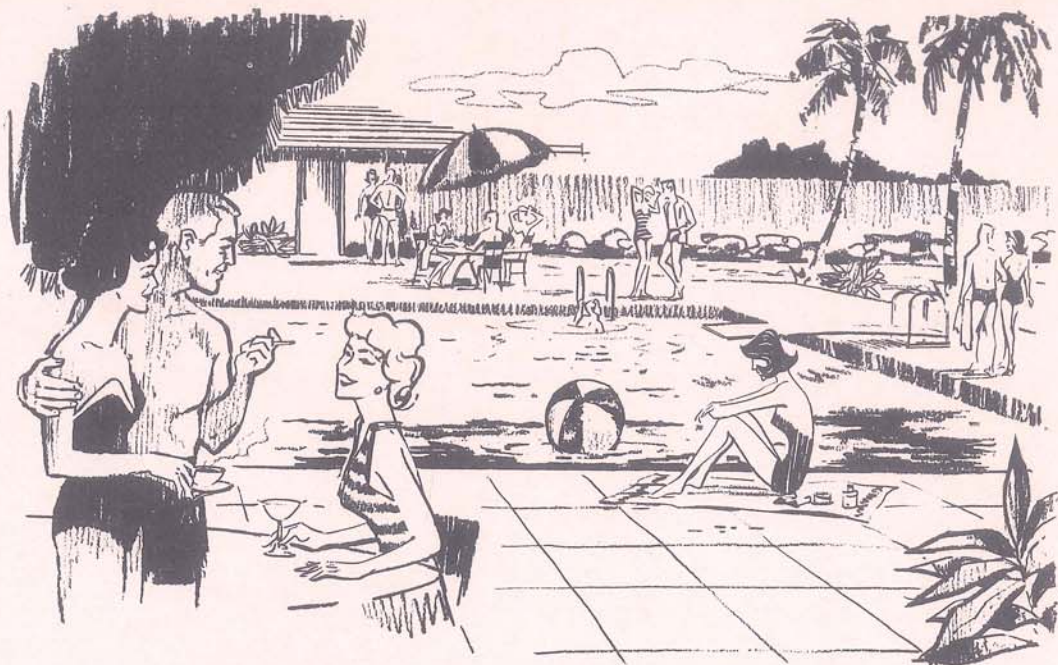
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sell for \$65 to \$75 per front foot.

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.

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JEFFERSON"**

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LOUIS H. MARRERO, III, President



The Gatehouse Apartments in East Jefferson has just been completed. Jefferson is in the midst of an unprecedented boom in apartment dwellings.



This lovely home is in King's Grant Estates, a new development on the West Bank by Cosmopolitan Construction Corp. of Louisiana, a firm that is building in several locations in the parish.



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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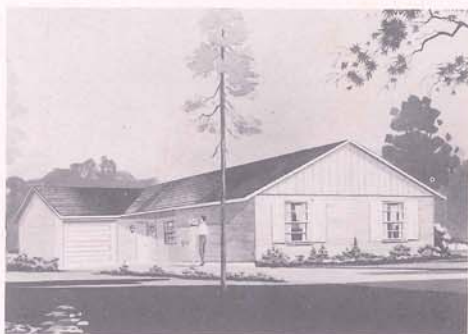
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2, 2-1/2 BATHS
CENTRALLY
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Willowdale

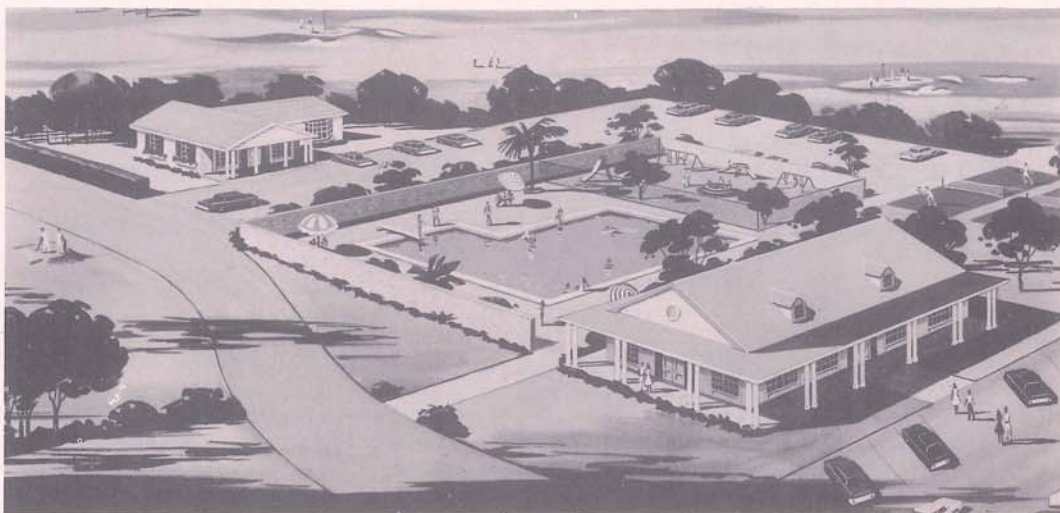
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WEST BANK BUILDING BOOM CONTINUES



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.

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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Sulphur serves every major industry in numerous ways. For example, sulphur is essential in the production of almost every component in the automotive industry — steel, rubber, plastics, paint, glass, batteries, lubricants and gasoline.

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

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Dr. Charles B. Odom, who has been Coroner of Jefferson Parish for the last nine 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.

CORONOR'S OFFICE

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

Jefferson Parish leads the state in services furnished by the Coroner's Office, not only does this office furnish all of the usual services of the Coroner's Office comparable to many of the larger cities of the country, including New York, Chicago and Los Angeles, but in addition a twenty four (24) hour, seven (7) day a week Emergency Ambulance service gives all areas of this wide spread parish emergency coverage with modern equipment and personnel specially trained in this field.

Each year since the inception of this service the number of cases handled has increased due primarily to the rapid population increase in Jefferson Parish. The rapid handling of all emergency cases has been facilitated by excellent

liaison and cooperation between the State Police, Sheriff's Department, and officials of the Municipalities of the Parish with the personnel of the Coroner's Office.

In addition the Jefferson Parish Coroner's Office has been cooperating with Capt. Vincent Ebeier, Troop B of the State Police in the Sunday Television Program promoting "Safety on the Highways".

All of the ambulances are radio equipped and carry full medical supplies for First Aid treatment, as well as splints, oxygen equipment and resuscitators. The efficiency of this service has also been facilitated by the cooperation received from the Emergency Rooms located in the West Jefferson Hospital,

Ochsner Foundation Hospital, Charity Hospital and other hospitals in this Municipal area.

The rapid growth of our parish is immediately apparent when one reviews the multiple and varied services and cases with which this office has dealt during the year June 1964 and June 1965, as follows:

Coroner's Cases	489
Autopsies	148
Commitments	223
Sex Crimes	54
Auto fatalities	43
Drownings	16
Other fatalities	63

Other fatalities include suicides, homicides, asphyxiation by fire, accidental gunshot wounds, falls from heights, electrocution, airplane crashes, explosions, crushed by boats, accidental tetanus, falls.

Emergency calls—East Bank—1,829
Emergency calls—West Bank—1,805

The personnel of the Coroner's Office is made up of well trained experienced individuals in the various fields in which they function.

Dr. Charles B. Odom, who has been Coroner of Jefferson Parish for the past nine 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. Dr. Odom is a member of the La. State Board of Medical Examiners, and was recently elected President of the La. State Medical Society.

Dr. Angelo A. Massony and Dr. Jos. J. Massony, Assistant Coroners now have over nine years of experience in the Coroner's Office and Dr. A. Mark Parker, Asst. Coroner has been with the office over five years. Dr. Tom K. Farris, who does all of the autopsies and post-mortem examinations for the Jefferson Parish Coroner's Office, is not only a qualified pathologist but has his Boards in Forensic Medicine.

On the Investigative Staff Mr. William J. Gautreau, Jr. has had over 12 years experience in this field and in addition is well versed in the field of photography and finger printing which

has played a key roll in making the records of the Jefferson Parish Coroner's Office comparable to any in the country. His well qualified assistant, Mr. Leo Bergeron, also had experience in this field while serving with the Sheriff's Office prior to joining the Coroner's Staff nine years ago. The newest addition to the staff is Mr. David Young, who is working under the supervision of Mr. Gautreau.

The secretarial staff which is responsible for office administration and filing of records is headed by Mrs. Julia Dudden, Executive Secretary. Mr. Wm. Lawrence Sr., who served as a clerk in the Coroner's Office for over 9 years passed away in May of this year and his experience and services will be sorely missed. Mr. Andrew Frolich has administered the affairs of the well equipped modern morgue of the Coroner's Office for the past 9 years and is very well acquainted with his duties. Many of our ambulance drivers have over 10 years experience in this field, they are: Mr. Alfred Tassin, Mr. John B. Guillot, Mr. Henry Fortunato, Mr. Jules Vessier, Mr. Cecil Hotard, Mr. Felix Farrington. The newer ambulance drivers have had at least three to five years experience, they are: Mr. Victor J. Burregi, Mr. Claude Brock, Jr., Mr. Natali Cichazola, Mr. Jules Polkey, Mr. Carl Santiny, Mr. Bennie Verdon. All of these men have taken advanced courses in First Aid training, by the American Red Cross, and each year have taken a refresher course. They are all well versed in the use of the equipment carried on their ambulance. Mr. Burton E. Andrus, Jr., was recently employed as a Relief Ambulance Driver.

In March of 1965 all of the personnel of the Jefferson Parish Coroner's Office were included under Civil Service through the efforts of Dr. Odom.

One of the growing services of the Coroner's Office has been the processing of commitments to various State Institutions; whenever possible the services of a qualified Psychiatrist has been used in the examination of these cases. Through the cooperation of the District Judges, District Attorneys and the Clerk of Court, this service has been greatly facilitated.

For the past 10 years the Jefferson Parish Coroner's Office has voluntarily taken the responsibility of examining and treating all prisoners in the Parish Jail. Last year over 434 prisoners were treated as a service to the Sheriff's Office.



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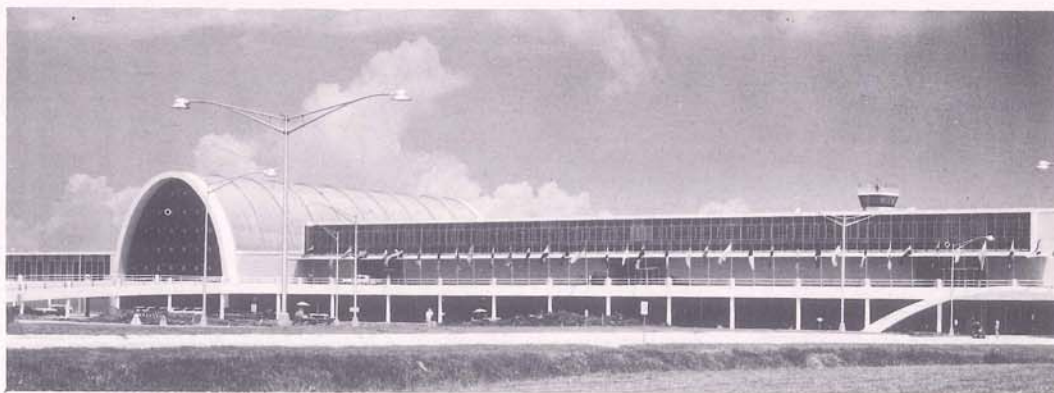
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New Orleans' International Airport in Kenner



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NEW ORLEANS INTERNATIONAL AIRPORT, MOISANT FIELD

THE CORONOR'S STAFF



Left to Right: Dr. J. J. Massony, Assistant Coroner; Dr. A. M. Parker, Asst. Coroner; Dr. Tom Farris, Pathologist; W. J. "Billy" Gautreau, Jr., Exec. Admin. Asst.; Dave Young Investigator; Leo Bergeron, Investigator; A. Frolick, Morgue Attendant; Alfred Tassin, Ambulance Driver; Felix Farrington, Ambulance Driver; Jules Vessier, Ambulance Driver; John Guillot, Ambulance Driver; Victor Burregi, Ambulance Driver; Cecil Hotard, Ambulance Driver; Henry Fortunato, Ambulance Driver; Natali Chighizola, Ambulance Driver, Grand Isle; Jules Polkey, Ambulance Driver, Lafitte, La.; Claude Brock, Jr., Ambulance Driver; Burton Andrus, Jr., Relief Driver.



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

Some people say that progress enters government methods last. Under certain conditions change may come slow in government and everything else. But in such dynamic times as these the public officials are called upon by the taxpayers for ever increasing demands of service. It is true that government cannot be called competitive in the sense of private business, but it must keep ahead of its responsibilities or break down entirely.

Progress has set a swift pace for this burgeoning parish of ours. Its business activity is enormous and increasing. Your assessor and members of his staff to keep ahead of this stampede, if you will permit the expression, are doing everything in their power to meet and even anticipate the demands.

What are assessors in other parishes doing? What speedup methods have they adopted? What efficiencies have they worked out that we may adopt? What safeguards have they taken to promote accuracy and protect fairness?

From them we in Jefferson have learned a great deal, and also we have studied the methods, suggestions and recommendations made at the Assessors

School held every year at Louisiana State University. Here are the improvements from all these sources your Assessor has introduced into his operation methods during the past two years:

1. **INSTALLATION OF AN IBM SYSTEM.** Jefferson is the second parish in the state to install such a system, one that has greatly expedited service to the people and by its accuracy gives them the assurance which many have lacked in the past.

Our office is now punching a million cards, more or less, and from these the assessment rolls are being printed. When I tell you that there are now more than 100,000 listings of property in Jefferson Parish, and that there are about 20,000 transfers made every year, you will understand how great is our problem and how essential our adoption of the most modern methods to cope with it.

2. **FOLLOWING THE EXAMPLE OF BANKING BY MAIL,** this office has recently adopted a system of Homestead Exemption by mail. To implement this system your Assessor's Office has mailed out 51,000 homestead application exemptions, printed on IBM cards. All

the homeowners had to do was sign and mail the cards back to the Assessor's Office. Judging by the hundreds of letters and telephone calls commenting on this innovation, we made a ten-strike with property owners, and I expect to see notable increases in real estate investment in Jefferson.

I do not have to remind you that anyone who owns and occupies a home in Jefferson Parish is entitled to a \$2,000 homestead exemption on the assessment. On a property assessed at \$3,000 for instance, the owner, taking out his exemption, would pay on \$1,000 assessed valuation. Any person who served in World War II or Korea is eligible for a \$5,000 Veterans Exemption for five years. If in both World War II and Korea, for ten years. If the wife has served in the armed forces during World War II or Korea, she also is eligible for the Veterans Exemption.

The homeowner must sign the exemption application each year. In the past he has done so by appearing in person at the Assessor's Office. Under the new system of this office, it will mail out this November about 47,000 homestead exemption applications printed on IBM cards, and all the homeowners have to do is sign and mail the cards back to this office. This case of the mountain going to Mohamet will improve the efficiency in the Assessor's Office and will save much precious time for the public.

3. CROSS INDEXING ALL PROPERTIES. For the past three years our Office has been using a cross index by legal description of all properties in Jefferson. About 100,000 cards had to be typed, then assembled in subdivision, lot and square order. Now the records can be found without the delays of past years, and without having to know the name of the owners.

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

5. CONSOLIDATION OF ASSESSING AND TAXING DISTRICTS. This has impressively speeded up the assessment calculations. For instance, in 1961, eight tax calculations were made for every assessment in Ward I, a section of Terrytown. Since consolidation, only

three calculations had to be made.

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

7. PREPARATION OF NEW HOMESTEAD EXEMPTIONS IN ADVANCE. Though removals are to be handled by mail, new homeowners must call at the office to make the first application for exemption. Formerly, the exemptions were processed after the owner arrived. From now on, exemptions will be processed in advance, so that filing should take up only a few minutes.

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

9. REVAMPING OUR TRANSFER DEPARTMENT. An act of sale, recorded in the Clerk of Courts Office, is processed in the Assessor's Office within five days after recordation, instead of the old two month waiting system.

10. PRINTING THE SHERIFF'S TAX NOTICES. Notices, which in the past were typed from the assessment roll, are now processed by IBM in the Assessor's Office. All the Sheriff has to do is mail the bills—no proof check is necessary.

Here are the steps by which the Assessor evaluates property: Someone makes a purchase, his agent records the Act of Sale in the Clerk of Courts Office, the Assessor makes a record of that Act of Sale and at the end of the year (December 31) records all properties that have changed hands under the name of the new owner. He places an evaluation on the property transferred, subject to the approval or modification of the Louisiana Tax Commis-

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sion. Each property owner has a separate sheet in one or more of the Assessor's Books, depending on the number of his properties. The totals from these sheets are transferred to the assessment roll and copies are sent to the Tax Collector, the Louisiana Tax Commission, the Clerk of Court and State Supervisor of Public Funds.

In computing real estate assessment the Assessor takes into consideration 1) the sale price of the property, 2) its location and 3) the assessed valuation of other properties in that area. To his evaluation he applies the millages levied by the various taxing districts. For instance, the millages in a certain ward and district show these services with which the taxpayer is rightly charged: Parish, School, Garbage Removal, Library Maintenance, Health Unit, Consolidated Road District, Coroner, Courthouse, Parish Building and Jail Bonds, Road Lighting District, Water District, Consolidated Drainage District, and Hospital Service. The total of these millages (one tenth of a cent) multiplied by the assessment is the tax amount due. Thus the tax on a \$1,000 assessed valuation, if the millage totals $82\frac{1}{2}$, would be \$82.50.



Mrs. Dolores Voltz, East Bank Regular Roll.



Mr. George W. Neeb, Sr., and Miss Diane Adams, West Bank Industrial and Commercial Property.



Miss Lyrleen Gaudet, Mr. Royce Ehret, and Mrs. June Carbo of the Transfer Department.



Mr. Leonard W. Lloyd, Jr., Mr. H. F. Uzee, and Mrs. Rowena Burgoine, I.B.M. Data Processing.



Last Row: June Boyer, Connie Pontiff, Cheryl Marse, and Suzette Templet, all I.B.M. Girls. Second Row: Rowena Burgoine, I.B.M., Dolores Voltz, East Bank Regular Roll, and Emily Keller, Building Permit Dept. Front Row: Gladys Hubert, West Bank Regular Roll and Mrs. Gerardine Zehner, East Bank Regular Roll.