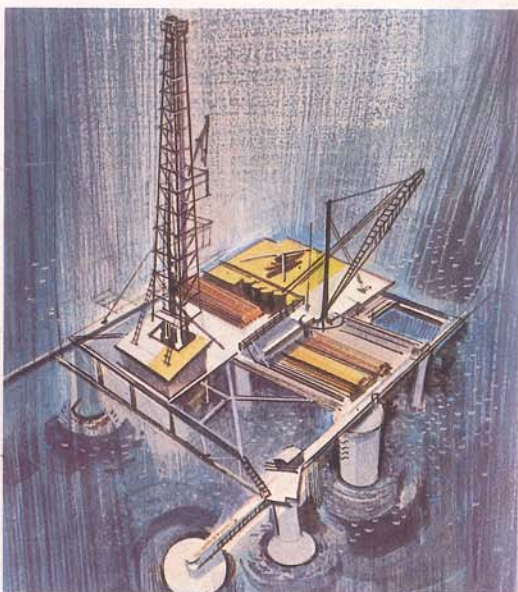
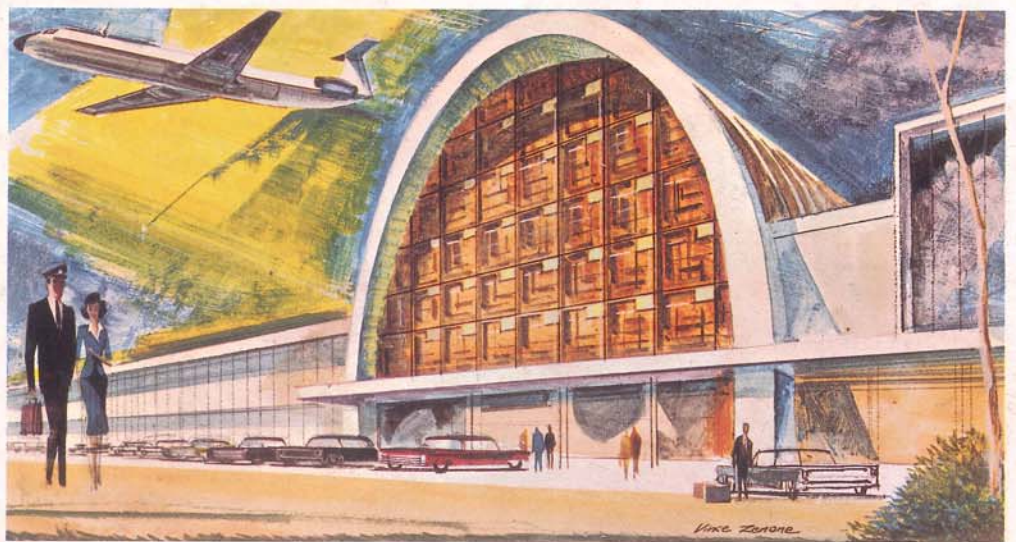
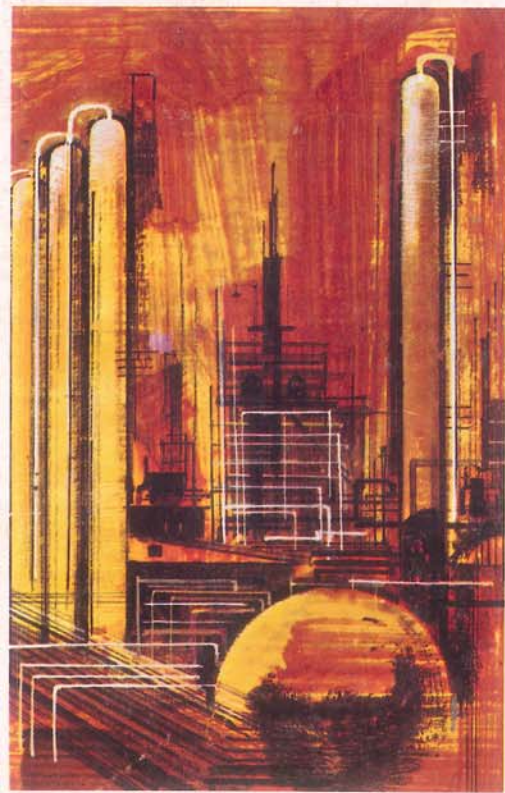
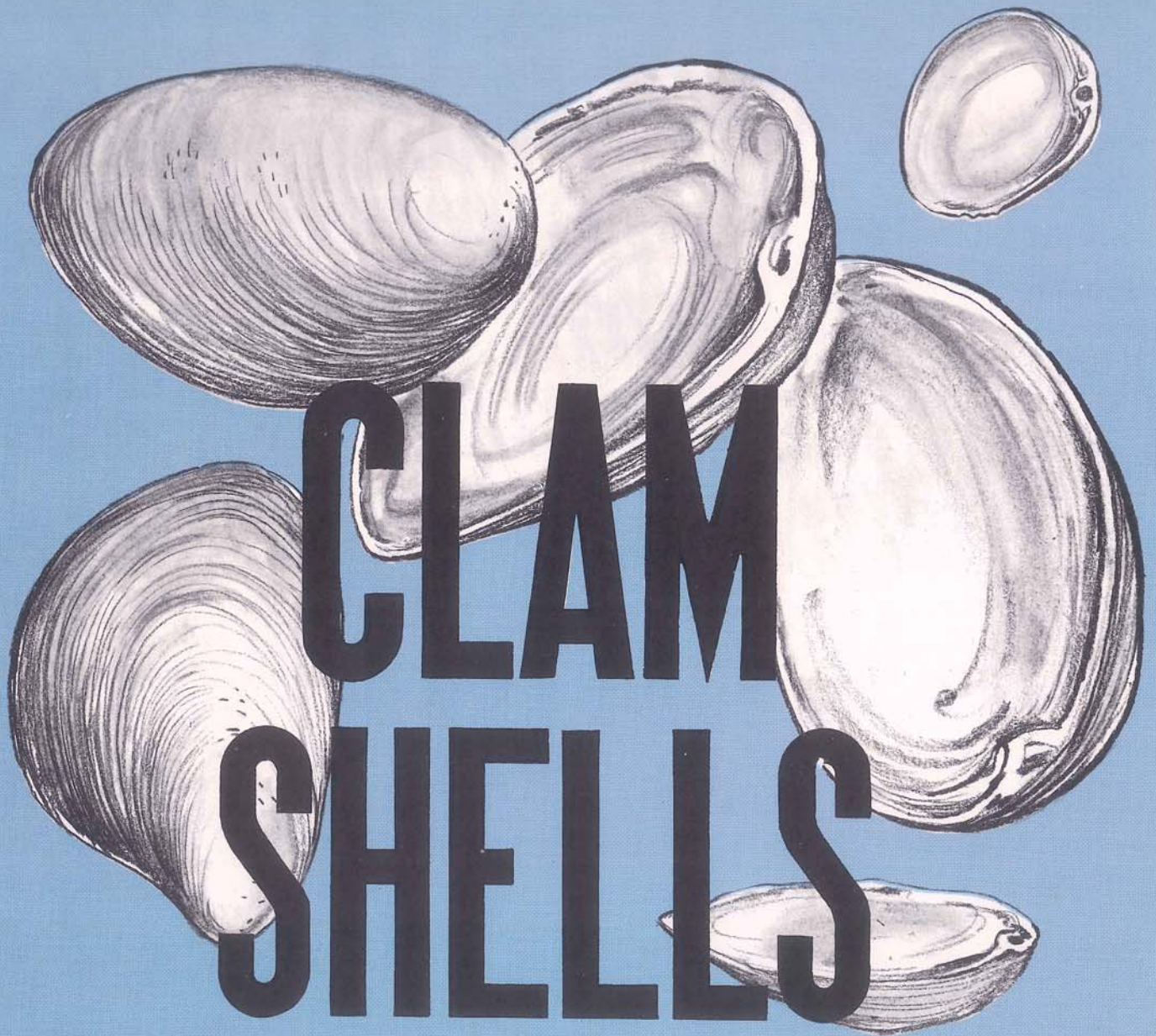


Jefferson Parish





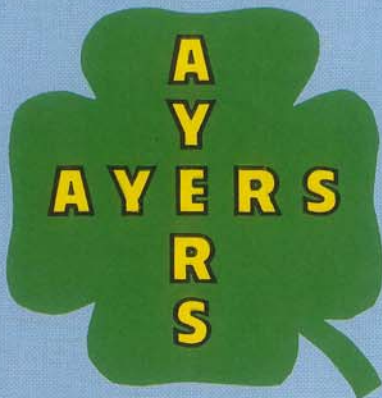
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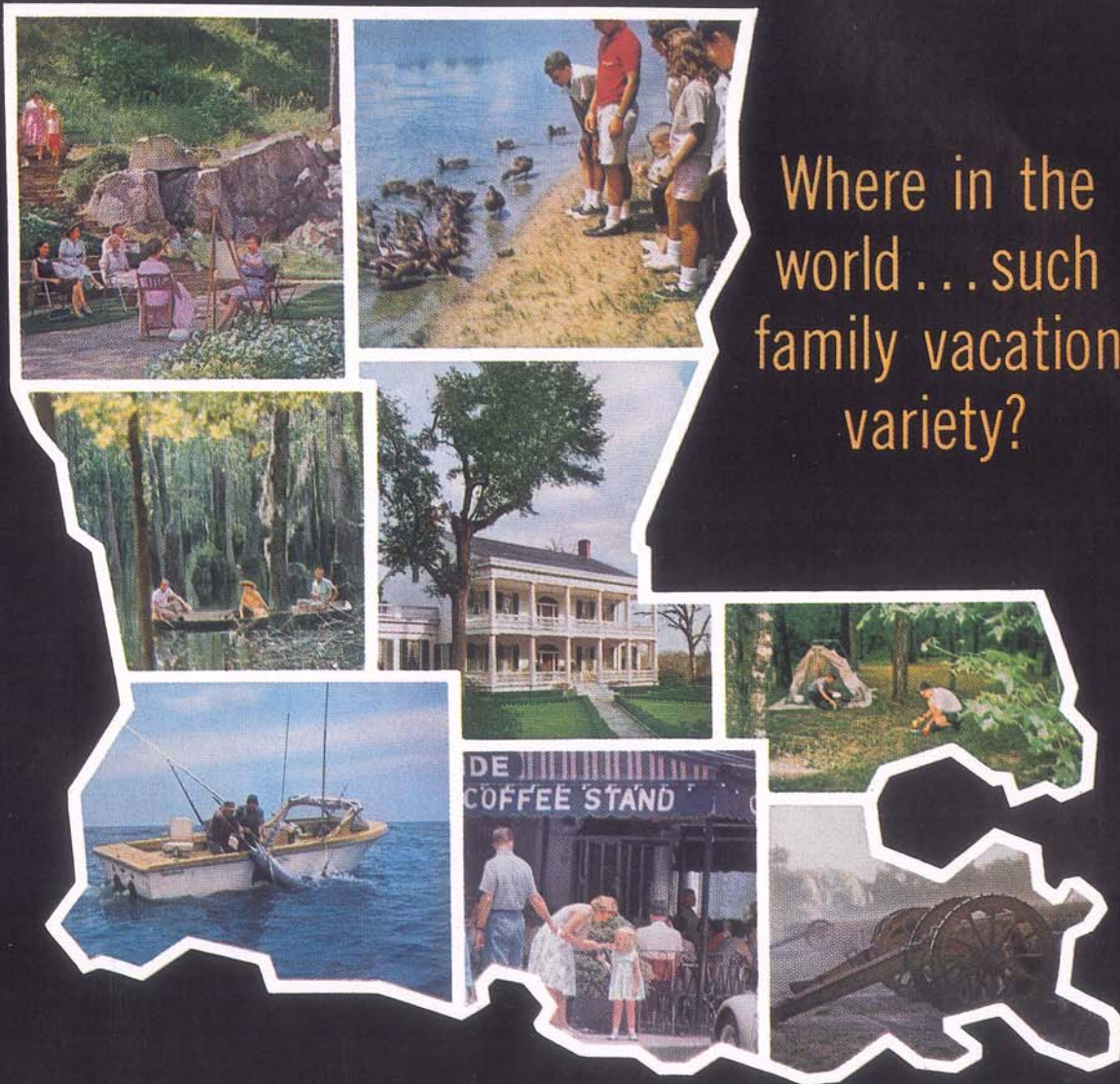
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Welcome to Jefferson

Welcome to the fastest growing, most progressive Parish in Louisiana, a vital part of the south's surging industrial boom where five of its industries are the largest of their kind in the world.

Marshes, lakes and wooded areas across 426 square miles abound with game, fowl and fish, making it a genuine sportsmen's paradise.

But Jefferson's greatest appeal is to the homeowner as a tremendous population increase (almost double in only eight years) is ample proof that Jefferson is an ideal place to live, work and play.

Three out of four new homeowners are under 40 years of age and have three or more children. The median age of our citizens is only 26½ years. Our education level and family incomes are well above the national average.

And Jefferson has wide-awake, progressive leaders who have provided for the parish's basic needs and are carefully directing its rapid growth.

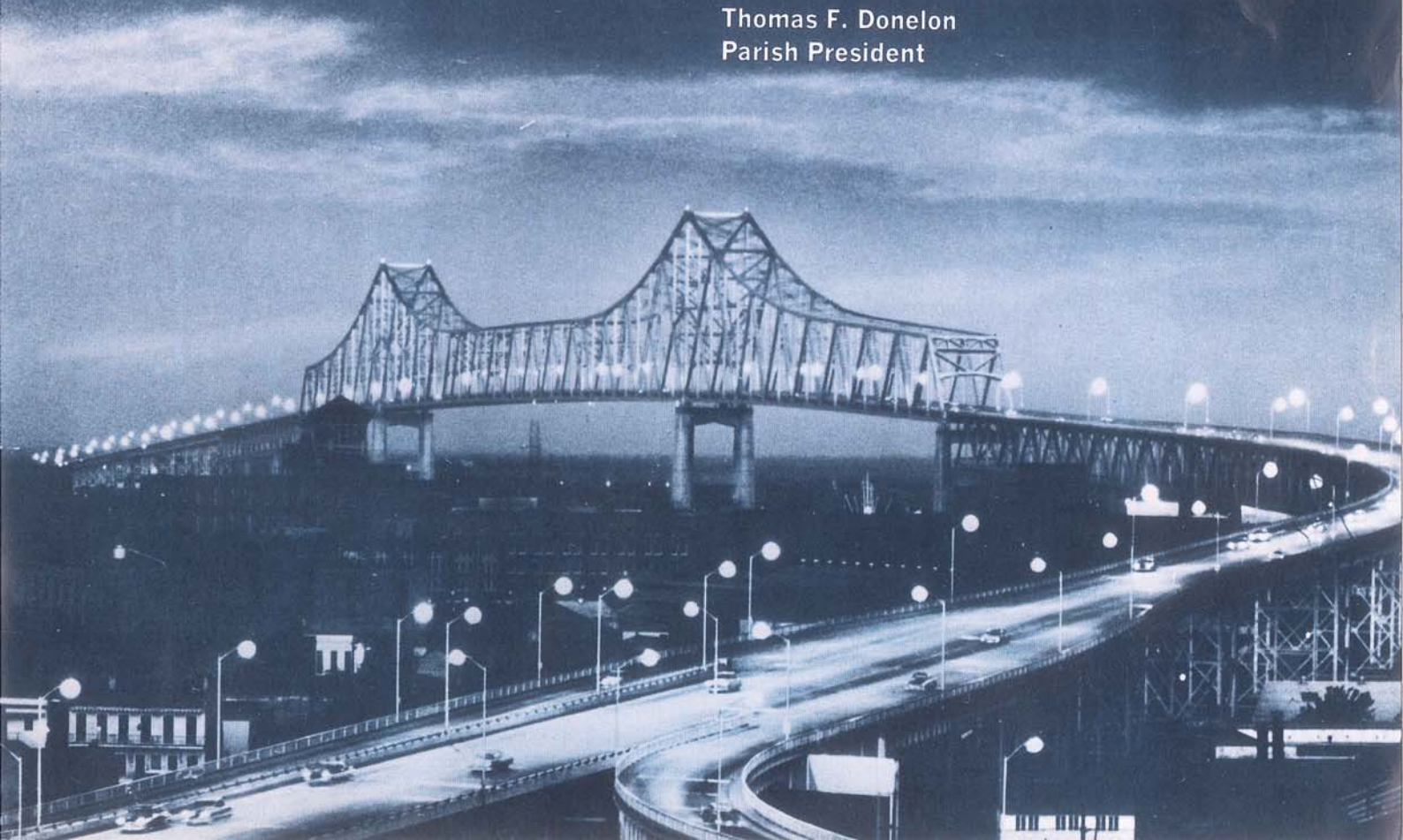
Jefferson's ambitious public improvements program, as detailed elsewhere in this annual progress report, reflect sound planning to provide for the growth and prosperity in the fabulous years ahead.

Come sample our hospitality and sincere friendship, whether you are looking for an industrial site, a location for a business or an ideal place to live—you're welcome here.

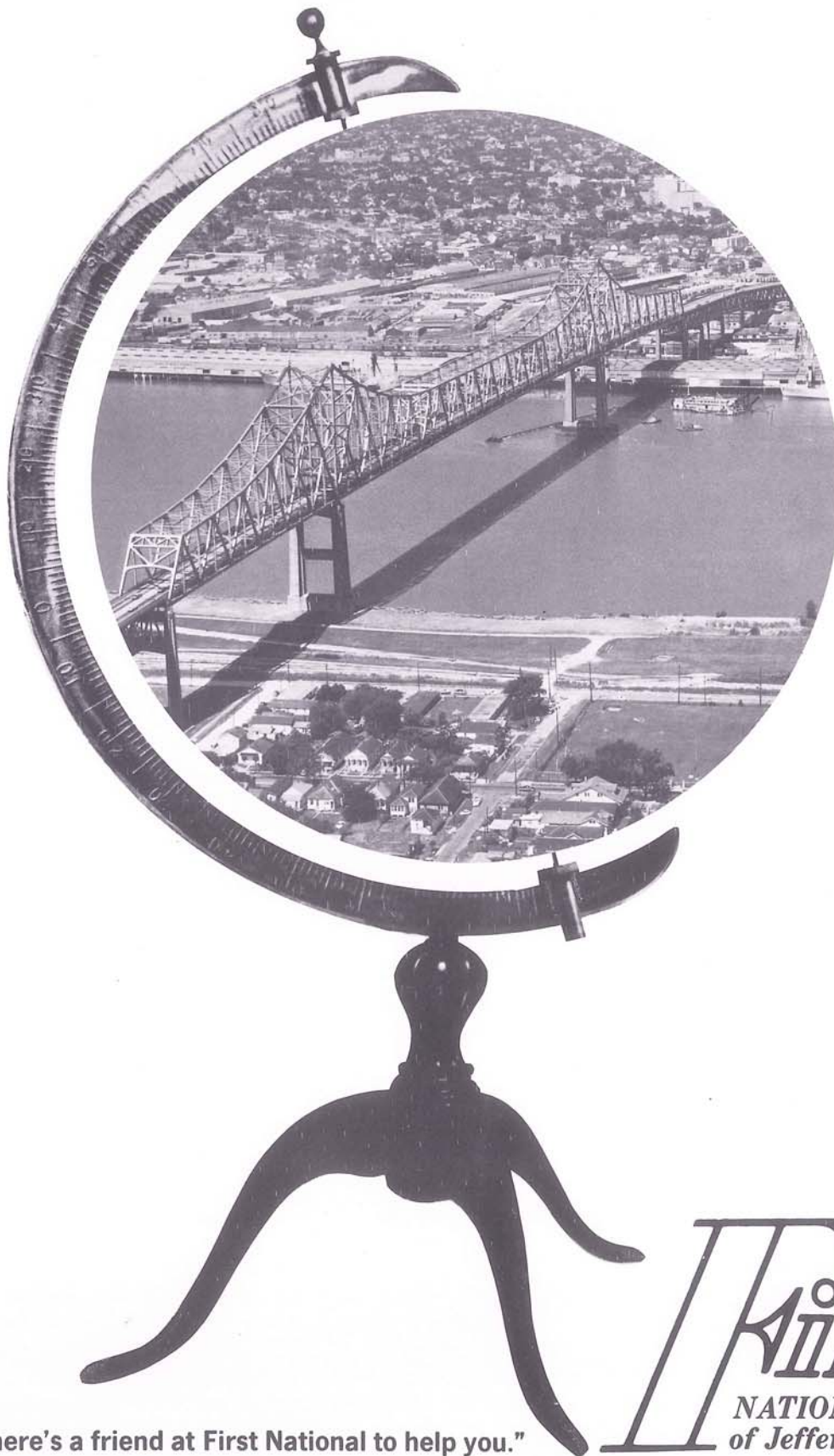
Cordially,

Thomas F. Donelon

Thomas F. Donelon
Parish President



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Jefferson's Progress Continues

The Jefferson Parish Yearly Review, in its thirty-second annual issue, breaks with tradition this year to bring you its colorful, fact-filled report in a bright, new magazine format.

Jefferson's current busy program of public improvement projects and increasingly ambitious plans for the future are detailed in our progress story. The healthy spirit of cooperation between citizens and public officials which pervades Louisiana's second largest parish is reflected throughout the narrative.

Complementing the efforts of the Parish President and the Council are the achievements of the many departments of Jefferson's wide-awake government.

Each of these is considered separately because each is an important cog in the parish's "Jeff-propelled" surge toward greatness.

Area Of Great Richness

Jefferson today is an area of many riches, some provided by nature, others man-made.

The parish is situated over one of the largest natural gas fields in the world and its southern and off-shore regions at the Gulf of Mexico are rich in oil deposits.

Abundant quantities of sulphur and salt provide other natural resources for manufacturing and processing industries in the area.

A thriving fishing industry supplies the finest oysters, shrimp and other crustacean delicacies to many parts of the nation, only hours away by air.

Jefferson's waterways are important links to international commerce as are the five trunk lines and three major federal highways that pass through the parish.

Water Supply Inexhaustible

Of great importance too is New Orleans Moisant International Airport, the "air hub of the Americas," located in Jefferson.

Industrial plants are continually attracted to locations along the Mississippi River in Jefferson because of its inexhaustible supply of water.

New residential developments are started almost daily as more and more people seek residence in booming Jefferson.

Since this magazine serves not only to attract new people and new industry but also as a reference work for the student, a brief history of the parish is recounted here:

Jefferson was legally established in 1825, created out of the Parish of Orleans and named for the then living third President of the United States, Thomas Jefferson.

Police Jurors Governed

It was first governed by 12 police jurors headed by a Parish Judge, who was replaced in 1830 by a Police Jury President. This governing group first met only semi-annually.

Jefferson began to lose ground, literally, with the annexation by New Orleans of three of its cities—Lafayette (1852), Jefferson (1870) and Carrollton (1874).

Finally, in 1892, a survey accepted by both Jefferson and Orleans parishes established the present permanent boundaries.

Continued on Page 115

Jefferson Parish

YEARLY REVIEW • 1966 ISSUE

Published with the approval and cooperation of the President and Council of Jefferson Parish, Louisiana.

Thomas F. Donelon Parish President
Charles J. Eagan, Jr. Council Chairman (at Large)
Jacob H. Sciambra Council Vice-Chairman (East Bank)
Harold L. Molaison West Bank Councilman
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

Richard A. Cousins

Editor

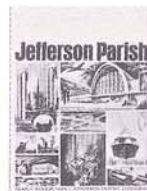
Raymond Roy
Art Director

J. "Jack" Kennedy
Advertising Director

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The Cover • A panorama of Jefferson Parish scenes rendered by Vincent Zenone. Zenone, has worked in Philadelphia, Chicago and Cedar Rapids and his illustrations have been exhibited in many shows in these areas. He is presently associated with Mouton Art Associates in the New Orleans area.

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 Yearly Review.

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Fred Bernos and Geo. J. Mouton, Publishers

Architect's rendering shows bird's eye view of the first phase of the proposed East Jefferson Reclamation Project. An exciting, imaginative venture, the development will push a mile out into Lake Pontchartrain. The first phase will extend for 2½ miles from Orleans Parish to just past the Causeway and will include a lakeshore drive, stepped seawall, golf course, parks, beaches and marinas. When completed, the \$370 million project will create 7000 acres of choice land along a 10.4 mile strip stretching from New Orleans to the St. Charles Parish line.



Booming Jefferson Continues As Fastest Growing Parish

Vast program of major public improvements reflects dynamic leadership, insures future progress and prosperity.



Jefferson Parish wears three hats—the hard steel hat of industry, the stylish felt of the homeowner, and the comfortable, battered old headpiece so revered by the hunter and fisherman. Each hat symbolizes the Jefferson of today—one of the fastest growing areas in the United States. Like a great healthy giant, Jefferson straddles both banks of the Mississippi and is the second largest parish in Louisiana. Jefferson is today riding the crest of unprecedented prosperity. Signs of industrial and residential growth are everywhere.

Prosperity has brought people . . . thousands and thousands of them

are pouring into the parish every year.

The population has rocketed from 180,000 in 1958 to 300,000 today, exceeding all predictions. Construction of new homes and apartments continues at a feverish pace.

Experts predict a half-million residents within 15 years and a continuing upward spiral to a million when the vast potential of the West Bank is fully realized.

Prosperity and population growth conversely have brought problems, and the parish government at times has been hard pressed to keep up and supply basic services to this influx of new residents.

However, the parish governing authority, led by its President-Council, has launched one of the most extensive public improvement programs of any community of comparable size in America.

Jefferson is the most concentrated, fastest growing industrial area in the south. Along its 27 miles of riverfront and the vital Harvey Canal are located more than 250 diversified manufacturing operations which combine to make the parish the strong industrial right arm of the nation's No. Two port at New Orleans.

Within its 426 square miles, Jefferson enjoys an abundance of natural

resources such as water, oil, natural gas and rich soil. Helping to attract new industry, too, is the availability of land for future plant expansion, the high educational and family income level and accessibility by highway, rail, water and air.

Sportsman's Paradise

Although heavily industrial, Jefferson is also a sportsman's paradise. Its miles of wooded area, marshes and lakes abound with game, fowl and fish of all kinds.

Historic Grand Isle, near the Gulf of Mexico, is one of the top 10 sport fishing spots in the world. The island offers an eight mile salt-water beach, deep sea fishing and has many small bayous, bays and reefs where smaller boats can fish. The annual Grand Isle Tarpon Rodeo, a weekend of fishing and fun attended by hundreds each July, is the biggest and oldest fishing contest in the United States. Twenty-six varieties of fish test the skill of anglers and there are eight eligible varieties for spear-gun fishermen. Grand Isle, besides its obvious appeal as a year 'round recreational facility, has attracted industry, too. Here you'll find field headquarters for several major oil company offshore drilling operations.

And seven miles out in the Gulf is Freeport Sulphur's offshore sulphur mine—the world's largest steel island built at a cost of \$30 million following the discovery of a very rich sulphur deposit in the late 1950's.

From this drilling platform which began production six years ago, the company set a new state record in 1965 when it shipped 2.7 million long tons of sulphur.

Also in West Jefferson are four of the largest manufacturing plants of their kind in the world:

- Celotex Corporation, Marrero, insulation board manufacturer using bagasse as a principal raw material.
- Hunt-Wesson Foods Inc., Gretna, cottonseed oil products.
- Penick and Ford Ltd., Harvey, packager of cane syrup and molasses.
- Southern Shell Fish Co., Harvey, shrimp canner.

Avondale Shipyards, Inc., the largest shipbuilder in the south, has a backlog of \$750 million in contracts. The company is the largest employer in the state with a payroll of \$52 million covering 7500 employees.

INDUSTRIAL GIANT



On shore, Offshore . . . the Oil Industry is BIG in Jefferson



Responsive to the problems of industry and acting to meet the needs of companies who will soon move or expand here, Jefferson Parish is on its way to becoming the number one industrial area in the entire South



Cyanamid . . . One of the largest industries of its kind in the world.

And, of course, there's Jefferson's seemingly inexhaustible supply of oil. In 1935, oil was discovered seven miles from Lafitte. It was the world's deepest oil well at that time, the first of 160 wells in a 14 square mile marshland. Since then, petroleum production has grown steadily, making it the largest and most valuable industry in the parish.

One of five parishes whose combined crude oil production represents 70 per cent of the state total, Jefferson produced 31.2 million gallons in 1965.

At Barataria Bay is the headquarters for Jefferson's commercial fishing fleet, the first major industry of the parish and still a boon to the economy.

Haunt of Pirate Lafitte

On the islands of Grand Terre and Grand Isle, pirate Jean Lafitte and his colorful band of Baratarian smugglers and privateers established their stronghold. Here their warehouses often bulged with millions of dollars of plunder from captured merchantmen and slave traders.

Every ship Lafitte's men could board was looted of huge amounts of gold, silver, silks and precious stones.

Through the labyrinth of bayous, bays and lakes between Grand Isle and Jefferson's West Bank of the Mississippi across from New Orleans, the buccaneers paddled their contraband in pirogues to the black market agents and thumbed their noses at the law for many years.

Then, dramatically, Lafitte and a thousand swashbuckling freebooters helped the tiny army of General Andrew Jackson win the Battle of New Orleans, transforming them from pirates to patriots.

The land of Lafitte the Pirate is one of the nation's most unique, picturesque and exciting year-round recreation centers.

The historically famous and largely unspoiled bayou town of Lafitte is the scene of the World Championship Pirogue Races—a unique and spectacular yearly event that tests the endurance and skill of both men and women.

The people of Jefferson have always looked to the parish government to develop and improve the West Bank's waterways with their ever increasing commerce.

The Harvey Canal locks connect Jefferson with the nation's busy Intracoastal Waterway, 1900 miles of navigable inland waterways. The Intracoastal is Jefferson's prime East-

west inland channel for water-borne traffic. More than 50 million tons of commodities move along the great Intracoastal from West Jefferson at the Mississippi to the Sabine River at the Louisiana-Texas border.

The Barataria Bay Waterway, completed three years ago, is Jefferson's principal North-South artery and a shorter route to the Gulf.

The growth of the parish waterways has developed along with industry and commerce and is a prime factor in Jefferson's diversified transportation system, which brings in raw materials and moves out finished products by rail, road and air.

But the most dramatic indication of Jefferson's growth is its assessed property values which skyrocketed to \$249 million in 1966... up from \$127 million in 1958.

Other Growth Factors

Other growth factors are reflected in these comparisons between 1958 and 1966:

- Building permits soared in value from \$37 million to \$137 million.

- Traffic on the toll-free Mississippi River bridge at Gretna jumped from 5,000 to 60,000 a day.

- Public School enrollment increased from 29,000 to 53,000 students.

- Catholic School enrollment jumped from 11,191 to 23,346.

Jefferson had the highest first year enrollment among the state's school systems last year—a whopping 26 per cent of the eligibles.

It cost \$24.1 million to operate 63 schools and 281 busses this year compared to \$8.9 million for 45 schools and 113 busses in 1958. The teacher corps has grown from 901 to over 2,000.

Fifteen schools were forced to platoon this year. One of 11 planned new schools was completed August 31. Combined capacity of the new schools is 18,000.

Other impressive indices of parochial school growth:

- Twelve new elementary schools, including the largest in the state (St. Mary Magdalen, Airline Park) were built since 1958.

- Eight years ago the Archdiocese operated one small high school with an enrollment of only 83 students. Today, there are six Catholic high schools, including the largest in the state. (Archbishop Rummel High, Metairie.) Combined enrollment at the six schools is 3,450 students, just 200 short of total capacity.

Even before this growth, Jefferson had the highest median family in-

come in the state—well above the national average. Adult education level was high—fifth in the state and above average nationally.

The welfare case load in Jefferson is well below state average with only 16 children in every 1,000 under 16 years of age receiving aid as dependent children. Only one of three persons over 65 years of age receives old age assistance payments.

With Jefferson's phenomenal growth, of course, has come a sudden upturn in demand for essential citizen services.

Almost overnight, the parish government was forced to expand its police and fire protection, street construction and maintenance, sewerage and garbage disposal, drainage and flood protection, schools, recreational and health facilities and similar services.

Supplying these basic services is a never ending challenge.

How well the Parish President and Council have met this challenge is reflected in the progress story that follows.

Need for More Land

One factor which has threatened to inhibit the growth of East Jefferson, now reaching the saturation point in residential construction, is the need for more land.

The parish government, anticipating this need launched a huge project to reclaim land from Lake Pontchartrain. The project has been called the "most progressive step in the creation of land since the New Orleans Lakefront development in 1929."

The proposed East Jefferson Reclamation Project will create 7,000 acres of choice land and house 70,000 people when completed. Pushing one mile into Lake Pontchartrain, it will extend along a 10.4 mile strip from New Orleans to the St. Charles Parish line.

An exciting, imaginative venture, the Lakefront Reclamation presents Jefferson with a rare opportunity to master plan a vast area, and through proper land use, create an ideal total living environment. Thirty per cent of the overall land area is a so-called "green-belt" set aside for recreation.

Like the New Orleans lakefront, this verdant area will undoubtedly become one of the most desirable "neighborhoods" in East Jefferson. The total project will cost \$370 million and take 20 years to complete. Studies indicate the entire project will pay for itself with no increase in taxes.

Continued on Page 25

The President and Council of Jefferson Parish

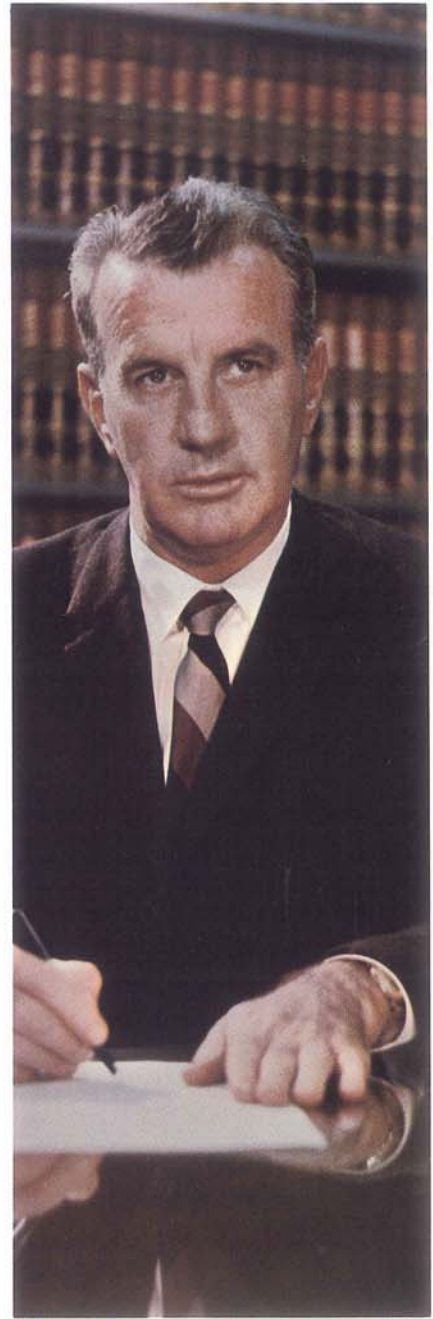


Thomas F. Donelon, Parish President, was elected to two terms as mayor of Harahan and served as Parish Safety Director for two years.

Mr. Donelon graduated from Jesuit High (1938), LSU (1942); and acquired 30 hours credit in English and History at the University of Glasgow, Scotland.

He was an infantry captain in Europe through five campaigns during World War II and was awarded the Bronze Star and the Presidential Citation with Oak Leaf Cluster. He was discharged in January, 1946, and moved to Harahan to begin 14 years with Swift and Co.

He is a member of the Lions Club, VFW, Knights of Columbus and Colonial Golf and Country Club.



Charles J. Eagan, Jr., Council Chairman, is an insurance executive and a chartered life underwriter with Eagan Insurance Agency, Inc.

A 1940 Business Administration graduate of Tulane, and a Navy veteran, Mr. Eagan is a member of the YMBC, Jaycees, Audubon and Covington Country Clubs, and was former president of the N.O. Chapter of Chartered Life Underwriters and Louisiana Insurers Conference.

He and his wife have served as chair couple of the Archdiocesan executive board of the Confraternity of Christian Doctrine.

Mr. Eagan has also served as treasurer of Kingsley House.



Jacob H. Sciambra, East Bank Councilman-at-Large, is an attorney and holds degrees in accounting and law from Loyola University.

A former assistant parish attorney, he is currently serving as president of the Jefferson Parish Bar Association, and a member of the Louisiana Bar Association.

A resident of Jefferson since 1950, Mr. Sciambra holds memberships in the Bridge Acre Lions Club, American Legion, Jefferson YMBC, Jefferson Businessmen's Organization, Colonial Golf and Country Club and the Knights of Columbus.



Attorney Harold L. Molaison, West Bank Councilman-at-Large, is now serving his second term.

A 1931 graduate of Gretna High, he earned a B.A. degree from Louisiana State University in 1936 and a law degree from Loyola in 1948.

Mr. Molaison was a captain in the Military Police Corps for four years during World War II and also attended the Army Administration and Provost Marshal Schools.

He holds memberships in the West Bank Lions Club, American Legion, Louisiana State Bar Association and the Jefferson Bar Association, which he served as past president.



Beauregard H. Miller, Jr., First District Councilman, is serving his third term and is the only remaining member of the original President-Council team elected in 1958. Miller won election in 1956 to the commission council which never took office.

A real estate investor with various other business interests, he was educated in Jefferson and attended Louisiana State University before serving in the Navy.

A native of Gretna, Mr. Miller is a member of the American Legion, VFW, Jefferson Sportsman's Club, Lions Club and the Gould Volunteer Fire Company.



James Joseph LaForest, Jr. Councilman for District Two on the West Bank, is on the coaching staff of West Jefferson High School.

A 1958 graduate of Southeastern Louisiana College, he attended Immaculate Conception elementary and Marrero High School.

Mr. LaForest is a former social sciences and physical education teacher at West Jefferson High where he also served as assistant football and basketball coach.

He served five years as a Sergeant in the U.S. Marine Corps Reserve. Born in Lockport, La., LaForest, 32, is the youngest member of the parish council.



Third District Councilman for the East Bank, George J. Ackel, is now serving his second term. Ackel is branch manager for Sun Life Assurance Co. of Canada covering Louisiana, Southern Mississippi and Southern Alabama.

He is a director of the Metropolitan Bank of Jefferson, former Vice President of the Kenner Rotary Club, past president and an organizer of the Harahan Rotary Club. He is a member of the Jefferson YMBC, East Jefferson Chamber of Commerce, VFW, Colonial Golf and Country Club, Tulane Univ. Development Program, Life Underwriters and Life Managers' associations and the Million Dollar Round Table.

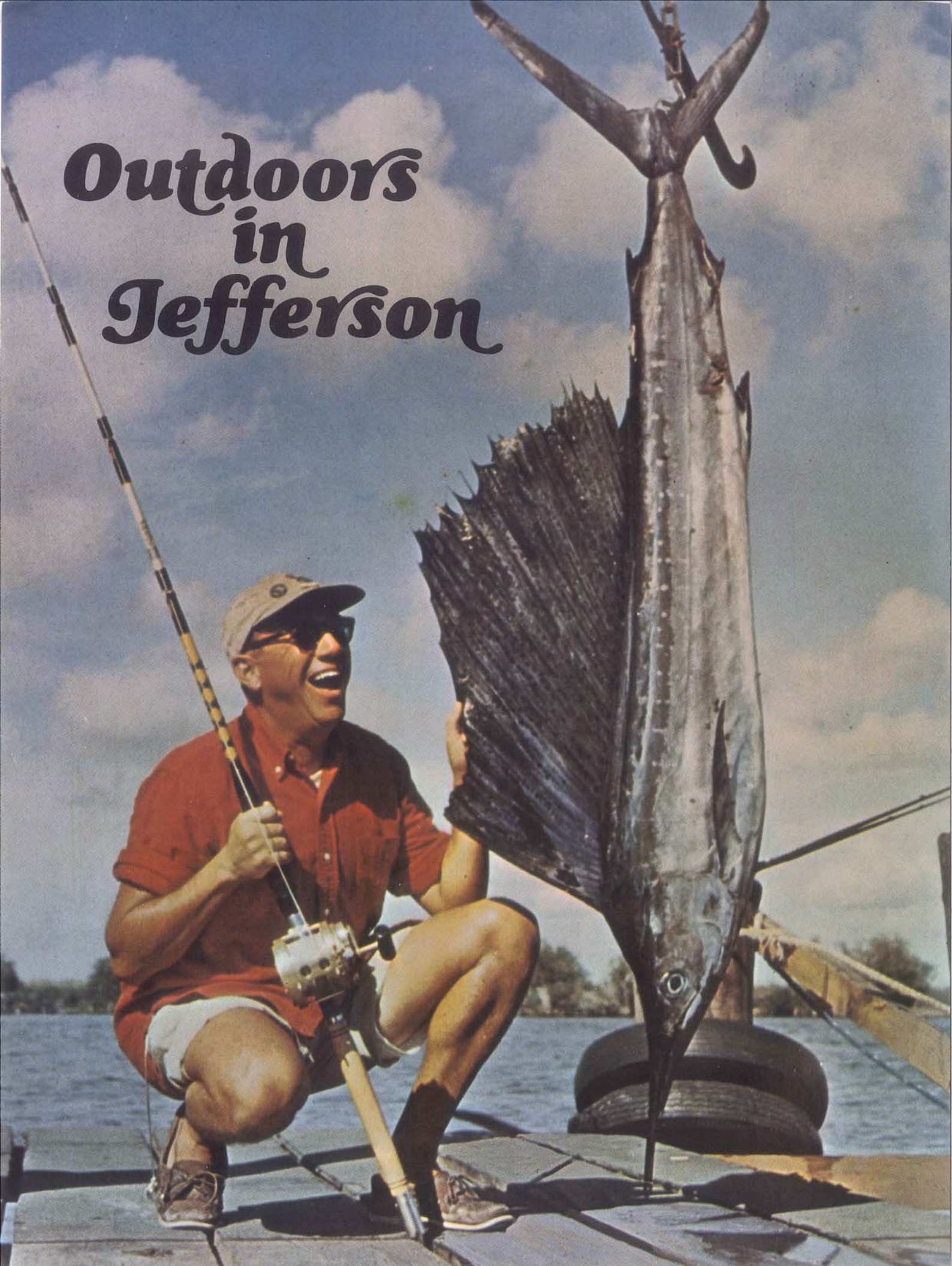


Anton Pilney, Fourth District Councilman for the East Bank is Sales Manager for Orkin Exterminating Co.

He lettered three years in football at Notre Dame University and was head football coach at Tulane. He holds a B.A. degree from Notre Dame and also attended DePaul University.

Mr. Pilney holds memberships in the Jefferson YMBC, VFW Post No. 175, N. O. Traffic Club, Veterans Highway Businessmen's Association, Metairie Country Club and the Advisory Board of Community Welfare Council of Jefferson. He retains an active interest in sports as an amateur golfer.

*Outdoors
in
Jefferson*



By Paul Kalman

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

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

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

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

For anglers, the big center is in the vicinity of Goose Bayou and Bayou Barataria where dozens of sport fishing cruisers are harbored.

Every week-end (and frequently during the week), these boats put out into the nearby waters of Barataria Bay, Little Lake, and the mazes of lakes, lagoons, bayous and inlets leading down into the Gulf of Mexico. Fabulous Grand Isle is merely a comfortable distance from Lafitte and attracts a large number of boatmen and anglers.

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

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

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

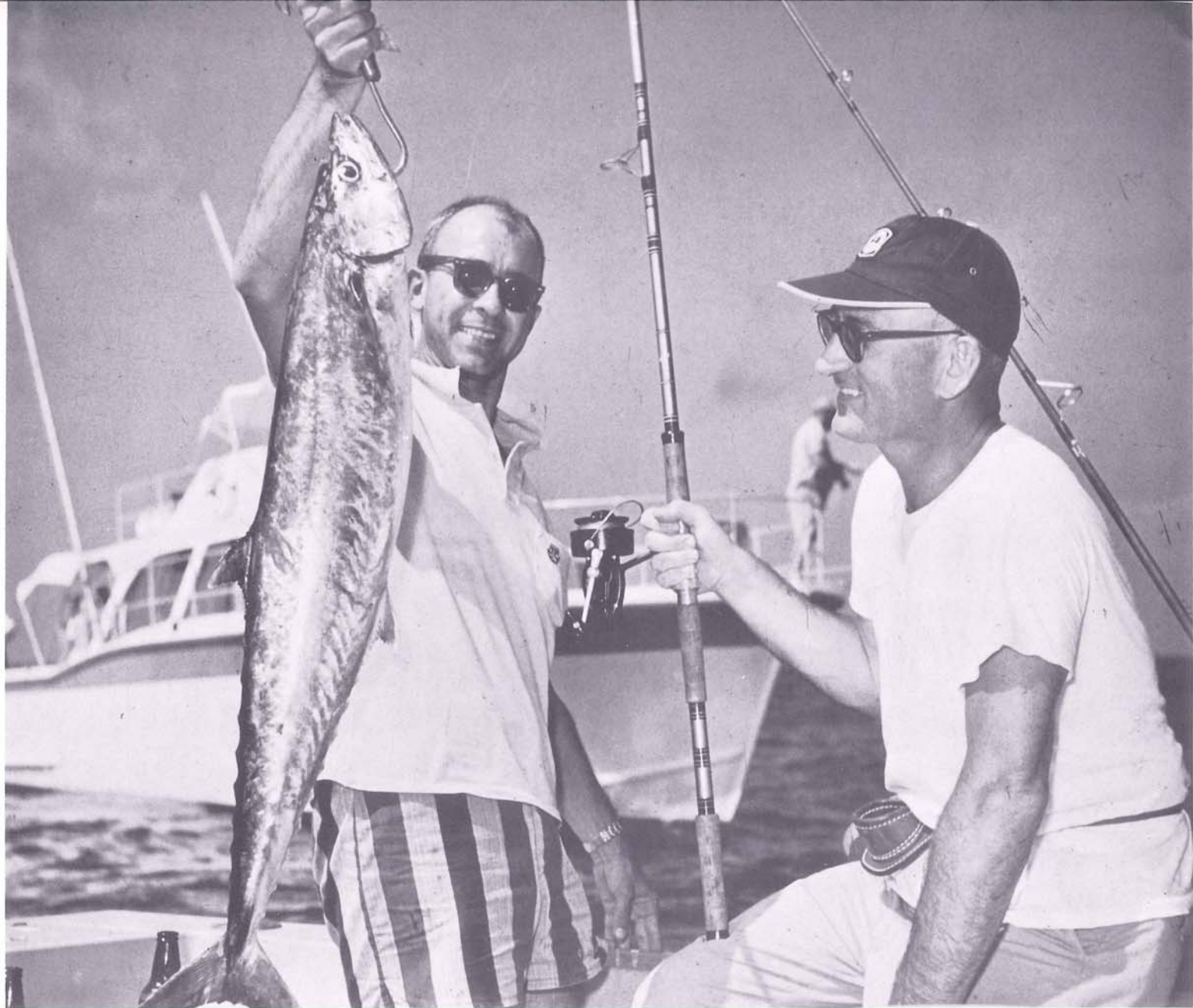
The anglers arise before the crack

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

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

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

Featuring the Silver Slender Pirogue, modeled after the canoe of the bayous, first used by the Indians who burned them out of cypress logs, and offering substantial



Outdoors in Jefferson

prizes for both men and women contestants, this annual event (held in May of each year) draws as high as 35,000 people to the banks of Big Bayou Barataria from all parts of the country to watch three of the nation's most unique contests of endurance and skill.

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

Fishing methods run the gamut from wading in the surf with an inexpensive casting rod to trolling

offshore in a fancy charter boat or privately owned cabin cruiser.

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

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

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

Although speckled trout predom-

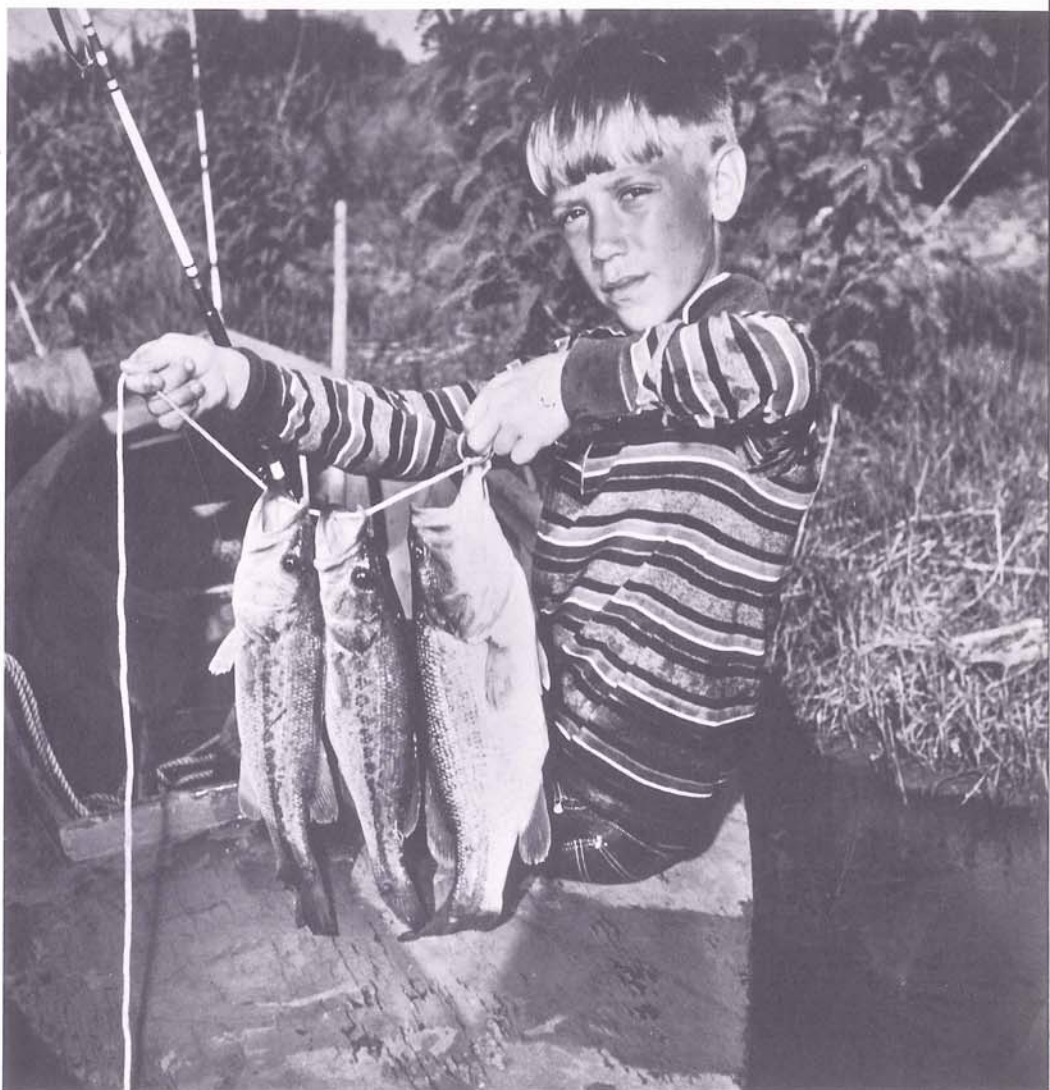
A—King mackerel abound near the oil rigs or in the open Gulf off Grand Isle. B—Black bass, bream and sac-a-lait, a mixed sample of Jefferson's fresh water fishing near Lafitte. C—Bass fishing in the Gulf Canal near Lake Salvador, a fresh water fisherman's favorite hot spot. D—Fresh water fishing in Jefferson is not only limited to the experienced adult. E—Fishing at the offshore oil rigs is usually productive, here two anglers net a bluefish.



B



C



D



E

inate in the catches made close in-shore, many beautiful catches of giant redfish (channel bass), jack crevalle, and even tarpon are taken by small boat anglers at the island.

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

The crowning attraction of Grand Isle's sport fishing comes in July every year at the Grand Isle Tarpon Rodeo when upwards of 2000 dedicated anglers crowd the small island to vie for thousands of dol-

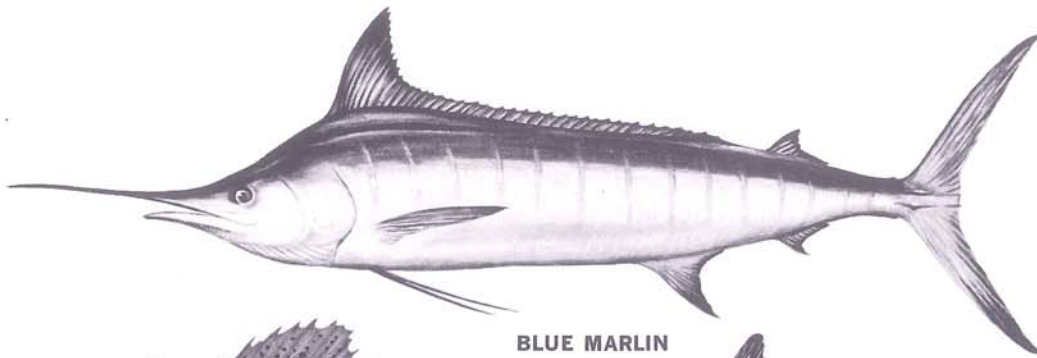


Land Of Opportunity

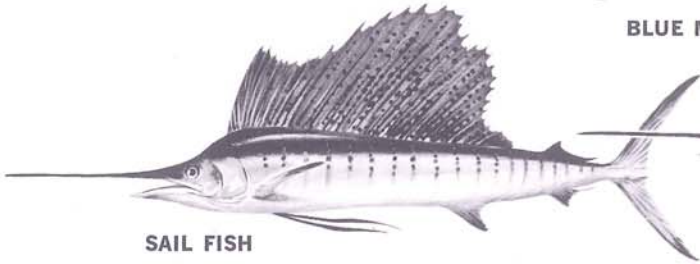
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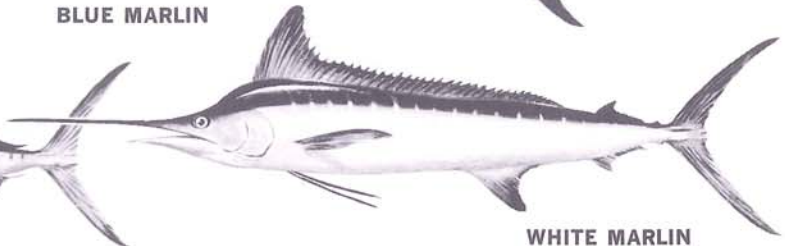




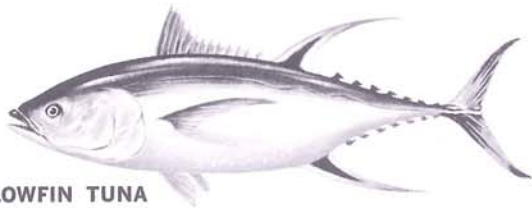
BLUE MARLIN



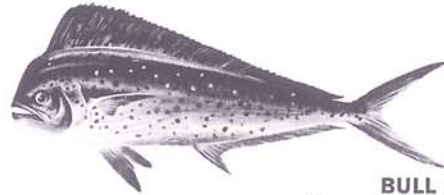
SAIL FISH



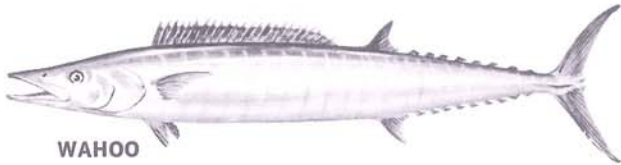
WHITE MARLIN



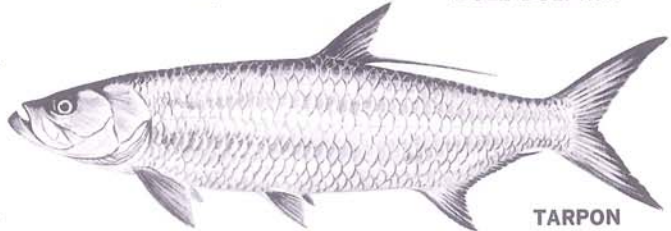
YELLOWFIN TUNA



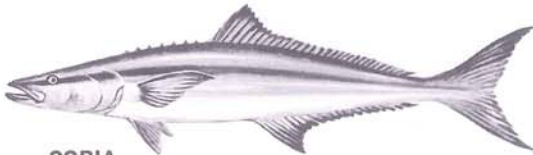
BULL DOLPHIN



WAHOO



TARPON



COBIA



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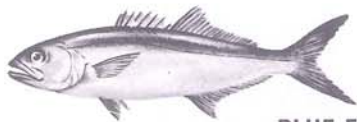
SPANISH MACKEREL



SPECKLED TROUT



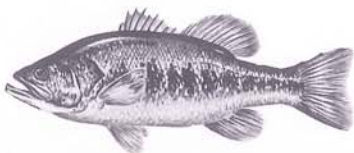
RED SNAPPER



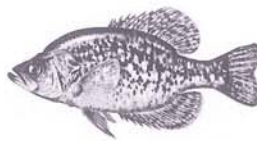
BLUE FISH



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lars in trophies and prizes. Founded in 1927 and operating continuously except for the war years, the Grand Isle Tarpon Rodeo today is looked upon as being the "grandfather" of all fishing rodeos along the Gulf of Mexico.

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

Operated by the non-profit Grand Isle Tarpon Rodeo Association composed of many outstanding business and professional men and civic leaders, the rodeo originally recognized nothing but tarpon fishing. Shortly after World War II, however, the rules were amended to admit an ever-increasing list of fine game fish species until today, more than 20 different varieties of fish can be entered in the rodeo.

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

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

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

In recent years, an increasing large number of anglers have started frequenting the waters of Lake Pontchartrain in Jefferson Parish for king sized croakers which apparently have found a Home Sweet Home in the deep holes dredged for the purpose of obtaining material

to build the protection levee along the lakeshore between East End and Kenner. These croakers frequently weigh upwards of two pounds apiece and are among the most delicious of all table fish. They are easily caught on dead shrimp bait fished on the bottom. Fishermen using two or three hooks on a single line frequently come up with that many fish at one time.

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

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

The importance of Jefferson Parish as a sport boating center has been growing by leaps and bounds. In addition to the present yacht harbors and boat launches the parish soon hopes to be home port for a lavish new "marina" situated on Lake Pontchartrain.

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

As Jefferson Parish continues to

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

MEET THE AUTHOR



Paul Kalman's by-line has been synonymous with fishing and hunting for more than 25 years.

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

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

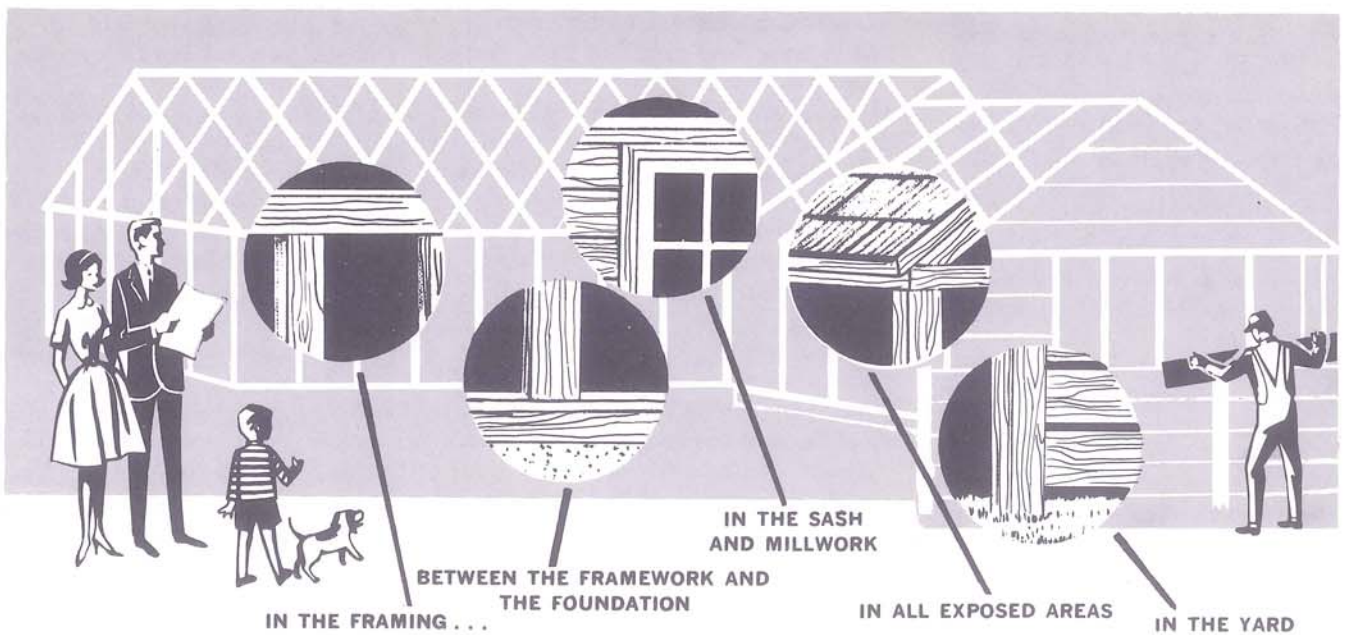
One of those fortunate few sportsmen who can ride his hobby horse, Mr. Kalman has fished bluefin tuna in Nova Scotia and black marlin in Peru. He has caught bonefish in British Honduras, tarpon in Mexico, and angled for giant Pacific sailfish in the Bay of Panama. At one time or another, he has fished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

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

He is a frequent contributor to several national fishing and hunting magazines. He is also a partner in the public relations firm of Kalman, Rogers and Smith, Inc.



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Continued from Page 12

A \$700,000 federal advance planning loan was obtained by parish officials and planning for the first of three phases is already well under way.

Next year, voters will be asked to approve \$30 million in revenue bonds to finance first phase construction.

Profits to Retire Bonds

These bonds can be retired rapidly as shown in an economic feasibility study by Gulf South Research Institute. GSRI projects a profit potential of \$55 million for the first phase, an area one mile out into the lake and two and a half miles wide, stretching from the Orleans Parish line to just past the Causeway.

Profits will also be used to begin the second phase and make additional public improvements in the district.

The existing levee, now inaccessible, will be beautified and tied into the New Orleans Lakeshore Drive to create one of the longest scenic drives in the nation.

Jefferson's 10 mile lakefront will have a stepped seawall, beaches and marinas, and a 13 foot hurricane barrier offering protection superior to anything existing now. The first phase development covers an area of 2,500 acres, sub-divided into four neighborhoods of 5,500 persons each. It will include a cultural center, public and parochial elementary schools and junior high school.

Also planned are local shopping centers, two marinas, golf course, filtration plant, neighborhood park areas and a lengthy public beach. Succeeding phases will add two additional golf courses and five more beaches.

Neighborhood areas, surrounded by major thoroughfares, will limit heavy traffic to just four entry points allowing small children to walk to school in safety.

Second and Third Phases

The second and third phases will develop 2,300 acres each, with a continuous inland waterway running along the full length. Three major outlets will open to Lake Pontchartrain. The waterway will front houses now overlooking the lake, and make highly desirable waterfront lots available.

Twelve small islands will be dotted throughout the waterway.

The Causeway Commission has been asked to include a passage for boats under its twin spans 65 feet high and 100 feet wide about one-half mile from shore.



Avondale Shipyards, on Jefferson's West Bank, is the largest in the South with 7500 employees, a \$52 million annual payroll and an almost unbelievable \$750 million backlog. Payroll will probably double by 1971 as backlog increases.



This is the famous and historic Harvey Canal, Liquid highway for Jefferson's oil industry and hundreds of allied businesses. It is the Mississippi River link of the Intracoastal Waterways System which stretches to the Mexican border.

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Dixie Freeway Planned

Another prime example of sound master planning and forward thinking by the parish president and council is the proposed Dixie Freeway.

Early in this administration, parish officials recognized that a major by-pass route on the west bank was needed to connect Jefferson with adjoining parishes, similar to Interstate Highway 10 on the east bank.

DeLaureal Engineers Inc., envisioned Dixie Freeway as a controlled access, high speed expressway to be built to interstate specifications at an estimated cost of \$65 million.

A federal advance planning loan of \$434,000 was approved and early this year, Dixie Freeway was accepted as part of the primary highway system of the state.

Preliminary engineering plans are completed. The parish council is now accelerating its efforts to get the Freeway included in the Federal Interstate Highway system, which will assure 90 per cent federal and 10 per cent state funds for financing.

Link to Proposed Bridges

Dixie Freeway would connect to two proposed new Mississippi River bridges, one in Orleans parish, Algiers, the other in St. Charles parish.

It would complement and not conflict with Lapalco Blvd., a planned West Bank major street with a maximum 35 miles per hour speed limit, which would be built with parish funds.

Fixed high level bridges are planned at Harvey Canal and Bayou Segnette.

Parish officials hope to get Dixie Freeway construction started by 1970.

But while these by-pass routes are vital to its future growth, Jefferson's immediate problem is to relieve traffic congestion by improving existing major streets.

The 30-year-old Airline Highway is hopelessly overcrowded. The Veterans Highway and the new Interstate 10 have already exceeded their estimated 1,975 vehicular capacity. Sixty thousand cars a day funnel into the West Bank Expressway slowing traffic to a crawl at peak hours.

Realizing that lack of a proper road system could block future expansion, parish leaders offered a solution in a major street improvements bond issue in November, 1965.



New Orleans International Airport, Moisant Field, at Kenner in Jefferson Parish is the "Air Hub of the Americas." Airline Highway is shown in foreground.



Jefferson had the highest first year enrollment of the state's 64 parish school systems last year—a whopping 26 per cent of the eligibles. Fifteen public schools were forced to platoon this year. Catholic school enrollment has doubled in the last eight years.

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Two Proposals Approved

Two of the three proposals on the ballot won approval from voters, resulting in \$5.4 million for East Jefferson streets and bridges and \$21.4 million for two parish-wide expressways. (A \$7 million West Jefferson major streets proposal was narrowly defeated.)

The \$21.4 million, allocated according to assessment values, provides the money to get two major east-west expressways started — \$12.5 million for Earhart Expressway and \$8.9 million for Lapalco Blvd.

Right-of-way acquisition is currently under way for Earhart from the Orleans parish line to Hickory. The expressway will eventually be extended to Kenner. Earhart's total cost is \$44.7 million.

On the west bank, Lapalco Blvd. will extend from Belle Chasse Hwy. to Westwego. Lapalco's total cost is \$16 million.

Lapalco is planned as a local road linking established residential areas and tying in to U. S. Hwy. 90 near Avondale.

East Jefferson Road District funds of \$5.4 million will enable the parish to build 13 canal crossings and pay its share of major north-south and east-west streets.

One big obstacle to a free flow of traffic has been the huge unimproved section in the population center of East Jefferson known as the "3400 acre" tract.

The 3400 acre tract is bounded generally by Lake Pontchartrain, the Bonnabel Canal, West Napoleon to Causeway Boulevard, to West Metairie Avenue, then the west boundary of Suburban Villa subdivision to the lake.

\$25 Million Project Initiated

Major streets have dead-ended there because the area was largely isolated and undeveloped. These were so-called "helicopter" lots sold from maps during Jefferson's "land rush" era a decade ago. At that time developers were not required to install off-site improvements in subdivisions.

Many property owners had waited 10 years or longer to build their homes. To bring improvements to the area as quickly as possible, and to expedite new home-building, parish officials initiated a \$25 million public works project in October, 1965.

This massive project will create usable land for 17,000 new living units sheltering 66,000 people.

In just four months, a majority of the property owners signed front foot assessment petitions for sewerage, water, street paving, roll-over

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curbs and subsurface drainage.

In October, construction bids were awarded for paving, water, sewerage and drainage.

Target date for completing the project is spring 1969.

Next door to 3400 acres, a \$3 million petition program begun in 1963 was also completed, making 1650 new home sites available in Pontchartrain Shores subdivision.

The area provides 13 miles of new concrete streets, including Transcontinental Drive and Clearview Pkwy., which has a key interchange at Interstate 10.

The long-standing "Hoey Canal" dispute between Jefferson and Orleans parishes is near solution and will provide better flood protection and improved drainage in the 2200-acre area in Jefferson's eastern boundary line.

Federal Grants Obtained

A federal grant of \$1.5 million obtained by parish officials and matching funds from a 1964 bond issue will finance the \$2.9 million project.

A pumping station will be built on the Jefferson side of the parish boundary line but adjacent to New Orleans Pumping Station No. 6, which is the largest facility of its kind in the world. This will improve the capacity of the combined pumps and speed drainage by lowering the depth of the canal.

The federal grant also allocates funds for "boxing in" the Bonnel Canal from Codifer to Veterans Hwy., which will help prevent lake pollution.

Two drainage problems in Metairie were corrected this year at a cost of \$465,000 in an area that has long suffered from flooding after heavy rains.

New and larger subsurface drain culverts and additional catch basins were installed along Metairie Road, Codifer Blvd. and Rosa St., and Dublin Ave. was opened to Lake Ave., bringing drainage for the first time to this area.

Water System Improved

The parish government which took office in 1964 was pledged to improve the antiquated parish water system. Limited plant capacity and inadequate transmission lines were threatening to strangle the growth of the parish.

Here's what was happening in East Jefferson:

- Water pressures — often dangerously low during droughts and freezes — were getting lower.

- Residents of older areas faced increased fire insurance rates unless East Jefferson got a balanced system with water pumped from two

directions instead of one.

- Everyday services, long taken for granted, were becoming major household problems. Water for cooking, washing dishes, bathing, was not always available in adequate quantities during peak load hours.

- Lawns and gardens needed more water than the system could provide, especially during long dry spells.

- Certain industries, especially soft drink manufacturers, had to shut down periodically because of inadequate pressures during peak hours.

Unless something was done quickly, everyone who used water, would suffer.

Some improvements had been made in East Jefferson on a "piece-meal" basis, but with 15,000 people a year pouring into the parish, the demand for water was becoming greater than the supply.

And demand is expected to double in the next five years.

Master Plans Developed

After months of careful study and expert engineering advice from Burk and Associates, separate master water plans were developed for East and West Jefferson.

The East Jefferson plan, presented as a \$19 million revenue bond issue, was approved by a vote of 22 to 1 on August 17, 1965.

It provides, at no increase in taxes or water rates, necessary funds to correct serious water shortages, inadequate pressures and an antiquated distribution system.

It will double plant capacity and add 75 miles of new, larger main waterlines for the entire East Bank. It also means an immediate cash return of \$60,000 to the parish, the amount paid every year to New Orleans to supply the Metairie area with water.

With an end to East Jefferson's water problems assured, parish leaders turned their attention to the West Bank.

Here the population is smaller (55,000) but the potential in 30 years (780,000) is almost unbelievable. Here, too, demand will double in the next 5 years.

Would Group Districts

A master water plan for unincorporated West Jefferson, similar to East Jefferson's, was drawn up and will be voted on in a \$18.4 million revenue bond issue early next year. This amount will finance the first phase of a four-part plan with an ultimate price tag of \$90 million.

Under the first phase, five water districts will be consolidated into a single district giving all homeowners cheaper water rates and the benefits of homestead exemption.

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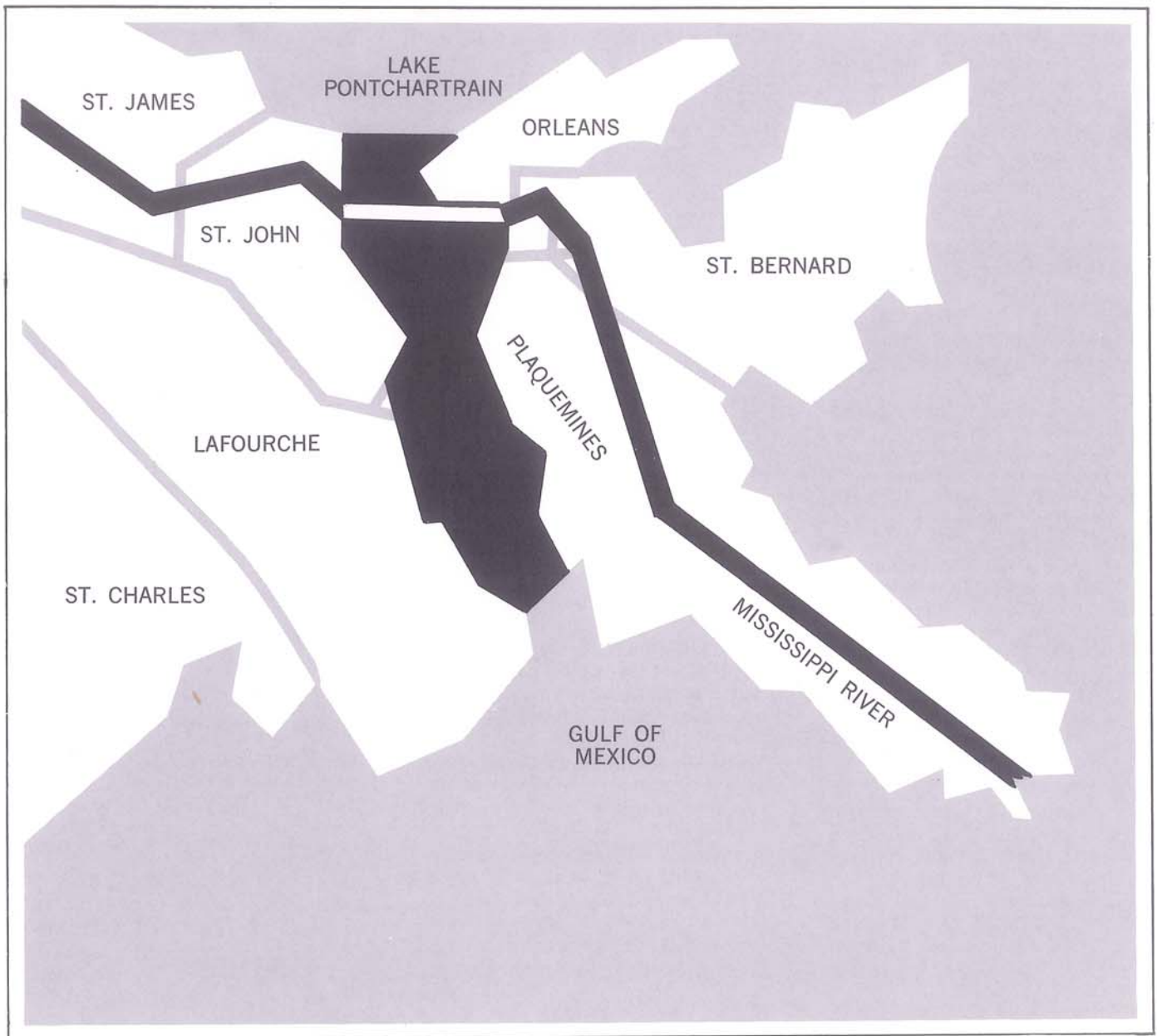
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West Jefferson's land area is twice the size of East Jefferson and without this vitally needed water system expansion, growth of the West Bank will be seriously retarded.

The Master Water Plan will prevent serious water shortages, inadequate pressures and will triple plant capacity.

The \$18.4 million revenue bonds will be paid off solely from water system revenues. The parish also expects to receive a federal appropriation of \$1.5 million for the work.

East Jefferson Hospital

Another serious problem faced parish leaders when they took office in 1964.

For a dozen years, the State Board of Hospitals has been reporting the need for at least 1,000 hospital beds in East Jefferson.

And yet, there were no acceptable hospital beds and the need was growing more acute each year. (An acceptable bed requires a full-range of patient services.)

Ochsner, an excellent private regional facility, was not rated as a community general hospital.

It was almost unbelievable that a community of almost 200,000 people did not have a general hospital.

The parish government moved quickly to correct this situation.

In June of last year, the Parish President and the Council named an eleven-man citizens advisory board to work out details for a 1,000-bed hospital.

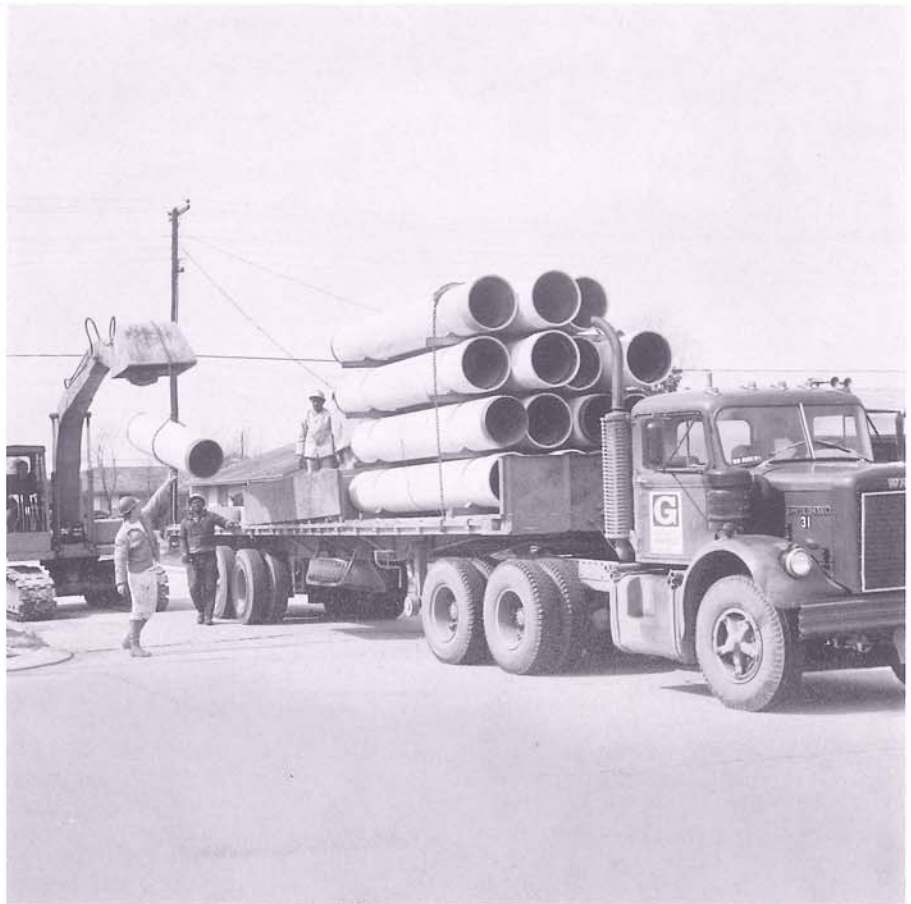
The Board appointed sub-committees to research and recommend a site, an architect and a method of financing.

The Board members did their job well and the Council unanimously confirmed their choices, and approved their recommendation that a tax bond issue election be held in November.

The hard work of the citizens group and parish officials was rewarded on November 6, 1965, when the bond issue won voter approval.

Passage of the bond issue means a 250-bed hospital can be in full operation by the Spring of 1969. This will be the first phase of a planned 1,000-bed hospital complex designed to completely serve the medical needs of residents of East Jefferson. Initial construction will provide a central administration building, obstetric and surgical facilities, a 10-story service tower and an eight-story patient care tower, with 32 beds on each floor.

Additional facilities include a central power plant, heliport and staff housing for resident physicians.



Epoxy lined cement asbestos pipe is unloaded in East Jefferson's Green Acres Subdivision prior to installation of sub-surface drainage.



Huge 42 inch water main is installed along Duncan Canal in Kenner as work progresses on East Jefferson Master Water Plan.



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Many, many years ago Pan-American Life issued a "Statement of Company Policy." A portion of it reads—"We believe that the most important ingredient in achieving our Company objectives is quality personnel. It will, therefore, be Company policy to fill all positions with individuals who have not only high ability but also integrity and willingness to work."

• First in a series about the capable people at Pan-American Life.



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The hospital will be "hurricane proof" with no unprotected glass and able to withstand eight feet of flood waters.

It will rise on 20 acres located in the center of a 50-acre tract bounded by West Esplanade, the Suburban Canal, Hudson and Kawanee Sts. The remaining 30 acres will be utilized for support facilities, such as clinics, doctors offices, nursing homes and drug stores.

Located directly in the population center of East Jefferson, the hospital will be accessible to major streets and public transportation.

First phase construction will cost \$6.1 million, financed by the \$4 million bond issue. Hill-Burton matching funds will provide \$2.1 million, or 40 per cent of the total cost.

After just one year the West Jefferson Hospital became self-supporting. East Jefferson, with twice the number of people, should likewise have a self-sufficient hospital operation.

The additional construction cost to increase the medical center from 250 to 1,000 beds is expected to be financed completely by operating income within 3 years from the date the hospital first opens its doors.

West Jefferson Hospital

Work began in July, 1965, on a \$2.5 million, 100-bed addition to the West Jefferson General Hospital in Marrero. Plans call for expansion and renovation of the existing 160-bed facility.

In addition to providing for a new physical therapy department, enlargement will be made in the emergency room, the laboratories, the operating rooms, the X-ray and dietary departments and the maintenance building and laundry.

Funds for the addition come from hospital income, the federal government and a revenue bond issue approved in April, 1964.

Mental Health Center

A \$100,000 contract providing funds to staff and operate a complete parish mental health unit was signed January 11, 1966, by the Parish, the State Department of Hospitals and the Metairie Mental Health Clinic.

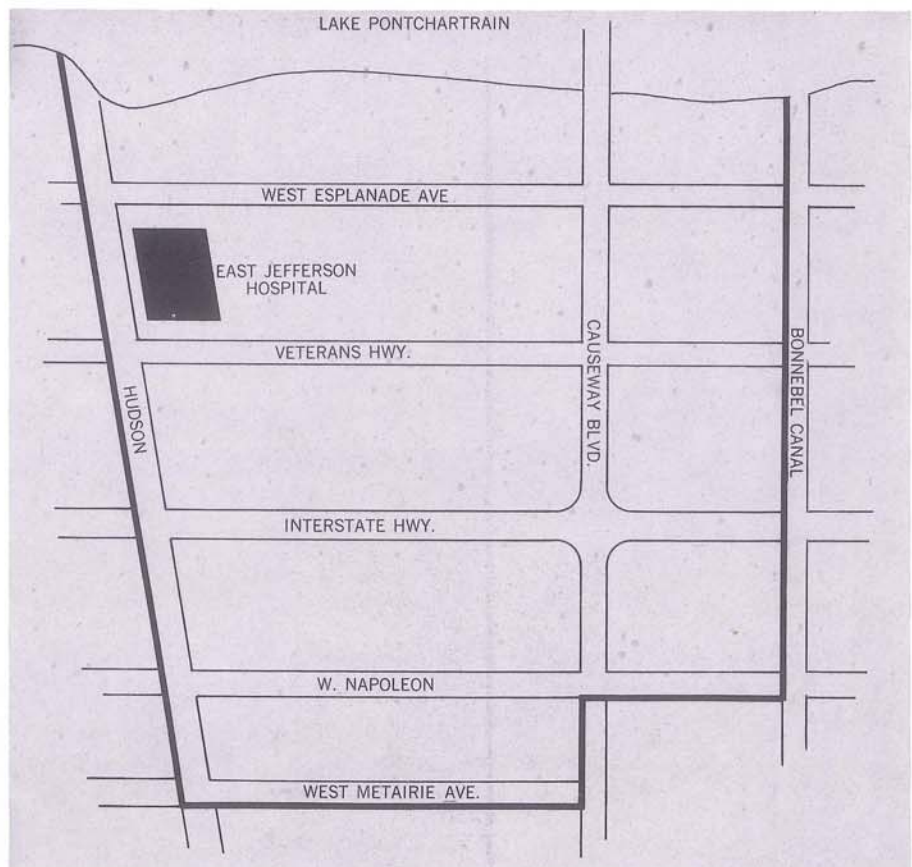
Under contract provisions, the parish agreed to provide space in the East Jefferson community health center and half of the operating costs, which will come mainly from millage allocated to the parish health unit.

The unit had already been operating as a clinic for six months, handling one-third of the mental cases in the parish. A smaller clinic in



Mosquito Control director with helicopter and pilot leased for one year by Jefferson's newest department. Mosquito breeding grounds, totalling 250 acres were discovered first month helicopter was in use.

Parish-wide mosquito fogging began in July, 1965, and proved highly effective. Citizen "light traps" tenders helped determine frequency of fogging.

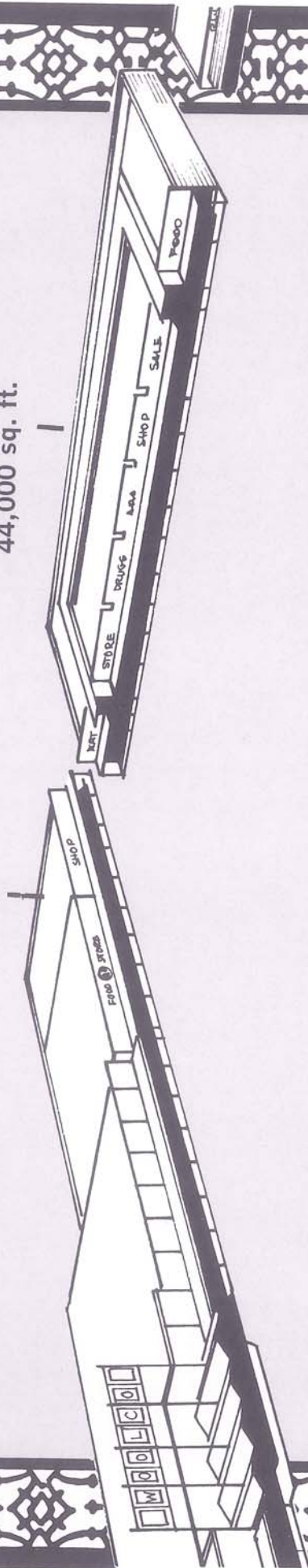


Map shows boundaries of East Jefferson's 3400-acre tract where a majority of property owners have signed petitions for \$25 million of utility improvements on a front foot assessment basis. Most of area is unimproved, unsewered and inaccessible. By Spring 1969, some 66,000 people will occupy 1700 new home sites in area.

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Harvey, completely financed by the state, handles 20 per cent of the case load.

According to the director of the Metairie Clinic, Jefferson leads the southern states in the field of mental health.

West Bank Juvenile Detention Home

For many years, parish officials, particularly those responsible for law enforcement have recognized the obvious disadvantages of housing juvenile offenders in the overcrowded Parish Prison.

In December, 1964, an election was held to provide funds for construction and maintenance of a \$500,000 juvenile detention home.

The bond issue passed but construction was delayed while the Council negotiated for the donation of a site.

Negotiations were successfully completed this year and in October, 1966, test piles were driven for Jefferson's first Juvenile Detention Home on a six-acre site at Gretna Blvd., and Manhattan in Harvey.

The home will contain 20 basic beds in maximum security individual rooms, classrooms, craft and hobby facilities, a stage and space for church services. Both indoor and outdoor recreation areas will be provided.

Juveniles will stay in the home about two weeks with a turnover of 500 youngsters a year expected.

A half-mill maintenance tax representing about \$100,000 a year was voted by property owners for upkeep of the home.

Judiciary Building

As a result of legislative action, Jefferson got three new judges this year but finding courtrooms for them presents still another problem for parish officials.

Plans for proposed additions and renovations to the present courthouse were rejected this year when bids received were double the architect's estimate.

As an alternative, the Council is now considering an additional courthouse structure to cost \$2 million. This building would be eligible for a 50 per cent federal grant.

School Construction

With a record 1966-67 enrollment of 53,500, the Jefferson Parish School Board approved a \$35.9 million building budget for 33 new schools and 13 major additions to existing and new schools in the next five years.

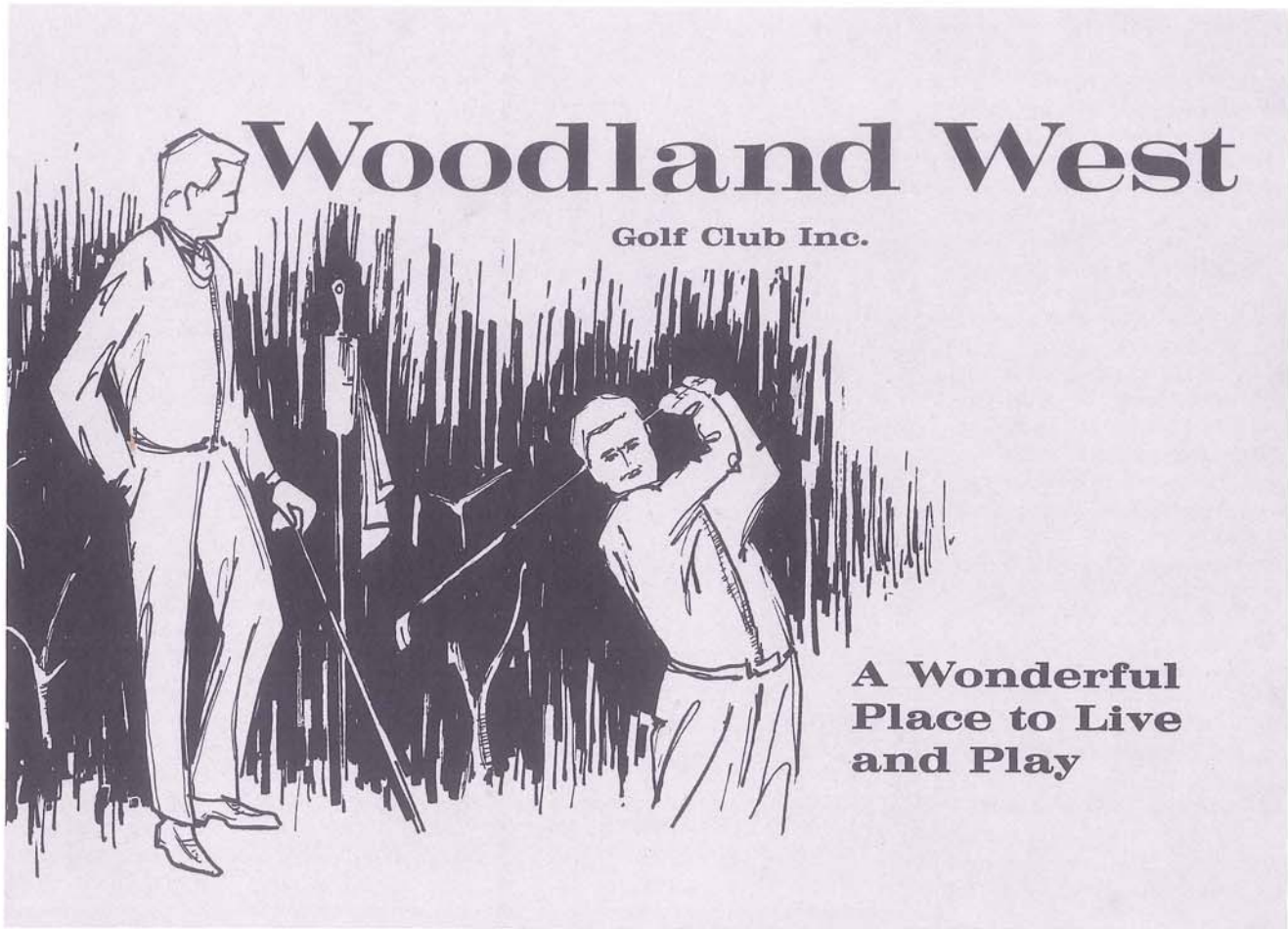
School costs, like enrollment, continue to spiral upward. In April, the Jefferson Parish School Board set a budget of \$5.2 million for the construction of identical senior high



Second from left is Janis Stouder "Miss Jefferson Parish of 1966," selected from among 25 beauties in the first annual beauty contest of the YMBC of Jefferson. Runnerups, from left, are Cheryl Schaefer (2nd), Mary Gervais (3rd) and Jane Verdin (4th).



Recreation Department's pilot boxing program at Delta Playground proved highly successful with youngsters. Program includes instruction and amateur shows.



Woodland West

Golf Club Inc.

**A Wonderful
Place to Live
and Play**

Happiness begins...

We planned it that way . . . golf, swimming, outdoor recreation are all part of this magnificent development.

After a hard day's grind at the office, wouldn't it be nice to step out your own back door and play a few holes of golf or take a refreshing dip in the Woodland West pool. All of this and so much more can be yours when you settle in Woodland West.

WIDE PAVED STREETS fronting large spacious lots, some overlooking the scenic golf course . . . A PUBLIC SCHOOL will be built right on

the premises, so convenient for both the parents and children . . . THREE LARGE SHOPPING CENTERS are near Woodland West for shopping convenience.

JUST COMPARE this Sunday . . . be surprised, because with all these living extras, Woodland West costs less than developments without nearly so much.

PRICES START FROM \$24,500 WITH PAYMENTS AS LOW AS \$125 PER MONTH.



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schools, the 52-classroom L. W. Higgins Senior High School in Marrero and the Grace Elizabeth Senior High School in Metairie. Other significant moves were the low bid of \$1.4 million accepted for the new Woodlawn West Junior High in Harvey and the \$735,000 contract awarded for the Phoebe A. Hearst elementary school in Metairie.

Science Center

The Jefferson Parish School Board's plan for a \$3 million science center for secondary school students has been widely praised as "a completely new concept of education in the south and perhaps in the nation."

Objective of the new center is to elevate standards of instruction by assembling the best scientific equipment available under one roof.

Research projects will be encouraged at the center and assistance will be sought from area industry that will ultimately benefit from the center.

By establishing a focal point for education, industry and research, Jefferson adds to its image as a dynamic and versatile science-conscious community.

Sales Tax Collection

Helping to pay the cost of basic citizen services and education is the sales tax.

An increase to 4 per cent was approved by voters this year following a record collection of \$5,081,440 in 1965, an increase of \$739,350 over 1964.

With the new sales tax increase effective July 1, 1966, and opening of the huge new Oakwood Shopping Center in West Jefferson, 1966 sales tax collections will again reach a record high.

East Jefferson Garbage Contract

A contract was signed in July, 1966, for collection and disposal of garbage in Jefferson Parish's unincorporated East Bank by the Jefferson Disposal Co., beginning in October, 1966.

The private hauler will do the job for the same amount it cost the parish to use its own trucks and men, about \$1 million a year.

A study is currently being made to determine if a similar move should be made in West Jefferson.

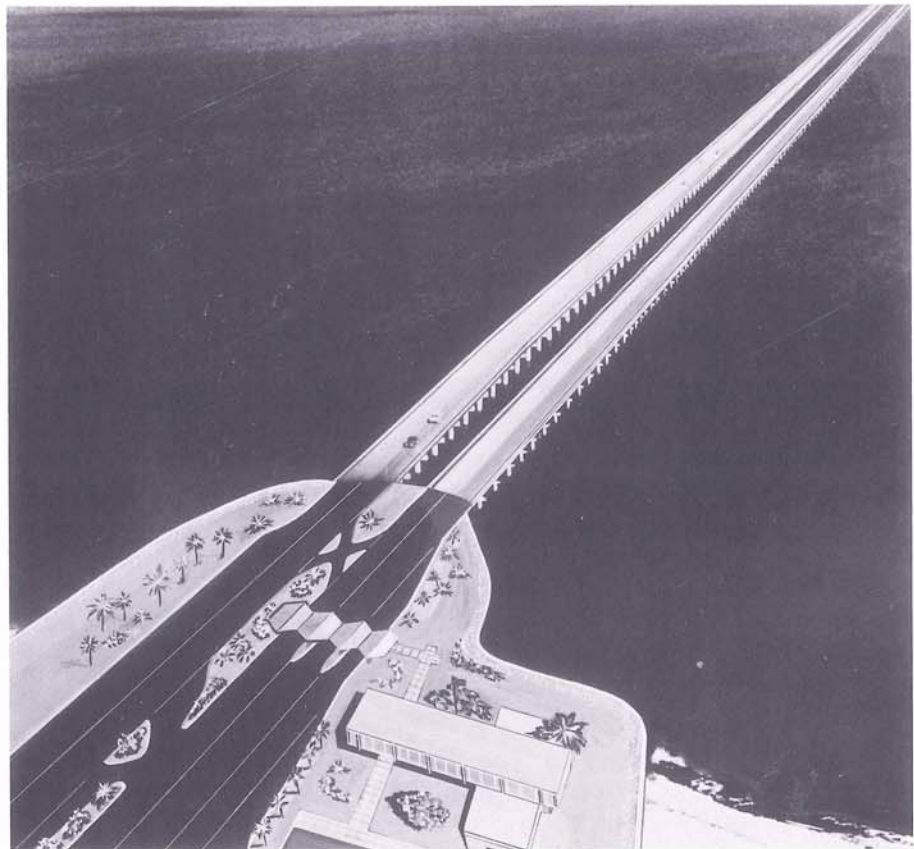
New Library Headquarters

Construction is already under way on Jefferson Parish's new Library Headquarters on Causeway Blvd. and the west side of 14th Street.

The Pontchartrain Levee Board donated a two-acre site for the \$416,666 structure. Construction funds were provided by a \$266,666 federal grant and \$150,000 in parish funds.

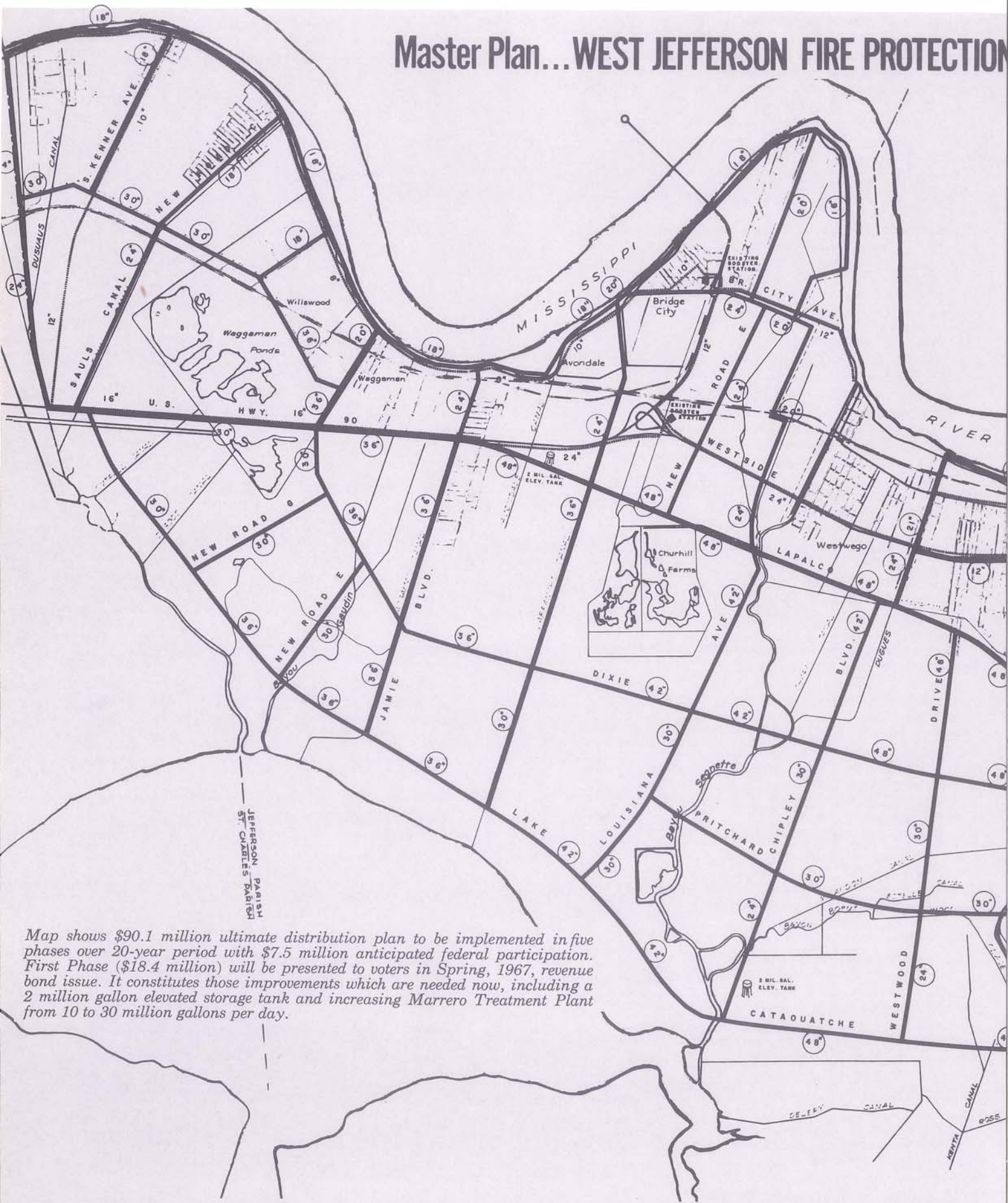


Expansion and renovation program at West Jefferson General Hospital will add 100 beds to existing 160-bed facility at a cost of \$2.5 million. Picture shows 52 per cent completion reached on November 1, 1966.



The world's longest bridge, the 24-mile Lake Pontchartrain Causeway which starts in Jefferson, is getting a \$30 million twin, allowing each span to handle two lanes of one way traffic. Safety crossovers are planned in at least 10 places.




Master Plan... WEST JEFFERSON FIRE PROTECTION



Map shows \$90.1 million ultimate distribution plan to be implemented in five phases over 20-year period with \$7.5 million anticipated federal participation. First Phase (\$18.4 million) will be presented to voters in Spring, 1967, revenue bond issue. It constitutes those improvements which are needed now, including a 2 million gallon elevated storage tank and increasing Marrero Treatment Plant from 10 to 30 million gallons per day.

WATER AND SEWER SYSTEM

LEGEND

-  ULTIMATE DISTRIBUTION SYSTEM
-  EXISTING MAINS
-  PHASE I CONSTRUCTION



Without the minimum water pressure needed, firemen are hampered in their efforts to prevent excessive fire damage.



Even this smiling youngster realizes the need for an adequate water supply to help "Keep Jefferson green."



When pressure dwindles, there isn't enough water for a good shower. The West Bank program insures an adequate supply.



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Leon C. Levy, Owner

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Lafitte, Louisiana

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West Side Oil Company

GEORGE MARMILLION, JR., OWNER

DISTRIBUTOR

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SERVING THE WEST BANK

341-5551

610 BARATARIA BLVD.

MARRERO, LA.

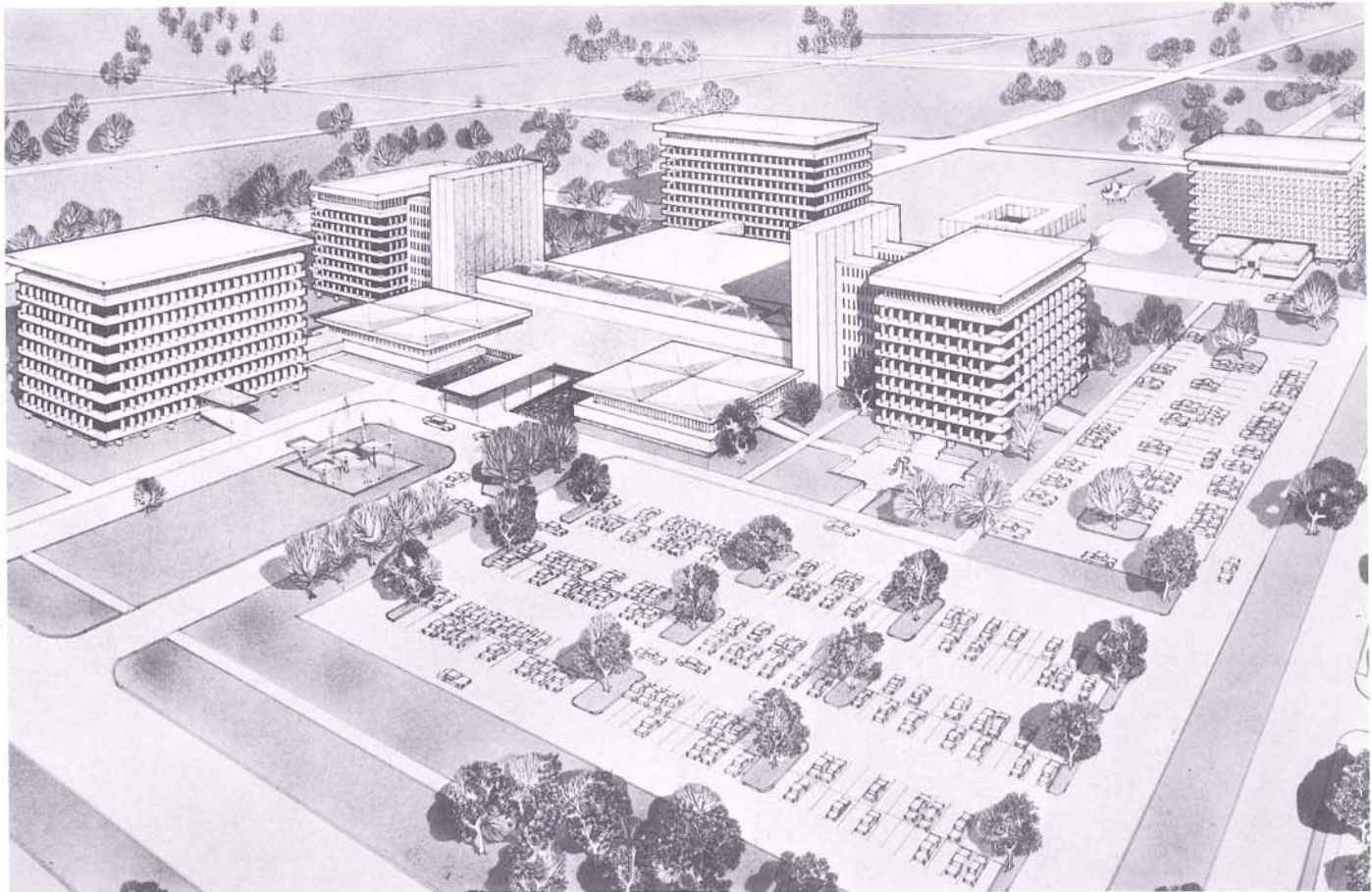
Hecker Oil Company

DISTRIBUTOR

HUMBLE OIL & REFINING CO. PRODUCTS

SERVING THE EAST BANK OF JEFFERSON PARISH

1608 SHREWSBURY ROAD, 834-5480, METAIRIE, LA.



First phase of East Jefferson's 1000-bed hospital complex, shown here, will provide a 250 bed patient care tower, an adjoining service tower and a central administration building with second floor obstetric and surgical facilities. First phase construction is financed by a \$4 million tax bond issue approved last year and \$2.1 million Hill-Burton matching funds.

Jefferson Downs

Return of night horse racing to Jefferson in 1967 was assured when John G. Masoni, new owner of Jefferson Downs Race Track, announced plans to rebuild the hurricane-damaged plant on its present site.

The new three-story grandstand-clubhouse structure will seat 7200, and will be completely air-conditioned.

New Causeway Span

The world's longest bridge — the 24-mile Lake Pontchartrain Causeway which starts in Jefferson — is getting a twin, allowing each span to handle two lanes of one-way traffic.

The new \$30 million two-lane causeway, paralleling the existing bridge, will double the capacity of the present span.

The contract includes safety cross-overs in at least 10 places so that traffic can be detoured from one span to the other when a section of either is knocked out or in case of traffic accidents.

The Greater New Orleans Expressway Commission, which has three

members from Jefferson, accepted the low bid in September subject to sale of revenue bonds to finance construction.

Before the bonds can be sold, specifications of the contract must be reviewed by the U. S. Corps of Engineers, and public hearings held before approval can be granted.

Causeway-Veterans Interchange

Anticipating the traffic problems the new Causeway bridge will create, the Parish Council has proposed a three-level interchange at Veterans Highway and Causeway Boulevard.

The Council asked the Causeway Commission to include plans for the \$8.8 million proposal in bond issue financing for the overall "twin-span" project.

Tentative plans include:

- Grade level turns at Causeway Blvd., and Veterans Hwy.
- An overpass along Causeway Blvd., over Veterans Hwy.
- A third level structure along Veterans Hwy., crossing over Causeway Blvd.

Also included as a long range project, is an overpass along West Esplanade over Causeway Blvd.

Jean Lafitte State Park

State money was assured this year to turn the historic rendezvous point of pirate Jean Lafitte into a new 900-acre state park.

Efforts to obtain the ground for the park which will have sporting, picnic and boating facilities were initiated by the West Bank Confederation of Civic Groups.

Part of the land was donated by Charity Hospital of New Orleans and various civic and business groups.

Under the original proposal discussed with the governor in February, 1966, the state was requested to put up \$63,000 to be matched by federal funds.

Lafitte-Larose Toll Road

Louisiana Highway 45 starts at the River Road and dead ends at Lafitte. For centuries, this has been the only road to and from Lafitte. Now a 27-mile toll road between Larose and Lafitte approved by the Legislature this year gives Lafitte an important new outlet and shortens the route to Grand Isle. It connects vital marketing facilities in New Orleans with oil and mineral rich coastal lands.

The World's Longest Bridge



Is 10 Years Old.



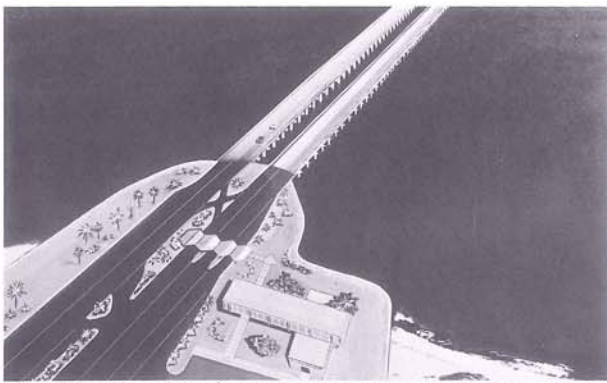
It's a happy birthday for the Lake Pontchartrain Causeway.

Thanks to the continuous support of the motoring public, the 24-mile-long bridge has become a successful facility and an important North-South thruway.

The Causeway was opened to traffic on August 30, 1956, and traffic volume will soon exceed a total of 15,000,000 vehicles.

Year-by-year increases in Causeway traffic, plus a genuine desire and need to provide greater safety for motorists, has prompted the Greater New Orleans Expressway Commission to move ahead with all possible speed to build additional, parallel lanes and make other improvements designed to facilitate vehicular and marine traffic flow. Plans for the new lanes, which will permit one-way traffic north and south, are nearing completion and it is anticipated that construction could begin at an early date.

The Expressway Commission and its staff want to take this opportunity to thank the thousands of motorists who use the Causeway for their patronage. They have helped make possible the new lanes and other improvements to the Lake Pontchartrain Causeway that are urgently needed.



Drawing of proposed 4-lane Causeway and administration building

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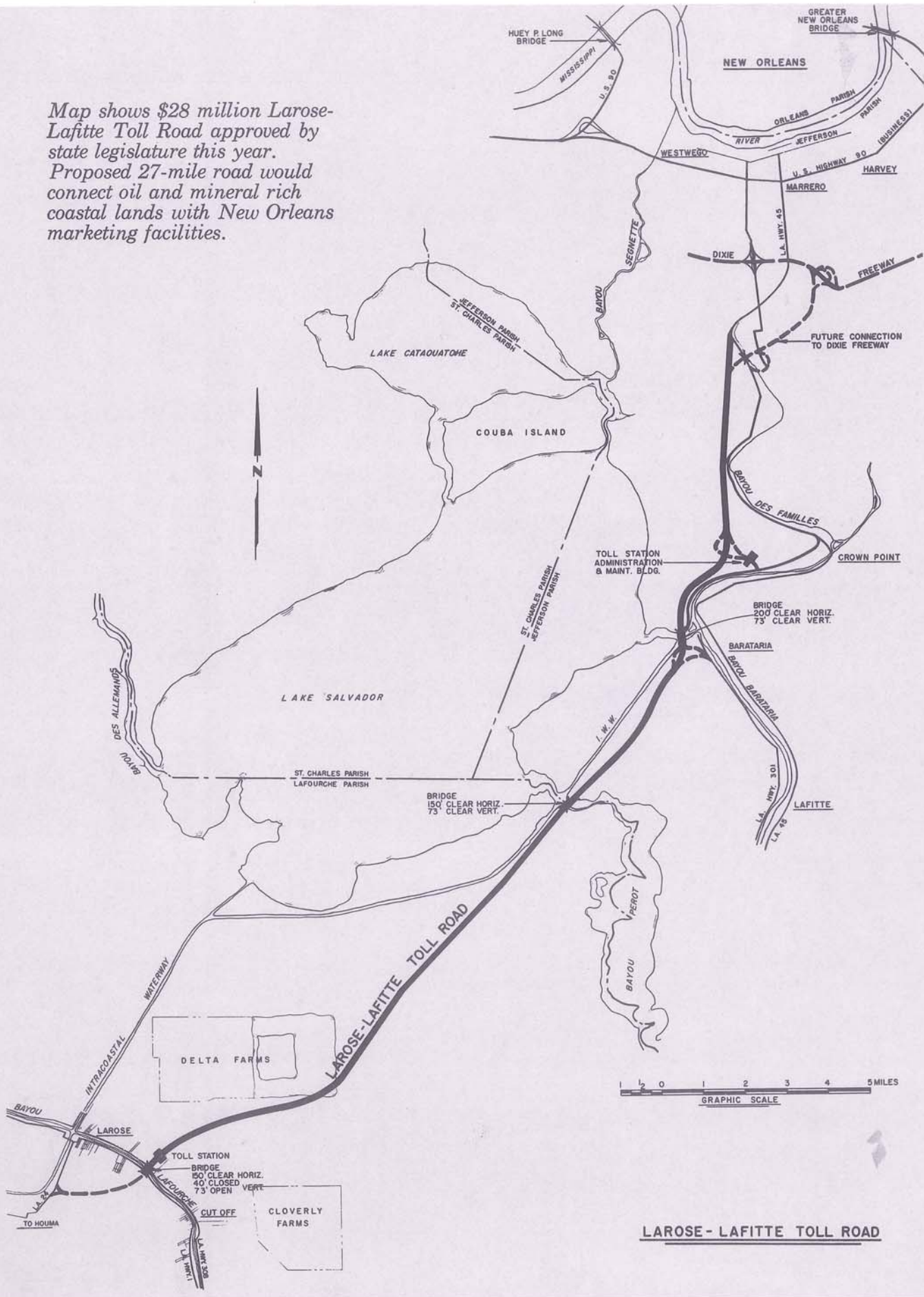
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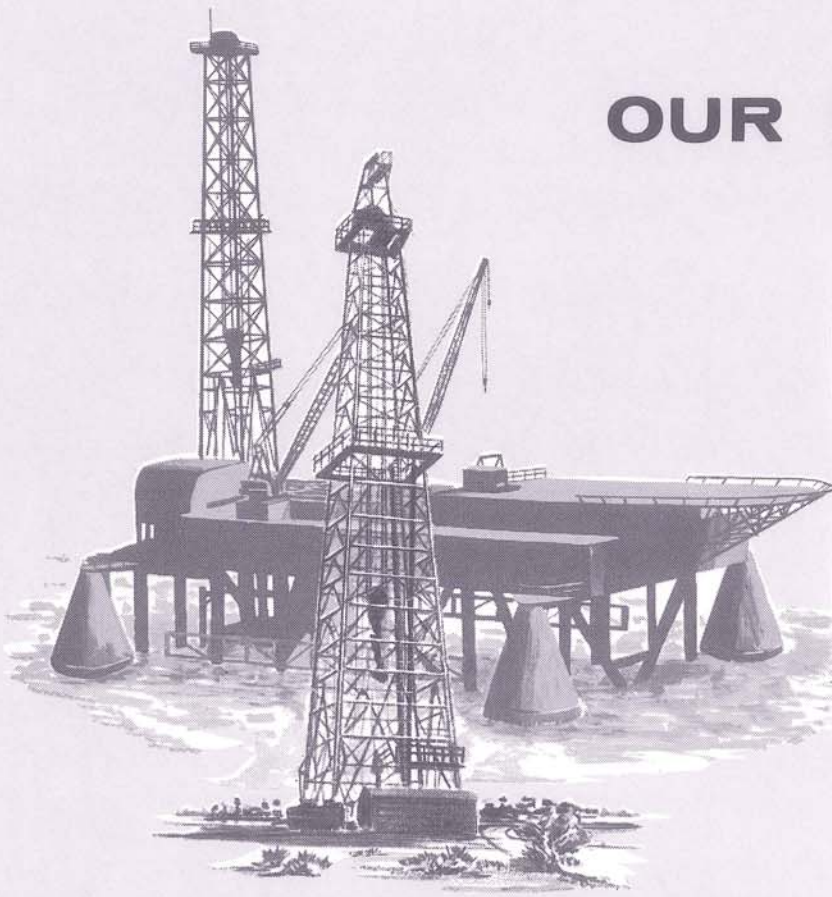


Open ▶ Mon.-Sat., 7a.m.-10p.m.

Map shows \$28 million Larose-Lafitte Toll Road approved by state legislature this year. Proposed 27-mile road would connect oil and mineral rich coastal lands with New Orleans marketing facilities.



LAROSE - LAFITTE TOLL ROAD



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And our business pumps millions and millions of dollars into the economic pipe lines of the *Louisiana-Mississippi* area—in the neighborhood of a quarter billion a year for such things as goods and services; royalties, bonuses and rentals; wages and salaries; and state and local taxes.



CHEVRON OIL COMPANY

THE CALIFORNIA COMPANY DIVISION

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The recreational advantages of the \$28 million toll road will be great since the area is the winter home of 98 per cent of North America's blue and snow geese, snipe, woodcock and traditionally leads in shrimp and oyster production.

Best of all, the road will encourage the oil industry to become more active in the area and will attract out-of-state investors.

According to engineers, the Larose-Lafitte road can be constructed in only two years, using a new construction process.

Lattie Development

The first phase of developer Tom Lattie's \$60 million commercial and real estate development along Causeway Blvd. near Lake Pontchartrain became a reality in 1965 when the 160-unit Imperial House apartments opened.

Hailed as the "largest single undertaking in the history of Jefferson Parish" by Parish President Thomas F. Donelon, the entire complex will be completed in six to eight years.

Construction of the second phase of the development—the \$3.5 million six-story Causeway Office Building" at 3301 N. Causeway Blvd. — got under way on June 22, 1966, with ground-breaking ceremonies.

The building will provide ample parking facilities, air-conditioned offices and elevator service and will add to East Jefferson's skyline as the tallest office building thus far scheduled for construction.

The remainder of the complex is expected to include 200 additional units to the Imperial House, a 15-story high rise luxury apartment building, a 500-unit motel with convention facilities for 1,200 persons, a retail shopping center complex and a complete medical office plaza with additional high-rise office buildings.

\$6 Million Business Park

The first professionally planned business park in the metropolitan New Orleans area opened in Jefferson Parish on May 25, 1966, when Brookhollow Corp. of Dallas dedicated its 25-acre, \$6 million Brookhollow Business Park.

Located at 5800 Jefferson Hwy. and extending to the Mississippi River, the park will have 500,000 square feet of office, service and distribution and manufacturing buildings when completed. It is Brookhollow's first industrial development outside of Texas.

At the dedication ceremonies, the developers were cited by the Lou-



A crewboat, built in Jefferson Parish, carries rig personnel to one of the many offshore drilling platforms that abound off the coast of Grand Isle.



Eastern end of Dixie Freeway would connect to this proposed new Mississippi River Bridge at Algiers-Chalmette. Consulting engineers are DeLaureal Engineers, Inc. and Howard, Needles, Taunen and Bergendorf.



One of three Mack diesel-powered 1000 gallons-per-minute pumps recently purchased. It replaces a 1938 American LaFrance 750 gpm pumper at the new Kawanee Street Fire Station.

Housing Prices Will Not Come Down!

**By 1967
they will be
\$1,000 higher
than today**

There is no question that a house will cost more a year from now. Check the record . . . House prices in the New Orleans area have gone up about 15% since 1958, says the U. S. Department of Labor. Now they're rising *faster*. Local authorities estimate that labor and material costs are adding about \$1,000 a year to the price of a \$20,000 house.

At this rate, the price level could easily be 20% higher by 1968. And what is to hold it down? Demand for housing in choice neighborhoods will further inflate prices in the future. Newcomers are moving into this area because of better job opportunities. Children born after World War II are now adults and are beginning to raise their own families. New suburbs, shopping centers, business and industrial sites keep gobbling up the shrinking supply of available land. All this, plus the inflationary impact of the Viet Nam war, points to one conclusion: *the longer you wait to buy a house, the more you'll pay for it.*

Waiting For Interest To Come Down?

The recent upward tilt in mortgage rates may worry you as much as house prices. That's only natural. But what does higher interest really cost you? A typical $\frac{1}{2}\%$ rise runs to 30¢ a month for each \$1,000 you borrow on a 25-year loan. That's \$6.00 a month on \$20,000. It's no fun paying even *this* much more. Yet rates may go still higher, like everything else. Many experts predict they will. A reassuring note: by buying now, you're covered against further interest hikes. That *could* be important protection for you.

Buying vs. renting: which costs less?

The equity you build up as an owner certainly beats collecting rent receipts. In addition, mortgage interest and property taxes are deductible on your Federal income tax. Investing in a home is your best hedge against inflation. Why? Because your monthly payments of principal and interest *remain the same* over the years, while your property increases in value beyond its original costs. Homes purchased 20 years ago are now worth as much as double their original cost.

Available to smart shoppers: bargains

Good buys can be found today because there's never been such a great *selection* of houses. Many new homes can be bought with little down, and long-term loans. The Home Builders Association of Greater New Orleans suggests that instead of waiting for housing prices to come down, it's

more realistic to move into your own house now and watch its value go up. Your HBA builder member is now offering the best buys in this area. His professional knowledge about construction, property values, financing, taxes, local schools and other matters can be most valuable to you. Or, if you prefer to build a new home, an HBA builder can advise you on selection of a lot, architectural design, financing, etc. With his help, you'll find that now is the best time to buy or build a new home!



**HOME BUILDERS
ASSOCIATION
OF GREATER
NEW ORLEANS**

Now... is the time to buy or build!

isiana Landmark Society for preserving 30 ante-bellum live oak trees, originally part of the Lafreniere Plantation.

Container Plant

Expected to be in operation late in 1966 near Harahan is the new \$1.5 million plant for Continental Can Company's Corrugated Container Division. Located on a 15-acre Jefferson Hwy. site, the plant will employ 160 people with an annual payroll of \$1 million.

The new one-story steel and concrete structure will have one-half more production capacity than the old plant and will have 138,000 square feet of floor space initially. Continental's Southern Regional manager, Roy F. Blaum, made the expansion announcement March 1, 1966, with these words:

"We like it here and we're very happy to be able to show how much we like it with a new plant which will eventually employ more people."

Other Investments

Investments in plant and office construction continued during 1966 on both sides of the river in Jefferson. In March, Singer Paper Stock Corporation announced plans to start construction in June on a \$500,000 wastepaper handling plant at 5600 Jefferson Hwy., employing 35 persons with an annual payroll of \$300,000.

Vetsper Corp., headed by Philip L. Giroir, is building a \$250,000 office structure at Veterans Hwy. and Hesper, to be completed in October.

Architect L. F. Dufrechou, owner of Causeway Building Corp., will build a four-level contemporary office building at Causeway Blvd. and 7th near Lake Pontchartrain. Representing a \$500,000 investment, the building will have a roof terrace and coffee lounge.

Lambert Shopping Center, a modern one-level structure with five stores, shops and medical offices will be built in Westwego on 4th Street. Owner Dr. R. E. Lambert said construction on the shopping center will represent a \$100,000 investment.

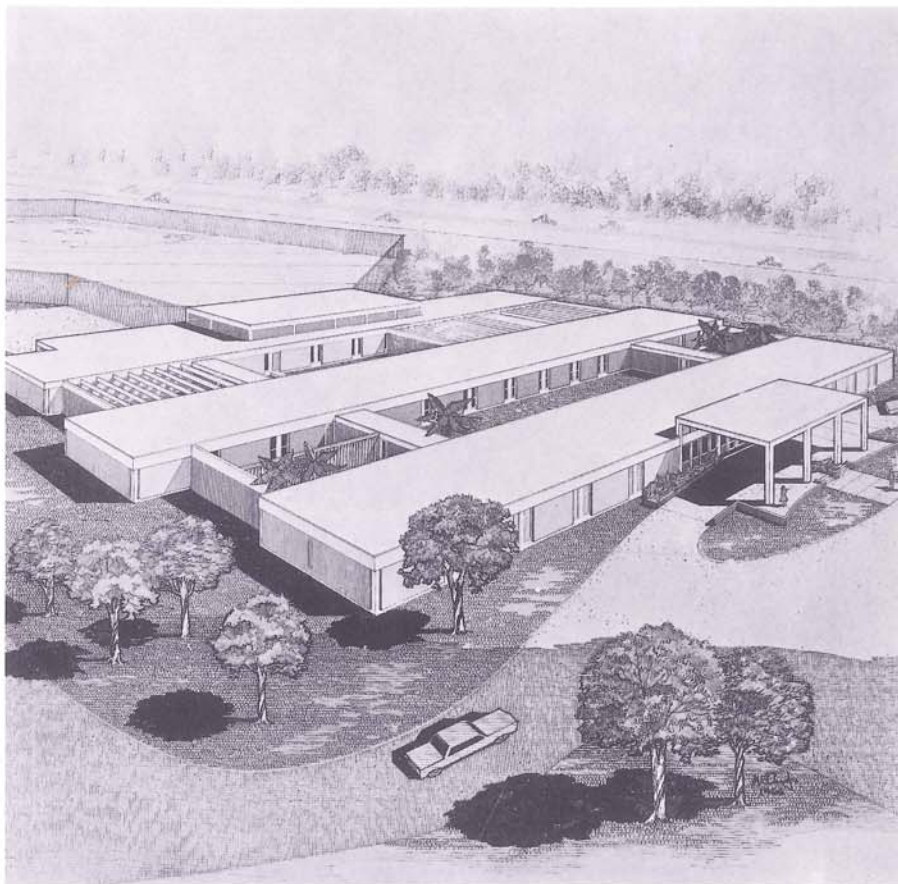
Progress Only Beginning

Progress in Jefferson is only beginning.

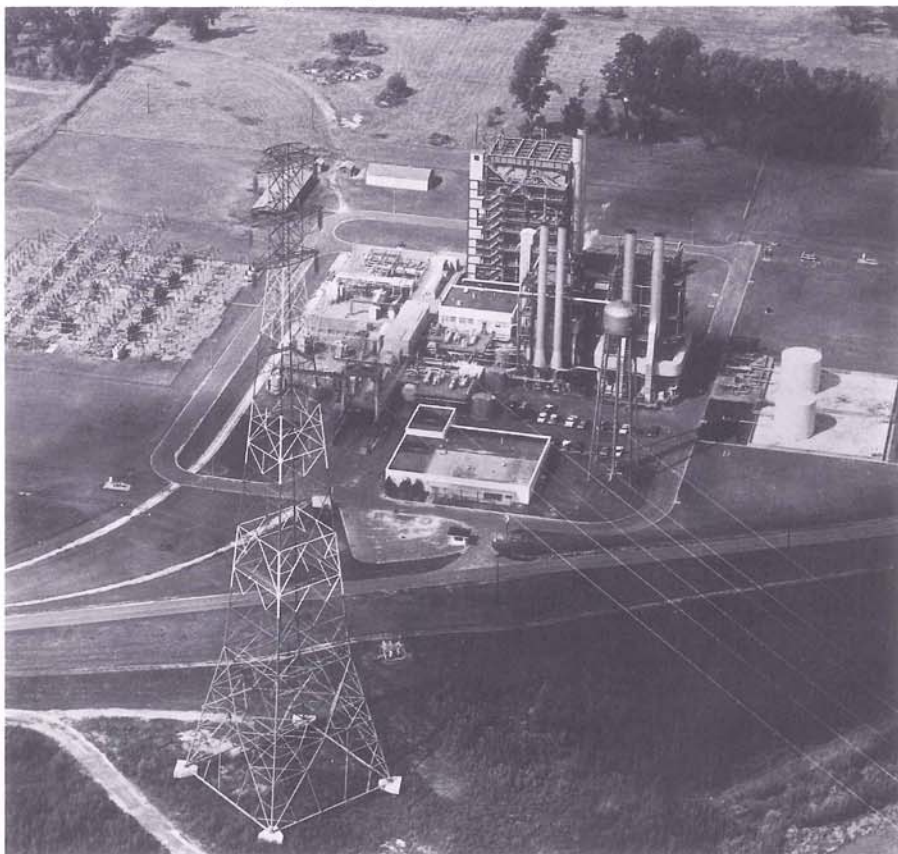
Despite the tremendous strides of the past decade, the potential for future growth is unlimited.

The four-parish metropolitan area's population estimate has reached 1,100,000. This could easily be Jefferson's total alone by 1996.

Increasingly, in the years ahead, the parish government must gear itself to reach this goal.



Long-awaited West Bank Juvenile Detention home is under construction at Gretna Blvd. and Manhattan in Harvey. Juvenile offenders are now being detained in overcrowded parish prison.



Louisiana Power & Light's Nine Mile Point 319,000 kilowatt generating station is the electric distribution center for Kenner. It steps down electric power from 115,000 volts to distribution voltages for Kenner and adjacent areas.

THE ONLY ONE



Now the best is even better!

CERTIFIED LEAD-FREE

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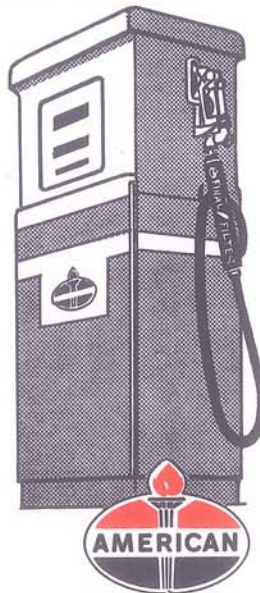
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Amoco Gasoline is the only
100% lead-free gasoline for
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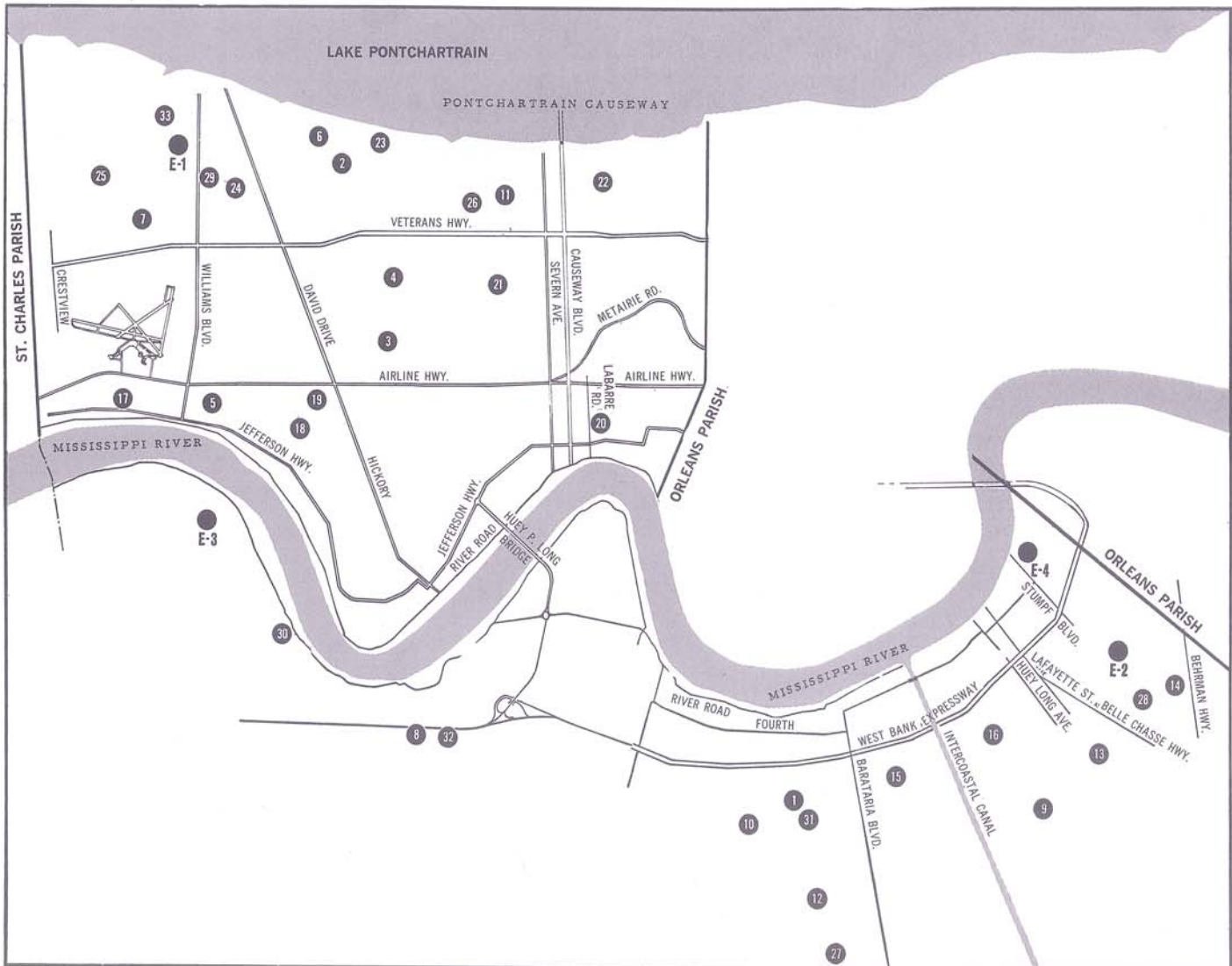
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AMERICAN OIL COMPANY

Harvey, Louisiana

Thirty-Three Schools in Next Five Years is Jefferson's Goal

Parish School Board Outlines Extensive Program



SCHOOL CONSTRUCTION PROJECTS NEEDED TO KEEP PACE WITH PARISH GROWTH

Numbers on map indicate locations of planned school construction projects. They are: (1) Percy Julian elementary, 6520 Linda, Marrero; (2) James Madison elementary, St. Martin and Irving sts., Metairie; (3) Rudolph Matas elementary, Elise ave., Metairie; (4) Phoebe Hearst elementary, Kent between Wabash and Xenia, Metairie; (5) Benjamin Banneker elementary, Upland ave. between Ronny and Creston sts., Kenner; (6) John Quincy Adams Junior High, Avron and Henican sts., Metairie; (7) Granville T. Woods elementary, 30th st., Kenner; (8) elementary in Avondale homes area, Millie dr., Avondale; (9) junior high in Woodland West, Lapalco Blvd., Harvey; (10) L. W. Higgins Senior High for Girls, off Westwood dr., Marrero; (11) Grace E. King Senior High for Girls, Division rd., Metairie; (12) Lily W. Ruppel elementary, Barataria Blvd. at Ames, Marrero; (13) elementary school in Belle Meade Meadowbrook area, Gretna, off Belle Chasse hwy.; (14) Terrytown elementary, Terrytown subdivision, Gretna; (15) elementary school between Harvey Canal and Barataria Blvd., Marrero; (16) elementary school in Maplewood area, Harvey; (17) elementary school in Hanson City, Kenner; (18) Little Farms area elementary, Harahan; (19) elementary school in area of Bunche School, Metairie; (20) elementary school near J. Martyn School, Metairie; (21) elementary south of expressway, west of causeway, Metairie; (22) elementary between Veterans hwy. and Canal No. 2, Metairie; (23) elementary school Avron and Lake Vista area, Metairie; (24) Driftwood subdivision elementary, Kenner; (25) elementary University City area, Kenner; (26) elementary vicinity W. Esplanade and Outfall Canal, Metairie; (27) Estelle area junior high, Marrero; (28) Terrytown junior high; (29) junior high north of expressway near Soniat and Duncan Canal, Kenner; (30) Live Oak Avondale area junior high, Avondale; (31) junior-senior high near Lincoln High school, Marrero; (32) Live Oak Avondale area senior high, Avondale; and (33) senior high vicinity W. Esplanade and William Blvd., Kenner. On the East Bank (E-1) twenty classrooms have been added to Greenlawn School making it a 30-classroom school, and 10 mobile classrooms have been transferred from Greenlaw to T. H. Harris Junior High School. On the West Bank (E-2) 11 classrooms have been added to Terrytown Elementary School, making it a 30-classroom school. Also (E-3) 10 classrooms have been added to Live Oak School making it a 24-classroom school and (E-4) the McDonogh No. 26 school recently destroyed by fire will be rebuilt.

for Fine
Furniture

BARNETT'S



WEST BANK
Oakwood Shopping Center



EAST BANK
Airline at Airline Park

BARNETT'S *Four Fine Furniture Stores*

Downtown • Oakwood
Airline • Gentilly Woods

Jefferson Construction Breaks Record

Estimated value of building permits issued by the Regulatory Division of the Parish Department of Safety soared to an all-time high of \$136.3 million during 1965. This was an increase of \$51 million over the previous record high in 1964.

Evidence of the amazing growth the past year is re-

flected 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 subdivisions and homes as the new Mississippi River bridge continues to spread its traffic to each side.

Record Years Compared

A comparison of the two record years is shown in the following tables:

Number of Bldg. Permits

Number of Bldg. Permits		Estimated Value	
1964	1965	1964	1965
2630	3214	\$ 46,376,841	\$ 55,735,391
240	132	5,091,130	2,711,870
66	150	1,757,720	4,623,040
69	66	11,939,800	9,809,800
3	6	31,000	111,800
5	7		
		Recreational Bldgs.....	365,700 721,400
11	10	Churches & Other Religious Bldgs.....	1,328,587 2,760,900
3	10	Industrial Buildings.....	440,000 33,875,600
315	371	Residential Garages & Carports.....	292,879 304,700
6	9	Service Stations.....	169,000 203,500
3	5	Hospitals & Other Institutional Bldgs.....	225,000 3,986,500
4	3	Office, Bank & Professional Bldgs.....	127,000 349,500
4	2	Public Works & Utilities Bldgs.....	1,368,930 22,500
14	20	Schools & Other Educational Bldgs.....	2,759,834 4,834,042
119	146	Stores & Other Mercantile Bldgs.....	8,694,867 9,389,290
272	269	Structures other than bldgs.....	403,715 493,605
2148	2589	Additions & Alterations to Houses.....	2,939,494 3,832,066
231	424	Additions & Alterations to other Bldgs.....	1,108,750 2,623,144
6223	7433	\$ 85,420,047	\$ 136,388,648

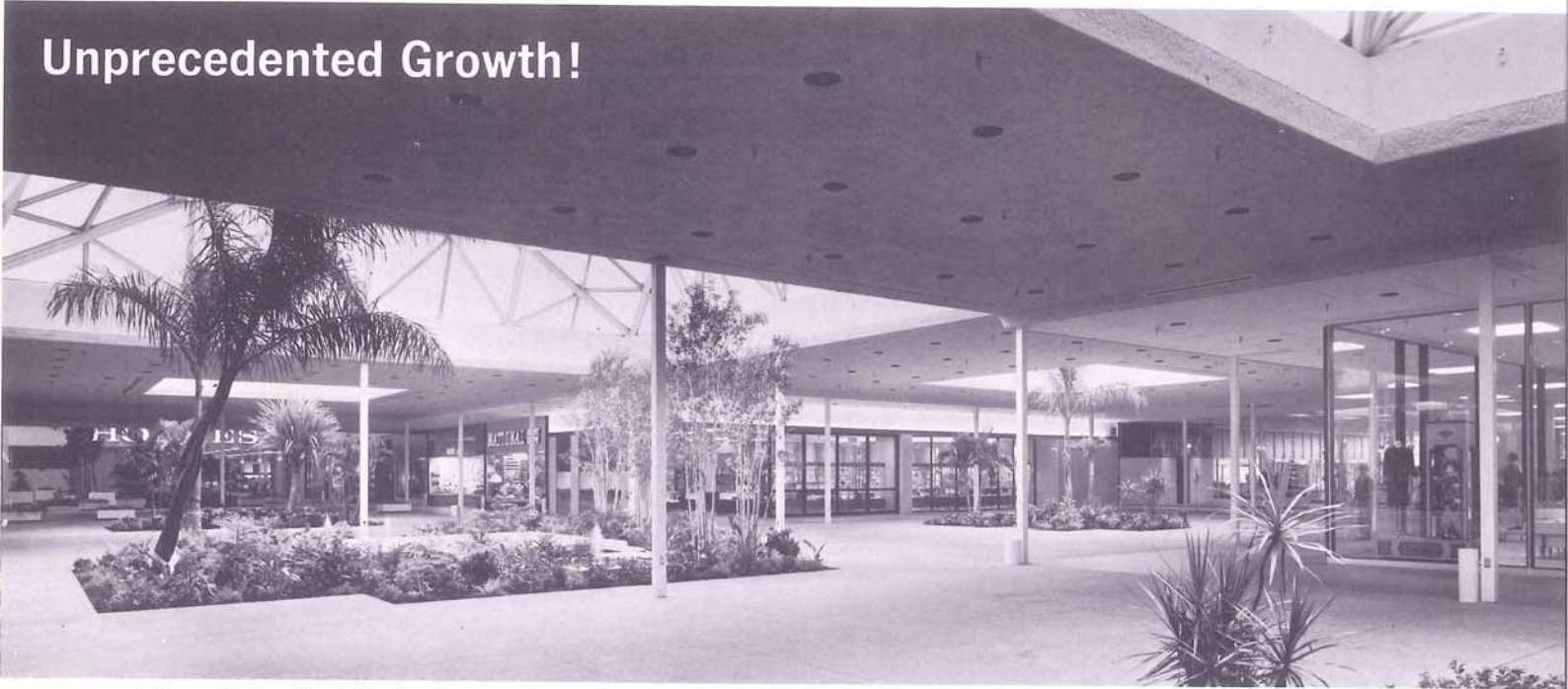
The steady growth pattern in the estimated value of building permits since 1957 is shown in the following comparison:

Estimated Value	All Construction	No. of Permits	Residential Only
1957	\$ 37,744,375	6122	\$ 25,690,924
1958	59,714,533	6314	36,065,698
1959	58,358,356	6987	42,066,624
1960	52,967,535	6142	31,695,235
1961	58,519,932	5804	37,163,345
1962	67,838,369	5959	49,971,421
1963	74,292,543	5646	50,968,496
1964	85,420,047	6223	65,165,491
1965	136,388,648	7433	72,880,101

Breaking these figures down shows an interesting trend in the four categories:

	One family	Two family	Three & Four family	Five or More family
1957	\$ 23,790,224	\$ 1,023,800	\$ 576,100	\$ 300,800
1958	30,304,178	2,639,920	1,328,700	1,792,900
1959	41,238,324	578,300	77,000	173,000
1960	31,096,135	380,100	65,500	153,500
1961	34,656,735	562,100	261,500	1,683,000
1962	43,335,235	970,300	89,000	5,576,886
1963	38,776,446	2,951,940	2,603,110	6,637,000
1964	46,376,841	5,091,130	1,757,720	11,939,800
1965	55,735,391	2,711,870	4,623,040	9,809,800

Unprecedented Growth!



Oakwood—the West Bank's Newest Shopping Center



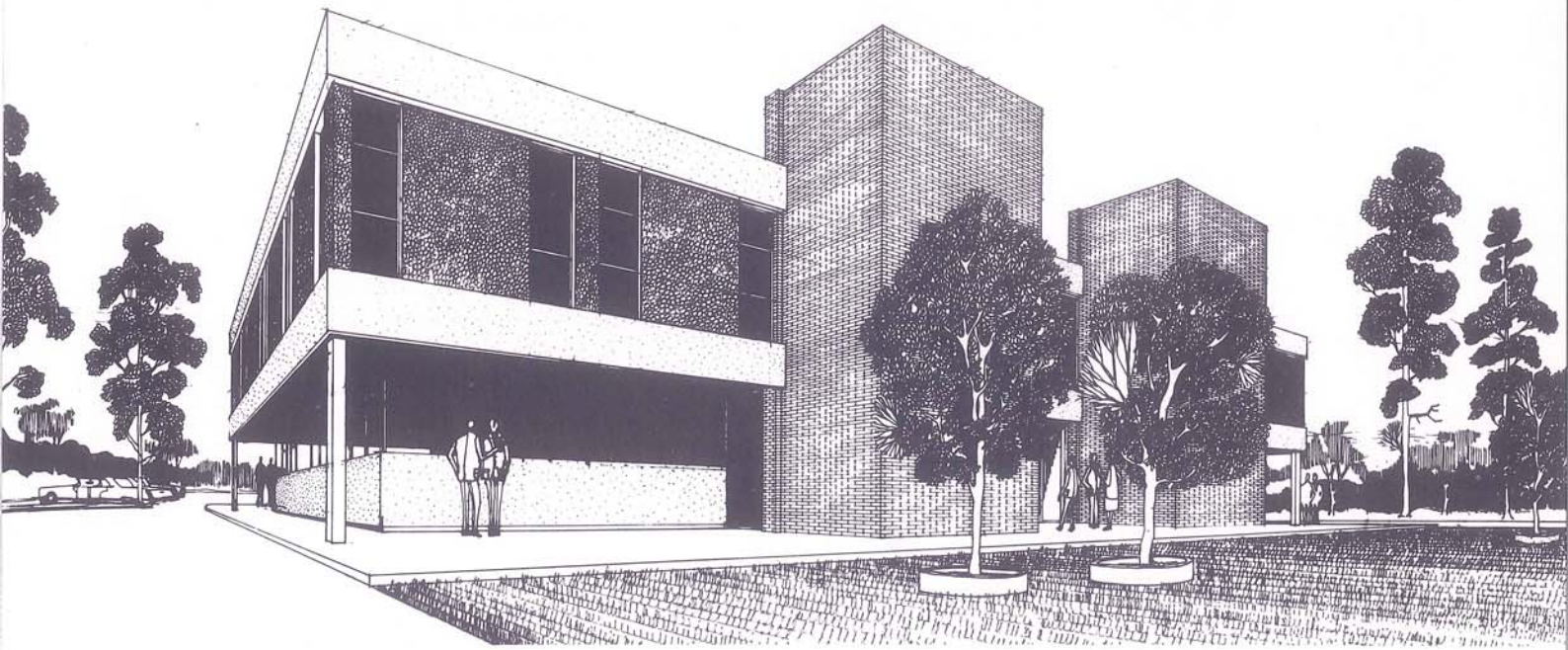
Gatehouse Apartments in East Jefferson have doubled in size during 1966



Stumpf's Westside Shopping Center continues to expand



Woodland West is one of many new subdivisions on the booming West Bank



The new Mothe Life Insurance Building



Lattie complex office building on Causeway Blvd.

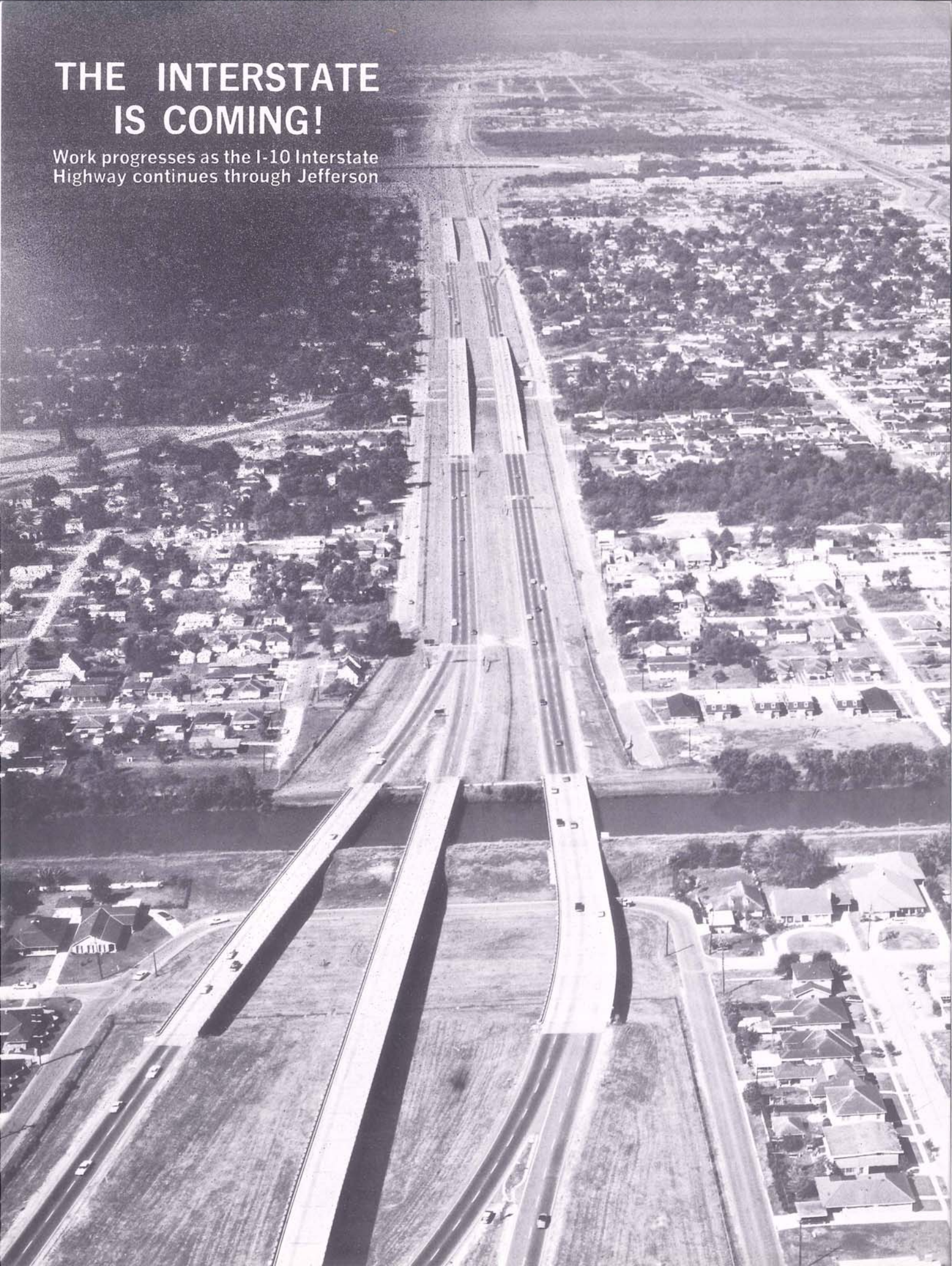


Marina to be completed at Causeway Blvd. at Lakefront

The year 1966 has been one of unprecedented development in Jefferson Parish. Evidence of this amazing growth 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, apartments, office buildings, industrial developments and shopping centers.

THE INTERSTATE IS COMING!

Work progresses as the I-10 Interstate
Highway continues through Jefferson



State-Federal Highway and Bridge Improvements

Jefferson Parish has received over \$28.4 million in highway and bridge improvements during the McKeithen Administration, including Federal Interstate Highway 10, Aid-to-Parish and Farm-to-Market projects totalling 157 miles.

Just as the new Mississippi River Bridge drastically cut travel time to West Jefferson, Interstate Highway 10, nearing completion in East Jefferson, is unsurpassed for convenience and accessibility.

The "I-10" embodies the highest engineering and safety standards known and is completely free of traffic obstructions. With no stop signs, no traffic signals or cross movement of vehicles at grade level, traffic flow is completely free.

Easy Vehicular Movement

Now, for East Jefferson suburbanites, downtown New Orleans is only minutes away with its financial, medical, entertainment and shopping facilities.

Improved traffic flow means reduction of traffic fatalities, monetary savings for every motorist and an ease of vehicular movement which is vital to Jefferson's growth.

The needs of the rural areas, too, are just as important. The so-called "farm-to-market-roads" are an integral part of Jefferson's highway network just as the big interchanges and multi-lane freeways are in the highly developed areas of the parish.

State, federal and parish road builders are working together as partners in progress to keep Jefferson growing.

74 Projects Initiated

Since May, 1964, seventy-four projects involving state and federal highway and bridge improvements have been initiated.

Of these, 49 have been completed and 25 are still in various stages of construction.

Active Interstate 10 projects include:

- 4.6 mile embankment between Kenner and New Orleans (\$11.3 million)
- Bridge structures between Williams blvd. and N. Causeway Blvd. (\$3.7 million)
- Williams Blvd. interchange (\$2 million)

Active Aid-to-Parish projects are:

- Asphalt paving one-half mile Avondale-Bridge City route (\$167,000)
- Interchange crossover at Stumpf and Hancock in Gretna (\$15,000)
- Reconditioning Harahan streets (\$10,000)
- Highway department buildings at Marrero (\$63,000) and Grand Isle (\$21,000)

Farm-to-Market Paving

Active Farm-to-Market construction includes:

- Asphalt paving of State Route 18 between Avondale and Bridge City (\$407,000)
- Asphalt paving of Marrero-Wagner Bridge Highway, State Route 45 (\$178,000)
- Asphalt turn lanes at Jamie Blvd. in Avondale (\$75,000)
- Bituminous surfacing of Rose Thorn Road, State Route 303 (\$27,000)
- Bridge repairs at Kerner's Ferry, Bayou Barataria (\$35,000)
- Culverts along Williams Blvd., state route 49, (\$14,000)

Completed Road Projects

Completed Interstate 10 projects included concrete paving of 1.8 miles of Williams blvd., and a 2.2 mile segment including chain link fence along Interstate 10 west of Causeway blvd.

Completed Aid-to-Parish construction included the \$220,246 bituminous surfacing of Ward One roads; Stumpf Blvd. concrete paving extension in Gretna (\$119,856); miscellaneous street work in Kenner and Grand Isle and Pontchartrain Causeway striping.

Completed farm-to-market projects totalled 34, too numerous to detail here. Notable among these were crossovers on the West Bank Expressway, a new Bayou Barataria bridge at Wagner and repairs to the Harvey Canal bridge and the Bayou Barataria bridge at Kerner's Ferry.

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Parish School Board Outlines Extensive Program

In the face of bulging enrollments, the Jefferson Parish School Board has embarked on an ambitious construction program.

Board members are aware of the needs and plan this tremendous improvement program just to keep pace with parish growth.

What the parish's educational system must provide is best summed up in a glance at recent growth figures. In just a little more than 20 years the number of students in Jefferson increased from 8,339 to more than 50,000. And the prospects are that within the next five years some 20-25,000 more students will be classroom-bound.

Paul M. Pope, Jr., board member and chairman of the building program, makes this observation: "The parish must complete one new classroom each week throughout 1966 to keep up with the parish growth."

Planning Director

At this time the board has 13 new school designs being planned or under construction. Add to this construction of additions and renovations to 24 other schools.

In January, 1965, the board interviewed 50 architects (and has since commissioned 26 firms for school work) and augmented its planning department. It hired a new planning director, Neil F. Pendleton, added to his staff a field inspector, real estate researcher, drafting and secretarial personnel and a coordinator.

All new schools will now be provided with language labs, fully-equipped home economics departments, and full equipment for business education. Jefferson's three major high schools are all equipped now with electrical

typewriters for advanced students.

Junior and senior schools to be built will be air conditioned and all new elementary schools will have roughed-in elements for future cooling plants.

Some Platooning

The first of the new schools is already completed. This is the Percy Julian school in Marrero on the West Bank and the board expects that two or three new schools will be completed this year.

Until the expansion plan can catch up with the needs, school officials are forced to platoon some schools simply to seat all of the students. Secondary school spaces are still at a premium as primary pupils graduate to the next level. But school officials hope that the platoon systems can be abandoned in 12 to 15 months.

Even with sufficient building funds available, determining a school construction program is no easy task. Long range plans must be carefully spelled out based on needs and population movements.

Pendleton selected the per cent-survival technique for determining these plans. This is a widely used and proven method of calculation in the U.S. today.

Under this technique, enrollment of each grade is estimated for the coming year by calculating the percentage of survivors moving forward to the next higher grade. Percentages involve parish changes such as major industry moves, land developments, highway changes and economic growth or recession. These determinations are coupled with drop-out tendency, birth rate, availability of financing in particular areas, growth patterns in Catholic and private schools and normal growth of the district.

Progress Report

Pendleton's aims are directed at improving and adding to existing schools and construction of new schools using the sight of 25 pupils per classroom as the ideal goal. To help achieve this goal planners are sticking to five-year projections.

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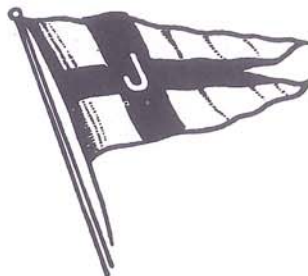
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Already under construction are the James Madison elementary (to relieve Bissonet Plaza); the Rudolph Matas elementary and the Phoebe Hearst elementary (to relieve Airline Park, Bridgedale and Ella Dolhonde Elementary schools).

Also under way are Benjamin Banneker elementary (to relieve Washington and Bunche schools), and John Q. Adams Junior High (to relieve T. H. Harris Junior High). Also a new gymnasium is being built for the Harris school.

Soon to be let for construction bids are: Granville T. Woods elementary, to accommodate Lincoln Manor subdivision; and a yet unnamed elementary school to be built in the Avondale Homes area.

In final planning stages are: an unnamed junior high to be built in the Woodland West subdivision, the L. W. Higgins Senior High on the West Bank (to relieve West Bank Jefferson High for Girls), the Grace King Senior High for Girls on the East Bank at Division rd. and the Lily White Ruppel elementary to relieve the Miller Wall school.

Other Projects

The balance of the schools set for the five-year plan, and the number of classrooms they will provide are:

Elementaries: Belle Meade-Meadowbrook area of Gretna (24); Terrytown (24); between Harvey and Baratavia blvd. (24); Maplewood area of Harvey (18); in Hanson City area of Kenner (30); Little Farms (30); area of Bunche school (12); near John Martyn school on Shrewsbury rd. (12); south of expressway and Metairie Lawn (18); between Veterans hwy. and Canal No. 2 (24); in Avron and Lake Vista vicinity (20); in Driftwood subdivision (30), and in University City area (20).

Junior High schools planned are in the Estelle area in Marrero (36-40); Terrytown (36-40); north of expressway near Soniat and Duncan Canal (20), and in Live Oak-Avondale area (24).

Senior high schools scheduled are in Marrero near Lincoln High

Continued on Page 82

Judge Heebe Elevated to Federal District



Monday, May 2, 1966 at 10 a.m. was a proud moment for Jefferson.

It was precisely at that moment that Frederick J. R. Heebe, a native of Gretna, was sworn in as federal district judge for the Eastern District of Louisiana.

Well-known and respected for his business and civic achievements and as a tireless worker for community betterment, Judge Heebe was elected West Bank Councilman-at-Large in 1958 in his first bid for public office. Two years later, on December 29, 1960, he became a judge of the 24th Judicial District Court.

His outstanding record in this important state court made him the logical nominee for a vacancy on the federal bench created when Judge Frank B. Ellis retired.

U. S. Senator Allen J. Ellender, who made the nomination, cited the West Bank jurist for his "outstanding ability as a trial lawyer, his excellent character and even temperament."

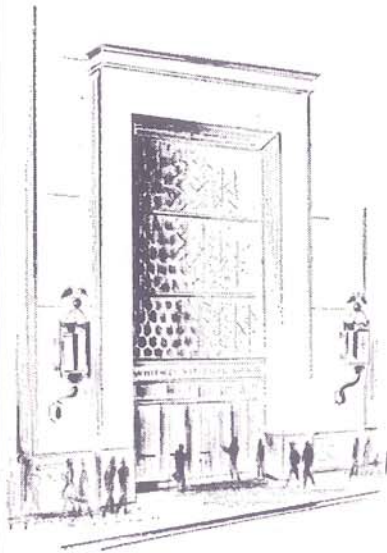
Ellender also said, "Perhaps the best recommendation I can offer for confirmation of Judge Heebe's nomination is that his appointment has the overwhelming approval of the members of the Louisiana bar, officials with whom he has served in his native Jefferson Parish and people of his area who know him best.

"During my long tenure in the Senate no one ever recommended by me for a judicial appointment has received such universal approval."

Rep. Hale Boggs praised Heebe for his "devotion to the highest order of justice with an abundance of concern for his fellow man. As a district judge, he has sought to help those who have strayed from the right path to understand that he is very much concerned about their welfare and their rehabilitation. He

Continued on Page 82

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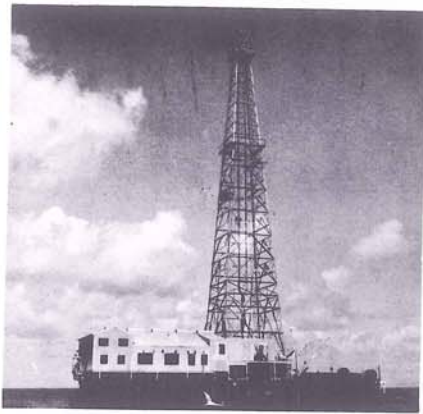
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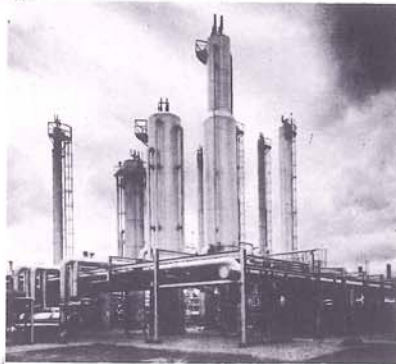
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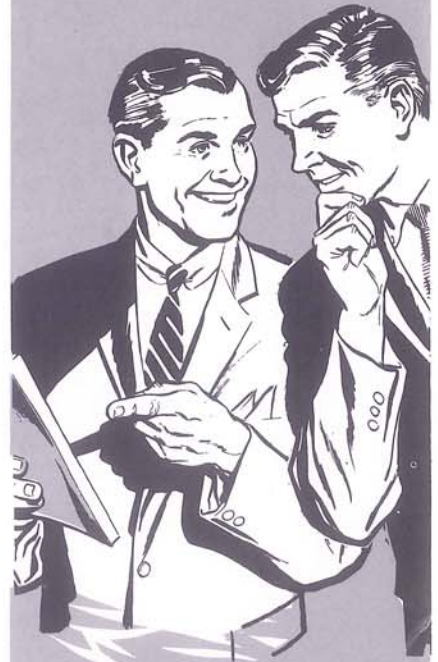
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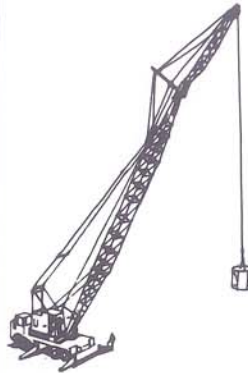
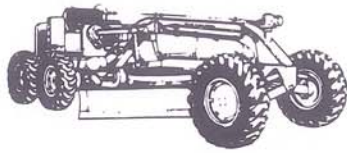
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SOUTHERN BELL EXPANDING WITH JEFFERSON

During 1965 industry and business in Jefferson Parish worked as a team and prospered in spite of damage caused by Hurricane Betsy. The prosperity of the parish is a tribute to the character of the people and the determination of parish officials and businessmen to push forward.

Southern Bell Telephone Company has tremendous confidence in the economy of the area. Their job is to provide telephone service 24 hours a day—365 days a year. In order to do this during the past year Bell spent some 11 million dollars in new construction and expansion projects. The money invested was used for land, buildings and local and long distance equipment.

Typical of the telephone company projects were the \$600,000 switching equipment addition to the Riverside office at 1020 Hancock Street in Gretna and a \$250,000 addition to the office at Marero.

Other progressive steps included the establishment of an information office at 2728 Metairie Road and the opening of a new employment office on Veterans Highway.

The information will serve the needs of the East Jefferson area and will also provide full time and part time job opportunities for the