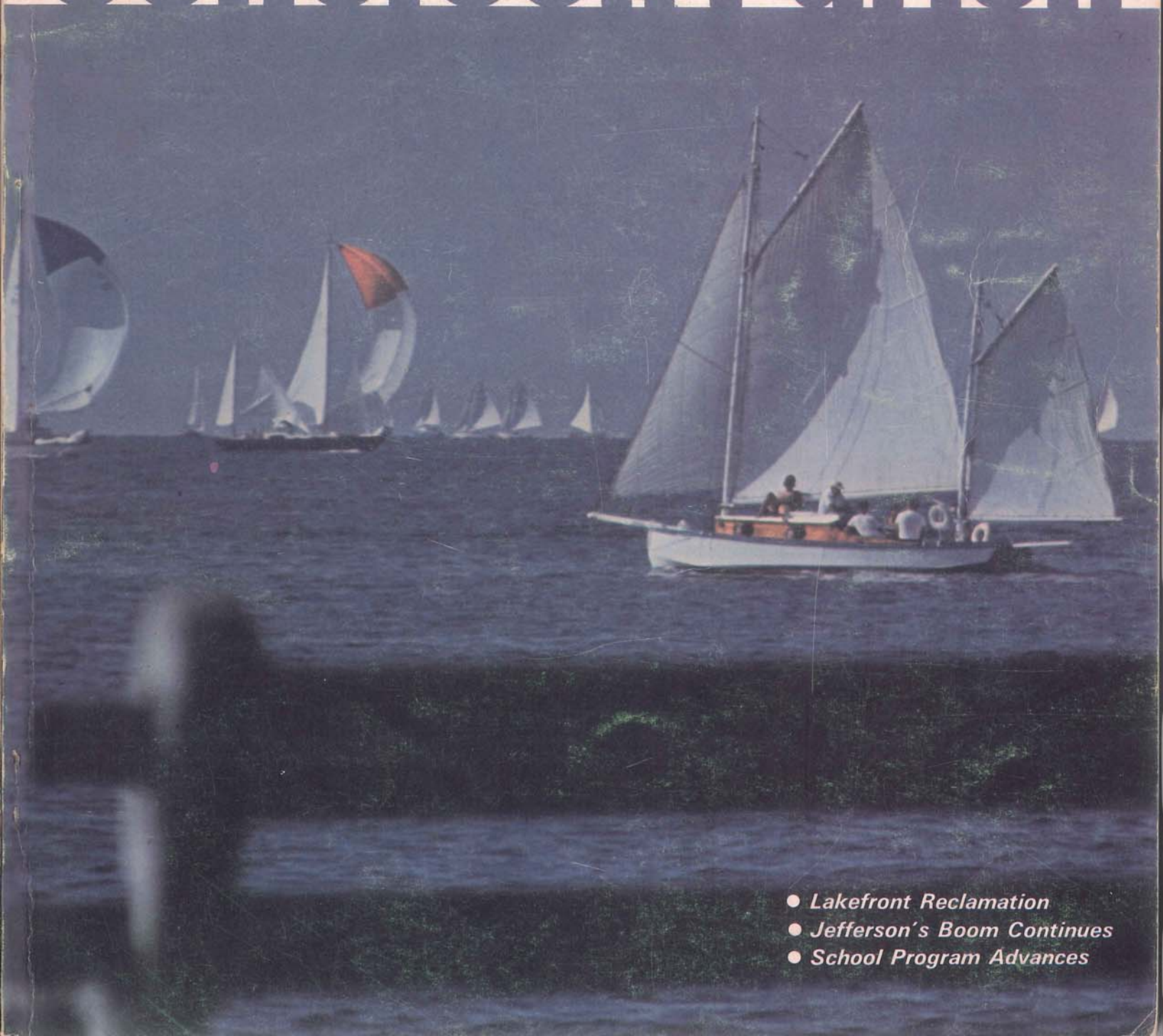
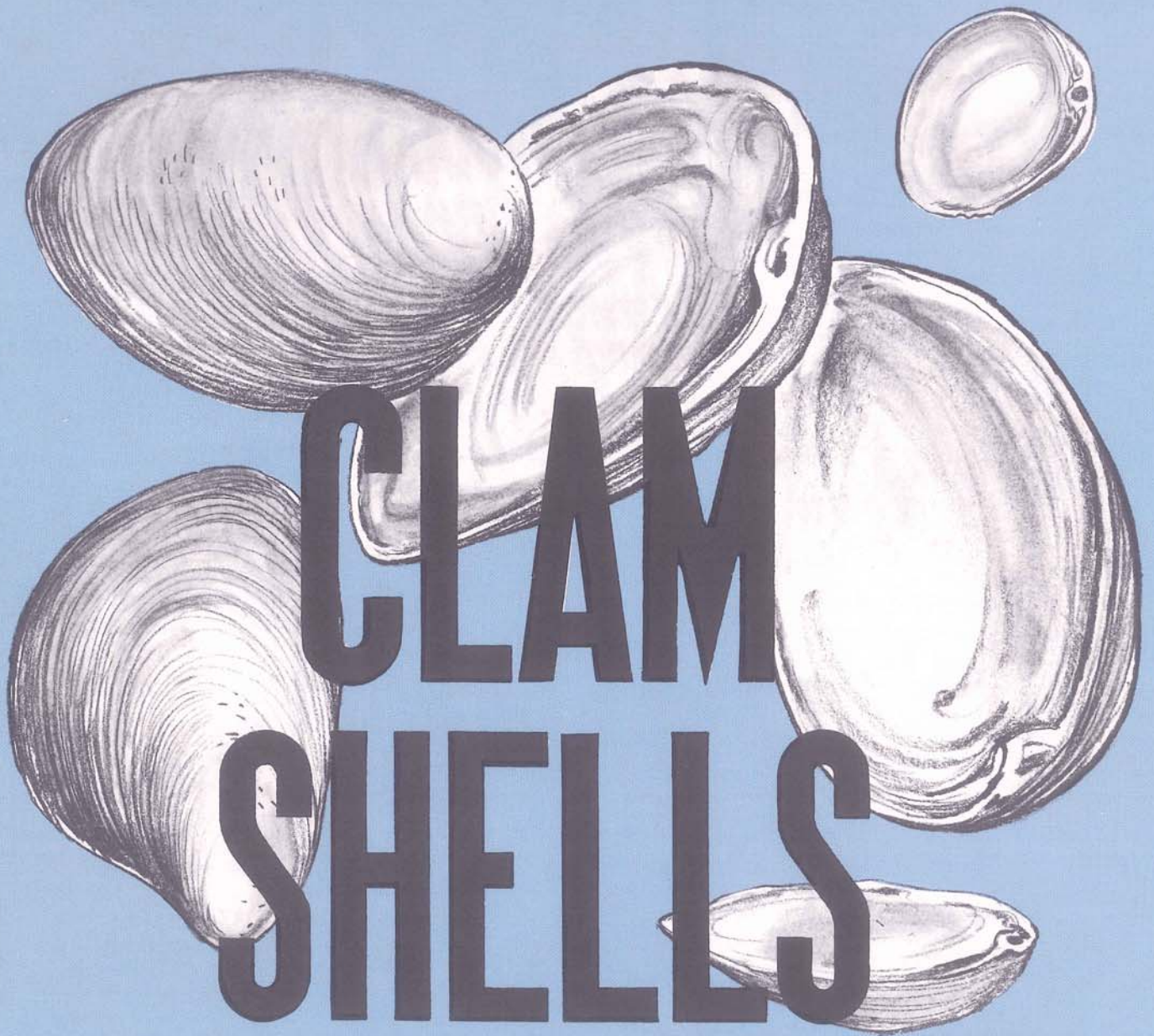


# Jefferson Parish



- *Lakefront Reclamation*
- *Jefferson's Boom Continues*
- *School Program Advances*





# CLAM SHELLS

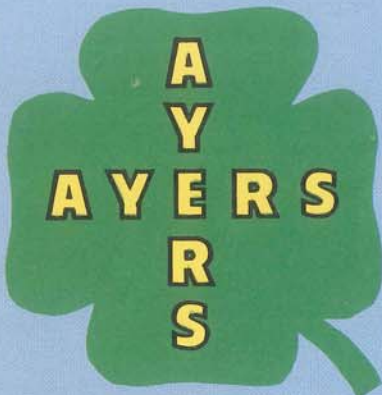
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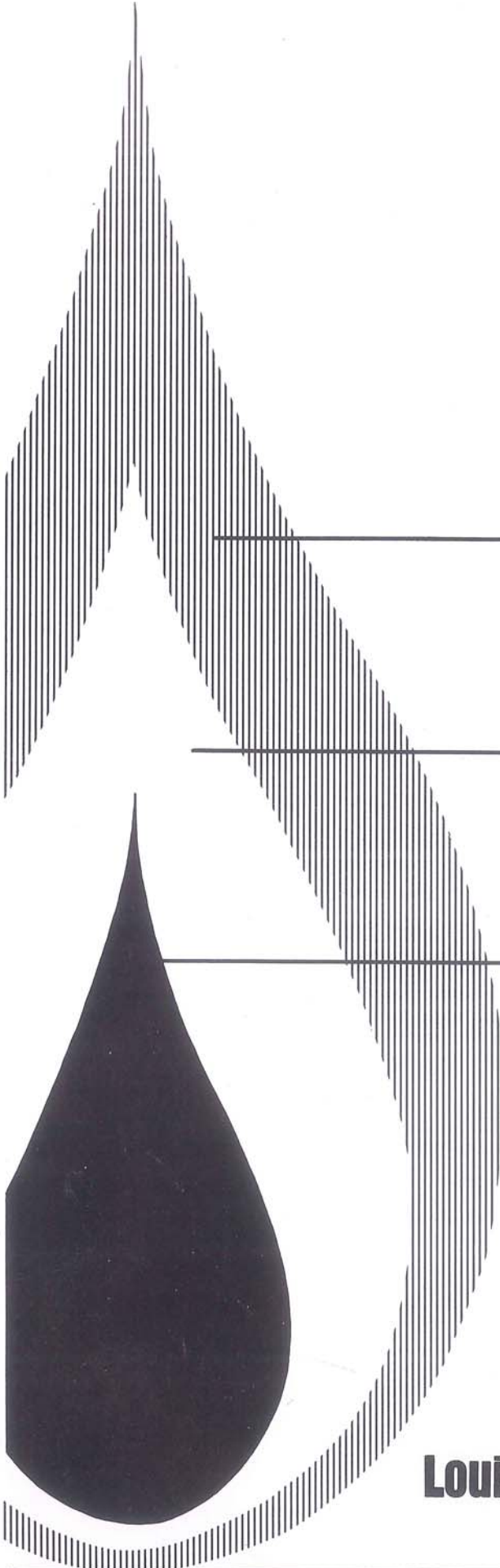


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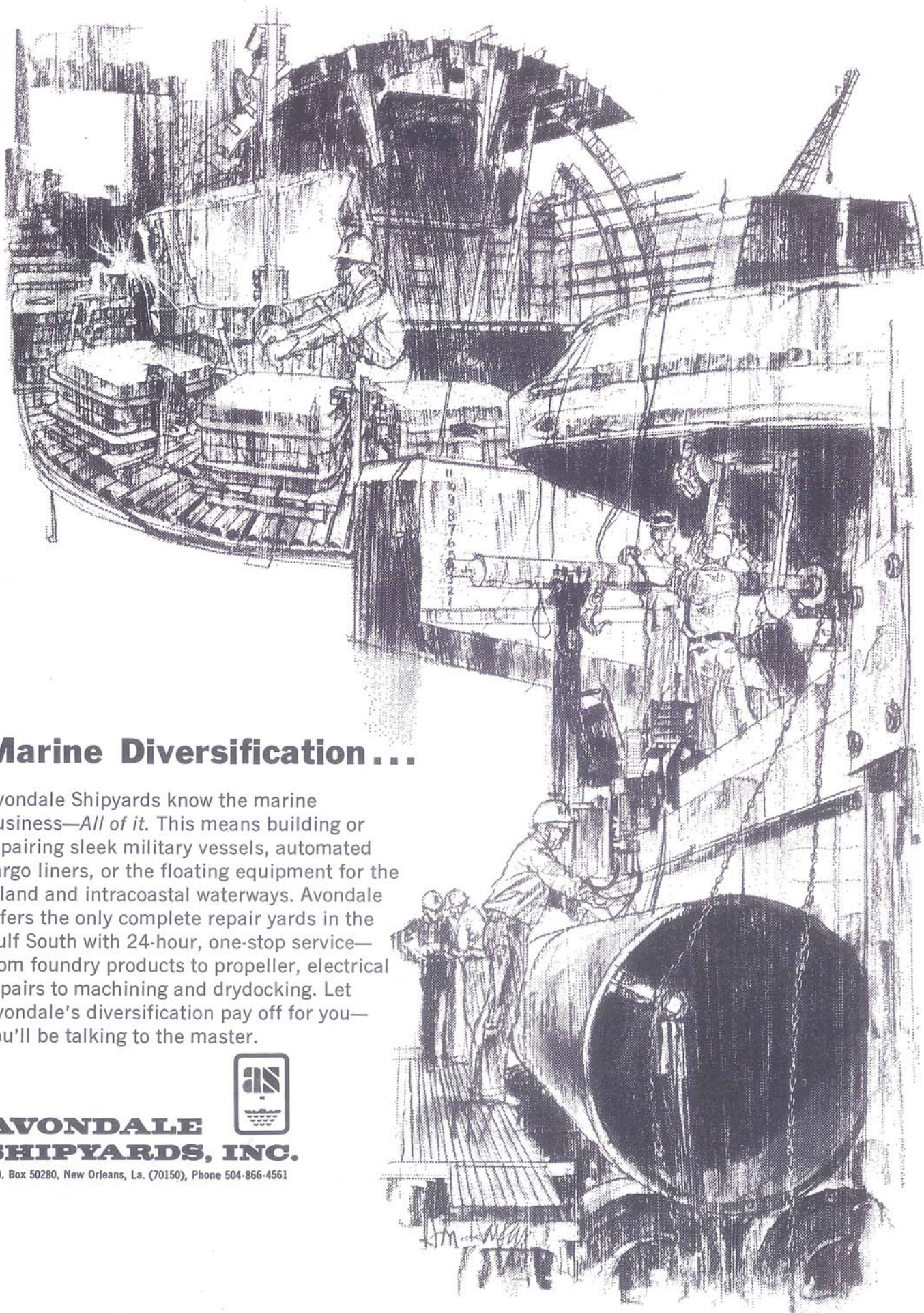


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# Welcome to Jefferson

Welcome to the second largest parish in Louisiana.

Residential and industrial growth, since 1964, has exceeded that of any county or parish of comparable size in the south.

Here, in the most concentrated industrial area in the deep south, are four of the largest manufacturing plants of their kind in the world.

Yet, Jefferson is also a genuine sportsman's paradise. Its marshes, lakes and wooded areas abound with game, fowl and fish.

Over 15,000 people a year are pouring into the parish—a clear indication that Jefferson's greatest appeal is to homeowners. In fact, the average age of our citizens is only 26 years of age. And our educational level and family incomes are well above the national average.

The vigorous, progressive leadership of the president-council team has been responsible for this tremendous growth and unparalleled prosperity, bringing to Jefferson a mature and stable political climate.

Proof that Jefferson is the fastest growing, most progressive parish in the state can be found on every page of this annual report.

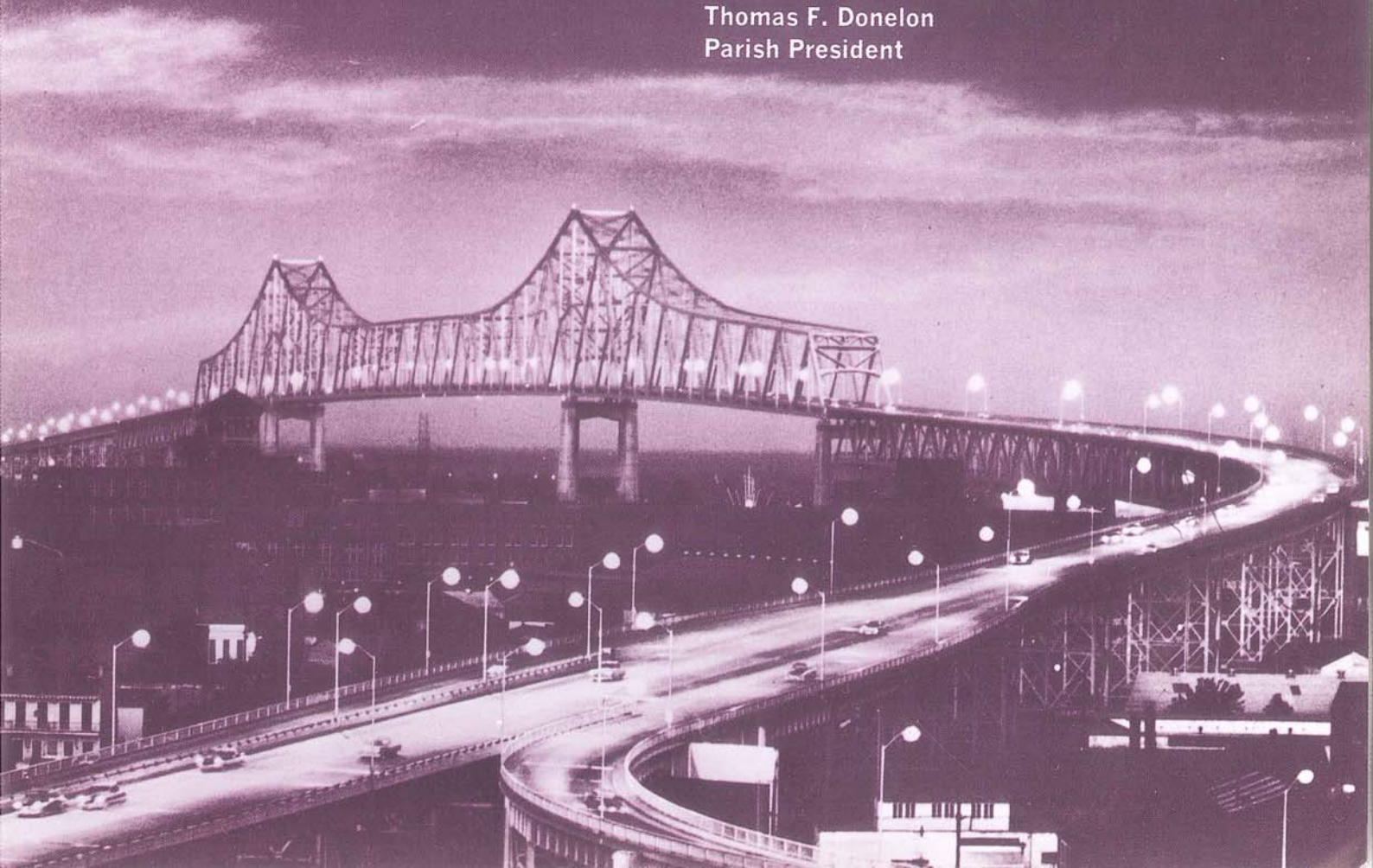
We have developed sound master plans for the orderly growth and development of our parish—a massive public improvements program that anticipates our needs for the next 30 years.

Whether you're looking for an industrial site, a commercial location or an ideal place to live—you're most welcome here.

Come sample our hospitality and sincere friendship. You may never want to leave.

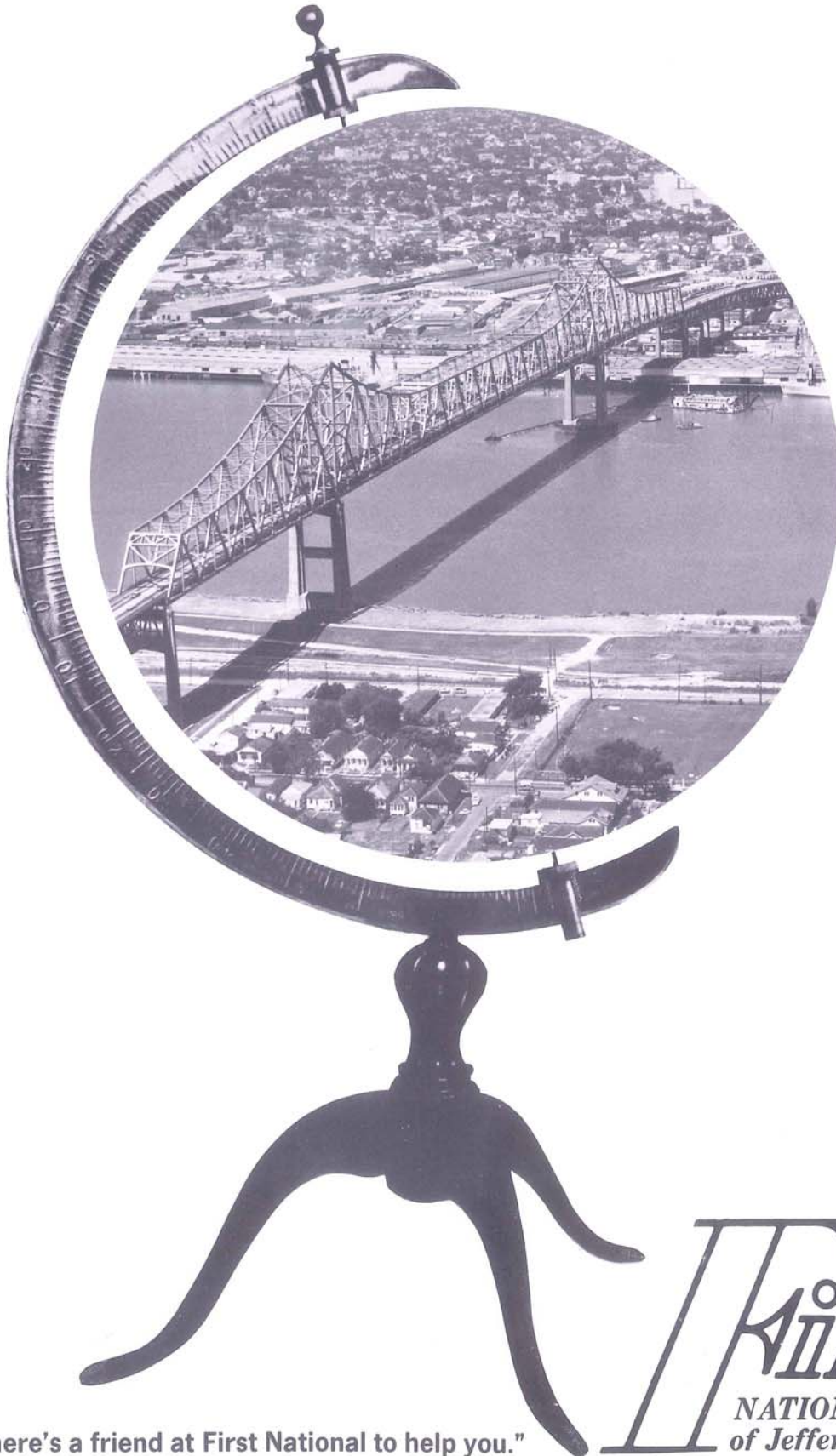
Cordially,  
*Thomas F. Donelon*

Thomas F. Donelon  
Parish President





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# In the Beginning...

Jefferson Parish, like all of Louisiana, was in the beginning a tiny bit of silt deposited by the turbulent waters of the Mississippi on their eternal race to the sea.

For scientists tell us that our part of the United States, at one time, was all Gulf of Mexico up as far as what is now Port Gibson in the state of Mississippi . . . and that Ol' Man River, ceaselessly for centuries, brought down the filched topsoil of the North American Continent, two to four million tons every twenty-four hours, and patiently placed it layer upon layer, farther and farther southward, until the Deep Delta finally rose out of the water and became land, ready for flora and fauna—and man.

Much later, just when and whence nobody knows, came the Indians who, in their time, traveled the waters and occasionally built their villages in Primeval Jefferson. How many centuries the red men reigned supreme, lonely lords of all they surveyed in this lush, semi-liquid, lovely land is still a matter of scientific conjecture.

## History of Jefferson Comes Alive

Actually, although over twenty centuries old, the recorded history of Jefferson comes alive in the sixteen years (1809-1825) before it became a parish.

These were the fabulous days of Jean Lafitte.

Jean Lafitte died in Yucatan of yellow fever in 1826 one year after Jefferson became a parish.

His colorful legend is re-told by Charles Colbert to support his belief that the land of Lafitte can be developed into a natural tourist attraction equal or superior to Six Flags or Disneyland.

Jean Lafitte and his privateers were first to recognize the many advantages of southern Jefferson Parish. Their base of operation was the Baratavia Bay area which was remote enough to satisfy the most uneasy pirate while still affording good communication by water with the growing metropolis of New Orleans.

Today, the colorful legend of Lafitte the Pirate, has been passed down by families of the Baratavia Bay region. Many claim direct descendancy and still enjoy the same unique pleasures of life and environment. The large oaks on Grand Isle, planted by Lafitte and his men for Hurricane protection today serve as a reminder of the potential beauty and incipient vulnerability of this unusual area.

## Smuggled Slaves in Vieux Carre

Life in Baratavia, before Jean Lafitte organized it as a commercial venture, consisted of a sea going community living from daily catches but also engaged in intercepting Cuban ships, buying slaves and transporting them to New Orleans tax free. The Lafitte brothers developed a system for distributing the smuggled slaves through their Blacksmith shop in the Vieux Carre. They were agents for the "Baratarians" but were not directly associated with the membership of the colony.

An especially profitable year was 1809 since an embargo against the import of slaves created a shortage. However, in 1810 disharmony arose in the Baratavia colony with the influx of a new faction. The British had successfully dispersed the community of privateers and pirates on

*Continued on page 122*

# Jefferson Parish

1967 YEARLY REVIEW

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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<b>School Progress Continues</b> . . . . .	<b>80</b>

**Departments:** Mosquito Control, 29; Sewerage, 35; 3400 Acres, 36; Drainage, 39; Water, 43; Medical Facilities, 45; Health Unit, 46; Transportation, 47; Fire Protection, 53; Building Permits, 55; Computer System, 55; Library Division, 57; Recreation, 61; other Departments, 125.

**Municipalities of Jefferson:** Gretna, 66; Kenner, 74; Harahan, 78.

**Features:** Welcome to Jefferson, 5; In the Beginning (Grand Isle and Lafitte), 7; Southern Bell, 104; Parish Officials, 65.

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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*Jefferson's greatest attraction is still to the homeowner. Dramatic increase in residential construction since 1964 all over the parish has brought many fine new homes, like these.*





# Jefferson Continues Unparalleled Growth

## **Record Industrial, Commercial, Residential Development Sparked by Parishwide Master Planning, Vigorous and Progressive Leadership**

Many urban communities are absorbed in problems of revitalizing downtown business districts, replacing sub-standard dwellings in long established neighborhoods and preserving their historical past. Basically, big cities are old cities and must turn their attention to redevelopment of existing inward areas.

Others . . . boom towns, spawned in a wartime economy, reached their peak years ago and are gradually declining.

A few are company towns, wholly dependent on a single large industry for survival.

This is not true of Jefferson Parish.

Since 1964, it has experienced a remarkable industrial and residential growth unparalleled in its history.

**Now the second largest parish in the state, its annual rate of growth continues to exceed that of any comparable county or parish in the south.**

**The population has rocketed from 180,000 in 1958 to 325,000 today, exceeding all predictions.**

Construction activity continues at a feverish pace and the sound of pile drivers is heard everywhere.

Bulldozers have cleared the way for 18,000 new homesites in East Jefferson alone.

### **Million Population Predicted**

Experts predict a parish population of a half-million within 15 years, soaring to a million when the vast potential of the west bank is fully realized.

Preparing for this population growth of course, has brought problems. The parish governing authority, led by its President-Council, has at times been hard pressed to meet the sharp demand for essential citizen services.

How well these officials have met the challenge with vigorous, progressive leadership brightens every page of this annual report.



For the first time, sound master plans for systematic growth have been developed for both East and West Jefferson.

Since 1964, citizens have approved over \$100 million in capital improvements submitted to them by the parish administration.

Included are bond issues totaling \$38.8 million (streets); \$37.2 million (water); \$9.7 million (drainage) and \$16.7 million for the 3400 Acre petition program.

These massive public improvement programs are preparing Jefferson not only for residential growth but for commercial and industrial expansion as well.

#### **Industry Aids Port**

Already, 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.

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, package of cane syrup and molasses.**
- **Southern Shell Fish Co., Harvey, shrimp canner.**

Avondale Shipyards, Inc. is the largest employer in the state with 8,000 employees. It is also the largest shipbuilder in the south, with a backlog of \$700 million in contracts.

Within its 426 square miles, Jefferson enjoys an abundance of natural resources such as water, oil, natural gas and rich



*Derrick barges lift record 800 tons in construction of industry's newest major sulphur mine at Caminada, six miles off Jefferson's Gulf Coast. Caminada and Grand Isle (both in Jefferson), the world's only off-shore mines, are operated by world's largest sulphur producer.*

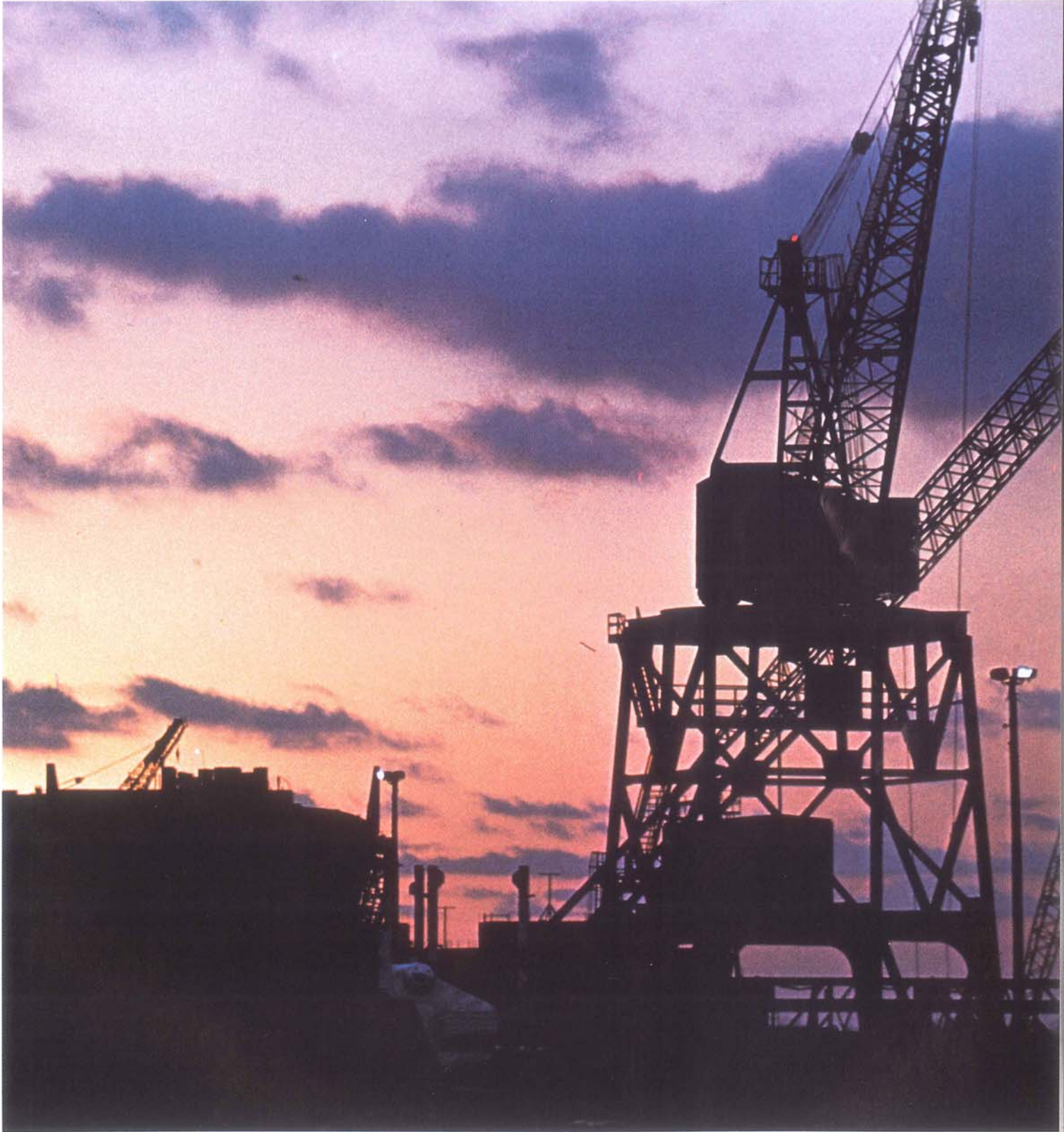


*One of the most heavily concentrated industrial areas in the south, Jefferson offers every possible inducement to industry including a skilled labor force.*



# GROWTH

Strong right arm of the Country's Second Largest Port, Jefferson is an important part of America's Little Ruhr Valley, the fastest growing, most concentrated industrial area in the Nation.



*Shipbuilding is a "nonstop" industry. On West Jefferson's river bank is the south's largest shipbuilder with 8000 employees, backlog of \$700 million.*



soil. Helping to attract new industry 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.

#### **Major Oil Supplier**

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.

**Jefferson is one of five parishes whose combined crude**

**oil production represents 70 per cent of the state total.**

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.

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.

#### **Pirates Become Patriots**

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 na-**

**tion'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 four 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 indications of Jefferson's growth are its assessed property values which skyrocketed to \$288 million in 1967 . . . up from \$127 million in 1958 and sales tax collections which in 1967 totaled \$13 million compared to \$8.5 million in 1966.

#### **Other Growth Factors**

Other growth factors are reflected in these comparisons between 1958 and 1967.

- **Building permits soared in value from \$37 million to \$93 million.**
- **Traffic on the toll-free Mississippi River bridge at Gretna jumped from 5,000 to 60,000 a day, including an increase of one million vehicles this year over 1966.**
- **Public School enrollment increased from 29,000 to 55,000 students with some schools forced to platoon.**
- **Catholic School enrollment jumped from 11,191**

*Continued on page 59*



# 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.

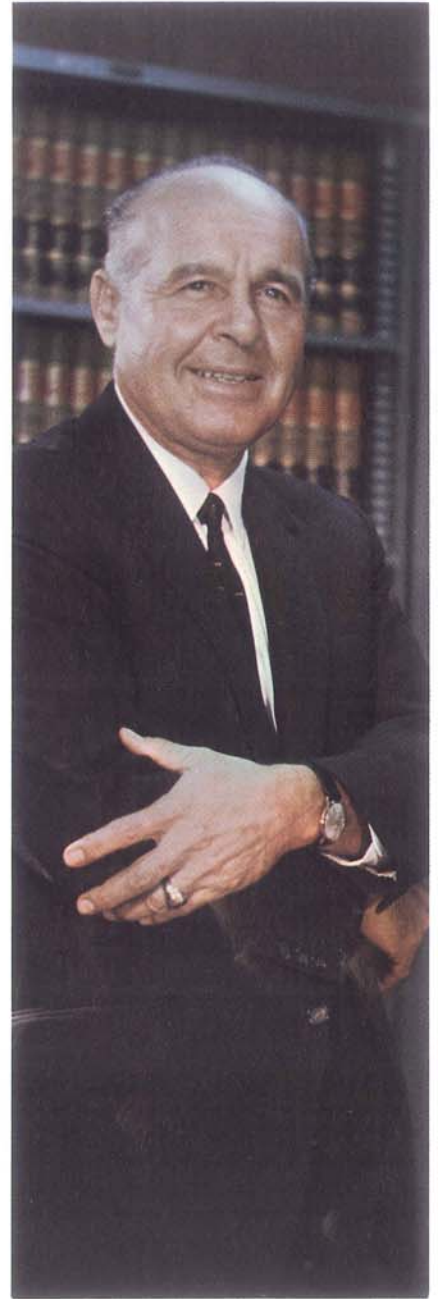
Mr. LaForest is a former social sciences and physical education teacher at West Jefferson High where he also served as assistant football and basketball coach.

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.







# Jefferson's Oldest Industry

With the exception of oil and gas, fisheries are Louisiana's largest industry, supplying one sixth of the nation's annual catch.

In Jefferson, commercial fishing—especially oyster and shrimp production—has long been a major economic factor.

Southern Shell Fish Company, a Harvey shrimp canner, is the largest manufacturing plant of its kind in the world.

In fact, shrimp was first canned commercially in the state exactly 100 years ago on Grand Terre across the strait from Grand Isle.

Record year for shrimp in Louisiana was 83 million pounds in 1963 while oyster production reached an all time high of 11.4 million pounds in 1964.

A growing industry is crawfishing, topping 10 million pounds annually. In 5 parishes, 6000 acres of swamp and rice land have been converted to crawfish "farms" which account for 20 per cent of the state's crop.

More than one billion pounds of menhaden are taken annually from Louisiana marshes.

But the really big story in Jefferson is its shrimp industry. It ranks second among 64 parishes in the number of licensed shrimp trawlers. Experimental shrimp farming—producing brown shrimp the year 'round in captive—will add to Jefferson's vast and insatiable world markets.

Many kinds of shrimp find favorable waters in the parish particularly in the Gulf of Mexico.

During colonial times, two shrimp species were sold in the New Orleans markets—the "river shrimp" and the "lake shrimp", a salt water species. Baited traps were used for snaring river shrimp, cast nets and seines for taking lake shrimp.

In the early sailboat days, seiners along the Grand Isle beaches often brought in large catches of a small sea shrimp known as "sept barbe" "seabob". Since ice was a scarcity, the seabobs were usually dehydrated on sundrying platforms which dotted the coastal bayous and shipped to Chinese colonies.

Iceboats and gasoline engines, which came after the turn of the century, helped the struggling canning industry.

Power boats and seagoing trawlers greatly extended shrimping grounds and both drying and canning industries grew by leaps and bounds. Many of these now are of the super deep sea type and forage entirely in the Gulf.

Today, due to modern refrigeration, new methods of harvesting, canning, packing, new preserving techniques and rapid transportation, shrimp taken in Jefferson's waters are reaching worldwide markets never before dreamed of and are in increasing demand everywhere in the U. S.

Shrimping is no longer a matter of going out in a small boat and bringing back a pay load. Trawler hull designs have been changed and gear has been developed to handle shrimp faster and with more facility.

Navigation aids, such as radar, fish finders, ship-to-shore radio, fathometers and other gear are now in reach of not only the big operators but also the small independents.

Now the small boats may also venture far from shore with comparative safety and are no longer relegated to their immediate home waters and the use of shoreline landmarks.

Electronic devices have become as familiar as the compass to these men whose fathers and grandfathers shrimped with sail power.

A sign of the times, too, is the fact that the small river shrimp (which average 100 to the pound) is used now primarily for bait.

The new commercial favorite is the "giant" or Delta river shrimp which average between 16 and 30 per pound.

Now, more than ever, government agencies are helping the shrimp industry.

Since 1962, shrimp research has been coordinated by state and federal agencies. Information developed is being used effectively each year in the prediction of the shrimp harvest, the setting of seasons and the general management of the shrimp population.

Following are a series of outstanding recipes featuring the seafood from Jefferson's waters. They take time to make but so do all of Louisiana's delicious Creole dishes.



**How  
much more  
can  
Jefferson  
Parish . . .**

**GROW  
GROW?**



**There's just no telling! But it's certainly one of the fastest growing industrial areas in the United States. And it's because Jefferson Parish has what industry needs. Like water . . . billions of gallons flowing by daily in the Mississippi River. And port facilities . . . the second largest in the world. And petrochemicals . . . 1/6 of the nation's total proved crude resources are right here in Louisiana.**

**LP&L is working constantly to inform and remind industrial leaders of the advantages for industry in Jefferson Parish. They are told through ads in national publications, such as DUN'S REVIEW, MODERN INDUSTRY, CHEMICAL WEEK, AREA DEVELOPMENT and PLANT LOCATION.**

**In addition, LP&L's staff of area development specialists work with the nation's industrial leaders. Using their knowledge of available plant sites, they help bring industry to Louisiana areas . . . often, right here in Jefferson Parish.**

**No, we don't know how much more Jefferson Parish will grow. But it will keep prospering, and we are determined to boost that prosperity all we can.**

**Louisiana Power & Light Company**

*"Helping Build Louisiana"*



## CREOLE JAMBALAYA

1½ pounds whole shrimp	1 cup rice
2 tablespoons butter	1 bay leaf
½ cup chopped onion	⅛ teaspoon dried thyme
1 tablespoon chopped green pepper	2 sprigs parsley
1 clove garlic, minced	2 teaspoons chopped celery
¼ pound ham, cubed	1 teaspoon salt
1 can (1 pound) tomatoes, drained, reserve liquid	⅛ teaspoon each black and red pepper

Peel, devein, wash shrimp. Melt butter in a 2½-quart saucepan over medium heat. Add onion and green pepper, saute until soft (about 6 minutes). Stir in garlic and ham, saute 5 minutes. Chop drained tomatoes, stir in and cook 2 minutes. With a fork, stir in rice to blend. Add shrimp and seasonings. Pour tomato liquid over all, bring to a boil. Do not stir. Cover, cook over low heat 45 minutes. Serves four.

## SHRIMP CREOLE

2½ pounds whole shrimp	½ can water
2 tablespoons butter	2 tablespoons chopped parsley
½ cup chopped onion	⅛ teaspoon each dried thyme and pepper sauce
2 tablespoons, chopped green pepper	1 teaspoon salt
1 clove garlic, minced	¼ teaspoon black pepper
1 tablespoon flour	
1 can (8 ounces) tomato sauce	

Peel, devein, wash shrimp. Melt butter in large skillet over medium heat. Add onion and green pepper, saute until soft (about 6 minutes). Stir in garlic. Remove from heat, blend in flour until smooth. Add tomato sauce, simmer 5 minutes. Gradually add water, stirring to blend. Add shrimp and remaining ingredients. Cover, simmer 40 minutes. Serve over cooked, hot rice. Serves four.

## OYSTER PATTIES

2 dozen oysters and 1 cup liquid	½ cup chopped celery leaves
4 tablespoons butter	½ cup chopped parsley
5 tablespoons flour	2 cloves garlic, minced
½ cup chopped onion	½ teaspoon salt
½ cup chopped green onion	¼ teaspoon black pepper
	¼ teaspoon pepper sauce

Drain oysters, reserve liquid. Melt butter, stir in flour until smooth. Cook until dark brown, stirring constantly (10 minutes). Lower heat, stir in onions and celery, cook until soft, stirring often (10 to 15 minutes). Lower heat to simmer, stir in oyster liquid to blend. Add parsley and garlic, simmer 10 minutes. Cut oysters into fourths and add. Bring to a boil, simmer 10 minutes. Pour into patty shells. Bake in 425-degree oven. Large patties, 10 minutes; small patties 5 minutes. Fills 6 to 8 large patty shells or 48 cocktail patties.

## CRAB-OKRA GUMBO

8 scalded crabs	2 tablespoons chopped parsley
3 strips bacon	1 bay leaf
1 cup chopped onion	¼ teaspoon dried thyme
1 pound okra, thinly sliced	2 teaspoons salt
1 can (1 pound) tomatoes, drained, reserve liquid	½ teaspoon black pepper
	¼ teaspoon pepper sauce
3 cups hot water plus 1 cup tomato liquid	

Clean crabs, break in halves, remove leg shells and separate claws from halves. Fry bacon until crisp, remove and set aside. Lower heat, saute onion in drippings until soft (6 minutes). Add okra, cook until it ceases to rope (about 30 minutes), stirring often. Chop drained tomatoes, add to okra, stir to blend. Add crabs, claws and parsley, simmer 5 minutes. Crumble bacon, add with seasonings and liquid. Cover, simmer 45 minutes, stirring occasionally. Serve with cooked, hot rice. Serves four to six.



## Jefferson's Lakefront Restaurants Serve the Best Seafood Anywhere!

For the past 108 years, the best seafood anywhere has been served at Jefferson's famous lakefront restaurants.

In fact, for many years the ONLY restaurants specializing in seafood were those at Jefferson's "west end."

The history of those restaurants begins with Captain Johnny C. Bruning, whose family established the first restaurant, "The Old Lakehouse", in 1859.

Now known as the Original Bruning's, it was followed by Swanson's, Fitzgerald's and Fontana's and more recently Kirsch's, Maggie and Smitty's, and Papa Rosselli's.

Captain Bruning who was born in 1871 near the 17th street canal which divides Jefferson from New Orleans, was much more than a restaurateur.

When he died at 91, he left behind a storybook legend crammed with fabulous incidents, honors, memories, records and documents.

The captain, small in stature (with fists like a middle-weight), was the "mayor" of Bucktown, East End and West End—a man of character, courage, great strength and infinite patience.

### Rescued 250 In Lake

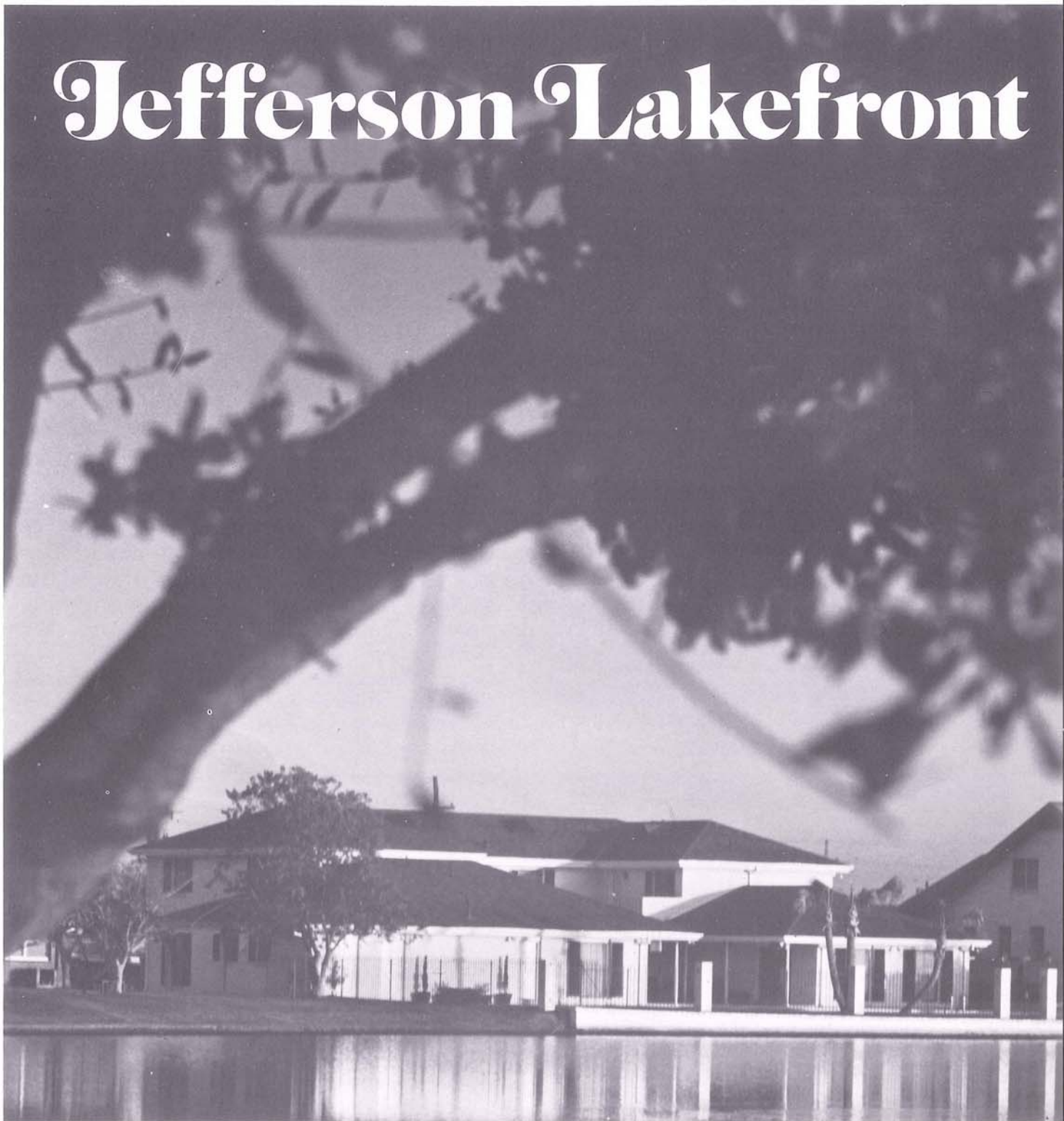
His exploits ranged from helping to save more than 250 people from drowning in unpredictable Lake Pontchartrain to catching alligators barehanded.

Bruning's is now managed by Mr. and Mrs. Sam Urrate, Sr., fourth generation descendants of the captain.

*Continued on page 106*



# Jefferson Lakefront







# Development

*to provide huge hurricane barrier, vast recreational areas and homes for 50,000.*

Jefferson is *THE* parish on the move in Louisiana.

Jefferson's annual rate of growth continues to exceed the population growth of any comparable county or parish in the south.

Preparing for this tremendous influx of new homeowners is the duty and responsibility of parish government.

Parishwide master plans are already being implemented . . . anticipating demand for the next 30 years . . . for water, sewerage, drainage, fire protection, major streets, bridges and hospital facilities.

The same master planning was begun in 1965 to meet two additional vital needs—parishwide public recreational facilities and more residential land for the east bank.

West Jefferson—twice the size of the east bank with only half the population—has no shortage of land for residential and recreational development.

However, the only new homesites remaining in unincorporated East Jefferson are in the 3400 Acres Project and Bridgedale.

Except for a few scattered lots, these last large parcels of residential land are now being developed by the parish under petition programs for individual property owners many of whom have waited 10 years to build.

But new homeowners will continue to pour into East Jefferson seeking land to build on. Soon the demand will be greater than the existing supply. When this happens, there will be only one way to create new land . . . by reclaiming it from the lake.



# Lakefront Reclamation

It will be at least five years however before homes can be built on reclaimed land. By then, based on national and local experience, 4400 families a year will be seeking prime residential land to build on in East Jefferson.

Another critical shortage for many years in Jefferson has been the almost complete lack of public recreational areas. The fastest growing parish in the state has no public parks, golf courses,

marinas or beaches. Its 325,000 residents must go out of the parish to find a municipal auditorium, a cultural center or a convention complex.

The solution to both of these problems was provided by the the parish council early in 1965 when it appointed Burk and Associates to develop a \$185 million master flood protection and lakefront reclamation plan for East Jefferson.

Except for a few famous seafood restaurants at the Jefferson-Orleans parish line, the ten mile Lake Pontchartrain shoreline is unused and inaccessible.

What should be Jefferson's greatest asset is a desolation of wasted resources sealed off from the parish by an ugly, earthen levee. A special legislative act in 1950 created a public improvement district for East Jefferson.

However, no workable plan was





developed until the present administration took office in 1964.

Under their direction, a team of experts have been developing a master plan to reclaim 5000 acres along the lakefront for residential, recreational and business development.

On December 13, 1965 the council obtained a \$703,385 advance planning grant from HUD.

Burk and Associates retained Dr.

Harry A. Anthony, an internationally known urban planner consultant to help in the planning.

The Gulf South Research Institute was hired to make a thorough economic evaluation of the land values to be created.

Soil borings to a depth of 100 feet were made at 28 different locations to study the lake bottom for preferred fill material such as heavy clay and sand which would solidify within two years making

land available sooner for building. Bache and Co. was selected as fiscal agents.

The parish plans to develop 6.25 square miles of lakefront to the city limits of Kenner which will provide homes for 50,000 people.

Fifty five per cent of the reclaimed land will not be sold. It will be dedicated for public use such as community parks, beaches, marinas, streets and a sewerage treatment plant.

*Continued on page 108*





# The Clerk of Court



From his fourth floor office in the new Gretna Courthouse, Clerk of Court William M. "Bill" Justice, Jr. directs one of the oldest, busiest and most important branches of parish government.

The Clerk (of the District Court) is a court officer, a member of the jury commission, clerk of the Juvenile Court, Notary Public, Recorder of Mortgages, Conveyances (sales), adoptions, etc. He is custodian of voting machines and supervises absentee voting and election night vote tabulations.

The Clerk of Court's office also:

- Assists in drawing names for grand and petit juries involving over 2500 prospective jurors annually.
- Records court proceedings, provides protective custody for court records and files suits and successions.
- Furnishes administrative services for eleven judges including keeping of alimony and juvenile records, filing evidence of criminal and civil suits and assigning assistants to judges.
- Records various notarial acts, cancels mortgages and liens and issues marriage licenses.
- Microfilms all civic records, notarial acts, mortgages and conveyances.

Bill Justice insists that his staff of highly trained workers render all services courteously and efficiently. His office receives no tax revenues, operating entirely on fees received for its services.

With its three new judges (the parish now has 11) and more expected by 1972, selection of grand and petit jurors has become an increasingly important function of this office.

To qualify as a juror, a person must be an English-speaking U. S. citizen, over 21 and a Jefferson resident for one year. He must not be "incapable of serving as a juror because of mental or physical infirmity" nor under indictment or interdiction or previously convicted of a felony. Women are exempted unless they request jury service in writing.

The same qualifications are required for the five members of the jury commission who meet with the clerk of court to select jurors as many times as required by judges.

For petit jury duty, names are drawn by lot from a "General Venire Box," a sealed container

with the names of at least 600 eligible persons each on a separate slip of paper.

For grand juries, impaneled twice a year, 20 to 50 names are drawn from 600 or more eligibles. From these, 12 are selected by lot to serve for a minimum of six months.

Lists of grand and petit jurors are published in the official journal of the parish. Grand jurors are paid \$12 per day and petit jurors \$8.

Jefferson, with 54 elections in the last nine years, keeps the clerk of court's office busy year round.

One duty involves supervision of absentee voting. This is held at three locations beginning 20 days before and ending seven days prior to primaries and general elections. Extra office hours are maintained on Saturday and Sunday for the convenience of voters.

Other pre-election duties include instruction classes for poll commissioners, checking voting machines for accurate ballot information and trucking them to the polls.

But this is only a quiet prelude to the hectic election night job of tabulating "votes cast" sheets, representing unofficial precinct totals brought in by poll commissioners from 143 precincts. The ballot is often lengthy. (In 1963, 48 candidates ran for the House of Representatives in the first primary.)

With the candidates, the press and broadcast media eagerly awaiting the results, clerk of court employees do a highly professional job under pressure of compiling the "unofficial returns". In general elections and in some primaries, it takes a crew of 30 or more to do the job.

Next day, arrangements are made to truck voting machines to the warehouses. One tally sheet remains in the machines which are locked on election night and officially opened three days later by the Clerk of Court. These are checked against official tally sheets for accuracy prior to official promulgation of returns by the parish council.

This year the parish council authorized American flags for each polling place and requested that they be stored in voting machines.

A tour of the operating sections of the Clerk of Court's office, begins on the fourth floor where all judicial matters are processed, including the selection of juries. Here suits and successions are filed, processed and allotted to a judge.





*Clerk of Court William M. Justice, Jr., checks construction progress of the new Jefferson Parish court building scheduled for completion in June 1968. The \$1,132,350 two-story building will house the civil and criminal court section of the clerk of court's office on the first floor plus a juvenile court complex and district attorney's offices. Six new courtrooms are planned for the second floor.*





*Behind-the-counter view of the fourth floor where judicial matters are processed including selection of juries and filing of suits and successions.*



*Supervision of absentee voting is a highly important job in Jefferson where 55 elections have been held since 1958. Clerk of Court's office provides 3 locations for voter convenience.*



*Huge "general index" ledgers in civil section on fourth floor are kept current daily.*





*Conveyance record books are carefully classified and indexed to provide a complete "history" of each piece of real estate.*



Jefferson's 11 judges serve in Divisions A through F, the Juvenile Court, the First and Second Parish Courts with one Ad Hoc Jurist. The Clerk of Court's office selects and assigns minute clerks to serve in all courts.

In one section of the fourth floor, evidence of civil suits is microfilmed, then filed in locked vaults until the cases are tried. A separate section is devoted to keeping of criminal records, which include misdemeanor and traffic violations.

The third floor of the Clerk of Court's office is devoted exclusively to non-judicial matters. Here all the filing and recording of documents is handled.

In the mortgage and conveyance records room, conversion to data processing is under way. This is a giant step forward in streamlining the work of this important section. Eventually all mortgages will be

grouped together by mortgagor, listed alphabetically by name on IBM cards and fed into a computer to provide instant service.

The recording and filing of notarial acts includes mortgages, mineral leases, charters, trade names, subdivision maps, federal and state tax liens, judgments, successions, adoptions, sheriff's auctions and tax sales, agreements to buy and sell, utility liens, cash sales, quit claims and process verbal. Mortgage cancellations are also processed.

Marriage licenses are issued here and, by contrast, alimony decisions dating back 100 years are kept on file.

On the third floor is the nation's largest collection of subdivision maps, invaluable in settling property disputes.

The grand jury and the Second Parish Court are temporarily located on the fifth floor. The eighth floor

houses the juvenile court room where alimony payments, juvenile records and adoptions are processed.

On the East Bank, the clerk of court maintains an office which serves as an information center, handles absentee voting, and issues marriage licenses.

Absentee voting is also held at the First Parish Court building, 3027 Ridgelake Drive, Metairie. The first parish court handles traffic violations, misdemeanors and small claims not exceeding \$1000 for East Jefferson. Its counterpart on the West Bank, the Second Parish Court, began operation late last year.

Dating back to 1845, the Clerk of Court's office plays a key role in the progress and development of a fast-growing parish like Jefferson. Bill Justice has been part of that progress and development for the past twelve years.





# Mosquito Control

## Serious Disease Outbreak Averted

Following two of the worst mosquito invasions in modern history (1962-63), the new parish administration in 1964 moved to set up an organized control program to rid Jefferson of this worrisome health menace.

They obtained voter approval of a monthly service charge to finance a permanent mosquito control department which began operation March 1, 1965.

The results were immediate and highly successful. Within twelve months the department achieved a 75 per cent reduction in the mosquito population, began parishwide fogging and launched a full scale program to permanently eliminate breeding sites.

In September 1966, when a severe nationwide encephalitis epidemic hit hard at southern cities, Jefferson had only one confirmed case which was not fatal.

A year later, weather conditions were particularly ripe for a late summer invasion.

A very dry June, followed by almost daily July rains activated breeding places.

Fortunately, Jefferson had the manpower, the know-how and the equipment to combat the invasion.

### 'Copters Fight Skeeeters

Ground fogging operations were stepped up. Three leased helicopters, capable of spraying 2540 acres per hour, launched an all out attack stopping only to refill spray tanks.

Within two weeks, the threat ended, Jefferson's citizens breathed easier and the mosquito control department returned to a "normal" working schedule.

Over 3,000 acres in two fast-developing East Jefferson subdivisions (Pontchartrain Shores and 3400 Acres) were drained and sprayed.

As utility improvements are installed, (on a front foot assessment basis) by contractors in these areas, all ditches are filled and brought up to grade, eliminating potential breeding places.

Since these two huge residential areas near the lake about existing subdivisions, the department's con-



trol measures were especially appreciated.

The director has received many letters of appreciation from grateful citizens and industries.

One plant manager said "thanks to the work of your department, our employees enjoyed one of the most pleasant summers in years."

A retired citizen, who had resided in several coastal areas, was amazed by the effectiveness of parish mosquito control.

Another, a former civic association president, praised results at both his Metairie residence and his "summer home" in Lafitte.

With a 1967 budget of \$349,445 (up \$60,000 from 1966), the department is continuing its six pronged attack aimed at:

- Determining types of mosquitoes
- Locating breeding sources
- Controlling breeding areas by helicopter spraying
- Eliminating breeding sources by drainage and filling in low areas

- Controlling the adult mosquitoes after they emerge by fogging
- Informing the public by weekly news releases, films, slide presentations and information programs at school

The tangible benefits to Jefferson's business and residential community continue to exceed the nine major objectives given for mosquito control when an organized program was proposed.

These are:

- Prevention of infectious diseases such as encephalitis, yellow fever, dengue fever or malaria.
- More productive man-hours in "outdoor" employment, including farm employment.
- Increased land values and more rapid land development.
- Reduction in medical bills for treatment of infection or allergies.
- Reduced cost of insect repellents or household insecticides.
- Greater enjoyment of outdoor recreational areas.
- Reduction of heartworm infection among dogs.
- Reduction in livestock losses.
- Reduction in fowl-pox in poultry.

In 1967, the mosquito control department joined with the council, the parish health officer, municipalities and state health officials in a massive rat eradication program:

### Fight Air Pollution

In January, the council established an air pollution control commission to survey needs and controls in Jefferson and named the mosquito control director as one of the members.

In addition to the unincorporated areas, the mosquito control department now supplies its services to four of Jefferson's five municipalities.

By 1968, five south Louisiana parishes will have organized mosquito control programs. Joining Orleans, Jefferson, Plaquemines and St. Bernard is St. Charles parish.

They voted an appropriation to initiate an organized parish program based on a study made by Jefferson's mosquito control director.





On May 22, 1967, Jefferson Parish Sheriff Alwynn J. Cronvich received the New Orleans Metropolitan Crime Commission award for "extraordinary service to law enforcement and criminal justice during the past three years."

At the award presentation, the sheriff was praised for his "resourcefulness, tireless drive, stubborn tenacity, creative imagination and strong leadership." The words are well chosen and the honor is certainly deserved.

On May 8, 1964, Cronvich inherited an inadequate, poorly equipped and politics-ridden sheriff's department. At that time he promised to the people of Jefferson Parish that he would fairly enforce all of the laws and that he would build a professional law enforcement agency.

The first step after assuming command was a sweeping reorganization of the law enforcement division. Modern efficient employment practices were instituted and high standards of performance were set for the department. Applicants had to meet mental, physical, and psychological requirements of a modern law enforcement agency. He soon assembled a staff of experienced career enforcement officers, and today, Jefferson has one of the best trained, most efficient law enforcement units in the entire state.

A continuing program of intensive recruiting to increase the manpower of the department and the increase of radio transmitting frequencies from two to six with separate channels for the East and West Bank Districts, have enabled the Sheriff's Department to maintain constant patrolling throughout the parish.

## Recruits Undergo Training

To mould new recruits into professional career officers, Sheriff Cronvich prepared a training program in which each recruit is first assigned to various sections and units within the department. The recruit then receives instructions in the Sheriff's basic school, and on completion is sent to a four-week training school in Bunkie, La. conducted by Louisiana State University. When the recruit has completed this training he is given a regular assignment to the road division and works with an experienced officer.

The training process continues with a constant in-service training program for all deputies consisting of lectures, films, and training aids on which the deputies are given written tests.

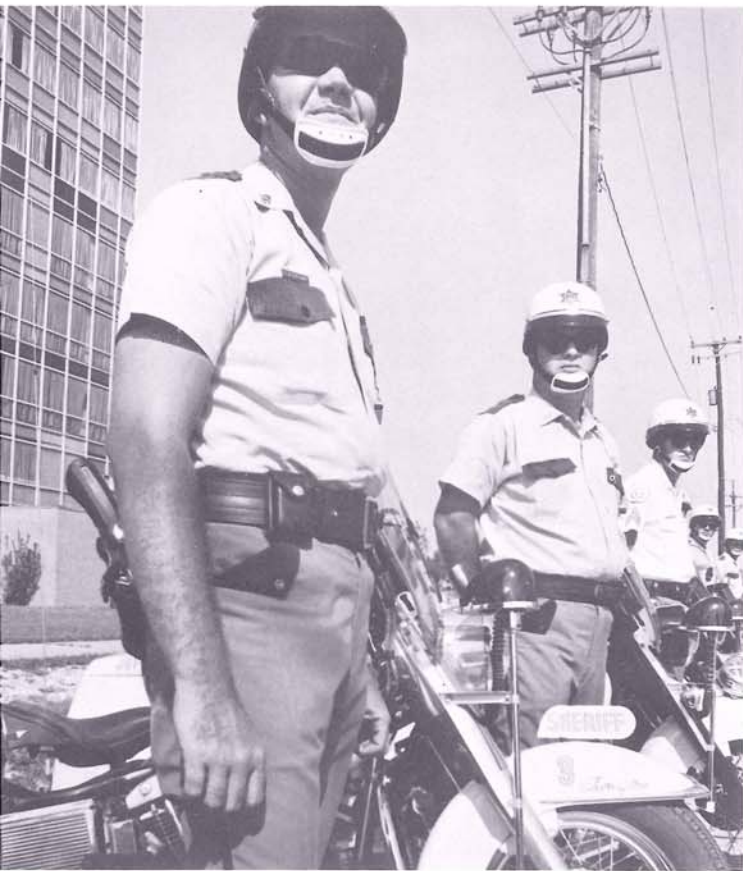
As the deputy progresses in the department he may be sent to advanced professional training schools conducted by Federal Agencies, university, and other law enforcement agencies throughout the United States. Included among these advanced schools are the Bureau of Narcotics school in Washington, the Advanced Law Enforcement Training School at LSU, Juvenile Training School at LSU, Advanced Law Enforcement Administration at the University of Indiana, and seminars and special training courses at the University of Georgia, Texas A & M, University of Oklahoma, Southwestern Law Institute, Southern Law Institute and many others.

Since the Jefferson Parish Sheriff's Office has been included in the Police Foundation Scholarship Program at Loyola University, deputies who qualify may attend under the program and upon completion of the course will receive a degree of Bachelor of Science in Criminology. At the present time there are fifteen members of the Jefferson Parish Sheriff's Department attending the university, three of whom are recent high school graduates serving as cadets in the department until they reach the legal age to be sworn in as deputies. This new cadet program, with its vast opportunities for the young man seeking a professional career, will provide Jefferson Parish with a constant supply of young, intelligent, well-trained professional law enforcement officers.

## Join To Prevent Crime

By his performance, Sheriff Cronvich has earned the respect of all law enforcement officials in the area and has brought about a closer liaison with all law enforcement agencies. As a result, there is close cooperation among all agencies to prevent crime, and parish boundaries no longer provide a safe haven for the criminal element. Investigation conducted cooperatively by two or more law enforcement agencies are now common place in the metropolitan area.





← Patrol or Road division has more than 150 uniformed officers to man squad cars, motorcycles and 3 wheel "scooters". Separate east and west districts are each commanded by a captain who answers to the supervisor of Districts.

The Sheriff's Department, which numbers more than 475 members, including approximately 100 school crossing guards, has two basic departments—the Civil Department and the Law Enforcement Department. The Civil Department is responsible for the collection of property and sales taxes, issuance of occupational licenses, and must perform all of the functions necessary to fulfill its obligation as executive officer of the courts.

The Law Enforcement Department is divided into two major groupings—the Patrol or Road Division with more than 150 uniformed officers, and the Detective Division with approximately 75 officers. Under the direct supervision of the Sheriff are the Police Bureau of Investigation, Planning and Training, Intelligence, Vice and Narcotics Divisions, with approximately 25 officers.

The Patrol or Road Division, under the command of the Supervisor of Districts, is composed of two districts, the West District and the East District, the Traffic Squad, and the "Scooter" Patrol. The Parish Prison is under the supervision of the Supervisor of Districts also. The West District, with headquarters in the Old Courthouse in Gretna, is commanded by a Captain with approximately 50 officers to patrol the six beats included within the district. The East District, headquartered in the rear of the East Bank Office Building, is commanded by a Captain with approximately 60 officers to patrol the seven beats included within the district. The Traffic Squad utilizing radar, two-wheel and three-wheel motorcycles, and regular police vehicles, provides the basic traffic enforcement within the parish and escort service when necessary.

#### 'Scooters' Prove Successful

The "Scooter" Patrol, utilizing six three-wheel "scooters", has proven most successful in the patrol of residential subdivisions. These "scooters" give the "beat" officer added mobility which enables him to cover a wider area while still retaining a personal relationship with the residents of the area. The Jefferson Parish Sheriff's Office was the first law enforcement agency in the state of Louisiana to place these vehicles in operation and their success can be attested to by the fact that all large city law enforcement agencies have adopted their use.

The Detective Division is divided into squads for General Assignment, Homicide, Burglary and Armed Robbery, Auto Theft, Forgery, Juvenile, Pawn Shop, the Bureau of Identification, and Criminal Records.



Junior Girl Deputies learn respect for law and rights of others, and to consider the law enforcement officers as a friend. Girls march in parades during Mardi Gras, 4th of July, etc. and are taken on chaperoned summer trips.





The Pawn Shop Squad, which was recently added by Sheriff Cronvich, maintains a current list of stolen articles and is a part of the National Crime Information Center through its terminal facility in New Orleans. All property stolen in Jefferson Parish, which meets the requirement of the National Crime Information Center, when found anywhere in the United States is transmitted through the information center and received by the Pawn Shop Squad.

The Bureau of Identification and Criminal Records is responsible for maintaining records of all criminal acts committed within the parish and for keeping records on all persons charged with crime within the Parish of Jefferson. The Bureau of Identification further processes crime scenes to remove latent fingerprints, footprints, determine the weapon or weapons used in the commission of the criminal act, manner of entry into structures, any any other physical evidence which may be found.

#### **Year-Round Youth Program**

Sheriff Cronvich has often stated that Jefferson Parish's greatest asset is its youth. The sheriff has built an extensive Junior Deputy Program

designed to teach children respect for law and the rights of others, and to respect the law enforcement officer as a friend.

The program is conducted on a year-round basis and two officers are assigned permanent duty to this program along with that of the school crossing guard program. Members of this program are shown films depicting the duties and responsibilities of a law enforcement officer, are taken on tours of the various divisions within the department, receive instructions in first-aid, self-defense, and the use of firearms, and receive trips to various parts of the United States.

During the summer of 1967, more than 335 youngsters visited Washington on a six-day trip and more than 200 were taken on trips to Mexico, Pensacola, Houston and Six Flags in Dallas. Girl junior deputies and some of the younger junior deputies marched in the Carnival parades in Jefferson Parish.

A small percentage of our youth, approximately 1½ percent, run afoul of the law. Facilities must be available to house them in custody until final disposition of their case. During his campaign for election in 1963, Sheriff Cronvich stressed the



# Sheriff's Department

← Although every man in department receives emergency crowd-control training, a special squad of 60 men has been formed to handle this necessary duty.

necessity for a juvenile detention home for these young offenders. Subsequent to his election, together with other interested officials and citizens of the parish, the Sheriff actively supported all efforts to fund and build a juvenile detention home which has now become a reality and is in operation on the west bank of the parish.

All of Jefferson Parish may be justly proud of the K-9 Corps German Shepherd dogs. "Prince" of the K-9 Corps is the only K-9 in the State of Louisiana to merit the "Utility Dog" award, the highest award in Obedience trials, in competition with household pets. These dogs have proven invaluable in locating prowlers and criminals in buildings, and are used as tracking dogs in wooded and swampy areas. Their ability to change from a fierce defender to a docile pet on command of the handler amazes all who have witnessed them in action. A deep bond of affection develops between the animal and the handler.

## Auxiliary Important 'Arm'

An important "arm" of the Sheriff's Department is the Jefferson Parish Sheriff's Auxiliary, a group of more than 150 interested citizens of Jefferson Parish who give freely of their time to assist in the protection of their neighbors. These men serve more than 6000 hours a month, riding with the regular patrol deputies, providing traffic patrol at football games, parades, and special events, and motorcycle escorts, and communications assistance. They receive no compensation, must pay all their own uniform costs, and are motivated solely by their interest in law enforcement.

To provide better service the Sheriff's Department has added many special services and had built specialized equipment. Two personnel transportation vehicles, often called "paddy wagons," each with a capacity of 18 persons, were added so that prisoners could be transferred from the district stations to the parish prison and removed from the scene of the crime to the district station, thus permitting the patrol deputy to continue on his assigned beat.

**Special crowd-control equipment has been secured and although every man in the department has received emergency crowd-control training, a special squad of 60 men has been trained as a team for this necessary duty.**

The need for specialized equipment in emergency situations prompted the sheriff to add a specially designed emergency communications command unit which will enable the department to maintain



Three-wheel scooters increase mobility, enable officer to cover wider area and still keep in touch with subdivision residents. The six scooters, a Cronwich "first", have proven highly successful.



All law enforcement personnel are required to qualify as marksmen. New firing range was built by auxiliary deputies.



New emergency rescue truck responds to all emergencies. It contains portable power tools, emergency lighting equipment, complete first aid and life saving gear and portable generators.



# Sheriff's Department

contact with all law enforcement agencies in the area and parish departments while on the scene of a disaster area. This self-contained mobile command post, for use in any community emergency or disaster, is designed to allow coordination of the activities of all groups engaged in assisting at the disaster area.

## **Emergency Equipment Added**

The department has added an emergency rescue truck and a rescue boat to respond to all land and water emergencies. The truck contains portable power gear, emergency lighting equipment, complete first aid and life saving equipment, and portable generators. The 19 foot fibreglas boat is equipped for dragging operations and for search and rescue work in the 160 square miles of waterways in Jefferson Parish. In 1966, a firing range was dedicated and is now being used to increase the proficiency of the officers in the use of firearms. The Jefferson Parish Sheriff's Auxiliary should be given its share of credit, for their perseverance led to the location of a site, and they planned and provided most of the labor for building of the facility. At the present time the range is also being used to instruct organized groups of youngsters over the age of 12 in the fundamentals of firearms use.

Further accomplishments and innovations during the past three and a half years include the following:

1. **Increased average monthly salaries for deputies from \$350 to \$575 by instituting a systematic pay raise program.**
2. **Longer vacations, overtime pay and a 100 percent increase in special detail fees for deputies.**
3. **Improved hospitalization and life insurance benefits and added protection.**
4. **Provided more opportunities for advancement by increasing number of officers and deputies.**
5. **Initiated a study to expand pension benefits in cooperation with the state sheriff's association.**
6. **Initiated bicycle safety talks for children and added a film library to provide interesting and informative programs for all organized groups within the parish.**
7. **Streamlined tax collection procedure by computerizing preparation of more than 120,000 tax bills effecting tremendous economies in time and labor and making readily available to all parish departments the tax monies collected.**

As the sheriff's first term comes to an end, plans have already been laid for the continued development of the department. At the present time, the sheriff's office must operate the parish prison under most adverse conditions. Originally built in 1924 and expanded in 1958 the parish prison was designed to do nothing more than to provide cell space for approximately 100 inmates. There are no facilities to enable the sheriff's office to provide any rehabilitation programs. The facilities for female prisoners are inadequate and do not allow proper separation of female prisoners.

## **New Parish Prison Aim**

The sheriff has pledged himself to initiate and support action to secure a new parish prison and law enforcement complex. The complex will contain the latest electronic equipment designed to provide maximum security for all prisoners and facilities to initiate programs designed to return the inmates to society as productive members.

The law enforcement complex will house under one building all of the offices of the sheriff's department and will utilize computers and other electronic equipment to give to Jefferson Parish the finest in law enforcement.

Two more districts are anticipated. One district will include a training center complete with classrooms, indoor firing range, and physical training facilities.

The first to use three-wheel scooters in the state of Louisiana, the sheriff will again be an innovator in two other areas.

In March, 1968, two members of the Sheriff's Department will attend a school conducted by Bell Laboratories in Somerville, New Jersey to learn the use of the "Voiceprint" machine, a machine designed to electronically record the print of the human voice to permit comparisons between the recorded voice and the actual voice of the suspect.

## **Newest Scientific Equipment**

The increase in the narcotics traffic throughout the United States and the clever methods employed by those trafficking in narcotics requires the most sophisticated equipment to detect their presence. The Jefferson Parish Sheriff's Office will purchase X-ray equipment, designed to locate narcotics, firearms, bombs, etc. in packages, in its continuing fight to stem the narcotics traffic.

Other equipment will enable technicians to photograph finger prints from the human body as well as all other objects.

Those who have the grave responsibility of waging war against crime and criminals must utilize all of the latest scientific developments and methods. The Jefferson Parish Sheriff's Department will constantly search for means to continue professionalizing its operation.

Sheriff Alwynn J. Cronvich has done his job well. ■



# Sewerage

*Bond Issue Will Extend Homestead Exemption to West Bank*



Parishwide master planning for sewerage—a goal of the present administration—will become a reality in 1968 if a proposed west bank bond issue passes.

The West Jefferson master sewerage plan will be one of the features of a millage revenue bond issue extending homestead exemption benefits to all unincorporated areas of the west bank.

Only a portion of District No. 4 (Harvey) enjoys homestead exemption benefits now.

Five west bank subdivisions with individual sewer plants which are difficult to maintain would be brought into the Bridge City area's District No. 9. These are Avondale, Kennedy Heights, Glen Della, Live Oak and Floral Acres. Another subdivision—Claiborne Gardens—was scheduled to be included in the dis-

trict early in 1968.

Other districts are No. 6 (Terrytown area) and No. 8 (Marrero area).

The master plan is also needed to qualify for federal funds.

East Jefferson has had a master sewerage plan since the 1963 bond issue and is eligible for (HUD) federal funds. All east bank districts were consolidated at that time.

The January 15, 1963 bond issue provided \$20 million for East Jefferson based on revenues and millage service charges.

West Jefferson realized \$10 million based on millage and federal funds. All bond issue improvements were expected to be completed at the end of 1967 except for renovation at the Camp Plauche sewer treatment plant.

Like East Jefferson, the west bank's master plan anticipates the full development of this booming area and will provide a network of sewerage collection trunk and feeder lines and treatment plants.

An East Jefferson bond issue is not considered necessary at this time since the 3400 acres sewerage—a \$6 million assessment program now being installed—represents 20 per cent of the system. (All municipalities have their own sewerage systems.)

The W. Napoleon treatment plant is now enlarged and sewerage lift stations added to serve the 17,000 new families expected in 3400 acres.

Success of the 3400 acres front foot assessment project under which more than 50 per cent of the property owners petitioned for subsurface drainage, paving, water and sewerage is a tremendous boom not only to East Jefferson but to the entire parish.

In 1965, state health authorities placed a temporary home construction ban on a 4000 acre East Jefferson tract which did not have permanent parish sewerage.

## **Ban Threatens Growth**

The ban, which discontinued issuance of permits for home construction where septic tanks with sand filters were used, threatened the orderly execution of Jefferson's master sewerage plan.

Moving quickly, parish leaders met with state health officials and assured them that a 3400 acres "crash program" was about to begin which would bring parish sewerage to the area on a front foot assessment basis along with other utility improvements.

Based on this assurance, the state removed the ban and the parish began issuing building permits again with interim use of septic tanks limited to streets with more than 50 per cent of the dwellings using them already and on streets where the parish had successful petitions for sewerage.

By late 1967, sewerage was almost complete in the 3400 acre area as promised in the parish-state agreement.

Full development of the area is expected as soon as other utility improvements are completed. ■



# 3400 Acres

Huge Development Provides Homes For 60,000



In 1968, the first of over 60,000 people will begin moving into the 3400 acre tract—a huge area in the heart of East Jefferson which, under previous administrations, remained unimproved, unsewered and inaccessible.

Recognizing the critical need for new homesites, in fast growing East Jefferson, parish leaders in 1965 moved to create 17,000 new homesites in the area. All will be ready to build on by June 1, 1969. A \$16.7 million petition program to provide basic utility services on a front foot assessment basis was explained to property owners in a series of public meetings.

### Quick Approval Obtained

By the spring of 1966, the necessary 51 per cent approval of property owners was obtained and six months later the first contracts were signed for sewerage, water, subsurface drainage and paving with roll-over curbs. The contract signing came less than one year after the first public meeting of property owners.

The 3400 acre tract is bounded by Lake Pontchartrain, the Bonnabel Canal, W. Napoleon, Causeway Blvd., W. Metairie and Suburban Villa Subdivision.

Much of the raw land in this last large unsewered east bank area was sold on a time payment plan to individuals from "paper subdivisions" back in the police jury days before the parish council existed.

No provision was made for utility improvements. Many of the lots were accessible only by helicopter.

### Owners Seek Help

Individual and small groups of property owners had been petitioning for public utility improvements on a piece-meal basis for many years.

This street-by-street method, however, was not only expensive to the property owners but did not always fit into the parish's orderly plan for development.

Parish leaders had another critically important reason for initiating the massive improvements program.

In 1965, state health authorities slapped a temporary ban on the use of septic tanks in new home construction in 5000 acres of East Jefferson, including 3400 acres, which did not have permanent parish sewerage (FHA and GI loans are impossible to obtain without approved sewerage facilities).

The ban, which threatened to bring all residential construction to a halt was lifted based on assurance from parish leaders that sanitary sewerage would be installed within two years after a majority of property owners petitioned for utility improvements.

This is now being accomplished under contracts totaling \$7.9 million for 75 miles of new sewer lines and enlarging of the W. Napoleon sewerage treatment plant to properly serve the area.

Other contracts will provide 50 miles of water lines at \$1.7 million and \$7.1 million for 40 miles of paved streets with subsurface drainage and rollover curbs.

All utility improvements are scheduled for completion by spring 1969. The sewerage collection system will be ready early next year, lift stations late in 1968 and expansion of the W. Napoleon plant completed to meet federal and state approval.

### Site of New Hospital

Construction of the new East Jefferson General Hospital, less than a mile from the lake in the northwest corner of 3400 acres, will begin next year and be completed within two years.

Adjacent subdivisions are the 280-acre Pontchartrain Shores where completion of utility improvements last year paved the way for 1650 new homes and Bridgedale, where work begins next year.

Bridgedale, the oldest (1924) unimproved subdivision in East Jefferson, will provide 1800 homesites in an area bounded by N. Woodlawn, W. Napoleon, Kent and W. Metairie. Two major north-south streets, Transcontinental and Clearview are being widened and paved in the area.

Pontchartrain Shores, 3400 acres and Bridgedale are providing 20,000 new homesites for East Jefferson. All three are proof of what can be accomplished by mutual cooperation between citizens and government. ■



# The Assessor's Office



A Message from  
Lawrence A.  
Chehardy



Equalization, or 100 per cent assessment, if forced on the citizens of Louisiana, can mean only one thing—the virtual destruction of the American tradition of private ownership of property!

Even our great Governor, the Honorable John J. McKeithen, asserted this when he ordered a statewide assessment study group disbanded.

Under equalization taxes will soar, the small homeowner and small businessman will be bankrupted. Persons on fixed incomes, retirees, pensioners, those who have worked for years for the security of owning their own homes will see these very homes placed under a ruinous financial tax burden.

Those who rent will not escape—rents will skyrocket. The landlord will add the increase to your rent.

#### Figures Don't Lie

The figures speak for themselves. Under equalization, or 100 per cent assessment you can be taxed up to \$800 a year on a \$10,000 home; up to \$1,800 a year on a \$20,000 residence, and up, and up!

Just think for a moment what a tax bill of \$800 a year would mean to a man on a pension of \$300 a month.

It would be ruinous!

The equalizers are the giant industrial firms, the vested interests, the so-called tax reformers who preach this "big lie" for their own selfish ends.

The equalizers are those who will reap a million dollar harvest for themselves if they can force your taxes up, and drop their own!

#### Here's Plan

Remember, equalization means money out of your pocket and into theirs.

Here's how they plan to go about it. If they can force all property to go on the books at 100 per cent of actual cash value the chaos and public outcry that follows will force a drop in the millage rates.

If the millage rates are forced down just a fraction it won't do you, the \$10,000, \$20,000 or \$30,000 homeowner any good, the damage has already been done to you.

But just think what it would mean if you owned a million dollar a year industry, or a sprawling billion dollar a year chemical or oil refinery

complex. Just a slight drop in the existing millage means a fortune saved!

Think, and you will see what their selfish scheme is.

Think, and you will know why "equalization" is a sweet sounding name for something that is, in reality, ruinous for the average citizen. Think, and you will know who the equalizers are!

#### Threat Is Strong

The threat of equalization, or 100 per cent assessment faces us more strongly today than ever before.

Equalization advocates are pushing their evil scheme though misleading news stories, headlines and editorials.

Even the Homestead Exemptions, which you earn, are under attack.

The equalizers want to do away with these exemptions and are critical of assessments, which have been lowered below the \$2,000 level.

The assessments were lowered for a good reason—to protect the homeowners.

Suppose the equalizers are successful. All existing assessments in Louisiana could be frozen and the Homestead Exemption abolished. Where does that leave you?

#### Homestead Exemption Danger

Remember, you earn your Homestead exemption through payment of state income taxes, utility taxes and alcoholic beverage taxes. To protect you in the event of loss of the Homestead, it is necessary to assess you at the fair rate even if this is below 2,000.

That is where the Homestead Exemption monies come from—from your pocket!

Contact your elected officials. Tell them you want them to take a public stand against equalization.

Let them know you will remember who opposed this threat, and who didn't when you go to the voting booth.

Let them know how the people feel about the 100 per cent assessment law. They will thank you for it.

#### Law Must Be Amended

Remember the only sure protection against 100% assessment is removal of this requirement from the law books of Louisiana—once the requirement for 100% assessment is removed, even the Courts cannot order us to do what is not on the books.

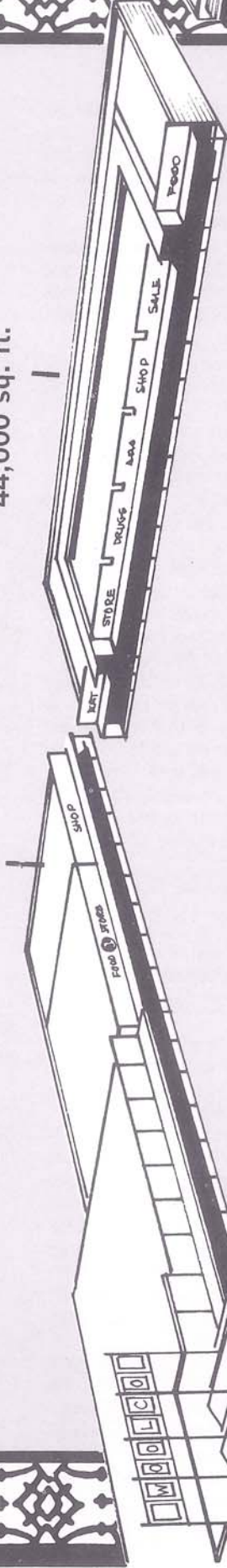


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Across From Stumpf's Westside Shopping Center

14,000 sq. ft.

44,000 sq. ft.



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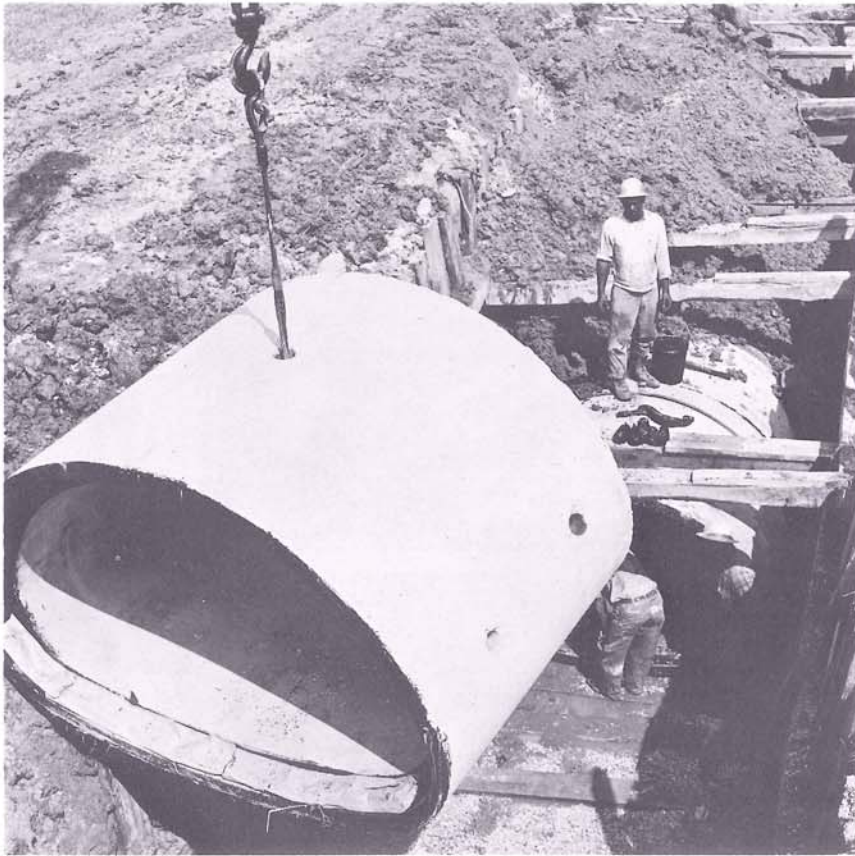
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# Drainage

Vast Storm, Flood Protection Improvements Started



The most extensive hurricane and flood protection drainage improvement project in Jefferson's history is now underway.

April 29, 1967, bond issue funds totalling \$9.7 million—the most ever spent for pumping stations and drainage canals—were overwhelmingly approved by voters for the improvements.

Based on 10 per cent of assessment, East Jefferson is getting \$6,050,000 to implement its master drainage plan. West Jefferson's \$3,656,000 provides a long needed master plan for Wards 4, 5 and 6 where no drainage bond issue funds had been voted since 1959.

## Drainage Problems Unique

Drainage problems in Jefferson, completely surrounded by water and six feet below sea level, are similar to low-lying Holland.

East Jefferson is a 32,000 acre saucer with a high rim.

Like Holland, it must hold back the lake with levees—the high rim of the saucer—and it must pump out

the heavy rainwater which annually falls in to the saucer.

The tendency of the land within the saucer has been to settle gradually over the years, increasing the number of low areas where water collects.

Each year an average of 60 inches of rain falls into this saucer. This is about five feet of water or about 50 billion gallons that has to be pumped over the rim of the saucer.

As long as Jefferson Parish was mostly pasture and marsh, as it was just 20 years ago, the water would soak into the pasture land and runoff into the marsh, and the high land on which houses were built remained dry.

But the pasture and marsh are gone. Every time a highway, street or sidewalk is paved, and every time a roof is raised the quantity of trainwater runoff is increased.

## Progress Brought Problems

So it is the very progress and building of improvements that accounts for East Jefferson's problems of

carrying and lifting rainwater into the lake from lands that continues to shrink to even lower levels.

East Jefferson has a well-organized system of 60 miles of major canals. Five of them run south-to-north, following the natural slope of the land from the river to the lake. Each of these canals terminates at a pumping station. East-West canals equalize the flow between the pumping stations.

Minor canals and ditches pickup rainwater from streets and neighborhoods and channel it into the canal system. The water is then "lifted" over the storm barriers by pumping stations located at the heads of the main canals.

Work starts soon to raise the heights of these storm barriers to 14 feet. Conversely, this creates more drainage problems. The higher the levees are built, the more difficult it becomes to pump rainwater out of the saucer.

## New Stations Planned

The four antiquated stations along the lakefront, built between 1920 and 1924, must be replaced. They can no longer handle heavy rainfall. Newer, more efficient stations must be built to match the height of the new levees. Present suction water levels are several feet lower today than the level that satisfied requirements in 1922.

Some of the pumping equipment is so obsolete that many replacement parts must be made by hand. Enlargement and upgrading of Pumping Station No. 3 at the north end of Elmwood Canal, has begun. Construction will start soon on the new pumping station on the Jefferson side of the parish boundary line (17th St. Canal) adjacent to New Orleans' pumping station No. 6, the largest of its kind. This will improve the capacity of the combined pumps and speed drainage by lowering the depth of the Hoey Canal.

## Doubles Pumping Capacity

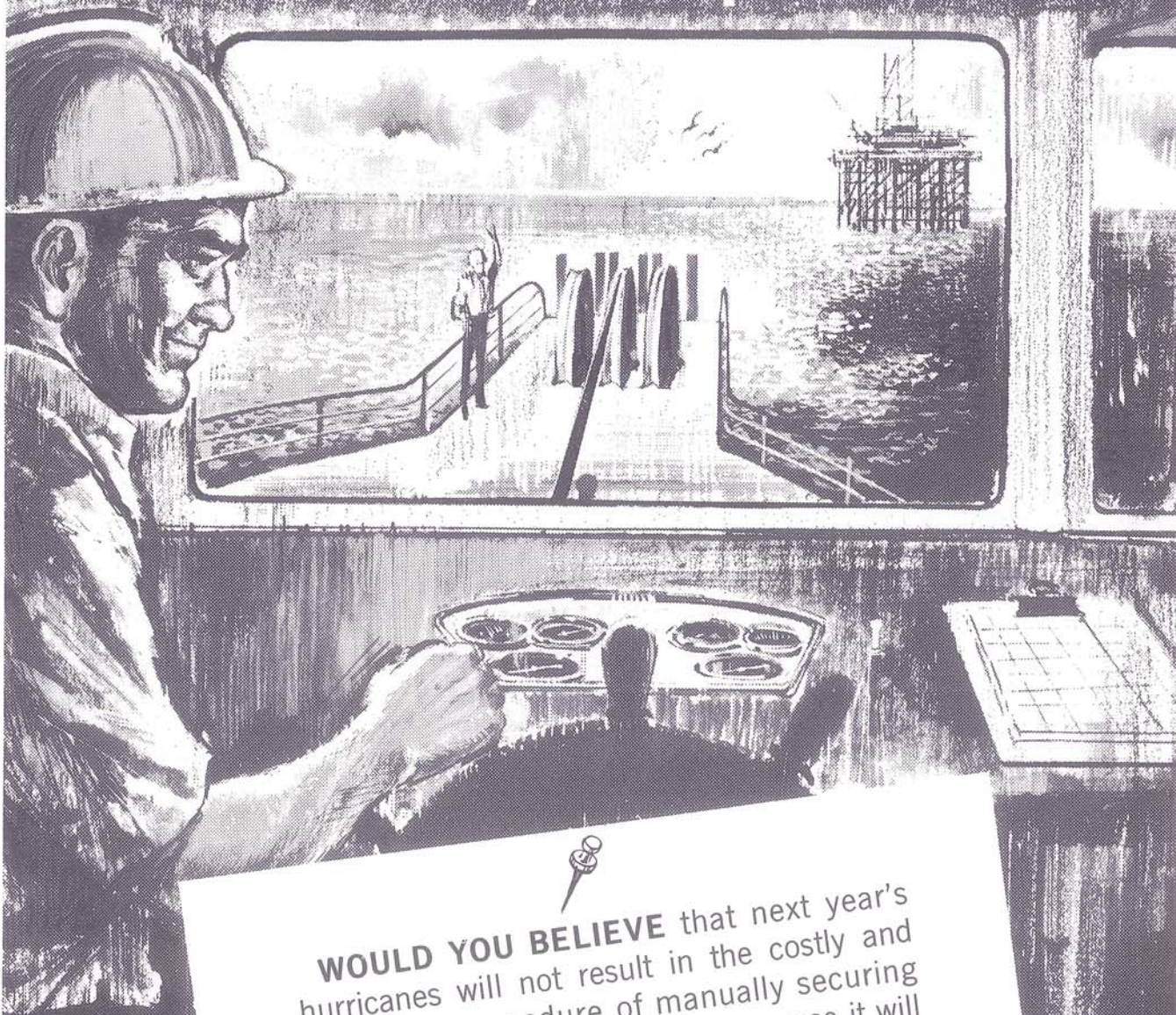
Capacity of pumping station No. 1 at Bonnabel Canal will be double to handle flow from the Veterans and Bonnabel Canals, which serve a densely populated residential area.

The 47-year-old pumping station No. 2 over Suburban Canal, will be replaced by a new plant with two-and-a-half times greater capacity. Station No. 4 was improved under a previous bond issue.

Under the Hoey Canal project, covering of Hoey, Geisenheimer and Veterans Highway Canals is almost complete.



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## Gulf Coast Telephone Company

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

At least 22 ditches and canals all over East Jefferson are being improved in the most critical areas with bond issue funds. Earthen ditches are being replaced by large drainage pipes and covered. Canals which must remain open will be strengthened to prevent collapsing of their banks.

#### West Growth Exceeds East

In West Jefferson, population of the unincorporated area soared to 70,000 at year end—exceeding the east bank's growth rate for the first time.

To assure the future residential and industrial development of the west

bank (with twice the available land area) long overdue drainage and flood improvements were needed.

West Jefferson voters had approved over \$30 million in bond issue funds for sewerage and water since 1955 but only \$2 million for drainage.

No improvements had been made during that time to the Harvey and Westwego pumping stations which serve almost half of the drainage district.

Meanwhile, thousands of new homes have been built in the area and the need for better drainage greatly increased in proportion to growth.

But even this growth was threatened in the 6100 acre area served by the Bayou Segnette pumping station. Built in 1960 with limited funds, it did not meet minimum FHA re-

quirements for drainage. Bond Issue Funds will correct this situation by providing six new diesel pumps.

A new Harvey canal pumping station will be built and the present antiquated station demolished. Larger, more dependable pumps will double the station's capacity and assure 24 hour protection.

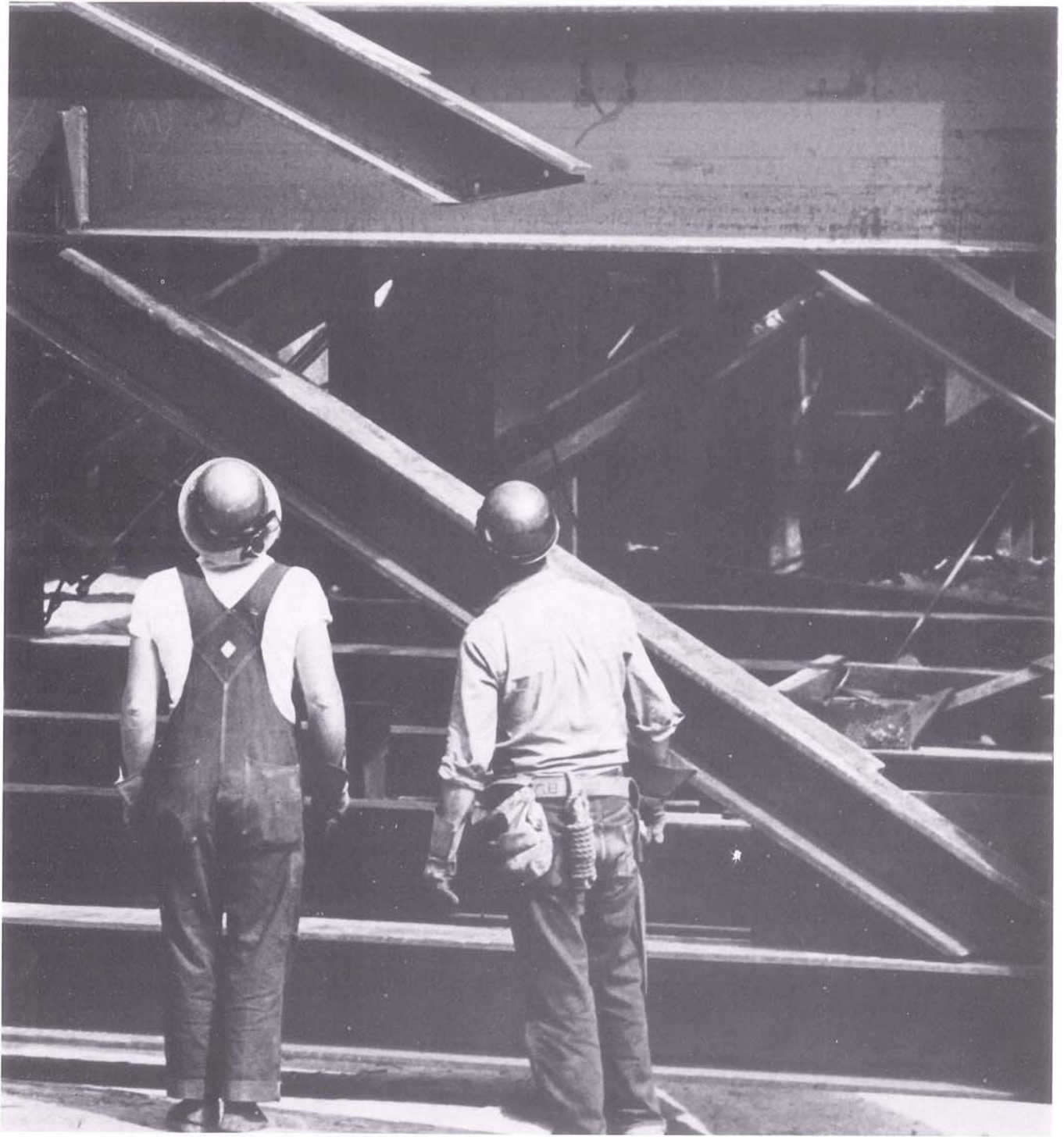
Larger diesel units will increase pumping capacity at the Westwego station.

A new Crown Point pumping station will be built as a vital part of the Harvey Canal-Bayou Barataria hurricane protection levee, which will be extended 10 miles.

The North Cataoutache Levee will be completed near Westwego and the Mayronne Canal strengthened where dangerous leaking developed during hurricanes Hilda and Betsy. ■







**Look up.  
And see how much  
we've grown.  
Together.**

Take the last 10 years, for instance. In '57 there were about 50,000 telephones in Jefferson Parish. Now there are over 140,000. The number of Southern Bell employees, and our payroll have also risen dramatically in the last decade.

Isn't it amazing what we've done... together?



**Southern Bell**



# Water

Master Planning Assures Ample Supply for Growth and Development of Parish



Jefferson's water system is its lifeline.

It is a vital community "industry" and yet few people know how fresh, pure water is obtained, purified, transmitted and distributed in an unflinching supply to the user.

And few people care—until a serious water shortage threatens that supply.

Faced with an acute shortage because of the sudden tremendous growth of the parish, Jefferson's leaders acted to solve the crisis in 1965 and again in 1967.

The source of water (the Mississippi River) was adequate, but the sys-

tem for purifying it and distributing it was not.

Dwindling supplies and inadequate pressures were a growing inconvenience to homeowners, a deterrent to industry and an invitation to fires. To solve the crisis, separate master fire protection and water distribution plans were developed for east and west banks which anticipate the needs of the parish for the next 30 years.

## Voters Okay Bond Issues

The East Jefferson plan, a \$19 million revenue bond issue, passed 19 to 1 on August 17, 1965.

The \$18.2 West Jefferson revenue bond issue, on March 11, 1967, was

also overwhelmingly approved.

By late 1967 almost \$13 million of the work in East Jefferson was under contract and the first West Jefferson contract had been awarded. The \$37.2 million in bond issue funds will mean:

- An increase in plant purification capacity from 36 to 70 million gallons a day by late 1968 in East Jefferson with a second plant and from 10 to 50 million in West Jefferson with plant expansion.
- Emergency storage will be 18 million gallons (east) and 8 million (west).
- Combined capacity and storage triples the present parish water supply.
- New, larger main water lines (up to 5½ feet in diameter) will extend 75 miles on the east bank, 40 miles on the west bank.
- Both sides of the river will have a \$75,000 electronic "monitor" detection system to maintain safe water pressure and quickly locate breaks in lines.

## Emergency Plant Opens

A new \$551,000 auxiliary diesel-powered generating station with protected underground wiring was scheduled to open in December 1967 at the rear of the East Jefferson water plant.

Marrero, which already has stand-by power generators, will get emergency diesel power in their plant expansion.

The combination of all auxiliary systems, will keep parish plants operating at full capacity during hurricanes or other emergencies for 15 days at maximum demand, up to 30 days with controlled use.

Under the West Jefferson revenue bond issue, five existing water districts were consolidated equalizing millage and water rates and extending homestead exemption benefits for the first time to all homeowners.

## Lower Rates Assured

A majority of the water customers will receive lower water rates under the consolidation.

Approval of the two bond issues is another victory for progress in Jefferson.

For residential users, it assures a dependable, uninterrupted flow of pure, fresh water.

For commercial users—hospitals, industries and businesses—it means a continuous 24 hour supply of water in abundant quantities. Water service to these customers often exceeds the needs of thousands of homes.

Thanks to the foresight of Jefferson's leaders, the supply will be there for many years to come. ■





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HORIZONS  
IN DEPTH**

From the bottomless depths of his imagination man is constantly probing new and expanding horizons for sources of energy to power and grease the wheels of his creations. The search has led from high lands to low lands . . . from deserts to marshes . . . and now to greater and greater depths of the seas.

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# Medical Facilities

*Development of Hospital Vital Step Forward in Jefferson's Progress*



One of the most serious problems hampering Jefferson's orderly growth and development for years has been the complete lack of community hospital facilities for two-thirds of its citizens.

The 160-bed West Jefferson General hospital opened April 25, 1960, and began paying its own way after one year. Today it has 250 beds and plans for 350 more.

But, by 1964, in East Jefferson (where 200,000 people live) the situation had become critical. The State Board of Hospitals reported an immediate need for 1000 beds.

Parish officials acted to meet that need.

Shortly after taking office in 1964, they named a steering committee to make a preliminary but thorough study of comparable hospital projects.

This information was ready in May, 1965, when the council appointed a nine-man citizens advisory planning board. The group was asked to recommend a financing plan, site, architect and hospital consultant.

With its critical shortage of hospital beds, Jefferson was first in line for a 40 per cent Hill Burton grant but only if the other 60 per cent was raised locally.

## Plan 1000 Bed Hospital

The planning board recommended a \$4 million millage bond issue which was approved on November 6, 1965 as the parish's share of a \$6.1 million 250-bed hospital, the initial phase of an ultimate 1000-bed medical complex.

The big job of clearing and filling was begun in 1966 and test piles driven on a 20-acre site in a 50-acre tract bounded by West Esplanade, Suburban Canal, Hudson and Kawanee streets. The other 30 acres are zoned for medical support facilities, such as clinics, doctors' offices and nursing homes.

The first \$1 million in bonds was sold and \$1.9 million in Hill Burton funds received this year as preliminary work drawings were completed.

Initial construction for the East Jefferson hospital embodies built-in planning so that the second 500 bed phase and final 250 beds can be added without impeding operation of the hospital.

First phase plans call for a central administration building with obstetric and surgical facilities, a 10-story service tower with an automated central distribution system and an 8-story patient care tower.

Additional construction funds to complete the ultimate 1000 bed complex is expected to come from hospital revenues after 3 years of operation.

The hospital site, on which construction begins early in 1968, was one of a number of sites offered to the East Jefferson Hospital Board at prices ranging from \$16,000 to \$44,000 an acre. The site chosen, after careful consideration, cost \$16,000 per acre—less than 40 cents a square foot. Comparable property in the same area has since brought \$1.50 to \$2.00 a square foot. An additional savings of \$70,000 was realized because utility improvements were included in the selling price.

However, price was not the only factor.

The site selected was in the best geographic location . . . the exact population center of the east bank. It is between Veterans Hwy. and West Esplanade, and near Clearview, a major link between the lake and the river.

Its easy access to all major roads could mean the difference between life and death for a seriously ill person or accident victim.

The site was the easiest parcel of land to rezone since there was no adjacent residential development. All available sites required sand fill. Like most land on the east bank, the hospital site was four-and-a-half feet below sea level and had to be filled to grade for hurricane and flood protection. The hospital, when completed, will serve as the east bank's disaster center.

The cost of fill is, of course, a normal construction expense.

Architects and engineers praised the hospital board's decision to fill the property well in advance of construction.

The experts agreed that a more stable soil condition was created which will result in savings when construction gets underway.

The parish was fortunate to obtain a bid for the type of sand required at only \$1.13 a yard delivered. Cost of the same sand today is 20 per cent greater.



## West Bank Hospital Expands

Meanwhile, the two-year expansion program of West Jefferson General Hospital in Marrero added a new 100-bed wing in July, increasing its capacity to 250 patients and easing a long waiting list.

Completion of a "roughed-in" fourth floor will add 50 beds and the foundation is sufficient for 6 more floors of 50 beds each.

The expanded first floor includes a computer center, new kitchen, cafeteria, physical therapy unit and nursing education classroom. Laboratory and X-ray facilities have been doubled and the emergency room area tripled.

New patient conveniences include telephones with dials on the headsets, bedside TV and radio control, push-button electrically controlled beds and handrails on hallway walls.

Financing for the new \$2,529,000 wing came from a 1964 bond issue, federal funds and hospital revenues.

An ultramodern \$1.5 million radiation therapy, nuclear research and biophysics addition to the world famed Ochsner Foundation Hospital and Clinic was opened on August 15.

## 'Space Age' Medical Facility

Named the Penick Memorial Pavilion, the two-story structure contains a new emergency room now eight times larger with X-ray facilities, a surgical section, four trauma rooms, examination, observation and treatment rooms.

Modern cobalt installations, featuring closed circuit television monitoring, are included in the radiation therapy division which can handle up to 80 patients a day.

The building houses the latest "space age" electronic scanners to locate radioactive materials in the patient and new enlarged quarters for the renal laboratories and dialysis (artificial kidney) section.

The new medical facility is named in honor of the late Dr. Rawley M. Penick, Jr., charter member of the Ochsner staff and internationally known surgeon, who made many contributions in the field of cancer diagnosis and treatment.

Keeping in step with progress was the 20-year-old Metairie Hospital which increased capacity to 130 beds to rank 22nd in size among the state's 104 private hospitals.

In June, the largest extended medical care facility for convalescent patients in the mid-South opened next to the Ochsner Foundation Hospital on Jefferson highway.

Known as Jefferson House, the \$1.3 million three-story structure accommodates 146 patients and is equipped for hydrotherapy, physiotherapy, thermotherapy and occupational therapy.

Construction began in September on a \$3.5 million medical complex in Marrero on Baratavia blvd. near Ames consisting of a 130-bed Doctors' Hospital of Jefferson and the Morrison Convalescent and Nursing Home.

Future plans call for expansion to 260 beds for the hospital which is owned

primarily by physicians in the metropolitan New Orleans area.

A medical-support facility is going up on the West Bank Expressway in Gretna. The \$432,000 Professional Plaza West is owned by three doctors and includes office suites, radiological and clinical laboratories and a pharmacy.

Add the value of the recently opened Manhattan Manor and Heritage Manor nursing homes in Harvey and Marrero and you get a total investment of over \$15 million since 1964 for medical facilities in Jefferson parish. ■

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# PARISH HEALTH UNIT

*Bringing health protection services to citizens of Jefferson*

The Jefferson Parish Health Unit, with an annual budget of \$800,000, offers more health protection services than any other unit in the state.

It is the only parish health unit with a medical disaster preparedness program and the first to offer free medical check-ups to athletes in the public school system.

A mobile dental and X-ray clinic was acquired for use in the disaster plan which is coordinated by the Jefferson Parish Medical Society. It will also be used to bring health services to remote areas.

In April, the unit launched a massive "war on rats" to combat a growing health menace. An estimated 200,000 rats were destroyed by mid-summer after 26,000 pounds of bait were placed in rodent infested areas throughout the parish.

Jefferson's permanent rat-eradication program, the largest ever attempted in the state, was aimed at the Norway rat, the most common species in Jefferson, which attacks without provocation and can be the carrier of typhus, bubonic plague and other diseases.

Operating budget comes from a parish council emergency ordinance sponsored by Councilman Anton "Andy" Pilney, which authorized \$15,000 annually for the program, \$10,000 from the Health Unit, \$5,000 from private agencies with municipalities furnishing labor and equipment.

Parish Health Officer Dr. Isadore M. Yager serves on a permanent rodent control committee with Councilman Pilney, Mosquito Control Director Glenn Stokes and A. B. Ritter of the State Board of Health.

About 1300 families were interviewed in a health survey aimed at reducing environmental and communicable diseases in Jefferson. State and federal agencies cooperated in the survey.

## Prevent Measles Epidemic

When a case of seven day or "red" measles was reported at a Gretna elementary school in March, health unit nurses moved in quickly to prevent an epidemic.

With the use of a painless "jet-injector" gun, 200 children were vaccinated in 20 minutes and received life-time protection from the disease.

The same immunization was offered to 15,000 children from 1 to 12 years of age in a parishwide campaign against the disease. Inoculation centers were set up beginning August 22 at four schools a day, including elementary, pre-kindergarten and nursery schools.

Mental health clinics in Harvey, opened in 1962 and in Metairie (1965) offer a wide range of services aimed at combating mental illness in Jefferson Parish among all age groups. The Metairie clinic in the East Jefferson Community Health Center was started as the result of a \$145,000 agreement with the State Department of Hospitals, under which it operates, and the parish council which pays 50 per cent of the cost.

Services include psychological and psychiatric evaluation, psychotherapy, marriage counselling, parental counselling in children's problems and alcoholic services.

The number of cases of venereal disease this year was only 3 per 100,000 compared to 25.6 in 1962. The national average is eight times higher than Jefferson's.



# Transportation

Push Expressways, Bridges, Major Streets Plan.



Over 125 million people in this country are crowded into 200 large metropolitan areas.

In these areas, transportation—the daily movement of people to jobs, schools, stores, churches and places of recreation—is one of the major problems facing local governments.

In Jefferson, the problem is critical.

With a sudden, tremendous upsurge in population, Jefferson was transformed almost overnight from a suburban residential area to a booming urban community of over 300,000 people.

The demand for better public transit facilities is being met with rapid transit studies and improved bus service.

But the greatest need was to implement Jefferson's master street plan, to complete major east-west and north-south thoroughfares so that traffic congestion could be relieved.

Work has started on two major expressways—Lapalco and Earhart Blvd.—with funds from the November 7, 1965 bond issue election.

A suit contesting the \$21.4 million approved for the projects was denied and then unsuccessfully appealed causing an 11 month delay.

The two court decisions removed the last legal obstacles and allowed the parish to proceed with plans for first phase construction of Lapalco

## Set Lapalco Opening

By late 1968, this section—a two lane north roadway from Behrman Hwy. to Peters Rd.—should be ready.

All but a few parcels of the required right of way had been acquired by late 1967 for this first section.

Construction has also been authorized for four small bridges and work has started on road sections where no right of way problems exist.

Bids for the second section of Lapalco—from Westwego to Barataria Blvd.—will be received by mid-summer 1968.

In addition to the legal delay, the promise of "substantial state and federal funds" held up work on Earhart Blvd.





# The world's longest bridge takes a \$72,000,000 step forward

Financing is secured. Contracts are let. Work is starting on the two-lane addition to the Lake Pontchartrain Causeway. Traffic will flow across the improved Causeway in 1969.

It's taken a lot of people and a lot of effort to do the job. The Greater New Orleans Expressway Commission, its staff and professional counsel have invested

thousands of hours in this project. The dividends will be greater convenience and safety for motorists and marine operators, plus a new stimulus to the progress of our metropolitan area.

Please do your part to help it all happen. Exercise patience and restraint during the construction period. Drive carefully.

## GREATER NEW ORLEANS EXPRESSWAY COMMISSION

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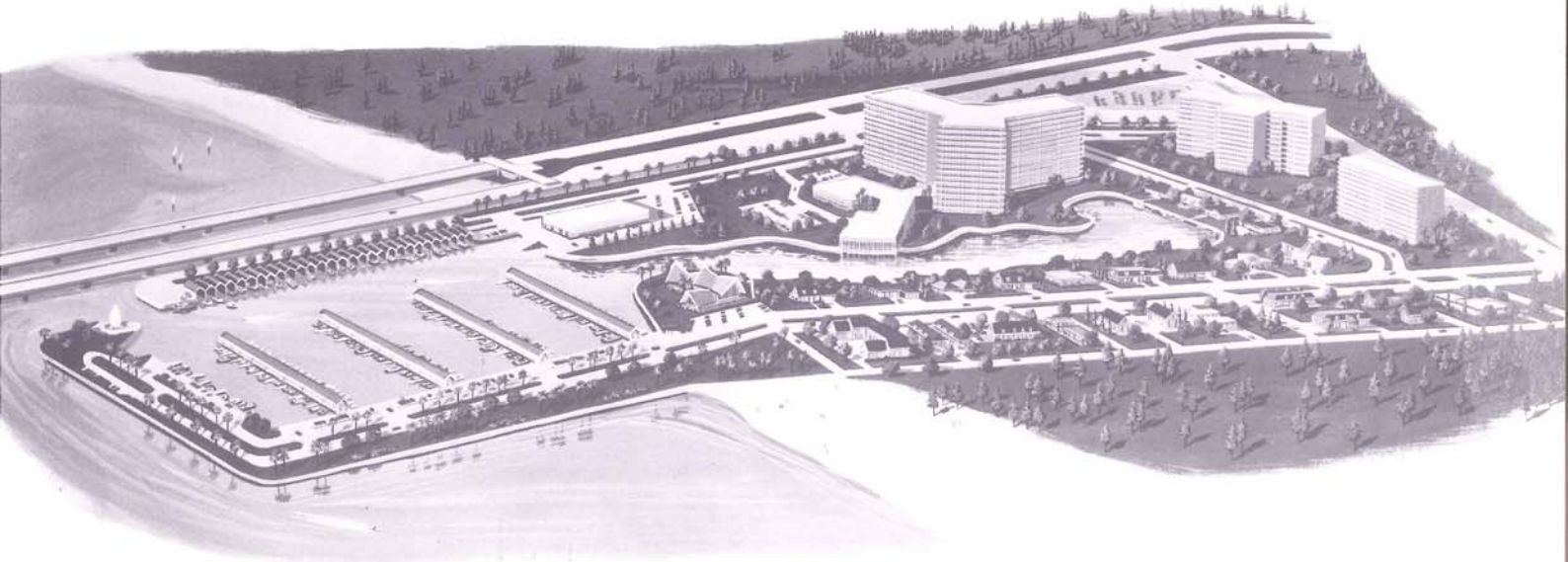
MALCOLM T. STEIN, SR.  
General Manager



COMING TO

# GOLDEN SHORES

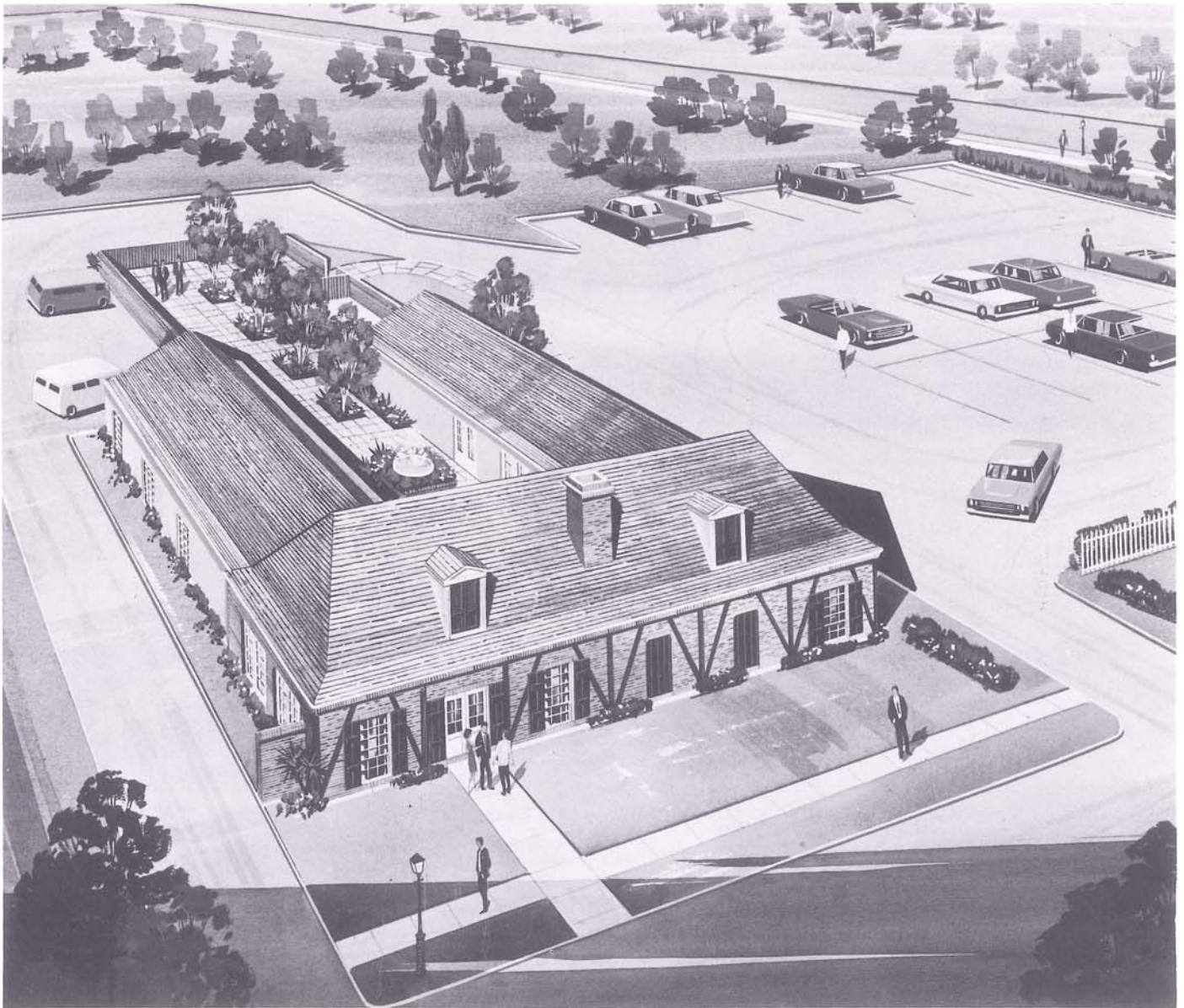
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**Pierre Le Boucher Restaurant**

3322 North Turnbull, Half Block off Veterans Highway Towards Lake Telephone 834-2655



At Jefferson's request, federal and state highway officials reviewed preliminary plans and suggested certain revisions to make Earhart completely acceptable as a state and federal roadway.

With this accomplished, the parish president, east bank councilman and the legislative delegation appealed to Governor John J. McKeithen for a share of federal primary road system funds allocated to Louisiana.

The request was approved by the governor on October 25, 1967 following comprehensive studies by the state highway department which confirmed that Earhart will "tremendously relieve traffic in the entire metropolitan area" particularly on Airline and Jefferson highways. The studies also projected a traffic count for Earhart, when completed, "almost equal" to that of Federal Interstate 10.

#### Drive Test Piles

Meanwhile, test piles have been driven and plans are being finalized for a four lane controlled access highway from Hickory tying into Earhart, then Claiborne Avenue in New Orleans. Future plans call for expansion to six lanes.

Connections at Deckbar, Causeway, Cleary and Clearview are planned for this first phase along with four major rail crossings.

All plans for Earhart were coordinated with Orleans parish. In fact, all connecting streets between the two parishes were agreed upon in a series of inter-parish meetings.

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

#### Fills By-Pass Need

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.

Dixie Freeway, a controlled access, high speed expressway will be built to interstate specification at an estimated cost of \$65 million.

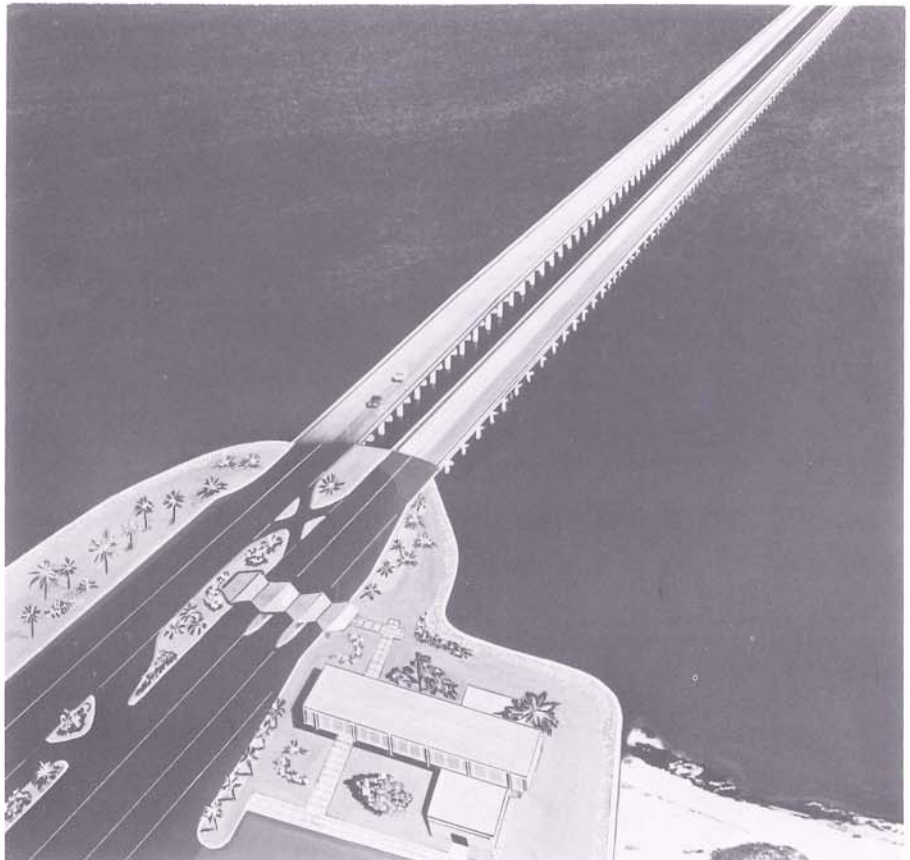
A federal advance planning loan of \$434,000 was approved and Dixie Freeway was accepted as part of the primary highway system of the state.

Preliminary engineering plans are completed. The parish council is now accelerating its efforts to get

*Continued on page 113*



Hub of East Jefferson's major streets system is Causeway Blvd.—Interstate 10 cloverleaf. Scheduled for opening this year is extension of I-10 to Veterans Hwy. completing a 12 mile high speed, limited access expressway connecting Kenner and New Orleans.



Twenty-four mile twin for world's longest bridge will be ready by summer, 1969. Existing Lake Pontchartrain Causeway, Jefferson's gateway to the north built in 1956, has single traffic lane in each direction.



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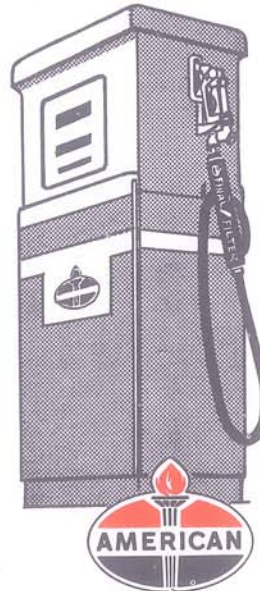
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# IMPROVED FIRE PROTECTION

## *Master Planning and an 85 foot Snorkel*

Jefferson parish officials took two big steps this year toward their goal of reducing fire insurance rates and increasing fire protection for every homeowner.

First step was the West Jefferson Water bond issue which voters approved in March to complete a 30-year parishwide Master Water Plan.

With ample water supply at adequate pressures assured, the council immediately commissioned the services of an experienced architect-planner to develop a Master Fire Protection Plan.

Architect M. Wayne Stoffle, who conceived a similar plan now being implemented by a neighboring parish, began with an extensive on-site survey of fire protection needs throughout the parish, with emphasis on the west bank.

Greatest need exists in West Jefferson where 10 volunteer fire com-

panies provide protection for one third of the unincorporated area's rapidly expanding population.

East Jefferson, with only two volunteer fire companies, has seven parish-operated stations and two more scheduled to open this year.

### **Recommend Five Stations**

An interim report on survey results recommended that land be purchased as soon as possible to build five stations on the west bank. One, located on a major access road leading to the West Bank Expressway, would be centrally located and serve as the fire alarm and communications center for West Jefferson.

Another urgent recommendation was for culverts over three west bank drainage ditches which now deny access to fire fighters.

The survey, which will be ready

early next year, began with a searching analysis of residential, industrial and commercial land use in the parish, particularly those areas considered most vulnerable to fires.

Potential fire station locations were plotted on an eight foot wide parish map and coded according to greatest need.

Careful consideration was given to accessibility of streets, water pressures and main distribution lines.

To assure the best possible fire insurance rating, stations will be located wherever possible so that the maximum "run" for a fire truck is two miles. For industrial and high density apartment areas the recommended "run" will be one mile.

### **Fire Boat Recommended**

Purchase of a highly maneuverable fire boat to give industries along





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*Partners in Louisiana's Progress and Development • 225 Baronne Street, New Orleans, La.*





the Harvey Canal added protection was suggested. It would have a pumping capacity of 10,000 gallons per minute and a speed of 45 miles per hour.

Harvey area property owners voted for fire protection millage last year for a second fire station and two new 1250 GPM pumps.

Preliminary survey findings and recommendations were submitted at three month intervals to the American Insurance Association in Chicago, the nation's primary rating bureau, for their advice and guidance.

On the East bank, new stations are scheduled to open in November at Causeway Blvd. and 13th and in the Camp Plache Industrial area in December.

The fire Division of the Safety Department is anxiously awaiting arrival of their new 85 foot diesel powered "snorkel"—equivalent to a ladder nine stories high!

The largest available and another "first" for Jefferson, the snorkel pumps 1000 gallons per minute, has a built-in sprinkler system and a self-contained air supply to protect fire fighters. It will be based at the Causeway Blvd. station.

Financial assistance by the parish to volunteer fire companies was increased this year. In addition to the monthly cash and fire hose allowance, the companies now share in sales tax revenues and insurance dividends.

# PERMITS DOLLAR VALUE NEAR 100 MILLION

*Second Highest Construction Year*

Estimated value of building permits issued by the Regulatory Division of the Parish Department of Safety totalled \$93.2 million in 1966—topped only by 1965's record year.

The big change was in the "Industrial Buildings" category—a whopping \$33.9 million in 1965.

There were clear indications later this year that 1967 would reflect a slight increase and continue to improve in 1968.

These figures include only the unincorporated areas of the parish plus Harahan. Jefferson's other four municipalities have their own regulatory departments.

Number of Bldg. Permits, 1966	Estimated Value
2666 One Family.....	\$47,821,193
123 Two Family.....	2,591,580
114 Three & Four Family.....	4,071,200
39 Five or More Family.....	6,019,220
5 Motel, Tourist Courts & Cabins.....	198,000
6 Amusement & Recreational Bldgs.....	794,000
6 Churches & Other Religious Bldgs.....	435,000
7 Industrial Bldgs.....	762,000
433 Residential Garages & Carports.....	294,837
8 Service Stations.....	252,500
3 Hospitals & Other Institutional Bldgs.....	228,923
7 Office, Bank & Professional Bldgs.....	259,000
9 Public Works & Utility Bldgs.....	2,814,753
28 Schools & Other Educational Bldgs.....	8,580,365
153 Stores & Other Mercantile Bldgs.....	11,648,892
357 Structure Other Than Bldgs.....	753,676
2614 Addition & Alterations to Residences.....	3,702,360
262 Addition & Alterations to Other Bldgs.....	1,981,075
<b>6840</b>	<b>\$93,208,574</b>

# CENTRAL COMPUTER SYSTEM

*Speed, Accuracy, Economy*



A savings of a half million dollars in operating costs is expected when Jefferson's new Central Computer System has been completely implemented.

Installation over several years will involve three phases, with the

first phase completed in March, 1967.

When sufficiently programmed, it will completely replace earlier equipment which the parish has outgrown.

The IBM 360 Computer is now being programmed to modernize and consolidate antiquated billing and accounting systems now used by several parish departments and to convert work of the Clerk of Court's office now being sent to a commercial computer service.

The consolidation of four separate utility billings will relieve many employees, who do the billing by hand and with conventional machines, for other duties.

Records of the clerk of court, now being programmed, include ac-

counting of civil docket cost expenditures on cases and mortgage and conveyance indices.

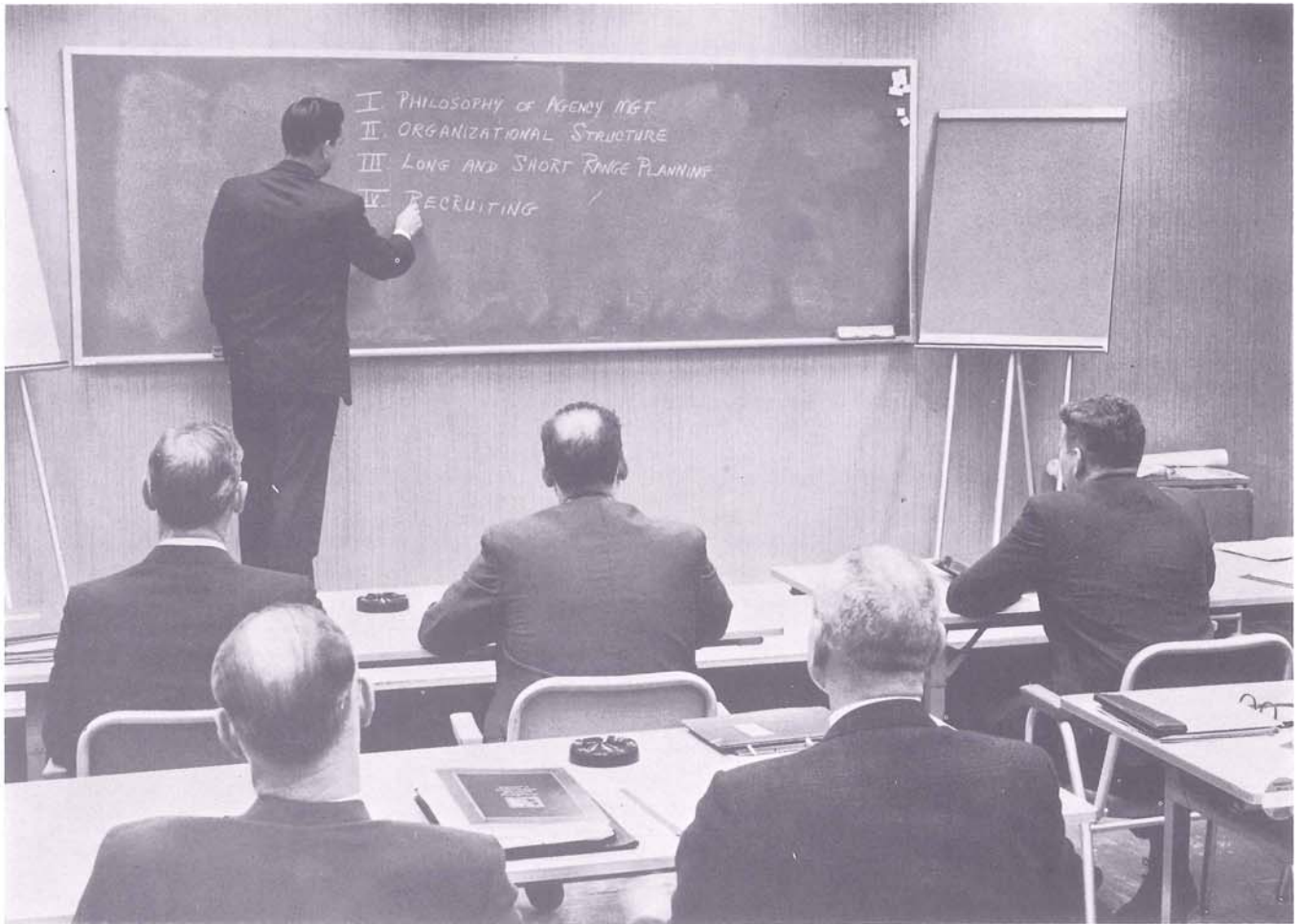
### Annual Savings Cited

Next major job for the programmers will probably be the sales and ad valorem tax collection data of the sheriff's office. Eventually all parish payrolls can be handled by the computer.

Future plans call for detailing information on real estate properties so that "instant information" can be provided on outstanding liens, mortgages, zoning classification, sales and acquisitions.

Cost of the computer which is operated by the finance department is \$118,000 a year. But Finance Director Edward P. LaBruyere points out that "it can do the work





## Career advancement is a policy of Pan-American Life

*That's why we conceived the Pan-American Management Development Program—an in-depth study course designed to develop the full potential of each and every man in our field organization*

At Pan-American Life, every General Agent is enrolled—whether he has been in the business one year, or twenty years. Each man completes regular study courses and attends seminars at the Home Office, or regional meetings held throughout the year. This is a continuing program which emphasizes the principles of good business management and the best methods for selecting, training and supervising agents.

Years of experience have gone into the creation of

the Pan-American Management Development Program. Its purpose is the development of our field management personnel—not only as professional insurance men, but also as competent business men and supervisors. The plan is exclusively ours!

What we are achieving is an organization of thoroughly trained and skilled field management personnel capable of passing on their knowledge and experience to the men they select to represent Pan-American Life.

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.



# PAN-AMERICAN LIFE INSURANCE COMPANY

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we would have to pay \$500,000 a year for people to do and do it more efficiently."

The parish council followed a procedure recommended by the state auditor in seeking proposals to install the system.

Questionnaires were sent to all manufacturers and bids were received from four companies who were willing and able to meet Jefferson's specifications.

The parish then commissioned a nationally known computer consulting firm to analyze the complicated bid proposals and recommend the one best suited for Jefferson's present and future operation.

They recommended the IBM 360 Central Computer System and the first machines were moved into place in mid-February on the ninth floor of the New Gretna Courthouse.

Initial staff of eight under a computer center supervisor will be gradually expanded as the scope of work increases. Preference will be given to current parish employees interested in career employment who have the aptitude for the work.

Target areas for future computer work include supplying the proposed Consolidated Garage Facility with vehicle cost records, maintenance schedules and inventory. ■

## YEAR OF BIG MOVE FOR LIBRARY DIVISION

*"Nothing makes a man more reverent than a library . . . As one surveys the mighty array of sages, saints, historians, scientists, poets and philosophers whose treasures one will never be able to admire—still less enjoy—the brief tenure of our existence here dominates mind and spirit."*

—Winston Churchill



*Dedication of New Library Headquarters on N. Causeway Blvd. was held in Oct. 1967.*

This was the year of the "big move" for the Library division of Jefferson's Recreation Department.

Nearing completion of its eighteenth year of service (since its founding by the Louisiana State Library on November 30, 1949), the library division moved into a spacious new \$428,000 parish headquarters at 4320 N. Causeway Blvd., Metairie on September 6.

Seven times larger than the former headquarters in Gretna, the new one story brick structure was made possible by a land donation from the Pontchartrain Levee District, parish funds and a \$266,666 grant under Title II of the Library Services and Construction Act (LSCA).

The climate conditioned and humidity controlled building is 30,000 square feet and houses 52,500 books, administrative and technical

processing offices, a maintenance shop and individual bookmobile offices.

The move made possible several improvements in library service.

A circulation department was created to handle patron requests from branch libraries and bookmobiles, formerly an additional duty of the reference department.

On October 9, twice daily shipments from headquarters to 10 branches and 4 bookmobiles were begun. The shipments insure a prompt flow of books, motion pictures, phonodiscs, periodicals, and other library materials in answer to patron requests. Purchase of 122 additional motion pictures, as well as microfilm, was made possible by a \$38,000 LSCA grant. This brought the motion picture collection to 430, including 31 duplicates of frequently used films. Kenner Library was relocated from Airline Highway to Williams Boulevard, resulting in an average monthly increase in circulation of more than 1,000.

Architects were appointed for the Grand Isle Library building for which the parish council appropriated \$35,000. An application has been made for matching funds under LSCA.

Thirteenth Street in Metairie, which flanks the new headquarters building, was renamed Melvil Dewey Drive in honor of the founder of the American Public library system as it exists today. The re-naming of the street, worked out with the parish Planning Department, drew favorable notice in national trade publications.

In 1967, circulation of books and periodicals totaled 891,919. At the end of the year there were 91,761 registered library patrons—about one-third of the estimated population of the parish. Nationwide registration is only 15 per cent, proving that Jefferson Parish citizens are highly literate. ■





*Reagan's main office and plant located on the Harvey Canal*

## ***The Reagan Story at Harvey, La.***

For more than 20 years Reagan Equipment Company has been growing with the oil industry in the states of Louisiana and Mississippi. The expanding scope and complexity of the offshore oil industry in the Gulf of Mexico has produced ever-increasing demands for custom design, engineering, installation and service of Waukesha gas and diesel engines.

Today, with some 2,000 platforms in the Gulf and a steadily increasing demand for more equipment and service, Reagan is performing feats of design, installation and service that would have been unheard of 20 years ago in the Gulf.

Visit the Harvey Canal plant of Reagan Equipment Company and see the bustle of men working on giant Waukesha units mounted on platforms with houses built around them in complete packages weighing up to 100 tons. See a giant derrick barge pick up the Reagan power package, and swing it around to a barge docked on the Harvey Canal where it begins its journey out to the Gulf of Mexico.

There the giant derrick again hoists the hefty package and sets it in place on a platform 40 miles out in the Gulf. Again Reagan is on the scene with a trained serviceman to provide initial start-up.

Visit also the large parts and services department where thousands of spare parts vital to the operation of these offshore units are kept current by data processing inventory control, and trained servicemen are dispatched 24 hours a day, seven days a week, to insure continuous operation of the Waukesha power units.

Examine Reagan's complete transportation facilities: a booming, barge-laden industrial canal at one doorstep, a railway at the other. Seaplanes landing and taking off in the Harvey Canal; trucks rolling in and out, minutes away from main west bank arteries.

Study the whole Reagan picture in Harvey like Sherlock Holmes. Among the many clues:

The toughness of Reagan-built units is equal to the roughness of the job.

# REAGAN



**REAGAN EQUIPMENT COMPANY**  
*Harvey, Louisiana • Jackson, Mississippi*  
*Vidalia, Louisiana • Heidelberg, Mississippi*



# Unparalleled Growth

*Continued from page 12*

## **to 23,505 with its six Jefferson high schools taxed beyond capacity.**

Even before this growth, Jefferson had the highest median family income 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.

### **Parish Needs Anticipated**

Preparing for this growth is, of course, the duty and responsibility of parish government.

As noted earlier, it has anticipated, through sound master planning the needs of the parish for the next 30 years for water, drainage and flood protection, sewerage and garbage disposal, recreational and health facilities and similar services.

The same master planning approach was begun in 1965 to meet two additional vital needs—parishwide public recreational facilities and more residential land for the east bank.

While West Jefferson has abundant land for residential and recreational development, the only homesites remaining in unincorporated East Jefferson (except for a few scattered lots) are in the 3400 Acre Project and Bridgedale.

These last large parcels of land are now being developed under property owner petition programs.

The parish government, realizing that the saturation point in east bank residential construction is fast approaching, has launched a huge project to reclaim land from Lake Pontchartrain.

The proposed East Jefferson Lakefront Reclamation project which has been called the "most progressive step in the creation of land since the New Orleans Lakefront development in 1929," will create 5000 acres of choice land and house 50,000 people when completed. Pushing one mile into Lake Pontchartrain, it will extend along a 6.25 mile strip from New Orleans to Kenner.

### **\$185 Million Project**

The total project will cost \$185 million and take 15 years to complete. Studies indicate the entire project will pay for itself with no increase in taxes.

Next year, voters will be asked to approve a \$30 million bond issue to finance the first phase, an area one mile out into the lake and three miles wide, stretching from the Orleans Parish line to just past the Causeway.

The project will then become self-liquidating in the second phase with profit realized used for public improvements on the entire East Bank.

Jefferson's water system is its lifeline. Faced with an acute shortage, caused by dwindling supplies and inadequate pressures, parish officials developed a Master Fire Protection and Water Distribution Plan to meet the increasing demand for more volume and pressure.

Work is now underway to increase total capacity of all plants to 120 million gallons per day with 26 million gallons emergency storage and to add 115 miles of water lines.

### **Drainage Needs Met**

Critical drainage and flood protection needs throughout Jefferson are being met with \$9.7 million from the April 29, 1967 bond issue to bolster Jefferson against storm driven flood waters.

Two antiquated pumping stations, one on each side of the

river, are beyond repair and cannot handle even heavy rainfall. They will be replaced.

Three stations will be improved and an additional station built on the west bank.

### **Worn out pump engines—some of which failed during Hurricane Betsy—will be replaced with larger, more dependable diesel units capable of non-stop operation and able to move water more quickly out of residential areas.**

The vital network of canals and ditches which carry drainage water to the stations will be widened, deepened, strengthened and culverted to relieve neighborhood flooding.

Approval of the bond issue also means that West Jefferson finally has master drainage plan making its districts eligible for federal funds and completing parishwide master plans (East Jefferson has had a master plan since 1959).

### **Set New Sewer Plan**

A long needed west bank master sewerage plan will be proposed in a 1968 bond issue to complete parishwide master planning and extend homestead exemption benefits to the unincorporated west bank.

### **Pave Shelled Streets**

Jefferson will soon be the only parish in Louisiana with virtually all shelled streets in the unincorporated areas asphalt surfaced and its roadside ditches alongside culverted and covered. This will eliminate two health menaces: open ditch mosquito breeding places and the dust and grime stirred up by traffic on loose shelled streets, a major contributor to air pollution.

### **Meanwhile, work is progressing on two major boulevards—Lapalco on the west bank and Earhart on the east bank—to relieve traffic**

*Continued on page 118*





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# Recreation

*Park, Playgrounds, Tourist Lures, Goal of Parishwide Plan.*

Public recreation in Jefferson Parish has grown in fifteen years from a few vacant lots to eleven organized and supervised community centers on the east bank, each with its own gymnasium.

Construction of the west bank's first community center and gym (in Terrytown) begins early next year. Funds come from a \$500,000 bond issue approved in June by Terrytown voters and a \$140,429.50 federal grant.

Meanwhile, the parish council has applied to the State Parkway and Recreation Board for matching funds to improve outdoor facilities at all east bank playgrounds plus new west bank playgrounds at Belle Terre and Rose Thorne.

The planned improvements include seven lighted baseball diamonds, dozens of tennis courts, picnic areas, etc.

During 1967, the Jefferson Parish Recreation Department continued its organized and supervised program for boys and girls in basketball, softball, track and field, volleyball, tennis, tumbling and gymnastics, roller skating and summer day camps.

Men and boys participated in weightlifting, football and basketball. Girls received instruction in ceramics, ballet and tapdancing and cheerleading. Two 'day camps' and one resident camp for west bank girls were offered for the first time in the summer program.

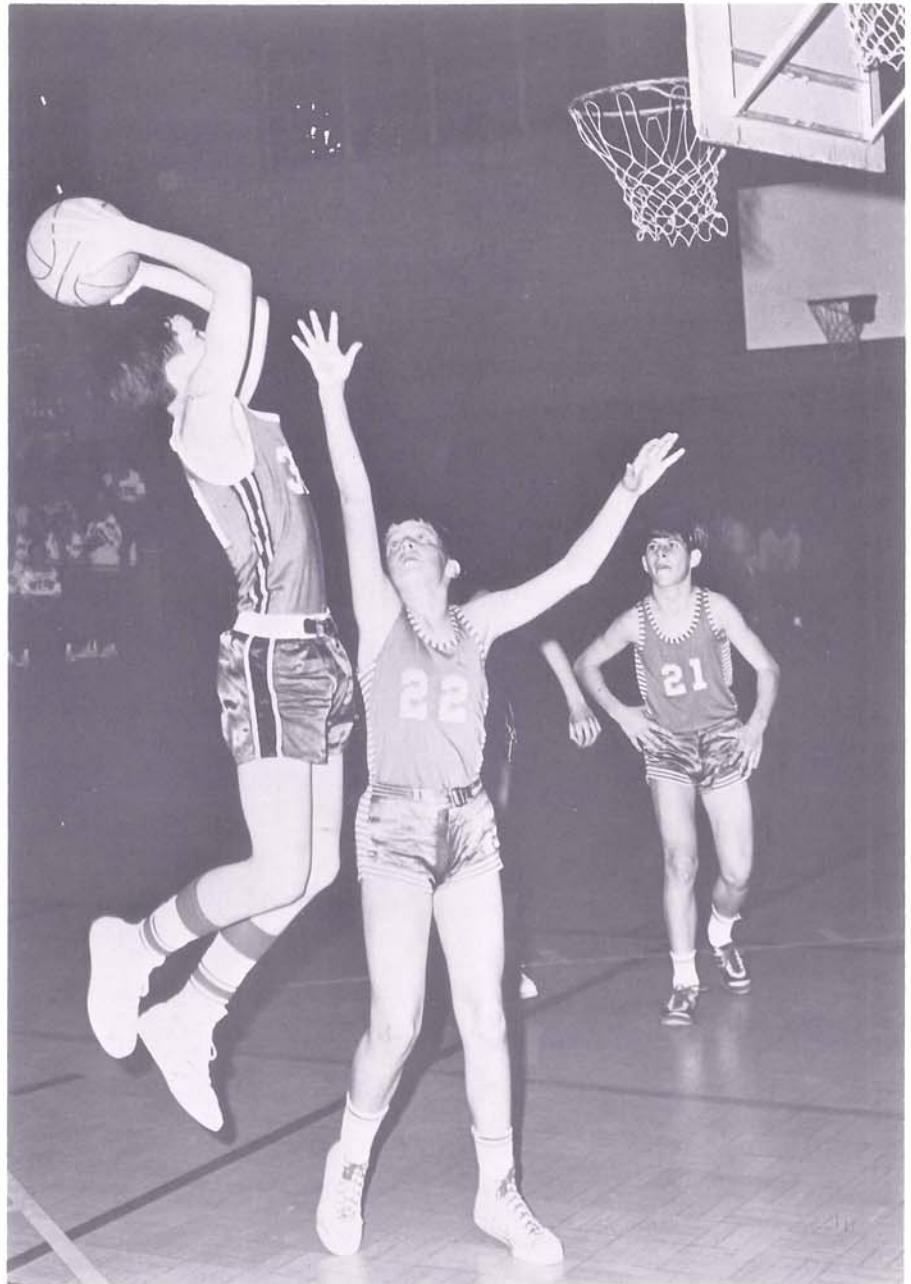
Golden Agers enjoyed round and square dancing, arts and crafts and field trips.

Special activities were provided for retarded children.

## Add Youth Programs

Three new youth programs were added this year . . . the U. S. Cadets program for boys and girls 15 years and over and a teen theatre group for high school students.

Improvements at various playgrounds included: lighting and black-topping six parking areas, air conditioning of fifteen meeting rooms and installation of seven kiddie



spots at various playgrounds, sidewalks for Airline Park Playground and \$14,500 of fill for John C. Bright Playground.

But these facilities are only the beginning of a bright future for recreation in Jefferson.

Last year, the parish council commissioned noted architect-planner Charles Colbert to prepare a sketch plan of a comprehensive parishwide recreational plan, an extensive 200

page study which was completed this summer.

## Would Top Disneyland

Now, parish officials are enthusiastically considering Colbert's recommendation that a 350 acre parish park be developed adjacent to Jean Lafitte State park to make the two a "greater tourist attraction than Six Flags or Disneyland."

The parish park would have a golf course, club house and restaurant,

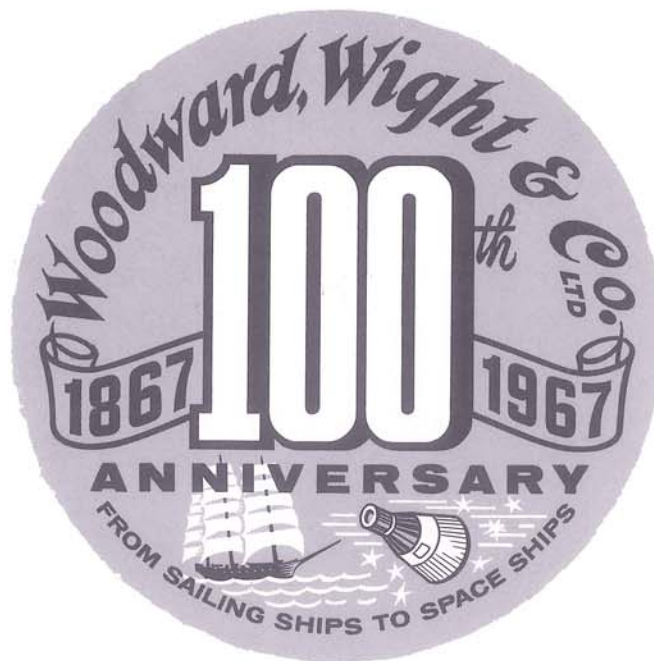


# Jefferson Parish—Born 1825

*Now 142 Years Old, and Still*

## A BOOM BABY

*with Room to GROW!*



We are happy to have served Jefferson Parish for 100 years and anticipate at least another

century of cooperation with its officials, industries and individuals.

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**451 HOWARD AVE. NEW ORLEANS, LA.**



swamp zoo, kiddy playground, pirogue trails plus boat launching, picnicking and hiking areas.

State funds have already been approved for the 2500 acre Jean Lafitte State Park near Crown Point.

When the Lafitte-Larose toll road, Lapalco Blvd., Dixie Freeway and the river bridges in Algiers and Marrero are completed, both parks will be within easy reach of the entire New Orleans metropolitan area.

Colbert also recommended a second major park on Lake Cataouatche near Avondale. He envisions an 830-acre park containing camp ground, group camps, golf and boating areas, sports fields, theaters and a stadium.

The study praised the East Jefferson lakefront reclamation project which provides 470 acres in the first phase alone for recreation and cultural use. This includes a 250-acre park, public beaches, an 18-hole golf course, cultural center, library, auditorium and theater.

Colbert says Jefferson's relationship of land and water areas for recreational purposes is probably superior to any in Louisiana and perhaps in the world.

#### **Profit Potential 'Enormous'**

He emphasizes that the development of tourist-recreational facilities is basic to Jefferson's growth. Development of Jean Lafitte State Park, he adds, is a "transient opportunity of great magnitude and enormous economic potential."

The proposed state park would extend from Bayou des Familles east of the Lafitte Hwy. through an extensive swamy area surrounding Bayou Coquille, all the way to Lake Salvador's shell beach, which is now inaccessible except by boat.

This is the legendary trading site of Jean Lafitte, who marketed his privateering booty there to New Orleanians in the early 19th century.

The state park would exploit the beach and a cluster of shell Indian mounds, and historic interest would be enhanced by construction of replicas of a "cajun" village, "Lafitte trading camp and slave auction block," and a pirate community historical museum.

#### **Urges Swamp Boardwalks**

This park would also include such attractions as a marina, pirogue rentals and pirogue trails, rental

# **We're Happy With Our Home!**

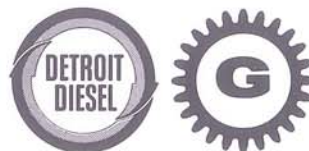


**For more than 21 years, Jefferson Parish has been home base for George Engine Company.**

**This is a long time, considering we're only 22 years old. Our organization was "born" outside the Parish, but it took only eight months for us to recognize the many advantages offered by Jefferson, and to convince us that this was the prime place to be located. Not once have we had cause to regret this decision. The fact that Jefferson is Louisiana's fastest growing parish proves that lots of other folks feel the same way we do.**

## **George Engine Company, Inc.**

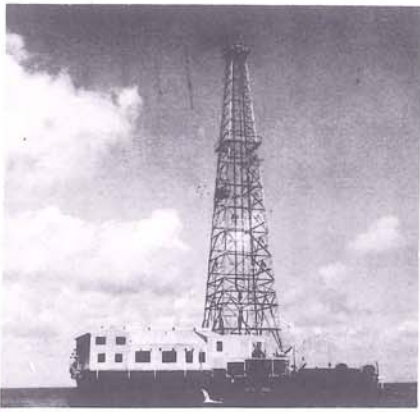
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camp, camping sites, swamp boardwalks, picnic areas, putt-putt golf and a muskrat farm.

"The use of related water-land transportation, air boats, pedestrian walkways through virgin swamp, and historical restorations can encompass a new original, honest and electrifying human experience equal or superior to amusement parks such as Six Flags and Disneyland," according to Colbert.

"The development of scenic features such as picturesque Bayou Barataria, the beautiful, but inaccessible swamp and marsh area near Crown Point; the attractive beach and lakefront areas which are now remote to the public on Lake Salvador and Lake Cataouatche, and water-bound Grande Terre Island, must be developed so as to reinforce local customs, Cajun tradition, historical incidents and the very unusual relationship of water and land in southern Louisiana," the study said.

### Parish Needs Parks Now

Colbert pointed out that Jefferson needs an additional 1,810 acres of parks and playgrounds to bring it up to nationally recognized standards—about 1,000 acres of each 100,000 population.

He suggested that the parish negotiate with the school board for use of public school playgrounds and a cooperative program of site acquisition between the parish and the school board be undertaken.

These negotiations are now under way and a survey has been ordered in line with another recommendation to determine possible locations on present parish property which could be used for a number of small playgrounds.

Colbert suggested that the municipalities of Harahan, Kenner, Gretna, and Westwego be asked to join in a proposed parishwide consolidation for financing purposes.

The study recommended that the overall parish recreation program be broadened to include a larger range of age groups, both sexes and inclusion of cultural activities, nature studies, handicrafts and other activities.

It also recommended long-range capital budgeting and establishment of a reasonable balance between operating budget and finances for the reservation of land for future operations. ■



## State and Parish Officials



**JOHN J. MC KEITHEN**  
Governor  
State of Louisiana



**C. C. AYCOCK**  
Lieutenant Governor  
State of Louisiana



**RUSSELL B. LONG**  
United States Senator  
State of Louisiana



**ALLEN J. ELLENDER**  
United States Senator  
State of Louisiana



**HALE BOGGS**  
United States Congressman  
Second District



**ALWYNN J. CRONVICH**  
Sheriff  
Jefferson Parish



**FRANK H. LANGRIDGE**  
District Attorney  
Jefferson Parish



**WILLIAM M. JUSTICE, JR.**  
Clerk of Court  
Jefferson Parish



**LAWRENCE A. CHEHARDY**  
Assessor  
Jefferson Parish



**DR. CHARLES B. ODOM**  
Coroner  
Jefferson Parish



**JULES G. MOLLERE**  
Louisiana State Senator  
Tenth District



**GEORGE R. BLUE**  
State Representative  
Jefferson Parish



**FRANCIS E. LAURICELLA**  
State Representative  
Jefferson Parish



**WILLIAM J. DWYER, JR.**  
State Representative  
Jefferson Parish



**JAMES E. BEESON**  
State Representative  
Jefferson Parish



**JOHN G. SCHWEGMANN**  
State Representative  
Jefferson Parish



**G. ROBERT MURPHY**  
President, Jefferson  
Parish School Board



**NAT B. KNIGHT, JR.**  
Louisiana Public  
Service Commission

## Jefferson Court Officials



**J. BERNARD COCKE**  
Judge, Ad Hoc  
24th District Court



**ROBERT G. HUGHES**  
Judge, Division D  
24th District Court



**JOHN C. BOUTALL**  
Judge, Division C  
24th District Court



**LEO W. MC CUNE**  
Judge of Juvenile Court  
Jefferson Parish



**EDWARD G. STOULIG**  
Judge, Division A  
24th District Court



**FRED S. BOWES**  
Judge, Division E  
24th District Court



**H. CHARLES GAUDIN**  
Judge, Division G  
24th District Court



**FRANK V. ZACCARIA**  
Judge, Division B  
24th District Court



**FLOYD W. NEWLIN**  
Judge, Division F  
24th District Court



**JOHN J. MOLAISON**  
Judge  
Second Parish Court



**CYRIL J. GRACIANETTE**  
Judge  
First Parish Court









The new Garden Lane luxury apartments in Gretna feature one section for adults only, the other for families. Included in the beautiful 88 unit complex is a courtyard and swimming pool.

# GRETNA

*Only 15 minutes from Downtown  
New Orleans, Gretna continues to progress  
with an impressive growth record.*

*By William J. White, Mayor*

Gretna, capital city of Jefferson Parish and the largest city South of St. Louis on the Mississippi's West Bank, is continuing its steady, impressive rate of growth.

Gretna's population, now almost 27,000, has more than doubled since 1949.

One of the biggest boosts to our economy came from the toll-free Mississippi River Bridge which has prompted many new homeowners, subdivision developers and businesses to locate in our area. Downtown New Orleans is just 15 minutes away on the West Bank Expressway which starts in Gretna.

An indication of Gretna's progress can easily be seen in its building construction boom. Commercial permits jumped 150 per cent in one year—from \$2,275,540 in 1965 to \$5,872,261 in 1966.

The total valuation of residential permits issued in 1966 was \$1,790,390, up from \$1,583,720 in 1965. Repairs and additions in 1966 increased from \$231,542 to \$355,211.

By the first half of 1967, 437 new housing units were under construction and the Professional Plaza West, a \$432,000 medical center is going up on Newton Street and the Expressway.

Two other major projects include the \$1.1 million addition to the New Gretna Courthouse and a \$150,000

addition to the Southern Bell Telephone and Telegraph headquarters, 1010 Hancock Street.

The new \$350,000 St. Anthony Catholic Church was completed in February at Franklin and Burmaster, and won an honor award from the 16th Annual Gulf States Regional Conference of the American Institute of Architects. The only building in the New Orleans area to receive the honor, it was cited for its "simple, careful detail" and the "rich character in the windows in the altar area." Cimini, Meric and Associates of New Orleans were the architects.

Water Department improvements include the recent addition of a 500,000 gallon elevated water tank and a new operations and administration building. Plant capacity was increased from two million gallons of water per day to over five million per day.

A unique feature of the new, expanded waterworks system is a reciprocal valve arrangement with the Marrero water plant allowing Gretna to give or take more water as needed by merely opening a valve.

Gretna can point with pride to the fact that almost all of its streets are now paved and have subsurface drainage. Gretna Boulevard and 17 other streets were paved in 1966.





*Gretna city officials (seated l. to r.) are Louis Le Boeuf, Jr., Alderman; Beauregard H. Miller, Sr., Marshal; William J. White, Mayor, Eugene Gehring, Mayor Pro-tem and Anthony J. Marchese, Alderman. Standing (l. to r.) Gerard Schexnayder, Alderman; Lester Harper, Ass't Building Inspector; Alvin Hotard, City Engineer; Charles A. Huber, Building Inspector; Frank Marchese, Tax Collector; Mrs. Velma Bieber, Director of Budget; John L. Dulcich, Jr., Alderman; John Ray, Treasurer; W. L. Bush, Clerk and Andrew Thalheim, Attorney.*



*The Gretna Courthouse Building has been remodeled recently and is now the beautiful new Gretna City Hall . . . offices for the Mayor, Chief of Police, Regulatory Inspection, Director of the Budget, Bookkeeping Department, and general offices for the collection of water bills, taxes, paving assessments and occupational licenses. On the second floor is the Courtroom used for Night Court and meetings of the Mayor and Board of Aldermen.*

Although property owners are assessed for paving and drainage according to front footage, the City shares in this expense particularly where large subsurface drainage pipes are involved.

Other municipal services are equally as impressive. Among cities of comparable size, our street lighting system ranks among the best in the nation.

The Garbage and Trash collection service is very efficient, with regular collections being made three times a week at no additional cost to the individual homeowner or business.

Thanks to our nine full time firemen and 300 volunteer fire fighters, our citizens enjoy exceptional low fire insurance rates. The nation's oldest continuously operated volunteer company—the David Crockett Volunteer Fire Department—is headquartered here.

The Gould Volunteer Fire Company also does an excellent job of providing fire protection.

Gretna has one of the lowest crime rates in the United States. Credit for this can rightly be shared by Police Chief Beauregard Miller, who served over 40 years as the City Marshal. The crack department includes 19 squad car and motorcycle officers who maintain constant vigilance to preserve law and order.

Juvenile delinquency is not a problem due in part to the Gretna Recreational and Instructional Department program, better known as GRID.

The program continues to grow and now has a 40 team bowling league. In addition, there are 57 boys' basketball teams, 86 softball teams, 24 bantam football teams and 27 girls' volleyball teams.

The city pays for the equipment and uniforms for each team and co-sponsors an annual awards banquet with Leson Chevrolet for the championship teams in each category.

Another active youth program is the Gretna Rangers and Rangerettes. Organized in 1961, this group now has over 450 boys and girls participating. The Gretna Golden Girls, a marching unit of 30 girls, take part in Mardi Gras parades and other activities.

Gretna's 130 acre recreation system includes two parks, two swimming pools, wading pools and four playgrounds. Mel Ott Park is the