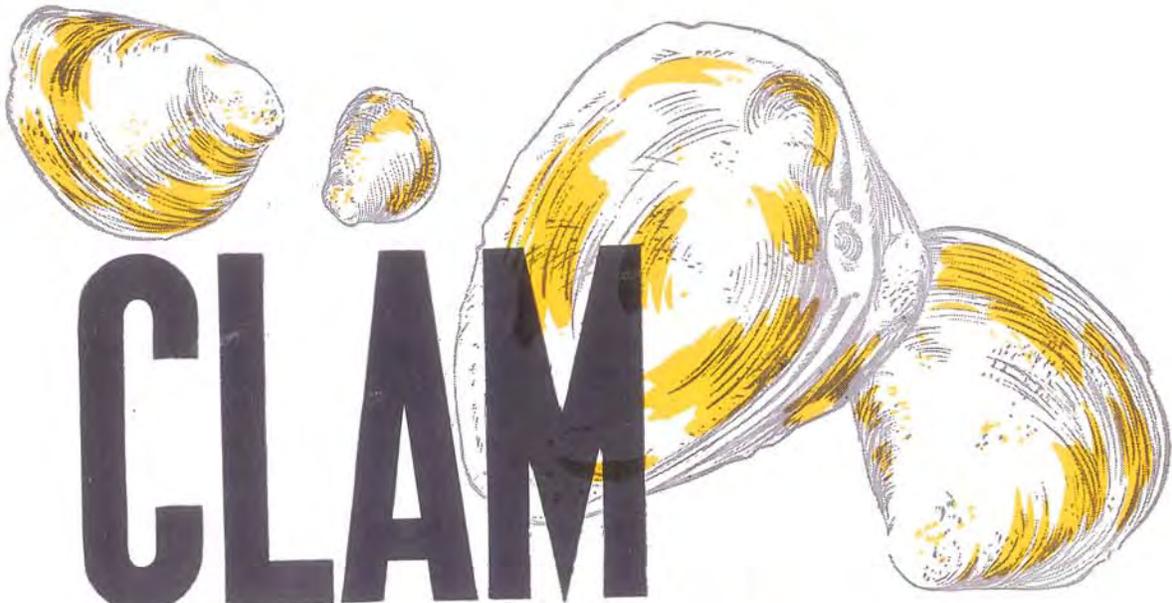


THE JEFFERSON PARISH YEARLY

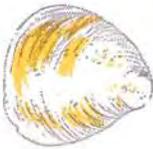
# Review

1960 EDITION





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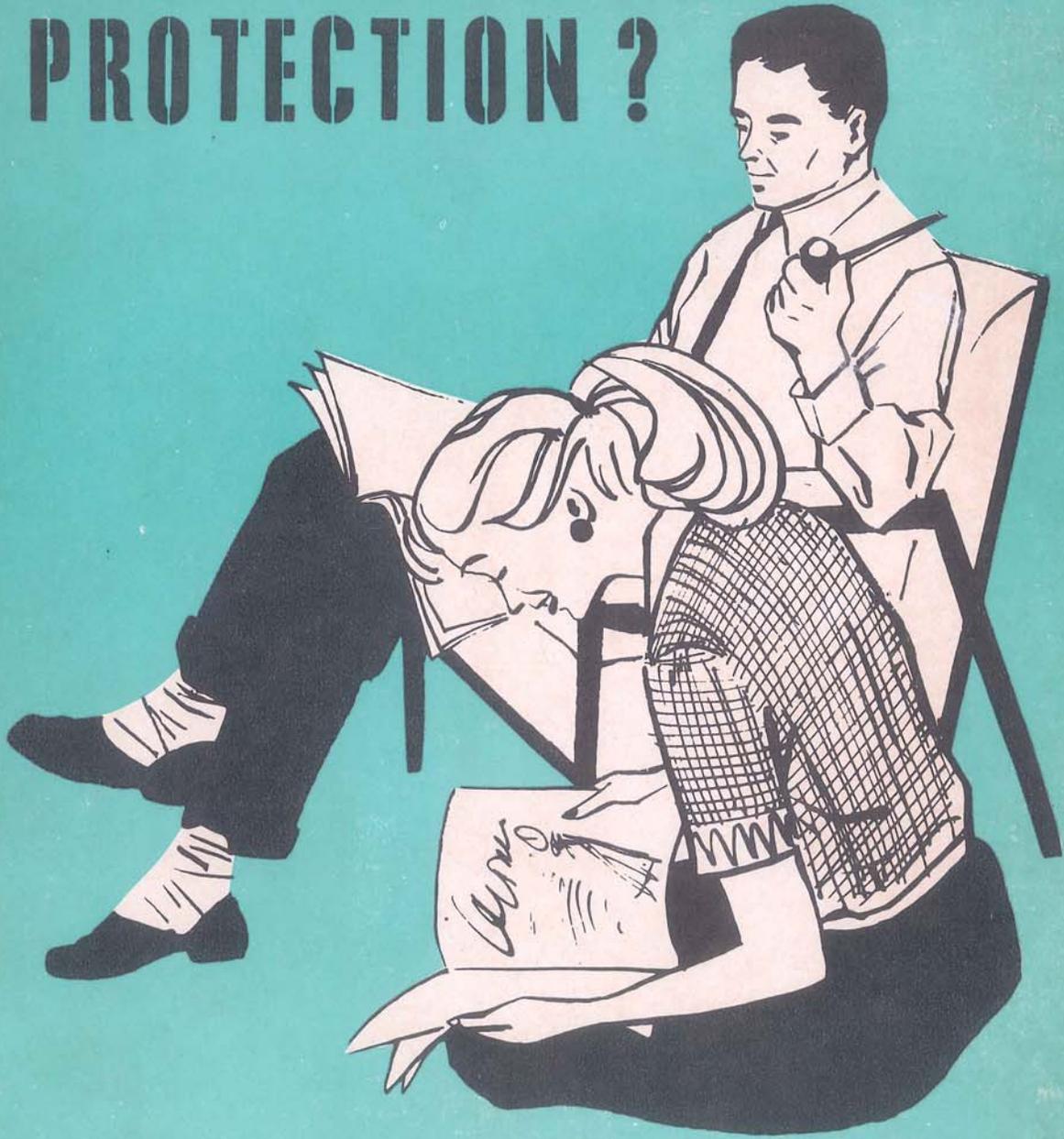
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# Review

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

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Our sincere thanks to the writers, photographers, artists, engravers, printers and all those many people both inside and outside the parish who provided information and assistance during the long months of preparation of this 1960 Jefferson Parish Yearly Review.



COVER: The new Freeport Sulphur Offshore Drilling Platform, built by J. Ray McDermott & Co., Inc., seven miles out in the Gulf of Mexico off the coast of Grand Isle, which began production in June, 1960.

• Photo by the Photo Mart, courtesy of J. Ray McDermott & Co., Inc.

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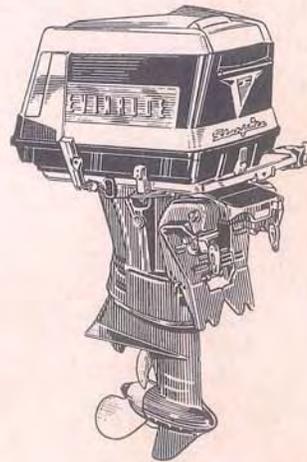
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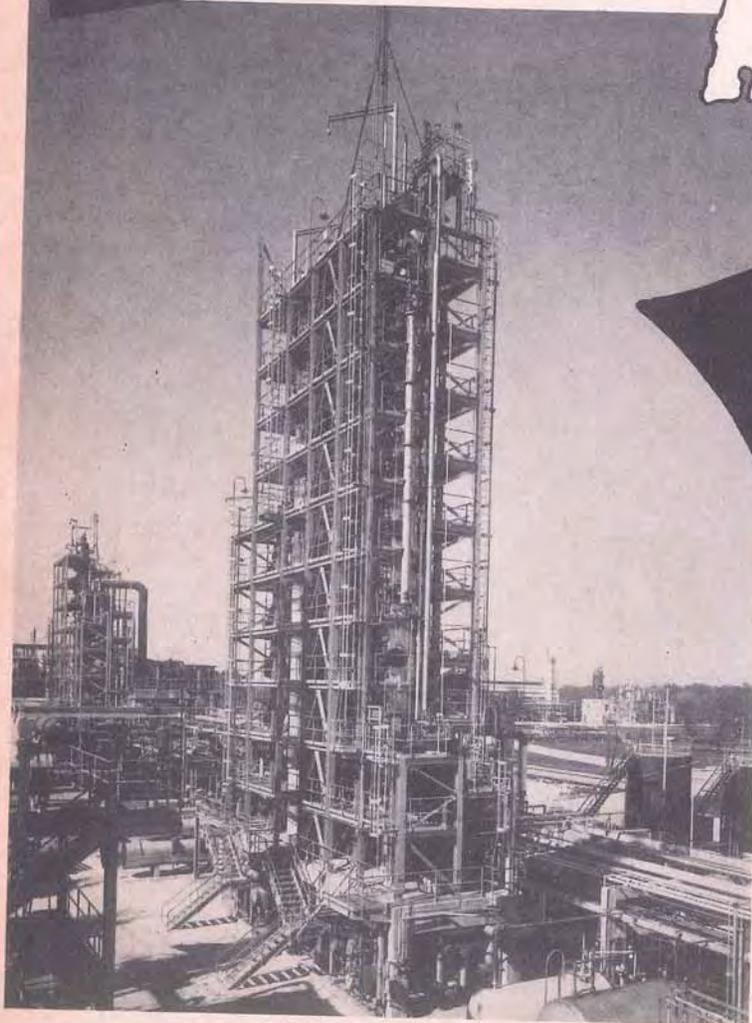
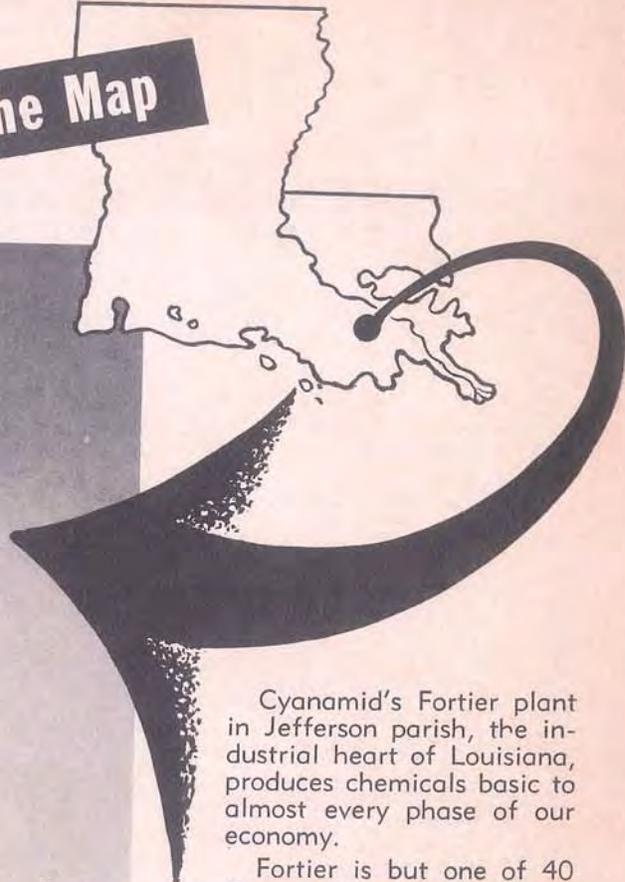
# Introduction



In the following pages of our 26th Annual Review it will be our pleasure to present the Louisiana parish, occupying area on both sides of the river from Lake Pontchartrain to the Gulf of Mexico, that is the strong right arm of the Port of New Orleans and whose West Bank business section is only ten minutes over the new Mississippi River Bridge from downtown New Orleans . . . the parish that has more than doubled its population in the last ten years (from 103,873 in 1950 to 207,301 in 1960) . . . the parish with nearly three industrial plants for every mile of its length (possessing five of the largest manufacturers of their kind in the world and having just this year added the offshore mining of sulphur) that is recognized as one of the most concentrated and the fastest growing industrial and residential areas of the South . . . the parish that possesses for the development of its commerce and industry every means of transportation known to modern man . . . the parish whose public school system is rated among the top three of the state . . . the parish that, paradoxically, along with its booming factories and movement of raw and finished products, offers its visitors and residents one of the top ten sport fishing waters of the world and one of the safest saltwater surf bathing beaches in the nation.

The Editors.

# A Significant Dot on the Map



At Cyanamid's Fortier plant in Jefferson parish, crude acrylonitrile is purified in these columns to meet specifications of extremely close tolerance.

AMERICAN CYANAMID COMPANY  
FORTIER PLANT  
JEFFERSON PARISH, LOUISIANA



Cyanamid's Fortier plant in Jefferson parish, the industrial heart of Louisiana, produces chemicals basic to almost every phase of our economy.

Fortier is but one of 40 Cyanamid manufacturing plants, which make nearly 6000 products for industry, the medical profession, the farm and the home

This is significant.

But the significance of **this** plant can be measured in other ways too—in terms of its contribution to the community.

Cyanamid pays annual wages of over \$5 million to its 730 employees at Fortier. The plant spends \$4.3 million yearly for supplies and services from other business firms in the community.

Parish and state taxes, and costs of fuel, power, raw materials, and other services, all purchased locally, total an additional \$3 million each year.

The Fortier plant's impression on the economy of the community is substantial. These factors and more measure the significance of this dot on the map.

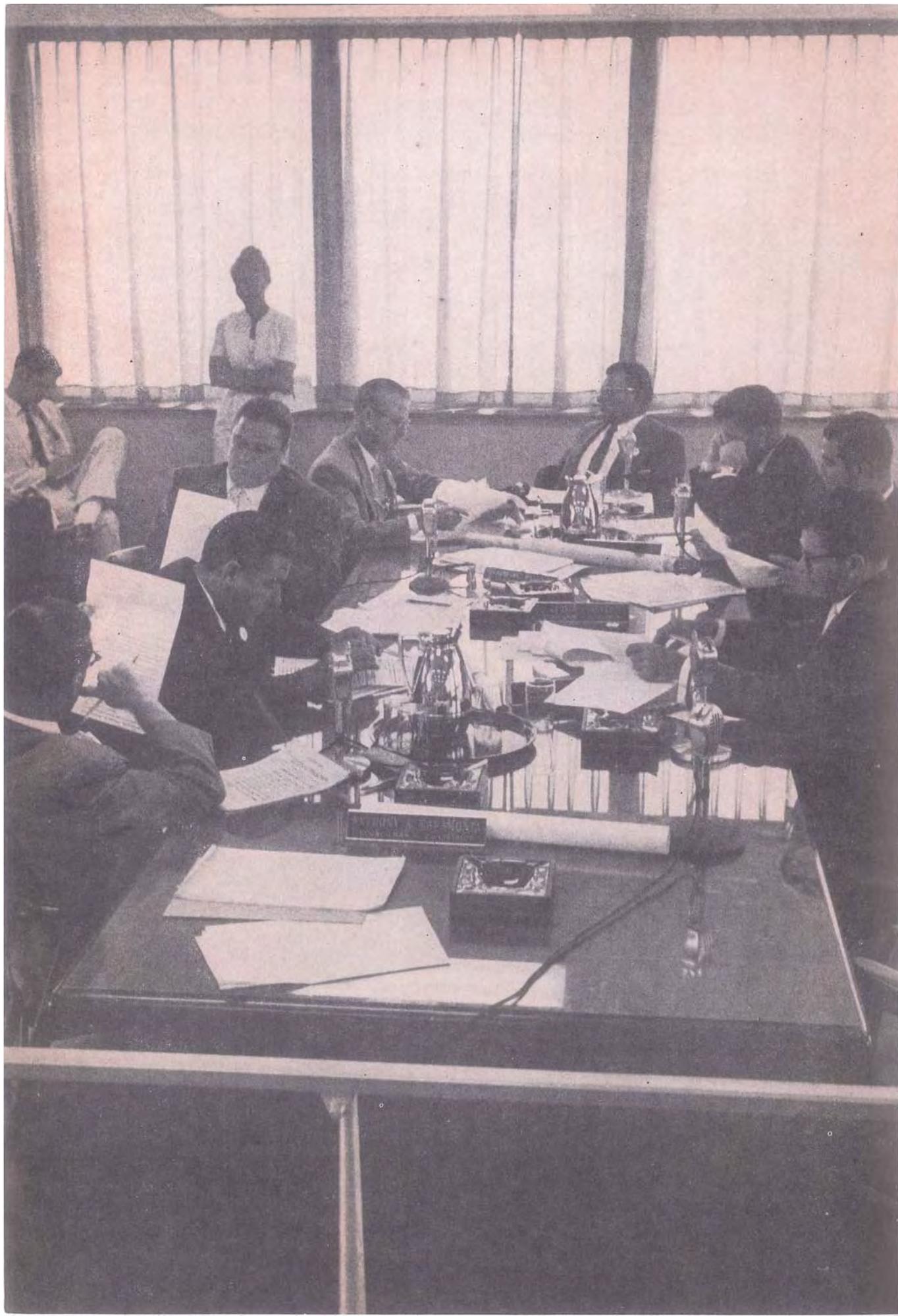


# REPORT

of the Parish

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JEFFERSON PARISH, LA. 1980



# JEFFERSON ON THE JOB

**Being a Resume of the Recent Accomplishments of the Parish, the Projects Now in Progress and the Plans of the New President-Council**

Jefferson was created as a parish in 1825 and for the first 133 years of its existence was headed by the Police Jury form of government.

But in the early Fifties it became apparent to the leaders and officials of Jefferson — by then recognized as the fastest growing parish in Louisiana — that the accumulated array of more than 30 different districts required under the Police Jury system and governed by their own boards must be streamlined, coordinated and concentrated for a more efficient and economical handling of the responsibilities of parish government that were increasing both in diversity and magnitude every year.

The solution of this problem was finally formulated and presented to the voters of Jefferson, and on March 10, 1958, by the will of the people, the new Jefferson Parish President-Council form of government took office. Immediately this compact body of 8 men began to consolidate the management, indebtedness and tax structure of the more than 30 previous autonomous districts just mentioned under the jurisdiction of nine newly created departments directly responsible to the President-Council plus an overall Advisory Board comprised of a representative from each of the eleven wards appointed by the Parish President.



## **JEFFERSON PARISH PRESIDENT-COUNCIL**

**Parish President, M. Dan Hogan. Parish Council: Cullen C. Schouest, Chairman; Frederick J. R. Heebe, Vice Chairman; Donald T. Gillen, Beauregard H. Miller, Jr., Anthony A. Caramonta, George J. Ackel, Vial J. Blanke.**



Recent view of the Jefferson Parish government headquarters at Gretna — the first all glass building in the Deep South and the tallest building on the West Bank of the Mississippi south of St. Louis. To the left foreground out of the picture is the large parking area which, as can be seen, has spilled over into the areaway in front of the Court House with the cars of people on parish business bent.

The only exceptions to the authority of the President-Council and its nine departments are the office of Sheriff and Tax Collector, the Tax Assessor, the Clerk of the District Court, Coroner, the School Board and the incorporated municipalities—none of which by the ruling of the charter are the responsibility of the Council or Parish President.

For your information and reference the function and location of each of the nine new Jefferson Parish Departments are listed as follows:

#### 1. THE JEFFERSON PARISH FINANCE DEPARTMENT

In charge of Purchasing, Accounting and the Parish Budget, with headquarters in the Court House, Gretna.

#### 2. THE JEFFERSON PARISH LEGAL DEPARTMENT

Which handles all the Parish legal affairs, representing it in Court and establishing the legality of all its ordinances and actions — with staff headquarters in the Court House, Gretna.

#### 3. THE JEFFERSON PARISH PLANNING DEPARTMENT

Its function is to plan and prepare for the social, economic and physical devel-

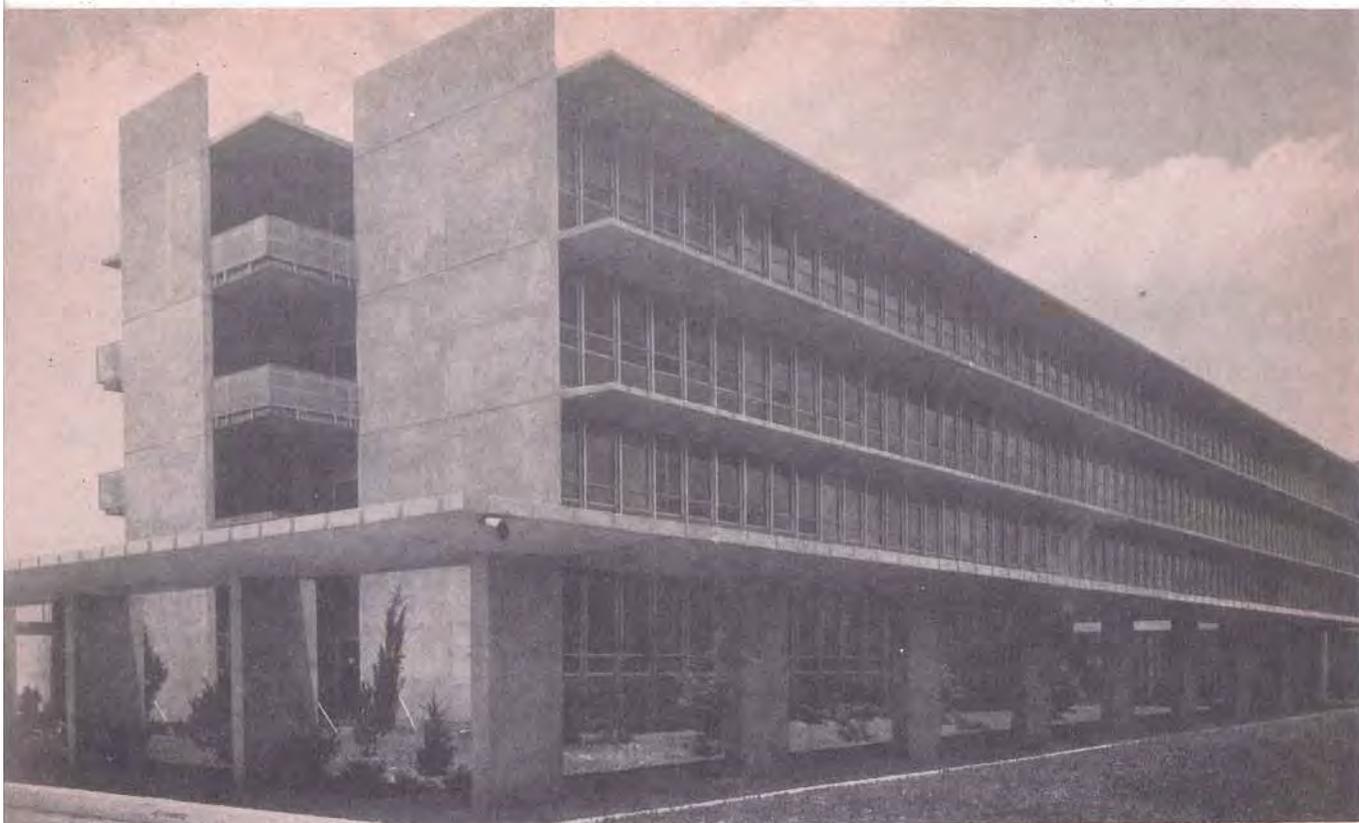
opment of the Parish, including Zoning Controls. It is supported by a 5-member Planning Advisory Board composed of one appointed member appointed by the council from each council district and one appointed by the Parish President and a 5-member Zoning Appeals Board composed of one appointed member from each district and one appointed by the Parish President. Its headquarters in the East Bank Office Building.

#### 4. THE JEFFERSON PARISH DEPARTMENT OF PERSONNEL

It is headed by a 3-member Personnel Board, named respectively by the Presidents of Loyola and Tulane Universities and the Parish President to which the Director of the Department is responsible. It handles the job classification, wage scale and all matters of policy relating to parish employees. It is headquartered in the East Bank Office Building.

#### 5. THE JEFFERSON PARISH WATER DEPARTMENT

Under its jurisdiction are Water Districts One, Two, Three, Five, Six and Seven. The office of the Director is at 3600 Jefferson Highway, East Jefferson Waterworks District No. 1.



Showing the front of the new West Jefferson General Hospital at Marrero, facing vacant land south with its back to the West Bank Expressway. The reason for this arrangement can be quickly visualized. Now occupying only ten of the twenty acres it acquired from Hope Haven at a cost of \$156,290 the vacant area at its front provides the space for future expansion around a central quadrangle.

#### 6. THE JEFFERSON PARISH SAFETY DEPARTMENT

Under its jurisdiction are the Division of Regulatory Inspectors, Division of Street Lighting, Division of Fire Fighting and Traffic Engineering Division, plus the newly 1960 created Taxicab Division. Its headquarters is in the East Bank Office Building.

#### 7. THE JEFFERSON PARISH DEPARTMENT OF ROADS AND BRIDGES

Its name is explanatory of its function and its headquarters is located in the Court House, Gretna.

#### 8. THE JEFFERSON PARISH RECREATION DEPARTMENT

This Department is in charge of all parish playgrounds and libraries and the office of its Director is at 1521 Palm Street, Metairie.

#### 9. THE JEFFERSON PARISH SANITATION DEPARTMENT

Under its jurisdiction are all parish problems and projects involving drainage, sewerage and garbage disposal. The office of its Director is at 643 Helois Avenue, Metairie.

In addition to these nine basic departments the office of the Jefferson Parish

Advisory Board is in the East Bank Office Building and the recently re-activated Office of Civil Defense is at 519 Huey P. Long Avenue in Gretna.

In April of this year a recommendation was made to the Parish Council to establish, in addition to the nine present departments, a Research and Budget Analysis Staff. This staff shall have the duty of examining the budgets submitted to the Parish Council; of investigating the items contained therein and of reporting to the Parish Council with recommendations regarding such budgets.

The Research and Budget Analysis Staff shall also be empowered to conduct such research and investigations into administrative or executive departments, or Parish affairs generally, as the Council may direct. A Research Director, qualified by special training and experience in the fields of public finance and management research, shall serve as Chief of the Research and Budget Analysis Staff and shall be responsible solely to the Parish Council.

In opening this 1960 Report of the Parish of Jefferson it is a dramatic coincidence that three of the year's top priority projects all involve water, of which, incidentally Jefferson boasts every type known to man—Mississippi



Officiating at the ground breaking ceremonies of the new Barataria Bay Waterway at Bayou Rigaud in May, following which the contractor began construction, were left to right: M. Daniel Hogan, Jefferson Parish President; Congressman Hale Boggs (looking through the transit) and George M. Cookson, District Engineer of the U. S. Corps of Engineers. Congressman Boggs sponsored and fathered through Congress this boat and barge canal for Jefferson Parish, 12 feet deep and 125 feet wide, from the Intracoastal Waterway at a point near Barataria to the Gulf of Mexico and to cost nearly \$2 million. It was approved by the U. S. Corps of Engineers in 1958 and the money appropriated by Congress in 1959 and 1960.

River, Gulf of Mexico, bays, lakes, bayous, canals and wells.

These three projects are expanded drainage to control it, a new waterworks district to distribute more of it for consumption and fire protection, and the new boat and barge canal to harness it for commerce. We will discuss the drainage project first.

#### FIVE MILLION DOLLARS FOR IMPROVED PARISH DRAINAGE

Spurred by the rains of the May 1959 tropical hurricane "Arlene" which overtaxed the drainage facilities of East Jefferson and caused considerable flooding the Parish Council prepared and pre-

sented to the people a total \$5 million Bond Issue to immediately expand and improve Jefferson's drainage system—to place it in a position to handle a 10 to 12 inch rainfall in 24 hours.

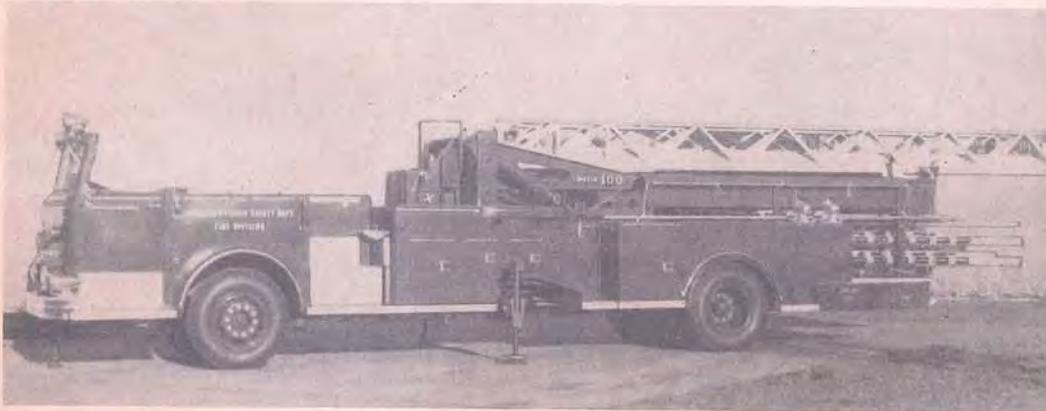
The Bond Issue was approved by the voters and on February 5, 1960, \$3 million of the bonds were sold to Chicago and local investors. The Jefferson Parish Sanitation Department at the same time reported that the additional \$2 million would be sold within 9 to 10 months as needed to finance drainage improvements on the East and West Banks of Jefferson.

#### THE EAST BANK DRAINAGE PROBLEM AND PROJECT

The East Bank of Jefferson is a 32,000 acre area shaped like a saucer, the upper end of which is encircled by the Mississippi River Levee, the Pontchartrain Protection Levee and the Orleans and St. Charles-Jefferson Parishes Protection Levees. Not a drop of rainwater flows off naturally. A rainfall of one inch means that nine billion gallons of water must be collected in drainage canals and pumped into Lake Pontchartrain.

Way back in 1924, when East Jefferson was almost entirely a rural area, four drainage pumping stations were constructed on a canal system to drain the area. Commensurate with the small amount of then developed property their pumping capacity was sufficient.

What this means is that the one time rural area of East Jefferson which now has at least 75% of its acreage developed into valuable residential and commercial property, with the certainty that it will reach 95% development within the next few years, is dependent upon a



Pictured above is the new \$38,000 100-foot aerial ladder equipment added to the Fire Fighting Division at Fire District No. 2 in Metairie and put into operation about November of 1959.

drainage system that has been increased only 20% in 36 years.

The analysis of the East Bank drainage problem, with consideration of how the present available Bond Issue money can be most advantageously used (as complete drainage protection for this entire area can only be accomplished over a period of years and will require funds far greater than presently available) indicates that the greatest present need is for increased rate of flow on the present canal and major channel system.

It is anticipated that the present \$3 million Bond Issue will provide funds for increasing the capacity of the existing pump stations from a present total of 2230 c.f.s. to 4630 c.f.s., involving an expenditure of \$1,400,000; also add one additional pump station at a cost of \$350,000; increase the canal system capacity to convey the above quantities to the stations at a cost of \$300,000; and generally relieve those areas where local conditions retard run off to major channels, involving an expenditure of \$950,000. When these drainage improvements are completed the immediate flood water problem of the East Bank will be solved.

#### WEST BANK DRAINAGE

When the West Bank Drainage Plans are completed, which will call upon the \$2 million Bond Issue for construction, and the voters' approval of a 5-mill maintenance tax over a ten year period, there will be no built up area on the West Bank which will not be fully protected against back waters.

The plans call for the increase of the height of all back levees both present and those to be extended, to a minimum of 13 inches above the highest re-



A 15-acre tract of land valued at \$250,000 has been donated to Jefferson Parish for the construction of a memorial hospital in East Jefferson, by Harry J. Spiro, right. The property is located immediately adjacent to Bissonet Plaza and is bounded by Elmwood Parkway, West Metairie avenue, 19th Street and Wade Drive. Sewerage, paved streets, sub-surface drainage and other utilities already bordering the property. In presenting the land to the parish, Spiro requested that it be used as a memorial to his late father, Harry Spiro. Jefferson Parish Council Chairman Cullen C. Schouest, who accepted on behalf of the parish, said that the \$250,000 grant was the largest ever made to the parish, and it is an immense step toward the construction of a major hospital so necessary to the spiraling growth of East Jefferson.

corded tide in the area; the widening and deepening of all existing canals, laterals and culverts; and all existing and new pumping facilities will be designed to take the run-off from a heavy rainfall in 24 hours.

Both the East and West Bank Bond Issues, plus the requested maintenance tax for the West Bank, will be covered by the Homestead Exemption.

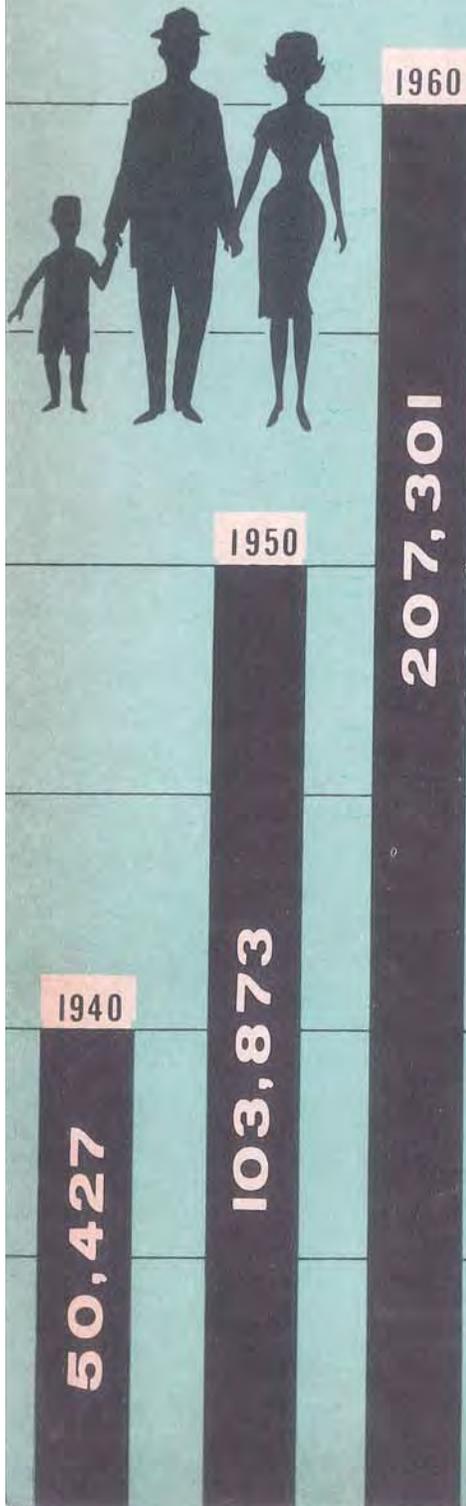
#### WATER IS WONDERFUL.

It comes in oceans, rivers, lakes, wells, drops, buckets, pitchers and glasses. It quenches thirst, cooks food, puts out



One of 650 new eye-catching reflective Jefferson Parish school signs by Metairie Grammar School. Standardized throughout all school areas, Jefferson is the first parish in Louisiana to use these easy to see signs.

# Jefferson's Amazing Population Growth



fires, makes coffee, and brushes teeth. It spins mills, runs electro-plants, cools motors and powers factories. It spawns fish, sprinkles lawns, floats boats, washes children and grows flowers. And while Jefferson Parish is preparing to spend \$5 million in the immediate future to control its caprices, it is spending another \$675,000 to pipe it into Jefferson's expanding suburbs south and west of Gretna.

## WATERWORKS DISTRICT No. 7

In December of 1959 the Jefferson Parish Water Department allocated \$675,000 from revenue to construct about 6 miles of water main (actually 35,705 feet) from waterworks District No. 2 to the brand new suburbs of Gretna, officially known as Waterworks District No. 7. Work began in January and was completed in April.

It extends south of the city limits of Gretna to the Plaquemines Parish Line and from Algiers to Waterworks District No. 3. It will provide water for the lawns, homes, and fire protection of that vast new Greater Gretna which includes the new subdivisions of Meadow Brook, Timber Lane Estates and Terrytown. It is estimated that 10,000 new homes will shortly spring up in these three Jefferson subdivisions alone. A million and a half gallon storage reservoir, located to the left of the Belle Chasse Highway adjacent to Terrytown, is included in the above cost and construction.

## JEFFERSON PARISH WATER DEPARTMENT

While on the subject of water for consumption we will report also on the progress and projects of the other Water Districts (1, 2, 3, 5 and 6) of the Jefferson Parish Water Department.

In 1958 East Jefferson Waterworks District No. 1 added 2338 new customers. In 1959 it added almost 25% more, or 2911 to a present total of 33,000 customers. On the West Bank Water Districts 2, 3, 5, 6 and the cities of Gretna and Westwego showed an increase of more than 1,000 new customers.

The new \$2,750,000 ten million gallon plant office building and five million gallon storage tank of Waterworks District No. 2 (which serves Districts No. 2, 3, 6 and the new No. 7) was dedicated in September of 1959.

East Jefferson Waterworks District No. 1 continued to lay new water mains to serve new customers. In 1959 this

amounted to 23.02 miles of pipe into the new subdivisions. For fire protection 215 new fire hydrants were added in the District in 1959. The East Bank of Jefferson is now served with an imposing total of 3935 fire hydrants conveniently and strategically located.

Waterworks District No. 3 began service to the new West Bank General Hospital and Waterworks District No. 5 began work on a survey to lay a pipeline from the upper limits of Ward 4 to the St. Charles Parish Line at an estimated cost of \$1,300,000.

#### THE LONG PLANNED BARATARIA BAY WATERWAY GETS THE GREEN LIGHT

And now we come to water for commerce—in this case the long and impatiently awaited Barataria Bay Waterway, one of the most important single improvements ever made to Jefferson's facilities for transportation.

This project was started way back in 1949 when parish leaders, realizing even then that the rapidly expanding oil industry and the water borne commerce of Jefferson Parish sorely needed a barge and boat channel direct to the Gulf of Mexico from the Intracoastal Waterway, presented the plan of a boat and barge canal 12 feet deep and 125 feet wide in a public hearing at Westwego.

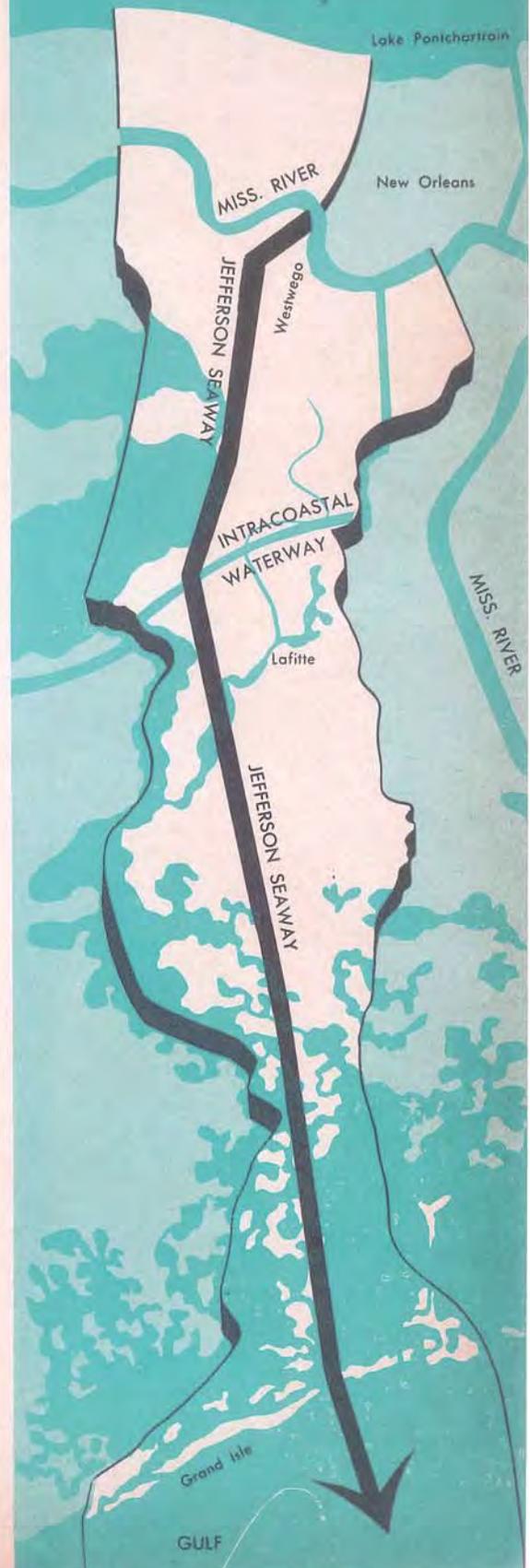
This vitally needed Barataria Bay Waterway was backed in Congress by Congressman Hale Boggs, and through his untiring and increasing efforts the economic feasibility of the project was finally recognized, was approved and \$1,600,000 appropriated for its construction by the U. S. Army Corps of Engineers, even over President Eisenhower's veto, in August of 1959. (Additional money for this project was included in the 1960 appropriation.)

After ten long years of planning and fighting the project was ready to start—in fact it had to be underway by June 10, 1960, in order to secure the Federal appropriation set up for it. In the meantime the government had to receive certain assurances from the state and parish before the U. S. Engineers could ask for bids on the actual construction.

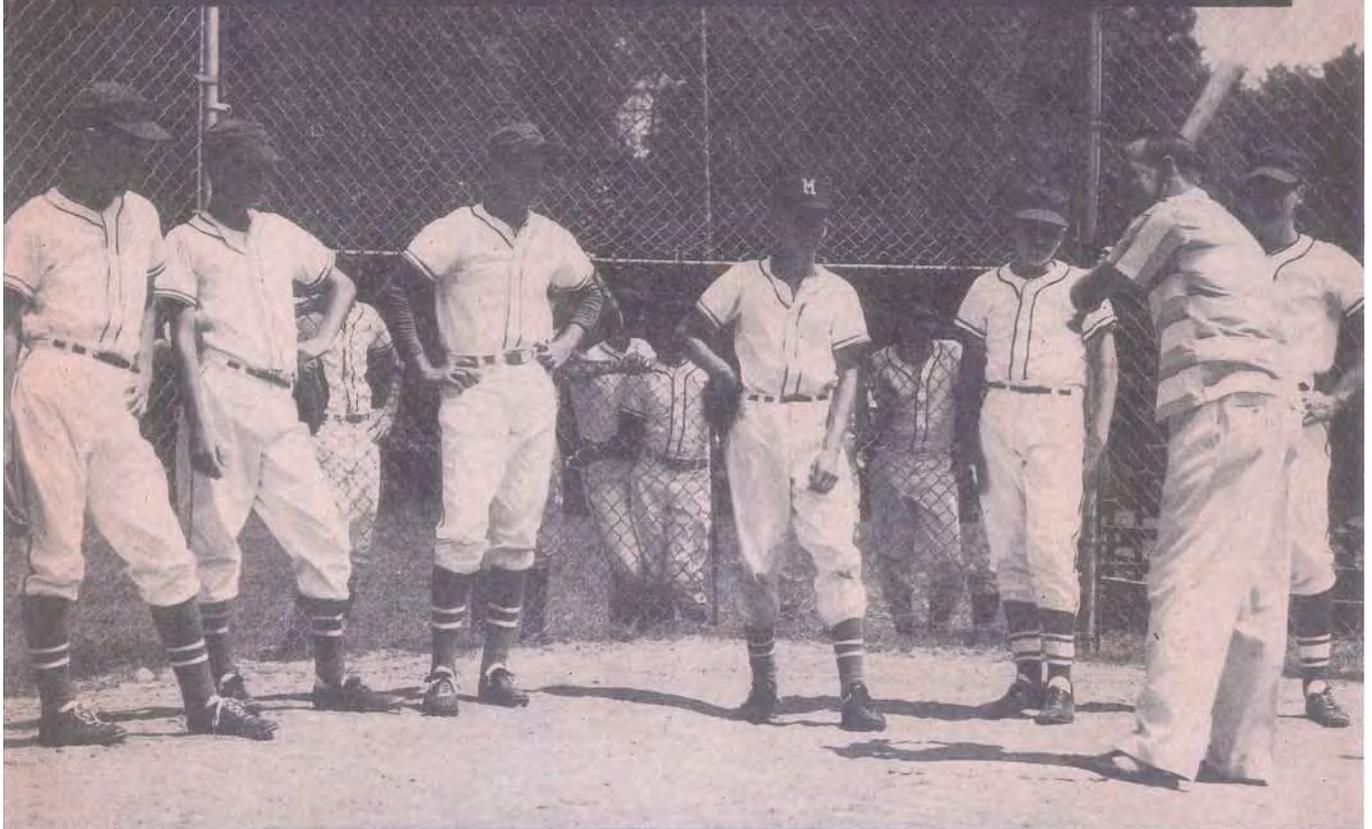
The Waterway was at first bitterly opposed by the oyster bed leasees along its route, as it was very obvious that the dredging of a 12 foot channel would destroy some of the oyster beds. In the negotiations with the oyster bed leasees a total of about 13, the route was altered several times to avoid as much damage

## Proposed Jefferson Seaway

THE PLANNED SAFER, SHORTER, CHEAPER TIDEWATER CHANNEL FROM THE PORT OF NEW ORLEANS TO THE GULF



# RECREATION



- Top: A Jefferson recreation supervisor is shown giving batting instructions to members of one of the many teams competing in the summer sports program.

- Left: Top, some of our senior citizens enjoy "dancing in round" one of the activities of the Golden Age Club. Bottom, the Annual Golden Age Club Mardi Gras Ball.

- Bottom: Construction work taking place on the new Bunche Playground in Kenner, one of many playgrounds now in the construction or planning stages.



as possible, and many meetings held with their association to arrive at fair damage settlements to all concerned.

Working hard on this project—one of the greatest opportunities in the history of the parish—were the Harvey Canal Industrial Association, whose members were well aware of the stimulus the Waterway would be to Canal business, and the West Bank Council of the Chamber of Commerce of the New Orleans Area. These two organizations lent their support to the ironing out of the snarls and details before the deadline of June 10.

The Jefferson Parish President-Council in the meantime were studying the project thoroughly before committing the people of the parish to the necessary assurances required by the government. But finally, after the State of Louisiana had assured the Council that the state would pay for the damages to the oyster beds along the right of way, which were all leased from the state, the Council passed a Resolution on February 18, 1960 to provide without cost to the United States all lands, easements, rights of way and spoil disposal areas necessary for the construction of the Barataria Bay Waterway and for subsequent maintenance when and as required, to accomplish and maintain without cost to the U. S. all alterations to pipelines, cables and other facilities necessary for the construction of the project; and to hold and save the United States free from damages due to construction and maintenance.

Contained entirely within the limits of Jefferson Parish, to be built with Federal funds and requiring no Parish or State Bond Issues, this Barataria Bay Waterway will be constructed and completed by the Engineers in several stages. It will provide a channel 12 feet deep and 125 feet wide from the Intra-coastal Waterway at Barataria to Grand Isle, following the present route (now in use) to Bayou St. Denis, thence by a new channel along the western shore of Barataria Bay and through Barataria Pass to the 12 foot contour in the Gulf of Mexico, with an extension of the project to include a channel of the same dimensions in Bayou Rigaud extending from Barataria Pass westerly along the north side of Grand Isle for a distance of 3.2 miles.

The final approval and the beginning of construction of this long fought for added artery of commerce (the ground breaking ceremonies for the first phase of which took place at Grand Isle early

in May) is undoubtedly the biggest headline news of the year in Jefferson Parish.

#### EXTENSIVE SEWERAGE IMPROVEMENTS PLANNED

In November of 1959, based on the recommendation of the Director of the Jefferson Parish Department of Sanitation and upon instructions of the Jefferson Parish Council by its motion of September 24, 1959, an engineering report was prepared on the repairs needed for Sewerage District No. 1 and the extension of the system to additional portions of Sub District No. 1. The fact that the gradually deteriorating present system is 20 years old and that the area is being rapidly developed and populated points toward the immediate need of a rehabilitation program of major proportions.

To prevent the silting of sewer lines and the entrance of excessive infiltration of water in the system, it will be necessary to relay bad lines at higher elevation and to install additional lift stations. Portions of Sewerage District No. 1 have developed to such an extent that central sewerage collection and disposal facilities are highly desirable. The report estimates that these necessary sewerage improvements to this East Jefferson area will cost around \$1,300,000 of which the method of financing still has to be worked out.

Another engineering report in November 1959, was also submitted on Sewerage District No. 5, in which the recent and rapid increase in population has created a pressing need for a sanitary sewerage system. This District consists of that unincorporated portion of the Ninth Ward of Jefferson Parish located north of the Airline Highway. It has a present population of around 9,000 with an estimated ultimate population of 17,000. Septic tanks now serve more than 90% of this District's population.

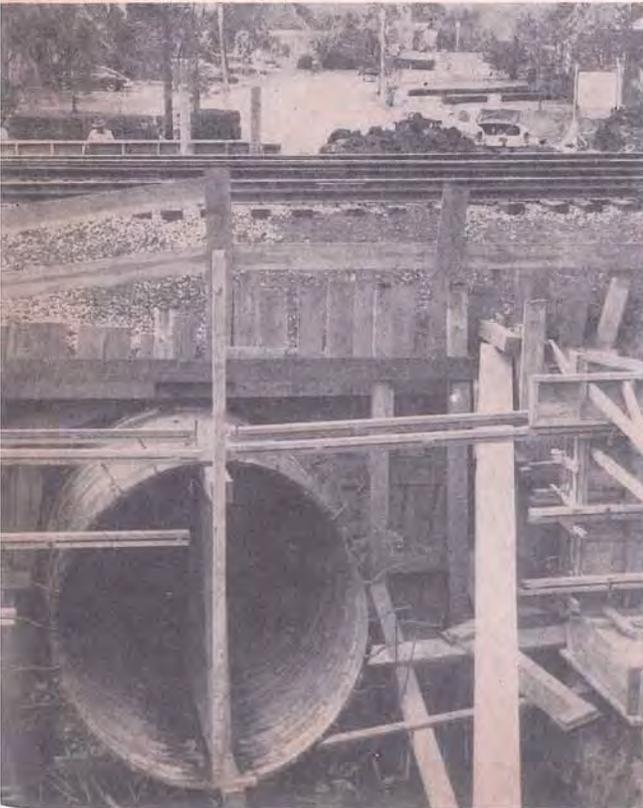
The report recommends the proper collection of all sanitary wastes produced in this District and a biological treatment plant designed for the ultimate population.

Wastes entering this collection system will be directed to a pumping station located at the intersection of Canal No. 4 and the Soniat Canal, from which point they will be transmitted by force main and gravity sewer to the site of the West Napoleon Avenue Sewerage Treatment Plant. Additional capacity of two million gallons per day will be



The newly expanded Jefferson Plaza branch attracts readers of all ages—as evidenced by the young man posing proudly with the book selected through the assistance of the librarians.

The new pedestrian tunnel under the Southern Railroad tracks connecting the dead end of Magnolia Avenue with the Metairie Playground, as it looked under construction, showing the huge pipe big enough in diameter to surround an automobile. It was formally dedicated on March 31, 1960, and will safely serve thousands of children and adults to and from this popular playground. It cost \$43,000 of which the railroad paid 15%.



provided at this plant by the addition of a high rate trickling filter installation. The maximum use will be made of existing plant facilities. The total cost of this proposed program is estimated at \$2,402,000.

Plans are now being formulated for the establishment of a complete sewerage system in the area of the Harvey Canal on the West Bank, and for the necessary plant and sewer lines in the recently established sewerage district in the Lynn Park area of the Ninth Ward.

#### GARBAGE DISPOSAL REGULATIONS ADOPTED

Following through on the system of regular weekly trash collection inaugurated in East Jefferson in June of 1959, and the extension of garbage pick-up, the Council on February 29, 1960, in a move to keep the highways and streets of Jefferson clean of litter, adopted new strict garbage and trash regulations that carry fines or jail or both. The major features of the regulations provide that containers for garbage must be of galvanized steel or other approved materials and must have tight fitting covers; that these garbage containers must be kept covered at all times; and that the dumping of any garbage or trash on lots or any open area is a misdemeanor and subject to a fine not to exceed \$50 or a jail sentence not to exceed 30 days or both.

#### PARISH PERSONNEL RULES AND CLASSIFICATION PLAN ADOPTED

The Personnel Rules worked out under the jurisdiction of the Jefferson Parish Department of Personnel, which was approved by the Council on June 4, 1959, now affects all employees of the parish general government.

These Rules in general cover the condition of work, annual vacations, sick leaves, disciplinary actions, layoff procedures and prohibition against political activities on the part of parish employees.

The Civil Service or Classification Plan, which involved the study of approximately 1200 individual parish general government positions, was, after two public hearings in February 1960 (one on the West Bank and one on the East Bank) declared adopted by the Personnel Board. Its constitutionality has been legally established.

The Jefferson Parish Classification Plan is broken down into about 160 different jobs of work and the qualifications for each job definitely specified.

Each job carries a specific salary range and pay plan.

Notices were sent to all employees stating to which classification each had been assigned, following which they could lodge an appeal if they felt they were mis-classified.

This new parish system of scientifically selecting new personnel for job openings according to the Classification Plan specifications were dramatically launched in January when the position of Assistant Director of the Department of Personnel was advertised, minimum qualifications stated in the ad and applications requested.

Out of 16 applications the three top qualifying were selected and the position awarded on the basis of a written examination conducted for the three finalists.

#### CONSTRUCTION CONTINUES TO BOOM IN JEFFERSON

The figures of the Regulatory Inspection Division of the Jefferson Parish Department of Safety reveal that during the year 1959, January through December, the following building construction to the estimated value of over \$58 million took place in the unincorporated areas of Jefferson Parish—entirely over and above all construction in the several and separate municipalities. (note how largely the construction of one family homes has increased):

3237 one family residences to a total value of \$41,238,324 (This was 1040 more than built in 1958, an increase of approximately 50%)

80 two family residences totaling \$578,300

13 three and four family and 4 five or more family units totaling a quarter of a million dollars.

3 motels and 7 amusement and recreational buildings totaling \$785,500

7 churches and other religious buildings totaling \$511,565

14 industrial buildings totaling \$546,500

560 residential garages and carports totaling \$367,045

10 gasoline and service stations and one hospital totaling \$193,000

31 office, bank and other professional buildings totaling \$859,950

5 public work and utility buildings totaling \$436,700

4 school and other educational buildings to a total of \$1,146,700

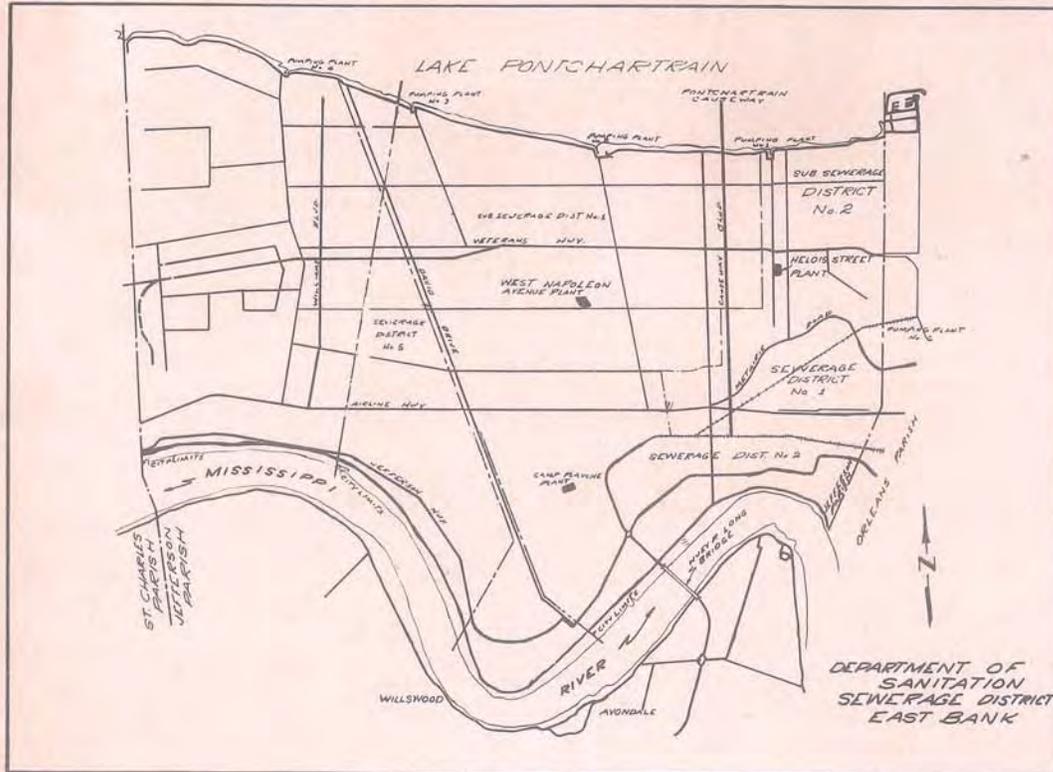
88 store buildings to a total of \$4,930,332 (this was an increase of 13 over 1958)



Industry Street at Bridge City being completely black-topped under the Jefferson Parish Department of Roads and Bridges program in which the property owner pays only for the asphalt, the work being done with Parish labor and equipment.

Parish bridges like this old wooden bridge (photo taken March 9, 1960) over Canal #5 at Elise Street will be replaced by pre-cast concrete vehicular bridge supports on treated timber pilings costing around \$20,000 each under the new bridge program of the Jefferson Parish Department of Roads and Bridges.





35 non-residential buildings and other structures (other than buildings) to a total of \$166,435.

2644 additions and alterations to residences, 171 additions and alterations to commercial buildings, and 109 installations to a total of \$6,775,605.

In the number of permits in 1959, with its 6987 permits issued, shows a huge increase of 673 over 1958's total of 6314. The total estimated value of all incorporated area construction is a little smaller than the previous year (1959—\$58,358,356 as compared to 1958 with \$59,714,533). The strange difference is explained in the industrial building category. In 1958 there were 18 industrial buildings constructed to the total of \$4,521,750 while the 14 industrial buildings constructed in 1959 had an estimated total of only \$546,500.)

#### STATE DEPARTMENT OF HIGHWAYS CONSTRUCTION IN JEFFERSON

It is logical to follow the preceding report of the 1959 new construction in the unincorporated area of Jefferson Parish with the following resume of the construction work within the parish by the Louisiana Department of Highways.

Between March 1959 and March 1960

the Highway Department of the state spent \$9,775,331 in Jefferson Parish. Below is the list of new construction jobs covered by that nearly \$10 million figure.

#### ACTIVE (as of March 1, 1960)

New Steel Bridge at Caminada Bay to connect Grand Isle with mainland (Old Wooden bridge to remain as fishing pier)—\$1,088,558

New Overpass under Huey P. Long Bridge at East Bank Traffic Circle — \$709,098

Adding two additional lanes to Jefferson Highway from Huey P. Long Bridge to Williams Boulevard at Kenner—\$873,321

New concrete pavement Victory Drive Extension—\$270,375

New Underpass Airline Highway (Shrewsbury)—\$2,276,866

New two 2-lane concrete and two 2-lane bituminous service roads from Marrero to Avondale connecting with U. S. 90—\$2,637,734, which will complete the West Bank Expressway

New asphalt pavement Veterans Memorial Highway—\$261,789

#### COMPLETED (As of March 1, 1960)

New concrete pavement to Gretna

from Mississippi River Bridge—\$604,983

Reconditioning of asphalt pavement Leeville to Grand Isle—\$174,502

Widening and asphalt overlay of Jefferson Highway from Causeway Boulevard to Huey P. Long Bridge—\$459,664

Reconditioning of Asphalt Pavement Wagner Bridge at Lafitte—\$71,753

Flashing signals at Little Farms — \$10,306

Reconditioning asphalt pavement at Ludwig and Humble Lanes, Grand Isle—\$12,347

Reconditioning asphalt pavement from Bayou Villars south—\$21,072

New asphalt pavement River Road, Harahan to Huey P. Long Bridge—\$67,052

New concrete pavement Stumpf Boulevard Extension (Gretna)—\$215,911

Reconditioning aggregate surfacing public roads in Jefferson—\$20,000

#### MORE SAFETY DEPARTMENT DATA

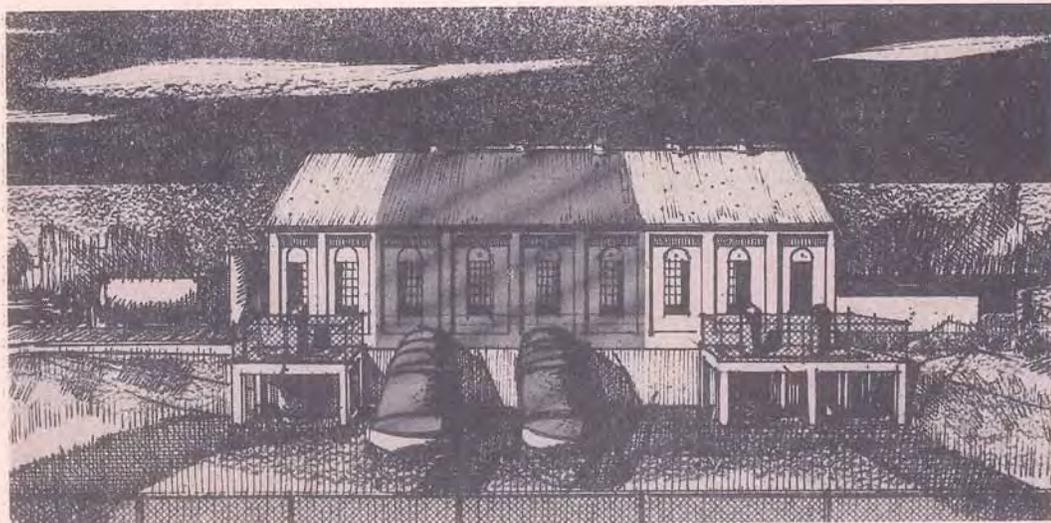
In the early months of 1960 the reorganization and consolidation of Jefferson Fire Districts 1, 2, 3 and 4 under the Safety Department, which began early in 1959, was completed, and there is now an overall increased flexibility to answer and control emergencies of any nature. The new fire alarm telephone boxes now installed throughout the Metairie area contribute greatly to Jefferson's added efficiency in the handling of fires.

During the past year, to give a little clearer conception of Jefferson's fire protection system, the Fire Division answered 167 house fire calls; 62 automobile fires; 240 trash fires; 82 emergency ambulance calls; and 150 of the inevitable false alarms.

During 1959 the Fire Division of the Safety Department acquired two new 750 GPM pumpers at the approximate cost of \$18,000 each, and at the same time, one new 100 foot aerial ladder truck costing around \$38,000—all of which were put in operation around the end of the year.

Three new 1960 station wagons were also outfitted as emergency units—and in their new capacity have answered around 150 emergency calls during the first few months of the year and were directly responsible for the saving of quite a few lives during their short period of operating existence.

In the Road Lighting Division of the Safety Department numerous street lighting improvements have taken place, such as the increase of all street lights from 100 watt bulbs to 200 watt bulbs throughout the 8th Road Lighting District, comprising all of the Ninth Ward and part of the Seventh. Many new subdivisions have come into being in the parish, and with them all new underground lighting systems have been inspected and accepted for maintenance and upkeep. Several old underground systems have been found defective and a goodly sum has been expended in renovating these old systems and bringing



Architect's sketch of past and proposed additions to a Jefferson Parish Pumping Station on the Lake Front. The original 1926 station is indicated by the shaded area in the middle and the first 1953 addition by the white area to the left. The planned 1960 addition, to help modernize Jefferson's East Bank drainage system, is indicated by the white area to the right.



A before and after picture in Jefferson Parish, showing an East Bank School yard with its trash cans overflowing and spilled before the new sanitary garbage containers were added under a garbage collection and handling program of the Jefferson Parish Sanitary Department that got under way the latter part of 1959.

them up to par with the modern installations. The residents' tax dollar is being stretched to almost the breaking point in an all out effort to maintain and keep our streets well lighted.

In line with street and road lighting the Sign and Signal Shop Section of the Traffic Engineering Division of the Safety Department produces a variety of 35 different regulatory warning and restrictive traffic signs, plus numerous miscellaneous type traffic signs.

Since January 1960 the Sign Shop has made and installed 580 new school zone signs as recommended by the National Institute of Traffic Engineers for the maximum protection of school children in Jefferson. These signs are unique, both in color and legend. The background of the face of the  $\frac{1}{4}$  inch thick tempered masonite sign is of a new orange-yellow reflective material which has a fluorescent appearance in the daytime. Jefferson Parish is the

first parish in Louisiana to use this material on all of its school zone signs.

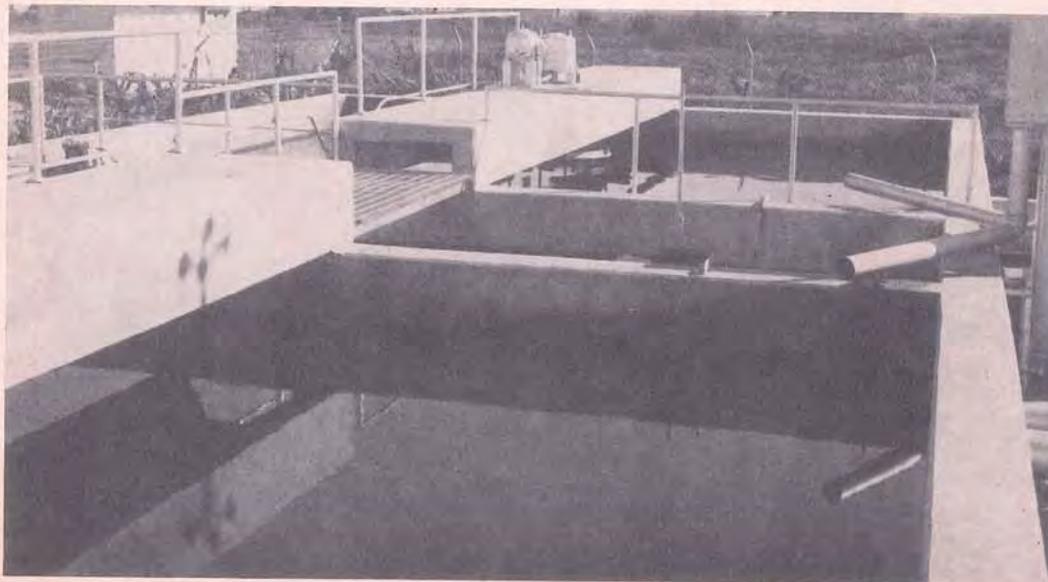
These signs coupled with the painted cross walk lines and the word SCHOOL at all schools in Jefferson assures the utmost in safety for all children.

The Sign Shop continues with the replacement of the street identification signs which are installed at all intersections on the utility poles. In addition to these improvement are now baked Scotchlite on aluminum stop signs, new reflective speed signs, new miscellaneous traffic signs, new reflective street identifications with new channel iron posts for these reflective signs.

#### NEW TAXICAB DIVISION

During the latter part of the year 1959 an ordinance regulating Taxicabs and Taxicab drivers and owners, as well as livery, limosine and sightseeing vehicles in the unincorporated areas of

The recent sewerage plant installed in the Westgate Subdiviison on the East Bank by the owners at a cost for treatment plant and sewer lines totaling \$150,000—and accepted by the parish.





Construction picture taken March 9, 1960 of the new bridge over Canal #5 at Houma Boulevard; one of the many new improvements now being undertaken that is enabling Jefferson Parish to keep pace with the needs of its tremendous expansion.

Jefferson Parish was enacted by the Council and has been put into operation as a Division of the Safety Department. It is the duty of this new Division to see that all applications to own or operate taxicabs or livery vehicles, etc., in the parish conform to all the requirements established by this ordinance. A thorough screening and licensing of these drivers is now in process and in due time all approved will have been issued their permits and Certificates of Public Necessity and Convenience.

#### NEW ROADS AND BRIDGES

The three new parish pre-cast concrete vehicular bridges supported by treated timber piles, reported by the Department of Roads and Bridges as under construction when this report was written, will probably be completed when

this is read. One is over Canal #5 at Houma Boulevard, one over Canal #5 at Elise Etreet, and one over Soniat Canal at Lynette Drive and Amanda Street. All are of the same general specifications and will cost approximately \$20,000 apiece.

Plans are in the making for a similar bridge on the West Bank at Whitney Avenue and Romain Street. Also, the parish is removing the bridge at Ames Boulevard and Acres Road and replacing with two 72" culverts and fill over. Also, an installation is by now completed of 30" and 36" concrete pipe to inclose the ditch on Seventh Avenue in Harvey from Third Street to Fifth Street.

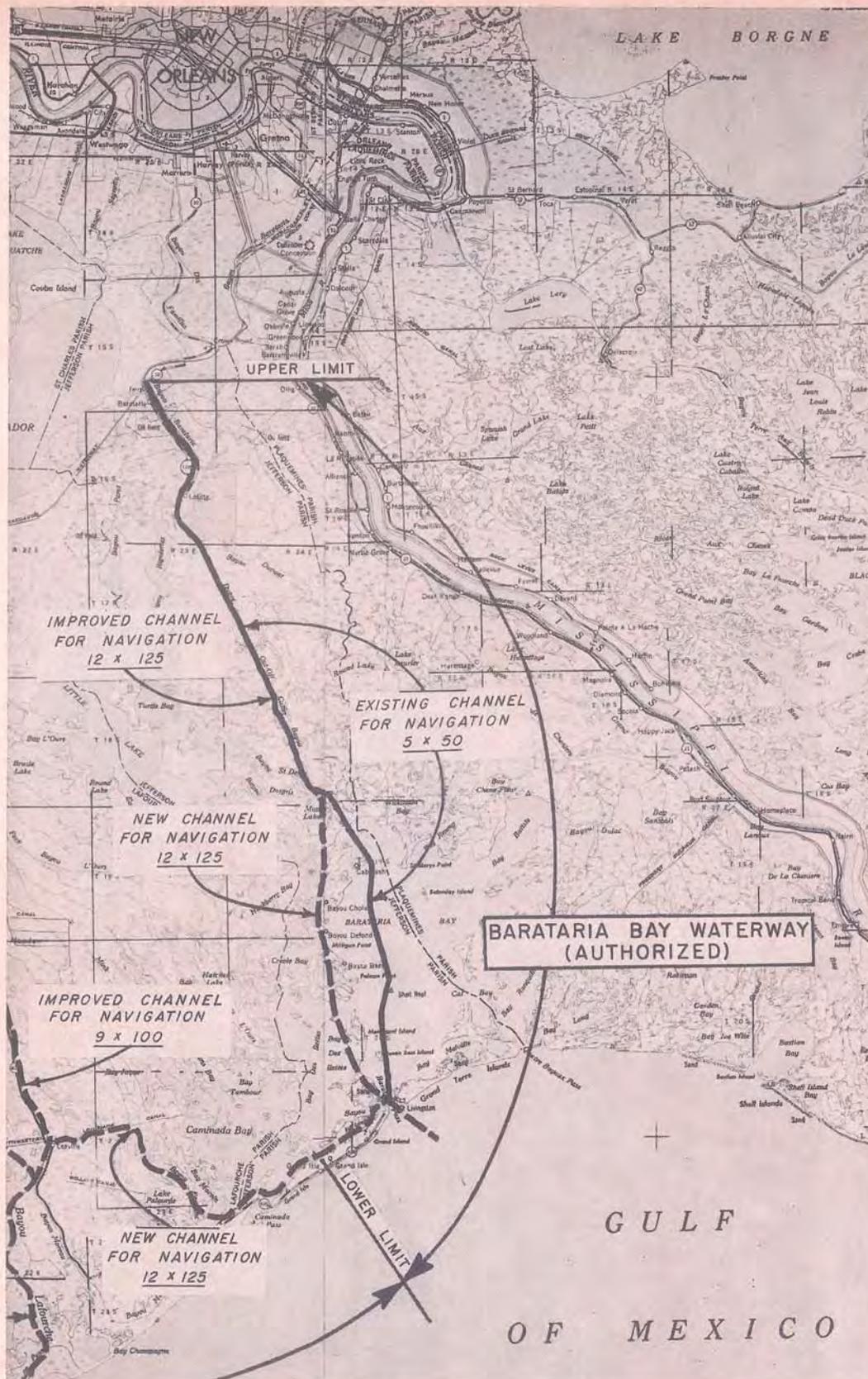
The Department also reports that up to January 1, 1960, twenty miles of parish streets had been blacktopped with

The Airline-Causeway Interchange was completed this Spring with the opening of the Airline Highway Underpass enabling traffic to follow rapidly along this busy thoroughfare.



The new Overpass at the Huey P. Long Bridge Circle which permits through traffic from Harahan to New Orleans to continue straight without entering circle traffic.





The first construction phase of the Jefferson Parish long awaited Barataria Bay Waterway for boats and barges began at Bayou Riguard on May 26 with Brown and Root as contractors, involving an expenditure of \$179,020 with \$50,000 allocated for labor and \$75,000 for purchases of materials. This work phase will provide employment for about 30 people and is scheduled for completion in 225 days or approximately December of 1960. Future construction phases will be Bayou Rigolettes to Bayou St. Denis and Bayou St. Denis to Barataria. The total cost of the project is estimated at \$1,710,000 and is scheduled for completion in June of 1961.

parish equipment doing the work and the property owners advancing only the cost of the asphalt. Of this program 14 miles were completed on the East Bank and 6 miles on the West Bank.

One of the most dramatic accomplishments of the Department of Roads and Bridges this last year was the pedestrian Southern Railroad track underpass connecting Magnolia Avenue with Metairie Playground. Costing \$43,000 (of which the railroad paid 15%) its safety value in eliminating the railroad hazard for users of the playground cannot be computed.

#### ALL WORK AND NO PLAY WOULD MAKE JEFFERSON A DULL PARISH

Mentioning the Metairie Playground leads directly to Jefferson's recreation facilities and program for all ages, supervised by the Jefferson Parish Recreation Department.

In baseball the national Babe Ruth program can boast two 6 team leagues in the parish—one on each bank—designed for boys 13 to 15 years old. Another league provides playing opportunities for non-Babe Ruth players who are 13 and 14 with 42 teams participating. 82 teams of eleven and twelve year olders participate in the Little Boys League, in which Jefferson Parish captured the Dixie World Series title in 1960. Minor league play is geared for youngsters nine and ten years old with 78 teams in action. There is also a Tots League in which children under nine participate.

Ladies Day is practically every day

because a well organized girls' softball schedule is played in both junior (12 to 14 years) and senior (15 to 16 years) divisions, and another league for ladies over 16 has recently been organized. Men's softball has also proven popular in a league in which there is intense competition.

Visitors to any of the department's playgrounds in the summer will find many children assembling toy boats, making paper hats, playing games, or taking part in the Starlet Sunbeam or Tots Summer programs.

Contrasted with the uninhibited delights of the children's programs are the year round activities of the Golden Agers, those people who must be 60 or more and parish residents. They may not be as noisy but they have as much fun. This popular program was instituted in January of 1958. Weekly meetings are held at Metairie and Jefferson Playgrounds, and recently another Club was formed at the Little Farms Community Center.

Carnival balls, excursions both to the city and out of state, square dancing, and trips to industrial plants are only a few of the activities participated in by the Golden Agers.

Toe dancing, tumbling, ballet, skating—at nominal fees—are all taught enthusiastic youngsters during the school year classes at the various playgrounds. The skating program is climaxed in the Spring with an annual show, and the polished performances of the young skaters draw thousands to the Jefferson and Delta Playgrounds.

*Continued on Page 124*



The sedimentation basins of the new \$2,750,000 Water Works District No. 2 plant at Marrero — serving Districts No. 2, 3, 6 and the newly activated District No. 7



**INDUST**

**J E F F E R**



**EDITOR'S NOTE**

*Way back in 1887, still in the day of the blacksmith shop and over a decade before the Machine Age transformed the face of America, Jefferson Parish deliberately decided to dedicate its future to industry, even though at that time from end to end it was over 98% agricultural.*

*In that year its governing body passed a formal resolution inviting industry to investigate its assets and pledged itself to offer every possible inducement to prospective manufacturing plants.*

*Today Jefferson Parish is over 98% industrial and less than 2% agricultural, with more than four industrial enterprises for every mile of its length.*

*In the following article author Dabney outlines the progress of its industrialization and presents the many factors that have made it possible for Jefferson Parish to attain its present recognition as the most concentrated and fastest growing industrial area in the Deep South.*

**By Thomas Ewing Dabney**

It is Industry's answer to prayer, is Jefferson Parish (county), a land flowing with milk and honey and with everything advantageous to life, if one's enthusiasm may combine Scriptural with Shakespearean quotation.

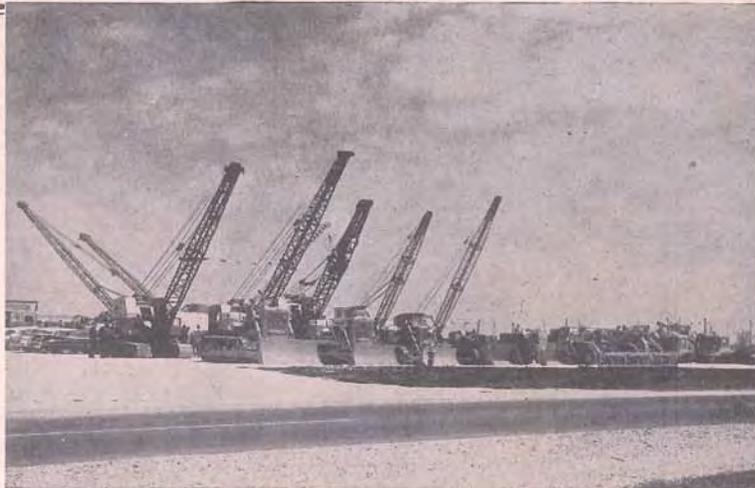
Straddling the Mississippi River alongside New Orleans, it stretches for 60 miles from Lake Pontchartran on the north to the Gulf of Mexico on the South, and from its 400-odd square miles of water and land bounty have already sprung some 200 manufacturing plants to spearhead industry's advance in force, now building up.

Bienville planned for a trading center when he founded New Orleans in 1718 on the great river, a hundred miles above its mouth. In this protected harbor he envisioned ships unloading their cargoes from overseas and taking on the raw products of the Mississippi Valley, that mid-continental stretch of a million square miles between the Appalachian and Rocky mountains and reaching all the way to Canada, with 14,000 miles of navigable riverways waiting to float down their wealth to the Mississippi marketplace. In our own days we have



The following Jefferson Parish Industries are depicted in the title at the left: J—Avondale Marine Ways. E—Wesson Oil, F—United Gas Pipe Line. F—United Gas Pipe Line. E—Continental Grain. R—American Cyanamid. S—Louisiana Power and Light. O—Penick and Ford. N—Celotex.

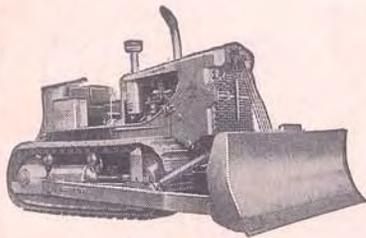
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Phone: DICKENS 8-6721 • Baton Rouge, La.

Shreveport: 2601 E. Texas St. • P. O. Box 5055  
Phone: 3-1532 • Bossier City, La.



Aerial and riverfront view of the Continental Grain Company's facilities near Westwego which were completed early in 1960—showing the storage silos, the head house and conveyor belt system extending in a gallery over the river road and levee to barge unloading and ship loading facilities on the river. Continental's storage capacity can handle over 3 million bushels of grain.

seen the water routes extended a thousand miles from Florida to Mexico through Jefferson Parish. New Orleans has become the nation's second port and its most efficient port, with the fastest turn-around for ships in the United States. Jefferson Parish has contributed to that development, contributed impressively. With a waterfront, present and planned, principally devoted to industrial expansion and with more than twice the area of New Orleans, Jefferson Parish is topping this high achieving with developments far beyond Bienville's imagining.

The physical advantages which have brought increasing growth to life and everything that supports life in this international crossroads offer irresistible inducements to the growth of industry.

Natural gas has opened the world's cheapest source of power to Jefferson's use; and its generating plant at Nine Mile Point, interchanging with three plants in New Orleans and interconnected with other systems in Louisiana, Arkansas and Mississippi, assure a supply of electricity that is keeping well ahead of the mounting demands.

A mild climate permits year-round operation. The sun shines most of the year in this semi-tropical land, and the surrounding bodies of water prevent extremes of temperature, holding the monthly average from 55.1 degrees in January to 82.7 degrees in July. The coldest January occurred in 1940, an average of 43 degrees; and the warmest in 1950, 67.2; the warmest July in 1932, 85.2 degrees, and the coolest in 1894, 79.3 degrees. During the warmest summer of record, 1951, the June to August

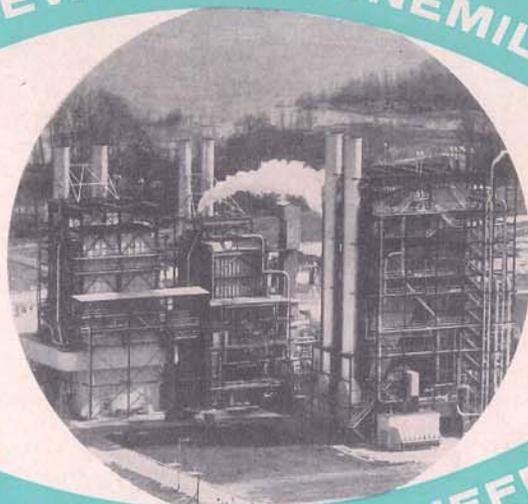
temperature averaged 84.7 degrees; during the coldest winter, 1885-86, the December-February temperature averaged 50.9 degrees. The thermometer has risen to 100 degrees or higher only 16 times since 1874; it goes as high as 95 degrees about five days a year. Only 23 times during 76 years has the temperature fallen as low as 24, and only 12 times has it failed to rise above 32 in the daytime. January 23-29, 1940 saw the longest continued period of 32 degree temperature or lower. Snow in measurable volume has fallen only twice during this century, 0.1 inch on January 22, 1935, and 1.3 inches on February 12, 1958. The rainfall averages 60.51 inches a year, the monthly averages running from 3.35 inches in October to 6.85 inches in July. Tornadoes are rare in this area, and though it is in the hurricane belt, only three such visitations have struck here during the present century—September 29, 1915; September 19, 1947; and September 3-4, 1948. The sensationally publicized Flossy, September 23-24, 1956 passed 160 miles to the Southwest of New Orleans.

The river furnishes ample accommodation for the movement of ships. Half a mile wide, with channel depths of 150 feet in midstream and 35 feet at wharfside, ninety percent of the world's shipping could safely maneuver here.

Co-ordinated rail, water, truck and air services give quick and economical dispatch to all movement to and from this area. With more than 50,000 miles of Class 1 track fanning through the United States, eight major trunk-line railroads focus an enormous movement into this center. Some operate supplemental truck lines, others carry trucks



THE VIEW FROM NINEMILE POINT



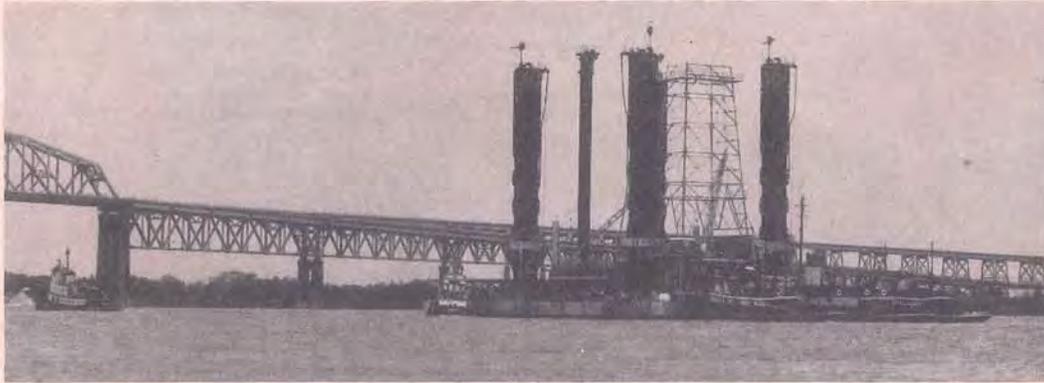
A FINE FUTURE FOR JEFFERSON

**LOOK  
AHEAD.**

There's the river, the mighty Mississippi, bringing abundant water and cheap transportation to the thriving industries of Jefferson Parish. And here's LP&L's ultra-modern Ninemile Point steam-electric generating plant, bringing ample, low-cost, dependable power for industry and commerce, power for Jefferson's rapidly rising numbers of fine new homes.

For years, LP&L has been investing in the great future of Jefferson Parish, making sure that there will always be all the power needed for continued growth.

**Louisiana Power & Light Company**  
*"Helping Build Louisiana"*



The S-66 Offshore Drilling Barge, recently built by Avondale Marine Ways for California Company, moving under tow upside down past the Huey P. Long Bridge to its testing location about 25 miles off Grand Isle. Designed for drilling in 100 feet of water, it consists primarily of a 217' x 117' x 14' barge beneath which is a pontoon measuring 184' x 117' x 8'.

piggy-back. Nearly a hundred common and contract carriers give motor freight services. Twenty common carriers and 50 or so contract barge lines move large tonnages on the water transportation routes. Some 4,000 ships a year enter this port area.

New Orleans built its municipal airport in Jefferson Parish—the famous Moisant in Kenner, on the east side of the river. An \$18 million improvement program opened jet services there this year. A dozen certified air lines with nearly 200 operations a day connect Moisant with many parts of this hemisphere and with the international services to all parts of the world. For private and corporate plane use, the New Orleans Airport on Lake Pontchartrain five miles from the Mississippi River, ranks with the best in the nation. Land-based planes and seaplanes operate from this field, which is maintained by the Orleans Parish Levee Board, a state agency. Military airplanes center their activities upon the \$50 million Alvin Callender Field on the west side of the river, just 6 miles south of Gretna, the capital city of Jefferson.

Especially designed ocean vessels carry loaded freight cars and highway trailers between New Orleans and Eastern ports at charges well below the all-rail or all-highway rates, another advantage for business and industry in this area.

The Mississippi Valley to which Jefferson Parish and New Orleans form the gateway, contains about half of this country's population, produces nearly half of its manufactures and accounts for more than one-third of its retail sales. Favorable freight-rate structures to these domestic markets notably decrease distribution costs.

Nearly half the population and two-thirds of the buying power and retail sales of nine Southern states lie within 72 hours shipping time of this area. These states are Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee and Texas. The metropolitan areas of their principal cities—the most profitable markets—contain 66.4 percent of the state populations. These metropolitan areas contain a total population of 16.3 million, as compared with 31.2 million for the states. These figures are for 1958. The estimated buying incomes of these states are \$1300 per capita; of the metropolitan centers, \$1600.

In 1957 the estimated population within a hundred-mile radius of Jefferson Parish totaled two million; within two hundred miles, 4.3 million; within

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Thomas Ewing Dabney, whose articles have periodically appeared in the REVIEW for the last 25 years, has been during his active and varied career a foreign diplomat, a farmer, a reporter, newspaper editor and owner, feature writer for many magazines and author of several books, including the classic "100 Years Great," the history of the "Times-Picayune" Newspaper. Since 1950 he has been associated with the New Orleans Public Service Inc., engaged in writing and research. His sidelights on the history of the New Orleans area appearing in the "Riders Digest" have won him many fans. He has known and written about Jefferson Parish since the days when its West Bank communities were only a few dusty (or muddy) blocks in size and its East Bank development was in its doubtful beginnings.

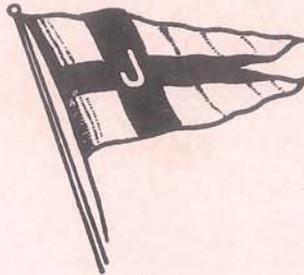
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An all aluminum 50 foot crewboat operating in the Gulf of Mexico off the Louisiana Coast, built to the order of the George Engine Company in a Louisiana shipyard, and powered by a pair of General Motors Series 71 V-8 engines which give it a speed in excess of 30 miles per hour. The George Engine Company on the Harvey Canal is the world's largest distributor of General Motors marine diesel engines.

three hundred miles, 8.4 million. Per capita buying incomes ranged from \$4500 (300 miles) to \$4900 (100 miles).

Twelve banks with deposits of nearly \$1.2 billion, and 32 homestead and building association with assets of \$385 million, indicate the financial strength of this area.

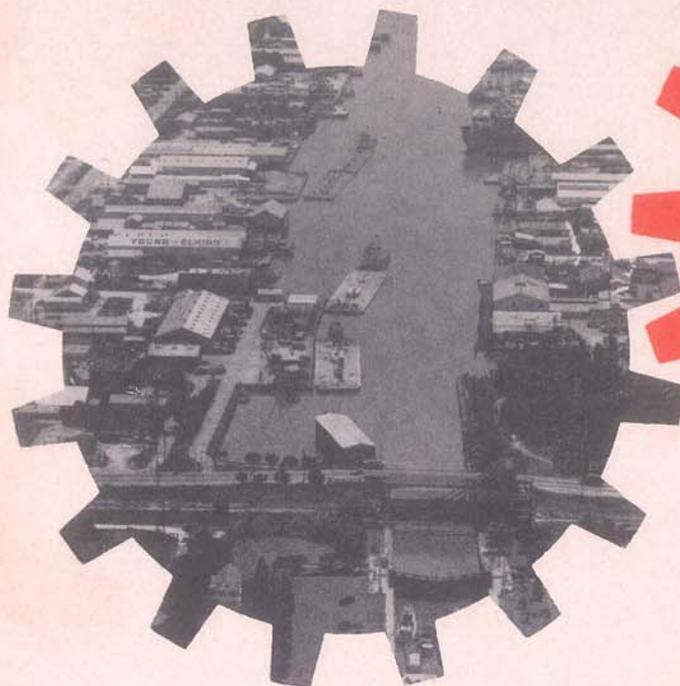
Trade schools and the higher education of universities center here. Gretna, the seat of Jefferson Parish, has an excellent trade school for white boys, and the New Orleans Area Vocational and Technical School has opened extensive

training courses for negroes. In New Orleans Isaac Delgado Central Trades School for men and boys, and the Rabouin School for girls are lifting the youth of this area to increasing skills. In Tulane, Loyola, Dillard and Xavier universities, and Dominican and Newcomb colleges, thousands of white and colored students, men and women, are seeking the higher training of the arts and sciences. Louisiana State University has opened a Commuters College on the New Orleans lakefront, and by 1962 expects to expand this into a full four-



Fast and efficient loading of two ships simultaneously through shipside tank storage for Petroleum, Vegetable Oils, Fish Oil, Tung Oil, Alcohol, Chemicals, and Petrochemicals at AMERICAN LIBERTY TANK TERMINALS LTD.

# JEFFERSON PARISH, LA.



Geared  
for the  
wheels  
of  
industry

## ... GEARED FOR YOUR INDUSTRY

In Jefferson Parish the wheels of industry and the wheels of transportation compliment each other . . . If considering building, buying or leasing a plant in the South for any purpose, first consider Jefferson Parish. Here you'll find the sites, water, transportation facilities, materials, utilities and skilled labor to supply your every requirement. Investigate the potential of this resource-rich area today!



# JEFFERSON PARISH

*Geared for industry . . . Located  
in the heart of the ever-expanding  
industrial South.*



Loading shells at the Harvey Canal yard of Ayers Materials Company into trucks for delivery for use on roadways, parking areas and drilling sites. Shells are also loaded for barge or rail shipment.

year curriculum. The medical schools of Tulane University and Louisiana State University both in New Orleans are ranked among the nation's best. Students have access to one of the finest and largest Charity Hospitals in the United States.

Water is as necessary to industry as it is to life itself. Industrial consumption in some cases exceeds the total take of cities as large as Cleveland. This section's water resources approach the limitless. The principal source of supply is the Mississippi River which has an annual flow of more than 100 trillion gallons a year. Present withdrawals from this stream in the New Orleans area total, for all purposes, about 1400 million gallons a day, less than one-half of one percent of the recorded average flow of the Mississippi River here. The mineral content of this water makes it suitable for cooling, condensing and boiler purposes. Treatment for potable purposes runs low in cost. Industries which use river water report that pumping costs average half a cent to three-quarters of a cent per 1000 gallons, and treatment per 1000 gallons runs from three to 25 cents.

Ground water is found at several depths, between 200 and 700 feet, water of the soft bicarbonate type, useable for cooling or boiler purposes. Salt water is tapped at the 1200 foot depth.

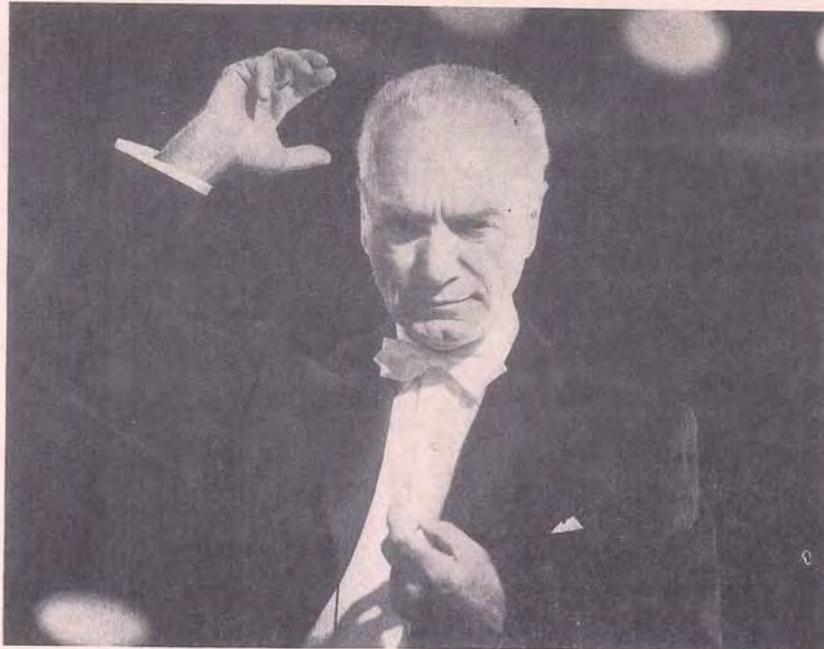
Louisiana is the second largest producer of natural gas and sulphur in the United States, the second largest producer of oil, and led the nation in locating new crude oil reserves in 1959, and is the fourth largest producer of salt. Most of this production lies within 100

miles of Jefferson Parish's riverfront, and can be delivered at plantside by barge or pipeline.

The state's proved reserves increased 186.4 million barrels to 4,044 billion barrels, a new high, more than 15 percent of the nation's crude oil reserves.

Mineral production is being pushed far into the Gulf of Mexico, out of sight of Jefferson Parish's shore line, where deep-probing drills are revealing new sources of oil and gas and sulphur. According to estimates by the U. S. Geological Survey, the reserves of oil and gas in the tidelands area, Louisiana to Texas, should equal one-third of the nation's total offshore reserves. Jefferson Parish's share in this bonanza lies in the submerged lands of Grand Isle, Grand Terre and Cheniere Caminada. In 1958 Jefferson's offshore production of crude oil and condensate increased 6.59 and 104.4 percent, respectively; offshore production of natural gas increased 63.9 percent.

Louisiana in 1958 produced more than two million tons of sulphur. This mineral is of increasing importance to today's economy, essential in the production of steel, rubber, plastics, paint, glass, batteries, lubricants, gasoline and many other products. Ninety-five percent of Louisiana's sulphur production come from the 100-mile radius indicated. Now a new source of sulphur has been discovered beneath the ocean. It is about seven miles beyond Grand Isle. A \$30 million industrial "island" is in operation there for tapping into this huge deposit by the Frasch molten process, and a seven-mile pipeline has been laid to carry the sulphur, liquified by



Alexander Hilsberg, New Orleans Symphony

## What makes a great conductor? - CONFIDENCE!

A great leader must interpret a composer's score with sympathy and understanding, and solve its complex problems with assurance . . . a *confidence* born of years of study and patient training.

Each of us, at one time or another, must face complex problems — which can be done with *confidence* only by those who have prepared to meet them.

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the heat-mining process, to Grand Isle for shipment in "thermos bottle" barges to Port Sulphur, on the Mississippi River 25 miles away. The pipeline is buried three feet deep in the ocean floor. It consists of a six-inch line inside a 7½ inch line, with 320 degree water being forced through this water jacket. The estimated capacity of this pipeline is 4500 tons of sulphur a day.

Louisiana in 1958 produced 3.8 million tons of salt, 99 percent pure. This came from only seven of the 100-odd known salt domes in South Louisiana.

Add lime to oil, gas and sulphur and you have the basic raw materials for chemical, petrochemical and petroleum-refining industries. Jefferson Parish has an almost inexhaustible supply of this lime in the oyster and clam shells which are dredged, millions of tons a year, from its bayous and bays. These shells are almost pure calcium carbonate.

Louisiana also has large timber and agricultural resources which invite manufacturing elaboration. It stands first in the production of sugar cane, sugar and sweet potatoes, and has a heavy production of rice, cotton, soy beans, tung nuts, pecans and strawberries. Its livestock and dairy industries are expanding steadily. These resources, added to the hundreds of commodities imported from the far-spreading Mississippi Valley and the production centers of the world, open hundreds of manufacturing possibilities, large and small, in this transportation, business and industrial crossroads.

Manufacturing here has already revealed the strength of diversification. Today's principal-product categories are organic and inorganic chemicals, petroleum and petroleum derivatives, natural gas derivatives, alumina and aluminum, foodstuffs, cements, steel products, lumber, corrugated paper board, denims and tickings, paint, wallboard, etc. The petrochemical production in this area developed as a by-products operation of the petroleum refineries, using for the most part waste refinery gases as raw materials. Millions of dollars of chemical and petro-chemical plants have been built in Jefferson Parish.

In its oldest landmark you get a realizing sense of the development of Jefferson Parish and its rise to industrial leadership. The Harvey Canal began as a drainage ditch a hundred years before this wilderness became a parish. Axes and shovels and heart-breaking toil widened and deepened this to a

channel through which fishermen and hunters could drive their small boats to the New Orleans river front; Lafitte's smugglers used this canal in their illicit traffic, their headquarters being on the coast, at Grand Isle and Grand Terre. Widened to 34 feet, this later opened a steamboat route to the city's fashionable seaside resorts of the past century. A brick and wooden lock, 160x30x7 feet, in 1907 opened Harvey Canal to the Mississippi River; a quarter of a century later the United States Government built in its place today's steel and concrete lock, 425x75x12 feet, that Harvey Canal might better serve the intracoastal waterway system which already reaches from Florida to Mexico. The waterways system of the Mississippi River connecting with the Gulf intracoastal system in Jefferson now provides direct bargeline service to 19 states. More than 172 million tons of cargo moved in inland traffic, during 1958, on the Mississippi River system; more than 46 million tons moved over the Gulf intracoastal system. Services like this not only feed industry, they evoke new development.

Jefferson Parish had a population of only 40,000 when the Harvey Canal lock was dedicated on March 26, 1934. A few shabby houses then relieved the monotony of the riverfront, and only the most exuberant optimism dared hope that a million tons of cargo a year might in the indefinite future move between the river and the canal. Already the annual total has passed the five-million mark, and some 200 service and industrial establishments evoked by petroleum developments in Jefferson Parish and South Louisiana now solidly line the banks of the Harvey Canal for several miles; behind them homes and business enterprises spread their carpet of wealth where yesterday's boys and girls fished, hunted and picnicked. The annual payroll in this part of Jefferson now passes \$50 million, an outward and visible sign of the parish's economic increase.

Oil, a few weeks after Spindletop gushed in Texas, began to stir exciting hopes in Louisiana. This was in 1902 but years passed before the state felt the magnitude of the discovery. Jefferson Parish revealed its first oil field in 1935. It was near Lafitte, and the discovery well was the deepest ever drilled in the United States up to that time.

That same year the \$13 million Huey P. Long railroad-highway bridge open-

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HARVEY, LA.



At the Jefferson Parish plant of the Rheem Manufacturing Company, the world's largest producer of steel containers, already lithographed 5-gallon pails for Esso, are shown coming off the production line to where handles are hooked on and pails ascend power conveyor to box car for shipping.

ed, in Jefferson Parish, the first Mississippi River crossing south of Memphis. Besides pioneering new accomplishments for engineering, this pointed to new economic expansions.

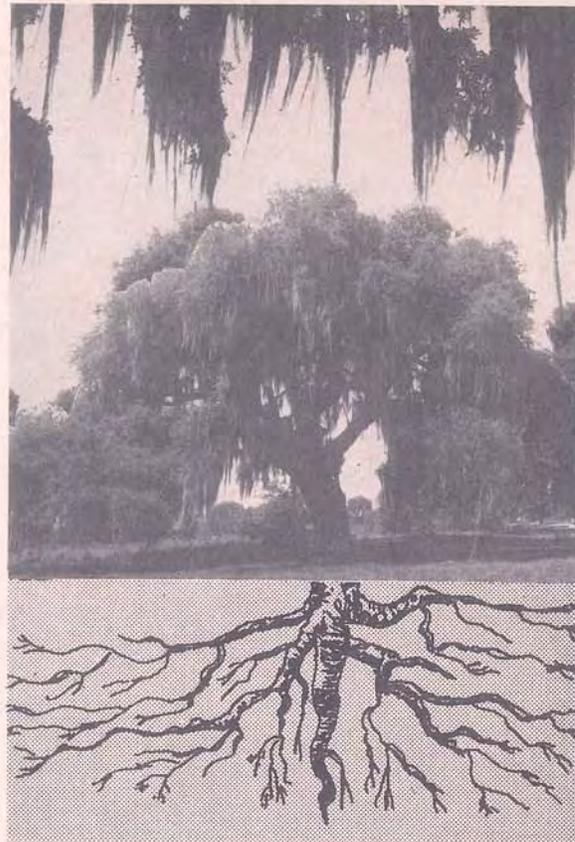
Jefferson Parish's response to water transportation possibilities symbolized by the Harvey lock, to land-development possibilities symbolized by the river bridge, and to industrial possibilities symbolized by oil, quickened creative tinkering in this area and helped to build

up the spirit of enterprise which in 1956 threw the \$50 million Causeway across Lake Pontchartrain to open a new highway route into Jefferson Parish, and in 1958 built the \$100 million bridge across the Mississippi River uniting the business district of New Orleans with west-bank Jefferson Parish's industrial might. One of the bridge approaches reaches into Gretna, Jefferson's seat of government and a city of more than 20,000, which faces New Orleans only



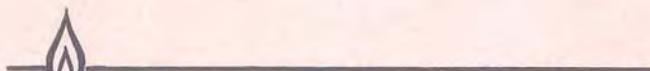
The operation of the burners at the acetylene production unit of American Cyanamid Company's Fortier plant in Jefferson Parish is controlled in this room. Acetylene and hydrogen cyanide are together reacted to produce acrylonitrile, the plant's principal product. American Cyanamid is the sixth largest chemical company in the U. S. Its now \$110 million Jefferson Parish plant was established in 1952.

LIKE  
THE  
SPREAD  
OF A  
MIGHTY  
OAK



THERE'S MORE TO GAS SERVICE  
THAN MEETS THE EYE

Every day of every year . . . . natural gas is at work making your life more enjoyable. It is used in the production of clothing, automobiles, building materials, furniture and even yo-yo's, zippers and zylophones. There are more than 26,000 uses for natural gas - - serving American homes, businesses and industry in more ways than meet the eye.

  
LOUISIANA **GAS SERVICE** COMPANY



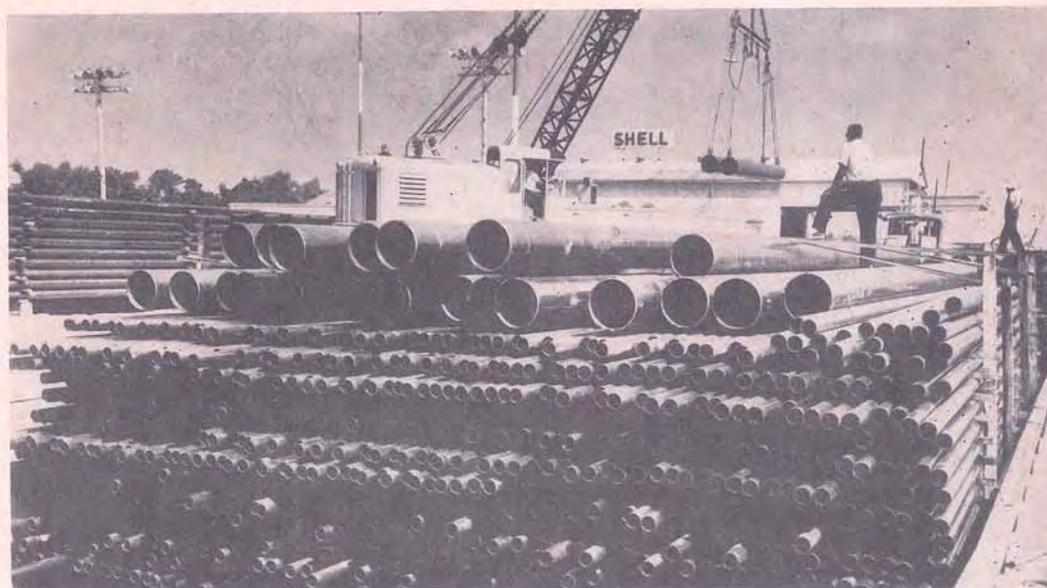
For serving Jefferson's surging industry the Louisiana Power and Light Company's Nine Mile Point Steam-Electric Generating Station located on the Mississippi River near Westwego and shown here has a capability of 319,000 kilowatts. The company also has eight major 115,000 volt substations in the parish and two others under construction, plus eleven 115,000 volt transmission lines.

half a mile away.

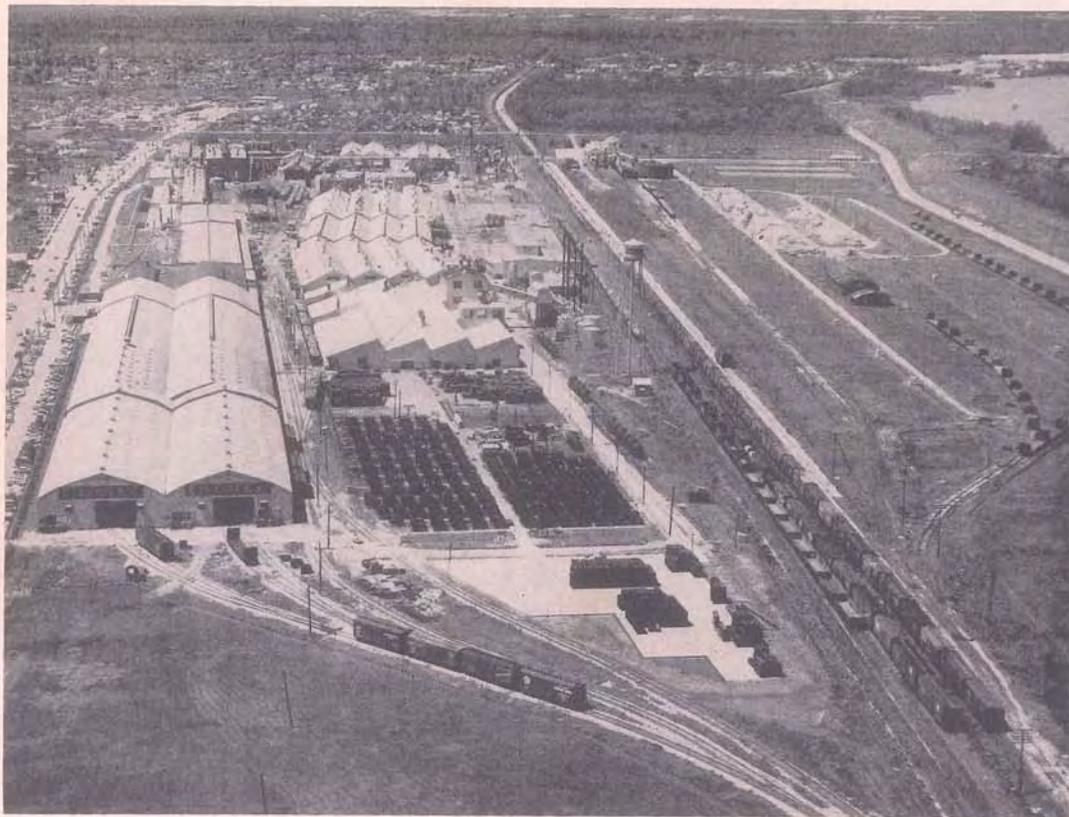
Twenty producing oil fields have already followed the Lafitte bellwether and made petroleum the largest industry in Jefferson Parish. Related industries have pressed hard on its heels, and the industries that follow as the night the day when labor, raw-materials, power and transportation conditions are right, when the business climate is favorable and the tax structure equitable, have opened new and expanding

fields of manufacture in this, the fastest growing industrial area in the Deep South.

Already Jefferson Parish has five of the largest manufacturing plants of their kind in the world. These are the Celotex Corporation of Marrero, which makes building products from bagasse, the fiber of the sugar cane after the juice is pressed out; Penick and Ford, Ltd., Inc. of Harvey, canner of cane syrup and molasses; Wesson Oil and



Supervisor D. L. Bryant of Shell Oil Company watches the unloading of the largest single barge load of pipe ever received at Shell's Harvey Terminal. The pipe, ranging from 4½" diameter to 20" diameter weighed 1370 tons and came by water from Manaca, Pennsylvania.



AIR VIEW OF PLANT AT MARRERO, LA.

The largest insulating board plant in  
the world. The Celotex Corporation's  
plant located at Marrero.

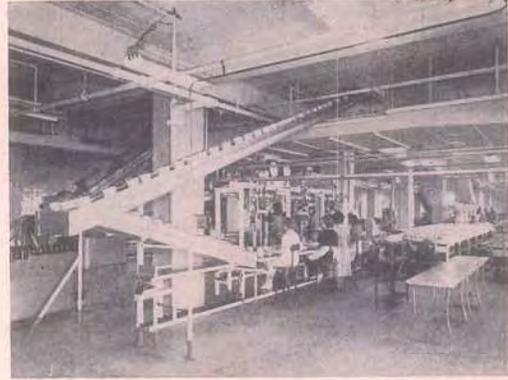
# CELOTEX

The Celotex Corporation

MARRERO, LOUISIANA



Located in Jefferson Parish is the only LTL refrigerated truck service on a regular schedule in the New Orleans area, Frozen Food Express of 3900 Airline Highway. Serving Jefferson's industries, a good example being the regular transportation of frozen seafood products of Ed Martin Seafood Company from the plant in Westwego to markets in California.



One of the operations—filling the Snowdrift cans—of the Gretna plant of the Wesson Oil & Snowdrift Company (formerly the Southern Cotton Oil Company)—the world's largest producer of cottonseed oil products and the first company in the U. S. to produce cottonseed oil as a cooking oil. The Wesson Oil & Snowdrift Co. is a leading Jefferson industry.



Picture of a new Jefferson Parish owned grader at work on the Veterans Highway. Modern machinery and methods are helping the Parish progress rapidly and economically.



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



These picturesque shrimp boats at Grand Isle are symbolic of one of Jefferson's oldest and still important industries—trawling for shrimp. As further proof of this, in Jefferson at Harvey is located the Southern Shell Fish Company, the largest packers of shrimp and oysters in the world.

# AMERICAN CREOSOTE WORKS, Inc.

NEW ORLEANS, LA.



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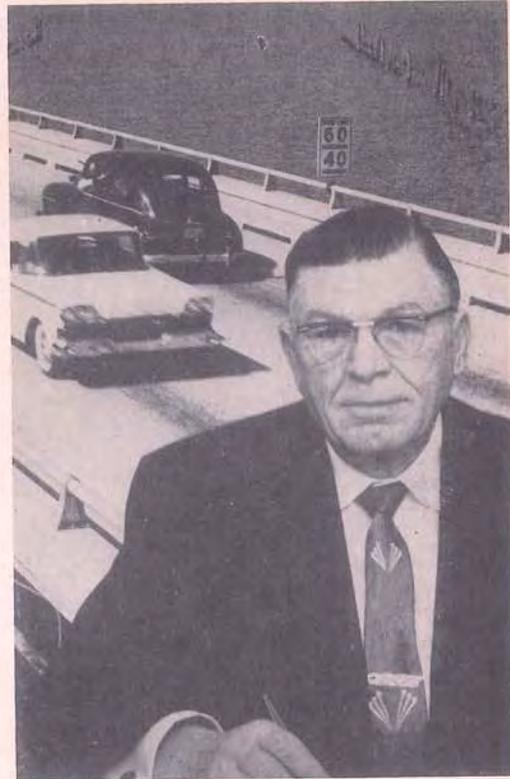
LOUISVILLE, MISS., JACKSON, TENN., PENSACOLA, FLA.,  
SLIDELL, LA. and WINNFIELD, LA.



Send Us Your Inquiries — We Are Glad to Quote You



Here is a complete community being developed by Waguespack Pratt, Inc. in Marrero: No. 1. Marrero Industrial Sites for industry. No. 2. Marrero Residential sites and No. 3. Marrero Shopping, a new shopping center now under construction. This is the first completely planned community in this area that offers industrial, residential and shopping center facilities.



Pictured above is John J. Holtgreve, Chairman of the Greater New Orleans Expressway Commission who passed away on July 17th. A former president of the Jefferson Parish Police Jury, Mr. Holtgreve became a member of the Expressway Commission upon its organization and then acted as general manager of the "World's Longest Bridge."



At work above is an Allis-Chalmers Bulldozer supplied by Southern Equipment and Tractor Company on Veterans Memorial Highway, whose machines and service facilities are playing a substantial part in Jefferson's growth, providing equipment from offshore drilling to the paving of new streets.

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**TEXACO SKY-CHIEF SUPREME GASOLINE**  
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**TEXACO DEALER**  
**The Best Friend Your Car Ever Had**  
**BUY THE BEST BUY TEXACO**

**HARRY J. SPIRO**

INC.

LARGEST REAL ESTATE FIRM IN  
JEFFERSON PARISH



Setting the muskrat trap, a phase of an historic bayou-land winter industry still followed by hundreds of Jefferson's trappers and which still contributes heavily to Louisiana's annual fur crop.



An aerial view showing the heavy concentration of industries and warehouses on both sides of Jefferson's Harvey Canal—most of them serving Jefferson's growing oil industry.

Snowdrift Company of Gretna, cottonseed oil products; Southern Shell Fish Company of Harvey, which supplies a high percentage of all the canned sea foods consumed in the United States; and the Freiberg Mahogany Company, manufacturer of mahogany lumber and veneer, with a pond capacity of six million board feet in logs, imported from Central America.

With many millions of dollars already invested there, Celotex Corporation entered 1960 with a \$712,000 addition to its plant.

Avondale Marine Ways Inc., opened in 1938 as a small shipyard, has expanded spectacularly and now builds cargo vessels, destroyer escorts, dredges, towboats, barges, offshore drilling rigs which stand as high as a 21-story building, and missile destroyers. It has a drydock and plant on Harvey Canal for quick repair work; operates a vulcanizing plant for the application of Perma-bond coverings and linings; and in its Avoncraft division applies porcelain enamel to thin gauge steel for architectural and industrial users. Avondale is increasing its equipment for further expansion. It has a \$15 million payroll and gives employment to 3500.

American Cyanamid Company in South Kenner, with an industrial investment of \$110 million, recently complet-

ed a \$600,000 expansion. Using natural gas and sulphur, it makes acetylene, acrylonitrile, ammonia, monomethylstyrene, hydrogen cyanamide and other products used in the manufacture of synthetic fibers, plant foods, rubber products etc.

Other chemical developments include the Carrtone Laboratories in Metairie which make pharmaceuticals from alcohol, sugar, oyster shells and sulphas; John Stumpf's Son of Gretna, manufacturer of insecticides and sanitary supplies; and the Southern Solvents and Chemical Corporation in Southport.

In Westwego the Continental Grain Company is expanding its elevator to a capacity of three million bushels, supplementing similar operations on the New Orleans side of the river; in Harvey the Continental Can Company is making an impressive expansion; Johns-Manville Products Corporation in Marrero is increasing its production of plastic floor and tile products; on the east side of the river the Plymouth Cordage Company, which makes ropes and rope products from imported crude fibers, and the Rheem Manufacturing Company which has steadily expanded its output of steel cantainers, illustrate the diversity of Jefferson Parish's industrial growth.

Under the industrial magic of less

# Intracoastal Terminal, Inc.

1200 Peters Rd.

Harvey, La.

FO. 6-8511-



Handling of tubular materials and supplies and serving the major oil producing companies in the Gulf Coast territory

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## Intracoastal Pipe Repair And Supply Co., Inc.

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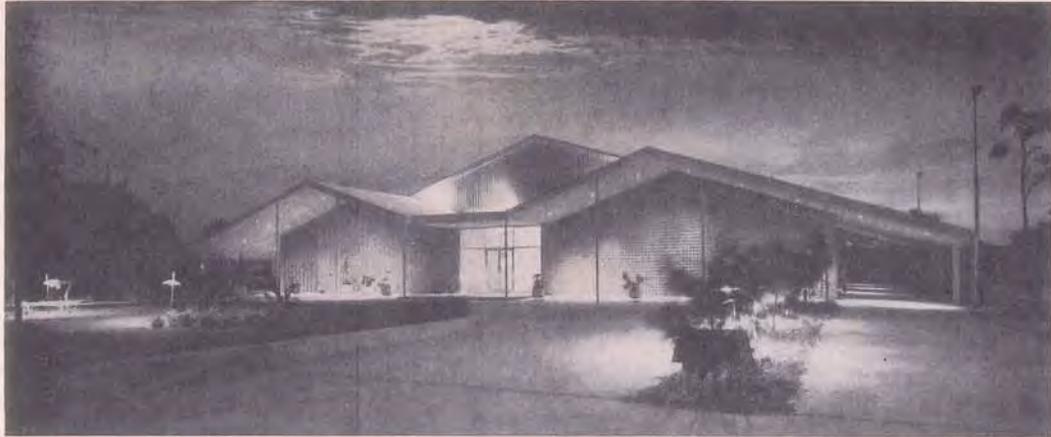
Harvey, La.

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OIL FIELD TUBING AND CASING**

PIPE: CLEANING  
TESTING  
INSPECTION

THREADING  
BEVELING  
STRAIGHTENING



Fast becoming an East Bank landmark day and night is the magnificent Tharp-Sontheimer-Tharp Jefferson Funeral Home. The contemporary building, designed by award-winning architects Curtis & Davis, is beautifully lighted and landscaped. Set in a square of ground at 1600 North Causeway Blvd., the home is completely surrounded by off-street parking facilities.

than a quarter of a century, the population of Jefferson Parish has grown from 40,000 to 207,891 of which 132,672 are on the east side of the Mississippi, and 75,219 on the west side.

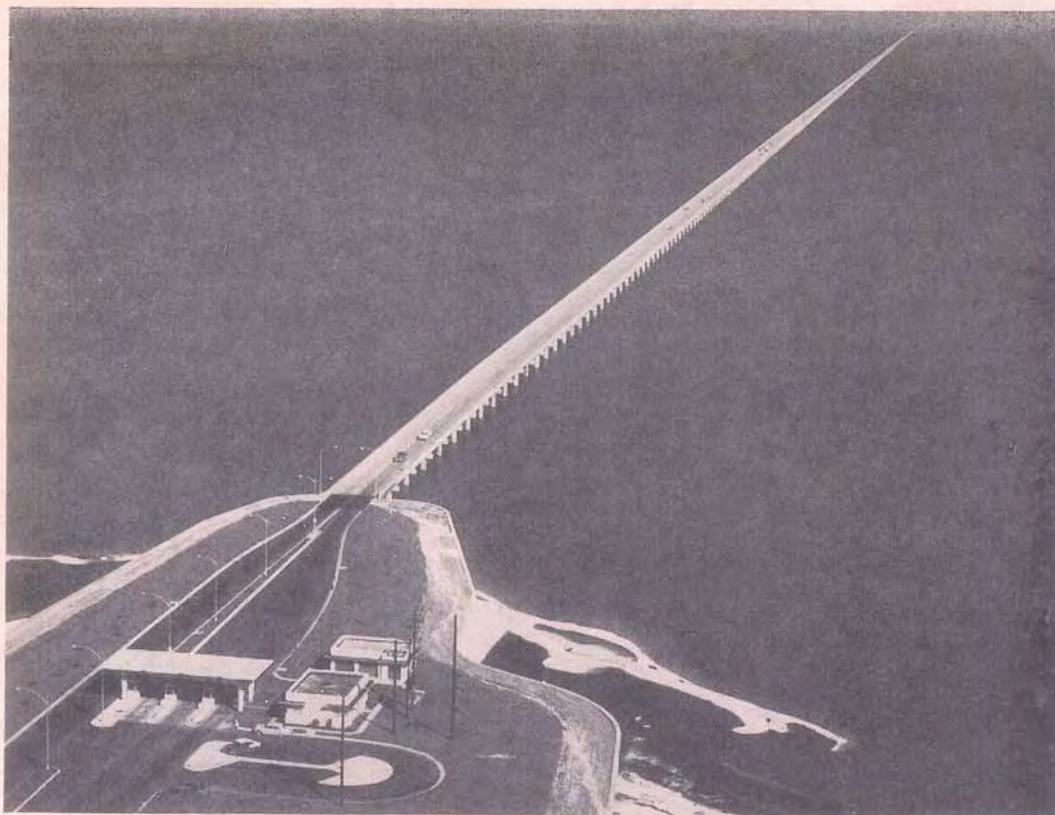
Doubling in the past 10 years, the population of Gretna is 21,884 and is opening new growth; that of Kenner shows a three-fold increase to 16,954; Westwego has 9,708 and Harahan 9,262. These were just wide places in the road a quarter of a century ago—in the boyhood of men now serving their industries and pushing enterprise through new horizons.

In the Gretna Area the West-Side Shopping Center, a \$32 million development projected upon a 30-acre area, and the huge Terrytown housing development nearby, both recently opened, emphasize the conomic stirring in Jeffer-

son. So does the still larger and even more recently unveiled Lakeside Shopping Center (the largest in the South) in the lakefront area adjoining New Orleans, a 60-acre retail center built around a landscaped mall near the Causeway to serve East Side Jefferson, uptown New Orleans and the Florida parishes on the north side of the lake. So do the other retail concentrations, the public buildings and facilities, the hospitals, and the multiplying subdivisions on both sides of the river; so do the two elementary schools built in Gretna last year, \$365,000 of construction financed by sales-tax revenue, and the \$10 million bond issue which the people of Jefferson Parish voted last year to build a dozen new schools. This, by the way, is the largest bond issue the Parish ever voted for such a purpose; it nearly



A. J. Meibaum in the plant of the Meibaum Brothers Sanitary Dairy at 692 Jefferson Heights, well over a half century in business and the oldest operating dairy in Jefferson Parish. The dairy business in Jefferson is in itself a dramatic illustration of the sensational parish switch from agriculture to industry. Three years ago there were 75 dairies operating in Jefferson. Today there are only 15 dairy farms and 20 milk pasteurization plants in the parish. The number of dairy cattle still surviving the crowding of industry is estimated at 1500 head, the largest herd owned by Trippe Brothers of Westwego.



## LAKE PONTCHARTRAIN CAUSEWAY

### *The World's Longest Bridge begins in Jefferson Parish*

The 24-mile-long Lake Pontchartrain Causeway is a magnificent symbol of the continuing progress of Jefferson Parish. The Causeway serves as a direct north-south thruway for local, tourist and commercial traffic. It connects busy, boom-

ing Jefferson Parish with St. Tammany Parish's famed Ozone Belt vacationland north of Lake Pontchartrain. Millions of vehicles have crossed the world's longest bridge since it was opened to traffic on August 30, 1956.

*Administered by the*

### **GREATER NEW ORLEANS EXPRESSWAY COMMISSION**



**BEN ABADIE, SR.**  
*Chairman*



**FRED MIZELL**  
*Vice-Chairman*



**IVY A. CHAMPAGNE**  
*Treasurer*



**E. M. FRIERSON**  
*Member*



**MALCOLM T. STEEN, SR.**  
*General Manager*

doubles all preceding issues. Jefferson's school population, more than 40,000 last year, is growing at the rate of 10 per cent a year.

With increasing industrial development, the population of Jefferson Parish may increase more rapidly than it has done in past years. That development should come principally to the west bank, which has more open territory. It will come with a rush when Jefferson Parish pushes its tidewater channel to the sea near Grand Isle, less than 50 miles away, to open a new, shorter and safer route for ocean vessels bound for this industrial and commercial port, and to provide new sites for manufacturing enterprises served by fixed-level transportation facilities.

More than a hundred years ago forward-looking leaders recognized the practicality of such a ship route from Westwego to the Gulf of Mexico. Incorporated in 1956 by Jefferson Parish and Westwego, the Jefferson Parish Industrial Seaway Commission has adopted the route shown on the map of 1849. The board of engineers for Rivers and Harbors of the United States in 1930 approved such a route through Jefferson Parish, and the increase of foreign trade, especially with Latin America, say those who are pushing the development, makes it even more necessary now

than it was then. Moreover, Jefferson Parish foresees the need for more industrial sites than its riverfront will accommodate. Houston's success with its tidewater harbor, and the development which the industrial Waterway brought to New Orleans suggest similar possibilities for the west bank.

From a port area connecting with the river near Westwego, the proposed Seaway would run to the 40-foot contour in the Gulf of Mexico about 50 miles away. It would be 500 feet wide at the bottom, 700 feet wide at the top and 40 feet deep. By the present route the highway distance from the river to Grand Isle, with its industrial and recreational developments, is more than 100 miles. A highway along the ship canal would cut that distance in half. Both sides of the new waterway would be available for development, but the principal industrial and commercial development would be in the harbor area near the river.

Added to what it has, such expansive creation would open economic possibilities which we today envision as imperfectly as the optimist who saw the possibility of the Harvey Canal's million-ton movement through Jefferson Parish, this land flowing with milk and honey, with everything advantageous for life.



J. Ray McDermott & Company, Inc., with operating headquarters in Jefferson Parish, have recently put into operation its Marine Division complete with facilities for new construction, repair and overhaul of tugs, towboats, barges, etc. The photograph shows two vessels undergoing repairs on the McDermott Drydock at the Bayou Boeuf yards.



## **Lafitte Oil Distributing Co.**

Leon C. Levy, Owner

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**ESSO STANDARD OIL CO. PRODUCTS**

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## **WEST SIDE OIL COMPANY**

MRS. LLOYD FAUST, Mgr.

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**ESSO STANDARD OIL CO. PRODUCTS**

Fillmore 1-5551

Harvey, La.

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## **C. A. HECKER**

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**ESSO STANDARD OIL CO. PRODUCTS**

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Put yourself in this picture . . . the proud new owner of a home with GAS air conditioning. Now, you can enjoy the *ultimate* in summer comfort, regardless of the size of your home. GAS air conditioning can now be *added on* to existing central heating systems. Install inside the house, in the garage or out in the back yard. There's no limit to its versatility.

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**NATURAL GAS**



**still your biggest bargain**

**UNITED  
GAS**

SERVING THE GULF SOUTH

# TRANSPORTATION



## MODERN TRANSPORTATION FACILITIES PROMOTE THE GROWTH OF COMMERCE AND INDUSTRY AND POPULATION IN JEFFERSON PARISH.

By E. S. Pennebaker

*E. S. Pennebaker, author of this article and a recognized authority in the field of transportation, is consultant of the Texas Pacific-Missouri Pacific Terminal Railway of New Orleans. Who's Who in the South and Southwest traces his long railroad career from the Engineering Department of the Mobile and Ohio R.R. to his years as Manager of the Texas Pacific-Missouri Pacific Terminal Railroad of New Orleans from 1932 to 1959, during which eventful quarter century he took an active part in the growth and progress of Jefferson Parish.*

Adequate, efficient and economical transportation facilities are vitally essential to promote and accelerate the growth of Commerce and Industry and Population in any area possessing valuable natural resources, a dependable supply of good water, and an industrious and progressive people determined to encourage the profitable development of such resources and their utilization in domestic and World Markets.

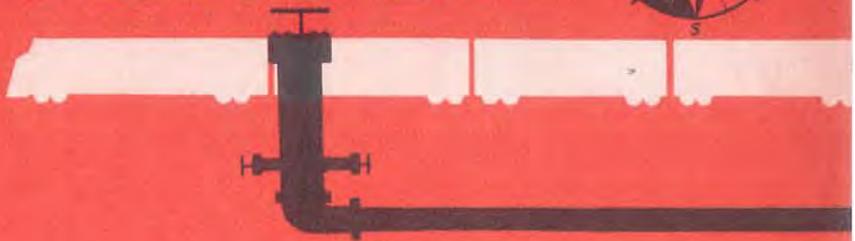
When such an area is strategically located, as is Jefferson Parish, conveniently accessible via every known type of modern commercial transportation,—railroad train, highway motor carrier (automobile, truck and bus), inland and intracoastal waterway barge line, intrastate and interstate gas and liquid crude and refined petroleum pipe transmission line, and local, national and international propeller type or jet propelled airline carrier, to live consumer markets located not only in the United

States and on the American continents, but all over the civilized World, it is indeed fortunate.

In this year 1960, nearly 250 years after the establishment of the first settlements of civilized man in the Lower Mississippi Valley area, (1) in New Orleans on the East Bank of the River in 1718, and (2) on the West Bank, near the site of the present thriving City of Westwego in 1719, the people of Jefferson Parish (a governmental unit created by our Louisiana State Legislature in February 1825), are today the beneficiaries of a system of modern transportation facilities which few Parishes or Counties of comparable area and population have been able to develop, in spite of tremendous handicaps, out of the primeval forests and swampy terrain originally existing on both banks of the great river in this area.

To appreciate fully this remarkable accomplishment, every person interested should read "The Story of Louisiana's Horn of Plenty — John Law Wasn't So Wrong" by Hodding Carter, editor of the Greenville, Mississippi Delta Democrat Times, native of Louisiana, graduate of Tulane University, and a Pulitzer Prize Winner of a few years ago. This little book sponsored, published and copyrighted in 1952 by Esso Standard Oil Company of Baton Rouge, Louisiana, is dedicated to the people of

# IN JEFFERSON



Louisiana, and is a most thrilling account of the growth and progress of Louisiana since the establishment of those early settlements in the New Orleans Area during the life spans of Iberville, Bienville and John Law. In it Mr. Carter describes vividly the many vicissitudes which beset the early settlers of Louisiana Territory, including Jefferson Parish, and how they were victimized by the brilliant, adventurous and unscrupulous speculator and promoter, John Law, the perpetrator of one of the greatest frauds of all time, known in history as the "Mississippi Bubble". John Law was the Scotch friend of King Louis XV of France, and through his hypnotizing influence over that gullible King, lured thousands of Europeans to France's Louisiana Territory, where most of them lost all the wealth that they possessed and many of them their lives in that New World will-o'-the-wisp venture.

The development of Transportation facilities in Jefferson Parish followed the pattern generally of that in the Lower Mississippi Valley and elsewhere in similar areas in what is now our continental United States of America, before the invention of the steam engine and its commercial application to the propulsion of water borne vessels and railroad trains in the early years of the 19th century.

Before the arrival of the wood-fired, self-propelled river steamboat "City of New Orleans" at New Orleans, from Pittsburg, Pennsylvania on Jan. 10, 1812, transportation in what is now Jefferson Parish and in the New Orleans Area, as we know it, was primari-

ly water-borne, — by skiff, pirogue, canal or flat boat and other similar craft propelled by man-power with oars, paddles or poles, on the rivers, bayous, canals, ditches, swamps and lakes of this watery region.

When larger vessels propelled by the winds could be advantageously used, transportation was by sail-rigged and rudder-equipped craft navigating in the deeper and wider rivers and bayous, in Lake Pontchartrain, Lake Cataouatche, Lake Salvador, Barataria Bay and the coastal waters of the Gulf of Mexico between the Mississippi's Southwest Pass and the Gulf outlet of Bayou Lafourche beyond the western boundary of Jefferson Parish.

The inauguration of the use of steamboats and other steam-propelled river craft on the Mississippi River and its tributaries and connecting waters in the early 1800s provided the first great impetus of growth to Jefferson Parish and the Port of New Orleans, following the purchase of Louisiana Territory from France by the Infant United States of America in 1803. This purchase, for the sum of \$15,000,000, is reputed to be the most profitable real estate deal in our Nation's history, in that at a cost of about 4c per acre, it opened up for American agricultural, industrial and commercial development, over 375 million acres of virgin territory in the fabulously rich Mississippi Valley.

Thomas Jefferson, of Virginia, third President of the United States, whose name was given to Jefferson Parish, was one of the originators and one of the principal advocates of this purchase. Fortunately, he was able to convince the

Congress at that time of the tremendous potentialities of this investment, long since thoroughly substantiated.

The steamboat dominated commercial transportation in the Mississippi Valley from 1812 until about 1890 when the American Railroads, after many vicissitudes and the investment of millions of dollars of private capital plus Federal and State grants and some contributions from locally benefitted communities, had completed, equipped and placed in operation over 200,000 miles of railroad lines in the Mid-Continent Area and throughout the entire United States. Then the railroad by virtue of its faster and more dependable service and its ability to cover more thoroughly the general transportation needs of the American people, replaced the steamboat and the steam-propelled towboat and barge as the Number One Carrier of commercial cargo in the Mississippi Valley and throughout the Nation.

It might be well to remember, here, that there was not yet in existence in 1812, nor in fact in 1890, nor until after 1932, any semblance of a system of improved roads and highways. Also the internal combustion engine and the electric motor which have revolutionized transportation by water, land, pipe line and air, within the past 75 years, only a normal lifetime today, were not, until the turn of the present century, univer-

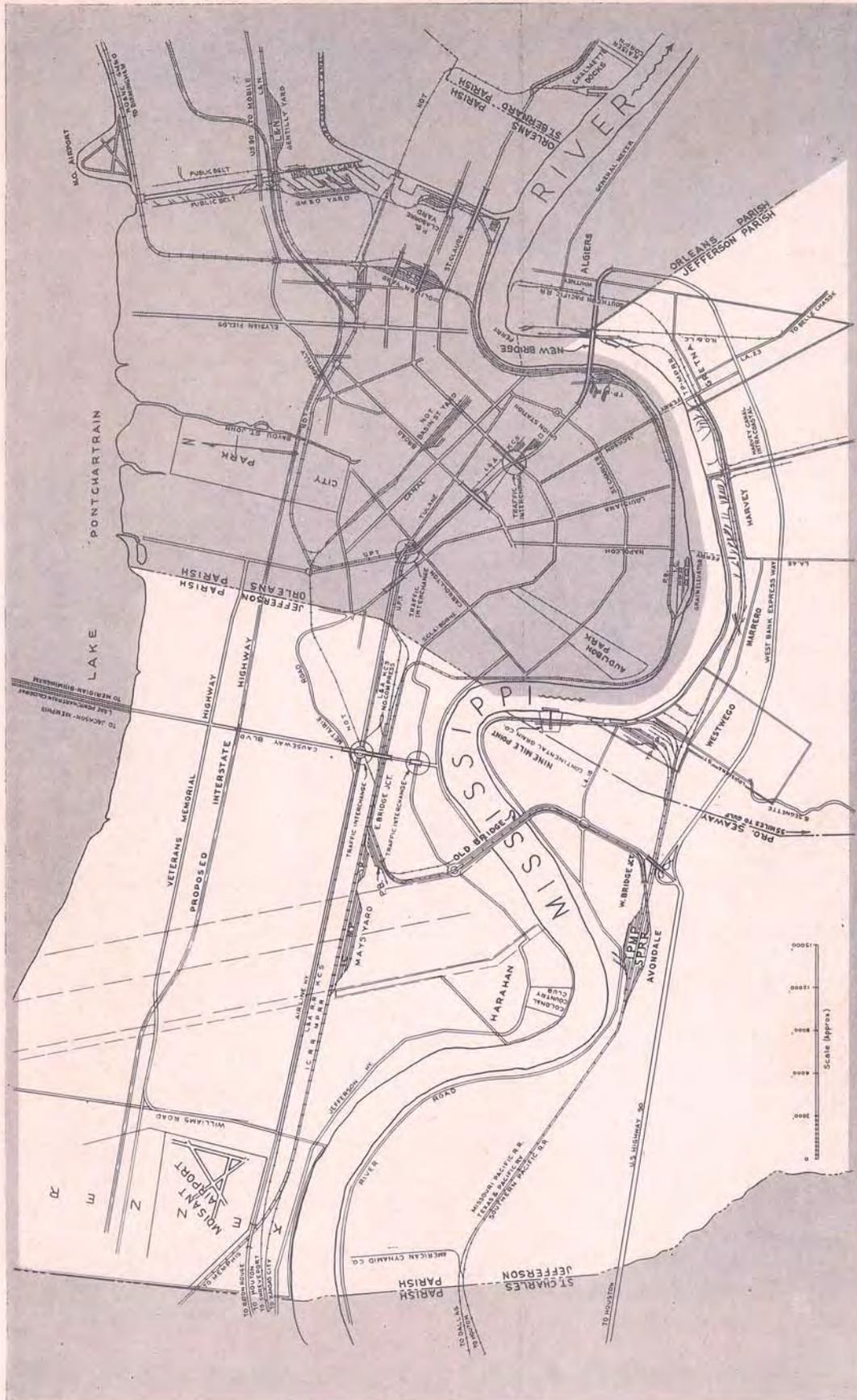
sally recognized as competitive power propulsion threats in the transportation, agricultural, industrial and commercial fields in our country.

In the early 1800s when the steamboat and other steam-propelled waterborne craft commenced to be utilized for movement of passengers and commercial cargo in barges, flat boats, logs in timber rafts, and for berthing and moving sailing ships at wharves and docks in the Port of New Orleans and elsewhere on the lower Mississippi and connecting waters, transportation on land in the lower Mississippi Valley on both banks of the river within a radius of 100 miles from the City of New Orleans and the small settlements of French, Spanish and American families living in what is now Jefferson Parish, was restricted to a few dirt and timber corduroy roads and trails on higher ground where oxen, horse and mule-drawn carts and wagons could be used, or to trails which could be traversed only on horse or mule back or on one's own legs,—in good weather.

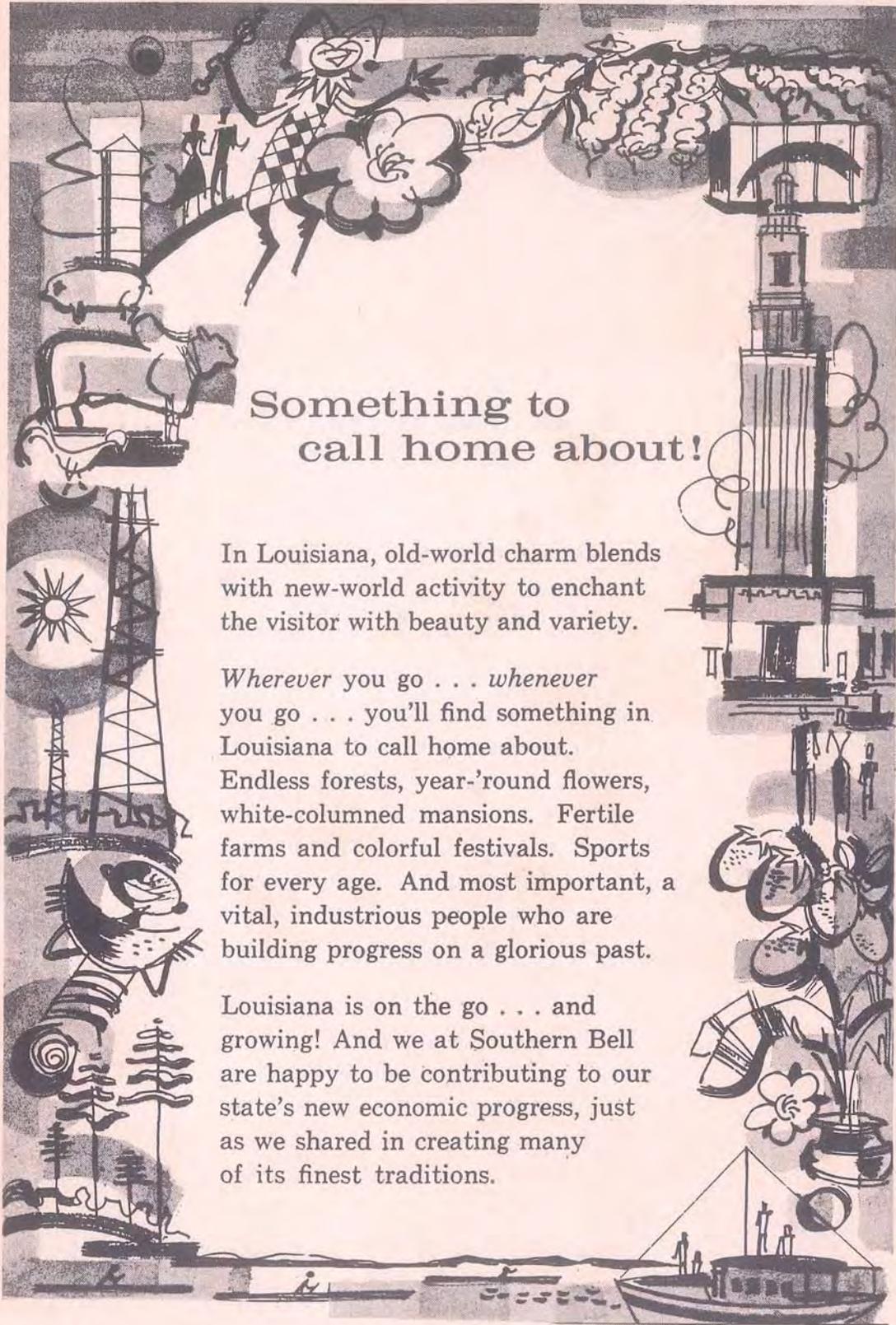
Most of such roads and trails were located adjacent to the banks of rivers and bayous which had been built up by overflow silt deposits during annual flood periods, or adjacent to low levees that some plantation owners had constructed to protect their cultivated lands and their homes from normal flood-



A comprehensive aerial view of the Florida to Mexico Intracoastal Waterway on its way through the heart of Jefferson Parish. In the left foreground is Little Bayou Barataria. The stream left to right is Bayou Villars and from the top to the bottom, is the Intracoastal Waterway itself.



The location and transportation facilities available make Jefferson Parish most attractive to industry.



## Something to call home about!

In Louisiana, old-world charm blends with new-world activity to enchant the visitor with beauty and variety.

*Wherever you go . . . whenever you go . . . you'll find something in Louisiana to call home about.*

Endless forests, year-round flowers, white-columned mansions. Fertile farms and colorful festivals. Sports for every age. And most important, a vital, industrious people who are building progress on a glorious past.

Louisiana is on the go . . . and growing! And we at Southern Bell are happy to be contributing to our state's new economic progress, just as we shared in creating many of its finest traditions.

## Southern Bell in Louisiana



One of the helicopters of General Air Transport of Kenner, Louisiana, shown just prior to take-off to publicize the 1959 March of Dimes campaign. Shown are Jack Morse, President of the Jefferson Parish Chapter of the National Foundation for Infantile Paralysis, the March of Dimes Poster Girl and pilot Allan F. Holmgren, Vice President of Operations of General Air Transport. This company's helicopters serve Jefferson industries in executive transportation, air taxi service, aerial photography, land surveys, power and pipe line patrol and construction, offshore transportation and other specialized services.

waters carried down the great river to the sea.

Except for the few roads and trails built from the plantation country to steamboat landings established along the river banks where passengers, agricultural and forest products, cattle, supplies and other commodities could be loaded aboard and discharged from steamboats and other water-borne craft, there were practically no facilities for commercial transportation on land until the completion of the first railroads in the last half of the 19 Century, connecting the New Orleans and Jefferson Parish Areas with other portions of the Louisiana Territory and with the then other agriculturally, commercially and industrially developed areas of the United States.

#### I—RAILROADS

Although the old 5 mile long Pont-

chartrain Railroad, connecting the east bank of the Mississippi River at the foot of Elysian Fields Avenue in New Orleans, with the lake port community of old Milneburg on the south shore of Lake Pontchartrain, completed and opened for transportation of commercial cargo and passengers in September 1832, was the first steam propelled railroad placed in service in the New Orleans Area, and the second in the United States, it was not until 1854 that the first steam railroads were available for transportation service in Jefferson Parish and adjacent portions of the lower Mississippi Valley.

#### 1. Illinois Central System

In August, 1854 a line of railroad known as the New Orleans, Jackson and Great Northern, projected to be built from New Orleans to Jackson, Miss., was completed and opened for transpor-

In the Mays Yard of the Illinois Central at Harahan, which contains 21 classification tracks ranging in capacity from 70 to 120 cars. Shown here is the Diesel Shop at the right and Storehouse primarily used for diesel locomotive parts. This building also houses the New Orleans District storekeepers' office.



TWO LOCATIONS  
IN LOUISIANA  
FOR YOUR CONVENIENCE



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**LAFAYETTE, LOUISIANA**  
P. O. Box 1467  
Phone: Center 4-6316

**FRENCH JORDAN, INCORPORATED**



Shown here is the twin screw DIXIE STAR of Dixie Carriers, Inc., headed upstream on the Mississippi River just after leaving the Harvey Locks. Her tow consists of six barges carrying 96,000 barrels or 4,032,000 gallons of gasoline destined for the Pittsburgh area.

tation from New Orleans to the Mississippi State Line at Osyka, 88 miles. Four years later, it was extended northward and opened for traffic to Jackson and to Canton, Miss., 206 miles north of New Orleans, where it connected with the Mississippi Central Railroad. It is now the southern portion of the Illinois Central RR and traverses Jefferson Parish between the Orleans line at Protection Levee and the St. Charles Parish Line, just west of Moisant Airport, a distance of about  $9\frac{1}{2}$  miles on the east bank of the River, south of Lake Pontchartrain, serving several productive industrial plants and distribution warehouses. Among these are the New Orleans Compress Company, Armour Agricultural Chemical Company, Jahncke Service, Inc. (concrete pipe plant), A&P Food Stores, Sears Roebuck & Company, the Consolidated Companies, Continental Can Company, Shippers' Compress Warehouse, American Creosote Works, Inc., and Nash-Mullikin Materials, Inc. In the old Harahan Yard Area, between the East

Bank Levee and the southbound Illinois Central main line, extending south of the bustling little City of Harahan to the New Orleans Public Belt's Mississippi River (Huey P. Long) Bridge, the Illinois Central has developed a valuable Industrial District in which are now located among other, Chevrolet Motor Division—General Motors Corp., Freiburg Mahogany Co., Freiburg Mahogany International, Inc., Kieckhefer-Eddy Co., Div. of the Weyerhaeuser Timber Company, Nutrition Products, Inc., H. W. Lay & Co., Inc., Nat Buring Packing Co. of Louisiana, Hill-Behan Lumber Co., and in Kenner the Ipiq Plywood Co. and the Ipiq Door Co. In the area between Shrewsbury and the western limits of the thriving little City of Harahan, is located Mays Yard, the Illinois Central's extensive New Orleans Freight Train Terminal, where all of its trains are received, switched and forwarded outbound to the North via its own lines or through interchange with other railroads for movement to the Southeast and Southwest and to indus-

The efficient and economical diesel maintenance and repair shop of the Texas Pacific-Missouri Pacific Terminal Railroad of New Orleans at Avondale. Built in 1950 under the direction of E. S. Pennebaker almost everything from steel columns which support the roof to mechanical devices used for tests and repairs, was built on the spot of materials at hand to meet specific needs of the shop. A number of improvements have been made over the past ten years to make it an even more efficient facility capable of making the heaviest kind of repairs to yard and road diesels with a minimum of shop force.



trial plants, commercial warehouses, team tracks, wharves and docks served by coastwise steamships, inland waterway carriers, and by other steamships handling freight and passengers for and from ports all over the World. Today the Illinois Central System operates 6500 miles of railroad in 14 States in the Mississippi Valley and Mid-Continent Area, and serves directly the Gulf Ports of New Orleans and Gulfport, Mississippi, as well as modern wharves and docks at Chicago on Lake Michigan, handling steamship traffic moving between Chicago and foreign ports via the Great Lakes and St. Lawrence Seaway.

## 2. Southern Pacific System

In Nov. 1854, a line of railroad, known as the New Orleans-Opelousas and Great Western Railroad, projected to extend westward from Algiers (West Bank New Orleans), to the Sabine River (Louisiana-Texas State Line), was completed and placed in service to what is now Raceland on Bayou Lafourche, 52 miles. About 3 years later the new railroad was completed and opened for traffic to Berwick's Bay (Morgan City) 80 miles, where it connected with a line of steamships operating westward to Galveston and Matagorda Bay, Texas, and with steamboats serving the populated areas adjacent to Bayou Teche in South Louisiana. This line is now the eastern portion of the Texas and New Orleans Railroad (Southern Pacific System), which provides through railroad passenger and freight service between New Orleans and Portland, Oregon, via Houston and El Paso, Texas, Phoenix, Arizona, Los Angeles and San Francisco and other California and Oregon cities. It traverses the West Bank of Jefferson Parish for about 15 miles between the Orleans Parish Line in the vicinity of the West Bank Approach of the new Mississippi River bridge, adjacent to the McDonoughville section of the City of Gretna, and the St. Charles Parish Line, in the vicinity of the Fortier Plant of the American Cyanamid Company, about 7 miles west of the end of the West Bank approach of the Public Belt's Mississippi River Bridge at West Bridge Junction. On this line are now located and served, several well known productive industrial concerns. Among these are Publickers Chemicals Inc., Gulf Refining Company, and Wesson Oil & Snowdrift Co., Inc., in and adjacent to Gretna; also, along the Harvey (Intracoastal) Canal, Texaco, Inc., Gulf Refining Co., Mayronne Drilling Mud

and Chemical Company, California Co., Harvey Lumber & Supply Co., Intracoastal Terminal, Inc., (oil well pipe and fittings), the Halliburton Oil Well Cementing Co., Evans Cooperage Co., specializing in the barrelling of liquid petroleum and vegetable oil products, J. Ray McDermott & Co., Inc., efficient builders of Tideland drilling platforms and rigs, Ayers Material Co., H. C. Price & Co., Pipeline Service Co., Esso Standard Oil Co., Shamrock Pipe Service, Inc., Deltide Fishing and Rental Tools, Inc., Dixie Carriers, Inc., Southern Shell Fish Co., Chas. E. Spahr, distributors for American Oil Company, Avondale Marine Ways (Marine Repairs), Freeport Sulphur Co., (sulphur products), Shell Oil Co., Superior Oil Co., and Humble Oil & Refining Co. In addition, on the West Bank of the Mississippi upstream from the Harvey Canal, this railroad serves Swith & Co., three plants, Continental Can Co., and Penick & Ford Ltd., Inc., at Harvey; Texaco, Inc., Hess Terminal Co., Allied Chemical Corp., Johns-Manville Products Co., and the Celotex Corp., at Marrero; Avondale Marine Ways, Inc., and its Avoncraft Division at Avondale; and the American Cyanamid Co., outstanding producer of industrial chemicals and fertilizers, located near the St. Charles Parish Line at South Kenner. The Southern Pacific System comprises nearly 14,000 miles of railroad serving portions of 12 States and the principal American ports on the Gulf of Mexico West of the Mississippi, as well as the principal West Coast American Ports in California and Oregon.

## 3. Texas & Pacific and Missouri Pacific System

The third railroad to be placed in service in Jefferson Parish was initially the New Orleans, Mobile and Texas Railroad on the West Bank of the river. It had commenced construction in December, 1870, westward from a point on the river, now in the City of Westwego, just upstream from the old river lock of the Barataria and Lafourche Canal (dating back prior to 1800, and now better known as the Company Canal,) to Bayou Goula, located on the West Bank about 72 miles upriver. This pioneer railroad was projected to be continued westward from Bayou Goula ultimately either via Alexandria through the lower Louisiana area west of the Atchafalaya and south of Red River and Shreveport in northwest Louisiana to connection with the Fed-

*Continued on Page 71*

*We offer all types of property on the*

# **BOOMING WEST SIDE**

*only minutes from downtown New Orleans*

## STUMPF'S WESTSIDE SHOPPING CENTER

Stumpf's West Side Shopping Center opened Feb. 1, 1958, on the Expressway and Stumpf Blvd. It is located in the population center of the West Bank. We are now expanding this eminently successful shopping center by offering the few remaining choice locations indicated in Black on the map.

(See color advertisement on back cover)



## MARRERO INDUSTRIAL, RESIDENTIAL, SHOPPING



1—Marrero Industrial. Choice sites near the Harvey Canal are now available.

2—Marrero Residential. We have listings on homes and lots in this conveniently located area.

3—Marrero Shopping Center now under development on the Expressway and Ave. D next to the new West Bank General Hospital. Two supermarkets, a drug and variety store now leased . . . 35,000 square feet (sizes to suite) are yet available.

**MA  
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REAL ESTATE

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NEW ORLEANS

**MA  
1731**

*Now Open!*

# Sunrise Homes

IN AIRLINE PARK

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

EIGHT (8) DIFFERENT MODELS—STARTING AT \$20,500



## *The Meadowbrook*

FEATURES THREE BEDROOMS AND TWO AND ½ BATHS

A new high in contemporary living, the Meadowbrook offers 1675 square feet of comfort, space and utility. This lovely home features an all electric kitchen with separate dining room. Open beam ceilings, lots of storage carport and utility room. Truly a magnificent home value.



## *The Tanglewood*

FEATURES FOUR BEDROOMS AND TWO BATHS

A beautiful model that offers you more for your money with 1650 square feet of living area and featuring an all-electric kitchen with dining room opening to the patio, four bedrooms 2 large baths, garage and utility room, front porch, and extra closet and storage areas. A most exciting home value!



## *The Parkwood*

FEATURING FOUR BEDROOMS AND TWO AND ½ BATHS

Here's the ultimate in spacious living. 1725 square feet 2½ baths, paneled den, large garage and laundry room, 13' x 29' living room opening on patio, large electric kitchen and many, many extra features. Dollar for dollar the Parkwood offers the most outstanding home value ever offered at this price.



## *The Lynnwood*

FEATURES THREE BEDROOMS AND TWO BATHS

The Lynnwood offers value and convenience unheard of before. Imagine! 1383 square feet of living area designed for the family's comfort. Large all-electric kitchen, separate dining area, spacious closets, carport, utility room and screened porch. Ideally planned for contemporary living.

ELECTRIC KITCHEN • WIRED FOR HOUSE POWER • MANY BUILT-INS

# SUNRISE HOMES

SALES OFFICE 1600 RIVIERE ST. AIRLINE PARK, VE 4-4952



A picture of the March 6, 1960 opening day of Terrytown, the new West Bank Subdivision near the west approach of the Mississippi River Bridge. Located on an 850 acre site, only 7 minutes from Canal Street, it is planned to contain 6,000 new air-conditioned homes. Every street is concrete with parkway lighting. Terrytown has a central sewerage system with sewer lines connecting with each new house, and sites have been set aside for schools, churches, parks and shopping areas.

Here is one of the lovely "Sunrise Homes" now being built by Charles Kornman in Airline Park, one of Jefferson's finest planned communities, complete with medical centers, shopping centers, schools, churches, paved streets and public sewerage. These beautiful models feature split-level, ranch, and two-story styling and contain the latest conveniences for modern living.



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

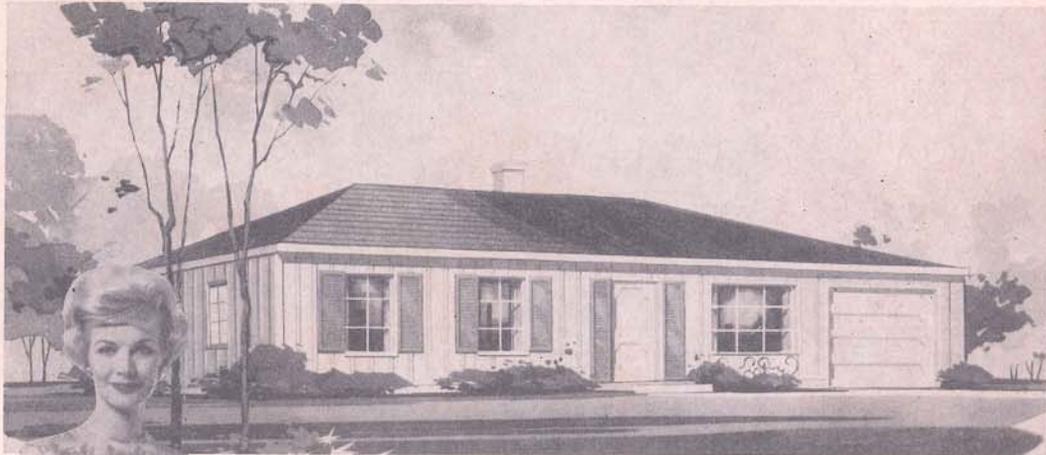
Here is a view of one of the lovely interiors of Avondale Homes, Jefferson's newest completely planned community now under construction on the site of the historic 40-acre Avondale Plantation. Complete with all off-site improvements, Avondale is building over 3,000 National Homes and the community will contain schools, churches, parks and a complete shopping center.



ENJOY MAINTENANCE FREE LIVING IN

# AVONDALE

A Planned Community of 3,000 Aluminum National Homes Complete  
With Schools, Churches and Shopping Center.



**3 and 4 Bedroom Homes with 1, 1½ and 2  
Ceramic Baths, 9 Floor Plans, 85 Exterior Designs**

**Priced From**

**\$12,250 to \$15,300**

**No Closing Costs FHA • No Down Payment VA**

These are the homes all America is talking about! Homes that defy time and weather and retain their new look for 5, 10, 15 and 20 years from the day of occupancy. Come out today and see our furnished model homes.

*Avondale Homes Feature:*

- Insulated walls and ceilings
- Attached garages
- Family rooms
- Walnut kitchen cabinets
- Built-in Food Center
- Ample Storage Areas
- Central Forced-air Heating, plus many, many "extras"

**DIRECTIONS**

Located on the West Bank, 3 miles from the West exit of the toll-free Huey P. Long Bridge on Hwy. 90 and 1 mile from the West Bank Expressway Traffic Circle.



**CALL UN. 1-4519**

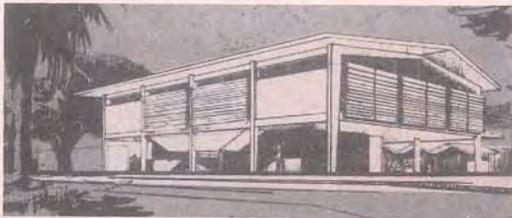
# Home Building and Developing in Jefferson Parish

*The Parish of Jefferson is vitally interested in maintaining the highest level of home building to keep pace with the demands of our ever increasing population. The importance of this aim was brought out in the following words, quoted from an article by Senator John F. Kennedy, in the NAHB Journal of Home Building:*

We hear considerable discussion about our national goals. Some goals seem rather vague—some seem rather far off. But one goal, stated in eloquent terms in the National Housing Act of 1949, is not vague and need not be far off. It is "a decent home in a suitable environment for every American family."

The demand for more and better housing for the American people will continue to rise sharply in the years ahead. Certainly we as a nation are not going to be satisfied with a situation that leaves us with seven million dilapidated city homes in need of replacement, some five million homes without plumbing, and some 13 million homes which can be classified as "substandard." The passage of each year brings with it additions to the list of obsolete, unsafe or inadequate dwelling units. The National Real Estate Boards Association has estimated our needs to be approximately 1,500,000 homes every year for many years to come.

But even these estimates do not take into account the fantastic growth of our population. Our population will double in 50 years. By 1975, we must find housing for 50 million more people. The strain which this will place upon our cities and available housing and the demands it will make upon our building and real estate industries will be unlike anything we have previously seen.



Here is the beautiful new country club constructed at Beverly Hills, a development of Family Real Estate in Jefferson Parish. This company has been instrumental in the development of parish real estate.



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



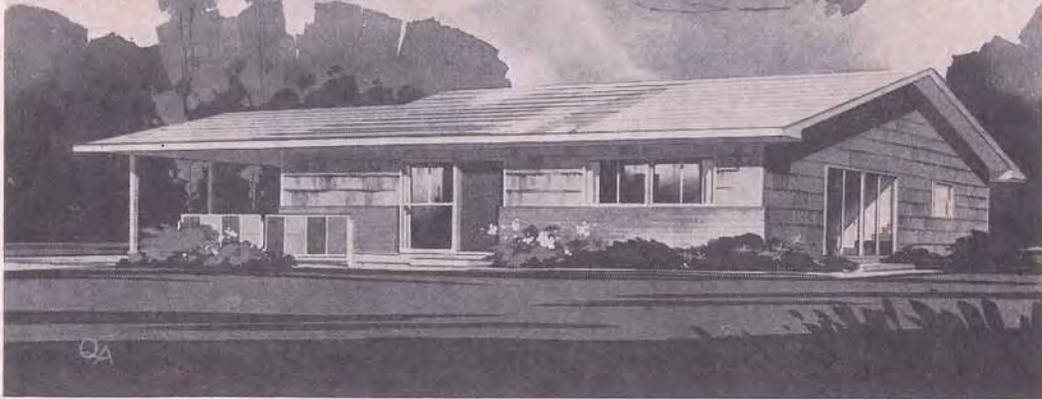
WILLOWDALE is one of East Jefferson's newer communities on the river side of Veterans Memorial Highway. Well conceived, well planned, and well laid out, Willowdale will eventually be a community of 900 homes.



Pictured above is the site of the Live Oak Manor Subdivision in Waggaman. This fall 300 homes will be completed here, with a future of 2,000 homes. Mercury Construction Co., Inc., are developers.

# TERRY TOWN

THE FINEST HOME VALUE EVER OFFERED IN NEW ORLEANS



**Featuring the ROYAL . . .** Four bedrooms, or three-and-family room, and one and one half baths. Fully and centrally airconditioned and heated, the Royal has a family-adjustable space plan. A folding wall between living-dining room and family room permits creation of an expanded "Living L," 32 feet across the front by 22 feet down one side of the house. A pair of sliding glass doors in each connect, when the dividing wall is open to form one large "patio wall."

MANY OTHER MODELS AND VARIATIONS

FEATURING.

OTHER MODELS  
PRICED FROM

**\$12,950**

LOW AS  
**\$71.50** per  
month  
principal & interest

- ★ CENTRAL AIR CONDITIONING
- ★ CENTRAL FORCED AIR GAS HEAT
- ★ ALL ELECTRIC GE KITCHEN

- Breakfast bar pass through
- The "Living L" 32' x 22' family room or 4th bedroom
- Natural-finish birch cabinets
- Exhaust fan
- Folder divider-wall to living area
- Interior wall panelling
- Sliding glass patio wall
- Generous storage in and out
- Sliding closet doors

Sales Office Phone FO 7-2550

**VETS NO DOWN PAYMENT ♦ FHA & VA FINANCING**

INCLUDED AT NO EXTRA COST



Only 7 Minutes from Canal Street — Westside Approach Mississippi River Bridge

Continued from Page 64

erally chartered Texas and Pacific Railway whose eastern terminus was then at or near Marshall, Texas, or via Opelousas across the Atchafalaya and intervening swamps to a connection with the Southern Pacific System at Houston or Beaumont, west of the Sabine River, The Louisiana-Texas State line. This railroad was eventually acquired in the 1870s by the New Orleans Pacific Railway Company, a corporation created by Act of the Louisiana State Legislature in 1875. Subsequently the New Orleans Pacific was acquired by The Texas and Pacific Railway and, directed by its Chief Engineer, former Union Army General Grenville M. Dodge, a famous Union Pacific railroad builder, constructed eastward from Marshall, Texas to Bayou Goula and New Orleans (utilizing the completed section of the old New Orleans, Mobile and Texas Railroad, Bayou Goula to Westwego, and building thence eastward 8 miles down the West Bank through lower Jefferson Parish to Goulsboro, near the Orleans Parish line, where car ferry facilities were provided to transfer its cars to the new eastern terminus located on the East Bank River Front at foot of Thalia St., New Orleans, in 1892). The lower 16 miles of this railroad is now operated by the Texas Pacific-Missouri Pacific Terminal Railroad of New Orleans, which handles all of the traffic of the Texas and Pacific and Missouri Pacific Systems moving to, from and through the New Orleans Area, including Jefferson Parish and the Port of New Orleans. These two trunk line Railroads own the Terminal, jointly and equally, and operate their road freight trains over its tracks into the Terminal's East Bank Freight Train Terminal via New Orleans Public Belt Bridge and East Bank River front-tracks. Also their passenger trains are operated into New Orleans through Jefferson Parish (East Bank) via the Belt River Bridge and tracks and Illinois Central and New Orleans Union Terminal tracks, to the New Orleans Union Passenger Terminal Station located at Loyola Avenue and Earhart Boulevard in the heart of the City. On the West Bank Terminal tracks, extending downstream 16 miles from the St. Charles Parish Line, are located many productive industries, all but two or three of which were established in this area subsequent to 1915, most of them since 1920 following World War I, and following the close of World War II in 1945.



## ROYAL HOMES

IN BEAUTIFUL AIRLINE PARK

presents

a new line of models

DESIGNED WITH THE FUTURE IN MIND



3 & 4 BEDROOM HOMES  
WITH 2-2½ BATHS

FHA or Conventional Financing Available  
LOW LOW DOWN PAYMENT

## ROYAL HOMES

IN AIRLINE PARK

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VE I-1344

• VE I-1345

# JAMES J. CULOTTA

**General  
Contractor**

Builder of  
Live Oak Manor Subdivision

**Commercial  
Residential**

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Metairie, La.



## A Golden Investment Opportunity

# Luxurious New Suburban Community Combines City Convenience, Recreation

Luxurious 431-acre residential area now being developed in Mandeville . . . offering magnificent homesites in a natural paradise. Now is the time to invest. In a few short years this will become another Lake Vista.

### MILLION DOLLAR RESORT AREA PLANNED

Every property owner will have membership in private club house, yacht marina, swimming pool and other community resort facilities.

### PRICES START AT \$3,750

*All city conveniences!* Paved streets, sub-surface drainage, city sewerage, underground wiring, utilities. Highly restricted. Minimum lot size 75' by 120'. Minutes to schools, shopping, hospitals, churches, etc. **IMPROVEMENTS ARE BEING INSTALLED NOW.**

A Golden Investment Opportunity Awaits You In

**GOLDEN**  **SHORES**  
Developed By **L. P. SMITH**

Directions: Drive out either Causeway Blvd. or Veterans Highway. Cross Lake Pontchartrain Causeway.  
Sales Office located just across the Causeway as you enter Mandeville. Watch for signs.

Among these, in addition to the Terminal's Westwego Import and Export Wharves (built during the period 1900 to 1920, and partially rebuilt after a severe windstorm in 1952), and the modern fireproof Perry St. Wharf of the Board of Commissioners of the Port of New Orleans, located on the river in front of Terminal's old Gouldsboro Yard just upstream from the new Mississippi River Bridge and the Orleans Parish line in Jefferson Parish, are the following industrial warehouse developments:

Along the river in the City of Gretna and upstream to the Harvey (Intra-coastal) Canal.

1. Triple E, Inc.—Storage Warehouse.
2. Louisiana Industries Inc.—Cement, sand, gravel and building materials.
3. Bert Weaver Materials, Inc.—gravel and shells.
4. Shell Oil Co.—Distributors of Petroleum Products.
5. The Slumber Shop—Mattresses and rubber products.
6. Publicker Chemicals, Inc.—Molasses and Alcohol.
7. Gulf Refining Co.—Petroleum Products Storage and Distribution.
8. Wesson Oil & Snowdrift Co., Inc.—Cooking and Salad oils and Shortenings.
9. Continental Oil Co. — Refined Petroleum Products.
10. Rathborne Land & Lumber Co.

Along the river upstream from Harvey (Intra-coastal) Canal to the Barataria and Lafitte Highway.

1. The Hyrill Co.—Oil Well equipment.
2. Swift & Co.—Shortenings, fertilizers and adhesives.
3. Commercial Solvents Co.—Molasses and Industrial Alcohol
4. Stauffer Chemical Co. — Sulphur Products.
5. Penick & Ford, Ltd., Inc.—Molasses and Syrups.
6. Continental Can Co. — Metal Containers—cans.
7. Mayronne Lumber & Supply Co.—Building Materials.

Along the river upstream from the Barataria-Lafitte Highway to the Company Canal (Westwego)

1. Texaco, Inc.—Petroleum Products.
2. Hess Terminal Corporation—Tank Storage and Marine Terminal.
3. Clarks Refinery — Petroleum Products.
4. Johns-Manville Products Corp. Roofing & Tansite Pipe.
5. The Celotex Corp—Wall Board and Insulating Products.



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Air freight is constantly growing in importance at Jefferson's Moisant International Airport. Shown here is a Delta Air Freighter unloading a cargo of foreign cars. This one airline which serves thirteen cities in ten states with a fleet of 5 Super D-46 all cargo aircraft, has a regular all cargo schedule from New Orleans to Houston, Dallas, Atlanta, Philadelphia and New York with connections to all parts of the country. In a recent representative month Delta carried 23,053 individual shipments weighing over 3½ million pounds.

6. U. S. Industrial Chemicals Co. — Div. of National Distiller and Chemicals Corp.—Molasses Terminal.

7. Pendleton Terminals, Inc. — Storage Warehouses.

8. Gulf States Asphalt Co.

Along the river between Company Canal (Westwego) and the Public Belt Mississippi River Bridge.

1. National Gypsum Co.—Asbestos—Wall Board.

2. Westwego Salvage Co.—Scrap and SH Metal.

3. Tidewater Oil Co. — Petroleum Storage.

4. General Gas Co.—Compressed and liquified gas.

5. American Liberty Tank Terminals, Ltd.—Tank storage terminal.

6. North American Trading and Import Co.—Div. of Publicker Chemicals, Inc.—Molasses and Alcohol Products.

7. Sinclair Refining Co. — Petroleum Products.

8. Ayers Material Co.—Clam and reef shells, rip rap rock, etc.

9. Continental Grain Co. — 3,000,000 bu. grain elevator and marine terminal.

10. Louisiana Power & Light Co. Nine

Mile Point Generating Station.

Along the river between the Public Belt Bridge and St. Charles Parish Line.

1. American Liberty Tank Terminals, Ltd. — Tank Storage and Marine Terminal.

2. American Cyanamid Co.—Chemicals and Fertilizers.

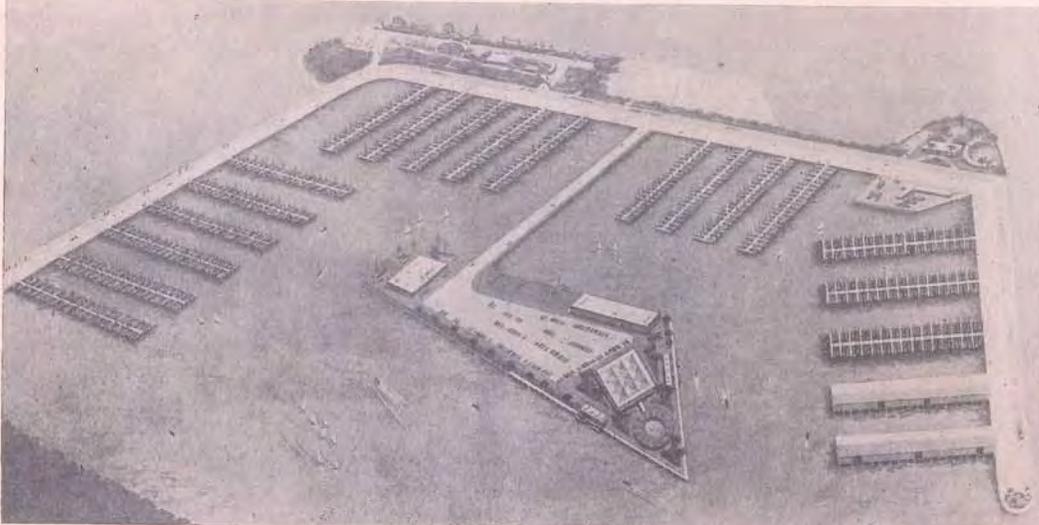
The TP-MP Terminal and the Texas and Pacific and Missouri Pacific Systems operate over 11,000 miles of railroad serving the Ports of New Orleans and Lake Charles, Louisiana, and the Ports of Beaumont, Houston, Galveston, Corpus Christi and Brownsville, Texas, as well as portions of 11 States in the Mississippi Valley and Mid-Continent Area. The Terminal's Avondale Yard is located at Avondale, directly adjacent and north of the Southern Pacific's Avondale Freight Train Terminal, and provides facilities for the setting out and picking up and switching classification of its West Bank Industrial traffic and interchange traffic with Southern Pacific, also for certain interchange traffic with the Illinois Central, Southern Railway and Public Belt on the East Bank across the Huey P. Long Bridge in the vicinity of East Bridge Junction and Shrewsbury Road.



An important facet of the broad transportation story of Jefferson Parish is the pipelines which criss-cross the area to move large volumes of natural gas to markets. United Gas Pipe Line Company, transmission subsidiary of United Gas, owns and operates the lines which traverse Jefferson, and while the pipe lines emerge from underground at only scattered points, they are moving natural gas day and night. Shown here is an overhead pipeline bridge which supports two 24 inch pipe lines over a highway. The lines continue (background) to make an under water crossing of the Mississippi.

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# Metairie Marina



Burk, Le Breton and Lamantia, Architects and Engineers, Inc.

## Elaborate \$5,000,000 Project Now Underway

It's not a dream any longer! The Metairie Marina will be constructed in Lake Pontchartrain near the terminus of Bonabel Boulevard in Metairie. As planned at present the marina will be a luxury development extending more than a mile out from the Jefferson parish shoreline. More than 1500 slips, equipped with utilities and services are planned. This facility will attract tourists as well as boaters, and also provide added incentive for coastal traffic in pleasure boats to stop in New Orleans.

Marine sports, including competitive regattas, will be

emphasized at the installation and the marina will feature a service island with restaurant and lounge, offices and meeting rooms. Boat slips will radiate from a four-lane boulevard which will be an extension of Bonabel blvd, accessible from Veterans Highway and Metairie Road.

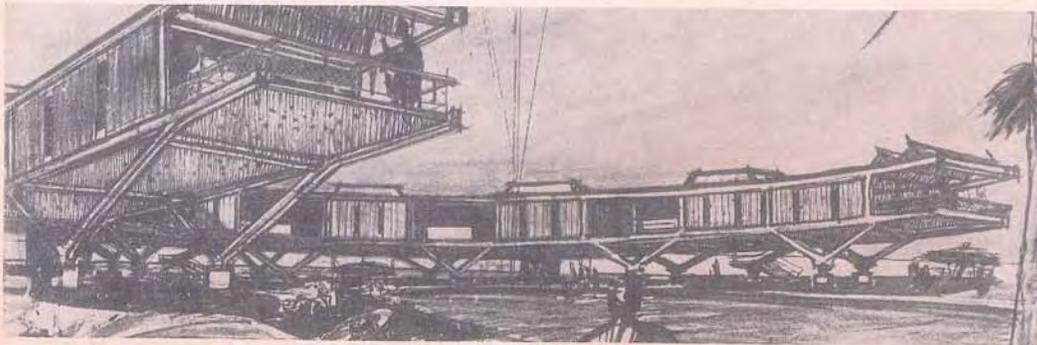
Long range plans, call for a half-mile of sand beach for swimmers, a yachting club, an amusement park and a motel. The developers are proud to bring to Jefferson Parish this long needed and awaited marina and cordially invite your cooperation.

# Metairie Marina

2345 Metairie Road



For further information call VE 4-2058





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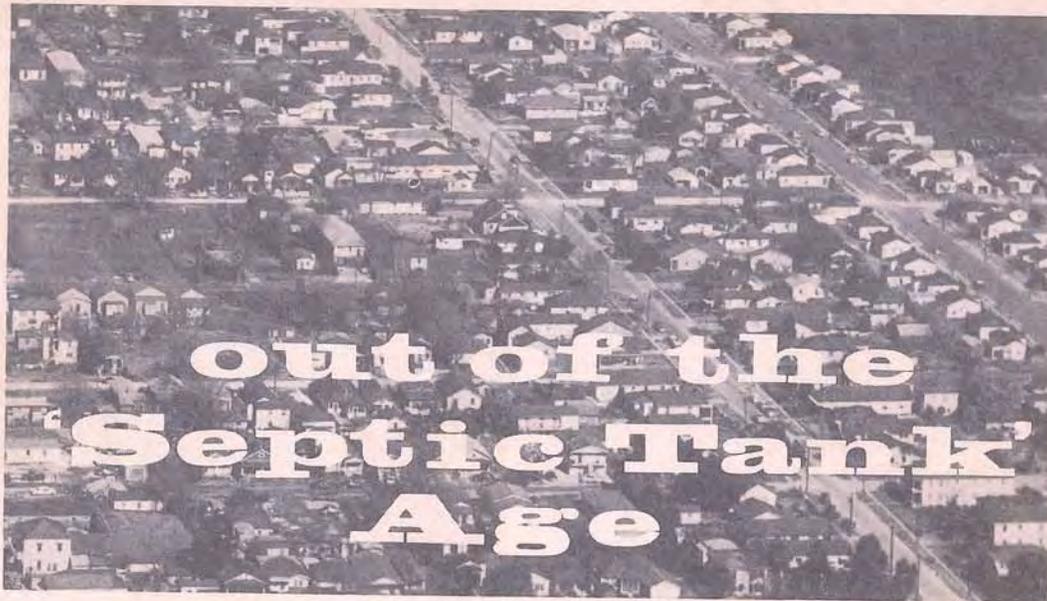
#### 4. Kansas City Southern - Louisiana & Arkansas Railway System

In the 1890s the Louisiana Railway & Navigation Company completed a railroad through Jefferson Parish from New Orleans to Baton Rouge via a long river car ferry crossing through the Mississippi and Old Rivers, between Angola on the East Bank upstream from Baton Rouge, and Naples, a former community on the west bank of the Atchafalaya River, just below the debouchement of the Red and Old Rivers into the Atchafalaya, thence northwestward through Alexandria, Coushatta and the area north of and paralleling Red River, to the City of Shreveport. In the 1920s, the LR&N merged with the Louisiana & Arkansas Ry., and acquired the railroad of the Missouri, Kansas & Texas RR, of Texas, from the Texas State line west of Shreveport extending its own operations further westward to Greenville, Texas, and later to Fort Worth and Dallas, where it effected interchange connections with the principal Texas and transcontinental railroads. Later, in 1939, these properties were acquired by the Kansas City Southern System, which thereby secured access to the Port of New Orleans and to the thriving cities of North Central Texas. This railroad traverses about 9 miles of Jefferson Parish (East Bank) and its efficient Freight Train Terminal and Mechanical Facilities are located in Jefferson Parish adjacent to and paralleling the Airline Highway on the south, between the Orleans Parish line and Labarre Road, in the Eastern Metairie area, north of the main tracks of the Illinois Central and New Orleans Public Belt. On KCS-L&A tracks in East Jefferson are located several thriving industries. Among these are the International Lubricant Corp., New Orleans Cold Storage & Warehouse Co., Bacon Lumber Co., Bert Weaver Materials, Inc., and the Delta Petroleum Co., Inc.

#### 5. New Orleans Terminal Co. (Southern Railway System)

In 1895, the New Orleans & Northeastern Railroad Company (Southern Railway System), in conjunction with the New Orleans Texas & Mexico Railway Company, an affiliate of the St. Louis & San Francisco Ry. System, then controlling a line of railroad between West Baton Rouge and Houston, with trackage rights via the Yazoo & Mississippi Valley RR (former subsidiary of the Illinois Central System) to New Or-

leans, constructed a railroad eastward through what is now the Metairie Area of East Jefferson Parish, from a connection with the Illinois Central System near Shrewsbury Road, to Chalmette in St. Bernard Parish, where Import and Export Terminals were established at Chalmette Slip below the present location of the Industrial Canal, the American Sugar Refinery and the Arabi Stock Yards. This line crossed the Orleans Parish line at the Metairie Relief Canal, and diverging from it at a point just west of the crossing of the Old Basin Canal (long since abandoned and filled in) these railroads constructed a branch along the west bank of this old canal paralleling St. Louis Street to a Passenger Station (the old Terminal station, located at Canal and Basin Streets) now Loyola, and to extensive freight station and warehouse terminal facilities located between Easin and S. Claiborne Streets. In the depression of 1907, the Frisco joint owner of this railroad known then as now as the New Orleans Terminal Company, was unable to pay its half of the fixed charges due on the bond issue floated originally to secure construction funds, and the Southern Railway System took over the property and still owns and operates it, providing trackage contract rights thereover to the Southern Pacific System and Louisville and Nashville System. The principal and vital value of this terminal railroad property today is that it provides the only available direct rail connection for the heavy volume of railroad traffic moving through the New Orleans Gateway between the Southwestern and Southeastern States, respectively. There is practically no industrial development along this connecting railroad in East Jefferson, but because the area adjacent to it, vacant and unoccupied when the line was built nearly 70 years ago, is today practically fully developed and occupied residentially with many fine homes, there has been a continued bitter fight by citizens in this Metairie Area to compel the New Orleans Terminal Company to abandon its use and remove its rail traffic movements elsewhere, presumably at its own cost and expense, obviously an unjust and illegal demand. It is sincerely hoped that eventually a solution of this controversial problem can be worked out to the satisfaction of all concerned, possibly by the construction of a grade separation at Metairie Road and at one or two other street crossings between Airline Highway and Metairie Road, on an equitable division



Due to the perseverance and farsightedness of the Jefferson Parish President & Council and public officials such as **Ray L. Condon, Jr.**, Director of Jefferson's Department of Sanitation, and **John E. Trygg**, Director, Division of Public Health Engineering, Louisiana State Board of Health, major new subdivision developments in Jefferson are now being built with complete "municipal type" underground sewage collection systems and modern treatment plants.

We, and our factory, YEOMANS BROS. COMPANY, are gratified at the selection, by leading engineers and developers, of Yeomans Sewage Treatment equipment and pumps for most of the major current subdivision developments and school construction in Jefferson Parish, such as:

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Clement Betpouey, Jr.—Contractor

**TERRYTOWN SUBDIVISION**

Guardian Construction Co.—Developer  
deLaureal & Moses, Inc.—Engineers

**WESTGATE SCHOOL**

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**COLONIAL COUNTRY CLUB**

Curtis & Davis—Architects  
Walter Ashton Engineer  
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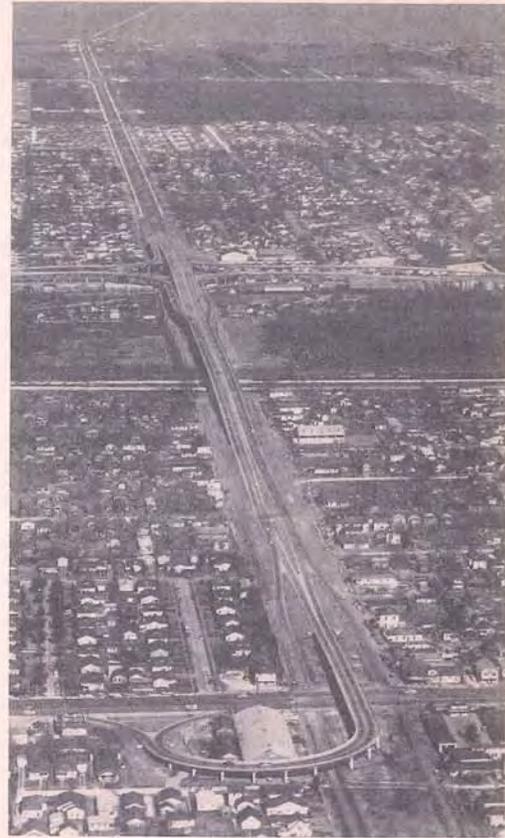
of costs, based on the legal rights of all parties involved.

#### 6. New Orleans Public Belt Railroad

The last railroad line constructed in East Jefferson, was completed in 1935, by the Public Belt (owned and operated by the City of New Orleans) under authority of an Act of the State Legislature. This new railroad was an extension of the Public Belt main line from the Orleans Parish line at Protection Levee and the East Bank river front, upstream, parallel with and on the riverside of the Illinois Central, to the eastern end of the East approach of the Huey P. Long Bridge at Central Avenue, thence across the Bridge to connection with Southern Pacific tracks, and provision for connection with the tracks of the TP-MP Term. RR of N. O., at West Eridge Junction, about a mile downstream from Avondale. This construction involved the building of about 8.2 miles of double track, with appurtenant connections and yard track facilities at both the east and west ends of the new bridge. Since 1935, the Public Belt has also constructed a track leading from its



Showing the Jefferson Parish approach to the Lake Pontchartrain Causeway, the world's longest bridge spanning 24 miles of open water and four miles of approaches.



This picture of modern East Jefferson shows the Overpass System to the Lake Pontchartrain Causeway, expediting traffic throughout the East Bank.

yard at the eastern end of the bridge along and crossing under the East Bridge Approach, thence across Jefferson Highway at grade into a productive Industrial Development on the Belt's bridge right-of-way lands east of the East Bank River Levee. In this area, since the 1940s, have been located several productive industries, most of them since 1950. Among these are the Rheem Manufacturing Co., Jones & Laughlin Steel Corp.—Container Div. and Wire Pipe Div., Plymouth Cordage Co., Green-Walker Galvanizing Co., Inc., Boyce Machinery, Inc., Distributor for Caterpillar Tractors and Equipment, and Gray Equipment, Inc., distributor for J. I. Case Tractors and Equipment.

#### II—HIGHWAYS AND HIGHWAY MOTOR CARRIERS BY BUS AND TRUCK

From the establishment of the first settlement in Jefferson Parish at Westwego in the early 1700s until about 30 years ago, horse and mule drawn vehicles were a familiar sight and served the majority of the local transportation requirements of the population of this area. The use of the last oxen drawn

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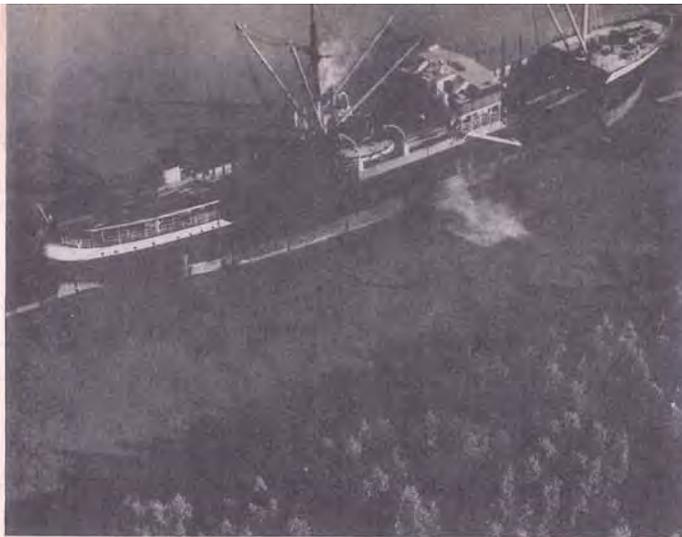


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Huge freighters from Central America such as shown here regularly bring their cargoes of mahogany logs to the 6 million board feet capacity log pound of the Freiberg Mahogany plant on the Mississippi River at Harahan, the world's largest plant of its kind in the world.



The West Bank's Perry Street Wharf which, in the few months since it has been in operation, has become one of the busiest of all wharves of the New Orleans harbor. This modern terminal can accommodate the transfer of cargo handled by two ships on several barges, 80 railroad cars and 16 trucks simultaneously.



Showing the Southern Pacific's Sunset Streamliner from Los Angeles and an automobile passing each other on their separate sections of the famous 4.4 miles long Huey P. Long Bridge entirely in Jefferson Parish. When completed in 1935 it became one of the major factors in the steady march of the parish toward its present position as the most concentrated industrial area in the Deep South.



This Greater New Orleans Bridge and its system of modern approach roads serves as a vital traffic artery for expanding Jefferson Parish. The high aerial view shows the bridge from the West Bank side of the river with the New Orleans skyline in the background. Traffic on its \$65 million facility is averaging more than 600,000 vehicles a month.

The newly completed and already busy West Bank Expressway sweeps past Jefferson's \$32 million West-Side Shopping Center, skirting the business area of Gretna, on its way to the tunnel under the Harvey Canal and its juncture with U. S. 90 at the Huey P. Long Bridge.





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On May 15 Delta Air Lines inaugurated non-stop jet service between Moisant International Airport and New York with the 615 mile per hour Convair 880 pictured here, the world's fastest commercial jet liner, which streaks the 1184 mile New Orleans to New York route in 2 hours and 9 minutes.

vehicle on the roads of Jefferson Parish dates back probably to the decade of 1900 to 1910.

The invention of the internal combustion engine and its application in the 1890s and early 1900s to the propulsion of passenger and commercial freight vehicles on roads and highways, by about 1930 had practically eliminated the horse and the mule as movers of passenger and freight on our roads and highways. It might be added also that the application of improved types of gasoline and diesel powered engines to highway transportation, plus the extensive expansion of the highway system of

the United States (including Jefferson Parish) and the use of improved types of internal combustion engines and jet propulsion for commercial aircraft, have not enhanced the prosperity of the Railroad Industry nor increased the relative proportion of the total volume of freight and passenger traffic moving in this country, that the railroads are hauling. This is unfortunately so, even though practically all railroad locomotives today are diesel-electric propelled and a majority of the railroads are supplementing their merchandise train service with highway motor trucks of the most improved types. Some much need-



The entirely automatic vehicular tunnel which safely and swiftly carries West Bank Expressway traffic under the Harvey Canal. The opening of this tunnel drastically reduced the lost time at one of West Jefferson's most annoying traffic bottlenecks; the highway bridge on the Gretna-Westwego road that has to be raised whenever boats are moving through the Harvey Canal Locks.

## LOOKING AHEAD AGAIN

The enlarged and improved Whitney Main Office is only a part of our program to provide the most efficient, convenient, and friendly banking service to all of the people of this area. Together with New Orleans and Jefferson, we have only begun to grow!

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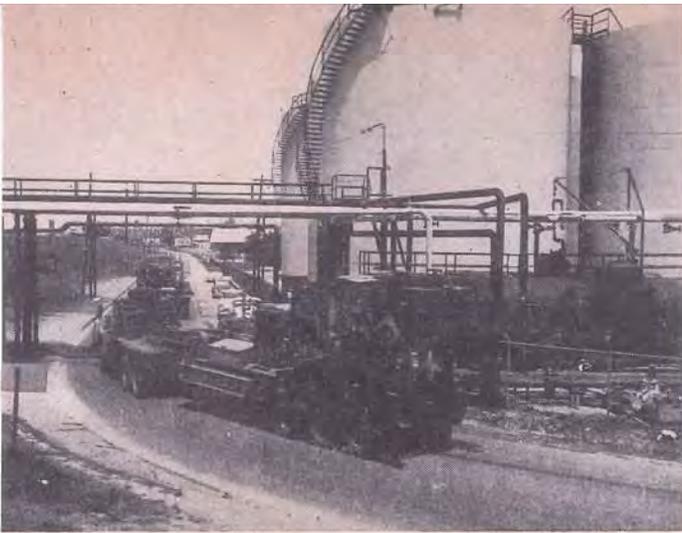
Significant of our contribution to America's maritime strength is our ability and capacity to construct ships of size and importance of the S/S Del Rio, at the same time that we continue to build ships for the Defense Program, barges to serve our vast water transportation system, plus general ship-building and repair



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The River Road flanking the Mississippi levee from Harvey to Westwego was the West Bank's original and once only highway. Since the completion of the West Bank Expressway this still vital transportation artery relieves the new Expressway and the road through the West Bank municipalities from Gretna to Westwego of much of the heavy industrial truck traffic as can be seen in this photograph of one of its turns.



The Jefferson Parish located Kansas City Southern Yards along Airline Highway, showing at the extreme upper left the diesel locomotive and car shops. Built in 1950 and recently expanded this yard includes 15 buildings and six reinforced concrete platforms. Ten tracks serve the locomotive and car shops direct. This yard has a modern wheel and truck changing platform, the only one of its kind on the KCS system.

ed remedial Congressional legislation promptly enacted would help this situation and must do so if the Railroad is to be preserved as a private enterprise industry in these United States.

The Parish of Jefferson, possessing only a few miles of dirt and shell surfaced roads on both the East or West Banks in 1930, when automobiles and motor trucks and buses began to be generally used, now has a total of 20.1 miles of paved Federal Highways, and 127 miles of paved State Highways.

Among the first important early commercial public roads in Jefferson Parish (East Bank) were Metairie Road and Shrewsbury Road, and what is now Jefferson Highway between the Orleans Parish Line at Montecello Ave. and the old River Road at Kenner. Among the early roads in Jefferson Parish (West Bank) were the Old River Road along the landside toe of the West Bank Levee, extending generally from the Orleans Parish line, and the fourth Street Road along the old New Orleans Opelousas and Great Western Railroad (Southern Pacific), from the Orleans Parish line to Westwego and the bridge across the Barataria and Lafourche Canal on the River Road in back of that waterway's old River lock at Westwego. A road also existed during the days of Jean Lafitte from the river road to Isle Bonne which at that time was the southern city limits of New Orleans.

The invention and development of the automobile, motor truck and motor bus and the rapid growth in popularity of their use sparked the demand for im-

proved roads and highways and the growing population in the area then demanded more and more highways, local, State and Interstate, and grade separations at railroads and highway interconnections carrying heavy volumes of traffic. The demand for such improvements is continually increasing.

One of these grade separations at Causeway Boulevard (East Jefferson) carrying highway traffic over the tracks of the Southern Railway (New Orleans Terminal Company), Louisiana and Arkansas (KCS), Illinois Central, TP-MP Terminal and New Orleans Public Belt, also over Airline Highway, Metairie Road and Jefferson Highway, and in addition, carrying Airline traffic both over and under the Southern Railway (New Orleans Terminal Co.) tracks, has just been completed at a cost of approximately \$10 million. This modern and efficient grade separation and traffic interchange was made absolutely necessary by the construction and completion in 1957 of the famous 24 mile Greater New Orleans Expressway Bridge across Lake Pontchartrain to St. Tammany Parish, effecting a substantial saving in highway mileage for automobiles, motor truck and buses moving across it to and from Jefferson and New Orleans to the North and Northeast.

During the past few years there have been completed in Jefferson Parish (East Bank), in addition to Causeway Boulevard, providing access to the Lake Pontchartrain Bridge from both Airline and Jefferson Highways, as well as

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Harvey based J. Ray McDermott tug "Rosalie E" and barge "Ven Mac #2" shown departing from McDermott Fabricators yard at Bayou Boeuf for direct tow to Lake Maracaibo, Venezuela. Loaded on the barge are two aluminum drilling platforms and a 100,000 barrel per day production flow station built by McDermott for the Venezuelan Sun Oil Company.

from Metairie Road and the Old River Road, the Veterans Memorial Highway, extending from Williams Blvd. eastward to the Orleans Parish Line and highway system at the Metairie Relief Canal, along a line located about half way between Airline Highway and Lake Pontchartrain, and designed to relieve the increasingly heavy traffic using Airline. Also the Old River Road is now hard surfaced to the City of Harahan and the Jefferson highway is being made a 4-lane concrete highway with neutral ground separation and an overpass is being constructed under the Huey P. Long Bridge so traffic will not have to stop at circle for traffic using the bridge.

In addition there has been completed between the west bank end of the new Mississippi river vehicular bridge approach and State Highway No. 45 (the Marrero-Barataria-Lafitte Road), south of Marrero, the West Bank Expressway, aggregating a distance now of about 4.25 miles in Jefferson Parish. This Expressway is carried under the Harvey (Intracoastal) Canal through a modern double two lane tunnel recently completed, which greatly expedited the movement of traffic at this waterway intersection.

Construction is now actively under way for the westerly section of the West Bank Expressway about 4.5 miles extending from its intersection with State Highway 45 (Marrero), through Westwego across the filled in channel

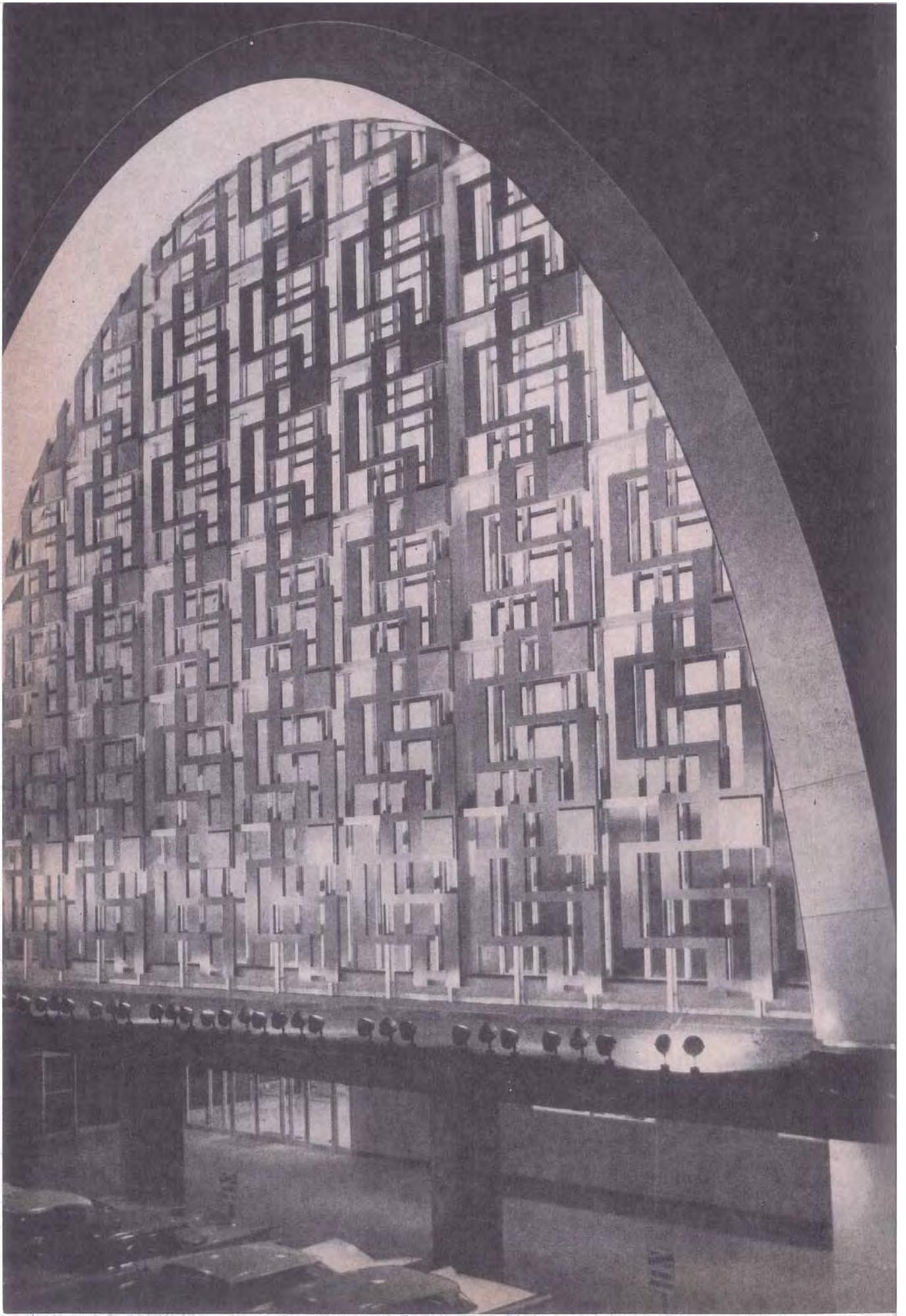
of the old Company Canal to connection with Federal Highway 90 (Old Spanish Trail), at a point just west of the concrete overpass spanning the tracks of the Southern Pacific and TP-MP Terminal near West Bridge Junction.

This West Bank Expressway now about 90% complete, the Veterans Memorial Highway, now probably 80% or more complete, Causeway Boulevard completed and placed in service over 2 years ago, and other Parish, State and Federal highways completed in the past 10 years, together with highway, motor, truck and bus lines operating over them to all parts of the United States, have remarkably accelerated and promoted the growth of commerce and industry and the growth of population in Jefferson Parish.

There would still seem to be plenty of room and plenty of opportunity for additional growth of that character in the Parish, both East and West Banks, and for the growth of piggy-back service by rail with the working out of cooperative and equitable joint through rate and route agreements between railroads and truck lines, some of which are already in effect.

Among the larger reputable Motor Freight Carriers serving and operating through Jefferson Parish and the New Orleans Area, are Herrin Transportation Co., Ryder Truck Lines, Campbell 66 Express, Inc., Couch Motor Lines, Inc., Gordon Transports, Inc., Viking

*Continued on Page 215*





Looking down into the beautiful and spacious Main Lobby of the Moisant International Airport Terminal. It has seating room for 300, has a parabolic curved roof that rises 65 feet and high above the lobby is a 162 foot light fixture.

## MOISANT INTERNATIONAL AIRPORT

### *A CITY WITHIN A CITY*

Within the limits of Jefferson Parish's City of Kenner, 11 miles from downtown New Orleans, is located the 1360 acre Moisant International Airport, named in honor of John Bevens Moisant, the pioneer aviator who startled the earth-bound world by flying the first air passenger over Paris in 1910.

It handles an average of 194 flights every 24 hours. Through it passed 1,200,414 air passengers in the year 1959, and its \$3 million annual payroll swells the economy of Kenner, Jefferson Parish, New Orleans and the state of Louisiana.

This 15 year old field, which in 1948 claimed to be the largest commercial airport in the country and which still points to its proud record of never having a fatal crash, is in the middle of a \$23 million improvement program scheduled to be completed in 1962. On November 11, 1959, the new \$7½ million

Terminal Building and new 10-story high Control Tower of this program were dedicated — presenting to the world's air travelers a new air city within a land city.

The new air conditioned Terminal Building of glass, concrete, marble and steel, has ten times more space than the antiquated building it replaced and which will be used now as a cargo storage warehouse. It is constructed in three floors with nine escalators connecting the first and second floors and elevators to the third. Its main lobby will seat 300 and its ticket lobby is 368 feet long, through which passenger luggage passes on a conveyor belt. It offers the accomodation of an observation platform from which visitors can watch the incoming and outgoing airlines for a dime, and serving it is an 800 car parking lot. It also provides a special reception room for dignitaries,

Left: A dramatic night photograph of the face of the entrance to the main lobby of the new Moisant Terminal Building in Kenner, a huge arch of blue and gold design.

IN  
THE CENTER OF  
EAST BANK  
CONVENIENCE

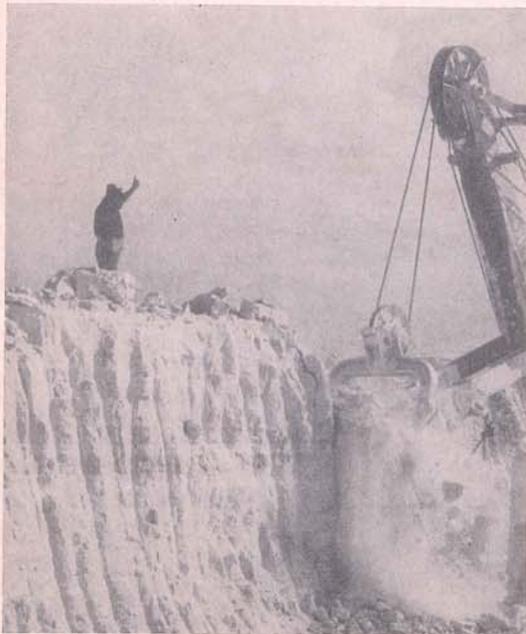


**THARP-  
SONTHEIMER-  
THARP, INC.**

**JEFFERSON  
FUNERAL HOME**

1600 N. CAUSEWAY BLVD.  
METAIRIE

**SULPHUR SPELLS PROGRESS**



There are many ways to measure progress, but few are as certain and accurate as sulphur.

Wherever there is scientific and technological advancement, sulphur usually plays some part — important, though perhaps unseen.

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

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

**FREÉPORT SULPHUR COMPANY**



The 368 feet long Ticket Lobby, adjoining Moisant International Airport Terminal Building. It has no seats and luggage travels from this room on a conveyor belt to the ground floor for removal to the planes.

a first aid room, and a 6 crib nursery in the ladies' lounge.

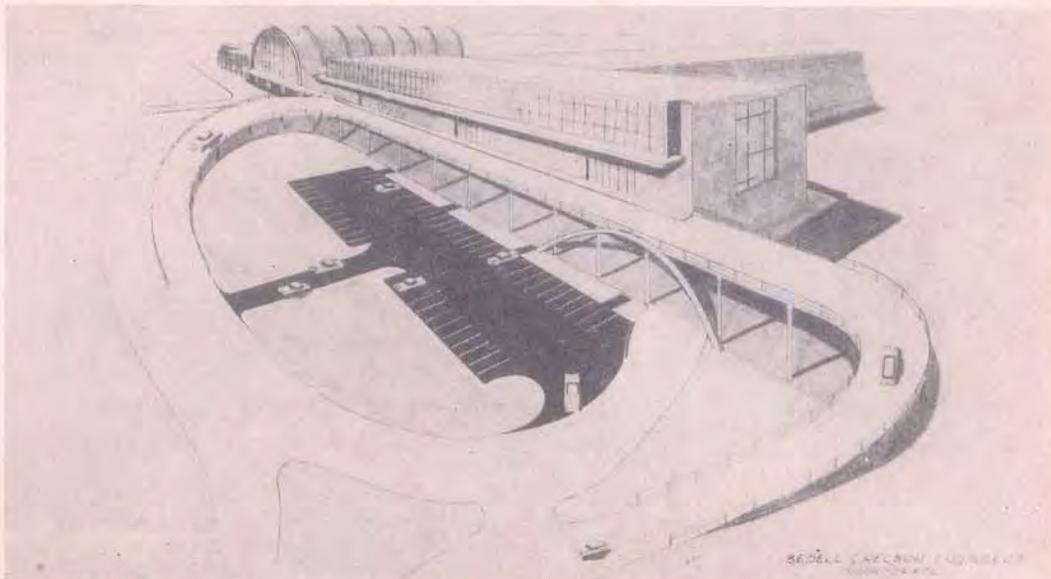
Within this city within a city the air traveler will find the International Dining Room, a Coffee Shop, a Fast Serving Snack Bar, a cozy Cocktail Lounge, a Gift Shop and Newstand, a non-denominational Chapel, a Branch Bank, an International Currency Exchange, a Barber Shop, a Beauty Parlor, Public Coin Lockers and Telephones, a bi-lingual Stenographic Service, an Insurance Service and Motor Transportation Service. And right across from the Airport is the new 300 room luxurious Hilton Inn, with swimming pool, fine restaurants, conference and meeting rooms and airport courtesy service.

Moisant International Airport, with domestic service supplied by seven airlines and hemispheric service provided by seven international airlines, is the air corridor between the great Mississippi Valley and Central and South

America. During the last ten years the number of enplaning passengers at Moisant has more than tripled, airmail has more than doubled, and air cargo more than tripled. New Orleans is one of the five Southern cities, classified as large air hubs, that handled 10% of the passengers carried by all airlines in 1958.

The completion and dedication in November of the new Terminal Building to serve its passengers and the new runway extensions to serve its planes prepared Moisant to introduce the Jet Age this Spring when non-stop jet plane service between New Orleans and New York was established, making it possible for air passengers to embark at New Orleans and be in New York a few minutes over two hours later.

The new multi-million improved Moisant International Airport and its new Jet Plane Passenger Service are 1959-60 accomplishments of which Jefferson Parish and New Orleans are equally proud.



DARK AREA on sketch shows news parking facilities at Moisant International airport which will be constructed by T. L. James & Co., Inc., which offered the low bid of \$16,545.75. The "convenience" parking area will accommodate 54 vehicles.

# Papa's Pirogou

By Louise Reynes Jenkins

*This is an adaptation of one chapter of her recent book "Bayou Hunter" by Louise Reynes Jenkins, which has for its locale the bayou country of Jefferson Parish and was a Book-of-the-Month selection by Parents Magazine.*

*Permission to reproduce this adaptation and the two accompanying illustrations from the book by Paul Galdone has been courteously extended to the REVIEW by the publisher, The Bobbs-Merrill Company, Inc.*



For a long time Bouki and his Papa searched for the perfect tree. This tree must be tall, one that reached high in the sky. It must be so round Bouki would have trouble girthing its trunk with his arms.

"Where is such a tree to be found?" Bouki asked over and over.

"Patience," Papa shrugged his shoulders, "only the Bon Dieu knows," he would answer piously. And since Bouki lived in south Louisiana he knew the per-

fect tree had to be a cypress for its wood was light, strong, durable.

Papa found the tree one day when Bouki was off at school. He rushed home all excited. He grabbed Mama by one hand. Bouki paddling home saw them at the boat landing.

"Hurry," cried Papa, "vite-vite (fast, fast)." They crowded in the rowboat. Mama in the bow, Bouki in the stern, Papa right in the middle as he was the oarsman. They traveled into a cutout of their bayou into a narrow outlet where even at noon the world seemed bathed in half light. This was the home of the alligator, the moccasin, the muskrat.

"Just you wait!" laughed Papa. "You will see. Magnifique!" The tree stood on the edge of the cutoff where long ago the bayou had once flowed. It was symmetrical, perfect.

"That is something." Papa's voice was filled with awe. Mama nodded unable to utter a word.

"That is something," repeated Bouki.

"Paddle close to its trunk, Jean," Mama spoke softly. Papa swirled the muddy water as he made a half turn. Mama reached and patted the tree trunk tenderly.

"Thank you Bon Dieu—good Lord—for creating this such a perfect tree for my Jean. Make his hands skilled and worthy."

"Amen," Papa replied softly.

Bouki looked at his parents and in that moment felt nearer to God than he ever had before.

Each day Mama and Papa went into the swamps working on the job of felling the perfect tree. Oh, there was much work for Bouki to do after school. The axes needed re-edging, the saws wiped clean and lightly oiled.

At last Saturday came. An impatient Bouki was free to help his Papa. The sun was asleep when Papa awoke Bouki. Outside a silver fog hung over the bayou hiding familiar landmarks. Everything smelled different.

They reached the tree as a sleepy sun rose. Papa worked from the flat rowboat which is more stable than a pirogue. Later he stripped to his waist and waded into the water in hipboots. Bouki handed tools as Papa sawed the last branches from the tree trunk.

Now it was one long pole. Grunting his satisfaction Papa harnessed the tree to a cleat at the end of the rowboat with stout rope.

"We bring her home," his deep voice sang the words. "You sit in the stern

and watch my tree." Bouki nodded. "Remember you make like an oyster." This meant the boy knew it was a secret. To make like an oyster is to keep tight the lips.

Papa rowed with effortless ease and the long log docilely followed. It was a sight to see. Mama and Applehead, Bouki's dog, were waiting at the landing.

"Jean you must stop and rest," commanded Mama. Papa grunted and went right on working. With roller and pulleys Bouki helped his Papa bring the log to level ground.

How proud Papa was! His pleasure



was wonderful to watch. He gave the log affectionate pats. Bouki followed behind his father. What would he do next?

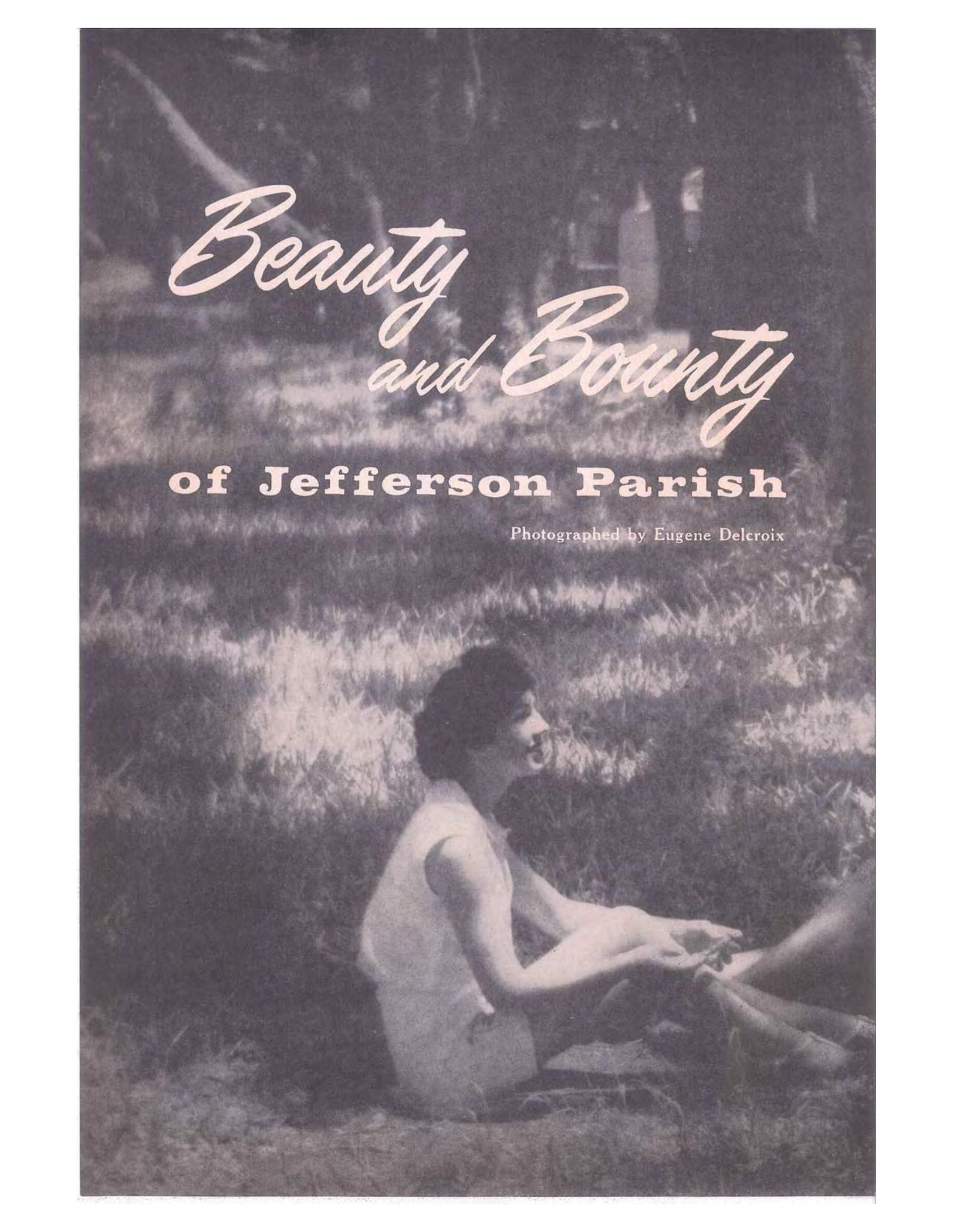
Before Bouki could question Papa it was time for dinner which Mama had cooked with good things from the bayou—crabs, and fish cooked into a thick gumbo with plenty of fluffy rice. Bouki ate well so he could help his father without tiring.

Early each morning Papa rose before the red rooster crowed. "Bouki," he would call loudly, "come give Papa a hand."

Oh, it was a time for hurrying. Not many weeks remained before the Annual Pirogue Race! Many hand tools were used—the adz, the axe, the chisel and the plane. Papa explained to Bouki each step in how to shape a pirogue out of the cypress log.

For this was to be a *racing* pirogue, long, narrow and exactly the width of a man's sitting down place. At first Bouki's hands were awkward. But as he worked with more certainty he grew used to the feel of the tools. Reluctantly Bouki went off to school after break-

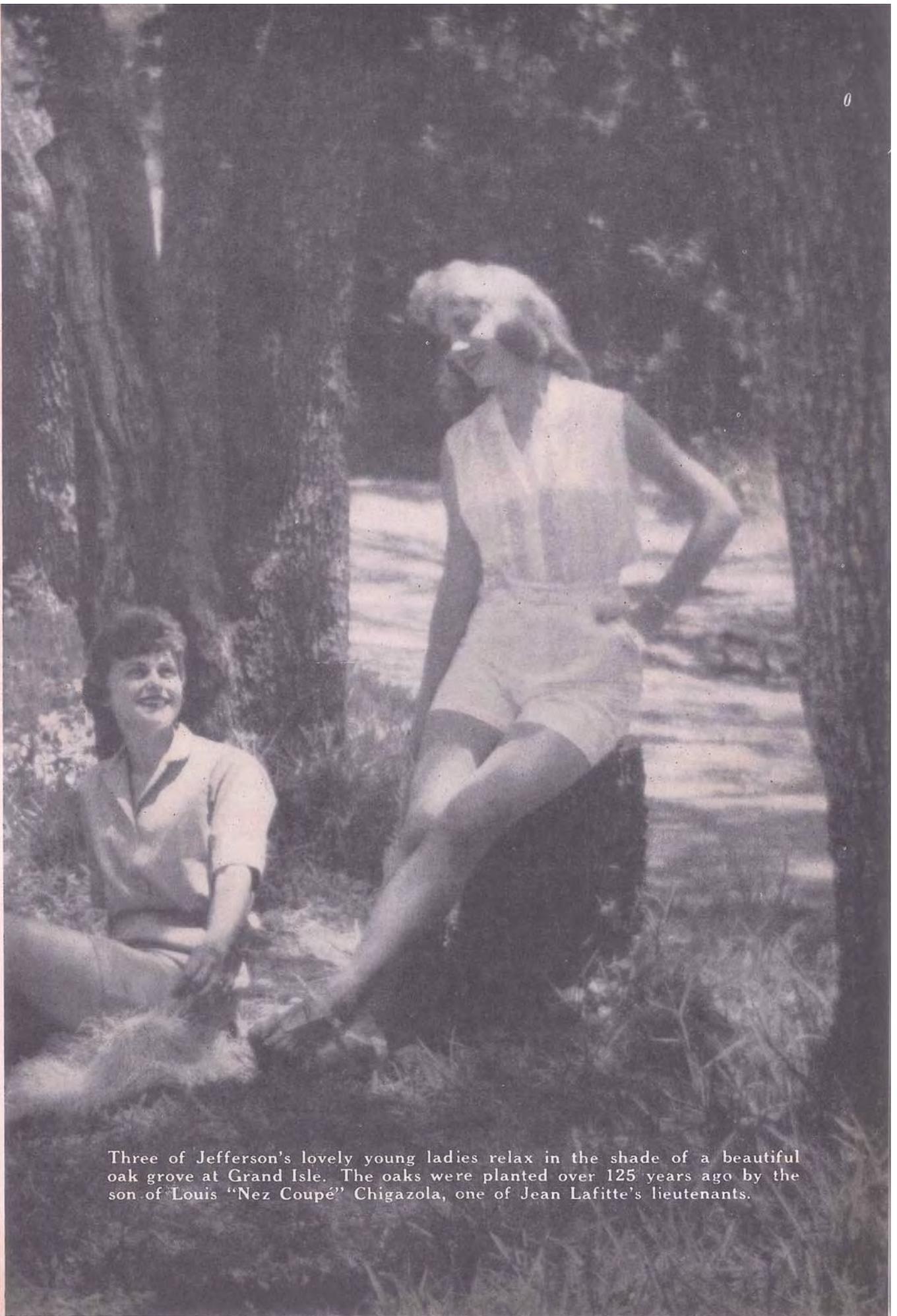
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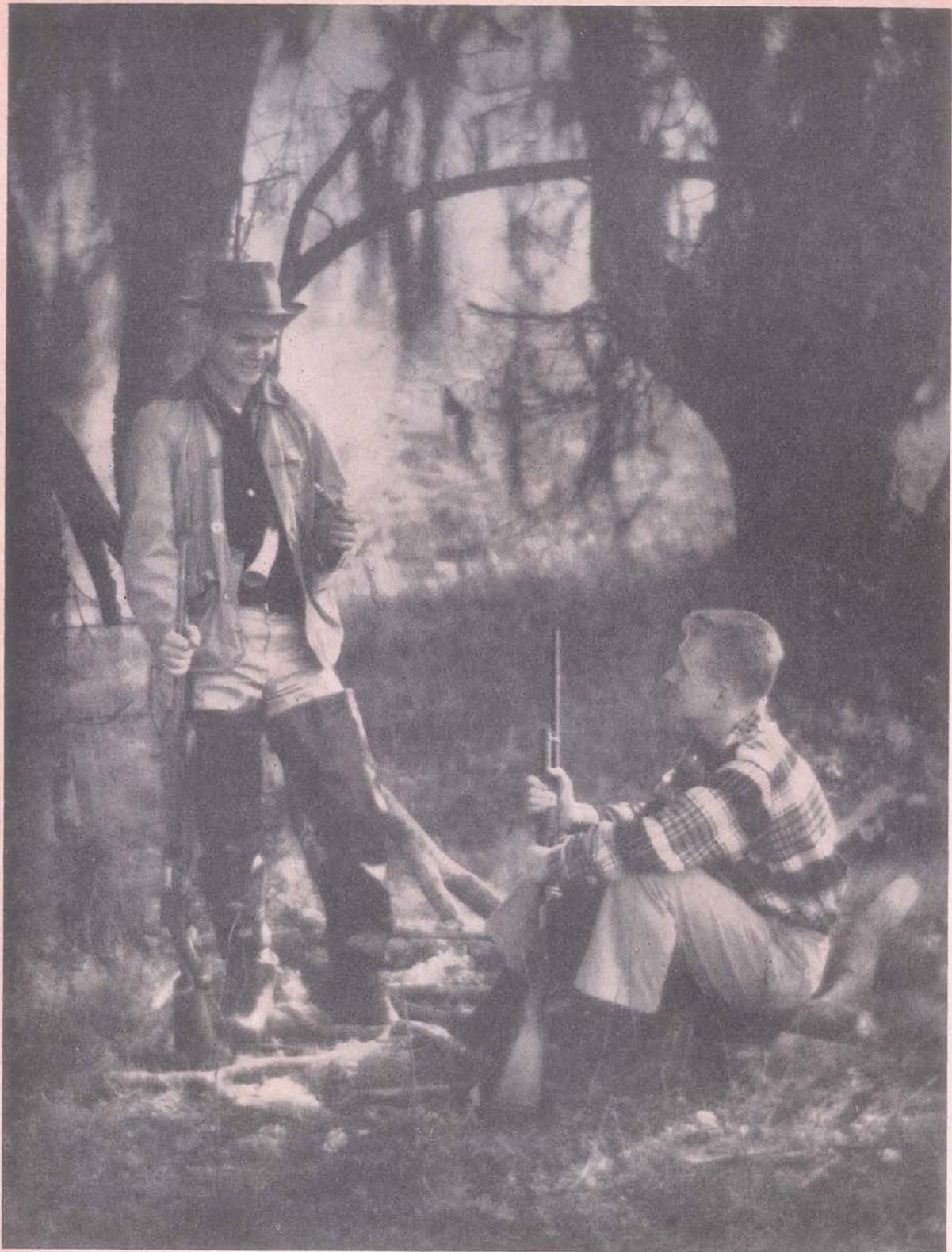
*Beauty  
and Bounty*

**of Jefferson Parish**

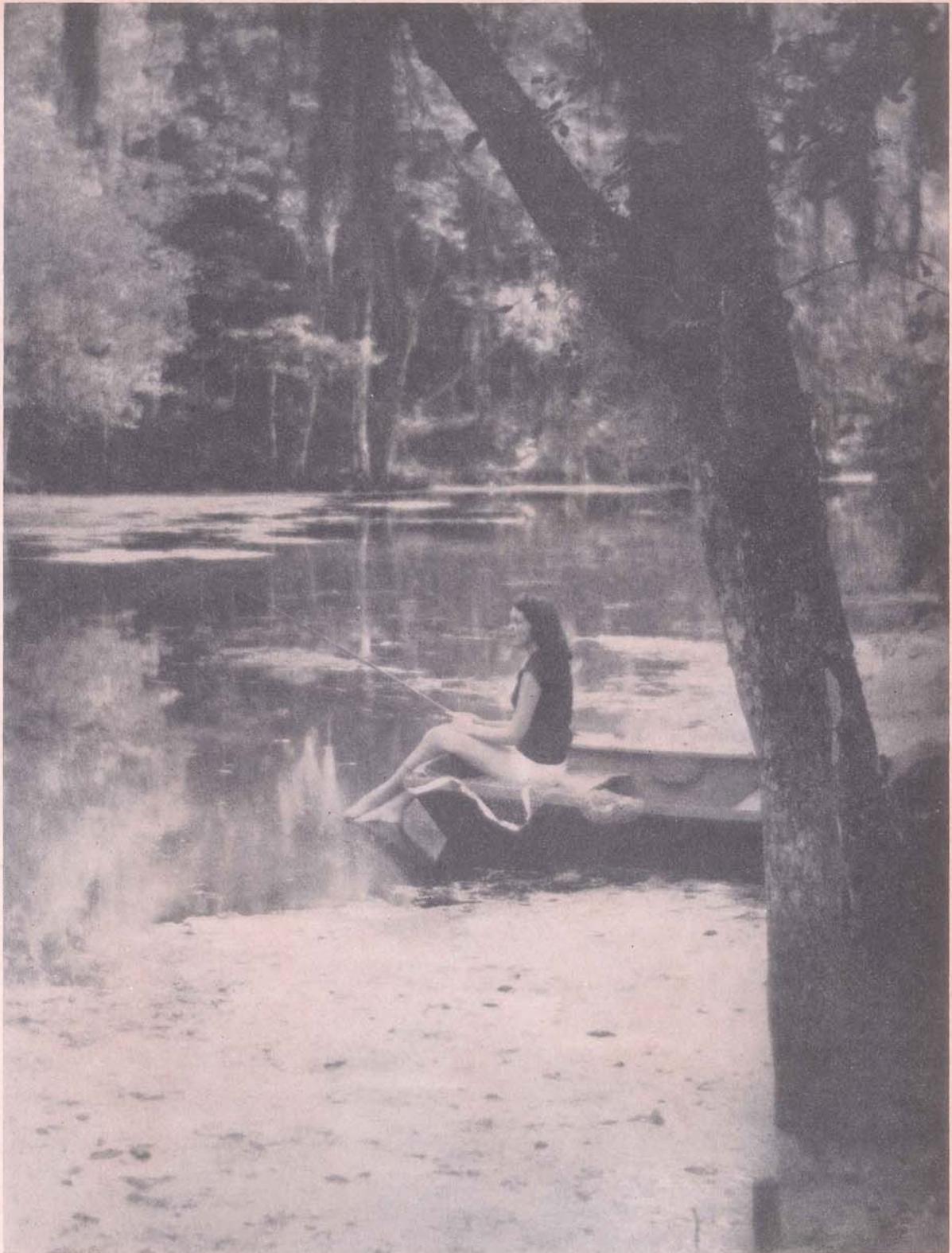
Photographed by Eugene Delcroix



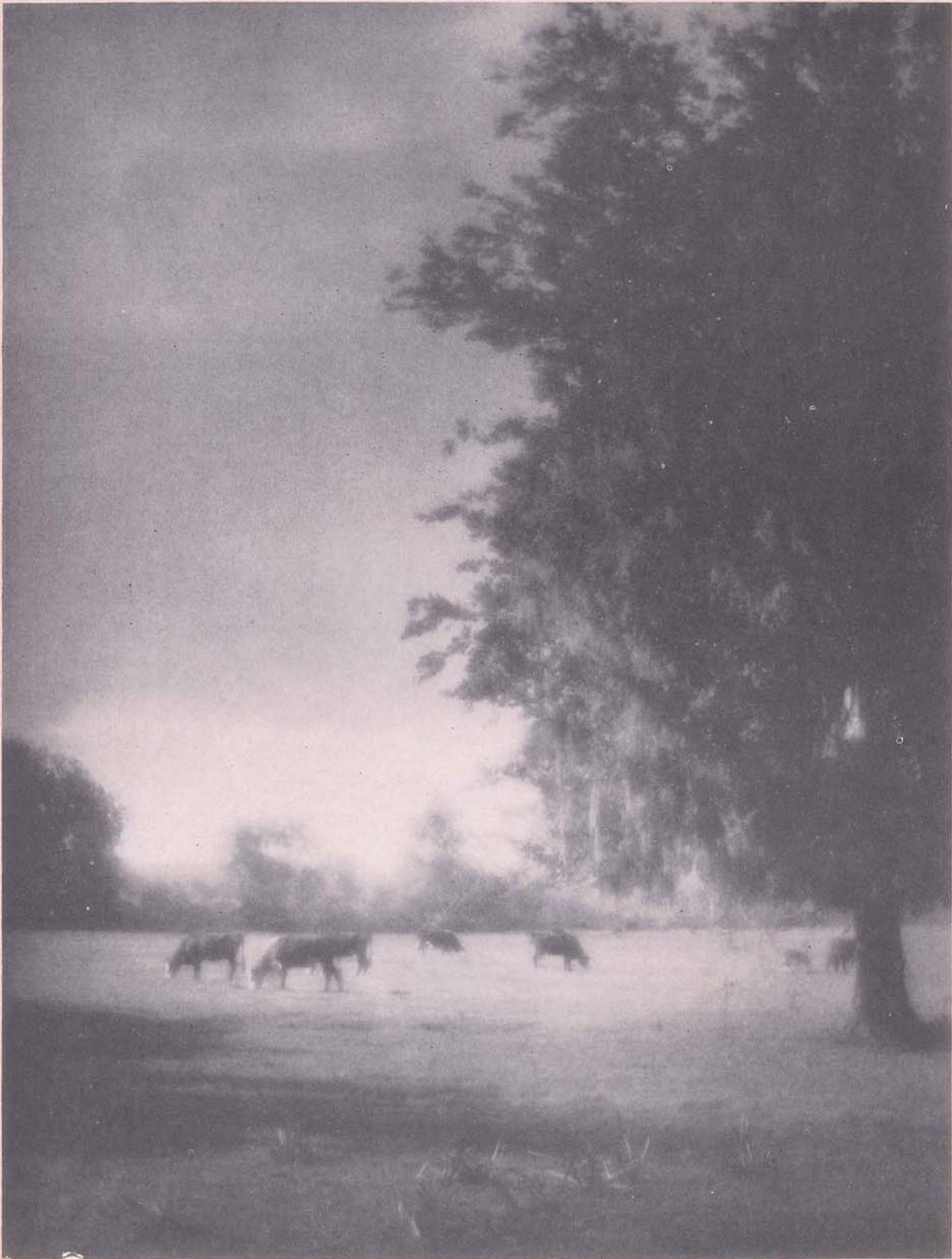
Three of Jefferson's lovely young ladies relax in the shade of a beautiful oak grove at Grand Isle. The oaks were planted over 125 years ago by the son of "Louis "Nez Coupé" Chigazola, one of Jean Lafitte's lieutenants.



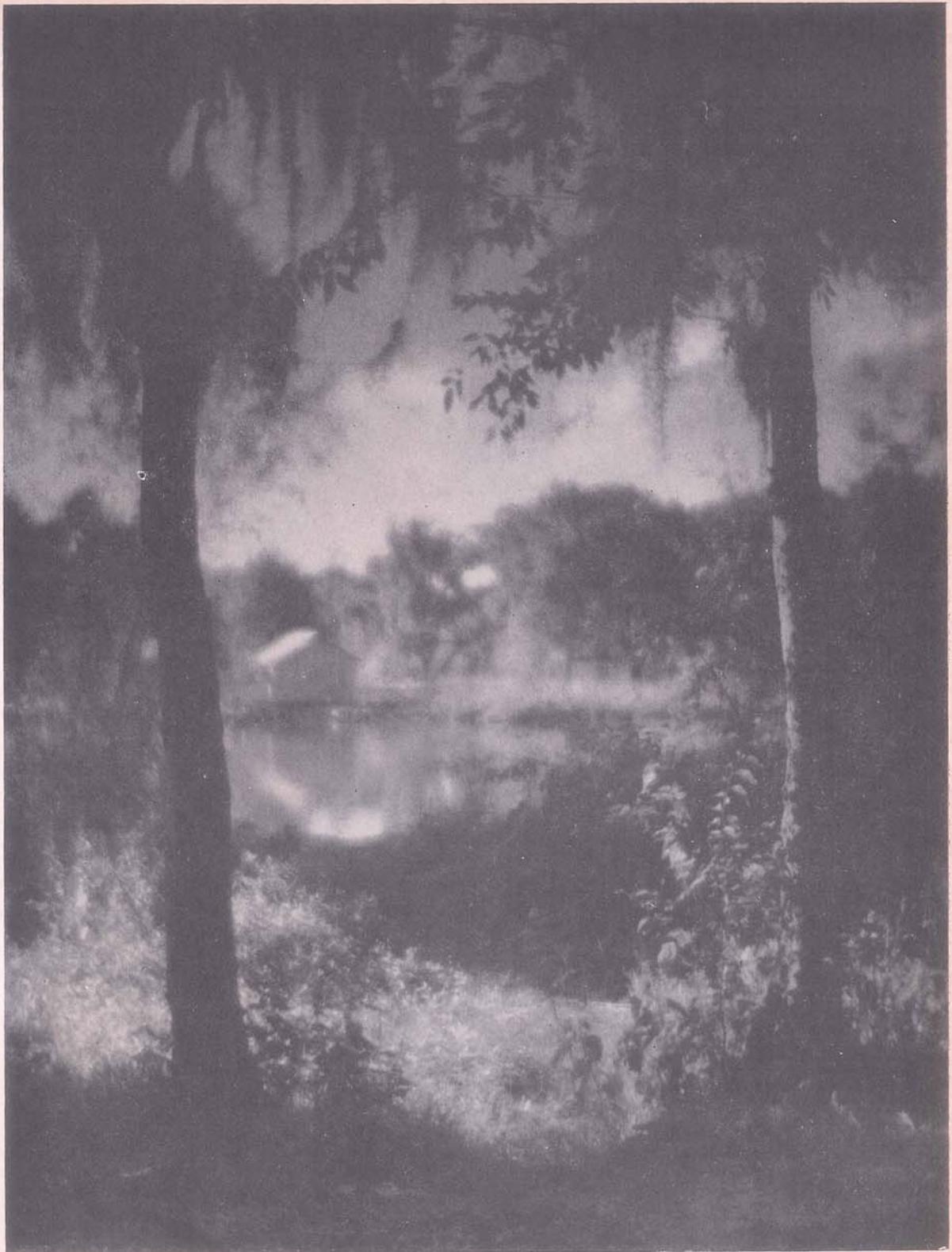
Whether it's the elusive white tail deer or the high flying Canadian geese, whether it's squirrel or rabbit or Poule d'Eau, whether it's waterfowl or land bird—dependent upon the season, of course—you'll find them if you can hit them in Jefferson's ample marshland and high and low bayou country.



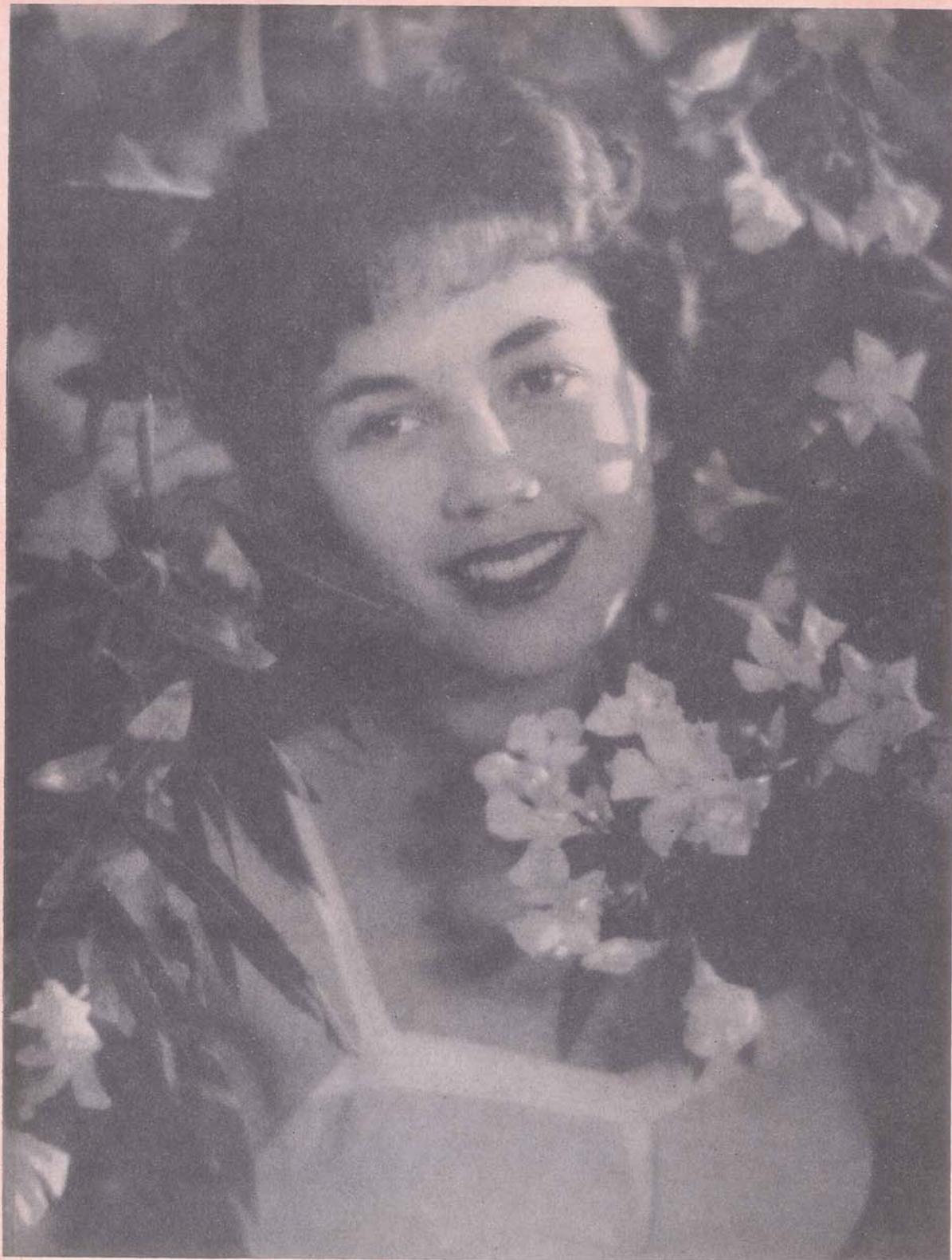
Serendipity is a happy experience that happens when you're looking for something else. For instance, go fishing in Jefferson's Baratavia Country and around every bend you'll find a new scenic thrill. Or you might just go strolling and find an empty boat, a beautiful fishing partner and a fish filled bayou.



In now 98% industrial Jefferson—with its miles of factories, oil fields, mighty movements of commerce on both land and water, its zooming population, its expressways, and subdivisions, and business centers—purely pastoral scenes like this are becoming rare. The peaceful grazing of cattle is already almost an anomaly.



There are in Jefferson's Barataria Country literally hundreds of these quiet bayou retreats—away from the telephone, the roar of traffic, the pressure of business, the strain of making both ends meet—little scenic spots seemingly designed by nature to tranquilize the nerves and smooth the troubled brows of harried people.



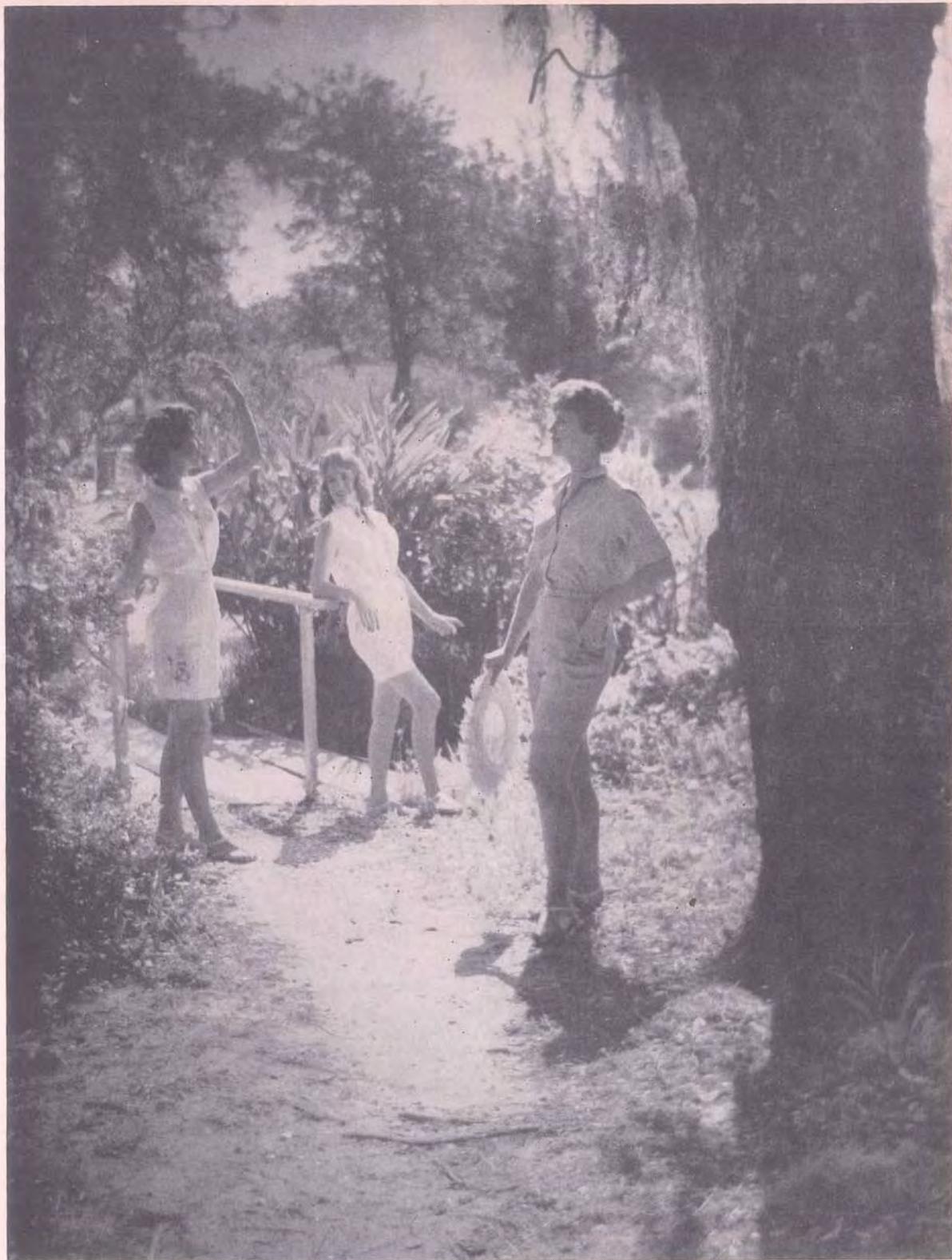
Take any pretty girl to Grand Isle, take her to any of the lovely island lanes where the oleanders grow in reckless abandon and you can duplicate this portrait. Mighty oaks, Spanish moss and the ubiquitous oleander provide the scenic background to the island's beautiful beach.



A handful of wild flowers recalls the magic of Grand Isle, where the romantic moon hangs so low you can almost touch it, where the soft swish of the surf is background music to a wonderful day of sunbathing, swimming, laughing and enjoying life in the company of the right boy.



There are many such sun-dappled, oak shaded,  
moss canopied and grass carpeted lanes in  
Jefferson Parish, ancient and verdant bits of beauty  
little changed from the days when Jean Lafitte,  
and his Buccaneers trod them nearly a  
century and a half ago.



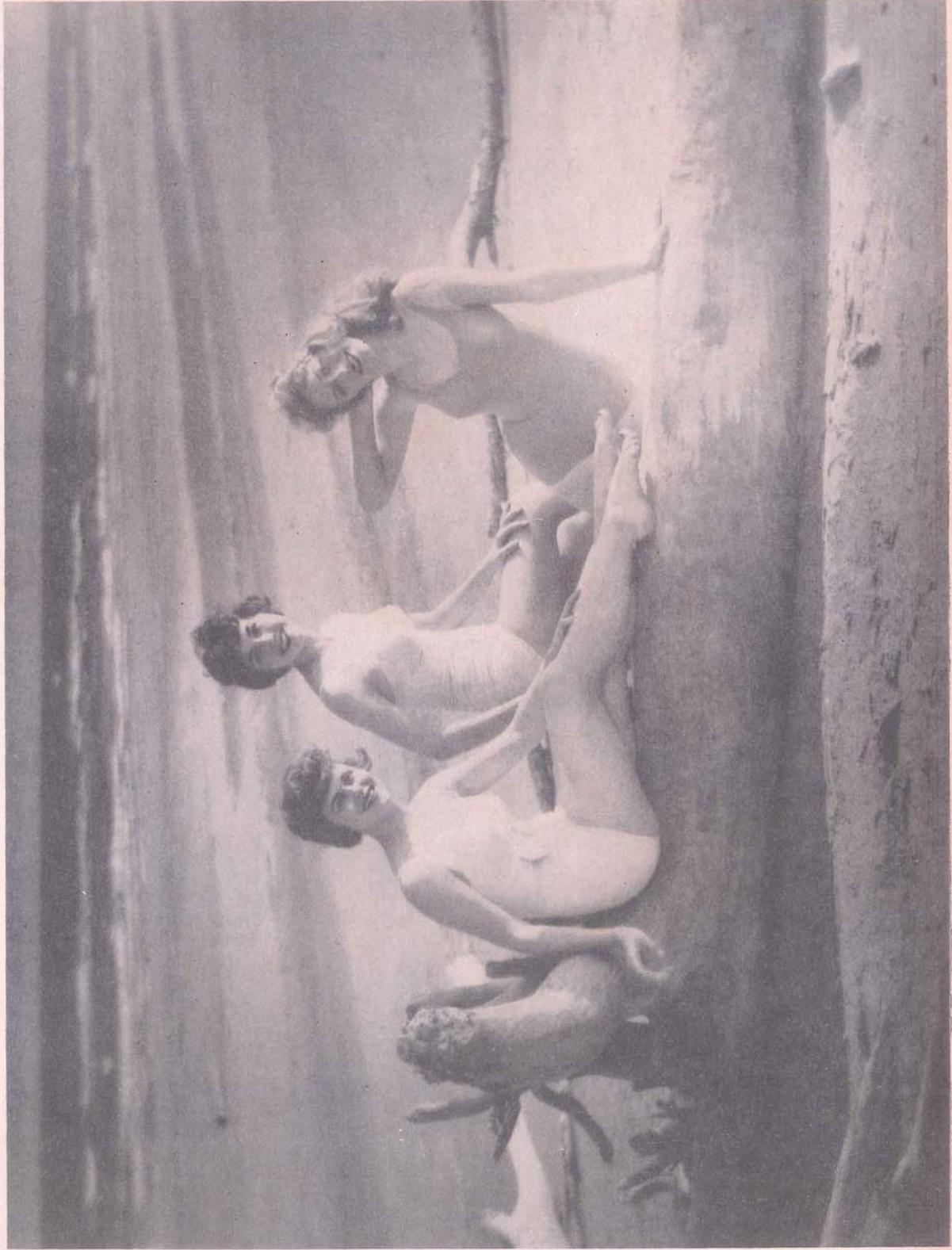
Grand Isle, like Gaul, is divided into three parts—the beach, the oak protected spine of the island and the back bay. In the tree studded center where live the old families are many such secluded spots of beauty still untouched by the activities of the busy beach and bay areas.

^  
Around the bend  
of the bayou  
glides one of  
Jefferson's many  
work boats on its  
way to an  
oil field in  
Jefferson, the low  
throb of its diesel  
the only sound  
in the early  
morning quiet and  
serenity.



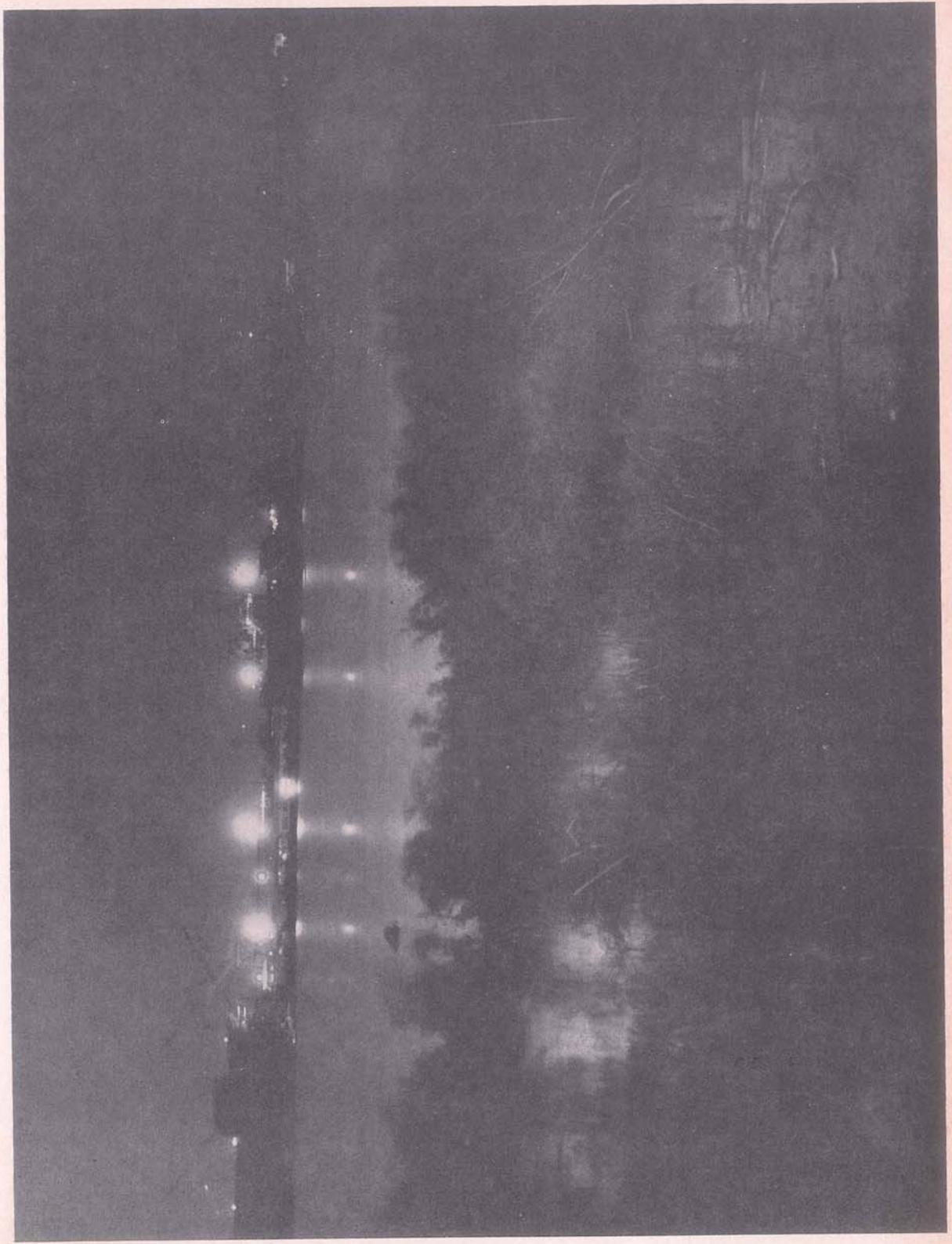
Come and join  
us! They are  
inviting you to  
enjoy with them  
the beach and  
surf at  
Grand Isle,  
Louisiana's only  
saltwater  
bathing resort  
and Jefferson's  
year round popular  
recreation  
land . . .

here the fishing  
is fabulous, the  
swimming is safe,  
the seafood is  
delicious  
and the saltwater  
air is better  
than the latest  
tranquilizers.



No, these are not the crew! On Bayou Rigaud, the fishing boats await the call of the tired business-men who have wangled a weekend from a crowded calendar and head for Grand Isle and their favorite charter boat—for a glorious couple of days of deep sea fishing in the Gulf of Mexico.





Night view of  
Avondale Marine  
Ways on  
Jefferson's heavily  
industrialized  
west bank of the  
Mississippi, that  
mighty highway of  
water borne  
commerce whose  
thousands of miles  
flows through the  
heart of America to  
New Orleans and  
Jefferson Parish,  
the fastest growing  
industrial area  
in the Deep South.



*Helping them*



**Sheriff's**

# *become* **BETTER CITIZENS!**

The Sheriff's Office of Jefferson Parish is vitally interested in helping the youth of today become better citizens tomorrow and has inaugurated one of the first and finest Junior Deputy programs in the United States. Under the direction of Sheriff "Jack" Fitzgerald and supervision of Captain George Gillespi this program offers participation to all boys in the parish between the ages of 7 to 15.

Classes are being prepared for instruction in physical education, first-aid, safety and junior patrolmen and athletic teams are being organized

for participation in year-round sports programs.

The Juvenile Officers of the Sheriff's Department will address school classes this fall and explain the many advantages offered our young men in this program, which will be highlighted by an essay contest with two winners from the West Bank and two from the East Bank receiving an all-expense paid trip to the World Series.

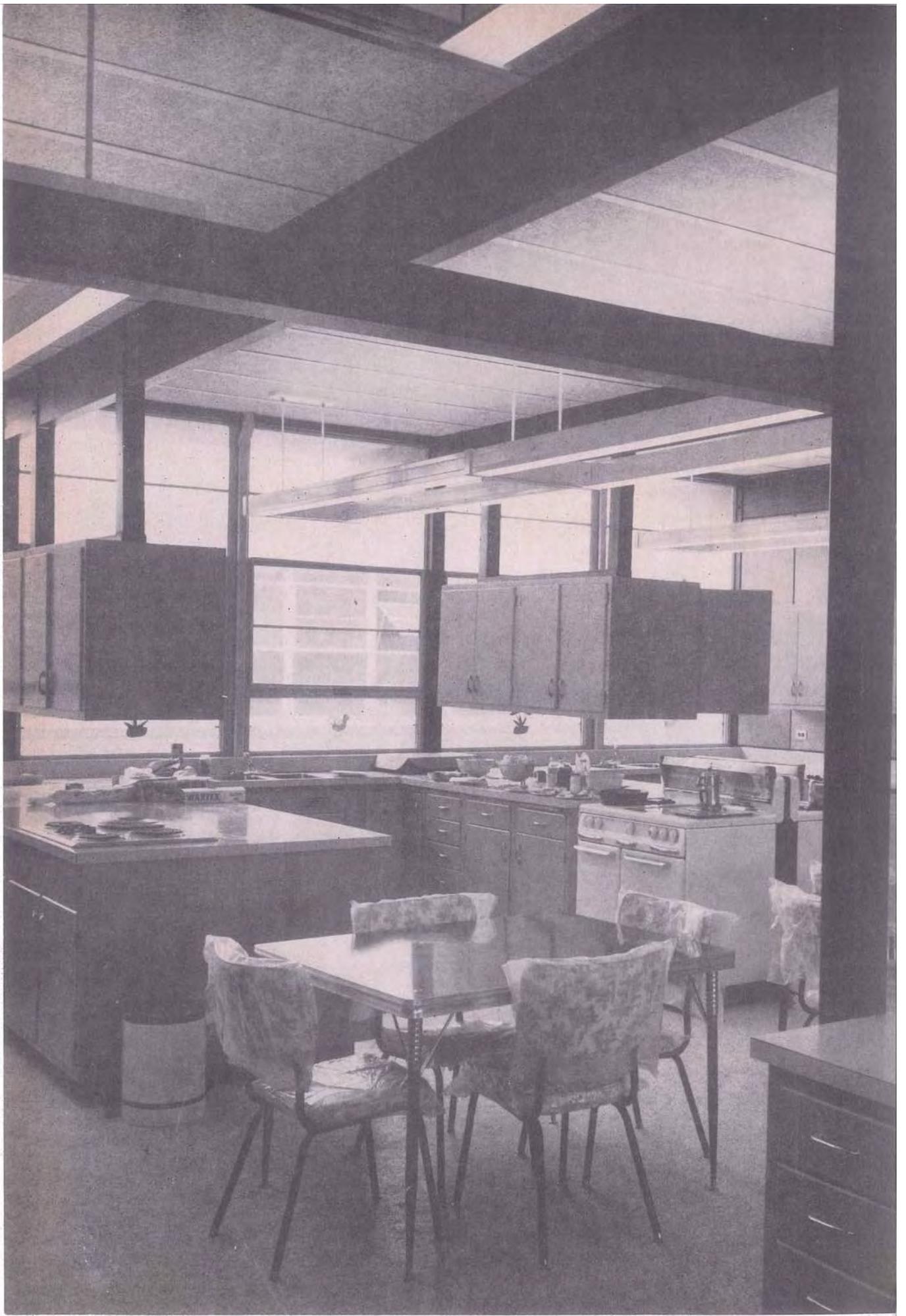
A summer camp for boys is also in the planning stages . . . all adding up to our principal aim of making useful citizens of our parish's young men.

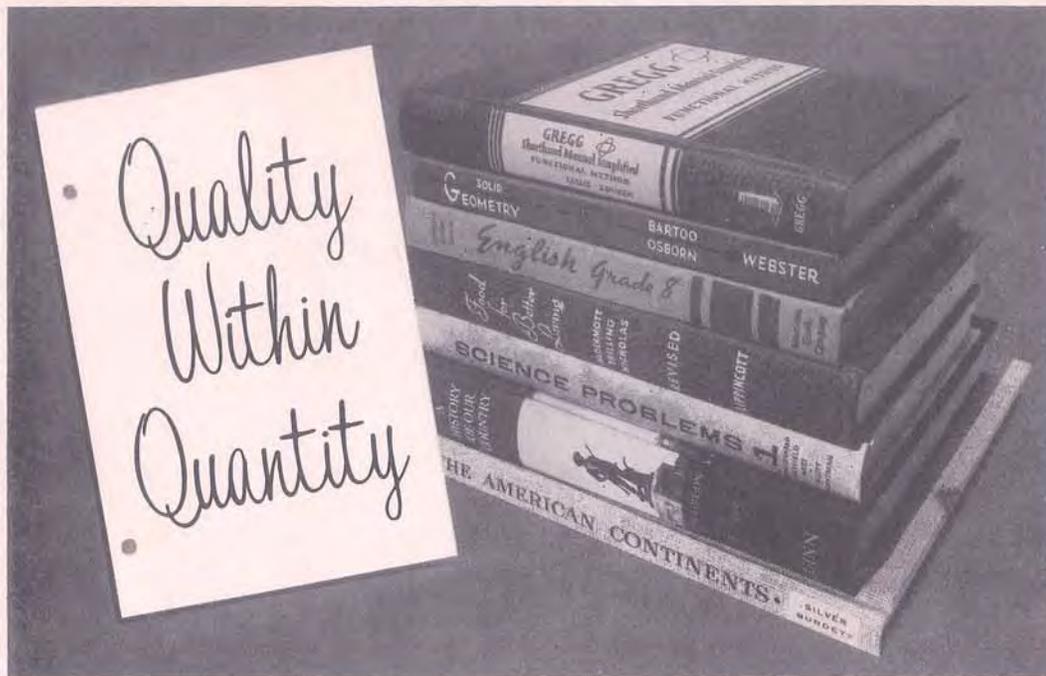


Sheriff "Jack" Fitzgerald is pictured above presenting Junior Deputy Badges to four young men who have just qualified as members. The Jefferson Parish Junior Deputy Program of the Sheriff's Office has been commended by law enforcement and juvenile officers throughout the United States.

## **Office of Jefferson Parish**

***Protect our children --- drive safely***





## A REPORT ON JEFFERSON'S PUBLIC SCHOOLS

By Julius F. Hotard, President, Jefferson Parish School Board, and  
Lem W. Higgins, Superintendent of Schools

*The first American school board was created back in the 17th century in Massachusetts, when school affairs already had become too complex for the town meeting to handle. The nation grew, the school problems multiplied, but the school board remained—one of the finest examples of democracy in action, a group of men and women in each community elected by their neighbors and serving faithfully, unpaid and often over worked, so that all children may, to the best of their combined abilities, receive the best possible public school education their community can afford.*

*Today there are 200,000 such school board members throughout the United States, supervising the expenditure of \$13 billion annually, constantly trying to solve the perennial problem of not enough classrooms, not enough teachers, not enough money. Our article to follow concerns the activities of 17 of these—the members of the School Board of Jefferson Parish, Louisiana.*

It is the undeviating policy of the Board administering and the staff operating the Jefferson Parish Public Schools—backed up by the faith and foresight of the parents and property owners of Jefferson—to not only provide, and keep on providing, full educational facilities for all of the constantly increasing school age population of the parish (both white and colored) but also to provide curricular opportunities for the talented (usually the top 15 to 20 percent) that permit them to forge ahead.

Because of this persistent and permanent policy of quality within quantity the Jefferson Parish Public School System has for many years been rated among the top three of the 64 parishes of the state.

Broken down into more specific terms the Jefferson Parish School System furnishes a well rounded, thoroughly grounded and fully accredited twelve year academic training that prepares its

Left: The spic and span kitchen of a Jefferson School Home Economics Department. It is one of the finest equipped in the entire Louisiana Public School System.



Exterior of Westgate School to which ten new classrooms and cafeteria were added for the opening of the 1959-1960 school year.

graduates to enroll in the nation's outstanding universities with the toughest entrance requirements. For those who plan to go to work instead of college Jefferson Schools provide complete commercial and vocational courses that prepare them to handle highly skilled and well paid jobs.

All classroom training is supported by a health program that includes regular examination and safeguards, plus athletic and recreational activities that help keep alert minds in sound bodies.

Constantly to its educational courses new projects and new programs are being added for both adults and school age pupils—as new parish needs and parish problems arise in which the Public Schools can serve. Such projects as the Distributive Education Program, the Adult Education Program, the National Program of Driver Training, and

the Teachers Higher Certification Program—all of which have been recently added to the activities of the Jefferson Parish Public Schools and which will be discussed later in this report.

To maintain its standard and its standing, the Jefferson Parish Public School System requires an operating budget of over \$6 million a year, spending \$214.50 for the year's education of every pupil registered. It maintains a force of over a thousand teachers (actual present count 1080) of the highest teaching calibre available, who are paid salaries over and above the state and national average. It operates a fleet of 131 school busses and administers the operation and maintenance of 38 white and 11 colored schools in the parish.

To these present 49 schools will soon be added 12 new ones (including a new high school on each bank of the river), plus additional classrooms, cafeterias or cafeteriums, and new equipment to many of the original 49—financed by the \$10 million School Construction Bond Issue approved by the Jefferson Parish voters early in 1959, a program just now well under way and not scheduled to be completed until 1962. Which does not mean, we assure you, the end of the new school construction in Jefferson—but it is believed that by that time any new schools and new additions which follow can be financed from the sales tax revenue. And now to the details of our 1960 Report!

The school population everywhere is increasing—but in Jefferson it is about to explode. For many years we have been able to expect around a lusty and unflinching ten percent increase at each



The First Grade Arithmetic Class of East End School goes to the blackboard to demonstrate its ability. Left to right are Ulyses Schultz, Edith Fortney, Eddie Cally and Karen Jee.



Exterior view of the new Green Park School just opened in February of 1960 serving area adjoining Airline Highway.

Fall's school enrollment period—an anticipated pressure which we have always met—each year managing to give the full day's schooling to every pupil registered.

For example, the 1958-59 total registration (both white and colored) at the beginning of the school year was 29,706. At the beginning of this last 1959-60 school year the registration was 32,115, an increase of 2409 pupils to be served in a year's time.

But that old faithful normal growth figure of around ten percent will soon be ancient history. The new and second Mississippi River Bridge has suddenly opened up a vast new West Bank residential area only ten minutes from downtown New Orleans. Already new families with their average of two children each are pouring into the new subdivisions, buying lots and building or buying homes. Take the Terrytown project, for instance, which not too many years ago was way out in the country and considered an excellent spot for deer hunting. When it is fully developed it will contain at least 5,000 new homes.

The type of elementary school Jefferson has found most practical contains 20 classrooms and handles about 600 school children. It is not difficult to rapidly compute how many such new schools the zooming subdivisions throughout Jefferson are going to demand within the next few years.

Luckily for Jefferson the new school construction program is well under way parish wide. Well, not luckily either—for luck had little to do with it. The approved \$10 million School Bond Issue

was the direct result of the planning and preparing on the part of the people of Jefferson and their public school officials for just what is happening.

Here is some of the construction chronology of that program up to the time this report was prepared in the middle of 1960:

At the opening of the 1959-60 school session the ten new classrooms and cafeteria (combination cafeteria and auditorium) added to Westgate School were ready for occupancy. The original Westgate School had been built from the local one cent sales tax revenue, one half of which goes to the Jefferson Parish School Board earmarked from the construction of new schools.

On February 15, 1960 Green Park School was opened to serve the M. A. Green subdivision and adjoining terri-



The Sixth Grade Social Studies Class of Airline Park School conducts a presidential poll with all its phases and formalities. Left to right are Ross Hoffman, George Gheranich, Lindy Leedy, Douglas Bernard, Amelia Eiermann and Bonnie Bordelon.



In the Fifth Grade Creative Arts Class of Lafitte Elementary School several students are shown working on Junior 4-H projects. Left to right standing are Ginger Rojas and Norene Ofero. Left to right seated Eugene Adam, Johnny Savore and Sharon Roberts.

tory on the Airline Highway, with pupils transferred from Kenner Junior High area.

Under construction is a new Elementary School at Bissonet Plaza, a new Junior High at Elise Street to serve the upper end of the 8th ward, an Elementary School for Westwego in the area near the Celotex plant and a complete Elementary School at Manor Heights off Barataria Blvd., in Marrero.

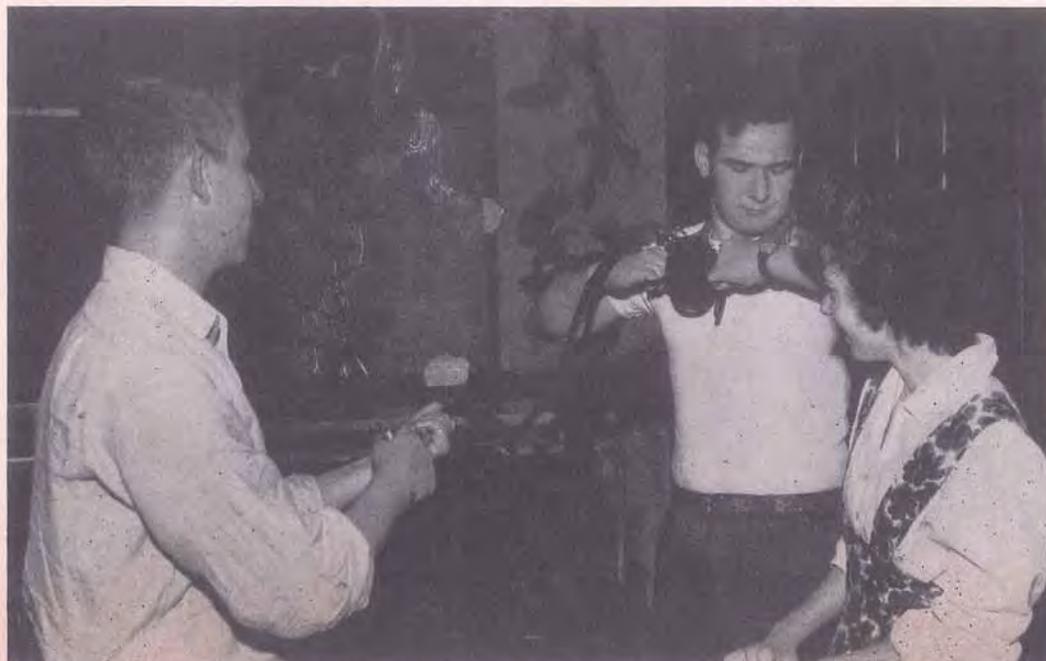
The twelve new classrooms recently added to both East Jefferson High and West Jefferson High provide space at each High School for 360 additional students. Already these two high schools, completed in 1955 with a student capacity of 1500 each, had out-

grown themselves in four short years.

Plans have been made for two more Jefferson Parish High Schools, one on the West Bank and one on the East Bank, but the sites have not yet been selected. Land has been purchased for a new Elementary School on the Belle Chasse Road to serve the Timberlane and Meadow Brook subdivisions area, and building will start as soon as all arrangements are completed. Also a new 10 room annex and cafeteria have been planned at the Harahan Elementary School.

Eight rooms have been added to Fisher No. 1 School at Lafitte, and 10 more rooms at Airline Park School in Metairie that was originally built only in

Student Harry Smith demonstrates the mechanics of a vacuum to Harry Riddle and Jackie Collins in the well-equipped laboratory of the 9th Grade General Science Class at Kenner Junior High.





One of the extremely popular and successful Adult Education Classes in West Jefferson High. Shown here with Mr. Paul J. Hubbell, High School Supervisor in charge, are candidates for a High School Diploma.

1957.

Among the colored schools (there are 7291 colored school children enrolled in the Parish) 6 rooms have been added to the Elm Grove Schol at Harvey and 6 rooms to McDonogh 26 at Gretna. A new colored Elementary School is being erected off Ames Boulevard and the School Board is in the process of acquiring an 8 or 9 acre site near Bunche Village for a new colored Junior High at Kenner.

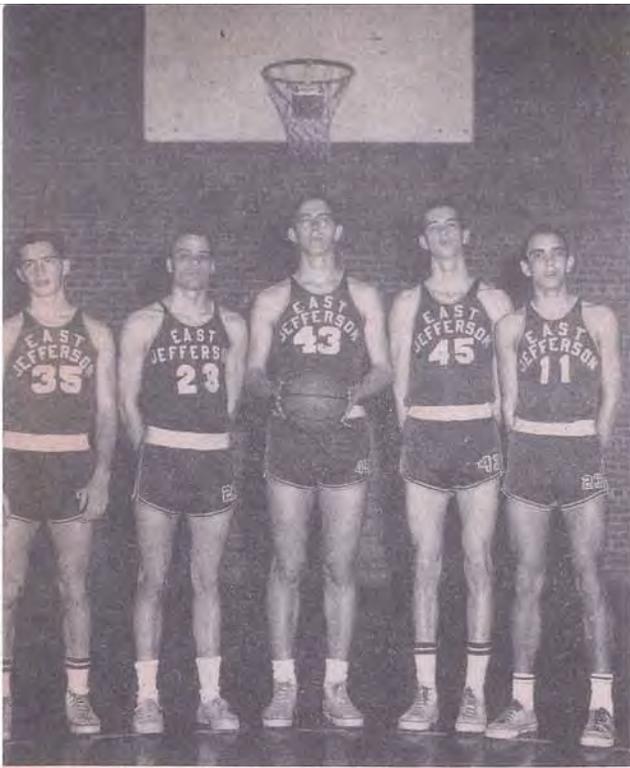
Steadily the construction of new schools and the new additions to existing schools in Jefferson Parish will continue throughout 1960 under the \$10 Million Bond Issue program, aiming toward the target completion date of 1962.

#### THE SELDOM CONSIDERED SAFETY FACTOR OF THE SCHOOL LUNCH

Part of this \$10 million construction money was apportioned to the building of new cafeterias to alleviate the parish school system's almost parish wide school lunch hour congestion. The program called for either new or expanded cafeteria or lunchroom facilities at McDonogh No. 26 at Gretna, Gretna Junior High, Gretna Elementary No. 2, Harvey Elementary, Westwego Elementary and Westwego Junior High, Westwego Colored Elementary, Bridge City white and Bridge City colored Schools, Waggaman white Elementary, and Waggaman colored Elementary, John Martyn col-

In the Spanish II Class of West Jefferson High School student Diane Arceneaux points out the Spanish terms commonly used in connection with a bull fight to (from left to right) Warren Hecard, Gayle Catledge and Kenneth Sonnier.





The East Jefferson High Basketball Team, 1960 Public School District Champions, consisted of H. Woessner, R. Seigel, J. Bell, A. Rahn and J. Allen.

ored High School and East End School. One also has been planned for the Ella Dolhonde Elementary at Metairie.

The new cafeterias consist of kitchen, storage room and dining room, the sizes of which are in proportion to the school requirements. A major portion of this planned cafeteria program has been completed.

These extensive and recent improvements throughout the parish schools for the serving of food throw the spotlight on the importance and significance of the school lunch in the middle of the day.

It is a million dollar a year operation for the Jefferson Parish Public School System, involving about a half million dollars for supplies and another half million for overhead and help.

To the mothers it is a pleasant oasis of peace and quite free of the children in the middle of the day, bolstered with the confidence that they are being provided with a wholesome but inexpensive, tasty and nourishing meal. To the children themselves it is a fun period as well as a food period.

Popular as is the school lunch program with all concerned, very few parents or people realize it has another value in addition to calories and convenience. It effectively removes the mass of the children from the present day traffic dangers of going home at noon. It also frees business traffic of the jam

of either school busses, children on foot or parents coming to get them in cars. Safety is a factor that is seldom associated with the school lunch, but it is something more and more vital as traffic grows heavier and more hazardous.

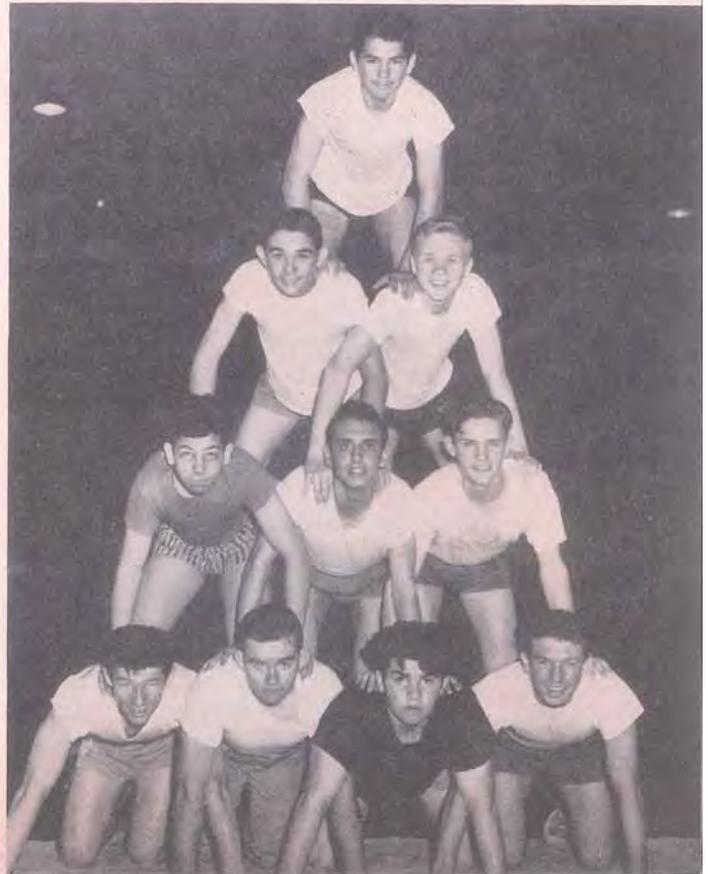
#### ATHLETICS AND THE NEW STADIUM

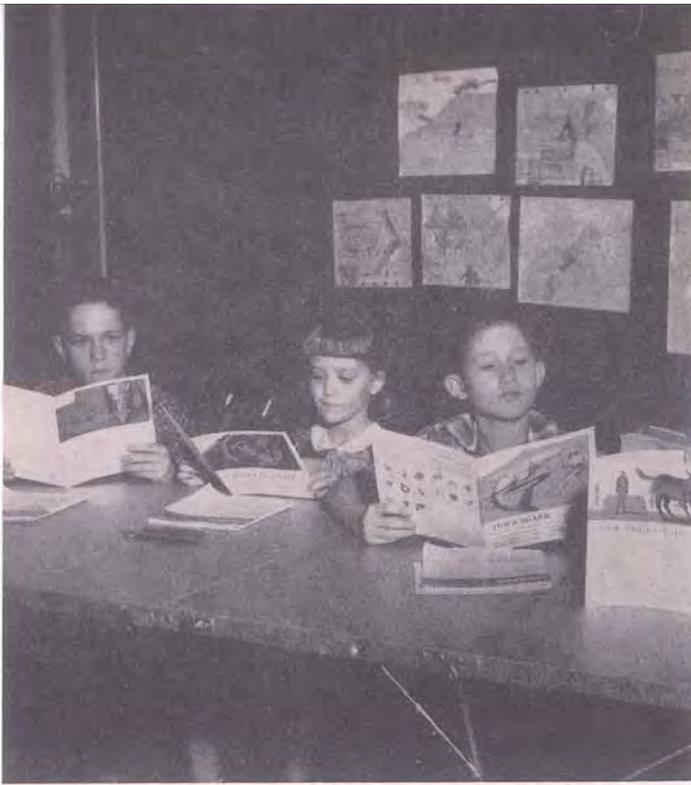
One more notation on the school construction program and we are through with that feature in this report.

The Jefferson Parish School System has parish wide expanded its athletic program at the grade level with build-up games and regular exercise and physical education services. Early this summer a well qualified man was employed as Recreation Director for the Public School System in Jefferson Parish and in the High Schools a second assistant coach has been added.

But the big school sports headline of the year is the news that the drawings have been made for two new stadiums to be erected on the grounds of East and West Jefferson High Schools—each to have a maximum seating capacity of 7500 and planned for construction in 1961. Bids were received on these two new stadiums on May 11.

The Physical Fitness Class of the Physical Education Department of Marrero Junior High in split second timing form a pyramid for the photographer. They are coached by Mr. Aristile Guidry.





This photo presents the Fourth Grade Reading Laboratory Program of Westwego Elementary School in which pupils are tested and graded on their reading rate, reading power and listening ability. Ready for analysis are left to right: Wilsey Marcel, Charlotte Arrington and Gary Ullrich.

#### NEW DISTRIBUTIVE EDUCATION PROGRAM

At the beginning of this report was mentioned the complete facilities provided by the Jefferson Parish Public Schools for a business or commercial education. To the Commercial Course at East Jefferson last year was added a "learning by doing" plan, technically known as the Distributive Education Program.

What it means is that the student spends part of the day in the classroom and part of the day actually working for a local business concern at the job he or she is studying to learn, and being paid for it at the same time.

Based on the sound premise that the most effective way to absorb knowledge is to put it into actual practice, seven Jefferson firms in the retailing, wholesale and servicing fields are cooperating with East Jefferson High in providing these half day jobs for the commercial students in clerking, selling, office work, bookkeeping and stenography—the time and the ability they show to be applied as a credit on their course.

It necessitates lining up both the students and the cooperating firms in the summer before the school year, so that and continue throughout the proper per-

iod of the course. At the present time 22 commercial students at East Jefferson are participating in the Distributive Education Program. This year the same plan was introduced in West Jefferson High.

#### THE NEW ADULT EDUCATION CLASSES

This year, for the first time, adult night classes for non-veteran groups have been provided at East and West Jefferson High Schools, at the Fisher and Grand Isle Schools, and the colored schools of John Martyn and Lincoln. The classes have been established for residents of the parish between the age of 25 and 35 who wish to catch up with their high school education which, for many reasons, was either never started or interrupted.

More enthusiastic than the regular high school students themselves, these adult pupils come from all walks of life, even women with families. All are given a test before assigning them to the proper classes and are advanced according to their ability.

Teachers for the classes are selected from the general staff and, of course,

A picture that explains the new East Jefferson High Distributive Education Program. At the J. C. Penney store in the Lakeside Shopping Center, Manager Wm. May (left) poses with Bob Canterbury, Distributive Education Coordinator for Jefferson Parish (center) and Distributive Education student Stanley Berniol, who is actually working as a clothing salesman in the store as part of his training.





Below: The Student College Evaluation Program in action at East Jefferson High. Left to right seated are: Sandra Champean, student; Miss Mary Gordon, Guidance Counselor; Frank Bonfiglio, Guidance Counselor; Lance Haines and Sherry Akenhead, students. Standing is Amalie Gauthier, Guidance Counselor.

are properly paid for this extra work. Although the state has appropriated funds for Jefferson for only 9 of these adult education classes, the opportunity has proven so popular that already in these various schools there are 19 classes averaging 16 students each. The Jefferson Parish School Board is financing the additional ten classes.

There are now, as this report was made, 250 persons enrolled in this Jefferson Adult Education Program and there is a long waiting list.

#### THE NATIONAL PROGRAM OF DRIVER TRAINING

The parish of Jefferson was the first in the state to add the National Program of Driving Training to its curriculum, which statistics have proven cut the accident potential on the part of the car driver practically in half. It is in effect in East Jefferson High and was introduced at West Jefferson High this year.

The course is divided into two phases — the preparatory or classroom work first, and then the actual driving behind

the wheel. The automobile used in the course by East Jefferson High was donated to the School Board by a civic minded Jefferson automobile dealer.

#### JEFFERSON'S QUALITY WITHIN QUANTITY TEACHING STAFF

Last year the Jefferson Parish School Board hired 107 new teachers, bringing its teaching staff total to well over a thousand, and by the time the present school construction program is completed in 1962 will have added at least 200 more.

In spite of this heavy hiring and in spite of the shortage of teachers throughout the country, Jefferson has been able to not only attract new teachers of the highest quality but to retain those it already has on the payroll.

Two factors are responsible for this. One is that the Jefferson Parish School Board has a consistent policy of paying salaries higher than the state law requires for all twelve grades, and the other is the recreational and cultural advantages of the area which make it attractive for teachers to live and work



Exterior view of the Airline Park School to which ten rooms and cafeteria were added, for the opening of Schools are constantly demanding the providing of additional facilities to meet the need.

in Jefferson.

Among these advantages are the fine universities of Tulane and Loyola, Xavier and Dillard, ideal and close by for graduate work and further study, plus the libraries, opera, many theatres, art gallery and symphony orchestra—all so easily reached across the new Mississippi River Bridge.

There are also the year round attractions of Mardi Gras, the Sugar Bowl Classic and Spring Fiesta, in addition to the outdoor activities made possible by a year round mild climate, two beautiful parks, public golf courses, Lake Pontchartrain, and that famous fishing and bathing resort of Jefferson's own Grand Isle.

The Superintendent of Schools is constantly sending out a specially prepared outline to teachers from other areas who are interested in the advantages of joining their teaching career with progressive Jefferson. This outline presents all the advantages of living and working in Jefferson, the prevailing salary schedule and all the qualifications required of Jefferson teachers.

It is free to any interested teacher for the asking.

Within the existing teaching staff itself, a higher salary being the incentive, the teachers are constantly up-grading themselves—normal graduates working for a degree and those already possessing a degree working for their Masters Degree. This upgrading is made possible through the excellent night classes available at both Tulane and Loyola and through the LSU extension courses. The result is a teaching staff that is already excellent—and getting better.

#### IN CONCLUSION

Planning, preparing for and supervising the education of 32,115 enrolled school children (both white and colored), a figure which will be at least 35,000 this Fall—the Jefferson Parish School Board can say, like the proverbial housewife, that its work is never done.

Every day brings new pupils to be placed, new problems to be solved. Every day the parish grows bigger and the School System's responsibility



S. J. Barbie, Principal at East Jefferson High presents the awards to the finalists in the Science Fair. Winners left to right are Joseph W. Ellis in Chemistry; Candy Johnson in Biology; and Jim Wilson in Physics.

Below: The Review photographer caught the Third Grade Social Science Class of the Ames School deep in the study of Mexico. For his benefit they forthwith presented all the fascinating material they have created and collected for their classroom visits with our Neighbor Just Over the Border.



A scene from that perennially popular play "You Can't Take It With You" presented by the members of the Speech Class of West Jefferson High School under the direction of Mr. Burney Howard, Professor of Speech.





In the Shorthand Class of the Business Education Department of West Jefferson High students are shown converting into shorthand, tape recorded assignments. The class teacher standing in the rear, is Miss Rohen.

grows larger, as indicated by the addition of 18 new school busses in one year's time.

New teaching theories have to be deliberated and either discarded or adopted. Every school building that goes up represents countless hours of planning on the part of the School Officials before the first spadeful of earth is turned. Every improvement and innovation is preceded by many far into the night sessions.

But in spite of the infinite number of harassing details, problems and the pressure of population, those who administer and operate the Jefferson Parish Public Schools proudly report another year in which every pupil enrolled has been served, and another year in which Jefferson retains its top rating as one of the most efficient school systems in the state.

*Continued on Page 135*

Representative of the new cafeterias recently installed in many of Jefferson's schools is this set up in Gretna Junior High, providing convenience and economy of operation.





Showing the excavation of a Jefferson Parish drainage canal with Gradall and Drag Line, part of the detail work of improving and modernizing the East Bank drainage system to more satisfactorily serve a rapidly expanding population.

## JEFFERSON ON THE JOB

*Continued from Page 27*

Physical fitness classes for men are held at Metairie Playground. The ceramics classes have proven themselves very popular, and the modeling classes for girls bring out their innate grace, poise and good behavior.

Jefferson Parish Recreation Department football teams are well known. Every boy has a chance to play. There are 95, 110 and 135 pound teams. It is on recreation department teams that most youngsters receive their introduction to organized football, an introduction in which they are competently coached.

Winter brings basketball—the noisest season of the playground year. Particularly outstanding in the various leagues this year was the performance of the West Bank Bidy teams.

Volleyball has also proven a great attraction to the ladies who play regularly and meet teams from as far away as Baton Rouge. Nor is tennis restricted to the youngsters, in which weekly classes develop the backhands of all ages.

An unique aspect of Jefferson's year round recreational planning is the track season. Realizing that distance and time may prevent some school students from participating in a playground meet, the Department's personnel have gone to the various schools and conducted track meets there. They are trained personnel complying with standard track regulations.

In Jefferson, many of its citizens of all ages spend much of their leisure time on Jefferson's well equipped playgrounds.

(In another section of this issue is a two page illustrated article on the Library System of Jefferson Parish.)

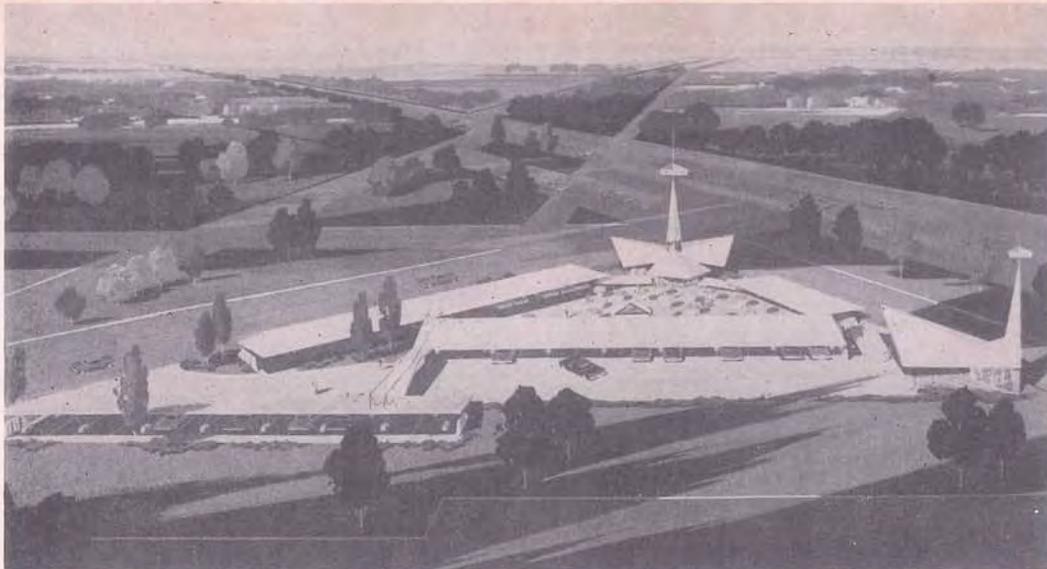
### PLANS FOR THE PARISH OF TOMORROW

In the middle of this busy year of 1960 a new Parish President and Council took office, picked up the parish projects in progress, and began working on its platform promised program for the future.

In that program are the following ob-



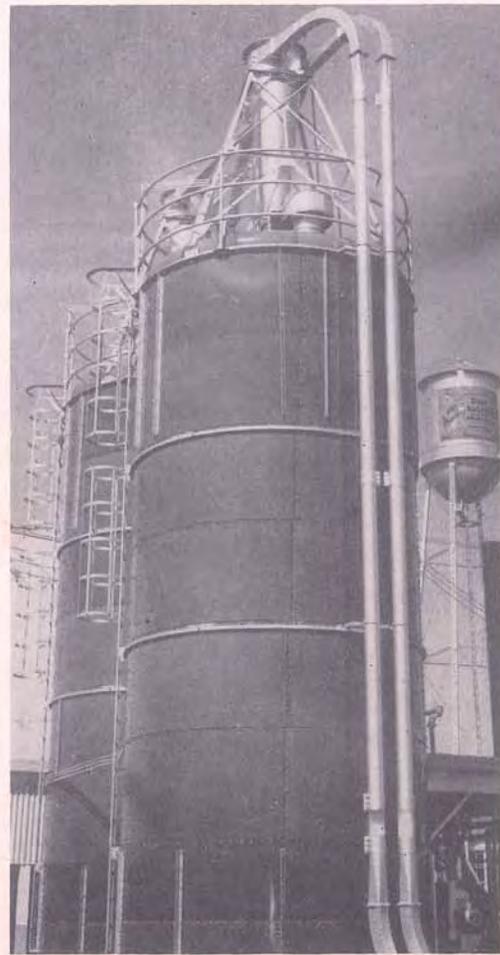
Front view of Fire Station No. 1, District No. 2, at 402 Aurora Street, showing one of the two new 750 GPM Pumps added to the Fire Fighting Division this year by the Jefferson Parish Safety Department.



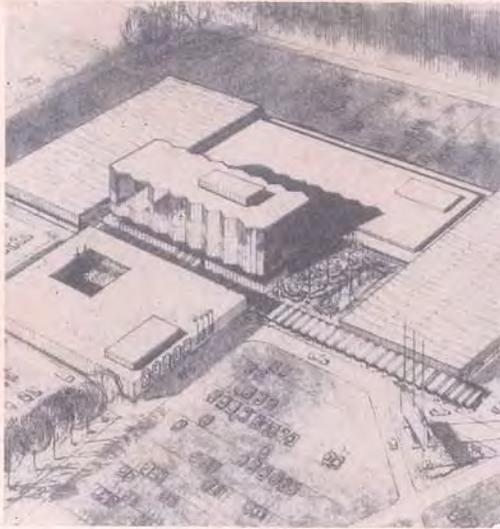
Architect's drawing shows the ultra modern Tri-Drive Restaurant, construction of which will start in September. It is part of the new development of the Westside Shopping Center and will be situated at the intersection of Stumpf Blvd. and the West Bank Expressway. A continuous car-port will shield customers' automobiles from the sun and rain. Other facilities include micro-phones over which orders will be given; food will be served by girls on roller skates; music and air-conditioning will be piped into the cars. Tri-Drive Restaurant will feature "Tri-Burgers," fried chicken, shrimp, sandwiches, milk shakes, sodas, sundaes and soft drinks—all at reasonable prices. There will be entertainment including fancy skating and fashion shows. Besides the restaurant, there will be a package liquor store and a 24-hour ice vending machine.



New 1/2 million gallon elevated water reservoir of Waterworks District No. 3 at 16th and Allo Streets in Marrero.



Partial view of the Penick & Ford, Ltd., Inc. plant. In the foreground are storage bins with automated transfer equipment for bulk sugar.



Plans for the new \$7.5 million dollar interchange shopping center, to be constructed on 44 acres at the intersection of the Westside Expressway and Whitney Avenue, were recently announced. Buildings will be one, two and three stories with 413,000 square feet of floor space including 90,000 square feet for a three story office building.



The new Lakeside Shopping Center at Causeway Boulevard and Veterans Memorial Highway which opened this spring. Many leading retail firms are now operating in Jefferson Parish's newest shopping center, conveniently located on the East Bank, it provides ample parking and shopping convenience to this ever-expanding area of the Parish.

jectives, to be accomplished as soon as financially and feasibly possible: sewerage for all the populated unincorporated areas of the parish; sufficient street lighting; a drainage system that will protect all homes and businesses in any emergency; work with bus companies toward expanded bus transportation for a mushrooming population; a simplified procedure of planning, zoning and re-subdividing property; and an expanded recreation program for both the west and east banks of the parish.

It is the plan of the present parish officials to further relieve traffic problems by working toward adequate main thoroughfares, underpasses, overpasses, truck routes and traffic control techniques based on professional studies; to establish a major construction program for roads and streets, properly designed and structurally sound; and to construct access roads in conjunction with state and federal highways.

In this already famous industrial parish it is the plan to promote still further industrialization through the services and utilities of a stable government.

It will be the policy of the new governing body to insure effective operation of the Civil Service for parish workers, employing the merit system and insuring job security—and to continue protection of parish revenues through legislation and local action.

This has been an outstanding year in

the parish of Jefferson. At its lower end it welcomed into its family of rapidly growing municipalities the new town of Grand Isle; the new major marine biology laboratory of the State Wildlife and Fisheries Department on the neighboring island of Grand Terre; the huge new \$30 million sulphur mine drilling platform seven miles out in the Gulf that has a daily pumping capacity of 4500 tons of the molten mineral; and the groundbreaking of its new impetus to commerce, the long awaited Barataria Bay Waterway.

At the upper half it proudly watched its burgeoning new subdivisions, including the 5,000 home Terrytown, the largest ever developed in Jefferson Parish and it greeted the new Lakeside Shopping Center, the largest in the South.

It received the not surprising news that its population in 1960 (207,891) had more than doubled its 1950 figure, and proudly observed the evidence of this amazing growth in the way the East Bank is pressing lakeward and former empty acres on the West Bank are blossoming with new homes and new businesses as the new Mississippi River Bridge pours its ten minute from downtown New Orleans traffic both ways.

And—with its government streamline for economic and efficient operation, Jefferson Parish faces the challenges and the vast opportunities of the Sixties not only with confidence—but with a planned program.

## JEFFERSON PARISH PRESIDENT—COUNCIL



Top: Hon. M. Dan Hogan, Parish President; Hon. Cullen C. Schouest, Council Chairman.  
Center, left to right: Hon. Frederick J. R. Heebe, Council Vice-Chairmen; Councilmen: Hon. Donald T. Gillen; Hon. Beauregard H. Miller, Jr. Bottom, left to right, Councilmen: Hon. Anthony A. Carmonta; Hon. George J. Ackel; Hon. Vail J. Blanke.



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Gretna, Louisiana

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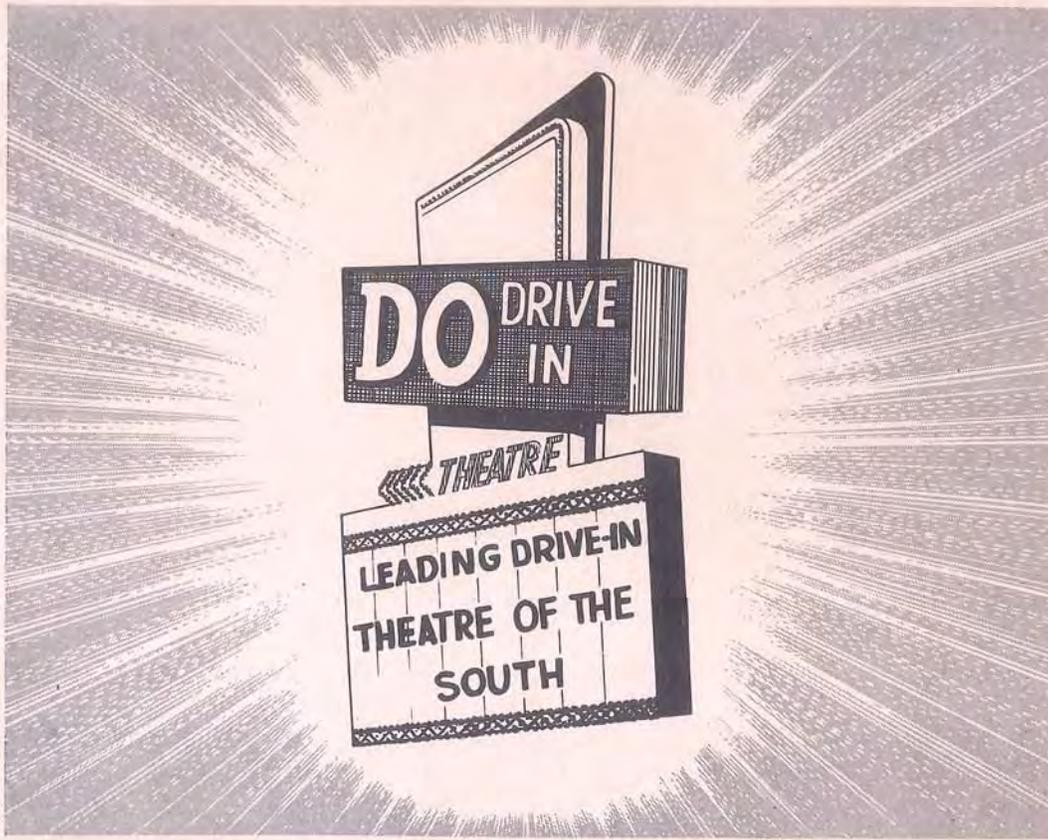


Top: Hon. Jimmie H. Davis, Governor of the State of Louisiana.

Center, left to right: Hon. C. C. Aycok, Lieutenant Governor, State of Louisiana; Hon. Jack P. F. Gre-million, Attorney General; and Hon. Nat B. Knight, Jr., Louisiana Public Service Commission.

Bottom, left to right: Hon. Allen J. Ellender, United States Senator from Louisiana; Hon. Russell B. Long, United States Senator from Louisiana; and Hon. Hale Boggs, Member of Congress, Second Louisiana Con-gressional District.





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Top: Sheriff—Hon. John G. (Jack) Fitzgerald.

Center, left to right: Hon. French M. Jordan, Louisiana State Senator, Tenth Senatorial District; Hon. James E. Beeson, State Representative; Hon. John F. Rau, Jr., State Representative.

Bottom, left to right: Assessor, Hon. Vernon J. Wilty, Jr.; Clerk of Court, Hon. William Justice, Jr.; Coroner, Dr. Charles B. Odom.



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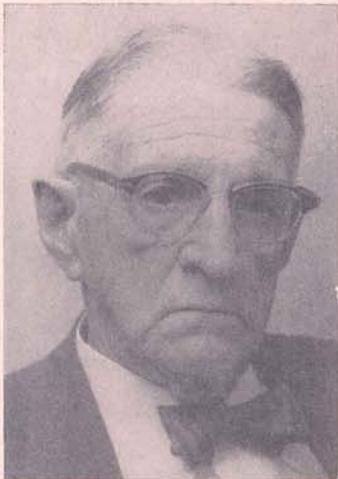
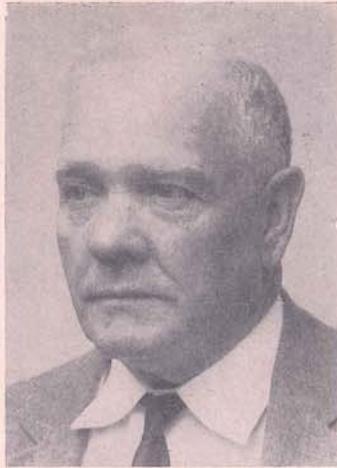
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From left to right starting top: Hon. L. Julian Samuel, Judge Fourth Circuit Louisiana Courts of Appeal; Hon. Leo W. McCune, Judge of Juvenile Court; Hon. John C. Boutall, Judge Section C 24th Judicial District Court; Hon. L. Robert Rivarde, Judge Ad Hoc 24th Judicial Court; Hon. Frank H. Langridge, District Attorney; Hon. Waverly A. Henning, First Assistant District Attorney; Hon. Nestor L. Currault, Jr., Second Assistant District Attorney; Hon. Richard A. Thalheim, Third Assistant District Attorney; and Hon. Gordon L. Bynum, Fourth Assistant District Attorney.





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Editor & Publisher

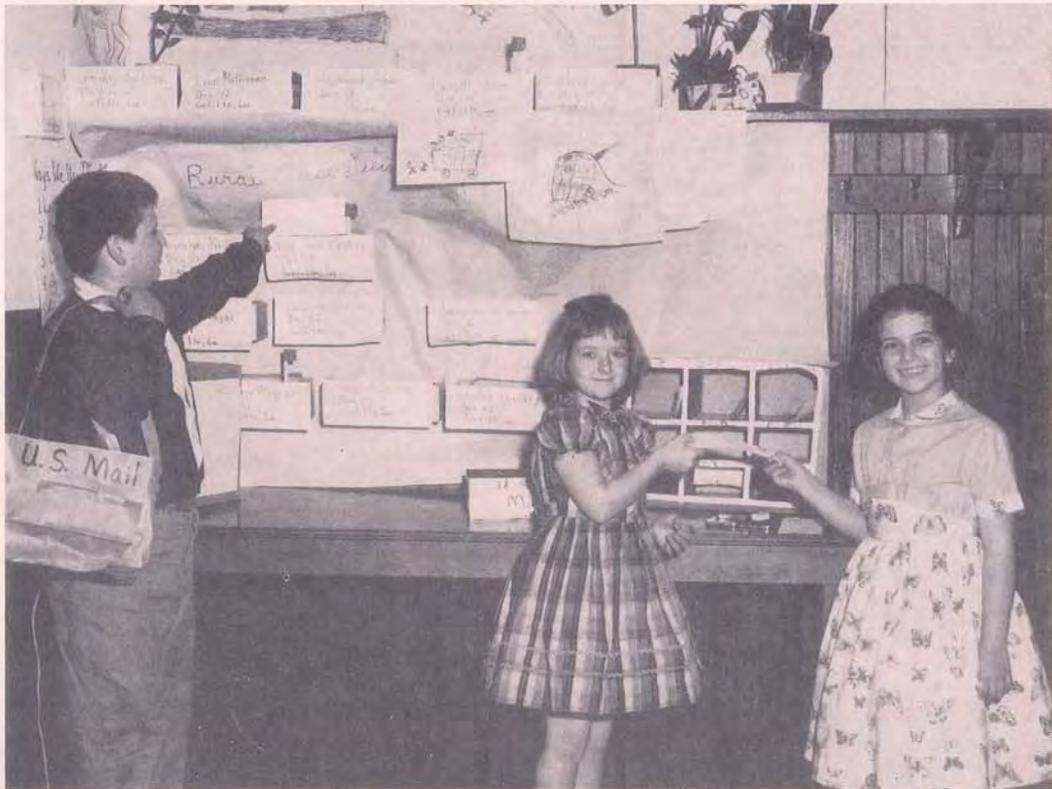
**ZEPHYR REEKS**

Asso. Editor & Publisher

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Demonstrating Jefferson's new High School Driver Training Course. From left to right are instructor Donald Hecker, Kathleen Martina (at wheel) Melba Martin and Ivy Rodriguez.



The Third Grade Social Studies Class at the Lafitte Elementary School plunges headlong into all the many fascinating phases of the U.S. Mail. Kenneth Guidry at the far left enacts the role of the mailman with his handmade pouch. Trudy Nunez in the middle, receives her mail from Clothilde Cheramie, the smiling Postmaster.

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The First Grade Class in Social Science at the Bridgedale School study machines and transportation. Left to right are Margaret Wonsey, Dianne Steadman and Gary Gansar. Notice the transportation display on the table in the foreground, handmade by the class.

In the Second Grade Music Class of the William Hart School, the teacher, Mrs. Marguerite Rhodes, is putting to music a song composed by the class, which is singing it to her.



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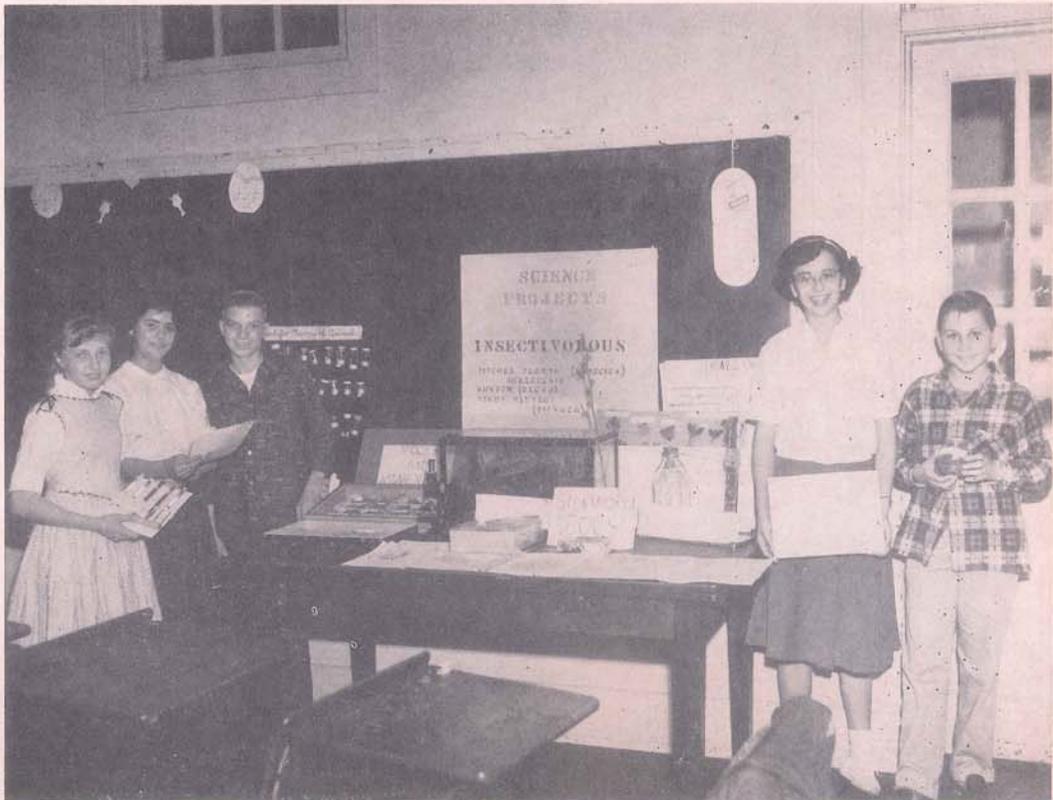
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Fifth Grade Social Studies students at Westgate School exhibit their winning entries in the subject of U. S. flags. Left to right: Lee Sturgeon, Doana Brecka, Lana Hebert and Ronald Morgan.

Below: The 7th Grade General Science Class at Harahan Elementary School presents some of its Science Projects. Left to right are Priscilla Smitherman, Diane Elder, Terry Charrier, Eileen Woods and Don Gardner.



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### WEST JEFFERSON HIGH AWARD WINNERS

On the left is Karen Weigel, valedictorian Senior Class 1960 with highest senior class average. Received Southern Bell Science and Mathematical Award; Rotary Club Award for attendance for 3 years; the L. G. Balfour Award for Highest Science Average for girls in Senior Class; Alphan Delta Chapter Delta Kappa Gamma Scholarship Award, and Order of the Torch Award. President Future Business Leaders of America; president Future Teachers of America; vice president Spanish Club; vice president Girls Athletic Council; captain of basketball and softball teams; treasurer Beta Club; member National Honor Society and Pelican State Leadership Conference for athletics; member of Junior Red Cross Executive Council and State Rally for Civics and Algebra II; president Iota Chapter of Delta Kappa Gamma Sorority; member of Student Council and Press Club; Feature writer for Jolly Roger (school paper); on staff of

Buccaneer Year Book; Hi-Lite Ideal Girl alternate and Darling of Girls Athletic Council.

On right is Sally Evans, Senior Class President; Junior Red Cross president; Junior Red Cross Parish Council president; Beta Club president; Future Teachers of America president; and winner of All Around Girl Award. Also president of Kappa Phi Sorority; Secretary of Newman Club; Junior Class secretary; Junior Red Cross Leadership Training Center; treasurer of Highlights; received Lela Crawford Award for Leadership; secretary of Press Club; on Jolly Roger staff; Ideal Girl of West Jefferson; Most Popular Girl, Sophomore and Senior; Best Citizen Award 1958-59; Miss Personality 1959-60; Key Club Sponsor 1959-60; Championship Volley Ball Team 1958-59. Junior and Senior Maid of Home Coming Court and Darling of Junior Red Cross Junior and Senior years.

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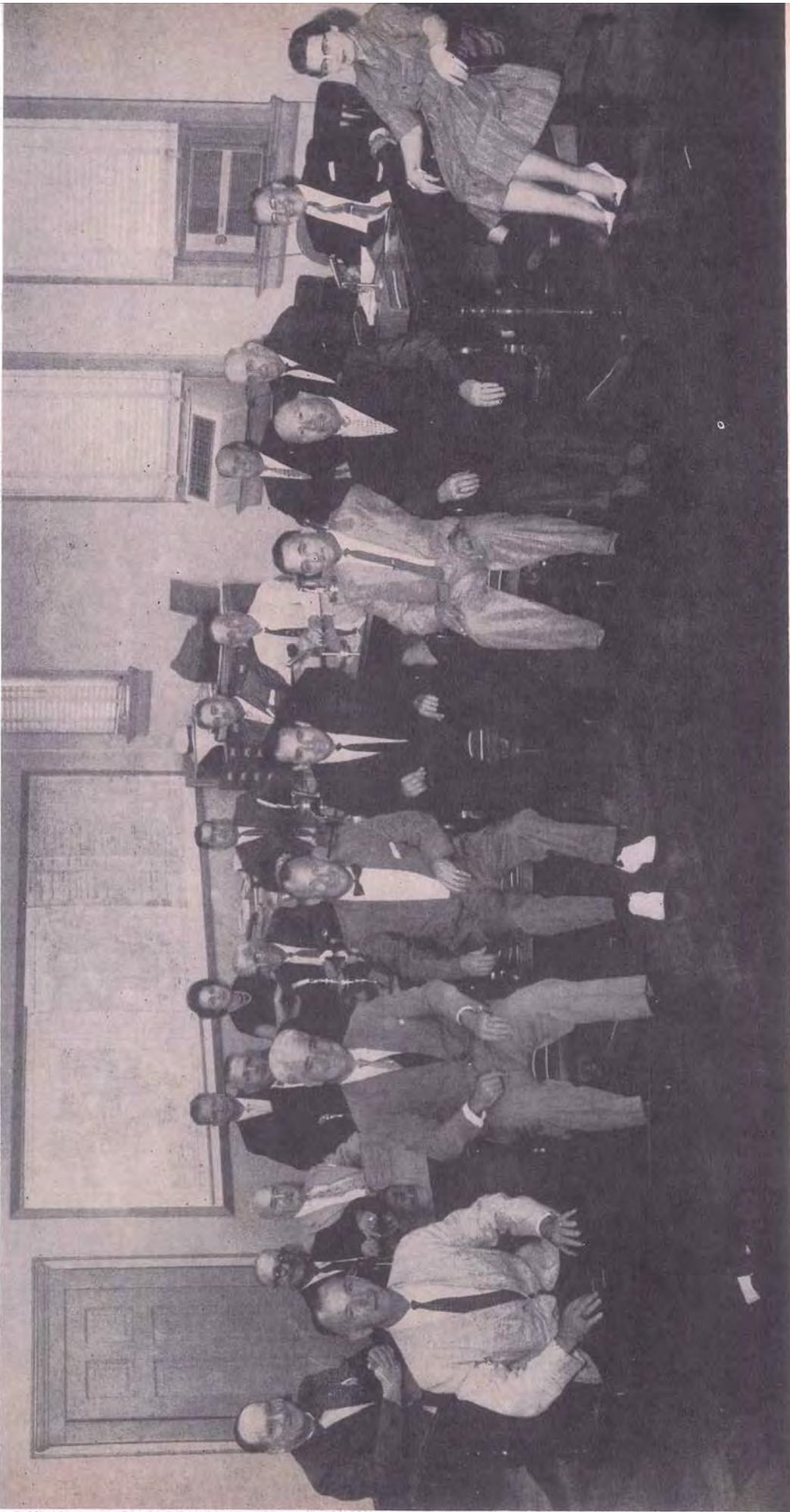
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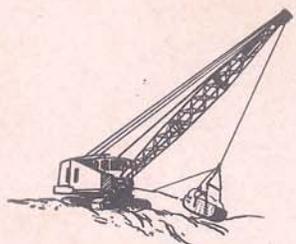
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**JEFFERSON PARISH SCHOOL BOARD — MEMBERS AND OFFICERS**

First row from left: Walter G. Schneckenburger, Assistant Superintendent of Schools; Hon. Thomas J. Collins, Ward 9, Kenner; Hon. Andrew Mendel, Ward 7, Camellia Gardens; Hon. Emile Gennaro, Ward 8, Metairie; Hon. Henry Parra, Jr., Ward 11, Grand Isle; and Hon. John L. Sykes, Ward 7, Melvin Subdivision.  
 Back row from left: Hon. Loney J. Autin, Ward 1, Gretna; Hon. Horace Terrebonne, Ward 4, Westwego; Hon. John C. Bruning, Ward 10, East End; Hon. W. Richard White, Ward 3, Gretna; Hon. Wilfred J. Berthelot, Jr., Ward 5, Waggaman; Mrs. Dorothy Harforth, Secretary; Hon. Dave Dabria, Ward 4, Marrero; Peter C. Bertucci, Administrative Assistant; Lem. W. Higgins, Superintendent of Schools; Hon. Julius F. Hotard, President, Ward 2, Gretna; Hon. Bert LeBlanc, Vice-President, Ward 4, Harvey; Hon. Louis E. Breaux, Ward 8, Metairie; Hon. James Harry Stevens, Ward 9, Harahan; and Hon. Mrs. John Duffrene, Ward 6, Lafitte.

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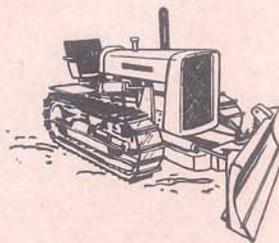


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## SCHOOL BOARD OFFICIALS

Left: Hon. Julius F. Hotard, President, Jefferson Parish School Board and member of Executive Committee.

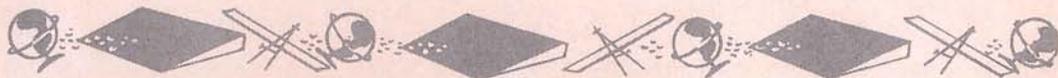
Lower left: Lem W. Higgins, Superintendent of Schools.

Lower middle: Hon. Bert C. LeBlanc, Vice President, Jefferson Parish School Board and member of Executive Committee.

Lower right: Hon. Louis E. Breaux, member of Executive Committee.



Carlyle walked nearly 75 miles when a boy of 14 to register as a student in the University of Edinburgh. Thurlow Weed trudged two miles through deep snow with pieces of rag about his feet for shoes to secure a book. John Sharpels wanted education so bad he would borrow books and copy them with a pencil. Lincoln walked forty miles in order to borrow a book he could not afford to buy. Remembering these things our free available public school system is probably the greatest asset of our modern age.



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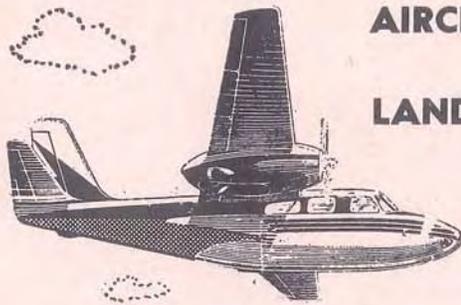
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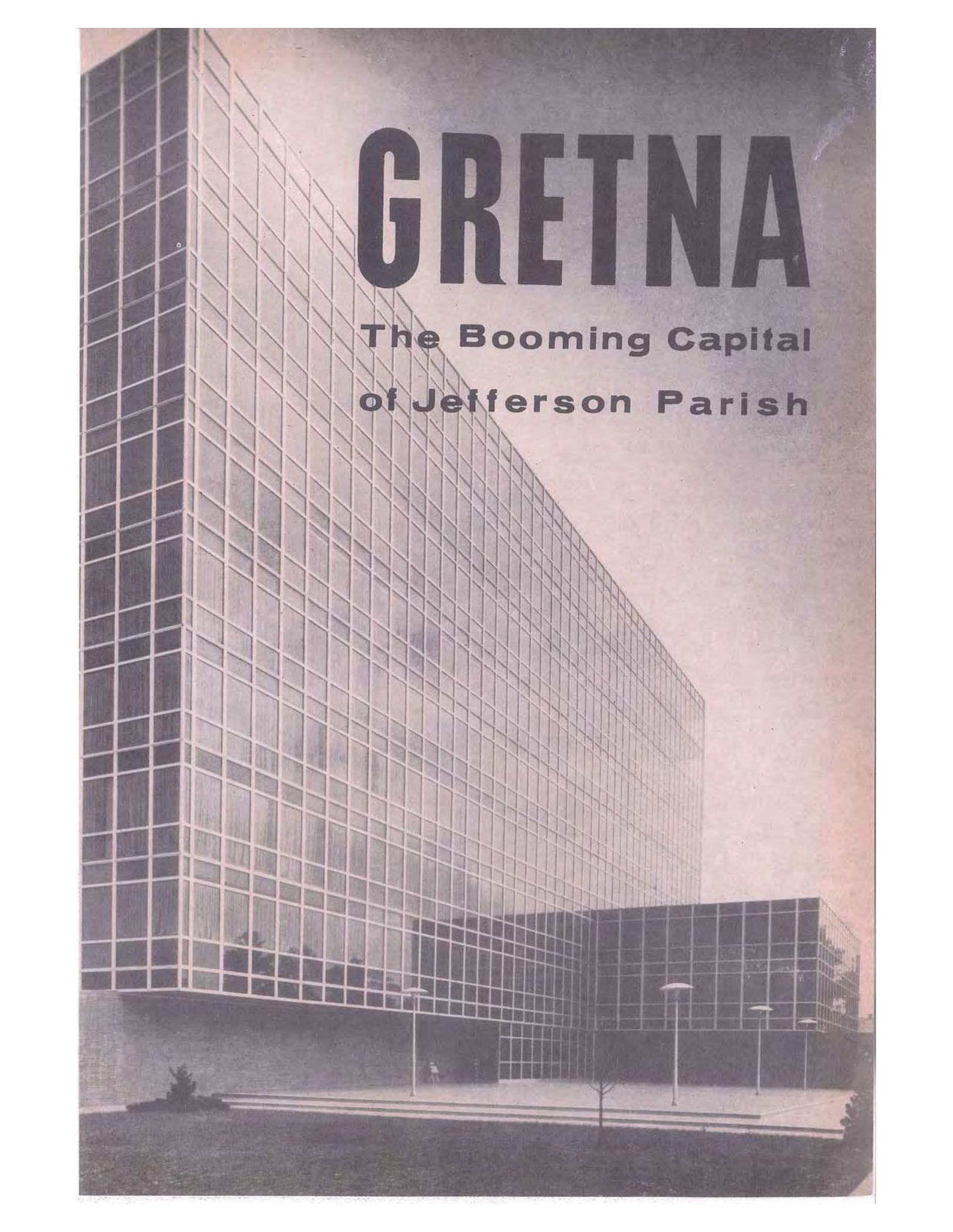
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# **GREटना**

**The Booming Capital  
of Jefferson Parish**



#### OFFICIALS OF THE CITY OF GRETNA

First row seated, left to right: John R. Ridge, Alderman; Eugene Gehring, Alderman and Mayor Pro-tem; William J. White, Mayor; G. Ashton Cox, Alderman; Edward L. Hodge, Alderman; and Anthony P. Markase, Alderman.

Standing, left to right: Andrew H. Thalheim, City Attorney; Alvin E. Hotard, City Engineer; Beauregard Miller, City Marshal and Chief of Police Department; Julius F. Hotard, City Clerk, and Andrew Kraus, City Treasurer.

For over 75 years Gretna has been the seat of government of Jefferson Parish. For most of that three quarters of a century this West Bank commercial, banking and manufacturing center grew slowly and steadily, but not dramatically. Then suddenly, within the last few years, it began to spread and expand in all directions.

Just about a block from the Memorial Arch in the heart of town that marks the site of the original Destrehan plantation that was the birthplace of the parish, Gretna recently welcomed the new Parish Court House, the symbol of modern Jefferson and the most distinctive edifice in the parish, the impressive nine story structure that is the tallest on the West Bank and the first glass building in the southern part of the United States.

About that same time, with 2,000 feet of the western approach of the Greater New Orleans Mississippi River Bridge that opened in April of 1958 within its city limits, it became not only the parish capital but the Gateway to Greater Jefferson, with the newly constructed West Bank Expressway pouring new teeming traffic through it, much of which peels off to do business in Gretna's downtown district, or in its huge \$32 million West-Side Shopping Center, with its nearly two dozen stores, flanking the West Bank Expressway and within ten auto driving minutes of the greater bulk of the population of both sides of the river.

The 1960 unofficial Census count of 21, 841 (with more to be added) repre-

sents a 50% increase over the population figure of 1950. This rapid population increase is due mostly to the new subdivisions that have enlarged Gretna recently, three of which (including Terrytown) south of the West Bank Expressway have a potential of 10,000 new homes.

#### GRETNA IS PROUD OF ITS NEW SEWERAGE SYSTEM

At the outset of this sudden surge of activity and population several years ago Gretna was caught with its sewerage system sadly inadequate. Whereupon the voters in 1958 approved a \$846,000 ad valorem bond issue for the extension of sewerage throughout the city. Lateral and trunk lines — totaling 15 miles — were constructed, plus two miles of force mains. The city system has seven sewage pumping stations. The last extension of this program was completed in March of 1960 and now Gretna is the only incorporated municipality in Jefferson Parish with a complete, modern, sanitary sewerage system.

This fact will not be affected by the coming new growth planned by architects and real estate developers — for by law all future subdivisions opening up new residential areas are required to provide sewerage, paved streets, water lines and sub-surface drainage.

#### WATER DEPARTMENT IMPROVEMENT

The Gretna Water Department in 1960 completely replaced its water plant filter system, the old system being in

use since 1929. This cost \$17,000, took about 30 days, and was completed the first quarter of 1960. It consisted of taking out all of the old gravel and sand, replacing with new and putting in a new vitrified clay bottom.

The Gretna Water Department has 4 filters, each with a 500 gallon a minute capacity, which means that the entire filter system purifies for city consumption and fire protection 2000 gallons of river water a minute. The whole city is piped for water.

In addition to the reconstructed filter system the city added a new compressor to its fire alarm system, adequate for a modern Gretna.

#### NEW GOULD FIRE STATION

Gretna is historically famous for its fire departments. One is the David Crockett Fire Company No. 1, the oldest still functioning volunteer fire company in America. Another is the Gould Fire Company No. 2 which dates back to 1890 and which on March 16, 1960, dedicated a new station located on Gretna Boulevard and Lafayette Street, the only fire station in the Gretna area south of the West Bank Expressway.

This new station is built on a site measuring 200' x 200' secured from the City of Gretna on a 50 year lease.

The living quarters for the chauffeur consists of 2 bedrooms, bath, living and dining room combination, kitchen and carport. The Engine House itself is 40' x 80' and is available to the public for wedding, dances, etc.

The cost of this new fire station was approximately \$38,000, planned and

constructed through the efforts of the Gould Fire Company No. 2 building committee. It will house two engines, both Seagrave Pumpers, one with a capacity of 500 gallons and the other 1000 gallons.

Fire Chief John R. Ridge of Gould Fire Company No. 2 states that this station at Gretna Boulevard and Lafayette will protect the area bounded by the West Bank Expressway, the Harvey-Gretna boundary extending to Outfall Canal and the Jefferson - Plaquemine Parish line. It will take in five new subdivisions: Terrytown, Rose Park, Timberlane, Gretna Park and Garden Park.

#### GRETNA'S GREAT WHITE WAY

Back in 1958 the people of Gretna enthusiastically approved a 5 mill tax for the improvement and modernization of the city's street lighting system, and by the end of 1959 the Louisiana Power and Light Company had completed a \$125,000 street lighting program.

Most of the streets were improved with larger incandescent bulbs enclosed in globes mounted on mast arms. However, Huey P. Long Avenue, Fourth and Fifth Streets, Lafayette and Franklin Avenues, were equipped with 400 watt improved 20,000 lumen mercury vapor seal lights.

Franklin Avenue, one of the city's most popular feeder boulevards from the Bridge and the West Bank Expressway, is now so brilliantly and beautifully lighted at night that it has become known as Gretna's Great White Way.

Present at the March 15 dedication of the new Gould Fire Station in Gretna's expanding suburbs south of the city were left to right: A. M. Rouprich Jr., Emil C. "Dutch" Hofmann, Walter Hebert, George T. Dunn, Henry Haas, Rupert Fitzgerald, Leonard Morais, Joel Owens, John R. "Robbie" Ridge and Felix Hebert.





Showing the pool side lounging area of The Whitney Apartments at Stumpf Boulevard and Whitney Avenue intersection—the largest apartment building in Gretna. Started in 1957 the additions recently made brings it to a total of 68 fully occupied air conditioned efficiency and one and two bedroom apartments renting from \$90 to \$150.

There's even a Kiddieland to entertain the youngsters (this giant cave man welcomes them to its location just to the right of the picture) at the \$32 million WEST-SIDE SHOPPING CENTER—Gretna's "city within a city" where there are nearly two dozen stores in which to shop, parking space for over 2000 cars, access from all directions and only ten minutes from the bulk of the population on both sides of the river.





This handsome Willow Drive residence is located in Garden Park, the largest and most valuable subdivision on the West Bank when it was opened in 1947, started Greater Gretna. Since then Garden Park Extension No. 1 and 2 and Westlawn Subdivision have been added to this popular residential area for beautiful homes.

Keys to the City of Gretna were given to the King of Gretna (Mr. Louis Kennedy) by Brenda Vicknair of Chinchuba Institute for the Deaf in Marrero, La. To the left of Brenda is Cathryn Kass, Queen of Gretna, and directly in the back of Brenda is Mayor White.





Gretna's new Great White Way—well lighted Franklin Avenue leading toward the Mississippi

### STREET MAINTENANCE AND GARBAGE DISPOSAL

Among the recent municipal programs for modernizing Gretna was the continuing schedule for hard surfacing city streets and expanding the garbage collection system. City Engineer Alvin E. Hotard reports that within the last year Gretna has paved 18 different streets together with sub-surface drainage and the city has added two new stake trucks for trash collection.

### RECREATIONAL GRETNA

Back in 1958 civic minded Gretna voted \$300,000 for the construction of two huge city swimming pools, one for the white and one for the colored citizens.

The white pool, through which circulates a half million gallons of water

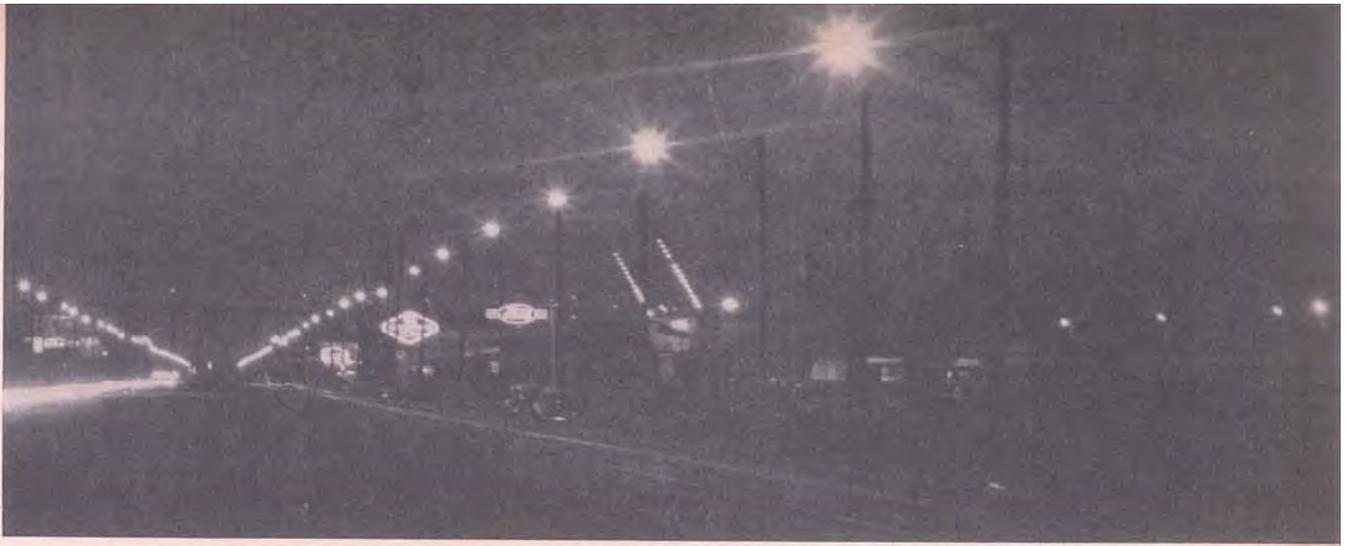
every 8 hours, can accommodate 900 swimmers in both the diving and swimming divisions, is equipped with under water lights and is flanked by dressing rooms, showers, toilets, and first aid station. The colored pool with exactly the same facilities will be slightly smaller and will accommodate 400 swimmers.

The white pool is located at Mel Ott Park, which is the new name for the popular Gretna City Park that was acquired several years ago in connection with the purchase of the new city incinerator property and has been developed into one of the most attractive spots within the city limits. The colored pool, not yet completed, is located on Gretna Boulevard.

Both pools are part of the Gretna continuous city wide recreational plan for adding facilities and expanding the

Participating at the March 15 dedication of the new Gould Fire Station, designed to protect Gretna's expanding suburbs on the South, were left to right: Robert Pons, A. M. Rouprich, Leonard Morais, Walter Hebert, Felix Hebert, Cullen C. Schouest, Reverend C. S. Walker, B. H. Miller Jr., Mayor William White, Reverend J. Thomann, Eugene Gehring, George T. Dunn, Don Marchese, Leo Rose and John R. Ridge.





River Bridge which can be seen in the background in this night photograph.

activities of the summer youth program. Part of the plan is a new 23 acre park site in the rapidly growing area alongside the Belle Chasse Highway.

#### SUMMARIZING GREтна

It is astounding to realize that many of Gretna's recent improvements have been brought about, not only without the necessity of additional taxes, but actually with the reduction of the rate of taxation or millage on certain categories. This amazing situation is another prima facie proof of Gretna's surging prosperity — in the increased revenue from the retail sales tax and the state beer and tobacco tax which permitted Gretna to finance many of its recent improvements.

From one marshal and one patrolman back in 1944 Gretna's growing population and civic responsibility now demand the 24 hour protection of a Chief

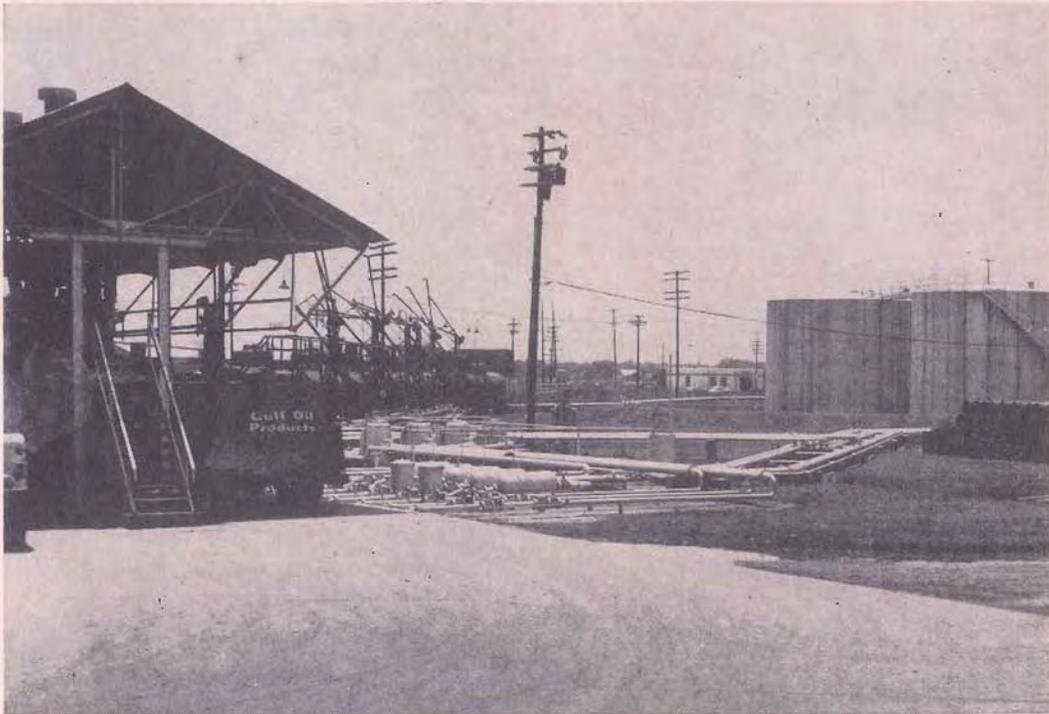
of Police and fifteen well trained, well equipped, uniformed officers working with up to date police patrol cars with two way radio systems.

An excellent indication of the booming business of this 22,000 population Jefferson Parish Capital City is reflected in the report of the First National Bank of Jefferson Parish, whose main office is located in Gretna, which showed deposits at the end of 1959 amounting to \$31,134,885.

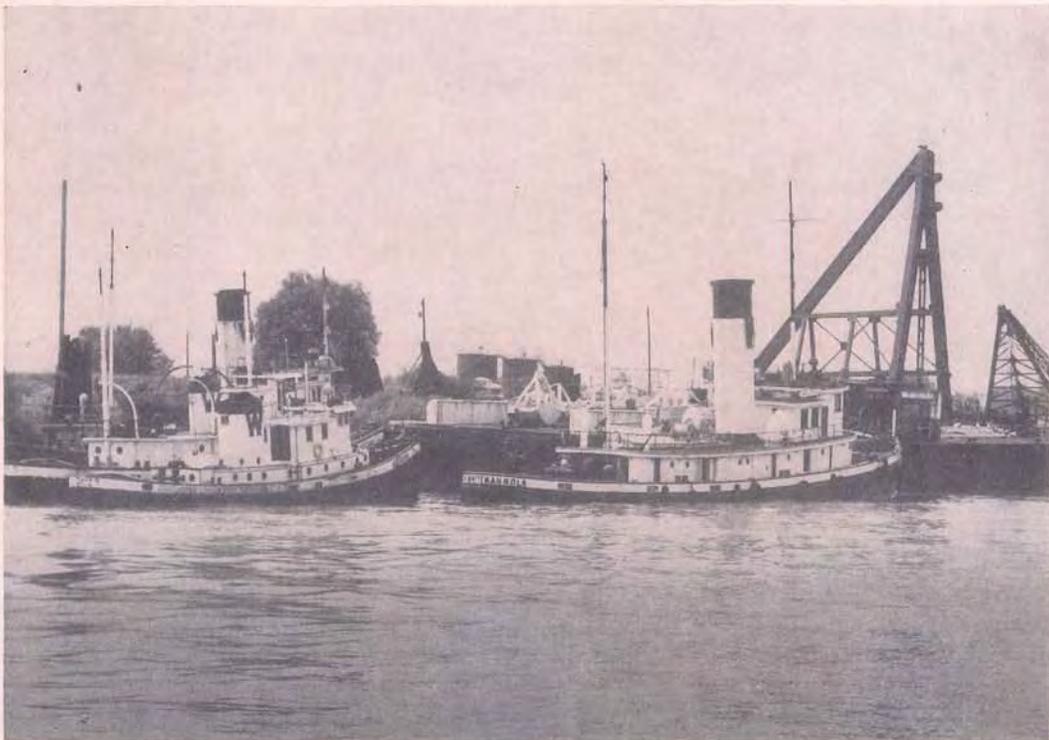
The new Mississippi River Bridge, the new West Bank Expressway, the new Court House, the new subdivisions and the new businesses coming into Gretna all have definitely contributed to its sensational surge forward in the last three years — but, added to these, let us not overlook, is the ability of Gretna's leaders and citizens to grab opportunity by the forelock and hold on.

Superintendent Eugene Gehring of the Gretna Water Department shows the Review photographer the four filter basins in which new vitrified clay bottoms have recently been installed at a cost of \$17,000.





The Gulf Oil Terminal in Gretna supplies light oils and lubricants to over 50 bulk plants in South East Louisiana and South West Mississippi. The oil arrives by barge and is unloaded by the most modern equipment available for distribuion by truck to the bulk plants.



Pictured above is a scene at the George T. Whiteman Towing Co., Inc. which has been located in Gretna for over 50 years. The Whiteman tugs are used in towing operations in the river and nearby oil company canals, and the Whiteman derricks facilitate extensive slip unloading jobs.



### OFFICIALS OF THE CITY OF KENNER

From left to right, seated: Mrs. Hilda Clement, Clerk; Philomene Paasch, Sec.-Treas.; Mayor Joseph S. Maggiore, Sr.; Michael J. Damiano, Mayor Pro-Tem and Alderman; Mrs. Eunice Dupepe, Tax Collector; Mrs. Betty Celestin, Clerk. From left to right, standing: Edward J. D'Gerolamo, Alderman; Ray S. Dupepe, Alderman; Thomas LeBlanc, Alderman; William R. Mancuso, Fire Chief and Alderman; Edward J. Stoulig, City Attorney; E. G. Roessle, City Engineer.

## KENNER'S PROBLEMS AND PLANS

By Mayor Joseph S. Maggiore, Sr.

The City of Kenner, which just five years ago celebrated its Centennial, grew slowly during the greatest part of its first century. But in the recent Fifties its population more than tripled, rocketing from 5,535 people in 1950 to 16,954 in 1960. The inducements and opportunities that Kenner offers to new residents and businesses, plus careful planning and zoning by the city officials, are the main reason for such progress.

Three thousand new homes have been built in the last six years on land that not too long ago proudly produced carrots, cabbages and shallots. Kenner has been thoroughly transformed from what was once the Southland's leading truck farm center to one of Louisiana's fastest growing cities.

Indicative of this is the report of Kenner's year old Department of Regulatory Inspections which shows that building permits for over six million dollars worth of new construction were issued in 1959—including in the 21 different classifications of construction listed a total of 372 new homes (over one a day), 13 new commercial buildings and 26 additions to commercial buildings already existing. Another indication is that Kenner assessments

went up over a million dollars during this last year.

Caught with a permanent building and business boom on their hands, and with inadequate paving, drainage and no modern sewerage the officials of the City of Kenner and its recently appointed Planning and Zoning Commission have been working far into many nights master-planning improvements as fast as city finances and the cooperation of parish, state and Federal assistance will permit.

#### SEWERAGE PLAN SUBMITTED

High on the agenda is the practical Kenner plans for a modern sewerage system. In December of 1959 the Preliminary Engineering Report was submitted, proposing the establishment of Kenner Sewerage District No. 1 south of the proposed interstate highway, and which would serve 12,000 of Kenner's 16,954 population. This district takes in all of the heavily built up area of the city.

The plan calls for a modern sewerage collection system and a sewage treatment plant, the latter of which is a must in any Kenner sewerage program adopted, for no sewage can be turned into shallow Lake Pontchartrain, which

is protected fishing and boating water.

The total cost of the proposed Kenner sewerage system is estimated at \$3,238,420 with the treatment plant itself costing \$895,000 of that total. The report recommends financing this treatment plant by a Federal Grant of \$225,000 already applied for and possible under the Water Pollution Contract Act, plus an ad valorem Bond Issue of \$650,000. The greater part of the total expense, the sewerage collection system itself, would be financed by property front footage assessment in the areas served.

So important is sewerage to Kenner, and so within the bounds of Kenner's financial ability to handle it, that the officials are about ready to present the plan to the voters for the required Bond Election.

#### PAVING PROGRAM PROCEEDS

Also high in priority is Kenner's street paving program aimed at 100% coverage of all city streets. During this last year ten miles of Kenner streets were paved with property owner participation. The city officials plan to ask Federal aid to accelerate the paving and drainage necessary to keep up with Kenner's precipitous progress.

#### RECREATION FACILITIES TO BE EXPANDED

Kenner is proud of its already existing Recreation Program, for which the budget was recently increased (made possible by the mounting revenue from the Brake Inspection Program) and of which the summer activities are supervised by 12 paid directors and assistants, both white and colored. But one of the four features of the Kenner Mas-

ter Plan recently approved by the Zoning and Planning Commission is an expanded Recreation Plan.

This plan includes additional playground areas and two swimming pools — plus a spacious Recreation Center which is so necessary to round out the year's activities with a winter program. The proposed Recreation Center will comprise an auditorium and gym, tennis courts, swimming and diving pool, a terrace for lounging and relaxing, area for lawn games, a tiny tot playground, a softball court, fields for baseball, football, hockey and soccer—plus a sizable picnic area.

#### LONG RANGE STREET PLAN

To make certain that the rapid development of Kenner will be uniform and not haphazard, the city has adopted a long range street plan prepared by a firm of consulting engineers. This plan includes a parkway system, the efficient joining of certain now open areas with the already developed occupied areas, and a lake shore parkway to be constructed in connection with other developments along the lake front. Also—a Housing Authority has been created by Kenner to plan for the elimination of now built up areas that do not conform with minimum housing facilities of a modern Kenner. In this connection Kenner has applied for a 60 unit low rent housing project under Federal aid, with supplementary units to be added later.

#### OTHER EXAMPLES OF KENNER'S SPECTACULAR GROWTH

As the Fifties drew to a close the city's rapidly mounting population ne-

#### KENNER PLANNING AND ZONING COMMISSION

Left to right: Jules D'Gerolamo; Miss Raphaella Maggiore; Chris A. Lochbaum, chairman; Mayor Joseph S. Maggiore, Sr.; Michael S. "Ike" Centanni; Philomene Paasch, clerk; Sam A. Wool.





A BIG REASON why the tourist business in Jefferson Parish is booming along at an all-time high is characterized by the ultra modern Hilton Inn, a new 300 room hotel situated on the Airline Highway opposite Moisant International Airport. This and other fancy hostleries which have been built in the past two to three years are attracting hordes of visitors to Jefferson.

cessitated a progressive school program for over 5,500 children attending public and parochial schools in Kenner.

With this article is the architect's sketch of the new Our Lady of Perpetual Help School and Convent Building to be completed soon in Kenner. This new two story school building will contain 16 classrooms, library, audio-visual room, and administrative offices including the principal's office, secretary's office, faculty lounge and first aid room.

The city's increased activities and responsibilities required the hiring of four new city office workers, the appointment of 2 new Police Captains, six additions to the Airport Police Force and one addition to the City Police Department. Also—three new model pumps, complete with up to date equipment and short wave radio, were added to the Kenner Fire Department. A training program in first aid and emergency crash technique was established for the members of the Fire Department.

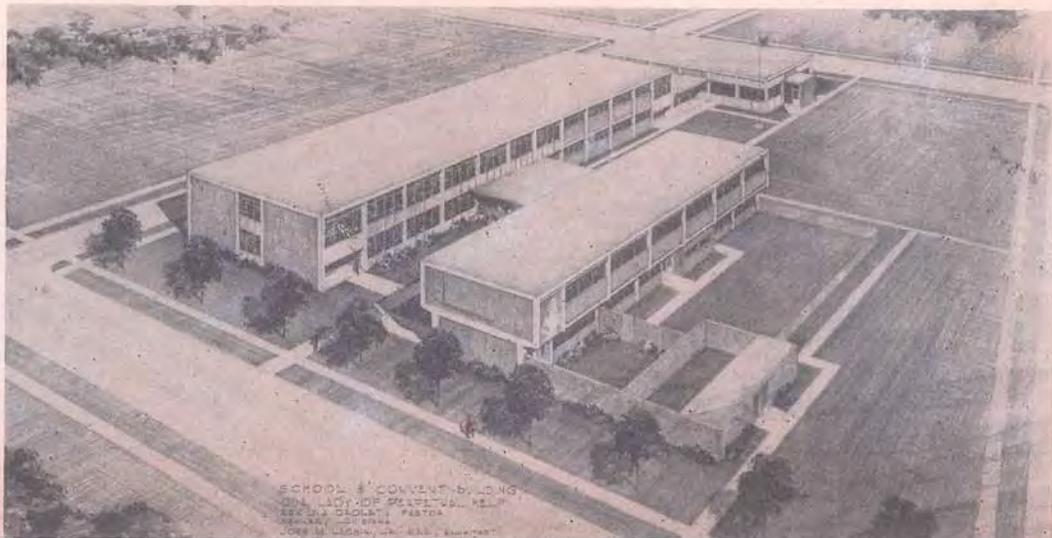
One of the most dramatic visible examples of Kenner's increased business activity during the Fabulous Fifties is

the new \$75,000 downtown U. S. Post-office—a vital necessity as Kenner's postal receipts had jumped from \$40,000 in 1954 to \$133,000 in 1959.

Kenner has added a new industry during the last year, the Bell House Aluminum Windows of Louisiana, manufacturing aluminum jalousies, and its Nupak of New Orleans, manufacturing plumbing supplies, has expanded its production facilities.

Through Kenner passed last year the 1,200,000 air passengers that arrived or left New Orleans via Moisant International Airport. Through Kenner over the Airline Highway passes the teeming traffic to and from Louisiana's Capital and the mid continent of the U. S. It is served by air, highway, rail and water (part of the Kenner Master Plan is the future development of a small harbor on Lake Pontchartrain for pleasure craft). It has the land and the location to attain a size of which its present population and business is only a tiny beginning. Kenner is already setting its sights for a 30,000 people city in the rapidly approaching future—and is making its plans accordingly.

Architect's sketch of the new Our Lady of Perpetual Help School and Convent Building now under construction in Kenner.



SCHOOL & CONVENT BUILDING  
OUR LADY OF PERPETUAL HELP  
ARCHITECT: J. M. LEECH, FAYAT  
DESIGNED BY: J. M. LEECH  
J. M. LEECH, ARCHT. & ENGR.



#### OFFICIALS OF THE CITY OF WESTWEGO

Seated from left to right: Jacob Gregory, Marshal; Clarence A. La Bauve, Sr., Alderman, and Mayor Pro-Tem; Antoine Alario, Alderman; Roy C. Keller, Mayor. Standing, left to right: Calvin W. Shewmake, Alderman; L. J. Bernard, Jr., Alderman; Nestor L. Currault, Jr., City Attorney; Charles G. Muller, Alderman; and Xavier Miller, Secretary-Tax Collector.

## WESTWEGO EXPANDS

By Roy C. Keller, Mayor

Probably the one item on Westwego's recent active agenda that best dramatizes its pulsing progress is the fact that in the Fall of 1959 the Mayor and Board of Aldermen passed an ordinance to bring new adjoining land into the city limits.

Influencing this decision was a series of projects—in and around Westwego, in process and pending—all destined to make Westwego bigger, better and busier. Here are a few of the more important developments.

U. S. 90, one of the heaviest traveled highways in the nation, is the Short Cut across the Deep South between Florida and California. As this is being written the Westwego end of the West Bank Expressway connecting West Jefferson with this busy cross country route is being completed. Then will pour through this historic Seafood Capital of the Parish (the home of 7 seafood plants) and Gateway to the planned Jefferson Parish Industrial Seaway the teeming traffic of U. S. 90 travelers and tourists leaving or entering New Orleans via the new Mississippi River Bridge.

New people by the tens of thousands will become familiar with the river, rail, seaplane base and road industrial advantages of this city which just recently topped 10,000 population, and whose

aggressive citizens are busily preparing their community for tomorrow's inevitable commercial and residential growth.

With 95% of its street paving program now completed, the city is concentrating on a citywide sewerage plan on which it will shortly ask the voters' approval in a Bond Election.

Westwego benefits greatly from the new parish \$2 million West Bank Drainage Program, which will establish a new 200,000 gallon per minute Pumping Station west of Company Canal, will clean out the existing canals, raise the existing levees to 18 feet above flood level and construct new levees to contain Bayou Signette—all of which will safeguard Westwego and its environs against flash floods and the after effects of excessive rainfall.

About a hundred new homes were built in Westwego last year, almost 30% more than in 1958. Its Wego Shopping Center has added five new businesses. The new White House Subdivision Extension has sprung up within the area bounded by the Expressway, Pitre Drive, Avenue E and Pitre Street. And the new 5 man Housing Authority of the City of Westwego appointed by the mayor, with a Director and office at 405 Sala Ave., will administer Westwego's expenditure of \$1,300,000 for 100 new

low income rental homes under the provisions of the 1956 Federal Housing Act.

To add to the effectiveness of its efficient 5 truck and 275 man Volunteer Fire Department Westwego has completed the installation of 60 strategically located fire alarm boxes. Its city owned Water Department has recently added over 10,000 feet of new water line extensions for greater fire protection and pure water service to its over 3000 customers, the highest number in its history. A 24 hour squad car police patrol and Westwego's now famous 10 o'clock curfew have practically abolished crime and juvenile delinquency in Westwego.

Following through on the subject of youth, the Westwego Lions Club recently added to well equipped and popular Westwego Park one new shelter, complete with lavatory facilities, two for the males and two for the females. And high on the Westwego's schedule of projects is a comprehensive recreational program.

Although Westwego now employs only a part time recreational director, the city wide interest of the young people in the Park's facilities for baseball, tennis and basketball constantly increases. Last year 150 boys participated in the summer baseball leagues.

Westwego continues to add diversified industries to its already recognized

status as a seafood packing center. It recently acquired the National Gypsum Company with its million dollar annual payroll. This Spring the new Continental Grain Elevator, which the Westwego Water Department supplies with its requirements of water, began operations just outside the city limits. And just a few months ago there opened at the river and Avenue A the new Westwego plant of the Gulf States Asphalt Company, which has other operations in several leading cities and foreign countries.

This new plant produces a long list of asphalt products, and although it practically just opened it has already found it necessary to install additional equipment and expects to be employing around 100 people by the end of the year.

Wide awake Westwego gave a pay increase to its city employees in 1959. The Post Office almost doubled its postal receipts last year. The Westwego branch of The First National Bank of Jefferson Parish already has more than 6,500 accounts. Westwego, recognizing the potential in the Expressway, has already joined with other Louisiana communities in support of a statewide tourist inducement program.

In short—Westwego is a city where the civic bodies, the Mayor and Board of Aldermen, the business men and the individual citizens all pull one way—forward for Westwego.

Below: WESTWEGO'S CITY POLICE AND AMBASSADORS OF GOOD WILL—left to right, front row: Nicholas LeBlanc; Jacob Gregory, Marshal; J. B. Falgout; William Munch. Back row, left to right: Nolan Dufrene; Jack Valence and J. Warden.



Insert: Mayor Roy C. Keller, Progressive Mayor of expanding Westwego and author of this article.

Top: Nearing completion of construction, when this photo was taken in May, is the new Shelter Building, established in popular Westwego Park by the Civic minded Westwego Lions Club, and to be maintained by the City of Westwego.



Bottom: The efficient Westwego City owned 3,500,000 gallon a day capacity Waterworks.



The St. Rita Catholic School of Harahan opened its doors to 340 children from the first to fourth grade in the Fall of 1953. Since then it has steadily enlarged, adding classrooms (it now has 24) and a gymnasium-classroom building, until now the school has an enrollment of 1050 from the first to the eighth grade, with a faculty of 6 Sisters of St. Joseph and 19 lay teachers. Its two parents' clubs have contributed greatly to its growth—the Dads' and Mothers' Clubs—the latter of which has raised \$60,000 for the school in seven years.

## A HEADLINE YEAR FOR HARAHAAN

By Mayor T. F. Donelon

The City of Harahan, which reached a population of 9200 people as of January 1 this year, has long been recognized both by New Orleans and Jefferson Parish as an ideal and convenient community to buy or build a home.

It offers to the suburbia seekers of New Orleans only 5 automobile miles away, and to the thousands of employees of the busy industrial area flanking it but outside its city limits, that happy combination of city living with a country atmosphere—roomy yards for the family to grow and plenty of community recreational facilities for the children to enjoy, for Harahan is proud of its playgrounds, exceptional for a city its size.

But this year Harahan becomes even more ideal as a City of Homes—more pleasant for its commuter residents, for its business traffic, for its increasing surge for visitors—for this is the year the state government with federal aid will complete another concrete two-lane section of Jefferson Highway through the heart of Harahan.

In preparation for this wide new traffic ribbon binding it to the surrounding communities and the new business and

new people it will bring, Harahan has been busy for a couple of years. Over 8,000 feet of open ditches have been covered through the combined cooperation of the property owners and parish and city personnel. The Harahan Garden Club has been working on a city wide beautification program, cleaning up unsightly vacant lots and clearing out unsightly buildings. With the completion of the two-lane highway through Harahan's main thoroughfare the program will be expanded to beautification of the neutral ground and the area around the new Municipal Building.

This new \$160,000 Municipal Building incidentally, which will also be completed later this year and which replaces the 70 year old former school house present building; will headquarter the U.S. Postoffice, the City Hall and the Central Fire Station (which will house 3 engines). This is another of Harahan's proud steps forward in its program of civic improvement.

Street paving and sewerage are, of course, its most pressing problems. Aiming at eventually blacktopping all of Harahan's streets the city is at-

tacking the problem as it can handle it, a section at a time. The road crew for the maintenance of Harahan's streets has been tripled for greater service. Right now it is working on a plan to pave three more additional miles of city streets with property owner participation. And the city officials are probing the possibilities of joining with the parish, combining an adjoining part of the unincorporated area with Harahan in a single Sewerage District.

During this last year Harahan has increased its street lighting by about 20% by reducing the space between lamps. Its police protection is adequate and efficient — now comprising a Marshal, four full time patrolmen, one part time patrolman, and two modern two way radio equipped squad cars on 24 hour duty.

A few paragraphs back we mentioned Harahan's pride in its playgrounds: The Zeringue Playground, fully equipped for children under 12 with swings, slides, climbing trapeze, and other equipment in a three quarter block area. The Royland Playground, also for children under 12, to which additional equipment has recently been supplied. And the large Soniat Playground, for children of all ages, in which a Harahan civic group has recently installed a lighting system for night games and enjoyment. Relative to Harahan's recreational program is the fine new gym that has recently been built by St. Rita Catholic School.

Residential Harahan continues to prosper with its adjoining Industrial area and is interested in and affected by every new industrial occupant. As this



The over a century old Tchoupitoulas Plantation home that was so long a historical landmark of the Colonial Country Club at Harahan was torn down this year and a new addition just completed on the present Club House built in 1953. The above photographs show the Club House before and after the removal of the famous old mansion alongside it.

is being written the news has been released that the long pending negotiation of Anheuser-Busch to establish a brewery in this area have finally reached the point where the property has been purchased from the Illinois Central Railroad.

This city of Homes that lies just beyond one of Jefferson's most concentrated industrial sections and includes one of the area's most beautiful Country Clubs, is being gradually encircled in the other directions by new subdivisions and dotted by new homes going up at the rate of over a hundred a year—a healthy steady growth for this community so recently in the village status and which just this year will welcome an additional two-lane concrete highway with a neutral ground separating it from the present two-lanes.



#### OFFICIALS OF THE CITY OF HARAHAH

From left: John Coutrado, Marshal and Fire Chief; Clinton J. Cressionne, Alderman; James Alexis, Alderman; Roy Geoghegan, Alderman and Mayor Pro-tem; Thomas F. Donelon, Mayor; Mrs. Lillian Bourg, Tax Collector and City Clerk; Lloyd B. Marshall, Alderman; B. E. Galloway, Engineer; and J. Hugh Martin, Attorney. E. Landry Murphy, Alderman, was absent.



# GRAND ISLE

A scenic view of Grand Isle's famous 8 mile long beach, the only saltwater surf bathing beach accessible by road between Texas and Florida.

By Mayor Michael A. Harris

During the early part of this century Grand Isle was both a hundred miles and a hundred romantic years from downtown New Orleans, an almost undisturbed page out of Jefferson's pic-

turesque past, when Jean Lafitte and his Baratarians headquartered at Grand Isle and Grand Terre and brought their loot unloaded from privateers up through Jefferson's bayous by pirogue.

Even today still stands the island home of Louis Chighizola, the trusted lieutenant of Jean Lafitte, and still remains part of the nearby oak tree with the hole in its trunk where legend claims Lafitte left message for his men. The oleander lined and oak canopied lanes still crisscross the island as they did in the days of the Baratarians, and many of the islanders still fish for a living as they had done before and after Lafitte's ten long years as a smuggler, privateer and patriot had made Grand Isle the setting of one of America's



#### OFFICIALS OF THE TOWN OF GRAND ISLE

From left to right, front row: Clyde W. Pregeant, Alderman Ward One and Mayor Pro-Tem; Michael A. Harris, Mayor; Virginia T. Adam, Town Clerk and Deputy Tax Collector. Back row, left to right: Edward A. Camardelle, Alderman Ward Four (Cheniere Caminada); Joseph A. Augustin, Alderman Ward Three; Frederick D. Gatz, Sr., Alderman-at-large; and Louis T. Acosta, Alderman Ward Two.

most thrilling tales of adventure.

Not until the middle Thirties was a road finally built to this romantic and remote bit of Jefferson. Not until after World War II, when this road was hard surfaced, did the majority of tourists begin to discover the delights of Jefferson's Pleasure Island—with its 8 mile long beach protected by 3 outlying sandbars, making it one of the safest surf bathing beaches in the nation. Gradually the sport fishermen learned by experience that it is one of the ten top fishing grounds in the world, the annual Tarpon Rodeo became a national attraction, and along the beach began to appear many more seaside homes, motels and fishing camps that marked the beginning of a year round beach and fishing paradise.

For several years vacationers and weekenders and sport fishermen augmented Grand Isles commercial fishing economy, and the islanders, most of them descendants of the same islanders who had occupied Grand Isle when Lafitte ruled it, began to rub elbows with the outside world.

Permanently thrust in the path of progress, the islanders began to desire the advantages of progress. They formed a Civic Improvement Association, a Rotary Club, a Woman's Club and a Fire Department. No longer were they satisfied with their cypress cisterns, and although electricity had been brought to the island several years before, they wanted natural gas for cooking and heat.

Then in the late Forties the drilling crews of the oil rigs appearing offshore began mingling with and living among the islanders. Then came the construction of the \$30 million Freeport Sulphur Drilling Platform, to work the world's first off-shore sulphur mine, seven miles out, together with the hot water heated pipe line to carry the molten sulphur to Grand Isle to be reshipped by Freeport's famous floating thermos jugs. This huge new Jefferson industry began operating in June of 1960.

Last year on June 19, the people of Grand Isle incorporated themselves as a town (the corporation taking in both the island of Grand Isle and the mainland community of Cheniere Caminada across the new steel and concrete bridge.) The first meeting of its new Mayor and Board of Aldermen was held in the new City Hall, converted for the purpose from the old Louisiana State University Marine Laboratory Building. And, with the shortage of fresh



Top: Architect's drawing of the new Our Lady of the Isle Church now under construction.

Lower: Grand Isle Squad Car soon to be equipped with two-way radio, with (left) Frank J. Bradberry, Town Marshal and Tax Collector and (right) Ambrose M. Beeson, Deputy Town Marshal.



water for its growing population being its most pressing problem, the new administration began planning a \$1 million Bond Issue to finance the Grand Isle Water and Natural Gas Systems.

As the main objectives of the new town are gas and water as soon as possible, the Bond Election for them will be held sometime this year, although no definite date has been set when this was written in June. Another important aim, and one on which the town officials are already working, is to establish an effective garbage collection system.

Realizing the tremendous tourist attraction of Grand Isle, one of the finest year round saltwater fishing and seaside resort and surf bathing areas in the Deep South and Louisiana's own and only saltwater beach, the town leaders are planning for both the promotion and protection of the constantly increasing number of vacationers and visitors.

On the active agenda are the installing of two-way radio equipment on our Police Squad Car that is on a 24-hour patrol of the island to protect the property of business, home and camp owners; the establishment of a beach area to be kept meticulously clean and supervised by life guard attendants; and the appointment of a "Tourish Promotion and Attraction Committee."

The Grand Isle of the romantic past has become the Grand Isle of the pulsing present—but it is the aim of the new town to preserve the best features of the former and to procure the modern advantages of the latter.

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## JEFFERSON'S FREE WORLD OF BOOKS

Any report on the Jefferson Parish Library System, an integral part of the Jefferson Parish Recreation Department, must have in it somewhere the word "GROWTH" and it should be underscored.

During the past year the Library's history has been a series of steps forward, some of which have been gigantic strides, such as the establishment of the multi-lingual and reference annex to the Jefferson Plaza Branch. Some of them have been the normal pace of planned progress, such as the extension of the bookmobile routes made possible through the recent purchase of the Library System's new Bookmobile E., costing \$20,000 and capable of carrying 2300 volumes.

As a means of gauging last year's growth of the Jefferson Library System this comparison will help. The number of the books in the parish collection in-

creased this past year alone from 200,000 to 272,000—an amazing 36%.

These additions were not confined to current literature. A determined drive supplemented and rounded out the collection of classical, historical and reference books available to library patrons. An interesting fact, in connection with the books to be made available, is that Jefferson is a riverport with a constant influx of people from other lands. Consequently, it has been necessary to stock books in 26 major languages.

Which brings up the point most important in all library plans—the human element — the person who visits his nearby branch library or bookmobile to get books for research, pleasure or business. What type of person is it we serve in Jefferson?

Careful surveys bring out facts which reflect well on the intelligence and aspirations of Jefferson readers, one of

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the most important being that reading for information and recreation of Jefferson residents tops *all other* parishes in the state by 42% in ratio of readers to the population density.

Total book borrower registration for the East Bank as of June 1960 totals 35,722. The West Bank numbers 19,681. This includes all ages and represents an increase of 9½% over last year.

The parish wide increase in reading has called for planned expansion. The previously mentioned Jefferson Plaza Branch augmented its services to parish residents in April by the addition of a collection of foreign language books and by the installation of a complete reference service. This service in the past was given at the headquarters library in Gretna. Headquarters will continue to furnish this service but the pressure will be lightened by the facilities at Jefferson Plaza Branch.

The Walkerton Branch in Marrero, a new facility for Negroes, was opened this past year and has proved itself an outstanding success. The previously opened Harlem Branch also continues to make progress.

Behind the scenes, the parish librarians themselves took to the classroom to better serve their patrons. The student librarians studied the LSU course "Libraries As Information Centers" under the University's adult extension program. Approximately 30 students participated in this course inaugurated by the Jefferson Parish Recreation Department Director.

With more books, more readers, better service and better facilities the Jefferson Parish Library System proudly closes a year of substantial growth.



One of the busiest sections at Jefferson Parish Library headquarters in Gretna is the Reference Section shown here. Inquiries for information which cannot be handled at the Library Branches are referred here for prompt action.

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(Continued from Page 95)

fast. He would have like to remain at home with Papa.

As race day approached, Miss Dupont, Bouki's teacher drew a pirogue on the blackboard. "What is a pirogue?" she asked. All hands went up. She looked at the eager faces turned toward her.

"Lolo?"

"It is a boat," lisped Lolo through her missing front teeth.

"What is it used for, dear?"

"To race in." Everyone laughed at Lolo's answer for everyone knew it was much more than that.

"Teo?" Miss Dupont called next.

"It's transportation for hunting, for trapping. And the early settlers used it to explore."

"Do you know who were the first to use the pirogue?"

"The Indians," chorused the class.

"Does any one know the name of the first white man to use a pirogue?" This was a hard question.

"Adam," suggested Andre. How the class laughed.

"Well not quite," smiled Miss Dupont.

"DeSoto and his men were first to discover the Mississippi River. They were the first white man to use the pirogue."

Bouki longed to tell the class about the wonderful pirogue Papa was building right now in their yard. But no, Papa said he was to make like an oyster. He pressed his lips together.

"Why do we use the pirogue today?" asked teacher.

Bouki answered, "My Papa say 'it rides on the dew.'"

"What does that mean?" prodded Miss Dupont. Every boy knew that only a pirogue can travel in inches of water. All other boats need deeper water.

Teo added. "They capsize easily. A man must be born on the bayou to handle one."

"You got to part your hair down the middle," explained Andre, "otherwise you fall in the bayou."

At home Papa rubbed the hull with sandpaper to make it velvety smooth. It seemed created by inspired hands. Mama gave all the credit to the Bon Dieu.

At last a day came when the pirogue was ready for the water. Bouki and Mama watched Papa gently lower himself and paddle downstream. The beautiful hull was lost from sight in seconds.

Bouki jumped up and down with the happiness. Surely Papa would win the Race.



## TELEPHONE PROGRESS

By Jim Pitts, District Manager,  
Southern Bell Telephone & Telegraph Co.

Southern Bell has a great deal of confidence in the future of Jefferson Parish as it witnessed by the amount of telephone growth in the past ten years. Telephone growth and population growth are signs that an economy is healthy; and in Jefferson Parish both have been on the increase.

It was surprising to see statistics on population growth; in 1950 the population was 103,873 — today it is 207,891. This represents an increase of more than 100%. Telephones have increased at an even faster rate; ten years ago there were 26,530 telephones — today there are 82,771, an increase of slightly over 200%.

It takes money to make the wheels of progress turn; during 1960 our plans call for spending \$84,000.00 on West Bank central office additions. On the East Bank approximately \$70,000.00 is scheduled for similar purposes. But this is just the beginning; throughout the Parish the budget allows \$1,575,000 for the construction of pole lines, cable routes and other facilities. In addition to this a site for a new office will cost \$35,000.00 and other building additions will cost \$97,000.00.

Our confidence in Jefferson's bright future is not just something we say. We are planning to construct a new plant during 1960 which will cost approximately \$1,861,000.00, proving that Jefferson's success and ours are tied closely together. We believe in Jefferson Parish and sincerely hope that people of Jefferson believe in us.

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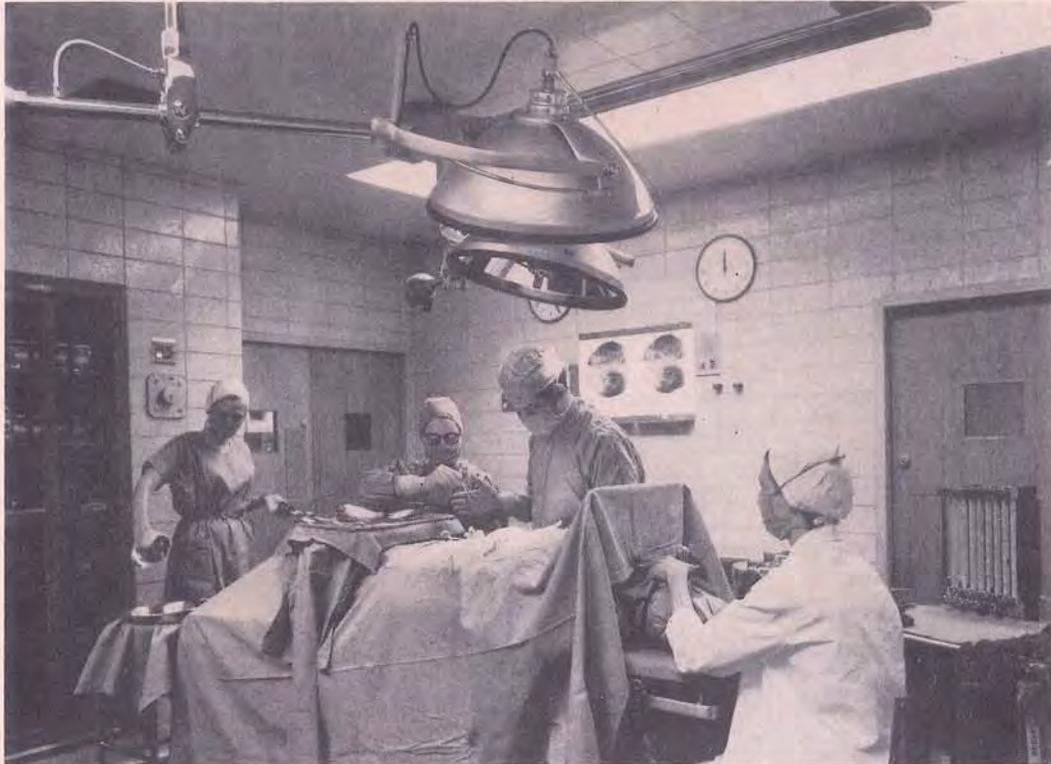
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The second floor operating room of the new West Jefferson General Hospital is one of four major operating rooms, all equipped with the most modern facilities for surgery that medical science has yet devised.

## The New West Jefferson General Hospital

Twenty-two minutes after it opened on April 25, 1960, West Jefferson General Hospital admitted its first patient — Mrs. Katherine Duet of 1810 Barataria Boulevard in Marrero — officially inaugurating long and vitally needed hospital service to the West Bank of Jefferson Parish after four years of planning, financing and construction.

Located at Marrero in the geographical heart of the West Bank's population, this new reinforced concrete five story, all air conditioned hospital is provided with every needed facility known to modern medicine and surgery, and is surpassed in the completeness and quality of its equipment by no hospital comparable to its size in the United States.

It was conceived early in 1956 by a number of physicians who met in Gretna to plan a hospital and who were shortly joined by a similarly minded group in Westwego. By their combined efforts they enlisted the active interest of Jefferson civic organizations, the

local medical society, and hundreds of individuals—and within several months Jefferson's several decade dream of a hospital for its West Bank began to come true.

In that same year the voters approved a \$1½ million Hospital Bond Issue and a 3 mill tax for the newly created Hospital Service District No. 1. Two mills of that tax were dedicated to the retirement of the bonds, and one mill for the maintenance of the hospital for a ten year period.

The government matched the parish \$1½ million Bond Issue with an appropriation under the Hill-Burton program of \$1,440,000; twenty acres of land near the West Bank Expressway were purchased from Hope Haven for \$156,290; and in September of 1958 the first piling for the new hospital was driven.

The nearly \$3 million West Jefferson General Hospital which, on the morning of June 23 when this was written al-



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ready had 53 patients registered and 9 babies just born, is a 159 bed hospital plus 32 bassinets. Its bed capacity includes 26 private rooms, two 4-bed wards on each nursing floor and the remainder being semi-private or 2-bed rooms.

Although not a charity hospital it will accept emergency cases, and at the present time has 166 doctors on its medical staff. On the basis of the national hospital experience that it requires two people to care for each patient, West Jefferson will employ over 300 people when it reaches its bed capacity.

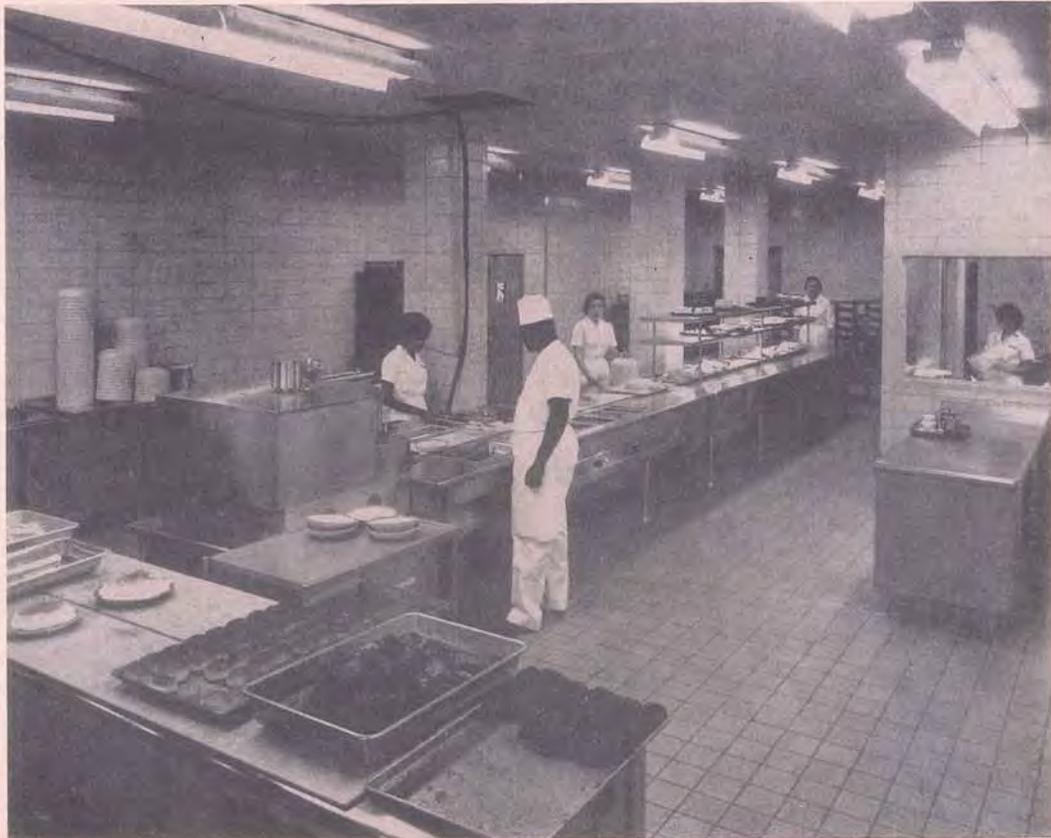
West Jefferson's facilities for service are impressive. There are four major operating rooms in addition to a cystoscopic and orthopedic room. There are two major delivery rooms with a third in reserve. The Radiology or X-ray department has two 300 MA diagnostic and fluoroscopic units of the latest design. The laboratory with all technicians registered is equipped with the latest of scientific apparatus and is able to do the most complex of modern diagnostic tests. On the staff are a full

time pathologist, radiologist and anaesthesiologist. The pharmacy is under the supervision of a Registered Pharmacist and has a complete inventory of the latest drugs.

The all-electric kitchen provides hot nutritious food for the patients under the direction of three graduate dieticians. Two cafeterias are open to the public as well as to hospital employees.

The staff, in rendering an effective service to the community, is magnificently aided by the Women's Auxiliary to the West Jefferson General Hospital, recognized by their "cherry cherry red" uniforms. Among their regular programs are library service to patients, special services to relatives of patients in surgery, hostess service to the public, special programs such as play hour, reading and story telling to the children, and beautification of the hospital grounds, lobbies, etc.

Although in operation only a short time the Hospital Board of six members, headed by Dr. J. J. Massony, chairman, is already looking forward to the inevitable and not far distant expansion on the other ten acres of its property.



In the immaculate kitchen of the new West Jefferson General Hospital showing the first major installations of the Hot Pack Food System in the Deep South. The pre-heated dishes pass along a conveyor belt to the food carts at the end and from there direct to elevator.

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The Immunization Clinic at Lafitte in Firemen's Hall, held the second Thursday of each month. This and similar outlying clinics conducted by Jefferson Parish Public Health nurses are held for various periods of time until the community need is met. Immunizations are available free of charge to all persons from one month of age.

## PUBLIC HEALTH IS PUBLIC WEALTH

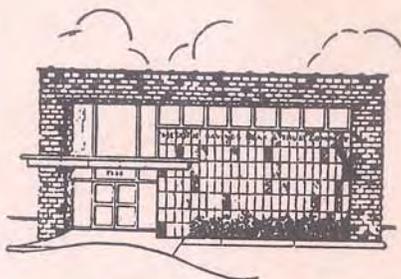
This is the story of the Jefferson Parish Health Unit and what it does. Starting in 1942 in a small way in the Gretna #2 school building, it has grown to meet the needs of our booming parish until today it is housed in a new administration building in Harvey, two branch buildings in Metairie and a separate Rabies Control Center in Marrero. Under a director, a staff of nurses, sanitarians, part-time clinicians and other specialists carry on a wide range of services free of charge to all residents of the parish regardless of income.

There are 7 district services under the general head of SANITATION alone: 1. Inspection of individual sewage disposal systems where public sewage facilities are not yet available. 2. Routine checks of food handling establishments and milk plants, milk and milk products. (For ten years ratings have shown that Jefferson is providing milk and milk products of the highest quality). 3. Samples of food, drink, drugs and cosmetics regularly collected and tested for purity and content. 4. Sani-

tary and safety conditions of all public places regularly checked. Rats are caught and examined for disease and when indications warrant measures are conducted for their control. 6. The control of Rabies in Jefferson Parish is unexcelled in the U. S. This control has been accomplished by vaccination of 14,000 dogs and annual pick up of more than 7,000 strays. 7. Encouragement of the public to phone for investigation of sanitary conditions and pick up of stray or unwanted dogs.

Under the general category of NURSING there are 5 specialized services: 1. The Public Health neighborhood clinics of which more than 30 are held each month. In 1959 the Health Unit gave 100,000 injections to 30,000 Jefferson residents against small pox, diphtheria, whooping cough, tetanus, polio and typhoid. 2. Public Health Nurses working with school teachers for early detection of defects and mental, emotional and behavior problems. 3. The Pre-School health program, a pioneer project of Jefferson Parish the first one in

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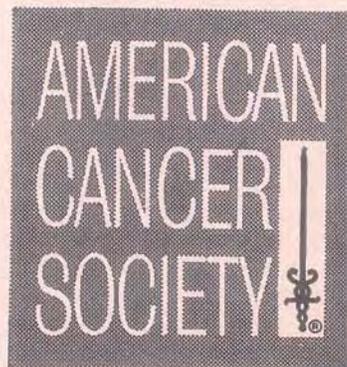
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the State, which operates by testing children attending nursery schools. 4. The community work of Public Health Nurses who in 1959 made more than 8,000 home visits for the purpose of controlling the spread of tuberculosis, polio and diphtheria; to mothers of new babies and to render service to people with chronic diseases and; 481 crippled children are receiving therapy from the Health Unit). 5. In conjunction with the Nursing Department of LSU School of Medicine field experience for undergraduates and graduate nurses is provided.

In 1959 there were 5868 births, 1165 deaths and 608 marriages registered, according to law, with the Health Unit. Copies of birth certificates may be obtained from the Health Unit for entering school, social security, identification, employment and foreign travel.

In HEALTH EDUCATION 154 films covering many health subjects were loaned to various organizations and over 27,000 pieces of health literature distributed.



At the Rabies Control Center, 1969 Ames Boulevard in Marrero, a father and delighted son are shown purchasing a dog that was picked up on the street and not redeemed by the owner. Any Jefferson Parish dog not on a leash or in an enclosed area is considered a stray dog and can be picked up by Rabies Control trucks. Dogs are kept for 5 days, then if not redeemed are sold to any one applying or destroyed.



Pictured below is a Public Health dentist performing dental work on a school child.

The Public Health NUTRITION PROGRAM is planned to improve health through the wiser use of food and guidance is given individual conferences and group meetings.

The Public Health DENTAL PROGRAM cooperates with the schools, conducts dental clinics and renders dental work to children through 4th grade and welfare clients through age 20.

Contrary to public opinion VENEREAL DISEASE is on the increase. The Public Health Unit through tests and contacts uncover many patients and place them under treatment.

Tuberculosis is on the decrease and the Public Health Unit through X-rays and a clinic started in 1959 helps keep this killer under control.

All these and many other functions are a part of the daily work of the Health Unit to help prevent disease, prolong life and promote the physical, mental and social well being of the people of Jefferson.

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An older citizen applying for Old Age assistance, by which older needy persons may more adequately meet their individual needs. (Photo posed by present and former staff members.)

## Jefferson's Public Welfare Program

The Public Welfare Program of Jefferson Parish came into being on March 1, 1935, a quarter of a century ago.

One of the two staff members of the Federal Emergency Relief Administration assigned at that time to set up the operation of the Jefferson Welfare Committee in a makeshift office in the old Court House Building was Miss Margaret Dunlap, now Mrs. Margaret D. Pellegrin and Jefferson Public Welfare Director.

For a little over a year the program was parish sponsored until the welfare office became a unit of the State Department of Public Welfare upon its creation in December 1936. During the ensuing years the parish continued to be responsible for housing the local office until the State Welfare Department was financially able to assume that expense which was not until June of 1950. The Department moved several times over the years finally arriving at its present location at 1111 Newton Street, Gretna, on October 4, 1956—for the first time having a modern, functional building constructed for the specific carrying out of the many functions of today's public welfare program.

Currently there are 5,350 individuals benefitting by public assistance grants in Jefferson Parish. Statistics for January 1960 give the total number of

grants as 3941, of which 2889 are Old Age Assistance recipients, 38 Aid to Needy Blind, 426 Aid to Dependent Children, 143 Foster Care, 228 Disability Assistance and 157 General Assistance.

Today the programs of the local Welfare Department in Jefferson Parish are many and varied. There are 27 professional staff members administering the public assistance programs and giving related services, 6 professional staff members rendering Child Welfare Services and 16 clerical workers. All operations are supervised by an active 5 member Jefferson Parish Welfare Board.

The Public Assistance Bureau administers 5 public assistance programs. These are Old Age Assistance for needy citizens 65 years and older, aid to Needy Blind which is for needy persons of any age who are legally blind; Aid to Dependent Children which is financial assistance to children deprived of parental support in terms of one or both parents due to death, illness or continued absence from home; Disability Assistance and General Assistance for needy persons who are ill or handicapped and unable to work.

Throughout the years of administering public assistance programs, it has been learned that financial need is often

*(Continued on Page 213)*

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NEW ORLEANS 12

# publicizing the PARISH



The first publicity man of Jefferson Parish was a pirate and smuggler.

His name was Jean Lafitte, the patroit who boldly strode with his Baratarians into American history around 1814, dramatically bringing to the attention of the people of the young United States a then remote portion of their domain few knew existed—the twin islands of Grand Terre and Grand Isle and the mysterious maze of beautiful bayou country between New Orleans and the Gulf of Mexico, all of which a little over ten years later became the Louisiana Parish of Jefferson.

Three exciting episodes occurred in rapid succession, spectacular events which transformed the Barataria Country into the colorful backdrop of the Battle of New Orleans.

First, Jean Lafitte and his thousand fighting men who, over a ten year period, had created on Grand Terre and Grand Isle an armed smuggling and privateer stronghold, refused to accept a \$30,000 bribe to lead the British invasion forces through the bayou back door to then defenseless New Orleans.

Second, and very soon after Lafitte and his men had rejected the British offer, a combined force of U.S. gunboats and soldiers descended upon and completely destroyed Lafitte's headquarters and confiscated a million dollars worth of loot. The Baratarians, although a thousand of the finest fighting men on earth, refused to defend their stronghold but fled Grand Isle and Grand Terre into the bayous and marshes—not from fear, but because they would not fire on the American flag which, even though they were outlaws, they considered their own.

The third episode is one that thrills Americans every time they read about it. Jean Lafitte and his Buccaneers, even after the U.S. forces had destroyed their empire, came out of their hundred hiding places to fight alongside Jackson's soldiers in the successful defense of New Orleans. For their important role in the winning of what is now recognized as one of the most decisive battles in

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The start of the Men's Race of the 1960 World Championship Pirogue Races held at Lafitte, Louisiana, on May 15, showing in the background part of the thousands of spectators from all parts of the country who gather to watch this popular Jefferson Parish annual and unusual sporting attraction. The three hour long event sponsored each year by the Lafitte Yacht Club includes the Men's Championship Race, the Women's Championship Race and the Work Boat Championship Race with cash prizes for the winners in all three. The course is a four-mile elliptical course from the fork of Goose Bayou up Bayou Barataria a short distance where a turn is made, then back to the starting point, then down Bayou Barataria where another turn is made and back to near the starting point, which is the finishing line.

American history, a grateful government pardoned Jean Lafitte and his Baratarians of all charges of piracy and recognized them as heroic patriots.

This great American adventure story, practically all of which occurred in Jefferson Parish, has been put into books by Saxon, Tallant, Arthur and Thompson and Cecil B. DeMille has twice presented it as an epic movie under the title of "The Buccaneer." Jean Lafitte still publicizes the parish.

#### OUR FIRST INDUSTRIAL PUBLIC RELATIONS MEN

In the Spring of 1887 a now forgotten Jefferson Parish Police Jury unanimously passed the ordinance that decreed that the destiny of Jefferson Parish should be industrial. It was a remarkable resolution when it is remembered that 1887 was years before the Mechanical Age. The blacksmith shop still dominated every American community and Jefferson Parish itself was

The winners of the 1960 World Championship Pirogue Races of Jefferson Parish pose with their trophies from left to right: Tilton Creppell of Lafitte, winner of the Work Boat Pirogue Race; Mrs. Augusta Myers, of Lafitte, who won the Women's Race for the third straight year over the women's two mile course; Malcolm LeBlanc, also of Lafitte, winner of the Men's Race, who needs only one more victory to achieve the feat already accomplished by his brother Gerald—three straight wins to receive the Clem Perrin Perpetual Trophy. At the extreme right is Henry F. Parker, Commodore of the Lafitte Yacht Club, official sponsor of the races.



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#### TARPON RODEO WINNER

Larry Virgurie of New Orleans is awarded the Barataria Cup donated by Hugh Wilkinson for the top tarpon caught in the 1960 Grand Isle Tarpon Rodeo, a 131½ pound Silver King taken on the first day of the meet. It continued to hold first place during the entire three days of the Rodeo in which a total of 27 tarpon were caught. Virgurie also won the City of New Orleans Trophy for the first tarpon caught in the Rodeo and the Trophy donated by Sheriff "Jack" Fitzgerald of Jefferson Parish, right, for the largest tarpon caught.

98% agricultural.

This historic ordinance could have been passed this year, so current is its wording:

"Whereas we are informed that there are capitalists seeking to locate sites for various manufacturies and considering that the Parish of Jefferson offers desirable locations, and that it is in the interests of our parish to have such manufacturies in our midst, be it Resolved, that it is the sense of this JURY to offer every inducement and encouragement within its province to such enterprises and manufacturies whenever located within our jurisdiction, and solicit visits to our parish by all such capitalists before locating elsewhere."

This was Jefferson's pioneer publicity release — the first of the tens of thousands of statistical reports, newspaper pieces, magazine articles, industrial surveys, booklets, direct mail, radio announcements and TV broadcasts over the intervening years that have helped promote the industrial advantages of Jefferson which this small group of parish officials foresaw and decided to present almost three quarters of a century ago.

Since then Jefferson has completely reversed itself — from a 98% agricul-



Right: The Plaisance family of Golden Meadow, Mr. and Mrs. Lester Plaisance and son Glenn, all three tarpon catching experts, exhibit the three beautiful and big Silver Kings they caught at Southwest Pass during the 1960 Grand Isle Tarpon Rodeo in July.

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NEW ORLEANS, LOUISIANA



Recently selected as "Mr. America" for 1960 was Lloyd Lerille of Harvey, Louisiana (above), the Jefferson Parish lad who built himself by rigorous exercise and weight lifting to his present 180 pounds of smooth flowing muscles that won for him the title. He is now 24 years old and his measurements are waist 30", chest 49" and biceps 17 $\frac{1}{4}$ ". At 18 he won the title of "Mr. New Orleans" and next year plans to try for the "Mr. Universe" title at London.

tural parish in 1887 to a 98% industrial parish in 1960.

#### THE MAN WHO PROMOTED JEFFERSON FOR THIRTY YEARS

Harvey in Jefferson Parish is the name of a community, the name of a canal and also the name of a once very persistent and dedicated man, Captain Horace Hale Harvey. For thirty years he visioned the inland waterway system that stretches from Boston to the Rio Grande. In Jefferson he is remembered as the Father of the Intracoastal Waterway and affectionately referred to by the bayou folks as "The Little Father of the Baratarias."

Captain Harvey inherited a canal. His ancestor, Jean Baptist d'Estrehan des-Tours, had it dug in the early 1720's as a drainage ditch for his plantation. Later, seeing its possibilities as a convenient means of carrying wood in from the swamps, he contracted with the German settlers of Mechanickham (now Gretna) to enlarge it in return for small farm lands. They toiled for three and a half years with wooden shovels and in 1741 completed it, extending it over five miles from the Mississippi River to Little Bayou Barataria.

It became a convenient and busy waterway for the Jefferson fishermen, and when Captain Harvey came into

possession of it he constructed the intricate mechanism that transformed boats over the levee back and forth from canal and river and which preceded the locks.

He saw in his mind this waterway extended from Harvey to deep in Texas and for years he propounded his plan to anyone who would listen. The national capital came to know very well this relentless canal owner and exponent of an inland waterway who would not give up.

Captain Harvey's thirty year one man promotion campaign finally paid off. He lived to see the now famous Harvey Canal Locks installed by the U. S. government and completed in 1933, and his Harvey Canal became Jefferson's vital link of the nation's great inland waterways system that runs east and west via the Intracoastal Waterway and north and south via the Mississippi and Tombigbee Rivers.

Captain Harvey, in Jefferson's publicity "Who's Who," undoubtedly holds the title as the most persistent one man parish promotion man over the longest period of time — and his campaign one of the most successful.

#### THE ANNUAL PIROGUE RACES AND BLESSING OF THE FLEET

Just about a year after the Jefferson Harvey Canal settled into its pace as

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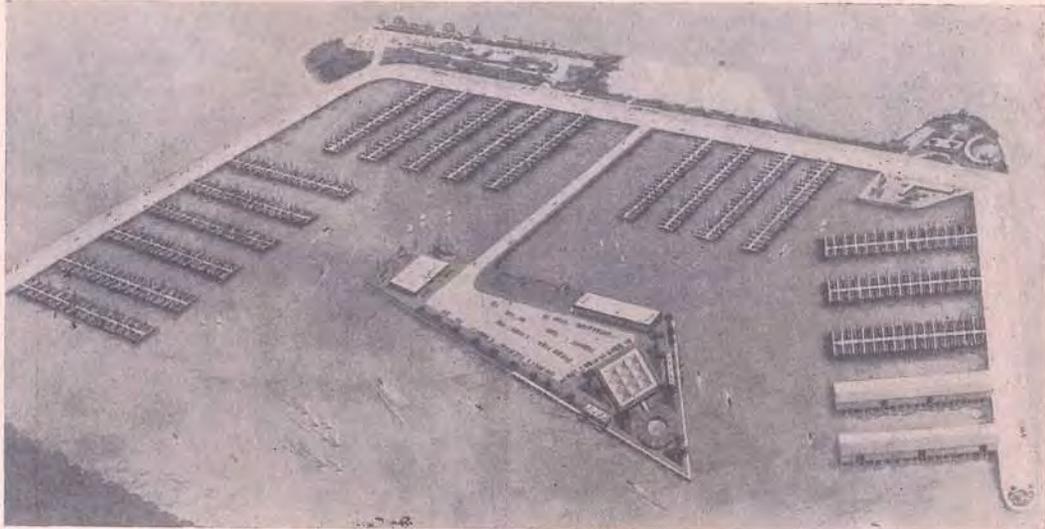
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METAIRIE, LOUISIANA



Here is an architects rendering of the new, elaborate Metairie Marina soon to be constructed near Bon-nabel Blvd. at the lakefront. Plans include 1500 boat slips and a service island with restaurant and lounge, offices and meeting rooms. This luxury development will be a boom to boaters as well as a major tourist attraction. The Marina will extend a mile into Lake Pontchartrain.

part of the Intracoastal Waterway System, bringing new prosperity to the parish and ready just in time to welcome the traffic of Jefferson's new oil industry, there was instituted on Bayou Barataria the now popular "World's Championship Pirogue Races," a sporting event that has probably publicized Jefferson's beautiful bayou country more than any other one event or promotion.

Featuring the Silver Slender Pirogue, modeled after the canoe of the bayous, first used by the Indians who burned them out of cypress logs, and offering substantial prizes for both men and women contestants, this annual event (held this year on May 15) draws as high as 35,000 people on the banks of Big Bayou Barataria from all parts of the country to watch three of the nation's most unique contests of endurance and skill.

The Annual Pirogue Races, together with the Annual Blessing of the Fleet held by the shrimpers of this same bayou area of Lafitte, Crown Point and Barataria, are effectively promoting the activities and the attractions of that part of the parish the average stranger does not normally visit unless some event such as the above is scheduled.

#### ANNUAL TARPON RODEO AND SCUBA TOURNAMENT

At the lower end of the parish Grand Isle, long listed as among the top ten fishing grounds of the world, has been introduced to countless thousands of the nation's sport fishermen through the

Annual Tarpon Rodeo which is now 32 years old, and started long before there was a road to Grand Isle.

This popular Jefferson saltwater fishing classic does not restrict the catch to tarpon, but offers prizes in 22 classifications of sport fish, including cobia (or lemon), jacks, bonito, marlin, sailfish, and dolphin.

To this yearly summer event, which is effectively publicizing far and near the fishing delights of Jefferson's Pleasure Island, has been recently added the Scuba Divers International Tournament, held at Grand Isle because of ideal diving conditions and the abundance of many fish species.

#### CHAMBER OF COMMERCE COUNCILS

During the last few years of Jefferson's phenomenal growth, because of its many new facets to be constantly studied and not only promptly but properly promoted, two Councils of the Chamber of Commerce of the New Orleans Area have been established, one on the West Bank and one on the East Bank. Their members are composed entirely of Jefferson Parish professional and businessmen.

These two Chamber of Commerce groups study and approve or oppose the various parish movements and events as they come up and keep a constant promotion program going on in Jefferson Parish to solve its problems and stimulate its progress.

Among the East Bank Council's Program of Work for 1960 are the continu-



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#### World Record Catch

The show stealer of the 1960 Grand Isle Tarpon Rodeo was this 505 pound Jewfish brought in by Jerry Fabacher of the Jax Scuba Divers Club (shown at far left peering from behind his catch). This broke his own unofficial skindiving world record 491 pound Jewfish he had brought in the week before from the Gulf of Mexico off Grand Isle.

ance of full support for the erection of a 200 bed hospital on the East Bank; promotion of the installation of highway lights on Airline Highway between the eastern boundary of the Parish and Labarre Road; advocate that the State be reappointed after the 1960 Census, so as to provide the people of Jefferson Parish with a fair proportion of representation in the Senate and House; study the many sewage disposal and drainage problems; promote Moisant Airport as an air freight distribution center and study the possibility of creating a branch of the Foreign Trade Zone #2 at the Airport; encourage the establishment of recreational facilities along Lake Pontchartrain for Jefferson residents and tourists; continue to promote the extension and improvement of highways and streets and seek means for the expansion and improvement of transportation facilities. These are the main features of the East Bank's Council's 1960 fifteen point agenda.

On the West Bank Council's 1960 Program Work are the continued promotion of the construction of artificial reefs in the Gulf so as to attract more fishermen to the area; continue to press for a park area on the right of way over the eastern side of Harvey Canal tunnel; new industries to locate on the West Bank

and existing industries to expand their facilities by striving to improve labor relations and the business climate; plus the highway and street improvement program and promotion of the state reappointment as also backed by East Bank Council. These are, also, only the major points in the West Bank's Council's 11 point 1960 program.

Behind these programs of work points the East and West Bank Councils are constantly releasing reports and preparing informative publicity.

#### PUBLICITY IS A TWO WAY STREET

Many of Jefferson's individual industries, public utilities and business groups have long ago discovered the fundamental truth about public relations—that by promoting the parish in which they operate they are promoting themselves. The list is long and we have only room for three examples.

The Industrial Development Department of the Texas and Pacific Railway Company, for instance, has been quite active in its efforts to promote Jefferson Parish as the site for new or expanded industry. Officials of this department are in regular contact with industrial leaders throughout the country relative to the advantages of Jefferson Parish.

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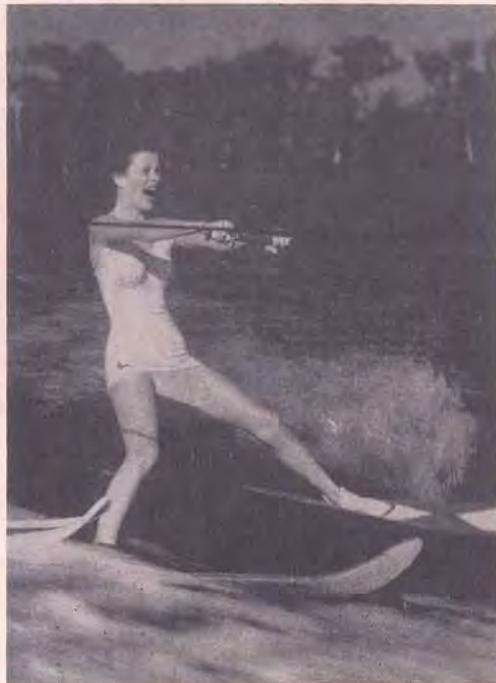
Special attention has been paid to industries that would need waterfront location for the inbound movement of raw materials for processing and shipment via rail to all parts of the country. The advantages of Jefferson Parish with its abundant supply of good productive labor and economical fuel, power and unlimited water supply make this one of the most attractive industrial areas in the country. The Texas and Pacific has played a key part in the locating of several new facilities in the area and it is its stated policy to continue its aggressive program.

The department's program is centered around personal contact by its staff members. Extensive trips are made by departmental workers, both to new prospects and to firms which have indicated interest in past contacts. Site maps, economic data and other vital information relative to the industrial advantages of Jefferson Parish are presented to these firms.

As another illustration, the Industrial Development Department of the Missouri Pacific Railroad prepares a "personalized" brochure varying with the type of industry involved, but in general includes detailed information regarding sites supported by prints, photographs, railroad and highway maps, government quadrangle or topographic maps; detailed information on all forms of transportation; availability of electrical energy, fuels and water, including quantity and quality of both surface and ground water; and general data on the community or area in which the plant site is located, such as population, characteristics of labor supply, taxes, educational and recreational facilities, climatical data, housing, and other information pertaining to living conditions in the area. In addition it is not unusual to submit a current copy of the Jefferson Parish Yearly Review with this "personalized" brochure.

Another outstanding example of parish industrial promotion is the Louisiana Power and Light Company's Area Development Section which collects and maintains up to date data on available industrial sites, resources and raw materials, transportation facilities, water, power and fuel, labor, markets and waste products.

Its personnel travels and contacts industries which may be considering expansion or relocation and invites them to come for a firsthand look, making available to them the above mentioned material plus any specific information



Beautiful lake Pontchartrain offers year round water sport to Jefferson residents. Boating, water skiing, swimming, fishing, crabbing and shrimping, abound in this salt water paradise.

desired by any individual industry.

Also it carries on a program of direct mail with special bulletins and its bi-monthly Middle South News, plus a program of national advertising. Many of its bulletins pertain to waste products of industries already located here, which may provide raw materials for a new industry.

This Development Section usually works with other development groups such as railroads, Chamber of Commerce, realtors, trade organizations, parish officials, local industrial plant managers and the State Department of Commerce and Industry. It has been particularly successful in helping to locate new plants in the fields of petroleum, chemical, petro-chemical, food processing, service and distribution and the conversion of agricultural, forest, mining and animal products.

#### THE REVIEW NOW IN ITS SECOND QUARTER CENTURY

So widespread and overlapping is the industrial and recreational promotion of Jefferson Parish that there is hardly a business concern or industry in the parish that is not taking part in some program that is helping to PUBLICIZE JEFFERSON, of which the Jefferson

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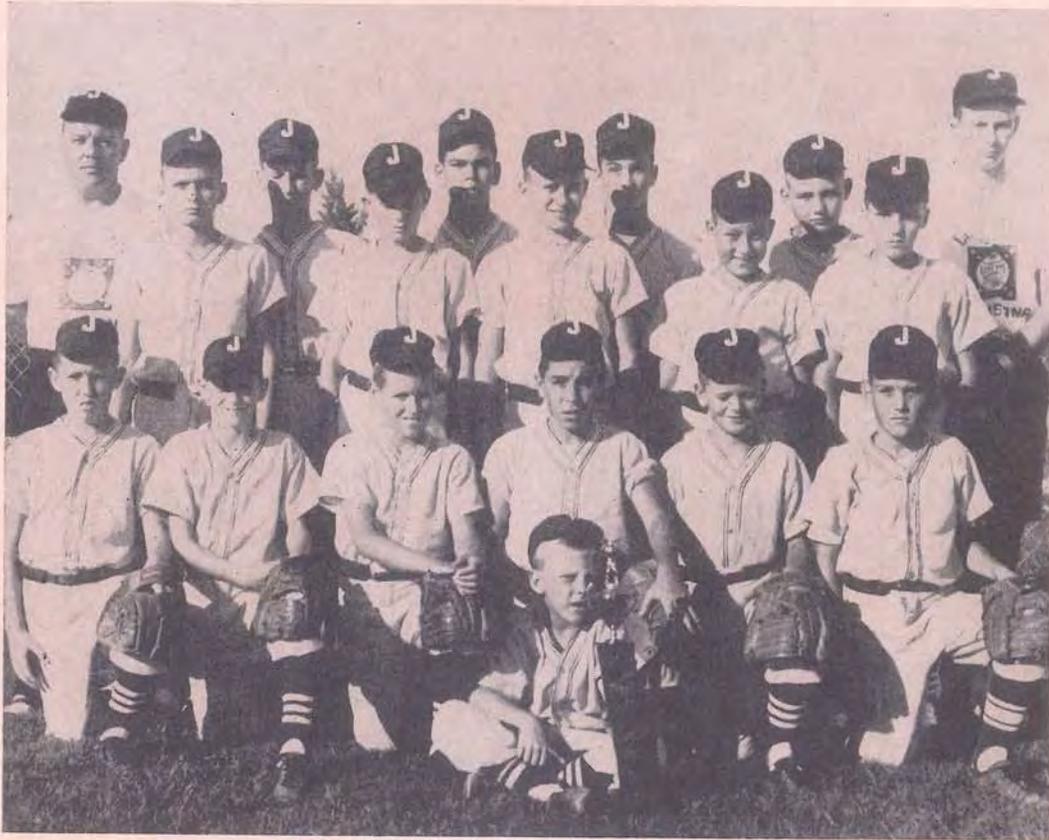
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#### 1960 DIXIE WORLD SERIES CHAMPIONS

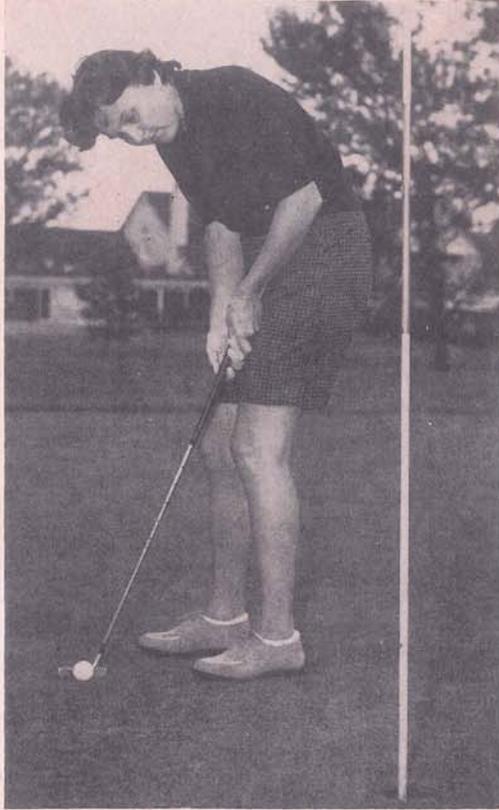
Pictured above is the Airline Park Team which represented Jefferson Parish in the "Dixie World Series" in South Boston, Virginia, and brought the Trophy given to the Champions back home to a tumultuous welcome of relatives and friends.

Front—Mike Kaplan, Bat Boy. 1st Row, left to right, Gary Roark, Dennis Fitzgerald, Bob Thomas, Ellis Adams, Pat Gallwey, Ed Juhas. 2nd Row, left to right, Ed Clay, Mike Zibilich, Ronnie White, Stan Dubroca, Farrel Whitehead. 3rd Row, left to right, Lester Kaplan, Coach, Don Simpson, Jose Martinez, J. B. Rateau, Mike Coogan, Bill Dole White, Asst. Coach.



#### JEFFERSON PARISH DOLL & TOY FUND

The Jefferson Parish Doll & Toy Fund provides Christmas gifts to over 6,000 of Jeffersons needy and deserving children, and is supported by the business and professional men of the Parish. The highlight of the program is a parade in which Santa goes from the airport to the distribution centers.



Pictured above is Mrs. A. T. Higgins, one of the outstanding women golfers in the state. Mrs. Higgins, representing the Metairie Country Club, has won titles in the city championship and has been club champion 8 times at Metairie.



Here is Sheriff "Jack" Fitzgerald presenting a commission to one of Jefferson Parish's young junior deputies. The Junior Deputy Program of the Sheriff's office is acclaimed as a model program for youth and one of the finest of its type in the United States.



Panorama view of the track, club house and facilities of Jefferson Downs Race Track—which opens for racing on the 4th of October, closing before Fair Grounds opens on Thanksgiving Day. And then, when Fair Grounds closes in March, Jefferson Downs presents racing again until May.



A closeup of happy participants at the Pages' Party. This annual party is now a tradition and was started years ago by Senator Stumpf who has served in the Senate for twenty years. Although Senator Stumpf retired last year he plans to continue this annual event. And Senator French M. Jordan, who has taken Senator Stumpf's place, has added his reassurance that the famous "Stumpf Party for Pages will always go on."



Former Senator Alvin T. Stumpf of Gretna, who retired from the Senate this year, presents a \$50 Savings Bond to Alice Macmurdo of Baton Rouge at the Pages' Party which he started during his twenty year career as Senator and gives every year near the end of the session. Looking on is Representative A. T. (Apple) Sanders, himself a former page. In the background is Sen. Ainsworth and Sen. Rogers.

Parish Yearly Review in which this article appears is an excellent example.

Twenty six years ago at its 1935 March meeting the Jefferson Parish Police Jury authorized and sponsored the publication of the Jefferson Parish Yearly Review, a new publication designed to report the activities and promote the industry, agriculture, commerce and communities of the parish.

In 1935 Jefferson had only 40,000 population but that year can be considered the beginning of modern Jefferson. The Huey P. Long Bridge both ends in the parish had just been completed, the parish had just welcomed the deepest oil well in the nation and the Harvey Canal with its new Locks was just swinging into its stride.

Ever since then the Yearly Review has faithfully and fully reported each year's progress and outstanding events—an annual comprehensive installment of Jefferson's exciting and continued story in words and pictures that is distributed free to business executives, is placed on file in school and public libraries where it is frequently referred to, is used by the Jefferson Parish Schools as supplementary reading, is distributed among doctors and dentists' offices and is available to students, researchers and businessmen seeking information on Jefferson Parish—for it has been long recognized as the only existing complete and authentic source of data on Jefferson Parish—annually produced in a colorful book type magazine form that now runs 224 pages and adapts itself to easy filing on an executive's book shelf and is the only parish publication of its kind in Louisiana.

The Review has annually carried the

up to the minute story of Jefferson throughout the nation, a powerful public relations medium that inspires new residents to settle and new businesses to locate in Jefferson. As an illustration, it was instrumental in directing the attention of the executives of American Cyanamid Company to the industrial advantages of Jefferson Parish, which was followed by their decision in 1951 to establish the present Fortier plant in Jefferson Parish, an industrial investment that now approaches \$100 million.

\* \* \* \*

Publicizing the parish continues to grow more important as Jefferson grows bigger. More accomplishments to report, more advantages to present, and more activities to promote.

A famous story of William Wrigley sort of wraps up this vital phase of Jefferson's pulsing progress. A stranger sat down beside him in a day coach once and said "You're Mr. Wrigley aren't you?" When he received a smiling yes, he continued "Will you tell me why, with your gum on sale everywhere in the nation, you keep on advertising so heavily?"

Mr. Wrigley quietly replied: "The chewing gum business, and I would say any other business, is like this train which is now traveling at full speed. Shut off the steam, the momentum will carry it a short way, but it will gradually slow to a stop. Shut off the promotion of any product and the same thing will happen."

Shut off the promotion of Jefferson Parish and it, too, in spite of its momentum and pulsing progress, can slow down to a halt.

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# Officials' Directory

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## OTHER ELECTED AND APPOINTED OFFICIALS OF JEFFERSON PARISH

**JUSTICES OF THE PEACE (Elected):** Lycester L. Trauth (Wards 1, 2 and 3) and Raymond E. LeBlanc (Wards 4 and 5), Court House, Gretna; Leo E. Kerner, Jr. (Ward 6), Lafitte; Jared A. Wilkes (Wards 7, 8 and 10), East Bank Parish Office Building, Metairie; Joseph R. Becnel, Sr. (Ward 9), Kenner; and Miss T. Mercedes Adam (Ward 11), Grand Isle.

**CONSTABLES (Elected):** James M. Boyle (Wards 1, 2 and 3) and Simon J. Gauthreaux (Wards 4 and 5), Court House, Gretna; Charles Pizani, Jr. (Ward 6), Lafitte; Louis A. Rome (Wards 7, 8 and 10), East Bank Parish Office Building, Metairie; Herman G. Dautreix, Sr. (Ward 9), Kenner; and Percy Crosby (Ward 11, Grand Isle).

The Officials listed here are all appointed.  
**PARISH DEPARTMENT HEADS:** Ray L. Condon, Department of Sanitation, 648 Helois St., Metairie; Peter J. Russo, Department of Water, 3600 Jefferson Highway, Shrewsbury; Thomas F. Donelon, Department of Safety, Domenic Albano, Department of Personnel,

and Franklin R. Rodriguez, Department of Planning, East Bank Parish Office Building, Metairie. Donald M. Nettles, Department of Finance, Clarence A. LaBauve, Department of Roads and Bridges, and Harold E. Kytte, Legal Department, Court House, Gretna. As of September 1, 1960, when this Directory was prepared Bert Chalona was acting as Director of Department of Recreation. Office: 1521 Palm St., Metairie.

**CLERK OF THE PARISH COUNCIL:** Frank J. Deemer, Court House, Gretna.

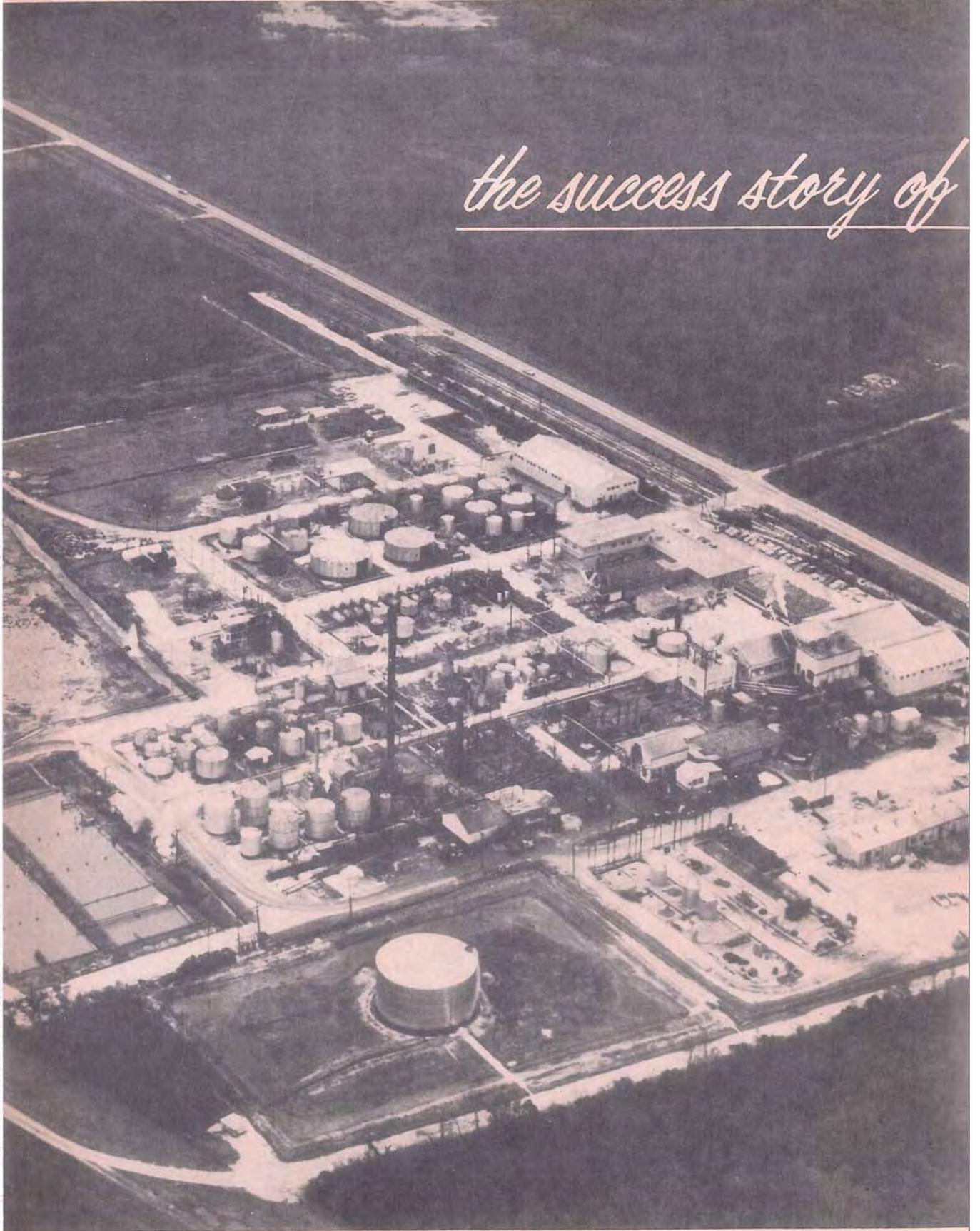
**SHERIFF ADMINISTRATIVE ASSISTANTS:** Merlin G. Hudson, East Bank Parish Office Building, Metairie, and Harry J. Delhommer, Court House, Gretna.

**CHIEF DEPUTY ASSESSOR:** As of September 1, 1960, when this Directory was prepared the office was vacant. Office: Court House, Gretna.

**CHIEF DEPUTY CLERK OF COURT:** Augustin Marrero, Court House, Gretna.

**CORONER'S EXECUTIVE SECRETARY:** Ernest L. Helbach, Court House, Gretna.

*the success story of*



# PLAQUEMINES PARISH

By LEANDER H. PEREZ

District Attorney of Plaquemines and St. Bernard Parishes

For practically the last three decades, the people of Plaquemines Parish have enjoyed the lowest property tax rate of any parish in Louisiana. During this same thirty year period, Plaquemines has become nationally recognized as one of the richest in natural resources of any area its size in the United States.

Historically, this picturesque parish of Plaquemines that contains the 984 square miles of land flanking the Mississippi River on both sides throughout its last hundred mile dash below New Orleans to the Gulf of Mexico, is subject matter for a whole book.

Here in 1682, at the mouth of the river on what is now Plaquemines soil, the explorer LaSalle first claimed for France all the land drained by the Mississippi and its tributaries—a million square mile hunk of real estate he called the Colony of Louisiana in honor of his King Louis XIV, which the United States later bought from Napoleon for \$15 million and which today comprises the entire Mississippi Valley.

Here, seventeen years later in 1699, when France finally sent an expedition to take possession of and colonize Louisiana, occurred the monumental bluff which by its sheer effrontery stopped England's plans to establish a foothold on this half continent LaSalle had pre-empted for France.

At what is historically known as English Turn in Plaquemines (recently re-named Port Nickel) the Frenchman Bienville, with several companions, was returning downstream in a pirogue from an exploration trip of the Mississippi when he encountered an English warship moving upstream. The English Captain Banks and Bienville stopped and conferred, and so thoroughly did the Frenchmen convince the English commander that the pirogue was merely a patrol boat of a French fleet in force farther upstream, that the warship turned around (hence the appropriate name English Turn) and left Louisiana in possession of the French, who actually at the time numbered less than 300 settlers and soldiers and no fleet.

Had the English Captain not believed Bienville's big bluff, (one of the most fantastic in history), had he gone on to discover the weakness of the French, England would have, as was her plan, moved in and taken possession of Louisiana herself. Had this occurred there would undoubtedly be no United States stretching from ocean to ocean as we know it today. It can be seen that Plaquemines long before it was a parish played an important role in our national destiny.

Almost immediately, knowing that a

Left: The Oronite Chemical Company at Oak Point just south of Belle Chasse is a Plaquemines Parish industrial veteran. It manufactures a variety of chemical products used primarily by other industries—such as lubricating oil additives, Nonionic Dispersants, odorants for gas lines and hydraulic fluid for jet aircraft. The plant employs approximately 235 persons and has been in operation since 1943 when the manufacture of lube oil additives for the use of the armed forces was introduced.



The 3251 acre Alvin Callendar Field of the U. S. Naval Air Station just outside Belle Chasse in Plaquemines Parish, the home of the "Weekend Warriors." The runways are capable of handling any modern jet plane and since flight operations began in 1958 has handled over 105,000 landings and take-offs. It is one of the major southern defense system bases of the United States. This installation is the first joint Air Reserve Training Center in the U. S.—training Louisiana, Mississippi, Alabama, Florida and Texas airmen of the Naval Air Reserve, Marine Air Reserve, Air Force Reserve, Louisiana National Air Guard and Coast Guard Helicopter Rescue Unit.

bluff would not work the second time, Bienville established near the present day community of Phoenix in Plaquemines the first fort in what is now the state of Louisiana. There is a plaque today marking the site of this Fort de la Boulaye.

Long before New Orleans was established Frenchmen and Canadian "Coureurs de-bois" from this base at Phoenix, had penetrated and settled in the depths of Plaquemines and had started the fishing, farming and fur-trapping that are still a valuable part of Plaquemines, economic life.

It was also in Plaquemines Parish, on their plantation at Jesuit Bend occupied shortly after New Orleans was founded, that the Jesuit Fathers introduced to the new Colony of Louisiana the cultivation of citrus fruits, the importance of which is acknowledged in the name of the parish itself — for Plaquemines is an Indian French patois word meaning "persimmons." Because of their labor of love Plaquemines is the only parish in Louisiana commercially raising citrus fruits — and is nationally famous for the incomparable juiciness and sweetness of its oranges.

#### WHEN PLAQUEMINES WAS THE "EMPIRE PARISH"

Following the introduction of fishing, farming, fur trapping and citrus cultivation in Plaquemines came the now

long forgotten era of sugar cane and lowland rice that made rich men of Plaquemines' river front planters and created a fabulous fifty year long period of prosperity during which Plaquemines became known as the "Empire Parish."

This period started, of course, when DeBore of New Orleans discovered in 1793 how to successfully crystallize sugar. In a few short years this achievement had created among Louisiana's sugar planters more rich men than in any other comparable section in the United States.

For raising sugar cane Plaquemines lush acres of Mississippi River silt could not be excelled, and for raising rice its overflow banks provided rice paddies that produced great profits with little labor.

Several factors contributed to the final collapse of this half century of planter prosperity in Plaquemines. The War Between the States and the ensuing ruthless years of Reconstruction delivered the most telling blows. But also the economic necessity of finally centralizing the sugar mills helped and the day of the glory of the independent individual sugar cane factories. And the necessity of raising the river levees higher to protect valuable property in and below New Orleans, shoved the rice plantations farther and farther downstream, until they ended up by planting Providence Crops near the mouth of the river, so named because the planters trusted in Providence that a storm did not destroy them.

But more rice crops were lost than

The Freeport Sulphur Company's loading operations at Port Sulphur in Plaquemines Parish, where the bright yellow miracle mineral is transferred into cargo ships, barges and freight cars from the normally maintained 70,000 ton stockpile, part of which is shown in the foreground of the picture.



were harvested. The gamble became too great and finally the Providence Crops were given up and with them the long prosperous rice industry of Plaquemines. A unique footnote to the Providence Crops is that the frequent failures were bad for the planters but were a boon to the millions of migratory birds that flew their way across Plaquemines twice a year.

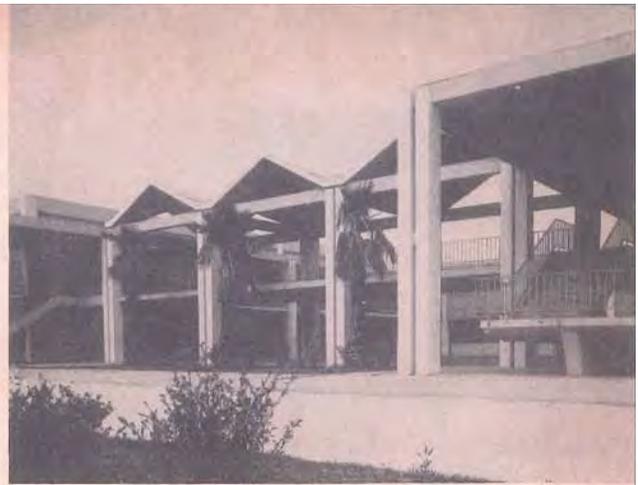
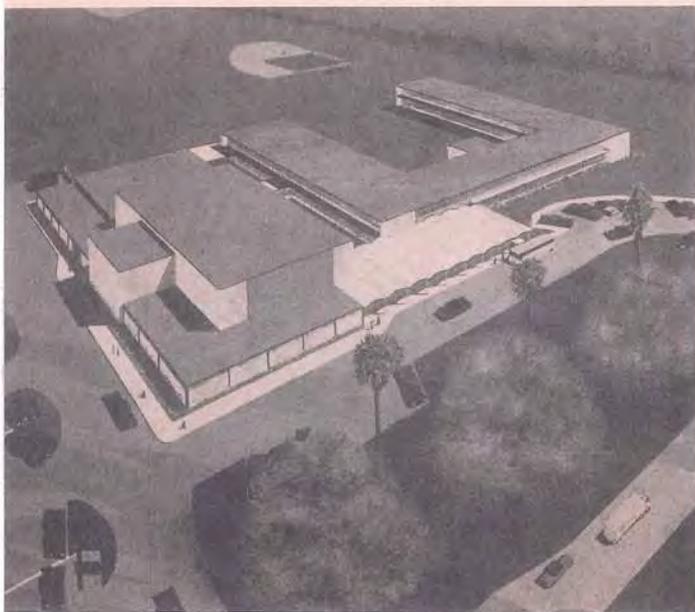
### THE LONG YEARS OF PRIVATION

Following the slow but complete collapse of the fifty year long Plaquemines prosperous planter period the economic pendulum began to swing in the opposite direction and reached the other limit of its arc in 1893, when the terrible huurricane of that year practically destroyed all the parish orange groves—leaving the people nothing but their fishing, truck farming and fur trapping to make a living.

From that time on, for over the next thirty years Plaquemines Parish entered and endured the period when it became the poorest parish in Louisiana, long years during which the parish government frequently had less than \$2,000 a month to spend on its schools and public improvements.

This briefly covers the highlights of the history of Plaquemines Parish from that day LaSalle landed on its soil in 1682 up to that jubilant June morning of 1930 when the present day Plaquemines, the proud and prosperous parish we introduced in the first paragraph, emerged from its long period of privation and poverty with the yell that could be heard from Pilot Town to Belle Chasse — “OIL!”

The architect's drawing of the beautiful new Plaquemines Consolidated School to be constructed in the near future in the Boothville-Venice area.



The center entrance of the newest of Plaquemines Parish schools—the Consolidated School, Auditorium and Gymnasium at Belle Chasse.

### LAKE WASHINGTON HIT THE HEADLINES

For over thirty years nothing dramatic had happened to Plaquemines. And then twice in three years Plaquemines found itself suddenly nationally noticed and the possessor of two new and prosperous industries.

On that memorable day in June 1930, oil began flowing from Plaquemines first well in the Lake Washington area, known also as Grand Ecaille. Hardly had the excitement following this glorious news subsided when, in the same Lake Washington area, Freeport Sulphur, after years of experimentation began operation of the second largest Frasch sulphur mine in the world in December of 1933.

Today, with the fields of several major oil companies operating in Plaquemines and Freeport's two sulphur mines at Grand Ecaille, and Garden Island, Plaquemines is the largest parish producer of the two vital elements of oil and sulphur in Louisiana.

To grasp some of the magnitude of the Freeport Sulphur original Grand Ecaille mine, completed and put into operation in 1933 and expanded in 1947, mull over these facts:

A ten mile long canal was constructed to bring fresh water from the Mississippi River to the mine site; more than 40,000 pilings were used to support its buildings and facilities which, if laid end to end, would extend from New Orleans to Dallas, a distance of 500 miles; if all the 90 million cubic yards of mud dredged for filling in sites and for injection into producing wells were spread out an inch thick, this amount would cover 1,036 square miles — more than the combined surface area of the three Louisiana parishes of East Baton Rouge,



Shell Oil Company maintained its position in 1959 as Louisiana's leading offshore oil producer, averaging 55,000 barrels of oil and condensate daily compared with 46,000 barrels a year earlier. Shown here is part of newly acquired acreage in Plaquemines Parish—including one tract in Main Pass Block 83, offsetting the west edge of Shell's Main Pass Block 69 Field, and two tracts which offset the south edge of Shell's Pass Block 27 Field.

West Baton Rouge and Ascension; and around its administration building and facilities at Port Sulphur has grown up one of Plaquemines' most important towns. The two Freeport mines of Grand Ecaille and Garden Island produce over three quarters of Louisiana's annual two million tons of miracle mineral.

As of July 1959 Plaquemines possessed a total of 2573 inshore and offshore producing oil wells, a dramatic indication of the importance of the oil industry in this parish, which has created whole communities around its operations such as, for example, Tidewater Town, the camp for Tidewater Oil Company employees in lower Plaquemines Parish.

This community now boasts a paved road to the closest Plaquemines town of Venice. Here in the middle of the marshy swamplands Tidewater Town has its own recreation hall, complete with cooking and dining facilities, automatic record player, pool table and movie projector. Here are held the meetings, parties and socials of the more than a hundred Tidewater employees and their families.

In addition to sulphur and oil, there

is also a great production and reserve of natural gas, the third of the three elements which have made Plaquemines, as we mentioned in the first paragraph,

On February 19, 1960 the Shell Oil Company's Delta Pipe Line was a year old, and is shown here being inspected on its birthday at its Norco Refinery terminal where nearly 85,000 barrels of crude oil arrive each day from the Shell Oil fields in Plaquemines at the mouth of the Mississippi. This is a 21% increase over the 70,000 barrels it carried in the early days. This pipe line which has never experienced a major breakdown travels 95% of its distance through marsh lands.





First Prize Citrus Display Winners in the 1959 Plaquemines Parish Fair and Orange Festival were Mr. and Mrs. Anthony J. Lulich, shown with Mrs. S. E. Niles, Fair Information Booth Chairman.

one of the riches in natural resources of any area its size in the U. S.

The daily allowable production of Plaquemines combined inshore and offshore gas wells is close to 350,000 million cubic feet. Up until the early Fifties this vital element to modern living and industry has burned as waste in Plaquemines, but today, handled partly by the Delta Power and Gas Company, it has been piped since 1954 from several fields to Plaquemines own people and its nearby industries, including the Kaiser Aluminum plant at Chalmette.

#### THE HISTORIC ACT THAT ESTABLISHED PLAQUEMINES' LOW TAX RATE

In the early Thirties, as soon as Plaquemines began receiving a substantial tax revenue from its two new products of oil and sulphur, it began to plan the public improvements for which it had patiently waited for years.

To do this intelligently and efficiently and to provide a non-wasteful transformation of its increasing revenue into progress, Plaquemines Parish made a move to streamline the parish government so that all future plans and improvements could be handled without increasing the taxes of the people.

Now history is the famous constitutional amendment and enabling acts, drafted by me as District Attorney and sponsored in the state legislature by our parish Representative and Senator, which permitted Plaquemines, or any other Louisiana parish, to assume the outstanding indebtedness of all its various local taxing bodies, eliminate all overheads, and consolidate everything under the parish Police Jury to reduce the overall tax burden.

Drastically and immediately the parish taxes supporting the outstanding indebtedness of School Districts, Levee Districts, Drainage Districts and Road Districts were reduced from as high as 25 to as low as 3 mills. The overall reduction was a drastic 60% cut — and ever since that consolidation of authorities the people of Plaquemines Parish have been the recipients of the lowest property tax rate of any parish in Louisiana.

Since then canals have been dug and deepened, locks have been constructed, land has been drained and re-claimed, purified water has been piped into the populated areas of the parish, assistance has been extended to the farmers, fishermen and citrus growers, roads have been improved, ferries have been



A panorama of a few of the citrus fruit displays which crowded the prize winners at the 1959 Plaquemines Parish Fair and Orange Festival.

installed, fire protection has been provided and the finest schools in the state, for a population not much exceeding 22,285 people, have been steadily constructed—all financed by the parish, but tax free to its people. And, of all of these, the one of which the parish is probably most proud is the almost completed parish wide system of new, large modern schools.

#### THE PLAQUEMINES SCHOOL SYSTEM

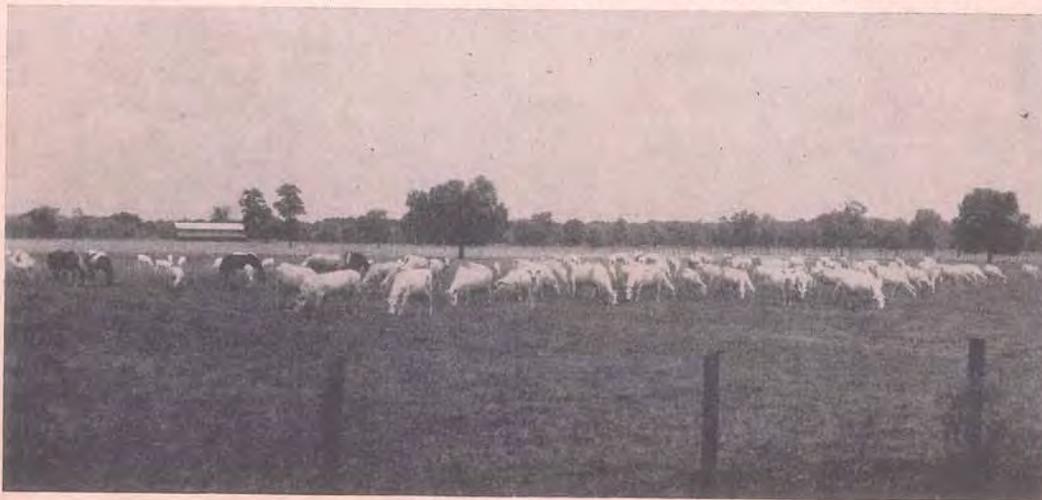
Right after the close of World War II, when building materials could again be secured, Plaquemines began one of its most outstanding public improvements—the construction of the most modern public schools that educational experts and architects could create.

One by one they began to appear—beautiful, practical, combination high and elementary schools for the white children—at Woodlawn, Buras, Port Sulphur and Belle Chasse. The Belle Chasse School, auditorium and gymnasium was the last completed and recently occupied. Still to come is the already planned white Elementary and Junior High School in the Boothville - Venice area.

The new Plaquemines Schools included the three large modern Negro consolidated schools at Sunrise, Phoenix and Scottville.

All these large beautiful new, modern parish wide school buildings come as a surprise to the stranger.

A part of the herd of cattle and horses that can be seen from the highway at the Idle Wild Ranch of Judge Perez, who is one of the pioneers and protagonists of Plaquemines' growing and up-graded cattle industry.





The new Belle Chasse Ferry pulling in from Scarsdale for a landing at Belle Chasse.

The Plaquemine High Schools are fully accredited in the Southern Association of Colleges and Secondary Schools. They provide both academic training and business education courses, plus home economics, industrial art and mechanical drawing. A recent innovation to the High School program is a course in Driver Education.

The Plaquemines school lunch program is recognized as among the finest in the state and its school health program is outstanding.

#### THE NEW PLAQUEMINES FREE FERRY

Plaquemines has no bridges across the Mississippi and getting from one side of the river to the other has always been a problem for both its residents and visitors. Years ago, as soon as it could in line with its planned public improvements program, the parish installed at no cost to the people and began operation of the only free river ferry between its parish seat at Pointe a la Hache and the West Bank. This saved thousands of people thousands of hours.

Also, its efficient regular operation and free passage to anyone, widely publicized progressive Plaquemines Parish far and near.

Just this last summer, again at no tax cost to the people, Plaquemines began operation of its second free ferry at the industrially developing upper end of the parish near Port Nichel—the huge BELLE CHASSE reconverted to

diesel from the former coal powered New Orleans Third District Ferry Boat—plying back and forth from 6:30 a.m. and midnight between Belle Chasse and Scarsdale. This permits those on the East Bank to rapidly cross the river for easy access to the new Mississippi River Bridge and permits parish residents to take employment or live on either side of the river without loss in travel time.

#### WATER, WATER EVERYWHERE

Because Plaquemines is virtually surrounded by water, the river in front and the marshes behind, most of its problems and public improvements in the last three exciting and progressive decades have involved water in some aspect: drainage to eliminate it; water works, tanks and mains to provide it in potable form; canals and lock to navigate it and levees to protect the parish against it—all again without tax cost to the Plaquemines people.

For the fishermen (221 shrimp boats alone operate out of Plaquemines Parish) and the rapidly increasing number of boats serving the oil industry, the parish has over the years continued a steady program of constructing and improving canals and building free repair ways. One of its outstanding achievements in this category was the construction of the Free Empire Locks in 1950 and the Free Ostrica Locks in 1953, the completion of which saved all boats the hundred mile trip around the mouth of the Mississippi.

Aerial view of the Timcoat Corporation plant facilities at Belle Chasse, employing about 100 men in all phases of the work, where "Timcoat," and asphaltic mastic, is applied to pipe as heavy as 24" outside diameter. This is the largest pipe coating plant in the world, and the only one of its type offering a product that gives corrosive protection and weight coating all in one operation.





John J. Vogt Jr., of Port Sulphur, who walked off with three prizes in the Poultry Division of the 1959 Plaquemines Parish Fair—taking First Prize in Senior Division, Grand Champion and Grand Prize. His chickens received 240 out of a possible 250 points.



At the Plaquemines Experiment Station Superintendent Ralph T. Brown and Lloyd Jones of the Experiment Station at Baton Rouge inspect Red LaSoda potatoes that have been grown in a test plot with different kinds of nitrogen fertilizer as a top dressing.

The recent impetus to farming, cattle raising (there are about 10 thousand head in the parish now) and truck gardening (incidentally there were over 60,000 boxes of tomatoes produced in the northern end of the parish last year) is due greatly to the program of adequate drainage throughout the parish. This program has reclaimed 14,311 square acres of rich soil from the marshes in the seven drainage districts on both sides of the river. The pumping maintenance of these salvaged acres cost the farmer only \$1.00 per acre per year.

And finally, while on the subject of water projects Plaquemines became the proud possessor several years ago of the Belle Chasse Intracoastal Waterway Link Tunnel, the first underwater tunnel in the state.

With the recent dedication of the two new water purification plants—one the \$850,000 Dalcour Waterworks and System on the East Bank at the upper end and the \$1,100,000 Boothville Wa-

terworks Plant and System, serving the Boothville-Venice area on the West Bank at the lower end — Plaquemines Parish can now practically say “water, water everywhere and all you want to drink.”

Now under way is the new Bohemia-Pointe a la Hache-Phoenix highway on the East Bank which in addition to providing a better means of transportation will protect the people against Gulf storm flood damage. This highway will be constructed on the river side of an embankment 12 feet above mean Gulf level some distance back from the road now in use paralleling the Mississippi River levee. This highway embankment will be higher than the highest recorded storm tidewater flood mark on the East Bank.

On the West Bank the Policy Jury as governing body of the Buras Levee District, undertook to rebuild back protection levees to an 8 foot elevation above Gulf level to better protect the people of City Price to the Venice area

Visiting farmers and gardeners enjoying the wonderful barbecue and refreshments that were part of the interesting and educational Plaquemines Parish Field Day celebration on May 28th, 1960.





Manuel Galle of Braithwaite, at the 1960 Plaquemines Parish Experiment Station Field Day ceremonies, received from Judge Perez the Leander H. Perez Tomato Trophy for growing the best tomatoes in Plaquemines Parish in 1960.



The Review camera caught a couple of enthusiastic but unofficial citrus display judges at the 1959 Plaquemines Parish Fair and Orange Festival. They are Michele and Steve Wright of Port Sulphur.

from storm gulf tides. This program included improving drainage canals and pumping stations at a total cost of over \$1 million, parish financed, without any increase in taxation.

Also, on the West Bank, Louisiana Highway 23 was widened from 18 feet to 24 feet between West Point a la Hache and Triumph. This all concrete base highway with a bituminous hot mix wearing surface topping was paid for out of monies due the parish from the royalty road fund. At Port Sulphur and at Buras the highway was widened from curb to curb and sub-surface drainage was installed. Sidewalks were laid beyond the widened areas.

#### PLAQUEMINES PARISH PROMOTES ITS PRODUCTS

Busily serving the farmers and citrus growers of Plaquemines are Murphy W. McEachern, County Agent, Mrs. Mary Kinman, Home Demonstration Agent, and Ralph T. Brown, superintendent of the Plaquemines Experiment Station —

and their staffs.

Veteran County Agent, McEachern, in addition to his normal busy occupation of advising, educating and assisting the farmers and citrus growers of Plaquemines, recently finished superintending the vaccination of all of the dogs of the parish against rabies (nearly 1000) and has completed the vaccination of about 90% of the nearly 10,000 cattle in the parish for anthrax, red water and black leg. In conjunction with superintendent Brown of the Experiment Station, he has recently conducted a series of 4-H schools or clinics, in which they demonstrate and explain the diseases and insects that attack citrus fruits.

Mrs. Mary Kinman, whose year long job is to work with the women of the parish and help them to become better home makers, has recently organized two new Home Demonstration Clubs, one in Woodlawn and one in Point a la Hache, making now 8 clubs in all with

A group of farmers and gardeners being told about the tomato mosaic transmission test at the Plaquemines Parish Experiment Station by Dr. James Sinclair, LSU Pathologist, during the 1960 Spring Field Day celebration.





The recently completed Court House addition and immaculate, modern, new escape proof Plaquemines Parish Jail at Point a la Hache. The jail ranks with the finest in the country. Its first prisoner was placed behind bars on February 8, 1960. It has a capacity of 72, with separate sections for white and colored, male and female, and it has a padded cell and solitary confinement cells. It requires only the Jailer and Record Clerk to operate it, as all maintenance is done by the prisoners.

several hundred homemakers under her supervision and guidance.

But twice a year these hard working educators in their fields, unite with the parish officials, civic leaders and growers they have been working with all year long, to bring the products of Plaquemines to the attention of the outside world.

In December the citrus growers exhibit their prize winning fruits at the Plaquemines Parish Fair and Orange Festival and in the Spring the farmers present their prize products at the Experiment Station Field Day. Both are now attended by increasing thousands of visitors each year, as these two animated showcases of the products of Plaquemines Parish reveal its progress.

Today there are 5,000 acres of citrus groves on the west side of the river from Port Sulphur to Venice, producing the famous Louisiana Sweets, navels, mandarins, tangerines, satsumas, kumquats and grape fruit. Citrus growing is Plaquemines largest farm activity and a proud one, knowing that it produces the tastiest oranges in the nation.

Twice in the history of Plaquemines, since the Jesuit Fathers first introduced citrus fruits to the parish, the orange groves have been almost wiped out. Once in the tropical storm of 1893 and again as recently as 1951 when the orange groves were hit by a freeze few of the trees were able to survive. The pessimists said the industry could never make a comeback, but the growers, encouraged and aided by the parish administration, the county agent and the Experiment Station, made a tremendous

comeback within four years. Today the healthy, hearty exhibits at the Orange Festival each December give no indication that less than ten years ago the orange industry in Plaquemines was all but dead.

#### RECREATIONAL PLAQUEMINES

Long famous for its 60,000 acre hunters' paradise at the lower end of the parish at Pass a l'Outre and for its nearly 45,000 acre protected Migatory Bird Refuge, both of which can be reached only by boat, Plaquemines, in its public improvement program has on the agenda a Fish and Game Reserve that can be reached by car and boat trailer.

It is tentatively planned for the lower areas of Myrtle Grove, Deer Range, Port Sulphur, Buras and Venice and to the passes at the mouth of the river. There will be four preserves whose total areas will be at least 150 square miles for the pleasure of hunters and sport fishermen, and will be operated in full cooperation with the game laws and regulations of the Louisiana Wild Life and Fisheries Commission.

#### THE PROLIFIC PARISH

Although the sugar cane and rice era of Plaquemines Parish is long forgotten its original occupation of fishing is still the livelihood of a number of the descendants of the pioneer French, Spanish and Dalmatians who first propelled their pirogues through its intricate water maze. Plaquemines is still the source of tasty oysters and succulent shrimp.

Within recent years two menhaden

Jailer Robert McCauley and Record Clerk Mrs. Eleanor Wiltze, with the booking counter in the foreground, exhibit the nerve center of the new Plaquemines Parish Jail, the Record Room. Notice the prominently displayed wall board of wanted criminals, both nationwide and local. Note the neat filing cabinets at the back of the room in which is one of the most complete sets of photos and criminal records in the state on prisoners who have passed through Plaquemines or may pass through.





A view of the West Bank Highway's 24 foot widening program — showing the completed work at the Port Sulphur main section of town.

plants began operations on the same day at Empire—the Empire Menhaden Company and the Quinn Menhaden Company. In the summer time their specialized boats bring in this distinctive saltwater fish found in abundance off Louisiana's shores from which thousands of consumer items from chicken and animal feed to rust proof paint are produced.

Plaquemines' thriving oil industry, by a strange paradox, has stimulated parish farming—for many of the citizens of the parish are employed by the oil companies and work their own little farms or truck gardens in their ample off and leisure time.

Citrus cultivation is on the increase as several new groves have been established on the east side of the river near English Turn where the Mississippi Rivers levee protects them on the north side from cold winter winds. And, as new land is drained and new blooded bulls introduced, the comparatively new cattle industry of Plaquemines continues to improve both in quantity and quality.

And, in the last of these recent three dramatic decades — attracted by the availability of Plaquemines produced natural gas since the Middle Fifties, the abundance of industrial water and strategic sites—industries began to gravitate to the northern end of the parish on both sides of the river, the employees of which the new Belle Chasse Ferry will so efficiently serve. The most recent was the 1958 establishment of the Freeport Nickel Refinery, a wholly owned subsidiary of Freeport Sulphur Co.

Although proud of its thirty year transition from the poorest parish in the state to one of its richest in natural resources and one of the most progressive in public improvements, Plaquemines is not disposed to rest on its record. Even as this is being read new projects are being planned. Plaquemines progress story is a continued story of which only the first few chapters have been written, because the policy of the parish administration is to improve conditions to help every body in the parish to make a better living, to prosper and be happy.

Typical of the modern menhaden vessels operating out of Plaquemines Parish is the "Dianne and Carole" of the Empire Menhaden Company fleet operating in the Gulf of Mexico out of Empire.



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Tiny tots, while their mothers are applying for Aid to Dependent Children Assistance, amuse themselves in the Welfare Department Waiting Room supervised by the receptionist. Their mothers, with ADC help, will be able to keep their family together and continue to give their children family love, even though the fathers are unable or fail to provide. (Photo posed by children of present or former staff members.)

*Continued from Page 179*

linked to other problems such as old age, disability or a broken home. Additional services, therefore, are given in rehabilitation for self-care or self-support and to strengthen life.

The Welfare Department has real concern about dependency, getting at the root of it and correcting the causes. The local staff works in cooperation with the staff of the Vocational Rehabilitation Division of the Department of Education and the State Employment Service toward the rehabilitation and employment of disabled and handicapped persons.

Through the local division of the Welfare Department's Bureau of Child Welfare provisions are made for children to live in foster family care when their parents cannot continue to be responsible for them for reasons of neglect, illness or desertion. In January of 1960, 143 children received foster care.

The Welfare Department's Bureau of Probation and Parole is charged with the supervision of Adult Probation and Juvenile Probation and Parole with a two fold responsibility—to see that the individual abides by the terms imposed by the Court and refrains from other offensive actions, and to assist the individual in his efforts to re-establish himself and live a useful life.

The Department's Division for the Blind and Sight Conservation provides home teachers for the blind, services for pre-school blind children and consulta-

tion for their parents, prevention of blindness, and a vocational rehabilitation program for the blind including vending stands, services in homes, industries, sale of blind made products and in sight conservation.

One of the first service programs of the Welfare Department was Child Welfare, began as early as 1936 when services were offered to children in their own homes and to children who needed foster care. The first Child Welfare worker in the state was placed in Jefferson Parish. The local Bureau of Child Welfare is also doing its part in professional staff training by accepting child welfare trainees for an orientation period prior to their entering a graduate school of social work.

The Jefferson Parish Welfare Department not only administers its own many welfare programs but participates in many other community welfare activities. Staff and Board Members have been actively engaged in the formulating of the Community Welfare Council of Jefferson Parish three years ago, have served on its board and committees and serve on other committees of the Council of Social Agencies of Greater New Orleans Area. More recently the staff has been drawn into the total Civil Defense Program with the Welfare Director being appointed as Director of Emergency Welfare Services for which the staff will have heavy responsibilities in the event of a disaster due to military attack.

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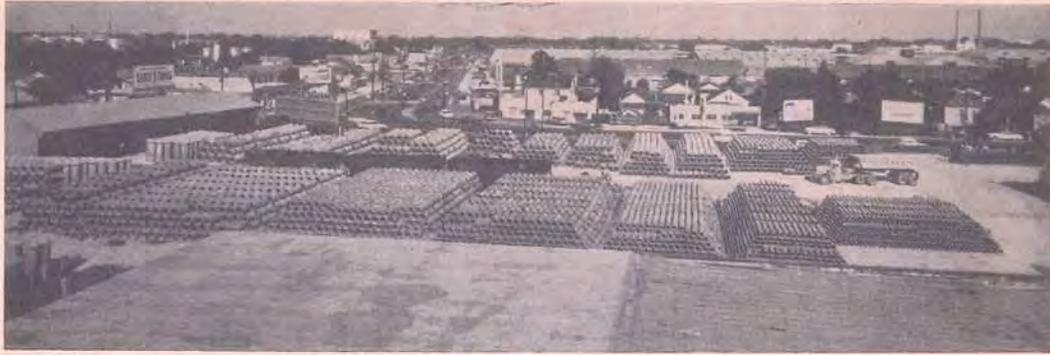
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A partial view (looking toward Jefferson Highway) of the stockpile of concrete pipe "Crescrete" made in Jefferson Parish at the Concrete Products Plant of Jahncke Service, Inc.

*Continued from Page 89*

Freight Company, Jones Truck Lines, and Delta Motor Line, Inc.

The principal Highway Passenger Bus Operators operating in and through Jefferson Parish are the Greyhound Lines, the Continental Trailways and the Midwest Trailways Bus System. These lines with their connections reach all parts of the United States via highway.

### III—INLAND WATERWAYS AND WATER TRANSPORTATION

Jefferson Parish is richly endowed with navigable inland waterways, and the discovery and development of oil, sulphur and natural gas in nearly every section of the Parish on the West Bank, mainly in the marshes south and west of the Mississippi and in the tidelands of the Gulf of Mexico off the southern coast of the Parish, within the past 25 years, has provided opportunity for the utilization of every character of waterborne craft, especially commercial transportation craft such as tow boats and barges, dredges, etc.

On the Mississippi River, since the 1930s, commercial barge lines have been able to handle an increasing volume of freight in the New Orleans Area, moving to and from points in the Mississippi Valley, such as Memphis, Helena, Cairo, St. Louis and Minneapolis on the Mississippi, Chicago on the Illinois, Paducah, Evansville, Louisville, Cincinnati and Pittsburgh on the Ohio, and various points on the Tennessee and Cumberland and Tombigbee Rivers.

Jefferson Parish has 16 miles of river frontage on the West Bank, and about 11 miles on the East Bank. On the West Bank in front of the Celotex Corporation's big plant, is moored the barge and towboat fleet of the Mississippi Valley Barge Line. Also on the West Bank Just below the river frontage of the

Continental Oil Company, is located the fleet and headquarters and plant of the Geo. W. Whiteman Towing, Inc. Practically all of the industrial plants on the West Bank, as well as those on the East Bank river front have facilities for handling barges and ships.

Also on the West Bank are located the Southern Pacific's Gretna cargo wharf and marginal tracks, the TP-MP Terminal's Westwego Wharves and marginal tracks and the Marine Grain Terminal of the Continental Grain Co., all equipped and adapted for the handling of ships and barges.

At Harvey is the River Lock connection with the Intracoastal Waterway, open for barge navigation westward to the Atchafalaya, and beyond to Lake Charles, Orange, Port Arthur, Beaumont, Houston and Galveston, as well as to Corpus Christi, Port La Vaca and Brownsville on the West Gulf Coast at the Mexican border.

The oil, gas and sulphur wells in the marshes and in the Tidelands of the Gulf off Grand Isle, are accessible from the river by towboat and barge via the Intracoastal Waterway and Bayou Barataria to Lafitte, thence through the Dupre Cut-Off and the connecting waters of Barataria Bay and the Gulf of Barataria Pass, between the islands of Grand Isle and Grand Terre, the latter at one time the home of Lafitte the Pirate. A government appropriation, recently approved, provides for the dredging of a 12 ft. deep waterway from the Intracoastal Waterway southwestward via Dupre Cut-Off, Bayou Cutlass, Bayou St. Denis, and then through a new channel which will be dredged on the West side of Barataria Bay and then through Barataria Pass to the 14-foot contour in the Gulf. Bayou Rigaud will also be dredged to a depth of 12 feet to Chigizola Landing at Grand Isle. This phase of the project, 4.04 miles, is now

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underway and will be completed before December 29, 1960. When completed, this barge canal could well be the first step toward, at long last, securing a 52 mile 40 ft. deep ship canal from the 40 ft. contour in the Gulf of Mexico to a lock connection with the Mississippi River near Nine Mile Point. For this project many interests in the Parish and at Baton Rouge have been working intensely, but without success thus far, for nearly 20 years.

The following are the principal Barge Lines and Towing Companies now operating on the navigable waters in and adjacent to Jefferson Parish, — viz: (I) the Mississippi River and connecting waters, (II) the Harvey Canal: (III) Bayou Barataria and the Intracoastal Waterway extending westward from its junction with the Harvey Canal: (IV) Algiers Cut-off Section of the Intracoastal Waterway extending eastward from junction with the Harvey Canal to the Barge Lock on the West Bank of the river near lower Algiers boundary: (V) Bayou des Familles: (VI) Big Bayou Barataria, the Dupre Cut-off Canal, Bayou Cutlass and connecting waters giving access to oil and gas wells and sulphur deposits in the adjacent marshes and in Barataria Bay, Barataria Pass and also tidelands of the Gulf of Mexico off the Louisiana coast:

1. Federal Barge Line—Fleet office and anchorage, foot of Carrollton & St. Charles Avenues, New Orleans, opposite upper limits TP-MP Westwego Wharves. — Handles traffic for and from points on the Mississippi, Missouri, Illinois and Warrior Rivers and the Gulf Intracoastal Waterway.
2. American Commercial Barge Line.
3. Union Barge Line — Fleet Headquarters on West Bank of River, upstream from Canal Street Ferry Landing, Algiers. Handles traffic for and from points on Mississippi River and navigable tributaries.
4. Coyle Lines, Inc.—Fleet headquarters, West Bank of river upstream from Fleet Anchorage of American Barge Line. Handles traffic on Gulf Intracoastal Waterway and connecting waters.
5. Mississippi Valley Barge Line. — Fleet anchorage on West Bank, Marrero, Jefferson Parish, opposite Celotex Plant.—Handles traffic on Mississippi River.
6. John I. Hay Co.—Fleet anchorage, foot of Walnut St., New Orleans. Handles traffic on Mississippi

River and navigable connecting waters.

7. Canal Barge Co. Inc.—Harvey, La. — Handles traffic on Gulf Intracoastal Waterway and on the Mississippi, Ohio, Cumberland and Tennessee Rivers and navigable tributaries.
8. Dixie Carriers, Inc.—Harvey, La.— Handles traffic on Gulf Intracoastal Waterway and connecting waters. Also on the Mississippi and other rivers.
9. Gulf-Canal Lines, Inc. — New Orleans, foot of Carrollton Avenue. Handles traffic Bargeload, carload and L.C.L. between Gulf Intracoastal Waterway and Ports on the Ohio, Illinois, Missouri and Mississippi Rivers.
10. Chotin, Inc.—Harvey, La.—Handles traffic on Gulf Intracoastal Waterway and connecting waters.
11. Koch-Ellis Marine Contractor, Inc. —West Bank, Nine Mile Point, Jefferson Parish — Handles towing on Mississippi River, Gulf Intracoastal Waterway and connecting waters.

The barge lines and Towing Contractors above listed have generally been able to keep their equipment and personnel profitably and continuously employed hauling crude oil and other liquid petroleum and chemical products, sugar, cotton, steel products, sulphur, pipe, drilling mud, sand, gravel, cement, shells, lumber, automobiles, miscellaneous machinery and oil field supplies, on the navigable waterways of the Mississippi Valley and adjacent Gulf Coast Area. This has been particularly true during the past 15 years, since oil, natural gas, sulphur and salt deposits were discovered in large quantities, and are being developed in the marshes of lower Louisiana west of the Mississippi River and in the Tidelands off the Gulf Coast of Grand Isle.

Marine towing activity has promoted the growth of commerce and industry in the Parish, and the oil exploration and drilling program which has been almost continuously under way since the mid 1930's has stimulated the growth of the Parish's population, as well as that of the entire New Orleans Area.

#### IV—AIRLINES—DOMESTIC AND INTERNATIONAL

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ing mode of transportation, particularly adapted to the fast conveyance of passengers, mail and express, also of miscellaneous light weight freight cargo. This type of transportation, substantially aided by Government grants and subsidies, because of its great strategic military value, as demonstrated in World Wars I and II and the Korean aftermath, has now replaced the railroad and the Highway Motor Bus as the Number One passenger carrier in the United States. It is also replacing the steamship as the No. 1 passenger carrier over the Seas. The Airline is also being developed, more and more, into a Government mailcarrier and a fast conveyor of express, as well as of high priced light weight merchandise, particularly perishables, where price, value and the urgent demand for quick transportation appear to warrant the payment of the high rates exacted for such transportation service.

In Jefferson Parish, at Kenner, just north of the Airline Highway, is located Moisant International Airport, established there originally about 1945 following the end of World War II. In October last year, nearly 15 years later improved and thoroughly modern facilities, most of them under construction for the previous three years, were placed in service there. Among other improvements, Moisant's new concrete runway extensions have been completed and now is able to accommodate the largest and fastest jet propelled planes in operation anywhere in the World.

Moisant International Airport is now served by the following airlines operating passenger planes to all parts of the United States and to many points in Mexico, Central and South America and the Caribbean.

1. American Airlines, Inc.
2. Eastern Air Lines, Inc.
3. Braniff International Airways.
4. Capital Airlines, Inc.
5. Delta Air Lines, Inc.
6. National Airlines, Inc.
7. Pan-American World Airways.
8. TACA International Airlines S.A.
9. Trans-Texas Airways.
10. American International Airways.
11. Air Mexico.

There is available, in addition, now, at Moisant International Airport, passenger, express and freight service to all parts of the United States, to Mexico, Central and South America and the islands of the Caribbean, also with and through air connections at New York,

N. Y., San Francisco, California and Seattle, Washington, air transportation for passengers, express and freight to points all over the World accessible by modern air transportation.

Jefferson Parish has benefitted substantially commercially and industrially from the convenience and availability of air transportation at Moisant, and many of the employees of the Airlines are residents of the Parish.

#### V—PIPE LINES

Since the discovery of natural gas, oil and sulphur in and adjacent to Jefferson Parish commencing about 30 years ago, thousands of miles of pipe lines have been laid to carry these natural resources in liquid form from points of production to barges or to tank or other storage facilities or refineries in many sections of Louisiana and the entire United States for subsequent commercial distribution and ultimate consumption.

Pipe line transmission is the most rapid and most economical transportation yet developed for the conveyance of liquid and gaseous commodities.

Among the largest users of pipe line transportation in the Jefferson Parish and New Orleans Areas at this time are:

1. United Gas Pipe Line Co.
2. Tennessee Gas & Oil Div. of Tennessee Gas Transmission Co.
3. Monterey Pipe Line Company.
4. California Company.
5. Standard Pipe Line Company.
6. Texaco, Inc. (The Texas Company).
7. Tidewater Oil Company.

Millions of cubic feet of natural gas, thousands of barrels of crude oil and distillate and hundreds of tons of liquid sulphur daily are pumped through pipe lines in Jefferson Parish and in the natural gas, oil and sulphur producing areas west and south of the Mississippi River and the Tidelands of Louisiana Gulf Coast.

Modern Transportation by rail, highway, waterway, air and pipeline has contributed and continues to contribute much more toward the substantial expansion of commerce and industry and to the growth of population in Jefferson Parish and the New Orleans Area than their citizens and the people of Louisiana and the Nation, generally realize. Truly, its possession is most essential to the continued Prosperity and Growth of our Parish and State, and fundamentally provides a tremendously worth while contribution to our nation's over all Economy.

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## ALVIN E. HOTARD

CONSULTING  
ENGINEER

FOrest 6-1314 Gretna, La.

# THE JEFFERSON PARISH YEARLY

# Review

1960 EDITION

## PHOTOGRAPHY, ART AND CREDITS

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**We wish also to extend our thanks to our advertisers listed on the two following pages, of whom 35 have been continually advertising in the Jefferson Parish Yearly Review for the entire 25 years of our existence.**

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the *Light* refreshment

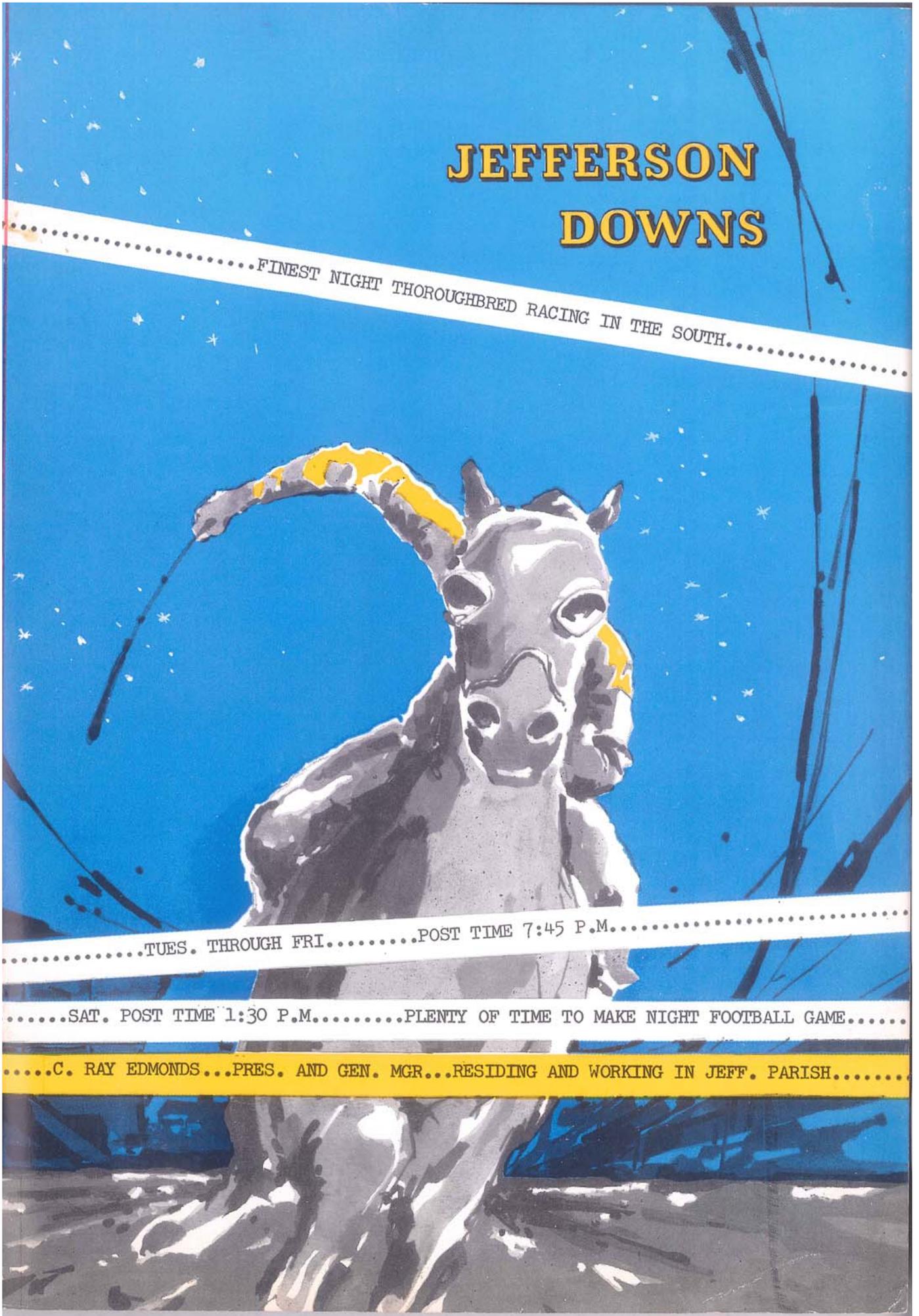
# JEFFERSON DOWNS

.....FINEST NIGHT THOROUGHBRED RACING IN THE SOUTH.....

.....TUES. THROUGH FRI.....POST TIME 7:45 P.M.....

.....SAT. POST TIME 1:30 P.M.....PLENTY OF TIME TO MAKE NIGHT FOOTBALL GAME.....

.....C. RAY EDMONDS...PRES. AND GEN. MGR...RESIDING AND WORKING IN JEFF. PARISH.....





ALVIN T. STUMPF

# WESTSIDE SHOPPING CENTER

still growing and expanding with Jefferson!



Sen. Alvin T. Stumpf, Retired

The **FOUNDERS** and **OWNERS**: Senator Stumpf and Archie Stumpf have been business and civic leaders in Gretna for half a century. The late Dr. John F. Stumpf conceived the idea of the gigantic enterprise and with the aid, mature judgment and supervision of his uncle and father the shopping center became a reality.



Archie C. Stumpf, Ph.D.



The late Dr. John F. Stumpf

## Now Accepting Leases for Additional Stores

Listed below are places of business that comprise the Westside Shopping Center . . . situated in Gretna, on the West Bank Expressway. Some of America's most successful merchants are represented here, and other famous store names will soon be added to our roster.

This expansion makes available 193,640 sq. ft. of choice building space in one of the South's fastest growing areas. If you would like to sell your merchandise or service on the "Canal Street" of the West Bank, please communicate with:

**Waguespack,  
Pratt, Inc.**

812 Perdido Street  
New Orleans 12 MA 1731

**John W. Zaring**

"15 E" Westside Shopping  
Center  
Gretna, La. FO 7-5590

### SHOP AT THESE WESTSIDE STORES

- |  |                             |
|--|-----------------------------|
| A & G Cafeteria                                | Maison Blanche              |
| Baker's Shoe Store                             | Maison Blanche Tire Center  |
| Duane's Shoe Store                             | Thom McAn Shoe Store        |
| The First National Bank<br>of Jefferson Parish | McKenzie's Pastry Shoppes   |
| Galle's Gulf Service                           | National Food Stores        |
| Gordon's Quality Jewelers                      | Singer Sewing Center        |
| Halpern's Fabrics                              | Stein's Mens Clothing Store |
| Jefferson Insurance Agency                     | Stumpf's Rexall Drugs       |
| Labiche's                                      | Sutton's                    |
| Lerner Shops                                   | Tri-Drive Restaurant        |
| Lord's   | Western Auto Stores         |
|  | Woolworth's                 |

**STUMPF'S FAMOUS RUST-A-WAY  
AND OTHER PRODUCTS ARE SOLD  
IN THE SHOPPING CENTER**

Rust-A-Way will remove rust stains from all fabrics, porcelain, tile, etc. Manufactured by John Stumpf's Son, Ph. Chemist, a recipient of World's Medal.  
OVER 84 YEARS IN BUSINESS