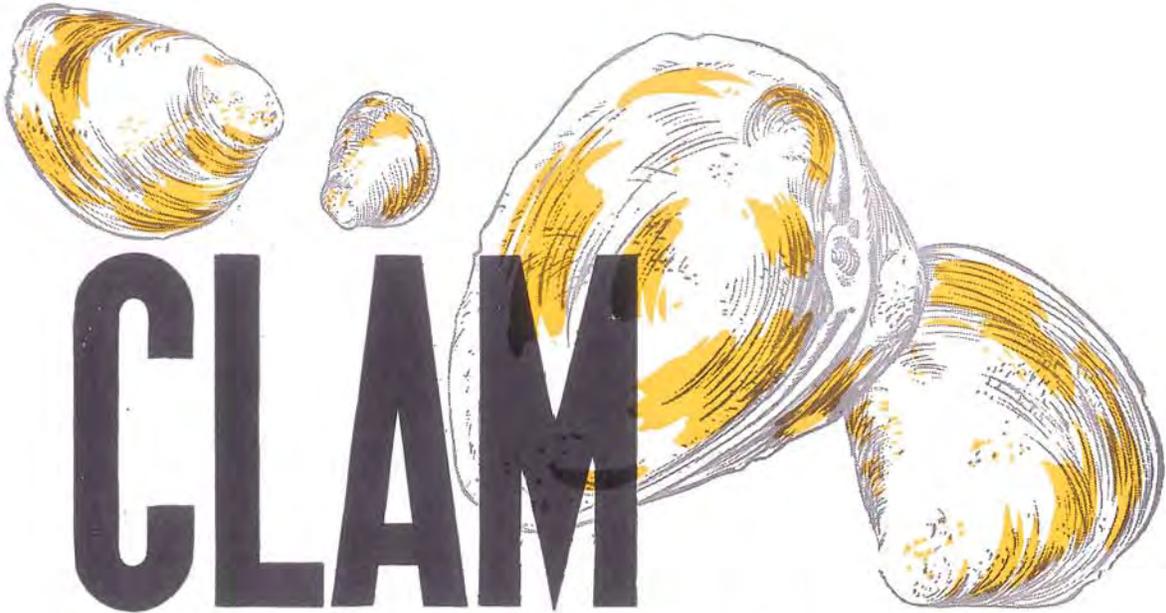


THE JEFFERSON PARISH YEARLY

Review

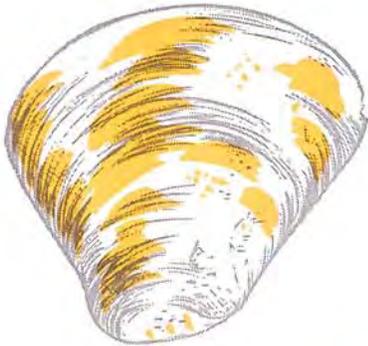
1961 EDITION





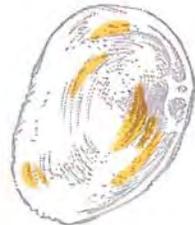
CLAM

SHELLS



FOR . . .

ROADWAYS
PARKING AREAS
DRILLING LOCATIONS



Ample Shells in Storage at Harvey, La.,
Westwego, La., and Belle Chasse, La.,
for Truck, Barge and Rail Deliveries.



Ayers Materials Co., Inc.

PETERS ROAD
FOrest 6-5391

HARVEY, LA.
P. O. BOX 382

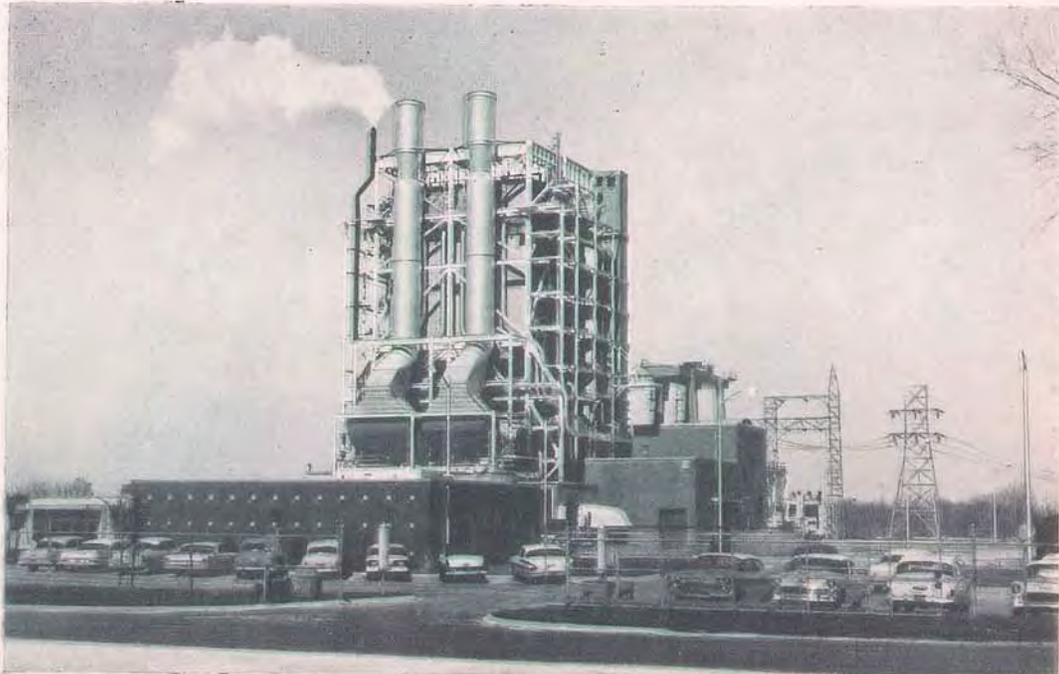
LP&L's NEWEST POWER PLANT A WORLD'S FIRST!



What has been acclaimed as the world's first steam-electric generating station capable of fully automatic operation is now in service at LP&L's Little Gypsy plant 25 miles upstream from New Orleans on the Mississippi River.

The "brain" of the power station is a very special electronic computer, designed to make LP&L's service to its customers still more efficient and dependable. This amazing computer, all by itself, can handle the more than 800 operations required in starting up the station. Once the station is running, the computer will monitor 700 different temperatures, pressures, flow rates, and valve and switch positions. It will actually type out hourly reports for record purposes. It will instantly detect and correct any situation that threatens safety or continuous operation.

The Little Gypsy station represents Louisiana Power & Light Company's continuing faith in the growth of Jefferson Parish and the other 41 parishes it is privileged to serve.



Louisiana Power & Light Company
"Helping Build Louisiana"

GROWING

WITH

JEFFERSON PARISH



The oldest and largest bank in Jefferson Parish . . . with assets of more than \$40 million . . . the institution that has helped finance the sensational progress of the parish . . . from an almost entirely agricultural community to the most concentrated industrial area in the Deep South.

First
NATIONAL BANK
OF JEFFERSON PARISH • W. RICHARD WHITE, President

4 BANKS SERVING YOU IN
GRETNА • WESTWEGO • LAKESIDE SHOPPING CENTER
WESTSIDE SHOPPING CENTER

MEMBER OF THE FEDERAL DEPOSIT INSURANCE CORPORATION

Review

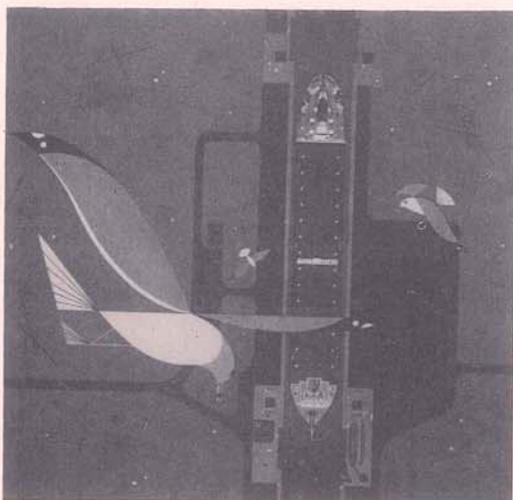
Published with the approval and cooperation of the President and Council of Jefferson Parish, Louisiana

M. Dan Hogan.....Parish President
 Cullen C. Schouest.....Council Chairman (at Large)
 Donald T. Gillen.....Council Vice-Chairman (East Bank)
 Harold L. Molaison.....West Bank Councilman
 Beauregard H. Miller, Jr.....First District Councilman
 Anthony A. Caramonta.....Second District Councilman
 George J. Ackel.....Third District Councilman
 Vial J. Blanke.....Fourth District Councilman

STAFF

Fred Bernos, Ray Sessions.....Publishers
 Joseph H. Monies.....General Manager
 Ray M. Thompson.....Editor

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



COVER: "The Tidewater Seaway of the Future". Courtesy of Morton Salt Company.

This 1961 issue of the Jefferson Parish Yearly Review was produced in its entirety by Union labor.

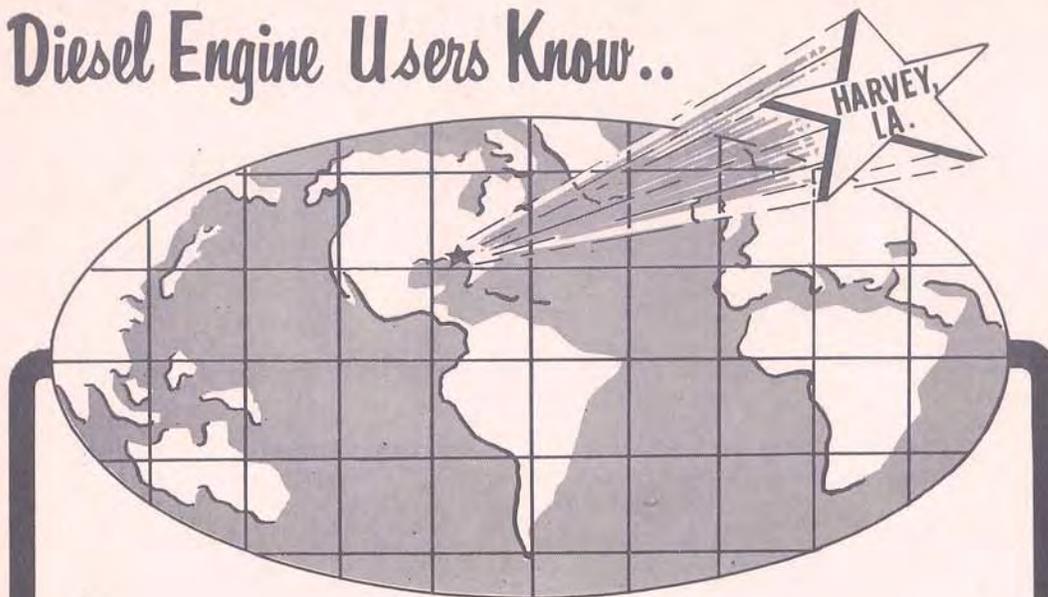


Copyright 1961 by Jefferson Parish Yearly Review

PARISH PUBLICATIONS, INC.
 901 Dodge Avenue • Jefferson Parish, Louisiana

	Page
Introduction . . . Presenting the tremendous growth of Jefferson Parish.....	5
Report of the Parish . . . A resume of the past year's progress and the plans of the new President-Council by Parish President M. Dan Hogan and the Parish Council; Cullen C. Schouest, Chairman; Doland T. Gillen, Vice-Chairman; Harold L. Molaison, Beauregard H. Miller, Jr., Anthony A. Caramonta, George J. Ackel, Vial J. Blanke	8
Jefferson, Land of Opportunity . . . Past, present and future . . . by Thomas Ewing Dabney.....	32
Producing Citizens, Jefferson's Most Important Industry . . . A report on Jefferson's Schools by Julius F. Hotard, President, Jefferson Parish School Board and Lem W. Higgins, Superintendent of Schools	56
A Call to Hemispheric Solidarity . . . by Congressman Hale Boggs	61
Home Building in Jefferson Parish.....	69
Moisant International Airport . . . a city within a city	84
Camera Drama . . . a pictorial section featuring Eugene Delcroix's photographs	88
Outdoors in Jefferson! . . . by Paul Kalman.....	103
Pictorial Map of Jefferson.....	122
Jefferson Parish President and Council.....	127
State and Federal Officials	129
Parish and District Officials	131
Court Officials of Jefferson Parish.....	132
Jefferson Parish School Board, Members and Officers	143
Jefferson Parish School Officials	145
The Port . . . by Verdun Daste.....	146
The Growth of Gretna . . . by Wm. J. White, Mayor	149
Keep Your Eye on Kenner by Joseph S. Maggione, Sr., Mayor	157
Highway Happy Harahan . . . by T. F. Donelon, Mayor	160
Grand Isle . . . Jefferson's newest municipality . . . a Sportsman's Paradise . . . by Michael A. Harris, Mayor.....	162
Helping Jefferson Grow . . . A report by the Chamber of Commerce	165
The Five Phases of Plaquemines Parish . . . by Judge L. H. Perez.....	168
Jefferson Parish Officials' Directory.....	181
Madonna Manor . . . by Sister M. Reginald, S.S.N.D.	185
Index to Photography, Art and Credits.....	205
Index to Advertisers	206

Diesel Engine Users Know..



Admittedly, the City of Harvey, Louisiana does not loom quite so impressively on any other world map.

But diesel engine users—men who rely on rugged and dependable GM Diesel engines to power everything from trucks to oil rigs—know Harvey, Louisiana well. They know Harvey as home and headquarters of George Engine Company, one of the world's largest diesel engine distributors. And to them, the certain and dependable delivery and service provided by George Engine Company is no less important than the proven performance of the GM Diesels which they sell.

You'll find GM Diesels from George Engine Company at work around the clock everywhere from the Gulf of Mexico to the Persian Gulf, from Lake Maracaibo, Venezuela to the Campeche Banks off the coast of Mexico.

And diesel engine users know, too, that George Engine Company, in Harvey, Louisiana, is on duty around the clock to service their engines, wherever they are.



George Engine
COMPANY, INC.



MARINE
OILFIELD
INDUSTRIAL

630 DESTREHAN AVENUE • HARVEY, LOUISIANA
AND 2739 EARHART BLVD., NEW ORLEANS

Introduction

This is the 1961 edition of the Jefferson Parish Yearly Review, presenting what is actually the 27th annual chapter in the story of the steady progress of Jefferson Parish, recognized as the fastest growing and most heavily concentrated industrial area in the Deep South — containing nearly two hundred diversified manufacturing operations, five of which are the largest plants of their kind in the world.

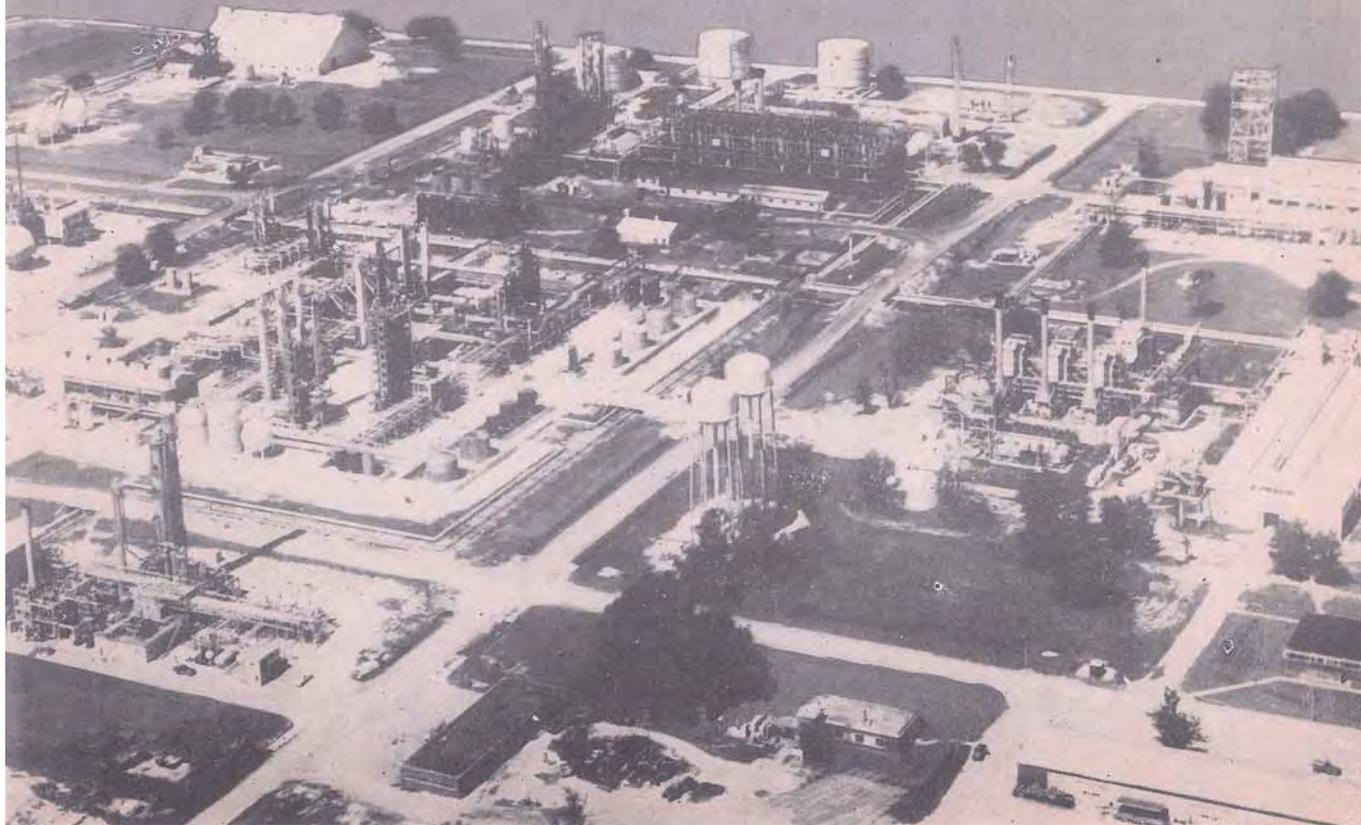
This is the phenomenal Louisiana parish which offers its existing or potential industries every means of transportation known to modern man for the movement of their raw materials or finished products, including the Intracoastal Waterway, five trunk line railroads and the Mississippi River — the last of which, flowing through Jefferson, also can provide its plants with more available industrial water than is required by all other industrial plants in the nation.

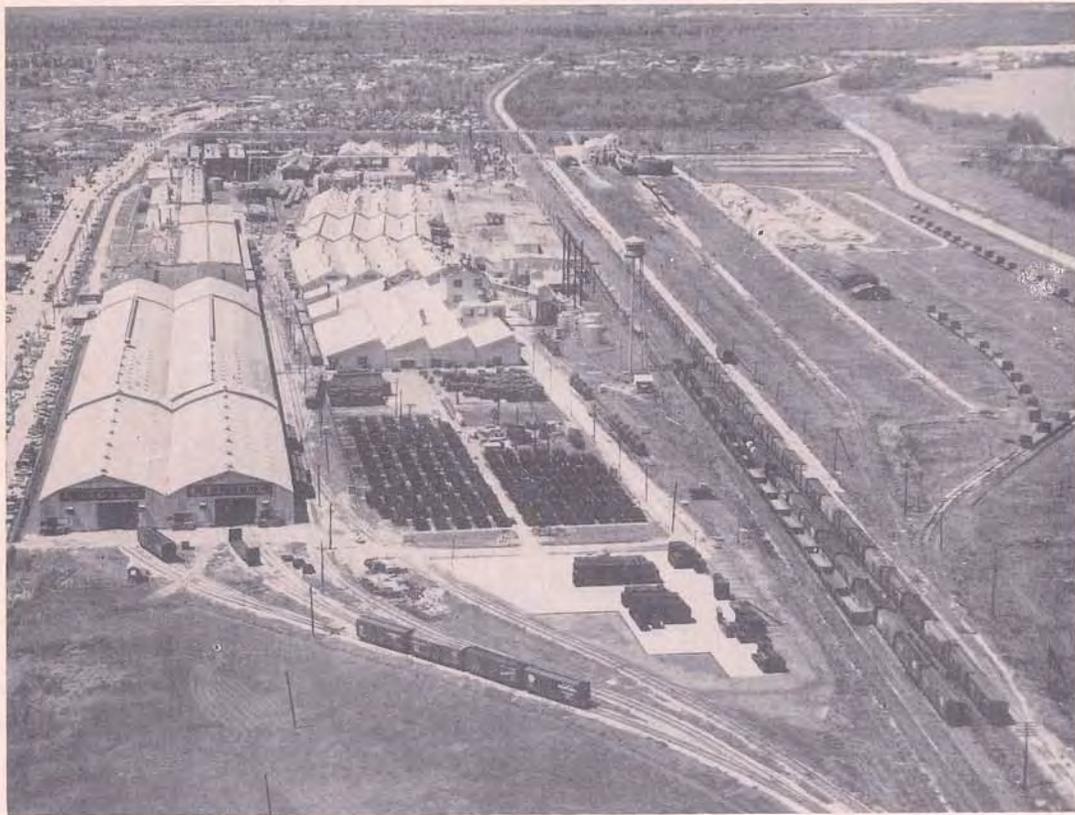
But what is astounding to those who visit or investigate Jefferson Parish for the first time is that it is not only richly endowed by geography for commerce and industry, but also for outdoor recreation. It possesses the only saltwater beach in Louisiana at Grand Isle, the offshore water of which is rated one of the top ten fishing spots of the world.

And let's not overlook that Jefferson's West Bank of the Mississippi combines with New Orleans' East Bank to form the No. 2 Port of the nation.

All this is Jefferson, the Parish of Progress!

Photo Courtesy American Cyanamid Co.





AIR VIEW OF PLANT AT MARRERO, LA.

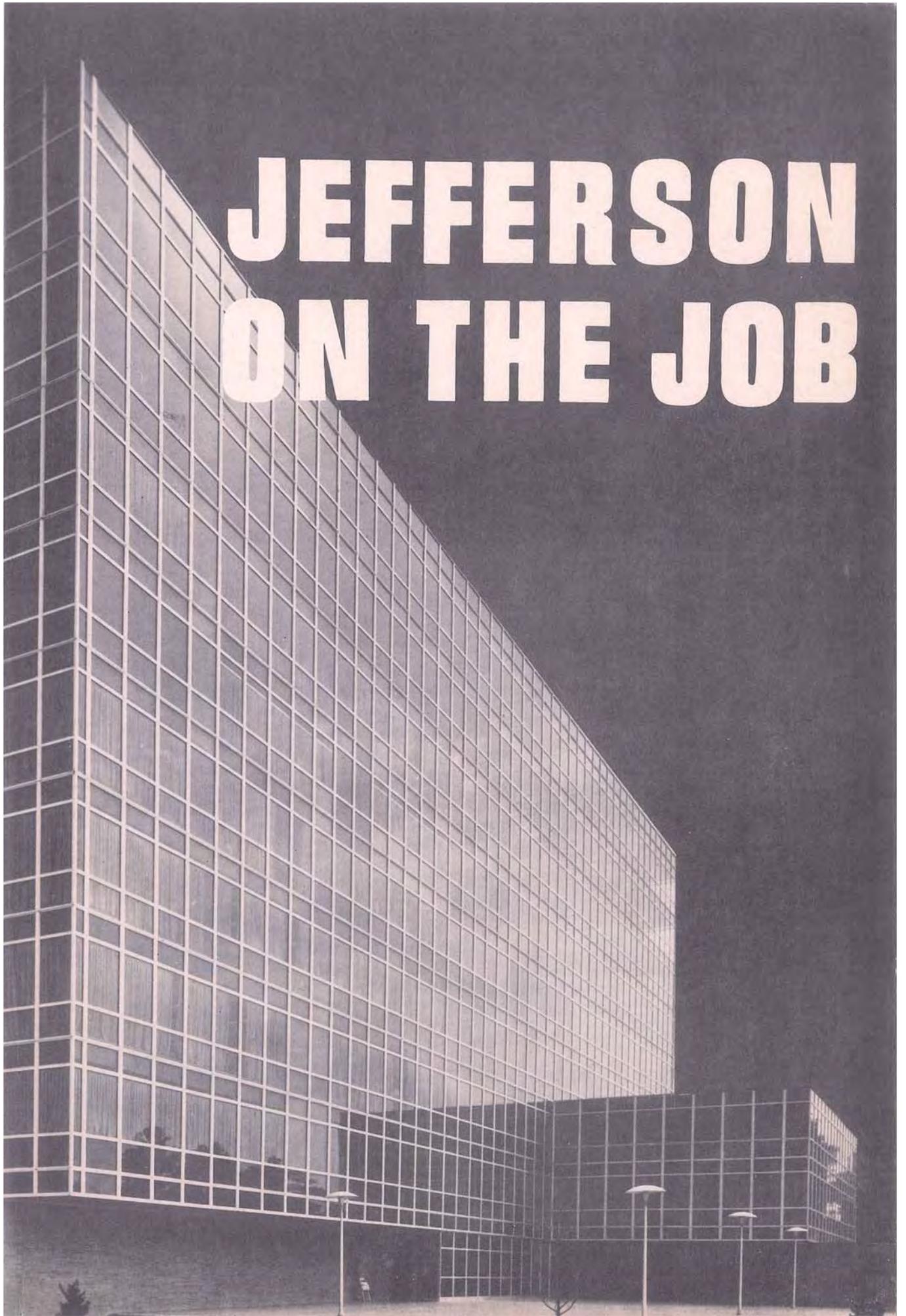
The largest insulating board plant in
the world. The Celotex Corporation's
plant located at Marrero.

CELOTEX

The Celotex Corporation

MARRERO, LOUISIANA

JEFFERSON ON THE JOB





1960 - 61 REPORT

Jefferson Parish President—Council: George J. Ackel, Councilman; Harold L. Molaison, Councilman; Donald T. Gillen, Council Vice-Chairman; M. Dan Hogan, Parish President; Cullen C. Schouest, Council Chairman; Beauregard H. Miller, Jr., Councilman; Anthony A. Caramonta, Councilman; Vial J. Blanke, Councilman.

This is the third year of the 8-man President-Council form of government in Jefferson Parish . . . during which its nine original departments, plus the new Research and Budget Analysis staff added in 1960, all of which were created for greater economy and efficiency to replace the more than thirty former different districts and agencies of the Police Jury System, have swung smoothly into their organizational stride.

This can be termed a normal year for Jefferson Parish. Despite the serious unemployment and economic unrest in many parts of the country, intensified by disaster areas resulting from the floods, tornados and snow storms which have nagged the nation, Jefferson Parish has maintained its status as "the fastest growing and most heavily concentrated industrial section in the Deep South."

Public construction continues, spear-headed this year by the \$1,700,000 long awaited Barataria Bay Waterway for boats and barges, on which the work was started in May of 1960, an added transportation facility through the heart of Jefferson which will greatly stimulate its commerce and industry. Demanded by Jefferson's steadily in-

creasing population, new huge subdivisions and strategically located shopping centers are taking shape in both the incorporated and unincorporated areas of the parish. Industrial production and employment are keeping pace with the parish population and expansion as we head into the Critical Sixties.

Let's review some inspiring statistics: In 1950 Jefferson Parish boasted a population of 103,000. By the census of 1960 that figure had leaped to 208,769, over 100% gain, while New Orleans—next door could only boast a 10% increase. In 1950 Jefferson provided jobs for 35,000 people. In 1960 that figure had catapulted to 76,000, again over 100% increase, as jobs matched population. In 1950 Jefferson had a spendable income of \$138 million. In 1960 that amount had soared to \$375 million, almost three times as great. Retail sales jumped from \$51 million in 1950 to almost four times that much in 1960—\$198 million.

The steadily uninterrupted progress and mounting prosperity of Jefferson Parish, while they mean greater revenue also mean greater responsibilities and increased expenses in the administration and operation of parish affairs.

This is reflected in the Annual



OF THE PARISH

Budget. The Revised Operating Budget for 1960 for the Parish of Jefferson was a little over \$10 million. The 1961 Operating Budget is over \$12½ million. Of this increase \$1,482,150 is the operating fund for the new West Jefferson General Hospital which did not open for service until May of 1960 and did not appear in the 1960 Operating Budget.

It was constructed by means of a \$1½ million Hospital Bond Issue plus Federal Funds and is supported by a 3 mill tax for the newly created Hospital District No. 1. Two mills of that tax will retire the bonds and the additional mill will provide the money for the maintenance of the hospital for a ten year period.

Other increases in the 1961 Budget represent additional money not only to finance the increased activities of the various departments, but also to implement the parish pay plan and to bring wages of parish employees up to the pay plan minimum.

The increases also include the replacement of old and outmoded equipment principally in the Garbage Districts; new equipment in the Public Libraries; expanding the facilities of Waterworks District No. 1; and a \$325,000 fund set up for the completion and renovation of the unoccupied floors in the New Court House and the East Bank Office Building.

Following are the individual reports of the ten different departments. These do not include the office of the Sheriff

and Tax Collector, the Tax Assessor, the Clerk of the District Court, the Coroner, the Jefferson Parish Public School System and the several incorporated municipalities—none of which come under the jurisdiction or authority of the Parish Council.

A BUSY YEAR FOR THE JEFFERSON PARISH FINANCE DEPARTMENT

This department, which is in charge of Purchasing, Accounting and the Parish Budget has instituted within the last twelve months a dozen projects to promote the efficiency of the record keeping phase of the parish.

1. Its first and most important task was bringing the parish records up to date, so that all would be on a current basis at the end of the year . . . plus the compilation of the 125 page 1960 Revised and 1961 Operating Budgets.

2. The preparation, in conjunction with the Planning Department, of the \$51 million Five Year Capital Program approved by the Parish Council in March 1961.

3. The consolidation of all Funded Debt Records under one central control, a statement of which was submitted with the Operating Budgets. This is the FIRST TIME in the history of Jefferson Parish when all the Funded Debts were detailed in one total.

4. The establishment of a central current and running file, for quick and easy checking, of all payments made



Proof positive of the growth pattern of Jefferson Parish is to be found in a new series of aerial photo surveys recently completed by Jack Ammann, Inc., of San Antonio, Texas. The photo on the left was taken in January 1956, the photo on the right in January this year.

Leaving nothing to chance, the all-seeing eye of an aerial camera was employed to positively plot the rapid growth pattern of a large section of

against active and existing contracts.

5. The establishment of Travel Regulations and Procedure—entailing a detailed voucher of all expense accounts on payment.

6. The safe investment of parish idle funds to the extent of \$3 million (involving sinking funds and construction funds) at a reasonable rate of return in 6 months certificate of deposit and 90 day Treasury Notes.

7. The complete overhauling of the entire parish insurance program reducing 60 odd policies to around 12, eliminating overlapping coverage in many instances.

8. The installation for 1961 of a program of regular monthly statements on bond indentures without outside CPA service. This does not have anything to do with the annual CPA audit of parish records.

9. Now working on a complete Inventory of Fixed Parish Assets, the first time this has ever been done in Jefferson Parish.

10. Tightening up the billing and collection control of those outside agencies, such as the water and sewerage districts which handle their own money. This will entail an audit every month.

11. Balancing the accounts receivable



the East Bank. The photographs were made on a scale of 1 inch to 1600 feet with a precision 6-inch high speed camera.

Primarily planned for use by municipal departments, this type aerial survey has proven itself as an aid in overall city planning, expressway routing, traffic control, zoning, industrial location, tax office surveys as well as business surveys and market analysis.

of the paving collection department, including central accounting and collection control.

12. The Finance Department has requested a survey by IBM and Remington Rand, now going on, to determine if the accounting procedure now being used could be more economically and effectively done electronically. Tentative proposals are in, and the Finance Department intends to recommend to the Parish Council very shortly that budgetary accounting and payroll be put on punch cards, with a target date of early 1962. This will be a "test balloon" but it is possible that within a few years

the system will extend to the utilities, the waterworks and the hospital.

IS IT LEGAL?

The primary functions of the second of the departments — the Jefferson Parish Legal Department, composed of the Parish attorney and a staff of four other lawyers — are to meet with and advise the President, Council and all Departments on the legal aspects of any ordinances or regulations they may pass, to study the legality of all activities which the parish may originate or in which it may participate, and to rep-

Jefferson's Estimated Population Growth



1960

207,301

1965

260,000

1970

350,000

resent the Parish of Jefferson in all litigation in which it may be either defendant or plaintiff.

One of the major accomplishments of this last year was the patient and detailed acquisition of all the necessary rights of way by June 10, 1961 for the already started Baratavia Bay Waterway which is entirely contained in Jefferson Parish.

Another of this last year's achievements was the successful resistance of the proposed rate increase by the United Gas Pipe Line Company.

In an operation as large as Jefferson Parish, with so many and complex activities performed by so many diverse individuals and groups and the constant stream of papers and contracts involving huge sums and commitments, the service of this seldom publicized department is called upon almost daily for the protection of the Parish and its people.

JEFFERSON PARISH PLANNING DEPARTMENT PROJECTS

Last year the Planning Department processed 180 subdivisions, which created 4,521 new lots. Also, 145 applications for reclassification of zoning were received and processed. In connection with zoning, 23 public hearings were held to determine the public attitude for and against each petition for reclassification.

The Planning Department is now working on a project to establish a set of minimum specifications for improvements of streets, drainage, sewerage and water. This will be the first such regulation ever adopted by the Parish and will insure the correct construction of these improvements by contractors and engineers before they will be accepted for maintenance by the Parish.

Another project in the drafting stage is Subdivision Regulations, which will be the first comprehensive control of subdivisions in the Parish. The ordinance in which this Parish is now operating was originally passed in 1947 and has been amended some five or six times, each time for one particular article, which was omitted from the original ordinance.

A third project which is almost complete is a comprehensive text change to the Zoning Ordinance. This will be the first comprehensive change since its adoption on September 8, 1958. In the last 30 months there have been five amendments to certain sections which were helpful in the administering of the ordinance. However there are sections

the Planning Department feels should be changed and in some cases deleted completely from the ordinance.

PARISH PERSONNEL

Handling the job classification, wage scale and all matters of policy relating to parish employees comes under the jurisdiction of the Jefferson Parish Department of Personnel, 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.

During the year 1960 Civil Service became a complete reality for the parish employees of Jefferson. A position classification plan was adopted and implemented, the status of existing parish employees was determined, an effective recruitment and examining program was inaugurated, a Pay Plan for the classified service was developed and made effective January 1, 1961 — and an employee newsletter, the Scroll, was initiated.

Working out position classification was the result of more than 15 months of preparation, including two public hearings. The Classification Plan itself, for the approximately 1200 employees of the general parish government, was adopted by the Personnel Board in March of 1960. As originally developed, the plan consisted of approximately 160 classes of work, each being clearly identified and defined by means of a class title with the detailed description of typical duties and responsibilities.

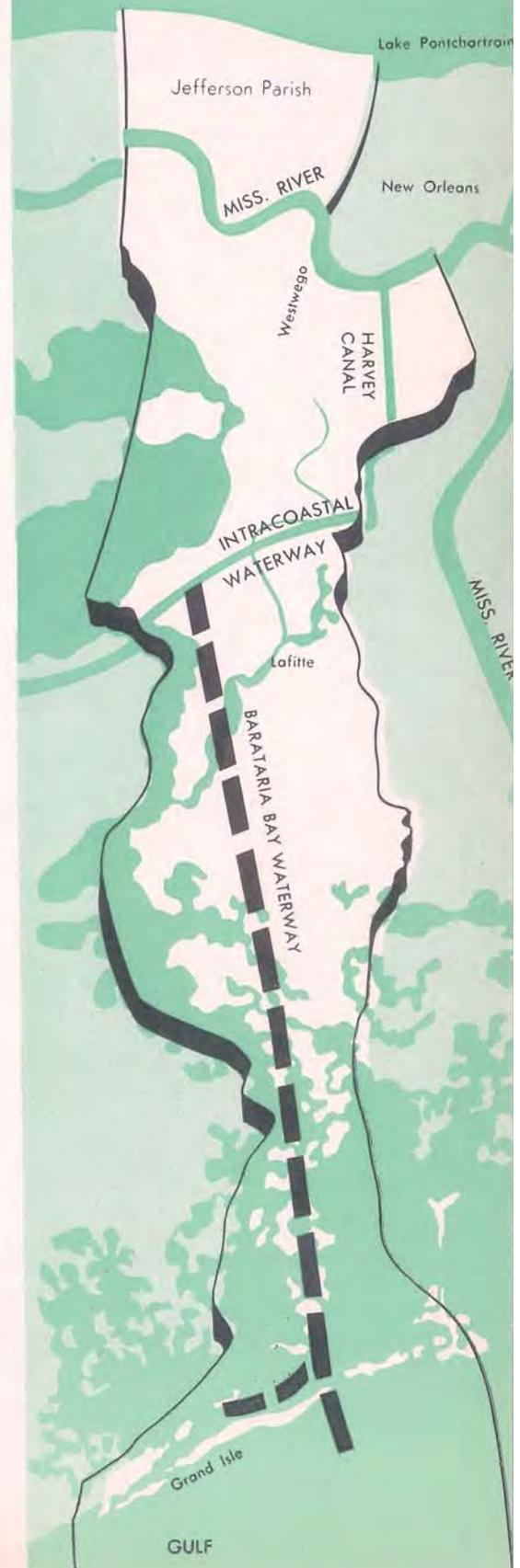
The Classification Plan furnishes the basic groundwork for the Recruitment and Examining Program and the Pay Plan.

ALL PARISH EMPLOYEES EXAMINED

Following adoption of the Classification Plan and the allocation of positions to the various classes, it was necessary to determine the civil service status of the holders of those positions. A number of employees were "blanketed-in" the Parish service by charter provision, but many others were not covered by this provision and had to be qualified by some other means. Under the Personnel Rules, an examining procedure was developing for this purpose. Minimum qualifying standards were established for each class of work, and the qualifications of each employee were checked against these standards. By these means, the status of existing employees was determined.

BARATARIA BAY WATERWAY

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



THE RECRUITMENT AND EXAMINATION OF NEW EMPLOYEES

The employment needs of a service organization, such as that of the parish government, are constant. Normal personnel turnover, and the continuous demand for more and better government services, make it necessary that lists of persons eligible for and interested in parish employment be established and kept current.

During 1960 examinations were announced for 79 classes of work. In connection with these 828 persons applied for examination, of which 460 were examined and out of which 310 names were placed on eligible lists to be certified to fill future job openings. During the year 86 positions were filled by appointment from these eligible lists.

THE PAY PLAN

Also, during 1960, the last step of the classified service, a Pay Plan, was developed after extensive and thorough studies of the pay policies and practices of government and private employees in the Jefferson area. After discussion and criticism of original proposals by both management and employees at both private and public hearings, final proposals were approved by the Personnel Board and submitted to the Parish Council for adoption. This step was taken by the Council in December 1960, to become effective on January 1, 1961.

THE SCROLL

To enable the Personnel Department and parish management to better communicate with employees, to help them better understand established and new personnel policies and regulations, the newsletter "The Scroll" was developed, its first issue printed and distributed in January 1961. This newsletter, a one page publication, will be printed in color on a parish owned off-set press and will be mailed periodically to the homes of the individual parish employees.

In the future, in addition to current services, the Personnel Department plans employee and supervisory training programs, the coordination and improvement of quasi-personnel functions (insurance, retirement benefits, etc.) and the development of still further communications media.

Civil Service, in its full meaning, has been realized for the employees of the Jefferson Parish general government. But none of the above mentioned ac-

complishments and objectives could have been realized without the active cooperation and assistance of the employees themselves, the various department heads and the elected officials of parish government who have displayed a sincere interest in the establishment of a career government service, based on principles of merit, in Jefferson.

WATER — THE MOST NECESSARY AND CASUALLY ACCEPTED COMMODITY OF EVERDAY LIVING

Under the jurisdiction of the Jefferson Parish Water Department — all Waterworks Districts One, Two, Three, Five, Six and Seven — a busy department of skilled technicians trying valiantly to keep pace with a parish population that is not only steadily and rapidly increasing but which is spreading out over former unpopulated areas — all of which means the constant laying of more miles of water mains to guarantee to the parish homes and businesses a steady supply of the most necessary commodity of our modern dependent civilization — pure water right at the tap all the time, for both consumption and fire protection.

An excellent example of Jefferson Parish expansion is the recently established Waterworks District No. 7, which just went into operation in April of 1960. It provides water and fire protection for the growing Greater Gretna area which includes the new subdivisions of Meadow Brook, Timber Lane Estates and Terrytown, a new residential section that will soon boast 10,000 homes.

Just between April 1960 and the first of the year this new Waterworks District No. 7 installed 500 meters, laid 12,000 feet of pipe at a cost of \$72,000 and supplied 18,878,000 gallons of water. Supplied by Waterworks District No. 2, the new District No. 7 is also served by a million and a half gallon reserve storage tank located to the left of Belle Chasse Highway adjacent to Terrytown.

The largest waterworks district in the parish, the East Bank's busy No. 1, added 2278 new customers in 1960 which brings its customer total up to 35,492 users to which 4,047,974,000 gallons of water were supplied in 1960. This District laid 101,159 feet of new pipe in 1960, installed 159 new hydrants and 311 valves. It now has a total water main mileage of 421.05 miles and possesses a total of 4094 fire hydrants for



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.

JEFFERSON PARISH GOVERNMENT EXPANDS WORKING SPACE

The Jefferson Parish government, with its approximately 1200 employees and growing at a rate comparable to the parish population, is expanding at both its functioning headquarters—the architects having completed plans for occupying the eighth and ninth floors of the new Gretna Court House and the fourth floor of the East Bank Office Building in Metairie. This will necessitate a rearrangement of office space and a new Council Chamber.

Here, for the benefit of those who will contact them is the proposed new office arrangement at the Gretna Court House.

The Finance Department and its Purchasing Division will be together for the first time when the ninth floor is complete. They will occupy practically all of this floor except a small office for veterans affairs.

On the eighth floor Juvenile Court will be given a court room and offices. This separation of Juvenile Court from other court rooms follows the recommendations of national correction officials. The Personnel Department will be moved from the East Bank Office Building to this eighth floor also. Other offices on the eighth will be County Agent, Federal Farm-Home Administration, Office of Civil Defense (now in the School Board Building of Gretna), an office for Navy Recruiting and for a Justice of the Peace.

The Department of Roads and Bridges will take over a large part of the seventh floor, quadrupling its present space of one small room. The Board of Zoning Appeals will get an office and the Parish President's office will remain on this same floor.

On the sixth floor the Council Chamber will be moved from the east end of the building to the west, because the mechanical features of the building are concentrated on the east end, such as elevators, storage and utilities. For this reason the west end can be converted into a larger Council Chamber.

Also on the sixth floor will be offices for the Research Director, the Parish attorney, and the Parish Clerk who

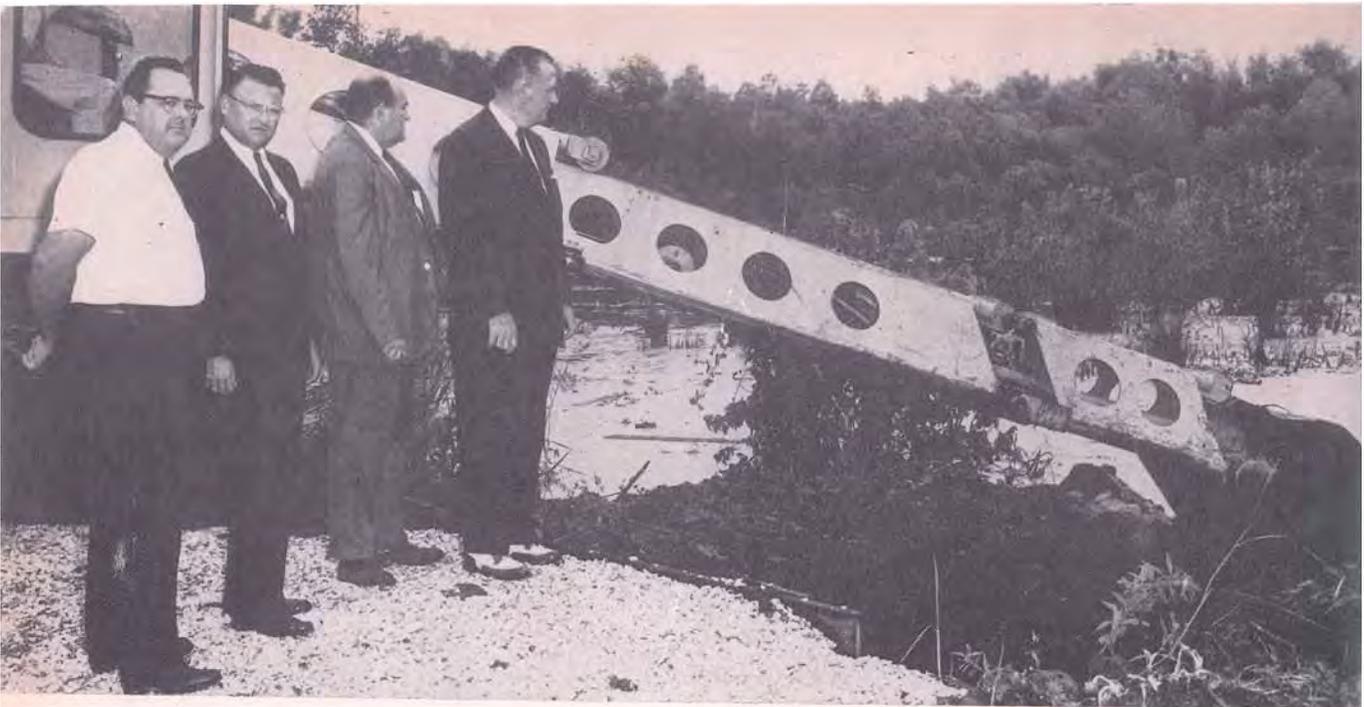
will be provided a walk-in vault for the first time. The only changes on the fifth floor will be the sound-proofing of the Grand Jury Inquiry Room and installation of a map and plans room for the Clerk of Court. On the fourth floor the Clerk of Court will get a new vault in the rear of his present one. The Clerk's map room on the third floor will be ripped out, the space to serve at the upper half of the new courtroom to be installed on the second floor in place of the present juvenile office. The new courtroom will be the only alteration on the second floor. And the only change on the first floor will be an extension on the northwest corner of the building for the Assessor's Office.

In the East Bank Office Building the Parish President will have offices on the now vacant fourth floor. Also there will be four offices for the Councilmen. Also a large conference room will be installed for the use of the Parish President and the seven Councilmen. This room will also be available for public hearings on East Bank zoning matters, which are now held in the Court House at Gretna. Other offices on this floor will be given to the Clerk of Court, the Coroner, Navy Recruiting and the Planning Department.

The third floor will be vacated by the Planning and Personnel Departments and will be occupied by a new office for paying sales tax, a Veterans Affairs office and small offices for the District Attorney and Personnel Department, the Sheriff's Office and Registrar of Voters will remain as is.

The Safety Department and its Division of Regulatory Inspections will retain the second floor and a telephone exchange room will be added. No changes on the first floor now occupied by the Assessor and Sheriff, except the collection of sales tax will be on the third floor.

This should provide ample working space for a few years—but already parish government officials are thinking about buying land adjacent to the East Bank Office Building and expanding the parking area in front of the new Gretna Court House.



Jefferson Parish officials watch the opening of the new Bidge City Drainage Canal that was completed in June. They are, left to right: Ray L. Condon, Director of Sanitation Department; Council Chairman Cullen C. Schouest; Avondale Homes developer William Kelly; and Parish President M. Dan Hogan. The new canal, bordered by a 4-foot levee, will drain off excess rainfall in the area from Nine Mile Point on the east to Avondale Homes on the west. It is one segment of the drainage projects to be financed by the \$2 million bond issue recently approved by West Bank voters.

the property protection of its customers.

The plans are now prepared for another 5 million gallon storage tank, to cost \$330,000 and to be constructed on the present No. 1 Filtration Plant site; a new river intake with a capacity of 50 million gallons of water a day to cost \$375,000; and the increase of the Filtration Plant's capacity from 20 million gallons to 30 million gallons, plus water mains to cost around \$400,000 — all with a target date late in 1961.

Waterworks District No. 2 (which serves Districts Two, Three, Six and Seven) added 43 new meters in 1960 bringing its total retail customers up to 3,000. In 1960 it added 2077 feet of pipe at a cost of \$13,000 and sold 1,002,882,000 gallons of water, including the wholesale to Districts Three, Six and Seven.

For greater efficiency of the Department and greater convenience of the water customers in paying their bills, all four Water Districts have consolidated their office activities in the new No. 2 building. Trucks, meters and a new warehouse to serve all four districts have been added to No. 2's facilities at a cost of \$45,000.

Waterworks District No. 3 installed 27,000 feet of new pipe in 1960 at a cost of \$165,000, sold 314,055,000 gallons of water and added 209 new customers to a grand total of 3500.

Waterworks District No. 5 with the recent addition of Avondale Gardens and Live Oak Manor subdivisions in its sector, added 259 new customers bringing its total up to 1235 and sold 249,354,000 gallons of water. Its 1960 growth required the installation of 10,000 feet of water mains at a cost of \$60,000. No. 5 purchases water wholesale from the City of Westwego.

Waterworks District No. 6 in the Crown Point-Lafitte-Barataria area, which has recently been converted into a water and gas district, had a water sale of 51,213,000 gallons in 1960.

These preceding statistics show that all water districts parish wide showed a remarkable increase in customers in proportion to their service area. But we repeat what we said in the beginning — 1960 was for the Water Department a normal year with normal growth and normal expenditures and no increase in rates.

THE FIVE PHASES OF THE SAFETY DEPARTMENT

The Jefferson Parish Safety Department is responsible for the operation of five different divisions: the Division of Regulatory Inspections, the Division of Street Lighting, the Division of Fire Fighting, the Division of Traffic Engineering and the Taxicab Division organized in 1960. For convenience and clarity we'll list the activities of each separately.

**THE PARISH
GAUGE OF GROWTH**

No other means of measurement so accurately portrays the progress of the parish as the annual report of the Division of Regulatory Inspections, which revealed that in 1960 building permits for construction (including new, remodeling and expansion) were issued for a total value of \$52,986,536 of which over 60% was for new homes.

This total of OVER A MILLION DOLLARS A WEEK applies only to the unincorporated area of Jefferson Parish. The individual reports of the five municipalities who issue their own building permits for construction within their city limits will substantially boost this total.

The breakdown of the above \$52 million is interesting as it reveals the character of 1960 construction in Jefferson:

Permits Issued	Type of Construction	Total for 1960
2427	One Family Residences.....	\$31,096,135
23	Two Family Residences.....	380,100
3	3 and 4 Family Residences.....	65,000
3	5 or more Family Residences.....	153,500
4	Motels and Tourist Courts.....	26,500
8	Other Shelters.....	60,300
1	Hospital and other institutions.....	33,000
32	Offices, banks and professional buildings.....	788,240
11	Public works and utility buildings.....	640,000
17	Schools and other educational buildings.....	5,346,847
73	Stores and other mercantile buildings.....	4,865,774
7	Amusement and recreational buildings.....	270,714
7	Churches and other religious buildings.....	572,200
8	Industrial buildings.....	163,100
604	Residential garages and carports.....	379,400
22	Service stations and garages.....	405,350
3	Other non residential buildings.....	8,300
203	Structures other than buildings.....	416,092
2488	Additions and alterations to residences.....	3,222,042
198	Additions and alterations to other buildings.....	4,093,942

The aerial photo below shows dredging operations on the Barataria Bay Waterway at the Gulf of Mexico end. The dredge is discharging on the east end of FiFi Island with Bayou Rigaud in the center and the east end of Grand Isle on the right. Initiated in May of 1960 about 20% of the project has now been completed—4.34 miles of channel at the Bayou Rigaud end and at the other end, 1.1 miles of Bayou Barataria to Bayou Villars. When finished the Waterway will give fishing boats, pleasure boats and boats serving the oil industry a new short route to and from the upper end of Jefferson Parish and the Gulf of Mexico. At present any boats with a draught greater than 5 feet must either use the Mississippi River or the Intracoastal Canal via Morgan City to reach Grand Isle from Jefferson or New Orleans.





Showing the front of year-old 159-bed West Jefferson General Hospital at Marrero. Now occupying only ten of the twenty acres it acquired, the vacant area in its front provides the space for future expansion around a central quardangle.

For the last three years construction in Jefferson's unincorporated area has consistently ranged between \$50 and \$60 million. New one family residential construction for 1960 exceeded 1958 but did not reach the 1959 total, which was a banner year and showed a 50% increase over 1958.

BETTER STREET LIGHTING FOR JEFFERSON

The Safety Department's Division of Street Lighting reports that during 1960 over 900 new street light installations were placed in operation parish wide, although the majority were installed in Road Lighting District No. 10.

Also, numerous repairs and/or replacements were made in old outdated underground lighting systems bringing them up to par with present day installations. Changes from 100 to 300 watt incandescent fixtures were completed throughout the entire Eighth Road Lighting District.

In cooperation with the Traffic Division in the latter part of 1959 signal lights were installed at the intersection of Bissonet Plaza and Veterans Memorial Highway, and at Green Acres Road and Veterans Memorial Highway. Since then the increased traffic flow along Veterans Memorial Highway has necessitated additional traffic light installa-

tions, and arrangements (as of March 30) were complete for traffic signals to be installed at the intersections of both Bonnabel and Sena Drive on Veterans Memorial Highway.

Paving of north lane of Veterans Memorial Highway from Clearview Drive to David Drive is nearing completion, and the Louisiana State Highway Department has asked for bids on section between David Drive and Williams Boulevard in Kenner and it is hoped that this section will be completed early next year.

THE JEFFERSON FIRE FIGHTERS

During the year 1960 the Jefferson Parish Fire Division of the Safety Department reported that the fire laddies and equipment were called out on an average of just a little over twice a day — 741 alarms to be exact.

Of these 254 were business house or home fires, 88 were automobile fires, 333 were grass and brush fires, 2 were boat fires and 64 were false alarms.

In addition to the above fire alarms answered, the Fire Division went out on 104 calls of an emergency nature in one of the three Jefferson Parish First Aid or Emergency cars. Plus numerous calls for assistance in automobile accidents and other similar situations where the area required washing down. Plus 350



Shown above is the architect's rendering of the new \$4,000,000 six-story Ochsner Clinic Building to be added immediately to the highly specialized and superbly equipped 386-bed Ochsner Foundation Hospital on the East Bank's Jefferson Highway.

supervised school fire drills, 105 fire prevention lectures to schools and 50 to clubs, and 400 public buildings inspected for possible fire hazards.

It is estimated that the total value of the buildings served by the Fire Division in 1960 was \$3,239,027.12; of this there was only, because of prompt action, \$124,488.60 insured fire damages and only \$16,425 of uninsured fire damage.

Of the contents of these buildings, valued at a total of \$15,622,580, there was only \$106,479 of insured fire damage and just \$27,610 of uninsured fire damage. An excellent record!

1960 WAS MOST PROGRESSIVE YEAR FOR TRAFFIC ENGINEERING DIVISION

During the year of 1960 the Safety Department's Traffic Engineering Division installed 528 orange yellow scotchal fluorescent school signs. It will be remembered that Jefferson was the first parish in Louisiana to adopt this new type brilliant sign, which is now being installed all over the United States.

During 1960 over 10,000 street identification signs were erected. These were replacements for the faded signs erected over five years ago.

Also, over 5,000 new traffic control signs were erected, such as Speed Limit, Stop, One-Way, No Parking, Load Lim-

it, etc. These signs are now made on $\frac{5}{8}$ " high density plastic covered plywood and will last for years. There were also more than 1,000 traffic control signs installed as replacements for those damaged or stolen.

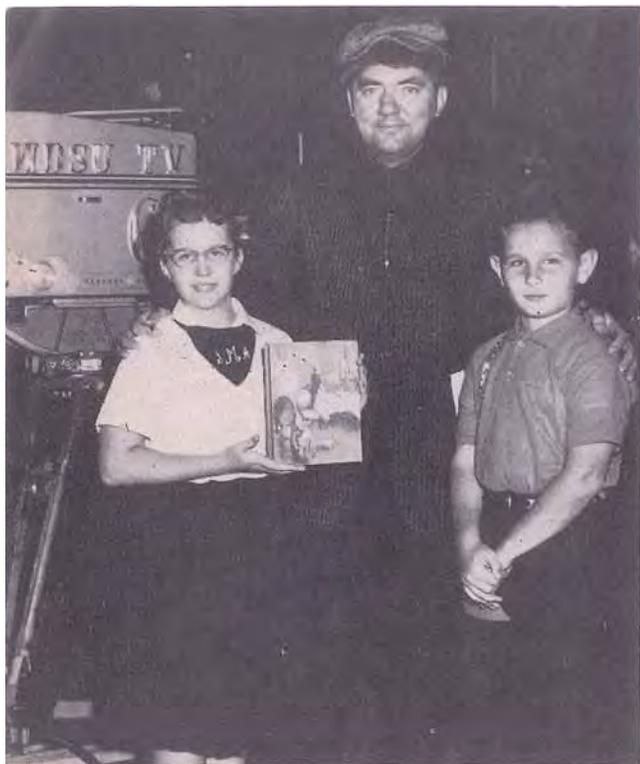
The Traffic Engineering Division has painted 4 inch cross walk lines as well as the word "SCHOOL" on every major roadway and street in the immediate vicinity of Jefferson Parish Schools. Also, the Division striped the center and both sides of the Veterans Memorial Highway from the Orleans Parish line to Williams Boulevard in Kenner.

This Division also contracted for the installation of the traffic signals (in cooperation with the Street Lighting Division) on Veterans Memorial Highway mentioned a few paragraphs back. The actual completion date of this project was February 1961.

The Traffic Division started out 1961 with another busy year, with plans underway for a new Sign and Signal Shop, where all of Jefferson's signs are made, and for the installation of new fluorescent street identification signs at over 600 street intersections on the nine major highways in Jefferson.

TAXICAB AND PUBLIC CONVEYANCE INSPECTION

The Taxicab Division of the Jefferson Parish Safety Department, organized in 1960, opened an inspection sta-



Sharon Oertling of 191 Orchard Road Little Farms, and Warren Croom of 4709 Seventh Street, Marrero, pose with Wayne Mack, the "Mr. McNutt" of TV Channel 6. These two Jefferson Parish children appeared on the show in connection with the National Book Week election conducted by the library. "Little Women" received the most votes as the children's favorite book.

Jefferson Parish recognizes no national boundaries in the world of books. Shown accepting a volume in the Japanese language from Mrs. Marion Stewart, manager of the Jefferson Plaza, Multi-Lingual and Reference Library, is Miss Romona Navarro, 3639 Adolph Street, Jefferson. A student at Jefferson Junior High School, Miss Navarro is a native of Nishinomiya, Koyoen, Japan, and of Spanish-Japanese parentage.



tion the same year — where all livery, limousine sightseeing busses and taxicabs operating from Jefferson Parish are inspected twice annually for safer public passenger transportation — the inspection laying emphasis on good brakes, lights and passenger compartment safety.

In addition the taxicab meters are checked for time and distance accuracy and sealed by the Taxicab Division.

All vehicles are registered with the Taxicab Division and operate under a certificate of Public Necessity and Convenience which insures proper liability insurance coverage on all vehicles.

In October of 1960 the taxicab fare was raised an additional 10 cents per mile, but the zone charges were eliminated. This was necessary to enable the cabbies to keep up with the increasing cost of maintenance. The public's cost for using taxicabs in this area is still below the national average for areas of Jefferson's size and population. Rate sheets are posted in each vehicle which informs the passenger of the rate of fare, the number of the taxicab and phone number to call in case of any complaint or adjustment.

ROADS AND BRIDGES

The program of this Department of Roads and Bridges throughout the unincorporated area of the parish continues, now being in the midst of a project on the East Bank to open up Transcontinental Drive from West Metairie to Veterans Memorial Highway, which will involve a shell road and two bridges. The purpose is to connect the Veterans Memorial Highway with the Airline Highway coming across the Interstate Highway.

Its popular project of blacktopping streets with parish labor and equipment, the only cost to the property owners being the asphalt used in front of their property, continues to add miles of hard surfaced streets. In 1960 this parish-property owner cooperative program blacktopped 11 more miles of streets, 4.8 miles in West Jefferson and 6.2 miles in East Jefferson.

Plans are made for five bridges on the East Bank and two on the West Bank — of which program the drawings have been prepared for bridges over Canals #4 and #5.

**JEFFERSON RECREATION DEPARTMENT
BRINGS HOME NATIONAL
CHAMPIONSHIPS**

In the Fifth Annual Dixie World Series of the Little Boys Baseball League on August 15-20, 1960 at Carter Field in South Boston, Virginia, the East Jefferson Parish Airline Park Playground team, already District and State Champions, brought back to Jefferson Parish and Metairie the 1960 World Championship . . . with the further distinction of having traveled the farthest distance to do it.

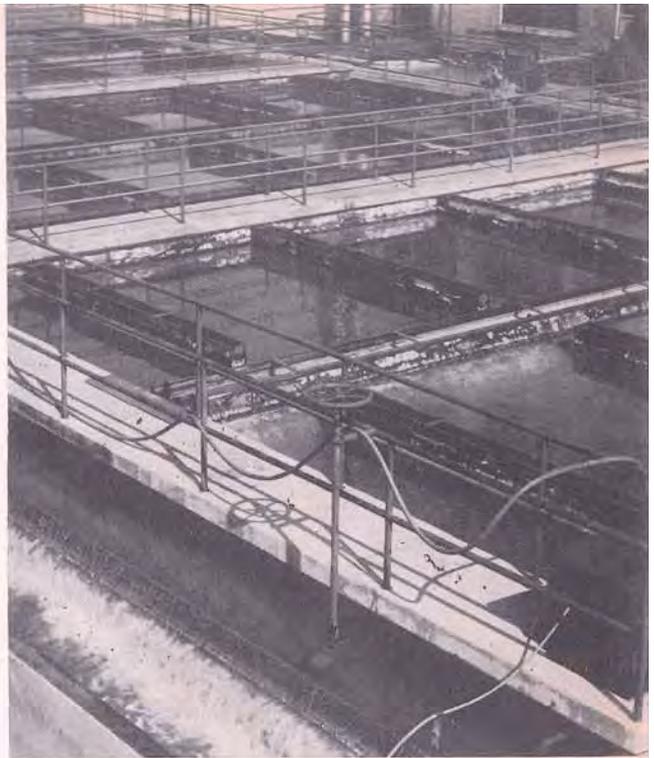
This was no small victory, for the Little Boys League is made up of 30,000 boys of the ages of 10, 11 and 12 throughout the country, which means the Airline Park Playground lads swatted and pitched their way to the top spot over 2,000 other equally anxious teams.

Also, last August Jefferson Recreation Department's Babe Ruth team of boys in the 13, 14, and 15 age class won the District No. 2 Championship (New Orleans, St. Bernard Parish and Jefferson Parish) at Muny Park in New Orleans, but was later nosed out by Houma in the State Finals.

Then in April of this year the East Jefferson All-Stars captured the World Champion Bidy Basketball Title by defeating Wichita 46-42 in Gary, Indiana. On the way to the finals the champs defeated Bridgeport, New York and Peoria. In addition to the team title the Jefferson boys placed four players on the All-American Bidy Team and Rusty Judlin was named Mr. Bidy Basketball. Named to the All-American team were Judlin, Ronnie White, Joe Diliberto and Jules Rateau.

All of which points to the excellence of the playground program the Parish of Jefferson Recreation Department is conducting and improving every year—a program that in 1960 saw the active participation of 10,233 Jefferson boys and girls from the ages of 6 through 15.

In its year round activities (comprising not only a full summer program but also a school year program) the Jefferson Recreation Department utilizes the facilities of 8 white and 2 colored playgrounds and centers on the East Bank and 10 white and 4 colored school playgrounds and parks on the West Bank. They are:



A view of the filtration tanks at East Jefferson Waterworks District No. 1, the largest in the parish and which is now engaged in the final phases of a 5-year \$5 million Improvement Plan.

Some of the 7,000 thrilled and happy white children that gathered at the Jefferson Playground Gymnasium on the East Bank on December 18, 1960 for the Eighth Annual Distribution of toys by the Jefferson Parish Doll and Toy Fund, which alternates each year on the East and West Banks and which is financed and conducted by the citizens of the parish. At the same time 3,000 Negro children gathered in Kenner for their part in the distribution. Both ceremonies were preceded by a parade of Santa Claus. Year round donations are accepted at the Jefferson Parish Doll and Toy Fund, P. O. Box 9284, Metairie.





A recent aerial view of the West Bank traffic complex that leads from the toll stations of the Mississippi River Bridge in the foreground to the West Bank Expressway in the background—the vital artery that has transformed the West Bank of Jefferson into a fast-growing commercial and residential section convenient to any part of the Greater New Orleans-Jefferson area.

EAST JEFFERSON (White)

Metairie Center (42 acres)	Airline Park Playground (1 acre)
Jefferson Center (28 acres)	Bissonet - Green Acres Playground (11 acres)
Delta Center (11 acres)	J. C. Ellis East End Playground (4 acres)
Little Farms Center (2½ acres)	
Cleary Playground (11 acres)	

EAST JEFFERSON (Colored)

Harlem Playground (5 acres)	Louis Armstrong Playground (4 acres)
-----------------------------	--------------------------------------

WEST JEFFERSON (White)

Marrero Junior High	Mel Ott Park
Ames Elementary School	Gretna Park
Bridge City Elementary	Harvey V.F.W. Park
West Jefferson High	Fisher School
McDonoghville Park	Westwego Park

WEST JEFFERSON (Colored)

Gretna City Park	Waggaman School
Elm Grove Elementary	Barataria Junior High
Lincoln Junior High	

The best way to grasp the scope and variety of Jefferson's Playground Program is to scan its various activities and the number of different individual groups that must be trained and supervised.

In the overall parish recreation program, both white and colored, there are 118 basketball teams of 1118 boys; 255 baseball teams of 3,825 boys; 52 football teams of 780 boys; track meets in which 1500 boys and girls of both the

Jefferson Parish Public and Parochial Schools participate; 37 girls' softball teams of 555 girls; 19 girls' basketball teams of 190 girls; 10 men's adult softball teams of 150 men, and ballet and tap classes with 410 boys and girls registered.

The popular Golden Age Club, with weekly meetings at Jefferson Center, Metairie Center and Little Farms Center has attracted 275 oldsters of 60 and over. Their activities include tours of

industrial plants and neighboring cities, suppers and socials, shuffleboard, square dancing and their now famous annual Mardi Gras Ball.

The Adult Ceramic Classes of Metairie Center, Jefferson Center and Delta Center are teaching over 200 people, and when these Ceramic Classes are held in the summer for the children there are at least 200 boys and girls enrolled.

Roller skating has won the enthusiasm of over 400 girls and boys (girls primarily) and their combined group from Metairie, Jefferson and Delta Centers each year stage a Spectacular at the Jefferson Outdoor Rink.

In the Starlet and Sunbeam Program for girls from 9 to 14 there are over 500 registered at the four centers of Metairie, Jefferson, Delta and Little Farms. Their activities include field trips and arts and crafts.

The summer Tiny Tot Camp for boys 6 to 8 from the same four above centers totals 350 boys participating in such activities as softball, field trips supervised games and arts and crafts.

The Modeling and Charm Classes held during the school year at Jefferson and Metairie Centers have enrolled more than 40 young ladies 13 and over.

In the Men's Physical Fitness Program at Metairie Center — consisting

of body building, either the loss or gain of weight, weight lifting, calisthenics, tumbling and self defense — has an average weekly turn out of from 15 to 25 men. Incidentally, on the West Bank, both the Ladies' Softball teams and the Men's Health Club are under the training and supervision of Lloyd Lerille of Harvey, who last year won the title of "Mr. America."

Square Dancing for youngsters at the Metairie and Jefferson Centers have won the enthusiastic following of over 190 girls and boys.

Then there are what might be called Fringe Benefits of the Jefferson Recreation Department — such as the meeting rooms and playrooms at the various Centers which are available to and frequently used by various parish fraternal and civic organizations for not only serious sessions but also for square dancing. . . . And also the picnic facilities at the Playgrounds and Centers for the general public.

In football on the West Bank there are two classes — the 110 pound class (boys 12 and 13) and the 95 pound class (boys 11 and 12). The East Bank has an additional class — the 125 pound class for boys maximum 15 years old.

In basketball for boys there are four Height Leagues — the Novice (55" tall and under), the 59 inchers, the Un-



The new time and snarl-saving overpass on Jefferson Highway at the Huey P. Long Bridge which permits traffic from Harahan or Kenner to move straight through without having to maneuver the traffic circle at this point. The overpass continues a four-lane highway through Harahan to Williams Boulevard at Kenner.

limited and the Big Eight for 12 and 13 year olds 63" and under. There is also a Men's Adult Basketball League on the East Bank and two Girls' Basketball Leagues — the Junior League for 5th and 6th graders and the Senior League for 7th and 8th graders.

On the East Bank there are active Girls' Softball groups — the Senior Pony Tails (14 years and under) and the Junior Pony Tails (12 years and under). Also the East Bank has a Girls' Volley Ball program in the 5th, 6th, 7th and 8th grades. While one night a week at the three centers of Metairie, Jefferson and Delta the Ladies' Volley Ball players take over the courts.

Also on the East Bank there is Bidy Basketball for 10 to 12 year old boys 66" and under, plus the Freshmen-Sophomore High School League and the Junior-Senior High School League. Incidentally, on Sunday, March 20, 1961, the East Bank Bidy All Stars whipped the NORD All Stars for the first time in history to win the Louisiana State Championship.

So essential is the Playground and Recreational Program to the health and happiness of Jefferson's youngsters (and quite a number of adults too) that the parish has set up for the 1961 operating budget for Playground Districts 4, 5, 8 and 9 a sum totaling over \$362,000 for salaries of employees, contractual services, equipment, materials and supplies.

A group of applicants for jobs with Jefferson Parish taking their Civil Service Examination under the supervision of the Jefferson Parish Department of Personnel.



JEFFERSONIANS: THE BEST READ PEOPLE IN THE SOUTH

That is the aim and, if figures mean anything, already the accomplished goal of the Library Division of the Jefferson Recreation Department.

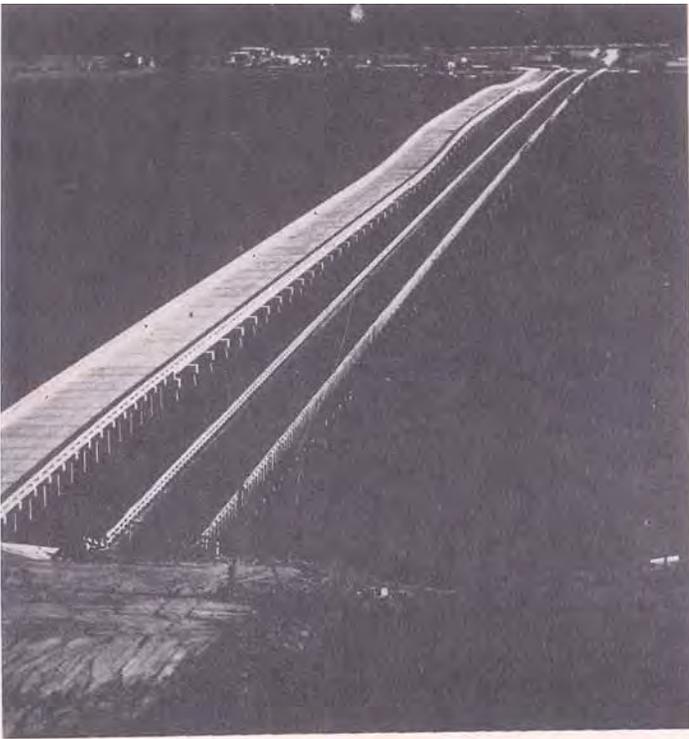
The year 1960 saw 893,666 books circulated through the parish's thirteen libraries and five bookmobiles. Now, since the parish population is around 208,000, this means that in the year 1960 books were loaned on the basis of four for every man, woman and child in the parish. An impressive figure — a figure which, incidentally, was a healthy nine percent higher than 1959.

The variety of races that make up the cosmopolitan population of this historic parish is revealed in the brisk circulation of books in all languages by readers who, in many cases, are passing down the customs of the old country, as well as its language, to their children.

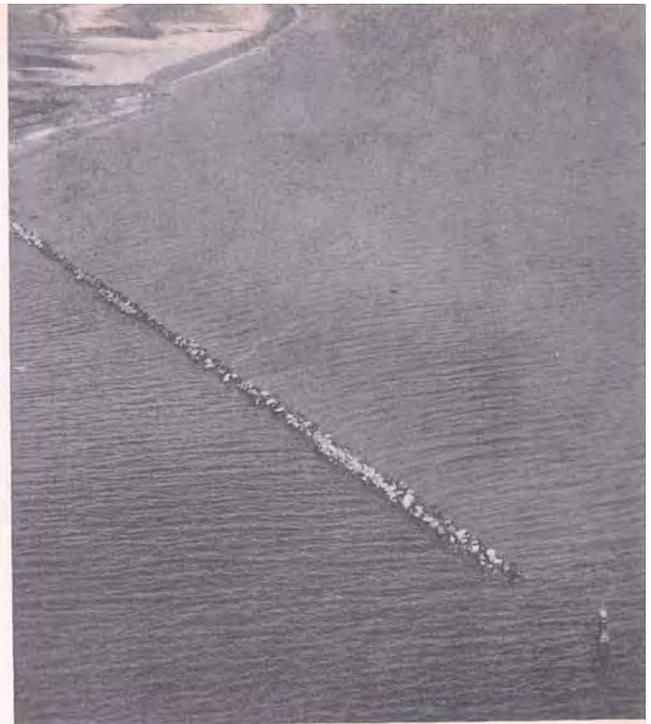
An interesting 1960 development of the Jefferson Parish Library System was the fusing of penology with the pleasure of reading. Through the cooperation of the Sheriff's department and the library administration, a book collection was carefully selected and made available at the jail for the use of its inmates. Prominent sociologists have praised the contribution to the welfare of that fraction of our population unlucky enough to be imprisoned but lucky enough to have all that golden time to

Completed just before Christmas 1960 by the Jefferson Parish Department of Roads and Bridges was this new bridge at Severn and Veterans Memorial Highway, one of many projects now underway.





The new steel and concrete bridge across Caminada Bay, connects the mainland in the foreground with Jefferson's famous saltwater resort of Grand Isle in the background. The venerable old wooden bridge has been left as a fishing pier.



An aerial view of the rock jetty installed at the east end of Grand Isle by the Louisiana Department of Public Works. You only need at glance to see how it is restoring the priceless beach that the Gulf was previously removing in huge bites.

improve their mind.

Keeping up with the tempo of the times Civil War buffs will be glad to know that an impressive number of new books on the Civil War have been added for reading during the already started four years long Civil War Centennial.

In addition, an impressive stock of classical works have steadily been added through careful acquisitions; the work of the reference department is growing in size but keeping pace through increased channels of communication; and substantial additions are being made to keep reading material abreast of the surging developments in the space age.

With thirteen branch libraries and five bookmobiles strategically located throughout the parish, "Going to the library" is easy, and with the library staffs themselves taking university courses on their own time to better their proficiency, with scientific placement of responsibilities on librarians coupled with a planned organizational structure strengthened by civil service classification, and with the available books constantly increasing not only in number but expanding in subject matter, the Jefferson Parish Library patrons can look forward to a continual betterment of service as well as new services now in the planning stages.

TWO GIANT DRAINAGE PROJECTS

Of the three phases of parish responsibility which come under the jurisdiction of the Jefferson Parish Sanitation Department—drainage, sewerage and garbage disposal—the problem and project of drainage easily steals present priority. By a strange paradox, the abundance and variety of water that have contributed so greatly to the progress and prosperity of Jefferson are also a barrier to its population expansion.

With the residential surge lakeward on the East Bank mushrooming over low lying land that was just recently a rural area then adequately served by the existing lakefront pumping stations, but which now have only 17% of the capacity that will ultimately be required, and with the West Bank population moving steadily marshward it was found necessary in 1959 (spurred by the flooding downpour of Hurricane Arlene in May which overtaxed the entire drainage facilities of the East Bank) to call a \$5 Million Bond Issue election for the funds to combat the problem.

That Bond Issue was approved and \$3 million of the bonds sold early in 1960 (the balance to be sold later as needed for East and West Bank drain-



The picture at the top shows the several-years-old and recently improved \$75,000 Incinerator of Garbage District No. 1 of the Jefferson Parish Sanitation Department located at Airline Highway and David Drive. Below is the Incinerator of Garbage District No. 2 at Belle Terre Road and Ames Boulevard, for which plans are now made to double its rated capacity of 80 tons per day to accommodate the rapid population growth of this District.



Below: Two pieces of modern fire-fighting equipment are displayed at the Jefferson Parish Fire District No. 1 at 3525 Jefferson Highway on the East Bank.



age improvements) and the Sanitation Department set to work to plan the proper procedure.

In October and November of 1960 a Master Drainage Plan for the East Bank prepared by the architect and engineering firm of Burk, LeBreton and Lamantia, and the Engineering Report of the Drainage Facilities of the West Bank, prepared by T. Edward Ernst, Inc., Parish Consulting Engineers, were both submitted by the Sanitation Department to the Parish Council and approved early in 1961.

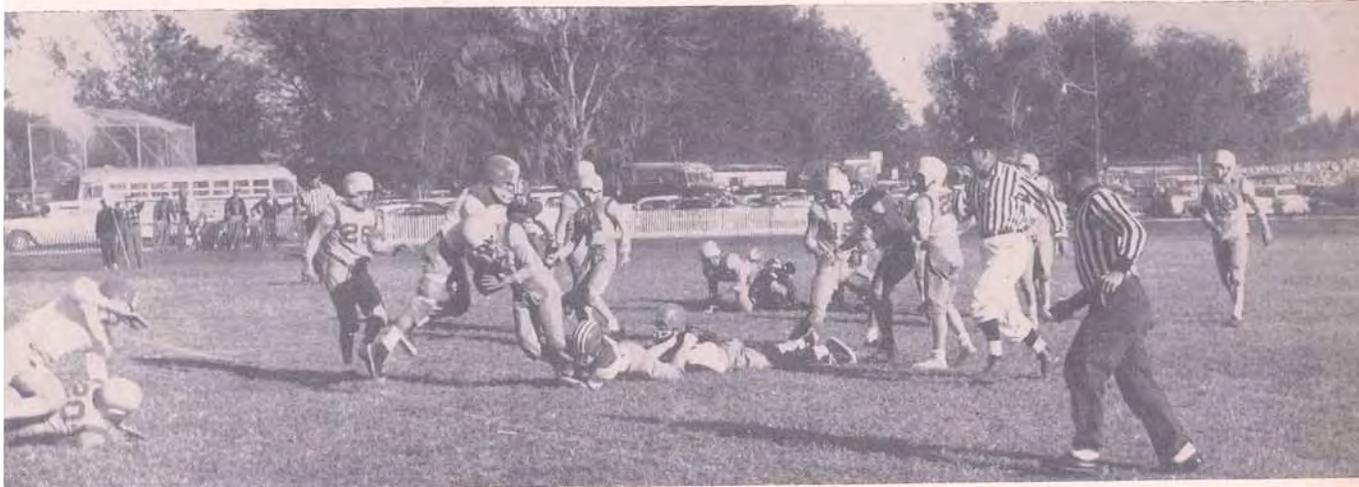
As the East Bank Master Plan pointed out, the 32,000 acre East Bank of Jefferson was a vast saucer between the Mississippi River and Lake Pontchartrain from which every gallon of excess water must be pumped. Back in 1913 the Fourth Drainage District embracing all of Jefferson's East Bank, was created and 20 miles of ditches, 60 miles of canals and 4 lakefront pumping stations were put into operation by 1926, opening up new areas for farms and residences.

The population increased from 13,337 in 1930 to 18,832 in 1940. After the 1947 Hurricane the Pontchartrain Levee District and the Federal government installed a protection levee on the Lake Front and to meet the demands of a rapidly expanding East Bank the Drainage District issued a \$1½ million Bond Issue to increase the capacity of the Lake Front pumping stations and canals. These improvements were completed in 1952.

But by 1950 the East Bank had already lost its rural aspects and was block after block of increasing residences. The post war boom transformed the population trickle, in the terminology of our subject, to a flood and the present 115,000 East Bank population is only the beginning. In ten years the drainage problem has compounded itself with the East Bank already 75% developed.

The Master Plan for the East Bank recommends that the Drainage Improvement Program be constructed over a period of 30 years. A schedule has been prepared that takes into consideration the most urgent areas first. The program is to be carried on as funds are available by the issuing of bonds, as the valuation and assessments of the East Bank property steadily increases.

Early in March of 1961 the Parish Council approved the first phase of the East Bank Drainage Program—a proj-



RECREATION

Pictured here are but a few of the
Jefferson Parish
Recreation Department Activities

Left: A group of Jefferson roller skating beauties exhibit their skill in drill formation at the annual Spectacular staged at the Jefferson Outdoor Rink.

Above: Action on one of the Recreation Department football fields. Children receive the finest equipment and instruction in all facets of sport all year-round.

Below: The Golden Agers of the East Bank have fun at a Baby Party, one of many activities provided for our "Senior Citizens".



ect involving the covering of five drainage ditches and improving a sixth at a total cost of \$490,000. This marks the start of the subsurface drainage program financed by the \$3 million Bond Issue already sold and affecting the six urgent areas of the East Bank.

Namely (1) Northline Avenue in Metairie to the 17th Street Canal; (2) Jefferson Highway ditch from Barry Avenue to Brooklyn Avenue; (3) LaBarre Road ditch from Jefferson Highway to Hoey's Canal; (4) Colonial Club Drive from Jefferson Highway to Ashlawn; (5) Romar ditch in the Kenner area from Airline Highway north to Canal No. 5; (6) the Mazone ditch on the Harahan city limits enlarged from Jefferson Highway to Soniat Canal.

Of the \$3 million already available \$1.6 million will be spent on increasing the capacity of the 4 East Jefferson pumping stations on the Lake Front. All of above planned work to be completed by the beginning of the hurricane season.

WEST BANK DRAINAGE PROGRAM

In 1953 Consolidated Drainage District No. 1 was created by the Jefferson Parish Police Jury. It comprises the areas bounded by the Mississippi River, the western boundary of Waggaman, the northern boundary of Churchill Farms and the town of Lafitte, and on the east by the Plaquemines Parish line and Harvey Canal. It includes the areas of the Second Jefferson Drainage District, the Ames Municipal Drainage District, the Sixth Jefferson Drainage District, and the entire area south of the Second and Sixth Drainage Districts to below Lafitte.

No definite action was taken on this new Consolidated Drainage District, and the proposed improvements lay dormant until the Jefferson Parish Council consolidated all parish operations.

In 1959 an election was called of all the property owners residing within the boundaries of the District in which they overwhelmingly approved a \$2 million Drainage Improvement Bond Issue and to approve a 5-mill tax on all taxable property within the District for a period of ten years for maintaining and operating the drainage facilities.

The approved drainage improvement program outlined by the Ernst Report for the West Bank includes improvement to the levees and pumping stations of the present old drainage districts,

additions to the areas served by these old districts, and the establishment of new drained areas.

In general all new and old levees will be built up to 5 feet above sea level. The old Westwego (6th), Ames and No. 2 Districts will be interconnected, which will serve to provide more reliability of drainage in the event of the breakdown of facilities of any one station. The report also recommends the purchase of equipment for maintaining the canals of the district.

Rights-of-way and easements must be acquired by the Parish for all new construction of main canals, lateral canals and ditches, outfall canals and levees. Acquisition by purchase in fee of the lands required for new pumping stations must also be made.

The design of all canals and levees have been completed and as soon as the necessary rights-of-way and easements are acquired construction will begin.

The \$2 million Bond Issue funds will be apportioned as follows for the completed project: Nine Mile Point — Bridge City — Avondale - Waggaman section \$928,690; Westwego-Ames section 321,650; Marrero-Estelle section \$486,340; Lafitte-Barataria section \$118,000; Sanitation Department equipment \$56,000; contingencies \$89,320.

BOND ISSUE MOST IMPORTANT ISSUE IN SEWERAGE DIVISION

In November of 1959 an engineering report was prepared on the recommendation of the Department of Sanitation detailing the repairs and improvements required on the East Bank sewerage system, part of it now twenty years old and insufficient to meet the demands of the rapidly developing population of the East Bank's unincorporated areas.

The outcome of that report was the May 9 Sewerage Bond Election to raise \$13,500,000 to finance a consolidated Sewerage program for the unincorporated areas of the East Bank.

In the election registered property owners voted on four propositions of which the last is the issuance of \$13,500,000 in revenue bonds, the remaining three propositions providing for assumption by a consolidated sewerage district of a total of \$1,110,000 in sewerage tax bonds for Sewerage Districts No. One, Two and Sub-One, and the retirement of these bonds through a proposed monthly service charge of \$2.45 instead of the present taxes.

GARBAGE DISPOSAL

The outstanding improvement that occurred in 1960 was in Garbage District No. 1 which comprises all of the East Bank. The open dump where trash was burned in open fires at the rear of David Street was removed to a new site on the West Bank miles from the nearest residence or business establishment.

The District personnel collected and disposed of 155,760,000 pounds of refuse in 1960. The present incinerator has reached the saturation point and the administration has included a new 400 ton incinerator in its capital improvement budget.

Garbage District No. 2, which includes all the section commonly known as the Harvey-Marrero-Estelle area, is beginning to feel the pinch of the rapidly growing West Bank population due to the new Mississippi River Bridge. Installation of a weighing scale was allowed this District to keep accurate records, according to which 36,132,000 pounds of refuse was handled in 1960.

The present administration plans to double the 80 ton per day rated capacity of the incinerator located at Ames Boulevard and Belle Terre Road to accommodate the rapid growth of the District.

Garbage District No. 3—Bridge City, Avondale, and Waggaman to the St. Charles Parish—is not growing as rapidly as the other districts but a close watch is being kept to anticipate its needs in advance.

Garbage District No. 4—the Pecan Grove, Nine Mile Point area—is not active at present but is expected to begin operation in the near future.

Garbage District No. 5 includes Terrytown and the unincorporated area on the West Bank not included in District No. 2. The development of Terrytown has been furnishing collection service until the District collects its first revenues and can begin its own operation.

The ultimate aim is to consolidate all the above districts as well as the Lafitte - Barataria - Crown Point area, which is the only unincorporated section in Jefferson Parish not included in a Garbage District, into one parish wide operation for more economy and efficiency.

THE NEW RESEARCH AND ANALYSIS DEPARTMENT

Just functioning since May 27 of 1960, this new parish department
(Continued on Page 125)



Aerial view of the East Bank's great regional Shopping center Lakeside Shopping Center, located at Veterans Highway and Causeway Boulevard. Lakeside is comprised of 36 stores under one roof, including many of the leading names in the retail industry. Lakeside offers one of the largest parking facilities in the South. Over 5000 cars can be accommodated. Each store opens on to the Mall where there is no vehicular traffic, allowing for pleasant, safe leisurely shopping.



JEFFERSON'S CHAMPIONS

1960 DIXIE WORLD SERIES BASEBALL CHAMPIONS

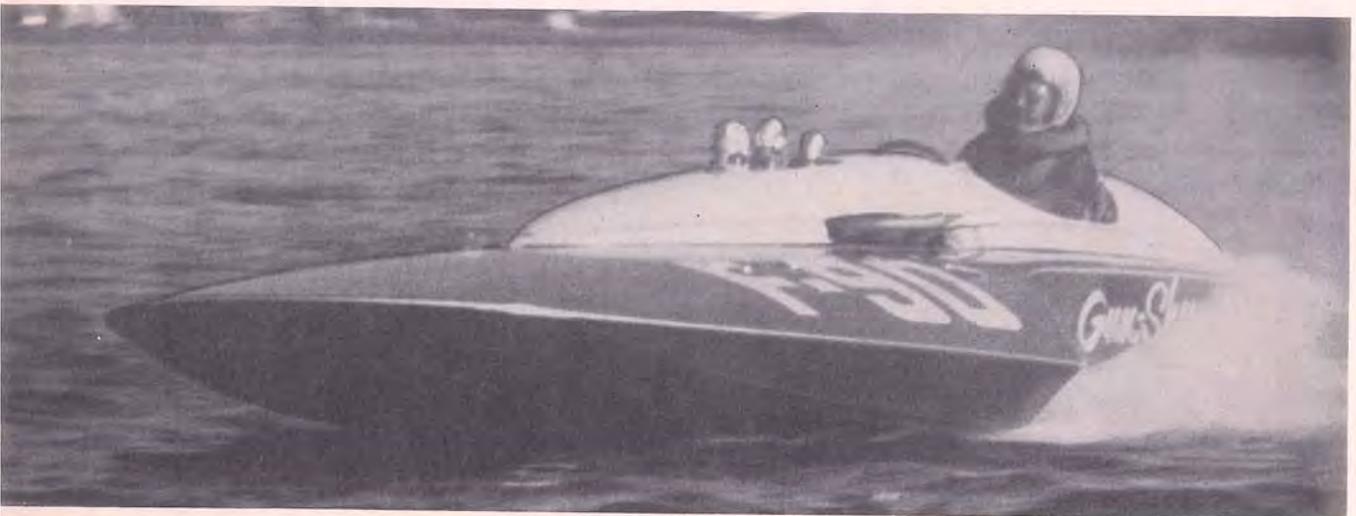
Pictured above left is the Airline Park Team which represented Jefferson Parish in the "Dixie World Series" in South Boston, Virginia, and brought the Trophy, given to the Champions, back home to a tumultuous welcome of relatives and friends. Front—Mike Kaplan, Bat Boy. 1st Row, left to right, Gary Roark, Dennis Fitzgerald, Bob Thomas, Ellis Adams, Pat Gallwey, Ed Juhas. 2nd Row, left to right, Lester Kaplan, Coach, Don Simpson, Jose Martinez, J. B. Rateau, Mike Coogan, Bill Dole White, Asst. Coach.

1961 NATIONAL BIDDY BASKETBALL CHAMPIONS

Above: right is the Jefferson Parish team that brought home the National title this year in the 10 to 12-year age bracket. Left to right: Larry Roberts G, Gary Roark G, Stephen Mistretta F, Ronnie White G, Marshall Smith C, Jules Rateau C, Howard Davenport F, Mike Rohm G, Joe Diliberto G, Rusty Judlin G.

JEFFERSON'S WORLD RECORD HOLDER

Pictured below is Ennie Argence driving the Hydroplane "Gun Shy." Argence of Jefferson Parish, retired this year as national champion driver in the 266-cubic inch class. He is a member of the 100-mile per hour club and world record holder over the one kilometer straightaway.





AAU CHAMPION

Right: Lynette Jerry, national AAU girls high jump record holder, with the outstanding champion trophy. Lynette was one of some 300 young athletes honored at the third annual Jefferson Parish recreation department "banquet of champions."

WORLD'S PIROGUE CHAMPS

Above: Malcolm LeBlanc who won his third consecutive World's Pirogue Racing Championship at Lafitte this year. The events include the Men's, the Women's Championship Race and the Work Boat Championship Race with cash prizes for the winners in all three. The pirogue racing 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.

Below is Mrs. Augusta Meyers of Lafitte, who won the Women's Race for the fourth straight year. This is a two mile race.

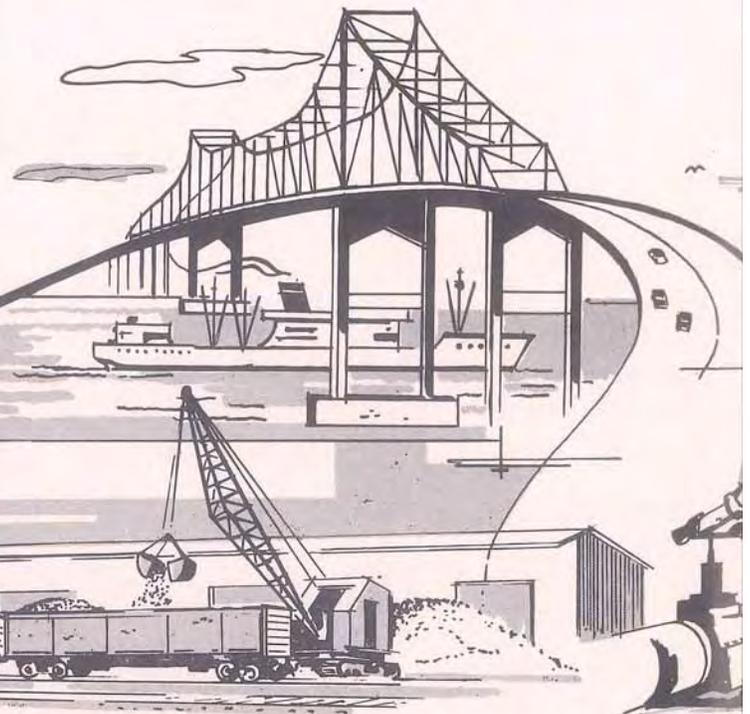


JEFFERSON...

Once famed as the "Land of Lafitte, the Pirate" Jefferson Parish has developed spectacularly into "The Land of Industrial Opportunity."

By Thomas Ewing Dabney

It is time that we change our thinking about Jefferson Parish (county). Many of us have grown up believing it to be the poor relation of the New Orleans economy, its people depending for subsistence on the jobs offered by business and industry in New Orleans. Now the United States Census reveals it as that city's Big Brother, growing bigger all the time. If we turn back old pages of the Census and evaluate the steady and at times spectacular development down the years, we wonder how it was possible for us to ignore the stop-look-listen signs which Jefferson has been erecting for more than two centuries.



land of opportunity!

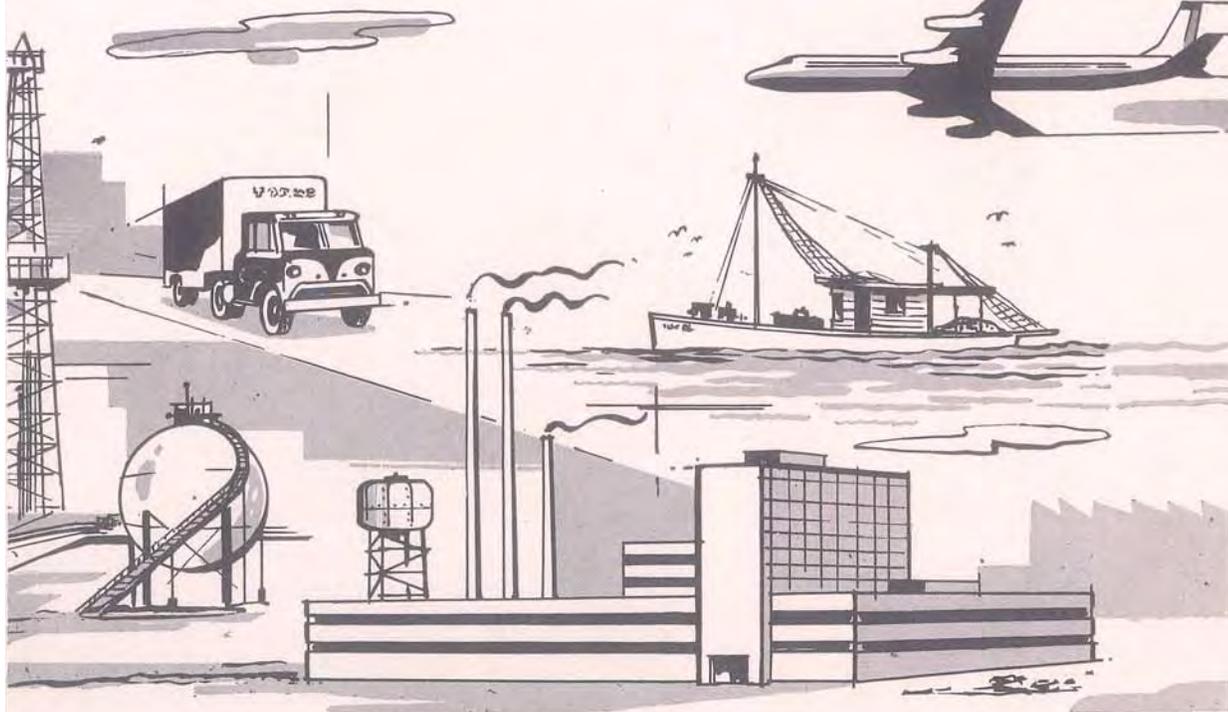
Even the sugar story had its beginning in what would be Jefferson Parish when the boundary lines were drawn 30 years later—the “incredible source of wealth” which Louisiana’s first governor, W. C. C. Claiborne, would report to President Thomas Jefferson in 1806. For it was in today’s Audubon Park which then lay several miles above New Orleans (population less than 8000) that Étienne de Boré made the cane plantings and built the ridiculous mill with wooden rollers which gave him a yield of \$12,000 in 1795 and opened a new economy for a land whose indigo fields were riddled with disease.

Census compilations show that in 1960 Jefferson Parish had a population of 208,769, double that of 1950, more than four times that of 1940. Only Orleans, Caddo and East Baton Rouge parishes have more, and they contain the state’s largest cities. All Louisiana,

during this 20-year period, increased its population only 36 per cent, New Orleans only 27 per cent.

Gretna, the county seat of Jefferson Parish for more than 75 years, in 1960 had a population of 21,967; Kenner, 17,037; Westwego, 9,815; Harahan, 9,275; Grand Isle, incorporated that year, 2,074. More than 60 per cent of Jefferson’s population is on the east side of the Mississippi and swells the metro-Jefferson should show considerably more population by the time these lines reach print, for it is advancing in seven-league boots.

Bienville founded New Orleans on the east side of the river because of the convenient access, via Bayou St. John and Lake Pontchartrain, to the Mississippi Gulf Coast, as we know it, where France had established its capital of the Louisiana Territory. Since then New Orleans has become the nation’s second port.



The last half century of Jefferson Parish progress could not be more graphically dramatized than by these two fifty years apart photographs. From the horse and buggy era (the photo was taken on the road to Barataria in 1910) to the present swift paced automobile age, as portrayed by the West Bank traffic complex, which pours and sorts traffic from the Mississippi River Bridge in the background to Jefferson Parish in the foreground.

But how much of the foreign-trade movement which has given New Orleans this distinction — nearly 12.5 million tons, according to the 1960 totals of the U. S. Department of Commerce; how much of the millions of tons of the domestic movement of the far-reaching inland-waterways, railroads and truck services which have their termini at this transportation crossroads; how much of the wholesale-trade billions of New Orleans came from that city's creative drive, and how much from the earth and the good waters of Jefferson Parish, how much from the industrial development to which the Police Jury dedicated the soaring determination of its people in the Manifesto of 1887? What will be Jefferson's place in this port area's future?

With 409 square miles of water, marshes and relative high lands, Jefferson is an astonishingly versatile parish. It has hunting and fishing resources which, for pleasure or profit, are an answer to prayer. It has some of the richest farmlands in this country of ours. But even when the *Daily Picayune* of New Orleans as late as March 20, 1914 extolled the "truck farming" possibilities in eastside Jefferson when it reported the beginning of track-laying for the Kenner Interurban Railroad where now the Jefferson Highway invokes increasing development, the people of Jefferson were learning that their land had a higher economic potential than agriculture; and natural gas was revealing industrial possibilities when on January 25, 1937 the *Times-Picayune* emphasized the growing of sugarcane, rice, corn and other field crops in westside Jefferson.

Look what has happened in 45 years to LaBarre Road of Metairie, which up until 1874 was the upper or west boundary of the City of Carrollton. That part east of or below Monticello Avenue is now part of New Orleans. Both of these pictures were taken at the same spot, the one on this page in 1915 and the one on the opposite page this summer in 1961. On the left can be seen a large modern ranch type residence and, although not visible, there are beautiful homes on both sides of the road. To the credit of the builders this modern age LaBarre Road still retains many of its original trees, enhancing its residential attractiveness.



It has taken a shock like the mounting Census to open the country's eyes to a Jefferson Parish which is only two per cent agricultural and 98 per cent industrial; a land of opportunity with 27 miles of riverfront on both sides of the Mississippi, 150 miles of paved highways, and the unrivalled land and water transportation (including railroads and airplanes) which has already given the parish three industrial plants for every mile of its overall length (60 miles), five of these plants the largest of their kind in the world. Add the sulphur, natural gas and petroleum production, and you see the significance of Jefferson's new skyline from the Huey P. Long railroad-automobile bridge to the nine-story courthouse in Gretna, the





tallest building on the west side of the Mississippi south of St. Louis, a skyline which is already beginning to challenge the business landmarks of New Orleans, only a mile or so away.

Jefferson has come of age within the lifetime of many who remember the grubby river towns of Mechanickham and McDonoghville and their incorporation into Gretna in 1913; who still found the crayfishing, perching and hunting good a block or so from the old courthouse when it was new; who recall the old settlements which clung like dirt daubers' nests to the levee at the ferry landings opposite Jackson, Louisiana and Napoleon avenues and Walnut street; who can still see in their mind's eye the brambled forests and lonely



HE KNOWS JEFFERSON PARISH!



No writer is better qualified by experience or ability to tell the exciting story of Jefferson Parish (county) than Thomas Ewing Dabney. You might say he "grew up" with Jefferson, from his boyhood in the 1890's to his accumulated wisdom of today. For he often accompanied his father, Dr. Thomas S. Dabney of New Orleans, who had a large practice on the westside, on his professional calls. Dr. Dabney's cures, sometimes approaching the miraculous, are still remembered in old westside families. Young Dabney, for recreation, naturally gravitated towards Jefferson: a nickel streetcar fare and a nickel ferry trip put him in Gretna, and just a whoop and a holler from the levee he found good fishing and good hunting.

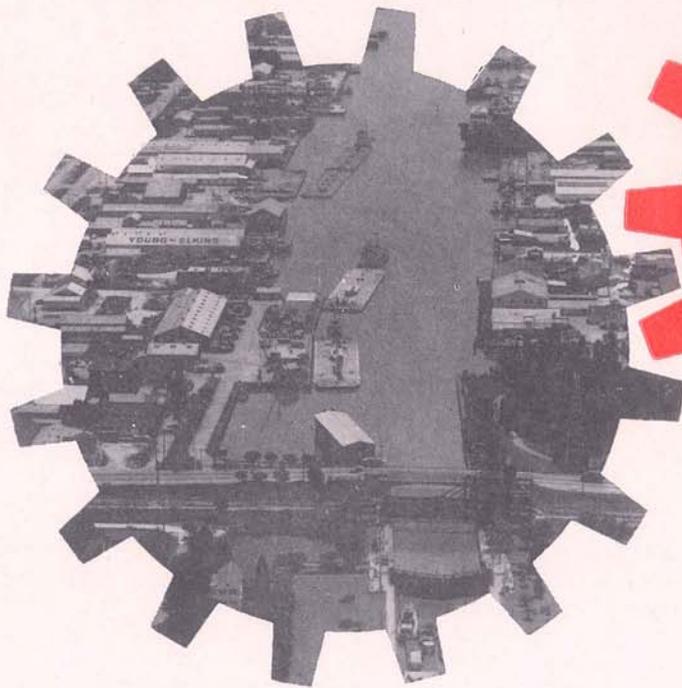
Entering the newspaper business, some of Dabney's first feature-story assignments were westside conditions. He knew at first hand the discouraging past on which Jefferson has built its astonishing present; and he was quick to see the progress after returning to newspaper work in New Orleans after several years in the United States diplomatic service, and covering the resurgence which reached the astonishing climax of the depression-ridden thirties in the Huey P. Long highway-railroad bridge.

Dabney left New Orleans in 1941 to conduct the Socorro (New Mexico) *Chieftain*, and to serve in the New Mexico Legislature. Returning to New Orleans in 1950, he entered that city's Public Service corporation to do miscellaneous writing, including the "Did You Know" column of historical research in *Riders' Digest*, but keeping in touch with Jefferson, as reflected in his articles in the *Jefferson Parish Yearly Review*.

Dabney is a native of New Orleans, a graduate of the University of the South (A.B. 1905) and of Harvard (A.M. 1906). In the diplomatic service he held posts in Mexico and Salvador, rising from Third Secretary of Embassy to *Chargé d'Affaires and interim*. He was in line for promotion to Minister when his health broke down, and he returned to the United States to recover. After several years on a farm he operated the Ocean Springs (Mississippi) *News*, became editor of the Pensacola (Florida) *Journal*, and return to New Orleans as reporter, feature writer and editorialist, serving on the old *Item*, *Daily States* and *Times-Picayune* until 1941.

He is a member of the Society of American Historians, the oldest member of The Round Table Club of New Orleans, and Past Master of Friends of Harmony Lodge No. 58, of New Orleans. He is the author of many magazine articles and these books: *Tropic Intrigue*, *Revolution or Jobs*, *One Hundred Great Years* (the story of the Times-Picayune newspaper), and *The Man Who Bought the Plaza*.

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 complement 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.*



Only Jefferson's bayous remain complacently unchanged! Above left, is a pleasure boat photographed appearing out of the morning mist on Bayou Barataria one day in 1914. Right is a modern boat plying the same waterway. It is the "Doris B," powered by Georine Engine Company with a pair of series 53 V-6 General Motors Diesels. To quote Dabney again: "Jefferson's water recreational facilities are astonishing and it has hunting and fishing resources which, for pleasure or profit, are the answer to a prayer."

spaces reaching to Nine Mile Point and beyond where Avondale Shipyards is turning out ships of large ocean-going tonnage.

Now our revealing hindsight shows us what a driving force Jefferson has always been from the first, in developing the port which Bienville opened in 1718. *One wonders where Bienville would have sited the port if he could have read the future or if he had not been tied to the gulf coast east of the Mississippi.*

Even while Bienville was putting New Orleans together, another of that day's stalwarts began to open the wilderness on the west side of the river, where Gretna, Marrero and Harvey now flourish. This was Jean Baptiste Destréhan,

treasurer and comptroller of the Louisiana Colony, whom his government had rewarded with a large land grant. He employed and gave home sites to German colonists who were dissatisfied with the Arkansas lands to which John Law's promotion had directed them. The unseen forces which had filled the treasure chest of Jefferson seem to have inspired his order that they take their wooden shovels in hand and dig the canal which not only drained his lands but also, connecting with Little Bayou Barataria, opened pirogue and flatboat transportation to the seacoast in the Grand Isle area.

Destréhan put through that undertaking from 1739 to 1741—the first reach

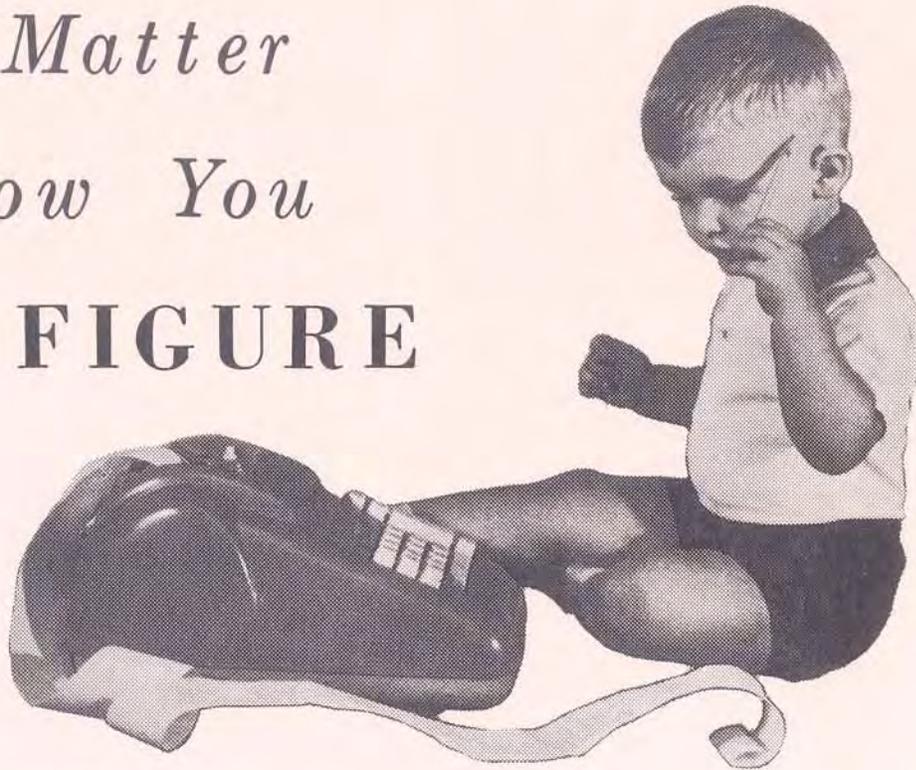
This photograph of the old palmetto woodcutter's hut on Little Bayou Barataria, taken around 1915, shows how primitive the Barataria country of Jefferson was for over 179 years (after Destrehan opened up his canal to drain the water from his plantation and to float in logs for his sugar mill furnace and which became the first 5 1/3 miles of what is today the Harvey Canal which, in turn, is part of the Intracoastal Waterway that stretches from Florida to the Mexican Border.

The picture at the right shows a segment of the Harvey Canal as it is today, a busy thoroughfare of modern commerce, manufacturing and warehousing, and which merges with Little Bayou Barataria shown above. The industrial scene portrayed is the office building and massive oil well casings yard of Intracoastal Terminals, Inc., one of the more than 200 concerns lining the Harvey Canal that serve the oil, gas and sulphur industries of Jefferson and other Gulf Coast parishes.



*No Matter
How You*

FIGURE



..... it costs less to HEAT

with *Natural Gas*

Whether you are building, remodeling or repairing, consider the carefree ease and economy of automatic Natural Gas heating.

A "Fresh-Air" Gas heating system is the most modern, the most comfortable, the most healthful way to solve your winter problem---and save. So why pay more to get less than the best?

And your Gas installation will mean additional cash savings if you decide to add whole-house air conditioning.



LOUISIANA GAS SERVICE COMPANY



As Dabney's accompanying article says: "Jefferson has come of age within the lifetime of many who still remember its grubby river towns" — and who may also remember this old shack within its outside chimney which once stood near Crown Point about 14 miles from the Court House in Gretna. The shack picture was taken in 1914. The same locality as recently photographed in the other picture, is now occupied by this modern home of a Jefferson Parish merchant surrounded by a beautiful lawn, trees and flowers.

of the Harvey Canal, as it would be known, five and a third miles long, 34 feet wide and four and a half feet deep, and the first waterway extension made to expand the port which Bienville had envisioned. It preceded — that waterway — by more than half a century the Carondelet Canal (now filled in), by nearly a century the New Basin Canal (also filled in), both of which extended the port's reach for coastwise commerce through Lake Pontchartrain; and by more than a century and three-quarters the Industrial Canal which in 1921 opened new foreign-trade opportunities and offered new loading and unloading economies for the ships docking there.

Through Destréhan's waterway flowed an increasing movement of the

timber, stovewood, seafoods, game, agricultural and other products of Jefferson, and through this short and convenient route from the sea flowed the smuggled goods in the ocean trade by which the colonists relieved the shortages caused by trade restrictions and high duties under French and Spanish exploitation.

No stigma then attached to smuggling, a fact which explains the high social acceptance of Lafitte and his merry men when he organized, stabilized and directed the trade. Privateering and perhaps piracy expanded his operations after the Louisiana Purchase when the struggle between France and England swept American commerce from the seas. The size and armed might of his

The picture, left, taken around 1908 on a curve of the Mississippi River levee in Jefferson Parish near the old Deckbar residence, shows how the levees were then constructed with mule teams and drags, a system that was discontinued around 1927. The picture at right shows the modern mechanized method of levee construction. Today, not only are the levees built higher and the water side protected by cement against erosion that caused the oldtime crevasses, but both New Orleans and Jefferson Parish are protected about 20 miles above the city by the Bonnet Carré Spillway and Morganza Spillway, which divert flooded waters in case of emergency. So safe are both banks of the New Orleans area that the inhabitants never worry enough to look at the high water gauge on the river front when Father Mississippi frequently steps out on one of his Spring flood forays.



DRIVE IN AT THIS AMERICAN SIGN OF GREATER VALUES



featuring

- AMOCO Super-Premium . . . the only unleaded gasoline
- Super PERMALUBE surpasses carmakers' toughest tests for Maximum Severity service
- High quality Atlas Tires, Batteries and Accessories
- Skilled, friendly service always.

So, Remember

**YOU EXPECT MORE FROM AMERICAN —
AND YOU GET IT!**

**SEE YOUR
FRIENDLY AMERICAN DEALER**

●
Distributed By

CHAS. E. SPAHR

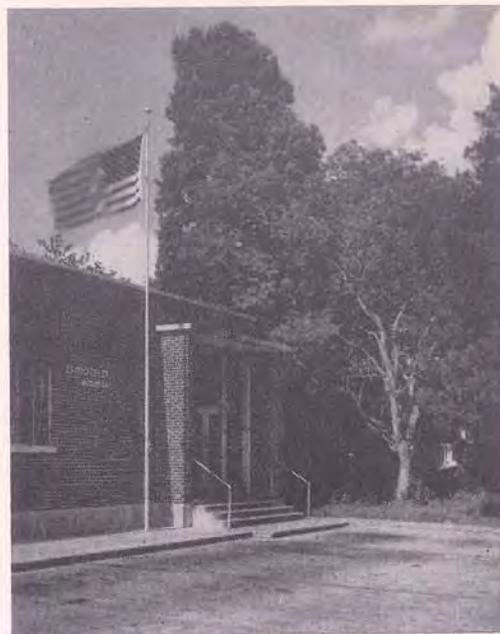
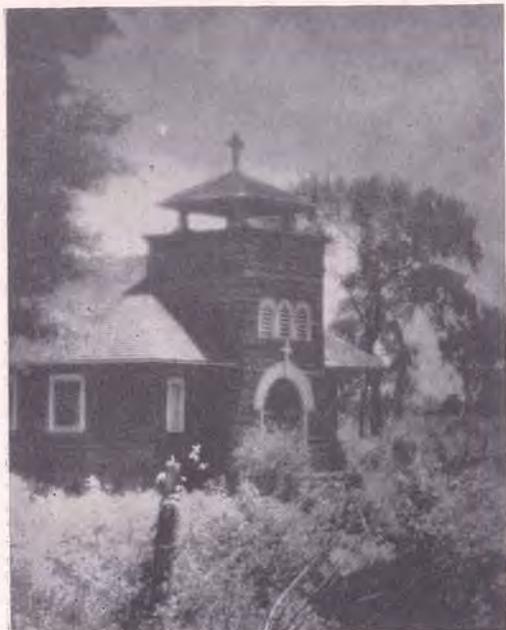
DISTRIBUTOR

AMERICAN OIL COMPANY

GASOLINE • FUELS • LUBRICANTS
TIRES • TUBES • BATTERIES

PHONE 341-3451

HARVEY, LA.



Metairie milestones! When the upper picture was taken in 1910 this Chapel had just been completed by Father J. Francis Prim of Mater Delorosa Parish in the Carrollton section of New Orleans. It was later moved from its original location on LaBarre Road to its present site on Bonnabel Boulevard just off Metairie Road. When it was built there was only one Catholic Church on the East Bank of Jefferson, at Kenner. The territory it served from the River to Lake, from New Orleans to Kenner, then had less than 5,000 inhabitants. Today, the same area boasts nearly 120,000 people and there are dozens of churches of all faiths in this section. The picture at right is the entrance of the new Metairie Post Office. Three years ago Metairie was still a branch of the New Orleans Post Office. Only two New Orleans Branch Post Offices yet exist in Jefferson Parish—the Jefferson and Harahan Branches. In line with Jefferson's amazing population growth and progress the public officials and civic leaders are working hard to convert these two also.

headquarters at Grand Isle and Grande Terre reflected his success, and this reflected the economic values which he created in the communities he served; otherwise, romantic writers and cinema recorders would not have made him such a dashing figure in Louisiana legend and history.

Lying on both sides of the Mississippi river and extending from the Gulf of Mexico to Lake Pontchartrain, Jefferson Parish has always been, is now and will increasingly be part of the port area which we call New Orleans. It was created from Orleans Parish in 1825, and on the east side of the river it originally reached to Felicity street, the upper boundary of New Orleans. Within half a century New Orleans absorbed more than half of eastside Jefferson, achieving growth at the expense of progress and development in Jefferson—beginning in 1852 with the absorption of the City of Lafayette which centered upon Jackson avenue, and ending with the absorption of Carrollton in 1874. It might have taken the Metairie "highlands," the ancient banks of the Mississippi river when it flowed through Lake Pontchartrain (or rather when Lake Pontchartrain was a part of the river), but this remained wilderness un-

til the present century, and the people, stronger politically than they were a century ago, resisted annexation movements as this section developed into a preferred residential area adjoining New Orleans and really a part of it.

As Jefferson Parish in canal development opened new business for this port area, so in railroad construction it projected future expansion into inland territory not yet reached by civilization's advance.

In 1835 the New Orleans and Carrollton Railroad completed nearly five miles of track-laying to Carrollton, most of it through the Jefferson Parish wilderness of today's St. Charles avenue in New Orleans. Its charter contemplated its extension to Bayou Sara, an important river port 90 miles upstream, but right-of-way difficulties stopped it at Carrollton, which became a resort for Orleanians who wished to get away from it all. By 1874 when New Orleans absorbed Carrollton, the railroad had become the St. Charles Avenue Streetcar Line.

Also in 1835 James H. Caldwell began to build, through Jefferson Parish, a 500-mile railroad to Nashville, Tennessee. Actor, manager, founder of the English-speaking drama in New Orleans and builder of the first St. Charles



Photographed at Avondale Shipyards, Inc.

What makes a great engineer? -CONFIDENCE!

The greatest bridges haven't been built yet, and the biggest dams are a drawing-board dream—but the rivers will be conquered and the desert will bloom thanks to the *confidence* of great engineers . . . *confidence* born of their years of study and preparation.

All of us have dreams; all of us have problems to meet—which can be done with *confidence* only by those who have prepared to meet them.

To provide protection for our families is a common desire . . . easily achieved with a Pan-American Life Insurance policy . . . an asset which enables you to face the future with more confidence.

The confidence placed in us by hundreds of thousands of persons has brought assurance into their lives and the lives of their families—our policyowners know their futures are free from monetary worry or want.

Call your friendly Pan-American Agent. He will be happy to counsel with you.

Pan-American Life Insurance Company

Among the top 10% of U.S. life insurance companies writing more than 90% of all life insurance.



NEW ORLEANS, U. S. A. • A MUTUAL COMPANY



The picturesque plantation past and the pulsing industrial present; the left photograph was the old Jefferson Parish Soniat "Tchoupitoulas" Plantation home as it looked in 1914. The present day Colonial Country Club at Harahan is on the site of the old Tchoupitoulas plantation and the old home was used as a Club House for many years. Recently it was torn down to make room for a new, modern structure. The right photograph presents the more than a mile long Celotex Corporation of Jefferson Parish the largest insulating board plant in the world. Its basic raw material is bagasse, the pulp that is left after the juice is squeezed out of the sugar cane, and which at one time was burned for fuel on "Tchoupitoulas" and other Jefferson sugar plantations. See Dabney's reference that "even the sugar story of Louisiana had its beginning in what was once Jefferson Parish."

Theater in that city, Caldwell's sensational career in the theatrical world has obscured his real greatness as a community developer — the man who built the artificial gas plants in New Orleans, Cincinnati and Mobile when sound businessmen declined the risks of the New Light, and whose other promotions in business, transportation and foreign trade contributed impressively to this port area.

A 500-mile railroad—no one had ever dreamed so daringly; the entire United States could count only 923 miles of track in 1836, a scatter of short lines only one of which exceeded 200 miles in length.

Establishing the terminus at Canal and Villere streets in New Orleans, Caldwell laid track to today's cemeteries at the end of Canal street, entered Jef-

erson Parish near the Metairie Race Track (now cemetery), and on a long slant reached Lake Pontchartrain along which he built towards the Manchac crossing. Unable to secure a right-of-way through Mississippi which feared the rails would take the cotton trade from its river towns, the promotion collapsed in 1844, and the rails were torn up and sold. As part of his development activities, Caldwell established two resort centers on Jefferson's lakefront, one at Prairie Cottage near today's Causeway across Lake Pontchartrain, and the other at Bath a few miles east of that point. In its day Prairie Cottage was a famous resort. Caldwell had ambitious plans for the landscaping of Bath, but they did not survive the railroad's failure. Bath Avenue in Metairie carries a memory of that brave venture.

Photographed back in 1914, the scene at the left shows an old time one cylinder naphtha lugger, which as the mast reveals used sail whenever possible, rounding the double curve on Jefferson's Bayou Signette framed by cypress trees and known as the "Devil's Elbow." The photo right shows the marvels of the modern age—a deep sea drilling platform in the Gulf of Mexico served not only by powerful diesel driven tugs, but also by the "Oil Industry's Flying Friend," the helicopter—about to make a landing on the drilling platform.



VETERANS AND CAUSEWAY BLVDS.

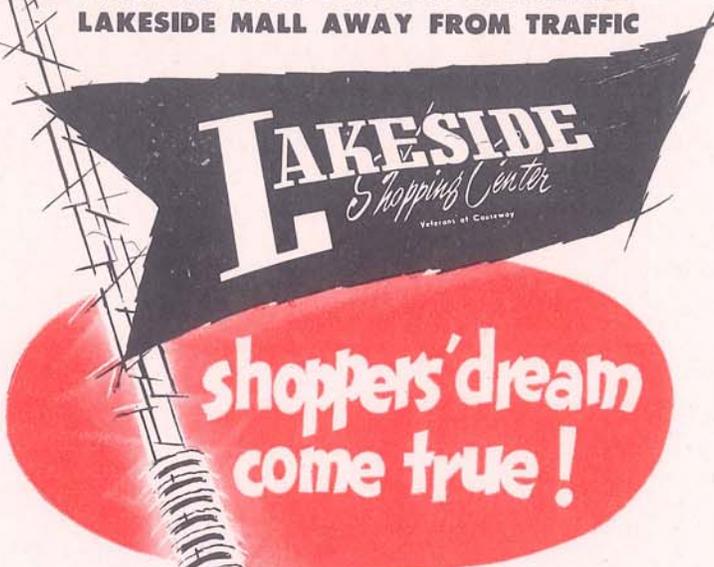
**OPEN 3 NIGHTS
A WEEK**

MONDAYS • THURSDAYS • SATURDAYS

**36 FABULOUS STORES
UNDER ONE ROOF**

**FREE PARKING FOR
5,000 CARS**

**SHOP IN SAFETY IN THE DELIGHTFUL
LAKESIDE MALL AWAY FROM TRAFFIC**



VETERANS AND CAUSEWAY BLVDS.

- ANN J SHOP
- ARNOLD'S
- BAKER'S
- BUTLER'S
- FIRST NATIONAL BANK OF JEFF.
- FUN ARCADE
- GODCHAUX'S
- GORDON'S
- HALPERN'S
- HAUSMANN'S
- HOLLOWAY HOUSE
- HOLMES
- JEAN'S HOSEIERY
- JEFFERSON SAVINGS & LOAN ASS'N.
- KREEGER'S
- KRESGE'S
- LAKESIDE BEAUTY SALON
- LAKESIDE TOYS
- LENER SHOPS
- PARIS HATS
- PENNEY'S
- SCHIFF'S SHOES
- SINGER
- STEVENS
- SUTTON'S
- T. G. & Y.
- TEXACO SERVICE (2)
- THE COVE
- THE ELEPHANT BUN
- THOM McAN
- THE HOME SERVICES
- THE TURNTABLE
- WALGREEN'S
- WESTERN AUTO
- WINN DIXIE
- WRIGHT'S

HOLMIES

Louisiana's Quality Department Stores

Now serving Jefferson Parish

at the new

LAKESIDE

SHOPPING CENTER

VETERANS at CAUSEWAY



The photo at the left (taken in 1912) shows a freighter on the Mississippi River on the Jefferson East Bank at the spot where the American Creosote Works were and still are. The sign of the age of this picture is the seaweed in the water, no longer to be found on the busy river's wharf sides.

Right, is the launching of the new SS Del Oro, one of three cargo vessels built for Delta Lines by Avondale Shipyards. These are the largest vessels ever built on the Mississippi, and will be used primarily in Delta's South American and African trade. There are still Jeffersonians who can recall the tangle of trees and the wide open space that once could be seen looking toward Nine Mile Point and beyond where the busy Avondale Shipyards are now turning out ships for world commerce.

Railroad construction evoked another impressive lakefront development in Jefferson at mid-century. From 1851 to 1853 the Jefferson and Lake Pontchartrain Railroad laid track from Carrollton to Lakeport (today's East End); and besides a hotel and recreation facilities, built a wharf which served the coastwise trade of Pensacola, Mobile and the Mississippi Gulf Coast. Connecting with the New Orleans and Carrollton, it had its city terminus across from today's Lee Circle in New Orleans. An office building is now rising on that site. Six trains on weekdays and 12 on Sundays served that movement through Jefferson.

The War Between the States destroyed this railroad and made possible the development of West End, in New Orleans, a resort and amusement center, half a mile east of East End, in the 1880's.

During the 1850 decade, the New Orleans, Jackson and Great Northern Railroad, reviving Caldwell's dream, built inland through Kenner towards the Manchac crossing, and from there followed Caldwell's proposed route, reaching Osyka, Mississippi in 1854, and five years later, Canton, Mississippi, 206 miles from New Orleans. This is now the southern portion of the Illinois Central; on its nine and half miles of track in Jefferson Parish, between the New Orleans parish line and the St. Charles parish line, a little west of Moisant International Airport, have grown a large number of industrial plants and distribution warehouses.

Also in 1854 the New Orleans-Ope-

lousas and Great Western Railroad began to lay track from westside Jefferson, and with 15 miles of rails through that area's industrial potential, later became part of the Southern Pacific System.

Expanding development in the years that followed brought other railroad construction to Jefferson—in 1870 the the New Orleans, Mobile and Texas Railroad, now part of the Texas & Pacific and Missouri Pacific System, with eight miles of track in westside Jefferson; in the 1890's the Louisiana and Arkansas, later part of the Kansas City Southern System, with nine miles of track in eastside Jefferson; in 1895, the Southern Railway Company with its operation of the New Orleans Terminal; in 1935 the Public Belt Railroad of New Orleans extended its lines into eastside Jefferson, laying about eight miles of track to and across the Huey P. Long bridge to connect with westside rail services.

About 80 per cent of the freight in the port movement of New Orleans moves over the rail lines in Jefferson.

Down the years Jefferson Parish leaders have emphasized the value of waterways the cheapest transports through the swamplands and marshlands of this state and much of the territory adjoining it.

Nicholas Destréhan, son of Jean Baptiste, improved the canal opened by his far-visioned father. He died in 1848, bequeathing to Jefferson Parish the site for Gretna. Captain Joseph Hale Harvey, who married the daughter of



**TOM IS A
NATURAL GAS SPECIALIST**

*ONE OF 6,000
WITH UNITED GAS*

Tom Woodard tests instruments before they're built! A physicist in the research laboratories of United Gas, Tom is shown here operating an electronic analog computer to test the feasibility and usefulness of other electronic devices before they are actually constructed by the Instruments Division of United Gas Corporation.

His is one of hundreds of little known but vitally important jobs handled by United's 6,000 employees. In sum total, all of those jobs are performed with one objective: providing dependable natural gas service at reasonable rates to our hundreds of thousands of customers.

**UNITED
GAS**
SERVING THE GULF SOUTH

Nicholas, "Princess" Louise, widened and deepened the waterway still further, gave it his name; and to increase the water transportation movement, in 1880 he began excavations for a lock to connect the canal with the Mississippi river. His death delayed the undertaking, and the lock did not open until 1907—a structure 165 feet long, 30 feet wide and seven feet deep. You might say that Jefferson's old courthouse, a three-story brick and stone building costing about \$97,000, according to the New Orleans *Times-Democrat* whose report of February 7, 1907 reflects the excitement of that dedication, and quotes Governor Newton C. Blanchard and other state notables in their predictions of the Parish's great future, monumented that lock and the expansion for which it stood.

Twenty-seven years later, parish, state and federal officials on March 26, 1934 dedicated a new Harvey lock—425 feet long, 75 feet wide and 12 feet deep. Built by the federal government, that steel and concrete structure cost \$1.7 million. The old Harvey canal, enlarged down the years to a width of 125 feet and a depth of 12, became a part of the Intracoastal Waterway system, developed and financed by the federal government to carry the water transportation of the Mississippi river and its tributaries to the Sabine river, 272 miles from Harvey, a flowing road that in time would be extended to Mexico and to Florida.

Only a few cheap frame structures then relieved the monotony of Harvey when this lock was opened, and the prediction that in time the annual movement of commerce through the canal would total a million tons, made many people smile. But by 1955 the movement passed 15 million tons, and the government found it necessary to build a new lock and canal below Algiers to relieve the pressure upon Harvey whose banks teemed, for as far as the eye could reach, with the expanding oil industries which employed more than 9000 men and did more than \$100 million of business a year.

Oil had opened a new economy in Louisiana in 1901, revealing its magic in a rice field near Jennings; and on May 13, 1935 Jefferson Parish saw its first oil well. This was Lafitte No. 1, seven miles southwest of the village of that name. It was the world's deepest completion (9572 feet) at that time. It produced 1110 barrels a day, the first of 160 wells in that marshland field of

Call

REAGAN

For

POWER

Waukesha
MOTOR
CLIMAX
ENGINES

DIESEL
NATURAL GAS
GASOLINE
PROPANE

OIL FIELD
INDUSTRIAL
MARINE



CUSTOM BUILT
GENERATOR SETS
& PUMPING UNITS

REAGAN

Equipment Co.

HARVEY, LA. ◦ JACKSON, MISS.

TEXACO INC.
PRODUCERS, REFINERS & MARKETERS
OF
PETROLEUM PRODUCTS

Featuring

TEXACO SKY-CHIEF SUPREME GASOLINE
TEXACO FIRE-CHIEF GASOLINE
HAVOLINE & TEXACO MOTOR OILS
MARFAK LUBRICATION

See Your

TEXACO DEALER

The Best Friend Your Car Ever Had
BUY THE BEST BUY TEXACO

THE BIG

D

- **DEPENDABLE**
- **DIVERSIFIED**
- **DAMAGE FREE**

in barge transportation

DIXIE CARRIERS, INC.



HOUSTON
3400 Montrose
JA 9-4853

NEW ORLEANS (Harvey)
P. O. Box 248
Forest 6-6486

Member of the American Waterways Operators, Inc.





This amazing Age of Communication! The left photo shows that even high over the Mississippi River on the towering Continental Grain Elevator at Westwego there is a telephone pay station—one of Southern Bell's many services to Jefferson industry. In 1960 the Southern Bell Telephone Company spent \$1½ million on Jefferson's Industrial West Bank. The photo at right presents the big helicopter used to spot poles in the construction of high voltage transmission lines in the swampy areas of Jefferson Parish by the Louisiana Power and Light Company, which serves Jefferson Parish 100%.

14 square miles. Other oil strikes and gas producers rewarded the questing drills and have given Jefferson Parish its largest and most valuable industry; and miles away, in the open ocean beyond Grand Isle, sulphur production last bear began to enrich the economy. Oil was found seven miles off Grand Isle in 1948.

Natural gas reached New Orleans on August 22, 1928, an "epochal date," as the *Times-Picayune* recorded; but Jefferson Parish on both sides of the river had it before New Orleans, and this cheap fuel opened new manufacturing horizons to the port area.

A few months after Jefferson Parish tapped its oil wealth, its skyline carried the transportation challenge of the Huey P. Long highway-railroad bridge across the Mississippi river. Such a crossing for New Orleans the *Daily Picayune* of that city had envisioned as early as August 29, 1860. Even then the east-west traffic movement of the port area was demanding to be released from the slow-moving bondage of the ferries. From time to time editorialists and Chamber of Commerce speakers returned to the theme; but it was in Jefferson Parish, near Nine Mile Point, that this great structure was erected. It cost \$13 million to build; today it would cost \$65 to \$70 million. Dedicated on December 6, 1935, it was the 11th river spanning between St. Louis and the Gulf of Mexico — a creation of steel

and concrete 3542 feet long soaring, from more than four miles of approaches, 135 feet above the Mississippi's high water mark, so that vessels seen from above by motorists flashing across the bridge look like toy boats in a canal. Trains moving to and from the port saved at least an hour's time. The east-west movement of automobiles increased steadily. At last the river barrier to the west had fallen and both sides of the river became one manufacturing and foreign-trade community.

This increasing movement was one of the factors that projected the 24-mile Causeway, the Lake Pontchartrain crossing from Jefferson Parish to St. Tammany Parish, a \$46 million expansion of the country's most interesting port area, completed in 1956 to pour new business from the north, east and west into it; and this in time made necessary the \$64 million Greater New Orleans bridge across the Mississippi, the longest cantilever structure in the United States — one end of that bridge in downtown New Orleans, the other in the commanding capital of Jefferson Parish.

New Orleans in 1946, with the help of Frank J. Clancy, then sheriff of Jefferson Parish, opened its Moisant International Airport in Kenner. Both jet and propeller airplanes land on that 1360-acre field. There, seven airlines connect this port area with domestic

AMERICAN CREOSOTE WORKS, Inc.

P. O. Box 4008

UNiversity 1-1455

NEW ORLEANS, LA.



CREOSOTED LUMBER, PILING, POLES,
CROSSTIES, SWITCH TIES, CROSSARMS
...ALSO...

LUMBER TREATED WITH COPPERIZED
CHROMATED ZINC CHLORIDE

DECAY AND TERMITE PROOF . . . CAN BE PAINTED



—Plants—

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



Send Us Your Inquiries — We Are Glad to Quote You.



The expert workmen of the Louisiana Gas Service Company of Harvey extend a six inch, high pressure gas main to insure an abundant supply of natural gas for industries along the Harvey Canal.

centers, seven with international. Some 200 flights a day take the air from Moisant, and a million and a quarter passengers a year pass through its portals.

Moisant was created after the city had outgrown the Alvin Callender Field in Plaquemines Parish near Belle Chasse, not far from the Jefferson Parish line, and the New Orleans Airport on the lakefront. The United States government had been on the verge of prohibiting its military planes from flying to New Orleans, because of the inadequate landing fields available, when George A. Hero, Sr., a large landholder in Jefferson and Plaquemines parishes and an enthusiastic promoter of development projects, gave the city the site for the Alvin Callender Field. The *Times-Picayune* saluted the dedication of that field on November 6, 1926 as "an epochal day in New Orleans history." There was then small interest in commercial aviation in New Orleans. But for the far-reaching vision of Hero, this port area might today be years behind in the race for aviation business, the fastest and the most rapidly changing transportation in the world.

Jefferson Parish's economic leaders are now driving towards a development that will greatly expand the manufacturing and transportation potential of this port area on both sides of the river. This is a 55-mile tidewater harbor ex-

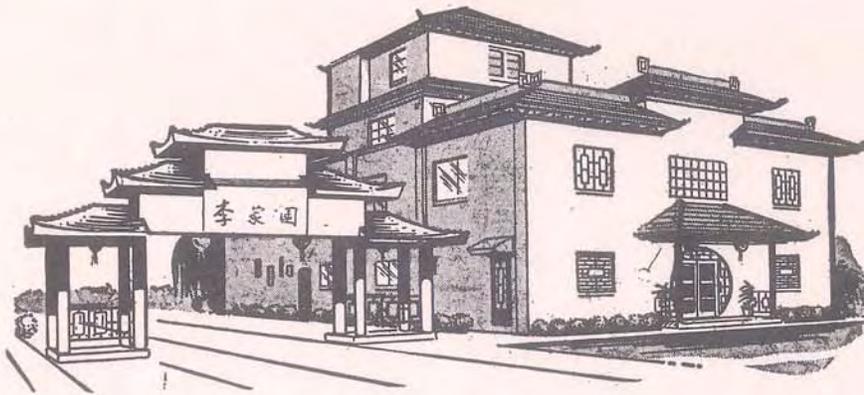
tension from the Mississippi river near Westwego to the 40-foot contour in the Gulf of Mexico beyond Grand Isle.

Seventy-two years before New Orleans built its Industrial Canal to open new port services in this area, the forward-thinkers of Jefferson Parish had in 1849 mapped such a project. Today's tidewater plans followed the route which those engineers chose; the United States Board of Engineers for Rivers and Harbors in 1930 approved the proposed undertaking.

Shoaling conditions at its mouth and the strong current of the Mississippi early revealed the difficulties of the river approach to New Orleans. Drawing only 12 feet or so of water, even the small ships of the French colonial period grounded there. Bienville's engineers dragged harrows across these shallow places to open the channel, and as early as 1740 his engineer recommended that a new route through Bayou Barataria and Barataria Bay be opened to the city. Barataria Bay enters the Gulf of Mexico near Grand Isle and extends high into today's Jefferson Parish. Groundings became more frequent as ships increased in size. In 1832 Chief Engineer Benjamin Bouisson of Louisiana proposed that the river entrance be



The \$30 million Freeport Sulphur Company deep water sulphur mine seven miles off the coast of Grand Isle, bringing molten sulphur from what is the world's third largest sulphur deposit. The liquid sulphur is then carried by water jackets heated pipeline laid three feet below the floor of the Gulf of Mexico to Grand Isle, where it is transferred to Freeport's unique "thermos jug barges." It is then transported to the Freeport plant at Port Sulphur in Plaquemines Parish.



HOUSE OF LEE

ONLY ONE OF ITS KIND SOUTH OF THE MASON DIXON LINE

Chinese and American Food in Chinese Atmosphere

OPEN 7 AM TO 12 PM

4 DINING ROOMS — 4 STORIES HIGH

Seating Capacity: Main Dining Room, 200 — Second Floor, 250 — Third Floor, 60
Fourth Floor, 40

MAKE YOUR RESERVATIONS NOW
FOR PRIVATE PARTIES, BANQUETS,
WEDDINGS AND RECEPTIONS
CONVENTIONS

HOUSE OF LEE

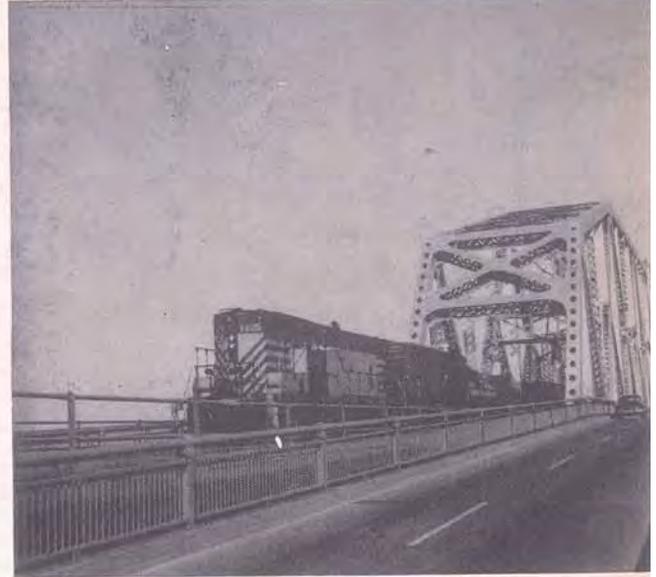
Owned and Operated by LEE BING

Manager, HARRY LEE

3131 VETERANS HIGHWAY IN JEFFERSON



Left. Loading air freight at Moisant International Airport, which highlights the fact that Jefferson Parish has, for the raw materials and finished products of its industries, every means of transportation known to



modern man. Right. A Texas and Pacific freight train and an automobile pass each other on their separate sections of the famous 4.4 miles long Huey P. Long Bridge entirely in Jefferson Parish.

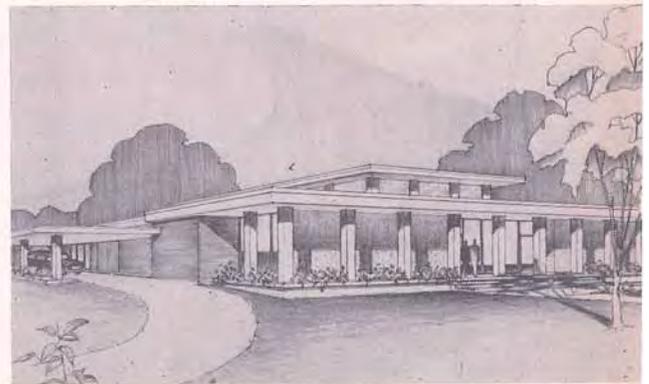
abandoned and that a ship canal be dredged on the east side of the river to the channel far upstream. Admitting that the river had whipped them, United States Army Engineers in 1874 favored the Bouisson plan; but the Eads jetties met the situation. Believing that the jetties provided only temporary relief (for the Mississippi river still rolled down a volume of mud sufficient to make a prism, every year, a mile square by 268 feet in height) other engineers revived the Bayou Barataria proposal. An address on "The Barataria Ship Canal and Its Importance to the Valley of the Mississippi" delivered by Captain John Cowdon on November 5,

1877 to the Property Holders Association of New Orleans, emphasized the principal values of this solution to the river problem: a saving of more than 50 miles between the New Orleans port area and the Gulf's deep water, no current to slow down incoming traffic, less fog danger and the new economic values that would be created by the land reclamation along the waterway.

Following a slightly different route, today's plans for Jefferson Parish's tidewater harbor extension calls for a channel 500 feet wide at bottom and 700 feet wide at top by 40 feet deep to deep water beyond Grand Isle. More than 50 miles shorter than the river route, this

The architect's rendering of the new two-story contemporary Funeral Home to be built on the West Bank Expressway one block from Barataria Boulevard in Marrero, for West Side Funeral Homes Company,

The new Mothe Funeral Home at 2100 West Bank Expressway, planned to be opened by the middle of the summer complete with 6 parlors, large lobby and a 4400 square foot parking lot.





Lafitte Oil Distributing Co.

Leon C. Levy, Owner

DISTRIBUTOR

HUMBLE OIL & REFINING CO. PRODUCTS

Long Distance 689-3550

Lafitte, Louisiana

WEST SIDE OIL COMPANY

THOMAS PERTUIT, Mgr.

DISTRIBUTOR

HUMBLE OIL & REFINING CO. PRODUCTS

Fillmore 1-5551

Harvey, La.

C. A. HECKER, JR.

DISTRIBUTOR

HUMBLE OIL & REFINING CO. PRODUCTS

SERVING THE EAST BANK OF JEFFERSON PARISH

7614 Hampson Street, UNiversity 1-0604, New Orleans 18, La.



At the left is shown the almost continuous operation of unloading clam shells for roadways, parking areas and drilling locations at one of the three huge storage yards of the Ayers Materials Company. This yard shot is at Westwego on the West Bank of the Mississippi River near the Huey P. Long bridge. At the right is a photo of the American Liberty Tank Terminals, Ltd. operation at Avondale in Jefferson Parish—equipped with two floating docks which has facilities for serving two ships simultaneously. This modern terminal offers deep water accommodations providing shipside tank storage and bulk liquid warehousing for petroleum, vegetable oils, fish oils, tung oil and alcohol.

would bring ships into the port area, especially those from the southern part of this hemisphere and from the Pacific via the Panama Canal, by the shortest route possible. Channel dredging along this route would create thousands of acres of land upon today's marshes and swamps, opening preferred sites for factories, warehouses and industrial development generally, all served by land, air and water transportation facilities, from the port on the river all the way to the Gulf of Mexico.

On the east side of the river, New Orleans interests are pushing work on a similar but longer and more costly channel to the sea. Its completion will increase the need for the westside development in Jefferson, just as the Harvey Intracoastal Canal in Jefferson made necessary the creation of the New Orleans canal below Algiers. In both Jefferson Parish and New Orleans we have seen how every economic advance augmented the other's progress. The federal government is putting through the eastside seaway, but, for the present at least, the men of Jefferson are envisioning their westside harbor extension as an undertaking for private enterprise. Maybe federal assistance will be forthcoming later. Whether or not it is, sooner or later Jefferson's Industrial Seaway will open its channel to the argosies of world trade, for the need is as great on the westside as on the eastside and the *potential is greater*.

A federal project now under way

points to the rising needs which have evoked Jefferson's Seaway plans. This is the Barataria Bay Waterway, a barge and boat channel from the Intracoastal Waterway to the Gulf of Mexico at Grand Isle. Plans call for a 125-foot channel and a 12-foot depth. This is a \$1.7 million project and completion is promised this year.

Thus engineering thinking and government support swing back to the Jefferson Parish undertaking, first proposed in 1740, revived in 1877 and finally undertaken in our own day. This could be the beginning of Jefferson's Industrial Seaway.

To meet its actual and envisioned growth, Jefferson Parish has evoked home-building, public improvement and construction projects of majestic proportions; it has created enormous shopping centers on both sides of the river, retail concentrations capable of expansion to serve many times the present population; it has its own banks, its own hospitals and clinics, its own utilities, all comparable with the best in the state.

As the old courthouse in Gretna milestone the advance of Jefferson during its first century, so the new courthouse, nine stories of steel, glass, aluminum and concrete costing \$3 million, cast its lengthening shadow deep into Jefferson's second century, a symbol of the creative drive which is building this port area far beyond the power of Bienville to imagine.

Jefferson's



MOST VITAL INDUSTRY

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

Like the air we breathe and the water we drink we are inclined to take our Jefferson Parish Public Schools for granted — because they have always been there, faithfully functioning, and because they always, each year, provide the necessary room, teachers and facilities to handle an increased enrollment of several thousand more school children than the year before.

Because they operate so smoothly few people in Jefferson Parish are aware of the tremendous organization and the enormous financing involved in the training and teaching of now over 35,000 school children every school day, nor do they realize that the Jefferson Schools have been kept abreast of the times so consistently that for years they have been recognized as one of the better parish public school systems in the state.

Comparing the public schools to an industry — producing Jefferson's most vital product: future citizens — helps to put their procedure and problems into proper focus for better understanding.

In this indispensable public school industry of Jefferson the School Board functions the same as a Board of Directors, formulating its policy, supervising its personnel and programs so that its production will turn out a high quality finished product in which outstanding individual abilities are recognized and encouraged and, what is most important of all, not only solving but anticipating its problems.

One excellent example of the School Board's foresight into the future was the \$10 Million Bond Issue School Construction Program prepared, presented to the property owner voters of Jefferson and approved by them in 1959 — a

program that has been under way ever since and which has made it possible for Jefferson Parish to furnish a desk for every enrolled pupil without resorting to the platoon system, as did many other communities throughout the nation caught flatfooted or financially unprepared for the recent phenomenal increase in the number of school age children at the opening of each fall enrollment.

To put it more graphically, there were only 31,000 school children enrolled in Jefferson Parish Public Schools when the \$10 Million Construction Program started. Since then over 4,000 school age children have been added and the School Board is aware that it must be able to accommodate at least 42,000 by 1967.

However, the School Board anticipates no difficulty in providing desk room for that many pupils when the time comes. Because in addition to the new schools, more classrooms added to existing ones and the renovation of older schools made possible by the \$10 Million Bond Issue, the Jefferson Parish Public Schools have been receiving new construction revenue since 1956 from the one cent parish sales tax.

Half of every penny so collected goes to the Parish and the five municipalities, and the other half goes to the Jefferson Parish Public Schools, but must be spent on new construction capital outlay only and cannot be used for maintenance or salaries.

With the school population now seemingly becoming more stable and with the \$10 Million Construction Program to be completed in 1962, the million dollars a year received from its share of the parish sales tax should go toward providing ample desk and classroom



Above: Patio of East Jefferson High School. Below: Main building of West Jefferson High School. East Jefferson has 70 classrooms, West Jefferson has 58 classrooms. Otherwise facilities are the same, including administrative suite, gym, auditorium, cafeteria, industrial arts workshop, football stadium, complete athletic field, complete commerce department and home economics department. Both have full facilities and courses for a complete college preparatory course.

space for some years to come.

To give you an idea of the size and scope of the school construction program that has been going on since 1959 in Jefferson, there have been completed or now under construction from the revenue received from the \$10 Million Bond Issue 19 elementary schools or substantial expansions of present ones providing 293 more classrooms for Jefferson's mounting school enrollment; 21 cafeterias and 4 cafeteriums; as well as improvements and renovations of various natures to 19 other existing schools.

In addition to the above construction (under way, now completed or to be completed by the beginning of the 1961-62 school year) which represents a total expenditure of \$9,285,155, contracts

were let in February for the building of two football stadiums (one each for East Jefferson High and West Jefferson High) and a new High School in Ward Seven. This was made possible because proceeds from the bond issue for construction were wisely put to work. Nearly \$375,000 was earned from government bonds purchased by the School Board since it negotiated the sale of its construction bonds in November, 1959.

The total cost of the two new stadiums will be nearly \$700,000. This covers the concrete grandstands to be erected on both sides of the football fields of East and West Jefferson Highs. It also includes scoreboards, sound sys-





Above: The East End Elementary School back of Lake Avenue with 16 rooms and a cafeteria. This is one of the new schools just completed in Jefferson. Below: The recently completed \$234,000 Live Oak Elementary School at Waggaman with 10 classrooms and cafeteria which will open with the fall term of 1961.

tems and paving underneath the stands. Each will hold 4175 spectators, or a total capacity of 8350 for each stadium.

The new Seventh Ward High School, to cost about a million dollars, will be located in the rear of the present Jefferson Junior High on a heavily wooded tract that was occupied by a horse ring and bridle path at South and Riverdale Drives. When ready for occupancy by the opening of the 1962-63 school year, this new high school will provide relief for the present 2205 pupil capacity East Jefferson High School, the largest in Louisiana.

The construction described just about exhausts the construction money provided by the \$10 Million Bond Issue and the sales tax construction revenue to

date — but Jefferson has caught up with its rapidly expanding school age population and should, from now on, be able to handle normal growth from the sales tax fund alone.

THE ADMINISTRATIVE STAFF

Headed by the Superintendent of Schools, the administrative staff of the Jefferson Parish Public Schools corresponds to the executives and officials of an industry who, within the framework of policy set down by the School Board, supervise and direct the daily operation of the schools, solve the daily problems as they arise, and are constantly studying and seeking new and better ways and methods for producing finer students.

(Continued on Page 110)





*"...and don't forget
to call me every night"*

Whenever you're away from home, Long Distance is the fast, easy way to keep in touch.

As you talk, you'll catch up on the events of each other's day . . . and gather reassurance from each other's voices. A telephone call spreads happiness at both ends of the line.



Southern Bell in Louisiana

A Call to Hemispheric Solidarity

By HALE BOGGS
Member of Congress
Second Louisiana Congressional District

Publishers Note

For the past 27 years the Review has pointed out the need and the advantages of a Tidewater Seaway for Jefferson Parish.

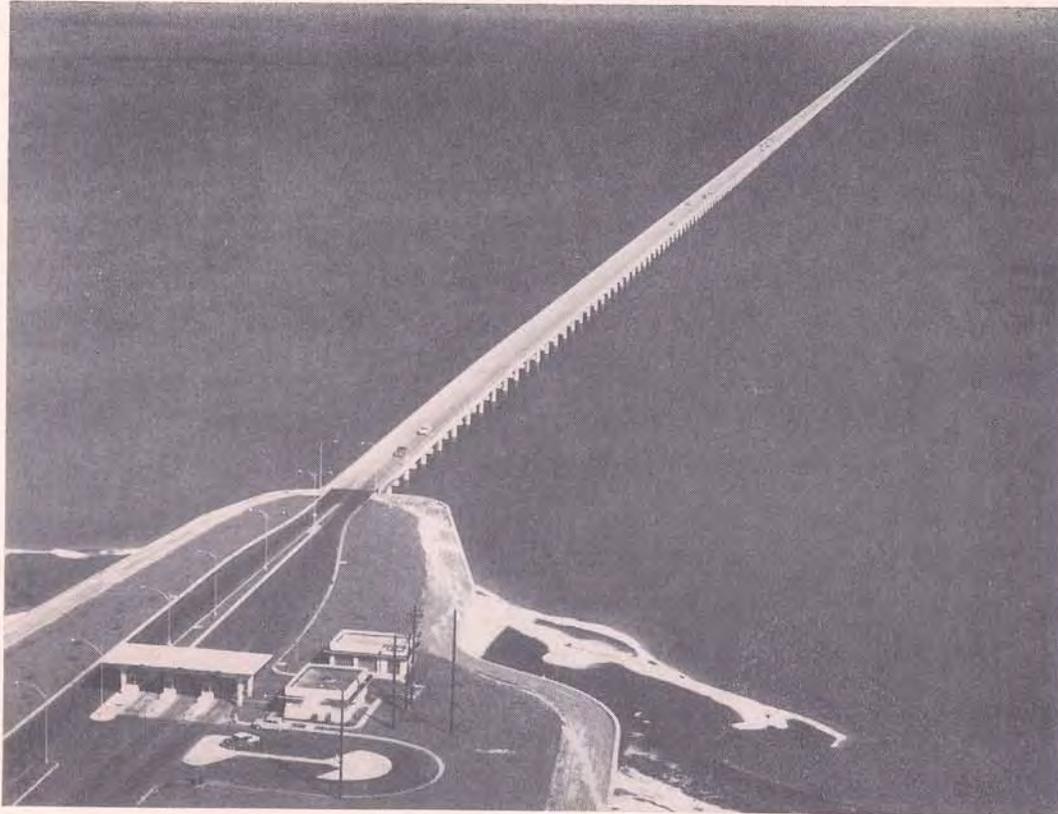
We know a great number of engineers, rail-rovers, steamship owners, industrialists and public officials who are convinced that within the next decade a 600-foot wide tidewater channel, with a minimum depth of 40 feet, from Westwego to the Gulf near Grand Isle will be constructed a channel straight as an arrow to Latin America.

And if Latin America is to grow as fast as Congressman Hale Boggs and other experts on Latin America think it will, Jefferson Parish's Tidewater Seaway could become *the World's busiest waterway*.

• • • • •

The heritage of the peoples of Latin America is one of a strong desire for political democracy and freedom. Such great men as Simon Bolivar, Benito Juarez and Jose Marti led their countrymen to throw off the yoke of the Old World and establish new nations under liberty. So are we Americans in the United States defenders of freedom and liberty. Thus, the ideals of the peoples of all the American nations spring from the same well and have been nurtured by a similar history.

As President Kennedy said to the



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



JOHN R. LAMBERT, JR.
Member



LEO S. GUENTHER
Member



MALCOLM T. STEIN, SR.
General Manager

Ambassadors of eighteen Latin American countries in presenting his stirring "Alianza Para Progreso" (Alliance for Progress) for the Americas:

"We meet together as firm and ancient friends, united by history and experience, and by our determination to advance the values of American civilization. Our nations are the product of a common struggle, the revolt from colonial rule. And our people share a common heritage — the quest for the dignity and the freedom of man."

But, said the President, "Our hemisphere's mission is not yet complete. For our unfulfilled task is to demonstrate to the entire world that man's unsatisfied aspiration for economic progress and social justice can best be achieved by free men working within a framework of democratic institutions."

The President then unfolded some of the details of a far-reaching ten-year plan for the Americas, a joint plan designed to strengthen hemispheric unity and to aid all the American nations working together to promote their economic growth, to raise their living standards and improve the education of their peoples. This plan provides all of us, the citizens of Jefferson Parish and of every part of our great nation, with the opportunity to join in preserving freedom and the rights of man in the Western Hemisphere. The implementation of this "Alliance for Progress" also offers our country an opportunity to revitalize the spirit of the "Good Neighbor Policy."

The march of events in Latin America has too long gone unheeded. Only after Fidel Castro, who has now admittedly taken Cuba into the Soviet camp, called for widespread socialistic measures backed by force and the Kremlin, only then did we begin to realize that real danger lay in our own backyard, and that all the Americas were threatened.

It is important for us to realize the needs of the people of Latin America for social and economic betterment. As we know, the Communists will use any means to foster and promote discontent and revolution. Their modus operandi is to move into countries, especially the underdeveloped and weaker ones with unstable governments, and capitalize on the natural dissatisfaction of the people engendered by poverty, illiteracy, disease, malnutrition and one-crop economies.

These conditions are underscored by

the recent defeat of the ill-fated invasion of Cuba. Communist agents will now intensify their efforts through subversion and propaganda to foment revolution and attempt to gain control of other Latin American countries.

As Charles Nutter, former Managing Director of International House in New Orleans, stated in a recent speech:

"The important thing to know about Cuba, however, is that unless Cuba is won back to the free world, Latin America or much of it is doomed to Communism, for Cuba has become the Communist beachhead and an arsenal for a hemispheric-wide plot of subversion."

Nutter said that "Russia now is spending a half billion dollars in Latin



Fifty years ago a new financial institution that would soon become a boon to South America came into being. Few who heard the news doubted its eventual success, for they knew the men responsible for its creation had proved their abilities in other fields long before this undertaking. One was an international financier and shipping magnate; one an expert on life insurance companies; another was a renowned physician and surgeon, and one was a successful corporation lawyer. Each, contributing his unique talents, brought into being, on March 28, 1911, the Pan-American Life Insurance Company.

Of the four founders one is still active in his respective office. Crawford H. Ellis has served as Pan-American Life's President since the company's organization in 1911. Dr. Edward G. Simmons who served during his lifetime as Executive Vice-President, died on January 14, 1958. Dr. Marion Souchon was Vice-President and Medical Director until his death in April, 1954, and Eugene G. McGivney was Vice-President and General Counsel at the time of his death in 1948. In the half-century since its inception Pan-American Life has progressed at a rate unparalleled by any other company in its field. Today hundreds of thousands of policyowners in 28 states and 14 Latin American countries are protected by its outstanding insurance coverages.



Brazil's new capital Brasilia symbolizes the opening of the west, which will mean vastly increased export production for Brazil's future.



Cotton fields at Punta Renas, Costa Rica. Cotton in recent years has become Costa Rica's third export crop.

Banana plantation of United Fruit Co in Honduras. Bananas are the leading export crop of Honduras and several other Latin American countries.



America in straight out-and-out ideological and educational propaganda. European-trained Spanish-speaking agents have fanned out all over the continent. The Cuban diplomatic missions have become the Communist general headquarters in every country. A daily 'Hate America' campaign is flooding newspapers and radio and television stations throughout the continent, and men's minds are being corrupted and inflamed everywhere down there.

"The Communist world is willing to promise anything toward fulfillment of all hopes. It will do this despite its enslaved people and their own low living standards. Such aid will be short-lived or never given at all. But when it succeeds in extending Communist rule in Latin America, the Kremlin will have won further victories in the battle for the world. Police power holds people once (they are) cornered under control, as it has in Cuba."

Incisively, Nutter pointed out that "The wealth of others, not future development, is the prize the Communists offer the poor, the desperate, the dispossessed. Castro, the American Lenin, won support of the lower class Cuban people by his promise to take all wealth of the nation and subdivide it; instead (in the process) he has ruined Cuba's economy. But this concerns the Communists little; people are their pawns, not their concern."

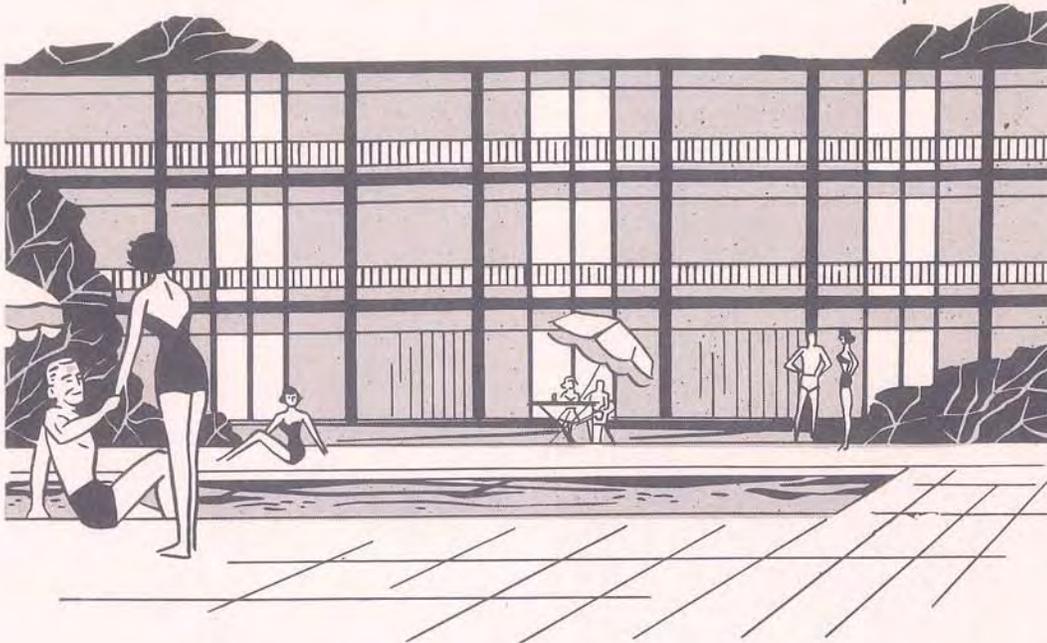
With Castro's declaration on May Day in Havana that there will be no more elections, his cynical and traitorous betrayal of the Cuban people had reached its lowest point. His decree to abolish elections followed his absolute elimination of a free press, a free Congress and a free judiciary.

Listen to the words of forewarning by a distinguished South American leader, Don Pedro Beltran, Prime Minister and Minister of Finance of the Republic of Peru, in a recent speech at the University of California:

"... The tragedy of Cuba, its repercussions in other countries, the doubts, the cynicism, the talk of neutralism, (obviously, Cuba is far beyond that point now), all clearly warn us that our hemispheric solidarity is seriously threatened.

"The problem is far more serious than one of mere help. It is a matter of survival, of salvation for all of us. Let us be clear on this at the start: Communism is gaining ground here in our own hemisphere, before our very eyes.

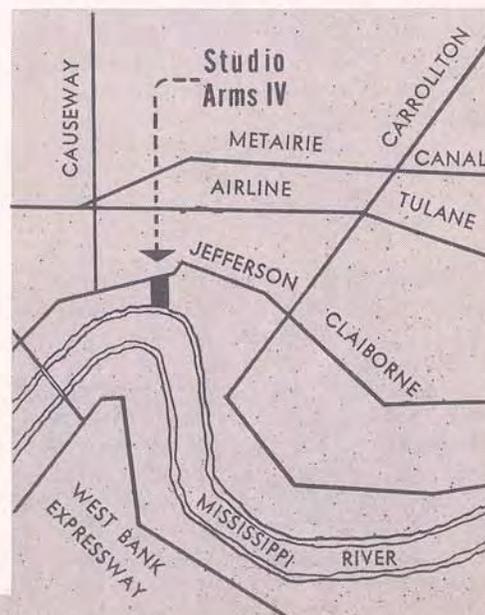

Jefferson's Finest!
STUDIO ARMS IV
adult apartment community

FEATURING:

- Central Air Conditioning and Heating
- Old Brick and Wood Paneled Walls
- Complete Electric Kitchens with Disposal
- Luxurious Wall-to-Wall Carpeting
- Built-in Central TV Antenna
- Five Spacious Closets and Two Built-in Chests of Drawers
- Individual Living Balconies
- Tiled Bath with Glass-enclosed Shower and Tub
- Two Recreation Centers with Bar-B-Que Pits
- Two Swimming Pools
- Allocated Parking Spaces
- Elevators
- Complete Soundproofing

220-222 DECKBAR AVE.
Telephone 834-9335



If the United States does not step forward now with dynamic leadership to meet this unceasing conspiracy, on our own shores, of the Soviet Union and Red China, Latin America is lost. And if Latin America, with all its two hundred million people is lost, so also is the United States."

The defeat of the invading anti-Castro forces may have served the positive purpose of alerting the hemisphere. The sacrifices by these brave men may not have been in vain. The leaders of several Latin American nations, who previously had debunked the idea of Castro's Cuba posing any real danger to the hemisphere, have changed their thinking; many of them now call for unified hemispheric action against Castro and his regime.

In the wake of this shift in the attitude of many Latin leaders, coupled with Castro's renunciation of free elections and his announced establishment of a Socialist state, our government is asking for hemispheric action against Cuba in the form of joint economic reprisals and other sanctions. At this writing, eight other American nations have joined the United States in breaking diplomatic relations with Cuba. I believe that after the July meeting of economic ministers of American countries in Uruguay, more nations will sever relations with Castro's regime.

Our country is seeking to combat Castro and his co-conspirators through the Organization of American States, and we are hopeful that most American countries will join us in this effort. A joint effort against Castro by a majority of American nations would impose an effective quarantine against the further spread of his brand of Communism.

For my part, I am convinced that a total embargo on trade with Cuba would be an effective way to assure the end of Castro's government.

* * *

The following facts are important for a better understanding of the social and economic problems facing Latin nations:

There has been a 30 percent population increase in the past decade, and currently, there is a 2.5 percent annual increase, the highest in the world. It is predicted that Latin America's population will double again by 1980, and then will reach 600 million by the year 2000. The latter figure will be double that of the predicted 300 million for the

United States by the end of the century.

Just last year (1960), the population of Latin America increased five times more rapidly than did the total production of goods and services.

The illiteracy rate is frightful. It is estimated that more than 70 million people in Latin America can neither read nor write. In other words, more than one-third of the present population.

The United Nations estimates that Latin America needs 500,000 more primary teachers and the same number of classrooms if elementary school education is to be made available to some 19 million children now waiting to begin their schooling.

Eighty percent of the people live in huts; their per capita income is staggeringly low. Less than two percent of the population of Latin America own more than fifty percent of the wealth, in land, business, industry and other sources. As examples, in Chile, one percent of the people own forty-three percent of the land; in Paraguay, five percent of the farm units account for ninety-four percent of the total acreage.

Morris H. Rubin, Editor of "The Progressive," wrote in the magazine's last issue which is devoted entirely to Latin America:

"More than half the peoples of Latin America are undernourished, more than half suffer from some infectious or dietary disease, more than half do not sleep in beds, and more than half are working, when they work, under semi-feudal conditions of land tenancy that provide no escape corridor to a better and more hopeful life."

He pointed out that "Most Latin Americans go through life beyond the reach of a doctor or nurse or pharmacist," and "The average life expectancy is less than forty-five years," whereas in our country it is seventy years.

The citizens of Jefferson Parish and of the entire New Orleans area have a vital concern with Latin America and its problems.

The most important link to the prosperity of our whole area and to that of Latin America is the trade which moves across the wharves of the Port of New Orleans, the nation's second port in value of its foreign cargoes.

Last year, more than 12.5 million tons of foreign trade was handled by the port, a new record and an increase

Continued on Page 75

WE POINT WITH PRIDE TO **Booming Jefferson!**

We are proud of the rapid residential and industrial development of Jefferson Parish and are proud of the part our firm has played in this rapid growth.

The following are some of the transactions which contributed to the growth and in which we acted as Realtors:

Westside Shopping Center; *Marrero Shopping Center*; Marrero Industrial Center; *Coca-Cola—Syrup Division*; Coca-Cola Bottling Co.; *J. & V. Tool Co.*; Tube-Kote, Inc.; *Plastic Applicators*; Crescent Equipment Co.; *Rathborne Land & Lumber Co.*; Jones and Laughlin; *Gulf Engineering Co.*; Harvey Canal Land & Improvement Co.; *Gulf Refining Co. (Veterans Memorial Hwy.)*; Gulf Refining Co. (Freeman Tract); *Jones & Laughlin (Container Division)*; Jones & Laughlin (Wire Rope Division); *George Engine Co.*; Rausch Naval Stores; *Mohawk Chemical Corp.*; Continental Oil Co.; *Maloney-Crawford*; Jack Neilson, Inc.; *Wm. D. Sokol*; R. D. Poindexter; *Hydril Supply Co.*; Linde Air Products; *United Pipe Line & Gas Co.*; Fosmur Realty Co.; *Mars Realty Co.*; Hodge-Hunt Realty Co.; *Geisenheimer Realty Co.*; Colonial Land Co.; *Edenborn, Inc.*; Charlotte Investment Co.; *Colonial Estates, Inc.*; Scott Succession Properties; *Valley Realty Co.*; Sisters of Mercy; *House of Good Shepherd*; Marion Realty Co.; *New Leasing Corporation*; National Bank of Commerce; *Defoe & Hunt (Illini Tourist Court)*; de la Barre (Studio Arms Apartment #1); *Residential Developers*; and many others.

To Sell, Buy, Lease, Appraise, Develop Real Estate . . . Contact

WAGUESPACK PRATT, INC.

Real Estate

812 Perdido St., New Orleans

523 - 1731

Now Open!

Sunrise Homes

IN WILLOWDALE

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 1/2 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 1/2 BATHS

Here's the ultimate in spacious living. 1725 square feet, 2 1/2 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 Briarwood

FEATURES THREE BEDROOMS AND TWO BATHS

Designed for today's family, this lovely home contains 1478 ft. of actual living area plus carport and storage, and features separate dining room, all-electric kitchen and large living and bedroom areas with lots of storage space. Truly a gem, it's beautifully finished and open for your inspection and comparison!

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

SUNRISE HOMES

SALES OFFICE 5808 YORK ST., WILLOWDALE
VE 4-4952



Home Building, in Jefferson

A Decade of Unprecedented Growth

The year 1960 has been a fitting climax to a decade of unprecedented growth in Jefferson Parish. A dynamic period it has, indeed, been — 10 years that saw the population (207,891) more than double its 1950 figure.

Despite the fact that the second half of the year and the early months of 1961 saw the home building industry lagging behind recoveries recorded by other business segments of the economy, construction of new residential housing for one or more families totaled \$31,694,235. Garages and carports totaled \$379,400 and additions and alterations to residences amounted to an additional \$3,222,042.

Evidence of the amazing growth of Jefferson Parish in the period 1950-1960 is shown in the way the East Bank pressed Lakeward and toward St. Charles Parish, and how thousands of former empty acres on the West Bank blossomed in all directions with new homes as the new Mississippi River bridge linked both banks and speeds its traffic to each side.

Figures released by the Regulatory Inspection Division of the Jefferson Department of Safety reveal that during the year 1960, January to December, all types of construction at an estimated value of \$52,967,535 took place in the unincorporated areas of Jefferson Parish.

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

During 1960, the department issued a total of 6,142 permits as compared to 6,987 in 1959. The construction total for the year was some \$5 million below the 1959 figure which totaled over \$58 million.

Figures in the various building categories for 1960 follow:

2427 one family residences at an estimated value of \$31,096,135.

46 two family residences totaling \$380,000.

6 three, four and five family residences valued at \$219,000.

604 residential garages and carports totaling \$379,400.

2488 additions and alterations to residences totaling \$3,222,042.

4 motels, tourist courts and cabins totaling \$26,500.

32 office, bank and professional buildings totaling \$788,240.

11 public work and utility buildings totaling \$640,000.

17 school and other educational buildings totaling \$5,346,847.

73 store and other mercantile buildings totaling \$4,865,774.

7 amusement and recreational buildings totaling \$270,713.

7 churches and other religious buildings totaling \$572,200.

8 industrial buildings and one institutional building totaling \$196,600.

22 service stations and garages, including repairs, totaling \$405,350.

401 other structures, additions and alterations (non-residential) totaling \$4,510,034.

8 other shelters of various types totaling \$60,300.

TERRYTOWN

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."

Out of This World Features

CENTRAL AIR CONDITIONING GE ALL ELECTRIC KITCHENS

Built-In Range, Push-button Oven, Washer Dryer Combination, 11 cu. ft. Refrigerator, Disposal

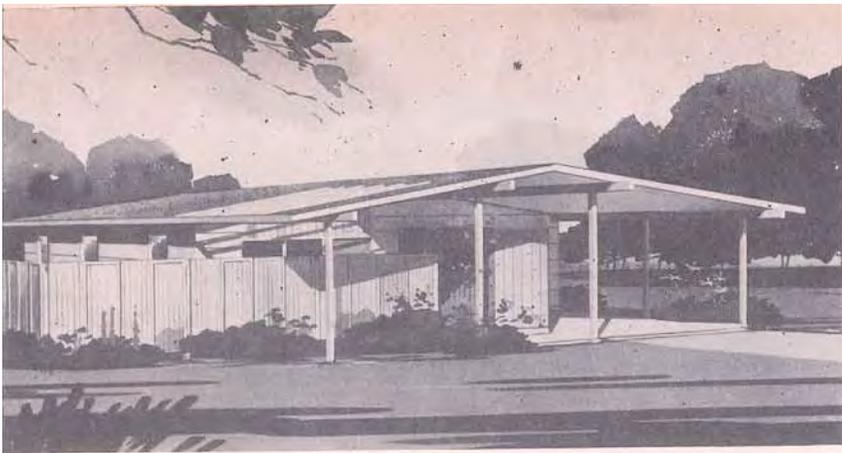
- full master planned development
- central air conditioning
- central forced-air gas heat
- three and four bedrooms
- family room
- one-and-a-half tiled baths
- under house roof carports
- quality materials
- precision-engineered construction
- natural finish birch cabinets
- all-in-one reinforced concrete foundation
- generous storage
- one section plumbing wall
- formica counter-tops
- all house wires and pipes above foundation level
- all aluminum windows
- sliding glass "patio" doors
- secluding walls and fences
- moveable walls—flexible space
- decorator-coordinated colors
- landscaped lots 60' x 110'

All utilities are in—no waiting for essential services. Central sanitary sewerage, sub-surface storm drainage, water, gas, electricity and telephone service is in and ready to use. Terrytown has parkway lighting, concrete paved streets, sidewalks, driveways, and carports.

Select from 5 Models, 28 variations, priced from

\$13,750

West Side Approach--Mississippi River Bridge. Phone FO 7-2550



Here is one of the lovely homes in 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. Terrytown features paved, lighted streets, a central sewerage system and sites reserved for schools, churches, parks and shopping areas.

Here is one of the lovely "Sunrise Homes" now being built by Charles Kornman in Willowdale Subdivision, one of Jefferson's finest planned communities, near 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.



Here is a scene taken at Golden Shores, a new 431 acre suburban residential community, now being developed just across the Lake Pontchartrain Causeway. Large home-sites in lovely pastoral setting, complete off-site 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 at Avondale Homes, Jefferson's newest completely planned community now under construction on the site of the historic 642-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.





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.



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 subdivision 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.



WILBORNE ACRES homes are located in one of Jefferson's most beautiful residential developments near the Veterans Highway on the East Bank.



WHITNEY HEIGHTS is a development of new homes in an exclusive area on Veterans Highway near Causeway Boulevard in Metairie.



WILLOWDALE HOMES

are your best buy!

Three generations of building experience and thorough appreciation of quality materials make every home in Willowdale expertly planned and quality built. Willowdale has everything — including public sanitary sewers.

5621 Rosalie Ct.

Telephone *VE*rnon 4-1632

WILBORNE ACRES

HOMES DESIGNED WITH YOU IN MIND



WM. C. OSBORNE & SON, INC.

Developers

800 MELODY DRIVE

METAIRIE • VE 4-1464

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, 12 Floor Plans, 85 Exterior Designs

Priced From

\$12,800 to \$18,200

No Closing Costs FHA or VA • 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
- Birch kitchen cabinets
- Central Forced-air Heating
- Ample Storage Areas

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. 1-8122

Continued from Page 66

of 18.6 percent over that of 1959. The dollar value of this foreign trade over New Orleans wharves in 1960 was \$1.78 billion; a 22.4 percent increase over the year before.

For the 15th consecutive year, the U. S. Department of Commerce listed the Port of New Orleans as the leading one on the Gulf of Mexico in both foreign tonnage and its dollar value, and the second port in the country in the value of its foreign cargoes.

In fact, the Gulf's second port, Houston, handled three million tons less in foreign trade last year than did our port, and consequently showed a 6.1 percent decrease over its total foreign tonnage for 1959. This made New Orleans' 1960 foreign trade tonnage 31.6 percent above that of Houston and its dollar value 33.6 percent over that of the Gulf's second port.

Of the millions of tons of foreign cargoes handled by the Port of New Orleans in 1960 and previous years, a great percentage of this trade has been with Latin America.

In 1959, the latest full year for which figures are available, nearly three million tons of imports (2,935,405 tons to be exact) were received through our port from Latin America, and 1,168,620 tons of exports were shipped to these countries from the port. The value of these imports was \$356.3 million and the value of the exports was \$297.8 million.

The total value of the foreign trade exports between our country as a whole and all of Latin America for 1959 was \$3,841.6 million and the value of the imports was \$4,038.3 million.

For the first half of 1960 (through June 30), imports from Latin America through New Orleans had reached 1,670,184 tons and the exports through the port were 643,266 tons for the same period of time.

The dollar value of these imports from Latin America for the first six months was \$178.4 million and of the exports was \$163.0 million.

For the nation as a whole, value of the exports to Latin America for the first half of 1960 was \$1,795.6 million and value of the imports was \$1,860.9 million.

The foreign trade which crosses New Orleans wharves to and from Latin America makes up at least one-third of the total foreign cargoes of the port.



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

SALES OFFICE

208 AIRLINE PARK BLVD.

VE 4-0142

CONVENTIONAL LOANS

Residential—25 Years

FHA Terms Available



Special Attention Given

Income Property Loans



NEW ORLEANS, LA.

933 Gravier St.

JA 5-5273

*Developers of Subdivisions
and Residential Land Sales*



Family Real Estate

Incorporated

2020 METAIRIE ROAD, VE 5-6475

Thus, the prosperity of our section and of our state is closely associated with our neighbors to the South. Our government, our private industry and businesses should do everything to further this trade with Latin American nations.

For stabilizing prices for their raw materials and helping to solve some of their economic problems, I think the establishment of a common market in Latin America should be seriously considered.

Last year seven Central American countries joined parts of their economies into a loosely-knit common market. In my opinion, our country should encourage the expansion and implementation of a fuller common market for all of Latin America.

President Kennedy said in his statement to the Latin Ambassadors:

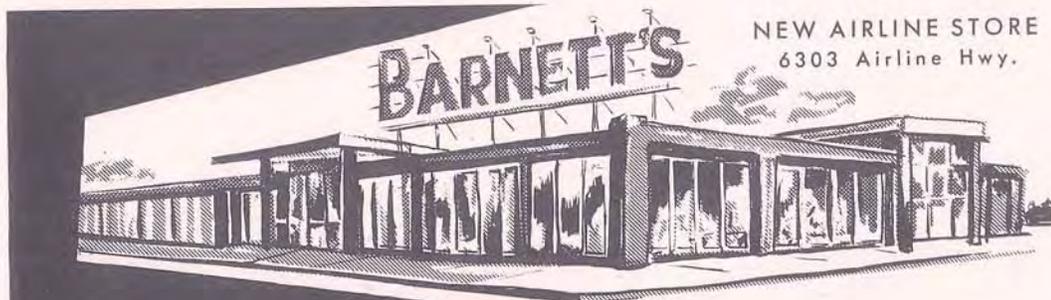
"... We must support all economic integration which is a genuine step toward larger markets and greater competitive opportunity. The fragmentation of South American economies is a serious barrier to industrial growth. Projects such as the Central American common market and free trade areas in South America can help to remove this obstacle."

The President called for "... serious, case-by-case examinations of commodity market problems. Frequent violent changes in commodity prices seriously injure the economies of many Latin nations, draining their resources and stultifying their growth ..."

At present, only about ten percent of the total foreign trade of Latin American countries is carried on between themselves. An effective common market among these nations would provide a better market for their own goods, as well as for ours.

In his new book, "*The Voice of Latin America*," former U. S. Senator William Benton pointed out that a total of \$11 billion is now invested in Latin America by public and private American industry. This represents thirty-five percent of our country's investment abroad and is the largest percentage of such investment in any part of the world.

Some have said that American business has exploited the economies of Latin American countries to their own advantage and profit, and that these profits have been excessive. This is not true. Most American companies have helped to promote economic growth and



now growing with ...

Jefferson Parish

BARNETT'S FURNITURE STORES

DOWNTOWN—600 Carondelet, at Lafayette

GENTILLY WOODS—4803 Chef Menteur Hwy.

AIRLINE—6303 Airline Hwy.



Custom Built
HOMES

COMPLETE HOME BUILDING SERVICE

BUILD ON YOUR LOT
IN ANY PRICE RANGE
ARCHITECTURAL DESIGNERS
BUILT TO YOUR PLANS
HOMES DESIGNED



FHA or CONVENTIONAL FINANCING

HALLMARK HOMES
A DIVISION of CAROLYN PARK, INC.



VE 4-2420

• VE 5-9812

3005 VETERANS HIGHWAY



**GLOBE
HOMESTEAD ASSN.**

THIS IS THE PLACE TO SAVE!

THIS IS THE PLACE FOR
LOW COST LOAN

940 Gravier St.
Cor. Dryades
529-1504

SAVE NOW! **4%** SAVE OFTEN

Wishes come true with a
SAVINGS ACCOUNT



AT COLUMBIA

4%
PER
ANNUM
CURRENT
DIVIDEND

A small amount saved regularly will soon grow into your wishes for a new car, a home, a vacation, education and a worry-free future. Make sure that your wishes will come true — OPEN YOUR ACCOUNT TODAY!

COLUMBIA

HOMESTEAD ASSOCIATION

A Savings Institution

330 Carondelet St.

JACKSON 5-0743

to foster better homes and education for the peoples of these countries.

In his book, Senator Benton noted that American companies today employ more than 1,000,000 people south of the border, and that only two percent of these employees are citizens of the United States. The remainder are citizens of the various countries involved.

Furthermore, in the main, profits from our private investments in Latin America do not exceed two percent, and are sometimes more like one percent in the net flow of dollars back into our country.

I have sought the adoption of policies to stimulate more private investment in Latin America. I feel that every business and industry which has investments there should identify itself with the local efforts toward improving education, housing and other such programs for the betterment of the peoples involved.

Today, our government is showing increasing evidence of fostering freedom and economic improvement, of urging tax and land reform and the elimination of corruption and graft.

The real success or failure of the "Alliance for Progress" program in the Americas will not depend upon our financial and technical aid to our neighbors, but rather on the will, the energy, the brains, of their leaders and peoples to work hard in pursuit of specific goals.

I hasten to point out that there has been definite improvement in the realm of social and political reforms. Today, at least seven of the Latin nations conduct free elections: Costa Rica, Chile, Uruguay have been joined by Argentina, Brazil, Ecuador and Peru. Furthermore, only four countries now have professional soldiers as Presidents. This compares with 13 professional soldier-presidents leading Latin American countries just four years ago.

However, in advocating these political and social reforms, it is important for us in the United States to be patient with our neighbors. We cannot expect a miracle of transformations overnight. That is why the Administration's proposals for the Americas are long-range in nature, and will require foresight and diligence in their execution and implementation.

With all these points, you ask: "What can we of Jefferson Parish and the New

for home loans, see **SECURITY**

READY TO BUY TO BUILD, OR REMODEL?

Let
SECURITY
Help You With
Your Home Loan
Financing



ADAM JUNKER, President
EDMOND G. MIRANNE, Vice-President
S P. TUMINELLO, Sec.-Treas.
MILTON W. DROUET, Asst. Sec.-Treas.

Assets Over \$23,600,000.00
Reserves \$1,645,000.00

A Savings and Loan Institution
Since 1893



SECURITY
HOMESTEAD ASSOCIATION
221 CARONDELET STREET



Jefferson Savings AND LOAN ASSOCIATION

LAKESIDE SHOPPING CENTER — Metairie
VE. 4-2200
1009 FOURTH STREET — Gretna
FO. 6-1515

SAVINGS—Federally Insured 'to \$10,000.00. Current Dividend 4% Annually.

LOANS—To buy, build, or remodel your house use our convenient low cost home loans—tailored to your needs.

When you think of a Homestead
"Think of Jefferson"

LOUISIANA

Discover old world charm combined with modern day living in beautiful LOUISIANA. Here you enjoy wonderfully mild climate all year round... the world's finest cuisine... and all of the pleasures of a great vacation. History and tradition abound in every city of cultural interest. Elegant architectural structures, remnants of grandeur, remind a traveler of olden days, while picturesque scenery of the Mississippi River is a year around tourist attraction. COME TO LOUISIANA for a state that will live forever in your memory!

Going Up!

1957
at the
NEW ORLEANS
PUBLIC LIBRARY

Just Your Dish!



* for art like this..

We believe our talent, skill and facilities equip us to uniquely solve your graphic art and design problems as we have done for the clients included in this portfolio.

We'll work within your budget on Layout · Design · Illustration · Cartoons · Letterheads · Brochures · Annual Reports · Posters · Point of Purchase · TV Art · Newspaper and Magazine Advertisements · Package Design · No Job too large or too small.

ADVERTISING ART

822 PERDIDO ST.
Phone JA 5-5595



Orleans area do to aid in the economic and social betterment of the peoples of Latin America?"

Among the first things which all citizens can do to foster greater hemispheric unity and friendship is to drop the sometime superior attitude which we display, and show a sincere desire and willingness to learn about the history and culture of Latin America. We must consult more freely and readily with their leaders, and increase the exchange of ideas on a basis of mutual understanding and respect.

Again I quote from the President's address to the American Ambassadors:

"... We need the teachers of your literature and history and tradition, opportunities for our young people to study at your universities, access to your music, your art and the thought of your great philosophers. For we know that we have much to learn."

On this point, in the high schools and colleges in our area, we should increase the emphasis on teaching Spanish, the history and politics of Latin America, and the literature and culture of these nations.

A particular suggestion which has been made to create better understanding among our peoples, is to ask from 50,000 to 100,000 U. S. families to take into their homes for a school year Latin American students.

What community would be better situated and better suited by heritage and experience to join in this positive step for hemispheric unity than our own. I can think of none other. Such a plan would provide the citizens of Jefferson Parish and of the New Orleans area with a fine opportunity to promote good will between American nations.

It is vital to our country that we foster the improvement of the education of the peoples of Latin America. We should encourage greater student exchange programs for teachers and students on both the University and the high school levels. The success of our economic aid program to Latin nations may depend to a great extent on raising the educational standards there.

"With the accelerating rate of population growth in Latin America, and the growing Communist threat, tomorrow seems to me to be already yesterday in the field of education more than any other," Senator Benton wrote.

He added: "... No broad program of economic development can succeed for



WHITNEY HEIGHTS

One of Metairie's Finest

2401 Veterans Memorial Highway

Metairie, La.

VE 5-2594

FIRST HOMESTEAD & SAVINGS ASSOCIATION

300 Baronne Street

523 - 5991

*"Oldest Homestead
in Louisiana"*

A Safe Place for Your Savings
Home Loans for Various Purposes



DRYADES

SAVINGS AND LOAN ASSOCIATION

814 Gravier St. • JA. 5-0577

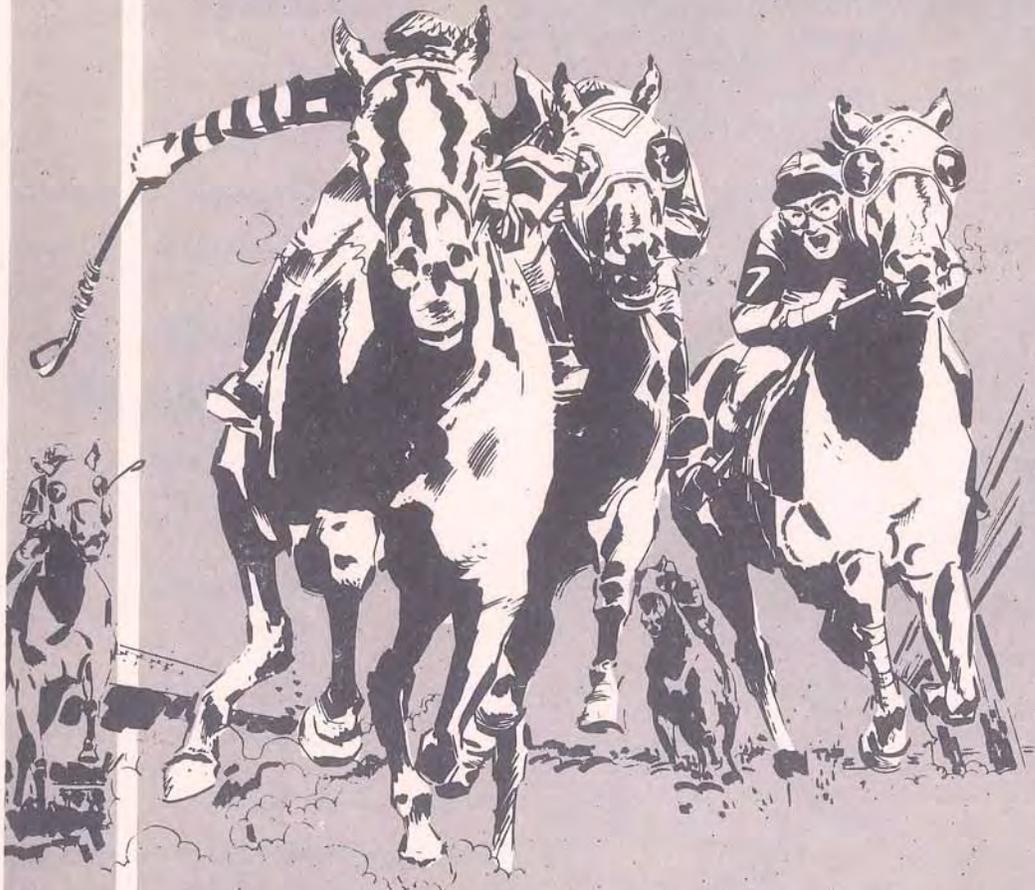
Member—Federal Home Loan Bank System

Savings Insured up to \$10,000.00

A Safe Haven for Savings Since 1900

CURTIS M. HENNESY, President

There's nothing like a day
at the races!



From Thanksgiving Day to The
\$50,000 Added NEW ORLEANS HANDICAP, March 3
and the
\$40,000 Added LOUISIANA DERBY, March 10
... A Gala Winter of Top Racing

Fair Grounds

First Race 1:45 p. m. Daily Double Closes 1:30 p. m.

long; no matter how much capital is poured into an economy, no matter how skillful the economic planning, unless it is accompanied by a program of education."

Especially in the sciences, in medicine, public health and engineering, it is imperative that we provide technical training assistance to Latin American universities and research centers, and that we advance more exchanges between teachers and students in order to facilitate scientific investigation and to generate new ideas in experimentation.

An example in our own community of a university which is doing its part to improve public health and living conditions in a Latin nation is Tulane University. Earlier this year Tulane was awarded a four-year grant for \$1,070,000 to establish an international center for medical research and training, the principal unit of the center being at Cali, Colombia.

Tulane faculty doctors and scientists will work hand in hand with Colombian doctors in research projects designed to combat that country's health problems. This program, carried on under contract with the International Cooperation Administration, will be conducted at the University of The Valley in Cali in conjunction with that institution's faculty. The Tulane and Colombian doctors will work to curb such diseases as tuberculosis, leprosy, malnutrition and infectious diseases of various kinds, which have brought a sixty-five percent mortality rate up to age ten in Colombia. Research projects will cover other problems in nutrition, pediatrics, microbiology, internal medicine and tropical medicine.

In the field of higher education, I have long felt that through a single hemispheric institution for all the Americas we could strengthen the bonds of understanding and friendship.

Accordingly, I have a bill before the Congress which calls for a study of the feasibility and desirability of establishing a University of the Americas. Such a university could be established either in the New Orleans area, or in Central America, Puerto Rico, or another centrally located area.

Funds for creating such an institution, which would offer wide curricula in the sciences, architecture, engineering, business administration and the humanities, could come from each of the American countries in a joint undertaking.



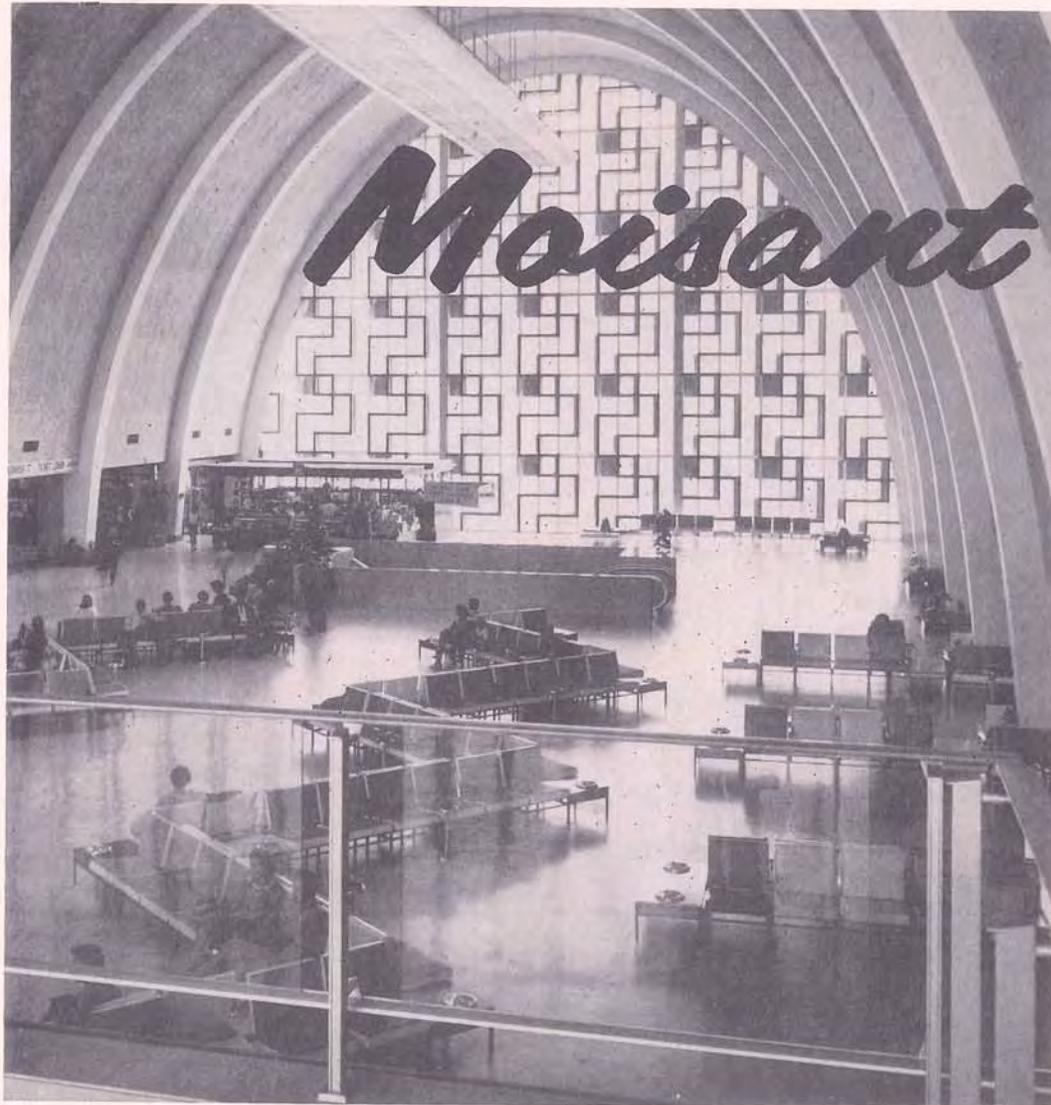
The West Bank's Perry Street Wharf which, in the few months since it has been in operation, has become one of the busiest of all wharves of the New Orleans harbor. This modern terminal can accommodate the transfer of cargo handled by two ships on several barges, 80 railroad cars and 16 trucks simultaneously.

Faculty members and students would come from throughout the hemisphere to this center of learning, which could in time rank among the great universities of the world.

What a tremendous unifying and inspirational thing such an institution could be for the American countries. I know that an attempt was made many years ago to establish a University of the Americas in Panama, and that it failed for lack of capital and of interest. But those were different times and there was not the great desire and need to bring our peoples closer together. Today, the threat of Communism, coupled with the population explosion and the social and economic problems, makes the formation of such an institution more desirable.

I am confident that the people of our country and those of all Latin America will meet the challenges which face us. A difficult task, of course, but one filled with opportunities and with great promise for abundant prosperity for all of us in the Western Hemisphere.

We all know that the goals we have set are high ones and not easily attained; that the road is long, but the time to begin is now. If we go forward with the common ideals given to us by our founding fathers in both North and South America we will not fail to defeat Communism on this hemisphere and create a better life for all of the people in the Americas.



Dine
Tonite
WHERE BEEF
IS KING!

**STEAK
PALACE**

AT THE
Hilton Inn

OPPOSITE MOISANT AIRPORT



Steak Dinners
from \$3.75

Special Friday
Menu

Reservations
Call 721-3471

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

THE INTERNATIONAL AIRPORT

The early Sixties have been and will continue to be a red letter period for the 1360 acre Moisant International Airport of Greater New Orleans, located within the limits of Jefferson's city of Kenner, and which still holds its proud record of never having a fatal crash in its 16 years of existence.

This year it officially joined the Jet Age and now has 10 jet arrivals and departures daily. Last year it began using its \$7½ million beautiful new Terminal Building and ten story high Control Tower, and in 1962 will see the completion of its overall \$23 million Improvement Program that was started in the late Fifties.

Moisant, whose passenger traffic has tripled, its air mail more than doubled and its air cargo more than tripled in the last ten years, now handles in addition to its jet flights an average of 194 regular commercial flights every 24 hours. Through it now passes well over a million air passengers a year and its \$3 million annual payroll swells the economy of Kenner, Jefferson Parish, New Orleans and Louisiana.

Moisant International Airport, with domestic service supplied by seven airlines and its hemispheric service by seven international air lines, is the air corridor between the great Mississippi Valley and Latin America.

To serve its customers of all nations there is an International Dining Room, a Coffee Shop, a Fast Service Snack Bar, a cozy Cocktail Lounge, a Gift Shop and Newsstand, a non-denominational Chapel, a Branch Bank, an International Currency Exchange, a Barber Shop and Beauty Parlor, Public Coin Lockers and Telephones, a bi-lingual Stenographic Service, an Insurance Service, a Motor Transportation Service, and right across the highway from it the accommodations of the luxurious 300 room Hilton Inn.

The new air conditioned Terminal Building, in addition to its air travel business, offers an observation platform from which visitors can watch the comings and goings of the planes. It also provides a special reception room for dignitaries, a first aid room and a 6 crib Nursery in the Ladies' Lounge.

International Room

The South's Most
Cosmopolitan
Dining Room

COCKTAIL
LOUNGE

COFFEE
HOUSE

LE BAR



For Reservations
Phone

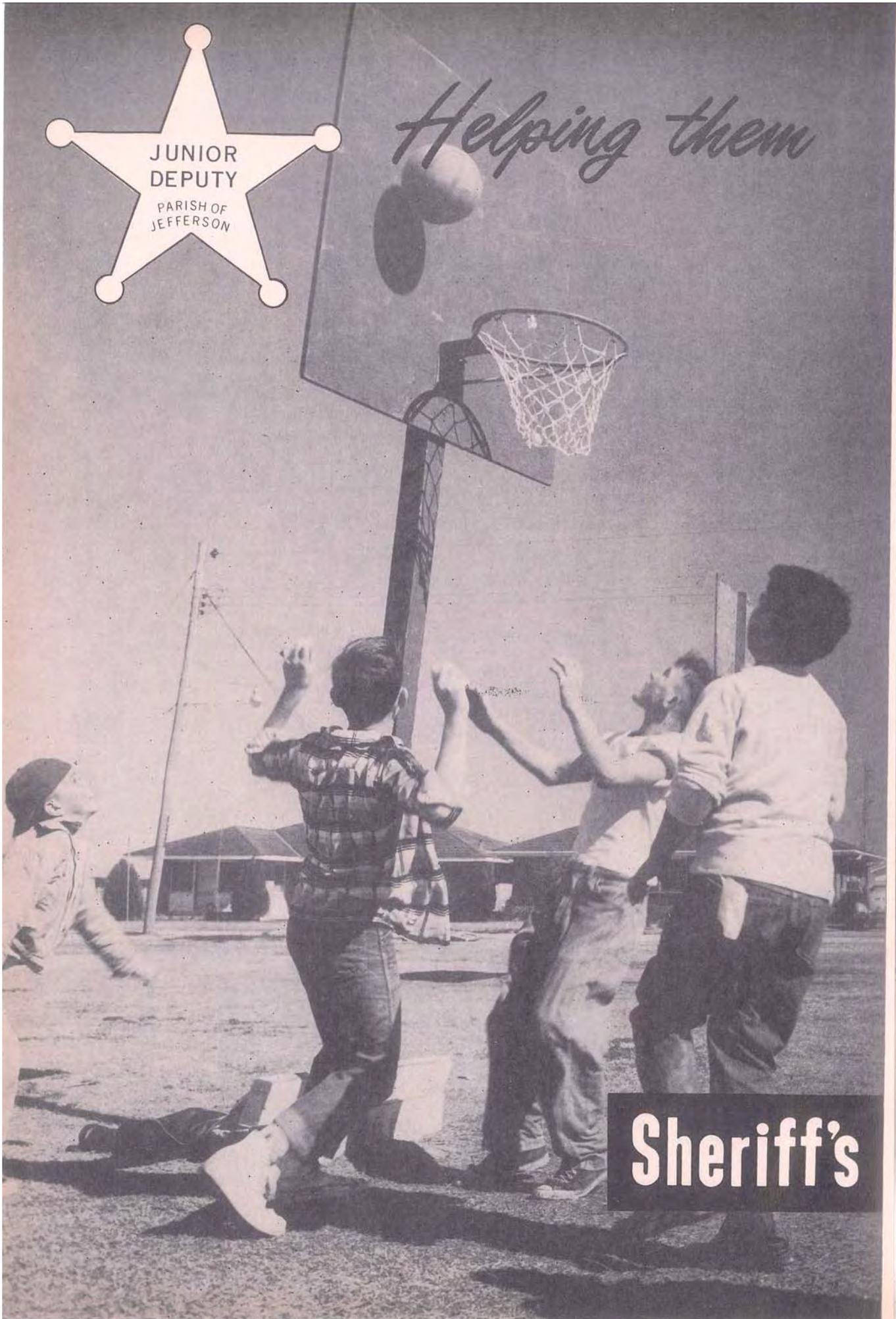
21-7-7854

INTERSTATE
HOSTS

MOISANT INTERNATIONAL AIRPORT, NEW ORLEANS 23, LA.



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.

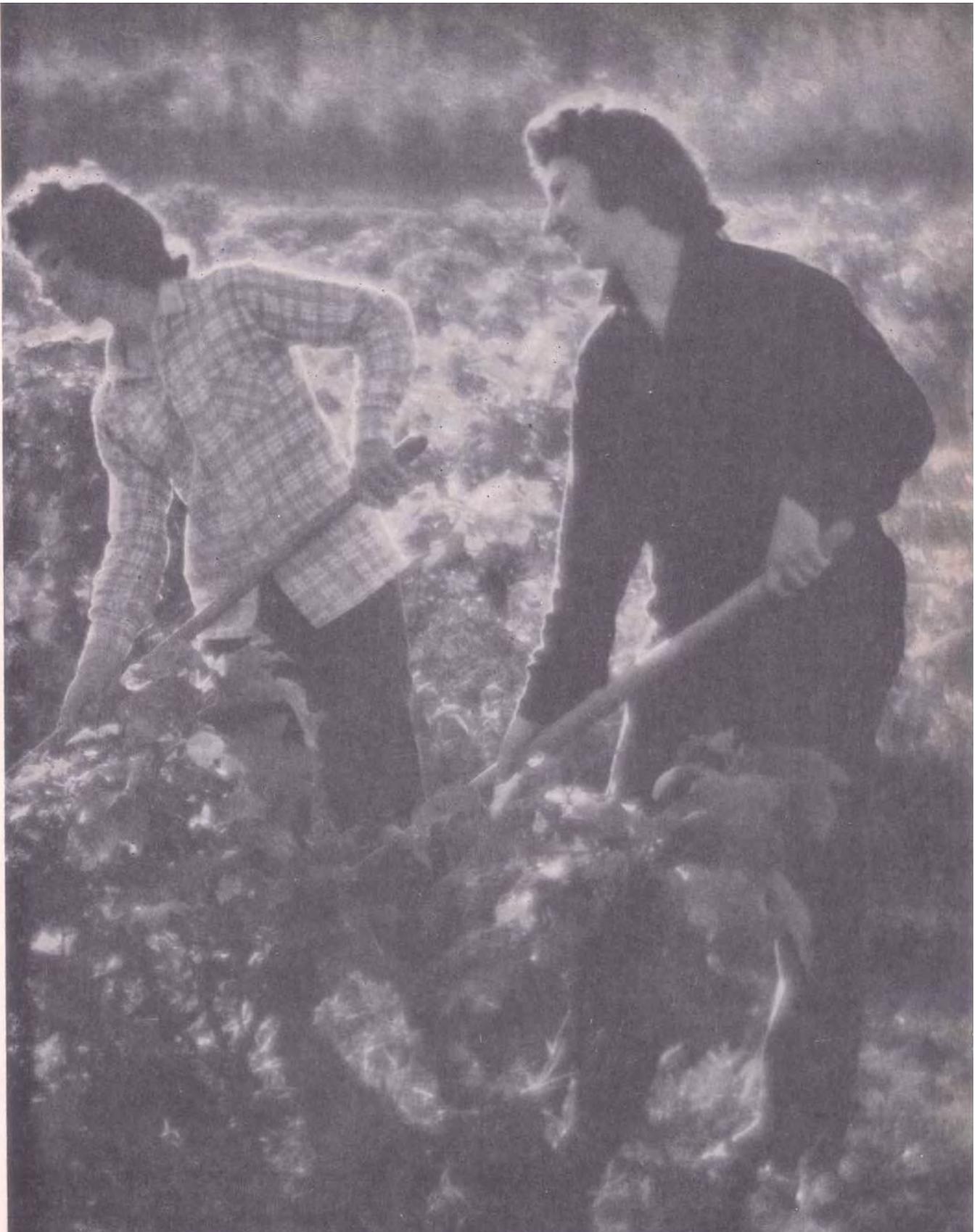
Office of Jefferson Parish

Protect our children - - - drive safely

Camera Drama

Photographed by Eugene Delcroix





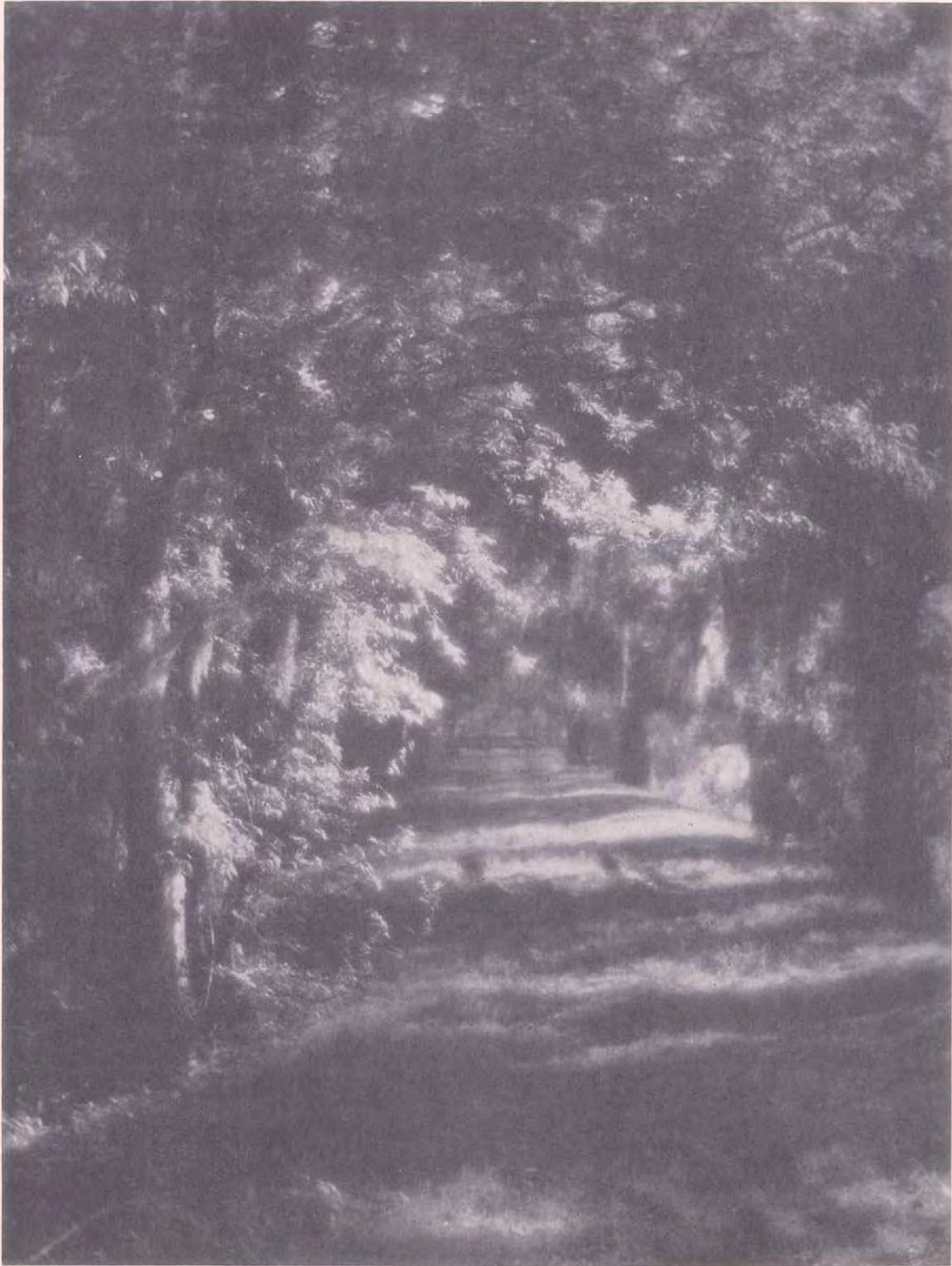
Although Jefferson now boasts a parish 98% industrial, a few surviving farms growing up to three crops a year, such as this lush field of eggplant, are reminiscent of the days when Jefferson's acres were lined with prosperous sugar plantations, rice fields or extensive truck farms supplying New Orleans' fresh vegetables.



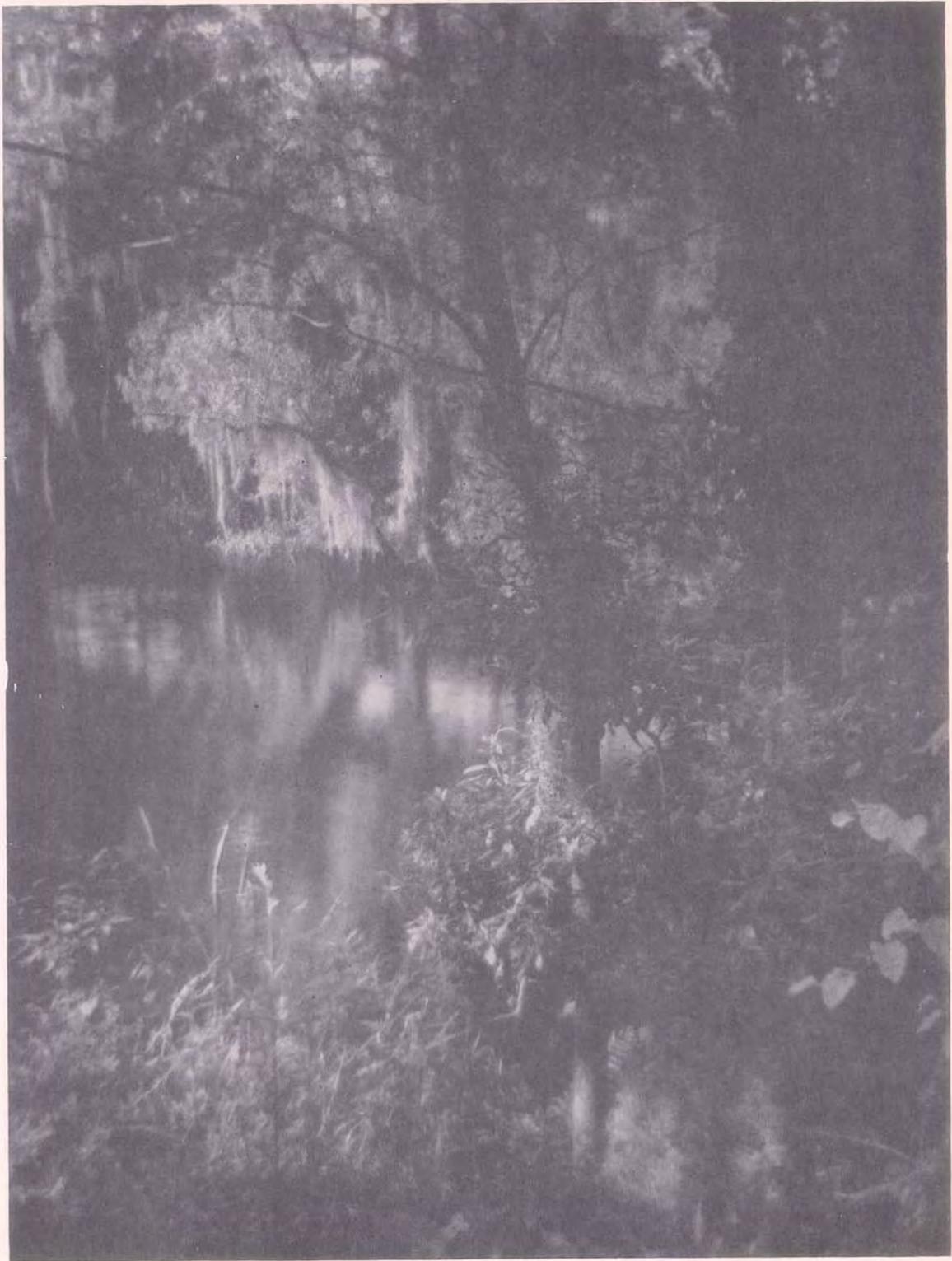
Wander afield in bountiful Jefferson, especially in the beautiful scenic wonderland of the Baratavia country, and you'll find many a spot like this—an entrancing tree hidden clearing, lane or bayou bank where the young in heart may indulge one of feminine childhood's most engrossing pastimes—picking wild flowers.



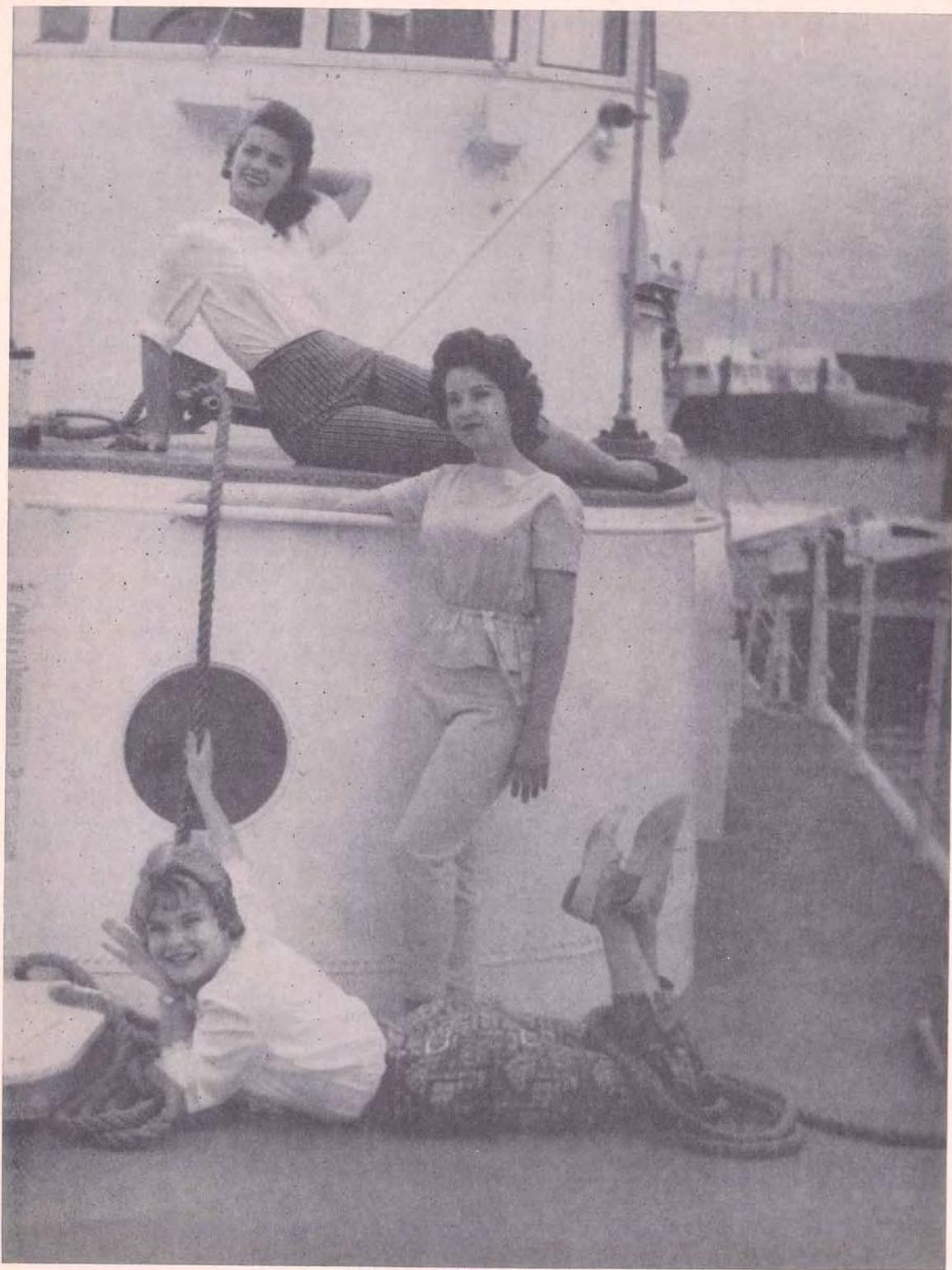
Delcroix's roving camera catches a Yucca plant (sometimes called the Spanish Bayonet) at the full peak of its white flowered splendor. Although native to Louisiana it is becoming scarce—more frequently found on Grand Isle and occasionally, as in this case, in the planned garden of a Jefferson Shopping Center.



The lurking lens of our cameraman captures and preserves in celluloid one of nature's loveliest moods—a canopied and carpeted Jefferson lane artistically dappled with sunlight. Such a lane lures you from the day's pressing problems and tomorrow's waiting worries. Such a spot money can't buy or poverty prevent its enjoyment.



Five thousand years or more have come and gone
and have little changed Jefferson's bayouland.
The Indians and then the smugglers and pirates
silently paddled their pirogues through its
stillness and left no trace. Even the chattering motors
of today's oil operators and fishermen have
failed to disturb its eternal tranquility.



These are not this Coast Guard cutter's crew . . .
just Delcroix's invitation to the boating pleasures
of Jefferson—deep sea and fresh water
fishing, skiing and motor boating, paddling a
pirogue or sailing with a brisk breeze.

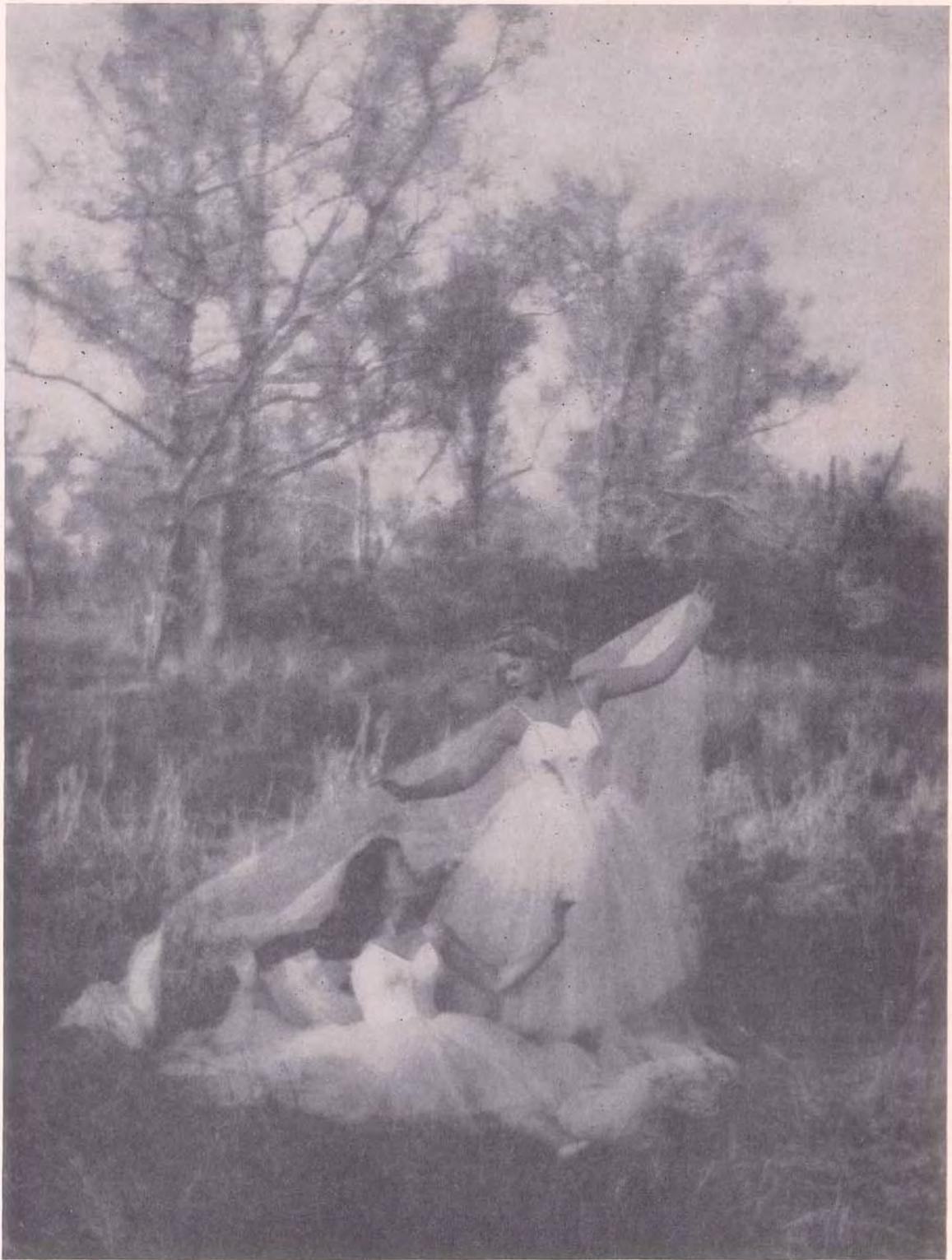
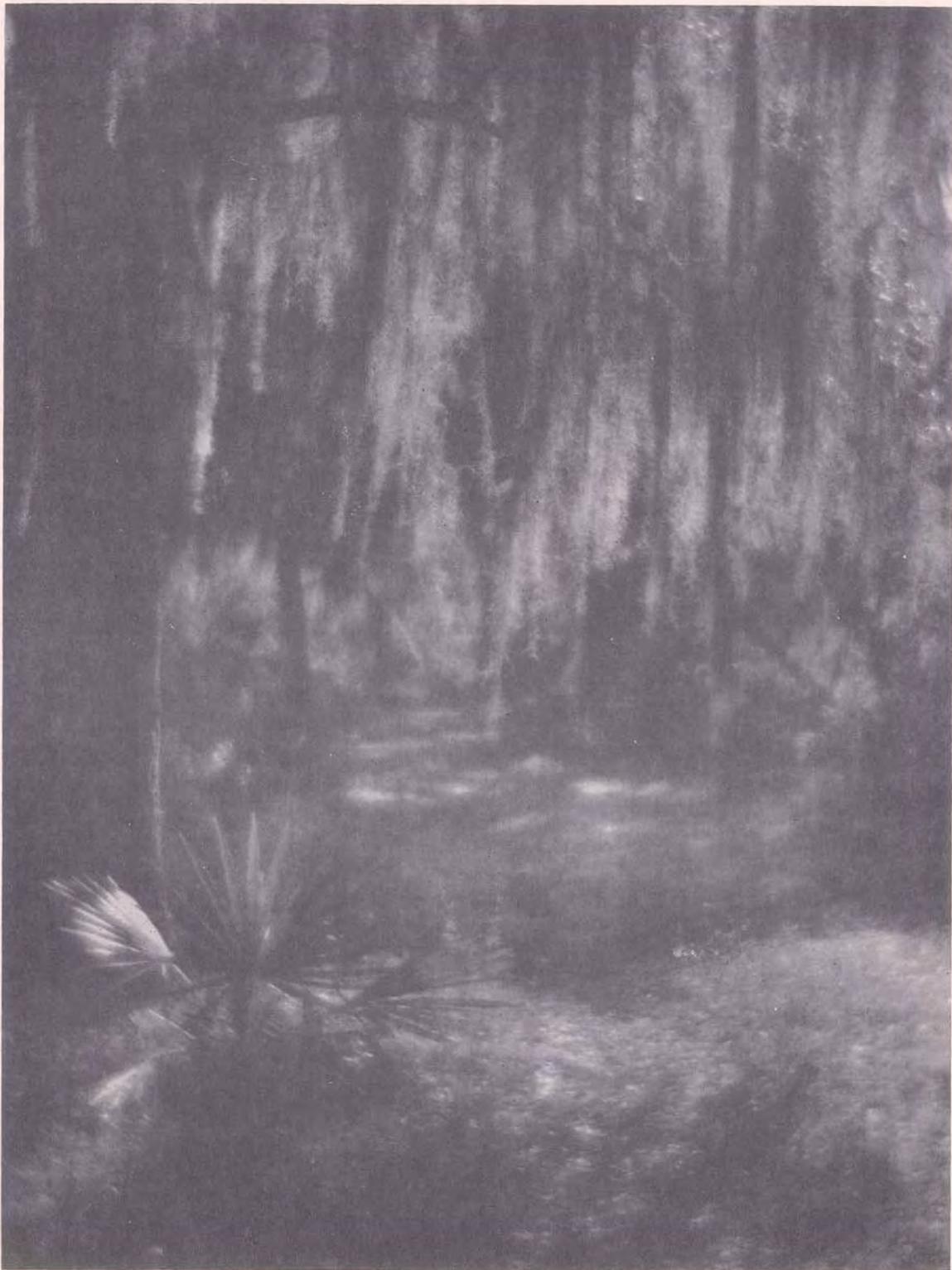
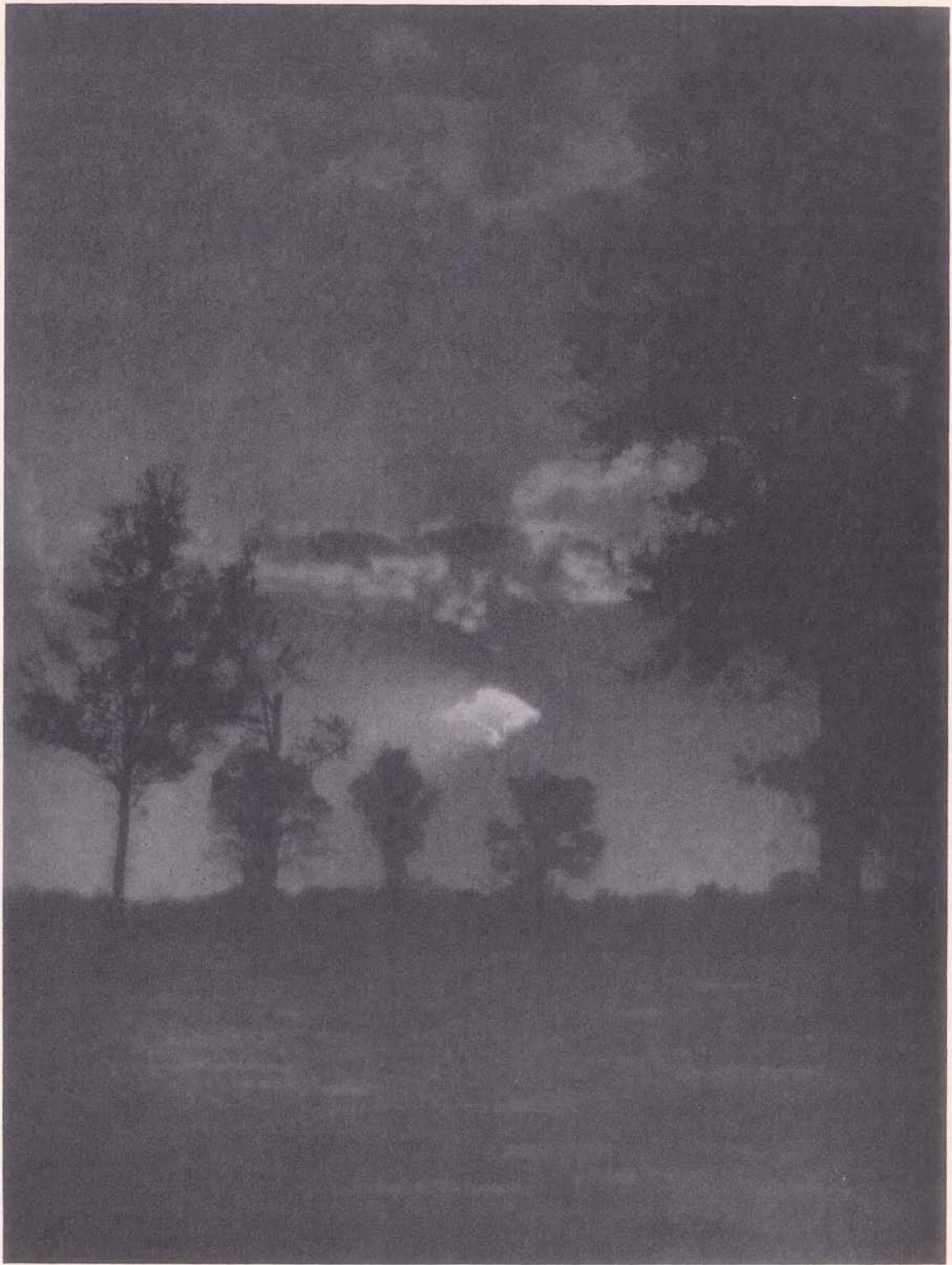


Photo artist Delcroix here uses models in ballet costume to graphically symbolize the carefree joy of living that the Jefferson countryside inspires in any one who will leave the car by the roadside and tramp its tranquil miles.

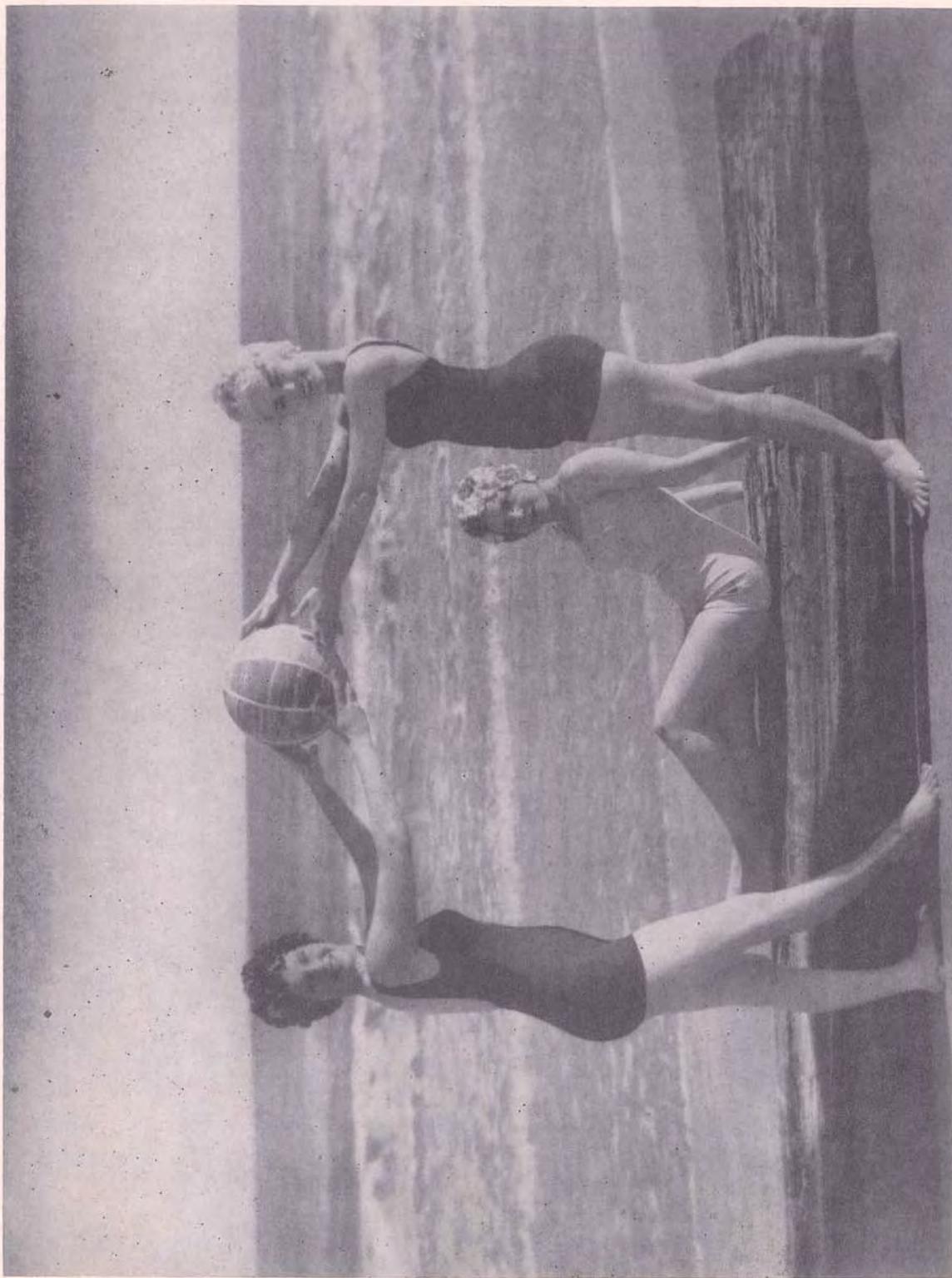


An impressive introduction to Spanish moss, the symbol of the Southland, of which Jefferson, throughout its bayou country, has untold wealth. Today it is an object of scenic beauty. Once during the Depression Jefferson bayou folk sold it to stuff upholstery for airplanes and with the money fed many a hungry mouth.

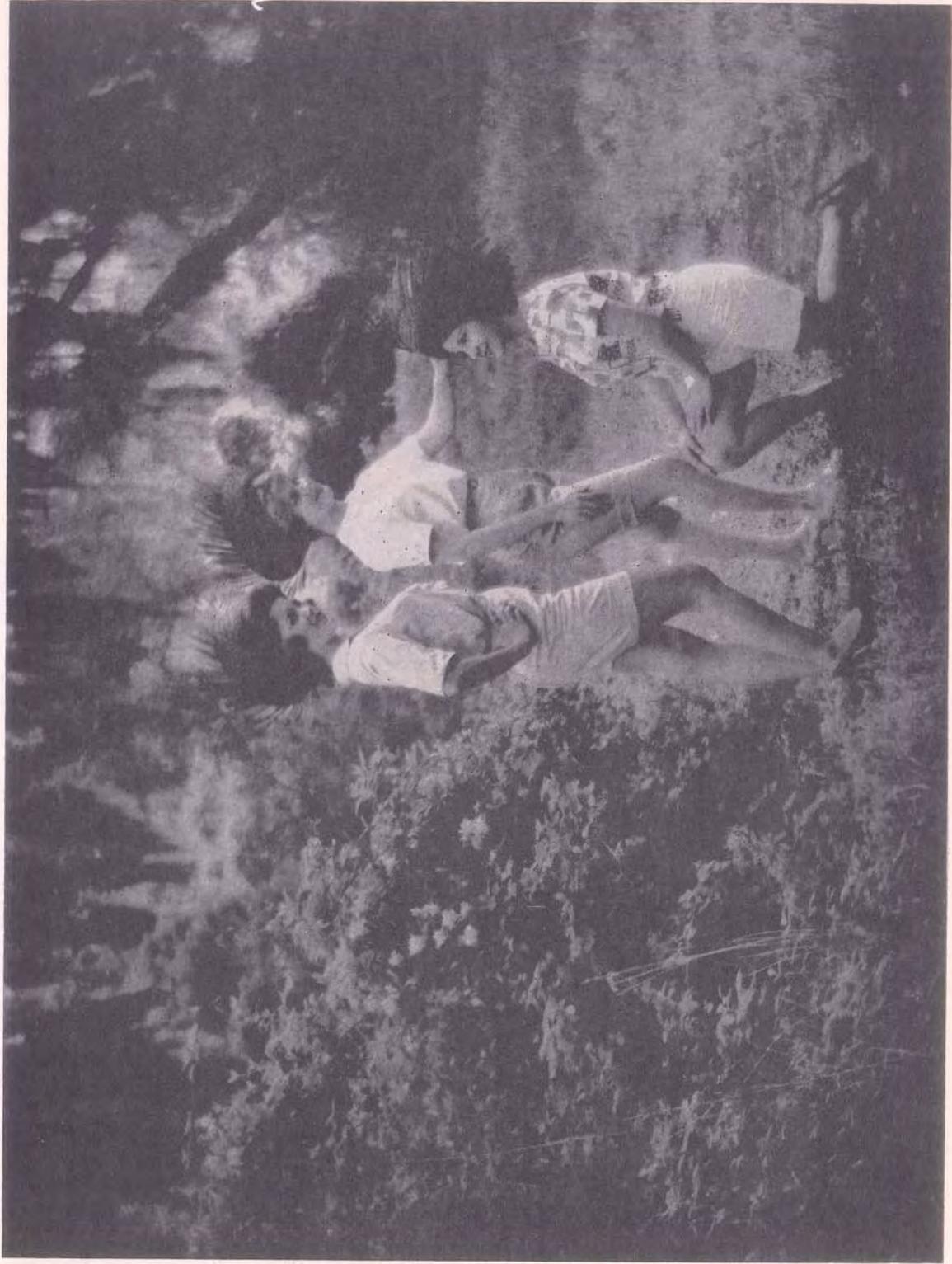


Presenting rural Jefferson as the sun is going down,
a peaceful, tranquil, beautiful scene. A world
apart from the busy, booming, industrial
Jefferson just a few miles away, where, at the
end of the day, throbs the roar of homeward
traffic and impatient horns.

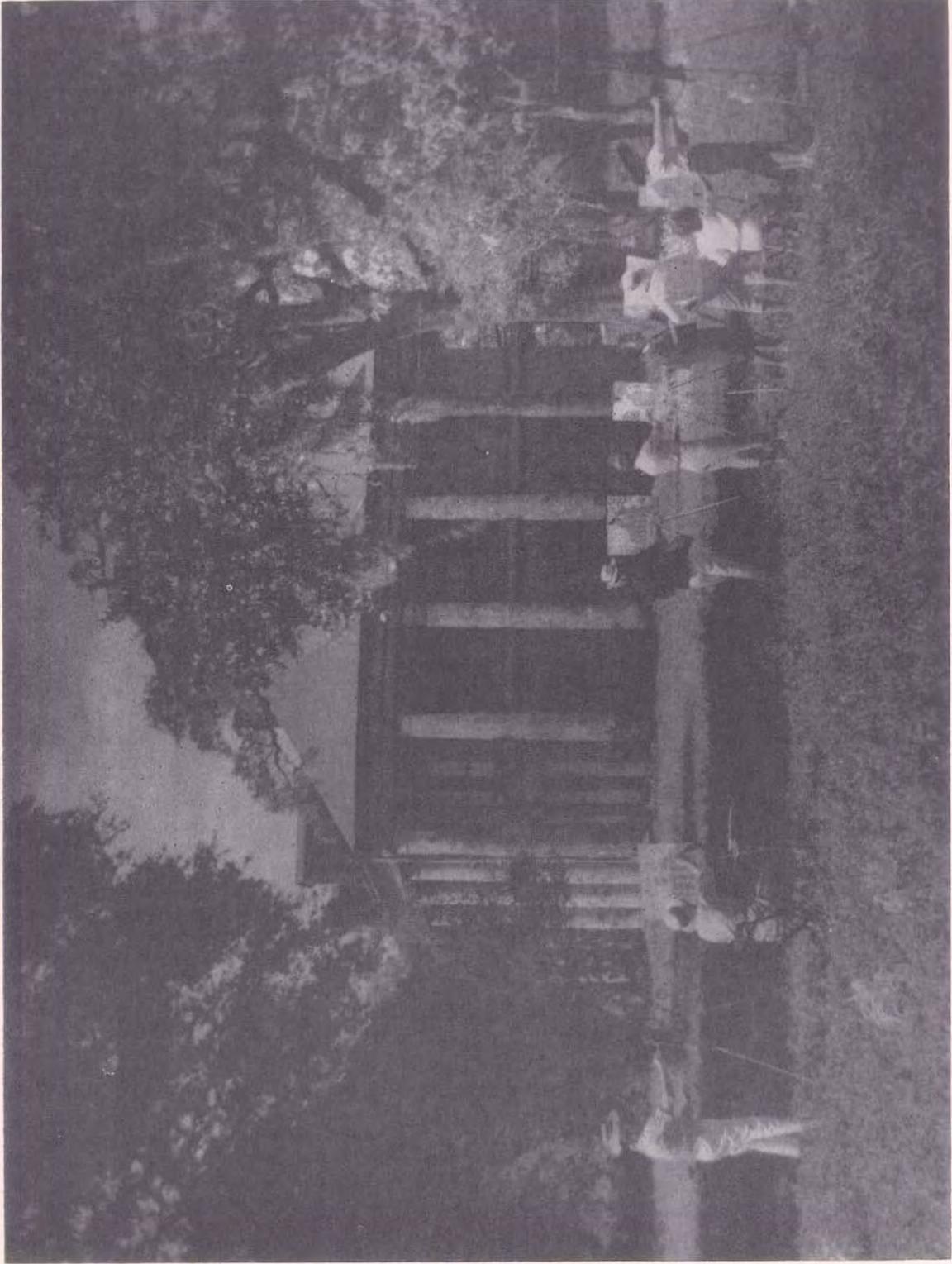
If you can take
your eyes off
the foreground, you'll
discover the
beach at Jefferson's
own Grand Isle
on the Gulf
of Mexico.
Once the Beach of
the Buccaneers, it
is today the
beach of the sport
fisherman,
vacationers and
those who
like to relax in
the sun, sand
and surf.



Cameraman
Delcroix is really
not trying
to confuse you.
The real picture is
the beautiful
woodland
background, an
entrancing part
of Jefferson
on Grand Isle the
average visitor
never sees,
and does not know
exists until he
opens his
copy of the
Review and finds
it pictorially
presented.



This abandoned antebellum mansion of "Seven Oaks" on the Mississippi's right bank at Westwego still proudly portrays even in its chipped pillars the glory and grace of the Old South . . . a fascinating subject for painters, who, in various techniques, transfer to canvas a nostalgia for an era of gracious living long gone.

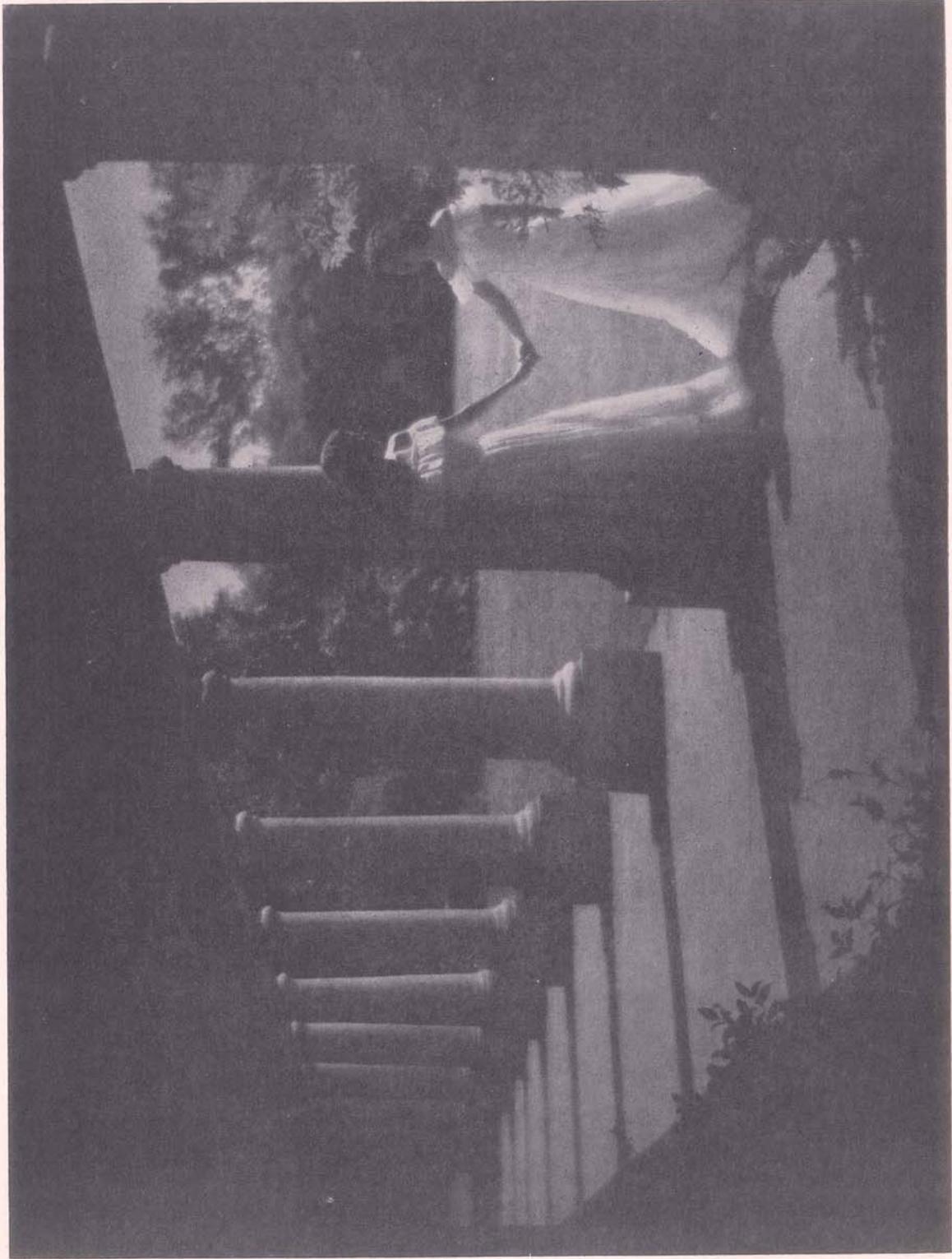


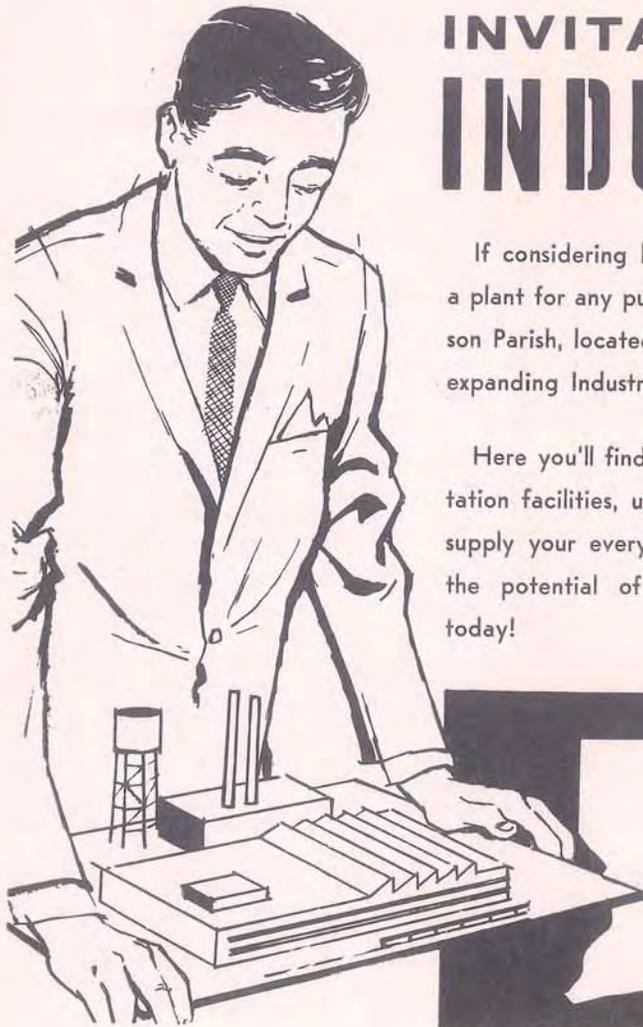
Jefferson's show
place—lovely
"Elmwood"

on the Mississippi's
left bank near
Harchan.

Originally built
of handmade brick
in 1782 it
underwent changes
over the years.
Partially destroyed
by fire in 1940 it
was restored
closer to its original
design.

In spite of its
name it is regally
located within
triple rows of
giant oaks.





INVITATION TO INDUSTRY

If considering building, buying or leasing a plant for any purpose first consider Jefferson Parish, located in the heart of the ever-expanding Industrial South.

Here you'll find the sites, water, transportation facilities, utilities and skilled labor to supply your every requirement. Investigate the potential of this resource-rich area today!

This Message presented by the following civic-minded Jeffersonians

• TED AINSWORTH, Kangaroo Court Trampoline, 7351 Jefferson Highway • JULIUS J. BOSCH, D.D.S. 95 Codifer Blvd., Metairie • MITZI WEBER BOYD, Asst. Mgr., Municipal Auditorium • MRS. M. H. CUNNINGHAM, Postmaster, Metairie P. O. • MOFFATT BROS. HARDWARE, 5240 Veterans Highway • S. L. DRUMM, Manager, Maison Blanche, 1901 Airline Highway • DUFAU PERTOLEUM Co., 2320 North Causeway Boulevard • ELMO FELDHEIM, Asst. Postmaster, Metairie • ARCHIE FORTUANTO, Tip Top Plumbing, 1225 Airline Highway • R. B. FOWLER, Mgr., Katz-Bestoff Drug Store, 812 Metairie Road • RAYMON WILDE, Fun-Time Elementary School, 1906 Veterans Hwy., Metairie • CLAYTON J. BORNE, Borne Hardware, New Orleans, La. • JULES B. HERNANDEZ, Executive Vice President, Metairie Savings Bank & Trust Co. • LARRY KIERN, Great Southern Life Insurance Co., 3308 Tulane Avenue • TED KIERN, Metairie P. O. • W. R. LIBANO, Supt. of Mails, Metairie Post Office • CHARLES H. NICOLAY, Mgr. Area 13, D. H. Holmes, Lakeside Shopping Center • JOHN R. RIDDELL, Assistant Vice President, Metairie Savings Bank & Trust Co. • M. G. ROLLING INSURANCE AGENCY, 319 Metairie Road • LYLE ROLOFF, Past Master, Metairie Lodge No. 444 • FRANK CARVER, manager, Maison Blanche Westside Shopping Center • DR. TOUCHY, SELLMAN AND GEORGE, 2350 Metairie Road • DR. W. M. POUNDS, Metairie, La. • BOB LEVIN, Maison Blanche Bldg. • HAROLD'S CAUSEWAY SHELL SERVICENTER, 3200 Veterans Highway.



OUTDOORS IN JEFFERSON!

By Paul Kalman

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

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

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

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

For anglers, the big center is in the vicinity of Goose Bayou and Bayou Barataria where dozens of sport fishing cruisers are harbored. Every weekend (and frequently during the week), these boats put out into the nearby waters of Barataria Bay, Little Lake, and the mazes of lakes, lagoons, bayous and inlets leading down into the Gulf of Mexico. Fabulous Grand Isle is merely a comfortable distance from Lafitte and attracts a large number of boatmen and anglers.

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

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

One of the well known fishing tech-

American Printing Co., Ltd.



The Jefferson Review
Is a Sample of Our Work



Books — Briefs — Magazines
House Organs — Newspapers
Trade Journals



424 Camp Street

New Orleans



Jefferson's beautiful and intriguing Goose Bayou. About 100 feet to the left is Big Bayou Barataria, the first link of the water route to one of ten best fishing spots in the whole wide world. Less than 15 miles away starts the inside fishing waters of the fabulous Grand Isle area.

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

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

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

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

Featuring the Silver Slender Pirogue, modeled after the canoe of the bayous,

first used by the Indians who burned them out of cypress logs, and offering substantial prizes for both men and women contestants, this annual event (held in May of each year) draws as high as 35,000 people to the banks of Big Bayou Barataria from all parts of the country to watch three of the nation's most unique contests of endurance and skill.

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

Fishing methods run the gamut from wading in the surf with an inexpensive casting rod to trolling offshore in a fancy charter boat or privately owned cabin cruiser.

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

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

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

IN
THE CENTER OF
EAST BANK
CONVENIENCE



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

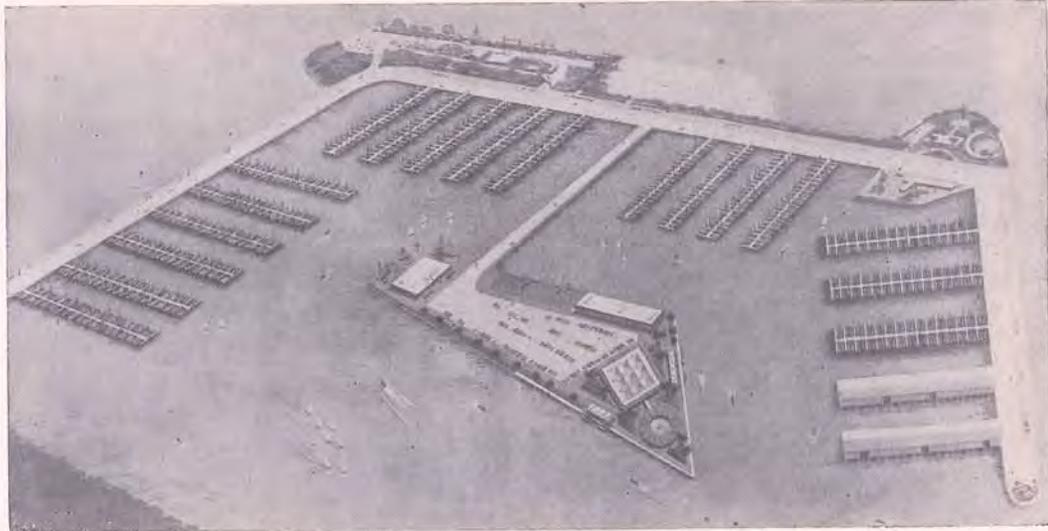
**JEFFERSON
FUNERAL HOME**

1600 N. CAUSEWAY BLVD.
METAIRIE

SHARE IN AMERICA



BUY U.S. SAVINGS BONDS



A lease making official an agreement between Jefferson Parish and Metairie Marina Inc. to construct a marina on Lake Pontchartrain at Bonnabel Blvd. was signed this summer by Cullen C. Schouest, chairman of the Jefferson Parish council. Plans include over 500 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.

Although speckled trout predominate in the catches made close inshore, many beautiful catches of giant redbfish (channel bass), jack crevalle, and even tarpon are taken by small boat anglers at the island.

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

The crowning attraction of Grand Isle's sport fishing comes in July every year at the Grand Isle Tarpon Rodeo when upwards of 2000 dedicated angler crowd the small island to vie for thousands of dollars in trophies and prizes. Founded in 1927 and operating continuously except for the war years, the Grand Isle Tarpon Rodeo today is looked upon as being the "grandfather" of all fishing rodeos along the Gulf of Mexico.

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

Operated by the non-profit Grand Isle Tarpon Rodeo Association composed of many outstanding business

and professional men and civic leaders, the rodeo originally recognized nothing but tarpon fishing. Shortly after World War II, however, the rules were amended to admit an ever-increasing list of fine game fish species until today, more than 20 different varieties of fish can be entered in the rodeo.

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

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

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

In recent years, an increasing large



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

Intracoastal Terminal, Inc.

1200 Peters Rd.

Harvey, La.

FO. 6-8511

SOUTHERN SOLVENTS AND CHEMICALS CORPORATION

—DISTRIBUTORS—

ALCOHOLS—NAPHTHAS—SOLVENTS AND CHEMICALS

917 Jefferson Highway (Southport)

Telephone VERNON 3-4666

P. O. Box 4067, Carrollton Station, New Orleans 18, La.

PINNACLE OIL COMPANY, INC.

DISTRIBUTOR OF PETROLEUM PRODUCTS

917 Jefferson Highway (Southport) New Orleans, La.

VE. 3-3737 - 3-3738

P. O. Box 4067 Carrollton Station

New Orleans 18, La.

number of anglers have started frequenting the waters of Lake Pontchartrain in Jefferson Parish for king sized croakers which apparently have found a Home Sweet Home in the deep holes dredged for the purpose of obtaining material to build the protection levee along the lakeshore between East End and Kenner. These croakers frequently weigh upwards of two pounds apiece and are among the most delicious of all table fish. They are easily caught on dead shrimp bait fished on the bottom. Fishermen using two or three hooks on a single line frequently come up with that many fish at one time.

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

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

The importance of Jefferson Parish as a sport boating center has been growing by leaps and bounds. In addition to the yacht harbors at Goose Bayou, the parish soon hopes to be home port for a lavish new "marina" situated in Lake Pontchartrain near Bonabel Boulevard.

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

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

MEET THE AUTHOR

Paul Kalman's by-line has been synonymous with fishing and hunting for more than 20 years.

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

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

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

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

He is a frequent contributor to the national fishing and hunting magazines and was recently appointed a contributing editor of SPORTS AFIELD. He is pictured in the two photographs beginning this article.



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.



Above is an architect's rendering of the new football stadiums. Identical stadiums will be built for the West Jefferson Buccaneers and the East Jefferson Warriors. Below is the recently completed \$719,000 Bissonet Plaza Elementary School, with 30 classrooms.

(Continued from Page 59)

NOW 50 SCHOOLS IN JEFFERSON

The Jefferson Parish Public School System, as of this report written in May 1961, is now utilizing 50 separate parish wide school buildings (38 white schools and 12 colored). In the industrial analogy Jefferson is producing future citizens in 50 different plants throughout the parish.

These buildings (including the land upon which they stand and their equipment) are valued at more than \$26 million. They handle the present enrollment of 35,083 school children (27,004 white and 8,079 colored) which has been steadily increasing around ten percent annually for the last ten years.

It should be pointed out at this point that the new school buildings being constructed, many of which will be ready

for occupancy by the fall opening of school, have been carefully and strategically erected and located not only to relieve the pressure on existing schools but also to serve the children of Jefferson's expanding new subdivisions.

TWELVE NEW SCHOOL BUSES ADDED THIS YEAR

Another dramatic gauge of Jefferson's increasing and expanding school population is the fact that this last year there were added 12 new school busses to the Jefferson Parish Public School fleet. These now make a total of 143 busses and 4 transfer cars carrying a total of 25,000 children daily to and from school.

A quip printed in a recent issue of the Saturday Evening Post read, "The modern convenience that banishes most





Above: The new Ralph J. Bunche Junior High School with 32 classrooms cafeteria and administration wing, now in use in the Kenner area. Below: The new Fourth Ward Elementary School of 22 classrooms, cafeteria and administration building, now in use at Marrero. Ninety-nine new teachers were added this year to meet the increased educational demands.

mothers' worries is the school bus." This was meant to be facetious but it is actually the truth. The school bus safely transports the children from their neighborhood through all the potential areas of traffic hazards right to the school yard.

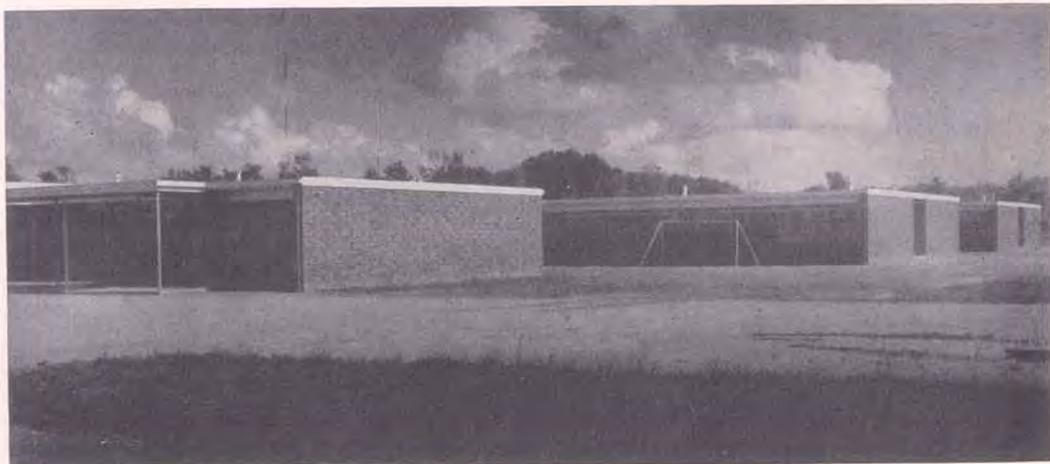
The Jefferson Parish Public School System does not purchase, maintain or operate its own school busses. It has found it more economical, more efficient and more safe to hire driver operators, who own and maintain their own busses and are therefore more careful of their precious passengers and their own property. They receive salaries averaging \$365 a month during the school year for several hours a day, a sum and a job which attracts and holds responsible and trustworthy people.

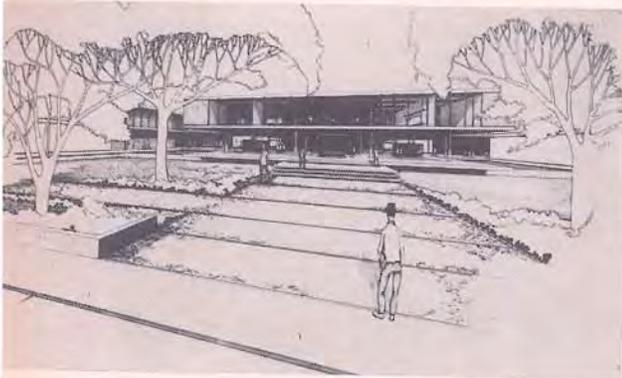
NEARLY A HUNDRED NEW TEACHERS

The Jefferson Parish Public School System actually added 99 new teachers to its staff for the 1960-61 school year. It is now employing a total of 1119 teachers who, in the industrial connection, can be compared to the skilled technicians who patiently produce a quality finished product.

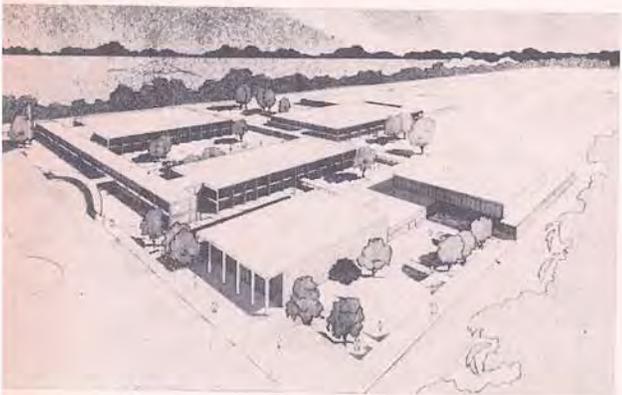
On the basis of the number of teachers employed (1199) and the number of students enrolled (35,083), each teacher on the average handles a class of around 30, a group small enough to permit attention and assistance to either slow or outstanding abilities.

To get high calibre teachers and hold them Jefferson Parish pays them

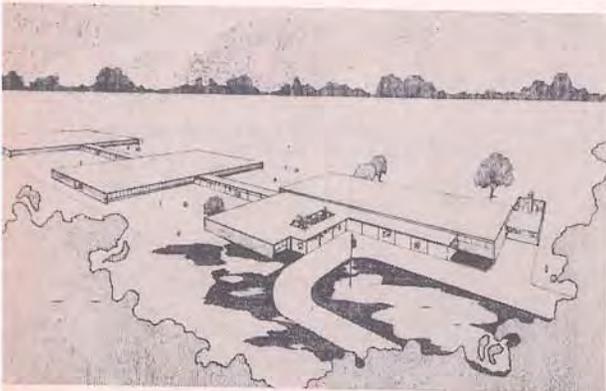




Architectural drawing of the Elise Park Junior High School on the East Bank. In addition to 48 classrooms, three will be a laboratory, cafeteria and administrative offices.



Architectural drawing prepared by Sol Rosenthal of the million dollar Seventh Ward High School, the largest in Louisiana, now under construction. It consists of an ultimate group of seven fire resistive buildings. In the near foreground are the auditorium and gym. Just beyond are the administration and classroom buildings forming three sides of a quadrangle. At its rear is a cafeteria and home economics building with shop buildings beyond. There will be 42 classrooms, library, laboratory and special purpose rooms.



Architectural drawing of the George A. Cox Elementary School on Belle Chasse Highway, now under construction, prepared by Architect Sol Rosenthal. Of one story fire resistive structure it will consist of 22 classrooms, library, administration suite, cafetorium and assembly or inclement weather play area, together with covered walkways, to make a compact comprehensive structure.

throughout all twelve grades a salary scale higher than required by the State of Louisiana. Their total salaries per school year amount to \$5,500,000.

The superintendent of schools is constantly seeking and interviewing high quality teachers from other areas who are interested in coming to progressive Jefferson Parish — not only because of the salary incentive but because of the cultural and recreational advantages of the Jefferson-New Orleans area bound together by the convenient Mississippi River Bridges.

It is a proud fact, also, that many of Jefferson's veteran teachers are upgrading themselves for higher salaries by working for degrees at Tulane and Loyola Universities or through the Louisiana State University Extension Courses. Jefferson boasts of the high calibre of its teaching staff which is constantly getting better.

WHAT IT COSTS FOR A PUBLIC SCHOOL EDUCATION

The Jefferson Parish Public Schools require twelve patient years to release to the community a finished product — boys and girls educated and trained to make their way in the modern competitive world where education is a must and to shoulder their adult responsibilities as citizens of their community and their country.

Millions of dollars are required every year to operate the Jefferson Parish Public Schools which are proud of the products they turn out each May but show no profit. The annual budget for 1960-61 for the Jefferson Parish Public Schools was \$7,666,629. The efficiency of this operation is apparent when you consider that Jefferson, with one of the better school systems in the state, accomplishes this with the lowest per capita cost in the state.

Following through on the industrial comparison the taxpayers of Jefferson Parish and the State of Louisiana can be considered the stockholders, who are in the peculiar position of financing an industry from which they neither receive nor expect a profit, secure no monetary dividends, or interest, and which each year consumes the principal.

Their benefit, however, is the satisfaction of seeing their children and all the children of the parish impartially and equally enjoying one of the better public school systems that modern educational methods and architectural science can devise.

Few parents, even those who are ardent workers in the PTA, actually realize that if they had to pay the tuition for their children in Jefferson's modern public schools it would cost practically \$4500 for each child for the twelve school years. To families with four and five children this would be an enormous expenditure and, in many homes, an impossible expenditure.

THE POPULAR SCHOOL LUNCH

As you will notice on the preceding Construction explanation, a large construction program of school cafeterias and cafeteriums is taking place throughout the parish to relieve the school lunch hour congestion.

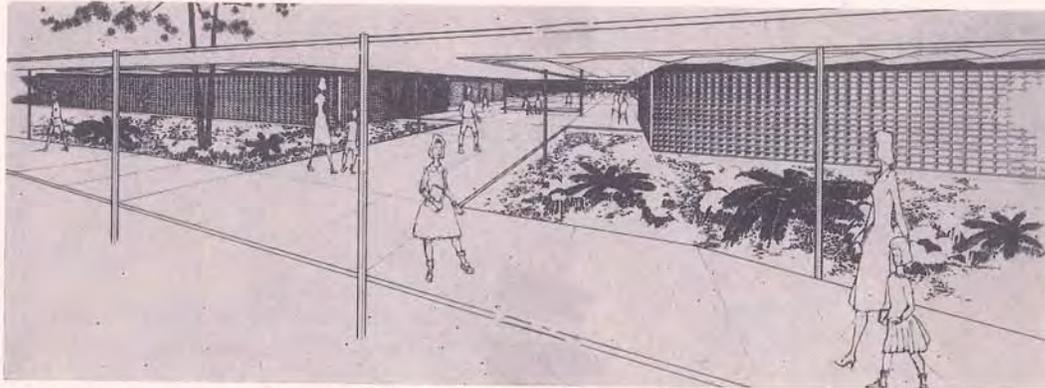
There is now an average of 19,000

children throughout the parish (over half of the total enrollment) enjoying the Jefferson Parish School Lunch program daily — a program that is almost a million dollar a year operation, involving about half a million dollars for supplies and another half million dollars for overhead and help. Continuing in the industrial vein it corresponds in service and convenience to the company employee cafeteria.

But beyond those two aspects all similarity ceases, for no company ever served its employees such a scientifically balanced, tasty, nutritious, varied and satisfying lunch at such a low price — for this lunch only costs the student 15 cents. That, of course, is only part of the actual cost of the lunch toward which the state contributes 16 cents



Superintendent Lem W. Higgins of the Jefferson Parish Public Schools (right) receiving (in June 1961) from Dr. Brendan F. Brown (left), Professor of Law at Loyola University of the South, the New Orleans Boswell Institute Award for being the Outstanding Public School Superintendent in the State of Louisiana. The Boswell Institute was founded by Johnson and Boswell in the 18th century to spread the best in literature and thinking throughout the British Empire. Dr. Brown, a graduate of law from the English School, is carrying on the Johnson and Boswell tradition in the U. S.



Architect's rendering of the new Vic. A. Pitre Elementary School in Westwego with 24 classrooms and a cafeteria. The school building program is strategically planned to serve the children of Jefferson's expanding subdivision population.

and the Federal Government furnishes such surplus commodities as flour, eggs, butter, etc., shipped in from the nearest surplus commodity source.

The school lunch program is popular with the children because it is a combination recess and delicious lunch where a lot of fun can be enjoyed. It is popular with the mothers because it not only eliminates the necessity of stopping whatever they are doing to prepare a noonday meal for the children and because it saves those same children from bucking traffic hazards on the way home and back again.

THE PHYSICAL EDUCATION PROGRAM

The Jefferson Parish Public School System has maintained a policy of a healthy balance between the mental and physical development of its pupils without allowing athletics to demand too much of either the pupils' class or study time or that of the school staff.

But as the School System grows so does the physical education department. 1960 saw the addition of a Recreation Director for the entire public school system and the addition of a second

In the Third Grade of the East End School this group is correlating geography with reading. Left to right are Lucy Harrison, Dory Scott, James Bradley and Billy Fortney seated.



Students of the Eighth Grade Mathematics Class of Mrs. Mathilde Dantin at Marrero Junior High are shown here studying geometric figures brought out in drawings of popular comic characters.





Grand Isle School—In foreground, building contains four class rooms and was first used in the 1960-61 school year. In the background a similar building under construction will be ready when school reopens in the fall. The two-story frame building was remodeled in 1950 and in addition to classrooms contains administrative offices and a cafeteria.

assistant coach in the High Schools. 1961 will see the beginning and 1962 will see the completion of the two new football stadiums on the East and West Banks which will, by the very fact of their existence, put new enthusiasm into the Warriors and Buccaneers who, with their new stadiums, will work hard to provide teams worthy of them. This means an acceleration in the athletic tempo of the Jefferson High Schools that will spring unprompted from the student bodies themselves.

LEARNING BY DOING

For those taking the Commercial Course in High School, with the intention of immediately going to work instead of going to college after graduation, there was introduced into East Jefferson High two years ago an actual "on the job" training program known as the Distributive Education Plan.

It means that the student who participates spends half of his or her school day in the classroom on theory and the other half actually working in the store or office of a local business concern

(Continued on Page 135)

Teacher L. Vullo of Gretna Park School is shown here giving instruction on the solar system in the Science Class by the use of Television. Gretna Park is the Pilot school of the Jefferson Parish Public School System in the introduction of TV as a visual aid in the improvement of class instruction.

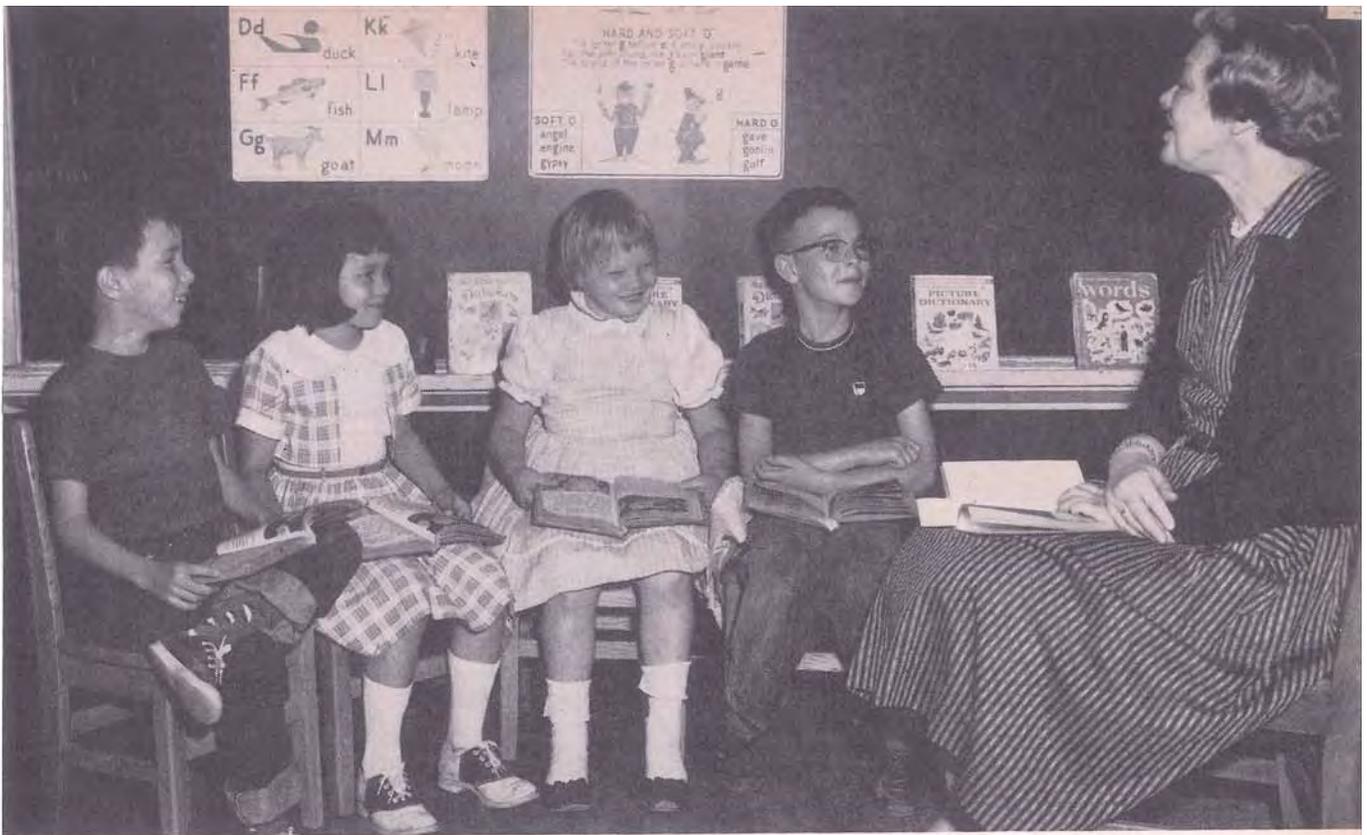




The National Honor Society of Westwego Junior High. These students have maintained a grade of B or better on academic work for 9 months. They are, standing: Dana Bourgeois, vice president; Sharon Favre, treasurer; Sheila Dragna, reporter; Connie Martin, second vice president; and Craig LeBlanc, first parliamentarian. Seated are: Rebecca Granier, president, and Melanie Martin, secretary and also was chosen "Ideal Girl" for New Orleans area.

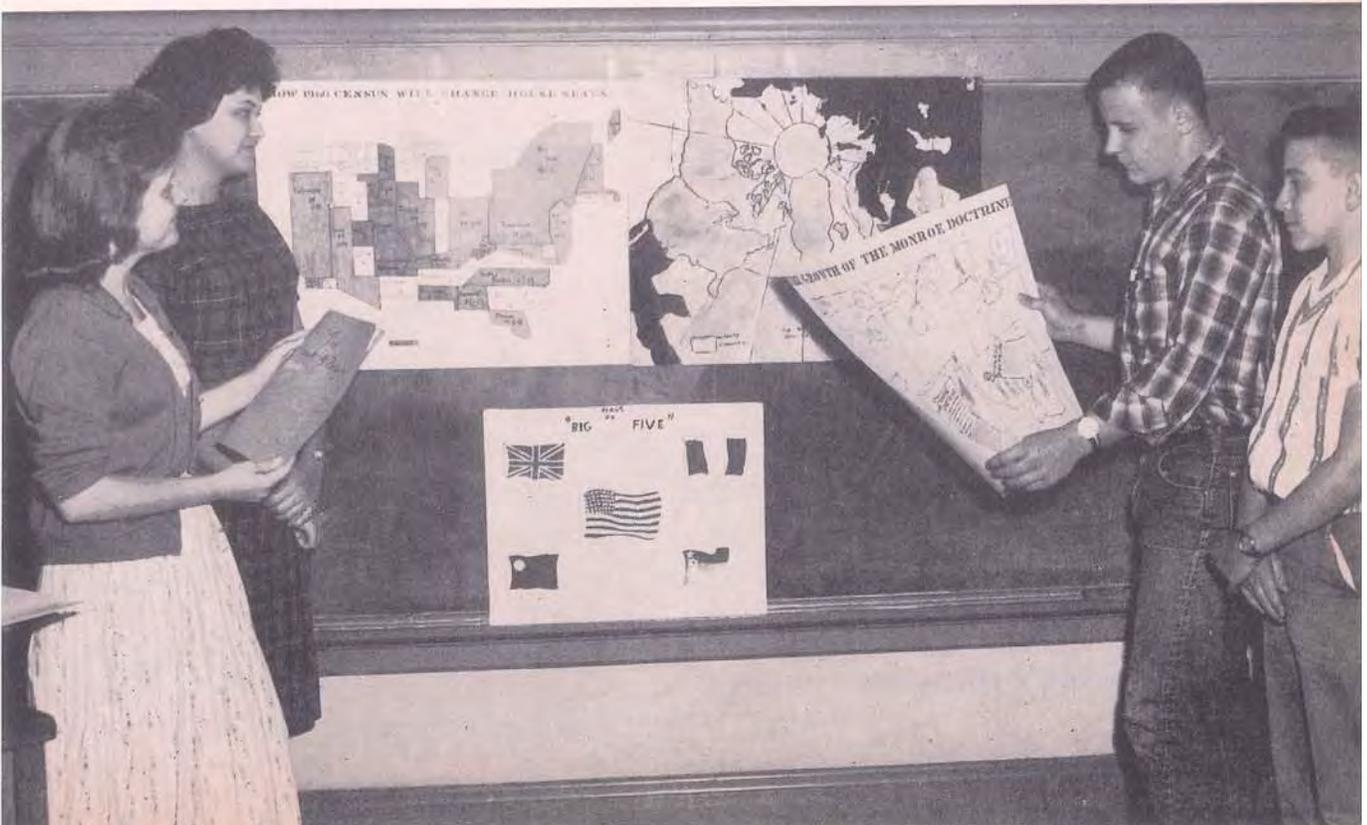
Students of the Eighth Grade of Jefferson Junior High display class exhibits in the study of Natural Resources. They are, left to right, Wayne Toca, Estelle Wimberly, Carol Walachy and Linda Van Haelen.





In the Second Grade Reading Class of Metairie Grammar School, teacher Edith Rainwater instructs this quartette the proper way to read. Left to right, amused at the way their teacher shapes her mouth in the correct use of the phonetics (or sounds) are Jim Morrison, Bera Murdock, Emma Campbell and Curtis Clancy.

This is a portion of the Civics Class of Kenner Junior High, presenting student prepared Creative Drawings pertaining to International Relations. Examining them are, left to right, Stephanie Neal, Brenda Francey Staty Lewis, Mike Lodwick and Paul Lemly.



AVONDALE

helping build America's Maritime Strength

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



AVONDALE SHIPYARDS, Inc.

FORMERLY AVONDALE MARINE WAYS, INC.

P. O. BOX 1030 • PHONE UNIVERSITY 6-4561 • NEW ORLEANS 8, U.S.A.

See for ALL Your Construction Machinery Needs!

ALLIS-CHALMERS crawler tractors, motor graders, motor scrapers, wheel loaders

KOEHRING and SCHIED BANTAM draglines, cranes, trench hoes

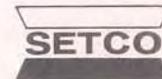
JAEGER truck mixers, pumps, air compressors, concrete equipment

PARSONS ditchers

WAYNE motor sweepers

PAK-MOR refuse collection bodies

THOR pneumatic tools



. . . and many other well-known lines

SOUTHERN EQUIPMENT & TRACTOR CO., INC.

MONROE

SHREVEPORT

BATON ROUGE

NEW ORLEANS

3727 VETERANS MEMORIAL HWY.

• VE 5-5408

• METAIRIE, LA.

IN TEXAS, SETCO IS BROWN-FOGLE EQUIPMENT CO., HOUSTON



The Fifth Grade of Jefferson Junior High studies South America. Left to right are Richard Eberhardt, Lucretia Ball, Lyn Borleau, Emeline Hirsch, Karen Barnes, Sandra Coca.



Here, the West Jefferson High Senior Typing Class, under the supervision of its teacher, Miss Marilyn Solis, is typing to the accompaniment of a rhythmic record, the object being to thereby increase speed.

BUILDING CITIZENS . . .

JEFFERSON'S GREATEST INDUSTRY

Students at East Jefferson High using the tape recorder to attain fluency and precise pronunciation in conversational Spanish, under the guidance of Mr. Palmer, Foreign Language instructor.

A 4-H exhibit at McDonogh 26, featuring handicrafts, beadcraft, clothing, food and gardening. The 4-H girls presented are, left to right, Barbara Ledet, Peggy Beasley, Jacqueline Werling and Celia Walker.

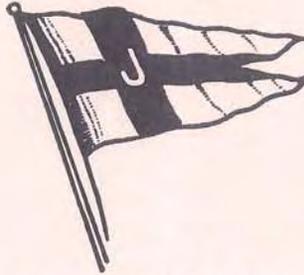


JAHNCKE SERVICE

814 HOWARD AVENUE

NEW ORLEANS 4, LA.

DREDGING
GRAVEL
CONCRETE
BUILDING
MATERIALS



SAND
SHELLS
SAFEWAY
STEEL
SCAFFOLDS

Established 1875

CONCRETE PIPE — "CRESCRETE" — Made at
CONCRETE PRODUCTS PLANT

In Jefferson Parish

JEFFERSON DEMOCRAT



Official Journal of the

PARISH

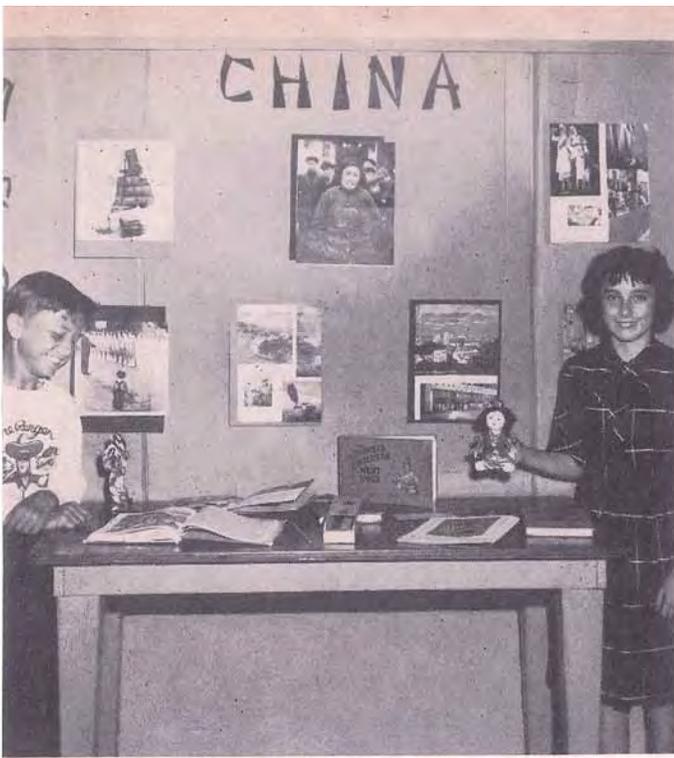
OF

JEFFERSON

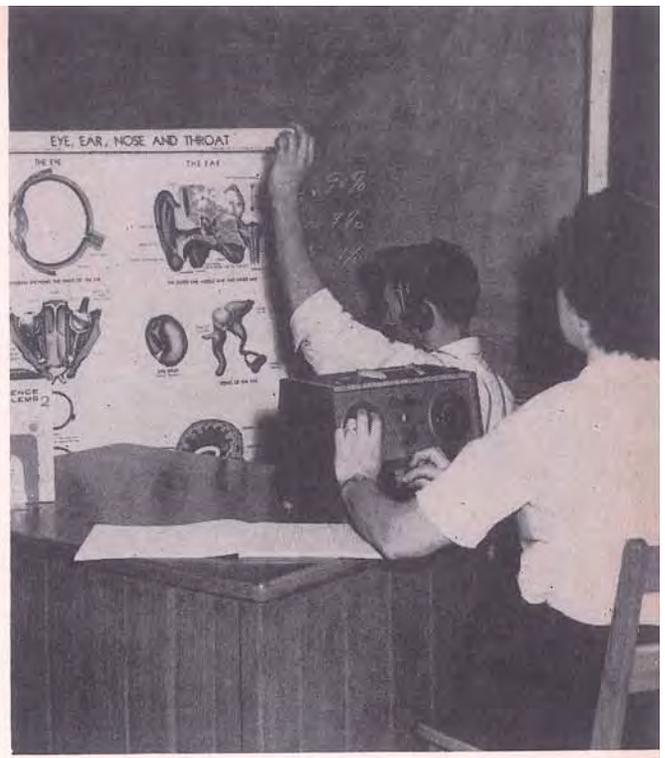
SINCE 1896



Gretna, Louisiana



At the Ella Dolhonde School two pupils are shown inspecting a classroom display used in the social study of China. They are Michael Jaeger and Susan Palmer.



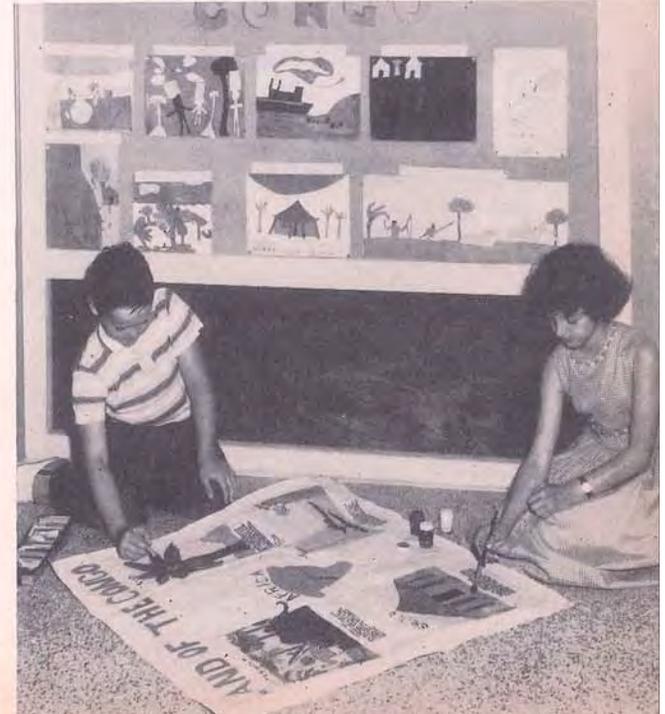
At the Fisher Junior High a student is being checked for hearing normalcy by Public Health Nurse Mrs. Hotard.

BUILDING CITIZENS . . .

JEFFERSON'S GREATEST INDUSTRY

In the Fifth Grade at Harvey School music on a miniature organ is being played by a student into the tape recorder. The voice of the boy will also be recorded.

In the Fourth Grade at Fisher School two pupils are shown coloring an artwork display for use in Social Studies. Left to right are Brent Guidry and Camille Hatly.

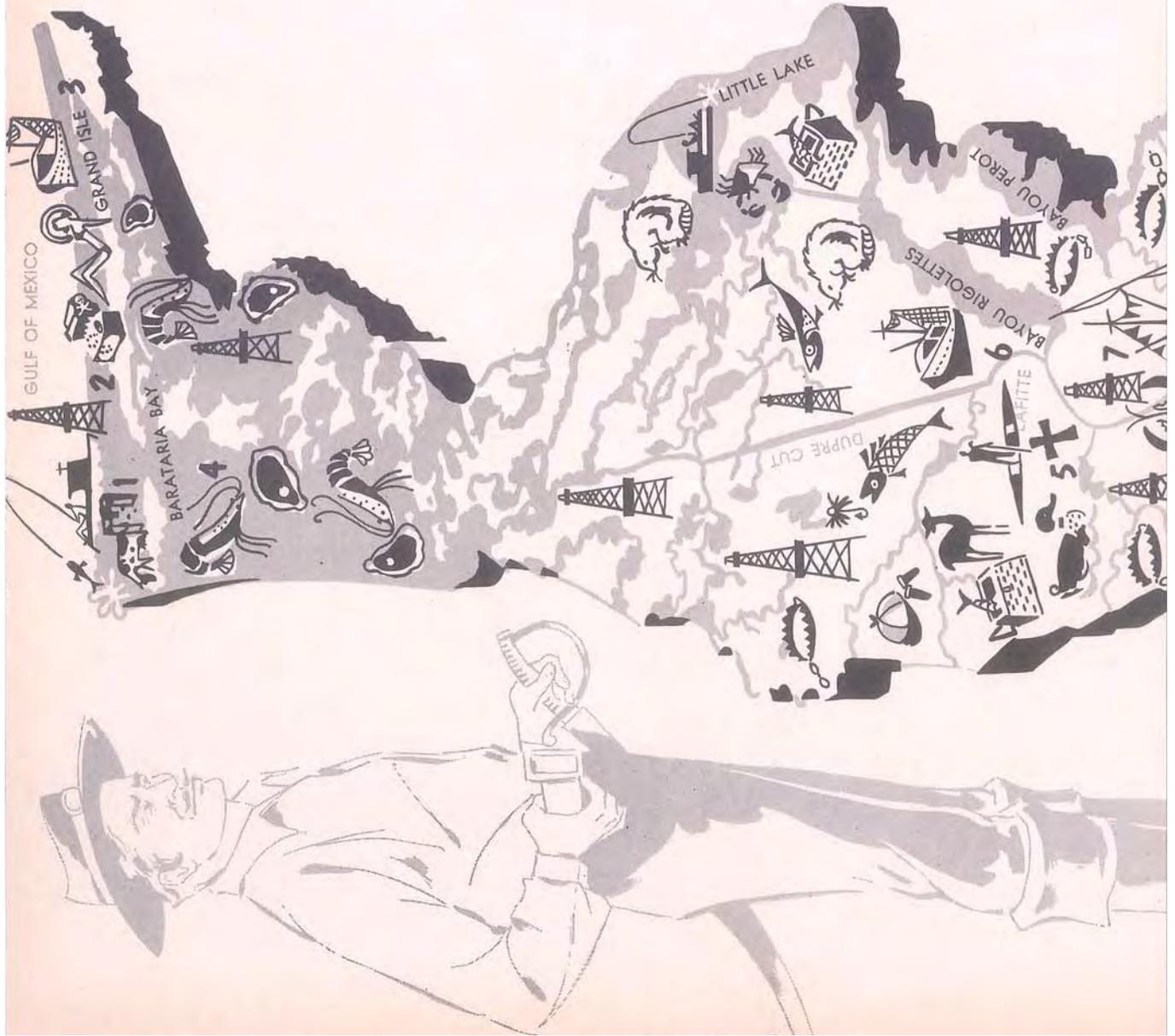


JEFFERSON PARISH— THE

Land of Lafitte!

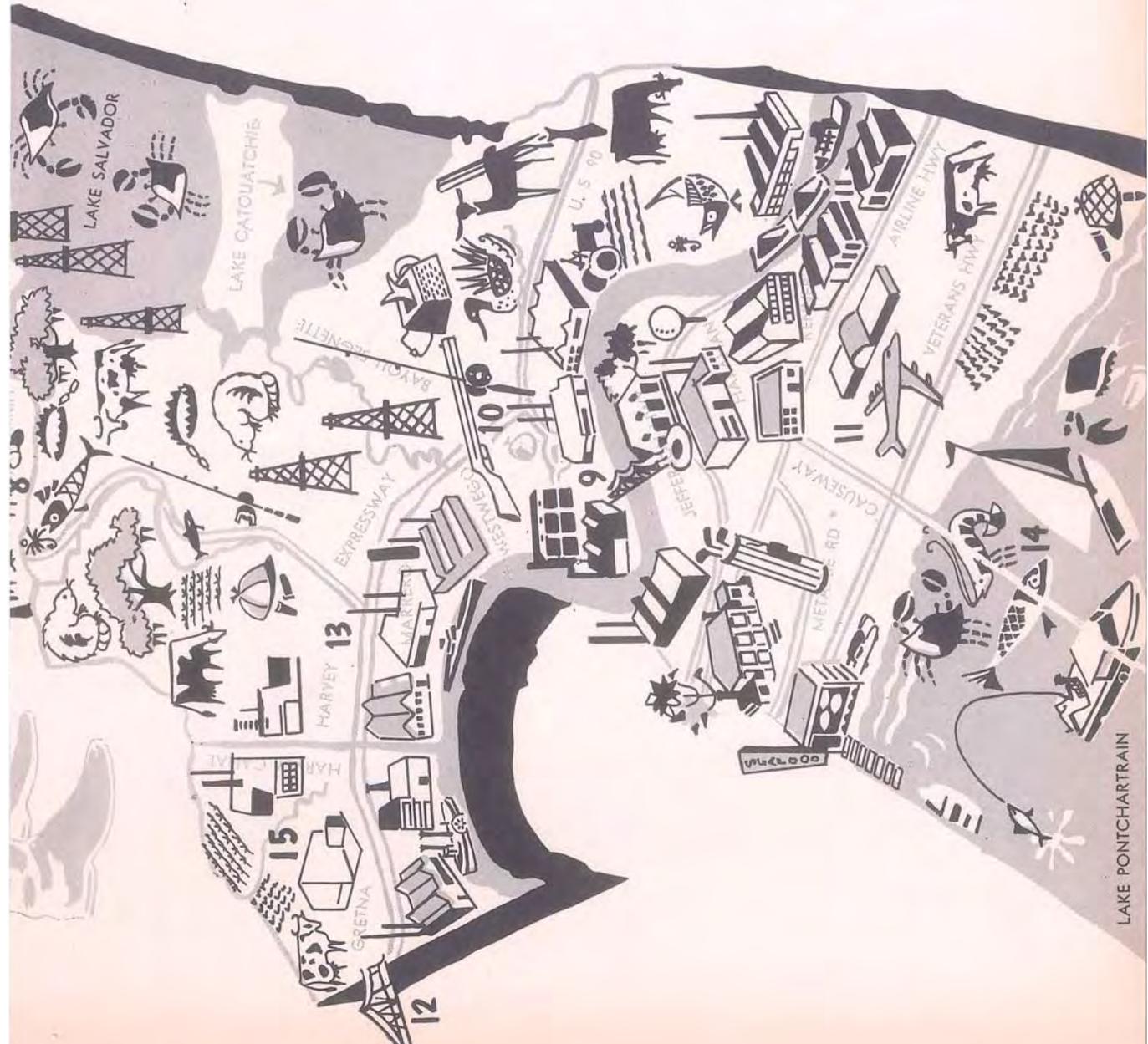
LEGEND

1. Picturesque ruins of old Fort Livingston on Grand Terre Island.
2. Buccaneers lived here; this is the northern rim of the storied Spanish Main. Grand Isle and Grand Terre were home base for pirate Jean Lafitte.
3. Bridge over Caminada Pass is only highway access to surf bathing anywhere between Pensacola and Galveston. Take U. S. 90 west from river bridge, turn left at Raceland.
4. Vast platforms where shrimp are sundried for the enjoyment of faraway gourmets.
5. Local legend (with no support by historians) insists Jean Lafitte is buried here—besides John Paul Jones and Napoleon Bonaparte.
6. Annual 4-mile pirogue race for Championship of the World



7. Traditional Blessing of the Shrimp Fleet observed each August.
8. Gathering Spanish moss (to be used as upholstering material) is a major activity here.
9. Huey P. Long Bridge across Mississippi River.
10. Golfing and most other outdoor sports can be enjoyed year-round in Jefferson.
11. Moisant International Airport.
12. Greater New Orleans Bridge.
13. West Bank Expressway
14. Causeway crossing Lake Pontchartrain, the world's longest bridge.
15. New Gretna Courthouse, seat of Parish Government.

Other recreational centers, industrial areas, and natural resources are indicated on the map by appropriate symbols. Within the boundaries of Jefferson Parish lie some of the South's finest residential sections, hunting and fishing grounds, and a wealth of untouched scenic beauty — side by side with the most concentrated industrial growth in the new South.





BARNETT'S AIRLINE at 6303 Airline Highway was opened in October, 1960, and is the firm's third furniture outlet in the New Orleans area. Among those participating in the ribbon-cutting ceremonies were the following Parish and store officials (left to right, wearing carnations): Sheriff John G. (Jack) Fitzgerald; Councilman George J. Ackel; Parish President M. Dan Hogan; Joseph Cassin, manager Barnett's Airline; and Henry H. Barnett, president Barnett's Furniture Stores.



Some of the country's finest motor hotels are located in growing Jefferson Parish. The ultra modern Hilton Inn, located just across from Moisant International Airport, has 310 guest rooms in addition to complete banquet and meeting facilities. In addition to catering to air travelers, the Hilton Inn has brought a number of large conventions to Jefferson Parish for the first time.



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 junctive with U. S. 90 at the Huey P. Long Bridge.

(Continued from Page 29)

serves the Council and the other nine departments in the capacity its name signifies — such as reviewing with the Finance Department the annual budget before it is submitted to the Council, analyzing the Ordinance establishing the millage assessment rates for the service districts, reviewing the Parish Pay Plan, etc. — generally acting as the advisory and investigative arm of the Council.

Its first major project after its organization was the compiling of a detailed report on the Need For An Administrative Code of Procedure To Supplement the Jefferson Parish Home Rule Charter.

JEFFERSON'S CIVIL DEFENSE ON THE ALERT

During the year 1960 there were several emergencies which required the coordination and control of the Office of Civil Defense. These consisted mainly of two hurricane alerts, tornado winds on New Year's Eve, one refinery fire and many hours spent by the auxiliary deputies on smog roadblock of Veterans Memorial Highway which prevented any loss of life and many dollars of property damage.

During 1960 the Jefferson Parish Civil Defense had three full time and two part time employees together with its main backbone of 260 volunteer workers.

The total spent by the Office of Civil Defense in 1960 was \$10,100. At the same time Jefferson Parish was able to obtain \$26,250 worth of material through the surplus property program of the Federal government. All material so received is for civil defense use only and handled only by the local civil defense office. During this time \$21,183 of Federal money was received by the parish through the OCDM matching funds program.

The training officers since they started in October 1960 have trained 105 people in civil defense phases of various natures. During the year 1961 the Civil Defense Office will increase its personnel, which will enable the completion of emergency operational plans for all departments of the parish.

Also, during 1961, a parish wide warning system will be installed, all parish departments given civil defense assignments, evacuation routes marked and a civil defense communications system set up.

STATE SPENT OVER \$14 MILLION ON JEFFERSON HIGHWAYS IN 1960

The actual figures of the amount spent by the State Department of Highways in Jefferson Parish during the 1960 calendar year was \$14,318,273.35 —and following are the 35 completed projects covered by that sum.

1. Underpass on Airline Highway at Shrewsbury
2. Airline Highway Turning Lane
3. Sheet piling on Airline Highway New Orleans-Shrewsbury
4. Asphalt paving Westwego-Huey P. Long Bridge
5. Curbing on Labarre Road at Airline Highway
6. Bridge Repairs on Wagner Bridge crossing Little Bayou Barataria
7. Harahan Flashing Light signal at I.C.C. crossing
8. Bridge Repairs Fisher-Kerner Bridge crossing Big Bayou Barataria
9. Expansion Joint Repairs Harvey Tunnel
10. Bridge Repairs on Fisher-Kerner Bridge crossing Big Bayou Barataria
11. Radio Communication System at Marrero
12. Asphaltting streets in Westwego (5.3 miles)
13. Shelling public roads in Jefferson
14. Asphaltting Jefferson Place Road
15. Engineering ten miles Jefferson Highway Kenner-New Orleans
16. Right of way (9.8 miles) Jefferson Highway Kenner - New Orleans
17. Asphaltting tenth of a mile Kenner-New Orleans Interstate Highway
18. Concreting 1.2 miles Jefferson Highway Kenner-New Orleans
19. Caminada Bay Bridge at Grand Isle (concrete and steel)
20. Traffic Circle Overpass north end Huey P. Long Bridge
21. Flashing Signal at Jefferson Heights on Airline Highway
22. Sheet piling .05 mile Airline Highway
23. Asphaltting Jefferson Highway Huey P. Long Bridge — Kenner
24. Built Bridge at Marrero
25. Right of way and asphaltting River Road, Westwego to Nine Mile Point

26. Traffic Signal on West Bank Expressway
27. Fire Ant Control State Routes in Jefferson Parish
28. Sheet piling and revetment Peters Road
29. Asphaltting Bridge City - Westwego Highway
30. Bridge at Donner Canal (Behrman Road)
31. Concreting Victory Drive Extension (Monroe Street - Whitney Avenue)
32. Moisture proof District Testing Laboratory at Marrero
33. Gravel on public roads in Jefferson
34. Engineering on Ames and Manhattan Boulevards
35. Engineering on Veterans Memorial Highway

AND NOW — THE FUTURE

The first year of the Critical Sixties as covered by this report, and which for Jefferson we term a "Normal Year," saw the completion of the vital West Bank Expressway which now unites West Jefferson in a matter of minutes with any section of Greater New Orleans. It is expected to drastically re-

lieve the traffic pressure on the East Bank's Jefferson Highway in the rush hours. It has already moved the West Bank's commercial center away from the river and is rapidly blossoming with huge Shopping Centers and subdivisions.

Also in 1960 was begun the construction of the Barataria Bay Waterway which Jefferson has fought to secure for ten years and which is considered one of the most important single improvements that have been made for the stimulation of Jefferson Parish Industry and Commerce.

We have just reviewed with as much detail as our space allows the 1960 projects and achievements of the Ten Departments and Office of Civil Defense . . . which brings us up to the doorway of the future, which the Jefferson Parish Council boldly swung open on March 10, 1961 and presented to the people of Jefferson a \$51 MILLION 5-YEAR CAPITAL IMPROVEMENT PROGRAM, which includes the improvements vitally needed at this time and also plans to keep pace both with the parish revenue and the rising demands of parish progress and increasing population.



Showing the Jefferson Parish approach to the Lake Pontchartrain Causeway the world's longest bridge spanning 25 miles of open water.



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

JEFFERSON PARISH PRESIDENT—COUNCIL



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



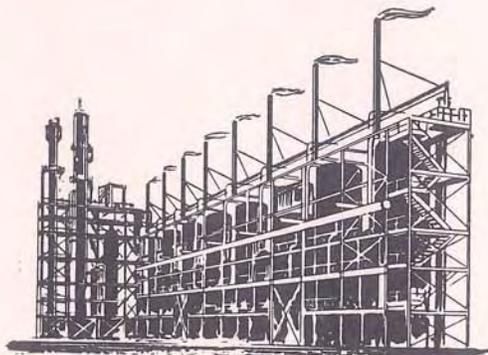
chemistry serves you at **CYANAMID-LAND**

The magic of chemistry, a science where man makes things which nature chose not to, is at work, serving you daily at Cyanamid-Land.

Progress that promises better lives for all is continuously eyed by each Cyanamid employee as he skillfully helps to create over 6000 products for both industrial and domestic demands.

More than 27,500 Cyanamid employees serve you daily with products for the home you live in, the clothes you wear, the food on your table and the medicines that cure your illnesses.

People in Cyanamid-Land serve you in ways you may never know — but serve you they do, for this is their way of helping you enjoy a better way of life.



American Cyanamid Company Fortier Plant

JEFFERSON PARISH, LOUISIANA

CYANAMID

LOOKING FOR AN IDEAL INDUSTRIAL LOCATION?

Then be sure to investigate friendly, thriving East Jefferson Parish. It's here you will find competent workers — an abundance of low-cost fuel and a large metropolitan market for your finished product.

Yes — you and your employees will be pleased with the bargain bus service provided by Louisiana Transit Company. Also, the revolutionary new air-ride coaches that speed your personnel to and from work in arm chair comfort.

So be sure to consider East Jefferson Parish when you plan a new plant location.

LOUISIANA TRANSIT COMPANY, INC.

P. O. Box 23148

HARAHAN, LOUISIANA

STATE AND FEDERAL OFFICIALS



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

Center, left to right: Hon. C. C. Aycock, Lieutenant Governor, State of Louisiana; Hon. Jack P. F. Gremlion, 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 Congressional District.



*You can be a
carefree male
Terminaling at
AVONDALE—*

**Shipside Tank Storage and Drumming
Facilities for Petroleum, Vegetable Oils,
Fish Oil, Tung Oil, Alcohol, Chemicals
and Petrochemicals**



■ 60 INDIVIDUAL ALL STEEL TANKS with capacities up to 12,000 short tons, provide storage of 109,720 short tons.

■ BATTERY OF 6, 8, AND 10 INCH LINES from twin-wharfs to storage tanks with individually segregated lines to each tank.

■ ELECTRIC, STEAM, AND DIESEL PUMPS for high capacity delivery of products up to 500 short tons per hour; portable pumps for unloading vessels and barges lacking own equipment.

■ HOPPER SCALES FOR INFALLIBLE ACCURACY of weights. Only AVONDALE, serving the Gulf, offers this feature and at no extra charge.

■ DRUMMING UP TO 1500 55-GALLON DRUMS per 8 hour day.

■ 2 DEEPWATER FLOATING WHARFS with sufficient water depth at all times for ships of any draught.

Check either office for moderate rates and tank availability.

AMERICAN LIBERTY TANK TERMINALS, LTD.

New Orleans 12, La. • NBC Building • Phone: 523-1321 • TWX: No. 33
New York 1, N. Y. • 220 Fifth Avenue • MURRAY HILL 9-6122 • TWX NY 1-4860



T.L. JAMES & COMPANY INCORPORATED

GENERAL CONTRACTORS
RUSTON, LA.

HEAVY CONSTRUCTION

CONCRETE PAVING
GRADING
HIGHWAYS
BRIDGES
LOCKS

ASPHALT PAVING
DREDGING
DRAINAGE
STREETS
DAMS

AREA OFFICE

KENNER, LA.

Phone 729-2511



PARISH AND DISTRICT OFFICIALS



Top, left to right: Hon. John G. (Jack) Fitzgerald, Sheriff; Hon. French M. Jordan, Louisiana State Senator, Tenth Senatorial District; Hon. James E. Beeson, State Representative.

Center, left to right: Hon. John F. Rau, Jr., State Representative; Hon. Jules G. Mollere, State Representative; Hon. John G. Schwegmann, Jr., State Representative.

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





JEFFERSON COURT OFFICIALS

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 Division C 24th Judicial District Court; Hon. L. Robert Rivarde, Judge Ad Hoc 24th Judicial District Court; Hon. Frederick, J. R. Heebe, Judge of Division B 24th Judicial District Court. Hon. Robert G. Hughes, Judge Division D 24th Judicial District Court. Hon. Edward G. Stoulig, Judge Division A 24th Judicial District 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; Hon. Gordon L. Bynum, Fourth Assistant District Attorney.

de Laureál & Moses Engineers Inc.

Consulting Engineers

929 Howard Avenue



New Orleans

S. W. CAMPBELL & SON, INC.

ROOFING CONTRACTORS

3217 - 25 th STREET

METAIRIE, LA.

VE. 5-9061

Four Generations Since 1867

FROMHERZ ENGINEERS

INDUSTRIAL — CIVIL — MUNICIPAL

816 Howard Avenue

New Orleans, Louisiana

1st. in SALES
1st. in SERVICE

BUY YOUR CHEVROLET FROM PERSIAZ

MIKE PERSIA



MAIN OFFICE—Dial 523-7106

300 Block N. Rampart

ARABI, 7205 St. Claude, ED 1-1646

METAIRIE, 700 Metairie Rd.—834-7771

CANAL, 1561 Canal St.—JA 2-1124



24-HOUR SERVICE, NIGHT & DAY

SERVE

Sterling

ICE CREAM



340 Brooklyn Ave.

Jefferson Parish



The Miller Wall School in Manor Heights Subdivision at Marrero (top) with 24 classrooms and a cafeteria.

(Continued from Page 115)

with whom arrangements have been made during the summer in advance of the school year. These students are given real jobs of clerking, selling, bookkeeping or stenographic work and are paid for their time in actually "learning by doing." They are also credited in their course for the time, ability and initiative they reveal in these "real business half days."

The types of training under this plan are 1-a) Retail Selling; 1-b) General Merchandising; 1-c) Related Studies; 2) on the Job Training; 3) Regular Academic Work (3 units).

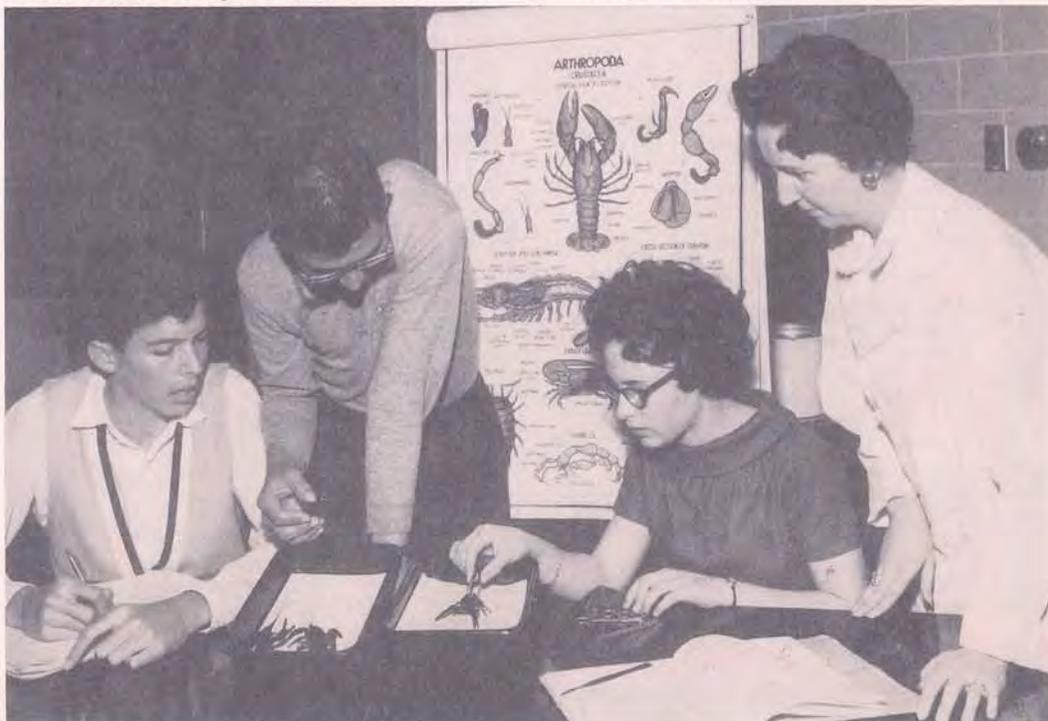
At the present time there are 20 business concerns cooperating with East Jefferson High on this unique and realistic program, and at the present time 29 students are participating.

NEVER TOO YOUNG OR TOO OLD TO LEARN

Realizing that there are many adults in Jefferson Parish who for some reason or other failed to get the proper education during their actual school years, or who wish to secure additional schooling from where they left off years ago, the Jefferson Parish Public School System initiated last year **ADULT EDUCATION CLASSES** in the evenings under the direction of regular teachers selected from the staff for this additional work and remuneration.

These adult classes are available for white adults at Fisher No. 1 and West Jefferson Schools, and for Negro adults at Lincoln High, John Martyn High and Davis Elementary. Each adult ap-

Several students of the West Jefferson High Biology Class are shown dissecting a crayfish (see chart on blackboard behind) under the watchful eye of their teacher Miss Marjorie King. The intent and interested students are, left to right, Michael O'Connor, John Gremillion and Alice Stone.



Wesson Division Hunt Foods and Industries

Manufacturers of
WESSON OIL
SNOWDRIFT SHORTENING

GRETNA, LOUISIANA



"OIL FIELD SPECIALISTS SINCE 1943"

H.B. "Buster" Hughes Contractor

**24 HOUR
ANSWER SERVICE**

Dial...

366-6461

- EXPERT WELDING
- ALL TYPES OF SPUD BARGES
- OIL FIELD LABOR CREWS
- PIPELINES & CONNECTIONS
- PILE DRIVING AND
PLATFORM WORK

• OFFICE ADDRESS
2900 WHITNEY AVE., GRETNA

MAILING ADDRESS - P. O. BOX 55 HARVEY, LA.



Metairie Junior High is deservedly proud of its Choral group presented here in their public appearance garb—an imposing enthusiastic array of musical talent.

plicant is given an entrance test to determine just where they must start again and, as they attend classes, are advanced according to their progress.

This free schooling for adults of either sex (paid for from state funds) and for both white and colored between the ages of 25 and 35 appeals to all classes of people in the parish, even married women already burdened with household chores and several children. And, strange as it may seem, the number of adults now participating in this program is about equal—white and colored—the actual enrollment being 97 white and 95 Negro Adult Education students at the time this report was written.

SAFETY IS NO ACCIDENT

There is no sane person today who will dispute the fact that learning to drive carefully and competently is an absolute must for the younger generation.

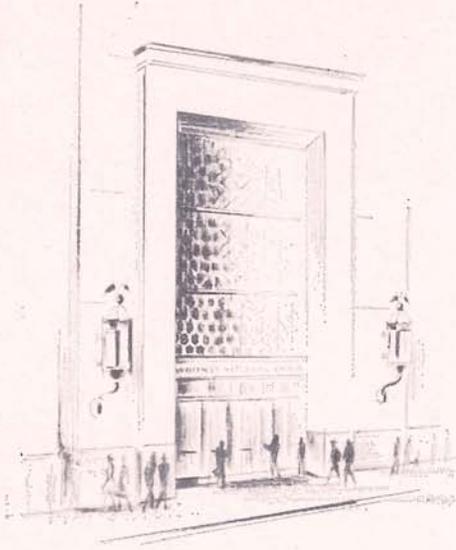
With its eye on the mounting traffic accidents Jefferson Parish was one of the first school systems in the state to adopt the National Driver Training Program.

Divided into two phases—the student trainees learn the classroom theory of safe and skilful driving first and then are given actual driving instruction in an automobile generously donated for the purpose by a prominent Jefferson Parish auto dealer.

High school students at Grand Isle eager to learn to prepare themselves for the business world. Seated, left to right, front row: Nettie Lacombe, Joan Sonnier and Alzire Barthelemy. Seated, left to right, second row: Calvin Encalade, Elson Griffin, Viola Treadaway and Ray Santiny. Standing, left to right: Leonard Bradberry, Neves Terrebonne, Jr. and Mrs. Beth Lowery, Teacher.



RE A D Y



when needed since our opening day in 1883, the Whitney has guarded the savings and served the banking needs of the New Orleans area without interruption for more than 75 years.

Whitney

NATIONAL BANK OF NEW ORLEANS

MEMBER F.D.I.C.

BOH BROS. CONSTRUCTION CO.

INCORPORATED



GENERAL CONTRACTORS



NEW ORLEANS, LA.

EDUCATION FOR THE HANDICAPPED

Those Jefferson students of school age physically handicapped or mentally retarded are given special instruction on the East Bank at Jefferson Junior High and on the West Bank at Gretna No. 1.

Enrollment for this group must, to be able to teach them satisfactorily, test to a 5½ year mental age and cannot be admitted after the age of 14. In order that every applicant may have a most thorough opportunity for education and help they are given a clinical analysis at Tulane University. This is a small group, but one that requires the utmost skill and patience of their Public School instructors.

EPILOGUE

This is a momentous and gratifying year for the Jefferson Parish Public School System. It finds itself in the final stages of the enormous and hectic construction program. It finds itself in the midst of school financing chaos around it but able to complete its 1960-61 school year commitments without money embarrassments. It finds itself in good relation with parish, parents and pupils.

It has been a good year and a progressive year. It has been a year in which it was never more proud of its student body who are proving themselves to be the kind of metal which Jefferson's most vital industry likes to mold and finish.



Judy Graythen, Junior at East Jefferson High School, was presented a bouquet of roses by Public School Officials, a plaque by the Superintendent of Public Schools and a Certificate of Merit by the Jefferson Parish President on her return from Washington, D. C. on Sunday, June 18—where she placed first in the Southeastern Regional Speech Contest of the Future Business Leaders of America. Judy had previously finished third in the National Contest, won the District Championship at Napoleonville and the State Championship at New Orleans.



Presenting a group of Congo Huts (showing the various imaginative approaches to the same subject) made by the pupils of the Fourth Grade at Bridgedale School. Left to right are Linda Black, Linda Rolato, Paul Sparkman, Louisette Sherman, Gus Trapani and Kelly Giangrosso.

ALVIN T. STUMPF, Proprietor JOHN STUMPF'S SON

Manufacturers of

STUMPF'S FAMOUS RUST-A-WAY

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 85 YEARS IN BUSINESS



MAGIC HOODOO PRODUCTS

DISINFECTANTS — INSECTICIDES — REPELLENTS — POLISHES
AND WAXES — PINE OILS — SOAPS — SANITARY SUPPLIES

AWARDED WORLD'S MEDAL

LOOK for the Stump on Every Package

Phone FOrest 1-2007

GRETNA, LA.

P. O. Box 29

MILLER REALTY CO.

Beauregard H. Miller, Jr.

Residential Lots — Commercial Tracts

Improved Properties

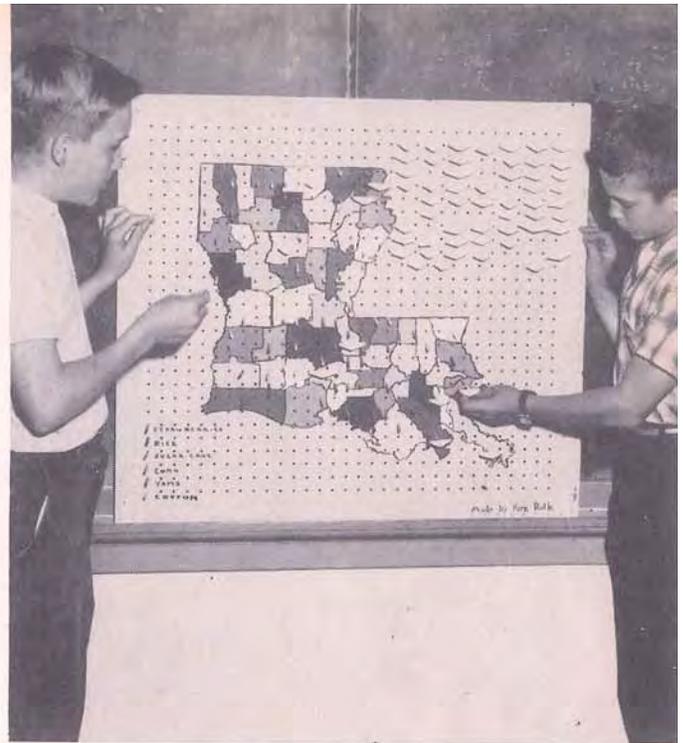
6 Gelbke Drive

FOrest 6-4907

Gretna, La.



In the Waggaman School Fourth Grade the students have prepared a sand table display, recreating aspects of the village of Hastings Mills in the early pioneer days, for the study of the mores and customs of those primitive and historic times.



Louisiana comes alive! In the 8th Grade Louisiana History Class at Kenner Junior High, Kirk D. Roth (left) prepares a pegboard project for the study of the parishes of the state and their products. He is assisted by David Gabby on the right.

BUILDING CITIZENS . . .

JEFFERSON'S MOST IMPORTANT INDUSTRY

Miss Agnes Cross, the new Guidance Counselor at West Jefferson High, is shown here interviewing student Elizabeth Booth.



These were the Pom Pom Girls of the chorus of the musicale "Flying High" produced and acted by the students of Gretna Junior High School.





- ★ LITHOGRAPHED STEEL DRUMS AND PAILS
- ★ WATER HEATERS
- ★ FLOOR FURNACES
- ★ CENTRAL AIR CONDITIONING
- ★ WATER SOFTENERS
- ★ CONSOLE HEATERS
- ★ CENTRAL WARM AIR HEATING UNITS
- ★ STORAGE TANKS

RHEEM MANUFACTURING COMPANY

4901 JEFFERSON HIGHWAY

NEW ORLEANS, LA.

OFFICES AND FACTORIES IN PRINCIPAL CITIES

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.

FREEMPORT SULPHUR COMPANY



JEFFERSON PARISH SCHOOL BOARD — MEMBERS AND OFFICERS

Seated left to right: Hon. Henry Parra, Jr., Ward 11, Grand Isle; Hon. Loney J. Autin, Ward 1, Gretna; Hon. John C. Bruning, Ward 10, East End; Hon. Wilfred J. Berthelot, Jr., Ward 5, Waggaman; Hon. Vincent Giaise, Ward 4, Marrero; Hon. Andrew J. Karst, Ward 4, Marrero; Mrs. Dorothy Herfarth, Secretary to Mr. Higgins; L. W. Higgins, Superintendent of Schools; Hon. Julius F. Hotard, President, Ward 2, Gretna; Hon. Bert LeBlanc, Vice President, Ward 4, Harvey; Hon. James H. Stevens, Ward 9, Harahan; and Mrs. John Dufrene, Ward 6, Lafitte.

Standing left to right: Hon. Emile Gennaro, Ward 8, Metairie; Hon. W. Richard White, Ward 3, Gretna; Hon. Samuel J. McGrew, Ward 8, Metairie; Hon. Leon E. Soniat, Jr., Ward 8, Metairie; Hon. John L. Sykes, Ward 7, Melvin Subdivision; Walter Schneckenburger, Assistant Superintendent of Schools; Hon. Robert J. Bourgeois, Ward 9, Harahan; Hon. Andrew Mendel, Ward 7, Camellia Garden; Paul J. Solis Assistant Superintendent of Schools; and Peter C. Bertucci, Administrative Assistant.

OWN A PRACTICAL, PROFITABLE



PHILCO-Bendix

LAUNDERCENTER

Good locations available. Complete plans for coin operated laundry and dry cleaning stores. Complete service and parts facilities. Supervision by experts assure a profitable and efficiently engineered operation.

Wire, write, call for information

Southern Laundercenter, Inc.

3651 Airline Highway

Metairie, VERNON 4-4536

M A L T E R S U P P L Y C O . , I N C .

A Complete Line of

JANITOR SUPPLIES AND INDUSTRIAL CLEANERS

M A N U F A C T U R I N G C H E M I S T S

545 Magazine St.

• New Orleans, La.

Phone

523-3548

**CRESCENT CITY
ENGRAVING CO.**

420 Camp St.
New Orleans, La.

- HALFTONES
- LABELS
- VELOX PRINTS
- COLOR PLATES
- ZINC ETCHINGS
- MAT SERVICE
- SCHOOL PUBLICATIONS



JEFFERSON PARISH 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. Emile Gennaro, member of Executive Committee.



*Education makes people easy
to lead, but difficult to
drive; easy to govern, but
impossible to enslave.*

Lord Brougham





The Port of New Orleans today, as seen from the foot of Canal Street against a backdrop of modern skyscrapers, is a far cry from the scene which dates back to the 1880's and shows

1682

By VERDUN DASTE



THE

Muskrats slithered through the swamps and long-legged herons, flushed from hiding by the strange sounds flapped away nosily when Robert Cavellier, Sieur de La Salle, in the spring of 1682 first set foot at a point on the Mississippi River which is now New Orleans. Bienville, who camped on the same spot in 1699 and liked the site sufficiently to return in 1718 to establish the first settlement, was also greeted by the sounds so characteristic of the Mississippi delta country.

Both men sought the same thing — an outlet to the sea from the midcontinent. One, La Salle, was an explorer and moved on. The other, Jean Baptiste Le Moyne, Sieur de Bienville, was a settler and remained. Probably neither man realized the full impact of his discovery. One with the wildest of dreams couldn't have predicted the development that is the Port of New Orleans today.

After all, who can say what passes through the mind of an explorer, such as La Salle, when he discovers that a river spawned almost 2500 miles northward, and fed by other rivers and

streams that drain the whole center of today's continental United States, could be reached from the sea by ships which could dock on the mainland beyond the marshes?

History doesn't chart, with any degree of credibility, the centuries which came before La Salle and Bienville, when North American Indians traded animal skins for European goods with adventuresome mariners who likewise found their way up the father of rivers to New Orleans. The Creator did his work well, and the men of the riverfront at New Orleans today prosper because their predecessors discovered, settled, created, expanded and modernized a world port at possibly the most logical site on the entire continent. Situated as it is at the bottom of a funnel created by the rivers which drain and carry waterborne commerce from the world's greatest productive valley, this port offers the natural and man-made features most sought after by the shipping world.

Its inland water transport over a network of some 16,000 miles of commer-



the riverfront adjacent to the French Quarter. Oldtimers might recognize the sugar sheds in foreground of the historic photo, which is from the Leonard V. Huber collection.

PORT 1961

cially navigable waterways taps the trade of two dozen of the original 48 states and Canada, and extends to Pittsburgh on the Ohio River, Chicago on the Great Lakes, Minneapolis and St. Paul on the Mississippi, and Kansas City and Omaha in the great western plains. Its position at the halfway mark of the Gulf Intracoastal Waterway which extends from the Rio Grande at the Mexican border on the West to the western coast of Florida on the East affords common and contract barge carriers a natural transfer point that is unmatched by any other port in the nation. So heavily traveled is this waterway at New Orleans that only the Panama and Suez Canals approach it in tonnage carried.

The abundance of water — equal to the entire consumption of the United States — is of major importance to industry as well as to shipping, and the relationship of the two is well illustrated at New Orleans and Jefferson, where factories line even more miles of river and canals than do wharves.

Climate is mild, and both industry

and shipping enjoy 12-month operations. In fact, only the northernmost reaches of the Mississippi Valley's rivers are affected by winter freezing. Bienville's early settlers — most of whom were Canadians accustomed to winter hardships — quickly noted this. Their principal problem was drainage, due to the flat topography and heavy rainfall.

By capitalizing on these and other natural advantages, man has contributed tremendously to the physical plant that is New Orleans and its port. He solved the flood and drainage problem by building levees and spillways, and by installing and operating underground drainage systems capable of nullifying the very roughest offerings of nature.

Complementing each other are rail and highway systems fanning out in all directions to the north, west and east. Eight major railroads having terminals at New Orleans offer shippers excellent, fast freight service to and from the port to anywhere in the United States. No

(Continued on Page 197)

WHITCO

CHEMICAL COMPANY, INC.

BOX 149
GRETNA, LOUISIANA

"A Friendly Bank in a Friendly Community"

GUARANTY BANK AND TRUST CO.

MAIN OFFICE

905 FOURTH STREET, GRETNA

EXPRESSWAY OFFICE

4600 WEST BANK EXPRESSWAY, MARRERO

Member Federal Deposit Insurance Corporation

EAST

END

PHONE
282-9306



PHONE
288-4411

JEFFERSON PARISH

NEW ORLEANS, LA.

J. C. COLLINS, DISTRIBUTOR

SHELL OIL COMPANY

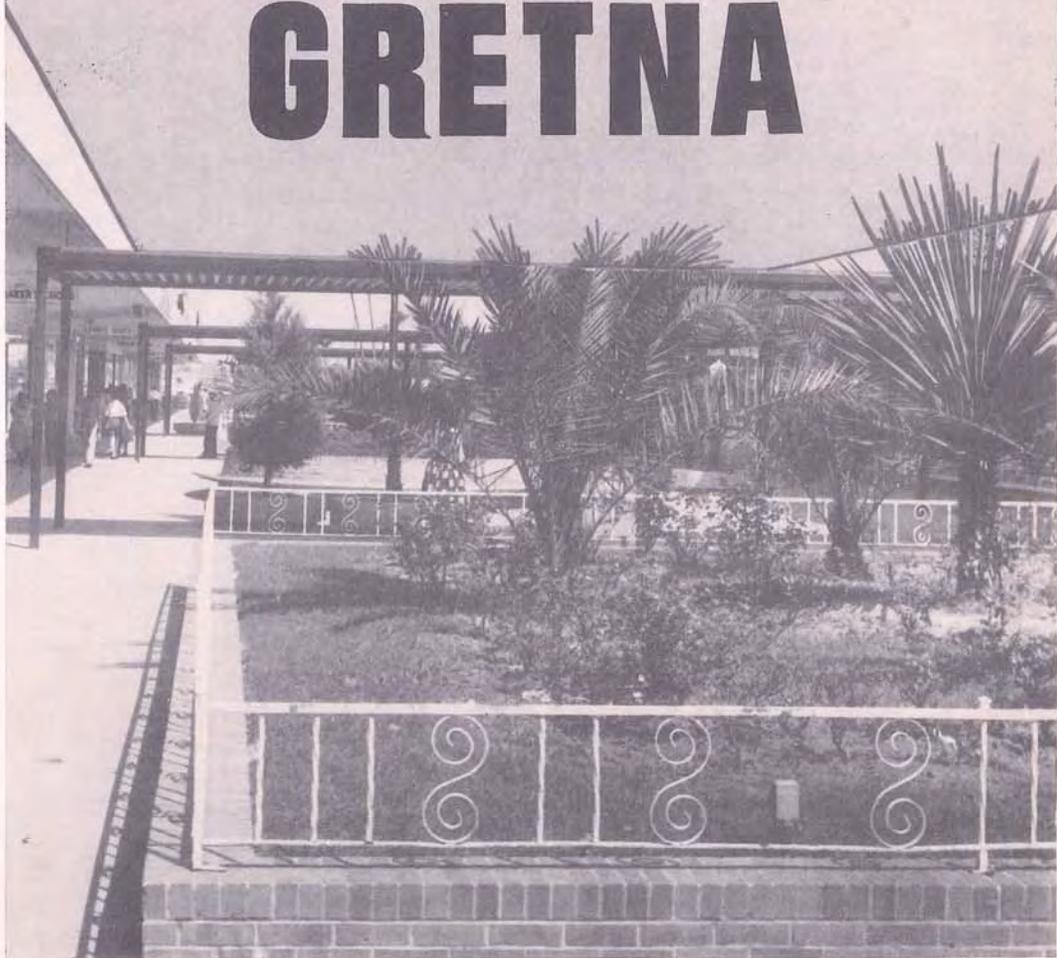
ALSO GOODYEAR TIRES AND BATTERIES

P. O. Box 22

Westwego, La.

UNiversity 6-5354

THE GROWTH OF GRETNA



Planted with many rare and exotic flowers, trees and shrubs (including palms from India) is this Mall of the \$32 million Gretna West Side Shopping Center on the West Bank Expressway.



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; Beau-regard Miller, City Marshal and Chief of Police Department; Julius F. Hotard, City Clerk; and Andrew Kraus, City Treasurer.

By William J. White, Mayor of Gretna

We are not exaggerating when we say that Gretna has advanced faster and farther in the last three years than in all the previous decades of its existence since this oldest city in Jefferson Parish became its permanent seat of government in 1884.

The 1960 unofficial census of 21,841 (with more to be added now a year later) was a 50% increase over the 1950 population figure—a great deal of which has been added since that red letter day of April 1858 when the new Mississippi River Bridge began pouring its daily thousands across the river both ways, and promptly put Gretna, the banking, business, manufacturing and service center of the West Bank, within 10 minutes of downtown New Orleans . . . and, in combination with the new West Bank Expressway encircling the city, opened in Gretna's suburbs a vast new land area of home sites for builders from both sides of the river.

Who would have believed that those long idle acres south of the West Bank expressway and within the city limits, considered valuable only for hunting

not too many years ago, would so soon be the setting for \$35,000 to \$65,000 homes? The three present subdivisions south of the Expressway (including Terrytown) have provided improved lots for 10,000 new residences . . . and Garden Park, which was the largest and most valuable subdivision on the West Bank when it was opened in 1947, has recently added Garden Park Extensions No. 1 and No. 2, plus the West-lawn subdivision for modern homes.

The \$65 million Mississippi River Bridge, with 2,000 feet of its western approach within Gretna's city limits, began pouring not only people but opportunities and obligations into the parish capital—opportunities to grow and expand rapidly and obligations to provide the means and facilities for that expansion and growth—chief among them being sewerage, water, fire protection, paving of streets and additional recreational facilities for its increasing tot to teen age population—obligations which we will point out have been recognized and met as rapidly as careful planning and city finances would permit.

**ONLY INCORPORATED MUNICIPALITY
IN THE PARISH WITH COMPLETE
MODERN SEWERAGE SYSTEM**

We are proud of our sewerage construction record. In 1958, the same year the Bridge and its approaches made Gretna easily accessible to both banks of the river, the city officials realized that it was going to both expand and grow at an accelerated speed. So, a feasible and practical sewerage construction program was prepared and the property owner voters approved an \$846,000 ad valorem bond issue for the immediate expansion of the Gretna sewerage system throughout the city. That obligation has been met—that job done in March of 1960. Fifteen miles of lateral and trunk lines were constructed, plus two miles of force mains. Seven sewerage pumping stations now serve Gretna, the newest one only a little over a year old.

Any new subdivision opened up will also be served with sewerage, as all property developers are now required by law to provide sewerage, sub-surface drainage, water and paving.

ENTIRE CITY PIPED FOR WATER

Actually Gretna furnishes potable water to some unincorporated areas on

the West Bank in addition to the city itself.

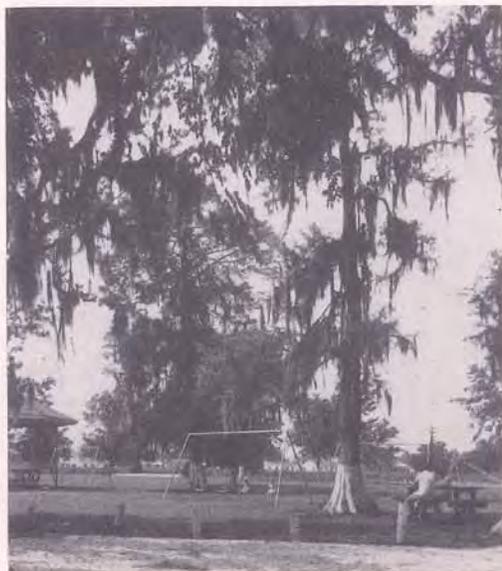
Just this last year of 1960 the Gretna Water Department completely replaced its water plant filter system that had been in use since 1939 at a cost of \$17,000. The project consisted of taking out all the old gravel and replacing with new on a new vitrified clay bottom.

Gretna's Water Department is now capable of handling a substantial increase in population, because its four 500 gallon a minute modernized filters can purify for both consumption and fire protection 2,000 gallons of river water a minute.

**NEW FIRE STATION FOR PROTECTION
OF EXPANDING SUBURB SOUTH**

Gretna is efficiently protected by its five strategically located Volunteer Fire Stations: The David Crockett Fire Company No. 1 (established in 1841 and the oldest active volunteer fire company in the United States); the David Crockett Substation No. 1 at Lafayette and 12th; the David Crockett Substation No. 2 on Hancock Street; the Gould Fire Company No. 1 at Anson and Jefferson; and the new Gould Fire Company station No. 2 on Gretna Boulevard.

A scenic view of the popular Mel Ott Park (formerly Gretna City Park) one of Gretna's most attractive spots.



The West Bank Expressway, that is turning Gretna into a metropolis, shown as it leaves the Mississippi River Bridge.





Among the civic and church leaders who were present at the Parish House dedication ceremonies on Jan. 8, 1961, of the Salem Lutheran Church were (left to right) Mayor Wm. J. White of Gretna, Rev. Eugene Schmidt, pastor of Salem Lutheran Church; Richard A. Thalheim, Paul G. Cherbonnier and Howard Kleinpeter.



The West Side Shopping Center branch of the First National Bank of Jefferson Parish located in Gretna and the oldest bank in the parish. It has branches also in Westwego and Lakeside Shopping Center.

This new Gretna Boulevard Station was planned and constructed through the efforts of the Gould Volunteer Fire Company No. 2 building committee, cost \$38,000 and was formally dedicated in March of 1960.

It houses two engines, both Seagrave Pumpers, one with a 500 gallon capacity and the other with a 1000 gallon capacity. This station protects the New Gretna residential area south of the West Bank Expressway.

Gretna is proud of its efficient five fire stations, all built or renovated by their volunteer fire companies. These five stations provide not only excellent fire protection facilities, but also low fire insurance rates for Gretna property owners.

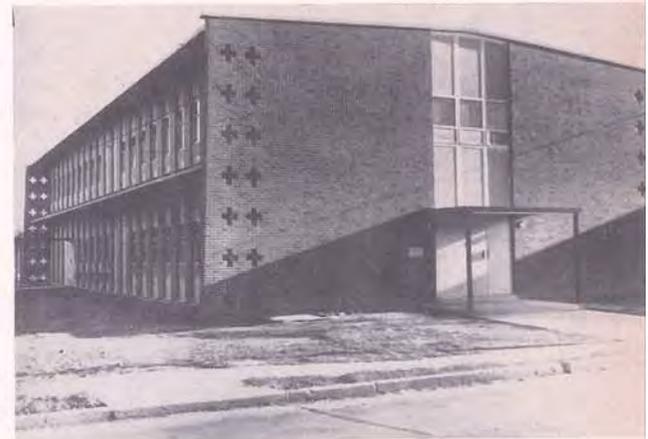
TREMENDOUS PAVING PROGRAM IN PROGRESS

There is an old axiom that if you wish to determine the civic aggressiveness and progressiveness of a community just travel its streets. Gretna, realizing it is heading for metropolitan status, has entered into a city wide street improvement program that will cost approximately \$790,000 and which it plans to complete before the end of 1961.

The following sixteen streets have been or will be paved under this project 611-R: Lafayette Avenue, 20 feet wide from 27th to Mason; Milton Street, 26 feet wide from Hancock to Expressway; Dolhonde Street, 30 feet wide from First to Expressway; Derbigny Street, 30 feet wide from First to Expressway; Newton Street, 24 to 26 feet wide from First to Expressway; Milton Street, 30 feet wide from Hancock to Franklin Avenue; Fried Street, 24 to 26 feet wide from Sixth to Expressway; Sixth Street, 24 feet wide from Huey P. Long Avenue to Gulf Drive; Seventh Street, 24 feet wide from Weyer to Dolhonde; Van Trump Street, 30 feet wide from Franklin to Hancock; Seventh Street, 24 feet wide from Amelia to Evergreen; Ninth Street, 24 to 26 feet wide from Dolhonde to Governor Hall; Eleventh Street, 24 to 26 feet wide from Gulf



This new home on Marie Street is representative of the steadily increasing amount of new houses being built and bought by Gretna residents.



Top: The new \$132,000 Parish House at Amelia and Fourth of the Salem Lutheran Church in Gretna, which is the oldest Protestant Congregation in Jefferson Parish, having been established 90 years ago.



A new section of paving with subsurface drainage in Gretna—a part of the huge \$790,000 city wide street improvement program now going on and scheduled to be completed by the end of 1961.



Left: The newly completed white swimming pool (capacity 900 swimmers) at Mel Ott Park and (right) the almost completed colored swimming pool (capacity 400 swimmers) on Gretna Boulevard. Financed by a \$300,000 appropriation approved by Gretna voters in 1958, both pools are equipped with underwater lights and flanked by dressing rooms, showers, toilets and first aid station. The larger white pool will circulate a half million gallons of water every eight hours.



The historic Old Court House of Gretna, now being remodeled and renovated for its new identity in the near future as the Gretna City Hall.

Drive to Holly; Tenth Street, 24 to 26 feet wide from Amelia Avenue to Governor Hall; Porter Street, 30 feet wide from Hancock to Stumpf Boulevard; and Romain Street, 26 feet wide.

GRETNA'S GREAT WHITE WAY

Back there in 1958 when the Bridge opened and all this civic impetus got under way, the citizens of Gretna 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, for the city, a \$125,000 street lighting program.

Of the streets equipped with 400 watt improved 20,000 lumen mercury vapor seal lights—Huey P. Long Avenue, Fourth and Fifth Streets, Lafayette and Franklin Avenues—it is Franklin Avenue that most dramatically symbolized the modern Gretna at night. Its brilliantly lighted length seems to

merge and join with the Mississippi River Bridge lights. For that reason this heavily traveled feeder street from and to the West Bank Expressway has become known as Gretna's Great White Way.

EMPHASIS IS ON RECREATION

In 1958 Gretna approved the expenditure of \$300,000 for two new city swimming pools, one for white and one for colored. Both of these have been completed so they are available for use this summer.

The White pool at Mel Ott Park will accommodate 900 swimmers, is divided into swimming and diving areas and is equipped with underwater lights. Its half million gallons of water are circulated and purified through sand and gravel. The bath house has adequate dressing rooms, showers and toilets with a first aid station in the pool area. It is the fourth largest swimming pool in the New Orleans area.

Pictured below is Gretna's new United Church of Christ in Derbes Park.



The swimming pool for colored people at Gretna Park has all the same characteristics and facilities, with a smaller capacity of 400 swimmers.

NEW FACILITIES AT MEL OTT PARK

A few years ago when the city purchased its incinerator property it acquired a piece of land that was transformed into what was called Gretna City Park. Recently renamed Mel Ott Park, in honor of Gretna's famous big league baseball player (with whom the writer used to play third base on the high school team) it has become Gretna's most popular recreation spot.

To its beautiful park area under the trees have been added, in addition to the large white swimming pool, a new baseball diamond, a wading pool, barbecue pits, swings and a bandstand where the David Walter Wiedman Post No. 64 American Legion Band gives frequent concerts.

Also, for Gretna's many additional families (60 new homes were built in Gretna last year) the McDonoghville Playground has been made a new public recreational facility.

POLICE FORCE ADDS POLICE DOG

Indicative of the metropolitan trend of Gretna, its police department, under Chief Beauregard Miller, has acquired its first K-9, a German Sheperd weighing 98 pounds and named "King." Trained to track and corner criminals until police officers can arrive, King can run 35 miles an hour, climb fences up to 9 feet and track and trail like a bloodhound.

Incidentally, in spite of its rapid growth and increasing population the Gretna Police Department proudly points to the city's low crime rate and its record of no unsolved murders on the books.

NEW LOCATION FOR CITY HALL

The City of Gretna has leased from the Parish of Jefferson the Old Court House for the nominal sum of \$10 a month. This building has been unoccu-

pied since the parish government moved into the nearby new Court House, the first all glass structure in the South and the tallest building on the West Bank of the Mississippi south of St. Louis.

The old Court House will be renovated and remodeled by the City of Gretna and will shortly become the Gretna City Hall. The old court room will be set aside as a public meeting place for civic, social and business groups upon application and reservation.

Historically and geographically the building is ideal for the City Hall. The old Court House is not only located in the business heart of Gretna, it occupies a site of the original Destrehan plantation, part of which became the village of Mechanickham, which later combined and merged with McDonoghville becoming the city now called Gretna.

GARBAGE COLLECTION EXPANDED

For years Gretna has provided city-wide garbage collection at no extra cost to the homes and businesses served. Gretna folks are so familiar and used to this service that the recent expansion of the collection to three times a week has been taken almost for granted. But nevertheless it is another indication of Gretna's growth.

All this you have just read are most of the major accomplishments of growing Gretna during the last three hectic years of progress. These do not include the projects in the planning stage or in the dreaming stage.

For we have big plans for Greater Gretna—one of which is the proposal to the Dock Board that it build its \$14 million dollar wharf on the Greater Gretna side, a move which would benefit the entire Port of New Orleans, both West and East Banks, and would provide additional jobs for Gretna and Jefferson Parish.

Next year, in this same space in this same publication, we'll bring you up to date again with the Capital City of Jefferson Parish, the Metropolis of the West Bank.



From left seated: Ray S. Dupepe, Alderman; Mrs. Hilda Clement, Clerk; Philomene Paasch, Secretary-Treasurer; Joseph S. Maggiore, Sr., Mayor; Michael J. Damiano, Mayor Pro-Tem and Alderman; Mrs. Betty Celestin, Clerk; and Mrs. Lena Mae Marino, Tax Collector. Standing left to right: Thomas LeBlanc, Alderman; O Neal C. Legendre, Jr., Attorney; E. G. Roessle, Engineer; Wm. R. Mancuso, Alderman; James A. Hollingsworth, Electrical and Building Inspector; and Edward J. D'Gerolamo, Alderman.

KEEP YOUR EYE ON KENNER

By Mayor Joseph S. Maggiore, Sr.

This Jefferson Parish East Bank city has more than tripled its population in the last ten years (5535 people in 1950, and 17,037 going into 1961) . . . it is now the 13th largest city in the state . . . last year, in proportion to its size, it led all the cities of the United States in the number of new homes built . . . and gives every indication of maintaining, even accelerating its pace in the critical Sixties.

IT HAS THE LOCATION — Straddling the traffic teeming Airline Highway it is constantly under the appraising scrutiny of the daily thousands of visitors, vacationers, business men and VIPs that travel to and from the State Capital at Baton Rouge, and the midcontinent heart of the nation. Plus the more than a million air passengers a year that pass through Moisant International Airport within Kenner's city limits.

It is strategically placed to provide homesites within minutes of downtown New Orleans for the rapidly expanding populations of Jefferson Parish and the Greater New Orleans area.

IT HAS THE LAND TO EXPAND — Kenner still possesses nearly half of its corporate area yet undeveloped, north of the airport between the vital Veterans Memorial Highway and the route of the Interstate Highway and the Lake, in which to welcome future subdivisions, homesites, shopping centers, recreation areas and business sites.

IT HAS THE LEADERS — The officials of the city, backed by the civic

leaders and the hard working and forward looking seven member Kenner Planning and Zoning Commission, are steadily planning and preparing, as fast as finances will permit, for a modern city of 30,000 people which, on the basis of its present growth should be reached around 1965. As an example, Kenner last year, spearheaded by this leadership, spent more than a half million dollars on street paving with city and property owner cooperation. Most of this new paving occurred in the northern part of the city in the Green Lawn area.

Because of its rapid physical expansion and new subdivisions, and because Kenner intends to have a uniform and beautiful city, not a haphazard one, it has recently adopted a long range Street Plan prepared by a responsible firm of consulting engineers. This long range plan provides for attractive city parkways as well as a lakeshore parkway on Kenner's Pontchartrain lakefront.

Further indication of Kenner's progressive civic attitude is the fact that the City of Kenner, along with New Orleans, has had Motor Vehicle Inspection two years before the rest of the State of Louisiana, which recently legislated this service into a law effective January 1961, but with several months leeway in which to establish responsible checking stations. During 1960 Kenner's revenue from its Motor Vehicle Inspection amounted to \$5,262, which was utilized to help finance Kenner's expanding Recreation Program.

The January 1961 rejection at the



Sketch by Oubre and Wagner, Architects, of the Educational Building, now under construction, of Kenner's First Baptist Church. While modern in every respect the building retains many of the features of traditional New Orleans architecture. This Educational Building is the second unit of a four building program begun several years ago by the church.



Kenner Town Marshal Fred Roth, top row, fourth from left, is pictured with Kenner's 17-man police force on the steps of the City Hall.



The Kenner Funeral Home of L. A. Muhleisen and Son, who back in 1948 established the first funeral home in East Jefferson at Metairie, and who followed it with this beautiful building on Williams Boulevard near the Veterans Highway in 1959. Its two large carpeted, air-conditioned parlors are paneled in mahogany and illuminated by soft indirect fluorescent lighting, attractive Colonial design is one of growing Kenner's beauty spots.

polls of Kenner's proposed \$775,000 Sewerage Bond Issue is no reflection on the city's progressive spirit. It was a disappointment but only a temporary setback. The slim margin of 35 votes by which the Bond Issue was lost shows that a solid block of Kenner's property owner voters are in favor of taxing themselves for a modern, sanitary and healthy city, eliminating the outmoded septic tanks which, because of the rapid population of vacant land which normally soak up the liquid discharge, are becoming hazardous. It was a delay rather than a defeat and the City officials may submit this sewerage problem to the people of Kenner again before the year is out.

Aggressive and progressive Kenner also operates its own Department of Regulatory Inspections and the 1960 report of its operations reveals that its home building leadership and its population growth were because of wise planning. To a total valuation of over \$3 million Kenner built 299 new homes in 1960.

In fact, new building activity is the front page news of Kenner for 1961 and the first and foremost headline was the recently announced gigantic University City development between the Lake Front and the Interstate Highway. This outstanding subdivision of strictly zoned areas is shaped like a horseshoe curving around the new Loyola University property recently purchased in Kenner, and which is the inspiration for the subdivision's name.

In University City will be built hundreds of fine new homes, none on lots smaller than 2000 square feet. There are sites set aside for churches, schools, recreation parks, shopping centers and business areas.

In addition to this spectacular University City development in Kenner which is attracting statewide attention, two other new subdivisions have recently broken ground in Kenner. One to be developed by the Madison Construction Company will provide around 325 homesites, while the other by the South Tex Construction Company will offer sites for 176 more. These two subdivisions, although smaller than University City, should by themselves add another 500 new homes to Kenner within a year.

Symbolic of Kenner's tremendous residential growth is the new Educational Building now under construction at the First Baptist Church in Kenner. This is the second phase of a master



The signing of the historic agreement that brings Loyola University to Kenner. Seated, left to right: J. Edgar Monroe, donor of the tract of land in Kenner to Loyola of the South; Rev. W. Patrick Donnelly, S.J., President of Loyola, accepting the land; and J. Folse Roy, realtor. Standing left to right: Chris A. Lockbaum, chairman, Kenner Planning and Zoning Commission; George J. Ackel, Jefferson Parish Third District Councilman; Joseph S. Maggiore, Sr., Mayor of the City of Kenner; Michael J. Damiano, Edward J. D'Gerolamo, and Thomas LeBlanc, City of Kenner Aldermen.

plan involving four buildings, the first of which was built several years ago and the latter two to be built following the present \$107,000 project which will be completed this summer. The total cost of all four units will approach a half million dollars when completed.

To further indicate community growth the Sunday School enrollment of this First Baptist Church has increased from around 306 in 1956 to an average of 600 in 1961.

A final indication is the fact that bus service called the "Kenner Loop" started operation on April first.

NEW PARK PLANNED

During the summer months Kenner's city wide Recreational Program is supervised by 12 paid directors and assistants both white and colored. This year plans are going ahead to employ a full time year round Recreational Director.

The Kenner annual Recreational Budget was substantially increased last year (a move made possible by mounting revenue from the city wide Brake Inspection Program) and 1961 will see the start on the construction of a Recreation Park on city owned land back of the City Hall.

NEW FIRE FIGHTING PROTECTION

Last year this report stated that three new model pumpers, completely equipped including short wave radio, had been added to the Kenner Fire Department, and that a training course in first aid and emergency crash technique had been established for the Fire Laddies.

This year — as the City Council re-

cently passed and approved — will see the erection of a new modern Fire Station to cost around \$25,000 and to replace the old original Fire Station on Worth Street. This will be a modern one engine station which, when completed around early Fall, together with Kenner's other Fire Station, new equipment and able fire fighters, will provide Kenner's property owners and expanding residential areas with the finest fire protection of any city its size.

KENNER IS ALSO WELL GUARDED

Proud of its responsibility for behavior at Moisant International Airport Kenner has policemen on the rolls for airport duty plus a force that serves the City of Kenner itself — a total of 17 able police officers all under Marshal Fred Roth.

Moisant Airport is in the heart of Kenner — handles 1,300,000 air passengers a year and has a \$3 million a year payroll which substantially contributes to the economy of the city.

Across from Moisant Airport and also in Kenner is the beautiful 300 room Hilton Inn, which is, incidentally, the first Hilton operation in the Deep South and which provides for Kenner's visitors the last word in modern traveling accommodation.

Kenner's pulsing progress is evident on every street. Its problems are not so self evident, but the city's leaders are aware of them and are solving them by planning well, preparing its programs carefully and persistently pushing ahead — toward that 30,000 population in 1965.



From left seated: James Alexis, Alderman; Clinton Cressionne, Alderman; Thomas F. Donelon, Mayor; Lillian Bourg, Clerk. From left standing: Roy Geoghegan, Alderman and Mayor Pro-tem; J. Hugh Martin, Attorney; E. Landry, Murphy, Alderman; John Coutrado, Marshal. Absent was Lloyd B. Marshall, Alderman.

Highway Happy Harahan

By Mayor T. F. Donelon

Now finished and functioning, the new concrete segment of Jefferson Highway curving through the business heart of Harahan has given a new look and a new lilt to this busy, bustling little city that so recently topped the 10,000 population mark.

In preparation for this sleek and smooth 4-lane "Main Street" Boulevard—that would boost its business traffic, serve its commuter residents and stimulate its flow of tourists—Harahan has for several years been working on the project of covering over 15,000 feet of open ditches.

And now that the highway is a "fait accompli" nine Harahan Garden Clubs have combined their forces under the direction of Mrs. W. D. Womack, Jr., in a 1961 Program of City Beautification. Assisted by the city maintenance crew these ladies will plant flowers and shrubs in the new highway neutral ground, around the new Municipal Building and other likely spots throughout the city.

Inspired by their new business boulevard already several of the merchants flanking it have face lifted and modernized their store fronts. And the city itself repeated this spring the highly successful Clean Up, Fix Up and Paint Up Campaign instituted in 1959 when Har-

ahan residents cleared out fence corners, tore down unsightly sheds and outbuildings and removed trash, keeping two city trash trucks busy for seven days.

When the Post Office, City Hall and Central Fire Station move into the new \$160,000 Municipal Building mentioned above and which will be ready for occupancy the middle of 1961, the present Post Office building will be reconditioned and redecorated and will become the Marshal's office, City Jail and headquarters for the seven full-time patrolmen and the two 2-man, 24-hour-a-day radio equipped squad cars comprising Harahan's Police Force.

Harahan is now completing a proposed Sewerage Plan that will be submitted to the people around the middle of the year for its approval of a necessary Bond Issue. As rapidly as finances will allow Harahan is moving forward on its program of eventually blacktopping all its city streets, and last year tripled its road maintenance crew responsible for keeping all of Harahan's streets in good condition.

More than ever the new highway strengthens Harahan's fame as the City of Homes. It speeds and smooths the work going and homecoming of those who have a business or employment in New Orleans only five automobile miles

away but who have established their home in Harahan to enjoy its "city in the country" atmosphere.

Still maintaining its pace of over a hundred new homes a year, 1961 welcomes two new subdivisions. The J. O. Kuebel Subdivision, at the corner of O. K. Avenue and the new Jefferson Highway, will complete about 85 new homes sometime this year. And the Imperial Woods Subdivision, opened in 1960 off the Jefferson Highway near the St. Rita Catholic Church and School, will reach its full expansion this year of 25 new homes in the \$25,000 to \$35,000 class.

Harahan's 1960 Recreation Program in its three playgrounds (the three block area Zeringue Playground for children under 12, the Royland Playground also for children under 12 and the night lighted large Soniat Playground for children of all ages) was by far the most successful and popular of any year heretofore. Approximately 1000 children participated in the various sports offered—baseball, football, softball, badminton and archery.

This year of 1961 promises to exceed the success of 1960. The summer program will add two new tennis courts to the Soniat Playground, plus a program of free golf instruction supervised by a professional and which will include a putting green and driving range.

Although Harahan contains no major industries within its city limits, which is the basis of its claim as a residential city, it adjoins the booming Harahan Industrial Area which contains over two dozen industrial plants and warehouses, where so many of Harahan's comfortable home owners have steady, lucrative jobs.

In this Industrial Area this year, in addition to the Firestone Plant, the long awaited Anheuser-Busch facility was dedicated early in February. This half



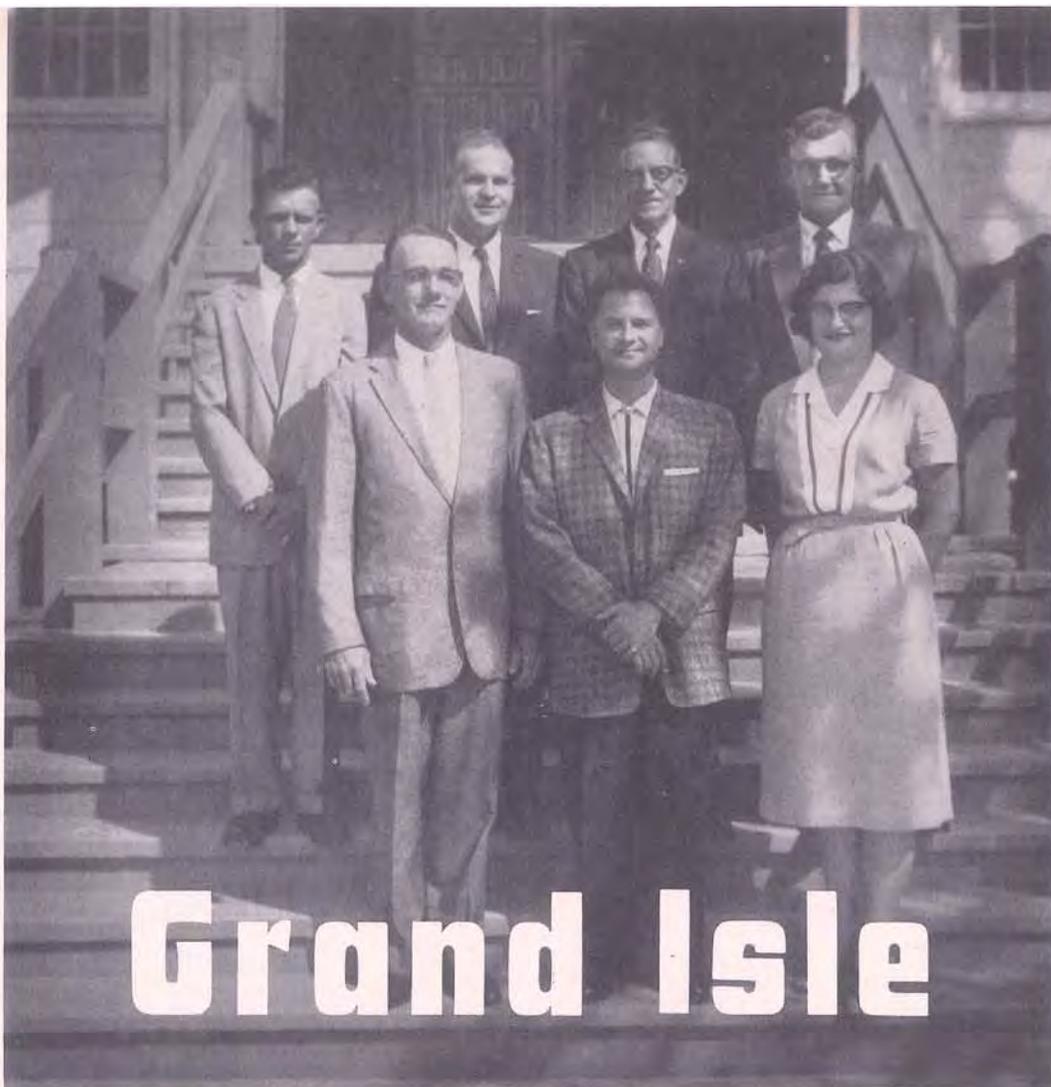
Dedicated in February was this new Anheuser-Busch Table Syrup Plant located on a six acre tract in suburban Harahan. Its complete line of syrups are sold in food stores in 19 states in the South, Mid-West and West Coast areas.

million dollar plant includes a modern table syrup manufacturing area, warehousing and cold storage areas, offices and bakery products distribution facilities. Its employees now number around 60, many of them Harahan residents.

This rapidly growing Jefferson Parish city which has almost tripled its population since 1950 offers many advantages to its citizens: Home sites with roomy yards and ample community recreational facilities for raising happy and healthy children; the popular Colonial Country Club and Golf Course; fine schools and churches; the new bowling center; next door to one of Jefferson's most concentrated industrial areas providing nearby jobs for Harahan's homeowners; close enough to New Orleans to enjoy its entertainment and far enough to be out of its hectic city clamor; a loyal citizenry that backs its civic projects and progress; a hard working body of city officials striving for Harahan's growth and prosperity; ample police and fire protection—and now the new highway that gives it an attractive front window behind which to display its advantages.



The new \$145,000 Harahan Municipal Building on Oak Street between First and Second to be completed in November, 1961. The extreme left end will be leased to the government as the Harahan Branch, U. S. Post Office. The central and main area will contain the Mayor's office, the Council Chamber and the Clerk's office. To the middle right is the new Fire Station and to the extreme right is the present Post Office which will be remodeled into the City Jail and Office of the Marshal.



JEFFERSON'S NEWEST MUNICIPALITY ... A SPORTSMAN'S PARADISE

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 J. Acosta, Alderman Ward Two.

By Mayor Michael A. Harris

This eight mile long and three quarters of a mile wide bit of subtropical paradise at the Gulf of Mexico end of Jefferson Parish — already recognized as among the top ten sport fishing spots of the world and one of the finest surf swimming, skin-diving, and saltwater recreational areas in the nation — is now, combined with the mainland community of Cheniere Caminada, an incorporated municipality, a town whose

newly minted officials and citizens are dedicated toward making it a "Grander Isle."

In its short existence of two years the Town of Grand Isle has already created a Planning Commission whose purpose is to blueprint the beautifying of Grand Isle and the coordination of its improvement projects, which commission has applied for matching funds to create a \$20,000 Planning Budget. It has also created a Committee for the promotion of tourism on Grand Isle, part of which promotion is the purchase of advertisements in publications to exploit its recreational assets.

It has set up a Civil Defense program for the safety of its people should the emergency arise, and has over the past year applied, received approval of and purchased a radio communications sys-



A scenic view of Grand Isle's famous 8 mile long beach, Louisiana's only saltwater surf bathing beach accessible by roads.

tem to facilitate any necessary action found suddenly necessary in any occurrence of an emergency nature.

Civically, in that short two year period, Grand Isle has installed an improved lighting system which included the establishment of badly needed street lights in many locations, both for convenience as well as for the safety of the people and their property.

Grand Isle has acquired a tank semi-trailer for the public transportation of water should another such drought hit the island as was experienced during the town's first year of existence.

A new garbage dumping site, away from residential, business or recreational areas has been constructed; as well as cooperating with the Junior Police Patrol in keeping illegal dumping and littering to a minimum, which includes the posting of anti-littering signs.

The Town of Grand Isle has also alleviated the hazardous boat traffic conditions under the Caminada Bay bridge by making known the condition to the State Department of Highways; and has enlisted the state's cooperation in the digging of drainage ditches to forestall inundation of the Island's main highway, together with work being done on other drainage ditches throughout the Island to prevent flooding of other roadways. In this connection the Town purchased a pickup truck for the transportation of culverts, and to be used in the Island maintenance work in general, such as extending, connecting and repairing neglected streets. Also purchased was a heavy duty tractor for the transportation of the previously mentioned water tank and other heavy equipment. We are coordinating efforts of the Town officials and the

Department of Public Works to fill in eroded areas on the beach.

During the summer of 1960 the mosquito fogging machine, supplied, manned and maintained by the Town was a great boom to the Island's residents and its many visitors.

In its determination to eliminate juvenile delinquency the Town of Grand Isle has expressed itself as being willing to participate in the upkeep and management of a Teenage Center if one of the Island's Civic Clubs will sponsor the project.

Town government and the cooperation of Town Hall have made it possible for Grand Islanders to receive their automobile license plates each year locally; their hunting licenses and the motor vehicle forms most used by the State are available at Town Hall to accommodate the residents.

Since its inception the Town officials have passed 43 ordinances, all designed for the improvement, protection, progress and beautification of Grand Isle, among which were the necessary ordinances to permit the town to collect the cigarette tax from the state, which currently amounts to about \$1,000 a month.

These projects and plans are proof positive that here is a new town which everybody concerned is determined shall be the neatest, tidiest, most progressive town of its size in Louisiana. Give it a little more time to mature as a municipality and it will take on more projects.



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

**FIRST
NATIONAL
MORTGAGE
CORPORATION**

•
FHA
CONVENTIONAL
COMMERCIAL
•

MARITIME BUILDING
New Orleans, La.
529-5581
•

1412 Florida St.
Baton Rouge, La.
DI 4-0328

Successor to
MILLER MORTGAGE CO., INC.

**LAKE
RAMBLER
SALES, INC.**



2801 Causeway Blvd.
at Veterans Highway
METAIRIE

Telephone VE 4-4527



CRUISE INTO THE PAST

Show Your Out-of-Town Guests
The Bayou Country
Have A Unique Sales Meeting
or Private Party

ABOARD

VOYAGEUR

LOUISIANA CRUISES, INC.

FO - 7 - 1400

**Original
Bruning's
Restaurant**

LAKE FOOD
AT ITS BEST

ON LAKE
PONTCHARTRAIN

East End
Jefferson Parish

West End Park
New Orleans



Left, West Bank Council officers meet to discuss future plans and projects. Seated, left to right, are Robert W. Jones, 1961 chairman, and James P. Pitts, outgoing 1960 chairman. Standing, left to right, are Charles Macaulay, Council manager; George B. Neilson, second vice-chairman, and Frank A. M. Williams, first vice-chairman. Right: Pictured at the opening of the East Bank Office this spring are Chas. Macauley, Office Manager; C. J. Dufau, Chairman, East Bank Council, and W. M. Turner, President of the Chamber of Commerce.

Helping Jefferson Grow!

The East Bank and West Bank Councils of the Chamber of Commerce of the New Orleans Area were formed during the decade of the 1950's as a direct result of the rapid industrial, commercial and residential development of the areas adjacent to Orleans Parish.

West Bank Council

The first Council, the West Bank, was founded in 1951 following a reorganization of the New Orleans Association of Commerce, which changed its name to the Chamber of Commerce of the New Orleans Area, and simultaneously broadened its scope to promote development of the entire adjacent region.

The West Bank Council's area of interest includes, generally, those portions of Jefferson, Orleans and Plaquemines parishes which lie on the West Bank of the Mississippi River. It was felt that both the problems and opportunities presented by this region differed in many respects from those of East Bank Orleans Parish, and could best be ap-

proached by business and professional people who resided or had substantial business interests in this area.

Consequently, the West Bank Council—while still an integral part of the Chamber of Commerce of the New Orleans Area—is specifically concerned with development of the West Bank area.

The Council's membership is made up exclusively of men and women who reside in the West Bank area, or who have substantial business or industrial investment in the area. A chairman and two vice-chairmen are elected each year, and a 21-member Executive Committee—the governing body of the Council—is elected annually from the membership, and represents various geographic sections of the Council area. The Council is also represented, by a minimum of six members, on the Board of Directors of the Chamber of Commerce, and is also represented on the Chamber's Executive Committee.

The 1961 membership of the West

STANDARD SUPPLY AND HARDWARE CO., INC.
JEFFERSON BRANCH — PETERS ROAD, HARVEY

STEAM
 GOODS
 HARDWARE
 MACHINERY



RAILWAY
 MILL AND
 OIL WELL
 SUPPLIES

Office and Warehouses — 822-866 TCHOUPITOULAS STREET

NEW ORLEANS 12

E. G. ROESSLE

B. E. GALLOWAY

ROESSLE AND GALLOWAY

Consulting Engineers

MUNICIPAL — STRUCTURAL — INDUSTRIAL

3213 Metairie Road • Phone VERNON 5-7155 • Metairie, La.

DELTIDE

Fishing & Rental Tools, Inc.

HARVEY, LOUISIANA

MORGAN CITY, LA.

P. O. BOX 146

P. O. BOX 743

Ph. FO. 6-9644

Phone 9068

SCHAYER & BADINGER, INC.



COMPLETE AUTOMOTIVE & TRUCK SERVICE
 BOTTLETS BODIES BUILT TO SPECIFICATIONS

2841 Tchoupitoulas St. TWINBROOK 9-1526 New Orleans 15, La.

Bank Council numbers 326. Chairman for this year is Robert W. Jones, Freeport Sulphur Company, in Port Sulphur.

A number of Committees, each appointed to make studies and recommendations in certain fields, are appointed each year. They are concerned with such aspects of the West Bank area as highways, waterways, industrial and commercial development, legislation affecting the Council region, business climate and many others.

Since the economy and influence of the New Orleans area are constantly expanding, the West Bank Council's geographic area of interest is not rigidly fixed. Considerations which jointly affect the West Bank area and the parishes adjacent to it are frequently discussed during the periodic Executive Committee and membership meetings.

The Council is non-political, although Council members often meet with parish political bodies for discussions and recommendations. Like the Chamber as a whole, the West Bank Council is concerned with issues affecting its region, and not with political personalities. Its primary function is to promote the orderly development of the area's economic life.

Some of the specific projects with which the West Bank Council is currently occupied are:

1. The construction of the Baratavia Bay Waterway, to give the West Bank direct access to the Gulf of Mexico via a channel from Lafitte to Grand Isle.
2. The construction of a bridge over the Algiers Cut-Off at Peters Road. Federal Legislation is currently pending on this issue.
3. The construction of a road along the proposed Baratavia Bay Waterway.
4. The construction of an artificial reef at Grand Isle, for the purposes of improving recreational facilities.

East Bank Council

The second area Council founded within the Chamber of Commerce is the East Bank Council, which was organized in 1954. This Council is primarily concerned with the booming East Jefferson Parish area, one of the most rapidly developing regions in the country.

This year's East Bank Council chairman is C. J. Dufau, president of the Dufau Petroleum Company. Like the West Bank Council, the East Bank Council is governed by a 21-member Executive Committee, and is repre-

sented on the Chamber of Commerce Board of Directors and Executive Committee.

Early in 1961, the Chamber of Commerce opened a branch office in Metairie, on the East Bank, at 2011 Metairie Road. During the opening ceremonies on February 16, Chamber president W. O. Turner said: "The opening of this new facility is a testimonial to the importance the Chamber of Commerce attaches to the rapidly-expanding East Bank area. I am sure that this new office will create more interest and result in more support for the activities of the Chamber in this area. This section of the New Orleans area has great commercial and industrial potential, and what benefits one part of our metropolitan area benefits the others."

The new branch office, in addition to being an information center on industrial, commercial and residential opportunities on the East Bank, serves also as a meeting place for East Bank Council committees.

Some of the current major projects of the East Bank Council include:

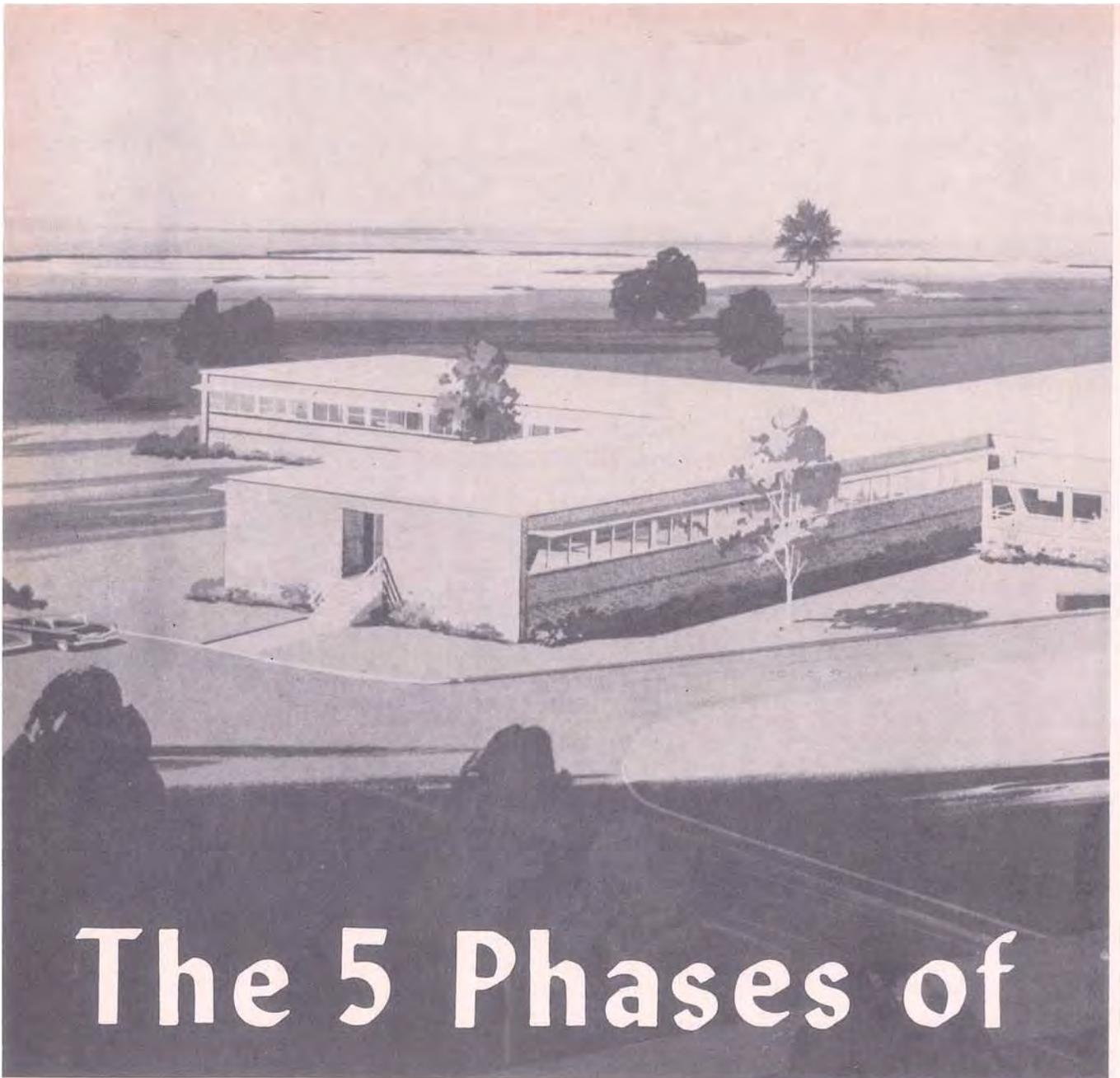
1. The construction of a general hospital on the East Bank.
2. The improvement of Monticello Avenue and the extension of Earhart Boulevard to give East Jefferson residents another access to downtown New Orleans.
3. The enlarging and deepening of the Parish Line Canal, between Jefferson and St. Charles parishes.

Summary

A third area Council was established in 1958—the St. Bernard Council organized and governed in the same manner as the East and West Bank Councils.

Membership in any of these area Councils of the Chamber comes automatically with membership in the Chamber of Commerce, providing the requirements of residence or business interests in either of the three regions are met, and no additional membership dues are needed.

The organization of the Chamber on an area basis—Councils for the East Bank, West Bank, St. Bernard, and the main Metropolitan New Orleans section—has proved extremely efficient for and representative of the entire community's development. Creation of these Councils allows their members to work more intimately with the particular projects and problems of their area, within the framework and with the support of the Chamber as a whole.



The 5 Phases of

By Judge L. H. Perez

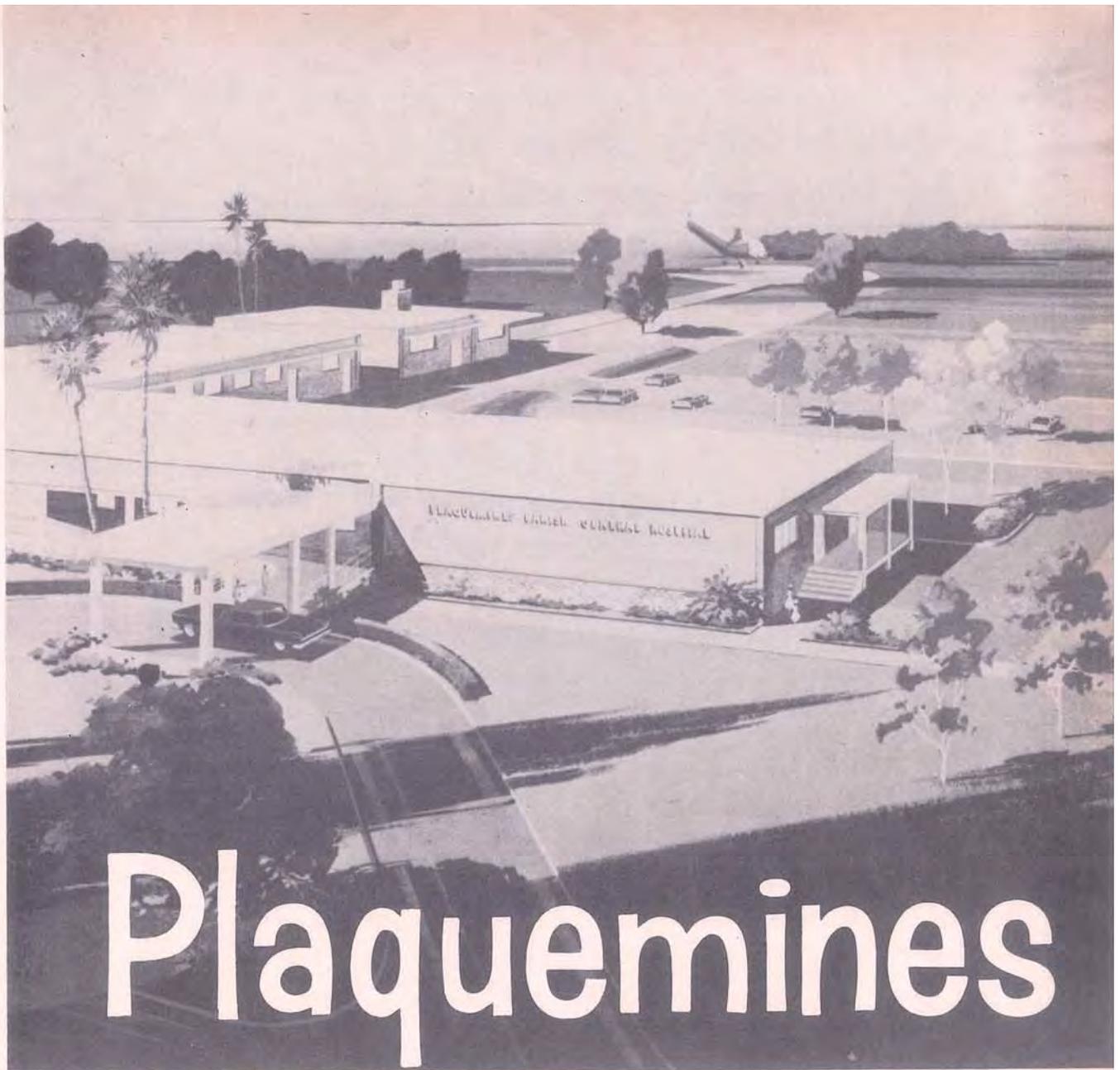
It is an astounding parish — this Plaquemines — that flanks both sides of the Mississippi River on its last hundred miles below New Orleans and extends from beyond the outer limits of its Lakes and Bays three leagues into the Gulf; that in its 984 square miles can claim a population of only a little over 23,000 people and no cities or large towns, but is one of the richest and most progressive of the 64 parishes of Louisiana.

Look at it one way you see a bountiful source of oil, gas and sulphur — three of the most essential elements demanded by our modern civilization. It is one of the few areas its size in the world where all three exist.

Look at it another way and you see its vast reservoir of seafood — shrimp, oysters and menhaden — and its thousands of acres of the finest game and fish preserves in the nation, the best sport fishing and deep sea fishing in the world at the mouth of the river.

Another side is the richness of its earth — the lush top soil of a dozen states brought down by Father Mississippi over the centuries — which can produce three crops a year, raises the sweetest and juiciest oranges in America, and from land recently reclaimed from its marshes is creating a new beef cattle industry.

Then there is the fourth and fascinating feature of its unusual parish government — providing the lowest tax



Plaquemines

Plaquemines Parish General Hospital at Port Sulphur. This modern 50-bed hospital is nearing completion and should begin receiving patients towards the latter part of September or the beginning of October.

structure of any parish in the state — and building from its own revenues new modern schools, a parish wide public library system, a community center at Pointe a la Hache, water systems, free ferries, canals, locks and boat repair yards, road improvements, new levees and drainage all without taxation on its people.

And its fifth but not the least is its growing industrial activities concentrated in the northern part of the parish near the New Orleans line.

THE BIRTH OF PRESENT DAY PLAQUEMINES

Suddenly, unexpectedly and dramatically — after an almost century long

period of hardship during which fishing, farming and trapping were the only main means of livelihood of the Plaquemines people and when it had become the poorest parish in the state—fortune smiled upon Plaquemines Parish on that never to be forgotten day of June 1930, when black gold began flowing from the first oil well in the parish in the Lake Washington area. That day started Plaquemines on its steady march toward prosperity which has never faltered since.

Today, as everyone knows, Louisiana is not only the second largest oil producing state in the U.S., but last year was the only one of the big four (Texas,



Shell Oil Company recently floated this portable office building down the Mississippi River on a barge. Weighing 100 tons and divided into two sections, the structure contains 12 oak-panelled offices. It now stands at Shell's Southwest Pass central facilities. The building was shipped to the installation complete with electrical, heating, air conditioning and office equipment. In the foreground is a 60-ton section of the building, while a 40-ton section is already loaded on the barge. The two sections were united to make a complete building.

Louisiana, California and Oklahoma) to boost its oil reserves. But few realize that Plaquemines Parish alone in 1960, with its inshore and offshore operations was responsible for 27% of Louisiana's entire oil production, for a total of 98,663,880 barrels.

Just the first of this year one of the largest sales of oil and gas producing property in the history of Louisiana was transacted when the Tennessee Gas Transmission Company paid \$150 million to Pan American Petroleum Company for 10 leases in the Bastian Bay area of Plaquemines Parish, involving 14 oil producing and 13 gas producing wells. And, during the last month of 1960 the drilling of the deepest oil well in the world — 26,000 feet — got under way in the Plaquemines prolific Lake Washington area.

Up until the early Fifties the rich gas resources of Plaquemines were neg-

lected, the operating oil companies burning it as waste in open flares. But since 1954, the Delta Power and Gas Company piped it from fields near Buras to Plaquemines west side own people and the United Gas Pipe Line from many fields to nearby gas consuming industries such as the giant Kaiser Aluminum Plant at Chalmette. Last year Plaquemines produced 186,756,265 MCF, a growing source of revenue and to add to it a new gas field was uncovered north of Black Bay early in February 1961.

THEN CAME THE PRODUCTION OF THE STONE THAT BURNS

Just three years after Plaquemines Parish had recovered from the delightful daze of its oil good fortune and future, right in the middle of what was commonly known as "The Depression" and in the same Lake Washington area,



The Belle Chasse plant of Red Star Yeast and Products Company. Producing active dry yeast for baking, this plant serves domestic and international markets. The first of its kind in the country, this plant was designed to produce 100% of its production as active dry yeast. Strategically located in a molasses importation center, the plant is also in an excellent position to make export shipments to any continent through the Greater New Orleans Port. In addition, large volumes of water are available from the Mississippi River for processing and cooling.

the Freeport Sulphur Company produced Plaquemines' first ton of molten sulphur. This was at its Grand Ecaille mine, the second largest Frasch sulphur mine in the world; after years of experimentation and after overcoming what the engineers called one of the most adverse construction sites in the history of the sulphur industry.

The Plaquemines town of Port Sulphur has grown up around the Freeport shipping facilities that were then established at the Mississippi River bank end of a ten mile canal dug from the mine.

Today Plaquemines Freeport Sulphur Company produces from its four mines (two of them in Plaquemines Parish) over three quarters of Louisiana's annual two million tons of the amazing mineral that is used in some form or other to manufacture practically everything we use.

To its 1961 total production will be added the tonnage produced at its

fourth and new offshore mine recently completed near Grand Isle and which just began operation the latter part of 1960. Its molten sulphur is transported to the Port Sulphur operation in Plaquemines by a relay underwater pipe line to Grand Isle and from there by thermos jug barges.

This phase of Plaquemines reflecting the shimmering yellow of sulphur, the amber gold of oil and the blue flame of natural gas is the one most familiar to the executives of commerce and industry.

SINCE THE DAY OF THE COUREURS DE BOIS

From the time of the Canadian woodsmen who came with d'Iberville in 1699 and fished and trapped and hunted to feed the men of the fort established on the bank of the Mississippi in what is now Plaquemines Parish, and which was the first white settlement in what



The royal float pauses briefly at the reviewing stand in Buras so that F. Edward Hebert, member of Congress from the First Louisiana Congressional District, may offer the traditional toast to smiling King, Dr. J. T. Reeves of Buras, and his happy Queen, Patricia Landry of Belle Chasse, the monarchs who reigned last December at the Plaquemines Parish Fair and Orange Festival.

is now the state of Louisiana, commercial fishing — especially for shrimp and oysters — has been an important industry of the parish. It carried the Plaquemines people through that century long period of privation we mentioned above.

In spite of the influx of other industries and activities, seafood has remained a consistent item in Plaquemines economy and is still the livelihood of many families who have followed the nets in Plaquemines for generations. There are now 225 boats operating out of Plaquemines the year round for shrimp and oysters, besides hundreds of fishing boats from other coastal parishes which operate in Plaquemines.

To Plaquemines edible seafood industry, the oldest in the parish and which is considered a million dollar a year income to the parish, there was added about ten years ago the catching and processing of menhaden, that small salt-water fish found in abundance in the Louisiana offshore Lakes and Bays. It

is used as the base of animal and poultry food as well as in the manufacture of many other items. Of the four large menhaden plants operating in Louisiana, two are located at Empire in Plaquemines Parish. From these plants during the summer months range a fleet of modern refrigerated "pogey" boats, capturing the menhaden in giant "purse" seines and returning to the plants for processing — producing oil, meal and solubles which make a substantial contribution to the State's economy. 1960 was the best year of the last ten for Plaquemines menhaden industry.

RECREATIONAL FISHING AND HUNTING

In the Plaquemines lower waters through which the fishing boats range and the oil industry's service boats scurry, there is the nationally famous 60,000 acre hunters' paradise of Pass d'Loutre where the Louisiana Fish and Wildlife Commission operates a public



At the Coronation Ball, on the night of December 10, 1960, Leander H. Perez, Jr., District Attorney for Plaquemines and St. Bernard Parishes, proudly escorted Queen Patricia around the ballroom so that all of her happy subjects might admire her gorgeous gown and also to get a closer look at the gracious and beautiful young Queen, who before the night was over, had many young hearts beating faster.

shooting club. Nearby is the equally famous 45,000 acre protected Migratory Bird Refuge. Both of course, can be reached only by boat or helicopter.

To better serve the 100,000 sport fishermen that Paul Kalman, noted sports writer, claims head for Plaquemines Parish in a year's time, and the unestimated number of equally enthusiastic duck hunters, Plaquemines Parish is now preparing more accessible hunting and fishing areas that can be reached by road. It will constitute four hunting and fishing preserves in the lower areas of Myrtle Grove, Deer Range, Port Sulphur, and the Buras-Venice section. The total will cover at least 150 square miles and although parish planned, owned and maintained, they will be operated in cooperation with the regulations and game laws of Louisiana.

The wide and wild water wonderland phase of Plaquemines is beloved both by those who fish to live and those who live

to fish — by all those who are at home with the deck of a boat under their feet, a shotgun at their shoulder or with a rod and reel in their hand.

THE LUSH LAND OF PLAQUEMINES

About half of the present cultivated land of Plaquemines Parish, or about 50,000 acres, has been reclaimed at parish expense during the past few years by the parish wide drainage system of drainage districts.

Anybody who has seen its rich black loam — alluvial soil filled with the necessary lime and plant food to grow commercial vegetables and citrus fruits — does not have to be told that Plaquemines truck garden products are market favorites (of which the tens of thousands of boxes of "Creole" tomatoes sold annually are an example); or that its citrus groves, after a freeze in 1951 that destroyed about half the trees, was able to make a sensational and rapid comeback.



Part of the huge display of citrus fruits that were so proudly exhibited at the 1960 Plaquemines Parish Fair and Orange Festival. The finest and sweetest in the land.

Right now 600 people in Plaquemines are successfully and profitably growing 5,000 acres of citrus fruits on the west bank of the river from Port Sulphur to Venice—trees that run the citrus gamut from grapefruit to the famous Louisiana Sweets, those sweet, juicy oranges that no other citrus producing area in the country has been able to surpass. Plus two now famous Plaquemines Parish family wineries, producing orange wine of delicious flavor and respected potency.

A live wire County Agent's office under veteran Murphy W. McEachern, hard working Home Demonstration Agent Pearl Gravois, the Plaquemines Experiment Station of Louisiana State University under capable Superintendent Ralph T. Brown, nine 4-H Clubs with 706 members, the Citrus Growers Association, the annual December Fair and Orange Festival and the Spring Field Day of the Experiment Station all coordinate to encourage the vegetable grower to secure more land and the citrus grower to plant more trees—and to help both solve their problems of

insects, plant diseases and how to produce more vegetables or fruit on the same acreage, and to assist the housewives in their homemaking.

Although the population trend in modern Plaquemines is a shift away from farm to rural non-farm occupations, its agricultural and horticultural activities continue to be an important part of the parish economy—to which in the last few years the extensive areas of reclaimed land have added the new and thriving parish program of up-graded beef cattle.

In Plaquemines there are now about 10,000 head, of which the county agent's office last year vaccinated over 8,000 head for anthrax, red water and black-leg, the three common cattle raising hazards.

This phase of Plaquemines, men's faces flushed from work in the fields, or groves, is the one most familiar to the housewife and the retail grocer.

REPRESENTATION WITHOUT TAXATION

Early in the Thirties, as soon as the oil and gas severance tax revenue began



Some of the spectators at the Fair and Festival just couldn't believe their eyes. They had to feel to make sure these prize-winning vegetables were real.

coming into the parish coffer, the previously financially handicapped Police Jury began to plan long and vitally needed public improvements.

At the same time, as District Attorney for the parish, I drafted the now historic constitutional amendment and enabling acts, which were introduced and sponsored by our parish representative and senator in the state legislature, passed by that body and approved by the voters of the state, permitting Plaquemines Parish, or any other parish in Louisiana, to assume the outstanding indebtedness of all its various local and taxing bodies, eliminate all the overlapping overheads and consolidate everything in the hands of the elected parish governing body to reduce the overall tax burden and give the parish a better business administration.

This streamlining of parish government drastically reduced taxes 60% and gave Plaquemines the lowest property tax rate of any parish in Louisiana, a status which has been maintained over the last three decades. It also made it

possible for the Police Jury to transform its increasing revenue into public improvements and parish progress without departmental red tape and without increasing the taxes of its people.

SCHOOLS FIRST AND FOREMOST

The most urgent and important public benefit was the construction of new modern schools, now considered among the finest in the nation—a program initiated as soon as the end of World War II made building materials available, projected over a period of years and now practically completed at a cost of \$10 million without a cent of taxation on the people of the parish.

To serve the 4019 white children enrolled for the 1960-61 school year (an increase of more than 10% over the previous year) there are four combination high and elementary schools located at Belle Chasse, Port Sulphur, Buras and Woodlawn—with the new \$1½ million dollar consolidated elementary and high school now under construction at Boothville.



Dr. J. C. Miller, head of Horticultural Research in Louisiana and Judge Leander Perez share barbecued leg of lamb, which was served at Spring Field Day at Plaquemines Parish Experiment Station. This event held in May every year, attracts wide attendance from the people of Plaquemines and from many sections of the state.

Of the \$10 million school construction program, nearly \$3 million was spent on three consolidated Negro schools, which are among the finest in the South, at Sunrise, Phoenix and Scottville. These serve the present enrollment of 1944 school age colored children.

All of the Plaquemines High schools are fully accredited, active members in the Southern Association of Colleges and Secondary Schools. Under the direction of efficient Superintendent S. A. Moncla, the Plaquemines Parish Public Schools keep up to the minute in educational innovations such as the recently adopted Driver Training Program.

A STEADY PARADE OF PUBLIC IMPROVEMENTS

Since Plaquemines had no bridges across the Mississippi River that bisects the parish, one of the first public improvements was the construction, operation and maintenance by the parish of the now historic Free Ferry at Pointe a la Hache, the seat of government. It was matched just this last year by the establishment of the Free Ferry "Belle Chasse" between Belle Chasse and

Scarsdale, so that the residents of the upper end of the parish may conveniently take employment on either side of the river without a loss of travel time.

The \$5 million Plaquemines Waterworks System, bringing pure drinking water and fire fighting hydrants to every populated part of the parish accessible by highway is now practically completed with distribution plants at Belle Chasse, Port Sulphur, Buras, Dalcour, Boothville-Venice, and Pointe a la Hache.

The Free Mississippi River Locks, completed between 1951 and 1953 at Empire and Ostrica, have since their opening saved tens of thousands of miles for the ever increasing fleet of barges and boats that serve the parish fishing and oil industries.

Free boatways constructed by the parish at Empire, Buras and Pointe a la Hache also serve the heavy traffic of water craft now using Plaquemines waters. A project now under construction is the dredging of the Jump Basin to put in docks for the convenience of the fishing boats, together with the building of a paved road from the Jump to the oil



Examining tomatoes at the Field Day are from left to right, Dr. Miller, Manuel Gallo, Jr., winner of the trophy donated by Judge Perez for the grower of the best tomatoes; Murphy W. McEachern, County Agent; George Shannon, WWL Radio farm reporter; and Ralph T. Brown, Superintendent of the Experiment Station.

community of Tidewater, a distance of 3.2 miles.

The drainage of thousands of acres of valuable farm, cattle and citrus lands, mentioned a few paragraphs back, and the protection of property against flood waters has represented a \$3 million Program of Drainage and Protection Levee Improvements. One of the newest pumping stations to be put in operation is at Gainard Woods. It drains the 4375 acres from Port Sulphur to Buras and cost \$282,000 parish financed.

Plaquemines is proud of its six volunteer fire departments (Buras, Port Sulphur, Belle Chasse, Boothville-Venice, Pointe a la Hache and the recently added Hermitage department) which so effectively and skillfully use the quarter of a million dollars worth of the finest fire fighting equipment the parish could buy and supply.

Millions of dollars worth of parish highway, financed out of the Parish Royalty Road Fund, have been constructed over the past few years — the latest development being the planned and approved Pointe a la Hache-Braith-

waite Highway. Stage One, which is a distance of 16 miles from the lower end of Bohemia Plantation to the vicinity of Poverty Point will be constructed first at a total cost of over \$7 million. In this stage a protection embankment will be built to protect the highway during storm tides.

A recent development has been the completion of the Court House addition and a new, immaculate modern, escape proof jail at Point a la Hache. The jail at Port Sulphur has been remodeled and a second story added to provide headquarters and office space for the parish law enforcement agencies.

To be completed this year is the reconstructed \$11½ million Tax Free Plaquemines Parish General Hospital at Port Sulphur. This modern 50-bed hospital was originally completed in 1959, but two weeks before it opened an explosion occurred which completely wrecked the building. All damages have been recovered from the insurance companies involved by payments of over \$700,000. This will be the first hospital in the parish big enough to serve the residents of the entire parish. It will



At the right are Mrs. and Mr. Nick Bubrig of Boothville, standing by their grand prize winning display of oranges. This honor is one of the most coveted of all. Smiling at the left is Fair and Festival Queen Patricia Landry and County Agent McEachern.

even be equipped with a helicopter landing to bring in emergency cases from the marshes and oil fields.

Early in 1961 Plaquemines Parish inaugurated a parish wide regular garbage pick up and disposal system. All equipment, including four new \$6700 trucks, has been financed by the parish. The only cost to the people receiving this long needed service will be a 1½ mill tax for the operation and maintenance of the system.

Worthy of headlines at this time are the new Parish Public Health Department, the new library at Buras, and the new parish wide Recreation Program.

The Plaquemines Parish Health Department was authorized last year by the Police Jury which appropriated \$16,000 a year to operate it. It moved on November 1, 1960 into newly renovated headquarters near the School Board building in Pointe a la Hache. It has already conducted a parish wide diphtheria immunization program among the children.

The new parish wide library system, established also last year with John Uhler Jr., as parish librarian, and which even utilizes a plan to carry books to its readers on the oil rigs, will proudly present later in 1961 a new library building at Buras, costing \$150,-

000 and said to be one of the most modern library buildings in Louisiana. It will accommodate 33,000 volumes and will include reading rooms, a reference and study hall, plus musical equipment with head sets. Already over 152,000 books have been circulated through the Pointe a la Hache, Nairn and Pilottown libraries and bookmobile.

HISTORIC FORT JACKSON TO BE RESTORED

Pertinent to the four year long Civil War Centennial under way, is the almost hidden and forgotten Fort Jackson, whose ruins are still there on the west bank of the Mississippi River in Plaquemines Parish just below Triumph — located off Highway 23 between Venice and Buras, to which, along with 80 acres, the Parish of Plaquemines has acquired title.

Recently declared a National Historic Landmark by the U.S. Department of the Interior, the Parish of Plaquemines, as its owner, is having the 80 acre area around Fort Jackson cleared and is planning restoration, and possibly its protected passages and compartments into a large fallout shelter.

Fort Jackson was originally built in 1791 by Spanish Governor Carondelet of the Colony of Louisiana, was remod-



Admiring some of Plaquemines fine oranges are, left to right: District Attorney Perez; Dave L. Pearce, Louisiana Commissioner of Agriculture; Congressman Hebert; and Shelby M. Jackson, Louisiana Superintendent of Education.

eled at a cost of \$600,000 by the U.S. government after the War of 1812, and saw its day of glory and defeat in the Civil War when, along with Fort St. Phillip on the opposite eastern bank, it resisted the attack of Farragut's fleet and Porter's deadly mortars for six days and six nights.

It is this phase of Plaquemines Parish — its constant public improvements and its obvious progress — that you see when you drive down through the parish on the highway on either side of the river.

INDUSTRIAL PLAQUEMINES

Attracted by its available natural gas, its many waterfront sites, its attractive low tax structure and the cooperation of the parish officials, industries have been establishing main or branch plants in the northern end of Plaquemines for several years. One of the more recent arrivals is the Belle Chasse plant of the Twincoat Corporation of Texas, producing a combined corrosive protection and weight coating for underwater pipe — obviously establishing itself near a ready market.

This is the phase of Plaquemines you seek if you are an executive looking for a plant site where the advantages are many.

HEADLINE NEWS FOR 1961

Consistent with its long established custom of streamlining its functions and eliminating unnecessary steps, the Police Jury of Plaquemines Parish recently proposed to vote itself out of existence in favor of a 5-man commission form of government. The proposal was submitted to the voters on May 13. It was approved, making Plaquemines Parish the fourth Louisiana parish to scrap the time honored Police Jury system.

It will simplify and expedite parish government. Under the proposed new Home Rule Charter the Parish Commission Council can enact any type of legislation not prohibited by law. Under the recent form of government, the Police Jury had to obtain permission of the Legislature to carry out any functions not already specifically granted it by existing state law.

Plaquemines Parish is moving forward so fast that some of the things you read here today may be obsoleted tomorrow — but you can rest assured that whatever is rejected, to the best of the ability of the men who chart Plaquemines Program of Progress, will be replaced with something better, more effective or more economical.



A huge liquid sulphur barge (background) takes on a load of hot molten sulphur at Freeport Sulphur Company's facilities at Port Sulphur while a sister barge stands by in the foreground. These barges ply the Mississippi, Illinois and Ohio Rivers to serve liquid sulphur storage terminals as far as 1,900 miles from Port Sulphur. The liquid sulphur stored in the barge's two heavily insulated tanks is kept at 275 degrees Fahrenheit by hot oil circulating through coils.



Two 4-H Club leaders, emphasizing with charts, a club project with the 4-H Club members of the Woodlawn School on the East Bank of the Mississippi. It is from this section of the parish that most of the prize-winning vegetables shown on page 175 were grown.

FOR OVER 100 YEARS

SINCE 1857

THE GREATEST NAME IN MILK

Borden's

FINE DAIRY PRODUCTS

The Borden Company

1751 Airline Highway

These firms are owned by PAILET INDUSTRIES, INC. serving Retail and Wholesale Ice.

ARCTIC PURE ICE CO.
3701 Breenville St.

AMERICAN ICE CO.
2701 St. Philip St.

CLAIBORNE ICE CO.
2816 S. Claiborne Ave.

METAIRIE RIDGE ICE CO.
308 N. LaBarre Road

Open 24 Hours daily for retail ice
through coin operated vendors.

RIVERSIDE ICE CO.
2731 Chartres St.

THE JEFFERSON BOTTLING CO.

VE 5-7373

METAIRIE, LA.

VE. 5-3196

*In Our 16th Year
There's No Substitute For Experience*

P. & L. FENCE CO.

CHAIN LINK — METAL PICKET AND WOODEN FENCES
ALUMINUM AWNINGS AND CAR PORTS

5020 Veterans Memorial Highway

Metairie, La.

***There Are No Boundaries
In Area Development . . .***

Ten years of working with groups in Jefferson and adjoining parishes has helped Your Chamber become a truly Area Chamber. From this work has developed the East and West Bank Councils, for closer Area liaison, and the first Branch Office of the Chamber. This is a part of the active program that is selling the advantages of the whole Area to Business and Industry. Take your place in this team for active participation in your Area's growth and development.

Call, Write, or Visit Your

Chamber of Commerce of the New Orleans Area

Main Office
315 CAMP STREET
524-1131

Branch Office
2011 METAIRIE ROAD
834-1488



24 HOUR WRECKER SERVICE
WE REPAIR ALL MAKES OF CARS
AND TRUCKS

JEFFERSON MOTOR CO.
PONTIAC DEALER — GMC TRUCKS
CALL Fillmore 1-5627 MARRERO, LA.

THE NATIONAL BANK OF COMMERCE

IN JEFFERSON PARISH

HEAD OFFICE 2400 JEFFERSON HWY.

METAIRIE OFFICE HARAHAN OFFICE VETERANS HWY. OFFICE
2030 Metairie Rd. 6328 Jefferson Hwy. 5300 Veterans Memorial Hwy.

Complete Banking Service

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DANE and NORTHROP, Inc.

1402 South Jefferson Davis Parkway

New Orleans 25, La.

UN 6-8641

MORTGAGE LOANS • INSURANCE

Howard Perrilliat • J. Henry Coates • Claiborne Perrilliat • Carroll L. Wood, Jr.

PERRILLIAT-RICKEY CONSTRUCTION CO., INC.

1530 So. Rendon St.

New Orleans, La.

GENERAL CONTRACTORS

Mailing Address:

P. O. Drawer 13128, New Orleans 25, La. UNiversity 6-5496

Officials' Directory

Jefferson Parish President-Council—Portraits and Titles	Page 127
State and Federal Officials—Portraits and Titles	Page 129
Parish and District Officials—Portraits and Titles	Page 131
Jefferson Court Officials—Portraits and Titles	Page 132
Jefferson Parish School Board—Members and Officers—Group Photograph with Titles and the Wards the Members represent	Page 143
School Board Officials—Portraits and Titles.....	Page 145
Officials of the City of Gretna—Group Photograph with Titles	Page 152
Officials of the City of Kenner—Group Photograph with Titles	Page 157
Officials of the City of Harahan—Group Photograph with Titles	Page 160
Officials of the Town of Grand Isle—Group Photograph with Titles and Wards the Aldermen represent	Page 162

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. Edward P. La Bruyere, Department of Finance, Clarence A. LaBauve, Department of Roads and Bridges, and Harold E. Kytte, Legal Department, Court House, Gretna. Bert Chalona, Director of Department of Recreation. Office: 1521 Palm St., Metairie.

CLERK OF THE PARISH COUNCIL: Frank J. Deemer, Court House, Gretna.

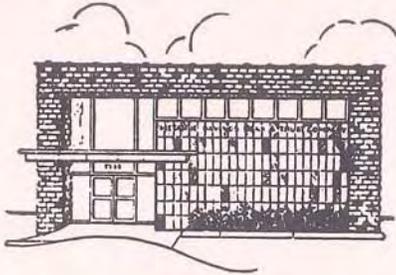
CHIEF CIVIL DEPUTY SHERIFF AND CHIEF DEPUTY TAX COLLECTOR: Thomas E. Rhodes, Jr., Court House, Gretna.

CHIEF DEPUTY ASSESSOR: As of August 1, 1961, when this Directory was prepared the office was vacant. Court House, Gretna.

CHIEF DEPUTY CLERK OF COURT: Augustin Marrero, Court House, Gretna.

CORONER'S EXECUTIVE SECRETARY: Ernest L. Hellbach, Court House, Gretna.

**METAIRIE SAVINGS
BANK AND TRUST
COMPANY**



"The Bank of Personal Service"

**THREE OFFICES FOR
YOUR CONVENIENCE**

**MAIN OFFICE . . .
3338 METAIRIE ROAD**

**JEFFERSON BRANCH . . .
3639 JEFFERSON HIGHWAY**

**METAIRIE ROAD BRANCH . . .
517 METAIRIE ROAD**

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

James J. Curro

INSURANCE

WE WRITE ALL LINES

Specializing in

**COMMERCIAL
INDUSTRIAL
PERSONAL LINES**

Associates:

P. J. CURRO

MRS. PAT GREENWOOD - HENRY E. M. MAXWELL

1809 TULANE AVE.

NEW ORLEANS, LA.

523-1435

**MARRERO LAND
&
IMPROVEMENT
ASSN., LTD.**

OVER FIFTY (50) YEARS OF REAL ESTATE
DEVELOPMENT

SALES and RENTALS

RESIDENTIAL SITES

IN GRETNA, HARVEY,
MARRERO AND WESTWEGO

COMMERCIAL SITES

ON WEST BANK EXPRESSWAY

**INDUSTRIAL SITES WITH
SPUR FACILITIES**

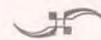
AT WEST ENTRANCE TO
NEW HARVEY TUNNEL

701 Baratavia Boulevard

MARRERO, LOUISIANA

Fillmore 1-6641 Fillmore 1-8721

**WILLIAMS-McWILLIAMS
INDUSTRIES, INC.**



Engineers & General Contractors

Industrial Piping

Marine Construction & Pile Driving

Dredging, Levee Construction,

Land Reclamation



3308 TULANE AVE.

P. O. Box 584

New Orleans 7, La.

MADONNA MANOR

By Sister M. Reginald, S.S.N.D.,
Directress

Madonna Manor, one of the group of charitable institutions of Jefferson Parish, is a home for boys between the ages of four and twelve. It is conducted by the School Sisters of Notre Dame working under the authority of the Catholic Charities of the Archdiocese of New Orleans and the Department of Public Welfare of the State of Louisiana.



**Mayronne Drilling
Mud and Chemical
Company**

Outstanding Drilling and Mud Service
in the New Orleans Area

HARVEY
FOrest 6-7286

GRAND ISLE—Sunset 7-3481

VENICE—KEystone 4-2991

EMPIRE—OLive 7-9316

Nutrition Products

Division of H. J. Baker & Bro., Inc.

P. O. Box 9188

Metairie, Louisiana

Plant Located at Illinois Central
Railroad Yards
Harahan, Louisiana

**Klotz
Cracker Factory
LIMITED**

FAMOUS FOR 4-1
INDIVIDUAL SERVINGS

also
QUALITY CAKES

615 Tchoupitoulas St., New Orleans

FAMOUS FOR QUALITY FOR OVER 100 YEARS

HYATT, INC.

PRINTERS
STATIONERS

OFFICE SUPPLIES
FILING SUPPLIES

JACKSON 5-6129
407 Camp St. New Orleans, La.

ELMER G. WEIGEL

REALTOR

SALES - RENTALS - MANAGEMENT

FOrest 1-5626 307 Newton St.

Gretna, La.

**Mothe Life
Insurance Company**

A Westside Company Owned and Operated
by Westside People

By Patronizing a Home Company You Are
Helping Build the Westside

1300 Vallette Phone FOrest 6-4343

ALGIERS, LA.

Marking Devices and Supplies Since 1867
BADGES—BULLETIN BOARDS
ENGRAVED PLASTIC PLATES

**ED. SMITH'S
STENCIL WORKS**
JA. 5-2128

RUBBER STAMPS, STENCILS, SEALS
426 CAMP NEAR POYDRAS

NEW ORLEANS

*Penick & Ford,
Ltd., Inc.*

Packers of

BRER RABBIT

Syrup and Molasses

STAFF

The staff is composed of Sisters, many of whom have volunteered to work among these children. They live out the injunction of the Rule of The School Sisters of Notre Dame which states:

*"The poor School Sisters prefer poor children, whether they lack fortune, talent or good will. These are especially in need of help, and the blessing of God rests lovingly on the labor expended in their behalf. Every Sister shall consider herself privileged when it is her lot to bestow her efforts upon the poorest. Thereby she more closely resembles her Divine Savior who deigned to preach His gospel to the poor."*¹

In addition to the Sisters who are house-mothers, teachers, and administrators, a devoted group of lay workers gives itself generously to these children as: teachers, cooks, laundresses, seamstresses, maintenance persons, and others.

Neither can the valuable assistance of the social workers from Catholic Charities and the Department of Public Welfare, the seminarians who assist during the summer, the devoted physicians and

¹Rule and Constitutions of the Congregation of the Poor School Sisters of Notre Dame. Milwaukee, 1925. p. 56.

dentists who give so freely of their time and services be overlooked.

PHILOSOPHY

In common with all Catholic educators, the staff of Madonna Manor strives to secure the development of the child as a complete individual. The child is a creature composed of body and soul with vast latent spiritual, moral, intellectual, aesthetic, physical, and social capabilities to be developed with a view to time and eternity. On his arrival, the Sisters try to secure the confidence of the child. Once this is accomplished, the little boy is led on to develop his talents in ways accepted in the best educational circles.

OBJECTIVES AND POLICIES

I. The Spiritual Development of the Child

The staff tries to develop the spiritual faculties of the boy by endeavoring to give him an understanding of the faith that was given him at Baptism. The daily religion classes, Bible stories, and the cycle of feasts develop an appreciation for things Catholic and it is hoped that the convictions and appreciations imbibed will carry over into adult life.

Since knowledge alone is insufficient



A clean-up job at the front entrance of Madona Manor.

SINCE 1885

L. A. Muhleisen & Son Funeral Home

EAST BANK OWNED AND OPERATED

METAIRIE FUNERAL HOME

2929 Metairie Rd. Phone VE 3-5554

KENNER FUNERAL HOME

2607 Williams Blvd. Phone 729-2677

OFFICIAL FUNERAL DIRECTORS
FOR THE PARISH OF JEFFERSON

Air Conditioned Funeral Homes

AIR CONDITIONED

AMBULANCES and LIMOUSINES

ALVIN E. HOTARD

CONSULTING
ENGINEER

FOrest 6-1314 Gretna, La.



B & B EXTERMINATING CO., INC.

3117 26th STREET • METAIRIE, LA.

P. O. BOX 653 VErnon 5-4294

LOUISIANA'S LARGEST AUDITED (ABC) WEEKLY NEWSPAPER!

JEFFERSON PARISH TIMES

Official Journal for the Parish of Jefferson
City of Kenner — City of Harahan — Metairie, La.

GROWING WITH LOUISIANA'S FASTEST GROWING PARISH

SAMUEL D. REEKS
ZEPHYR REEKS

Editor & Publisher
Assoc. Editor & Publisher

ESTABLISHED 1944

MODEL LAUNDRY MACHINERY CO.

COMPLETE LINE OF LAUNDRY, DRY CLEANING AND COIN OPERATED EQUIPMENT

New and Used — Sales and Service

631 S. Broad

JOSEPH F. CAMPISI, President

Res. VErnon 3-0016

HU. 6-1720

THE LEWIS AGENCY

Wilbur C. Lewis

General Insurance

VE 5-9000 — VE 4-5938

2001 Veterans Highway

Metairie, La.

to produce a good Christian, the children are taught to form habits of good Catholic living. They are taught to worship God through their daily prayers; to participate actively in Holy Mass on Sundays and Holydays of Obligation, with an option to attend on weekdays; to receive the Sacraments of Penance and Holy Communion frequently; to observe the days of abstinence; and to put the Ten Commandments into practice.

II. Moral Development of the Child

Since the fall of our first parents, man is prone to evil. His nature is not depraved as some would maintain, but deprived of original justice and the gift of integrity. It is the duty of parents and educators to train the wills of their charges to love virtue, to hate sin, and to develop a well-rounded moral person. To this end the boys are taught to distinguish right from wrong in accordance with God's law, to practice virtue and on occasion to accept punishment for violations of the moral law. The child is placed in an environment conducive to right living, and is taught by example and positive teaching how to live a good life. He is made to understand the rights of God and his fellowmen; the place of the legitimate authority of parents, house-mothers, teachers, the Church, and the State; and the need of self-respect and the means to attain it.

III. The Intellectual Development of the Child

With educators the world over, the

staff of Madonna Manor endeavors to train the minds of the children in the branches of religious and secular knowledge according to their individual capacities.

Pre-school children are given sense training and play that will develop observation and muscular coordination.

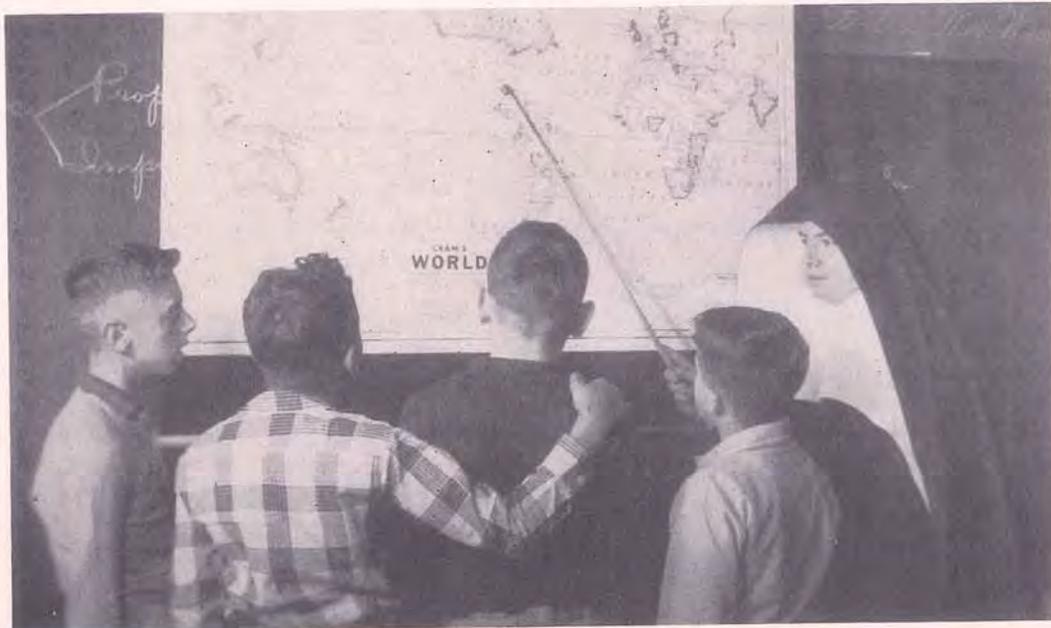
The five-year-olds begin kindergarten, and the children of school age follow the curriculum of the Catholic Archdiocesan School Board of New Orleans and the regulations of the State of Louisiana. The program of some of the boys is modified to suit their individual capabilities. Here the Sisters follow the injunction of their rule which states:

"In contrast to so-called mass training, the talents and temperament of the individual child must be considered with loving ingenuity and utilized as primary factors in successful training. This individual training ultimately crowns the work of education."²

Special help is offered in reading, English, and arithmetic to the children needing it, and assignments are given to meet individual needs. Reading clinics are held during the summer.

Madonna Manor carries the boys through the fifth grade, after which

²Rule and Constitutions of the Congregation of the Poor School Sisters of Notre Dame, p. 63.



A group of fifth graders show interest in their new maps.

Salathe Oil Co., Inc.
WHOLESALE DISTRIBUTOR



FOrest 6-4542
99 FIRST STREET GRETNA, LOUISIANA

**SHIPPERS
COMPRESS
WAREHOUSE**

ATKINSON & COMPANY, Owners
Southport, Jefferson Parish, La.

For Top Permanent Employees
A-1 EMPLOYMENT SERVICE
JACKSON 2-4241

*For Bonded, Insured and Tested
Temporary Employees*

EMPLOYERS OVERLOAD CO.
524-0387

1409 Nat'l Bk. of Commerce Bldg.

CELCURE

PROCESSED

Lumber

for

HOME, MARINE AND
INDUSTRIAL USE

**CELCURE WOOD
PRESERVING CORP.**
OF LOUISIANA

Box 566, Kenner, La.

729-4584

JA 2-7166

524-9631

**THOMPSON
REFRIGERATION**

SALES and SERVICE

Air Conditioning

401 NO. CLAIBORNE AVENUE

New Orleans 13, Louisiana

**Stauffer, Eshleman
& Co., Ltd.**

Established 1817

WHOLESALE HARDWARE

1148 South Peters St.

523-5621

Ted Liuzza

Associates

advertising and
public relations
consultants

Suite 307 • Delta Bldg.

JA 2-8090



SPECIAL!

\$7 Per Day • 9¢ Per Mile

Insurance Included

'60 & '61 Chevy Impalas & Bel Airs

2-Minute Delivery to Airport

PHONE 729-6901

NATIONAL CAR RENTALS

Offices adjacent to Moisant Airport
and Downtown at 1630 Canal St.

they return to their homes or are transferred to Hope Haven, an Arts and Trade School conducted by the Salesian Fathers and Brothers for dependent boys.

Whenever feasible, audio-visual aids are used in teaching. The school owns a movie projector, several television sets and record players, a film strip projector, a library of films and records, a variety of charts, maps, and pictures, and a tape recorder.

Reading as a means of education and enjoyment is encouraged at all levels.

IV. The Aesthetic Development of the Child

The faculty tries also to develop an appreciation for the beautiful. Art classes are conducted as part of the regular school program, and special work in arts and crafts is given on Saturdays. This includes experience in drawing, painting, ceramics and leather work.

Music, too, holds a place. The children have a band and choir, which in the past have won awards. Listening to records and good music on the television is encouraged.

The very environment, the architecture and furnishings of the building, the well-kept campus, and daily association with people of culture, contribute to the aesthetic development of the boy.

V. The Physical Development of the Child

"Mens sana in corpore sano" is as true today as when first uttered centuries

ago. Unless the child is physically up to par, he cannot function as he should. His development in all areas is arrested.

Nourishing, well-balanced meals and afternoon snacks are provided for the children. Competent cooks of wide experience prepare these, and they are served attractively.

A program of planned activities alternating with free play provides the needed physical exercise. During all these activities the children are supervised by a Sister. Outdoor play equipment, pets, ball teams, and the swimming pool give a delightful variety.

A staff of competent medical doctors and dentists is available for the boys and these give the regular periodic health check-ups. Doctor Maud Loeber, a pediatrician, is the regular physician, and she gives lavishly of her services. A nurse is available at all times and under the direction of the doctor, she administers all the immunization shots. Hospitalization is provided at Touro Infirmary in New Orleans when needed. Children with contagious diseases and suspects are isolated immediately.

VI. The Social Development of the Child

The Sisters try to make the boy feel wanted and cared for, and his individuality is always respected. The boys, too, contribute much to the adjustment of each other. They are always ready



Singing the praises of God in the St. John Bosco Chapel.

AMERICA'S FOREMOST FOOD RETAILERS SINCE 1859!



A & P FOOD STORES

Owned and Operated by
THE GREAT ATLANTIC AND PACIFIC TEA CO.

Delta Mortgage Corp.

VA • FHA • CONVENTIONAL FINANCING

802 Perdido St. • New Orleans • JA. 2-9401

DAUL INSURANCE AGENCY

Fire - Casualty - Marine - Inland Marine - Bonds - Life

"COMPLETE INSURANCE SERVICE"

848 SECOND STREET FO 6-3766 GRETN, LOUISIANA

FRANK J. ROBINSON, President

RUSSELL N. GOMEZ, Sec'y-Treas.

MAYRONNE LUMBER & SUPPLY CO., INC.

Lumber, Millwork, Roofing, Building Material, Cement, Brick and Lime;
Builders Hardware

WEST BANK DEPARTMENT STORE OF BUILDING MATERIALS

Fillmore 1-1605

MARRERO

T. EDWARD ERNST, INC.

CONSULTING ENGINEERS

2800 JEFFERSON HIGHWAY

VERnon 5-2637

P. O. Box 10306

New Orleans 21, La.



Playing "monkey" on the monkey bars.

to accept a new boy into their respective group. The house-mother looks upon the children as her boys and treats them as such.

Every effort is made to keep the child close to his family. Parents and other relatives are encouraged to visit the children every Sunday. The boys spend a week-end a month at home and some weeks during the summer vacation when possible.

In addition to the social contact at the home and with their relatives, the boys are permitted some contacts with interested volunteers. They play ball with neighboring teams, attend parties and other social functions off campus, belong to the cub scouts with other children, and go to picnics and outings with interested adults.

In all these activities, the boys are taught respect for the government, are given a love for the flag, participate in programs on national holidays, in the hope that their training in the above areas will in future make them law-abiding citizens of our country.

The boys, like children the world over, get into mischief and at times need discipline and correction. This is usually handled by the house-mothers, teachers, dining-room and recreation supervisors,

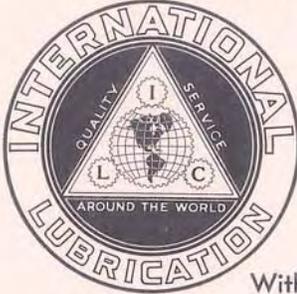
or whoever is present when the offense is committed. In general, the boys are kept so busy with lessons, chores and well-supervised hours of play that disciplinary problems are at a minimum.

Madonna Manor is staffed by twelve School Sisters of Notre Dame. The members of the Order have long been recognized as devoted teachers and guides of children. The very purpose of its foundation next to the sanctification of the Sisters was the education of girls. The need of teachers for the parochial schools of the United States was responsible for the change which permits the Sisters to train boys.

The original congregation of Notre Dame was founded at Mattaincourt, in the French Province of Lorraine by St. Peter Fourier in 1597. St Peter Fourier deplored the ignorance among the girls of that Province and trained blessed Alix LeClerc and four companions in religious life. The Order was approved by the Holy See in 1628. God's blessing rested upon the foundation and the Order spread rapidly in France, Germany, and Savoy. However, the French revolution was responsible for the suppression of the French houses, and the upheaval in the first part of the 19th century caused the closing of the last

INTERNATIONAL LUBRICANT CORPORATION

New Orleans, Louisiana



Manufacturers of

AVIATION, INDUSTRIAL,
AUTOMOTIVE & MARINE LUBRICANTS
OIL-I-CIDE GARDEN SPRAY
JELD OIL NON-MELTING LUBRICANT

With Research Comes Quality, With Quality Comes Leadership

JESSE R. JONES

Realtor—Builder—Developer

1045 VETERANS MEMORIAL HIGHWAY
METAIRIE, LA.

ORIGINAL FELIX'S RAINBOW INN

Featuring the Finest of Foods and Drinks

Oysters on the Half Shell

1125 JEFFERSON HWY.

VERnon 5-9117

NEW ORLEANS 21, LA.

BEDELL & NELSON ENGINEERS

INCORPORATED

Consulting Engineers-Architects • Design - Supervision - Reports

AIRPORTS
BUILDINGS
BULK TERMINALS

CITY PLANNING
DOCKS & WHARVES
HIGHWAYS & BRIDGES
INDUSTRIAL PLANTS

MUNICIPAL WORKS
SUBDIVISIONS
UTILITIES

1200 St. Charles Avenue

New Orleans, Louisiana

United States Steel Products

DIVISION OF UNITED STATES STEEL CORPORATION

Telephone VERnon 3-2851

New Orleans 23, La.

P. O. Box 23152

MAUMUS F. CLAVERIE, District Manager

NEW YORK OFFICE, 30 Rockefeller Plaza



The Madonna Manor Band which enlivens various activities including a Mardi Gras Parade.

houses in Bavaria. The convent and school at Stadtamhof were the last to be suppressed.

At this time, Caroline Gerhardinger was a pupil at the School. Bishop George Michael Wittmann of Ratisbon, and Father Francis Sebastian Job of Neunburg, were most interested in the education of the children, particularly the girls. They realized that the future homes depended upon good mothers. Accordingly, they re-established the Order at Neunburg vorm Wald in 1833. Caroline Gerhardinger became Mother Mary Teresa of Jesus, and with her companions took the teacher's examination, were trained for the religious life, and took their vows as the first Poor School Sisters of Notre Dame. Later, the rules of the old Order were modified to meet the needs of the rural areas so that a few Sisters could conduct schools in small parishes. The community spread in Europe and the Mother-house was transferred to Munich, Bavaria.

In 1846, Mother Teresa with a picked group of religious, among them Mother Caroline Friess, made a first foundation in the United States at St. Mary's, Pennsylvania. This location was unsatisfactory and within a year a foundation was established in Baltimore. The schools grew, postulants were admitted, and in a few years the principal Mother-house in America was established in Milwaukee, Wisconsin.

The community, as the name implies, devotes itself to teaching and training children from the kindergarten through college. At present there are five Provinces in the United States and one in Canada. There are 6,575 Sisters in North America, and the enrollment in their schools exceeds 272,000 children.

Nearly all the schools employ good lay teachers to supplement the work of the Sisters.

The first foundation in New Orleans was founded in 1856 at old St. Mary's school. The Sisters still conduct Redemptorist High School in New Orleans. In addition to grade and high schools in the Greater New Orleans Area the Sisters also conduct Chinchuba Institute for the Deaf in Marrero and Madonna Manor.



These boys love Doctor Gene, the dentist.



HILLCREST

Restaurant & Lounge

CHARLES L. MALACHIAS, President

1617 Veterans Memorial Hwy. VErnon 3-9371

Banquet Room

Metairie, La.

Meeting Room

SOUTHERN SHELL FISH COMPANY, INC.

(LARGEST IN THE NATION)

Packers — Freezers — Distributors

SHRIMP . . . OYSTERS . . . CRABMEAT . . . VEGETABLES

HARVEY,

LOUISIANA

JEFFERSON STATIONERS

Office Supplies — Office Furniture — Business Forms

FREE DELIVERY

3622 AIRLINE HIGHWAY

VE. 5-2693

BROOK TARPAULIN CO., INC.

Best Quality — Low Prices

ANYTHING IN CANVAS

1730 Tchoupitoulas St.

JACKSON 5-4168

• FOR TARPAULINS

• TRUCK COVERS

• COTTON DUCK

Joseph Rathborne Land and Lumber Co., Inc.

Offers for Lease Industrial Sites on and Adjacent to the Intracoastal Canal

3 Miles from New Orleans

AIR CONDITIONED MODERN OFFICE SPACE

TELEPHONE FOrest 6-6411

BOX 157, HARVEY, LA.

GEO. B. MATTHEWS AND SONS, INC.

New Orleans, La.

HORSE FEEDS — HOG FEEDS — DAIRY FEEDS

POULTRY FEEDS AND MASHES

Near Girod and South Liberty Streets

JACKSON 2-3122



VERDUN DASTE

This fourth generation Orleanian saw his first snow atop rail cars at the French Market wharves; resolved to learn swimming after the 1927 flood and dabbled in south Louisiana history as a hobby thereafter.

If you seek information about the Port of New Orleans, you should call him. As the port's publicity manager, he compiles most of the information about the port which you are apt to see — whether you are reading the Review, a national shipping journal or the daily port bulletin of Karachi. He has been toiling on the New Orleans newspaper, press association and public relations front for 14 years, after eight years of teaching others how to write.

(Continued from Page 147)

other Gulf port can compare in this respect, and New Orleans traditionally handles more rail cars of export goods than any other. Its system of Federal, State and Interstate highways links all parts of the nation to the harbor facilities via excellent expressways and interchanges. Virtually no truck routes cross rail lines within the city save on the riverfront, where rail service is handled by a Public Belt Railroad which prevents congestion and speeds deliveries for all trunk lines carrying port cargo.

Since New Orleans is a river port, virtually all wharves are of the quay type, built parallel to the stream. This minimizes the need for tugs to assist in berthing ships. Average width of the river is four-tenths of a mile throughout the harbor, and its depth at mid-stream is 75 to 200 feet. A wharfside depth of 36 feet or more is maintained at all times. Fourteen miles of wharves, mostly on the river and including nine miles which are public, comprise the largest offering of docking facilities on the Gulf. Heavy duty open wharves are interspersed among the miles of transit shed wharves for handling cargo that is oversize and too heavy for ships' tackle. All heavy lifting equipment is barge-mounted, and operates anywhere in the harbor. Single lifts of up to 300 tons can be made at shipside.

Largely because this port is at the very bottom of the great midwestern

CAPRI CAFE & LOUNGE

Fine Foods — Liquors

Air Conditioned

TONY MARCELLA, Prop.

UN. 6-9114

BRIDGE CITY, LA.

THE BAYOU RIGAUD STORE

Michael A. Harris, Prop.

Groceries — Hardware — Fishing Tackle
Sport & Work Clothes

Grand Isle, Louisiana

GRAND ISLE SHIP YARD, INC.

QUALITY MARINE SERVICE

BOAT WAYS, MACHINE WORK,
WELDING AND GENERAL REPAIR

P. O. Box 176

Phone SU 7-3166

GRAND ISLE, LOUISIANA

GARDEN OF MEMORIES

BEAUTIFUL MEMORIAL PARK

4800 Airline Highway

VERnon 3-3786 — JACKson 5-3254

FOREst 6-5351
FOREst 6-7784

Res.: FOREst 6-7514

Gay, Inc.

INDUSTRIAL SUPPLIES AND HARDWARE

L. M. GAY, President

404 Marion St.

Harvey, Louisiana

EMILE GENNARO

Realtor

500 N. Causeway Blvd.
Metairie

Telephone VE 1-1061

PETER SCLAFANI
Prop. & Chef

Phone VE 5-1718

Restaurant SCLAFANI

Nationally Known For Fine Foods
Famous Italian Dishes

1301 N. Causeway Blvd.
(Metairie) New Orleans, La.

"Courteous, Friendly Service"

KILLEEN'S AMERICAN SERVICE STATION

501 Aurora St. VE 3-9329
Metairie, La.

HELMER CLEANERS

"The Finest Cleaning South"

A COMPLETE LAUNDRY

TUXEDO RENTALS

740 Phosphor Ave. VERNON 5-0711
Metairie, Louisiana

Not Responsible For Clothes After 30 Days —
WE PICK UP AND DELIVER

HERTY ELECTRICAL SERVICE

1516 WILLIAMS BOULEVARD
Kenner, Louisiana
Telephone: 729-6201

Dixie Finance Company INC.

Glenn M. Bourgeois

2001 Metairie Road VE. 3-7391

Alvin Boutillier

2801 Jefferson Highway VE. 5-7343

JORDANO LUMBER and SUPPLY CO., Inc.

"THE POOR MAN'S FRIEND"

- MILLWORK • WALLBOARD • SHEET ROCK
- ROOFING • PAINT • HARDWARE
- PLUMBING SUPPLIES

At Kenner, on Airline Hwy. — Above Overpass
Phone 729-5488 or 729-4549

THE FINEST IN SEAFOOD RECEIVED DAILY

FRESH FISH OF ALL KINDS
Fat Salty Oysters Opened While You Wait

CULOTTA SEAFOOD

819 Metairie Road Ph. VE 5-2701

*"A Satisfied Customer Is
Our First Consideration"*

FOR YOUR
EVERY INSURANCE NEED SEE
BEESON - WARNER
INSURANCE AGENCY, INC.

AUTOMOBILE, FIRE, BONDS, WINDSTORM,
CASUALTY

Cigali Bldg.

529-6742

Commercial Solvents Corporation

DISTILLERS OF FINE ALCOHOL

Harvey, Louisiana

Executive Offices: 260 Madison Ave.

New York 16, N. Y.

grain belt, it has been the leading grain port of the United States for many years. During 1960 the port's elevators handled one out of every six bushels to leave the United States, or a total of over 165,000,000 bushels. Completion of a \$13.5 million expansion of the port's own Public Grain Elevator recently, made this facility alone capable of exporting up to a million bushels of grain every 24 hours.

Among its other facilities is the port's new bulk handling plant located on the new Mississippi River-Gulf Outlet, a tidewater channel under construction. This facility can unload dry bulk cargoes from deep water carriers into barges, rail cars or trucks, or transport to storage or adjacent plants. The rate is 900 tons per hour. The terminal is close to the channel's juncture with the harbor. First shipping will be able to use the outlet — a 76-mile, 500 by 36-foot direct route to the Gulf — in 1963. It cuts 40 miles off the distance ships have to travel to the open sea from the old river route.

An older but continually busy facility of the port is its Foreign Trade Zone — one of four in the United States. It comprises an area of over 20 acres, most of which is covered and which is considered outside the continental limits of the United States as far as customs duties are concerned. It is an area not subject to customs duties, taxes or similar restrictions. Its purpose is to encourage imports by cutting through most of the red tape and waste involved when foreign cargo is brought into this port. Goods carried into the zone may be broken up into smaller lots, stored, packaged, manufactured, processed or manipulated in any way and shipped out again without being considered as having entered the country. No import duty is charged except on that portion which is moved out of the zone into the United States.

Basically, New Orleans is a world port, specializing in high value general cargo. For many years it has ranked second only to the combined facilities at New York in the value of its foreign trade. Close to 5,000 ocean vessels call each year at the port, carrying approximately 12,000,000 tons valued at close to \$2 billion. Its annual gross tonnage exceeds 50,000,000. It is currently embarked on the most ambitious expansion program of the Gulf region, with new waterfront facilities construction proceeding at a \$10 million per year rate.

Steadily increasing business at the port, in the form of more ship arrivals, more and heavier cargoes, more particularized shipping needs and increasing industrial development in Jefferson Parish make the facilities-building program a "must."

And remember, it all started with a trickle of water from a spring in northern Minnesota, and a couple of adventurous fellows named La Salle and Bienville.

CHARLES M. LOCKE

GENERAL MERCHANDISE

L. D. 689-3538

LAFITTE, LA.

SOUTHERN STATES EQUIPMENT CO., INC.

SALES AND RENTAL
CONTRACTORS EQUIPMENT

425 Celeste St., New Orleans, La.

KESLER'S AUTO-ELEC.

Automotive Parts—Generator—Starter

Engineered Clutches
Brake Shoes — Brake Drums Turned

3701 Airline Hwy. Metairie, La.
VE. 3-5809 & 3-4252

Road Equipment Company, Inc.

MEETS ALL YOUR
CONSTRUCTION NEEDS

Home Office — New Orleans — Ph. VE 3-5591

Branches

Alexandria
HI 3-3601

Bossier City
422-1196

**Frey Table-Ready Meats
Are Favorites All Over
Louisiana**

FREY

Best Name in Meat for Nearly 100 Years
Lafayette New Orleans

**KELLY'S
Restaurant & Lounge**

3804 Veterans Memorial Highway
Metairie

**A. J. ROUSSEL, Jr.
TEXACO CONSIGNEE**

Marine, Commercial and Station Service
Tires—Batteries for Boats, Cars and Trucks

150-Foot Wharf on Harvey Canal

FOrest 6-8591 Harvey, Louisiana
Night Phones: FOrest 1-9815; Fillmore 1-6638

PHIL MERAUX

The Old Reliable Doctor of Tires

DUNLOP TIRES

VULCANIZING A SPECIALTY — RECAPPING

547-51 Carondelet St., Cor. Lafayette
JACKSON 5-2239 New Orleans 12, La.

Cutcher Canning Co., Inc.

"CUTCHER" BRAND

Fillmore 1-3439 WESTWEGO, LA.

Canners of Quality Shrimp
and Oysters

**BACON LUMBER
CO., INC.**

2400 Airline Highway

VERnon 3-1924

METAIRIE, LA.

**NICHOLSON & LOUP
SUPER MARKET**

1524 Fourth Street

WESTWEGO, LA.

**Plymouth Cordage
Company**

600 St. George Avenue
Jefferson Parish, New Orleans

Manufacturers of

Rope • Baler Twine • Binder Twine
Tying Twine • Twisted Paper Products

Established 1824 VERnon 5-7243

WE NEVER CLOSE

WRECKER SERVICE

BRYANT'S LAKESIDE CONOCO SERVICE

WASHING — GREASING — TIRE REPAIR — TIRES — TUBES — BATTERIES

Mechanic on Duty
VETERANS HIGHWAY & CAUSEWAY

Pick Up and Delivery

Phone VERnon 3-9386
METAIRIE, LOUISIANA

"Say It With Flowers"

METAIRIE RIDGE NURSERY CO., LTD.

FLORISTS

139 Carondelet St.

NURSERY — METAIRIE RIDGE

New Orleans, La.

TAKE THE GUESSWORK OUT OF MEDICAL EXPENSES



Necessary health care is all too often neglected because of the money problem. Many conscientious people do not follow health recommendations because of their honest belief that they should wait until they have the money to pay.

Our Budget Plan for Health solves this problem by advancing the money to pay

the doctor immediately, permitting you to repay the loan in small convenient amounts.

The Professional Service Corporation Budget Plan has proved itself a dignified low-cost solution to the problem confronting many people when professional services are required.

For further information consult your Doctor or call 523 - 7608



Professional Service Corporation

Member Medical Dental Hospital Bureaus
of America



Inspecting Engineers and Chemists • "A National Fact Finding Institution"

PITTSBURGH TESTING LABORATORY

Established 1881

NEW ORLEANS DISTRICT OFFICE AND LABORATORIES

724 Central Ave.
NEW ORLEANS

VERnon 5-0341
BATON ROUGE

New Orleans 21, La.
LAFAYETTE

SCHOOL PRODUCTS COMPANY

Equipment for Schools, Churches and Offices

2920 CHARTRES ST. • WH 4-2468

Harold Heidingsfelder

Harold Heidingsfelder, Jr.

Allen Heidingsfelder

MATT GAHAGAN

METAIRIE PRIVATE PATROL

PROTECTION — INVESTIGATIONS
Commercial — Industrial — Residential

112 Frisco Avenue

PHONE DAY or NIGHT

VE. 5-0323

IF NO ANSWER DIAL

729-2814

INDUSTRIAL ELECTRIC, INC.

- Neon Signs
- Plastic Signs
- Vitreous Porcelain Enamel

- Outdoor Advertising
- Motor Repairs and Sales
- Electrical Panel Boards

3227 MAGAZINE ST.

TWinbrook 1-6311

NEW ORLEANS

BLUE PLATE FOODS, INC.

Manufacturers of

DELICIOUS BLUE PLATE FOOD PRODUCTS

—DAY AND NIGHT SERVICE—

BISHOP-EDELL MACHINE WORKS, INC.

"GENERAL MACHINE REPAIRS"

Marine and Industrial "Diesel Engine Specialists"

Phones: JAcKson 5-5221—5-5222 — Nights and Holidays Call: FO. 1-0845 — 729-3477
1008-20 MAGAZINE STREET

NEW ORLEANS, LA.



A 15-acre trace 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.

Serving Jefferson for 27 Years

Twenty-seven 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.

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 208 pages and adapts itself to easy filing on an executive's book shelf and is the only parish publication of its kind in Louisiana.

UNDERWATER SERVICES



- SALVAGE
- CONSTRUCTION
- REPAIRS
- INSPECTION
- BLASTING
- UNDERWATER PHOTOGRAPHY
- WELDING & BURNING

UNDERWATER SERVICES, INC.

Marine Diving Contractors

2229 HICKORY N. O. 23, LA.
AL WARRINER, President . . . 729-2175

TUCKER'S STEAK HOUSE

Marion R. Tucker, Prop.
BANQUET FACILITIES
VE 3-9316
701 Jefferson Hwy.

A Good Sign for Your Job!



801 MADISON ST. GRETN, LA.
FO 1-2951

Arthur
Advertising Service

COMPLETE ADVERTISING
AGENCY SERVICE

Offices in
NEW ORLEANS • BATON ROUGE
GREENVILLE, SOUTH CAROLINA

Register Now For Enrollment. Opening Sept. 20, 1961
BEAUTY SCHOOL OF METAIRIE

2908 METAIRIE ROAD

VE 5-9000

GENUINE PARTS COMPANY

HEADQUARTERS FOR YOUR AUTOMOTIVE REPAIRMAN

"All Around The Town"

AN INSURED TITLE IS A SAFE TITLE

Lawyers Title Insurance Corporation

BARONNE BUILDING

ADMITTED ASSETS OVER \$23,000,000

NEW ORLEANS

FOUNDATION PLAN, INC.

LOANS AND FINANCING

Various Convenient Plans

419 Carondelet St.

JA. 5-5279

MERCHANTS TRUST & SAVINGS BANK

2100 Airline Highway

Kenner, Louisiana

MEMBER FEDERAL RESERVE SYSTEM AND FEDERAL DEPOSIT INSURANCE CORPORATION

General Outdoor Advertising Co.
INCORPORATED

ELMER M. DUFRECHOU, Mgr.

Poster Displays

Neon Signs and Electrical Displays

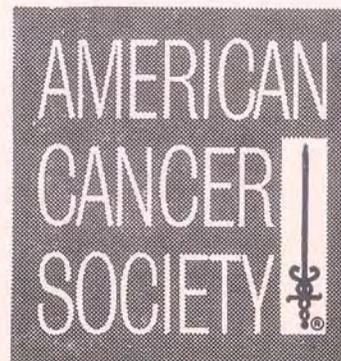
Painted Bulletins

Phone HUnter 6-5773

3900 Tulane Ave., New Orleans, La.

FIGHT CANCER

Write for free pamphlet to the Greater New Orleans Area Unit Louisiana Division, Inc., of the American Cancer Society, 822 Perdido Street.



THE JEFFERSON PARISH YEARLY

Review

1961 EDITION

PHOTOGRAPHY, ART AND CREDITS

ARTWORK: Unless credited below, all layouts, lettering and illustrations were prepared by Advertising Art Associates.

COVER ART by Charles Harper, courtesy of Morton Salt Company.

PHOTOGRAPHY: All photographs illustrating "Camera Drama" on pages 88 through 101 were created by Eugene Delcroix. Since 1939 Mr. Delcroix has been working around the calendar, waiting for just the right moment to take the many artistic photographs that have appeared in the Pictorial Section of the Review each year. Mr. Delcroix also supplied photographs, one taken as far back as 1908, on pages 8 and 9, 23, 34, lower 35, top left 37, lower left 37, top 39, lower left 39, 41, top left 43, lower left 43, top left 45, 58, 59, lower two on 73, 105, lower 110, 111, top 115, 137, 143, 149, lower 152, 162, 163, 185, 187, 189, 191, 193 and lower 195. Other than the above, all not credited below, were taken especially for the 1961 issue of the Review by Fulcran Randon.

PHOTOGRAPHS: Page 5, courtesy of American Cynamid Company. Page 16, courtesy Jefferson Parish Sanitation Department. Page 17, courtesy U. S. Army Engineer District, New Orleans. Page 19, Leon Trice. Page 20, courtesy Jefferson Parish Recreation Department. Page 21 top, courtesy Jefferson Parish Water Department. Page 21 lower, courtesy Jefferson Parish Doll and Toy Fund. Page 22, courtesy Louisiana Department of Highways. Page 24 lower right, courtesy Jefferson Parish Department of Roads and Bridges. Page 25, courtesy Louisiana Department of Public Works. Page 27, courtesy Jefferson Parish Recreation Department. Page 29, Globe Photo. Page 30 top, courtesy Jefferson Parish Recreation Department. Page 30 lower, courtesy Ennie Argence. Page 31, H. J. Patterson. Page 35 top, courtesy Louisiana Department of Highways. Page 37 top right, courtesy George Engine Co., Inc. Page 37 lower right, courtesy Intracoastal Terminals, Inc. Page 39 lower right, courtesy U. S. Army Engineers, New Orleans. Page 43 top right, courtesy The Celotex Corporation. Page 43 lower right, courtesy Dixie Carriers, Inc. Page 45 top right, courtesy Avondale Shipyards, Inc. Page 49 top left, courtesy Southern Bell Tel. & Tel. Co. Page 49 top right, courtesy Louisiana Power & Light Co. Page 51 top, courtesy Louisiana Gas Service. Page 51 lower, courtesy Freeport Sulphur Company. Page 53 top right, courtesy Texas and Pacific Railway. Page 55 top left, courtesy Ayers Materials Co., Inc. Page 55 top right, courtesy American Liberty Tank Terminals, Ltd. Page 63, courtesy Pan-American Life Insurance Company. Page 64, 1—courtesy International House (New Orleans), 2—courtesy Norman Thomas, 3—courtesy United Fruit Company. Page 71, 1—courtesy Terrytown, Inc., 2—courtesy Sunrise Homes, 3—courtesy Ted Liuzza & Associates, 4—courtesy Avondale Homes. Page 73, 1—courtesy Royal Homes, 2—courtesy Kottwitz Advertising. Page 103, courtesy Paul Kalman. Page 109, courtesy Golden Shores. Page 113, James Titterington. Page 124, 1—C. F. Weber Photography, Inc., 2—courtesy Hilton Inn. Page 126 lower left, Frank Lott Miller. Page 126 lower right, Globe Photo. Page 146, Globe Photo. Page 147, from the collection of Leonard V. Huber. Page 151 lower right, courtesy Louisiana Department of Highways. Page 152 top, James Titterington. Page 153 center, James Titterington. Page 158 lower, courtesy L. A. Muhleisen and Son. Page 159, courtesy J. Folse Roy. Page 161 top, courtesy Anheuser Busch, Inc. Page 165 top left, C. F. Weber. Page 170, courtesy Shell Oil Company. Page 171, courtesy Red Star Yeast and Products Company. Pages 172, 173, 174, 176, 177, 178 and 179, by John B. Gasquet, photographer for Louisiana Department of Agriculture and Immigration. Page 180 top, courtesy Freeport Sulphur Company.

ARCHITECTS' DRAWINGS: Page 53 lower left, Edward Silverstein & Associates. Page 53 lower right, Warren J. Nolan, Architect. Page 107, courtesy Metairie Marina, Inc. Page 110 top, Cimini & Meric, Architects, Page 112, 1—Cimini & Meric, Architects, 2 and 3—Sol Rosenthal, Architect. Page 114 top, Cimini & Meric, Architects. Page 158 top, Oubre and Wagner, Architects. Page 161 lower, Roessle and Galloway, Associated Architects-Engineers. Pages 168 and 169, Geier and Lasseigne, Architects.

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 27 years of our existence.

INDEX TO ADVERTISERS

A

A-1 Employment Service.....	190
Advertising Art.....	80
American Cancer Society.....	204
American Creosote Works, Inc.....	50
American Cyanamid Co.....	128
American Liberty Tank Terminals, Ltd.....	130
American Printing Co., Ltd.....	104
Arthur Advertising Service.....	203
Avondale Homes.....	74
Avondale Shipyards, Inc.....	118
Ayers Materials Co., Inc.....	Inside Front Cover

B

B & B Exterminating Co., Inc.....	188
Bacon Lumber Co.....	200
Barnett Appliance & Furniture Co., Inc.....	77
Bayou Rigaud Store, The.....	197
Beauty School of Metairie.....	204
Bedell & Nelson Engineers.....	194
Beeson-Warner Insurance Agency, Inc.....	198
Bishop-Edell Machine Works, Inc.....	202
Blue Plate Foods, Inc.....	202
Boh Bros. Construction Co., Inc.....	138
Borden Co., The.....	181
Brook Tarpaulin Co., Inc.....	196
Bryant's Lakeside Conoco Service.....	200
Bush, J. B., Inc.....	203

C

Campbell, S. W., & Son, Inc.....	133
Capri Cafe and Lounge.....	197
Celcure Wood Preserving Corp. of Louisiana.....	190
Celotex Corp., The.....	6
Chamber of Commerce of the New Orleans Area.....	181
Collins, J. C., Distributor.....	148
Columbia Homestead Association.....	78
Commercial Solvents Corp.....	198
Crescent City Engraving Co.....	144
Culotta Seafood.....	198
Curro, James J., Insurance.....	184
Cutcher Canning Company, Inc.....	200

D

Dane and Northrop, Inc.....	182
Daul Insurance Agency.....	192
de Laurel & Moses Engineers, Inc.....	133
Delta Mortgage Corp.....	192
Deltide Fishing and Rental Tools, Inc.....	166
Dixie Carriers, Inc.....	48
Dixie Finance Co., Inc.....	198
Dryades Savings and Loan Association.....	81

E

Employers Overload Co.....	190
Ernst, T. Edward, Inc., Consulting Engineers.....	192

F

Fair Grounds Corporation.....	82
Family Real Estate, Inc.....	76

First Homestead & Savings Association.....	81
First National Bank of Jefferson Parish.....	2
First National Mortgage Corp.....	164
Foundation Plan, Inc.....	204
Freeport Sulphur Co.....	142
Frey, L. A., & Sons.....	200
Fromherz Engineers.....	133

G

Garden of Memories.....	197
Gay, Inc.....	197
General Outdoor Advertising Co., Inc.....	204
Gennaro, Emile, Realtor.....	198
Genuine Parts Company.....	204
George Engine Co., Inc.....	4
Globe Homestead Assn.....	78
Golden Shores.....	72
Grand Isle Ship Yard, Inc.....	197
Great Atlantic and Pacific Tea Co., The.....	192
Greater New Orleans Expressway Commission.....	62
Guaranty Bank and Trust Co.....	148

H

Hallmark Homes.....	78
Hecker, C. A., Jr., Distributor.....	54
Helmer Cleaners.....	198
Herty Electrical Service.....	198
Hillcrest Restaurant & Lounge.....	196
Hilton Inn.....	84
Holmes, D. H., Co., Ltd.....	44
Hotard, Alvin E., Consulting Engineer.....	188
House of Lee, The.....	52
Hughes, H. B. "Buster," Contractor.....	136
Hyatt, Inc.....	186

I

Industrial Electric, Inc.....	202
International Lubricant Corporation.....	194
International Room.....	85
Intracoastal Terminal, Inc.....	108

J

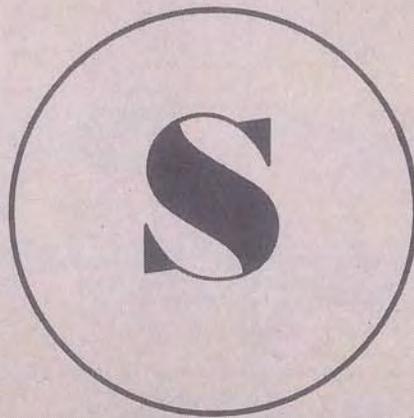
Jahncke Service, Inc.....	120
James, T. L., & Co., Inc.....	130
Jefferson Democrat.....	120
Jefferson Downs, Inc.....	Inside Back Cover
Jefferson Motor Co.....	182
Jefferson Parish Times.....	188
Jefferson Savings & Loan Assn.....	79
Jefferson Stationers, Inc.....	196
Jones, Jesse R.....	194
Jordano Lumber and Supply Co., Inc.....	198

K

Kelly's Restaurant & Lounge.....	200
Kessler's Auto-Elec.....	199

Harry J.
SPIRO
Inc.

LARGEST REAL ESTATE FIRM
IN JEFFERSON PARISH



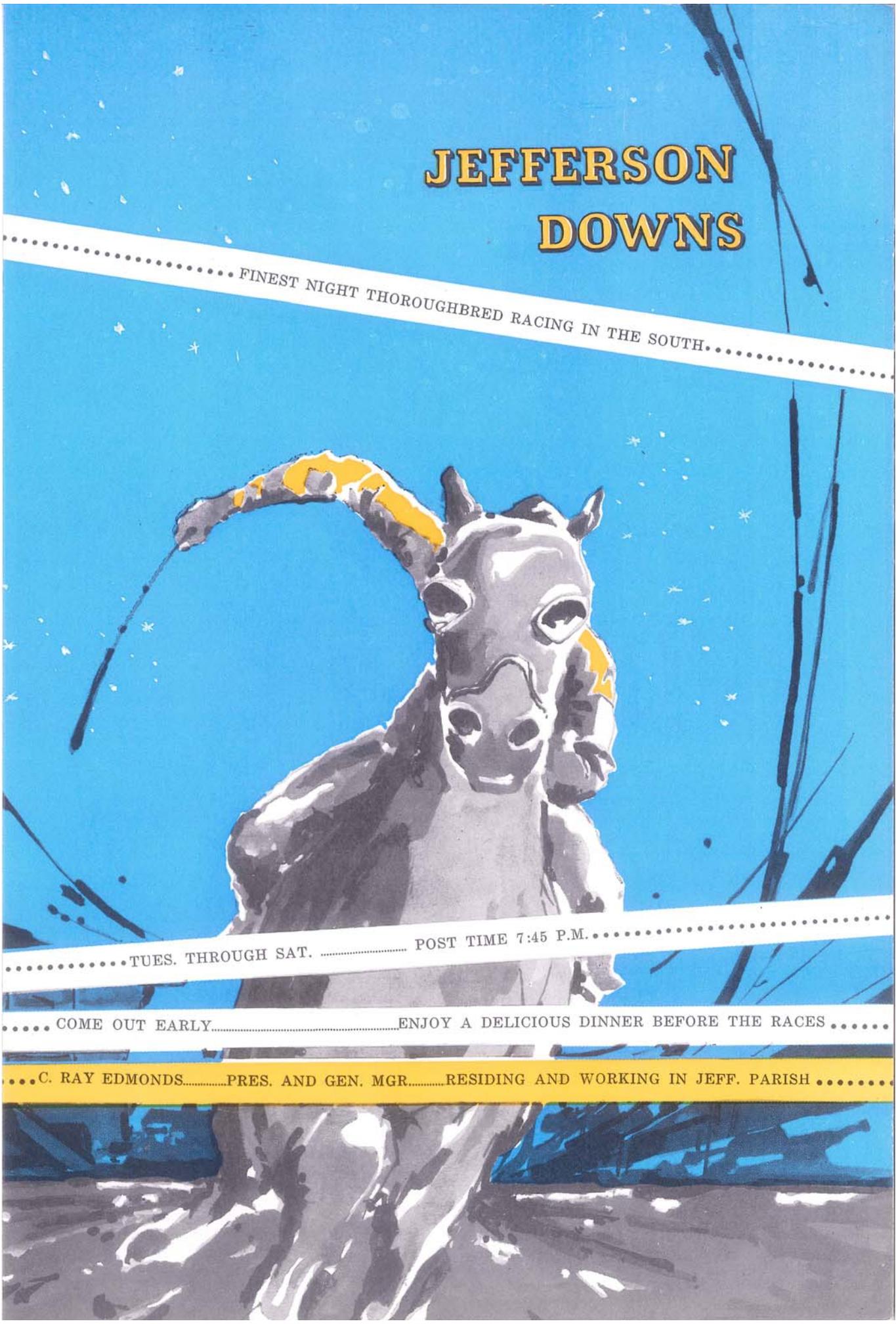
JEFFERSON DOWNS

.....FINEST NIGHT THOROUGHBRED RACING IN THE SOUTH.....

.....TUES. THROUGH SAT. POST TIME 7:45 P.M.

.....COME OUT EARLY.....ENJOY A DELICIOUS DINNER BEFORE THE RACES.....

.....C. RAY EDMONDS.....PRES. AND GEN. MGR.....RESIDING AND WORKING IN JEFF. PARISH.....



Save 22 miles . . . Fastest way to new bridge. Avoid traffic jams. Turn right on U.S. Highway 90 at Avondale and continue on expressway to . . .

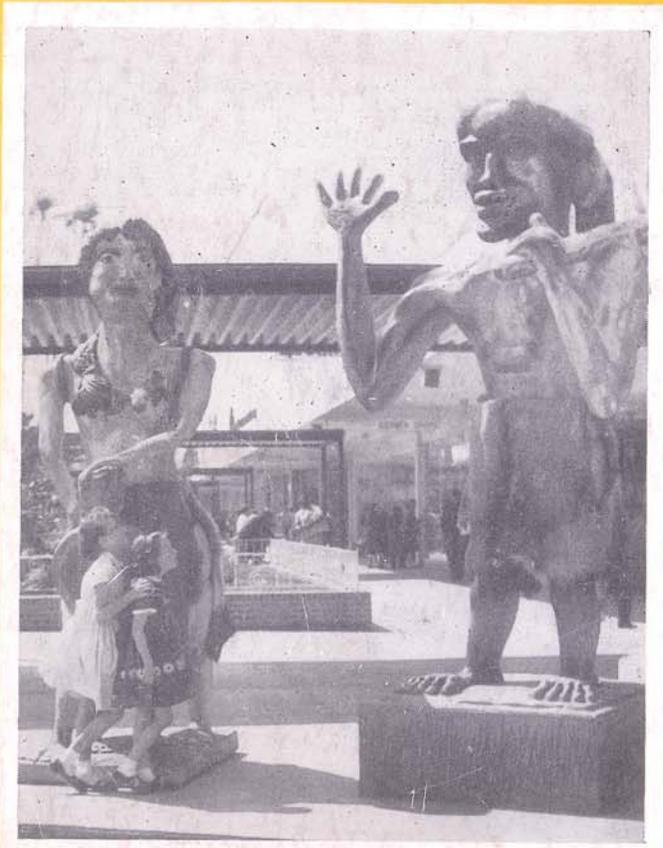


ALVIN T. STUMPF

WESTSIDE SHOPPING CENTER

still growing and expanding with Jefferson!

Avoid looking for parking in downtown New Orleans. On your way to the new bridge, stop and shop at Stumpf's Westside Shopping Center.



Caveman RUGA, his family and Shelby and Pamela Stumpf invite little children to visit and play in the Center Playground.

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 12 523-1731

John W. Zaring

"15 E" Westside Shopping
Center
Gretna, La. FO 7-55

SHOP AT THESE WESTSIDE STORES

A & G Cafeteria	Lord's
Baker's Shoe Store	Maison Blanche
Beneficial Finance Co.	Maison Blanche Tire Store
Cardon's Barber Shop	Thom McAn Shoe Store
Duane's Shoe Store	McKenzie's Pastry Shopper
First National Bank of Jefferson Parish	National Food Stores
Galle's Gulf Service	Singer Sewing Center
Gordon's Quality Jewelers	Stein's Mens Clothing Store
Halpern's Fabrics	Stumpf's Rexall Drugs
Jefferson Insurance Agency	Sutton's
Labiche's	Tri-Drive Restaurant
Lerner Shops	Western Auto Stores
	Woolworth's

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.



Senator Alvin T. Stumpf, Rt.



The late Dr. John F. Stumpf



Archie C. Stumpf, Ph.C.

Above are pictures of the men who brought comfort, convenience and time saving to shopping at the Westside. Most of the land on which Stumpf's Westside Shopping Center is located has been in the Stumpf's family for over sixty years.