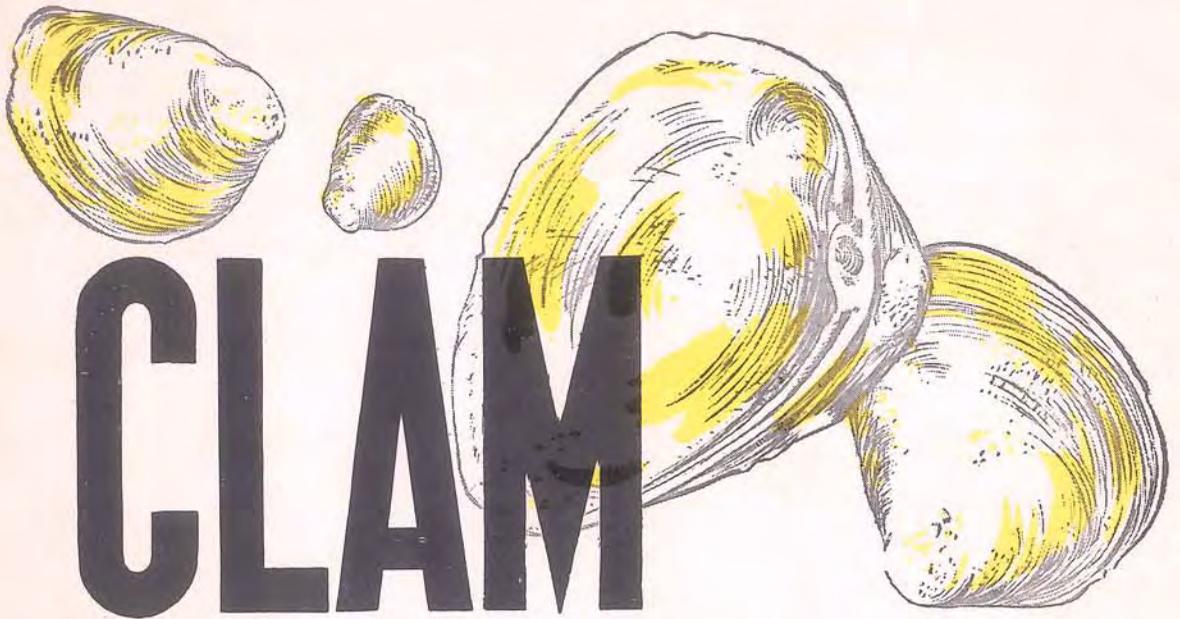


THE JEFFERSON PARISH YEARLY

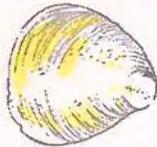
Review

1964 EDITION





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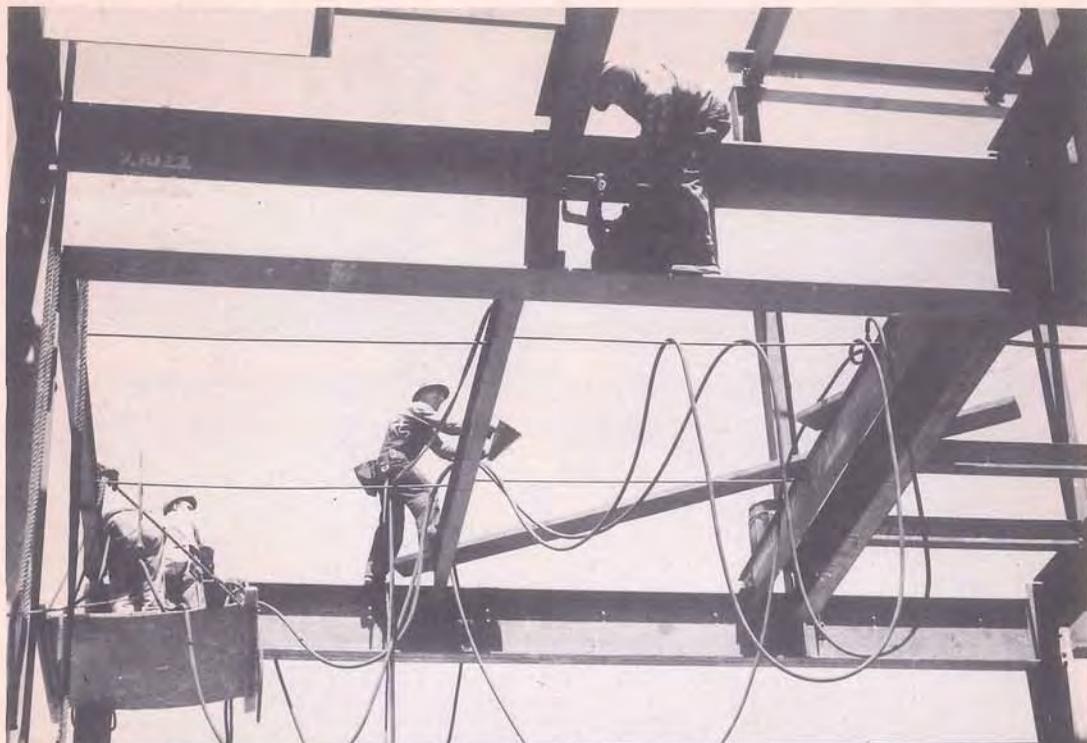
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Introduction



You are invited to peruse leisurely and then file for future reference this 1964 installment, in words and pictures, of the story of Jefferson Parish's progress presented annually by the Jefferson Parish Yearly Review for the last 30 years.

Jefferson Parish straddles the Mississippi River and with its 27 miles of riverfront on both sides and its more than 250 diversified industrial plants (of which five are the largest of their kind in the world) is an integral and inseparable part of the great Port of New Orleans, the second most important seaport in the nation.

The three great bridges which convey auto, bus and truck traffic to and from the Greater New Orleans area are all located entirely or in part in Jefferson Parish. The historic Huey P. Long Bridge, which carries rail and motor travel westward, lies entirely in Jefferson Parish. The southern end of the Lake Pontchartrain Bridge, the longest in the world, expedites motor traffic through Jefferson Parish to the north. Probably the most important single new impetus to the future prosperity and progress of Jefferson Parish was when the Mississippi River Bridge that links downtown New Orleans with Jefferson's capital city of Gretna was made toll free in April of 1964. Even with a toll of 30 cents per passenger automobile this bridge carried 11,097,023 vehicles to and from Jefferson Parish in 1963—a gain of 1,406,698 vehicles in 1962.

This now 99% industrial parish, boasting every known means of modern transportation including the New Orleans International Airport which is located within the limits of Jefferson's City of Kenner, also paradoxically offers the area's visitors and residents one of the world's top ten deep sea fishing spots and the state's only saltwater beach at Grand Isle less than three hours by car from downtown New Orleans or the heart of Jefferson Parish.

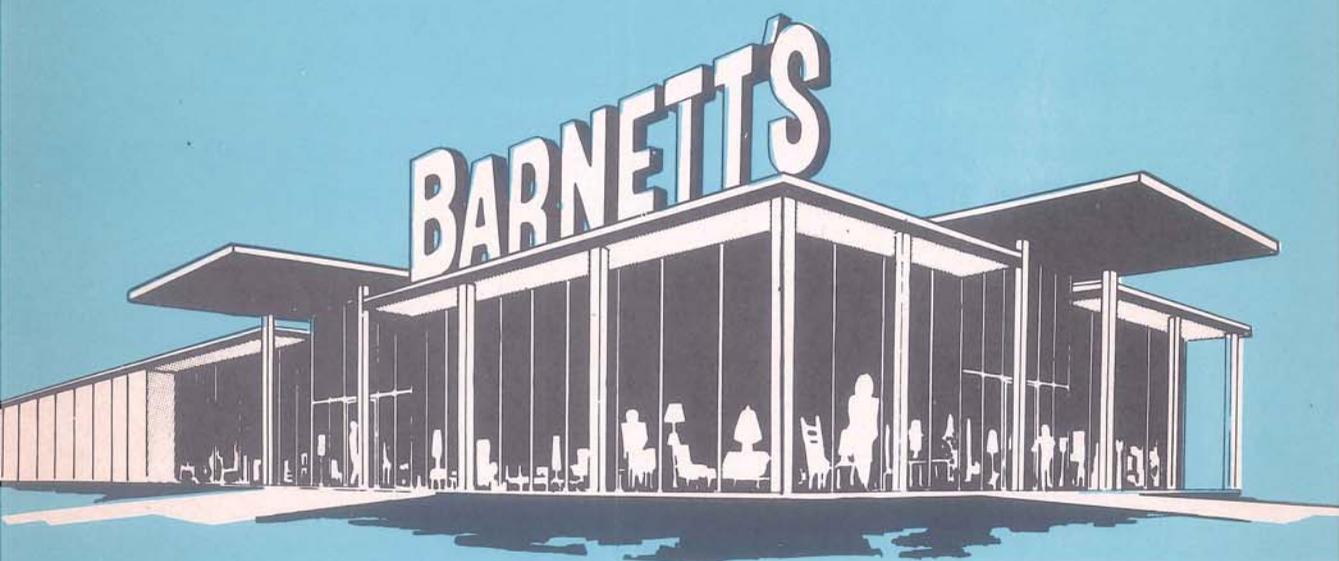
Jefferson is now engaged in a multi-million dollar public works program of traffic expediting expressways, overpasses and underpasses, a parish wide modern sanitary sewerage system, an enlargement of its water supply, new schools, shopping centers, huge subdivisions and thousands of new homes for its rapidly approaching quarter million population—all co-ordinated to make Jefferson Parish a more attractive place to live, work and enjoy leisure.

Its still available strategic canal, Intracoastal Waterway, and river bank factory and industrial sites and its proximity by water to the Saturn Missile Program at Michoud and nearby Mississippi will attract sub-contracting manufacturers serving the Space Age.

Jefferson's prosperity and progress are just beginning.

GROWING WITH JEFFERSON

*and with the entire Greater New Orleans
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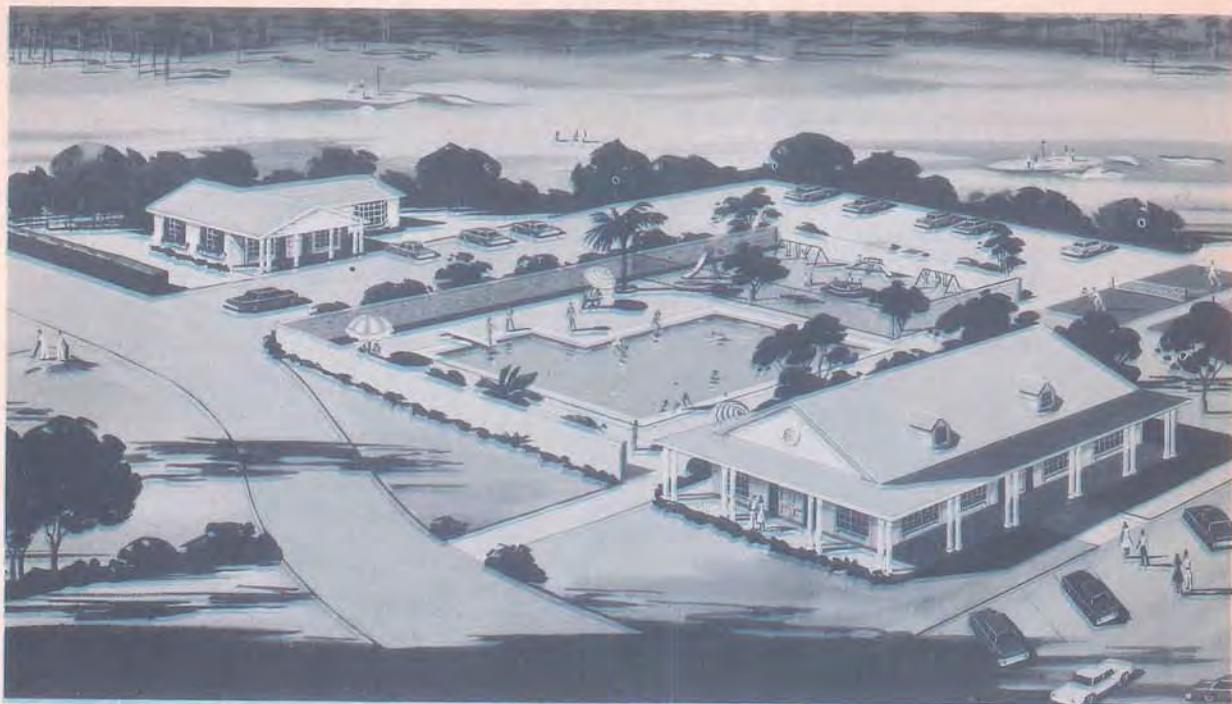
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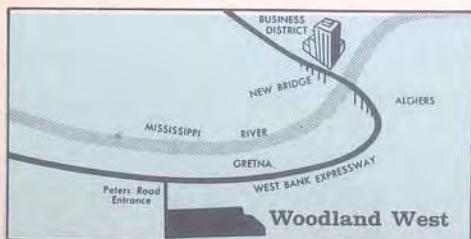
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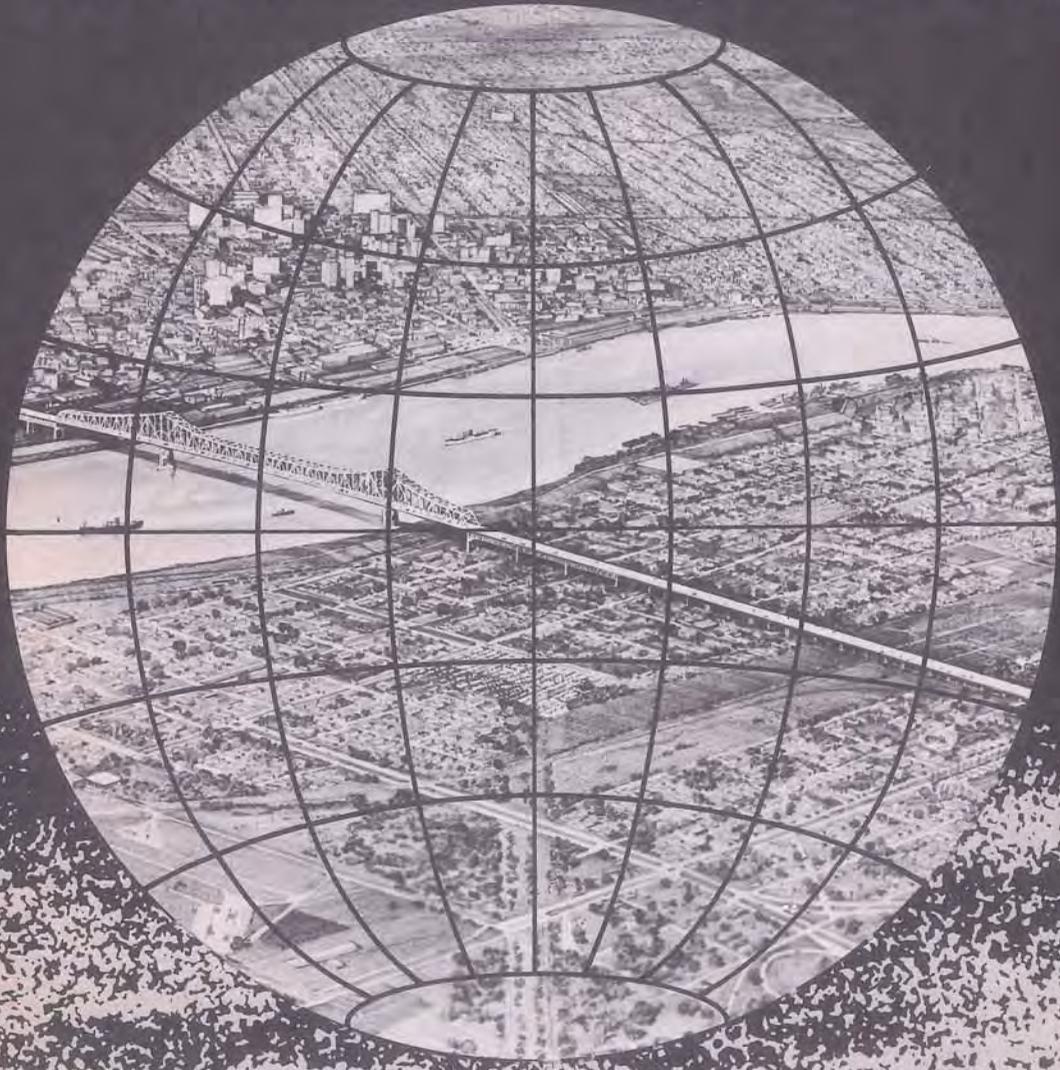
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Review

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

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



COVER ILLUSTRATION

Today a shipyard builds sugar mills, and many other products not normally associated with the ship building business. Heavy fabrication and castings are a part of Avondale Shipyard's broad diversification, and throughout the five divisions of this booming Jefferson Parish operation carginers and barges, drilling rigs, stainless steel propellers and prefabricated porcelain-enamel structures are also constructed.

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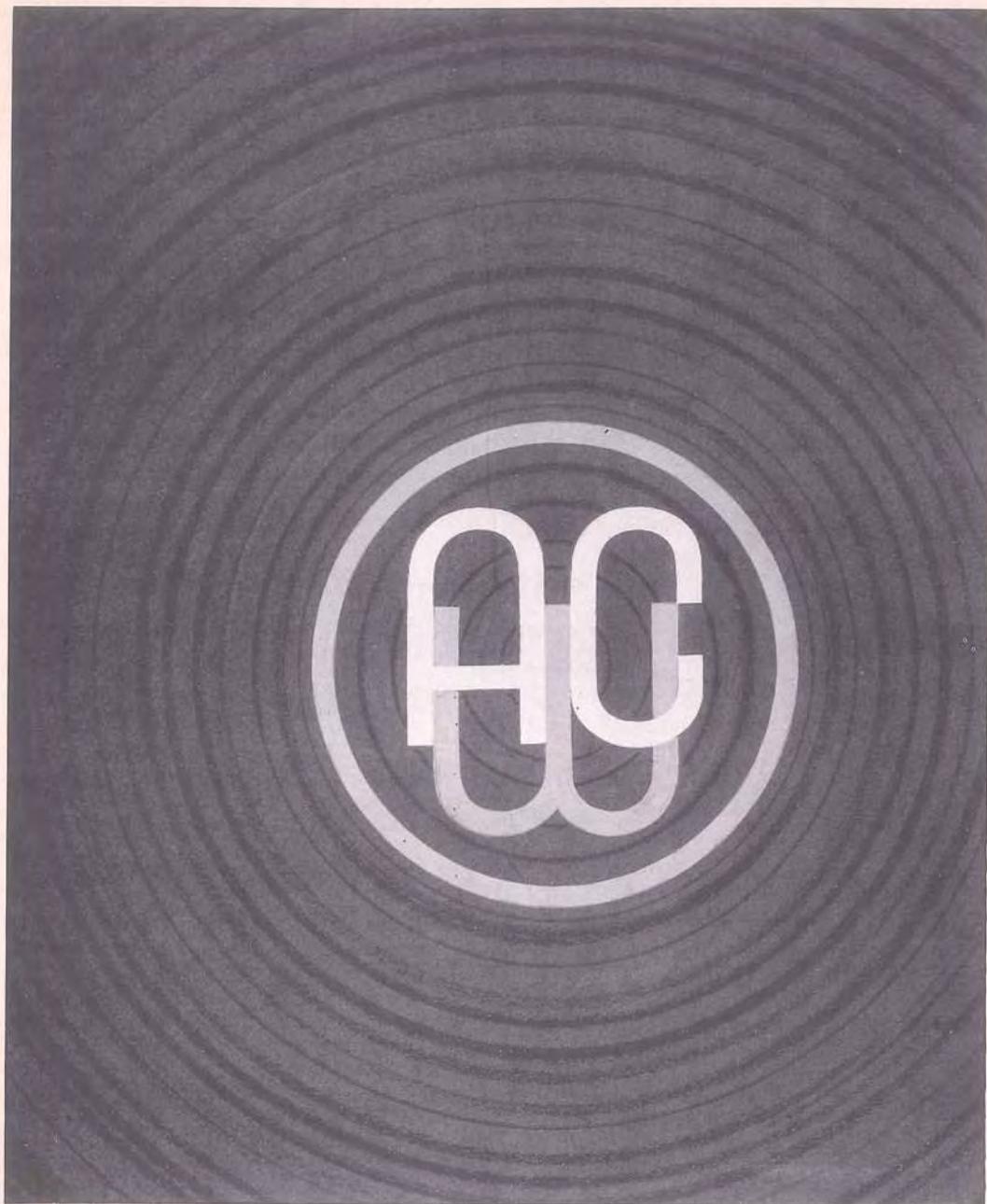
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Report of the Parish





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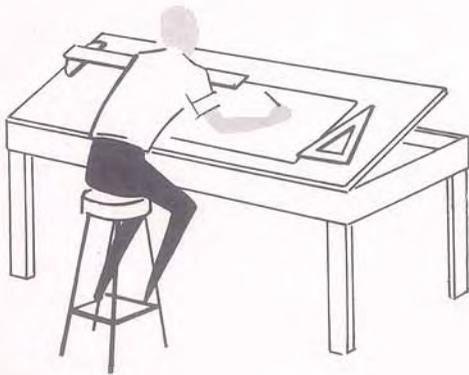
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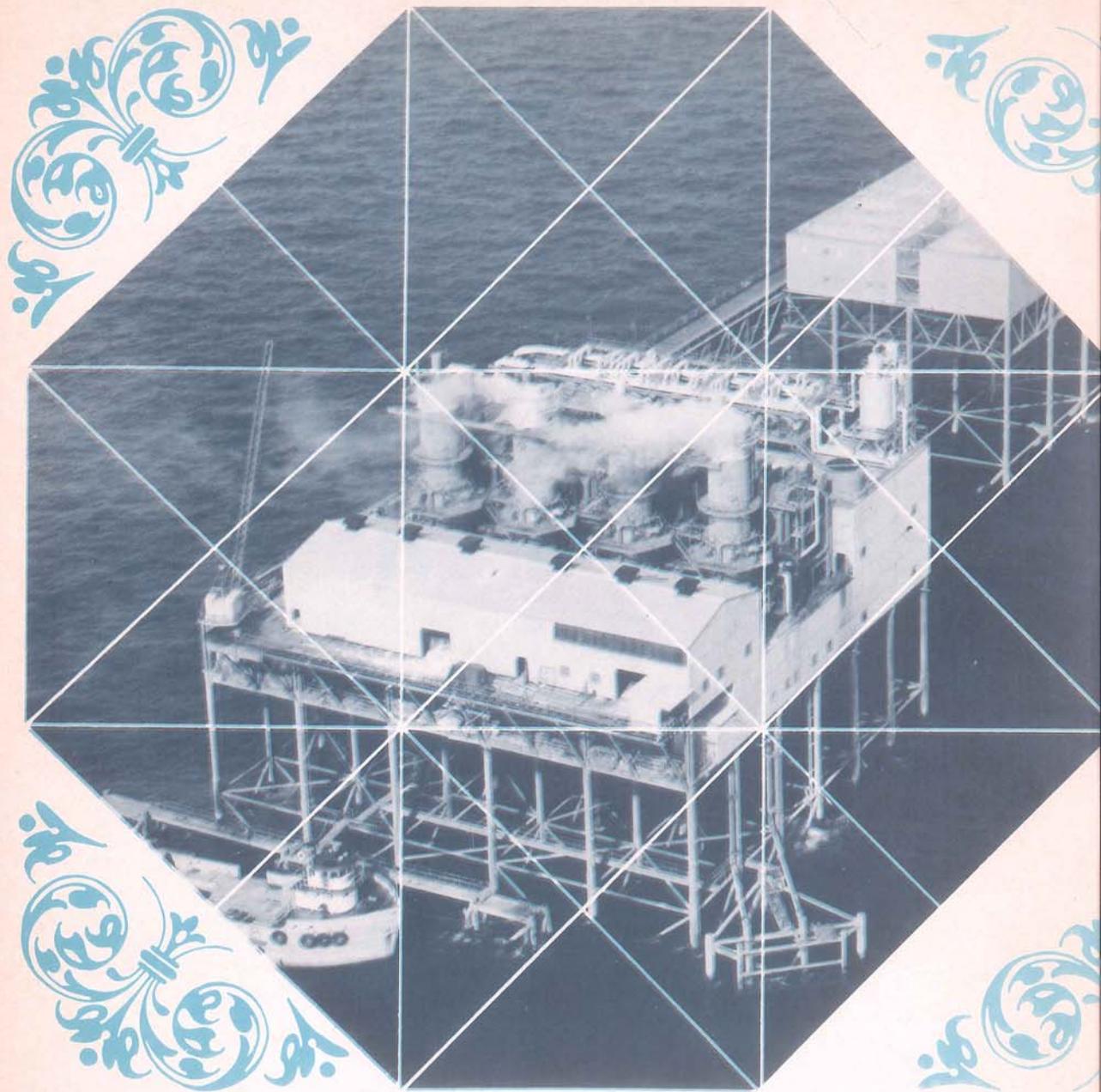


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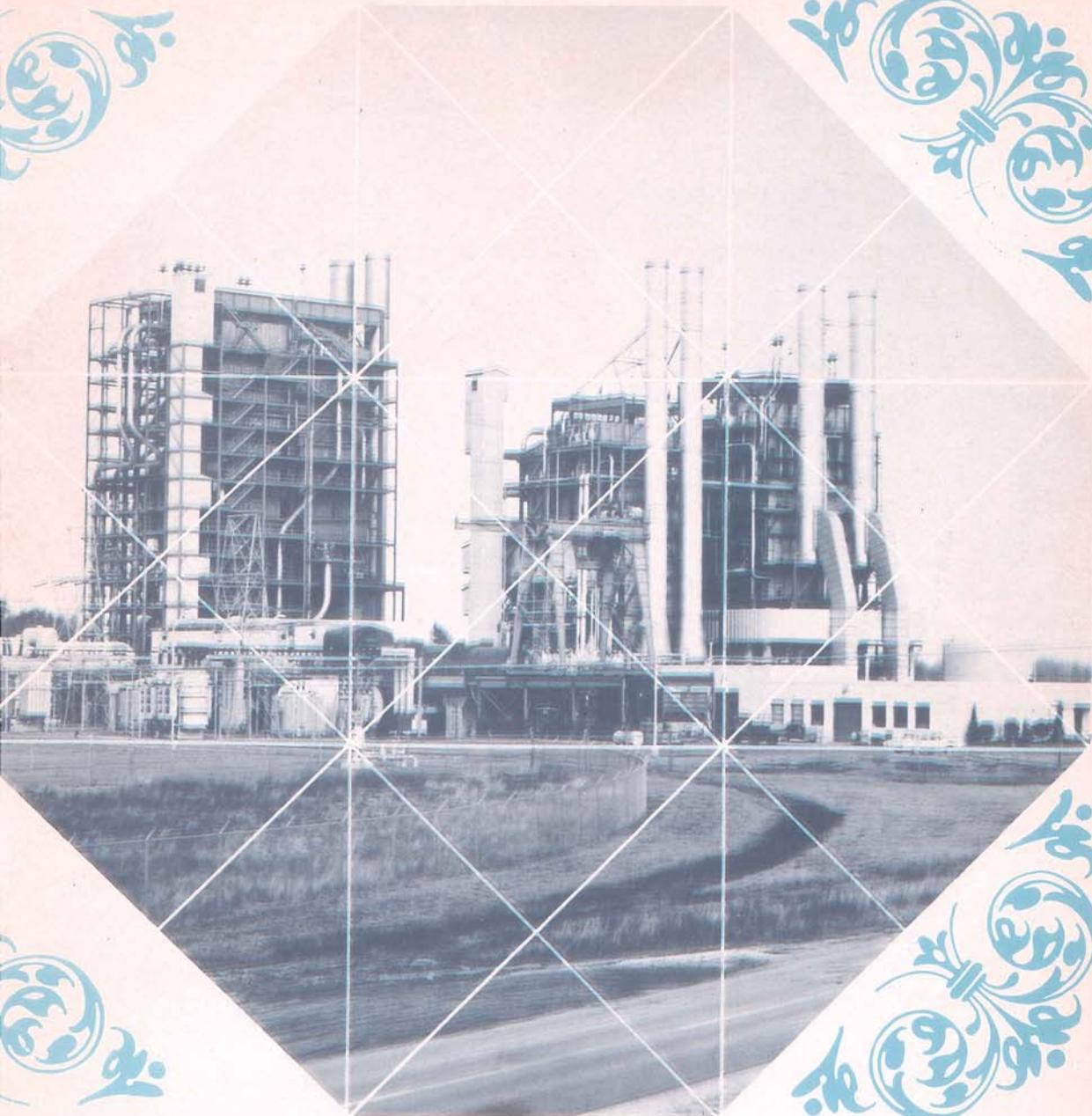
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KALEIDOSCOPIC JEFFERSON

Long before the days of television, hot rods, and motion pictures Jeffersonians amused themselves with kaleidoscopes. A simply constructed instrument, it consists of bits of col-

ored glass, a viewing eyepiece and tube, and the container for the glass which can be rotated to present new, wonderfully pleasing designs with each turn.



The Jefferson Parish of today is like the old-fashioned kaleidoscope—but there the comparison ends! Kaleidoscopic, yes. Old-fashioned, not a bit!

The various mosaic patterns that make up Louisiana's fastest growing parish are, like beauty, formed by the eye of the beholder. Let's examine some of these mosaics from various viewpoints to get the big picture.

First, from the viewpoint of the oldtimer. Try as he might, he can no longer make his Jefferson kaleidoscope show the picture of

just a few decades ago. No longer does he see a parish that is almost exclusively agricultural. Most of the farms and orchards of yesteryear have been displaced by industry. The parish economy that he knew as primarily rural is now 99% industrial.

It is the industrial planner's turn now. On his mosaic he sees nearly 250 industrial plants, including five of the largest of their kind. He sees railroads, waterways, the Mississippi River, modern highways, wharves, diversified storage of almost limitless capaci-

ty, one of the nation's leading airports in air freight tonnage, and numerous short and long distance hauling facilities.

The industrial planner's mosaic is a variegated one. An irresistible one when it comes to making the decision to locate a new industry or relocate an established one, keeping in mind the precedents set in past years by America's industrial leaders.

The planner, having stamped "A-OK" on Jefferson Parish as a site for industry passes the kaleidoscope to his superior. His is an even more critical, searching scrutiny of the many facets of the Jefferson Parish area. He looks for educational facilities, knowing his employees are attracted to areas that provide opportunities for quality schooling for themselves and their children. He finds these facilities in quantity — universities providing graduate level training, colleges, and industrial and business training schools with nationwide reputations.

He looks for churches, knowing spiritual growth is as important as mental. He finds houses of worship in abundance. Churches of all faiths, some new, some old, many recently constructed to meet the needs of parishioners in newly created residential areas, all well attended by newcomer and native alike.

He looks for the recreational in Jefferson's offerings. He discovers an almost bewildering range of recreational opportunities for Jefferson residents. Youngsters can participate in year-round sports activities where the emphasis is on participation for all, rather than just further development of the already talented. He sees that young and old have access to a parish-wide library system whose collection balances the need for recreational reading with the opportunity for self-education.

He notes the area's little theaters which afford the theatrically inclined ample opportunity for their desires, be they audience or actor-oriented. Additionally, the arts in their other forms give Jeffersonians many opportunities to cultivate their favorite Muse.

But there is still another view of Jefferson that can never be blurred by the swiftly spinning wheels of change. It's the relaxed view, the contented view. The view of a pirogue that you would think almost motionless in the current of a Barataria bayou if you did not see its sole occupant momentarily lower the tip of his fishing rod in order to brush aside the moss that eagerly stretches down from an overhanging bough to the dark water. It is a more active picture as the in-board motors of a chartered fishing boat roil the azure water off the shore of Grand Isle, one of the best fishing spots for game fish in the whole world. Later in the year, the sports picture takes on the colors of Fall and Winter for it is hunting season and Jeffersonians are out in the marshes at pre-dawn hours set to pit their skills as nimrods against the denizens of the air as they beat their way southward down the flyway.

Lastly, the view of Jefferson Parish is one of its people. A willing labor force, skilled, cooperative, and loyal. A parish of doers, devoted to leading the way, rather than resting on past honors. Communities that acknowledge the all important role of the Maker in their lives. Individuals, proud of their rich heritage but quick to extend the hand of friendship to newcomers. In short, Jefferson Parish is people's country.

The Past and the Future—This is the thirtieth year that the Jefferson Parish Yearly Review has chronicled the developments within our beloved parish. To say they have been years of change is to state the obvious; to say that the parish has reached its potential or a point near it is to be unrealistic; in Jefferson Parish, progress is not a sloganeer's empty promise but, rather, a way of life.

These events took place in Jefferson last year. They represent both fulfillments of past aims and guideposts to future accomplishments:

The Greater New Orleans area waterfront, 27 miles of it in Jefferson Parish, definitely establishes itself as the nation's second port. The parish's industrial sites on both

Keeping pace with the tremendous growth, the East and West Banks of Jefferson Parish are receiving vast drainage improvements. Workmen above are unloading 80" x 122" arch culverts which will become part of the extensive drainage improvement program being rushed to completion to meet the increased demands of Jefferson's rapid growth.



sides of the Mississippi River and on the Harvey Canal contributed mightily to this rank. Future expansion along the Gulf Intra-coastal Waterway and the Barataria Waterway will do much to strengthen the port's position, if not actually improve it. Expanded trade with our neighbors in Central and South America makes the latter a not unlikely possibility.

Jefferson Parish continued to be a rich source of oil, gas, and sulphur this past year. Approximately 20 million barrels of crude oil and 37½ billion cubic feet of natural gas were produced. Increasing demand for sulphur caused the expansion of the huge underwater sulphur mine in the Gulf of Mexico south of Grand Isle.

Population figures which have doubled in each of the past three decades continue to rise. The present estimate of population nears the 245,000 mark and makes Jefferson Parish once again the despair of census officials with their rapidly obsolescent population statistics for "big JP." Natural resources; water; a capable, adaptable, loyal labor force; excellent year-round climate; outstanding living conditions; educational and recreational facilities; tax exemptions based on sympathetic appraisals of industries' needs; transportation availability—all share credit for this seemingly-never-to-be-peaked population growth.

The business community again reflected the high income enjoyed by Jeffersonians who can afford and buy luxuries as well as necessities. Retail sales in 1963 reached \$299.1 million, an increase of 11.6% over 1962.

Building permits totaled 5,646 for unincorporated areas. One-family homes accounted for 2,213 of the permits. Parish authorities placed the total construction figure, again in unincorporated areas, alone, at an excess of \$74 million, an increase of \$6 million over last year.

Government is Progressive, not Hidebound by Outmoded Traditions—Now in its seventh year of operation in president-council form, the parish government administers eleven departments and 42 parish districts. The parish president and councilmen currently are putting into effect a capital improvements pro-

gram costing \$65 million that will extend over a five-year period. The money is provided by bond issues, parish income, and government grants.

In 1963 property owners approved \$23 million sewerage bond issues to serve unincorporated areas. The program is scheduled to be completed within two years.

Incorporated areas also turned to the bond issue for sewerage improvements. The addition of city-wide sewerage facilities in Kenner, Westwego and Harahan will provide these facilities for practically all of the incorporated areas of the parish since Gretna, the parish seat, already has them.

A parish-wide drainage program costing \$5 million is nearing completion. It will double the capacity of all parish pumping stations on Lake Pontchartrain. New pumping stations have been built at Estelle and Westwego. Renovation of pumping stations at Ames, Roussel, and Westwego, along with the cleaning of canal outlets has added to the efficiency of the drainage network.

Yesterday's shell road is becoming more difficult to find. Continuing an impressive road improvement program, the parish council last year authorized the expenditure of more than \$2 million for paving, making it the largest annual expenditure for this purpose in the parish's history.

Significantly, although perhaps not readily identified as such, the newly constructed East Jefferson Community Health Center represents a landmark in financing of publicly owned buildings. The structure cost \$5,500,000 but not one cent was raised through tax increases or borrowing of funds. A federal government Hill-Burton grant accounted for \$255,000 of the cost; the balance was available from parish funds. Another reason for fiscally citing the new health center is that it evidences the federal government's confidence in the administration of our parish and in its methods of handling financial grants. Federal money of this amount is not lightly dispensed without close observation of the character and capability of those who will spend it.

— The man who watches his money is the man who prospers. It is true of governments

Right: An unusual view from the Mississippi River of Jefferson's West Bank at its capital city of Gretna. Prominently in the center of the photograph is Jefferson's new Courthouse and its convenient parking facilities.



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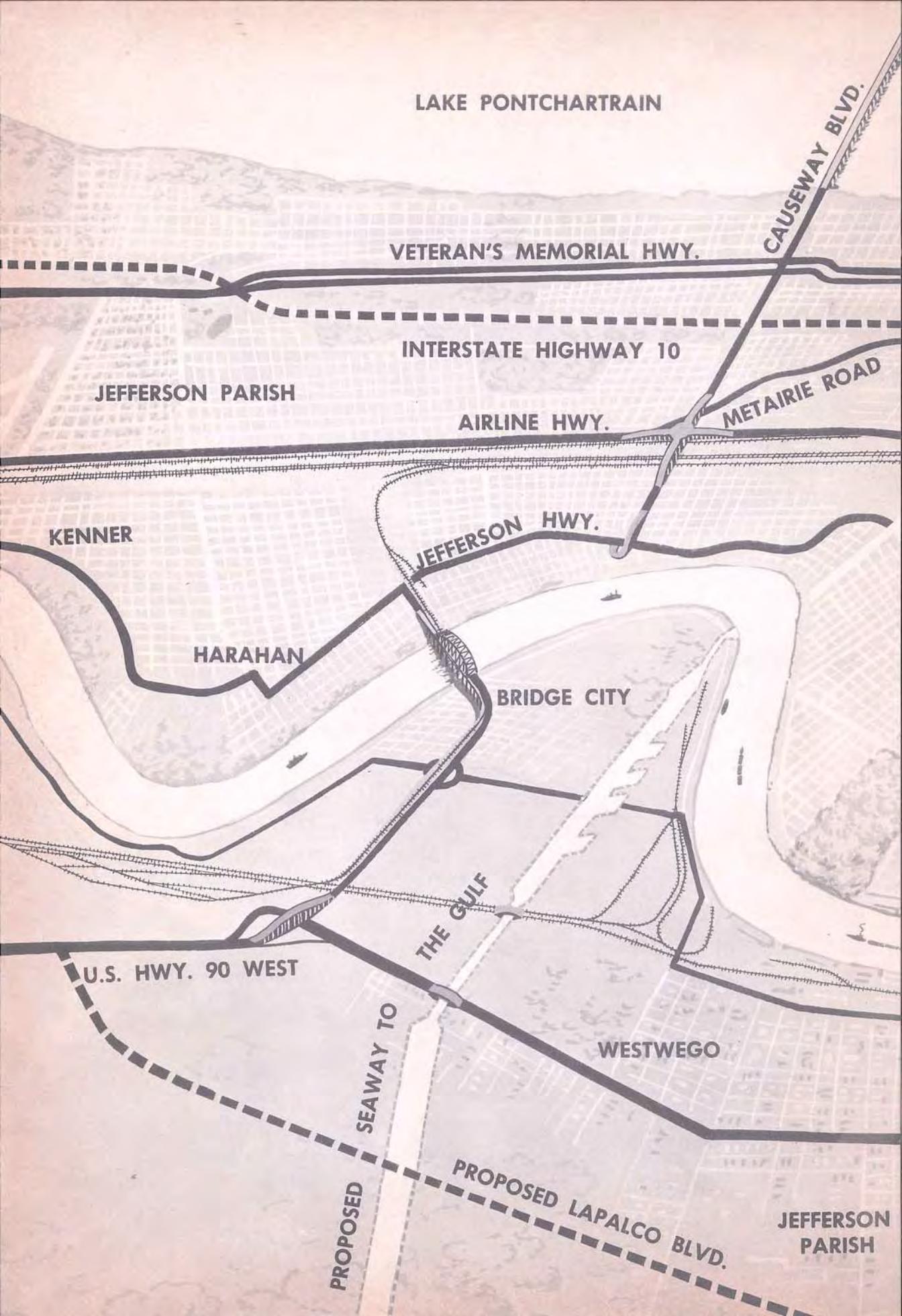
THE GULF

WESTWEGO

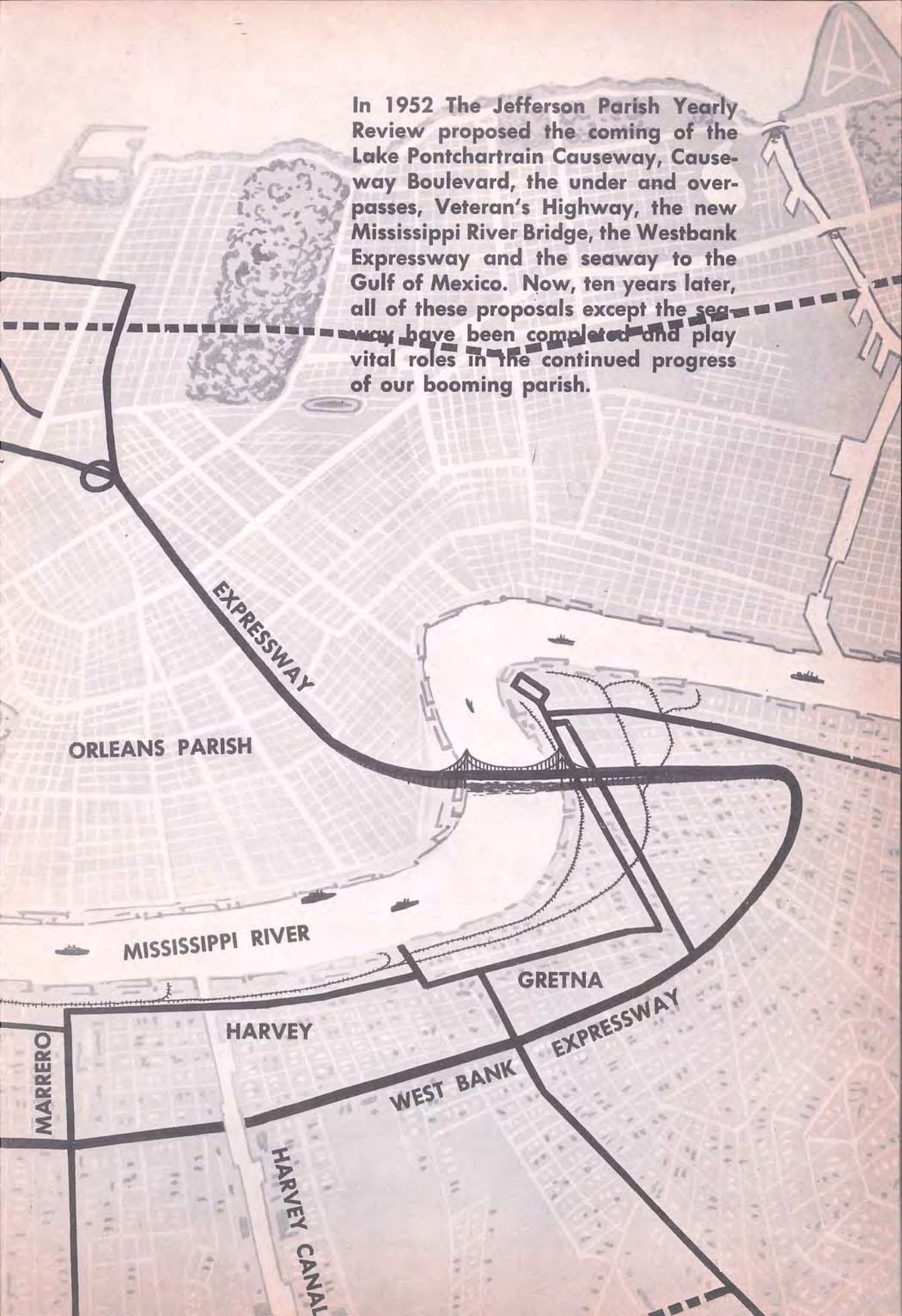
PROPOSED SEAWAY TO

PROPOSED LAPALCO BLVD.

JEFFERSON PARISH



In 1952 The Jefferson Parish Yearly Review proposed the coming of the Lake Pontchartrain Causeway, Causeway Boulevard, the under and overpasses, Veteran's Highway, the new Mississippi River Bridge, the Westbank Expressway and the seaway to the Gulf of Mexico. Now, ten years later, all of these proposals except the seaway have been completed and play vital roles in the continued progress of our booming parish.



EXPRESSWAY

ORLEANS PARISH

MISSISSIPPI RIVER

GRETNA

HARVEY

MARRERO

WEST BANK EXPRESSWAY

HARVEY CANAL



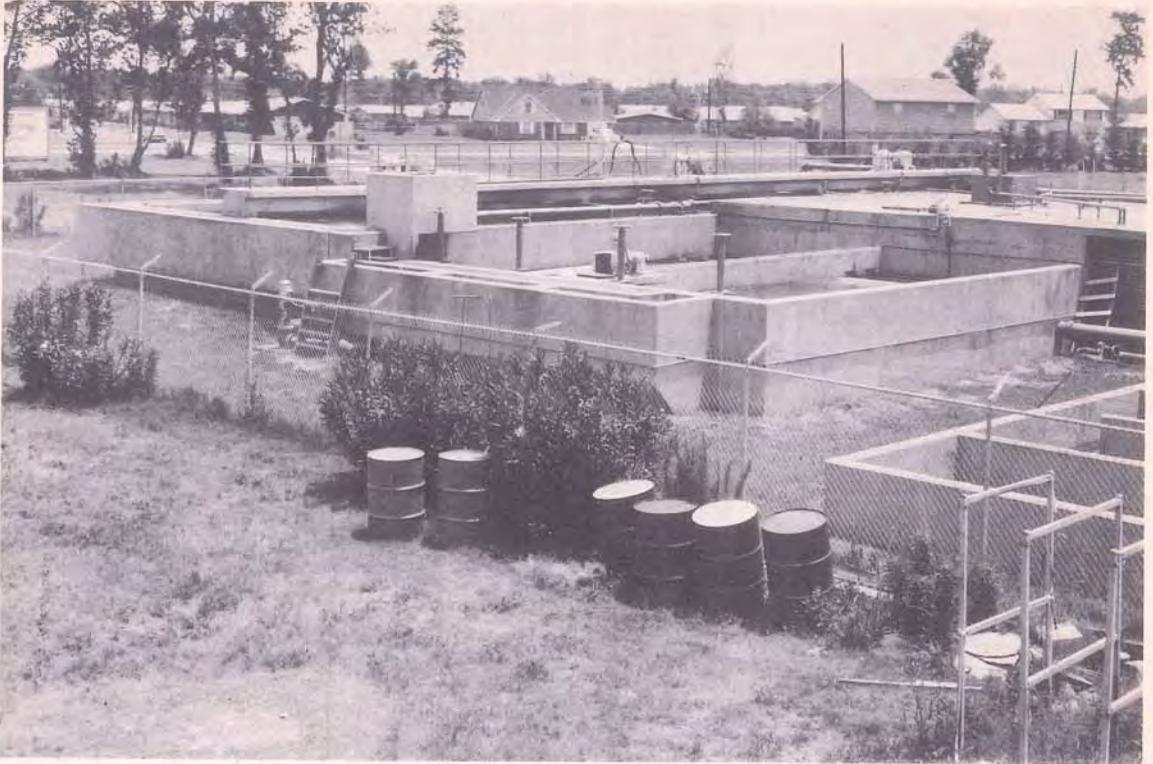
Two tows pull away from Lafitte following the dedication ceremonies of the new Barataria Bay Waterway on December 4, 1963, a project for which our Congressman Hale Boggs worked long and hard. Participating in opening day ceremonies of the Barataria Bay Waterway on December 4, 1963 were, reading from right: Senator Russell B. Long of Louisiana; Major General Ellsworth I. Davis, Division Engineer, U. S. Army Engineer Division, Lower Mississippi Valley, and President of the Mississippi River Commission; and Colonel Edward B. Jennings, District Engineer, U. S. Army Engineer District, New Orleans.



The Underpass on the Air-line Highway between Labarre and Shrewsbury Roads constructed so that motor traffic does not have to wait when a train is crossing the highway. Just beyond is the traffic circle that routes cars and trucks west to Baton Rouge, to and from the Causeway, and Jefferson Highway. On top of all is the overpass to handle traffic to and from the Causeway or the Veterans Memorial Highway.



The East and West Banks of Jefferson Parish are receiving vast drainage and sewerage improvements. Workmen are installing 18" Epoxy lined transite sewer pipe.



The West Bank completed seepage treatment plant at Terrytown—part of the construction program that will bring modern sanitary sewerage systems to the populated portions of Jefferson's entire unincorporated areas on both East and West banks.



In 1963 the Jefferson Parish Personnel Department administered examinations to 2,275 applicants for Civil Service positions in the fourteen parish departments included in this classified service. The above photograph portrays a performance test given to applicants interested in the position of Fire Apparatus Operator.

also. Jefferson Parish's idle funds are safely invested in United States government securities and fully secured certificates of deposit with commercial banks. In 1963, the parish reaped interest payments of \$440,872.

Further careful husbanding of public funds in the matter of taking advantage of all cash discounts on bills saved approximately \$1,000 monthly. Wall Street has responded to the financial caretaking practices of Jefferson Parish by the allowance of much lower rates of interest on the sale of parish bonds.

The dedicated corps of parish government workers has enjoyed a well merited increase in pay, without additional taxation of the public, thanks to these savings.

Future planning envisions enlarging the West Bank General Hospital in Marrero which has been self-supporting since its beginning.

Another project in the planning stage, a marina on Lake Pontchartrain extending from the causeway bridge to the parish line, will make Jefferson even more deserving of the title "Sportsman's paradise."

Parish Clerk's Office Records Actions—The office of the parish clerk serves as a recorder of the actions taken by the councilmanic branch of the Jefferson Parish government. Additionally, its personnel record every service and construction contract entered into by the council.

It is interesting to trace some of this office's duties. Serving as a clearinghouse for parish official business, the clerk's office forwards department directors' recommendations to the council after they have been approved or rejected by the parish president. After the council has acted, the clerk's office records its decisions. Finally, the parish clerk reports the actions and includes them in the minutes.

The office is responsible for the drafting of summary ordinances for future action.

The parish clerk's office is truly the keeper of records, being charged with the task of maintaining files and indexes to them in order to furnish the public and government departments with accurate, promptly arrived at information.

Estimates by Experts Close to Actual Figures—Expenditures for operation of the government of Jefferson Parish were estimated at

\$11,461,414 for 1963. The figure arrived at by the parish Finance Department was just two-tenths of 1% lower than the actual figure for expenditures, a tribute to careful planning and assessment of parish requirements a year in advance.

Expert statistical presentations, careful marshaling of past and projected performance facts, and sound fiscal procedures by this department have already resulted in favorable interest rates from those in the nation's bond markets.

Currently, the Finance Department is studying the feasibility of installing a central computer system. Data processing equipment is now rented. Used in budgetary accounting, compiling the payroll for the parish's 1,400 employees, billing for public improvement assessments, and rapid computation of election returns, the rented equipment has reached its maximum capacity. A central computer system (which in no case would eliminate the job of a current employee) could be used for water and utility billings, inventory controls, vehicular maintenance records, sheriff's tax collections, traffic fines controls, for those purposes listed above and a multitude of others. If adopted, the computer system would be available to all parish agencies on a scheduled basis and result in greater efficiency, reduced record costs, and improved service for taxpayers.

Water—White Gold for Industries—Mention plant location to an industrial planner. One of his first questions will be about water supply. This white gold has been an important factor in Jefferson Parish's impressive record of attracting new industries. Daily, 115 billion gallons of water flow through Jefferson Parish—that is billion with a "B." One of the industries located in the parish uses 15 million gallons of water a day.

Approximately 50 million gallons of water are used in the parish for household use, human consumption, and fire protection. The per capita consumption of water for all uses jumped from 25 gallons daily in 1931 to 100 gallons in today's world of increased attention to lawn care, swimming pools, washing machines, and dishwashers.

The per capita consumption figure is expected to rise, posing a challenge to the parish Water Department—a challenge that

is being met by its six water districts through construction programs geared to future parish needs.

Here is the department's record of 1963 construction and plans for 1964 construction:

Waterworks District No. 1 added 2,206 customers in 1963 for a total of 41,474. The district:

1. Increased filtration plant capacity from 20 million gallons per day to 36 million gallons at a cost of \$2,075,000. Construction began in September, 1963, and is scheduled for completion in December, 1964.

2. Constructed a 40 million gallon per day river intake, pumping station, and raw water line costing \$545,000 was completed in the summer of 1964.

3. Installed 12-inch water main on West Metairie Boulevard from Turnbull Drive to Airline Park Boulevard at a cost of \$147,310 was completed in the summer of 1964.

4. Installed 12-inch main to serve University City from Veterans Memorial Highway to the southern boundary of the subdivision at a cost of \$87,740.

5. Relocated 14-inch and 12-inch mains on Interstate Highway 10 from Causeway Boulevard to the Jefferson-Orleans parish line at a cost of \$341,134.

6. Relocated water mains on Interstate Highway 10 from Causeway Boulevard to Williams Boulevard at a cost of \$465,150.

7. Installed 12-inch main on West Metairie Boulevard from Airline Park Boulevard to Williams Boulevard at a cost of \$152,232.

Construction for Waterworks District No. 1 in 1963 totaled \$3,813,566.

Planned 1964 Construction in Waterworks District No. 1—1. Installation of 12-inch main on north and south sides of Interstate Highway 10 from Severn Avenue to Transcontinental Drive at a cost of \$188,241.

2. Installation of main trunk line system to serve the Camp Plaque, Harahan, Little Farms, and Kenner areas. This is the first stage in the development of a \$9 million major trunk line system of reinforcing the entire distribution system of the district. Construction will begin in the summer of 1964. The first phase will cost approximately \$2,570,000.

3. Construction of approximately \$1½ million worth of water mains in large sub-

divisions such as Pontchartrain Shores and Pontchartrain Gardens as well as on many streets on a petitioned basis, i.e., property owners pay the cost of improving their property.

Waterworks Districts No. 2, 3, 5, 6, and 7—These added 1,132 customers during 1963 for a total of 11,605. New construction completed was:

1. Installation of mains on Belle Chasse Highway, Whitney Avenue, and Behrman Highway at a cost of \$127,000.

2. Installation of approximately seven miles of mains by sub-dividers in the West Bank district.

Planned construction for these districts in 1964 includes:

1. Installation of 12-inch main on Barataria Boulevard from 16th Street to Ames Boulevard at a cost of \$115,000.

2. Installation of 24-inch and 12-inch mains from the Marrero water plant along the West Bank Expressway, Highway 90, and the Louisiana Power and Light Company right of way to receive a supplementary supply of water to serve Waterworks District No. 5 between Bridge City and the Jefferson-St. Charles parish line project. The cost will be approximately \$1½ million.

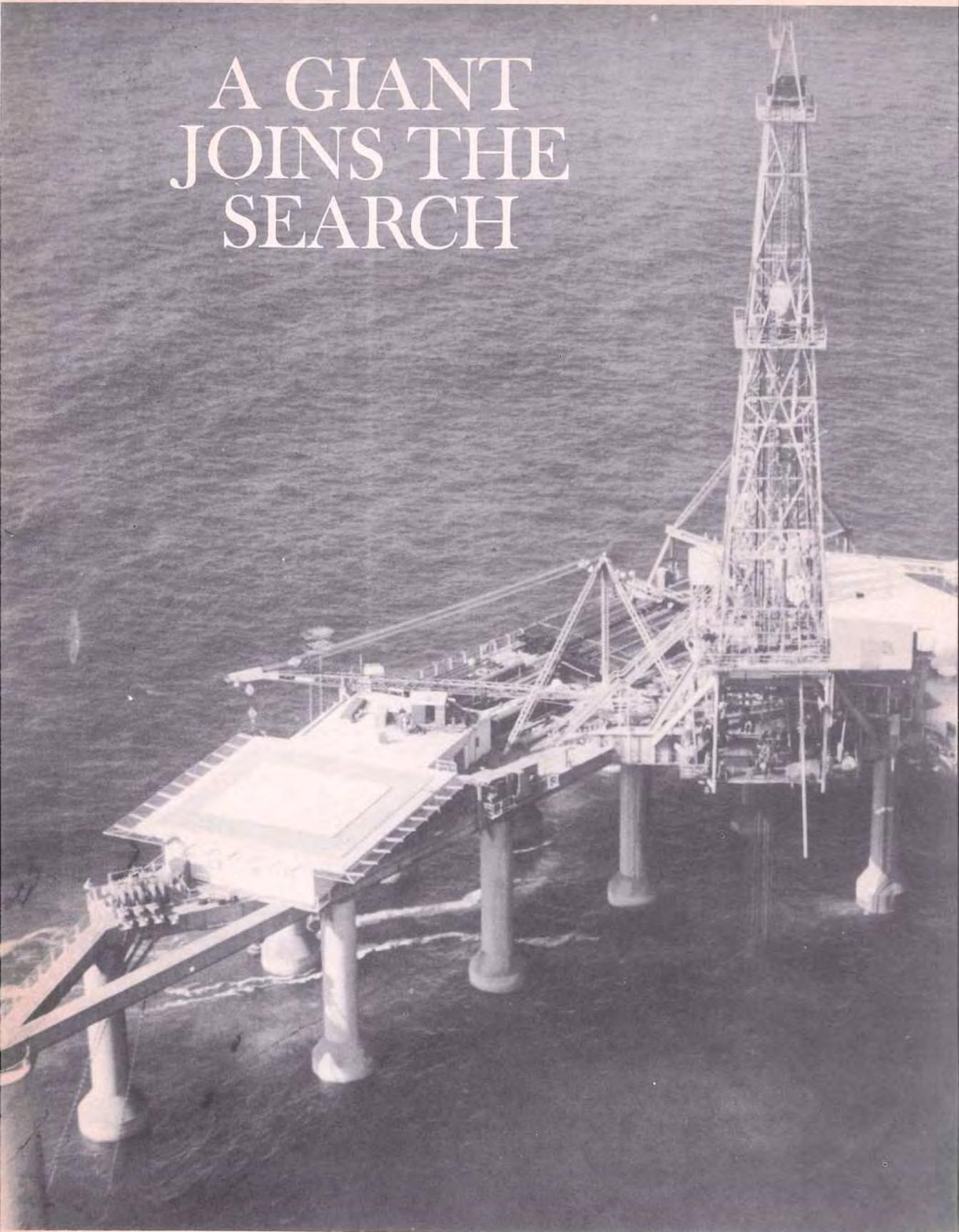
Planned Progress—Proper commercial and residential zoning is essential to protect the businessman and the home owner. Essentially, provision of this planning is the function of the parish Planning Department.

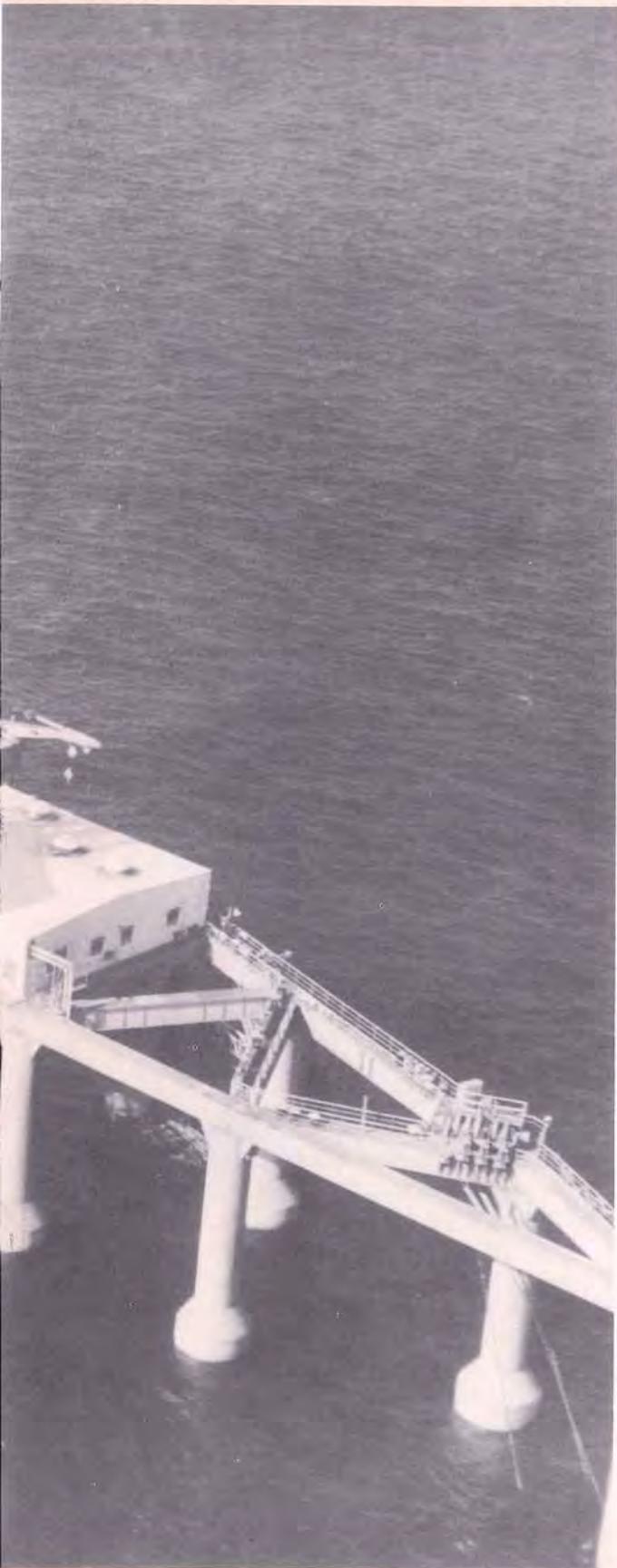
At the direction of the parish council, the Planning Department this past year completed 61 zoning studies. It processed 132 petitions for reclassifications. Recommendations to the council were made on 242 re-subdivisions. More than 2,300 lots were created through subdivision regulations. Sixteen miles of streets and one sewer treatment plant were dedicated.

The public plays an active part in decisions on zoning requests; 26 public hearings were held in connection with them. The Planning Department also assisted property owners by working with them in coordinating petitions for improvements to undeveloped streets.

Council members approved a 1964-68 capitol improvement program tailored to the parish's needs by the Planning Department. It calls for expenditure of \$45,572,960 in

A GIANT JOINS THE SEARCH





IT IS THE LARGEST mobile vessel that can drill while it floats. It is at work off the Louisiana shore. Constructed by Avondale Shipyards, Inc., of Jefferson Parish, its performance is being watched closely by Texaco management because aside from its size it promises to make possible important economies in deep-water drilling. These will come from its ability to stay on the job and work in virtually all kinds of weather.

Offshore work has always been more costly than most land operations: several times as expensive, generally speaking. In the 25 years since the first producing well was completed off the Louisiana coast, costs have begun to come down as oilmen learned more about tools and techniques for this kind of work. But they have remained considerably higher than those for conventional production. And it is axiomatic that the deeper the water you are working, the more it costs you to operate.

Little more than a year ago, the Department of the Interior offered leases for sale on the Outer Continental Shelf, and Texaco successfully bid for a number of these. More than a third of the leases for sale were in water too deep for any existing bottom-supported platform, so the problem was to design new equipment that would operate efficiently and economically at the new depths.

The drilling rig sits inside the angle where the two sides of the vessel meet (see photo). This puts it at the center of buoyancy, where there is least vertical movement. The "V" shape of the vessel is designed to give equal stability in wind and waves from any direction.

Steadied by this design is a superstructure with living quarters for 43 men and a working area of more than 10,000 square feet.

The big unit can drill while it stands on the ocean floor, in water as deep as 90 feet, or it can operate afloat. Borne by its submerged tubular hull, and secured by its nine 12-ton anchors, it may eventually work in ocean depths down to 600 feet.

1964 and a total of \$61,893,253 over the next five years.

Less spectacular but valuable is the contribution of the Planning Department in providing general printing and duplication services to many parish offices at a substantial saving of taxpayers' money.

Guided Recreation Benefits Everyone—Jefferson Parish's Recreation Department has kept pace with the modern attitude toward spending of leisure time. It is planned, not in a restrictive sense but to give greater opportunity for participation to all citizens.

Four new recreational centers and playgrounds are scheduled for the East Bank. Two new recreational center buildings will be constructed on existing facilities. Added to the four currently serving the parish, the centers will give Jeffersonians even greater opportunities for participation.

The four new areas are:

1. Bissonet area, a playground of 11.6 acres bounded by St. Martin, Irving, Maned Downs and Canal No. 2.

2. Airline Park area, a playground addition of 19.8 acres along West Metairie Road from Sadie Street to St. Louis Drive.

3. Neyrey Park area, a playground of 10 acres bounded by Cleary, 17th Street, Richland and 21st Streets.

4. Lakeshore area, a playground of eight acres bounded by Martin Behrman Highway, Dublin Street, Oaklawn Drive, and Ursuline Street.

Again, following the trend of recent times, the Recreation Department does not confine its activities to the young but, rather, actively recruits participants of all ages and abilities.

The Golden Agers program for senior citizens has won area-wide recognition as a model of its sort. The Recreation Department's programs for the handicapped fill a need for the community as a whole as well as for the participants.

Recreation in the cultural and social areas is equally emphasized. Ceramics, dancing, dramatics, slimnastics—all are important in the gainfully employed leisure time of Jeffersonians.

With the emphasis on mass participation, i.e., enjoyment, the department must and does provide a wide range of facilities. Picnic areas, lighted baseball diamonds and

football gridirons, indoor and outdoor volleyball and basketball courts, tennis courts, gymnastic equipment and a variety of swings, slides, merry-go-rounds, and climbing apparatus keep young and old physically toned up. The department's miniature train equipped with rubber tires is in constant demand for parades, benefits, and fairs.

Personnel to staff the department's programs are chosen for their enthusiasm as well as their abilities. The department's philosophy is that one of its primary objectives is making people happy.

Sports highlights this past year were many. To mention only a few, Cleary Playground's gridiron stars won their first parish-wide football championship. Working with the Jefferson Parish Junior Chamber of Commerce, the department sponsored the annual Kid Bowl football classic; proceeds went toward the diabetic testing program for parish school children.

The Metairie Booster Club hosted in big league style the 1963 Dixie Youth District Baseball Playoff. Metairie's All Stars captured the title and represented the department at the state playoff in West Monroe.

The first fishing rodeo at Jefferson Downs' artificial lake was conducted by the department in 1963 and proved a resounding success with young anglers.

Eight young ladies represented the department in the National Track and Field Meet at Dayton, Ohio. The gymnastic team won honors in the National Gymnastic Clinic at Sarasota, Florida, and in the New Orleans YWCA "Best Event" Meet.

West Bank Recreation Activities—Thanks to the cooperation of the parish school board and action by the parish council, West Bank youngsters enjoy sports and instruction in arts, crafts, and games during the summer.

West Bank volunteers have come forward regularly to coach football, track and basketball during their seasons.

Library Division Plays Important Role—The past year was one of significant changes for the parish library system. New buildings were built and planned. Procedures were revised completely or modified to bring even faster and more thorough service to library patrons.

The library division of the Recreation Department neared its fifteenth anniversary of

service to the public. Started as a demonstration by the Louisiana State Library on November 30, 1949, the library today has 13 branches and five bookmobiles in addition to its headquarters. The years continue to bring changes, e.g., the Charles A. Wagner branch library was opened February 6, 1964, in the Bissonet Plaza area. The parish council this Spring voted to build a modern library at Grand Isle to replace the inadequate facilities presently there.

After-hours training of librarians, on their own time, was made possible through the cooperation of the library school of Louisiana State University at Baton Rouge. More than 20 librarians completed the course "Books and Audio-Visual Materials for Children" taught by Dr. Shirley K. Stephenson.

At this writing, the library's book collection numbers 245,541 volumes. More than 76,000 Jeffersonians are registered borrowers.

Microfilm is playing an increasingly larger role in library work. The union shelf list (a means of telling how many volumes are in the entire parish collection, their value, their classification, and their location) is being microfilmed. The filmed records are sent to an out-of-state underground storage vault. In case of fire-caused or other loss, the photographic record of the library's book stock would save thousands of dollars in cataloging cost alone.

Additionally, microfilm of the New Orleans *Times-Picayune* and its predecessors has been purchased for use by library patrons. Current issues are acquired monthly.

To increase the speed with which patrons may secure popular fiction and non-fiction, the parish library has expanded its use of the services of book renting firms. Under this procedure, the library rents from the companies additional copies of books that are enjoying attention from the reading public. The books are issued in the regular manner to borrowers at no cost to them.

Right: Seventy-foot piles are being driven for Drainage Station improvements. When completed, the Drainage Stations will afford East and West Bank residents of Jefferson Parish with the most modern, safe and sanitary drainage system in Louisiana. Completely financed by Bond Issue monies, these basic improvements come to residents at no increase in taxes.





This enthusiastic sextette of young mothers was picked through tournament play from a group of 90 housewives, who participate in the Jefferson Parish Recreation Department tennis program, to represent the Parish in the annual J. T. Cup Tennis Tournament conducted by the Jefferson Parish Recreation Department. Players from Louisiana, Mississippi and Alabama competed in the 1963 event.



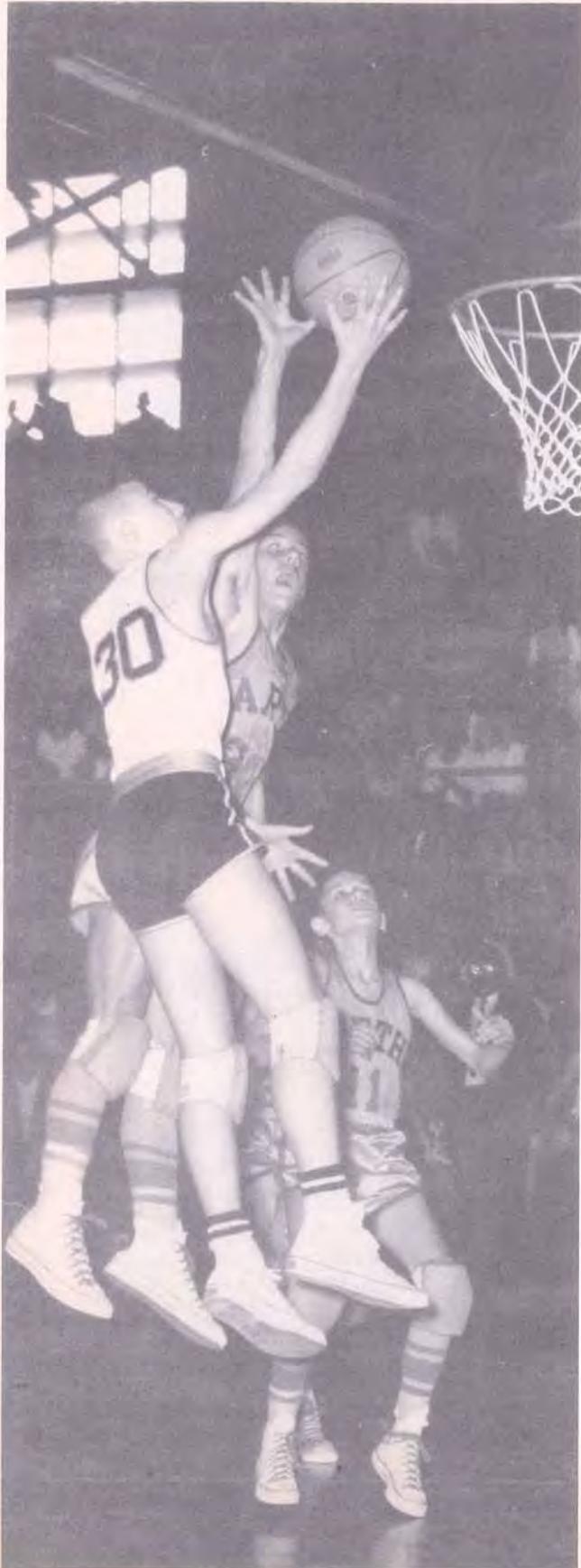
If you can't go through them or around them then go over them. This Pee Wee football carrier of the Marrero Colts hurdles a Metairie Rebel in the 1963 Kid Bowl Classic of the Jefferson Parish Recreation Department. The Marrero Colts were the West Bank Champions and the Metairie Rebels were the East Bank Champions.

JEFFERSON'S RECREATION ACTIVITIES

These teen-agers of Metairie volunteered to assist with the Special Recreation Program for retarded children conducted at the Metairie Playground and Lakeside School. Each girl served more than twenty hours a week as a game leader in this challenging program of the Jefferson Parish Recreation Department. Left to right are Alix Graffagnino, Georgette Camboli, Mary Ann Springer, Janet Flores and Jo An Rando. This is only one of many activities that the youth of Jefferson participate in and contribute their time and efforts toward making our parish a better place to live.

The Metairie Playground American League All-Stars winner of the 1963 Dixie Youth Baseball Program. Bottom row sitting left to right: Pat Golden, Bill Lawrence, Bill Surcouf, Mike April, Mike Rogan, and Sal D'Amico. Middle row left to right: Eric Aertker, Steve Falati, Mark McGregor, John Cochran, Jimmy Young and Quentin Boudreaux. Top row standing left to right: Joe Cortello (assistant coach), Thomas Ingrassia, Mike Harris, Cary Vincent, Thomas Brennan and Coach Gary Commander.





A bibliography of the parish's foreign language books was issued in the Spring. It is kept current as new acquisitions are made. The service has proved an important one to cosmopolitan Jefferson Parish.

"Your American Heritage" is the subject of this year's summer reading program designed to entice youngsters into reading during the long vacation. Certificates and brightly colored badge-type pins are issued to readers who complete at least ten books between June 3 and August 31. The program, as in previous years, has received high praise from educators and parents.

Growth in industrial and scientific fields is bringing new residents to the parish and a correspondingly increasing use of library service. The library division is accepting the challenges posed by increased use with alacrity.

Voters Back Expansion of Sewerage Facilities

—Three bond issues totaling more than \$22 million were approved by voters to finance partially the construction of a complete sanitary sewerage program throughout unincorporated Jefferson Parish. Completion of the East Bank's \$20½ million dollar program is expected in 1965. The West Bank's Sewerage District No. 8's \$1½ million program will be completed this year. The West Bank's Sewerage District No. 9's \$600,000 program is also scheduled for completion this year.

The first mentioned program will serve the entire populated, unincorporated East Bank. Briefly, its features include: installation of new sewer lines on the occupied street in the area bounded by Metairie Road, Causeway Boulevard, the Jefferson-Orleans parish line, and Lake Pontchartrain. Improvements and additions to the present Helois Street sewerage treatment plant; installation of new sewers in the Delta area bounded by Kenner's east city limits, Airline Highway, David Drive, and Veterans Memorial Highway; installation of new sewers in Airline Park North subdivision and Bissonet Plaza subdivision; installa-

Left; Action under the basket: A tense several seconds in one of the basketball games played and won by the Jefferson East Bank Biddy Basketball Team of the Jefferson Parish Recreation Department. This team won the 1964 Regional Championship and went on to represent the South at the world tournament. In fact this team won four of the five Southern Regional Basketball Tournaments of the International Boys Biddy Basketball Program to be played.



WEST BANK MEDICAL FACILITY GROWS

The West Jefferson General Hospital in Marrero, owned by the property owners of Hospital Service District #1, serves the entire West Bank of Jefferson Parish. The present facility was built with revenue bond issue proceeds and a Hill-Burton grant and was opened in 1960.

Because of the rapid growth of the West Bank and the community's acceptance of the hospital, the Parish Council, acting on the recommendation of the Hospital Board, requested that a \$2,079,000 bond issue be voted on by the West Bank residents. Under the proposed bond issue no new taxes would be levied to pay for the improvements.

The additions contemplated under the bond issue include a nursing floor providing 50 additional beds, bringing the hospital's capacity to 210. On the ground floor additions are planned for such facilities as emergency room, radiology, laboratory, medical records, kitchen and cafeteria, business office, physical therapy, elevators, shops and maintenance areas.

Long range plans for the hospital, not included in the bond issue, include a nursing home for convalescents, a residence building for hospital personnel, and facilities for a school of nursing.



Charlene Ledet, a young library patron, is absorbed in the wonderful world of books. She is reading the Newbery Award winning **Onion John** by Joseph Krumbold which tells the story of a boy's growing into maturity. The library's juvenile departments feature the latest and finest reading material.



Interesting exhibits are regularly presented at parish libraries, often designed by library patrons. Shown examining an original **McGuffey's Reader** are Catharine Ohlsson and Leslie Nettleton. The library system served 44,545 juvenile patrons in 1963.

tion of a main trunk sewer line down from Transcontinental Drive from Canal No. 2 to the West Napoleon Treatment Plant; installation of new sewer lines and a new treatment plant in the Ninth Ward South area which is bounded by Kenner's east city limits, Harahan's west city limits; the Airline Highway and the Mississippi River; additions and improvements to the West Napoleon and Camp Plauche Treatment Plants.

Construction as noted above started in the summer of 1963 with the exception of the 9th Ward area. Construction in this area was delayed until December, 1963.

\$7 Million for Sewerage District No. 8—This construction program will serve an estimated 7,600 West Bank homes and total acreage of 11,846. Sewerage District No. 8 includes upper Harvey (west of Harvey Canal), Marroero and Estelle.

This district will have 79 miles of sewer lines, 18 pumping stations and a \$990,000 Treatment Plant that will handle 4,800,000 gallons daily. Present developed areas will have sewer mains large enough to anticipate future population growth.

The Sewerage District No. 8 program has been financed by the \$1½ million ad valorem bond issue previously mentioned plus \$2,554,000 from the Housing and Home Finance Agency, \$600,000 from the U. S. Public Health Service and from an approximately \$4.75 per front foot assessment charge to property owners.

The \$600,000 Program for Sewerage District No 9—A grant of \$250,000 from the U. S. Public Health Service, plus the \$600,000 from the November, 1962, ad valorem bond issue, will help finance the sanitary sewerage facilities for this West Bank area that includes Bridge City, Normandy Park and Pecan Grove. Approximately 1,000 homes will benefit. The \$300,000 Sewerage Plant will handle 1,200,000 gallons daily. Sewer mains will be installed, large enough to provide for future growth and an increased number of homes in the area. An approximate \$1.95 front foot assessment will be charged property owners.

East Bank Drainage Report—The rainfall in the New Orleans area last year totaled only 54 inches. Normally the annual rainfall in this area approximates 63 inches. Due to the extra working days permitted by good

weather, the Drainage Department was able to install approximately nine miles of roadside culverts through the "share the cost" program with property owners. This was a 50% increase over 1962.

In addition to the laying of culverts, the Drainage Department has been continually maintaining the earth canals with dragline equipment. It has removed better than one million cubic yards of earth during 1963. This will greatly shorten the time required for the rain water to reach the new pumping facilities located at the lakefront.

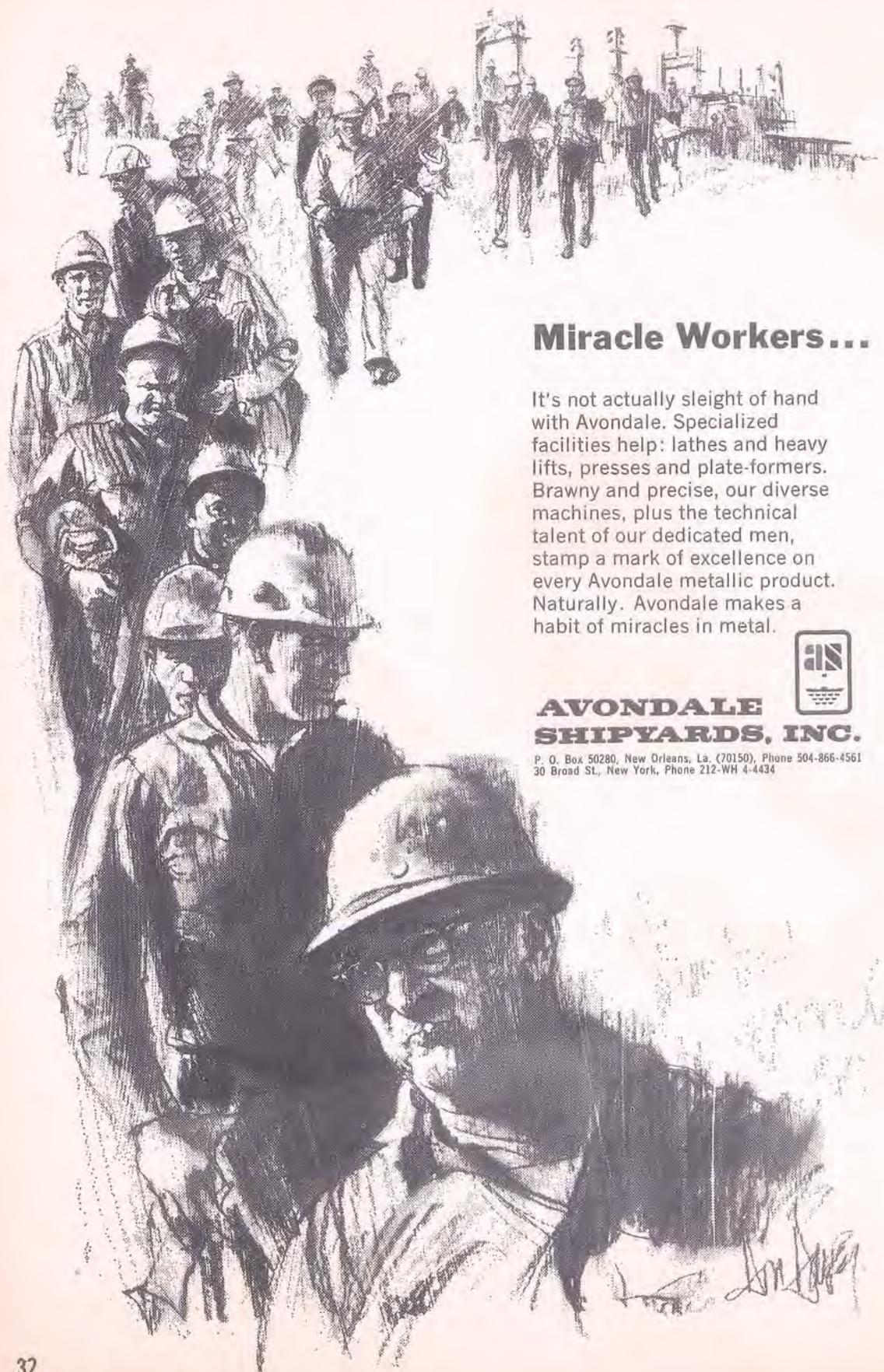
West Bank Drainage Report—The year 1963 was also a banner one for the Drainage Department on the West Bank. The levees and pumping stations required to drain the Estelle and Nine Mile Point areas were completed in 1963. The new systems allow development of an additional 14,000 acres. In addition to the new construction work, maintenance crews and equipment have been improving the existing drainage system of canals. Twelve existing canals have been excavated and shaped to speed the flow of water to pumping stations. All pumping stations have been painted. They are systematically inspected to maintain their maximum efficiency.

1964 Drainage Plans—On April 29, 1964, East Bank property owners approved a \$5.2 million bond issue for the improvement of East Bank drainage facilities. Work will begin about October to improve lakefront pumping facilities and increase their capacities. Also scheduled to start then is construction of a new pumping station in Houy's Canal to pump the water into the 17th Street Canal and to close many of the present large drainage ditches.

It is also planned to submit a \$2 million drainage bond issue to West Bank voters. It will finance the construction of a distribution canal connecting the Harvey, Ames and Westwego Pumping Stations; rebuilding of existing levees which have settled; and the installation of large culverts to eliminate bottlenecks, plus the possibility of extending the levee system.

Garbage Division Report—The Garbage Division of the Jefferson Parish Sanitation Department collected and disposed of more than 184 million pounds of refuse in 1963.

(Continued on Page 114)



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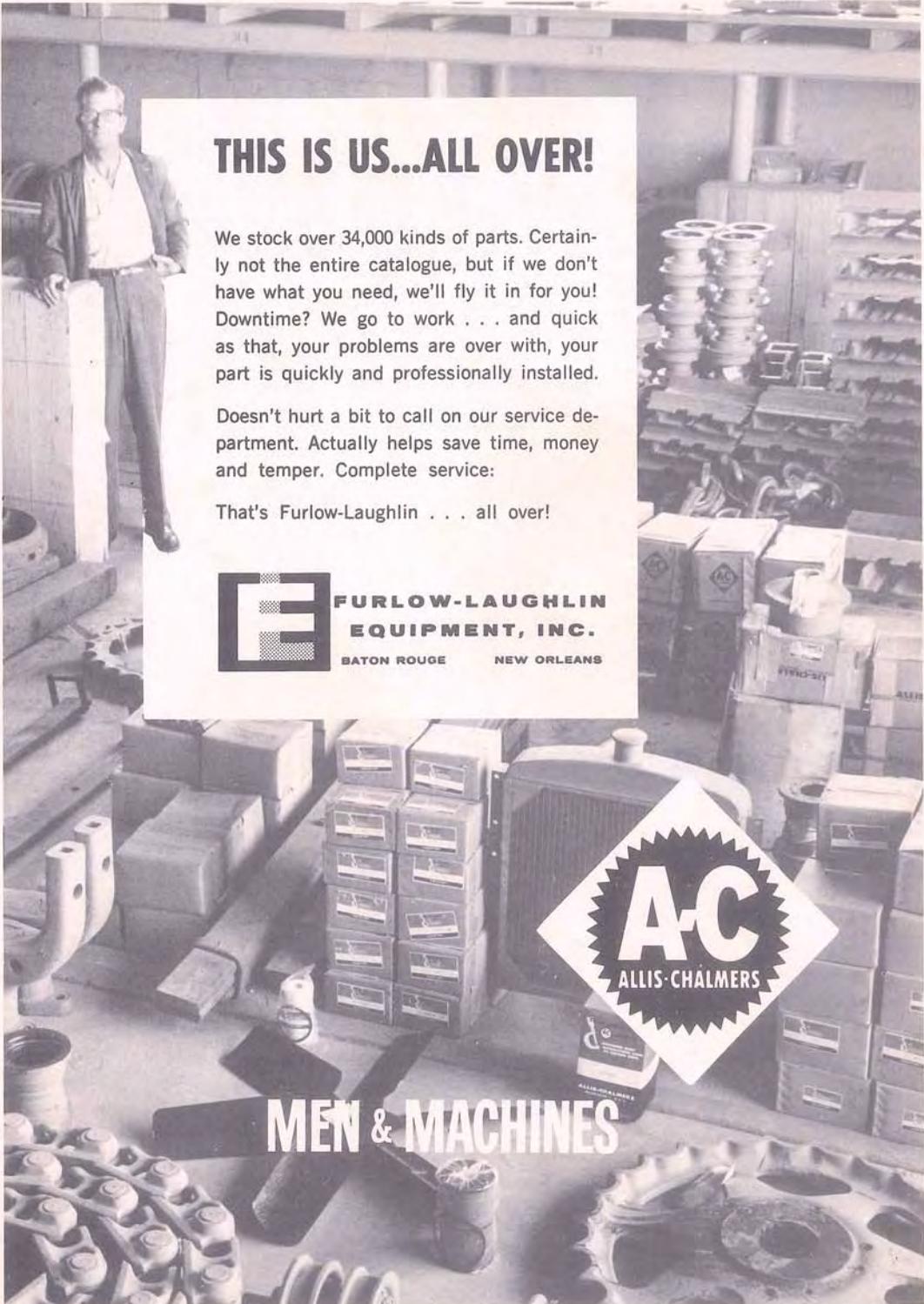
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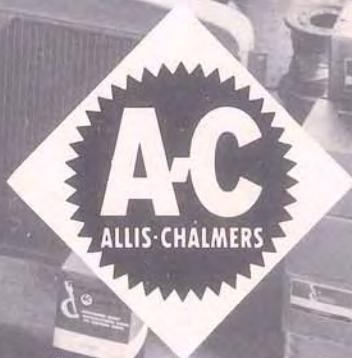
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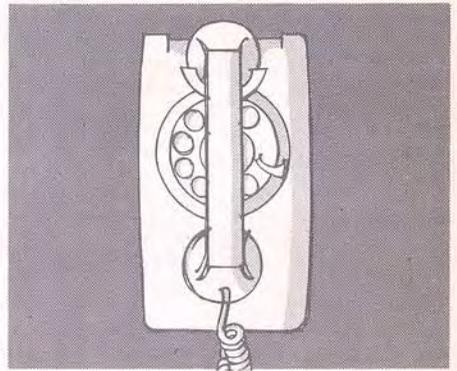


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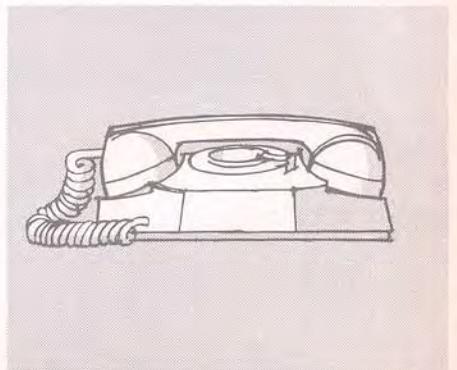
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the dynamic growth of jefferson

Produced by the staff of the Chamber of Commerce of the New Orleans Area for the West Bank Council and the East Jefferson Council of the Chamber, representing the business and professional men of Jefferson Parish.



According to information compiled by the Research and Statistics Department of the Chamber of Commerce of the New Orleans Area, all indications are that the growth, development and well being of Jefferson Parish are continuing to increase at a rapid rate. Figures compiled for the first six months of 1964, compared with the first six months of 1963, show that building permits for construction have increased both in number and in value, with a total of 3,080 permits issued for the first six months at a value of \$35,620,701 as compared to 2,871 permits issued in the first six months of 1963 with a total value of \$32,446,184, showing an increase of 9.8% in the 1964 value figure over the 1963. Three categories of permits account for the majority of the increase. Permits for new single dwellings increased from 1,074 in the first six months of 1963 to 1,215 in the first six months of 1964, an increase of 13.1%. The value of residential permits increased from \$22,222,553 to \$26,936,267, an increase of 21.2%. The industrial permits increased from \$237,380 to \$457,930, an increase of 92.9%. Miscellaneous permits increased in value from \$950,870 to \$1,194,355, an increase of 25.6%. For the year 1963 the total valuation of building permits was \$74,306,923, so it can be seen that if the trend established last year in the second half of the year, showing a considerable increase over the first six months, is carried out in 1964, the construction activity in Jefferson will show appreciable gains for the year.

While no detailed figures are available as yet on capital investments of expanded industries in Jefferson Parish for the first half of this year, the year 1963 showed appreciable gains over 1962 in total capital investment with \$8,446,941 being expended in 1963 as compared to \$6,763,293 in 1962, showing a 25.3% gain. Compared with 1958, the gain in total capital investment was 148.8%.

Total retail sales have kept pace with the increase in other activity in the parish. Figures available for total retail sales for the first four months of 1964 show \$99,664,000 as compared with \$81,607,000 reported for the first four months of 1963. This was an increase of 22.1%. Employment in the parish as of May, 1964, had reached a total of 82,800. Of this total, wage

and salary workers accounted for 76,500, of which 16,700 were employed in manufacturing jobs and 59,800 in non-manufacturing jobs. Self-employed persons totaled 6,000, and 300 people were employed in agriculture. There are no comparable figures for a similar period in previous years.

Jefferson Parish is an integral part of the greater New Orleans area and, as such, benefits by its excellent location on both banks of the Mississippi River and the fact that it extends southward from Lake Pontchartrain some 60 miles to the Gulf of Mexico. The river offers the advantage of deep water terminals to industry and these plants are also served by the excellent network of railroads which serve the greater New Orleans area. Six trunk line railroads and the Public Belt Railroad offer direct service within the parish. Three national highways and the Harvey Canal and the alternate canal of the Intracoastal Waterway system provide excellent transportation to other major areas.

Petroleum is important in the parish and many service facilities for the offshore industries are located along the Harvey Canal. To increase the efficiency and usefulness of these locations, the Barataria Bay Waterway has been constructed for shallow draft navigation from the Harvey Canal to the Gulf at Grand Isle. This \$1.7 million project was constructed for the use of shallow draft vessels, has a depth of 12 feet and a width of 125 feet. It is used for the transportation of oil drilling equipment, oil barges, fishing vessels and other such craft between the areas surrounding the river and the Gulf. The Corps of Engineers completed this waterway in December, 1963. The Corps of Engineers has also recently completed a \$7 million project to deepen the Mississippi River to a 40 foot navigation channel from Baton Rouge to the Gulf. This has enhanced the value of the riverfront property in Jefferson Parish and the Corps is also working on their continuing project of bank protection in the area to assure industry of stable levees behind which to build their plants.

That this work has been advantageous is shown in the often quoted figures that there are approximately two manufacturing plants for every mile along the river in Jefferson Parish,

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ON-SHORE



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not necessarily proportionately spaced. Jefferson contains much of the heavy industry of the metropolitan area.

This metropolitan area is a manufacturing center of the first magnitude with 900 plants in the area with average employment of 48,279 in 1963. Annual payroll for these employees was \$255.5 million. From 1946 through 1963 over \$1.25 billion has been invested in capital expenditure for new and expanded manufacturing facilities in the New Orleans area, making it one of the fastest growing industrial sections in the United States. The area is rich in basic chemicals of limeshell, salt, sulphur, water, natural gas and petroleum. Manufacturers in the area produce from these materials a large variety of finished and semifinished chemicals suitable for almost every type production from acids to yeast.

Jefferson Parish is ideally located to offer all of the advantages of the area and, with the remainder of the area, it offers an uninterrupted supply of electric power, a ten year tax exemption to new plants or major expansion to existing plants, a constant pool of stable and productive workers.

The population of the parish continues to increase at a rate above the national average. Estimated population of Jefferson as of January 1, 1964, is 243,800, an increase of 16.8% over the United States Federal Census figure for 1960. Dun and Bradstreet has rated Jefferson as one of the most commercially active parishes in Louisiana, citing a 157% gain in business listings from 1951-1962. Of the total population, approximately 64.6% reside on the East Bank, with 35.4% on the West Bank.

The New Orleans area and Louisiana are unequalled in natural resources. On a national production basis, Louisiana ranks second in natural gas, producing more than 3.9 trillion cubic feet in 1963, with total proved reserves of 71.9 trillion cubic feet; second in petroleum, producing more than 521.7 million barrels in 1963, with crude oil proved reserves of 5.09 billion barrels; second in sulphur, producing 37% of the nation's supply; first in salt with 19% of the nation's production; and first in fur pelts. Other important products include alcohol, cane products, clays suitable for brick and tile, cotton, gravel, rice, limeshell, sand, seafood and timber.

The area is the administrative and financial center of the rich petroleum



This new \$1½ million Pepsi-Cola Bottling plant in the Harahan Industrial Area off Jefferson Highway in Jefferson Parish was formally opened and dedicated on October 26, 1963. Among the guests at the dedication was stockholder Joan Crawford. This new plant with a capacity of 144 million bottles annually employs 200 people with an approximate annual payroll of \$1 million. Its products are marketed through 8,000 dealers in 14 southern Louisiana parishes.



The new \$3 million Coca-Cola Syrup Plant located on Jefferson Highway in the Harahan Industrial Area. It replaces the plant built in New Orleans on Canal Street in 1919 and will serve the Jefferson-New Orleans customers.



Float aircraft taking off from Westwego Airport, a small private base of operations for businessmen and companies operating within Jefferson and nearby areas.



The Jefferson Parish plant of the \$100 million American Cyanamid operation near Waggaman on the Mississippi River, the sixth largest chemical company in the world. Here natural gas is converted into acetylene and then into acrylonitrile which is in turn converted later and at another plant, into Creslan, a new and important synthetic fiber.



On Jefferson Highway of Jefferson Parish is located this recently enlarged famous Ochsner Foundation Hospital and Clinic. From all over the nation and Latin America come patients to its skilled surgeons, doctors and diagnosticians. It is one of the world's outstanding hospitals and clinics.



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and natural gas fields of South Louisiana, including "off-shore" areas in the Gulf of Mexico. This southern district produces 90% of the crude oil total and 84% of all natural gas in the entire state. At the close of 1963 there were 14,571 producing oil wells in this area and 3,723 producing gas wells.

The Mississippi River is the source of the area's water supply. The river is the largest supply available in the U. S.—309 billion gallons daily, approximately the amount consumed daily in the continental U. S. Water rates are among the lowest in the nation.

Jefferson's contiguous West Bank communities form a long riverside Main Street, and many residential subdivisions are mushrooming near them. On the East Bank, residential areas are expanding to the shore of Lake Pontchartrain. Expanded water and sewerage facilities are being laid out, and many additional streets plotted and paved.

The Greater New Orleans Bridge connects the West Bank of the river with downtown New Orleans, and through the Pontchartrain Expressway, leads to both Airline and Veterans highways, major East Jefferson arteries. On the West Bank, a system of expressways and highways has led to the increased development of this area. The West Bank Expressway connects the bridge with Route 90 at an interchange near the West Bank terminus of the Huey P. Long Bridge, connecting up the major arteries of the West Bank and providing an alternate route from New Orleans to South Louisiana points and Texas. The Greater New Orleans Bridge was completed in 1958 at a cost of \$65,000,000.

The bridge was, in the spring of 1964, made toll-free and at the same time the Canal Street to Algiers ferry was made toll-free. There is one additional toll ferry still operating between the East and West Banks from Jackson Avenue in New Orleans to the City of Gretna on the West Bank. In addition, two toll-free ferries are operated by Plaquemines Parish across the river at Belle Chasse and Pointe a la Hache, and another toll-free ferry is operated between Luling on the West Bank and Destrahan on the East Bank in St. Charles Parish above Jefferson on the river.

The increased transportation advantages have helped the growth of the West Bank of Jefferson immeasurably.

(Continued on Page 143)



Above: Busy Harvey Canal, the Jefferson Parish link with the nation's tremendous inland waterway system both north and south and east and west. Shown here are some of the nearly 200 industries that line both banks of the Canal. With the exception of the Southern Shell Fish Company, the world's largest canners of shrimp and oysters, and several others all these industries serve the inland and offshore drilling operations searching for or producing oil, gas and sulphur. The offshore drilling activity of Louisiana is now in full swing, but many oil men will tell you they have just scratched the surface of the tremendous Gulf potential.

Below: The KERR-McGEE Rig 54 as it passes under the Huey P. Long Bridge on its way from Avondale Shipyards to a location in the Gulf of Mexico. This is the largest structure ever moved down the Mississippi River. Five tug boats and one push boat were used to tow it downriver. This \$6½ million rig measures 206 feet from its base to the top of the workers' deck.



Q. What famous roadway brings more than 1.5 million motorists to Jefferson Parish each year?

A. The Lake Pontchartrain Causeway, which completes eight years of operation on August 30, 1964.

During 1963, more than 1,575,000 vehicles crossed the “world’s longest bridge.”



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Jefferson's Schools

By G. Robert Murphy, President, Jefferson Parish School Board and Paul J. Solis, Superintendent of Schools



Jefferson Parish's population continues to explode. This presents the insurmountable problem of attempting to seat everyone of the steadily increasing number of pupils enrolling at the start of each school year—the 1963-64 enrollment of 45,749 was 2,073 more than the school year 1962-63, which had an imposing increase of 4,858 over the year before that.

This has been the pattern since the end of World War II. To be more specific, in 1945-46, the schools in Jefferson had a total of 8,339 pupils. When compared with this year's 45,749, we

realize an overall increase of 37,410, or an annual average increase of 2,078 for the last 18 years.

To further point out this phenomenal growth, we can make a comparison with the four other fastest growing parishes in the State since World War II. Recently compiled data reflect Orleans with an increase of 182%, Caddo with 198.4%, Calcasieu with 294.5%, East Baton Rouge with 315.6%, and Jefferson with 548.6%.

To help overcome the critical school housing shortages caused by this unusual growth, the people of Jefferson





Pupils of the tenth grade biology class of West Jefferson High conducted by Mr. Roach, keenly intent on an experiment in the school laboratory. They are left to right: Wanda Mayo, Barbara Ledet and Gene Hotard. The photograph suggests the array of valuable equipment available at West Jefferson High for biology laboratory study.

Parish since 1945-46 voted approval of nineteen million dollars in ad valorem bonds and a one-half cent sales tax that has provided an additional eleven million dollars, for a total of thirty million dollars.

During the same period, Caddo Parish voted fifty-two and three quarter million dollars and East Baton Rouge Parish, seventy-one million. Orleans Parish, sixty-four and one-half million and will soon spend another forty-one million.

While Jefferson has been the fastest growing of all parishes in the State, its taxpayers have been asked to make the least financial effort in support of school construction.

With the ten million dollar bond issue in 1959 (the largest in the Parish school history), plus revenues received from the sales tax, the School Board launched a school building and remodeling program that has never ceased since.

By 1962, four hundred and fifty-five classrooms were completed, which included twelve new schools. At the same time, a parallel remodeling, refurbishing and enlarging program of existing facilities was started. Four stadiums and several cafeterias and cafetoriums were also added.

Forty-eight mobile classrooms were added in September, 1962. A physical education and band building and seventy-five classrooms were constructed at thirteen schools and were occupied during the 1963-64 school year. Forty-nine more classrooms are either under construction or completed and will be ready for use in September, 1964. Several buildings and additions are now on the drawing boards, and should be ready by the fall of 1965.

In November of 1963 a new Department of Planning and Construction was added to the Jefferson Parish Public School System. This depart-

ment of three employees with an office in the School Board Building at Gretna, will function under the directorship of an architect. It will determine by surveys and studies the "where and when" of all new school construction, remodeling or added classrooms and facilities, will make its recommendations to the School Board through the superintendent, and will supervise and administer the actual construction work. Upon its formation a survey was started immediately to determine the immediate future needs of the public school system of Jefferson Parish.

Equally expressive of the surging growth of Jefferson's Public School System as its new and expanded schools are the thirty-one new school busses put into service at the beginning of the 1963-64 school year, bringing the total up to 230 busses that daily transport a great proportion of Jef-

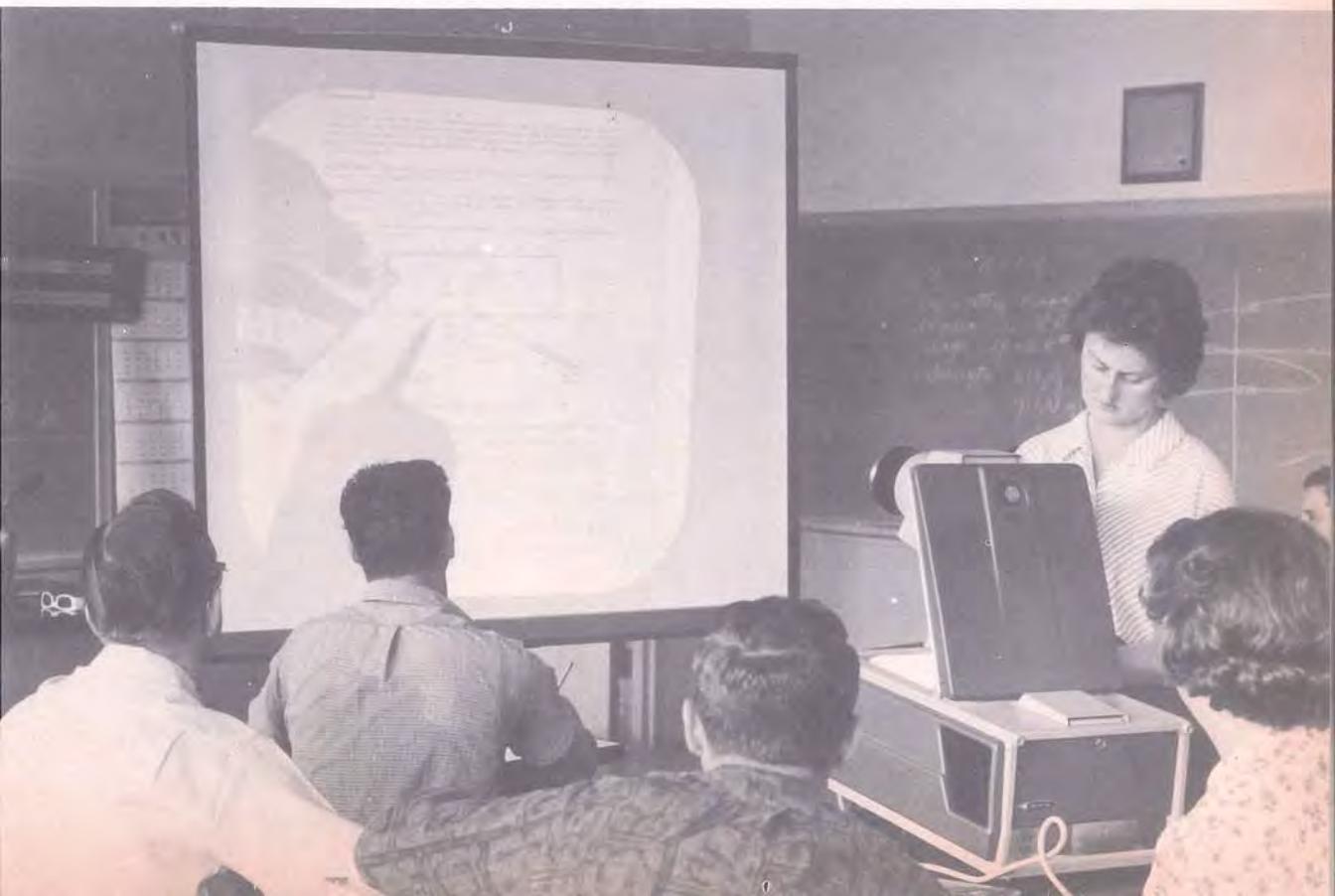
erson's children to and from school.

All of the Jefferson Parish school busses are owned and operated by the individual drivers under contract to the Jefferson Parish School Board. Each driver is paid a monthly salary that averages around \$411. This method is more economical to the School Board than operating and maintaining its own fleet of busses.

The driver-owner is not only responsible for the children he is transporting, but also is responsible for the equipment he is driving. This double responsibility tends to make more careful drivers. It is generally conceded that pupils transported in the school busses are safer than those who are carried to and from school in the family car.

Another dramatic statistic that reflects the amazing growth of Jefferson's public schools are the 125 new

The West Jefferson High senior class in advanced math shown here using a portable type projector, part of the \$3,000 Visual Communications Systems recently awarded West Jefferson High by the 3-M Company of St. Paul, Minnesota. West Jefferson was one of only four schools in the New Orleans area selected to receive this valuable equipment—part of a \$1,500,000 Assistance Grant to education financed by the 3-M Company to encourage more creative teaching in the schools of the United States. The West Jefferson High teachers responsible for procuring this award are Mrs. Elaine Duvic, not shown in picture, Miss Marjorie King and Mrs. June Evans.



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Terrytown Elementary School containing nineteen class rooms and a cafeteria will be completely furnished and ready for the 1964-1965 school year.

teachers added to the staff at the beginning of the 1963-64 school year, bringing the total up to 1,637 teachers now employed. Since they are paid salaries higher than required by the State, the Jefferson Parish Public Schools have been able to attract and employ its share of the best qualified teachers.

All together, the schools now require the services of 2,497 employees in all classifications to provide the manpower and skills necessary to operate the entire system. It required almost eleven million dollars to operate the schools during 1963-64. According to recent educational literature, the average cost over the country of a year's education per public school pupil is \$352.00. However, the Jefferson Parish Public Schools are able to report a total of only \$228.95 per student for this year. This clearly indicates that sufficient funds for education are not being provided to keep pace with the population growth and the increased services required.

The Jefferson Parish Public Schools are attempting to meet the educational challenge of our modern world of electronics, automation and space exploration by expanding and modifying its program of studies.

The high schools offer excellent business, industrial arts and home econom-

ics courses, in addition to the fundamental academic courses. The Home Economics Department of the recently established Riverdale High School for Girls is the largest in the State.

The senior high schools now have what is known as honor courses in Mathematics, Science and English for the academically talented students. In addition to the traditional Mathematics courses, the senior high schools now offer a new course known as the Scientific Mathematics Study Group, which provides the modern new college concept of Mathematics. On the senior high school level, a new textbook on Biological Science Curriculum Study is available to biology students, a study area of modern approaches to Biology.

For the 1964-65 school year, the Board will provide Foreign Language Laboratories with tape recording equipment and records, for teaching foreign languages. This will facilitate and improve techniques in the lingual approach to the teaching of languages. This equipment will be installed in all high school departments.

Courses in French and Spanish now are provided in the seventh and eighth grades of the junior high schools, and also in the fifth and sixth grades of the elementary schools. These are non-credit conversational language courses.

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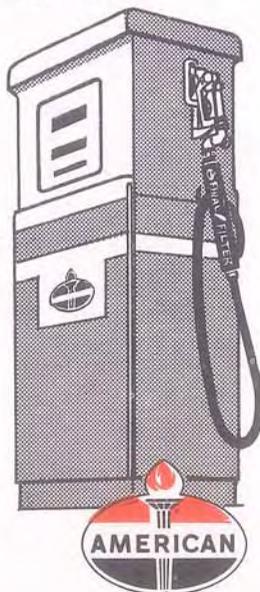
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At this point it is appropriate to report that West Jefferson High School was one of four New Orleans Area schools recently to be awarded a \$3,000 visual communications system, including eleven overhead classroom projectors. These teaching aids were part of a \$1,500,000 assistance grant to education by the 3-M Company of St. Paul, Minnesota, to encourage creative teaching in the schools of the United States. Five hundred winning schools throughout the country were chosen from 14,000 that submitted proposals. The faculty of West Jefferson High School prepared the school's winning proposal.

Also, the fourth grade pupils of Ames Elementary School at Marrero are proud of their new set of the World Book Encyclopedia which they won recently in a contest featured in Uncle Ray's Corner, a daily news column in the *States-Item* newspaper.

A development reading program is being emphasized in the fourth and fifth grades. Remedial reading has been started in the seventh and eighth grades, with plans to introduce the same in the fourth grades.

Throughout the Jefferson Public School System, an expanded vocal and

instrumental music program is under way.

There are now eight Junior High Counsellors and six Senior High Counsellors. These specially trained people help guide students into courses that will utilize their fullest capabilities and aptitudes. This is done through proper testing and counselling. Additional guidance personnel will be added in 1964-65.

Six scholarships are now available to Jefferson's outstanding students. These are the Legislative Scholarship, the Special Award Scholarship on the state level, the T. H. Harris Scholarship, the Jefferson Parish PTA Scholarship, an Athletic Scholarship and an Academic Scholarship.

One hundred and ninety-three adults from all walks of life are enrolled in this year's Adult Education Program and there is a waiting list of over 200.

This Program was started in Jefferson Parish five years ago, offering free evening classes to adults of all ages who desired to continue their education where it had been stopped years ago. These eager adult students are given an examination to determine where their education should start, and

The popular and busy library of the East Bank T. H. Harris Junior High School, where cramming for and study assignments becomes a pleasure and not a chore.



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they are advanced as rapidly as their individual abilities permit.

Classes are held twice weekly at West Jefferson High, East Jefferson High, Lincoln High and Washington Elementary, with instructors in charge who have been selected from the regular Jefferson teaching staff. The cost of this Adult Education Program is paid for by the State of Louisiana, with the exception of janitor service, utilities and incidentals, which are defrayed by the Jefferson Parish School Board. The number of students enrolled is determined by the money available, which accounts for the long waiting list. It is interesting to record that some of these mature people plan to enter teaching training programs themselves after they are through with this course.

The Driver Training course, which combines classroom theory with actual behind-the-wheel experience, is very highly regarded by departments and agencies interested in traffic safety. Training a teen ager to become a careful, courteous, and skillful driver is now demanded of the schools by the public. There were 438 students enrolled for the 1963-64 school year. The program will be carried on into the summer so as to make it available to more students. After completing the course, boys can obtain insurance at a reduced premium rate. Recently, the Board acquired a driver training simulator from the State Department of Safety on a loan basis for the purpose of augmenting this program.

Distributive Education is a course in which actual retail business experience is an extension of classroom work. There now are thirty-three students enrolled in this course. The procedure is simple but effective. The faculty arranges with merchants and business

Miss Helen Justice of the Jefferson Parish Public Schools shown holding the plaque that named her "Teacher of the Year." This honor was bestowed by the Alpha Theta Chapter of Delta Kappa Gamma, the International Honorary Society for Women Educators. The award is based on faithful service, loyalty and ideals, love of children, humility and an understanding heart.



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concerns for the students to work half a day and receive pay for that work. The student spends the other half day in the classrooms, thereby combining textbook theory with actual experience. Both the businessmen and the students find the arrangement effective and beneficial.

There are now fifty-one physical education instructors in the public school system. These specially trained and experienced instructors supervise a physical fitness program that does not interfere with academic classroom instruction. This year, at least four basketball goals were installed in every Jefferson Parish Elementary School. During the vacation period, many of the school athletic fields are loaned to the Jefferson Parish Recreation Department for its summer program. This allows for full utilization of athletic facilities.

A survey made in 1951 indicated the need for establishing Special Education classes for children who cannot benefit from regular school curricula. As a result, a three-day workshop was initiated by the administrative staff and approved by the Board. A team of specialists from the State Department of Education and the State Board of Health instructed the teachers in methods and means of screening children in order that the exceptional child could be recognized and his capabilities and needs determined and proper referrals made.

In 1952, the Jefferson Parish School Board authorized a class for the physically handicapped on both the East Bank and the West Bank, and the following year a class for the mentally retarded was established at the Jefferson Junior High School. At this time, no transportation was provided.

As the school population expanded and classrooms became crowded, the problems presented by children who were not adjusted to the normal classroom situation became more prominent. In 1956, at the request of the superintendent, the Board authorized the expansion of classes for the men-



Mr. Vic D'Geralomo, Principal of Kenner Junior High, presents awards won by Kenner students at the South Central Louisiana Literature and Science Rally at Nicholls State College at Thibodeaux, Louisiana. To Jacquelyn Booth went the award for second place in Spanish and to Robert Hall, second place winner in Science.

Representative students of the fourth grade at Vic A. Pitre School hope you enjoy this presentation of their geography and science time project. Left to right are: Robin Gassenberger, Marilyn Rivet and Jody Boudoin.



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An East Jefferson High School project conducted through the East Jefferson Radio Club and sponsored by teacher Felix J. Guillot. The boys are working on an experimental sonar device, a radar using sound instead of microwaves. Shown here, left to right; James R. Mullins and ham operators John Douglas Hensley, Jr. (WA5BQA) and William E. Ketel (KAP-1876).



Ninth Grade students of Fisher Junior High shown working on their map projects in the study of world geography. Shown here, left to right are Lena Menard, Gloria Billiot and Beryl Belsom. Instructor Gerald Carter is shown in the background.

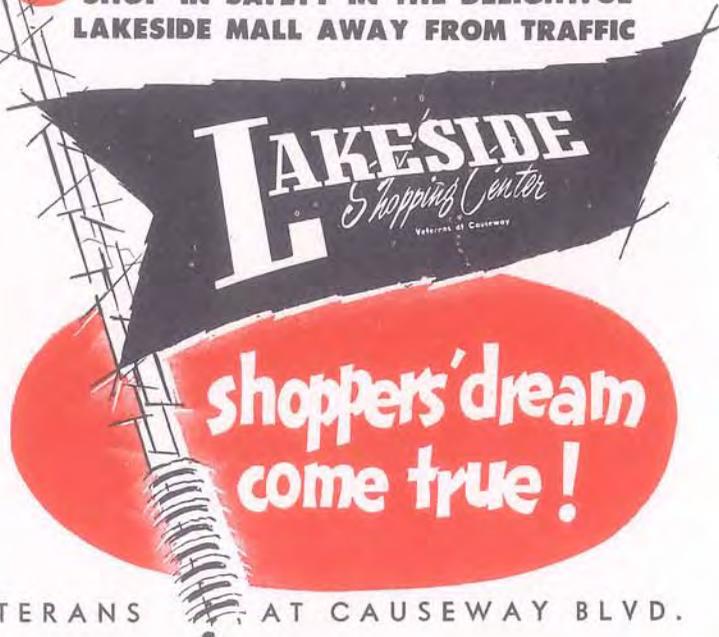
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These youngsters are sixth graders at Grand Isle School. The teacher is Mrs. Lucille Ludwig.

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tally retarded. The services of a Clinical Psychologist were secured to evaluate children for class placement.

At the present time, the program is housed in two buildings. On the East Bank, the Lakeside School has sixteen classes for slow learners and one class for the physically handicapped, with a total enrollment of 186 children. On the West Bank, the Boulevard School has six classes for slow learners and one for the physically handicapped, with a total enrollment of 84 children. Also, at the present time, four children are enrolled in a special class for the deaf. Transportation is no longer a problem. Six special busses transport the children to these special classes.

The Visiting Teacher Department coordinates all available agencies and

community resources to aid children in adjusting to the school situation. Besides the services of a Clinical Psychologist on a fee basis, we are fortunate to have the services of the Special Education Center of L.S.U.N.O., the Jefferson Parish Child Guidance Center in Harvey, and the New Orleans Regional Mental Health Center in Algiers. These agencies evaluate and work with children who are having difficulties in school. Final disposition rests with the Visiting Teachers as to class placement.

Where there are mental deviation, emotional disturbances and personality conflicts, we attempt to give the slow learner special attention, with modified programs to enable him to attain reasonable satisfaction and success from his efforts.

(Continued on Page 153)

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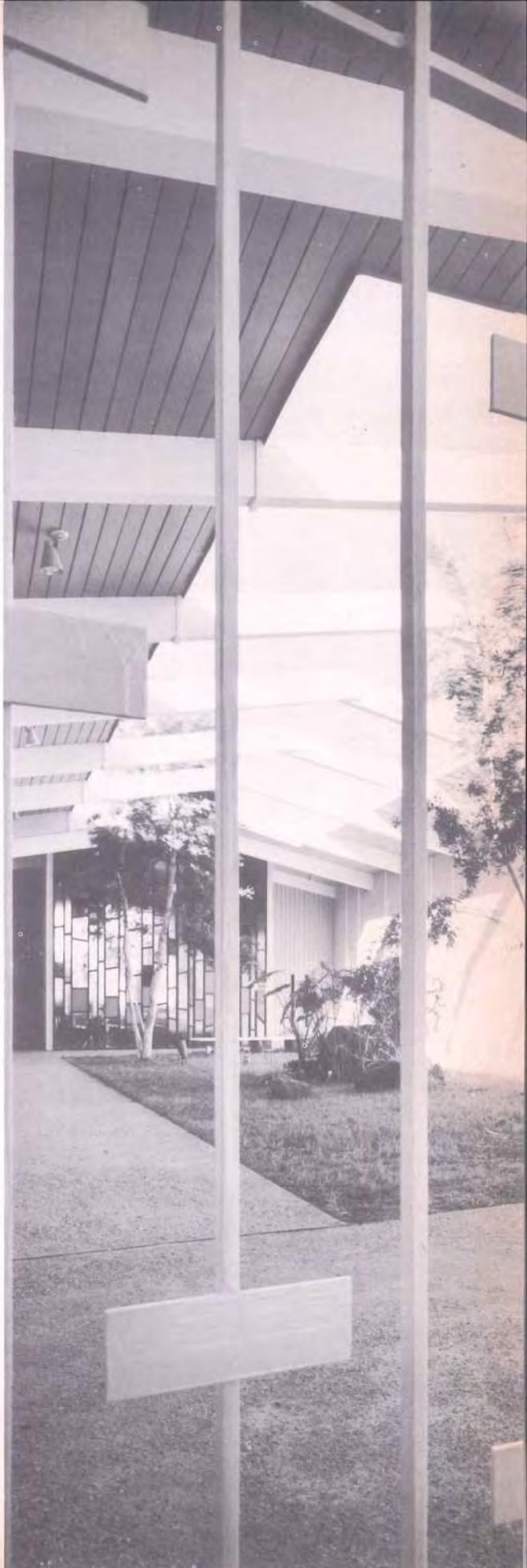


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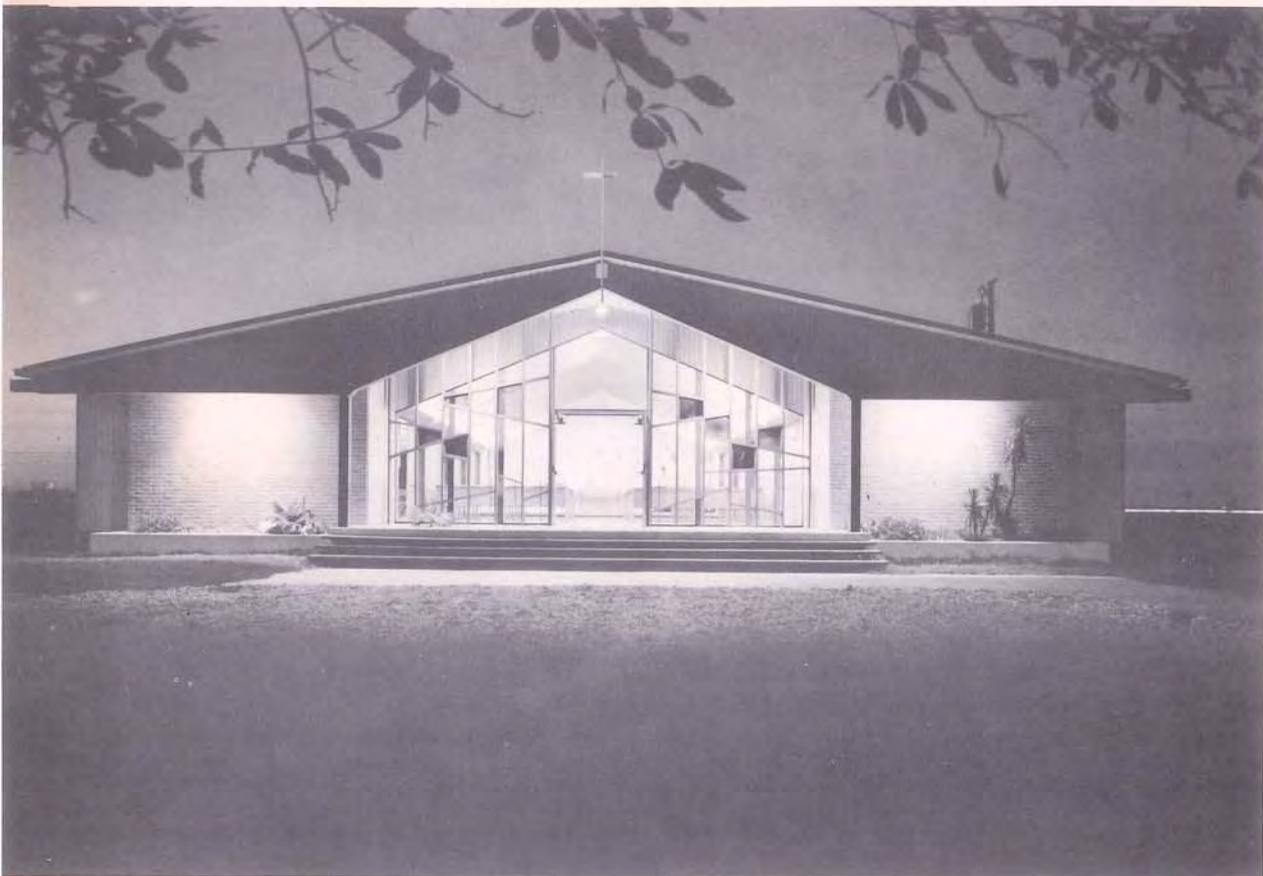




gretna methodist church



st. matthews methodist church, airline park



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nun's chapel, archbishop blenk high school



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Sheriff Alwynn J. Cronvich shown at his desk.

The Sheriff's Office

By Alwynn J. Cronvich, Sheriff of Jefferson Parish

The office of Sheriff of Jefferson Parish is big business. Over 300 persons are employed in its divisions—Civil and Law Enforcement.

Under the Constitution and laws of the State of Louisiana, the Sheriff is the tax collector, chief enforcement officer and executive officer of all the courts.

As tax collector, he collects and distributes more than \$20 million each year and also executes the orders and judgments of the courts, serves all legal processes and attends court daily.

As law enforcement officer, he must protect and assure the safety of more than 250,000 residents of the parish, a 450-mile area that includes Grand Isle, located some 100 miles from the parish seat.

Since assuming office on May 8, 1964, a sweeping reorganization of the law enforcement division has been completed and a number of economy

measures instituted. The changes followed a study of new police methods in other communities and a survey made of the activities of the office. From that study it became apparent that several areas within the operation required immediate and intensive action.

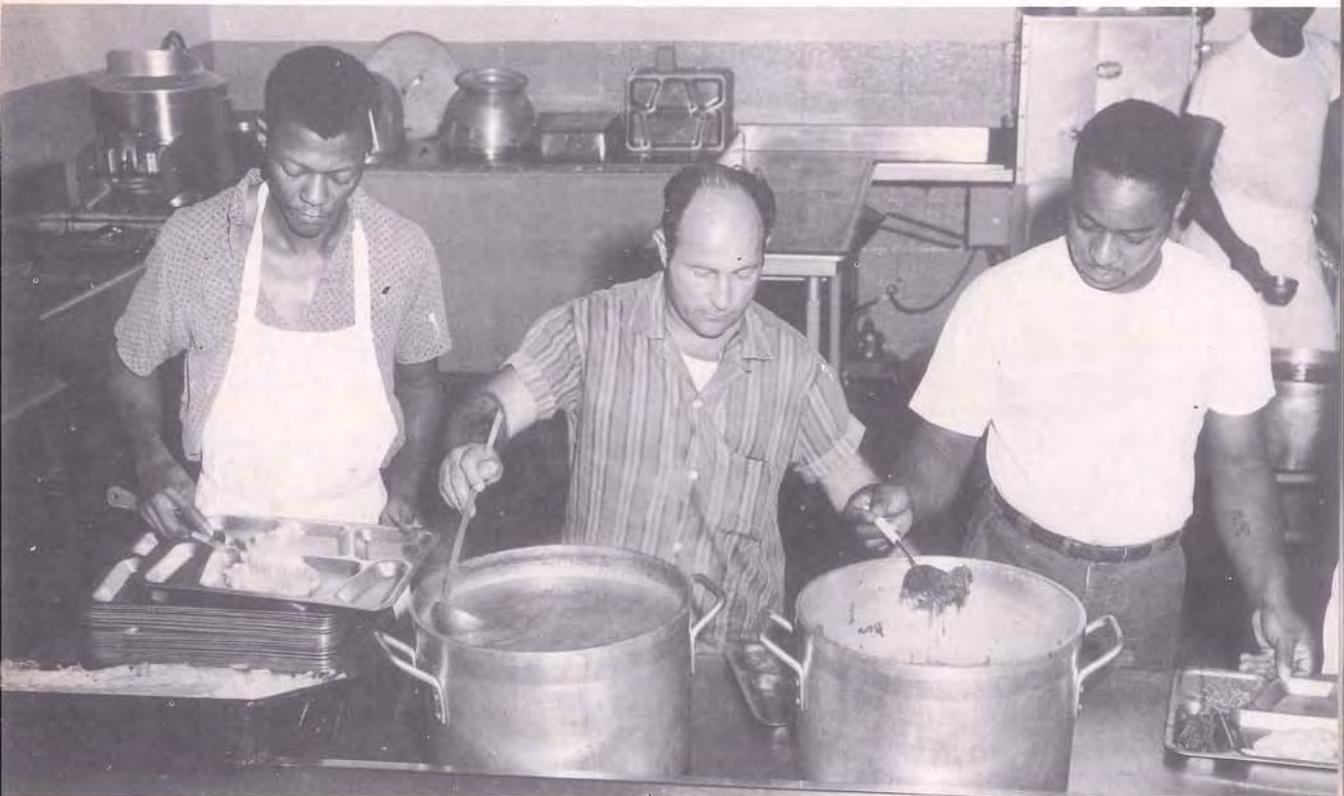
Deadwood was removed, outstanding men in the department retained and new, qualified personnel added.

Today's law enforcement officers are carefully trained to cope with criminals. The men, screened to prove mental and temperamental fitness for their work, receive intensive training in identification and police techniques at the New Orleans Police Academy or at Louisiana State University at Baton Rouge.

Worn out equipment was replaced and among the economies effected was the institution of a central purchasing system to cut the cost of operating law



A view of the tax office in the Courthouse in Gretna.



The Gretna jail has been refurbished. Here's scene in kitchen during preparation and serving of meals to inmates.



C. W. Lartigue III, Executive Assistant to Sheriff Cronvich is pictured at right with one of the Sheriff's Deputies.



Polygraph test is given suspect by member of Sheriff's force.

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enforcement motor vehicles. Sizeable savings have resulted through the installation of gasoline tanks and pumps on both the East and West Banks to service the cars. Gas is now purchased at savings of 13½ cents per gallon.

Establishment of a motor pool, with supervisors in charge of maintenance and repair of vehicles, has netted substantial savings despite the fact that mileage was 25 per cent greater than in the same period of 1963.

In the patrol division, added emphasis has been placed on the responsibility of uniformed deputies to the public. New procedures were put into effect to give the men, their commanders and the department a more complete record of their performance.

As more funds are made available, additional deputies will be hired and the motorcycle section of the patrol division expanded for thorough, more effective patrolling of main thoroughfares and subdivisions to curb speeding motorists.

It is hoped that by early 1965, the K-9 Corps can be doubled in size. The Corps has been a most valuable asset to the department.

Extensive reorganization of the Detective division has taken place and new bureaus created, including auto theft, burglary, armed robbery, homicide, identification and general assignment. Highly-trained, qualified and experienced personnel now command and staff these bureaus.

Two separate divisions have been added—vice and intelligence, and like the narcotics division, operate directly under the Sheriff's supervision.

The Juvenile division processes all complaints involving juveniles. At present the parish lacks a detention home to confine the young offenders pending trial of complaints against them. There is an urgent, definite need for such a home and the Sheriff's office is working toward the accomplishment of that goal.

The campaign against crime assures the people of Jefferson Parish protection equal to that of the most successful police operations in the country.

The radio-alarm and records systems of the criminal division meet the mounting law-enforcement challenge that accompanies population growth; and the record of officers of the parish is comparable to that of the much larger police force in New Orleans.

The radio room of the criminal division clears several thousand complaints a month. And a teletype communications system between the Sheriff's office and the New Orleans Police Department makes the two communities, east and west of the Mississippi River, one operation in crime deterrence.

The Sheriff's office is in constant communication with deputies cruising in patrol cars or other vehicles equipped with two-way radio installations. The coronor's office and the incorporated areas of Jefferson Parish are also connected to the Sheriff's office by two-way systems.

This electronics alarm system makes a career of crime increasingly hazardous and has put new power behind the campaign against narcotics.

The Criminal division works closely with the Federal Bureau of Investigation (FBI) and supplies Washington headquarters with fingerprints and other records of criminals.

Conditions have been bettered in other areas of the law enforcement division. Conditions in the Parish Prison have been improved considerably. A complete cleaning and refurbishing program has taken place. An experienced cook now supervises the preparation of meals and prepares menus that insure a varied and nutritional diet. A new system has been installed to control the purchase and use of jail food that assures proper use of funds for feeding inmates. Much equipment has been replaced including mattresses.

Jail facilities, as they presently exist, are still totally inadequate for the number of prisoners that must be housed. Separate facilities are needed for female offenders and for those unfortunates awaiting transfer to mental institutions.

In the Civil department, the Sheriff's office is charged with collecting all ad valorem taxes, including real estate, parish, Levee district and school taxes, sales and occupational license taxes, and alcoholic beverage levies.

During the past three months, the Sheriff's office has collected some \$39,243.26 in delinquent taxes due to more efficient tax collection methods introduced by the director of the sales tax division.

Of this amount, \$11,403.62 was from overdue sales taxes; \$21,022.02 for back occupational license taxes, and

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

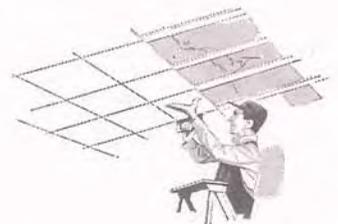
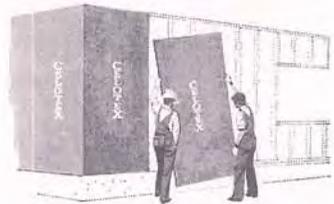
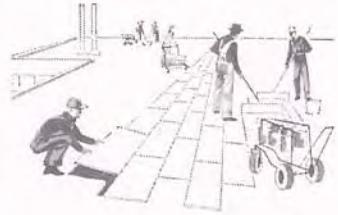
Today, this plant, at Marrero, Louisiana, is the industry's largest: 1750 employees; a vast 150 acre plant; a product line of over 1300 items; 10 miles of rail lines, a fire department; a medical department, ambulance equipped. Annually, 250,000 tons of bagasse from Southern sugar mills are processed into building materials.

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\$6,817.62 in delinquent alcoholic beverage permits.

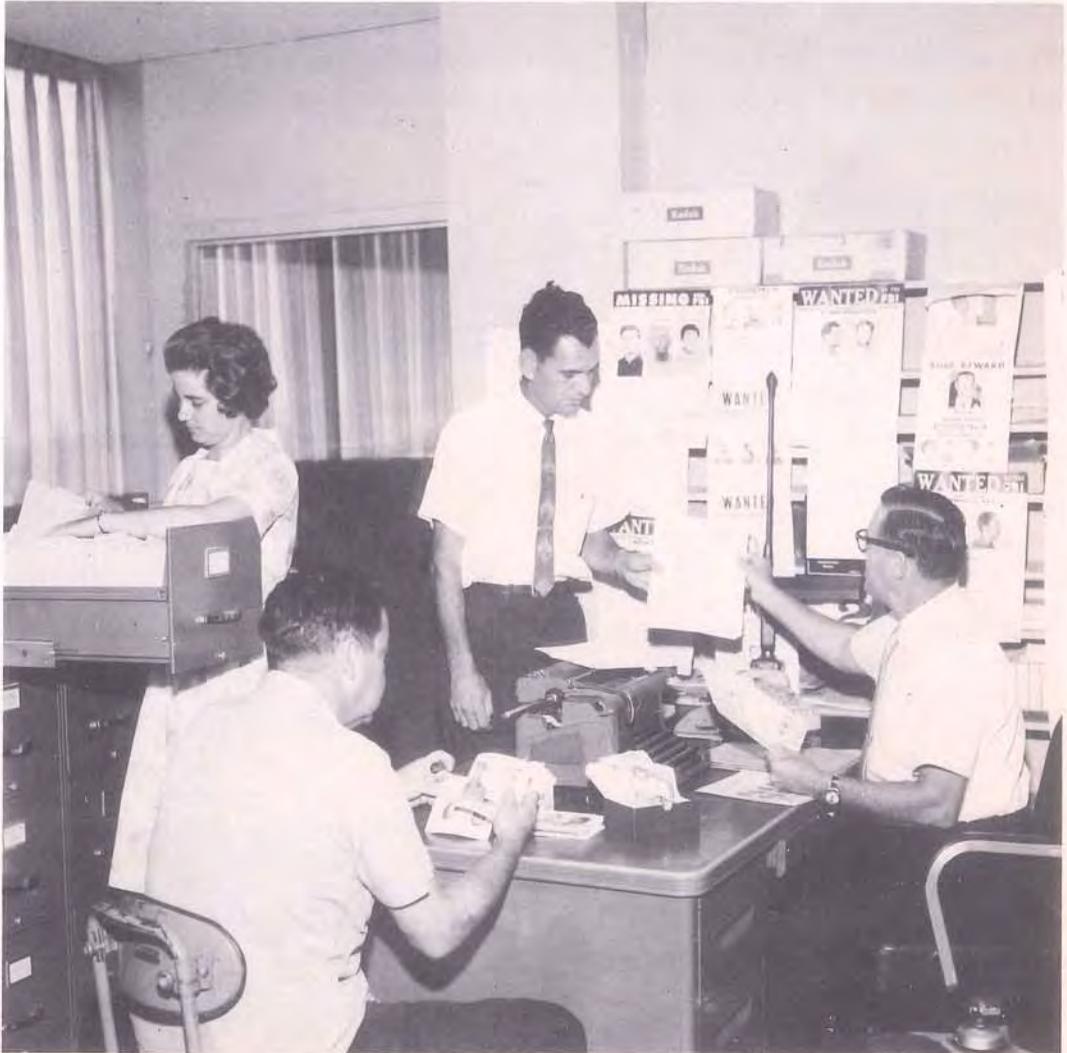
Because of the fact that all property taxes were collected early in the year, and since there will be no further tax collections until November, 1964, this report does not include information in that division.

It should be noted, however, that approximately 75 per cent of the employes of the Sheriff's office received a salary increase since the new administration took over, and without the necessity of a corresponding increase in the total expenditures of the office.

In order to perform all of its functions, the Sheriff's office must operate within its yearly revenues of \$1,600,000, far short of the amount required to operate efficiently and to provide the law enforcement services so vital to this rapidly expanding parish.



Deputies on Sheriff's staff inspect seized weapons.



Identification bureau of Sheriff's office.



William M. Justice, Jr., Clerk of Court of Jefferson Parish, dictating a report to his secretary, Mrs. Jocelyn Vicknair. He has many responsibilities that keep him on the go, and his morning dictation is the only quiet period of a day crammed with action and decision-making.

SERVING ALL THE PEOPLE

By William M. Justice, Jr., Clerk of Court

Modern life is complex. Today's citizen knows this through experience. The keeping of records helps smooth the citizen's path through what at times may appear to be a jungle of paperwork, a maze that may leave him with the feeling that he doesn't know where to turn to find his way out to the happy solution to whatever his problem may be.

I have pledged the employees in the office of the Clerk of Court to be unstinting in their efforts to aid everyone who may have need for our services. We consider ourselves honored to be known as "public servants" and make use of every effort to earn the appreciation of the taxpayers and patrons.

However, actually delivering high quality service to Jeffersonians requires much more than a sense of responsibility toward one's duties. In this article, I'd like to tell you briefly what the office of the Clerk of Court does, how it does it, and what has been done to ensure that it is done in the best way possible.

The work force consists of 75 highly trained men and women. To enable them to serve you even more rapidly, the latest IBM equipment has been installed in the docket department of civil records. For the convenience of East Bank residents, an office has been established there; it will handle civil cases in amounts up to \$1,000 in East Jefferson.

Another service to East Bank residents is the establishment of an office in East Jefferson for the handling of misdemeanor charges and traffic violations—no longer need residents of the East Bank make the trek over the river to deal with minor judicial matters. This step was taken in accordance with our policy of speeding up service and serving the convenience of Jeffersonians.

I feel that as a government institution, we have a direct responsibility to taxpayers to effect whatever economies are possible without a deleterious effect on the quality of service. For this reason, the Clerk of Court's office



Above: The branch of the Clerk of Court in the Janise Building in Metairie. This office also serves as the new First Parish Court for the Parish of Jefferson.

Below: Deputy clerks are shown operating the new IBM machines installed in the Clerk of Court's office. These have speeded up operations, resulting in speedier service to Jeffersonians and those who come to this office looking for prompt action.



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William M. "Bill" Justice, Jr., Clerk of Court of Jefferson Parish, is shown checking a procedural matter with two of his assistants.

Typewriters clatter, phones ring, and index cards are riffled rapidly to process information in the clearing department of the Clerk of Court's Office.



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MEMBER
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To serve quickly and efficiently its 91,000 voters, Jefferson Parish has 296 voting machines, 140 on the west side of the Parish and 156 on the east side. These are kept in warehouses on both sides of the River, and carefully maintained under the direction of the Clerk of Court, so that on election day they will be able to record the decisions of the voters.

has been responsible for erecting a new voting machine warehouse in Metairie. Formerly, during elections it was necessary to truck over voting machines from the West Bank to serve the Eighth, Ninth and Tenth Wards. Elimination of haulage charges for 156 voting machines has resulted in substantial savings. The West Bank of our parish requires 140 machines and they are, of course, stored on the West Bank.

Speed, effectiveness, economy, helpfulness—these have been my guides in the operation of this office.

In addition to criminal and civil trials the Clerk of Court records and preserves charters, partnerships, mortgages and sales, including



A deputy clerk is shown microfilming records in the office of the Clerk of Court, thus safeguarding of vital records.

the Sheriff's Office's sales and other transactions. All is not limited to the world of business, however, for this office has the happy duty of issuing marriage licenses. But there is also the reverse side of the coin for this office keeps the records on alimony decisions.

The office files are a gold mine for the researcher who would trace the history of the area. They extend back to 1845.

Grand and petit jury panels are assembled by this office. This vital effort in judicial work is a historic one in American jurisprudence that guarantees the citizen the right to trial by his peers.

The Clerk of Court's office fills out juror notices in connection with the grand and petit



These ladies have presided over one of life's happiest moments—they are deputy clerks in the Clerk of Court's Office who issue and record marriage licenses.



Two deputy clerks are shown checking criminal evidence in the vault of the office of the Clerk of Court.



Accurate indexing of mortgages saves time later on as the two deputy clerks in the office of the Clerk of Court can attest.

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juries for service by the Sheriff's Office. Approximately 2,000 men and women serve as jurors annually.

As noted elsewhere in the Review, our parish is growing. This is reflected in the Clerk of Court's office. More than 27,000 notarial acts covering cash sales, mortgages, mineral leases (which play such an important role in our economy), charters, quitclaims, proces-verbal, Sheriff's Office sales and tax sales, successions, judgments, assessments, agreements to buy and sell, and adoptions are handled here. Last year, this office processed more than 6,900 criminal suits and more than 6,400 civil suits.

The warp and woof of human relations are recorded by this office; witness the issuance of nearly 1,000 marriage licenses and processing of nearly 100 adoptions. The office also recorded nearly 300 interdictions.

Such is the business volume of our parish that a dozen clerks are required to handle the volume of mortgages and conveyance certificates. These are, of course, checked and rechecked in line with my policy of ensuring scrupulous accuracy in regard to the processing of the affairs of Jeffersonians.

The third floor contains the largest collection of subdivision maps in these United States. They date back more than half a century and are priceless in settling disputes about property lines. They are at the service of the public.

Records in the office are now being micro-filmed to safeguard the information that is vital to the community.

Other duties of the office are the assigning of minute clerks to judges and keeping a record of the signatures of ministers and priests in Jefferson Parish who are authorized to perform marriage ceremonies.

We take pride in the fact that in no parish in the state of Louisiana or in any other political subdivision of our country are civil and criminal cases brought to trial more quickly and submitted to judge and jury under more absolute safeguards than in Jefferson Parish.

Many of you have visited this office. Those of you who have not will find a warm welcome on the fourth floor of the New Courthouse in Gretna. No matter what your errand, you will receive a courteous welcome and an earnest interest in helping you with your transaction.

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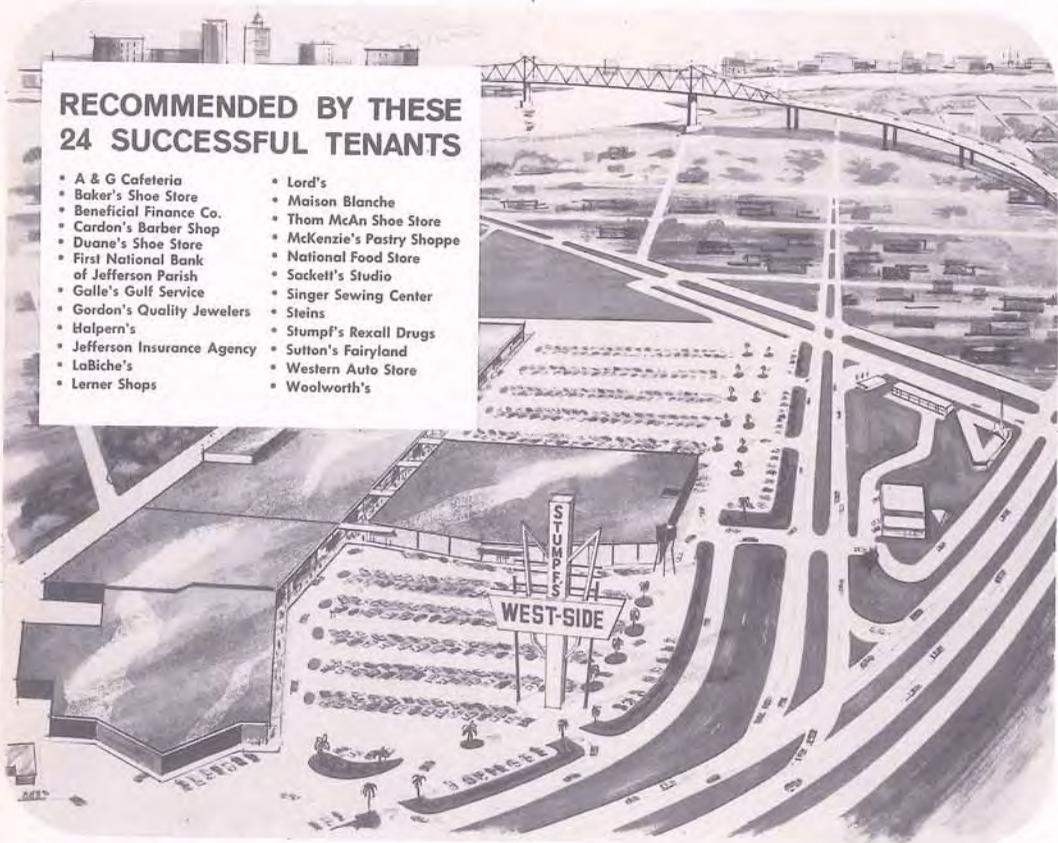
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Woodland West is one of the newest residential developments on the West Bank of Jefferson Parish, offering the homemaker an opportunity to enjoy the full benefits of a healthful, rural-like atmosphere, plus the convenience of a location close to thriving centers of commerce.

The Parish authorities have obtained a wide right-of-way along the existing Manhattan Boulevard from the West Bank Expressway to Lapalco Boulevard for a boulevard giving Woodland West access to the main thorough-fares of the West Bank. The Manhattan Boulevard project and Lapalco Boulevard improvement are immediate projects scheduled in the "Parish Major Street Plan."

All Woodland West lots feature site improvements including: sewerage, paving, water and gas. Only minutes away from the Greater New Orleans River Bridge and the heart of Downtown New Orleans, Woodland West is a short distance from the site of the new proposed river bridge which will connect the West Bank to the Saturn Moon Rocket Plant at Michoud.

Construction in Jefferson

The year 1963 has been one of unprecedented growth in Jefferson Parish. Evidence of this amazing growth in 1963 is shown in the way the East Bank pressed lakeward and toward St. Charles Parish, and how thousands of former empty acres on the West Bank blossomed in all directions with new homes as the new Mississippi River bridge continues to spread its traffic to each side.

Figures released by the Regulatory Inspection Division of the Jefferson Department of Safety reveal that during the year 1963, January to December, all types of construction at an estimated value of \$74,292,543 took place in the unincorporated areas of Jefferson Parish.

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

Figures in the various building categories for 1963 follow:

- 2213 one family residences at an estimated value of \$38,776,446.
- 140 two family residences totaling \$2,951,940.
- 89 three, four and five family residences valued at \$2,603,110.
- 24 five or more family residences totaling \$6,637,000.
- 402 residential garages and carports totaling \$307,612.
- 2151 additions and alterations to residences totaling \$2,750,480.
- 3 office, bank and professional buildings totaling \$118,000.
- 9 public work and utility buildings totaling \$5,933,963.
- 26 school and other educational buildings totaling \$2,724,621.
- 125 store and other merchantile buildings totaling \$7,069,780.
- 7 amusement and recreational buildings totaling \$856,400.
- 9 churches and other religious buildings totaling \$806,200.
- 3 industrial buildings totaling \$151,000.
- 10 service stations and garages totaling \$182,500.
- 201 other structures, additions and alterations (non-residential) totaling \$1,012,241.
- 2 additions and renovations to hospitals totaling \$225,000.
- 231 structures of various types totaling \$321,250.

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This is another lovely home on Jefferson's West Bank featuring a beautifully landscaped and decorated lawn.



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



One of the beautiful Sunrise Homes now being constructed in the Willowdale Section on the East Bank of Jefferson Parish.



WILLOWDALE WEST is one of West Jefferson's newer communities on the West Bank of the Mississippi River. Well conceived, well planned, and well laid out Willowdale West will eventually be a community of 900 homes.



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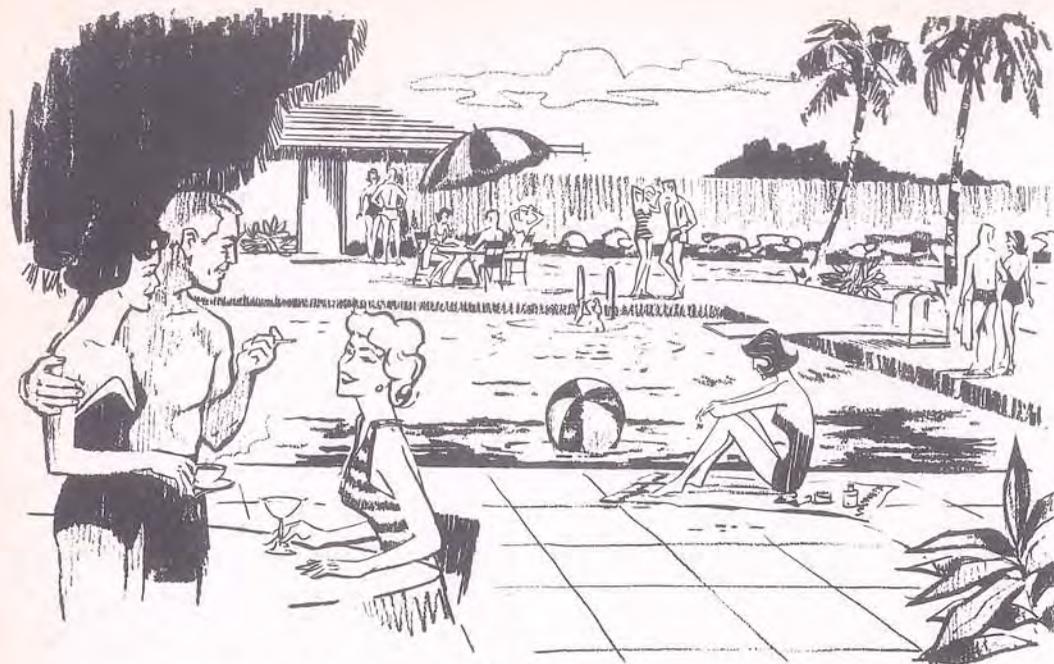
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Your family will enjoy unsurpassed country club living combined with all city conveniences in this prestige community. Golden Shores is the place to live . . . the place to play every day of the year.

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Directions: Drive out either Causeway Blvd. or Veterans Hwy. Cross Lake Pontchartrain Causeway. **For information** call WH 7-0689 in New Orleans, or MA 6-3500 (Call collect). For free illustrated color brochure, write to Golden Shores Development Corp., 3141 De Saix Blvd., New Orleans.



Pictured above is a new brick residence, one of the lovely new homes built this year in the Kenner-Harahan Area on Jefferson's East Bank. On beautiful wooded lots hundreds of new houses are being completed to meet the demand of our heavy population increase.

In 1911 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 was 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 the Company—he is Chairman, Board of Directors, Crawford H. Ellis, who for 50 years, until 1961, served as President. 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 short time 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 10 Latin American Countries and many islands of the West Indies are protected by its outstanding insurance coverage.



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

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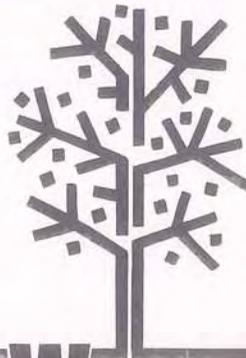
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Jefferson Parish stands at the threshold of a space age era, one in which construction of all types is expected to push into new frontiers.

While the past 15 years have been marked by a period of unprecedented growth which saw both the East and West Banks of the parish mushroom in all directions, especially since the completion of the new Mississippi River bridge, the future outlook is even more promising.

Already 1964 appears destined for a record year of building activity which will see the erection of more swank multi-level apartments with recreational facilities; fashionable row type residences, distinguished new homes, modern apartments, etc.

The year 1963 found the building industry riding the crest of a rejuvenation after a rather slow start.

The homebuilding industry during the past year employed an enormous skilled labor force and consumed fantastic supplies of materials. Unless the whole financial picture of the industry is changed during the balance of 1964, Jefferson Parish should enjoy another prosperous year in the construction field.

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

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Dr. Charles O. Odom, who has been Coroner of Jefferson Parish for the last eight years, was the most decorated medical officer in the U.S. Army during World War II. He served 4½ years and was Chief Surgeon of General George S. Patton's Third Army. When the war ended in Europe, he was assigned to Brooke General Hospital at Fort Sam Houston, Texas, as Chief of Surgery. He returned to Jefferson Parish in 1946 and has since conducted a busy surgical practice.

The Coronor's Office

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

The public services rendered by the Coroner's Office in Jefferson Parish are more extensive than in any other parish in Louisiana. Due to Jefferson's phenomenal growth in recent years, the services of the Coroner's Office have increased in proportion and during the years 1963-64 the work load has almost doubled. An indication of this is graphically demonstrated by the following example:—In the year 1961-62 there were 2,407 emergency calls answered. During the past year these emergency calls have increased to 3,835.

The many and varied services rendered by the Coroner's Office in Jefferson are dramatically presented by the following figures for the year June 1963 to June 1964:—

| | |
|--|-----|
| CORONER'S CASES | 473 |
| AUTOPSIES | 157 |
| EXAMINATIONS FOR MENTAL ILLNESS | 252 |
| SEX CRIMES | 52 |
| AUTO FATALITIES | 62 |
| DROWNINGS | 18 |
| SUICIDES | 22 |
| HOMICIDES | 9 |
| ASPHYXIATION BY FIRE ... | 12 |
| ACCIDENTAL GUNSHOT WOUNDS | 2 |
| FALLS FROM HEIGHTS | 10 |
| ELECTROCUTION | 4 |
| AIRPLANE CRASHES | 3 |
| EXPLOSIONS | 1 |
| CRUSHED BY BOATS | 3 |
| ACCIDENTAL TETANUS | 3 |

| | |
|-----------------------|------|
| FALLS IN SHOWER | 1 |
| EMERGENCY UNIT CALLS | |
| EAST BANK | 1950 |
| WEST BANK | 1885 |
| PRISONERS GIVEN | |
| MEDICAL AID | 570 |

The emergency ambulance service of the Coroner's office, which comprises four well equipped units stationed at Metairie, Marrero, Lafitte and Grand Isle, answered to above 3835 emergencies during the year. Eleven drivers man these units. They have been well trained in First Aid and are ready to move out at a moment's notice to the scene of an accident. They have been responsible for the saving of many lives.

A well organized and capable medical staff backs up the Coroner in his duties. Doctors Angelo and Joseph Massony have worked with Dr. Odom since 1956 and Dr. A. Mark Parker since 1960. Dr. Tom K. Farris, the pathologist, is one of the few men in the South qualified in Forensic Medicine. He performed 157 autopsies during last year.

Important to the Coroner's Office are the Chief Investigator and Photographer, who secures and files complete and detailed reports on every death due to homicide or accident. Finger printing facilities as well as up-to-date photographic techniques also play their important roles in compiling the complete and informative records in the Coroner's Office.



The well equipped Jefferson Parish Emergency Unit housed at the Fire Station on Jefferson Highway. Left to right are trained attendants C. Hotard, C. Brock and J. Vessier ready on a second's notice to bring assistance and first aid to any and all emergency calls.



Left to right: Doctor J. J. Massony, Assistant Coroner of Jefferson Parish, Dr. Tom K. Farris, Pathologist of Jefferson Parish Coroner's Office and W. J. Gautreau, Jr., Investigator and Photographer of Jefferson Parish Coroner's Office.



Six of the Emergency Ambulance Unit drivers of Jefferson Parish, trained in First Aid and how to save lives. Left to right are V. Burregi, J. Guilliot, J. McKeller, J. Polkey, A. Tassin and P. Boudreaux.



The Grand Isle Emergency Unit and its driver Natalie (Nat) Chighizola.



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Busy at his desk in the Gretna Court House is Vernon J. Wilty, Jr., Assessor of Jefferson Parish. Looking over his shoulder from the picture on the wall is Vernon J. Wilty, Sr., who for many years preceded his son in this responsible position as Parish Assessor.

The Assessor's Office

By Vernon J. Wilty, Jr. Assessor of Jefferson Parish

Keeping up with the Joneses is something of a chore even when only one's next door neighbor and one's social status are involved; to one in political life the entire community and its individual and collective needs are the problem. In a rapidly expanding community like Jefferson Parish (county) the problem multiplies enormously. One must do more than keep up with the needs, one must anticipate them. One must have the solution before the outcries are raised.

The tax assessor, according to Act 1903, Title 47, 1950 Revised Statutes, "shall enumerate and list and assess property and shall prepare and have ready their lists showing the valuations assessed by them."

Besides assessing properties the Assessor acts as caretaker of all property in the Parish.

This means one thing in a stagnating community, in which investment and progress lag, but in a parish like Jefferson where Go-Go-Go is the order of the day, the public administrator must be something of a prophet in anticipating needs and solving problems before they develop.

Your Assessor and his staff must keep on the ball all the time if their services to the people are to keep up with this dynamic community. What methods have other assessors adopted to keep out in front? What efficiencies

and what safeguards have they put in to promote fast and accurate administration? From other communities, we in Jefferson have learned a good deal, and we also study the methods, suggestions and recommendations made at the Assessors' School held every year at Louisiana State University.

For instance among operations improvements we have put in during the past two years is the installation of an IBM system. Ours is the second parish in the state to adopt this timesaving and accuracy-promoting method. From the thousands of punch cards in this system, we will in time print our assessment rolls, and they will introduce new dimensions in speed and accuracy.

You do not have to be told what this means to the overall problem when I tell you that there are now more than 100,000 listings of property in Jefferson Parish, and that about 20,000 transfers are made every year. The work involved in this, and the possibility of confusion and error under past operation methods are obvious.

Real estate assessments are made from the sale price of the property, its location and the assessed valuations on adjoining properties; to this evaluation the Assessor applies the millages levied by the various taxing districts, such as Parish, School, Garbage Removal, Library Maintenance, Health

Unit, Consolidated Road District, Coroner, Courthouse, Parish Building and Jail Bonds, Road Lighting District, Water District, Consolidated Drainage District, Hospital Service. The total of the millages multiplied by the assessment is the tax amount due, for example if millages total $82\frac{1}{2}$ cents on \$1,000 assessed valuation, the tax total comes to \$82.50.

Property evaluation proceeds along these lines for assessment. Someone makes a purchase, the Act of Sale is recorded with the Clerk of Court, the Assessor at the end of the year records all properties that have changed hands under the names of the new owners, and at the same time places an evaluation on the property transferred, an evaluation subject to approval or modification by the Louisiana Tax Commission. Each property owner has a separate sheet in one or more of the Assessor's books, depending on the number of properties he owns. The totals from these sheets are transferred to the assessment roll and copies are sent to the tax collector, the Louisiana Tax Commission, the Clerk of Court and the State Auditor.

I do not have to remind you that anyone who owns and occupies a home in Jefferson is entitled to a \$2000 homestead exemption on the assessment. On a property assessed at \$3,000, for instance, the owner availing himself of this exemption would pay on \$1,000 assessed valuation. Any person who served in World War II or in Korea is eligible for a \$5,000 Veterans Exemption for five years; if in both World War II and Korea, for 10 years. If the wife has served in the Armed Forces during World War II or Korea, she is also eligible for the Veterans Exemption.

Following the example of banking by mail, this office has recently adopted a system of Homestead Exemption by mail. To implement this system, my office mailed out 47,000 homestead-application exemptions, printed on IBM cards; all the homeowner had to do was to sign and mail the cards back to my office. Judging by the hundreds of letters and telephone calls commenting on this innovation, we made a 10-strike with property owners, and I expect to see notable increases in real estate investment in Jefferson.

Other improvements include:

- 1) Cross-indexing all properties, by legal description in all Jefferson. This called for the typing of 100,000



Two Deputy Assessors of Jefferson Parish consulting the new Edgar Tobin Aerial Survey Map of the parish—a valuable tool in the Assessor's office.



Here are shown eight Deputy Assessors of Jefferson Parish expediting the complicated record keeping of the Assesors office with modern mechanized accounting methods. The four in the back row are operating IBM Card Punch machines, which handle a major portion of the assessment roles. In the center this master assessment role is being consulted. And in front deputies are typing that portion of the assessment roll not now handled by the IBM machines.

or so cards, and their assembly in subdivision, lot and square order. Now the records can be found without the delays of past years, and without having to know the names of owners down past years.

2) New Map Department. Maps are of great importance to the assessing of the property. Our map department is not only for office use, but it was also planned to be of use to the general public. Among our maps are those secured from government agencies, and those made by our own experts, especially ownership maps to aid the cross-indexing system. Our map department now has use of a new Edgar Tobin Aerial Map showing ownership of all acreage within the Parish.

3) Consolidation of assessing and taxing districts. This has impressively speeded up the assessment calculations. For instance in 1961, eight tax calculations were made for every assessment in Ward I, a section of Terrytown; since consolidation only three calculations had to be made.

4) Property Abstracts. I have put in a system under which transfers of property are being recorded on the assessment rolls. For instance a certain lot of ground is assessed in the name

of John Brown on the 1962 assessment roll (which includes all property ownership as of December 31, 1961). If Brown sells to Jack Green in April, 1962, Green's ownership is recorded on the assessment roll next to Brown's name, and he is shown as the new owner of the property. In November when notices are sent out, Green can be notified that taxes are due, thereby eliminating the possibility of putting his property up for tax sale.

5) Preparing new homestead exemptions in advance. Though renewals are handled by mail, new homeowners must call at this office to make the first application for exemption. Formerly, the exemptions were processed after the owner arrived; now exemptions are processed in advance, so that filing takes up only a few minutes.

6) Full-time field personnel. In past years the Assessor allowed a certain period of time each year to check on new developments. The growth of Jefferson Parish has made it necessary to add full-time field personnel to the office force. The field men will not only check on new construction in the Parish, but will work closely with the map department whose purpose it is to present a precise picture of all changes.



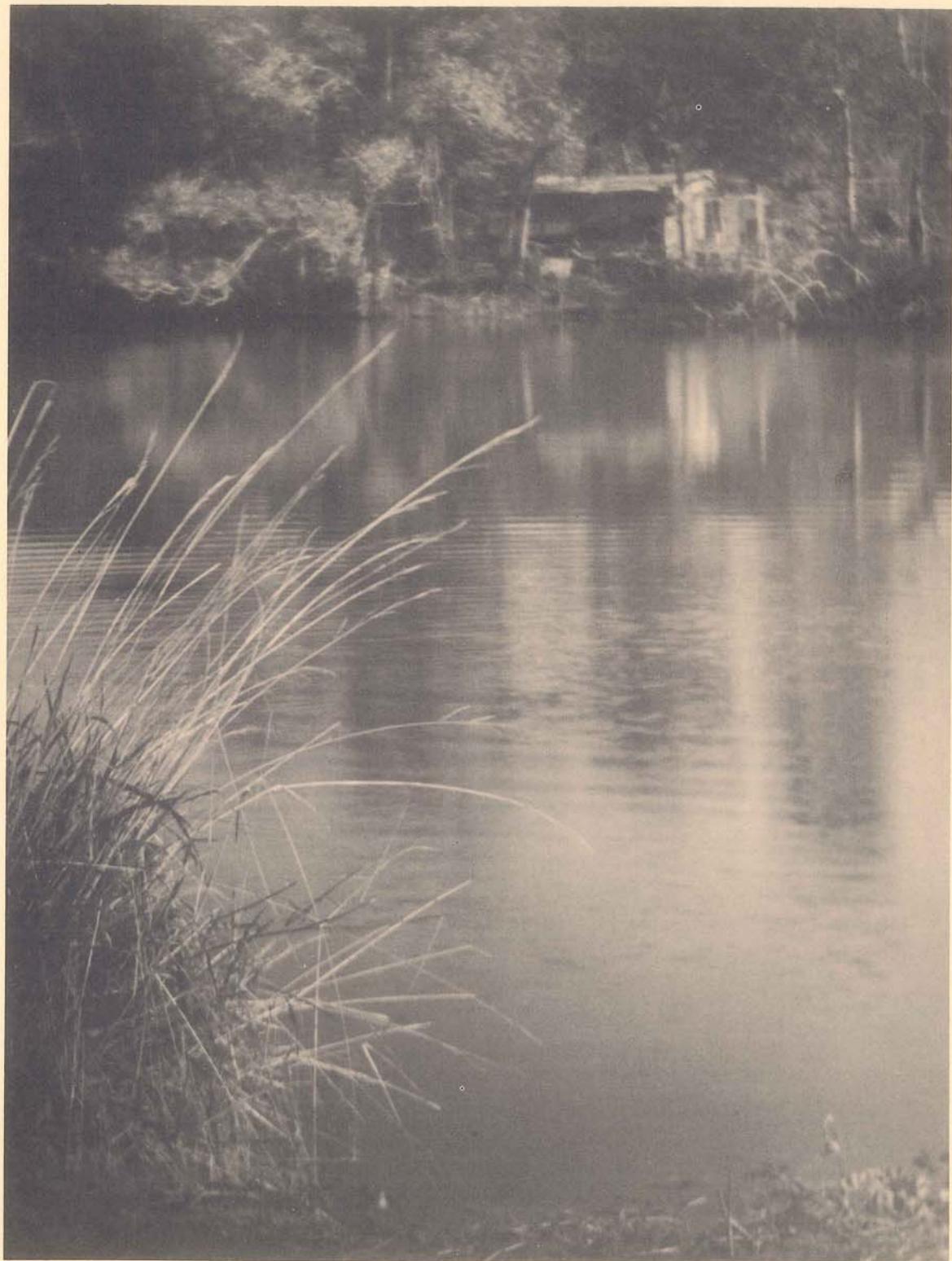
In this modern world of computers and electronic accounting systems are shown three Deputy Assessors of Jefferson Parish. One is working the IBM Card Sorting Machine, one is consulting file drawers and in the background a third deputy is operating the 407 Accounting Machine.



Tranquil Jefferson



Photography by Eugene Delcroix



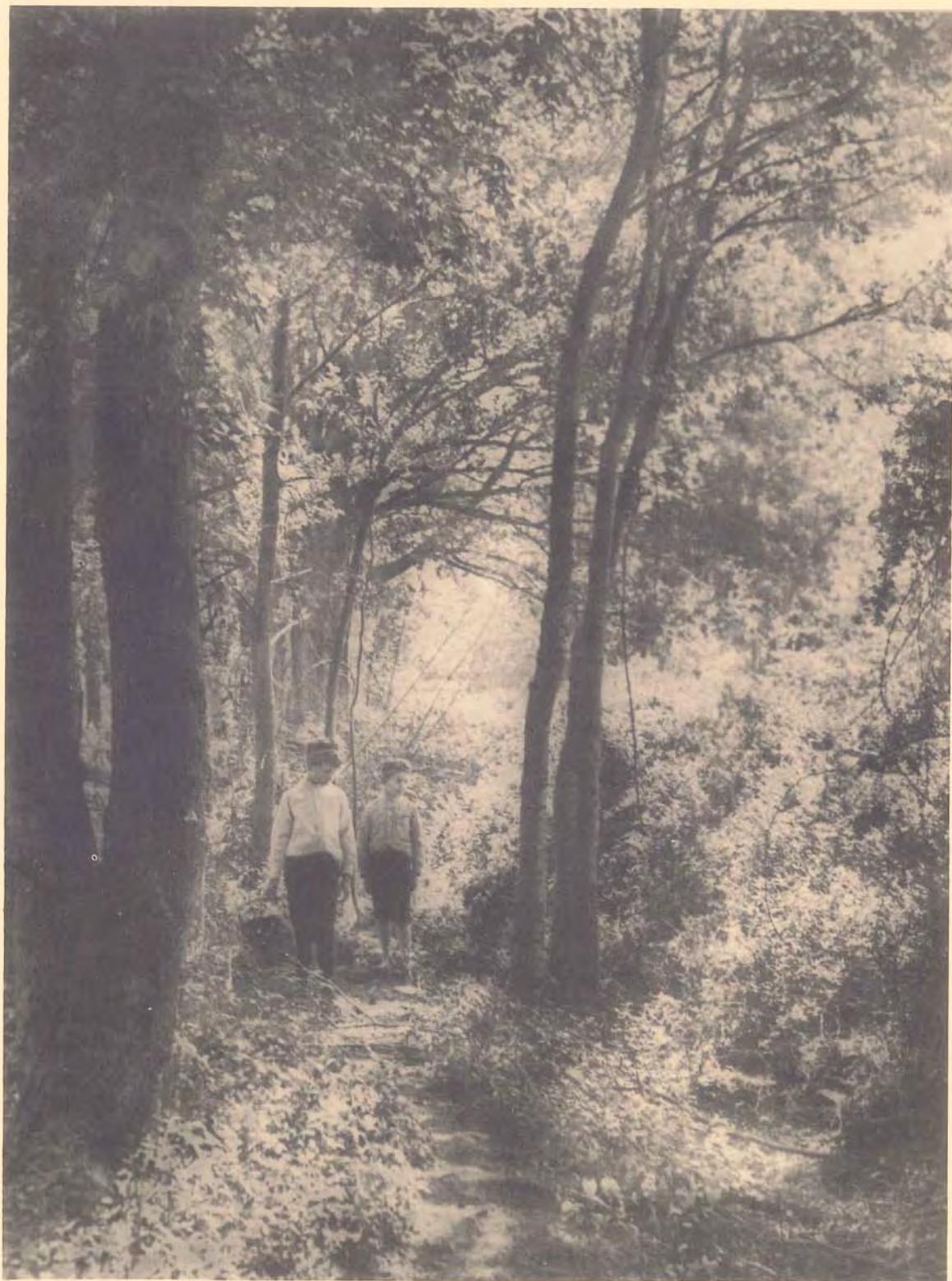
Age cannot wither nor custom stale the infinite charm of the
bayous which wind and wend and wander to undreamed
shores in Jefferson's blend of land and water where only the
throb and clatter of the motor disturb the tranquility of paddle and oar.



When daisies pied and violets blue, and lady-smocks all silver-
white, and cuckoo buds of yellow hue do paint the meadows
with delight, this woodlands lass fares forth to
gather wildflowers which gem Jefferson's good earth.



Loveliness multiplies and the seeker finds tongues in trees and
good in everything. To the physical eye this scene of palmetto
and swamp and towering cypress; but to the inner, the
spiritual eye it majestically symbolizes the true, the beautiful and the good.



The winter of discontent quickly changes to glorious summer in the sun-stippled secret places of Jefferson's woodlands, where dim footpaths, starting goodness knows where, lead to unexpected fishing spots.



One touch of nature makes the whole world kin, and the lovely doubles of these dancing feet, smiling lips and teasing eyes, by the mirror pool of a Grand Isle beach, symbolize the charm of the great open spaces.



Merrily, merrily shall I live now—you can see the thought forming—
under the blossom that hangs on the bough, for it is great
to get into the swing in the woodlands sanctum of Jefferson.

The bright
flowers, the dim
light
in the forest's
cathedral aisles,
and the brooding
quiet whose
unheard melodies
are sweeter
than the
heard,
are an idyllic
setting to the
poet's yearning to
sport with
Amaryllis
in the shade.



Wherever
we turn,
in the woodlands
of Jefferson,
we find
the ways of
pleasantness
and the paths
of peace.
What delights,
what surprises
await us around
the bend,
and to what
greater
fulfillments
do they point.



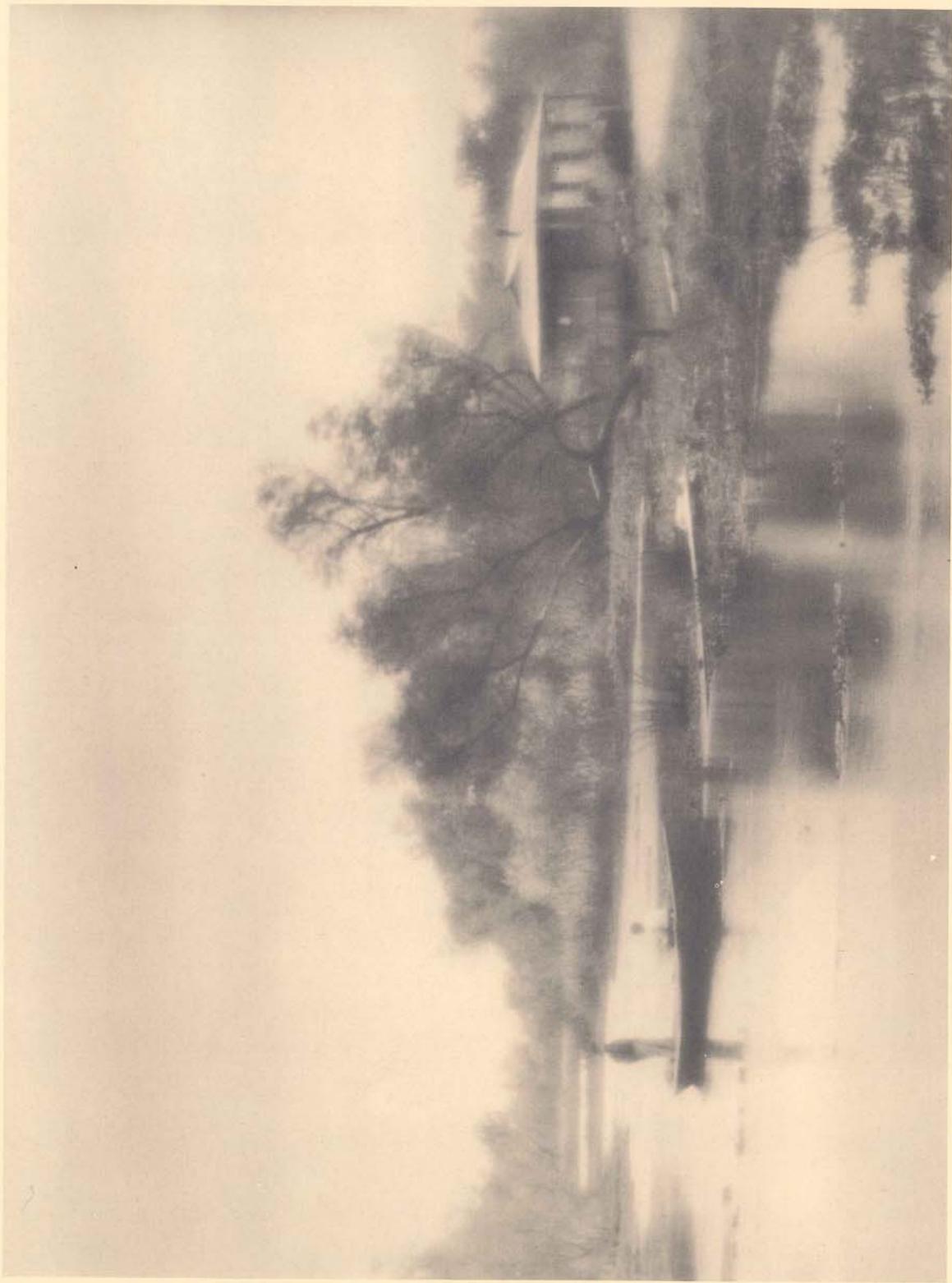
The brightness of
her cheeks
does shame the
flowers,
even the flowers
which halo
loveliness with
beauty,
and makes us
rejoice
with the poet
at the brave
new world
in Jefferson's
woodlands,
that has such
people in it.



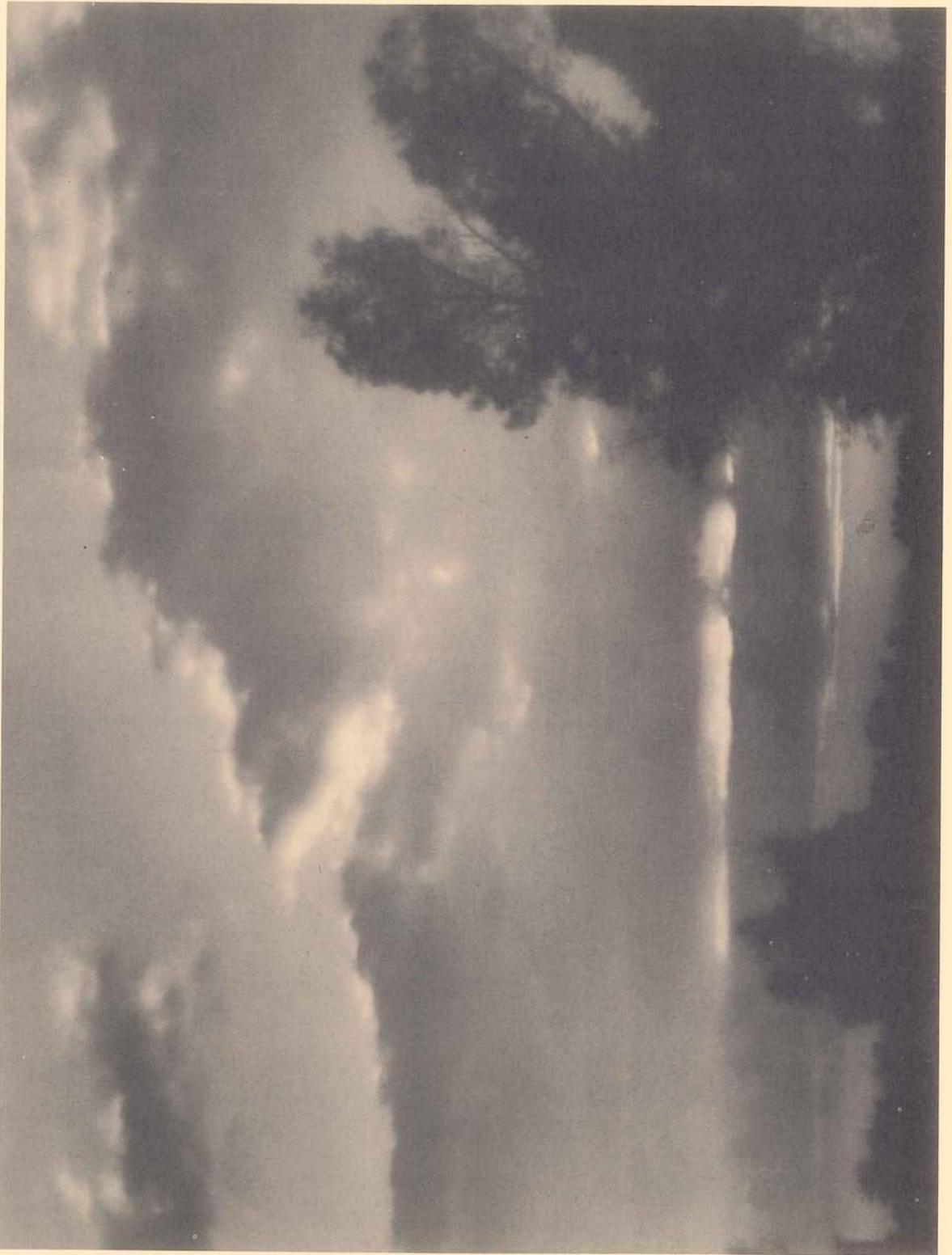
These trees
shall be my
books—
the famous
leaning trees of
Grand Isle
where wind
buffetings
bend the forest
growth
away from the
open sea,
but have
not impaired
their majesty nor
diminished
their power
to bless and
beautify.



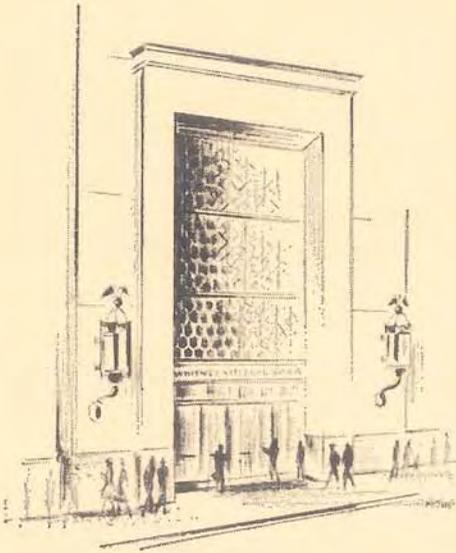
The waterways
are
a way of life
for those who
dwell
within the
Jefferson
wilderness,
their front yard,
their recreation,
their livelihood,
their highway;
and
for the
visitors
they are the
inspiration to new
understandings.



O wonderful,
wonderful, and
most wonderful
wonderful
are
the sunsets on
Big Bayou
Barataria;
and the sunrises
are just
as exciting,
when
night's candles
are burnt out
and jocund day
stands
tiptoe on
misty tree-tops.



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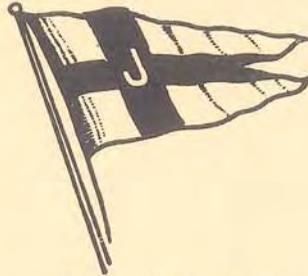
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(Continued from Page 31)

The new incinerator for Garbage District No. 1, now under construction on David Drive behind the present incinerator, is proceeding on the construction schedule set by the engineers. It is expected to be ready for operation in October, 1964.

With the new modern plant in full operation, the district will inaugurate a combined pickup of both garbage and trash. Such items as old refrigerators, washing machines and other large objects will be collected by request. The Garbage Division equipment handles an average of 120 tons of garbage a day.

Also under construction at the David Drive site is a central garage which will begin operation the summer of 1964. All vehicles of the parish assigned to the East Bank will be maintained and serviced at the convenient location. Plans are under way for a similar garage on the West Bank.

Upon completion of the new incinerator, the present one will be modernized and will give the district a capacity of 600 tons of refuse disposal per 24 hours.

Civil Service Fills the Jobs—The concept of a career civil servant corps is based on several precepts, among them that which makes possible the assumption that workers are well qualified for their jobs. The parish Personnel Department bears the responsibility for seeing this is true.

Among its functions are preliminary screening and later testing of candidates for employment. As a recruiter as well as an examiner, the Personnel Department must ensure that recognized civil service procedures as to hiring and discharging of employees are followed in order to attract dedicated men and women.

There are 1400 parish employees with civil service status. Of this number, hundreds received either initial appointments or subsequent promotions as a result of testing, evaluation, and recommendation by the parish Personnel Department. Some have taken advantage of competitive examinations to secure higher positions in their original departmental assignments or others.

Another important part of the department's work is job studies which keeps the classification plan current.

In-service training programs for supervisory personnel and adoption of employee efficiency rating procedures are tentatively planned as part of the department's continuing service to all departments and the workers who staff them.

Legal Department Aids Boards in Work—Jefferson Parish's Legal Department consists of one full time attorney and five part-time attorneys. The department handles the work of the various parish administrative boards, including the Board of Zoning Appeals, the Personnel Board, the Board of Standards and Appeals, and the Planning Advisory Board. Additionally, the legal staff represents the parish president, council, and department heads in legal actions.

The range of activity is wide, including land acquisitions and, at times, criminal matters. The department has a key role in the acquisition of property for the parish—last year more than 70 pieces of property ranging from 50-foot front lots to a large tract were acquired by the parish with departmental help.

Safety Department Operates in Several Divisions—The Parish safety department is composed of the fire division, regulatory inspections division, the road lighting division and taxicab division.

Fire Division Always Ready—The fire division in 1963 answered the call to nearly 300 building fires, 134 auto fires, 736 grass fires, and 352 emergencies of various types. The division, meeting the needs of a larger population, added 15 employees last year. A new fire station in the Bissonet area serves the area north of Interstate Highway 10. It is housed under the same roof as Charles A. Wagner branch of the Jefferson Parish Library system in a building completed this year.

Additional sites in the Lakeside shopping center and Camp Plauche areas are now being evaluated, as is a training center for firefighters.

Regulatory Inspections Ensure Safe Installations—The regulatory inspections division in 1963 alone made more than 17,000 electrical inspections and more than 12,000 plumbing inspections, these in addition to the issuing of 5,646 building permits for unincorporated areas valued at more than \$74 million.



This excellent Jefferson Parish aerial photograph shows the Marrero Shopping Center at the top. To the right the West Bank General Hospital. To the left is Hope Haven with Madonna Manor just across the highway. These are Jefferson's famous homes for boys from 5 to the age they graduate from High School. In the rear of Madonna Manor is the St. Joseph School for Deaf and Dumb children (formerly known as the Chinchuba School). Notice there are no walls or fences around any of the buildings. The boys don't want to run away for this is HOME to them.



A view from the sky of the impressive plant of Hunt Food and Industries—Wesson Division at Gretna. Here, in the largest plant of its kind in the world, are manufactured the nationally known and distributed products of Wesson oil and Snowdrift shortening.

Dark Streets are Things of the Past—The road lighting division installed 365 new light installations on the West Bank in 1963 and replaced 333 fixtures with more efficient ones in Road Lighting District No. 6.

Six hundred and sixty four mercury vapor fixtures were installed on the West Bank Expressway from the Jefferson-Orleans parish line to the city limits of Westwego.

East Bank lighting fixtures totaled 787. Included are 88 additional mercury vapor fixtures on Metairie Road, 60 on Bonnabel Boulevard, and the complete revamping of the Jefferson Highway lighting system between Harahan and Kenner. In the interests of safety, the division installed 20 mercury vapor fixtures at the bridges crossing Veterans Memorial Highway.

Repair and replacement of the underground lighting circuits is another division duty.

Taxicabs Checked Twice Annually—The taxicab division subjects all cabs operating within the parish to twice a year inspections. In 1963, about 20 new taxicabs were placed into operation, an indication of the parish's growth. The taxicab division is also charged with controlling rates and screening applicants for operators' licenses.

Traffic Engineering Responsibility Reassigned—The traffic engineering division which early in 1963 was reassigned from the Safety Department to the Department of Roads and Bridges installed two new traffic signal systems: at Veterans Memorial Highway and its intersection with Papsworth Avenue, and at Veterans Memorial Highway and its intersection with Oaklawn Drive. For additional safety, the division striped more than 66 miles with four inch wide reflective white tape lines on the Veterans Memorial Highway and on North Causeway Boulevard. As in the past, the division kept in top shape the parish's more than 25,000 traffic control signals and street identification signs throughout the unincorporated area of the parish.

Roads and Bridges Department Continues Building—This past year Veterans Memorial Highway from the Jefferson-Orleans parish line to Causeway Boulevard was made a six-lane highway to handle the increasingly heavy traffic load. The job was done for approximately \$45,000. Causeway Boulevard was resurfaced with hot asphalt from the Air-

line Highway overpass to the Lake Pontchartrain toll plaza for \$55,720.

Major 1963 street improvements financed by the bond issue approved by voters in September, 1962, consisted of:

Bonnabel Boulevard—east lane from Metairie Road to Live Oak Street. Filmore Street—Jefferson Highway to Airline Highway. Roosevelt Boulevard—Airline Highway to West Napoleon Avenue. Twenty First Street—Williams Boulevard to Maryland Avenue. West Metairie Avenue—Williams Boulevard to Causeway Boulevard (south lane). Power Boulevard—Federal Interstate Highway to West Esplanade Avenue (west lane). West Esplanade Avenue—Power Boulevard to Transcontinental Drive (north lane). Citrus Road—Jefferson Highway to Hickory Street. Colonial Club Drive—Jefferson Highway to Hickory Street.

Many Bridges Built in Past Year—To speed up vehicular traffic and make pedestrian traffic safer, the Roads and Bridges Department built the following bridges:

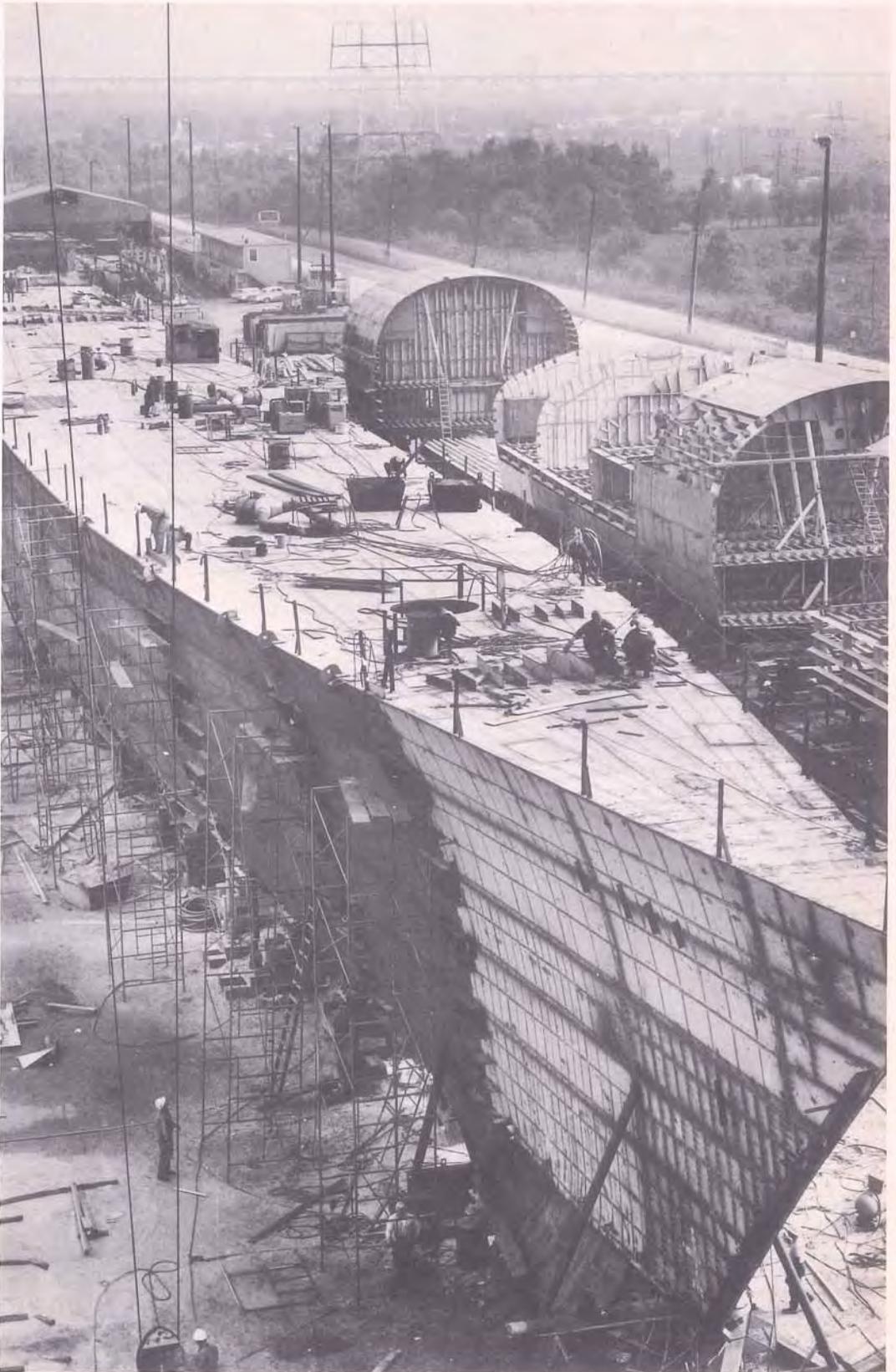
On the East Bank a culvert was installed at Canal No. 2 at Papworth Avenue and a precast concrete slab bridge was built over the Murphy Canal at Lapalco Boulevard on the West Bank.

Also on the West Bank, a culvert crossing consisting of a double line of 72-inch culverts was installed in the Gulizo Canal at the intersection of Karen Drive and Canal Road to provide access to the Miller Wall School area.

Pedestrian bridges were built at the following East Bank locations: Canal No. 4 at Athania Parkway, Canal No. 3 at Athania Parkway, Canal No. 5 at Zinnia Street, Canal No. 4 at North Upland Street, and Canal No. 5 at Elise Avenue.

A pedestrian walk has been provided over the railroad tracks at Farnham Place and another over the tracks at Loumor Avenue and Labarre Road.

Despite the necessarily heavy emphasis on construction in Louisiana's fastest growing parish, maintenance continues to be the Roads and Bridges Department's main job. Approximately \$150,000 was spent in 1963 for asphalt and concrete, and approximately \$240,000 for shells and gravel. The program of overlaying older blacktopped streets is a continuous one. Some older concrete paved



Picture shows U.S. Destroyer Escorts under construction at Avondale Shipyards, which is now building over one third of all the cargo vessels in the U.S. constructed under the current Maritime Subsidy Program. It also builds offshore oil rigs, barges and other vessels for the U.S. Navy. With its 4,600 employees it has the largest industrial payroll in the Greater New Orleans area.

streets are also being asphalted. This work is done at no cost to owners of property on these streets.

About eight miles of streets were black-topped on the East Bank in 1963. The tremendous sewer construction program on the West Bank limited road work there to 4/5 of a mile in 1963. Parish-wide, approximately 19 miles of streets were improved with concrete. Contracts for approximately \$12 million worth of street improvements had been let by February, 1964. The figure includes petitioned projects, projects financed by bond issues, and private developers' financing.

Research Plus Analysis Equals Savings—Earlier in this article, it was noted that Jefferson Parish spends an average of one million dollars a month. The Research and Budget Analysis Department analyzes for the council all parish expenditures. It makes recommendations to the council concerning the operation of the parish departments and their budgets.

All recommendations involving the expenditure of parish money are analyzed by this department to ensure a dollar's worth of goods or services for every dollar spent. The department is responsible solely to the council and provides the people of Jefferson with an excellent and impersonal watchdog over the spending of their money.

State Highway Department Busy in Parish—The Louisiana Department of Highways improved approximately 10 miles of road surface in the parish during 1963. Installation of traffic control devices, bridge repairs, and reconditioning of existing equipment accounted for an expenditure of more than \$1 million during the past year.

Highway Department projects in 1963 include:

New concrete pavement for .13 miles of the Kenner-New Orleans Interstate Highway 10 for \$325,134; turn lanes, widening of roads and installation of traffic signals for Hickory Avenue intersection of U.S. 61 (Airline Highway) for \$35,997; seven miles of asphalt overlay on the Boutte-Huey. P. Long Bridge U.S. Highway 90 for \$361,985; concrete crossover for U.S. Highway 90 on the West Bank Expressway for \$14,407; new asphalt pavement on two miles of Veterans Memorial Highway for \$416,509; three differ-

ent bridge repair projects for a total of \$6,770; and two smaller asphalt pavement projects for \$38,582.

Interstate Highway 10 from Williams Boulevard in Kenner to Pontchartrain Boulevard is now under construction. The seven miles of highway (2.2 miles of asphalt pavement and 5 miles of embankment) will cost over \$19.5 million.

Other Jefferson projects include two concrete crossovers and one set of traffic signals for the West Bank Expressway, U.S. Highway 90, for a total of \$40,431; a new Fleming Canal Bridge on Louisiana Route 45 for \$7,630; two bridge repair jobs over Bayou Barataria, one on Louisiana Route 302 and the other on Louisiana Route 45, for a total of \$38,171; turning lanes on Williams Boulevard in Kenner, Louisiana Route 49, for \$3,969; and two miles of new concrete pavement for Williams Boulevard at a cost of \$628,542.

Another major project under way is installation of approximately one half mile of new concrete pavement on the Stumpf Boulevard extension in Gretna for \$123,411. Several smaller projects, such as culverts for the Avondale-Marrero highway, Louisiana Route 3019, costing \$7,725; and a crossover for the intersection of Stumpf Boulevard and Hancock Street for \$14,533 bring the total current construction figure up to the 1963 record in miles and surpass it in cost by over \$19 million.

A parish with the traffic activity of Jefferson's can look forward to years of building and reconditioning of its highways. Private and business traffic, ever increasing, must be served, is being served.

Barataria Bay Waterway in Operation—Early in December of last year the Barataria Bay Waterway was formally dedicated at Lafitte. The date, December 4, is a historic one in the parish's transportation history for it marks the culmination of years of effort on the part of Congressman Hale Boggs and the beginning of an outstanding service to those concerned with marine transportation.

The canal, its entire 40-mile length within the boundaries of Jefferson Parish, is 12-foot deep with a bottom width of 125 feet. It extends from Grand Isle in the Gulf to link up with the Intracoastal Waterway in upper Jefferson Parish. Oil companies are using it ex-



A Jefferson Parish public health department dentist, assisted by a public health nurse, examines a young Jefferson Parish resident for possible dental defects and corrective efforts.



The new incinerator under construction in Garbage District No. 1 (East Bank) right behind the present facility. When completed the present incinerator will be remodeled and put back in operation.



Relocating a power line on East Bank to permit installation of a lift station in the present sewerage construction program.



Installing 18 inch epoxy lined sewer pipe at Kewanee and Olympic in the current parish wide sewerage construction program.

tensively to haul supplies and equipment to the inshore and offshore drilling sites which contribute to Jefferson's rich economic posture. Crude oil in barges is transported to refineries and tank terminals. Shrimp and oyster luggers use the waterway as an alternate route inland to market. The sportsman reaps the side benefit of having a swift, pleasant boat ride to the deep sea fishing off Grand Isle which has made that area a byword wherever blue water fishermen gather.

Civil Defense is on Guard—The Department of Civil Defense officially consists of five members. This by no means ends the roster as outstanding volunteer groups swell the number of those responsible for safeguarding the lives of Jeffersonians against disaster, no matter what form it may take.

Wardens, auxiliary firemen, auxiliary policemen, volunteers trained in emergency rescue procedures, plant protection men, chemical, biological and communications specialists—all answer the call when summoned.

Like its counterparts, the nation's armed forces, the parish Civil Defense Department conducts intensive continuous training. Fifty classes in basic civil defense methods have been attended by more than 2,000 persons. Other classes featured instruction in the techniques of instrument reading, and radiological detection of fallout, classes in rescue, police, firefighting and first aid methods were also held.

Ever alert to meet possible dangers, the department formed its Chemical, Biological, and Radiological Division to serve as a task force. This division has equipped 42 checkpoints throughout the parish to monitor radiation levels.

Jeffersonians, with a heritage of unstinting, voluntary action extending back to the Battle of Chalmette when Jean Lafitte's men dragged cannon from the Barataria area to blast the British from under the oaks at Chalmette, willingly undergo intensive training tailored for citizen volunteers. Volunteers who may have to face known dangers brought on by Mother Nature or relatively new ones brought about by man's unleashing of the atom.

A medical aid section, one of the first of its kind in the United States, has been formed.

Future plans call for a first aid team in each five-block area.

Two emergency operation centers have been equipped with the necessary communications facilities to maintain contact under all conditions with parish departments, other emergency operation centers throughout Louisiana and police centers and public utilities.

Civil Defense in Jefferson Parish is not just a plan; it is a reality with all systems "go."
Health—Our Most Important Asset—The dedication this year of the East Jefferson Community Health Center on North Causeway Boulevard in Metairie found the parish Health Unit in its 22nd year. It also found Jefferson Parish taking its place in the forefront as one of the leading governmental practitioners of the expanded philosophy of health service to include the fields of mental and social well-being as well as physical for those entrusted to its care.

The health center building which houses a child guidance center offers opportunities for study of health procedures and methods. Its new auditorium as well as that at the health center in Harvey on the West Bank has been used as a meeting place for groups interested in learning more about health through the lecture-discussion method.

The highly successful oral polio vaccination campaign, sponsored by the Jefferson Parish Medical Society, used East and West Bank health unit facilities as satellite control and supply stations.

Continuing its vigilance to maintain a healthy parish, the nursing section of the health unit is conducting a vigorous diabetes detection program.

The message of health was carried into the field as 34 field clinics were held throughout the parish.

Inspection of hospital and nursing homes plays an important part in making sure the parish's boast of excellent facilities continues to ring true. Surveillance of food establishments, inspection of schools, and the issuance of 2,984 food handlers' certificates are all part of the health unit's primary assignment—keep Jefferson Parish the healthy place to live that it has been and must continue to be.

The Health Unit consists of a medical director, nurses, sanitarians, specialists, clinicians, and office personnel.



The Bayou Signette Pumping Station—part of the West Bank Drainage construction, repair and inspection program that protects that unincorporated area of Jefferson's West Bank from flash floods.



Road construction on Bonabel Boulevard in Metairie. Right shows how after top soil was removed tons of river sand were placed as a base and picture left shows same boulevard after the pavement was laid.



The East Bank Drainage Pumping Station No. 1 on the Pontchartrain Lake Front—an important unit in the drainage facilities that protect Jefferson's East Bank from flooding in periods of excess rain.

Before listing the wide range of services given to parish residents, it should be emphasized that all of these services are absolutely free of charge. A partial list of the work undertaken by the Health Unit in 1963 includes:

Thirty-one thousand three hundred eighty-four persons returned for booster immunizations. Two hundred forty patients with tuberculosis were under the supervision of the Regional Chest Clinic (serving 11 parishes) located in the Health Unit at Metairie. Two thousand nine hundred ninety-six nursing and medical visits were made to tuberculosis cases, suspects and contacts.

There were 1,100 patient visits to medical clinics and 1,889 visits to nursing clinics in the infant and pre-school hygiene program.

The school health program was extended to additional schools with immunizations offered in the 1st, 4th, 8th, and 12th grades. Eight thousand seven hundred six vision tests and 9,133 hearing tests were given to school children.

The vital statistics section registered 2,508 births and 1,115 deaths within the parish. By place of parish residence there were 4,269 births. Copies of birth certificates are issued for many purposes.

Jefferson Parish milk plants consistently

produce the highest quality milk and milk products by actual test, and rank among the best in the nation. The milk sanitarians are responsible for submitting milk samples to the national milk network radiation surveillance program for the Greater New Orleans area.

Sanitarians abated 799 nuisances in complaints against insanitary conditions.

The stray dog problem has been improved by 7,179 animals being picked up in violation of the ordinance for rabies control. Twenty-two thousand six hundred fifty-six animals were vaccinated against rabies in the most successful campaign to date.

The Health Unit has maintained close contact with the public. Staff members gave 148 lectures, talks and classes on health subjects, had published 172 news items, and distributing 297,364 pamphlets. Close communication with other parish agencies is evidenced by a total of 642 conferences with their staff members.

Corrections were made to 1,875 dental defects in the dental hygiene program. Nutritional guidance was given to hundreds of families and groups on the wise use of food to improve health.

Near the end of 1963, the Grand Isle branch of the Health Unit moved to a more centrally located facility on Highway 1.



This machine in the office of the Jefferson Parish Clerk of Court at the Courthouse is the latest advancement in making multiple copies of anything typed, drawn or printed. It reproduces ink signatures sharply.



In keeping with the growth in Jefferson Parish, Louisiana Gas Service Company installs a valve while tying in a new 6" gas main extension to one of their existing high pressure mains.



This is the heavy duty Rescue Crash Truck of the Jefferson Parish Department of Civil Defense purchased at a cost of \$14,000. This vehicle is complete with tools and equipment to handle just about any emergency. With the addition of this truck to already existing equipment, the Civil Defense Department feels that the Jefferson Parish Rescue Division is second to none in the state or region.



The Ames Pumping Station—recently repainted, inspected and kept at maximum efficiency—part of the West Bank Drainage Construction and Upgrading Program throughout the populated portion of the West Bank unincorporated areas.



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In recent years Jefferson Parish has made many vital contributions to the Greater New Orleans Area. It has prospered and grown in every respect. Today, Jefferson Parish offers many fine residential areas, splendid industrial sites and is part of a thriving economy.

As the Mayor of the City of New Orleans it gives me great pleasure to observe this flourishing condition for it reflects our own growth and development. While it is true that New Orleans and Jefferson Parish exist as separate entities, it is also true that the good fortune and prosperity of one are closely linked with the other. Thus as we grow in an economic sense we also grow together in a close-knit unity of community interests.

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Miss Greater New Orleans for 1964 is Miss Patricia Marie Ragusa. On the right is Miss Valerie Oustalet who was selected as the runnerup and on the left is Miss Mary Rose Gervais who was the fourth choice of the judges. All three of the young ladies reside in Jefferson Parish. Participating in the contest were entries from Jefferson, Orleans (New Orleans) and St. Bernard Parishes. The contest was open to girls eighteen and over.



The new 40 million gallon per day Raw Water Intake Line and Pumping Station at the batture of the Mississippi River at East Jefferson Water Works District No. 1 completed early in 1964 at a cost of \$545,000. This is part of the never ceasing construction program of the Jefferson Water Department financed out of revenue to keep pace with the population increase and the industrial, commercial and residential expansion of Jefferson Parish.

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GRAND ISLE TARPON RODEO

The 1964 Grand Isle Tarpon Rodeo broke all previous final day records with more fish brought into the island weighing station than any other last day of any previous rodeo. The big catch of the day was the 145½ pound tarpon shown here, caught by Alcee Allemand of Houma, Louisiana. It struck his trolled lure in Cat Island Pass. During this popular annual sport fishing classic literally tons of fish were caught in all 25 eligible categories.



SCUBA TOURNAMENT

A record number of participants registered in this year's New Orleans Grand Isle Scuba Divers International Spear Fishing Tournament during which an amberjack, weight 77 pounds, was caught, a world record holder in its class. Shown above is Alvin Dufrene of Des Allemands, Louisiana, being presented the King Fisherman trophy by President Jay D. Albansee, Jr.



1964 PIROGUE RACES WINNERS

Malcolm LeBlanc (left) won his sixth consecutive World's Championship Pirogue Race over the four mile course at Lafitte, Louisiana on Sunday, May 17, in his now famous 25 foot pirogue that is less than an arm's length in width. On the right are the Meyers of Lafitte, the mother and daughter team who this year for the second consecutive time won the World's Championship For Women in the Annual Pirogue Races at Lafitte, with 15 year old Zella Mae (right) coming in first, closely followed by her mother Mrs. August Meyers. Previous to these last two years, in which her daughter entered and nosed her out both times, Mrs. Meyers had won the Women's Championship five consecutive times.

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Prepared by the staff of the Chamber of Commerce of the New Orleans Area for the West Bank Council and the East Jefferson Council of the Chamber, representing the business and professional men of Jefferson Parish.

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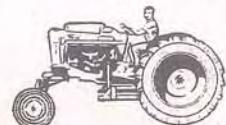


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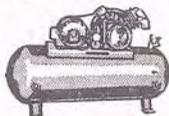
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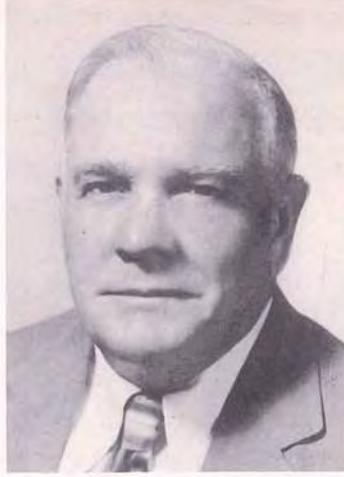
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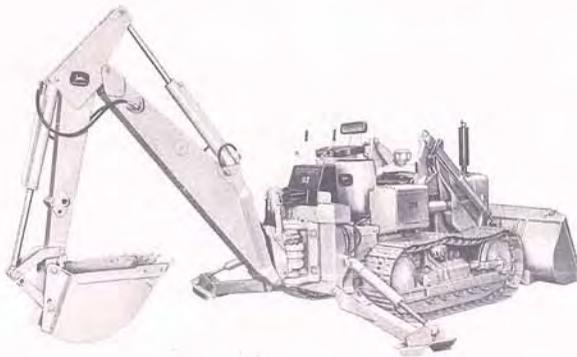
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The growth has been rapid, not only in new subdivision dwelling units, but also retail and wholesale selling establishments located along the West Bank Expressway and adjoining areas.

A portion of Jefferson Parish which lies on the East Bank of the river has a number of built up, unincorporated areas which surround the two cities—Harahan and Kenner. In the area which surrounds Highway 90 from the Huey P. Long Bridge to the New Orleans line are a number of light industries. Between this section and the section which surrounds the Airline Highway, a number of manufacturing and service industries are located with good rail and highway service. Also, both sections have developed shopping centers and other facilities to serve the large number of home owners who have constructed homes in the unincorporated areas during the past few years.

Toward the lake from Airline Highway is Veterans Highway, which is also attracting service units and shopping centers. The opening of Veterans Highway has encouraged residential building in the area surrounding this highway and between the highway and the lake. A number of subdivisions have been located in this area.

The construction is progressing rapidly on the new Interstate-10 which will be linked to the Pontchartrain Expressway in New Orleans at an interchange which will also eventually pass I-10 through the City of New Orleans to the east and north. A number of interchanges are planned for this highway as it passes through East Jefferson. Construction is proceeding on schedule and the section of this highway between Kenner and New Orleans is rapidly approaching completion.

Across the parish, traffic is served by an increasing number of highways, principal of which is Causeway Boulevard which leads from the Pontchartrain Causeway to the Huey P. Long Bridge with a major interchange connection at Airline Highway and an additional interchange at Jefferson Highway and an interchange with the Interstate-10 which is now under construction. The Pontchartrain Causeway, a

At the White House in Washington President Lyndon B. Johnson is shown pressing the button to start the laying of the keel of the cargo vessel the Louis Lykes at Avondale Shipyards in Jefferson. Beaming his pleasure is Hon. Russell B. Long, the junior Senator from Louisiana.



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24-mile connecting link between Jefferson Parish and St. Tammany Parish across Lake Pontchartrain, is the longest overwater bridge in the world. It was completed in 1956 at a cost of \$51 million.

New Orleans International Airport, Moisant Field, is located in Kenner on the East Bank in Jefferson Parish. It serves the whole area with a total of 200 flight arrivals and departures per day by 11 scheduled airlines. Six of these airlines offer trans-Gulf foreign service. The airport handles all scheduled airline passenger traffic, including jet service to 32 cities—virtually every major metropolitan area. A one-plane service to Paris and London has recently been inaugurated from the airport through an interchange between two airlines, making it possible for passengers to board the plane at the International Airport and not have to get off until arrival at their European terminus. A new \$7.5 million terminal building was completed in 1959 and work is now in progress increasing the size and usefulness of this terminal building by adding to and improving the passenger loading and unloading service, particularly from jet planes. The airport boasts a 9,225 foot runway capable of handling the largest jet aircraft now in use. It also serves a number of private and business planes.

The West Bank of Jefferson Parish is also served by a small private airport which serves as a fixed base of operations for businessmen and companies operating within Jefferson Parish and the surrounding area. This airport has been in existence for ten years and offers both a land runway 265 feet by 4,000 feet in length and a water runway in a land-locked canal 135 feet by 6,200 which is kept free



In this photograph, parts of two major Interstate 10 projects are shown. The lower, elevated portions of the super highway are included in the project from Pontchartrain Boulevard to Causeway Boulevard, which was begun in November 1962 and which is 73 percent complete, nearly 30 percent ahead of schedule. The other project begins at the end of the elevated structures, includes the Causeway Boulevard Interchange, shown under construction in upper portion of picture, and continues on to Williams Boulevard in Kenner, a distance of nearly five miles. This last project will be slow and expensive to construct because most of the native soil is too organic to provide a firm road base. The Causeway Boulevard to Williams Boulevard portion is costing \$11,295,554 for grading and all drainage structures. The Pontchartrain Boulevard to Causeway Boulevard stretch is costing \$8,207,690 for asphalt pavement.



This Jefferson Parish entrance and exit to the Lake Pontchartrain Causeway in 1963 served more than 1,500,000 vehicles. Traffic continues to grow on the world's longest bridge, direct north-south thruway route serving Jefferson and the adjoining New Orleans area.

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from boats and other obstructions. Some eighteen company seaplanes are based here permanently according to the operators, Westwego Airport, Inc., and some 35 float aircraft use the facilities on a more or less regular basis. There are also some 18 company and personal land planes based at this airport with 30 other land planes using the facilities at their convenience. The airport is located on Victory Drive in Westwego.

The wide usage of planes in the area points up again the importance of the petroleum industry, where offshore drilling and drilling in marshy areas make the float or amphibious plane the most convenient method of transportation. The central location of the New Orleans area makes the use of planes for business and personal purposes convenient for not only business within the surrounding area, but also as a rapid means of transportation into surrounding state areas where companies have other locations or business. The excellent regularly scheduled airline service in and out of New Orleans International Airport makes this area a hub of aviation activity with many smaller lines feeding passengers from surrounding areas and surrounding states into this jet airport. This is also a definite advantage for business locating in the area for rapid transfer of personnel and the abundant schedules to other business centers for conferences, sales, and other transactions.

Jefferson Parish is a happy medium between small cities and towns and unincorporated areas. Both seem to be growing at an unequalled rate and this increases the demand on both the municipalities and the parish government to provide increased sewerage, drainage, as well as water and highways. The parish has made great strides in recent years in both supplying the needs of its residents and improving the physical facilities of the parish. Government laws and bond issues have made it possible to vastly improve the sewerage and drainage system, and an expanded program for improved waterworks and increase mileage of hard surface roads has been supported by bond issues.

A \$14.5 million bond issue covering a sewerage program designed for the unincorporated areas of the East Bank of Jefferson was passed in 1963. Added to this was the separately financed program of the municipalities, and in addition, bond monies totalling



A workman filling steel drums with hot asphalt at the Westwego plant of Gulf States Asphalt Company, one of Jefferson's many diversified industries. This particular batch of hot asphalt ran 13,000 gallons.



A section of the storage yard at the H. C. PRICE Company's Coating Division at Harvey in Jefferson Parish. This plant has been awarded contracts for covering 1,510,000 feet of pipe into its Somatic corrosion protecting coating. This pipe will be laid in the Gulf of Mexico and the South Louisiana marshes.



The now toll free Mississippi River Bridge that connects the Jefferson Parish capital city of Gretna with downtown New Orleans. The picture shows the freighter STEEL FABRICATOR passing upstream under the bridge with ample clearance.

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The Freeport Sulphur Company's offshore sulphur mine in the Gulf of Mexico seven miles from Grand Isle. It is the first of its kind in the world. This huge steel island—a series of towers and platforms connected by ramps—takes the form of a giant "Y" as shown. At the base of the "Y" a huge power plant capable of superheating more than 5 million gallons of sea water daily to 325 degrees Fahrenheit. This huge "Y" contains offices, kitchen, cafeteria, recreation rooms and 60 bedrooms for mine personnel.

\$9.7 million were earmarked for districts on the West Bank.

In addition to the increase in individual home-owner citizens, a number of apartments have been completed during the past few years, adding to metropolitan aspects of the parish. Corporate citizens also have both increased their investment in the parish

and new plants have been constructed. Among outstanding plants established or under construction were the \$3 million Coca Cola Company syrup plant in the Camp Plauche area, the Pepsi Cola \$1.35 million bottling plant on Edwards Avenue, the \$1 million Walker Roemer Dairy plant on Richland Avenue just off Veterans Highway. Smaller plants

Looking up the Mississippi River at Harvey on Jefferson's West Bank. In the Foreground is the Harvey Canal Lock. Next in line are the Refinery, Adhesive and Fertilizer plants of Swift and Company. Then comes the buildings and tanks of Commercial Solvents Corporation. Next is the plant of Stauffer Chemicals. Finally at the top of the picture is the plant of Penick and Ford, the largest canner of cane syrup in the world.



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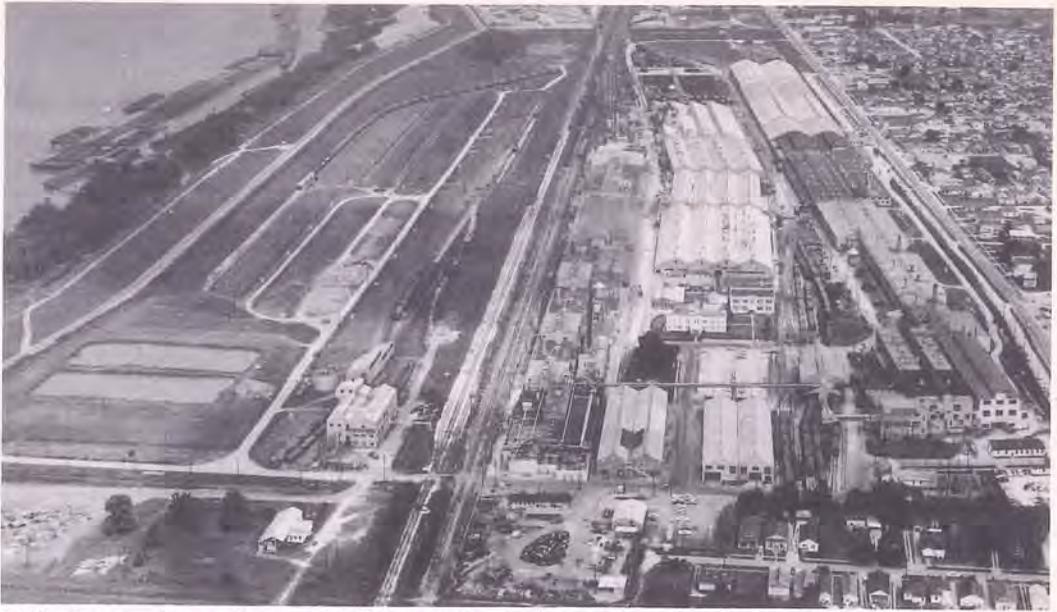
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At this Celotex plant at Marrero in Jefferson Parish, the largest plant of its kind in the world, 250,000 tons of bagasse annually are processed into a production of over 1300 items. This 150 acre plant is served by 10 miles of railroad track, a fire department, ambulance facilities and a medical staff. Bagasse is the waste material of sugar cane after the juice has been squeezed out.

established have been the \$300,000 A. M. Lockett Co., Ltd., \$95,000 Hobson Galvanizing Corporation, \$304,498 Pipe Line Service Corporation.

American Cyanamid Corporation, which expanded its Fortier plant by \$222,055 in 1963, has in the project stage a \$3,515,000 addition to this plant which will produce methyl methacrylate monomer. Freeport Sulphur Company has completed a \$3.5 million expansion of its sulphur production platform in the Gulf off Grand Isle. In addition, the following plants have expanded their operations: Celotex Corporation, \$164,200; Continental Can Company, \$231,823; International Lubricant Corporation, \$600,000; Jefferson Cold Storage, \$100,000; Johns-Manville Products Corporation, \$440,000; Pa-Poose Products, Inc., \$149,142; Tube-Kote, Inc., \$10,223.

Other plants which are expected to locate in the near future are the three quarter million distribution center for D. H. Overmyer Warehouse Company on six acres of land in Harahan Industrial Area; a half million dollar plant to produce business forms by Lewis Business Forms, Inc., in the Camp Plauche industrial area. Pile driving ceremonies for the multi-million dollar Oakwood Shopping Center on the West Bank Expressway took place earlier this year. The shopping center when completed will provide space for 40 retail stores in a site encompassing about 50 acres. A new Bank, the Bank of the

South, is established on the West Bank Expressway in Gretna. It will move to a permanent location in the Oakwood Shopping Center when facilities being prepared for it there are completed.

The parish this spring dedicated a \$586,000 East Jefferson Community Health Center which is a modern 2-story structure located on Causeway Boulevard. This replaces the East Bank headquarters used by the parish health unit in recent years and the new unit will contain facilities for both public health and mental health functions. A \$2 million bond issue was passed this spring to add a 2-story wing to supply 50 additional beds and other services as part of a 10-year program for the West Jefferson General Hospital which will increase the number of beds to 500. Also, plans have been announced for a new specialty hospital, the Lakeside Women's and Children's Hospital, to be constructed at Veterans Highway and Bonnabel Boulevard with long-range plans for 150 beds. The facility will have 14 beds initially and the first phase, expected to cost \$100,000, is under construction.

The parish has shown its willingness and the willingness of all of its citizens to march ahead under a well-balanced program for progress. We expect the advantages of this program to attract ever-increasing interest in business, industrial and private segments of the economy.

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The second grade arithmetic class of the Jefferson Elementary School in session. At the blackboard are Jeffery Lasserre and Jan Richardson. At their desks are Aillison Dutton and George Pratt intently watching to see if Jan and Jeffery come up with the right answers.

Three photogenic and camera conscience pupils of Miss Ferguson's second grade creative art class at Live Oak Manor School proudly present the drawings produced by the class and displayed behind the three young artists. They are left to right: David Cox, Elaine Cameron (who is holding what is not necessarily first prize) and Diane Fayland.



A science project of the first graders of the Ella Dolhonde School conducted by teacher Miss Charlotte Smith and presented by Maria Annaloro and Steven Harrison. The class planted the beans and wrote stories about their project.

(Continued from Page 61)

The second grade reading class of Mrs. Jane Reynolds at East End School featuring, left to right seated: Coral Griffin and Nancy Piglia. Standing at the rear is Mark Adolph.



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The art class of Deckbar School constructed these attractive Easter carts from egg boxes. Presenting the class handiwork are, left to right, Val Hatley, Linda Prince and Eric Zerangue.



These three pupils of the social studies class of Mrs. Betz at Ames School proudly present the set of the World Book Encyclopedia recently won by the class for submitting questions to the popular newspaper column called Uncle Ray's Corner. They are, left to right: Wendy Orgeran, Kathy Benoit and Pamela Bourgeois. The class assignment when this photo was taken was the study of maps and globes.

Librarian Patty Plant of Airline Park School serves and offers suggestions to her tiny tot book borrowers who are thrilled with the newly discovered and wonderful world of reading. Left to right: Diane Edmonds, David Felder, Laura Armstrong and Kathy Simmons back at the book shelves. Seated: Carol Owens.



You are now an interested and intrigued spectator of the strange and unusual specimens collected and studied by the Riverdale High biology students. Busy at work, left to right; are students Diane Braud, Dianne McAdams and Connie Slaven. Their biology teacher is Mrs. Cynthia Brainas.



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These five students of the East Bank T. H. Harris Junior High attended the state rally in Baton Rouge as a reward for their outstanding academic achievements. Left to right: standing, are Gay Fairfield with a superior rating in interpretive reading; Katherine Setze, who attained first place in English I; Irwin O'Rourke, Jr., who achieved first place in world geography. Seated: are the Cameron twins—Janet on the left placed first in civics and Lynn on the right placed first in Spanish.



Officers of the Westwego Junior High National Junior Beta Club, comprised of students of B and better average, chosen on the basis of worthy character, good mentality, creditable achievement and commendable attitude. Twenty-six girls are members of the present Westwego Chapter, the first year Westwego Junior High has had a Beta Club. The officers presented are left to right: Lola Adams, Treasurer; Charlene Vallee, Secretary; Mary Elizabeth Toups, Vice President; and Gay Green, President. Teacher Mrs. Loretta Brehm.

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Cheryl Klibert, left: senior at the Riverdale High School for girls, recently won the award as the outstanding business education student of the Greater New Orleans Area. In the middle, smiling her satisfaction, is Cheryl's teacher Mrs. Christine McGee and to the right equally pleased Riverdale Principal Mrs. Velma Kemp.

Yes, that object smilingly held by Donna Ditcharo, is a hornets' nest, empty we hope. It is being studied in the fifth grade science class conducted by Mrs. Ethel Trauth at Gretna II School. On the wall back of Donna and to the right of the enlarged drawing of a hornet are the compositions prepared by the class on the hornets' nest, a subject one should approach with caution.



Edna Farrell and James Barbato present the props of a sixth grade project on China at Harahan Elementary School.



Three members of the ninth grade Science Club of Gretna Junior High pour over their current project, the study of the historic German V-2 rocket of World War II, in the science class of Mrs. McCloy. Shown here, left to right: Carolyn Bell, Science Club President; Bertlin Kurtz, a club member; and Debbie Vicknair, club Treasurer.



Two sixth graders in the social studies class at Waggaman School (Douglas Capland and Deborah Simon) intently follow teacher Mrs. Edith Giraud as she points out the evolution of man on the graphic and easily understood wall chart.

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 Standing, left to right: Hon. Wilfred J. Berthelot, Jr., Ward 5, Waggaman; Hon. John L. Sykes, Ward 7, Melvin Subdivision; Hon. Andrew J. Karst, Ward 4, Marrero; Hon. Paul M. Pope, Jr., Ward 8, Metairie; Hon. Paul F. Dastugue, Jr., Ward 7, Jefferson Heights; Hon. Loney J. Autin, Ward 1, Gretna; Hon. James H. Stevens, Ward 9, Harahan; Hon. Emile Gennaro, Ward 8, Metairie; Hon. Henry Parra, Jr., Ward 11, Grand Isle; Hon. Jules Nunez, Ward 6, Lafitte; Hon. Vincent Graise, Ward 4, Marrero.



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JEFFERSON PARISH School Board Officials

Left: Hon. G. Robert Murphy, President, Jefferson Parish School Board.

Center, left to right: Paul J. Solis, Superintendent of Schools; Hon. James M. Hornsby, Vice President, Jefferson Parish School Board; Hon. Leon E. Soniat, Jr., Chairman, Executive Committee.

Bottom, left to right: Hon. George C. Gibson, Member of Executive Committee; Hon. Robert C. Navarre, Member of Executive Committee.



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PARISH PUBLIC SCHOOLS**

Seated from left to right: Paul Hubbell, Assistant Superintendent; Dorothy Herfarth, Secretary to Superintendent; Paul Solis, Superintendent; Ruth Petre, Elementary Supervisor; Peter Bertucci, Assistant Superintendent. Standing from left to right: Lloyd Bourgeois, visiting teacher; Frank Ehret, visiting teacher; Lloyd Clancy, visiting teacher; Ahsley Schexnaildre, Elementary Supervisor; Harold Thompson, Director of Planning and Construction; Lou Blanda, Supervisor of Health and Physical Education; Charles Talbot, Chief Accountant; Harry Glover, Director of Health and Physical Education; Carl Lazarone, Supervisor of School Lunch Program; Joseph Yenni, Supervisor of Health and Physical Education; Anthony Caramonta, visiting teacher.

LEMUEL W. HIGGINS

The parents, the public school pupils and the Board of Education of Jefferson Parish take this opportunity to salute the almost 24 years of service of the late Lemuel W. Higgins, Superintendent of Jefferson Parish Public Schools from June 1940 until his death at fifty-six in January of this year.

Mr. Higgins was a life long resident of Gretna, attending its public schools and graduating from Louisiana State University in 1931, at which time he joined the Jefferson Parish Public Schools as a teacher and coach. Five years later he was promoted to Assistant Superintendent of Schools.

He received a Master's Degree in Education from Tulane University in 1938. He wrote a history of Jefferson Parish Schools as his thesis.

He succeeded J. C. Ellis as Superintendent of Schools in 1940 and for the next nearly twenty-



four years was a constant and constructive leader in the development of the present Jefferson Parish Public School System, which is recognized today as one of the outstanding parish public school systems in the state.

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OTHER ELECTED AND APPOINTED OFFICIALS OF JEFFERSON PARISH

JUSTICES OF THE PEACE (Elected): Lycester L. Trauth (Wards 1, 2 and 3) and Raymond E. LeBlanc (Wards 4 and 5), Courthouse, Gretna; Leo E. Kerner, Jr. (Ward 6), Lafitte; Jared A. Wilkes (Wards 7, 8 and 10), East Bank Office Building, Metairie; Anthony Christina (Ward 9), Harahan; 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), Courthouse, Gretna; Ernest Stein (Ward 6), Lafitte; Herbert Patrick (Wards 7, 8 and 10), East Bank Office Building; Herman G. Dutreix, Sr. (Ward 9), Kenner; and Clamcy Blazio (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; Harrison Schouest, Jr., Department of Safety and Richard Mouldous, Department of Planning, East Bank Office Building, Metairie. Edward P. La Bruyere, Department of Finance, Ross Ket-

chum, Department of Roads and Bridges, Louis DeSonier, Legal Department, Domenic Albano, Department of Personnel, and Joseph Maggiore, Director of Civil Defense, Courthouse, Gretna. David H. Scheuermann, Director of Department of Recreation, Office: 1521 Palm St., Metairie.

CLERK OF THE PARISH COUNCIL: Frank J. Deemer, Courthouse, Gretna.

EXECUTIVE ASSISTANT TO SHERIFF: Clement W. Lartigue, III, Courthouse, Gretna.

CHIEF DEPUTY ASSESSOR: Roy H. Wilty, Courthouse, Gretna.

CHIEF DEPUTY CLERK OF COURT: As of July 1, 1964, when this Directory was prepared the office was vacant.

CHIEF INVESTIGATOR CORONOR'S OFFICE: William J. Gautreau, Jr., Courthouse, Gretna.

PARISH HEALTH OFFICER: Dr. Isadore Yeager, 1901 Eighth St., Harvey.

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Gretna, La.



OFFICIALS OF THE CITY OF GRETNA

Seated, left to right: Louis A. LeBoeuf, Jr., Alderman; G. Ashton Cox, Alderman; Beauregard H. Miller, Sr., City Marshal and Chief of Police; William J. White, Mayor; Eugene Gehring, Mayor Pro-Tem and Alderman; Anthony J. Marchese, Alderman. Standing, left to right: James D. Spier, Director of the Budget; Judge L. Robert Rivarde, Guest; Alvin E. Hotard, City Engineer; Charles A. Huber, Building Inspector; John Ray, City Treasurer; John Dulcich, Alderman; Richard A. Thalheim, Acting City Attorney; Wilfred L. Bush, City Clerk; Judge John E. Fleury, Guest.

By William J. White, Mayor

Both history and geography have been kind to Gretna. History created it out of a combination of five contiguous communities that grew out of two adjoining pioneer West Bank plantations (the Jean Baptiste Destrehan and John McDonogh properties) and developed it into Jefferson's oldest and largest city and parish seat of government for both East and West Banks. Last year (1963) Gretna milestone the Fiftieth Anniversary of its incorporation as a City.

More recently geography fortuitously located it at the West Bank approach of the new Mississippi River Bridge which, after long years of time wasting and progress deterring ferry traffic, suddenly placed downtown New Orleans and the business heart of Gretna within a few automobile minutes of each other. (The Mississippi River Bridge has been toll free since May 15, 1964—the average crossing of 32,000 vehicles per day will soon reach engineers limit of 50,000.) Geog-

raphy also located Gretna along the new West Bank Expressway which is bringing new homes, new subdivisions and new business enterprises into a large previously undeveloped area both inside and outside of Gretna.

From my vantage point as Mayor of Gretna for the last fifteen years I have proudly and humbly watched it double its population since 1950 until it is now in excess of 25,000 people, most of this population explosion occurring since the Mississippi River Bridge was completed. I have watched also its constantly increasing residential expansion and boom in commercial enterprises.

As an example, building permits were issued in 1962 for the construction of 102 new homes in Gretna. In 1963 that figure jumped to 150 new homes (an increase of 50% in one year) for a total of \$2,210,949. This figure does not include permits granted for 47 additions to present residences.

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The total 1963 building program was in excess of \$5 million. In this figure were included nine new apartment buildings and 25 commercial buildings, plus a \$40,000 remodeling and enlarging program of the Expressway Missionary Baptist Church.

Although the 1964 building figures will not be completed and published until the end of the year, it is important to mention that a new, close to a million dollar Coca Cola Bottling Plant was completed and opened on Burmaster Street in the spring—that a new Southern Bell Telephone Building was also completed in the spring at Hancock and Burmaster—and that work was started early in the year of 1964 by Pinnacle Motel Corporation on a \$250,000 fifty-six unit motel, lounge, pool and restaurant at West Bank Expressway and Stumpf Boulevard.

Gretna Increases its Water Supply 150%

Aware that the long faithful two million gallons per day waterworks system of Gretna (constructed in 1934) could not long safely serve the city's increasing population and residential expansion, the city officials early in 1963 planned a construction program to enlarge and improve the present water purification plant from its present capacity of two million to five millions gallons per day. Also to install additional water mains to provide better free flow to the main business district and better water pressure to other areas within the city, and to install a new 500,000 gallon elevated water tank.

A \$1 million Bond Issue to finance the above construction, and an additional \$250,000 Bond Issue to finance the construction of a new Operational and Administrative Building on the water plant site, were presented to the property owner voters of Gretna in May 1963. Both Bond Issues were overwhelmingly approved and on April 20 of 1964 the construction began at Fifth and Richards with a target completion date of 350 working days.

The new and faster method of filtering and purifying the raw river water will obsolete the present grit and sedimentation basins which will probably be covered and converted into ground water storage tanks.

It is not commonly known that the Gretna water system is connected by valves to the West Bank Marrero water plant and also the New Orleans water system, so that in case of emergency these valves can be opened to serve the emergency either way. This two way emergency plan adds substantially to the fire fighting water reserves of both New Orleans and Jefferson Parish and guarantees a continued flow of water in case of temporary malfunction of any water plant equipment.

Gretna Occupies New City Hall

When Jefferson Parish officialdom moved from the historic Old Courthouse in Gretna to the new, modern glass enclosed Courthouse just a block away, the City of Gretna leased part of the old Courthouse from the parish for the token sum of \$1 per year and prepared to remodel and utilize it as City Hall—to replace the building on

The new sleek and time saving general office of the smart new City Hall reconstructed from the Old Courthouse.



Fifth Street long shared with the Water Department.

It is an interesting historical footnote that in 1931 the Gretna City Hall was located in the Gretna Jail at 426 Fifth Street, where the prisoners had to make room for the City's operation. Under the administration of Mayor Edward E. Strehle in 1934 a new water plant was constructed with WPA money on Fifth Street. To this new location the Gretna City Hall was again moved, to remain there until its final transfer to the remodeled Old Courthouse on June 1, 1964.

The remodeling of the Old Courthouse for its new function as Gretna City Hall was financed by a \$150,000 ad valorem Bond Issue which will be retired out of city funds without any increase in taxation.

Painters, carpenters, electricians and a dozen other trades invaded the famous old structure that is located on a part of the original Destrehan plantation. These workmen painted and re-decorated the brick and stone exterior and transformed the interior into modern, well lighted, air conditioned quarters. The obsolete fireplaces were closed off, ceilings were lowered for better acoustics, the walls were painted an eye restful off-white and the entire remodeled portion was air conditioned.

On June 1, 1964 the new City Hall of Gretna was officially occupied, where for the convenience of the people of Gretna are now concentrated all the various city government functions. On the first floor are the office of the Tax Collector, offices where are paid the street assessments and water bills and where licenses are procured. Also, on the first floor are the Mayor's office, office of the Building Inspector, the Motor Vehicle License office and office of the City Marshal.

On the second floor the Old Court Room has been transformed into the Council Chamber. This will also be utilized by the City Court and other public meetings. On this floor are also offices for the alderman and other city executives.

Remodeled Gretna Post Office Opened February

The Gretna U. S. Post Office just behind the new City Hall was originally built in 1936. Becoming too small for the increased Gretna business, the government appropriated \$250,000 to remodel it, add 60 feet to its length and air condition it.

This building together with the new City Hall are symbolic of Gretna's steady emergence from the traditions of the past into its bright new prosperous and progressive future.

Street Paving Continues

To keep pace with Gretna's progress and city wide modernization, the following current schedule of street paving was being completed as this report was being written and can be added to the street paving program completed and reported in the 1963 Review:

SOLON STREET—30 foot pavement from Hancock to Monroe.

GRETNA BOULEVARD—two 20 foot roadways from Belle Chasse Highway to end of pavement at Governor Hall.

TRUXTON STREET—26 foot pavement from Whitney to Expressway.

ISELL STREET—26 foot pavement from Hancock to Southern Pacific Railroad.

NINETEENTH STREET—26 foot pavement from Claire to Stafford.

DUPAS STREET—26 foot pavement from Whitney to Expressway.

HAWKINS STREET—26 foot pavement from Whitney to Stumpf.

MONROE STREET—30 foot pavement and sidewalks from Kepler to Stumpf.

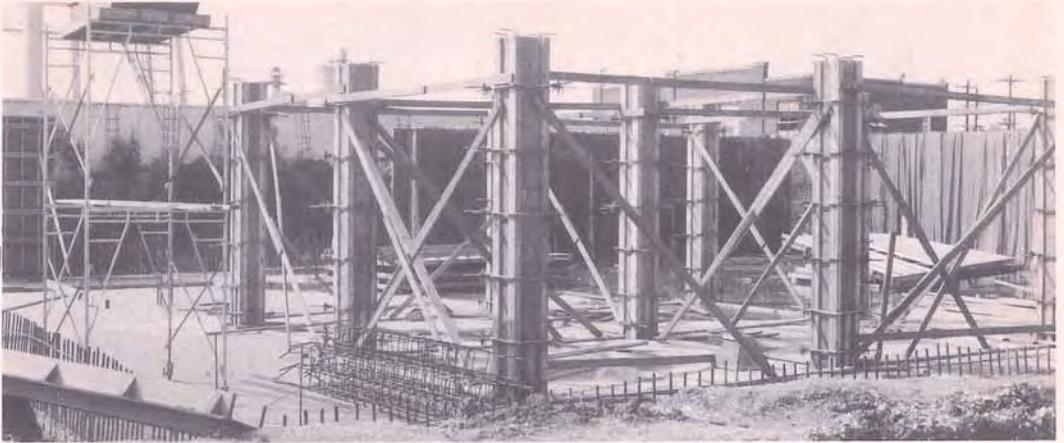
MILTON STREET—30 foot pavement and sidewalks from Franklin to Monroe.

NEWTON STREET—26 foot pavement from Expressway to 21st Street.

21st STREET—26 foot pavement from Belle Chasse Highway to Hero.

15th STREET—26 foot pavement from Calder to Lafayette.

15th STREET—26 foot pavement from Lafayette to Huey P. Long.



The start of construction in early Spring 1964 on the 5 million gallon per day new water purification plant behind present facilities at Fifth and Richards in Gretna. Financed by a million dollar bond issue approved in 1963.



A portion of the Gretna Rangerettes attending a weekly meeting at VFW Home in Gretna. Their director and Organizer Mrs. Marilyn LeBoeuf, Jr., is shown at left rear. Supervisor Mrs. Doris Boudreaux is shown at left front and Supervisor Mrs. C. Larousse at right rear. The Gretna Rangerettes, now totaling around 200 girls from 7½ to 17, also furnish their own uniforms like the Rangers.



A part of the proud Corps of 300 Rangers of Gretna at a Camp Out in Mel Ott Park. Supervisor Wilson Russell is third from left in back row. The Gretna Rangers, organized by Recreation Director Louis A. LeBoeuf, Jr., drill and march and are taught basic military training. These capable youth from 7½ to 17 furnish their own uniforms and their own tents for camp outs.

It is important to mention here that, although the street paving program is mainly financed by the front foot assessment of property owners, there are many feet on a program like the above not covered by property ownership but which must be constructed and paid for out of city funds in order to have no breaks in the pavement to and from a given spot.

NOTE—In connection with the street paving program it is also important to mention that, although Gretna was the first and for a long time the only Jefferson Parish city to have city wide, sanitary sewerage, that city wide coverage must constantly be added to as the city expands and its population increases.

Fine Record of Gretna Police Department Continues

Still holding its fine record of no unsolved murders on the books, the Gretna Police Force of now 19 men added one new patrolman in 1963 and makes efficient use of its four patrol

cars and two motorcycles. Of interest to readers of this report will be the close cooperation between the Gretna Police, the Sheriff's deputies and the State troopers. The Gretna Police radio is tuned in with the Sheriff's radio, making it possible for both law enforcing agencies to cooperate closely with each other and if necessary to converge simultaneously on any given trouble spot or emergency.

Fire Protection

Growing Gretna is well served by its five Volunteer Fire Stations from the center of the City to its outlying suburbs. Readers of this report on Gretna may be interested in the Picture presented elsewhere in this article concerning the David Crockett Fire Company No. 1 of Gretna, the oldest volunteer fire department still in operation in the United States.

All Work and No Play Would Make Gretna a Dull City

Gretna's Recreation Program, financed out of a budget, of \$913,858.30

The new 56 unit Gretna motel (including restaurant, swimming pool and lounge) at West Bank Expressway and Stumpf Boulevard built by the Pinnacle Motel Corporation at a cost of \$250,000.





Gretna's Expressway Baptist Church as it now looks after the completion of its recent \$40,000 remodeling program.

for 1964, is one of the city's proudest projects.

Gretna's swimming pool summer program was opened on June 1, 1963. The Jefferson Parish Chapter of the American Red Cross conducted beginners, junior and senior Life Saving classes. Over a thousand boys and girls who couldn't swim a stroke completed their beginners' class in six weeks.

Two new wading pools were added in 1963 adjacent to the large white and Negro pools, together with a fenced in large patio complete with outdoor tables and chairs so the parents may watch their young ones in comfort and

safety. These two pools and patios were constructed without any additional new taxes.

In 1963 twelve basketball teams were organized and equipped with uniforms and equipment paid for by the City of Gretna. Three hundred boys participated. The championship teams in each age bracket were awarded trophies and sweaters at the February 1964 Banquet of Champions.

Six girl basketball teams were also equipped and uniformed by Gretna and also entertained and awarded sweaters at the Banquet of Champions.

Twelve boys baseball teams and five girls softball teams were also similarly



The assembled modern fire fighting mobile equipment of the five fire stations of Gretna, including the new \$36,000 unit recently purchased and put into service by the Gould Fire Company.

equipped and honored at the above Panquet of Champions.

Gretna's Bantam Football Teams were increased by four teams in 1963 to a total of twelve teams of 425 boys. Being the Champions in the Southeastern League they ended the season by playing NORD at the Little Sugar Bowl in Reserve, Louisiana. The Gretna Championship teams were the Bears, the Blue Knights and the Bulldogs. Jackets and trophies were also awarded these championship teams at the above mentioned Banquet of Champions.

At this same banquet the annual Miller Award was presented to the outstanding Gretna athlete in three age groups. In the 8 to 10 Division the winner was Don McCluskey. In the 10 to 12 Division it was Pat Le-Bouef and in the 12 to 14 Division it was Ronald Holt.

The well trained and sharply uniformed Gretna Rangers and Rangerettes (with a membership of now 500

boys and girls) continued to participate in carnival parades, various civic parades and outdoor events.

This year, for the first time, Gretna is sending four boys to the World's Series, all expenses paid. The names of all the boys who participated in the Gretna recreational program were put in a box at the Banquet of Champions and four lucky names pulled out.

Gretna Negro Bantam Teams were started in 1963, beginning with football with four teams represented. The winning teams were the Warriors who, at a banquet at the Frederick Douglas School in March 1964 were awarded trophies and sweaters by the City of Gretna.

In 1964 the Gretna Recreational Program will increase football, baseball, softball and basketball activities; form a new softball league and increase playground facilities. Qualified adults supervise all these recreational activities.

Left: The historic belfry at the top of the David Crockett Fire Station in Gretna located at 205 Lafayette Street. In it is housed the bell that for so many years tolled the Gretna residents that there was a fire in their midst. But around 1935 when the City of Gretna installed a fire alarm system the historic bell was no longer used except to accompany its sound the fire laddies on parade. Center: This street paving construction shot on Gretna's Second Street between Huey P. Long Avenue and Derbigny Street is illustrative of Gretna's constant city wide paving program financed by property owners' front foot assessments and city funds. Right: The Gretna U. S. Post Office as it now looks after its recently completed quarter million dollar remodeling and enlarging program.



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GRAND ISLE

A Grand Place To Live, Work And Play

By Michael A. Harris, Mayor

Grand Isle is a tiny jewel in the necklace of islands edging the Gulf of Mexico, surrounded by blue sparkling waters teeming with game fish, large and small, and sought out by the sport fishermen from all states of the nation. It basks under azure skies and is kissed by the same soft breezes that tease and touch the Bahamas and other famous and historic Gulf South islands.

By retaining the old wooden bridge as a fisherman's facility, Grand Isle has added still another inducement that attracts tourists and vacationers. It is small enough for its visitors to walk and enjoy its patriarch oaks and twisting shell lanes. It is large enough to attract and prosper the fishing industry that shelters its shrimp fleet in its bayous. And it is located just right to serve well known oil companies and the world's largest sulphur mine.

Grand Isle is unique with its offshore underwater oil rigs which paradoxically attract myriads of the game fish which have earned for these waters the rating of one of the top ten sport fishing spots in the world. Its annual Tarpon Rodeo, one of the sensational climaxes of the summer fishing season, lures hundreds of boats and participants and hundreds of spectators enjoying the many festivities of this famous four day celebration.

Charter fishing boats, some of which accommodate as many as 16 fishermen passengers, are available by reservation the year round. Due to its growing tourist trade some of the Grand Isle hotels and motels remain open the full twelve months.

The new waterworks and natural gas system recently installed have brought added comfort and convenience not only to Grand Isle's visitors

but to all its homes, business establishments and industry.

Grand Isle's recently installed mercury vapor street lights and added street light facilities insure night safety for both its drivers and pedestrians.

Governed by one of the youngest mayors in Louisiana and a cooperative Board of Aldermen and protected by a competent Police Force, Grand Isle recently showed its appreciation of its efficient municipal government by re-electing Mayor Michael A. Harris.

Recognized as a fascinating family vacation spot Grand Isle has worked out a varied recreational program for its residents, visitors and vacationers. For the sport enthusiasts there are the Tarpon Rodeo, Boat Racing, Scuba Rodeo, Redfish Rodeo, swimming, water skiing and casting from the old wooden bridge that spans Caminada Pass or from the several jetties that thrust their fingers out into the Gulf.

On the beach shells ranging from tiny coquinae to white angel wings

or the lovely lettered olive can be collected and arranged with gnarled driftwood picked up on the beach and long prized by collectors.

Grand Isle has been described in history books, featured in novels and viewed on television—but only by actually seeing its centuries old trees and strolling through their shady tunnels to the beach and by tasting the riches of its seafood served in Grand Isle restaurants can the loveliness and lure of this picturesque island be personally and fully appreciated.

Grand Isle has one of the most beautiful contemporary Catholic Churches in Louisiana, as well as Baptist, Methodist and Church of Christ places of worship. This newly created town has a resident doctor, ambulance service, U. S. Coast Guard Station for protection of its fishermen and populace, supermarkets, clothing stores and a brand new \$30,000 brick and glass Public Library.



GRAND ISLE TOWN OFFICIALS—Left to right are Frank J. Bradberry, Town Marshal; Virginia T. Adam, Town Clerk; Edward A. Camardelle, Alderman; Michael A. Harris, Mayor; Frederick D. Gatz, Alderman and Mayor Pro Tem; Joseph H. Shepard, Water and Natural Gas Commissioner; Joseph A. Augustin, Alderman; Louis T. Acosta, Alderman. Missing from photo are Clyde W. Pregeant, Alderman and Nathan Greenburg, Town Attorney.



GRAND ISLE DEMOCRATIC EXECUTIVE COMMITTEE—Left to right are Hamilton R. Landry; C. C. Taylor, Chairman and Robert P. Frazier, Jr. Missing from picture is Ignace Santiny, Jr., Secretary-Treasurer.



GRAND ISLE PLANNING COMMISSION—Left to right are Jeanette Roy, Secretary; James T. Murff, Chairman; Forneft Milliet, Co-Chairman; and Layman Savoie. Missing from picture are E. A. Adams, Roger M. Camardelle and Gilbert Cohen, attorney.



Bird watchers, nature lovers, hiking fans, camera bugs and those who like to just relax and enjoy beautiful scenery—all find Grand Isle a fascinating example of what Walt Disney calls "The Wonderful World of Color."



One of the water storage tanks of Grand Isle's new waterworks system that was officially turned on May 18, 1963, marking the end of cypress cisterns. It now serves Grand Isle's homes and business establishments and the Humble Oil and Refining Company Base on Grand Isle, which had barged in 21 million gallons of potable water the previous year. Grand Isle's present plentiful supply of water comes from Lafourche Parish through a pipeline that runs 18 miles to Leesville. Grand Isle is now also served with natural gas, from the Tennessee Gas Transmission Company which carries a natural gas trunk line northward across the island.



After you cross the new concrete and steel bridge from the mainland to Grand Isle—around a hundred miles and about three automobile hours from downtown Gretna or New Orleans—you will see the far stretching sand and surf that have made Grand Isle one of the most beautiful saltwater resorts in the Deep South. Because of the presence of three close to shore sand bars surf swimming at Grand Isle is not only enjoyable but also safe. There is no dangerous undertow.



OFFICIALS OF THE CITY OF KENNER

Seated left to right: Hon. Salvador Lentini, Marshal; Hon. Ray S. Dupepe, Alderman; Hon. Anthony J. Bertolino, Alderman; Mrs. Philomene Paasch, Secty.-Treas.; Hon. Edward D'Gerolamo, Mayor; Hon. Lebo Mancuso, Mayor-Pro-Tem; Hon. Thomas LeBlanc, Alderman; Hon. Michael J. Damiano, Alderman. Standing left to right: Mr. Michael Mancuso, Plumbing Inspector; Mr. Fred Hornberger, City Engineer; Mr. James Hollingsworth, Electrical Inspector; Mrs. Henrietta Edwards, Clerk; Mrs. Amelia Trepagnier, Clerk; Mrs. Dora Mae Aucoin, Asstn. Secty.-Treas.; Mrs. Lena Mae Marino, Tax Collector; Mr. Vincent Franzone, Regulatory Director; Mrs. Hilda Clement, Secty. to Mayor and Council; Mrs. Joan Hebert, Clerk; Miss Joy Dutreix, Clerk; Mr. Oneal Legendre, City Attorney.

Kenner's Goal-

60,000 RESIDENTS BY 1970

By Edward J. D'Gerolamo, Mayor

Kenner's most dramatic moment of 1963 was in November when the ground was ceremoniously broken at the disposal plant site at 26th Street and Williams Boulevard for the new District No. 1 complete modern sanitary sewerage system, for which the property owners of Kenner in January 1963 had voted their

6 to 1 overwhelming approval of a \$2,300,000 Sewerage Bond Issue.

This bond issue will help finance the complete cost of \$4,300,000 for all lines and the disposal plant, the balance of the money coming from Federal grants and from the property owners front foot installation fees. This District No. 1 Sewerage Project will serve Kenner's populated area from the Mississippi River to the new Interstate Highway on the north and south and between the east and west city limits.

Although this District No. 1 Sewerage system will not be completed until 1965, so strong after the January 1963 successful bond issue election was the knowledge that sewerage was on its way that the new building construction in Kenner catapulted to three times that of 1962. In 1962 the total value of the building permits issued was only \$2,324,867. But in 1963 the total construction valuation soared to \$6,905,491. In 1962 there were only 118 new houses built. In 1963 the total zoomed to 425. The lack of sewerage dras-

tically reduced new home building, but the mere promise of it sent new construction soaring.

With complete city wide modern sewerage and its strategic location on the East Bank's three main highways—Airline, Veterans and Jefferson—plus its many acres of land available for the building expansion of both Jefferson Parish and Greater New Orleans, this city of now approximately 20,000 people will have excellent chance of reaching its population goal of 60,000 people by 1980.

In the meantime the officials and people of Kenner are busy planning for the immediate future. The 1964 Operating Budget of \$551,795.30 was \$38,000 higher than that of 1963, the increased revenue coming from new businesses created and the new homes built following Kenner's solid support of a modern, sanitary, city wide sewerage system. There was a \$25,000 surplus left from 1963. City officials expect this surplus to exceed \$30,000 at the end of 1964.

The Jefferson Parish Planning and Zoning Board, under the direction of Franklin Rodriguez, in conjunction with the Kenner Planning and Zoning Commission, is working out a Master Street Plan for Kenner and revamping of all zoning ordinances.

All gravel and dirt streets of Kenner are being hard surfaced at no charge to the taxpayers and will be resurfaced again after the sewerage system is completed. West Metairie will be paved from Roosevelt Boulevard to Williams Boulevard and Williams Boulevard itself will be four laned.

The city street lighting system is being remodeled from 200 Watt to 300 watt mast arm fixtures and mercury vapor bulbs will be installed on all highways serving Kenner.

The Kenner Beautification Committee, composed of an officer from each of the four Garden Clubs appointed by the Mayor, plus Chris Lochbaum and Walter Schneckinberger began a program in the Spring of 1963 of planting magnolia trees and crepe myrtle, Kenner's official flower, on roadsides, neutral grounds and at the ten playgrounds.

The handsome new electrically lighted brick "Welcome" signs to be installed at all highway entrances to Kenner have been completed but the erection will be postponed until the sewerage and highway construction is completed.

U. S. Engineers have received from Congress an appropriation of \$22,000 to finance a feasibility study of converting the canal along the parish line between St. Charles and Jefferson parishes into a navigable waterway. This navigable canal from Lake Pontchartrain into Kenner's industrially zoned area is part of the plan to create a genuine Port of Kenner. Also, in connection with this phase of Kenner's Improvement Program, is a planned lakefront Marina to serve Kenner's growing residential population.

The Kenner City Jail now on the other side of Airline Highway from the City Hall is to be modernized with an interrogation room, offices and a filing system of the records of known criminals. It is also planned to move this City Jail to adjoin the City Hall at no increase in taxes under the 29½ present mills, which includes 5½ mills used for retiring bonds on March 1, 1964. Kenner will ask the voters to reinstate that 5½ mills to help further finance Kenner's Improvement Program.

To better protect Kenner's expanding and increasing population two more policemen have been added to the force, now totalling 13 city police and 11 on duty at Moisant Field.

Three new pieces of equipment purchased from the War Surplus Administration have been added to the Fire Department. Two of these are Jeeps with water tanks aboard for fighting grass and land fires inaccessible to the regular fire trucks. The third piece of new equipment is an extra Chevrolet Emergency Ambulance for the use of the Assistant Fire Chief.

1964 will see a new fire station and complete equipment to serve the area north of the Interstate Highway.

A sum of \$12,000 is in the 1964 Budget for a city owned or leased Shuttle Bus to make connections with the New Orleans busses.

Providing a well rounded and supervised Recreation Program to keep its increasing population (both adults and children) happy and healthy is an important part of Kenner's planning.

Kenner's 1964 Recreation Program is financed by the interest of \$6,000 received from the careful investment of idle city funds. It also receives the revenue from the 1963 Brake Inspection Program amounting to

\$5,310.50 plus an appropriation of \$25,860 from Kenner's General Fund.

Joe Centanni, Director of Kenner's Recreation Department, reports that 425 white boys from 7 through 15 took part in the 1963 Football Program at the four supervised white playgrounds. Also 250 Negro boys registered for the Football Program at the four Negro playgrounds.

Four football leagues were formed in 1963 and the City of Kenner uniformed, equipped and supervised 20 football teams at no additional cost to the taxpayers. 1963 was the first year night football was played in Kenner.

The Summer Program for boys concentrated mostly on baseball for which four leagues were organized. However, other sports such as bowling, skating, softball and tennis were provided by the City's Recreation Department.

Two new playgrounds — Susan Park and Greenlaw #2—will be opened in the summer of 1964, giving Kenner a total of ten supervised playgrounds.

The girls and adults have not been overlooked. About 250 girls participated in the 1963 summer playground planned activities and 185 girls enrolled for cheer leading during the football season.

In the Summer Ceramics classes about 35 children participated, and in the Fall Ceramics program about 67 adults enrolled. In the entire playground program about 250 to 300 children and around 67 adults participated.

As a final note the city is planning an enlargement of the City Hall and the Recreation Hall behind it at no increase in taxes.

Kenner is making every day and every dollar count in its carefully charted course to provide the improvements, facilities and civic cooperation that will attract new home owners and new businesses to this city that has increased its population 25% in four years (from 17,037 in 1960 to 21,319 in 1964) and has its eye on a population of 60,000 in the next sixteen years.



Above: KENNER FIRE DEPARTMENT—Left to right: Fire Chief William R. Mancuso; Assistant Fire Chief Thomas Tinnerella; Fireman Ralph Rodic; Fireman Rocco Mumphrey; Fireman Angelo Jude Guarino; Fireman Angelo Guarino; Fireman Ralph Michel; Fireman Dominic Mumphrey; Fireman Pete Civello; Seated in Fire Truck, Fireman Clayton W. Shapley. Below: KENNER POLICE DEPARTMENT—First row . . . left to right: Officer Joseph Fourroux; Captain Louis Cambre; Marshal Salvador Lentini; Captain Peter Ceravola; Sgt. Joseph Mumphrey. Second row . . . left to right: Officer Bernard Tujague; Officer Leo Marino; Officer Michael Karcher; Officer E. J. Parent; Officer Anthony Ceravola; Officer Walter Lightell; Officer Joseph Zito. Third row . . . left to right: Officer Joseph Hemmelder; Officer Jacob Gemmolva; Officer William Lee; Officer Anthony Tramonte; Officer Donald Reed. Fourth row . . . left to right: Officer Harry P. Fletcher; Officer Ralph Marino; Officer Karl St. Pierre; Officer Anthony Genusa; Officer Louis Turner.





OFFICIALS OF THE CITY OF HARAHAN

Seated, left to right: Charles A. O'Neill, Alderman; Roy Geoghegan, Acting Mayor; Mrs. Lillian Bourg, City Clerk. Standing, left to right: Clinton Cressionne, Alderman; J. Hugh Martin, City Attorney; Everett G. Roesselle, City Engineer; E. Landry Murphy, Alderman.

Keep Harahan Green & Clean

By Roy Geoghegan, Acting Mayor

The five words of the above slogan dramatically describe the purpose and program of the permanent Beautification Committee of Harahan organized in 1963 and composed of fifty ladies representing the six Garden Clubs of Harahan, with J. F. Fondren, graduate horticulturist of Harahan, as Chairman.

This competent civic group swung into action in the Spring of 1963 by planting 24 magnolia trees in the neu-

tral ground of Harahan's portion of the recently four laned Jefferson Highway, followed in the summer by the planting of day lilies in patterned beds between the magnolias.

The Beautification Committee eagerly awaits the completion of the \$2 million Bond Issue city wide sewerage system on which the ground was broken in May 1963 at the site of the treatment plant at Grove and Tenth Streets, so they can heal the construc-

tion scars with flowers, trees and shrubs.

For the last several years Harahan has been carrying out a street by street drainage program of closing culverts on the major canals and open ditches with the property owners purchasing the pipe and the parish and city supplying the equipment and labor. This drainage program moved into a larger bracket in the Spring of 1964 with the enclosure of the Harahan Ditch located on the eastern boundary of Harahan and emptying into the Soniat Canal. This \$400,000 project was financed by parish funds and handled by Jefferson Parish Sanitation Department equipment.

Harahan plans to launch an impressive street paving program as soon as the present sewerage and drainage projects are completed. Already the Colonial Country Club Drive has been paved at a cost of \$125,000.

Harahan entered 1964 with an estimated population of over 11,000 and with an operating budget of \$187,000, an increase over 1963 of over \$13,000 made possible by increased revenues.

Out of the general fund \$10,000 was earmarked for Harahan's popular and expanding recreation program. In 1963 Harahan leased a two acre site for \$1 a year from the Louisiana Tran-

sit Company, big enough to provide a football and baseball field, a picnic area and children's playground. Also in 1963 Harahan built a new tennis court on the Soniat Playground and bought \$1000 worth of swings and children's play equipment for Soniat, Royland and Zeringue Playgrounds.

Averaging about 200 new homes a year Harahan lives up to its title "The City of Homes." Although Harahan has no industries within its city limits, it is right next door to the busy and bustling Harahan Industrial Area many of whose workers find it convenient and economical to live in Harahan.

Recent additions to the Harahan Industrial Area are the syrup plant of Coca Cola, the National Tea warehouse, and the Pepsi-Cola Bottling Plant, the largest Pepsi plant in the world.

Proud of its comparatively new Municipal Building, its new Post Office, its competent and expanding Harahan Volunteer Fire Company and its guardians of the peace, the nine man Police Force, operating two patrol cars the clock around and headed by veteran City Marshal John Coutrado. Harahan extends an invitation to prospective home owners and retail businesses to grow with Harahan on Jefferson's East Bank.



NEW TREATMENT PLANT AT HARAHA

This aerobic digester type sewerage treatment plant was put in operation on June 1, 1964. It has a capacity of 1,600,000 gallons per day and was constructed to serve a population of 15,000.



OFFICIALS OF THE CITY OF WESTWEGO

Reading left to right seated are Sidney Guilliot, City Marshal; Charles Muller, Alderman and Mayor Pro-tem; Roy C. Keller, Mayor; Nestor L. Currault, Jr., City Attorney; and Calvin A. Galiano, Secretary-Tax Collector. Standing are Henry Gauthreaux, Alderman; Antoine Alario, Alderman; Ernest J. Tassin, Alderman; and Hendrix Bourgeois, Sr., Alderman.

a big year for Westwego



By Roy C. Keller, Mayor

It started out with a flourish when Westwego celebrated the New Year of 1964 by turning on the 118 new city installed and maintained mercury vapor street lights that have converted the stretch of the West Bank Expressway through Westwego into a Great White Way.

Then on January 15 the first piling was ceremoniously driven on the treatment plant site of Westwego's new city wide sanitary sewerage system scheduled to be completed in 18 months. The disposal plant itself will cost over three quarters of a million dollars and the pumping stations and collection lines will cost over an additional \$2 million. All was made possible by a \$900,000 Sewerage Bond Issue approved three to one by the property owner voters of Westwego in November of 1962, plus a Federal Government grant of \$1,236,000 and the money secured from the property owners front footage installation fees.

Early in March the Westwego Realty and Development Company started construction on an initial group of 20 to 25 new houses—single, double and four-plex dwellings with an ultimate goal of 200 houses—on the mile and a third strip of land created by the 1962

fill in of the old Company Canal between the Mississippi River and the West Bank Expressway. Besides a subdivision this strip will be utilized for light industry and commercial development.

Also, construction of 38 houses, at the Homewood Subdivision on the south side of the Fourth Street Highway between Victory Drive and Klein Street, started May 1, 1964.

Late in March the U. S. government advertised for bids on the authorized and long awaited \$100,000 Post Office for Westwego.

Back in February of 1963 Westwego had opened for rental the 100 units of its completed \$1,570,000 Federal Low Income Housing Project between Pine and Spruce Streets. Early in the Spring of 1964 construction was started on 64 more units of the same project on Site B between Louisiana and Short Streets. This addition will cost \$900,000.

Westwego in early 1964 pointed with pride at the start of operation of the 200,000 gallon per minute Drainage Pumping Station at Bayous Whiskey and Signette, the final stage of the flood protection provided Westwego by the 18 foot high levees completed in 1962. Both levees and pumping station are part of the \$2 million West Bank Drainage Bond Issue approved in 1959.

The Westwego Park and Playground, with a part time Athletic Director, provides a well balanced program of baseball, soft ball and football for the older boys and a wading pool and adequate playground equipment for the small fry.

This brief resume of the projects and accomplishments of only the first three months of the year definitely show the trend—that 1964 will be a Big Year for Westwego.

PHOTOGRAPHY, ART AND CREDITS

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We wish also to extend our thanks to our advertisers listed on the two following pages, of whom 34 have been continually advertising in the Jefferson Parish Yearly Review for the entire 30 years of our existence.



SERVE
Sterling
ICE CREAM.

340 Brooklyn Ave. Jefferson Parish

The advertisement is a black and white illustration. At the top, a sign with a double-line border contains the text 'SERVE Sterling ICE CREAM.' 'SERVE' is in a bold, sans-serif font, 'Sterling' is in a large, elegant script font, and 'ICE CREAM.' is in a bold, sans-serif font. Below the sign, three people are shown in profile, looking towards the sign. On the left is a woman with short, dark hair, wearing a dark jacket and a necklace. In the center is a young boy with a wide, happy smile, wearing a striped shirt. On the right is a man with glasses, wearing a suit and tie, also smiling. The background behind them consists of vertical lines, suggesting a storefront or a display case.

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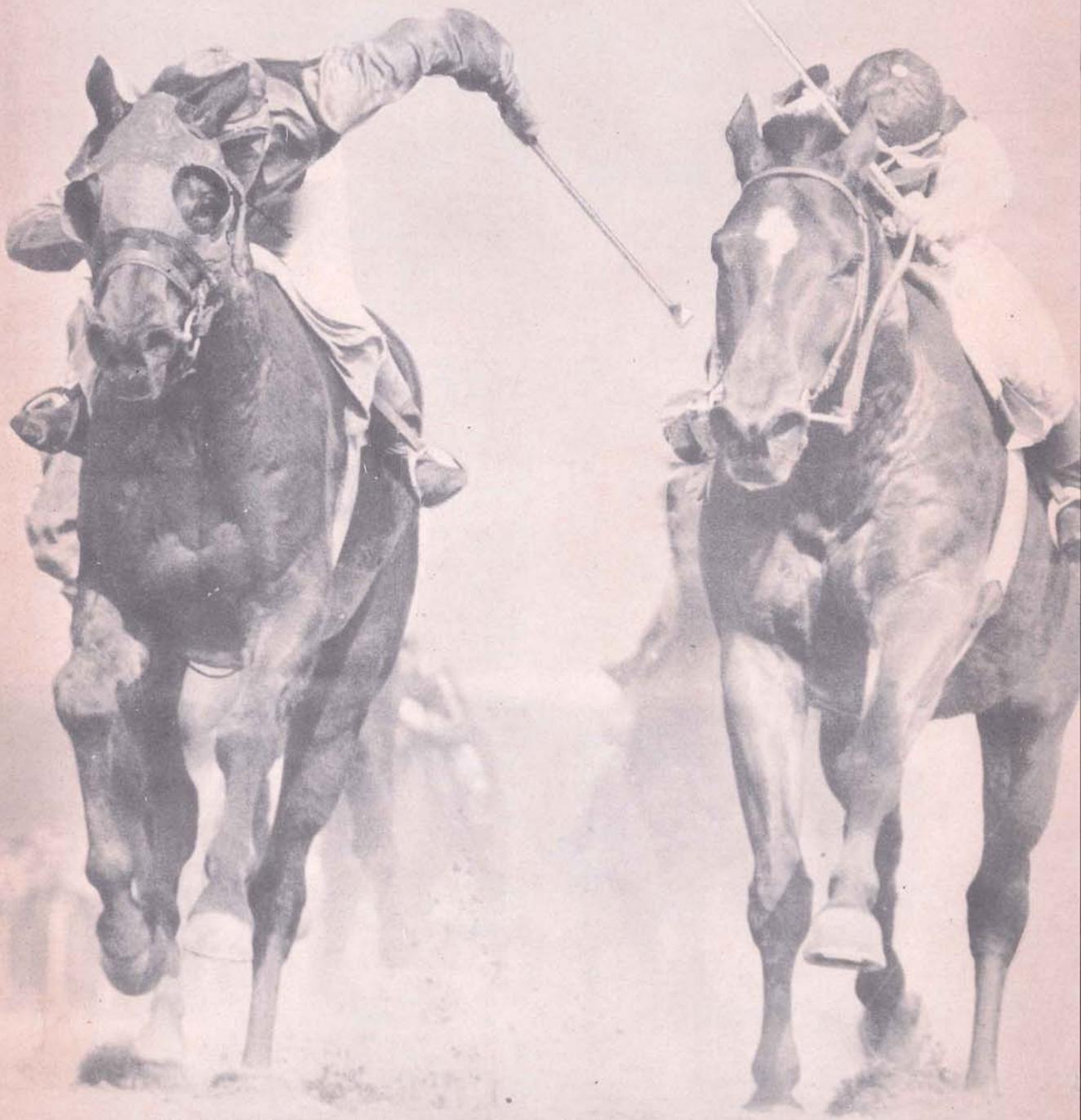
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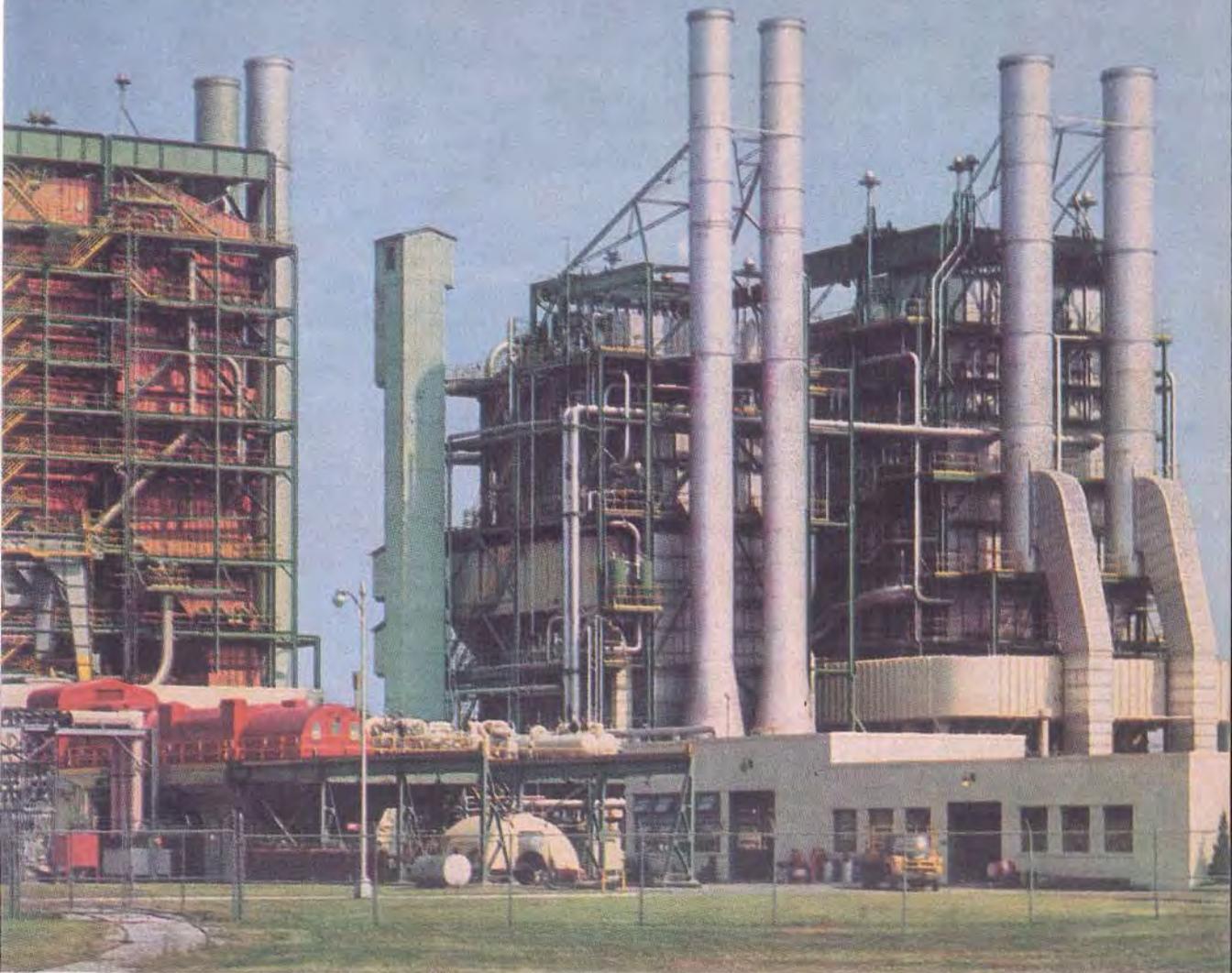
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NEW ORLEANS' HISTORIC FAIR GROUNDS



The weather is wonderful . . . the hospitality is warm in gay New Orleans . . . enjoy the cuisine at the fine restaurants . . . the historic French Quarter . . . Jazz Musicians . . . lively Bourbon Street . . . and the exciting Race Program at the Fair Grounds . . . The Racing Season begins on Thanksgiving Day and ends on Mardi Gras Day. Don't miss it!



Ninemile Point generating station in Jefferson Parish

More Power for Jefferson Parish

(and 42 other Louisiana Parishes in which LP&L serves)

How could Jefferson Parish grow without plenty of electric power? New families, new industries, new shopping centers all need assurance of plenty of low-cost electricity.

Louisiana Power & Light Company works constantly to make sure its customers will get all the electricity they'll ever need. In 1964 alone, LP&L is spending approximately \$36 million for new facilities. A second steam-electric generating unit at Little Gypsy will raise LP&L's total generating capability

to 1,338,700 kilowatts, a 94% increase in the last five years. And, in an emergency, LP&L can borrow electric power instantly from other investor-owned companies through a vast system of interconnected transmission lines.

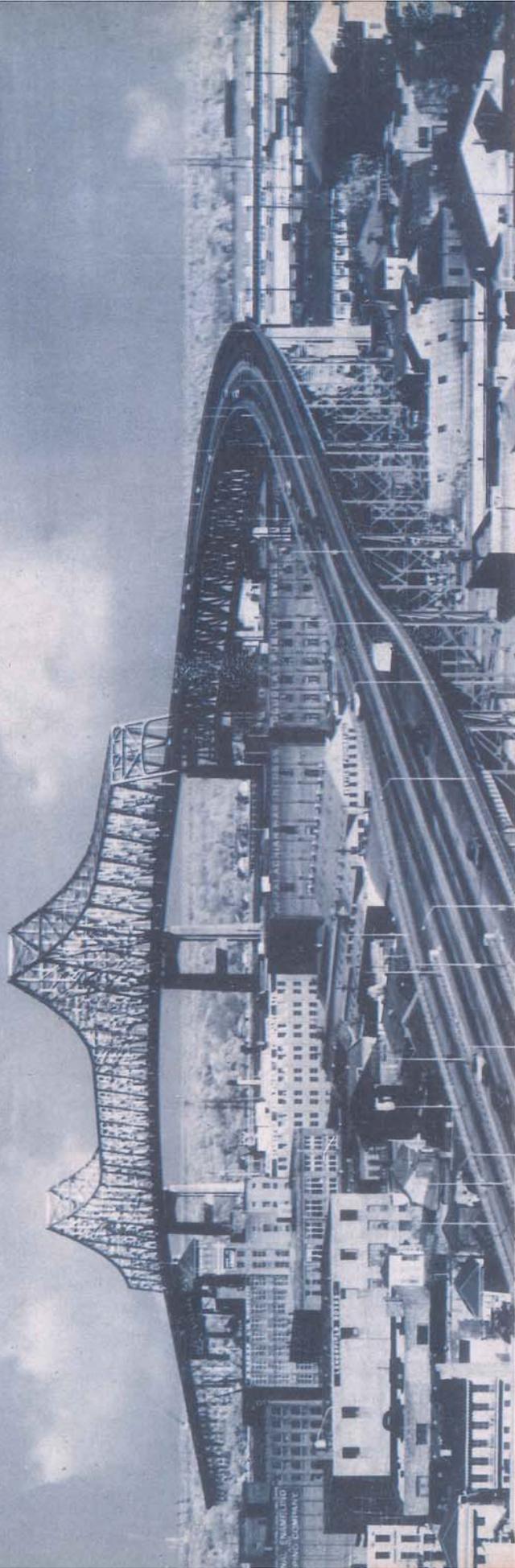
LP&L has joined with other investor-owned electric utilities in atomic research toward the practical use of nuclear sources for electric generation.

LP&L supplies the power for Jefferson Parish to grow on.

Louisiana Power & Light Company

"Helping Build Louisiana"

This toll-free Greater New Orleans Mississippi River Bridge leads to Stumpf's beautiful West-Side Shopping Center, in Gretna, La. It is a fabulous sight to see and a great aid for East and West Bank shoppers.



Alvin T. Stumpf West-Side Shopping Center

The founders and owners pictured left and right are Senator Alvin T. Stumpf (rt.), and Archie C. Stumpf, Ph.G. These men have been business and civic leaders in Gretna for half a century. The late Dr. John F. Stumpf (center) conceived the idea of the gigantic enterprise and with the aid, mature judgment and supervision of his uncle and father the Shopping Center—with many of the South's finest stores, became a reality.



For information about leases:

WAGUESPACK, PRATT, INC.

812 Perdido St., New Orleans

523-1731

JOHN W. ZARING

15-E West-Side Shopping Center, Gretna

367-5590

One of the South's Most Complete Shopping Areas

EVERYTHING YOU NEED IS HERE

- A & G Cafeteria
- Baker's Shoe Store
- Beneficial Finance Co.
- Cardon's Barber Shop
- Duane's Shoe Store
- First National Bank
- of Jefferson Parish
- Galle's Gulf Service
- Gordon's Quality Jewelers
- Halpern's
- Jefferson Insurance Agency

- LaBiche's
- Lerner Shops • Lord's
- Maison Blanche
- Thom McAn Shoe Store
- McKenzie's Pastry Shoppe
- National Food Store
- Sackett's Studio
- Singer Sewing Center
- Steins
- Stumpf's Rexall Drugs
- Sutton's • Western Auto
- Woolworth's