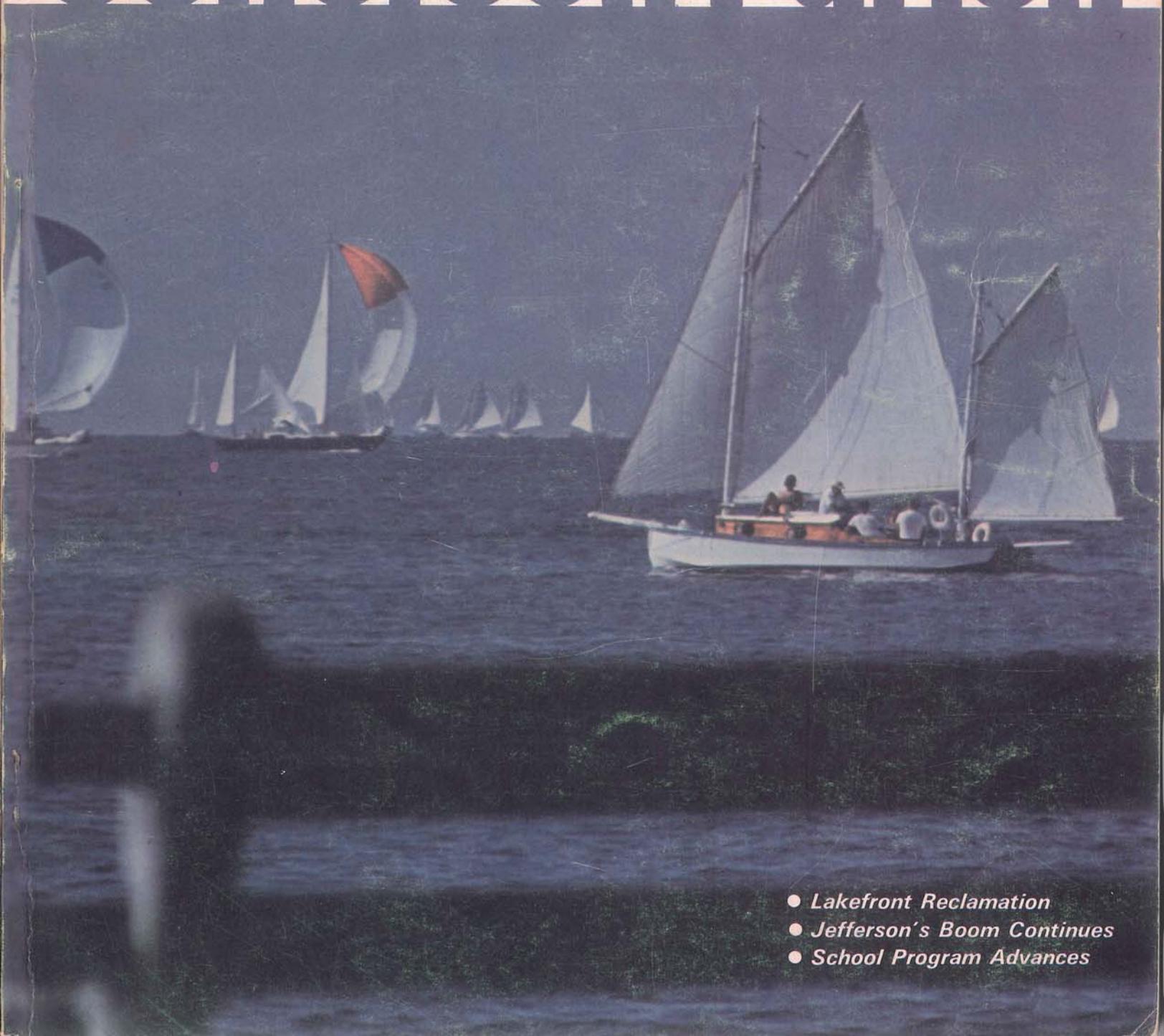
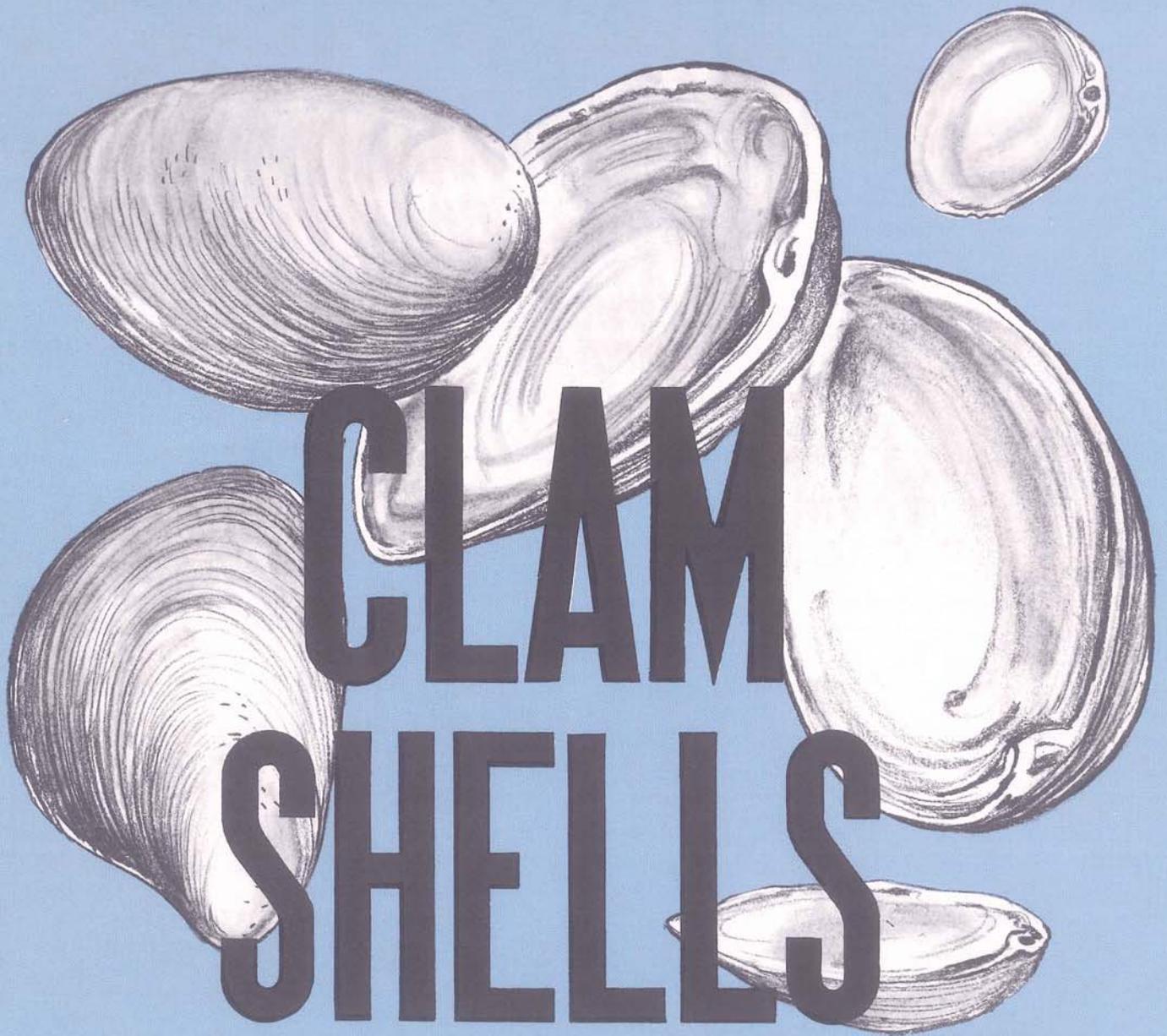


Jefferson Parish



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



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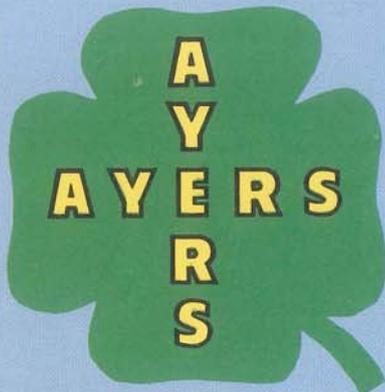
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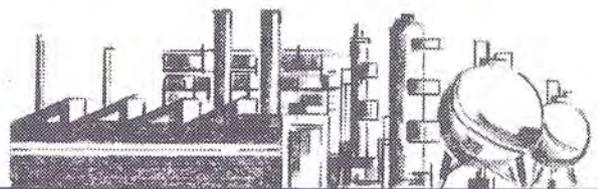
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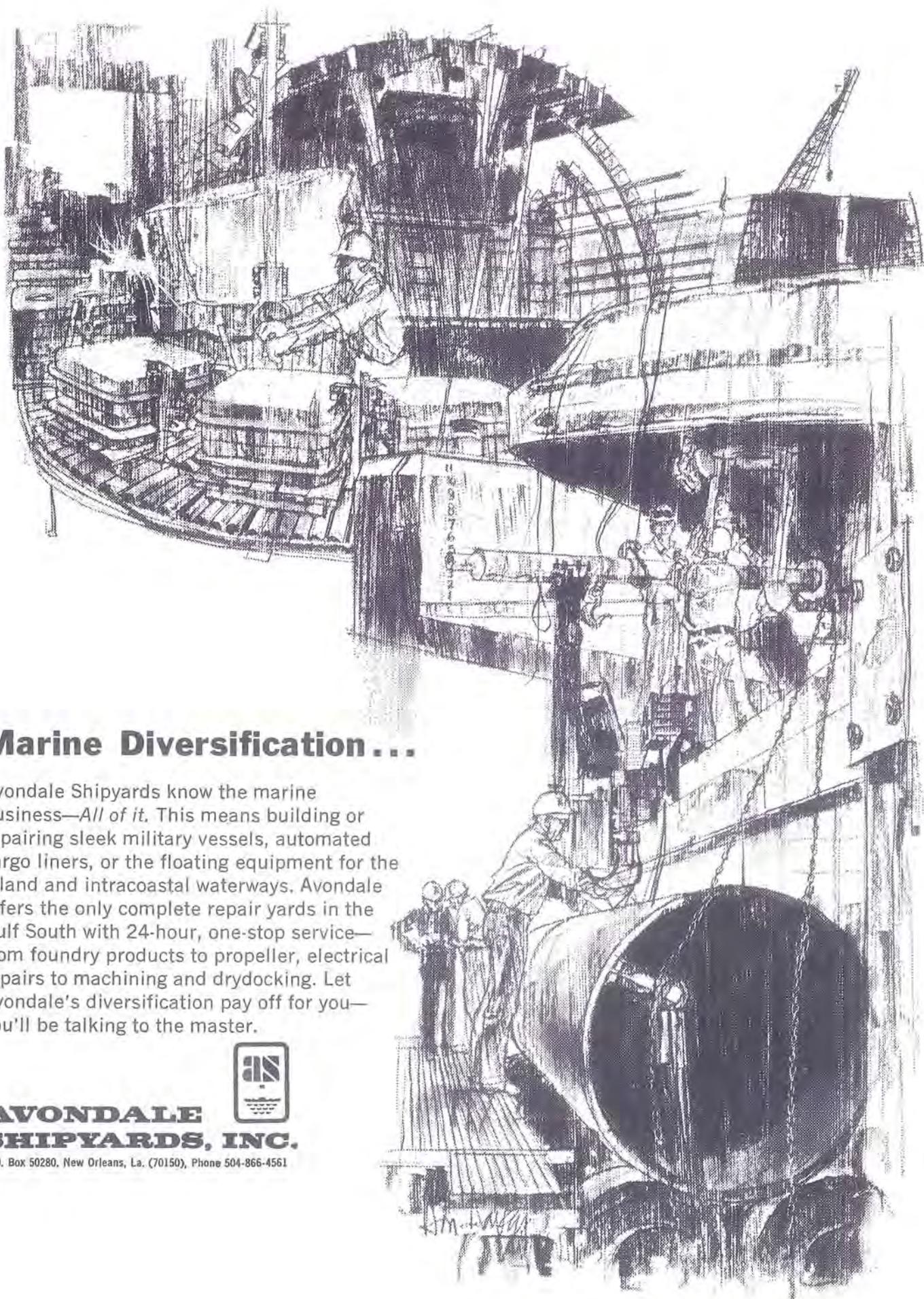
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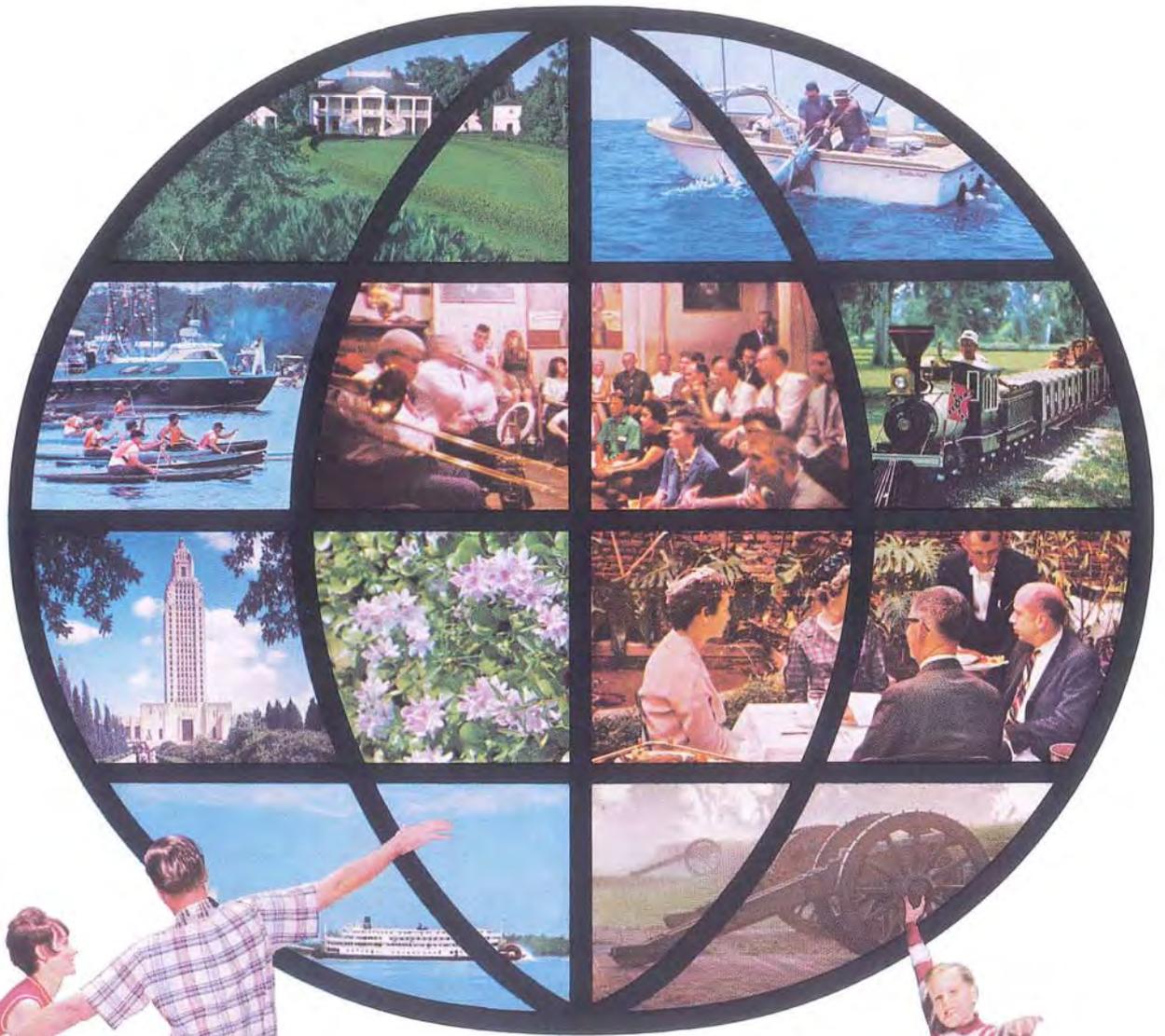
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Welcome to Jefferson

Welcome to the second largest parish in Louisiana.

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

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

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

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

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

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

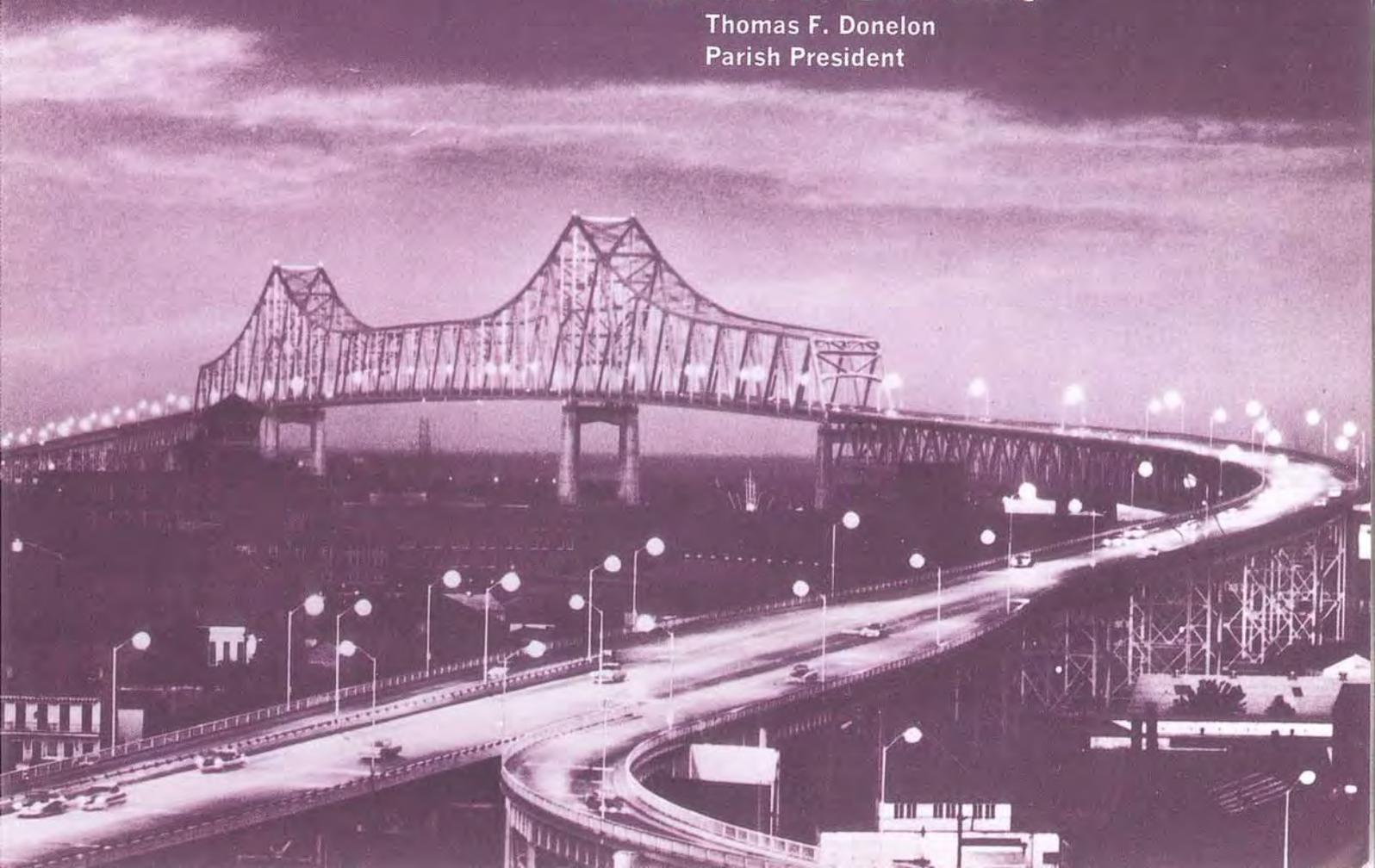
We have developed sound master plans for the orderly growth and development of our parish—a massive public improvements program that anticipates our needs for the next 30 years.

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

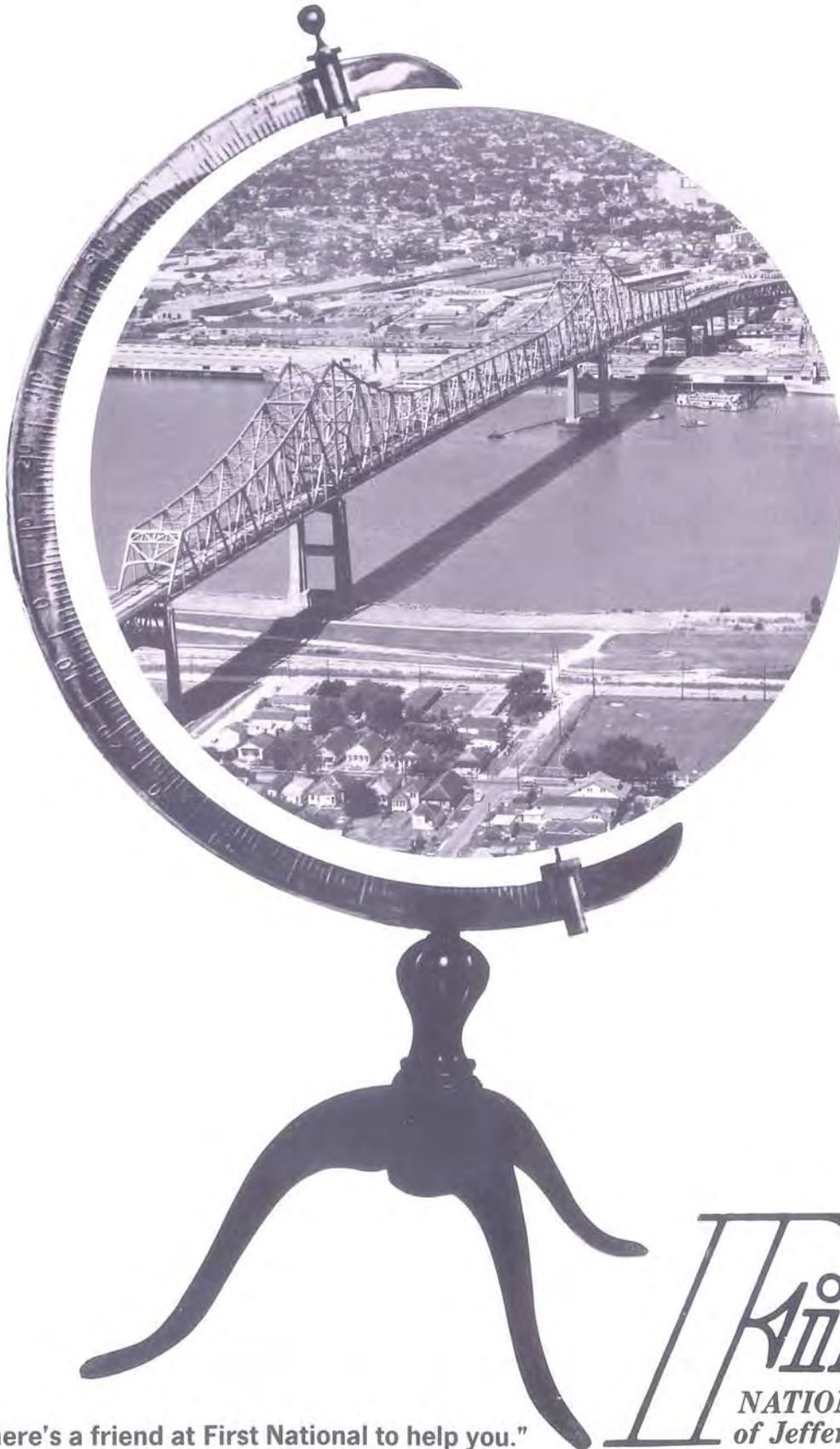
Come sample our hospitality and sincere friendship. You may never want to leave.

Cordially,
Thomas F. Donelon

Thomas F. Donelon
Parish President



Encouraging Public Affairs for more than a half century



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In the Beginning ...

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

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

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

History of Jefferson Comes Alive

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

These were the fabulous days of Jean Lafitte.

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

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

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

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

Smuggled Slaves in Vieux Carre

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

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

Continued on page 122

Jefferson Parish

1967 YEARLY REVIEW

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

Thomas F. Donelon Parish President
 Charles J. Eagan, Jr. Council Chairman (at Large)
 Jacob H. Sciambra Council Vice-Chairman (East Bank)
 Harold L. Molaison West Bank Councilman
 Beauregard H. Miller, Jr. First District Councilman
 James J. LaForest, Jr. Second District Councilman
 George J. Ackel Third District Councilman
 Anton Pilney Fourth District Councilman

Richard A. Cousins

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Raymond Roy
 Art Director

J. "Jack" Kennedy
 Advertising Director

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

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

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



Jefferson Continues Unparalleled Growth

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

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

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

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

This is not true of Jefferson Parish.

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

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

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

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

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

Million Population Predicted

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

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

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

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

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

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

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

Industry Aids Port

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

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

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

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

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



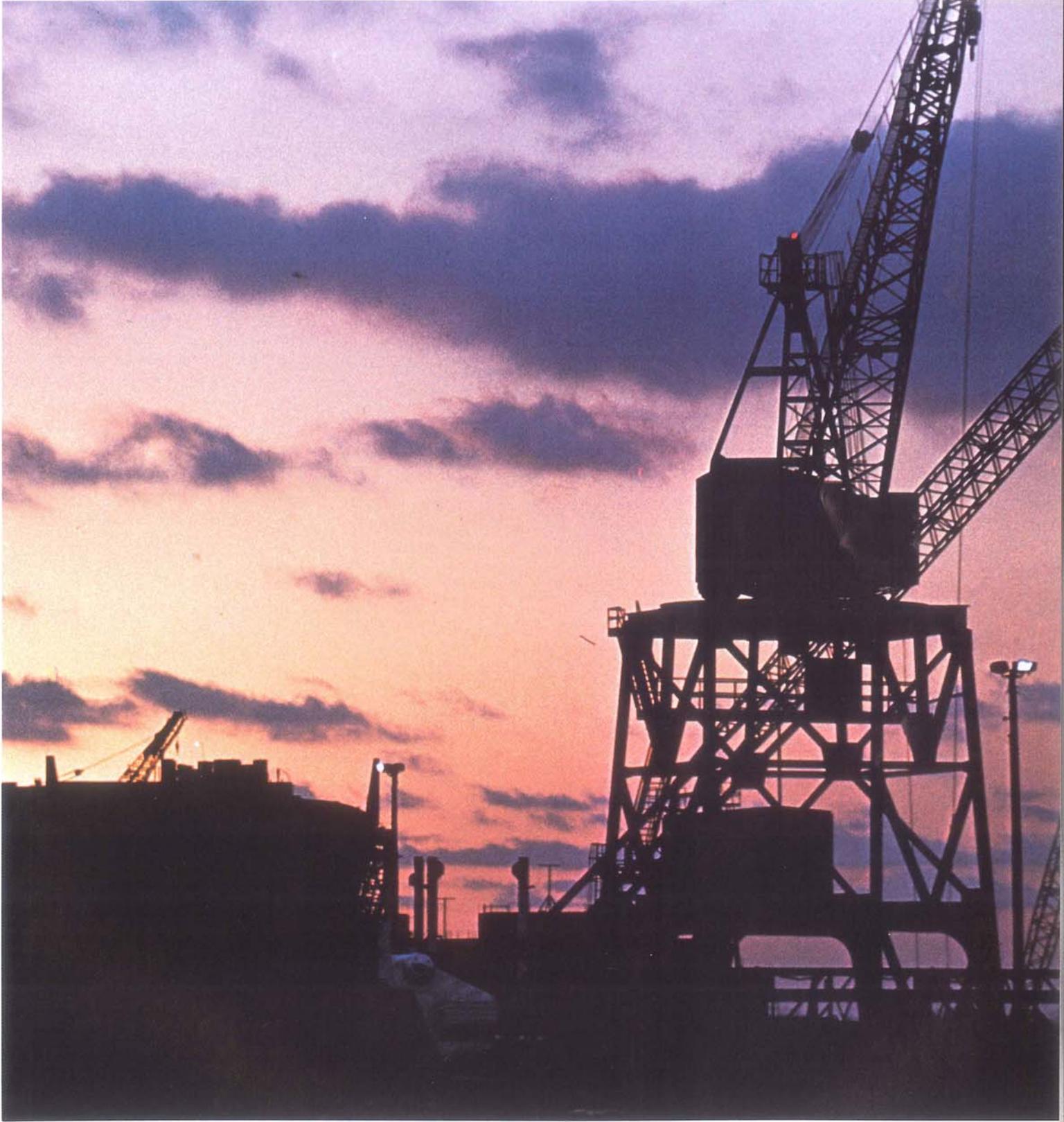
Derrick barges lift record 800 tons in construction of industry's newest major sulphur mine at Caminada, six miles off Jefferson's Gulf Coast. Caminada and Grand Isle (both in Jefferson), the world's only offshore mines, are operated by world's largest sulphur producer.



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

GROWTH

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



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

soil. Helping to attract new industry is the availability of land for future plant expansion, the high educational and family income level and accessibility by highway, rail, water and air.

Sportsman's Paradise

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

Historic Grand Isle, near the Gulf of Mexico, is one of the top 10 sport fishing spots in the world. The island offers an eight mile salt-water beach, deep sea fishing and has many small bayous, bays and reefs where smaller boats can fish.

The annual Grand Isle Tarpon Rodeo, a weekend of fishing and fun attended by hundreds each July, is the biggest and oldest fishing contest in the United States. Twenty-six varieties of fish test the skill of anglers and there are eight eligible varieties for spear-gun fishermen. Grand Isle, besides its obvious appeal as a year 'round recreational facility, has attracted industry, too. Here you'll find field headquarters for several major oil company offshore drilling operations.

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

Major Oil Supplier

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

Jefferson is one of five parishes whose combined crude

oil production represents 70 per cent of the state total.

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

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

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

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

Pirates Become Patriots

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

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

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

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

The Harvey Canal locks connect Jefferson with the na-

tion's busy Intracoastal Waterway, 1900 miles of navigable inland waterways. The Intracoastal is Jefferson's prime East-West inland channel for water-borne traffic. More than 50 million tons of commodities move along the great Intracoastal from West Jefferson at the Mississippi to the Sabine River at the Louisiana-Texas border.

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

The growth of the parish waterways has developed along with industry and commerce and is a prime factor in Jefferson's diversified transportation system, which brings in raw materials and moves out finished products by rail, road and air. But the most dramatic indications of Jefferson's growth are its assessed property values which skyrocketed to \$288 million in 1967 . . . up from \$127 million in 1958 and sales tax collections which in 1967 totaled \$13 million compared to \$8.5 million in 1966.

Other Growth Factors

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

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

Continued on page 59

The President and Council of Jefferson Parish



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

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

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

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



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

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

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

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



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

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

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



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

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

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

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



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

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

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



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

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

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

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



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

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



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

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

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



Jefferson's Oldest Industry

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**GROW
GROW?**



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

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

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

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

Louisiana Power & Light Company

"Helping Build Louisiana"

CREOLE JAMBALAYA

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

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

SHRIMP CREOLE

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

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

OYSTER PATTIES

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

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

CRAB-OKRA GUMBO

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

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



Jefferson's Lakefront Restaurants Serve the Best Seafood Anywhere!

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

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

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

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

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

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

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

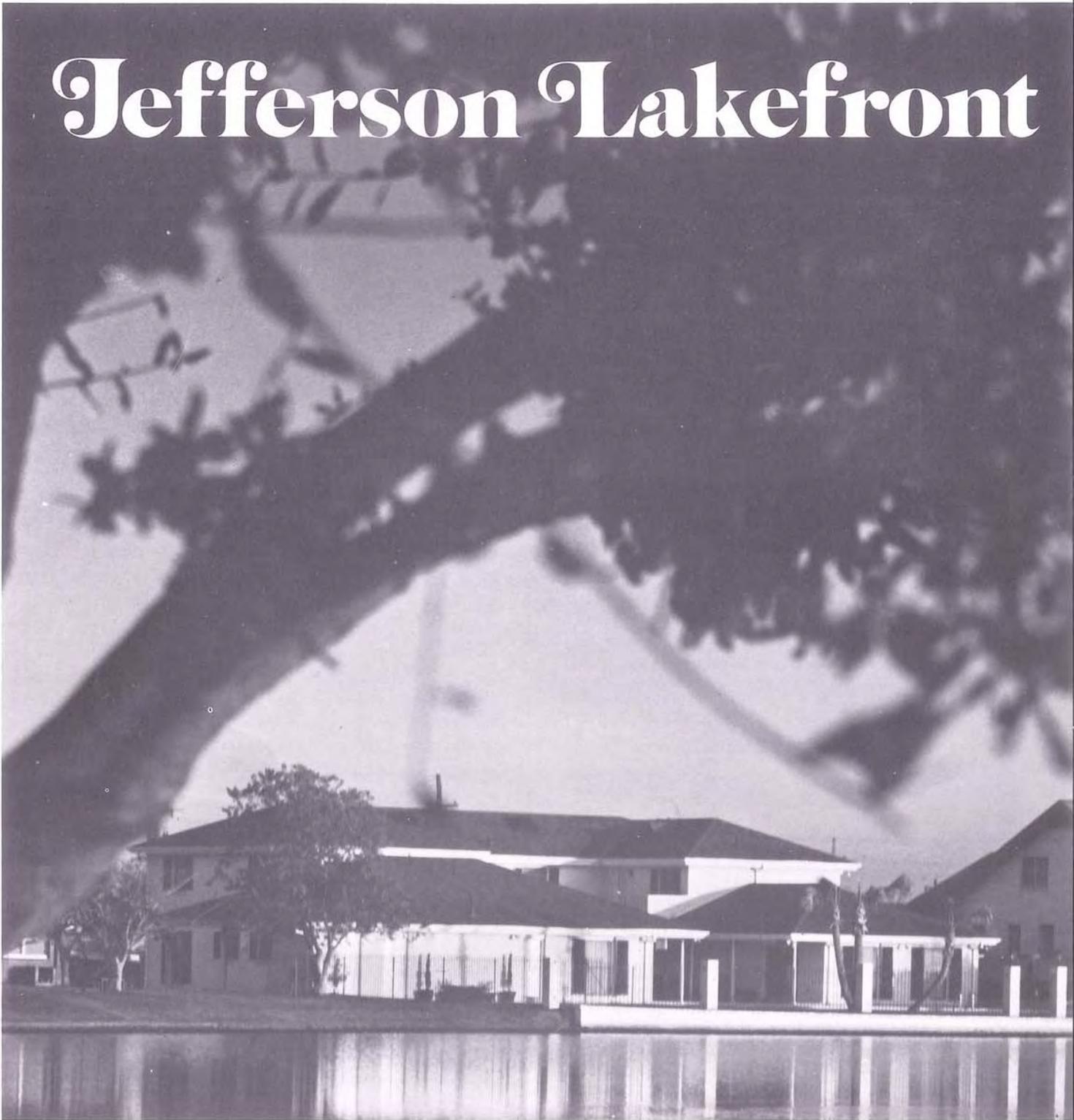
Rescued 250 In Lake

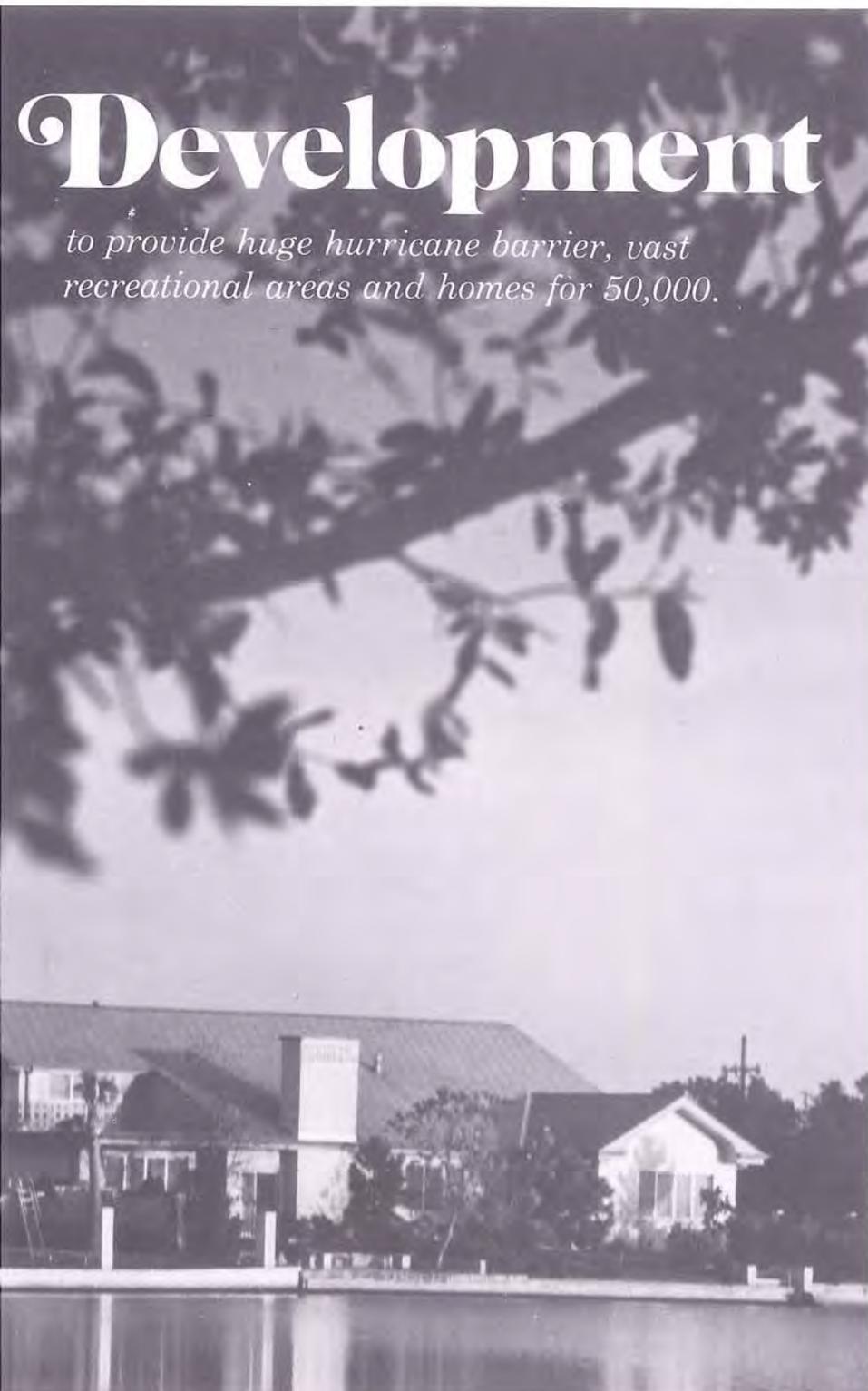
His exploits ranged from helping to save more than 250 people from drowning in unpredictable Lake Pontchartrain to catching alligators barehanded.

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

Continued on page 106

Jefferson Lakefront





Development

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

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

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

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

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

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

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

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

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

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

Lakefront Reclamation

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

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

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

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

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

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

However, no workable plan was



developed until the present administration took office in 1964.

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

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

Burk and Associates retained Dr.

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

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

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

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

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

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

Continued on page 108



The Clerk of Court



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

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

The Clerk of Court's office also:

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

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

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

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

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

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

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

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

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

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

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

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

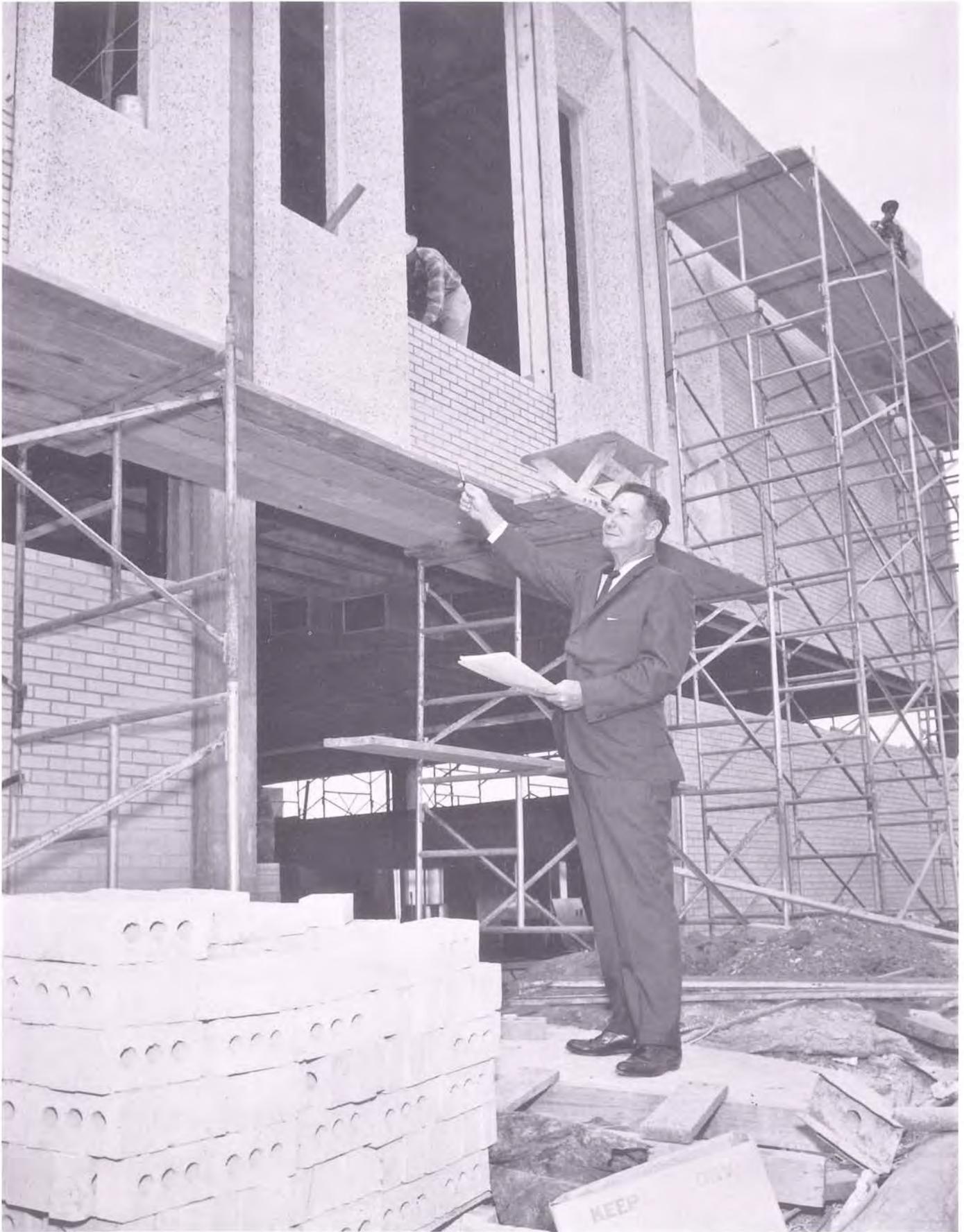
But this is only a quiet prelude to the hectic election night job of tabulating "votes cast" sheets, representing unofficial precinct totals brought in by poll commissioners from 143 precincts. The ballot is often lengthy. (In 1963, 48 candidates ran for the House of Representatives in the first primary.)

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

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

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

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



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



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



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



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



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

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

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

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

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

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

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

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

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

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

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

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

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

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



Mosquito Control

Serious Disease Outbreak Averted

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

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

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

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

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

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

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

'Copters Fight Skeefters

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

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

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

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

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



trol measures were especially appreciated.

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

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

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

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

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

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

- Controlling the adult mosquitoes after they emerge by fogging

- Informing the public by weekly news releases, films, slide presentations and information programs at school

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

These are:

- Prevention of infectious diseases such as encephalitis, yellow fever, dengue fever or malaria.

- More productive man-hours in "outdoor" employment, including farm employment.

- Increased land values and more rapid land development.

- Reduction in medical bills for treatment of infection or allergies.

- Reduced cost of insect repellents or household insecticides.

- Greater enjoyment of outdoor recreational areas.

- Reduction of heartworm infection among dogs.

- Reduction in livestock losses.

- Reduction in fowl-pox in poultry.

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

Fight Air Pollution

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

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

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

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



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

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

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

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

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

Recruits Undergo Training

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

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

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

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

Join To Prevent Crime

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



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

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

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

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

'Scooters' Prove Successful

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

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



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



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

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

Year-Round Youth Program

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

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

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

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

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

Sheriff's Department

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

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

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

Auxiliary Important 'Arm'

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

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

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

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



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



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



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

Sheriff's Department

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

Emergency Equipment Added

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

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

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

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

New Parish Prison Aim

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

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

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

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

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

Newest Scientific Equipment

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

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

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

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

Sewerage

Bond Issue Will Extend Homestead Exemption to West Bank



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

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

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

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

trict early in 1968.

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

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

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

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

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

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

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

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

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

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

Ban Threatens Growth

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

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

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

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

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

3400 Acres

Huge Development Provides Homes For 60,000



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

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

Quick Approval Obtained

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

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

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

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

Owners Seek Help

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

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

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

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

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

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

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

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

Site of New Hospital

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

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

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

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

The Assessor's Office



A Message from
Lawrence A.
Chehardy



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

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

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

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

Figures Don't Lie

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

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

It would be ruinous!

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

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

Here's Plan

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

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

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

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

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

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

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

Threat Is Strong

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

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

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

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

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

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

Homestead Exemption Danger

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

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

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

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

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

Law Must Be Amended

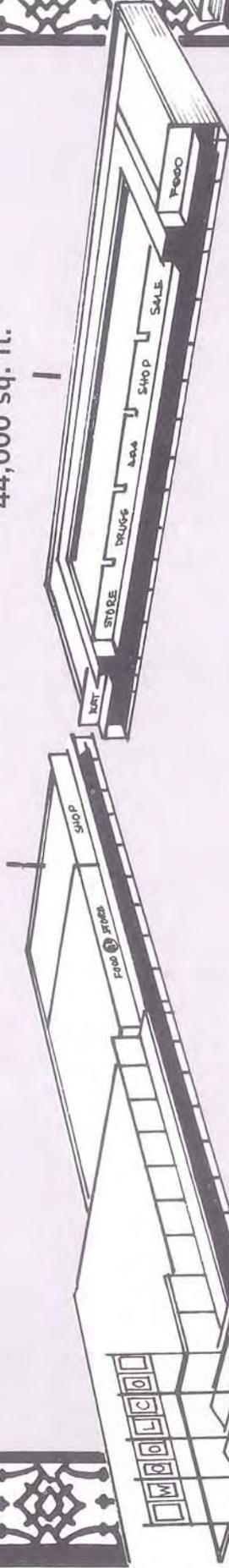
Remember the only sure protection against 100% assessment is removal of this requirement from the law books of Louisiana—once the requirement for 100% assessment is removed, even the Courts cannot order us to do what is not on the books.

Leasing Now! 58,000 sq. ft.

ON NEW ORLEANS' FABULOUS WEST BANK
Across From Stumpf's Westside Shopping Center

14,000 sq. ft.

44,000 sq. ft.



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Drainage

Vast Storm, Flood Protection Improvements Started



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

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

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

Drainage Problems Unique

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

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

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

the heavy rainwater which annually falls in to the saucer.

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

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

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

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

Progress Brought Problems

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

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

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

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

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

New Stations Planned

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

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

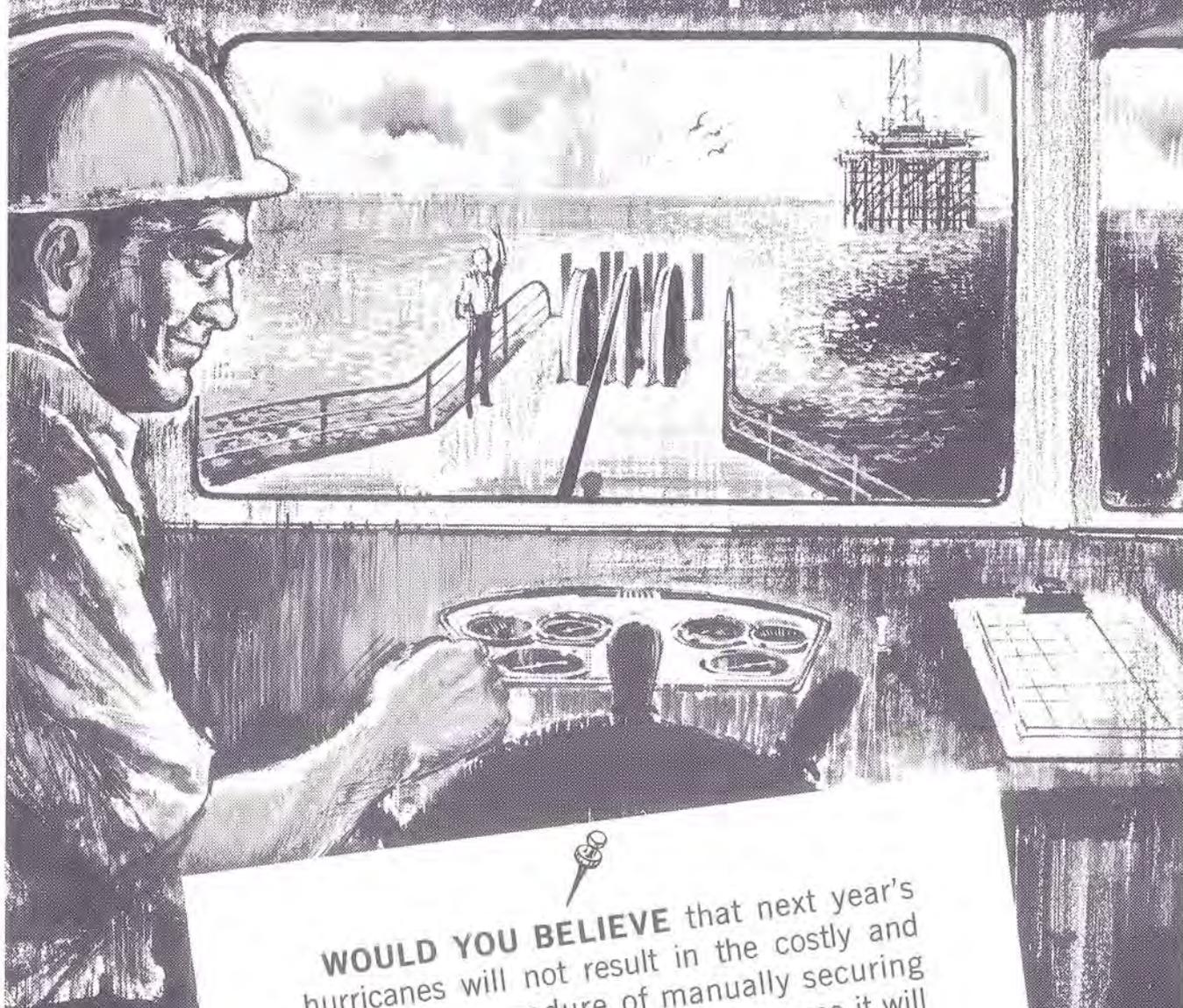
Doubles Pumping Capacity

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

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

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

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

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

West Growth Exceeds East

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

To assure the future residential and industrial development of the west

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

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

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

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

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

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

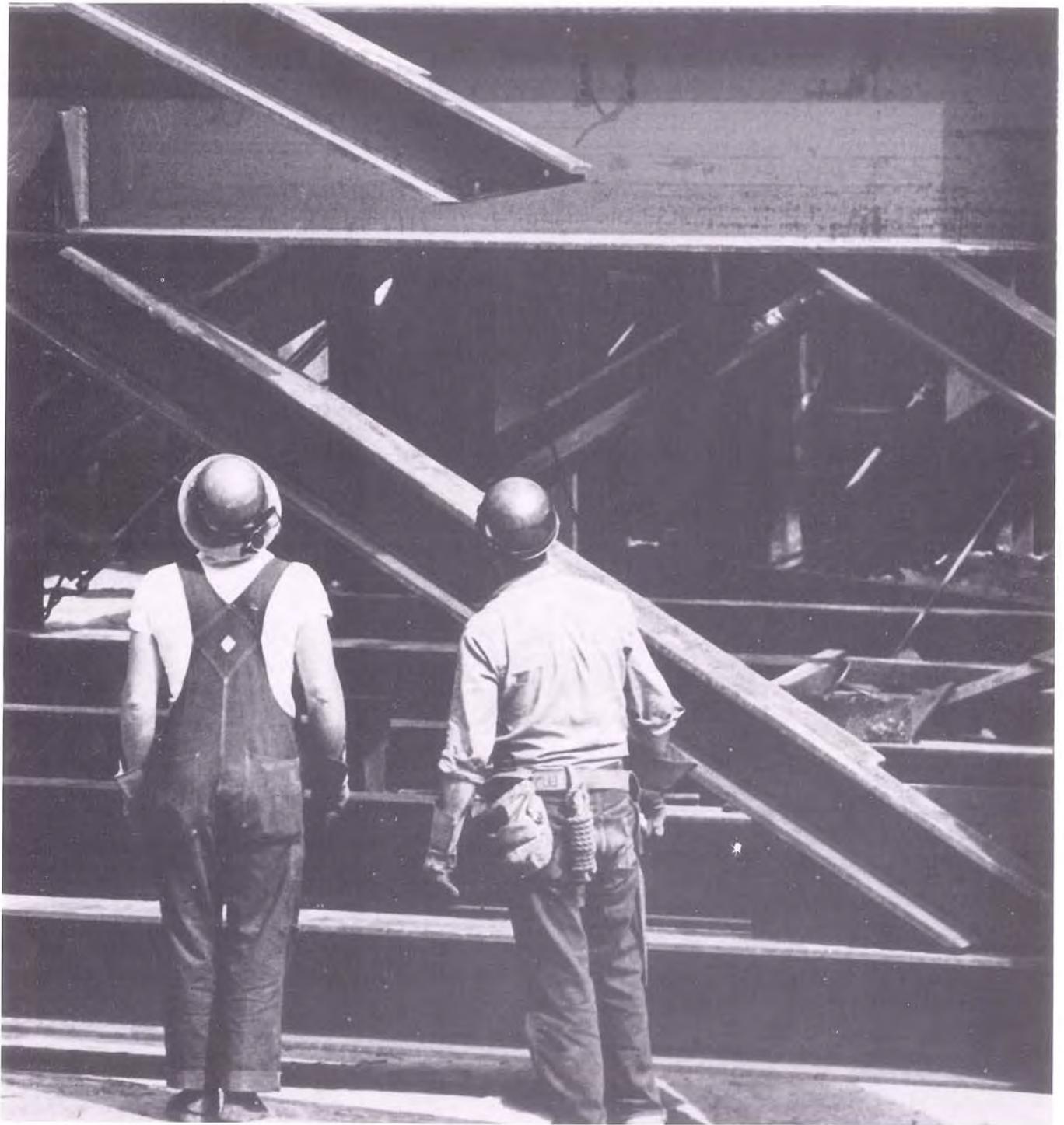
A new Harvey canal pumping station will be built and the present antiquated station demolished. Larger, more dependable pumps will double the station's capacity and assure 24 hour protection.

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

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

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





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

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

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



Southern Bell

Water

Master Planning Assures Ample Supply for Growth and Development of Parish



Jefferson's water system is its lifeline.

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

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

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

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

tem for purifying it and distributing it was not.

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

Voters Okay Bond Issues

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

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

also overwhelmingly approved.

By late 1967 almost \$13 million of the work in East Jefferson was under contract and the first West Jefferson contract had been awarded.

The \$37.2 million in bond issue funds will mean:

- An increase in plant purification capacity from 36 to 70 million gallons a day by late 1968 in East Jefferson with a second plant and from 10 to 50 million in West Jefferson with plant expansion.

- Emergency storage will be 18 million gallons (east) and 8 million (west).

- Combined capacity and storage triples the present parish water supply.

- New, larger main water lines (up to 5½ feet in diameter) will extend 75 miles on the east bank, 40 miles on the west bank.

- Both sides of the river will have a \$75,000 electronic "monitor" detection system to maintain safe water pressure and quickly locate breaks in lines.

Emergency Plant Opens

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

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

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

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

Lower Rates Assured

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

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

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

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

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



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

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Medical Facilities

Development of Hospital Vital Step Forward in Jefferson's Progress



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

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

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

Parish officials acted to meet that need.

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

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

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

Plan 1000 Bed Hospital

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

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

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

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

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

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

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

However, price was not the only factor.

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

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

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

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

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

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

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

West Bank Hospital Expands

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

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

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

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

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

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

'Space Age' Medical Facility

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

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

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

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

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

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

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

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

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

primarily by physicians in the metropolitan New Orleans area.

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

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

PARISH HEALTH UNIT

Bringing health protection services to citizens of Jefferson

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

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

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

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

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

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

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

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

Prevent Measles Epidemic

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

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

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

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

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

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

Transportation

Push Expressways, Bridges, Major Streets Plan.



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

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

In Jefferson, the problem is critical.

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

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

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

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

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

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

Set Lapalco Opening

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

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

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

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

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



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

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

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

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

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

GREATER NEW ORLEANS EXPRESSWAY COMMISSION

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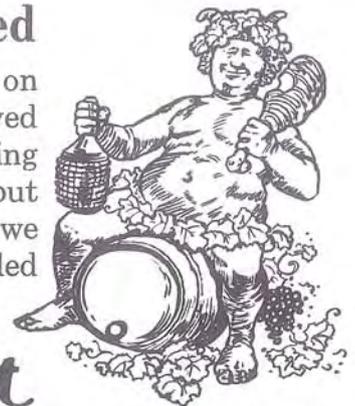
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Pierre Le Boucher Restaurant

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

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

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

Drive Test Piles

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

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

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

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

Fills By-Pass Need

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

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

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

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

Continued on page 113



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



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

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IMPROVED FIRE PROTECTION

Master Planning and an 85 foot Snorkel

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

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

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

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

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

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

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

Recommend Five Stations

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

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

The survey, which will be ready

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

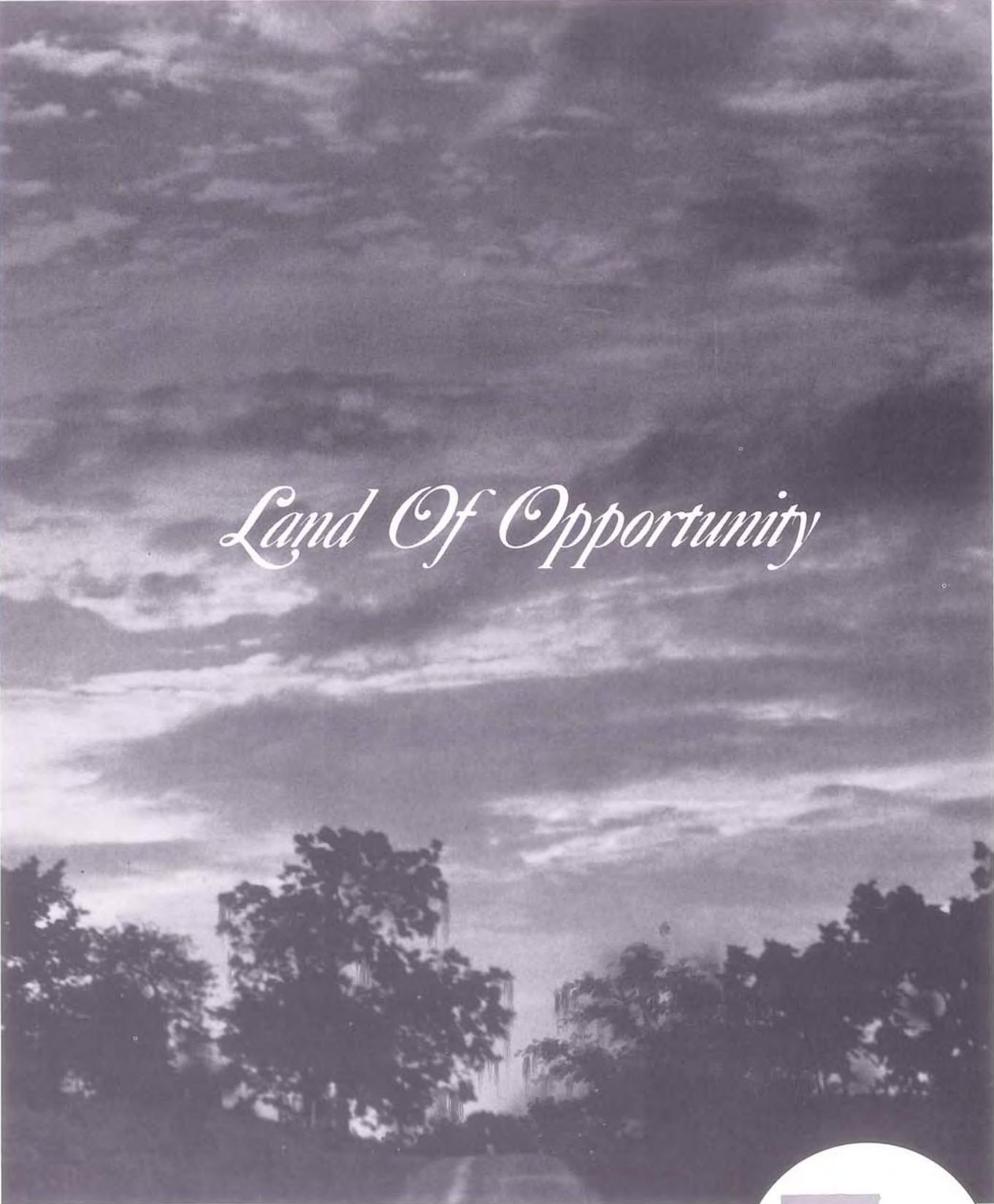
Potential fire station locations were plotted on an eight foot wide parish map and coded according to greatest need.

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

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

Fire Boat Recommended

Purchase of a highly maneuverable fire boat to give industries along



Land Of Opportunity

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

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

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

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

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

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

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

PERMITS DOLLAR VALUE NEAR 100 MILLION

Second Highest Construction Year

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

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

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

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

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

CENTRAL COMPUTER SYSTEM

Speed, Accuracy, Economy



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

Installation over several years will involve three phases, with the

first phase completed in March, 1967.

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

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

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

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

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

Annual Savings Cited

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

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

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



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

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

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

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



PAN-AMERICAN LIFE INSURANCE COMPANY

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

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

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

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

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

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

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

YEAR OF BIG MOVE FOR LIBRARY DIVISION

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

—Winston Churchill



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

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

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

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

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

processing offices, a maintenance shop and individual bookmobile offices.

The move made possible several improvements in library service.

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

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

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

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

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



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

The Reagan Story at Harvey, La.

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

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

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

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

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

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

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

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

REAGAN



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Vidalia, Louisiana • Heidelberg, Mississippi

Unparalleled Growth

Continued from page 12

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

Even before this growth, Jefferson had the highest median family income in the state—well above the national average. Adult education level was high—fifth in the state and above average nationally.

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

Parish Needs Anticipated

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

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

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

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

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

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

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

\$185 Million Project

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

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

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

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

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

Drainage Needs Met

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

Two antiquated pumping stations, one on each side of the

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

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

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

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

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

Set New Sewer Plan

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

Pave Shelled Streets

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

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

Continued on page 118



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Recreation

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

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

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

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

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

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

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

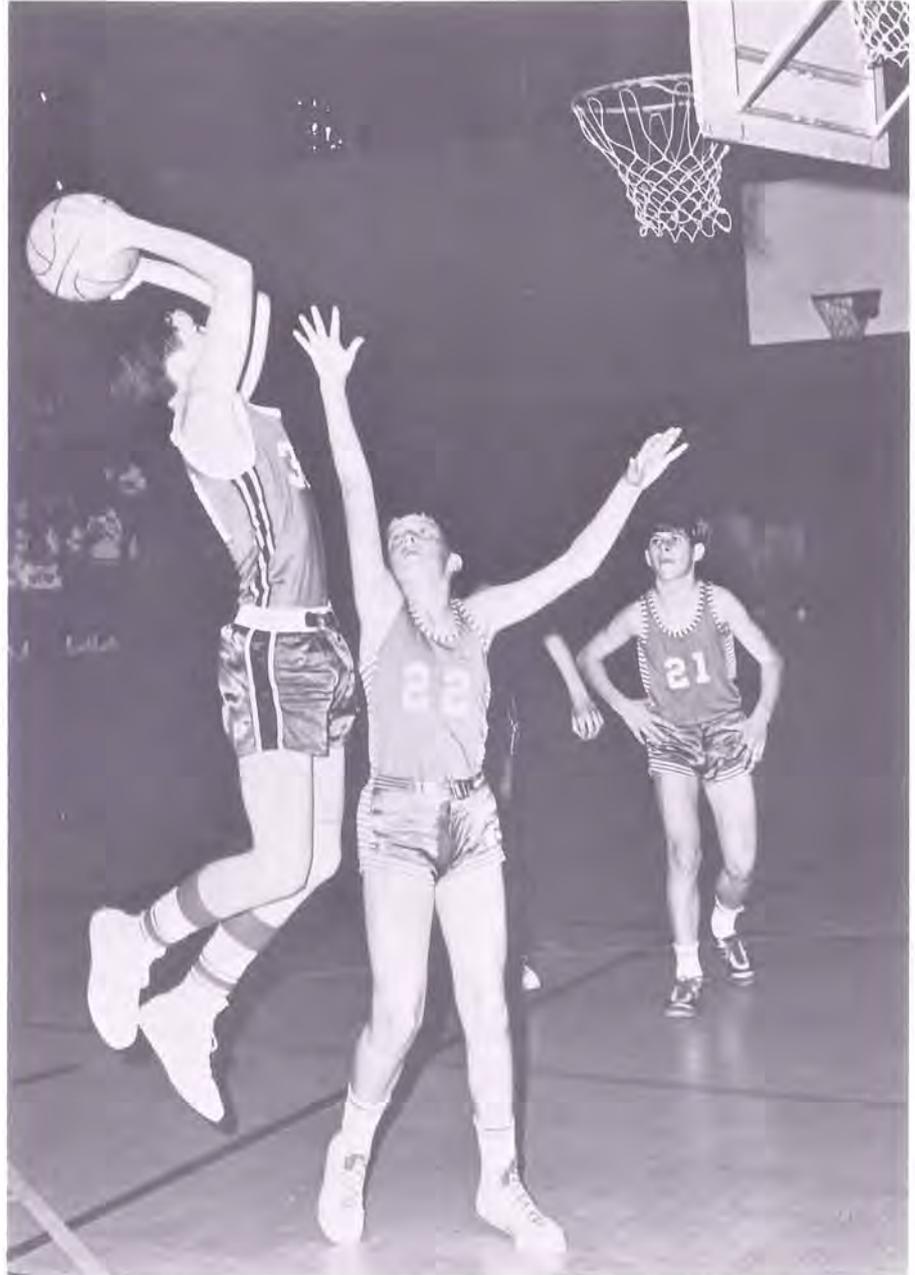
Golden Agers enjoyed round and square dancing, arts and crafts and field trips.

Special activities were provided for retarded children.

Add Youth Programs

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

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



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

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

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

page study which was completed this summer.

Would Top Disneyland

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

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

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century of cooperation with its officials, industries and individuals.

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

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

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

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

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

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

Profit Potential 'Enormous'

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

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

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

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

Urges Swamp Boardwalks

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

We're Happy With Our Home!

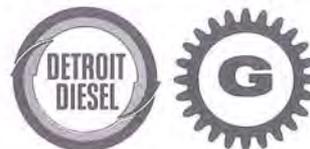


For more than 21 years, Jefferson Parish has been home base for George Engine Company.

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

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

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

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

Parish Needs Parks Now

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

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

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

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

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

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

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State of Louisiana



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Parish School Board



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Judge, Ad Hoc
24th District Court



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Judge, Division D
24th District Court



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



LEO W. MC CUNE
Judge of Juvenile Court
Jefferson Parish



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Judge, Division A
24th District Court



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



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



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



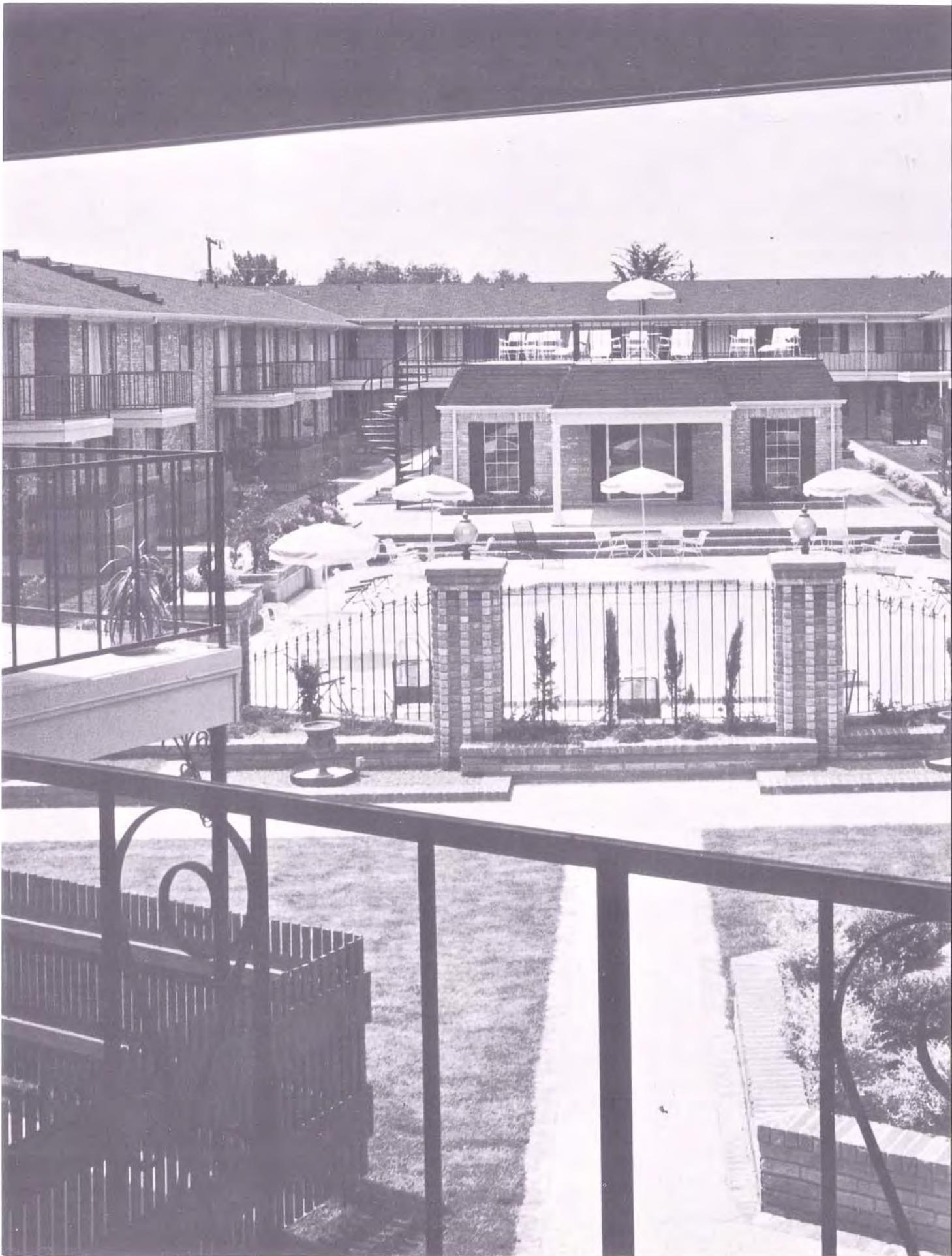
FLOYD W. NEWLIN
Judge, Division F
24th District Court



JOHN J. MOLAISON
Judge
Second Parish Court



CYRIL J. GRACIANETTE
Judge
First Parish Court





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

GRETNA

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

By William J. White, Mayor

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

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

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

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

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

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

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

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

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

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

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

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



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



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

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

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

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

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

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

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

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

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

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

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

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



Jefferson Memorial Arch, facing Gretna's courthouse, was completed in 1923 and honors Jefferson parish veterans of all wars since 1812. It was recently refurbished and restored through the efforts of Gretna city officials and local VFW and American Legion posts. Plane was added since World War II.

**Gretna's
commercial
and
industrial
growth
continues**



Stumpf's Westside Shopping Center on Expressway

hub of the City's recreation facilities. The American Legion plays all its baseball games there and semi-pro baseball games are played each Sunday afternoon from early spring to late summer.

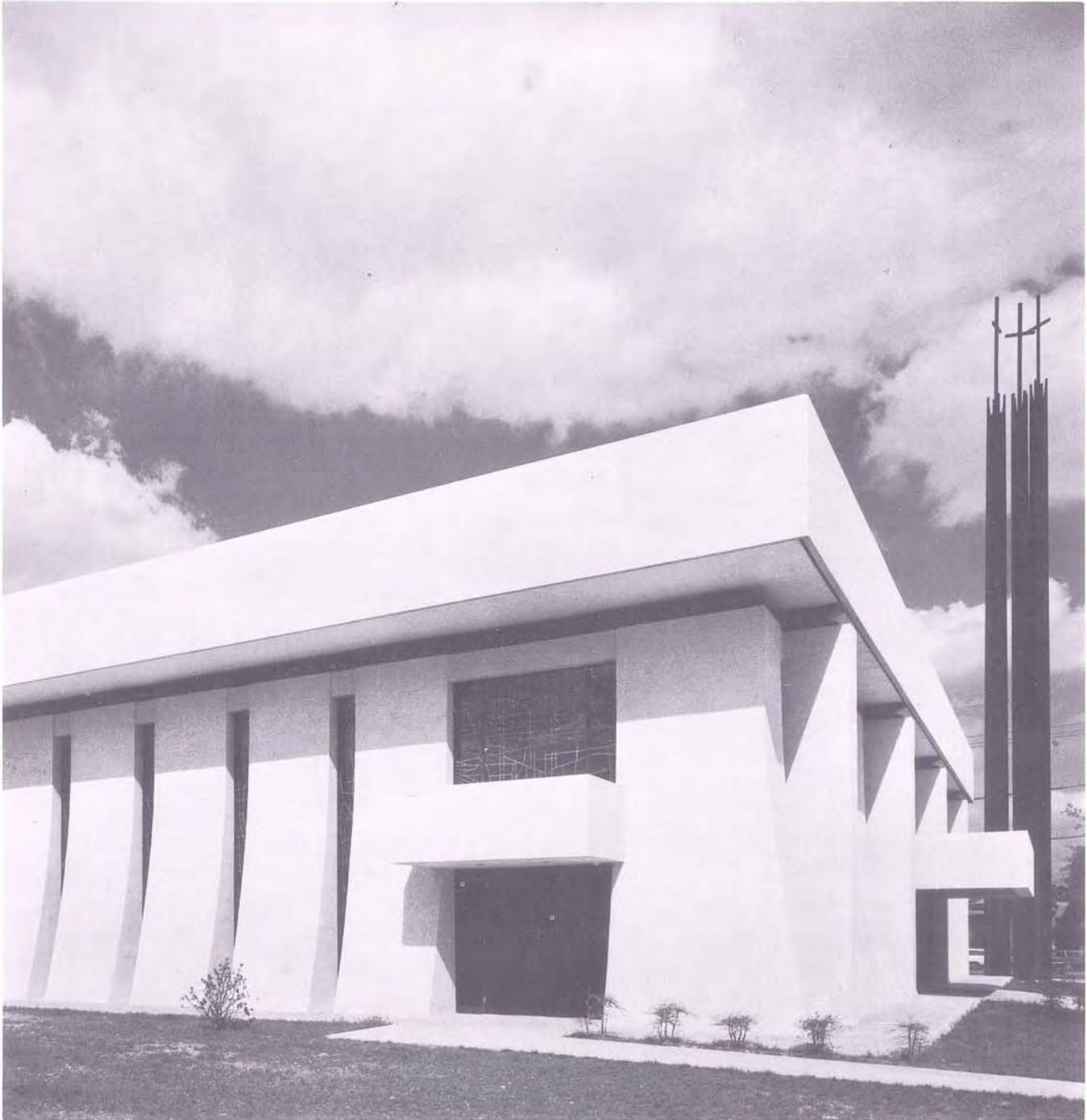
In tribute to its veterans, the City voted in March to assume maintenance of the Veterans Memorial Arch and Park in front of City Hall. Set aside as a Memorial Park for the Veterans organizations, it was previously under the jurisdiction of Jefferson Parish.

Gretna, which was incorporated on June 3, 1913, is governed by a Mayor and a Board of Aldermen. Much credit for the City's services

and facilities must be given to the Board, which is made up of the following five men:

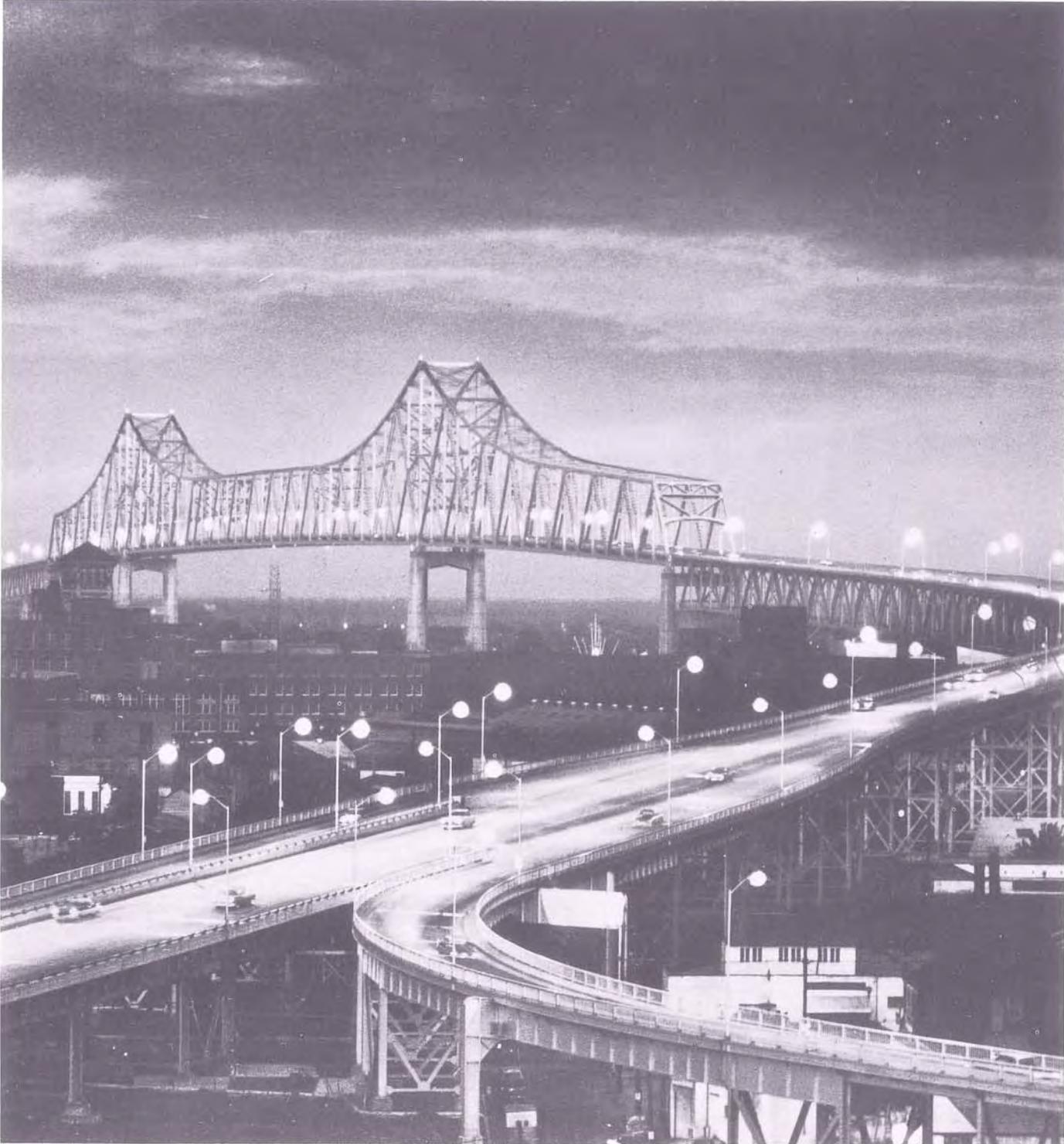
Eugene Gehring, Mayor Pro-Tem and now serving his 39th year; Anthony J. Marchese, 11 years; Louis A. LeBoeuf, Jr., 7 years; John L. Dulcich, Jr., 5 years; and Gerard E. Schexnayder, who was appointed this year by Governor John J. McKeithen to fill the vacancy caused by the death of G. Ashton Cox.

Community cooperation is the ultimate factor in any city's progress and every citizen can justly take pride in the strides taken by Gretna on the road to continued growth and prosperity.



Award-winning \$350,000 St. Anthony Catholic Church in Gretna replaces a 47 year wooden structure. The 97-foot steel crosses stand at the corner of Franklin and Burmaster. Finished in textured concrete, the 700 seat church is 100 by 110 feet, 28 feet high and free of interior columns.

GREटना

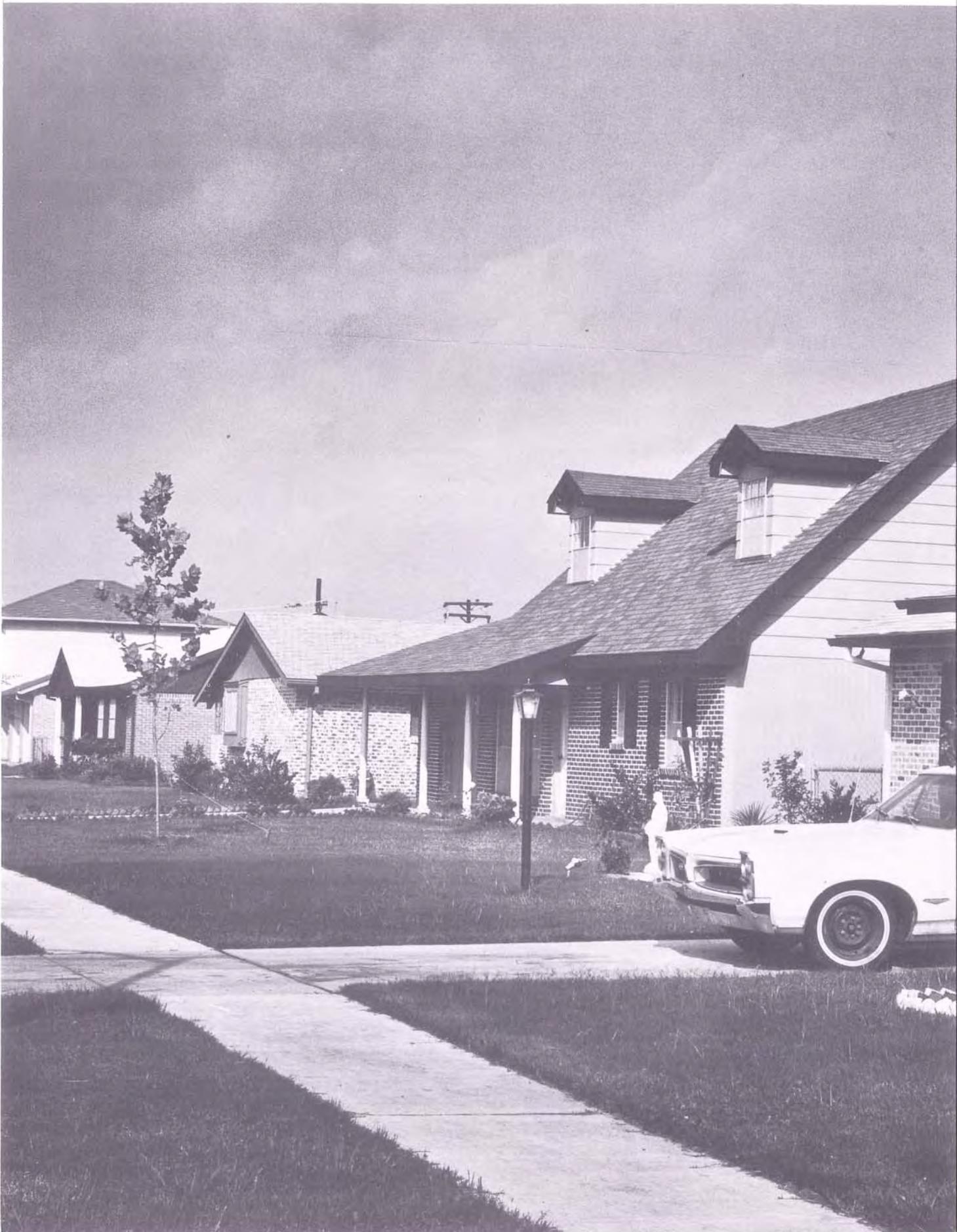


**Moving
ahead
at an almost
unbelievable
pace.**



Gretna's popular Mel Ott park is the hub of the city's recreational facilities. Pictured above is the children's playground, fenced, and equipped with the latest recreational equipment. Two additional playgrounds have been added to the city's recreation facilities, one in McDonoughville section of Gretna for colored children and one on Lafayette for white children.

Left: The toll-free Mississippi River Bridge puts downtown New Orleans and Gretna within fifteen minutes of each other. The fast four-lane West Bank Expressway which, on its way to the Huey P. Long Bridge, cuts through the center of Gretna, and its tunnel that has eliminated the long frustrating Harvey Canal traffic bottleneck, are stimulating both business and building throughout Gretna and the entire West Bank.



Typical of the attractive new subdivisions in Kenner are these Dover homes in University City east.

KENNER

*With a coordinated growth plan
Kenner is prepared for tremendous
improvements—as population rapidly increases*

By Edward J. D'Gerolamo, Mayor

Kenner is moving ahead at an almost unbelievable pace.

Based on the premise that the city's growth will continue at the rate of the past few years, the population should increase from the present 26,000 to between 65,000 and 75,000 by 1980.

This isn't an imaginary figure—it's the considered opinion of the Chamber of Commerce of the New Orleans Metropolitan Area and New Orleans Public Service Inc., based on mass transportation studies.

Kenner has enough vacant land to more than triple its present size and population, so the city can easily handle its projected growth.

Our city operates on a Master Plan with services and facilities organized so that they will function not only tomorrow and next year, but five and ten years from now. We plan to be prepared for that tremendous upsurge in population.

A big assist will be given with the opening of Interstate 10 as far as Kenner. This event, which the Bureau of Public Roads says should take place in December of this year, will bring Kenner within 15 minutes of downtown New Orleans. The overpass at Williams Boulevard and I-10 is already complete and work is in the final stages on access roads.

This year's operating budget is a record-breaking \$1,068,315—an increase of approximately \$150,000 over the 1966 figure. Revenues from sales tax collections, the building boom and business licenses have increased sizeably. We have a policy of investing the City's idle funds.

Main capital improvement for 1967 is the \$3 million sewerage treatment plant and collection system for drainage District No. 2. It will service all developed properties between Interstate 10 and Lake Pontchartrain. Once completed, all populated areas within the City will have sewerage service.

Other improvement highlights include:

- Asphalt surfacing all gravel and shell streets not hard surfaced following the installation of sewerage in District No. 1.
- Appointment of an engineering firm to make studies on closing all open ditches within the Kenner City limits.
- Selection of an architectural firm to submit ideas for a community center auditorium. We are hoping that both projects will be ready for presentation to the citizens of Kenner by the end of 1967 or early 1968.
- Receipt of a \$19,500 grant from the federal government which we requested for use in drawing up preliminary plans for Kenner's own garbage pick up and disposal system.

For the interim between the planning and operational stages, a contract was negotiated this year with a private firm to pick up garbage throughout the city three times a week. The new arrangement is saving taxpayers \$20,000 a year over the figure paid to Jefferson Parish for the service in previous years.

The city is also working with developers of three large subdivisions—University City West, Redwood and the second section of Driftwood. All three are in the process of putting in streets, sewerage and water and gas lines.

It is expected that the builders will construct 1500 to 2000 new homes within the next two years.

Work is also underway on the \$6 million Jefferson Downs Racetrack, located just west of the Duncan Canal at Lake Pontchartrain. The grandstands will hold about 7500 racing fans and both the track and its facilities will be as good or better than those at the New Orleans' Fair Grounds.

Racing is scheduled to begin in 1968 and should produce about \$150,000 in annual revenue.

The East Jefferson Waterworks District completed the first phase of a nine mile water trunkline in Kenner in January and Jefferson Parish officials have given their assurance that other improvements will follow. This line means increased water pressure for present homes and insures that adequate water lines will be available for future developers.

Transit bus service in Kenner now operates on an hourly basis six days a week. Additional buses are being considered for the peak hours of 6 to 9 a.m. and 4 to 6 p.m. All buses are heated and air conditioned for year round comfort.

A ceramics and art and crafts center opened its doors at 20th street between Kentucky and Roosevelt the latter part of 1966. It was received with such enthusiasm that there is already a waiting list for the adult classes. The modern, two story building is leased for \$1 a year from a local developer who built it precisely for its present use.

The new Center is part of the Kenner Recreation Department which now has over 1500 children participating in various activities throughout the year. In previous years the department offered primarily seasonal sports with a moderate amount of baton twirling and cheerleading instruction. The program has expanded, however, and now includes ceramic classes for both adults and children, bowling, baton twirling, cheerleading and dancing classes.

Other major improvements completed in 1966 included the \$180,000 City Hall addition; a new fire station; two new buses; and a \$5.1 million sewerage treatment plant and collection system for Drainage District No. 1. This plant provides 66 miles of sewer collection lines, 934 sewer manholes and 4800 sewer connections for 18,000 residents. It will ultimately serve 32,000.

Business firms continue to be attracted to Kenner. Louisiana Industries is re-

KENNER



locating its plant just west of T. L. James Construction Company on the north side of Airline Highway. Set for completion in August, the plant will employ from 100 to 150 employees and bring many new tax dollars into the City.

Westland Shopping Center, Williams Blvd. and 26th Street, opened in the latter part of 1966 and another shopping center is scheduled to open directly across the street during the Fall of this year.

In order to continue attracting the most qualified personnel possible, the City Council unanimously voted to raise the base pay of all city employees from 30 to 50 percent, according to capacity and evaluation, effective January, 1967. In addition, the base pay for police and firemen was increased from \$315 to \$400 a month.

Kenner's elected officials include the mayor, Aldermen Anthony J. Bertolino, Michael J. Damiano, Ray S. Dupepe, Lebo Mancuso, Joseph S. Yenni and Marshal Salvador Lentini. Board appointees are Harold Kytle, city attorney, Rene Harris, city engineer and Andrew Hoffman, accountant and bookkeeper.

We are all enthusiastic and whole-hearted in our faith in Kenner's future. We know that much remains to be done and we plan, with the help of Kenner citizens, to do it. And do it right.

Kenner city officials and administrative staff are shown in council chamber. L to r, seated, Alderman Lebo Mancuso; Marshal Salvador J. Lentini; Alderman Joseph S. Yenni; Mayor Edward J. D'Gerolamo, Aldermen Ray S. Dupepe, Michael J. "Mike" Damiano and Anthony J. "Muss" Bertolino. Standing (l to r) Andrew C. Hoffman, Secretary-Treasurer; Harold E. Kytle, city attorney; Mrs. Amelie Trepagnier; Mrs. Carrie Louvier; Mrs. John Morales; Mrs. Frances Post; Mrs. Barbara Varnes; Mrs. Joan Hebert; Mrs. Hilda Clement, secretary to mayor and council; Vincent Franzone, director of regulatory board; Roy Cartier, city engineer and Edward Johnson, bookkeeper. Pictures on wall are of William Kenner and Mary Minor Kenner.



Three of recreation department's 110 adult ceramics students are shown here. Left to right, Mrs. Joel Growden, Mrs. Jane Ellison and Mrs. Joyce Young.

**Population,
and
residential
development
jump as
construction
booms.**



Interstate highway 10 overpass at Williams Blvd. in Kenner is shown here.



Kenner's modern Sewerage Treatment Plant No. 1 opened April 8, 1965 at 1901 24th St. just off Williams Blvd. Construction on a second plant to serve District No. 2 will begin in 1968.



HARAHAN

This wide-awake suburban community, known as Jefferson's "City of Homes", continues its amazing growth and progress

By Mayor Freddie A. Wilcox

Salary raises and civil service status for all employees, a new 200 home subdivision and "cleanest city award"—that's part of the 1966-67 progress story in Harahan.

The 15 per cent pay hike comes from an increased operating budget for 1967 of \$276,283, up \$67,283 from last year. Base pay for marshal's deputies was also increased last year.

Civil service, which was approved eight years ago but never implemented, was put into effect by a newly appointed five-man citizens commission.

With 3200 residential units now, our newest subdivision, River Oaks Park, will add 200 other new home sites.

Harahan was one of two Jefferson cities winning a "cleanest city" award in 1967 from the Louisiana Garden Club Federation. Helping the city earn the honor was an arrangement with a private garbage hauler to pick up trash as an additional service to residents.

The city's first law enforcement training program—an intensive five week course—was held by Marshal George R. Picone for the 10-man police force and eleven auxiliary deputies. Instructors came from the sheriff's office, state police and FBI.

All police and fire vehicles are now tied into a two way 24 hour central communications system.

The property owner's petition program to blacktop 15 miles of streets is now 80 per cent complete.

Twenty-two new mercury vapor lights were installed on Genes street as part of a gradual replacement of incandescent street lamps.

Beautification Efforts

Harahan's garden clubs planted trees and flowers and businessmen donated litter barrels as part of the city's continuing beautification program. The maintenance department assigns one

employee each day to keep city property well groomed and litter free.

A share-the-cost program to cover unsightly ditches with property owners paying for culverts which the city installs, is helping to promote the city's beautification efforts.

Bond issue drainage improvements for Harahan include:

84" to 96" culverts installed and Lauricella ditch covered from 6th street to Mazoue ditch.

Banks of the Mazoue ditch and Soniat Canal will be strengthened with sheet pile on a concrete foundation.

96" culverts installed and Harahan ditch covered to improve drainage flow into the Soniat Canal.

54" culverts installed and Woodward ditch covered.

Repairs were made to Pumping Station No. 6 at a cost of \$8,000 to shore up the building which was sinking.

Plans For Gym Prepared

Plans for a proposed gymnasium on Soniat Playground have been prepared. Included are a basketball court, four meeting rooms, a stage and 500 retractable seats.

Early this year, a \$275,000 apartment structure opened just off Jefferson hwy., next to the new Colonial Manor Shopping Center.

With private patios and balconies, the 48 garden type apartments are built around a courtyard which features a swimming pool, recreation center, outdoor play areas and laundry room.

As new businesses and more homeowners move to Harahan, population is over 13,000 and growing!

The mayor, the marshal and board of aldermen are committed to keeping Jefferson's City of Homes a progressive, wide-awake suburban community.



Harahan city officials and office staff (seated l. to r.) Fred J. Barocco, Alderman; Freddie Wilcox, Mayor; Lillian Bourg, Clerk; Louise Bonnacaze, Mayor's secretary and Frances Godbold, Clerk. Standing (l. to r.) Alderman Maurice P. Bowler, Mayor pro-tem Clinton C. Cressione; J. Hugh Martin, City Attorney; Aldermen Alton L. Bourg and Al Barousse; Marshal George R. Picone.

Here's the interior courtyard of Colonial Manor, Harahan's newest luxury apartment complex, at 7373 Jefferson Highway.

Pursuit of Excellence in Education

Implementation of a five year improvement program, elimination of a six year \$1 million deficit plus salary increases for teachers and other school board personnel—these were some of the outstanding achievements of the Jefferson Parish School Board in 1966 and 1967. Faced with a 1966-67 record enrollment of 50,000 (doubled in ten years) a deficit of \$1,021,497.51 (since 1960-61) and the need for pay raises for all employees to keep Jefferson competitive—the Board took swift and effective action.

A half cent sales tax increase was proposed, won voter approval on May 3, 1966, and became effective July 1, 1966. This doubled the Board's share of sales tax revenues and added \$2,792,834.47 the first year for salaries and maintenance. (The other "half-cent," voted in 1956, is limited to new construction.)

Another boost came from the Board's successful fight to change the distribution of state education funds from a previous year enrollment basis to the current year. (A sizeable savings was realized when enrollment jumped from 50,000 in 1966-67 to 55,000 in 1967-68.)

Add to this the \$20 million from a 1964 bond issue for construction and renovation plus continuing efforts to get federal funds for educational programs and materials and you get a bright financial picture for Jefferson schools.

Teachers' Salaries Increased

Teachers' salaries were increased immediately following passage of

the 1966 sales tax. Two more increases followed, the most recent on March 22, 1967. Salary hikes went also to school bus operators, secretaries, maintenance and lunchroom personnel.

Board members have pledged further increases as soon as financing is available.

Elimination of the \$1 million deficit came four years sooner than expected. This was reflected in the 1966-67 fiscal year financial report which showed a "plus" operating balance of \$19,601.72.

Another significant sign of progress under a dedicated Jefferson Parish School Board is the fact that two phases of the five year improvement program have already been completed.

Nine new elementary schools and a junior high school have been built with 1956 sales tax revenues and 1964 bond issue funds. Two additional junior high schools and two senior high schools are under construction. Extensive additions and renovations were effected at 60 existing schools.

As a result of these projects, 526 classrooms will have been added when all work is completed. In addition, the building and renovation program provided 8 libraries, 6 cafeterias, 10 kitchens, 5 science laboratories, a gymnasium, black-topping for 57 school yards, 24 on-premises janitor's cottages, roof and sewerage repairs, and fencing and lesser repairs.

Hurricane Betsy in 1965 had a dire effect on the Board's building pro-

gram. In addition to forcing renovation and repair of structures damaged by the storm, Betsy spiraled construction costs upward as demands for labor and building materials soared to new levels.

While new schools were being constructed and renovations and repairs made to existing structures, other important changes were being effected as a part of the five-year long-range improvement plan.

Teachers Better Qualified

A higher percentage of the teachers employed were fully qualified for the academic subjects they were to teach as well as fully certified for the positions to which they were assigned.

Slowly, the number of classroom teachers with master's degrees began to increase.

More men teachers were employed to teach in the upper elementary grades.

In-service training programs, course offerings, seminars and workshops made possible a continuous improvement in teacher competencies. New educational developments and methods were introduced to Jefferson parish teachers in the in-service training program.

A comprehensive evaluative study of the administrative organization and instructional program for all grades was initiated. Additional administrative personnel were appointed to work with classroom teachers at all levels and in many subject matter areas.

Improvements in the curriculum were continuous and "course offer-

ings were designed to challenge the ability and potentiality of the slow learner, the average learner, and the fast learner—for every child at every grade level,” as provided in the five-year program.

A greatly expanded special education program to meet the total needs of all pupils was initiated. Additional counsellors and guidance personnel assisted students in making the right vocational and avocational choices and some counselling assistance was made available to elementary students. An accelerated and enriched instructional program was made available for the gifted child.

The testing program, initiated originally in the first six grades, was greatly expanded at all grade levels. The music program in the schools was enlarged and a full-time consultant in Music was assigned. A consultant in English was employed. In addition to supervisors at the elementary level, supervisors and consultants in subject matter fields have also been appointed.

Major progress and accomplishment was made in school libraries. Increased expenditures of funds for books and periodicals resulted in all libraries meeting the standards set by the Southern Association of Colleges and Schools.

Satellite Complexes Proposed

Recognizing the need for occupational-vocational-technical courses in the secondary schools, school administrators initiated the beginnings of such a program. It was hoped that the program would be climaxed



G. ROBERT MURPHY, Districts 1 and 2, School Board President, 1967. Resides at 1500 Thomas Street, Gretna. Was President in 1964 and Vice-President in 1965. Murphy is a member of the Rotary Club, the Chamber of Commerce and the Small Business Association. He owns and operates a chain of dry cleaning businesses.



DR. ALFRED T. LITTLE is Superintendent of Schools and Secretary of the School Board. He received his B. S. and M. S. degrees from East Texas University and his Doctorate in Education from the University of Texas. A member of Phi Delta Kappa, the American Association of School Administrators and the National Education Association, Dr. Little is listed in Who's Who in American Education.



GEORGE C. GIBSON, District 4, School Board Vice-President, 1967. Resides at 4620 Cleveland Place, Metairie. Gibson also served as a member of the Executive Committee. He is a staff attorney for Pan-American Petroleum Corporation. Civic activities include membership in the Masons, the Public Affairs Research Council and the Jefferson Parish Chapter of the LSU Alumni Association, of which he is a past president.



J. KENNETH LEITHMAN, District 1, Chairman of the Budget Committee, 1967. Resides at 50 Smithway Drive, Gretna. Served as Vice-President in 1966. Leithman has been active in many civic organizations and received the Lion of the Year award. Served as President of the Metropolitan Track and Field Officials Association and President of the West Bank Independent Insurance Agencies Association. He is owner of the General Insurance Agency.



ELMO BERGERON, District 2, member of the Executive Committee, 1967. Resides at 2601 Cardinal Place, Marrero. Included in his civic activities are memberships in the American Legion and the Marrero Lion's Club. He has been office manager for the Hunt Tool Company for the past 15 years.



PAUL F. DASTUGUE, District 3, member of the Budget Committee, 1967. Resides at 421 Central Avenue in East Jefferson. Dastugue is a past President of the Jefferson Young Men's Business Club, the State Association of Young Men's Business Clubs and the Tulane Business Alumni. Won numerous honors while a student at Tulane. He is owner of Medallion Realty, Inc.



PAUL M. POPE, JR., Districts 3 and 4, Chairman of the Building Committee, 1967. Resides at 211 Magnolia Drive, Metairie. Was Chairman of the Building Committee for three years. Pope has been active in the Parent-Teacher Association, Family Service Society, the Community Welfare Council of Jefferson Parish and served as a "loaned executive" in the 1967 United Fund campaign. He is past President of the Petroleum Landmen's Association of New Orleans and First Vice-President of the American Association of Petroleum Landmen. Pope is Senior Staff Landman for Humble Oil and Refining Company.



LEON E. SONIAT, JR., Districts 3 and 4, Chairman of the Executive Committee, 1967. Resides at 2007 Metairie Court, Metairie. Was President of the Board in 1965. Soniat has served as past President of the Toastmaster's Club and is a member of the Lions Club and Kiwanis Club. Active in radio and television for 16 years, he is now an underwriter for the New York Life Insurance Company.

STATISTICS ON EDUCATION IN JEFFERSON

1957-58 through 1966-67

School Year	Registration	Average Daily Membership	Number of Teachers	High School Graduates	Average Teacher Salary	Average Operational Cost Per Pupil in ADM
1957-58	28,474	27,333.0	892	708	\$3,936.52	\$179.48
1958-59	30,478	29,299.4	965	766	4,044.67	188.35
1959-60	32,817	31,801.7	1100	944	4,234.93	209.70
1960-61	35,459	34,358.9	1189	1031	4,611.21	216.75
1961-62	38,674	37,258.2	1310	1134	4,612.71	221.39
1962-63	43,494	41,838.6	1512	1192	4,527.57	224.10
1963-64	46,067	44,293.4	1632	1652	4,679.99	233.54
1964-65	48,298	46,148.1	1764	1842	4,969.00	263.60
1965-66	50,323	47,133.3	1928	1903	5,606.40	296.92
1966-67	52,585	49,807.0	2080	2047	6,513.02	352.29
1967-68	56,255 (a)	55,586 (b)	2309	—	7,378.92	411.85 (c)

(a) Membership plus losses of first twenty days

(b) Total membership as of September 27, 1967

(c) Average Operational Cost Per Pupil in Registration

55,000 in 1967 / More in 1968



PAUL J. HUBBELL
Assistant Superintendent
for Instruction



PETER C. BERTUCCI
Assistant Superintendent
for Business



JOHN J. MAXWELL
School Board Attorney

with the inclusion of this study area in two satellite high school complexes proposed in the \$25 million school construction bond issue of December 16, 1967.

A continuous review of the academic program has resulted in curriculum revision and innovation, keeping pace with the ever-changing role of education. Experimental studies in team teaching, individual learning, programmed learning and other aspects of the new technology in education and learning are continuing in the schools.

Teaching equipment and supplies necessary for an outstanding educational program are being provided at all schools. Attempts are being made constantly to provide fully for effective teaching in science, business, mathematics, homemaking, shop, music, band, foreign language,

linguistics, English and reading. In addition to newly published teaching materials, modern visual aids and electronic equipment have been provided many of the schools.

The three senior high schools and three of the junior high schools have been accredited by the Southern Association of Colleges and Schools. A continuing program to maintain accreditation of the senior high schools and to seek accreditation of other junior high schools was initiated.

Board Leadership Outstanding

Dedicated leadership in school planning and administration is provided by a seven-man School Board and Dr. Alfred T. Little, superintendent of schools.

Serving as President during 1967 was G. Robert Murphy, of Gretna. He previously served as President

in 1964, as Vice-President in 1965, and during 1965 and 1966 was Chairman of the Budget Committee. He is a member of the Rotary Club, the Chamber of Commerce and the Small Business Association. George C. Gibson, of Metairie, served as Vice-President of the Board and was a member of the Executive Committee. He is a staff attorney for Pan-American Petroleum Corporation, a member of the Masons, the Public Affairs Research Council, and the Jefferson Parish Chapter of the LSU Alumni Association.

J. Kenneth Leithman, of Gretna, served as Chairman of the Budget Committee. He is owner of the General Insurance Agency and has served as President of the West Bank Independent Insurance Agencies Association and the Metropolitan New Orleans Track and Field Association.

Paul M. Pope, Jr., of Metairie, has served as Chairman of the Building Committee, an important post in the major construction program of the past few years. He is Senior Staff Landman with the Humble Oil and Refining Company. He has been President of the Petroleum Landmen's Association of New Orleans and first Vice-President of the American Association of Petroleum Landmen. He has been active in the Parent-Teachers Association, the Family Service Society, the Community Welfare Council of Jefferson Parish, and served as a loaned executive in the 1967 United Fund campaign.

NUMBER OF PUBLIC HIGH SCHOOL GRADUATES

Session 1957-58 through Session 1966-67

SESSION	WHITE			NEGRO		
	Boys	Girls	Total	Boys	Girls	Total
1957-58	229	354	583	23	32	55
1958-59	277	416	693	35	38	73
1959-60	344	495	839	40	65	105
1960-61	393	524	917	43	71	114
1961-62	453	568	1021	45	68	113
1962-63	476	591	1067	61	64	125
1963-64	666	820	1486	62	104	166
1964-65	685	983	1668	80	94	174
1965-66	752	884	1636	109	158	267
1966-67	744	988	1732	134	181	315

Continued on page 99

Some New Parish Schools



The new Benjamin Banneker elementary school in Kenner



Central library at Rudolph Matas



Science in the primary grades at the new Phoebe Hearst elementary school



The New Catherine Strehle elementary school in Avondale

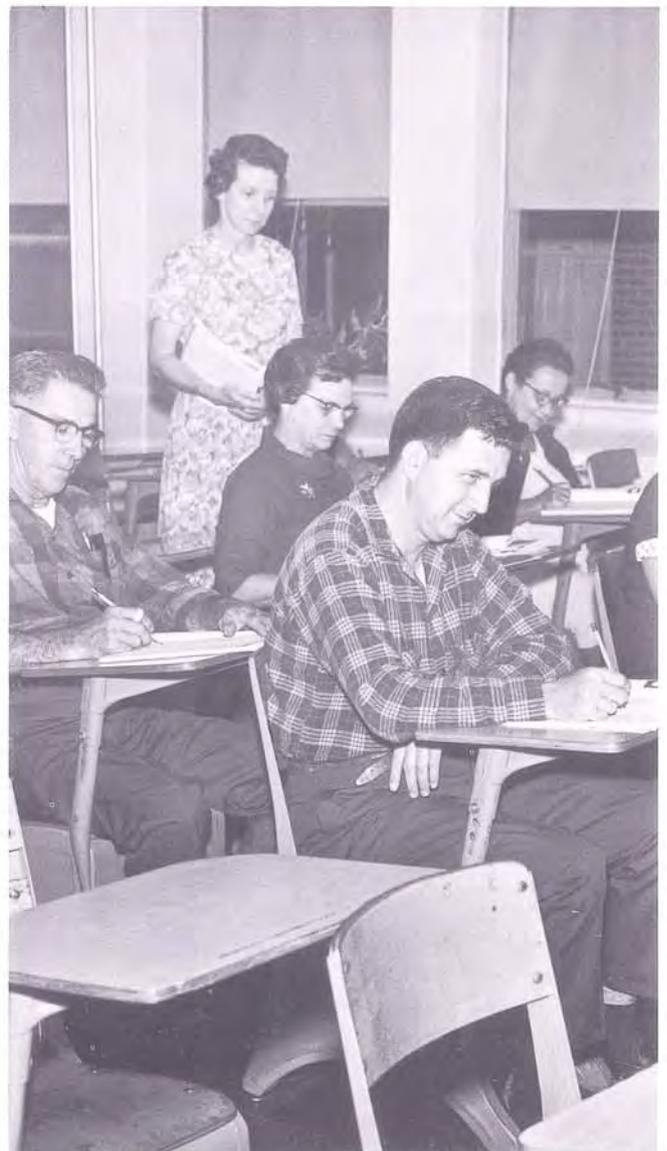
Jefferson Parish's Pursuit of Excellence in Education . . .



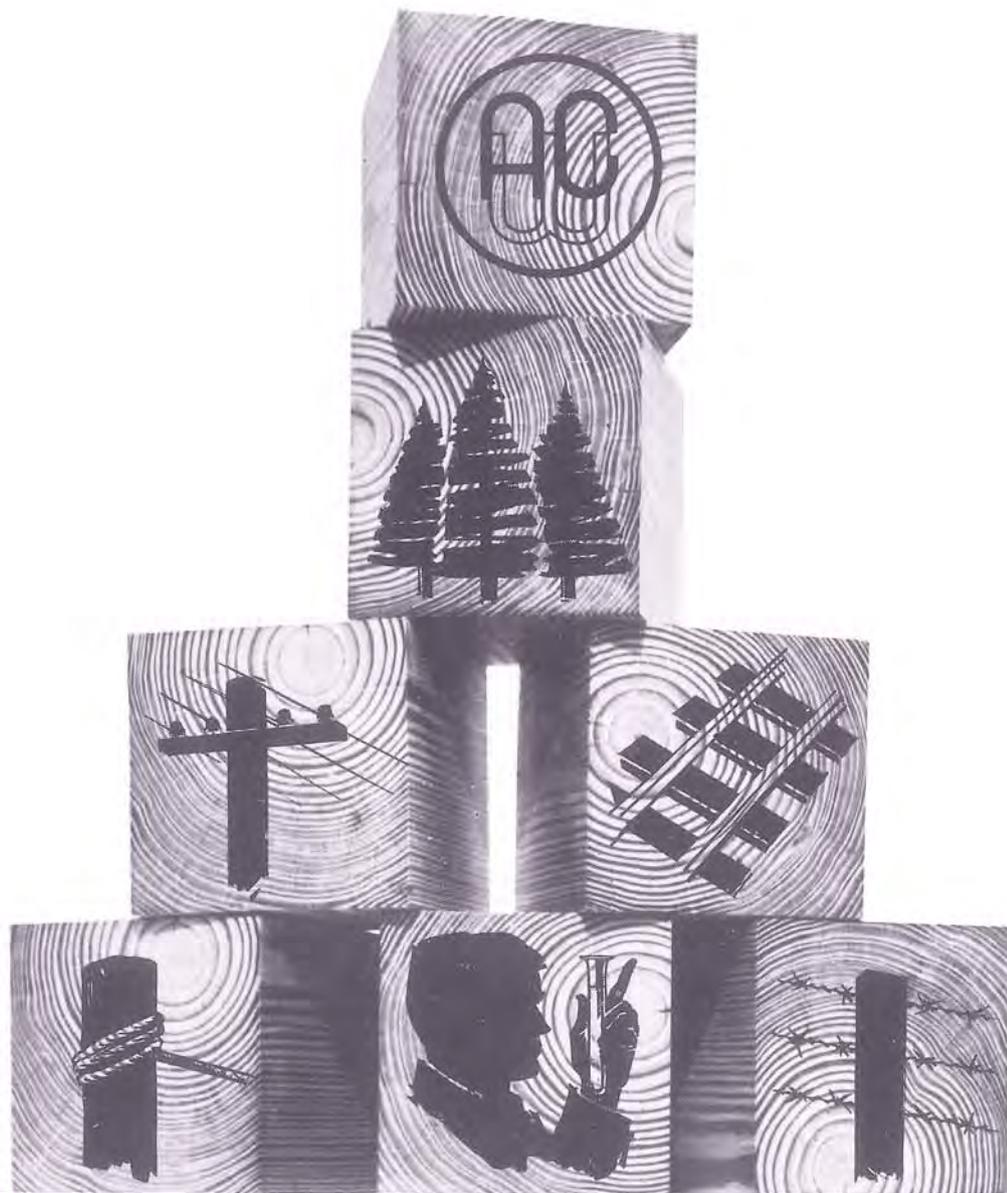
. . . begins with first graders such as these at Phoebe Hearst elementary school



and these second graders at Vic A. Pitre elementary school



. . . and continues for some 2000 adults in the adult education program.



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P. O. Box 751
904 438-4629

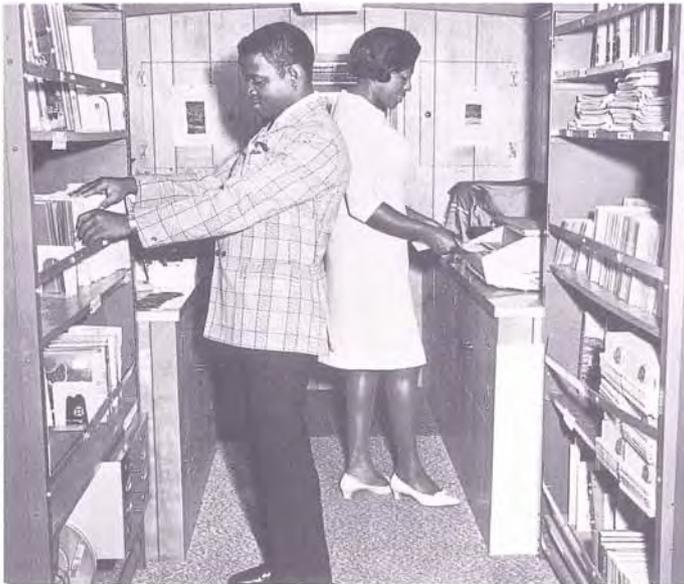
Jackson, Tenn.
(Zip 38301)
P. O. Box 1444
901 427-8516

Houston, Tex.
(Zip 77019)
P. O. Box 13378
713 524-7957

Chicago, Ill.
(Zip 60022)
P. O. Box 8, Glencoe, Ill.
312 835-0608



Modern teaching aids are utilized in effective instruction in parish schools



Workers process books for distribution from the Materials Center (Federal) in Gretna

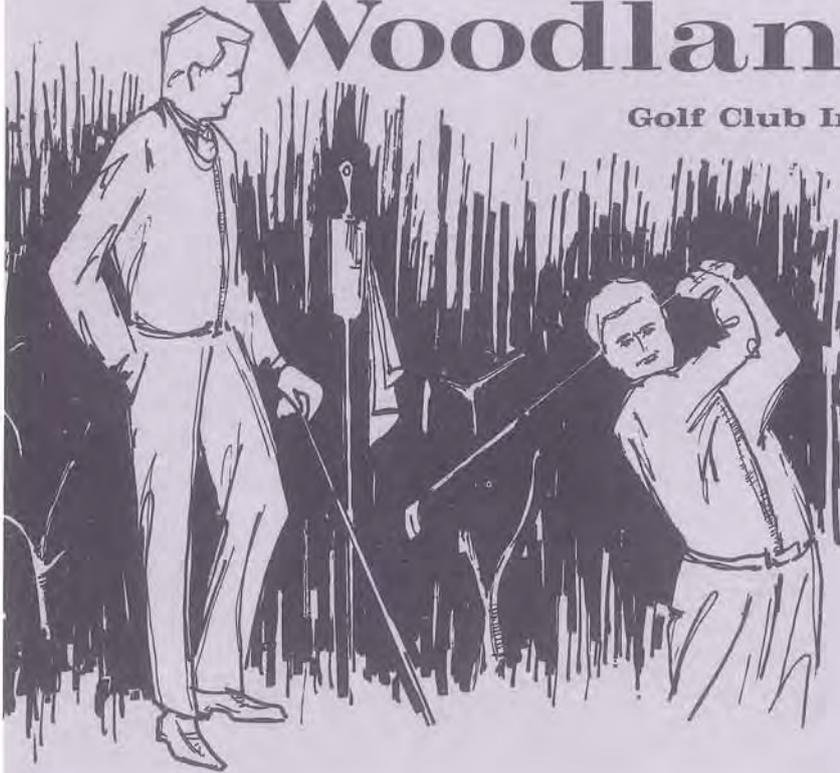
Itinerant master teachers travel throughout parish in mobile units complete with teachers materials.



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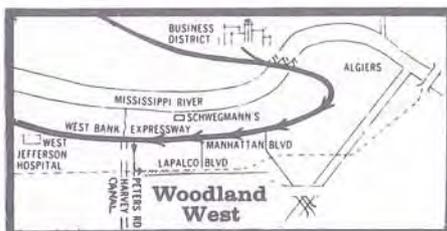
premises, so convenient for both the parents and children. Two church sites have been recently sold. One church will also construct a new school. THREE LARGE SHOPPING CENTERS are near Woodland West for shopping convenience.

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

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EMPHASIS ON SCIENCE . . .

An honors class in biology at West Jefferson senior high school (right)

A science class at Stella E. Worley junior school (center, right)

A physical science class at Marrero junior high school (bottom, right)

. . . and a physical science class at all-girls Riverdale senior high school



"Music is well said to be the speech of angels"—CARLYLE—Essays



The newly organized band at John Quincy Adams junior high school . . .

and the elementary school band at Phoebe Hearst



PUPIL SERVICES



Counselling of students at East Jefferson senior high school.



A Speech therapist works with pupils at Marrero junior high school.



Classes for exceptional children (above and right) are part of an expanding special education program in Jefferson schools, recognizing the need for providing an educational program for all parish children.





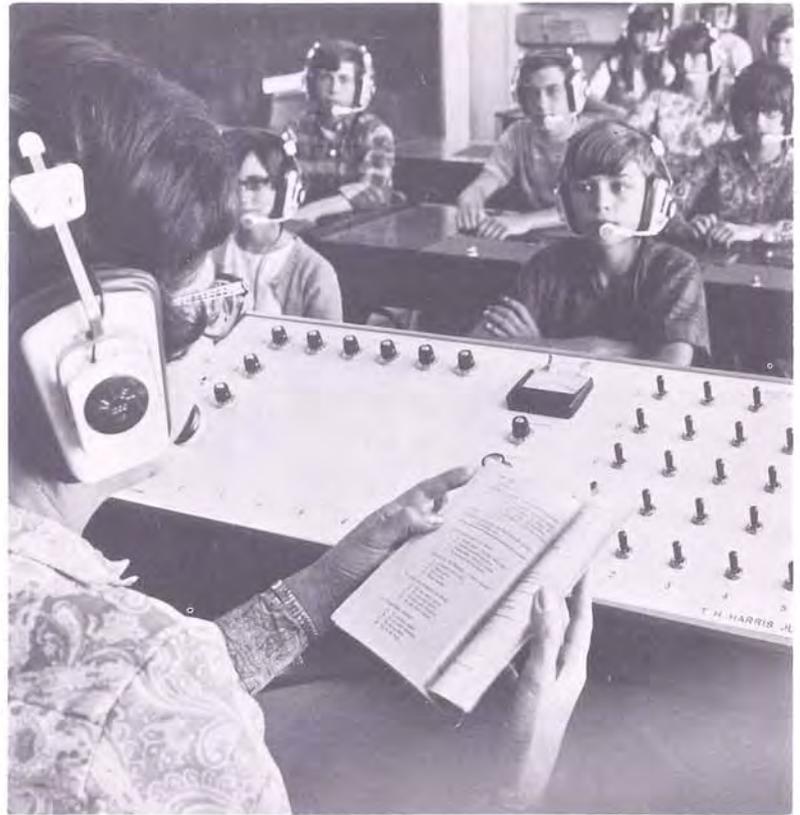
Mrs. Velma Kemp, principal, and Miss Angela D'Geralamo, food services supervisor, (right) with home economics staff at Riverdale senior high school. This school has one of the outstanding home economics programs in the State.



Junior high school students learn to sew in home economics class at Worley junior high school.

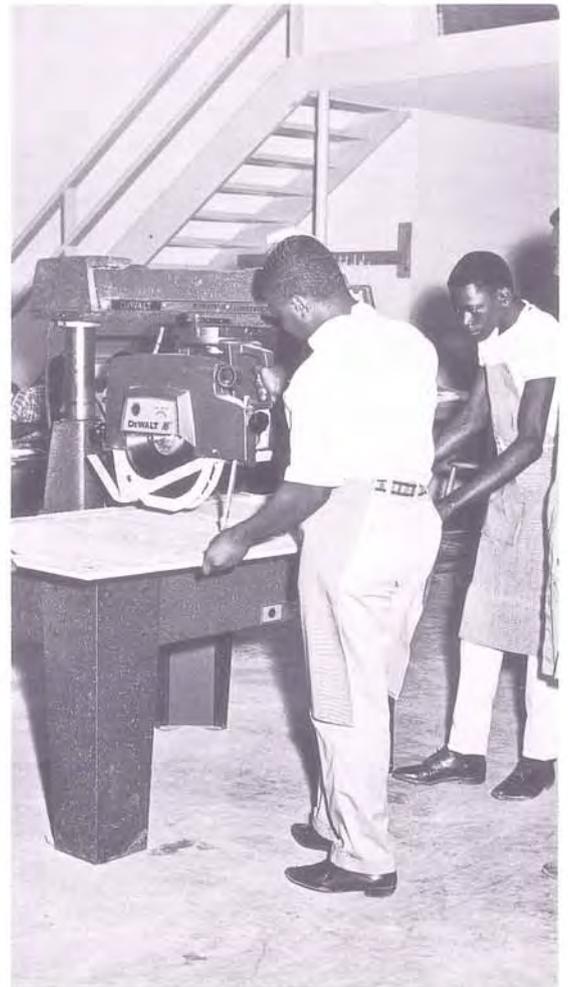


Students learn typing in the business education program at Riverdale senior high school.



Jefferson students view Repertory Theatre productions, enjoying "living" theater (left). T. H. Harris junior high school students learn a foreign language in a well-equipped laboratory (top).

Students at Lincoln senior high school (right) learn to operate equipment in the new vocational building (below) provided by Title I Federal funds.



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"Doing what comes naturally"



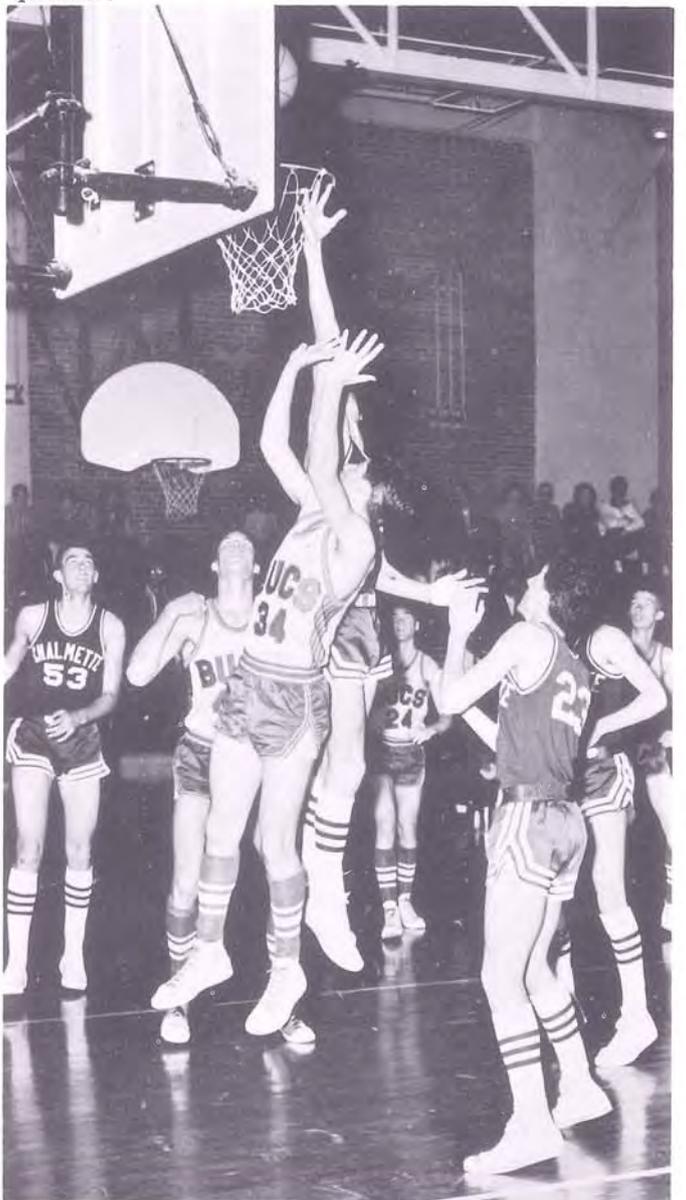
Girls learn football rules to better understand the game as a spectator.



. . . Reaching for a little "real estate"



It's the start that really counts . . .



Stretching for a two-pointer



Members of the school system's data processing staff work with the new IBM 1401 (above), which was installed in September. Staff members of the data processing center work at other equipment (right).



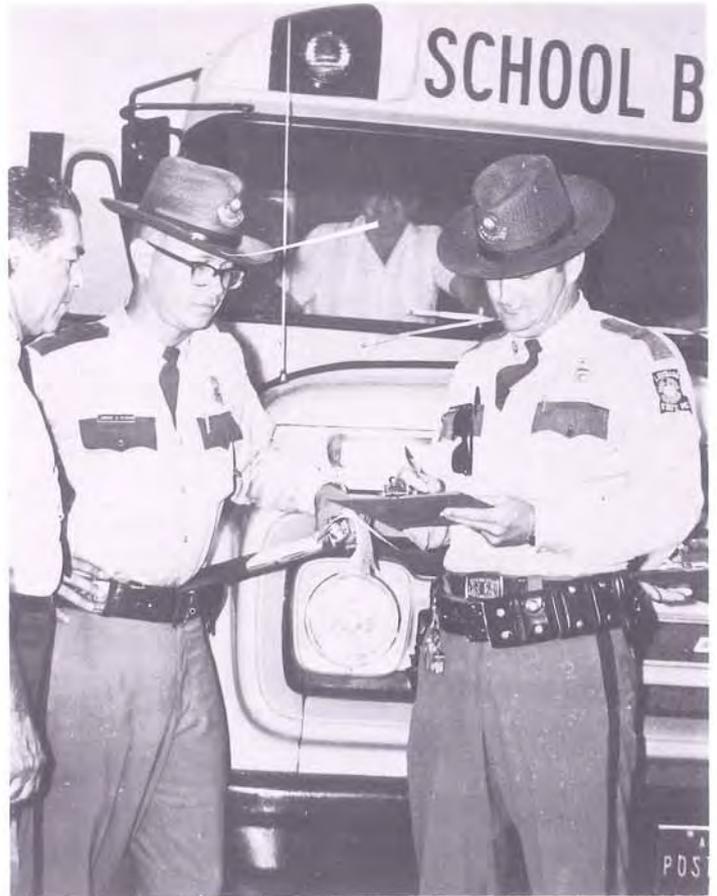
Maintenance and supply are two major operations in the school system. A custodian utilizes new time-saving equipment (left) in one of the high schools. The fleet of school delivery trucks (bottom) disseminates teaching materials and supplies to 69 schools from the central warehouse.



***Transportation and the lunch program
—major operations***

State recognition has been accorded the safe and efficient bus operation in the school system. Buses are inspected annually (right) by State Police. Some 46,000 pupils are transported daily.

Another major school operation is the lunchroom program. Thousands of pupils are fed daily in a rapidly-improving program at the schools.



Schools

Continued from page 85

Leon E. Soniat, Jr., of Metairie, served as a member of the Executive Committee during 1967 and was President of the Board during 1965. Presently an underwriter for the New York Life Insurance Company, he worked in radio and television for 16 years. He has served as President of the Toastmasters' Club and is a member of the Lions Club and the Kiwanis Club.

Paul F. Dastugue, of the Jefferson area, has been a Board member for the past five years. Owner of Medalion Realty, Inc., he has served as President of the Jefferson Young Men's Business Club, the Tulane Business Alumni organization and the State Association of Young Men's Business Clubs.

Elmo Bergeron, of Marrero, who has served as a member of the Executive Committee, is office manager of the Hunt Tool Company. He is a member of the American Legion and the Marrero Lions Club.

John J. Maxwell, of Metairie, serves the Board as attorney.

New Superintendent Appointed
Dr. Alfred T. Little was appointed Superintendent of Schools in May, 1965. He received his B. S. and M. S. degrees from East Texas University and his doctorate from the University of Texas. His appointment followed a successful career as an educator and Superintendent in his native state of Texas. Dr. Little is listed in Who's Who in American Education and is a member of Phi Delta Kappa, the American Association of School Administrators and the National Education Association.

Paul J. Hubbell is Assistant Superintendent for Instruction and Peter C. Bertucci is Assistant Superintendent for Business. Both are longtime members of the administrative staff. Under the leadership and planning of Dr. Little, assistant superintendents and members of the central office staff, improvements in the over-all educational program have been effected. In addition to attempts to seek accreditation of some schools by the Southern Association of Colleges and Schools, many changes were made following recommendations of the "One Hundred Man Curriculum Study Committee" appointed by State Superintendent of Education William J. Dodd in 1965.

Expanded guidance services, including limited services at the elemen-

tary level, increased testing programs, centralized elementary school libraries, remedial and enrichment offerings, provision of new and improved teaching aids, utilization of consultants in workshops and in-service education programs to assist teachers, expansion and improvement of reading, mathematics, social studies and other academic areas, expansion of programs for exceptional children, establishment of pilot programs in innovations in education, experimentation with team teaching and addition of supervisory personnel are all pursuant to recommendations of the State Committee.

Excellence in Education Is Goal

"Pursuit of Excellence in Education" has been more than just a slogan for the Jefferson Parish school system. Its meaning has permeated into all facets of the overall educational program, from planning of school buildings to the teacher in the classroom.

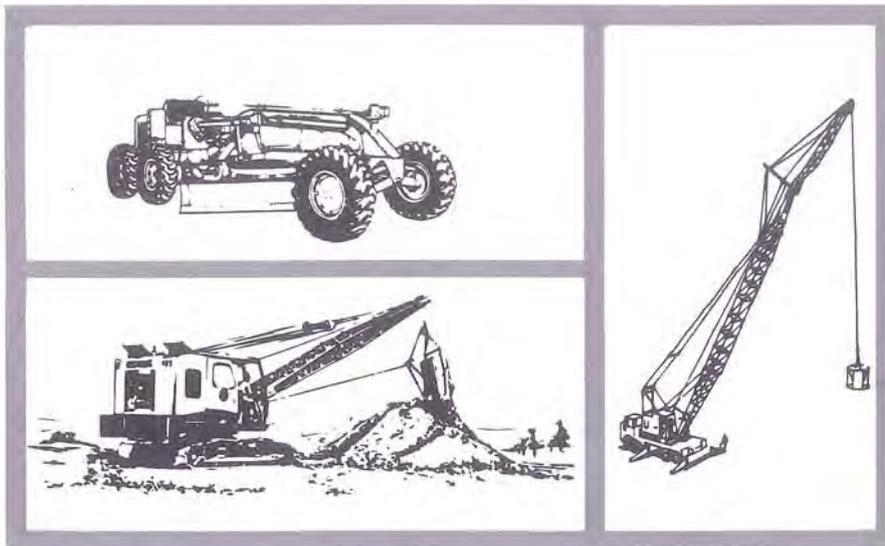
Every possible effort is being made to employ certified degree teachers and a recruitment campaign to attract such teachers is continuing. The ultimate goal, of course, is to have each school staffed with qualified teachers. Increases in the salary schedule have been added to the assets of climate, location, and educational opportunity as incentives for the beginning teachers to select Jefferson Parish and its schools. Board members have pledged additional increases as funds become available.

Newly-appointed principals and assistant principals participate in an administrative internship program at Tulane University, providing additional preparation for educational leadership.

Coordination of Federal programs with the over-all school curriculum is the responsibility of a Supervisor of Special Projects, under the direction of the Assistant Superintendent for Instruction. The school system participates in Federal programs provided under Public Law 815-874, Impacted Area Funds, Titles I, II, III, IV, V, and VI of the Elementary and Secondary Education Act of 1965, the National Defense Education Act and Head Start.

An expanding program of special education to meet the needs of exceptional children resulted in the opening in 1967 of a third school, Waggaman, to augment programs conducted at Boulevard and Lakeside. Special education classes were also conducted at seven schools.





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Thirty-one classes for the educable mentally retarded were organized, 15 classes for slow learners, 4 classes for the physically handicapped, 2 classes for pupils with learning disabilities, 2 adjustment classes, and a class for the deaf and/or severe hard of hearing.

Pupils were certified for all special classes by an evaluation team of the Special Education Department at LSU in New Orleans.

Speech Therapy Provided

Pupils enrolled in the classes for exceptional children last fall totaled 581 and 11 speech therapists were employed to provide for the needs of 1125 students.

With a total enrollment of more than 55,000 students in Jefferson Parish schools and thousands more in parochial and private schools, transportation of pupils is a major problem. Jefferson's two Directors of Transportation were recognized by State officials for their exceptional handling of daily transportation for some 46,000 pupils in 284 buses. Recognizing the need for additional supervision and assistance for teachers at all levels and in subject matter areas in parish schools, a consultant in Music and a consultant in English were added to a growing staff under the direction of the Assistant Superintendent for Instruction. Supervision of a health and physical education program and a growing adult education program were already provided. Some 2000 adults participated in the program initiated in the fall of 1967.

A major operation of the school system was the receipt and disbursement of materials of instruction from a central depository directed by the Supervisor of Materials of Instruction.

Participate in Theatre Project

One of the most interesting additions to the secondary school curriculum in 1966-67 was Jefferson's participation in an "Educational Laboratory Theatre Project." Largely financed by a federal grant, it gives more than 10,000 tenth, eleventh, and twelfth grade students the opportunity to see live theatre. Four different plays of importance in dramatic literature are performed by Repertory Theatre, New Orleans. Funds come from the National Endowment for the Arts and Titles III and IV of the Elementary and Secondary Education Act of 1965, administered by the United States Office of Education.

During the academic year 1966-67, students saw *Charley's Aunt*, *Romeo and Juliet*, *Our Town*, and *The Rivals*. Plays to be presented during

1967-68 included *The Crucible*, *A Midsummer Night's Dream*, *Saint Joan*, and *Tartuffe*. All students receive free "pocketbook" editions of the plays in advance and teaching guides. In addition, theatre workshop sessions are held for all speech and drama students to provide them with a greater in-depth study of theatre as a performing art. Art students attend art workshops to introduce set and costume design as an area of concentration, and school newspaper editors participate in press conferences. Visits to the schools by members of the theatre company provide additional insight and enrichment.

Purpose of Repertory Theatre is to introduce living theatre to secondary school students as an enjoyable experience. Sponsors hope this in-depth involvement with drama will activate a potential adult audience. The study of dramatic literature is part of every high school curriculum. Yet drama must be experienced in a theatre, not just read in a classroom. It is the focus of this project to provide both types of experience. Through participation in the project, students are developing a greater interest in all kinds of literature as well as the performing arts.

Add Data Processing Equipment

Highlighting the business operation of the schools during 1967 was the introduction of a 1401 IBM data processor. Utilization of the "more sophisticated" equipment, utilizing discs, was expected to make possible varied implementations for payroll, record-keeping, pupil census and statistical studies. Many phases of the system's business operations were being adapted during 1967 to take advantage of the capabilities of the new IBM 1401.

Employment of an Internal Auditor, reporting directly to the Superintendent, was expected to result in updating of accounting practices and procedures and improved maintenance of financial records at the individual schools.

Labor cost increases, higher food prices including milk, decrease in government commodities and an ever increasing number of schools multiplied the problems of the Supervisor of Food Services. Charges for pupil and teacher meals were increased to avert continuation of a deficit operation. Training programs for lunchroom managers and employees and some centralized purchasing were instituted as a means of improving the over-all food services operation. Installation of modern and efficient kitchen

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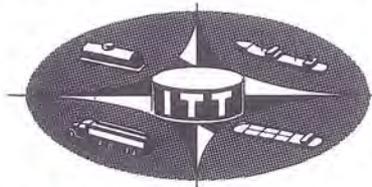
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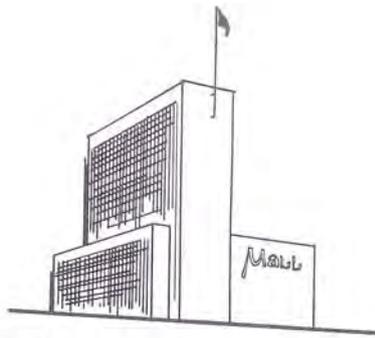
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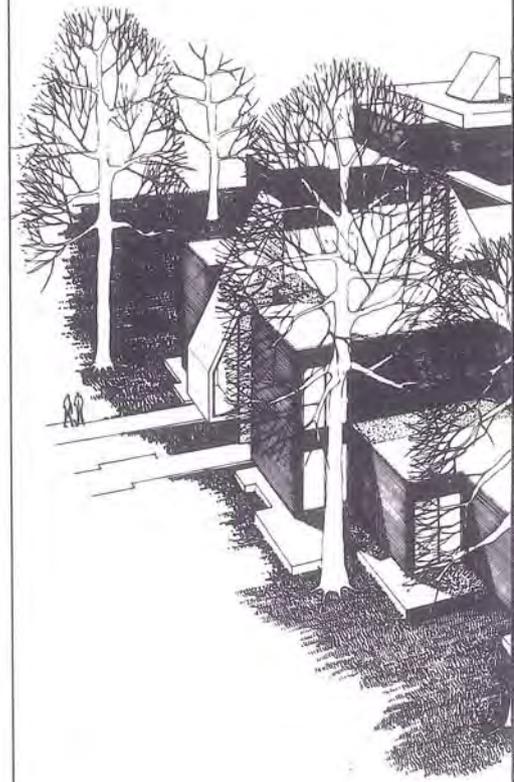




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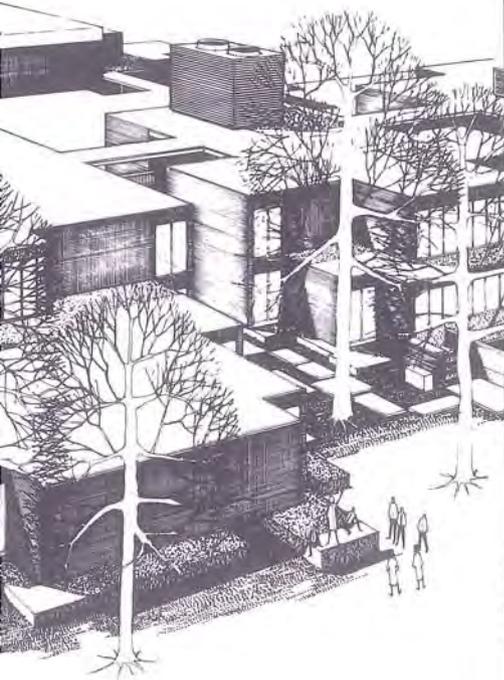
equipment in new schools, renovation of facilities in older schools, and an effective training program, were expected to effect marked improvement in the program.

Successful passage of the \$20 million school construction bond issue in 1964, availability of funds for capital improvements from the half-cent sales tax, and wide-spread damage by Hurricane Betsy increased activities and responsibilities of the Director of Planning and Construction and his staff. A detailed listing of new construction and major renovations is provided elsewhere.

School Bond Issue Is Proposed

However, it is hoped that successful passage of a \$25 million school construction bond issue December 16 will enable school officials to initiate the second phase of its program to provide excellent facilities for the anticipated increase of 17,000 to 20,000 pupils expected by 1972. Enrollment in the fall of 1967 exceeded 55,000, an increase of more than 10 percent in just one year.

Under construction and scheduled for completion in early 1968 is the Helen Cox junior high school at 2201 Lapalco boulevard in Harvey. The 36 classroom junior high school will be completely air conditioned and will house science laboratories, home-making classrooms, assembly area, administration area, a library, cafeteria and gymnasium.



Priorities established for proposed new educational facilities, if the bond issue is voted favorably, were: 8 elementary schools, 3 junior high schools, 2 senior high satellite complexes, special education facilities, an administrative building, a field house at Riverdale senior high school, and major renovations to Kenner and Metairie junior high schools, to cost approximately \$25.3 million.

School officials were fearful that failure of the bond issue would mean a return to platooning, crowded classrooms, and a general setback in attainment of established goals.

One of the more recent additions to the central office is the division of Research and Publications. Responsibilities of this office include preparation of internal and external publications and accumulation of statistical information for periodic published studies of the operation of the school system. ■

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Southern Bell
shows continued confidence
in the future of Jefferson

Continued confidence in the future of Jefferson Parish has been demonstrated by business and industry during 1967. Southern Bell Telephone Company has expressed their belief in the future of the area—but more than talk, they have spent some \$12 million in new construction and expansion of telephone facilities.

The dollars invested were spent on land, buildings and switching equipment which will be used by residence and business telephone users of the fast growing Parish.

Typical projects include the addition of a central office building and switching equipment to the Riverside Office which is located at 1020 Hancock Street in Gretna. This project cost upward of \$842,000.

In addition to this, a new 8,000-foot specially manufactured submarine cable was placed on the bottom of the Mississippi River connecting the rapidly growing Avondale community to the Harahan Central Office. Completion of this work which cost more than \$66,000 will make available telephone service on an as-needed basis.

Telephone growth has been rapid. As recently as 1956 there were less than



A huge unit of central office equipment is hoisted into the Central Office Building of Southern Bell Telephone Company on Hancock Street in Gretna. The new unit is part of the \$842,000 dial telephone equipment addition.

50,000 telephones in service. By the end of 1966 telephones totaled 140,000 which represents an increase of almost 300%.

On the East Bank a new \$665,000 information center has been completed on Metairie Road. Initially the facility will require 90 operators to provide information service. Ultimately the building will be staffed by 350 operators. This is likely to be in 1968 when long distance calls will be handled from the building.

Southern Bell paid its way as a corporate citizen having paid \$1,192,055 in ad valorem taxes in 1966. This amount is used to help pay for schools, police protection, sanitation and fire protection in the Parish.

Placing telephone wires and cables underground in Jefferson Parish is an attempt to give better service to customers as storms and wind seldom damage telephone facilities that are below ground level.

Southern Bell is growing not only in terms of total telephones, but also in the area of increased personnel. This is evidenced by the new employment office in the Oakwood Shopping Center on the West Bank.

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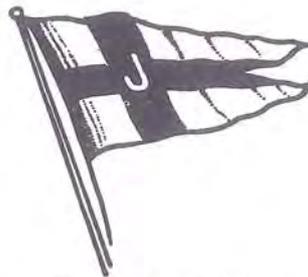
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Lakefront Restaurants

Continued from page 19

Swanson's, like Bruning's, seats 300 but is now owned by Vincent Aiavolasiti and specializes in Italian foods while continuing to feature seafood. It was founded in the twenties by Frank W. Swanson, who traditionally closed during the coldest winter months reopening on Ash Wednesday.

Fitzgerald's was established in 1932 by Maurice Fitzgerald, Sr., who still is active in its operation.

Hale and hearty at 80, he remembers the early days at Bruning's (he married the captain's niece) when trolley loads of Orleanians flocked to Jefferson's West End the year 'round.

Many cheerfully walked the half mile from the end of the line to West End during the summer months for free vaudeville, seafood and drinks.

Crowds were heaviest on Sunday when the state's "blue law" drove thirsty New Orleanians to Jefferson where the law was not strictly enforced.

Resting on pilings in Lake Pontchartrain, Fitzgerald's "galleries" (glass enclosed porches) seat 500 and offer



Oldest shipyard in Jefferson is Tibo Shipyards Inc., which has been in continuous operation on the Harvey Canal since 1933. Known as Harvey Canal Shipyard and Machine Shop until 1952, it was founded by Jesse Tibo and his nephew John. It was under different ownership until 1961 when John and son Ralph resumed operation of the family business. Ralph is now president assisted by his wife Rita. William J. White, Sr. is secretary. The shrimp trawler shown in dry dock is being recaulked before carpenters and steel welders take over to complete "custom job" for which Tibo is known.

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a view of the lake on three sides.

Seafood Specialities Served

Specialities are lobster (flown in from Jamaica and South America), flounder, trout and soft shell crabs, which "originated" in Jefferson. With one exception (fried chicken) only seafood is served.

What does the future look like for Jefferson's seven seafood restaurants on the West End?

It couldn't be brighter.

When the East Jefferson lakefront is reclaimed, these famous eating places will become the "Fisherman's Wharf" of Jefferson luring tourists and natives in even greater numbers to partake of its unparalleled seafood delights.

It makes your mouth water just to think about it. ■



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Captain Johnny

Lakefront Reclamation *Continued from page 23*

Eighty per cent of the saleable land will be residential with the remainder reserved for a cultural center, churches, schools, offices, neighborhood shopping center, a resort complex and an office park. The East Jefferson lakefront development will be a self-liquidating project in two equal phases over a period of 15 years.

Financing from the first phase will come from a \$30 million bond issue which will be presented to voters in a summer 1968 election. Projected first phase development cost is \$77.8 million with revenues estimated at \$125 million. The "profit" realized will finance the second phase. The resulting surplus after all land is sold must, by law, be used within the improvement district (which includes the entire east bank of Jefferson) for drainage, sewerage, etc.

Besides providing more living room in highly desirable surroundings to house part of the expanding population, four vital objectives will be realized from the project:

1. A reinforced concrete seawall will provide greater protection against hurricane tides for the entire east bank and will overlook a scenic lakeshore drive.
2. Development of the full potential of the lake and its shores for recreational purposes to benefit all the people of the parish.
3. Boost the economy of the parish by generating almost \$300 million over a period of 15 years, creating permanent new wealth.
4. Establish a new source of income with a resort and convention complex.

In the first phase, from the present shoreline to one mile into the lake and from the Seventeenth Street Canal to three miles west, homes, apartments, hotels, churches, schools and small estates will reside on landscaped, shaded ground. At the midsection of the first three miles, a finger of water will reach from the marina to a mirror lagoon. And a quarter



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of a mile west, 250 acres of public greensward will buffer Causeway Boulevard from handsome homes which surround an 18-hole golf course.

It will be a community oriented to water sports, and its families will live in the comfortable atmosphere of a year-round resort. Its schools and churches, centralized within four separate neighborhoods, will be walking distance from every home.

Architecture will be diverse and interesting. Along the Seventeenth Street Canal, family apartments unique to this area will put their inhabitants within a few steps of their boats. The units, known as *Maison de L'eau* (townhouses on the water), will rest on piers and include their own slips. From air conditioned apartment to boat to lake will be a matter of minutes.

Immediately to the east of the Marina will be a resort complex of hotels, motels, restaurants and convention facilities, which will draw outside wealth into the parish.

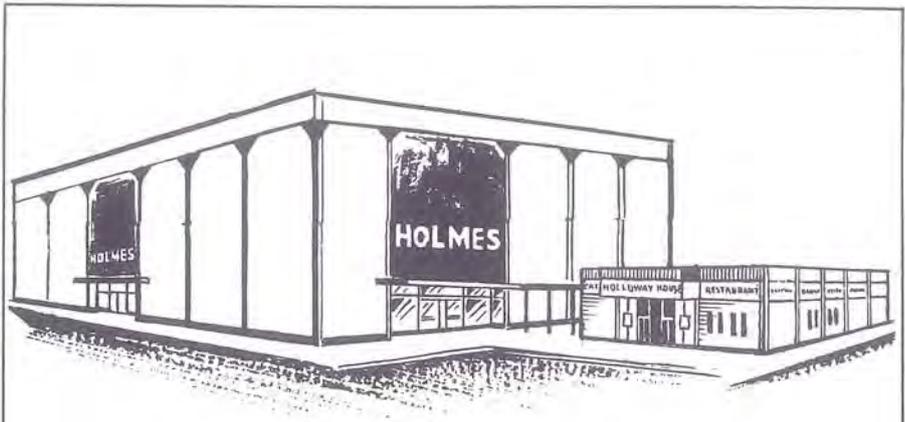
A cultural center, new library, auditorium and theater will stand near the canal which links the marina to the lagoon, providing needed facilities both for the parish and for conventions. In selected, buffered areas, neighborhood shopping and professional centers will provide essential goods and services to residents.

Planning envisions a complete community, self-contained and self-sustaining except for the major means of livelihood, which some residents will earn outside the area.

Although it is divided into four separate neighborhoods, the development will go forward on a continuous basis beginning with the two eastern-most neighborhoods.

Cash flow and the financing of development expenses have been programmed to permit an orderly flow of capital to defray the cost of successive phases of work.

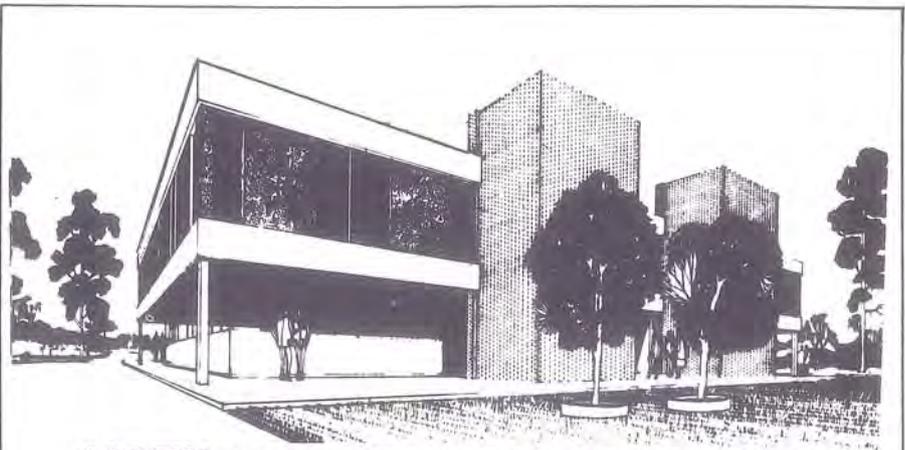
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land will be reclaimed and filled for the first two neighborhoods. Subsequent development and sales in those areas will produce capital necessary to continue reclamation activities for Neighborhoods 3 and 4.

The two easternmost neighborhoods (1 and 2) include, among major items, the marina, resort complex and lots for 1,945 single and multiple family housing units.

The western neighborhoods (3 and 4) include the golf course, cultural center, lagoon and 2,063 single and multiple family lots. Fill will be provided from the lake floor by huge dredges. To reclaim the first three square miles will require almost 90 million cubic yards of fill-enough to raise the entire East Bank of Jefferson Parish two feet.

The new shoreline will be protected against erosion by an artificial beach backed by a reinforced concrete seawall.

All residents will have easy access to the lake through a continuous publicly dedicated park strip along the shoreline with a minimum width of three hundred feet. The water will be reached by stepped seawalls and gently sloping beaches.

A magnificent Lakeshore Drive will stretch out along the waterfront esplanade, ultimately linking itself to the Orleans Parish shorefront boulevard to form the longest scenic route of its kind in the nation. In future years, planners hope the drive will be continued around the lake by other parishes.

The result would be a magnificent and unique waterfront thoroughfare.

In addition to the lakeshore drive, a number of broad access boulevards are planned and pedestrians will be protected by interior access promenades on which motor traffic will be barred.

The first phase of the long-term Jefferson Parish development will provide 6,795 housing units in the four neighborhoods.

Planned as a sequence of neighborhood units, each is designed with its own character and equipped to give residents maximum convenience, safety and aesthetic values.

Each neighborhood will have an elementary school complex next to a large playground, church sites near local shopping centers and will share a modern fire protection station with its adjacent neighborhood.

In the vicinity of the Causeway, a 25 acre Junior High School site and a 49 acre office park are planned.

Each neighborhood unit will be bounded by main boulevards, wide enough to allow traffic to by-pass the neighborhood with four principal "collector" streets within.

An entirely new drainage pumping station, a sewerage treatment plant and four sewage lift stations are planned.

Water in sufficient volume and pressure in excess of anticipated demand is assured. It was built in the East Jefferson Master Fire Protection and Water Plan two years ago.

Design of the power system and distribution system has been guided by a balance of minimum cost with aesthetic benefit. Transmission lines will be installed overhead on streets with right-of-way widths greater than 125 feet to minimize the detrimental effect on community appearance. These will be mounted on pre-fabricated, galvanized steel poles designed to withstand 250 miles per hour winds.

A major reason for lake pollution is that storm water drainage is not treated before it empties into the lake.

Anti-pollution lagoons, nine feet deep, will serve as stabilization ponds to correct this problem.

Construction of a 750 boat marina in the first phase consists of a system of piers and walkways to provide the maximum number of slips. In addition to permanent berths, trailer borne boats will be

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accommodated with convenient launching ramps.

Design of the golf course will combine compactness with frontage for residential lots. Subsurface drainage is planned as well as a network of pipelines to provide watering outlets to each green.

Too many subdivisions throughout the U.S. have a monotonous conformity.

In the lakefront development, lots will not be uniform. Houses will vary from the patio type to individual homes on large lots and apartment blocks.

Planning is designed to satisfy the housing needs of a diversified community, ranging from large family groups to newly married couples and the elderly.

Jefferson's project will probably serve as a model for similar projects in the future.

The only other projects of this type in the U. S. are in San Francisco, Reston, Virginia and Columbia, Maryland. ■

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Transportation

Continued from page 51

the Freeway included in the Federal Interstate Highway system, which will assure 90 per cent federal and 10 per cent state funds for financing.

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

It would complement and not conflict with Lapalco Blvd., a "local" West Bank major street which is being built with parish funds.

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

Parish officials hope to start Dixie Freeway concurrent with construction of the new Mississippi River bridge in Jefferson.

On June 15, 1967, the efforts of the parish president and the parish council to get approval for the bridge were rewarded.

On that historic day, Governor John J. McKeithen, in a phone call from Baton Rouge, pledged to use the full power of his office and of the Louisiana Highway Department to construct a bridge between the two existing bridges.

The governor repeated his pledge the following day.

Meanwhile, improvements to existing major streets and bridges continued.

East-west streets improved on the east bank include:

- Dublin street, the north side of West Esplanade, from Lake to Bonabel has been paved and two lanes from Bonabel to Causeway Blvd. were started in late October.

A contract has been awarded for the south side from Causeway Blvd. to Melody and another brings W. Esplanade from Driftwood into University City in Kenner.

The only section remaining for the complete development of W. Esplanade is in the 3400 Acres area.

- Veterans Hwy. was widened from Suburban Canal to David Drive, and six lanes resurfaced and beautified for 8 miles from Orleans parish line to David Drive. Resurfacing will continue to the St. Charles Parish line.

Grand Isle Twin Due This Year



Freeport Sulphur Co. is building its second sulphur mine in the Gulf, to be located seven miles southwest of the first offshore mine in the industry, shown here, near Grand Isle.

The new \$25 million facility, at Caminada Pass, will be erected this year and will make an important contribution to the Free World's output of sulphur, now in short supply.



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The new crossing of Veterans Hwy. at Green Acres will greatly reduce traffic congestion at this key intersection which handles 42,000 cars a day. A protected U-turn is provided on the east side.

The canal No. 3 crossing which goes over Veterans Hwy. at this point is being widened from 2 to 3 lanes.

The Club drive bridge just north of Veterans is being lowered to grade.

- Two north side lanes of W. Napoleon are being paved from Hudson to Green Acres Road.

- The two south lanes of W. Metairie were completed from New Orleans to Kenner with the recently opened section from N. Turnbull to Causeway. The two north lanes from Williams to Kent have been paved and a contract for Kent to Edernborn awarded.

- Two lanes of Lake Avenue have been asphalted from W. Esplanade (Dublin) to Lake Pontchartrain levee.

- Widening of the west side to 2 lanes and east side improvements increases capacity of Bonnabel Blvd. from 14,000 to 30,000 cars per day.

- Traffic capacity and safety were greatly increased on Causeway Blvd. with a new lighting system, protected left turn storage lanes and fewer crossings.

244 new 400 watt mercury vapor lights were installed. Some sections of this 4 lane highway, which carries 40,000 cars a day, were previously unlighted except from reflected light from 175 watt incandescent fixtures at service road intersections.

- A bridge was built at Veterans Hwy. and Severn to relieve traffic congestion with U-turn on each side.

- Clearly was paved as 40 ft. major street from Veterans Hwy. to W. Metairie with canal crossings and U-turns at each of these intersections and an overpass over the I-10. Paving will be started from W. Metairie to Airline when drainage lines are installed and appraisal of property completed.

- Clearview will soon be a 4 lane divided major street from Airline to Lake Pontchartrain. Plans are being coordinated with the state highway department to extend Clearview from Airline to Jefferson Hwy. to connect with the Huey P. Long bridge.

Paving of the Airline to W. Metairie section is completed and work is under way from W. Metairie to W. Napoleon. An interchange is pro-

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vided at the I-10. The portion from W. Napoleon to the lake was black-topped under a petition program completed in 1965.

- Transcontinental in 1968 will become a 4 lane divided street all the way from Airline to Lake Pontchartrain, when Airline to W. Napoleon is finished.

Airline to W. Metairie is nearing completion. Work starts in 1968 on the W. Napoleon to W. Metairie roadways. A traffic signal and culvert were added at Veterans Hwy.

- Boxing in and covering of Canal No. 3 on the two Veterans Hwy. medians from Bonnabel Canal to W. Wm. David Pkwy. in 1967 improved drainage and made more highway crossings available.

- Widening of David Drive to 4 lanes in 1968 from Airline to Veterans, using existing right of way, will increase capacity from 14,000 to 30,000 cars a day.

- Completion of Roosevelt from Airline to W. Metairie increases capacity to 30,000 per day on this 4 lane divided street.

- Sauve, a two lane major street, is now complete from Jefferson Hwy. to Hickory.

- By actual count, 79,933 cars a day cross the busy intersection of Veterans Hwy. and Causeway Blvd. where one of the south's largest shopping centers is located. To handle this tremendous traffic load, an overpass will be built on Causeway Blvd. across Veterans Hwy. The parish council, with concurrence with the Causeway Commission which will participate in financing, signed an engineering contract for the project in September.

On the West Bank, the following street improvements are completed, under construction or in the planning stages:

- Belle Chasse Hwy. will be widened from 2 to 4 lanes from West Bank Expressway to Plaquemines Parish.

- Two west lanes of Manhattan were paved under a petition program to 13th street (Lapalco). Work is proceeding on the east lanes from West Bank Expressway to Lapalco which was shelled as far as Gretna Blvd. and allowed to settle.

- Baratavia Blvd., will be widened from 2 to 4 lanes from 4th St. to Ames with right of way acquired for 6 lanes. In cooperation with the State Highway Dept., the 16th street intersection will be realigned.

- Final design for Ames Blvd. from Gulizo Canal to Lincoln High will



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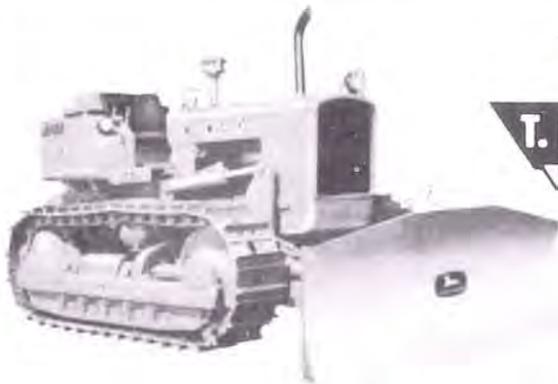


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be completed early next year. Goal is to complete Ames as 4-lane roadway from the expressway to Barataria Blvd.

- Ave. "D" in Marrero is now a 4 lane asphalt landscaped boulevard from 4th to West Bank Expressway completed under a petition program with parish participation. Huge concrete culverts transformed a six foot deep drainage ditch separating the roadways into an attractive median strip.

- Gretna Blvd. will be extended from Hero to Manhattan early in 1968.

- Westwood Drive, from the Expressway to Lapalco over the Mayronne Canal, will be a 4 lane major street.

- Work on Holmes Blvd., in Terrytown from the Expressway to Behrman Hwy. will begin in 1968 as soon as legal entanglements over right of way are cleared up and underground sewerage is installed. This is a joint parish and property owners petition program.

New I-10 Strip Opens

Considerable traffic relief for East Jefferson motorists was in sight for mid-December when a new stretch of Federal Interstate Highway 10 from Edenborn to Veterans was scheduled to open.

A cloverleaf interchange at Clearview will provide a new north-south access route at I-10 which will be extended to Williams Blvd. (Duncan Canal) in 1968. Bids will be let in March for the final leg of I-10 in Jefferson to the St. Charles parish line.

Seek Airline Widening

The parish president, east bank councilmen and legislators in 1968 will again attempt to get the state highway department to widen the two lane section of Airline Hwy. to three lanes to improve the flow of traffic.

The delegation will stress the safety hazards caused by the funneling of Airline Hwy. traffic from three lanes to two.

Pave Shelled Streets

Jefferson will soon be the only parish in Louisiana with virtually all of the shelled streets in its unincorporated areas asphalt surfaced and roadside ditches alongside culverted and covered. Work has already started.

The successful \$12 million sales tax revenue bond issue on April 29, 1967 assures enough funds, at no

increase in taxes, to blacktop 104 miles of existing shelled streets (half on the west bank and half on the east bank) and to cover roadside ditches on those shelled streets accepted for parish maintenance.

That portion of the 1 per cent sales tax allocated since 1954 for maintenance in unincorporated areas will be reallocated for permanent improvements since maintenance costs will now be reduced to a minimum.

Set Rapid Transit Study

Meanwhile, other means of rapid transportation to relieve the growing traffic congestion of the Orleans-Jefferson metropolitan area will be studied in depth in 1968.

U. S. Dept. of Housing and Urban Development (HUD) approval of \$36,000 is expected in January for an engineering feasibility study of rapid transit commuter service between New Orleans Union Passenger rail station and Moisant (N. O. Int'l) airport in Jefferson.

Since 80 per cent of the route would be in Jefferson (using either the tracks or the right of way of the I. C. R. R.) parish officials will insist on maximum safety features. These include 17 grade separations, signalling and fencing.

Rapid transit by rail would cost \$35 million to \$40 million if Jefferson's recommendations are followed.

The former commissioner of New York's Board of Transportation, Col. S. H. Bingham will head the engineering team making the study.

Local engineering firms participating are Burk and Associates, Inc. and Fromherz Engineers.

Guidelines were worked out by directors of the Regional Planning Commission, the Railroad Terminal Board and the Kenner City planning department.

The city of New Orleans and HUD will share cost of the 4 to 6 months study.

Improve Transit Service

More immediate steps were taken in June to improve transit bus service in East Jefferson.

A trial bus service was inaugurated along Causeway Blvd. from Jefferson Hwy. to 14th street, near Lake Pontchartrain.

The service filled a need for north-south public transportation on the east bank. Under consideration was a similar route along Hickory and David Drive.

In West Jefferson, improved bus



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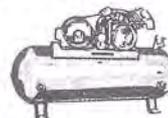
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service in Gretna, Marrero and Lafitte is being pushed as residential areas provide a greater potential.

New Causeway Span

Meanwhile, work is progressing on the new Causeway span paralleling the existing 24 mile structure which opened August 30, 1956. The new bridge will allow two lanes of one-way traffic on each span.

The "twin" to the world's longest bridge will cost \$72.4 million and is financed by one of the largest revenue bond issues ever sold in Louisiana.

Construction began April 8, 1967 and will take 27 months.

As Jefferson grows, the need for improvements in all phases of transportation media increases proportionately. Providing these improvements for Jefferson in the greater New Orleans area in coordination with state, federal and adjoining parish agencies has been another significant accomplishment achieved by the cooperative efforts of parish and municipality officials and Jefferson's state legislative delegation. ■

Jefferson Continues Unparalleled Growth

Continued from page 59

**congestion. Late next year
the first section of Lapalco
—a two-lane roadway from
Behrman hwy. to Peters rd.
—will be ready.**

A request for "substantial state and federal funds" for Earhart Blvd. was approved by Governor John J. McKeithen on October 25, 1967.

Work has been held up pending approval of the funds, which represent a share of federal primary road system funds allocated to Louisiana.

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Now, plans have been finalized and test piles driven for first phase construction—a four lane controlled access highway from Hickory tying into Earhart Blvd. in New Orleans.

Link To Proposed Bridges

Preliminary engineering plans are complete for the \$65 million Dixie Freeway, a high-speed outer belt expressway link which will completely bypass the residential and shopping areas on the west bank. It will also connect to two proposed Mississippi River bridges, one in Orleans parish, Algiers and the other in St. Charles Parish.

Parish officials hope to begin Dixie Freeway concurrent with a new Mississippi river bridge between the two existing bridges in Jefferson.

Work continues on implementing the parish major street plan as detailed elsewhere in this issue.

New Causeway Span

Meanwhile, work is progressing on the new Causeway span paralleling the existing 24 mile structure across Lake Pontchartrain, linking Jefferson Parish with St. Tammany parish and opening up recreational areas on the north shore of the lake. The new bridge will allow each span to handle two lanes of one-way traffic.

Construction began in April and will take 27 months.

Causeway Boulevard, brightened and beautified, will get an overpass across Veterans hwy. to receive traffic from both Causeway spans. It is expected to be ready when the twin bridge is completed. The Causeway Commission is participating in the financing.

Master Recreation Plan

A comprehensive Master Plan for Recreation in the parish was completed in June. Among the recommendations under consideration are consolidation of existing playgrounds, negotiations with the school board for children to use playgrounds

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after school hours and a survey of possible locations for small "kiddie type" play spots.

The survey confirmed an immediate need for a 1000 acre parish park on the west bank and recommended extensive development of the 2500 acre Jean Lafitte State Park near Crown Point.

Start New Hospital

Construction of the new East Jefferson Community General Hospital is scheduled to begin in May, 1968 and be completed in two years.

This will be the first phase of a planned 1,000-bed hospital complex designed to completely serve the medical needs of residents of East Jefferson. Initial construction will provide a central administration building, obstetric and surgical facilities, an 11 story service tower and a nine story patient care tower, with 32 beds on each floor.

The West Jefferson General Hospital in Marrero, which opened in 1960, completed a 100 bed wing this year increasing capacity to 250 beds.

Fire Protection Plan

A Master Fire Protection Plan, an extensive parishwide survey with emphasis on the west bank, is underway.

One recommendation is to purchase land for five stations on the west bank, where 10 volunteer fire companies serve the unincorporated areas.

East Jefferson, with 7 parish operated stations, 2 under construction and 2 volunteer companies, got an 85 foot snorkel (aerial platform) last year.

The largest in the south, and the largest made in the U. S., it is the latest in modern fire-fighting and rescue equipment.

New Computer Cuts Costs

A savings of a half million dollars in operating costs is expected when Jefferson's new IBM 360 Central Computer System has been completely implemented.

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The system will be installed in three phases, with the first phase completed in March of this year. It was recommended by a nationally known computer consulting firm hired to analyze Jefferson's needs.

After 18 years in a cramped, antiquated headquarters building, the library division moved into a spacious new \$428,000 parish headquarters on N. Causeway Boulevard in Metairie on September 6.

Seven times larger, the new climate conditioned structure was made possible by a land donation from the Pontchartrain Levee District, a \$266,666 federal grant and parish funds.

Mosquito Control Program

Following two of the worst mosquito invasions in its history, the council moved in 1964 to set up a parish mosquito control department with a professional director. Results have been highly successful with a 75 per cent reduction the first year in mosquito population.

A full scale program has been launched to permanently eliminate breeding sites.

Garbage Pickup Improves

Garbage and trash collection by a private disposal company in the unincorporated areas of East Jefferson is now a dependable, efficient operation that saved taxpayers over \$250,000 in the first 12 months.

The list of accomplishments of the present administration, if detailed, would fill many columns and the list continues to grow.

Parish leaders are vitally interested in completing the many capital improvement programs they have initiated through efficient leadership and sound planning.

They are dedicated to making the most of the great opportunities that lie ahead for Jefferson.

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In the Beginning...

Continued from page 7

Guadaloupe and Martinique Islands which left many roving vessels in search of mooring.

Barataria Bay afforded a natural harbor and men of many nations banded together in the swamps of Louisiana. The colony grew and so did its problems. Jean found himself making the short trip between New Orleans and Barataria more frequently to keep peace. In October of 1810, we know that he sailed to Cartegena for his "Papers of Marque" and became a privateer.

The province of Colombia declared its independence from Spain in 1810 and granted Papers of Marque, or commissions, which gave the bearer the legal right to prey upon the Spanish fleet as if at war. Most of the privateers in the Gulf flew the flag of Cartegena since this allowed them to legally plunder Spanish shipping without interference. For these reasons, Lafitte was not referred to as a pirate but as a privateer or adventurer.

Under the leadership of Lafitte, the Baratarians deviated from their usual pattern of buying slaves from the Cubans. Instead, they intercepted the ships from Africa and confiscated the slaves. In 1811 Jean established residence on Grand Terre to look after his business venture. He built a "low one-story house constructed of brick and coated on the outside with a mixture of pulverized oyster shell and plaster." Iron barred the windows and it had a large veranda facing the sea with a red hammock.

The village off the Bay was constructed of 40 or so huts thatched with Palmetto and protected from storms and winds by thickets of shrubs and oleander.

Life, however, in the community was not one of leisure. The buccaneers were constantly engaged at sea while their leader was battling the authorities in New Orleans. During 1813, the height of the colony, it was said that each man's quota was five hundred dollars a month, with the officers receiving many times that amount. There was no question as to the wealth of the privateers, but their days of luxury were short.

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Lafitte had already been captured once. Just after leaving the "Temple", their storage area on Boutte Island, with contraband goods, U.S. Captain Holmes arrested him and after paying bail, failed to appear in court. The authorities did nothing. Lafitte had enough confidence to announce a public auction to be held at the "Temple" and the attendance was high. However, in October of 1813, Jean and Pierre Lafitte encountered U. S. Revenue Officer, Walker Gilbert, while smuggling. During the skirmish an official was seriously wounded.

Although Lafitte and his men won the battle, a price was put on his head. Lafitte retaliated by doubling the sum as reward for Governor Claiborne's head. The public was amused with this defiance and gave the authorities little support.

It was not until 1814, when Lafitte or his men attacked and killed the U. S. Customs Inspector sent to prevent the third advertised auction, that a Grand Jury was impaneled and the Lafitte brothers were indicted. Pierre Lafitte was arrested while walking the streets of New Orleans, and bail denied.

The British, meanwhile, had carefully investigated the Barataria community throughout its successful existence. They attempted, unsuccessfully, to dislodge it in 1813. Later the British offered rewards to the men and Pierre's freedom in exchange for access to New Orleans through the swamp.

Instead of accepting, Lafitte informed Governor Claiborne of the British intentions and offered his men for military service in exchange for Pierre's freedom, and reinstatement of their American Citizenship. Governor Claiborne, however, was unwilling to deal with the "pirates" and the committee he formed to hear the issue, voted to ignore the offer.

Lafitte in turn, continued to ignore the British offer even though his precise reasoning is still a matter of conjecture. Some historians believe it was pure patriotism while others feel that it was simply expedient. Governor Claiborne finally secured aid from the Federal Government and American warships were in the harbor at New Orleans.

For the first time, a force was at hand to pursue the Baratarians if they associated with the British.

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Also, the British offer of \$30,000 and the rank of captain in the British Navy did not approach what Lafitte felt he already had. Also most of Lafitte's men were American and opposed British rule.

The odds were in favor of the Americans and this major factor undoubtedly affected Governor Claiborne's actions.

In 1814, Commodore Patterson and Colonel Ross prepared an attack force and moved toward the Baratavia Colony. Lafitte offered no resistance and ordered his men to surrender. He fled with his ailing brother to Alexander Labranche's plantation. While he preferred to fight for his adopted homeland he could not abandon his brother who required medical attention.

Barataria was burned. The ships and contraband were confiscated as "lawful prizes."

General Andrew Jackson arrived in New Orleans soon after his triumphs in Florida to help in the event of an attack by the British. He found the city in desperate need of fortifications and short of flints and powder.

Lafitte learned of this and negotiated a trade. For reinstatement of his American Citizenship, and that of his men, he would turn over all his men for military service and supply a warehouse of flints and powder. The agreement was consummated. The jails were opened and from the swamps came the loyal followers of the Lafittes. They distinguished themselves in the battle of 1815 as the bravest and most accurate marksmen, and were rewarded by a pardon from the President.

Lafitte, later tried to conform to life in New Orleans and while accepted as a hero by the public, he was rejected by the social elite. Apparently because of this he consolidated his resources, re-purchased his ship and disappeared from Louisiana and New Orleans in 1817.

Later he established a pirate settlement on Galveston Island on the Texas coast. About 1819 knowledge concerning Jean Lafitte became clouded and only myth remains. According to the most reputable historians, he died in 1826 of Yellow Fever in Yucatan.

The myth of Lafitte and his followers is a part of the history of Jefferson Parish. ■

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Jefferson Parish

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

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

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

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

Within these boundaries today are six governments—representing five incorporated municipalities headed by a mayor, marshal and board of aldermen and the President-Council which replaced the police jury in 1958 as the governing body for Jefferson's unincorporated areas.

Kenner, the oldest of Jefferson's five cities, was incorporated in 1855 when Minor Kenner gave up part of his plantation at the town site of Kennerville. It lost its charter due to political

machinations in 1886 but got it back in 1913.

Westwego began in 1882 as a fishing village known as Salaville. Salaville was one of four loading docks on the Mississippi. When longshoremen assembled in the afternoon to be assigned to a location for the next day's work, those assigned to Salaville would pass the word "West We Go" and eventually the town became known as Westwego.

Gretna, a shortening of Scotland's famous marrying town of Gretna Green, became a town by proclamation of the governor in 1913 but was not incorporated by legislative act until 1916. It was formed from the two adjoining villages of Mechanickham and McDonoughville.

Harahan, incorporated in 1920, gets its name from the original Choctaw word meaning "those who live by the river".

On June 19, 1959, the people of Grand Isle incorporated themselves as a town, taking in both the island of Grand Isle and the mainland community of Cheniere Caminada.

By the middle fifties, it became apparent that the policy jury form of parish government, must be streamlined, coordinated and concentrated for greater efficiency and economy.



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The result was the present President-Council form of government, approved by voters and providing for nine new departments directly responsible to the Parish President through the Council.

Accomplishments of eight parish departments have been incorporated into separate feature stories elsewhere in this issue.

These are Finance (Computer), Health Unit (Medical), Mosquito Control, Recreation, Roads and Bridges (Transportation), the Safety Department's Fire Protection division, the Sewerage and Drainage divisions of the Sanitation department and Water.

Other department and divisions of Parish government whose progress reports are detailed in this section include: Civil Defense, Council Clerk, Garbage Collection and Disposal, JeffCAP (Community Action Program), Parish Attorney, Personnel, Planning, Research and Budget and the Safety Department's Road Lighting and Taxicab Divisions.

Under the parish Home Rule Charter, activities of these departments are directed by the Parish President as Chief Administrator and the parish council as legislative and policy-making body.

Garbage Collection



Garbage and trash collection in the unincorporated areas of Jefferson has become a smooth, efficient operation—with few complaints—in less than a year.

On the west bank, the parish garbage department provides this service to over 18,000 residents.

However, in East Jefferson where twice as many people live, the cost of parish operation and a growing number of operating problems had become so great that the parish last year solicited bids from private haulers to handle garbage pickup and disposal within the budgeted amount and operate the parish incinerator on a contract basis.

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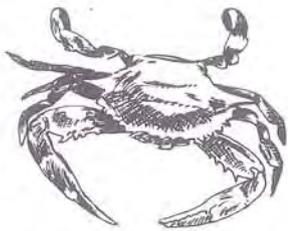
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Trucks are thoroughly cleaned, disinfected and deodorized every day.

Future plans to improve the appearance of the East Jefferson incinerator include painting it in attractive colors.

Results of a recent survey on the west bank to determine if a private hauler should do a similar job for West Jefferson are currently being analysed.

Jeff CAP Inc.



With four newly established neighborhood service centers, a 100 per cent increase in youth corps employment and 1400 pre-school children enrolled in Operation Head Start, Jeff CAP—Jefferson's expanded anti-poverty community action program is getting results.

Expansion began with the staff, which a year ago consisted of OEO director Joseph Maggiore and one secretary. On December 1, 1966, deputy director Harry Jennings was named. Now there are four community organizers and another secretary.

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the staff is concentrating its activities now in four target areas where neighborhood service centers have been established.

These centers serve the Kenner—Metairie and Shreveport areas on the East Bank and Marrero—Harvey, Westwego—Bridge City on the West Bank.

Budgets funds of \$194,761 for the fiscal year ending May 31, 1968 has been allocated to establish, lease and operate the four centrally located centers.

Object of each center, which has a director and a staff of 6, is to help those in poverty areas to help themselves.

Community organizations administered by five elected officers, a chaplain and a policy advisory board have been set up to work through center directors in the neighborhood target areas.

Their goals are to reduce unemployment, improve housing, bring health and social services to the needy, provide better play areas and combat juvenile delinquency.

Target area representatives make up one-third of the OEO's 38 member Board of Directors, a volunteer citizens group which establishes guidelines and sets policy.

Regularly enrolled students, aged 16 to 21, whose family's income is low in relation to number of dependents, were placed in part-time jobs in state and parish offices and non-profit agencies such as "Goodwill Industries, Inc."

A total of 350 students worked 10 hours a week during the school year and a 28 hour week during the summer at \$1.25 an hour under the Neighborhood Youths Corp program.

Pre-School training for 1400 five and six year olds under Operation Head Start was conducted at 8 schools by the parish school board. Jeff CAP, with a \$277,013 budget, was the sponsoring agency.

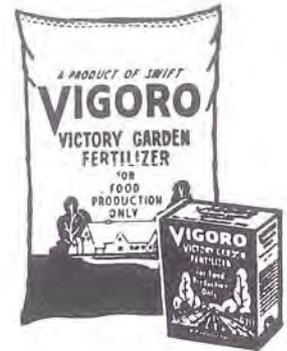
Upward Bound, a pre-college "in residence" summer program for 10th and 11th graders whose family's income is below the poverty line, was held this year at Loyola University for four Jefferson students.

These students were selected from several hundred applications, submitted through 30 high school counsellors.

Students selected for the 8 week program are expected to develop an eagerness for learning and a new sense of responsibility. Weak scholastic areas are given special attention.

Jeff CAP will get monthly evaluation reports on the students during the current school year to determine the results of the Upward Bound program.

A summer employment service for needy college students was begun in cooperation with the state OEO office.



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Planning



Jefferson's comprehensive zoning ordinance and land use map, adopted in February, 1966, has greatly strengthened the administration and enforcement of parish zoning laws and stabilized property values.

The first major zoning revision since 1956, the new ordinance is the result of two years of intensive study and recommendations by the council, the planning department, its advisory board and a citizens advisory committee.

Numerous "town hall" meetings were held to give the public and civic groups ample opportunity to be heard before the ordinance became law.

Immediate benefit to the east bank has been the virtual elimination of spot and strip zoning. As a result, only 22 requests for East Jefferson zoning changes were presented to the council last year.

Most of the zoning revisions affect the highly residential east bank which has two-thirds of the parish population.

In rapidly developing West Jefferson, with fewer established residential areas but greater potential, a land use development guide is being used along with the ordinance as a basis for considering zoning changes.

Last year, 101 zoning changes on the West bank were considered, 67 of which conformed to the guide and were approved by the council.

Many of these were routine changes involving expansion to buildings constructed in the two year study period, extension of zoning districts which did not include an entire lot, and lateral reclassifications of C-1 commercial to H-1 hospital zones.

Stronger zoning has also brought renewed confidence among Jefferson homeowners. With 15,000 new people . . . means the new homeowner can buy property without fear that it will be rezoned or commercial property placed next door.

The comprehensive land use plan is a blueprint for the orderly growth and development of the parish. Based on a scientific study of population trends and

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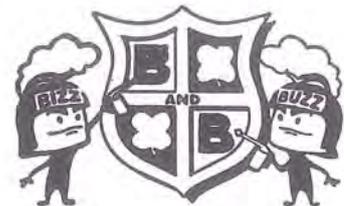
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economic factors, it requires developers to provide land for churches, schools, and playground areas in new subdivisions and assures a well-balanced ratio of residential, commercial, industrial and public areas.

Planning Director Richard C. Mouldous coordinates the activities of his department with other department directors at weekly meetings attended by representatives of the parish School Board planning department.

Constant liaison is also maintained with neighboring parishes for comprehensive area planning and with Jefferson's interested civic organizations.

By insisting on a workable zoning guide and not a "reference manual," the Jefferson Parish council, with the help of the planning department, has stabilized parish zoning, updated the land use plan and provided the solution for 98 per cent of the zoning problems in Jefferson's unincorporated areas.

Adoption of the comprehensive zoning ordinance has been called the single most important action of the parish council since 1958 when the first councilmanic government took office.

Civil Defense



Through the efforts of Civil Defense director John R. Ridge, Jefferson Parish now has the first fallout shelter school building in the New Orleans area.

Just completed, the new McDonogh 26 Elementary School in Gretna will shelter 3000 persons, giving them 40 times more protection in a nuclear attack.

Architectural plans, at Ridge's request, were revised to strengthen the school's walls, foundation and roof as required for nuclear fallout protection.

In addition, the Jefferson Parish School Board has accepted the civil defense director's recommendation that protection factors be included in design specifications for future school construction.

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A parishwide community shelter plan has been put into action with over 100 available and ready for use in any emergency or natural disaster. Primary shelters are well stocked with food, water and medical supplies.

Emergency operations and control centers, in Metairie and Waggaman, can now transmit on seven radio frequencies using gasoline generators as an auxiliary power source. This is part of a complete updating of the parish communications system.

Two emergency "Handi-Van" rescue vehicles have been added. Built for speed and maneuverability, the vans carry oxygen, resuscitators, pressurized splints, litters and complete medical supplies.

A \$6,000 outdoor warning siren, was put into service at Avondale bringing the parish total to 15. Located in a key industrial and rapidly developing residential area on the West Bank, the siren can be heard for 10 miles.

With 10 staff employees and over 350 volunteers, the department stepped up its program of instruction. In addition to regular classes, over 3400 persons were trained in medical self-help and 100 firemen got a refresher course in radiological monitoring.

Staffers and volunteers worked around the clock to assist rescue workers following the March 30, 1967 plane crash at a Kenner motel. Airline and airport officials, as well as parish, state and federal agencies commended the department for its efforts. This was one of eight emergencies to which the department responded.

The staff also assisted in a \$150,000 tri-parish federal survey, along with Orleans and St. Bernard parishes, aimed at improving area civil defense operations.

Operating budget for 1966 was \$88,000. Surplus property, with a value of \$110,359, was purchased for only \$4,119.

Personnel

Almost every parish employee (96 per cent) got a pay raise last year and moved into a higher salary bracket.

Tenure awards were given for the first time to 992 employees with two or more years of service. Based on \$1 a month, awards ranged from a minimum of \$24 up to \$480 for a 40-year veteran.

These benefits, part of a revised pay plan for Jefferson's 1400 civil service employees, were made possible by a special \$603,000 appropriation from the parish council.

The plan, which went into effect on October 1, 1966, has proved to be a wise investment.

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By increasing salary minimums and maximums, it opened up four to five higher pay steps for many career employees, giving them the incentive to stay in their jobs.

By establishing higher entrance salaries, the new pay scale attracted more applicants and has made the department's recruiting of new employees more selective.

The parish council provided an additional fringe benefit in April by voting to share in the cost of hospitalization for employees.

Work performance among employees continued at a high level with 142 promotions and 840 merit raises.

Job classification studies of over 100 positions were made to assure that salary levels matched job duties.

Service ratings—an annual review of each employee's work performance—is being extended to all departments.

Recruiting and testing activity increased with 2080 "eligibles" added, from which 610 were appointed to full time jobs and 856 were hired for temporary or seasonal positions.

Personnel Director Domenic Albano, has been head of the department since civil service was established in 1958 under Jefferson's first president-council.

A three man citizens Personnel Board, appointed by the council to 6 year staggered terms, meets with Albano monthly to set policy and hear appeals.

Their common goal is "the right man for the right job".

Parish Attorney

A tremendous savings in time and money for Jefferson has been achieved by the Parish Attorney's recently completed "CONTRACTORS UNIFORM CONDITIONS FOR BIDDING" which is now required on all bids for construction contracts in the Parish.

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Working closely with representatives of the construction industry, labor and engineers over a period of six months, Parish Attorney Louis G. DeSonier, Jr., produced a clear and concise set of guidelines for contractors with all necessary requirements now built-in to protect the Parish.

Contracts must also be approved by the department director and the Finance Director before they are awarded.

A similar set of uniform guidelines for bidding is now being prepared as a pre-requirement for engineering and architectural contracts.

Innovations such as these are only part of the myriad services provided by the Parish Attorney and seven assistant attorneys who act as official counsel in civil matters to the Parish President and Council and legal advisor to department directors.

Supervising six title researchers, approving wording of all bid procedures, contracts, agreements, abstracts, leases and real estate purchases make this office one of Jefferson's busiest. Resolutions and ordinances must be cleared here before submission to the Council.

To keep pace, a part-time research assistant was added in 1966 and another assistant attorney this year.

Among the assistants is an experienced title attorney who coordinates the work of parish title researchers on the many public improvement projects which require site acquisition either by purchase or expropriation.

To streamline bid procedure and to avoid costly delays, the Parish Attorney approves the wording of all bid proposals before they are released.

He confers daily with his assistants and maintains liaison between the municipal governments and the parish. Monthly staff meetings are held to receive and review progress reports.

The parish law library is kept current with updated volumes added as soon as they become available, particularly those dealing with federal legislation.

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The Parish Attorney, and from one to three assistant attorneys are on duty continuously during weekly meetings of the parish council to give on-the-spot advice and opinions in legal matters.

DeSonier is an active member of the National Institute of Municipal Law Officers and attends their annual conferences. He is also a member of the American, Louisiana and Jefferson Bar Associations.

Road Lighting



Causeway Boulevard, East Jefferson's busiest thoroughfare from the river to the lake, became "The Great White Way" this year when 244 new 400 watt mercury vapor fixtures were installed.

The heavily travelled area from Jefferson Hwy. to Veterans Hwy. previously unlighted except for reflected light from 300 watt incandescent fixtures at service road street intersections, got 188 new units, complete with modern steel standards.

Additional lighting improvements of the latest type are planned for Veterans Hwy. from Bonnabel to the Orleans Parish line and at the Causeway Blvd. and I-10 intersections.

Lighting systems at Crown Point, Barataria and Lafitte were completely modernized with over 500 pre-war incandescent fixtures replaced with modern 175 watt mercury vapor lights.

Other west bank areas improved were Avenue D. from West Jefferson Hospital to 4th and the Behrman and Belle Chasse Highways.

A special millage election was held August 5, 1967, to consolidate eight road lighting districts on the East and West banks. This centralizes purchasing power and brings lighting improvements more quickly to areas of greatest need.

Road lighting surveys, for all present and future major streets, are nearing completion. In new residential areas, developers are required to furnish and install 175 watt mercury vapor lights. In existing areas, a gradual replacement

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program is being followed on an individual street basis.

The Road Lighting Division of the Safety Department maintains over 3,000 parish-owned standards and fixtures.

Taxicab Division



Taxicabs and sight-seeing buses which operate out of the unincorporated area of Jefferson, must meet the strictest mechanical and safety standards before being licensed.

A complete inspection of the interior and exterior of each vehicle includes brakes, wheels, front and rear end, mufflers and floor boards.

Applicants must be fingerprinted and cleared through the Sheriff's office and the FBI before qualifying for a chauffeur's license, which is renewable each year. They must provide proof of insurability and meet state minimum liability requirements.

A total of 445 inspections were made last year and 349 "CPNC" permits issued by the taxicab division of the Safety Department.

Council Clerk



Over 28 years of dedicated service to the parish have earned for Council Clerk

Frank Deemer the unofficial title of "Mr. Jefferson".

Recognized as one of the most knowledgeable men in municipal government, he was police jury secretary before becoming the first clerk of the parish council in 1958. He was reappointed in 1960 and 1964.

At Thursday afternoon council meetings on the West Bank, he is the "recording secretary", keeping detailed minutes of council action for later publication as required by law.

Duties include tabulating bids, processing ordinances, acts, resolutions and motions. Election results are usually promulgated at council meetings under his supervision.

Between meetings, Deemer's office serves as a clearing house for official parish business.

Department director's requests are forwarded to the council for action after recommendations by the parish president. Wording of ordinances and resolutions to be introduced is checked with the parish attorney.

All matters to be considered at the next scheduled council meeting are then itemized into an agenda and copies made for use at the meeting.

Research and Budget



Growing in importance every year, since it was established in 1960, is the job of the Research and Budget Analysis staff headed by Vincent Taravella.

Directly responsible to the parish council, this "central information agency" reviews the annual operating budget and the five year capital program with the Finance department and makes recommendations to guide the council.

As an advisory and investigative arm, it checks operations of the administrative departments to assure their adherence to policies, procedures and budget limitations as set by the council.

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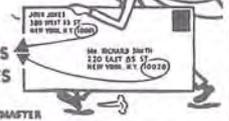
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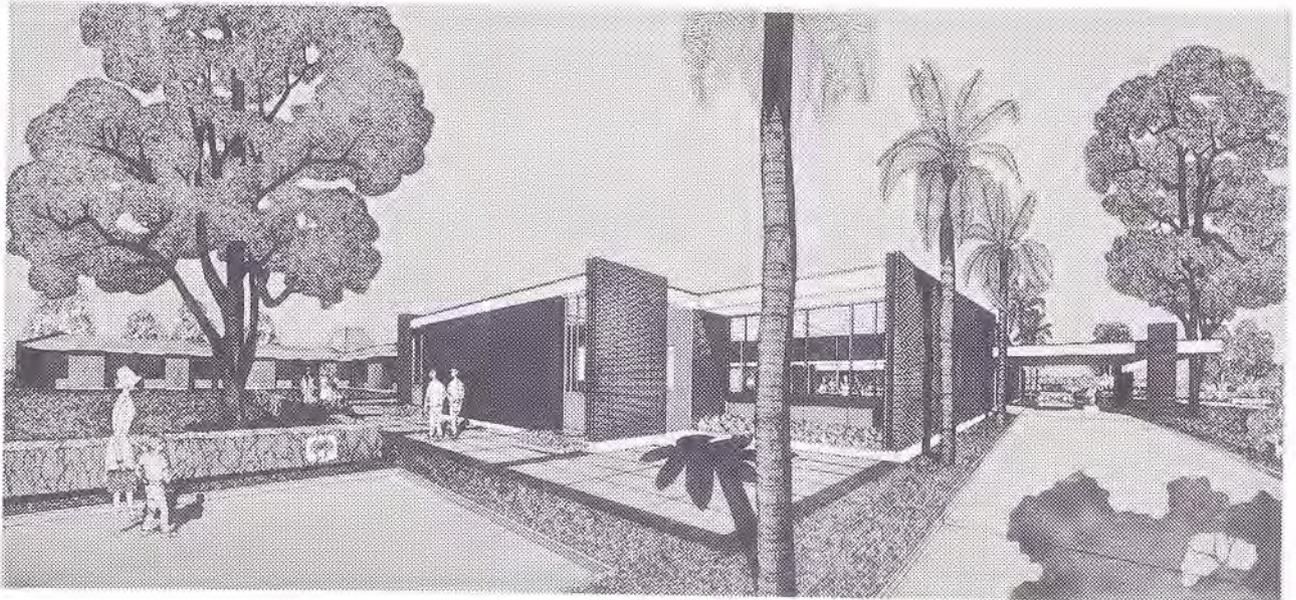
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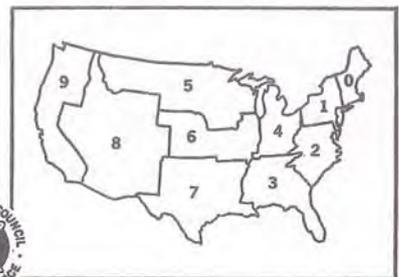
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