

THE JEFFERSON PARISH YEARLY

Review

1962 EDITION





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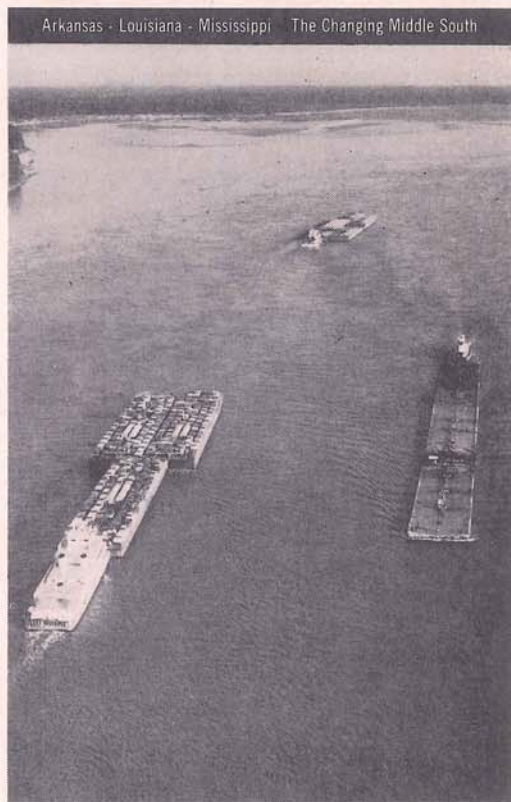
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Review

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

M. Dan Hogan.....Parish President
Cullen C. Schouest.....Council Chairman (at Large)
Donald T. Gillen.....Council Vice-Chairman (East Bank)
Harold L. Molaison.....West Bank Councilman
Beauregard H. Miller, Jr.....First District Councilman
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George J. Ackel.....Third District Councilman
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Our sincere thanks to the writers, photographers, artists, engravers, printers and all those many people both inside and outside the parish who provided information and assistance during the long months of preparation of this Jefferson Parish Yearly Review.



COVER: Louisiana Power and Light Company's new Nine-Mile-Point steam-electric generating station located near Westwego in Jefferson Parish.

This 1962 issue of the Jefferson Parish Yearly Review was produced in its entirety by Union labor.



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901 Dodge Avenue • Jefferson Parish, Louisiana

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Helping Jefferson *GROW!*



WE ARE PROUD OF OUR

Record of Achievement!

The perfect one-two combination! World-recognized quality equipment plus personal interest and professional service!

Three of our executives — vice-president Vernon Payne; partner Allan J. Harris Jr.; and division manager Landry Murphy are all citizens of Jefferson and are all active in its civic, political, social, and economic growth.

Our equipment? Cochrane, Yeomans, De Laval, Binks, Keeler, American. Pumps, sewage treatment, water treatment, heavy marine machinery, incinerators, centrifuges, heat exchangers — you name it. Our equipment "is represented" in almost every industry, municipality, and plant in Jefferson Parish.

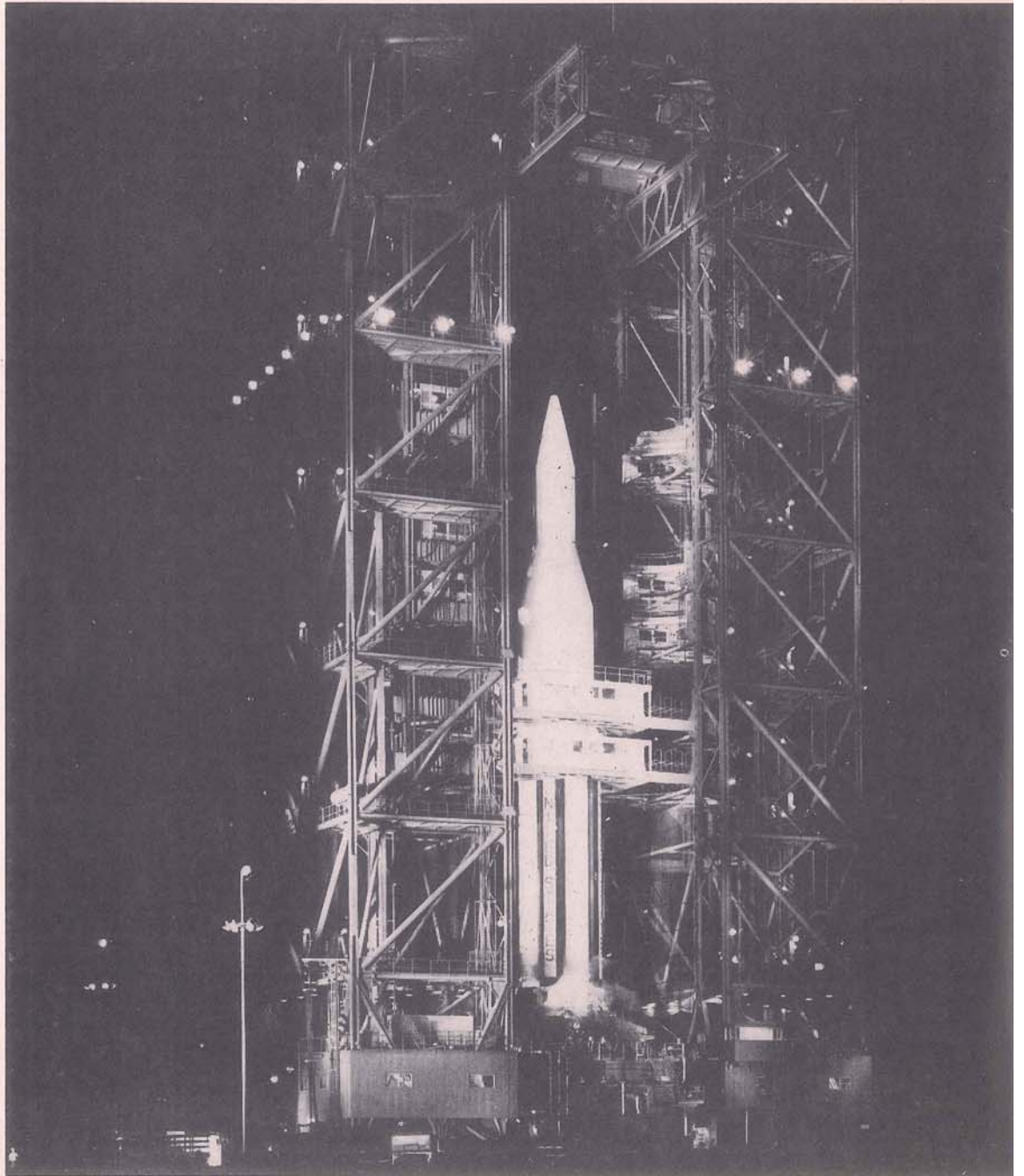
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NEW ORLEANS, LOUISIANA

1961-1962



**Report of
the Parish**



Introduction

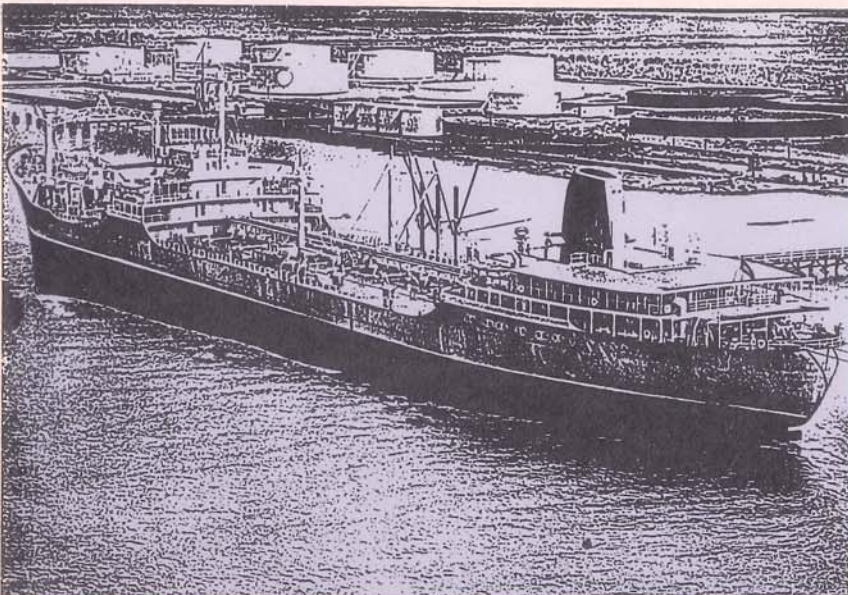
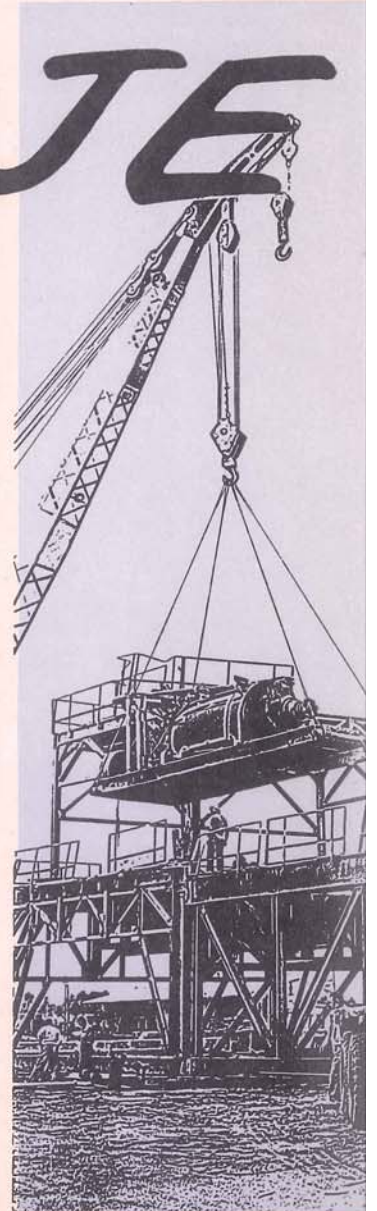
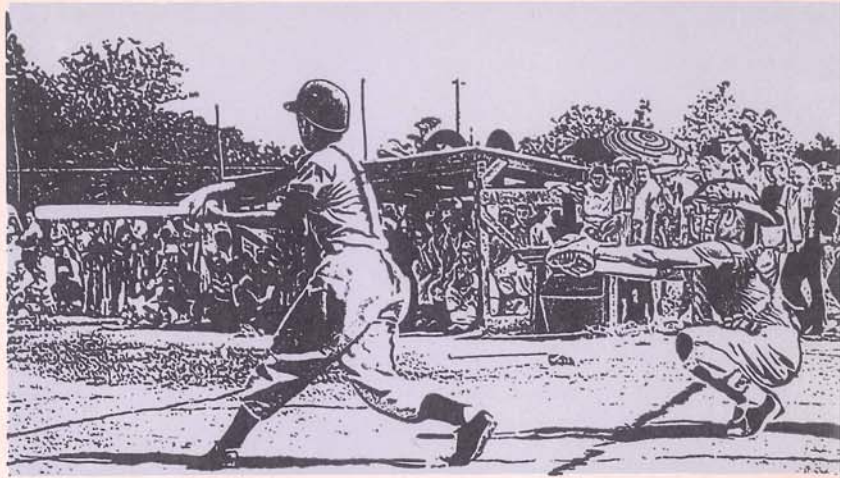
Twenty-seven annual editions ago — in 1935 to be exact — the Review began reporting yearly on the progress of Jefferson Parish, providing over the last quarter century a complete and continuous record of what is today the most concentrated and fastest growing industrial area in the Deep South. The Saturn Missile Plant now being completed in the area will bring tremendous benefits to Jefferson and in return will benefit by the industrial facilities and skilled manpower of the Parish.

This 60 mile long Louisiana parish, which now averages over three industrial plants for every mile of its length, embraces with its east and west banks 27 miles of river frontage on the Mississippi, stands with its toes in the Gulf of Mexico, carries within its boundaries the Gulf Intracoastal Waterway link of our nation's vast inland waterways system, and is served by every means of transportation known to modern man.

In that year of 1935 oil had just been discovered in Jefferson Parish, the 4.4 mile Huey P. Long Bridge with both approaches in Jefferson had just been built across the Mississippi and the population was only 40,000 . . . Today Jefferson is served by two more mighty bridges — the 24 mile world's longest across Lake Pontchartrain and the new Mississippi River Bridge that unites downtown New Orleans with Jefferson's West Bank and capital city of Gretna, and the population is racing past the 230,000 mark.

With recent expressways, tunnels, overpasses and underpasses to expedite its tremendous traffic; with huge subdivisions, sprawling shopping centers, one of the state's top public school systems and the nationally famous sport fishing waters and surf bathing beach at Grand Isle to serve its skyrocketing population; and with a new streamlined government to plan and execute its many new gigantic projects, Jefferson Parish stands out as one of the most progressive areas in the entire South to locate an industrial plant, build a home and raise a family.

And now — on the following pages — we present the next chapter in the exciting story of the development and progress of Jefferson Parish.



This is the fourth year of the now proven 8-man President-Council form of government in Jefferson Parish which, in 1958, by the will of the people, replaced the over a century old Police Jury system.

It streamlined the administration and execution of parish affairs by supplanting more than 30 cumbersome and autonomous districts that had accumulated over the years with only nine newly created departments directly responsible to the President-

Parish, on August 30, 1956, first connected the parish East Bank directly with traffic coming from the North, East and Midwest. In spite of the dollar toll nearly a million and a half (1,415,317) trucks, busses and automobiles crossed it either to or from Jefferson Parish on business or pleasure bound in 1961.

Then in 1958, the same year the President-Council and its nine departments began to function, the \$65 million world's largest cantilever bridge

A Banner Year For **JEFFERSON**

Council, plus an overall Advisory Board composed of a representative from each of the eleven wards appointed by the Parish President.

This more efficient, more economical and faster moving form of government began to function fortunately at a time when Jefferson Parish was confronting the men at its helm with greater problems and greater opportunities than ever before in its history.

Almost simultaneously two new bridges had suddenly opened up Jefferson Parish to a land development and business expansion previously stalemated by its difficult accessibility. No longer was Jefferson's West Bank and its capital city of Gretna to be reached only by the time consuming ferries or the circuitous route over the Huey P. Long Bridge. No longer was the ample but idle Lake Shore land of Jefferson's East Bank left mainly undeveloped. These two wide open gateways breached its former isolation at two strategic points and through both began pouring a steady stream of home seekers and new business.

Just two years before the President-Council took office the 24-mile Lake Pontchartrain Causeway, the world's longest bridge, with its toll plaza on the south side of the Lake in Jefferson

over the Mississippi suddenly placed the heart of Jefferson's West Bank within a few minutes of the heart of downtown New Orleans. Between October 1960 and October 1961 over 8½ million cars, busses and trucks crossed this Mississippi River Bridge. At its present rate of annual traffic increase a total of 13 million vehicles a year will use this convenient corridor to and from Jefferson's West Bank by 1972.

Following the Pontchartrain Causeway came the Veterans Memorial Highway that opened up for residential development East Jefferson's long dormant lakefront area. Following the Mississippi River Bridge came the West Bank Expressway, curving around Jefferson's West Bank communities, uncorking its former near river front road bottleneck, tunneling under the Harvey Canal and connecting with Highway 90 west near the Huey P. Long Bridge—a boon to both industry and new homeowners.

Through traffic now pours swiftly and smoothly over its 8 main traffic lanes, local traffic peels off at its numerous access streets to the West Bank communities, the huge subdivision Terrytown with a potential of 5,000 homes opened up almost immediately at its Jefferson Parish thresh-

hold, the huge West-Side Shopping Center has blossomed alongside it and the 160-bed West Jefferson General Hospital was completed in 1960 on one of its ambulance accessible service roads in Marrero.

A Mental Aerial View of Jefferson Parish

Before we proceed with the report on the activities, accomplishments and plans of Jefferson's government, let us take an overall look at this 60 mile long parish that straddles the Mississippi, trails its toes in the Gulf of Mexico and rests its head on the shore of Lake Pontchartrain.

It is served by every means of transportation known to modern man, including five trunk line railroads and Moisant Field, located within the limits of Jefferson's East Bank city of Kenner. This International Airport, serving the New Orleans area, was scheduling 32 jet flights daily at the end of 1961. Jefferson's Harvey Canal Locks at Harvey on the West Bank are the crossroads of the nation's inland waterways network, joining the east and west Gulf Intracoastal Waterway with the north and south Mississippi River and its many navigable tributaries.

Jefferson has long been recognized as the most concentrated industrial area in the Deep South, its nearly 200 industrial concerns including five of the largest manufacturing plants of their kind in the world. Jefferson is also fast acquiring a reputation for shipbuilding, with over \$74 million in new contracts awarded to Avondale Shipyards in 1961.

Jefferson contributes heavily to the oil production of Louisiana, which is the nation's second largest producer and which has added about one-third of the country's increased petroleum reserves in the last ten years. Jefferson also was a prime factor in Louisiana's 1961 all-time high production

of sulphur. The record was 2,600,000 tons, about 350,000 tons higher than 1960. This increase was attributed to the inauguration of operation at Freeport's underwater sulphur mine just seven miles offshore of Jefferson's Grand Isle. The Freeport Sulphur Company is planning another \$3.5 million platform in the same area.

Although Jefferson is 98% industrial, and a look at its busy riverfront and long line of industrial plants would seem to give the impression that Jefferson is all work and no play, this paradoxical parish offers its visitors and residents some of the finest outdoor recreation in the South—one of the world's ten finest sport fishing spots and Louisiana's only saltwater beach at Grand Isle, plus sailboating and fishing on Lake Pontchartrain and hunting in the woods and fields and fishing on Jefferson's beautiful bayous and nature made ponds in the Barataria country.

This is the busy, booming parish which the two new bridges have so recently opened up for future progress and development—the parish that is rushing headlong toward a population of a quarter of a million people by the end of 1963.

The best indication of this is the 5804 permits issued in 1961, representing parish wide new construction to the tune of nearly \$59 million (actual figures \$58,519,932) of new homes, new industrial concerns and new commercial buildings.

Of those 5804 permits issued 5303 were for the building of new dwellings which means that Jefferson Parish is adding new homes and new families at the rate of 16 per day—including Sundays and holidays. The amazing thing is that all these new homes above recorded have been built last year in the unincorporated areas of Jefferson Parish alone, and do not include those for which permits were issued by Jefferson's several commu-

A PRESIDENTIAL VISIT

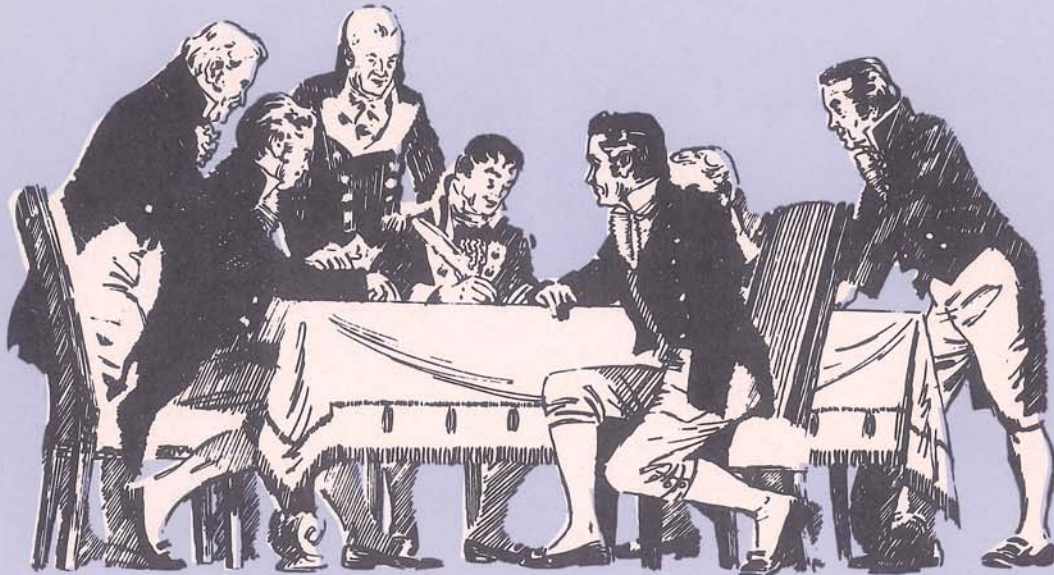
On Friday, May 4, 1962, John F. Kennedy, President of the United States, arrived by jet airliner at Jefferson's Moisant Field. The President is pictured at the right leaving his plane with senior United States Senator Allen J. Ellender of Louisiana on his right and followed by junior United States Senator Russell B. Long of Louisiana, and our own United States Congressman Hale Boggs, from the Second Louisiana Congressional District.

On this historic occasion he met Parish, State and City of New Orleans officials, then led a motorcade down Airline Highway to the Nashville Avenue Wharf where he delivered a major foreign trade policy speech.

Thousands of Jefferson's residents hailed the President as his motorcade passed through the Parish from and back to the airport in Kenner.



JEFFERSON PARISH COMMEMORATES



Illustrations Courtesy National Bank of Commerce

nities for new construction within their own city limits.

Another indication of the parish's surging growth is the fact that the parish government expanded this spring into the eighth and ninth floors of the Jefferson Parish New Court House in Gretna, which had been completed in 1961 . . . and into the new fourth floor of the East Bank Office Building in Metairie, also completed in 1961.

Still another indication is the increase of the Parish operating budget, as reported by the Department of Finance, from \$11,471,249 in 1961 to \$12,217,271 for 1962. This increase of nearly three quarters of a million dollars was made necessary by added

parish responsibilities and was made possible by increased parish revenues.

Following are the individual reports of the various parish departments which function under the supervision and authority of the Parish President-Council. Their combined data will give the reader a comprehensive word picture of the complex machinery of parish government that solves the problems of the parish, serves its people and executes the plans and programs that speed its progress.

The Finance Department: The Pulse of the Parish

If it is parish money to be spent, to be raised or to be recorded, the Fi-

JEFFERSON'S LEADERS

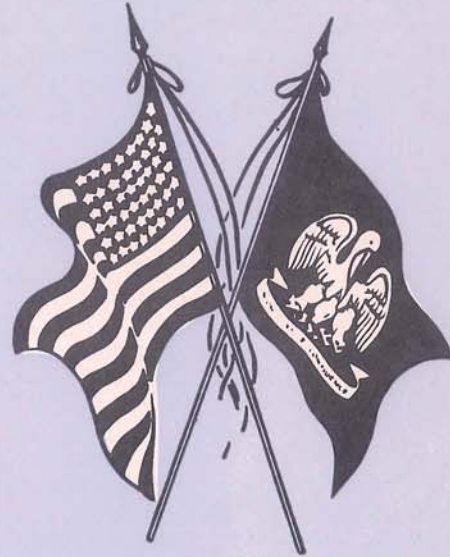


THE STATEHOOD OF LOUISIANA

One hundred and fifty years ago, on April 30, 1812, the State of Louisiana was admitted to the Union of the United States of America.

In the ensuing years we have witnessed, here in our rich delta country, near the mouth of the great Mississippi River, a parade of progress and prosperity beyond the comprehension of our founding father's most vivid imagination.

The Parish of Jefferson joins all of Louisiana in proudly celebrating the 150th anniversary of this historic event, and looks forward with confidence and faith to the future progress of this great land.



nance Department handles it. This department has the complete responsibility of the administration of all purchasing, accounting, the buildings used for parish public purposes, the budgets and all matters pertaining to finance.

Every transaction which results in the expenditure of parish funds must be approved by the Finance Department prior to any official action. It is most important that the availability of necessary funds be ascertained before a purchase order is issued or a contract let.

The 36 employees of the Finance Department and the 41 people of its Property Management Division, which

is also the responsibility of the Finance Director, moved into the newly completed ninth floor of the New Court House in the middle of March 1962. For the first time in the history of Jefferson Parish its accounting and finance personnel are all together. The department's new physical setup on the ninth floor allows for any necessary expansion in the foreseeable future.

One of the most important and money-saving operations of the Finance Department is the central control of all purchasing for all departments. Standards are constantly being developed and maintained in order that, following the approval of any

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



department's requisition, the most suitable product may be obtained at the best possible price.

The Property Management Division, which has the responsibility of the management and maintenance of all parish public buildings, handled the 1961 completion of the fourth floor of the East Bank Office Building and the renovation of its other three floors at a cost in excess of \$50,000; and the completion of the eighth and ninth floors of the New Court House, and the rearranging of its other seven floors to provide additional court and office space, at a cost of \$300,000. Plans were made in 1961 to modernize the back of the Old Court House building in Gretna at a cost of \$40,000 for the Criminal Division of the Sheriff's Department. This is programmed to be one of the most up-to-date Sheriff's headquarters in the country, complete with switchboard and an identification and narcotic division.

During 1961 the Finance Department published for the first time a complete Report of the Jefferson Parish Financial Condition. This will be repeated annually. The Department also made and evaluated for the first time in the history of Jefferson a complete inventory of all movable property belonging to the parish—such as desks, autos, movable equipment, etc.—involving many and various items worth over a million dollars.

At the end of 1961 the Finance Department began a program of locating and listing every piece of real estate, forgotten or recorded, belonging to the parish. This involves meticulous research going back to the year 1850 (over a hundred years ago) in the Clerk of Court records—reviewing every real estate transaction, both acquisition and disposition, non-payment of taxes, seizures, gifts, grants, etc. This will be a year's steady work for several employees before the job is completed.

The Finance Department is now also in the process of reconstructing and balancing the bond and coupon accounts of all the districts of the parish.

Its Investment Program has progressed to the point where \$8 million of parish idle funds are safely and profitably invested, providing a revenue of over a quarter of a million dollars annually—money formerly unavailable to the parish. This Investment Program is not limited to sinking

and construction funds, but also includes operating accounts, and reserve and contingency funds.

Late in 1961 IBM equipment was installed without a hitch or any lost time in the Accounting Division. There are many other uses planned for this equipment, with budgetary accounting and control already smoothly functioning. All parish checks are now written and verified automatically, this procedure formerly being a long and tedious job for several employees.

By the middle of the year the parish payrolls will be handled by IBM. This data processing equipment does not or will not replace any present employees. It does, however, enable the Accounting personnel to operate more effectively and to offer more and better service to Jefferson Parish. A valuable by-product of the IBM installation is the quick availability of statistical data never possible before.

At the present time the Finance Department, in its constant search for new sources of revenue, is engaged in having a survey made by the Public Affairs Research Commission of Louisiana, a non-profit organization which at no charge will work with the Finance Department to discover if it is utilizing all available sources of parish revenue and if it is operating as economically as it should.

Jefferson Parish Legal Department Clears the Way for the Completion of the Barataria Bay Waterway

The Parish Legal Department handles all civil legal matters involving the Parish Council, the Parish President, the Parish Boards and Agencies, with the exception of the School Board, including litigation, preparation of contracts, leases, legal opinions, deeds, easements and other legal papers.

The Parish Attorney prepares resolutions, ordinances and related instruments for the Council, and similarly prepares legislation which will be of benefit to the parish for adoption by the State Legislature.

The Parish Attorney's office also handles the acquisition of property for the Parish and for State and Federal Agencies working in cooperation with the Parish.

During the past year the Legal Department has handled over 30 expropriation matters involving Veterans Memorial Highway and several new streets and has participated in around 25 major law suits.



A sectional view of the 159-bed West Jefferson General Hospital at Marrero opened in 1960. Its 20-acre site allows it plenty of room for the inevitable future expansion.

But the most noteworthy accomplishment of the Legal Department during last year was completed March 1, 1962, when all the legal tangles involving the securing of the rights of way for the completion of the \$1,710,000 Barataria Bay Waterway, which was started at the Bayou Rigaud end in March of 1960, were straightened out. A contract was awarded on May 31 for Barataria Bay Waterway construction from Bayou St. Denis south to Bayou Rigaud.

This long drawn out and patience trying project involved securing the right of way through 30 separate tracts, many of which required the signatures of as high as 10 members of the family or heirs. The total paperwork comprised the drawing up and securing the signatures of nearly 400 separate instruments.

This also involved many and lengthy conferences to secure the agreements of seven different gas and oil pipeline companies to relocate at their own expense 97 different pipelines that would obstruct the route of the Waterway.

Congressman Hale Boggs, the original sponsor of the Barataria Bay Waterway and whose influence secured Federal approval, was of great help in ironing out many of the problems that came up during the negotiations with the pipeline companies.

200 New Subdivisions in Jefferson Parish in 1961

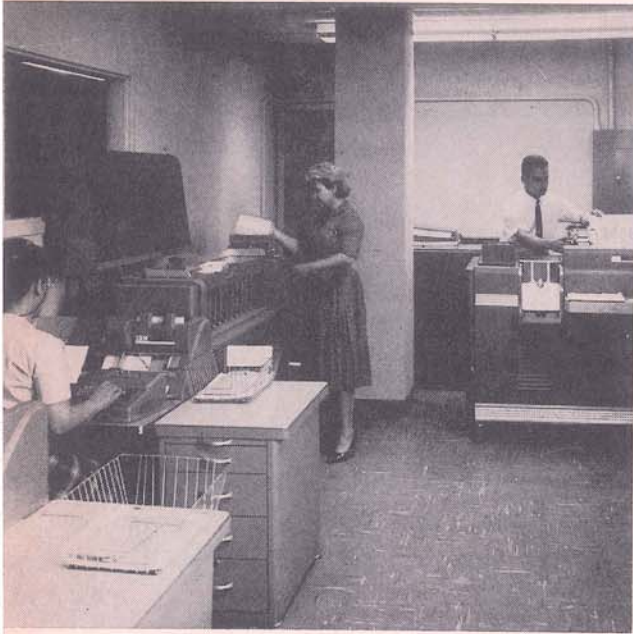
That is the Headline Story of the

1961 Report of the Jefferson Parish Planning Department — "Processed were 200 subdivisions and re-subdivisions which created 1890 new Jefferson Parish lots and many miles of new streets dedicated and improved for public use by the subdividers. Also through the process of subdivision control, three new playground sites, two new fire station sites, a library site and two sewage treatment plant sites were dedicated at no cost to the Parish—all of which was handled by the Planning Department." Nothing is more convincing of the steady surge of new home builders from the crowded areas of Greater New Orleans to Jefferson's newly opened and now easily accessible acres than solid statistics like these.

In connection with zoning which is a Planning Department function, 150 petitions for reclassification were processed and 24 public hearings were held. These petitions require infinite pains and detail. Recommendations were made on each petition to the Parish Council by the Planning Department, together with a full report of the public hearing accompanied by maps showing the location and development of the area surrounding each such proposed reclassification.

A final draft of Subdivision Regulations was completed by the Planning Department and, as of March 5, was being studied by a committee of citizens prior to submission to the Parish Council for adoption.

A comprehensive change to the



A portion of the recently installed IBM equipment of the Jefferson Parish Finance Department on the ninth floor of the New Court House. The parish is continually adding new equipment as the tremendous growth increases the heavy work load on all departments.

Inspecting one of the ten typical precast concrete bridges constructed throughout Jefferson by the Department of Roads and Bridges in 1961 are councilman George J. Ackel, Parish President M. Dan Hogan, Councilman and Vice Chairman Donald T. Gillen and Roads and Bridges Director C. A. LeBauve.



Zoning Ordinance has been thoroughly studied by the Planning Department, as well as the Planning Advisory Board (consisting of 5 members, one appointed by the Council from each Council district and one appointed by the Parish President) and has been submitted to the Parish Council for final approval.

A new service function of the Planning Department is the handling of general printing for all departments of the parish at a tremendous saving. Each department that has work done is charged only for the cost of the supplies and material required.

Sometimes overlooked, but of tremendous value, were the petitions coordinated last year by the Planning Department for improvements of water, paving, sub-surface drainage and sewerage on streets which were dedicated to the Parish but never improved. Many acres of Jefferson will soon open up for residential development, due to this policy of property owners petitioning for improvements.

New Parish Employees and Salary Increases

The 1961 report of the Jefferson Parish Personnel Department—now in its new headquarters on the recently completed eighth floor of the new Court House in Gretna, but still serving both side of the river—demonstrates conclusively that Civil Service is effectively functioning among parish employees and is achieving its objective of securing the best possible person for the job, by offering employees the security and benefits of "career service."

The Jefferson Parish Department of Personnel, in its capacity of administering the Civil Service provisions of the Parish Charter—which entails recruiting, examination and certification of parish employees in this classified service—received 4404 applications in 1961.

Of these 3562 (a little over three-fourths) were accepted for examination. Of these 3021 were placed on the eligible lists covering 150 classes of work. Of those 3021 registered 454 were appointed to permanent positions. There were also 13 provisional appointments (approved because adequate lists were not available from which selection could be required) and 228 temporary appointments for three months or less. The advantage of this merit system was illustrated by the fact that 50 well qualified em-

ployees were promoted during the year.

This procedure of securing and registering qualified job candidates must be continued on a regular basis to take care of the 300 to 400 necessary replacements annually, caused by resignation and other terminations of service, mostly in unskilled and semi-skilled jobs.

In 1961 there were 350 salary increases approved. Also, in January of 1962 several hundred additional pay raises were granted after the many problems relating to the establishment of an equitable compensation plan, adjustments to minimum salary requirements and budgetary difficulties were partially solved.

Only twenty appeals from disciplinary actions were received by the Personnel Board (consisting of three members named respectively by the Presidents of Loyola and Tulane Universities and the Parish President). Eight of these were heard, seven were dismissed because the employees involved failed to appear for the hearing, and five appeals were denied because employees were still in their probationary periods when discharged. Of the 8 appeals heard, 3 decisions were rendered in favor of the employees, 3 upheld the actions of the appointing authority, and in 2 appeals the Board upheld the appointing authority but modified the disciplinary actions. These few appeals again reflect the workability of Civil Service throughout the Parish of Jefferson.

Close contact between the employees of the various organizational units is aided and abetted by the periodic publication of the employees' newsletter called "The Scroll" and by a supervisory bulletin called "Brass Facts."

An employees manual will be prepared and distributed as soon as possible and the department has already instituted as a protective measure the finger printing of all parish employees. These are checked through the FBI in Washington, D. C.

The Water Department:

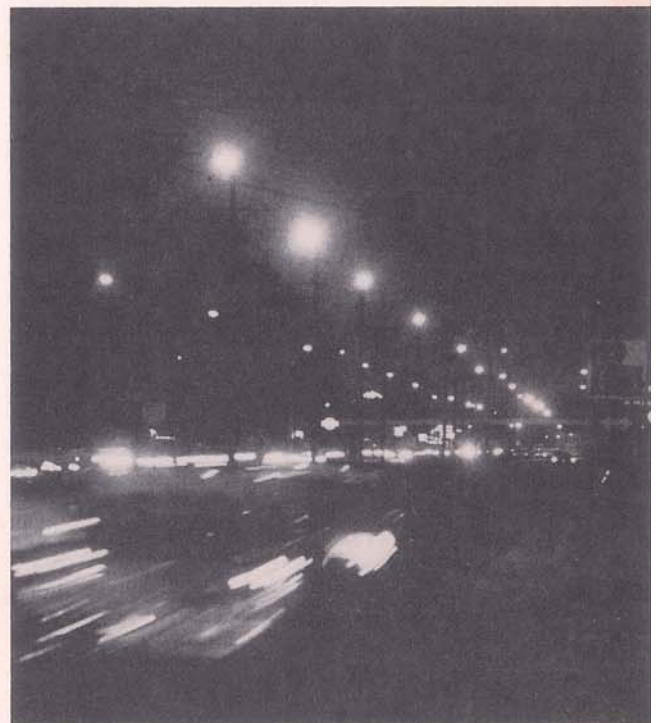
A Gauge of Jefferson's Growth

Water is our one indispensable daily requirement. No one can live long without it. We drink it, bathe in it, use it to wash our clothes, our car and to water our lawns and in emergency to protect our property from destruction by fire. Fortunately it is



Several students work on their homework amid the pleasant surroundings of the Westwego branch library. Local garden clubs have done wonderful work in making the libraries floral wonderlands—a much appreciated public service that continually draws admiring comment.

One of the major accomplishments of the Street Lighting Division of the Safety Department last year was the mercury vapor lighting (as shown) of Jefferson Highway from Orleans Parish to the City of Harahan.



the cheapest commodity we have to buy. And in Jefferson we have plenty of it—for the present.

Waterworks District No. 1 which serves the entire East Bank has a daily capacity of 20,000,000 gallons and actually needs to produce only about 17,000,000 gallons right now. Waterworks District No. 2 on the West Bank, which serves Districts No. 2, 3, 6 and 7 has a capacity of 10,000,000 gallons daily. Waterworks District No. 5 buys water wholesale from the Westwego Water Department to the extent of 300,000,000 gallons a year. Both Gretna and Westwego have their own water departments and water supply. All is pumped and purified from the Mississippi River whose supply is unlimited.

But Jefferson is growing and expanding rapidly—just how rapidly can be illustrated by the 1961 figures of Water District No. 1 which added 2112 new customers to a total of 36,692. It also laid 17.28 miles of new water lines and installed 182 new hydrants and 232 valves, making a total of 438.33 miles of water mains on the East Bank with 4,276 hydrants and 5252 valves.

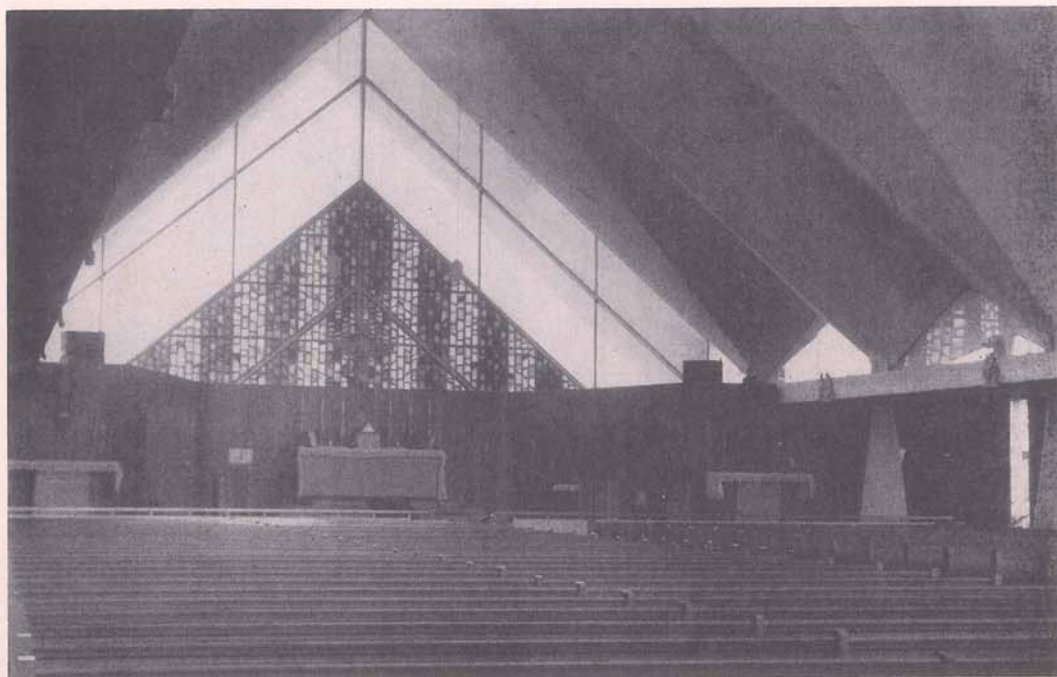
To keep up with East Jefferson's surging growth East Jefferson Waterworks District No. 1 has started con-

struction of a 5,000,000 gallon storage tank at the plant site, to cost \$345,000 and to be completed this summer. Plans are being prepared for a 50 million gallon per day river intake and pumping station to cost \$375,000. And some time this year will be started the construction of a 20 to 30 million gallon filtration plant to cost \$2 million. Also a 12 inch water line to serve Bonabel Boulevard in Metairie to cost \$225,000, an 8 inch line north of Veterans Memorial Highway from Clearview Boulevard to David Drive to cost \$45,000, and a 15 inch line on David Drive from Veterans Memorial Highway to Canal No. 2 to cost \$65,000.

All this above construction will be financed from earnings without any Bond Issue.

For Waterworks District No. 5 on the West Bank a Bond Issue will be submitted this year to install water lines along Highway 90 and reinforce the existing line on the River Road west of Avondale Garden Road consisting of 20 inch, 12 inch and 10 inch mains—the total project to cost \$750,000.

Waterworks District No. 7 which was created in 1959 to serve the brand new suburbs south of Gretna to the Plaquemines Parish line is already serving 875 customers—which means



Part of the interior of the Immaculate Conception Catholic Church in Marrero on Jefferson's West Bank. It was one of eight churches in the United States honored recently by the Church Architectural Guild of America. The winners were selected from 152 entries from all faiths in the United States. This church has also won 5 other national architectural awards.



As shown, the asphalt paving of Northline in Metairie, with 8" vertical curb around neutral ground and roll over curb on lower side, was completed by the Department of Roads and Bridges in November of 1961.

875 homes or businesses in this newly opened up area.

This rapidly growing area has necessitated a new \$165,000 construction program to install new lines on Belle Chasse Highway from the city limits of Gretna to existing line at Wright Avenue, from Wall Boulevard to Behrman Highway, and on Whitney Avenue from Belle Chasse Highway to Hector Street.

Resume of the Five Divisions of the Jefferson Parish Safety Department

As previously stated in this report the REGULATORY INSPECTIONS DIVISION of the SAFETY DEPARTMENT issued an all-time high of 5804 building permits in 1961 for an estimated total construction value of \$58,519,932. These figures include only the unincorporated areas of Jefferson Parish and the city of Harahan. The building permits issued by the cities of Gretna, Westwego and Kenner and the town of Grand Isle are reported in the separate stories on these municipalities in another part of this issue, are not included.

As a further indication of the many and varied construction activities of Jefferson Parish and the excellent cooperation of contractors and builders with regulations, the Building Section from January 1, 1961, to December 31, 1961, made 36,215 inspections with only 1,123 violations; the Plumbing Section made 11,067 inspections

with only 36 violations; the Mechanical Section made 6,399 inspections with only 72 violations, and the Electrical Section made 13,231 inspections with only 202 violations.

Only 247 Building Fires in Jefferson in 1961

The FIRE DIVISION of the SAFETY DEPARTMENT reports a total of 559 Fire Alarms answered in 1961. Of these only 247 (about two every three days) throughout the parish were fires originating in residences or commercial buildings. Because of prompt fire department response there was a total uninsured loss to the buildings of only \$17,480 and a total uninsured loss of their contents of only \$17,548.

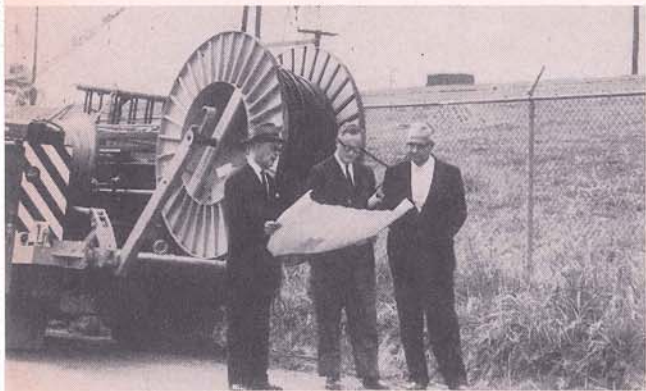
Of the total 559 alarms turned in and answered 198 were automobile fires, 89 were grass and trash fires, 8 were house trailer fires, one was a boxcar fire and 16 were false alarms.

In addition to the fire alarms answered in 1961 the Fire Division responded to 168 emergency calls, in which cases one of the three First Aid or Emergency Cars was rushed to the rescue. Also, there were numerous calls for assistance in automobile accident cases and other similar situations where the area required washing down.

During 1961 the school for fire fighting and rescue instruction, with classes three times a week, was conducted.

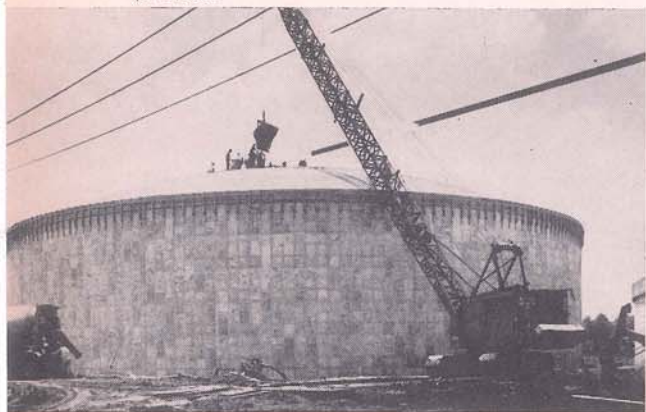


Books in foreign languages have proven invaluable to visitors from overseas who live in Jefferson Parish. Due to the exigencies of the Cuban situation at this writing, books in the Spanish language have been much in demand by those either living permanently in the parish or temporarily domiciled here.



Above: These Southern Bell Telephone Company officials are studying plans which will involve the expenditure of \$2 million which will include new plant equipment and facilities for Jefferson's growing and expanding industrial area. They are, left to right, District Engineer Robert Williams, District Commercial Manager Jim Pitts and District Plant Manager Paul Lambert, all from the company's West Bank-Uptown District.

Below: The new 5-million-gallon ground storage tank at the East Jefferson Waterworks District No. 1 plant, to be completed this summer and costing \$345,000.



The Street Lighting Story

During the year 1961 the STREET LIGHTING DIVISION of the SAFETY DEPARTMENT experienced a few significant changes and received a number of both requests and approvals for additional street lighting.

Newly developed areas are appearing everywhere throughout the parish, all of which means an increase in street lighting facilities, and in some instances an entire revamping of installation procedures in order to secure the maximum benefit of standard lighting conditions.

Quite a few of the larger developed areas are spreading further out and likewise their underground lighting systems are growing. The Division has found it necessary to make costly repairs to some of the older underground systems which has influenced the decision that such systems in the future shall be installed in a definite pattern, taking all possible safeguards against defect, faulty workmanship and deterioration.

On the West Bank the growing communities of Terrytown, Bridge City, Avondale and others are constantly requesting additional street lighting installations or the acceptance and approval of underground systems. Either one means additional expense to the particular Lighting District involved, but fortunately present revenues have been sufficient to finance the increased burden.

The East Bank has seen substantial changes in street lighting in 1961. The most important of which was the Mercury Vapor lighting of Jefferson Highway from Orleans Parish to the City of Harahan, a project in which the Safety Department cooperated wholeheartedly with Council member Donald T. Gillen. It was a major accomplishment to turn this major traffic artery into a pleasurable and well lighted thoroughfare for citizens and transients alike.

More such lighting projects of this scope are now being planned and will become a reality as the money becomes available through increased revenues made possible by Jefferson's ever growing population.

In addition to the increased illumination facilities installed throughout the Parish the Street Lighting Division has undertaken the task of financing and installing traffic signals on certain heavily traveled, parish-owned roads. This project is made possible



RECREATION

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

Upper left: A girls' track team practices starting from the mark (all playgrounds).

Upper right: Connie Ryan, manager of Oklahoma City Baseball Team, conducts a baseball clinic (Jefferson, Metairie and Delta Playgrounds).

Middle left: Ardent artists at the 6 to 12-year-old workshop at Jefferson Playground.

Lower left: The Golden Age Club holds a Hawaiian Party (Clubs at Jefferson, Metairie and Little Farms Playgrounds).

Lower right: Indian Princesses at a Skating Show (at Jefferson, Metairie and Delta Playgrounds).



through the full cooperation of the Traffic Engineering Division which studies the traffic flow, designs and recommends the system of control and, after installation, maintains the operations. Again, more of these traffic signals will be installed as soon as finances are available.

The Road Lighting Division of the Safety Department is striving to maintain a standard method of the installation of all overhead lighting and will so continue throughout the coming year.

Signals that Expedite and Make Safer the Flow of Traffic

Green and white reflective street identification signs were installed at 600 intersections in the unincorporated area of Jefferson Parish in 1961 by the TRAFFIC ENGINEERING DIVISION of the SAFETY DEPARTMENT.

Traffic signals were installed on the Veterans Memorial Highway at its intersection with Bonnabel Boulevard and Sena Drive. The existing traffic signal system on the Veterans Memorial Highway at Green Acres Road and Bissonet Drive was modified to conform with the new west-bound roadway extension. This new extension was also striped and signed. All four of these traffic signal systems have effectively reduced the traffic hazards existing at these intersections. A one-ton utility truck with an aerial ladder was purchased last year to effectively maintain the Jefferson increasing traffic signal systems.

During 1961 there were 6,455 traffic control signs installed by the Division. Of this number 610 were school zone signs. The school crosswalk lines and the legend "School" were stenciled in the vicinity of 78 schools.

In 1961 the metropolitan area of Jefferson, Orleans and St. Bernard parishes adopted similar ordinances making the school zone hours uniform.

In 1961 there were 84 regulatory ordinances (covering speed limit, load limit, one-way and no parking problems) submitted by the SAFETY DEPARTMENT and approved by the Jefferson Parish Council.

The Taxicab Division

The recently created TAXICAB DIVISION of the SAFETY DEPARTMENT opened an Inspection station in 1961. Inspectors of the Division are constantly checking on the operations

of the drivers of the various cab companies. In addition all livery, limousines, sightseeing busses and taxicabs operating out of Jefferson Parish are inspected twice annually for safe public passenger transportation, with emphasis on good brakes, lights and passenger compartment safety. Also, the taxicab meters are checked for time, distance and accuracy and are sealed by the Taxicab Division.

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

All complaints to the Taxicab Division are checked and corrected to the best of its ability. All applications for drivers' permits, as well as the applicants themselves are thoroughly checked before a permit is issued.

During 1961 over 200 drivers' permits were issued. Each driver's permit, issued after the applicant completes the necessary forms and is photographed and fingerprinted by the Sheriff's office, must be publicly displayed by the driver in his vehicle. This procedure gives passengers a feeling of confidence as well as enabling the taxicab inspectors to make certain that qualified drivers are serving the public.

Parish Built and Maintained Roads and Bridges

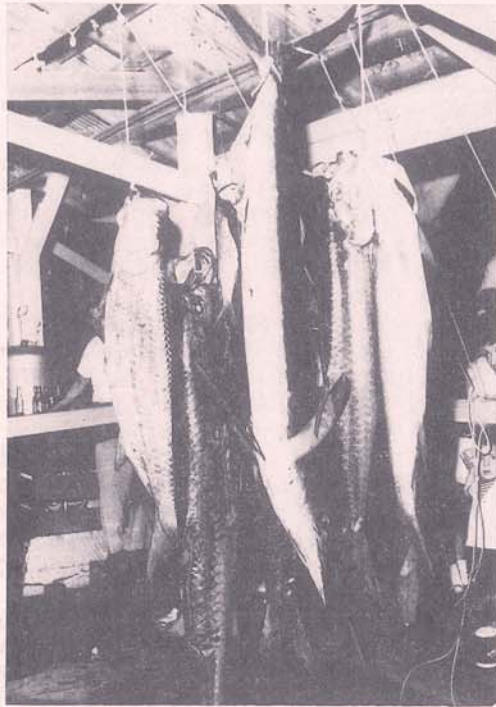
1961 was a busy year for the JEFFERSON PARISH DEPARTMENT OF ROADS AND BRIDGES.

There are 437 miles of parish maintained streets in Jefferson, of which 187 miles are concrete paved, 78 miles are blacktopped and 161 miles surfaced with shells and gravel—all the responsibility of this DEPARTMENT. Following is its 1961 record of activity and accomplishment up to July of this year.

The paving project on Ames Boulevard on the West Bank in Marrero has recently been opened from Fourth Street to 2100 feet south of the West Bank Expressway. Two 10 foot paved strips have been installed and a strip 10 feet wide will be hard surfaced. Culverts to close the previously open drainage canal range from 54" to 60" wide. From the Expressway 2100 feet south there is a box culvert starting with 8 feet wide and 9 feet high to 10 feet wide and 9 feet high. The cost of this entire project was \$366,429.

The Veterans Memorial Highway

The Grand Isle Tarpon Rodeo Held Each Year in Mid-July is the Highlight of Summer Fishing Activities in Louisiana



Since 1928, thousands of Louisiana sportsmen have met annually on Grand Isle to compete for the coveted Gold and Silver Trophies awarded at the Grand Isle Tarpon Rodeo. The fishing area is limited simply to Louisiana coastal waters and for the duration of the three day contest more than 800 boats can be seen from the mouth of the Mississippi River to the Off-shore structures along the Eastern Louisiana coast. The avid rodeo fishermen, easily recognized in the traditional Rodeo caps issued each year with registration, leave no stone unturned in their quest for winning fish in more than 24 eligible categories.

In recent years many changes and additions have added new attractions to the colorful event. Since 1958 skin-divers have registered separately and compete among themselves rather than against the line fishermen. The recent addition of Marlin, Tuna and Sailfish is a tribute to the development of the big game fishing far offshore. The Rodeo records of the largest fish caught have fallen aside year after year as aggressive sportsmen have continually sought out new areas and larger fish. The only pre-war record still standing is Mark Brown's 183 lb. Tarpon caught back in 1935. Pictured at left is just a sample of the Tarpon catch of the 1961 Grand Isle Tarpon Rodeo. In the center is a prize winning Sailfish.

TWENTY-SEVEN TARPONS WERE CAUGHT THIS YEAR . . . JULY 19, 20 AND 21.



Participating in the March 1962 opening of Ames Boulevard to traffic between Fourth Street and the West Bank Expressway on the West Bank of Jefferson were, left to right, Councilman Harold L. Molaison; Councilman Anthony A. Caramonta; Council Chairman Cullen C. Schouest; Parish President M. Dan Hogan.



Pictured above is Miss Greater New Orleans, Carolyn Tollstrup of Jefferson Parish. The 21-year-old beauty won over 11 contestants to become New Orleans' candidate for Miss America. The pageant was held in May. Miss Tollstrup appeared in many scenes in the 1959 issue of the Review.

extension has been completed from Clearview Drive to 300 feet west of Club Drive—a distance of 1.3 miles—completing double lane to Club Drive at a cost of \$254,000.

A work order was issued on May 16, 1962 to further extend Veterans Memorial Highway from Club Drive to Williams Boulevard in Kenner, a distance of 2.2 miles at an approximate cost of \$445,000. When this phase of the project has been completed Veterans Memorial Highway will be two lanes running east to west (from Pontchartrain Boulevard in New Orleans to Williams Boulevard in Kenner), and two lanes running west to east covering the same route with a (drainage ditch) neutral ground.

Manhattan Boulevard on the West Side in Harvey has been blacktopped from Fourth Street to the West Bank Expressway.

The parish blacktopping program is speeding up due to the change from 100% participation to 80% participation. Under this new system only 80% of the property owners' money has to be collected now. The property owner has two years to pay the balance.

The Department has improved practically nine miles of shell streets with asphalt during 1961. Approximately 25½ miles of concrete paving were improved and ¾ of a mile of soil cement street was improved during the past year. This makes a total of 35¼ more miles of asphalt and concrete.

Building bridges on the East Bank is a continuous job. In 1961 eight bridges were completed at the following locations: Canal No. 4 at Metairie Court Parkway; Canal No. 4 at North Turnbull Drive; Canal No. 4 at Transcontinental Drive; Canal No. 5 at Transcontinental Drive; Canal No. 3 at North LaBarre Drive; Canal No. 2 at Clearview Parkway; Canal No. 2 at Melody Drive and Bonnabel Canal at Nero Street. These are drainage canals running both east and west and north and south.

On the West Bank two bridges were completed in 1961—one over Swift Canal at Eighth Street in Harvey and one over Douglas Canal at Eighth Street in Marrero. The approximate cost of the ten bridges on both sides of the river ran to \$190,000. A bridge over Canal No. 2 at Lake Villa was completed in May of 1962.

With the two bridges on Transcontinental Drive on the East Bank a

throughway was opened from Veterans Memorial Highway to Airline Highway. The bridge on Clearview Parkway over Canal No. 2 opened a throughway for trucks from the lake to Veterans Memorial Highway.

Also in 1961 the Department overlaid part of the Veterans Memorial Highway and another portion will be overlaid as soon as possible. Plans have also been drawn for turnoff lanes at the intersection of Veterans Memorial Highway and Causeway Boulevard to relieve the traffic bottleneck in this section.

During 1961 the Department of Roads and Bridges assumed the responsibility of street side ditch maintenance on the East Bank, a sizeable maintenance project of approximately 530 miles of ditches. Recently it also assumed the maintenance responsibility of Causeway Boulevard and will overlay its multiple lanes with hot asphalt at a cost of approximately \$65,000.

To be able to speed up its mounting maintenance work the Department has purchased fourteen new dump trucks, two truck mounted cranes, six back hoe ditching machines, two new street sweepers, three vibrator rollers, three grass cutters and is expecting to purchase five more.

In 1962 bridges will be constructed over Industrial Canal at Wall Boulevard and at Wright Canal at Stumpf Boulevard on the West Bank. Also Stumpf Boulevard will be paved from Whitney to Wright, a project carried over from 1961.

In another section of the 1962 Review is a detailed story of the large scale highway and bridge improvement program conducted by the Louisiana Department of Highways in Jefferson Parish during 1961.

When Jefferson takes Time out to Play

THE JEFFERSON PARISH RECREATION DEPARTMENT proudly points to 1961 as a Banner Year in both youth and adult participation in its organized recreational activities at the various centers and playgrounds. The ultimate aim, of course, of the Department's diversified program is to afford all age groups opportunity to actively and healthfully enjoy their leisure time.

In baseball the Department offers

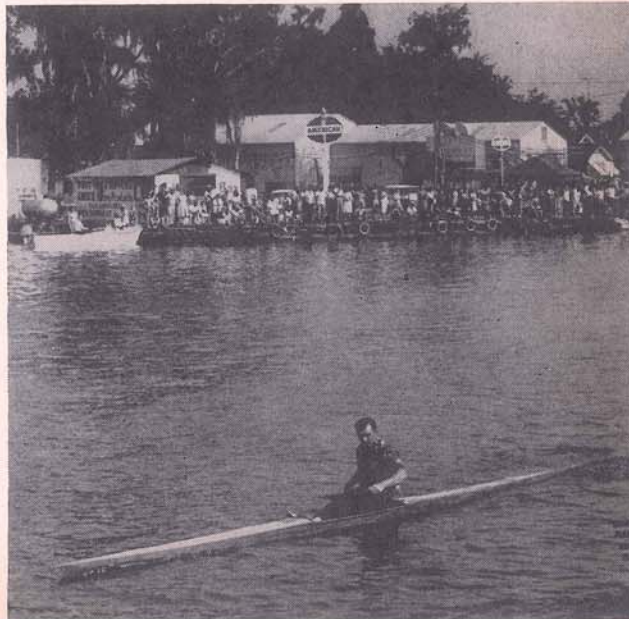


JEFFERSON'S CHAMPIONS

Left: The Jefferson Parish Recreation Department's Biddy All Stars Basketball Team which won the Louisiana Title for the second straight year in 1962 and were also International Champion in 1961. This year they were defeated by Wichita by one point in the playoff for the International championship. They are, front row, left to right: Larry Tillman, Gus Larber, Bob Thomas, Kirk Maestri, Boyd Schellhass, Joe Caccioppi, Charles Dufour and Dave Liuzza. Back row, left to right: Herman Duhe, Coach Earl B. Wilken and Reese Rowan.

Right: Lynette Jerry, who again won the National AAU Girls High Jump, is pictured at the California scene of her 1962 victory. She is one of many Jefferson athletes to be honored at the Recreation Department's "Banquet of Champions."

Right: Malcolm LeBlanc who won his fourth consecutive World's Pirogue Racing Championship at Lafitte this year. The events include the Men's, the Women's Championship Race and the Work Boat Championship Race with cash prizes for the winners in all three. The pirogue racing course is a four-mile elliptical course from the fork of Goose Bayou up Bayou Barataria a short distance where a turn is made then back to the starting point, which is the finishing line. Left is Mrs. Augusta Meyers of Lafitte, who won the Women's Race for the fifth straight year. This is a two mile race.



the boys of the parish from 6 to 17 participation in six different leagues: the Tot League, age 6 to 8; the Minor League, age 9 to 10; the Little Boys League, age 10 to 12; the Dixie Boys League, age 13 to 14; Babe Ruth League, age 13 to 15; and the Pelican League, age 15 to 17.

During the 1961 baseball season 3,465 boys of Jefferson played on teams in these various leagues. The Department received State and National recognition in 1961 when its Babe Ruth All Stars won the District title for the second straight year and advanced to the finals in the State Play-Off . . . when the Metairie Playground Dixie Boys All Stars won the 1961 National Dixie Title . . . and when its Little Boys All Stars from Airline Park, who had won the 1960 National Championship, advanced to the 1961 National finals at Chattanooga, Tennessee.

In Football there are five Leagues: the Tot League for boys 85 pounds and under; the Pee Wee League for boys 95 pounds and under; the Midget League for boys 110 pounds and under; the Bantam League for boys 125 pounds and under; and the Adults Touch Football League.

In Basketball for boys there are the big "8" League, the Biddy League, the Freshman and Sophomore League, the Junior and Senior League, and the Adult League.

The Jefferson Parish Recreational Department's Biddy All Stars won the Louisiana Title for the second straight year in 1962, defeating New Orleans Recreation Department teams both times. They were also International Champions in 1961. This year they were defeated for the championship by Wichita by one point.

The Department's Big "8" team won the state title in 1961 for the second time at Metairie Playground.

The Department has two Softball Leagues for girls: the Girls Junior Pony Tail League, age 13 and under, and the Girls Senior Pony Tail League, age 16 and under.

Other major activities offered by Jefferson Parish Recreation Department are: Junior and Senior Girls Basketball; a track program for both girls and boys; Ladies' slimnastics; Adult Square Dancing; Adult Round Dancing; Tap and Ballet; Art classes for boys and girls; Tumbling for boys and girls; Ceramics for adults and teen age boys and girls; Volleyball for girls

and ladies; the Golden Age Club for oldsters; Roller Skating and Tennis; and Sunbeam and Starlet Summer Day Camp for girls from 6 to 14.

This department has made rapid advancement, quadrupling participation in the past five years. New Playgrounds and centers have come into existence and more are planned. In addition to its broad and varied program the Department has a highly skilled staff of Recreational Directors to aid and instruct both youngsters and adults alike.

The Recreation Department plans to spend in 1962 about \$18,000 for lights at Metairie Playground, \$80,000 to purchase a building now being rented for the Metairie Library, \$5000 to acquire a Library at Lafitte and \$25,000 to construct a new library on land donated by the Bissonet Plaza Subdivision.

Jefferson's Libraries Meet the Challenge

Like Janus, the god of the New Year, the symbol of the past and the future, Jefferson Parish wears two faces—the face of industry and agriculture and the face of domesticity with all it entails—peaceful but progressive surroundings and cultural opportunities, of which not the least is the local library.

The role the public library plays in the cultural life of Jefferson Parish is dramatically illustrated in the data and statistics supplied by the LIBRARY DIVISION OF THE JEFFERSON PARISH RECREATION DEPARTMENT.

In 1961 the parish Library system topped the one million figure in book circulation—it increased its supply of books by 19,264 and as of April the number of books in the parish collection totalled 219,839.

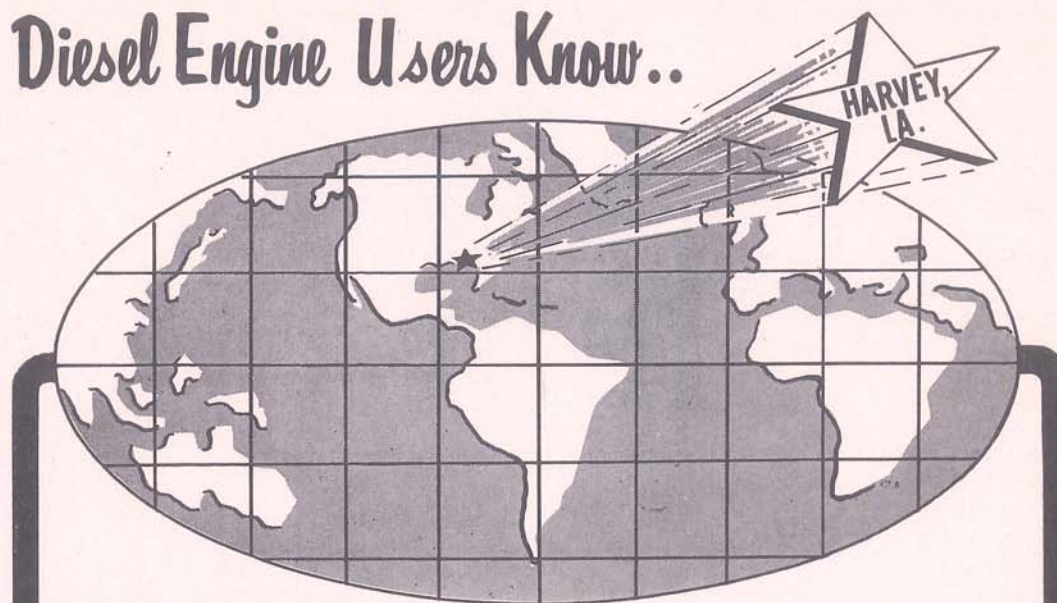
Comparative statistics bring this information into sharper focus. In Jefferson Parish there is one book for every man, woman and child.

In East Baton Rouge only 3/5ths of a book and in Orleans Parish only 4/5ths of a book. Jefferson's libraries circulate 4.7 books per capita, while East Baton Rouge circulates only 2.9 books and Orleans Parish only 2.7 books per capita.

To provide such impressive service costs money and that money is wisely spent. The per capita expenditure for library service in the parish for 1961 was \$2.25 which is cited by the U.S.

(Continued on Page 127)

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

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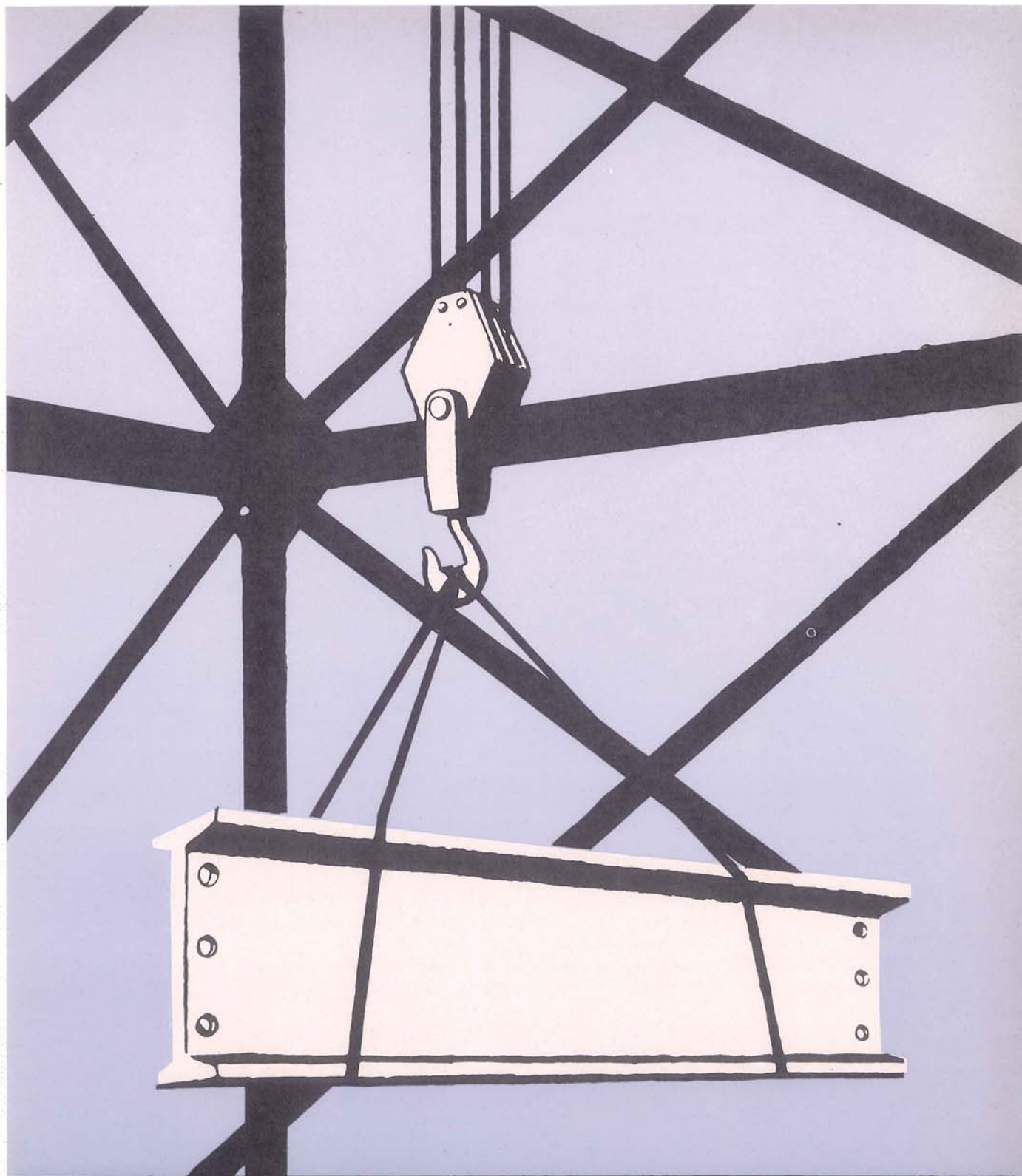
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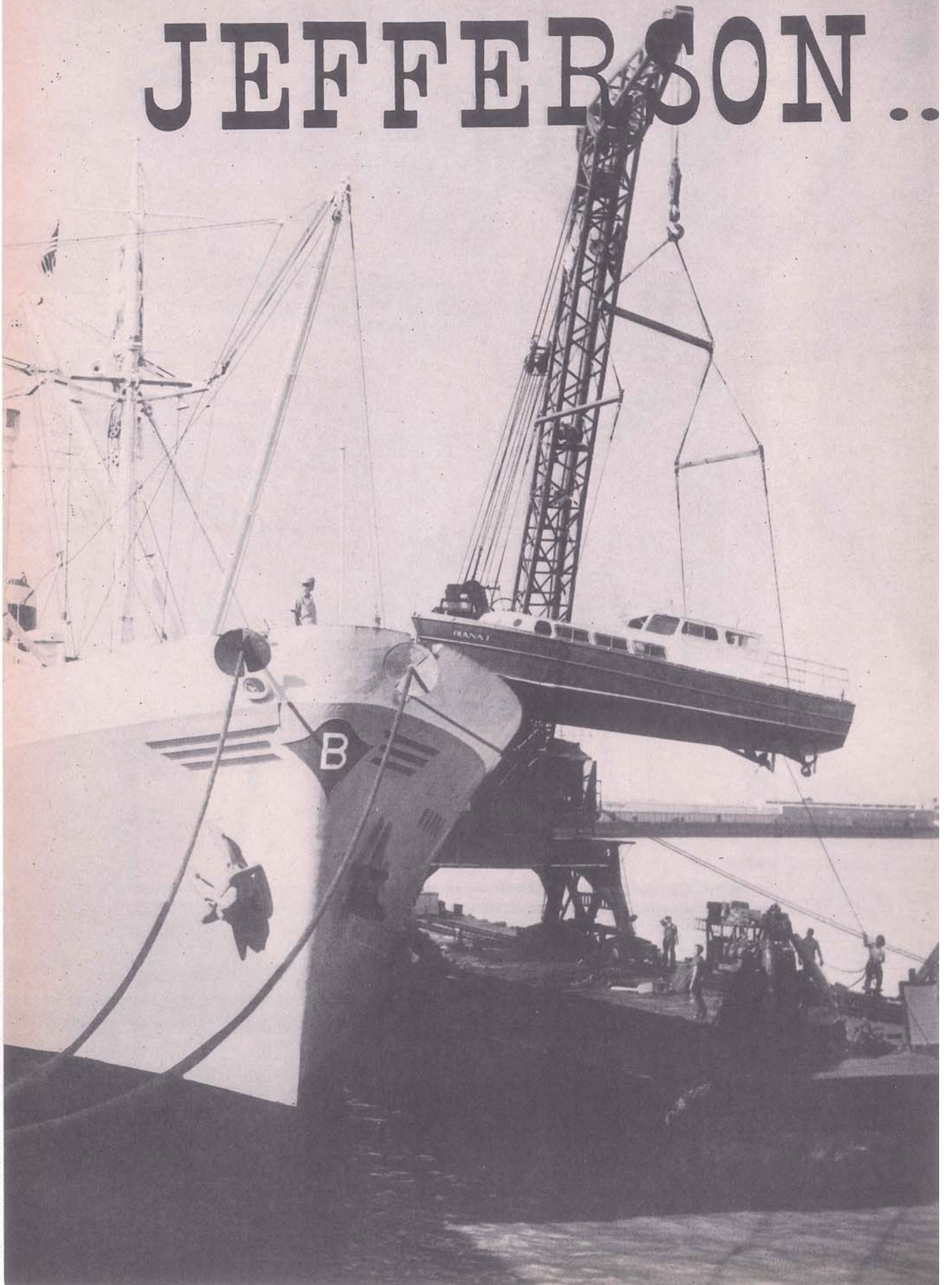
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**Industrial
Jefferson**

JEFFERSON..



...and the River

HOW THE MISSISSIPPI SERVES THIS BOOMING INDUSTRIAL PARISH THAT STRADDLES IT WITH 27 MILES OF RIVER FRONT

Historical Prologue

Forty tributaries from thirty-one states in the United States and Canada, comprising 15,000 miles of inland waterways, all navigable at least in part, combine to create the Lower Mississippi River, which millions of years ago began pouring its silt laden torrent into an inland sea that once reached up to Cairo, Illinois.

Pushing its delta ceaselessly southward it slowly built with layer after layer of flood flung alluvial soil the lush Mississippi Valley, and just a little more than a hundred miles from its present mouth formed the celebrated Crescent, which is 2145 feet wide and 133 feet deep in midstream at the new Mississippi River Bridge, where is located today the No. 2 Port of the nation, part of which is Jefferson Parish, the most concentrated industrial area in the Deep South.

The first white man in recorded history to view the Mississippi was DeSoto a little over four hundred years ago, who looked upon it merely as an obstacle in his path, a huge Indian named river to be crossed. He little realized it was to be both his monument and his grave.

It was not until nearly two centuries later that LaSalle rode its current down from the Illinois River and discovered its mouth. Fully aware of its tremendous importance to French trade and conquest, LaSalle claimed all the land drained by the Mississippi and its tributaries for France and named it the Colony of Louisiana in honor of his King Louis XIV.

Thirty-six years later Bienville, at that time Governor of the French Colony of Louisiana, was also convinced that whoever controlled the Missis-

sippi and its mouth controlled the heart of the continent. Overcoming strong opposition he removed the seat of government from Biloxi on the Gulf Coast and established New Orleans on the then unprepossessing and muddy, mosquito infested east bank of the Mississippi at a spot where a short portage and Bayou St. John opened up the back door of Lake Pontchartrain to the Gulf Coast.

Since then more men have died exploring, exploiting, defending and conquering the Mississippi than any other river in America.

Less than a century after Bienville's drastic move the young United States vindicated his judgment by buying New Orleans, plus a million square miles of wilderness beyond the Mississippi it didn't need or want and couldn't pay for (the \$15 million it cost was borrowed, ironically, from English bankers) in order to guarantee the freedom of American commerce up and down the river's long liquid length from the Great Lakes to the Gulf of Mexico.

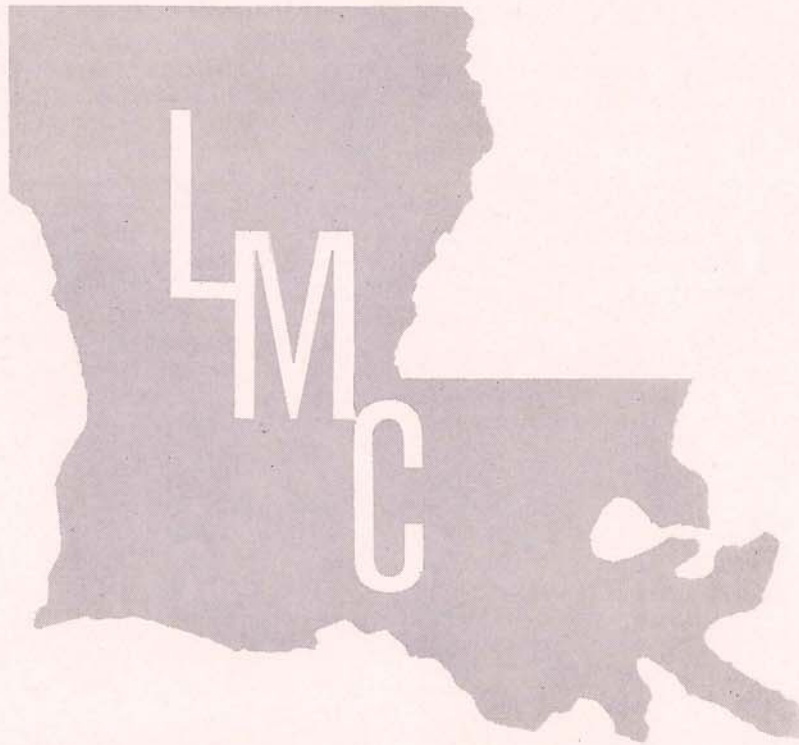
A few years later in 1814 England, equally aware of the strategic value of the Mississippi and its seaport New Orleans, dispatched the largest amphibious invasion force ever to enter American waters to attack New Orleans, even though peace terms between England and the United States ending the War of 1812 were then being signed.

This was an all out effort to capture the Colony of Louisiana and hold it ostensibly for her ally Spain, but actually to use it as a means to stop American expansion, to drive the young nation back to its precarious foothold on the Atlantic Coast and

Left—HEADED FOR A LIFETIME of hard work in the rich oilfields of Lake Maracaibo, Venezuela, is this speedy crewboat built to the order of George Engine Company, Inc., for a prominent Venezuelan marine transportation company. Similar workboats for the petroleum industry are shipped by this Harvey, La., firm to the port of New Orleans, then to every corner of the world.

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This bulk plant and river terminal of Texaco on the Mississippi River at Marrero in Jefferson Parish is one of the oldest plants in the area dating from 1902. It is equipped to serve both oil barges and ocean going tankers.



Pictured above is American Liberty Tank Terminal's huge Avondale location showing its assembly of tanks and its two Mississippi River wharfs, with facilities for serving two ships simultaneously.

eventually to force back into the fold the thirteen original colonies England had lost in the Revolution.

England did not recognize Napoleon's right to take back the colony of Louisiana from Spain nor his right to sell it to the United States. And since the disposition of the Colony of Louisiana appeared nowhere in the peace terms England could both observe the Treaty and justify the capture of New Orleans.

But General Jackson with a hastily gathered and outnumbered army of Tennessee and Kentucky riflemen, the Orleans Battalion of Creoles, Hind's Mississippi Dragoons, free Negroes, Choctaw scouts and Lafitte's Baratarians (including the expert cannoners Dominic You and Rene Beluch) so thoroughly defeated Pakenham's veterans that England never entertained the idea again of recapturing her once American colonies.

What most writers have erroneously termed a useless battle, because the treaty of Peace had already been signed when it was fought, the Battle of New Orleans was actually one of the most decisive in American history. We declared our independence in 1776. We didn't actually win it until that momentous morning of January 8, 1815.

Then followed the Golden Age of the South when hundreds of steamboats "finer than anything on shore" cruised the Mississippi, then Highway No. 1 of the nation. Before the Civil War they opened the South. After the war they opened the West.

This generation has no knowledge of the thrill of a trip by steamboat down the mighty Mississippi, through its battle scarred history land, around foam flecked and fascinating bends, over the pioneer path of the Kentucky flatboatmen who preceded the age of



Abundant good water from the Mississippi River is one of the chief reasons Louisiana Power and Light Company located this Nine Mile Point steam-electric Generating Station near Westwego in Jefferson Parish. It circulates 300 million gallons of river water per day through its cooling system. The land tip of Nine Mile Point is not shown in this photograph, but both bodies of water are the Mississippi. The bridge is the Huey P. Long train and vehicular bridge opened to traffic in 1935.



VICTOR H. SCHIRO
MAYOR

CITY OF NEW ORLEANS

OFFICE OF THE MAYOR

GROWING TOGETHER:

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

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

It is my hope that in 1962 and the years that are to come this "growing together" will symbolize the harmony of good neighbors planning and working together for the good of all.

On behalf of everyone in the City of New Orleans I extend cordial greetings to everyone in Jefferson Parish. May we continue to enjoy the close spirit of cooperation which will assure a continuing success for us all.

VICTOR H. SCHIRO
Mayor





A high aerial view of the Mississippi River as it winds its way through Jefferson Parish. In the foreground, practically in the middle of the pictures, is Avondale Shipyards. The view is looking downriver toward New Orleans and shows that while the area is heavily concentrated with industry there are still excellent available river front sites.

steam, past plantations with their great columns and broad lawns, past cypress and cotton and magnolia, with journey's end at the levee at New Orleans.

There were merchants and adventurers and proud river pilots mixed with wide eyed strangers seeking a haven and happiness in this land of promise. Planters lost the proceeds of their cotton crops and frequently their plantations to professional gamblers, and the paddlewheel like the wheel of fortune decided destinies at every stop on the river.

Immigrants with their worldly possessions in a bundle mingled with beautiful belles from the plantations, discreetly flirting with the gallant and handsome planters' sons in their high beaver hats. Every boat and every trip saw fortunes won and lost, futures made and broken. For almost a hundred years the colorful packets carried westward and southward the tide of empire, and when their day was over the banks of the Mississippi stretched unbroken from the Atlantic to the Pacific.

From about 1812 to the beginning of the Civil War there was hardly a point on the river below Natchez at any hour of the day or night when a smoke belching, paddle swishing steamboat was not in sight carrying the South's cash crop of cotton. In 1803 when New Orleans became an American possession as part of the

Louisiana Purchase its population was 8,000 people. When the Civil War began it was already the fourth largest city in the United States.

Many historians are convinced the Confederacy lost the War when it lost control of the Mississippi. All historians agree that the broad bosom of the Father of Waters was the great liquid highway that opened up the West.

When the railroads began crisscrossing the country in deadly competition for water borne freight and passengers, it looked as though the Mississippi had seen its day of glory. But in 1927 with the inauguration of the Federal Barge Line, the completion of the 9 foot channel and the beginning of the U.S. Engineers giant program of levees, cut offs and spillways which has tamed the River's annual tendency to run amok, the modern age of the towboats and barges began.

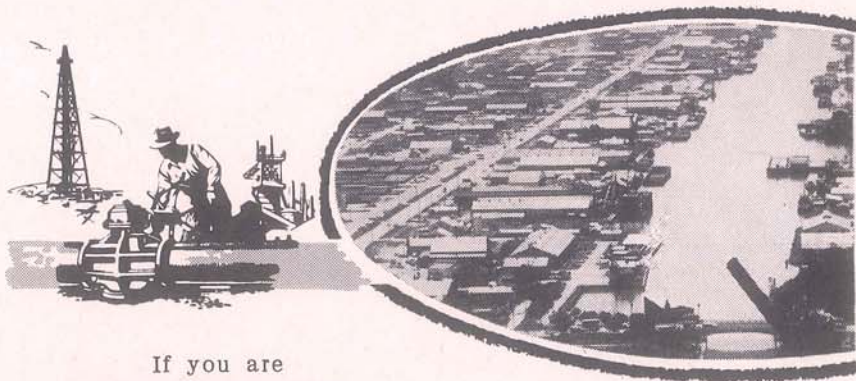
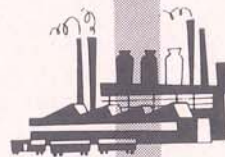
The vital importance of the Mississippi was never so dramatically demonstrated as in World War II, when the river's connection with the land protected Gulf Intracoastal Waterway finally counteracted the deadly menace of the submarines lying in wait in the Gulf of Mexico for the tankers and permitted vital oil to be moved from the Louisiana and Texas oil fields safely to the Atlantic seaboard. From December 1941 through August 1945 the incredible total of

NATURAL GAS



JEFFERSON'S PIPELINE TO PROGRESS

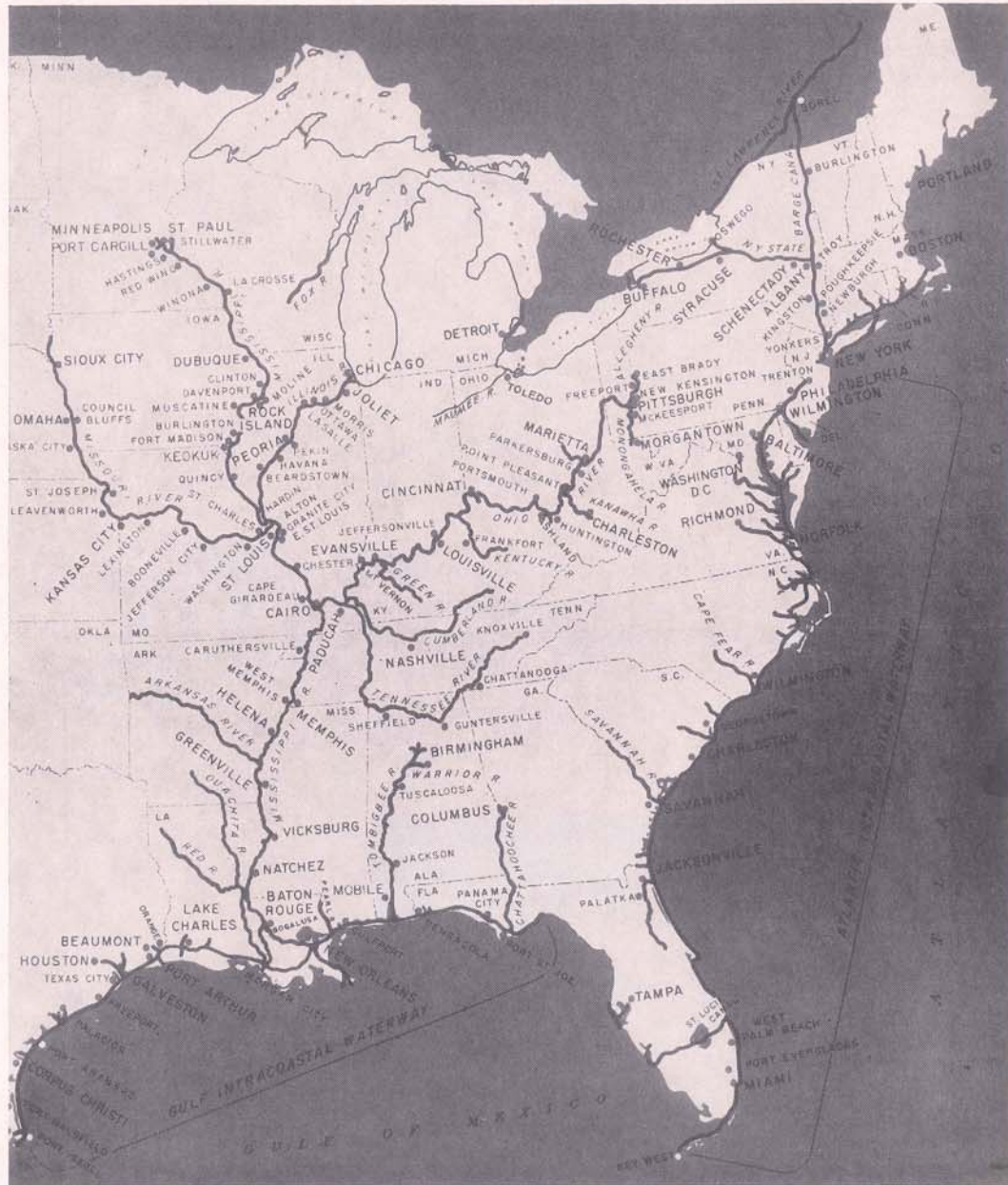
Natural Gas and progress go hand in hand. Natural Gas is the miracle ingredient that awakens industry to its full potential. Natural Gas provides commercial establishments with a dependable and versatile low cost fuel. For homeowners, Natural Gas opens a new door to better living. Without a doubt, Natural Gas means
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Map of the Inland Waterways of the United States with a total of 9,399 miles of which the Mississippi River system contributes 4,829 miles or over half.

1-1/3 billion barrels of petroleum and petroleum products so moved over the inland waterways, the equivalent of more than 7 million tank carloads representing 72,732 trains of 100 cars each.

Since then the towboat and barge traffic, carrying oil and grain and sulphur and automobiles and dozens of other commodities including guided missiles, has long since passed the volume of the steamboat era.

Today the levee girded Mississippi River has proven itself not only as an

economical means of transporting so many heavy commodities and raw materials, but as a strategic location for industries requiring vast quantities of industrial water, one of the greatest present day problems of the nation's manufacturing plants. It is also the source of unlimited drinking water.

Statistical Prologue

The Mississippi River is part of the nation's 28,996 miles of inland waterways and their growing traffic. Waterborne commerce on the Mississippi River system, its main channel

"helping to build a growing America"

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

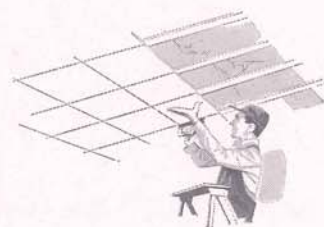
Today, this plant, at Marrero, Louisiana, is the industry's largest: 1750 employees; a vast 150 acre plant; a product line of over 1300 items; 10 miles of rail lines, a fire department; a medical department, ambulance equipped. Annually, 250,000 tons of bagasse from Southern sugar mills are processed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

At Marrero and 8 other plants, Celotex produces a variety of products needed for the gigantic construction job required to keep pace with America's population growth and economic progress. We are proud to have a part in keeping our nation prosperous and strong.



CELOTEX
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THE CELOTEX CORPORATION



Some Of The Celotex Products Produced At Marrero

Roof Insulation • Insulating
Sheathing • Fibreboard Ceiling
Tile • Acoustical Products • Flex-
cell® Expansion Joint • Insulat-
ing Roof Slabs • Building Board
Industrial Packaging Board



The settling basins at the Celotex plant (background) in Marrero where the raw river water is held for three hours to allow silt to settle. These basins can hold 4,200,000 gallons of water. They are a lush habitat for the famous Mississippi River catfish which are pumped in as babies and grow into king size specimens. Big strings of "cats" are taken from the basins each year when they are drained to be cleaned.

and all its tributaries, was 233,959,-481 tons in 1960 (last year figures available) as compared to 154,637,-041 tons in 1951.

The waterborne commerce of the Mississippi itself from Minneapolis to the mouth of the Passes was 128,347,-795 tons in 1960 as compared to 72,-510,690 in 1951. This tonnage covered the movement of nearly 200 different commodities. The main items running over a million tons each were corn, wheat, soybeans, bituminous coal and lignite, gasoline, crude petroleum, residual fuel oil, building cement, liquid and dry sulphur, sand, gravel, shells and crushed rock, iron ore, iron and steel pipe, finished steel products and industrial chemicals.

Markets are affected not by distance but by transportation costs. The

inland waterways system is today geared for flexible, low cost delivery of big loads of basic raw materials, fuels, semi and finished bulky products. And the waterways operators have equipped themselves to economically handle this bulk tonnage.

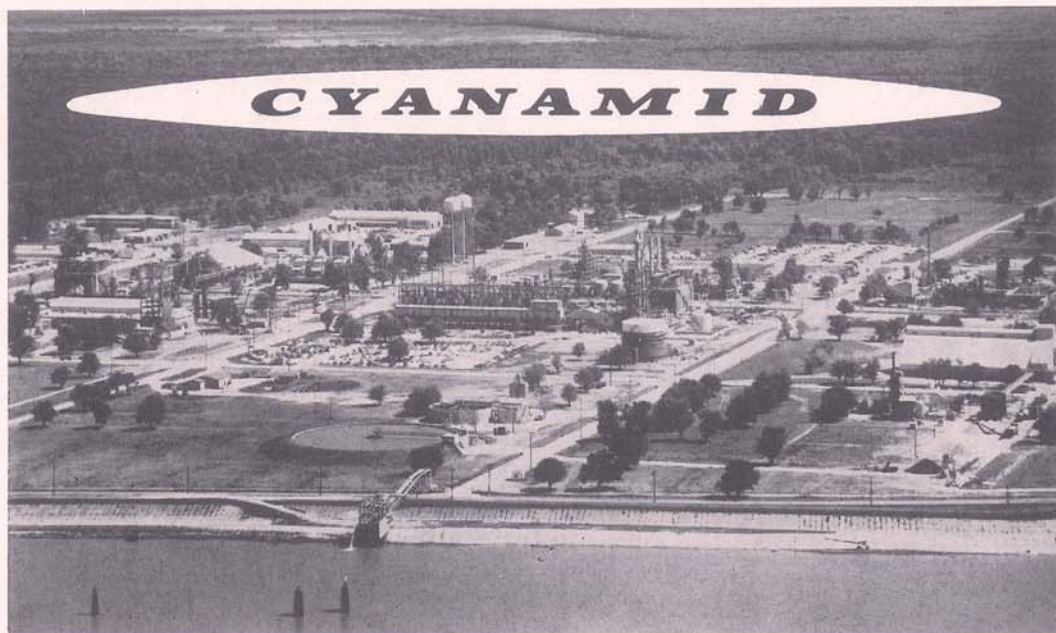
The million gallon tank barge dwarfs the largest railroad tank cars of 12,000 gallons capacity. The 100,-000 bushel grain barge carries from 20 to 50 times as much grain as the largest grain cars. Integrated tows carrying 600 automobiles are not uncommon. Nor is waterborne commerce slow. The largest and most heavily loaded tow will cover a 3200 mile round trip in 20 days.

Agriculture is one of the largest users of transportation. Grain trade on the inland waterways is rapidly



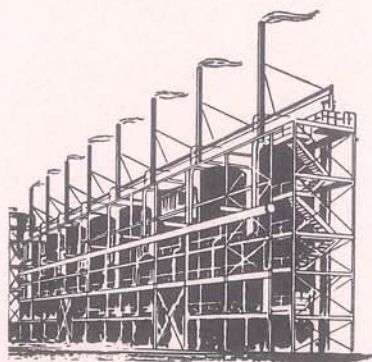
Loading river sand that was hydraulically dredged from the Mississippi at Jahncke Service's East Bank pit up river from the Huey P. Long Bridge seen in the background. Each year from the sand pits on both sides of the river about 3,000,000 cubic yards of sand is trucked to industrial or home building sites in Jefferson Parish. Thousands of building sites in the parish have been raised a foot or more with the top soil from the thirty-one states that drain into the Mississippi.

"A CITIZEN OF JEFFERSON PARISH"



CYANAMID PRODUCES CHEMICALS FOR THE NATION AND THE WORLD

- Agricultural
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The Fortier Plant Produces:

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Jefferson Parish, Louisiana

expanding. Through his cooperatives the farmer has become a "big load" shipper. Waterside grain elevators and loading docks pay farmers more per bushel for grain delivered for barge shipment. The fertilizer and livestock feed industries are also expanding along the waterways.

Barge transportation is indispensable to the operation of an integrated steel mill. Last figures available show that there are 968 steel mill furnaces, 192 iron and ferroalloy blast furnaces and 14,659 coke ovens on the navigable rivers and canals and Great Lakes.

Inland waterways equipment plus multiple million dollar drilling barges have made possible the offshore production of oil. Hundreds of barges and towing vessels serve the oil industry in the Gulf of Mexico.

The supply of sulphur has been greatly increased since World War II through improved mining methods and development of barge transportation, which is indispensable to the sulphur producing industry since most of the U.S. output comes from mines under coastal waters or marshes.

Since 1951 more than 350 waterside chemical plants have been built or their productive capacities increased at a cost of billions of dollars. Petrochemical plants are now dotting the Mississippi as plantations used to do. The Jefferson Parish-New Orleans-Baton Rouge area is the center of an industrial-chemical-transportation revolution.

Water the Mississippi Never Misses

Back in the steamboat days a newspaper editor once described the Mississippi as the muddiest, the deepest, the shallowest, the barriest, the snaggiest, the catfishiest, the swiftest, the steamboatiniest and uncertainest river in existence of which generations have drunk its water, mud and all, and considered it fresh, pure and healthy. In answering the question of a lady passenger about the effect of Mississippi water as a drinking water, a famous steamboat captain once replied "It clears out the bowels, ma'am."

Right—The towboat "Dixie Star" of the Dixie Carriers with headquarters on the Harvey Canal moving a tow of oil from Ostrica on the lower Mississippi River below New Orleans to the pipeline at Mayersville, Mississippi. This particular tow of six barges is carrying a payload of 46,500 barrels of oil.



**"We'll
get
our
GAS
from
UNITED"**



Dependable supplies of natural gas are available to any new plant built in the nearly 700 Gulf South cities and towns obtaining this finest of all fuels from United Gas. Industrialists all over the nation have seen colorful United Gas advertisements urging them to vacation in the area and to consider plant sites in the sections of Texas, Louisiana, Mississippi, southern Alabama and northwest Florida served by our company. United Gas has sponsored an industrial development advertising campaign for more than 22 years—to make business better for everybody in the Gulf South.

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Current ad in the series appears in
TIME — May 4
U.S. NEWS & WORLD REPORT — May 7
WALL STREET JOURNAL — May 15
BUSINESS WEEK — May 19
NEWSWEEK — May 21



An aerial view of the Johns-Manville Products Corporation operation on the Mississippi River at Marrero in Jefferson Parish. The picture shows the Floor Tile, Transite Pipe, Asphalt Roofing and Asbestos Shingle and Siding plants to all of which the Mississippi River is of vital importance as a source of industrial water.

The communities and people along the Mississippi still drink its water, but today it is filtered and purified. But supplying, for instance, the Parish of Jefferson with all the raw water it can pump and purify for human consumption and fire protection does not lower the river level a fraction of an inch. Of the 115 billion gallons the Mississippi pushes past Jefferson every day, year in and year out, the several Jefferson water departments now utilize only a little over 30 million gallons a day.

The Mississippi as a source of Jefferson's water supply is inexhaustible. Something to boast about with 66% of American cities depending entirely on the dwindling supply from wells and many metropolitan areas desperately seeking new sources of water to supply their increasing populations.

**The Mississippi Pours More Water
Through Jefferson Than Used by
All of America's Existing Industry**

Water is the largest single raw material used by American factories. Their total thirst at the present time exceeds 80 billion gallons a day. But Jefferson alone is served by the mighty river that pours through it 115 billion gallons a day to serve its present and future industries.

All over the United States manufac-

turers—with plenty of industrial water being their first and foremost requirement—are seeking new sites to build or expand. All over the United States these water hungry plants are studying Jefferson's water wealth and its still available river front sites.

Following are a representative group of industrial plants and operations already located on Jefferson's riverfront, and how the Mississippi is serving them.

★ **AMERICAN CYANAMID USES 15 MILLION GALLONS OF RAW RIVER WATER A DAY**—In 1953 American Cyanamid, sixth largest chemical company in the United States, chose its present Fortier plant site in Jefferson Parish because of its nearness to an abundant supply of natural gas, the prime raw material, and water.

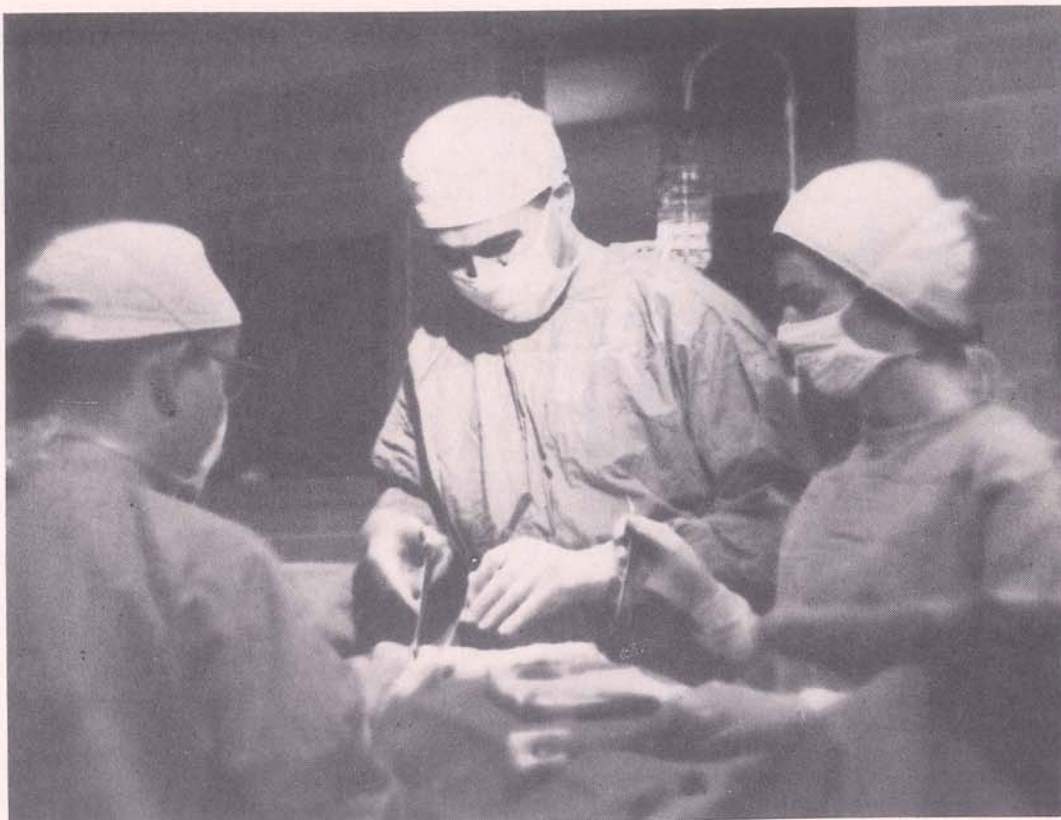
In its manufacturing process it pumps 15 million gallons of raw river water a day from the Mississippi, as well as purchasing 5 million gallons of potable water a month from Jefferson Parish Waterworks District No. 5.

Natural gas is converted into acetylene and then into acrylonitrile. Tank loads of this wonder chemical go to Cyanamid's fibre manufacturing plant where it is being used to make Creslan, a new synthetic fibre.

In 1956 Cyanamid began an expansion program of the Jefferson Parish Fortier plant until it now represents

Below—The grain elevator of the Continental Grain Company above Westwego on the Mississippi River with a present storage capacity of three million bushels. This photograph shows freighter being loaded for export shipment.





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In everyone's life there are moments of decision—of unexpected developments—which can be faced with *confidence* only by those who have prepared to meet them.

Have you prepared for your family's, and your, future moments of decision? A Pan-American Life Insurance policy designed to meet your particular needs can help you face your future with *confidence*.

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

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





This guided missile destroyer "SEMMES" (DDG-18), which hit the water on May 20, 1961 was the first destroyer to be built in Louisiana and was the first of two such vessels to be launched by Avondale Shipyards on the Mississippi River in 1961.

an investment of around \$100 million.

★ **AMERICAN LIBERTY TANK TERMINALS** **HUGE MISSISSIPPI RIVER FACILITIES FOR HANDLING, STORING, WAREHOUSING, DRUMMING AND TRANSPORTING ALL TYPES OF EDIBLE AND IN-EDIBLE OILS, FATS, PETROLEUM, PETROCHEMICAL AND CHEMICAL PRODUCTS** — Its Avondale Terminal is served by two deep water floating wharfs. Two tankers, or tanker and barge, can be loaded or unloaded simultaneously without delay.

A battery of 6, 8 and 10 inch lines extends to these twin wharfs from storage tanks with individually segregated lines to each tank. A single consignment, or several arriving at different intervals, can be maintained separately or comingled without contamination, then routed to points of destination in and out of the United States at the discretion of buyer or seller. Liberty itself neither buys nor sells any products, but maintains private railroad switch tracks and a fleet of trailer trucks for use of storers.

Storage tanks for vegetable oils, fats or products requiring weights range in capacity from midget 160 short tons to 12,000 short tons are available. In petroleum, petrochemical or chemical products individual tanks are available ranging from 1000 barrels to 80,000 barrels. Liberty

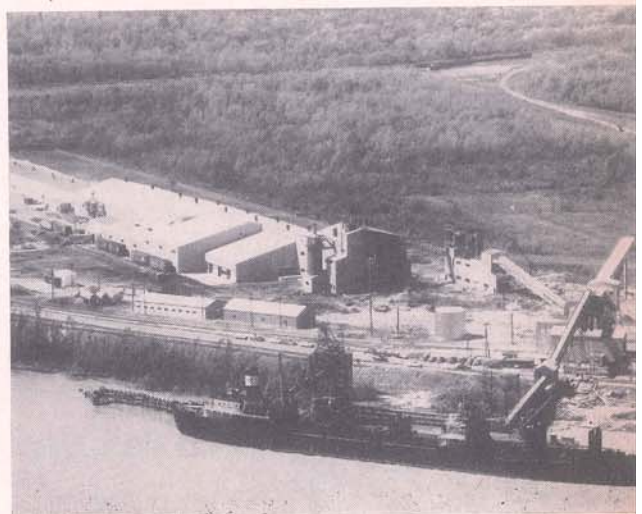
Tank's total capacity at Avondale and its two other terminals at Westwego and Algiers are 160,000 tons of vegetable oils or fats and one million barrels of petroleum, petrochemical or chemicals. Its Mississippi River facilities have been valued at \$4 million.

★ **OVER 1000 NAVAL VESSELS HAVE BEEN BUILT AND LAUNCHED ON THE MISSISSIPPI RIVER BY AVONDALE SHIPYARDS, INC.** — Since 1938, starting out as a small repair facility on the Mississippi River known as Avondale Marine Ways, it has grown in those 24 years to the present AVONDALE SHIPYARDS, a major builder of both commercial and government vessels, and is now recognized as being one of the most progressive and versatile shipyards in the nation.

Avondale is now actively engaged in the construction of two guided missile destroyers (DDG-18 and DDG-19), two ocean escort vessels (DE-1037 class) and two massive offshore drilling platforms. Also under construction are six large cargo vessels, the largest ocean going barge ever to be built and, just recently, the company was awarded another contract to build three additional destroyer escorts for the U.S. Navy.

The military contracts are the newest of a long line of Navy work that has been handled with efficiency and dispatch. Commercial work, including such outstanding vessels as the three 10,800 ton Delta Line ships, the

The Westwego plant of National Gypsum Company on the Mississippi River in Jefferson Parish. The inexpensive water transportation of gypsum ore from Nova Scotia was one of the prime reasons for constructing this plant at Westwego.





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

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

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



Southern Bell in Louisiana



A massive offshore loading platform is launched at Avondale Shipyard's main yard. Its destination the Coast of Libya in North Africa. Notice the comparison in size between the men in the foreground and this mighty platform.

massive petrochemical barges, offshore drilling structures and numerous other projects have earned an enviable reputation for Avondale in the marine field.

Approximately 1000 naval vessels, ranging in size from LCM's to the present guided missile destroyers, have been launched sideways into the Mississippi and delivered with complete satisfaction.

Throughout the years Avondale has continued to grow and diversify, until today it is as well known for other products as it is for ships—such as sugar mill machinery, cast gears and components for ships, stainless steel propellers, pressure vessels for the chemical and petrochemical industry, specialized machinery for locks and dams, etc.

The facilities of the main Yard are particularly outstanding — modern shops and machinery, a massive lifting device capable of handling loads

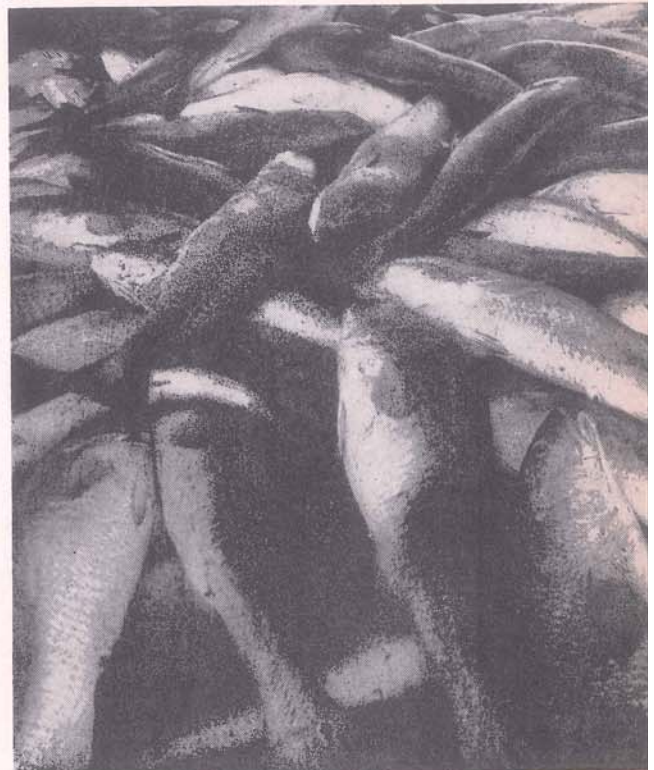
up to 600 tons, the largest electronically controlled stress relieving furnace in the Gulf-South and rolls capable of forming steel plate up to 4½" thick. Avondale throughout its various divisions employs 3,000 men—skilled technicians and specialists versed in the art of modern shipbuilding.

Today Avondale Shipyards, Inc. is a leading United States builder with outstanding production facilities. It has its own foundry, a complete Repair Yard on the Harvey Canal and even a porcelain enameling steel division.

★ JEFFERSON'S CELOTEX CORPORATION USES AS MUCH WATER IN A DAY AS MANY LARGE U.S. CITIES, SUCH AS MIAMI, TAMPA, EL PASO, BIRMINGHAM, TOLEDO OR ROCHESTER—Clear water in great quantities has been essential to papermaking ever since the process was developed by the Chinese around 100 A.D. Ancient papermakers in China and Japan invariably located on clear, running streams.

(Continued on Page 85)

It is because of the Mississippi that Grand Isle is one of the world's 10 top salt water fishing areas. Food is carried down the river followed by small fish who feed. At the mouth of the river is an area where fish of all size are attracted by the natural food and the smaller fish. Grand Isle is in the center of this area.



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FAMOUS UNLEADED AMOCO

*now has the Magic of
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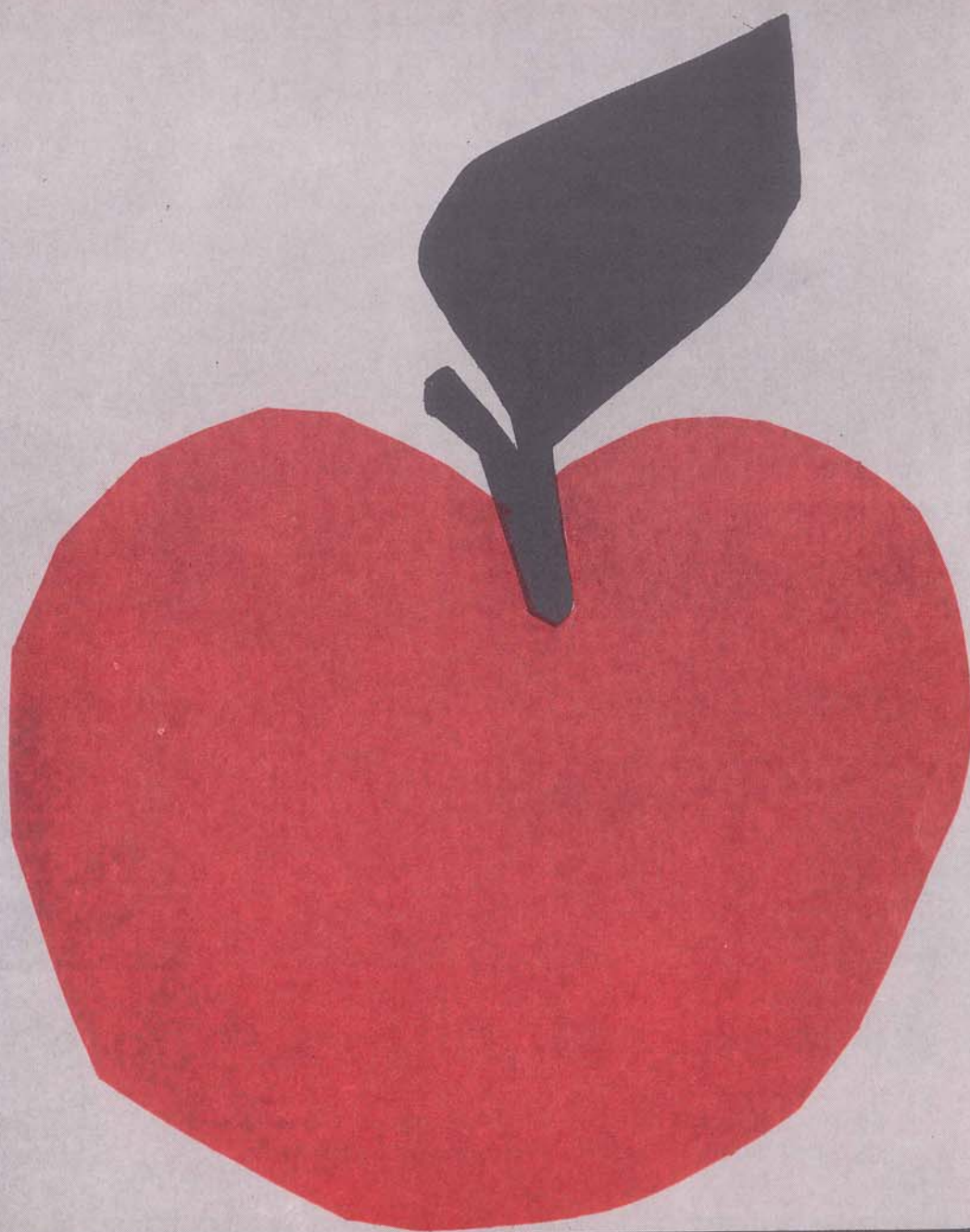
New for you! Now AMOCO SUPER-PREMIUM — the best gasoline for any car — is even better, thanks to the the Magic of M₂PG. Listen to this: in a city driving test of 2½ million miles, M₂PG boosted mileage by a big 6%. How? M₂PG keeps throats of new carburetors clean, removes harmful deposits from throats of old carburetors. So it's goodbye to gas-wasting stalls and rough idling — hello to more miles per gallon! Think a little before you buy any other gasoline on your next fill. Make it AMOCO with M₂PG and you've got it made!

P. S. You get the Magic of M₂PG in American Regular, too.

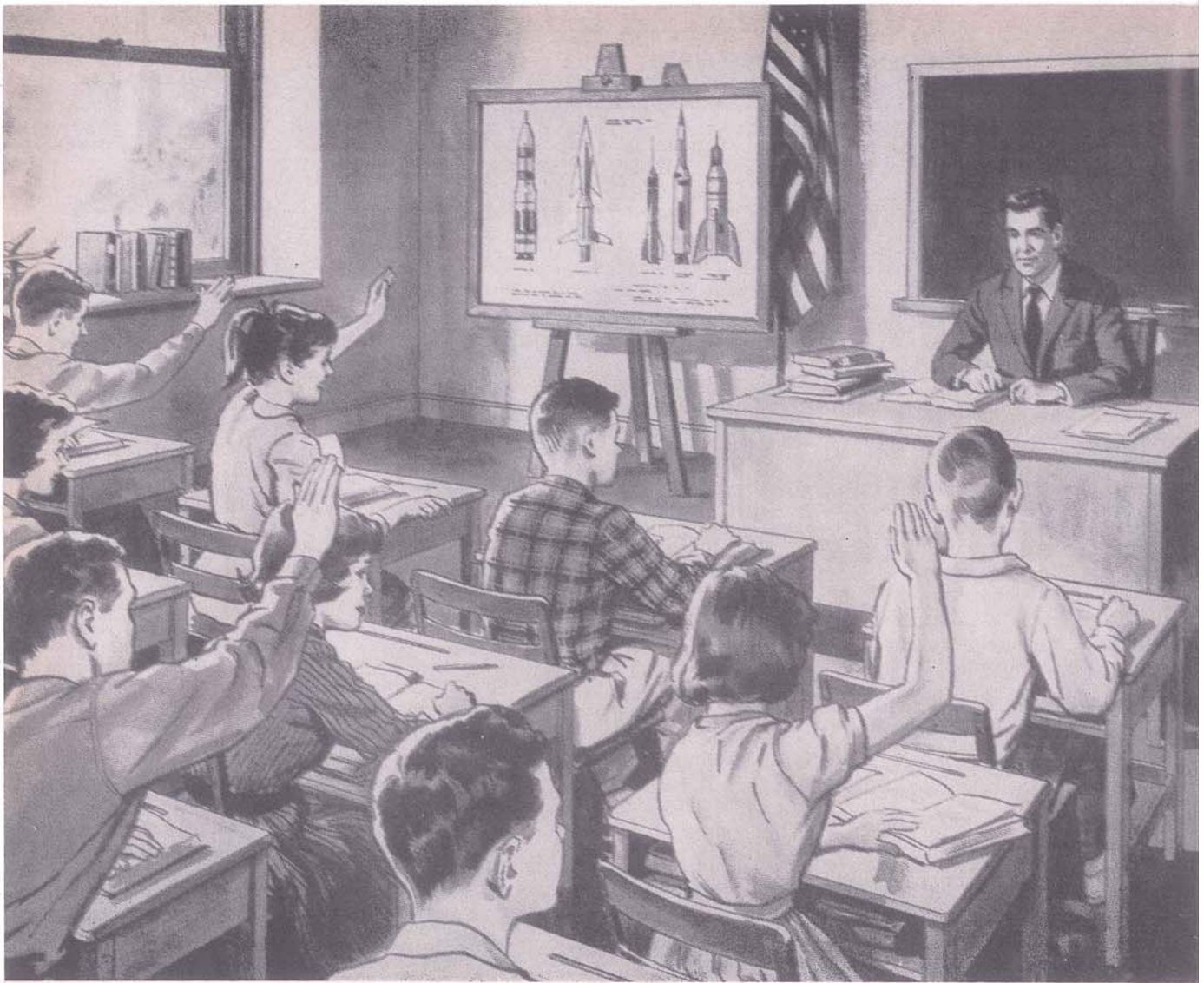
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Harvey, Louisiana





The Schools of Jefferson



Jefferson's Public Schools

**By Bert LeBlanc, President, Jefferson Parish School Board
and Lem W. Higgins, Superintendent of Schools**

The phenomenal industrial and business growth of Jefferson Parish, stimulated by the greater accessibility provided by the new Mississippi River and Lake Pontchartrain Bridges and the new traffic expediting expressways, is dramatically indicated by the mammoth new subdivisions exploding on both sides of the river and the rapidly increasing population, speeding past the 230,000 mark as you are reading this.

This sensational growth is also directly reflected in the total Jefferson Parish public school enrollment of 38,081 (29,368 white and 8,713 colored) when the present school year began in September 1961—for a great percentage of which a huge fleet of 142 school

busses provide twice a day transportation.

This was 2513 more pupils than the previous year, for whom 132 additional classrooms, desks and other necessary equipment for instruction had to be provided. For these additional classrooms and to replace those who had left the school system for various reasons 205 new teachers were hired for this 1961-62 school year.

This makes a total of 1308 teachers (1046 White and 262 Negro), including Guidance Counsellors, Academic, Music, Art, Physical Education and Industrial Arts Teachers, that now staff the 56 public schools of Jefferson Parish. On the basis of the total pupils enrolled

each teacher of this 1308 is responsible for classes averaging around 30, small enough for the teacher to provide the necessary personal encouragement to pupils of outstanding ability and the necessary assistance to those lagging behind the class.

It is appropriate to mention here that these teachers are all of the highest qualifications it is possible to hire, and are secured and held by paying them salaries higher than the scale required by the State of Louisiana.

It is also appropriate to record here that on the basis of the present annual increase in enrollment, the Jefferson Parish public schools are preparing to accommodate at least 50,000 pupils by 1967.

Due to the foresight of the Jefferson Parish School Board and the staunch support of the property owner voters of the parish, who back, in 1959 approved the \$10 million new school construction bond issue, the Jefferson Parish public schools, without disappointing a single pupil, provided space and instruction for the entire 38,081 waiting children last September. This was 7,081 more than were enrolled back in 1959 when the construction program began.

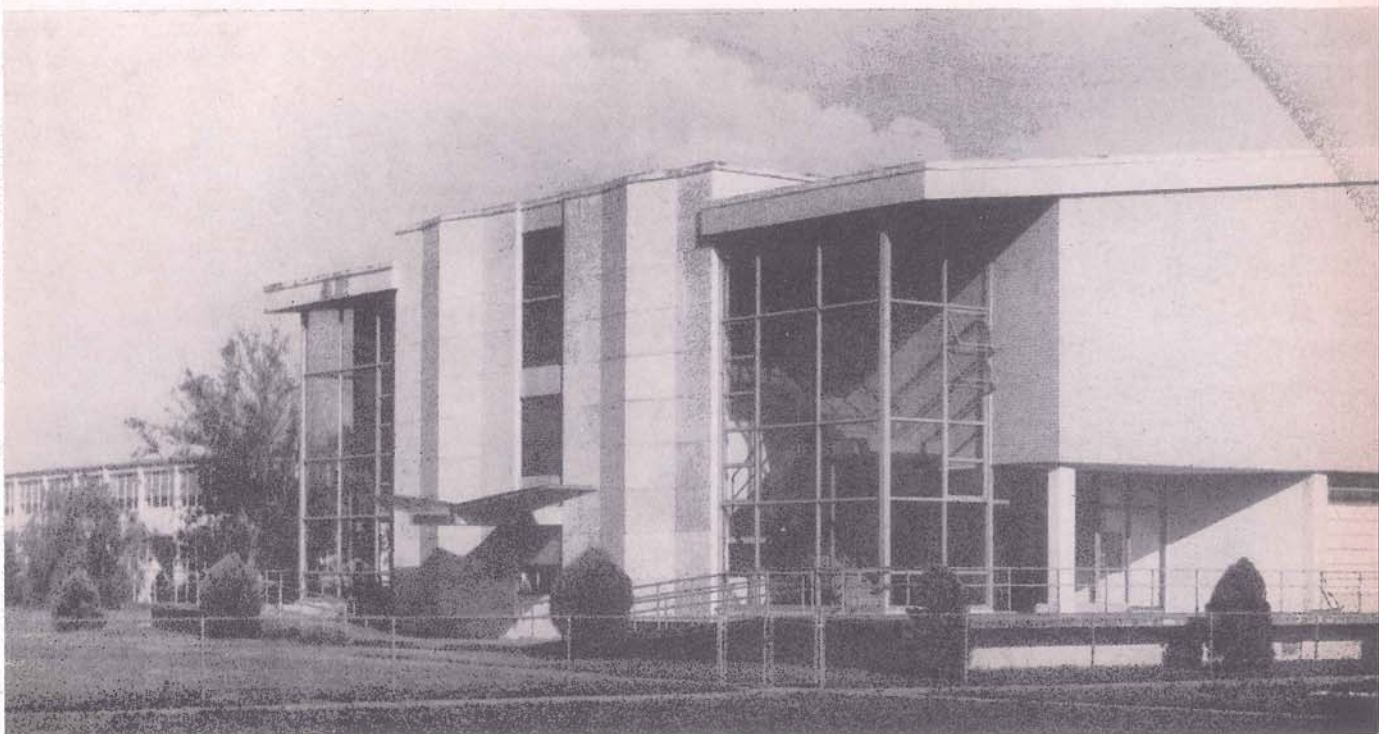
It has added 9 new elementary schools (many of them strategically located to serve Jefferson's new expanding residential areas) providing 196 new classrooms, and has added 41 classrooms to present elementary schools, has added one Junior High School with 32 classrooms, and to both the East Jefferson High School and the West Jefferson High School has added 12 classrooms each—totaling 293 new classrooms to the Jefferson Parish Public School System since construction began in 1959. It has also added 21 cafeterias and 4 cafetoriums (auditorium cafeteria combination), plus extensive renovations and improvements to 19 older schools.

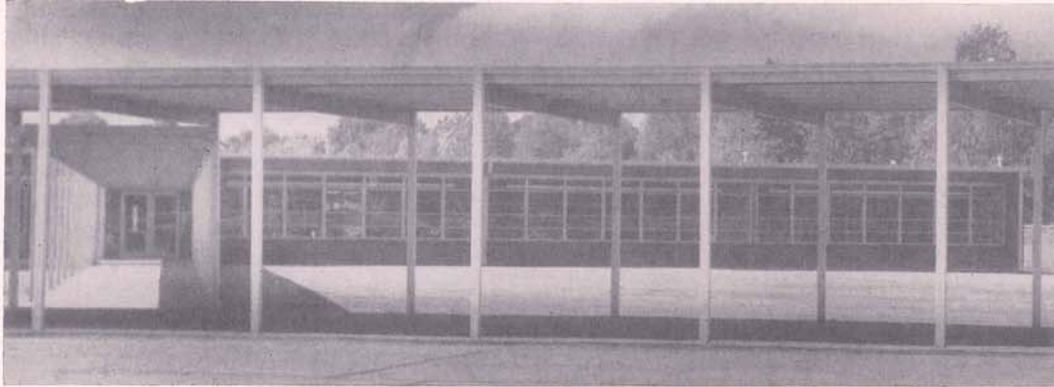
With the completion of the million dollar Riverdale High School, consisting of 48 classrooms at the rear of the present Jefferson Junior High, and the T. H. Harris Junior High on Elise Avenue also with 48 classrooms, both of which will be ready for occupancy by the beginning of the 1962-63 school year next September, the \$10 million construction program will be completed.

As part of the construction program made possible by an extra \$398,-

Below—A section of attractive and efficient West Jefferson High School. The auditorium is in the foreground and the main classroom building in the background. The New Orleans Symphony Orchestra, for the first time, will give concerts next season in the school auditoriums of Jefferson.

Keep Pace With Progress





A section of the new George A. Cox Elementary School on Belle Chasse Highway in Gretna. It contains 22 classrooms, library, administrative suite, cafeteria and assembly or inclement weather play area, together with covered walkways to form a compact comprehensive structure.

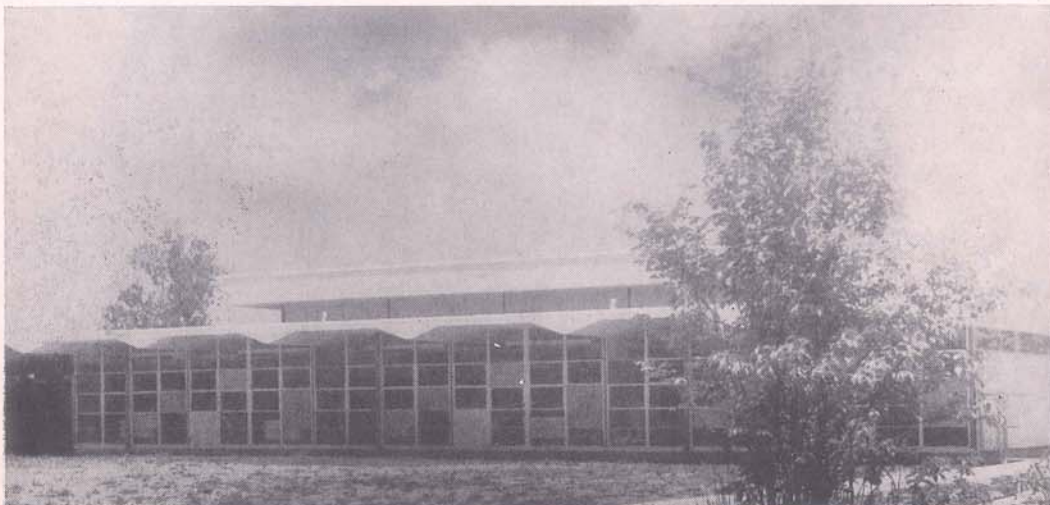
777.72 earned on construction bond money invested in government bonds instead of lying idle in the bank until used, two new stadiums, one at East Jefferson High and the other at West Jefferson High, were constructed, completed and were dedicated and presented over television on July 15 of 1961. These two stadiums, costing a total of close to \$700,000 include concrete grandstands on each side of the field, with dressing room and press box facilities and a total seating capacity of 8500 spectators for each stadium. This project also included complete track meet facilities with a quarter mile track.

As a current summary Live Oak Manor, Vic A. Pitre, Miller Wall, Bissonet Plaza, George A. Cox, East End

and Bunche Village (Second phase) were the new schools opened in 1961-62. In addition the Lakeside School and Boulevard School were opened for classes for special children. Now available in the Jefferson Parish public school system is a total of 1299 classrooms.

The completion of the major \$10 million construction program financed by a bond issue does not mean that the Jefferson Parish School Board will discontinue building new schools or adding to present ones. Having caught up with the immediate demand for new classroom space is only a temporary achievement. New schools and new buildings will be built as required to keep pace with the spectacular growth of the parish, but will be financed by a recent

A section of the new Vic A. Pitre Elementary School in Westwego which contains 24 classrooms and a cafeteria.





The facing grandstands, each holding 4250 spectators, of the new Warriors' East Jefferson High School football stadium. An identical stadium for the Buccaneers is now also part of West Jefferson High's facilities. The total cost of both stadiums was around \$700,000.

source of construction revenue which the Jefferson Parish School System has been receiving since 1956 from the Jefferson Parish one cent sales tax.

Half of every such penny collected goes to the parish and the five Jefferson Parish municipalities and the other half goes to the public school system and must be spent only for new construction. It cannot be diverted for maintenance, salaries and other uses. It is fortunate that as the need for new schools arises to accommodate Jefferson's skyrocketing school age population, this sales tax revenue will also be increasing. The School Board hopes that from now on, with this construction fund, it should be able to keep construction pace with Jefferson's pulsing progress.

Out of this revenue construction was authorized in January of 1962 for stadiums at the Lincoln and Bunche Negro Schools.

Jefferson Schools Protect Children's Health

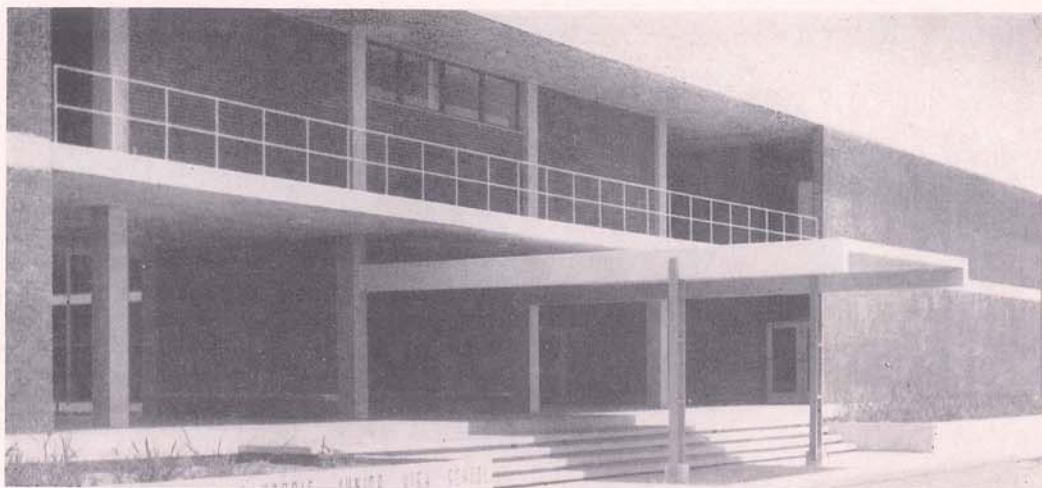
A point too often taken for granted should be emphasized in connection with Jefferson's newly constructed and remodeled schools. That is the many built-in safeguards of the children's health.

Most of the waking hours of a child for a good many years are spent in the schoolroom and it is vital that every possible means of preserving and protecting his or her health should be incorporated in the school construction.

In 1954 a committee of Louisiana

Pictured below is a classroom section of Jefferson's new and modern East Jefferson High School.





A section of the new T. H. Harris Junior High School on Jefferson's East Bank, containing 48 classrooms, a laboratory, cafeteria and administration offices.

school superintendents met with the State Board of Health and made certain revisions in the Sanitary Code with respect to schools which represented their combined thinking. These are now part and parcel of all new Louisiana schools, the plans of which are carefully checked and must be approved by the State Health Board engineers.

Such innovations as the completely sanitary angle jet drinking fountain, the latest in sanitary toilet facilities, cafeteria worker cleanliness, adequate school room lighting to prevent strain on the pupils' eyesight and the most healthful systems of heating, cooling and ventilating.

The schools of Jefferson built in these last few years are comparable to the finest in the nation. Louisiana, in-

cidentally, is one of the few states which has uniform, minimum standard building requirements.

Career Guidance

To assist Jefferson pupils to select a future career that best fits their capabilities and temperament, Guidance Counsel is available beginning with Junior High. Special full time Guidance Teachers are part of the staff of both East Jefferson High School and West Jefferson High School, and there are assigned Guidance Counsellors in each of the Junior Highs.

Beginning in Junior High all students are ultimately screened to determine their natural aptitudes. This screening consists of a series of tests that determine the IQ and the innate qualities which, as Plato expressed it,



A section of the new million dollar Seventh Ward Riverdale High School, the largest in Louisiana. It will ultimately consist of seven fire resistant buildings—auditorium and gym, administration and classroom building forming three sides of a quadrangle with 42 classrooms, library, lab and special purpose rooms. Also there is a cafeteria and home economics building with shop buildings beyond.



East Jefferson High winners at the State Rally in Baton Rouge on April 14, 1962. The girls, left to right, are Judy Adair, Dodie Sawyer, Karan Lynnae, Cathlin McGregor, Sully Hagood and Louise Spry. The boys, left to right, are Lewis Nick, Phil Wiseman, Don Olson and Samuel Diaz.

identify them as leaders, fighters or workers.

This scientific analysis of each pupil's inclinations and qualifications is one of modern education's most valuable public school services and one of Jefferson's most recent educational additions. It helps the indecisive to decide and prevents many uncertain pupils from applying themselves to a course of study contrary to their inherent desires and abilities.

Jefferson Physical Education Program

Keeping a keen mind in a healthy body is the basic principle of the physical education activities of the Jefferson Parish public schools. They are not permitted to cut in on academic time but are carefully programmed to strike a happy, healthy medium between the playground and the classroom.

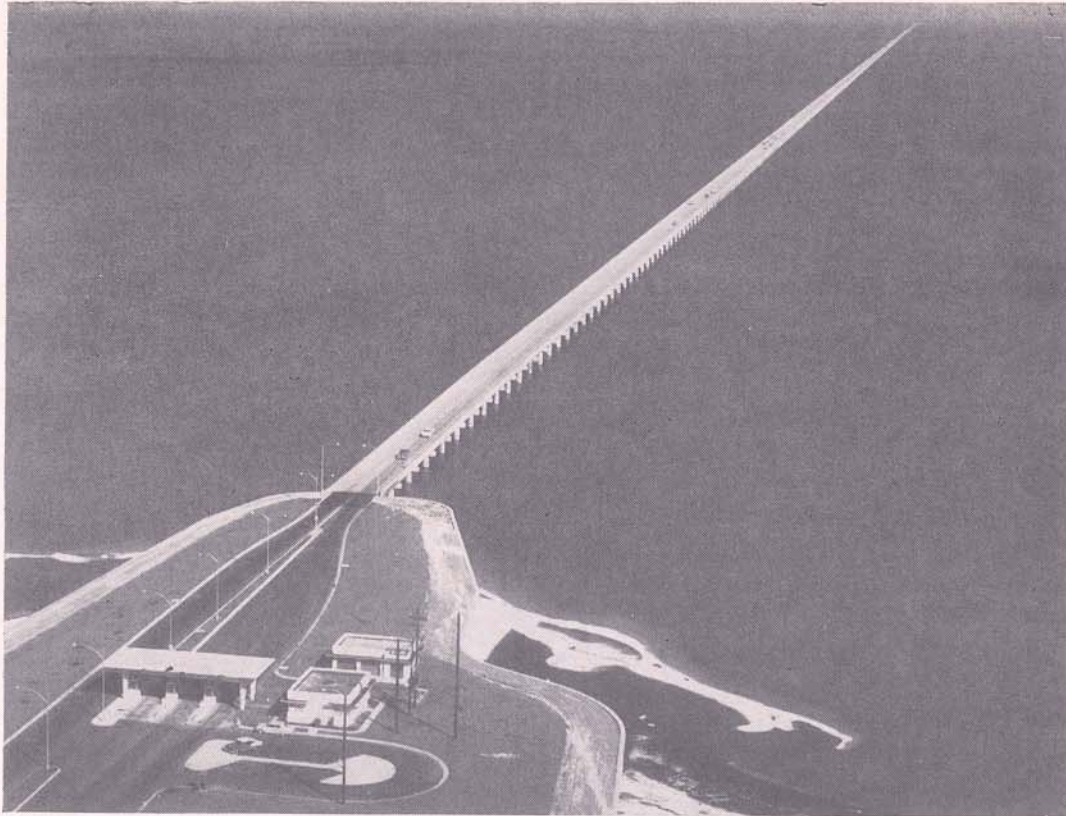
There is a total of 51 physical education teachers in the entire school system, 24 on the West Bank and 27 on the East Bank, providing a complete physical education program from the first grade through the twelfth.

The big news of 1962 is, of course, the enthusiastic use of the two new stadiums at East Jefferson High School and West Jefferson High School by the Warriors and the Buccaneers. In the year's physical education program a new playground area was added to Fisher No. 1 School; several playgrounds were black-topped; during 1961 there were 84 basketball goals installed on the West Bank and 56 on the East Bank; two overhead ladders were installed; and 80 volley ball courts provided, which mean that each school in the system now has at least one volley ball court.

The Jefferson Parish public school physical education schedule includes a year round High School and Junior High School Athletic Program, Football, Basketball, Baseball and Track—with all school teams participating on a competitive basis.

East Jefferson's Successful Distributive Education Program

In 1959 there was introduced at East Jefferson High School a unique educa-



LAKE PONTCHARTRAIN CAUSEWAY

The World's Longest Bridge begins in Jefferson Parish

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

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

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New members, together with officers, of the West Jefferson High School Chapter of the National Honor Society. Front row seated, left to right: Danis Kenny, Carol Linda Parriona, Sarah Loyocano (officer); Tiva Chavez (president); Johnney Johnson (officer); Kathleen Bertucci (officer); Glenda Barrios and Pamela Bailey.

Standing, left to right: Toni Orgeron, Pat Oubre, Joan Ragusa, Alice Clifton, Sheila Braun, Marion Jackel, Ann Higgins, Mike O'Connor, John Gremillion, Donald Simoneaux, Tommy Ferguson, Dennis Perrein, Alfred Gaudet, Larry Kremer, Lester Pallisier, Richard Burger and John Hugg.

tional plan for commercial students. It combines classroom theory with actual on-the-job experience.

Arrangements are made by the school administrative staff during the summer vacation with various East Jefferson business concerns to actually hire East Jefferson commercial course students to work during the school week afternoons, for which half days they are not only paid but also given the proper credits on their course.

The mornings are spent in the classroom reconciling the textbooks and written tests with the experience they have acquired during the afternoons.

Twenty-two East Jefferson High commercial course students are now "learning by doing"—getting actual training in salesmanship, retailing, general office work and stock room procedure—a program which makes their commercial course not only more interesting and inspiring and easier to understand, but also gives them a solid background of actual experience when comes the day they leave the classrooms and step out into the world to make a living.

Jefferson's Popular Adult Education Program

Now in its third year is the plan inaugurated by the Jefferson Parish school system to provide an education for adults in the parish who had missed

the opportunity when they were children or who wish to go to school again where they left off.

It is available to men and women, both white and colored, between the ages of 24 and 35 who, when they apply for this free schooling must take an examination to determine at what point they must start their schooling. They are advanced according to their progress.

Teachers are selected from the Jefferson Parish public school staff and are compensated for their extra evening work by the State of Louisiana. These free evening classes are held twice each week for a total of five hours a week. Classes for white adults are conducted in three schools—Fisher No. 1, West Jefferson High and East Jefferson High. Classes for Negro adults are held at Lincoln High, John Martyn High and Davis Elementary.

As reported last year this free schooling appeals about equally to white and colored serious minded adults, and surprisingly the classes include a good many mothers busy with children and household cares.

Two Schools Set Aside For Special Use

To provide the proper exclusive instruction for Jefferson's small group of physically handicapped and mentally
(Continued on Page 141)

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PLANNING FOR ANOTHER AWARD

The 1962 Editorial Staff of the West Jefferson High "Buccaneer" Year Book look over the 1961 "Buccaneer" Year Book that won first place in the annual year book competition of colleges and high schools conducted by Columbia University, and edited by Terry Hugg and Marie Martina and Sharon Lauland associate editors. Seated is Kathleen Martina, Editor 1962 "Buccaneer" Year Book. Standing left to right are Bettie Moore, Class Editor; Mrs. Cyrus Currault, Student Publication Moderator; Melba Martin, Feature Editor; and Carol Linda Parrino, Subscription Manager.

In awarding the first prize to the 1961 "Buccaneer" Year Book the judges stated "that the theme of the 'Buccaneer' is unusually interesting and very appropriate." The staff had selected the theme of "The Land of Lafitte the Pirate," a book first published by the Jefferson Parish Yearly Review in 1943.

The staff was further commended on the educational story of West Jefferson High School — "well told" and "the aims and objectives of the school clearly presented to the readers." It was further stated that "the 1961 'Buccaneer' Year Book will serve as an excellent reminder of a fine school and happy school days."

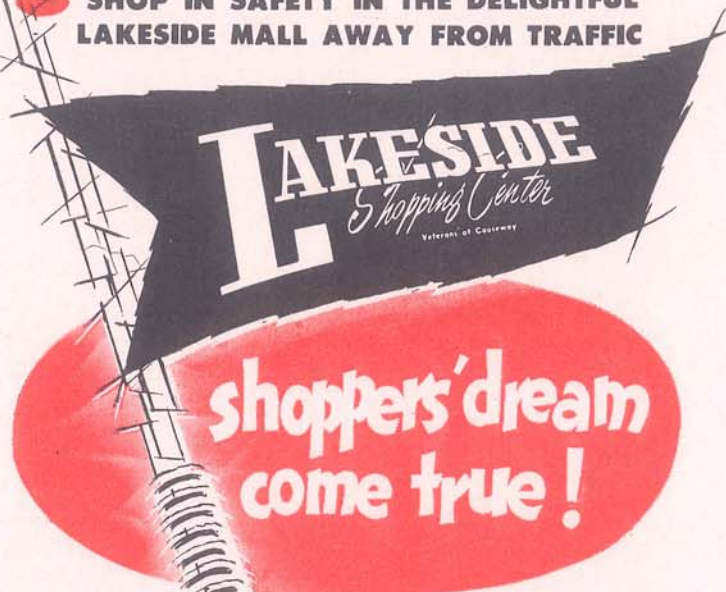
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VETERANS at CAUSEWAY

Of, By, For The People

By Thomas Ewing Dabney

Local self-government stands on deep and secure foundations in Louisiana, a bulwark against the over-centralization and bureaucratic controls which could destroy the liberties of the people. Besides providing such essential services as police and fire protection, street construction and maintenance, sewerage and garbage disposal, drainage and similar services, self-government gives the people increasing understanding of the democratic principles to which the Founding Fathers dedicated this great United States of America.

Louisiana's local self-government is administered through the parishes (the equivalent of counties in other parts of the country) through municipalities and through special districts. It is therefore immediately responsive to the will of the people most concerned. "Parish" derives from Spanish colonial days when political subdivisions

were made to conform to the territories served by the early churches. Accepting this term, the American administration divided Louisiana into 19 parishes in 1807. Now the state has 64.

Named after the third President of the United States, Jefferson Parish was erected in 1825 and it has always emphasized, in its political attitudes, the democratic principles of that great leader. Comprising 426 square miles on both sides of the Mississippi river and extending from the Gulf of Mexico to Lake Pontchartrain, it was until recent years almost entirely agricultural, except where forests, swamps and waterways invited timber, fishing, trapping and hunting activities. This century was one-third sped when the Huey P. Long railroad-automobile bridge across the Mississippi at one end of the Par-

ish, and the discovery of oil at the other, just 30 miles from the Parish seat, Gretna, on the river bank facing New Orleans, in 1935 lifted Jefferson out of the discouragement of the depression of the 1930s. This discovery—oil—brought many new business operations to Jefferson to serve what soon became its largest industry, miles of ancillary development along the Intracoastal Waterway at Harvey. From oil, these services expanded to include natural gas and sulphur, later outpourings of Jefferson's horn of plenty.

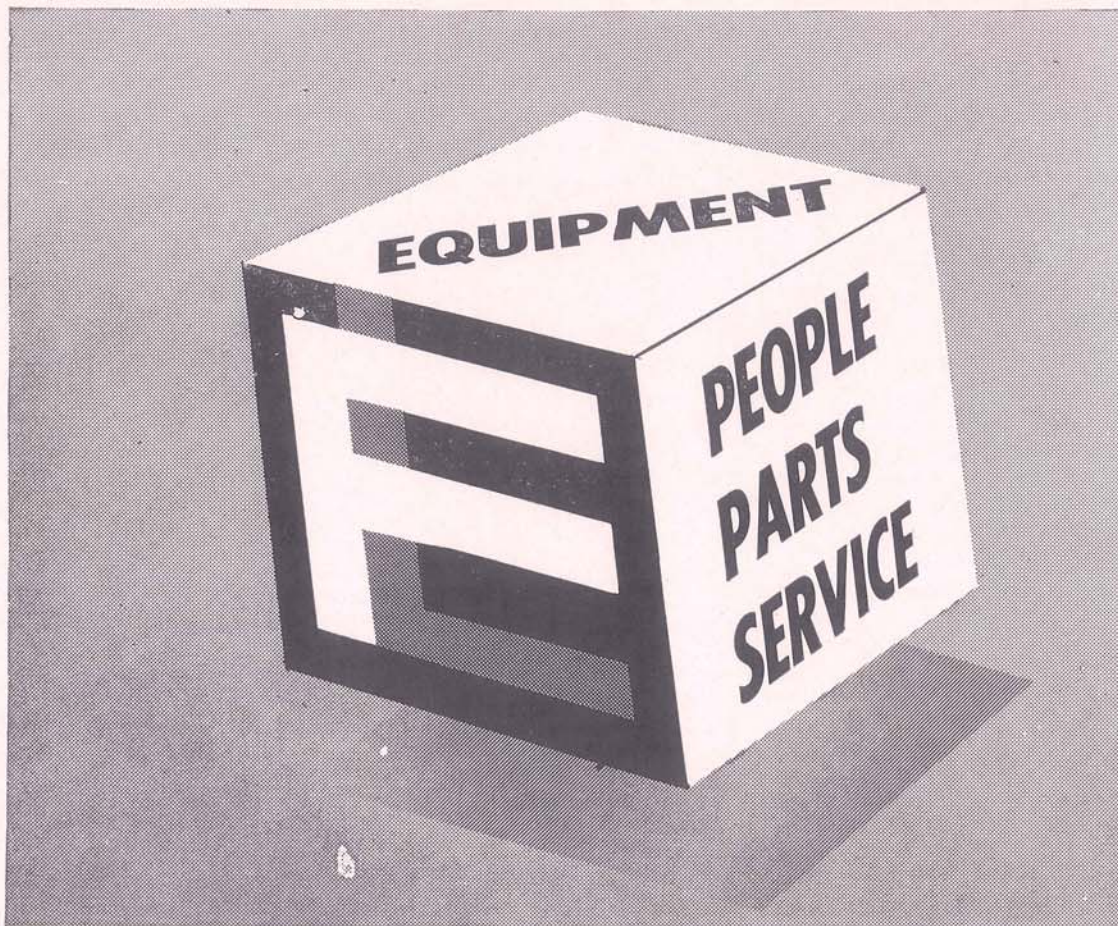


Towering Symbol of Jefferson's Increase

From 50,000 in 1940, the population of Jefferson Parish increased to 103,000 in 1950, to 208,000 in 1960, to 230,000 in 1962 (estimated). At the present rate of increase, the total should push to 350,000 by 1970 and continue to advance. Now only two per cent agricultural, Jefferson

Parish in this quarter-century has seen its industries proliferate, more than doubling the amount of gainful employment during the past decade and giving the people nearly three times as much spendable income; it has seen its population centers grow and expand their living conditions so that now Jefferson Parish has five attractive incorporated communities — Gretna, Kenner, Westwego, Harahan and Grand Isle. Outward and visible sign of Jefferson's impressive growth are its recently built nine-story courthouse dominating the river front on the west bank at Gretna, and its four-story auxiliary building on the east bank at 3300 Metairie Road, where branch offices serve the convenience of the east-bank population.

To meet the new and increasing demands upon its political services, Jef-



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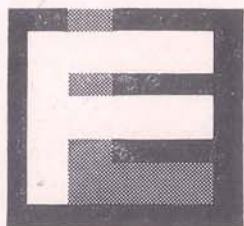
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you need are yours in a hurry—reducing your down-time, saving you money.

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Pictured above is Sheriff John G. "Jack" Fitzgerald, Sheriff of Jefferson Parish and Ex-Officio Tax Collector. Seated at the left is Thomas E. Rhodes, Jr., Chief Civil Deputy and at the right is George Gillespie, Chief Criminal Deputy.

Jefferson Parish in 1958 reorganized its government from the Police Jury system which for more than a century and a quarter had met the relatively simple needs of its people, under a home-rule charter authorized by the State Constitution in 1956. A President and seven Councilmen, all elected, comprise the central authority which reorganized the operation of more than 30 autonomous parish districts, each governed by its own board, into nine departments, and has put in notable economies and efficiencies. *To prevent the less desirable possibilities of centralization, this Council is given no authority over the offices of Sheriff, Tax Assessor, Clerk of District Court, or Coroner.*

People Safeguarded Against Regimentation

Without interference or dictation from above, these officers, elected by the vote of their people, apply themselves to the diligent performance of their duties, and the people are assured of representative, not dictatorial, service by the men and women whose different departments are in friendly competition with each other to see who can best meet the needs of the people.

The Sheriff of Jefferson Parish is responsible for the enforcement of the law in civil as well as criminal activities. In immediacy and effectiveness of operation his two offices, one on each side of the river, might just as well be one.

At his desk in the new courthouse at Gretna is Assessor Vernon J. Wilty, Jr. The photograph on Mr. Wilty's right is that of his late father, who, for many years, was also Assessor of Jefferson Parish.



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William M. Justice, Jr., Clerk of Court (center), is pictured above with Mrs. Jocelyn Vicknair, secretary, and Augustin Marrero, chief deputy clerk.

In the 1920s he had a deputy on the east side of the river and one on the west side. In his main office he had a civil deputy, a secretary, and a clerk who also doubled as court crier. Those were booming times; yet this six-man force had no trouble in keeping on top of the three-in-one operations, combining the duties of civil sheriff, criminal sheriff and jailer, and tax collector.

Now, still operating on both sides of the river, Jefferson's shrievalty has expanded its force to 278, including the 90 school deputies who provide special protection for school children against traffic and other hazards. It has already outgrown the quarters planned for it in the Gretna courthouse, almost before it was house-broke, and is taking over a large part of the old courthouse



Dr. Charles B. Odom, Coroner for the Parish of Jefferson, seated at his desk in the New Courthouse in Gretna.



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BOOMING JEFFERSON PARISH

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For generations Woodward, Wight & Co., Ltd. has conducted every transaction with every customer on the basis of sound service and honest representation of product.

As Jefferson Parish moves ahead to an even greater position in our community and our state it is our firm hope to continue supplying goods and services which will help accelerate this growth.

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A busy day—and every day is just that—in the civil department of the sheriff's office in the Jefferson Court-house. This is where most civil matters are handled and tax notices are prepared.

into which the expanding municipal government of the parish seat is moving. The operating increase in the Sheriff's office has brought faster and more effective service and has made possible some far-reaching economies.

Sheriff Installs Tax Collection Reforms

For the first time in more than 30 years, the Sheriff through his civil administrator, began to collect taxes during the year in which they fell due, instead of waiting well into the next year, after the primaries were out of the way lest the voters cold-shoulder the incumbent officials, up for re-election. That deferred by a year the collection of penalties from delinquents, and this cost the Parish a good deal, because it had to borrow from the banks to meet its current expenses. The delay also caused a confusion in many minds, so that more properties were sold at public auction for non-payment

of taxes than would have been the case had the owners understood.

About 700 pieces of real estate were so sold in 1961, hundreds more than in the comparable parishes of Caddo and Baton Rouge. By 1962 the total dropped nearly 50 per cent to 400; and diminishing tax sales should continue down the years, pointing to new economies—real and relative—to the people and to the Parish.

Of the three per cent sales tax, one cent goes to Jefferson Parish, the rest to the state. In the five incorporated communities this is divided 50-50 between the municipality and the school board. In the unincorporated areas it is divided in the same ratio between the Parish government and the school board. The yield from Jefferson's share of the sales tax runs to about \$3 million a year. Collected by the Sheriff's office, the yield of this sales tax reaches astonishingly close to expectations.

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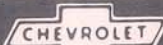


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GETTING THE JUMP ON CRIME

No matter how fast crime works, the law works faster. As soon as a crime is reported, the Sheriff throws out an electronic net which minutes later can fall upon the criminal, no matter in what direction he flees, and how fast. The sheriff's radio operator puts the description of the wanted man or woman on two radio networks which alert parish deputies and state police who are deployed over the highways miles away. One of Sheriff's deputies is shown receiving the news in his cruising car just before he explodes into action.

By eliminating a needless duplication connected with nearly 32,000 homestead-exemption tax notices, the civil division of the Sheriff's office is now saving about \$12,000 a year, which otherwise, directly or indirectly, would come out of the taxpayers. The people are adequately served by the notices sent from the Assessor's office. The Parish is now collecting on about 40,000 pieces of property, and this total will continue to rise, so the importance of this savings potential can not be too heavily emphasized.

Tax sales can now be held early in the year that immediately follows the year in which the taxes become due. This was done in 1962 on May 9. Financial problems in the Parish, therefore, are working towards happier endings. For instance, in 1961 the Sheriff, for the first time since the memory of man runneth not to the contrary, collected during the current year enough taxes to advance \$400,000 to the school board for teachers-payment in December, instead of borrowing from the bank and paying interest. Because of this earlier collection the Parish Finance Department also saves unnecessary interest expense.

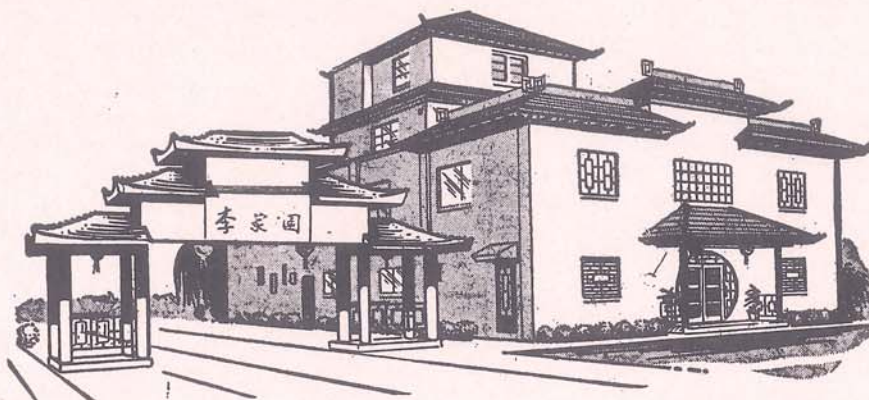
Better Administration Saves People Money

Jefferson's happier financial situation enables the Parish to make demands upon the banks to put a new safeguard behind the public funds. Under the law all monies deposited by

the state or its political subdivisions must be secured by government bonds. This law, however, did not apply to sheriff's funds. With the memory of what happened to such deposits during the depression of the 1930's, the Sheriff this year could demand—and make that demand stick—that his funds be given the same protection as the state monies.

During the past year the Parish issued in unincorporated communities 680 licenses for the operation of mechanical devices, such as music, vending and pinball machines; and it sold 439 liquor permits. This operation did not include the five incorporated municipalities which handle their own licenses and collections. The Sheriff found that many liquor sellers and machine operators had sidestepped their parish taxes; so this campaign by his civil deputy has brought forth much new money.

In other directions the civil department last year processed and served 8238 law suits and 7644 subpoenas connected with them; processed and executed 2812 seizures; processed and issued 40,000 tax notices; typed 40,000 tax receipts; supplied court criers to the Parish's six courts, and processed 6000 fines; it processed and sold 3615 occupational business licenses of which 2935 were for retail dealers. This last item reflects not only the economy of the Parish, it also lays more tax money on the line, for until the present collection system was put into effect,



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CRIME RECORDS OF JEFFERSON

Prisoners are photographed and fingerprinted when they reach the Jefferson Parish jail in Gretna. Their records are compiled, and besides being kept in the Parish, are sent to state and national law-enforcement officers. A deputy sheriff is shown looking up the record of a recently taken suspect. The Sheriff in Jefferson can make some 3000 mug shots a year. His records contain the low-down on nearly 14,000 crimes and criminals.

many tax payers failed to meet their obligations.

Seizures and foreclosures in the above summary refer to repossessions of merchandise and real estate on which there had been default in payment. Tax researchers are a service performed by the Sheriff's office for the protection of buyers of real property. This check on the three preceding tax rolls (years) informs the notary about to pass an Act of Sale whether or not the taxes were paid, or if the property was sold at a tax sale.

Even the casual visitor to the Sheriff's office, watching the activities of the working force and observing the mechanical equipment by which they magnify their efforts, sees that this is an extremely busy operation, and one that gets close to the people, as illustrated in this incident. A worried looking man entered the office and approached the long counter.

"Can I help you?" asked a clerk before the man had time to phrase his thoughts. The tone was cheerful and carried conviction.

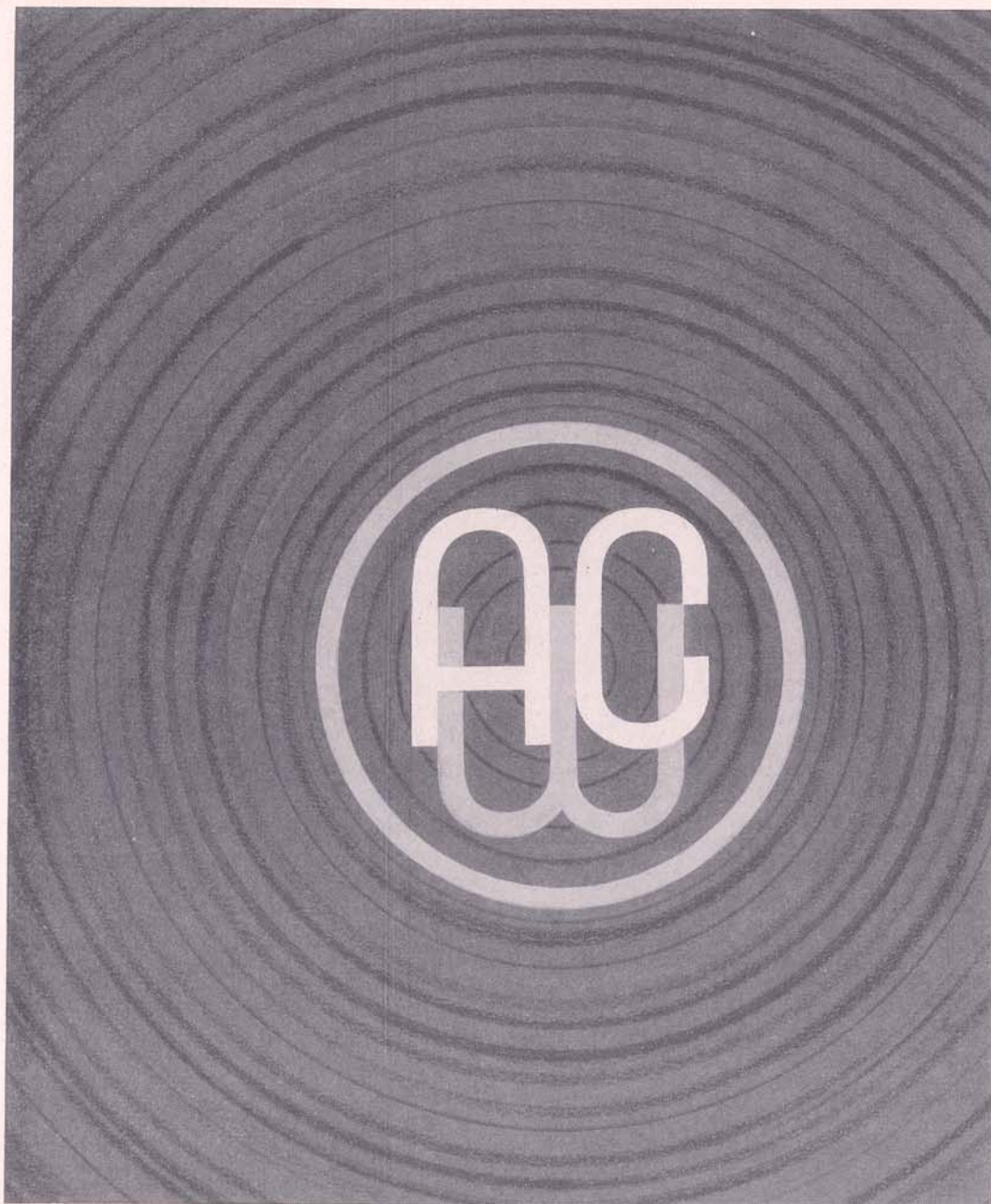
"I hope so. I seem to be in something of a mess."

"Let's have it, my friend. That's why we are here, to straighten out the doggonest messes a man can get himself into."

Making It Tough for Crime

The crime division of the Sheriff's office in Jefferson Parish is organized under two departments, Operations and Administration, each staffed by officers responsible to the department's Chief Deputy, who is the Sheriff's executive officer. The operations department is divided into patrol, narcotics and detective bureaus, and a juvenile division. The administration department is organized into parish prison, bureau of services, criminal records, public records and communications divisions. This gives you some idea of the broad front on which the crime division fights for law and order.

As late as 1940, when Jefferson Parish had a population of 50,000, the Sheriff needed only 10 deputies to keep public order throughout his far-spreading territory on both sides of the river. They served all papers, did all the patrolling and detective work, and made all arrests. Now, with a population nearly five times this size, to hold the line against accelerating crime, the Sheriff needs 50 or so uniformed men for patrol work, and more than 30 plainclothesmen for undercover work in the detective bureau, including the three in the narcotics and the nine in the juvenile divisions. Arrests now average about 125 a day.



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However odious comparisons may be, they sometimes emphasize or illustrate a fact. New Orleans with a population only three times the size of Jefferson's, has about 1300 policemen; its yearly police budget passes \$6 million as compared with Jefferson's \$1 million; and Jefferson's felony arrests average 130 a month, as compared with the 150 of New Orleans.

Nothing more clearly reflects the effectiveness of Jefferson's response to the mounting law-and-order demands of modern life than the radio-alarm system which the Sheriff's office operates. It began this in 1949, joining the system created for all Louisiana sheriffs and state police and broadcasting on a frequency wave of 39.5. But the increase in crime, made it necessary for Jefferson to supplement this with a system of its own, that it might broadcast immediate warnings and keep in constant touch with its far-faring patrol cars. It made this expansion in May 1961, operating on a frequency of 39.62. Now the nearby areas are immediately alerted, and the state is alerted as soon as the Sheriff is able to get upon the 39.5 wave.

Jefferson's radio room now handles about 2500 complaints a month; and early this year (1962) the Sheriff put in a teletype communications system between his office and the New Orleans police department, making these two communities one, in so far as crime and law enforcement are concerned.

Electronic Devices Nail Fugitives

On his 39.62 wave, the Sheriff of Jefferson is always in touch with his cruising officers, for 48 of his patrol cars and other vehicles carry two-way radio installations. Also the coroner's office operates five two-way units, the City of Gretna four, Kenner five, Harahan two, Westwego five and Grand Isle two. It is a most effective electronic coverage that Jefferson has developed.

Incorporated communities have their own police establishments, their own laws and enforcement procedures, against the crime movement brought by the automobile and the population increase. These incorporated communities comprise only a small part of Jefferson's area, which is one of the largest unincorporated territories in the United States to patrol.

With about 118,000 vehicles a day moving over its principal highways

(Airline, Jefferson, West Bank Expressway, Veterans and Causeway approaches), this patrol job is large, exacting and never-ending, as illustrated in the 300 or so automobile accidents a month. Automobile thefts add 30-odd new problems. So swiftly do the Sheriff's agents move under their well organized system that it is a matter of record some automobiles are returned before their owners know they have been stolen. Burglaries — nearly 200 a month — impose exacting problems, and the records show that about 50 per cent of them are solved; of the 10 or so holdups a month, nearly 75 per cent are solved. And of course the campaign against narcotics relentlessly continues, with 20-odd investigations a month being made.

In the records division are kept and classified the finger prints, photographs and description of the operating methods of law violators. These records go back many years, and aid the Sheriff's men to put the finger quickly upon them when the criminals seek to repeat. The office keeps in close touch with the FBI in Washington, sending to it finger prints and other records. In every way the Jefferson, New Orleans, state and federal law-enforcement officers support each other in the endless war against crime.

Four men work in the criminal records division under Jefferson's Sheriff; five in the public records; three on each side of the river serve criminal processes; two work in the crime laboratory, three in the communications division and two in the bureau of services.

The parish prison, which adjoins the Gretna courthouse, calls for the services of a warden, his assistant, a cook, a maintenance man and eight jailers. Provision is made in the design of this prison for doubling its capacity without increasing the size of the building area.

Members of the law-enforcement division of the Sheriff's office are carefully chosen and given detailed training in identification and police techniques. Some attend the New Orleans Police Academy. Juvenile officers go to Louisiana State University in Baton Rouge to attend the courses opened by the Louisiana Youth Commission, the University's Extension School and the Juvenile Peace Officers Association. Now of three weeks duration, plans are being made to expand this course to three months.



Lafitte Oil Distributing Co.

Leon C. Levy, Owner

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Lafitte, Louisiana

WEST SIDE OIL COMPANY

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LOT AND BLOCK SYSTEM

Nearly half a million cards in the Assessor's office in Jefferson keep the ownership records of real estate up to date. It is a full-time job for two people just to make the 12,000 or so entries a year in the card index system.

Assessor's Office Steps Up Efficiency

Jefferson's Assessor, in the late 1920s, needed only a chief deputy, two assistants and a clerk for the conduct of his office. Now 35 men and women conduct its increasing activities with the speed and the efficiency which the people have a right to expect.

Reflecting the growth of the Parish, tax totals have risen from \$1,211,773 in 1940, when the population totaled 50,000, to \$12,841,429 in 1961, population estimated at 215,000, or 10 times as much collected from four times as many people. Of the total, the taxpayers in 1961 contributed \$7,359,649, and the state, absorbing the home-exemption claims, \$5,481,780. The average millage has increased, during this 21-year period, from 39 $\frac{3}{4}$ to 82 $\frac{1}{2}$. In certain East Bank areas the millage passes 100; but there are 32,000 home properties on which the owners pay no taxes because of their \$2,000 exemption. The state's \$5.4 million contribution is small when compared with the total taxes which Jefferson turns in — sales, severance, income, gasoline, tobacco, electric power and alcohol taxes, etc.

As to the high millage: The people wanted the improvements that have

been made and are making Jefferson a good place in which to live and make a living, and they voted the necessary bond issues. Industrial operators and businessmen in general supported these measures, knowing they would evoke the improved living conditions of a burgeoning economy.

The Assessor, and the fairness and efficiency with which he conducts his office, is of immediate concern to everyone in the Parish, for it is his function to fix a value on all property contained therein, personal and business real estate, merchandise and business inventories, including office furniture, fixtures, etc.

In computing real estate assessments, the Assessor takes into consideration (1) the sale price of the property, (2) its location, and (3) the assessed valuations of other properties in that area. To his evaluation he applies the millages levied by the various taxing districts. For instance, the millages in a certain ward and district show these services with which the taxpayer is rightly charged: Parish, School, Garbage Removal, Library Maintenance, Health Unit, Consolidated Road District, Coroner, Courthouse, Parish Building and Jail bonds, Road Light-

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

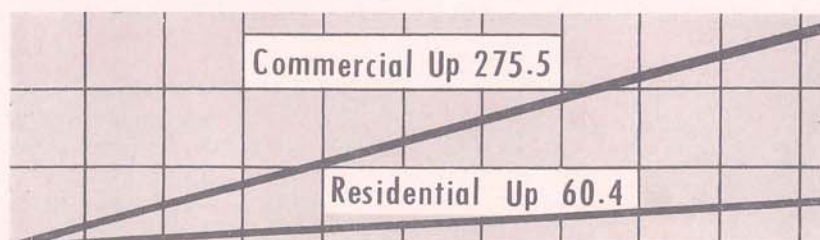
Residential and commercial building permit valuations continue to zoom in Jefferson Parish. One soaring statistic reflecting this growth is travel over the Greater New Orleans Bridge. Based on monthly averages, 77% more automobiles and trucks use the Bridge today than during its first year of operation.

We are proud of the real estate role our firm has played in the expansion of Jefferson Parish.

Jefferson Parish Building Permit Valuations

1st five months — 1962 and 1961

(Source: Division of Regulatory Inspection of Jefferson Parish)



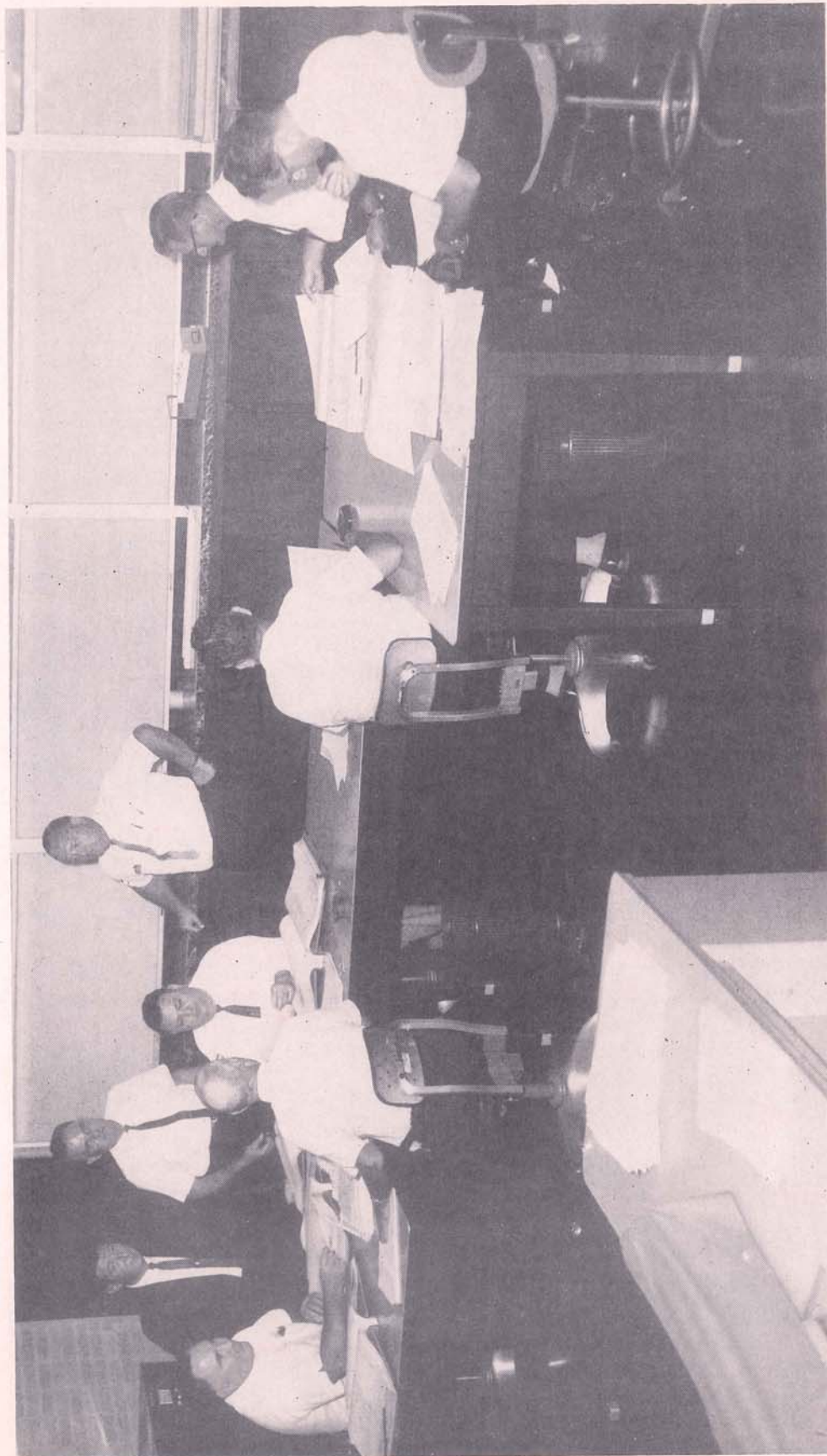
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John W. Zaring, 523-1731 or 367-5590, or

WAGUESPACK PRATT, INC.

REAL ESTATE

812 Perdido St., New Orleans

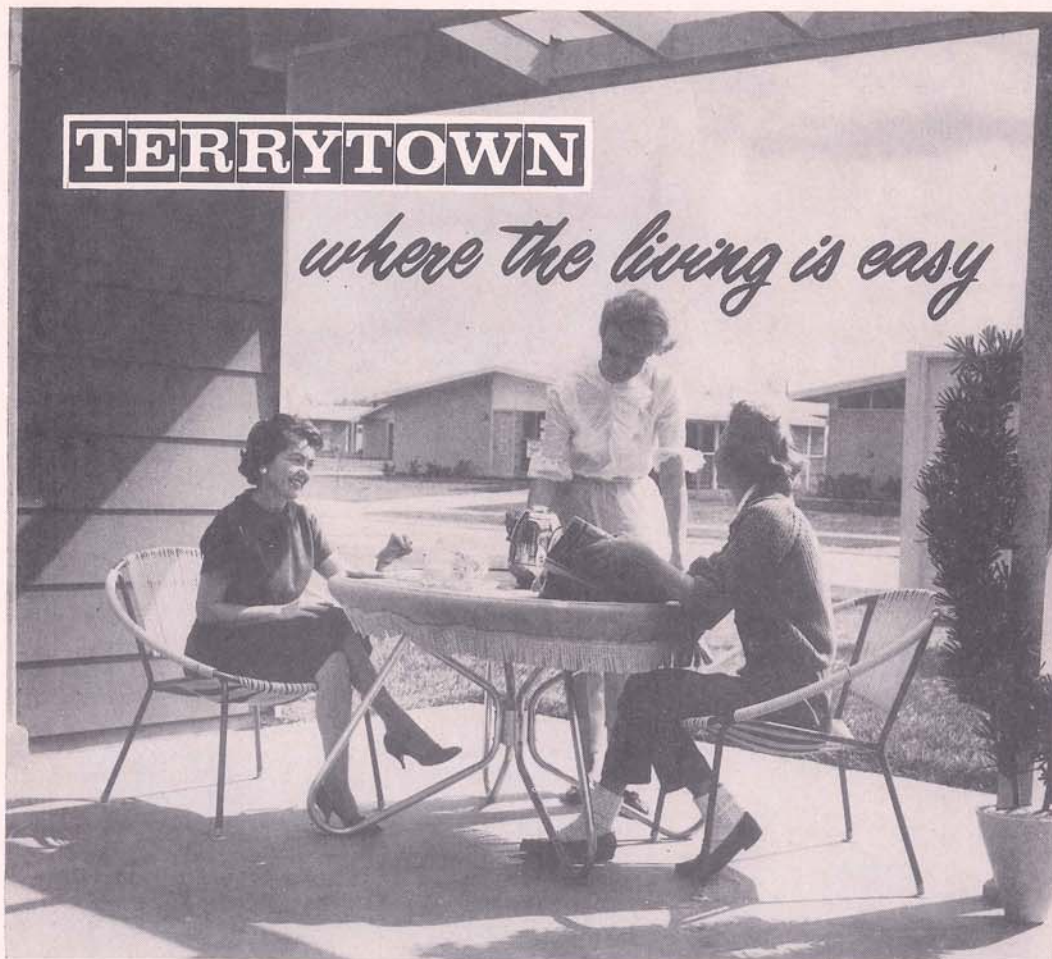
523 - 1731



The Louisiana Tax Commission checks the Assessor's books every year. Its representatives leave the Baton Rouge (capital) headquarters and go from parish to parish. They need about four days to complete the Parish audits. Here they are with Assessor Wilty and some of his deputy assessors in the New Courthouse at Gretna.

TERRYTOWN

where the living is easy



More and More Happy Families Are Taking Title to New Guardian Homes

There are any number of reasons why . . . week in, week out . . . so many families are buying Guardian Homes in Terrytown. Price, of course, is a big factor. Where else can you get a home with 1420 sq. ft. under roof, fully air-conditioned, with complete G-E kitchen for as low as \$96 monthly?

Convenience is another big reason for Terrytown's popularity. Regularly scheduled express bus service takes you to Canal Street in seven minutes, to Westside Shopping Center in even less time. Move in this week, with a lease arrangement while your FHA or VA loan is being processed.

No Down Payment for Vets • No Closing Costs for Anyone

Guardian Homes in TERRYTOWN

Sales Office • 2106 Browning Lane • 367-2550. DIRECTIONS: Cross new Mississippi River Bridge, go straight on West Bank Expressway $\frac{1}{4}$ mile, turn left at Terrytown sign.



A deputy assessor has a full-time job in the map work incident to subdivision and related activities in the Assessor's office.

ing District, Water District, Consolidated Drainage District, Hospital Service. The total of the millages (one-tenth of a cent) multiplied by the assessment is the tax amount due. Thus the tax on a \$1000 assessed valuation, if the millages totaled $82\frac{1}{2}$, would be \$82.50.

Homestead Exemptions Help Many

Anyone who owns and occupies a home is entitled, in Jefferson, to a \$2000 homestead exemption from the assessment. On a property assessed at \$3000, the owner, taking out his exemption, would pay on \$1000 assessed valuation.

Any person who served in World War II or in Korea is eligible for a \$5000 Veterans Exemption for five years; if in both World War II and Korea, for 10 years. If the wife has served in the armed forces during World War II and Korea, she also is eligible for the Veterans Exemption. Thus the Veteran's Exemption would more than cover a home assessed at \$3500; and when it expires, the owner could take out the \$2000 Homestead Exemption and pay on a \$1500 assessment.

The homeowner must sign the exemption application each year; he may sign only one Homestead or Veterans Exemption.

He is given ample time to do this by the Assessor who, to give an illustration, in December of 1961 mailed 40,733 cards to home owners, notifying them that the time had come to file in his office their applications for exemption.

Here are the steps by which the Assessor evaluates property: Someone makes a purchase, his agent records the act of sale in the Clerk of Court's office, the Assessor makes a record of that act of sale, and at the end of each year (December 31) records all properties that have changed hands under the names of their new owners. He places an evaluation on the property transferred, subject to the approval or modification of the Louisiana Tax Commission. Each property owner has a separate sheet in one or more of the Assessor's books, depending on the number of his properties. The totals from these sheets are transferred to the assessment roll, and copies are sent to the tax collector, the Louisiana Tax

(Continued on Page 113)

HOME BUILDING



Here is one of the lovely "Sunrise Homes" now being built by Charlie Kornman in Willowdale, one of Jefferson's finest planned communities, complete with medical centers, shopping centers, schools, churches, paved streets and public sewerage. These beautiful models feature split-level, ranch, and two-story styling and contain the latest conveniences for modern living. A new swim club has also been constructed for use by Sunrise Homes owners, and features a 65' x 25' Fiesta Pool and large Clubhouse.

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

While the past 12 years have been marked by a period of unprecedented growth which saw both the East and West Banks of the parish mushroom in all directions, especially since the completion of the new Mississippi River bridge, the future outlook is even more promising.

Already 1962 appears destined for a record year of building activity which will see the erection of more swank multi-level apartments with recreational facilities; fashionable row type resi-

dences, distinguished new homes, etc.

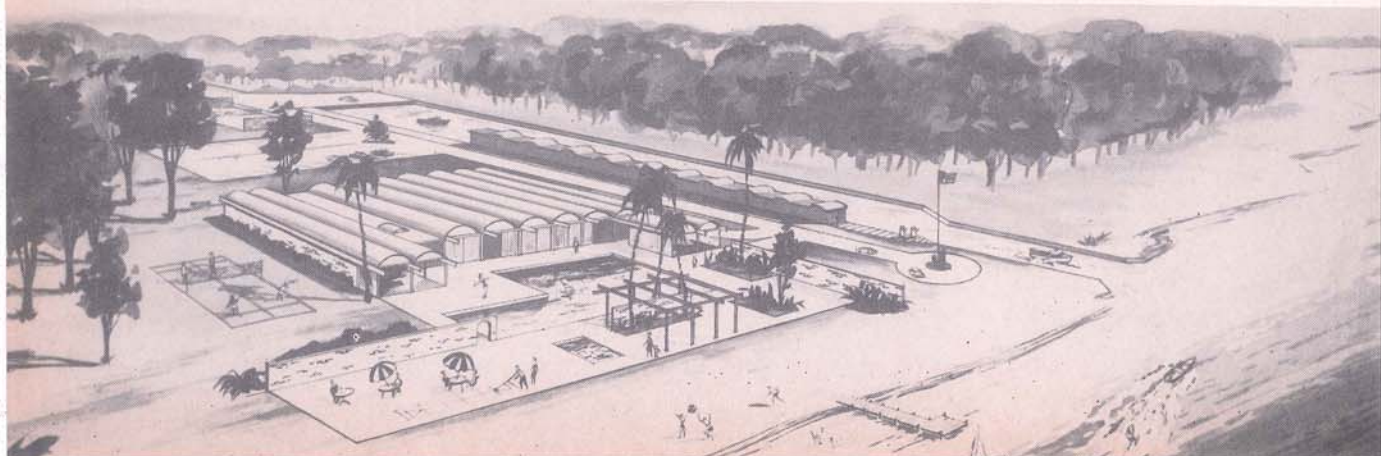
The year 1961 found the building industry riding the crest of a rejuvenation after a rather slow start.

Figures released by the Regulatory Inspection Division of the Jefferson Parish Department of Safety, revealed that during the period from January to December, 1961, a total of 5,804 permits valued at \$58,519,932 were issued for all types of construction in the unincorporated areas and the City of Harahan.

This figure was over and above all construction in the other separate municipalities of the parish.

While the total number of permits issued last year showed a decline of

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



IN JEFFERSON



Kesk, Inc., will be the first developer in Louisiana to utilize the "Town House" concept of apartment planning in its sprawling Terrytown subdivision, on Jefferson's West Bank. A complex of twelve buildings of varying sizes, the Town House will contain seventy-two 2- and 3-bedroom luxury apartment units in a beautifully landscaped park-like setting. Each apartment has a different elevation and exterior finish and each unit has a private, Vieux Carre-type rear patio opening onto a center garden mall with swimming pool.

338, the total value of construction projects was some \$5 million above the previous 12 month period.

Figures in the various building categories for 1961 follow: 2069 one family residences valued at \$36,656,735; 31 two family dwellings totaling \$562,110; 6 three or four family residences valued at \$261,500; 10 five or more family housing units totaling \$1,683,000; 17 amusement and recreational structures totaling \$1,900,500; 7 churches and other religious buildings valued at \$670,000; 489 residential garages and carports totaling \$351,150; 5 service stations at an estimated value of \$96,300; 1 clinic erected to adjoin a hospital at a cost of \$2,700,000; 18 office, banks and professional buildings total-

ing \$511,400; 9 schools and other educational buildings valued at \$3,598,242; 17 stores and other mercantile structures amounting to \$5,426,552; 17 other non-residential buildings valued at \$50,345; 162 projects other than buildings totaling \$126,444; 2692 additions and alterations to buildings totaling \$3,096,631; 191 additions and alterations to commercial buildings totaling \$2,160,273: The construction industry during the past year employed an enormous skilled labor force and consumed fantastic supplies of materials. Unless the whole financial picture of the industry is changed during the balance of 1962, Jefferson Parish should enjoy another prosperous year in the construction field.

Below, left, is a scene at the new Hilton Inn in Kenner, across from the airport, and pictured at the right is a courtyard and swimming pool scene taken at the New Studio Arms IV Apartments at 220 Deckbar Avenue in Jefferson.



Now Open! **Sunrise Homes**

In Willowdale

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

5 DIFFERENT MODELS PRICED FROM \$23,300



The Meadowbrook

Tri-level design is high-lighted in this model, the 3 bedroom, ½ bath Meadowbrook. All bedrooms are 14' long, and the master suite has its own bath. A separate dining room adjoins the impressive living room, with cathedral ceiling.



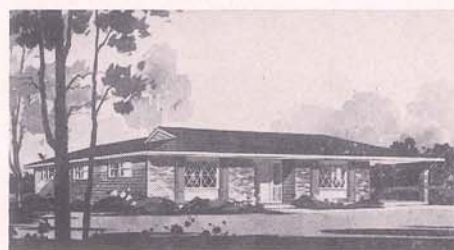
The Crestwood

1½ stories of delightful living await the owners in-family room, porch and patio are included in of this Cape Cod. Four bedrooms, 2 baths, kitchen the Crestwood. One of the bedrooms is 18½ feet long. 200 sq. ft. of closets and storage in the attic.



The Fernwood

This impressive two-story home has 4 bedrooms, 2½ baths, separate dining room, family room, living room, kitchen, and breakfast area. An enclosed garage and laundry room complete this spacious home, which has 2,382 square feet of living area!



The Briarwood

There's a world of good living in The Briarwood, a 3 bedroom, 2 bath home. A separate dining room lends itself to formal entertaining, while the family room provides an informal atmosphere. All bedrooms are in a wing to themselves.

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SUNRISE HOMES

633 YORK NEAR ELISE STREET

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PHONE VE 4-4952



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



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



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



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



WILLOWDALE HOMES

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

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PRICES START AT \$4,125

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A Golden Investment Opportunity Awaits You In

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

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



(Continued from Page 47)

Today, over 1800 years later, the basic process of papermaking has changed little. New raw materials have been found and tremendous improvements have been made in efficiency, but ample fresh water still remains the necessity it was in the beginning.

The pulp and paper industry came to Jefferson Parish in the first quarter of the 20th century, shortly after bagasse from Louisiana's sugar mills was recognized as a potential raw material for paper products. Formerly, this residue of sugar cane after the juice is pressed out had been only a nuisance. It was piled and burned by the sugar mills as waste.

In 1921 bagasse came into its own as one of the state's income producing natural resources when the Celotex Corporation patented a process for transforming it into fibreboard, a tougher and more durable cousin of paper with multiple uses as a building material.

Since the process for making fibreboard is closely akin to that used in papermaking, good water in great abundance is equally as important in the process as it is the manufacture of paper.

Celotex located its first fibreboard plant at Marrero, Louisiana—an ideal site because of its proximity to the source of raw material, the South Louisiana sugar plantations. But another consideration of perhaps even more importance was the river. With the Mississippi flowing right past the back door of the Marrero site, the new plant was insured a more than ample supply of water.

A brief comparison will show how much the plant needs the river water. While Celotex at Marrero covers 150 acres and is the largest fiberboard mill in the world, its area is nowhere near that of a city. Yet, in an average 24 hour period, the mill pumps in 21 million gallons of river water, equalling the consumption of many of the nation's largest cities, such as those listed at the beginning.

Engineers estimate that 200 pounds of water must be handled for every pound of bagasse that is processed.

The mill faces only one problem as a result of its source of water. Though it provides an unlimited supply, Ol' Man River makes no pretense of being the clear running stream originally re-

quired by papermakers. In its journey down the middle of the continent it picks up mud and minerals from the entire Mississippi Valley.

The engineers at Celotex-Marrero must transform the tawny river water back into the clear, clean water the mill requires.

In the first step of this transformation water is pumped from four river intakes into two settling basins on the plant grounds. These basins cover approximately one and three-sevenths acres and have a combined capacity of 4,200,000 gallons. There the water remains for three hours until the silt has settled out. Then the supply is routed in three different directions.

About 90%, called process water, is piped directly from the settling basins into the mill where it is used for suspending, carrying and forming bagasse into fibreboard, and for cooling the bearings of the plant machinery.

Other pumps carry part of the supply through a softening system to prepare it for use by the plant's steam generating equipment. Using the Cochran Hot Process system, Celotex chemists precipitate the minerals that cause hardness in the water. Only then is it routed into five boilers, having a total capacity of more than 6 million pounds of steam per day. In these boilers the former river water is turned into the energy to power the plant equipment and to steam cook the bagasse into pulp.

Finally, a third battery of pumps carries the remainder of the water through another kind of clarification process to prepare it for use in the plant's fire protection system. After the clarification the water is pumped into three 50,000 gallon tower tanks. An additional supply is kept in a million gallon ground level storage tank as an emergency safeguard.

Enough river water can be processed by the clarification system to provide a continuous flow, if necessary, through nine miles of underground piping, 53 miles of sprinkler pipe and 18,700 different sprinkler heads in the fire protection system.

While a great deal of expense, skill and time are required for Celotex engineers to extract "mountain stream" clear water from the muddy Mississippi, it is a small price to pay for the benefits the river provides.

Celotex has provided thousands of jobs for Jefferson Parish citizens and

for home loans, see **SECURITY**

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use our convenient low cost home loans—tailored
to your needs.

When you think of a Homestead
"Think of Jefferson"

has added millions of dollars to the Parish economy, but none of this would be possible without water from the Mississippi to keep the mill operating.

★ DOWN THE MISSISSIPPI FROM THE HEART OF THE NATION COME MILLIONS OF BUSHEL OF GRAIN TO BE HANDLED AND EXPORTED FROM JEFFERSON'S CONTINENTAL GRAIN ELEVATOR—Because of the availability of the Mississippi River deep water needed to load ocean going vessels from river barges, the Continental Grain Elevator was constructed two years ago just north of the city of Westwego in Jefferson Parish.

A considerable portion of the nation's grain exported comes down the Mississippi River by barge to the Port of New Orleans, the largest grain export point in the United States. The volume of grain exported from the New Orleans port rose from 134 million bushels in 1960 to 202 million bushels in 1961. This increase was due greatly to the addition of this Jefferson Parish Grain Elevator, the main purpose of which is not storage, but fast handling for export from barge and freight cars to ocean going vessels, which carry the grain to such world destinations as Japan, India, Europe, South America, Africa and the Near East.

With an original storage capacity of 3 million bushels, already an additional barge unloading device in a new barge slip is being constructed at this Continental Grain Elevator, together with 1.2 million bushel additional storage capacity.

★ DIXIE CARRIERS TRANSPORTS THE PRODUCTS OF THE GULF COAST INTO THE INTERIOR OF THE U.S. ON EVERY PRINCIPAL RIVER OF THE WESTERN RIVER SYSTEM—Dixie Carriers, originally River Terminals, Inc., was purchased from Anderson Clayton Company in 1948 by Houston interests and since that date has maintained an operations center on the Intracostal Waterway at Harvey in Jefferson Parish.

The products that Dixie transports from the Gulf Coast to the remote inland ports are the bulk commodities such as salt, sulphur, petroleum products and chemicals. Dixie moves petroleum products and chemicals from Louisiana or Texas ports up the Warrior-Tombigbee system of Alabama,

as well as the Flint River system of Georgia and the Intracoastal into St. Marks, Florida. Dixie also specializes in the movement of petroleum products from the offshore production along the Gulf Coast to shore side refineries.

Dixie operates 10 tugs and towboats from 800 to 3200 HP, 11 dry cargo barges with a total capacity of 18,600 tons, 32 tank barges with a total capacity of 474,000 barrels. Among this equipment are thermos bottle asphalt barges that load cargo at 300 degrees F and maintain a high temperature to point of destination, anhydrous ammonia barges that can maintain cargo under 250 pounds pressure, oil barges that move in integrated tows of 125,000 barrels, coal barges that load 2500 tons each and move in semi-integrated tows carrying 15,000 tons per tow. In 1961 Dixie Carriers moved a total of 3,325,000 tons of cargo and served 98 ports.

The Dixie Carriers equipment is largely manned by Jefferson Parish citizens. We recently visited with veteran Captain L. H. Taylor of the 3200 HP "Dixie Challenge," who has been working on the river for 18 years and with Dixie six of those years. He has pushed as many as 15 barges in one tow up and down the river. He and his crew (two wheelhouse men, two engineers, five deck hands and a cook) work 30 days on duty and 15 days off and admit that one of the main reasons for enjoying these long lonely trips is the marvelous food concocted by the towboat cook.

Captain Taylor says that an experienced towboat Captain on the river can accurately and instantly place on a map of the river the location of every navigational light, but ask him how many there are and he won't be able to tell you. These Mississippi River towboat Captains and crews are the unsung heroes of commerce. Expertly they thread their cumbersome long line of barges, loaded with costly cargo, through the river's increasing traffic, around its curves, night and day, storm or sunshine. Their job requires more solid skill and sudden and accurate decisions than the much lauded river pilots of the steamboat era.

★THE MISSISSIPPI RIVER AT JEFFERSON PARISH IS THE STARTING POINT FOR THE DELIVERY OF HUNDREDS OF STURDY PE-



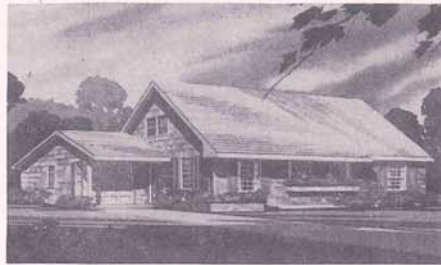
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MEMBER
FEDERAL DEPOSIT INSURANCE CORP.

TROLEUM INDUSTRY WORK BOATS TO USERS THROUGHOUT THE WORLD—The George Engine Company, Inc., from its plant in Harvey directs the construction, powering, outfitting, financing, sale and shipment of a wide variety of vessels ranging from speedy crewboats or personnel carriers to the gigantic "boat-trucks" that deliver drilling pipe, mud and similar supplies to over water sites being explored for oil and gas deposits.

In addition to completed workboats George Engine Company annually ships millions of dollars worth of General Motors marine diesel engines and replacement parts to foreign workboat operators. The strategic location of the company and its proximity to the Mississippi River are instrumental in speeding the delivery of this valuable equipment. The Mississippi also provides a natural waterway for boat operators, whose vessels are in need of engine servicing, to have this work performed at George Engine Company's docks on the Harvey Canal only a short distance south of the Harvey Locks.

★ **GULF STATES ASPHALT COMPANY BOTH EXPORTS AND IMPORTS VIA THE MISSISSIPPI RIVER**—This company, located on the river road at Westwego in Jefferson Parish actually began operation in 1959. The plant, as of this date, employs approximately 40 people, engaged in the manufacture of roofing asphalt, and some fifty allied asphalt products such as roof coatings, aluminum paints, floor mastics, waterproofing mastics, sewer joint compounds, plain and fabricated roof coatings and plastic cements, as well as white plain and red dye concrete cure compounds.

The company has access to the Mississippi River and maintains a wharf and cluster at the river bank. The operation of the plant involves both the export of products and the import of materials. The domestic shipments are made to approximately seven states north and eastward.

★ **HESS TERMINAL AT MARRERO RECEIVES AND SHIPS APPROXIMATELY TEN MILLION BARRELS A YEAR**—The Hess Terminal Corporation at its liquid storage operation in Marrero in Jefferson Parish has a capacity of 1½ million barrels comprised of approximately 65 storage tanks ranging in size from 2500 bar-

rels to 225,000 barrels and handles all types of liquids, including petroleum, vegetable oils, lard, tallow, chemicals and petrochemicals.

Practically all of its volume is received via the Mississippi River in ships or barges and the bulk of its volume is crude and refined soybean oil, which originates from points as far north as Minneapolis. Practically all of its vegetable oil is moved in export trade, and a good volume is shipped out in 55 gallon drums.

★ **WATER IS IMPORTANT TO ALL THE PRODUCTS MANUFACTURED IN JEFFERSON'S JOHNS - MANVILLE PRODUCTS CORPORATION PLANT**—This over a hundred year old company moved south to Jefferson Parish in 1925 and occupied the old Gretna plant, which then occupied the site of the new Court House and parking lot today. In 1936 it built a new plant in Marrero and in 1947 added its pipe plant.

Water is vital in the production of its entire line of asbestos and asphalt shingles, other building products and its asbestos-cement pipe for water and sewerage systems.

The river, of course, is the source of the water supply for generating steam. Water is also purchased from Waterworks District Number One on an average of 6 million gallons per month. An additional 25 million gallons are supplied by deep wells to be used as a coolant. Water is used for making slurries from which it is later drawn to form "Transite Pipe." This product is being used more widely each day throughout the world to move water itself from places of abundance to places where it is scarce.

★ **THE NINE MILE POINT PLANT OF THE LOUISIANA POWER AND LIGHT COMPANY CIRCULATES 300 MILLION GALLONS OF MISSISSIPPI RIVER WATER PER DAY THROUGH ITS COOLING SYSTEM**—The Mississippi River plays a very important role in the ultra modern steam-electric generating plant in Jefferson Parish.

In fact, the abundant water available from the Mississippi River was one of the chief reasons Louisiana Power and Light Company located this Nine Mile Point plant near Westwego in Jefferson Parish.

This modern generating facility, one of three in the Louisiana Power and



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Light system, produces 319,000 kilowatts in three powerful turbo generators and circulates 300 million gallons of river water a day through its cooling system. Three giant boilers 14 stories high generate millions of pounds of steam an hour. The steam is so hot (from 900 to 1000 degrees F) it makes the pipes cherry red. Steam drums have steel walls five inches thick to hold the steam at up to 1550 pounds per square inch in pressure. After its cooling job the water is returned immediately to the river.

The boiler make-up river water is purified in the first fully automatic demineralizer in the United States.

★ **INEXPENSIVE RIVER TRANSPORTATION BROUGHT THE NATIONAL GYPSUM PLANT TO JEFFERSON PARISH**—The Mississippi River is vital to the National Gypsum Company, because inexpensive water transportation of the gypsum ore from Nova Scotia made it feasible to construct the company's present plant at Westwego. The company's fleet of gypsum ore carriers bring the raw gypsum to Westwego and a chain of other gypsum products plants along the Atlantic and Gulf Coasts. Last year several large shipments of gypsum ore were unloaded at the Company's dock on the Mississippi River.

Inside the plant the gypsum is processed and manufactured into gypsum wallboard, lath, sheathing and plaster for houses, office buildings, hospitals and other structures.

★ **THE RIVER AND THE RAILS JOIN HANDS**—Southern Pacific, one of the five trunk line railroads that serve Jefferson Parish, finds the Mississippi River a vital adjunct to its own facilities.

Southern Pacific owns its own dock at Gretna that is used extensively for the handling of bulk cargos of raw sugar, lead and zinc concentrates. The wharf is equipped with two marginal tracks with a total capacity of 20 cars.

Tank vessels carrying molasses use this facility as Penick and Ford Ltd., Inc., the largest canner of cane syrup and molasses in the world is located at Marrero a few miles upriver.


★ **SWIFT AND COMPANY AT HARVEY UTILIZES THE TRANSPORTATION FACILITIES OF THE MISSISSIPPI TO MOVE ITS BULK REFINERY PRODUCTS OF FATS AND OILS FROM JEFFERSON DIRECT**

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Equipment Co.

HARVEY, LA. ° JACKSON, MISS.



TO OVERSEAS POINTS—Swift's export movements are primarily to the West Indies, Puerto Rico, the United Kingdom, Continental Europe, Panama and the West Coast of South America.

With regard to Swift's Agri-Chemical business the Mississippi is also extremely important. From barges are unloaded Triple-S Phosphate, phosphate rock and sulphuric acid. New facilities are now being added which will mean Swift will soon be loading ammonium phosphate onto barges for shipment out of this area.

The Swift Adhesive Plant, as well

as the Refinery and Agricultural Chemical Division at Harvey, also utilizes the Mississippi River's economic transportation.

★ **TEXACO'S COMBINED RIVER TERMINAL AND BULK PLANT AT MARRERO**—This plant in Jefferson Parish is one of the oldest in this area. In the year 1902 Texaco constructed two storage tanks here and moved oil to this site by barge from Port Arthur, Texas for sale to consumers in this section.

Today this sixty year old plant in Jefferson handles the full line of petroleum products and serves Texaco's

LOOKING FOR AN IDEAL INDUSTRIAL LOCATION?

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

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

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



**LOUISIANA TRANSIT
COMPANY, INC.**

P. O. Box 23148

HARAHAN

LOUISIANA



resale and industrial customers in the entire Metropolitan New Orleans district.

The marine trade and offshore drilling operations are serviced at this plant's Mississippi River dock, which is equipped to service both barges and ocean going tankers. Bulk crude oil is also handled at this terminal for Texaco's Refinery Department.

* * * * *

In addition to the foregoing described industries occupying riverbank plant sites, the following riverfront firms in Jefferson are also served by the Mississippi River.

On the east bank are the Delta Match Corporation, the Freiburg Mahogany Company and the Ransom Lumber Company. On the West Bank are Allied Chemical Corporation, Ayers Materials Company, Inc., Clark Refining Company, Commercial Solvents Corporation, Continental Can Company, Gulf Oil Terminal, Koch-Ellis Marine Contractors, Inc., Penick and Ford, Ltd. Inc., Point Landing Inc., Publicker Chemical Company with plants at Gretna and Westwego; Stauffer Chemical Company, Wesson Division of Hunt Foods and Industries, Geo. W. Whiteman Towing, Inc., and Witco Chemical Company, Inc.

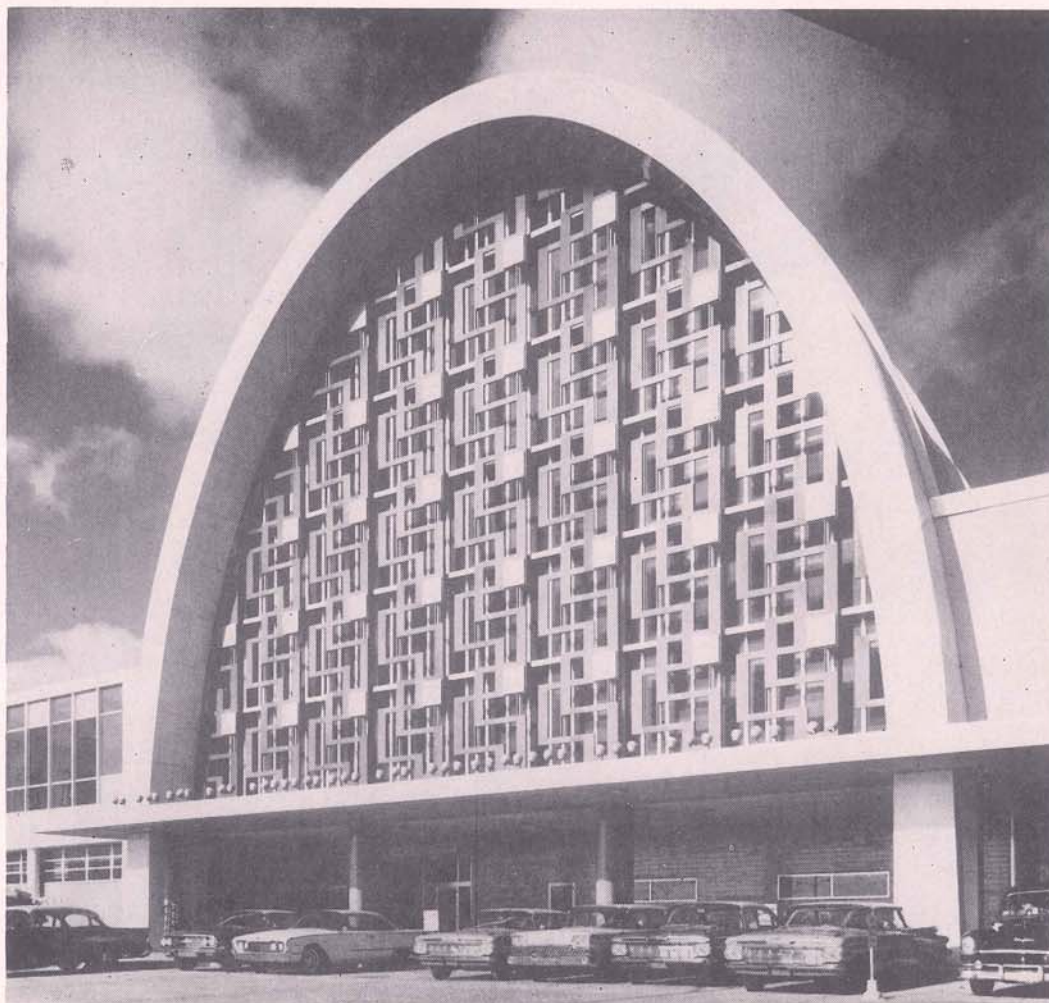
NICHOLSON and LOUP

SUPER MARKETS

7300 WESTBANK EXPRESSWAY, MARRERO

1524 FOURTH STREET, WESTWEGO





Here is the face of the entrance to the main lobby of the new Airport Terminal Building, a huge arch of blue and gold design. The new air conditioned Terminal Building of glass, concrete, marble and steel, has ten times more space than the antiquated building it replaced.



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**BANQUET, CONVENTION
and MEETING FACILITIES**

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Jefferson's Moisant Field

of New Orleans' International Airport in Kenner

New Orleans International Airport (Moisant Field) at Kenner closed a banner year with several notable achievements and major projects included. Passenger traffic showed a 40 per cent increase since dedication of the new terminal two years ago.

For the first time in its history, Moisant became a fully self-sustaining operation, maintained without cost to the taxpayers.

The completion of an extension to the east-west runway and taxiway to 9225 feet, along with the installation of visual and landings aids for all-weather use were notable accomplishments.

Completion of the southeast apron at a cost of \$324,300 added five new gate positions and brought the total number of gate positions to 26.

At year's end there were 32 daily jet schedules at Moisant Field. Greater New Orleans is now connected with every section of the Nation with fast jet service. Improved local services into Louisiana cities not previously served by air, as well as to points in neighboring states, increased air travel.

Other improvements included a bypass, holding and warmup area on the extreme west section of the east-west runway, besides realignment and paving of excess roads leading to the cargo

area. Through this great airport now passes well over a million air passengers a year and its \$3 million annual payroll swells the economy of Kenner, Jefferson Parish, New Orleans and Louisiana.

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

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

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

International Room

The South's Most Cosmopolitan Dining Room

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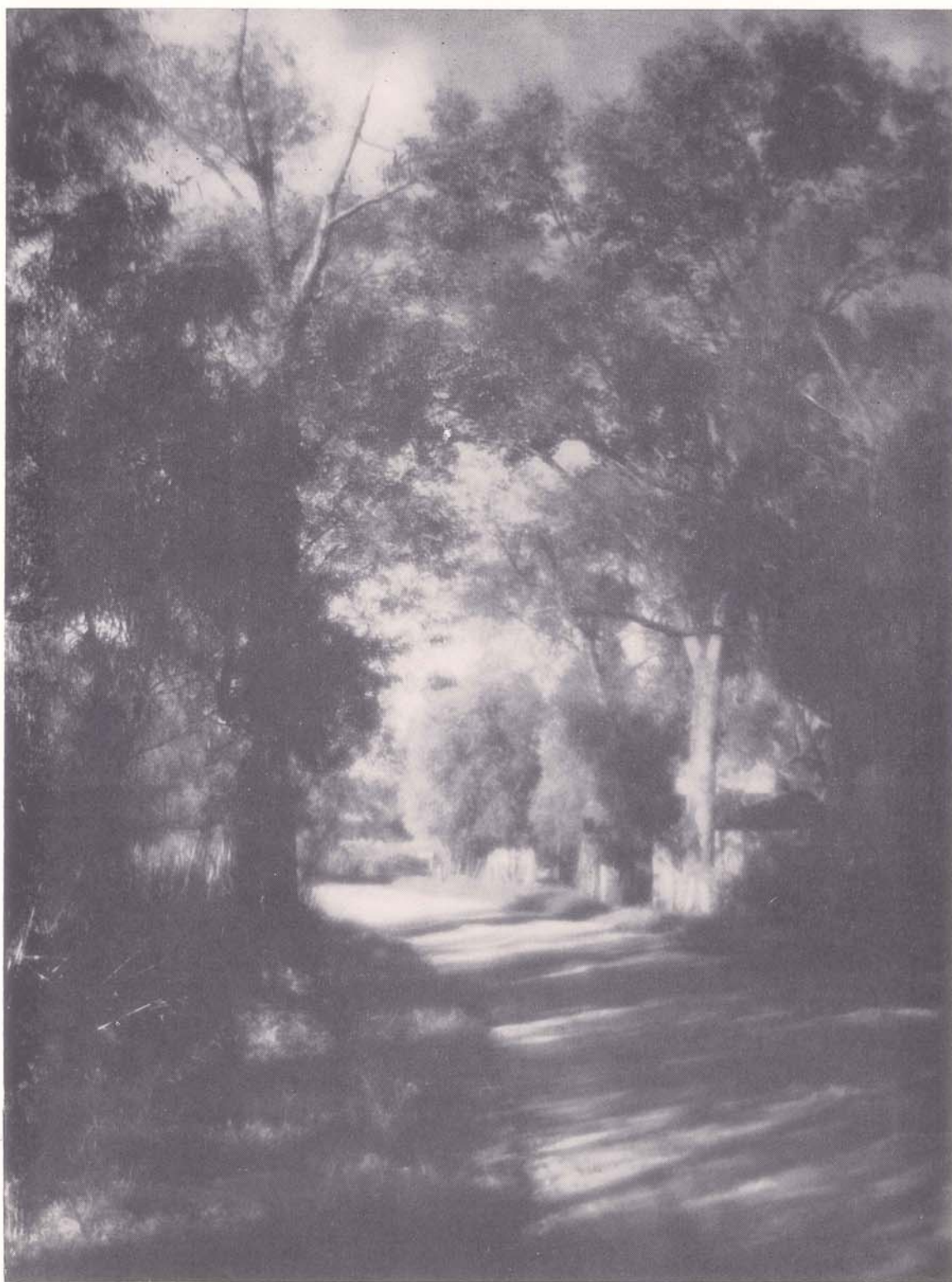
All This Is JEFFERSON

Photographed by Eugene Delcroix

GATEWAY TO BEAUTY—From the river, the highways and the rails, strangers see only Jefferson's industry and commerce — but deep in the parish, reached by lovely lanes like this, is the beautiful bayou country, the historic Land of Lafitte.

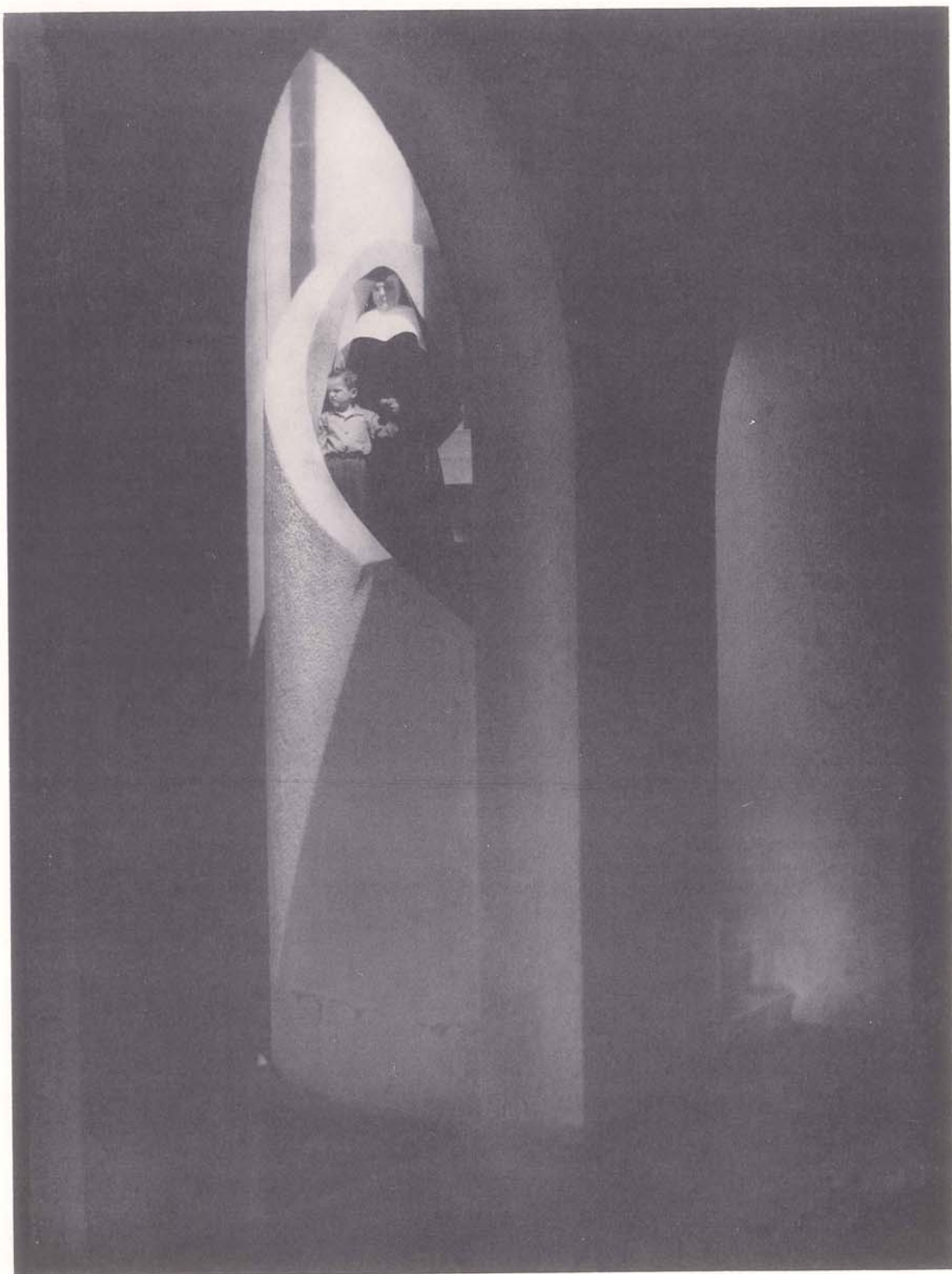


WELCOME TO GRAND ISLE — This unofficial Miss Hospitality of the Island smilingly sends greetings from the flower bedecked front gallery of one of the Isle's best beloved citizen's home, set back among the towering oaks which create the contrast of cool shade and sunny beach that is one of the Greatest Attractions of Jefferson's Pleasure Island.

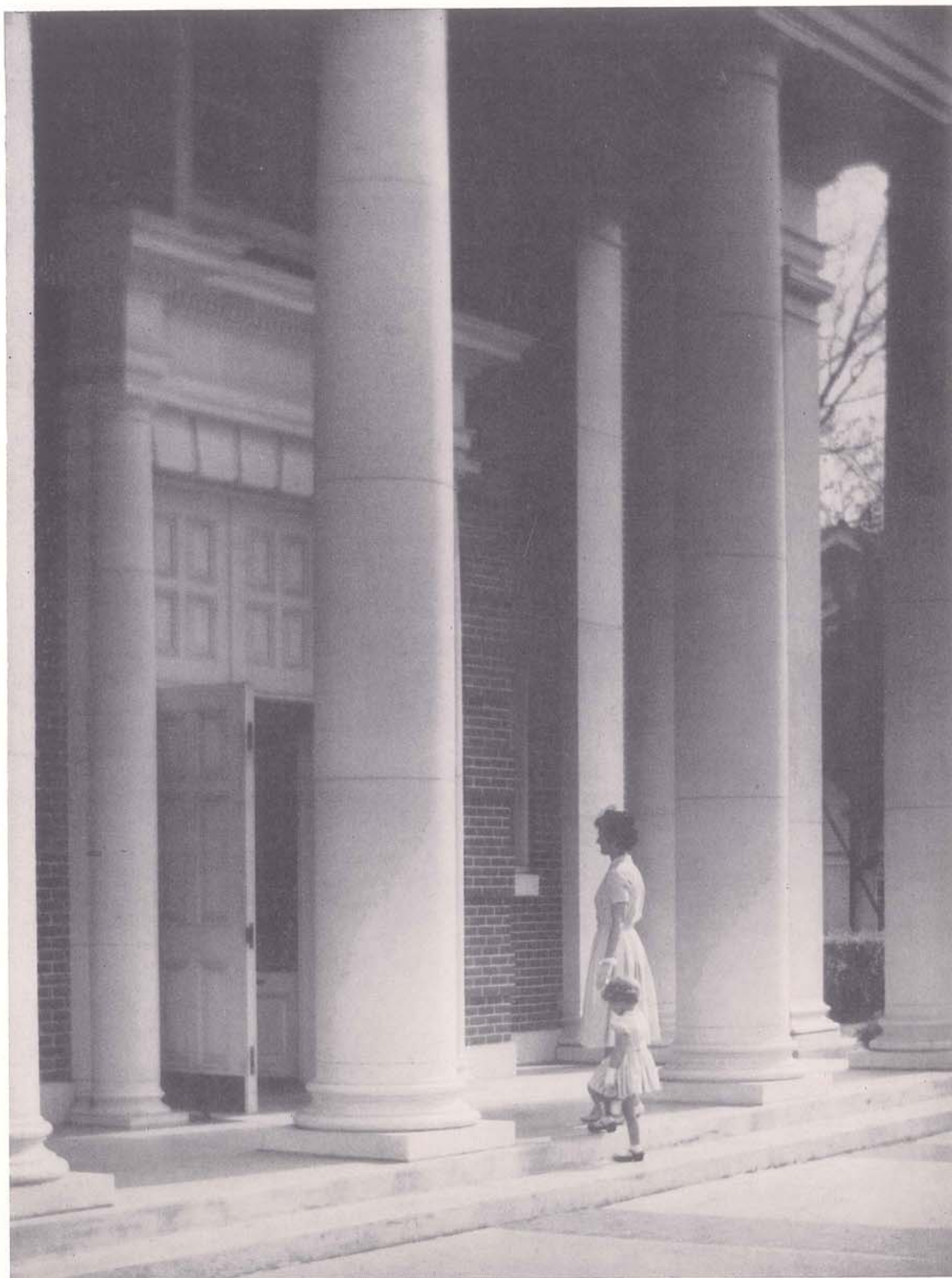


FOLLOW THIS FOOTPATH ALONG BIG BAYOU BARATARIA —

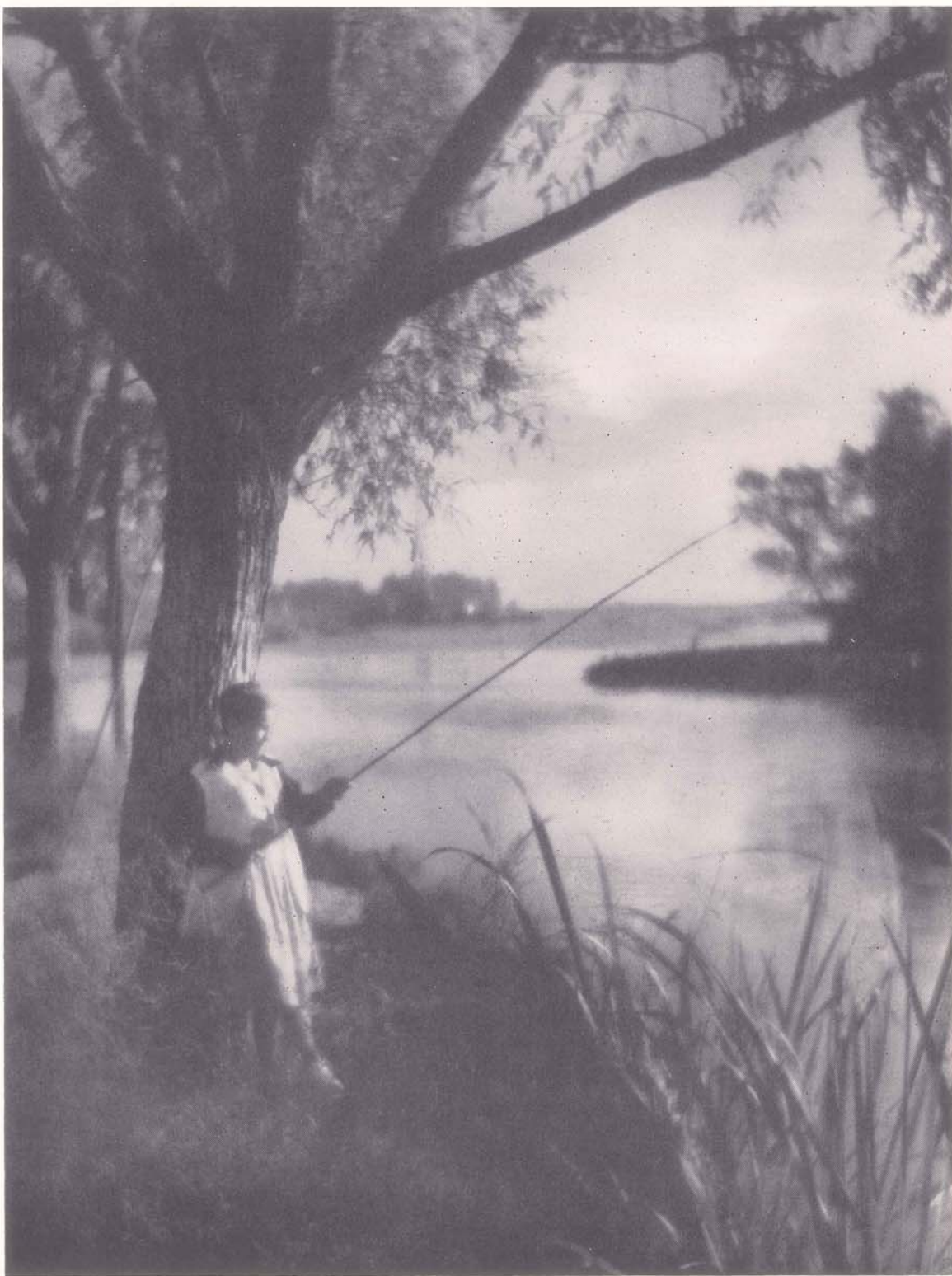
It will lead you into a little world of relaxed living where time seems to stand still, near to but not a part of the hectic workaday activity and the persistent phit-phit of never ending traffic only a few miles away. All this quiet loveliness, too, is Jefferson!



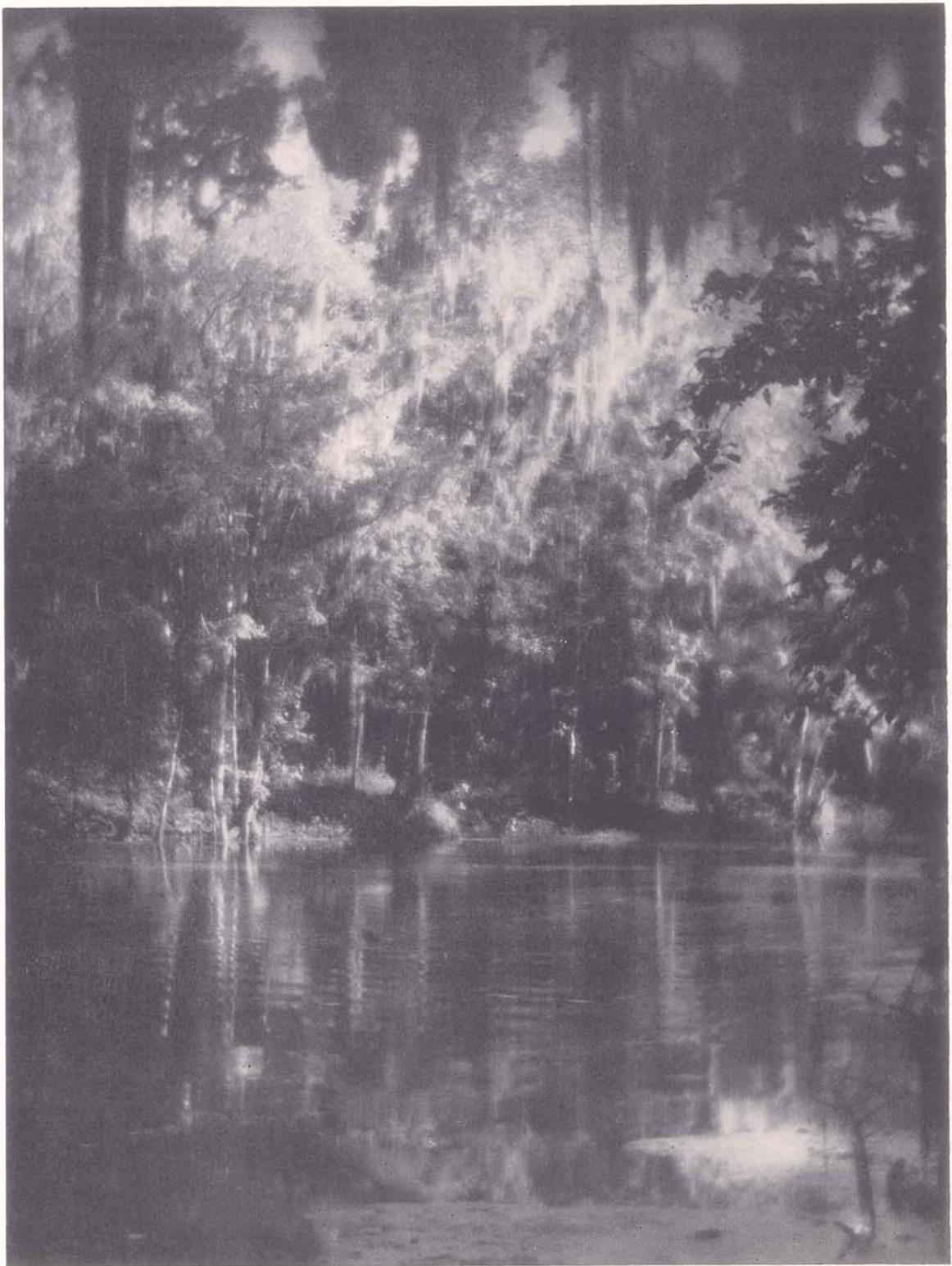
PART OF JEFFERSON'S MILLION DOLLAR BOYS TOWN — On the West Bank road to the beautiful Barataria country is the imposing Spanish architecture of Madonna Manor for homeless boys up to 12. Through one of its entrance arches can be seen one of them hand in hand with one of the Sisters who are both mothers and teachers to these boys in their formative years.



A PARISH OF CHURCHES — There are 80 churches — one for every 2609 of its population and more being built. This beautiful Colonial columned Presbyterian Church of Metairie has been chosen to pictorially represent Jefferson's many places of worship for all faiths, havens of hope in today's troubled world.



JEFFERSON'S FASCINATING BAYOU FISHING — There are hundreds of such scenic spots along the banks of Jefferson's many bayous where the shade is as restful and the fish as plentiful. You can fish every weekend for a year or more, never fish the same spot twice and not even begin to exhaust the bayou country's piscatorial possibilities.



THE SEDUCTIVE SPELL OF THE BARATARIA COUNTRY — You will never forget the charm of a Jefferson bayou once you have followed its twistings and turnings, its sudden emerging into dazzling sunlight after miles of soundless shade. It is an opiate that helps you relax, an hypnotic spell that makes you forget your work and worries.

WHAT A
WONDERFUL
PLACE TO BE A
BOY — Acres of
Jefferson's un-
trammeled wooded
Barataria Country
to roam
and hunt, miles
of beautiful
bayous
for fishing and
boating,
myriads of Nature's
marvels to
explore — a year
round outdoor
recreationland
in which to
grow up
strong and healthy
—all a part
of the attractions
Jefferson
Parish offers its
people.



**YOU WASH YOUR
CAR, HE**

SCRAPES HIS BOAT

—While you

putter on your

automobile on

your day off, your

counterpart,

the Jefferson bayou

dweller,

scrapes and pre-

pares his skiff for

a paint or

caulking job.

Chances are he

operates a shrimp

trawler for his

living and uses

the skiff

for pleasure

fishing.



**JEFFERSON'S SALT-
WATER**

PLAYGROUND—

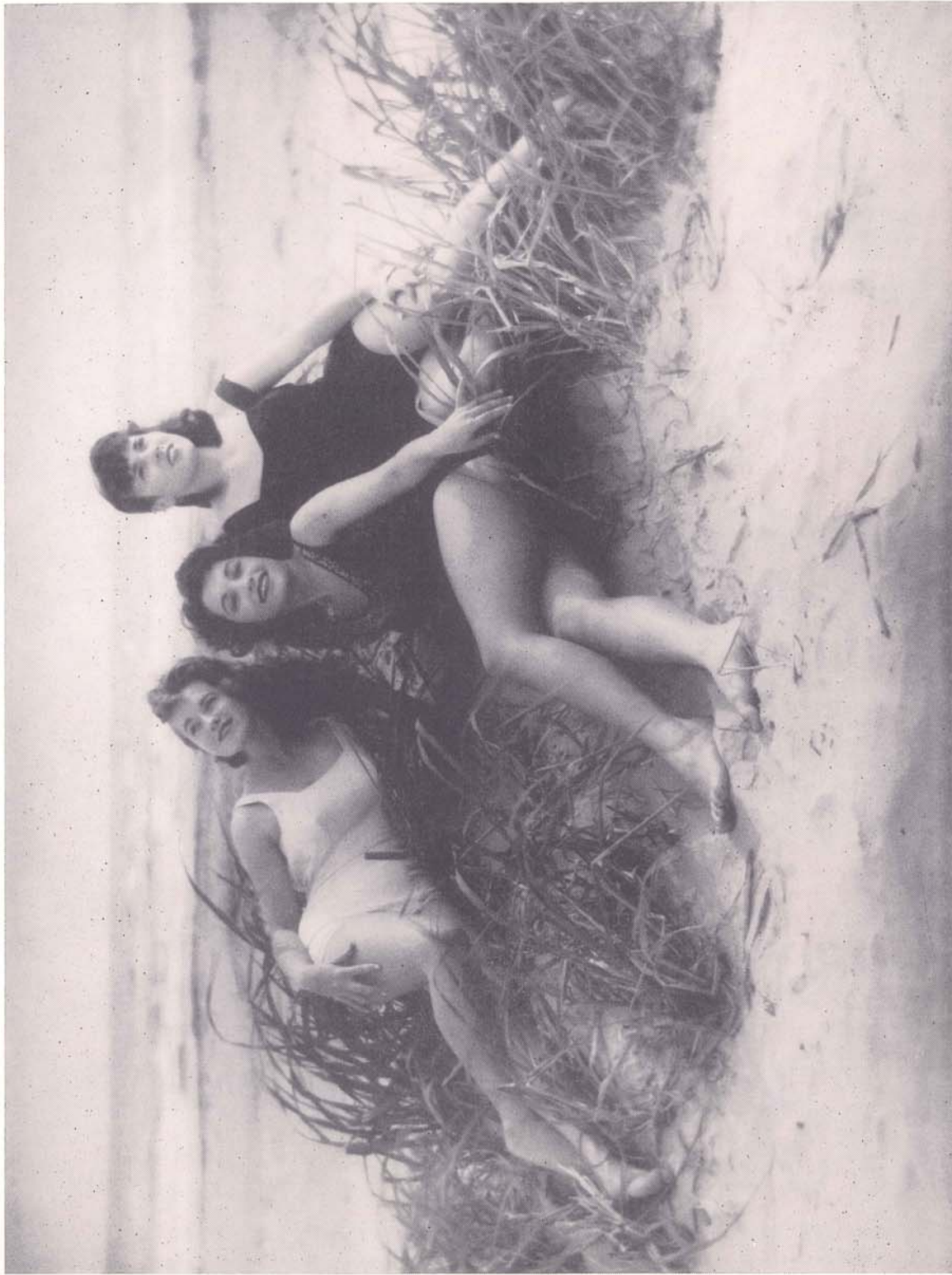
The beach at Grand Isle, seven miles long and ideal for surf bathing and fishing or just plain sunbathing.

It is the home waters of

Jefferson's shrimp fleet and headquarters for a growing

number of deep sea charter fishing boats, for

Grand Isle is rated one of the ten top sport fish'ng spots in the world.





**A GRAND ISLE
SILHOUETTE**

—These trees, starkly outlined against the moonlight over the Gulf of Mexico, are the trees that grow just behind the beach and which over the years have become bent and twisted by the tropical winds that come in over the water and which make sleeping on Grand Isle one of summer's many pleasures.

THE END OF THE
DAY—

There is nothing so
peaceful as
a Jefferson bayou
when twilight
slowly
lowers the curtain
on the drama of
the day,
when Nature lies
down to
pleasant dreams,
when the quiet
and the
darkness and the
calm serenity
of night
close the cover on
the Baratania
Country beauty
until another
dawn.

