Strength, Security, and Stability are yours through

Louisiana Savings Association
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Alexandria Tire & Supply
Alexandria Tire & Supply specializes in Michelin and General Tires. We have found that these are the two brands demanded by our most discriminating customers. We also furnish and install parts for both passenger vehicles and trucks. Open Monday to Friday from 7 to 5 and 7 to noon on Saturday.
3000 MacArthur Dr., Alexandria 71301 (318) 448-6238

AFCO INDUSTRIES, INC.
P.O. Box 5085, Lee & Broadway Streets
Alexandria, LA 71301
(318) 448-1651

A national manufacturer and distributor of decorative interior wall products and directly related products for new residential/commercial construction and the "Do-It-Yourself" market.

Plants located in ... Alexandria, Louisiana ... Holland, Michigan ... Ontario, California ... Memphis, Tennessee ... Maxton, North Carolina. Our early history begins in Central Louisiana — a place we are proud to call home!

Subsidiary of Temple-Eastex, Inc.
A TIME Incorporated Company

Alexandria's Tire & Supply

Left: Bolton High School
Top: Louisiana State University at Alexandria offers both two-year and four-year degree programs
Bottom: The traditional classroom approach is used at Our Lady of Prompt Succor Elementary School

A Lot to Learn

Louisiana College in Pineville is the state's oldest accredited college. Founded in 1906 by the Louisiana Baptist Convention, this four-year, liberal-arts college has graduated more than 5000 students. The college offers bachelor's degrees in 23 areas of study. Evening classes are available, as is financial aid for students from the CENLA area.

Delta Business College and Alexandria Business College offer business-related courses, including accounting, clerk-typist, stenographic, general secretarial, and executive secretarial.

Higher Education

Louisiana State University at Alexandria (LSU-A) is part of the large Louisiana State University system. Located south of Alexandria on 3,114 acres of the former Oakland Plantation, LSU-A has developed from an agricultural center into a two-year college. Now serving more than 2000 students, LSU-A offers freshman- and sophomore-level courses, night classes, short courses, and many workshops. Certain baccalaureate and graduate degrees can be pursued at LSU-A under the auspices of the LSU main campus in nearby Baton Rouge.

Located at England Air Force Base is the Alexandria campus of Northwestern State University, which provides courses of instruction to a half-civilian, half-military student body of more than 500. Nearly 300 graduate students take advantage of NSU-A's programs in seven areas of study. A division of the NSU main campus located in Natchitoches, the Alexandria campus also offers a two-year undergraduate program.
Craft House of Alexandria, Inc.

Craft House of Alexandria caters to the creative people of central Louisiana. Featuring American Handicrafts and Merribee Needlearts—and offering free catalogs of both lines—the shop carries a full line of craft supplies, plus a selection of beautiful handcrafted gifts. Craft House provides lessons and workshops and also gives helpful information to customers at any time.

American Handicrafts
Merribee Needlearts

1779 Monroe St., Alexandria 71301
(318) 445-8827

Russell Real Estate Agency

Residential—Commercial

Listings & Sales

5619 England Drive
(Next to Main Gate, England AFB)
P.O. Box 7484 - Alexandria, LA
Phone 318/445-1092

Hackney - Russell Insurance Agency Inc.

Auto-High Risk GR-22
& Safe Drive Rates
Motorcycle
Boats, Motors, Trailers
Mobile Homes
Homeowners
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Tenant Homeowners
Oversaes: Auto
Furniture
Commercial Auto
Trucks
Property
Medicare Coverage
Surgeal
IRA Retirement

Visit the
Sergeant-Major's Pub
in the
Holiday Inn

Adjacent to Lobby
Outside Entrance at Swimming Pool
Hours: 4 p.m. - Midnight
Closed Sundays

Happy Hour - 4:00 p.m. to 6 p.m.
Special Prices - Free Snacks

What's in Store

Alexandria-Pineville residents find there's little need to venture far from home to enjoy excellent shopping, whether for necessities, luxuries, or the sheer pleasure of browsing in well-stocked stores.

A number of fine stores have established a retail tradition in the area, maintaining their historic downtown locations in addition to newer branches in the malls. There are good selections everywhere, whether you are shopping in a charming store with turn-of-the-century atmosphere or in one that's as modern as tomorrow. The success enjoyed by area businesses is testimony to the fact that customers here like to shop locally.

Shopping centers are located conveniently throughout the twin cities. The largest is Alexandria Mall, at South Circle and Masonic Drive. Occupying more than a half-million square feet, the mall has a store for just about every need and whim — 64 in all.

In addition to the Alexandria Mall, other shopping centers include Southgate Mall, MacArthur Village Mall, and Westgate Shopping Center.

Morris, Temple & Trent

Morris, Temple & Trent is an independent insurance agency representing a number of leading insurance companies. Its highly qualified personnel provide comprehensive service for commercial and personal insurance programs. In addition to property, casualty, and surety programs, life and employee benefit coverages are offered.

2001 MacArthur Dr., P.O. Box 5463
Alexandria, LA 71301
(318) 445-6591

What's in Store

Whether you are dining in or out, you'll find that eating Louisiana-style is truly a pleasure.

From the waters of the Gulf of Mexico come fresh shrimp and other seafood. Freshwater fish are plentiful, too, along with southern Louisiana's famous crawfish. Game such as deer and quail abound in the surrounding woods. The wealth of ingredients is matched only by the wealth of native dishes from many countries that have found their way into the local cuisine. Best of all is that special Louisiana knack for taking something, such as a shrimp, and devising countless different ways of preparing it — all of them delicious!
RAPIDES GENERAL HOSPITAL
Meeting Community Needs...

Cenla Ambulance Center
Post Acute Care Facility
Rehabilitative Nursing Unit
Area Trauma Center
Poison Control Center

Kidney Dialysis Affiliated Unit
Psychiatric Care Health Central
CPR Cardio-Pulmonary Service

With nine hospitals, 21 clinics, and 16 nursing homes, the twin cities and their environs have long been a nationally recognized medical center. The area has more than 152 physicians, representing more than 30 specialties, plus 42 dentists, including specialists in oral surgery, orthodontics, and periodontics. Rapides General Hospital, 211 Fourth Street, Alexandria (487-8111), is a nonprofit, private, acute-care hospital licensed for 309 beds and 27 bassinets, admitting approximately 12,500 patients a year. The hospital operates a home-health care division and maintains home-health satellite units in Marksville, Jena, and Leesville. Rapides General also operates Cenla Ambulance Service from its emergency center for Rapides Parish. Personnel operating the ambulances are registered EMTs, and all have undergone paramedic training. In addition to the full range of health-care services, Rapides General serves as the Regional Poison Control Center.

St. Frances Cabrini Hospital, 3330 Masonic Drive, Alexandria (487-1122), is a 470-bed medical and surgical facility that includes a 95-bed Nursing Home Care Unit. The VA Hospital is affiliated with Tulane University School of Medicine, New Orleans. Its medical staff is augmented by physician consultants from the local community and the Tulane faculty. The U.S. Air Force Hospital at England Air Force Base provides inpatient as well as outpatient care for approximately 38,000 military personnel and retired military personnel and dependents. The hospital also maintains a dental clinic, dental laboratory, veterinary inspection service, and a preventive-medicine program. At nearby Fort Polk, a new 150-bed hospital is scheduled for completion in 1982. The present hospital, which includes a complete dental facility and a veterinary small-animal clinic, also provides food-inspection services for the post and surrounding area.

Helicopter ambulances from Fort Polk's 36th Medical Detachment operate within a 100-mile radius, bringing civilian emergency patients to Rapides General Hospital and St. Frances Cabrini Hospital.
Doctors Hospital of Tioga, Inc.

An all-new facility, Doctors Hospital of Tioga was designed specifically to serve the needs of the people of North Rapides and Grant parishes. The hospital's site — in Tioga approximately three miles south of the Grant Parish line — was chosen because of its ideal proximity to the service area and its accessibility to the southbound traffic flow of Highways 71, 165, and 167. The 53-bed hospital provides an effective acute-care interface with existing rural and urban health facilities, contributing to an equitable balance between regionalization and availability.

5505 Shreveport Hwy., Tioga, La. 71477
640-2222

“Know your jeweler” is the best advice when it comes to making the important purchase of fine jewelry, and Schnack’s has been known and respected in this area since 1865. Certified gemologists and a member of the prestigious American Gem Society, the company sells diamonds and other precious jewelry, watches, silverware, china and gifts. Schnack’s also provides a Bridal Registry service. The firm has a store in The Centre as well as downtown.

924 Third St.
4001 Jackson St.
Alexandria, La. 71301
(318) 445-1446
(318) 448-3408

Schnack’s

Westerchil Construction Company

Quality construction doesn’t have to be a thing of the past.

From the ground up, Westerchil Construction Company has built its reputation upon the delivery of quality work to its construction customers throughout Louisiana. We at Westerchil believe that our emphasis on high standards of workmanship and efficiency pays off for our customers, regardless of the size or scope of the project.

We know that quality is timeless. That’s why, at Westerchil we build for the future.

Industrial Valve Operations division of Dresser Industries supplies some of the best-known valve components to customers on an international basis. Our products are precision-geared to the most exacting standards using only the best of materials. Along with the parent organization, this division’s thrust is towards providing those quality components which will enhance operations in several areas. We are proud of meeting the needs of the petroleum, refractories (mineral), construction and mining industries. Perhaps our greatest contribution at this time is supplying the needs of those involved in energy-processing and conversion equipment.

We are also proud of having been a part of the increasingly prosperous economy of the Alexandria community. And we intend to continue to grow with it.

Dresser Industries
Industrial Valve Operations
HIGHWAY 71 NORTH
TIOGA 71301
(318) 640-2250
As the cultural hub of Central Louisiana, Alexandria-Pineville offers a broad spectrum of activities to delight residents, newcomers, and visitors alike.

For the outdoor enthusiast, there is the spectacle of wildlife in the Catahoula Lake area, one of the nation's most important migratory areas for waterfowl. To the north and west the 593,000 acres of Kisatchie National Forest beckon. It is estimated that an average of a million man-hours a year are spent hunting and fishing in this vast wooded area. Bird-watching is a popular pastime, too, while 14 developed recreational areas, five of them water-oriented, make swimming, boating, fishing, hunting, camping, and hiking readily accessible and enjoyable activities. Kisatchie's Wild Azalea Trail, a 31-mile-long footpath, has been designated a National Recreation Trail because of its scenic beauty.

Hot Wells Resort, past the Air Force Base off State Route 1, has been a much-sought retreat since 1913, when an oil crew first discovered a well flowing with hot mineral waters. More than 20 minerals have been discovered in the 116 acres now the center of a facility that includes modern hotel accommodations, dining, camping, and swimming, and, of course, the mineral baths themselves. Operated by the State of Louisiana, Hot Wells is only 14 miles west the 593,000 acres of Kisatchie National Forest.

All around Alexandria-Pineville is the rich legacy of CENLA, an area ravaged during the Civil War. But saved in part and preserved by a people who are proud and loyal to the unique history and traditions of the state's central core. Historical sightseeing trips in any direction offer numerous excursions, all filled with pleasant sights and interesting facts.

The Indian, Franco-American, Spanish, and Acadian French cultures that have played key roles in the story of CENLA are actively cultivated and exhibited throughout the area. Contrasting yet harmonizing with the thick pine forests and broad agricultural expanses are the twin cities themselves. Tall, modern office buildings, churches, and hotels characterize the core of the two communities that are the heart of CENLA, while remnants of the days when the fields were much closer can be seen in the Tyrone and Kent House plantations, once in the country but now within the metropolitan area.

Alexandria boasts many beautiful structures from the past, including St. Francis Xavier Cathedral, Rectory, and Academy, the mammoth Bentley Hotel, the Rapides Club and Opera House, and the former Rapides Bank. Stately homes and quaint cottages recall life-styles of the past, while many fine modern houses highlight the changes in style and attitude that mark a forward-looking community.

Old brick streets are still visible in many areas, as are the trolley tracks reminiscent of Alexandria's first mass-transit system in 1906. Above the city, visible when the Red River is at low water, remnants of Bailey's Dam can still be seen. Probably the most important reminder of the Union Army's stay in the area, this ingenious feat of engineering was designed to raise the water level of the river at the point of the rapids to allow stranded U.S. gunboats to retreat downstream.

Near this spot on the Pineville side can be found the Rapids Cemetery, site of the first settlement in Central Louisiana, while the remains of Fort Buhlow near Bailey's Dam are a favorite picnic and recreation area on the shore of Lake Buhlow. One of two forts built in the vicinity, Buhlow was constructed in anticipation of the third invasion into the area by Union forces. Mount Olivet Church in Pineville served as headquarters for U.S. troops during the 1864 occupation and thus escaped the destruction that was dealt to most of the community. The church is now on the National Register of Historic Places. North of Pineville near the Veterans Administration Hospital is a state commemorative area marking the original site of the Louisiana State Seminary of Learning, which began here before moving to Baton Rouge in the 1860s to become the Louisiana State University system.
Cenla Camping Center, Inc.

Cenla Camping Center has everything to make camping more fun, from a variety of recreational vehicles to all the accessories needed. Its inside service facility provides all types of repair by qualified RV mechanics, including repair of wrecked units and general maintenance of RVs. The Center maintains a full inventory of parts at all times in its store, and the filling of propane bottles is one of its many services.

1916 N. Bolton, Alexandria 71301
(318) 445-981

D. K. Murphy
Electrical Contractors, Inc.

Compliments Of

Alexandria 71301
(318) 443-6371

Cotton Holsum Bakery

The Cotton Holsum Bakery operates around the clock seven days a week to make sure that their delicious products will reach your table at their fresh-baked best. The company has been making delicious breads, rolls, snack cakes, and other baked goods since the 1920s. Constantly growing, Holsum serves four states and has plans for a bakery in New Orleans to keep up with demand. Look for the Holsum name — you’ll never be disappointed.

3400 MacArthur Dr., Alexandria 71301

Alexandria Visual Arts Center and Museum is open Tuesday through Friday, 9 a.m. - 5 p.m.; Saturday, 10 a.m. - 2 p.m. Admission is free. Classes are available. Call 443-1348. Alexandria Historical Genealogical Library and Museum is the oldest public building within the original boundaries of the city. Open Tuesday through Saturday, 10 a.m. - 4 p.m. St. Francis Xavier Cathedral, 626 Fourth Street, was the first brick church in the city. Mortar was obtained from the nearby Red River, and pine floors were milled from the area forests. Open seven days a week; guided tours available.

Kent House, on Bayou Rapides Road, has been designated as a state commemorative area. It is the oldest standing structure in CENLA, a superior example of the plantation architecture in the area during the late 1700s. Open to the public. Call 445-5611. England Air Force Base, on State Highway 1 west of Alexandria, is the home of the 23rd Fighter Squadron. Hot Wells Resort is 16 miles west of Alexandria near Boyce on Bayou Rapides Road. Numerous facilities available. Call 793-2116.

Mount Olive Church, on Main Street in Pineville, was built in the 1850s. The church served as headquarters for Union forces during the Civil War occupation and is on the National Register of Historic Places. Rapides Cemetery, in Pineville near Mount Olivet Church, was the site of the first settlement in CENLA. Interesting monuments, include Bailey's Dam/Fort Buhlow, near O.K. Allen Bridge. The fort was built to ward off an anticipated third invasion by Union troops during the Civil War. It is a popular recreation area today. Bailey's Dam, nearby, can be seen at low water stages.

When pests are a problem, the name to turn to in Central Louisiana is Adams Pest Control. Whether the problem is in the home or at the office, the professionals at Adams move quickly to get rid of annoying pests. And they go a step further to eliminate hiding pests which, if left alone, will creep out days later.

The people of Central Louisiana know — when it comes to solving pest problems, Adams is the best.
RESIDENTIAL
COMMERCIAL

Walter Lafargue Builder
We Find We Build We Please

Whatever your real estate needs, WLP Realty Mart/Walter Lafargue is ideally equipped to meet them. The Realtor has active listings of attractive residential, commercial, and investment properties throughout central Louisiana. The company’s expertise at bringing buyers and sellers together has resulted in a constantly growing clientele over the years. The company’s Walter Lafargue Builder division performs a valuable service that is more widely in demand today than ever. The company’s specialty is remodeling commercial buildings and homes. Whether you are planning to adapt your structure to accommodate expanding needs or require a complete renovation, Walter Lafargue Builder will do the job to your complete satisfaction.

3623 Lee St., Alexandria 71301
(318) 445-0249

A modern hospital with the latest equipment, St. Frances Cabrini continues to add sophisticated, lifesaving facilities. Its newest addition is an infant special-care center. The hospital's goal is to serve as the designated regional infant referral center for Central Louisiana. A brand-new doctors' building provides office and treatment space for up to 25 physicians. With a capacity of 280 beds, the acute, general-care hospital also serves the community with a fully equipped emergency suite that is open around the clock and is staffed by full-time ER physicians.

St. Frances Cabrini Hospital is fully accredited by the Joint Commission on Accreditation of Hospitals.

When you are a patient at St. Frances Cabrini Hospital, you enjoy the comforting knowledge that you are being cared for by dedicated Sisters and staff whose first concern is your health and welfare. The entire activity of the hospital centers around you, as an individual, to speed your recovery and make your stay as comfortable as possible.

3330 Masonic Drive/Alexandria, Louisiana 71301/(318) 487-1122

Newcomers' Guide

Local Government

Rapides Parish is governed by a Police Jury of 9 members, representing 9 wards, elected to four-year terms. The city of Alexandria has a mayor and seven council members, representing five council districts plus two members elected at large. Pineville has a mayor and five aldermen, four elected from districts and one at large.

To be eligible to vote, a person must be 18 years old, a U.S. citizen, and a resident of the parish for a minimum of 30 days prior to the election.

Fire and Police Protection

Alexandria has five stations with a total of 10 fire trucks, 161 pull-type alarm boxes, and a 24-hour operator. The force is comprised of 119 full-time employees. Outside the city limits, fire-protection districts have been set up to handle emergencies in those areas. Fire-insurance classification is 3.

Pineville has two stations manned by 17 full-time fire fighters utilizing five trucks. A chief and two assistant chiefs are on duty at each station. On 24-hour call are more than 20 volunteers. Fire-insurance classification is 4.

The Rapides Parish Sheriff's Department provides police protection outside the incorporated municipalities, with 101 full-time and 27 part-time employees plus an auxiliary force of 150 civilian volunteers. The 911 emergency number is manned 24 hours a day.

Within Alexandria, police protection is provided by a staff of 107 full-time officers. In Pineville, a force of 15 full-time officers, supervised by a chief and one assistant chief, is backed up by a volunteer force on call around the clock.

The Louisiana State Police Troop E, covering seven central parishes, is headquartered in Alexandria. Troop personnel consists of 54 commissioned officers, five communications operators, and five civilian employees. A 24-hour service is maintained.

Motor Vehicles

Louisiana state drivers' licenses are now issued for a period of four years. Temporary licenses are available for two years for persons who do not plan to be in the state longer than two years. Drivers who will reach the age of 70 within the period of issuance will be issued a license for two years only.

The fee for a Class A license is $3.50 (two years) or $7 (four years). Class B, C, and D (chauffeurs') licenses are issued for periods ranging from four to 18 years. Vehicle-inspection stickers must be renewed annually at a rate of $3.50.

The State of Louisiana now requires that anyone operating a vehicle be properly insured with basic liability insurance. Proof of coverage is required to obtain both license and inspection sticker.

State and Local Taxes

A state tax of 3 percent is levied on tangible personal property sold at retail or used in this state, as well as on rentals of tangible personal property and on certain services such as lodging, laundry, and repairs. The tax does not apply to the sale of manufactured goods for further manufacture or fabrication or if the sale is made to a dealer who collects the sales tax from the purchaser. No state sales tax is levied on food or drugs.

A local sales tax of 1 percent for Rapides Parish and 1 percent for

INVESTMENT
COMMERCIAL

Walter Lafargue Builder

We Find We Build

Whatever your real estate needs, WLP Realty Mart/Walter Lafargue is ideally equipped to meet them. The Realtor has active listings of attractive residential, commercial, and investment properties throughout central Louisiana. The company's expertise at bringing buyers and sellers together has resulted in a constantly growing clientele over the years. The company's Walter Lafargue Builder division performs a valuable service that is more widely in demand today than ever. The company's specialty is remodeling commercial buildings and homes. Whether you are planning to adapt your structure to accommodate expanding needs or require a complete renovation, Walter Lafargue Builder will do the job to your complete satisfaction.

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A local sales tax of 1 percent for Rapides Parish and 1 percent for
Alexandria-Pineville is collected. A 2-percent hotel/motel tax levied by the parish provides funds for the Conventions Commission.

An ad valorem tax is levied at the parish and city levels throughout Louisiana. Homes are assessed at 10 percent of actual value with $5,000 homestead exemption. Industrial buildings and equipment and manufacturing inventory are assessed at 15 percent. There is no state property tax.

Local tax rates are:
- Parish — $85.56 per $1,000 assessed value.
- City — Alexandria: $17.83 per $1,000 assessed value.
- City — Pineville: $14.82 per $1,000 assessed value.

An occupational or license tax is required of any person pursuing a trade, business, or vocation in Louisiana. The tax is based on gross receipts, premiums, fees, or commissions; rates vary, depending on the type of business. Exemptions are granted to professionals, bankers, manufacturers, farmers, and dairymen.

Utilities
- In Alexandria, water and electricity are supplied by the city. Natural gas is supplied by the Louisiana Intrastate Gas Company and distributed by the city.
- In Pineville, electricity is supplied by the Central Louisiana Electric Company (CLECO). Natural gas is supplied by the Louisiana Intrastate Gas Company and distributed by CLECO. Water is supplied by the city. Both cities provide municipal garbage collection twice a week for a small monthly fee.

Numbers to Know

| Emergency | 911 |
| Police    |     |
| Rapides Parish Sheriff's Department | 445-6201 |
| Alexandria City Police | 473-9041 |
| Pineville City Police | 442-6603 |
| Louisiana State Police Troop E | 487-5911 |

| Fire     |     |
| Rapides Parish District Two Station | 443-2260 |
| Alexandria | 473-9011 |
| Pineville | 442-4452 |
| To Report a Forest Fire | 445-4511 |
| Medical Information Service | 443-8418 |

| United States Post Office |     |
| Alexandria (ZIP Code 71301) | 473-7537 |
| Pineville (ZIP Code 71360) | 442-3254 |

| Louisiana State Agencies |     |
| Driver's License Bureau Alexandria | 487-5944 |
| Pinelville | 487-5949 |
| Motor Vehicle Registration | 487-5933 |
| Child Protection Center | 487-5116 |

| Rapides Parish Agencies |     |
| Clerk of Court | 445-2781 |
| District Attorney | 445-7185 |
| Parks, Youth, and Recreation | 443-0464 |
| City of Alexandria City Hall | 473-1100 |
| City of Pineville City Hall | 445-1431 |

Utilities
- Water | 473-1264 |
- Gas | 473-1191 |
- Electricity | 473-1301 |
- Waste Disposal | 473-1191 |
- Telephone | 442-9001 |
- South Central Bell | 442-6671 |

Rapides Parish Government
- Board of Realtors | 445-4595 |
- Conventions Commission & Tourist Information | 442-6671 |
- Area Industrial Board | 487-5471 |
- Area Council on the Aging | 487-5454 |
- Civil Defense | 448-4460 |
- City | 487-5707 |

Like the dawning of a new day, the 1980's are upon us. With this new decade also comes the challenge to meet the financial needs of our growing community. The friendly Rapides Bank is meeting this challenge head on by providing the most modern banking facilities and services available.
The Answer:

for the family.

No matter how old, young, big or small your family is, Security 1st National invites you to join our family tradition. A tradition of family banking convenience that spans over 5 decades. Our banking families enjoy a host of services including the highest interest on savings, the lowest checking account charges in town, Simplifier loans, 24 hour banking and more...from locations throughout Alexandria and Pineville. Whatever your family needs financially...WE HAVE THE ANSWER.

for the future.

Central Louisiana's economic potential for the 80's is more than attractive to commerce and industry, it's unique. Transportation and business development is fully complemented by supportive efforts of people and communities throughout the area. And right at the forefront is Security 1st National Bank with a comprehensive list of commercial banking services backed by years of experience from a full staff of professionals. The ANSWER TEAM for the 80's.

The Team

Security 1st
National Bank

Alexandria & Pineville / Member FDIC