Baton Rouge
Published Monthly by the Baton Rouge Chamber of Commerce

November 1967

CAPITOL COMPLEX...
1985?
2000?
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Three Chairmen Are Named

Three chairmen for Chamber committees have been appointed by President Frank S. Craig Jr.


Sims was named to succeed Aubrey Moore, worthy to succeed Frank McCown, and Robinson was re-appointed to his post.

The Conventions & Visitors group works to bring conventions and other meetings to the Baton Rouge area, assists in program arrangements and other services for organizational meeting here, assists visitors to the city, and conducts the annual Newcomer Welcome Breakfast and the Tourist-for-a-Day program.

The Governmental Affairs Committee monitors legislation at the local, state and national level, holds monthly meetings to discuss current events, informs members of legislation affecting business and industry, and studies and makes recommendations on issues affecting the area.

The Agriculture Committee has as its objective further expansion and improvement of the area's $40 million agribusiness industry. It sponsors junior livestock sales and the annual Roundup Parade, and conducts tours to agricultural points of interest.

Candidates' Meet Slated by CoC

A "Meet the Candidates" breakfast for all local legislative candidates in the December elections will be held Thursday, December 7 at the Jack Tar Capitol House.

The meeting is sponsored by the Governmental Affairs Committee of the Chamber of Commerce. Each candidate for House and Senate will be asked to make a brief statement on his candidacy. A Continental breakfast will be served. The public is invited.

Program to Combat Traffic Death Toll

A community-wide program to combat traffic deaths and accidents has the full support of the Baton Rouge Chamber of Commerce.

Chamber president Frank S. Craig Jr. has issued a call for support of Mayor-President W. W. Dumas' traffic law enforcement program, and former Chamber president H. P. Breazeale Jr. has outlined suggestions for an action program to help stop rising traffic fatalities.

Breazeale suggested those actions in his short-term program:

- Strong statements dealing with traffic law enforcement by the mayor-president, sheriff, chief of police, governor, East Baton Rouge Parish legislative delegation and the superintendent of state police.

- A statement from the parish school board, along with speakers at each high school in the city to tell students about the problem and urge them to convey the message to their parents.

- Appropriation of emergency funds by the City Parish Council to aid and assist the traffic safety program.

- Assistance of city judges in naming qualified attorneys to serve as "judges ad hoc" when they are absent from the bench. Breazeale said consideration should be given to naming the judges ad hoc to handle only traffic matters on a temporary basis at night, with overtime paid to clerical personnel to handle the increased work.

- Temporary employment of an assistant traffic prosecutor, with assistance from the Bar Association if funds are not available to the city-parish government.

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OUTGOING COMMITTEE CHAIRMEN were honored at a City Club luncheon for their service to the Chamber and to Baton Rouge. Past president H. P. Breazeale Jr. presented awards to some of the chairmen here. From left, they are: Breazeale and Kenneth Gayle, Minute Men chairman; Jack Guner, Membership Committee chairman; Roland Caldwell, Economic Panel chairman; Joseph Cohn, Retail Council chairman; and Frank McCown, Governmental Affairs committee chairman.
New Hospital Addition
Increases Beds to 393

A new 88-bed south addition at Baton Rouge General Hospital was dedicated November 12. Claude Kirkpatrick, new administrator for the hospital, said the completion of the south addition brings the capacity of Baton Rouge General Hospital to 393 beds.

The addition includes a new 62-bed nursing unit at the first floor level, a 12-bed intensive care unit at the second floor level, four new semi-private rooms at the fourth floor and at the fifth floor levels in the new elevator tower.

Surgical Suite

At the second floor level of the new addition is a completely new surgical suite composed of seven major operating rooms, two cystoscopy rooms and a fracture room, a 12-bed postoperative recovery room, a special X-ray procedure room, and endoscopy room, and a new heart laboratory.

The total cost of this addition, including the furniture and fixtures, is about $1,800,000.

W. L. May, president of the Hospital Board, presided at the dedication ceremonies.

Mrs. H. H. Huckabay, widow of the late H. H. Huckabay, administrator, cut the ribbon symbolizing the opening of the new addition.

Warren W. Simonds, assistant administrator, was responsible for the coordination of the design, planning, specifications, and equipping of the new facilities. He said that the new surgical suite and the special areas included in it are the most modern and best equipped in the area.

Purpose of the body would be to "show various conclusions as to the complete health needs of this area ... to develop guide lines which will set the community know the top priority needs ... to develop methods to see that priority needs get first attention ... to find ways to assure the people of the community that they will get full value for all their health dollars ... to encourage all steps which will lead to improved care and services for the ill people of our area."

The council will have no official legal enforcement powers. It will be concerned with East Baton Rouge, West Baton Rouge, East and West Feliciana, St. Helena, Livingston, Pointe Coupee, Ascension and Iberville parishes.

Local Contributions
It will be financed through local contributions, grants and special contracts for studies. Technical advisory committees will be established to provide professional guidance in the fields of hospital facilities, long-term care facilities, mental health facilities, nursing and paramedical personnel and other areas.

The council will be staffed by a full-time executive director and at least one full-time secretary. A budget of $35,000 per year is recommended.

The steering committee for the council consists of Dr. W. Acree, Ralph Vannoy, Howard Reitz, Steve Bailey, Victor Ehr, James Bergin and Hermann Moyse Jr.

Committee Members
Others working on organization committees included Dr. Wil

FOR CAPITAL AREA
Health Planning Body Formed Here

A "Capital Area Health Planning Council" is being formed in Baton Rouge to aid in the coordination of planning for hospitals and related health facilities.

The council is to be a voluntary non-profit association made up of some 100 persons representing business and community interests, hospitals, and the parish Medical Society.

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Answer Is Sought For Lake Problem

A problem concerning a concentration of algae in City Park Lake is being tackled by the Planning Coordination Committee of the Baton Rouge Chamber of Commerce.

The Chamber group sponsored a meeting November 9 to discuss the conditions of the lake, which has had a covering of unsightly algae for some time. Attending the meeting in the Chamber building were representatives of local government, the Recreation and Park Commission, the Wild Life and Fisheries Commission, LSU, the Sportsmen’s League and residents of the lake area.

At the “brain-storming” session, a number of suggestions were put forth for a solution to the lake problem. They included:

- Dredging the lake immediately to deepen the body of water and lessen the formation of algae.
- Raising the water level of the lake some 18 inches by closing the dike between City Park Lake and University Lake. This would flood out the algae. The plan was proposed by Keith Lanneau, who lives in the lake area.
- **AFRICAN FISH**
  - Stocking the lake with tilapia, a fish from Africa that feeds on algae. This was offered by Dr. James W. Avault Jr., assistant professor of fisheries at LSU. Dr. Avault said the fish were tropical ones that died in water colder than 45 degrees, pointing out that although the lake would have to be re-stocked each year there would be no odor problem since the fish sink to the bottom when they die. He said the fish were offered free, as part of the university’s research program.
- The digging of a 30-foot hole in the south end of the lake to hold silt from the lake bed and deepen the entire body of water. This was brought up by Mayor-President Woodrow W. Dumas, who pointed out one problem when he mentioned the odor that would be caused by digging up the silt. He proposed handling this by the application of lime. Dumas predicted that some $500,000 would be needed to beautify the lake.
- The use of chemicals to control the algae. This solution was virtually ruled out because the government is allowed to use only two types of poison in such lakes, and neither works on algae.

The City-Parish Council has agreed to pay a consulting engineer to make a complete study of the lake and to suggest permanent solutions.

Local Baseball Stars Honored

Two former Baton Rouge baseball stars who played on opposing teams in the World Series were honored recently, with help from the Chamber of Commerce.

Dalton Jones of the Boston Red Sox, who played at Escambia High School and for teams in the city’s youth baseball program, was honored at a banquet which the Chamber assisted in organizing.

Lou Brock of the St. Louis Cardinals was honored by the town of Rock Hill, Mo. Brock is a former Southern University player. Chamber president Frank Craig Jr. sent a wire to the Missouri event congratulating Brock and mentioning his participation in the Capital City Kids Baseball Clinic.


CITY PARK LAKE, once a scenic spot in our city, is becoming filled with algae as these pictures indicate. Just how to rid the shallow lake of the ugly stuff was the topic of a recent brain-storming meeting held by the Chamber of Commerce to bring together those people interested in the lake problem. An answer is needed. What’s YOUR idea?
Our City's Problems

A quick glance through this issue of our publication reveals that it might well have been titled “the problem issue” of BATON ROUGE.

In it we’re discussing the traffic safety problem, a real concern to all of us; the City Park Lake algae problem, involving the raising of questions of both its spreading and the airport problem, which must be resolved soon if our growing area is to continue to have adequate air transportation.

Another article deals with a matter that could become a problem in the future if adequate steps are not taken today: coordination of health planning for the entire area to prevent waste and duplication of effort in this vital field.

We sometimes run across people who still feel that the main job of the Chamber of Commerce is to somehow de-emphasize or cover up the problems of our city—to tell people outside the Baton Rouge area that we have no troubles.

The Chamber does publish a multitude of material pointing up the good points about life in the Baton Rouge area—there are enough of them that we don’t want to waste time to do it.

But we also want people who might move here to know that we have our problems, like every other city in the nation. And not only that we have these problems, but that we are trying to do something about them. To recognize the problems that face our community and then to provide leadership in solving them—this, too, is a job for your Chamber of Commerce.

Baton Rouge Chamber of Commerce

Stan Bardwell, Realtor
438 Park Hills Drive
Sponsor: Joseph Cohn

Barber Brothers
2636 Dutcherry Drive
Sponsor: Wilson Williams

Montgomery-Ward
7401 Florida Boulevard
Sponsor: Voluntary

Spencer Business College
745 Laurel Street
Sponsor: Voluntary

Ceramics Firm

Seeking Agent

For This Area

Illinois manufacturer of ceramics designed for specific applications in ceramic, metals and chemical industries seeks a manufacturer’s agent in this area to assist in marketing in Louisiana, Missouri, western Tennessee, etc. For more information contact the Research Department, Baton Rouge Chamber of Commerce.

In the research area of the Louisiana Farm Bureau, the Baton Rouge business community has been developing a program of offering information for the Louisiana Farm Bureau Federation. He was formerly with New Orleans Public Service Inc.

GULF SOUTH RESEARCH INSTITUTE has been issuing a building permit for the $865,662 building on the northeast corner of the University of Southern Louisiana, which will be the first construction by the research group. The institute will be the result of a $1.3 million investment and will be the first construction by the research group.

A BARGE CANAL that could greatly shorten the distance between Baton Rouge and New Orleans has been proposed by the Ascension Parish Police Jury. The $770,000 project would be financed by the Ascension Parish Police Jury.

In October, the parish was approved for the project, which would be the first of its kind in the United States. The project would be financed by the Ascension Parish Police Jury.

NEW AND EXPANDING INDUSTRY in Louisiana has invested more than $600 million in the state this year, the largest in the state's history. The State Board of Commerce and Industry approved $70,681,534 in new and expanding industry applications for tax exemptions.

Applications approved included $24,422,700 for new industrial projects. Applications in the Baton Rouge area included: Copolymer Rubber & Chemical Co., $1,700,000 for a new alcohol ethoxylates plant; Ethyl Corp., $2,322,906 for additions to an existing facility; and Ford Motor Co., $1,329,200 for a new plant to manufacture, machines, automatic glass and other products; Shell Oil Co., $17,000,000 for a new liquid hydrocarbon plant; Shell Chemical Co., $2,020,000 for new and expanded plant; and Gulf Oil Corp., $437,500,000 for a new synthetic rubber plant.

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SALES taxes collections in Baton Rouge were the largest of the year in September, totaling $430,786 for an increase of 7.5 per cent over 1966. In the parish outside the city, $142,528 was collected for a 17.8 per cent increase over last year.

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LOOKING TO THE FUTURE...

The future of Baton Rouge's State Capitol complex is big business now. It calls for more and more attention as the growth of state government points up the shortage of buildings and parking spaces for state workers.

As the need for more space becomes critical, the state will scatter its agencies all over the city, or will it locate them in a planned, concentrated area with the State Capitol as its logical center? To make the latter alternative a reality, the Louisiana Office Building Corp. has been formed as a private company controlled by state officials to provide office space for state agencies.

Its first major building will be the $8 million, 14-story Education Building now under construction at North 5th and North Street. It has tentatively approved plans for a 16-story, $7 million "natural resources" building, to house the Conservation Department, Mineral Board, Tourist Commission, Division of Labor, Civil Defense Department and part of the Hospitals Department.

The new building will be located adjacent to the extension of Fourth Street to Boyd Avenue, and will complement the Education Building.

These two new buildings will greatly change the face of the existing Capitol complex, but the planners are looking even further ahead. The Office Building Corp. has called on the Gulf South Research Institute to conduct a survey of present and future needs of the entire Capitol complex. The GSRI has come up with a comprehensive model and plan for the entire area around the Capitol, with the idea of combining functional office buildings with the beauty of public parks along the Capitol Lake.

The study consists of two parts:

Part One presents a temporary solution to the current critical shortage of parking spaces in the Capitol complex. There are presently some 1,789 parking spaces in the complex. There is a need for 2,157 spaces, making a current shortage of 368 spaces. For the present, it has been suggested that more efficient use of existing parking areas be found, and that open spaces now used for less essential purposes be converted to parking lots. The GSRI plan would add a total of 402 parking spaces for a total cost of $43,000.

Part Two establishes the criteria for a master plan and presents a land-use plan recommending development of the Capitol complex. Two planning periods were used: 1967-1985, and 1985-2000. This part of the report was divided into three phases: demand for space, a general development plan, and a proposal for implementation.

SPACE DEMANDS

Regarding future demands for space in the complex, here are the GSRI findings and recommendations:

-Transfer of State Agencies. Some 38 agencies performing essentially central administrative functions should be transferred from present locations in other parts of the state or Baton Rouge to the Capitol complex. Ideally, 103 central administrative agencies, including the 38 recommended for transfer, should be located in the complex. These agencies employed 4,861 persons in 1967.

-State Employes. There are expected to be 11,914 state employes in the Capitol complex by 1985 and 19,007 by 2000.

-Office Buildings. In the Capitol complex, buildings which can be used beyond 1967 contain only 293,000 square feet. An additional 2,261,380 square feet will be needed by 1985, and another 1,795,380 square feet by 2000, for a total of 4,258,760 square feet within the next 33 years.

-Parking Spaces. By 1985, 12,165 parking spaces will be needed for Capitol complex employes and visitors. No increase in rate of demand for parking space beyond 1985 is foreseen due to probable availability and use of public transportation after that time.

-Traffic Handling. A total of 16 traffic lanes, each capable of moving 600 cars each half hour, will be needed by 1985 to handle the 9,301 cars getting into and out of the complex at peak traffic hours.

GENERAL DEVELOPMENT

The general development plan presented these major recommendations:

-Expansion of Land Area. The expansion required cannot be contained in the current complex area of some 150 acres. The acquisition of an additional 190 acres by the state is recommended. First priority for limited expansion should be north to North Street and east of North Sixth Street. Major expansion, however, should be north around Capitol Lake into an area generally bounded by North Third Street on the west, Serrel Avenue on the east, and Choctaw Drive on the north.

-Office Buildings. It is recommended that for office space during the 1967-1985 period, the seven existing office buildings with 839,000 square feet be used; that Our Lady of the Lake Hospital be purchased, with the owner's consent, to be converted to a 300,000-square foot office building, and that 22 new buildings containing 2,301,000 square feet be constructed. For additional office space during the 1985-2000 period, 112,000 square feet will be added to the present Capitol Annex building and 18 new office buildings with 1,821,000 square feet will be built.

-Parking Garages. The construction of 22 parking garages, either underground or as integral parts of new office buildings, is recommended. The garages would have 13,870 parking spaces. There should be no surface parking in the Capitol complex.

-Street Improvements. The study endorsed widening and improvement of streets serving the Capitol complex proposed in the Major Street Plan and the Downtown Revitalization Program. It also recommended increasing capacities of Front Street and Choctaw Drive to eight lanes each, and construction of another four-lane street to connect the complex with Interstate 110 and Scenic Highway and Plank Road.

-Mass Transportation. The study says that the Capitol complex will need a small internal mass transportation system of its own by 1985 to provide internal circulation of state employes within the complex.

-Public Parks. Two public parks are recommended: Capitol Lake Park, along the existing lake shore and its extension to near Choctaw Drive, and Riverside Park, made up of the levee and marginal land between the levee and the Mississippi River.

IMPLEMENTATION

Three factors are involved in implementing the recommendations of GSRI: cost, financing and management. In this area, the study said this:

-Costs. Using 1967 values, land acquisition costs for the recommended complex would be $37 million, construction costs for office buildings would be $121 million, and the 22 parking garages would cost $47 million. Total basic cost of providing for space needs of the complex to the year 2000 is about $296 million.

-Financing. A bond issue, or series of bond issues, is regarded by the study as "the only feasible way" of financing the complex, and bonds should be backed by the full faith and credit of the state.

-Management. The study states that: "Legislation placing in one state agency the total responsibility and authority for planning, executing, and financing the development of the Capitol complex and all other state office building areas is a necessary prerequisite to the implementation of any development plans."
Downtown Stores
Announce Late Hours for Yule

The Downtown Merchants Association has announced special late opening times during the Christmas shopping season, according to chairman J. B. Esnard.

From December 11 to December 25, the stores downtown will be open until 8:30 p.m. every night. In addition, there will be a special night on December 15 when they will remain open until 10 p.m.

Low-cost utility service points new industries to Baton Rouge

The availability of dependable, low-cost gas and electric service is vitally important to new or expanding industries. Gulf States Utilities Company has helped the Baton Rouge industrial skyline grow and is planning now to meet the challenge of future area development.

GSU has a team of plant site engineers who furnish companies throughout the country with facts and statistics on land, labor and natural resources in the greater Baton Rouge area. Gulf States' goal is to continue attracting new and expanding industries in the Baton Rouge direction.

Library Opens New Branch
On Goodwood

A new branch of the City-Parish Library was dedicated November 15 on Goodwood Boulevard. The Mid-City Branch was built at a cost of $357,997, and is presently handling some 30,000 books.

In addition to a general circulating collection for adults, the library will house a children's reading section, a genealogical collection, and a bookmobile headquarters.

The building is designed to hold 24,000 volumes in the adults' room and 18,000 in the children's collection, with 10,000 for bookmobile needs.

A staff of some 20 persons will be headed by Mrs. Bruce Tynan.

Convention Center Needed,
Says State Tourist Head

Baton Rouge needs a public convention center. Louisiana Tourist Development Commission director Morris Ford told a Chamber of Commerce committee at a recent breakfast meeting:

Speaking at a Convention Visitors Committee gathering at the Jack Tar Capitol House, Ford warned that the city would be "left behind" without such a facility to attract conventions. He cited centers in Monroe, Shreveport, and Lafayette.

"Baton Rouge has many other advantages as the capital city, but it must have good physical facilities in addition," Ford said. He named the State Capitol, with its appeal to such groups as high school seniors on their May visits, and the location of many statewide organizations here as some advantages.

Ad Program

Ford said an extensive advertising program was planned by the commission for 1968, much of it geared toward travelers passing through Louisiana on their way to the "Hemisfair" world fair in San Antonio and the Mexico City Olympics. He said San Antonio would provide some help with the program.

Outdoor recreation was cited as the fastest growing tourist business in the state, and Ford said that more attention would be given to this phase.

The new tourist director said that the commission promoted New Orleans heavily because it was ranked as the sixth most popular city in the nation in a recent survey. Ford called it "smart business" to promote an attraction like New Orleans, and said that since 82 per cent of the visitors drive their cars, they would be bringing tourist dollars to Baton Rouge and other cities in the state in addition to the Crescent City.

Much Mail

He pointed out the large volume of mail received by the Tourist Commission and the Chamber of Commerce, which receives some 5,000 letters a month, half of them asking about the state and its attractions.

Citing efforts to focus attention on the state, Ford said that the famed Olympia Jazz Marching Band from New Orleans would provide entertainment at the meeting of the National Association of Travel Organizations in December. He said that travel organizations and businesses were helping to bring the group to the meeting.

Creates Jobs

Ford said that with the possible exception of agriculture, tourism offered opportunities for more jobs to people who would otherwise be on the welfare rolls than any other industry in the state.

Summing up his job, he remarked, "We have no wild schemes, but just an honest effort working within our budget. We are working to keep Louisiana green with other people's money," he said.

Outgoing committee chairman Aubrey Moore introduced Ralph Sims, the new chairman of the Conventions and Visitors Committee. Chamber president Frank S. Craig Jr. also addressed the meeting.
Airport In Livingston Parish
Is Proposed by Study Group

A new airport for Baton Rouge, located in Livingston Parish near Walker, has been recommended by the Airport Study Committee.

The committee, appointed by Mayor-President W. W. Dumas, selected a site southeast of Walker, about 20 miles from downtown Baton Rouge. The facility suggested by the committee would handle both commercial and general aviation. Ryan Airport would be converted to accommodate non-commercial planes and the Downtown Airport would be closed in line with previous plans.

A 10,000-foot instrument runway and a 5,000-foot crosswind runway are recommended for the airport, which would be built during 1968-1971 for a cost of some $12 million.

Amendment Needed

To implement construction of the airport, a constitutional amendment would have to be passed by the state Legislature to create an airport district to include all of East Baton Rouge Parish, a narrow corridor running east of Walker, about 20 miles near Walker, has been recommended by the Airport Study Group. The report was accepted by a unanimous vote of the council.

Airport Property

A special November 21 meeting. He said the group suggested seeking the constitutional amendment in the 1968 session of the Legislature, with a vote on the amendment in the November general election that year. Using this time-table, it is estimated that the airport could be ready for use in four years.

Committee Members

In addition to chairman Turner, other committee members in specific study areas included: site selection, Joe Eger, chairman; Arthur Aludin, Jerry Bennett, Charles M. Butler, Dr. Louis J. Coconis, Herbert Flood, Charles C. Garvey, William LeBlanc, Matt A. Scivioque, finance, Dr. Drew Mayfield, chairman; H. Payne Breazeale Jr., Norman David, B. C. Devall, James Ferguson, Gaston Gerald, Lewis Gottlieb, Jules Landry, Joe Rockholt, Mike Safer, Leroy Ward, Jr.; real estate, Hei-

Parents Urged to Visit Schools by Chamber

Baton Rouge parents were urged to visit their children's schools November 6-10 during "American Education Week" by the chairman of the Chamber's Education Committee.

Chairman Gay Miller said the theme of the week was "How Good Are Your Schools?" "The Baton Rouge school system is one of the finest in the nation," Miller said, "and we hope that parents will visit the schools all during the year as well as this special week to learn more about the situation, chairman; Claude Elkins, Tommy Gibbens, Frank McConnell, George Wombach.

Partnership Wanted!

It takes men with the right combination of traits to make a partnership work. A smooth intermeshing of personal background, education, ability, intuitions and aspirations is essential. Maybe that’s why there are so few successful lasting partnerships.

There is one partnership, however, that requires only your sense of responsibility and leadership to be successful – that's the partnership you have with your Baton Rouge Chamber of Commerce.

As a partner with your Chamber you can speak up at any time about community issues which affect your business, your schools, your local government, and your taxes. You can make your views known to your representatives and public servants and you can do all this with no danger of dissolving your partnership.

As long as you want it to last, it will last. It's your responsibility as a business man and a civic partner to join and support your Chamber of Commerce to work through it to make your community a better place in which to live and work.
CHANNEL 2 WISHES YOU A MERRY CHRISTMAS.

AND A HAPPY NEW YEAR!