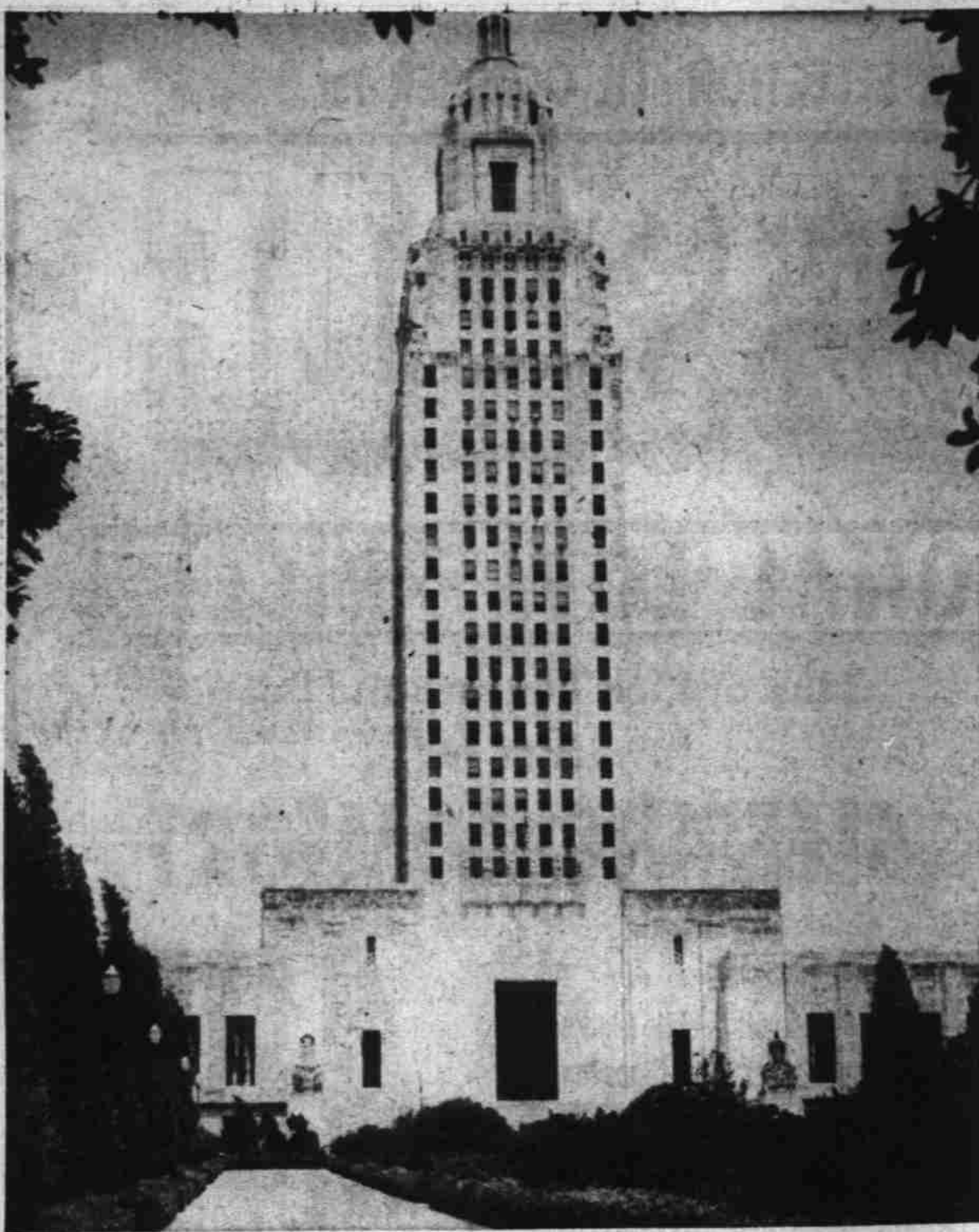


Louisiana -- Dream Come True

Modern Industry Blossoms Amid Cane and Cotton



BATON ROUGE—Louisiana's \$5,000,000 statehouse here, its 34 stories rising 450 feet on its 27-acre landscape site, is visited by more than 250,000 tourists annually. It was completed in 1932.

Special to The Statesman
BATON ROUGE, La., John Law, the glib promoter of the Mississippi Bubble, whose golden lies of immense and easy wealth in France's Louisiana colony lured thousands of hapless settlers on a wild goose chase in the early eighteenth century, would today be considered a man of quiet understatement.

Law was the wily Scot who persuaded Louis XV to go along with his bold scheme to open the Louisiana territory and thereby replenish the slim French treasury, and, incidentally, his own. Law's Company of the West was to have all operating rights in the new country and to act as the agent of the Crown. To implement his ambitious plan Law needed colonists and he called on his considerable talents as huckster and press agent to sell the unknown land to the war-weary peasants of Europe.

Gleaming Portrait

He had little knowledge of the Louisiana territory, and that little was discouraging. Instead, he painted a gleaming portrait of a golden land, rich beyond measure in gems and precious metals. Law was the supreme con man of his century and his towering lies lured thousands to Louisiana. There they found death and desolation and died cursing Law and his lies.

But the final irony was that Law had not lied, that even his soaring imagination did not begin to estimate the real wealth of Louisiana.

The land of the Mississippi Bubble was probably first sighted by Alvarez de Pineda, who explored the Gulf Coast and reported the discovery of a great river, presumably the Mississippi. The northern part of the state was ex-

plored some 30 years later by Hernando de Soto. Europe then lost interest in the wild territory and 140 years passed before La Salle took possession in the name of Louis XIV, for whom it was named.

Colony Grows

Pierre le Moyne, Sieur d'Iberville, established a small garrison in 1700, but it was another 14 years before the first permanent settlement was founded at what is today Natchitoches. Slowly, the colony grew . . . in size and importance.

As it grew in importance it became a pushball of European power politics. France gave it to Spain, only to have it returned in time to be sold to the young United States. In the intervening years there was a brief period of independence and a short-lived attempt by the British to wrest control from Spain.

This bewildering succession of rules, augmented by the migration of some 4000 Acadians from Nova Scotia in the mid-eighteenth century, bequeathed to Louisiana several sets of cultures, as well as languages.

Most Exotic State

When it was admitted into the Union on April 30, 1810, Louisiana was doubtlessly the most exotic of all the states. There were the French and Spanish Creoles, later to be partially engulfed by the Americans, the Cajuns, a sprinkling of English, Scotch-Irish, and, from the original wave of immigrants lured by John Law, Germans.

Each of the groups took a part of Louisiana for its own and stamped it indelibly with its culture. The rich, rolling red earth of the north is cotton and timber country; predominantly Anglo-Saxon and principally Protestant.

New Orleans, and a narrow, 100-mile long strip on either side of the Mississippi River, was the redoubt of the Creole planters and business men. Today, New Orleans is a center of world trade, and its citizens and its outlook are cosmopolitan.

Southwest Louisiana was, and is today, a land apart. It is the bayou country, the land of Evangeline and Roman Catholicism.

Settled by Cajuns

It was settled principally by the Acadians (Cajuns), the French colonists of Nova Scotia who migrated to Louisiana about 1755. The descendants of those settlers today comprise one-fifth of the state's population and the old family names and French language are to be found everywhere along the lush bayous.

Oddly enough, the first settlers did not see this lushness of the new land. They searched for the golden treasure promised them by

Cotton Replaces Gold

But the land was rich and the golden dream was soon replaced by the blue of indigo, the white of cotton, the green of sugar cane, and the roiled red of the Mississippi.

Today, Louisiana ranks third in the nation in the production of oil, second in natural gas, fourth in the production of salt, and is a prime producer of the world's sulphur. Its crops range from tung nuts to sugar cane (90 per cent of the U. S. total), to rice (second), sweet potatoes, strawberries, cotton, oranges, and periwinkle tobacco (it grows nowhere else in the world). In addition, there are 16 million acres of hard and soft woods and a seafood crop whose annual value runs to \$85 million. It leads all states, provinces of Canada, and the Alaskan territory in the production of furs.

With its great port at the mouth of the Mississippi, Louisiana long handled the commerce of the world but was itself slow to enter into the industrial revolution. It was the discovery of tremendous resources of oil and gas that sparked Louisiana's industrialization, and in the early 1900's began the swing away from a strictly agrarian economy.

Resources Fabulous

Today, the fantastic towers of the petro-chemical industry blossom among the cane and cotton. Giant aluminum facilities rise along the banks of the Mississippi. The sooty spires of the carbon black plants and the acrid odors of the paper mills compete with the towering pines.

If Louisiana was slow to embark into its industrial revolution it now shows no signs of stopping. It is determined to make the most of its fabulous resources and its position astride the gateway to the

Americas . . . and to prove that old John Law wasn't so wrong.

Louisiana was admitted to the Union April 8, 1812. New Orleans became a major port rapidly after the War of 1812, and by 1840 was second only to New York in tonnage. Baton Rouge became the capital in 1849. The Civil War crushed much of Louisiana's growing economy. New Orleans was occupied by Union troops early in the hostilities, but frequent rioting marred the next several years while the slavery question continued paramount. Political upheavals continued well into the 20th century through the reign of Huey Long, one-time governor and then a U.S. senator, who was assassinated in 1935.

The state has 5,000 miles of mainline railroad, 25,000 miles of highways, 5,000 miles of navigable waters and 60 airports. It also has 16 institutions of higher education, including Louisiana State University of Baton Rouge, Tulane University at New Orleans, Loyola University at New Orleans, Dillard University at New Orleans and Southern University at Baton Rouge.

Numerous state parks provide hunting and fishing, and semitropical Louisiana reputedly has a greater variety of game birds than any other state in the Union. It is more and more taking advantage of, and providing protection, for the abundance of natural resources with which it is blessed.

Louisiana

Population—2,683,516 (1930)

Area—38,523 sq. mi. (30th)

Flower—Magnolia.

Capital—Baton Rouge (pop. 125,629)

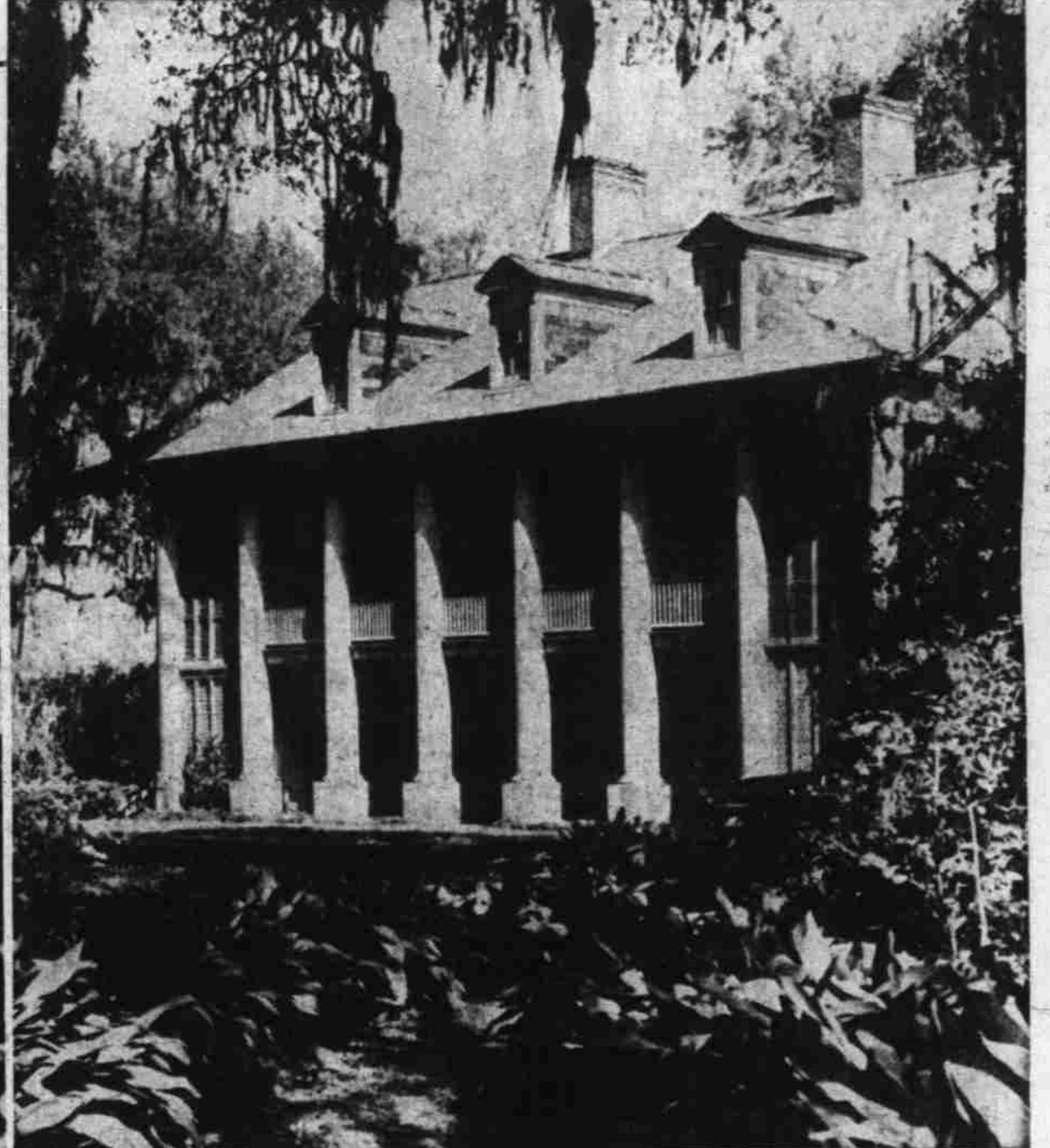
Large cities—New Orleans (570,445), Shreveport (127,206), Lake Charles (41,272)

John Law; searched and died of starvation in a land capable of producing crops, any crop, in startling abundance. They had dreamed of easy wealth and turned only grudgingly to the pedestrian business of farming;

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BATON ROUGE—Jackson Square was laid out in 1720 by Bienville, founder of New Orleans. The St. Louis Cathedral dates from 1794. In the foreground (left of the cathedral) is the Presbytere and at the right of the church is the Cabildo, ancient seat of Spanish rule. Here is housed the Louisiana State museum. Photo at right above is the shadows of the Teche at New Iberia, one of the deep South's fabled homes. Built in 1830 by David Weeks, a man seven feet tall, the 16-room mansion is constructed of handsome brick and sits amid a lush floral setting. The present owner is David Weeks, descendant of the builder and a noted Louisiana artist.



BATON ROUGE—Canal Street at night—New Orleans' famed thoroughfare is one of the widest (171 feet), and best-lighted in the world. Originally a canal, the street serves as a dividing line between the old and new sections of the city. At the left, the centuries-old Gabriel oak frames a scene of Acadian maids on the lawn in front of the Acadian House Museum at Longfellow-Evangeline State Park at St. Martinville. Built in 1765, the house was once the home of Louis Arcaneux, prototype of the Gabriel of Longfellow's epic poem, "Evangeline."