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Louisiana for the settler.



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Issued by
Passenger Department
Southern Pacific-Sunset Route
New Orleans

Louisiana for the Settler.

LOUISIANA FOR THE SETTLER

Written by
ALLEN MAULL.

INTRODUCTORY.

THE author of this booklet has tried to tell you, as simply and clearly as he can, some of the basic facts about the Gulf Coast section of the great State of Louisiana.

He has not written with any prejudice or partisanship—he has tried to avoid even the appearance of exaggeration, and has made his statements moderate when the facts in the case are so amazing that to one unfamiliar with the southern part of Louisiana and its wonderful resources of soil and climate, they would seem hard to believe.

The day for thoughtless exaggeration and slipshod, inaccurate statements, in writing of the land and its products, has long since passed away.

“The **TRUTH** is strong enough,” and especially so when writing of marvelously fertile and productive Louisiana.

For the sake of conciseness, much detailed information has been omitted here. Additional facts concerning any particular locality, or concerning an entire parish, may be had upon application to any of the representatives of the Southern Pacific-Sunset Route.

No booklet can convey to you the charm of the Gulf Coast of Louisiana as would a visit.

It is for that reason that this favored section of Louisiana dares to make her appeal to the world a simple one of four words—“Come and see me.”

Having come, you will see, and Louisiana thinks you will be conquered by her spell.

Issued by
Passenger Department
SOUTHERN PACIFIC—SUNSET ROUTE
New Orleans, La.
J. H. R. PARSONS, Gen. Pass. Agent.

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Louisiana for the Settler.



Cabbage is a Profitable Crop in South Louisiana.

LOUISIANA A STATE OF WONDERFUL UNDEVELOPED RESOURCES.

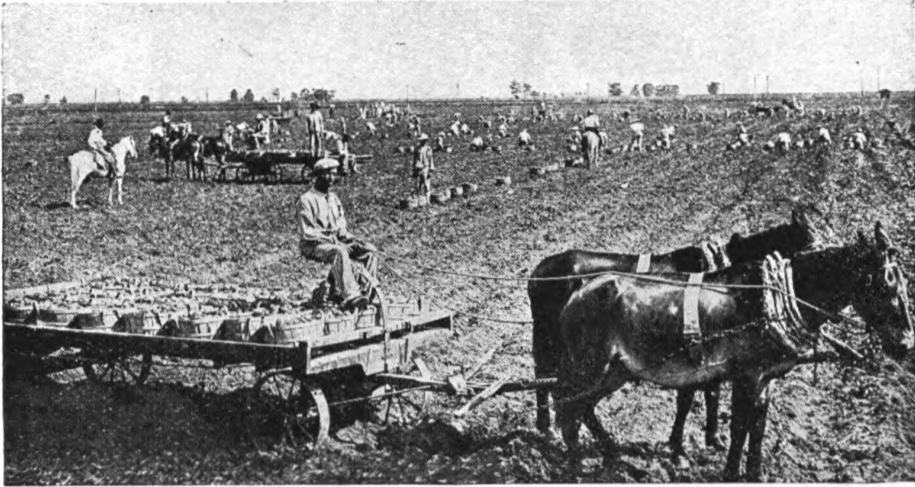
OF 10,519,000 of farm acreage at present less than half is improved. This past year in Louisiana on 5,000,000 acres was raised:

236,805 Bales of Cotton.
656,913,708 Pounds of Sugar.
87,217 Barrels of Syrup.
423,195 Bushels of Peanuts.
1,179,930 Bushels of Irish Potatoes.
577,352 Bushels of Oats.
210,000 Pounds of Tobacco.
33,663,811 Bushels of Corn.
420,676 Barrels of Molasses.
506,044,320 Pounds of Rice.
1,853,025 Bushels of Sweet Potatoes.
241,125 Tons of Hay.
181,880 Boxes of Oranges.
2,952,850 Gallons of Milk.
138,494 Acres in Truck and Vegetables.
392,014 Head of Cattle.
237,245 Hogs.
69,279 Sheep.

Louisiana has 7,500 miles of operated railroad mileage.
Over 4,000 miles of navigable waterways.
300 crop growing days a year.
The last Census shows 1,656,388 people.
Only one-fifth tillable land in cultivation.
Three out of four people live on the farm.
Leads in the production of cane and rice.
The greatest sulphur mines in the world.
Extensive deposits of salt.
Oil and gas are found within her boundaries.
Extensive oyster and fishing grounds along the Coast.

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Louisiana for the Settler.



Potatoes Always Yield Bountifully.

Louisiana is the sixth manufacturing State in the Union.

New Orleans is the second most important port of the United States.

Hog raising is being successfully followed.

Dr. W. H. Dalrymple, Veterinarian of the Louisiana State University, says:

"Live stock raising in Louisiana has received a big impetus in the past year or so. No animal, perhaps, has received so much consideration as the hog, although cattle of different kinds, as well as horses and mules, are increasing in numbers."

A LAND OF MARVELOUS SOILS.

Highly Productive Soil Types.

THE lands along the Southern Pacific-Sunset Route in Louisiana present a great variety of soils, but for general uses may be grouped into three distinct divisions: (1) Loessial uplands; (2) old alluvial lands, not subject to overflow; and (3) recent alluvial soils, subject to overflow. The low-lying land has been correlated by geologists with the Port Hudson formation. This is probably an old alluvial formation, and in some respects resembles second bottoms. The bulk of the land along the Gulf Coast of Louisiana from New Orleans west was once upland, but the Mississippi River during past ages has reduced all of it, except Weeks, Avery and Jefferson Islands, to the level of its flood plain, leaving them the only remnants of the previously existing land surface.

The several soils have been grouped in series, the members of which have the same origin and marked similarity in color, profile arrangement, and drainage condition. The various members of each series differ in texture or relative content of clay, silt, and the various grades of sand, each member constituting a soil type. There are in the low, flat land soil division two well-defined, though incomplete, series of soils, while other series are represented by certain members.

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A Gulf Coast Corn Field, 125 Bu. to Acre, Greatest Corn Country on Earth.

The Olivier series, in which the very fine sandy loam, silt loam, and silty clay loam members are recognized, consists of light-colored soils, with yellow and drab mottled subsoils, occupying slightly elevated and well-drained front lands. The Iberia series typically comprises dark-colored or black soils with yellowish-gray to yellow heavy subsoils becoming somewhat lighter in the lower portion. In this series the clay, silty clay loam, and silt loam members were recognized.

The sharkey clay has a dark surface soil, but has a color distinct from the Iberia clay in that it is highly mottled. Peat, Tidal Marsh, Meadow, and Swamp constitute soils not classified on the basis of texture.

The soil becomes exceedingly hard when dried from a puddled condition. If properly handled in the field it mellows down and assumes the tilth of a heavy silt loam. Upon drying in the field the particles flocculate and tend to form small cubes; hence the popular term of "buckshot land" sometimes applied to this type. The soil should always be Fall plowed either when very dry or very wet.

Soils of the glacial and loessial province occupy practically all of Weeks, Avery and Jefferson Islands, over which is a mantle of silty material, undoubtedly loess. There is a vast area of this loess material throughout the upland portion of Louisiana. The soils from this material are usually dark colored in the north, lighter browns and yellows prevailing in the south. As the loess over these islands is a light chocolate brown, it is correlated with the predominating southern loess type as Memphis silt loam.

The Iberia silty clay loam varies from a dark gray with a slightly brown cast to black silty clay loam, 6 to 12 inches deep, underlain by a dark yellow to grayish yellow plastic and tenacious silty clay slightly mottled with rusty brown and drab. This grades below 30 inches into a lighter textured material—silty clay loam or very fine sandy loam. This type is generally known as Black Land.

The slope of this type makes good drainage possible by open ditches, though tile could be utilized to advantage in many places.

While fairly heavy this is not a difficult soil to handle. If taken at the proper state of moisture it plows readily, but does not always



Sugar Cane the Chief Crop of South Louisiana.

scour. A well-cultivated field works up with the tilth of a silt loam, mellow and loose.

Although the type originally supported a luxuriant prairie growth or forest, most of it is now under cultivation and is one of the best general farming soils of Louisiana. Sugar cane yields about 20 tons per acre, although much higher yields are frequently obtained. Corn varies from 35 to 40 bushels to the acre, yields of 65 and over being reported in good years.

The Iberia clay consists of 5 or 6 inches of heavy black waxy clay, grading below into a heavy clay of a grayish yellow color, slightly speckled or mottled with dark drab, greenish yellow, and bluish colors. This is usually underlain at 30 to 40 inches by lighter textured yellowish material similar to the subsoil of the Iberia silt loam.

The heavy black surface soil is characteristic of the type, the land retaining this color even when dry. Locally it is known as "black waxy land," "terre gras," or fat land, and "black-jack" land.

The Memphis silt loam is the predominating soil type of the uplands. It is distinctly a silt loam and the texture throughout the profile is practically the same, with no distinct demarcation between soil and subsoil. The dry surface of a cultivated field has a somewhat grayish cast, but the true color of the moist material is brown or yellowish brown throughout the profile.

The Memphis silt loam is a friable, easily worked soil, with little tendency to clod. The subsoil has a somewhat mealy structure, allows the free movement of water, and has high capillarity.

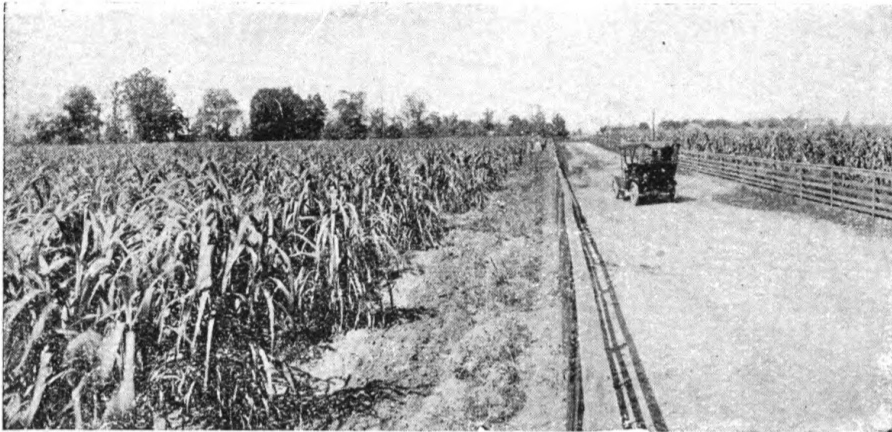
DRAINAGE NECESSARY ON ALL GULF COAST SOILS.

INCLUDING Tidal Marsh, Peat, Swamp, and Meadow, 14 soil types were mapped in the Gulf Coast section of Louisiana. All the bottomland types are alluvium or colluvium, while the upland is loess.

The Sharkey clay is the typical swamp soil of this section. It is practically all timbered and subject to annual inundation, but much of it can be drained and placed in cultivation. It is an excellent corn and rice soil and would give good yields of cane also.

The Iberia clay is a strong soil, but needs drainage, after which excellent crops, corn in particular, can be produced.

Louisiana for the Settler.



Automobiling Through the Sugar Cane Country.

The Iberia silty clay loam is one of the best corn and sugar cane soils in the area.

The Iberia silt loam is a valuable type, well adapted to general crops and to some truck crops.

The Olivier very fine sandy loam has good drainage and is excellently adapted to truck crops and also to the general crops of the area.

The Olivier silty clay loam needs liming and additional organic matter. It is adapted to the general crops of South Louisiana.

The Olivier silt loam does only fairly well for general crops, but should be an excellent truck soil. It has good drainage, but needs lime and organic matter.

The Memphis silt loam is the upland loess type. It needs liming, but is fairly well adapted to the general crops and to tabasco peppers and fruit. Erosion in this type must be guarded against.

The Lintonia silt loam is a general crop soil and is also well adapted to heavy truck crops.

The Miller silt loam is well adapted to general crops and alfalfa. Peat, which consists of organic matter accumulated in fresh water, is not an extensive type. Most of it can be drained, after which it will in time be converted to the Olivier clay.

Tidal marsh includes the salt-water marshes. Some of it has been, and much more can be, drained and converted into a good silt loam or clay soil.

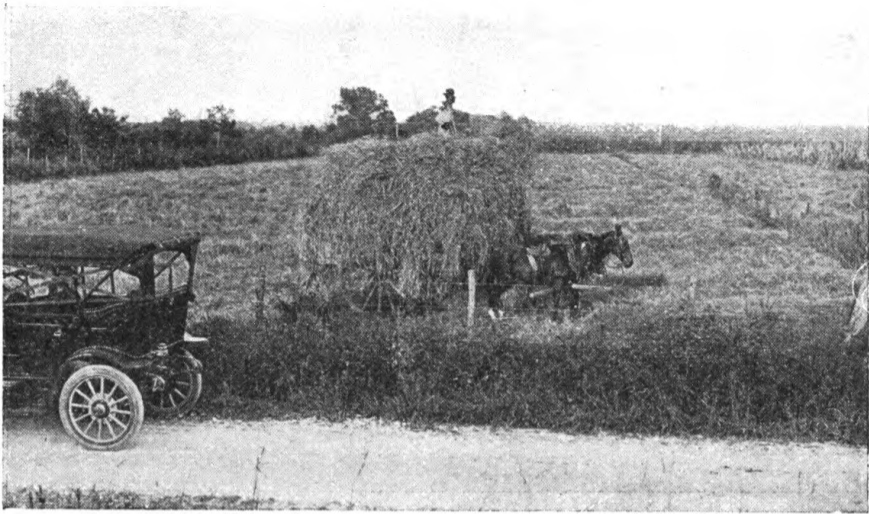
Swamp includes the timbered wet sections adjacent to Tidal marsh.

Meadow includes the bottom land on the elevated islands and is little used except as pasture land.

Drainage is an important problem all over South Louisiana. During the last 10 years many canals have been cut, and by means of open ditches and pumping plants many acres have been reclaimed. Much larger areas await reclamation.

So far as known very little tile drainage has been used in this section. With some means of accommodating run-off water at times of heavy downpours it is thought that tile drains would be very beneficial to crops on the Olivier silt loam, very fine sandy loam, silty clay loam, and Iberia silt loam. The heavy types have such an impervious subsoil that tile would be slow to work, but once working underdrains would be very beneficial.

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Alfalfa Grows Generously on Cut-Over Land. Brigham Young Told His People to "Plow Deep and Plant Alfalfa."

While the effective drainage of some of these lands is difficult and expensive, the value of the land warrants the outlay, and the conditions are no more severe, the fall no less, and the soil to be moved in ditching no harder than in many places in Illinois, Indiana, and Iowa, where the completion of good drainage systems has enabled the culture of land worth hundreds of dollars an acre.

THE RECLAIMED ALLUVIAL LANDS ARE WONDERFULLY FERTILE.

IN THE compilation of this booklet the writer has aimed to establish many facts relating to the reclaimed wet prairie lands of Louisiana, but one visit from interested persons and a close personal inspection will accomplish more towards a complete verification of the statements contained herein than can be gained by years of correspondence.

The methods of diking, pumping and draining low lands in Louisiana are not new and untried. They have been in successful use for many years in several European countries, and to a limited extent in certain portions of the United States. The tract to be drained is first surrounded with what is designated as a dredge-boat canal, the dirt excavated from such a canal forming a levee, the top of which is smoothed down so as to make a fine road or driveway. When the canal and the levees are completed, then by the use of a large dredge manufactured for that purpose, an inside canal is dug, crossing the tract in each direction, but not in any way connected with the outside canal. These are simply used for storage and for the small lateral ditches to drain into. These lateral ditches are usually two hundred feet apart, three and one-half feet deep, four feet across the top and eighteen inches at the bottom, and are dug by machinery at the rate of half a mile per day. The question will naturally arise: How is the water inside of the levee disposed of? Every one familiar with Southern Louisiana understands that it abounds in rivers and bayous, all of which flow towards the sea, making it impossible to find a tract of even one thousand acres adja-

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Threshing Rice Along the Sunset Route.

cent to which is not one or more of these outlets, into which the water is pumped outside the levee by a large engine installed at the most convenient point for the purpose. When the tract, of whatever size it may be, is thoroughly pumped out, there is no further danger from water, except the natural rainfall. In many of the Northern States drainage is expensive on account of seepage from distant stream or lake. No difficulties of this kind arise in connection with marsh drainage in Louisiana, as the soil from which the levees are made is neither sand nor gravel, but of silt, the texture of which is so fine that it is impossible for water to seep through.

It is stated by the planters located on well-ditched land, that the method of operating and maintaining levees, pumping plants, etc., inside of drainage district is about as follows: As soon as the land is sufficiently sold out within a district to warrant it, the owners of the land within the district are called together and form an organization, which owns and controls the pumps, levees, roads, etc. Each person belonging to the association has one vote to every acre or fraction of an acre owned by him in the farm lots. The association selects its own officers and manages the drainage district, no matter what may be the size of the same.

PRODUCTIVE CUT-OVER LANDS.

WHAT is known as "cut-over lands" throughout the State can frequently be bought very cheap, sometimes as low as \$10 and \$12 per acre. Sometimes they can be had for less, and always on easy terms, but their price, naturally, is governed by quality, location, improvements and surroundings.

As a rule, these lands are good, durable soil and highly productive when cleared. They are always high and well-drained, generally suited for cultivating cotton, grain, hay, potatoes, and for cattle raising. Early vegetables are grown on them to perfection, and fruits do exceedingly well. The term "cut-over pine land" does not mean poor land, as many suppose. It more often means soil of the finest quality. Nor is the price any index to its fertility or desirability. Back of it is the story of large holdings by great saw mill syndicates. This means,

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In the Berry Field.

too, that they are favorably located as respects to transportation. The land was bought solely for the timber on it. This has been cut off, and, as the owners are mill men and not farmers, the denuded land is put on the market for what it will bring.

A LAND OF FAVORING CLIMATE.

Temperature and Rainfall.

“**T**HE first requisite,” said Carlyle, “is to be a good animal.” Health is the cornerstone on which to build. What is this world to a man when his wife is a widow? Then there are the children. They are the men and women of to-morrow. Let us look well to them, that they may look well— and BE well.

Louisiana is truly a land of comfort. But not too much. It is not best for man and woman to be coddled in the lap of Nature. But here in Louisiana is escape from many ills born of the weather.

Kind to his crops, the weather of this section is kind also to the grower of crops. This means health.

Lying on the Gulf Coast, the climate of the area is almost subtropical. Climatic conditions vary little, except that frosts are more likely to occur along the bayous.

The mean annual temperature at New Iberia is 68.0 degrees, which is in about the center of the Sunset Route territory between New Orleans and the Texas line. The average temperatures for December, January and February range from 53.9 degrees to 54.8 degrees, and of June, July and August from 80 degrees to 81.5 degrees F., while between the means of the other months occur wider variations.

The highest temperature recorded during 20 years is 101 degrees and the lowest 6 degrees F. The mercury seldom reaches 95 degrees, and some years not at all. The number of days with freezing temperatures does not often exceed 20 in one year. As a rule freezes occur only with north winds, but ice sometimes forms on calm nights. Freezing temperatures with a south wind are almost unknown, only one instance in 30 years being noted. Cold spells last less than three days, and they are rated of so little consequence that water pipes are not put underground.

The extreme total variation of 95 degrees is much less than that of more northerly localities. The difference between the average

Louisiana for the Settler.



Our Strawberries Are Firm and of Delicious Flavor.

temperatures of January and July, the coldest and warmest months at New Iberia, is but 28 degrees F., while between the means of the same months at St. Louis occurs a variation of 48 degrees F. A change of 40 degrees in 24 hours within Iberia Parish is uncommon.

There have been periods of six years with no snowfall. As a rule snow quickly disappears, but in 1895 a fall of $13\frac{1}{2}$ inches occurred in one storm and traces remained on the ground for five days. Sleet is slightly more common than snow, but none was seen during the Winter of 1910-11.

The seasons are less sharply defined than in more northerly places. The opening of Spring may come in February, and cane, vegetables and rice are largely planted at that time. Plums have been seen in bloom January 28, dewberries on the 31st, white clover on February 2, and wild roses on February 4. On February 7 pears were in full bloom and on the 9th fig leaves were out.

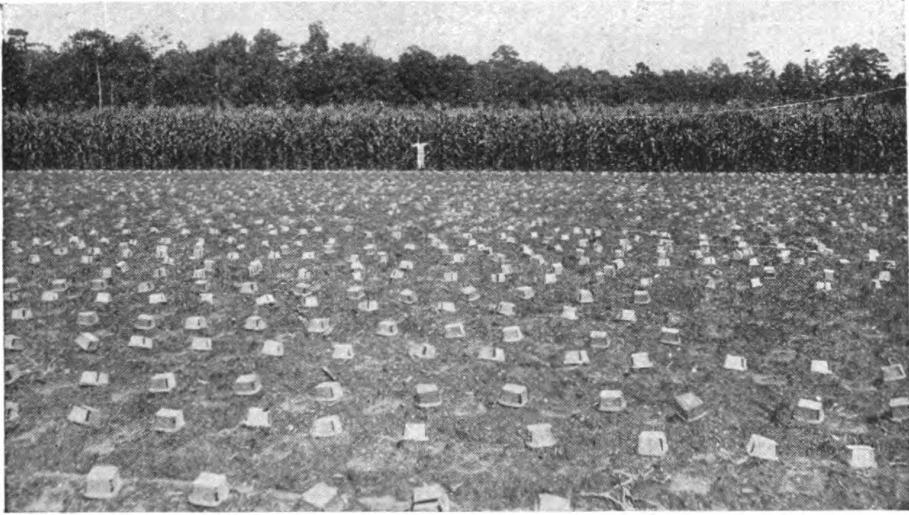
Occasionally temperatures below 32 degrees F., occur in early March and late November. The average dates of latest and earliest killing frosts are, respectively, February 20 and November 29, with March 30 and November 3 as extremes. This gives a growing season, uninterrupted by frost, of $7\frac{1}{2}$ to over 9 months. Temperature limitations permit the growing of any crops found in similar latitudes elsewhere in the country. Strawberries ripen as early as February. Four crops of certain vegetables are sometimes grown on the same ground in 14 months and two crops a year is the rule.

During 24 years the average annual precipitation has varied from 35 to 81 inches, with a mean of 55.5. The rainfall is well distributed throughout the year, only two months having less than $3\frac{1}{2}$ inches each. June, July and August each have over 6 inches.

The humidity is high, but daily breezes mitigate the otherwise sultry conditions. Nevertheless, in midsummer heat sometimes compels cessation of work in the fields for a time at midday. Despite the humidity there are over 135 clear and but 88 entirely rainy days during an average year. Hailstorms are infrequent and of little consequence. March and September have the most severe winds. Windstorms are rare in summer. Tornadoes are unknown and storms severe enough to uproot trees and remove roofs are uncommon.

It is truly a land of health, and there is a "balance" in Nature that is not found elsewhere in the United States.

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Cauliflower with Corn in the Background.

THE RESULT OF INTELLIGENT LABOR UPON THE SOUTH LOUISIANA FIELDS.

Tilling the Soil Continuously.

WE HAVE been widely informed that the surpassing wealth of South Louisiana has come from the fact that we have a most bountiful soil. This is true; but it is only a half-truth, nevertheless. The factory, the farm, the forest, the sea, the mine have given to us of their boundless wealth.

But the potential wealth of Louisiana was here in 1492 just as it is now.

Adam Smith was not exactly right when he said that all wealth comes from labor applied to land. We insert one word, and say now that all wealth comes from intelligent labor applied to land.

Besides labor, we must have initiative, originality, enterprise. Beyond this, we must have transportation. Things must be carried from where they are plentiful to where they are needed; and before this transportation begins, we must have a demand on the part of the consumers. People must want a thing, otherwise they will not pay for it. And certainly they will not pay for it if they haven't got the money.

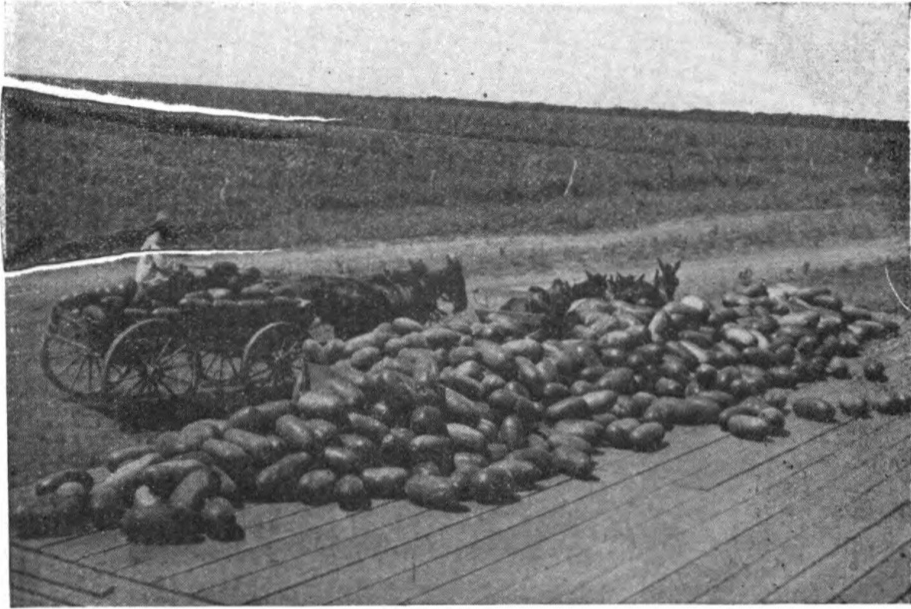
THE SOIL HERE HAS A MONEY VALUE.

It is warm and quick. Combined with the extraordinary climatic conditions most crops easily mature in ninety days, and thus three crops are produced from the same land in a year. The soil and subsoil of these lands are of such quality as to hold moisture well. This is a dollar and cents valuation in selective land in a section that is free from drouths. With the same rich dirt in a Northern State, even the most expert farmer would produce but one crop in a year.

Crops fortunately adapt themselves to seasons, so that this South Louisiana farm land can be continuously used. For instance, when corn is laid by, peas are planted at the last plowing. These are grazed

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Melons Ready for Shipment.

off by hogs and the land is immediately plowed and sown in Fall oats. The oats are harvested in May and the land is immediately plowed and sown in cowpeas. These are harvested in September and the land is immediately plowed and planted in roots, rutabagas and stock beets. These are fed during late Spring and the land is planted in peanuts. The peanuts are grazed off in September and early October, and the land is planted to clover. The clover is grazed during the following Spring or harvested for hay, and as soon as it is turned under the land is planted to sweet potatoes. The sweet potatoes are grazed off during November and December and the land is turned to corn in February and March—thus making a complete cycle of crops, in which there is one or more legumes growing each year to enrich the land, and all the crops, save the corn, are pastured. Every Northern farmer knows that all these crops are money-makers.

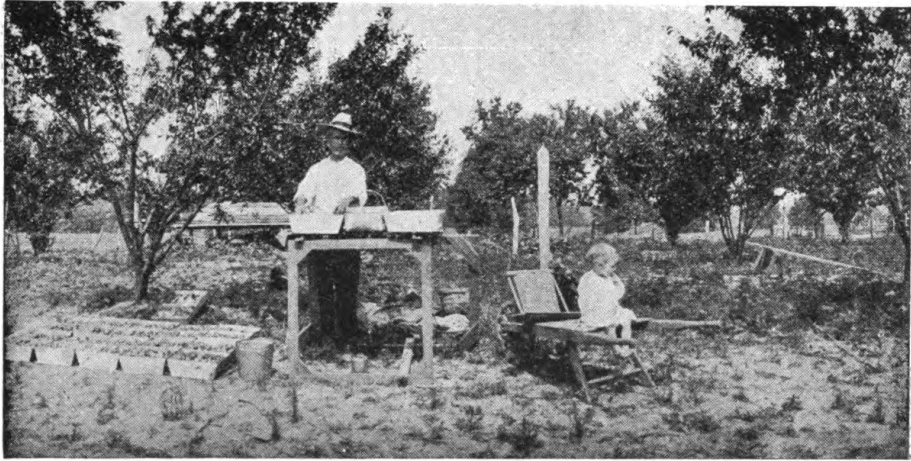
WHAT AN ACRE WILL PRODUCE.

THIS climate and soil is especially adapted to garden stuff, which can be grown to advantage during the different seasons as mentioned below. This is a very conservative statement in regard to the yield per acre received for the products we have mentioned:

Cantaloupes, average crop	\$100 to \$300
Watermelons, average crop	100 to 200
Cucumbers, average crop	100 to 400
Head Lettuce, average crop	100 to 350
Celery	300 to 600
Alfalfa (6 to 8 cuttings), ton per acre	50 to 150
Beets, average crop	100 to 200
Irish Potatoes, average crop	100 to 350
Carrots and Beets, average crop	100 to 200
Bermuda Onions, average crop	75 to 300

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The Owner of 20 Acres of Fruit and Vegetable Land in Louisiana Lives on Easy Street.

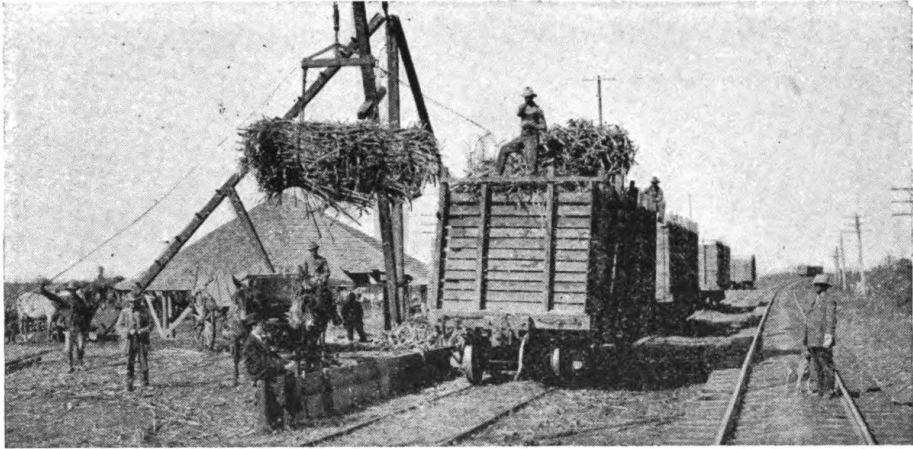
Snap Beans, average crop	100 to 150
Grapes	150 to 250
Figs	200 to 300
Oranges	100 to 1000
Sugar Cane	100 to 250
Cabbage, average crop	150 to 400
Spinach, average crop	100 to 275
Cauliflower, average crop	150 to 300
Sweet Peppers, average crop	200 to 300
Hot Peppers, average crop	300 to 500
English Peas, average crop	150 to 200
Corn, bushels to the acre	30 to 150
Tomatoes	100 to 500
Turnips	75 to 150
Sweet Potatoes	100 to 300
Peanuts	50 to 75
Pecans	20 to 400
Asparagus	200 to 450
Tobacco	85 to 400
Radishes	150 to 400
Eggplant	150 to 200
Kohlrabi	100 to 250
Blackberries	100 to 250
Strawberries	100 to 250
Dewberries	150 to 250

SOME "CORN" TALK ABOUT LOUISIANA.

BY LEAPS and bounds the State of Louisiana has risen from an insignificant position in statistics of corn raising States to one of very important rank. Attention in the past has been concentrated on cotton, cane and rice, but it has been definitely proven that corn can become one of the mainstays of Southern products. In the past five years Louisiana has increased her acreage in corn from 1,424,500 acres to 2,493,000 acres, with an increase of over 39,000,000

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Loading Sugar Cane on the Southern Pacific-Sunset Route in Louisiana.

bushels yield. Just enough to feed the hog was the amount the average farmer planted in the past. Corn was of so little importance that the farmer planted it between rows of cotton. In many localities it was customary for the planter to seed but an acre or so, and that very meagerly, with no attempt at cultivation in either case. Even with this flagrant neglect the land yielded 12 to 25 bushels to the acre and you well know that if the same neglect were paid a product in the North the results would amount to absolutely nothing. When the boll weevil struck the cotton in Louisiana, farmers were driven to raising corn, and they found it a better money maker than cotton.

HIGHER PRICES PAID FOR CORN IN THE SOUTH.

YOU can get ten cents and over a bushel more for corn grown in this district than in any of the Northern districts, because of the advantage of being so near New Orleans, the greatest grain shipping seaport. This is equivalent to getting 50 per cent. more money per bushel in the South than in the North.

NO FAILURES HERE FROM DROUTH.

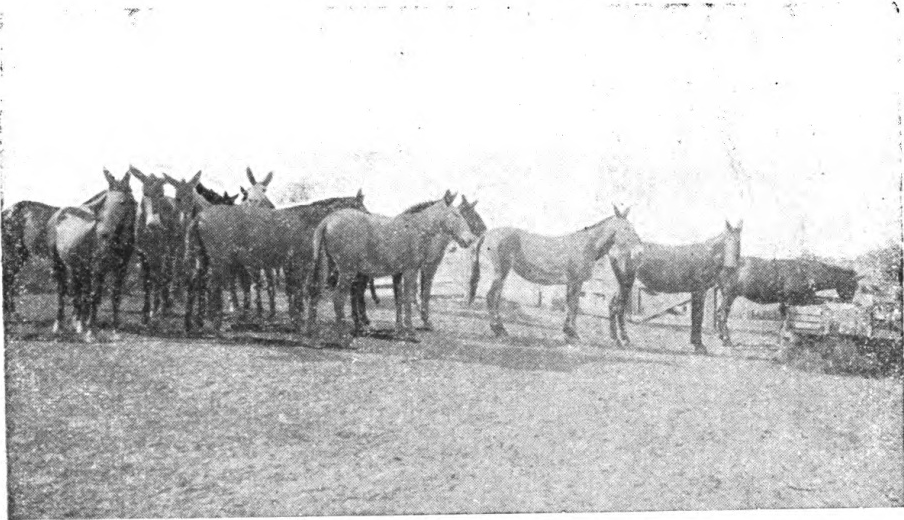
ACCORDING to the report of the Louisiana Experiment Station, the best growth of corn is secured when the soil contains about 60 per cent. of the water it could hold if saturated. On the other hand, too much wetness decreases yields. The ideal weather conditions have so far made the corn yield almost perfect and there has never yet been a failure from drouth in this section.

LOUISIANA CORN, THE BEST QUALITY GROWN IN THE UNITED STATES.

LOUISIANA corn has a lower percentage of water than the corn of any of the Northern or Western States. It therefore stands exportation better and sooner, and thereby commands a higher price.

It is both interesting and gratifying to learn from so excellent an authority as Prof. R. W. Dodson, Dean of the Louisiana College of

Louisiana for the Settler.



Home Raised Mule Stock. As a Stock Country South Louisiana is Unsurpassed.

Agriculture, that Louisiana is sending to Europe the best quality of corn that goes there from the United States. Dr. Dodson speaks from a knowledge gained from many years' experience in the study of corn cultivation.

"Louisiana corn," says Dr. Dodson, "is thoroughly sun-dried and when ready for the market contains 12 to 15 per cent. of water, the driest corn in the United States. This dryness gives Louisiana corn its special advantage in European markets, as it is the principle factor in preventing deterioration in ocean shipments."

TWO PROFITABLE CROPS A YEAR CAN BE RAISED, ONE OF THEM CORN.

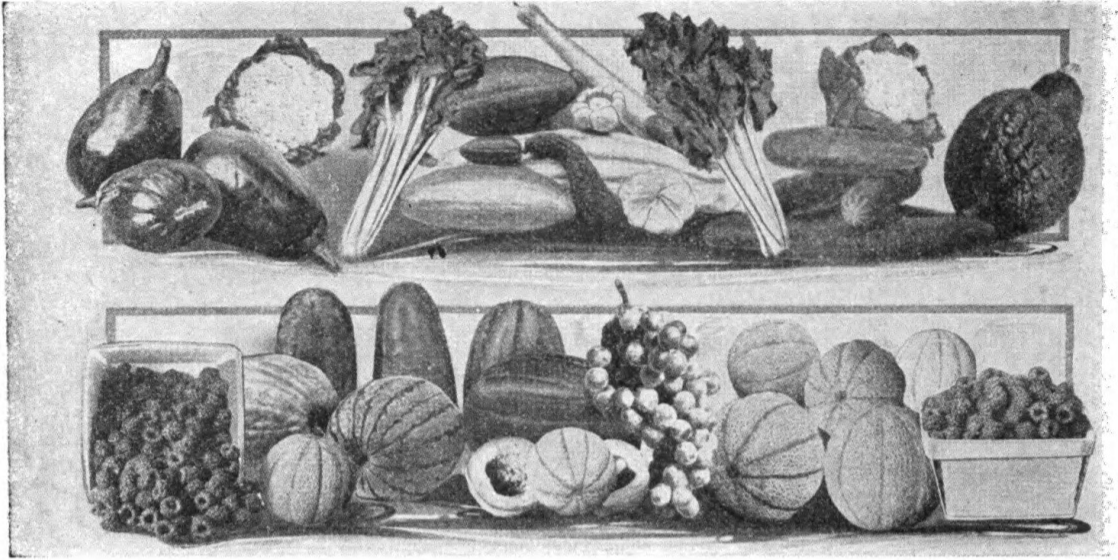
AT THE most conservative estimate there is not an acre of land along the Gulf Coast of Louisiana but what, with proper cultivation, will raise from 50 to 150 bushels of corn. Many of the farmers in this section are now raising 60 to 70 bushels of corn per acre and do not consider this an extraordinary yield whatsoever. This is one of the many crops which assures the future of the South, but the average Southern farmer has been prone to think it the poorest crop he can raise in dollars and cents. It might here be stated that where a stalk in the North grows only a single ear, in this section it is not uncommon for a stalk to have two and three ears. You Northern farmers know that where you can raise corn you can raise almost anything, and good corn ground is worth a whole lot of money.

VELVET BEANS OF ENORMOUS VALUE FOR FATTENING CATTLE.

THE velvet bean is a most wonderful success all over the South. Because of its large amount of vines, it affords an enormous amount of food for stock. It can be turned under, thus producing a vast amount of vegetable matter for the production of humus in the soil. Besides being an excellent soil restorer and a valuable addition to our leguminous plants, it is of enormous value to the stock raisers as a supplementary crop for fattening cattle.

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We do not go Hunting "Greens" in the Spring, for Fresh Vegetables fr

GREATEST RICE PRODUCING SECTION IN AMERICA.

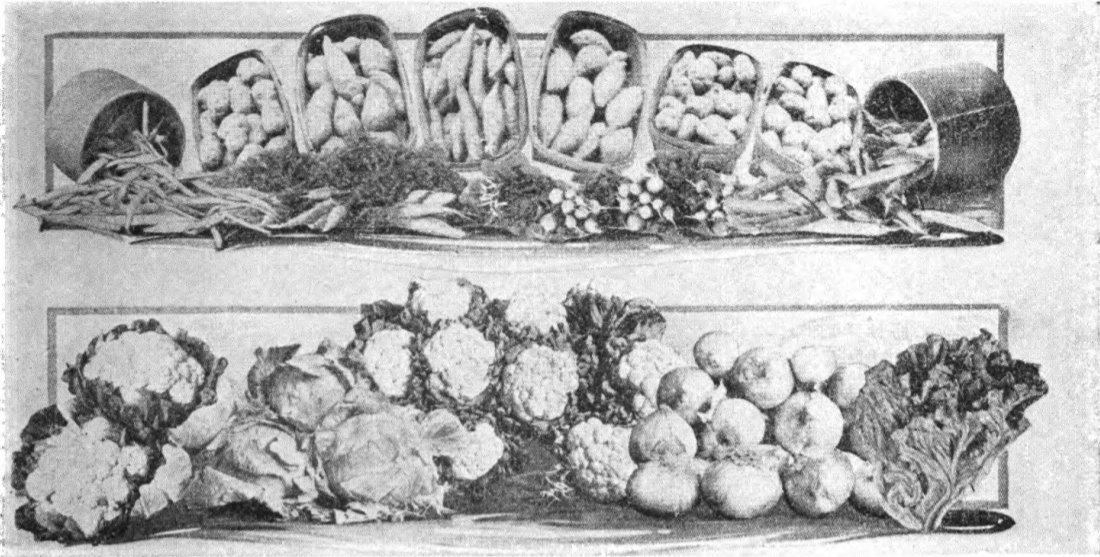
SOUTHWEST Louisiana is situated in the very heart of the best rice area in the South, and, indeed, in the world, and with the coming in of more careful, conservative methods of raising this cereal, the future of this industry rests upon a very secure foundation. It is a conceded fact that with careful management and reasonable equipment, no agricultural pursuit promises so large and immediate returns upon money invested as the culture of rice.



Threshing Rice in

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om the Field Have Taken the Place of Pork and Corned Beef all Winter.

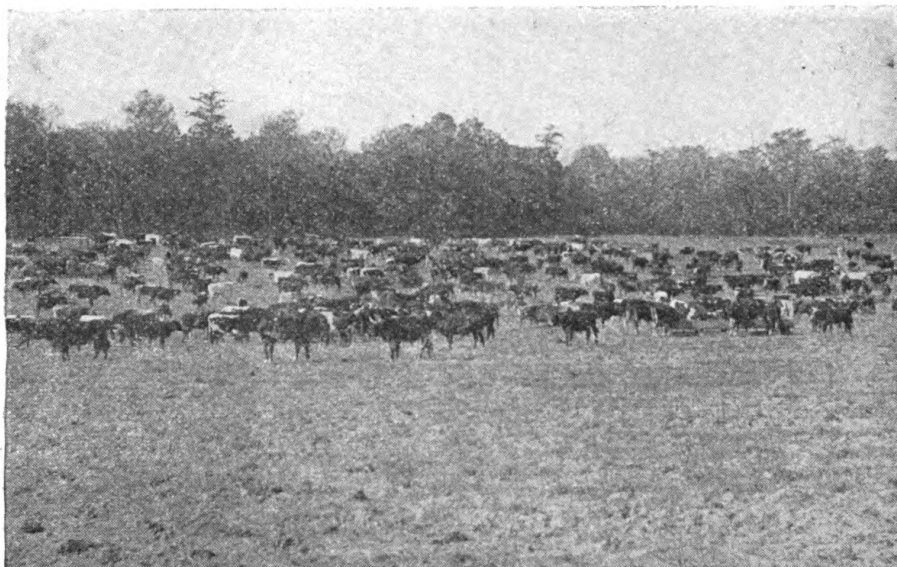
The price of land is comparatively cheap, and with the incoming of progressive farmers, who will use modern methods and machinery in the production, untold wealth lies in our vastly fertile fields.

The usual methods pursued in the cultivation of rice are to have the lands well broken with riding plows and pulverized with large harrows, and the rice seeded with broadcast seeders or drills. After germination the fields are flooded and the water kept on them until the rice is nearly ready for harvest, when it is drawn off and the fields permitted to dry. When dry, the rice is quickly harvested with self-binding reapers. Steam threshers convert the rice into marketable form (rough rice), which is sold to one of the numerous mills of the



South Louisiana,

Louisiana for the Settler.



The Luxuriant Growth of Rich and Nourishing Grasses, Mild Weather that Makes Health and Growth in the Animal, are the Factors that Make South Louisiana a Great Stock Growing Section.

State, where the finished rice of commerce is prepared with the accompanying by-products, "rice polish."

Any man who can raise wheat can raise rice. Land can be bought cheap in this section of Louisiana, land that will pay for itself the first year, as many who have come here and used modern intelligent cultural methods will attest. Land in this section can be bought for from \$20 to \$50 per acre. The time is not far distant when land in this section will bring more money than land in Illinois and Iowa, worth now from \$175 to \$250 per acre, and will earn five per cent. more for the owner.

A WONDERFUL COUNTRY FOR FORAGE CROPS.

STAPLE products of the South—peanuts, beans, cowpeas, lespe-deza, alfalfa—all grown here, makes excellent pasturage. Louisiana presents favorable conditions for the development of a great diversity of forage and hay crops. Red clover thrives on the better types of soil; crimson clover does well on the thinner, sandier types of soil—especially the cut-over pine lands. Soy beans, cowpeas and other legumes may be sown as secondary crops following an earlier crop, such as corn or cane, and produces a large quantity of forage having very high feeding value. Either crop will produce from one and a half to three tons per acre of cured hay.

Bermuda grass thrives in every portion of the State and furnishes the best of feeding grass. The native carpet grass also makes excellent grazing. These two grasses mixed with white clover and some of the best clovers make almost perpetual pasture on the better types of soil. Some of the cultivated grasses, such as red top and rescue grass, do moderately well in some soils. Lespedeza is an excellent hog and pasture plant—with Bermuda grass it produces a splendid stand of permanent pasturage and will increase the carrying capacity of them 25 per cent.

The Bermuda grass furnishes pasturage practically the entire year. It puts just as much gain on beef cattle, produces just as much

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Louisiana for the Settler.



Green Fields All the Year Mean a Good Herd. The Live Stock and Dairy Possibilities Here are Wonderful.

milk from the dairy cow, and pastures hogs better than the Northern Blue Grass. If white clover be sown with the Bermuda grass the land can be pastured 10 or 11 months in the year. It nourishes on old fields and can be made to cover with a carpet of green all the waste places of the farm. It will be found on every well managed farm in Louisiana.

HIGH FEEDING VALUE OF LESPEDEZA.

LESPEDEZA, grown for hay, provides a heavy, profitable crop. Under favorable conditions the plants grow to a height of 12 inches, often 18 inches. When thickly grown the plants grow upright and yield often exceeds two tons an acre. Locally the people call it Japan Clover. It is a member of the clover family and has all the soil-enriching qualities attributed to the legumes. It is an annual, but after being cut or eaten down by the stock, it readily re-seeds itself, and appears stronger the second year, without planting. It is usually sown with oats. After the oats are off, the Lespedeza takes on quick growth and makes a bumper crop of hay. Its feeding value is high.

GRASS IS KING.

THE first and the most important reason why the Gulf Coast of Louisiana has attained such an enviable reputation as a producer of all vegetable products is natural conditions—climate and soil. Grass is king in South Louisiana. Grass is green and growing every day in the year. The natural grass, and the grass that is sown for hay, grows so luxuriant, so rank, so rapidly, that it has been found best by dairymen to pasture the grass until about April first in order to prevent the growth from being too heavy for hay. And then, if the grass is to be cut for hay, the farmer will count on from two to four tons per acre, besides having the use of the pasture for grazing through nine or ten months of the year. Sometimes the

Louisiana for the Settler.



Figs and "Punkins." Pork Means Plenty to the Farmers Who Raise it in this Country.

farmer will cut his hay from the very lot where his cows are being pastured day and night.

Louisiana, according to United States Department of Agriculture statistics, produces the largest amount of hay per acre of any State in the Union, except two or three of the Western States where irrigation is practiced.

COWPEAS—THE CLOVER OF THE SOUTH.

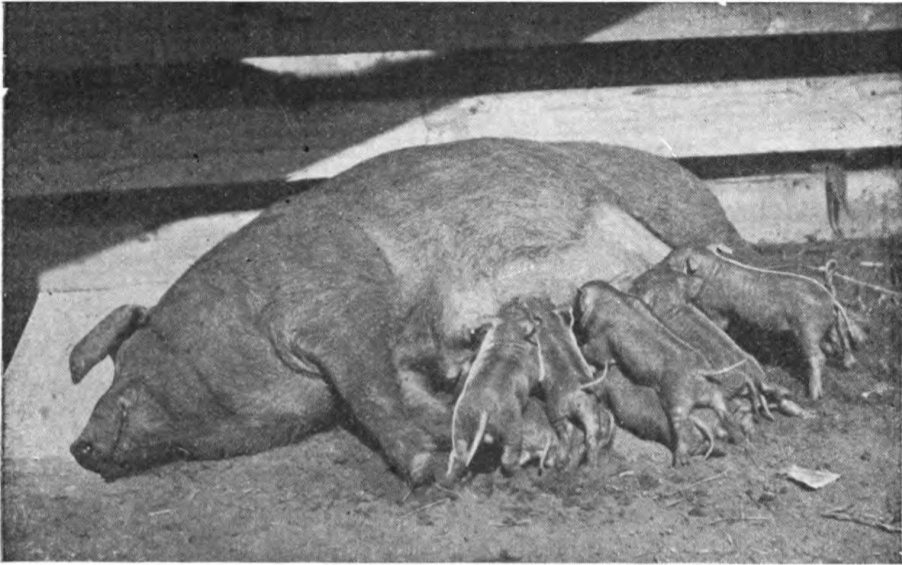
COWPEAS is the natural clover of the South. It is the greatest builder up of the soil known, besides having no equal as hay. Stock relish peas and cattle and hogs thrive upon the vines. Planted either with or without cultivation it yields as big crops as 2 to 5 bushels. Shell peas are worth \$2.50 a bushel—and from 2 to 3 tons of hay are not unusual yields. When used as a pasture, farmers save expense of harvesting. Land upon which cowpeas has been grown will produce excellent crops of corn or cane, for this clover of the South has the incalculable value of restoring nitrogen to the soil. Soy beans do well on our lands and have been found very profitable. Vetches sown in the Fall have given good results, making rich hay and good pasture.

LOUISIANA GROWERS PLANT IRISH POTATOES IN JANUARY.

IRISH potatoes produce, according to methods of cultivation, anywhere from 150 to 400 bushels. Frequently a second crop is grown from which seed is saved for the Spring crop. The Spring crop is usually planted in January and February and harvested in April and May. Too much stress cannot be laid upon the importance of sweet potatoes as a South Louisiana crop. They are one of the first money-getters, yielding from 100 to 350 bushels, and thrive best on new ground.

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Life's Beginning. Their First Breakfast.

GULF COAST LANDS WILL PRODUCE PORK ECONOMICALLY.

HOGS can be grown in South Louisiana, where green feed can be fed the year round, for from $1\frac{1}{2}$ to 3 cents a pound, live weight.

The way hog raising has been made profitable in Louisiana is to graze on pastures especially prepared for them, supplementing from time to time the green food by a small grain ration. Here in the Gulf Coast country, where green stuff can be given the whole year, pork can be produced for from $1\frac{1}{2}$ to 3 cents a pound, live weight.

Corn fed hogs cost 5 cents a pound to raise when fed to corn alone when it is worth 50 cents a bushel, and 7 cents a pound when corn is 75 cents; that is, a bushel of corn will make ten pounds of gain, live weight, when carefully fed to thrifty hogs. This agrees with the results of experiment stations. However, investigation will prove that corn fed on the cob will give nearer seven pounds than ten to the bushel.

Some of the South Louisiana winter crops of value in hog feeding are oats, rape, rye, vetch, bur clover, crimson clover and chufas. Peanuts and sweet potatoes are recognized as great factors in fattening and finishing, and where sweet potatoes are planted and the hogs allowed to root for them they are probably of as great value as corn.

GREEN FIELDS MAKE GOOD HERDS.

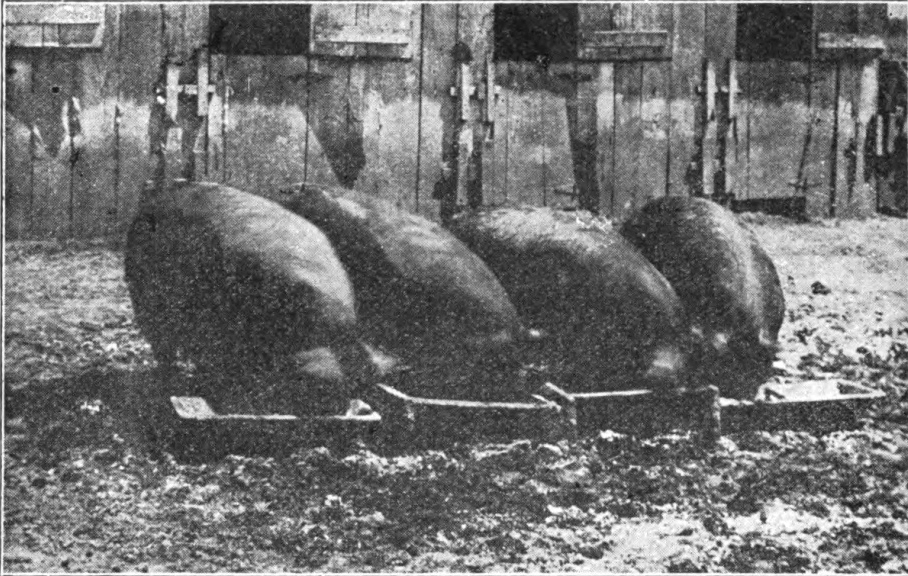
The Safest Place in America for Stock Raising.

THE inspired J. J. Ingalls said: "Forests decay, harvests perish, flowers vanish, but grass is immortal. It yields no fruit in earth or air, and yet, should its harvest fail for a single year, famine would depopulate the earth."

It is difficult for dairymen of the North and East, accustomed to blue grass and timothy pastures and to red-top and clover meadows,

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Louisiana for the Settler.



With the Mild Winters, Cool Summers and Abundance of Green Feed, Berkshire Hogs Gain from One to Two Pounds a Day in South Louisiana.

to understand how it is possible to carry on the dairying business successfully in a country with a semi-tropical climate, and where tame grass pastures and meadows are practically unknown.

You have read of the abundant native pasturage of Lespedeza, Bermuda grass, millet, cowpeas, velvet beans, etc. In addition to these native grasses, dairymen in this section use a combination of cottonseed hulls, cottonseed meal and corn in about equal parts, at a cost of about ten to fifteen cents per day for each cow, and with excellent results. The abundance of cottonseed meal in the South offers a happy solution in securing a sufficient amount of protein to supply the heavy demands made on a dairy cow in the production of milk. Cheap and abundant fodder crops can be grown with comparative ease to supply the more bulky part of her ration.

During winter here farmers pasture cattle on velvet beans, and on oats planted in November or December. Compare this with your own locality. Here expensive housing is not at all necessary and the herds graze the entire year. This is a decided advantage over the Northern dairyman, whose cows, during the Winter season, instead of pasturing in the open air are shut up in close basements and fed upon ground feed and dry hay. Cattle require less care, and feed is produced cheaper here than in other sections. Cash markets with good prices await your dairy products and the Southern Pacific Railroad is ready and anxious to haul your milk to the city.

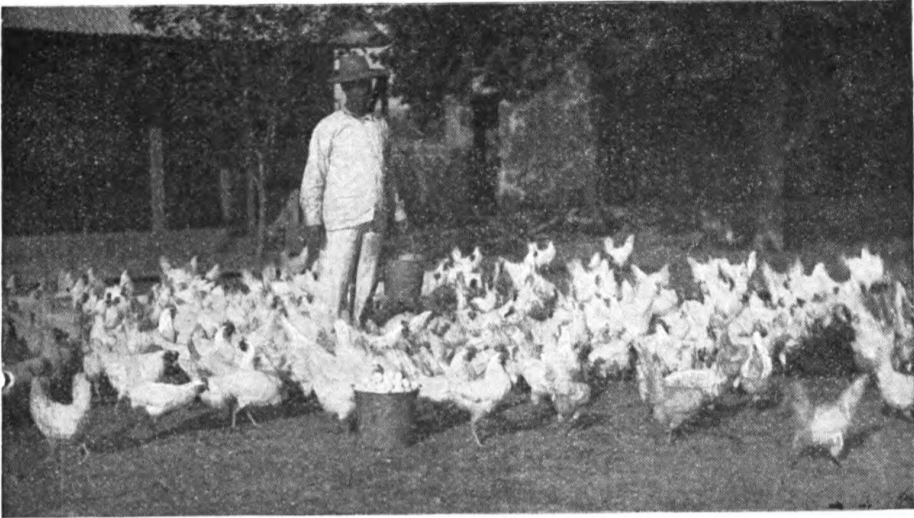
Milk wholesales here at from 18 to 25 cents per gallon and can be produced, according to local dairymen, cheaper than in any other section. This section can be made to supply the Crescent City with a great part of the fresh milk and cream now used, but the creamery industry is not yet large in the South, for the reason that few communities have a sufficient number of cows to make it profitable.

SHEEP THRIVE HERE.

LARGE flocks are to be seen about almost every farm house, the little animals seem to be especially thrifty. They are free from many of the ailments, if proper sanitary precautions are taken, which handicap the sheep-raising industry in the North. It is an

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South Louisiana Climate Is Just Right for Chicken Raising. They Bring in the "Easy" Money Down Here.

ideal place for producing early Spring lambs, for which the big city markets are begging. Ewes drop their young late in January and early in February and these lambs are ready for shipment in April and May. By selecting earlier breeding types the lambing season could be advanced and the South Louisiana farmer could get extra fancy prices for his stock. The opportunity for sheep raising is one that should be investigated by any one who is the least interested in sheep. With all of these advantages the fact must be borne in mind that Louisiana's census shows less than 200,000 sheep in the State, so there is a great opportunity in raising sheep. Two clippings can be had in one year.

PEANUTS ARE GROWN AS A SECOND CROP WITH GREAT PROFIT.

PEANUTS, too, are receiving more attention than ever throughout the entire State of Louisiana. This is due to the fact that the factories are calling for a greater supply, and, as these factories are scattered through the entire South, the culture of peanuts has become one of great importance. The prices received for the peanuts range from 75 cents to \$1.00 per bushel of twenty-eight pounds. The oil in the peanut is found to be of varying quality, and commands various prices.

Peanuts will make a crop when planted after a crop of oats or after early potatoes are gathered. It is a legume, the same as alfalfa, clover or cowpeas, and the soil is made more productive by their planting as a second crop. The method of tillage is the same as that given corn.

As a feed for beef and dairy cattle and for growing hogs, the peanut cannot be excelled. Many farmers declare they are making \$50.00 an acre from their peanuts by feeding them to stock.

There is a growing market for the peanuts by the manufacturers of candy, butter and oil, not only in the South, but with the merchants of the North.

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SUPPORTING TWO COWS TO THE ACRE.

THERE are many instances on record in South Louisiana where the cows of individual dairymen have made as much as \$100 per cow per year. There are records that have gone as high as \$130 and more per cow per year. Earnings of from \$80 to \$90 per cow per year are very common. A great many of the dairymen of the Gulf Coast country of Louisiana raise all of the feed that they use, hence the percentage of net profit is large. The fertile land of this section, when used to its best advantage, will almost support two cows to the acre.

GOOD WATER NECESSARY FOR LIVE STOCK.

GOOD water and plenty of it is an essential consideration wherever stock growing is carried on with success. On South Louisiana farms stock enjoy an abundance of the purest water, which is carried in pipes laid on top of the ground to barns, barnyards and fields.

Dr. Wm. C. Stubbs, former Director of the Louisiana Agricultural Experiment Station, and one of the best posted agriculturists in this country, makes the following statement:

"Nowhere on earth is there such an abundance of running water as in the Southern States. Indeed, the water supply for stock throughout the South may be considered nearly perfect."

ALFALFA.

AHMED, the Bedouin, loved his horse. The beautiful bay mare, by her fleetness of foot and soundness of wind, had many times carried him to safety when beset by tribal foes.

Ahmed watched her every move; he anticipated her every whim; he studied for her every need.

After browsing near the desert spring, feeding upon the succulent green plant with the triple leaf, the mare, Zadeh, was fleet of foot and seemed possessed of all the stamina of all her ancestors.

Quickly appreciating the food upon which his beloved mare thrived so well, Ahmed called it "alfalfa," meaning "the best forage."

Alfalfa is an old, old crop. Originating in Asia it was passed on to the Greeks and Romans. The seed was introduced into this country as early as 1793. Having been brought from Lucerne, Italy, it was called Lucerne.

It is a dual-purpose plant. Rich in digestible protein, it has a greater feeding value than any other forage. Gathering nitrogen from the air, its deep growing, hollow roots draw lime, potash and other minerals from the lower soils, enriching the field.

It has been proven beyond the shadow of a doubt that alfalfa can be successfully grown. For quite a number of years farmers have been growing alfalfa, cutting seven or eight times a year and getting a yield of three-fourths of a ton to each cutting. It is seldom that alfalfa sells for less than \$18.00 per ton and as high as \$22.50 per ton in all parts of Louisiana.

An experimental field in this section was cut nine times in one year, and yielded a ton per acre at a cutting. Other fields of alfalfa on this farm were cut on an average of eight times a year with an average yield of a ton per acre at each cutting.



A Six Months Old Fig Orchard on the Long-Bell Demonstration Farm at Bon Ami.

FIGS ARE EASILY CULTIVATED AND THERE IS NO SUCH THING AS A CROP FAILURE.

THE Magnolia fig originated in and is perfectly at home in the country adjoining the Gulf of Mexico, where it thrives and is being grown with large profit. Abundant crops are produced without much care or attention and there is never such a thing as a failure in the crop. Unlike other fruit, such as the apple, peach and plum which have a fixed blooming time, a period often limited to from 10 to 14 days, the "set" of the fig fruit is spread over a period of practically seven months.

The growing of figs for preserving purposes has been on the increase the past decade, and there are large canneries in the South that take all the figs obtainable. The demand exceeds the supply and the growers receive good prices. Preserved figs are almost unknown in the Northern markets; the only figs found there are the dried. It only requires the introduction of the preserved product in the North to create a good market. A combination fig and orange grove is highly desirable and may be secured without loss of revenue from the land. Truck and vegetables grown between the trees pay handsomely and benefit the growing trees by constant cultivation.

About 200 trees can be planted to the acre and from three to five-year-old trees will average a crop of 30 to 35 pounds of figs to the tree. They begin to bear the first year after planting, bear fairly well the second year and about the third year yield a money revenue of \$100 to \$125 per acre. If the orchard is convenient to a large city where they can be sold fresh much higher prices can be obtained. As figs cannot stand long distance transportation a cannery is needed to preserve them. Figs will grow well on all sorts of soils and can be started from cuttings. A farmer with a small fig orchard and a home cannery can make a larger profit on this fruit than on any other.



Corn and Oranges Side by Side.

LOUISIANA SATSUMA ORANGE READY FOR MARKET IN OCTOBER.

GROWERS who planted Satsuma oranges in Louisiana two or more years ago now have orchards which average over \$500 as a steady income. In almost every yard along the Gulf Coast of Louisiana one sees orange trees. The Satsuma has many claims to popular favor, as it comes to maturity quickly and is hardy and will withstand a low degree of temperature. It is small, but is uniform in size and stands shipment well. There are other varieties that grow here, among which is the "Louisiana Sweet"—the most delicious orange grown anywhere in the world.

SUGAR LANDS OF SOUTH LOUISIANA.

SUGAR cane is one of the heaviest and highest priced crops in this country. It is a remarkable fact that Louisiana, though outside of the tropics, ranks fourth among the sugar cane producing countries of the world, and has 241 sugar houses, mostly equipped with modern machinery.

In Bulletin 78 of the Bureau of Agriculture and Immigration of the State of Louisiana, Baton Rouge, La., you will find the statement:

"Sugar cane is the tropical giant of all grasses and is the most valuable crop grown in American Agriculture. A crop failure is unknown."

Louisiana produces over 74 per cent. of all sugar cane grown in the United States. Our South Louisiana land is particularly adapted to the growth of sugar cane; it is a highly profitable and sure crop. The crop is seeded once in three years by placing stalks laid flat lengthwise underground. The first year's crop is about 30 tons per acre and it will average at least 20 tons per acre for three years.

When you visit this section of Louisiana you will find on all sides, and within easy reach of every acre of your farm, modern sugar cane mills, the owners of which are anxious to contract with you in advance at a liberal price for every ton you raise—so you have your market at your very door.

Prices are based on the price of sugar on the New Orleans Exchange, but with a minimum guarantee of \$3.00 per ton at your farm—while the average price paid is \$3.50 per ton.

NEW SETTLERS SHOULD GROW STAPLE CASH CROPS ONLY.

WHEN a man contemplates moving into a new farming community his first protective precaution should be to familiarize himself with the **cash crops** of that community. In appraising the Gulf Coast of Louisiana, with an eye to a future home and a better fortune, the Northern farmer may count with **absolute certainty** upon five money (cash) crops—corn, cotton, cane, rice in certain sections, and truck and fruit in neighborhoods where selling associations are formed. They are standard crops and can be turned into money.

It is risky for a new man in any community to celebrate his advent by planting crops which are not strictly cash-on-the-spot products of that neighborhood. The reprehensible policy some land agents have of not only misrepresenting the crop capacities and possibilities of their lands, but of recklessly encouraging new settlers to abandon certain cash crops for the hazardous \$500.00 per acre crops, is at the bottom of all failures which some new settlers make. On a Gulf Coast farm you do not have to take chances with fancy crops. Stock can graze the year around, some crop may be produced every month in the year, and there are many proven crop rotations which produce sure cash returns each year.

SOME THINGS YOU MUST LEARN.

IT **DOESN'T** pay to raise things to suit your fancy altogether. Raise things to suit the buyer's fancy. Try to raise the things that no one else will have and that every one else will want.

Give good measure, but make the customer pay well for what he gets. Never cut prices because some other fellow is running around selling cheaper than you are. Don't worry; the man who sells too cheaply will soon go out of business anyway.

People buy with their eyes, and high-colored fruit and large perfect vegetables always sell better.

Don't overrate anything; rather underrate it. Then you can sell to the same person day after day.

ARE YOU THINKING OF YOUR CHILDREN?

DON'T think entirely of yourself; think of your children. South Louisiana is really a land of genuine opportunity, and if you have any idea of transplanting yourself and family, give it careful consideration. We, and not our children, are responsible for where they shall be born, educated and settled. Where shall it be? The boy and girl cannot determine. Why not select some Gulf Coast Parish?

Isn't there more to life than making money? There are no street corners on the farm. Here you have plenty of outdoor life and plenty of rich, nourishing food—both so essential to the growing child.

Arthur Brisbane says: "At whatever cost, by whatever sacrifice, take your children, take yourself into the country. Get away from the noise, the stores, the microbes, the dullness. Let your children see the sky—that wonderful, ever changing picture that Nature spreads before her children."

Louisiana for the Settler.



Does This Kind of Living Appeal to You? A Louisiana Planter's Home.

FARM COMFORTS—CITY COMFORTS.

HAVE you ever realized the comforts you can have in your South Louisiana farm-home? You can have a system of acetylene and blow gas lighting, furnace heat, bath rooms and lavatories with hot and cold water upstairs and down, sewer system and household labor-savers—washing machines, a heated mangle, stationary tubs, drying rooms and vaccum cleaners.

Of course, you can still "pioneer." But you can have almost everything in your farm home that you now enjoy in the city—the telephone, rural free delivery, the daily newspapers, trolley lines, and the rural high school. Never thought of this before, did you? When you thought of that farm you were going to buy the lack of these things made you hesitate, didn't it?

THE FARM HOME.

THE term "home" as applied to the farm, stands for more than a mere house to live in and shelter for the live stock. It embraces everything that enters into the comfort, enjoyment and satisfaction incidental to farm life. No reason exists why the South Louisiana farmer may not enjoy practically all the comforts and conveniences that are available in cities. It is all a question of capital and labor. It goes without saying, that the prudent farmer starting in this country with limited capital, will provide only absolute necessities to begin with. He should, however, foresee the day when he is able to provide for himself and family surroundings and accommodations in keeping with his prosperity. There are any number of farm homes in South Louisiana to-day which are fitted with all modern sanitary conveniences, lighted with gas, and offering the same comforts and conveniences usually found in high class city residences. Such a home will easily be within the reach of every hard-working and level-headed farmer who possesses sufficient capital to make a fair start.

However important the business side of the farm may appear, it is not more important than the creation of an attractive and com-

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Louisiana for the Settler.

fortable home, surrounded by tasteful grounds and garden and sheltered by beautiful trees and shrubs. In other words, a home where the boys and girls will be satisfied to remain. The besetting sin of the average settler is his disregard for surroundings. Every settler should make up his mind to create not alone a prosperous farming business, but also a tasteful and comfortable home. His common sense will indicate the time when he can afford to invest a part of his capital in the latter.

It is an absolutely safe statement that 75 per cent. of settlers commit serious mistakes at the very beginning in laying out their buildings. Everyone should have a crude picture in his mind's eye of the home and surroundings he will ultimately create for himself. He should then erect his initial building with a view to the ultimate completion of his plan. No matter how trivial any permanent improvement may be, it should be so placed and so constructed that it may ultimately form part of a well considered whole. The shack may be designed to serve as granary or workshop at a later period. If so, it should be located where this building will be most convenient and least conspicuous. As years pass by buildings will be added. The site of each should be carefully considered. It takes money to move and rearrange existing buildings. The placing of the first house and stable at the most convenient place that suggests itself, without any regard to future requirements, can only result in an unsightly and inconvenient arrangement of the homestead, of which the owner will always be conscious and which will require considerable outlay to change.

It is not the intention to encourage settlers with small capital to make immediate and large investment in buildings that are not essential to successful farming during the early stages. Such would be folly. It is also realized that for a few years the ordinary work of the farm will perhaps not admit of any large scheme of tree planting and ornamental gardening. The wise settler will, however, realize the economy incidental to working towards a well-considered arrangement of buildings and will not overlook the importance attached to attractive and tasteful home surroundings.

The beautiful home surroundings have much more than simply an aesthetic value. They add very materially to the commercial value of any property. Indeed, in hundreds of cases the appearance of the house, yards and buildings has been the factor that has decided the case for the purchaser in comparing one farm with another. It costs considerable in time and labor to produce a beautiful home, but both time and labor are amply repaid in dollars and cents, as well as in personal satisfaction and home comfort.

WATER CONVENIENCES.

Good water is of prime importance on every farm, both for household and stock purposes. If it is possible to secure a farm on which there is a living spring, near which the house and barns may be conveniently located, or if such a spring may be piped into the house, milk house and yards, it produces almost ideal conditions as far as a water supply is concerned. The next best thing is an artesian well. The vast majority of farmers have, however, to draw their water from a well by means of a pump. Where this is so it will pay the farmer in most cases to install a windmill. With such power it is then possible to provide a supply tank in the attic of the house or in an elevated tank outside which makes all modern household conveniences possible. The water may then be piped to the dairy house and thus a constant supply is on hand for cooling milk and



A New Pea Field.

cream. From the cooling tank, the water may run to both horse and cattle drinking troughs. Every effort should be made to provide a convenient supply to pure water, in sufficient quantity, for use of both man and beast.

THE VIRTUES OF PAINT.

Each individual has, of course, his own idea as to color, but a general color scheme including all buildings should be adopted. In this connection it might be well to point out the value of paint. Many people leave this very important feature for several years, and by that time the lumber has become so checked that it requires double or treble the paint, and the effect is not as lasting. It is generally understood that a good coat of paint is worth three times its value in the preservation of the building against weather, and the easiest and best time to apply paint is as soon as the building is completed or during completion. No amount of labor in fixing up lawns, yards, or trees can take the place of a good coat of paint applied to all farm buildings.

FARM FENCES.

The appearance of the fences and gates about a farm add much to its attractiveness. It is generally a good plan to have a woven wire fence of some neat pattern in front of the grounds that surround the house. This does not necessarily need to be an expensive fence. Something simple and neat will do quite well. The front gate should, of course, match the fence.

Some strong rather tightly woven wire fence should surround all stock yards, and it is generally a good plan to surmount this with a single strand of barb wire. This will prevent the horses, etc., rubbing their necks along the top of the woven wire, and thus slacken it. Frequently a nice effect may be produced by painting the front fence and gate posts or whitewashing the same. All wire should be stretched tight and no breaks should be allowed to remain unrepaired.

SALT, SULPHUR AND OIL PRODUCTION.

SALT, sulphur and oil are the principal minerals found along the Southern Pacific-Sunset Route in Louisiana, although extensive beds of gypsum have been discovered, but not worked. Immense are the operations in salt mining at Week's and Avery's Islands, where the salt deposits outrank in thickness and purity any known on this continent. Enough salt has been discovered along the Southern Pacific-Sunset Route in Louisiana to supply this country for all time to come. Add to the great extent of these salt deposits the remarkable purity of the salt and the ease with which it can be mined, and its great value to the State cannot be estimated.

The richest sulphur mine in the world is being operated at Sulphur City in Southwest Louisiana. From borings made by the company operating the mine, at least forty million tons of sulphur, 98 per cent. pure, underlie their lands.

The existence of oil in Southern Louisiana has been known for the past fifty years, but no special attention was given the subject by scientists, oil men and capitalists, until about 1901. There are several producing fields along the Southern Pacific-Sunset Route in Louisiana—the Vinton field in Calcasieu Parish, the Welsh field in Jefferson Davis Parish, and the Jennings field. The great Caddo field is in the northern part of the State.

LIVE IN THE OPEN THE YEAR ROUND.

SINCE the question of natural healthfulness is the basis of all permanent settlement and development we want you to understand clearly the climatic and health features in South Louisiana. The favorable climate encourages daily life in the open air at all seasons throughout the year. Doors and windows are wide open most of the day and night. This mode of living is commended by physicians as the most health giving, health retaining and invigorating.

The Gulf Coast country has the lowest death rate in the United States.

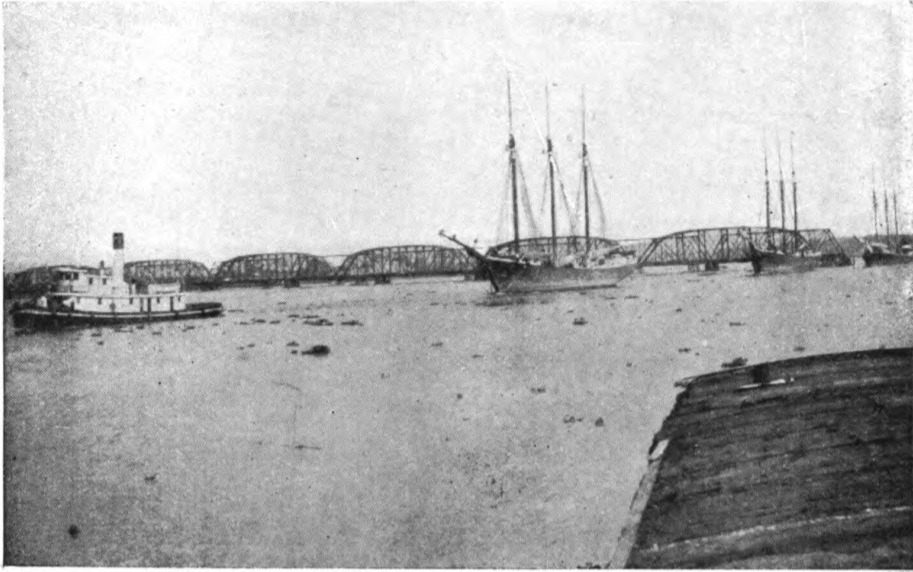
GOOD FARM VALUES HERE.

THE question of real value rests on earning power, and nothing else. Earning power has doubled and doubled, again and again, since those first harsh misadventures in crop-making; so, why shouldn't values have mounted and gained permanence? The future will show that, despite some overfearful misgivings now, our present valuations of these rich, productive acres are too low, not too high.

For remember this: The security is absolute—considered on an investment basis—better than any bond that ever was printed in many colors. Industrial catastrophes have shattered bond values; governments have broken up in business. But, whatever happens, folks have a way of asking their two or three meals a day; and the farm must furnish the wherewithal.

Keep that in mind, and say whether a good acre able to yield, year in and year out, a net dividend of twenty-five dollars or better, with the prices of farm products steadily mounting, is dear or cheap at one hundred dollars. You feel mighty safe, don't you, with your

Louisiana for the Settler.



The Atchafalaya River at Morgan City. One of South Louisiana's Important Waterways. Southern Pacific Bridge.

money on little old four-per-cents? But upon what does the worth of a bond depend save upon the brains behind it? There are no better brains on earth to-day than those of the new order of men who are taking hold of these South Louisiana farms.

A FEW QUESTIONS AND ANSWERS.

WILL your farm in Illinois, Iowa, Indiana or Wisconsin pay for itself this year? Will it earn half its value? Did it ever make even 25 per cent. on your investment? Farms in South Louisiana, under intelligent cultivation, are paying from 50 per cent. and 100 to 150 per cent. a year on the money invested by the farmers. Why should you work a high-priced farm in the North and make clear hardly 6 per cent. under good conditions when you can do from ten to twenty-five times better in the Gulf Coast country of Louisiana all the time?

Why should a man rent a high-priced farm in Illinois or any other State and hardly pay his expenses when the money he loses in rent here will buy the finest kind of farm in South Louisiana, and in one or two years make him a proprietor?

In the great Gulf Coast country of Louisiana your money comes easier, your land is more productive, your crops bring the highest market prices, drouth and crop failure are unknown, you can keep out of debt and gain wealth. **Your farm in five years will double and treble in value**—every year adds at least \$5 to \$10 an acre to its worth—every year produces \$20 to \$50 an acre in cash from the big crop returns.

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