

leans' new construction, its rank as second U. S. port and the balmy seductiveness of the French Quarter often ignore the fact that the city has 900 plants employing 45,000 people who get paid \$235 million a year. Postwar investment in plants has exceeded \$1.2 billion, a figure many northern metropolises would love to claim.

While the industrial complex is highly diversified—everything from aluminum to food and wallboard—New Orleans is especially happy about the eastward shift of the petrochemical industry from Texas.

The water supply moving past the foot of Canal Street equals total daily consumption of water in the nation. The river is 2,200 feet wide at that point, has a bankside depth of 30 to 60 feet and mid-stream depth that gets down as far as 180 feet. An interim channel has been dredged to take traffic to the Gulf, avoiding the winding delta waters. By 1967 it will be widened to permit two-way traffic all the way.

**International Flavor** ■ Among New Orleans projects is an International Center, to be built at river side. Meantime International House and International Trade Mart are providing education and service facilities for foreign businessmen and all dealing in foreign trade.

The city has several advanced educational institutions—Tulane and Loyola

Universities, Louisiana State University in New Orleans, H. Sophie Newcomb College for women and St. Mary's Dominican College. Louisiana State and Tulane have medical schools in the city.

Dillard, Xavier and Southern Universities provide education for Negroes.

New Orleans is profiting from the developing petroleum industries.

Old New Orleans isn't old any more.

## BATON ROUGE INDUSTRIAL CENTER

Rail, barge, ocean commerce carry oil, chemicals

Baton Rouge has transportation coming out of its ears. Facilities for ocean ships, barge lines, rail cargoes and highways abound and the transfer of cargoes from one to another is big business in the capital of Louisiana.

It's where the sea starts. Big freighters ply the 200-plus mile route from the Gulf of Mexico to tie up at Port Allen or some of the private industrial ports. They feed or draw from the industries that line the river. Locally, it's pointed out, the port is the ninth largest in the nation.

A network of railroads accounted in a recent month for 8,000 carloadings, exceeded in the state only by New Orleans. The port has 12 miles of terminal trackage. But ocean ships, barge lines and highways all participate in handling the raw materials used and materials produced at any one site.

Main port facilities are located just south of Port Allen, across the Mississippi from downtown Baton Rouge.

There's a general cargo dock, grain elevator and wharf. Less spectacular are the tieup points for the fleets of barges that move up and down the river, and into the short-cut canal leading to Morgan City on the Gulf, Intra-coastal Waterway, west of New Orleans—a saving of 165 miles of twisting river. At the foot of the steep levee, lying right under the Capitol House hotel and across the riverside Louisville & Nashville Railroad tracks, is the Chotin barge line repair facility and docks.

Any direction you look in Baton Rouge there's a new industry. And up and down river there are such new giants as the \$55-million Ormet Corp. aluminum refinery.

Borden, Morton Chemical, Revere, Allied Chemical—the names are legion.

Market influence is spreading to 350,000 households, among the first 50 markets in the nation.

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\* New Orleans Metropolitan Area, 6 a.m.-6 p.m., Mon.-Fri., Jan.-Feb., 1963  
\*\* New Orleans Radio Audience Index, 7 a.m.-6 p.m., Mon.-Fri., Apr.-May, 1963

**WTIX**

The STORZ Station in New Orleans. 5,000 watts on 690 kc. Represented by: Robert Eastman & Co.

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