Code of Ethics Amendment covers all State employees and elected officials — including the Governor — and prevents the abuse of public office for private gain. This is the most comprehensive legislation of its type in the nation.

Those, in summary, are Louisiana's Right-To-Profit Laws, five constitutional amendments that have brought sweeping, beneficial changes in Louisiana's industrial climate. The Right-To-Profit Laws build upon and reinforce the solid foundation erected over past years by other industrial inducement legislation which remains in force.

Already a variety of industries has moved to take advantage of Louisiana's progressive policies. We are gratified by the results of our industrial inducement program, but we are not entirely satisfied. Rather than sit back and savor our accomplishments, we continue the quest for new ways to make Louisiana foremost in the plans of expansion-minded firms.

RESEARCH AND DEVELOPMENT

This quest has led to the creation within Louisiana of a research and development program designed to be second to none. The work is well under way. Already the Louisiana State Science Foundation, a State research and development agency, is aiding in the establishment of the Gulf South Research Institute, a private, non-profit R & D corporation. When fully implemented, the Gulf South Research Institute will employ the best available scientific and technological talent for the purpose of discovering new ways to use existing resources. It will pioneer in the development of new products and processes, and its staff and facilities will be available to help in meeting the research needs of industries located in Louisiana.

DEPARTMENT OF COMMERCE AND INDUSTRY

Beyond creating and maintaining an atmosphere in which industry can work for maximum profits, the government of Louisiana further serves industry as a source of information and a variety of special services. These essential functions are performed by Louisiana's Department of Commerce and Industry. Under the direction of its professionally trained executive director and with the advisement of a Board composed of prominent Louisiana businessmen and industrialists, the Department is staffed by professionals in the field of industrial development.

These specialists know the needs of industry, and they are equipped to provide all the detailed data a specific industry requires before committing itself to the opening of a new facility. All inquiries are treated by the Department of Commerce and Industry with dispatch, thoroughness, and on a completely confidential, cost-free basis. You will find the Department a ready source of the most recent information on plant sites, transportation, energy and fuel, water, resources and raw materials, manpower, markets, taxes, educational facilities, finance — in short, all the requirements for a successful industrial operation.
The Department, guided by an industry's outline of requirements, will select those Louisiana communities whose combination of facilities best meet those criteria, and furnish a complete demographic and economic analysis of each community. The Department will then arrange to accompany management on a personal tour of prospective location sites and to meet with community leaders. In cooperation with the Department of Employment Security, the Department of Commerce and Industry will help establish manpower screening and testing programs and, with the Department of Education, will establish free training programs to inculcate the particular skills a prospect is seeking. All the range of services provided by Louisiana's Department of Commerce and Industry are placed at your disposal without obligation. The Department invites your inquiries, regardless of how general or how detailed they may be. Your request will be handled by telephone or correspondence, and, should you wish, a member of the Department will meet with you wherever you designate. In all ways, the Department of Commerce and Industry and the several agencies of government with which it coordinates stand ready to serve you.

In outlining the accomplishments of government as they relate to industry in Louisiana, I trust I have made certain points clear. First I hope you have seen that, culminating in the remarkable Right-To-Profit Laws, Louisiana has put forth sound inducements to industrial expansion, inducements which are unmatched outside the State. It should also be noted that, in effect, our industrial inducement is the power of government, so that industry might enjoy greater freedom to pursue its objectives. It is obvious that such a policy of governmental restraint in favor of private initiative will contribute to industrial profits in Louisiana. Indeed, the primary function of the Government of Louisiana, as it relates to industry, is to supply private enterprise with information and assistance.

I hope you are enjoying your "tour" of Louisiana. My only regret is that this tour is merely one of words and pictures. I'm hopeful that it will lead to a real visit by you to Louisiana. At time I would hope that you and I might sit down together and discuss in detail what Louisiana offers to you and your organization. If what you see and read in these pages arouses your interest in the potential for profit in Louisiana, please feel free to contact me personally for further details. I will place my services and those of my administration at your disposal. Now, please continue your "tour" of the Right-To-Profit State.

John J. McKeithen
Governor of Louisiana

It should also be noted that, in effect, our industrial inducement program limits the power of government, so that industry might enjoy greater freedom to pursue its objectives. It is obvious that such a policy of governmental restraint in favor of private initiative will contribute to industrial profits in Louisiana. Indeed, the primary function of the Government of Louisiana, as it relates to industry, is to supply private enterprise with information and assistance.

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John J. McKeithen
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Let's say it's the afternoon of January fifteenth. You're standing on the first tee, surrounded by stately oaks in full leaf. The sun is shining. Four hundred yards away a red flag flutters in the breeze. The temperature has climbed into the low seventies. You address the ball...

Fantasy? Not in Louisiana! January fifteenth is frequently a perfect day for golf in Louisiana. And early April is often right for swimming. Indeed, every month of the year offers many opportunities for life in the out-of-doors in Louisiana.

**CLIMATE**

Climate is one of the factors that sets Louisiana apart from most states, making it a better place in which to live. The State is free from the rigors of winter and even spared the worst excesses of summer. In January, when most of the nation is already growing tired of snow and cold, Louisiana enjoys an average temperature of 52°. In July the average temperature is 82°. The advantages of Louisiana's climate are many: People living and working in Louisiana needn't worry about the hazards of winter driving. (A snowfall is a rarity in any section of the State.) People are healthier in Louisiana. Louisianians have fewer respiratory and circulatory ailments, and they are spared the depression produced elsewhere by long mid-winter days and nights indoors and the monotony of day after day of extreme cold, snow and slush. Children—much to the relief of mothers—are never confined indoors for long in Louisiana. Clothing costs are substantially lower than they are in the north, since a heavy winter wardrobe is unnecessary.
In Louisiana's year-round outdoor climate there is much for people to do in the outdoors. The sportsman is particularly fortunate in the state known as "Sportsman's Paradise". Hunters have a choice of ducks, geese, dove, quail, squirrel, deer, black, wild turkey and fox, to give just a partial listing. The fisherman has his choice of water — river, lake, deep sea — and a choice of fish ranging from bass, bream, crappie and catfish in the inland waters to snappers, speckled trout, mackerel and pompano just off Louisiana's 1700-mile coastline and, further out, tarpon, dolphin, sailfish and marlin.

For families with an inclination for water sports, there is no better location than Louisiana. The State's 7500 miles of inland waterways are made to order for sailors, powerboaters, and water skiers. Those who enjoy sports from the sidelines are also in luck in Louisiana. Louisiana's colleges and universities participate in a full slate of intercollegiate athletics. For sheer excitement, there is nothing comparable to attending a Louisiana State University football game. The Tigers play the football year after year, and the LSU fans are among the most colorful and enthusiastic in the country. LSU's arch-rival, Tulane, also plays a major college schedule, and a football weekend in New Orleans is an unforgettable autumn adventure. Each New Year's Day the Sugar Bowl matches a pair of the country's finest football teams and provides fascinating pageantry. Louisiana hosts two major PGA golf tournaments, the Cajun Classic in Lafayette and the Greater New Orleans Open. New Orleans' two race tracks, The Fair Grounds and Jefferson Downs, provide thoroughbred racing season that lastsmuch of the year. Lafayette will soon open a quarter horse track. Then there is igroge racing, a unique type of boat race that could happen only in Louisiana.

Eighteen state parks offer over 12,000 acres for camping, picnics, and hiking. There are scenic drives within just a few miles of any Louisiana city. An outing in Louisiana can be educational as well as entertaining.

For many authentic examples of American history have been preserved in Louisiana. There are grand old homes to see and visit, ranging from plantation homes to fascinating examples of Creole architecture. The museums of Louisiana contain artifacts from every era. There are battlefields marking both the Civil War and the War of 1812. Cultural events in Louisiana parallel those in other states. In all sections of Louisiana people have access to art, theater and music. Moreover, the prevalence of festivals of all types sets Louisiana apart from the rest of the nation. Besides the famed Mardi Gras celebration, Louisiana holds keetball tournaments honoring the history, art, and several of the State's foliage crops.

Dining is another area in which Louisiana excels. The State's proximity to the sea and its French and Spanish heritage give Louisiana a cuisine unlike any other in the world. Delicacies such as gumbo, shrimp creole, oysters Rockefeller, oysters Bienville, and crayfish bisque can be enjoyed at their authentic best only in Louisiana. It is interesting to note that, for all the excellence of Louisiana's restaurants, dining out is remarkably inexpensive.

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You have the same choice of urban or suburban living, though the cities of Louisiana are more habitable than most cities of comparable size elsewhere. The State's construction boom assures excellent choice of homes and apartments. The cost of education, both public and private, is substantially lower than in most sections of the country. In short, then, Louisiana offers all the advantages associated with American living in general, but goes several steps beyond to provide a still fuller life. Life in Louisiana is enriched by a climate of year-round moderation, by a lively culture and a fascinating heritage, by a natural environment that permits almost every known form of recreation, and by a zest for living that is widely shared by the people of Louisiana.

People work better in Louisiana, because they live better. Just ask some of the people who have had first hand experience with life and work in Louisiana.

"In Sportsman's Paradise", the fisherman has his choice of water—river, lake or deep sea. Louisiana's 7500 miles of inland waterways are made to order for sailors, powerboaters and water skiers. Whether it's ducks on the wing or deer on the run, game is plentiful in Louisiana. A day at the zoo is one of many opportunities for a family outing in Louisiana. College and community theaters bring excellent drama to all sections of the State.
Talk with some visitors
who stayed

When industry first embarked on its present dynamic quest for new plant locations and new markets, studies were made, surveys were conducted. Inevitably, Louisiana came into focus as a potential area for expansion, and before long a migration was under way.

Industries of many types and sizes began to establish manufacturing facilities in Louisiana. They did so for several reasons: resources, land availability, transportation advantages, new marketing opportunities, and many more.

They came, and they prospered. Confidence in Louisiana as an industrial base grew, and the flow of industry to Louisiana — at first a trickle — became a gusher.

As a result, Louisiana now contains within its borders production facilities of a great variety of industries. Their continued and expanding presence in Louisiana is perhaps the best indication of the opportunity for profit which this State offers to modern industry.

Businessmen who have been here and who have measured their experience against the hard rules of productivity and profit are the men best qualified to evaluate Louisiana as an industrial locale. For this reason, the comments of the heads of some of the corporations doing business here are summarized in the following pages for your consideration.
Land is being cleared. Earth is being moved. The eye looks across a landscape in transition.

The very horizon is changing. Everywhere is evidence of the arrival of a new era.

For eons Nature has been waiting. Now man is ready. He’s opened Nature’s gifts and put them to use.

And as he’s cleared the land, so has he cleared the atmosphere of impediments to the new era.

Blessed by a kindly natural climate, he has established a new political and economic climate—an atmosphere where industry can do its work freely and creatively.

Yes, all is ready in Louisiana. The future is in flight. The destination is the prosperity of a people and profits for those who wish to invest in the future in Louisiana.

The opportunity could be yours.

This book is general in nature. Your needs are specific. Therefore, you perhaps have several questions about the opportunities for profit in Louisiana. You may wish detailed information on plant sites, the availability of resources and labor, markets, transportation and all the other elements required for a successful industrial operation. Possibly you are interested in arranging a visit to Louisiana, to see firsthand what the State offers.

All the information and assistance you require will be made available by the Department of Commerce and Industry, whose job it is to answer the questions of industry honestly, factually and thoroughly.

You are invited to address your further inquiries to:

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BOARD OF COMMERCE AND INDUSTRY

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