CROWLEY, LOUISIANA
"RICE CITY OF AMERICA"

Center Of The Gulf South, America’s
Industrial Frontier
State And City Leaders Unite To Invite Industry
To The Rice City Of America

Sam Houston Jones, Governor of the State of Louisiana.

J. Matt Bault, Mayor of the City of Crowley, Louisiana.
CROWLEY

- Has a population of nearly 10,000
- Has a mayorality and council type of government
- Has fifteen miles of paved streets
- Has thirty-six miles of paved sidewalks
- Has a modern sewage system and disposal plant
- Has a centrally located fire department with modern equipment, full-time and volunteer staff, and affords maximum protection
- Has an adequate twenty-four hour police department.
- Has many municipal parks and playgrounds
- Has public swimming pool and golf course
- Has two grammar schools, one high school, and one trade school, with still another high school under construction
- Has a Parish Health Unit and city health department
- Has an assessed valuation of $4,250,000 on a fifty per cent basis of actual valuation
- Has an extremely low bonded indebtedness of only $260,000
- Has a tax rate of only 18½ mills for maintenance purposes and for retirement of the bonded debt

- Has one daily and one weekly newspaper
- Has eleven denominational churches
- Has 300 retail concerns
- Has three modern theatres
- Has two banks and one building and loan association
- Has eleven rice mills
- Has natural gas for fuel and lighting facilities
- Has a Federal Rice Experiment station with several hundred acres of rice under various stages of experimentation
- Has a temperate climate with an average temperature of 62.2 degrees allowing for year round work out-of-doors, thus making for lower construction and maintenance costs
- Has easy access to fishing streams and hunting fields
- Has two modern hospitals
- Has a steady population growth with Federal Census figures showing a 17.6 per cent increase in the last ten years
- Has three main civic organizations, the Rotary Club, the Lions Club, and the Crowley Business Club
Parkerson Avenue taken from the court house and looking south. Avenue is divided by neutral ground as shown in picture.

Main Business street, Parkerson Avenue, Crowley, Louisiana, looking north toward the court house. Large building in foreground is First National Bank building, 7-stories with plenty of office space.

Crowley's new municipal building housing all offices of city administration, public library, office of Crowley Business club, large council chambers and large municipal auditorium.

The City's new and modern disposal plant recently completed as part of a $300,000 sewer extension and improvement program. Plant built to accommodate city of 35,000.
Crowley Has Unlimited Supply Of Natural Gas, The Perfect And Economical Industrial Fuel

Industry's greatest concern, before location of units of production, is securing ample sources of power. Power is the key to increased industrial production, the factor which is a prerequisite to adequate national defense, just as it is necessary to successful peace-time operations. Fuel is power, and natural gas, in unlimited quantities, at economical industrial rates, is considered the perfect industrial fuel. Natural gas as a fuel provides heat for steam and electric power generation, and goes further by creating ideal heating conditions in factories, homes, stores, office buildings, schoolhouses, and hospitals. Wherever heat control is essential, natural gas provides fine precision.

The city of Crowley is located in the middle of this vast system in Southwest Louisiana. It is supplied with gas by a ten inch high pressure transmission line. In case of emergency it can be supplied from the east or the west. And since gas was first turned on to the city in 1931, there has never been an interruption in service. The present facilities are capable of handling many times the volume of gas now being consumed. The local offices of the United Gas Corporation are in a position to offer special rates to new industries seeking a location in Crowley. Officials of this firm are eager to cooperate with city leaders in doing their share to add to Crowley's facilities.

In the past several months, the United Gas System has improved greatly on its system of pipe-lines. They have presented to the Gulf South an interconnected system which carries natural gas from many different fields to many various markets. As a result of its integration, gas can be shifted to widely scattered communities as emergency needs arise. It would be impossible because of this system of interconnection to isolate the city of Crowley from gas supplies. Low gas wells can be immediately filled from reserves hundreds of miles away through the high pressure pipe-lines. In this way, Crowley has at its disposal the entire natural gas reserves of the Gulf South, the region which possesses the substantial portion of the nation's gas deposits. To further increase their efficiency, the United Gas System is constantly on the alert to discover and exploit new gas fields for the benefit of this region.

The United Gas System with its many subsidiary companies is concentrated in the midst of abundant reserves of natural gas, and has constructed a vast network of pipe-lines into a unified and efficient system to supply gas promptly when and where needed throughout the Gulf South, in cities, towns, and rural areas. Through a carefully planned development program, this system maintains full and adequate reserves, not only for present needs, but capable of meeting the requirements for the growth and expansion of new markets. Gas is fed into the system from 74 fields strategically located with respect to the markets served. Their ability to meet expansion is proved in that despite an increasingly large volume of gas sales during the period from January 1, 1930, to December 31, 1940, the company's estimated gas reserves available to the system at the end of 1940 were twice what they were in 1930.

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The city of Crowley has at its disposal a type of fuel that is fully protected, fully adequate, and fully dependable, and is in a position to present to the nation its natural gas facilities to meet the needs of national defense and the industries which must necessarily assume the chief burden of this defense.

This great industrial fuel is only one part of the many facilities the city of Crowley possesses, but because of its many advantages, it must come first in consideration by prospective investors. Crowley is able to handle further expansion with little or no change, and succeeding sections of this booklet are devoted to this fact.
A birds-eye view of Parkerson Avenue shows the main business section of Crowley. The domed building in the foreground is the Building and Loan Association.

The First National Bank Building of Crowley houses several business offices and has ample space for further business places.

First grade postoffice serves Crowley with mail service. Building houses many federal agencies.

Shady streets like the one above line paved roads in Crowley's residential section.
Three major railroads serve the city of Crowley: the Southern Pacific Lines, the Missouri Pacific Lines, and the Texas and Pacific Lines. These three roads present a rail set-up in Crowley that is not duplicated anywhere else between New Orleans, Louisiana, and Beaumont, Texas.

All three of the railroads are of the trunk line class and either serve all points of the United States themselves or make direct connections with other lines serving these destinations. These railroads also have direct connections through these facilities with Canada and Mexico through several different junction points. The facilities are more important in view of the fact that Crowley is directly intermediate to all points east and west, and directly north and south from the Gulf of Mexico to the Canadian border.

Crowley railroads have machinery unloading platforms that are capable of handling units of unlimited weight. The present number more than handles the demand. It would not be necessary to erect others in the face of industrial growth. The three roads also serve the many warehouses in Crowley. There is at the present a considerable amount of available property with railroad frontage. Some of this property already has sidings built, and with the ample space for more warehouses, the railroads will have little difficulty furnishing more siding if needed.

Adequate delivery service is made by the railroads serving Crowley. There is a second morning delivery out of St. Louis and Memphis, a three to three and one half day delivery out of Chicago, and a five day delivery out of points in Wisconsin and Minnesota. A fifth morning delivery is made out of the CFA Territory, which comprises Ohio, Pennsylvania, and neighboring states. Another five day delivery is made from California and intermediate points on the Pacific Coast. Two of the railroads serving this community operate a co-ordinated rail truck service which gives an overnight delivery to and from nearby rail centers.

Crowley represents the only city along the Gulf route from Beaumont, Texas, to New Orleans, Louisiana, with the complete railroad facilities that have been described, and the roads servicing this city stand ready to improve their facilities at any time the occasion demands it.
Crowley holds the unique position of being the only city in Southwest Louisiana with as many as four sources of electric power, which in an industrial investor's consideration must be placed as highly important. Under normal operating conditions, the electric power of the city is furnished by its own generating plant, which is located south of the railroad tracks just a few blocks from the main business section of the city. The Gulf Public Service Company owns and operates this plant, and it has been run efficiently for many years using a cheap source of fuel, making the rates thereby, correspondingly low.

In the event some unforeseen emergency should arise, the city distribution system is so equipped it can be interconnected with a high-line which runs east and west near the city and which is owned by the Gulf States Utilities. The power transmitted through this high-line source is generated from a large plant at Beaumont, Texas, which is only 115 miles west of Crowley. Baton Rouge also has an electric generating plant which transmits power through this same connection and is located only 92 miles east of the city. These generating plants use the interconnected natural gas system to furnish fuel for generating purposes. Twenty-two miles east of Crowley is a powerful booster station.

If this city were placed in an extreme emergency where the above-mentioned three sources of electric power were put out of commission, the citizens are still assured electric facilities in a limited source of standby power which can be sent from the town of Eunice, some twenty miles north of Crowley.

It can be seen readily that the Crowley generating plant, which has handled effectively all electric power thus far, is in a position to supply electricity from independent supplies from the east or west or north. From the standpoint of National Defense Industries, therefore, Crowley has the most dependable and varied source of electric power available in South Louisiana, and is comparable to that of many other larger communities in the entire Gulf South region.

The Gulf Public Service company has for several years been extending special low industrial rates to the many milling concerns of the city, and is in a position to quote excellent rates to investors who are interested in this location for manufacturing purposes. Furthermore, their present equipment is sufficient to handle the electric power needed for a city of much larger size without immediate expansion difficulties.

**WATER SUPPLY**

The industrial water supply of Crowley is the most assured resource the city possesses. It is doubtful that any other location in Louisiana could surpass the surface and underground supply of this section. This fact is boldly indicated in the rice culture of the surrounding area, for without assured and permanent water facilities, rice cannot be grown. Water is the essential prerequisite for its cultivation.

Deep well water can be obtained in abundance at a depth of from 200 to 300 feet with no difficulty at all. Many rice farmers irrigate their crops from this source and between 2500 and 4000 gallons of water per minute can be obtained from twelve inch wells. The entire city and the numerous rice mills in Crowley obtain their water supply from this source.

Other water sources are found around the city in the surface streams. Bayou Plaquemine, a large branch of the Mermentau river, is located less than two miles west of the city limits and furnishes irrigation water for many thousands of acres of rice land. Bayou Plaquemine is a very deep stream and never goes dry, due to the fact that this river empties into the Gulf of Mexico some seventy-five miles away and a more or less constant level of water is maintained in its upper reaches of which this bayou is a part. It is fed by rainfall and therefore the water is very soft and with an exceptionally small amount of mineral content.

The drinking water supply of the city is received from the deep well source and is subjected to periodic checks by the parish and state boards of health. The water has always been found to be free of any contamination and is rated highly by these health agencies. To give added protection to the citizens of the community, an automatic chlorinating device is used assuring a healthful germ-free source of drinking water.