

RUSTON

THE FRIENDLY CITY OF MANY OPPORTUNITIES

Lincoln Parish Louisiana

By Thomas Davis Berry
State Representative

AWAY back yonder in the early '80s a certain man by the name of Russ located a farm in the north-eastern portion of Louisiana in Lincoln parish. Whether this gentleman had the foresight to know that in years to come a thriving, prosperous little city would cover the site of his farm, and that in the year of Our Lord 1926 a handsome brick school building would stand as a monument to progress, over the exact site of his former home, we do not know. What we do know is that the happy, prosperous Ruston of today, with its 6000 souls, walks over many miles of concrete sidewalks and pavements that were once cow paths and pastures, or a tangled wildwood where bear, deer and other wild animals enjoyed their primitive life.

Prosperity Prevails

I shall never forget the bright, sunny morning my train pulled into Ruston. First impressions

of semi-tropical vegetation, endless palms, and endless sand. The general topography of the country is rolling. There are no bothersome mosquitoes in Ruston. It is the second highest point in the state. Plenty of rainfall. And the city furnishes water that is chemically 99% pure!

Ruston is an Educational Center

This is the home of the Louisiana Polytechnic Institute, an educational institution maintained by the state. This college has an enrollment of about two thousand students, and numbers forty-five instructors on its staff. It owns a hundred and forty acres of land and is situated on a bluff overlooking the city. Its many large and modern buildings are advantageously grouped so as to afford

ern in every particular, and the school itself is doing excellent service to the manhood and womanhood of the South. There is, however, one great lack, and that is in the administration building, or rather, the administration building itself. This building is old, out of date; it is not in keeping with the modern newness and splendor of the other buildings. It was erected in 1894 and has nobly served its purpose. However, it is no longer suitable. I do not exaggerate when I say that its interior is very ramshackly. Its corridors are dark and gloomy; the auditorium is not near large enough; the lighting is very poor, and yet the art department is located in this very building. A new wing has been added, that helps, but the old main structure should

through Polytech, without ever a penny's tuition cost to you! Think of what that means in the saving of money and in the restraining home influences which we so badly need nowadays that our coming generations may be trained to the highest standards of true American ideals.

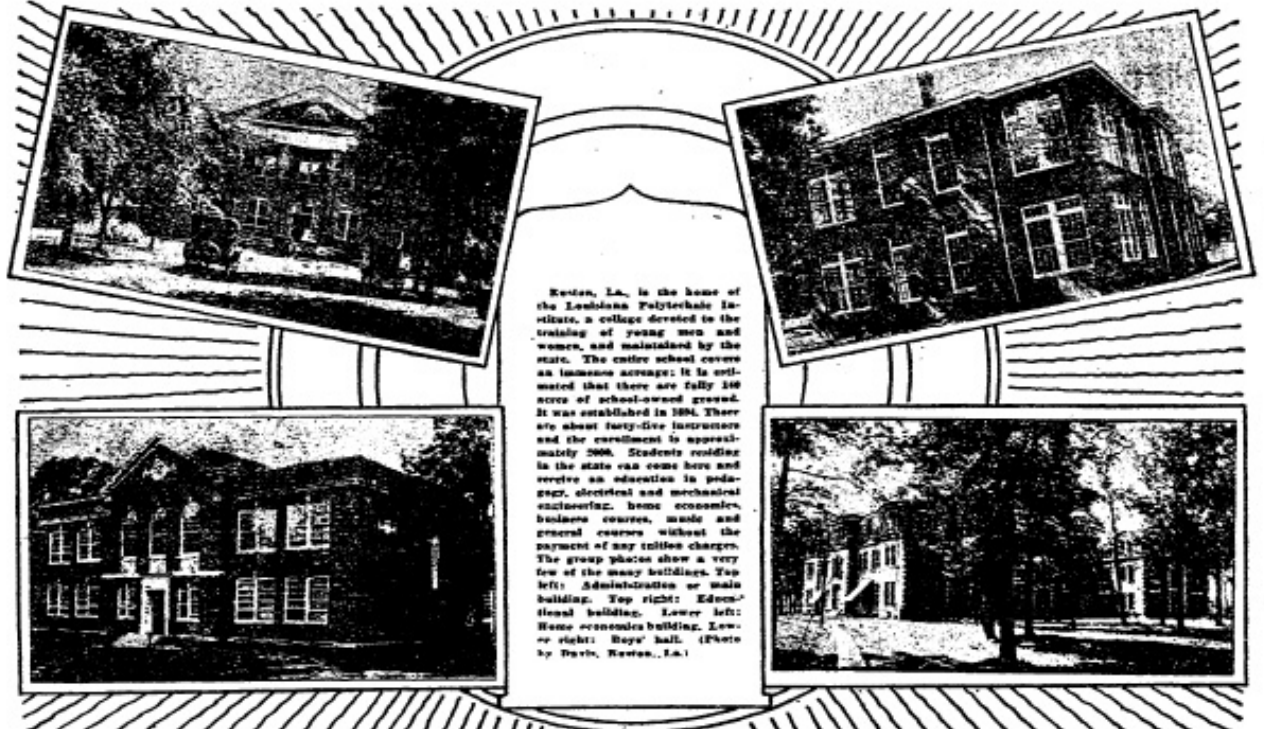
Professor H. E. Townsend, principal and city superintendent of city schools, told me that the total expenditure for school buildings in Ruston runs way over \$300,000. There are 479 enrollments in the high school and 605 in the two graded schools. There are twenty-eight instructors. The high school teaches the full accredited course and offers a course in home economics and a general course. Ruston city schools are said to furnish the highest per cent of school-

on ones on the ground could tell you why.

Ruston has four churches, Baptist, Episcopal, Methodist and Presbyterian. They are said to have larger congregations than any town of like size in the state. Two hundred and fifty thousand dollars are to be spent in rebuilding three of the churches. The Episcopalians expect to spend \$50,000, the Methodists \$100,000, and the Baptists \$100,000; the Presbyterian church already occupies its handsome new home. Each church reports practically 100% attendance. This is certainly food for thought to the non-churchgoers.

A Wonderful Institution

On the edge of town is located the Louisiana Methodist Orphanage, maintained by the Methodists of the state. This institution cares for one hundred and seventy homeless children from the ages of two to twelve. Nor does the child have to be a Methodist to gain admis-



Ruston, La., is the home of the Louisiana Polytechnic Institute, a college devoted to the training of young men and women, and maintained by the state. The entire school covers an immense acreage; it is estimated that there are fully 100 acres of school-owned ground. It was established in 1894. There are about forty-five instructors and the enrollment is approximately 2000. Students residing in the state can come here and receive an education in pedagogy, electrical and mechanical engineering, home economics, business courses, music and general courses without the payment of any tuition charges. The group photos show a very few of the many buildings. Top left: Administration or main building. Top right: Educational building. Lower left: Home economics building. Lower right: Boys' hall. (Photos by Davis, Ruston, La.)

are lasting. Places affect and impress us as do folks. The first impression of Ruston is friendliness and progress; an atmosphere of general prosperity prevails. Upon investigation the stranger finds that there is real progress and prosperity in this little city in the hills of Louisiana. After a few days' stay I learned why Ruston is called "The Friendly City of Many Opportunities." Also I ceased to be a "stranger" after a few brief days, and it is with great reluctance that I find I have to leave this charming abode of true Southern hospitality.

Ideal Climate and Pure Water

In climate Ruston and Lincoln parish are both ideal. There are no bitterly cold winters; the summers are mildly pleasant. One is not bored by the ceaseless monoton-

ousness of the student body. There is an excellent gymnasium and an athletic field where many sport events are held.

The principal courses taught are electrical and mechanical engineering, home economics, pedagogy, business training and music, with a general course that is very complete. Graduates from the engineering courses are holding responsible positions over the length and breadth of the union. Most of the graduates of the pedagogy course are teaching school in Louisiana and the adjacent states. The school draws its student body from Arkansas, Louisiana, Texas and Mississippi. There are no tuition charges to the resident student of Louisiana.

There are some wonderful buildings at Polytech; new, mod-

ern in every particular, and in the rebuilding it should be made to face the city. If every taxpayer in Louisiana could see this old building he would unquestionably advocate a new building. I am not knocking, merely stating facts. The administration building reminds one of the frayed cuffs and soiled collar on an otherwise elegantly dressed gentleman.

Ruston Offers Complete Education

Ruston occupies a unique position in educational matters. You, who are prospective homeseekers and settlers, with your eye on the South as the logical place to make your home, will do well to note the following: You can move to Ruston with your family and give your children a complete education from the grade school, through high school and then

teachers in the entire state! The schools are among the best equipped in Louisiana.

Is Religion Essential to Success?

Roger Babson, the great statistician, says it is, and the greatest authorities agree with him. Whether you believe this or not, try living in a town or community with out churches and see how quickly you want to get away from there. There is said to be less crime in Ruston than in any other city of like size in the South. Certainly statistics seem to support it. There has been only one killing here in thirteen years! There are no dives of any nature whatsoever in the city. A bootlegger here has no more chance than the proverbial snowball; erstwhile undesirable citizens "making big ones into lit-

erature; any denomination is accepted.

To one man goes the credit for the institution's phenomenal success in reclaiming the childhood of the state and converting it into capable and worthy men and women. This man is Dr. R. W. Vaughan, superintendent of the orphanage. Unassuming, quite modest, too much so perhaps to suit some people's ideas, Dr. Vaughan has accomplished that most difficult of things in winning the love, confidence and respect of these homeless children. How did he do it? Just the same simple way the Master did, with love; a love that takes every little child to his heart and makes it feel that Dr. Vaughan is a father and not merely a superintendent.

The orphanage has 230 acres of



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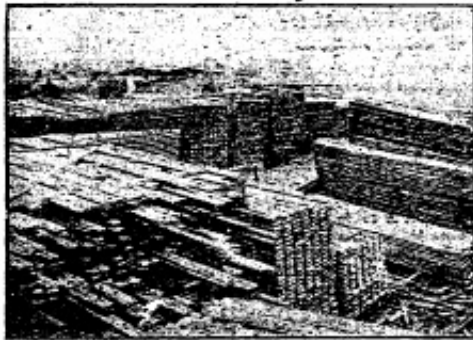
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land, 100 acres of which are in cultivation; there are twelve workers assisting. The children are kept until they finish their college course, and there are at this time many former inmates of the home who are teaching school all over the state. The young child enters kindergarten; from there he goes to the city grade schools and then attends the Polytech. What a wonderful work this is in giving life's opportunities to our unfortunate young, and how blessed is the home to have a man like Dr. Vaughan in charge!

Ruston's Future Prosperity Assured

Ruston is on the edge of the great gas fields, connected with the Ouachita-Morehouse-Union gas fields. Natural gas is plentiful. For this the city has to thank Mr. T. L. James, who was instrumental in bringing it here. Ruston is only 35 miles from the gigantic Sterling electric power plant. It is only a matter of a short while before this power will be directly connected with Ruston. This electric power can be had cheaper than hydro-electric power as it is generated cheaper from natural gas.

The city maintains its own electric plant and waterworks. The rates are very low. There are over 700 telephone connections and 450 gas connections in the city. Ruston has twenty-five blocks of concrete and asphalt paving, thirty-eight blocks of hard-surfaced streets and about fifteen miles of sidewalks. Under the personal supervision of Mayor Moore additional paving is being laid each day. Here's a new



The big lumber companies located in Ruston, La., are offering thousands of acres of cut-over land suitable for farming. The prospective homemaker and investor will do well to get in touch with them. Photo shows a part of the immense plant of the Hodge-Hunt Lumber Company, located at Hodge, La., a few miles from Ruston. Their daily capacity is over 100,000 feet of lumber a day. This firm alone offers 20,000 acres of good cut-over land for sale at very low prices. (Photo by Davis, Ruston, La.)

by the company, the balance rented out. This will be Ruston's first five-story building.

An unique feature of the building will be a clubroom for old men, residents of the city. This will be free and maintained by the company. It is to give the old men a place to "hang out."

This will be the only company of its kind in this section. So strong is Mr. James' belief in the future prosperity that he is planning years ahead for what is sure to come. The company will deal mainly in industrial bonds. The advantage of a company of this kind is plainly seen.

Mr. James is the head of T. L. James and Company, the Debach Lumber Company and is interested in the Ruston Drilling Company

benefit of the city and parish. He is a "go-getter."

Associated with President Henderson, on his board of directors, are the leading business men of the city. Every meeting is fully attended; every question pertaining to the welfare of the city and parish is discussed; best of all, action is always taken, something is



done; there are no idle "talk-fests."

For instance: There is a movement now under way whereby the chamber of commerce will assist the parish farmer in helping himself to become economically independent; the members of the chamber of commerce GO OUT IN THE PARISH and meet the farmer; they work with him. They are doing a wonderful work in cementing a closer relationship between the man in the country and the man in Ruston. Ask the Rus-



ton thought for you: Ruston has a mayor who personally sees to the paving and thereby saves his city the cost of a contractor. It is estimated that the work costs the city fully a third less than it would otherwise!

City Growing Rapidly

Is the city growing? Population figures show it is. The water and light extension has increased 100% in the last three years. Ruston has the lowest tax rate of any town in the state of Louisiana. Here's your future home, Mr. Taxpayer.

Mr. T. L. James, associated with his son, T. L., Jr., B. H. Rainwater and three others, has organized a bonding and real estate company capitalized at \$200,000 to do a general bonding and real estate business in Ruston and this section. They begin soon the construction of a five-story steel and concrete building to cost about \$100,000, the ground floor and part of the second to be occupied

and the Ruston Gas Company. His sawmill operations have an output of 100,000 feet of lumber daily.

A Live-Wire Chamber of Commerce

Co-operation is the keystone upon which the Ruston Chamber of Commerce is building. President A. H. Henderson, a man of wide business experience, and himself a most successful business man, heads this organization. He was fortunate in procuring for secretary a man of unusual attainments. I think that I may say this of Secretary H. L. McKnight without fear of being criticised for undue flattery. Mr. McKnight was for years connected with one of the larger colleges of the South before entering the business field. Since assuming the duties as secretary of the chamber of commerce he has fully demonstrated his ability to make an organization of this kind function to the

ton merchants what that means is increased trade. Ask a certain drug store here that has an annual turnover of \$100,000 of business; if it doesn't help them, and then, just give a thought to this yourself—a drug store in a town of six thousand doing an annual business of \$100,000! Does that sound like prosperity?

Splendid Cutover Lands for the Homeowner

Ruston is the home of four large lumber companies. The Hodge-Hunt Lumber Company, the Wyatt Lumber Company, Davis Brothers Lumber Company, Limited, and the company headed by T. L. James, which I have mentioned before. Now let us see what this means to the investor and settler.

The Hodge-Hunt Lumber Company has 40,000 acres of good cut-over land; the Wyatt Lumber Company has 40,000 acres which they will develop into high grade agricultural land. Davis Bros. Lumber Co., Ltd., also offers 40,000 acres of excellent land. One hundred and twenty thousand acres of cutover land located in Lincoln, Franklin, Richland, Winn, Jackson, Bienville, Natchitoches parishes. Ample farms and homesteads for thousands of energetic, ambitious farmers in the North, the East, West (yes, and the South, too!). I'm not going to recite prices here as I'm not in the real estate business, but I will state that I had acreage quoted to me at a price of what two boxes of good cigars would cost! It's good land, too. Later on in this article I will tell you what this land can do.

One very interesting thing: Mr. O. E. Hodge, of the Hodge-Hunt Lumber Company, informed me of a vast reforestation project his company is undertaking. He and his partner, Mr. J. S. Hunt, who, by the way, is president of the firm, operate sawmills and dry kilns at Hodge, La., about twelve

miles from Ruston. The daily capacity of this firm is over 100,000 feet of lumber. This is one of the very few lumber firms in the entire South that can furnish a cap-load of mixed lumber, pine, hardwood, etc. Lumber people will appreciate this. They buy as much lumber as they produce. The capacity of the hardwood lumber plant alone is 1,000,000 feet a month. They employ 750 men and own their own railroad, which is a common carrier, running from Hodge to Bienville, La., where it makes connection with the Rock Island. Both Mr. Hodge and Mr. Hunt are actively in charge of the plant.

Ten miles south of Ruston is located the immense plant of Davis Brothers Lumber Company, Ltd. Mr. V. M. Davis, of this firm, tells me that his company has a program for development of cutover land that will prove very attractive to the prospective homemaker. Forty thousand acres, some of it cleared, some of it in cul-



tivation; surrounded by good roads—the Pershing Highway runs right through it, as does the Rock Island railroad. It might interest you to know that their cutover land is almost surrounded by developed oil country; some of it is located near the Urania fields. The plant of this firm at Ansley, La., produces 100,000 feet of lumber every day.

Mr. A. H. Henderson is the president of the Wyatt Lumber Company. He says that his company offers forty thousand acres of cutover land located in Franklin and Richland parishes. The sawmill operations of this firm are in Sabine parish, where they have about 40,000 acres. Of Mr. Henderson I will speak later; I want to tell you of a hobby of his that has grown into a real business, and has set an example to the outside world what Lincoln parish can do.

"Yes, Sir, Ruston Has the Money!"

Some people are probably wondering why I am dealing so much in personalities. Why not simply state the facts and leave out any mention of people? Think a moment. People make things; people do things; a city or community is what the people have made



Raising is a profitable business in Lincoln parish. A creamery at Ruston, La., attracts an outlet for all cream and butter-fat produced. Herds can graze in the open from March to December. Cattle thrive in this pleasant climate. Photos show a few specimens from the 10,000 head herd owned by A. H. Henderson of Ruston. Every animal a pure bred registered Jersey. Mr. Henderson breeds with a few head just as a "holby" and now has one of the finest herds in the state. Photo at top shows a few of his herd in his 200-acre pasture adjoining the city. Photo at center, left, shows a "Duchess Lady Bess," a 1925 first prize winner, Jersey and Jersey, at the state fair in New Orleans, and Kansas; was also first prize winner 3-year-old at Dairy Cattle Congress at Waterford, La., 1925; second prize winner, 3-year-old at National Dairy Show at Indianapolis in 1925. This animal was bred and raised in Lincoln parish, Louisiana. Photo, center, right, The T. L. James building, which is under construction and will be Ruston's first skyscraper. Bottom photo shows a typical rotten field in Lincoln parish. This parish produces from 12,000 to 15,000 bales of short staple cotton per year. The bales were grown on a live-oak plot in 1925.



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In life we deal with people first, things afterwards. The first thing you would want to know about any community is: What kind of people are they? Who are they? What have they done? What are they doing? Knowing this I have deliberately picked out the outstanding men who have made and are making Ruston and am trying to give you a true conception of the citizenry of Ruston by these outstanding examples. Let it be said that these men are my "innocent victims," and let my defense be the example of the American Magazine in extolling the virtues and accomplishments of the leading men of our various communities.

Now when I state that Captain E. L. Kidd is the vice-president of the Ruston State Bank it probably means no more to the reader outside of the state than to say that another man somewhere else



Beautiful residential street scene in Ruston, La. (Photo by Davis, Ruston, La.)

tal steel to \$100,000. Its list of past presidents includes such substantial names as J. J. Booles, its

F. E. Monroe, assistant cashier. His board of directors includes such prominent men as W. J. Lewis, A. H. Henderson, D. K. Brown, Dr. W. S. Harrel, J. D. Holland, Judge S. D. Pearce, F. S. Price, P. E. Morgan, John P. Graham, and himself.

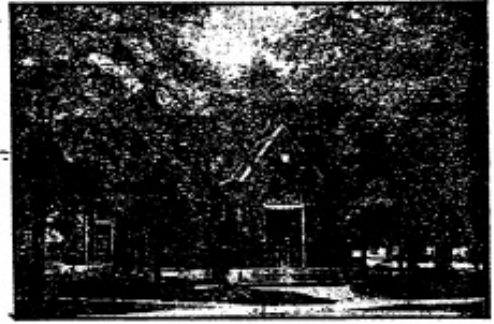
The newly elected president of the Ruston State Bank is Mr. Frank H. Tarver, formerly connected with the Bank of Commerce and Trust Company of Mansfield, La., an active vice-president for over six years.

Mr. Tarver comes to the head of this great institution with a fund of valuable experience and is one of the best known bankers in Northern Louisiana. The writer feels that both the bank and the town of Ruston are to be congratulated on obtaining not only a good banker but a fine citizen as well.

In 1907 this bank weathered the great financial panic with

out of the Citizens' Bank and Trust Company; J. E. Keeny, for the last nineteen years, and until recently, president of the state school; D. James, manufacturer; N. McDonald, prominent mer-

chandise from 12,000 to 15,000 bales a year. Velvet and soy beans thrive; peas, peanuts, watermelon, cantaloupe do well; peaches, pecans, apples and pears yield bountifully. Land can be bought reasonably. There are no "land



Methodist Episcopal church at Ruston, La. Ruston's church attendance is nearly a hundred per cent. (Photo by Davis, Ruston, La.)

chant, and O. E. Hodge, lumberman and capitalist. Under the leadership of these men this bank has prospered and likewise helped Ruston and Lincoln parish to prosper.

The Citizens' Bank and Trust Company has a capital stock of \$50,000, resources of \$350,000, and deposits of \$250,000. Mr. S. J. Heard is president, R. W. Davis, vice-president, and W. S. May, cashier. It occupies a hand-

some building and is the baby bank of Ruston, but growing every day. It is the third answer of "YES! RUSTON HAS THE MONEY!"



One of Ruston's many beautiful homes. People here believe in the home which probably explains why there is a distinct lack of crime here. (Photo by Davis, Ruston, La.)

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Lincoln Parish Promises Prosperity

Cotton and corn are the principal crops of the parish. Last year ten bales of short staple cotton were grown on a five-acre tract. The parish produces an-

mid climate.

Poultry is a new business that is beginning to show great results. T. L. James has begun a poultry farm known as Oak Grove Farm and is raising pure bred S. C. White Leghorns. He plans to make Lincoln parish a poultry parish.

Mr. A. H. Henderson began a few years ago with a few head of pure bred Jerseys just as a



Presbyterian church, Ruston, La. Ruston is one of the most rapidly clean towns in the state. This church cost \$25,000. (Photo by Davis, Ruston, La.)

is president of a bank in another city. But when I add that he is also president of the State board of education and one of the most prominent business men in North-eastern Louisiana, as well as a man who is devoting much time to building up his community, you instantly discern that I have a story for you that is interesting. I have.

Ruston has three banks. Its financial resources are over \$1,600,000. (Remember, it's only a city of 6000 population.) The Ruston State Bank was organized in 1920, the First National Bank was organized, or I should say, reorganized, in 1918. Both banks have withstood the test of time; have weathered all financial panics, and both have helped build this thriving little city. And then there is the new bank, the Citizens' Bank and Trust Company, that is assuredly playing its part in building the community.

The Ruston State Bank began with a capital stock of \$50,000; in 1910 this bank increased its capi-



This is the Ruston High school. Ruston has spent over \$200,000 on local schools. There are three city schools and the Fairport. A child can grow up and receive a complete education without ever leaving the city and at no tuition cost! The high school enrollment is 70, the grade schools 200. (Photo by Davis, Ruston, La.)

vice-president, has associated with him John P. Graham, cashier; Sanders Rubin, assistant cashier, and

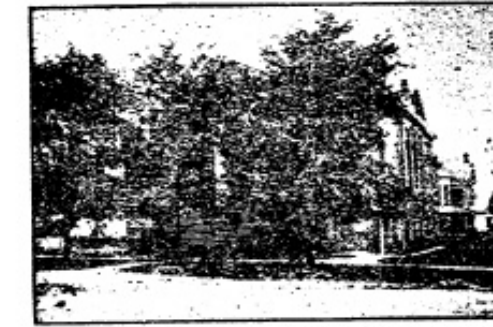
sever a limited payment. They have deposits of over \$1,500,000.

The First National Bank, as before stated, was reorganized in 1916, with O. E. Hodge of the Hodge-Hunt Lumber Company, as president; Add. Thompson, vice-president, and in active charge of the bank, and A. E. Stimson, cashier. Their growth has been steady and they are today one of the financial bulwarks of the city and parish. Its capital stock is \$50,000, with a surplus of \$50,000; its deposits aggregate over \$1,135,645.47.

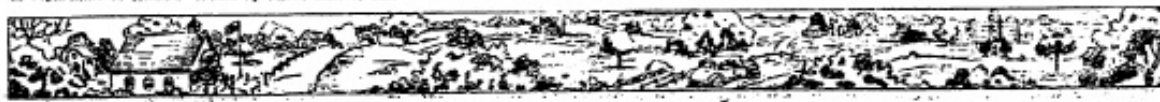
Its directorship is likewise a directory of the leading business men of this community, being composed of such men as T. L. James, lumberman and capitalist; S. J. Heard, wholesale grocer and presi-



The Methodist church at Ruston, La. They are planning to rebuild as a four-story building. (Photo by Davis, Ruston, La.)



Baptist church, Ruston, La. This church is to be rebuilt very soon at an expense of \$100,000. (Photo by Davis, Ruston, La.)



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"bobby." Today he has a herd numbering 150 pure bred registered Jerseys, including 20 cattle imported from the Isle of Jersey. This herd is pastured on 300 acres adjoining his town estate. His largest milk producer yields 17,500 pounds of milk a year, and a cow gives 763 pounds of butterfat, milk, if churned, would amount to 960 pounds per year. He has prize-winning Jerseys that have taken prizes all over the West.

Ruston has a creamery waiting for all of the cream and butter Lincoln parish farmers can furnish. There is a ready market for poultry and eggs. Truck raising is a profitable way of making money here and truck crops flourish. To the farmer elsewhere who is looking for the ideal place to locate Lincoln parish affords the one best opportunity of his life.

Not only is there a wonderful opportunity for industrial plants in Ruston but an unlimited opportunity for the farmer who is not satisfied with the rigors of a Northern winter, and who wants a chance to enter this modern garden of Eden. The cutover lands for sale should appeal to him very strongly. I understand from the secretary of the Ruston Chamber of Commerce, and from the parish agricultural agent, that they can be had for a very small amount of money, as previously stated in this article. Aside from the cutover lands there are many small farms that can be bought reasonably. Lincoln parish is noticeably free from "land barons." Here the small farmer has a chance.

Not can the opportunity in poultry raising and dairying be too strongly stressed. Oak Grove Farm will eventually place poultry on every farm in the parish.

The land hereabouts being of a rolling nature, with a verdant green nearly the year around, the water being pure and accessible, it is easy to see that it is the ideal

dairying country. The cost of keeping of a herd of fine stock is not as high here as in most places. Nor is there any need to raise scrub. Mr. Henderson has conclusively proven that high-bred stock can be both successfully and profitably raised. I have never seen finer Jerseys anywhere than those he has in his herd.

The fact that there is a creamery right in Ruston that can handle all of the cream and butterfat produced should prove attractive to the farmer who anticipates settling here and making dairying his regular business. The proprietor of this creamery spends quite a bit of time out in the parish encouraging the farmers in dairying and lending every assistance possible.

I have told you how prolific cotton is in Lincoln parish. It has been shown that cotton scientifically grown can be a big-money crop; and with proper diversification a farmer can raise about everything he needs; I want to say right here that Lincoln parish farmers are diversifying, too; there is no longer the tendency to raise only cotton and depend entirely on that alone. Lincoln parish farmers as a whole show a well-balanced prosperity; they have learned not to raise just one crop and depend solely on that.

Transportation
Ruston is served by the V. S.

& P. R. R., running east and west, connecting the city with Vicksburg and Shreveport. The Rock Island railroad runs north and south. Not the Dixie Overland Highway and the P.ushing Highway run through the city. There are 10 1/2 miles of six Bent parish roads. Ruston is a center for bus lines radiating in all directions. You can get to Monroe in 70 hours; Shreveport or Alexandria in three hours; only an overnight ride from Little Rock. There are twelve passenger trains daily in and out of the city. It is the state domicile of the Rock Island.

"The Friendly City of Many Opportunities"

Ruston has 100 retail stores; 3 wholesale houses; one steam laundry; one bottling works; a moving picture show; an ice, ice cream plant and a creamery; a cotton gin mill, fertilizer plant, compress which handles about 50,000 bales annually; 4 auto agencies and garages; 3 banks, 2 woodworking plants manufacturing sash, doors, blinds, etc.; home office of four large lumber companies; two bakeries, dry cleaning plant, and a brick plant with a capacity of several million brick a year.

There is opportunity here for a paper pulp mill, more woodworking plants, furniture factories, and any kind of textile industries. A paper pulp plant has its raw material right at its door;

natural gas and soon all of the electricity needed.

Ruston people believe in their city and they have a right to. They have everything that is needed to eventually build a large city, and the natural advantages that nature has given, combined with the proper location, makes Ruston the ideal place to locate and expect big things. Speaking from a practical standpoint the country hereabouts is in its infancy. It is facing an era of great development and expansion. It is but natural to presume that those who first avail themselves of the opportunities presented will profit the most.

Now that the attention of the entire country has been directed towards the South, it will not be long before it will have assimilated its natural share of citizenship. It therefore behooves the wise investor to get his necessary information and make what investigations he may deem necessary right now! Delay has lost many opportunities to folks who waited just a little too long.

For the location of an industrial plant nothing more could be desired than that which Ruston offers. Labor is plentiful and cheap. In considering a pulp and paper mill, for instance, all of the necessary material in its raw state is easily available, transportation facilities are unexcelled. Power will soon be plentiful from the

great plant at Sterlington. It is already intimated that large Eastern interests are seriously considering this field.

North Carolina proves the success of textile mills in the South. Ruston is in the heart of the "Land of Cotton," your raw product is ready waiting for you; no competitive labor conditions such as those in the North and East.

Ruston has found itself and will welcome the capitalist who wants to locate here. The people are in entire sympathy with the new age of development and progress. The old order has changed, there is no longer a spirit of antagonism, rather a spirit of co-operation that will go a long way in aiding the establishment of an industrial plant. The community is in a receptive mood and has much, very much, to offer the investor.

The best proof is the fact that they are developing the city themselves right along. The plans under way are most ambitious. They see the "handwriting on the wall" that Ruston is destined to be a big, progressive city some day in the not so far distant future, and they know that the co-operation of others is necessary to build this city.

A furniture factory would do well here and it would be an excellent idea for those interested to get in touch with the local Chamber of Commerce. I don't doubt but that they would gladly furnish any information desired.

People here are prosperous. They have found the city a good place to live in, and they live! There is not a more suitable or ideal place on the face of this earth to live in than Ruston, Louisiana. You see, they have us "sold" on the city and parish, and I'll lay you odd: a hundred to one that they'll "sell" you the city and parish, too, if you give them the opportunity, only—they won't "sell" you, you'll "sell" yourself when you see it!

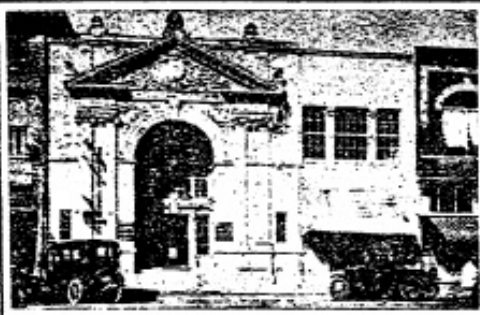


Photo at top, left, shows the Louisiana Methodist Orphanage, located at Ruston, La., and maintained by the Methodists of the state. Here the children find a home under the care of the Rev. W. Van Hook, who has endeavored himself in every childlike heart by his sympathetic understanding, and under whose care the institution becomes more of a real "home" than an institution. The orphanage uses 100 acres of land, 100 acres of which are being farmed. Children of every creed and denomination are accepted into the home from the age of two to twelve. These children go through kindergarten, then through the grade and high school, and then through college. Many orphans, former inmates of the home, are now teaching school all over the state. This institution is doing a most wonderful work and Dr. Vaughan deserves the praise of every resident of the state. Photo at center left: Home of the Ruston High School, with revenues of over a million dollars. Photo, center right: A beauty spot near Ruston, Lincoln parish is famous for its



levelly across. Photo bottom, left: A good road across on the Dixie Highway that runs through Ruston, Louisiana, with New Orleans. The Dixie Highway runs east and west from Savannah, Ga. to San Diego, Cal. There are over 100 miles of good hard-surfaced roads in the parish, costing \$1,200,000. Photo bottom, right: A business street scene in Ruston, "The Friendly City of Many Opportunities." Ruston, under its energetic and progressive administration of Mayor Moore is undertaking a paving program that, when completed, will make it one of the best paved cities in the state.

