

- (1) The industry and population of the Southern States was growing rapidly and Canada should establish some sort of representation in that strategic region;
- (2) "Although Houston and Dallas are both centres of important wealth and, therefore, excellent distributive centres, they are more or less confined to their own radius, however wide, whereas the interests of New Orleans as a distributive centre apparently extends beyond the normal area of a large city to take in distant points...;"
- (3) New Orleans possessed a larger port facility than Houston;
- (4) The British used New Orleans as their main trade office in the South;
- (5) New Orleans was interested in foreign trade and aware of its importance;
- (6) The city served as an important contact area for distributing information to Latin America;
- (7) Businessmen and politicians of New Orleans wanted a consulate and applied pressure on the Department;
- (8) Francophone cultural contacts could be cultivated.¹¹⁶

Ottawa also considered the need for reducing the immense territory under the jurisdiction of Chicago and New York as cause for opening a post in the southern states.¹¹⁷

Immediately after Turcotte's tour, a memorandum was submitted to the Minister recommending a consulate general at New Orleans, and in October of 1951, an interdepartmental meeting of Trade and Commerce and External Affairs resulted in the decision to open a consulate in New Orleans under the direction of Gerald A. Newman, Consul and Trade Commissioner. Trade and Commerce agreed to meet all the expenses, and External undertook not to raise the status of the post to a consulate general and appoint their own man as head for at least two years.

The Minister of External Affairs agreed, and due to the initiative and direction supplied by Trade and Commerce, New Orleans opened on January 21, 1952. A memorandum written by Jules Leger shortly