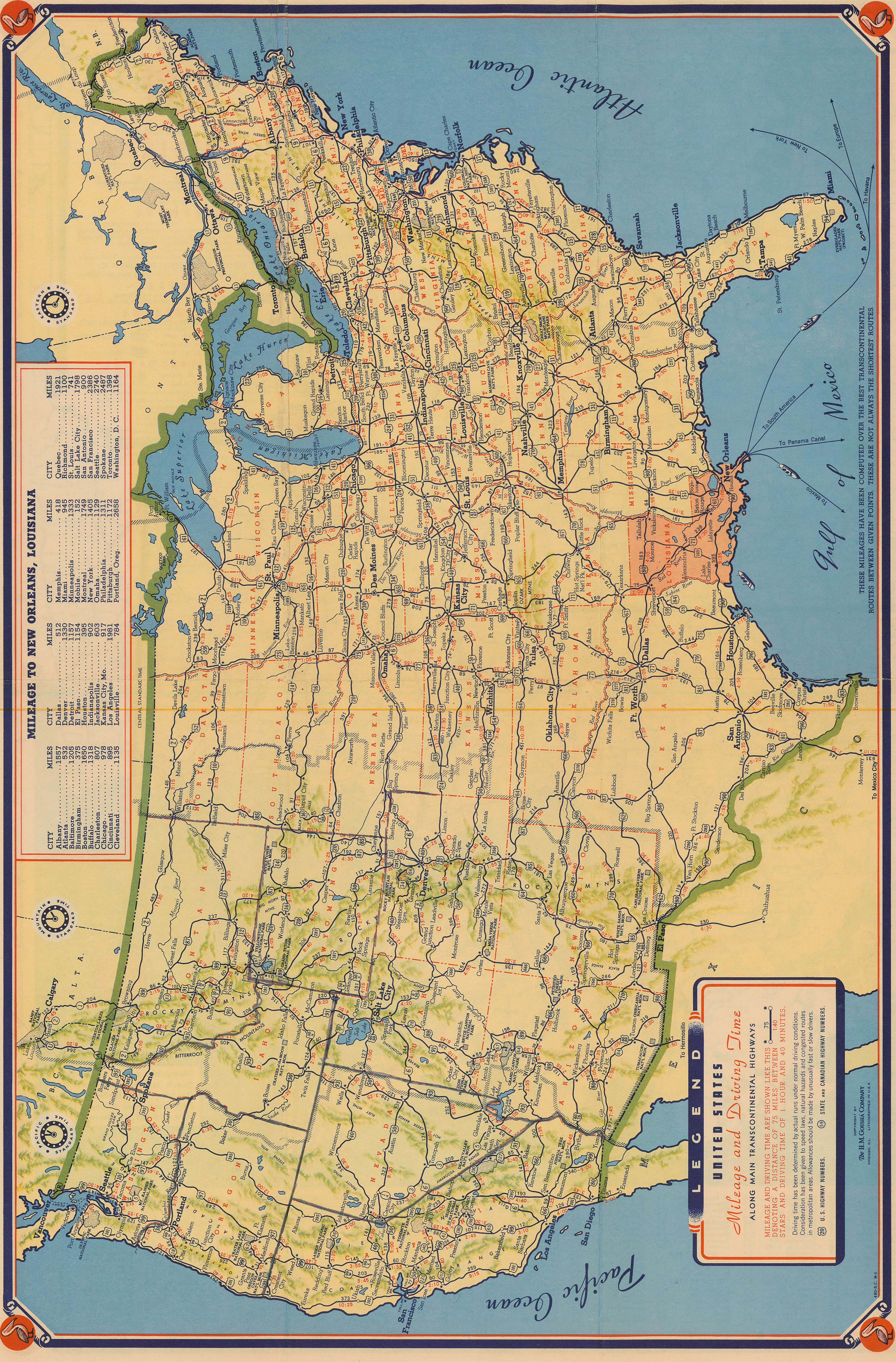

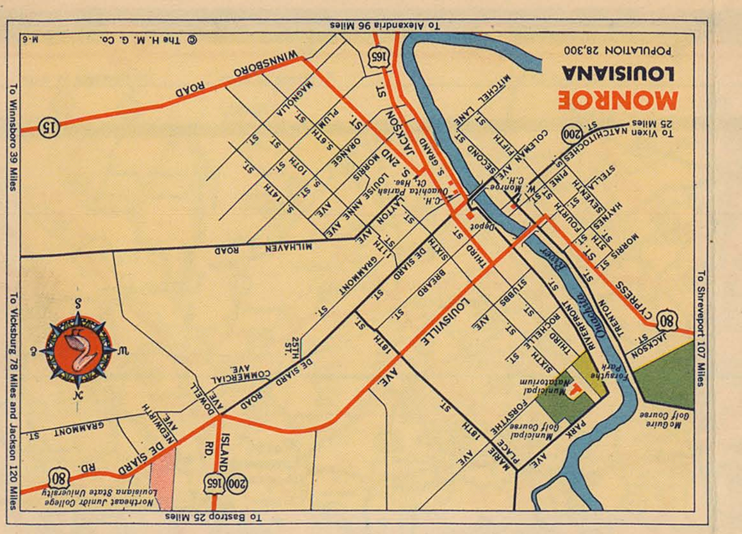

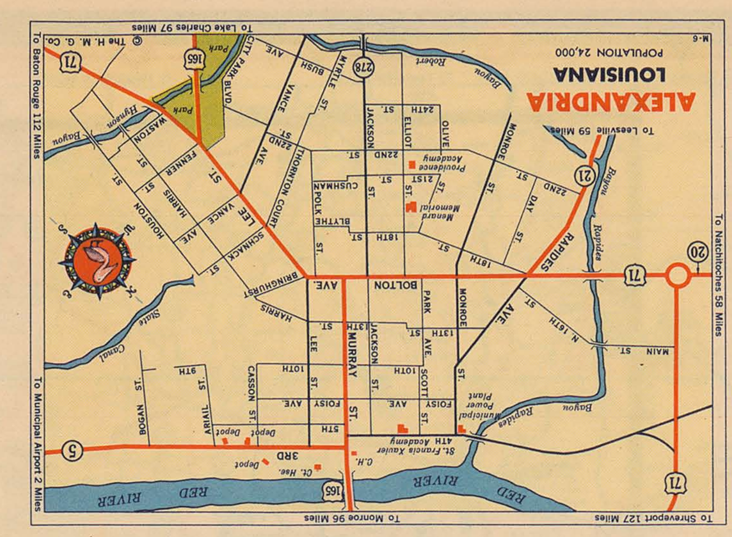

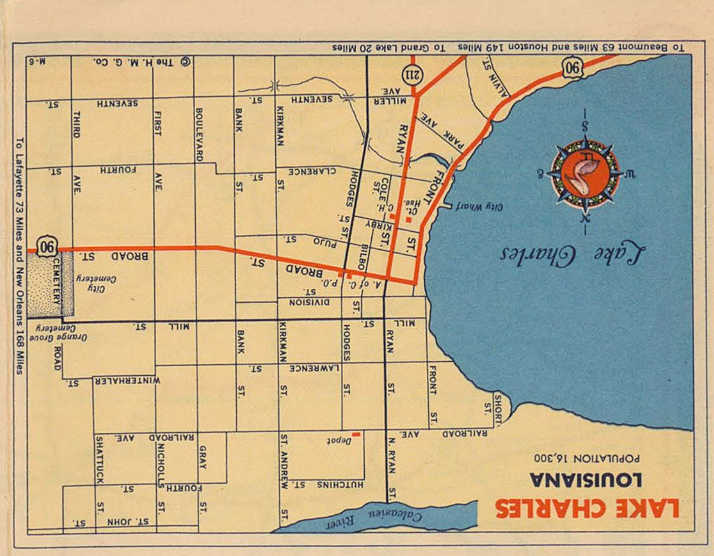

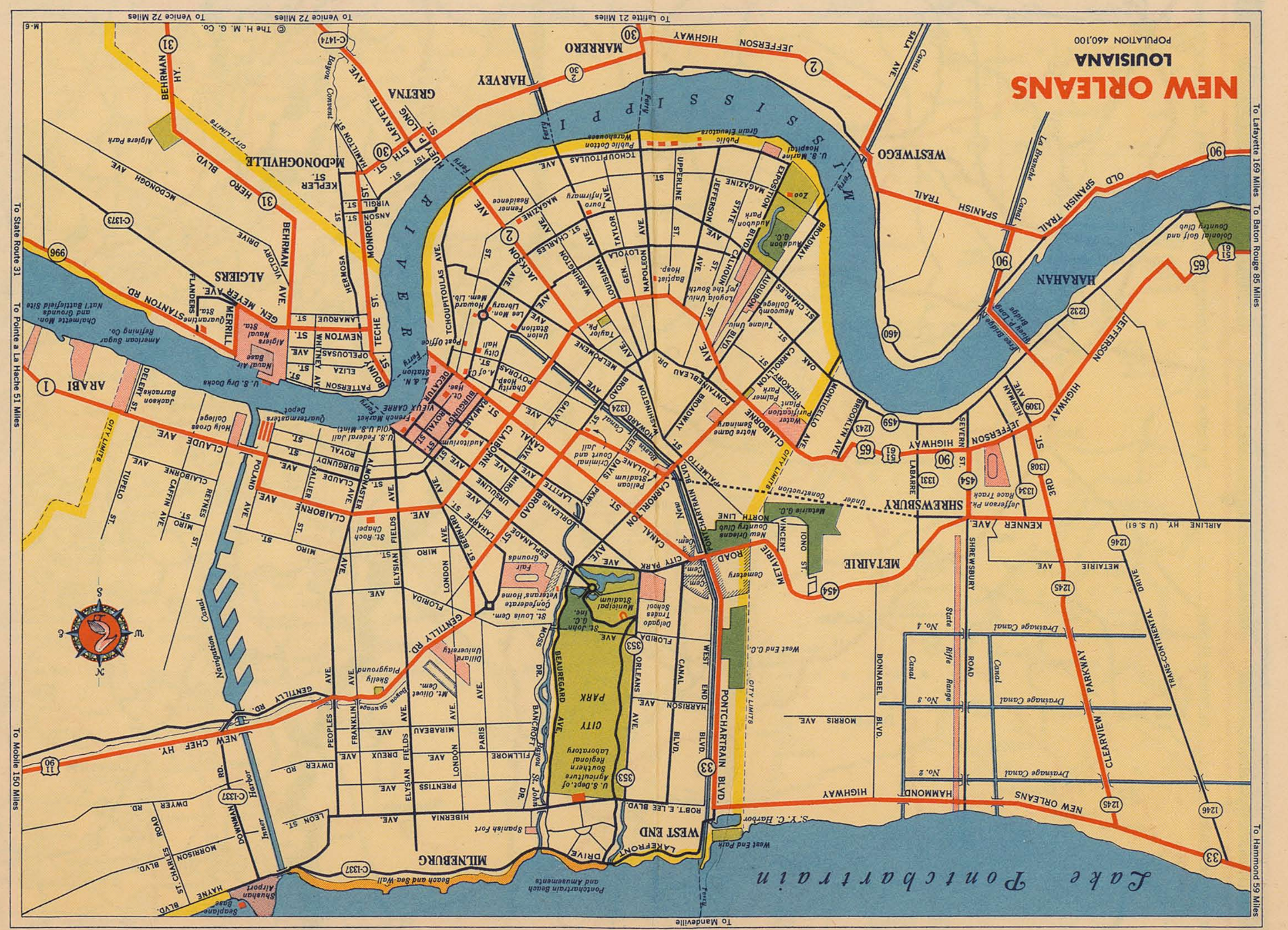

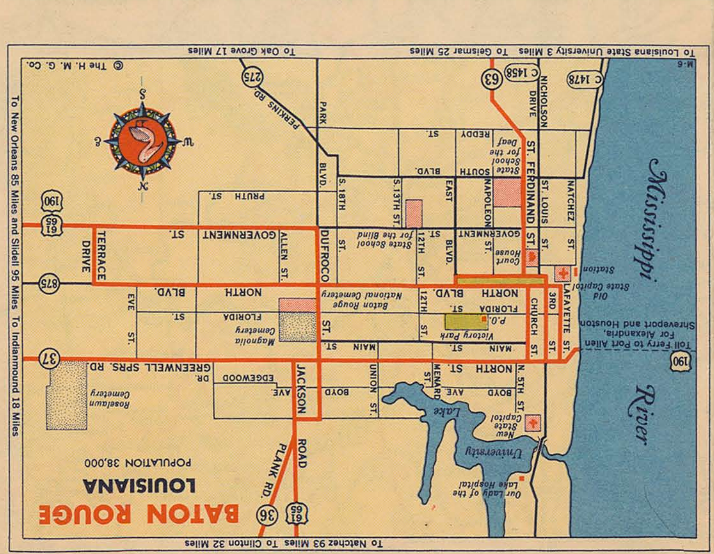

A GOOD PLACE TO VISIT— A BETTER PLACE TO LIVE

THIS road map is presented to you, whom we hope in time to welcome to Louisiana. Come at any time of the year — spring, when colorful flowers heighten the beauty of every section; summer, when all sports are the order of the day; fall, when forest and stream teem with game; or winter, when Rex, King of Mardi Gras, rules.

We know you will enjoy our uniquely beautiful countryside, our historic buildings, excellent roads, good food, and splendid accommodations. But we believe you will appreciate most of all the atmosphere of friendliness that pervades every Louisiana community. And you will learn why we say Louisiana is "a good place to visit—a better place to live." For specific information write

Ernest Lee Jahncke
Executive Director
Department of Commerce & Industry
Tourist Bureau
State Capitol Baton Rouge, La.

LOUISIANA
ROAD MAP

Issued by
TOURIST BUREAU
DEPARTMENT of COMMERCE and INDUSTRY
Baton Rouge, Louisiana

INVITATION TO LOUISIANA

THROUGH history-making centuries the world has beaten many paths to Louisiana—trails of French explorers, Spanish conquistadores, Acadian exiles, and American pioneers—and at the end of each there has always been found Louisiana's open door of hospitality.

Today there are new paths to Louisiana—tourists' trails that lead through the cities and countryside of the nation to a land which, though modern and progressive, still retains the best endowments of its earliest people.

One of our State's oldest traditions is that of keeping one's house in order for guests. You will find Louisiana awaiting you with a welcome, hospitable during your stay, and certain to linger long in your pleasant memories.

Earl K. Long
Governor of Louisiana