



LOUISIANA

ROAD MAP

1936+



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

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

Issued by
TOURIST BUREAU
DEPARTMENT OF COMMERCE AND INDUSTRY
Baton Rouge, Louisiana



LEGEND

ALONG MAIN TRANSCONTINENTAL HIGHWAYS
Mileage and Driving Time

MILEAGE AND DRIVING TIME ARE SHOWN LIKE THIS DENOTING A DISTANCE OF 75 MILES BETWEEN STATES AND DRIVING TIME OF 1 HOUR AND 40 MINUTES.

Driving time has been determined by actual runs under normal driving conditions. Consideration has been given to speed laws, natural hazards and congested routes in metropolitan areas. Allowances should be made by usually 15% or 20% drivers.

① U. S. HIGHWAY NUMBERS.
② STATE AND CANADIAN HIGHWAY NUMBERS.

MILEAGE TO NEW ORLEANS, LOUISIANA

CITY	MILES
Albany	1,957
Albuquerque	1,532
Baltimore	1,205
Birmingham	375
Boston	1,850
Buffalo	1,318
Charlotte	978
Chicago	870
Cincinnati	1,135
Cleveland	1,135
Dallas	1,957
Denver	1,330
Detroit	1,197
El Paso	395
Houston	1,134
Indianapolis	902
Kansas City	878
Los Angeles	2,191
Louisville	1,135
Memphis	512
Minneapolis	1,330
Mobile	1,134
Montreal	1,795
San Antonio	1,405
San Francisco	2,386
St. Louis	1,333
Salt Lake City	1,795
Seattle	2,497
Spokane	2,497
Toronto	1,772
Pittsburgh	1,981
Portland, Ore.	784
Washington, D. C.	1,164