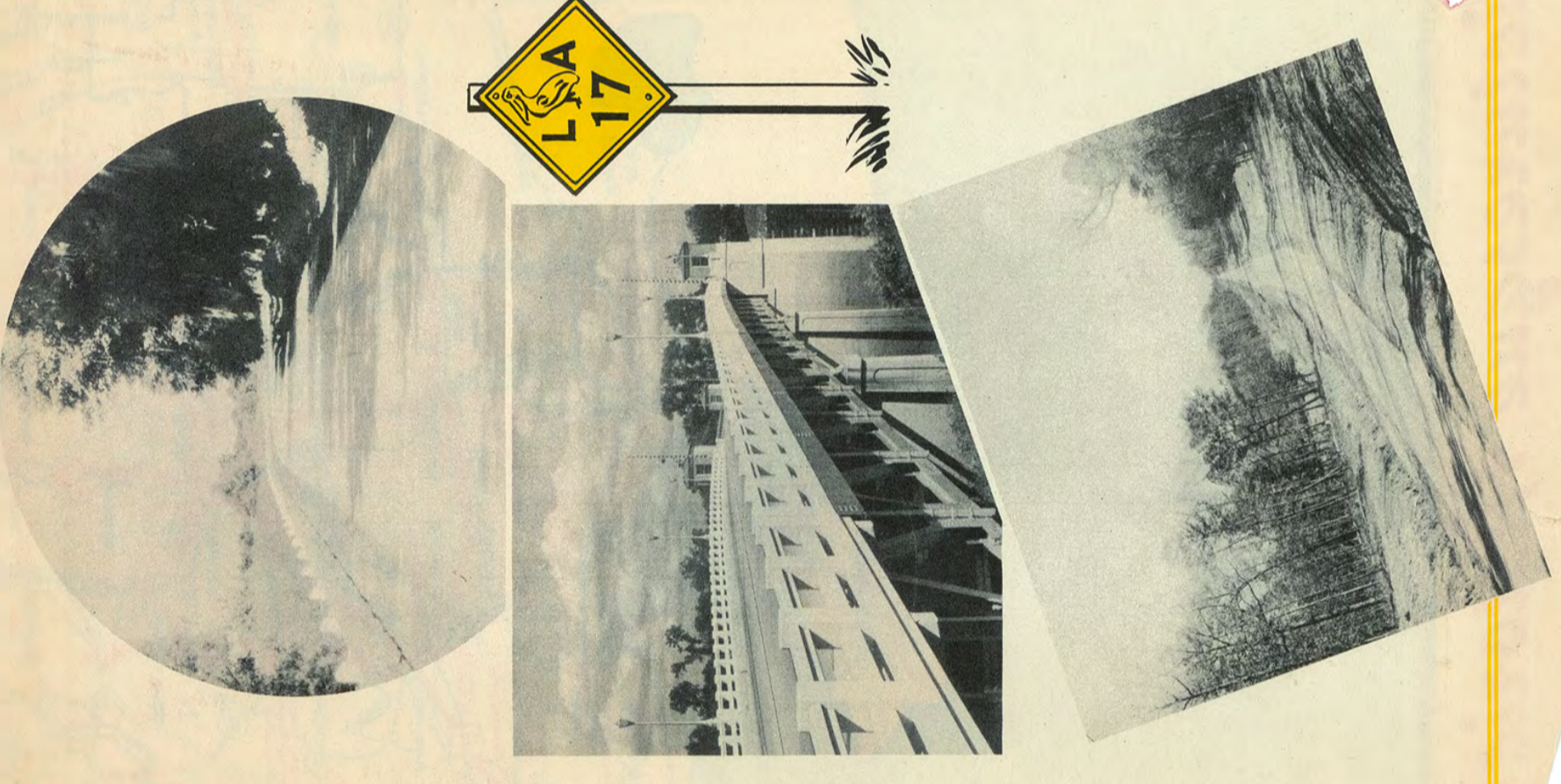


TO THE VISITOR Louisiana offers a variety of scenery and points of interest. An important link in the popular "over round" Southern transcontinental route, the line entering the state from the Northwest, the visitor passes thru a forest of oil derricks, set amid the older forests of pine, from whose depths come signs and sounds of lumbering lands roll away to the great Mississippi bottom lands—the realm of King Cotton. Beyond Shreveport on the road that parallels the Red River, your route is thru the heart low, corn, oats and herds of cattle—thru Natchitoches, oldest town in the Louisiana Purchase, on down to Alexandria. Around this modern little city are a wealth of scenic spots and the most magnificent hunting trap of smaller game in the South—South of Alexandria on the ribbon of concrete your route is thru deep woodlands and fertile fields that give you the feeling of the highest of Louisiana.

As you approach the mighty Mississippi—still 50 miles or more away—a tall signpost marks the spot where the river crosses the State Capital at Baton Rouge, one of the most beautiful state buildings in America, a treasury of the builder's art, a mighty symbol of the modern state government. The Mississippi you will see is a building project, where soon will stand the great Mississippi River bridge—completing the vast network of concrete roads that criss-cross the state. From the capital city, south, the Airline Highway speeds to the Mississippi, where the road and river meet. The miles still bearing the name of the Mississippi, where the road and river meet, the miles still bearing the name of the Mississippi, where the road and river meet, the miles still bearing the name of the Mississippi, where the road and river meet.

All roads lead to New Orleans. From the West, where the Sabine river divides the state, the great road built during the Spanish and French eras, the road Charles and the great rice belt centering around Crowley, Bayou, the road road takes you thru Lafayette and the scenic grandeur of the historic Evangeline trail, to the picturesque Teche country and finally down to Houma, the port of the great bayou country, and finally down to the port of the great bayou country and finally down to the port of the great bayou country.

Entering Louisiana from the East via the delightful Mississippi Gulf Coast, New Orleans is approached over a highway that sweeps thru the Pearl River prairies, across the Chef Menteur and widens into a four-lane super-highway.



LOUISIANA

THIS MAP is presented to you for your convenience when you visit Louisiana, land of the romance of Creole and Cajun, of Mardi Gras and Old Man River. Here you will be welcomed by a progressive and hospitable people and will find a State of notable accomplishments. You may enjoy whatever recreation you prefer; the hunting and fishing are unequalled; our cookery is famous throughout the world; opportunity for investment is unequalled. If you want to see the Evangeline Country; the only place in the world where perique grows; an oil field; a salt or sulphur mine; the bayous where lived Lafitte; the old plantation homes, you can reach any of them over a modern system of paved highways, safe and comfortable, built for your use by—

THE LOUISIANA HIGHWAY COMMISSION

L. P. ARRENAVAT, Chairman
J. M. NOZICK, Vice-Chairman
E. D. GIANELLONO, Secretary
HARRY B. HENBELLETT, State Hwy. Engineer

LOUISIANA

OFFICIAL Road Map

LOUISIANA HIGHWAY COMMISSION

LOUISIANA HIGHWAY COMMISSION
Winter Edition 1937-1938

SEE ALL OF BEAUTIFUL LOUISIANA

Historic NEW ORLEANS
Delightful TECHE COUNTRY
Quaint TERREBONNE
Lusty SHREVEPORT
The Evangeline Trail
Miles of Stately Pines
The Majestic Mississippi

Lake Charles

POPULATION 15,911



LAKE CHARLES One of Louisiana's two sea gates to the world, this attractive city is both a resort and a growing commercial center for Southwestern Louisiana. Located on the Calcasieu river handy to the vast rice lands, lumbering, a productive oil field and the growing dairy and beef cattle industry, Lake Charles has a diversified life.

Shreveport

POPULATION 78,855

SHREVEPORT Commercial center of the gas and oil fields, the river port city founded by Henry Shreve, one of the pioneers of river commerce, is the center of a productive and diversified life. Located on the banks of the Red River, Shreveport boasts of beautiful residential sections and a modern business district.

Lafayette

POPULATION 14,655



LAFAYETTE Quiet and picturesque in its ancient setting of live oaks and the deep historic charm of the Evangeline legends, Lafayette, among all Louisiana towns, remains still untouched, its ante-bellum atmosphere. Beautiful homes, sweeping lawns and the quiet dignity of well-being characterize the city of the Acadians. Nearby are historic battlefields and plantations, still in the families of their founders.

Alexandria

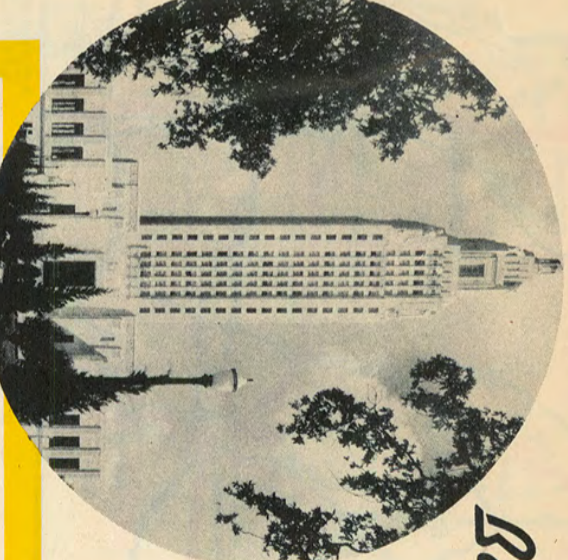
POPULATION 25,855



ALEXANDRIA Alexandria may be aptly described as standing at the crossroads of Louisiana's great highway system. Nestled comfortably along the bluffs of the Red River, it occupies a unique position as a city of commerce, industry and culture. The city's five railroads and its unusual civic appropriation merit a highly developed school system, while the city's fine railroads continue to reflect the ever-increasing importance of its commercial and strategic location.

Baton Rouge

POPULATION 32,729



BATON ROUGE Nowhere in Louisiana has the magic wand of progress wrought such change in the state capital. From a small town of a few hundred people, it has become a colorful life of a college campus, a score of state administration and the "Big Game" of the state. The city's fine railroads and its "Big Game" and a busy city. On the river below the business district is the spreading campus of Louisiana State University, one of the nation's finest college plants.

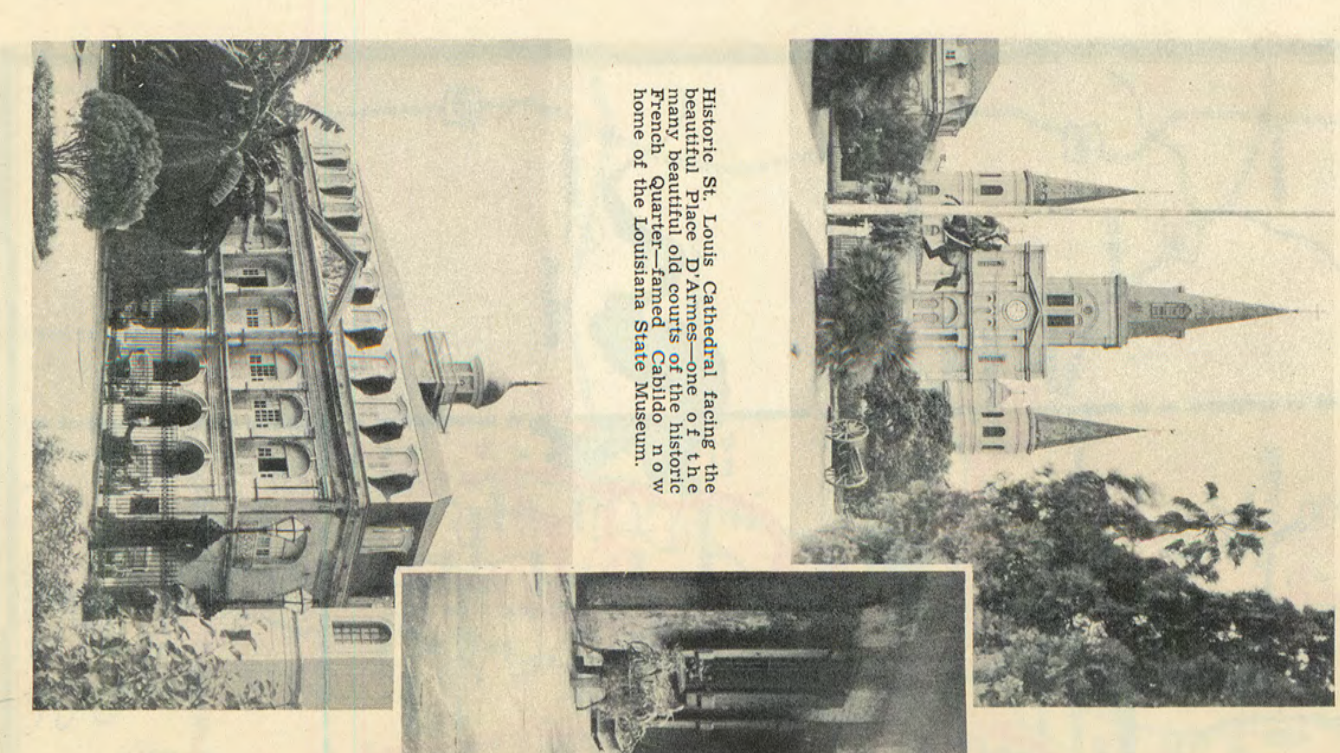
Monroe

POPULATION 28,028



MONROE The progressive, city of the cotton district—long an important lumber town and now the center of the growing paper and carbon industries, Monroe, with the Ouachita River at its door and the Mississippi 70 miles away, is a city of commerce and industry. One of the most pleasant of Louisiana cities, the wealth of natural resources and industrial opportunity are insurance of a promising future for Monroe.

Old World Grandeur



NEW ORLEANS No city in America—few in the world—offers a greater variety of attractions and a more varied life. The city, set in a surrounding countryside that contributes mightily to the enjoyment of a visit. The largest city of the South—New Orleans—has preserved through the years the charm of its architectural and cultural heritage. It has for generations been famed for its gayety and picturesque quaintness. Today the city that has grown from a stockaded plank walk settlement to the present center of the Crescent City, has added interest through the development of its sprawling acres. A great lakeshore park and miles of delightful boulevard have appeared on the shore of Lake Pontchartrain. Long one of the world's great ports, vast warehouses, granaries and mechanized transit and storage facilities have kept New Orleans a terminal city of the world. New arterial streets, miles of beautiful azalea trails, modernized public buildings, restored landmarks and historical shrines preserve and add wonders to delight the visitor. During Mardi Gras and the Sugar Bowl Carnival and thru a year round calendar a reverberating stream of people flows to the shores of the creole city. New Orleans enjoys playing host and tries to make every guest a friend who will return often.

NEW ORLEANS VICINITY

POPULATION OF NEW ORLEANS 458,782

America's Most Interesting City

AROUND NEW ORLEANS is a countryside that challenges imagination. East are the great prairies from the head of the Mississippi to the Gulf of Mexico and rivers from which come the famous Louisiana oysters, shrimp and many of America's favorite fish. Also a few miles below New Orleans is Louisiana's citrus fruit belt. West of New Orleans, beyond the great Huey P. Long bridge that spans the Mississippi on U. S. Route 90, lies another colorful phase of the deep South. North of the city, across the lands that skirt Lake Pontchartrain and Lake Maurepas, is a prosperous truck section—the home of Louisiana stringbeans and more lumbering. Eastward on the north side of the lake your route is along a beautiful pine ridge. At Covington, Madonnenville and Mandeville are the summer homes of Orleansians. To complete the great circle you return across the Pontchartrain bridge, the longest, over-water bridge in the world, thru the colonies of boat and fishing clubs and fresh water swamps, to the old world where Andrew Jackson successfully defended the city 123 years ago. Nearby are Jackson Barracks, historic of famed Washington Artillery, New Orleans' own, and one of the most famous and justly celebrated military units in the nation. Across the industrial canal a new growth is sprouting—a growth destined to carry New Orleans and the State to a still higher place among American industrial cities.



The Nation's Sugar Bowl

Typical South Louisiana harvest scene, showing sugar cane arriving at the mill, the first step of Louisiana's sugar industry. In the same works of Andouville, Louisiana—first mill view of the Shreveport plant at Brown near Brown.

LINE ROCKS • LREEB R-R-D • W • I • D • O • M • E