Welcome to the center of America's richest and most varied culture. Baton Rouge has blossomed into one of the premier people cities of the New South, yet it clings proudly to its gracious past.

Historic landmarks dot this fertile region along the Mississippi River, where the French explorer Iberville first sighted an Indian encampment in 1699 and gave the town its name.

Today, Baton Rouge is Louisiana's capital city, the seat of government and the home of two of the South's leading educational institutions: Louisiana State University and Southern University, both located on scenic, tree-shaded campuses.

Baton Rouge is a lively, dynamic industrial city — the site of the nation's largest refinery and its seventh largest port.

Our famed Old State Capitol, a splendid Gothic Revival castle overlooking the river, offers a wealth of brochures, maps, and tourist information from the Visitor Information Centre in its lobby. The Old Governor's Mansion

The Old Governor's Mansion

The Old Governor's Mansion

Plantation homes in the Baton Rouge area

Our elegant plantation homes whisper secrets of that golden era before the Civil War. You'll find many of the South's most beautiful homes within easy driving distance of Baton Rouge.

The city itself offers a wonderland of contemporary and historic tourist attractions,
Scenes at the Greater Baton Rouge Zoo

many of them reflecting Louisiana’s colorful political past.

Baton Rouge will enchant you with its charming museums and galleries, its scenic natural beauty, its abundant parks, gardens, and recreational areas.

You’ll discover the tallest state capitol in the United States, etched against a twenty-seven acre landscape of beautifully manicured grounds.

Please send me brochures on these Baton Rouge attractions:

☐ Visitors Guide and Map.
☐ Plantation Country
☐ Old State Capitol
☐ Motel/Hotel Guide
☐ Dining and Entertainment
☐ Camping