You Will Enjoy Friendly Baton Rouge
A Progressive City with a Brilliant History

"Le Baton Rouge" exclaimed the early French explorers as they beheld the tall cypress tree reddened by the blood of drying animal skins which marked the boundary line between the hunting grounds of the Houmas and Bayou Goula Indians. The location sprang from this insignificant beginning in 1699 to a mighty city of the South now known as Baton Rouge.

Nine flags have flown over Baton Rouge during its struggle from a little cotton port on the Mississippi to today's city of industry, education and governmental influence. These include the colors of France, England, Spain, Louisiana, Florida Republic, Confederacy and United States.

Old Louisiana On
The River Road

Louisiana history at its colorful peak was lived along the banks of mighty Mississippi when that artery was the life and transportation lifeline of the state. The life of the deep Southern centered around the huge sugar plantations built near its banks and overlooking vast sugar plantations.

About sixty miles down each side of the Mississippi one can recapture those bygone days for many of the homes still stand and the sugar factor will grind the tall cane from nearby fields.

Crossing at Baton Rouge by either the bridge or ferry the traveler moves down the west side of the river for a short trip at Plaquemine where Bayou Plaquemine enters the river at the bank. En route are the sugar cane fields and sugar mills of Cinctare, St. Louis and others.

Enthusiasm plantation homes are located en route. Don't miss Donbey plantation home and Nottoway plantation which are located about 31 miles from Baton Rouge. Each contains a Ball Castle.

At previous the itinerary, you cross back over the Mississippi by ferry to Darrow and have an opportunity to view the famed house Hermitage, Bozage and Houmas which are a bit south of town. (See Map) Continuing north you will find Belle Helene, built in 1841.

Continuing along the winding levee the next stop is Carville, which is the U. S. Marine Hospital or National Leprosarium, the only leper colony in the United States. The institution is a fully-equipped city in itself on 400 acres of mounds. Visitors are welcome and thousands tour the grounds each year.

Before reaching Baton Rouge the magnificent Greek Revival mansion known as The Cottage (picture center right) offers a splendid ending to this tour of plantation life in Louisiana. The Cottage has housed some of the greatest personages in early history including Lafayette, Henry Clay, and Zachary Taylor. Many times have its beautiful appointments and lovely furnishings been ot by authors in history and literature.

Prince Murat House (picture top right) is located on Nicholbon Drive in Baton Rouge.
WITH A WARM and hospitable personality, Baton Rouge is a growing progressive city of approximately 157,000 people.

Its manner is the co-mingling of the modern with the charm of the old South, characterized in the community's ante bellum homes. In sharp contrast is the tempo of modern industry. The ever-burning flares that tower into the sky above the Esso Refinery are symbolic of the city's industrial might as a petroleum and chemical center.

Tremendous industrial and commercial expansion during the past few years has made Baton Rouge Louisiana's fastest growing city. One of the greatest servants of Baton Rouge industry is the mighty Mississippi River on which ships from all parts of the world carry raw materials and products to its port, the farthest inland deep water port on the Mississippi.

Baton Rouge is a city of character. Coupled with its industrial strength is an appreciation of good living. Comfortable homes, tree-shaded streets, modern schools and churches, a Symphony Orchestra, and a Little Theater are all part of Baton Rouge daily life. Most important, however, is the outlook of its intelligent and civic spirited citizens who are striving to see Baton Rouge grow even greater.

Once you visit Red Stick you will want to come back, for Baton Rougeans will always have a warm welcome for you.