LAFAYETTE

This is the Deep South of Louisiana, the Bayou Country... Land of the Cajuns... French Louisiana. Here, French is a byword; the coffee is dark, its people are friendly and crayfish is a delicacy... And though modern communication and technology have penetrated the land of romance, enough of the old traditions and customs remain to make a curious blend of old and new.

Exiled from Acadia, a parish in Canada, in 1755 by the British, the Acadians, commonly called "Cajun," speak the original French language which was handed down from generation to generation without the assistance of schools. In fact, "Cajun" French is actually the French as it was spoken by royalty and the elite of France in the 17th Century. Coffee is a way of life in the Deep South--almost a ritual. Long ago, the Frenchman Tallemand laid down the ground rules for coffee making when he insisted.

Noir Comme le Diable... Black as the Devil
Chaud Comme L'enfer............ Hot as Hades
Pur Comme un Ange......... Pure as an Angel
Doux Comme L'amour.......... Sweet as Love
Try Don's Irish Coffee, Cafe Brutut or Pouffe Cafe -- You'll be glad you did!

This is one of America's picturesque communities. Take time to explore it; photograph it; enjoy it. Everywhere are beauty spots of nature: deep winding, sluggish bayous, centuries old oak and cypress trees; the incomparable lagoons of Texas: the setting for "the greatest love story ever told," the tomb of Longfellow's immortal heroine "Evangeline" at St. Martinville; Yes, it's a picturesque and hospitable country. Don't miss it!

SHREVEPORT

modern-day commercial, cultural, and industrial center of the Ark-La-Tex, was founded in 1833 and chartered by the State of Louisiana in 1839 as an incorporated town. The city's name honors Captain Henry Miller Shreve, a daring steamboat captain who cleared the Red River of driftwood and log jams to make it navigable.

During the War Between The States, Shreveport was Capital of Louisiana from 1863 until surrendered to Federal troops in 1865. Economic and population growth have come from agriculture, oil and gas, lumber, and manufacturing and service industries, all contributing to making the modern, fashionable Shreveport.

This is a city of parks, arts, churches, fine schools, sports, and home of the Louisiana State Fair, Century College, Barksdale Air Force Base, Shreveport Symphony, Planetarium, Shreveport Observatory, Louisiana Hayride, and Holiday in Dixie Pageant. Within a short distance are some of the nation's finest fishing and hunting spots...recreational opportunities...historical sites...all waiting for you to come visit. You will find almost everything in or near Shreveport to make a visit unforgettable... and a permanent stay truly rewarding.

SHREVEPORT

BEAUMONT

where the first great oil gusher in North America blew in with a roar, was established in 1835. Several theories have been advanced as to how it got the name...natives prefer the explanation that the settlement was called Beaumont (meaning beautiful mountain, or, hill, in French) because of the slight elevation just southeast of town, a place later known as Spindletop. There, on January 10, 1901, a new age of human progress was born when the first great oil gusher exploded. There and then America was blessed with the supply of energy and the incentive to move up from a secondary position in world affairs to that of undisputed leadership.

"Queen of the Neches," this inland city began on the river, miles from the sea. Within a block of the busy port are conducted the legal affairs of the county; and along the river a short distance from Beaumont's business section, rivermen still pole their skiffs, bait their hooks for garsquero and yellow catfish, or lower their midsummer panoply traps for crabs.

Today this area, which includes Beaumont, Port Arthur, and Orange, is known as the "Golden Triangle." This is also the city of Lamar State College, Beaumont Symphony, Civic Opera, Community Players; also hosts the annual Neches River Festival, Spindletop Horse Show, YMCA Rodeo and South Texas State Fair. Some of the most hospitable people in the world live and work in Beaumont...spend a few days with them and let them prove it!

BEAUMONT

BATON ROUGE

French for red stick was named after a tall red cypress tree, which once stood on the present site of the Old Capitol in downtown Baton Rouge. It marked the boundary between the hunting grounds of the Houma and Bayou Goulia Indians.

All together, seven governments have held sway over the city including France, England, Spain, Louisiana, the Florida Republic, the Confederate States and the United States. Each of these contributed to the cosmopolitan atmosphere of the city today. And, if you roam among its people, you'll find Baton Rougians whose family names trace back to those early days. Thus a new industrial age has dawned for Baton Rouge and it has become a modern city drawing its immense wealth from every quarter of the globe, many of the old customs have kept somehow alive. And the blending of the old and the new is delightful to the visitor. One of the rare treats that greets a guest of the city is the old French style of cooking. Don't's is proud to offer you fine foods whose recipes have been brought down from generation to generation. Today, try Crawfish Bisque or Crawfish Etouffee. If you prefer, take some with you in a can. These crawfish are especially valued for Don's Old Crayfish Ranch in the heart of Longfellow's Acadian Country. Only the finest, healthiest, finest crawfish go into the pot.

We are proud to be a part of this fascinating country and hope we have in some way brought you a little closer to the romance of the south. Take time to stroll among the flowering shrubs and stop to rest under moss-draped oak trees which have stood here along the Mississippi River for centuries. Visit our modern L.S.U. Its country side of incomparable beauty, visit the Feliciano, a section with a musically riming name where Audubon first began painting his immortal wildlife portraits. This is the Deep South -- Take time to explore it. You'll be pleasantly surprised at the hospitality of the people.

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