BATON ROUGE
LOUISIANA'S FASTEST GROWING CITY

CHEMICAL CENTER OF THE SOUTH
AMERICA'S MOST BEAUTIFUL CAPITOL
FARTHEST INLAND DEEP WATER PORT
HOME OF LA. STATE UNIVERSITY
GENERAL INFORMATION ON BATON ROUGE

PUBLISHED BY THE BATON ROUGE CHAMBER OF COMMERCE

HISTORY—A tall red cypress stripped of its bark once stood on the present site of Louisiana's Old State Capitol at Baton Rouge marking the boundary between the hunting grounds of the Houma and Bayou Goulis Indians. The early Rouge explorers gave it a name, "le baston rouge" (The Red Stick).

The town of Baton Rouge was incorporated in 1817. Seven governments have held sway over Baton Rouge including France, England, Spain, Louisiana, the Florida Republic, the Confederate States of America, and the United States of America.

Baton Rouge's military history records three battles, the last in 1862 when the Confederate forces under Breckenridge fought the Third Battle of Baton Rouge against the army of Williams and the fleet of Farragut.

At the turn of the century the city began to develop industrially because of its strategic location on the lower bluffs along the Mississippi River north of the Gulf of Mexico. Baton Rouge—Louisiana's Capital City—is now one of the 35 square miles in size with 175,714 people. Parish (county) population is 273,732.

INDUSTRY—Baton Rouge is the center of the chemical industry in the South. The original production of rubber from petroleum was started in Baton Rouge in the early 80's and the major industrial development has been interrelated with petroleum.

There are 200 industries of various kinds in the city, giving employment to 16,100 persons with an annual payroll of $120 million.

Center of petroleum industrial development is Humble 440, a daughter of Baton Rouge industry since 1909, which manufactures over 700 products from raw materials such as gas, sulphur, salt, etc., have contributed immeasurably to the growth of chemical manufacturing in the Baton Rouge area. Baton Rouge's industrial citizens represent the country's major names in petroleum and chemical manufacturing. In 1965, local investment in new manufacturing facilities (in-,


ewhich features exhibits and Negro life, and American Indian life together with the Louisiana Art Association in a separate building and a large exhibition building located near the banks of the Mississippi River.

Baton Rouge Little Theater produces a schedule of five plays each season in a new building constructed in 1961. The Baton Rouge Little Theater has a $120,000 annual payroll and is attended by 10,000 persons each season.

CULTURE—Living in Baton Rouge is enhanced by many cultural advantages. Numerous dramatic productions and other events are presented during the year at the new Louisiana State University Union Building. The old Governor's Mansion has been turned into the Louisiana Art and Science Center, which features exhibits and musical programs. The Baton Rouge Little Theater produces a schedule of five plays each season in a new building constructed in 1961.

Whitney Davis has a new library and the latest in student study facilities.

The Baton Rouge Art Association, the Baton Rouge Art Center, and the Louisiana Art Association, which features exhibits and musical programs, are located near the banks of the Mississippi River.

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Especially for:

BATON ROUGE CH
LOUISIANA'S STATE CAPITOL

STATE CAPITOL—Chief among the points of interest in Baton Rouge is the State Capitol, "America's Most Beautiful." Rising majestically 450 feet on 27 acres of beautifully landscaped gardens, it is the tallest building and one of the most outstanding attractions in the South. Into its exquisitely appointed interior has been written a history of the state itself in marble and bronze. The Capitol is the center of many state buildings housing the government agencies of Louisiana.

RECREATION—Baton Rouge's public recreational facilities include 7 recreation centers; 58 stadia, gymnasiums and athletic fields; 5 golf courses; 28 parks; 55 playgrounds and 24 tennis court areas. Excellent boating, hunting and fishing areas are within a short distance from the city. Other swimming pools and golf courses are located at Sherwood Forest Country Club, the Baton Rouge Country Club, Piedmont Club and LSU.

Baton Rouge is the home of the LSU football team which attracts over 60,000 spectators to each of its six home games in Tiger Stadium. High school athletics and other outdoor events are staged in the new Memorial Stadium.

AGRICULTURE—Farming is important here because Baton Rouge is located in a fertile agricultural section producing a great variety of farm products including cotton, sugar cane and truck farming of all kinds.

Its beef cattle production and dairying have become valuable industries, with a steady increase in volume and quality of livestock being shown each year.

An excellent climate, adequate rainfall and a long growing season insures a fine agricultural production level.

OTHER BATON ROUGE FACTS

Climate—Mean average temperature, Summer, 82.7, Winter, 56.4; average annual rainfall, 59.29 in.

Hotels—3 with a total of 750 rooms.

Tourist Courts—43 with a total of 2,200 rooms.

Churches—187, representing 15 denominations.

Hospitals—Two general hospitals (Baton Rouge General and Our Lady of the Lake) with a total of 679 beds. Lane Memorial Hospital, 90 beds, and L.S.U. Infirmary, 75 beds. A charity hospital is under construction.

Theaters—10 indoor, 4 drive-in.

Baton Rouge Business Trends

BATON ROUGE MARKET, TRADE ACTIVITY

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<thead>
<tr>
<th>Finance</th>
<th>1950</th>
<th>1966*</th>
<th>Increase Since 1950</th>
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<tr>
<td>Bank Deposits</td>
<td>$133,130,000</td>
<td>$423,333,345</td>
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<tr>
<td>Bank Resources</td>
<td>$140,085,171</td>
<td>$474,243,547</td>
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<table>
<thead>
<tr>
<th>Utility Users</th>
<th>1950</th>
<th>1966*</th>
<th>Increase Since 1950</th>
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<tbody>
<tr>
<td>Gas Meters</td>
<td>31,456</td>
<td>63,693</td>
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<tr>
<td>Electric Meters</td>
<td>37,880</td>
<td>70,505</td>
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<tr>
<td>Water Meters</td>
<td>37,475</td>
<td>60,020</td>
<td>60%</td>
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<tr>
<td>Telephones</td>
<td>47,531</td>
<td>131,191</td>
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<tr>
<td>Assessed Valuation, Residential, City of Baton Rouge</td>
<td>$108,749,000</td>
<td>$232,000,000</td>
<td>113%</td>
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<tr>
<td>East Baton Rouge Parish</td>
<td>$243,309,300</td>
<td>$529,000,000</td>
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<tr>
<td>Postal Receipts</td>
<td>$1,259,583</td>
<td>$4,596,176</td>
<td>265%</td>
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<tr>
<td>Value of Building Permits</td>
<td>$9,386,222</td>
<td>$62,265,108</td>
<td>563%</td>
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