

# Louisiana

*Where Manufacturers Can Develop Big Sales*

## Sales Managers—

### Call on Every Dealer Here

Instead of hitting the high spots over several states far away, work your Southern territory first. Freight rates and traveling expenses are in your favor. You will have the "edge" on competitors. Sell your goods in the South, easier, quicker, and to better advantage.

### Louisiana Is a State With Great Wealth

Louisiana not only has the largest city in the South, but this city is the second largest port in the United States, and New Orleans is the largest banking city in the South.

Louisiana is first in many respects: it has a greater area of long-leaf pine and more cypress timber than any state in the Union. There are vast quantities of oak, and other hardwoods. Louisiana is a great cotton state, and produces the greatest amount of rice and sugar of any state in the Union. This state has the largest sulphur mine in the

world, and also immense deposits of rock salt. Its natural gas fields are among the largest in the world. The production of petroleum in Louisiana ranks the state near the top in the United States.

Manufacturing is extensive, the value of manufactured products being almost a billion dollars.



### Statistics

Population	1,700,509
Area in sq. mi.	45,409
Farms <small>(U. S. Census 1922)</small>	135,463
Post Offices <small>(U. S. Postal Guide 1920)</small>	1,137
Miles of rural roads <small>(Office of Public Roads 1919)</small>	24,563
Miles of improved roads <small>(Office of Public Roads 1919)</small>	2,700
Miles R. R. lines <small>(Interstate Commerce Com. 1917)</small>	5,363
Autos and trucks	124,787
Telephones <small>(Gen. Elec.'s Industries 1917)</small>	63,890
Elect'ly wired houses <small>(Elec.'s World Survey 1920)</small>	44,800
Banks	324

### How Many of These Dealers Do You Sell?

General Stores	4,500
Grocers	4,246
Drug Stores	706
Hardware Stores	294
Auto Dealers	1,040
Clothing Stores	273
Confectioners	378
Department Stores	70
Dry Goods Stores	520
Electrical Supplies	58
Furniture Stores	630
Jewelers	253
Shoe Stores	272
Book & Stationary Dealers	353

### The Manufacturer who Concentrates His Sales Efforts Here Will Reap a Rich Reward

Louisiana has eight great trunk railroads. A great number of highways have been built in the last few years, and it is now possible to travel the state in a motor car and reach most of the dealers throughout the state easily and quickly.

Louisiana is not dependent upon any one crop, as it produces four or five great staples. The state is well covered with newspapers, and the manufacturer who advertises his merchandise and makes the right sales effort will get business there.

### These Newspapers Will Help You Build Your Business Bigger in Louisiana

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|-----------------------------|----------------------------|
| Alexandria Town Talk        | New Orleans Item           |
| Baton Rouge State Times     | New Orleans States         |
| Lafayette Advertiser        | New Orleans Times-Picayune |
| Lake Charles American Press | Shreveport Journal         |
| Monroe News Star            | Shreveport Times           |

*The South is Your Best Market*