IOUISIANA 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	1,790 509
Area in sq. mi,	45,409
Farms (U. S. Census 1927)	135,463
Post Offices (U. S. Postal Guide 1920)	1,137
Miles of rural roads (Office of Public Roads 1919)	24,563
Miles of improved roads	2,700
Miles R. R. lines Unterstate Commerce Com. 1917)	5,363
Autos and trucks	124,787
Telephones (Cen's Fleet'e Industries 1917)	63,890
Elect'lly wired houses (Elec't World Survey 1920)	44,800
Banks	324

How Many of These Dealers Do You Sell? General Stores 4,500

General Stores	4,500
Grocers	4,246
Drug Stores	706
Hardware Stores	294
Auto Dealers	1,040
Clothing Stores	273
Confectioners	378
Department Stores	
Dry Goods Stores	5/10
Electrical Supplies	58
Furniture Stores	630
Jewelers	253
Shoe Stores	272
Book & Stationary	
Dealers	353

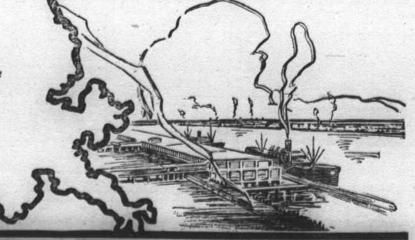
The Manfacturer who Concentrates His Sales Efforts Here Will Reap a Rich Reward

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

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



The South is Your Best Market