

**LAFAYETTE, LOUISIANA
A GREAT GROWING COMMUNITY**

HUB CITY

Situated on the Vermilion River in Lafayette Parish, 41 feet above sea level, Lafayette with a 1952 population of 35,000, has developed into the Hub or Trading Center of South Central Louisiana. Named after the Marquis de Lafayette, famous French Volunteer in the American Revolution, the City was sparsely settled as early as the first part of the 1700's at the site of an old Indian trading post. Later, it became fairly well known after the Acadian Exodus from Nova Scotia in 1760. Many of these families, exiled by England, settled in and around Lafayette in what is now known as the "Evangeline Country."

The early French-Acadian inhabitants, around which has been woven Longfellow's poem of "Evangeline," have many descendants today in Lafayette who give this city a picturesque charm and color to be found no where else in the United States. The visitor is surprised to hear both the French and English languages spoken by many of its citizens. This dual language, together with the natural vivacity and hospitality of the French, make Lafayette and its people a place the visitor will long remember.

DISTRIBUTION CENTER

The City has developed into an important transportation and shipping center—Located on the Old Spanish Trail, an east to west transcontinental highway (U. S. 90) and the main line of the Southern Pacific Rail Road. Many other state routes and branch rail lines serve the territory with connections to all parts of the country. Additional transportation is provided from Lafayette airfield by Eastern Air Lines.

Excellent inland waterway facilities are afforded via the Vermilion River and Intracoastal Canal.

Located in the heart of the Evangeline Country with fine hotels and travel court accommodations, and tasty Creole cooking, the City has become a popular convention and tourist center. The floral beauty and attractions of the City have become famous with thousands of visitors making an annual trek to see the Midwinter Exposition, the Camellia Show and Pageant, the Iris Show and the colorful seventeen mile Azalea Trail. These are a few of the reasons why the City and area have become the garden spot of the Deep South.

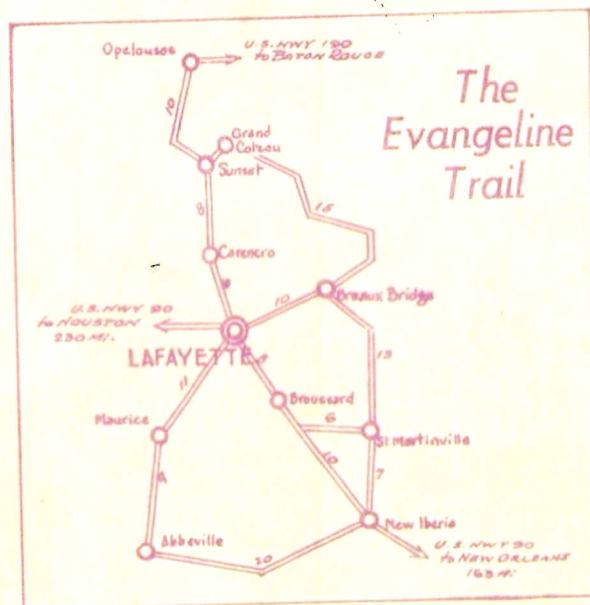
FINE TRAVEL ACCOMMODATIONS

Members Chamber of Commerce
HOTELS

EVANGELINE HOTEL:—185 rooms, Mr. J. C. Eberhardt, Mgr., 300-06 Jefferson Street, Phone 5-5501
NEW GORDON HOTEL:—100 rooms, Mr. Leon Rednor, Mgr., 106 E. Vermilion, Phone 5-6421

TOURISTS COURTS

ACADIAN COURTS:—1514 Cameron St. Mr. O. P. Trahan, Mgr., Phone 8-7752; 36 cottages.
AZALEA COURTS:—814 St. John, Mrs. Tom Parkerson, Mgr., Phone 8-7511; 32 cottages.
PLANTATION COURTS:—20 Cottages, U. S. 90 East, Mr. Lionel Jeanmard, Owner; Phone 4-1454.



**FOR FURTHER INFORMATION INQUIRE
LEE G. LAFOSSE, MANAGER
CHAMBER OF COMMERCE,
WESTERN UNION BLDG., LAFAYETTE, LA.**

01196 See The Beautiful **Azalea Trail**

DURING FEBRUARY, 1952

**ONE OF THE GREATEST
FLORAL TREATS IN THE SOUTH**

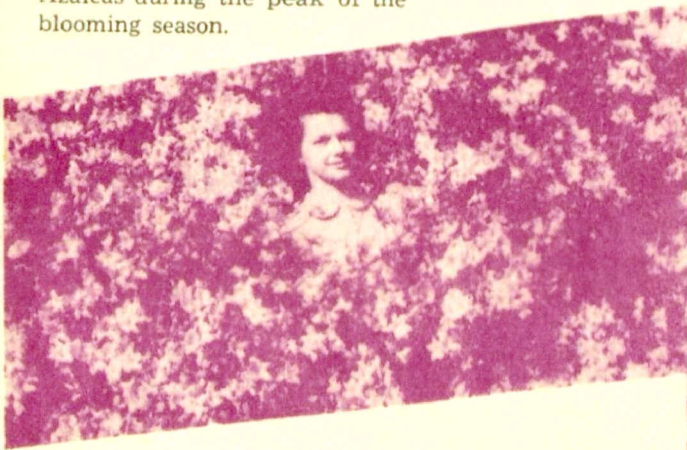
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Lafayette, Louisiana
OLD SPANISH TRAIL (U. S. HIGHWAY 90)
**IN THE HEART OF THE
HISTORIC EVANGELINE COUNTRY**

THE AZALEA TRAIL 17 MILES OF FLORAL SPLENDOR

"A display of such breathtaking floral color and beauty that it cannot be described in words," is the expression so often heard from the visitor after he has first seen Lafayette's beautiful Azaleas during the peak of the blooming season.



The month of February 1952 (normally in bloom during March) will probably find the colorful and varied Azaleas at the height of glory. Surrounded by many other early spring flowers, the City of Lafayette offers one of the most beautiful floral displays to be found in the country.

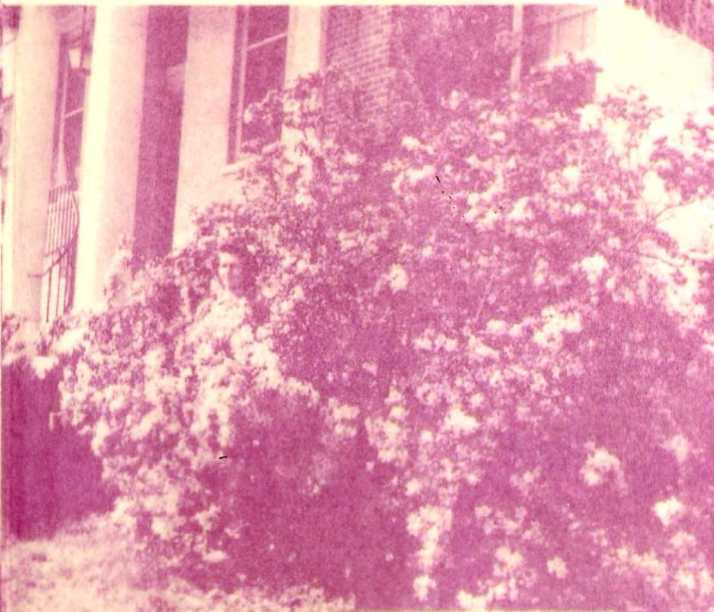
The Azalea is classed in the rhodendron family and is claimed to be a native of East Asia and brought to the Gulf Coast area by missionaries



over two centuries ago. Some of the largest plants still blooming around Lafayette are over a half century old and have attained large proportions. There are 50 distinct species; also a number of

botanical varieties and forms occurring in nature and a number of horticultural classes, originated as bud sprouts.

There are many varieties of Azaleas to be found in the City, but the Formosa variety predominates and seems to thrive best here; the City has adopted it for its very own and has christened it the General Lafayette. This specie has a touch of lavender in it and borders on the shade of fuschia.



It is glorious, rich in color, with a definite appeal seeming to fit in almost anywhere, making a feast for the eye. Azaleas in all sizes, dwarf to jumbo, in colors from white, salmon, lavender, pale pink to bright red can be seen on the well-marked Azalea Trail winding around the City streets.

The annual Floral Trail conducted by the Chamber of Commerce with the cooperation of the Garden Club includes a 17 mile marked route through the City. **NO ADMISSION CHARGES ARE MADE.** The community is proud to share its beautiful gift and advantage with its fellow countrymen.

