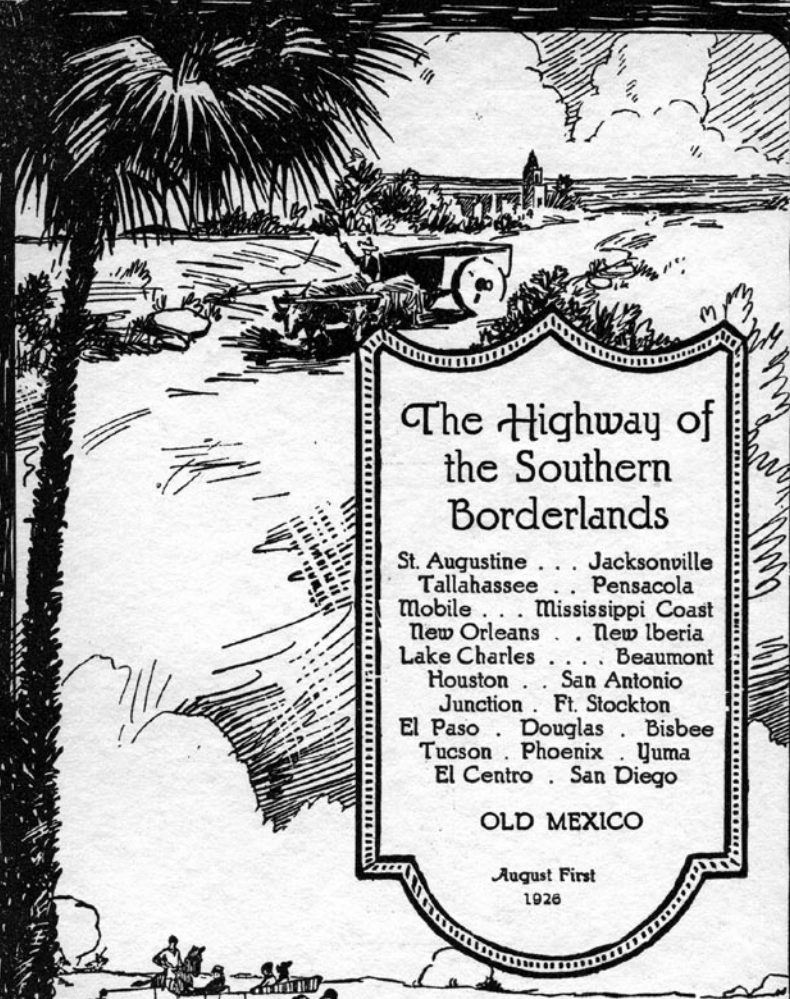


# YEAR BOOK OLD SPANISH TRAIL




## The Highway of the Southern Borderlands

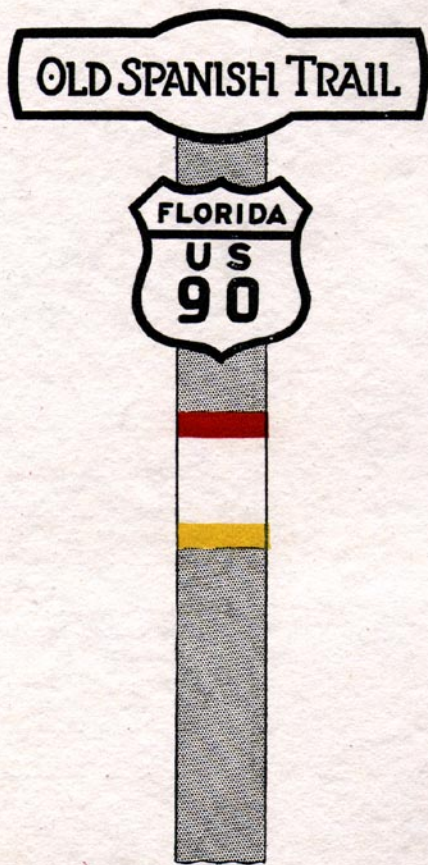
St. Augustine . . . Jacksonville  
Tallahassee . . . Pensacola  
Mobile . . . Mississippi Coast  
New Orleans . . . New Iberia  
Lake Charles . . . . . Beaumont  
Houston . . . San Antonio  
Junction . Ft. Stockton  
El Paso . Douglas . Bisbee  
Tucson . Phoenix . Yuma  
El Centro . San Diego

OLD MEXICO

August First  
1926



Second Edition



SEE PAGE TWENTY-TWO

**REPORT**  
of the Managing Director  
to  
Old Spanish Trail Members

AUGUST 1, 1926



MEZZANINE FLOOR, GUNTER HOTEL

Eastern section of the Old Spanish Trail to cost over \$63,000,000 with \$46,968,350 spent or construction in progress—

Western section will cost \$50,000,000 with \$15,000,000 spent or construction in progress—

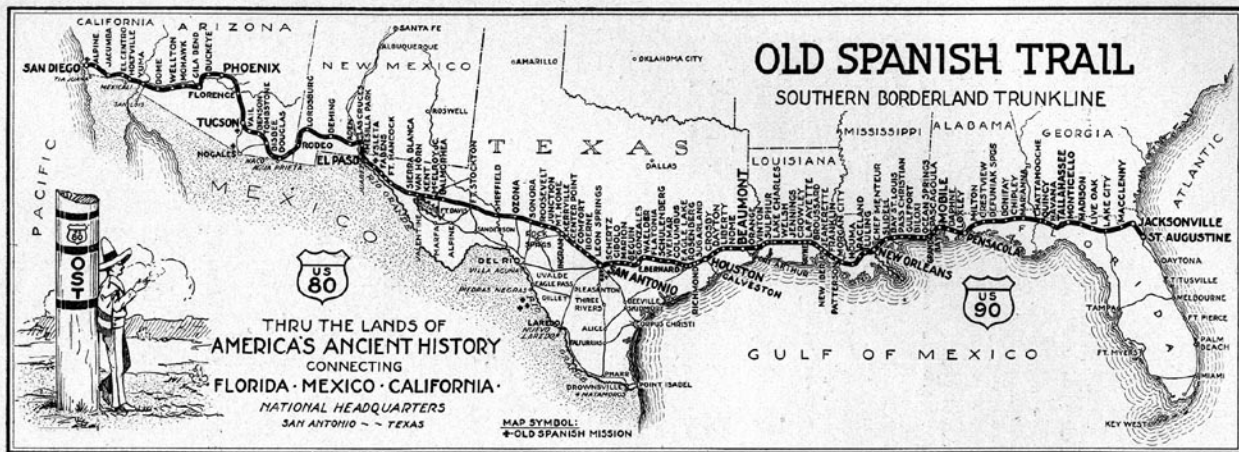
People now realize great barrier sections will be crossed and the highway opened promptly and already hundreds of millions are being invested in development of Old Spanish Trail territory—

Settlers are coming—

The opening of the highway this winter will start a new national migration to settle and develop these Southern Borderlands—

Three months' survey of conditions eastward this year and a two months' survey westward last year show progress exceeding all expectation—

Complete construction now assured; plans to build up travel, settlement and investment now are essential.



The Old Spanish Trail still has difficult sections. It follows a route of great attraction, also a route of financial and engineering difficulties. But the states are building. Thanks to the organized efforts of the Old Spanish Trail membership and of the engineers and highway officials, it is even now built and well maintained on ninety per cent of its long mileage. Inquiry at chambers of commerce and motor clubs along the way will provide dependable local information. If the traveler is interested in great construction works he will find much to compensate him as he travels along.

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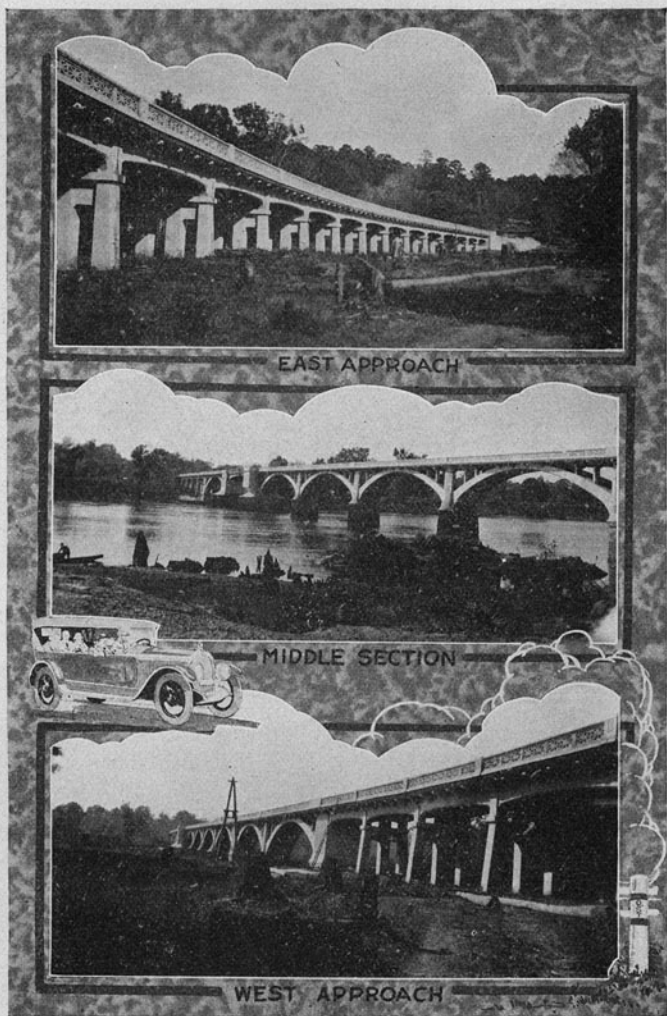
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# Summary of Old Spanish Trail Work and Achievement

## *Para- graph*

- 1 Complete construction and constant improvement now assured. Summary of Costs.
- 2 Organized December 10-11, 1915. Nearly eleven years of continuous work.
- 3 A national trunkline put across a country that had no roads. \$150,000 spent by national headquarters to establish this highway.
- 42 The circulation of printed matter, magazine and newspaper feature articles, 6,000,000.
- 42 Maps and travel service booklets printed, 83,000.
- 34 Recognition as a Federal Aid highway completely established in 1922.
- 34 Washington work, War Department statement of military necessity, and Congressional declaration of primary importance, secured in 1922.
- 42 Selection of this highway by U. S. Bureau of Education as basis for study in public schools of highway and national development secured in 1922. Dept. of Interior Bulletin, 1923, No. 38.
- 34 Recognition established in the eight OST States and with the Federal officials by 1923 that the highway should be built at once despite costs.
- 37 Valuable service to OST communities during the decade of selection of national routes throughout the United States.
- 9 Total costs eastern section, 1301 mi., St. Augustine to San Antonio, to be over \$63,000,000 with \$46,968,350 now provided. Page 12.
- 10 Western section, 1515 mi., San Antonio to San Diego. Well-  
& built grades, graveled or paved. \$15,000,000 spent and  
11 \$35,000,000 more are needed..
- 12 Total cost St. Augustine to San Diego will reach \$113,000,000.
- 4 Two-thirds of eastern section financed for paving with construction well under way.

- 8 Thirty-one flood water crossings in eastern section being bridged. Unprecedented problems and discouragements conquered.
- 4,5,6 Magnitude of work not realized. Millions in construction were necessary before overland travel could move freely; discouragement among the people and communities a constant condition.
- 7 Turning the travel movement south to Old Spanish Trail communities.
- 13 Open from coast to coast by winter of 1926-27.
- 15 Construction progress and astonishing costs shown by States.  
to A great highway breaking through a country filled with  
25 numerous physical barriers.
- 14 The new travel movement now directly south to Old Spanish Trail.
- 14 The receiving and distributing trunkline for the movement of settlers to the southern territory.
- 38 Home seekers and investors already coming in large volume.  
& This trunkline key to all southern development, for the  
39 migration now starting is by automobile, not by covered wagon or by railroad.
- 40 Development proceeding where the automobile reaches; rail-  
41 road development and profits follow.
- 33 Failure of some to recognize basic conditions for community development in this motor vehicle age.
- 33 San Antonio the automobile crossroads; New Orleans the  
& southern tourist gateway; preferred position of OST com-  
35 munities assured.
- 35 The highway originally laid through Shreveport and Dallas;  
& construction problems easier and the communities aggres-  
36 sive and progressive. The service rendered to the southern communities by this organization.
- 26 Evidences of a new empire in the making; the last North  
to American frontier now being settled.  
32
- 43 The work that should now be done to draw travel, encourage  
to investment and settlement and make the highway pay  
50 profits.
- 51 Bringing hundreds of millions in new investments to these Southern Borderlands.



**APALACHICOLA RIVER BRIDGE, FLORIDA**

Old Spanish Trail, 48 mi. West of Tallahassee, between  
Marianna and Quincy.

Dedicated as Victory Bridge July 20, 1922 in memory of the men  
of Florida in the World War.

Total length 5500 ft. Cost \$713,000.00. Dedication addresses by  
Governor Cary A. Hardee, H. B. Phillips, Chairman Florida Road  
Department, Herral Ayres, Managing Director Old Spanish Trail.



# Old Spanish Trail Report to Members

August 1, 1926

The Managing Director has just returned from a three months' survey of conditions eastward from San Antonio, Texas, to St. Augustine, Florida. This report shows progress exceeding all expectations. A general report of the western section is also included.

Issued from National Headquarters, San Antonio, Texas.

## THE TRIUMPH OF TEN YEARS LABOR

1. Not only is the complete construction of the Old Spanish Trail now assured and some \$62,000,000 already spent or available for the whole project from St. Augustine, Florida, to San Diego, California, but its constant improvement and paving are now the program of the State and the Federal officials. The establishment of the highway as the basic trunkline across the Southern Borderlands is effected; the triumph of ten and a half years labor. Recognition of the traffic it must carry is evidenced by the millions now being spent and the development of the great trunklines designated to feed into it. In this motor vehicle age the promotion and prompt construction of this travel artery has been of more value to the territory than a new railroad. Its advertisement to the people of the continent, the development of travel, the encouragement of settlement and investment, are now questions to be decided.

This is the summary of costs:

Eastern section, spent or available, (page 12).....	\$ 46,968,350.00
Eastern section, still needed, (page 12).....	16,605,000.00
Western section, spent or available, (estimated)....	15,000,000.00
Western section, still needed, paving etc.....	35,000,000.00
Total estimated costs, whole project,.....	<u>\$113,573,350.00</u>

## THE BIRTH OF THE PROJECT

2.—The Old Spanish Trail was organized at Mobile in 1915 by delegations from New Orleans, the Mississippi Coast, Mobile and Florida as an eastern route from New Orleans to the Florida East Coast. They gave it the name that is so interesting to everyone everywhere and that is so true to its historical background from St. Augustine to San Diego, the official route as now established.

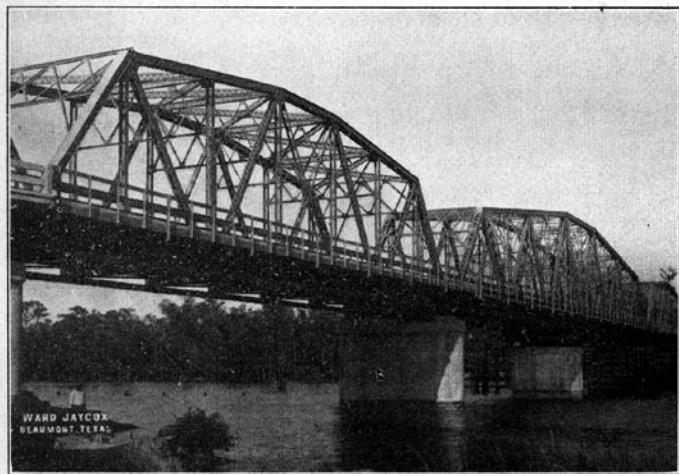
3.—Various efforts were made in 1916-17-18-19 to find a route through to California while the East stood still because no solution appeared for crossing the great waterways. In August 1919 at a conference in Houston the East asked San Antonio to assume the leadership. November, 1919, a convention was held at San Antonio at which 150 West Texans attended and they pledged to open a road across the vast West Texas ranch country. From El Paso to San Diego those people were then working to break a road across those interesting deserts and mountains. Since 1919 a group of San Antonians have been true to the stewardship imposed upon them and today the Old Spanish Trail is the nationally recognized arterial trunkline across the Southern Borderlands. The groups from the Atlantic to the Pacific that have been conquering their local difficulties and opening roads and building bridges can today look across the continent and see the culmination of their dreams.

The West Texas Travelog p. 43 tells this story in historical detail.

#### DIFFICULTIES AND ACHIEVEMENTS

4.—Continuous paving from St. Augustine to San Antonio, and some miles westward, is now well under way. Two-thirds of the mileage of this eastern section is now paved or being paved or financed and authorized for paving. This is the astonishing record of the Old Spanish Trail development eastward. For ten and a half years we have wrestled with fearful barrier sections that have often stopped travel completely and for years kept it restricted to small volume. This has prevented the people from realizing the magnitude of the work this highway organization has been fostering and has prevented their understanding the financial support due to the national headquarters.

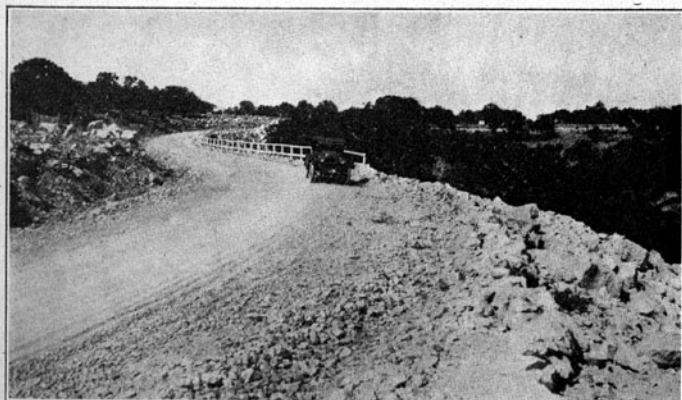
5.—The records gathered on the recent eastern trip show the total cost of *completed* roads and bridges including construction now authorized or in progress for the eastern section of the Old Spanish Trail, St. Augustine to San Antonio, as \$46,968,350. The above includes the new and modern bridges but not old bridges that are to be replaced although still serving traffic. It includes the asphalt and concrete paving and the improved gravel or sand clay roads but not the unimproved roads of which about 100 miles are still unfinanced, with another 100 miles financed to be completed this year. \$16,605,000 *more* will be needed in this eastern section *to complete* the paving and the bridges *not now financed*.



#### NECHES RIVER BRIDGE

Old Spanish Trail at Beaumont, Texas.

Constructed during 1924-25. Length 4000 ft. including heavy embankment approach. Cost, bridge \$369,000; embankment \$47,000; total \$416,000.



#### THROUGH THE HILL COUNTRY OF WEST TEXAS

From San Antonio to El Paso, 597 mi., is the scenic drive of the Southern Borderlands—hills, mountains, canyons, spring-water streams, resorts, camps, fishing, hunting, ranching and changing deserts. The Old Spanish Trail cuts directly through this Hill Country with Federal Standard roads. Photo, between Kerrville and Junction, Elevation 2100 ft.



#### AMONG THE BAYOUS OF LOUISIANA

The Old Spanish Trail is going across great bays, rivers and drainage basins paralleling the Gulf of Mexico where the engineering, financing and the long period required for construction are proving southern capacity for achievement. Louisiana has 125 mi. of delta formation east and west of the Mississippi River over which to build roads and bridges for the Old Spanish Trail. The photos picture some of the work. Cut-off east of Bayou Bouef.

## AN UNEXPECTED REVELATION

6.—To most people this report is an unexpected revelation. This total ultimate cost of over \$63,000,000 for this *eastern section* discloses how great are the financial and engineering difficulties we are conquering. The prospect of a paved highway from St. Augustine across North and West Florida, southern Alabama, Mississippi, Louisiana and Texas to San Antonio and westward is an achievement no one dared even dream of a few years ago.

## THE NEW TRAVEL MOVEMENT

7.—All students of the travel tendencies have realized for some years that the concentration of travel to South Florida or to Southern California would change when this southern border country was opened. All the states are building important trunk-lines due southward to the Old Spanish Trail and the new travel movement will flow down into all the Old Spanish Trail territory as the various areas attract the travelers. The great concentration of public funds in the construction of modern bridges and paved roads along this highway shows how clearly the highway leaders recognize the trend of this new travel movement .

## THE FLOOD WATER CROSSINGS

8.—East of San Antonio are 31 rivers and bays that carry the flood waters from half of the North American continent into the Gulf of Mexico. At Old Spanish Trail crossings many of these rivers suddenly flood sometimes as much as 50 feet high or spread out miles wide. The bridge construction, and the road construction over wet or delta sections, have entailed engineering and financial problems without parallel on any other highway. Financing has cost many years of sustained struggle, then when work started incomplected construction has been swept away, wet periods have stopped the work months at a time, contractors have failed and costs have mounted beyond all estimates, but of late years the determination to build has not faltered. So rapidly are the highway departments pushing this project the bridges and paved roads *now under construction* east of San Antonio to be *completed this summer, fall and winter* added to the roads, bridges and paving *that are completed* will give a well opened highway from Florida to the West for the first time in history. The West has been open for some years but the construction record has not been computed recently.

## TABULATED COSTS EASTERN SECTION

9.—The summary of costs for the eastern section, St. Augustine to San Antonio, is as follows:

	Asphalt or Concrete Roads	Modern Bridges
a—Completed .....	\$10,999,000.00	\$ 4,918,350.00
b—Under construction to be completed this summer, fall and winter.....	8,680,000.00	5,769,000.00
c—Financed and ready for contract or authorized for paving, (several years will pass before the contractors can pave all this but well maintained Federal standard improved roads will carry travel meanwhile).....	11,775,000.00	1,382,000.00
Total .....	\$31,454,000.00	\$12,069,350.00

d—The above includes the concrete and asphalt paving only. There are many miles of Federal standard gravel and sand clay roads completed. These offer good traveling today and will present seasoned grades to the paving forces when ready.

Total .....

	\$ 3,445,000.00
--	-----------------

Total paved and improved unpaved  
roads .....

	\$34,899,000.00
--	-----------------

Bridges as shown.....

	12,069,350.00
--	---------------

Grand total completed and authorized  
work .....

	\$46,968,350.00
--	-----------------

e—In addition to the foregoing program of action it is estimated the cost for the **additional** paving and the bridges to complete this **eastern section** and **not yet financed or authorized**, and not including the Mississippi River problem, totals—

For paved roads not yet financed \$13,680,000.00

For modern bridges not financed... 2,925,000.00

Total, eastern section when all is  
paved and all bridges built.....

	\$63,573,350.00
--	-----------------

## WESTERN CONDITIONS AND COSTS

10.—Westward, San Antonio to San Diego, is a dry country. It has been less difficult to open; good traveling has been maintained. Financing has been difficult because it is a sparsely settled country. The story of the western section will be told when the record can be gathered. It is also a story of dauntless achievement and a tribute to the western people as these eastern achievements are tributes to the eastern people and all of it a tribute to southern capacity for constructive development.

11.—About \$15,000,000 have been spent westward from San Antonio to San Diego. Grades, curves and road-widths have been brought to Federal standards and the roads are well maintained. Future improvements are now largely a matter of paving the surfaces and this will require another \$35,000,000.

## TOTAL COSTS. HEAVY TRAFFIC NOW APPARENT

12.—The total cost of the highway from St. Augustine to San Diego will reach \$113,000,000 with \$62,000,000 spent or appropriated for construction.

13.—Increased travel or heavy rains may break down sections now quite satisfactory but not permanently built, nevertheless it is expected the construction to be completed this year will close all gaps and open the Old Spanish Trail from coast to coast after ten and a half years of the most devoted cooperation of any great project in the history of the United States.

14.—All south-bound highways feed into the Old Spanish Trail and this trunkline must develop as the receiving and distributing system for this accumulation of traffic. As the connecting trunkline of Florida and California, with its new resort development along the Gulf eastward and in the hill and mountain country westward, and its agricultural and industrial development all across the continent, this highway is destined to a traffic demand undoubtedly beyond even the dreams of the most farsighted leaders. A mere drive over the highway today tells only a part of the story. Trips through the tributary territory bring the real revelation.

## PRESENT CONDITION IN EACH STATE

15.—FLORIDA: Today the big bridges across Florida are completed and paving the whole mileage is authorized, financed

and proceeding. Florida road and bridge costs will total \$19,700,000. Average cost \$44,750 per mile. Florida's new work will reduce the mileage to about 440 miles.

16.—ALABAMA: Alabama will complete in December the 10-mile Mobile Bay bridge, the longest highway bridge in the world. It will cost \$2,500,000. Paving and other bridges in Mobile County are costing \$1,000,000 and should be completed this winter. Average cost \$90,000 per mile. About 33 miles east of Mobile Bay not financed.

17.—MISSISSIPPI: Across Mississippi, 96 miles. It is costing over \$6,000,000 for the paved roads, bridges and the protecting sea wall. Three bridges are involved totaling 7 miles and a sea wall along the Gulf for 22 miles. All now half completed. Average cost \$62,500 per mile.

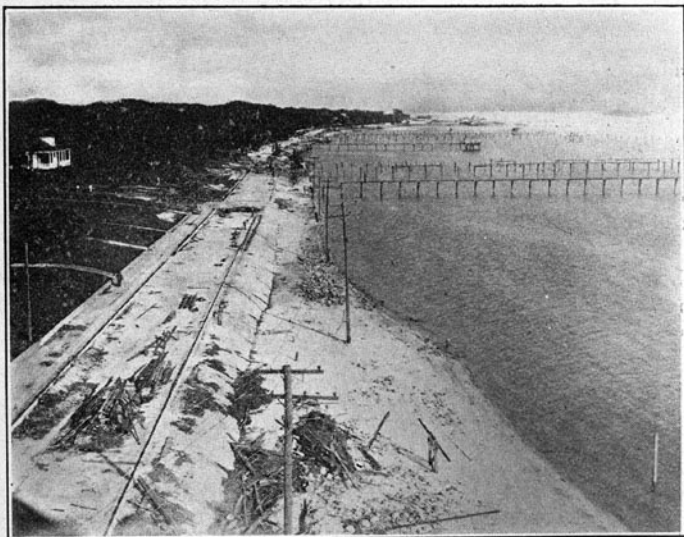
18.—LOUISIANA: Louisiana has 350 miles all graveled and well maintained but Lake Pontchartrain and the Mississippi River at New Orleans and Berwick Bay at Morgan City are not bridged. These are difficult projects and so also are some of her road sections but many other OST localities have now conquered difficulties relatively as serious. Paving has not started but Louisiana has so far kept pace with these other states. Average cost to date \$16,500 per mile including Sabine bridge approach.

19.—LOUISIANA and TEXAS are now bridging the Sabine River and marsh, 3.4 miles wide, costing \$700,000. This has been one of the difficult OST waterways. The financing problems like so many of the OST conditions have cost many years of efforts.

20.—EAST TEXAS: From the Louisiana line to Richmond, Texas, 40 miles, five rivers are crossed that suddenly rise in great floods and at times are miles wide. The bridges, and the approaches over the bottoms, have been costly; the engineering and the construction have been difficult and tedious. Sabine River bridge is under contract. Neches River bridge is completed. Trinity River bridge (old) remains. San Jacinto River is financed for new bridge; old one in service. Brazos River bridge completed. Liberty County is now being paved, to be completed during 1927. The subgrade was completed two years ago. Harris County is financed for paving. Sugar Land district, Ft. Bend County, is now paving; subgrades completed a year ago. This will complete all paving and bridges for this 140 miles. The costs will total close to \$7,000,000. Average cost \$50,000 per mile. The impassable conditions that have discouraged travel will be improved before another winter sets in, the Highway Department promises.

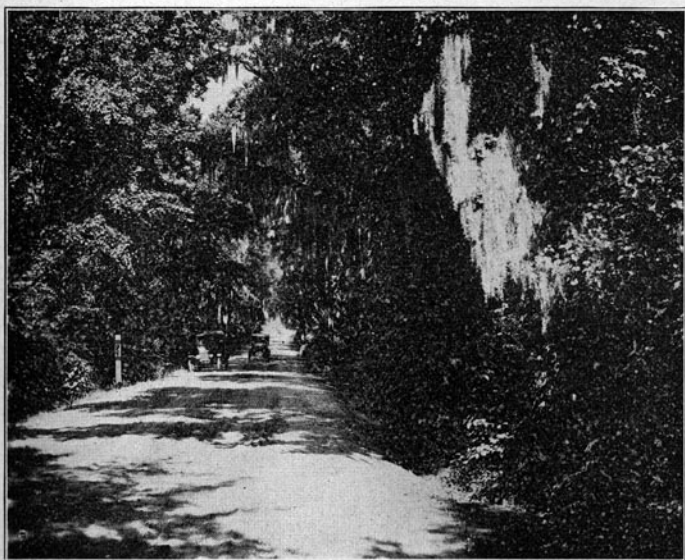
21.—FROM RICHMOND, TEXAS, west to San Antonio are 191 miles with 65 miles paved. Richmond to East Bernard, 18





#### MISSISSIPPI GULF COAST

Concrete paving and curved sea wall protection at Biloxi costing \$100,000 per mi. 22 mi. of sea wall, paving and concrete bridges now nearing completion. The sea wall now building is a different type.



#### THE TALLAHASSEE COUNTRY, FLORIDA

The Old Spanish Trail is financed for paving across the State and the work is actively progressing. The average cost, including bridges, is estimated at \$44,750 per mi.

miles of black dirt are impassable in wet weather. The Highway Department is improving this section and promises safe traveling across all East Texas henceforth. From the Louisiana line (Sabine River) to San Antonio over \$2,000,000 in contracts and improvements have been put in force this year. The paving program will go forward rapidly for the basic and difficult parts are completed and extensive paving is already authorized.

22.—WEST TEXAS: 597 miles. Federal standard gravel roads, some improved natural soil of good quality, with over 100 miles of asphalt and concrete in the San Antonio and the El Paso districts.

23.—NEW MEXICO: 196 miles. Some concrete, mostly Federal standard gravel. Mesilla Park westward 37 miles desert soil; new road to replace this section and complete all the New Mexico mileage is now authorized. New Mexico must transport most of her gravel and other material a long distance.

24.—ARIZONA: 508 miles. Federal standard well graded highway—125 miles are concrete and asphalt paving, balance good gravel.

25.—CALIFORNIA: 179 miles. Mostly paved. Some remarkable mountain construction. Asphaltic concrete under construction over the sand dunes west of Yuma.

## INVESTMENTS AND DEVELOPMENTS

26.—In my recent long eastern trip I was continually impressed with the remarkable developments that have started as the result of the confidence the Old Spanish Trail is now to be completed. Through the western section last summer I was equally impressed with the miracles being performed by great irrigation reservoirs in this OST territory and the industry of the newcomers in those areas we have always thought of as desert or waste lands. The Old Spanish Trail is destined to develop this whole South country because over this trunkline the home seeker in his car will find his opportunity.

27.—The northwest Florida coast is a wooded, rolling, well-drained section set with numerous bays and inlets. Roads are building from the OST down to the beaches and a beach highway to connect Pensacola and Tampa is now well started. Beach resorts, syndicate farm development, power development, hotels and other big investment in West Florida are already aggregating many millions.

28.—The same is true along the Mobile Bay shores and the gulf beach of Alabama. \$10,000,000 in new developments are the stated figures.

29.—The Mississippi Coast Club recently announced \$55,000,000 of investments, public and private, already financed and more new developments involving more millions being announced continually.

30.—Around New Orleans the same great awakening is observed. Developments and investments show an unprecedented activity with New Orleans promising to become the center for numerous resort, fishing and hunting attractions.

31.—Another move of importance is in East Texas where the projected highway is now financed from Orange and from Beaumont through Port Arthur and along the beach to Galveston, then back to the Old Spanish Trail at Houston. This will expand the Galveston beach into an East Texas resort area and make East Texas a mecca for the pleasure-seeking. With the Texas gulf shores developing as a playground and with the vast agricultural, commercial and industrial opportunities that East and South Texas offer, Orange and Beaumont will become a gateway from the East in the development of a new empire for the home seekers, investors and developers now heading southward in large volume.

32.—Around San Antonio it is the same story. So much money is now going into farm development, great irrigation enterprises, hydro-electric power and other development no one any longer doubts the great movement of money and men to South Texas. San Antonio and Houston, reflecting these conditions, are adding new hotel accommodations involving over \$20,000,000. In 1925 their total building operations were \$44,480,000 with building permits this year exceeding last year's record.

#### ESTABLISHING AND BUILDING THIS HIGHWAY HAS NOT BEEN EASY

33.—Years ago I stated that San Antonio was geographically so situated that with proper foresight in trunkline highway development and traffic promotion San Antonio could be made the automobile crossroads of the continent. An undeveloped empire lies southward in Texas and beyond is Mexico. Westward is California. Eastward is Florida. North lies the whole continent. For ten years the United States have been moving fast toward a few official national routes to be built and maintained for heavy overland travel. Some cities have, with shrewd foresight, worked to establish one or more such routes in their

interest; others have not recognized the importance of the moves in progress. This association and its membership have often been very much alone in the work of making this a national trunkline and thus assuring the OST cities and towns forever their position on a noted travelway.

34.—When the Federal Aid was restricted to 7% of the total mileage and interstate routes were being selected during 1922 to establish this 7% system this organization centered on this work for a long period and finally included every mile of this route in the Federal Aid mileage. The managing director spent months at Washington and the East and obtained the War Department declaration of military necessity and also the statement of United States Senators and Congressmen that a trunkline across the Southern Borderlands was a basic necessity to the United States highway system. When the recognition of the eight states and of Federal officials was finally established the work of securing precedence for the highway in Federal and State aid funds and in local appropriations proceeded with increasing success.

35.—This transcontinental route was laid originally from New Orleans through Shreveport and Dallas to El Paso. It is only 50 miles farther and those people have shown ability for establishing, popularizing and building their route. It has cost this association ten years of hard and active work to foster the expensive construction on this southern route between New Orleans and El Paso, often without the cooperation of cities and towns in this section that will profit in numerous ways from the success of the work. New Orleans becomes a natural gateway for Florida and California and for intermediate travel, and other OST cities and towns are assured of a travel movement that would not have come if the Shreveport-Dallas route had prevailed as the transcontinental link.

36.—For all these years San Antonio headquarters have worked with local groups to find funds and solve these big problems. They who are acquainted with the physical and financial difficulties across this Old Spanish Trail country and with the years of toil to solve each of them feel assured no connected highway would have been completed for a generation except for the active cooperation that was fostered these many years by this organization. A more northern and less expensive route would have become established for most of the mileage.

37.—When the "United States Highways" were being selected as the permanent official national routes it was this organization again that protected the interests of this highway and its communities. This will now be marked as a United States Highway and be forever the acknowledged arterial trunkline. In this age when automobiles and highways are dominant factors in com-

munity development foresight has been necessary to place a community on a permanent travel artery. These United States Highways embrace but 3% of the total road mileage in the United States. The country has been passing through ten years of constructive selection of the national routes. The Old Spanish Trail communities have had the benefit of valuable service while these national arteries were being permanently fixed. It is an interesting reflection that of over 250 highway associations in the United States officially reported less than a dozen have really attained definite national standing. The Old Spanish Trail is one of these.

### TRUNKLINE HIGHWAYS BRING THE SETTLERS

38.—Two significant facts are established by the Florida development of the past winter. One is that all southern sunshine, climate and opportunity have been sold to the people of the North and the other is that the improved trunkline highway, not the railroad, brings the flow of people to seek new opportunities; the railroads profit after the new settlers with auto and truck carry forward their development.

39.—We have never considered the Old Spanish Trail merely a highway but as a trunkline to receive and distribute all south-bound people and build up this South country. Our field trips extend into all the OST territory. The development in progress is already millions of dollars ahead of all prophecies. Our road and bridge construction in the East is \$5,000,000 ahead of the 1926 expectation; the paving program from St. Augustine to San Antonio is several years ahead of expectation. People no longer buy a railroad ticket to some advertised or noted city and spend the season at a hotel; they get in the car and "take a trip;" the territory attractive to investment or settlement wins them. Cities that have subscribed big advertising funds are now learning this. The great private development projects eastward are healthiest where identified with the Old Spanish Trail or down the Florida East Coast with the Dixie Highway. These highways are constantly emphasized in the advertising, and now are being adopted by literary writers in national publications.

40.—A railroad is financed by stockholders; the promoters are sustained by the prospect of dividends from freight and passenger travel. A highway project like the Old Spanish Trail succeeds, if at all, by the energy of a voluntary organization sustained by faith and by the helpfulness of State and Federal highway officials. There is no passenger and freight income to pay dividends to the promoters, the people ride and soon forget the toil that linked the great trunkline across the continent.

41.—A new railroad project quickly touches the imagination of the people. A trunkline highway does not catch the imagination quickly yet investment today in motor rolling stock exceeds the investment in railroad rolling stock. For highway construction and maintenance the Federal Road Bureau estimates are \$1,030,286,948 for 1926. Old Spanish Trail territory has had trunkline railroads for generations yet the development of the territory is now beginning with the building of improved roads.

42.—In the development of this project printed matter, magazine and newspaper feature articles, etc. have reached a total of over 6,000,000 circulation. Maps and travel service booklets printed total 83,000. Efforts are now in progress to finance a complete and illustrated travelog of 50,000 copies for national distribution. In 1922 we made this highway subject to school study through a United States Bureau of Education bulletin and inquiries come from all states from schools, colleges, libraries and students. The Old Spanish Trail has become a national medium for the study of physical geography and old history of the Southern Borderland country.

#### THE WORK THAT NOW SHOULD BE DONE

43.—The people over the land are learning how rapidly this highway is opening and many calls come for information and for travel service. Settlers, investors, tourists and everyone now should be helped to understand the opportunity and attractions that abound in this South country. In addition to the daily work at the National Headquarters that has done so much to promote general interest and to foster construction the following are specific works now necessary to the encouragement and the comfort of travel.

44.—The marking should be done at once, along the country roads and through the cities, thorough marking that can be followed and enjoyed night and day. High class marking is a good way to give this highway renown throughout the country. We have issued a pamphlet on this subject.

45.—Travelogs should be developed until they cover the whole territory. The present travelogs cover Louisiana and Texas chiefly. Gathering and compiling so much data is a task. These travelogs are on distribution throughout the United States and Canada by automobile clubs, tourist agencies and others. They are liked and are in demand.

46.—Wall maps are needed showing all the main roads in the OST territory and all the State highways in the United States.

Such a map would be a permanent advertisement of this country. All sorts of maps, mostly out of date, now hang on the walls.

47.—Travel maps are asked for. Something the traveler can have in his pocket to show him how to get to any part of this territory. Once all the main roads tributary to the Old Spanish Trail are mapped these travel maps would be cheap and valuable service.

48.—Publicity articles, travel information, historical data, photos, etc. are in constant demand. National magazines and newspapers would run illustrated articles into large circulation.

49.—The foregoing service would cost two years work and considerable money but with all doing their part the burden would be light and the benefit permanent.

50.—There are also paving and improvements to cost \$50,000,000 more that will be needed before this highway is satisfactory.

51.—The same sort of work that has accomplished so much in the past should be continued until the Old Spanish Trail is the best known, the best liked and the best traveled highway on the continent. This will mean hundreds of millions in new investments and healthy business conditions in all this South country.

S. H. PECK,  
President,  
Mobile, Alabama.

HARRAL AYRES,  
OST Managing Director,  
San Antonio, Texas.

#### EXECUTIVE BOARD

San Antonio

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Section of Apalachicola River Bridge, Florida, during construction.  
Total length 5500 ft.

## Permanent Marking for the Highway

A national Board has selected certain trunklines as "United States Highways." These are the national arterial highways of highest importance that are to be promptly developed to carry a heavy volume of travel. The same Joint Board has devised a national marking plan for these highways, including the route designation and number as shown inside front cover and also including standard signing for railroad crossings, curves, caution and other signs. The final naming of the highways has been left to decision by the States.

The country has been burdened with numerous meaningless road promotions and names. The people innocently have encouraged these promotions. Travelers are confused and the public is misled. The great work now ahead is to fix officially the established names coupled with the United States Highway numbers that map making, tourist information and travel guidance may be clearly defined.



Before the United States Highways were selected Ohio combined the State number and the Lincoln Highway name as the illustration shows. This simple combination created clear understandings. The same idea for the United States Highways with the addition of the color symbol will give travelers simple and effective guidance. Experience has shown the color symbol the one quick, sure guide night or day. Nights when neither numbers nor names can be read the color symbol flashes the signal. In traffic or threading through the streets of strange cities or at an unexpected corner on the road the driver has time only for the color symbol for his direction. Travelers for many years have learned the comfort of the color design. Now the color symbol can be embodied with the other permanent marking for the aid it gives the traveler and for the pride of the people through whose homelands the highway extends. The Old Spanish Trail Association has issued a pamphlet discussing fully this question of permanent marking. The design shown on the back cover is a marker of dignity and beauty. Now let us lead by establishing a splendid marking system and preserving the imperishable name.



# Beautifying the Old Spanish Trail

MRS. FRANK W. SORELL

*National Director, Department of Beautification.*

A principle of the Old Spanish Trail work is:—The men will build the highway, the women will beautify it.

There have now been spent or appropriated and in process of construction over \$62,000,000. The highway from Florida to California is rapidly opening to comfortable travel.

In 1923 the Parliament of Women at New Orleans organized the women of the Old Spanish Trail for roadside beautification—the first interstate or national movement for this purpose in the United States.

A first step has been the selection of the thirty-mile section from San Antonio to Boerne, Texas, as the Headquarters work in beautification. In this Headquarters Section every problem that is likely to arise along the Old Spanish Trail is encountered and we are gaining the experience to help the work in all sections.

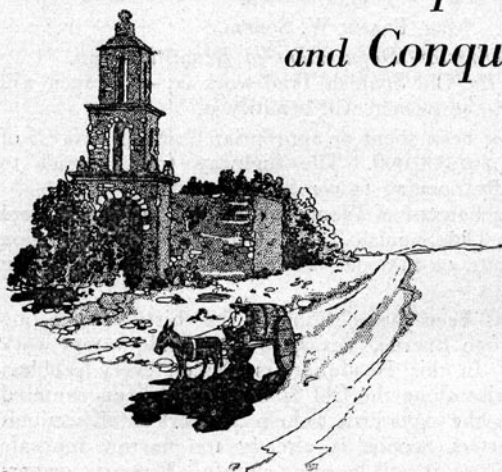
This Headquarters Section is already too narrow for safe travel; as travel grows it will be more unsafe. Property owners are being solicited for the land to widen to one hundred feet. When widened nicer fences and attractive gateways will be urged. County line markers have been designed and financed for construction. Other plans include tree planting where necessary and the preservation and improvement of present trees and the landscape, the signing of distinctive and of historical places, State Line markers and similar work.

Before an attractive roadside can be permanently fostered the roadside advertising abuse must be controlled; to this end a study has been made of all laws on this subject in the United States and a form of law for passage by legislatures has been drafted. Highway officials have helped remove advertising signs.

A pretty tract has been secured for a wayside park; stone fences, rock fire-places, rock tables and benches, a bathing pool, a rock caretaker's house and other conveniences are being installed that travelers may have a pretty spot for relaxation. Many attractive spots are along the highway that can also be made into wayside parks.

State leaders are being appointed. Local councils will be organized. Headquarters will try to give cooperation that local councils may proceed with their local improvements. Trips out over the highway will now be planned that we may become acquainted with one another and help make this highway the most attractive as well as the most traveled.

# Footsteps of Padres and Conquistadores



The Centuries  
of America's  
Ancient His-  
tory, Florida  
to California  
and Mexico

*Harral Ayres*

Spain was a nation of wealth and culture when America was discovered. The Spaniards organized costly expeditions and explored vast domains in the New World while their missionaries built great churches and industrial enterprises for the Indians. A hundred years before the Pilgrims set foot on Plymouth Rock the Spanish were penetrating the country along the Old Spanish Trail. The story of their explorations and settlements from Florida to California is a romance that has not yet been clearly written but as the highway that traverses this country is reconstructed for modern-day travel this story will be developed for the pleasure of the travelers that pass over it.

Four centuries of history, the longest period in American annals, are embraced in the Old Spanish Trail. From ocean to ocean it is rich with stories of Spanish adventures and the wonders of the Old Mission construction.

## **Florida and the East**

Ponce de Leon landed in Florida in 1512 and was the first European to disembark on the United States mainland. De Narvaez reached Florida in 1528, eleven years before De Soto, and explored the Gulf country



with 300 men to the country of the present Tallahassee. He failed to reconnect with his ships and a historic disaster ensued. In crudely constructed vessels a part of his followers reached the "Isle of Ill-fate" believed to be Galveston Island, shipwrecked, naked and dying. Some lived as slaves to the Indians for six years. De Vaca, Narvaez' treasurer, and three others escaped in 1534, crossed Texas and reached in 1536 the Spanish at Culiacan on the west coast of Mexico. That story of eight years of suffering and nakedness is a revelation of the cost of conquering a new land—and it marks the first Spanish trail across the continent. De Vaca is thought to have been in the country of Sheffield, Fort Stockton and the Big Bend in Texas along the Old Spanish Trail, passing that way into Mexico.

De Soto landed at Tampa Bay in 1539 with 1,000 men, 213 horses and a remarkable equipment, including chains and collars for enslaving the Indians. He explored the southern country to the western bounds of Arkansas, then returned to the Mississippi River where he died. Several hundred of his half-naked Spaniards reached the present Tampico four years after the proud landing at Tampa Bay.

The Spanish expeditions were brilliantly organized and led. The explorations of the conquistadores and the missions of the padres form remarkable pages in history. Slavery was forbidden by Spanish laws; religious freedom was their high purpose as it was of the Puritans and of other colonizers yet in the conquests of the New World, slavery, oppression and religious zeal led men of all races far a-field from the principles they proclaimed.



Mission de Nuestra Señora de la Purísima Concepción de Acuña,  
San Antonio, Texas.

### St. Augustine and Ancient Scenes

St. Augustine, settled in 1560\*, is the oldest city in the United States. St. Augustine's quaintness reaches back to the ancient types of Old Spain for the Spaniards carried to America their ideas of little narrow streets, quaint masonry homes and Old World surroundings that give today the alluring atmosphere to this Ancient City. Many of the Old Spanish Trail cities and towns are rich in this Old World atmosphere; some the ancient Spanish, some a mixture of old Spanish and old French, some the richer mixture of old Spanish, old French, old English and of the adventurous types that explored and settled the South and Southwest in the early days of the New World.

From St. Augustine the padres carried their mission works westward to the Tallahassee country; that was the land of the great Apalache Indians whose prowess and character are admirably related in the De Soto Narratives. There are records of thirty-eight missions, probably of wooden construction for traces of them have vanished. In Texas and the Southwest the missions were built of stone and cement under the direction of skilled architects, engineers and artists and those works remain to fill present generations with wonder.\*\*

From St. Augustine to Pensacola the trails connected. Pensacola lays claim to being older than St. Augustine based on De Luna's expedition of colonists and priests, greater in ships and people than De Soto's, which landed at Pensacola Bay in 1559. The Indians however by shrewd artifices at which they were masters soon disrupted the enterprise and the colonists returned to Vera Cruz. A Spanish fort and settlement were on Pensacola Bay in 1696.

### Early Explorations in the West

Parties were working northward from Mexico during the same period Florida was being penetrated. In 1582-83 the Espejo expedition reached the Texas country. Later the Spanish reached inland to Santa Fe, the second oldest city in the United States. Onate reached the Pass of the North (El Paso) with his colonizing expedition in 1598 where he took possession of New Mexico. Santa Fe was founded in 1605 by the nobleman Onate.

In 1683-84 Mendoza with soldiers, priests and Indians went north from Mexico and into the Big Bend country of Texas; was at Comanche Springs (Fort Stockton) while La Salle and his expedition, after missing the mouth of the Mississippi River, were approaching the Texas shore to disembark and soon to perish.

\* The date generally given is 1565 but later researches indicate 1560.

\*\* Northwest of Brunswick, Ga., are the ruins of an oyster shell cement mission.

The San Saba Trail developed from San Antonio through the Spanish Pass on the highway west of Boerne to San Saba and the mission established there in 1757. The ruins of this mission still remain; it is north of the highway from Junction, Texas. Near-by was the silver mine which may have been one of the objectives of Coronado when he was exploring in that direction from his base in New Mexico. Other trails branched westward to El Paso and southward into Mexico. Those were the days of mule and pack-trains between San Antonio and Chihuahua, Mexico, and between San Antonio, El Paso and the west.

The first Isleta and seat of missions is on the Rio Grande near Albuquerque. The younger Ysleta on the highway near El Paso is by some thought older than Santa Fe. Across from El Paso in Juarez, Mexico, is the mission of Our Lady of Guadalupe, established in 1659. The Southwest was explored by Coronado beginning in 1540. With 300 cavaliers of Spain, swordsmen, herds and equipment, and 800 Indians, he penetrated into Arizona and New Mexico hunting for the "Seven Cities of Cibola" visioned as cities of gold. Then he sought for the Kingdom of the Gran Quivera through Texas, Oklahoma and Kansas, another fabled land of gold and silver.

These were not mere bodies of adventurers, but expeditions worthy of the greatness of the Spain of that period. Coronado's contact with the Indians was more merciful than De Soto's. To the everlasting glory of the eastern natives they faced their mounted and armored oppressors and died defending their homes.

#### **The Texas Missions**

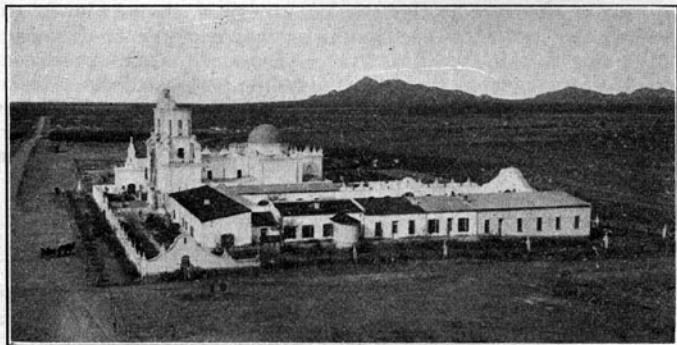
San Antonio was founded and became the center for missions in 1718 when the presidio (fort) and the mission that became the historic Alamo were established there. The Texas missions were first settled around Nacogdoches in 1690 and maintained as the Texas outpost after the settlement at San Antonio in 1718. The Franciscan Fathers planted numerous missions in Texas, at Nacogdoches, Goliad, Victoria, San Antonio, Menard, Uvalde and along the Rio Grande at El Paso del Norte. The old missions around San Antonio are revelations in art and architecture and like all the old missions they are remarkable for such a primitive and wilderness location. San Jose mission whose ruins are one of San Antonio's shrines was declared in 1778 "the finest mission in all New Spain." On another occasion it was described the "the Pearl of the Missions." \*

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\* See Old Spanish Trail travelog for detailed history of the missions, settlements and works of the Spaniards.

### The Arizona Missions

Before the missions were begun around San Antonio others were building between Nogales and Tucson, Arizona—the Mission of San Xavier del Bac, founded in 1700, is claimed “more beautiful and interesting than any other in the country.” Four missions were in that section beginning 1692 and eleven others south of Nogales in the present Mexico. Many of these churches still remain but long years of labor and preparation passed between the founding of a mission and the completion of those artistic structures of stone and cement that became the monuments to the faith of that age. Indian converts made the works possible and other Indians ravaged and broke them down while faith reared them again. It wasn't a land of plenty but of desert sands.



MISSION SAN XAVIER DEL BAC

Nine miles south of Tucson, Arizona, at the reservation of the Indians, in charge of the Franciscans.

Much of the Old Spanish Trail in Arizona runs down the valley of the Salt and the Gila Rivers to Yuma, the gateway to California. Through all the centuries westward marches of the Spaniard and of the Anglo-Saxon have flowed over this trail, peopling the California shores and crowning that land with a romance as eternal as that that lives along the Old Spanish Trail to Florida.

### The Beginning of California

In Southern California are old missions again. San Diego, 1769, was the first. Then they were built “a day's journey apart” on northward beyond San Francisco, a total of twenty-one.

San Diego is the beginning of California as St. Augustine, the other and eastern terminal of the highway, is the beginning of Florida. The first wooden cross was planted at San Diego and

the Indians were taught to labor and construct the first church. The soil was taught to serve—Indians, irrigation, seed and the leadership of the padres gave California the palm, the vine, the olive, grain, foodstuff, grazing for the sheep and cattle, and all the needs for the comfortable communal life the missions fostered. There was raised the first flag; there the ruins of old adobe buildings; there the old mission bells which were brought from Spain; there the old enclosure of Ramona's marriage place and dreams of other Alessandros and other Ramonas whose pictures, perhaps, are seen in the Wishing Well.

#### **Reminders of the Centuries of Occupation**

Reminders of the Spanish are all along the highway. In the west are the great works of the padres, the relics of the conquistadores and the fascinating legends and tales of those days. In the east are things that tell of the tragedies of knights and princes and peasants who passed golden opportunities by for the lure of gold, farther, ever farther, on. And there, too, are the tales of great Indian nations whose resistance shed glory on their name and laid the proud standards of Spain in the shambles of defeat.

The glory of the explorer has dimmed with time, but the labor of the priests and their old missions still speak of the past and the Old Spanish Trail now makes appeal that it may revive the story of the old Spanish days when this New World was a wilderness and men braved the unknown to solve its secrets.

#### **French and Spanish in Old Louisiana**

For 200 years the Spaniards sailed the Gulf of Mexico and held it as a Spanish lake. Argosies laden with gold sailed over it and filled the years with romance and adventure. Expeditions sought new sources of riches but the Spaniards passed by the empire the Mississippi River embraced. De Soto discovered and crossed the mighty Father Waters and while dying begged his followers to subject it to the flag of Spain. But the perishing remnants of that expedition sought Mexico to the west then returned and built barges to escape down the Mississippi River while the Indians followed in great canoes assailing and mocking them. They left to La Salle, the French Canadian from Quebec 140 years later, the distinction of claiming the vast territory the Spanish might have commanded had they followed the river up from the Gulf. In 1699, seventeen years later, a French expedition colonized Louisiana, making the first settlement at Biloxi, the Mississippi Coast section of the highway, and the French occupation split the Spanish domain in two. Later the Louisiana of the French was subjected to the standards of Spain and the Castilian period of New Orleans has left its impress for all time.

After the American Revolution France again controlled

Louisiana and it was finally sold to the United States by Napoleon. The Mississippi River was the doorway for all the midland country and in the restless struggle of races and of men to possess the West, New Orleans became the crucible where the burning passions of life and ambition were fused into a radical type different from anything in America.

San Antonio and New Orleans started the same year (1718), each becoming the military, religious and commercial seat of an empire. San Antonio became an important seat of the Franciscan missions. New Orleans became the Louisiana seat of the diocese of Quebec. Nacogdoches remained the Spanish military and mission frontier and Natchitoches was the French frontier post.

Around New Iberia and St. Martinville in Louisiana is the land of Evangeline and of Longfellow's immortal poem. Among the moss-draped old live oaks and cypresses and the storied bayous a thousand scenes speak of the Acadian maiden.

#### **Old Mobile**

The French founded Mobile in 1702 and moved their capital from Biloxi. Mobile claims to be the first capital of Louisiana; New Orleans was not to be founded until 1718. Mobile takes its name from Mauvila the great Indian kingdom northward where De Soto and his caballeros sank in blood and misery. That was the first decisive battle in the United States. Spain maintained a hold on the bay at Pensacola and their trail led from Pensacola to an outpost on the east bank of Mobile Bay over essentially the same route as the highway is building today. The great ten-mile bridge now crossing the bay connects Mobile with the eastern shore at the old Spanish fort thus welding the modern-day highway over the waters where the French and the Spanish stood guard over one another.

#### **The Old Trails**

Tampa is the ancient gateway of De Soto and De Narvaez. St. Augustine is the "Ancient City." The Apalache country (Tallahassee), the center of a powerful Indian nation, is branded deep into the stories of the Narvaez and the De Soto expeditions and was a center for the later missions out of St. Augustine. The trail connected with Pensacola, Mobile and New Orleans. New Orleans and San Antonio were first connected through Natchitoches and Nacogdoches, for these were French and Spanish outposts of the two great capitals. Moreover the way straight through is beset with numerous waterways which to this day are great problems to the highway builders. In Texas the first Spanish trails were up the Gulf Coast, thence to Nacogdoches where the first missions were planted in 1690. When San Anto-



nio was settled an inland trail was followed from Mexico City through San Antonio to Nacogdoches and there connected with the trails eastward. This Texas road has gone into history as the Camino Real (King's Highway) and later as the Old San Antonio Road. It has been marked by the D. A. R. across Texas. Trails developed from San Antonio westward. El Paso was connected over much of the same route as the highway of today.

From Mexico City through El Paso to Santa Fe another Camino Real developed and connections made westward to Arizona. From Mexico City up through western Mexico another Camino Real led to the missions and works around Nogales and up the Santa Cruz Valley to Tucson. Westward those trails connected through Yuma to San Diego, and there in 1769 was begun the last and some of the greatest works of the Spaniards during their occupation of the California coast.

Florida was Spanish until 1821 except for a brief English occupation. At the time of the American Revolution Spain held the dominion known as the Louisiana Purchase and all that land known as the Spanish Southwest, California, Mexico, and also Florida to its junction with Louisiana.

The Old Spanish Trail Travelogs are filled with historical descriptions and data in separate articles carefully titled and under the cities and towns along the highway.



**The Mission Bells.**

**CONSULTING HISTORIANS**

Miss Emily L. Wilson, Librarian St. Augustine Historical Society, W. O. Hart, New Orleans, Louisiana. Col. John H. McClintock, Phoenix, Arizona. Capt. Jos. L. Bachus, United States Army.

## Some Day—

MANY WILL DRIVE OVER THE OLD SPANISH TRAIL AND FEEL PRIDE IN THE FACT THEY WERE AMONG THE PIONEERS WHO AS MEMBERS WOVE THE SYSTEM TOGETHER ACROSS THE CONTINENT AND HELPED KEEP THE SPIRIT OF PROGRESS ALIVE UNTIL IT BECAME GREAT.



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**THE OLD SPANISH TRAIL**

From where the flowers of Florida  
Smile on the southern Gulf,  
To where the Arizona hills  
Are rich with copper pelf,  
And then to where the western shores  
Greet the incoming sail,  
The road of glory twines its way—  
The good Old Spanish Trail.

The lure of gold, the hope of fame,  
That drew the Spaniard on,  
That steeled his heart to high emprise  
Are never, never gone.  
But still today they beckon plain  
O'er mountain, hill and dale,  
And still the ranks of chivalry  
Sing on The Spanish Trail.

—F. F. M. in the Bisbee Review.