

OLD SPANISH TRAIL MOTORCADE TO CALIFORNIA

O. H. L. WERNICKE, Chairman, Committee on Arrangements

Headquarters, 15 West Garden Street

PENSACOLA, FLORIDA



Come!

One of the finest motor trips you ever had.

This is a trip from St. Augustine, Florida, to San Diego, California, over the Old Spanish Trail,—America's only all-weather ocean to ocean highway. The only transcontinental highway open the year around.

Lots of Entertainment

The cities along the Old Spanish Trail are arranging to entertain this party on a grand scale. There will be lunches, dinners, sight-seeing, and a general good time everywhere,—(Delightfully free from the boring aspects of the usual municipal reception).

Special Reduced Rates

In order that the greatest number may enjoy the advantages of this trip, arrangements are being made for special reduced rates at all hotels, garages, and toll bridges all along the route. In addition, there will be a service car that will accompany the motorcade to care for minor repairs or emergencies.

Twelve carefree days through America's wonderland. See the Old Spanish Missions; quaint people, and strange customs. In addition—a dip into Old Mexico. "Nuf Said." A good time! A jolly crowd! And with it all an opportunity to show America the advantages of this ocean to ocean all-weather, all-year-round highway.

THE OLD SPANISH TRAIL

(For itinerary see page 4)



A motorcade from St. Augustine leaving October 2nd, through Florida, Alabama, Mississippi, Louisiana, Texas, New Mexico, Nevada, and California, arriving at San Diego, October 12, 1929, distance 2743 miles over the route first traveled in America by Spanish Conquistadors more than four hundred years ago.

The O. S. T. is now open for comfortable motor travel from Coast to Coast—70% of the distance is paved, and the rest is good going. The route includes more interesting territory and sights than exists elsewhere in the world. In 1926, Col. Ed. Fletcher, of San Diego, made the entire distance—then 2850 miles—in the family Cadillac in 77 hours.

The cost of this wonderful trip will be little more than we spend while at home, cities and towns enroute supply most of the luncheons and evening meals free, and hotels give uniform rates of \$1.50 to \$2.00 for beds regardless of regular rates.

Entertainments are provided at the several daily stops. To accompany this motorcade is a liberal education in U. S. geography—greatness and grandeur worth ten times its cost in time and money. No car owner who can spare the time and has not seen the country can afford to miss this trek.

Starting with no less than 100 cars from Florida—Alabama, Mississippi, Louisiana, Texas, New Mexico, and Arizona, will con-



tribute recruits until no less than 500 motor vehicles are in line when San Diego is reached.

Any one who knows San Diego, a town of 150,000 population, on the Pacific Ocean farthest South in California, can tell you about the grandeur of our reception there.

Owing to the military aspects of O. S. T. it is believed that the U. S. War Department will supply a number of scout planes to accompany the motorcade and serve as contact agencies. It is also possible that one of the great aviation companies will lend a modern passenger plane for the occasion.

N. E. A. and other national news agencies will be asked to accompany the cade to insure

the maximum of publicity of the event and let the people everywhere know that an all year open road exists across the southern border of the United States.

This affair must be conducted on a grand scale, consistent with the importance of the highway and the states through which it is located. Knowledge of these states and use of this highway will benefit the nation as a whole and the southern states in particular, beyond description.

The Governors, City Officials, and civic organizations, along the route will be asked to sponsor this event. Nothing will be omitted to make it epochal in every respect. It is up to Florida to take the initiative, and Florida will.

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ITINERARY—O. S. T. MOTORCADE

		Miles
Wednesday, October	2, St. Augustine	to Tallahassee 209
Thursday,	“ 3, Tallahassee	“ Pensacola 209
Friday,	“ 4, Pensacola	“ New Orleans 235
Saturday,	“ 5, New Orleans	“ New Iberia 150
Sunday,	“ 6, New Iberia	“ Houston 250
Monday,	“ 7, Houston	“ San Antonio 218
Tuesday,	“ 8, San Antonio	“ Ft. Stockton 338
Wednesday,	“ 9, Ft. Stockton	“ El Paso 244
Thursday,	“ 10, El Paso	“ Bisbee 285
Friday,	“ 11, Bisbee	“ Phoenix 234
Saturday,	“ 12, Phoenix	“ San Diego 372
Sunday,	“ 13, Rest and Recreation.	
Monday,	“ 14, Business and Disbandment.	

In between luncheon stops will be provided.

A hundred CARS from Florida—with every county represented—gathering recruits from Alabama, Mississippi, Louisiana, Texas, New Mexico, and Arizona, until no less than 500 motor vehicles are in line when San Diego is reached.

Arrange to Come



Tell Your Friends

Write Headquarters for additional information.