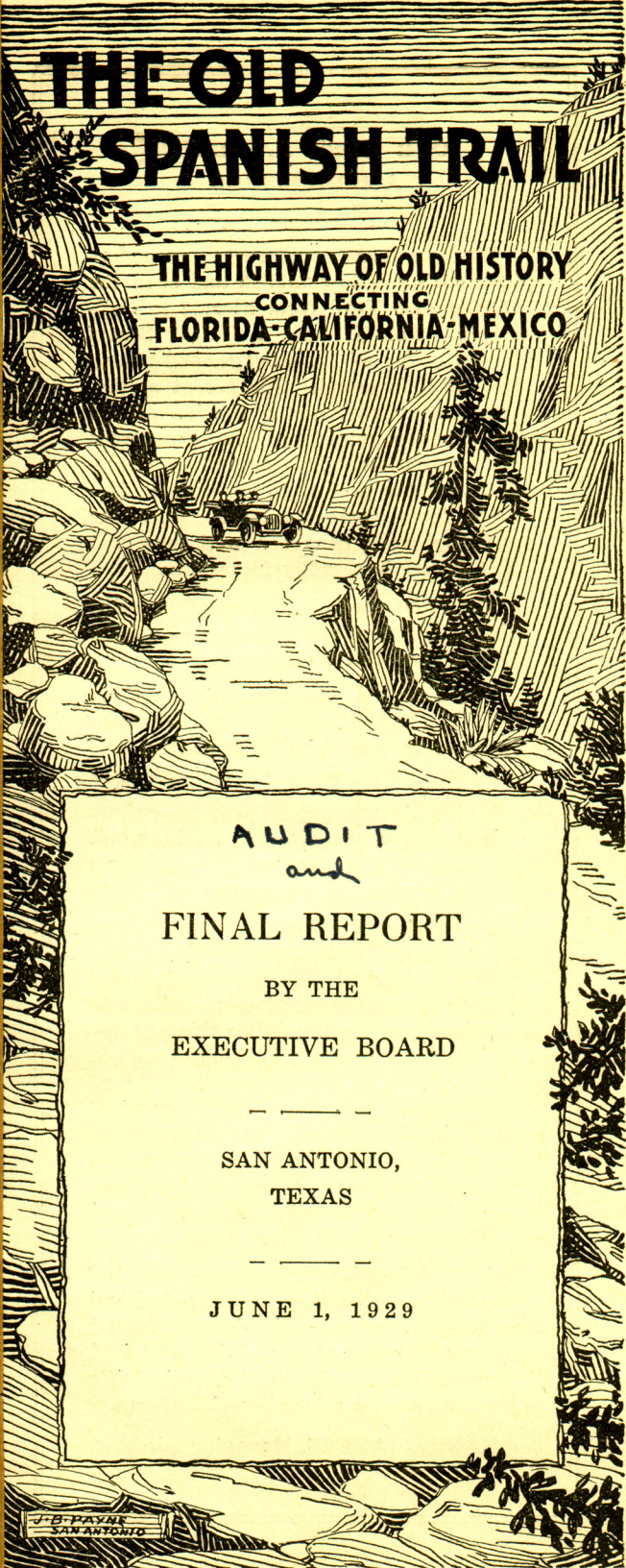


# THE OLD SPANISH TRAIL

THE HIGHWAY OF OLD HISTORY  
CONNECTING  
FLORIDA-CALIFORNIA-MEXICO



AUDIT  
*and*  
FINAL REPORT

BY THE  
EXECUTIVE BOARD

— — — — —  
SAN ANTONIO,  
TEXAS

— — — — —  
JUNE 1, 1929

## OUR WORK HAS BEEN ACCOMPLISHED

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We have completed the work we undertook with you to establish and open the Old Spanish Trail from Florida to California. This is now a United States Highway for all its mileage, and nearly half of it is paved. The recent motorcade from California to Florida proved its superior condition. The monument and celebration at St. Augustine formally dedicated the project to the people. Reports from various sections show the publicity work has been well done and that travel is steadily increasing.

The continued improvement of the highway is now actively directed by the Federal and State officials.

The future development of travel belongs to the local and regional organizations, or to a national organization created for the purpose by a convention of the people.

Our various activities have been put in condition for continued functioning until a convention can meet.

Prior to a convention, however, the Old Spanish Trail people should become better acquainted with one another and well informed respecting all the Old Spanish Trail country. For this purpose a mammoth motorcade is being organized to drive from St. Augustine to San Diego next October, with provisions for meetings and inspections and for complete national publicity. The leaders across the continent are cooperating. The direction of the motorcade has been placed with the Florida leaders at Pensacola.

All Old Spanish Trail people may feel pride in what has been accomplished and may look forward with pleasure to the fraternity and understandings promised from the motorcade to California. We hope you will be a member of that party.

**HARRAL AYRES, Managing Director.**

## EXECUTIVE BOARD REPORT

Report to Old Spanish Trail members—An audit of the finances—Work at San Antonio Headquarters completed and travel development now referred to the people—Future policies discussed—Motorcade, St. Augustine to San Diego and unusual National Publicity planned—A National Convention desired.

\* \* \*

With the motorcade across the continent and the dedication of the Old Spanish Trail monument and the three-day celebration at St. Augustine April 2-3-4 the formal opening of the Old Spanish Trail was concluded. The old Spanish pageantry at St. Augustine cost those people \$16,000.00. With the representative of the King of Spain present international recognition and acclaim crowned the celebration.

The motorcade emphasized the high standard of roadbed now enjoyed—completed road and bridge construction totals \$70,000,000.00 and this through a country that a few years ago was without roads or bridges for modern-day travel. The continued improvement of the Old Spanish Trail is now a well-established program in each of the states.

Magazine and feature articles now in preparation show that national attention was again turned to the Old Spanish Trail country. Reports to headquarters show that volume travel is increasing along many sections of the highway.

\* \* \*

*The first stage of the work to thread this land from St. Augustine to San Diego with a great national trunk line has been achieved. The Old Spanish Trail is today the best cross-country highway.*

*The next stage in this work is that of travel development and this belongs to a conference of the people.*

\* \* \*

Prior to the St. Augustine celebration we announced that the celebration would conclude our responsibilities and that new officers should be elected and travel development policies should be formulated at a national gathering. A call was issued for a convention meeting during the celebration. That meeting adjourned to give more time for the various sections to confer and to come together prepared for

constructive cooperation. A special committee of San Antonio business men was appointed to examine and report on the finances and management so we could transmit to the people an independent report. This committee submitted a preliminary audit to the St. Augustine meeting. The completed report down to June 1, 1929 is shown herewith.

*Before actually closing our work we have tried to put things in as healthy a condition as possible so that others can go on with the work. The following is a partial statement:*

**TRAVELOGS.** A new edition of the travelog has just been distributed over the country. 98,000 travelogs have been published during our management. This is the cheapest and most useful medium for information that can be planned.

**PUBLICITY.** The extensive publicity secured is proven by the scrapbook of national magazine and feature articles and general newspaper clippings, and the letters from editors, writers, schools, students and libraries. We have kept at headquarters for these inquiries data concerning the construction works, the old history story, the description of the country, and a collection of photographs. The value of this national publicity cannot be estimated. National publicity in 1928 went out to over 50,000,000 readers. A check-up showed that one illustrated article, if carried as paid advertising, would have cost \$12,600.00.

**HISTORICAL SIGNING.** Color designs of the historical signing have been printed and are on distribution. These signing designs are the result of international research and were developed by an international artist. They were indorsed as authentic by the Spanish delegate at St. Augustine.

**BEAUTIFICATION WORK.** The women's department has had its annual election. The beautification work has passed through five years of pioneering. It is laid today on sure foundations and is progressing steadily. The historical signing is also directed by this department.

**MOTORCADE TO CALIFORNIA.** The motorcade to St. Augustine aroused many enthusiasms; now a motorcade to San Diego in October is planned. October is convenient vacation time. It also is a good time to spread news articles through the North.

Among the motorcade plans are special publicity cars, an airplane for advance work during the motorcade, special baggage and repair cars, a slow schedule and meetings at key cities and towns along the way. Florida promises 100 cars. Cooperation is offered from other sections. The Florida leaders have been given a wealth of information and have been put in touch with the leaders across the continent. Southern California promises the hospitality of their various organizations. One San Diego leader writes: "You are laying the foundation for one of the most momentous movements to benefit all the South."

CONVENTION. The St. Augustine meeting adjourned to a time and place to be selected after further consultation. No city has yet fully agreed to assume the responsibility for building up a representative convention. Houston and other cities have been asked. Some leaders believe the motorcade is needed first so the people may become better informed on conditions and better acquainted with one another. A well represented convention is desirable but a meeting that passes resolutions that are not fulfilled by the people back home does harm.

*The Old Spanish Trail project was organized at Mobile, December 10-11, 1915 and directed by Mobile until 1919. July 25, 1919 San Antonio was entrusted with the work. In 1922 the Washington work was done that established the Old Spanish Trail as of national importance and inaugurated the great construction program. The Old Spanish Trail was made a United States Highway for all its mileage and given primary consideration. The tens of millions of dollars that have gone into construction since 1922 have rapidly carried this trunk line to the front in travel comfort.*

*This we feel concludes our work except for calling the convention when the time and place are satisfactorily agreed upon. We pay tribute to the highway officials, engineers, contractors and the OST members for the great works achieved.*

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

SAN ANTONIO EXECUTIVE BOARD

KENNETH WIMER, *Chairman.*

HARRAL AYRES, *Managing Director.*

LEON N. WALTHALL, *Treasurer.*

PERCY TYRRELL, WERNER N. BECKMANN.

*San Antonio, Texas, June 1, 1929*

## THE WASHINGTON DECLARATIONS

From the organization of the work in 1915 to the year 1922 not much construction progress was accomplished. The project was not recognized as a transcontinental road or highway. Vital links were denied recognition by the State highway departments and denied Federal-aid by national officials. Federal road chiefs at Washington frankly declared there was no present need for the highway. The national trunk line system of that period ignored this route.

In June and July 1922 the Managing Director was stationed in Washington to correct these conditions. Mobile paid most of the costs. The following declarations were issued and the Old Spanish Trail became a nationally recognized project. Since then Federal, State and local cooperation have been so effective the primitive roads and tedious ferries of a few years ago are replaced with over \$70,000,000 of completed roads and bridges. Now the highway is being rapidly paved. There is no parallel in the United States on any highway its length for such a rapid and costly transformation.

### THE CONGRESSIONAL DECLARATION

Declarations signed at Washington, June 1922, by a majority of the senators and congressmen of the States and districts along the Old Spanish Trail.

"This highway is one of the basic trunk lines of the United States system and anything that can be done to hasten its completion will be a service of national importance. \* \* \* Justice to the important construction in progress, or financed and soon to be started, calls for immediate effort in sections still inactive that the service of an opened national trunk line may not be denied because of barrier sections still unimproved.

"\* \* \* Because of its winter sunshine, its gulf pleasures in summer and its background of ancient and romantic history, its development will make it the natural resort of the North American people. When the numerous highways from the North, now building, are completed this southern trunk line must absorb and care for the mass of travel that will seek these southern borderlands.

"The primary military importance of this highway is evidenced by the fact that it embraces all the extensive military, naval and air defenses and depots of the Gulf Coast and of the Mexican border, and that it connects these with the de-

fenses of the South Atlantic and the South Pacific seaboards. There is a larger concentration of national defenses and supplies on this highway than any other in the land. The War Department asks for the construction of this highway and its border connections.

"Therefore, in the public interest and for the sake of the all-the-year service this highway will render to the travelers of the nation, and for its value to the military arms of the government, general cooperation and effort are urged to complete it from sea to sea in type and character equal to the service it will be called upon to render."

#### THE WAR DEPARTMENT STATEMENT

The following, dated July 7, 1922, was signed by J. M. Wainright, Acting Secretary of War, Washington, D. C.

"The highway from Pensacola through Mobile to New Orleans is considered by the War Department of first importance, and its early completion in accordance with federal standards, including necessary bridges, is urged in the interest of national defense. A standard federal highway between Pensacola and Jacksonville is also considered important."

(Here the statement recites various connections between San Antonio and border points—these are not Old Spanish Trail connections.)

"Standard federal highways from San Antonio to Houston, Galveston and Orange are also regarded as important.

"A standard highway running along the Mexican border through New Mexico, Arizona and California is also rated of first importance by the War Department.

"Considered as a whole, the proposed transcontinental trunk highway from Jacksonville to San Diego, with its connections to border points, is an essential element in the plans being formulated by the War Department for national defense and should be completed without delay according to the best federal standards for road construction."

#### OTHER WASHINGTON STATEMENTS

The American Automobile Association issued a signed statement July 1922 that the construction of the Old Spanish Trail was needed for winter travel.

The U. S. Bureau of Education included the Old Spanish Trail and its work in its bulletin to the public schools for the study of national development. Thousands of inquiries are received for OST literature and maps. We have been advised this is one of the most extensively used bulletins issued by the Bureau of Printing at Washington.

# THE ST. AUGUSTINE CELEBRATION

April 2-3-4, 1929

The monument at St. Augustine and its dedication ceremonies fittingly climaxed the construction of this travelway from Florida through Alabama, Mississippi, Louisiana, Texas, New Mexico and Arizona to California. St. Augustine spent \$16,000 on the old Spanish pageantry. The St. Augustine Exchange Club erected the monument. The San Diego, California Chamber of Commerce organized the motorcade to St. Augustine. The Women's Beautification Department organized the delegation from Texas. The National OST Headquarters led and coordinated the various workers from San Diego to St. Augustine that contributed to its success.

The speakers at the dedication ceremonies were—  
Mayor George Bassett, St. Augustine, Florida.  
T. J. Brooks, Tallahassee, Florida, representing  
the Governor.

Sr. Don Rafael Casares Gil, representing the  
King of Spain.

Harral Ayres, Managing Director of the Old  
Spanish Trail.

Mrs. F. W. Sorell, National Director of Beauti-  
fication.

Mrs. Alex L. Adams, Pres. Women's Feder-  
ation of Clubs, San Antonio.

Thomas C. Imeson, representing the National  
Exchange Clubs.

Elwood T. Bailey, representing the San Diego  
organizations.

## DEDICATION ADDRESS BY THE MANAGING DIRECTOR

Long before the Pilgrim Fathers settled New England, Spanish princes, adventurers and Mission Fathers were exploring and settling this Old Spanish Trail country. Names of discoverers and colonizers like Ponce de Leon, Menendez, de Soto, de Luna, Galvez, Onate, Cortez, Balboa, Coronado and Cabrillo are known over the land. In the church other names have become canonized for noble deeds. Across this land are old stone mis-



sions, old aqueducts and other ancient works of that remarkable period.

Those were days of travels by sea and up the rivers and bays, or overland by rambling trails. The ancient cities of St. Augustine, Pensacola, Mobile, Biloxi, New Orleans, San Antonio, El Paso, Tucson and San Diego were settled on those waterways or those trails and they became clothed with romantic history. When the automobile age came those bays and rivers were barriers to travel and those cities were strangers to one another.

A group of crusaders met in Mobile in 1915 and declared for an automobile trunk line that would open these lands of the conquistadores and the padres of past ages to the enjoyment of the American people through future ages.

The dream of 1915 is the realization of the people of today. The waterways have been bridged and the continent spanned. California, Arizona, New Mexico, Texas, Louisiana, Mississippi and Alabama said to Florida, we are ready now. St. Augustine, with its mantle of Spanish history resting like a spell over the old city, said come and we will give a festival that will portray the story of Ponce de Leon and others of the past.

This monument is not alone to mark the beginning of the Old Spanish Trail of today in its long span across the continent. It is a memorial to the men and women who have mastered the problems and made the highway possible and made our recent motorcade drive from San Diego to St. Augustine as dependable as railroad travel. It is a tribute to the Spanish people of yesterday and of today. It is a challenge now to the people to go on with this work and keep this far-southern land a joy for travelers for the years to come and a memorial to all that is good in that age of art and chivalry and adventure and of great mission works. We do not have to agree with all they did. We do not agree with all our Pilgrim Forefathers did. But we may take pride in the glories of that age and help pass on to our children memories of it, not forgetfulness of it.

We accept this monument from the people of this hospitable city in the name of the people of this land and dedicate this highway now to our people as a sacred trust to carry on to new glories and for the pleasure of all who follow us.

**OLD SPANISH TRAIL ASSOCIATION CASH  
RECEIPTS AND DISBURSEMENTS**

August 1, 1919 to May 31, 1929

The Period of the San Antonio Management

NOTE—In past years the accounts have been audited by accountants for reports to conventions and to the Executive Board. March this year we appointed a committee of San Antonio business men and asked them to examine and report on the whole period of the San Antonio management so that an independent statement could be given the members and subscribers. This committee employed accountants. The reports follow.

**Cash Receipts for the 10-year Period**

Memberships and subscriptions.....	\$79,897.60
Sundry receipts .....	472.36
Advertising .....	8,905.98
Beautification department .....	220.00
Road Condition maps sold.....	13.66
Total Cash Receipts.....	\$89,509.60

**Cash Disbursements for the 10-year Period**

Salary to Herral Ayres, Managing Director.....	\$10,653.53
Office and field employees, salaries and expenditures (includes office expenses, rent, furniture etc.) .....	42,246.14
Printing, publicity and travelogs.....	10,877.14
Convention expenses .....	6,481.71
General expenses (includes traveling of executive officials and all general expenses).....	15,270.73
Beautification department work.....	559.99
Route marking .....	3,100.24
Road Condition blue print maps.....	267.58
Total Cash Disbursements.....	\$89,457.06
Cash in Banks, May 31, 1929.....	52.54
	\$89,509.60

We have made an examination of the records of the Old Spanish Trail Association for the period August 1, 1919 to May 31, 1929. We verified cash receipts per books with deposits per bank statements and cash disbursements with cancelled checks written on the bank accounts. We found the books and the bank accounts carefully kept. Disbursements were made by check countersigned by the chairman of the Executive Board.

The above statement was taken from the records, and the figures for the period which we checked are properly included therein.

**PERRY L. KING & COMPANY**  
By P. L. King

SAN ANTONIO, JUNE 8, 1929

Mr. Kenneth Wimer,  
Chairman Executive Board,  
Old Spanish Trail Association,  
San Antonio, Texas.

Dear Sir:

Herewith find audit for the period of the San Antonio management. Because funds of members living in many communities have been handled and a full report is now desirable we believe some comments will be helpful.

We found all transactions clearly entered on the books. The total costs for the work accomplished are low. The funds to an unusual degree have gone directly to the development of the work. The Managing Director has given his full time for ten years and has used his own car and drawn but a nominal salary, as shown. The other officials have served without pay; in addition have been generous contributors and on official trips have paid their own expenses. Calculations show an aggregate of 58,500 miles traveling by these San Antonians on long trips in the interest of the work; their expenses were paid by themselves and therefore do not appear on the books.

We want to express appreciation for the contributions and service these men and women have given to the development of this transcontinental highway project and we believe all who have entrusted funds to this Association will be pleased to have this statement.

Sincerely,

H. H. Ochs,  
Alfred C. McDaniel,  
Youngs C. Crook,

Auditing Committee.

## BEAUTIFICATION DEPARTMENT

National Board of Managers, 1929-30

Mrs. H. A. Moos, National Director  
1019 Broadway, San Antonio, Texas.

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Mrs. A. C. Seiser, Vice Chairman  
Miss Frances Donecker, Secretary-Treasurer  
Mrs. Rena Maverick Green, Chairman Historical  
Signing  
Mrs. Henry Drought, Past National Director  
Mrs. J. T. Smith, Parliamentarian  
Miss Marie Callsen, Chm. Headq. Beautification  
Section

The highway is open but the beautification work calls for continued attention. The women have this well in hand. They are reappointing the State directors and selecting new directors for the States that have none. The color designs for the historical signing are printed and will be mailed on request to Mrs. Moos or the State directors. The designs are very striking and historical *in type and will help make the Old Spanish Trail a memorable travelway.* The OST travelogs contain the beautification program.

### OLD SPANISH TRAIL MOTORCADE

St. Augustine to San Diego, October, 1929

O. H. L. Wernicke, Chairman, Pensacola, Florida

This motorcade is to help Old Spanish Trail people now to get acquainted with one another and also to spread publicity abroad and educate northern people to the attractions of this far-southern country.

There are many problems putting a motorcade across the continent. The utmost cooperation with the Florida leaders is urged.

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