OLD SPANISH TRAIL SYSTEM OF HIGHWAYS



EAST TEXAS

Orange-San Antonio

335 MILES

APRIL 1923



OLD SPANISH TRAIL HEADQUARTERS GUNTER HOTEL-SAN ANTONIO-TEXAS

PRICE 10 CENTS - FREE TO OST MEMBERS

Copyright, 1923

A NATIONAL HIGHWAY

The Old Spanish Trail is recognized nationally, and by the states, and by the War Department, as an essential project. It is not a promotion doomed to failure. The workers behind the OST are developing a national enterprise of established importance. The state and federal governments are appropriating funds for construction as fast as engineers can work.

This Highway is the backbone of the Southern Trunkline System recently adopted establishing the Old Spanish Trail and certain recognized trunklines from the North as a connecting system to be promptly completed to open the south country to northern travel. The OST is one of the accepted four great transcontinental trunklines. It is the only one for all-the-year travel. It opens the lands that have lured the people from the beginning of time.

The men are building. The women are organizing to beautify, to sign the historical places, to work against the roadside advertising nuisance, to design a distinctive historical marker, and to preserve the natural attractions and the wealth of historical values.

BUILDING FOR PERMANENCE

The people are served best where they develop one nationally known trunkline and put behind it a strong organization, than where their road is given over to the pretensions of promoters and a confusion of names and markings.

The territory of every highway of recognized standing is infested with promoters soliciting money on the pretense of new highway or mapping schemes. This achieves nothing of permanent value, but hinders and often cripples legitimate effort. An established organization governed by and for its membership will achieve results of value to both property and business. Old Spanish Trail Headquarters is administered by an Executive Board of San Antonio business men, and the Highway itself is broken into divisions that are rapidly being organized under local vice-presidents and councilors working in cooperation with the national headquarters.

WEST TEXAS PLAYGROUNDS

A new summer and winter playground west of San Antonio is opening to the people: The Guadalupe Hills, Boerne to Junction; the Frio Canyons, north from Sabinal and Uvalde; the Bandera Hills, west from San Antonio; the Davis Mts., with gateways at Ft. Davis and Balmorhea. All this country is being made accessible by the Old Spanish Trail markings and travel information.

EAST TEXAS COUNTRY

This section begins with the plains country at Orange, ith an elevation of 10 ft. The hills begin west of with an elevation of 10 ft. The hills begin west of Houston. At San Antonio the elevation ranges from The San Antonio-El Paso section is a 700 to 800 ft. rugged hill, canyon and mountain country, with elevations up to 9000 ft.

Rice farming, cattle raising and oil production prevail in the Orange-Houston district. Houston to San Antonio is a prosperous small farming country.

Orange, Beaumont and Port Arthur are three port cities rapidly attaining distinction, and crowding New Orleans for shipping honors.

THE MARKING SYSTEM

TRUNKLINES

OST 1-Main Line, St. Augustine to San Diego.

OST 2-San Antonio to Rio Grande Valley and Mexico.

OST 3-San Antonio-Del Rio-Davis Mountains.

OST 4-Along the Rio Grande, Mexican Border.

OST 5—Connect Houston with the Mexican Extension. OST 6—Tampa to Main Line in Florida, proposed.

TOURIST LOOPS

TL instead of OST, and numbers. Same color system.

DETOURS AND CONSTRUCTION

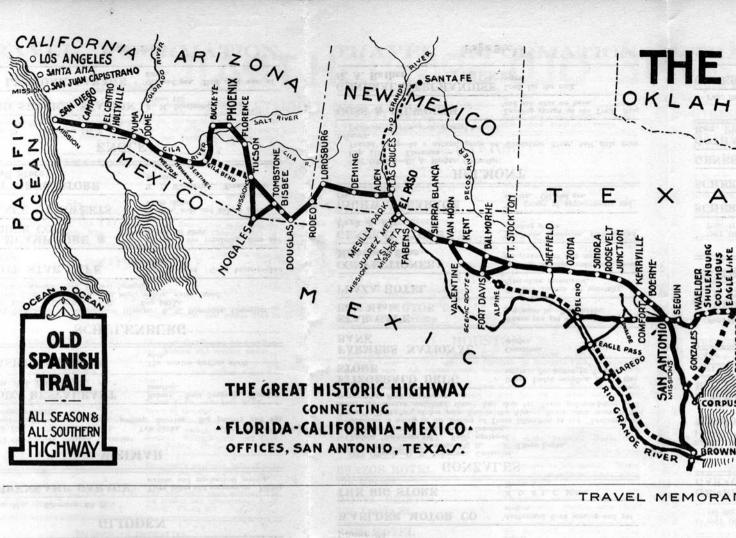
Possible detours may occur between the following Make local inquiries of OST councilors and chambers of commerce.

> Orange and Beaumont. Construction. Beaumont and Liberty. Construction. Liberty and Dayton. Construction. Missouri City and Sugarland. Construction. Rosenberg and E. Bernard. Dirt Road. Gonzales and Seguin. Construction. Schertz and San Antonio. Construction.

VOTE FOR THE HIGHWAY AMENDMENT

Election Day for the Texas Highway Amendment, July 28, 1923

This amendment is necessary to the continuance of Federal Aid to Texas, and for the proper construction and maintenance of the state and interstate highways planned in the interest of the people.



FOR DETAILED TRAVEL INFORMATION TURN

ST STATISTICS

EARMERS STATE BANK"

TRAVEL - INFORMATION



MEMORANDA

STORY TO WANTED HOLETS

INFORMATION



ORANGE

OST Officials—W. E. Lea, Vice Pres. F. P. Dearborn, Councilor.
Pop. 9212 Elevation 10 ft. Three banks.
Tourist Camp—Tables, benches, ovens, toilets, shower baths, running water,
Products—Rice, truck, cattle, oil. Industry—Saw mills, box factory, paper
mill, railroad equipment construction plant, ship yards, rice milling, etc. Deep sea port.

SABINE BATTERY CO Standard ignition systems, home of service. Phone 216 The 103 Seventh St

GOMEZ CAFE All night service. Your comfort, our motto. Fifth and Main Sts

W. B. ROAN AUTO CO Hudson, Essex, Reo speed wagons 24-hour service. Phone 466 Division and Sixth Sts

BEAUMONT

OST Officials—J. D. Roberts, Councilor.

Pop. 40,422 Elevation 22 ft. Six banks.

Tourist Camp—At Fair Grounds. Well equipped.

Products—Rice, cattle, dairying, lumber. Deep sea port. Largest oil refinery in the U. S. Famous old Spindle Top oil field—first gusher field in the U. S.

LINN BROS MOTOR CO Chevrolet distributors for East Tex-1002 Pearl St as. Ignition and service station. HOTEL BEAUMONT Beaumont's new million dollar V. G. Bidenharn, Mgr hotel. PLAZA HOTEL Rooms \$1.00, with bath \$1.50 Heart of the city. European plan SEAPORT MOTOR CO

Overland garage. Day and night service. Willys-Knight and Over-land dealers. Phone 867 787 Broadway FULLER'S CAFE

Beaumont's exclusive cafe. Tourist comfort assured. Also Port Arthur, 574 Pearl St

FABRA AUTO SUPPLY CO Day and night road service. Fing station and accessories. A. Fabra. Phone 205 W. Magnolia and Laurel Sts

PORT ARTHUR

OST Tr.butary Line south from Beaumont to the Gulf
OST Officials—F. C. Gifford, Councilor.
Pop. 22,251 Elevation 10 ft. Three banks.
Concrete road from Beaumont. Port Arthur is developing into a great
refinery and shipping point. Orange, Beaumont and Port Arthur are attaining
distinction as the seaports of the southwest.

NOME

OST Officials—F. B. Hammers, Councilor. Pop. 110 Elevation 44 ft. Tourist Camp-Oak grove; not equipped.

GENERAL MERCHANDISE Cold drinks, lunches and tourists' rest. Filling station. Mrs. Nettie Weaver

NOME GARAGE Gas, oil, tires, tubes and everything. First-class mechanic. F. B. Hammers

DEVERS

DEVERS MERC. CO, INC Feed, gasoline, oils, tires, tuber General Merchandise and accessories.

LIBERTY

OST Officials-B. G. Riviere, Councilor. Pop. 1117 Elevation 41 ft. Two banks.

LIBERTY HOTEL Lunch and Cold Drinks Lunch and cold drinks. Comfortable rooms, reasonable rates.

DAYTON

OST Officials-W. T. Jamison, Councilor. Elevation 81 ft. Pop. 2527 One bank

DAYTON MERC, CO HEAL'S PHARMACY Groceries, dry goods, menishings. Best to be had. men's fur-

Drugs, sundries, soda fountain.

OST Headquarters HARRINGTON'S GARAGE

Oldest established, most in Dayton. most depend-OST Headq.

CROSBY

Pop. 261

E. G. Harrington

Elevation 46 ft.

One bank.

CROSBY MOTOR CO **OST** Headquarters

Authorized motor service. Storage.

HOUSTON

Pop. 128 276 Elevation 64 ft. 23 banks.
Tourist Camp—on OST opp. Rice Institute, in Hermann Park. Accommodates 1000 cars. All conveniences; inspected; protected. Playgrounds and golf grounds near.

Houston Ship Chernel makes Houston a port of entry. Rice, oil, refinery and lumber center. Products, Harris County, figs, truck, sugar, rice, general farming; largest cattle raising county in Texas.

State Park, San Jacinto Battle Grounds, where Texas liberty was won, near Hoesten.

HOTEL COTTON Daley & Moffatt. Lessees 175 rooms, fireproof. bath \$2.00 Room with 26 garages in connection. Brazos

BRAZOS HOTEL 250 Rooms HOTEL BRISTOL

708 Travis St

Court, finest outdoor dining place in the world. Fireproof. European plan. Cen trally located. Popular rates. Spe-cial attention to tour'sts.

RICE HOTEL Texas Ave and Main

On the OST. Houston's leading hotel. Heart of the city. Roo Garden.

MACATEE HOTEL Washington Ave

One block east of Central depot Cafe and garage in connection European plan.

HOTEL BENDER Headq. Motor League

Houston's modern, fully equipped leading hotel.

DE GEORGE HOTEL 1418 Preston St

Hotel of comfort. Best appoint-ments. New and clean.

SHELOR MOTOR CO La. and Texas Aves

Phone Preston 850 Dealers in Dodge cars.

BRAZOS VAL. BUICK CO 904 Main St

Tourists' headq. Sales and service.

COURT HOUSE GARAGE 214 Fannin St

Day and night service.

C. G. MOFFAT & CO

1710 Main St

Pierce-Arrow cars and service.

MOSEHART & KELLER CO 211 Caroline St.

Studebaker cars and

GEO. L. GLASS & SONS Travis & McKinney Sts

Phone Preston 4145 Harrisburg Branch, phone Wayside 1018 Syl-van Beach phone Laporte 5 Stand-ard tires, all sizes. Accessories.

GYDESON-MANFORD CO 2408 Main St

Cadillac-Standard of the world

HOUSTON ELEC SERVICE 1405 Main St

Delco, Remy, Northeast, Bosch. Auto-Lite, USL batteries for every make car. Speedometer service. Phone Preston 2252

QUICK SERVICE GARAGE 808 Travis St

Official Motor League Garage. All-time service; we never sleep. Reasonable prices.

FILLING STATION S Main & Belair Blvd South end Main st. Store and cold drinks in connection. Flannagan & Broxto

GALVESTON

Tributary Line from Houston to the Gulf.
OST Officials—Mrs. George Sealy, Honorary Vice President.
Pop. 44,255 Elevation 7 ft. Nine banks.
One of Texas' most important scaports, and the most noted seaside resort

city of the southwest.

On the Galveston Road

WEBSTER

SERVICE STATION

At your service.

LEAGUE CITY

STAR GARAGE Phone 1139

Day and night road service, tion specialists. Gas and oil. Igni-

LAMARQUE

GENERAL STORE Bogatto's

Filling station. Accessories. Texas City road, opp. depot. ories. Cor.

SUGARLAND

OST Officials—Dr. Harry Redan, Councilor Pop. 2019 Elevation 32 ft. One I Tourist Camp—On bank Cleveland Lake. Products—Early celery and spinach. Hom One bank,

Home of the Sugarland Industries.

SUGARLAND INDUSTRIES Home of Sealy Mattress

The only refinery of sugar-cane be tween New Orleans and the Pacific Coast.

RICHMOND

T. B. Wessendorff, Councilor. Elevation 84 ft. Two banks. OST Officials-T. Pop. 1273 Products-Rice, cotton corn, cattle, cil mill.

Mechanic's service day and night "You wreck 'em we get 'em." BRAZOS MOTOR CO BAINES DRUG STORE News service and periodicals. Registered Ph. G. Tourist refreshment parlor. Best bakery goods. Soda fountain and confectionery. DON'S BAKERY RICHMOND MOTOR CO Authorizeed Ford service station. JONES & HINSON Groceries for every tourist need.

FIRST NATIONAL BANK

Investors' correspondence

solicited.

NATIONAL HOTEL

Special provision for tourist comfort.

OST Headquarters PALACE OF SWEETS

Cold drinks and eats. Accommodations. Information.

ROSENBERG

Pop. 1279 Elevation 90 ft. One bank.
Tourist Camp—Near east city limits. Well equipped.
Products—Cotton, fruits and early truck. Big Creek oil field six miles southeast; Damon and West Columbia oil fields, 20 miles south.

overseest, pamen and west deremba o	i nerse, so mice some.
CUMINGS DRUG STORE	Drugs and sundries.
FARMERS' GARAGE	Filling station and accessories.
BUICK SERVICE D. I. Lowe	Buick cars, Gasoline and . Mobiloil.
PLAZA HOTEL	American plan \$2.50 per day. European plan \$1.00 per day.
CAFE DE PARIS	Meals at all hours. First-case, popular service.

EAST BERNARD

OST Officials—R. B. Boetteher, Councilor.
Pop. 310 Elevation 120 ft. One bank.
Products—Rice, general farming and truck.

HIGHWAY GARAGE	Information headq. Casoline fill- ing station.
F. A. BREZECNY & CO	Goodyear tires and tubes. Texaco
GENERAL MERCHANDISE	D. D. Leveridge. Cold fountain service.
PALACE OF SWEETS H. F. Dill	Drugs and all tourist supplies.
UNION STATE BANK	OST Headquarters. R. B. Boettcher, Councilor.
E. C. FIND & CO	Authorized Ford service garage.

LISSIE

Pop. 60 Elevation 121 ft. Crmp ground and conveniences provided.

LISSIE	MERC.	CO	General store
			Wat mire gan-

EAGLE LAKE

OST Officials—F. A. Norman, Councilor. Pop. 2017 Elevation 156 ft. Two banks.	
Tourist Camp-Ou the Highway, screened sleeping quarters, water, li Products-Rice, general farming, cattle.	ight.

Products-Rice, general farming, cattle.	
FIRST NATIONAL BANK	OST Headquarters. F. A. Norman, Councilor.
EAGLE LAKE MERC. CO	Groceries and bakery. Fresh goods da'ly.
K-T GARAGE Phone 14	Day or night road service. Batter- ies and ignition work exclusively guaranteed. Tourists' shop.
OPTOMETRIST J. F. Ulery	Victroles, kodaks and supplies.
HOTEL DALLAS	The best to be had along the line.
BURGER'S RESTAURANT	Tourist headq. Fine meals. Free information.
UNIVERSAL MOTOR CO	The garage of service.

COLUMBUS

OST Officials—S. A. Harbert, Councilor.

Pop. 1720 Elevation 188 ft. Two banks.

Tourist Camp—Oak grove, on Colorado River; lights, ovens, wood, shower aths, playgrounds.

Products-Cotton, corn, cattle, general farming.

LIVE OAK HOTEL	Twenty rooms, American plan, \$2.50 per day.
FIRST STATE BANK	Investors' correspondence solicited.
BURGER'S CAFE	The only first-class cafe in town.
HOME BAKERY John W. Krause	Fresh bread and cakes daily.
NORTHRUP AUTO CO	Everything for your Ford. Author-

CONFECTIONERY Fruits, confections, cigars, tobacco and cold drinks. T. J. Kirby, Sr.

Your protection our motto. Registered pharmacist. HILL'S DRUG STORE Fountain Service

GLIDDEN

Pop. 25 Elevation 201 ft.

Tires, tubes and accessories. Filling station and mechanical service. FEHRENKAMP GARAGE

WEIMAR

OST Officials—H. Brasher, Councilor. Pop. 1171 Elevation 310 ft.

Two banks. Products-Cotton, corn, truck, poultry, dairying. Big poultry and egg shipments annually.

TEDD'S RESTAURANT Open All Night	Bakery. Soda fountain. Tourists comfort.
BRASHER BUICK CO	The service station worth while.

SCHULENBURG

C. Baumgarten, Director; R. C. Boettcher, Councilor. OST Officials-J. Products—Cotton, corn, general farming.

WHITE STAR CAFE Bakery	Best in town. Good home-cooked food.
HELMCAMP TIRE & RUBBER CO	Oil, gas, tire repairing, tires and tubes; all sizes.
PALACE OF SWEETS	Candies, soda and bakery goods. Fresh daily.
CITY DRUG STORE Rexall Store	R. J. Watzlavick. Prescription druggist.

ENGLE

Pop. 25 Elevation 346 ft. Cotton, corn. general farming. Products

FORD SERVICE STATION	R. M. Stavinoha. Phone 181
BIG LIVE OAK GARAGE	Oil and gas. Half mile west of

Engle.

FLATONIA

OST Officials—O. L. Lee, Councilor.
Pop. 995 Elevation 367 ft. One bank.
Tourist Camp—Furnace, wood, lights, tables, water.
Products—Cotton, corn, potatoes, hay; large turkey, poultry and egg market; creamery products.

OTTO OLLE'S CAFE

Best service. Reasonable prices.

MIKULIK'S DRUG STORE

Everything in the drug

CHEVROLET AGENCY

Lee & Vogt

Phone 36 Garage service.

line.

ROSENAUER'S GARAGE

Oil gas, road service. Mechanical work guaranteed.

WAELDER

I. Vaughan, Councilor. Elevation 390 ft. One bank. OST Officials-S. H. Pop. 894 Products-Cotton, corn, general farming.

FARMERS' STATE BANK

Bank of courtesy. S. H. Vaughan, Councilor.

BROOKES DRUG STORE Phone 34

Your needs supplied day and night.

WAELDER MOTOR CO

Authorized Ford service and gas station.

THE BIG STORE

R. D. & J. C. Miller. Phone 5

GONZALES

OST Officials—O. B. Robertson, Councilor. Pop. 3128 Elevation 292 ft. Three banks.

Pop. 3128 Elevation 292 it.

Tourist Camp—on OST. Fully equipped.

Products—Cotton, corn, general farming.

Gonzales is noted in the history of Texas liberation as the "Lexington of Texas." Thirty-two of her men died in the Alamo; Santa Anna invested the town; the Texans mobilized there; first shot for Texas independence fired there; State Park reservation.

FITZGERALD DRUG STORE

Drugs, kodak supplies, books, mag-azines. No better in Texas.

FARMERS NATIONAL BANK

Courteous service.

STAR CAFE Best Meals

Where you get what you want when you want it. Reasonable.

PLAZA HOTEL

Chicken dinners our specialty. First-class, reasonable.

CONFECTIONERY Michelson Bros

Mexican candies, cold sods, best ice cream, our own make.

GENERAL STORE Peck & Fly

Hardware, groseries, athletic and sporting goods.

HIGHWAY GARAGE Phone 324

The garage of appointments and service. Oil and gas.

BELMONT

OST Officials-G. A. Rather, Councilor. Pop. 119 Elevation - ft.

Tourist Camp-In a natural grove on Guadalupe River, half mile from Belmont.

Products-Cotton, corn, general farming.

GOSS & DILWORTH

Leading garage on the Trail. Stor and see what we have.

GENERAL MERCHANDISE G. A. Rather

Look for the rock

SEGUIN

OST Officials—H. S. Mansfield, Councilor.
Pop. 3631 Elevation 538 ft. Five banks.
Tourist Camp—Excellent. On Guadalupe river. Wood, water, shade,
lights, fishing and bathing. Permits for nearby golf course free at Chamber Commerce.

Seguin is skirted by the Guadalupe River, with numberless falls and pic-turesque valley. Prosperous farming section. Training home of Chicago White Sox. Two modern four-story brick hotels. Several large industrial plants operated by water power.

BEHRING'S STORE 7 Miles east of Seguin

Gas, oils, tires, tubes and accesso-ries. Good mechanics.

PARK & AUMONT HOTELS

Fine appointments. Leading service. Courtesies extended. Roof garden in connection.

P. E. SERGER, DRUGGIST BIG GENERAL STORE

Seguin's leading drug store. Blumberg Bros.

Everything you need. Authorized Ford agency.

LOVETT MOTOR CO

SEGUIN BUICK

W. F. Lovett. Mgr. Buick service and storage garage.

MC QUEENEY

OST Officials—Aug. H. Koehler, Councilor. On the Guadalupe river, one of Texas' noted rivers.

CO

GENERAL STORE GARAGE

Goodyear tires, auto accessories, oil and gas. Cold drinks.

MARION

OST Officials--L. A. Kreuger, C Elevation 554 ft.

Pop. 540 One bank.

MARION MOTOR CO

Authorized Ford service and garage. First-class fountain service.

COMMUNITY PHARMACY Reg. Pharmacists

Cool and refreshing.

SELSO GUERRERO Cafe

Meals at all hours. Spanish service.

CIBOLO

Pop. 262

Elevation 644 ft.

One bank.

GENERAL MERCHANDISE A. J. Blumberg

Everything fresh and new. OST Headquarters.

CITIZENS AUTO SUPPLY

Automobile supplies and garage.

SCHERTZ

OST Officials—S. G. Vordenbaumen, Councilor. Pop. 315 Elevation 718 ft. One bank. Pop. 315 One bank.

SCHERTZ MOTOR CO

Authorized Ford service, gas tion. Best in the garage line.

SCHERTZ MERC. CO

Refreshments, soft drinks, lunches.

GENERAL STORE

Gerlach & Real.

GOTHAM DRUG CO Reg. Ph. G.

Anything in the drug line.

CONVERSE

Pop. 78 Elevation 713 ft.

GENERAL MERCHANDISE Cold drinks. Gold & Rhodius.

Page Seven

SAN ANTONIO

Headq, of the Old Spanish Trail and of the National OST Executive Board, Pop. 161,379 Elevation 716 ft. 21 banks.

Pop. 161,379 Elevation 716 ft. 21 banks.

Tourist Camp—Brackenridge Park, on San Antonio river—all conveniences; one of the most beautiful parks in the United States.

San Antonio is the ancient Spanish capital; it is the tourist center of the Southwest and the Metropolis of Texas. Its old missions; its relics of Spanish days; its location among the foothills, canyons and great ranches of the Southwest; its dry, all-year sunshine; its thousands of miles of automobile drives, distinguish it among the great cities of the south.

San Antonio is the Geographical Center of the Old Spanish Trail. In

GUNTER HOTEL Percy Tyrrell, Mgr	Internationally known. Old Spanish Trail National Headquarters.
THE BAKER HOTELS Sign-posts of Hospitality	The best in accommodations, comfort, service and reasonable rates. THE ST ANTHONY—for traveling man and tourist. 500 rooms. THE MENCER—300 rooms; 200 baths. Rich in historical associations and the old spirit of southern hospitality. THE TEXAS—in Ft. Worth.
HERTZBERG JEWELRY CO Diamond House since 1878	Hertzberg's Corner — The sign of the Clock—Houston and St Mary's Sts. Tourist articles. Fine watch repairing. Matchless collection of diamonds, jewelry, silver and gifts. Gift room, \$1 to \$10—no more.
SAVOY HOTEL 122 W. Houston St	J. B. Melton. Heart of shopping district. Rooms \$1.00 and up.
WINERICH MOTOR SALES CO Ave C at 3rd St	Studebaker, Overland, Peerless, Willys-Knight, Republic and Mack trucks. Service station. Phon- Crockett 1425
ORIGINAL MEXICAN RESTAURANT	Most beautiful place of its kind in the U. S. Mexican dishes exclu- sively. 119 Losoya St.
POTCHERNICK'S Leading Sport House	211 St Mary's st. Sporting goods, fishing tackle, camp supplies, guns, ammunition.
CROCKETT HOTEL L. B. Stoner, Mgr	Your home when in San Antonio.
TRAVELERS' HOTEL Nagel & Wuest	Traveling men's home in San Antonio.
WOLFF & MARX CO The Big Department Store	Tourists' goods. Exclusive shirt dept. Complete line women's wear. Tea room and roof observation. Houston st—Soledad to Main ave. Phone Crockett 6480
CLIFTON GEORGE CO 720 E. Houston	Authorised Ford dealers. Tires, parts, repairs and accessories. Ph. Crockett 1690
JAMISON AUTO SUPPLIES Ave C and Third St	Everything for your auto, and at its best. Come see us. Phone Crockett 404
MANHATTAN CAFE 310 E. Houston St	Largest and most up-to-date cafe in the South.
S. X. CALLAHAN'S GARAGE	On the CST. Everything electrical for the automobile. We fix it. 419-21 N. Flores St.

SAN ANTONIO BUICK CO Phone Crockett 871 Sales and

446-470 Main Ave