



# Old Spanish Trail Motorcade to California

October 2-14, 1929

## OFFICIAL ITINERARY — Revised 9-10-29

					Miles	Day's Mileage	Elevation	Population
L—Luncheon Stops. N—Night Stops.								
ST. AUGUSTINE	Fla.							
JACKSONVILLE	"	Lv. 7:00 AM	ET	Wednesday, October 2,	0.0		7	18,000
		Ar. 9:00			40.5		8	150,000
I. LIVE OAK	"	Lv. 9:30			83.5		108	3,400
		Ar. 12:30 PM						
N TALLAHASSEE	"	Lv. 2:00			85.0	209.0	215	13,000
		Ar. 5:30						
L DE FUNIAK SPRINGS	"	Lv. 7:30 AM		Thursday, October 3,				
		Ar. 12:00 N	CT		127.5		262	2,400
		Lv. 1:30 PM						
N PENSACOLA	"	Ar. 4:45			81.0	208.5	27	44,000
		Lv. 7:00 AM		Friday, October 4,				
		Ar. 9:30			67.0		8	70,000
	Ala.	Lv. 10:00						
L				(Not Determined)				
N NEW ORLEANS	La.	Ar. 5:00			237.5		7	430,000
		Lv. 9:30 AM		Saturday, October 5,				
L MORGAN CITY	"	Ar. 1:00 PM			95.0		15	5,600
		Lv. 2:30						
N LAFAYETTE	"	Ar. 5:00			75.0	170.0	40	12,000
		Lv. 7:00 AM		Sunday, October 6,				
L ORANGE	Tex.	Ar. 11:30 AM			119.0		10	10,000
		Lv. 2:00 PM						
N HOUSTON	"	Ar. 5:00			111.0	230.0	64	210,000
		Lv. 7:00 AM		Monday, October 7,				
		Ar. 12:30 N			147.5		292	3,500
		Lv. 2:00 PM						
N SAN ANTONIO	"	Ar. 4:30 PM			71.0	218.5	716	220,000
L " "	"	Lv. 11:30 AM		Tuesday, October 8,				
N JUNCTION	"	Ar. 4:30 PM			124.0	124.0	1,708	1,500
		Lv. 7:45 AM		Wednesday, October 9,				
L OZONA	"	Ar. 11:45 AM			99.0		2,250	1,200
		Lv. 1:00 PM						
N FT. STOCKTON	"	Ar. 5:00 PM			115.0	214.0	2,948	1,500
		Lv. 8:00 AM		Thursday, October 10,				
L VAN HORN	"	Ar. 12:30 PM			126.0		4,010	700
		Lv. 1:30 PM						
N EL PASO	"	Ar. 5:30 PM			118.0	244.0	3,762	120,000
		Lv. 7:00 AM						
L LORDSBURG	New Mex.	Ar. 1:00 PM	MT	Friday, October 11,			4,244	1,500
		Lv. 2:00			162.0			
N DOUGLAS	Ariz.	Ar. 6:00			99.0	261.0	3,966	13,000
		Lv. 7:30 AM		Saturday, October 12,				
L TUCSON	"	Ar. 12:00 N			125.5		2,386	43,000
		Lv. 1:30 PM						
N PHOENIX	"	Ar. 5:30			132.0	257.5	1,082	50,000
		Lv. 7:00 AM		Sunday, October 13,				
L YUMA	"	Ar. 2:00 PM			194.0		139	4,500
		Lv. 2:30						
N EL CENTRO	Calif.	Ar. 5:00	PT		57.5	251.5	— 51*	11,000
		Lv. 8:00 AM		Monday, October 14,				
SAN DIEGO	"	Ar. 12:00 N			120.5	120.5	46	120,000

\* Below Sea Level

2,745.5

Every one who receives this bulletin is requested to cooperate in the success of this program by conspicuously posting this bulletin, talking it with friends, and otherwise advertising the event.

# OLD SPANISH TRAIL MOTORCADE TO CALIFORNIA

## GOVERNOR CARLTON SPONSORS THE MOTORCADE TO CALIFORNIA

"I would like to see a representative car from each county in the state included in the cross-the-continent motorcade which starts October 2nd at St. Augustine.

"I invite the attention of all civic bodies of the state to the unusual possibilities such a plan will bring to the cities and towns, the counties and the state as a whole.

"Florida tourist travel means as much to us as any other source of wealth. We should not overlook an opportunity like this one to increase the movement of millions of visitors and millions of dollars into the state.

"Plan to go and carry an invitation from me urging people all along the route to come to Florida; to bathe in the health-giving rays of Florida sunshine; to motor over smooth roads to every nook and corner of this beautiful state; to fish and golf and enjoy the delights of boating and surf bathing; to enjoy summer all winter with every conceivable out of door entertainment.

"Everybody wants to come to Florida and many people will, through the interest aroused through the forthcoming motorcade.

"The Old Spanish Trail which will be covered by the motorcade is one of our greatest trans-continental traffic arteries and this motorcade will serve to fix it more thoroughly in the public mind as a means of all-year-round travel from coast to coast.

"This motorcade is of statewide interest and deserves the co-operation of every county in the state.

"DOYLE E. CARLTON."

The above statement from Governor Carlton to Pensacolians interested in the Old Spanish Trail motorcade puts the state's official stamp of approval on the forthcoming trip.

Responses coming in to General Chairman, O. H. L. Wernicke show a steadily increasing interest and approval of the big trek.

Piles of letters from points west of Pensacola show that westerners are alive to the value of the motorcade. Towns in Texas, Arizona, New Mexico and California have assured the leaders that they will meet the cadets with open arms and will join in with many cars.

The success of the motorcade, insofar as its value to Florida is concerned, now depends upon complete representation of every county in the state. No county should overlook this chance in an event that will mean much to Florida.—Pensacola Journal.

**THE O.S.T. BELONGS TO THE SOUTH**—More than seventy million dollars has been expended on this great Ocean to Ocean Highway across the Southern border of the United States, every mile of which, for

435 miles in Florida has been paved or hard surfaced costing the state about twenty million dollars.

**LOCAL REPRESENTATION**—It is impossible for the General Arrangements Committee to function properly unless supported by local organizations in all cities and counties concerned. Each community should designate some person or organization to cooperate with headquarters. We invite this assistance from everywhere.

**FLORIDA'S OPPORTUNITY**—Every one of the 57 counties in the State of Florida can afford to have at least one car in the Old Spanish Trail Motorcade to California which leaves St. Augustine, Florida, October 2nd, at 7:00 A. M., and is due in San Diego, California, 12:00 noon, October 14th, 1929. No county in Florida can afford to be recorded absent.

It is expected that no less than 100 automobiles with 250 or more Floridians will be in line when these explorers enter Alabama at the Perdido River, October 4th.

**OTHER STATES**—Assurances received from Alabama, Mississippi, Louisiana, Texas, New Mexico, Arizona, and California cities, indicate that no less than 500 cars and 1500 people will be in line before San Diego is reached. Of course people outside the states through which the O.S.T. passes are invited to join this cade. It is a national affair to advertise this trans-continental highway.

**THE GREAT WEST**—The great West, with its oil and minerals, and its agricultural resources which are expanding by leaps and bounds is now linked to Florida and its attractions by great highway systems, of which the Old Spanish Trail is of outstanding significance.

The West, its wealth, and energetic people means much to Florida, perhaps more than does any other section of our country and should be earnestly cultivated.

Nothing will produce new wealth through increasing travel or make new friends so easily as the O.S.T. Motorcade, provided Florida enters upon this event with the proper spirit of enterprise.

**GET ACQUAINTED**—The future growth and wealth of Florida depends more largely upon reciprocal relations with the West and its folks than on any other section or people of the nation. So let us have this motorcade. Let us have the best and biggest motorcade ever staged, so that our western neighbors will know we have been there. Motorcades, when properly staged, produce immediate results from increasing travel.

Increasing travel brings people and new wealth. Florida wants both, needs both, and no county in the state can afford to overlook this opportunity.

**HOW TO GET PUBLICITY**—Favorable publicity is given when and where it is deserved. This motorcade to California is Florida's opportunity to get more national publicity of a favorable nature than it has had in a long time.

Every county and every city in the state needs this publicity and needs it badly. No county or city is so poor or sad that it can not send at least one car through.

# OLD SPANISH TRAIL MOTORCADE TO CALIFORNIA

Many who can not spare the time to go can at least help out with expenses and make it possible for some one else to do so.

Every Mayor and County Commissioner should see to it that their Counties and Cities will be represented. Let us ask ourselves, "Can we afford to become conspicuous by our absence?"

**CLUB PLAN**—Those who have room for extra passengers should get in touch with local Chambers of Commerce. Likewise those who desire to go as passengers and share expenses, the club idea is a good one and it is not out of place for stay at home folks to contribute funds in order that their community shall have representation.

Caders from points off the O.S.T. may join the caravan at the most convenient point as given in the following local itinerary:

Leave St. Augustine	7:00 AM	ET	Wed.	Oct. 2
" Jacksonville	9:30	"		
" Baldwin	10:15	"		
" Lake City	11:45	"		
" Live Oak	2:00 PM			
" Madison	3:00	"		
" Monticello	4:00	"		
" Tallahassee	7:30 AM		Thu.	Oct. 3
" Quincy	8:45	"		
" Chattahoochee	8:45	"	CT	
" Marianna	9:45	"		
" Chipley	10:45	"		
" Bonifay	11:15	"		
" DeFuniak	1:30 PM			
" Crestview	2:30	"		
" Milton	3:30	"		
" Pensacola	7:00 AM		Fri.	Oct. 4

**MARCHING ORDER**—Beginning with Florida in the lead, the cars from each state in East to West order will form separate fleets or divisions in charge of a captain, and such aides as he may choose. Cars should stay in their assigned positions and avoid crowding—fifty feet is not too much headway. Cars in trouble, or desiring to stop or fall back, must turn off the road to the right. There will be a service car behind if needed.

**SPEED WAGONS**—It is expected that a number of service cars will accompany the cade to assist in case of road trouble. Such cars will be supplied by motor and tire makers. These wagons may also carry excess baggage and duffel.

**ESCORTS AND PARKING**—The motorcade will be met on the outskirts of all cities along the route by civil authorities and escorted to prepared parking places, and again on leaving will be shown the way beyond.

It is expected that large delegations of cars will escort the cade from city to city.

**THE STAFF OR FORM OF ORGANIZATION**—The general supervision of the cade will be delegated to a Field Marshal, assisted by Fleet Captains and their aides. Each state will have its own captain with as many aides as may be required. The marshal will wear a badge of red, white and blue. The captains will wear white badges bearing the names of their respective

states. The aides will wear green badges bearing the names of their respective states.

**COST OF TRIP**—All hotels make low rates for beds, which, with breakfast, need not exceed \$2.50 per day, per person, plus gas, oil and incidentals.

**MAIL AND MESSAGES**—may be sent in care of the Chamber of Commerce at designated stopping places, and marked O.S.T. MOTORCADE. These will be delivered by the fleet captains on arrival.

**REGISTRATION**—For the convenience of cadets in facilitating services and accommodations, and for purposes of identification, a system of card registration, car markings and personal badges has been devised. Each owner or operator in charge of car together with the other passengers will be registered on one card, and each passenger on a separate card indicating his or her car and division.

**MARKINGS AND BADGES**—To avoid confusion, delay and loss, and to insure participation in entertainments and functions along the way, every cader will be supplied with an official badge in O.S.T. colors, bearing name, city, county and state.

Cars will be provided with O.S.T. markers for lower edge or right side of windshield and side markers for right hand windows. These latter will bear name, city, county and state of owner.

**CHARGES**—One set of markers ..... \$1.00  
 Personal badges, each ..... \$1.00  
 These charges include registration. Markers and badges may be obtained from the Purser en route or in advance by mail from headquarters.

**MARK PERSONAL BELONGINGS**—All bags and loose personal belongings should be tagged with name, city, state and car license number.

**HAND BAGGAGE**—Delays and confusion will be avoided if everybody hangs on to his own bags and baggage at stopping points—as the English do it.

**HOTEL AND GARAGE SERVICE**—So far as possible the Purser and Captains will register for cadets at hotels and settle bills when provided with funds.

Printed forms for car service desired at stops while parked will be supplied, so that cadets may rest or enjoy themselves while their cars are being serviced, provided the Purser is provided with the necessary funds.

**CLOTHING HINTS**—There will be crispy nights and days in the hills west of San Antonio and over mountain ranges, which suggests sweaters, coats, or heavier underwear. An auto robe or army blanket is a good thing to bring along. Bags are handy for all sorts of duffel.

**CAR HINTS**—All cars undertaking this 2700 mile trip should be in good condition before starting, especially as to brakes, batteries, tires, and ignition equipment.

**HINTS TO CITY OFFICIALS AT STOPPING PLACES**  
 —To avoid dangers, confusion and delays, traffic officers should meet the motorcade outside city



# OLD SPANISH TRAIL MOTORCADE TO CALIFORNIA

limits and escort the cars to prepared parking places. Cars while parked should be guarded and on departure they should again be given escorts through streets and onto the highway.

**HINTS FOR HOSTS**—There will be many women in the cade who will appreciate provisions for their comfort at stops. There should be women attendants at such places.

Luncheons should be simple including coffee, tea and milk and may be served buffet style.

Dinners also should be simple affairs, mixed with talks while eating.

**THEY WANT TO MIX**—After riding for hours the cade folks want to mix with folks at stops along the route. They love to stand around in small groups and chat, rather than sit through lengthy programs, however well meant. Music is always in order.

**SUGGESTIONS**—Every cader should carry a handy pad or note book and pencil to jot down the names and addresses of interesting folks and of events. It is also desirable to have a goodly supply of personal cards to pass out.

Every town, city, and county has something in which other people would be interested if they knew. Tell it to them.

## *At San Diego*

**H**ERE the cadets will be given a reception never to be forgotten. The hospitality and enthusiasm of the West are inspiring realities and once enjoyed, are ever remembered.



**A** BUSINESS SESSION of O.S.T. Association will be held in San Diego, October 14th, after which the cade will disband so that everybody may be free to do as they like.



*There are many places of delightful interest  
in and about San Diego.*