

CONSTRUCTING A GREAT HIGHWAY

1. The Old Spanish Trail is about 2,900 miles from Los Angeles to Jacksonville. Including the Florida connections it embraces over 3,500 miles. It is the most interesting and logical highway for overland service in the country. But developing this into an all-weather, completely connected roadway is a big undertaking.

2. The Lincoln Highway Association with 3,323 miles has now been six years at work. The last report of the Lincoln Association showed it had raised and spent \$210,459.79 and that the state, county and Federal governments had spent \$15,055,392.71. The stronger sections by their co-operation made it possible to help the weak sections.

3. Each summer 20,000 to 25,000 motorists travel the Lincoln Highway west of the Mississippi. \$4,000,000 of improvements to garages and hotels were noted in 1916. The Old Spanish Trail will be open summer and winter and develop business and property just as rapidly.

4. The Old Spanish Trail is a natural highway across the continent, it is rich in old history, it connects five great military and naval centers, it links the playgrounds of the South and joins Florida to California. It is today 50 per cent complete or in process of completion, and is supported by a loyal personal interest all along the way. But like the Lincoln Highway its successful development will only come through a well financed business administration. When each county has its quota of members and a local organization, the combined power and effect of this widespread organization will bring big results. To illustrate what organization and effort will do, the Houston-New Orleans Division with an incomplete organization has developed from 25 per cent complete in 1916 to 75 per cent complete today, and this during the war period.

PRESENT CONDITIONS ACROSS THE TRAIL

5. California has voted \$40,000,000 in road bonds and intends to build in concrete to Yuma, the Arizona line—a half of this is now paved including Los Angeles to San Diego and 75 miles of the 182 miles from San Diego to Yuma. 25 miles more are under construction.

6. All the money is provided for a standard highway across Arizona; the state and the counties are concentrating on this work. Many links are already paved.

7. Because the Old Spanish Trail is an all-weather, all-the-year route, the New Mexico section follows the Borderland Route where the lower altitudes over the Divide are used and a wonderful drive is possible at all seasons. In Arizona and New Mexico this is the only road where all rivers are already crossed by bridges. New Mexico, like Arizona and California, is com-

pleting her portion. Federal aid, dollar for dollar, will be granted through these three states. The road race, El Paso to Phoenix, 540.8 miles over the Old Spanish Trail, in November, 1919, averaged 45 miles per hour—this is an indication of present conditions.

8. Texas has one-third of the whole distance. Out of 22 counties across the state, 16 have their roads either complete or under contract, or the money in hand to build. Two are now about to vote road bonds, one has nearly enough money in hand and the other three will do their part. Texas is meeting the call.

9. Louisiana with 340 miles is already nearly complete with a metal or hard surfaced highway. The incomplete portions are mostly provided for. Half the money for bridging the Sabine river is provided. The other rivers, except the Mississippi, will be bridged by the end of 1920.

10. Mississippi has 97 miles and is awaiting state appropriations. Considerable money, however, is in hand and some important sections are being built.

11. Alabama has but 75 miles. A bond issue of \$25,000,000 is to be voted on February 16th. If this is adopted Alabama highway officials can promptly attend to this work.

12. North Florida has 407 miles. The Old Spanish Trail is Highway No. 1 of the state system and work is progressing. There is a great deal of work to be done there. South Florida has 611 miles.

THE VALUE OF AN OVERLAND HIGHWAY

13. The expense of administering a work over so great a mileage is not small. A highway built and traveled, not one merely talked about, is what is wanted—and that sort of a highway will render permanent service to every city and town on the way. Overland highways like overland railroads build up cities and towns. The overland highway is the next great national movement—the railroad has finished its stage of great development. Like the railroad the overland highway, once built, becomes a permanent community resource. There are 6,500,000 motor cars in the United States today and it is the good highway that attracts these cars for pleasure travel and for service, and business along the way grows by leaps and bounds.

14. Hence the annual expense, if equitably shared by all the counties along the Trail, is not an expense but an investment into a permanent source of value, income and pleasure.

THE EXPENSE BUDGET, 1920.

Salaries, Rent, Furniture and Expenses:

15. A central office must be furnished and organized to gather and supply service and information to every member and every locality.

16. An automobile must be kept in service. Localities must be reached when and as wanted. It is believed that a great portion of one man's time will be necessary the first year out among the people of the whole mileage.

Printing and Publicity:

17. A pictorial magazine is planned with which to keep in touch with all members and to circulate North, East and West, carrying the story of the Old Spanish Trail to everyone—it will picture the hills, mountains, ranches, plains, plantations, missions and old historical scenes. The route is rich in these attractions.

18. The Creed of the Trail will be distributed to all members—this will give a value to the membership and foster a loyal interest.

19. Circulars will be continual demand—10,000 have already been used.

20. A News-Service will be supplied to all papers along the Trail carrying items of information and progress to all localities.

21. Illustrated stories are being supplied the dailies in the big cities and their co-operation is pleasant at all times.

22. Magazine stories will be supplied. A number have already been written. History is being gathered from all along the Trail. Photographs are gathered and supplied.

23. A Log of the Trail will be compiled showing mileage and places of interest, and probably member hotels and garages.

24. All this means tourist travel will be ready to start when the Highway is ready.

County Clubs:

25. Forty per cent of the membership moneys remains with local clubs for local uses. Club officials will have considerable traveling to do before all highway details in their district are worked out. The clubs will mark the Trail and historical spots, and county and state lines. Campsites will need much planning and attention. Local circulars will often be desirable as an encouragement to travelers to stop over and visit awhile. Better service in all localities will be secured if there is money in the local treasury.

26. Large cities will not need this full 40 per cent. Their highways are quite generally built and in service. They profit largely from the general development. The San Antonio Club which pledges a \$5,000 membership asks only for funds to mark its right of way and its historical spots.

27. The total estimated annual budget, including 40 per cent to local clubs, is \$30,000.

GENERAL PLAN OF ORGANIZATION

28. The interested men and women of each city, county or parish are organizing into County Clubs with a County Director who is the direct local representative in all matters within the district. The combined influence of these local clubs and of the central offices will represent a power that should insure good co-operation among county, state and Federal officials and bring to the highway prompt and lasting development.

MEMBERSHIPS AND REASONS FOR SUPPORT

29. Life, \$1,000.00; Honorary, \$100.00 per year; Sustaining, \$25.00 per year; General, \$10.00 and \$5.00 per year.

30. The Trail is being built and advertised to bring a continual tide of travel to its service from all parts of the country. It connects the great playgrounds of the South and of California and Florida. The northern highways all feed into the Old Spanish Trail; the Atlantic, the Dixie, the Jefferson, the Mississippi Valley, the Meridian, the King of Trails, the Bankhead, the Pacific and some twenty others. Two of every three motorists stop and spend money.

31. Membership support therefore is a good business proposition. With car owners the Trail will be a source of great pleasure. It has been found, however, that it is fairer to rate the memberships according to certain standards.

32. Chambers of Commerce can subscribe in behalf of the community. It is a part of their advertising expenses and a sure and permanent way to bring people to their city. San Antonio Chamber of Commerce has taken ten honorary memberships.

33. Public spirited citizens are aiding the work with honorary memberships.

34. The larger hotels and garages, because of their direct interest, are also carrying honorary memberships—smaller ones are rated according to their importance, with a minimum of \$25.00. These have a direct business interest that will run on permanently, for travel will grow with the years. The country garage has the same chance for business as the big city garage.

35. Business men can adjust their membership basis to the equities of the situation.

36. The smallest town as well as the largest city gets the full tide of travel through its streets and this money is spent to build up that travel.

37. The general membership of \$5.00 and \$10.00 reaches the masses of citizens, men and women, who like to be one of the number who are building and advertising the Old Spanish Trail.