

1921



The
Highway
And
Its
Romance

The Old Spanish Trail connects the playgrounds of Florida with the playgrounds of California and links the playgrounds that lie between. It will bring to the cities and towns along the way a continual tide of tourist and automobile travel and a permanent pleasure to the people. The Old Spanish Trail will revive and keep alive the remarkable history of old Spanish days, a history on the northern continent that reaches from Florida to California and offers historical associations more romantic than anything in the land. Those were the days of Spanish splendor, of Cavalier and Conqueror, of Columbus, Cortez and Pizarro, of Ponce de Leon, De Soto and Coronado and of the great orders of priests whose missions are scattered along the Trail. The Spanish dreamed of gold and glory, and with expeditions worth a King's ransom they struggled through jungles, deserts and mountains to despair and death while the phantom of riches raised others to follow.

In South America they sought for the land of the Gilded Chief whom they called El Dorado, they searched for the Temple of the Sun and the Enchanted City of the Caesars. In North America they searched for the fabled Seven Cities of Cibola through Arizona and New Mexico, and for the realms of the Gran Quivera in Texas and Kansas; they sought the Great Kingdom of the Tejas, the Mountain of Silver, the Streams of Pearls, the Provinces of Wealth and the Fountain of Youth. They added luster to their period and won new empires and lost them. Today the Floridas and the New Spain of those days are the winter retreats of the people of the North American continent. The Old Spanish Trail can and will become the most famous and most traveled continental highway in the land.

A National Historical Association

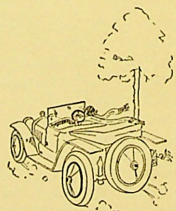
(Reprinted from the Old Spanish Trail Magazine).

The passing events of every week tell plainly the story that this Old Spanish Trail movement is running into a great southern national historical association. There is so much old history that men and women become interested because they want to see the old landmarks saved and their historical places opened to the traveler. Writers preparing magazine and feature stories and travelers seeking information ask for pictures and data respecting the rich lore of the past, and it is noticeable that all persons preparing articles for this magazine fall with an easy naturalness into the atmosphere of romance and history.

Campsites and Route Marking

All route-marking and other signing has been standardized. The red and yellow Spanish border and the specially designed lettering will become familiar and pleasant marks as travelers pass along. Not only route-marking, but greeting signs, welcome signs, historical markers, campsite signs and others will be installed to make the journey a pleasure. Tourist loops to spots of special interest will be marked. Log-Books will be compiled to enlighten the traveler. The romantic and human story of the Spanish Occupation from sea to sea is being written for publication.

This is too big to be put through rapidly; it is a work of years. As rapidly as membership support develops this work will be extended until all these historical Southern Borderlands are an open book to tourists.



THE HIGHWAY OF THE SOUTHERN BORDERLANDS

