

## CENTURIES OF ROMANTIC EXPLORATION

## PRESERVING ROADSIDE BENEFITS



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. It 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 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 romance and riches of Mexico drew prince and peasant. From Mexico the old trails and their daring carried them into the South and Southwest; into the New Spain of their hopes.

The Spaniards 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.

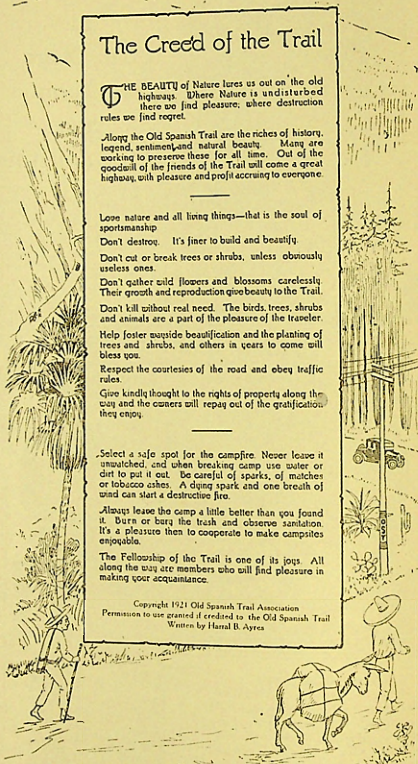
In South America they sought for the land of the Gilded Chief whom they called El Dorado; they searched for the Temple of the Sun and the Enchanted City of the Caesars. In North America they searched thru Arizona and New Mexico for the fabled Seven Cities of Gold, and for the realms of the Gran Quivira 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 lustre 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 TRAILS

St. Augustine, 1565, the oldest city in the United States, is the beginning of the Old Spanish Trail on the Atlantic coast. San Diego (Saint James), 1769, the beginning of California, is the terminus of the Old Spanish Trail on the Pacific coast. Midway lies San Antonio (Saint Anthony), 1718, Headquarters of the Old Spanish Trail and anciently an important mission and military center for New Spain. West from San Antonio is El Paso (El Paso del Norte—the Pass of the North), rich in the history of the earliest days. North of El Paso lies Santa Fe (Holy Faith), first mission built in 1569, second oldest city in the United States, first seat of missions, colonizing and government. Pensacola, El Paso and other places also lay claim to earliest settlements. Old Mexico was conquered by Cortez in 1519.

From Mexico City northward, like the ribs of a fan, trails dating from the days of the Aztecs developed into "Camino Reales" (King's Highways) of the Spaniards; one northeastward thru San Antonio, then to Nacogdoches and Natchitoches and on to Mobile and Pensacola and to St. Augustine; one thru El Paso to Santa Fe and the New Mexico territory; one thru Noreales and Tucson to the Arizona country, then westward thru Yuma to San Diego and California. Up the California coast is the Camino Real of California song and story where those twenty-one missions were built and their hospitality offered to the wayfarers in that wild land.

From these trails or highways others branched until all the Southern Borderlands thrilled to the romance and tragedy of conquerors, new explorers, settlers and missionaries, adventurers and dreamers—all a part of the great games of empire that for three hundred years were played to win and lose. The Old Spanish Trail of today is a project that has woven old trails and new ways together to open anew the Southern Borderlands to the modern day explorer.



### The Creed of the Trail

THE BEAUTY of Nature lures us out on the old highways where Nature is undisturbed here we find pleasure, where destruction rules we find regret.

Along the Old Spanish Trail are the riches of history, legend, sentiment and natural beauty. Many are seeking to preserve these for all time. Out of the goodwill of the friends of the Trail will come a great highway, with pleasure and profit accruing to everyone.

Love nature and all living things—that is the soul of sportsmanship.

Don't destroy. It's finer to build and beautify.

Don't cut or break trees or shrubs, unless obviously useless ones.

Don't gather wild flowers and blossoms carelessly. Their growth and reproduction give beauty to the Trail.

Don't kill without real need. The birds, trees, shrubs and animals are a part of the pleasure of the traveler.

Help foster accurate beautification and the planting of trees and shrubs, and others in years to come will benefit.

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## OLD SPANISH TRAIL

### Main Line

St. Augustine, Florida, to San Diego, California  
2817 Miles

Corrected to September, 1924

The Old Spanish Trail is the trunkline of the Gulf coast from Florida to Texas, then crosses the plains and mountains of the West to California touching the Mexican border points. It is building over the rivers and bays that empty the waters of half the continent into the Gulf, and it is conquering its way across the great rich country of West Texas and thru the minor, mountain and desert country of New Mexico, Arizona and Southern California. When the story is written of the works of the engineers, highway commissioners and people to connect this trunkline across the barriers that have stood in the way another great chapter in American achievement will be told. The first meeting to promote this highway was in 1915 at Mobile, 1921 shows thousands of miles ready for the traveler.

### MILEAGE SUMMARY

Eastern Department—970.6 Miles	
Florida	455.0 Miles
Alabama	70.9 "
Mississippi	96.1 "
Louisiana	348.5 "
Central Department—947.0 Miles	
Texas	947.6 Miles
Western Department—899.4 Miles	
New Mexico	195.8 Miles
Arizona	524.6 "
California	179.0 "

### DRIVING REGULATIONS

In all driving, slowing down and caution are required at curves, crossings, passing other vehicles or pedestrians, on bridges, on wet or crowded roads, etc. The speed limit is not at all absolute, it is a permissible privilege to be exercised with reasonable care. Numerous provisions are embodied in all laws and ignorance of these excuses no one. Generally, 25 miles per hour on the public highways are permissible, with varying regulations for city streets, traffic conditions making many local regulations necessary. Proceed cautiously, with car always under control, is the best law.

Notes—Population figures according to U. S. Census 1920. Elevations at railroad depots and from records of state universities.

From San Diego Miles	ST. AUGUSTINE, FLA.	From St. Augustine Miles
2817.0	40.7 mi. Paving.	0.0

Pop. 6192. Elevation 7 ft. San Augustine was settled in 1565, the oldest city in the United States. Ponce de Leon landed in 1512. The De Narvaez expedition landed at Tampa Bay in 1528 and lay Soto in 1570, and both fought their way around and westward. De Luna landed at Pensacola bay in 1559 with the largest expedition of them all. While the Spaniards were exploring the Floridas other remarkable expeditions were moving northward from Mexico into New Spain (Texas) and into New Mexico and California. Santa Fe became the second oldest city in the U. S. When the thirteen states were fighting for independence Spain controlled an empire south and west, and was just Spanish in 1809; Spain sold Old Louisiana back to independence was won in 1800 and that territory was annexed by the U. S. in 1845. The Mexican War was territory was ceded to the U. S. by Mexico in 1848. The Arizona was in 1853. The Old Spanish Trail of today is a thread linking together for all time the old Spanish history and legend of three and four centuries past. In and the conquistadores sought riches to lay up in heaven and often found disaster for their vain but romantic search. Now a new race is finding riches in the crucibles of industry.

### INFORMATION AND SERVICE

St. Augustine Board of Trade.

From San Diego		From St. Augustine
2776.3	JACKSONVILLE, FLA. (St. Johns River) 40.7	
	Zero at Post Office.	
	60.9 mi. Paving.	
	Pop. 91,558. Elevation 8 ft.	
	INFORMATION AND SERVICE	
	Jacksonville Motor Club. Chamber of Commerce Bldg.	
2716.3	LAKE CITY, FLA. 100.7	
	24.2 mi. Semi-Hard Surface. Good.	
	Pop. 3341. Elevation 200 ft.	
2692.1	LIVE OAK, FLA. 124.9	
	29.3 mi. (20 mi. Semi-Hard Surface; west 9 mi. Graded Dirt.)	
	Pop. 3103. Elevation 108 ft. Suwannee river 13 mi. west of Live Oak.	
2662.8	MADISON, FLA. 154.2	
	33.4 mi. (Graded Dirt to Greenville 16 mi. Surfaced to Aucilla river 6 mi. Graded to Monticello 11 mi.)	
	Pop. 1952. Elevation 133 ft.	
2629.4	MONTICELLO, FLA. 187.6	
	30.4 mi. (Graded Dirt 19.6 mi. Semi-Hard 10.8 mi.)	
	Pop. 1704. Elevation 210 ft.	
2599.0	TALLAHASSEE, FLA. 218.0	
	18.1 mi. Graded Dirt.	
	Pop. 5637. Elevation 82 ft. Ocklawaha river 3.7 mi. east of Havana.	
	INFORMATION AND SERVICE	
	Tallahassee Chamber of Commerce.	
2582.9	HAVANA, FLA. 234.1	
	12.5 mi. (Graded Dirt for 5 mi. Bal. Semi-Hard Surface.)	
	Pop. 418. Elevation — ft.	
2570.4	QUINCY, FLA. 246.6	
	46.0 mi. Graded Dirt.	
	Pop. 3118. Elevation 251 ft. OST Vice Pres. W. M. Corry. Half way to Marianna is the Apalachicola river bridge, 5,500 ft. long, dedicated Victory Bridge in memory of the soldiers in the World War, and considered by engineers a notable structure.	
2524.4	MARIANNA, FLA. 292.6	
	26.2 mi. Graded Dirt.	
	Pop. 2499. Elevation 120 ft.	
2504.2	CHIPLEY, FLA. 312.8	
	10.0 mi. Graded Dirt.	
	Pop. 1806. Elevation 109 ft.	
2494.2	BONIFAY, FLA. 322.8	
	31.8 mi. (Graded east of Choctawhatchee river. 10 mi. Semi-Hard Surface west to De Funiak Springs.)	
	Pop. 1250. Elevation 120 ft. Choctawhatchee river bridge, 8,000 ft., to be finished Jan. 1, 1925.	
2462.4	DE FUNIAK SPRINGS, FLA. 354.6	
	28.8 mi. Construction in progress.	
	Pop. 2097. Elevation 262 ft.	
2433.6	CRESTVIEW, FLA. 383.4	
	31.2 mi. (Graded Dirt 5 mi. Semi-Hard Surface and Paving 26 mi.)	
	Pop. 500. Elevation 229 ft.	
2402.4	MILTON, FLA. (Black Water River) 414.6	
	21.4 mi. (Semi-Hard Surface to Floridatown ferry, 11 mi. Ferry 4 mi. Graded from Ferry Pass to Pensacola.)	
	Pop. 1904. Elevation 11 ft. Escambia bay bridge, 2.3 mi., to be finished June 1925.	
	Ferry	
	First ferry 6:00 A. M. west side; 6:45 A. M. east side. Last ferry 5:30 P. M. west side; 6:00 P. M. east side. Another ferry known as "Short Cut" is now running.	
2381.0	PENSACOLA, FLA. 436.0	
	Zero at San Carlos Hotel.	
	19.0 mi. Paving and Graded Sand Clar.	
	Pop. 31,035. Elevation 27 ft. On Pensacola Bay and	