

GREATEST TRANSCONTINENTAL ROAD NEARLY FINISHED

Ford Will Spend \$30,000,000 For Expansion Work

New Branch Plants And Improvements Are Planned For This Year

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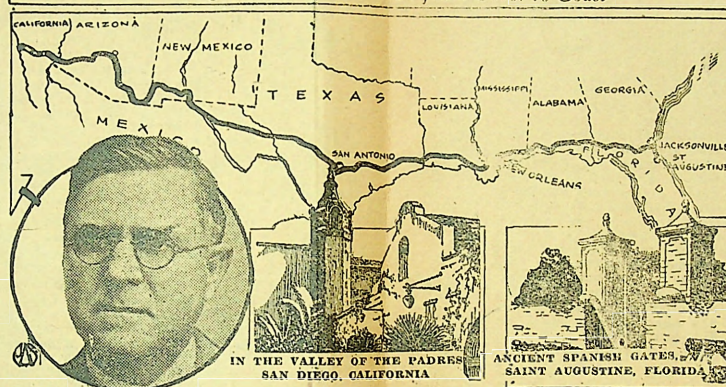
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SOUTH LOUISIANA PRESS ASS'N

THURSDAY, JULY 3, 1930

wards of \$20,000
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Increased selling efficiency by
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Following the Old Spanish Trail from Coast to Coast



America's first complete transcontinental highway is nearly finished, leading from the old Spanish gates of the city of St. Augustine, Fla., to the old Spanish Mission at San Diego, Cal. Harral Ayres, Managing Director of the Association which has promoted this motor road, is shown in insert.

OLD SPANISH TRAIL FROM ST. AUGUSTINE TO SAN DIEGO JOINS PACIFIC AND ATLANTIC

By the end of 1931 it will be possible for a motorist to start from Maine and drive to San Antonio, Texas, without ever getting off a hard road. Within another two or three years the motorist can continue his journey to California, over hard roads all the way.

With all of our progress in road building, there is to-day not a single route across the Continent which does not involve driving over hundreds of miles of roads which nobody could classify as good and which most motorists, accustomed to the paved highways of both coasts and the Great Lakes region, would classify as positively bad. But with the completion of the Old Spanish Trail we shall have a highway connecting the Atlantic and the Pacific Oceans, a highway paved or hard surfaced throughout its entire length, and a trans-Continental highway, moreover, which will be passable at all seasons of the year, since it is located throughout its length far to the south of the snow-belt, which makes the more northerly passages impossible in winter.

It is no wonder that the United States Government is aiding liberally in the construction of this road which will give the speediest possible route for the movement of motorized forces from one coast to the other.

From Maine to Florida the Atlantic Coastal Highway is now substantially completed, either concrete, tar-macadam or hard sand-clay surface all the way. And when it gets to historic old St.

Gasoline Tax Is

discovering and spreading the news to the rest of the world that in this South and Southwest there are opportunities and beauties which few had ever realized existed.

Two-thirds of the drainage water of the United States crosses the Old Spanish Trail, yet only two ferries are necessary; one across the Mississippi River at New Orleans, the other over Berwick Bay at Morgan City, Louisiana. All of the other watercourses which the Trail crosses have been bridged.

The Old Spanish Trail follows

Oil Wells Line Louisiana C

New Orleans, La.—“Aho! What well is that?” Rather than encourage for an oil rig, the well has changed its character in Louisiana.

the line of the chain of missions and presidios which the King of Spain ordered in 1772 to be constructed from the Gulf of Mexico to the Gulf of California. San Antonio was the meeting place of all the trails connecting the Spanish settlements with each other. And in San Antonio, a few weeks ago, the King of Spain, through the Spanish Ambassador to the United States, presented a royal decoration to Harral Ayres, the managing director of the Old Spanish Trail Association, in recognition of his services in preserving and perpetuating the old Spanish tradition.

Of the first 579 miles of the Trail, from St. Augustine to Bay St. Louis, all but a few miles has been paved, and that part, in Mississippi, is hard sand and gravel. Thence across Louisiana to the Texas line, 362 miles, concrete pavement is being laid the end distance, though it will be the end of the year before this is completed. The unpaved sections are good gravel roads.

From the Texas-Louisiana line to San Antonio, 329 miles, the Trail is 90 per cent paved. Thence 583 miles to El Paso, the gravel road is good but dusty and paving is being carried on rapidly. Thence to El Paso westward across the New Mexico and Arizona to San Diego, 712 miles, the rest of which about half is paved.

gravel roadways over the desert and through the Rocky Mountains. By the end of this year it is expected that the last stretch of the 178 miles across California to the Pacific will have been paved.

This great highway, 2,741 miles long, is the largest single piece of road building which has ever been undertaken since the days when the Caesars connected all of the outlying provinces of Europe with Imperial Rome by roads, some of which have lasted to this day and are still main thoroughfares of commerce. When it is finished it will have cost upward of \$110,000,000, provided by the states, counties and municipalities and by the United States Government.

As every other great road does, the Old Spanish Trail is opening up new areas to settlements, to industry and to development. Until it was cut through from Jacksonville west, five years ago, few tourists to Florida ever saw the lovely rolling country of West Florida, the hills and rivers and coast-line vistas that lie between Tallahassee and the beautiful city of Pensacola. The opening of the Trail has brought new life to Pensacola, which with its magnificent harbor and new rail connections northward is rapidly recapturing its ancient importance as a seaport. And so, all along its route, the growing tide of motor tourists following the Old Spanish Trail is