

OFFICIALS AND COMMITTEES

OLD SPANISH TRAIL ASSOCIATION

President: Dr. Fred B. Johnston, San Antonio, Texas.

Managing Director: H. B. Ayres, San Antonio, Texas.

Vice-Presidents:

Florida—F. W. Marsh, Pensacola, Fla.
Alabama—John Craft, Mobile, Ala.
Mississippi—H. S. Weston, Logtown, Miss.
Louisiana—Martin Behrman, New Orleans, La.
East Texas—W. E. Lea, Orange, Texas.
West Texas—Walter Schreiner, Kerrville, Texas.
Western—A. H. Gardner, Tombstone, Arizona.
South Texas—W. R. Perkins, Alice, Texas.

Secretary: Herbert Bayliss, Lake Charles, La.

Treasurer: M. G. McNair, Gulfport, Miss.

Field Engineer: Harry Locke, Los Angeles, Cal.

Directors:

S. H. Peck, Mobile, Ala.
R. H. Fleming, New Orleans, La.
H. A. McDonald, Beaumont, Texas.
J. C. Baumgarten, Schulenburg, Texas.
L. D. Moody, Houston, Texas.

SAN ANTONIO EXECUTIVE BOARD.

Kenneth Wimer, Chairman.

Leon N. Walthall, Secretary.

Percy Tyrrell, Chas. N. Wuest, Henry T. Mathews.

Assistant Secretary: Miss Clotilde Nagel.

Field Secretary: R. B. Thompson.

OFFICIALS CONVENTION AT NEW ORLEANS.

General Committee.

General Chairman, A. Fred Bultman, Jr.
Vice-Chairman, Charles M. Kerr.
Secretary, W. D. Jarman.
Chairman Finance Committee, Edward Makofsky.
Chairman Entertainment Committee, C. M. Kerr.
Chairman Publicity Committee, Augustin J. Himel, Jr.
Felix C. Bowman, Wilbert Black, H. K. Monroe, A. H. Borden, Walter Parker, G. W. Lawes, E. H. Fairchild, R. P. Bernard, R. H. Fleming, Martin Behrman, Jos. L. Ruhl.

Southern Road Congress Committee.

Charles M. Kerr, R. E. E. de Montzulin, A. H. Van Pelt.

Women's Parliament Committee of Management.

Mrs. A. F. Storm, Morgan City, La., General Director Louisiana F. W. C.

Mrs. A. G. Reed, Baton Rouge, La., President Louisiana F. W. C.

Mrs. Byrd Enochs, Biloxi, Miss., President 1st District F. W. C. of Miss.

Mrs. P. J. Friedrichs, President New Orleans Federation of Clubs.

Mrs. Jesse P. Wilkinson, Chairman Civic Dept. N. O. Federations of Clubs.

Mrs. Fred C. Kolman, New Orleans, Secretary.

Hospitality Committee.

Mrs. Joseph E. Friend, General Chairman.

Mrs. Charles Buck, Chairman, Patio Royal Reception.

Mrs. Paul Jahneke, Chairman, Country Club Luncheon.

Mrs. Christian Schertz, Chairman, French Quarter Visits.

Mrs. Henry Levy, Chairman, Transportation Committee.

And forty hostesses.

Gulf Boulevard Conference.

John T. Cochrane, President, Mobile, Alabama.

Claude Delmas, Vice-President, Pascagoula, Miss.

S. W. Provensal, Secretary-Treasurer, Slidell, La.

Boulevard Meetings and Banquet, Directed by Young Men's Business Club.

Committee:

Gilbert Fortier, President; W. C. Crow, Executive Secretary, and R. H. Fleming, Manager Motor League of Louisiana.

Financial Directors.

Walter A. Brandao, R. E. E. de Montzulin.

General Finance Committee:

Allen Wolf, Chairman, Auto Supply Group.
Col. Allison Owen, Chairman, Architects.
L. H. Trippeny, Chairman, Auto Tires Group.
F. C. Bowman, Chairman, Auto Dealers.
Charles de B. Claiborne, Chairman, Banks.
Lionel F. Favret, Chairman, General Contractors.
Chas. M. Kerr, Chairman, Road Contractors.
Phil. G. Ricks, Chairman, Homesteads.
Lucien J. Moret, Chairman, Automobile Financing.
Augustin J. Himel, Jr., Chairman, Life Insurance Group.
Lionel F. Favret, Chairman, Material Group.
J. J. Voelkel, Vice-Chairman, Material Group.
I. H. Isaacs, Chairman, Retail Merchants Bureau.
Wilson S. Callender, Secretary, Merchants Bureau.
Jas. F. Turnbull, Chairman, Real Estate Group.
Mrs. Henry Alcus, Chairman, Women's Committee on Finance.

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 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. Mexico was the throbbing heart of Spanish endeavor; of 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 for the fabled Seven Cities of Cibola through Arizona and New Mexico, 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 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 highway in the land—the Highway of the Southern Borderlands and of Mexico.