

BEAUTIFICATION DEPARTMENT

National Board of Managers, 1929-30

Mrs. H. A. Moos, National Director
1019 Broadway, San Antonio, Texas.

Mrs. A. C. Seiser, Vice Chairman
Miss Frances Donecker, Secretary-Treasurer
Mrs. Rena Maverick Green, Chairman Historical
Signing
Mrs. Henry Drought, Past National Director
Mrs. J. T. Smith, Parliamentarian
Miss Marie Callsen, Chm. Headq. Beautification
Section

The highway is open but the beautification work calls for continued attention. The women have this well in hand. They are reappointing the State directors and selecting new directors for the States that have none. The color designs for the historical signing are printed and will be mailed on request to Mrs. Moos or the State directors. The designs are very striking and historical in type and will help make the Old Spanish Trail a memorable travelway. The OST travelogs contain the beautification program.

OLD SPANISH TRAIL MOTORCADE

St. Augustine to San Diego, October, 1929

O. H. L. Wernicke, Chairman, Pensacola, Florida

This motorcade is to help Old Spanish Trail people now to get acquainted with one another and also to spread publicity abroad and educate northern people to the attractions of this far-southern country.

There are many problems putting a motorcade across the continent. The utmost cooperation with the Florida leaders is urged.

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THE OLD SPANISH TRAIL

THE HIGHWAY OF OLD HISTORY
CONNECTING
FLORIDA-CALIFORNIA-MEXICO

FINAL REPORT

BY THE

EXECUTIVE BOARD

SAN ANTONIO,
TEXAS

JUNE 1, 1929

THE EAGLE PUBLISHING COMPANY
SAN ANTONIO