Crusaders--9

The Women Join the Ranks and is being constructed through the

At the New Orleans convention in 1923 the women, under leadership largely of Louisiana and Mississippi, met in special sessions and laid down plans for a department of beautification and asked the San Antonio women to organize the work. In the ensuing years these women crusaders traveled the now rapidly opening highway from Florida to California. This was the first orderly effort to promote roadside beauty in the United States. Like all pioneering efforts, this called for courage, vision and enthusiasms. The thought spread Many national organizations made roadside beauty and billboard removal active parts of their programs. The files show that in 1924 these women made a complete survey of State laws on these subjects, and found warmy but a few and simple enactments. They had a standard form of law drawn and distributed it throughout the United States -- the principles of that law are now being adopted in many States. Old Spanish Trail women are still working, locally, but a great deal still depends upon billboard control and upon plans for widening rights-of-way in many sections. Baldwin County, Alabama, has installed historical signing and has planted trees miles of trees. The "ississippi Coast is working to a carefully formulated five-year landscape plan. The El Paso Valley now has miles of trees through that irrigated country. Independent groups are now planning an avenue of trees from the Alamo, Shrine of Texas Liberty, at San Antonic, to the San Jacinto Battlefield, east of Houston, where Santa Ana and Mexico were finally defeated and Texas Independence won --- a distance of two hundred and fifty miles.

Dedicating the Highway to all Travelers

In 1929 two motorcades crossed the continent, traveling on fast schedules like a railroad train, and thus were the achievements of the builders proclaimed to the world. The first motorcade was from San Diego, California to Saint Augustine; Florida, March-April 1929. The second motorcade returned the visit, from Saint Augustine to San Diego and Los Angeles, October 1929. The San Diego civic organizations backed by the San Antonio leaders, led the first crusading company. Reaching Saint Augustine, they participated in the dedication of the monument there and the three days of old Spanish pageantry that symbolized the achievements of the crusaders---those of Old Spain and those of this presentday race. The King of Spain was represented at that celebration.

The return motorcade was organized and led by Pensacola. At San Diego and Los Angeles, old Spanish citize of Californis, the triumphs of this old Spanish Trail work were celebrated. Emotions engendered by long associations and hard struggles tempered the closing meetings. The work of the crusaders was findahed....the work of others to tell the story of the Spanish centuries in these Spanish Borderlands was at hand!

Varied and Unusual Country

Today, nearly all the highway from Florida to California is paved...this program is far ahead of expectations. The country is functioningly strange, varied and interesting. North Florida is a land of winter estates, winter products and general farming, rolling hills and waterways. **Bhom** Pensacola to New Orleans are sate una orange and pecan orchards and winter truck, and the Gulf Coast resorts facing that ancient Spanish sea. Louisiana; red gold in winter strawberries and the "Sugar Bowl of the Nation" and rice, cotton, salt mines and fishelies. <u>SeathExample Stranging and Stranging and Strang</u>. East Texas; oil empire, rice, dairying, **striketsmak** poultry, cattle, general farming, rolling hills and rieing country. West Texas; Hill Country resorts and princely

Crussders--8

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"File in Washington the Managing Director was informed the ... Sursau of Education was planning a builstin for samual dirtribution to the public schools of the Entice withinking studies in national devologuent and the the Hureau would be interested in adopting the Old Spanish Trail gas its dirts origin and geographical velue. "This was arranged. That this builteth has wide and constant distribution is shown by the latters received at the Old Spanish Trail Offices in Sam Antonio every year from students, teschore, libraries and colleges, requesting printed matter and many interesting school studies have been reported.

War Department Man

The new map of roads needed for public defense, signed by John J. Fershing, Ohlef of Stark, hundr 23, 1922, included the Old Spanish Trail together with borderland connections. Thus, the Mashington Fork had brought about general suprement respecting the importance of Shik for-southern trunkline. Federal, State and local officials were never sgain to doubt its necessity nor shrink from its angineering roblems and costs.

Travel Maps and Logs

Traveling this southern route was still an advanture but cerefully prepared maps and logs non began to appear. The automobile Club of Southern California care in with its conpartion. In 1925 the club published a strip-map book of the highway and the territory, giving travel information in detail and waving in the old Spanish romane and interest. They have issued many editions of this book and still continue its publication. Heavy tools published detail map books. Old Spanish Trai Inedquarters publicated to yeard maps. The aghistory story. Form Red Book and others published logs and the old greate circulation of these publications into hundreds of thousands. With augported of any national thekaway.

The Great Construction Period

The years 1925-1928 represent years of rapid construction. The Washington Deciarations had observed arms all uncertainties. Pederal-and and State road funds beerns available in increasing suitions. The southern poople, high their problems and through thair organizations and local governments, "lived" with their problems until their yead or their bridge or secantla as completed. These men ware more than eranders: they were concurrents leading forces to matacama viciory. Another bettled with an endiess variety of groblems. Contractors and workers struggled with floods in the wateren besing until embalments and bridges monter bridge and long sectors of survey. During 1927 and 1928 another bridges with one sectors of parameth are being opened with collerations monster bridges with one sectors of sevenant were being opened with collerations

The Newsberger Editors

Schind these crusaders and workers were the newspaper wan. Ineir work is ontitled to pushs. The highway association was not much of a membership opgranisation and many could not undershead thick it was a coordinating force utility. Ing local, Stote and Federal agencies of all sorts. As the Manging Director traveled back and forth the address was kept informed of the plane and polities, and of the invalide objective, and they week thy plane the policies.