

GENERAL PLAN OF ORGANIZATION

28. The interested men and women of each city, county or parish are organizing into County Clubs with a County Director who is the direct local representative in all matters within the district. The combined influence of these local clubs and of the central offices will represent a power that should insure good co-operation among county, state and Federal officials and bring to the Highway prompt and lasting development.

MEMBERSHIPS AND REASONS FOR SUPPORT

29. Life, \$1,000.00; Honorary, \$100.00 per year; Sustaining, \$25.00 per year; General, \$10.00 and \$5.00 per year.

30. The Trail is being built and advertised to bring a continual tide of travel to its service from all parts of the country. It connects the great playgrounds of the South and of California and Florida. The northern highways all feed into the Old Spanish Trail, the Atlantic, the Dixie, the Jefferson, the Mississippi Valley, the Bankhead, the Pacific and some twenty others. Two of every three motorists stop and spend money.

31. Membership support therefore is a good business proposition. With car owners the Trail will be a source of great pleasure. It has been found, however, that it is fairer to rate the memberships according to certain standards.

32. Chambers of Commerce can subscribe in behalf of the community. It is a part of their advertising expenses and one of the surest ways to bring people to their city. San Antonio Chamber of Commerce has taken ten honorary memberships.

33. Public spirited citizens are aiding the work with honorary memberships.

34. The larger hotels and garages, because of their direct interest, are also carrying honorary memberships—smaller ones are rated according to their importance, with a minimum of \$25.00. These have a direct business interest that will run on permanently, for travel will grow with the years. The county garage has the same chance for business as the big city garage.

35. Business men can adjust their membership basis to the equities of the situation.

36. The smallest town as well as the largest city gets the full tide of travel through its streets and this money is spent to build up that travel.

37. The general membership of \$5.00 and \$10.00 reaches the masses of citizens, men and women, who like to be one of the number who are building and advertising the old Spanish Trail.

THE OLD SPANISH TRAIL ASSOCIATION

Executive Offices, Bedell Building
Telephone Crockett 2268
SAN ANTONIO, TEXAS

President—Harry L. Miller, San Antonio, Texas.

Vice-Presidents—Mrs. F. R. S. Phillips, Panama City, Florida—Florida-New Orleans Division; Will L. Vining, Orange, Texas—New Orleans-Houston Division; Walter Schreiner, Kerrville, Texas—Houston-El Paso Division; A. H. Gardner, Tombstone, Arizona—El Paso-California Division.

Secretary—Herbert Bayliss, Lake Charles, Louisiana.

Treasurer—J. W. Hoopes, Houston, Texas.

Field Engineer—Harry Locke, Los Angeles, California.

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

Councilors—Stewart Leblanc, Mobile, Ala.; Arthur W. Van Pelt, Houma, La.; Edgar Miller, Lake Charles, La.; George J. Roark, Beaumont, Tex.; J. W. Rainbolt, Gonzales, Tex.; W. L. Aldwell, Sonora, Tex.; James Rooney, Ft. Stockton, Tex.; Col. J. H. McClintock, Phoenix, Ariz.; Fred Sherman, Deming, New Mexico; Col. Ed. Fletcher, San Diego, Cal.

The successful development of the Old Spanish Trail means pleasure and profit to everyone. Land values increase along any railroad, and along an overland highway. Business improves. Living is pleasanter through social contact with people from an outside world. Driving on a good highway means many a ten dollar bill saved in wear and tear. All memberships therefore are based on a two-fold interest—the pleasure of helping along such an interesting project, and the business and community benefits that will flow from it.