

THE BEAUTIFICATION PROGRAM

The beautification program is being developed thru conferences and thru the lessons learned from the improvement and beautifying of the Headquarters Section, San Antonio to Boerne, 30 miles, which has been in progress since 1923. It is also recognized that each State and most localities have their own peculiar problems.

The plan as now generally accepted embraces:

1 - The prettiest and most complete route marking in the United States. Blue prints and bulletins are ready and this work is to be inaugurated as rapidly as possible. Localities may now go ahead with some of this work.

2 - Historical signing of all interesting places, scenic, historical, etc. An Old Spanish design is being adopted for this.

3 - County Line Markers. Architect's plans for stone or cement columns will be mailed on request. Nice stone columns are being erected at the Bexar--Kendall County line on the Headquarters Section. West Texas counties are proceeding with plans for columns of native stone at all county lines.

4 - State Line Markers.

5 - Wayside Parks. On the Headquarters Section such a park has been donated, a native stone caretaker's house is being erected, also stone tables, benches and fences, a children's wading pool, etc. This is not an auto camp but a wayside park with a caretaker. The donations of numerous pretty spots have been offered along the Old Spanish Trail. It is somewhat expensive preparing such a park but cooperation on this park has been cordial and the lessons learned will help the work elsewhere. The caretaker will have a home and should sell enough for his living, therefore be no expense.

6 - Improved city and town entrances. This will be much finer than the old idea of billboards and crude advertising signs along the highway to advertise the town or city.

7 - Improved property entrances and fences. Individual property owners are responding to this suggestion nicely.

8 - Removal of advertising signs. The highway departments are helping with this.

9 - Planting of trees and shrubs where desirable, and preserving scenery where no planting is needed. Seeking passage of stock laws to keep cattle off the highways. Providing consulting landscape artists and horticulturists to help outline this phase of the work.

10 - Establishing cooperation with the State Highway Departments for attentions by the engineers and the maintenance forces to improve conditions. This cooperation is being delightfully extended by the highway officials.

11 - Ultimately it is hoped some sort of an award sign can be given the locality accomplishing the most in beautifying during the year. This perhaps to be erected on the highway in the localities receiving the award.

The Old Spanish Trail is our southern national highway. We all feel a special pride and interest in it and we want to make it nationally noted for its beauty as well as for its value as an automobile trunkline and for its historical background.