The Women Join the Ranks

At the New Orleans convention in 1925 the women, under leadership largely of Louisiana and Mississippi, met in special sessions and laid down plans for a department of besuttitionion and asked the San Antonio women to organize the work. In the ensuing years these women organders traveled the new rapidly opening highway from Florida to California. This was the first orderly offort to promote readaide beauty in the United States. Like all pioneering efforts, this called for courage, victon and enthusiasms. The thought arread. lany mational organizations made readside beauty and billboard removal active parts of their programs. The files show that in 1924 these women made a complote survey of State laws on thise publects, and found were 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 stopted in many States. Old Spanish Trail women are still working, locally, but a great deal still denends upon billboard control and upon plans for widening rights-of-way in many sections. Daldwin County, Alabama, has installed historical signing and has planted trees wiles of trees. The Mississiani Coust is working to a carefully formulated five-year landscape plan. The El Paso Valley now had miles of trees through that trrivated country. Independent groups are now planning on avenue of trees from the Alamo, Shrine of Texas liberty, at San Antonio, to the San Jacinto Battlefield, east of Houston, where Jenta Ana and Mexico were finelly defeated and Texas Independence won --- a distance of two hundred and fifth

Dedicating the Highway to all Travelers

In 1929 two motorcades crossed the confinent, traveling on fact schedules like a railroad train, and thus were the schievements of the builders proclaimed to the world. The first motorcade was how mon biego, California to Sainth Augustine, Florida, farch-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 Automio leaders, led the first cruesding commany. Reaching Saint Augustine, they auticipated in the dedication of the monoment there and the times days of old Spanish pageantry that symbolized the confevements of the orwander—"those of Old Spanis and those of this presentator and years." The Ming of Spain was represented at that celebration.

The return motoreade was organized and let by Fenenceis. At San Nege and les Angeles. Old Sennish dities of California, the triumphs of this old Sennish Trail work were colebared. Emotions engendered by long sescolations and hard struggles tempered the cleaing meetings. The mork of the crusaders was hinding declines. The mork of the crusaders was those Spanish confurties in

Varied and Unusual Country

Today, mearly all the highway from Florida to California is paved...this progrem is for shead of expectations. The country is fascinatingly strenge, yearled and interesting. North Florida is a hand of winter countes, wither products and general farming, rolling hills and watersays. Thom Fennsech to Rev Priess are established and counter and winter truck and she finding some necessary facing the south of the Nation son. Indication and the south of the Nation and rice, ooten, and the singer now of the Nation and rice, ooten, and makes and finded to be proved and englass allow of inical waterways. East Texas of englas rice of shrying numbered positive, while forming country. See Foxes Hill Country records and princely

livestock ranches--now a super-highway is being constructed through that "Cattlemen's Paradise," New Mexico; Arizona and South California; deserts, mountains, mining and irrigated ereas of winter, summer and semi-tropical products. And mingled with these industrial and agricultural activities are flourishing cities ranking high in the American commonwealth and a thousand scenes noted in song, story, poetry and history----the Spanish Borderlands are an unusual country.

Southern Capacity for Achievement

Probably nowhere in the United States have the people shown a truer sense of historical values than have the southern people in their efforts to lay this Old Spanish Trail through the lands rich in old Spanish history... and probably nowhere in the United States has the capacity for achievement been better exemplified than here in this land where they battled and worked together until their diverse and complex problems were solved and a hundred million dollars were poured into unprecendented road, bridge and seawall construction...and these are the people that are rearing a new Anglo-American civilization in these Southern Borderlands, and building cities of refinement and interest, and regenerating a great country.

The Spanish Southwest

Across the southwestern United States are interesting cities and smiling valleys nestling in mystic deserts. Early in their history the Spanish Fathers were in the El Paso Valley...and up the Rio Grande and throughout New Mexico...and into southern Arizona at Tucson and Nogales and the adjoining northern Mexico and down the Gila River of Arizona; the Pimería Alta they called that country...they were across the Gulf of California and maintained many missions on that remote peninsula they named Baja California...then at last they found ways to sustain themselves while they crossed the desert sands and formidable mountains to occupy Alta California, the present California.

The Spaniards loved that strange southwestern country, as many love it today, and their works there were extensive and notable. Spanish history, tradition, romance and allure overspreads that country. The western men battled-for the highway across those long distances and, like the crusaders of the East, they also won their victories. But only a few of them, a very few, are mebers of that band that battled for the transcontinental Old Spanish Trail, and that distributed so much travel literature and old history to publicize and popularize it. That western section has had many names, many promotions. Today they call it the Broadway of America and they seek to keep travel moving to their country over the northern wind and snow swept routes that travelers used before the Gulf of Mexico country was opened.

Gulf Country and Old Mexico now Preferred

Now the sun-bathed lands of the South are easily accessible from any northern point. Old Man Winter is quickly left behind and the country of outdoor sports