

MOBILE Azalea Trail



DRIVING MAP



KEEP AMERICA BEAUTIFUL AFFILIATE

Keep Mobile Beautiful— Our Mission:

To motivate Mobilians to take greater individual responsibility for the improvement of their community environment. KMB has three main areas of focus which are recycling, litter prevention and beautification.

Keep Mobile Beautiful is an affiliate of the national Keep America Beautiful System.



Mobile's Azalea Trail History

The azalea bush has a shallow root system, but the roots of Mobile's Azalea Trail are deep. In 1928-29 the Mobile Junior Chamber of Commerce, known now as the Mobile Jaycees, sold azaleas bushes on downtown streets. The Azalea Trail project was suggested by Sam Lackland and was headed by Marion Draughton. The citizens of Mobile were encouraged to plant azaleas in their yards and along the local streets. It was truly a community project.

The Azalea Trail was chartered in 1933. In 1938, over 5000 cars, carrying about 25,000 people, toured the then 17 mile Trail. By 1940, Mobile's Azalea Trail attracted 100,000 visitors. The Lions Club planted the medians of Spring Hill Avenue in 1941 which are now being revitalized by Keep Mobile Beautiful. In 1972, Mobile began to paint the "pink line" to designate the Trail. The Azalea Trail Run began in 1978.

The Azalea Trail and its celebrations have changed. It expanded in lean years and what was written in 1938 still rings true, "economic disaster sometimes seemed not far away...the Azalea Trail was lovingly developed by a city with profound sense of the beautiful and a splendid talent for community endeavor." In Chinese culture, the azalea is known as "thinking of home bush." Anyone from Mobile can certainly agree. Mobile County is a major national supplier of azaleas in the United States, so Keep Mobile Beautiful encourages Mobilians to "Rethink the Pink" and again invite visitors to see how Mobile is "Pretty in Pink."

Azalea Trail Maids

Mobile's Junior Chamber of Commerce, now known as the Jaycees, chartered the first court of maids in 1935, soon after the Azalea Trail began. Early maids numbered only



ten which were debutantes and Mardi Gras royalty. In the late 1940's a radio singing star and a Mexican movie star served as queens. In 1950, Azalea Trail maids first wore the antebellum dresses with which they are now associated. In the 50's for seven years Miss America served as queen along with kings and dandies. The Junior Chamber realized that not only were Mobilians participating, so were girls from other states. It was decided to create a national program called the America's Junior Miss Pageant, now renamed Distinguished Young Women. Mobile high school seniors began to again reign as queen in 1958. There have been 50 maids in the court yearly since 1965.

The Maids serve as "Official Ambassadors" for Mobile. They greet many visitors, so they must be knowledgeable of the history and local landmarks. They provide information about the Mobile area and are true symbols of southern hospitality.

Invest in Mobile's Heritage: Purchase an Azalea Trail Bond

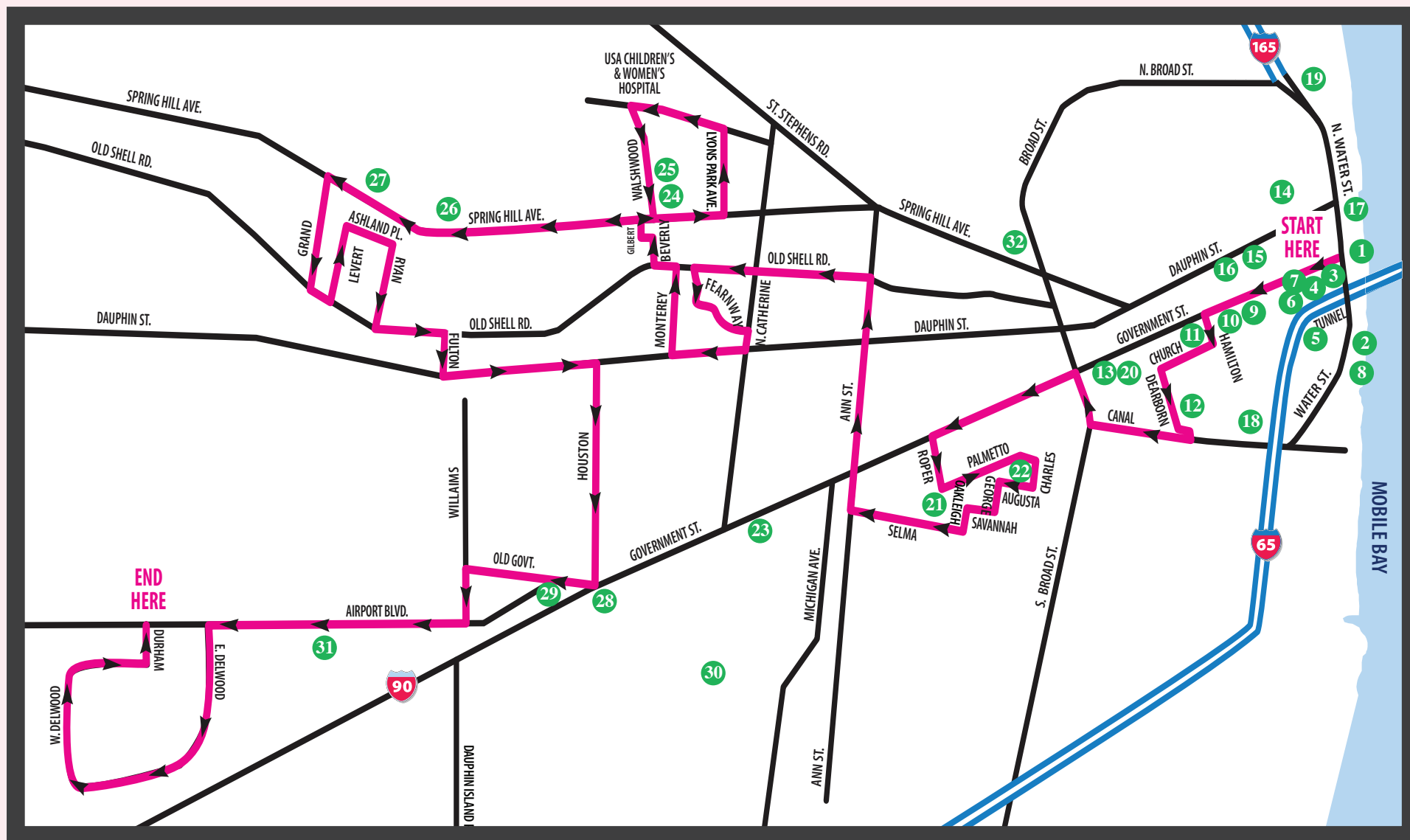
With your help through the purchase of a bond, we can restore major thoroughfares by planting thousands of new azaleas, trees and shrubs that enhance the visual quality of life in Mobile. Azaleas are \$20 each. Decide on quantity desired and send your check (marked for the Azalea Trail) payable to Keep Mobile Beautiful to:

Keep Mobile Beautiful
2029B Airport Blvd Ste 230
Mobile, AL 36606

You'll receive a letter from Keep Mobile Beautiful recognizing your contribution. You can also buy an Azalea Trail Bond in honor or in memory of a friend or loved one.

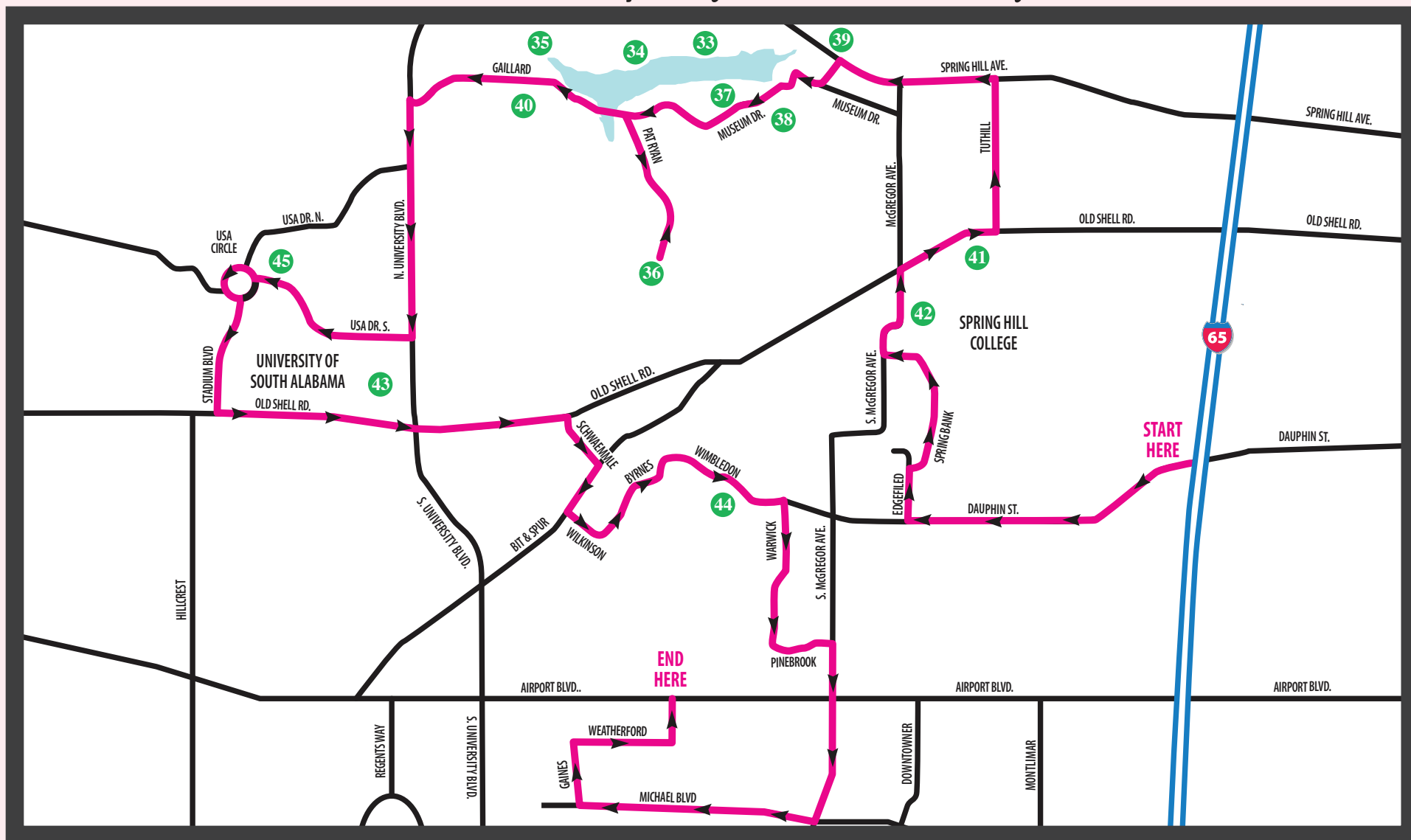
Call **251-444-7144** for more information.

Trail One Historic District Trail



- | | | | | |
|---|----------------------------|-------------------------------------|---|---------------------------------|
| 1. Cooper Riverside Park | 7. Mardi Gras Park (Site) | 14. Bienville Square | 21. Oakleigh Historic Complex | 26. Bragg/Mitchell House |
| 2. GulfQuest Maritime Museum | 8. Alabama Cruise Terminal | 15. The Mobile Saenger Theatre | 22. Washington Square | 27. Visitation Monastery |
| 3. Gulf Coast Explorium Science Center & IMAX | 9. Mobile Carnival Museum | 16. Cathedral Square | 23. Metro Mobile Recycling Drop-Off Center | 28. The Cannon |
| 4. History Museum of Mobile | 10. Spanish Plaza | 17. Arthur Outlaw Convention Center | 24. Ronald McDonald House | 29. Memorial Park |
| 5. Fort Condé Museum | 11. Chamber of Commerce | 18. Mobile Civic Center | 25. Geri Moulton Children's Park (USA Children's and Women's) | 30. Ladd-Peebles Stadium |
| 6. Phoenix Fire Museum | 12. British Park | 19. GM&O Building | | 31. Public Safety Memorial Park |
| | 13. Ben May/Main Library | 20. Church Street Graveyard | | 32. Unity Point Park |

Trail Two Spring Hill/University Trail

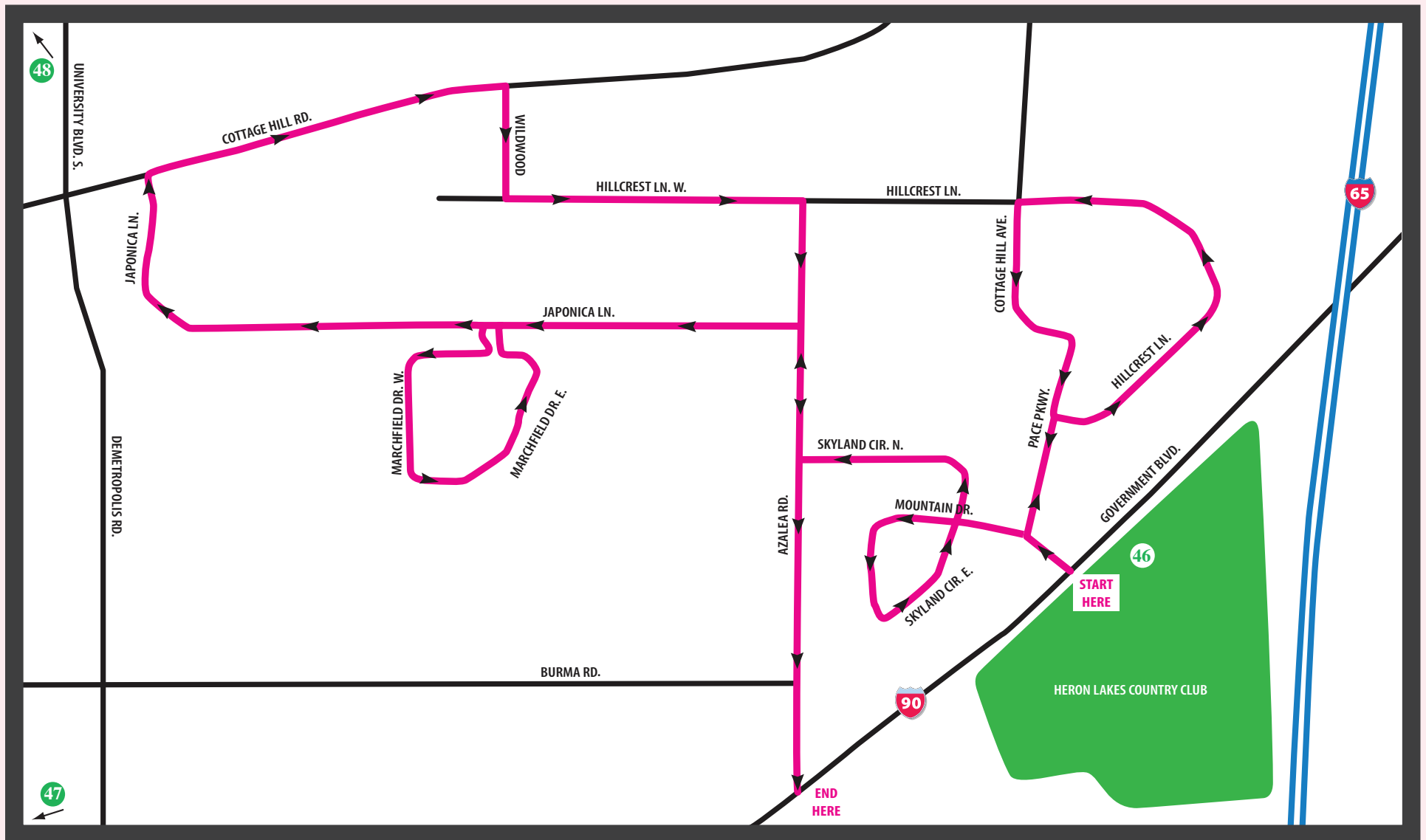


33. Municipal Park - Langan Park
 34. Disk Golf
 35. Mobile Tennis Center
 36. Mobile Botanical Gardens
 37. Mobile Museum of Art

38. The Playhouse-in-the-Park
 39. Charles Wood Japanese Garden
 40. Azalea City Golf Club
 41. Spring Hill College
 42. Moorer/Spring Hill Library

43. University of South Alabama
 44. Country Club of Mobile
 45. USA Archaeology Museum

Trail Three Sky Ranch/Cottage Hill Trail



46. Heron Lakes Country Club

47. Environmental Studies Center

48. Cottage Hill Park