

41.—A new railroad project quickly touches the imagination of the people. A trunkline highway does not catch the imagination quickly yet investment today in motor rolling stock exceeds the investment in railroad rolling stock. For highway construction and maintenance the Federal Road Bureau estimates are \$1,030,286,948 for 1926. Old Spanish Trail territory has had trunkline railroads for generations yet the development of the territory is now beginning with the building of improved roads.

42.—In the development of this project printed matter, magazine and newspaper feature articles, etc. have reached a total of over 6,000,000 circulation. Maps and travel service booklets printed total 83,000. Efforts are now in progress to finance a complete and illustrated travelog of 50,000 copies for national distribution. In 1922 we made this highway subject to school study through a United States Bureau of Education bulletin and inquiries come from all states from schools, colleges, libraries and students. The Old Spanish Trail has become a national medium for the study of physical geography and old history of the Southern Borderland country.

#### THE WORK THAT NOW SHOULD BE DONE

43.—The people over the land are learning how rapidly this highway is opening and many calls come for information and for travel service. Settlers, investors, tourists and everyone now should be helped to understand the opportunity and attractions that abound in this South country. In addition to the daily work at the National Headquarters that has done so much to promote general interest and to foster construction the following are specific works now necessary to the encouragement and the comfort of travel.

44.—The marking should be done at once, along the country roads and through the cities, thorough marking that can be followed and enjoyed night and day. High class marking is a good way to give this highway renown throughout the country. We have issued a pamphlet on this subject.

45.—Travelogs should be developed until they cover the whole territory. The present travelogs cover Louisiana and Texas chiefly. Gathering and compiling so much data is a task. These travelogs are on distribution throughout the United States and Canada by automobile clubs, tourist agencies and others. They are liked and are in demand.

46.—Wall maps are needed showing all the main roads in the OST territory and all the State highways in the United States.

Such a map would be a permanent advertisement of this country. All sorts of maps, mostly out of date, now hang on the walls.

47.—Travel maps are asked for. Something the traveler can have in his pocket to show him how to get to any part of this territory. Once all the main roads tributary to the Old Spanish Trail are mapped these travel maps would be cheap and valuable service.

48.—Publicity articles, travel information, historical data, photos, etc. are in constant demand. National magazines and newspapers would run illustrated articles into large circulation.

49.—The foregoing service would cost two years work and considerable money but with all doing their part the burden would be light and the benefit permanent.

50.—There are also paving and improvements to cost \$50,000,000 more that will be needed before this highway is satisfactory.

51.—The same sort of work that has accomplished so much in the past should be continued until the Old Spanish Trail is the best known, the best liked and the best traveled highway on the continent. This will mean hundreds of millions in new investments and healthy business conditions in all this South country.

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Section of Apalachicola River Bridge, Florida, during construction.  
Total length 5500 ft.