

OLD SPANISH TRAIL PLANS FOR TRAVEL DEVELOPMENT
AND FOR BETTER BUSINESS CONDITIONS.

It has taken 13 years and \$70,000,000 to open this highway; not to complete it but to open it to comfortable travel. It will require \$40,000,000 for paving and improvements.

Today the Old Spanish Trail is the best travelway across the continent but travel is not turning this way because the eastern OST people are not yet cooperating to get it.

The northern routes to California and the West are entrenched by 20 years of steady use and aided by permanent organizations with over \$2,000,000 annual income.

Plans to draw travel to the Old Spanish Trail have been developing for a number of years. They cannot be carried through without general cooperation.

A great highway has been opened. Business is built up and territory settled and developed these days where overland trunk line travel is steadily developed. The automobile brings new people and new money.

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THE TRAVEL DEVELOPMENT PLANS

1. Organizations of State OST Units under local officials to promote local interests, to look after additional highway improvements, and to coordinate with national headquarters.
2. Developing the travelog and its distribution. This is now distributed by more than 500 auto clubs and travel routing offices. It has been published since 1924. 100,000 copies are now needed annually.
3. Wider distribution of the road wall maps along the OST and at northern routing offices.
4. Route marking. "U. S. 90" is merely a mechanical number. The "Old Spanish Trail" can be made a national household word.
5. Extending the historical signing and spreading the Old Spanish history. The historical background can be made as alluring as the appeal of Old New England or other sections.
6. National newspaper and magazine publicity. Articles, with photos, are gladly received by national editors.
7. Correcting in the interest of the southern country the numerous maps put out for route guidance. These maps have not caught up with southern progress. They still emphasize the old travel trend.
8. A national convention to settle national policies and elect officers. This convention is not advisable until State organizations and the local people are more thoroughly behind the Old Spanish Trail, or more clearly understand its problems and needs.
9. Dedication of the Old Spanish Trail monument at St. Augustine, Fla., with Spanish and American governmental participation. The monument is partly completed. The Spanish Delegates have been appointed. A motorcade is planned from San Diego, California to St. Augustine next spring. These plans are now in suspense. It was hoped in this way to thoroughly sell this southern country to northern people.