

Remarkable Construction Progress

THE TOTAL COMPLETED WORK ON THE OLD SPANISH TRAIL BY THE END OF 1927 WILL AMOUNT TO \$63,000,000.— IN THE EASTERN SECTION \$47,000,000; IN THE WESTERN SECTION \$16,000,000. IN THE EASTERN SECTION \$17,000,000 ADDITIONAL ARE NOW FINANCED FOR IMMEDIATE CONSTRUCTION.

THIS CONSTRUCTION PROGRESS EXCEEDS THAT OF ANY OTHER TRANSCONTINENTAL ROUTE. NO HIGHWAY HAS HAD SUCH AN ARRAY OF RIVERS, BAYS, MARSHES AND WET LANDS TO CONQUER. BY THE END OF THIS YEAR THE OLD SPANISH TRAIL WILL BE AN ALL-YEAR ALL-WEATHER ROUTE AND THE ONLY ONE ACROSS THE CONTINENT.

42% OF THE MILEAGE FROM SAN ANTONIO TO ST. AUGUSTINE IS NOW FIRST CLASS ASPHALT OR CONCRETE PAVING. ADDITIONAL PAVING FINANCED OR AUTHORIZED ASSURES A PAVED SURFACE FOR TWO-THIRDS THE DISTANCE BETWEEN SAN ANTONIO AND ST. AUGUSTINE BEFORE THE END OF 1928.

WESTWARD GRAVEL PREVAILS; THE PAVING ON THE WESTERN SECTION TOTALS 31%.

THE EAST NOW LEADS THE WEST AND WILL DOUBLE THIS LEAD NEXT YEAR WHEN THE PAVING AND BRIDGES NOW UNDER CONSTRUCTION ARE COMPLETED.

Program to Develop Travel, Settlement and Investment

Most Comprehensive of any National Highway

Methods of Financing Discussed

ROUTE MARKING. This will cost \$20,000. Blue prints and specifications showing the most advanced marking plans of any national highway have been approved. Conferences and studies in various states have been in progress for several years. Coordination with the Federal Road Bureau and with the state highway departments is essential. The marking force is organized and ready. Local costs can be arranged as the outfit moves along but a truck and general equipment must be purchased now.

STRIP MAP BOOK AND DESCRIPTIVE MATERIAL from St. Augustine to San Diego are financed at a cost of \$10,000. These books have already run thru 50,000 copies. Cars must now again cover the whole mileage for re-logging and re-mapping; these costs also are financed but the descriptive data is costing six months work, traveling and other expenses on the OST treasury.

TRAVEL POCKET MAPS. These are in general demand. Now that the Old Spanish Trail, the United States Highways, and the State highways, are definitely fixed permanent maps are possible. We have arranged with a well qualified map maker for an authentic map of the southern country showing all trunkline highways; the Old Spanish Trail and its communities to be the outstanding features. This will cost \$800. With the plates made the distribution will be self-sustaining thru orders from garages, hotels and others.

WALL MAPS. At present all sorts of junk maps hang on the walls thruout the South. When the pocket map drawings are completed the wall map can be issued in quantity for about \$2000. They will be a permanent advertisement on walls everywhere for the Old Spanish Trail and its territory.

TRAVELOGS. In various forms these have now run thru 65,000 copies. Their publication quarterly and their distribution, at first of 100,000 copies annually, are apparently provided for. OST headquarters are associated with over 1000 auto clubs, tourist bureaus, newspaper and magazine information bureaus, bank travel bureaus, chambers of commerce and OST agencies so that distribution will be universal thruout Canada and the United States, and much of the information will be translated into Mexican publications. These travelogs will be self-sustaining after the present issue which will cost the Association \$1000.

MOTION PICTURES. Filming of the Old Spanish Trail industrially and historically and the distribution thru theaters is already organized and considerable filming has been completed. The OST costs during the formative period may run into \$500; after that the filming will be without expense to the OST. It will be a cumulative and continued advertisement of the Old Spanish Trail and its territory.

CHANGING THE TRAVEL MOVEMENT OF THE UNITED STATES

The travel movement must now be changed from its old established routes down to the Old Spanish Trail—down among the numberless attractions of the Gulf of Mexico country and the scenic West Texas Hills for recreation, and down along this trunkline for the industrial, commercial and agricultural opportunities that abound in this country.

To this end the following are all being worked thru. Planning, preparing and putting over works like these are not easy tasks; spreading over so much territory is a different problem, and more costly, than in local matters where organizations and people are together daily.

The works here outlined are all wanted. Inquiries come to us and to OST communities from every part of the United States and we must take good care of those inquiries if we would turn the full tide of travel to this highway. Twelve years of accumulated experience and information, the recognition this organization now enjoys thruout the United States, and the completion of the great construction works, are assets we must now use in the interest of our people. It depends upon your cooperation in the financing to meet the costs; your personal cooperation and the support you should help obtain from your local organizations.