

MEMORANDA

The Old Spanish Trail Ass'n. has continuously existed for 15 years. The highway has been established as a national project. It has been made a "United States Highway" for all its mileage.

\$70,000,000 has been spent. \$40,000,000 more is required for completing the paving; bridging the Mississippi River and Berwick Bay in Louisiana; better routes thru the cities; removal of bad curves and of railroad crossings; widening the rights-of-way and small bridges and culverts where necessary; replacing of old bridges; beautification.

When Louisiana is paved there will be complete pavement from San Antonio to the Florida East Coast, and thru Mobile, Pensacola or Lake City to New York and all northeastern points. An OST division organization has been established in Louisiana and the Old Spanish Trail has been placed first on the Louisiana paving program.

Four-fifths of the national travel rises in the northeast. The OST policies are to converge travel over these paved roads to Gulf of Mexico points then have it turn westward thru South Louisiana and South Texas.

OST PUBLICATIONS THAT HAVE BENEFITED OST PEOPLE

Travelogs, 62,500
 Miscellaneous publications, 60,000
 Lithographed wall maps, 10,000
 Magazine and feature publicity, now reaching 6,000,000 circulation annually.
 News circulation publicity cannot be calculated. The clipping service shows it is constant and extensive. The wide spread activity of the OST workers promotes this.

THE TRAVEL DEVELOPMENT PROGRAM

- 1---Divisional organizations to help care for local interests. An East Texas division will be organized.
- 2---The travelog and its distribution. 100,000 needed for 1929.
- 3---Road condition maps at all national tourist directing offices.
- 4---Marking the highway as the Old Spanish Trail; not depending upon numbers alone.
- 5---Historical signing and spreading the old Spanish history.
- 6---Membership plaques of historical design by an international artist.
- 7---National newspaper and magazine publicity.
- 8---Correcting the commercial maps to show southern roads properly.
- 9---Pocket and wall maps for national distribution.
- 10---A national convention as soon as southern people are ready.
- 11---A motorcade from San Diego to St. Augustine.
- 12---Publication of a descriptive and industrial story of the OST cities and territory, including the old history and numerous illustrations. This is already written.
- 13---Study of the OST territory in public schools. This is extensive---and without cost. A bulletin and outline text have been arranged with the U.S. Bureau of Education. This bulletin has one of the largest circulations out of the U.S. Printing Bureau. OST literature is continually sought by schools, teachers, students and libraries. The physical geography, old history and the industrial development of this south country are thus studied.