

DEVELOPING TRAVEL ON THE OLD SPANISH TRAIL  
The Old Routes to Florida and to California still carry the Travel Stream

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OST officials are leading up to a national convention and a newer national organization to now build up travel on the Old Spanish Trail. The construction program is established in all OST States. Bringing in travel and getting dividends to the people are now the vital problems. The convention should therefore be representative of all States. Usually the conventions are attended briefly by local and near by people. To get a representative attendance and a wise expression as to policies, and to select good officers, is a problem many must help solve.

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The present plan is to first organize the States with a representative set of officers and thus provide now for travel development and for construction improvements within the State territory. These State units officials will coordinate with the national headquarters; they will watch local interests; when the national convention convenes they can intelligently help direct its sessions.

Louisiana has organized. That unit is keeping the OST paving program first on the State program, and they are cooperating to draw national travel to South Louisiana as fast as possible.

Texas is organized under national headquarters direction but Texas will now be reorganized so that an official staff will watch Texas interests.

Mississippi is asked to organize with officers representing each Chamber of Commerce or with officials identified with the Coast Club.

Florida and Alabama can be organized when Mississippi is organized to care for the Mississippi sector.

This will consolidate the East.

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The travel development program of the Old Spanish Trail is the result of years of preparation. Local people heretofore have been absorbed getting their local road and bridge construction completed. As the State units get into service the national viewpoint will be comprehended for travel now flows by streams over national highways of which the Old Spanish Trail is but one. Getting OST attractions and luxes over to national travelers is a work of national scope.

In the Southwest they run great motorcades, stir up the people and raise large highway publicity funds. A motorcade of 485 cars went from Southern California, Arizona and New Mexico to Memphis last April. \$100,000 was voted at Memphis for travel development over that route from New York. April 1929 a larger motorcade is planned to go to Hot Springs, Ark. Other western highway routes are organized and financed. Several old Florida routes are organizing. Northern people are familiar with these old travel trends. OST people have been absorbed in the East with construction problems; it is not strange they are not yet