



FLORIDA-TEXAS TRAVEL OVER THE
THE GREAT HISTORIC HIGHWAY ACROSS THE
HEADQUARTERS GUNTER HOTEL



OLD SPANISH TRAIL MEXICO-CALIFORNIA
SUNNY SOUTH AND THROUGH THE GREAT SOUTHWEST
SAN ANTONIO, TEXAS.

Here is another of the section Service Maps, and others are with the printers. This mapping work will now be rapidly extended until all sections between St. Augustine and San Diego that give the needed membership support will have these Service Maps and the advantage of their distribution all over the United States.

Your criticism and suggestion are continually invited. There is difference of opinion respecting what is best for the traveler, and for the community. Poor road conditions in some districts complicate this work. The old type of log book is cumbersome. This simple type of map and information is only possible along a well organized and well marked highway or section. Hence, before these Service Maps can be issued the necessary membership support must be established, local OST Councilors installed, travel information gathered, tourist camps and their equipment fostered, and the sections studied generally in order that the maps and information may issue in brief, accurate and dependable form. A well organized map department must be in constant service at Headquarters. The marking must be kept to the highest standard. The OST marking is the prettiest and most thorough in the United States, but it is also expensive. All Texas must be re-marked; it is only 50% standard now. East of Texas new marking is in progress.

The October Service Maps are to be issued and distributed to bring the northern tourist into this country. This Fall series will include every section from St. Augustine westward that can be organized, marked, and the data gathered.

The sections as planned are:

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| 1. Florida | 5. West Texas (San Antonio—El Paso) |
| 2. Pensacola to New Orleans (Gulf Boulevard section) | 6. South Texas (San Antonio—Rio Grande Valley) |
| 3. Louisiana | 7. Texas Borderland (San Antonio thru Del Rio) |
| 4. East Texas (Orange—San Antonio) | 8. Western (El Paso to San Diego) |

All these however cannot be issued this Fall. The people of the sections are the controlling factors. The financing of a section and the prompt compilation of data for the October map depend upon the promptness of the membership support. Louisiana and Mississippi have their membership organizations nearly all completed. Teachers from the Texas A. & M. College are going out on the Texas work. An OST field secretary and a marking car are in Alabama. The far East and the far West await attention.

Now again, while we are trying to build a skilled headquarters and field staff, the ultimate effectiveness and simplicity of these maps will be the result of your cooperation and suggestion.

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July 12, 1923.