## Through San Antonio to Monterrey.

## Old Spanish Trail Director Writes of Promotion of Travel to <br> Mexico with San Antonio as Starting Point-Interesting Facts About Monterrey and Environs.

By Harral Ayres.
Two weeks ago an important group traveled by bus to Monterrey, Mexico, where they conferred with the otlicials of the Monterrey Chamber of Commerce and of tho Mexican-American Automobile Association (A.AA) to facilitate the travel movement through San Antonio and South Texas to Monterrey with the cooperation of the nation-wide ottices and connections of the American Automobile Association, the Greyhound Bus Company and the Old Spanish Trail.

The party included otticials and representatives of the national and the local


SMITH'S HOLLYWCOD STUDiO
HARRAL AYRES
For his work in developing the Old Spanish Trail and its Spanish historical baclground he was decorated by the King of Spain as a Knight Gommander in the Royal Order of Isabelja Catolica, the Spanish order commemdrating the life and work of Queen Isabella. Mr. Ayres was one of the party on the Monterrey, Mexico, trip and engaged with the others in focusing travel attention on Texas. The Spanish condecoration cross shows in the photo.

AAA, the Greyhound bus company, the Old Spanish Trail, the Baker hotels, and the Laredo Chamber of Commerce. At Monterre, officials, citizens, hotels, restaurants and ot hers joined in planning for the comfort and proper care of all visitors.

At Laredo the Chamber of Commerce will give complete aid respecting border regulations. These regulations naturally prevall oin both sides of the border. The

Laredo Chamber happily combines both American and Mexican service. Commercial intercourse there is close, so they are in a position to help American 1 ravelers in many ways.
The AAA ollice in San Antonio (San Antonio Automobile League) has been moved to a fine location at the Gunter Hotel arcade and is being expanded into a travel headquarters of world-wide service, and kept open night and day.

The Gunter Hotel maintains a Mexican information bureat to serve internationaitravel and the Old Spanish Trail contacts with all travel organizations and its travel literature is distributed by 1 hem all over the continent. The OST headquarters has been at the Gunter Hotel so long its address is known every-where-letters of inquiry about this Southern country come to them even from foreign count ries,

This shows that an int ernational clear-ing-house for travel information and service is already well rooted in San Antonio.

## Millions Are Traveling.

Millions of people are traveling somewhere all the time. Many go to Europe. These present moves are intended as aids in turning a travel tide lowards Texas, and all Texas will benefit.

Three hotels at Monterrey are being made ready for the best class of travel. One, the new Conde Monterrey, will be ready this summer. The Colonial will be ready before summer; it is pleasingly Mexican type, nicely located, and provided with all conveniences. The Ancira is being refurnished and improved; it is now an inviting hostelry of old Spanish type, the remodeling not interfering with present accommodations.

Travelers 10 Monterrey will find a paved road of 308 miles from San Antonio. Monterrey has 136,000 population and is an industrial, cultural and historical city. The surrounding mountains and valleys are beautiful and devoted to agricultural and industrial pursuits. A stay of a week for visits to surrounding places will be well repaid in scenic and educational values. Many Mexicans in Monterrey speak English.

Laredo is the largest port of entry on the border.

A drive through to Mexico City will not be comfortable nor desirable for a year or so yet. It is 650 miles from Monterrey. Much careless publicity has been put out from San Antonio that leads people to believe they can drive to

Mexico City. The AAA and the OST both receive many travelers on their way, and the reactions of those people, when they find they cannot drive through, is very dist ressing.
The border cities give a wrong impression of Mexico. The visit to Monterrey will be a delight ful surprise.

## Relations of Hotels <br> and Hotel Periodicals <br> The editor of Keeler's Pacific Coast

 Hotel Weekly was in conversation the other day with the manager of an important hotel, when the latter said: "I have been trying for some time to make Mr. B-, owner of this hofel, realize the importance to hotels of advertising in hotel papers. He is a kee, business man, but had never been so placed before so that his patronage came in an important way from people in his own line of business. One grocer does not himself pat ronize a felfow-grocer, nor does he, recommend himsto anyme else. Not so in the hotel busiluess when conducted on a high plane. Much of jits business comes 10 it from other aties yecause hotelmen send it.-A :Hort time since I sent a couple of people ta a hotel in another part of the coast, and in a few days thefeafter there cande from that hotel orde family who have beed staying in my house nearly two mon hs and are paying $\$ 200$ a month, besides what they spend for their meals. In this case it was the restlt of my immediate effort to promote gbod feeling on the part of another ho'e manager. Sometimes -I know from experience-it is the hotel paper which creates the needed condact. Fpr instance, at lotelman in another part of the countiy reads of my house just as he is called of tor a suggestion as to where a derafing guest shall stop, and the usefus subgestion is made from which at 1 his pad of the line 1 and $m y$ house benelit. The hotel newspaper keeps the thotel boys in close touch with one another. It also enables the readersfor the hotel paper to form a fairly good judgmeht of a hotel they have liever seen. and even of the man in charge, whom he mady have nefer met.
"In my view," said the gentleman, "we have three important instruments to help bring business fromm afar. One is correspondence, another is the hotel association, and the hird is the botel paper, and the hatter, if we usedit aright, is workng all the 1 ime."-Keeldr's Pacitic Coast Hotel Wedkly. ;


