

quests are numerous. The travelogs are also in extensive use by schools and colleges for teaching physical geography and old history. A complete edition with pictures now in demand. As a travel guide they have no equal.

Illustrated edition of 50,000 will cost up to \$10,000.00

4

NATIONAL PUBLICITY.

National magazine and feature articles are now published averaging more than one a month. If we could supply the photos and information, or the written articles, national publicity would far exceed this. The Old Spanish Trail is written about more than all other national highways. Its travel attractions, old historical scenes, its opportunities for sports and relaxation, for settlement and investment and its construction achievements, the South and its climate, all appeal to the editorial mind. We are still very short on pictures and local data.

5

A COMPLETED MILEAGE LOG.

The present log is inaccurate wherever a new road or bridge changes the route or the mileage. A complete, accurate log should now be made.

6

TOURIST LOOPS.

Now that the Main Line is building so fast the territory between the Old Spanish Trail and the Gulf or the Mexican Border is being opened by extensive road work. Bringing people to the Old Spanish Trail and to all its territory is the purpose of this trunkline work. It should be decided whether such loops or tributary roads should be marked, logged and mapped as a part of the Old Spanish Trail system, and the principles to be observed in this work.

7

ADVERTISING ON LOCAL STATIONERY.

A new outline map of the Old Spanish Trail is being drawn for reduction for letterheads and local stationery. Demands exist for this. This work is being carefully planned to be made an interesting outline map of the Old Spanish Trail territory. Letterheads will be lithographed in quantity in the OST colors; local members can buy this stationery and imprint their material as they desire. Small map cuts will be electrotyped for local use. OST post marks adorned with local scenery are also being made for all sorts of local printing. Hotels are using these on their stationery.

8

CONTINUED CONSTRUCTION.

The Executive department will continue its work to complete the highway. \$35,000,000 have already been spent; \$10,000,000 in new road and bridge construction will be started during 1926; fully \$50,000,000 must yet be used before the highway is adequate to the demands engineers and leaders recognize as essential.

9

CONCLUSION.

This work can best be done by organizing a completely equipped outfit and crew to start at St. Augustine and continue to San Diego. The financing will have to be done largely as the crew moves along. Each town, city or county should have its quota fixed. The national headquarters must be protected in its preliminary expenses until the success of this effort is assured. If the people will give full-hearted cooperation the program can be put over and the tide of travel, settlement and investment turned permanently to this far south country.

HARRAL B. AYERS,

Old Spanish Trail Managing Director.

National Headquarters:
San Antonio, Texas.