



One of our difficult tasks is to keep all of you regularly informed on what we are doing. We are spread out over too much territory to get to you effectively the results of the work. The completion of so many big construction projects the past year or two and the steady development of travel are things you can see.

We are successful in getting national publicity however and our inquiry files show the interest this publicity arouses. The travelogs, with their wealth of information, please the people that inquire. National magazines and newspapers steadily seek data and photos for feature articles. The greatest publications in the land are carrying these articles, extensively illustrated. Our clippings show how numerous they are.

Other highways, however, and other interesting sections, are also seeking this travel and spending large funds to get it. So even travel development is the eternal struggle of competition.

June 1928

HARRAL AYRES
Managing Director

Construction Achievements

The construction program we inaugurated in 1922-23 by that work in Washington and in the OST states is now completed. Only two ferries remain; in 1922 we had at times 80 mi. of ferriage, 48 mi. of bridges and causeways have been built. A half of the mileage between San Antonio and St. Augustine is paved. Since 1922 we have completed \$50,000,000 of road and bridge work, a total of \$70,000,000 since the OST was projected in 1915. Necessary improvements call for \$50,000,000 more.

We have a written story of the construction problems, successes and costs, prepared for the numerous inquiries we receive from editors, writers, students and others. You may like to have a copy.

The Travelog

Headquarters work now is to build up travel and to see that travel gets good service when it comes this way. This work now is heavy; there is never an idle moment. Several times our present force is needed.

Our enclosure to you this time is the June Travelog. This is the eighth edition of these publications. They improve each time, and costs increase. We now have some 500 clubs and tourist directing bureaus asking for and distributing these travelogs. This means they are available and on demand all over the United States all the time. The more we can supply this information the more we can build up travel, and build up service along the way, and make profits for everyone.

We began to compile this travel information in 1922, as soon as we felt assured the big construction program would go over. In July another and better edition of this travelog will be issued.