

alive to travel development needs as are the people of these old established routes.

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St. Augustine, Florida is building a monument to the Old Spanish Trail. We want to make that dedication national in scope so the whole world may know of the Old Spanish Trail and its hospitable people and country. The Spanish Government through its King and Premier has appointed official representatives to that dedication. We had planned for the Californians to start a motorcade from San Diego. Obviously such a motorcade would vitalize interest and hundreds of cars would join all along the way. A representative and informed group would reach St. Augustine. The convention could be held in connection with that international dedication. St. Augustine has promised \$25,000 for that dedication and its historical pageantry, the city and county assisting with appropriations from the advertising fund. The St. Augustine date was fixed April 1929, the date of discovery of Florida by Ponce de Leon. But ~~April 1929~~ the Californians and westerners are to go on their second motorcade to Hot Springs in April 1929.

We do not yet know how these complications are to be handled. We can however through the State units take care of State and regional interests and lead up in some way to a representative dedication and convention. Some readjustment of date may be possible. Incidentally the great spread across the continent of the problems of this one interest illustrates something of the difficulties of administration this OST project involves.

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The travel development plans embrace:

TRAVELOGS. These have been developing since 1922. Our associated distributing bureaus and clubs cover the U.S. and Canada and route over 10,000,000 travelers annually. 25,000 travelogs have been distributed this past season.

WALL MAPS. Over 10,000 lithographed have been distributed; these now are out of date. The Road Condition Map is now popular; many have been sent to northern routing bureaus. 1000 more should be issued. For 1929 these maps should also include the main traveled routes from the North.

PUBLICITY. This is quite continuous in national magazines and newspapers. National headquarters supplies data, human interest material, photos etc. Many organizations and writers are used in this work.

REMAKING NATIONAL ROAD MAPS. Most national maps are still incomplete respecting southern roads. The manufacturers are slow making new engravings but through our own headquarters and our connections these changes are being slowly made. These maps are out everywhere and travelers are influenced by them. Recently we had the edition of the a large oil company voided; new map plates are being made.

HISTORICAL SIGNING. Designs in ancient Spanish art, historical in composition, are being made for display for members, businessmen and others. The rich red and gold colors will be dominant. The old Spanish art is rich. Members will be proud and travelers will be pleased.