

# OLD SPANISH TRAIL

## PROGRAM FOR 1926

If the people are ready to help put it over.

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### THOROUGHLY MARK FROM ST. AUGUSTINE TO SAN DIEGO.

Travelers are demanding this now. Many lose their way, particularly at night or in and out of cities and towns.

Cost \$10,000.00

2

### MAKE AND DISTRIBUTE LARGE WALL MAP.

All over the South various antique highway maps now hang on the walls. A United States map can now be made showing the Old Spanish Trail as the key trunkline of the Southern Borderlands and showing also the main traveled routes in colors that feed into it. The important local roads now opening into the OST should also be shown plainly. These maps on walls everywhere will be permanent guides and advertisements to this territory for all time.

Cost for 3,000 to 5,000 about \$3,000.00

3

### A COMPLETED AND PICTORIAL TRAVELOG.

The OST travelogs are on distribution at all tourist directing agencies in the United States and Canada. Additionally OST Headquarters are well known nationally. Mail re-