

## A CALL TO THE PEOPLE OF THE MISSISSIPPI COAST

We all know that for 20 years automobile travel has gone in large volume to California and Florida. These old travel routes have become great highways, and the people of those States and along these highways keep organized to keep travel flowing their way.

The biggest travel trend is westward to the National Parks and to California. A score of well permanent organizations in the West have \$2,000,000 annual income devoted largely to drawing travel that way.

They recognize the automobile as the transportation unit of the age. Authorities say there are now 40,000,000 auto travelers a year and authorities agree the travel stream is westward.

The Mississippi Coast and others have now opened the Old Spanish Trail across the continent. We should now go after this travel movement for the benefit of our country. And we must recognize that while we have been building the Old Spanish Trail other national trunk lines have also been building and that they have become entrenched because nearer to the flow of travel.

Other information is that Federal highways are building down to Mexico City. One is fully financed and half completed from San Antonio, Texas to Mexico City and southward to the sea, and another travel movement will begin that will tap the westward flow and ignore the Gulf Coast if we slack in promoting our own interests.

The Old Spanish Trail Association has been in continuous existence since 1915. The records show that only in two years has the Coast given really given helped in the administration of that great work. The Executive Board of the Association has given notice it must have the cooperation of these Coast cities if the cooperation of the Association toward the East is to be continued and its comprehensive program for travel development is to be kept in our service.

The Old Spanish Trail, connecting as it does Florida, the Mississippi Coast, Texas, Mexico and California, has the greatest future of any highway in the land but its value must be sold to the North in competition with other movements. Moreover its value should be sold now that the homeseekers and investors that flow with the travel stream may be brought our way.

We have the information that Texas and the West are proceeding with the understanding the East is not interested in ~~getting~~ cooperating to get travel. San Antonio has twice put out a man on an extended tour, once North and East thru Dallas and once North and East thru New Orleans. Monterrey, Mexico entertained a motorcade from Texas last May. Texas has had a representative at Mexico City entertained by Government officials laying the groundwork for cooperation between Texas and Mexico in the interest of the highway system now building. The ~~North~~ Southwest has conducted one motorcade of 485 cars to the central east and a bigger motorcade is authorized and organizing for next April.