

highway or its territory the Spanish atmosphere greets him. St. Augustine, Tallahassee, Pensacola, Mobile, New Orleans, San Antonio, El Paso, Las Cruces, Tucson, Yuma, San Diego! East or west, desert, mountains or gulf, the marks of the *padres* and the *conquistadores* are there to make men pause and try to peer into that courageous past.

At first the project was a dream to connect New Orleans, La., with Miami, Fla. The Spanish atmosphere East is not so pronounced as in the West. It lies buried under a mass of modern ideas. Why didn't they give their little project some commonplace name, some Main Street thought? I have asked often who thought of the name? What vision prompted it? I do not know. The minds of those men are hazy on this. It was several years before the dream child spanned the continent. When it did and the wealth of Spanish history and romance in the Southwest enveloped it, the Old Spanish Trail was found so appropriately named no one will ever come in response to its lure and find its history lacking.

The Old Spanish Trail country will become the Nation's playground. Florida and California have long been the popular retreats of the people. The country lying between, the Gulf of Mexico country and the Mexican Border country are as alluring, and now they are opened. The travel movement is already changing for travelers are learning they can head due south and find travel comforts and the benediction of a sunshiny climate all winter.

In the East the people are capitalizing the Old Spanish Trail name. They know people will be drawn by that name. In the West they are still toying with a medley of names or a colorless highway number. Yet the old Spanish atmosphere of the West is one of its glories.

The real capitalization of the Old Spanish Trail now confronts us. The most fascinating lands on the American continent are now linked together by the golden band of an historic travelway—Florida, Mobile and her bay, the Mississippi Coast, New Orleans and Louisiana, South Texas, Old Mexico, southern New Mexico, Arizona and California. This is America's oldest frontier. It is the last frontier for homeseekers, and the wealth of a great Nation is already pouring into it. When highway numbers shall have passed into oblivion the Old Spanish Trail will be luring people to its lands as its founders dreamed.

THE BAKER HOTELS

OPERATING

THE BAKER, DALLAS, 700 ROOMS 700 BATHS
 THE TEXAS, FORT WORTH, 600 ROOMS 600 BATHS
 THE GALVEZ, GALVESTON, 250 ROOMS 250 BATHS
 THE GUNTER, SAN ANTONIO, 550 ROOMS 550 BATHS
 THE MENGER, SAN ANTONIO, 200 ROOMS 200 BATHS
 THE STEPHEN F. AUSTIN, AT AUSTIN, 250 ROOMS 250 BATHS
 THE THOMAS JEFFERSON, BIRMINGHAM, ALA., 350 ROOMS 350 BATHS
 THE BAKER, MINERAL WELLS, 300 ROOMS 300 BATHS
 THE EDSON, BEAUMONT, 350 ROOMS 350 BATHS

Banquet

Compliments of the San Antonio Chamber of Commerce

Crystal Ball Room, Gunter Hotel

7:00 P. M.

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Fresh Fruit Cocktail Supreme

Hearts of Celery

Ripe Olives

Tomato Bouillon Rossa

Wafers

Filet Mignon, Fresh Mushroom Sauce

Rissole Potatoes

Green String Beans

Old Spanish Trail Salad

Cheese Straws

Peach Parfait

Cakes

Demie Tasse