

1926

OLD SPANISH TRAIL

PROGRAM FOR 1926

If the people are ready to help put it over.

1

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 show-
ing the Old Spanish Trail as the key trunkline of the South-
ern 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 direct-
ing agencies in the United States and Canada. Additionally
OST Headquarters are well known nationally. Mail re-

March 1926

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