

Through San Antonio to Monterrey.

Old Spanish Trail Director Writes of Promotion of Travel to Mexico with San Antonio as Starting Point—Interesting Facts About Monterrey and Environs.

By HARRAL AYRES.

Two weeks ago an important group traveled by bus to Monterrey, Mexico, where they conferred with the officials of the Monterrey Chamber of Commerce and of the Mexican-American Automobile Association (AAA) to facilitate the travel movement through San Antonio and South Texas to Monterrey with the cooperation of the nation-wide offices and connections of the American Automobile Association, the Greyhound Bus Company and the Old Spanish Trail.

The party included officials and representatives of the national and the local

Laredo Chamber happily combines both American and Mexican service. Commercial intercourse there is close, so they are in a position to help American travelers in many ways.

The AAA office in San Antonio (San Antonio Automobile League) has been moved to a fine location at the Gunter Hotel arcade and is being expanded into a travel headquarters of world-wide service, and kept open night and day.

The Gunter Hotel maintains a Mexican information bureau to serve international travel and the Old Spanish Trail contacts with all travel organizations and its travel literature is distributed by them all over the continent. The OST headquarters has been at the Gunter Hotel so long its address is known everywhere—letters of inquiry about this Southern country come to them even from foreign countries.

This shows that an international clearing-house for travel information and service is already well rooted in San Antonio.

Millions Are Traveling.

Millions of people are traveling somewhere all the time. Many go to Europe. These present moves are intended as aids in turning a travel tide towards Texas, and all Texas will benefit.

Three hotels at Monterrey are being made ready for the best class of travel. One, the new Conde Monterrey, will be ready this summer. The Colonial will be ready before summer; it is pleasingly Mexican type, nicely located, and provided with all conveniences. The Ancira is being refurbished and improved; it is now an inviting hostelry of old Spanish type, the remodeling not interfering with present accommodations.

Travelers to Monterrey will find a paved road of 308 miles from San Antonio. Monterrey has 126,000 population and is an industrial, cultural and historical city. The surrounding mountains and valleys are beautiful and devoted to agricultural and industrial pursuits. A stay of a week for visits to surrounding places will be well repaid in scenic and educational values. Many Mexicans in Monterrey speak English.

Laredo is the largest port of entry on the border.

A drive through to Mexico City will not be comfortable nor desirable for a year or so yet. It is 625 miles from Monterrey. Much careless publicity has been put out from San Antonio that leads people to believe they can drive to

Mexico City. The AAA and the OST both receive many travelers on their way, and the reactions of those people, when they find they cannot drive through, is very distressing.

The border cities give a wrong impression of Mexico. The visit to Monterrey will be a delightful surprise.

Relations of Hotels and Hotel Periodicals

The editor of Keeler's Pacific Coast Hotel Weekly was in conversation the other day with the manager of an important hotel, when the latter said: "I have been trying for some time to make Mr. B., owner of this hotel, realize the importance to hotels of advertising in hotel papers. He is a keen business man, but had never been so placed before so that his patronage came in an important way from people in his own line of business. One grocer does not himself patronize a fellow-grocer, nor does he recommend him to anyone else. Not so in the hotel business when conducted on a high plane. Much of its business comes to it from other cities because hotelmen send it.

"A short time since I sent a couple of people to a hotel in another part of the coast, and in a few days thereafter there came from that hotel one family who have been staying in my house nearly two months and are paying \$200 a month, besides what they spend for their meals. In this case it was the result of my immediate effort to promote good feeling on the part of another hotel manager. Sometimes—I know from experience—it is the hotel paper which creates the needed contact. For instance, a hotelman in another part of the country reads of my house just as he is called on for a suggestion as to where a departing guest shall stop, and the useful suggestion is made from which at this end of the line I and my house benefit. The hotel newspaper keeps the hotel boys in close touch with one another. It also enables the readers of the hotel paper to form a fairly good judgment of a hotel they have never seen, and even of the man in charge, whom he may have never met.

"In my view," said the gentleman, "we have three important instruments to help bring business from afar. One is correspondence, another is the hotel association, and the third is the hotel paper, and the latter, if we use it aright, is working all the time."—Keeler's Pacific Coast Hotel Weekly.



SMITH'S HOLLYWOOD STUDIO

HARRAL AYRES

For his work in developing the Old Spanish Trail and its Spanish historical background he was decorated by the King of Spain as a Knight Commander in the Royal Order of Isabella Católica, the Spanish order commemorating the life and work of Queen Isabella. Mr. Ayres was one of the party on the Monterrey, Mexico, trip and engaged with the others in focusing travel attention on Texas. The Spanish decoration on cross shows in the photo.

AAA, the Greyhound bus company, the Old Spanish Trail, the Baker hotels, and the Laredo Chamber of Commerce. At Monterrey, officials, citizens, hotels, restaurants and others joined in planning for the comfort and proper care of all visitors.

At Laredo the Chamber of Commerce will give complete aid respecting border regulations. These regulations naturally prevail on both sides of the border. The

"How's your wife coming along with driving?"

"She took a turn for the worse last week."