

is opening with roads and bridges. A fine federal road is building from San Antonio, Texas to Mexico City. The greatest and most fascinating geographical area on the North American continent is opening to the American people----these Gulf of Mexico lands. In the background lies the romantic old Spanish history. All thru it lies the best homeseeking opportunities in the United States.

There has not been a great migration of the people, he declares, since the West was settled; millions are ready to come, that is known. The work is now to get the message of this land to them. Old Spanish Trail officials will now seek to coordinate all agencies to turn the travel tide southward while local agencies see that they are well taken care of.

Authorities say there are 40,000,000 automobile tourist travelers annually. As yet but a very small fraction of these are headed southward. Old Spanish Trail travelogs are on distribution at tourist routing agencies that direct annually 10,000,000 people. Three editions have been published the past few months. This shows the interest that is developing.

An eastern hotel has just given OST officials the information that of the last 147 guests 140 arrived at the hotel by automobile. It is the motor vehicle that today will settle the new country, not the covered wagon, nor the railroad. The railroad will get the benefit when settlement is effected. A half of these travelers are potential settlers or investors, but the problem now is to draw these travelers to these Southern Borderlands.