



TRAVEL DEVELOPMENT PROGRAM SUMMARY

This program is already active and can be extended as financial cooperation permits. Methods for its development will be more clearly worked out as the State units cooperate.

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1. ORGANIZATION OF STATE OLD SPANISH TRAIL UNITS under State officials to promote State travel benefits, to look after additional highway improvements, and to work with national headquarters.
2. THE TRAVELOG AND ITS DISTRIBUTION. This is now distributed by 500 clubs and routing offices. There are 1200 national routing offices that direct 40,000,000 travelers a year. The travelog has been published since 1924. 100,000 copies are now needed annually. (See page 2)
3. ROAD CONDITION MAPS. Wider distribution of these wall maps along the OST and at northern routing offices is now important. (See page 3)
4. THE ROUTE MARKING. "U.S.90" is merely a mechanical number. The "Old Spanish Trail" can be made a national household word. The color marking supplements the State marking. Both are needed. The OST colors will give distinction to the highway. Moreover, colors are more easily followed than numbers. (See blue print)
5. THE HISTORICAL SIGNING AND SPREADING THE OLD SPANISH HISTORY. The historical background can be made as alluring as the appeal of old New England or other sections. (See page 3)
6. THE MEMBERSHIP PLAQUE. Prepared by a group of artists after years of historical research. (See page 3. Also page 4)
7. NATIONAL NEWSPAPER AND MAGAZINE PUBLICITY. Articles, with photos, are cordially received by national editors. (See page 5)
8. CORRECTING THE COMMERCIAL MAPS put out for route guidance. These maps have not caught up with southern highway progress. Many still emphasize the old travel trend over northern routes, (See page 5)
9. POCKET AND WALL MAPS. Necessary if this highway is to be emphasized as the outstanding trunk line of the South. (See page 3)
10. A NATIONAL CONVENTION to settle national policies and elect new officers. This convention is not advisable until State organizations and the local people more clearly understand the problems and needs.
11. DEDICATION OF THE OLD SPANISH TRAIL MONUMENT AT ST. AUGUSTINE, Fla., with Spanish and American governmental participation. The monument is partly completed. A motorcade is planned from San Diego, California to St. Augustine next spring. These plans are now in suspense. It was hoped in this way to thoroughly sell this southern country to northern people.