

BIG THINGS IN STORE FOR OLD SPANISH TRAIL

APPOINTMENT OF CALIFORNIAN AS PUBLICITY DIRECTOR IS ANNOUNCED.

J. W. Francis, well known in publicity circles on the Pacific coast, has been appointed as manager of publicity for the Old Spanish Trail Association, according to an announcement made Friday by Dr. Fred B. Johnston, president of the Old Spanish Trail Association.

"In line with the recognition that has been extended the Old Spanish Trail by the war department making it probably the most important transcontinental highway on this continent, it is necessary that a competent man arouse interest in this highway at various points along the trail and Mr. Francis was selected as being specially fitted for the work," Dr. Johnston said.

Mr. Francis departed from San Antonio Saturday in his Chandler touring car for an extended trip east, which will end at St. Augustine, Fla., the Atlantic terminus of the trail. He will make many stops en route for the purpose of organizing publicity work in all the larger cities and towns along the trail. He will be joined in Houston shortly by Dr. Johnston, who plans to spend much of his time during the next few months in perfecting organization and other work in the cities and towns along the trail.

"The war department requires standard markings of all highways that receive federal recognition," Mr. Francis stated, "and with that end in view we plan to erect steel road markers all along the trail just outside each city and town. This work will be undertaken from coast to coast and will serve to standardize all the markings along the highway.

Officials have plans for a great deal of activity in behalf of this highway for the next few months, including national advertising of the trail. Its numerous advantages, scenic points and the fact that it is a highway capable of being traveled over the entire year, will be brought to the attention of travelers throughout the length and breadth of the country.

Included in this plan is the publication of the Old Spanish Trail Pilot, a monthly magazine that will appear beginning September of this year and which in itself will attract national attention to the trail and its historical associations. It also is planned to maintain offices of the trail association both at the Atlantic and Pacific ends of the trail. The head office will continue to remain in San Antonio.

These are only a part of the plans that Dr. Johnston has in mind to further the cause of the trail and to arouse public interest to the point where the public will demand completion of the unfinished portions wherever necessary.

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