

DALLAS

From *Journal*

Beaumont

Date AUG 11 1922

TRAIL TO OPEN OFFICE HERE

Highway Representative Is Conferring With C. Of C. And Auto Men

An advertising campaign national in scope, an office with an agent to develop travel in this section, and free publicity were offered the chamber of commerce Thursday afternoon by J. W. Francis, publicity manager of the Old Spanish Trail association, in return for an appropriation of \$850 to go to the association.

ACTION DEFERRED.

A conference of the city commission, the chamber of commerce roads and publicity committees, and automobile men of the city was held to discuss the possibilities of Beaumont as a tourist center, with the result that final action was deferred until Friday.

In view of the fact that all city conveniences have been extended to the fair grounds, a camping ground can be created with very little difficulty, it is pointed out. The city will install shower baths for tired and dusty motorists, it is believed the gas company would gladly install "jitney meters" to accommodate those who want their meals in the open, and other conveniences such as city water, sewerage, and drainage are all provided.

WIDE PUBLICITY.

Mr. Francis promises that if the chamber of commerce makes the appropriation, Beaumont will have a double page spread every month in the magazine of the Old Spanish Trail association. Furthermore, he states that layouts and stories are to be furnished in large numbers to eastern papers which will be glad