

SPANISH TRAIL TO BE PROMOTED

Drawing Travel South Is New Objective of Association

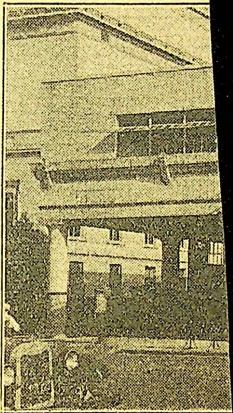
With the return from California of the members of the Old Spanish Trail motorcade the word is brought that at the convention meeting at San Diego a nominating committee was appointed for each O. S. T. State to select a State vice president for the new national board of directors. Under the O. S. T. constitution the vice president is the State leader and State directors are elected to serve with the vice president. The State groups constitute the national board of directors with a managing director as the interstate contact official.

It was recognized at the San Diego meeting that the work of road improvement and of pavement is now well looked after by the State Highway Departments and local people, but drawing travel south to the Old Spanish Trail and its territory is a work that must be co-ordinated in the interest of all the territory from Florida to California.

The San Diego meeting decided the primary work was to mark the Old Spanish Trail and thus preserve its name and capitalize its historical allurements and to couple with this the distribution of travel information to the Northern people. The Old Spanish Trail Association has already built up a national distribution system.

"The Old Spanish Trail," according to Harral Ayres, managing director, "should not be thought of as a mere highway with a selfish interest, but as the Southern travel artery that can be made noted throughout the whole continent and as travel is drawn to it the whole Southern borderland country will be served by it. No single highway is sufficient for this far Southern country, but the Old Spanish Trail name and its historical background will be the drawing power to bring people

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South and all highways are needed for the distribution of these travelers after they get South."

The nominating committees will report to the present managing director, Harral Ayres, at San Antonio. They will then be called together to plan travel development policies.