

ARGUMENT FOR THE POCK ET MAP

Travelers have nothing to show where the OST runs. It is marked by State and Federal numbers and that doesn't show the OST route. Betw. San Antonio and El Paso they will follow U S 90 in preference to U S 290 unless something is done to emphasize U S 290 as the OST.

The national maps like Rand McNally, or national route maps put out by big oil companies or others giving service as an advertisement, give preference to the primary routes.....and if a short cut develops (like) they will show travel the short cut and its advantages.

There is nothing to give the northern routing bureaus and clubs so they cantell travel about the OST.

There is nothing in existence to help automobile editors on the big papers, who reach a half of the national traveling public with their travel suggestion.

There is no complete list of hotels. Travelers want a line on the hotels so they can plan ahead for mail and telegrams, and also so they can regulate their stops when night begins to approach. A half of them do not want the big city hotels; they are expensive to the man traveling with his family; they have difficulty finding their way thru city traffic; and they have to unpack most of their baggage; at a country hotel the car can stand outside safely and locked and the unmoved baggage is safe; moreover travelers are not dressed to feel comfortable in big city hotels; they are afraid of accommodations at country hotels unless advised.

The AAA plans national route booklets but the AAA is not interested in the OST unless it is kept so outstanding they must interest themselves. They prefer to the best and shortest route. They are also influenced by their local clubs and if OST people do not keep the local clubs sold on the route and supplied with printed matter then the OST is nothing more than any other road.

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The cost of making the map plates and the cost of the travel information all across the continent will be at least \$2000 This must be paid by the OST people in general and as a general means of advertising. If these costs are put into the costs to the ~~many~~ individuals asked to buy the maps the cost will be prohibitive.

If OST maps were abundant and were generally used people would get interested in the OST, and inquire about it, and write about it...they would want to travel and enjoy it as the OST. Oth rwise it becomes a mere road, No U S 90 or some other number and that means nothing in particular for there are hundreds of numbered roads. When people get interested in the OST as they are in the Old Oregon Trail or the Santa Fe Trail and other popular names then travelers will come and pay dividends to you people.