

Warwick Hotel, December 11, 1930

Mr. T. J. Donaghue,
Vice President TEXAS COMPANY.

My dear Mr. Donaghue,-

I am sending this to emphasize some of the important reasons for the Old Spanish Trail map I left with you.

The map is the development of years of intimate contacts with the managers of the travel-routing clubs and with the traveling public itself. In addition, we have thousands of letters. Moreover, I have made trips North for conferences with the travel-routing leaders and with the clerks that give out the information.

This map now revolutionizes the principles of map and travel information. We have had "Section Maps" and "State Maps" and "Strip Maps" and "Strip Map Books" and the "Travelog" in pamphlet form and finally the "Travelog" in a 52-page booklet.

Our "Travelog" has a national and international reputation---I have big files of letters I shall want to show you.

This map I am calling the "Travelog Map." (The name will be copyrighted.) The mere maps now distributed by the oil companies are of minor value. They have been the best that was possible. Now we can cooperate to supply the most complete and intelligent travel service in existence and build up an all-year travel movement in these southern States of people from all over the continent.

You have your stations all over the United States....and travelers are telling me they are finding the best all-around-service at your stations. The OST has its distribution service everywhere thru these hundreds of travel-routing clubs reaching millions of inquiring people. I have this wide experience and personal contacts. The TEXAS COMPANY is one of the founders of the Old Spanish Trail. You, we, the State highway departments, the Federal Road Bureau, and the OST people have pushed this highway to completion because it would become the only all-year tourist-way in the United States. With the best service station attentions and with the "Travelog Map" supplying the best travel information sales results should increase steadily.

The winter-stay-at-homes are now inquiring about this country. They do not yet know this country as they know Florida or California. To get here they must pass your stations everywhere. Only a very small percentage of our 25,000,000 automobile owners now go to Florida or California. It's a long drive to South Florida or to Southern California and through much unattractive country and much bad winter weather, and a serious separation from the home office must be planned. The Old Spanish Trail country is handy to the home office and home folks and the winter-stay-at-homes should now be made winter-travelers.

It is my belief the best values of the "Travelog Map" can be worked out in cooperation with the TEXAS COMPANY. Although other oil companies have also been our supporters I have turned to you first. This "Travelog Map", once its data is compiled and the map made ready, will not cost any more to print than present types.

With my continued acknowledgments to you for your fine cooperation all these years, I am,

Sincerely,

Harral Ayres