

301 Center Hotel, January 13, 1931

Mr. C. L. Kerr,  
Gulf Refining Company,  
Houston, Texas.

My dear Mr. Kerr:

A move that will steadily build sales without increasing costs would be worthy of consideration even in times like these.

For four years the enclosed map has been subject to conference and development by myself and national travel leaders working with me. It is revolutionary in character. For many years it has been growing in my mind as I have developed the Old Spanish Trail travel information service up and up until I produced the travelog. The travelog became nationally popular but as demand increased something less expensive was needed that could be produced in large lots.

The enclosed can be owned and distributed by an oil company with a national service station system...and at the same time be distributed thru the Old Spanish Trail associates among the hundreds of auto clubs and travel-routing bureaus that serve inquiring travelers...and the Old Spanish Trail national publicity can be continued which will, as always, increase the demand.

The oil company that controls it will have an outstanding, and soon to be nationally known service, available at its stations and not available at other oil stations.

The financing should not cost more than the present poor map service of the oil companies. Travelers gather present maps from every company because none gives much of the desired information. On the other hand, letters and even telegrams, come to us from over the United States, and even from foreign countries, which prove that we have developed a service of recognized value--and these letters and my long experience, contacts with travelers and conferences with travel-routing leaders, have clothed me with many understandings.

This map can now be made so as to remain standard for years to come; this was not possible several years back.

I have had to consider:-

How to continue taking care of the thousands of letters of inquiry from individuals that the Old Spanish Trail receives--

How to keep these travel-routing bureaus supplied--they constantly write and