

December 30, 1930

Mr. J. B. Leach,
Sales Manager, Texas Company.

Dear Mr. Leach:

Yours 26th received. Regret you do not now feel free to consider the Travelog Map. It is needed for the travel movement now interested in turning toward this far-southern country and one of the oil companies will find it profitable to use it. I hoped it would be the Texas Company. This type of map should not cost more than the maps you now distribute.....and it will be sought, used and appreciated.

My 11 years old Spanish Trail work, my contacts with the great national organizations devoted to tourist service work, and our thousands of letters from inquiring travelers and travel-routing clubs, have taught me much.

Will you see that the map-outline I left with Mr. Donoghue for you is promptly mailed to me? I have no other call to Houston just now.

While I was in Houston a gentleman now at the Warwick Hotel (where I stopped) showed a great deal of interest in that map plan. After I returned here he sent me the enclosed letter. He was for many years publicity man for the Larum & Balby and Ringling show interests, and later a successful cotton broker. Nowadays he travels a great deal in his car. He recounted many unsatisfactory experiences with the present old type map. His reaction to the map plan I left for you appears to have been quite positive.

May I also ask that you return his letter.

Appreciating your courtesy and again expressing regret your situation at present is so unfavorable, I am,

Sincerely,

Harral Ayres,
OST Managing Director.