

mailed with orange map



FLORIDA-TEXAS TRAVEL OVER THE
THE GREAT HISTORIC HIGHWAY ACROSS THE
HEADQUARTERS GUNTER HOTEL



OLD SPANISH TRAIL MEXICO-CALIFORNIA
SUNNY SOUTH AND THROUGH THE GREAT SOUTHWEST
SAN ANTONIO, TEXAS.



Last year you paid for map advertising service. This work has been delayed. Developing an organization to meet the demands of a big transcontinental highway involves many unexpected problems. The enclosed is the first of these **SERVICE MAPS**. The other maps, San Antonio to El Paso; San Antonio to Del Rio and San Antonio to Brownsville, are nearly ready for immediate issue. The maps for the other states will follow. We have had to organize a force to gather information over all this extended territory to make these maps worth while to travelers and helpful to you, and numerous details incidental to a first issue have had to be worked out.

In October a series for the northern tourist will be issued, and men will now start out to compile these maps. Please help us with your suggestions, for we aim to develop for Old Spanish Trail lines the best map service in the United States. The advertising insertions will be restricted to **OST** members.

We hope you will pardon the delays. Hereafter this department will move according to schedule and the service will improve.

June 30th, 1923

H. B. AYRES,
OST Managing Director