

December 8, 1931

Dear Mr. Thompson:

Respecting the Old Spanish Trail map we just now are discussing (Mr. Stone knows what it is; he worked on the dummy somewhat) my thought is to sell the hotels and imprint them in RED. See enclosed NEW ENGLAND TOURS map. This enclosed plan is in use in several sections North.

I figure once a group of dependable hotels are rallied together they will stick year after year, with slight changes. The problem is the first cost, intraveling and time, getting the hotels selected and signed up. With the map I have planned we can get distribution in a large way through the national auto clubs, and we can take in hotels off the OST as well as on it-- at least I think it could be handled for hotels not on the OST. The basic group of hotels, obviously, would be on the OST.

But at present time I have no clear idea as to procedure. I will enjoy talking with you when you get down. If I had much to go on would run up there.

Sincerely,

Harrah Ayres

*Map
Req copy in actual file*