

together and solve the other problems.

(3) I strongly urge that you, as Vice-President for the West Texas Division, get a delegation arranged in each town and county from Boerne to Balmorhea, or from San Antonio to El Paso, and meet at Austin with the Highway Commission, but meet first at one of the Austin hotels and get your program well formulated. OST Headquarters will help you in this. Furthermore both Ft. Stockton and Kerrville have active chambers of commerce and they too, I am sure, will be at your service. I believe also we can get some of the leaders east of San Antonio to join you at Austin and help put things over.

(4) OST Headquarters will put out 20,000 West Texas Travelogs at once and also publicity to get summer tourists into the hills; we will then try to put fine marking across Texas; we will get out national magazine articles about West Texas for which we gathered photos on this trip; we will get to our associate organizations all over the United States (and this means over a hundred leading tourist directing agencies) the fact that West Texas is ready for travel; we will try to get into West Texas again and again and keep the work moving. The rest depends upon the cooperation we get.

(Signed) Harral B. Ayres,
OST Managing Director

May 28th, 1925.