

even telegraph us. Many now route 250,000 to 500,000 people a year.

- How to take care of the equally numerous letters from schools, students, libraries, authors, editors etc. interested in the Old Spanish Trail as a national enterprise.
- How to continue national publicity as a free service, means of which have always held.
- How to produce adequate travel information in large quantity at descending cost.

All these angles build up the travel movement. And no matter where they start from, if they come here they must pass gas stations. The Old Spanish Trail alive, has value.

These phases I can now solve and at the same time turn the map over to an oil company, the map name patented, material copyrighted, to be the property of the oil company subject to reasonable restrictions. The new name is distinctive and expressive. I coined the word "travelog" for the travel booklet and it received national recognition. This map will become known as the distinctive service of the Blank Oil Company. If desired, this distinctive map can be made for any other part of the United States.

Important values are the name, which is protected...and its travel information which will set a new standard in map service, and be copyrighted.

The Gulf Company can handle this and draw its pay thru the sales service. In the battle of the pumps it will have recognized advantage in the service of its stations, already fine, and in the travel service, which can be made the best. I am obligated to give you every consideration because of the helpful part of the Gulf Company in developing the Old Spanish Trail. I am therefore laying this before you.

I have letter files, scrap books and other helpful material to aid in reaching clear understandings.

Very sincerely,

Herral Ayres
Managing Director

Specialty notice--

The map outline enclosed is not a finished product--just a pen and ink drawing to give a picture of the form and possibilities. Have listed on the back, the map features and travel data to be included. I have a draughtsman available who is an engineer and artist as well as draughtsman, and is well acquainted with the country from Louisiana to the Pacific. I, of course, am also intimately acquainted with the country.