

pass your stations everywhere. Only a very small percentage of our 25,000,000 automobile owners now go to Florida or California. It's a long drive to South Florida or Southern California and through much unattractive country and much bad winter weather, and a serious separation from the home office must be planned. This Old Spanish Trail country is handy to the home office and is attractive and the winter-stay-at-homes ~~must~~ now be made winter-travelers.

It is my belief the best values of the "Travelog Map" can be worked out in cooperation with the TEXAS COMPANY. Although other oil companies have also been our supporters I have turned to you first. This "Travelog Map", once its data is compiled and the map made ready, will not cost any more to print than present types.

With my continued acknowledgments to you for your fine cooperation all these years, I am,

Sincerely,

Harral Ayres

Every worth while hotel along the CST will also be distributors of these maps.

The Texas Service Stations give you the best and most complete attentions.
The Travelog Map gives you the most complete travel information.
Let Texas Stations help you make your trip a pleasure.

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