



THE MECCA OF THE SOUTH

# New Oriental Hotel

AMERICAN PLAN \$ 399 & UP  
 EUROPEAN PLAN \$ 159 & UP

OTTO HEROLD  
 MANAGER

Dallas, Texas

I have traveled over 5000 miles in the past 7 weeks mapping out the club here plans some additional work amounting to 3500 miles for me. No end to my job I guess.

Increased travel on all roads through southwest this year and steady improvement constantly going on.

State highway commission of Texas plans much work