



[#7]

# AMERICAN PETROLEUM INSTITUTE

1271 AVENUE OF THE AMERICAS

NEW YORK, N. Y. 10020

DIVISION OF MARKETING

April, 1965

Dear Editor:

With increased emphasis by the Federal Government on the country's need for a stronger domestic travel program, the natural pride in the American heritage will result in more Americans than ever before planning and taking vacations in the United States in 1965.

The six automotive trails featured in this kit were carefully planned to include a large number of attractions having scenic, recreational and historic interests in each of the states covered by the trails. The trails were developed by the governors and their staffs in cooperation with the American Petroleum Institute. These trails are well on their way to becoming important national tourist attractions.

For those tourists looking for a truly different vacation - a complete change of pace - we have included a story on farm vacations. The story concerns itself with farm vacations in Iowa, but there are farm vacation opportunities in every state.

Very truly yours,

Ralph E. Danford

RED:mg  
Att.