

Blue Book prestige means confidence in the places it recommends as well as confidence in its route directions.

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You would hardly follow the advice of your best friend and adviser more closely than the motorists depend upon the Blue Book—their best friend on the road—to direct them to the best places to stop. Your announcement in the Blue Book to them means a personal recommendation, a guarantee that good service can be had by stopping with you.

Sign your name to the first page of this letter and we will send you full details. This does not obligate you in any way.