

June 21, 1917.

Mr. Charles H. Davis, President,
National Highways Association,
"Elmwood", Cambridge, Mass.

Dear Mr. Davis:

Your letter of the 18th inst. from South
Yarmouth received, contents noted.

In connection with second paragraph of this
letter inviting suggestions and criticism.

It has for some time been before me that the
National Highways Association could take a more active part in
assisting various National Trunk Lines in their publicity work,
and at the same time gain publicity for themselves, if they
would issue a weekly or a monthly magazine, assigning in same
a certain amount of space to each of the Highway Association,
Divisions of the National Highways Association, for publicity
in connection with the work of each of the Highways.

For example, the Old Spanish Trail Associa-
tion has never made any serious effort to raise funds, for the
reason the writer could not persuade himself that there was
any need at present for these funds. Perhaps this has been
a mistake, meanwhile it is a fact.

The Old Spanish Trail has never issued a
magazine, such as the Dixie Highway does, for instance, but
has been content with trying to keep the idea alive through a
weekly bulletin, until such time as opportunity arose for the
successful completion of the work. If, however, the Associa-
tion could have had a small amount of space in a magazine pub-
lished by the National Highways Association, such as above sug-
gested, it would have been very glad to avail itself of it, and
to have paid a nominal price for same. Copy of the magazine
40 ~~sent~~ be sent to each of the Association members,

The circulation of such a magazine would be
tremendous if it were sent to the members of each of the High-
way Associations, and it would therefore have an advertising
value, such that receipts from advertisements would probably
pay for cost of publication?

Do you think the above is feasible?