


MEMBER'S EMBLEM
FOR OUTOOOR SIGNS
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## SHUELD SIGN DIMENSIONS

WIDTH-Red-yellow field six times the width of the white band.
LENGTH- $1 / 6$ longer than width. The black border background is from 1 to 2 ins.just enough to set off the shield; black moulding instead of plain paint is nicer.

DISTANCE FROM GROUND-Where headlights at night will spot them; top 6 ft . from ground is about right.

LETTERING-Heavy block letters, deeper than wide.
SIZE-Avoid oversize; big signs and big letters are not quickly read and look cumbersome. Above signs are $24 \times 28$ ins.

THE SHIELD DESIGN is from old Spanish art works and heraldry.

## BOULEVARD LIGHT SIGNS

The boulevard light signs will be supplied for $\$ 1.25$ ea., f.o.b. San Antonio. Heavy 18 gauge steel, rust-resisting conted, weather-proof baked enamel, deeply embossed. 20 ins. long.

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OLD SPANISH TRALL HEADQUARTERS, SAN ANTONIO, TEXAS
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The Marking and Beautifying are now urged that the Old Spanish Trail may become more attractive and popular.


Robert E. Lee Hotel, San Antonlo, Tex.

