

3-YEAR SERVICE
8x7 approx.

3 copies--1 subscr..2 for ST
Indore & instlnt forms on back



OLD SPANISH TRAIL
TRAVELOG-MAP

(Address) (Date)..... 193...

..... promise to pay HARRAL AYRES, Gunter Hotel, San Antonio, Texas.

..... DOLLARS. (\$.....)

per year for three years, 1931, 1932, and 1933, in installments as below, with interest at eight per cent per annum from maturity until paid.

HARRAL AYRES AGREES—

1. To have made, printed and distributed each year 100,000 or more of the Old Spanish Trail Travelog Maps and travel information in accordance with the plan-outline hereby submitted. Approximately 50,000 are to be distributed free to auto clubs, tourist bureaus and public travel-routing offices of the United States, Canada and Mexico; the remainder to be sold to business concerns in the Old Spanish Trail territory for distribution through their offices.
2. To gather and compile desirable travel information from Saint Augustine to San Diego for the service of chambers of commerce and other supporting organizations. Each town paying its quota will be allowed one page, if desired, for advertising on 500 maps to be delivered for local use.
3. To plan, write and promote national and international publicity, this to include visits to northern editors and travel-routing organizations, and to include photographing along the Old Spanish Trail for publicity purposes.
4. To seek by conferences along the Old Spanish Trail to formulate plans for marking the highway as the "Old Spanish Trail" and signing its historical spots, and to promote the beautification work.

PAYMENTS—

The receipt of 30% of the first year's subscription is hereby acknowledged, the same to apply as contribution to travel and preliminary expenses, it being understood that unless a minimum of \$10,000 is pledged and paid the 100,000 maps more or less cannot be printed and distributed.

The 70% remaining of the first year's subscription shall be due and payable upon notice from HARRAL AYRES that said maps and travel information are ready for printing and distribution throughout the United States, Canada and Mexico.

The payments for the year 1932 and for 1933 shall be due and payable, 30% on or before January 31st of each year for travel and preliminary expenses, and the 70% remaining upon notice from HARRAL AYRES that the maps are ready for printing and distribution.

Notices, reports and correspondence to be addressed to:

Confirmed by Harral Ayres, Gunter Hotel, San Antonio, Texas.

(Subscribers)

(Three copies to be signed; one duplicate to be kept by subscriber.)

Bf--hotels, camps 100 @ 15.00
230 to 450 hotels

Sales to business concerns, 1-yr. 2-yr. 3-yr.

6over insertions (6) @ 50

Special orders, hotels etc.

Oil company, wh. distb.

Community subscriptions 1-yr 10.00 2-yr 10.00 3-yr 10.00
(50M for free distb.)..or more.

1500	not
300	"
	"
	"
1000	take care free distb?