



*The* AUTOMOBILE BLUE BOOK PUBLISHING COMPANY

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OldSpanish Trail Assn.,  
Mobile, Ala.

Dear Sirs:-

If you were a motorist from Chicago -

- had followed the directions of your road guide every  
mile to the South -

- had found it had directed you with unerring accuracy  
all the way -

- you would have confidence in it and would rely upon  
its advice absolutely.

Now you've got to eat and sleep along the way and find  
good accommodations for your car.

You don't know anything about the best places because  
you're an absolute stranger.

Wouldn't you be liable to follow the recommendations  
in your guide in making your "stops" if you knew that guide list-  
ed only the best places in each section?

That is the story of the Automobile Blue Books - the  
Standard Road Guides of America. 250,000 motorists are touring  
by Blue Book today and relying upon the hotels and garages it  
recommends.

Let the Blue Book recommend your place to these  
wealthy motorists.

Sign your name to this letter for full details.

Very truly yours,

*E. P. Miller*  
Manager.

ERM-MON

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Signature