

POCKET MAP COSTS...ESTIMATES...INCOME

100M

	Memo	Basic Costs	Costs 50,000	Costs 100,000	Costs Sub.Ed
1 MAKING MAP			6763	9068	
Drafting work		7			
Printing, incl 2 cover pages		7			
" " compl reverse side	1750 900 5100			2150	2000
2 PRINTING REVERSE SIDE	chg. of adv. matter #43				
Incl. with Austin estimate					
\$75 less if only cover pages					
3 COVER PLATES					
Incl with map making (Austin Est.)		✓			
4 FIELD COSTS (not incl. salaries)					
Soliciting orders--gathering data--compiling hotel and camp inf--re-logging mileage--etc. (150 days hotel and travel costs, at \$60 per day, 130 cities, towns, villages) 1 man \$6 per day	24 cities money, he would have salary at 4000 do. 1500		1500		1000
9,000 mi. auto travel @ 8¢ per mi.	700		2200		500
5 DISTRIBUTION to 400 auto clubs, routing offices etc., packing, mailing, postage, correspondence.			400	500	500
6 PRESENT INVESTMENT	diff. & standard		1000		
7 ADMINISTRATION (salaries, fuel & etc.)	all living costs in field		2000		
8 MARGIN FOR CONTINGENCIES			1000		500 Conty.
9 PROFIT from the Civil sales		7	7		
10 NATIONAL PUBLICITY WORK	1st year		1000		1000
			7000	2650	5500 + Conty. adv.

INCOME

Bf--hotels, camps	100 @ 15.00		1500		Indy.
230 to 250 hotels					
Sales to business concerns, 1-yr. 2-yr. 3-yr.			7		"
Cover insertions (6) @ 50				300	"
Special orders, hotels etc.			7		"
Oil company, wh. distb.			7		"
Community subscriptions 1-yr 10M 2-yr 10M 3-yr 10M				10000	these can be distb.?
(50M for free distb.)..or more.					