

THREE Editions Planned

....ONE, like this, for "FOUNDERS"..."MEMBERS"...
"BUILDERS" (engineers, contractors, hwy offls). In good binding, one copy gratis as an earned souvenir. And as many copies sold to them, with name imprinted, as they desire.

.....TWO, "Travelers 'Edition." On sale everywhere at, probably, 75%. Nice, heavy paper cover.

.....THREE, "Newspaper Edition." Same as No Two, to be offered by newspapers upon presentation of newspaper coupon, at slight reduction, thereby get extensive publicity and distribution. Papers get sales advantage for their paper....and by encouraging people to buy many copies and send out as gifts they help build up travel movement and help advertise the Old Spanish Trail and this country.