



The AUTOMOBILE BLUE BOOK PUBLISHING COMPANY

243-249 WEST 39TH ST.

NEW YORK CITY

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THE BLUE BOOK
TOURING CLUB

August 21st, 1917.

Mr. S. A. DeBlanc,
1279 Government St.,
Mobile, Ala.

Dear Sir:-

Enclosed please find your Blue Book Touring Club Membership Identification Card following receipt of application card from your copy of the 1917 Blue Book.

INFORMATION SERVICE.

When planning a tour for which you desire special information on routes, hotels or garages, please bear in mind that during the summer we have an enormous correspondence from thousands of Touring Club Members. Therefore, kindly write us as far in advance of your start as possible, giving us an outline of your proposed trip, including the states, cities or sections through which you prefer to pass.

HOW TO USE THE HOTEL RESERVATION CARDS.

During the touring season resort hotels are frequently embarrassed by sudden excess demands for accommodations. You may possibly save yourself much inconvenience and discomfort by using these Hotel Reservation Post-Cards (sample enclosed). Send these cards well ahead of the time you plan to reach a certain hotel. If you can outline your tour sufficiently well in advance, it is a good idea to make advance reservations at all the principal stopping points. We will supply a quantity of these Reservation Cards, free of charge, if you will send a stamped envelope.

HOW TO USE THE MEMBERSHIP IDENTIFICATION CARDS.

The Identification Card is a useful introduction to any hotel or garage advertising in the Blue Book and will assure courteous and somewhat better attention than might otherwise be obtainable.

Mr. John Lee Mahin, a prominent advertising agent, informed us last year that he was saved a very annoying delay by presenting this card at a Blue Book garage. He required quick attention to a serious break in his car. The owner kept his place open all night to rush the necessary repairs which otherwise might have delayed Mr. Mahin several days. Other members of the Touring Club have had similar experiences and we believe the presentation of your Identification Card will be of valuable help wherever you stop.