

September 4, 1913.

Mr. Charles H. Davis, President,  
National Highways Association,  
"Elmwood",  
Cambridge, Mass.

Dear Sir:-

Your letter of the 30th received.

I sincerely appreciate copy of 150 000  
mile National Highway Map, showing the writer as a  
member of National Board of Directors.

I enclose herewith clipping from  
paper in connection with new bridge on the Old Spanish  
Trail, connecting Gadsden and Jackson Counties, Fla.,  
which at present is a ferry. This will probably be  
of interest to you.

Map and cost of same shows what can be done  
by combined effort. Isn't there some way for the  
National Highway Association to issue a weekly or month-  
ly magazine, same to be the official publication of  
various highways, such as Old Spanish Trail, Dixie Highway,  
Lincoln Highway, etc. This could be run with Departments  
for each Highway. Meanwhile the overhead could be re-  
duced to a minimum and the cost of publicity for the  
various highways would also likewise be reduced to a  
minimum, and yet the best kind of publicity for the dif-  
ferent Highways could be obtained. There are very few  
of the Highways at present that can afford to pay for  
the proper kind of publicity, and yet publicity is es-  
sential for results in an undertaking of this kind. We  
will appreciate your a vice on this subject. The  
National Highways Association has the organization, the  
equipment, the mailing list, and the standing for this  
purpose.

Yours truly,