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JEFFERSON HIGHWAY

International Headquarters St. Joseph, Mo.

(Address Communications to St. Joseph, Mo.)

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St. Joseph, Mo. Jan. 3rd, 1922

Mr. Joe S. Johnson,
Osawatomie,
Kansas.

Dear Sir:—

For the purpose of better carrying out the principles of the "Modern Highway", or marked highway idea, first of which principles is to render real and money value service to the individual towns along the Highway, we are now making up plates for some valuable new maps, folders and advertising literature for free distribution among tourists.

The extent to which your community will profit by this service will depend almost entirely upon the correctness and attractiveness of the information shown in our literature. We therefore invite your co-operation to the extent of furnishing correctly the information asked for concerning camping parks, views or photographs, descriptive matter, etc.

Please answer all questions on the enclosed form concerning your camping park.

If good, sharp pictures, either of the camping park or any strikingly interesting views within range of the Highway are sent here, they may be used in this literature to good advantage. We desire that you send several pictures and any descriptive matter or stories concerning your town which will be of historic or other interest to the general traveling public.

The information should be worked up and sent to this office very promptly - this week if possible - if it is to be used in the 1922 advertising campaign.

If you, individually, can not give this matter prompt attention, will you kindly place same in the hands of some one else who will do so?

With a sincere desire to co-operate for the welfare of your town, we are

Yours very truly,

Jefferson Highway Ass'n,

By

General Manager.

Joe S. Johnson
Osawatomie

J. D. Clarkson
General Manager.