



"THE CAR OWNER'S MOST USEFUL NECESSITY"

COLEMAN W. ROBERTS
PRESIDENT

Dear Member:

"There goes another horseless carriage! Well, those fool things won't last long; just a rich man's plaything."

Some of our most prominent citizens, back in 1902, wise-cracked like that when a chugging, one-lunged automobile vibrated by. But hostile skepticism gave way to eager acceptance, and the horseless carriage has made us a horseless nation--almost. It is an essential factor in our economic and social life today.

In that same year-1902- another essential was born, the American Automobile Association. For 38 years the AAA has stood between motorists and tax-grabbing legislators, both State and National; it has been a dominant influence for sane legislation and highway development; it has reduced highway hazards; it has, in fact, become a recognized "essential" in the lives of motor car operators.

Since 1922--for 18 years--the CAROLINA MOTOR CLUB has been the AAA Club, the strong arm of the World's Greatest Federation of Car Owners, in the Carolinas. It is YOUR CLUB and, as a member, you have contributed to its outstanding success as well as enjoy its protection, benefits and personal services.

Your current membership has another 30 days of active, useful, beneficial life. We know you're proud of that membership, and all that it stands for, so we're looking forward to your renewal. It isn't due for thirty days, but if you wish to send it now, it would help us and your renewed membership would be dated, of course, from the expiration of your present membership.

Renewal slip is enclosed, also a postage-paid, addressed envelope. Your response, as quickly as convenient, will leave our hands and minds free for the Service Performance YOUR CLUB is obligated to give. And the scope of that service is growing, and will continue to grow, in exact ratio to the loyalty and cooperation of its members.

Cordially yours,

T. E. Pickard, Jr.,
Secretary

TEP/a