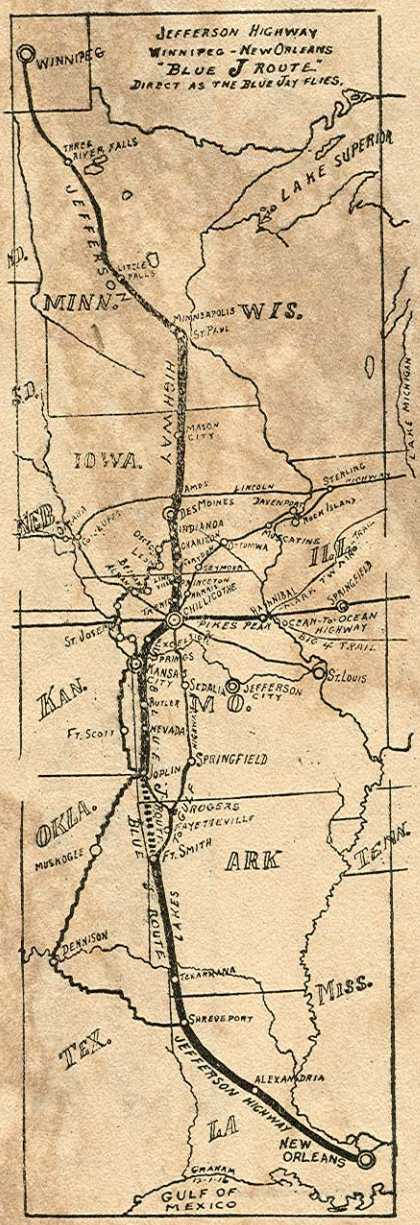
The Blue J Route of
The Jefferson Highway
Winnipeg to New Orleans
via
Des Moines, Chillicothe, Excelsior Springs
To Kansas City, The Short Way



MARKER: Blue "J" on white field with red border at bottom (Registered, Jan. 12, 1916.)

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SLOGAN: Follow the blue "J" marker, Direct as the Blue Jay flies. The Short Way. Jefferson Highway

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Joint Map of the Jefferson Highway in Contest Association
Col. Harry W. Graham
President
Chillicothe, Missouri

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And the Jefferson Highway Association
E. T. Meredith, Pres.
Des Moines, Iowa

Both Organized at New Orleans
November 16, 1915