

Text of a quarter-page advertisement appearing in Nevada newspapers on July 23, 1996.

Appeared in...

- Las Vegas Review-Journal, page 2D
- Las Vegas Sun, page 2C
- Reno Gazette-Journal, page 3B

[Image of full ad](#) (30k)

[Detail of Saucer](#) (14k)

This highway's really out there.

The Extraterrestrial Highway

A desolate desert highway. The allure of the unknown. And the possibility of that chance encounter. It's Nevada Highway 375, the newly designated Extraterrestrial Highway that the talk of the galaxy. But, since inexplicable phenomena happen randomly, we've created the E.T. Experience, a club and membership kit featuring some of the more reliable attractions along the route. So make contact. Celebrate the road where few have done before. Call or write for your free E.T. Experience kit today. Then, get out there. Because seeing is believing.

Call 1-800-NEVADA-8 - Nevada Commission on Tourism
PO Box 30032, Reno, NV 89520
<http://www.travelnevada.com>

Discover Both Sides of NEVADA

[[Parent](#)]

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