



Carl Rogers and Team CALROG.COM Release "Pictures of Highway Shields: California!"

"Pictures of Highway Shields: California!" invites and informs the customer of Rogers' book on California highways. By showing pictures of highway markers (or "highway shields") readers can get a pictorial representation of what California's terrains looks like. This is an excellent tool for those wishing to travel through California.

Hayward Hills, CA ([PRWEB](#)) July 27, 2005 -- Carl Rogers announces publication of Pictures of Highway Shields: California! in conjunction with Lulu (www.lulu.com), the world's fastest-growing provider of print-on-demand books, and Calrog.com, a cutting-edge repository of International highway shields.

By showing the reader pictures of Interstate, Federal and California State highway markers (aka "highway shields"), all future travel-plans to the Golden State become more simplified and objective. The book also emphasizes scenery and cities throughout the state.

Carl Rogers and his team of photographers, collectively known as "Team Calrog.com," designed "Pictures of Highway Shields: California!" because highway shields can easily identify one's travel path yet most travel-books seem to ignore these. Rogers came to Lulu because he found Lulu's print-on-demand tools to be fast, easy and, most importantly, free.

"Pictures of Highway Shields: California!" is available for purchase at www.lulu.com, in a marketplace filled with other unique, informational items.

Rogers states, "Lulu is an exciting, cost-effective way to deliver content to the customer, just as California's highways are a cost-effective method to travel between two geographical locations. Simply put, a joint partnership with Lulu is a win-win situation; that withstanding, I strongly believe our customer will be the one getting the absolute benefit."

"Independent self-publishing and print-on-demand at Lulu provides an entirely new avenue of information and expression," said Henry Hutton, Director of Operations at Lulu. "People around the world can discover Carl Rogers' 'Pictures of Highway Shields.' This is what makes Lulu's business exciting and revolutionary."

Link to Publication*:

<http://www.lulu.com/content/110613>

ABOUT AUTHOR

Carl Rogers is a highway-photographer and historian. His hobbies include studies of road layouts, numbering assignments for highways, international border-crossings and different variations of terrain. When he is not studying road-related material, his other realms of interest include analysis of Interpersonal Psychology and Personal Computer trends. He is fluent in French & semi-fluent in German. With these linguistic skills under the belt, he leverages these tongues when taking highway-photography trips throughout western and central Europe. Carl was born an American citizen, and currently resides in the San Francisco Bay Area.

ABOUT LULU

Founded in 2002, Lulu is the world's fastest-growing provider of print-on-demand books for digital do-it-



yourselves. Please see www.lulu.com for more information.

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