

LOUISIANA DIVISION, OLD SPANISH TRAIL ASSOCIATION
STATE HEADQUARTERS, CROWLEY, LOUISIANA.

Crowley, La.
April 29, 1929.

Local Representatives,
Louisiana Division, Old Spanish Trail Association,
At all Points in Louisiana.

Gentlemen:-

Funds subscribed by various communities on the Old Spanish Trail in Louisiana, are for use in advertising the advantages of travel on the Old Spanish Trail to the outside world, and attract attention to the Louisiana section of the Trail. The executive committee of the Louisiana Division are responsible to you for disbursement of the funds subscribed in Louisiana for this work. At a meeting of the Louisiana Division, held at New Iberia, in January, 1929, your executive committee was authorized to retain in Louisiana all funds subscribed in Louisiana and since that time, financial support has been withheld from San Antonio headquarters. The Louisiana Division was actuated in this matter by the fact, that reports from Mr. Harrel Ayres, Managing Director and budget prepared by Mr. Ayres, shows, too large a part of the funds forwarded to San Antonio headquarters from Louisiana were used for "Administration Expense", and "Field Expense", and only a very small amount of funds were available for publicity and other purposes, for which the funds were subscribed. Budget submitted to the Louisiana Division by Mr. Ayres, shows that 71 percent Seventy-One-Percent of funds are to be spent for "Administration Expense". Such over head expense is prohibitive and unnecessary, if business principles are applied to operation of the organization.

We have communicated with the large cities and towns on the Old Spanish Trail in Texas and find the same opinion prevails on that section of the Trail, and Texas cities and towns are withholding financial support from the present Old Spanish Trail Association, Junction, Texas, and surrounding territory, have withdrawn from the Old Spanish Trail Association and are endeavoring to form a new organization. A survey by a National business organization reports. "El Paso and West Texas, much criticism of Old Spanish Trail and its Director. Practically all towns have no faith whatever in value of the Association to the Highway". A Chamber of Commerce in Texas says, "It seems perfectly obvious that the small amount of money secured heretofore and used in proportion to the overhead can only represent waste". Since 1918, Florida has subscribed \$535.00 and Louisiana has subscribed in the same period, approximately \$14,000. Florida has been favored with extraordinary publicity in Travelogues and otherwise by the Old Spanish Trail Association and Mr. Harrel Ayres, Managing Director, under