

San Antonio, Texas,  
February 1st, 1922

Mr. H. B. Ayres,  
Mobile, Alabama.

Dear Mr. Ayres:-

I hope you will not consider our letters to you are at variance with one another and that we are always springing something.

Yesterday I was talking to a gentleman, who is an experienced magazine man, in regard to the magazine for the Old Spanish Trail. As you are aware, we are needing publicity and you and I have discussed this quite often as needing a man to take care of the publicity end of the Old Spanish Trail. Now, I have ran into a man who is able to finance himself provided we will turn over the Magazine to him.

I have had a talk with Mr. Colp about it and he and I both are of the opinion that if we can get this man to carry our stuff we may be able to form some kind of a combination. However, we are both just a little afraid we will want more money for carrying the photographs and news items than the Old Spanish Trail is able to pay.

Of course, you are well aware of the fact that when the publication of the Magazine was stopped lots of people thought that the Old Spanish Trail was dead, and then after we started the bulletin it was quite a come-down.

Now, I think we have a live man on the string who can handle this matter, and if this matter meets with your approval I will ask Mr. Colp to join me in a conference with this gentleman. He is a New Yorker and a man who has had lots of experience; knows the photograph game, as well as the magazine game, from A to Z. He also told me that he would make bond if necessary, guarantying publication of the magazine.

It seems to me that the publication of this magazine would be a great help to us to follow up your work in Alabama, Louisiana and Florida. Then, too, it would be a great assistance to Colp in handling these numerous bond issues. Our idea of having him to furnish photographs with short stories in regard to than as two or three page articles which nobody would have time to read.

However, the policy of the Magazine would have to be thrashed out later. The main idea in writing this letter is to see what you think of the proposition and then we will go a little bit further and see if we can obtain a proposition whereby the matter may be crystallized.

We have sunshine this morning and are hoping for better weather for the golf tournament. Mr. Baird is still trying to get some money, meeting with resistance at every turn and very few admissions.

With kindest regards, I am,

Very truly yours,

*Dac*