

SAN DIEGO CHAMBER OF COMMERCE  
SAN DIEGO, CALIFORNIA

September 29, 1922.

Mr. Walter Parker, General Manager,  
New Orleans Association of Commerce,  
New Orleans, Louisiana.

My dear Mr. Parker:

Mr. J. W. Francis, bearing letters as a representative of the publicity department of the Old Spanish Trail Association, has recently called upon this Chamber, and has outlined to us a publicity campaign to be conducted by this organization, and has requested from us a contribution for this purpose, which cooperation and contribution have been voted by our Board of Directors.

It is our understanding that Mr. Francis has previously approached your Chamber of Commerce in regard to this matter, and I would appreciate hearing from you, for the information of our Board of Directors, what arrangements you have made with him in regard to this publicity campaign, and what publicity has so far come to you through this organization. We are particularly interested in any publicity which the organization may be obtaining through photographs in your local papers, and as to whether or not you have installed a photographic display in your offices of the other cities on the Old Spanish Trail, and if you are furnishing any other cities with photographs of your own city.

The aim of our Board of Directors, in asking you for this information, is simply to check statements that were made to us, as the carrying on of Mr. Francis' plans will necessitate our backing him locally, to a consistent extent, and placing at his disposal every possible local facility, so that we feel that any data available as to the possibilities so far developed by his organization in your city will be a real help.

Your courtesy in giving me this data will be appreciated, and I hope that this plan, as well as many others, will continue to knit our communities closely together in the years to come.

Very truly yours,