

Antonio and the City of Mexico. I am going to make that Laredo bunch as well as Coñulla, Pearsall and Devine, get in the road and fight for the loop of the Old Spanish Trail. I handled quite a bit of correspondence on this and then turned it over to Bill Furlong with a promise from Bill that he would certainly get in behind the proposition good and stout. This leaves me free to boost for the OST and I think it will be very beneficial.

I haven't time to write you any more. I have been snowed under today looking after the distribution of 50,000 crepe myrtles thru the San Antonio-Bexar County Civic League. They were grown by Park Commissioner Lambert and turned over to us for distribution. We planned to distribute 6500 per day for eight days but we will put out about 18,000 today. I have a splendid organization of women and believe me they are working. This is the first time I was every successful in working a whole bunch of them at once. The fact of the business is I believe it is easier to work a bunch of them than it is to work one, and you will say the same thing for me again on the palm drive in the Valley. The Brownsville Herald had a fine editorial and the San Benito paper gave up a third of the front page and the other papers are carrying from one to two columns. The Express gave me a fine writeup and I will try to get hold of another clipping and mail to you tomorrow.

I hope you won't have a fit when you see style bulletin we are getting out. Sorry they have been delayed, but as usual the printer promised them in three days and took two weeks. We are sending you 250 parcelpost prepaid, insured, care of the Battle House, Mobile. They are going out tonight. Hope you receive them on time and find a good use for them. In case of emergency we might spare you 50 or 75 more. Dr. Johnston has been doing some pretty keen manipulating to get these and 10,000 letterheads printed for about two-thirds of the regular price. He put in two or three days peddling the bids around but when he got this offer he closed at once.

My plans are working out nicely for Houston. We are going to get some money over there.

Of course I know how you feel about the delay of the bulletin and the Doctor, Miss Huey and myself, all knew that you would be raising sand about it in a few days but we were so determined to give you a pleasant surprise that we just kept the secret as long as we could. Of course at the price the printer was charging we had to be half way decent with him.

I will get some publicity out to the New Mexico and Arizona with reference to the Old Spanish Trail route to the City of Mexico about Thursday of Friday of this week.

Again I want to endorse the big stunt you are pulling for Mobile and I think we can side-track some of these other matters if need be to help you get more enthusiasm, more publicity and more help, as this will give us a chance to get more money out of Houston, Beaumont, Orange, Lake Charles, and New Orleans in particular, and we will raise that \$60,000 budget in the next 90 days. What do you say?

Yours in Haste.

