Lafayette transit lines cooperated with Miss Aline Arceneaux, parish librarian, in the statewide observance of the Reading Festival Program, by carrying in all city busses for one week the Reading Festival Program posters. The use of the posters in city busses was one of the methods used to promote reading in Lafayette parish. Miss Arceneaux also sent letters to various organizations which prompted requests for book programs and brought in new borrowers to the library. Objective of the reading program is the enrichment of living through reading.