



July 24th, 1920

Mr. Ed. Fletcher,  
San Diego, California.

Dear Sir :

You will remember that about a year ago, while talking with Mr. C.H. Lester of this city, you stated that the city of San Diego would raise \$ 7,000.00 towards a purse if the annual El Paso Road Race would be run to your city.

At that time, negotiations had been practically concluded for running the race to Phoenix so it was impossible to include your city in the itinerary. However, as it is about time to stage another one of these road races, we were wondering if your city would be interested in same this year.

We feel sure we will be able to arrange the race from El Paso to Phoenix, but at the same time we would much rather run it to San Diego as Phoenix did not exactly do what was promised last year towards putting up the purse money.

We have written your Chamber of Commerce two letters, but to date have had no reply to same. As it takes considerable planning and time to arrange all the details of such a race, we are anxious to lay the initial plans now in order that we will have sufficient time to work out the details.

Will you therefore let us hear from you at once as to your disposition in this matter in order that we may know how to talk when we visit Phoenix within the next month. A prompt reply will certainly be appreciated as we must get some action on this matter at once, so please advise us yes or no.

Yours very truly,

LESTER MOTOR COMPANY

*Roy A. Lester*

July  
28th  
1920

Mr. Roy A. Lester,  
Lester Motor Car Co.,  
El Paso, Texas.

My dear Mr. Lester:

Answering yours of the 24th, will say that I suggested to Mr. C. H. Lester that the race be pulled off between El Paso and San Diego. He told me that \$12,000 would be necessary to be raised at that time, and I told him that a certain citizen of Ajo, interested in putting Ajo on the map, would raise one-third of the expense, and that I could get \$2,000 or \$3,000 more from Yuma to San Diego, if a time came when they wanted to pull off the race.

I am ready to go to the bat in the matter and have today written the Chamber of Commerce to that effect. If they want me to, I will take the matter up direct with Ajo and with my people here, and can get you an answer inside of two weeks on the whole proposition.

Enclosed find copy of letter I have written to Mr. Pritchard, Manager of the Automotive Trades Department.

Yours very truly,

ER:KLM





August 3rd, 1920

Mr. Ed Fletcher,  
San Diego, California.

Dear Sir :

I am in receipt of your letter of the 28th ult., with copy of letter written Mr. Pritchard of the El Paso Chamber of Commerce.

Mr. M.L. Naquin of this city and myself are endeavoring to put the Road Race on this year without the assistance of the local Chamber of Commerce, as they did not give the proposition the support last year it should have received, nor was the race carried out entirely satisfactorily to all concerned. For this reason, we are desirous of handling the race alone this year, and will have to have the co-operation of everyone along the line to make it a success.

As you state, the race would go from here to Tuscon by way of Lordsburg, Bisbee, etc., and from Tuscon along the route you mention in your letter, which is satisfactory to us. Of course the exact route can be worked out at a later date when the preliminary details have been gotten rid of.

With reference to the minimum amount San Diego might be expected to raise for this race, would say that we would judge your city's share would be approximately \$ 5,000.00, with the promise, as you say, of raising as much more as possible. You state Ajo would more than likely be able to raise from two to three thousand dollars, and this together with other money that could be raised in other towns along the route, would bring the amount to be raised from Tuscon to San Diego around ten thousand dollars.

As to making the race a two day one with the first night stop at Ajo, we might say that we think Ajo a little too far to make the first night and we would be in favor of making it a three day race with the first night control at either Bisbee or Tuscon and the second night control at Ajo or El Centro. This would make a much better balance race and would not be so hard on either the machines or drivers.

inclusive We would take charge of raising the money from here to Tuscon and feel sure we can raise from ten to fifteen thousand which would make this race the biggest Road Race ever staged in the West.



Mr. Ed Fletcher - 2.

We hope the Yuma Highway Commission will decide to cut the new road from Ajo to Wellton as it would make the road materially shorter and thereby decrease the running time.

You state in the second paragraph of your letter to me that you are ready to go to the bat in this matter and take it up direct with the town of Ajo and the people of your city, and in this connection we wish to say that your prompt attention to same will be greatly appreciated, and we hope you will be able to give us definite data within two weeks.

We are fully decided to run the race from El Paso to San Diego, providing of course your city will give us the support and financial assistance necessary to put across such a race, but we will have to get right down and hit the ball for it takes some time to work up and perfect such a proposition.

Mr. Mc Knight, Studebaker and White Automobile representative in your city, has also been corresponding with us regarding this race and we thought perhaps you would like to get in touch with him regarding same.

Thanking you for the interest you have already shown in this matter, and assuring you that you will have our hearty co-operation in anything you do to promote this race, we are,

Yours very truly,

R. A. Lester  
M. L. Naquin

1-0-1



CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	DL
Night Message	NM
Night Letter	NL

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

# WESTERN UNION TELEGRAM

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	DL
Night Message	NM
Night Letter	NL

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 1936 5TH ST., SAN DIEGO, CALIF.

1920 AUG 21 AM 11 32

A290GS 13

LOSANGELES CALIF 117A 21

COL ED FLETCHER

243 SANDIEGO CALIF

EXPECT TO LEAVE HERE SUNDAY FOR SANDIEGO TO COMPLETE ARRANGEMENTS

FOR ROAD RACE

R A LESTER.

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NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT 936 5TH ST., SAN DIEGO, CALIF.

A725GS 54 NL

ELPASO TEX 7

1920 SEP 7 PM 8 33

ED FLETCHER

480

FLETCHER BLDG SANDIEGO CALIF

UNEXPECTED BUSINESS MADE IT NECESSARY I RETURN TO ELPASO AT  
ONCE AND WAS UNABLE TO GET TO SEE YOU WIRE ME COLLECT WHAT YOU HAVE  
BEEN ABLE TO DO SO FAR ON THE ROAD RACE PROPOSITION AS THE TIME GROWS  
NEAR TO PUT IT ACROSS AND WE MUST GET SOME DEFINITE INFORMATION AND  
ACTION

ROY A LESTER.

Sept.  
8,  
1920.

Mr. Roy A. Lester,  
El Paso, Texas.

My dear Mr. Lester:

Answering your telegram of Sept. 7th, will say that the El Paso Chamber of Commerce have requested that no road-race be run until next spring after the road--Tucson via Ajo is completed and made passable. The attitude of the San Diego boys is to let this matter rest until spring.

RF/hls

Yours very truly,



**Ed Fletcher Papers**

**1870-1955**

**MSS.81**

**Box: 16 Folder: 16**

**General Correspondence - Lester, Roy A.**



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