

January 19th,
1 9 2 9

Mr. F. W. Simpson,
c/o Carlson & Simpson,
San Diego, California.

Dear Mr. Simpson:

Won't you please get busy with your Association and raise that \$1000 that you have promised, payable \$250 a quarter?

The Board of Supervisors have appropriated \$1000 and that is going forward this coming week.

Yours truly,

EF:AK

February 1st,
1 9 2 9

Mr. F. W. Simpson,
State & Ash Street,
San Diego, Calif.

Dear Mr. Simpson:

Enclosed find the semi-annual report of the Manager of the Broadway of America that I am sure will be of interest.

I hope you will give the time to read it.

Yours truly,

EF:AK

CARLSON & SIMPSONDEPENDABLE
AUTOMOBILE ELECTRICAL SERVICE

UNION AT C STREET

MAILING ADDRESS, P. O. BOX NO. 1421

SAN DIEGO, CALIFORNIA

SAN DIEGO—250,000—1930

ATWATER KENT ELECTRIC EQUIPMENT
 AUTOLITE ELECTRIC EQUIPMENT
 BENDIX DRIVES (ECLIPSE)
 BOSCH (ROBERT) (ORIGINAL)
 BRIGGS & STRATTON (BASCO)
 BROWN CENTERLITE
 BROWN REFLECTORS
 BROWN UNIVERSALS
 CLUM SWITCHES
 CONNECTICUT ELECTRIC EQUIPMENT
 CUNO CIGAR LIGHTERS
 DE JON ELECTRIC EQUIPMENT
 DELCO-REMY ELECTRIC EQUIPMENT
 DYNETO ELECTRIC EQUIPMENT
 EISEMANN MAGNETOS AND PRODUCTS
 EXIDE BATTERIES

GABRIEL SNUBBERS
 K. W. MAGNETOS
 KLAXON HORNS
 LEECE-NEVILLE ELECTRIC EQUIPMENT
 NATIONAL MAZDA LAMPS
 NORTHEASTERS
 NORTH EAST ELECTRIC EQUIPMENT
 PUROLATORS
 REMY ELECTRIC EQUIPMENT
 ROEBLING AUTOMOTIVE CABLE
 SPLITDORF MAGNETOS AND PRODUCTS
 STROMBERG CARBURETORS
 STROMBERG WINDSHIELD WIPERS
 WALKER BATTERY PRODUCTS
 WEBSTER MAGNETOS
 WESTINGHOUSE ELECTRIC EQUIPMENT

September Sixteenth,
 1 9 2 9

Mr. F. W. Simpson,
 c/o Carlson & Simpson,
 State & Ash Streets,
 San Diego, Calif.

Dear Mr. Simpson:

Enclosed find copy of letter from President Birney to Hobson that is explanatory.

Life is too short for me to worry about these things but there is no mistake in the meaning that the western terminus of the Broadway of America next year will be in Los Angeles, in my opinion, after the Hot Springs convention.

Yours very truly,

EF:AK

PLEASE MARK REPLY "ATTENTION OF"

FWSimpson.

Sept. 18th. 29.

Col. Ed. Fletcher:-
 San Diego, Cal.

My Dear Col. Fletcher:-

I have your letter of September 16th. with a copy of Birney's letter to Hobson inclosed.

My reaction to Birney's very caustic letter, is that he is most unfair and ungrateful to San Diego. He seems to choose to forget that we must spend most of the monnies available to divert traffic to San Diego after it leaves El Paso. He also seems to forget that we must play with the O.S.T. association too; whereas El Paso does not have to worry about keeping them friendly due to their geographical position on this very important highway.

If Mr. Birney allows the terminus of the Broadway of America highway, changed from San Diego to Los Angeles, we certainly have a right to feel that we have been double crossed. Los Angeles, as usual is trying to "horn in" on a job that is already done by others, they were not so "hot" for this highway before it was an actuality. No, they waited until it was done. Mr Birney forgets that San Diego, under your leadership, made the motorcade to Memphis possible. Without that motorcade, (which cost us something like \$16000.00 all told) it is very unlikely that the association would have had one tenth the amount they did collect. If we did only contribute one third the amount El Paso contributed, we have done more than our share because we do NOT get one third of the tourist travel into San Diego that comes through El Paso on the Broadway of America highway. The very fact that we do not get our share of the travel that comes to the coast through El Paso is the reason that we find it necessary to keep a good man on the road constantly.

Considering this situation from the angeles I have mentioned I can see no just reason for complaint from Mr Birney. We have done more for the Broadway of America highway than we have for the others that are just as important to us.

Assuring you of my continued interest in highway work
 very truly yours

F. W. Simpson

jt?FWS

Ed Fletcher Papers

1870-1955

MSS.81

Box: 25 Folder: 17

General Correspondence - Simpson, F.W.



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