

May 11th, 1929.

Mr. Q. H. L. Wernicke
c/o Wernicke Engineers, Inc.,
Pensacola, Florida.

My dear Brother Highway-man:

Brother Ayres has sent me a copy of your letter of May 1st.

You are laying the foundation of one of the most momentous movements benefiting all the south in planning this motorcade to San Diego.

It isn't as hard a job as you think it is, this motorcade. I am speaking from experience. We left San Diego with 27 cars, 107 people and we arrived in Memphis with 655 cars, 1598 accredited delegates to the Broadway of America meeting and over 500 additional passengers. We had a band of 40 pieces, a male and female quartette; the mayors of 17 cities; spanish singers and talent galore.

I never in all my life dreamed of or saw such interest as was taken on that motorcade trip to Memphis last year and which I originated and had charge of. There never will be anything in your life that you have done that will give you the satisfaction of succeeding.

The main thing is to have your program for each day made out in advance, printed and circulated so every man running a car knows where he is to be at a certain time and what is doing. Don't under any circumstances attempt to keep in parade formation, but let the small cars go out in the morning as early as they please and have them at a certain point at a stated time and parade thru the different towns is my advice.

You should have a repair wagon to help out in case of punctures, etc. and that will also carry baggage.

You will find at ever town where the hotels are not large enough to accommodate the crowds, that the private homes will be glad in every instance to take care of the overflow. It might be well to do as we did. We had 600 of our people stop in Sulphur Springs, Texas, and sent part of our speakers and music and 200 more people to Paris, 20 miles beyond, the same night.

Wernicke Engineers, Inc.

Pensacola, Florida

May 21st, 1929.

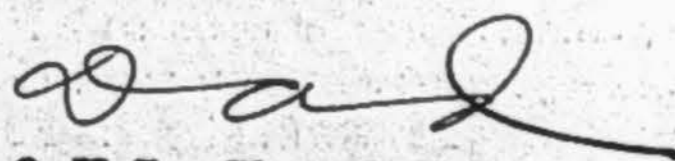
Mr. Harrall Ayres,
Gunter Hotel,
San Antonio, Texas.

Dear Harrall:-

This in response to your May 14th letter. At first blush the idea of a convention by those participating in the October Motorcade seems altogether desirable. It gets a large crowd together of folks who are interested and who have gained first hand knowledge of conditions, needs, etc. I shall be glad to learn contrary opinions, if any, and especially from Col. Fletcher.

I am answering the Colonels letter of May 11th, as per carbon copy herewith and in his own words,- am asking "Who is Mr. Fletcher". I am betting my favorite stetson on my ace in the hole that the Colonel is one I should enjoy knowing personally.

Sincerely,


Q.H.L. Wernicke.

OHLW B

✓ cc Col. Ed. Fletcher,
San Diego, Calif.

May 11th, 1929

Mr. O. H. L. Wernicke

Page 2

We had over 15,000 people at the meeting at Sulphur Springs that night, the largest crowd the mayor announced since Bryan ran for president.

I agree with you, you can overdo it by trying to travel too fast. You don't get the best effect from the meeting under those conditions.

I believe your schedule October 3rd to 15th is good and I am going to help you in every way possible. As soon as I get some more data from Mr. Ayres, I shall give real publicity to it in San Diego and put out 75 to 100 papers across the continent, to all newspapers and Chambers of Commerce, particularly going after proper representation from El Paso west.

It takes three months to work up interest in a matter of this kind, and above all things, what you need are one or two men whose only job will be to get the proper publicity. The last three or four days before you start where the real publicity comes in, you want to keep up this publicity every day by firing it ahead for the newspapers, telling all about your meetings, the crowds that are joining, and you should have one machine go ahead a day or two to arrange for all this publicity; see that it gets into the newspapers; and the leader of the motorcade keeping those men posted as to what is going on. In that way you arouse the greatest enthusiasm and have wonderful meetings wherever you hold them.

To illustrate: there were only two cars pledged from Sulphur Springs Texas to the Memphis trip. The publicity that we secured ahead of time, plus the rousing meeting resulted in 18 cars leaving Sulphur Springs for Memphis instead of the two that were pledged the day before we arrived. They just simply were bound to join us after the heard our message.

It goes without saying, that you want good speakers to make the talks and I am sure Florida has just as good as any in the nation.

If I can be of further service, or you have any questions to ask don't hesitate to call on me.

Your fellow highway-man,

EP:GMF
Encl.

Wernicke Engineers, Inc.

Pensacola, Florida

May 21st, 1929.

Col. Ed. Fletcher,
1020 Ninth St.,
San Diego, Calif.

My dear fellow Highwayman:-

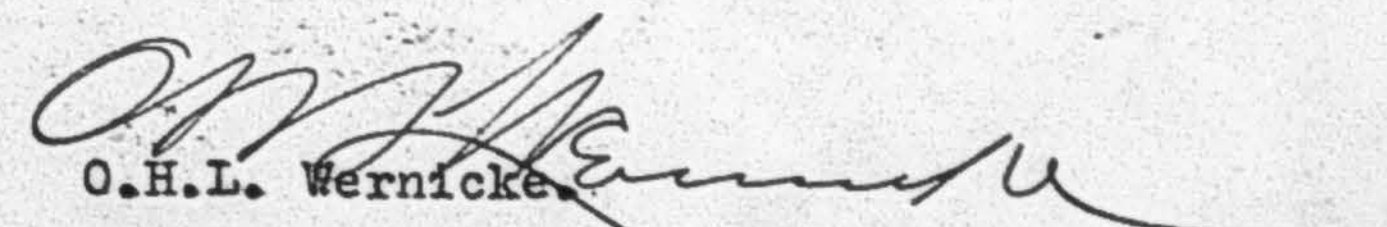
Your good helpful letter of May 11th hit me like a breeze off the Pacific and immediately established you in my affections, which means that we shall get on famously together. Your narration of the San Diego to Memphis "trek" is wonderfully inspiring and most helpful.

I do not know where the funds are coming from to hire bands and provide other features, but am trusting in the Lord for the time being.

My business and other trainings have been such that I can not forget the necessity of thorough preparation in advance, including detailed programs for every day and event. In this aspect of the project your experience is worth more than oceans of theories. Your offer to help is therefore gratefully and most definitely accepted.

It is our intention to get as much publicity as possible in and for Florida and the whole route, and this requires co-operation. To begin with, we must have workers in every state traversed who can and will do what is necessary. I desire your recommendation for State Chairmen in *Arizona* New Mexico, and Texas. I can get some one from the states east, but would like suggestions from those who have knowledge of good material anywhere.

Sincerely,


O.H.L. Wernicke

OHLW B

cc Mr. Harrall Ayres,
San Antonio, Texas.

June First,

1 9 2 9

Mr. O. H. L. Wernicke,
c/o Wernicke Engineers, Inc.,
Pensacola, Fla.

My dear fellow Highwayman:

I am glad to get your letter of the twenty-first. I can see you have the punch and love of doing things.

I am head over heels in work developing water and putting lands under irrigation but I love this work and love to give part of my time to public service. It has cost me several thousand dollars a year and a lot of my time but one gets his reward and I am sure you will get yours.

Regarding recommendations for a chairman in the States of Arizona, New Mexico and Texas will say, A. H. Gardner of Tombstone, Arizona, one of the members of the State Highway Commission of Arizona is your best bet.

You can write him as frankly and freindly as you do me. I am sure he will cooperate 100%.

In New Mexico the only part is the south that are interested, in fact three or four towns, namely, Las Cruces, Lordsburg and Rodeo. The man to write to is Willard E. Holt of Lordsburg. He is the secretary of the Chamber of Commerce there, an old chap 70 years old but a go getter.

In Texas write to H. L. Birney, c/o Myers Company, El Paso. He is the President of the Broadway of America but a live wire. He is one of the most prominent bankers and business men that El Paso has. He will tell you who to hook in with in Texas.

If I was selecting the State chairman it would come from either Houston or San Antonio and Herral Ayres should tell you who is the best man.

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chamber of commerce and to the highway commission of each state some news items pertaining to the proposed motorcade trip.

Have three or four good men start twenty-four hours ahead prepare most of the literature in advance and have them stay a day ahead all the time filling the newspapers with all the news you can get them to take and above all things you should have a good publicity man with your motorcade notifying those ahead each day what has taken place during the day before so that you will create excitement - the more the better.

Meetings should be arranged all along the route if for only ten or fifteen minutes and luncheons and evening meetings are absolutely imparative - mass meetings, everybody invited.

You need not hesitate to write me at any time about any feature. I will be glad to help you in any way I can.

You have had one blankety blankety thing after another frost, hurricane and the Mediterranean fly. We sympathize with you and here is the biggest opportunity for the least money to let the Nation know that Florida is on the map by pulling off an honest to goodness motorcade.

New York, Chicago and all the eastern papers carried our Broadway of America motorcade news. It was even published in England and France. The clippings were sent to me.

The main thing is to get as many newspaper reports from as many newspapers enroute to make the trip.

I raised a fund of nearly \$4000, gave \$1700 of it myself paid all my own expenses and my wifes and furnished a Cadillac car.

I lost 20 pounds, was gone a month, but I could afford to lose 20 pounds as I weigh 220 and I did not miss it and would not have missed the trip for \$10,000 - one of my life's experiences.

Your letter to Ayres asking who is Colonel Fletcher - Colonel Fletcher is a man who has had to break through with

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Unfortunately Ayres has not the personality and to a great extent has lost the confidence of his people. I understand he has resigned from the Old Spanish Trail and I question very much whether or you should tie up much with him.

I believe he is sincere and honest but he has failed to hold his people and I would not tie up too strongly with him but run a separate organization entirely.

Let this be known as Florida's motorcade to California, and invite all the chambers of commerce on the Old Spanish Trail enroute.

By all means come west from Lordsburg via Rodeo, Douglas and Bisbee to Tombstone, Tucson and Phoenix. This is the U. S. government highway No. 80. You should follow U. S. No. 80 all the way to San Diego from Phoenix it goes to Yuma, El Centro and San Diego.

I will take care of California for you and will have a big delegation from the Imperial Valley and enroute to San Diego.

There is to be a Broadway of America meeting in Hot Springs Arkansas in October. You had better write a letter to Birney, the President as to when it is going to be so your dates will not conflict.

My recollection is that you leave on the second of October and get here about eight or ten days later.

There are two vital things for you to keep in mind. First, get, if possible a U. S. Senator or Governor or Lt. Governor, or the highway commission of Florida some body in authority that is truly representative of the state.

You had better bring along a little music of some kind a male quartet preferred, make each town send a representative or two.

The Rotary Clubs and Kiwanis Clubs all along the route played ball with us.

Above all things get some good man who is quick witted and recognizes a good story and every week or ten days send out to every newspaper along the route and to each

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an ax without a dollar of backing from any one and for forty years have been in San Diego, married a wonderful woman who has given me ten children. His life's work has been land and water development. He has his enemies as well as his friends and his best references are Dun and Bradstreet, or any bank in San Diego.

With kind personal regards and hoping that you will keep me posted as to how things go, I am

Sincerely yours,

EF:AK

June Twenty-fourth,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Florida.

My dear Mr. Wernicke:

On my return from a two weeks trip I find your letter of
June fourth.

I am glad to see you staying with the program. My advice
is that you take up officially all matters with the San
Diego Chamber of Commerce.

I have been working for 20 years on National Highways
and will not take the responsibility and time again
to bother with it and for other reasons I suggest
that you make arrangements with the Chamber of Commerce.
As you know there is always a certain amount of jealousy
that exists.

Yes, I am a charter member of the Al Bahr Temple.

Will be mighty glad to see you personally and will cooperate
with you in every way I can on your motorcade that I am
sure will be a success.

Why don't you call it "Old Spanish Trail Motorcade"?

With kindest regards,

Sincerely yours,

Wernicke Engineers, Inc.
Pensacola, Florida

June 28, 1929.

Col. Ed Fletcher,
1020 Ninth Street,
San Diego, Calif.

Dear Colonel:-

I have been out of the city for sometime,
and now on returning find your letter of the 24th. I
can appreciate the position which you picture. I am in
very much the same situation myself, and in the circum-
stances will assume that you are going to be a top-notch
"pinch-hitter" if as and when the emergency may arise.

The name finally adopted for this event is
"Old Spanish Trail Motorcade to California". This seems
to avoid any jealousies or recriminations. The caption
tells the whole story.

We are beginning now since our legislature
has adjourned to work this state thoroughly. Much depends
upon what we do in Florida whether the motorcade will be
a success or not. We believe that our Governor will head
the list of sponsors. I will be able to tell you the
truth about this matter in a few days.

With sincere personal regards, I am,

Sincerely,


O.H.L. Wernicke.

OHLW B

EF:AK

Handwritten notes:
Diplomacy
August 1, 1929
August 2, 1929
August 3, 1929
August 4, 1929

July Third,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Florida.

Dear Mr. Wernicke:

I think "Old Spanish Trail Motorcade to California" is a mighty good name. You are using diplomacy. No one can be offended and it is up to you to do your best work in Florida.

As Florida so the rest of the states will do. The bigger the men you can get the better.

Yours very truly,

EF:AK

August Thirteenth,
1 9 2 9,

Mr. O. H. L. Wernicke,
15 West Garden St.,
Pensacola, Fla.

My dear Mr. Wernicke:

Answering yours of August eighth, enclosed find copy of letter I have written to Mr. Hal Hobson, President of National Highway Committee of the Chamber of Commerce, a good scout and a man who will deliver the goods, I am sure.

My suggestion is that you handle this matter direct with him and he will make all arrangements.

You are putting over a real thing and California will give you a royal welcome.

With kindest regards,

Sincerely yours,

EF:AK

August Sixteenth,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Fla.

Dear Mr. Wernicke:

Enclosed find circular on Callisbad Caverns which I received today.

Don't fail to take this trip. I consider this one of our best trips to Memphis.

Yours very truly,

EF:AK

6000 11/10/29
2000 11/10/29
1000 11/10/29
500 11/10/29
100 11/10/29

August 25, 1929.

New Orleans Association of Commerce,
P.O. Box 1400,
New Orleans, La.

Gentlemen:-

Attention: Mr. J. Walker Ross, Jr.

I am glad to have your assurance that your Bureau wants to cooperate with this motorcade. I shall be glad to learn the result of the meeting of the C.S.T. Committee held August 21st to effect such cooperation.

It is the plan of my committee to let each state manage its own affairs with respect to this "trek". I need not tell you that the C.S.T. needs publicity and that no place between St. Augustine and San Diego will benefit more than New Orleans from increasing travel on this all year open highway from coast to coast.

We expect to reach New Orleans October 4th with 100 Florida cars in line - and hope that Alabama, Mississippi, and Louisiana will match our enterprise. Texas has notified this office that it would contribute as many cars as the four states to the eastward could get across the Sabine. Let us give them a real thrill by crossing into Texas with 200 or more cars from Florida, Alabama, Mississippi, and Louisiana.

The wealth creating publicity of a motorcade depends on news features. We better stay home than to run a featureless code. Here in Florida we are proposing to have each of our 67 counties represented by atleast one car. We shall have some "beauties" along which we challenge the world to match.

I know what New Orleans can do if it wants to. I can't do your staff for you - that's up to you, but I shall never be convinced that New Orleans will fail to function in this affair, as its importance deserves unless some one whose business it is has fallen down on the job. Those who come from Florida as far south as Key West will have traveled 1800 miles when New Orleans is reached. These cadets are boosters and agents for every city and state along the trail. It calls for three to four weeks time and a big cash outlay for every participant.

New Orleans Association of Commerce - 12. 8/25/28.

These facts justify the expectation that every hotel along the route will give rates not exceeding fifty per cent of their usual summer schedule, and that all bridge tolls will be waived. I shall be happy to learn that New Orleans is prepared to take care of its interest, and the interest of Louisiana in this event which the sponsors hope to make the most outstanding affair of the kind ever staged anywhere.

Sincerely,

G. H. L. Wernicke, Chairman.

CHLW B

Copy to: Chamber of Commerce, Mobile, Ala.
" " " Biloxi, Miss.
" " " Gulf Port, Miss.
Mr. Herral Ayres, Gunter Hotel, San Antonio, Tex.
Col. Ed. Fletcher, 1020 Ninth Street, San Diego, Calif.
Times Picayune, New Orleans, La.

August Twenty-eighth,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Florida.

Dear Mr. Wernicke:

I have your letter to the New Orleans Association of Commerce and think it is fine.

I am tickled to death to see the way you are taking hold of everything. You are going at it right.

I have been instrumental in getting Mayor Clark to go to El Paso and meet your motorcade.

Sincerely yours,

EF:AK

September 7th, 1929.

Mr. O. H. L. Wernicke
Pensacola, Florida.

Dear Mr. Wernicke:

I have received the attached night wire from the
Beaumont Chamber of Commerce and have requested
that they get in touch with you.

Yours very truly,

EF:GMF
Encl.

September Tenth,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Florida.

Dear Mr. Wernicke:

Thanks kindly for your letter of the fourth.

Paul Edwards is one of my dearest friends. I have
sent all the data to him and the papers in San Diego
are full of this motorcade trip.

From time to time keep me posted with dope in relation
thereto.

With kindest regards,

Sincerely yours,

EF:AK

September Eighteenth,
1 9 2 9

Mr. O.H.L. Wernicke,
Pensacola,
Fla.

My dear Mr. Wernicke:

Answering yours of the thirteenth we have already made arrangements for moving pictures on arrival in San Diego.

In order to save expense I would suggest that you take moving pictures when you start, getting an extra copy of it, take another one at Mobile, another at New Orleans, another at Beaumont, Houston, San Antonio, El Paso, Tucson, Phoenix and San Diego and combine them all into one.

Above all things don't forget to have the moving pictures taken with the old mission in the back ground wherever possible such as San Antonio, Tucson, etc. Bring the old mission and the Old Spanish Trail landmarks in every where you can.

I have turned your letter over to Hal Hobson who has charge and he will write you.

Let me know how many you are going to start with or rather how many are pledged.

I am Chairman of the Community Chest campaign here and am simply snowed under but we are sending the Mayor to El Paso and I will meet you at El Centro.

We can arrange to feed the whole crowd in the center of our 1400 acre park which you will find is a thing of beauty with a beautiful setting and an ending I hope will be of a most wonderful trip for all.

With kindest regards,

Sincerely yours,

EF:AK

October 16th, 1929.

Mr. O. E. W. Wernicke
San Diego, California.

My dear Dad Wernicke:

Am simply snowed under with Chest work, but will be tickled to death to make that trip at 1:30 this afternoon as we agreed.

I have two seven passenger machines and want 11 passengers.

I have already invited Mr. Thayer and his good wife, Mayor Bayless and John Payne. I would like to have Mr. Holt and Mr. Clark, and enough others to make up 11 people.

I will be at the Grant Hotel at about twenty minutes to a quarter of two today.

I am delivering this message to you thru my representative, Mr. Gill. Please give Mr. Gill an answer that everything is O. K.

Yours very truly,

EF:GMF

November Fifteenth,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Florida.

My dear Mr. Wernicke:

Enclosed find article in this morning's paper that
is explanatory.

I hope Herral Ayres is not back of this unless
he is stepping out of the picture entirely.

Is this something you and your friends approve.

Sincerely,

EF:AK

December Nineteenth,
1 9 2 9

Mr. O. H. L. Wernicke,
Pensacola,
Fla.

My dear Mr. Wernicke:

Answering yours of the thirteenth, it is mighty
sweet of you to do what you have in writing your
two senators and congressman. I appreciate your
letters very much, and consider it a personal
favor.

Regarding the property that you wrote about, this
is located only about 350 miles from San Diego
and I am checking up on it. I will certainly go
the limit to give you any information I can on
the subject.

Wishing you the Compliments of the Season, and as
long as you have sent away the picture I gave
you I am sending you a picture of all the family -
girls thrown in - with my compliments.

Kindest personal regards,

Sincerely yours,

EF:AK

Ed Fletcher Papers

1870-1955

MSS.81

Box: 33 Folder: 13

General Correspondence - Wernicke, Q.H.L.



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