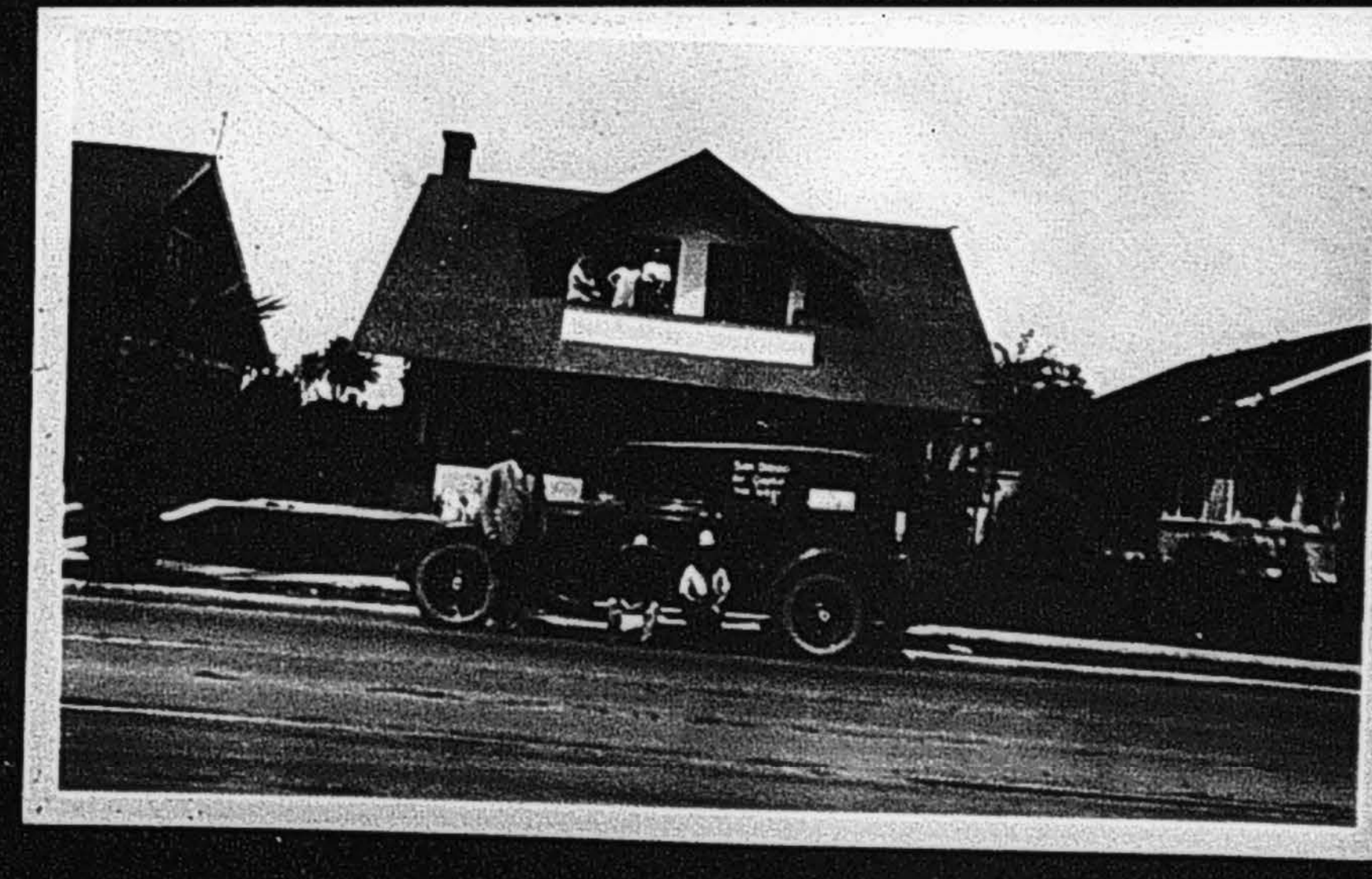
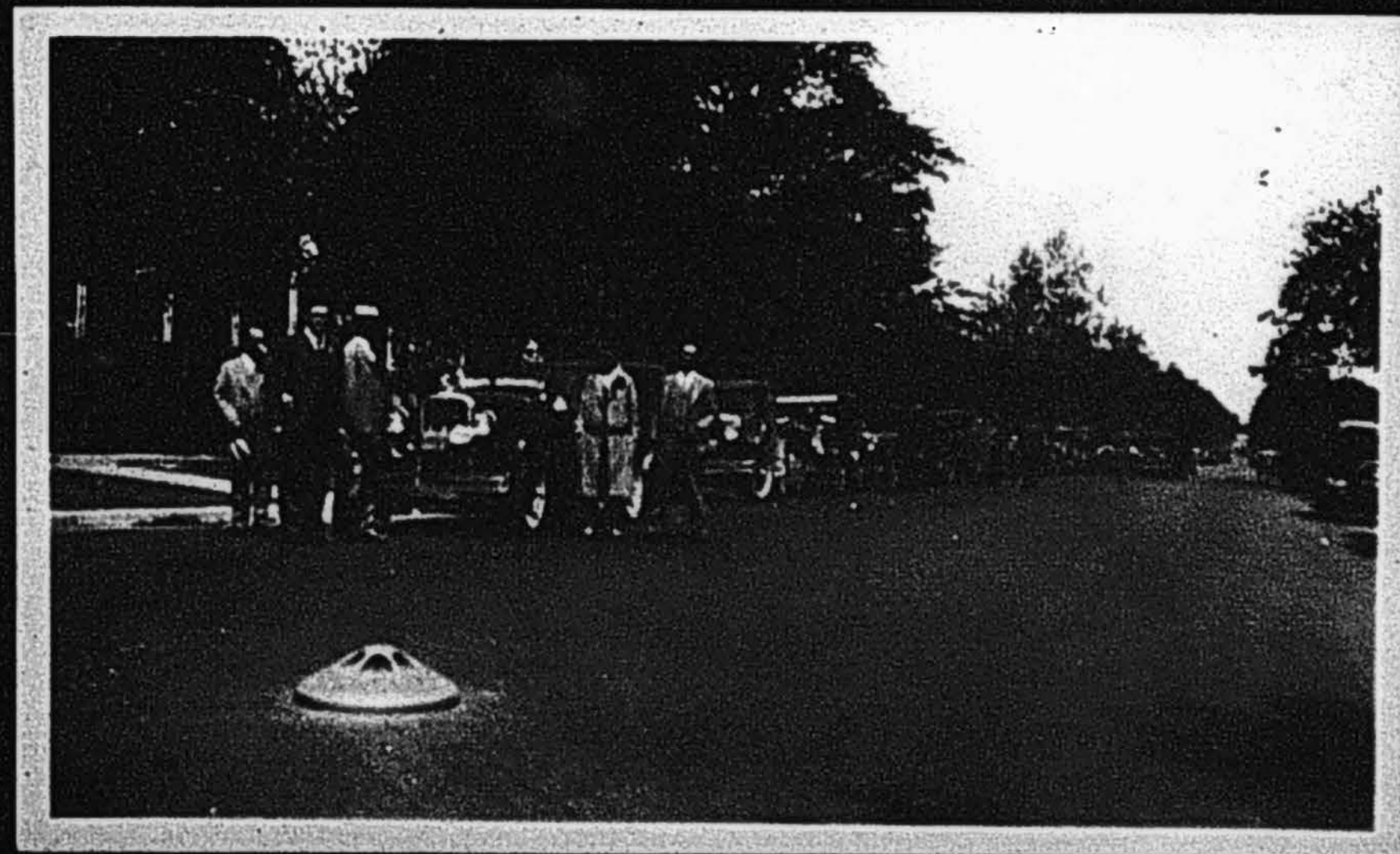
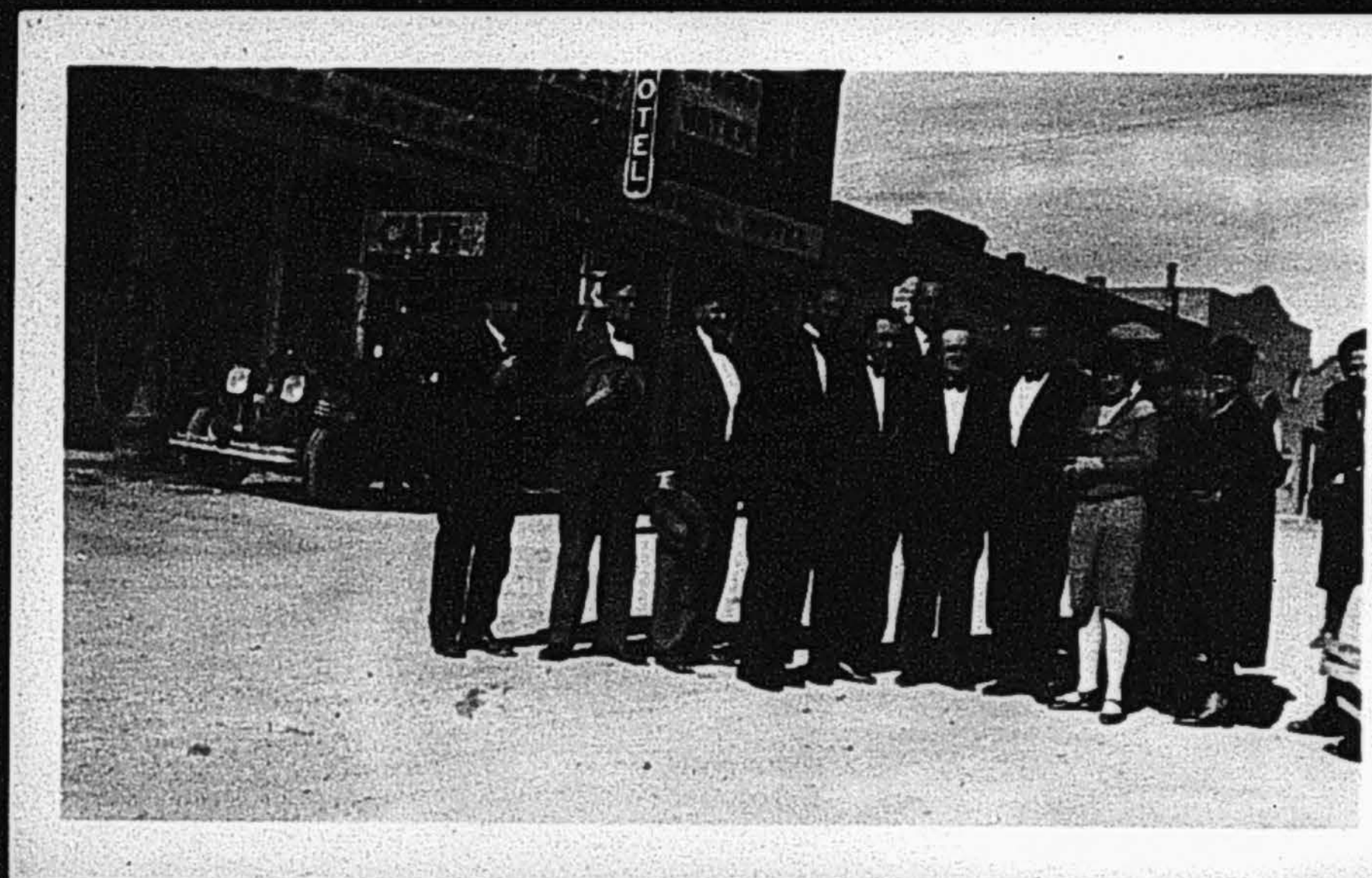
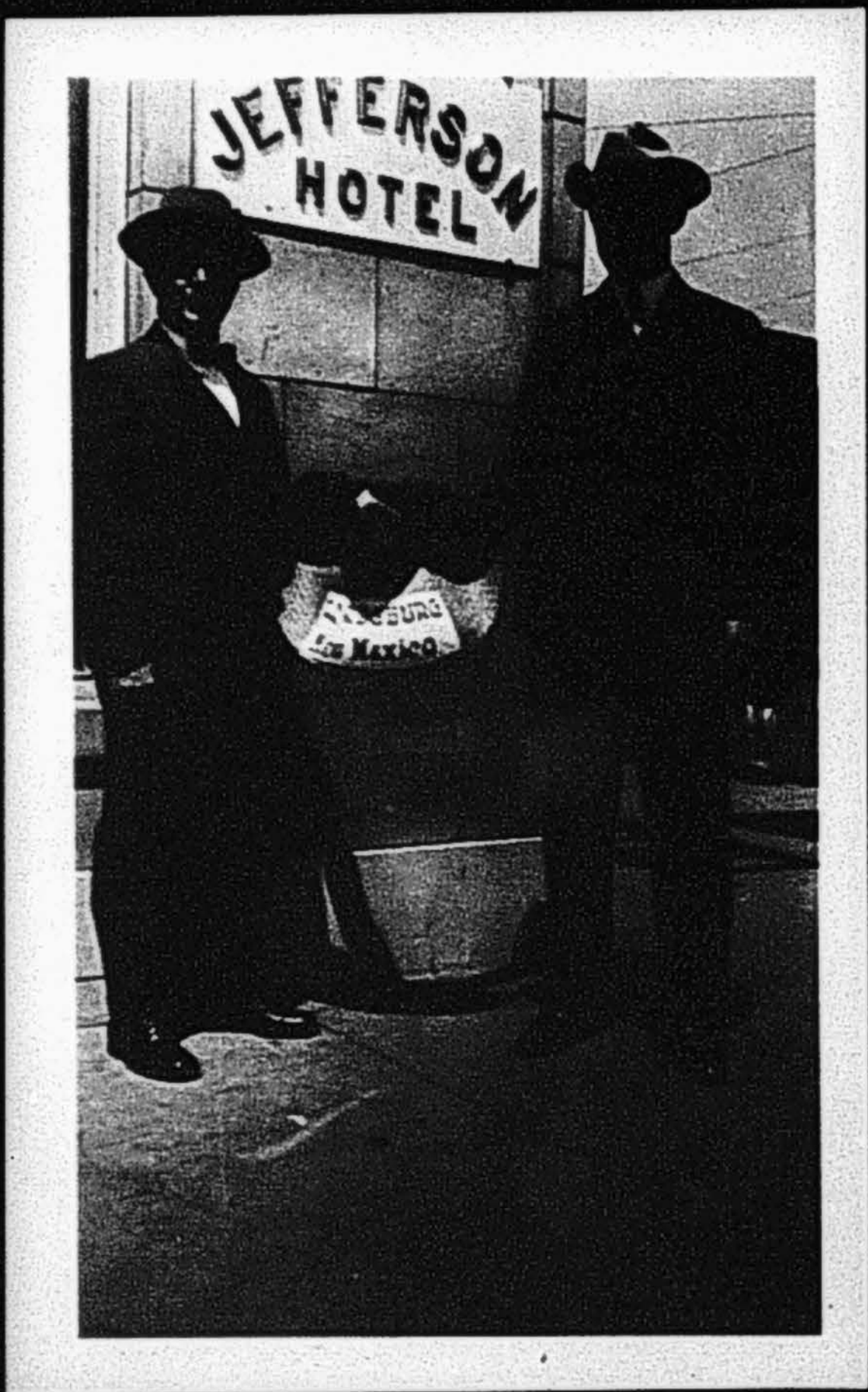
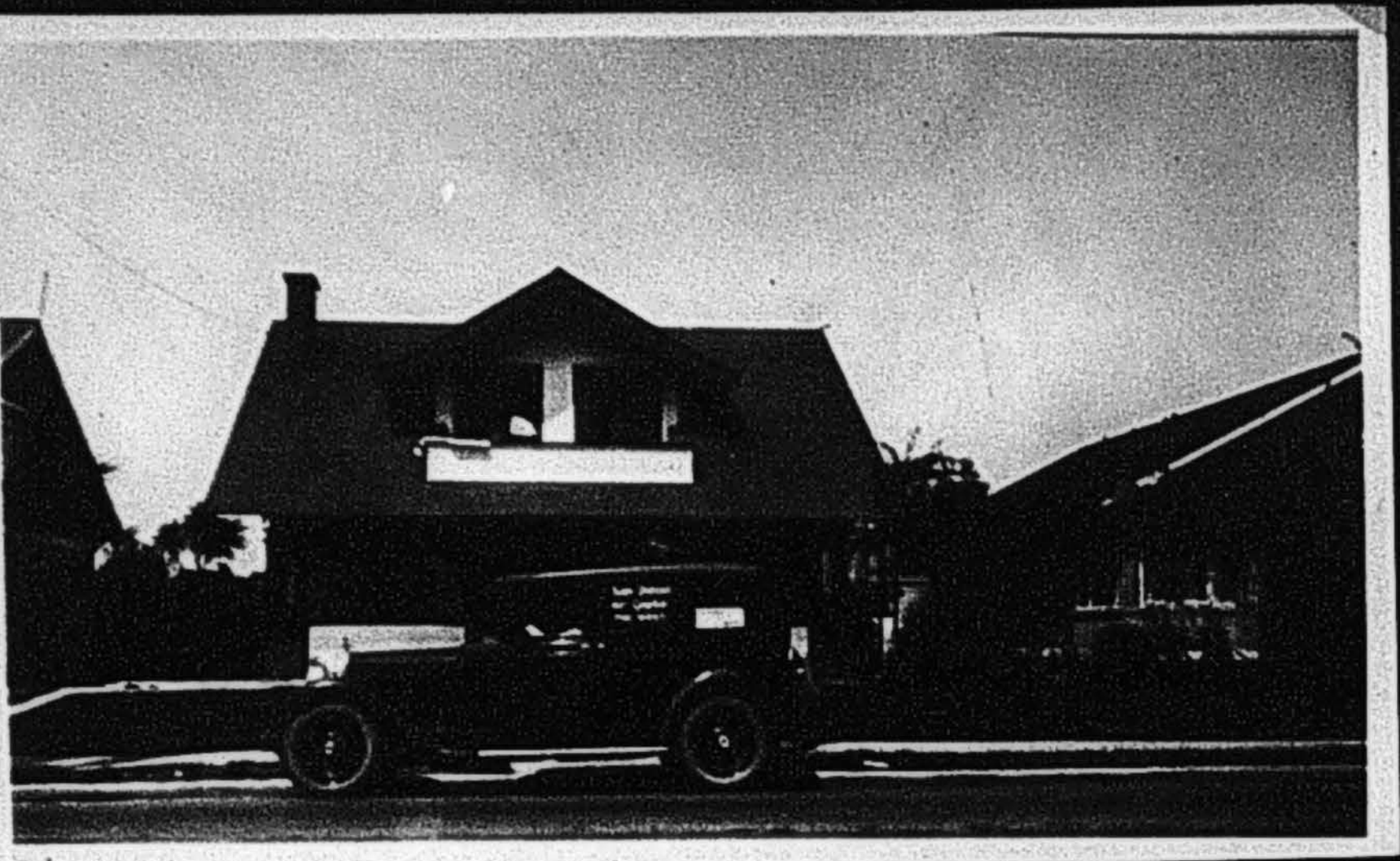


BROADWAY OF AMER.  
26 LOOSE PHOTOS

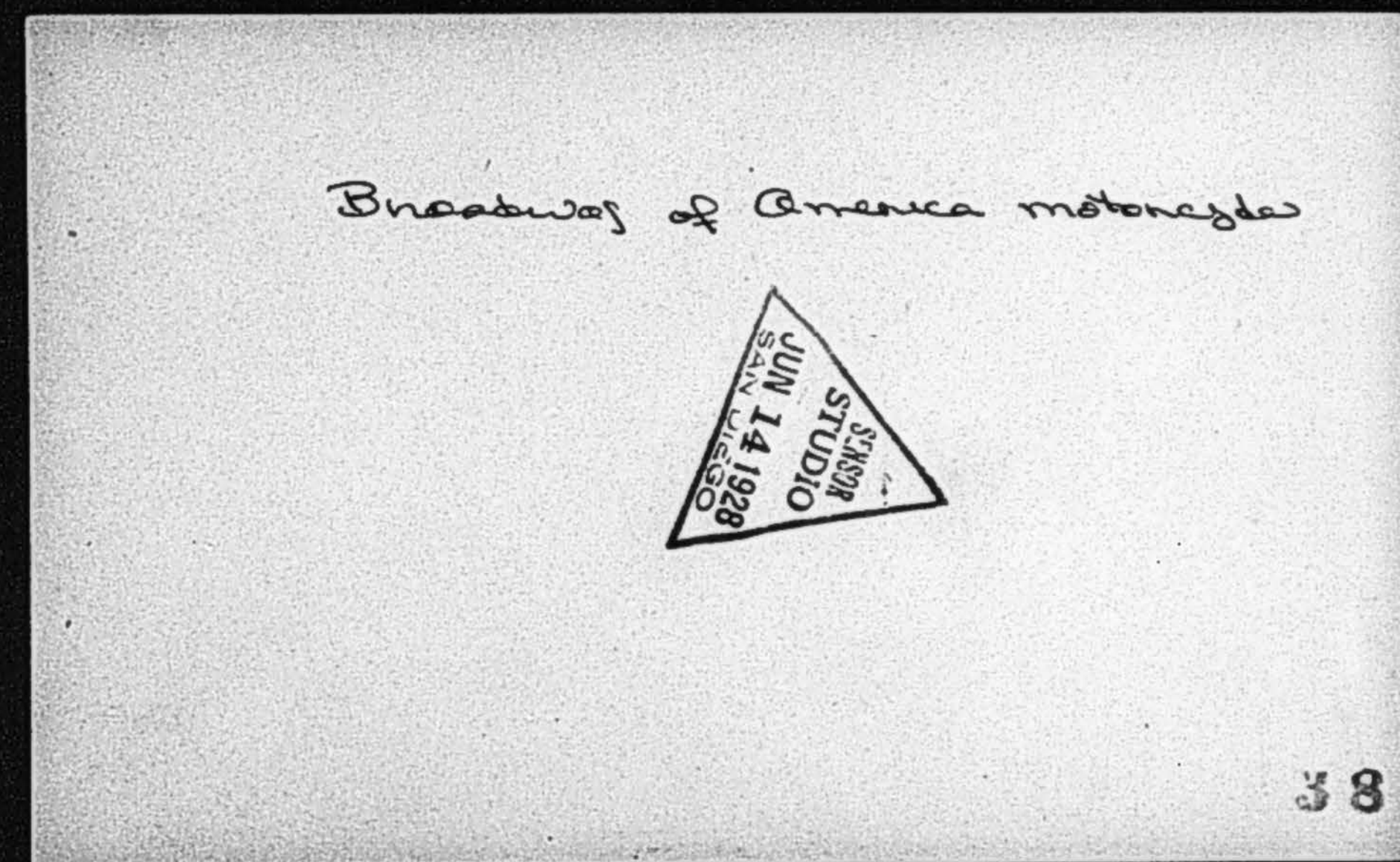
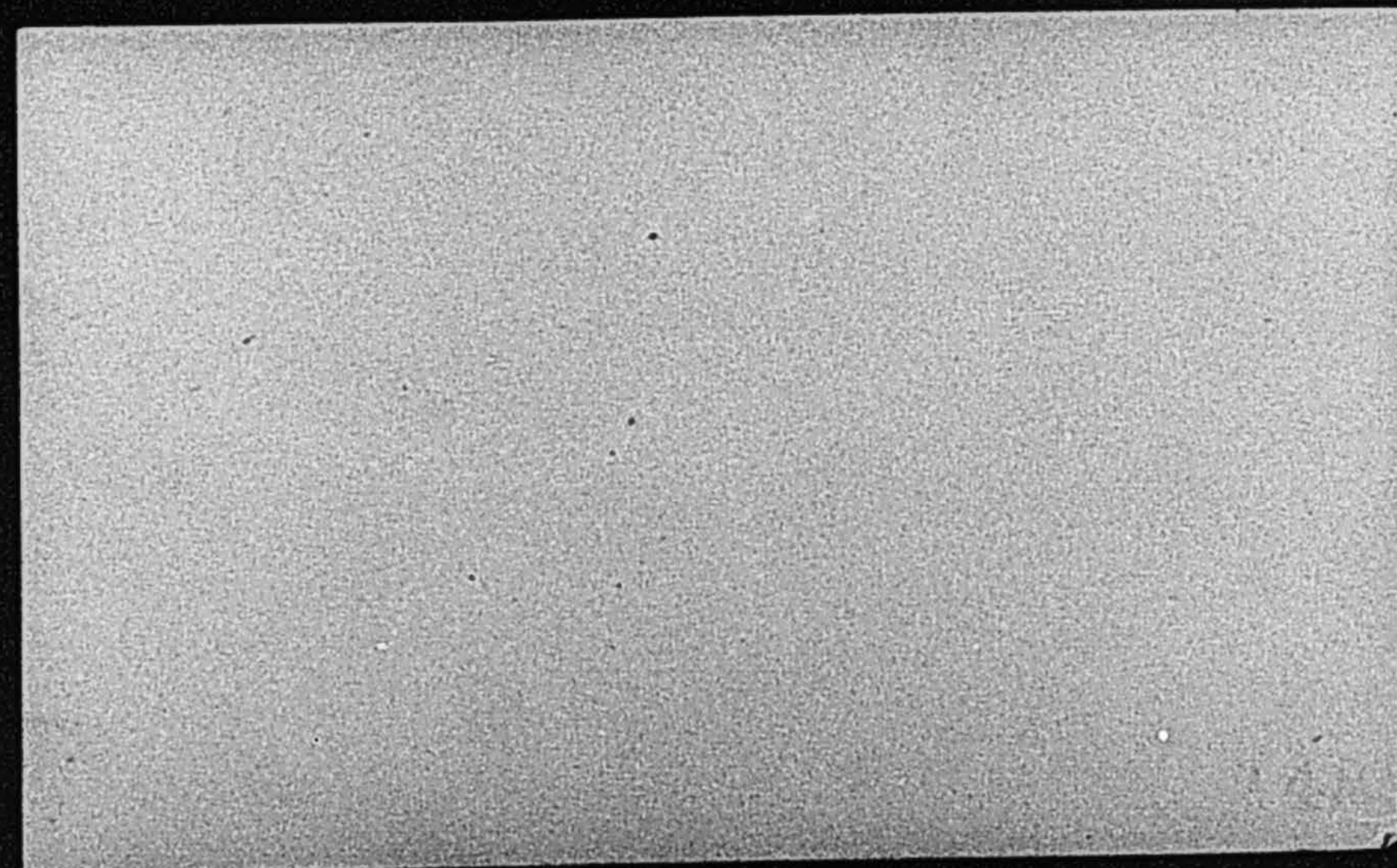
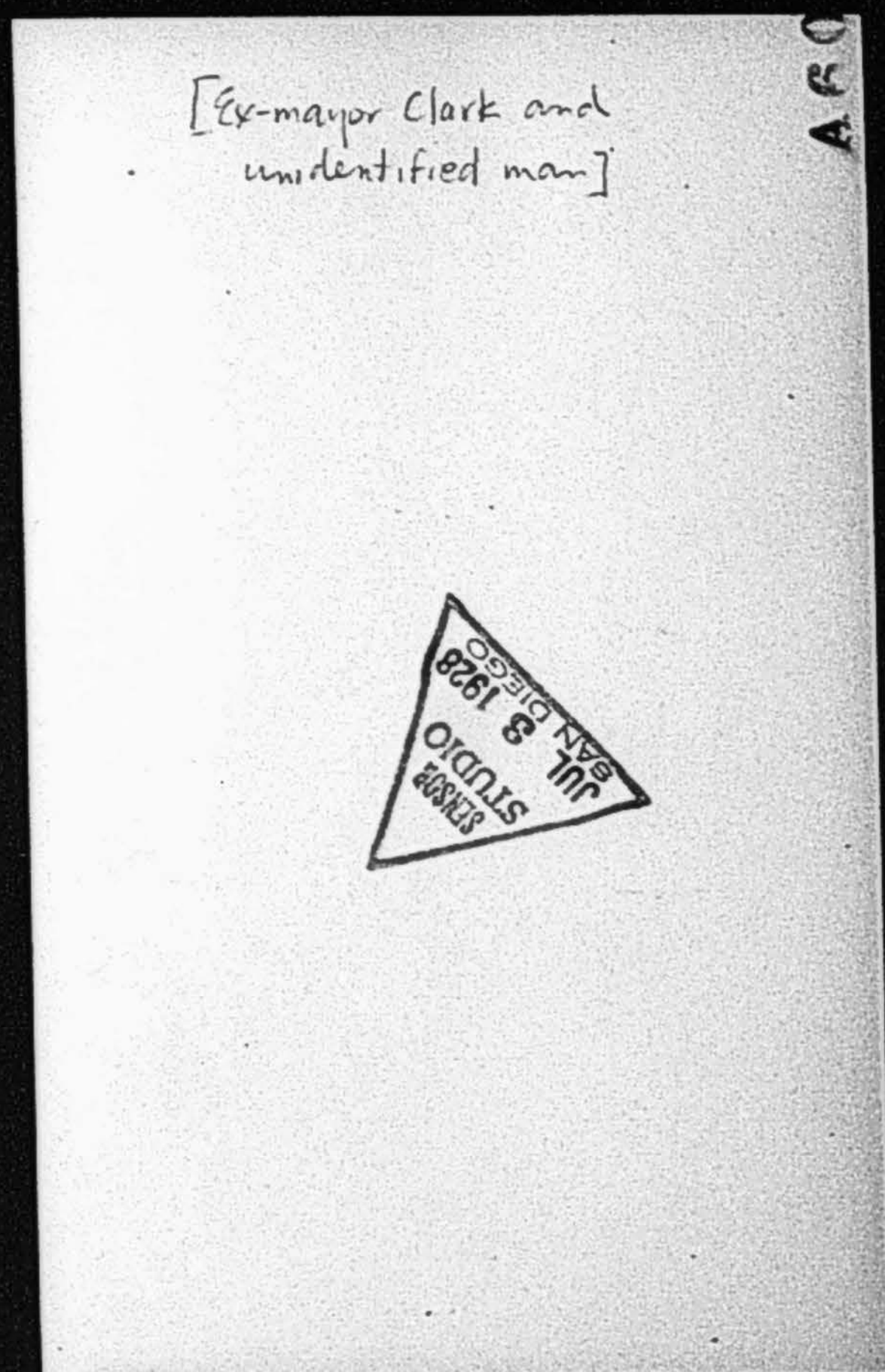
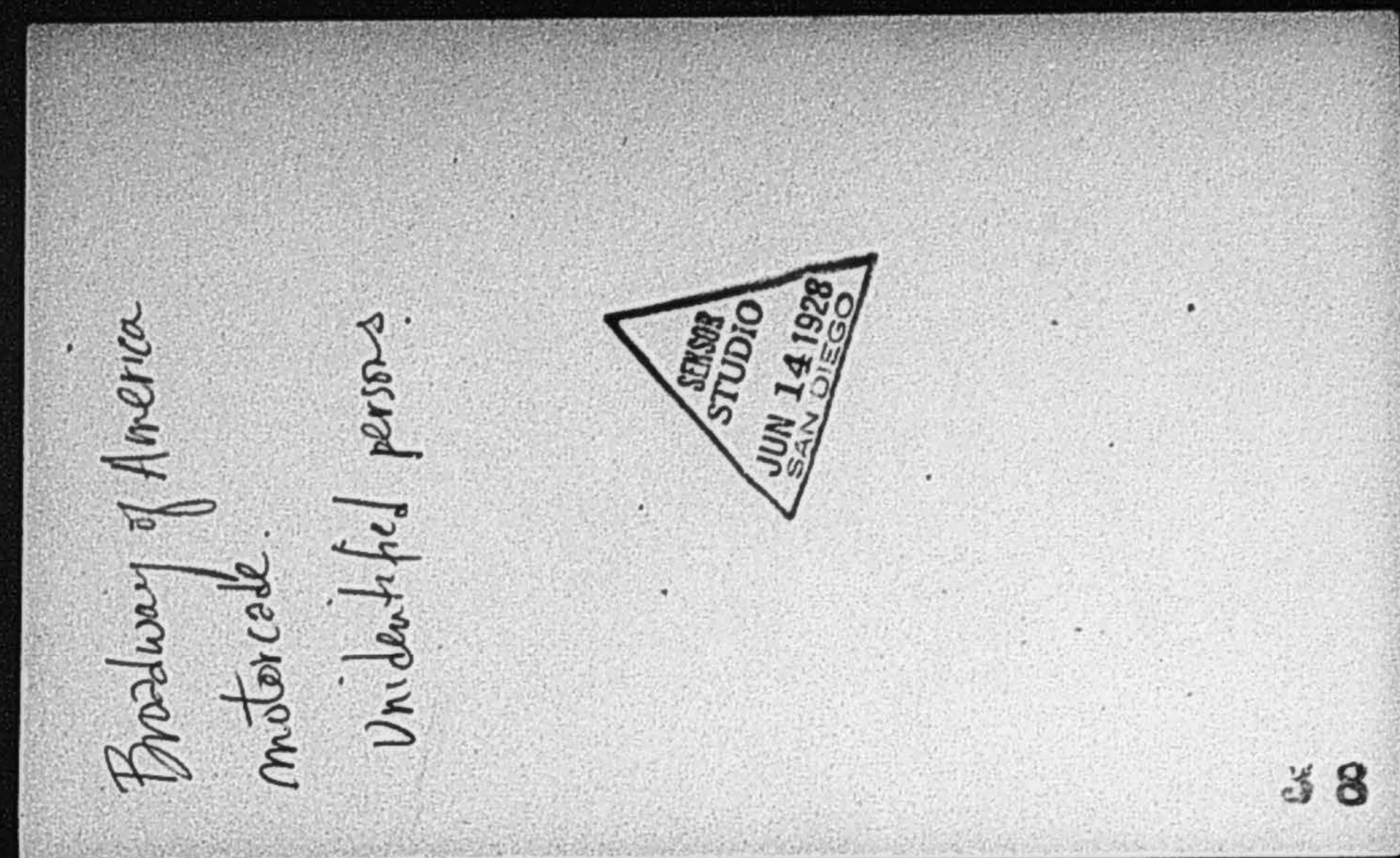
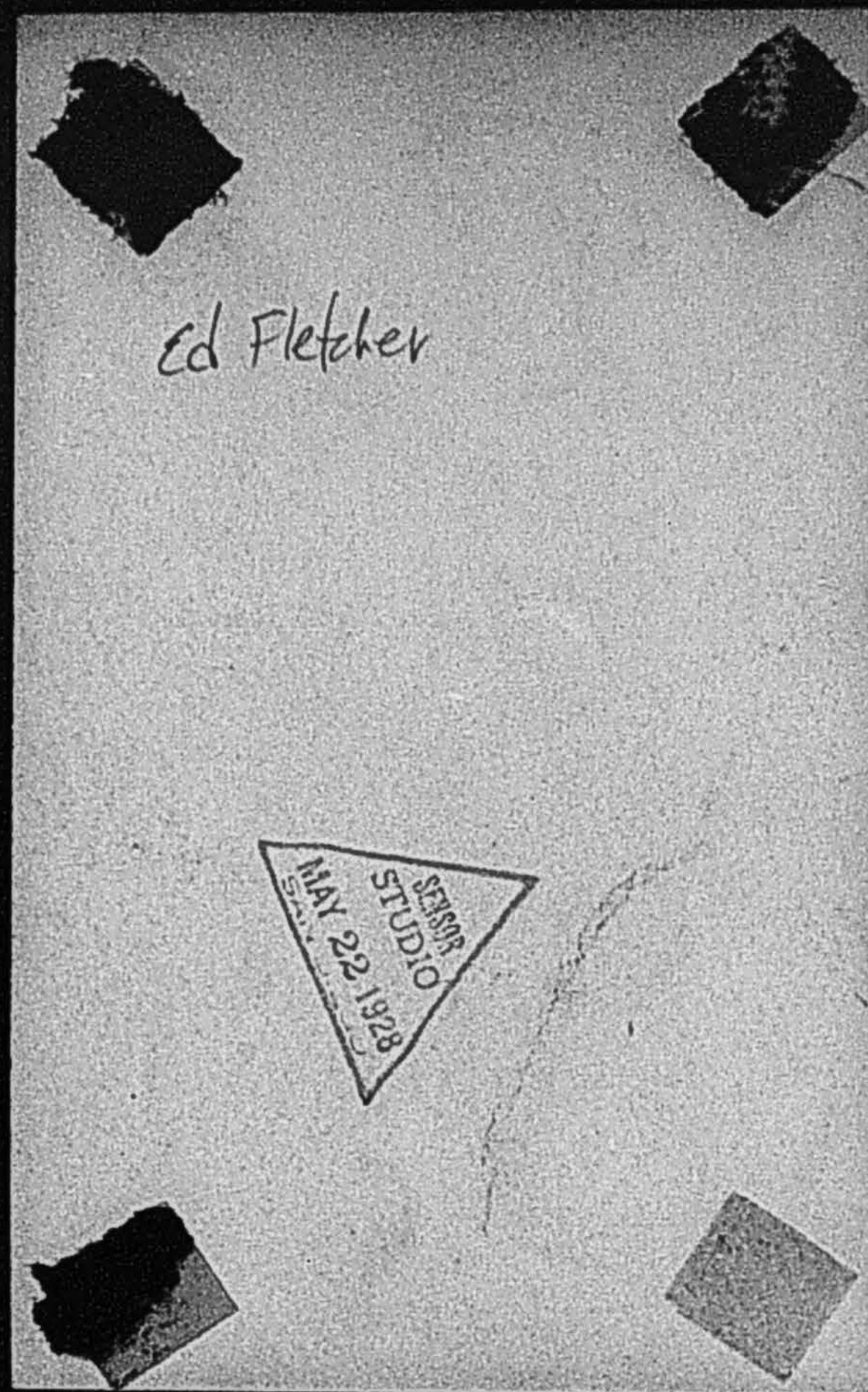
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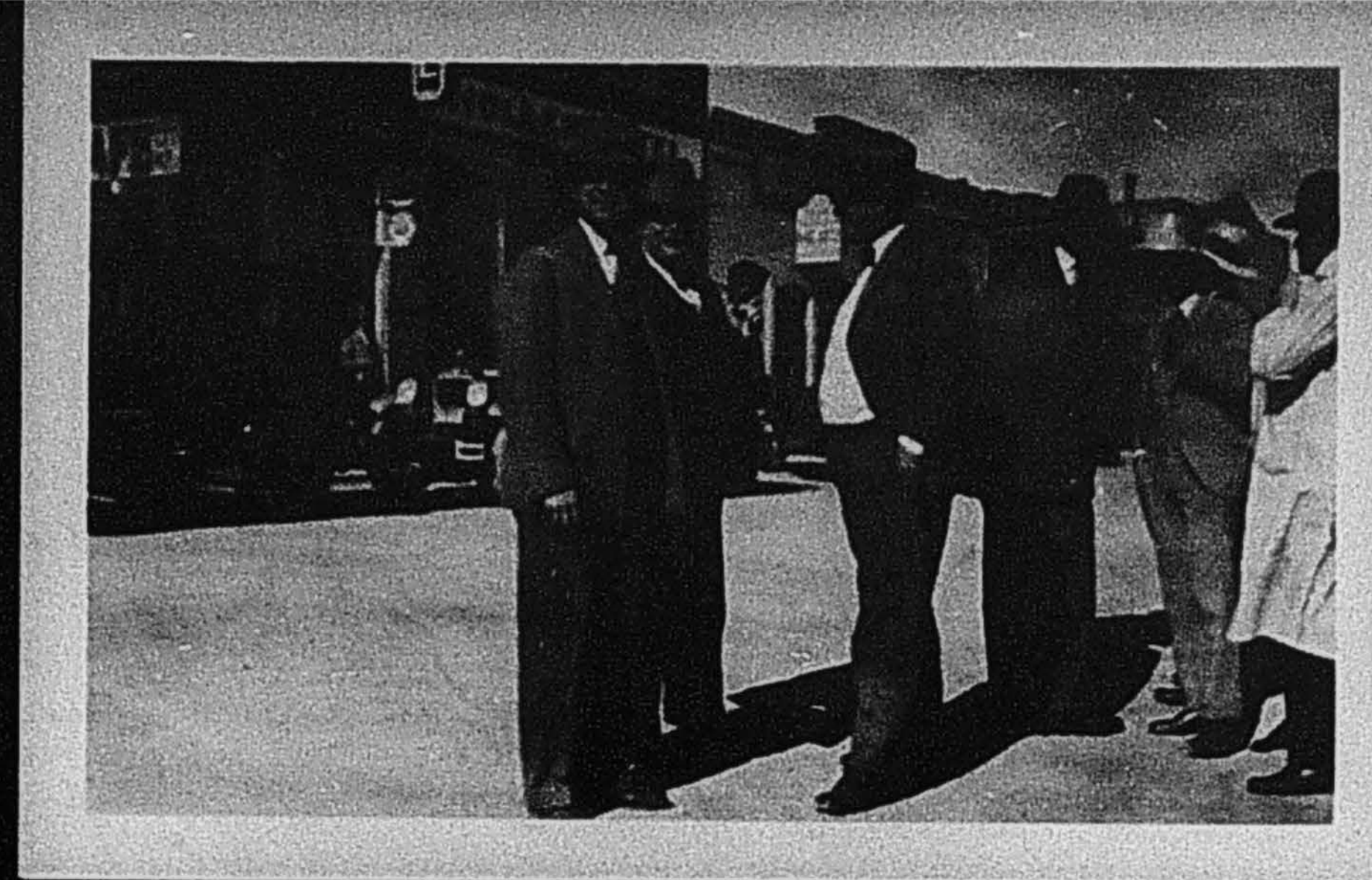
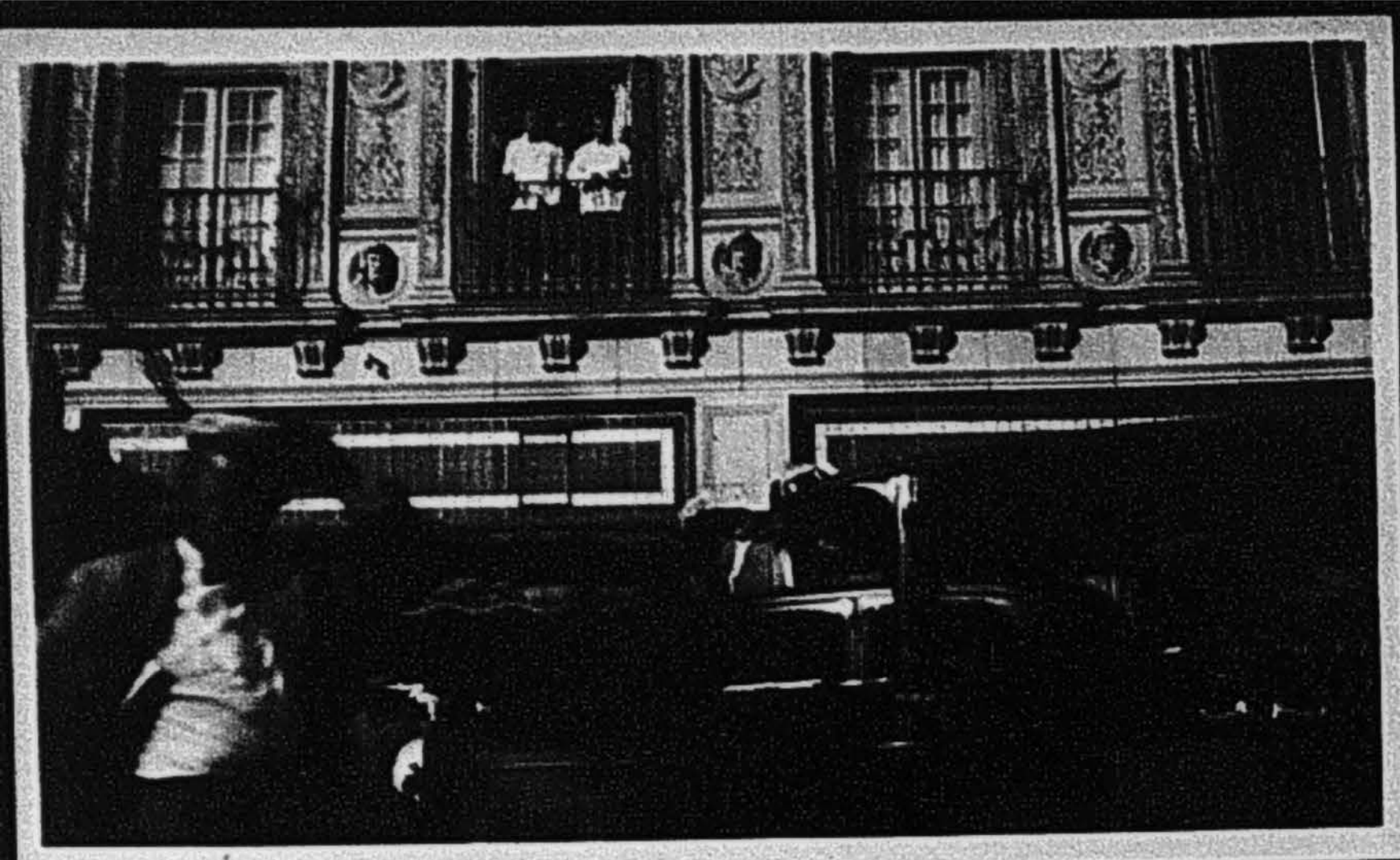






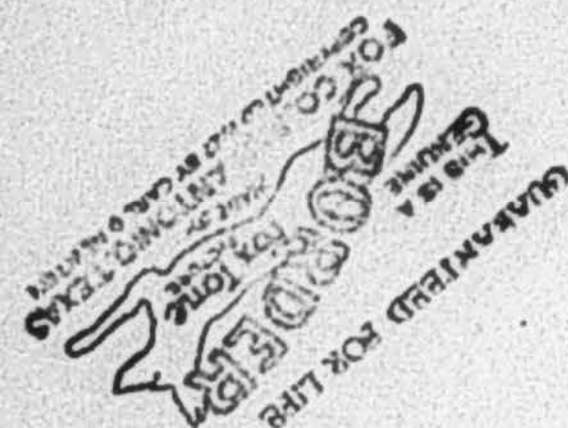








IR  
Broadway Motion  
Case to Memphis in  
1928

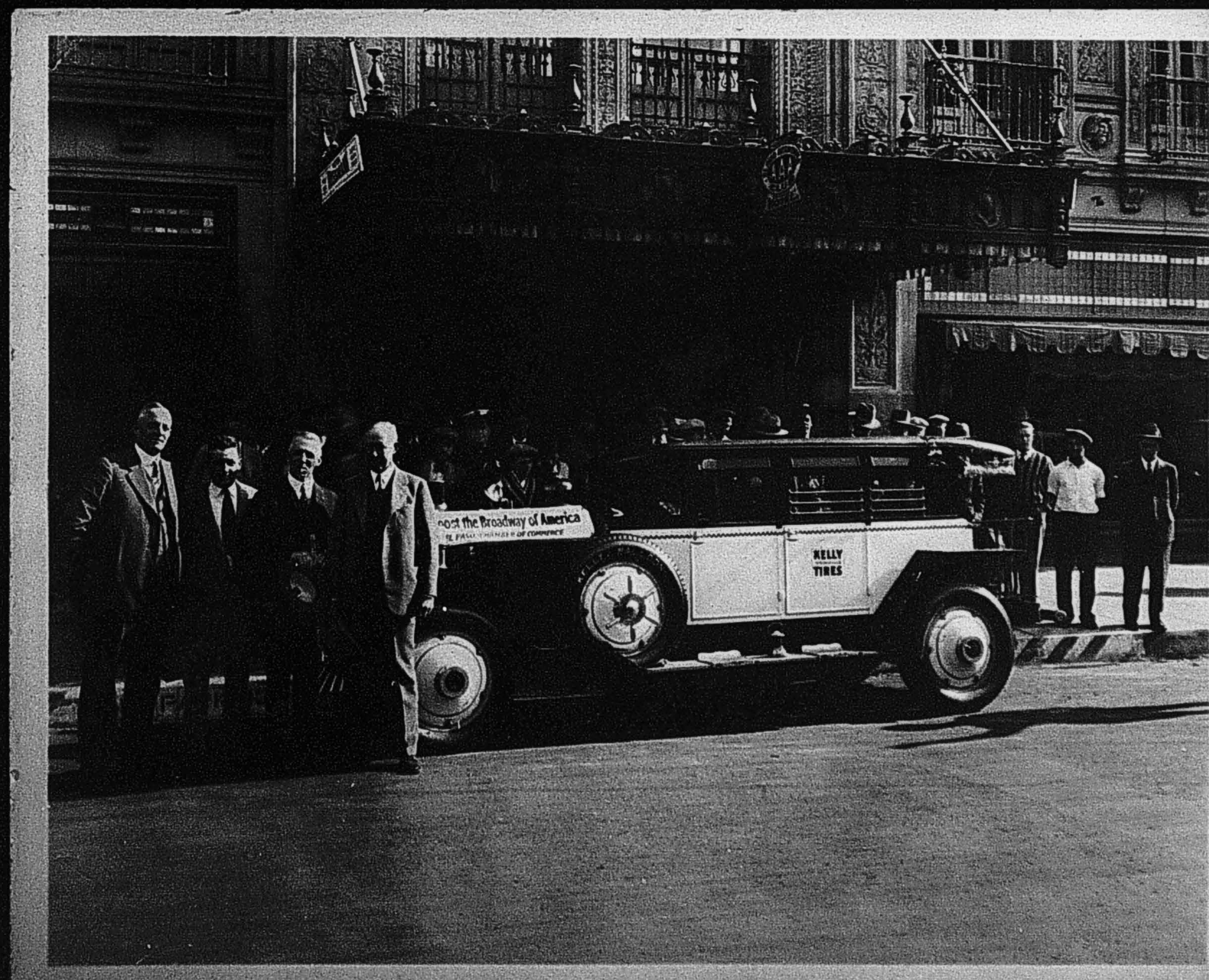
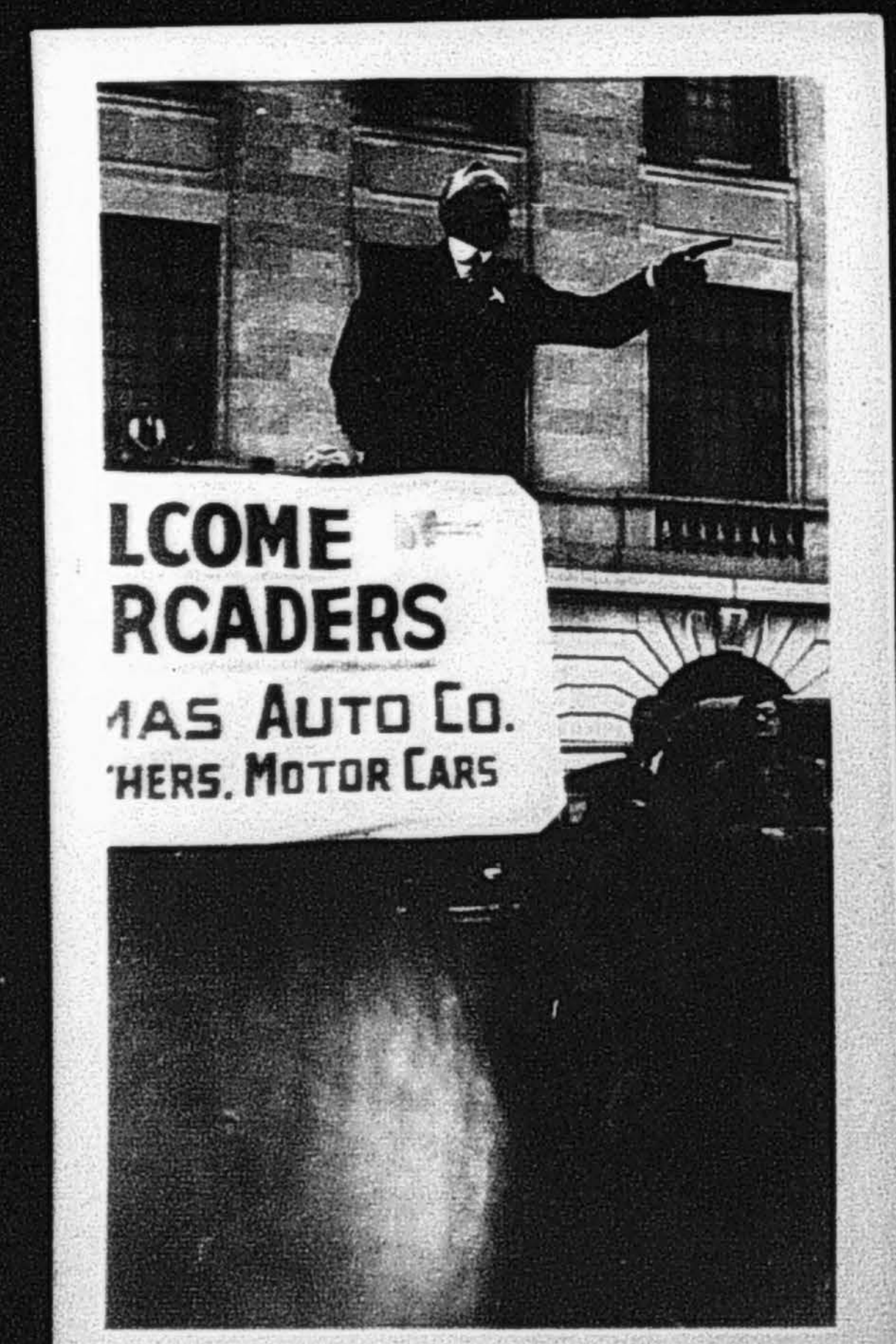
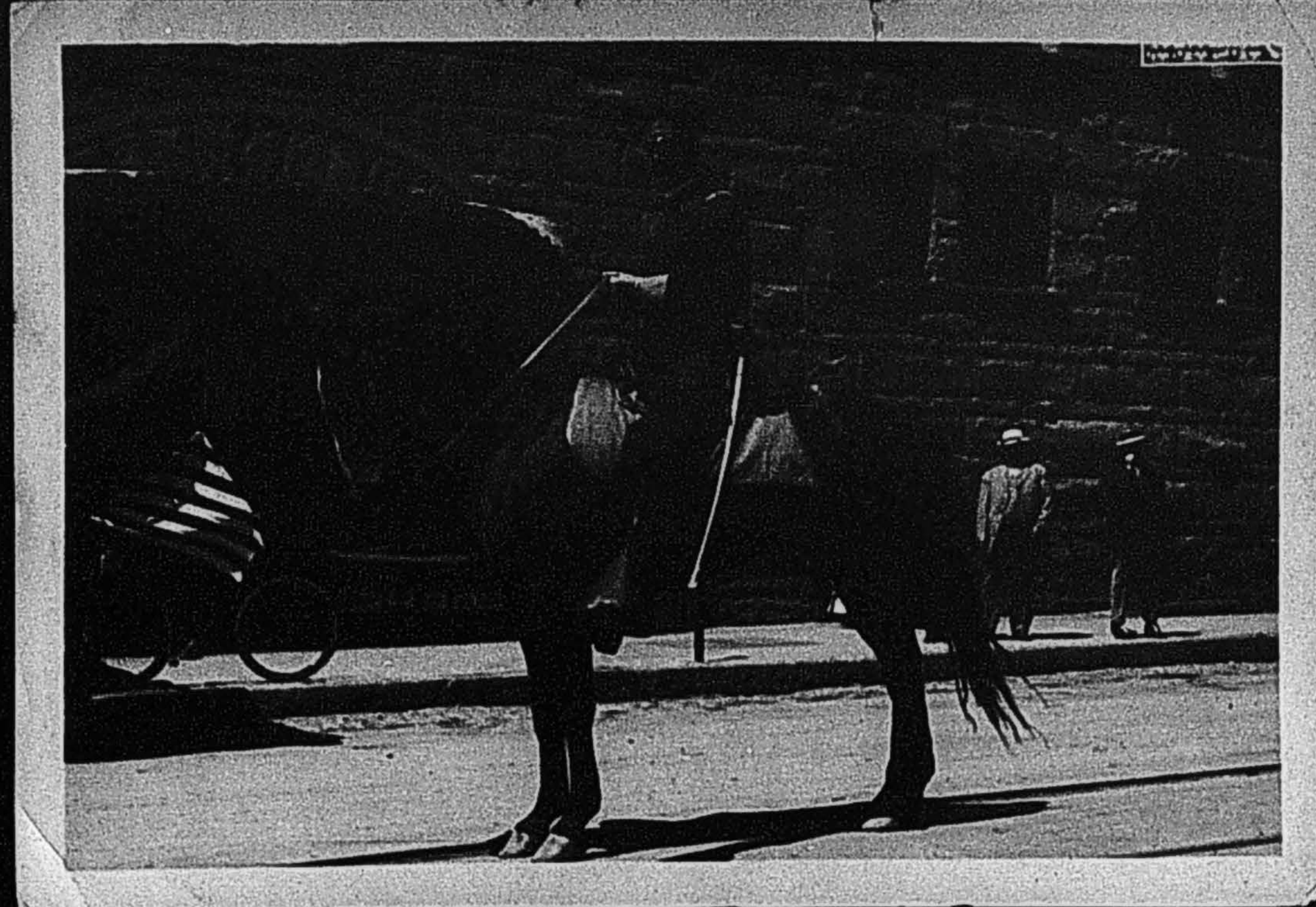
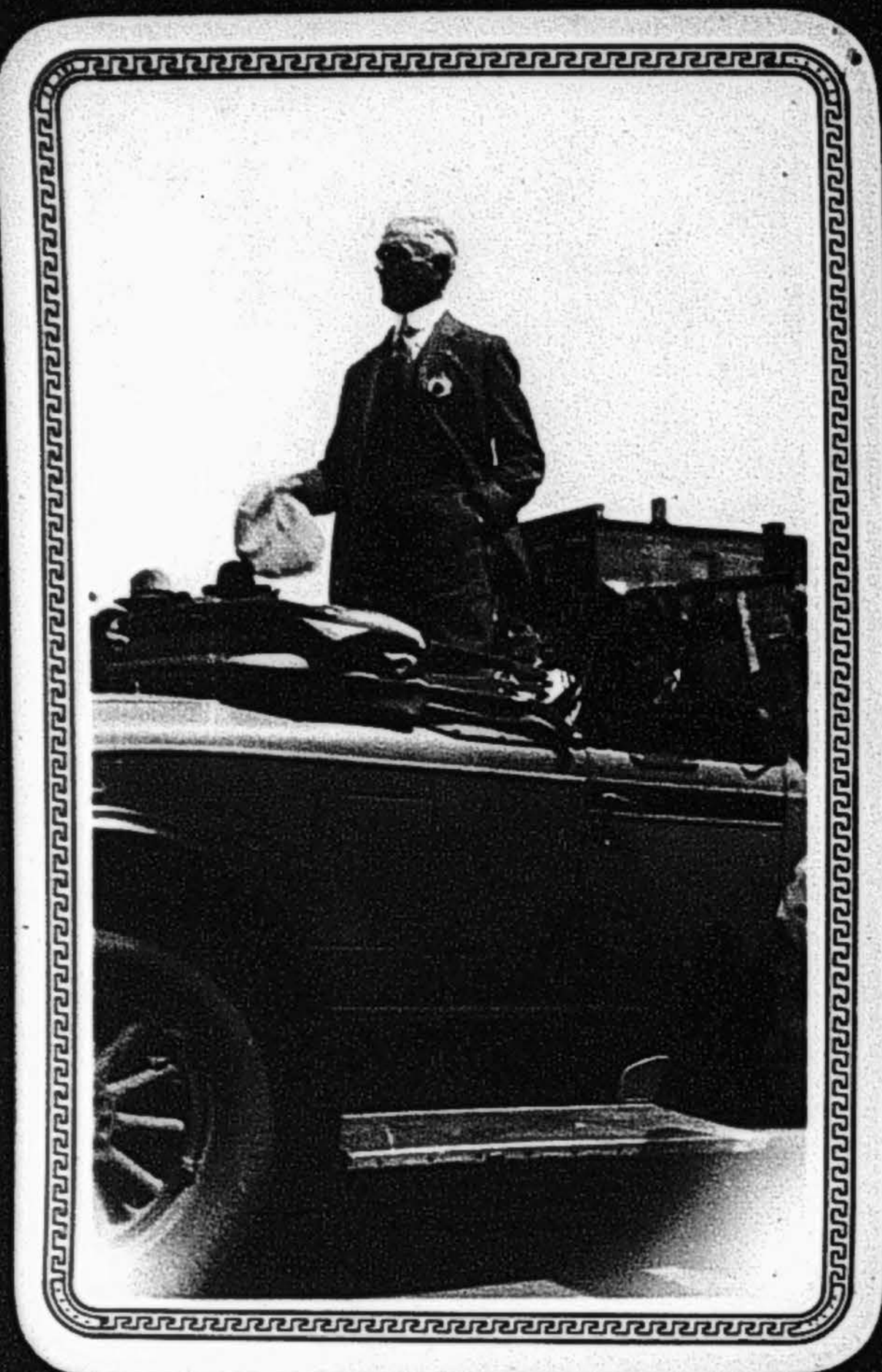


Willard E. Holt  
Fordsburg, N. Mex.  
On the Broadway of  
America

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653

Wallace E. Holt  
Lordsburg, N. Mex.  
On the Broadway  
of America

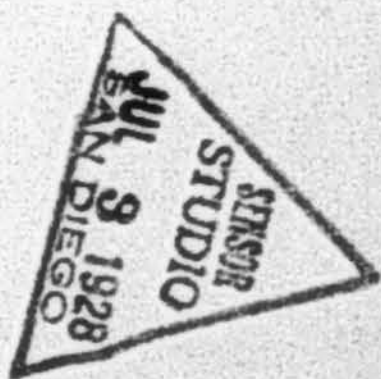
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[Admiral  
making speech] (quest of Fletcher)  
csn491

Col. F.

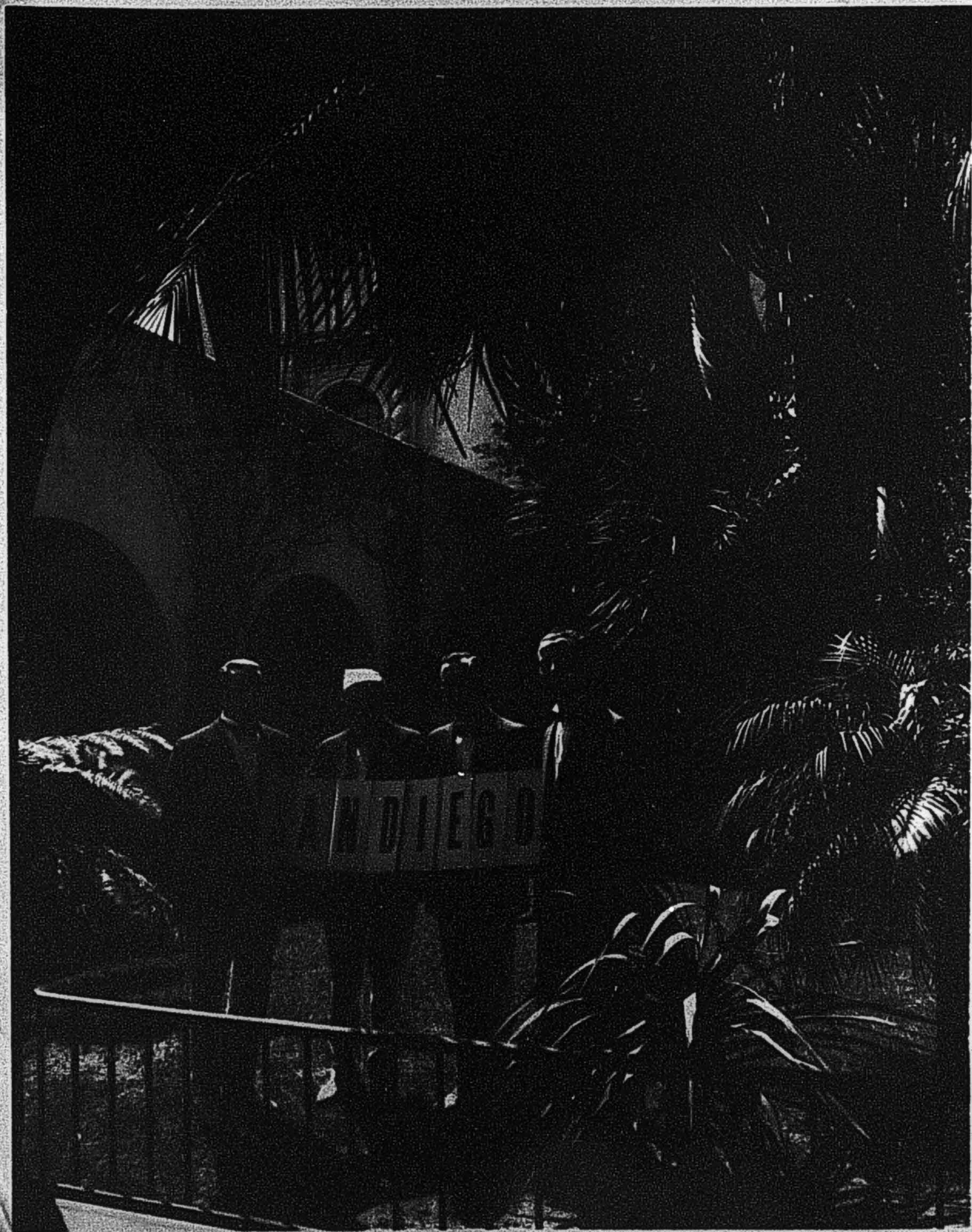
BROADWAY MOTOR  
CAR TO MEMPHIS  
1928



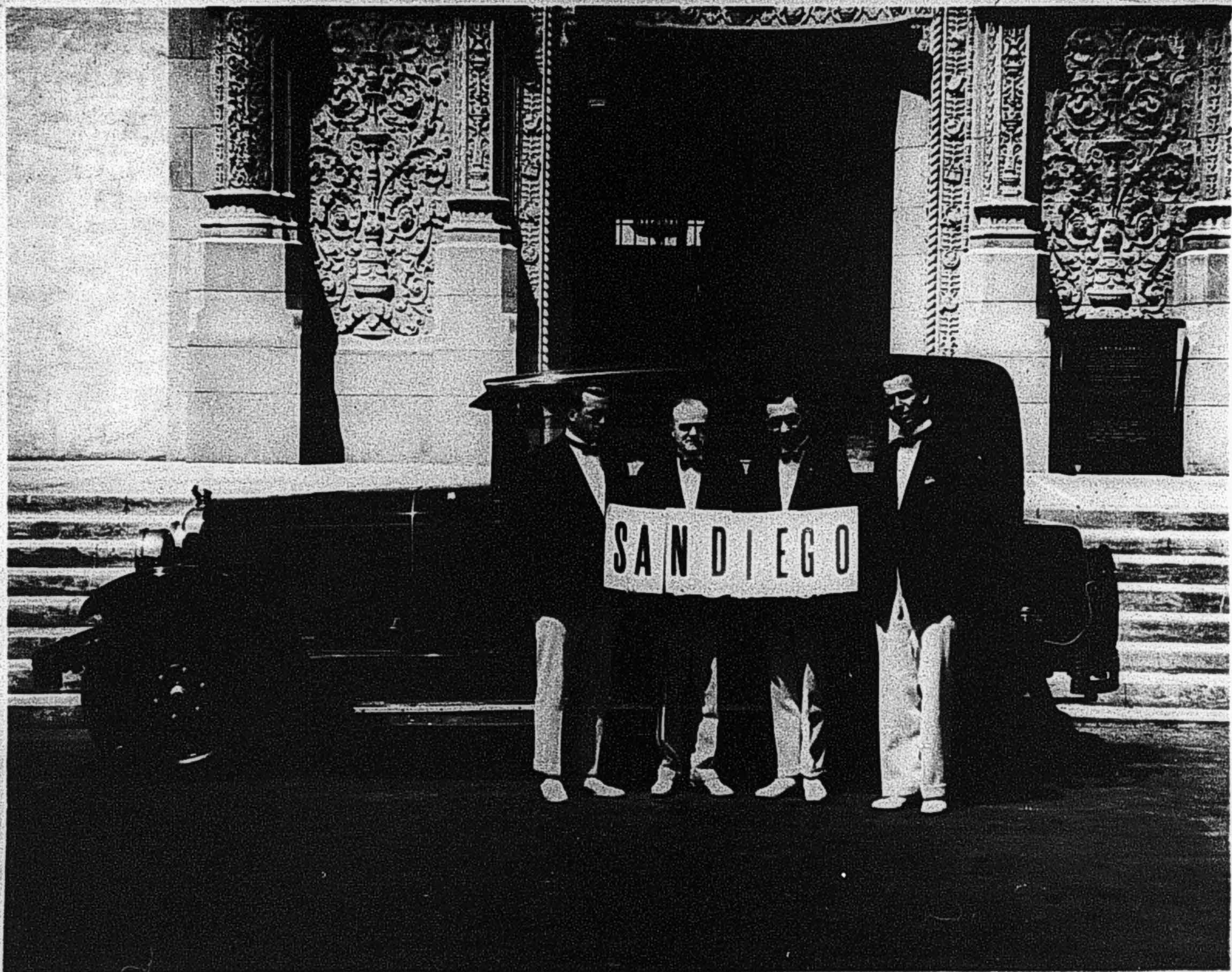
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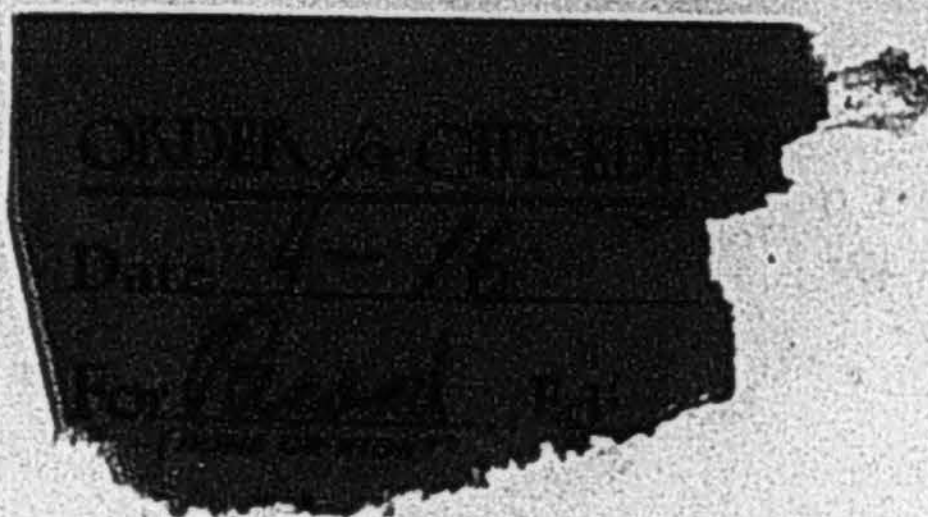


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4-16-78









From the papers of Ed Fletcher, the following letters have been removed to the alphabetized correspondence files:

"BROADWAY OF AMERICA"

SIMPSON, F. W.:

Fletcher to Simpson, (3 letters) 1/19/29, 2/1/29, 9/16/29

Simpson to Fletcher, 9/18/29

WARFORD, L. E.:

Warford to Fletcher, (2 letters) 3/16/29, 8/6/29

Fletcher to Warford, (2 letters) 3/21/29, 8/9/29



# **Itinerary Broadway of America Motorcade**

**SAN DIEGO**

**TO**

**MEMPHIS.**

**BROADWAY OF AMERICA**

**CONVENTION**

**APRIL 20 - 21**



# Itinerary Broadway of America Motorcade

## SAN DIEGO TO MEMPHIS

### April 11.

- Lv. San Diego 2:00 P. M.
- Ar. El Centro—Barbara Worth Hotel 5:00 P. M.

### April 12.

- Lv. El Centro—Barbara Worth Hotel 8:00 P. M.

Those desiring to go to Yuma Friday night will secure the same reduced rates at Hotels Del Minto, Hotel Arizona, or Hotel Lee.

- Lv. Yuma 10:00 A. M.
- Ar. Ten miles west of Phoenix at 5 P. M. for parade formation for parade through Phoenix.
- Ar. Chandler—Hotel San Marcos 6:30 P. M.

### April 13.

- Lv. Chandler 8:00 A. M.
- Ar. Tuscon for noon luncheon
- Ar. 3 miles North of Tuscon for parade formation into Tuscon at 11:30 A. M.
- Lr. Tuscon (Lunch) 2:00 P. M.
- Ar. 3 miles North of Bisbee at 4:30 P. M. for parade formation for parade through Bisbee those wishing to, may spend the night Copper Queen Hotel Bisbee.
- Ar. 3 miles out of Douglas at 5:45 P. M. for parade formation into Douglas.
- Ar. Douglas—Hotels Palomar, Winston and Avenue and Gardenier Apts. 6:00 P. M.

### April 14.

- Lv. Douglas 8:00 A. M.
- Ar. 3 miles west of Lordsburg at 10:00 A. M. for parade formation for parade through Lordsburg.
- Ar. 3 miles west of Deming at 11:30 A. M. for parade formation for parade through Deming.
- Ar. Deming—12:00 noon lunch.
- Ar. 10 miles north of El Paso 6:00 P. M. for parade formation for parade into El Paso.
- Ar. El Paso—6:30 P. M. (A night in Juarez) Hotels Hussmann and Paso Del Norte.

### April 15.

- Lv. El Paso 6:30 A. M. (Mountain Time)
- Ar. Toyah 1:00 P. M. (25 cars will gas and lunch at Toyah)
- Ar. Pecos—1:30 P. M. lunch Mint Cafe.
- Lv. Pecos 2:30 P. M.
- Ar. 3 miles west of Midland for parade formation for parade into Midland at 6:00 P. M.
- Ar. Midland—6:30 P. M. Hotels Llano and Scharbauer.

### April 16.

- Lv. Midland 6:30 A. M.
- Ar. 8 miles west of Abilene at 11:30 for parade formation through Abilene.
- Ar. Abilene—12:00 noon lunch.
- Lv. Abilene 1:00 P. M.
- Motorcade will divide here; one-half going via Albany and Breckenridge and one half via Cisco and Ranger.
- Ar. 3 miles west of Mineral Wells 5:30 P. M. for parade formation for parade into Mineral Wells.
- Ar. Mineral Wells—Crazy Hotel—6:00 P. M.

### April 17.

- Lv. Mineral Wells 6:30 A. M.
- Ar. Outskirts of Ft. Worth 8:00 A. M. for parade formation through Ft. Worth.
- Lv. Ft. Worth—9:20 A. M.
- Ar. Oak Cliff 10:15 A. M. for parade formation for parade through Dallas.
- Ar. Dallas—10:45 A. M. lunch.
- Lv. Dallas 1:00 P. M.
- Ar. 3 miles west of Sulphur Springs 5:00 P. M. for parade formation through Sulphur Springs Entertainment Private Houses.

### April 18.

- Lv. Sulphur Springs 6:30 A. M.
- Ar. 1 mile west of Texarkana 9:00 A. M. for parade formation for parade through Texarkana.
- Ar. Texarkana 9:30 A. M. (Texas-Arkansas line)
- Lv. Texarkana 10:00 A. M.
- Ar. Hope Arkansas—1:30 P. M. lunch.
- Lv. Hope 2:30 P. M.
- Ar. Outskirts of Hot Springs Ark. 5:30 P. M. for parade formation for parade through Hot Springs-Hotel Eastman.

### April 19.

- Lv. Hot Springs 7:00 A. M.
- Ar. 5 miles out of Little Rock 8:45 A. M. for parade formation for parade through Little Rock (Arkansas State Capital)
- Lv. Little Rock 10:00 A. M.
- Ar. De Valls Bluff—12:10 P. M. (fish dinner served by De Valls Bluff Broadway of America Club)
- Lv. De Valls Bluff 2:00 P. M.
- Ar. Widener at 5:45 P. M. for parade formation for parade through Memphis.
- Ar. Memphis, Tenn., final destination, 6:30 P. M. Peabody Hotel.



# PICKWICK STAGES SYSTEM

GENERAL OFFICES

LOS ANGELES

March 19, 1928.

Mr. E. Fletcher,  
San Diego,  
California.

Dear Mr. Fletcher:

In accordance with your telephone request, we will furnish a twelve passenger bus to make the trip from San Diego to Memphis, Tennessee next month with your automobile caravan.

Yours very truly,

PICKWICK STAGES SYSTEM

  
GENERAL MANAGER

TM:CK





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COL ED FLETCHER=

SANDIEGO CALIF=

MAIL COPY CONSTITUTION AND BYLAWS YOUR AUTOMOBILE HIGHWAY

ASSOCIATION THANKS=

W A SULLIVAN

SECRETARY CENTRAL ARIZONA HIGHWAY

ASSOCIATION.



March 11, 1929.

Mr. W. A. Sullivan, Secretary,  
Central Arizona Highway Association,  
Globe, Arizona.

My dear Mr. Sullivan:

Answering your wire of  
March 9th, enclosed find copy of by-laws adopted at  
the Memphis meeting of the Broadway of America  
convention, together with minutes of the meeting there.  
If there is any further information I am sure Mr. H. L.  
Birney, c/o The Meyers Company, El Paso, Texas will be  
glad to furnish it, and if I can be of any further service  
do not hesitate to call on me.

Yours very truly,

KLM



COMPLIMENTS OF

# Aeolian Male Quartet

San Diego, Calif.



F. N. AHRENS  
*Basso*

R. H. SMITH  
*Baritone*

R. C. GEDDES  
*Second Tenor*

A. W. VAN ROPE  
*First Tenor*

## ON MOTORCADE OF THE BROADWAY OF AMERICA

SAN DIEGO, CALIF., APRIL 11—TO—MEMPHIS, TENN., APRIL 19 [1928] *CSM*

### THE BROADWAY OF AMERICA

Tune: "La Marseillais"

We're on the Broadway of America, we roll along from day to day;  
We have men of vision to guide us, and we're merrily on our way,  
We are merrily on our way. Come ye, now, join in our motorcade;  
Ride now with us o'er all the land, and spread the news on every hand  
That we'll have a Broadway cross the land, come on, ye loyal men.  
Join with us this happy band. Ride on, ride on, on on and on  
To Memphis, Tennessee.



Immediate release 1-12-32

Broadway of America Association  
Chamber of Commerce Building, El Paso.

MORE HIGHWAY PROJECTS ON BROADWAY OF AMERICA IN TEXAS UNDER WAY.

EL PASO, Texas, Jan \_\_\_\_\_. --Closing of the last <sup>unpaved</sup> gap in the Broadway of America across Texas is now under way, F.O. Mackey, president of the Broadway of America Association said today. According to information received here a few days ago from G.B. Finley, Texas state division engineer, contracts for grading and structures on the last thirteen miles in Culberson county have been let and work started. This stretch is from Baracho to the Culberson-Jeff Davis county line. Surfacing of the first 13 miles out of Van Horn is also under way. As soon as this surfacing is completed another section will be surfaced. When this work is completed contracts for blacktopping are to be let, according to information received here.

"Completion of this last stretch of more than 800 miles in Texas is important not only to every city and town along the Broadway of America in Texas, but to every city and town along the Broadway from coast to coast," Mackey explained.

"Everything points to the greatest tourist traffic the Southwest has ever known when business again approaches normal, judging from the great number of enquiries that have been received by touring agencies, Chambers of Commerce and others in the territory which the Western half of the Broadway of America serves. It is up to the cities and towns along the Broadway of America to see that every possible tourist is attracted to this all-year, all-weather route," Mackey said.

Headquarters of the Broadway Association is making every possible contact to get tourists to travel the Broadway of America.

*Slup*

*#*



FOR BROADWAY OF AMERICA DESCRIPTION &  
IDENTIFICATION, see AUTOBIOGRAPHY, pp. 329-339

[V.B.] "OUR RECEPTION IN MEMPHIS" is  
actually photo taken in Jacksonville, Florida  
on the San Diego - Savannah - St. Augustine -  
San Diego run in 1926.

esm  
191







Col. Ed Fletcher, chairman of the national highways committee of the chamber of commerce and in charge of the Broadway of America motorcade as far as El Paso, yesterday issued a final appeal for additional cars to enter the motorcade.

### PROGRAMS ARE PLANNED

Three members of the San Diego-California club, community advertising department of the chamber of commerce, will travel a day in advance of the motorcade to make arrangements. In the official Ford scout car which has been donated to the cause of better roads by Walter M. Casey, will be George F. Stone, manager of the San Diego-California club; D. W. Campbell, manager of the convention and public events department; and Russell H. Miles, director of national publicity.

To accommodate persons who want to make the Broadway of America trip, but who do not have automobiles of their own, the Hotel del Coronado garage will enter one of the de luxe parlor coaches used for transporting hotel guests, provided 15 people can be obtained to make the trip in this manner.

Anyone planning to avail themselves of this opportunity is asked to call the Coronado Hotel garage or D.

The Pickwick stage lines also have entered a large motor coach, but this is being reserved for officials, the press, and representatives of the service and civic clubs of San Diego county.

Plans for the motorcade have been in preparation for several months, and for the last two weeks Col. Fletcher, the San Diego-California club and chamber of commerce staff members, and Hal Hobson, manager of the local office of the Automobile Club of Southern California, have been working intensively on the project.

While the primary purpose of the motorcade and convention will be to urge completion of the unpaved parts of the New York-to-San Diego highway, the motorcade will have a secondary purpose of attracting attention to this route as the short, all-year, sunshine route to the Pacific coast.

Cardiff's chamber of commerce will be represented in the San Diego motorcade to Memphis, according to information received here yesterday from E. B. Parker, secretary of the Cardiff chamber. George Beech, president of the chamber of commerce, will represent his community on the trip east and is expected to make many friends for this section while en tour.

The monthly meeting of the Cardiff chamber will be held Tuesday on the eve of the departure of the motorcade and the residents of the seaside community will gather to wish their leader bon voyage.

has been in mind to offer the citizens and tourists and in turn to use the principal arteries on the great Pacific highway, the longest stretch of paved road in the world, extending from San Diego to British Columbia.

A motorist coming to the state coast the "Broadway of America" has the choice of two routes into the north from San Diego, either of which is a tour of infinite charm, either in summer. There is no closed season and certainly a visitor will obtain a good impression of California when he enters the state over a paved route through scenic territory and obtains his first feel of the Pacific at the bay of San Diego.

**TO USE SYSTEM**

Californians do not need to be told of travel increases after a road is well improved. There are numerous examples of this and probably of the best to found on the "Broadway of America" route in the Mountain Springs grade. There probably has been a 100 percent increase over the former bit of rough going. Now the famous old grade is a favorite route for sightseers.

It has come to be realized in this country that the best way to get results in any big enterprise is to organize the work systematically. This is what the Memphis convention plans to do, and if other communities along the route will show the enthusiasm and unanimity of purpose of San Diego county the success of the new organization is assured.

the Automobile Club of Southern California, show conclusively that an ever increasing number of motorists are coming to California in their cars for winter vacations and four last winter every state in the Union and Canada were represented in cars gathered by the club. They came in larger numbers than ever before, and it may be reasonably expected that each winter will show an increase in tourists coming from the colder sections of the country. All of California the united spirit manifested in San Diego county for the development of a "Broadway of America" since the condition and improvement of this route. The fact that San Diego is the western terminus is appropriate, since it

BY CARL K. MCSTAY  
Fifth Secretary of the Automobile  
Club of Southern California  
A permanent organization having  
for its object the fostering of the  
"broadway of America" movement  
toward the development of transcon-  
tinental motor travel. Those familiar  
with the early days of transconti-  
ental touring will recall that only a  
few years ago crossing the country in  
an automobile was a real adventure.  
It was to be undertaken only by those  
having sturdy cars and who were ex-  
pert drivers. They also had to be  
their own mechanics and carry  
supplies of food and gasoline.  
Today a transcontinental motor trip  
is the usual thing and is made by  
thousands of persons for vacation out-  
ings. Although the highways are  
greatly improved since 1915, when a  
start was made to make roads for  
cross-country driving, there is much  
yet to be done to make the transcon-  
tinental trip all that can be desired.  
The happy suggestion that one of  
the cross-country routes be designat-  
ed as the "Broadway of America" has  
met with general favor and there is  
no question that this highway, espec-  
ially from Memphis to San Diego will  
develop an enormous amount of  
travel. Motorists every year are mak-  
ing longer tours and the closed car  
has taken the ring out of winter  
motoring, so that the big, important  
feature to the winter traveler is a  
good highway free from snow.  
In the "Broadway of America" route  
the high Sierras are not encountered—  
so that it comprises a transcontinent-  
al route that is open the year around.

Much to Be Done; Declares Good Roads Booster, Praising Modern To Secure 'Broadway of America'



Apr 14

THE EVENING TRIBUNE

# Motorcade Starts Journey To Good Roads Convention

In the top picture are shown a group of prominent San Diegans who departed in the Broadway of America motorcade yesterday, including Mayor Clark, Supervisor Hornbeck and Col. Ed Fletcher. At the bottom is the long line of cars heading out University avenue toward La Mesa.



San Diego's delegation of 100 to the Broadway of America convention at Memphis, Tenn., got under way yesterday noon. Decked with flags and bunting, the cars formed in line at Sixth and Laurel streets, then paraded down town, swung about and headed out University avenue toward their first stop in Imperial valley.

The motorcade reached El Centro about 5:30 p.m. Due to the size of the party, one half continued on to Yuma while the other half remained in the Imperial valley town for the night.

Roy Campbell, president of the Yuma Kiwanis club, acted as chairman at a goodwill gathering in a Yuma theatre last night. Judge Earl Freeman extended the greetings of the city. Dr. L. L. Hewes, chief of the bureau of public roads for the federal government, and a member of the motorcade, made a brief address.

#### Greet Visitors

In El Centro, the visitors were greeted by chamber of commerce officials and the mayor. Short talks were made by Mayor Clark, Admiral J. S. McKean, President Sullivan of the chamber of commerce, Supervisor Hornbeck, Councilman Bruschi and Col. Ed Fletcher at a dinner in the Barbara Worth hotel. All were enthusiastic over their reception.

The motorcade was to be reunited at Yuma this morning and continue east, augmented by six machines from Imperial valley.



SD  
Union 4/10

# SAN DIEGO OFFICIALS

## 100 SAN DIEGANS LEAVE TOMORROW ON MEMPHIS TRIP

### Motorcade Will Parade Here; Supervisor Hurley To Go on to Washington.

Supervisor Tom Hurley who represents the fifth or "far north" district of the county on the board of supervisors, will leave tomorrow on a tour that will rival on land the famous air voyages of Lindbergh as an ambassador of good will. Already selected with Supervisor Hornbeck to represent San Diego county in the "Broadway of America" convention at Memphis, Hurley was named yesterday by his associates on the board, to roam farther afield.

The American Road Builders' association will meet in convention May 11 at Washington, D. C. Of special interest to county boards is the sessions of the county highway officials' division of that organization. Hurley will travel from the Memphis meeting to that in the national capital, with a few days to spare on a visit to his old home in Philadelphia. He indicated his willingness to represent San Diego county among the road-makers and his associates on the board promptly made him a delegate to the convention.

#### LANGER TO LEAD THEM

Otto Langer, captain of the state's motor vehicle squad on duty in this county, was invited by the board to make the trip with the Memphis motorcade. Chief Snook of the state division was willing for the San Diego captain to make the trip and will send down Inspector Zimmerman to take his place during his absence.

The auto club and everyone connected with the trip to Memphis has asked that Captain Langer go along and the 100 or more San Diegans who will trek east tomorrow, will be glad to know that "Cap" will lead the motorcade.

On suggestion of Councilman Frank W. Seifert, the city council yesterday decided to send Councilman Virgilio Bruschi on the chamber of commerce booster trip to Memphis. Bruschi said he would like to go.

The council voted to pay Bruschi's expenses and also offered to adopt a resolution authorizing the mayor's expenses on the same journey, but the mayor said his expenses had been otherwise arranged for.

The Broadway of America motorcade which will leave tomorrow afternoon for Memphis, Tenn., with a large representation of San Diegans to attend the national convention of the Broadway association, will parade through downtown San Diego before departure. Capt. Otto Langer of the state

## HIGH-PRICED RIGHT OF WAYS HOLD UP COUNTY ROAD PAVING

Property owners who are asking a high price for right of ways for the Chula Vista-Tijuana road may cause a change in the county's three-year paving program which will drop the border route from its position of leadership. It was indicated at yesterday's meeting of the board of supervisors. The new border road won place No. 3 in the opinion of the committee which adopted the program. But Supervisor Hornbeck has found a few owners who want fancy prices for rights of way through their land, and start of this improvement has been delayed many weeks.

Second on the list of highways to be improved is seven miles of the Jamacha-Campo road in the fourth supervisorial district. Sanction was

given Supervisor Good yesterday to rent the city's core-drilling machinery for tests on the Sweetwater river near Jamul. "We have all necessary rights of way for this improvement, and when we have found good footing for our bridge, we will be ready for the paving work," Good reported.

Supervisor Hornbeck, who has the Chula Vista-Tijuana road in his district, retorted that the fourth district had no chance to win from the second district the honor of leading the program. "I expect the tardy property owners to listen to reason," he said.

"If they don't we may divert to project No. 2 the funds now available rather than waste further time on the tardy ones," he was warned by other members of the board.

motor vehicle department, yesterday received authority from the state and county board of supervisors to make the trip, and will marshal the motorcade into line.

The itinerary as outlined yesterday by Col. Ed Fletcher, chairman of the chamber of commerce national highways committee, follows:

Motorcade forms at Sixth and Laurel streets at 12:30; proceeds on Laurel to Seventh, Seventh to C. C. to First, First to E. E. to Second, Second to Broadway, Broadway to Fourth, Fourth to University, and east on University avenue to La Mesa to El Cajon. Outside of El Cajon, the motorcade will break formation and reform outside of El Centro for a parade through the valley town.

#### 25 CARS TO PARADE

About 25 cars are expected to be in procession besides the Pickwick stage carrying representatives of the service clubs. The Coronado hotel motor coach may also make the trip if a sufficient number of San Diegans will avail themselves of this transportation.

The motorcade actually started yesterday from San Francisco when Dr. L. I. Hughes, chief of the western division, U. S. bureau of public roads, left that city with Chief Engineer Moscovitz in a government car. In Los Angeles today they will join the delegation from the Los Angeles chamber of commerce, the Automobile Club of Southern California, and the Long Beach chamber of commerce. The entire party will be here tomorrow to make the official start from San Diego, western terminus of the Broadway of America.

Representative Phil Swing is going to make every effort to attend the highway convention in Memphis, according to word received yesterday by Colonel Fletcher. Many state and federal officials will be in attendance, including Lieut. Gov. Hurrell Fitts of California who will fly to the convention.

Cities along the route of the motorcade are planning elaborate entertainment of the highway boosters. Word was received yesterday that Yuma had arranged free admission to all members of the motorcade at the Goldolfo

theatre Wednesday night, and will furnish basket luncheons to the travelers Thursday.

The motorcade will be guests of the Tucson Kiwanis club for luncheon on day, and guests of Douglas for dinner in the evening. Elaborate plans for their entertainment in Chandler are being arranged by Dr. A. J. Chandler and Governor Hunt of Arizona who will attend.

#### DOUGLAS DELEGATION

Douglas yesterday wired that the delegation from the copper city would include George E. Jackson, president of the Douglas chamber of commerce; B. E. Packard, president of the First National bank; J. H. White, cashier of the Arizona Southwest bank; and John B. Orwell, cashier of Bank of Douglas. Others are expected to join the Douglas party.

The advance car for the motorcade will leave this morning with G. P. Stone, manager of the San Diego-California club; D. W. Campbell, manager of the chamber of commerce public events department, and Russell H. Miles, director of national publicity, in the party. The group will precede the caravan a day making all arrangements for accommodations, meetings and publicity.



# BROADWAY OF AMERICA MOTORCADE

## BOOSTERS GATHER TO WATCH START OF MEMPHIS TRIP

San Diego Delegation Parades Noisily on Way East To Good Roads Meeting.

More than 100 San Diegans who departed yesterday with flying flags and horns blowing for eight days' travel on the Broadway of America will have the best chance in the world to compare San Diego sunshine with the brand that is supposed to be famous in Memphis, Tenn., where the motorcade of San Diego automobiles will pull in a week from tonight. No more perfect weather could be imagined than was provided for the start of the motorcade yesterday noon, and if the luck of yesterday persists for the next week, the trip should be one of the most enjoyable on record.

A big crowd gathered at Sixth and Laurel streets yesterday noon to watch the forming of the procession. The cars were decked with flags and bunting. Signs proclaimed them members of the motorcade. Windshield stickers stressed the fact that the cars were from Broadway, San Diego, traveling on the Broadway of America, to meet at Memphis the highway convention delegates who will start at the other end of the broad transcontinental train to represent Broadway, New York.

With a shriek of his siren, Capt. Otto Langer of the state traffic squad, who will lead the motorcade to Memphis, swung his car out from the curb and signaled for the line behind him to start. Not far behind was the commanding officer's car occupied by Col. Ed Fletcher. With twice as many more cars as were in the procession using their horns to speed the travelers on their way, the neighborhood was bedlam for a few minutes as the motorcade swung east on Laurel street to Seventh, with an Auto club highway patrol car bringing up the rear. The long line sped down town to wind its way out Fourth street, a pair of motor police clearing the way and leading the many-voiced chorus of howling sirens and honking, snoring motor horns.

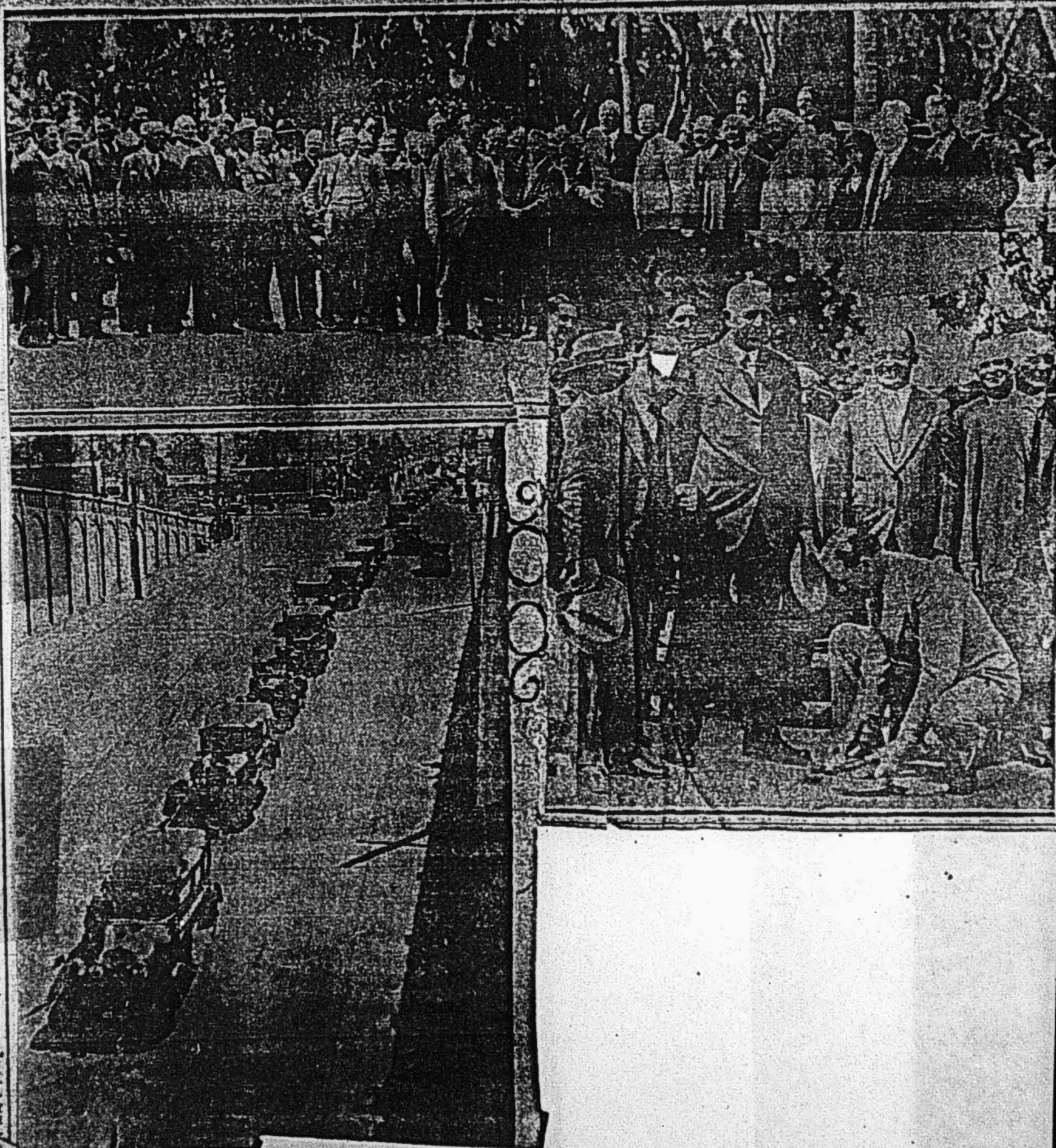
The motorcade kept in formation up Fourth street and out University avenue as far east as El Cajon, where all the drivers were given permission to drive on their own, at their own speed, with instructions to fall into formation again just on the outskirts of El Centro where another parade was scheduled for last night.

El Centro and Yuma were scheduled to share the visiting army of motorists last night, and banquets and programs were scheduled in both places for the parties which would be the community guests for the night.

## ASSAILS PROPONENTS OF POWER CONTROL

Apr. 11—  
ment power con-  
Sands of  
(cont.)

Here's how they got underway yesterday when the San Diego Motorcade started out for Memphis over the 'Broadway of America.' At the top is a view of the crowd just before it distributed itself into its various automobiles for the start. Supervisor Tom Hurley, Rear Admiral J. S. McKean, President Jerry Sullivan, jr., of the chamber of commerce, Manager H. L. Hartman of the West Coast theatres, Col. Ed Fletcher, Mayor Harry Clark and George Beach may be recognized from left to right in that order from near the left of the picture. At the left—Manager Hartman is shown packing a San Diego film into a box for Colonel Fletcher to take along for San Diego publicity purposes along the route. Admiral McKean, Jerry Sullivan, jr., Colonel Fletcher and Mayor Clark are the men standing behind Hartman. At the right—A view of the motorcade as the first car is about to pass under the Georgia street bridge across University avenue.









# MOTORCADE ENTHUSIASM GROWS ON MEMPHIS TRIP

By FOREST WARREN  
Union Staff Correspondent  
DOUGLAS, Ariz., April 13, (Special) — "It's been a typical Lindbergh day," was a remark heard many times tonight after the "Broadway of America" boosters arrived at Douglas, Benson, Tombstone and Bisbee, all Arizona towns, will go down in history in the minds of the San Diego party, because they evidently could find every other stopping place when it came to whole-some greetings. It was one ovation after another, with Col. Ed Fletcher as the central figure. He is so well known in even the smaller towns of Arizona that citizens call him "Ed."

The first ovation today that touched the hearts of every delegate was at Benson, a town of 900 inhabitants, where R. V. Meisenheimer, president of the chamber of commerce, stated that each car be served with

gas and oil free of charge. San Diegoans said, "No, we will not have it that way." But when cars were served and money was tendered, Meisenheimer said, "Your money is counter-felt."

## HAIL COLONEL FLETCHER

When Col. Ed Fletcher's car arrived at Benson, every man, woman and child in the town was at the public square including the high school band and every student in the public schools. "Just as prompt as Colonel Lindbergh," said Sheriff George Hinshaw, as Colonel Fletcher's big car rolled up to the public square at 3:30, exactly on the dot. There were calls for the colonel. He was reluctant about getting out of his car as hundreds of persons gathered around the caravan. He looked tired, in fact Colonel Fletcher said he was tired and declared he did not believe he should take the time to say a few words.

Prolonged applause brought Colonel Fletcher from his car and he stood on the bumper and talked for 10 minutes. On every hand friendly Douglas citizens said, "Hello, Colonel," and "God bless you and your caravan on your mission to Memphis." San Diegoans were touched by the reception. But more was coming. In the crowd of people assembled on the public square was a squad of state motorcycle officers, sent there to escort the caravan to Tombstone, the county seat of Cochise county. Another splendid reception at Tombstone, the motorcycle officers, sent there to escort the caravan to Tombstone, the county seat of Cochise county. Another splendid reception at Tombstone, the motorcycle officers, sent there to escort the caravan to Tombstone, the county seat of Cochise county. Another splendid reception at Tombstone, the motorcycle officers, sent there to escort the caravan to Tombstone, the county seat of Cochise county.

At Douglas hundreds of citizens with the infantry band met the caravan and there was a continuation of the friendliness and hospitality that was so much in evidence at Benson and Tombstone. At each stopping place more delegates are added to the motorcade and with this comes increased enthusiasm. It has become a question as to how great it may be before the motorcade reaches Memphis. While Colonel Fletcher, Mayor Clark, Admiral McKean, Jerry Sullivan, Tom Hurley and other speakers tell citizens along the way that the "Broadway of America" idea and benevolence to be derived from it is as much theirs as San Diego's yet it is an outstanding fact that San Diego is being praised and talked about by the thousands of people along the way for having sponsored a good roads improvement that bids fair to become a stimulus from coast to coast and from the Canadian border to the border of Mexico.

## WAVES PROJECT

In the morning at 8 o'clock the motorcade will move toward El Paso, Texas, and according to schedule will arrive there Saturday evening at 6 o'clock. Then comes a night in Juarez.

# MOTORCADE GETS WARM WELCOME IN ARIZONA

By FOREST WARREN  
CHANDLER, Ariz., April 12 (Special) — With a big send-off for the Broadway of America division in El Centro this morning, and a street meeting of 1000 in Yuma where the entire motorcade was reassembled for the run to Phoenix and Chandler. The caravan arrived in Chandler at 6 o'clock this evening, where a dinner was given in its honor at the \$1,000-000 San Marcos hotel.

party, headed by Col. Ed Fletcher, were assigned to San Marcos bungalows. There are 26 of them. Between the two rows of bungalows that extend for more than a block there is a garden of flowers. So this made San Diegans feel very much at home tonight after driving 350 miles today through the desert.

They felt well repaid, however, because when the motorcade arrived in Phoenix they were welcomed to the capital city by the Scouts' 50-piece band. Headed by the band the motor-

(Continued on Page 2)

# MOTORCADE GETS WARM WELCOME

(Continued from Page 1)

cade paraded for several blocks in Phoenix, businessmen left their shops and stores to wave greetings and women came on their verandas, smiled and waved a welcome too.

Members of the Chandler chamber of commerce met the motorcade near Phoenix and escorted it to Chandler, 22 miles from Phoenix.

The best piece of news heard today by the Broadway of America trippers came tonight when a A. J. Strode, Governor George W. Hunt's secretary, read a special message to the delegates from the governor, in which he said that the state of Arizona has in its budget for this fiscal year \$1,036,000 for road development on the Broadway of America highway.

Judge A. E. Price presided at the Chandler meeting. He introduced Frank Jefferson, mayor of Phoenix, J. J. Chandler, president of the Chandler chamber of commerce, Senator H. B. Wilkinson and other prominent Arizonans, who spoke in high terms of the Broadway of America motorcade. Judge Price referred to General Fremont and his men as trail blazers of their day and he characterized Col. Ed Fletcher as the General Fremont in the great Broadway of America promotion for better roads. "In later years you will pay homage to Colonel Fletcher and his coworkers who are blazing the trail from San Diego to Memphis," said Judge Price.

The Acolian quartet boys, after experiencing many motor car difficulties during the day, shone brightly tonight with their songs and were encored many times.

The delegates will leave at 8 o'clock tomorrow morning for Tucson they will spend Friday night at Douglas.

UNION 4/14



## Man Who Named Transcontinental Highway to San Diego Visitor

C. W. Taylor, Secretary of 'Broadway of America,' Here for Conference;

C. W. Taylor, who named the transcontinental highway "Broadway of America," arrived in San Diego yesterday accompanied by his wife and today will confer with the chamber of commerce committee in charge of the "On to Memphis" motorcade. Taylor is secretary of the Broadway of America Highway association and has his headquarters at Las Cruces, N. M. "Every community on this east-to-west highway should be represented at the Memphis meeting April 20 and 21," Taylor said last night, "when a

permanent organization representative of the entire route will be formed."

He stressed the value of the year highway as incalculable thousands of tourists who California every year and er the wide publicity the routing as proof of its popularity.

Taylor will leave tomorrow home at Las Cruces the motorcade to Memphis.

The visiting secretary's friends in San Diego 1913 he made his engaged in operation in Lower the Mission was president society the ex 1916

rest of article had been cut off

## Broadway of America Motorcade Musings

SD  
Union

Mailed to The Union by  
FORREST WARREN  
Staff Correspondent

4/14/38

HOLTVILLE, April 11.—Pleasant incidents came in such quick succession yesterday that the Broadway of America motorcaders did not have time to reflect and express to people their appreciation. At El Cajon, all of the school children in the town were assembled along the highway. They waved flags and their hands in greeting as the on-to-Memphis motorcade passed by, some at a speed that is equaled only by a San Diego-made airplane.

At Flinn Springs, women with their arms full of poppies stood near the cars and extended a handful of flowers. A hand was extended and the poppies were received. Then another handful was handed to the next car until nearly all had been supplied. At farm and ranch homes, men, women and children ran to the highway to say "howdy" with a wave of the hand. Such placards as "Good luck to you" were seen and everywhere even in the smallest mountain hamlet there often was in evidence the San Diego atmosphere of greeting. As Supervisor Tom Hurley remarked, "Everybody seems to know what it's all about and they know that San Diego is very much on the map."

YUMA, Ariz., April 13.—The Motorcaders to Memphis began picking up more strength today, when they were joined here by three Yuma cars. One car will represent the city, carrying Mr. and Mrs. Ray Hawver; the chamber of commerce car carries Secretary W. E. Beuhman of that organization and Mrs. Beuhman, and another car represented Yuma county carrying Luke Ellison, county highway engineer, and Mrs. Ellison. The Yuma delegation added to the caravan will also bring increased enthusiasm that seems to be growing every minute for the great Broadway of America meeting in Memphis.

Col. Ed Fletcher was bubbling over with enthusiasm this morning. He said that if the caravan continues to grow in size and enthusiasm as he expects it will, the San Diego motorcade will stand out in the nation's history as the most novel and effective good roads demonstrations ever staged by any city.

It is so good that it is unfortunate the entire motorcade cannot parade on Broadway, New York, before its return to Broadway, San Diego.

YUMA, Ariz., April 12.—One of the most enthusiastic boosters for the Broadway of America movement is E. S. Worthington, editor of the Yuma Morning Sun. Worthington's paper today was filled with words of greeting and tributes to the men who are promoting and putting over the good roads program to create federal aid interest in the completion of gaps for the all-year-round highway from San Diego to New York City. This morning he said:

"Trail makers have written many chapters of Yuma history. Since the days when the entire town went down to the river to greet boats that docked here because someone had broken trails over which supplies could be hauled to the mines, Yuma has ever welcomed the pathfinders. Yuma today welcomes the pioneers of the Broadway of America. And again the entire town goes to Main street to greet the cavalcade. Again it is a holiday, proclaimed so by the mayor of Yuma. And once more Yuma extends its hands with cordial welcome to the pathfinders."

YUMA, Ariz., April 12.—Out on the desert, 35 miles from Yuma, there is a filling station and soft drink emporium that is operated by a man known from coast to coast as "Pegleg" Hunt. He capitalizes on his cheerfulness and wholesome humor. George Beech, who had stopped at "Pegleg's" place before, directed San Diegans to his place of business. All found him to be a fountain of optimism, although a long way from San Diego.

"Pegleg" scatters good words among tourists from everywhere about San Diego and many times every day he boosts the air capital of the west. A regular reader of The Union, "Pegleg" proudly displayed to a group of San Diegans a copy of a recent issue in which a writer had paid him tribute in Harry Martin's Roundabout column.

### TWO FLIERS HURT

PITTSBURG, Calif., April 13.—Two student aviators were injured near here today while the pilot escaped injury, when an airplane crashed after striking telephone wires bordering the landing field. The pilot, Sidney De Bose, stated that a downward current caused him to drop suddenly while making a landing, and as a result he crashed into the wires.

## 19 MOTORS SIGNED FOR MEMPHIS TRIP

D. W. Campbell, manager of the public events department of the chamber of commerce, announces that San Diego county has 19 automobiles entered definitely in the Broadway of America motorcade which leaves this city next Wednesday afternoon for Memphis, Tenn.

These machines, as well as the Pickwick stage which will accompany the caravan, are filled to capacity; 15 more citizens desire to make the trip if transportation is available, paying their own expenses. Col. Ed Fletcher, who is to have charge of the caravan as far as El Paso, yesterday appealed for additional citizens with cars to join the motorcade.

San Diego Tribune



# San Diego Uni

A GREATER SAN DIEGO

WEDNESDAY MORNING, APRIL 11, 1928

## HUGE MOTORCADE LEAVES TODAY ON GOOD ROADS TRIP TO MEMPHIS

100 San Diegans in 25 Cars To Wend Way Across Half Of Continent for 'Broadway of America' Meeting.

More than 25 automobiles bearing a large cross-section of San Diego citizenry will set out today to demonstrate the comfort and convenience of motor transportation over the "Broadway of America" from San Diego to New York. The San Diego delegation, more than 100 strong, will cover the western half of the continent, rolling to Memphis, Tenn., on the banks of the Mississippi river, where the "Broadway of America" convention will attract other travelers from the eastern half of the territory through which this transcontinental roadway passes.

From the start of the motorcade this noon, the expedition will capture every city through which it passes, and will completely occupy the towns which have been selected as night stopping places on the long tour. Invitations have been pouring in by telegraph to Col. Ed Fletcher, commanding the motorcade, promising all sorts of amusement and entertainment programs at every stopping place on the trip. Parades, motor escorts, mass meetings, theatre parties, banquets, are only a small part of the celebrations to be provided en route.

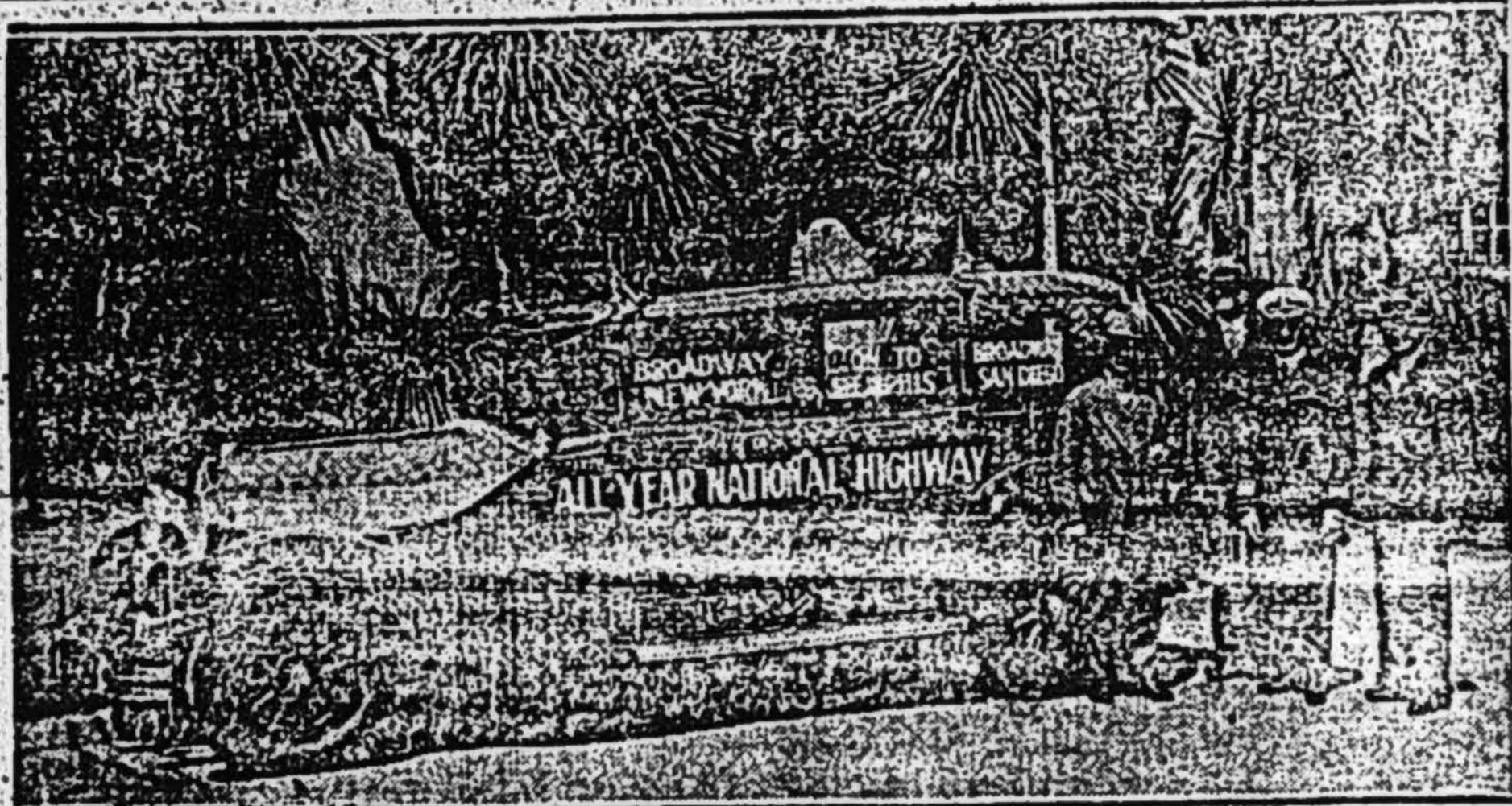
The first members of the motorcade joined it as far north as San Francisco, where Dr. L. L. Howes, deputy chief of engineers of the United States bureau of public roads, made his start for Memphis by way of San Diego. In Los Angeles the party was augmented by the addition of newspapermen, chamber of commerce officials, automobile club officials, and prominent citizens. More carloads of the same sort of men came in from Long Beach and other surrounding communities. The largest assemblage will be in San Diego, and there will be more cars added in the various communities of Imperial county and Arizona as far east as Florence, where the last delegate will cast his lot with the motorcade.

Practically every community along the route that is participating in the motorcade is sending either its mayor or the president of its chamber of commerce or both, and sometimes other prominent citizens as well.

The San Diego delegation will include Rear Admiral J. S. McKean and Mrs. McKean, Mayor Harry C. Clark and Mrs. Clark, President Jerry Sullivan, Jr., of the chamber of commerce and Mrs. Sullivan, Supervisors Hurley and Hornbeck, Capt. Otto Langer of the state traffic squad in this county, and many other San Diegans. The Pickwick stages, which originated in San Diego as a motor transit system, will be represented by one of its big stages with 10 delegates, and by another car as well, which will be driven by Manager Merzban. The Aeolian quartet, vocal and well oiled, and primed to put over San Diego songs, will travel along to furnish the music for the festivities, and loaded into various cars of the long line will be 10,000 Sunkist oranges to be distributed among the children of Memphis.

## BROADWAY OF AMERICA MOTORCADE LEAVES TODAY ON TRIP TO MEMPHIS ROAD MEETING

All ready to take the trip to Memphis, along the Broadway of America route. Above—Occupants of the first car of the "motorcade," left to right: Mayor Clark, Col. Ed Fletcher, Admiral J. S. McKean and Jerry Sullivan, jr., president of the chamber of commerce. Below—The Aeolian quartet, which will sound the praises of San Diego along the way.



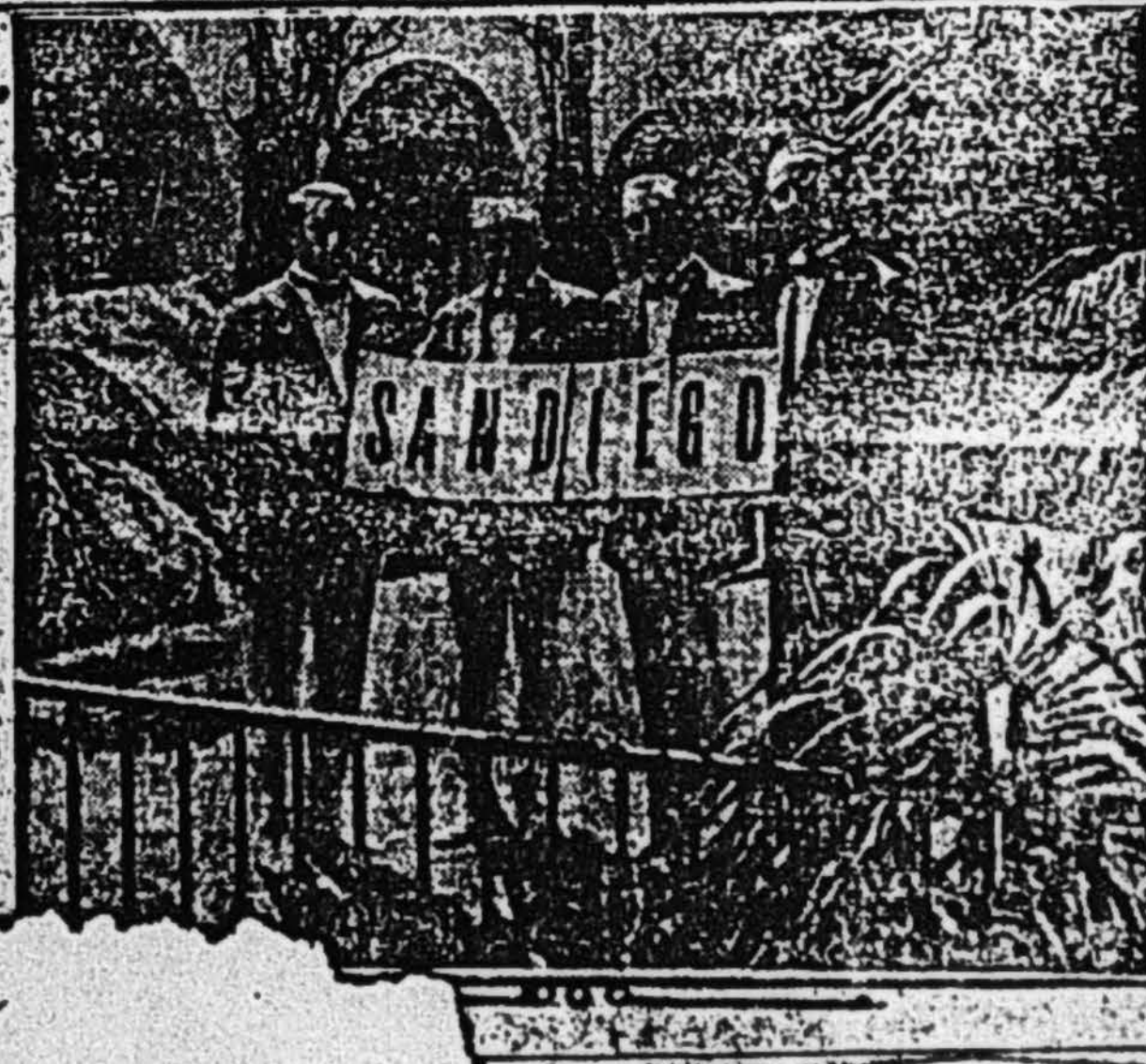
## 100 San Diegans to Advertise City on Stops Along Route to Convention.

(Continued from Page 1)

Sullivan, Jr., of the chamber of commerce and Mrs. Sullivan, Supervisors Hurley and Hornbeck, Capt. Otto Langer of the state traffic squad in this county, and many other San Diegans. The Pickwick stages, which originated in San Diego as a motor transit system, will be represented by one of its big stages with 10 delegates, and by another car as well, which will be driven by Manager Merzban. The Aeolian quartet, vocal and well oiled, and primed to put over San Diego songs, will travel along to furnish the music for the festivities, and loaded into various cars of the long line will be 10,000 Sunkist oranges to be distributed among the children of Memphis.

### HOUSING TROUBLES

Col. Ed Fletcher, who is in command of the general, was finding water all his...



REST OF ORIGINAL ARTICLE MISSING

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# S. D. MOTORCADE LEAVES FOR MEMPHIS; 27 AUTOS IN LINE AT DEPARTURE

SD.  
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4/11/38

"On to Memphis" for the "Broadway of America" convention, 27 automobiles bearing more than 100 San Diegans departed at 12:30 p.m. today on the first leg of their journey.

Col. Ed Fletcher, commander of the motorcade, has received telegraphic invitations from every night stopping place on the long trip promising parade, motor escorts, mass meetings, theater parties, banquets and a variety of other amusement and entertainment enroute.

Dr. L. J. Hewes, deputy chief of engineers of the United States bureau of public roads, made his start for Memphis from San Francisco. His party was joined in Los Angeles by newspapermen, chamber of commerce officials, automobile club officials and prominent citizens. San Diego is furnishing the largest delegation, and various Imperial valley and Arizona communities will add cars to the motorcade.

San Diego's delegation includes Rear Admiral J. S. and Mrs. McKean,

Mayor and Mrs. Harry C. Clark, Jerry Sullivan, Jr., president of the chamber of commerce, and Mrs. Sullivan. Supervisors Hurley and Hornbeck, Capt. Otto Langer of the state traffic squad in this county, and many others. Ten delegates are traveling in one of the large Pickwick stages. Among those present is the Aeolian quartet. Sunkist oranges for distribution among the children of Memphis were taken.

## To Split Caravan

As some of the hotels in prospective stopping places have closed for the winter season, it will be necessary for the caravan to split in two in several instances. El Centro and Yuma each will care for half of the motorcade tonight. The same situation will obtain in Arizona, at Bisbee and Douglas.

The whole city took part today in sending the motorcade on its way to Memphis. The line formed at Sixth and Laurel streets, ready to (Continued on Next Page; Col. 5)

## AUTOS LEAVE TODAY FOR MEMPHIS

### From Page One

leave at 12:30, with the exception of the Pickwick stage, which did not take part in the preliminary parade. All of the cars were decked with flags and bunting furnished without cost by Whitney & Co. From Sixth streets, the motorcade moved east on Laurel to Seventh, then down Seventh to O street, on O to First, on First to E, east on E to Second, north to Broadway, on Broadway to Fourth, and then north on Fourth to University, east on University through La Mesa and El Cajon.

At El Cajon the formal line will be abandoned until the motorcade reaches El Centro, where it will reform and parade through the valley city. Motion pictures of the start are to be made, and arrangements have been made all the way east for newsreel cameramen to be present to catch the pictures of the welcome of the San Diego motorcade and the celebrations.

The advance party of the San Diego chamber of commerce and San Diego-California club left yesterday to make what arrangements it finds necessary all along the route. It will precede the main motorcade by about 24 hours all along the way. The party included Manager George E. Stone of the San Diego-California club, Russell H. Miles, director of publicity for the chamber of commerce, and D. W. Campbell of the public events department of the chamber. They left in a new Ford supplied by Walter Cady, local dealer, and riding on tires donated by Pickford-Barker. Miles will visit all newspaper offices along the way and will supply editors with quantities of pictures and stories dealing with San Diego as the western terminus of the Broadway of America.

As a preliminary to the start of the motorcade today, Colonel Fletcher last night entertained a group of prominent men who are to make the trip with a dinner at the San Diego Athletic club. Dr. L. J. Hewes was the guest of honor, with Hal Hobson of the Automobile Club of Southern California, Carl McStay of the Los Angeles office of the Auto club and others as his guests. About a dozen men were present at the party.

## Car Order

The arrangement of the motorcade as it left San Diego this noon was announced by Colonel Fletcher as follows:

First car—Captain California state police patrol, Mrs. Langer, Supervisor Tom Hurley, Mrs. Hurley.

Second car—Admiral J. S. McKean, Mayor Harry C. Clark, Jerry Sullivan, Jr., president San Diego chamber of commerce, Col. Ed Fletcher, in command of the motorcade.

Third car—Mrs. J. S. McKean, Mrs. Harry C. Clark, Mrs. Jerry Sullivan, Jr., Mrs. Ed Fletcher.

Fourth car—Dr. L. J. Hewes, chief engineer Pacific division, United States bureau of public roads, headquarters San Francisco, and party.

Fifth car—Automobile Club of Southern California car, Carl McStay and Hal Hobson and party. Los Angeles chamber of commerce representatives.

Sixth car—Board of supervisors' car, A. E. Hornbeck in command, and party.

Seventh car—Pickwick stage with delegates from various civic organizations.

Eighth car—S. E. Simpson and party.

Ninth car—Mr. and Mrs. A. E. Partridge and party.

Tenth car—George Beach and party.

Eleventh car—Miss Lenore Ryan and party.

Twelfth car—Charles B. Webb of Vista and party.

Thirteenth car—W. O. Braden and party.

Fourteenth car—C. A. Seymour and party.

Fifteenth car—Mrs. Tom Turner and party.

Sixteenth car—E. V. Weir and party.

Seventeenth car—Mr. and Mrs. Roy Felt and party.

Eighteenth car—Mrs. C. E. Thompson and party.

Nineteenth car—F. W. Robinson and party.

Twentieth car—Mrs. F. A. Dickinson and party.

Twenty-first car—Mr. and Mrs. Glen Austin and party.

Twenty-second car—Long Beach chamber of commerce officials.

The itinerary of the motorcade will give 15 night stops as follows: To-

night at El Centro and Yuma; April

12, at Chandler, Ariz.; April 13, at

Bisbee and Douglas, Ariz.; April 14,

at El Paso, Tex.; April 15, at Midland,

Texas; April 16, at Amarillo, Tex.;

April 17, at Dalhart, Tex.; April

18, at Amarillo, Tex.; April 19,

at Amarillo, Tex.; April 20, at

Amarillo, Tex.; April 21, at



# 1928 Auto Trek Blazes Trail For Broadway of America

The San Diego Daily  
**JOURNAL**  
Second Sec. San Diego, Calif., Thurs., March 15, 1945 Tel. M-4031

By CHARLES RYAN  
San Diego businessmen, under leadership of Col. Ed Fletcher, aided and abetted by the Chamber of Commerce, caused considerable stir throughout the United States in April, 1928, when they headed for Memphis in a "motorcade" to promote a "Broadway of America."

The idea was a dandy, and was very simple to the "pioneer souls" of San Diego. "We'll join Broadway of San Diego with Broadway of New York by an all year route," they announced, and then proceeded to do just that.

Of course it took several more motorcades to complete the project. The first one was kind of mugged up by dust and mud and a varied assortment of country road mishaps.

But that didn't prevent the enthusiastic promoters from holding a convention in Memphis at which they organized the Broadway of America association. Crossing the continent by automobile in those days was by a series of hops, skips and jumps from one stretch of paved or scenic highway to another.

The San Diego men had pushed their way through mountains that for years had practically shut their city off from commercial intercourse with other cities, and it was in their blood to keep going.

## Cavalcade Grows

Twenty-seven automobiles with 105 people started the big parade from San Diego, and by the time the promoters had reached Duvall's Bluff on the White river, only a short drive to Memphis, the motorcade had accumulated 450 cars. Duvall's Bluff stands out in D. W. Campbell's memory of the motorcade because it was there the travelers were treated to a catfish dinner, and it was there the big rain came and spoiled plans for a spectacular parade in Memphis.

The catfish dinner at noon in the park proved a perfect demonstration of Arkansas hospitality, Campbell recalls. "But," he says, "we had no more than finished eating, when it began to rain."

"We were determined to get into Memphis on schedule time, but our car didn't make it because we were no more than out of Duvall's Bluff when we saw automobiles stalled in the mud at all sorts of angles as far as we could see along the Memphis road. There was just one thing for us to do, and that was to turn around and go back."

The rain and stalled cars proved a blessing to the Broadway of America cause because the plight of the visitors in Arkansas mud prompted the state's highway commission to proceed at once with construction of a first-class

paved highway between Memphis and Texarkana.

From the standpoint of the promoters, that first motorcade was so successful one was held annually up to 1939, with cars coming from both west and east to meet at convention points, and by that time, the dream of a highway—paved, scenic and open in winter—connecting the two famed Broadways had become a reality.

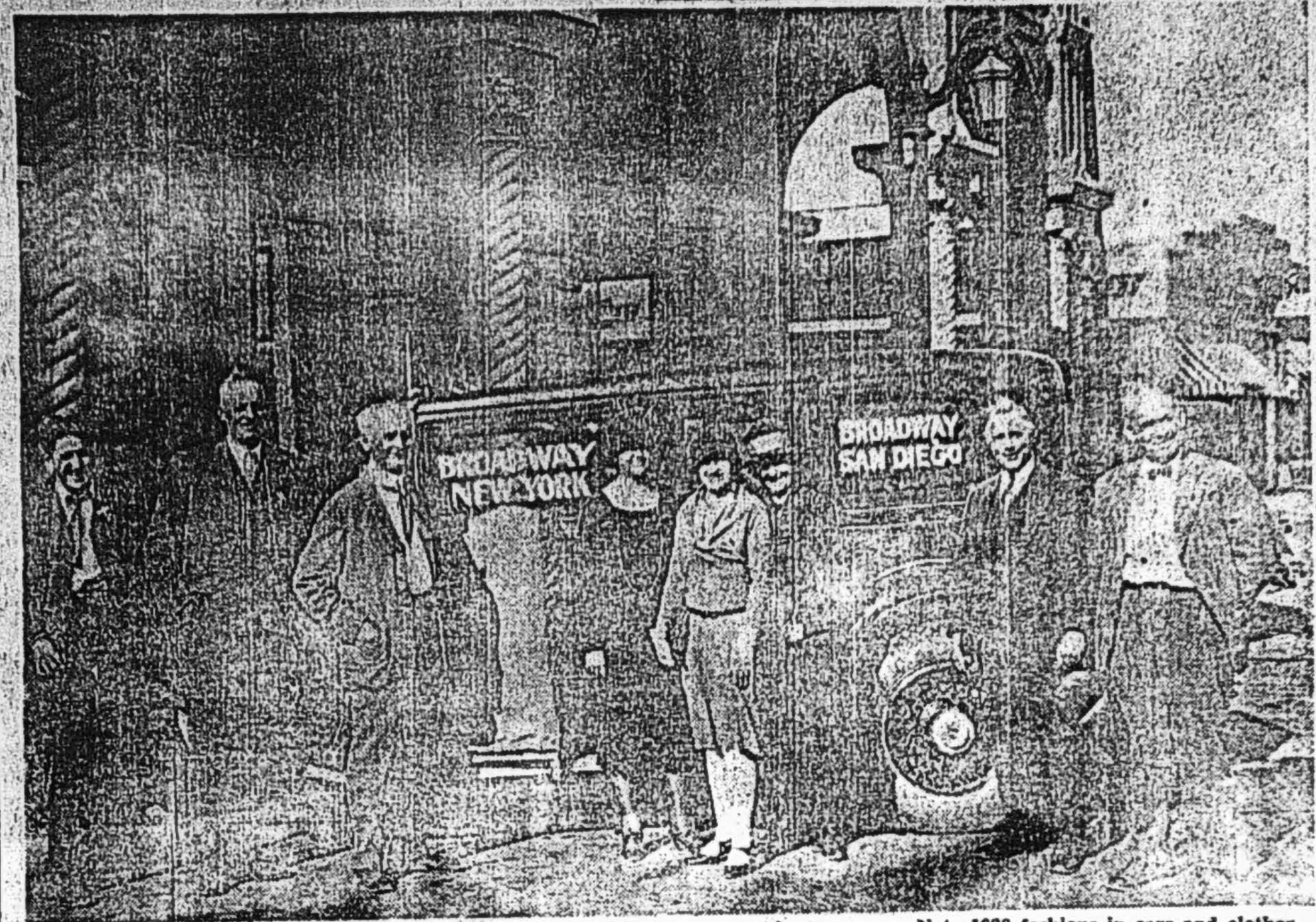
If it had not been for that Arkansas rain, the first motorcade would have arrived in Memphis on schedule which had been worked out on the basis of an average speed of 38 miles an hour.

The plan of procedure called for Campbell, then in charge of events for the Chamber of Commerce; Russel Miles, publicity manager of the Chamber, and George Stone, manager of the San Diego, California club, to travel three days ahead of the parade for publicity purposes.

At Sulphur Springs, however, Fletcher called them back to help manage the steadily growing entourage. Showmanship had its

part in the affair, the San Diego men having managed particularly to have with them that rare personage in the sight of midlanders, a uniformed admiral, who, in that instance, was Adm. Josiah McKean, of the 11th Naval district.

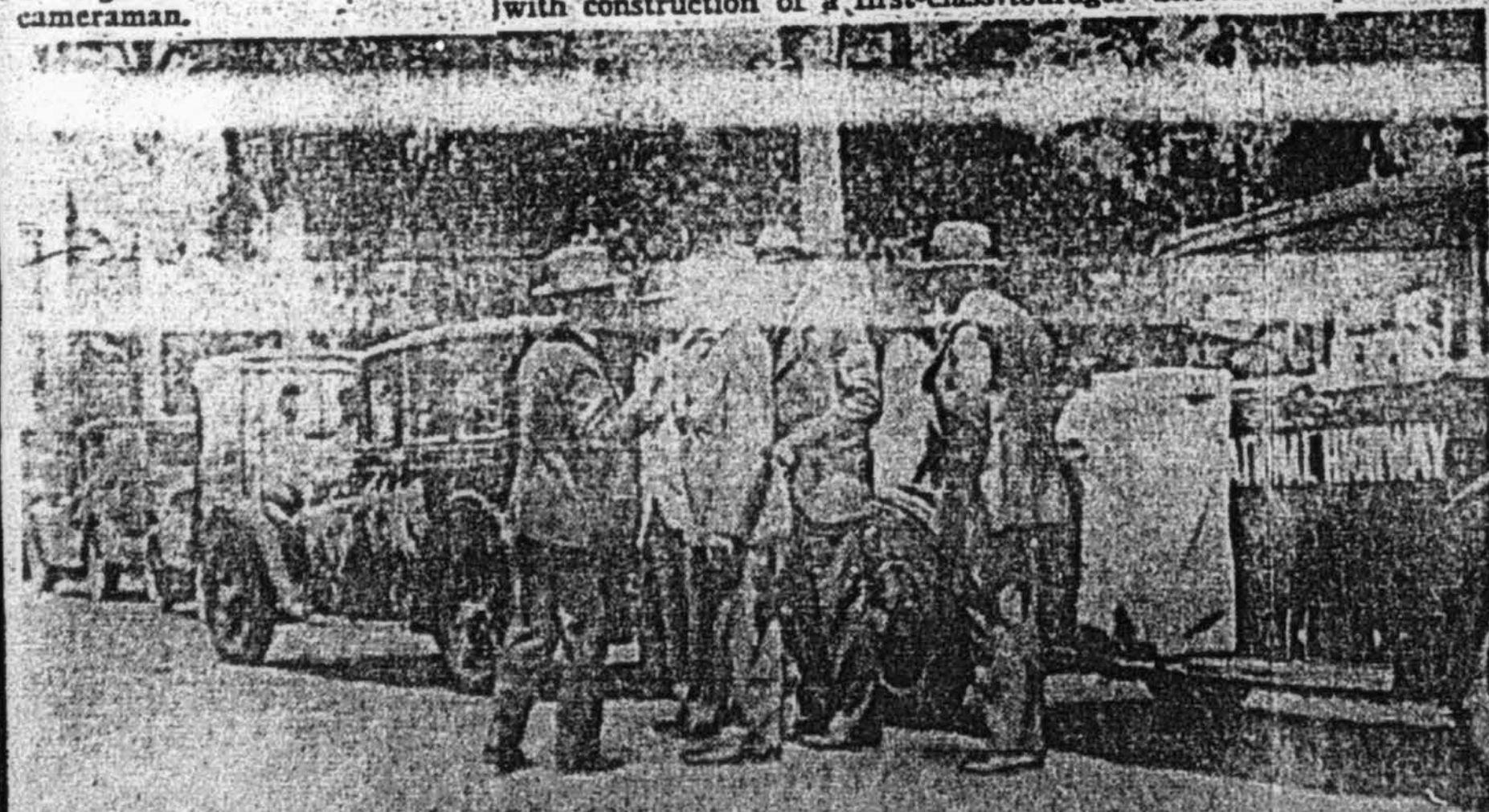
When the highway crusaders returned home, they found they had traveled from 169 to 261 miles a day despite adverse conditions, and had proved that automobiles of the day were sturdy vehicles.



On the way, the party stopped to refresh themselves and send telegrams of reassurance. Note 1928 fashions in cars and clothes.



In a high wind, Col. Ed Fletcher (Now Senator) wears a 10-gallon sombrero for the cameraman.



Judging from the palm trees, they're still in California. The cavalcade is about ready to move, but the boys had to hear the latest funny story.

"Arizona Wonder Car," it says here in large print. This, and a goat possibly, are the only perambulatory objects that could really enjoy themselves here.



# MANY TO ROLL IN MOTORCADE WEDNESDAY

San Diego is making a remarkable showing in the 'On to Memphis Motorcade' which will leave here 2 o'clock Wednesday afternoon, for a three weeks' tour of the Broadway of America. Ed Fletcher, chairman of the chamber of commerce national highways committee, declared this morning.

The response to our appeal to join the motorcade has been very gratifying and we already have over 100 people and 25 automobiles pledged besides the 12 that will go in the stage so kindly donated by the Pickwick stage lines.

"We are going to get national publicity of great value to this city, and I am deeply gratified to all whom have given us so much help, particularly the newspapers. San Diego business men have contributed financially to make the trip possible, and the chamber of commerce and San Diego-California club have been giving practically the full time of three of their staff members to the project.

"We are taking the Aeolian male quartet and four reels of San Diego motion pictures.

"Mayor Clark has been giving much of his time to the motorcade, and has visited Imperial valley, calling upon the mayors of that county, and personally inviting them to join the campaign. He will be with us, as well as Rear Admiral J. B. McKean, and President Jerry Sullivan, jr., of the chamber of commerce.

"Every town along the route of the 'Broadway of America' is intensely interested, and will be well represented at the national convention of the 'Broadway of America' in Memphis. Other cities besides San Diego are sending entertainment features, such as El Paso which is sending its quartet from the Kiwanis club; Colorado City, Tex., which is sending a 40-piece uniformed band, and Big Springs, Tex., which is sending its popular troupe of Gypsy girls. These cities are preparing a rousing welcome for the motorcade as it passes through these towns enroute, and picks up their delegation.

"The Tucson Kiwanis club is going to give the entire party a luncheon. From every indication there will be 500 automobiles from the west and nearly as many from the east upon our arrival in Memphis, April 19. There are 27 now on the waiting list who are willing to pay their own expenses to the Memphis convention and only want transportation. We need additional automobiles to take care of these people who are eager to make the trip and help boost San Diego and the 'Broadway of America'.

"Hotel rates have been cut in half and expenses will be reduced to a minimum. It will be a wonderful vacation of 18 days for those who can arrange to leave at this time. I hope that we are not going to have to disappoint the 20 odd people that are eager to make the trip and have not been provided with transportation."

## Lauds Broadway of America Project as Right Move for Development of Motoring

By CARL R. MONTAY  
Field Secretary of the Automobile Club of Southern California

A permanent organization having for its object the fostering of the Broadway of America unquestionably is a move in the right direction toward the development of transcontinental motor travel. Those familiar with the early days of transcontinental touring will recall that only a few years ago crossing the country in an automobile was a real adventure. It was to be undertaken only by those having sturdy arms and who were expert drivers. They also had to be their own mechanics and carry supplies of food and gasoline.

Today a transcontinental motor trip is the usual thing and is made by thousands of persons for vacation outings. Although the highways are vastly improved since 1913, when a start was made to make roads for cross-continent driving, there is much yet to be done to make the transcontinental trip all that can be desired.

The happy suggestion that one of the cross-country routes be designated as the "Broadway of America" has met with general favor, and there is no question that this highway, especially from Memphis to San Diego, will develop an enormous amount of travel. Motorists every year are making longer tours and the closed cars has taken the

sting out of winter motoring, so that the big important feature to the winter traveler is a good highway free from snow.

### Sierras Missed

In the Broadway of America route, the high Sierras are not encountered, so that it comprises a transcontinental route that is open the year around.

Reports of the touring bureau of the Automobile Club of Southern California show conclusively that an ever-increasing number of motorists are coming to California in their cars for winter vacations and tours. Last winter every state in the Union and Canada were represented in cars served by the club. They came in larger numbers than ever before, and it may be reasonably expected that each winter will show an increase in tourists coming from the colder sections of the country.

All of California should applaud the united spirit manifested in San Diego county for the development of a Broadway of America since the entire state will benefit by the exploitation and improvement of this route. The fact that San Diego is the western

terminus is appropriate, since it is has much to offer the sightseer and tourist, and in turn is one of the principal cities on the great Pacific highway, the longest stretch of paved road in the world, extending from San Diego to British Columbia.

### Several Routes

A motorist coming into the state over the Broadway of America route has the choice of two routes into the north from San Diego, either of which is a tour of infinite charm winter or summer. There is no closed season and certainly a visitor will obtain a good impression of California when he enters the state over a paved route through scenic territory and obtains his first feel of the Pacific at the bay of San Diego.

Californians do not need to be told of travel increases after a road is well improved. There are numerous examples of this, and probably one of the best is found on the Broadway of America route in the Mountain Springs grade. There probably has been a 100 percent increase over this former bit of tough going. Now the

famous old grade is a favorite route for sightseers.

It has come to be realized in this country that the best way to get results in any big enterprise is to organize and work systematically. This is what the Memphis convention plans to do, and if other communities along the route will show the enthusiasm and unanimity of purpose that has San Diego county, the success of the new organization is assured.

## 100 San Diegans Will Leave Tomorrow in Motorcade To Attend Memphis Road Meet

One hundred San Diegans will leave in about 25 automobiles and one Pickwick stage tomorrow afternoon for Memphis, Tenn., to attend the Broadway of America convention in that city. The advance car for the motorcade was to leave this morning with G. P. Stone, manager of the San Diego-California club; D. W. Campbell, manager of the chamber of commerce public events department, and Russell Miles, director of national publicity, in the party.

Capt. Otto Langer of the state motor police has received permission to make the trip, and will marshal the motorcade into line for a parade down Broadway before departure tomorrow.

As outlined by Col. Ed Fletcher, chairman of the chamber of commerce national highways committee, tomorrow's itinerary is as follows:

Motorcade forms at Sixth and Laurel streets at 12:30; proceeds on Laurel to Seventh, Seventh to G. C. to First, First to E. E. to Second, Second to Broadway, Broadway to Fourth, Fourth to University, and east on University avenue to La Mesa to El Cajon. The motorcade will break formation outside of the latter community and reform outside of El

Centro for a parade through the valley town.

### Officials To Attend

The city council yesterday voted to send Councilman Virgilio Bruschi on the trip, the city paying his expenses. Supervisor Tom Hurley of the fifth county district will travel from the Memphis meeting to the American Road Builders' association convention, May 11, in Washington, D. C.

Dr. L. I. Hughes, chief of the western division, United States bureau of public roads, and Chief Engineer Moscowitz left San Francisco yesterday for Los Angeles. They will join delegations from the Los Angeles chamber of commerce, the Automobile Club of Southern California and the Long Beach chamber, and the entire party will arrive here tomorrow in time for the official start.

Representative Phil Swing may attend the Memphis convention. It was learned yesterday. Lieut. Gov. Burron Fitts of California will make the trip by plane, and other state and federal officials will be present.

The Arizona cities of Tuma, Tucson, Douglas and Chandler are planning elaborate entertainments in honor of the motorcade members.

San Diego Tribune 4/10



# SURFACED HIGHWAY, NEW YORK TO SAN DIEGO, IS REALITY

## CONTRACT IS LET FOR PAVING LAST LINK OF ROUTE

By COL. ED FLETCHER

The Broadway of America Highway association was organized in the fall of 1926 in El Paso, Tex. Fifteen or 20 persons from Texas, New Mexico and Arizona were its charter members, the writer alone representing California. Our dream was a hard surfaced highway, the first built across the continent from New York to San Diego, the Atlantic to the Pacific, and we have won.

Bids were opened Tuesday in Albuquerque, N. M., for paving the missing link of the Broadway of America, Rodeo to Road Forks in New Mexico, and the contract yesterday was awarded to A. C. Peabody, Las Cruces, N. M. This is news good enough to be told the world.

At that first meeting in El Paso we elected that splendid highwayman H. L. Birney, president; the writer, vice president. I never met a finer set of men giving freely of their time and money in a spirit of love of town, county, state and nation, a crusading spirit that knows no defeat, the spirit of the west, if you please.

When the Broadway of America Highway association was first organized, more than 2000 miles remained to be hard surfaced. Particularly through parts of Texas and Arkansas, the clay roads were almost impassable in rainy season with streams to ford, rivers to ferry and toll bridges to pay tribute to. This is now a thing of the past.

### Trip Cut to Three Days

In our trip in 1915 across the continent from San Diego it took 28 days to Washington. Today, one can make it comfortably in six days without exceeding the speed limit, driving 16 hours a day and, in an emergency, three days by changing drivers. What a monument this is for efficiency, the development and benefit of our country in peace or war.

All honor to the remarkable men, thousands of them, who have assisted in completing the first transcontinental highway. 3298 miles in length through some of the most beautiful country to be seen in America.

Leaving our tropical climate and the Imperial valley, we come to Arizona with its marvelous desert, agricultural lands; Tucson, Spanish city with its famous St. Xavier mission; a side trip, via Phoenix, Roosevelt and Coolidge dams or via Douglas and Bisbee with their copper mines; thence to Lordsburg and the Carlsbad national park, one of the eight wonders of the world.

We travel nearly 1000 miles through Texas, an empire within itself, a land of gushing oil wells, vast farms and ranches and modern cities. El Paso and Juarez, Mex., are two towns tourists love to visit.

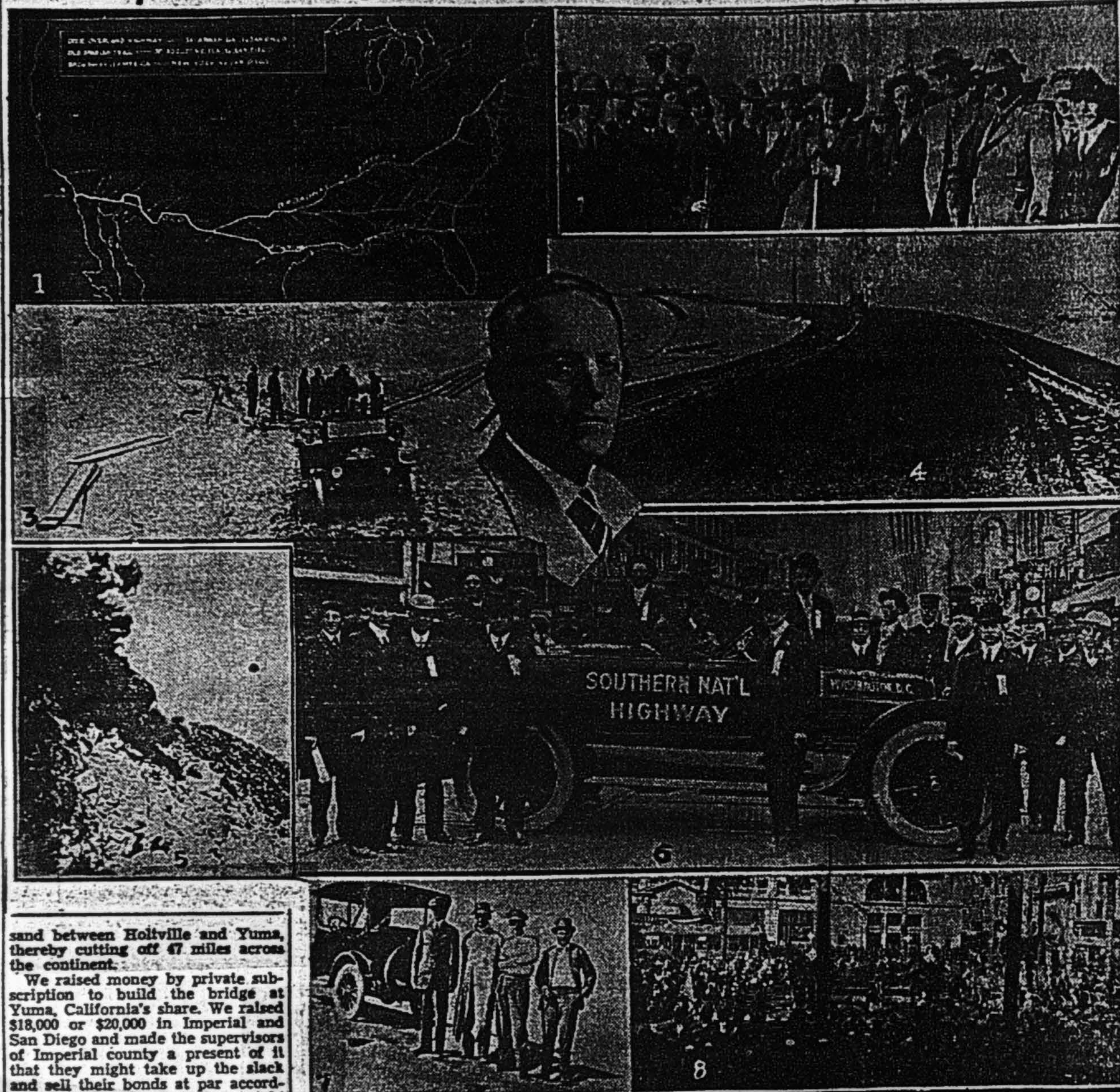
### Land of Scenic Grandeur

We should not forget the wonderful farming lands of Arkansas. We skirt the Ozarks and enter the Hot Springs national park. We cross the Mississippi and come to Memphis. Our route takes us into a land of scenic grandeur, winding through the Great Smokies and skirting the edge of Great Smoky national park. A side trip of a couple of hours will give opportunity to visit Mussel Shoals.

Continuing, we enter the Blue Ridge mountains and follow the famed Shenandoah valley of Virginia. Crossing the Potomac, we enter Washington, the most beautiful city in the country, where the traveler will wish to visit the national capitol, White House, Arlington, Mt. Vernon—many interesting places.

Thence, winding through the rich

## Graphic History of Southern Route's Development



sand between Holtville and Yuma, thereby cutting off 47 miles across the continent.

We raised money by private subscription to build the bridge at Yuma, California's share. We raised \$18,000 or \$20,000 in Imperial and San Diego and made the supervisors of Imperial county a present of it that they might take up the slack and sell their bonds at par according to state law that they might build a road from Yuma east toward Phoenix.

### Arizona Building Aided

We raised the money by private subscription and helped build the road from Gila Bend to Casa Grande, now a state highway, hard surfaced, which cuts off 88 miles across the continent.

San Diego has been faithful to the Broadway of America highway. Good delegates have attended each convention. The writer was in charge of the delegation to a convention at Memphis in 1928. We started with 27 cars, 108 persons and landed in Memphis with 1592 accredited delegates, 635 cars. We had the mayors of 17 cities, a band of 40 pieces, male quartet from San Diego, female quartet from El Paso, Spanish quartet from Juarez and many speakers. Nearly 2300 delegates attended the Memphis convention.

Our whole object was publicity and a demand for early completion of the Broadway of America in every county and state. We have attained results beyond our fondest dreams.

Accompanied by Elwood Bailey, our delegate to the convention in 1929 was Dr. C. L. Good who represented the board of supervisors. The convention was held at St. Augustine, Fla. In 1930, Supervisor Edgar F. Hastings represented us

1—Map contrasting Old Spanish Trail and Broadway of America. 2—Starting construction of Yuma-Holtville highway, 1916. Gov. William B. Stevens second from right. 3—View of sand hills road with 1913 plank road in background. Inset—Col. Ed Fletcher. 4—Sand hill road paved. 5—First blast in the construction of Mountain Springs grade, 1912. 6—Across the continent in 23 days was the feat accomplished by this 1915 automobile party. 7—Sand hill plank road. 8—Dedication of Pacific milestones in place, 1925.



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Thence, winding through the picturesque hills of Maryland the route crosses the Susquehanna river and we reach Baltimore. Soon we find ourselves at Wilmington and then on to Pennsylvania, where the visitor has the opportunity to see Philadelphia, Independence hall, Liberty bell, also one of the country's greatest navy yards. From there we go to New Jersey over splendid roads and end in New York, having passed through 12 states and the District of Columbia.

**\$64,000,000 Invested**  
We have crossed the continent over the shortest route, an all-year, all-weather, high gear road from coast to coast, traveled every day of the year, a dream come true.

More than \$64,000,000 has been spent on this highway to date and more than \$40,000,000 has been raised since organization of the Broadway of America to complete the project. It was the enthusiasm, patience and determination of citizens along the route for early completion of the Broadway of America that makes it possible of completion today. Much credit also should be given to Thomas H. MacDonald, chief of the bureau of public roads, and his assistants en route, particularly Dr. L. L. Hewes, regional director for western states. They led the way, through federal aid, to pay a large part of the construction of this highway, the rest paid by states and counties through which the highway runs.

Where, 15 years ago, practically no auto travel came into California, last year, 278,000 people, by government records, came into California, via Yuma, alone.

**Tourist Crop Second**  
In excess of 1,000,000 tourists came into California last year via auto alone, a golden stream. California's first source of revenue is agriculture. Tourist travel is second. One hundred and sixty-six million dollars, tourist money, was left in California last year. Ninety-nine millions of tourists' money was collected by hotels alone.

The California-Pacific International exposition here next year would bring several million tourists to San Diego. The whole country is on wheels and San Diego will reap its just reward for service well done.

Los Angeles was trying to head us off in our aspirations for a national highway directly east. We bonded ourselves for \$1,500,000 in 1911 to build the highway to the county line. San Diego citizens, headed by Fred Jackson, raised the money, \$61,000, to build the Mountain Springs grade in Imperial county and make that county a present. We raised the money by private subscription planking the sand hills and demonstrating the feasibility of building a hard surfaced road on

to state law that they might build a road from Yuma east toward Phoenix.

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**Convention Held Here**

In 1932 the convention was held in San Diego. Every town along the route was represented and San Diego did itself proud in entertaining these visitors: Mayor Forward and Councilman Charles E. Anderson represented us at the convention at El Paso last year and in May of this year Supervisors Hastings and Richards were our delegates.

Next year we shall meet at Hot Springs, Ark., and there it is intended to plan an organization for future publicity of the Broadway of America, distribution of strip maps en route, etc.

Special mention should be made of F. O. Mackey of El Paso, who was president for many years and has given \$5000 of his money to keep the organization together during depression.

San Diego business men little realize the value of this transcontinental highway work over the Broadway of America, U. S. 80 and 90. I expect to see the day in the next five or 10 years when 1,000,000 people will come over our Broadway of America highway into California annually.

**Mexico Doing Part**

Mexico is doing its part, a splendid highway will be completed from U. S. 90, via Laredo, to Mexico City. The government is rushing a highway from Mexico City up the west coast to connect, via Nogales and Tucson. Another highway is being built from Tijuana to Ensenada and 800 miles down the peninsula to La Paz. It is only a 90-mile trip by ferry from La Paz across the gulf to Mazatlan.

We have every reason to believe the Mexico highway will be completed within the next three or four years and we will get our share of tourist travel via this route.

Our new Colorado valley highway from Las Vegas, N. M., via Boulder dam, Searchlight, Needles, Parker, Blythe and Imperial valley will divert thousands of travelers from U. S. 91, from Salt Lake, U. S. 66 at Needles from Albuquerque and Colorado, U. S. 60 at Blythe from Phoenix and the east into Imperial valley and San Diego. It will be an easy eight or nine hours' trip within two years, via the Colorado valley highway, to Boulder dam at Las Vegas from San Diego. We must prepare properly to advertise the beauties of San Diego county.

A man should be stationed at Yuma, arrangements should be made at Las Vegas, Needles and Blythe, either through gasoline sta-

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tions, signs or individuals, to tell the advantages of our new route.

**Tribute to Arizonans**

We owe much to four men in Arizona, sterling characters who have given the best that is in them for completion of the Broadway of America. I refer to A. H. Gardner of Tombstone, Monte Mansfield and Al Condron of Tucson, and Walter C. Smith of Coolidge. A monument should be built to the honor of these four men.

Mention should be made of Ed Boyd of Imperial valley, A. H. Mercer of Calexico and others. San Diego has a hundred or more of them.

This increased tourist travel means permanent residents in the city, development of our agricultural lands and the increased influx of summer tourists from the hot arid states of the east as far back as Texas where they can enjoy the finest climate on earth in the summer as well as winter, in San Diego.



**Ed Fletcher Papers**

**1870-1955**

**MSS.81**

**Box: 70 Folder: 11**

**Business Records - Other Fletcher Activities  
- Highways - Broadway of America  
motorcade - Memorabilia, with photos**



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