

May 22nd, 1928.

Mr. Perry E. Powell,
5645 Washington Blvd.,
Indianapolis, Indiana.

My dear Mr. Powell:

I am enclosing a copy of a letter to Col. Ed Fletcher at San Diego. Col. Fletcher and other leaders there want to come to St. Augustine with great motorcade. The leaders are now enthused with the thought that their success in taking 475 cars to Memphis will enable them to organize a far better motorcade to St. Augustine. Incidentally, I think by the time they got to Memphis they realized something was going on in the East they were not aware of. California has grown up with the thought that everybody wanted to get to California by the nearest route.

These leaders, however, have the same trouble with the mass of the people that leaders do elsewhere, therefore, we have a lot to do to build up a sentiment and interest before a motorcade can be put across the continent. Col. Fletcher, who is a wealthy man and a very busy man is also a recognized leader out there in this sort of thing, realizes a great deal must be done to get interest in the mind of the local individual.

The enclosed copy of letter happens to be a bit of our correspondence. I am merely enclosing it in case it may be of some interest and also that I may assure you that the leaders out West want to come thru to St. Augustine if the game can be put over.

Sincerely,

Harral Ayres,
Managing Director.

HA:b
enc. F.lt.