

# RECOMMENDATIONS MADE BY DALE SCHWAMBORN TO HELP PLAN THE AROUND-THE-WORLD CARAVAN 1962

In the early days of planning for the Wally Byam Around-the-World Caravan, I was asked to prepare notes in an outline. The notes were suggestions and remembrances of the 1959 - 1960 Wally Byam African Caravan. The objective was to learn from experience. It covered the do's, don'ts, and wish list. It addressed the management and leadership required; also the need to screen and select potential the Caravanners.

Here is the list requested by my Mother, Helen Byam Schwamborn. (It was written in June or July of 1962.)

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## Caravans

- A) Schedule—millage, stops, places of interest
- B) Road—conditions, tar, gravel, dirt or rutted
- C) Activities—local tours, in camp activities, shopping places native family to meet
- D) Expenses—kitty for general expenses, everyone shares expenses: the cost of the trip is paid by the individual trailer
- E) Committees—first aid, doctors, repairs, entertainment, golden rules, post office, kitty, et cetera
- F) USIA—co-ordination, U.S. Government relations, press coverage
- G) Embassies—information bulletins to all embassies, et cetera who, where, what, when
- H) Advance Scout—co-ordinate between caravan and cities, make all arrangements, detailed reports on the roads, signpost cities to campsite.

## Africa

- A) Problems— personality classes, not sufficient in-camp activities, poor trucks (IH, certain Airstreams were insufficient for the road conditions, too many big toads from small ponds, Caravanners enter a city and go about their merry way without knowing their neighbors for a long time, new C.(Caravanners) who had never towed a trailer or had been on a Caravan.
- B) People— all types, necessity to screen them, find out temperaments, attitude, ability to get along with people
- C) Roads— good, poor, and non-existent
- D) People to People— natives' homes, in Airstream

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- E) USIA— only local publicity
- F) Embassies— not as responsive as they should have been
- G) Publicity— could be greater

## Around-the-World

### A) Photography

01. Stable individual
02. Well adjusted to hardships
03. married
04. ability to use many cameras at the same time
05. ability to have a mobile unit and take advantage of it
  - a. a self-contained truck or a small trailer
  - b. a new rig in complete working order—e.g. Peter Turner
06. an unending amount of film—camera Lieca or some type of camera that can be repaired anywhere on the trip
07. a schedule of those things most important for photos
08. orientation period so he will know what the Caravan is about, who the Caravanners are and how they react
09. ability to mail his work promptly, ability to gain most publicity from his work
  - a. pre-trip story with photos
  - b. unloading and reception story
  - c. individual human interest stories
  - d. summary stories every month or two months
  - e. final story of whole trip
10. Not only American newspapers but world-wide, same for mags
  - A. contact all resources for news coverage
  - B. saturate all medias with good interesting material
11. Articles of some lengths prepared by G&J&G (*Guerin, Johnstone, and Gage*) for home newspapers of members with photos from other trips, a historical-biography of the Caravan and the family—building up the fun, adventure et cetera of traveling in the trailer—the benefits for the person, and the USA People to people
12. Photographer can be any age if is able to fill ability chart.

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## People

- A) should have orientation letters telling them of how the people live, their morals ideals et cetera
  - a. if a person is not pro-US, this does not mean that he is a Commie
- B) a few Caravanners have not gone to high school.
- C) a native of another nation may be envious of what you have—there are many ways to break this barrier
- D) A prof. at Oregon in Chinese history said if a member of a foreign nations asks you or tells you that communism is good and you have no substantial answer, he will continue to believe C. is good it is necessary to know basic Marxism, Leninism, Maoism and Stalinism to point out fallacies—in Africa this was not as necessary as it will be in Asia—I may be overstating this point, but the Caravanners can do a lot of good in stressing the ideals of Americanism—Truth is always beneficial—the Caravanners **SHOULD NEVER RELY UPON THEIR EMOTIONS, THIS BREAKS DOWN COMMUNICATION BETWEEN POEPL E AND CAUSES MISUNDERSTANDING, DISTRUST AND ILL WILL.<sup>1</sup>**
- E) This trip can aid the United States, it can be pleasant for the Caravanners, it can help Airstream If the first two run a true course the last will fall with ease
- F) foreigners have many short comings, and misinformation about the US **THE TRIP IS NOT FOR THE GOVERNMENT NOR IS IT A PROPAGANDA MACHINE, IT IS SOLEY FOR THE ENJOYMENT OF THE PEOPLE—BUT WITH PROPER UNDERSTANDING AS WALLY BYAM CARAVANNERS IN THE TRADITION OF THE CARAVANS, AND WITH COMMON SENSE THESE PEOPLE CAN BE TRUE AMABASSADORS OF GOOD WILL—AND NOT ILL WILL**
- G) They should respect the people in foreign countries
- H) there are many things and situations that can be conquered before leaving the US
- I) the leader of the Caravan must at all times be ready to listen to what the Caravanners have to say—he must have his door open—he must think of the US, Airstream et cetera—ready to meet the press at all times
- J) the same goes for the Caravanners, if they are unable to meet with the press turn them over to Andy
- K) the general Caravan tradition is sufficient in touring cleanliness of camp

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<sup>1</sup> Today I have a different view that I should have had 48 years ago. Stay away from politics. Also, apply that because of changing times, since the founding of the United States that we evolve very slowly in philosophical, political, and theological enlightenments. When you Caravan it is best to stay away from all definitive political discussions, in any form.

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- L) there should be a committee of top notch Caravanners who can give a good impression to meet the public, they should be able to cope with all problems it may be one trailer or several in this category.

## Airstream

A) the corporation can gain a great deal from this trip this is a known fact

01. national geographic
02. other magazines
03. TV
  - a. in TV Huntley Brinkley NBC ABC CBS if well informed can do wonders with a trip of this magnitude
  - b. Telstar
  - d. our own movies
04. dealer films
05. UPI, AP Reuters, et cetera
06. of great interest to Europeans, not only Americans—if this interest is built it will gain speed all over the world.
07. USIA in local releases can bring back good memories to those people in other nations that remember the Caravan

## Mechanics

01. Ohio and Santa Fe Spring
  - a. repair departments—make a synthesis of most common occurring problems in the Airstreams
02. Ask Art Ruiz about the difficulties he encountered in Africa
03. Equip the repair man with all possible materials and parts that he may need on the trip.

## Trucks

### GMC or Chevy

- a. better performers all away around
- b. there should be a standard md. GMC or Chevy—this will make it easier for repairs
- c. GM Corp can benefit from a trip like this—publicity for them
  1. in addition, they will gain knowledge about their product that they cannot learn on a proving ground
  2. GMC and caravan co-operation can help both interests

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## Stops

Stops on the trip should be of such length that there are not too many one night stops; or if there are one night stops they should be spaced so the Caravanners will not get pooped out

There should be those arrangements made to meet as many high ranking officials as possible

1. particularly national leaders—with ambassadors from US

## Food and Water

However, not standard equipment—I would advise the super-duper Ogden this will handle all running water for purification—no problems with this in Africa<sup>2</sup>

Water is available everywhere—man needs water

Food likewise

Should take canned meats along—

1. chicken
2. bacon
3. hams
4. stew
5. hamburgers

also canned butter

those dried fruits, regular canned fruit, and fruit juices; that you like should be taken along

Excessive drinking (alcohol) is a poor policy.

The people should not have Airstream driven down their throats, because most of them are paying one HELL of a lot of money to go on the trip. But in the same line of reasoning, they should remember that A. exchequer is footing the leadership, and paying a lot of bills—and that it was the work of Wally Byam, and other people connected with A. that the experience for the trip was established.

There should be sufficient bulletins sent out preceding the trip—to inform the people of what they are expected to do.

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<sup>2</sup> On the 1959 African Caravan, the Scout Truck and Mechanic's Truck were outfitted with a special water purification system. Andy Charles, President of Airstream, Jackson Center, OH was a graduate of U.C.L.A. This water system was developed at U.C.L.A. Nick and I never boiled our water. We never added chemicals. We cooked, bathed and drank the water. Doctors on the Caravan were aghast that we did not process our water before using. The water was never a health factor.