

IRRIGATION, DRAINAGE, FLOOD CONTROL
INVESTIGATIONS AND REPORTS
DESIGNS AND ESTIMATES
SUPERVISION, VALUATIONS

B. A. ETCHEVERRY
CONSULTING ENGINEER
BERKELEY, CALIFORNIA

July 10, 1922.

140-5

Mr. Ed Fletcher
Fletcher Building
San Diego, California.

My dear Mr. Fletcher:

I was very sorry not to see you when I was in San Diego. I made a short visit on the ranch and had to return on account of some of my work for the Madera and Lindsay Districts.

I am pleased to learn that you have given the matter of subdivision of my Ramona property some consideration. I certainly am interested in having you submit to me your plan and proposition.

With best regards and hoping that I will see you again soon, I am

Sincerely yours,

B. A. Etcheverry

September 20, 1922.

Dr. Bernard A. Etcheverry,
University of California,
Department of Irrigation,
Berkeley, California.

My dear Bernard:

Your brother, Fred, came in, and as a result of the discussion and tentative arrangement between him and me, inclosed find proposition for your consideration.

Fred says that the \$5000 that he has available from his loan can be used in developing his 400 acres, and we may be fortunate enough not to be compelled to spend over five or six thousand dollars on each tract before we can commence to get some revenue from sales, and it goes without saying that any development we make, particularly of water, will materially add to the value of the property as an extra factor of safety. I believe you are safe in going ahead on this basis.

Will be glad to have your criticism on the proposition.

Yours very truly,

EF:AH

P. S. If you cannot finance yourself for five or six thousand dollars to start the preliminary work on your tract south of the road, you and I can borrow the money from the bank at Ramona without any trouble. Let me know what you think of this proposition.

E. F.

September 20, 1922.

Dr. Bernard A. Etohorry,
Berkeley, California.

Mr. Fred J. Etohorry,
Los Angeles, Calif.

Gentlemen:

I have been on the ground again at Ramona, and am convinced that it is not necessary or practical to put in an expensive water system and pump water from the river to any lands south of the road. My recommendation is as follows:

That the first subdivision put on the market is all of Bernard's land lying south of the road and approximately the 400 acres belonging to Fred in Section 28. Fred's should be subdivided in 10-acre tracts, including Lots 261 to 335, as per map of Section 28. That Bernard's land south of the road should be subdivided in 10-acre tracts, excepting that it should be made into 5-acre tracts along the highway. That two water developments be installed independent of each other - one on Bernard's tract and one on Fred's tract. That mutual water company organization be perfected for each tract and mutual water stock sold with each tract independent of the other. \$1500 on each tract will demonstrate the water supply by the installation of wells. The superintendent of our Cayamca Water Company, Mr. Harritt, is probably the best expert in the country on well digging and well development, as well as installation of pumping plants, and he has in his charge today one plant that pumps five million gallons daily. My suggestion is that he go on the ground with us, and by agreement select the site where the first attempt should be made to develop water. I will make no charge for Mr. Harritt's services to in a general way supervise this water development. I have organized a dozen mutual water companies and irrigation districts, and everything can be prepared in this office at slight expense. Let us first make this water development and know we have the water. We can't help but develop a small amount of water, and I believe a large amount can be developed, thereby settling for all time the question.

This country is especially adapted to chickens, with an acre or two of alfalfa on each 10-acre tract, and for deciduous fruits, which take very little water. I am satisfied that one-half acre foot per annum of water per acre, in addition to the normal rainfall, will be sufficient. We only use eight-tenths of an acre foot on the coast where the normal rainfall is one-half of what you get in the Ramona Valley.

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By developing this small tract of 800 or 1,000 acres now, you will be increasing the value of the rest of the tract. It would be hard to sell Fred's 400 acres to advantage in subdivision without at the same time developing Bernard's, south of the road, leaving the north of the road for a later development, when you will get increased values.

I am convinced that a reasonable supply of water can be developed and water piped to each 10-acre tract, the total cost not to exceed \$50 or \$60 per acre, and \$5,000 spent on each tract in installing wells and a pumping plant and a portion of the distribution system will be all that will be necessary to spend before the returns from the sale of the property will commence to come in, and the proposition should carry itself thereafter.

The plat should be made to conform as nearly as possible to our present map as to subdivision. However, it will be necessary to make contour highways to some extent, but I believe that the necessary roads can be built on each tract not exceeding \$500 to \$750 each, including culverts, and it will cost considerable money to subdivide, and get these maps officially accepted, as no property can be sold by lots and blocks until the map is officially filed, and my understanding is that the land is now in acreage.

I understand that Fred is going back to the ranch immediately. I suggest the following procedure:

That the location for the development of water be immediately agreed upon; that the work be done by thoroughly competent men by day labor under the general supervision of Mr. Harritt, who can furnish the well men and necessary outfit, all this being done under the personal supervision of Fred; that concurrently an engineering crew be put in the field to subdivide this land. We have an efficient crew in our office that have subdivided lands for the last ten years and are very dependable, and the only expense will be their actual salaries.

By the time the surveying is completed the water will unquestionably be developed, and as soon as the plat is filed and accepted by the Board of Supervisors you will then be in a position to sell land, guaranteeing the delivery of water through mutual water company stock, and when all the land is sold all of the stock of the mutual water company will be sold, and the individuals living there will operate their own water system.

I would start the sale of the property on an average of \$200 an acre for the lands along the highway and \$150 per acre off the highway, on terms of one-fourth down and one-fourth in one, two and three years, with interest at 7% on deferred pay-

ments. I would give a 5% discount for each and a 10% discount where homes are immediately built, satisfactory to your architect, the idea being to keep it a somewhat restricted district.

Where a man will build a home, I would take back a first mortgage or a contract, and not ask for any payment down for the land itself. These first mortgages are easily sold, or can be used as security in the banks to borrow money.

When one-fourth of the land is sold, I would advance prices of 25%, and use your own judgment on advancing prices thereafter, depending upon the rapidity of the sale.

If you will finance these improvements, I will pay for the advertising and the literature, and become the selling agent of the tract on the following basis:

20% commission, payable 10% when the first 25% is paid down and one-half of any further payments until my 20% is paid in full.

I will give Fred a desk in the Ed Fletcher Company office free with free use of our facilities, he to furnish his own car and get a 10% commission on any sale that is made, whether he lives on the ranch as the local agent or sells through this office.

I will make liberal terms of commission with other real estate men in this city and get the entire real estate board to cooperate with us if possible.

If I am successful in disposing of this first tract of land, and have a similar agency in the sale of the rest of the tract when you put it on the market or if it is sold as a whole, I am to get 25% commission no matter to whom the other lands are sold, if sold within four years from date.

I feel that the development of this tract materially assists in the re-sale and increases the value of the balance of the land, and I should get something out of it. I am sure added values can be given to Bernard's property on the north side of the road by the first development on the south side.

Regarding the mutual water company - say there are forty ten-acre tracts in each tract. If I sold a ten-acre tract, I would have a share of stock representing one-fortieth interest in the water system and water, without specifying how much water stock each share represents. The mutual water company should have decided to it a certain tract of land big enough so it can make larger development of water at its own expense later on if it sees fit. From year to year the directors of the mutual water company can make rules and regulations relative to the price and conditions under which water is to be sold to its stockholders. There are a

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lot of people who buy land who will want nothing but domestic water and enough water for chickens or one acre of alfalfa, or they may want to develop water on their own land themselves, but if fifteen or twenty inches of water can be developed for two or three thousand dollars on each tract, I would by all means go ahead and form a mutual water company and give a share of stock with each acre, and let it represent a certain interest in the water system, your only obligation being to pipe the water to each five- or ten-acre tract, as the case may be.

If the above proposition is interesting, kindly let me hear from you.

Yours very truly,

EP:AH

September 20, 1922.

Mr. Fred Etoheverry,
149 N. Mariposa St.,
Los Angeles, Calif.

My dear Fred:

Inclosed find copy of letter which
is explanatory and for your information. I would
like your criticism in relation thereto.

Yours very truly,

EF:AH

Form 1206A

CLASS OF SERVICE DESIRED	
Telegram	<input checked="" type="checkbox"/>
Day Letter	<input type="checkbox"/>
Night Message	<input type="checkbox"/>
Night Letter	<input type="checkbox"/>

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Receiver's No.
Check
Time Filed

Send the following message, subject to the terms
on back hereof, which are hereby agreed to **San Diego, Calif., Sept. 22, 1922**

Dr. B. A. Etoheverry,
University of California
Department of Irrigation
Berkeley, California

Mailed you proposition yesterday Will arrive Palace Hotel
Saturday If agreeable leave word Palace Hotel where and
when can see you

ED FLETCHER

Chg Fletcher Co

Stamp file

B. A. ETCHEVERRY
CONSULTING ENGINEER
BERKELEY, CALIFORNIA

IRRIGATION, DRAINAGE, FLOOD CONTROL
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October 2, 1922.

140-5

Mr. Ed. Fletcher
San Diego, California.

My dear Mr. Fletcher:

I have given your proposition for the subdivision of my land careful consideration and have decided that while your proposition is attractive, it will not meet my needs at the present time. As you know, I am specially desirous of selling in such a manner that I can be of material assistance in financing my brother. I therefore much prefer to sell my tract as a whole although I appreciate that by doing so I will receive less than if I subdivided in accordance with your plan.

The gross area in my tract is 1040 acres; of which about 440 acres is situated south of the road and about 600 acres north of the road. The selling price which I consider reasonable and am asking for is \$50. an acre for the portion south of the road and \$70. an acre for the portion north of the road. The price for the whole tract is \$60000. These prices are exclusive of the commission and before I could sell it would be necessary for me to obtain a cancellation of the lease with George Sawday.

I hope you will be able to find a purchaser and wish to thank you for the interest you have taken in the matter.

Yours very sincerely,

B. A. Etcheverry

BAE B

[BOAL, J. MILLS
Carlsbad, Calif.
Oct. 11-1922-

Col. Ed. Fletcher,
San Diego, Calif.
Dear Sir:

We understand you are interested in water development on the Etcheverry Ranch at Ramona.

Some time ago we had occasion to investigate the water condition at Ramona and especially on this ranch. We believe we may be of assistance to you. It is possible to develop artesian water we believe.

(At present we are at Mr.

Chas. Kelly's ranch and mail addressed here will reach us some time next week we expect to be at Mr. Low Stockton's ranch at Ramona for a few days then will return to Pasadena.

Should you be interested you can confer with us at Carlsbad or Ramona until the last of next week by mail & make an appointment.

In the absence of Dr. Boal I have taken the liberty of addressing you that you may get in touch with us while in this part of the country should you care to.

Very respectfully -
(Mrs. J. Mills) A. L. Boal

October 17, 1922

File 140-5

Prof. B. A. Etoheverry,
University of California,
Department of Irrigation,
Berkeley, Calif.

My dear Etoheverry:

Answering yours of October 2d, will
say I will go the limit to help you sell this tract of
land, and in the near future.

Yours sincerely,

EF:KLM

Ed Fletcher Papers

1870-1955

MSS.81

Box: 7 Folder: 10

General Correspondence - Etcheverry, B.A.



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