

CHAMBER OF COMMERCE

OFFICERS

A. E. A. Shinner,
President
E. A. D. Reynolds,
Vice-President
E. C. Upp, Treasurer
W. E. Lyon, Secretary

DIRECTORS

E. A. Berens
S. C. Grable
T. M. Hancock
E. B. Light
H. A. McKinney
M. W. McNeil
C. H. Noyes
H. C. Park
E. A. D. Reynolds
E. H. Stokes
L. Sperbeck
E. C. Upp
W. O. Staples



LA MESA

San Diego's

Scenic Suburb

and

Ideal Home City

Located on S. D. & S. E.
R.R., State Highway, &
Improved Boulevards

Modern School

Four Churches

Leading Fraternal So-
cieties

Complete Water and
Sewer Systems

Gas and Electricity

No Saloons or Objec-
tionable Population

La Mesa, Calif. March 30, 1916.

Ed Fletcher Esq.,
920 Eighth St.,
San Diego, Cal.

My dear Sir:

It developed that our local photographer has a later picture of Madame Schumann-Heink's home than the one in your book. This later one we shall use. We are having a large panoramic made showing all of the horizon to the west of La mesa, including of course, Grossmont and Helix. These will be indicated on the cut as you suggest. Mr. Platt was unable to take a photograph of the size we would require and therefore we had to have another man. The book of views I will return in a few days.

I wish to thank you very much for your consent to share the expense in the making of the large cut, and remain,

Yours very truly,

E. L. Macchew
Secretary,

November
26
1920

Mr. K. B. McMahan, President,
Chamber of Commerce,
La Mesa, California.

My dear Mr. McMahan:

My suggestion is that if the enclosed letter is interesting to you that you notify the directors of the La Mesa Irrigation District, and the Directors of the Spring Valley Mutual Water Company, together with your committee and perhaps three or four other influential citizens, and let's have a conference. I will at that time be in a position to outline a plan that may be of interest.

If agreeable, let's try and have the meeting some night next week.

Yours very truly,

EF:KLM

San Diego, Calif.

Mr. K. B. McMahan, President,
Chamber of Commerce,
La Mesa, California.

My dear Mr. McMahan:

Enclosed find statement of our Secretary,
and sworn to by him, showing our investment in
the Cuyamaca System.

The Cuyamaca Water Company has never
declared a dividend, directly or indirectly, and
this statement can easily be verified, if desired,
by a committee, in case it is shown to our
satisfaction that they mean business in the
acquisition of our system.

After discussing this matter with your
committee, will you please let me know whether
or not your committee are ready to take up the
matter in earnest.

Yours very truly,

EF:KLM

Manager

January 7, 1921

Mr. K. B. McMahan, Pres.,
Chamber of Commerce,
La Mesa, California.

My dear Mr. McMahan:

Sorry to have missed you, but I had
a nice talk with Mr. Parks yesterday.

Things must come to a head immediately,
or else I want to be relieved of any further moral
obligation in the matter, to make any other arrange-
ments I see fit for the sale of the Cuyamaca System.

My suggestion is that your Chamber of
Commerce Committee write me a letter asking for a
price and terms on the Cuyamaca System. I will
then submit a proposition and ask for a conference
between your committee and the Board of Directors
of the District. I do not ask any commitment from
anyone. All I ask is that the matter when finally
arranged be put up to the people so they can vote to
buy the Cuyamaca System or not, as they see fit. I
promised to give them a chance to vote on it and I
want to live up to my moral obligation, but if the
Board of Directors of the District and your committee
feel that there is no use in putting it up to a vote
of the people, then all I want you to do is to say so,
and we will let the matter drop.

Mr. Parks seems to think that the whole
question is one of being able to sell water to the City.
Enclosed find clipping from last night's Sun which is
explanatory. There is no question, if you have confi-
dence in the growth of the city and the back country,
but what this water is becoming more valuable every day.

I am satisfied Mr. Murray would be willing
to take the first three years' interest in bonds so that
the district would not have to pay a cent for three
years, and none of the principal for twenty years.

It might be well for your committee to, on receipt of a written proposition from me, go for a conference, without any newspaper notoriety, and ask if the City would buy surplus water from the District. In this way you can get an expression from the City as to whether or not they will buy.

Please keep in mind that the El Monte pumping plant is the most valuable asset we have. It will pump three million gallons a day every day of the year, and the total demands on the Cuyamaca System are only about two and one-half million gallons a day.

This letter is confidential, and simply to explain to you my position, for I am going in a short time to be asked to sell the System to others and must either fish or cut bait very soon.

Our core drill is in operation at the head of our flume above the diverting dam, or will be in a few days, to determine bedrock at that site.

It is just possible that I can, before the election day, get a letter from Mr. Murray agreeing to take bonds with which to secure money to build a 100 or 120 ft. dam at the diverting dam, if it is thot advisable to do it at this time by the District, if they acquire the Cuyamaca System.

Mr. Smith of La Mesa Scout came to me voluntarily and said something ought to be done to help settle the water problem, and that he would give either me, or your committee, all the publicity wanted. He did not commit himself one way or the other. If you would like me to do so, I will write three or four short articles on the subject, which, if deemed advisable, the committee can chance as they see fit, and sign, presenting as clearly as possible the case to the people. Kindly let me know if you desire to have me prepare this data for the consideration of your committee.

With kind regards, I am
Very sincerely yours,

EP:KLM

CLASS OF SERVICE DESIRED	
TELEGRAM	<input type="checkbox"/>
DAY LETTER	<input type="checkbox"/>
NIGHT MESSAGE	<input type="checkbox"/>
NIGHT LETTER	<input checked="" 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

Form 1206 A

NO.	CASH OR CHG.
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

September 8, 1925.

Clerk
Supreme Court
434 State Building,
San Francisco

Referring to case S F eleven five naught two re validity of bonds La Mesa District the District has option until December fifteenth to purchase Cuyamaca System. Vital immediate decision as to validity of bonds for district to exercise its option Urge as early decision as possible as welfare of this entire community hangs in the balance

LA MESA CHAMBER OF COMMERCE
By _____ President

November

26

1920

Mr. K. B. McMahan, President,
Chamber of Commerce,
La Mesa, California.

My dear Mr. McMahan:

In answer to your verbal request regarding the purchase of the Cuyamaca System by the district, and speaking wholly from a personal standpoint and a property owner from that section, the situation appears to me as follows:

Today we are furnishing water to 3700 acres of land. All the burden of operating and maintaining the Cuyamaca System is paid by the owners of 3700 acres of irrigated and a small domestic supply, which is about 7% of our total demand. If the present La Mesa Irrigation District of 15,000 acres, or say 2,000 or 3,000 acres more are added to include some of our properties, if desired, should acquire the Cuyamaca System, the cost of operating and maintaining that system could be more equally distributed, by making the 15,000 or 18,000 acres pay instead of 3700.

The Railroad Commission have no other course than to increase rates from year to year to those to whom we sell water, until enough revenue is secured to pay a reasonable interest, operating and maintenance expense, and sinking fund. It must all come out of the present consumers, while really the man who has the lease investment and makes the most money out of it is the man who owns raw land and unimproved lands, that can be supplied with water from the Cuyamaca System, but who pays nothing for that benefit. The land is not worth \$25.00 an acre without water, yet he is doing nothing to pay for the privilege of getting water, when he want his land developed. There is no question in your mind, or mine, but what he calls attention to the fact when trying to sell his property, that water is available, therefore, this is the man who gets the cream, as well as the benefits from the privilege of being able to buy water and from his neighbor's improvements, which increase his valuation; therefore, a premium in the shape of excess profits is given to the fellow who does not develop his lot or his land, who is paying nothing for the privilege of buying water whenever he wants it from the Cuyamaca System.

If the Irrigation District is formed, the usual custom is to charge enough for the water to take care of the maintenance and operation expense from the consumers who put the water to beneficial use, but the interest and sinking fund is raised thru assessments on the entire acreage within the boundaries of the district, including improved and unimproved land. In this way the man who owns raw lands pays for the privilege of getting a little water which increases the value of his land from \$25 to \$50 an acre to \$300 and \$400 an acre.

Today less than ten percent of our water is sold for domestic purposes, and this domestic water is being sold at an average of approximately 30 cents per thousand gallons and 15 cents for wholesale domestic water. At these prices, the water system later on will pay very large returns without any assessments being necessary whenever fifty or sixty percent of the Cuyamaca water is sold for domestic purposes. This is the average domestic rate, for within San Francisco the rate is 28 cents; Oakland, Alameda and Berkeley 32 cents a thousand gallons, with some smaller cities as high as 45 cents.

If you have confidence that this country is going to grow, is there any question in your mind but what twenty years hence all the territory from Grossmont to San Diego will be domestic water? Do you not think it will be cut up into acre tracts and less? We will all be disappointed if this is not true.

By the district buying the Cuyamaca System and issuing 40 year bonds in payment, with interest only payable for 20 years, before we have to pay a dollar on the principal, our revenue from the sale of domestic water will be so large that it will be a small matter to pay the one-twentieth each year on the principal twenty years hence. I am positive the district can make large sales of water to the City if the district owned our system, and with a good revenue from the sale of our surplus water to the City, the assessments on the district will be very small, if anything, to take care of the interest on the bonds for the next twenty years, yet the price of water will be kept down to all the consumers, while if the district does not buy, the rate for water will continue to go higher.

Another feature I want you to remember is, that we have not anywhere near enough water to take care of our mesa lands in San Diego County, and 20 years hence the Cuyamaca Water supply will be very much more valuable than today. In fact, it is your only practical source of

water supply. While water has been very short in the North for the last two years, we have been able to furnish a full supply. We have 22 ft. of water in Cuyamaca Lake today, with Murray Dam within 12 ft. of going over the top, showing that we have a large surplus which the district could sell to the City now, and which the City ought to buy.

I write this personal letter for the reason that you are well aware that the City is going ahead with El Capitan, and if they propose a bond issue to build El Capitan, the only way we can beat it is to sign up to sell our surplus water to the city. We, as a public utility, would then be dedicating our water to the city, while the district, if it made a contract with the City would only be selling surplus water, and could stop furnishing water to the City at the end of its contract. In either case, if El Capitan is built by the City, or if we sell our surplus water to the City, there is no future for your section of the country, because the surplus water will have been disposed of, and it is this surplus water that should be within the control of the irrigation district, for the future growth of your section.

You may not be aware that the U. S. Reclamation Service for months have been investigating the San Diego water supply and have made a complete report showing that our water development can be doubled whenever necessary by a reasonable expenditure of money. The surplus waters of the San Diego River are your future heritage, that you should keep control of until your section grows to its full development, otherwise you have no future.

I shall be glad to go into this matter with you further at any time, if I can enlighten you further on the subject.

Yours very truly,

EF:KIM

*cc sent to
Dr. S. B. Wood
Harrison Albright
J. M. Warren
Chas. A. Sherrick*

San Diego, Calif.
November 26, 1920.

Mr. K. B. McElahan, President,
Chamber of Commerce,
La Mesa, Calif.

My dear Mr. McElahan:

In answer to your verbal request regarding the purchase of the Cuyamaca System by the district, and speaking wholly from a personal standpoint and a property owner from that section, the situation appears to me as follows:

Today we are furnishing water to 3700 acres of land. All the burden of operating and maintaining the Cuyamaca System is paid by the owners of 3700 acres of irrigated and a small domestic supply, which is about 7% of our total demand. If the present La Mesa Irrigation District of 15,000 acres, or say 2,000 or 3,000 acres more are added to include some of our properties, if desired, should acquire the Cuyamaca System, the cost of operating and maintaining that system could be more equally distributed, by making the 15,000 or 18,000 acres pay instead of 3700.

The Railroad Commission have no other course than to increase rates from year to year to those to whom we sell water, until enough revenue is secured to pay a reasonable interest, operating and maintenance expense, and sinking fund.

It must all come out of the present consumers, while really the man who has the least investment and makes the most money out of it is the man who owns raw land and unimproved lands, that can be supplied with water from the Cuyamaca system, but who pays nothing for that benefit. The land is not worth \$25.00 an acre without water, yet he is doing nothing to pay for the privilege of getting water, when he wants his land developed. There is no question in your mind, or mine, but what he calls attention to the fact when trying to sell his property, that water is available, therefore, this is the man who gets the cream, as well as the benefits from the privilege of being able to buy water and from his neighbor's improvements, which increase his valuation; therefore, a premium in the shape of excess profits is given to the fellow who does not develop his lot or his land, who is paying nothing for the privilege of buying water whenever he wants it from the Cuyamaca System.

If the Irrigation District is formed, the usual custom is to charge enough for the water to take care of the maintenance and operation expense from the consumers who put the water to beneficial use, but the interest and sinking fund is raised thru assessments on the entire acreage within the boundaries of the district, including improved and unimproved land. In this way the man who owns raw lands pays for the privilege of getting a little water which increases the value of his land from \$25 to \$50 an acre to \$300 and \$400 an acre.

-2-

Today less than ten percent of our water is sold for domestic purposes, and this domestic water is being sold at an average of approximately 30 cents per thousand gallons and 15 cents for wholesale domestic water. At these prices, the water system later on will pay very large returns without any assessments being necessary whenever fifty or sixty percent of the Cuyamaca water is sold for domestic purposes. This is the average domestic rate, for within San Francisco the rate is 28 cents; Oakland, Alameda and Berkeley 32 cents a thousand gallons, with some smaller cities as high as 45 cents.

If you have confidence that this country is going to grow, is there any question in your mind but what twenty years hence all the territory from Grossmont to San Diego will be domestic water? Do you not think it will be cut up into acre tracts and less? We will all be disappointed if this is not true.

By the district buying the Cuyamaca System and issuing 40 year bonds in payment, with interest only payable for 20 years, before we have to pay a dollar on the principal, our revenue from the sale of domestic water will be so large that it will be a small matter to pay the one-twentieth each year on the principal twenty years hence. I am positive the district can make large sales of water to the City if the district owned our system, and with a good revenue from the sale of our surplus water to the City, the assessments on the district will be very small, if anything, to take care of the interest on the bonds for the next twenty years, yet the price of water will be kept down to all the consumers, while if the district does not buy, the rate for water will continue to go higher.

Another feature I want you to remember is, that we have not anywhere near enough water to take care of our mesa lands in San Diego County, and 20 years hence the Cuyamaca Water supply will be very much more valuable than today. In fact, it is your only practical source of water supply. While water has been very short in the North for the last two years, we have been able to furnish a full supply. We have 22 ft. of water in Cuyamaca Lake today, with Murray Dam within 12 ft. of going over the top, showing that we have a large surplus which the district could sell to the City now, and which the City ought to buy.

I write this personal letter for the reason that you are well aware that the City is going ahead with El Capitan, and if they propose a bond issue to build El Capitan, the only way we can beat it is to sign up to sell our surplus water to the city. We, as a public utility, would then be dedicating our water to the city, while the district, if it made a contract with the City would only be selling surplus water, and could stop furnishing water to the City at the end of its contract.

In either case, if El Capitan is built by the City, or if we sell our surplus water to the City, there is no future for your section of the country, because the surplus water will have been disposed of, and it is this surplus water that should be within the control of the irrigation district, for the future growth of your section.

You may not be aware that the U.S. Reclamation Service for months have been investigating the San Diego water supply and have made a complete report showing that our water development can be doubled whenever necessary by a reasonable expenditure of money. The surplus waters of the San Diego River are your future heritage, that you should keep control of until your section grows to its full development, otherwise you have no future.

I shall be glad to go into this matter with you further at any time, if I can enlighten you further on the subject.

Yours very truly,

EF:KIM

Ed Fletcher Papers

1870-1955

MSS.81

Box: 15 Folder: 24

General Correspondence - La Mesa Chamber of Commerce



Copyright: UC Regents

Use: This work is available from the UC San Diego Libraries. This digital copy of the work is intended to support research, teaching, and private study.

Constraints: This work is protected by the U.S. Copyright Law (Title 17, U.S.C.). Use of this work beyond that allowed by "fair use" requires written permission of the UC Regents. Permission may be obtained from the UC San Diego Libraries department having custody of the work (<http://libraries.ucsd.edu/collections/mscl/>). Responsibility for obtaining permissions and any use and distribution of this work rests exclusively with the user and not the UC San Diego Libraries.