

San Diego, Calif.,
September 23, 1920.

Mr. Ed Fletcher,
City

My dear Mr. Fletcher:

The report having come to me that you opposed the re-building of the Lower Otay Dam, I wish to say that to my personal knowledge you did what you could to carry the election, and you paid me \$50.00 toward the expenses of the campaign. I understand that you also furnished a number of machines on election day, and I consider that you are being done an injustice by anyone accusing you of opposing the re-building of Lower Otay.

Sincerely yours,

Mathias F. Heller

Store No. 1—847-53 Fifth Street
(Mail Order Dept. Phone 666-06)
Store No. 2—Ninth and Broadway
Store No. 3—1813 E Street
Store No. 4—Fourth and University
Store No. 5—Thirtieth and Beech
Store No. 6—Twenty-sixth and Imperial
Store No. 7—2267 First Street
Store No. 8—2106 Logan Avenue
Store No. 9—1803 Union Street
Store No. 10—1025 Twenty-fifth Street
Store No. 11—Goldfinch and Washington
Store No. 12—First and Upas
Store No. 13—Thirtieth and Juniper
Store No. 14—Thirtieth and Upas
Store No. 15—University near Thirtieth
Store No. 16—Lewis and Stephens
Store No. 17—Twenty-second and J
Bakeshop—Eighteenth and E

Heller's
INC.

WHOLESALE AND RETAIL
MONEY-SAVING CASH STORES

WAREHOUSE AND CENTRAL OFFICE, 855 EIGHTEENTH STREET
ADDRESS ALL MAIL TO BOX 1418
SAN DIEGO, CALIFORNIA



<i>Globe Milling Co</i>	<i>\$ 25.00</i>
<i>Sanitary Ice Cream Co</i>	<i>25.00</i>
<i>Frank Scheifer</i>	<i>25.00</i>
<i>Brunswick Drug Co</i>	<i>25.00</i>
<i>Mulder Retail Supply Co</i>	<i>50.00</i>
<i>Wholesale Grocers Assn</i>	<i>50.00</i>
	<i>\$ 200.00</i>

Res M F Heller

September 14, 1923.

Mr. M. F. Heller,
855 Eighteenth St.,
San Diego, Calif.

My dear Heller:

This is probably the last time I am going to ask you for money on national highway work.

I have been, within the last two weeks, over to Arizona on business and while there went over the road situation. Phoenix has been industriously working for a direct highway to Blythe marked in red. A bunch of public spirited citizens of Southern Arizona are determined to outwit Phoenix at her own game and they have prepared a map similar to the one herewith enclosed.

Enclosed herewith find copy of letter from Mr. Hunt that is explanatory. This money must be raised. I am giving \$100 myself toward this expense and ask that you send me \$25 to \$50 for the good of the cause to complete the building of the road Gila Bend to Casa Grande along the Southern Pacific Railroad. It is practically as short a route as the Ajo, and is more attractive to the Eastern tourists on account of its following the Southern Pacific Railroad the entire distance. It gives them a safer feeling.

The highway is already built in good shape from El Paso via Lordsburg to Douglas, Tombstone and Casa Grande. It is all built and in good condition from El Paso via Globe and Superior to Casa Grande. It is already completed or under contract from Gila Bend to Yuma, a magnificent highway, which I went over the other day. The connecting link between Gila Bend and Casa Grande is mostly in Maricopa County, dominated by Phoenix, with the result that not one dollar will be spent by Maricopa supervisors to build the Gila Bend, Maricopa Casa Grande road and it all must be done by private subscription.

San Diego will then get its share of the travel without a doubt, when the road is built, and this is the best money we can ever spend.

Our activities in helping Southern Arizona get a highway direct to Yuma have borne wonderful results. We have many friends and the San Diego & Arizona Railroad is getting a tremendous benefit on account of the friendliness of Southern Arizona toward San Diego.

This money must be raised immediately. We propose to have the work completed in 90 days and I hope to have a check from you by return mail for whatever you can afford to give, made payable to J. E. Franklin, President of the Yuma National Bank, who is custodian of the funds.

With the completion of a good passable road San Diego to El Paso, my highway work is completed.

I want to thank you for the hearty cooperation I have received from you in the past. Our work is bearing fruit. Nearly 100 machines a day are coming thru Yuma now to El Centro. With the work completed you will soon see three to five hundred machines a day coming thru Yuma to the coast. This is the number of machines that are now coming thru Needles and by Barstow. The Chamber of Commerce should immediately take steps to put up proper signs at advantageous points between Holtville and Phoenix and all the way to El Paso, telling of the advantages of San Diego.

Thanking you again for your kind cooperation,
I am

Sincerely yours,

EF:KLM

September 19, 1923.

Mr. M. F. Heller,
c/o Hellers Stores,
San Diego, Calif.

My dear Heller:

You are the only one who has offered to help me. I am leaving for Chicago tomorrow night and am up against the real thing to raise the \$1500 which I pledged in a moment of enthusiasm.

Can you help me to raise \$200? I am still \$400 or \$500 shy. Enclosed find copy of letter from the county engineer of Pinal County that will help you.

Any checks that you get, have them made out to W.P. Clement, Treasurer, President of the Casa Grande Valley Bank and you can either send them direct to him or turn them over to my secretary, Miss May. We ought to keep a record of this matter and give the proper credit and publicity, either thru the press or Chamber of Commerce to those who do contribute and for that reason if you send the money to Mr. Clement, please give a record of it to Miss May.

Yours sincerely,

EF:KLM

October 6, 1923.

My dear Mr. Heller:

On my return from New York this morning I was more than pleased to see what had been accomplished by you in what I consider is the completion of the missing link for our transcontinental travel.

It has been mighty fine of you and I appreciate your support and confidence in my attempts to get a national highway running directly to San Diego.

Yours sincerely,

Mr. M. F. Heller,
c/o Hellers' Inc.
San Diego, California.

Ed Fletcher Papers

1870-1955

MSS.81

Box: 11 Folder: 3

General Correspondence - Heller, Mathias C.



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