

The Atchison, Topeka and Santa Fe Railway Company.

1-74.47/21/0-04/

No. 5 Nassau Street, New York, N. Y.

Aug 28/22

My dear Colonel Fletcher:-

Am sending under separate cover a print and an enlargement of the picture I took at the naming of Santa Fe Beach: to be filed in your historic archives.

Your kindness to this wandering stranger was more appreciated than I think I expressed but is not so soon to be forgotten.

The big things of your County and the things that look for a wonderful future were quite an eye opener for one who has grown provincial in little old New York.

kindest regards to your son. (the one I met) and till the next time. I am spending my nights in a Scout Camp in Jersey going to bed.

With the hope of meeting again

Yours sincerely Edward S. White

September 6, 1922.

File 120-17

Mr. Edward S. White,
Santa Fe Railway Company,
No. 5 Nassau Street,
New York, N. Y.

My dear Mr. White:

I thank you very much for your kind letter of August 28th, also the pictures, and assure you they are appreciated.

Things are moving along nicely here, and you will hear from me from time to time as to our progress.

With kindest regards, I am

Sincerely yours,

EF:KLM

The Atchison, Topeka and Santa Fe Railway Company.

No. 5 Nassau Street, New York, N. Y.

November 10th, 1922.

My dear Col. Fletcher:

A friend of mine has become somewhat interested in the matter of a home site somewhere in San Diego County and I would like to know if you can advise me if you know of anything somewhere south of Oceanside that would make a nice home site, not too large and not very far from the ocean.

I think that something above Carl or near Delmar might be of interest to him but if you have anything in or near LaJolla you might also mention that. I imagine that he does not want more than three or four acres, partly established, as he is a man about 55 and would not care to go into farming on any extensive scale.

Trusting that things are as well with you now as when I saw you last, and with kindest regards to you and your family, I am

Sincerely,

Edward S. White

Col. Ed. Fletcher,
920 - 8th Street,
San Diego, Cal.

170-11
November 17, 1922.

Mr. Edward S. White,
Santa Fe Railway Company,
No. 5 Nassau Street,
New York, N. Y.

My dear Mr. White:

Answering yours of November 10th, I am inclosing you a map of our subdivision which you saw before we commenced work. The Santa Fe Railway have agreed to establish a flag station there immediately, and later on as business develops, a regular depot. We are negotiating now for the Standard Oil Company, also for a warehouse, garage, etc., and with 10,000 acres of irrigated land just back of us, you can well imagine the possibilities of the place.

I will be very glad to allow you a 5% commission on any business that you turn my way on the Solana Beach tract and 2½% commission on any lands of the Santa Fe. There is no question but what the investment is good on this property, and water and an ideal climate are what makes it.

The property on the hill is about one-half a mile from the ocean, has a wonderful view of the ocean, and is ideal for farming. Would your party build immediately, or is he buying it now as an investment?

Our surveys are made, the land is practically all platted, and roads almost constructed over the whole tract. We shall put the property on the market at from \$500 to \$1,000 a lot to commence with. If I remember rightly, I promised you a corner lot near the ocean for \$500. This will be subject to a 5% discount. The roads will be graded and water piped to each lot.

When you realize there are a quarter of a million people living on the ocean front between Santa Monica and Huntington Beach, a distance of about 60 miles, you can imagine what the development is going to be between Oceanside and San Diego along the ocean front in the next ten years.

Please give me full particulars about your friend - what he wants the land for, whether he intends to build or not - and then I will make him a definite proposition.

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With kindest personal regards,

Very sincerely yours,

EF:AH

Ed Fletcher Papers

1870-1955

MSS.81

Box: 33 Folder: 32

General Correspondence - White, Edward S.



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