

COUNTRY CLUB DISTRICT

J.C. NICHOLS INVESTMENT COMPANY
COMMERCE TRUST BUILDING
KANSAS CITY

J. C. NICHOLS, PRESIDENT

September
eighteenth,
1 9 2 9.

Colonel Ed. Fletcher,
San Diego, Calif.

My dear Colonel:-

I have just returned to Kansas City this morning and the first thing I want to do is to write and tell you how much Mrs. Nichols, Eleanor and I appreciated your courtesy to us while in San Diego.

We spent two or three days in Los Angeles, one in Santa Barbara, one in San Francisco with Duncan McDuffie and then had a pleasant visit at Lake Tahoe, Zion National Park and Bryce Canyon. We followed the road you suggested and found it in excellent condition. In order to be at the Kansas University at Lawrence, Kansas, in time for my son's enrollment in the University we drove the last 750 miles without stopping, starting at 5 o'clock in the morning about 100 miles west of the Continental Divide and driving all that day and that night, arriving at Lawrence at 9 o'clock the next morning. I know that this does not equal your great transcontinental record tour but perhaps it may classify us a little bit higher as a transcontinentalist.

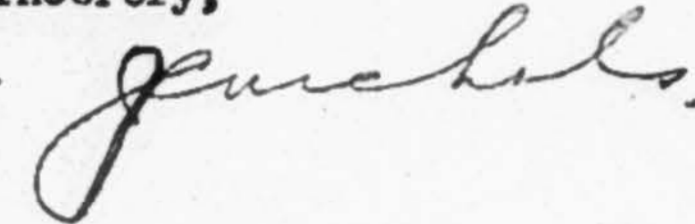
I enjoyed immensely seeing your property and got a great inspiration from it. I feel that my trip to San Diego was well worth while for having gained your acquaintance and friendship. We are all looking forward to your making us a visit in Kansas City and we hope you will bring Mrs. Fletcher and any of the ten children with you.

I have not yet had time to get into any of the records of our own business activity while I have been away and do not know just how our business has been. I am leaving for Washington tomorrow night to attend my Commission meeting and when I return will talk over the matters you discussed with the rest of my organization and let you hear further. As I told you, however, I doubt very much whether we are in a position at this time to consider any outside activities although I want to keep

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in touch with the things you are doing and something might eventually develop. Hoping everything is going forward with you splendidly, I am

Sincerely,



JCN/C

September 18th, 1929.

My dear Miss Nichols:

Enclosed find book of pictures that may be of interest and bring to mind to your father and mother as well as yourself incidents in connection with the San Diego County ride. I certainly enjoyed it and feel sure you did as well, but there is nothing like having the proof when you want it.

Tell the good father I am going to write him a little later on about Fletcher Hills.

Give my kindest regards to both your father and mother and with best wishes to yourself, I am

Sincerely yours,

Miss Elinore Nichols
1214 Santa Fe Road
Kansas City, Missouri.

E.
F
G
M
F
Encl.

COUNTRY CLUB DISTRICT

J.C. NICHOLS INVESTMENT COMPANY
COMMERCE TRUST BUILDING
KANSAS CITY

J. C. NICHOLS, PRESIDENT

September
twenty-sixth,
1 9 2 9.

Colonel Ed. Fletcher,
San Diego, Calif.

My dear Colonel:-

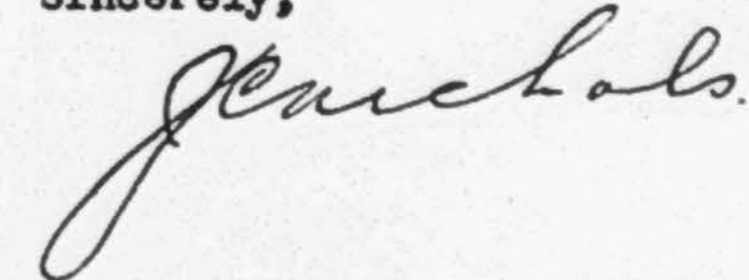
I just returned from New York this morning and while there I asked my friend, John F. Sinclair, to call upon you if he is in San Diego in the next ten days or two weeks as he is planning.

Mr. Sinclair writes for the North American Newspaper Alliance and has a column each day on the financial page of 40 or 50 of the leading newspapers of the country.

I told him that I was sure that your activities on behalf of the Southwest United States and particularly for the transcontinental highway you created was of national interest and would make a mighty good story. You will find Mr. Sinclair a mighty good fellow and I am sure you would enjoy meeting each other immensely.

By the way I was much pleased reading the recent article in the Worlds Work relative to the big job you did in blazing the trail through the southern United States.

Sincerely,



JCN/C

October First,
1 9 2 9

Mr. J. C. Nichols,
Kansas City,
Mo.

My dear Mr. Nichols:

I thank you for your letter of the twenty-sixth
and will be very glad to meet Mr. Sinclair.

I appreciate your calling me to his attention.

I am going to write you a letter later on and send
you some data re Fletcher Hills for your consideration
and to take up with some of your older men in your
sales force, if it meets with your approval.

With kindest regards,

Sincerely yours,

EF:AK

November Thirteenth,
1 9 2 9

Mr. J. C. Nichols,
911 Commerce Bldg.,
Kansas City, Mo.

My dear Mr. Nichols:

I am sending under separate cover a book of maps
and photos of Fletcher Hills.

Fletcher Hills comprises around 2100 acres between
the city limits of La Mesa and El Cajon and the town
site is about 12½ miles from the center of San Diego
or a twenty or thirty minute drive with five paved
roads into town already built and one more soon to
be constructed in connection with the Mission Valley
route and past the state teacher's college.

The Bell Lloyd people, developers of Bel Air and all
that territory from Beverly Hills to Santa Monica,
have acquired 7000 acres running from my west line
of Fletcher Hills right into San Diego city. They
have planned a paved road connection with us running
through the center of their property into town past
the state college, which is a part of the University
of California, also their 36 hole golf course, their
proposed million dollar hotel, lake, etc. This
route will go right through Fletcher Hills and is
the shortest route to Imperial Valley, Yuma and east
over a state and national highway.

Grossmont and Mt. Helix are close by on the south. We
abut on to the city of El Cajon on the east and
the San Diego & Arizona railroad runs for nearly
a mile through the property. This means splendid
industrial possibilities in the valley along the
railroad.

Our southeast corner adjoins the depot grounds of the
San Diego & Arizona of the city of El Cajon, and the
ground falls off gradually making all of that land
possible along the railroad for industrial purposes.

The land is much diversified. On the hills it is ideal

residential property for the wealthier with a magnificent view of the ocean, valley, mesa and mountains.

There are 21 small hills in the whole tract making it ideal for residential purposes.

This is the best development that I have ever made or lent my name to and I want it to be the best effort of my life in subdivision work. It is being so subdivided that nearly every house will have a splendid view and those that want their orchards in the valley below can have it.

The valley lands have been approved by the real estate commission as ideal for oranges, winter vegetables, avocados, etc. I am referring to the valley lands around the town site.

I have sold in advance two tracts of land to my friends one purchasing 2.2. acres at \$2000 an acre cash. Another has taken six acres at \$2000 an acre and he is now building a beautiful Spanish type of home, a picture of which is included in the book. The owner is Mr. Stanley Byers. Another friend, Mr. Frisius, has plans for a splendid Spanish home, is now levelling his land, installing his pipe lines and I believe he will have his house under construction within thirty days.

In the valley below near the industrial site, the idea is to have strictly California or Spanish type of houses with tile roof and proper restrictions, a somewhat more moderate cost of home with a Spanish type of roof even for garages as well as homes. It will make it a most attractive site from the heights above.

The low lands are only adapted for alfalfa, peaches, apricots, walnuts and things of that nature. From the railroad up the land is good for oranges and lemons. Over a thousand acres are now in oranges and lemons in El Cajon Valley,

On the mesa and where we have been raising winter vegetables the land is ideal for avocados, citrus fruits and winter vegetables so the property is very much diversified in its use and appeals, therefore, to a larger number of people.

The water supply for about 700 acres comes from the La Mesa Irrigation District. The balance of it will come from wells by pumping from our own lands in the valley - this is my plan. The present cost of irrigating water is approximately 7 $\frac{1}{2}$ ¢ per hundred cubic feet and 15¢

for domestic use.

There are two paving projects under the improvement district act, one running east and west is already completed with a splendid 20 foot highway with fifteen year bonds and only interest to pay for five years and taking in only a small portion of the lands.

The other improvement district No. 19, includes the installation of cast iron water mains and paved roads. This work is now under construction and will be completed within sixty days. The cost is around \$400 an acre but it is under a 20 year bonding plan with only interest to pay for five years. These are the necessary improvements which make it possible to put the property on the market. Anybody buying this property assumes these obligations.

All the work has been done under the supervision of the Board of Supervisors who have selected their engineer and approved the work step by step, advertising for bids and letting it to the lowest bidder.

It is my understanding that the bonds sold for 95. The whole project was financed, the rate of interest is 7% and within ten days we will have one of the best jobs completed in San Diego County.

I am planting the road sides in Fletcher Hills, some to eucalyptus, others to carob and cocus plumosas.

This property is within twenty or thirty minutes ride from the center of San Diego with no city taxes to pay, with every convenience of the city including electricity on the ground and gas nearby which can be put in if we desire it, both busses and railroad transportation, telephones and above all, in my opinion, the best climate in the United States, just far enough away from the spring fogs, high fogs and any harsh breezes from the ocean which are tempered by the mesas. It is ideal country for asthma, the elevation being 600 or 700 feet above sea level with a view unsurpassed in southern California from a residential standpoint, with a semi-tropical climate.

As stated before, I have already sold two or my friends at \$2000 an acre.

You have seen what I have done at Solana Beach and we must do the same thing at Fletcher Hills. Create a

11-13-29

town site, finance three or four stores have everything in Spanish or California type and have an architectural commission to pass on all constructions.

The photos that I have in my book which I am sending you will show you the type of construction that I plan to have for stores, residences, etc.

My architect is William Templeton Johnson who, in competition with all the architects in the United States was selected by the United States Government to prepare the plans and build the Government buildings built by the United States Government at the exposition in Seville, Spain now open.

At least \$100,000 will build the necessary stores as they are rented and we ought to have two or three nice homes for sale all the time with some planting of avocados and oranges as well.

My proposition for your consideration is this. Deed the property to a trust company in trust as desired, agreeing in advance on reasonable release clauses. The price of the 2100 odd acres of Fletcher Hills Unit No. 2 to be \$250 an acre. You and your friends could take a quarter interest or a half interest or a three-quarter interest, just as you choose, but one condition will be that the name of the subdivision remain Fletcher Hills. I want my name perpetuated in the development of the most beautiful subdivision adjacent to San Diego.

I don't care for any money excepting enough to develop the property and am willing to take my 6% interest and spread the payments over a period of years.

Under the right management and sales campaign the property should carry itself as the actual investment of the improvements above mentioned will cost approximately \$100,000.

I owe about \$125,000 against the property but the payments are spread over a period of years - ten years - with 6% interest and a release clause of \$250 an acre with no payment of principal for three years. I would have no trouble in clearing the title to this property at any time if desired by giving other securities as a personal friend and former partner is the owner of the mortgage.

There are only about 700 acres included in the improvement district and under bond issue. 1200 or 1400 acres have no encumbrance on them for road improvements.

11-13-29

If you had a man in whom you had confidence and wanted to send him out here to take charge of the project and to protect your interests this would be perfectly satisfactory to me, the conditions to be mutually agreed on,

To sum the situation up, it is about as follows: 2150 acres of land at \$250 an acre or \$537,500. If you and your friends wanted to take a half interest this would cost you \$268,750 and taking half the indebtedness it is approximately \$65,000 leaving \$203,750. I am willing to sell a half interest for this amount, terms payable as follows: \$50,000 down, \$50,000 in six months, \$50,000 in two years and the balance, \$53,750 in four years with 6% interest payable quarterly on deferred payments.

We could each then put up half the necessary money for developments as needed and mutually agreed on.

I would say to do the thing right we should put in the general fund \$50,000 by the first of January and \$50,000 by the first of next July. I am willing to set aside the first \$50,000 that you pay me as my share of the \$100,000 fund necessary to put over the proposition right.

I shall be very much disappointed if the 700 acres that are in the irrigation district and which are under the improvement act when sold do not more than pay for the entire cost of the proposition, leaving us with the 1400 acres as clear profit for later development as they certainly should.

It will add very materially to the value of the rest of our property to have this development made and probably 400 or 500 acres of the 1400 acres are not included in the present development program is some of the best residential lands - what I call millionaire points - that we have.

With San Diego now a town of over \$160,000 in its city limits, with nearly 200,000 included in its suburbs, with the navy having its submarine base, destroyer base, naval hospital, naval air station, naval training station and marine base all located in San Diego with one of the largest Army and Navy Y.M.C.A in the United States with our lighter-than-air base practically pledged to San Diego, with our ideal climate and residential sections and being the terminus of three continental highways - Old Spanish Trail, Dixie Overland Highway, and Broadway of America - which last year brought over 250,000 people through our Yuma gateway alone and increasing 25% a year, it gives you some idea of the

11-13-29

possibilities of future rapid growth.

Our population was about 10,000 in 1890; 15,000 in 1900; 39,000 in 1910; 79,000 in 1920; and over 160,000 in 1929.

The assessed value of our city alone, if my recollection is correct is over \$268,000,000.

You are aware of the remarkable back country a mile high among the oaks and pine where we get skating and snow in the winter with an average of 40 to 50 inches of rainfall while fifty miles away San Diego only gets five or six inches of rain with a semi-tropical climate.

We have enough water available for the city of a million people from the Tia Juana, San Diego and San Dieguito Rivers when completely developed.

We have a paved highway from the Mexican line and San Diego to the Canadian line and will soon have a completely paved highway east across the continent with magnificent paved highways into the back country, and our beauty spots developed to which should be added our fishing and hunting making it a paradise for this section to say nothing about our agricultural possibilities in the growing of winter vegetables and the development of a new industry - the avocado industry which, in my opinion, will rival the citrus industry in Southern California in time, for it is here we can grow avocados every month of the year the same as we do in growing lemons.

I dictated this letter hurriedly but I am anxious to get it off and to get your reaction to whether or not you care - you and your friends - to make an investment here which I believe is a sound one and one that you will never regret.

I feel sure you have confidence in the future of this Pacific Southwest with our Colorado River water assured for Southern California we are growing possibly faster than any state in the union, particularly in Southern California and we have all the United States to draw from.

When ever you want to get into a good climate and get out of a bad one, especially during the winter months, you know where to come.

You, however, can testify that our climate is wonderful down here during the summer months as well.

The success or failure of any enterprise depends mostly on management.

11-13-29

I hate to handle the retail end of any proposition in real estate as you know but I am here to help guide the ship.

Give this matter serious consideration and let me know whether you and your friends care to take a quarter, half or three-quarter interest in the proposition.

If you or your friends could not consider taking an interest or buying the whole property I wish you would send some of your representative salesmen out here, let them look the situation over and see if we cannot make some arrangement where you can take over the sales agency of the whole tract either through some organization or yourself.

I hope you will directly or indirectly interest yourself in this property. I am sure you will never regret it.

With kindest personal regards,

Sincerely yours,

EF:AK

COUNTRY CLUB DISTRICT

J.C. NICHOLS INVESTMENT COMPANY
COMMERCE TRUST BUILDING
KANSAS CITY

J. C. NICHOLS, PRESIDENT

December
fifth,
1929.

Colonel Ed. Fletcher,
1020 Ninth Street,
San Diego, Calif.

My dear Ed:-

I received your letter and the other information and discussed the matter quite at length with our Board of Directors. Confidentially, our sales have been considerably affected by the losses in the stock market and we naturally feel rather pessimistic right now and would hesitate to divide our efforts or undertake any outside development. In other words we feel we have all we can do to steer our own ship.

We have a great many unsold houses on hand and have been carrying on new developments at the rate of about \$1,000,000 per year and have erected about \$1,000,000 of store buildings this year. The rate of interest on real estate loans has been advanced considerably and we are finding difficulty in getting loans. Then, too, a great many people who have been figuring on lots have been held up temporarily at least on account of their losses in the stock market. I believe eventually this will work out and probably prove of benefit rather than disadvantage.

However, considering the whole matter at considerable length we feel that it would be unwise for us to spread our operations. I appreciate very much the information you gave me and am thoroughly sold on the possibilities of Fletcher Hills and would be delighted with an association with you. However, when anyone is working about 16 hours per day, as I have been doing for several years the question of your whole philosophy of life enters into the problem of becoming even more involved. We feel for the present at least we should not divide our activities. I regret to say this but I believe you will agree with me it is wise. I would appreciate it if you would not repeat to anyone else my statement on the present adverse situation. I hope it has not affected San Diego in the same manner.

Sincerely,

J. C. Nichols

JCN/C

December 9th, 1929.

Mr. J. C. Nichols
911 Commerce Building
Kansas City, Mo.

My dear Mr. Nichols:

I acknowledge receipt of your letter regarding Kansas City conditions. They are not quite so bad here, but things have been slow.

I hate to put Fletcher Hills on the market myself. I need some good man to handle it, take the detail and worry off my hands, but I am in position to do it if I have to. The paving is all in, water pipes in - we are planting trees along the highway. One house is completed - - another \$15,000 Spanish home under construction soon, and three more in sight.

If you can't interest yourself personally in this matter, there might be some of your good salesmen wanting to come to California as you suggested and willing to look the situation over from a sales agency standpoint. Send one or two of them out here to look the situation over, please.

Glad to see the stock market is picking up. I did not get burned, personally. Thank heaven we kept out of it.

I get your point of view absolutely and all I am asking is this, that when you think of the West, think of Ed Fletcher, and I will be happy. Sometime, I hope to be associated with you directly or indirectly.

Give my kindest regards to the good lady and daughter and keep a good measure yourself.

Sincerely your friend,

P. S.

I am glad you are taking an interest in Ed Davis and giving him an opportunity.

Send me back the book of photos when you get thru with it, please, at my expense.

EF:GMF

COUNTRY CLUB DISTRICT

J.C. NICHOLS INVESTMENT COMPANY
COMMERCE TRUST BUILDING
KANSAS CITY

J. C. NICHOLS, PRESIDENT

December
eighteenth,
1 9 2 9.

Mr. Ed. Fletcher,
1020 Ninth St.,
San Diego, Calif.

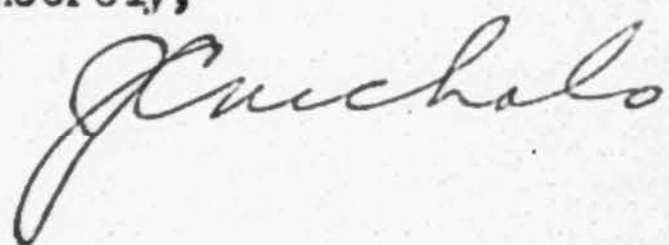
Dear Mr. Fletcher:-

I have your letter of December 9th and I will return the book within a few days. It is now being handed around among some of the men of our organization.

I wish I did have a man I felt I could turn over to you to help on your project but I do not have. I think you know how much I regret I do not feel justified in joining you in your undertaking now and hope that some of these days we will be able to become associated.

With my very best regards and my wishes for a merry Christmas for you and Mrs. Fletcher, I am

Sincerely,



JCN/C

December Twenty-sixth,
1 9 2 9

Mr. J. C. Nichols, Pres.,
J. C. Nichols Investment Company,
Kansas City, Mo.

My dear Mr. Nichols:

Answering yours of the eighteenth I do hope some time that some of your good men will become interested in our project and will come out here and look it over.

I realize your position at this time and would take the same attitude that you do. Now is not any time to branch out.

I did think, however, that some of your good men you spoke of might want a sales agency contract and work with us.

One lovely Spanish home is already built and another one in course of construction with three more in sight. I have not, however, put up a sign or spent a dollar advertising.

Wishing you and the good wife Many Happy Returns of the New Year and hoping some time to be associated with you in some way and with kindest personal regards, I am

Sincerely yours,

EF:AK

Ed Fletcher Papers

1870-1955

MSS.81

Box: 20 Folder: 15

General Correspondence - Nichols, J.C.



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