

September Thirteenth,  
1 9 2 9

Mr. E. C. Waller,  
Julian,  
California.

My dear Mr. Waller:

Enclosed find duplicate map of the Coronado property owned by the Speckels Company.

This is the only one that I have. Will you kindly keep it in your possession. I understand you have sent the other one I gave you to Boston.

Will be glad to discuss matters with you at any time you are over here.

Yours very truly,

EF:AK  
Encl.

September Twentieth,  
1 9 2 9

Mr. E. C. Waller, Jr.,  
1915 Lema,  
Coronado, Calif.

My dear Mr. Waller:

I thought you might like the following information.

Approximately the following acreage is included in the Tent City map.

7½ acres under the Tideland lease as shown on the map, also

22 acres between the west leased line and the bulk head including the railroad right of way, however. There is also approximately 8 or 10 acres between the Bulk head line and the mean high tide line that can be reclaimed.

This does not include any land in Coronado, the beach frontage, golf links or roads. A map of the additional property is herewith inclosed.

Sincerely yours,

EF:AK

Handwritten notes and stamps in the bottom right corner, including a date stamp "SEP 21 1929" and a signature "M. J. ...".

September Twentieth,  
1 9 2 9

Mr. E. C. Waller, Jr.,  
1015 Loma,  
Coronado, Calif.

My dear Mr. Waller:

Enclosed find letter from Mr. Regal of the Spreckels  
Company that I think fully covers the matter, also  
the three maps that you have asked for.

I am sending this in duplicate - Mr. Regal's statement.

The information on the bottom of the letter regarding  
acreage comes from their engineer Mr. Ervest and  
I have added it on my own initiative.

Sincerely yours,

EF:AK

September Twenty-fourth,  
1 9 2 9

Mr. E. C. Waller, Jr.,  
1015 Loma  
Coronado, Calif.

Dear Mr. Waller:

Enclosed find copy of letter from the Spreckels  
Company also statement showing the total approximate  
value made by the County covering the property  
in question.

Yours very truly,

EF:AK

STATION...  
October Twelfth,  
Mrs. Edward G. Waller, Jr.,  
Borwick,  
California.

My dear Mrs. Waller:

At the suggestion of Mr. Waller before he left for Chicago I am writing you as Chairman of the Campaign Committee of the Community Chest.

We have 51 different welfare and charitable agencies. The business men of San Diego feel it is harmful to have thirty-one different campaigns or drives.

Our Community Chest operating cost for our thirty-one agencies last year was less than 5%. It is handled by the best business men and women San Diego can produce.

I am taking the liberty of giving you my impressions of the Chest - what it stands for. It is the one community welfare work on which every sect and creed have agreed; the one organization supported wholeheartedly by every church in our community. I know of no opposition from any source.

Our roots are down deep and the Community Chest is here to stay.

You may be interested in the following facts: Less than 800 volunteer workers aided our drive in 1925 while in 1928 we had over 2200 volunteers and this year we have nearly 3500. In 1925 we raised approximately \$150,000; last year \$285,000. In 1925 only 5700 gave; last year 25,872 - individual givers.

Our Community is becoming Community Chest-minded and the reason why is this. The community has confidence in its leaders. We have a splendid board of Directors who oversee the spending of this money under a budget system and its president's committee of men as can be found in the city is on our present budget committee, including such men as Mr. Baber, Manager of the San Diego Consolidated Gas & Electric Company, Mr. Harston, Mr. Breckart of Harlow and Breckart and other splendid business men and women.

...of the...  
...of the...  
...of the...  
...of the...

The books of each charitable and welfare agency are kept according to the desires of the Community Chest directors; an expert audits these books, overlapping has been eliminated and everything is done on a practical basis. However, the spirit of service is there. I only wish you could attend some of our meetings to see the wonderful spiritual reaction of our volunteers.

There is an obligation which we, the more fortunate, owe to society. Without this opportunity to serve by giving of our means or labor or both we have the opportunity to render a service, the only thanks for which comes from our own heart.

To my knowledge never before in the history of San Diego is it more needed than at present.

Any subscription you will mail me will be credited to the Coronado fund. We hope to close the campaign Monday, in any event Wednesday or this week.

With your permission I will telephone you Monday and get your answer.

You may desire to know how what others have given. Coronado has already subscribed eight or ten thousand dollars, I believe. General Terry, Mrs. Dupes and Mrs. Thompson; also Colonel Copley each gave a thousand dollars. The others gave from \$500 down. We have not received Mr. and Mrs. Sharp's subscription yet. Last year they gave \$1500. Mrs. and Mrs. Gunn gave \$500 last year.

Anything that you can give will be gratefully appreciated.

Sincerely yours,

EP:AK

P. S. You missed a splendid ride the last trip. Mr. Waller said you had been talking about getting a place in the mountains of Arizona where it is dry. Really, you don't appreciate the mountains of San Diego County on the edge of the desert and around Cuyamaca Lake. You get both elevation and lack of humidity as in the mountains of Arizona.

Mr. Waller gave his consent to my extending an invitation to you and your good friend to make the circle around Cuyamaca Lake and visit Eagle's Nest as well during his absence in Chicago, if you care to. You can invite one or two other friends if you desire. The campaign will be over next

# 3

Wednesday and some day the last of the week will be agreeable to me if to you and your party.

Very sincerely yours,

EF:AK

FOR SALE - SOUTHERN CALIFORNIA  
ranch homes, unsurpassed for income, beauty, health, climate, recreation; owner agreeing to stand by old price permits your purchase at half like lands now actually selling for. Address N 441, Tribune.

University Club of Chicago

Tuesday Oct 15<sup>th</sup> '29

Dear Colonel,

Just a line enclosing sample of ad used during week beginning last Thursday. Perhaps a dozen answers so far - a few from brokers wanting to trade worthless apartment house equities - a couple wanting information to relay to relatives in California I have referred to you. Others are awaiting for response to my suggestion for a personal interview. We will see what will come from it.

Putting all avocado lands at 20% off or \$2800 per acre, trees cared for for 2 years.

Believe ideas expressed in latter part of ad a good one for you to passively adopt

Kindest regards

Sincerely,  
Edward C. Walker.

October Seventeenth,  
1 9 2 9

Mr. Edward C. Waller, Jr.,  
c/o University Club of Chicago,  
Chicago, Ill.

Dear Mr. Waller:

I thank you for your letter of the fifteenth and appreciate your attempts to try this method of advertising out.

I am in the throws of the Community Chest campaign. We are still \$30,000 short of our goal but fighting desparately. Have not been able to get in touch with the good wife yet.

Will be glad to see you home again and hope that you get some real encouragement from your advertising.

Will certainly protect you on any customers that may develop through your method of advertising. Where ever you can get a personal interview it is so much better.

I like your advertisement very much indeed for a small one and I think it would be a splendid thing to put in an ad like that in all the responsible newspapers in the east even if you have to take care of everything through correspondence.

With kindest personal regards,

Sincerely yours,

EF:AK

University Club of Chicago

Oct. 21, 1929.

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

Dear Colonel:

I wonder if you would send me some information by airmail. I would like to know the average yield of accado land after three years, that is, during the fourth year, and also when the trees are in the prime.

I would like to know about how many avacadoes to an average tree, and what the present retail and jobbers' market is.

Following your suggestions, I am running a similar ad in Kansas City, St. Louis and Detroit this week. I am also getting out a little prospectus on Ranch Homesites from the avacado standpoint to send to people who answer the ad, but do not comply with my suggestions of telephoning for an appointment.

Anything you have to send me, which would help me on a prospectus, would be gratefully received.

With kindest regards,

Sincerely yours,

*Edward C. Waller, Jr.*

319 Monroe Building,  
104 South Michigan Avenue,  
Chicago, Ill.

Oct., 23, 1929.

Col. Ed. Fletcher,  
San Diego,  
Calif.

Dear Colonel:-

It seems that a follow-up prospectus is absolutely essential. Stopped advertising last week, as not one of the people I had written to suggesting a personal appointment, called up to make the appointment.

Am mailing you by airmail a copy of proposed prospectus, which I would like to have you look over and make such suggestions as seem fit to you and return to me at the above address. This week I am putting the same ad in the papers except, that instead of a blank address, I am asking them to reply to Fletcher properties at this address. I want each and every possible purchaser to become thoroughly impressed with the name Fletcher, so if they do get out to San Diego they won't miss getting in touch with you. My idea is to follow up the prospectus with a personal letter, in which I agree to give them the salesman's discount.

I am inclined to think we may be on the right track, as far as the advertising goes, as I was very well satisfied with the number of replies, but I am not at all satisfied with the method of handling the replies up to this time. I think you had better send me a California map, or perhaps a San Diego County map would do, coloring distinctively the location of your avocado acres. What would you think of taking deposits for specific acres with agreement, allowing the purchaser to change the specifically chosen acres for any other in the same subdivision, with a further specific agreement to return their money without question for any reason whatsoever that might come into their mind, provided after inspection they should determine not to invest.

I would also like to have another set of maps of just the avocado properties, together with a county map, which will show some identification on the county map which is also used on the avocado map, so that I can quickly show just where we would say, avocado acres No. 1 is on the county map. Would also like all portions already sold to be crossed off on the avocado map.

With kindest regards,  
Sincerely yours,

*Edward C. Waller*

## SOUTHERN CALIFORNIA HOME SITES

### San Diego County Avocado Land

You can own a home which will pay for itself in a few years inexpressibly ideally located from every standpoint, such as beauty, health, climate, profit and recreation. It has been said that the great majority of Americans, not living in California, belong to two classes. First, those uninformed and unaware of California's charms. Second, those economically so situated as to be unwilling to make the sacrifice of moving.

Best informed people, moving to California today, cannot be interested in buying city lots; in fact, many residents of California are selling their city homes and buying avocado ranches in San Diego. These ranches, not only afford attractive home sites, but are singularly attractive investments. The avocado, sometimes called "alligator pear", is a semi-tropical fruit, for which, from a delicacy standpoint, there is an ever-increasing demand. There is very little land suitable to the growth of avocado. They will not thrive in too hot a climate, nor can they withstand frost. They require plenty of water at regular intervals, thus land suitable to their requirements is extremely limited, and when found is bound to rapidly increase in value.

The finest avocado land in California lies in San Diego County within a few miles of the Coast. This land is naturally narrow in width, and must be near the Coast where the fruit will have the benefit of the cooling ocean breezes.

There are no better avocado lands anywhere than those owned by Col. Ed. Fletcher. Col. Fletcher is probably one of the largest, if not the largest, individual land owner in San Diego County.

His holdings, containing a total of many thousands of acres, having a value of many millions of dollars. The Colonel was one of the first to buy San Diego acres in tremendous quantities, and he was the first to foresee the necessity to obtain water and to provide for it. Subdividers are now selling avocado small ranches as home sites at prices ranging from \$5600 to \$9000 per acre. One concern advertising themselves as the World's Largest Avocado subdividers sell ten tree units at \$1000 per unit, as they are usually 70 trees to the acre. The price per acre they are obtaining is \$7000.

Another large avocado operator owning land immediately along side of Col. Fletcher's avocado holdings sells one-quarter acres at prices ranging from \$1400 to \$2400 for each quarter acre. The average price obtained by this organization is about \$7200 per acre. In each case the land is planted in avocado trees and cared for free from any expense to the purchaser for two years.

Col. Fletcher, before the subdividers mentioned started operations had been offering his land under exactly the same conditions, planted and cared for free, for two years, at the price of \$3500 per acre. Having the interest of building up San Diego County greatly at heart, he has agreed to stand by the old price, with the hope that he can attract a large number of worthy citizens from other states, to become permanent residents of San Diego County.

Terms will be made to responsible people to suit their convenience, so as to permit the purchase of these ranches out of their income.

You have doubtless heard it stated, that if you were to stand at State and Madison streets, Chicago, and offer Ten Dollar Gold pieces for \$5000, you would be perfectly safe, as there would be <sup>no</sup> takers. Your opportunity here is even better, as there is no doubt but what

every purchaser buying from the subdivider at \$7000 to \$7200 per acre will make good money on their transaction. Neither is there any doubt but what the subdividers are selling their property very rapidly at the prices quoted, as considerably over a million dollars worth of land has been sold and mostly to California people at prices averaging \$7000 per acre or over during the past year.



October Twenty-third,  
1 9 2 9

Mr. Edward C. Waller,  
University Club of Chicago,  
Chicago, Ill.

Friend Waller:

Answering yours of the twenty-first will say that I really don't know how to answer. Everything depends on the care of the avocado trees.

I know of three or four tracts that at three years are paying a thousand dollars an acre gross the fourth year. Where there is lack of care or understanding the gross returns per acre is about \$500. I think you are safe in saying \$500 to a thousand dollars an acre and as high as \$3000 an acre when five and six years old for the best varieties.

I consider the trees in their prime from six years on but there are trees around Los Angeles that are forty years old doing marvelously well.

The average trees produces about 100 to 500 pounds, depending upon variety and care of tree. They are as good or better shippers as oranges.

I paid 65¢ a pound wholesale last week for a shipment to Washington but these were large varieties. Small varieties are around thirty cents a pound.

Glad to see that you are getting a kick out of it. Enclosed find literature that will be of interest.

If you want ~~some~~ more of this literature wire me.

With kind personal regards,  
Sincerely yours,

EF:AK

# 2

The enclosed literature is a sample of that I am sending you under separate cover.

E.F.

October Twenty-fifth,  
1 9 2 9

Mr. Edward C. Waller, Jr.,  
319 Monroe Building,  
Chicago, Ill.

Friend Waller:

Answering yours of the twenty-third will say I think your article is splendid as a whole. I don't like the last sentence when you say there is no doubt but what as purchaser from the subdivider paying \$7000 to \$7200 an acre will make good money on their transaction.

If they do it will be from a standpoint of subdivision into house lots, residential values rather than from the avocado industry alone. There are few cases where this statement is true but I think your statement is too general and you might be criticised for it.

Hills might be willing to talk that way but I don't think either you or I should quite so strong as the avocado industry. I would suggest that you modify that statement somewhat.

Under separate cover I am sending you a map of Southern California and a San Diego County map showing the location of our avocado lands.

I will take deposits for Pacific Acres with an agreement allowing the purchaser to change for any other unsold property in the same subdivision and with a further specific agreement to return their money without question if they should change their mind after a personal investigation. However, I would want a definite date, say about 90 days or six months in which to make the inspection, either the individual who purchased or through an agent.

I am sending another set of maps of the avocado properties and showing their location on the county map showing everything that is sold in red.

I am glad to see you take an interest in this matter. I believe you are going at it right.

Things are picking up now a little and we sold five or six pieces the last two weeks.

When do you expect to be back?

With kind personal regards,

Sincerely yours,

EF:AK

**CLASS OF SERVICE**

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

# WESTERN UNION

**SIGNS**

- DL = Day Letter
- NM = Night Message
- NL = Night Letter
- LCO = Deferred Cable
- NLT = Cable Letter
- WLT = Week-End Letter

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 341 Plaza, San Diego, Calif.

TELEPHONE MAIN 5151  
ALWAYS OPEN

1929 NOV 3 PM 2 34

SB224 45 NL=CHICAGO ILL 3

COL ED FLETCHER=

SANDIEGO CALIF=

HAVE BEEN OUT OF TOWN COUPLE OF DAYS. MANY THANKS FOR PROMPT FORWARDING OF INFORMATION CIRCULARS AND MAPS HAVING MANY INQUIRIES SENDING YOU SAMPLES OF REVISED CIRCULAR AND FOLLOW UP LETTER THIS WEEK ADVERTISING PITTSBURGH CLEVELAND CINCINNATI AND MILWAUKEE DETROIT PROVED EXCELLENT TERRITORY

BEST REGARDS

WALTER.

*Walter*

November Fourth,  
1 9 2 9

Mr. Edward C. Waller, Jr.,  
Athletic Club of Chicago,  
Chicago, Ill.

Dear Mr. Waller:

Thanks for your kind telegram of the third and glad to know that you are creating an interest there.

One friend of mine read the add and wrote and asked me if it was my property, just as a matter of curiosity.

Drop me a line as to when you expect to get back.

Sincerely yours,

EF:AK

319 Monroe Bdg.,  
Chicago, Ill.

Nov. 6, 1929

Col. Ed. Fletcher,  
San Diego, Calif.

Dear Col:-

I have refrained so far from answering your inquiry as to when I was returning, because I don't know myself. I hate to start something without finishing it. As I have told you, I have been wonderfully surprised with the number and character of responses I have been getting through advertising, because *and* I feel like sticking on this job till I find out how to land some of the prospects.

One man writes me that there are hundreds who would be glad to locate in Southern California if they could be assured of finding work. I have told him that I believed that there is plenty of work for farmers; that if it were office work, it might be more difficult. Should be glad to hear your views on this subject.

It is just barely possible that it might work out so it would be worth while having an agent to carry some of the work I am doing in each of the larger middle west and eastern cities. It is with this in mind that I want to more thoroughly feel out the situation.

With kindest regards,

Sincerely yours,

*Edward C. Waller, Jr.*

November Twelfth,  
1 9 2 9

AIR MAIL

Mr. Edward C. Waller, Jr.,  
519 Monroe Building,  
Chicago, Ill.

Friend Waller:

Was glad to get your letter of the six and more than happy to know that you are agreeably surprised with the response you are getting in your work. You are in a new field as far as I am concerned. It will be more than a pleasure to cooperate with you.

Things are looking up a little but we have got a bad blow on account of the stock market. Thank heavens I was not in it.

Have been selling a number of pieces of real estate recently - small sales it is true but a lot of inquiries.

Keep me posted. I am sure we can work together in a manner mutually satisfactory.

With kindest regards,

Sincerely yours,

EF:AK

November Fifteenth,  
1 9 2 9

Mr. Edward C. Waller, Jr.,  
519 Monroe Bldg.,  
Chicago, Ill.

Dear Mr. Waller:

Enclosed find article from this morning's paper that is explanatory and will be of interest.

Yours truly,

EF:AK

**Ed Fletcher Papers**

**1870-1955**

**MSS.81**

**Box: 32 Folder: 10**

**General Correspondence - Waller,  
Mr. and Mrs. Edward C., Jr.**



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