

For Prosperity and Posterity

Colonel Ed Fletcher, a Doer of Today

By Mrs. Marjorie Lambert Russell

CALIFORNIA doesn't wait for its great developers to die before it accords recognition of their achievements. It praises their accomplishments generously and then proceeds to manifest expectations of the execution of still bigger things. This is characteristic of San Diego City and San Diego County. It keeps alive the memories of those who were, and very much to the fore those who remain and are the doers of today. Among this group none stands out more sharply than Colonel Ed Fletcher, who through passing years that do not age him, has urged and driven to fulfillment numerous monumental projects, and through often times seemingly impossible difficulties has brought them to an outstanding fruition that marks them sources of permanent prosperity and progress of today and for tomorrow.

Water, and still more water for San Diego County, continues to be the ruling spirit of Colonel Fletcher's ambitions—land and water development finds him masterfully and keenly alive and as ably directing as he was a quarter of a century ago. One doesn't need a street number when he writes to Colonel Ed Fletcher at San Diego.

Colonel Fletcher was associated with William G. Henshaw in the development of the San Luis Rey and San Dieguito rivers. The Santa Fe Railway had 7,000 acres of land watered by the San Dieguito River, which lay back of Del Mar, known as The Rancho Santa Fe. This land had vast possibilities, since developed, that Colonel Fletcher brought to the personal attention of Vice President W. E. Hodges and of the late President E. P. Ripley of the Santa Fe System, suggesting a project and recommending an investigation. The investigation resulted later in a decision by the Santa Fe Land and Improvement Company to construct a dam and put 20,000 acres of land under water between Del Mar and Oceanside. This section has become one of the famous "paradises" of San Diego County.

The project suggested by Colonel Fletcher was organized as the San Dieguito Mutual Water Company, during the existence of which Colonel Fletcher was its president, and was accorded recognition by Vice President Hodges, as the one to whom honor was due for the development of the Lake Hodges irrigation system. This success led to the financing of Henshaw dam, putting water on 30,000 more acres of phenomenal productivity between Vista and Escondido, sections recognized for their products

throughout the Union—famous for citrus, grapes and avocados.

Colonel Fletcher has been consistently interested in enterprises making for development of water on the San Diego River as president of the Cuyamaca Water Company.

The name of Del Mar closely is associated with the more exclusive resorts on the Southern California coast, holding place in the first rank among all later developments. In its establishment Colonel Fletcher was associated with men of national prominence as H. E. Huntington, William G. Kerckhoff, C. A. Canfield and H. W. Keller. The Town of Salona Beach, just north of Del Mar, is Colonel Fletcher's own and latest development. He has developed hundreds of acres of avocados and is known as the most extensive grower of winter vegetables in his county, where he may rightly answer to the title bestowed upon him by an official high in the government service—"San Diego's Father of Waters and its Colossus of Rhodes" (roads). The story of the roads is a very big one.

As long as California fosters men who bend their energies and direct their ambitions to further the development of its natural resources, California will continue to grow in wealth and beauty and fame as one of the fairest spots on earth where life is well lived and long for those who live it well.

Skim Milk Is the Basis of Diversified Farming

THROUGH every economic depression the diversified farmer always fares best. Not only in times of depression but year in and year out, the diversified farmer seems to prosper more than any other.

Diversified farming is the surest and soundest system of farming and the very basis of it is good dairy cows, the separation of the milk on the farm and the feeding of the skim-milk to calves, pigs and poultry. In the long run this system of farming pays best. There is cream and butter from the cows to sell for regular cash income, and the skim-milk, together with other home-grown feeds, to grow a splendid crop of young stock.

The value of skim milk in feeding young stock has never been fully appreciated by American farmers, generally. Too often the comparison in income between the farmer who sells butterfat and the one who sells fluid milk is made without any consideration for the value of the skim-milk.

As a feed to go with corn in making up a well-balanced ration for growing and fattening pigs, skim-milk has a much higher feeding value than tankage. Feeding trials at state agricultural experiment stations



The Little Lady Leading Is Mrs. Fletcher Followed by the Colonel and Their Seven Sons and Three Daughters. There are Nine Grandchildren Crowded Out of the Picture. The Sons Are All College Athletes With Records—One With An International Swimming Record



have proved this to be true time after time. The high value of skim-milk as a factor in producing pork is well known to the farmer who raises pigs while he is milking cows. Skim-milk contains the proteins and minerals necessary for hog development.

As a feed for calves, whole-milk is far too expensive. The experience of thousands of dairymen shows that just as healthy and vigorous calves can be raised when they are changed to skim-milk when but a few weeks old, as when they are fed whole-milk till weaning time. Without skim-milk the raising of calves on other substitutes is far more difficult. Even careful breeders find that too many of their calves fail to thrive if they do not use skim-milk.

Skim-milk is wonderful feed for chickens. It makes them grow faster and produces more eggs. It is just as rich as whole-milk in protein, lime and phosphorus—all needed for the growth of chickens. Fed to chicks, skim-milk is easily digested and its ingredients promote rapid growth. Fed to laying hens, it keeps them in better condition and increases their egg production. Tests have proved these facts many times.

The diversified farmer, with good dairy cows, a reliable cream separator and young stock to feed the skim-milk to, is the farmer who is best fortified to weather the economic storm, or best equipped to sail on to highest prosperity in normal times. He has the cash income from his butterfat, regularly throughout the year, besides the income derived from the use of his skim-milk, as we have endeavored to point out.—Palo Verde Valley Times.

"The average native of India believes in two things," said a recent speaker, "the sanctity of the cow, and the depravity of women." It seems a grotesque superstition, that can elevate the beast of the field above the women of the home. Probably that accounts in large measure for the debased condition of India's swarming millions.

Tourist Travel Heavy

A TOTAL of 1,036,730 tourists visited Southern California last year, according to a survey of the All-Year Club based on actual figures by the principal transportation agencies. This was 4.6 per cent less than in 1930, 3 per cent less than in 1929, but 25.6 per cent greater than in 1928.

"The manner in which Southern California's tourist volume has been maintained during the past year," says the All-Year Club's report, "is gratifying in view of the general decline in all major lines of business. Tourists are Southern California's third largest source of primary income. Their importance is readily apparent when it is noted that the volume of 1931 tourist visitors was nearly twice the total permanent population of Los Angeles ten years ago."

At the same time, Californians, Inc., issued a statement showing that 850,000 tourists visited San Francisco and other points in Central and Northern California, last year. Despite general economic conditions, this was a gain of 130,000 over 1930, and speaks for the attractiveness of the San Francisco Bay region.

Use Electricity

CALIFORNIA farmers paid one-third of the electrical power bill of American agriculture in 1930, according to a recent census release. Of the \$46,483,885 received by power companies for electricity used on the farm, Golden State Growers contributed \$15,439,041.

The federal report also shows that 63.3 per cent of all California farm dwellings are wired for electricity, a larger percentage than any other state in the Union. The national figure was 13.4 per cent.

The use of electrical power in California for pumping irrigation water and for operating farm machinery, of course, accounts for the greater part of the expenditure for power. The census data show that 32.2 per cent of California farms reported electrical motors, as against the national figure of 4.1 per cent.

Colonization

By CHARLES L. SEAGRAVES

General Colonization Agent, Atchison, Topeka and Santa Fe Railway Company

A NEW location, somewhere in the Great Southwest or in California—does that interest you?

IF so, the Colonization Department of the Santa Fe Railway is prepared to furnish dependable information with reference to land values, the class of crops that can be grown most successfully, community development, and a great survey of the country, so that a good idea may be obtained of the opportunities that each region affords.

THE Santa Fe Railway has folders, carefully prepared, stating the plain facts with all exaggeration left out. They contain information that will interest the man who wants to farm on a very extensive scale, or who wishes to confine his operations entirely to livestock; also for the man who wants to farm ten or twenty acres in an irrigated section, close to some highly developed community.

THESE land folders are illustrated. They describe Kansas, Texas, New Mexico, Arizona and California. Special information about Oklahoma and Colorado furnished upon request. If interested, please indicate your preference and address C. L. Seagraves, General Colonization Agent, A. T. & S. F. Ry., 967 Railway Exchange, Chicago, Illinois.

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"The Earth Magazine"

THE FUTURE OF CALIFORNIA'S SOUTH PACIFIC COAST

A descriptive article on the Sea Coast
of San Diego Co., California.

BY ED FLETCHER
San Diego, Cal.

H. E. Huntington of Los Angeles, California, the Electric Railway Magnate has lately predicted as his opinion, that within twenty-five years the Pacific Coast will be the center of civilization. That his prophetic words will come true, who will deny? Look at the marvelous growth the last five years, of Seattle, Tacoma, Portland and reconstructed San Francisco, while in Southern California, especially Los Angeles and San Diego, the growth in population, wealth, development of natural resources and railroad construction, is unprecedented in the history of our country, yet our real developments have hardly commenced.

San Diego County has an ocean frontage of nearly One Hundred miles extending from the Mexican line, North to San Juan Capistrano adjacent to the Coast. The general formation of the country is best described as first a series of high mesas, rising abruptly from the ocean, extending inland from three to ten miles distant and cut up here and there with washes and rivers. Then continuing easterly is a coast range of hills, then valleys and hills, one after another each of higher elevation than the last until sixty miles inland, the summit of the

Coast Range of mountains is reached with an elevation of six thousand feet. Here is found an average rainfall of fifty to sixty inches, with some snow and ice, also heavy timbers, much fertile soil and magnificent scenery, particularly the easterly view toward the Salton Sea, Colorado Desert and the great Imperial Valley.

What to do with the coast mesas to get the best results, has been the greatest question and the answer is water and plenty of it, but how? Along the coast the average rainfall is only eight to ten inches, which comes from November to April. Twenty miles inland, at elevation of fifteen hundred feet the average is fifteen to twenty inches and so in proportion as you gain elevation.

The coast lands are fertile, a good depth, generally a rich red loam and will grow a crop each year of hay, grain, vegetables and deciduous fruits without added irrigation, but this is not enough. Here is a country unexcelled anywhere for climate compared only with Southern Italy, and the mecca for those seeking a change from the ridged winters of the East. There is no land in the United States more free from frost or fitted for intense cultivation but it must and will have water and in abundance.

The problem is being solved rapidly. Mr. John D. Spreckels has at an expense of several millions of dollars built a chain of dams in the mountains which impound the winter floods and then deliver the precious fluid through miles of pipes and conduits, during the Summer months to San Diego and the coast

lands South to the Mexican line. San Diego buys pure mountain water at four cents per one thousand gallons, delivered in its reservoir in San Diego (distributing system owned by the City) being the cheapest rate that water is secured by any city on the Pacific Coast.

North of San Diego up the coast is the thriving town of Del Mar. The water situation at this point has also been solved. The South Coast Land Company controlled by some of California's richest men, including H. E. Huntington, William G. Kerckhoff, G. A. Canfield and H. W. Keller have built a magnificent electrical power plant and via a transmission line, is used to pump many wells up the San Diegito River which furnish an abundance of water for all purposes, around that section.

From Del Mar North to Oceanside, the coast lands should be furnished by water from the San Luis Rey River. Large private interests including H. E. Huntington and William G. Kerckhoff, practically control the water rights of this valuable stream.

It is undoubtedly the intention of these gentlemen, with the co-operation of the settlers in this section, to impound the winter rains and furnish abundant water over the coast lands last described.

From Oceanside to San Juan Capistrano, a distance of thirty-five miles, the same conditions exist, except that the entire frontage is owned by one man, Mr. Richard O'Neil, the ranch being known as the Santa Marguerita Ranch. Undoubtedly in time, this vast property of two hundred and fifty thousand acres will be properly developed, as conditions demand it. The effect of an

abundance of water used intelligently on these coast lands is marvelous. Land that now can be bought without water for twenty to thirty dollars an acre immediately is worth three hundred to one thousand dollars. It allows the rancher to start his winter vegetables, including chili peppers and peas, string beans, tomatoes etc. in July and August and furnish same from Christmas on, to the Eastern markets. The rancher can raise with safety berries, oranges, lemons, pineapples and other semi-tropic fruits. There is only a limited amount of this land and in the minds eye, what is more ideal to the eastern farmer than a five-acre ranch on the western slope of the Pacific Coast overlooking the ocean, a railroad, the Santa Fe, already constructed, ready to serve him. Think of the variety of products he can raise as suits his fancy. Five acres or ten at the most is all one man can care for and a good living can be made by any thrifty man. The time will surely come and soon, when hundreds of thousands of the tillers of the soil will live in happiness and with plenty along the southwest coast.

Surely San Diego County has a great future in the development of its now semi-arid lands and when the Panama canal is constructed, as well as the San Diego and Arizona Railroad (now being built) San Diego and San Diego Bay will be the center of activity on the Pacific Coast.

Ed Fletcher Papers

1870-1955

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Writings and Interviews - "Future of the South Pacific Coast", by Fletcher for Earth Magazine



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