

Without any announcement, play record "I LOVE YOU CALIFORNIA".

Announcer: Again, as is customary at this hour on Sunday morning, we let you listen in on a conversation between Michael Kelly and the Avocado Man. This morning, we find Mike and the Avocado Man walking through the Avocado Man's Avocado Grove at Encinitas. Here they are.

Mike: Say, Mr. Avocado Man, I never saw anything grow as fast in my life as these Avocado trees grow. They just seem to have put on a tremendous amount of new growth since we were up here two weeks ago.

Avocado Man: Yes, Mike, I have known some of the branches to grow as much as eight inches in a single week.

Mike: Why that seems almost unbelievable, but I can see that it is a fact and just look at these Avocado trees as far as we can see in every direction, just covered with blossom.

Avocado Man: Yes, Mike, and if you will look a little closer, you will see just hundreds of little Avocados beginning to set.

Mike: And the leaves look so green and luxuriant, you must give this grove wonderful care.

Avocado Man: Yes, Mike, from the time we set these trees out three years ago, up to the present time, they have been well cultivated, given a great deal of fertilization and plenty of water - and the result you see - the finest young Avocado grove, probably, in the World.

Mike: Tell me, Mr. Avocado Man, when does the Avocado tree shed its leaves like other fruit trees?

Avocado Man: It doesn't, it is evergreen the year 'round.

Mike: Well that is interesting, I didn't know that, but tell me, as long as I am asking questions, just why do you call the Avocado Green Gold?

Avocado Man: Well, Mike, I have been expecting you to ask me that question for the last several weeks. I will be glad to answer it.

(Avocado Man - continuing)

You know, California has long been known as the land of gold. It was first known as the golden state in the days of '49 when the pioneers came by foot, by ox team and by sailing vessel clear around Cape Horn, to wrest the golden nuggets from our streams. That was the dawn of the day of "yellow gold" which we still have and which is further typified by our citrus industry which includes our oranges, lemons and our grape-fruit. And then came the day of the "black gold" -- oil -- which has brought and is bringing great wealth to this state. Following the "black gold" came the "white gold", or power, which we generate by our streams in the mountains and bring to our cities on high tension wires to be used by our industries. And now comes the fourth gold - "Green Gold" - as typified by the Avocado, a luscious, delicious, nature-sealed and wrapped, natural food for man. It probably brings more per pound and it is in more demand than anything I know of that grows from the soil.

Mike: Well, you know I never thought of it just that way.

Avocado Man: Yes, Mike, and I want to call your attention to the fact that the pioneers of each one of these California golds have made fortunes, just as the pioneers and the people who believe in our Green Gold, in my estimation, will make a great deal of money from it.

Mike: And here we are, right in the very center of this Green Gold grove.

Avocado Man: Yes, Mike, and we are surrounded by literally hundreds of thousands of little green nuggets, each one, when it ripens, can be turned into real yellow gold for its lucky owner.

Mike: I just wish each one of the members of our vast radio audience could be here where we are now and that they could see the sight that we see - thousands and thousands of these Green Gold trees, laden with this precious fruit.

Avocado Man: Well, I wish that were true too, but as long as they can't be here, why not do the next best thing and you tell them about it. You know, Mike, you are not fooling me one little bit today. I happened to have caught sight of that little microphone you have under your coat there and if I am not mistaken, you are up to your old tricks and have been letting your friends out on the air listen in to our conversation

Mike: Well I guess you are getting too smart for me, Mr. Avocado Man, I have been doing that very thing.

Avocado Man: I have a surprise for you and this is going to be a real surprise too.

Mike: Surprise? What do you mean?

Avocado Man: I am going to show you something today that I have never told you about before and this is going to be something that will interest a great many of your friends out on the air too.

Mike: Well you have me all curious. What is it?

Avocado Man: Well, I won't tell you - I'll show you and we'll have to get in the car and drive about a quarter of a mile, but before we go, how about your telling your friends on the air about my little booklet "Green Gold" that gives complete information and details in reference to these Avocado Income Estates and also tells all about Avocados and if you want to, you can tell everybody who phones in or writes in for a little booklet today that I will send them, in addition to the booklet without cost or obligation on their part, one of these delicious Avocados that you see growing here on the grove.

Mike: All right, I'll just do that. Hello Everybody. I am sure that if you could be here with me today in this Avocado grove, that you would want to learn more about it and as long as you can't be, why not do the next best thing and call up right now for the Avocado Man's little booklet Green Gold and the delicious, luscious, tempting Avocado, which he will send you with his compliments. Our telephone number up at K.N.X. is Hempstead 4101 - Hempstead 4101 - or if these lines are busy, you may call Trinity 2963 - Trinity 2963 - just leave your name and address and the Avocado Man will send you his little booklet Green gold and a delicious Avocado. The Avocado Man also wants me to say that he will be glad to send the booklet anywhere in the United States, but he

cannot send the Avocado any farther north than Santa Barbara and Bakersfield, any farther south than San Diego, or any farther east than San Bernardino.

(FIRST MUSICAL NUMBER)

Announcer: Be sure to take advantage of the Avocado Man's generous offer to send you his little booklet Green Gold and a delicious Avocado, which he sends to you with his compliments. All you have to do is to phone right now to Hempstead 4101 - Hempstead 4101 - or Trinity 2963 - Trinity 2963 - or write the Avocado Man, care of Radio Station K.N.X., in Hollywood, California.

(SECOND MUSICAL NUMBER)

Announcer: We again let you listen in on a conversation between Michael Kelly and his old friend, the Avocado Man, who are visiting on the Avocado Man's property at Encinitas. Here they are.

Avocado Man: Well, Mike, here is the surprise, see this row of houses?

Mike: Yes and what lovely little places.

Avocado Man: Well, Mike, these are the first of 500 such houses that I expect to build here at Encinitas this year. You know, Mike, I have had the idea for a long time that there are thousands of people paying rent, living in the city and who have in mind a dream home in the country under the right conditions and I am going to try to fill that demand-- a place where they can have a real modern home with practically all city conveniences, close to a picture show, stores, and marvelous bathing beach, where they can make a living and be independent in the years to come, given to them at a cheap price and on very easy terms-- here it is. Each one of these little places is built on a full acre of ground and as you can see, each acre is planted to seventy or more of these young Avocado trees.

Mike: Well you have surprised me and I think you have hit the nail on the head. What a cozy, comfy, homey little place it is that we are standing in front of, and, you say it is on a full acre with seventy Avocado trees already planted on it?

Avocado Man: Yes, Mike, and as you can see the house is stucco with a little tile, and on the inside we find five nice large rooms, finished in plaster, hard-wood floors, consisting of a living room, dining room, two bed-rooms and a kitchen - everything modern about it. Also, as you can see over there, a nice garage with a concrete floor.

Mike: Well what are those buildings back of the garage?

Avocado Man: Come on, I'll show you.

Mike: Why it is a big chicken house and chicken run - and look at all the chickens in it!

Avocado Man: Yes, Mike, we are going to stock each place with these modern chicken houses and chicken runs and start each one off with 150 chickens just as you see here.

Mike: Say, that's great.

Avocado Man: Look over here, Mike, it is a modern rabbitry, placed between the trees and if you will look in the hutches, you will see that there are 24 rabbits already in there.

Mike: And you are going to stock each place with 24 rabbits in addition to the chickens?

Avocado Man: Yes, that is our intention.

Mike: And look at that gorgeous view of the ocean - I never saw anything more beautiful in my life.

Avocado Man: Yes, Mike, it is our intention that every one of these places shall have an unobstructed view of the ocean.

Mike: Now I begin to understand why you have been talking so much about Passion Fruit, Papayas, bulbs and other things in addition to the Avocados.

Avocado Man: Yes, Mike, here we offer the individual who is tired of the hustle and bustle and wear and tear of the city, a dream home -- a modern house to move into, seventy Avocado trees that in two or three years time should be giving a splendid income and in the meantime, he can make most of his living from the chickens, the rabbits, the winter vegetables, he can plant a Passion Fruit hedge around the acre, have an almost immediate income from that, interplant with Papayas, which come into bearing in two years time, and should he want a change of diet, he can always go down to the beach and catch a mess of fish.

Mike: Well you floor me, anybody would want to live here. It is just absolutely ideal.

Avocado Man: Well, Mike, when you consider how cheap building material and labor is, you will begin to understand how, by building these houses in quantities, we can offer them so cheap. And our terms, Mike, on monthly payments, amount to less than the rent that a great many people of just ordinary means are paying in the city.

Mike: And will you continue developing your Avocado Income Estates for people who do not want to live here?

Avocado Man: Yes, Mike, this new venture will not interfere with that project at all. If the demand is for a home, already completed, we have it. And if the demand is for just the Avocado grove, subject to our taking care of it, we can give them that.

Mike: Let's sit down here on the front door-step of this house, light our pipes and enjoy this view for a while.

Avocado Man: All right, let's just do that.

Announcer: Same announcement as given after first musical number.

(Third Musical Number)

Announcer: Once more we let you listen in on a conversation between Michael Kelly and his old friend the Avocado Man. We now find them sitting on the front porch steps of a beautiful little modern home at Encinitas, smoking their pipes and enjoying the view. Here they are.

Mike: Say, Mr. Avocado Man, this little country home income estate idea of yours is just beginning to percolate through this Irish mind of mine. I believe that you have hit on the most timely, biggest idea, that has been offered to the people of California for many a long day.

Avocado Man: Well, I, for one, am tremendously enthused about it. Of course, the Avocado trees are young and not nearly so far along as they are in Encinitas Highlands, where we expect a commercial crop next year, but at the same time each person who owns one of these homes on one of these acres, planted to young Avocado trees, has a great deal to look forward to, in the nature of an income from the Avocados in the future.

Mike: Yes, it would seem to me that every family that moves into one of these little homes has most of its problems solved so far as the future is concerned, a beautiful little home, a marvelous view, climatic conditions unequalled in the United States, a sub-tropical area, plenty of irrigation water, good soil, almost a living from the very start, and a real Avocado grove coming along to give them possible future financial independence. A great idea, Mr. Avocado Man, and I certainly want to compliment you on it.

Avocado Man: Well, Mike, I can tell you a couple of weeks from now whether it is as big an idea as we both think it is, when we see how many of our friends out on the air are interested enough about either the home here or an Avocado Income Estates to phone or write in for more information about it.

Mike: Well, if I am any judge of the way a lot of people who live in the city are thinking in these times, you won't be able to build these homes fast enough to supply the demand...Once they are inspected by possible future owners.

Avocado Man: Well, let's give folks a chance to phone in or write in for further information, while they play another musical number up at the Studio at K.N.X. Come on, Mike, let's go down to my headquarters in the big tent on the highway just north of Encinitas.

Announcer: Folks, you have just been listening to the voice of Michael Kelly as he visits with his old friend, the Avocado Man. If you are interested in learning more details in reference to the Avocado Man's new housing plan or his Avocado Income Estates at Encinitas, you may go to the phone right now and call our Station here - Hempstead 4101 - Hempstead 4101 - or Trinity 2963 - Trinity 2963 - leave your name and address, and the Avocado Man will send you his little booklet Green Gold, and in addition, he will send you a luscious Avocado, with his compliments, grown on his grove at Encinitas - or you may write to the Avocado Man, care of Radio Station K.N.X., in Hollywood, California. Our program continues with (musical number).

Ed Fletcher Papers

1870-1955

MSS.81

Box: 64 Folder: 25

**Business Records - Land Companies -
Avocado Acres (includes Morse Construction
Company) - Radio Broadcast script**



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