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August 18, 1922.

Governor Thos. E. Campbell,  
State of Arizona,  
Phoenix, Arizona.

My dear Governor Campbell:

In regard to the proposed \$2,500,000 bond issue for the highway Hassayampa to Ehrenberg, to be voted by the State of Arizona, I want to call your attention to the following facts:

First: The distance Phoenix to Los Angeles, via Yuma, is approximately 70 miles longer, as compared to the Mecca-Blythe route.

Second: \$2,500,000 will nowhere near pay for the cost of the proposed road. It will cost nearer \$4,000,000.

Third: You have no chance of getting government aid on this highway, while the road Phoenix to Yuma, Yuma to San Diego is receiving dollar for dollar government aid, matching state and county money.

Fourth: The Yuma road connects directly with Phoenix the entire Gila valley, and Yuma section of Arizona. It means the most direct route to the ocean - San Diego, 386 miles from Phoenix, and San Diego has the advantage over the Los Angeles beaches of nearly 50 miles in distance, as compared to a direct route Phoenix to Los Angeles beaches.

Fifth: Not one foot of the highway is paved, neither is there any chance of financing it from Mecca to Blythe, in California, while it is practically all financed from El Centro to Yuma, and the highway will unquestionably be paved Yuma to Los Angeles, and Yuma to San Diego, the entire distance, within the next eighteen months or two years at the latest, and I am informed that the highway to Phoenix from Yuma is practically financed with government, state and county aid.

I urge that you take a decisive action in opposition to the \$2,500,000 bond issue, and hope to get an early and favorable reply in this matter.

With kind personal regards, I am

Sincerely yours,

EF:KLM



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230-20

THOMAS E. CAMPBELL  
GOVERNOR

Executive Office  
State House  
Phoenix, Arizona

September 2, 1922.

Dear Colonel:

This is my first opportunity to reply to your good letter of August 18th, and with reference thereto will say that discussion at this time of the proposed bond issue for a paved highway to the Colorado River would only serve to confuse the voters who are to pass on a number of very important amendments at a special election on September 12th. The matter has therefore not been given much attention as yet.

Speaking confidentially in order to relieve your own mind in this matter and not for publication at this time, I will say personally that during the campaign I shall take a definite stand on this question which I am now telling you will be in harmony with the thought expressed in your letter. Our efforts are being concentrated on getting one road through to the coast, and I am opposed to a scattering of our energies at this time.

Thanking you for your interest in this matter, and with kind personal regards, I am,

Sincerely yours,

Colonel Ed. Fletcher,  
920 Eighth Street,  
San Diego, California.

cc - 13-117  
Jan 11  
[Handwritten notes and scribbles]

September  
Fifth  
1922

Governor Thomas E. Campbell,  
State of Arizona,  
Phoenix, Arizona.

My dear Governor:

Was mighty glad to get your letter of the 2d, and glad to know your attitude and thank you for the confidence you have given me. It will not be abused.

Our mutual friend, Dwight B. Heard, arrives here, with his wife, the last of the week to spend a few days, and I am going to see that they are filled up with San Diego County.

Mrs. Fletcher was speaking of Mrs. Campbell the other day, and wishing she could meet her again, and for that reason, this fall or winter, at your convenience, I was wondering if you and Mrs. Campbell would not either take the train to Yuma, or come over the highway under construction, Phoenix to Yuma. Mrs. Fletcher and I will meet you in our Cadillac at Yuma, and be more than pleased to bring you from Yuma, via auto, to the coast.

Incidentally I want you to stop a day at Cuyamaca Lake, one of the lakes that I control and where we have a delightful little cottage. I will promise you some real trout fishing and duck shooting among the pines. I want you to know San Diego County better. Mr. Tom Maddock, I think, has a different opinion of San Diego now that we have given him a taste of it.

I do hope to hear by return mail that after your re-election, which I am sure is bound to come, that you will want a little change, and will let the Fletchers give it to you.

With kind personal regards to the madam and yourself, I am

Very sincerely yours,

EF:KLM

March 2, 1926.

Governor T. E. Campbell,  
San Diego, California.

My dear Governor:

I wish you would interest yourself in San Diego County, and your friends as well. I believe there is more money to be made here than in any section of California, in the next five years.

I have in mind two or three propositions that could be syndicated, and we could put them over together.

**COAST PROPERTIES:**

Proposition No. 1. Kelly Tract - South of Carlsbad - 1700 acres. Nearly two miles of ocean front. 1400 acres ideal land for farming. 300 acres in slough which can be used for duck club development.

Price approximately \$400.00 an acre. Easy terms.

Water will have to be developed by means of wells. Can probably get 100 inches at a cost of around \$50,000 to carry the proposition along for a number of years, until district is organized jointly with other lands to the north and south and a permanent supply brought from the San Luis Rey River just north of Oceanside at district expense.

Proposition No. 2: I own and can put in anywhere from 40 to 200 acres of land, with water, in the Santa Fe and San Dieguito Irrigation District that are suitable for avocado planting. As you know I have the nursery trees as well. I will take a quarter or half interest, if desired.

The lands, with water, will cost anywhere from \$600 to \$1,000 an acre, according to location, with a good marine view and the land practically frostless. The idea being to plant to avocados and care for same for three years. The land can be easily sold at \$3,000 an acre, in my opinion, and cut up into one to five acre tracts, selling on contract.

As you know, we produce our own trees, I have my own expert handy to superintend the care of the orchard and these lands will eventually be subdivided into half acre and acre tracts for residential purposes.

I am willing to sell my land on six or eight years' time. Nothing down, if we can finance the planting and care of the orchard, making yearly payments. My idea would be to plant three-fourths of the land to avocados and the other fourth to valencia oranges which do well in that section along the coast back of Solana Beach, Cardiff and Encinitas, so that whenever we sell an acre of ground, say about one-fourth of the acre would be in oranges, half in avocados and the other fourth left vacant for building purposes.

People interested in coming to California would be attracted by such a proposition, knowing their land was in good hands and care was being taken of their trees, and they could take possession in three years or before, if desired.

As you know, our different varieties of avocados doing so nicely here, produce fruit every month of the year. Avocados are doing better than anything else in the State of California today, the right varieties. Avocados are a food, and according to government reports, a pound of avocados of the right variety equals, in food value, a pound of beefsteak. This means it has a tremendous advantage over oranges and with proper organization and cooperation between the farmers in advertising and putting out a standard product, the avocado industry will some day surpass the orange industry in Southern California, in my opinion. It is almost unbelievable, but I know a number of parties who are making as high as \$3,000 or \$4,000 an acre off of avocados today.

Proposition No. 3: North of Grossmont I control between two and three thousand acres of land. Enclosed find a map of suggested plan of development. Part of the land is in the district and part out. That which is out can be supplied with water from wells.

The property is accessible by the state highway San Diego to El Centro, 13 miles out of town, has city electricity running thru the property, gas at the southerly boundary. The San Diego & Arizona Railroad runs thru the property, with a depot known as Crossmont Station.

It has, as you know, a variety of soil, adapted to a variety of development, part of it for farming, extending into the El Cajon Valley. Part of it is mesa land with 250 to 300 acres under intense cultivation and leased out at \$20 to \$30 an acre cash rent for winter vegetables. Part of it is ideal for orchard, as well as the most ideal townsite on the bluffs overlooking El Cajon Valley, the mountains and the ocean.

It lays between the city of El Cajon on the East and the City of La Mesa on the West, the only large body of land, similarly located, for subdivision purposes.

Some of this land is rough and rolling, but ideal, particularly the knolls, for wealthy people's homes. As you know the climate is ideal, ten or twelve miles from the ocean, and yet where you can get a view of mountain, valley and ocean.

I can deliver this land at approximately \$250 an acre on payment of ten percent down and ten percent a year until paid with six percent interest on deferred payments, with a reasonable release clause. The water alone that goes with this land, both thru the irrigation district and wells which can be developed in the El Cajon Valley, makes it remarkably cheap; in fact, the water alone that goes with the property is worth the price in San Diego County. I will be glad to take a quarter interest in the Syndicate.

Proposition No. 4: "S" Tract, 3000 acres East of El Cajon and Bostonia, running parallel with the state highway on the south, and south of Flinn Springs, -- part of the "S" Track Rancho El Cajon. A ridge of rolling hills, some good farming land, part of it very rock, beautiful oak trees, a possible damsite and resort proposition on one creek that runs thru the property. A fine vein of iron ore running thru the property.

A feldspar mine owned by Owen Wister of Philadelphia and myself.

We would sell it for \$50.00 an acre, easy terms, ten percent down and ten percent a year, six percent interest, with a reasonable release clause.

Proposition No. 5: I control, thru the Murray Estate, approximately 385 acres of land between La Mesa and Lemon Grove. Probably eighty or one hundred acres will go to the state for a State College. The rest of it is ideal for subdivision. Water is available, also city gas and electricity and the plan is to connect by a sewer district with the city that entire section.

I believe I can deliver this property on some basis between \$400 to \$500 an acre, easy terms, twenty-five percent down and twenty-five percent a year, with six percent interest on deferred payments, if you do not develop. If you agree to make certain developments within a year, I believe I can arrange it for fifteen percent down and ten or fifteen percent a year with a reasonable release clause.

This property overlooks the ocean, and is probably as fine a suburban development as there is. It has three paved highways into San Diego, lies within the city limits of La Mesa and about eight miles from town, from the University Avenue extension.

I want to interest you some way, governor, in something. Will be glad to join in with you and your friends on almost any development. Let me know if you are interested in any of these propositions.

Yours very truly,

EF:KIM

**Ed Fletcher Papers**

**1870-1955**

**MSS.81**

**Box: 4 Folder: 20**

**General Correspondence - Campbell, Thomas E.**



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