

San Diego, California, May 22, 1922.

Mr. Ed Fletcher,
San Diego, Calif.

My dear Mr. Fletcher:

The Bae-Mar Land Company has lately purchased the Dinsmore property, paying \$50,000 down, and there is now in the treasury \$25,000 for immediate development purposes. We would have paid all cash if Mrs. Dinsmore had asked for it, but she preferred a long time loan, and offered us 20 years' time.

I believe I can get the land company to purchase the bottom lands of the Santa Fe, also the lands on the south side of the river at a satisfactory figure if the price and conditions can be mutually agreed upon, and desire something definite from you as to price and conditions. If we bought this property we would spend a great deal of money in its development immediately and for that reason I would recommend terms of payments as follows* one-fourth down and one-fourth in two years, and the balance on or before five years, with six percent interest.

We would immediately improve your land and within a year develop the bottom land by proper ditches, levelling, installation of an irrigation system and putting tenants in on 5 or 10 acre tracts. Within two years we would develop water and put the proper lands on the south side of the river under irrigation and development.

The financial men of the Bae-Mar Company are Mr. G. M. Simpson of Anaheim; Phil Marary of Rivera; Geo. H. Johnson, an oil man of Los Angeles; Geo. Metcalf of Downey and John G. Earley of Cleveland, Ohio. All of these men are financially responsible and several of them millionaires.

If we can get your acreage, it is the plan to erect a shipping and packing plant, also cannery; we plan to put all the land into 5 to 20 acre tracts for leasing purposes. We are now organizing a banking institution at Anaheim to finance our tenants. This banking institution will market all crops. We propose to ship our early crops to market and the balance of the crops to canneries. We have already commenced surveys for the immediate construction of a drainage canal 60 ft. wide thru the Dinsmore tract with proper laterals.

I have made this full explanation in order that the Santa Fe Railroad may appreciate what we are attempting to do for that section of the country. It means a tremendous tonnage for them and

Page Two/

we should have their hearty cooperation. This company is composed of practical, successful agricultural men, who know what they want and are going at it in a business-like way, and hope we can come together on a plan of development, for if we purchase your lands it will be an added asset in the development of the plans of the Santa Fe tract, and we stand ready to cooperate for the future success of both projects.

Yours very truly,

BAE-MAR LAND COMPANY

FD:M

Per

J. Bailey vice Pres. B.M.C.

*File Bae-Mar
Land Co*

May 22, 1922

Mr. Fletcher Dailey,
San Diego, Calif.

My dear Mr. Dailey:

As you know, I have the exclusive agency for the sale of the Santa Fe lands and am ready to recommend to the Santa Fe, and believe they will sell the bottom lands of the Santa Fe, roughly 700 or 800 acres, for \$125.00 an acre, the boundaries to be mutually agreed upon, and \$40.00 an acre, for approximately 800 or 900 acres of mesa lands on the south side of the river adjoining your land. I believe your terms of payment, ie: 25 percent down and 25 percent in two years, and the balance on or before 5 years, with 6 percent interest, would be satisfactory, altho if you could make a little larger first payment, it would make it easier for me to put over.

If this deal is put over, it will have to be done very quickly, because we are making other plans of development.

The Santa Fe would want to reserve 20 acres of land in the bottoms where the present pumping plant is located, and the perpetual right to pump 250 inches of water in case it becomes necessary. Some arrangement can undoubtedly be made whereby you can utilize this pumping plant immediately, if desired, on some mutually satisfactory basis. There is a magnificent well south of the present pumping plant, and located on the land which you are planning to buy, which has been tested out for several months and if my recollection serves me right, there is 80 inches perpetual flow from one well, ready to hook onto immediately.

I would recommend the leasing of the 20 acres of land at \$20.00 an acre, cash rent, if you desired the use of it, plus a reasonable depreciation loss on the pumping plant.

In purchasing you would buy all improvements, including house and barn on the property, and the flume on the south side of the river.

Yours very truly,

EF:KLM

Ed Fletcher Company
FLETCHER BUILDING
820 EIGHTH ST.
SAN DIEGO, CALIFORNIA

AGENTS
PINE HILLS
DEL MAR
GROSSMONT

June 12, 1922.

Bae-Mar Land Company, Attention Fletcher Dailey.
Del Mar, Calif.

Gentlemen:

We are inclosing the automobile liability policy and your compensation insurance policy covering the Bae-Mar Land Company, also endorsement blanks which the Company request that you sign and fill out.

Will you kindly attend to this at your earliest possible convenience, and return to this office, and oblige

Yours very truly,

Ed Fletcher

MEF:AH

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	DL
Night Message	NH
Night Letter	NL

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT. GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	DL
Night Message	NH
Night Letter	NL

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RECEIVED AT 936 5th ST., SAN DIEGO, CALIF. ALWAYS OPEN. 1922 AUG 1 AM 9 34

GSA 153 33
110-2
DELMAR CALIF 1 SA
ED FLETCHER 35
SANDIEGO CALIF

WAITING OVER FOR RESULT OF MEETING FRIDAY CANNOT DO THE RUSH ACT
WITH MY PEOPLE I AM DEPENDING ON YOUR COOPERATION THIS MEANS MUCH
TO ALL OF US I CAN PUT IT ACROSS
DAILEY.

34M Form Tel. 5E-11-30-21

FEDERAL TELEGRAPH COMPANY

R. P. SCHWERY, Inc.



RADIOGRAM

THE FEDERAL TELEGRAPH COMPANY transmits and delivers this message subject to the terms and conditions printed on the back of this blank.

<input checked="" type="checkbox"/>	DAY MESSAGE
<input type="checkbox"/>	DAY LETTER
<input type="checkbox"/>	NIGHT MESSAGE
<input type="checkbox"/>	NIGHT LETTER

RECEIVER'S NO.	TIME FILED	CHECK	INDICATE BY	X	RATE DESIRED

Send the following message, subject to the terms and conditions printed on the back hereof, which are hereby agreed to.

Date Filed August 19, 1922 192

Mr. Walter A. Clark,
c/o Allen Real Estate Company
San Francisco, California

Am mailing you report today valuation property by appraiser Southern Trust & Commerce Bank San Diego on all properties mentioned and submitted to you. His valuation Two hundred Fifty Dollars per acre. Immediately after receipt of report kindly wire me authority at Del Mar to close deal Am writing

FLETCHER DAILEY

Chg Fletcher Co

August 22, 1922

File 110-2

Mr. Fletcher Dailey,
Del Mar, California.

My dear Dailey:

When the time comes to announce the putting over of this deal, I want to see that you get the proper credit for what you have done. Come and see me then and we will get it out together, and I will help you get the best space possible whenever you want to make the announcement.

Yours sincerely,

EF:KLM

CLASS OF SERVICE	SYMBOL
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Day Letter	DL
Night Message	NMs
Night Letter	N L

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WESTERN UNION TELEGRAM

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RECEIVED AT 936 5th ST., SAN DIEGO, CALIF. ALWAYS OPEN.

1922 AUG 24 PM 12 24

S356 10

AX LOSANGELES CALIF 24 12P

COL EDD FLETCHER

162

820 8 ST SANDIEGO CALIF

CLOSED GOT CASH FOR DEVELOPMENT HAVE AUTHORITY PURCHASE SOUTH SIDE

DAILEY.

August 25, 1922

File 110-2

Mr. Fletcher Dailey,
Del Mar, Calif.

My dear Dailey:

It was mighty nice of you to wire me the good news, and I want to be the first to congratulate you. You are entitled to a great deal of credit.

Yours sincerely,

EF:KLM

110-2
August 25, 1922

File 210-2

Mr. Fletcher Dailey,
Del Mar, Calif.

My dear Dailey:

Enclosed find copy of letter which is explanatory
for and your information. Go to the Del Mar agent there.

I am asking him for two rails of my own.

Yours sincerely,

EF:KLM

"WHERE THE SPIRIT OF TRUE HOSPITALITY PREVAILS"



Hotel Van Nuys

BOGGS HOTEL CO.
ROSS H. BOGGS, PRESIDENT & MANAGER

Los Angeles, Cal. Sept. 2, 1922

Col. Ed Fletcher,
San Diego, California.

My dear Colonel:

I have just completed a most successful and satisfactory contract in the closing of the purchase of the San Deguito River bottom lands. Our connection in this transaction is most favorable in every respect to successfully carry out a great and beneficial productive enterprise. Every man is a man of large affairs, clean record and successful in his line of business. We have the Nash Distributing Co. of Minneapolis back of us in the marketing and handling of the products of these lands, also a shipping and packing plant together with a first class Cannery that will insure to the gardeners upon these lands a market for everything that they produce, and a square deal. As this company is a twelve million dollar corporation with wholesale distributing houses in all the principal markets west of Winnipeg in Canada and west of the Mississippi River in the United States, with a record of unquestioned integrity and business facilities for getting the highest result of efficiency.

The Campbell Jorolmon Company, Los Angeles, have signed contracts with the Southern California Farm Products Co. to place upon all these lands competent and efficient gardeners. We have purchased tractors, plows and equipments from the Holt Manufacturing Co. to commence immediate operation in plowing and preparing these lands for the gardeners. We are prepared to finance to take care of the gardeners until production is ready for the market. The capital stock of this company is \$500,000.00, - \$300,000.00 of which is paid in, the remainder available as fast as required by the development work. I will have full and complete charge of the work, being the managing director of field operations. Three of the members of this concern are Sacramento and San Francisco residents.

The plans of the development work of this concern I will outline to you as follows:

A drainage canal will be immediately constructed

from near Del Mar east to the Santa Fe pumping plant. There will be a drainage system every three hundred feet, consisting of a ten inch concrete pipe, laid three feet below the surface, draining these lands on both sides of the canal, which will pass through the center of these lands. The canal will be six and one-half feet deep and will have banks four and one-half feet high. Every fifty feet will be a four inch porous concrete pipe laid sixteen inches below the surface exactly on grade, connecting with a concrete sluiceway elevated four feet above the floor of the Valley. We will pump directly into the concrete sluiceway, regulating the flow of water with a system of locks every 150 feet apart. As these lands are of mica silk formation they are easily sub-irrigated and will eliminate the application of water on the surface and a large force that will be required to distribute the same together with a prevention of evaporation and cultivation after each surface application. The opening of the locks will open the drain system also, preventing the lands from becoming waterlogged and keeping the alkali far below the surface. The saving alone of distributing the water on the surface and the evaporation and cultivation that would naturally obtain through that method will pay for the installation of this system in two years, besides giving a much more rapid growth and better quality of the different types of vegetables to be grown upon these lands. We will make a specialty of growing celery, asparagus and head lettuce. The easterly portion will be planted to deciduous fruit trees, making this one of the most productive, as well as profitable, projects in the State of California.

I take great pleasure in handing to you this information, and I am proud indeed to be identified with helping to carry it on to a successful conclusion. As this will be of interest to the citizens of San Diego and the State, I think it would be well for you to get the proper notice in the papers regarding this transaction, all of which is respectfully submitted to you.

Yours, with kind regards and best wishes,

J. Pailey

You are at liberty to mention Mr. C. O. Hagen of the Randolph Marketing Co., and Mr. L. B. Jaralmon, Messrs. Simpson & Randall, and myself, with San Francisco and Sacramento associates, Messrs. Hagen and Jaralmon of Los Angeles.

as identified with this company.

Ed Fletcher Papers

1870-1955

MSS.81

Box: 6 Folder: 9

General Correspondence - Dailey, Fletcher



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