

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

AGENTS
FINE HILLS
DEL MAR
GROSSMONT

Letter "A"

mailed with booklet and map-

Dear Sir:

Enclosed find literature covering the first unit of the Santa Fe Land Improvement Company properties now on the market.

The Santa Fe Land Improvement Company has completed the construction of over 50 miles of new highways thru the property.

The lands have been included within the boundaries of an irrigation district known as "The Santa Fe Irrigation District". 25 or 30 year bonds will be issued for the cost of the distribution system and these lands will get a bountiful supply of water both for irrigation and domestic purposes from Lake Hodges water system, owned by the Santa Fe Railroad Company, at the lowest price for impounded gravity water of any system in San Diego County, the rate to the district being 4 cents a thousand gallons for irrigating water, and 10 cents a thousand gallons for domestic purposes. In addition to the above should be added the cost of distribution by the district.

Competent engineers have made soil analyses and a determination as to what each tract is best adapted for. Some of the land is ideal for walnuts, other land is better adapted for citrus or deciduous fruits and vines. Practically all of the land is ideal for winter vegetables, as the land is as near frostless as any land in California, and for several years past the tenants on the land have produced wonderful crops in December, January and February of peas, string beans, chilli peppers, eggplant, etc. for Eastern markets.

A most beautiful hotel of Spanish design has just been completed in the civic center; also a number of stores, office buildings and garage. The Rancho Santa Fe has the advantage of electricity both for heating and cooking. The property has reasonable restrictions and conditions protecting all intending settlers.

It is not the intention of the company to sell any lands for speculation, and those who buy must agree to either build or plant to vines or orchard an agreed percentage of the purchased acreage within a certain specified time.

This land will be sold on easy terms, with 6 percent interest on deferred payments, and a 5 percent discount for cash.

The Civic Center is located within approximately 5 miles of the completed concrete highway connecting San Diego and Los Angeles, and is reached by two well graded county highways which we hope, sometime in the near future, will be paved.

The property is located approximately 30 miles from San Diego, and approximately 5 miles from Del Mar.

There is no more equable climate in the world, and anyone desiring to come to California should inspect this property before buying elsewhere.

The Santa Fe Land Improvement Company which owns this property, is putting it on the market with one idea in mind, to be fair to intending purchasers, making terms and conditions as easy as possible and at the same time insist upon early planting or construction of homes.

For further information write to Ed Fletcher Company, San Diego, California, Sales Agents.

Yours very truly,

ED FLETCHER COMPANY

By

Manager

EF:KLM