

# RANCHO SANTA FE PROGRESS

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What Are We Coming to

# at Rancho Santa Fe



Looking across Paseo Delicias to the "store," one of Miss Rice's most important contributions to the high type of Spanish architecture at Rancho Santa Fe.

By

S. R. NELSON

Manager, Santa Fe Land  
Improvement Company

A LITTLE more than six years ago J. B. Lippincott, one of the foremost engineers in the Pacific Southwest, stated in his survey of conditions affecting the proposed establishment of the community of Rancho Santa Fe that, "This is not strictly an agricultural development. This area is blessed with the most equable and delightful climate of any portion of the United States. It is nearly frostless, with little rain, and with moderate, even temperatures. When the water is put on this land it will first be used for gardening and horticulture. Gradually the same transformation will occur that we have seen at Montecito, Hollywood and Pasadena. Agriculture will give way to suburban and urban growth."

It is remarkable how truly Mr. Lippincott's prediction of six years ago is being fulfilled. This is revealed by the development which has taken place in the intervening time and the trend which this development is now beginning to take as Rancho Santa Fe embarks upon the ultimate phase of its progress.

Before looking into the future, let us recount briefly the facts of the development of Rancho Santa Fe since that day six years ago when officials of the Santa Fe Land Improvement Company received the engineering proposal of Mr. Lippincott, and gave life to the plan by providing financial resources.

Hodges Dam had been built. A network of pipe lines and reservoirs serving the project of Rancho Santa Fe were added at a cost of approximately \$500,000. Mr. L. G. Sinnard was selected as the man with the necessary vision and energy to make real the Rancho Santa Fe as then conceived and as now being created.

The plan of Rancho Santa Fe differs very widely from colonization projects to which it was then compared. Instead of appealing to the man of small means who could at best by dint of hard work and sacrifice, be in a position of keeping his head above water only after several years of struggling, it was planned to attract families with appreciation for the natural advantages of the area and the means to magnify and develop the nat-

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# Smiling Landscapes Under

## Cloudless Skies

By A. R. SPRAGUE

Originator of the Famous Orchid Gladiolus

A FACE may be beautiful for its features alone, but a beautiful face with a charming smile—that is something to remember. Rancho Santa Fe has the beautiful landscape face and also it has the sunshine smile almost constantly. For, from any elevation, one sees such variety of contour that the eye never tires in looking at the thrifty orchards crowning hill and slope.

From the wooded residential section one looks down upon deep narrow valleys filled with waving eucalyptus tops, in the changing lights, flashing now a brilliant green and now a rosy hue. No one who has seen such landscape effects will soon forget them.

The mountains, too, are an ever-present delight to the eye. Changing with the changing light. Parallel ridges with distinctive mountain peaks, some of which call up those beautiful lines, descriptive of Italian mountain views:

*"Far, vague and dim the mountains swim around Vesuvius' misty brim."*

There are peaks nearby with great blocks of granite outstanding, that have resisted cold and heat and furious storms for countless centuries, and still are huge and sharp of outline. To the north are smoother ridges and peaks of trap rock which have more easily yielded to attacks of Nature's leveling agencies.

The more distant and higher ridges, as Palomar and Cuyamaca, are snowclad through the winter storm period, thus adding another change of mountain view. The mountains are far enough away to give a view of many distant ridges, unobscured by a too near mountain wall. And yet they are near enough to lure one to their varied attractions.

In the opposite direction one gets glimpses of a limpid ocean beyond a clean, white beach where all kinds of water spots lure those who love the sea.

The wild lilac is bursting into bloom while the rosy buds of the Manzanita give promise of adding other beauty to the view. The air is heavy with the fragrance of orange and lemon groves, while the "Golden Apples of the Hesperides" give other color to the landscape. Truly this is a beautiful and charming

part of the world, where neither boisterous winds nor chilling frost rudely break in upon nature's processes of bud and flower and fruit, and where the eye never tires with views of sea and forest and mountain, changing from hour to hour as the angle of light shifts with the advancing sun.



Ivy and wisteria add to the charm of the adobe-walled Osuna hacienda, still standing after 100 years of service.



There are at Rancho Santa Fe numberless bits of California beauty like this vista of graceful eucalyptus trees.

## More About the Golf Course

EVERY golfer who reads this has probably belonged to a club which has found it advisable to change its course after it has been put in play. Sometimes these changes are extensive. They are always expensive and it is cheaper to change them on paper than on the ground.

The chairman of our Greens Committee, Mr. J. T. Reed, and our golf course architect, Mr. Max Behr, have been giving a great deal of time and thought to the layout of our course so that insofar as possible, our course will be right before it is transferred from paper to ground.

The work of clearing the course has progressed satisfactorily in spite of the fact that there has been some delay on account of the excessively wet weather during December. At times during the month there were sixty men working on the course.

The preliminary sketches for the clubhouse have been received from the architect, George Washington Smith. From these it is evident that the chairman of our House and Grounds Committee, Mr.

Briggs C. Keck, in co-operation with Mr. Smith, is going to provide us a very attractive club.

As Mr. Behr gets deeper into his work, he becomes more enthusiastic. The layout at Rancho Santa Fe provides an unusual opportunity for creating a course which embodies the principles of the strategy school of golf architecture. The numerous erosions of the slopes on which the Rancho Santa Fe course is to be built indicate an interesting variety of hazards. By accentuating the natural breaks in the terrain, Mr. Behr will be able to create fairways which call for the maximum of strategy and skill and yet which will blend harmoniously into the landscape and into the surrounding residential improvements.

Announcement of the Rancho Santa Fe

By

BARTON MILLARD

President

Rancho Santa Fe Country Club

course has caused much favorable comment in the entire world of golf on the Pacific Coast. Numerous sports publications such as Country Club Magazine, Fairway, and the Los Angeles newspapers have carried well-written articles praising the possibilities of the Rancho Santa Fe Country Club set up. Invariably these writers are attracted to the fact that there is no promotion in the Rancho Santa Fe plan and that the financial phases of the project are sound and business-like.

Interest in memberships is being evinced by a large number of golfers in San Diego, La Jolla, and Metropolitan Los Angeles, and it is probable that the Membership Committee will be called upon to function very actively within the next few months.

## What are We Coming to at Rancho Santa Fe

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ural advantages in the shortest possible time. This was indeed an innovation, and there were those who said it couldn't be done.

Mr. Sinnard, however, had a vast faculty for inspiring enthusiasm in those who worked with him and in those to whom he revealed the picture of Rancho Santa Fe as it was to be. Even before there was a single new building or a furrow turned at Rancho Santa Fe, the administrative organization set to work with a will, from the vantage point of the old Osuna hacienda in Del Bosque, to make reality of the dream that existed then in the minds of Mr. Hodges and Mr. Sinnard.

I remember distinctly those early days when Mr. Sinnard with an old Dodge car laid out the fifty-two miles of roads that have since become one of the most talked-about features of the community. The story now goes that he put a road wherever his car would go in high. And while this will not square with the actual engineering facts, it indicates something of the zeal and esthetic appreciation with which Mr. Sinnard performed every detail of his manifold duties.

In due time, the roadways were laid out and built. La Morada Hotel was followed by other structures in the Civic Center and residences began to appear on the horticultural tracts into which the entire area had been subdivided. Year by year we gained momentum in building, in tree planting and esthetic endeavor. Our forces were augmented by the addition of architectural designing

talent, landscaping talent, horticultural skill and engineering ability until our organization became a departmentalized one with trained experts at the head of each.

A review of monthly reports which I submit to my superiors, discloses that on November 30, last, 6,893 acres of land had been sold to 253 owners; that more than \$1,000,000.00 had been invested in orchard development; that nearly \$500,000.00 had been invested in homes and other structures; that the population of Rancho Santa Fe had reached approximately 300 souls. School attendance, postal receipts, the impending installation of a telephone exchange and the steady rise of commercial activity are other significant evidences of the constant and substantial growth of Rancho Santa Fe.

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Nature made an alluring spot of this little ravine below the dam and pumphouse on the Fairbanks-Pickford estate. Yes, those are lilies in the pool.

# Guarding BEAUTY and INVESTMENT

## By Protective Restrictions

By  
CHARLES H. CHENEY  
Town Planner  
Consultant to Rancho Santa Fe  
Association

RANCHO SANTA FE has already become known as one of the finest country places in the west. The careful supervision that has been given to all improvements and the high character of people who have been drawn here by the enlightened scheme of development are building a community of remarkable attractiveness, one almost unique in its charming simplicity and freedom from the terrible billboards, ugliness and bad kinds of development so unfortunately prevalent in almost all American communities of today.

Yet this very progress presents a menace which must be met, combined as it is with the fact that the Santa Fe Land Improvement Company has now sold over 80 per cent of its lands, and must soon turn over to those who have purchased here, the maintenance of roads and all community features, to carry on the protective restrictions and control of architecture, etc.

The wisdom of local resident property owners who met in June to organize a plan of protection and maintenance is therefore to be complimented. Efforts of the committee appointed at that meeting have resulted in the incorporation of the Rancho Santa Fe Association (a non-stock, non-profit association, in which every property owner who signs the protective covenant will have one vote) and in the completion of a strong protective covenant. It should not take long to bring in every property owner, to share in the benefits and the permanent protection which only some such common form of agreement can secure, as is provided under this covenant.

The value of a fine country home district depends as much upon the type of improvements that our neighbors make, as upon our own improvements and planting.

It is extremely important to every property owner (and the protective cove-



Red tile, stepping stones in a sward of green and a door inspired by the Alhambra made pleasing composition in this typical Rancho Santa Fe home.

nant has been so drawn) that the following results be accomplished:

*First:* That every residence owner and purchaser in Rancho Santa Fe may be sure when building that his neighbor

will have to build an attractive and appropriate type of building, of a reasonably decent standard of architecture, and not build anything but a dwelling with the customary accessory buildings, ex-

cept at the Civic Center, where business and other types of buildings may be erected. In other words—they must be secure in knowing that their homes or investments can never be damaged by an undesirable, inappropriate or unsightly structure, either on adjoining lots or in any part of Rancho Santa Fe.

*Second:* That the fine views of mountains, valleys and native shrubbery will be reasonably preserved and protected.

*Third:* That there will be a common scheme of organization and financing of the maintenance of roads, parks, and recreation features, for watching out for the interests of the community, and for the enforcement of the protective restrictions, etc.

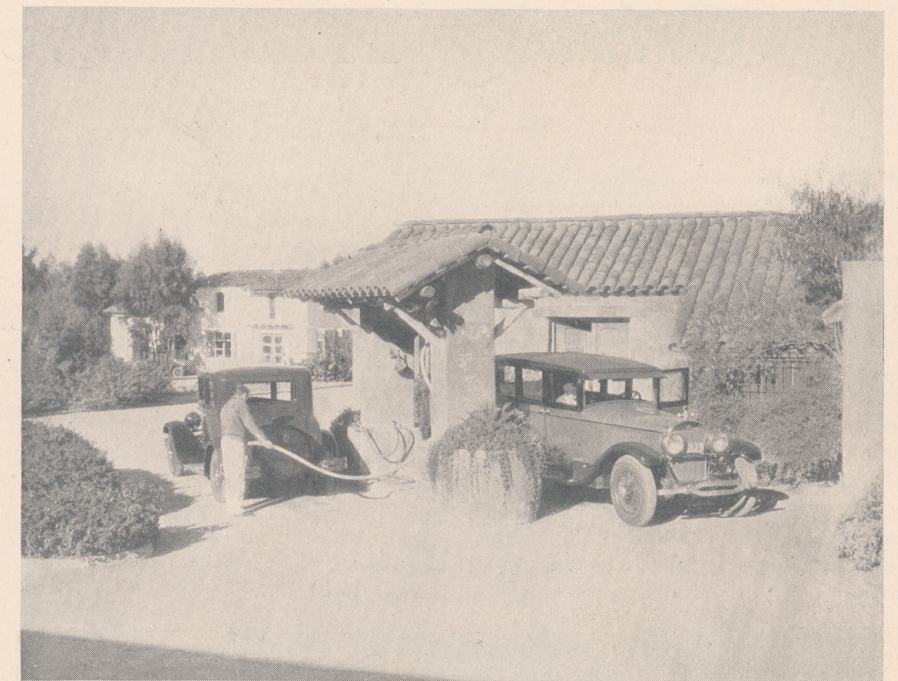
*Fourth:* To increase with the years the wonderful natural beauty of the district, enhanced with fine building and planting, and never to let it be spoiled.

The experience of America's finest country home tracts has demonstrated the advantage of the adoption of permanent protective restrictions that will promote and safeguard the attractiveness and desirability of such neighborhoods. While Rancho Santa Fe has been peculiarly fortunate in the protective restrictions originally imposed by the Santa Fe Land Improvement Company, their term must be extended for permanence, and supplemented by an effective plan of maintenance. In preparing the protective covenant, the property owners committee has been guided by the experience of many years under similar schemes at Roland Park, in Baltimore; the famous Shaker Heights district, outside Cleveland; the Palos Verdes Estates in Los Angeles County; and the covenant recently worked out and now being signed up for the Montecito district, near Santa Barbara. All of these, and a number of other districts, have a similar scheme of protection and maintenance, in one case in operation successfully for more than 30 years.

On account of the large extent of Rancho Santa Fe, the varying character of its property, with wide range in location, size, slope and outlook of its homesites and orchards, the covenant as a whole may seem to be somewhat complicated. The fact is, however, that the protective restrictions relating to any one property are quite simple and may be easily summarized.

Briefly, the main features of the covenant are as follows:

*Duration of Protection:* The protection will last for a period of 45 years or until 1973, with automatic extension for suc-



The service station at Rancho Santa Fe is a typical example of art in commercialism as practiced in this Spanish type community of country estates.

cessive 20-year periods thereafter unless changed by a vote of two-thirds of the property owners. Although the protection of such long-time restrictions is most desirable, the conditions surrounding property are subject to somewhat rapid change in a section so fast growing as Southern California, and hence a term as long as the above might be unsafe except for the provision which has been included offering a means by which the zoning and local restrictions as to any lot may be modified with the approval of the owners of two-thirds of the property within 500 feet of the proposed change and of the Community Association.

*Setbacks from Streets:* The building set-back requirements from the street have been carefully worked out with the idea of maintaining views and increasing the architectural perspective. For fire protection a setback from rear lot lines is also required. All setbacks are to be modified or omitted where the lots are shallow or on hillsides.

*Nuisances:* Industries, asylums, sanitariums or nuisance businesses are to be prohibited in all parts of Rancho Santa Fe.

*Billboards and Signs:* No billboard advertising or other unnecessary signs are to be erected at Rancho Santa Fe and the few store and business signs neces-

sary are to meet with the approval of the art jury.

*Race Regulations:* The existing restrictions are to be continued prohibiting negroes, Asiatics, or people of other than the white or Caucasian race, except in the capacity of domestic servants.

*Minimum Cost of Building:* The minimum cost of houses that may be erected hereafter varies according to the size, value and neighborhood of the lot and the wishes of the present owner. In some areas higher restrictions are recommended than have heretofore existed.

*Architectural Review:* The splendid architectural supervision of plans of new buildings and their color which has been carried on so carefully in the past by the Santa Fe Land Improvement Company is to be permanently carried on by the Association and the Art Jury, which will hereafter pass on all such plans of new buildings to be erected prior to the beginning of construction and will add a system of inspection during construction to insure proper building. Fences and walls are to be limited to a reasonable height, approved by the association. No trees along or near streets are to be cut down without the consent of the association.

*Maintenance Association:* To look after the common interest of all property own-

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## Creating Atmosphere through

# Landscaping

By

GLENN A. MOORE

Landscape Architect

THE work of the landscape architect is comparable to that of the goldsmith in that it furnishes the setting for the jewel. The creation of "atmosphere," whether it be for jewels, drama or architecture, is a vital factor in the development of personality. Without the necessary setting the most beautiful house becomes merely a building and as devoid of personality as a beautiful woman without intelligence or charm.

Life would be flat indeed without color, or order, or the pageantry that nature gives to the somber earth. The landscape architect is therefore more concerned

with the future than the present and must have the imagination and the patience which visualizes the whole, not a year but ten years hence.

The house that is planned with care

and thought for the comfort and delight of its occupants is the concrete realization of many dreams. So are all achievements of any nature first a dream.

To the moulder of landscapes comes the vision of the jewel in its setting. The artisan does not set the pearl in silver nor the diamond in brass. Neither does he lose sight of the need for a rich and suitable frame for the warm beauty of the ruby or the sapphire. So to each house must be given the setting that warms it into life and blends it with the surroundings. This is not so much for the present as for its continued and perpetual beauty. A bit of brave joy here—laughter of yellow sunlight there—courage of clear blue with restful green and cosy brown, planned and cared for by men who love the call of the earth, are treasures not to be measured in terms of dollars and cents.

The practical side of the development of the dream is not without its fascination also, as each phase of its unfolding presents a different problem. The C. A. Dunham estate of some 90 acres at Rancho Santa Fe was so arranged that seven splendid building sites were developed. The roads linking them were planted to such trees and shrubs as would give a constantly changing distribution of color. Heavily wooded sections were carefully thinned to preserve the best specimens of eucalyptus and native growth and a predominance of red and yellow flowering shrubs chosen to harmonize with the prevailing type of architecture, such as *Fremontia Mexicana*, *Flaming Eucalyptus* and *Acacia*, with blue *Jacaranda* as an incidental break in the color.

All irrigation pipes and electric lines were buried and careful consideration given to drainage, as the contour of the estate is hilly and storm waters must be properly disposed of to preserve the



Senor Osuna's place again. Photographers never seem to tire of this gem of beauty. Nor do Editors.

### RANCHO SANTA FE PROGRESS

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Mailed to any address upon request. Rancho Santa Fe-ans are urged to send in items of interest. Informal pictures of people engaged in pursuits or pleasures typical of Rancho Santa Fe life are especially wanted. Contributions should reach the manager's office not later than the fifth of the month.

roads. Everywhere is the native growth preserved in such quantity as to keep intact the simplicity and dignity of natural beauty.

Each estate presents a different problem to be met. On one must be built isolation—by which is meant the planting of trees which will in future years protect the house from the survey of its neighbors and give a subtle suggestion of privacy, or to provide the frame for a picture or to exclude an uninteresting view. On another perhaps the problem is one of too complete exposure to wind and sun and here again must the work be done to soften and temporize these most useful elements.

During the past year development has been completed, and supplementary work has been done on the following list of owners of homes and estates at Rancho Santa Fe:

Ranald Macdonald, Allan A. Murray, D. M. Richards, George F. Balk, Mary A. Campbell, Dr. Ralph Opdyke, Mrs. Blanch I. Groth, U. L. Voris, Ella Morton, John L. Fleming, A. H. Barlow, S. R. Nelson, C. A. Shaffer, C. A. Dunham, Mrs. Frank Coffyn, Charles S. Holcombe, Barton Millard, E. C. Cord, H. A. Fitzgerald, Robert Wallingford, Misses F. E. and A. L. Wilson, George A. C. Christiancy, B. C. Keck, C. H. Bristol, Douglas Fairbanks, W. S. Darling, J. T. Reed, Harold E. Ketchum, S. F. L. I. Company and Glenn A. Moore.

Patience will bring the fulfillment of hopes and plans. Five years will add an amazing beauty of contour and color to the charm of Rancho Santa Fe.

Total volume of business at the Rancho Santa Fe postoffice for the year of 1927 was almost exactly sixty per cent greater than the volume in 1926. Cancellations were heavy throughout the year, especially preceding the Christmas holidays. The office is expected to qualify as a third class postoffice on July 1 of this year, in the opinion of George McGrew, postmaster.



Mr. H. H. Hunnewell, formerly of Boston, pointing out some of the beauties of Rancho Santa Fe to his wife. The Hunnewells are two of Rancho Santa Fe's most enthusiastic owners.

## Professor Schoonover Visits Rancho Santa Fe

EVERY up-to-date orchardist knows Professor Schoonover, the field citrus expert of the Citrus Experiment Station, Riverside, California.

He had the advantage of severe training in classroom and laboratory, and has supplemented this with many years of field observation in commercial orchards, as well as in the extensive experimental plots in the citrus station orchards, so that no other one could be better qualified to give advice as to citrus culture. Therefore the manager, horticulturist and contractor at Rancho Santa Fe counted themselves most fortunate in meeting Professor Schoonover, accompanied by Mr. Willdermuth, recently.

Professor Schoonover expressed himself as surprised at the very extensive planting here and pleased with the very general thrifty condition of the orchards.

He said that with our rich clay loam overlaid with sandy loam, both of a combined thickness of two to three feet, the continued success of these orchards is assured. The stiffer soils he considered quite as good but more difficult of cultivation.

He stressed the importance of shallow culture, careful handling of irrigation, waiting until near the wilting point before using water and then using it moderately.

It was his opinion that our soils—where not scraped in grading—needed no fertilizer except cover crops until coming into bearing. In such cases where the surface soil is scraped off he urged deep working and the addition of a heavy coat of well rotted manure well worked in.

Commenting upon the fine quality of oranges and lemons here he seemed to think the future of this fruit district extremely promising.

After a very pleasant luncheon at the hotel and further examination of soil conditions, our guests departed with a promise of a public lecture here by Professor Schoonover sometime in the early spring.

### CELEBRATE GOLDEN WEDDING

Dr. and Mrs. A. R. Sprague celebrated their golden wedding anniversary on December 26, when they received the felicitations of a host of friends. They were married in Racine, Wisconsin, fifty years ago, at which time Dr. Sprague was principal of the Racine High School. Dr. Sprague is a horticulturist of note and for the past five years has been employed by the Santa Fe Land Improvement Company as horticulturist at Rancho Santa Fe.

# The Santa Fe Irrigation District History and Development

By

WM. O. BOETTIGER

Secretary-Manager  
Santa Fe Irrigation District

SOUTHERN CALIFORNIA is famous for its sunshine and mildness of climate, but water is necessary to bring to its full fruition the goodness of the soil. The success of any development in Southern California, whether agricultural or industrial, metropolitan or rural, has depended upon the adequacy and the safety of the water supply. In the planning of any new development, it has therefore been necessary to consider first the acquisition or development of a water supply.

Several years before development of the area now included within the Santa Fe Irrigation District was started, studies and investigations were made with the view of developing a water supply sufficient for domestic and irrigation requirements of an area of some 15,000 acres of land extending along the Pacific Coast and including Rancho Santa Fe. These investigations were made at the instigation of men of vision and foresight who anticipated the development of one of the most desirable territories in the country from the standpoint of climate, soil and natural beauty. The result was the construction of Hodges Dam in the San Dieguito River,

forming what is known as Lake Hodges. The dam was completed in January, 1919.

Hodges Dam is a concrete multiple arch type of dam, 157 feet high and impounds 37,700 acre-feet of water. The net safe yield of the reservoir is 10,500 acre-feet based on an immediate drainage area of 253 square miles.

With the completion of Hodges Dam and the development of an adequate water supply, the careful planning of the areas to be served with water from Lake Hodges was commenced, with the view of creating ideal homesites together with successful agricultural development, all in keeping with the scenic and climatic advantages with which the territory was by nature endowed.

Apart from the construction of roads, the layout of townsites and the sub-

division of the property into estates and homesites, the important thing was the construction of a water distribution system, and the means of providing for an equitable and economical distribution of water over the entire area. To this end it was necessary either to form a private water company, a mutual water company or an irrigation district. In February, 1923, the irrigation district form of organization was approved by the unanimous vote of the electors of the district, and the Santa Fe Irrigation District was organized. The State of California has approximately 6,000,000 acres under irrigation, of which 4,000,000 acres are in irrigation districts. It is interesting to note the successful operation of these districts, evidenced by the fact that no new major agricultural development of water conservation has been attempted during the past fifteen years except under the district form of organization.

The Santa Fe Irrigation District, at the time of its organization, consisted of 8374 acres, including approximately 6200 acres of Rancho Santa Fe, the townsite of Solano Beach and a portion of the territory between Rancho Santa Fe and the Pacific Ocean. The subsequent inclusion of additional areas within the boundaries of the district has increased the total area to 9258 acres, of which it is considered 6277 acres are irrigable.

The first unit of the distribution system of the district was constructed by the Santa Fe Land Improvement Company on Rancho Santa Fe during the process of the organization of the district and the sale of its bonds. The Santa Fe Land Improvement Company also commenced construction of the second unit of the distribution system and on June 16, 1924, following the sale of a \$700,000 issue of bonds, the district purchased and acquired the major portion of the present water distribution system of the district from the Santa Fe Land Improvement Company. The organization of the operating forces of the district was completed August 1, 1924, since which time the district has undertaken the completion of the water distribution system and the operation and maintenance of the same.



Fronde of banana plants sway over your head as you explore the beauties of patio and garden at La Morada. Bananas grow to maturity, too, if anybody asks you.

## More BUILDING in 1928 than ever Before

By LILIAN J. RICE  
In Charge of Architectural Design  
at Rancho Santa Fe

THE year 1928 starts off most promisingly at Rancho Santa Fe from the standpoint of building activity, actual architectural plans being in varying stages of completion during the first week of the New Year for nearly \$200,000 worth of construction.

This program includes a two-story apartment building in the Civic Center for Mr. George A. C. Christiancy; a \$25,000 unit of the Rancho Santa Fe Country Club's home and residences for the following owners: Russell H. Millar, John A. Bazant, Mrs. Belle Claggett, H. G. Larrick, J. F. McKitrick, Hamilton Carpenter, E. C. Cord, Robert McKenna and the Misses Florence E. and Alice L. Wilson.

This program does not take into account various houses which are in the preliminary stages of planning, nor does it consider the plans of various other property owners who have signified intention of building sometime during 1928.

A review of building operations at Rancho Santa Fe since the early stages of development shows that activity has been most pronounced since announcement of plans for the golf course three months ago. Building permits totaled

\$67,000 in November and December. This is regarded as exceptionally high for a community as small as Rancho Santa Fe.

The Christiancy apartments were designed to fit in with the general harmonious arrangement of buildings in the Civic Center. Three shops, a general draughting room and offices for the architectural staff and a vault will occupy the ground floor. The shops will be used temporarily to supply needed housing facilities. The second floor will consist of two two-room apartments and one four-room apartment. These will be reached by an outside stairway that will lead up from a large patio.

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Mr. and Mrs. Frank Coffyn and their dogs at the entrance of their beautiful and interesting new home. On its high ridge above the skyline drive it commands views embracing gorgeous distances and a wealth of beauty. Mrs. Coffyn's stage name is Pauline Neff.

# The Rancho Santa Fe FRUIT ASSOCIATION

By A. R. SPRAGUE  
Assistant Secretary

SO many of the owners of orchards here are unfamiliar with the purposes and methods of co-operative fruit organizations in California, that a brief discussion of the purposes and methods of the local association should be welcome.

There are 160 separate citrus and avocado orchards now planted on Rancho Santa Fe and many more to be planted within a year. These range from newly planted groves to 4-year-old orchards.

The lemons are nearly all bearing and the association has marketed for its members \$3169.00 worth of fruit in the last few months. The orange crop next spring will aggregate several carloads, and of avocados there will be many tons—a scattering fruitage, as the trees are young.

A year later, 1929, the tonnage of lemons, oranges and avocados will be so large as to require a packing house and an active organization for directing the picking, hauling, and packing of the crop.

It should be clear that such an organization should be made up of those most interested in securing economy and efficiency in all operations—the owners. But no owner, nor small aggregation of owners, could do this work. It is evident that every orchard owner on Rancho Santa Fe will wish to be associated in such an organization for the protection of his own interest.

It rarely happens that so good an opportunity for effective co-operative action is found. The reason is obvious: all of the membership are men of unusual intelligence and business training, and the orchards, whose owners are co-operating, are in close vicinity one to another, with the same general problems and producing normally the same grade of fruit.

Lack of harmony is one of the serious obstacles which such organizations have to overcome, an antagonism often carried into the organization from previous business contacts, or from prejudice, the result of ignorance. In the case of this association, nothing of this sort will be met. All are ready to be friendly and to co-operate in all good business ways. So that with an organization thus composed, orchard interests will be safer and in



Bob Nelson and his Neapolitan hound, Tony

more advantageous position than in most places.

Briefly, the purposes of the organization are to guard the interests of every orchard owner and in every way to secure the greatest possible efficiency and economy in orchard maintenance and also in care of the fruit.

In the purchase of fertilizers and other orchard material, through its connection with the Fruit Growers Supply Company, the association is able to effect material savings. For instance, we are quoted the best dairy manure, analyzed and contents of nitrogen phosphates and potash certified, at several dollars less per ton than has been paid for inferior manure purchased elsewhere in small quantities.

We contract with the Escondido Citrus Union for packing and shipping our lemons and oranges until January 1, 1929, after which the association must do its own packing and shipping.

All citrus fruit will be marketed through the California Fruit Growers Exchange, and avocados through the Calavo Growers of California.

Copies of the by-laws of the association have been sent to every owner with request that they sign and return the

contract—agreeing to take out two shares of stock per acre of their planted area, at \$10 per share — only 10 per cent of which is due and payable upon signing. Most of the owners have responded and those who have not will doubtless do so soon.

The directors and officers are serving entirely without compensation and no expense will be incurred in advance of an imperative need. While we are connected with the Escondido Citrus Union, we operate by six pools of lemons per year, November and December being the first, and all fruit delivered in those months, no matter when marketed, will share equally, according to grade, in the net market returns. Such net returns are made to this association and by us checked out to owners whose fruit is delivered to such pool. It surely is a satisfaction that the association is already functioning so well.

The directors are Mr. C. F. Pease, president; Mr. Ranald Macdonald, vice-president; Mr. Edward S. White, secretary; Mr. C. A. Shaffer and Mr. H. S. Porter. Mr. A. R. Sprague is assistant secretary. Regular meetings of the board are held on the third Wednesday of each month and special meetings on call. If anyone has failed to receive or has mislaid the copy of the by-laws, by writing they will receive another.

## New Studio at Rancho Santa Fe

Mrs. Marie C. Ketchum, wife of Mr. H. E. Ketchum, local building contractor, has recently opened a Studio Shop in the Civic Center, in the new building constructed by Mr. Ketchum. Mr. Glenn Moore, landscape architect, has made a very attractive treatment of the courtyard in front of the studios, and the studios themselves follow the Spanish motif. The fireplace is an exact replica of the one at Ramona's marriage place in Old Town, San Diego. The Studio Shop carries a line of hand-made art goods, Mexican glassware, Spanish pottery, wrought iron work and the like. Mr. Ketchum's office is situated in a suite at the rear of the new studios.

# 1927 Was Our BIGGEST YEAR in PLANTING

By U. L. VORIS  
Development Contractor

A RESUME of the development work of the U. L. Voris organization at Rancho Santa Fe during the past 12 months shows 82 new developments, 56 being new orchards and 26 of which represent extension of plantings by owners who had already planted their required acreage under their sales contracts.

During 1927 this organization leveled 467 acres for new orchards, including the Douglas Fairbanks development, and in conjunction with Elliott & McKenna, pipe contractors, there was installed approximately 60,000 feet of concrete and steel pipe lines.

Driveways and roads, built into new residential areas, total 24,044 feet, or slightly over four and one-half miles. One of the most picturesque drives constructed is along the ridge of Block 24, overlooking the Rancho Santa Fe Country Club golf course, which property is owned and being developed as a high class residential section by Mr. Briggs C. Keck.

There was planted during 1927 a total of 31,653 trees on 395 acres. Plantings were as follows:

	Trees
Valencia Oranges .....	24,332
Eureka Lemons .....	2,576
Avocados .....	2,067
Walnuts .....	1,393
Decidious .....	1,285
Total.....	31,653

Figures taken from the records of Manager S. R. Nelson, from the beginning of development up to November 30, 1927, reveal total plantings at Rancho Santa Fe to be as follows:

	Acres	Trees
Valencia Oranges.....	473	42,703
Avocados .....	436	34,974
Lemons .....	175	15,093
Walnuts .....	72.5	1,459
Decidious .....	20	1,020
Total.....	1176.5	95,248

We have orders for 1928 planting already totaling very close to 15,000 trees. General indications point toward a very large year.

Mr. J. W. Marshall of the Voris or-



Mrs. Eyre Powell of Los Angeles enjoying the beauty and fragrance of a Rancho Santa Fe garden.

ganization has been closing contracts for the last two months on all the choice tree stock he could find. Choice tree stock promises to be at a premium this year.

It is advisable for any owners contemplating additional development this coming season to write us regarding their plans, even though they may not be ready definitely to arrange for the planting, as it will be a guide to nursery stock requirements and will assist in the programing of future development during the coming season.

Early rains have slowed up development on contracts now signed and it is wise to make arrangements as early as possible for spring development, in order that it may be taken care of promptly.

## Telephones Will Be in Soon

The State Railway Commission on December 30, 1927, passed favorably on the petition for a telephone exchange at Rancho Santa Fe and has definitely authorized and instructed the Pacific Telephone & Telegraph Company to install an automatic exchange on or before May

1, 1928. This is the final step in securing this much needed service, and the people who have been handicapped by the limited service heretofore are eagerly awaiting the day when this exchange is put in operation. The telephone company has promised Rancho Santa Fe the most modern type of equipment possible, only two other communities of similar size in America having such up-to-date facilities.

Mr. Morgan Richards spent the Christmas holidays at the home of his parents, Mr. and Mrs. D. M. Richards. Mr. Richards has now returned to Santa Barbara where he is attending the Deane School. During his stay at Rancho Santa Fe, Mr. Richards was host to a number of the younger people at a very attractive dinner party.

\* \* \*

Mr. and Mrs. Hamilton Carpenter are having plans drawn for their residence at Rancho Santa Fe. Mr. Carpenter's new home will command a very fine view from its knoll in Lot 4, Block 27.



Manager S. R. Nelson points out the names which Mary and Doug impressed in the enduring concrete of the Fairbanks dam at the time it was built last year.

## More Building in 1928 at Rancho Santa Fe

(Continued from Page 11)

A lovely home for Dr. J. F. McKittrick will embody numerous features. It will contain nine rooms, built L-shape, and be of rambling Spanish type. A two-foot wall around the patio, which will border a tennis court, will allow an unobstructed view, yet retain the compactness of a patio.

Mr. Hamilton Carpenter plans a beautiful nine-room hillside home that will give him a view of both mountains and sea. It will be of Mediterranean architecture, showing the Italian influence that is entering the design of so many Southern California homes.

The Monterey type house planned for Mr. H. G. Larrick, Solano Beach lumberman, will be so situated on his property that the beauty and grace of some large eucalyptus trees may be enjoyed. It will include a separate apartment for his father and mother. Sketches show a long wooden balcony that creates in Mr. Larrick's proposed home a touch of early California.

Looking back five years, to November of 1922 when actual work began at Rancho Santa Fe, we find each year marking another achievement.

It was an important day when ground was broken for the Guest House, the first building in the Civic Center. The

office group and garage quadrangle followed shortly afterward.

While the general plan for the Civic Center has undergone some minor changes since the erection of the first building, construction work that followed has been consistent with the original idea of creating a community that would contain the simplicity and charm of a Spanish village.

The year 1923 brought the first residents to Rancho Santa Fe. Homes were completed for Mr. A. B. Harlan, Mr. Bowly Le Huray, Mr. Ralph E. Badger and Mr. and Mrs. W. N. Attrill.

Then the Santa Fe Land Improvement Company added the supply depot. Building activity was going along at such an increased pace that it soon became difficult to have on hand sufficient building materials. E. D. Williams, former purchasing agent of the city of San Diego, assumed charge of the supply depot.

By this time it was necessary to provide a school house for the pupils of the Aliso School District. The present structure of three class rooms and wash rooms was completed late in 1924.

During the same year residences were completed for Mr. William A. Bechberger, Mr. and Mrs. Tom Carothers, Mr. G. S. Harris, Miss Lilian J. Rice

and Mr. C. M. Paddock. The latter home was subsequently purchased by Mr. U. L. Voris. In the same year work was also begun on the restoration of the historic Osuna hacienda by Mr. A. H. Barlow.

While the Irrigation District completed pump houses and housing for the personnel and equipment of the district in 1923, it was not until 1925 that it was found necessary to provide an Irrigation District Headquarters.

During 1925 houses were constructed for Mr. Claude Terwilliger, Mr. D. M. Richards, Mr. Edward S. White and Mr. C. H. Bristol. Preliminary improvements were also made for both Mr. C. F. Pease and Mr. C. A. Shaffer.

Early the following year witnessed the completion of homes for Mr. H. P. Johnston, Mr. George W. Megrew and Mrs. Mary Campbell. Later followed the homes of Mr. H. L. Porter, Mr. J. B. Parker and Mr. John L. Fleming.

Attention was then turned to the Civic Center, where a group of four residences were built along the west side of Paseo Delicias. These are owned by Mr. Glenn A. Moore, Mrs. Pearl Baker, Mr. S. R. Nelson and Mrs. Louise Spurr.

Then followed the store building at the intersection of Paseo Delicias and La Granada. This was sponsored by Mr. F. W. Joers and Mr. Harold E. Ketchum. The initial work on the residence for Mr. C. A. Shaffer followed soon afterward.

The year 1927 ushered in a busy building program. Permits were issued for fourteen major buildings. There was steady activity throughout the year, increasing in volume until the November-December high mark was reached.

Homes were completed or started for Mr. Ranald Macdonald, Mr. John Cushman, Mr. Charles Cushman, Mrs. Mary B. Allen, Mr. George A. C. Christiancy, Mr. C. F. Pease, Mr. F. W. Joers, Mr. C. H. Bristol, Mr. E. D. Williams, Mrs. Frank Coffyn, Mr. J. C. Smillie and Mr. Barton Millard. An apartment building and a store building were completed for Mr. F. W. Joers. Extensions were added to the project garage.

As each new home becomes a part of the landscape, a new unit is added to complete the great vision that inspired the men who planned Rancho Santa Fe. Each building is another step toward the goal—a perfect community. Nineteen-twenty-eight will be another milestone in this journey, unfolding new joys and new realizations of what the Rancho Santa Fe of tomorrow will be.

## Vice-President Faulkner Dies

Edwin O. Faulkner, age 77 years, vice president of the Santa Fe subsidiary companies, and ranking executive of the Coast Lines, died at the Santa Fe Hospital, December 17, following a general decline in health, partially due to his advanced years. Mr. Faulkner took a keen and active interest in the progress of Rancho Santa Fe.

While old in the service of the company, Mr. Faulkner continued his executive duties until November 14, when he was removed to the hospital. He has been in the employ of the Santa Fe since 1889, when he joined the company as an assistant to former president John Manville. He also served as assistant to the late president, E. C. Ripley, and was with him for a period of twenty years when the former took over the presidency as successor to Mr. Manville.

It was the result largely of Mr. Faulkner's world-wide investigations into the use of timber for structural purposes that the Santa Fe in 1906 adopted wood-preserving methods for their timbers. The process was that of a German invention and was brought to this country by Mr. Faulkner.

Mr. Faulkner maintained his residence at 218 North Avenue 56, Highland Park, since coming to Los Angeles eighteen years ago. During this time he served as vice president of the subsidiary companies of the Santa Fe, which includes the Chanslor Canfield Midway Oil Company, Santa Fe Land Improvement Company and West Port Tie Company.

Mr. Faulkner was born at Forfar, Scotland, March 3, 1850, and went to Canada in 1871. However, a few years later he crossed the border and became an American citizen. He was active in the Masonic Lodge and also was a Fourteenth Degree Scottish Rite Mason. Funeral services were conducted from the Highland Park Presbyterian Church.

He leaves a widow, Mrs. Elizabeth Faulkner; two sons, Davis S. Faulkner, president of the Union Tool Co., and E. O. Faulkner Jr. of Redondo Beach, and a daughter, Miss Katherine Faulkner.

Mr. and Mrs. Ranald Macdonald entertained a group of their friends at a buffet supper during the Christmas holidays. Supper was most attractively served and afterwards the guests played cards. Mr. James C. Smillie and Miss Barbara Millard won the first prizes for the bridge players.

## The Santa Fe Irrigation District

(Continued from Page 10)

The water distribution system of the district consists of approximately 90 miles of steel and concrete pipe line and laterals, nineteen concrete distributing reservoirs and nine pumping plants.

It is less than four years since the water distribution system of the district was completed, and since the district first obtained delivery of water from Lake Hodges. Yet at the present time the district is delivering water to about 270 consumers through 500 service connections, of which 350 are irrigation services and 150 domestic services.

Within the same period the population of the district has increased from about 50 to over 500 and the planted area has increased from about 100 acres of land which was "dry-farmed" to approximately 2000 acres of intensive and profitable cultivation, 1500 acres of which is in avocado, citrus and other permanent crops.

## Guarding Beauty and Investment

(Continued from Page 7)

ers joining it, the Rancho Santa Fe Association has been incorporated as a non-stock, non-profit body under the laws of California, in which every property owner who signs an acceptance of the covenant has one vote. It will be the duty of this body to maintain the streets and street planting, outside of what help may be obtained from the county, and to foster and watch over community affairs in general, but particularly to enforce and perpetuate the protective restrictions.

The Association is governed by a board of five directors elected by the members as prescribed by the State Law. Each property owner upon signing an acceptance of the covenant, automatically becomes a member of this Association and entitled to vote.

The Association will care for parking strips, trees and plantings along streets and sidewalks, accept and hold for common use parks, playgrounds, community houses, tennis courts or any other recreational features the members may determine upon; see that vacant lots are kept free from weeds and rubbish; arrange for the collection and disposal of garbage; arrange with County authorities for the upkeep of streets, fire and police protection; and otherwise co-operate with

all authorities to assure the greatest common welfare of residents and owners in Rancho Santa Fe.

In order to defray the expenses necessary properly to maintain and fulfill the purposes of the Association, an annual tax or assessment is to be levied by the officers on all property under jurisdiction of the Association, beginning in November, 1928. This assessment is limited in amount, so as to be uniform, and never to exceed a reasonable proportion on the value of the property.

It should be kept in mind that this Association takes over all the functions ordinarily performed by a town government for a community of the sixth class. Support of this Association, therefore, through annual assessment, automatically eliminates the customary local taxes for purely local needs. Association assessments are not in addition to, but take the place of, ordinary local taxes.

The Association and the Art Jury will exist solely for the common benefit of property owners in Rancho Santa Fe and should be supported and made use of by them to bring about the most attractive, convenient and satisfactory development possible.

Every property owner in Rancho Santa Fe is being invited to join in protecting his property and the neighborhood by signing acceptance of the protective covenant and thus becoming a member of this Protective Association.

## P.T.A. TO HAVE NOTED SPEAKER

Dr. John F. McKittrick recently read a splendidly prepared paper on health subjects as related to the bringing up of children, before a local meeting of the Parent-Teachers Association. Dr. McKittrick's address was the subject of much favorable comment by the parents of school children.

At their meeting on January 19, the P.T.A. at Rancho Santa Fe will entertain Mrs. Ritza Reardon, story-teller of note. Mrs. Reardon has chosen to speak upon "The Art of Story Telling." Mrs. Reardon comes from San Diego where she teaches story telling in the public schools.

Mr. F. W. Joers has started construction of a residence in Lot 2, Block 30, facing on the Civic Center. Mr. Joers plans to move into his new home at Rancho Santa Fe as soon as it is completed, which will probably be not later than March 1. He will have a very beautiful home, situated among the eucalyptus and native California shrubbery, commanding a view of the entire San Dieguito Valley.



"The entire idea of La Morada is that our guests shall feel they are not in a public inn but rather enjoying the comforts and pleasures of a well-regulated home."—Mrs. Florence Cheyne, hostess.

## *What are We Coming to at Rancho Santa Fe*

*(Continued from Page 5)*

Four months ago a movement got under way for the Rancho Santa Fe golf course. The story of this improvement has been told in detail before, and it only needs to be recounted here that the Rancho Santa Fe Country Club is functioning actively, the 18-hole golf course being under construction and plans for the first units of the clubhouse being now in the hands of the house and grounds committee.

Also during the last six months a covenant perpetuating the restrictions on architecture, landscaping and uses of land which, up to this time have been enforced by the Santa Fe Land Improvement Company, has been promulgated and is now ready for submission to property owners at Rancho Santa Fe. Briefly speaking, this defines all phases of improvement and community progress at Rancho Santa Fe with the idea of preventing forever any deteriorating influences.

These two movements—the Country Club and the permanent covenants—are overt acts which indicate Mr. Lippincott's

prediction made on December 9, 1921, is coming true, and that very rapidly. They mean that Rancho Santa Fe has completed the first stage in the working out of her destiny and that the development ahead will be broader in scope and more brilliant in character even than the achievements of the past.

The nub of the situation with respect to the future is summed up in Mr. Lippincott's statement that, "The same transformation will occur that we have seen at Montecito, Hollywood and Pasadena. Agriculture will give way to suburban and urban growth." The tendency has been very actively growing during the last several months—and this is perhaps more readily realized from the standpoint of the management than from any other—to transform Rancho Santa Fe into a superb residential community with the aspects of a Del Monte, a Montecito or an Oak Knoll. The natural advantages of climate, beauty in surroundings and enjoyable living conditions, with which you are all familiar, are beginning to exert every month a great influence upon the vast throngs of people who are coming to California in search of their ideal home. What the ultimate result may be at Rancho Santa Fe is a conjecture which taxes the imagination. But

certain future developments can easily be forecast.

It is probable, for instance, that before many months elapse, a smart hotel may be built at Rancho Santa Fe, enlarging the facilities of the nucleus now established. This hotel would become the center of a brilliant and complete social life, with stress laid upon outdoor sports and recreation for which San Diego County offers such an ideal setting. In this new life the Rancho Santa Fe Country Club will, of course, be second only to the hotel in importance. Each will contribute to the success of the other.

There will eventually be magnificent homes around the golf course and on the estates now undergoing development. Just how magnificent and lovely these will be, time only can tell. But the signs are unmistakable. Already in the offing are many home projects besides those remarked upon elsewhere in this issue.

As these developments take place and as population grows, you can easily see there will be attendant developments and attendant opportunities—banks, shops, fruit packing houses, amusements, etc. We have been gaining momentum, each year and, in fact, each month, exceeding its predecessor. Surely the final ultimate phase of Rancho Santa Fe's progress is most promising.

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