

RANCHO SANTA FE PROGRESS



VOL. III

ADMINISTRATION BUILDING
RANCHO SANTA FE, CALIFORNIA

No. 4



The restored home of Don Juan Maria Osuna, original grantee of what is now Rancho Santa Fe. Age-old pepper trees lend romantic charm.



The Claggett home sets serenely on the slope of a hill near the Rancho Santa Fe civic center. Mr. Claggett travels much by airplane to his cotton brokerage business in the Imperial Valley, 100 miles away.

Foreword

In this issue of the Progress an attempt has been made to review the entire development of Rancho Santa Fe, with such facts, figures and photographs as will answer questions of persons who have never visited our community. Regular readers should therefore find it a valuable number to send to their friends. Extra copies for this purpose may be secured at the Administration Building.

What and Where is Rancho Santa Fe?

Rancho Santa Fe is a highly restricted residential-recreational community of country estates in San Diego County, California, 110 miles down the Coast Highway from Los Angeles and thirty-two miles from San Diego.

It comprises an area of approximately fifteen square miles, or 10,000 acres, extending from the ocean seven miles inland to the foothills of the San Diego Mountains, between the San Dieguito and Olivenhain valleys.

The setting is beautiful. Environment is carefully guarded. Enjoyment of life is emphasized. Successful people from all over America, seeking a protected, distinctive atmosphere, have established homes here and are making of Rancho Santa Fe the smartest and most exclusive playground in Southern California.



Architectural control at Rancho Santa Fe has given us this beautiful design for an apartment house instead of the indifferent box-like structures so frequently seen in cities.



Those who go exploring will find many, many alluring lanes like this on the eucalyptus-studded slopes of Rancho Santa Fe.

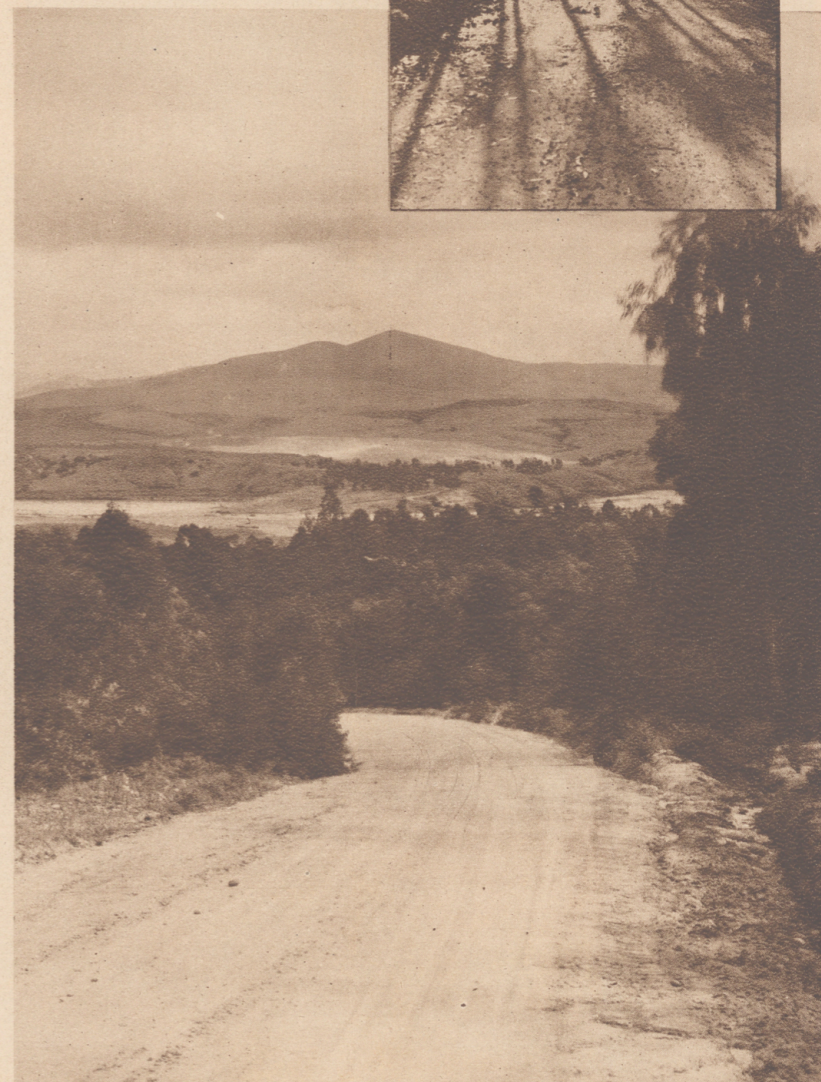
Climate

A strip of land ten miles wide, bordering the Pacific Ocean through San Diego County, is generally conceded to have the finest all-year climate in America. Rancho Santa Fe is in the very center of this area. Ocean currents insure even temperatures. Constant ocean breezes provide a cool, tonic atmosphere all summer, while seven mountain ranges to the east and north protect the area against the heat of desert winds. Brilliant sunshine and proximity to the ocean provide a wonderfully comfortable winter climate with an amazingly small range of temperature between day and night. Below are figures for a typical year, observed at the Rancho Santa Fe station of the United States Weather Bureau:

	Jan.	Feb.	Mar.	Apr.
Av. Max.	66.8	65.5	68.4	69.2
Av. Min.	44.0	47.6	48.0	52.1
	May	June	July	Aug.
Av. Max.	72.0	74.6	79.0	79.2
Av. Min.	54.8	59.6	61.6	61.1
	Sept.	Oct.	Nov.	Dec.
Av. Max.	76.8	73.2	74.0	67.2
Av. Min.	56.2	53.6	50.1	46.4

Physiography

The terrain at Rancho Santa Fe consists of a series of undulating mesas, varying from 50 to 350 feet above sea-level, frequently broken by numerous barrancas and arroyos which give perfect air and water drainage. Erosion of variegated soils, and the presence of abundant native shrubbery, provide picturesque landscapes. Within view are seventy-five miles of mountains, extending into Mexico, and entrancing vistas of a semi-tropical sea.



Looking across San Dieguito Valley to Black Mountain and the Cuyamacas in the distance. This view encompasses most of the Fairbanks-Pickford estate.



Beauty is found in even the most utilitarian structures at Rancho Santa Fe. This is the pump house on the Fairbanks-Pickford Estate, Rancho Zorro.



Even the commercial structures at Rancho Santa Fe conform to the Spanish style of architecture. This is the business office of the Santa Fe Irrigation District.

Historical

To this lovely setting came one Don Juan Maria Osuna more than a century ago. He was a favorite of the Spanish king, bidden to select for himself any land he desired. He chose what is now Rancho Santa Fe. Two leagues back from the sea he built his hacienda on a protected bench above the bright, green valley of the San Dieguito. The home he built and the pepper trees he planted still stand—a romantic echo of the colorful past.

Some twenty years ago the Santa Fe Railroad bought the grant to grow eucalyptus trees for railroad ties. Science found a better timber before the trees were fairly started. Today, 2,000 acres of these groves enhance the beauty of the landscape and provide woodland settings for Rancho Santa Fe homes.

Abandoning the tie-timber experiment, the Santa Fe Railroad seven years ago began the development of the Rancho Santa Fe of today. During their regime, the ground work for a complete country estate community was established, including a water system, fifty-two-mile network of roads, civic center or village, guest house, administration building, schools, stores, and other essentials of a self-sufficient community.

About a year ago a group of Southern California capitalists, acquiring the remaining holdings of the Santa Fe Railroad and 1,400 acres of adjoining land, made plans for an enlarged and glorified Rancho Santa Fe.



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Published by
Rancho Santa Fe Corporation
Rancho Santa Fe, San Diego County
California

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Mr. and Mrs. Glen Tomlinson on their American saddlers, "Star" and "Carneaux."



Miss Mary Belle Claggett, daughter of Mr. and Mrs. Ralph Claggett, on her spirited gelding, "Tiddledewink." Miss Claggett has won numerous ribbons at Pacific Coast shows.

The Character of the Community Today

Today, as you motor over the winding skyline drive from the beach to the Civic Center, you will find scores of country estates with wonderful orchards of oranges, lemons, avocados and deciduous fruits, on gently sloping hillsides, with red-roofed Spanish homes on slightly rises of ground or secluded in beautiful eucalyptus groves. On every hand are facilities, conveniences, safeguards and opportunities for the complete and genuine enjoyment of life.

Water System

Rancho Santa Fe's source of water is Lake Hodges, where a concrete, multiple-arch dam 157 feet high impounds 37,700 acre-feet of water. This is backed by a drainage area of 253 square miles. This water serves the Santa Fe Irrigation District, San Dieguito Irrigation District, Solana Beach and Del Mar.

The water distribution system consists of steel and concrete pipe-lines, serving all irrigable parts of the project, with reservoirs at strategic points to provide the necessary pressure.

Water is a vital element in the success of any community in Southern California, and Rancho Santa Fe is in an enviable position in this respect.

Roads

As this publication goes to press actual work is just beginning on a \$500,000 road improvement program which will give this community one of the finest highway systems in California. There are fifty-two miles in the network which serves the various estates in Rancho Santa Fe, and all of the principal roads in this network are included in the present improvement program. This improvement calls for regrading, paving and landscaping on more than forty miles of roads throughout the community.

Roads will be paved to a width of twenty feet in most cases—in some areas with oil macadam, in others with concrete. Grouted curbs and gutters will be installed in many cases, and Rancho Santa Fe's unique charm will be further enhanced by the planting of thousands of trees and shrubs along the rights of way.

Schools

The Rancho Santa Fe elementary school has recently outgrown its present quarters and plans have been drawn for a new building, which county officials declare will be the finest in San Diego County. High school students are taken by bus to the Escondido Union High School near-by.



George George C. Christiancy of New York City has not only built this beautiful Spanish home on a slightly hillcrest, but has also planted eighteen acres of Valencia oranges on the slopes below. Mr. Christiancy is a partner member of the New York Stock Exchange.



Mr. C. Everette Smith takes quite a bit of pride in the wonderfully substantial engineering of his new home as in the delightful architectural effects. The Smith estate overlooks the golf course and is now being gorgeously landscaped.

Simplicity of design and convenience of arrangement marks the typical hacienda type home as built at Rancho Santa Fe. This house of President Barton Millard of Rancho Santa Fe Country Club commands intriguing vistas of San Dieguito Lake.

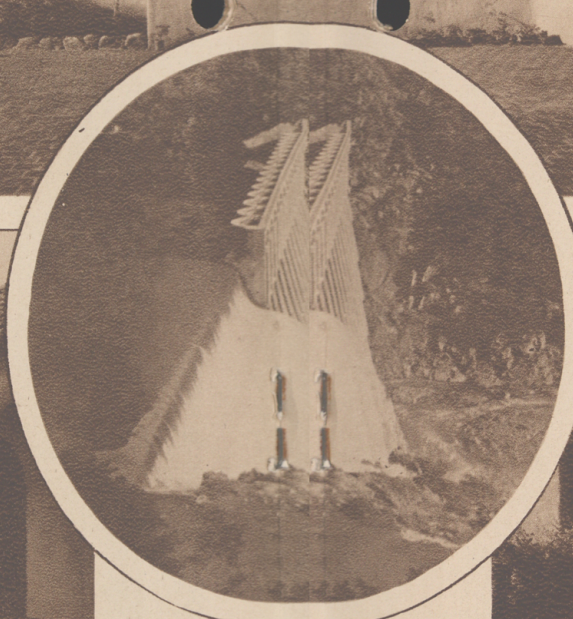


Mr. C. A. Shaffer, formerly one of the South American representatives of the Dupont interests, finds pleasure in growing flowers and vines in his Spanish patio.



Hodges Dam, a multiple-arch type dam which impounds 37,700 acre-feet of water, forming a lake for Rancho Santa Fe's supply. Water is an all-important factor in the success of Southern California communities, and Rancho Santa Fe is no exception in this respect.

The Spanish motif gives inspiration for wonderfully attractive modern effects in homes and grounds at Rancho Santa Fe.



Entrance to La Morada, the friendly guest house where visitors to the Rancho Santa Fe enjoy the quiet and beauty of the place.

Recreational Facilities

Of first importance in the recreational opportunities at Rancho Santa Fe is the eighteen-hole all-grass golf course of the Rancho Santa Fe Country Club. This splendid course, built by Max Behr and opened in July, 1929, is one of the finest in California. The length is 6,535 yards, and par is 71. The club's land totals 185 acres. All fairways are equipped with an automatic snap valve underground sprinkling system, having 1,157 outlets. This is said to cut maintenance costs practically in half.

Golfers of all proficiencies have played the course and all agree that it is one of the finest golfing layouts on the west coast. Memberships are \$600. They have no relation to land sales, and a membership committee guards carefully the character of the club's personnel.

There are several miles of bridle paths at Rancho Santa Fe, and the great open spaces surrounding the community are a constant lure to the horseman. A dozen or more families who follow this sport of kings have already been attracted here, and Rancho Santa Fe's horse "colony" is really becoming quite famous. Many of the local riders frequently win ribbons at Pacific Coast horse shows.

Besides the many fine saddlers, hunters and jumpers owned at Rancho Santa Fe for private use, the Rancho Santa Fe stables maintain a string of spirited mounts for hire, especially to guests at La Morada.

Plans have now been completed and work will begin soon on a beach club for the exclusive use of residents of Rancho Santa Fe. The Rancho Santa Fe Corporation owns three-fifths of a mile of the finest beach in Southern California, and a simple, restricted beach club will make the joys of surf and sand conveniently enjoyable.

Tennis courts and swimming pools are found on several Rancho Santa Fe estates. In fact, every typical California sport may be enjoyed here. Either within the ranch itself, or within a stone's throw of its borders, one may also enjoy deep-sea fishing, surf fishing, lake fishing, duck hunting and other sports of the Nimrod.

A beautiful outdoor vacation land in the San Diego Mountains is within a two-hour drive. There are numerous lakes and streams, pine forests and oak-clustered valleys, with a liberal sprinkling of resort accommodations.

La Jolla, Coronado and San Diego, where society holds sway, may all be reached in less than an hour, while Agua Caliente, with a casino which excels those of Monte Carlo, Deauville and Biarritz, is only an hour and a half away. Naval and marine bases on San Diego Bay, aviation activity, splendid theatres and hotels—these are a few of the many attractions of San Diego, to which Rancho Santa Fe is really suburban.



The large estate of Mr. and Mrs. Ellis Bishop has been elaborately developed. There are stables for several horses, swimming pool, tennis court, and extensive landscaping. The Bishop home is quite large and is built around a great flower-filled patio with a mall sloping down the ridge in front.



Rambling Spanish homes, designed to take advantage of the gorgeous views, are typical of Rancho Santa Fe estates. This is the home of C. F. Pease, formerly a manufacturer of Chicago, who now operates a nursery and avocado grove on his sixty-acre estate.

Every-Day Conveniences

Rancho Santa Fe really provides "metropolitan" country life for those with the leisure to enjoy it. Electric lines serve the project and electricity is largely used for cooking and heating. Water and telephone service are the same as in the city. At the Civic Center groceries, vegetables, garage and other customary services are available. Milk, bottled water, laundry and cleaning services parallel metropolitan services.

La Morada

La Morada, the friendly inn at Rancho Santa Fe, offers excellent hotel accommodations for a limited number of guests. The rooms are quiet and pleasant, and table service is excellent. Guests at La Morada enjoy the privilege of play on the golf course upon the payment of the greens fee of \$2 per day. Inasmuch as the capacity of La Morada is limited, reservations should be made well in advance.



Rancho Santa Fe's splendid system of bridle paths leads through eucalyptus groves, over picturesque mesas, through smiling orchards and past beautiful homes to lakes and mountains and ocean.

Service Organizations

For those who are not in a position to spend all of their time at Rancho Santa Fe, several service organizations function. The responsibility for planting, care and maintenance of orchards may be taken entirely from the owners' shoulders by efficient groups, all trained by local experience in every phase of this work. A group of architectural designers is located at Rancho Santa Fe for the service of owners. A similar situation prevails in landscaping work, a local organization being available. None of these organizations is connected in any way with the Rancho Santa Fe Corporation. There is no obligation on the part of purchasers of estates to employ them. They have served the majority of purchasers in the past, however, because of their efficiency and knowledge of local conditions.



A group of riders enjoying the "great open spaces" that surround Rancho Santa Fe on three sides.



President Barton Millard (left) of the Rancho Santa Fe Country Club concludes a round of golf with Jim Thorpe, great Carlisle Indian fullback, frequently regarded as the greatest athlete of all time.

No. 12 green with No. 13 tee at the extreme right. The greens of the Rancho Santa Fe course are true as steel—thanks to careful building and painstaking care.

Restrictions

To perpetuate the reign of beauty at Rancho Santa Fe and to guard investment against the encroachment of any industrial, commercial or other activity which might depreciate residential values, carefully planned protective restrictions are in force in this community. Minimum costs for homes vary in different parts of the project from \$4,000 to \$20,000. More important than this, however, is the supervision of architectural design enforced by a qualified art jury. All homes and other structures conform to what is broadly known as Spanish architecture, which includes Italian and Mediterranean motifs as well as Monterey and Californian styles. Thus the architecture of Rancho Santa Fe respects the traditions of its history and presents a very pleasing unity.



No. 15 green of the Rancho Santa Fe golf course. The hazard at the right is natural; in fact, most of the hazards on the course are natural, and yet the best of them have a hard time scoring.

A view from the residence of Mr. and Mrs. Harold Ketchum, showing how orchards and vineyards alternate with clusters of eucalyptus trees.

The Rancho Santa Fe Corporation owns three-fifths of a mile of clean, uncrowded beach where Rancho Santa Fe residents may enjoy the pleasures of surf and sand.



Nearly everybody at Rancho Santa Fe follows one or more outdoor sports. Messrs. Moore, Mann, Macdonald and Millard play tennis frequently. Mr. Mann also rides a great deal and the others play golf nearly every day.

Types of Property Available

Rancho Santa Fe is a well-rounded community with opportunity for the family with a moderate income as well as for those desiring a more pretentious dwelling. There are homes at Rancho Santa Fe which cost less than \$7,000, and, on the other hand, some have investments exceeding \$100,000. For a total investment of \$8,000 or more one can buy land and build a home at Rancho Santa Fe and thus be in a position to enjoy life to its fullest extent.

There are three classes of properties. First, a limited number of large estates suitable for elaborate landscaping, tennis courts, swimming pools, stables, etc. Second, numerous estates of ten to thirty acres, adaptable to orange, lemon, avocado, and deciduous fruit culture. Third, numerous restricted residential estates, ranging from one-half-acre to seven acres, overlooking the golf course. These are served by paved roads and pressure water, while many have electric and telephone lines in underground conduit. Prices and terms are most attractive, and will be quoted on request.



A group of Rancho Santa Fe riders in front of the Loomis Stables, set in a clearing of a 2,000-acre eucalyptus grove at Rancho Santa Fe.



Miss Mary Josephine Bishop on her splendid saddler, Don Fulano. Miss Bishop is the daughter of Mr. and Mrs. Ellis Bishop, who are just completing the development of a wonderful country estate at Rancho Santa Fe.

Address all inquiries to

RANCHO SANTA FE CORPORATION

RANCHO SANTA FE, CALIFORNIA

2025-005-010

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