

If You Want Facts and Figures Without Unnecessary Frills Ask The Earth

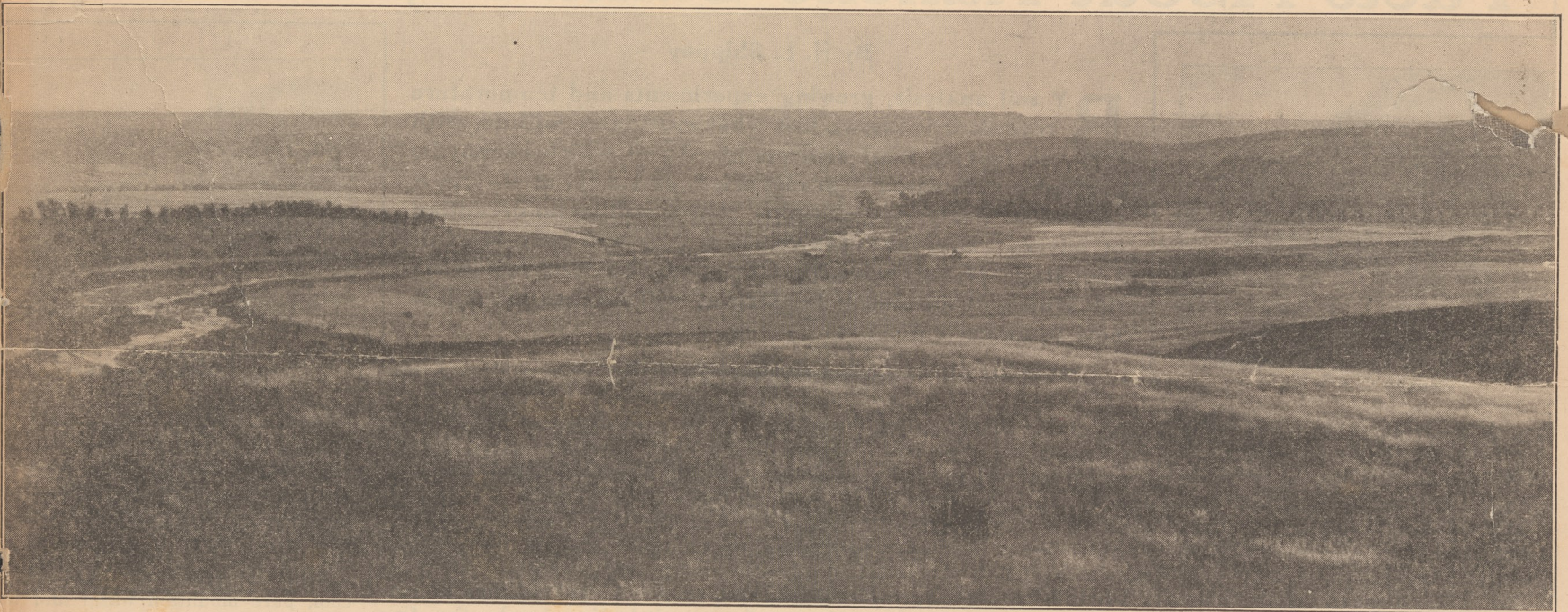


TRADE MARK REGISTERED, AUGUST, 1904.

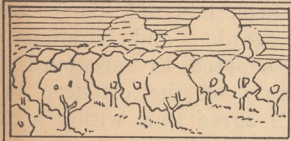
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TOPEKA, KANSAS, SEPTEMBER, 1923

PRICE
50 Cents a Year



Birdseye View of El Rancho Santa Fe, San Diego County, California

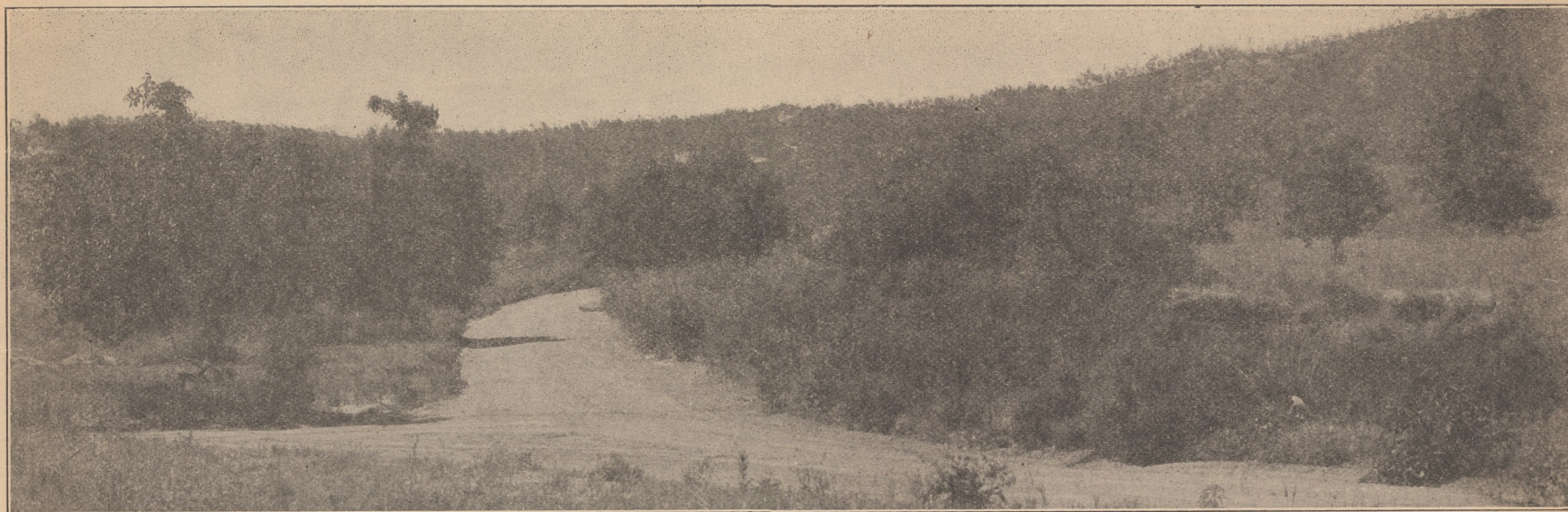


Rancho Santa Fe, California



RANCHO Santa Fe, the first big development project to follow the completion of the Hodges dam in northern San Diego County, California, has been pronounced by orchardists, farmers and community planners to be "the most perfectly planned land development project in the world." It is designed to accommodate about 400 orchardists and farmers and to prove that a community can be so planned and organized as to "insure" immense production, general prosperity and ideal living conditions. It has just been subdivided and placed on the market after two years of study and planning by the most noted experts obtainable, and one year of actual construction work, during which 53 miles of good roads have been built, and one of the most scientific and economical irrigation system in California laid out, a hotel and civic center built to hold their solidity and beauty far into the next century and other similar steps taken which show that Rancho Santa Fe is not to be merely a "boom" community but is one which likely will increase steadily in wealth, greatness and beauty.

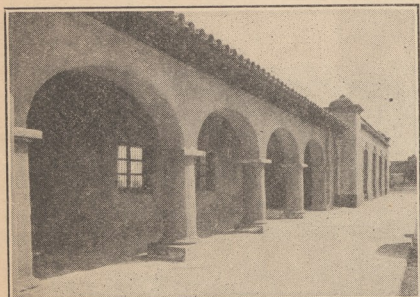
—H. L. SHIPPEY.



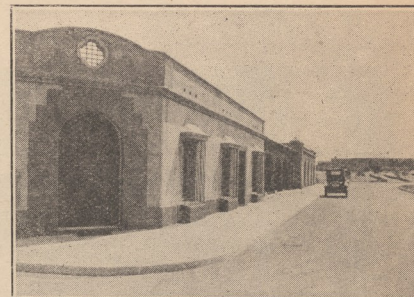
A Glimpse of Development on the Rancho Santa Fe, San Diego County, California

Facts About Rancho Santa Fe, California

By H. L. Shippey



Type of Building in Civic Center, Rancho Santa Fe



Giving an Old World Touch, Civic Center, Santa Fe Rancho

BY soil analysis, growing experiments and temperature records it is known just what every acre will do, with no fear of frost or drought. Land which cannot be profitably cultivated is so classified, and most of it is in a reserve for park and golf links. There will be no deception of buyers. Everyone who comes to buy will be given full advantage of this scientific study, will be told just what the land will do and, if he desires, will be instructed just how to make it do it.

RANCHO Santa Fe was originally Rancho San Dieguito, old Spanish land grant of 9,000 acres to Don Juan Mario Osuna, first alcalde of San Diego and a great figure in his day. He selected it as the most beautiful and fruitful spot in San Diego County. Watered by the San Dieguito River, it had a distinct advantage over many other sections. It is fertile and blessed with one of the most desirable climates to be found on earth, but is only coming into its own now that the Hodges and Henshaw irrigation projects are completed.

It is practically frostless and the most sensitive fruits and vegetables yield profitable crops in December and January. Last winter peas were shipped out in carload lots just in time to catch the holiday trade and brought prices which averaged more than \$800 to the acre. Temperatures which would injure oranges or lemons are unknown on the beautifully sloping hillsides and in Del Mar, six miles away, and fifteen minutes away by motor car, many people go surf bathing even in January. And yet the sea breeze which sweeps steadily over the great rancho is cool and invigorating, making people healthy, alert and long-lived.

The Santa Fe Land Improvement Company purchased the old land

grant sixteen years ago, but not until the Hodges dam was built, forming Lake Hodges and forever putting an end to both flood danger in the lowlands in winter and drought danger on the hillsides in summer, did plans for developing it take form.

Then noted experts were sent to study it, and instructed to plan a colony which, first of all, would be prosperous and a good place to live in. W. E. Hodges, vice president of the Santa Fe System and the man with the big idea back of this project, outlined the idea like this:

"We don't want this project laid out like any other land development project. We do not want to make any money from selling this land. We don't need to. When this area, which has been producing very little, is producing 10,000 carloads of surplus products annually we will make our profit from hauling them to market.

"So the thing to plan for is success—success for the individual buyers and the community as a whole. We don't want anyone to come here and be disappointed and go away. We won't encourage anyone to buy unless we think he is coming to stay—not merely coming to make money and leave. And we don't want any speculators to buy land and let it lie. We are willing to sell the land

at a very low figure and give six or eight years' time to buyers, but we want every acre developed as soon as feasible.

"But don't plan this merely as a money-making venture for the buyers. Its convenience to the Los Angeles-San Diego state highway, the famous Del Mar beach, the fine mountain scenery and recreative opportunities of Lake Hodges and its healthful, even climate make it ideal for a home community. So make it a community of comfortable, modern, restricted homes so the families living here may enjoy all the comforts their city relatives can, in addition to all the blessings of rural life the latter cannot."

Working under these directions, a staff of soil experts, horticulturists, agriculturists, irrigation experts and community planners was organized, headed by L. G. Sinnard, for eighteen years a student of community development. The soil of every acre was analyzed, and charts made showing what could profitably be raised there. Working in co-operation with this staff, even a person who never before saw California or attempted to raise citrus fruits or avocados would prosper. And all buyers are expected to work in co-operation with the staff. Since only from the fullest production can the company reap the

rewards for which it has been working, it has organized this staff of experts to co-operate with the growers in assuring that production—and, incidentally, the greatest possible profits for them.

With an inexhaustible supply of cool, pure mountain water and with electric current for all who wish it, every house and every acre can be made "strictly modern." The whole area has been laid off like a great landscape garden and building restrictions adopted to safeguard the great beauty of the district. The experts all agree that within a few years Rancho Santa Fe will be known nationally as a notably prosperous, great beauty of the district.

An important fact which should be brought to the attention of investors is that there is a growing demand for the kinds of fruit and vegetables grown in San Diego County, and for products of the dairy and the poultry yard. Winter vegetables especially have been found to be profitable, and the demand for poultry and eggs in winter is increasing steadily. San Diego County—including the Rancho Santa Fe section—has a twelve months' growing season. The district is served by the Santa Fe Railway. Del Mar, the shipping station, is only four miles from Rancho Santa Fe.

