

RANCHO SANTA FE CONTRIBUTES Substantially to San Diego County's Wealth

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Overlooking the rolling hills of Rancho Santa Fe, prepared for citrus plantings.

SAN DIEGO county has a right to be proud of the horticultural and residential community of Rancho Santa Fe. From several aspects, this flourishing development in Northern San Diego county is unique in the world and its distinctiveness is attracting a type of citizenry which means much to the southern end of this state.

Established six years ago on a part of the old San Dieguito land grant, it has grown consistently and substantially and is now about ready to contribute millions in new wealth to San Diego county through horticultural products.

Some 1500 acres of the various orchard estates of Rancho Santa Fe owners are now rapidly approaching the full bearing stage. A majority of the orchards are planted to Valencia oranges, a considerable acreage is devoted to avocados and there is a fair sprinkling of lemons, walnuts and various deciduous fruits. Already, there has been a notable yield from Rancho Santa Fe orchards and marketing thus far has been through the Escondido exchange. The Rancho Santa Fe Fruit Association is now getting ready to function, however, and only last month the board of di-

rectors made an extended tour of Orange County to assimilate the best methods, with the idea of establishing packing and marketing facilities at Rancho Santa Fe at an early date.

Parallel with Rancho Santa Fe's development as a horticultural community, there has been a development along residential lines. In fact, this phase of the community's growth promises to be more important than

horticultural activity, not only to the community itself but to San Diego county as well.

To hasten the creation of new wealth in San Diego county, the Santa Fe Land Improvement Company, sponsors of Rancho Santa Fe, early adopted a policy of requiring the planting of orchards or the building of homes within one year after purchase of land. This automatically attracted, not the pioneer farmer of too small means, but successful citizens with the financial strength to carry out at once a given program. Such a type of citizenry—country gentlemen, if you please—wants to be assured that environment is going to be safeguarded. Protective restrictions were, therefore, established to control architecture, landscaping and uses of land with the idea of keeping out of the community all unsightliness, all industry, and all activity that would be undesirable in a high-class residential neighborhood.

The result of this program is that Rancho Santa Fe is attracting to San Diego county what might be called "the cream" of Southern California's annual influx of new residents from other states. Inasmuch as a family of wealth is estimated to give a livelihood to five other families—servants, tradesmen, etc.—it is easily seen that this trend in the growth of Rancho

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Young plantings at Rancho Santa Fe.

Rancho Santa Fe

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Santa Fe is tremendously important.

This trend is now absolutely unmistakable. It is estimated that at least 80% of the visitors who come to inquire about Rancho Santa Fe estates are attracted primarily because of the community's unusual residential advantages.

To meet this demand, a group of comparatively small estates of one to two acres, surrounding the new \$200,000 golf course now building, has been opened up. Building restrictions on these estates run from \$6,000 to \$10,000 and landscaping of grounds is required within one year of purchase. These estates offer the opportunity for more than 200 additional families to live spaciouly in a sparkling climate and desirable environment in San Diego county.

The momentum of Rancho Santa Fe's growth is increasing every year—sales were greater the first six months of 1928 than during all of 1927—and it is reasonable to believe that within a few years San Diego county will have in Rancho Santa Fe a country estate community excelling in magnificence anything found in the Golden State.

A \$400,000 road program is now well under way; the golf course is nearing completion; bridle trails and parks have been established; a fine resort hotel is contemplated; and the home building program during the past twelve months has assumed large proportions.

Rancho Santa Fe's growth is also indicated by the fact that school attendance has doubled within the last year; post office cancellations have trebled; the new telephone exchange facilities have had to be increased 50% whereas the telephone company figured that their original installation of equipment was adequate for five years; new orchard acreage is being planted everywhere and new families are moving constantly to Rancho Santa Fe to take up residence on properties which have been undergoing development during the past.

Unlike many real estate developments, Rancho Santa Fe was designed originally to be a productive community rather than a lure for idle dollars and the salutary effect of this policy has been to give San Diego county new wealth, new fame and a new unrivaled attraction for the highest type of American citizens.