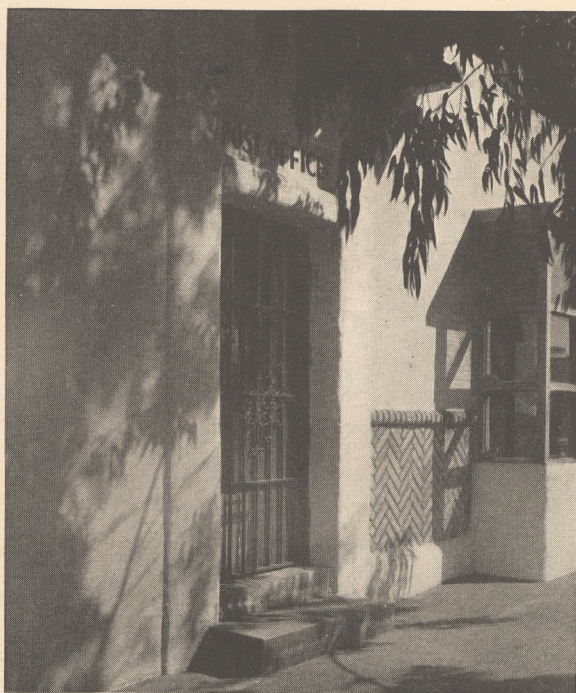


THE VILLAGE OF RANCHO SANTA FE

*Four Pictures of a California Country Center
Where even the Village Oil Station
Is a Subtle Source of Joy*

By M. URMY SEARES



CALIFORNIA is, fundamentally, an agricultural and horticultural state. In telling the educated world about California's products and attractions, the Encyclopedia Britannica says, "The essential character of California's economic life has been determined by the successive predominance of grass, gold, grain and fruits."

The Pastoral Period, introduced by the Franciscan monks, culminated in "the splendid idle forties." The gold rush followed and increased the population of the state three hundred and ten and three-tenths per cent during the decade, 1850 to 1860. Wheat, on the great ranchos, was long California's greatest crop; and San Francisco in 1904, shipped four-fifths of America's exported barley. "Truck gardening for export, especially in the north is an assured industry," says the greatest of California's boosters, the Britannica—merely because it tells the truth about the whole state, its climate and its products—and thus makes our boosting unnecessary.

"Horticulture is now the principal industry," continues our free informant, writing in 1910. "Irrigation has shown that with water, veritable deserts may be made to bloom with immense wealth of semi-tropical fruits; and irrigation, in the tropical area along the Colorado River, has made it a true humid-tropical region growing true tropical fruits". . . . "The supremacy of the state is established in the growth of oranges, lemons, citrons, olives, figs, almonds, Persian (or English) walnuts, plums and prunes, grapes and raisins, nectarines, apricots and pomegranates: it also leads in pears and peaches, but here its primacy is not so assured. (Ed. note—The best are grown in the Sierra Nevada region). Southern California by no means monopolizes the warm zone fruits. Or-

anges, lemons and walnuts come chiefly from that section, but citrus fruits grow splendidly in the Sierra foothills of the Sacramento Valley; and, indeed, ripen earlier there than in the southern district. Almonds, as well as peaches, pears, plums, cherries, and apricots, and small fruits, come mainly from the north. Olives thrive as far north as the head of the Great Valley, growing in all valleys and foothills up to 2000 feet." Now, since we know that the world of educated people read the Encyclopedia when they wish to learn anything, we must realize that nothing we can say will add to California's fame as the truth is more boostful than fiction, and the truth is well known. All the world

knows about California now both as a horticultural state and as a pleasant country with an equable climate. The hotels and the railroads are securing more and more tourists through the routine and bureaus of their own business. Thousands are coming every year and when they come, are reading the magazines, touring the state, and giving personal investigation to the merits of each community which by its outward and visible signs of grace attracts.

All that the promoters, who have done so much to make the wilderness inhabitable, can do now is to prepare for more residents and give this vast population the benefit of all the knowledge gained by decades of
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