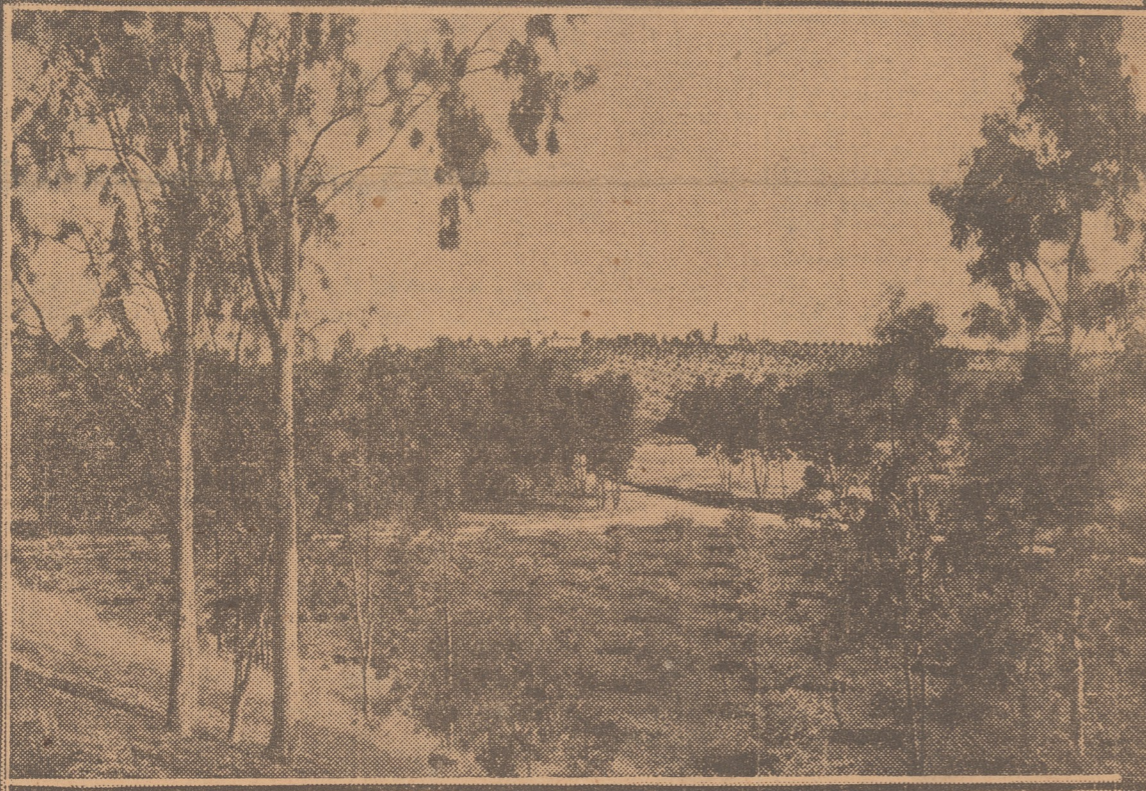
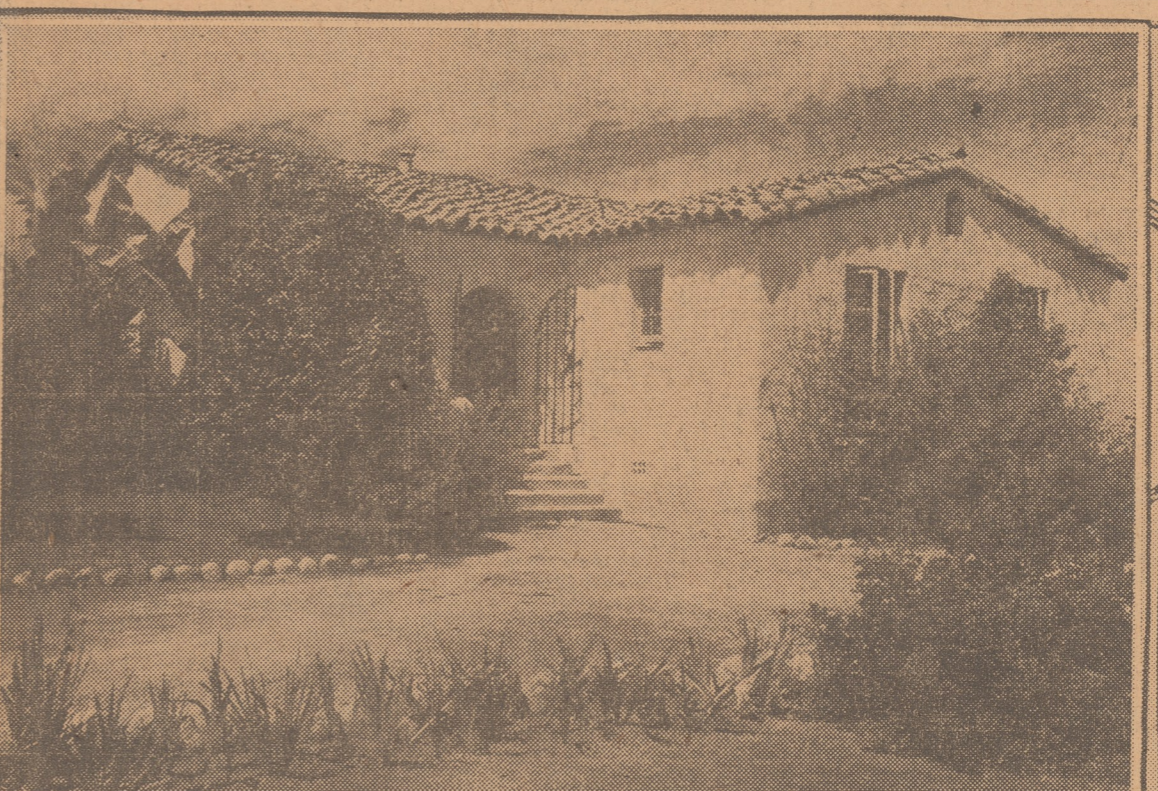


# PLAN STRICTER BUILDING CONTROL

## Wasteland Becomes Productive Community Spot

Having been converted from practically a wasteland into one of the most beautiful and profitable areas found anywhere, Rancho Santa Fe, consisting of more than 9000 acres in the heart of northern San Diego county, today stands out as one of the largest development projects in southern California. In the accompanying photographs, at the top, left, is the beautiful Spanish type home of Barton and Mrs. Millard. They are seen seated on the front veranda. At the right is the office of the Santa Fe Irrigation district. In the center row, at the left, is a typical orchard of walnuts, avocados and citrus fruits, showing the diversity of planting at Rancho Santa Fe. At the right is the home of C. A. Shaffer. Below, at the left is La Morada, or the Rancho guest house, while at the right is a 3-year-old lemon tree being inspected by W. H. Ballard, superintendent of irrigation for the U. L. Voris organization, development contractors at the project.



### RANCHO CUT INTO FINE FARMING TRACTS

By W. G. CAUCE  
**RANCHO SANTA FE, Oct. 15 (Special).**—A little more than three years ago a vast wasteland of 9000 acres; today one of the most beautiful and improved spots of all California. Such is the story of the development of Rancho Santa Fe, once a Spanish grant to Don Juan Maria Osuna, but later purchased by the Santa Fe Railway company.

Bought by Santa Fe  
 The railroad company originally purchased the rancho as a location for the raising of eucalyptus trees to be used as track cross ties. However, after large groves of the trees had been planted it was found the scheme was not feasible and steps then were taken to develop it into high class modern farms. After this plan was decided upon nearly two years were spent in cutting roads through the place and the laying of several miles of water pipe.  
 Rancho Santa Fe lies seven miles inland from the state coast highway that skirts the ocean at Del Mar and covers more than 10 square miles. Rancho Santa Fe not only is ideally located between popular recreation areas of mountain and sea, but it has an ideal climate and is a veritable land of contentment now cut into income-producing estates that have attracted the attention of some of the best known people in the land.  
 The climate here is admitted to be on a par with the best to be found in California and the place itself lies in the heart of a region approximately 400 square miles in northern San Diego county. It is so protected on all sides as to be free from fog, warm in winter and delightfully cool in summer. The change in temperature during night and day is claimed to be less than that found elsewhere in the United States.

Improve Tract  
 The vast acreage is being developed by the Santa Fe Land Improvement company with S. R. Nelson as manager. To date some 80 percent of the tract has been sold and more than \$4,000,000 spent in its development. The whole place is dotted with groves of avocados, citrus fruits and walnut. Each of the farms also has its magnificent bungalow of the Spanish or Mission type of architecture. Once there was but the old Osuna home in the entire 9000 acres, but now it has more than 40 fine residences exclusive of the teaming civic center and the guest house.

The topography of Rancho Santa Fe is gently undulating, with practically unlimited opportunity for originality in landscaping. On the bright mesas of the little green valleys of the San Dieguito river, which cuts through the place, are hundreds of building sites from which can be had a commanding view as far south as Mexico, eastward to the seven ranges of the San Diego mountains and westward toward the Pacific.  
 The soil here generally is productive, as is best evidenced by the thriving orchards of all kinds. The soil itself is of a sandy loam underlain by rich clay loam and a heavier soil underlain with marine sand. These marine sands, tests have shown, contain the fundamental basic elements of fertility—lime, potash and phosphoric acid. Water for Rancho Santa Fe is supplied from Lake Hodges with pipe lines to every parcel by the Santa Fe Irrigation district.

### Use New Material As Usual Siding; Efficient, Claim

A material of almost universal use, formed of wood and other fibers united in a process which meshes them securely together, is now formed into a building board which has every appearance of siding nailed up in the usual way.  
 The insulating value of the new product is claimed to be particularly high and offers the opportunity of combining insulation and exterior siding in one material with consequent saving in labor and material.  
 The material is claimed by the manufacturers to have practically no moisture absorption and to be adaptable to use under almost any conditions of temperature or climate.

### S.D. REALTORS BIG PART OF CONVENTION

SANTA MONICA, Oct. 15 (Special).—Hal G. Hotchkiss of San Diego was unanimously elected president of the California Real Estate association for 1928 at a luncheon meeting of old and new directors in the Miramar hotel. A. H. Williams, Santa Barbara; William C. Keim, Los Angeles; Frank C. Polk, Santa Ana; J. T. McMickens, Arcadia; Frank C. Nye, Riverside; W. L. Twining, Glendale; Frank D. Parent, Inglewood; W. H. Fitchmiller, Santa Monica; Sam A. Selover, Long Beach; T. J. Walsh, Oceanside; L. J. Fraun, Jr., San Francisco, and Ralph A. Knapp, Oakland, were selected as vice presidents.  
 Col. E. N. Jones of San Diego is the new treasurer, and Glenn D. Willaman is again to serve as secretary.  
 The new directors elected are: Hal Barnett, Stockton; George G. Boardman, San Francisco; C. J. Chamberlain, Santa Monica; W. D. Cochran, Los Angeles; C. F. Crothers, San Jose; W. M. Garland, Los Angeles; Hazel M. Grant, Pasadena; Peter Harrison, Glendale; St. George Holden, San Francisco; W. J. Hollingsworth, Los Angeles; Hal G. Hotchkiss, San Diego; E. P. Huston, Sacramento; Chris R. Jones, Sacramento; Harry G. Knight, Oakland; Norman E. McFadden, San Francisco; John McGaw, San Francisco; John G. Munhoffland, Long Beach; Frank C. Pope, Santa Ana; C. A. Ricks, Martinez; G. D. Robertson, Los Angeles; Guy M. Rush, Los Angeles; Frank Ryan, Los Angeles; Dave

### ARCHITECTS' LICENSING PROPOSED BY CITY

By DON SHORT  
 With a view of providing greater safety, greater efficiency in construction and closer control of building regulations, the San Diego city council has taken under advisement the creation of a commission to conduct examinations and practically to supervise the licensing of architects. The commission as proposed would consist of one certified architect, one certified construction engineer and the chief building inspector of the city. The measure is sponsored by the San Diego Architectural association.

Plan Put to Council  
 The plan was put to the council by Oscar Knecht, chief city building inspector, and Edwin T. Banning, secretary of the architects' organization. The latter has been an earnest advocate of wider building control by the municipal authorities for several years. He says that in Illinois a similar law is in effect in the city of Chicago and that it also covers the entire state.  
 It is planned that before a building permit is issued the plans must bear the approval of a certified architect and before a certified architect is allowed to file plans or supervise construction he must first be subject to examination by the commission proposed. The same is to apply to construction engineers. Construction plans for any building containing more than 1000 square feet of space or area are to come under such municipal regulation.

Destruction of property values by reason of improvised building and ignorance in construction is to be overcome by such legislation, according to views of Banning, who said:  
 Protect Property Values  
 "The public, who are the municipality, should be protected from the destruction of their property values as menaced by poor architecture.  
 "The police power of any municipality is, I believe, ample to secure this protection. No man has any right, either morally or legally, to use his own property in such a way that it becomes a menace and detriment to that of his neighbor or the municipality, and this principle would be and has been sustained by our courts.  
 "The city of San Diego should (in its own best interest) so amend our building ordinance as to provide that no permits be granted to any plans for execution that do not bear the seal of the certified architect. This alone, I firmly believe, will correct most of the architectural evils of which complaint is so universal. In addition, to make assurance doubly sure, there should be created a board of control or art commission, composed of three architects of unquestioned qualification, skill and taste, which should approve all plans before a permit is granted.  
 "This commission should also have jurisdiction over all public matters.

(Continued on Page 2)

### Iron Is Charming As Home Adjuvant; Rich in Romance

The rugged charm of iron is not to be denied a place among the precious chattels that contribute to the pleasure of daily life. In the advance of cultural arts a thousand materials have found their way into commerce. With the increased workmanship of modern forgers iron is assuming its rightful place in the furnishings of a home.  
 Wrought iron from the anvils of Italian mastersmiths, working among the inspirations of a rich past, is within the means of all who would have true hand wrought iron.  
 A wide variety of features is obtainable, including plant or bowl stands, brackets and tripods, fire screens, gates, tables and chairs. There are wall scones, hanging and bracket lanterns, chandeliers, torchieres and lamps.

**TARIFF HARMS TRADE**  
 American exporters are facing loss of a French market because of the new French tariff laws which place upon certain American products a duty four times as heavy as that on goods from Germany and other favored nations. Products affected include electrical equipment, light and heavy machinery and instruments, hardware and other metal products, chemicals, leather, textiles, earthen and glassware, and such specialties as clocks, toys, seeds and jewelry.

**RAG BUSINESS POOR**  
 The United States received only \$74,000 worth of rags from Hamburg during the second quarter, the poorest business in four years. The annual production of rags in Germany is 150,000 tons, about 50 percent of which are exported. They are used in this country for roofing-fibre card and cardboard.  
**GLASSES WANTED**  
 Belgian manufacturers during July alone received orders for 15,000,000 drinking glasses. The amount considerably exceeds present production because several mills have been closed.

er than those  
ly to private  
any realtor or  
er unless cer-  
be in advisory  
tural develop-  
only adequate-  
ould be for the  
ltor, as it is a  
real estate so  
een sold more  
h higher prices  
ot so handled.  
prices if they  
protection for  
in the present,  
The average  
is interested  
immediate re-  
ttle about the  
e neighborhood  
is situated and  
a few lots on  
itectural units  
a becomes the  
st of the prop-  
es not sell at  
can do much  
e of the city,  
enhance their  
erially, in aid-

valuable resi-  
are now being  
ck of this vis-  
ected thereon  
oney, designed  
untrained and  
o furnish so-  
parently small  
ed monstrously

ved more than  
the last six  
ns in railroad  
period, accord-  
ssistant freight  
outhern Pacific

of freight one  
one railways in  
erage of 1.449  
verage receipts  
opped to 1.187  
8.1 percent.

rates," Scott  
n annual aver-  
ach year since  
598,462,000 for  
1926.

ave been tre-  
lway operating  
r has not only  
trains carrying  
g faster and  
able than ever  
ortgages appar-  
the past, and  
e been vastly  
nditure of bil-  
ew capital for  
rack and yard  
ment and oth-

ES POPULAR  
at) of the new  
s are architect-  
n." Sooner or  
sure to live in  
fore, whenever  
onsider early  
entic source.

noted. This called for 135 tons of highway work near Redlands, Calif. No new inquiries of importance came up during the week.

Outstanding in the plate market was the award of 1800 tons by the Nevada Consolidated Copper company to two eastern producers for a 36-inch riveted pipe-line at McGill, Nev., the company to do its own fabricating. This is the largest tonnage placed in over five months. Awards for the year now total 53,069 tons, compared with 55,150 tons for the same period in 1926. The Western Pipe & Steel company took 200 tons for a 54-inch lock-bar pipe line at Sacramento. Bids will be opened next week on 6500 tons for the San Andreas-Laguna Honda reservoir pipe-line of the Spring Valley Water company, the largest pipe-line project that has come into the market in over a year. Bids are pending for a 400-ton penstock for Los Angeles. Prices apparently are firm at 2.40 c.i.f., but no doubt a lower figure will develop on the above 6500 tons.

The majority of shape awards were confined to Los Angeles projects, the Union Iron works taking 600 tons for a church on Wilshire boulevard, and 200 tons for the Goodrich Rubber company power house. Llewellyn Iron works booked 160 tons for a laundry. Awards this year aggregate 115,792 tons as compared with 99,084 tons for the same period last year. Prices are firm at \$2.40 c.i.f.

Cast iron pipe awards included 315 tons for El Segundo and 131 tons for Glendale. Bookings, to date total 63,566 tons as compared with 60,938 tons for the corresponding period in 1926. The United States Cast Iron Pipe & Foundry company were low bidders on 730 tons for Gladstone, Oregon. Bids will be opened on the 14th for 385 tons for Burlington, Ore. Prices are weak at \$36 per ton delivered in 6-inch and larger. The Southern Counties Gas company, San Luis Obispo, has placed 485 tons of 3 1-2 and 4 1-2 inch lap welded pipe with Jones and Laughlin Steel corporation.

# PLANS READY FOR ABBEY CHAPEL

Architect Lincoln Rogers, 533 Spreckels building, has completed plans for a chapel to be erected at Glen Abbey Memorial park for the G. Ivan Peoples company, Commonwealth building. Sub-bids for the erection of the building are to be taken by the owner in the immediate future.

The chapel will cover an area 50x75 feet and will have a seating capacity of approximately 200. It is to contain a nave, chancel, sanctuary, family room, music room, etc. Plans specify brick veneer construction, wood trusses, shingle roofing, wood ceilings, pine flooring, gas heating system, pipe organ, stained and leaded glass work, landscaping, sprinkler system, etc. The total cost will be approximately \$75,000.

## SAVE CURTAINS AND FUEL

How quickly curtains and drapes become soiled with the dust and soot that sift in around unprotected doors and windows! Of course, dust cannot crawl in; it must come in on air. Therefore, you should have weather strips installed now. In addition to barring cold draughts and saving 20 to 40 percent in yearly fuel bills, weather strips make windows and doors as nearly dustproof and rainproof as possible.

## The List of Owners Includes:

- The owner of the Algonquin Hotel in New York City.
- A prominent member of the New York Stock Exchange.
- America's most famous motion picture couple.
- The owner of four heating appliance factories near Chicago.
- A scion of one of Boston's oldest families.
- The developer of one of Pasadena's most exclusive residential areas.
- A former official of the Colorado Fuel and Iron Co..
- A distributor of automobiles for Southern California.
- Two high officials of the Santa Fe railroad.
- A retired banker from Rochester, New York.
- A director of the Phelps Dodge Corporation.
- An official of the John Deere Plow Co.
- A famous mining engineer.
- A member of one of Southern California's most prominent families socially.
- The former South American representative of the Dupont interests.

- A retired manufacturer from the Chicago area.
- A Detroit capitalist and automobile accessory distributor.
- A leading California artist.
- The president of a Chicago advertising agency.
- An official of Pacific Clay Products of Los Angeles.
- A packer of fish products from Long Beach.
- An official of the Columbia Pacific Shipping Company of Portland, Oregon.
- An A.I.A. architect from Illinois.
- An owner of a "dude" ranch in Wyoming.
- The owner of a large ranch in the Canadian northwest.
- The manager of the Schenley Hotel in Pittsburgh.
- The production manager of one of the largest motion picture studios in Hollywood.
- A former member of the California state railway commission.
- N. B. The foregoing list was selected at random. The complete list contains many more families of equal prominence. Actual names gladly given to genuinely interested parties on request.

Almost 80 per cent of the land has been sold, in estates ranging from 5 to 50 acres. But right now, the most interesting developments in the history of the project are about to take place. Send coupon for book of pictures and full facts.

# Rancho Santa Fe

Owned by the Santa Fe Land Improvement Company  
SAN DIEGO COUNTY, CALIFORNIA

Address: S. R. Nelson, Manager



U. T. 10-16-27

S. R. Nelson, Mgr.  
Rancho Santa Fe, California

Please send information about  
Rancho Santa Fe property

Name \_\_\_\_\_

Address \_\_\_\_\_

## AGE ALTERS VIEWS

In selling trust service to prospects, bankers were advised recently, it has been found that men of different ages respond to different appeals. The man under 35 wants to know how he can build an estate. The man between 35 and 45 wants cold facts and is eager to learn if the plan is "good

business." The man over 45 is interested not in his own, but in his children's future.

Chipped places on the edges of jelly glasses and tumblers can be rubbed down with fine emery paper or sandpaper. Tie a damp cloth over the nose and mouth to avoid breathing glass dust.

## CREDIT GOOD IN JAVA

Natives of Java, which with a population of 720 per square mile is one of the most highly cultivated areas in the world, may not individually have much cash, but their credit is good. An American company carried 35,000 accounts in 1926 and only 14 losses were reported at the close of the year

# REPORT TRADE EXPANDS IN SUMMER

Wholesale trade expansion in the United States was more marked between July and August of this year than in any other recent year, the federal reserve board announced in a report, made public recently, on wholesale trade in the United States for August, 1927.

Groceries, dry goods, and drugs shared in the larger volume of August sales, as compared with the year before, but there were smaller sales of meats and hardware. The report shows a 14 percent increase in domestic sales of agricultural machinery and farm implements for August, compared with a year ago, and a 2 percent increase in orders for machine tools. In clothing wholesale trade, there were larger sales of women's coats and suits but smaller sales of men's clothing and women's dresses.

The full text of the official statement of the board follows:

Sales of wholesale firms reporting to the federal reserve system increased considerably more in August than is usual at that season and were as large as in August of last year. Trade of wholesale firms generally begins to increase in August as retailers build up their stocks in anticipation of the expansion of sales in the autumn, but this year the growth between July and August was larger than during the corresponding period in any other recent year. Compared with a year ago, sales of groceries, dry goods, shoes and drugs were larger, while those of meats and hardware were somewhat smaller.

Percentage changes in the value of sales in August as compared with July of this year and August of 1926 are as follows.

	July, 1927.	Aug. 1926.
Grocery .....	+ 5.7	+0.2
Meat .....	+ 7.4	-4.1
Dry goods .....	+44.1	+6.0
Shoes .....	+48.7	+9.4
Hardware .....	+ 4.9	-0.2
Drugs .....	+ 6.9	+9.4
Total, six lines .....	+14.1	+1.0

Among the additional lines not included in the above table domestic sales of agricultural machinery and farm implements in August were 14 percent larger than a year ago, according to reports received by the Federal Reserve bank of Chicago from 77 manufacturers. Orders for machine tools placed with firms reporting to the National Machine Tool Builders' association increased considerably in August, and averaged for the month about 2 percent larger than in August of last year.

Sales of men's clothing by firms reporting in the New York federal reserve district were slightly smaller in August than in the corresponding month of last year, and sales of women's coats and suits, on the other hand, were more than twice as large as in August of last year, when activity in the clothing industry was curtailed as a result of the strike at that time.

Merchandise stocks carried by reporting wholesale dry goods and shoe firms were smaller in value for the country as a whole at the end of Au-

# RANCHO SANTA FE NOW OFFERS GOOD INCOME PRODUCING LAND

(Continued from Page 1)

and is owned and operated by the owners of the property. Water also is had from wells and the San Dieguito lake.

As to building restrictions all exterior designs of buildings must be passed upon by the project management. Billboards are not permitted on the rancho.

The community center here is unlike any to be found anywhere. Its plan of building is laid out to meet demands of community necessities. In it are found all necessary trading conveniences—stores, schools, garage, post office and other such places. As a whole, it reminds one of a quaint little Spanish village. One of the chief features of the civic center is La Morada, or the guest house, which affords the best of accommodations.

### Has Fine Roads

A network of more than 50 miles of well-surfaced roads covers the Rancho and affords easy access to every part of it. They are well laid along easy grades and natural contours reveal new vistas of scenic beauty at nearly every turn. Rancho Santa Fe also has electricity, sewage disposal through septic tanks, and at present the Pacific Telephone and Telegraph company is installing a private exchange.

A countless number of estates now are being developed here, but probably the one of chief interest is that of Douglas Fairbanks and his wife, Mary Pickford. After looking at many places, the actor and his wife decided upon Rancho Santa Fe as the place for the building of an estate, the like of which probably will not be equalled anywhere. So far they have holdings totaling approximately 3000 acres that are being converted into a modern Spanish hacienda. The original Fairbanks-Pickford purchase was made a little less than a year ago, but development of the property to date has run a little over a quarter of a million dollars. As soon as the purchase was made Fairbanks ordered a dam, costing \$25,000, built. This was done, as well as a pump house, and now is filled with water. Several hundred acres also were cleared and now are covered with groves devoted to Valencia oranges. Plans are now being drawn for the Fairbanks mansion.

John Steven McGroarty, beloved California author of the Mission play, in writing in "The Endless Miracle of California," has the following to say of this romantic history of Rancho Santa Fe:

### Tells Rancho History

"If you will turn in from the high road of the coast at a pass through the hills just before you come to Del Mar on the journey to San Diego you will soon find yourself within the boundaries of what is now known as 'Rancho Santa Fe.'

"And you will there see—working its way out of the centuries and the ages—the endless miracle of California.

"First of all, the way that this great domain came to be a white man's country was that it was a grant from the king of Spain to Don Juan Maria Osuna—a principality of almost two square leagues of brown rolling land with a friendly little river winding through it. The gift from the king to his liegeman was

land wherever it pleased him best to do so.

"And so Don Juan Maria Osuna chose the king's grant of the Rancho San Dieguito, which is now the Rancho Santa Fe. And it would seem that we need no better answer than this as to whether the spot is a fine place or not upon which now to raise a roof-tree.

"Don Juan was the first alcalde of San Diego; he was the king's man, the king was good to him.

"So it was that there in the sheltered clasp of the sunny hills, where they would be snug and cozy always, and with the tang of the sea to stir their blood, the Osunas reared the rafters of what they dreamed would come to be the ancestral home of their strong clan throughout the generations that were to follow.

"First of all Don Juan Maria set his house on a high bench of land that overlooks the little green valley toward the south.

It was a fine vantage point from every angle. From his windows he could have warning of the approach of friends, and of enemies, too, in case enemies would, in the uncertain mutations of life, rise up to molest him. The creaking caravans making their slow, dusty journeys to the missions that were set a day's travel apart the one from the other between San Diego and San Francisco would pass in his view. And back of him would be his flocks and herds grazing on the rolling lomas, always easily in his sight.

### "Best in World"

"Eloquent of the faithful character of the adobe house is this old dwelling place of the Osunas—the adobe house which old Don Carlos Lummis says is the best house in the world. Cool in summer and warm in winter is the adobe house. And it will last practically forever if given anything like decent care. Of adobe is the stately Mission of San Luis Rey not far distant from this rancho of the San Dieguito, which is now the Rancho Santa Fe. And, although for 40 years it was utterly abandoned and wholly neglected, San Luis Rey is as good as ever. It is as good as when the blessed Fray Antonio Peyri set first its domes and towers under a blue sky more than a century and a quarter ago.

"As we follow the story of the Osunas we find it never failing in interest. It is the same with the story of so many other of the old Spanish families of California—the first overlords of the land. Romance has no more golden nor glamorous pages. But it is a story too long to be told here.

"To make the story short there is only this to tell, that as Don Juan grew old upon the trails of the happy, contented years, he builded him a newer house on the west side of the little green valley, and then he gave the first house to a son whose name was Leandro. And, in due time, Don Juan gave up the ghost and was laid away somewhere in the holy ground, doubtless at San Diego where there was a padre, a book and bell, and candles to light souls to heaven.

"Then came the American invasion

# S.D. REALTORS BIG PART OF CONVENTION

(Continued from Page 1)

L. Walter, Redwood City; Benjamin F. Wright, Monterey, and Fred S. Wilson, Santa Monica.

### Adopt Amendment

An important constitutional amendment, proposed by Robert A. Swink, was adopted by the convention. Under the new amendment cities of under 500,000 population will be restricted to one realty board, unless there are two distinct political subdivisions in the city.

Roscoe S. Porter of San Diego presided at the Thursday noon luncheon in the Gables club, assisted by Ed H. Conliss of Santa Monica. At the Sea Breeze club another luncheon was presided over by Leland M. Ford, assisted by George Forbes, both of Santa Monica. The San Diego Glee club entertained at the former luncheon and the Santa Monica singers at the latter.

A monster caravan left for a sight seeing trip by auto Thursday afternoon. Hundreds of cars bore the delegates over boulevards leading through the Santa Monica bay district, including a visit to Beverly Hills and the new university site, where the Janes Investment company was host at a reception.

Business sessions included the subdividers' conference at the Edgewater club, with Guy M. Rush as chairman, assisted by Harrison Baker.

Thursday evening the grand ball was held at La Montca ballroom. The dancing floor, one of the largest of the Pacific coast, was taxed to capacity, and the ball was accompanied by an elaborate entertainment and musical features. Reservations were made for 4000 guests.

Winners of the appraisal contest held yesterday were announced this morning as follows: Long Beach first; Redlands, second, and San Diego, third.

The advertising contest was won by Fresno, with Compton second, an honorable mention for Long Beach.

The enthusiasm contest went to the southwest board of Los Angeles.

The achievement contest for boards employing a full-time secretary was won by Glendale, which was the first board in the state to build and own its own home. Fresno won the achievement prize for boards employing part-time secretaries. The Henri Barbour music scroll was won by the San Diego Glee club.

Henri Audiffred of Oakland was awarded the Fred E. Reed home-ownership oratorical contest trophy against a field of 17. The winner eulogized his home city to win the award.

# COUNCIL PLANS TO LICENSE ARCHITECTS

2026.005.052