

The ENDLESS MIRACLE

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No. 1

BUILDING ACTIVITY SHOWS INCREASE

With building permits at Rancho Santa Fe increasing from \$35,000 in 1923 to \$206,000 in 1926 and with this year's building operations well abreast of last year's record, every month presents to the visitor new evidence of permanent and substantial growth. As the months pass, building activity gains in momentum and importance. It is significant that a single month this year, four different estates carrying building restrictions of \$15,000 were sold to new owners. Numerous new homes for owners who are now non-residents are in the offing, and a review of the operations that have been completed during the last six months can be nothing but encouraging to all who have chosen Rancho Santa Fe as a permanent home. There follows a brief summary of this year's building:

The splendid home of Mr. C. A. Shaffer on his 140-acre tract just off La Crescenta and Via de Fortuna has been completed. From the high mesa on which the Shaffer home stands, magnificent views of the ocean and other parts of the ranch may be enjoyed.

The first unit of the Ranald Macdonald residence has been completed. This residence commands sweeping views from its vantage point on Paseo Delicias.

A lovely seven-room home for Mrs. Mary B. Allen is now practically completed and will be ready for occupancy within a short time.

Mr. Barton Millard's residence facing San Dieguito lake has been completed during the last month, and Mr. Millard and family have moved in.

The John B. Cushman residence in Lot 1, Block 7 is rapidly taking form. This will be a nine-room house and promises to be very attractive.

The George A. C. Christiancy residence on El Mirador is well along in construction. On its high and slightly location, this interesting home will command a wonderful view of the entire region.

The extension to the community center garage has been completed and will provide greatly increased parking and service yard space. The new extension has storage space for 16 additional cars.

The new apartments being erected by Mr. Ketchum and Mr. Joers in the Civic Center are swiftly taking shape. These will make two small but very attractive apartments, when finished.

Mr. C. H. Bristol's residence of 7 rooms has been completed. This marks the completion of the Bristol group, which was started several years ago. Mr. Tom Bristol has been living for the past two years in the first unit of this group and

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W. H. Ballard, Superintendent of Irrigation for U. L. Voris organization, showing the size of a 2½-year-old lemon tree.

3,000 Boxes of Lemons Shipped This Year

At least 3000 field boxes of lemons will be marketed from Rancho Santa Fe orchards this year, although none of the

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PLAN TO PERPETUATE R. S. F. RESTRICTIONS

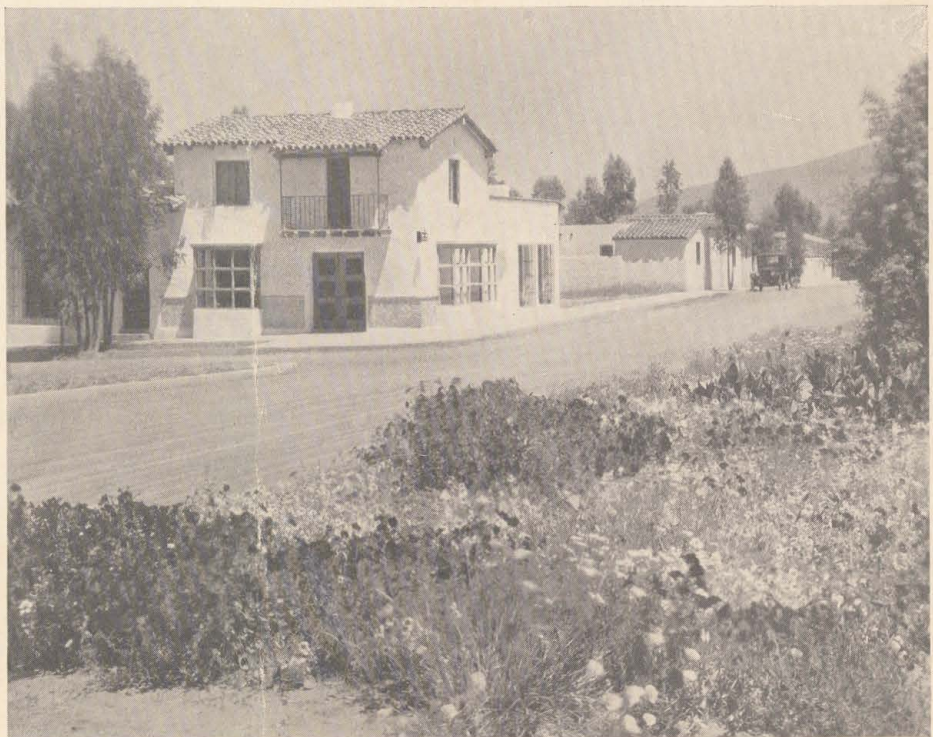
First steps to perpetuate the protective restrictions now in force to safeguard the property interests of Rancho Santa Fe owners were taken last month, and a definite proposal is expected to be in shape to submit for the consideration of Rancho Santa Fe-ans within 30 days.

Proper zoning, adequate architectural control, uses of land and types of landscaping are the phases of Rancho Santa Fe development about which it is proposed to throw legal restrictions, the object being to make it forever impossible to permit any activity or improvement in the project that might deteriorate values or make any neighborhood less desirable as a place to live.

Largely through the efforts of Mr. W. E. Hodges, the movement was started several weeks ago. The services of Mr. Charles H. Cheney, note city planner, were secured, and the first meeting of Rancho Santa Fe owners was held on June 11th.

Mr. Cheney is well known as one of the originators of the Palms Verdes Estates plan, and as an adviser to residents of Montecito, Riverside and other communities seeking to adopt a modern method of safeguarding community advantages.

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New Store Building at Rancho Santa Fe, further proof that Commercial Structures need not lack artistic merit.



Rehearsal in front of the old Osuna residence, now the home of Mr. and Mrs. A. H. Barlow, of "The Dreamer", a delightful play depicting early life at Rancho Santa Fe, given on June 17th by pupils of Aliso School, under the direction of Miss Betty Thomas, teacher.

Children of Aliso School Make Own Costumes For Play Depicting Story of Rancho Santa Fe

Rancho Santa Fe's juvenile dramatic talent found remarkably successful expression on June 17, when pupils of the Aliso school staged a pretty and interesting play, "The Dreamer," dealing with the early history of the Osuna grant.

The play was written by Miss Betty Thomas, versatile and accomplished teacher of the school, while costumes and stage settings were all made by the pupils themselves. Every pupil in the school had a part in the play, and even the most severe critics agree that the effort was a grand success.

The story begins with the life of the Indians. Then came the Spanish Osuna family. Then the Dreamer. From the earliest days, an Indian legend had it that Black Mountain, familiar eminence on what is now the Fairbanks-Pickford estate, contained great treasure. Not until the Dreamer came and showed the way was the nature of the treasure revealed. He showed that the treasure, and this was the denouement, was the prosperity and happiness produced by the bright sunshine and rich soil of modern Rancho Santa Fe.

Bobby Nelson took the role of the Dreamer. Every boy and girl in the cast portrayed the allotted part with a presence and finesse seldom found among such youthful actors. Virginia Voris as Cris-sorita, Ruth Fidero as Don Juan Osuna, Jean Attrill as the Spirit Child, Martha Voris as Dona Juliana Osuna and Kath-

ryn Maddox as Leandro Osuna all gave faithful interpretations. Wayne Morgan and Alletha Morgan as Mr. and Mrs. Hayes came in for much deserved praise as did also the Quis-see-i Indians, Beulah Attrill, Martha Voris, John Megrew, Vernon Fidero, Claire Boettiger, Mary Megrew, Doris Attrill, Mary Alice McCracken, Walter Attrill and Billy Boettiger. No less a hit was scored by the additional members of the Osuna family, Margaret McKittrick, Marjorie Attrill, John Megrew, Vernon and Beulah Attrill.

The stage presence and utter lack of self-consciousness on the part of the children of Rancho Santa Fe is a fine tribute to the ability and patience of Miss Thomas who succeeded in presenting with them a play with almost professional excellence.

Cover Crops Found Valuable For Orchards

Importance of cover crops in young orchards in increasing fertility, preventing erosion and retaining moisture in the soil has been clearly demonstrated during the past year at Rancho Santa Fe.

During the past winter almost the entire orchard area was planted to cover crop, technically known as mellilotus indicia. A remarkable growth was recorded, and it is estimated that many bad washes and erosions were avoided during the heavy rain season.

Last month, this heavy crop was turned with tractor implements, increasing the humus in the soil and giving the trees an abundance of food material.

The thrifty growth and luxuriant deep green of the foliage prevailing on the ranch is a strong testimonial to the efficiency of the practice.

Landscaping News

Mr. Charles S. Holcombe, a new buyer, has completed landscaping his property in Lot 6, Block 31 with ornamental planting.

Landscaping plans are being drawn for Mr. E. C. Cord, p. 8 and 7 in Block 9. Mr. Cord eventually plans quite an elaborate outlay.

Mr. George F. Balk has gone into extensive color planting among his eucalyptus trees. Another year will see a blaze of glory on Mr. Balk's property.

The Misses Wilson who have just recently purchased at Rancho Santa Fe in Lot 4, Block 27, and Lot 3 in Block 1, plan some little landscaping outlay with their newly acquired ranchita, anticipating their future home. They are building a sunken garden, planting Valencia oranges and will build this fall.

Mr. Barton Millard in Block 11, with a splendid view overlooking the lake, has accomplished much in an unusually short space of time and has demonstrated how fast lawns can be grown at Rancho Santa Fe.

1927 WITNESSES GREAT HORTICULTURAL DEVELOPMENT--400 ACRES PLANTING

Approximately 400 acres of new orchards, for 31 separate owners are being planted at Rancho Santa Fe this year. This makes a total of approximately 180 owners who are developing the horticultural end of their Rancho Santa Fe investments.

Some idea of the increase in activity along this line is indicated by the fact that May showed an increase of 50 per cent in the volume of work done by the U. L. Voris organization over any previous month. One year ago, three men were able to handle the bookkeeping of this organization whereas seven are now required. In May 170 workmen were employed by him and in June, 185. More than 800 work orders for development and maintenance were issued last month. This means that a new operation was started every 17 minutes of each working day. Some details of this year's orchard work follow:

Dr. John F. McKittrick's property has

been leveled and prepared for planting, but will be allowed to stand for about one year before planting, to thoroughly prepare the soil.

Mr. R. H. Millar's orchard is ready for planting. He is putting in five acres of avocados.

The first 125-acre unit of Douglas Fairbanks' orchard is ready, and will be planted by the third week of July. This will take approximately 8,800 trees. Mr. Fairbanks is planting Valencia oranges and straw fertilizer will be applied in every hole when these trees go in.

To date, 15,000 Valencia orange seedlings have been planted in the Fairbanks nursery. Mr. Fairbanks is planning to raise all the nursery stock for his plantings. This nursery is served by a complete overhead sprinkling system.

600 Valencia orange trees, or approximately 7 acres have just been planted on Mr. Shaffer's property in Lot 3, Block

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A bit of Rancho Santa Fe Architectural detail.



Bristol and Ewing orchards—one of the many beautiful vistas at Rancho Santa Fe.

The ENDLESS MIRACLE

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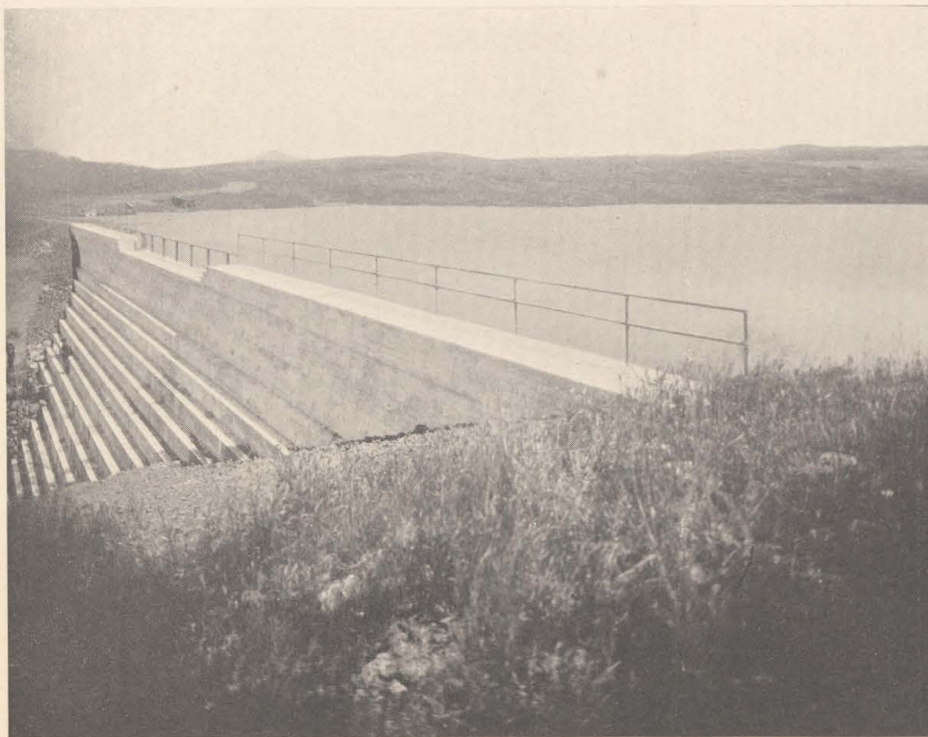
Mailed to any address upon request. Rancho Santa Fe-ans are urged to send in items of interest. Informal pictures of people engaged in pursuits or pleasures typical of Rancho Santa Fe life are especially wanted. Contributions should reach the manager's office not later than the fifth of the month.

With this initial issue of The Endless Miracle, the management at Rancho Santa Fe inaugurates a policy designed to keep all owners closer in touch with project affairs and to foster the spirit of progress that has advanced the community to such an enviable position in so short a time.

The most significant aspect of Rancho Santa Fe is that those who have chosen this spot as the seat of their permanent home have almost without exception entered into the spirit of the community's upbuilding with a splendid eagerness. All are inspired by a mutual desire to make this the loveliest place in America to live.

It is believed that this monthly recording of the progress made toward bringing to ultimate fruition this "endless miracle of California" will be interesting and helpful. Constructive criticism of this, our maiden effort, is cordially invited.

Mr. Robert Fairbanks has been at the Rancho since the last week in June, superintending the interests of his brother Douglas, who has extensive holdings here. Mr. Robert Fairbanks is convalescing from his recent serious illness.



Fairbanks Lake, built by Douglas Fairbanks and Mary Pickford for both practical and recreational purposes.

SALES DEPARTMENT PLANS TO OPEN DEL BOSQUE RESIDENTIAL AREA

Plans are now nearly complete for the opening by the sales department of a choice area of 75 acres in Block 37 for residential homesites. The tract, known as Del Bosque, is being subdivided into

areas of 1.6 to 4.5 acres. It is entirely covered with eucalyptus trees and offers superb home possibilities.

Nearly a mile of high pressure pipe lines has been laid so as to serve each



Looking west along Pasco Delicias where the residences have secluded gardens and patios in the rear.

tract with domestic water under pressure. There are about 25 lots in the area.

Prices will be higher than prevailing prices about the ranch, because of the installation of water mains and road work. In a great many instances the clearing of trees has been accomplished thus leaving a small obligation on the prospective buyer who wishes to take up his residence here in a minimum of time.

Weather at Rancho Santa Fe

A resume of the weather facts recorded at Rancho Santa Fe during June by A. R. Sprague, special observer for the United States Weather Bureau shows that last month was no exception to the rule of San Diego county's excellent climate.

There were 26 days with temperatures within the range of 67 to 74 degrees, and only two days cloudy. One day saw the thermometer at 75 degrees, two days saw it reach 80 and another day witnessed the mercury at 84, but for ten minutes only. Then it dropped to 72 and hovered within two degrees of that point for the remainder of the day.

Gentle sea breezes prevail every day. A little less than a quarter-inch of rain fell on the night of June 10-11.

GLADIOLUS EXHIBIT INTERESTS CROWDS

First public showing of more than 200 new and unnamed seedling varieties of gladiolus originated by A. R. Sprague, horticulturist at Rancho Santa Fe, took place at the Rancho Santa Fe school on July 2-3-4.

Although only one brief notice appeared in a single San Diego newspaper beforehand, the show room was crowded with delighted visitors most of the time, interested people coming from San Diego, La Jolla, Escondido and other nearby towns.

Besides the gladiolus shown by "Doctor" Sprague, some splendid seedling dahlias were exhibited by Mr. John White Jr. Mr. White also exhibited a big basket of the famous Sprague orchid gladiolus interspersed with acacia blooms and sprays of athel. Mrs. S. R. Nelson had charge of arranging the displays, which were frequently remarked upon for their artistic effect.

All flowers exhibited were grown at

Rancho Santa Fe, by the Rancho Santa Fe Bulb company. They constituted a splendid testimonial to the adaptability of Rancho Santa Fe soil to the cultivation of these wonderfully beautiful flowers.

Fruit Association Formed at R. S. F.

Formation of the Rancho Santa Fe Fruit Association for the purpose of providing marketing facilities for products of the ranch has been accomplished. Articles of incorporation have been filed with the secretary of state at Sacramento and a charter received.

Members of the board of directors are C. F. Pease, Ranald Macdonald, Harry L. Porter, C. A. Shaffer and Edward S. White.

A large acreage of avocado, citrus and deciduous trees will be in commercial bearing within the next year or two and it is planned to provide community packing facilities to take care of the crops. Affiliations will be made with the national marketing associations handling each type of fruit.

VISITORS COMMENT ON SPLENDID ROADS

Comparatively little damage was done to roads at Rancho Santa Fe during the heavy rains of last winter and aggressive maintenance work has brought the entire 52-mile system to top form. Scarcely a visitor ever comes to Rancho Santa Fe who does not comment on the interesting and picturesque roads.

Camino Viejo has had a rather dangerous corner eliminated near its junction with Linea del Cielo. A private road has been built to serve Mr. Barton Millard's property and has been surfaced with decomposed granite.

The new road from the end of El Sicomoro across the San Dieguito river bottom to the Fairbanks' property is now completed.

The widening of Los Morros in Block 24 and La Bajada in Blocks 24, 22 and 9 is rapidly nearing completion and will, when completed, make these into regular 40 foot roads.



Home of Mr. C. A. Shaffer, which has just been completed. The photographer has caught very accurately the charming effect of Rancho Santa Fe sunshine.

Horticultural Planting

(Continued from page three)

6, and he plans to plant an additional 4 acres during the next month, which will give him a total planting of about 55 acres, Valencias, avocados and lemons.

Among those who have planted avocados is Mr. Egerton Shore, who has planted an acre and a half to this subtropical fruit.

Mr. Vernon C. Bogy, of Los Angeles, has just added to his planting 373 Valencia orange trees, or about 5 acres, on Lot 7, Block 47.

Mr. J. O. Kirkpatrick, Lot 1, Block 46, has planted an additional 214 avocado trees.

Mrs. Ida Mattis Macdonald has planted 862 Valencia oranges on her property in Lot 1, Block 3.

Mr. Milton L. Maaq, who owns property in Lot 5, Block 14, just planted an orchard of 535 Valencia oranges.

Mr. E. R. Mullen has planted 322 avocado trees on Lot 5, Block 44, during the month of May, covering about four acres.

Dr. Ralph Opdyke has planted 2½ acres of walnuts in Lot 3, Block 5, and has supplemented these with an additional half acre of avocados, all in addition to his present avocado grove.

Mr. C. H. Morrill expects to plant about 4 acres of oranges and one acre of avocados during the coming month. Mr. C. B. Briggs also intends to plant during July.

Mr. Edward Liebe is planting 10 acres to Valencia oranges and 5 acres to lemons on his property in Lot 1, Block 20, bringing his total planting to about 20 acres, half lemons and half oranges.

Another who plans to plant avocados during the next month is Mr. P. G. Spriggs, who has three acres laid out in Lot 8, Block 29.

Mr. Arthur J. Delany will have about 2 acres of Valencia oranges planted in Lot 2, Block 12, during the coming month.

Mr. H. A. Davis is planting 2 acres of

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Lovely roses are distinctive features of the planting at the Carruthers residence.



The landscaping at the Richards residence reveals how careful planting enhances the beauty of a home.

Protective Restrictions

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Mr. Cheney was called upon in May of this year to give a review of this modern tendency before a joint meeting of the American Institute of Architects and the National Planning Conference in Washington, D. C. He is tacitly recognized as a leading American authority on the subject.

At the June meeting, he discussed the advantages of a home owners association over the formation of a municipality of the sixth class. The principal point in favor of the former is that only property owners are allowed a voice, whereas in the latter case voters without financial responsibility might conceivably dominate the situation adversely. In the case of a proposal to modify restrictions in any way, this might become exceedingly important.

A committee composed of D. M. Richards, Barton Millard, Ranald Macdonald, Briggs C. Keck, A. H. Barlow and S. R. Nelson was appointed to function with Mr. Cheney in working out definite covenants for the adoption of property owners. Details of the plan will be published in subsequent issues of this publication.

Horticultural Planting

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avocados and miscellaneous citrus trees

Mr. Norman Carmichael, who has approximately 30 acres of avocados, lemons and oranges, expects to plant seven acres to oranges during the next month, in Lot 3, Block 16.

Mr. C. A. Dunham, in Lot 10, Block 43, will plant approximately 4 acres to Valencia oranges during the next month.

Mr. E. S. Frenger is planning for 5 acres of avocados this coming month. Mr. Frenger already has 10 acres of avocados.

Mr. H. E. Ketchum, a contractor who has erected many buildings at Rancho Santa Fe, has laid out a vineyard of about one acre to augment his orchard of miscellaneous deciduous and citrus trees.

John E. Heston of Long Beach, recently purchased more than 50 acres on El Mirlo in Block 9, and has already authorized the planting of 20 acres to Valencia oranges. He will build a home in the near future.

J. T. Reed, manager for Douglas Fairbanks, has ordered the initial planting on his 150 acres of Rancho Santa Fe land. Valencia oranges were selected for the first area to be developed.

Building Activity

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the new unit is now ready for occupancy by Mr. C. H. Bristol.

Plans for the James C. Smillie residence are now nearly completed. The working drawings will be finished soon. Plans have also been started for the residence of Mr. and Mrs. Frank Coffin, whose property on Linea del Cielo is already being developed. Mrs. Coffin is famous on the stage as Pauline Neff.

3,000 Boxes of Lemons

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trees are more than three years old and most of them are only two. This heavy yield is surprising. Even the most experienced horticulturists regard it as being full of significance for all owners of Rancho Santa Fe orchards.

The first 1000 boxes have already been marketed and it is conservatively estimated that twice as many are still to be picked. Of the total, the 3-year-old grove of Mr. C. A. Shaffer is contributing 1000 boxes. The total production will make about seven carloads which will find their way into national markets from Rancho Santa Fe.

This year's crop is being marketed through the Escondido Citrus Union. Experts at the association have expressed astonishment at the high quality of the fruit. Present quotations are \$6.50 per box.

Mr. and Mrs. M. P. Snyder of Los Angeles were recent visitors.

A baby boy was born to Mr. and Mrs. Glenn Moore on April 12th. His name is Lundy and he is destined to become a landscape architect.

Mr. and Mrs. John Fleming write that Eaton Brothers' Ranch at Wolf, Wyoming, of which Mr. Fleming is secretary, is enjoying a very heavy tourist season. The Flemings hope to return to Rancho Santa Fe early in the fall.

Mr. and Mrs. D. M. Richards have left for Europe, where they plan to spend the summer. They are going via the Panama Canal and intend to return in September. Mr. Morgan Richards, their son, is spending the summer in Rochester, New York, where he plans to go to school next winter.



A glimpse of the office of Dr. John F. McKittrick, M.D., at Community Center. Dr. McKittrick, whose standing in the medical world is high, has recently moved to Rancho Santa Fe.

Mr. and Mrs. E. C. Cord have purchased an estate on Los Morros and have been frequent visitors at Rancho Santa Fe this month. Mr. Cord is a member of Hamilton & Cord, prominent advertising firm of Chicago.

Mr. and Mrs. W. P. Herbert, of Pasadena, who have holdings here, were down to look over their property. Mr. Herbert is a large automobile dealer in Los Angeles and is Pacific Coast distributor for Chandler cars.

Mr. and Mrs. William Williamson of Altadena were at Rancho Santa Fe recently, looking over their property.

Mr. C. H. Bristol, assistant general manager of the Santa Fe railroad, and wife have been at Rancho Santa Fe for the past month, stopping with Mr. Tom Bristol, pending the completion of their new home adjoining the present residence of the latter. Mr. and Mrs. Bristol have returned in their private car to their home in La Junta, Colorado, for the present.



Two restful, alluring spots at Rancho Santa Fe. At left, the "Enchanted Lane" through eucalyptus grove. Above, a corner of the terrace at La Morada.



Dr. Charles D. Lockwood of Pasadena, spent the Fourth of July holidays at Rancho Santa Fe.

Friends of the Ranald Macdonalds are enthusiastic over the new concrete tennis court which they recently completed.

Mr. C. A. Shaffer has completed landscaping about his residence and grounds. Mr. Shaffer's patio-terrace in particular is worthy of note.

Mr. and Mrs. Walter Attrill, and family, left for Saskatchewan immediately after the close of school, where they will spend the summer on their large ranch.

Mr. and Mrs. Campbell have just returned from a trip to Honolulu. The Campbells were among the first to build their permanent home at Rancho Santa Fe.

A. J. Ewing who owns a flourishing avocado and orange orchard near the Civic Center has just been appointed assistant to the General Manager of the A. T. & S. F. Railway.

Mr. Claud Terwilliger, president of the Terwilliger Grain and Elevator Company in Alberta, Canada, and now a resident of Rancho Santa Fe has just returned from an extended visit to his old home.

Hammond W. Whitsitt, a member of the American Institute of Architects, and a Rancho Santa Fe owner, recently opened an office in San Diego. He was formerly a prominent architect of Moline, Illinois. He plans eventually to build his home at Rancho Santa Fe and commute to San Diego.

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