

Rancho Santa Fe News

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Edited and Published by S. R. NELSON, Real Estate Broker

ANNUAL SPRING FLOWER SHOW SATURDAY AND SUNDAY, APRIL 24TH AND 25TH

With Quality the keynote, Rancho Santa Fe's Garden club will hold its eleventh annual Spring Flower Show Saturday and Sunday, April 24 and 25, in the Rancho schoolhouse. This year there will be living roses properly labeled, novel effects in color, decorative arrangements of fruit and vegetables, arrangement of flowers other than roses, mixed flower arrangements, various miscellaneous arrangements, and a special exhibit staged by the new Junior Garden Club. Dinner tables and more of the lovely flower pictures of Marion Macdonald, remembered from a former exhibit, will be shown in the club room in the postoffice building.

Under the leadership of Mrs. Norman Carmichael, president, the members of the Rancho Santa Fe Garden club and every resident of

Rancho Santa Fe have achieved in years past a standard of excellence in staging and flower arrangement which has made their exhibits outstandingly popular with visitors from far and near. Many
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GARDEN CLUB HISTORY

Having become in recent years a well known and active organization in southern California, the Rancho Santa Fe Garden Club today boasts of about one hundred enthusiastic members, and is planning soon to incorporate.

The club was organized in the spring of 1929, under the direction of Mrs. C. F. Pease, for the purposes of showing flowers grown by Rancho home-owners, and to pre-
(Continued on Page 4)

Wyvell Stock Farm Locates At Rancho

When Chester F. Wyvell and his wife, Gladys C. Wyvell, chose Rancho Santa Fe as the place to make their home, there was added to "the ranch" an activity which should be the forerunner of a most interesting phase of its development. Mr. Wyvell is a breeder of fine horses, specializing in that type of horse known as the "American Saddle Bred Horse." American men and women have for years been breeding this type of horse to bring out the finest qualities of good saddle stock. Trainers have patiently taught these horses various gaits best calculated for smooth riding comfort, both for man and beast. Pride of ownership has resulted in keen competition in horse shows; and now to many people a country estate is
(Continued on Page 4)



A view of the "lake" from the A. L. Wick garden

* * * * *
* This issue, with its
* print and better grade
* of paper, begins a new
* phase in the life of the
* Rancho Santa Fe News.
* In addition to the "For
* Your Information" col-
* umns on page 4, new
* regular features will in-
* clude month'y articles
* on architecture, orchard
* maintenance, landscape
* architecture and other
* professional practices of
* interest to home-owners
* in Rancho Santa Fe.
* Since the Rancho
* Santa Fe News is printed
* for your enjoyment and
* information, criticisms
* and suggestions for im-
* provement will be grate-
* fully received by Mr.
* Sydney Nelson, its pub-
* lisher. Extra copies will
* gladly be mailed to any
* person upon request.
* * * * *

Jamucha Ranch Survey Made By R. E. Badger

Efficiency of Rancho Santa Fe orchard maintenance has become well known in other districts, and Mr. R. E. Badger's organization has recently completed an orchard analysis for the owners of the large Monte Vista ranch, near La Mesa. Since factors here determining maintenance practices are comparable to those at Rancho Santa Fe, the following report is submitted by Mr. Badger:

During the depression years, the citrus industry, as a whole, went through considerable change. Prices declined to the point where only the most productive and best managed groves showed any profit or even paid for their maintenance. The low prices caused growers to analyze the costs from various angles, and in many cases operations were omitted or changed to the point where cost of production was decidedly decreased.

Since prices have recovered, most groves are again showing a profit; however, some are not, and many of the growers are calling for outside advice in an attempt to analyze their property and determine why they are not benefiting.

This was the case of the Monte Vista ranch. The grove consists of some twenty-five acres of young Valencias, and approximately sixty-five of Navels, varying in age up to forty years. There is also a small planting of lemons.

This ranch has good water rights and moderately priced water. The lift is not great, and the water is of good quality. In analyzing such a case, all factors must be considered, such as quality and cost of water; depth and type of soil, tree size and respective age, variety, drainage, disease, pest control, cultural practices, time, methods and amount of water applied, fertilizer, and all practices that have an ultimate effect on the grove.

Many factors were found to contribute to the lack of income from this property, the principal one being that Navels in the coastal areas do not mature in time to be put on the holiday market. They therefore must be marketed some time during February or March in direct competition with Florida, and Florida, being closer to the

eastern markets can sell at a profit, where California can not always do so.

This property also suffered due to the factor of economies being carried too far during the depression years. Pipe lines, etc., were not added where needed, pest control was not practiced in the regular manner, and the general lack of care caused the tree production average to drop to a point where the gross income would not cover the up-keep.

It is obvious that such a case calls for a revamping and expenditure to bring the grove into a good production, or abandoning the grove. In this case, the factor of changing variety necessitates interplanting, which is itself a very expensive undertaking. In this case it would have been better to consult some one well versed in the various factors affecting the citrus industry before this large planting was developed to this point. This practice is becoming more common as growers realize that they can profit by so doing.

SPRING FLOWER SHOW (Continued from Page 1)

larger shows are held within San Diego county, but those at "the ranch" are known among flower show fans as events of singular distinction.

Judging points will be as follows: (a) Specimen roses judged by the standards of the American Rose Society. (b) Rose arrangements judged for artistic effect and condition of material. (c) Miscellaneous flower arrangements judged for Distinction, Perfection of Arrangement plus condition of material. Awards will be made for first and second in all classes where there are sufficient entries.

Members of the Flower Show committee are: Staging, Mrs. Norman Carmichael, Mrs. O. Rey Rule, Mrs. R. H. Millar, Mrs. Ranald Macdonald and Mrs. S. R. Nelson. Roses, Mrs. T. L. Carothers and Mrs. H. L. Porter. Hospitality, Mrs. W. A. Bechberger. Tickets, A. L. Wick. Junior Garden club and clerks, Mrs. S. R. Nelson, Miss Helen Brunson, Mrs. G. S. Harris and Mrs. Maitland Bakewell.

WHY WE CAME TO RANCHO SANTA FE

By MORRIS AND CATHERINE TOWNLEY

We came to Rancho Santa Fe by accident, and remained by design. In a manner of speaking, we came to scoff and remained to pray. When we left Chicago, we knew nothing of Rancho. We came to San Diego with a view to finding, somewhere in Southern California, a Little Gray Home in the West. In the observation car en route, we happened to see a booklet containing views of Southern California. Our fancies were taken by a picture of the old Osuna house now occupied by Bing Crosby. Thus we became curious concerning Rancho Santa Fe. We really expected to locate in La Jolla, but before making a final decision, concluded to look at Del Mar and Rancho Santa Fe. We drove into Rancho over the high road from Solana Beach, and were immediately impressed with the loveliness of the hills and valleys. We were equally impressed with the charm and simplicity of the community center and La Morada. And so we reserved rooms, and concluded to explore further at Rancho.

Our surrender was speedy and unconditional. It was impelled by the scenery, the vegetation, and the climate, aided by the persuasiveness of Mr. Clotfelter and the enthusiasm of John Burnham, who, as we understand, is Rancho's No. 1 booster. Of course we were enormously attracted by the delightful opportunities for horseback riding afforded by the neighboring country. Last, but far from least, we were impressed by the facilities for living in the country, surrounded by modern conveniences. We were also delighted by the absence of hot-dog stands, trailer camping grounds, and conspicuous advertising, such as disfigure certain other communities along the Pacific coast.

Eleven days after our arrival, we purchased a lot and enlisted the architectural services of Miss Lilian Rice. Our house is now under way, and we hope to stay in Rancho Santa Fe forever.

Final details of the contract for the new home of Mr. and Mrs. George N. Peek are being worked out, and work will begin soon.

WHAT OUR HOMES SHOULD MEAN TO US

By LILIAN J. RICE

Our southern California is so filled with many kinds of people, different as to training, occupation, religion, income, nationality and taste, that it is no wonder there are so many kinds of homes. No one plan or treatment could possibly be suitable for all.

The first requirement is to make the home livable, even before the general appearance is considered. And the finished structure is unlike a musical composition or a piece of literature, in that it can not readily be discarded if it fails to qualify by its own merits. It becomes an unavoidable expression—so prominent that it can not be ignored by those who pass by its door and so permanent that it remains for all to see as long as it has an economic value. For such reasons it should be the stimulus for much thought and consideration before it is built.

The pioneer's instinct was to provide a shelter from the elements, wild beasts and the enemy and in his attempt he was limited by the materials and tools which were at hand. As a result of that very honesty and directness an unmistakable fitness and charm usually developed. There soon followed, however, a conscious effort on his part to combine its essential usefulness with beauty.

Our present speed of progress by machinery has done everything but

stabilize our habits and our modern home. Some classes of the old countries are still content to use the same type of costume year after year and the houses, well built and simple, are proudly handed down from father to son. In contrast, our present love of progress and change demands a new style of clothing or house with each coming year. Even so, the modest home may still have as much or more recognized charm than the more expensive and elaborate one.

In general, a home does represent a species of language. It reflects the story of the life and habits of the people who live within its walls, the material that was available at the time of the building, the tools that were used and the taste of the builder. "Going through a house" is a pastime like reading an article in a magazine but its composition and the owner himself is viewed with a critical eye. More often is the question asked "why did they build that kind of a house" than the comment made "what an attractive and convenient plan, I should like to live there."

Always will it be one of the human desires to live in surroundings which the individual chooses and likes—a place which combines conveniences with a pleasing appearance—and, if he is in a measure satisfied with the results, he proudly calls it "HOME."

Home Services Listed

Local Rancho-ites can skip this one. It is for the benefit of readers who might plan to locate here. The prospective home builder naturally is concerned with the problems of household service, market facilities, etc. Therefore as a matter of assurance respecting those necessary services, let us enumerate.

Electrical service is available for lighting, cooking and heating, generally without connection costs; in some cases with a moderate charge for line extension. There is a local telephone exchange in the village, and extensions are easily arranged.

An excellent grocery store, handling fresh meat and vegetables,

provides prompt delivery service, and is supplied daily with fresh milk from Mr. Jack Sprague's dairy.

A garage and service station are able fully to accommodate the motorist's needs; and all forms of gardening and rubbish-disposal are provided by Mr. Ola Johnson.

The laundry man, the milk man, the ice man, all make regular deliveries to local residents.

With one of the finest prescription departments in southern California, Mr. W. B. Kurtz operates a sanitary, modern drug store on the coast highway at Solana Beach, five miles from Rancho Santa Fe.

Occasional meals out can be found in the village fountain lunch, recently under new management, and in La Morada, Ranch Santa Fe's hotel, where your extra week end guests will find comfort and hospitality.

W. J. Kirk Purchases Extensive Holdings

Most important of the real estate transactions during the past month have been the purchases by Mr. W. J. Kirk, of Beverly Hills. Starting with the acquisition of 1,000 acres of valley lands from Mr. L. Conrad, on which he has begun farming operations, Mr. Kirk has added lots 5, 6, 8, and a part of 7 in block 14, and lot 6 in block 43 to his holdings. A deal for the C. F. Pease property is now in escrow. Thus Mr. Kirk will have a fine residence, three orange groves, a lemon grove, a walnut grove and residence site; and his holdings are second in size only to the S. F. L. I. Co. properties. Mr. Kirk, we welcome you most heartily to Rancho Santa Fe!

Other sales of interest are: A 36 acre estate, with orange grove and residence buildings to Mr. Walter L. Durant. This property was developed originally by C. A. Shaffer. Mr. Brian Curtis has purchased a 30 acre estate for his future home, which property was recently acquired by Charles L. Nelson, of Los Angeles, and sold by him to Mr. Curtis. Mr. Nelson has bought a portion of lot 4, block 17 from Mrs. A. B. Harlan. A deal is pending for the sale of lot 5, block 17.

Mr. Norman W. Menzies, of San Francisco, has purchased a portion of lot 3, block 27, formerly owned by C. L. Briggs. Mr. Menzies has let a planting contract for this property.

Other negotiations are pending, but have not yet reached the stage where they can be announced. It is rumored that one deal will carry with it the construction of three new residences.

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March Sales Up 34%

The "Real Estate Barometer," compiled by the Southern Title and Trust company of San Diego, shows that sales in the coastal region from Del Mar to Oceanside, including Rancho Santa Fe, have increased 34% in March over February, and 26% over March, 1936. Average increase in San Diego county of March this year over last year has been 20%.



For Your Information

Editor's Note:—Confusion exists in the minds of many property owners as to jurisdiction over various local affairs. To clarify this we submit the following information:

The Park and Recreation Board has jurisdiction over all parks and properties owned by the Association including the Golf Course. It also has control of all ornamental tree plantings within 25 feet of street lines.

The Art Jury passes on all plans for buildings and also on resubdivision of properties.

The Association Board of Directors has jurisdiction over all other matters in connection with the covenant.

The Maintenance District Committee has jurisdiction over the public high-ways, planting and trimming of trees therein, signs, etc.

**RANCHO SANTA FE ASSOCIATION
Officers and Directors**

- President Barton Millard
 - Vice President Glenn A. Moore
 - Directors—R. E. Badger, L. L. Fox, J. C. Smillie.
 - Secretary S. R. Nelson
 - Building Committee S. R. Nelson
- PARK AND RECREATION BOARD**
M. E. Harrison, A. B. Wells, Clifton Williams.

ART JURY

- John Burnham, I. J. Rice.
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Secretary-Manager D. M. Bakewell
Assessor and Tax Collector W. A. Bechberger
Deputy Sheriff Albin Pelko
Telephone Rancho Santa Fe 3411.

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 * towards publication costs from *
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 * the Rancho Santa Fe grocery *
 * store. *
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**GARDEN CLUB HISTORY
(Continued from Page 1)**

serve and develop the natural floral beauty so characteristic of Rancho Santa Fe.

The first Spring Flower Show under Garden Club auspices featured, as in several earlier shows at Rancho Santa Fe, the famous seedling gladiolus blossoms of Dr. A. R. Sprague. In 1930 additional features were fruit displays and conducted caravans through many private residential gardens.

In 1932 the Garden Club was re-organized under the leadership of Mrs. Norman Carmichael, who has successfully directed the club ever since. In addition to its regular spring show, 1932 activities included setting aside a small park area for a "Wildflower Sanctuary," where all forms of native growth can be preserved and cared for. Also in 1932 the Rancho Santa Fe Garden Club became a charter member of the California Garden Club Federation.

The 1933 Spring Flower Show attracted particularly wide attention throughout the southland. At the historic old Osuna hacienda, now owned by Mr. Bing Crosby, nearly two thousand visitors came and were conquered by the flowers and Rancho Santa Fe's natural beauty.

In 1934 conducted tours to private gardens and spots of interest were again a feature of the annual Spring show, which had by this time expanded to include many types of rare and beautiful flowers, all grown in Rancho gardens, and a wildflower display sponsored by the children.

Two important first prizes were won by the Garden Club in 1935, for their exhibits in other shows. First prize was captured for roses exhibited at the California Pacific International Exposition in San Diego; and first prize for fruits and flowers arranged at the fall show of the San Diego Floral Association.

Last October the club again made use of its flower stand for a display in the horticultural section of the San Diego county fair—winning first place in the garden club class, and the substantial prize of one hundred dollars.

Last Mattoon Cloud Goes

It has generally been announced that Rancho Santa Fe has disposed of its Mattoon Bond obligations. This has been true with a slight reservation. When the Bond settlement was effected, there were three bonds outstanding which could not be located, and they were not included in the "pay-off." These bonds will mature next year, and are still a lien against the Mattoon district. However a part of the tax money collected from the district has been "ear-marked" for taking care of these bonds, and the Union Title Insurance company of San Diego has announced that it will issue policies of title insurance on Rancho Santa Fe properties on which taxes have been paid in full to date, showing the property to be free of any Mattoon bond incumbrance.

**WYVELL STOCK FARM
(Continued from Page 1)**

not complete unless it has several of these beautiful animals.

And so when Mr. and Mrs. Wyvell, experienced in the breeding and training of fine saddle stock, chose the original home of old Don Juan Maria Osuna as the location for their stock farm, Rancho Santa Fe owners received a valuable addition to their ranks.

Stables and paddocks have been erected, and the 50 acres of grazing land fenced in. Negotiations are in progress for additional lands adjoining the present holdings. Mr. and Mrs. Wyvell formerly lived in Sierra Madre, and also maintain a place at Palm Springs.

JUNIOR GARDEN CLUB

The Junior Garden Club of Rancho Santa Fe, suggested by the children themselves last autumn, has taken definite form for future work by electing officers and passing a resolution to co-operate with the Rancho Santa Fe Garden Club in every way possible for a successful Spring Flower Show this year.

The junior club has been sponsored by Mrs. S. R. Nelson with the assistance of Miss Helen Brunson, grammar school instructor.

Sec. 562, P. L. & R.

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