

# RANCHO SANTA FE PROGRESS



VOL I

MAY 1928

NO XI



A new attractive photograph of hospitable La Morada

## Cheney Explains Covenant at Home Owners Meeting

On Monday, April 30th, the property owners of Rancho Santa Fe held an open meeting to discuss the Rancho Santa Fe Protective Covenant. There were present nearly all of the resident owners as well as quite a number of the non-resident owners living in San Diego and in Los Angeles and vicinity.

The meeting was called to order by Mr. Ranald Macdonald, president of the Rancho Santa Fe Association. Mr. Nelson, as Secretary for the Association, acted as Secretary of the meeting.

After a brief introductory speech, Mr. Macdonald introduced the speaker of the evening, Mr. Charles H. Cheney, eminent city planner, who has been for the past nine months collaborating

with the committee of property owners who were chosen to draft the covenant.

Questions on the technical points of the covenant were raised by various owners present and were answered by Mr. Cheney. In discussion of the general effect of the covenant on the project, some difference of opinion was expressed as to its desirability for the man engaged in horticultural development, the principal objection being to the taxes on horticultural property, which, Mr. Cheney then explained, could not be more than \$8.71 per acre, under the covenant.

Mr. Cheney explained to those present that the covenant was designed to perpetuate restrictions and to provide for a medium of self-government; that

in his judgment, and in the judgment of the committee who drafted the covenant, there was as great a need for restrictions for horticultural property, and also for road improvements in the outlying districts, as there was for a purely residential community.

The meeting was entirely given over to the discussion of the covenant, and no resolutions were offered or passed relative to this document.

Although the covenant provides for the election of only one new director at the next annual meeting, it is the understanding of the present board of directors that a full new directorate will be elected by the members of the association at this meeting. It is also the feeling of the present board of directors that the present policy of having two of the three members of the art jury resident owners, who serve without compensation, should be continued.

## CHAMBER DISCUSSES FRUIT MARKETING

The San Dieguito District Chamber of Commerce held its regular membership dinner meeting Thursday evening, April 19th, with Rancho Santa Fe the host.

Dinner was served at the Voris construction camp, which was artistically decorated with eucalyptus boughs. The long tables were decorated with huge bouquets of beautiful flowers, and a softened lighting effect was obtained by placing candles at the ends of the tables.

A large number were present to enjoy the very excellent dinner prepared by Mrs. W. A. Bechberger, Mrs. J. W. Marshall and Mrs. H. L. Porter, served in true Southern style.

President E. S. White presided at the business session. The minutes of the previous meeting were read by Secretary W. A. Bechberger, and were approved as read. Several new members were reported by the Membership Committee.

Mr. K. Q. Volk, of the firm of J. B. Lippincott of Los Angeles, engineers for the Santa Fe Land Improvement Company, gave a concise report on the Lake Hodges reservoir and system, its construction and maintenance. The committee in charge of the improvement of the road from Rancho Santa Fe to the coast reported that this work had been completed.

Mr. Crosby of the California Avocado Association gave an illustrated talk on the growing of avocados and the method of marketing, the need of an association, what had already been accomplished and what would be required in the future, with interesting side lights on the grading of fruit as to size and quality. Avocados, he said, should not be bruised, scarred or spotted underneath the skin; should have a certain oil content and should be tested as to proper ripeness for market. There being a difference of two months in the time of the ripening of the fruit in the various districts, care in its handling and in methods of advertising to get the product before the public should be exercised in order to obtain the best prices.

Mr. Crosby went on to say that the avocado of today is a luxury, but that the present high price would not always continue. The fact that capital is always eager to invest in whatever brings the highest financial returns, and that the present high market price has brought an almost unlimited amount of capital to the industry, has made it evident that an overstocked



A view on the terrace of the Coffyn home showing outside stairway to roof garden

market and the inevitable drop in prices will result from the increased production of the more mature groves and the tremendously increased acreage, unless better methods of handling and disposing of the crop are devised. This pointed out, the speaker emphasized the imperative need for the development and support of the organization which will be ever more necessary to stabilize the market and create a demand for this new fruit.

Mr. Paul Armstrong, Assistant General Manager of the California Fruit Growers Exchange, also advertising manager, gave a very interesting report on the work of that organization, its purpose, future outlook and what it had already accomplished.

In part, Mr. Armstrong stated that the problem of disposing of the orange crop dated back as far as 1877.

Mr. Armstrong told of the first type

of marketing—the buyer system—then of the consignment method, and lastly of the co-operative exchange of today. The great problem yet to overcome in marketing, he proceeded, is to have the right quality at the right place at the right time, a result that can only be attained by an association constantly in touch with every market and condition all over the United States.

The laws of supply and demand, the speaker pointed out, are the determining factors in the price of citrus products, as with any other commodity, and the demand is made by creating desire on the part of the consumer. Thus there must be judicious advertising, taking into consideration the location of the various markets, conditions of extreme cold, and again, of extreme heat and many other pertinent factors.

In closing Mr. Armstrong told of (Continued on Page Six)



Architect's sketch of Hunnewell home and in upper right a photograph of a clay model of the grounds.

## HUNNEWELL HOUSE PLANS ANNOUNCED

Plans have now been practically completed for the magnificent new home of Mr. and Mrs. H. H. Hunnewell.

It will be somewhat more formal in both house and grounds than anything yet attempted at Rancho Santa Fe. Plans are being worked out by W. Paul Loveland of Pasadena.

The house itself will be of Italian villa type, the central portion two stories in height, with wings at each end one story high with flat topped roofs covered with tile to form charming terraces which can be used for dancing and entertaining. The length of the house extends for a distance of 120 feet around the "U."

The central portion of the home will be given over to a large living room with triangular entrance at one end and a radio room at the other. Beyond the living room in one wing will be found guest chambers and baths, and in the other wing will be found dining room, breakfast room and cor-tile. Off of these will be the kitchen, servants' quarters, service yard and other elements of the menage. Beyond these somewhat down a slope of the

sightly knoll on which the home will be built will be found a 4-car garage.

Upstairs will be a very large master bedroom with an elaborate complement of dressing room, boudoir, bath, closets and study. A private staircase will lead from the radio room below to the study.

The formal entrance will face approximately towards the ocean. The formal gardens in the rear of the home will sweep down the hill towards the Olivenhain Valley.

The windows of the living room, guest rooms, dining room and breakfast room will look out upon this garden to which one descends down a few broad steps extending along the house.

A fountain will occupy a central position near the home, near which on the spacious lawn will be found a putting green and a badminton court. From the fountain a walk will descend down the slope with frequent steps to break the descent. This walk will be lined with Italian cypress trees and a small rivulet will connect up with another fountain lower down. This detail is to be finished after the formal

gardens found so frequently in France and Italy.

As a part of the grounds of the Hunnewell estate there will be a tennis court and swimming pool, with elaborate planting between them half hiding a shower house. The swimming pool will be of irregular oblong shape. By the ingenious use of a sandy fringe and clever planting it will be made to seem a natural part of the landscape.

The color of the stucco of the house itself will be oyster white and the roof will be of red tile. Grounds will be further beautified with Italian umbrella trees and other old-world shrubbery and a hedge of cypress will surround the entire Hunnewell gardens.

Charles H. Cheney who has just completed laying out the estates in Block 18 and Block 26, surrounding the golf course, will represent Rancho Santa Fe at the National City Planning Conference at Dallas, Texas, May 7th to 10th. He will explain the operation of the Rancho Santa Fe Home Owners' Covenant.

## Flower Show in June

The second annual Rancho Santa Fe flower show will be held at the Rancho Santa Fe school and grounds on June 15th and 16. The exhibit is sponsored by the Rancho Santa Fe Bulb Company and will be under the able direction of Mr. A. R. Sprague.

Besides exhibits of Dr. Sprague's gladiolus, including the famous orchid gladiolus, there will be many other displays of various flowers by property owners at Rancho Santa Fe.

Last year's flower show was pronounced a huge success.

Paul Armstrong, assistant general manager for the California Fruit Growers Exchange, and Leigh Crosby, advertising manager for the California Avocado Growers Exchange, both of whom gave such interesting and valuable talks at the meeting held by the San Dieguito Chamber of Commerce, at Rancho Santa Fe recently, made it a point to be at the Rancho early in the day in order to afford themselves an inspection of the project. Mr. Armstrong and Mr. Crosby expressed themselves as surprised and pleased with the quality and the state of development of the various orchards on the properties. Mrs. Paul Armstrong and her mother Mrs. Sherwood, accompanied Mr. Armstrong on his visit to Rancho Santa Fe and were entertained by Mrs. J. W. Marshall. That they might not be outdone by the men, Mrs. Marshall gave these ladies a thorough inspection of the project, in the course of which they visited the home of Mr. C. F. Pease, where they were entertained by Mrs. Pease.

Mr. J. W. Marshall, superintendent of maintenance for the U. L. Voris organization, states that the Valencia orange stock will be late in hardening this season, owing to the cold weather and late season in Orange County, where all of the nurseries are located. These conditions prevent the digging of the nursery stock as early in the season as usual. However, this stock should be ready in plenty of time for planting in June, which is considered a very favorable month.

Mr. and Mrs. Barton Millard and family, over the week end of April 22nd, made an automobile trip into the desert country in the southern part of the state. The party went first to Los Angeles and then proceeded into the desert, visiting Coachella Valley and stopping overnight at the Desert Inn.

## Little Red Heads

Twittered greetings in my garden. . . .  
Linnets. . . . come for their summer stay,  
Flitting softly. . . . leaf-gray shadows,  
Busily emptying the bread-crumbs tray.  
Scattering nest twigs over my sidewalk;  
Choosing to live 'neath my low tiled eaves;  
Bringing the sparrows to search 'mongst my seedlings,  
Lunching with them on my wee pansy leaves.

Sing, little linnets, your songs of the sun-drops,  
Lend us your music so brave and gay;  
Match your bright heads 'gainst the glow on the tree-tops,  
Spring red crowning eucalyptus gray.  
—Ruth R. Nelson.

On Sunday, April 29th, Pauline Neff Coffyn entertained a few of her friends at a luncheon, at her home on Linea del Cie'lo. In the afternoon the guests played tennis. On the same day, a number of the more earnest devotees of the game were guests at the San Diego Country Club in Chula Vista, where they matched racquets with some of the members of the tennis team of that club.



Somebody must have said "Relax!" Max Behr and Ted Reed are hard at it, anyway.

On Monday, April 16th, Mrs. James C. Smillie entertained at a bridge luncheon at La Morada. There were six tables of bridge. A very pleasing luncheon was served. Special decorations were provided for the affair.



The Harlan home near the Civic Center



Showing what less than three years' growth of trees and shrubbery will do to a home

## Landscaping Works Wonders

To transform a barren patch of land into a homesite requires more than the mere erection of a house upon it. . . Especially true is this at Rancho Santa Fe where practically every site is located on the crest of a view-encompassing knoll, and on which place—from the standpoint of both occupant and on-looker—the newly completed house rests in a somewhat awkward manner. It is only after landscaping has been placed successfully under way around a house that the dwelling itself becomes really a part of the hill upon which it rests.

The accompanying photograph of the E. S. White residence on Lago Linda represents to a marked degree what is meant by the preceding statement. In the fall of 1925, when the dwelling had just been completed, no portion of the planting shown in the photograph had been even started. But in the comparatively short period of two and one half years, under the personal supervision of Mr. John White Jr.—who in the East was for many years a landscape architect of note—the splendid development shown has been accomplished.

"Daddy" White, as he has come to be known throughout the Rancho, avers that of all the landscaping work he has done—from the planning of bridges to the laying out of entire municipal parks—his accomplishment

at Lago Vista has given him the greatest pleasure. "When I think of the practically barren hilltop with which we started," he remarked, "it certainly pleases me the way our plantings have forged ahead."

The elements of proportion, color, fragrance, and foliage have all been given due consideration in the landscaping scheme. Each nook of the exterior of the house has been enhanced in beauty by the planting of some appropriate tree or shrub. In the place of grass, the terraces are carpeted with broad stretches of Ivy Geranium, whose delicate pink blossoms, interspersed with the blooms of blue Vinca, provide an unusually spacious and pleasing sweep of lawn color. The fragrant odors of numerous varieties of evergreen shrubs, mellowed by the soothing aroma of several specimens of acacia, constantly fill the air. The rose garden in the rear, and the patio garden to the south of the house, with their respective abundance of interesting hybrids, and display of rare plants—which include the fascinating *Chorizema llexifolia*, the fragrant Orchid Tree, the delicate *Feramoia Splendens*, and several others provide a kaleidoscope of color and beauty of which the eye never tires.

The various scheme present on the White estate is unique. . . . such a development naturally is almost bound

to be. But to know that at the present time practically every other residence on Rancho Santa Fe is undergoing some similarly unique plan of landscape work is a fact as interesting and as gratifying as any which here have been mentioned. The owners at Rancho Santa Fe know truly the secret of beautifying the exteriors of their homes with appropriate interesting plantings.

### CHAMBER DISCUSSES FRUIT MARKETING

(Continued from Page Three)

the work already in progress for disposing of the coming crop and painted a very promising picture for the future of the orange market.

The meeting was brought to a close with the inaugural address of President White. This meeting was the first at which Mr. White has presided since his election. The new president made note of the improvements in each of the various communities in the District during his absence from this section and of the very remarkable progress of the Chamber of Commerce.

Mr. L. W. Fox, horticultural inspector for San Diego County recently visited Rancho Santa Fe and gave the orchards a thorough inspection. Mr. Fox keeps an accurate check of the conditions of the orchards in northern San Diego County, looking out for various orchard pests, etc.

## Larrick Home Is Begun

Permit has been issued and work now begun on the 2-story Monterey type house of Mr. H. G. Larrick of Encinitas, who will hereafter make Rancho Santa Fe his home. The house was designed by Miss Lillian J. Rice and a study of the plans indicates that it will possess unusual charm.

Since Mr. Larrick is engaged in the lumber business it is considered that his choice of materials should provide something of a guide for others who intend building.

Notable features of the Larrick residence are a long balcony along one side of the second story, a hand-split shake roof and Philippine mahogany floors in the living room.

The beam work and trim in the living room are to be of wire-brushed redwood finished in antique. There will be an attractive fireplace of hard-burned brick. A part of the walls of the living room will be paneled with redwood and these will fit in with the built-in book cases. There will be an oil burning heating plant.

Upstairs there will be 3 bedrooms and 2 baths with a sleeping porch constructed in such a way that a part of the roof of the home shelters it from the roadside. The Larrick residence is being built at the east end of the Civic Center.

## Restrictions Praised

In a recent article contained in a weekly letter of the Eberle Economic Service, in which the various high-class residential communities around Los Angeles are discussed, restrictions and architectural control are emphasized as being of great importance.

Mr. Eberle recently made a careful analysis of prices, environment, topography and other factors affecting ten of the principal subdivisions around Los Angeles. Among other things he says:

"To effectively guarantee that restrictions are going to be permanent, or continue as long as necessary, it is highly essential that some means be provided for the enforcement of the restrictions by an individual or a corporation, whose duty it is to see that these restrictions are complied with."

"One of the best systems of restriction enforcement is where each lot in a district has a vote in a home owners' association, and where a definite portion of the tax money is set aside for the supervision and maintenance of restrictions, and where a two-thirds vote is required and a limited time is given to make any changes in use."



A wonderfully attractive glimpse of details of the Richards home

## Fruit Yield Promising

The lemon production at Rancho Santa Fe for the first three months of this year was nearly ninety-seven percent as great as the entire pickings for the year 1927. The lemon orchards as a whole are showing very remarkable growth and for orchards of only three or four years of age, have caused very favorable comment from the various citrus experts who have inspected the groves at Rancho Santa Fe.

During the month of March, 650 boxes of lemons were picked from the various orchards. This, following within four weeks of the February picking, which yielded about 1200 boxes, is a very remarkable record, considering the age of the trees.

The demand for avocado fruit from our growers by the California Avocado Growers' Association this season has been much greater than could be supplied, all of which gives the owners much encouragement for the future market of the fruit, which will increase in production each year. The oldest of the avocado trees planted on the Rancho are hardly four years old, and for trees of this age, the production has been greater than had been anticipated.

The following owners have added deciduous plantings in their orchards during the spring:

Dr. V. W. Baker, Mr. H. C. Carpenter, Dr. Ralph Opdyke, Mr. David L. Fairchild, Mr. H. E. Ketchum, Mrs. A. S. Remsen, Mr. Barton Millard, Mr. Robert A. Pawling, Mr. J. T. Reed, Mr. James C. Smillie, Mr. R. M. Wallingford, Mr. Charles D. Wiman.



New view of the grounds of the old Osuna home recently purchased by Arthur K. Loomis, who expects to restore the home

## LOOMIS ACQUIRES OLD OSUNA PLACE

Active work on reconstructing and renovating the ancestral home of the Osunas, recently purchased by Mr. Arthur K. Loomis of Pasadena, is now under way.

This beautiful and historic old place is to lose none of its color or charm in the renovation. Mr. Loomis is one who respects the romantic aspect of things and his plans call for retaining and magnifying those elements of this estate which the mellowing effect of time has made valuable.

The adobe-walled home of the Osunas is to be retained and modernized.

It will become one wing of a beautiful, modern two-story residence now being designed by Reginald Johnson, noted architect of Pasadena. The plans for the house, which will be of the Monterey type, are not yet ready for publication. The present wings to the adobe structure built of lumber in comparatively recent years will be eliminated. Likewise the barns and other out-buildings are to give way to more modern and more artistic structures.

All the important elements of the gardens and grounds are to be retained and their charm is to be increased by new planting and diligent care. This

will without doubt become one of the loveliest estates in all California. In a great many aspects it possesses qualities which only California's colorful background can impart.

Mr. Loomis plans to make use of the 36-odd acres which surround the Osuna homestead largely for the breeding of fine saddle horses. As soon as he can finish construction of his new stables he will bring two carloads of horses from Kentucky, and it is fair to assume that his establishment at Rancho Santa Fe will form the basis of one of its most important future activities

2025.005-010

N-370