

# Rancho Santa Fe News

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

## INAUGURAL RACE MEETING AT DEL MAR IS ACCLAIMED GREAT SUCCESS

### \$100,000 Daily Take



THE F. W. JOERS BUILDING AT THE CORNER OF LA GRANADA AND PASEO DELICIAS, RECENTLY REMODELED. THE CORNER OFFICE IS OCCUPIED BY F. W. JOERS AND S. R. NELSON, REAL ESTATE BROKERS

A great success! Lots of color, exciting races, famous names and thousands of happy fans have been the order of every day at the races at Del Mar all this month. Starting with a bang of 32,000 fans the opening week end, the meet has maintained a high level with a daily average of nearly \$100,000 going through the pari-mutuel machines.

Honorary stewards, famous guests of honor, colorful presentations all add to the extra excitement which makes the Del Mar meet unique. Number one guest of honor was Dixie Lee (Mrs. Bing) and she has been followed by Mrs. Pat O'Brien, Mrs. E. E. Fogelson, Barbara Stanwyck, Gertrude Nielsen, Mrs. Walter Connelly, Mary Carlisle, Gertrude Michael and Paulette Goddard.

#### Honorary Stewards

Honorary stewards are chosen each day and they have included Oliver Hardy, W. C. Fields, Pat O'Brien, Charles Butterworth, Dick Powell, Lee Tracy, Wesley Ruggles, Charles Ruggles, and Edmund Lowe.

As a matter of fact the famous people down here would steal the show from the horses if the horses didn't put on such a good show themselves. The races are high in quality, close and exciting to watch.

The newsiest string of horses at Del Mar is owned by E. E. Fogelson, of Dallas, Texas. Mr. Fogelson owns only grey horses, and his Grey Count, winner of the San Diego inaugural handicap, is one of the finest stake horses in the country. Other owners and their horses at Del Mar include William Morgan and his The Fighter, nom-

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## San Diego County Fair At Del Mar, Aug. 7-15

Fifty thousand individual entries are expected to compete for the \$50,000 in cash prizes offered August 7-15 inclusive at the San Diego county fair at Del Mar.

Feature of the fair will be the nine-day racing meet of harness and running horses. There will be pari-mutuel betting and seven races daily, including Sunday.

A live stock show of nation-wide importance, individual contests, a junior fair, four acres of mid-way shows, horticultural and floral displays—in fact, the works—will all combine to make this fair the best in the southland.

## GEORGE N. PEEK LETS CONTRACT FOR CONSTRUCTION OF RANCHO SANTA FE HOME

George N. Peek, former head of the A. A. A., has let the contract for construction of a fine residence near the just-finished home of Mr. and Mrs. L. R. Wallace. Mr. Peek is well known in political and business circles, as he has written several articles for the Saturday Evening Post, and is a director of a large middle-western manufacturing concern of agricultural implements. He came to Rancho Santa Fe several months ago.

Mr. and Mrs. Peek will live at hotel La Morada while their new home is being built.

The Rancho Santa Fe News is published monthly by S. R. Nelson and F. W. Joers. T. S. Reed, Assistant Editor.

Detailed information regarding Rancho Santa Fe properties and rentals can be secured by writing Nelson & Joers, Rancho Santa Fe, Calif. Extra copies of this issue will be mailed upon request.

#### LET'S HAVE SOME ROAD SIGNS

We try to please everyone without being saccharine, and so far we haven't attempted any particular ax-grinding. But it gets tiresome having a place like a store or a gas station or a real estate office, where people constantly come in wanting to know how to get to John Jones' house or the golf course, or Bing Crosby's or Douglas Fairbanks' or even the race track, when they've come right by it, and probably can't follow our directions anyway.

So let's have some road signs that anybody can understand and follow. They would certainly be convenient for visitors as well as all of us.

#### LARGER HOTEL NEEDED

The Rancho Santa Fe News has long felt that there is an urgent need for increase of hotel accommodations in Rancho Santa Fe. This was emphasized during July when dozens of people were turned away from Hotel La Morada, when rooms in private homes were rented and at a premium. The News believes the time is ripe for the construction of additional hotel accommodations, either this through enlargement of the present hotel or through a separate establishment or both.

One solution might be found in the construction of a Guest Rancho for which there exists an ideal location, combining as it does scenic beauty and all the essentials to horse back riding and other activities of an establishment of this nature and which will be discussed in a future issue.

It is our intention to carefully analyze the situation in order that a well thought out plan might be evolved leading toward the eventual realization of the plan.

We will sincerely appreciate comments from our readers, especially those relating actual instances of friends being turned away. Also opinions as to what type of accommodations would be most in demand and most beneficial to the community.

### Menace Of Citrus Red Spider Told

(Editor's Note: This is the first of a series of articles contributed by R. E. Badger, Rancho horticultural contractor, dealing directly with cultural problems of Rancho Santa Fe orchard management.)

#### THE CITRUS RED SPIDER

The citrus pest most in the minds of Rancho Santa Fe growers is the mite commonly called the citrus red spider. (Paratetranychus citra.) Its injury consists of puncturing the leaf-surface and draining the juices, thereby destroying this part of the plant. It is in the leaf cells that the manufacturing functions of the plant takes place, thereby the damage immediately decreases the plant's productivity.

These insects are red, and less than half a milimeter in diameter. It is their large numbers and accumulative damage that makes them a serious pest. An adult female lays an average of 30 eggs, and they hatch in 8 to 30 days, depending on the weather. In its development it goes through 3 molts. Between the first and second it changes from a 6 to 8 legged creature and reaches an adult in 8 to 14 days. It has locomotion in all stages of life and will spread over the tree throughout its existence. Their multiplication is rapid, due to their short life-cycle, and they generally have four or more generations a year. Natural enemies are not a factor in their control.

The equitable climate of this area and comparatively high humidity deprive the summer hot spells of their usual suppressive influence on this spider, while the winter stimulates an increase rather than having any effect on the usual winter mortality which effects most insects. A short period of warm weather in the winter often causes a hatch and thereby a decided increase in population. Otherwise the spider exists in the winter either as an egg or as a mature adult. In the winter time these adults may live 3 or 4 months, showing little life until the warm weather when they again continue their life cycle. They differ somewhat from other spiders in that for practical purposes they spend their entire life cycle on the citrus tree and only under stress

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### Crosby Builds Exercise Track At Rancho

New quarters, including a three-eighths mile exercise track, for Bing Crosby's twenty-five thoroughbred horses have been constructed on the sixty acres purchased by Mr. Crosby adjoining his estate in Rancho Santa Fe.

Five thousand eucalypti stumps were dug out to make room for the track and pastures, planted to alfalfa and sudan grass. There are seven separate corrals, nineteen stalls and attractive living quarters for the trainers.

Besides the horses, Mr. Crosby has a trained rooster who will lie down and play dead if he's scratched in just the right spot; and more dogs than you can count if they're not all sleeping at one time.

#### THE MAJOR STANDS

Standing in stud at Bing Crosby's Rancho Santa Fe stables is Major Somers, famous horse once owned by the Duke of Windsor. The Major was presented formally to Crosby by Alastair McLennan, son of the horse's last owner, Albert McLennan, of Vancouver, B. C., on Motion Picture handicap day last July 9.

#### A RUSH BUSINESS

Ruth Russell has managed the local fountain lunch the past few months with such success that she needs the constant assistance of three women, Mrs. E. G. Ryan, Mrs. C. E. Sessions and Maxine Darrough to serve the many customers.

#### NEW HIGH LINE

Ernest Settles, district road superintendent, announces work has begun on re-routing and rebuilding the old high-line from Rancho Santa Fe to the coast. The new road will be on almost a straight line from the rancho boundary to Solana Beach.

#### RANCHO HAS QUINO

Glenn A. Moore reports Rancho Santa Fe is one of the few places in the country where the rare butterfly species, Euphydryas quino, has been found. The quino is called a "checker-spot", and flies in March.

### Fire Destroys Property Of Irrigation District

A fire and gasoline explosion the night of July 6th in the irrigation district's garage destroyed a school bus, two trucks and an automobile belonging to Glen A. Darrough, county road foreman for the Rancho district, who was badly burned at the time.

Despite sympathy expressed to the Darrough family, it was the most exciting night Rancho Santa Fe has had since the burning of the Mattoon Bonds last January, and when the three tanks of gasoline went up the kids claimed it was better than the Fourth of July.

#### CITRUS RED SPIDER

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will they adapt themselves to other hosts.

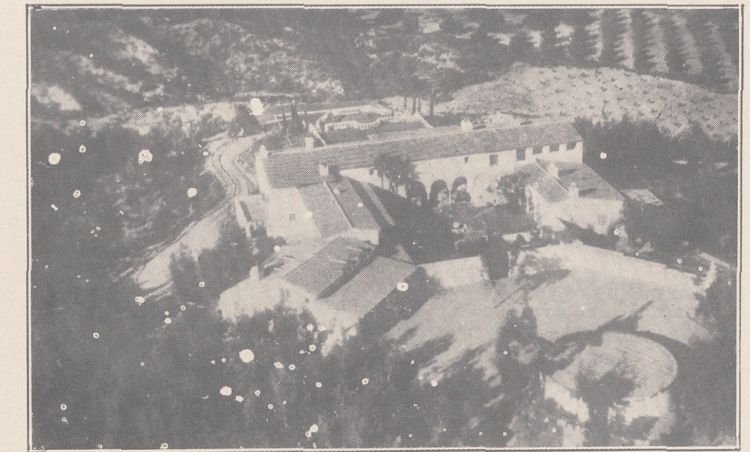
#### Control

The control of this insect is accomplished only by a contact spray as their mouth parts allow them to puncture through the surface tissue and they can not be poisoned. In warm areas sulphur dust is effective, but in areas close to the coast it is of little worth, and oil sprays are relied upon entirely as a major method of control.

In recent years toxic materials have been added to spray oils, no doubt increasing their effectiveness. Destruction is accomplished by the oil film's covering the pest and its eggs after the water dries from the mixture, causing suffocation.

Many growers make the mistake of not applying control measures until the number of insects and the damage has reached a point where they believe it to be acute. The result is that the surface of the leaves have been punctured in a large number of places, allowing the oil from the spray to penetrate the leaf to the extent that the leaf falls.

The usual life of the citrus leaf is about 3 years, and in view of the fact that the younger leaves principally are attacked by this pest, the loss to the tree is a direct loss for some two years. There is a direct relation between the leaf surface and the amount of fruit it is able to produce. Factors such as these make it more economic to keep this pest well under control at all times.



An aerial view of the home of Mr. and Mrs. John Burnham, which is partly surrounded by one of many eucalypti groves in Rancho Santa Fe. Landscaping is an important factor in the creation of a home in this district, since not only the design and position of a structure, but the native growth and topography of the surrounding territory all combine to determine landscape development.

These factors are offered in unlimited variety in Rancho Santa Fe home sites, and give each building a distinct personality that is inimitable.

—Glenn A. Moore, Landscape Architect

#### IRRIGATION DISTRICT TAX MORATORIUM EXTENDED

A bill has been passed and signed by the Governor extending for one year the irrigation district tax moratorium now in effect. This law relates to the redemption of property sold to the irrigation districts for delinquent assessments by means of the ten-year plan. The extension moves each date on the old bill up one year.

Mrs. Norman Carmichael leaves this week for a two months' vacation with her family in Boston. Mr. Carmichael will remain in Rancho Santa Fe to supervise redecoration of their home.

A revision of Rancho Santa Fe's art jury finds John Burnham, Norman Carmichael, and Templeton Johnson, the noted San Diego architect, composing the new body.

Race track men mingled with San Diego county golf professionals in a pro-amateur tournament at the Rancho Santa Fe Golf course on Monday, July 19th.

#### POSTAL RECEIPTS UP

George Megrew, Rancho Santa Fe's postmaster, reports that postal receipts for the half-year ended June 30, 1937, were 16 per cent higher than for the first six months of 1936.

### Double Or Nothing

"Double or Nothing," a new motion picture starring Bing Crosby and directed by Theodore Reed, both large property owners in Rancho Santa Fe, has just been finished and was previewed in San Diego last week.

#### RANCHO BASEBALL TEAM

Bob Francisco, owner of the Rancho store, reports the employment of Don Hazen as assistant to himself and Fred Ashley. Bob is the guiding light of the Rancho Santa Fe soft-ball team which plays in the local coast league. Team members include John and Paul Sprague, Albin Pelko, Steve Phillips, Don Hazen, Red Wolfe, George Hurder, Bill Boettiger, Jack Ziesmer and Paul Busse.

#### PROMINENT GUESTS AT HOTEL

Prominent guests of La Morada hotel the past few weeks include: Messrs. and Mesdames Harmon Nelson (Bette Davis), John Mercer, George Marshall, R. N. Gregory, Bert Allenberg, John Gallaudet, Nathan Marshall, Benjamin Glazer (Sharon Lynn), Phil Berg, Jack Warner, Miles Gray, Eugene Delmar (Vina Delmar), Ernest Dague, John O'Melveny, Leigh Battson, and Messrs. Walter Braunschweger, George Jessel, J. T. Reed, William Frawley, Max Felix, and Rocco Vocco.

**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 highways, 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 Commissioner ..... S. R. Nelson
- PARK AND RECREATION BOARD**
- M. E. Harrison, A. B. Wells, Clifton Williams.

**ART JURY**

- John Burnham, Norman Carmichael, Templeton Johnson

**RANCHO SANTA FE MAINTENANCE DISTRICT COMMITTEE**

- L. L. Fox, R. B. Mann, J. C. Smillie

**RANCHO SANTA FE GARDEN CLUB**

- President ..... Mrs. Norman Carmichael
- Secretary ..... Mrs. Ruth Nelson

**RANCHO SANTA FE BOOK CLUB**

- President ..... Mrs. W. A. Smart
- Vice President ..... Mrs. G. S. Harris
- Secretary ..... Mrs. H. A. Porter

**RANCHO SANTA FE COUNTRY CLUB**

- President ..... W. A. Bechberger
- Vice President ..... D. M. Bakewell
- Secretary ..... R. M. Clotfelter

**RANCHO SANTA FE SCHOOL BOARD**

- Mrs. J. C. Smillie, Ranald Macdonald,

- A. L. Wick.

**SANTA FE IRRIGATION DISTRICT**

- President ..... A. W. Gilbert

- Dr. Carl Bertschinger, Ira Conner, Joseph Coulombe, W. A. Smart.

- Secretary-Manager ..... D. M. Bakewell
- Assessor and Tax Collector .....

- ..... W. A. Bechberger

- Deputy Sheriff ..... Albin Pelko

- Telephone Rancho Santa Fe 3411.

**RANCHO SETS PRECEDENT**

Public burning of Rancho Santa Fe's Mattoon Bonds last January is being imitated in other districts, and recently the town of La Jolla held a similar ceremony.



The pump house at Douglas Fairbanks' Rancho Zorro presented what appeared to be the purely utilitarian problem of providing housing for machinery essential to operation of a modern agricultural project. It has always been felt, however, that buildings of humble use at Rancho Santa Fe could be both practical and pleasing. Pump houses, mower sheds and other necessary out-buildings have been carefully studied and related to the architectural development around them. Requirements, proportions, location, and size present interesting limitations to architectural design. Simplicity of line, economy of construction, interesting textures on walls and roof combine to produce utility buildings in harmony with their surroundings.

—Lilian J. Rice, Architect

**Building Notes**

Lilian J. Rice, architect, reports plans for a studio house for Mrs. Ranald Macdonald, who paints flower pictures. Work is progressing on the construction of the Townly, Meyer and Burnaby residences. Two homes are being completely remodeled, the former Pease residence by W. J. Kirk, and the former Shaffer home by Walter Durant.

Construction is finished on Bing Crosby's exercise track, corrals, and stables built on the property formerly owned by Mrs. Loomis.

Stanley Coutant, the new garage mechanic, has fitted in to the satisfaction of everyone and local car owners take in their troubles with a feeling of assurance they will be righted.

Rancho Santa Fe's modern automatic telephone system is said to have the largest percentage of telephones installed to the population of any rural exchange in the country.

**Return From Tour**

Mr. and Mrs. L. R. Wallace returned last week from an extensive world tour which they took while their new home in Rancho Santa Fe is being completed. The trip included many out of the way places in China, India, the Philippines, Ceylon and Burma. Some cities visited were Peiking, Cashmir, Sargon, Manila and Rangoon.

The Rancho store is marketing plums, peaches and other home-grown fruit at low prices. Now is the time to make jams and preserves.

**RACE TRACK STORY  
(Continued from Page 1)**

inated for the Del Mar handicap July 31; Walter Connelly's Little Ina, Harry Cohn's Best Bid, winner of the motion picture handicap, Howard Hawks' Scenerio, Sam Briskin's Lady Florise, and of course Bing Crosby's Rocco, who has been injured, Double Trouble, Friend Andy and High Strike, two-year-old winner of the first race of the first day.