

The ENDLESS MIRACLE

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RANCHEROS GUESTS AT PROJECT DINNER

The Santa Fe Land Improvement company entertained all of the resident property owners at Rancho Santa Fe at a dinner at La Morada (The Guest House) on Wednesday evening, July 27th. Several out of town guests were present, among them being Mr. W. E. Hodges, vice president of the Santa Fe Railway, Mr. E. O. Faulkner, vice president of the Santa Fe Land Improvement Company, Colonel Ed Fletcher, Mr. Robert Fairbanks, general manager of the Douglas Fairbanks Studios, Inc., and brother of Douglas Fairbanks, Mr. Tom Hurley, county supervisor, and Messrs. S. C. Payson and Frank Hope, from the offices of the Santa Fe Railroad at San Diego.

Mr. S. R. Nelson, manager of Rancho Santa Fe, acted as host. Music was provided by the Rancho Santa Fe Orchestra and some very pleasing vocal numbers were given by Mrs. Cecile Winchester, of Rancho Santa Fe.

After a delightful Southern dinner, typical of the Guest House cuisine, Dr. A. R. Sprague extended a welcome to the guests and following him, Colonel Ed Fletcher gave a short history of the early events of water development leading up to the accomplishment of Rancho Santa Fe that was of great interest to all. Colonel Fletcher took an important part in bringing about the conservation of the water which at one time flowed to waste into the ocean. Mr. Hodges told of the part taken by the Santa Fe Land Improvement Company, as a subsidiary of the Santa

Telephone Exchange for Rancho Santa Fe

Rancho Santa Fe will soon have its own telephone exchange, according to present indications. Complete surveys are being made by engineers of the Pacific Telephone and Telegraph company and actual installations are scheduled to be made as soon as the formal permit is received from the state officials at Sacramento.

About 40 installations will be made at once at the Civic Center and in Rancho Santa Fe owners' homes. The name of the exchange will be Rancho Santa Fe.

All owners are rejoicing over the anticipated service. The intended extension of telephone service to Rancho Santa Fe is hailed everywhere as an important recognition of the progress being made by the community.

Fe Railroad, in the building of Hodges Dam and Henshaw Dam and pointed out that the purpose of the railroad company was to assist in the development of San Diego's back country. His talk showed clearly that, largely due to the financial backing of the Santa Fe interests, irrigation projects were made possible which would eventually convert 50,000 acres of land from a state of unproductivity to a horticultural and agricultural area that would ultimately give promise of an annual gross income to San Diego county of at least \$25,000,000.00.

HOME OWNERS' ASSN. PAPERS APPROVED

Notice of approval of the articles of incorporation of the Rancho Santa Fe Association, the new organization designed to perpetuate the restrictions now in force relating to architecture and uses of land at Rancho Santa Fe has been received from Sacramento and the committee in charge of the plan is now preparing the covenant for presentation to Rancho Santa Fe owners for their approval.

The incorporators are Briggs C. Keck, Randal Macdonald, Barton Millard, A. H. Barlow and S. R. Nelson. Frequent meetings have been held with Charles H. Cheney, city planner of Palos Verdes Estates, and indications are that Rancho Santa Fe will have a model document for the government and administration of the affairs of the community.

Dr. McKittrick, a recent resident and owner of an attractive estate at Rancho Santa Fe, told, in a manner most complimentary to Rancho Santa Fe, of the reasons why he had decided to move his family away from the congested city life and of how he had sought for more than a year for the type of community which would offer him the advantages that he desired, before finally locating at Rancho Santa Fe.

In closing, Supervisor Tom Hurley complimented Rancho Santa Fe upon its high class of development and added to his popularity by his evidences of cooperation with the community.



The Parker and Porter orchards, typical of the thrift of Rancho Santa Fe trees.

Forest Fire Danger at Rancho Is Practically Nil

The first forest fire of the season in the territory back of Rancho Santa Fe was extinguished in less than an hour after it broke out on August 4 by members of the U. L. Voris organization working under the direction of R. C. Jackson, deputy fire warden for the San Dieguito district. The fire broke out in Spook canyon and burned over approximately 60 acres of brush land.

Presence of an average of 150 workmen in the Voris organization reduces the fire hazard in the surrounding territory to a minimum while within Rancho Santa Fe itself the danger is practically nil because of the large number of cultivated orchards.

Mrs. and Mrs. H. D. Lombard, of Beverly Hills, accompanied by Mrs. Wilfred Buckland of Hollywood were interested visitors at Rancho Santa Fe, recently.

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Mr. E. R. Mullen and wife were at Rancho Santa Fe on July 30th, inspecting their very large planting of avocados. Mr. Mullen expressed himself as highly pleased with the progress made to date.

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Mr. and Mrs. A. C. Riddler, accompanied by their son and daughter-in-law, were down from Pasadena, over the 16th. They were able to pick quite a variety of deciduous fruits from their young orchard, and were very enthusiastic, as always.



The residence of Mr. W. C. Campbell, completed last year.

ORCHARD PLANTING CONTINUES BRISK

Planting of orchards continues to occupy the attention of the U. L. Voris organization, several thousand trees being put out during July and the early part of August. Records show that recent plantings are as follows:

Douglas Fairbanks	5682	Valencia oranges
C. A. Shaffer	375	" "
C. B. Briggs	387	" "
Arthur J. Delaney	231	" "
Norman Carmichael	698	" "
J. C. Smillie	407	" "
R. E. Wyatt	207	" "
Mrs. S. R. Prentiss	127	" "
T. L. Carothers	56	" "
H. A. Davis	85	avocados
P. G. Spriggs	170	" "

Mr. John E. Heston recently reviewed the preparatory work being done on his acreage and was so pleased that he authorized the planting of an additional 2½ acres, making a total of 22½ acres. He plans to plant even more next spring.

Mr. and Mrs. George J. Tuckett have also authorized an additional planting of 9 acres. A little more than an acre had been planted for them early in July. They have chosen Valencia oranges.

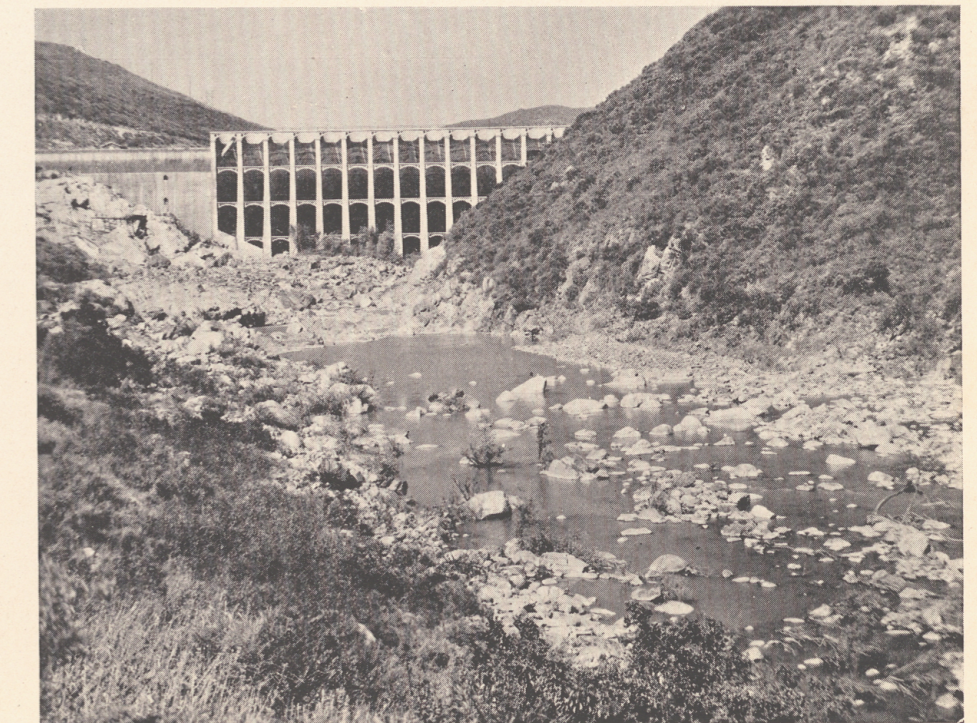
Work will start within a few days on the preparation of ground for the planting of 20 acres of Valencia oranges for Mr. H. H. Hunnewell, scion of a prominent Boston family, who was recently married in Minneapolis. A road will also be built to the Hunnewell homesite.

Development work on the tract of the Misses Wilson is progressing satisfactorily. The ground has been cleared and leveled and five acres will be planted to Valencia oranges in August. Glenn Moore

is actively at work directing the landscaping of the property.

Mr. E. R. Mullen has authorized the additional clearing of 4½ acres, to be planted to Valencia oranges as soon as the U. L. Voris organization can carry out the development.

Mr. Vernon C. Bogy spent July 8th at La Morada, while inspecting the completion of his Valencia plantings.



Hodges Dam—the keystone of Rancho Santa Fe prosperity.

The ENDLESS MIRACLE

Published Monthly at Rancho Santa Fe
by the Santa Fe Land Improvement Co.

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.

FEW DELINQUENT
WATER PAYMENTS

Mr. W. O. Boettiger, secretary-manager of the Santa Fe Irrigation District, reports that water is being delivered to consumers at the rate of about 300 miner's inches daily, or an average run of about six second feet. Installation of meters and services during the month of July brings the total up to 450, of which 310 are for irrigation service and 140 for domestic service.

William A. Bechberger, tax collector of the district, reports only eight small parcels delinquent in the matter of payment of the 1926 assessment and he expects full payment before August 20th, the date of the tax sale. This is a very good record as compared with other irrigation districts throughout the state.

The board of directors at a regular meeting held July 5th, acted favorably

Store in New Building

Mr. Fred W. Joers and Mr. Harold Ketchum, who recently completed a splendid new store and apartment building in the Civic Center, have purchased the store formerly located in the Administration building and have moved it to the new location.

Formal opening was celebrated on August 1. The facilities of the store have been increased to include fountain service and drug store items of merchandise in addition to groceries, fruits and vegetables.

One of the up-to-date features of the store is the automatic electric refrigeration unit serving the soda fountain and delicatessen case. The fixtures of the store have been redecorated to conform to the antique finish of the interior of the building.

The Rancho Santa Fe postoffice has also been moved to the new location. C. M. McFarlin remains in charge as manager of the store.

on the petition of Briggs C. Keck for the inclusion of Block J and portions of Blocks 47 and 48, Rancho Santa Fe, within the district. The area included comprises approximately 220 acres, which Mr. Keck intends to improve as high class residential property. The main domestic service lines have already been installed to serve

New Voris Offices

Executive offices of the U. L. Voris organization have been more than doubled recently in order to take care of the increasing amount of book work made necessary by the larger volume of maintenance work conducted by this group.

The entire space formerly occupied by the general store is now devoted to Mr. Voris' needs. About a thousand square feet of floor space are now used in the enlarged offices.

Mr. Keck's property in Blocks 47 and 48, and arrangements are being made for the immediate construction of main pipe line to serve Block J.

At a special meeting of the board of directors held July 30th, 1927, a resolution was passed by which 60 per cent of the 1927 assessment will be payable in the first installment and 40 per cent in the second installment. This action was considered necessary in view of the fact that approximately 60 per cent of the district's expense occurs during the first six months of the year.

The annual report and financial statement of the secretary-manager for the year 1926 has been printed in booklet form and copies are being mailed to all property owners in the district. The report also includes a brief history of the organization and development of the district.

LEMON PRICES GOOD;
QUALITY EXCELLENT

The two-year-old apricot trees interplanted with the walnuts of the same age in the Bristol orchard give promise of a big crop next season and the walnuts, too, are showing wonderful development. Mr. Bristol will have several tons of apricots to market next season. The growth in Mr. Bristol's orchard is extraordinary, but is fairly matched by the apricots and walnuts of the same age in Lot 10, Block 18, which piece is at present owned by the Santa Fe Land Improvement Company.

The lemons are going to market from several of the orchards, and the general picking will probably be made not later than September first. It is interesting to note that the lemon has come into its own again. Prices for such quality as are raised at Rancho Santa Fe range from \$7 to \$11 per box in the eastern market, with promise that a good market is likely to continue for the next year or two at least. In this connection, it is interesting to note that the great tonnage of lemons sent to the by-products factory at Corona during the past year is finding a very ready market. These are mostly the culls and poor grades which formerly had to be thrown away. Rancho Santa Fe lemons are being cured and marketed until the end of 1928 by arrangement with the Escondido Fruit Association.

Mr. and Mrs. G. L. Veatch, of Los Angeles, owners of one of the most sightly locations at Rancho Santa Fe, spent the night of July 14th at La Morada.



Lovely grounds of the old home of Don Juan Osuna, first white resident of what is now Rancho Santa Fe.

Mr. and Mrs. Egerton Shore spent the night of July 9th at the Guest House.

Mr. A. J. Delaney visited Rancho Santa Fe July 24th. Mr. Delaney is the son of Mrs. W. C. Campbell.

Mrs. L. C. Waite, Mrs. Voris mother-in-law, has returned to her home in Riverside after a three weeks stay with Mr. and Mrs. Voris.

Mr. and Mrs. John E. Heston and their son motored down from Long Beach to consult with Mr. Voris regarding clearing and leveling on their property, work on which is now being completed.

Mr. James C. Hallsted of Pasadena, accompanied by Mr. S. F. Wilson, of Evanston, Illinois, Miss Hallsted and Miss Penfield stopped at La Morada last month while Mr. Hallsted was looking over his property.

"Uncle" Walt Mason of La Jolla, accompanied by Mrs. Mason, are frequent luncheon guests at La Morada. "Uncle Walt" shows a penchant for corn beef dinners, and one is always assured of a good old Irish dinner when Uncle Walt is a guest.

Mr. Robert Fairbanks has made frequent trips to Rancho Santa Fe during the month of July, in the interest of Douglas Fairbanks' estate, bringing with him on one trip Mr. and Mrs. D. F. O'Brien of New York City, well known in theatrical circles.

Mr. and Mrs. F. W. Joers, of Beverly Hills, who recently sold their home on Camden Drive, bought an additional property close to the Civic Center and the Guest House as a place to build their permanent home, planning to maintain only an apartment in Los Angeles.

Mr. H. A. Fitzgerald Jr., of Pasadena, brought a party consisting of Mr. and Mrs. R. E. Braley, Mr. and Mrs. N. A. Williams and Miss Margaret Mears to Rancho Santa Fe. During his stay here, Mr. Fitzgerald arranged for preliminary development of his property in Lot 6, Block 31.

Mr. and Mrs. E. B. Conliss visited Mr. and Mrs. J. H. Ladd on July 17th. Mr. Conliss is engaged in the real estate business in Santa Monica and expressed himself as surprised at the unusual development of Rancho Santa Fe in the few years since the property was opened for sale.

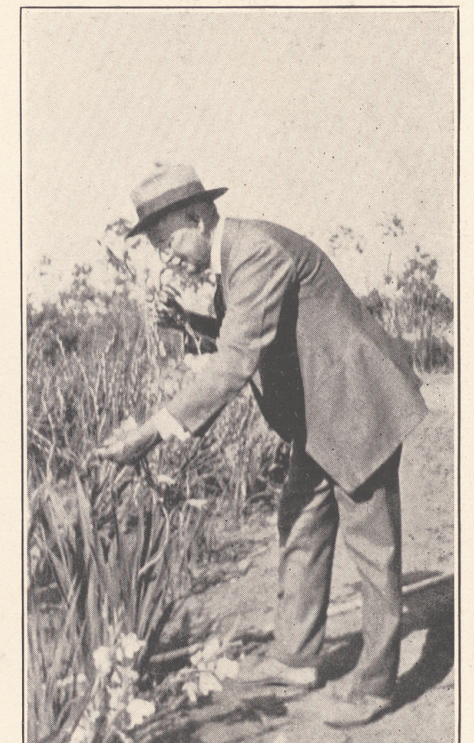
Mr. Milton L. Maack and daughter, accompanied by Mr. Maack's mother, visited Rancho Santa Fe July 28th, primarily for Mr. Maack to give the necessary authority to go ahead with his plantings of Valencia oranges.

Mr. Vernon R. Cowser and wife visited Rancho Santa Fe in the interests of the Santa Fe Land Improvement Company. They enjoyed exceedingly their inspection of new development and were amazed at the progress made since Mr. Cowser's last visit.

Mr. E. G. Barns, accompanied by Miss Peggy Barns and Miss Mary B. Canon, visited Rancho Santa Fe July 20th. Mr. Barns is connected with the Indio Cattle Company at San Antonio, Texas, and is also one of the owners of the beautiful development of "Del Mar" at Corpus Christi, Texas. Mr. Barns was very enthusiastic over the character of the development at Rancho Santa Fe and has noticed many improvements since his visit last year.



Lake Hodges spillway, at certain seasons of the year, makes a waterfall as interesting as those of the High Sierras.



Dr. A. R. Sprague in his garden of gladiolus. These beautiful flowers are helping make Rancho Santa Fe famous.

Architectural Notes

The Geo. A. C. Christiancy residence in Lot 6, Block 27 is rapidly nearing completion. This residence, on its high knoll, may be seen from almost any point in Rancho Santa Fe.

Mr. John B. Cushman's residence in Lot 1, Block 7 is well along in construction. Mr. Charles F. Cushman, who recently acquired land at Rancho Santa Fe, is planning the early construction of a home near his brother's.

The apartment group being built by Messrs. Ketchum and Joers will soon be completed and will add to the housing facilities in the Civic Center.

The residence of Mrs. Frank Coffyn (Pauline L. Neff), now under construction, commands a marvelous view from its high and scenic promontory in Lot 2, Block 44. Mrs. Coffyn's new home will be one of the most elaborate on the ranch, with an especially attractive living room, 25x40, with an inclosed balcony at one end. Another unusual feature of this house is the spacious roof garden, which is reached by an outside stairway.

Ground was broken recently for Mr. James C. Smillie's house in Lot 2, Block 3. Mr. Smillie's plans call for an eight-room house, facing on San Dieguito Lake. This is one of a number now facing on the lake.

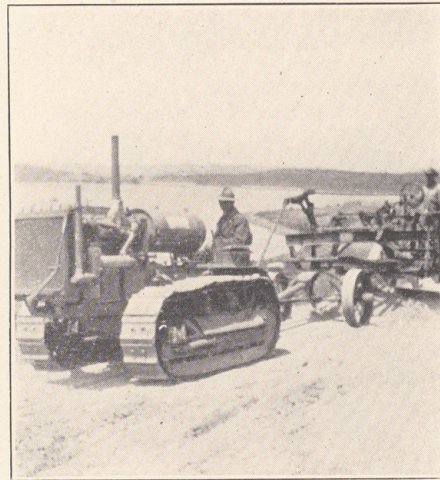
Mr. P. C. Hosmer and family are now residing in the residence of Mr. Bowley Le Huray. Mr. and Mrs. Le Huray, accompanied by Mrs. Roger Jones, are vacationing in the northern part of the state.

Mr. A. H. Barlow and family have moved to their Rancho Santa Fe home for the summer. Mr. Barlow is a prominent realtor from La Jolla, engaged in subdividing a high-class residence district known as "Country Club Heights."

Work on the road being built by Douglas Fairbanks from his property to the Lusardi valley is half completed. The road is 20 feet wide and a part of it is to be surfaced. The new highway is two and a half miles long.

Mr. and Mrs. Lawrence Keck, of South Pasadena, were visitors at La Morada, spending a few days with Mr. Briggs C. Keck, and were highly interested in Mr. Keck's very wonderful development at Rancho Santa Fe.

Mr. J. W. Marshall, superintendent of maintenance, reports a nice new vigorous growth coming out now on all citrus and avocado trees. The valencia orange trees now planted on the Fairbanks estate started growing almost immediately after planting and, of some 6,000 trees now planted, no loss is expected. These trees were selected from the finest nursery stock in Orange county, as is all citrus stock planted at Rancho Santa Fe.



The new road being built by Douglas Fairbanks to Lusardi Valley skirts Fairbanks Lake.

Mr. and Mrs. J. W. Marshall have had numerous visitors during the month of July, among whom are Mrs. Blanch Muir and son, Billy, of Anthony, Kansas, and Mrs. Frances Taylor and son, Frank Jr. Mrs. Taylor is the wife of Mr. Frank Taylor, superintendent of the Riverside Boys' and Girls' high school.

Mr. and Mrs. Edgar S. Frenger have made frequent trips lately to inspect work being done on their property.



Santa Fe Irrigation District headquarters at Rancho Santa Fe. Architecture conforms to the prevailing Spanish type.

PLANT COVER CROPS DURING SUMMER

Planting of cover crops in the orchards of Rancho Santa Fe maintained by the U. L. Voris organization will begin this month, Mr. Voris has announced. This practice was inaugurated last year and found to be eminently successful.

The cover crops will be planted earlier this year in order to provide an opportunity to irrigate once or twice during the fall growing season. It is believed that this method will make possible even a greater growth than was had last year.

Mr. Voris estimates that next spring a growth of one to one and a half tons per acre of rank growth will be turned under, and this will be the equivalent in fertilizer value to \$15 to \$20 worth of bean straw or other nitrogenous fertilizer.

Besides providing important fertilization, the cover crops are an advantage in preventing erosion and in loosening the soil by deep rooting. The roots of the melilotus indicia are said to go down 18 to 20 inches.

Special heavy cover crop discs weighing more than two tons have been purchased by Mr. Voris to turn in the crops. About 800 acres are to be planted this fall.

Mr. and Mrs. E. B. Gaither, of Potrero, Vera Cruz, Mexico spent several days here in June.

Mr. Geo. J. Tuckett of Beverly Hills, formerly of Hamilton, Ontario, Canada, spent a few days at Rancho Santa Fe recently.

Mr. E. L. Cord, president of the Auburn Automobile Company, was a recent visitor at Rancho Santa Fe. Mr. Cord's cousin, Mr. Elmer C. Cord, is a property owner at Rancho Santa Fe.

Mr. Ranald MacDonald enjoyed a visit from his brother Alan MacDonald and his brother-in-law, Mr. O. D. Mann, of Danville, Illinois, recently.

Mr. Albert Cohn, former owner of a chain of grocery stores in Los Angeles, recently visited his two properties at Rancho Santa Fe. He expressed himself as being exceedingly well pleased with progress in his avocado orchards.

Mr. V. V. Ballard has joined the U. L. Voris organization as cost engineer. Mr. Ballard is a brother of Mr. W. H. Ballard, superintendent of irrigation for Mr. Voris. Mr. Ballard has enjoyed a wide experience as engineer for the Chicago, Milwaukee & St. Paul Railroad, the Santa Fe Railroad, and the Interstate Commerce Commission.

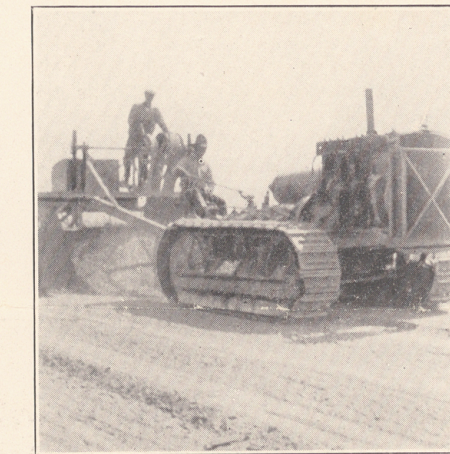
Mr. and Mrs. W. J. Macdonald, of Pasadena, who have recently acquired the Allen G. Mills property, were down for a few days. They are planting additional acreage in the near future.

DUNHAM ESTATES ARE BEING PLANTED

Development work is progressing rapidly this summer on the 92-acre tract of C. A. Dunham, Glencoe, Illinois manufacturer. The groundwork for making this wonderfully scenic property one of the most ideal residential areas in Southern California is being laid in a thorough, comprehensive manner.

Underground electric conduit reaching all parts of the 92 acres has been installed. Overhead sprinkling is to be employed for irrigation purposes. Thousands of trees, plants and shrubs have been set out this year to augment the native shrubbery and eucalyptus trees which already abound on the tract. A home orchard has been planted this year for Mr. Dunham.

Mr. Dunham's plan is not only to build a palatial home for himself, but to reserve six or seven sites for the homes of his Chicago friends.



Los Morros, now being widened, will afford a splendid approach to the Keck property and other developments at the Northern end of Rancho Santa Fe.

Mr. R. E. Wiatt has just planted an additional three acres of Valencia oranges.

Mrs. Mary B. Allen's brother, Mr. W. E. Wishart, and wife are visiting at Mrs. Allen's new home in Lot 3, Block 7.

Mr. and Mrs. Raleigh Moss have returned from a vacation trip in the north end of the state.

Miss Ruth McKittrick, daughter of Dr. John F. McKittrick, has returned from Marlborough Hall, where she has been attending school.

Mr. Briggs C. Keck has increased his already large holdings at Rancho Santa Fe by the purchase of an additional eleven acres adjoining the Civic Center.

Mr. R. C. Jackson, superintendent of development for Mr. Voris, has returned from a vacation in northern California. Mr. Tom Harlan was in charge during Mr. Jackson's absence.

KECK DEVELOPS DE LUXE ESTATES

Looking ahead to the time when Rancho Santa Fe will come into its own in a large way as a superb residential community with homes like those at Montecito, Briggs C. Keck, owner of some 800 acres in three separate parts of the project, is now laying the groundwork for important accomplishments.

For several months Mr. Keck has been superintending the building of roads and the clearing of land on his ridge of scenic property that overlooks the Olivenhain Valley. Curbs and gutters are now being installed.

In this latter work, Mr. Keck is showing a fine appreciation of the type of development that is suitable to Rancho Santa Fe locale. Instead of using ordinary concrete, he is employing native stone for both curbs and gutters. These are seated firmly in cement and the effect is particularly pleasing and artistic.

Native shrubbery is being retained as much as possible so that ultimate purchasers will have a good start toward effective landscape planting.

Development work will probably continue for another two years. According to present plans, the Keck property will eventually be cut up into estates of three or more acres and minimum building restrictions will probably be \$10,000.

Mr. Keck is well known as the developer of Lombardy Road in Pasadena. He spends most of his time at Rancho Santa Fe, and takes a keen interest in everything that has to do with its continued success.



Grouted gutters and curbs of native stone are unique features of Mr. Keck's development.

NEW ESCONDIDO ROAD

Announcement was made by Mr. Tom Hurley, supervisor of San Diego County, at the Rancho Santa Fe dinner held at the Guest House on July 27, that work will start at an early date on the rebuilding of a section of the county road below Lake Hodges that was washed out by the heavy rains of February. Completion of the road will shorten the distance from Rancho Santa Fe to Escondido by about nine miles and will therefore make the marketing of fruit products very much less of a task.

The route will be changed slightly to carry the road well up the hillside so as to avoid a repetition of last year's damage.

Interest is also being revived in the proposal to build a through paved highway between the Coast and Inland routes via Rancho Santa Fe and Lake Hodges.

Mr. and Mrs. George J. Tuckett, of Beverly Hills, accompanied by Mr. R. Schurmer and Miss V. Sunderland, of Los Angeles, were at La Morada on July 29th.

DR. IVES DIES SUDDENLY

Dr. John W. Ives, one of the first buyers at Rancho Santa Fe and owner of Lot 1, Block 30, died suddenly in San Diego, May 20th, 1927.

Dr. Ives was a graduate of Yale medical school of 1900 and practiced medicine for 23 years in Connecticut before coming West. He located at Yuma, Arizona, two years ago and was caring for one of the largest practices in the Southwest. The doctor was licensed in California and had hoped to enjoy the wonders of Rancho Santa Fe very soon.

Mrs. Ives took Dr. Ives' body back to the place of his birth, Cornwall, Connecticut, for burial, which took place May 31st.

One of the recipients of the first issue of the Endless Miracle who has taken occasion to express his pleasure with the appearance and contents of the publication is Mr. A. Ewing, assistant general manager of the western district of the A. T. & S. F. Railway Co. Mr. Ewing is located at Topeka, Kan., and is an owner at Rancho Santa Fe.

Landscaping Notes

Mr. R. M. Wallingford is doing some preparatory tree planting in the vicinity of his homesite, anticipating the time when he will build his home.

Mrs. B. I. Groth's estate in Lot 16 and 20, Block 36, is rapidly taking on an appearance of idyllic beauty under the able direction of the landscaping department.

Mr. H. A. Fitzgerald has had plans drawn for landscaping his estate in Lot 6, Block 31.

Mr. Ed Ruffa, genial San Diego lad, is spending the summer as draftsman for Mr. Glenn Moore, landscape architect. Mr. Ruffa has worked on the ranch in various capacities, during vacation time, for the past three or four years.

Mr. and Mrs. Belden Taylor were guests of Mr. and Mrs. W. C. Campbell, at La Morada. Mr. Taylor is an assistant professor at the University of California.

Mr. and Mrs. William Williamson, of Altadena, were visitors over July 19th.



No wonder people like to stay at La Morada. This charming corner of the dining-room is only one of many attractions of this hospitable inn.