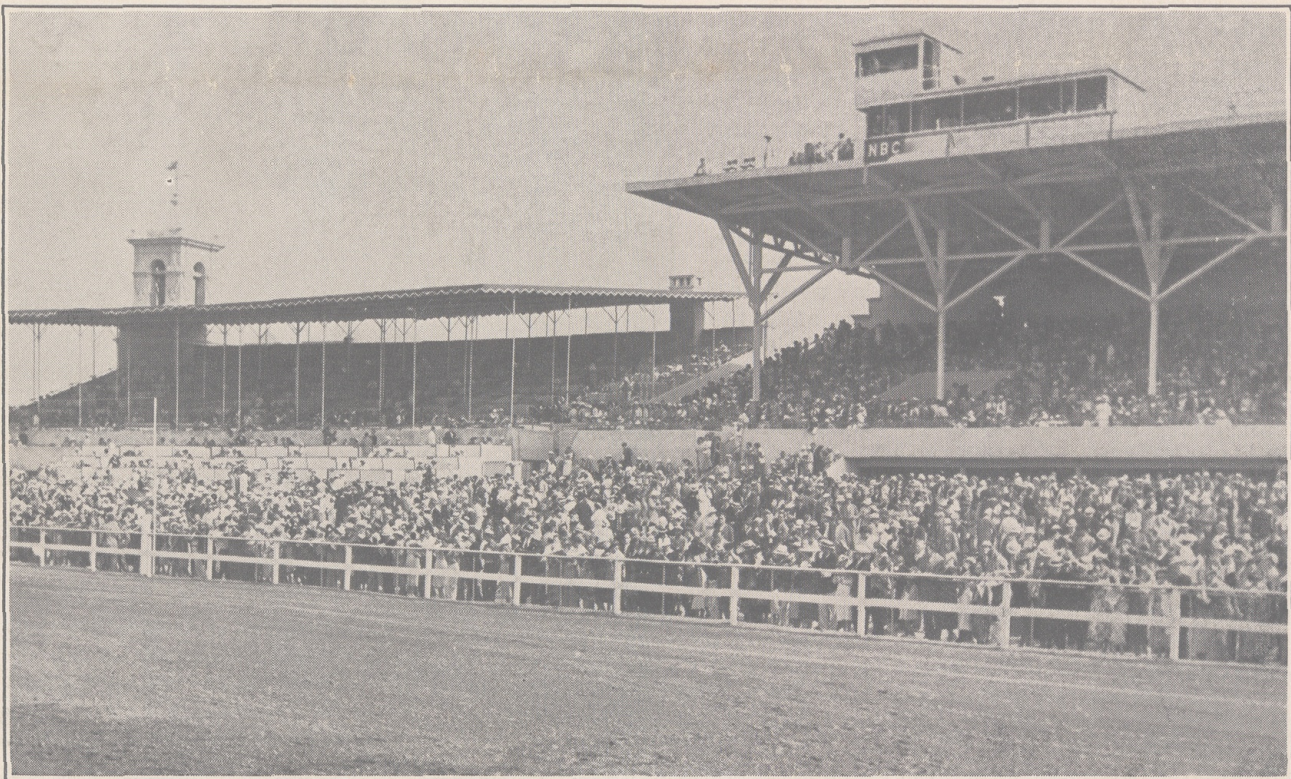


# Rancho Santa Fe News

1938 SUMMER EDITION

Published by S. R. NELSON and F. W. JOERS, Real Estate Brokers



## *Million-Dollar Citrus Crop at Rancho Santa Fe*

A compilation of the 1938 citrus crop and price estimates reveals that our orange and lemon production will gross this year nearly a million dollars. The consensus of opinion is that oranges will average \$3.35 per packed box, lemons \$4.85. Packing house estimates of this year's crop are: Oranges, 306,440 field boxes; lemons, 73,500 field boxes. Using the factor of three field boxes to two packed boxes for oranges and two field boxes to one packed box for lemons, this gives an estimated 204,292

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## SUMMER RACING AT DEL MAR GREAT ATTRACTION

### *Turf Club Quarters Colorful Spectacle*

The setting for the second annual race meet of the Del Mar Turf Club is truly a brilliant and colorful spectacle. The buildings are modeled after the early California missions with a simple dignity of design that for two centuries has graced California with a distinctive quality of architecture. The stately palm and graceful olive border many beds of flowers and green lawns.

Against this pleasing background will be found, as last year, all the

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### **\$50,000 ADDED TO PURSES**

When the clear notes of the post bugle sound for the first race on July 29th, the second season of the Del Mar Turf Club will have begun—a season which will last until Labor Day, September 5th. This is a time when Del Mar is at its best, when thousands turn to its cool beaches for escape from the August heat in city and country. To add to the lure of this natural setting, the Turf Club offers a brilliant and colorful program.

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## Motion Picture Handicap Unique Event of Del Mar Racing Season

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The purse distribution, that most vital factor in securing good race horses, has been increased by nearly fifty thousand dollars. Thirteen stake and handicap races will be headed by the \$5,000 Del Mar Handicap. The Motion Picture Handicap, the only race in America which is limited to horses owned by members of the picture industry, has been increased from \$1,000 to \$3,000, and other stakes have risen proportionately. For the average racing fan, however, the most interesting feature of this distribution is the sizeable increase in the daily purses. William A. Quigley, Director of Racing, has wisely chosen to spread the fifty thousand-dollar increase over all the races, rather than to concentrate it in one or two big stakes. This is a most satisfying move for horsemen and public alike. Because of this policy, the public will be given a daily one thousand dollar feature race, many at nine, eight, and seven hundred dollars, and not more than two or three a day at the six hundred dollar minimum. And because of it, the horsemen will bring to the track better balanced stables than in the past.

Even at this early date, the Turf Club is assured of practically every top stable in training on the Pacific Coast. The general calibre of horses on the coast has improved tremendously since last year. Eastern stock has been brot in and sold, as has South American, and the big breeding farms of the state are sending better home-grown youngsters to the races each year. The class of stake horses which will be found in the feature races will be comparable with that at the biggest of the Eastern tracks. Stagehand, Seabiscuit, and Pom-poon are in the East, but if you will check the rest of the hundred-thousand-dollar field of the last find that the majority of those Santa Anita Handicap, you will find that the majority of those great horses are Western owned and will be Western raced this summer at Del Mar.

### Racing an Important Factor In Community Development

The influence of the Del Mar Turf Club on the future development of the San Dieguito area (Del Mar, Solana Beach, and Rancho Santa Fe) is a matter of great importance. The Turf Club adds the colorful, nearly universal appeal of racing to the natural attractions of this region. It brings to the attention of people throughout the country the fact that there exists a Del Mar and a Rancho Santa Fe, and it emphasizes their importance as recreation areas. It

brings thousands of recreation bent people into our midst each year to discover for themselves a territory rich in natural beauty as well as resources of soil and climate. There are available for the enjoyment of these visitors beautiful bathing beaches, one of the finest golf courses in all California, located at Rancho Santa Fe, and miles of picturesque riding trails for the horse lovers. And so Rancho Santa Fe and its neighboring communities have a warm feeling in their hearts for Bing Crosby and his associates who have so courageously backed this tremendous venture.

### TURF CLUB QUARTERS COLORFUL SPECTACLE

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color and gaiety of smartly dressed women and sports attired men. Celebrities of screen, stage, sport and social life will add a sparkling tone to the assemblages.

While seated in the grand stand, watching the horses parade past the post, cool breezes waft in from the ocean which spreads out across your view to the westward. A visit to the Del Mar races will be one long remembered.



The Beautiful Rancho Santa Fe residence of Mr. and Mrs. John S. Robertson, Mrs. Robertson Standing in the Foreground

### MILLION-DOLLAR CITRUS CROP

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packed boxes of oranges and 36,750 packed boxes of lemons. Gross returns at the above estimated prices would be \$862,600.

Statistics on packing house costs, freight, picking, and hauling costs, and other miscellaneous marketing costs indicate that the net to the growers from this year's crop F. O. B. trees will be about \$334,000. The railroads' cut from the gross will be about \$270,000.

The Escondido Orange Association advises that picking and hauling costs average 12c per field box. Other costs per packed box are: Packing, 60c; selling and advertising, 15c; freight, \$1.11; fruit growers' supply stock, 4c; revolving fund, 15c. This last item is retained by the packing house for five years, then refunded to the grower.

R. E. Badger, local horticultural contractor, has been appointed by Governor Merriam as a director of the Twenty-Second Agricultural Board. This gives the San Dieguito district representation in County Fair matters.

### DR. OPDYKE REPORTS INTERESTING EXPERIMENT

Editor,  
Rancho Santa Fe News,  
Rancho Santa Fe, Calif.

Some years ago, my better half and I were pondering how, if possible, we might put to good advantage an acre or so of good land on a knoll in our Rancho Santa Fe estate. The land looked good to us, though a bit stony and uneven. After consulting with the best possible opinions by those who were expert on that sort of thing, we were told, after a careful survey, that planting any fruit trees in that area and on that kind of red clay soil would be hazardous and futile, and would not pay in any way.

Notwithstanding all this earnest warning of best intent, we proceeded to go contrary to the advice graciously given and planted the whole area with both varieties of limes. Today this same area is covered with the most beautiful and bearing trees imaginable and is one of our very best producers as well as a beautiful picture to look at. We figure we have between 500 and 600 bearing limes in this "forbidden" area and we ex-

## Annual Flower Show Held in Garden Club's New Quarters

The annual Flower Show on April 30 and May 1, conducted by the Rancho Santa Fe Garden Club under the direction of Mrs. Norman Carmichael, president, was also a house warming of the new clubhouse. Even before the workmen completed the attractive new quarters of the Garden club, members were busy getting ready for their spring show.

Lack of space prevents a complete description of entries and awards, but the event was a great success. In addition to the many fine specimen roses and other flowers displayed, panel pictures and shadow box arrangements gave an unusual note of interest and distinction. Other features were table arrangements signifying all the wedding anniversaries from tin to ruby, and wild flower arrangements entered by Rancho Santa Fe school children.

### Covenant Amendments Planned

A committee consisting of the Board of Directors of the Rancho Santa Fe Association and Messrs. Briggs C. Keck, Morris Townley, and Clifton Williams have been sitting in weekly session for several months, undertaking the clarifying and simplifying of the Rancho Santa Fe Protective Covenant. When this work is completed, the proposed amendments will be submitted to the members of the Association for their consideration.

### RETIRED OIL MAN BUYS LEPPER PROPERTY

Mr. George D. Locke of New York, former vice president of the Barnsdall Oil company, has recently purchased the property owned by Mr. and Mrs. R. J. Lepper. Mr. and Mrs. Locke plan to make extensive improvements on their newly acquired property. The sale was arranged by S. R. Nelson and F. W. Joers.

### RENTAL LISTINGS REQUESTED

Inquiries for summer rentals are already starting. For the mutual advantage of property owners and those seeking homes for the vacation months, it is urged that all owners who wish to rent their homes during the summer list their property for rental. It is our wish to be of service to both property owner and prospective tenant.

### BOB FRANCISCO IMPROVES OLD McCULLOCH HOUSE

R. C. Francisco, who recently purchased the property formerly owned by Dorothy McCulloch, has completely redecorated and painted the house and is rapidly improving the grounds about the house.

### SANTA FE RAILROAD TO RUN DAILY SPECIALS

Continuing the excellent train service given to the race meet last year, the Santa Fe Railroad announces a daily special train from Los Angeles to the Del Mar race track. Time schedule will probably be 10 minutes faster than last year, leaving Los Angeles at 12:00 o'clock noon, arriving at Del Mar in time for the first race.

### NEW HIGH SCHOOL PLANT A CREDIT TO DISTRICT

The new San Dieguito Union High School building, opened in January of this year, is an establishment of which our district can be justly proud. Thoroughly modern throughout, it provides highest quality of educational advantages for the children.

**Auto Club Publishes  
Beautiful Booklet on  
Racing at Del Mar**

The Southern California Auto Club has just issued a beautiful illustrated booklet describing the Del Mar race track, with map showing how to reach Del Mar, and a plat of the grounds and parking spaces.

A copy of this booklet will be mailed free to anyone who will Write to Rancho Santa Fe News, Rancho Santa Fe, Calif.

**GROWTH OF TELEPHONE  
EXCHANGE AMAZING**

It seems certain that some kind of a record in number of telephone subscribers is held by Rancho Santa Fe. Our population is estimated at from 350 to 400. There are approximately 120 families and about a dozen business establishments, yet there are 170 phones installed in Rancho Santa Fe. This paper challenges any rural community in the world to show a greater number of phone installations per hundred of population. Telephone company please note.

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CALIFORNIA, BY THE  
COAST DISPATCH

This attractive house, built of brick, board and battens, has just been completed and is ready for occupancy. It contains large living room and breakfast room, 2 large bedrooms and bath, kitchen, store room, laundry and garage. Very attractive brick terrace overlooking garden. Priced at \$8,000, with terms.

**S. R. Nelson and  
F. W. Joers**  
Real Estate Brokers  
Rancho Santa Fe, California

**IRRIGATION DISTRICT TAX  
TITLE LANDS, EXCELLENT  
INVESTMENTS**

The Santa Fe Irrigation District is starting an intensive effort to restore to the tax rolls, lands acquired through tax sales. Title has been perfected by quiet title action, so the buyer is assured of good title. Early buyers will find a choice of many excellent parcels. See S. R. Nelson, special agent of the district, for particulars.

**NOTES BY THE  
BUILDING COMMISSIONER**

To date, 1938 building permits are as follows: Garden Club House, now completed; residences for Vernon C. Bogy, Mrs. Frank Good, Mr. and Mrs. G. K. Frisbie, all under construction at the present time; and addition to residences, Mr. and Mrs. Arthur L. Wick and Mr. and Mrs. A. B. Wells.

**ARMY AND NAVY  
NOW REPRESENTED**

Recent additions to ranks of Rancho Santa Fe resident property owners include Major Ned C. Lewis, U. S. A., retired surgeon; Lt. G. K. Frisbie, U. S. M. C., and Lt. George C. Weldin, U. S. N. It is sincerely hoped other officers will also discover the advantages of Rancho Santa Fe as a home place.

**Extensive Improvements  
Being Made at Rancho  
Santa Fe Golf Course**

Through the generosity of Albert B. Wells, John B. Sherman, John Burnham, George N. Peek and Glenn A. Moore, the first four of whom contributed \$500 each and the latter a quantity of material, the water course in front of the clubhouse is being straightened out, the channel confined between concrete walls and the rest of the ravine filled. Material for the fill is obtained by cutting into the hill in back of the club. Thus a sink hole is to be eliminated and ample site for clubhouse additions, also practice greens, acquired through the leveling of the grounds.

**ESCONDIDO ORANGE HOUSE  
BUILDS PRECOOLING PLANT**

Construction of a \$187,000 pre-cooling and refrigeration plant for the Escondido Orange Growers Association is nearing completion. This is important for Rancho Santa Fe growers, for the new plant will insure that our fruit reaches the market in much better condition than heretofore and will thus add to the net returns to the growers. The Escondido plant is now one of the largest and best equipped in the state.

Detailed information regarding Rancho Santa Fe properties and rentals can be secured by writing Nelson & Joers, Rancho Santa Fe, Calif.



Sec. 562, P. L. & R.

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