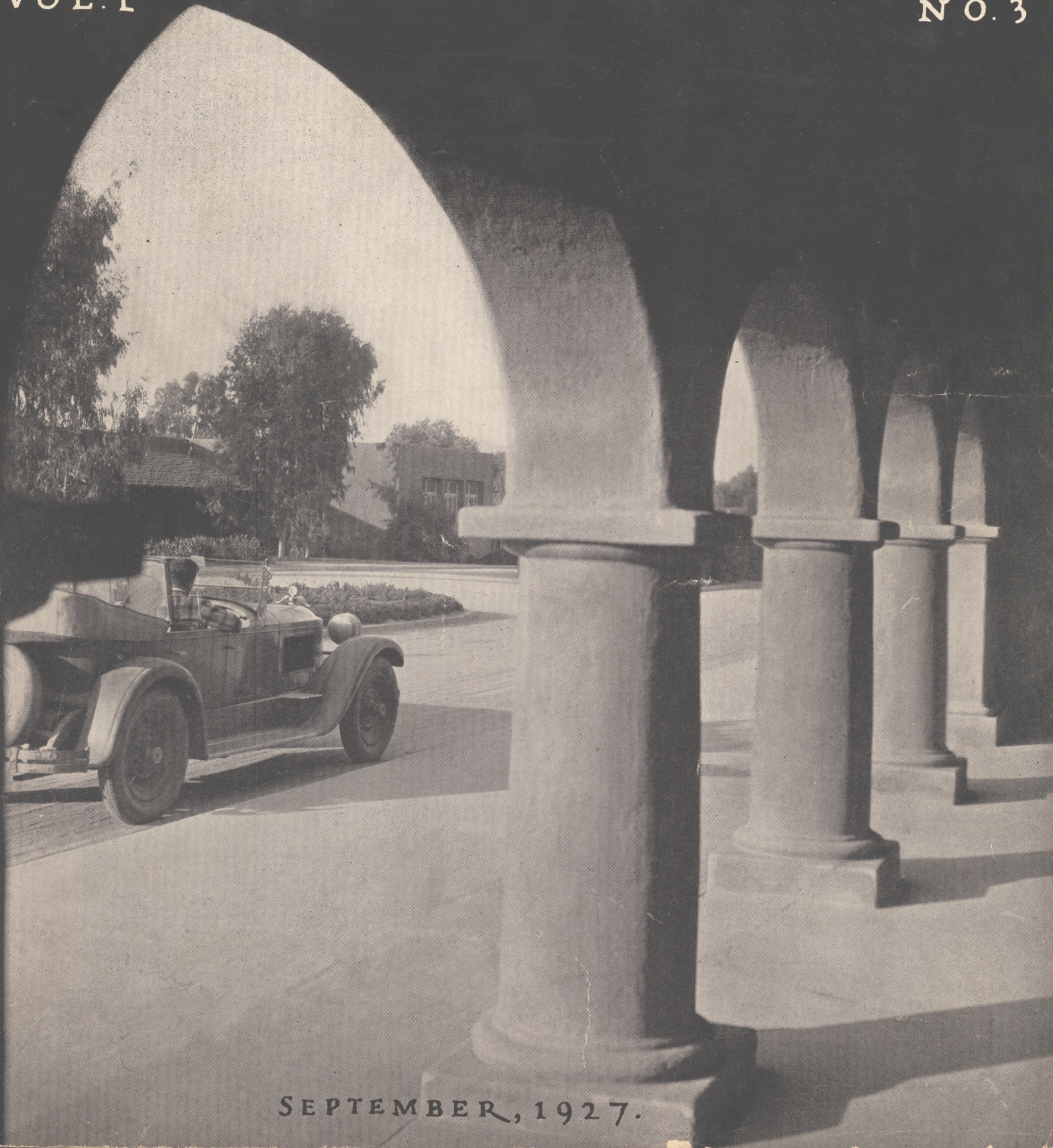


# RANCHO SANTA FE PROGRESS

VOL. 1

NO. 3



SEPTEMBER, 1927.

### WATER USE HEAVY; BILLS ARE ALL PAID

Use of water during the month of August continued heavy, and the demands for water in that portion of Rancho Santa Fe served by the pumping plant at the San Dieguito Dam increased to the extent that it has become necessary to operate both units of the pumping plant. Most of the pumping plants were designated as two-unit plants, but up to this time, the District has operated only one unit, which has been sufficient to meet the demand.

Mr. W. A. Bechberger, Tax Collector for the Santa Fe Irrigation District, reports that all assessments for the year 1926, which were due the latter part of June have been paid in full.

The Board of Directors of the Santa Fe Irrigation District have been sitting

### RANCHO SANTA FE SERVICE A LA MODE

With the early installation of a telephone exchange at Rancho Santa Fe, conveniences will be as complete and adequate as in metropolitan cities.

Rancho Santa Fe housewives enjoy ice deliveries three times a week, laundry service three times a week, fresh meat deliveries every day, cleaning and dyeing service twice a week and milk deliveries every day. Groceries and fresh vegetables are available as in city markets.

Electricity for cooking and heating has been found to be a great advantage. Rates for electricity have recently been reduced from a level already considered low.

as a board of equalization to consider the assessment roll for the fiscal year ending June 30th, 1928.

### BUILDING SUPPLY BUSINESS GROWS

The Rancho Santa Fe supply depot, under the able management of Mr. Gene Williams, has shown a steadily increased volume of business during the past six months. Mr. Williams is now acquiring a small piece of property a short distance from the supply depot, and plans to build his home there, in order to be near his place of business.

The supply depot is now anticipating putting in a small stock of pipe, fittings, paint, and other building materials for the convenience of those who want small orders filled.

Some idea of the volume of business on Rancho Santa Fe may be gathered from the fact that five carloads of cement have been sold through the supply depot during the last month. All this cement was used for buildings, gutters, curbs, drains, etc.



There's beauty at the old Osuna place, anyway you look. This is a new glimpse of this much photographed property.



The beauty of the pump-house on the Fairbanks estate speaks volumes for what may be expected when this great development is completed.

## Fairbanks Spends \$250,000 on Improvements Alone

Development work on the Fairbanks estate, which now represents an investment of approximately a quarter of a million dollars besides the cost of the land itself, has been going forward rapidly since the first of the year. When the plans of the celebrated motion picture star are finally carried out, the Fairbanks estate at Rancho Santa Fe will undoubtedly be one of the outstanding country places in the entire world.

Since January, 125 acres of land have been cleared, leveled, prepared and planted to Valencia oranges, nearly 11,000 trees being required to complete the orchard.

A complete irrigation system has

been built, including four deep wells equipped with powerful electrically-driven pumps to raise water to a reservoir higher up on the property. The concrete dam alone to impound water in the Fairbanks reservoir cost more than \$25,000. A pump house of attractive Spanish design, located immediately below the dam, is equipped with a battery of pumps for forcing water at any pressure desired to sub-reservoirs, overhead sprinkling systems and distributing mains.

Recently contracts have been let for the installation of an overhead sprinkling system covering an additional 75 acres which are to be planted to Valencia oranges next year. This is

probably the largest overhead sprinkling system in one unit ever built. Because of the fact that cover crops can be more easily and more extensively grown with this system, it is estimated that fertilizer worth about \$40 an acre a year can be produced on this land at the same time that the trees are being brought to the bearing stage.

Roads have been built during the year on the Fairbanks property, notably the one leading to the ranch from across the river and another leading to La Jolla valley through the 2150-acre Lusardi ranch adjoining Mr. Fairbanks' Rancho Santa Fe property. Recently a complete boundary survey has been made of this ranch.

With these basic improvements once completed, Douglas Fairbanks and Mary Pickford will embark upon an additional program of building which will include one or more homes.

## The Flora of Rancho Santa Fe

By A. R. Sprague, Horticulturist

The lace-like covering with which the lilacs decked our hills faded away with July and now only the perennials are blooming.

Among these, the beautiful Romero holds first place, in places so thick as to give a blue covering to the landscape.

It has a very long blooming season and is one of the finest native herbaceous shrubs for landscape work. When given care and water, like many other wild flowers and shrubs, it gains greatly in vigor and beauty.

The Mimulus, of the figwort family, is also in bloom now. Having first opened in April it continues to send out its beautiful flowers in colors ranging from apricot yellow to a clear blood red all through the summer and fall.

These two flowers, especially, are

characteristic of Rancho Santa Fe at this season, while most of the annuals have gone to seed to provide new glories for the spring.

The Penstemons have only just gone out of bloom. But the beauty of the wild landscape at this time consists of the rich verdure of many shades which the wild shrubs afford. Two varieties of Sumas, the one olive green and the other with deep green very wavy leaves and with deep orange red berries, which it is said the Indians use in place of lemonade—these are especially prominent.

Then we have two species of shrub oak with particularly beautiful foliage—very like English holly, with tiny acorns not thicker than a lead pencil.

Then also we have the Toyon, or California holly, in great abundance,

but of whose berries the birds are so fond that their glories do not often remain for holiday decorations.

The tall shafts of the Spanish bayonet recall the beautiful creamy white blossoms which flashed from the hill-sides in June.

The eucalypti have a glory all their own as their plumed tops sway in the breeze. Taken all together, Rancho Santa Fe, while not as gaily dressed now as in spring and early summer, is yet good to look upon.

Mr. and Mrs. A. H. Barlow and family, who have been spending the summer at their home on Rancho Santa Fe, are moving back to La Jolla for the winter to be near Mr. Barlow's real estate subdivision.



A new and interesting view of the Civic Center, with orchards in the distance.

## ARTISTS CHOOSE RANCHO SANTA FE

If confirmation of Rancho Santa Fe's amazing beauty were needed, such verification might be found in the fact that within the last month two noted artists have literally fallen in love with the place and have purchased sites for permanent homes.

One of these artists is William Darling, a landscape painter of note, who is at present the art director of the Fox Studios in Los Angeles. Mr. and Mrs. Darling made a casual trip through Rancho Santa Fe about a year ago. The favorable impression made at that time kept recurring to their minds during the year. Recently pictures of Rancho Santa Fe used in newspaper advertising and booklets sufficiently quickened their desire for a home here that they drove down with only the actual selection of a site to be decided. They selected a 2½-acre site near the Civic Center.

The other artist is John A. Bazant, who chose a particularly scenic location along the Ridge road. He acquired seven acres of land which will submit well to unique landscaping. He plans to build a home within a year. Mr. Bazant is a portrait painter, and also does commercial art work for such companies as the California Petroleum Company.

A few of the property owners who stopped at the Guest House during the past month were: Mr. and Mrs. Edger-ton Shore; Mr. P. G. Spriggs; Miss Ethel Sykes, accompanied by Miss Edith Buckman; Mr. J. B. Parker, accompanied by Mr. C. H. Ewing; Mr. R. E. Wiatt; Miss Marietta C. Ely; Mr. and Mrs. C. M. Ward.

Mr. George A. C. Christiancy is having landscaping plans drawn by Mr. Glenn A. Moore, landscape architect, for his rancho, Los Altos, on its sightly knoll in Block 27.

Mr. U. L. Voris, development contractor at Rancho Santa Fe, has had landscaping plans drawn and plans immediate improvement of his property adjacent to his present home.

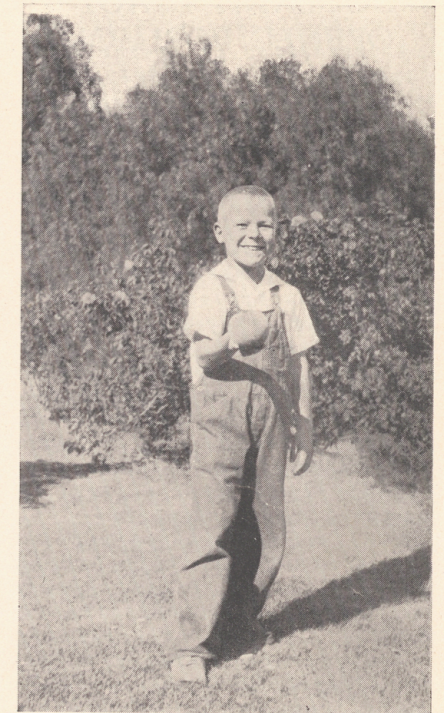
The landscaping department just received a shipment of native shrubbery and trees from La Mesa, a portion of which will be used on the landscaping of Mr. E. C. Cord's estate.

Mr. J. Theodore Reed, production manager for Douglas Fairbanks, who owns considerable acreage at Rancho Santa Fe, has just completed planting 1027 Valencia orange trees, or approximately 12 acres. Mr. Reed and Mr. Robert Fairbanks were down from Los Angeles late in August. Mrs. Fairbanks and Mrs. Reed joined them for the weekend.

Mr. George J. Tuckett's second development, representing a 9½-acre planting, is progressing rapidly. The clearing and leveling have been completed and the engineers are now staking out his orchard.

Mr. Russell H. Millar has taken up his residence at Solana Beach in order to be in close touch with his development at Rancho Santa Fe until such time as he builds a home.

Mr. W. N. Attrill has returned from a long automobile trip, including the Yosemite Valley, Yellowstone Park and Western Canada.



Jimmy Keep found this big peach down in the Osuna orchard. Goodbye peach.

Mr. H. Wheelock Pooler and the Misses Pooler, of East Orange, New Jersey, and New York City, who are in La Jolla for the summer, were among the recent guests of Mr. John White, Jr., and Mr. Edward S. White at "Largo Vista." Mr. John W. Egerton and Mr. Willard S. Crittenden are among the New Yorkers who have been guests of the Messrs. White. Rancho Largo Vista is the New York City rendezvous on Rancho Santa Fe, as both of the Messrs. White have large circles of friends, both in New York City and in New Jersey, their former home.

Mr. C. H. Morrill, Jr., spent August 28th at Rancho Santa Fe. This is Mr. Morrill's first trip to Rancho Santa Fe since his trees were planted and he expressed himself as highly pleased with the development of his property. Mr. Morrill also expressed himself as highly in favor of the new Home Owners' association and thought it a very opportune moment to protect and promote the high-class development at Rancho Santa Fe.

Mr. H. P. Smith, one of the earliest buyers at Rancho Santa Fe, who has spent a great deal of his time in Mexico, was recently up to inspect his property and expressed himself as quite pleased with the progress made. Mr. Smith expects to build within the next year.



Trucks, teams and men getting surface material for the new roads in Del Bosque.

## WOODLAND TRACT OPENED FOR HOMES

Resubdivision maps for the Del Bosque tract of 63 acres in the heart of the eucalyptus grove have been filed with the county recorder and this choice property will be offered to homesite seekers as soon as official action is taken. In fact, one sale has already been provisionally made, awaiting only the formal acceptance of subdivision plans for consummation.

This choice property will be sold strictly as homesites carrying building and landscaping requirements. No commercial orchards will be planted. This will allow the retention of the beautiful eucalyptus trees and with home-building and landscaping the area will become one of the most attractive at Rancho Santa Fe.

Roads have already been built and surfaced and complete water facilities have been carried to each property line. Residential desirability of Rancho Santa Fe is reflected in a continual increase of interest on the part of prospective purchasers in sites for homes and the preparation of Del Bosque for sale is in line with the management's policy of meeting this demand.

Drawings have just been completed for the residence of Mr. Charles F. Cushman. The plans are now in the hands of the contractors for bids and Mr. Cushman expects to have his house started in the near future. This residence is to be built on a rather unusual and very attractive plan. The living room is on the second floor and opens on a balcony which gives a mountain view and also has French doors leading to a roof garden which affords an ocean view.

Mr. James C. Hallstead, accompanied by Miss Hallstead and Miss Craig, all of Pasadena, spent the night at La Morada enroute to Powam Lodge in the Cuyamacas. Mr. Hallstead and party also stopped for the night on their return from the mountains.

Mr. H. E. Ketchum, local contractor, has added materially to the beauty of his duplex apartments by a bit of old Spanish landscaping. Mr. Ketchum's apartments are now completed and occupied.

The Indian boys from the Sherman Institute, of Riverside, who have been spending their vacation working under Mr. Voris, have returned to take up their studies at school. These boys are especially good workers and are always welcomed at Rancho Santa Fe each spring.

The George A. C. Christiancy residence is now finished with the exception of the interior decorating. This is being done by a well known firm of New York decorators and promises to be very attractive.

Mrs. and Mrs. W. C. Campbell have sold their home in Santa Monica and will now spend all of their time at the home which they built last year at Rancho Santa Fe.

Mr. and Mrs. D. M. Richards have returned from a two months' trip abroad and will be joined, shortly, by Mr. Morgan Richards, who has been spending the summer in the East.

Under the able care of Mr. A. B. Maddux, head gardener, beautiful dahlias are now to be seen in various parts of the Guest House grounds.

Mrs. S. R. Nelson has been quite ill during the past month, having undergone a major operation. Mrs. Nelson was under the care of Dr. Clarence E. Rees at the Scripps Memorial Hospital in La Jolla, but has now returned home and is well on the road to recovery. Mrs. Nelson received a great many flowers and remembrances from her many friends.

Mr. and Mrs. H. H. Hunnewell are now residing at Rancho Santa Fe, using, until the building of their home, one of Mr. Shaffer's cottages. Mr. Hunnewell is superintending the planting of his first orchard unit of 22½ acres of Valencia oranges and is building a road to his building site, looking forward to the building of a home and the landscaping of his grounds.

Mr. H. A. Fitzgerald, Jr., entertained a party of friends at La Morada over the weekend of August 20th.



Entrance to Del Bosque, a region of woodland beauty now ready for homes.

## VORIS GETS NEW SUB-CHISELER

Splendid success is reported by U. L. Voris with the two new implements specially built for him by the Towner Manufacturing company of Santa Ana for use at Rancho Santa Fe. The tools have been named "sub-chiselers," because they partake of the properties of both subsoilers and chiselers.

The implements are capable of penetrating the ground to a depth of 12 to 14 inches and are found to be very valuable in loosening up the soil and making way for the soaking in of irrigation water. They make a swath about seven feet wide and are operated by one man and a 30 h.p. tractor. Besides loosening and making possible the aeration of the soil, they save irrigation costs by making the use of water more efficient.



A charming view of the residence of Edward S. White.

All nursery stock planted in the orchards at Rancho Santa Fe is of the finest stock possible. The Valencia stock, of which some 15,000 trees were planted here during the past six weeks, is selected from the best nurseries in Orange County by Mr. J. W. Marshall, superintendent of maintenance for U. L. Voris.

Mr. George F. Balk and son, accompanied by Mr. Balk's aunt, Mrs. Julia Diggs, of St. Louis, spent several days at Rancho Santa Fe last month. Mr. Balk made final arrangements for the care of his property before leaving for the East.

Mr. John White, Jr., has a very remarkable display of dahlias. Mr. White has a large variety of these flowers and many people on the Rancho have been grateful recipients of Mr. White's flowers.

Mr. and Mrs. John E. Coffin, and Mr. W. T. Coffin spent a couple of days at La Morada. Mr. Coffin is president of the California Furniture Company in Los Angeles, and is an ardent golfer. Mr. Coffin reported that the links at Del Mar were in very good shape.

The engineering department did extensive work on Mr. Keck's road in Block 24, last month, laying out additional curbs and gutters.

The roads at Rancho Santa Fe are in excellent shape. They are being kept in this condition by constant sprinkling and dragging.

Mr. and Mrs. Frank Coffyn, accompanied by Mr. Fred Laurens and Dr. A. A. Dear, of London, England, stopped overnight at the Guest House. Mr. and Mrs. Coffyn have been down quite frequently during the past few months to inspect their new residence.

**RANCHO SANTA FE PROGRESS**

*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.

With this issue, the name of this publication has been changed to Rancho Santa Fe Progress. It has been found that some confusion has arisen over the name "Endless Miracle" in cases where recipients had no knowledge of the previous use of this phrase by John Steven McGroarty in his writings concerning Rancho Santa Fe. The new name indicates more accurately the purpose of the publication—to report month by month the progress of the project.

**SCHOOL OPENS AGAIN**

The Aliso School opened September 12th with Miss Betty Thomas again in charge as teacher. The attendance this year has been very materially increased owing to a number of new families who have settled since last term. The school house, grounds, and play-ground apparatus have been put in first class shape for the new year.

Mr. and Mrs. Bowley Le Huray have returned from a very pleasant trip in the north, where they spent about three weeks.

Mr. and Mrs. Barton Millard, who have recently moved into their new home overlooking San Dieguito Lake, entertained some twenty-five guests at luncheon a short time ago, most of whom were from Omaha, Nebraska, Mr. Millard's former home town.

Mrs. Ysabel del Valle Cram, accompanied by Miss Ruth M. Gard, spent several days at the Guest House. Miss Gard made the trip especially to play for Mrs. Cecile Winchester, who gave a delightful musical program at Encinitas Hall. Mrs. Cram is a member of the del Valle family, one of the first to settle in California, and expressed herself as delighted with the way in which Rancho Santa Fe is perpetuating the early Spanish architecture of California.

Mr. and Mrs. Ellis Bishop are now in residence at one of Mr. Shaffer's cottages. Mr. Bishop is a prominent realtor in Pasadena and owns considerable property at Rancho Santa Fe.

Dr. and Mrs. Ralph Opdyke spent Labor Day at Rancho Santa Fe. Dr. Opdyke is a Rancho Santa Fe enthusiast and always looks forward to coming down and getting a little exercise on his place.



The new home of Barton Millard is designed to provide maximum sun and scenery. It overlooks San Dieguito Lake.