

RANCHO SANTA FE PROGRESS

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Rancho Santa Fe Country Club Formed; 18-Hole Course Is Aim

Definite plans are well under way for the establishment of the golf course at Rancho Santa Fe.

Following a proposal of a financial plan by the Santa Fe Land Improvement Company, available owners of Rancho Santa Fe land banded themselves together to form the Rancho Santa Fe Country Club. Articles of incorporation have already been filed with the Secretary of State and have been approved. The formal organization meeting was held last Friday.

The incorporators of the club are as follows:

Douglas Fairbanks	George Burnham
Robert Fairbanks	Glenn A. Moore
J. Theodore Reed	U. L. Voris
Briggs C. Keck	A. H. Barlow
H. H. Hunnewell	J. F. McKittrick
Barton Millard	H. E. Ketchum
Ranald Macdonald	W. C. Campbell
Ellis Bishop	C. A. Shaffer
Clarence Cook	James C. Smillie
D. M. Richards	C. F. Pease
Russell Milar	T. L. Carothers
Wm. A. Bechberger	H. L. Porter
G. Aubrey Davidson	

The plan under which the golf club
(Continued on Page Four)



It took vision and faith and courage to launch the great project of Rancho Santa Fe. The surrounding mesas must have looked right barren and hopeless at times when this first work at La Morada was being done. But see the triumphs opposite—

SPRAGUE ISSUES WORLD CHALLENGE

Official Horticulturist A. R. Sprague last week issued a challenge to the world for Rancho Santa Fe in the matter of production of fruit from young orange trees.

He estimates that the two-year-old orchard of Valencias belonging to Mrs. S. R. Prentiss of New York will average at least one box per tree from the crop now ripening.

He counted 144 oranges on one tree and 156 on another. As these were average trees it seems safe to assume that a record of one box per tree will be exceeded.

The Prentiss trees will be three years old next May.



The inn and landscaping now have become a beautiful picture. So it is everywhere at Rancho Santa Fe. Imagine what another three years will bring.

\$300,000 ROAD DEVELOPMENT

Plans for the general improvement of about 40 miles of roads within Rancho Santa Fe at a total cost of approximately \$300,000 are under way. At the first meeting of property owners the proposed improvement was unanimously approved.

It is proposed to pave the main road through Rancho Santa Fe to connect with the roads leading to the coast, and to regrade, widen and plant with trees all other roads within Rancho Santa Fe which are also included in the Santa Fe Irrigation District. The lateral roads are to be surfaced with decomposed granite and will have adequate drainage provided.

The highway improvement will be undertaken under the Mattoon Act. C. F. Pease, of Rancho Santa Fe, pre-

sided over the meeting of property owners which endorsed the proposal and was then made head of the committee which will work out the details with the engineers.

The creation of parkways along the highway system at Rancho Santa Fe is in line with the policy of the founders of this project to make it one of the most beautiful in California. The planting of trees along the winding roads will generously enhance the already lavish beauty of the region.

Mr. A. H. Barlow, La Jolla realtor, and owner of the famous Osuna hacienda, original home of Don Juan Osuna, the first settler of the Rancho Santa Fe District, is now having some further landscaping done around his home. This old California hacienda has been restored and with its modern conveniences makes a very delightful residence.

Christiancy House Finished

Mr. Geo. A. C. Christiancy, whose fine new residence has just been completed, arrived at Rancho Santa Fe from New York on October 8, for a short visit. He found his house completed and ready for occupancy.

The construction of the Christiancy residence is another example of the confidence repeatedly expressed by Rancho Santa Fe buyers in the ability of the project management to handle their local affairs. This house, like many other improvements at Rancho Santa Fe, was built entirely during the absence of the owner.

Mr. Christiancy is not only pleased with his new home, but with the progress of the project in general. He is particularly enthused about the proposed golf club, and immediately upon arrival added his name to the list of underwriting members.

RANCHO SANTA FE PROGRESS

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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.

**Rancho Santa Fe Country Club
Formed; 18-Hole Course Is Aim**
(Continued from Page Two)

is being projected provides that when pledges of 200 memberships have been secured the Santa Fe Land Improvement Company will build a golf course and club house in any area of unsold land within the project selected by the members.

Memberships are to cost \$600 each, payable in installments after work is

actually started on the course. They carry full participating ownership rights and dues of \$100 a year, plus government tax, the latter to begin when the course has been completed and put into play.

The cost of the clubhouse is not to exceed \$25,000. Land for the golf course is to be sold to the country club at \$300 an acre and additional land surrounding the course will also be sold to the club at this price with the idea of giving the club opportunity to sell this land for residential property at a considerable increase in value.

The Santa Fe Land Improvement Company proposes to stand all expenses of incorporation and of securing memberships up to the time the course is put into play. It also guarantees to make up any deficit in operation up to \$10,000 for two years after the course is completed.

It is estimated that the cost of

building the course and club house will slightly exceed \$200,000. When 200 memberships have been paid up in full a deed to the land will be issued to the club and a series of notes of \$10,000 each bearing interest at five per cent will be accepted for the balance due. The first of these notes will fall due two years after the course is completed and the remainder will become due at annual intervals. They may be retired, however, whenever the club has funds available through the sale of memberships or otherwise.

Two golf course architects have already visited Rancho Santa Fe and have expressed themselves as being most enthusiastic about the possibilities for establishing a smart course of championship caliber. The soundness of the financial plan and entire absence of promotion fees, which will enable the club to complete its development with 100-cent dollars, have been the subject of favorable comment by various leaders in the western world of golf.

Mr. George Campbell, superintendent of the Sweetwater Fruit company, for twenty-six years superintendent of their packing plant at Bonita, San Diego County, was a visitor at Rancho Santa Fe during the past month. This was Mr. Campbell's first visit to Rancho Santa Fe and he was astonished at the results obtained in the orchards in such a short period. Mr. Campbell's opinion of trees and fruit is regarded very highly in Southern California.

Mr. Geo. R. Barker has just planted approximately four acres of oranges on his property in Lot 8, Block 7. Mr. L. C. Martin has planted 265 orange trees in Lot 1, Block 10. Mr. Allan Shore has put in nearly four acres of avocados on his property in Lot 11, Block 32. Mr. E. S. Frenger has also planted avocados—approximately five acres in Lot 4, Block 7.

Mr. Barton Millard is having five acres of his property prepared for spring planting. This comprises the land around and below his residence, on the slope toward San Dieguito Lake. Cover crop will be planted this fall and turned under next spring, leaving the soil in readiness for planting.

Mr. C. D. Wiman is anticipating extensive landscaping on his property in Block 24, adjoining Mr. Keck's very remarkable development in that section. Mr. Wiman has requested estimates and contour maps, which are being drawn by Mr. Moore.



A quaint and interesting doorway in one of the homes at Civic Center.

**NEEDLEWORK GUILD
MEETS AT LA MORADA**

The members of the Rancho Santa Fe Needlework Guild were entertained at La Morada on September 30th by Mrs. W. C. Campbell, director in charge of the local branch. Mrs. C. A. Walton, the San Diego district president, was the guest of honor, and gave an informal talk about the work of the Needlework Guild, pointing out the effective way in which the charitable work of this organization can be carried forward without interfering in any way with other club or social duties. One yearly contribution of two new garments is the only requirement from its members, each branch having the privilege of indicating the particular charity it wishes to serve.

There was an interesting display of fifty garments contributed by Rancho Santa Fe Guild members for use

amongst the "boarding children" placed, by the San Diego County Welfare Commission, under the care of "registered mothers." There are about one hundred of these children at present, sad little products of broken homes where poverty often prevents very little beyond a nominal payment for the children's lodging.

The afternoon of the Guild members ended with a social hour, Mrs. J. W. Marshall presiding graciously at the tea-table. Those present, or contributing to the Guild, were: Mesdames C. A. Walton, T. L. Carothers, J. C. Smillie, H. Porter, A. H. Barlow, Bowley LeHuray, U. L. Voris, Boettiger, McKee, Glenn A. Moore, J. W. Marshall, W. H. Ballard, Adrian Ballard, Florence Cheyne, D. M. Richards, J. H. Ladd, Marjorie Moss, W. H. King, Maddux, W. N. Attrill, G. H. Harris, T. H. Parker, R. E. Badger, H. C. Ketchum, W. C. Campbell, S. R. Nelson and Miss Stoner.

AVOCADO MEN MEET

Mr. James G. France, county agent of the United States Department of Agriculture, arranged a field meet at Rancho Santa Fe for the La Mesa Avocado Club on September 30th. Talks were made at the various orchards, including both avocado and citrus, by J. W. Marshall, superintendent of maintenance and W. H. Ballard, superintendent of irrigation for the U. L. Voris organization. All those attending were very liberal in their expressions of approval of the methods used in the care of the orchards and of the very wonderful appearance of the orchards as a whole.

This meet was so successful and pleasing that Mr. France and Mr. Marshall are planning another meet within the next few weeks, at which time the entire day will be given over to field demonstrations and talks by men of experience in this work, from various parts of Southern California.



Once more the old Osuna place. There's so much beauty there, the photographer is always lured.

CHILDREN GROW LIKE TREES HERE

Benefits of the outdoor life at Rancho Santa Fe are well attested by the sturdiness of the youngsters at the Rancho Santa Fe school. Any observer who happens by the schoolhouse during the noon recess can not help but be impressed by the glowing health reflected by the faces of the children.

Peaches-and-cream complexions such as come only from plenty of sunshine, air and exercise are everywhere. Young Dempseys and Tildens and Bobby Joneses keep in training every day on bars and rings. And the prima donnas and sub-debutantes are just as energetic as the boys. Certainly there is no better place in the world for children than Rancho Santa Fe.

Mr. C. H. Bristol is planning to beautify his driveway and grounds with ornamental plantings. Mrs. Bristol plans to have some fifty of the choicest varieties of roses now planted on the Pacific Coast. These roses are now being specially propagated in San Francisco, for Mrs. Bristol's garden at Rancho Santa Fe.



Mr. Choate, official photographer and reporter extraordinary, was asked to get an "action" picture. He certainly went to a good place to get it.

Dr. and Mrs. Ralph Opdyke were recent visitors at Rancho Santa Fe, where the doctor always enjoys a day's "hard work" in his orchard. Dr. Opdyke contemplates an additional four-acre development this spring.

1650 BOXES LEMONS SHIPPED THIS YEAR

Over sixteen hundred and fifty boxes of lemons have been shipped to the packing house at Escondido during the nine months of 1927. This is regarded as quite a remarkable showing, considering the number and age of the trees now bearing.

As this ever increasing production of lemons, together with the oranges and avocados coming on in a few months, must be taken care of this season, it is apparent that an organization for handling orchard problems cooperatively is an immediate necessity. While reluctant to undertake the burden of organizing and conducting such an organization, the resident owners recognized this necessity some time ago and they therefore met and organized the Rancho Santa Fe Fruit Association, under the non-profit stock cooperative law. A copy of the articles of incorporation and by-laws was sent to every orchard owner with a statement of the amount of stock which each one should take as determined by his acreage, ten per cent of which is due and payable upon signing the by-laws and contract.

The resident owners expect that all non-resident owners will at once join with them, regardless of the age of each one's grove, for only in this way can they show their appreciation of the very considerable burden undertaken by owners who are residents.

The Rancho Santa Fe Fruit Association will, in the future, take charge of the shipping and details of distribution of all returns until the owners of orchards have an opportunity to join the association or signify their intention of not joining.



Healthier and happier children—that's our slogan at Rancho Santa Fe.

TREE BLASTING IN MOVIE NEWSREEL

Mr. H. H. Hunnewell's 24-acre development is progressing quite rapidly and at present the pipe lines are being laid. Tree holes have been blasted, and trees will be planted at an early date. In blasting the tree holes on the Hunnewell property, some very spectacular effects were obtained, and an International Newsreel representative took motion pictures of the blasting and also of some of the operations incident to planting Mr. Hunnewell's orchard. Mr. Hunnewell is planting five acres to lemons and the balance to Valencia oranges.

A very beautiful driveway has been constructed on this property, leading from El Camino del Norte to his proposed building site on the crest of a slight knoll which commands a view of the surrounding country, with a glimpse of the broad Pacific. Mrs. Bertha Hunnewell is visiting with her son and daughter-in-law for a few days prior to a trip to the continent, where she expects to spend the winter.

Mr. K. D. Dawson, president of the Columbia Pacific Shipping company, and owner of about 20 acres at Rancho Santa Fe was a recent visitor. Mr. Dawson's orchard is being increased by ten acres of Eureka lemons, which completes the planting of all of his acreage, with the exception of the portion reserved for his residence.

Mrs. Florence Cheyne, popular hostess at La Morada, is now enjoying a two-week vacation. During her absence Mrs. Glenn A. Moore, wife of Rancho Santa Fe's landscape architect, is in charge of the inn.

The children at the Rancho Santa Fe School were among those who were awarded prizes at the County Fair for art work, nature study, sewing, etc. The school made a very fine showing.

Mr. and Mrs. Vernon C. Bogy were visitors at Rancho Santa Fe recently. Mr. Bogy has planted an additional four acres of Valencia oranges.

Mr. E. R. Mullen, who owns Lot 5, Block 44, visited Rancho Santa Fe several times during the past month, inspecting his property.



Glenn A. Moore, landscape architect, thinking up new ways to make Rancho Santa Fe more beautiful.



An inviting spot at the Ranald Macdonald home.

EVEN PHONES ARE DIFFERENT HERE

Plans for the new Rancho Santa Fe telephone exchange revealed by H. H. Dryden, engineer for the Southern California Telephone company, show that the installation will comprise the very latest equipment adopted by the telephone company. In fact, only two other installations in communities of this size in the entire United States are as modern.

The equipment to be installed is so advanced in design that no operator will be necessary at Rancho Santa Fe, all instruments being operated by the dial principle. The nearest attendant will be at Del Mar. This operator's services will be required only in case of long distance calls.

Although a part of the equipment for

ME AND GOD
By Briggs C. Keck

Cut down the Eucalyptus trees,
Hack out the native growth,
Don't leave one tall one standing,
Destroy them each and both.
For although I join with Kilmer,
"Only God can make a tree,"
I'm sure that to unmake them
God created only me.

the installation has already been shipped to Del Mar and space for the exchange has been leased by the telephone company in the administration building, the permit from the state railroad commission has not yet been issued and actual construction work is therefore held up.

"TOM" BRISTOL DIES

Mr. T. C. Bristol, formerly of La Junta, Colorado and for the past three years a resident of Rancho Santa Fe, passed quietly away in his sleep on Sunday, September 27th, at the Scripps Memorial Hospital in La Jolla. Services were held the following Tuesday at the Johnson-Saum Funeral Parlors in San Diego and the remains were laid in the Elks' Cemetery at Greenwood Memorial Park.

Known by his many friends as "Tom," he was an old railroad man, having held a number of positions as superintendent of various departments on the Santa Fe. Mr. Bristol was 64 years old. He is survived by his wife and by his brother, Mr. C. H. Bristol, of La Junta, who came to California and was with his brother during his last illness.



There's a wealth of native beauty at Rancho Santa Fe in shrubery, flowers and gorgeous coloring of soils

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