

BASEBALL!!

Our Gasco Nine is on the Diamond Every Sunday. Watch the Bulletin Boards.

San Diego Consolidated Gas & Electric Company

NEWS METER

DANCE!!

The Social Event of the Season At Crystal Pier, October 7th. Be There

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Vision of Rancho Santa Fe Now a Practical Reality

Electricity Aids Materially In Horticultural Development

Y EARS and years ago, when Don Juan Maria Osuna first chose the beautiful San Dieguito valley for the ancestral home of the Osunas, he little realized that he had selected a grant of land so perfect as to climate, topography, soil and water that it would prove a perpetual inspiration to future lovers of California, prompting them to preserve the beauty of the landscape as a tribute to the vision, ideals, and courage of the early Spanish settlers.

Today this San Dieguito grant is known as Rancho Santa Fe. It comprises approximately 9,000 acres and is owned by the Santa Fe Land Improvement Company, a subsidiary of the Santa Fe Railway.

To W. E. Hodges, vice-president of the Santa Fe, and to L. G. Sinnard, both lovers of California, belongs the credit of conceiving and carrying to a practical conclusion the project of Rancho Santa Fe. It was the plan of these visionary, yet intensely practical men, to subdivide the great acreage into small ranches and so control the horticultural and architectural development of the territory that such development might preserve the romantic traditions of early California.

In the words of John Steven Merz, California's noted author and playwright, the vision of Mr. Sinnard was in brief, "that there would rise upon the sunny hills and winding valleys of the old lordly domain of the Osunas a model community, the like of which perhaps has not yet been seen in all the world.

There was, and is, a vision of smiling orchards, beautiful homes, luring roads and forest aisles, of lawns and gardens. A community that shall be sufficient unto itself, with its own intimate yet ample life, a civic center of its own, and every other needful provision for its perpetuation and success. In a way, the Rancho Santa Fe project is an anomaly because it is intensely idealistic."

B UT what has all this to do with electricity?

Here again we find that electricity plays a very important part in realizing the vision for, with electric pumping plants dotted here and there, the acres and acres of Valencia oranges and avocados are given the liquid refreshments that permits them to grow, blossom and bear fruit in the middle

electrical heating, cooking and refrigeration, seldom is an electric light pole visible. S. R. Nelson, manager of Rancho Santa Fe, explained by saying that all electric transmission lines were, wherever possible, run up deep canyons rather than spoil the natural beauty of the landscape. He further explained that the entire civic center is served with underground conduit and that one 95-acre estate owned by C. A. Dunham was also electrified by an underground electric distribution system.

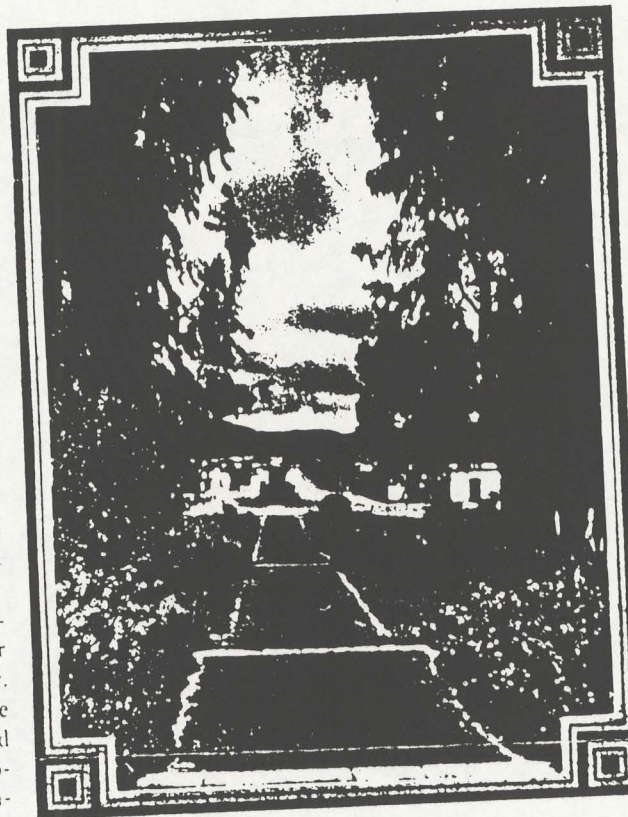
From P. C. Hosmer, sales manager of the Rancho, we learned that regardless of the extent of the estate purchased, the owner must plant one third of the total acreage within one year of the date of purchase. All residential edifices built within the Rancho are of Spanish architecture and must have had the approval of the developers of Rancho Santa Fe. The cost of these dwellings ranges from \$6,000 up. Building restrictions depend principally on the prominence of the building site. A building now under construction situated on top of a rolling hill has a cost restriction of \$20,000.

230 SEPARATE ESTATES

A T THE present time 230 separate estates have been purchased by wealthy persons who plan to make Rancho Santa Fe their country home. Among this number are Douglas Fairbanks and Mary Pickford.

The writer is deeply indebted to Mr. Nelson for a delightful scenic tour of the Rancho, starting with a trip through the guest house and its electric kitchen and ending with a visit to the Douglas Fairbanks Ranch and its extensive electrical irrigation system. During this tour we motored over a majority of the 52 miles of well-kept and orchard-lined highways with their many vantage points overlooking large sections of the big Rancho.

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Rancho Santa Fe's Civic Center

of the summer, an off season for the Florida Valencia. The result is an Eastern demand for the California fruit and for the Santa Fe an increased long-haul freight traffic east.

In traveling over the Rancho one would observe that although each of the 42 homes are electrical in every respect and that the majority of residences are equipped for

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Rancho Santa Fe

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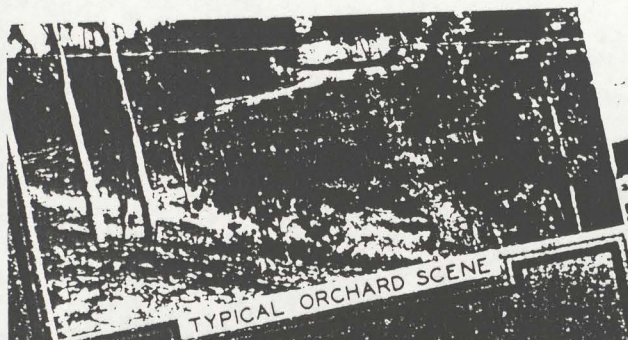
Santa Fe. These highways are maintained by the Santa Fe Land Improvement Company and provide easy access to all parts of the Rancho.

An inspection of the vast estate owned by America's best-known and loved cinema stars, Douglas Fairbanks and Mary Pickford, commenced with the four powerful electrical pumping stations located in the river bottom. These pumps lift water to a large man-made Fairbanks lake and dam, a half-mile distant. At the base of the dam is a long stucco pump-house, which is an excellent example of how a strictly utilitarian structure may be made pleasing by artistic designing. Here the water from the lake is boosted by electrically-operated pumps to various high points throughout the estate. The pump-house has a capacity for 16 electric booster pumps to be installed as the development of the estate progresses. On the road to the dam we passed the Fairbanks nursery, where thousands of Valencia orange seedlings are in various stages of growth. Of the large Fairbanks estate, one 125-acre unit is already under cultivation, while another 75-acre unit will be planted in the immediate future.

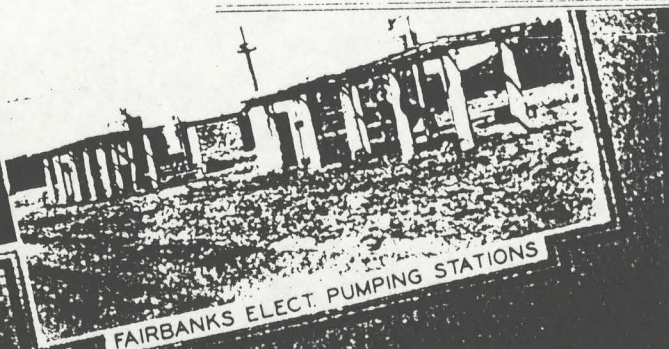
NO ELECTRIC SIGNS

IT WAS nearly dusk as we returned to the civic center, otherwise we wouldn't have noticed the only non-electrical thing about the whole Rancho. An electric sign salesman would starve to death at Rancho Santa Fe, for the developers of the ranch have made it a rule that the beauty of the landscape shall not be commercialized with advertising matter of any description, including electric signs. Even the old-fashioned shingle is absent from the merchandising establishments of the civic center.

Would that old Don Juan Maria Osuna could once more traverse the land of his choosing. He could have nothing but praise for the wonderful development brought about through the aid of electricity.



TYPICAL ORCHARD SCENE



FAIRBANKS ELECT. PUMPING STATIONS



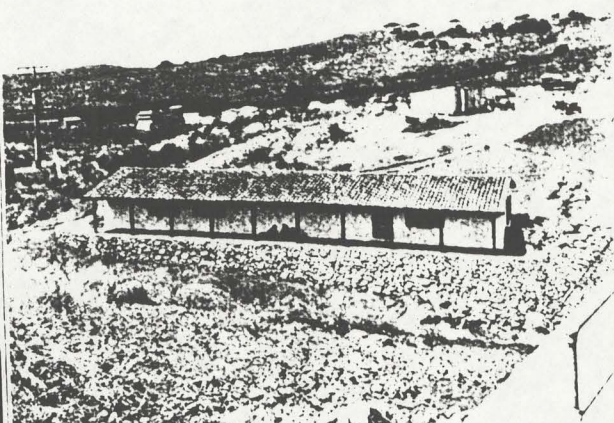
GUEST HOUSE, RANCHO SANTA FE



HOUSE OF OSUNA



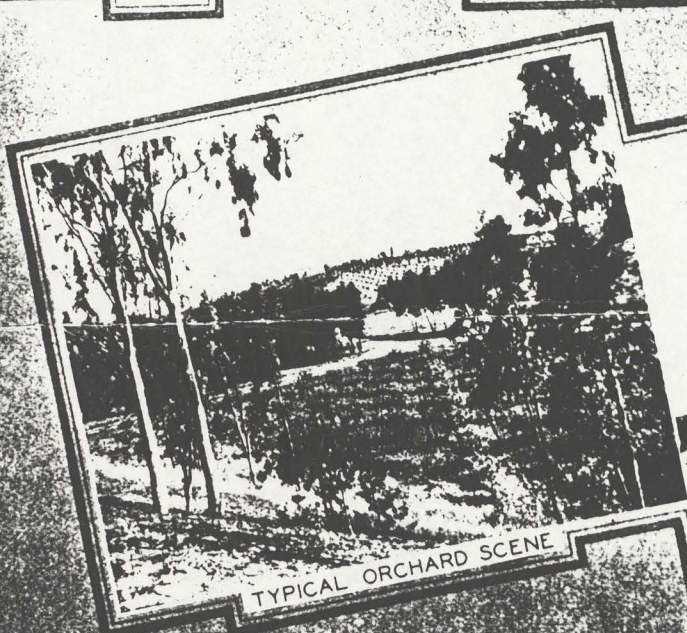
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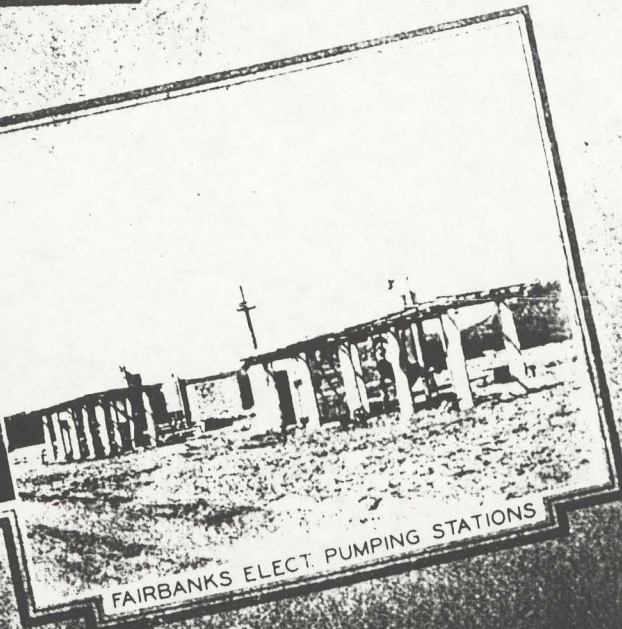
FAIRBANKS PUMP HOUSE



MARY



TYPICAL ORCHARD SCENE



FAIRBANKS ELECT. PUMPING STATIONS