

Rancho Santa Fe News

VOL. 2

SEPTEMBER, 1937

NO. 5

Edited and Published by S. R. NELSON, Real Estate Broker

GROWTH OF RANCHO SANTA FE REFLECTED IN ELECTRIC COMPANY IMPROVEMENTS

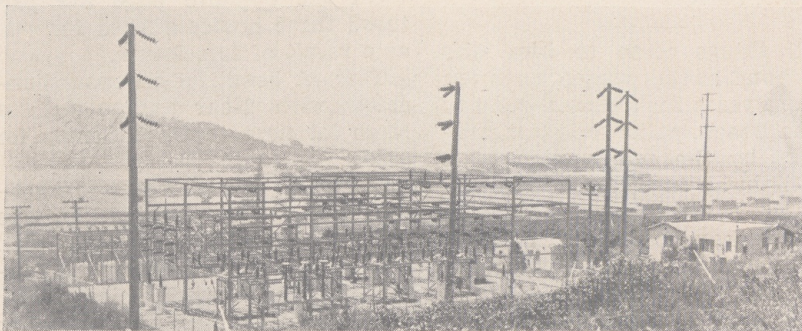
Strangely enough there is no truer barometer of consistent growth and development than the demands on the electric service lines of the San Diego Consolidated Gas and Electric company. In most instances the public service company strives to keep ahead of such growth but in the case of Rancho Santa Fe the local utility has considered itself fortunate to keep pace with its unusual expansion.

Previous to 1928, service to Rancho Santa Fe was furnished from a 12,000 volt system out of San Diego. Shortly thereafter demands on the system increased to such an extent as to warrant a 66,000-volt sub-station installation at Del Mar. This station provided a fairly reliable source of power due to its connection both with the main San Diego generating stations and with the lines of the Southern California Edison company at San Juan Capistrano. Increased electrical demands due to new home construction (electrically equipped throughout) and the installation

of numerous electric pumping stations soon made clear the necessity for a more adequate and flexible transmission and distribution system, a system which the service company felt would be free from the most ordinary line disturbances and from which current could be delivered at proper voltage throughout the Del Mar area. A careful study of conditions followed and in 1930 the present Del Mar sub-station located northeast of the fair grounds was placed in service. This station receives its power source from San Diego, Escondido, or, in case of failure, from Capistrano.

The transmission lines "feeding" the station operate at 66,000-volts and enter the station through automatic circuit breakers equipped with the most modern relays available. The function of these relays is to instantly disconnect a line in which a fault has developed and at the same time maintain uninterrupted service from the remain-

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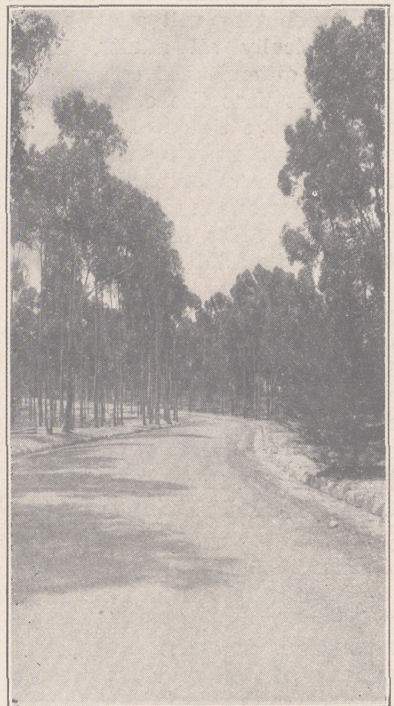
Del Mar Sub-station serving Rancho Santa Fe and surrounding territory. This station receives electric energy at 66,000 volts from three supply sources—San Diego, Escondido and San Juan Capistrano. At Escondido the transmission line is inter-connected with the Nevada-California Electric Corporation while at Capistrano the line is inter-connected with the Southern California Edison Company. Automatic switching equipment keeps the power source steady in case of line failure.

RARE BIRDS VISIT RANCHO SANTA FE

A large flock of Tantalus Loculator, Woodibis to you, visited Rancho Santa Fe recently. This bird, which is rapidly becoming extinct, is a large wading bird of the stork family. Its head and neck are bald, body white, wings white with black tips, legs black and beak long and slightly curved. It nests in tall trees but feeds in ponds on snails, frogs, worms and other forms of animal life found in marshes and shallow waters. Its native habitat is the everglades of Florida but it is also found along the lower regions of the Colorado River.

Surprisingly little information

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A view along Planideras Road where Briggs C. Keck has developed beautiful home site properties

TREATMENT OF GREENHOUSE THRIP DISCUSSED BY HORTICULTURAL EXPERT

An insect pest known by practically all gardeners, the Greenhouse thrip (*Heliothrips hoemorrhoidalis*) has for some reason adapted the orange tree as a host plant in this vicinity. To the writer's knowledge it was first noticed some four years ago and, although there is no record of it being a serious pest before, it has spread and multiplied to the point where it is now one of our major insect pests on oranges.

This thrip is dark brown as an adult, approximately 1 1/4 mm. long which makes it easy enough to identify from our well-known Citrus thrip.

It has piercing and sucking mouth parts with which it withdraws the juices from the epidermal cells causing a scabbing over and very decidedly making a cull fruit as to appearance. This insect will have five to seven generations a year and although the lady bird beetle, both adult and larva, the larva of the green lacewing and the dark thripets are, in most cases, effective natural enemies, they have not been able to keep down the build-up in this locality.

Although this insect seeks darkness in the daytime and hides away in the plant our modern spray machinery will allow us to kill practically all adults. However, the difficulty of control lies in the fact that the eggs are inserted into the tissue of the half-grown to ripe fruit by the female with their sharp ovipositor. It is necessary for one treatment to follow another after the eggs hatch but before the adults reach the reproductive stage. And since all eggs do not hatch at the same time it necessitates a third treatment.

At the present time our 1938 oranges are not large enough to be used by the insect as tissue in

IRRIGATION DISTRICT REPORTS INCREASE OF BUSINESS

Maitland Bakewell, secretary-manager of the Santa Fe Irrigation District, reports that water consumption for the month of August topped all previous records by about five per cent. In figures the water sales for August were 165 million gallons or about 505 acre feet.

which to deposit their eggs. Therefore, it is only necessary to remove all odd fruit such as off-blooms and for practical purposes only adults will remain on the trees.

Although our normal routine oil sprays are fairly effective on this insect the addition of three-fourths pint of Pyrethrum extract to one hundred gallons spray material adds to its effectiveness and it is hoped that the kill so obtained will keep this insect from being a major pest for two or three years to come.

AL SKOW.

BUILDING NOTES

Messrs. Townly and Burnaby have completed their new residences and held their house warming ceremonies. We take pleasure in welcoming them in our midst. The C. F. Meyer residence is rapidly approaching completion and is a fine addition to Rancho Santa Fe. Mr. Peck is supervising construction of his new home along the high line road and the residence for Mr. and Mrs. Albin Pelko is shaping up nicely.

Meanwhile, an addition to the residence of Mr. and Mrs. Norman Carmichael has just been finished, while Mr. Durant still is busy with alterations and additions to the property he recently purchased. Mr. Wm. A. Darling, having retired from his position as Art Director of 20th Century-Fox, is building a studio where he can indulge in his favorite pastime of painting.

NEW ROAD TO SOLANA BEACH

"All things come to him who waits" and having waited some ten or more years for a decent road to Solana Beach, patience is being rewarded by the construction of a new highway to connect with our neighboring coast town. The new route will have less curves, be more direct and will be a great improvement over the old. We are informed that plans are being prepared for a bridge over the Escondido creek in the Olivenhain valley at the Denk Ranch and some realignment of the present road to Encinitas so that another outlet to the coast will be greatly improved by next winter.

GOLF COURSE PLANS COMMUNITY DAY

Seeking to repeat the successful and enjoyable community golf day, staged under the supervision of Mr. Arthur Wick some time ago, the Park and Recreation Board are planning a similar event for the latter part of October. In addition to competition golf games, will be driving, approaching and putting contests. Those who do not play golf can play bridge in the Club House. There will be prizes for all events.

The feature of the day will be a barbecue luncheon, with ripened tenderloin steaks, a la Elmer Border on the menu.

Mrs. Norman Carmichael will head the committee on arrangements.

All residents of Rancho Santa Fe will be invited and a special notice advising the date will be published at a later date. The charge for participation will be 75 cents.

ELEMENTARY SCHOOL OPENED SEPT. 13, 1937

With the Misses Helen Jacobs and Helen Brunson in charge, school opened on Monday, Sept. 13, 1937. The returning students found greatly improved school rooms, for during the summer, the building had been repainted and the furniture repaired and revarnished.

Work is soon to start on further improvements of the grounds, since a W. P. A. project for this purpose has been officially approved.

ATTRACTIVE HOMES OFFERED FOR SALE

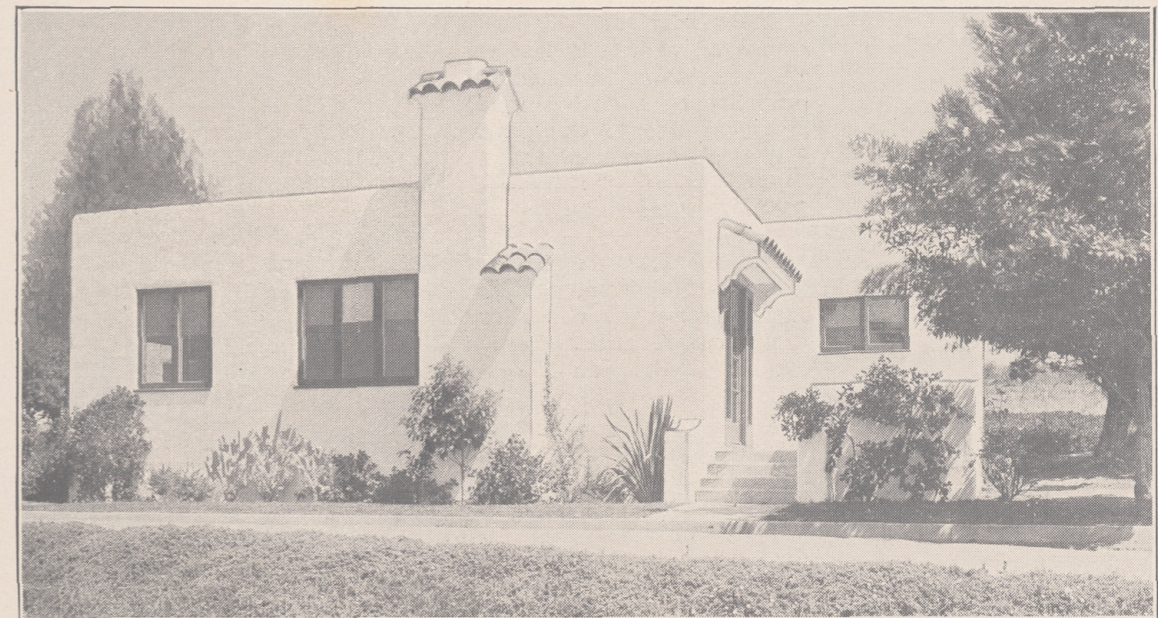
On the opposite page are pictured three homes offered for sale as a result of foreclosure.

TOP—A beautiful six-room bungalow with 2-car garage with a large lot next to Civic Center for \$4,250.

MIDDLE—A 5-room stucco dwelling with garage located opposite the golf course on a six-acre plot. All fenced and suitable for gardening or riding horses. Price, \$4,500.

BOTTOM—A two-story residence with 11 large rooms, located on approximately one acre of ground next to Civic Center. Price \$10,000. **EASY TERMS.**

For detailed information write to Nelson & Joers, Rancho Santa Fe.



For Your Information

Editor's Note:—Confusion exists in the minds of many property owners as to jurisdiction over various local affairs. To clarify this we submit the following information:

The Park and Recreation Board has jurisdiction over all parks and properties owned by the Association including the Golf Course. It also has control of all ornamental tree plantings within 25 feet of street lines.

The Art Jury passes on all plans for buildings and also on resubdivision of properties.

The Association Board of Directors has jurisdiction over all other matters in connection with the covenant.

The Maintenance District Committee has jurisdiction over the public highways, planting and trimming of trees therein, signs, etc.

**RANCHO SANTA FE ASSOCIATION
Officers and Directors**

- President Barton Millard
- Vice President Glenn A. Moore
- Directors—R. E. Badger, L. L. Fox, J. C. Smillie.
- Secretary S. R. Nelson
- Building Commissioner S. R. Nelson

PARK AND RECREATION BOARD

- M. E. Harrison, A. B. Wells, Clifton Williams.

ART JURY

- Norman Carmichael, Wm. A. Darling, Templeton Johnson.

**RANCHO SANTA FE MAINTENANCE
DISTRICT COMMITTEE**

- L. L. Fox, R. B. Mann, J. C. Smillie.
- RANCHO SANTA FE GARDEN CLUB**
- President Mrs. Norman Carmichael
 - Secretary Mrs. Ruth Nelson

RANCHO SANTA FE BOOK CLUB

- President Mrs. G. S. Harris
- Vice President Mrs. Walter Durant
- Secretary Mrs. H. A. Porter

RANCHO SANTA FE COUNTRY CLUB

- President W. A. Bechberger
- Vice President D. M. Bakewell
- Secretary R. M. Coulter

RANCHO SANTA FE SCHOOL BOARD

- Mrs. Walter Durant, Ranald Macdonald, A. L. Wick.

SANTA FE IRRIGATION DISTRICT

- President A. W. Gilbert
- Dr. Carl Bertschinger, Ira Conner, Joseph Coulombe, W. A. Smart.
- Secretary-Manager D. M. Bakewell
- Assessor and Tax Collector W. A. Bechberger
- Deputy Sheriff Albin Pelko
- Telephone Rancho Santa Fe 3411.

The RANCHO SANTA FE NEWS is published monthly by S. R. Nelson and F. W. Joers.

Detailed information regarding Rancho Santa Fe properties and rentals can be secured by writing Nelson & Joers, Rancho Santa Fe, Calif. Extra copies of this issue will be mailed upon request.

**RARE BIRDS VISIT
RANCHO SANTA FE**

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can be found about the bird in reference books of Southern California birds. In fact many books contain no mention of the bird at all.

A picture of the flock was snapped by Mary Belle Claggett, of Rancho Santa Fe, on the estate of Chester Wyvell and published in the San Diego Union. The main flight split after reaching Rancho Santa Fe, some settling on the Douglas Fairbanks lake and some on the San Dieguito Reservoir.

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1937 TAX RATES SET

The Santa Fe Irrigation District has set the tax rate of \$5.20 for this year. This is 70c higher than last year due to judgment against the District for attorney fees.

The county rate will be \$3.26 as compared with \$4.19 last year and the Association assesment rate will probably be slightly higher than last year due to the payment in full of all delinquent taxes.

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BREVITIES

The members of Garden Club are wearing broad smiles these days. Reason? A check for \$150.00 first prize for their Garden Club exhibit at the San Diego county fair.

The Book Club resumes its monthly meetings with Mrs. Geo. Harris, presiding, and Mrs. Walter Durant as program chairman.

R. M. Clotfelter, resident agent for A. R. Bishop, is the father of an 8lb. baby boy, born on August 28th. The new arrival and his mother are both doing very well.

We had the pleasure of a brief visit the other day with our old friend, Dr. David L. Hopkins, of Denver, Colorado. Dr. Hopkins, who owns some of the finest lemon trees to be found anywhere in Southern California, was agreeably surprised to find no signs of frost damage in his grove.

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Buy locally; it pays.

**NEW HIGH SCHOOL
SHAPING UP**

What will undoubtedly be one of the most modern and progressive plants of any rural district in America, the new San Dieguito Union High school, is well under way. It is expected that the new buildings will be ready for occupancy by January 1, 1938. Ample room and facilities have been provided for vocational study such as agriculture and horticulture, mechanics, woodcraft, art, home economics and commercial business. These and a teaching staff that has proven to be very high grade will make the new high school something for which the district can be justly proud. Arthur Main continues as superintendent.

The school board, headed by Dr. Carl Bertschinger, president, has spent many days and evenings supervising details and planning ways and means of getting the most value for the tax payers money.

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**ELECTRIC COMPANY
DEVELOPMENT BAROMETER
OF RANCHO GROWTH**

(Continued from Page 1)

ing lines. Such high tension current is stepped down by a bank of transformers from 66,000 volts to 12,000 and then out through automatic regulators designed to maintain a constant voltage at the consumers' location. As added precautions after the current passes through the regulators it is distributed by numerous "feeder" lines each equipped with modern circuit breakers, relays and other devices which automatically restore service in case tree limbs, kite strings or wind storms short circuit the wires.

At the present time plans are underway for the installation of still more automatic apparatus in a determined effort to provide an even greater constancy of service, and incidentally, such installation is still another tribute to a fast growing territory.

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A purchase of Rancho Santa Fe properties at this time and at prevailing prices is not a speculation but an investment.