

The background of the cover is a black and white photograph. In the foreground, several tall, slender trees with sparse foliage stand vertically, framing the view. In the middle ground, there is a large, dark, rectangular building with a flat roof, possibly a ranch or a school building. The ground in front of the building appears to be a field or a courtyard with some smaller trees and bushes. The overall scene is somewhat desaturated and has a historical feel.

RANCHO SANTA FE PROGRESS

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RANCHO SANTA FE—PAST *and* FUTURE

By S. R. NELSON

The conditions arising out of the change of ownership of the remaining properties in Rancho Santa Fe have prevented the issuance of the Rancho Santa Fe Progress for several months. The Rancho Santa Fe Corporation takes pleasure in again presenting to the owners of property at Rancho Santa Fe this little bulletin telling of the progress of events, in the hope that it may prove to be of interest to our readers. This seems to be a fitting time to review briefly the history of this unique community and to take a peep at the future.

There has been a rather strange sequence of events in the evolution of Rancho Santa Fe. First a cattle ranch of Don Juan Maria Osuna, then a grain farm of his heirs, then an experiment in the growing of railroad timbers, now a thriving community of country estates.

It is only by standing aside, so to speak, and reviewing the years, that one is able to appreciate the thread of logic that has run through these successive stages and is now beginning to carry Rancho Santa Fe on to newer and higher goals.

It is well to clear our minds once in a while of transient problems and to look at the whole broad sweep of development that has brought Rancho Santa Fe to its present unique status. What has been done in the past gives us confidence to believe the picture which imagination paints of an enlarged and glorified Rancho Santa Fe.

There is no question in my mind but that Rancho Santa Fe will someday outdo Santa Barbara, Montecito, Monterey and the rest—no doubt but that here at Rancho Santa Fe the apex will be reached of California's recreational and residential allurements.

Let us look at the sign-posts along the way to see the truth and logic of that statement.

Don Juan Maria Osuna had most of California to choose from, when the king called him in and told him to take his pick. He rode his horse two leagues back up the San Dieguito Valley from the sea, found the air dry and cool, noticed the grass all about was tall and succulent, and established himself and his herds.

Senor Osuna was not fond of obstacles. He was looking for climatic comfort. He believed in taking things easy. He wanted a place where Nature was prodigal. The San Dieguito valley was his answer.

In due time a great trans-continental railroad system—the Santa Fe—wanted land on which to grow eucalyptus trees for railroad ties. The 9000-acre Rancho San Dieguito was



This view from the stables and gatekeeper's lodge toward the Ellis Bishop home suggests how beautiful this wonderful estate will be when the buildings are finished and landscaping is done.

bought for this purpose. Officials of the railroad were influenced by the superb climate, the promising soil and the obviously good water and air drainage. Millions of trees were planted. But that is another story. Suffice it to say that science grew faster even than eucalyptus trees can grow at Rancho Santa Fe, and a better, cheaper source of railroad timbers obsoleted the program almost before it was fairly under way. Then, for the first time, a definite analysis of all the qualities of Rancho Santa Fe was made.

The Santa Fe set out upon a program of converting Rancho Santa Fe into a productive use. Economic conditions were changing. California's climatic virtues were beginning to be appreciated. The influx of Eastern wealth to which our present amazing prosperity is largely attributable, had set in. The Santa Fe officials think in terms of railroad tonnage. Their analysis disclosed that here was a potential Eden. Climate and soil indicated sub-tropical fruits. Water only was needed to make the Eden bloom. Water was provided, at tremendous cost, because water would produce freight tonnage.

Mr. L. G. Sinnard and Mr. J. B. Lippincott entered into the picture to assist Mr. W. E. Hodges in outlining a policy. Years of experience in Santa Fe colonizing projects fortified these men against failure. They created what has since become justly famous as the Rancho Santa Fe Plan.

The Rancho Santa Fe Plan requires development within one year after purchase of property. This was to hasten the day of tonnage and eliminate the failures that had characterized other projects. The Rancho Santa Fe Plan also provided restrictive measures on architecture, landscaping, and uses of land in order to give owners a guarantee of proper environment. Nature had already provided a setting that impressed all who saw it, but assurance had to be given that it would not be spoiled if appreciative people were to be attracted.

Thus, it is seen that climate is the fundamental vein running through all stages of Rancho Santa Fe's history, that has made each step logical in its way. In today's stage—the country estate stage—the protective features of the Rancho Santa Fe Plan constitute the most important other element in success.

These two qualities—climate and protective restrictions—provide the foundation for a future that is bounded only by the imagination.

About six months ago a group of Los Angeles, Pasadena and San Diego capitalists realized the fundamental



A testimonial to the health-giving qualities of Rancho Santa Fe sunshine. The party was given in honor of Lois and Jack Ladd, Jr.

Horse Colony Grows

Rancho Santa Fe's horse colony continues to grow and the riding diversion promises more than ever to become a permanent and popular part of Rancho Santa Fe life.

The Tomlinsons and the Manns have their own horses, and the Loomis stables are filled to greater capacity than ever before. The Claggetts are as ardent as ever in this sport.

Quite a number of other residents who do not own their horses use those provided by the Rancho Santa Fe stables, established a short time ago by W. R. Harper. Mr. Harper has six horses, all spirited mounts, and can provide either Mexican or English saddles. Reservations may be made by phoning Rancho Santa Fe 2531 or 2611.

character of these qualities and had the imagination to see what they meant for the future of Rancho Santa Fe. Officials of the Santa Fe railroad were in a mood to sell their interests to the right parties, provided there was vision and financial ability to carry on to a logical conclusion, and respect for existing institutions.

The Santa Fe officials were in this mood because their primary business is railroad and not real estate developing. Late in 1928, the transfer was made to Mr. Nels Gross and his associates, who at the same time purchased some 1400 acres of land joining the present Rancho Santa Fe to the ocean.

Millions of dollars are invested in the enlarged Rancho Santa Fe in a proprietary way. Other millions have been invested in its upbuilding. The splendid, unique character of the place has been firmly established. Our nation is richer today than ever before.

Two Mails Daily June 1

Effective June 1, mail will be received and distributed twice a day at Rancho Santa Fe, according to Postmaster George W. Megrew. The exact hours will be announced later.

The post office was moved on January 1 to a separate room because of the need for greater space. The business done by the post office indicates a very healthy condition.

Receipts for the first three months of 1929 were 15 per cent higher than for the corresponding period for last year. Box rentals increased 35 per cent for the same corresponding period. Practically all of the box capacity is now in service and additional boxes will be required at an early date.

New wealth is pouring into California, month after month. It is attracted primarily because of climate. San Diego County possesses a climate superior in every way to that of any other section of California. Living conditions here are ideal for the constant influx of the wealthy class.

Rancho Santa Fe offers a particular type of recreational life that can be found nowhere else—a sort of metropolitan country life where the best qualities of urban and rural conditions have been combined. With this background, could anything stop Rancho Santa Fe? Can you conceive anything but a future advance? Temporary problems arise, of course, but they only serve to keep Rancho Santa Fe going forward on a conservative, even keel to an ultimate goal of sparkle and brilliance and loveliness which it is perhaps impossible for any of us to imagine.



The largest tree at Rancho Santa Fe is found at the entrance to the Ketchum estate.

Hunting a la Mode

One of Mr. Ranald Macdonald's splendid building sites on his property east of San Dieguito Lake went up in price materially last winter when he discovered that it comprises a most excellent vantage point from which to shoot ducks.

Just at dusk each day the ducks left San Dieguito Lake for Lake Hodges, flying on a bee line over the Macdonald property. At that point they had not gained enough altitude to be out of range. Hence there were ducks for dinner quite frequently at the Macdonalds.

Imagine stepping out into your patio every evening to bring down a flock of canvasbacks. How much are we offered for Rancho Glengarry?

Wildflowers Win

A silver trophy was the prize awarded the Rancho Santa Fe children for their blue-ribbon wildflower exhibit at the recent semi-annual Flower Show of the San Diego Floral Association. The Rancho Santa Fe display was entered in the county school class. About fifty varieties of wildflowers were gathered and carefully arranged by the nature study classes under the supervision of Miss O'Donnell, a special effort being made to include specimens from the various Rancho Santa Fe gardens where our beautiful native flowers and shrubs are being cultivated. Conspicuous amongst these were lovely stalks of Romero, Fremon-tia, Matillija Poppy, Tree Poppy, California Poppies, Bush Lupin, Scarlet Mimulus, Wild Heliotrope, Blue Gilias and Pentstemon, Blazing Star and

HOSMER RETURNS AS SALESMANAGER

After an absence of several months from this work, Mr. P. C. Hosmer is again back on the job as sales manager for Rancho Santa Fe. Announcement to this effect was made on May 1st by Nels Gross, president of the Rancho Santa Fe Corporation. Mr. Hosmer has spent several days at Rancho Santa Fe, renewing contacts, and has made extensive plans for an aggressive sales campaign.

The sales office for Rancho Santa Fe has been opened at 911 Rowan building at Fifth and Spring Streets, Los Angeles. Mr. Hosmer will make his headquarters there but will spend a part of his time at Rancho Santa Fe. Associated with Mr. Hosmer at present is Mr. H. Barclay Brown. Showing of property will be in the hands of Manager S. R. Nelson, Barton Millard and Arthur A. Patterson.

Ellis Bishop & Company have been appointed Pasadena representatives for the Rancho Santa Fe Corporation, and J. Earleton Moore & Sons represent the company in Beverly Hills and West Los Angeles.

A Resales Department is being established to accommodate any present owners of property who for any reason find it desirable to dispose of their holdings.

Advertising in the press of Los Angeles has been resumed on a larger scale than ever before and there is every reason to believe that great success will attend Mr. Hosmer's efforts as was the case in years past. The very considerable response to recent advertising efforts indicates a very live interest in Rancho Santa Fe and with the comprehensive program now under way, activity should be considerably stimulated during the next few months.

Turf Is Well Set

Greens and fairways of the new Rancho Santa Fe Golf Course are coming along splendidly, constant care and winter rains having promoted an excellent growth.

Fifty additional snap valves have recently been added to the hoseless irrigation system, giving a total of 1157 outlets. The greens have had three applications of top dressing and are improving steadily. Various golf professionals and experts who have visited the course say the grass roots are down to an unusual depth and the turf is solidly entrenched.

Farewell to Spring. Sponsored by the P.-T. A., plans are already under way for a bigger and better exhibit from Rancho Santa Fe next spring.

Plan New School

Preliminary plans are under way for a new school building for the Rancho Santa Fe school district. County officials who have reviewed these plans say that when they have been carried out Rancho Santa Fe will have the finest elementary school unit in all San Diego County.

Miss Lillian J. Rice and Mr. H. W. Whitsitt have been retained to collaborate on the architectural plans for the new building. It is planned to construct the school on ten acres of land donated by the Santa Fe Land Improvement Company without cost to the district. The land lies between La Morada and the golf course. The surrounding property is being developed for residential purposes and is valued at \$2500 an acre and more.

One of the unusual features of the school development now being worked out by Miss Rice and Mr. Whitsitt is a natural amphitheatre which will be devised to provide an outdoor place for theatricals and the like. There will also be a large athletic field and playground.

Five rooms are planned for the first unit of the building, which can be expanded as necessity requires.

Mr. H. P. Smith, non-resident property owner and a brother-in-law of Mrs. Tom Carothers, was a guest at the Carothers home during the month. Mr. Smith had just returned from a sojourn in Mexico.

TOMLINSON HOME BEGUN

Mr. and Mrs. Glen W. Tomlinson, now permanently located at Rancho Santa Fe, are deep in the midst of plans for the building of their home, Hacienda Del Oso.

The Tomlinson home, which was designed by Handy L. Wass, Santa Barbara architect, will be a real hacienda, one story in height, after the fashion of early California ranch homes. Exterior will be of white stucco, roof will be red tile, and there will be unusually large rooms.

As a part of the development of the Tomlinson estate there will be a swimming pool, concrete tennis courts and stables for horses. The gradual slope of the Tomlinson property will make it possible to use water from the swimming pool for irrigating the orchard below.

The site on which the Tomlinson home will be built commands a colorful view of the incomparable Oliven-hain Valley and the ocean beyond. The house is being placed in such a way that this entrancing view may be enjoyed from the living room, the master bedrooms and from a large tile-covered terrace from which steps will lead down to the swimming pool.

The main entrance to the home will face toward the mountains. In front will be a great patio, 73 feet wide and 23 feet deep, flanked on either side

by a wing of the house itself. Along two sides of this patio will be a roofed over piazza, with tile floor. In the patio itself will be elaborate landscaping with flowers, lawn, and shrubbery. Colorful umbrellas will lend a note of gayety.

The living room, 28 by 45 feet in size, extends along the main axis of the home. A great fireplace and four immense trusses across the ceiling will be features. This room will have exposures on all four sides commanding wonderful views from all of them. Off one side of the living room is a billiard room or den, also done with a fireplace and beamed ceiling.

There will be two master bedrooms, one 20 by 21 feet in size and the other 15 by 16. Each will have a private bath and dressing room with an unusually complete arrangement of shelves and drawers, clothes closets, etc. A sun room looking onto the patio on one side and toward the ocean on the other will be an unusual feature.

Along the other wing will be found the usual service rooms of kitchen, pantry, porch and two maids' rooms. There will be a four-car garage.

The Tomlinsons are making the most of the opportunities presented so lavishly by Rancho Santa Fe to enjoy life. It is encouraging to see new estate-owners entering into the spirit of the place in such an enthusiastic way.



Mr. H. W. Whitsitt, architect, in designing his own beautiful home, caught the spirit of Rancho Santa Fe admirably

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AVERAGE 1928 HOME EXCEEDS \$29,000

A comparison of building permits at Rancho Santa Fe for the years 1927 and 1928 reveals that the total cost of homes last year was practically double that of 1927 and that the average value of homes built during 1928 was approximately \$29,000 as against \$13,000 for 1927.

When it is considered that the average value of all homes built in a city like Los Angeles, for instance, is considerably less than \$4,000, a fair index to the character of development at Rancho Santa Fe is had.

During 1927 permits were issued by the office of Miss Rice for construction to the amount of \$168,000. During 1928 the building permits amounted to \$321,173.

Of the twelve homes built during 1928, eight were above \$20,000 in value, and there was one valued at each of the following figures: \$17,000, \$16,000, \$15,000 and \$10,000.

The 1928 figures, of course, include the Ellis Bishop home, which is so large and extensive as to bring up the average considerably. Exclusive of this home, however, the average value of homes constructed during 1928 exceeds \$20,000.

Mr. R. E. Badger and Mr. C. G. Tanner, former horticultural commissioner of San Luis Obispo County, have established a nursery for the production of avocado, citrus and ornamental stock. At present they are planting small stock and have a large seed bed of sour orange stock for the grafting of citrus. Mr. Tanner has been for the past three years with the Armstrong nurseries at Ontario.

Orchard Development

The firm of Ballard and McCulloch reports the following development projects started and in progress since the first of the year:

Mr. W. A. Maxwell, Jr., Lot 5, Block 10, six acres of Valencia oranges and lemons.

Mr. John B. Marks, Lot 2, Block 10, 12 acres of Valencia oranges, with an additional eight acres prepared but not planted.

Mr. John Cunningham, Lot 8, Block 14, seven acres of Valencias.

Mr. Glen W. Tomlinson, Lot 10, Block 7, eight acres of Valencias.

Mr. George B. Hull, Lot 5, Block 14, nine acres cleared and made ready for planting.

Mr. R. B. Claggett, Lot 3, Block 31, two and one-half acres planted to Valencias and miscellaneous deciduous fruits.

Dr. Lloyd Mills, Lot 5, Block 33, a complete overhead irrigation system for his lemon and avocado planting.

* * *

Mr. R. E. Badger, the horticultural contractor, reports planting the remainder of the Erice Gillespie acreage in Lot 2, Block 12. The planting will be of Valencia oranges with about an acre of avocados. Mr. Gillespie has left an acre for a homesite and domestic orchard. This site commands a view of San Dieguito lake and the mountains.



Interior of the Hamilton Carpenter home.

High Quality Fruit

The Rancho Santa Fe Fruit Association has made an agreement with the Escondido Lemon Association to pick and haul all fruit to the packing house at Escondido. The cost of picking and hauling has been materially reduced to the owners and the directors are greatly pleased with the results.

During the year 1928 the total pick of lemons was approximately 7700 boxes and the first three picks of 1929 were: January, 1110; March, 2898, and April 2164. Owing to the weakness of the lemon market only larger sizes were picked and the showing of over 6100 boxes for the three pickings shows a larger increase than was expected.

The estimate of the orange crop is that the picking that began May 10 will produce about 5500 boxes.

The growth of the trees planted during 1928 has been most encouraging and all of the citrus plantings at Rancho Santa Fe are in splendid condition.

Packing house officials at Escondido say the lemons from Rancho Santa Fe are the highest quality coming in.

ANOTHER RIBBON WINNER

Six boys from the Grammar Department of the Rancho Santa Fe School took part in the County Track Meet at San Diego. With but a few days of preparation, John Megrew returned with a white ribbon, having captured third place in the 75-yard dash.

New Orchardist Firm

The U. L. Voris organization, engaged in the development and care of orchards at Rancho Santa Fe, has been taken over by W. W. Ballard and W. L. McCulloch, under the firm name of Ballard and McCulloch.

Both Mr. Ballard and Mr. McCulloch were connected with the former Voris organization for some time previous to the change. In fact, Mr. Ballard as manager, and Mr. McCulloch as orchard superintendent, have been in complete charge of the business for the past six months.

Mr. Ballard, in charge of development work, for the new firm, has had extensive experience along that line for the past two and a half years at Rancho Santa Fe, having not only been in charge of orchard development for the Voris organization, but also having served the Santa Fe Land Improvement Company as superintendent of construction of the golf course and roads, under Messrs. Max Behr and K. Q. Volk, respectively. Before coming to Rancho Santa Fe, he had had charge of a large ranch project near La Habra, California, where he was responsible for the development and bringing under cultivation of some 400 acres of land.

Mr. McCulloch, after taking his B. A. in an eastern college, has taken graduate work in horticulture at the University of California. For some time thereafter he was associated with the Citrus Experiment Station at Riverside, California, after which he spent four years with C. C. Chapman at Fullerton, California, where he had charge of pest control on the Chapman holdings. Later, taking charge of a large acreage of citrus, he made a very gratifying success in bringing the plantings from a state of very mediocre culture and productivity to a well paying and eminently successful one. Mr. McCulloch came to Rancho Santa Fe from El Cajon, last fall and since that time has devoted his time exclusively to orchard maintenance and care.

NATIONAL WILDFLOWER DAY

The Rancho Santa Fe P. T. A. made their contribution to Educational Week by arranging to have Mr. Carroll DeWilton Scott, Supervisor of Nature Study for the San Diego City Schools, present for a school assembly on National Wildflower Day, April 24th. Mr. Scott spent his boyhood in this vicinity, and was able to tell about former days when yellow violets, tidy-tips and cream cups still carpeted hills and valleys where immigrant weeds and grasses have now choked them out. Mr. Scott's visit was greatly appreciated.



View of the H. L. Porter home, just a stone's throw across the barranca from La Morada.

EDWARD S. WHITE OPENS OFFICE

On January first, Mr. Edward S. White, Realtor, opened an office in the Civic Center. The office is also headquarters of the Rancho Santa Fe Bulb Company, the Rancho Santa Fe Fruit Association and the Rancho Santa Fe stables.

Mr. White, who is a state director of the California Real Estate Association, is specializing in Rancho Santa Fe properties and also ranches. He has a branch office in Pasadena, and is representative in California of some of the prominent realtors in the East.

In keeping with the best traditions of Rancho Santa Fe, the office has been furnished with hand-made furniture, attractive paintings of California, and Spanish pottery. The rear office looks out into a patio that has been made into an attractive cactus garden.

Associated with Mr. White is Mr. Marquette Richard and Mr. John White Jr., landscape consultant.

GIRL SCOUTS ENTERTAIN

On Saturday, May 4th, the Rancho Patrol of Girl Scouts entertained with an afternoon tea, for which they themselves had made all arrangements. Miss Eugenia Williams was hostess, with Miss Helen Sprague and Alletha Morgan presiding at the tea table. Seventeen were present at this pleasant affair, the eight mother-guests paying sincere praise for the manner in which the Scouts conducted their tea. Miss Marie Wariner is Scout leader.

GARMENTS FOR THE GUILD

Fifteen members of the Rancho Santa Fe branch of the Needlework Guild spent a most enjoyable day April 24th at the lovely home of Mrs. C. F. Pease. Potluck luncheon in the patio was a pleasant part of this work day, thirty-three children's garments being finished at that time. Material for these has been donated by members since the annual collection of garments in September. Contributions of garments suitable for remodeling for children, or money for new material, will be accepted at any time by Mrs. Nelson, president of the local branch.

CARAVAN LUNCHEON

A Caravan Benefit Luncheon, to take place on May 22nd, has been planned by the Rancho Santa Fe P.-T. A. to close their year's activities. Guests on this occasion will be entertained in small groups, with Mrs. Attrill, Mrs. Whitsitt and Mrs. Nelson acting as luncheon hostesses; Mrs. Larrick, Mrs. Smillie and Mrs. Williams, bridge hostesses. Every member of the P.-T. A. has shared enthusiastically in the plans for this triple luncheon to raise funds for the local association.

The irrigation system of the John Robertson orchard is being installed under the supervision of Col. A. G. Cline, who installed the systems of the Douglas Fairbanks and J. T. Reed ranches.

GILBERTS BUILD HOME

One of the most attractive homes yet constructed at Rancho Santa Fe has just been completed for Mr. and Mrs. A. W. Gilbert on their beautiful wooded estate overlooking the San Dieguito Valley.

Use of adobelar brick gives a faithful effect of early California architecture. This is a departure from anything that has yet been done at Rancho Santa Fe and has aroused no end of favorable comment.

Another quality of the Gilbert home that has brought forth commendation is the artistry employed by Palmer Sabin, the architect, in fitting the home to the gently sloping knoll and in designing exterior elevations that are pleasing from all angles. This latter quality is particularly important at Ranch Santa Fe, where estates

are large and homes are frequently viewed from all sides.

The first story is built of adobelar brick, painted to give a whitewashed effect. The second story is of white stucco. A shake roof, rather than the conventional mission tile, has been used. The shakes have been left to weather without painting or staining. The modern note of color is provided in pale green shutters flanking the windows and in a moderate use of redwood in natural color at either end of the upper story to relieve the broad expanse of stucco.

An extensive porch runs along the front of the house and in front of this is a semi-formal terrace for flowers and shrubbery, with steps leading down to the gardens below. On the opposite side of the house are lawns

and flower gardens and at the far end a three-car garage. A second-story balcony on this side gives a delightful effect of Monterey architecture.

In the interior there is a definite feeling of New England and colonial conservatism. This might well be expected, since Mr. Gilbert has spent most of his business life as head of a large industrial organization in Indian Orchard, Massachusetts.

The large entrance hall has plain white walls and woodwork with an ivory antique finish. The staircase has an oak tread with birch and maple balustrade. The doors throughout the house are all different and were specially designed by Mr. Sabin.

The living room was designed primarily to accommodate the furniture of Mrs. Gilbert, which is very beautiful. There is a large colonial fireplace such as George Washington might have built. Floors are of oak,

(Continued on Page Nine)



Resting serenely on its knoll in a forest of stately eucalyptus trees, the Gilbert home truly fits its environment. Its simple beauty is much commented upon.



Native shrubbery and careful planting have made the grounds of the Hamilton Carpenter home very attractive indeed.

Landscape Notes

By GLENN A. MOORE

Mr. A. W. Gilbert feels the same urge as other rose culturists at Rancho Santa Fe and is going in for roses. Perhaps it is his Monterey type home which reminds him of the roses of Monterey. Mrs. Gilbert is a lover of trees and to preserve her own private forest she has acquired additional acreage so she is assured trees on all sides—truly "Del Bosque."

* * *

Judging from the efforts of local rose culturists, I believe there must be a flower show in the offing. It reminds one of a flower show to see the wealth of bloom in the gardens of the Carothers, the Bristols, the Christiancys, the Millards, and even many of the smaller gardens have wonderful roses. Oh, yes; Mr. and Mrs. C. Everette Smith have a glorious collection of roses, now in full bloom.

* * *

And speaking of the Smith gardens, Mrs. Smith's gladioli in some instances have flower stalks as tall as a person—and not meaning a short person either. The ranuncula in the Smith garden were the best I have seen at Rancho Santa Fe.

walls will be completely vine-covered, lending old world atmosphere. Mr. and Mrs. Tomlinson truly have the feeling of Rancho Santa Fe in that the only formal portion of their garden will be the space between the house and the swimming pool, where one will be reminded of a garden of Andalusia in descending the cypress bordered ramp.

* * *

Mr. Ranald Macdonald plans the cleaning out of brush on his golf course property and the leaving of the many beautiful mimulus, rhus, mesquite, and plans further to introduce a number of trees for height. The growth of the native shrubbery as well as the trees he is planting will be encouraged by plenty of water.

* * *

Kenneth L. Volk is having plans drawn for the landscaping of his golf course property. I envy him his nearness to one of the lovely greens.

* * *

Mr. George Lewis, motion picture favorite, and Mrs. Lewis, were guests of Mr. and Mrs. Ralph Claggett at their attractive home, Casa Churea.

* * *

Mr. and Mrs. Harry Porter and Mr. and Mrs. George Harris are motoring through Northern California.

GILBERTS BUILD HOME

(Continued from Page Eight)

grooved and pegged. The ceiling is heavily beamed. Walls are white, affording relief from the modern prevalence of texture in plastering. There are three exposures in the living room and large French windows with an ivory antique finish let in a maximum of light and air.

The dining room is similar in design and decoration except that there is an overall quartered ceiling. A large bay window looks out into the garden.

Off the other end of the living room is an office fitted up for Mr. Gilbert's use. At this end of the home there is also a guest room and bath entirely separated from the rest of the home and reached by way of a covered porch with tile floor.

Upstairs one finds two master bedrooms with a generous complement of bathroom and closet facilities. Downstairs there is also a breakfast room, kitchen, pantry, and customary service yard. The home is heated with an oil-burning furnace.

Wrought iron lighting fixtures were provided, as in many other Rancho Santa Fe homes, by Tom Bandy of Escondido. He has done a particularly fine bit of work in a fire screen for the Gilbert home.

The C. Everette Smiths have completely landscaped the boundaries of their property with lovely massed planting of trees and shrubs in color, thus assuring complete privacy without in any manner interfering with their vistas. They have left ample space for flower gardens, tennis court, possible swimming pool, rock garden and grass plots, to be developed as they desire. The planting around the house itself has been taken care of by the introduction of full-grown shrubs and large trees.

The Ellis Bishop estate is just in the midst of extensive landscape development. One should devote a whole page to the many wonderful features under construction. Swimming pool, tennis court, beautiful rose terraces, mall, and fern canyon, will be spoken of in greater detail as the work progresses. Miss Mary Jo Bishop's special interest, the stables and exercise ring for her horses, are nearly ready for their equine tenants—the turf center of the ring now showing considerable green.

* * *

The Glen W. Tomlinsons are planning quite extensive landscape development of their property. One thing in particular which will be quite unique is the use of a tennis court as part of an entrance patio or forecourt as it is properly called, using gate arches in architectural harmony with the house itself. The tennis court

Diagonal Planting

An interesting experiment in the complete utilization of orchard land is being made by Dr. A. V. Baker, on his horticultural estate.

Through the U. L. Voris Organization, Dr. Baker has planted his orchard so as to have approximately 175 trees to the acre instead of 90 trees as is the custom. He has accomplished this by planting a tree at the diagonal center of the quadrangles made by the customary rows, which are 22 feet apart.

This makes the trees approximately 15½ feet apart. It is his intention to take out the trees set at these diagonal centers after six or seven years or at such time as the remaining trees will require nourishment from the entire soil area. It is Dr. Baker's belief that he will be able to harvest several fair sized crops before the thinning out process will take place and that enough additional revenue will be derived in this manner to much more than offset the additional initial expense.

Additional stimulus to the usual Sunday morning tennis matches has been given by the arrival as permanent residents at Rancho Santa Fe of Messrs. Lovett, Mann and Tomlinson, who have proven themselves no mean competitors for honors on the Ranald Macdonald tennis courts.

La Amapola, the tea room and gift shop at Rancho Santa Fe, is one of the most popular spots in the community. Every day finds parties from nearby towns, La Jolla, Coronado and San Diego, either at luncheon or at evening dinners. The ladies of Rancho Santa Fe also use it for bridge lunches and teas. Recent bridge parties at La Amapola were those of Mrs. Walter Attrill, Mrs. R. E. Badger and Mrs. H. L. Porter.

Mr. and Mrs. G. A. Tomlinson have taken an apartment in La Valenciana Apartment, during the development of their orchard and the building of their home.

Mr. and Mrs. C. Everette Smith have moved into their home on Lago Lindo. The gardens are in bloom and the landscape development is making the Smith place one of the most beautiful at Rancho Santa Fe. This is the first house to be completed in the Golf Course area.

Mr. and Mrs. John Cushman, already owners of other property at Rancho Santa Fe, recently bought Lot 59 in Block 26, overlooking the golf course.

Mr. and Mrs. S. R. Nelson entertained sixteen guests with a dinner and bridge party at La Amapola on Friday evening, May 3.

LA MORADO NOTES

Dr. and Mrs. Lasher and Mr. and Mrs. Kenneth Albright of Hollywood were recent guests.

Mr. and Mrs. Boyd Park and daughter of Salt Lake City, were recent dinner guests of Mr. and Mrs. Bailey of La Jolla.

Mr. Robert Fairbanks and family spent a week-end at La Morada recently.

Admiral and Mrs. Roger Wells were recent guests at La Morada of Mrs. Ed Atkins of San Diego.

Mr. and Mrs. Norman Carmichael recently spent four weeks at La Morada.

Mr. L. G. Sinnard, formerly manager of Rancho Santa Fe, renewed acquaintances during brief visits to Rancho Santa Fe last month.

Mr. and Mrs. Douglas Fairbanks were at La Morada last month during a brief visit to their estate.

Mr. and Mrs. R. B. Mann, who recently purchased the Charles F. Cushman property, are the owners of several very fine horses and may be frequently seen enjoying the bridle paths which are abloom with flowers of every color.

Mr. and Mrs. Percy G. McDonnell were guests at "Olvidar," the beautiful hilltop home of Mrs. Pauline Neff. Mr. Robert Edeson, who is starring in his original part of the naturalist in "The World We Live In," which opens in Los Angeles soon, also was a guest at "Olvidar."

Mrs. A. W. Gilbert has added another parcel of land to her already beautiful estate in the eucalyptus grove by the acquisition of Lot 21, Block 37. This gives Mrs. Gilbert a most artistic setting for the unusually beautiful home which has just been completed.

Miss Lilian J. Rice has recently drawn plans for a home which a Connecticut man expects to build in his home state. The man first responded to a Rancho Santa Fe advertisement in Country Life and upon being sent copies of the "Progress" he was so impressed by a picture of La Morada reproduced therein that he telegraphed Mr. S. R. Nelson for the name of the designing architect. Correspondence that followed led to Miss Rice's being commissioned to design his new home.



A glimpse of the C. Everette Smith home, now finished. The grounds are being elaborately landscaped.

MR. CAROTHERS FINDS CONTENTMENT

[Editor's Note: Mr. and Mrs. Carothers are thoroughly in love with Rancho Santa Fe, as the following article will reveal. They are getting a tremendous lot of enjoyment out of life here for the very good reason that they are entering into the spirit of Rancho Santa Fe and making the most of all possibilities.

For instance, Mr. Carothers has planted a family orchard in addition to his commercial orchard, which is his pride and joy. There is not a day in the year but that he can pick fruit from this orchard—peaches, pears, plums, oranges, grapefruit, tangerines, figs, almonds, apricots, crab-apples and Mexican limes, each in its season.]

By Mr. Tom Carothers

In the Spring of 1906 I came to Southern California for the first time and promptly decided that sooner or later this would be the place for me.

It was a long journey and there were some pretty stiff hurdles to make, but in the fall of 1924 we pulled up stakes and shouted, "California, Here We Come," or words to that effect.

Making a complete change in one's mode of living is not such a simple thing, and many times we wondered if it would be possible to adjust ourselves to the new environment. There would be annoyances we knew—they are common everywhere; but the main idea was to be able to live in the open air 365 days a year, with at least as much independence as anyone ever acquires.

Well, we arrived; friends mentioned Rancho Santa Fe, and in our search for the proper location, we came down here. It didn't take long to find a hillside that suited us—a glimpse of the ocean on one side, the foothills and distant mountains on the other. Then came the little house with red tile roof and ample space for the roses and other beautiful plants that bloom the year around.

For the commercial end we planted about twelve acres to Valencia oranges and avocados, not forgetting a home orchard with deciduous and citrus trees of many varieties.

That was four years ago. The trees are producing and fruit now ripening gives promise of a substantial return. The orange and orchard trees have done particularly well and the avocado trees are coming along. There have been annoyances to keep life from being dull, and now that the troublesome part of our job is finished we may someday have so much time that we will be tempted to take up golf. Who



A group of tennis players hard at it (?). Standing: Mr. Glenn Moore. Seated, left to right: Mr. Briggs C. Keck, Mr. Ranald Macdonald and Mr. Barton Millard.

IMPRESSIONS OF A NEWCOMER

By Maklem Gregory.

"Leave the world a little better than you found it." This is the motto handed down to the famous Philadelphia editor, Edward Bok, by his grandmother. Year after year this splendid Dutch family planted trees on the bleak island in the North Sea which was their home. Reward came when the birds on their way south discovered this resting place and visited the Boks in ever increasing numbers each year.

The same spirit and purpose, I find, animates the various groups working for the upbuilding of Rancho Santa Fe. I found nine thousand acres of this community nestled in and about the San Dieguito Valley, protected from all extremes of wind and temperature yet enjoying both mountain air and sea breezes. Ever changing vistas open up continually along the picturesque winding roads. In the Civic Center, quite "old worldly" in appearance, are grouped all the necessary public buildings. Happily, too, the highest of architectural and land-

knows?

Our experiment has been more than successful. At no time in our lives have we ever enjoyed the same degree of contentment, and no inducement would tempt us back to the noise and grime of a city.

scape restrictions insure that all additions will harmonize with and add to the beauty of the present development.

What impresses me most about Rancho Santa Fe, however, is the will of the executives to build here a community without a peer. It is already a show place and in the years to come will point the way for others.

The third annual flower exhibit of Rancho Santa Fe to be held in June is already creating considerable interest. The display of the gladioli alone has been a great attraction. The entries will be from the rancho only, and with the exception of the entry of the Rancho Santa Fe Bulb Company, will be entirely amateur.

The Rancho Santa Fe Bulb Company has planted sixteen acres to gladioli and from the middle of May until fall these fields will attract many visitors. The orchid gladioli produced at Rancho Santa Fe was featured in the year book of the New England Gladiolus Society as the honor flower of a new and distinct type.

Official weather reports made by A. R. Sprague, observer, for April, show the following: The mean maximum temperature, 69; mean minimum, 53; mean, 61; maximum, 82; minimum, 42; greatest daily range, 22 degrees.

Typical Estates Available

8.17-ACRE ESTATE—Pt. Lot 1, Blk. 17—7.47 acres in flourishing lemon grove. Lemons are now being picked from this grove. One mile from Civic Center. Just across road from golf course. Building site commands splendid view down fairways to ocean. Roads on two sides. Price \$11,500.

7.99-ACRE ESTATE—Lots 46, 47, 48 and 49, in Blk. 18, Golf Course Estates. Electric and telephone lines in underground conduit. High-pressure domestic water. Irrigation system complete serving approximately five acres of 4-year-old Valencia oranges. Property faces directly on fairways within few minutes' walk of Civic Center and golf clubhouse site. Highly restricted; one of most desirable properties at Rancho Santa Fe. Price \$23,480.

27.26-ACRE ESTATE—Lot 9 in Blk. 7. 19.75 acres has been designated by horticulturists as ideal Valencia orange land. 7.5 acres in building site, commanding view of ocean, mountains and beautiful Olivenhain Valley. Two adjoining properties have been sold to prominent Californians. Both as now being developed will add thousands of dollars to value of this property. Price \$9,540.

15.63-ACRE ESTATE—Lot 7 in Blk. 34. Opportunity to build on rolling knoll with orchard sweeping down south slope to little stream bed. From your window you have wonderful view of ocean. Also a magnificent panorama of trees, shrubbery, and eroded soils rivaling the Little Colorado in coloring. View of magnificent houses atop picturesque ridges. Golf course near by. Price \$7,815.

4.86-ACRE ESTATE—Lot 19, Blk. 37. Property heavily timbered with eucalyptus. Soil condition excellent for bulbs and flowers. Served with high-pressure water for domestic and irrigation purposes. South slope building site with intimate view through treetops of San Dieguito Valley. For those who desire seclusion among lovely trees, contentment will be found here. Price \$4,860.

3.81-ACRE ESTATE—Lot 12, Blk. 37. Diversified planting indicated such as is desirable for country estate. Lower portion heavily timbered with eucalyptus. Building site commands wonderful view of San Dieguito Valley. Bridle paths lead in every direction. Old Osuna hacienda near by, now being restored and developed by prominent Canadian. Other nearby purchasers have just finished wonderful Spanish type country homes. Price \$3,048.

Many other and varied large and small Country Estates, ranging from \$1500 upwards. Valuations that insure rapid enhancement.

Terms: One-fourth cash, balance in three equal annual payments. Interest 7 per cent on deferred payments.

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Ellis Bishop
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LOS ANGELES SALES OFFICE

Rancho Santa Fe Corporation

910 Rowan Bldg., 5th and Spring

Phone ME 0024

Beverly Hills
Representative:
J. Earleton Moore
& Sons
1440
Santa Monica
Blvd.
OXford 5608

ART JURY APPROVALS

PRELIMINARY SKETCHES:

Residence for Glen W. Tomlinson, submitted by Handy L. Wass, Architect.

Residence for S. H. Bingham, submitted by Lillian J. Rice, Architect.

Residence for W. S. Vollmer, submitted by W. S. Vollmer.

Residence for Misses Florence E. and Alice L. Wilson, submitted by Lillian J. Rice, Architect.

WORKING DRAWINGS AND SPECIFICATIONS:

Wooden bridge for Mr. Ellis Bishop, submitted by Glenn A. Moore.

Stables for Mr. Ellis Bishop, submitted by Marston & Maybury, Architects.

Residence for W. D. Lacy, submitted by William McCay, Architect.

Gate Lodge for Mr. Ellis Bishop, submitted by Marston & Maybury, Architects.

ALTERATIONS AND ADDITIONS:

The plastering of a beard and batten cottage on the property of Mr. F. L. Hammond.

The converting of garage space into guest room and library in the residence of Mr. Barton Millard.

Post Office sign.

Real Estate sign for Mr. Barton Millard.

Real Estate sign for Mr. Edward White.

Fencing on the property of Mr. Ellis Bishop.

Addition of guest room, laundry, heating plant and service-yard wall to the residence of Mr. F. W. Joers.

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