

# RANCHO SANTA FE PROGRESS

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*Golf Course Number*  
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Looking across the San Dieguito Valley from the vicinity of La Morada Hotel to the Fairbanks-Pickford estate. This view has caught the fancy of several artists who have tried to immortalize its beauty.

## Ground Broken for RANCHO SANTA FE Country Club

By  
BARTON MILLARD  
President

IT IS NOW possible to announce the beginning of actual construction work on the Rancho Santa Fe golf course. Clouds of dust rise daily from the site of the course. Huge 60-horsepower caterpillar tractors pulling graders, levelers and plows are revamping the terrain to the needs of the great Scottish game. Engineers are busy with maps and plans. Orders for underground sprinkling system and other equipment have already been awarded. By early

fall an area through the center of Rancho Santa Fe will be converted into luring fairways. The crack of the club against ball will be heard in the land and Rancho Santa Fe golf clubhouse, set against its hill, will become the center of an ampler social and recreational life for all who have cast their lots in this distinctive community of country estates.

Since Rancho Santa Fe Country Club is destined to become the hub of our community life—and who will say it is

not also destined to play a broader role, like Del Monte, in the whole field of California sports—it will no doubt be profitable for readers of Rancho Santa Fe Progress to examine in detail all phases of this important improvement, keeping in mind all the while the various other advantages of this region, which the country club will serve to round out.

Following an informal proposal by the Santa Fe Land Improvement Com-

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# There is Much More Than GOLF at Rancho Santa Fe

RANCHO SANTA FE COUNTRY CLUB is designed to be a social and recreational rendezvous for the entire family. For those who have a flair for tennis, or pool bathing, or surf bathing, or horseback riding, or motoring, or tramping, these diversions will be found, either at the club itself or a few miles away. For those who desire mental relaxation rather than athletic exercise, the sunroom and patios of the club will be available, with a panorama of scenic beauty capable of giving anyone hour on hour of delight.

This all-around completeness of the Rancho Santa Fe Country Club should appeal to many families, especially those who like to spend their play time together. Many golfers who are now members of other clubs will no doubt be interested in a second membership here. Rancho Santa Fe Country Club will solve the problem of the golf-widowed family just as a second car solves the family motoring problem.

Let us see in more detail just what the non-resident family will find on coming to Rancho Santa Fe for the week-end.

The Country Club is set in the very heart of the community of Rancho Santa Fe. On all sides for a distance of approximately two miles are country estates rapidly coming into the fullness of their beauty and charm. Smiling orchards grace the rolling slopes. Gorgeous gardens vie with clumps of native shrubbery in lending a blaze of floral color. Comfortable homes, some quaintly following the lines of the old-time Spanish haciendas, and some with a more modern touch, but all Span-

*Every member of the family  
finds something to do and see*

By S. R. NELSON  
Mgr. Santa Fe Land Improvement Co.

ish, are set here and there on little rises of ground that give the owners the constant thrill of sweeping landscapes, shadowed mountains or a shimmering sea.

La Morada, the quiet Spanish Hotel of Rancho Santa Fe, is just across the golf course in the midst of spacious lawns and flower gardens. Here are available excellent accommodations and excellent cuisine in an atmosphere of refinement. Down the slope from La Mo-

rada is the village of Rancho Santa Fe, with stores, garages and like utilities housed in charming buildings that might have been transplanted from old Spain itself.

Within a few miles of the Country Club are several lakes, many canyons and ranges of mountains which form succeeding barricades against the harshness of inland weather. In the limits of the community itself are woods of eucalyptus trees—a welcome retreat, especially for Easterners who have formerly been accustomed to this variety of outdoor beauty.

Secluded in a wooded arm of one of the mesas that overlooks the little green valley of the San Dieguito River is a quaint relic of bygone days when vaqueros rode the vast domains of this lordly grant—the ancestral residence of Don Juan Maria Osuna. Walls of adobe three feet thick. Pepper, magnolia and palm trees sweeping down the slope to

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Miss Barbara Millard, one of the devotees of the sport of kings at Rancho Santa Fe. The country surrounding Rancho Santa Fe is a horseman's paradise. It is only a short jaunt to green-clad mesas, picturesque valleys and mountain trails where the solitude and beauty of nature have scarcely been disturbed by man.

## 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.

### Social Notes

Mr. and Mrs. Ralph B. Naylor and Miss Katherine Naylor, of Pasadena, spent a few days with Mr. and Mrs. Bechberger at their home at Rancho Santa Fe.

Mrs. Worthington Smith and her son, Worthington Jr., of Portland, Oregon, are visiting at the home of Mrs. Smith's parents, Mr. and Mrs. Bowley Le Huray. Mrs. Smith and son will be joined by Mr. Smith for the Christmas holidays.

Mrs. W. N. Attrill and Mrs. Claude Terwilliger entertained about thirty of the ladies of Rancho Santa Fe at a bridge-luncheon at La Morada, recently. Luncheon was attractively served. The decorations were in various shades of yellow.

Mr. and Mrs. W. O. Boettiger entertained a group of their friends of Rancho Santa Fe and nearby points at a dinner and bridge party on Saturday, November 26th. Dinner was served at La Morada, and later, the guests repaired to the home of Mr. and Mrs. Boettiger for bridge. Among those present were Mr. and Mrs. Oscar Hall, of Escondido, California.

Mr. E. S. White and Mr. John White Jr. entertained a number of visitors from the East during the past month, among them being Mr. and Mrs. Melvin-Bell and Mrs. Olga A. Kranick, of Hohokus, New Jersey, and New York City! Mrs. Thomas Capstick, of Boonton, New Jersey; and Mr. and Mrs. L. F. Starkey, also of Boonton, New Jersey. Mr. Starkey renewed his boyhood acquaintance with Mr. Max Behr, noted golf architect, who is now at Rancho Santa Fe in charge of the construction of the Rancho Santa Fe Golf Course.



An interior view of the home of Mrs. Mary B. Allen, showing how charming effects are created in the Spanish homes of Rancho Santa Fe by the careful selection of furnishings, tapestries and drapes. The fact that Rancho Santa Fe homes are all of Spanish architectural design, gives the owner an opportunity to delve deeply into the romantic past for bits of authentic detail of this interesting motif.

### Cost of Membership at Rancho Santa Fe Country Club

The cost of a membership in Rancho Santa Fe Country Club is \$600. This gives the owner a certificate for one share of stock in the corporation and automatically gives a pro rata interest in all of the assets of the corporation. The certificate is to be transferable.

These may be purchased by payment of \$50 a month, beginning as of January 1, 1928. There is no interest charge on deferred payments. Dues are \$100 a year, payable quarterly after the course is put into play. There are no green fees to members.

## High Praise from Well Known Golf Writer

Sherman A. Paddock, editor and publisher of Country Club Magazine, and one of the most important factors in the Western world of golf, gives high praise and endorsement to the plans of Rancho Santa Fe Country Club, both editorially and otherwise.

In a recent article in his magazine he declared that, "My own opinion is that one of the finest courses in the country can be built at Rancho Santa Fe."

More recently in a letter of congratulation to Manager S. R. Nelson he says:

"I am gratified to learn that construction work is starting on the Rancho Santa Fe Country Club's golf course.

"A few months ago I took the occasion through the pages of our magazine to expose questionable golf and beach club promotion schemes that have defrauded thousands of Southern California residents.

"While I naturally am antagonistic toward such schemes, I am anxious to assist in every possible way legitimate enterprises such as yours because they further interest in wholesome outdoor sports and particularly deserve the enthusiastic support of everyone interested in advancing the grand old game of golf.

"As I recently remarked editorially, methods of financing the Rancho Santa Fe project are so unique and sound that they will be of general interest. They furnish an example for others to follow. The company you represent is to be warmly commended for the eminently fair plan of financing the improvement.

"Even granting that this development will enhance surrounding property values, the most prejudiced will admit that the assistance the company is giving is very generous. The opportunity extended the membership to share in the profits coming from increased property values is especially noteworthy and here again the company is displaying a spirit that is most commendable. All in all, the plan is a strong guarantee of friendly interest and a desire to co-operate, and gives assurance of success.

"I want to congratulate you on your choice of an architect. Mr. Max H.

*Sherman Paddock of Country  
Club Magazine thinks Rancho  
Santa Fe plan is right*

Behr stands among America's leaders in this field of endeavor and has done some splendid work. I feel sure that with the beautiful piece of land he has at his disposal he will produce one of the country's finest courses. You will recall that I have twice inspected the property and that I have the first-hand opinions of Mr. Behr, Mr. William P. Bell and Mr. William Watson, three golf architects who are enthusiastic over the golfing possibilities of this particular tract.

"Country Club Magazine gladly offers

its co-operation in bringing to this club the success it deserves, and undoubtedly will enjoy."

Through the efforts of Mr. and Mrs. Barton Millard and Mr. Ranald Macdonald, the residents of Rancho Santa Fe are now afforded the opportunity of seeing moving pictures on the project every Tuesday night. This is of great interest, especially for the children, for whom there is always a comedy reel. These pictures are maintained by common subscription, and no admission is charged.



The residence of H. J. Parker showing how plantings are employed to give Spanish homes soft beauty. Within a few years these shrubs and flowers will provide year-round color.

# 355 GOLF DAYS to the YEAR

By A. R. SPRAGUE

Official Observer at Rancho Santa Fe Station for  
the United States Weather Bureau

IT SEEMS safe to predict that golfers will be able to enjoy at least 355 days of golf on the Rancho Santa Fe Country Club's new course. Perhaps a better way to state it is that when it isn't actually raining, you can play to your heart's content.

Rain is the only mark on the climate

calendar that concerns the golfer at Rancho Santa Fe. Any other deviation from the straight and narrow path of sublimity that Rancho Santa Fe weather may take will scarcely be a sufficiently wayward vagary to prohibit this alluring pursuit.

Even rain is really no hardship. Experience proves that our rains come mainly in February and March with occasional showers in April and early winter. And, to get closer to the facts, rain comes chiefly at night, with clear skies, and golf, before noon. During the summer months, of course, rain is scarcely more probable than snow, and snow is something that the native born



Courtyard of a newly completed home at Rancho Santa Fe. The use of balconies, grills, arched doorways and quaint, old-fashioned lighting fixtures in Spanish type homes, gives full play to the imagination of owners at Rancho Santa Fe. A trip to the various homes on Rancho Santa Fe estates is a revealing lesson in early Spanish-Americana.



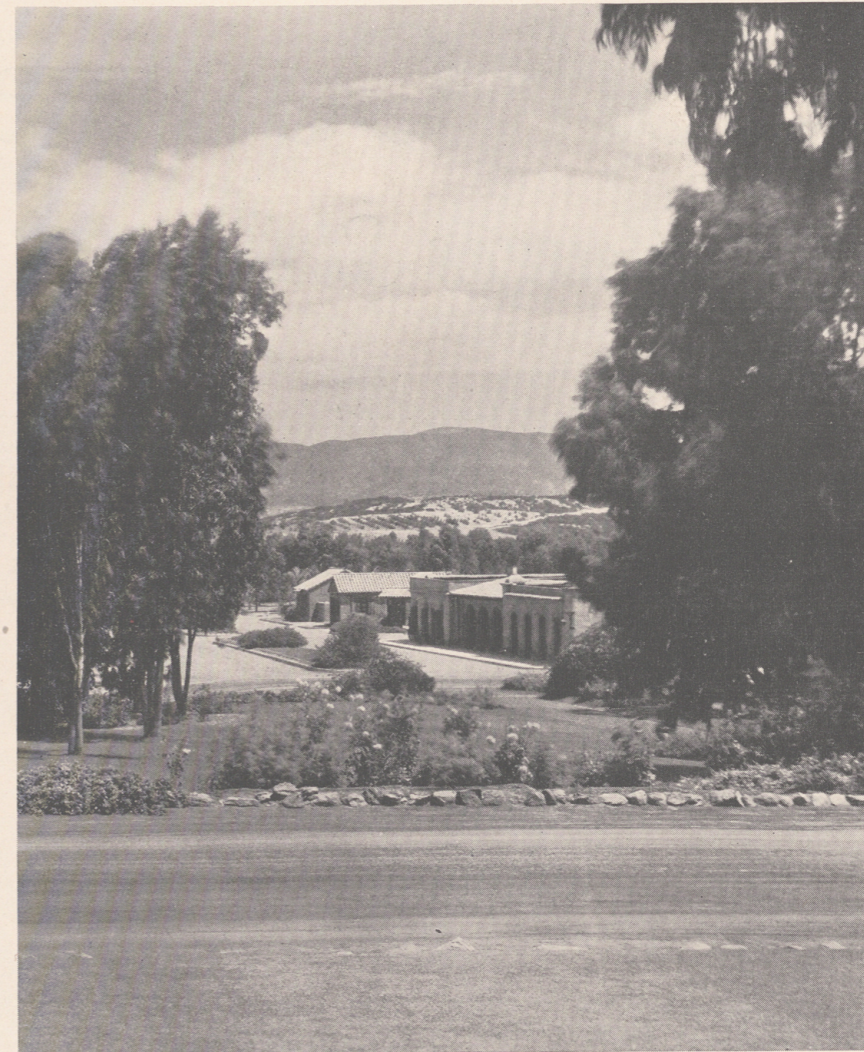
at Rancho Santa Fe must travel a long way to see. Of fog, we have very little, and that of brief duration. Overcast skies sometimes hide the sunrise at Rancho Santa Fe, but almost always before noon the sky is clear as a bell. During nearly five years that I have lived here there have not been more than half a dozen days when a low fog remained all day.

Temperatures are so consistently mild and the influence of the Japanese current is so mellowing that climate experts are generally in agreement that the western half of San Diego County has the finest climate in America.

The following table gives the story for any who care to compare Rancho Santa Fe's climate with any other that happens to be familiar to them:

	Jan.	Feb.	Mar.	Apr.
Avg. Maximum.....	66.8	65.5	68.4	69.2
Avg. Minimum.....	44.0	47.6	48.0	52.1

Each Month  
brings new beauties  
to the landscape ...



A glimpse of the Administration Building at the civic center from the lawn of La Morada with orchards in the middle background and mountains in the distance. No matter where you are at Rancho Santa Fe, scenes of equal beauty greet the eye.

	May	June	July	Aug.
Avg. Maximum.....	72.0	74.6	79.0	79.2
Avg. Minimum.....	54.8	59.6	61.6	61.1

	Sept.	Oct.	Nov.	Dec.
Avg. Maximum.....	76.8	73.2	74.0	67.2
Avg. Minimum.....	56.2	53.6	50.1	46.4

One of the most delightful features of Rancho Santa Fe's climate is the absence of furious winds. There are few days when the air movement is more than a gentle breeze. No Santa Ana's.

Very naturally the query is raised, "Why such extraordinary weather?"

The desert winds that howl through the mountain passes of San Gorgonia, Cajon, San Francisquito, and Soledad oc-

asionally, are never able to reach Rancho Santa Fe because of the succession of mountain ranges that curve eastward and then southward from the approximate vicinity of San Juan Capistrano. These several parallel ranges of mountains form a protecting arm for Rancho Santa Fe. There are no passes or gaps of sufficient depth to allow the desert storms to get through. The inland winds spend their fury against these mountains and are diverted upward to drop down again as mere brisk breezes.

The same mountains that protect us from disagreeable storms insure the constancy of delightful summer sea breezes from the southwest. The intense heat of the great valley beyond the mountains to the east of us causes a strong

upward movement of air which must be replaced by the cooler air from the coast, thus a suction is created which brings to Rancho Santa Fe that delightful movement and coolness in the atmosphere with which all residents are so happily familiar.

One more factor contributes to our delight, climatically speaking. The low, wooded hills between Rancho Santa Fe and the coast form a barrier which breaks up any raw sea breeze and most of the fogs that may be generated, and it is very infrequent that the moisture in the air from the ocean is not rapidly absorbed by the time it reaches Rancho Santa Fe.

These, briefly, are the scientific reasons why Rancho Santa Fe's climate is so superb and why golfers may reasonably expect to follow their game every day in the year when it doesn't rain.

Besides the immediate satisfaction of perfect weather for golf, Rancho Santa Fe's climate is the cause of another decided advantage—the natural beauty that climate and soil and topography have conspired to create. From every green and tee on the Rancho Santa Fe course, new beauty will be revealed. In the mountains to the east, south and north, the picture changes with every changed angle of light that comes with the course of the sun.

Not a day dawns but some new flower appears on the landscape or native shrubs take on new tints of leaves or flowers or berries. Now, in early winter, the hills and valleys are gay with the ruddy Toyon berries, while here and there the Ceanothus, freshened by some hidden moisture, bursts upon the eye with its delicate white and lavender blooms. The orchards, too, on every side, add to the delights of the scene with their vivid, green leafage and apples of gold and perfume of flowers. So it is through the year with each month bringing new glories.

# Planning a Golf Course That Challenges Skill

By MAX BEHR  
Golf Course Architect in Charge of Construction

THE Rancho Santa Fe Golf Course appeals to me tremendously as a golf course architect from two important angles. First, the natural contours of the terrain lend themselves admirably to the creation of a course with maximum strategic value; second, the loveliness of the surrounding property whets the desire to build something really beautiful—something that will blend into its environment.

Too many golf courses are arbitrary affairs with hazards and bunkers set up as one might set up chessmen, a certain number to guard each hole. Nature is absolutely disregarded.

Just as great a challenge can be made to golfing skill and ever so much more pleasing effect can be had if natural laws are followed.

The erosion of water, wind and temperature suggests most of the hazards necessary to make the modern golf course interesting and challenging. I conceive it as the golf course architect's duty to enlarge and accentuate the erosive acts of nature, not to make arbitrary scars across the landscape which give at best only an *unnatural* effect.

But what of strategy? Perhaps if I explain what I mean by strategy in golf, my readers will get a fair idea of what may be expected when the Rancho Santa Fe course goes into play.

Golf is not a collective effort, but is, on the contrary, one of the most solitary of all pursuits. It is not amenable to the character of imposed discipline. It follows that all criticism and dictation from without destroys its spirit. Unconsciously the golfer has always resented it. His wish is to be his own master. What he desires most of all is freedom. And freedom implies the maximum of self-discipline with a minimum of government from without. He never tires of a golf course that calls forth this spirit from within him. But when he is continually made to feel the birch-rod of the rough with its bunkers for every wayward shot, golf becomes an exercise of caution rather than of courage.

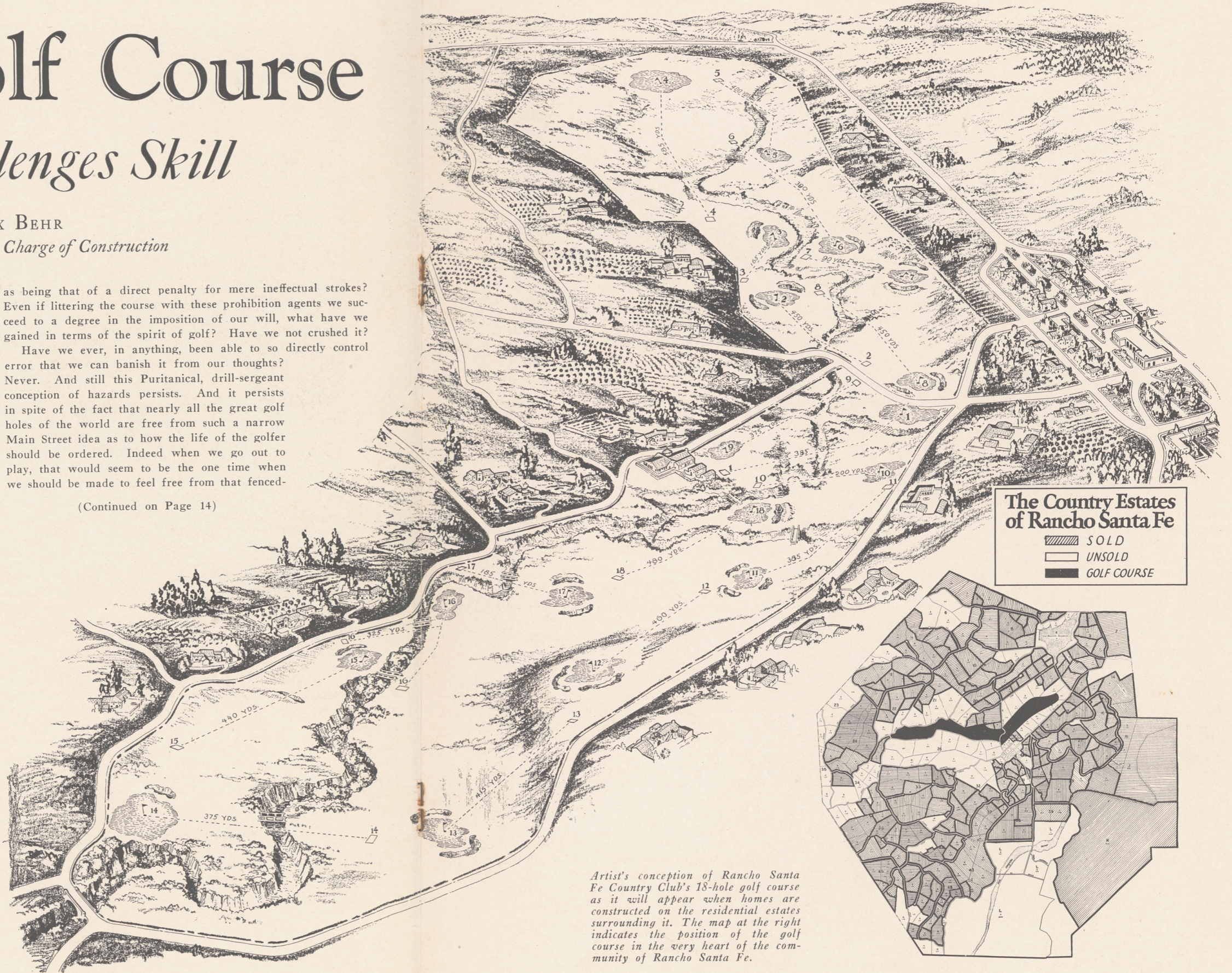
The tee-shot is flanked by hazards to punish a pull or a slice, although it can easily be demonstrated how futile they are in the majority of cases. Hazards based upon such a premise should be impartial. By rights they should inflict a like penalty upon all errant shots. And yet to accomplish such a purpose is wholly impractical. It must entail hazards running along the edge of the fairway for seventy-five yards with a width of fifty yards at least. And we could not even then be sure that some wild shot would not escape their clutches. And because the acreage upon which the modern course must be laid out is so limited, there are bound to be some parallel fairways. And how unfair it is that this strip of rough divides them!

Why, then, should we continue to think the purpose of hazards

as being that of a direct penalty for mere ineffectual strokes? Even if littering the course with these prohibition agents we succeed to a degree in the imposition of our will, what have we gained in terms of the spirit of golf? Have we not crushed it?

Have we ever, in anything, been able to so directly control error that we can banish it from our thoughts? Never. And still this Puritanical, drill-sergeant conception of hazards persists. And it persists in spite of the fact that nearly all the great golf holes of the world are free from such a narrow Main Street idea as to how the life of the golfer should be ordered. Indeed when we go out to play, that would seem to be the one time when we should be made to feel free from that fenced-

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Artist's conception of Rancho Santa Fe Country Club's 18-hole golf course as it will appear when homes are constructed on the residential estates surrounding it. The map at the right indicates the position of the golf course in the very heart of the community of Rancho Santa Fe.



Breaking ground for the Rancho Santa Fe golf course. Left to right: Edward S. White, Ranald Macdonald, Barton Millard, D. M. Richards, Briggs C. Keck, Max Behr and S. R. Nelson

## More Than Golf at Rancho Santa Fe

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a hedge that shuts off the expansive grounds from the public highway. Ivy climbing over the walls in luxuriant fashion. The old dinner bell brought from New England by a trader sailing vessel when California was young. A family orchard. Romance everywhere. A league away, on another bench above the river, is the home of Leandro Osuna, Don Juan's son, now reconstructed and modernized for Mr. A. H. Barlow, one of Rancho Santa Fe's most enthusiastic residents.

Across the river from this point is the great estate of Douglas Fairbanks, an 847-acre property on which the famous motion picture star will re-create a Spanish-California rancho of magnificent proportions. More than \$250,000 has already been expended in the installation of a water system, the planting of Valencia orange orchards and the building of a dam and lake. This is to be followed by a home, Spanish village for workers and other features which one might expect from people with the dramatic instincts and imaginations of Mary and Doug.

Six miles away is Del Mar, with a hotel, golf course and beach club combining surf and pool bathing. The beach at Del Mar is considered to be

one of the finest in all California. The sand is clean and white. The slope into the surf is gentle, and there is an entire absence of stingarees, which spoil so many beaches. This delightful spot is already a favorite of many Easterners who spend the winter in California. Down the coast is Torrey Pines Park, the incomparable La Jolla and finally San Diego with its sparkling bay, its gay naval life and charming streets of homes.

Inland from Rancho Santa Fe is a great vacation land with lakes, streams, oak-covered valleys and pine-covered highlands. Forty miles away is Mexico, another story in itself.

Think for a moment that all this charm and beauty and romantic association is quickened in its lure by the bright sunshine and balmy night-stillness of America's finest climate, and you'll agree that all the family can find enjoyment here.

## Rancho Santa Fe Country Club

(Continued from Page 2)

pany, a group of resident land owners and local business men filed articles of incorporation for Rancho Santa Fe Country Club with the secretary of state on October 29, 1927. These being approved, an organization was perfected, officers were elected and an agreement was reached with the Santa Fe Land Improvement Company whereby the course could become a reality. Briefly, the company agreed to finance immediate construction and to assume other obligations to the extent of over \$200,000 as soon as 200 memberships at \$600 apiece, totaling \$120,000, had been pledged. A list of incorporators, officers and directors will be found elsewhere.

The task of underwriting the necessary memberships was then begun. Probably a record was established in this respect, for the response to personal contacts and letters to Rancho Santa Fe owners was

so rapid and accompanied by so much enthusiasm that in less than thirty days the necessary quota of memberships was underwritten, and on November 25, Max Behr, the golf course architect selected to lay out the links, was on the ground to begin actual construction work.

In the first place, let it be said that although the golf course is to be the main feature of the improvement, golf is not the sole aim and end. The Rancho Santa Fe Country Club hopes to be a country club in fact as well as in name. Tennis courts, for instance, are within the scope of the original plans. A swimming pool and various other sports features are in line for the future. In planning the clubhouse itself, only two units of which are to be built immediately, adequate provision is being made for a broad—and we may say brilliant—social life.

Those who have had something to do with the planning of this development have kept prominently in mind that this community is rapidly becoming one of the most celebrated places-to-live on the Pacific Coast. Natural advantages of climate and topography make this inevitable. Looking into the future therefore, to the time when the various exclusive characteristics of Rancho Santa Fe have been able to reach their climax, we have attempted to lay a plan and set up an organization that will never restrict Rancho Santa Fe's destiny.

Let me point out some of the ways in which Rancho Santa Fe Country Club differs from many with which you are no doubt familiar. In the first place, the club is not a promotion in any sense of the word. The primary purpose of the club is to provide a recreational center for the community. There is no inner group to which the profits of promotion and operation will fall. There is only one class of membership—a full participating owner-membership. This means that every member will share and share alike in the facilities and assets of the club, including the ownership not only of 165 acres of choice property in the heart of Rancho Santa Fe devoted to the golf course and clubhouse, but also of some thirty-five acres of contiguous residential property.

The membership is limited to 300 and a secret membership committee is pledged to the duty of selecting only those whose ideals conform to standards already established at Rancho Santa Fe. From the very beginning Rancho Santa Fe Country Club will be working with 100-cent dollars. No commissions are paid to anyone, the entire expense of organization and the securing of membership pledges being borne by the Santa Fe Land Improvement Company. Furthermore, the operating deficit, which is inevitably the experience of a new club of this kind in a similar situation, is to be borne by the Santa Fe Land Improvement Company for two years up to a maximum of \$10,000 per year.

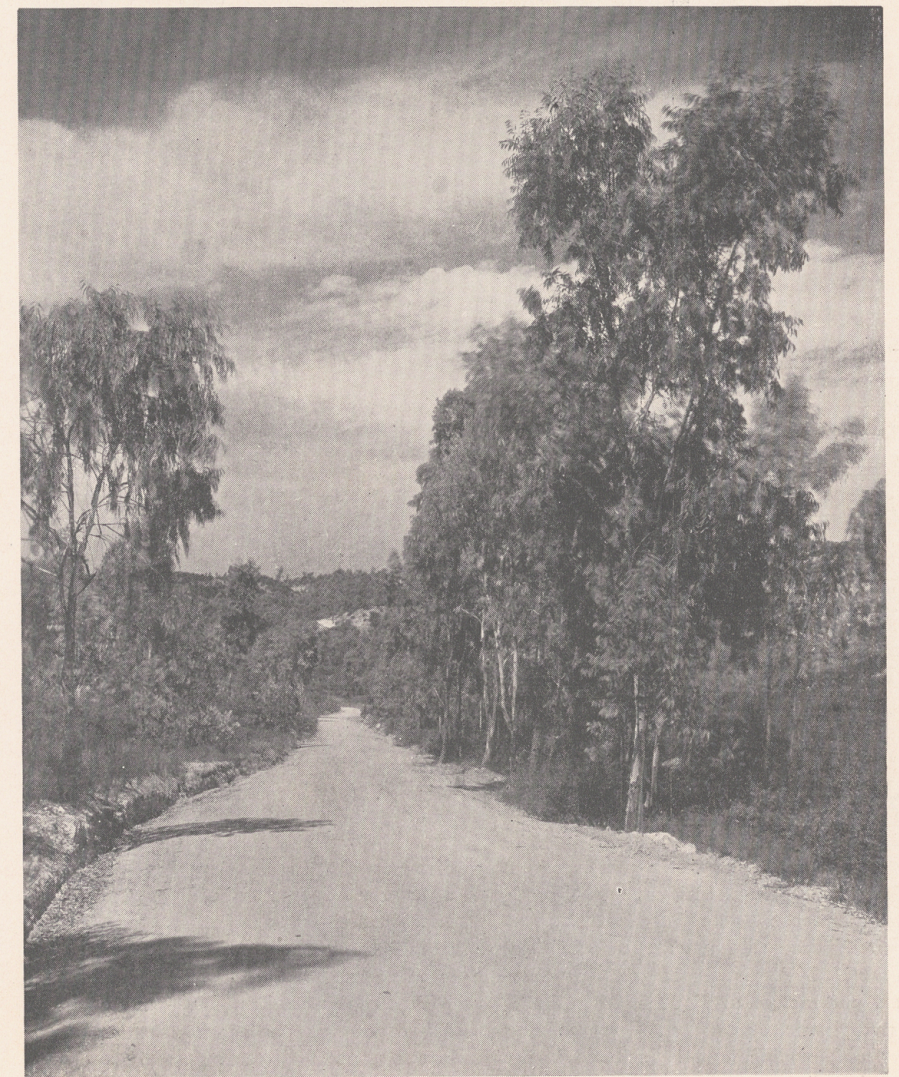
It should be observed that the club is in the extremely favorable position of buying approximately 200 acres of land at the very low price of \$300 an acre, although surrounding land averages very much higher. About 165 acres will be required for the eighteen holes and the clubhouse site, leaving about 35 acres for future expansion or for sale at the immensely increased value which the building of the course will cause.

To make immediate construction of the course and clubhouse possible, several community-spirited owners of Rancho Santa Fe land each subscribed for several memberships. The task immediately before the officers of the club therefore is to have these taken up by other owners who have not yet subscribed, and by properly-accredited non-owners who wish to take advantage of the superior facilities and delightful surroundings of Rancho Santa Fe Country Club for week ends and vacations. Owners of property at Rancho Santa Fe who have not yet taken memberships should be mindful of the fact that those who have done so are unselfishly contributing to the benefit of all, because the building of Rancho Santa Fe Country Club will set up a growth and value-apprecia-

tion in surrounding property whose limits are apt to be surprising even to the most optimistic.

This is really a co-operative movement in every way. None benefits to the disadvantage of another. The price of the membership falls far short, even by the most stringent calculation, of representing the value received. There is every reason to believe that a further appreciation of membership values similar to the increases in the older clubs around Los Angeles and Pasadena, is certain to take place. Rancho Santa Fe Country Club is attractive, therefore, strictly as a business proposition, especially in view of the growth that is taking place in the incomparable community of which it is the center.

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A bit of woodland beauty at Rancho Santa Fe. Fifty-three miles of roads winding through the eucalyptus groves and following the gentle contours of the rolling mesas make every part of this great community easily accessible.



A corner in the home of John B. Cushman, recently completed at Rancho Santa Fe. Tile, wrought ironwork, antique doors of arched design are here combined with unusually good effect.

### This Modern Course Built in a Modern Way

Speed and excellence in the execution of mechanical work incident to the building of Rancho Santa Fe golf course is assured because of the unusual facilities of the U. L. Voris organization, development contractors at Rancho Santa Fe.

Every type of implement for moving dirt and leveling land is included in the list of Voris equipment. Great 60-horsepower caterpillar tractors, levelers, capable of moving four to five yards of

dirt at a clip, immense road graders and a battery of smaller equipment are at hand to help work out the golfer's Eden, so to speak, that Max Behr's imagination is creating.

This equipment has been used to splendid advantage on Rancho Santa Fe in leveling and contouring land for orchards. It will mean that the golf course can be finished in much less time and with a great deal more precision than

if old-fashioned methods had to be relied upon.

The average four-horse Fresno holds approximately three-fourths of a yard of dirt and the slow-moving horse or mule team must stop occasionally to rest. By the method used at Rancho Santa Fe five or six times as much yardage is moved in a load and the tractors keep rolling at good speed all day long. The large levelers, 10 to 11 feet in width, are capable of skimming along the ground to pick up a thin slice of top dirt or to take a deep "bite," as the occasion requires. Furthermore, these levelers will spill their load as carefully as they pick it up. With old-fashioned Fresno equipment loads must be discharged en masse.

### Chairmen of Club Committees well Qualified

President Barton Millard is unusually fortunate in having the assistance of committees particularly qualified to assist in making Rancho Santa Fe golf course one of the finest on the Pacific Coast.

J. T. "Ted" Reed, as chairman of the greens committee, is everywhere considered a happy selection. He served in the same capacity at the Brentwood Country Club, one of the foremost clubs in the Los Angeles area. His genial manner and capacity for getting things done, not only with speed but with satisfaction to all concerned, will be of great benefit in inaugurating play on the local course. Incidentally, he is a real golfer.

Briggs C. Keck, chairman of the house and grounds committee, has unusual capabilities which fit him to head this important group. His experience as a developer of high grade residential areas will be found important in the planning and construction of the clubhouse and the laying out of its grounds. Evidences of his good judgment may be seen in the development of his property at Rancho Santa Fe. His leadership may be expected to contribute no little to the charm of the club's social life.

At the head of the financial committee is D. M. Richards, former director of a bank in Rochester, New York, and a business man of the first water. Mr. Richards' counsel has been of great value in the business structure of the club and may be expected to aid in no small measure to its further success.

## Rancho Santa Fe Country Club

### What it Means to San Diego County Golfers

In terms of automobile travel distance is now measured not in miles but in minutes. From any sizeable city now-a-days, the nearest golf course is usually at least a half hour's run and as cities grow, the time required from business to golf lengthens.

The only question for San Diego county golfers to answer in considering the Rancho Santa Fe course is, "Will the strategic character of the course and the beauty and charm of its surroundings compensate for the little extra time required to reach it?"

Anyone who has stood on the site of the clubhouse and walked up and down the little valley where the course is to be and drunk in the beauty of orchards and mesas and mountains and sea, will surely answer in the affirmative. Relaxation being one of the principal objects of golf, as viewed from the business man's standpoint, it is obviously wisdom to indulge in the game on a course where vexing influences are not only absent but pleasing influences are everywhere in evidence.

With a limit of 300 in the membership

of Rancho Santa Fe Country Club, and with the speeding up of golf traffic, through correct golf course construction, one of the axioms of our golf course architect, golf at Rancho Santa Fe will undoubtedly be as pleasant as it can possibly be made. The sponsors of this course are determined that capacity shall never be taxed.

As the population of the south end of California increases, as it must inevitably increase, the characteristics of the Rancho Santa Fe course will become more and more important to San Diego County golfers.

San Diego County has a right to take pride in the fine character of the community of Rancho Santa Fe. In future years the importance of the community will loom even larger, both from commercial and aesthetic standpoints. A number of business men in nearby communities appreciate this and have already secured memberships in what is probably the most important phase of Rancho Santa Fe's development, the Rancho Santa Fe Country Club.

#### OFFICERS AND DIRECTORS

- RANCHO SANTA FE COUNTRY CLUB  
 BARTON MILLARD.....President  
 RANALD MACDONALD.....Director  
 ELLIS BISHOP.....Vice-President  
 D. M. RICHARDS.....Secretary-Treasurer  
 BRIGGS C. KECK.....Director  
 (Officers are also directors)

#### CHARTER MEMBERS AND INCORPORATORS

- RANCHO SANTA FE COUNTRY CLUB  
 A. H. BARLOW.....Rancho Santa Fe La Jolla realty developer  
 WM. A. BECHBERGER.....Rancho Santa Fe Executive, Santa Fe Irrigation District  
 ELLIS BISHOP.....Pasadena Vice-President Pacific Seaboard Corporation of Los Angeles, and Pasadena realtor  
 GEORGE BURNHAM.....San Diego Vice-President Bank of Italy National Trust and Savings Association  
 W. C. CAMPBELL.....Rancho Santa Fe Owner of an orchard estate  
 T. L. CAROTHERS.....Rancho Santa Fe Owner of an orchard estate  
 CLARENCE COOK.....Pasadena Realtor and Rancho Santa Fe property owner  
 G. AUBREY DAVIDSON.....San Diego President Southern Trust and Commerce Division of Bank of Italy National Trust and Savings Association  
 DOUGLAS FAIRBANKS.....Beverly Hills Famous motion picture star  
 ROBERT FAIRBANKS.....Hollywood General manager, Douglas Fairbanks Picture Corporation  
 H. H. HUNNEWELL.....Rancho Santa Fe Owner of an orchard estate  
 BRIGGS C. KECK.....Rancho Santa Fe Owner of three large areas of residential property  
 H. E. KETCHUM.....Rancho Santa Fe Building contractor  
 RANALD MACDONALD.....Rancho Santa Fe Owner of an orchard estate  
 DR. J. F. MCKITTRICK.....Rancho Santa Fe Physician  
 RUSSELL MILLAR.....Rancho Santa Fe Owner of an orchard estate  
 BARTON MILLARD.....Rancho Santa Fe Owner of an orchard estate  
 GLENN A. MOORE.....Rancho Santa Fe Landscape architect  
 C. F. PEASE.....Rancho Santa Fe Owner of an avocado nursery  
 H. L. PORTER.....Rancho Santa Fe Owner of an orchard estate  
 J. THEODORE REED.....Los Angeles Production manager, Douglas Fairbanks Picture Corporation  
 D. M. RICHARDS.....Rancho Santa Fe Owner of an orchard estate  
 C. A. SHAFFER.....Rancho Santa Fe Owner of an orchard estate  
 JAMES C. SMILLIE.....Rancho Santa Fe Owner of an orchard estate  
 U. L. VORIS.....Rancho Santa Fe Development contractor



This charming old Spanish fireplace indicates the atmosphere of hospitality that pervades La Morada, the hotel at Rancho Santa Fe. Excellent accommodations both in rooms and cuisine are provided. The service at La Morada and the beauty of the grounds surrounding it combine to make this a delightful place for week-ends.

## Planning a Golf Course

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in feeling of restraint all wound up with conventions and moralities imposed upon us in our daily lives.

Is it not, then, worth while to consider whether the end we wish to achieve cannot be accomplished in a more humane manner? If the idea is correct that errors of skill are deserving of punishment, should we not adopt the most practical means of attaining this object? And this can be done, and at the same time equitableness of penalty imposed.

We certainly have very definitely in mind the areas deserving of retribution. Suppose from the outside limits of such an area we draw straight lines to the middle of the green, and we allow these lines, where they bisect it, to be the out-

side limits of a hazard cut in its face. Have we not by indirection, and at a very small cost, created an impartial hazard for all this area? What taxes cost less to collect and produce the greatest revenue, direct taxes or indirect? It is simply a question of the economics of pleasure. A headache the morning after is better than one the night before. The latter destroys pleasure, the former makes us consider what is worth while.

One of the most discussed holes in the world between the two divergent schools of architecture, the Penal and the Strategic, has been the short 11th hole at St. Andrews, the green of which can be arrived upon with a putter. The penal-minded school uses this seeming weakness as an argument against the greatness of this hole. But it is perhaps this one factor alone that contributes more than anything else to make it the hole it is. Like the prizefighter who will some-

time use the strategy of opening his defense with the hope that his opponent will be unwary enough to rush in, the Strath, Hill and Shelly bunkers stand ready to deliver a right and left hook. Beyond stands the Eden to count out the over-confident golfer who belittles this hole because he can take his putter from the tee. This is the come-on, the innocent invitation that throws a veil over the actual difficulties of the shot. Were a bunker placed between the tee and the green, it would become only another one shot hole.

And it is a psychological element such as this that constitutes strategy. Nature is the enemy of the golfer, but as she cannot deploy herself, move to defeat him, she must in self defense find some way to throw him out of his stride. This she may do by inviting him to play shots that he might not attempt were he fully aware of their difficulties. By an appearance of innocence, or by exalting his ambition beyond the sufficiency of his skill, she can decoy him into an ambush and there slaughter him. Indeed, strategy presents innumerable ways in which holes may verily become articulate.

And thus always with something upon which to whet his skill and make him think, the golfer reacts vitally to the vital circumstances that confront him. He is taken out of himself. His golf becomes objective. No longer is he so given to that subjective disease, the dwelling of thought upon how he should address his ball, hold his hands, and what not. He is having too much fun.

But when he is merely required to accomplish the prosaic task of knocking his ball into an expanse of fairgreen well guarded upon either side by rough and bunkers, he feels he is being coerced to play a good shot. If he doesn't watch out he will be whipped for being a bad boy. Under this constant stress he becomes conscious of himself. And even should he escape being slapped by these nurse-girl hazards in one of his daily constitutionals—and what more is such golf but that—of what earthly value was the goodness of his skill? By itself mere goodness is a negative virtue. The world is filled with good people, but we do not see them running it. It is only when goodness is tempted and triumphs over evil that it comes to possess quality and is a positive force.

And skill can achieve this in golf only when opposed by a strategic effort upon the part of nature to destroy it. Confronted with a graduation of danger, the player must make a choice. The effort of strategy is by various means to make him choose badly. But there is for every

player a certain spot where he can exact his pound of flesh in return for the degree of skill he is possessed of. And in making his decisions he must not only use intelligence, but restrain his ambitions. Thus there is added to his battle with nature, a battle with himself. And because outward opposition strengthens inward cohesion, skill becomes imbued with an ideal. It becomes a constructive force, and thereby golf becomes a positive experience.

And when one has the fortune to come upon a course replete with strategy, untouched by the profane hand of the Penal School, one is not playing a game, but following a sport.

It is this kind of course that I propose to build at Rancho Santa Fe.

## Rancho Santa Fe Country Club

(Continued from Page 11)

Membership in Rancho Santa Fe Country Club is limited strictly to 300. When this quota is filled, the only opportunity of becoming a member will be to have an original membership transferred. The time will come, and that soon, too, when it will be impossible to get into Rancho Santa Fe Country Club. Those who procrastinate may find themselves in a position of living near a golf course without being able to enjoy it. The movement for a golf course has proceeded thus far with amazing speed, and when I urge prompt action on the part of non-resident Rancho Santa Fe owners, I do not intend to sound an alarm but

merely to state a simple fact that is apparent to all of us who are in the thick of it. It is very significant that resident owners of land at Rancho Santa Fe have joined 100 per cent.

In conclusion, I want to say that the officers and directors of Rancho Santa Fe Country Club are determined to give the club a character on a parity with Rancho Santa Fe itself. In this pledge, than which we believe we can give no greater, we have the enthusiastic promises of Mr. Max Behr to give the course a maximum of strategy and character, of Mr. George Washington Smith, architect, to endow the clubhouse with a maximum of beauty, and of Mr. S. R. Nelson to prosecute both with a maximum of dispatch.



Del Bosque. A section of Rancho Santa Fe heavily studded with eucalyptus trees which has been set apart for the residential use of those who love trees.



Orchards of avocado, Valencia orange, and lemon trees set among the eucalyptus groves make a delightful pattern on the landscape. Winding roads and Spanish homes on mesa tops give interest to the scenes.



Rancho Santa Fe is a brief three and one-half hours' motor ride from Los Angeles. It is three hours from Riverside, one hour from San Diego, and thirty minutes from La Jolla. It may also be reached by frequent Santa Fe trains to Del Mar where guests, who have made reservations at La Morada Hotel, will be met at the station. It is a ten square mile community of orchard estates in

the heart of America's finest climate belt. The civic center is five miles inland from Solano Beach and six miles from Del Mar. The community thus escapes the harshness of weather sometimes experienced on the ocean front, yet it is near enough to benefit fully from the mellowing influence of the sea. The map herewith shows how Rancho Santa Fe may be reached from the splendid Scenic Coast Highway.

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