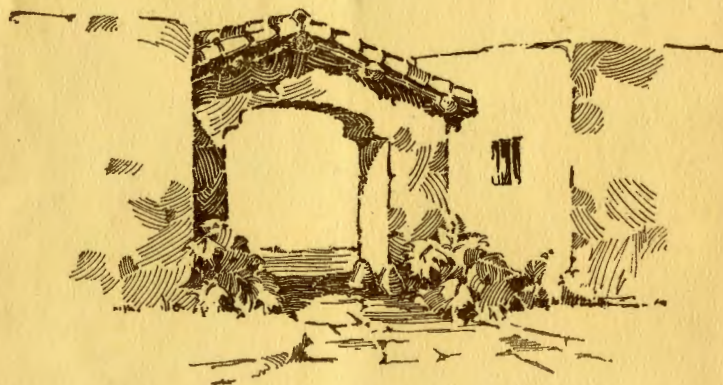


RANCHO
SANTA FE



CALIFORNIA

Yesterday—

Today

To preserve a reverent memory
of the Vision and Courage of
California's youth;

To express faith in her radiant
future;

To record the progress of an Idea
linking the romance and inspiration
of *Yesterday* with the fulfilment
of *Today*—

This little book is written.

L. G. Sinnard



—and it might still be "*Yesterday*,"
were it not for this.

Venturesome spirits of Spain, following the trail of Civilization broken by the Mission Fathers, sought first the fertile valleys and slopes of California's southland. Tribute of field and pasture, paid to the faith and heroic labors of the padres, gave longing for new kingdoms on the gentle shores of the Pacific. Enormous grants of land by the Spanish Crown, promising wealth and ease, inspired visions that braved every adventure. Congenial,—in its vivid coloring and picturesque contours, to the emotional temperament of the "conquistadores," California became a part of old Spain transplanted. Upon it settled the romantic atmosphere of Latin Civilization.

Lacking resistance to the greater virility of the Western Spirit, much of this early, colorful atmosphere has been displaced, but its imperishable spirit is preserved in treasured landmarks and out of it is springing into new life graceful monuments of architecture, harmonized with their surroundings by the adornment of native shrubs and the exotic verdure of the semi-tropics.



The Sentinel Palm

Transplanted from Mission San Juan Capistrano to the valley of the San Dieguito River, by the original grantee of Rancho Santa Fe.

Among the famous land grants of California, Rancho San Dieguito possesses a history of adventure and romance which links it with the earliest Spanish occupancy. The original highway between San Diego and Los Angeles passed through the rancho. First, only a narrow trail worn by the patient feet of the padres and their neophytes, and afterwards traveled by lumbering stage coaches carrying guarded mail and occasional passengers. Here are remnants of old adobe buildings crumbling slowly under the soft, warm rains of winters. At ranch headquarters one of the adobe houses is still in use, its thick walls standing intact in the shelter of aged pepper trees.

San Diego, birthplace of the Missions and their associations with the imperishable deeds of Junipero Serra, is distant only 25 miles to the south—a long journey in the old days, but only an hour's drive today. Los Angeles is 100 miles to the north. Slumbering between stands the ancient Mission of San Juan Capistrano.



Ancient adobe house at Rancho Santa Fe.

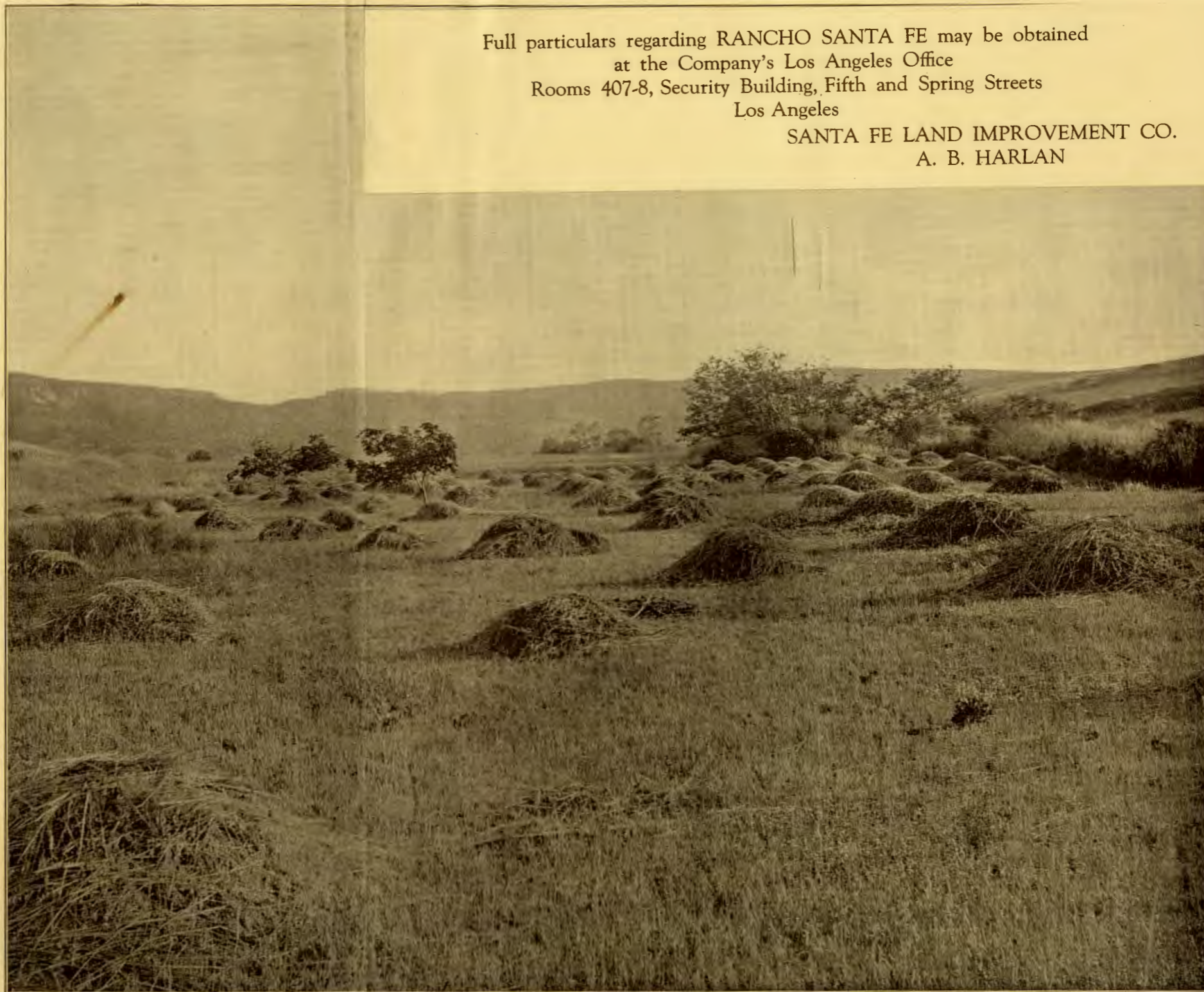
And on this historic foundation is built the Idea.

About 12 years ago Rancho San Dieguito was acquired by the Santa Fe Railway and has since been known as "Rancho Santa Fe." A large area was planted to Eucalyptus trees for the purpose of making cross ties for the Railway. After several years it was found that superior materials were available for railroad ties and the plan to utilize the Eucalyptus timber grown on the ranch was abandoned.

In the meantime many conditions had developed to create an environment favorable to the Idea. Forests of graceful Eucalyptus trees adorned the ridges and slopes of the southern portion of the property; demonstrations of the superior growing conditions existing in this region had been made; the great enhancement of land values in Southern California had created a demand both for country homes and for income producing orchards and farms; thousands of home-seekers from the Eastern and Middle West States, responding to the call of California's opportunities, were crowding for the few remaining open spaces; old estates, pridefully and tenaciously guarded against the violation of their magnificent isolation, were breaking under the tide of desire for homes in sunny Southern California.

Full particulars regarding RANCHO SANTA FE may be obtained
at the Company's Los Angeles Office
Rooms 407-8, Security Building, Fifth and Spring Streets
Los Angeles

SANTA FE LAND IMPROVEMENT CO.
A. B. HARLAN





Lake Hodges Dam. 157 feet high; 750 feet wide.

The division of this magnificent property into income producing orchards and country homes was clearly indicated, but a conventional subdivision in the nature of a real estate operation did not appeal to the owners of the land.

At this point the Idea began to take form. A more appropriate and ambitious utilization of the scenic and climatic charm of Rancho Santa Fe—in connection with its horticultural use, was suggested, and this thought expanded to embrace a plan of development under conditions designed to provide a practical measure of security for a commercial investment and at the same time take full advantage of the residential and landscape values existing here. There was only one factor lacking—*water*. Without water the most fertile soils, the most delightful cycle of winterless seasons could not create golden groves of fruits.

The San Dieguito River flows through the ranch. Its wide water shed, among distant mountains, gathers the heavy rainfall of seasons known in other lands as “winter.” Then the river channel scarce holds the abundant flow of water rushing to the ocean. Pouring past thirsty slopes and plains, its life-giving stream was wasted. To save this wealth and to give reality to the Idea demanded the expenditure of more than a million and a half of dollars. This sum was provided and today there stands, between the solid rock walls of a steep cañon—a monument to the vision of far-sighted men—Lake Hodges Dam, a magnificent structure towering 157 feet above bed rock, holding back 37,700 acre feet of “liquid gold.”

And this was only the first step.

The Santa Fe Land Improvement Company, a subsidiary of the Railway, engaged technically trained men of practical judgment and experience to make comprehensive surveys and studies of Rancho Santa Fe to determine its adaptability to the Idea. Surveys of soils; studies of water system to provide most efficient distribution for irrigation; of elevations of valleys and slopes for plantings; of landscape features marked for preservation and enhancement; of location of roads to make driving, riding and walking a pleasure and to give accessibility and desirability to frontages. Especially was thought given to location of pleasant homesites, where views from every window would satisfy and charm.

Included in the scope of the Idea were measures for protection against speculators and to provide for constant maintenance and growth of values. Carefully considered restrictions are included in contracts and deeds for sale of land. These restrictions are intended to encourage and require immediate planting of orchards and seasonal crops and building of homes. All homesites are restricted as to cost of residences to be built. In certain sections only a modest little home, to cost \$3,000.00 or over, will be required. Nearer the Civic Center, where large sums of money are being spent to beautify the Project, the restriction may be not less than \$15,000. Restricting the minimum cost of a residence is a wise means employed to preserve values. It means that a man who has expended ten or fifteen thousand dollars in a home may be assured that his investment will not be depreciated by a cheap or unsightly structure erected by his next door neighbor. This restriction, however, is only one of a number of provisions which experience in the development of high class subdivisions has demonstrated to be of value.

Drawings of the exteriors of all buildings must be approved by Company's architect. This feature will harmonize designs and avoid clashing colors. The development and enhancement of residential and landscape values have been assigned to men eminent in their lines. Mr. Richard Requa, the architect whose plans for the Civic Center group have been accepted, has travelled in Spain and Italy to perfect his intimate and devoted study of architectural types to be used in the building of Rancho Santa Fe. His genius is revealed in the inspired grouping of the buildings now being erected for the service and pleasure of the community. The quaint and graceful lines of La Mirada have commended the enthusiastic praise and admiration of artists and of designers of beautiful buildings. The group of buildings for the housing of attractive shops and other necessary commercial activities give one the sense of being suddenly transported into a picturesque corner of old Spain. The type is true and is enhanced by the harmonious grouping of designs that reflect the essence of culture, grace and dignified prosperity.

To add an impressive note of sincerity to the Civic Center group of buildings the material used in the walls is "adobe." Thick-walled, with deeply recessed windows and quaint, iron-studded doors, they claim quick and appreciative interest.

Experienced masons—natives of old Mexico, have given of their skill to provide a sense of substantiality to the buildings.





The *Substance* behind the delightful environment provided must be *Income* from *Products* of the land. No less thought has been given to this important factor in homemaking than to the provisions for the enjoyment of people wanting homes only for rest, recreation, and health. The *Motive* inspiring the *Idea* is the upbuilding of a prosperous community. This accomplished creates contented citizenship, establishes the example of a sound, practical horticultural and agricultural development, and adds an unit of strength to America. Enjoyment of California's supreme beauty of landscape and climatic comfort combines with the income features of the *Idea*, to provide generous realization of man's most insistent cravings—Home and Security.

To this accomplishment the Santa Fe Railway can extend its highly organized capacity for service, and have the satisfaction of helping, through the building of this Project, to preserve the memory of California's historic past and to promote the success of her promising future.

To achieve such a purpose the factor of profit in the sale of the land may well be secondary. To initiate the Project, prices asked for

the land are lower, comparatively, than in any other part of Southern California.

The Santa Fe Land Improvement Company will accept payments on the land over a period of 5 to 8 years, according to the ability of the purchaser to make improvements promptly.

To aid the purchaser to success he will have the advantage of the results of studies to determine most profitable plantings. These determinations have been made by Mr. L. G. Sinnard, well known in California as a practical advisor in horticultural and agricultural operations, and in the management of successful subdivisions.

Buyers will be advised against improper selection of plantings and aided through suggestions as to right cultural methods to be employed, and most efficient application of water for the irrigation of crops.

The irrigation system is laid out by the Engineering offices of J. B. Lippincott, prominent among recognized American authorities on hydraulic problems. The Project will have the advantage of consultation with Mr. Lippincott, and of the services of Mr. Kenneth Volk, Resident Engineer.



The picture on the left illustrates the transition from "dry farming" to production of winter vegetables under irrigation. Both views are taken on the ranch. The difference in returns per acre is over \$700.00 in favor of vegetables.

Wherever water has been developed for irrigation in this favored region, crop returns have yielded large profits. The pleasant elevations of Rancho Santa Fe—40 feet to 300 feet above sea level—are more nearly frostless than any other part of Southern California. Winter vegetables grown here produce abundantly, and are shipped in carload lots direct to the eastern markets, where the highest prices are obtained. A return of \$500.00 to \$800.00 per acre is not considered an unusual crop. The twelve months growing season makes possible double plantings of vegetables and other seasonal crops. Plantings of Valencia Oranges and of Lemons are indicated as a desirable selection, and will be greatly favored. On sheltered slopes the delicious Avocado (Alligator Pear) is certain to be included in the profitable semi-tropical fruits grown here. A large acreage is ideal for apricots. There are no extremes of heat. An annual mean temper-

ature of about 62° may be depended upon, with a minimum not below 32° prevailing above the 80 foot elevation, assuring practically frostless conditions on the intermediate and higher slopes and terraces. Elevations under 60 feet, occupied by the main valleys and tributary draws, have occasional visitations of light frost. According to the U. S. Weather Bureau, prevailing winds have an average velocity of only about 6.2 miles per hour. English Walnuts thrive in the fine alluvial soils of the valleys. Peaches, pears, prunes and grapes are recommended. Olives are a demonstrated planting, and have value both as an income producer and because of the distinctive charm of their delicate green foliage. Water requirements for the land will be supplied from Lake Hodges through the organization of a Water District formed under the laws of the State of California. Distribution to consumers is arranged through a Board of Directors elected by the residents of the district. This form of organization in California has proven the most economical and efficient method of supplying water to consumers.

A distinguished and widely traveled engineer who is intimately acquainted with this region, writes in one of his reports as follows:

"This is not strictly an agricultural development. This area is blessed with the most equable and delightful climate of any portion of the United States. It is nearly frostless, with little rain and with moderate, even temperatures. When the water is put on this land it will first be used for gardening and horticulture. Gradually the same transformation will occur that we have seen at Montecito, Hollywood and Pasadena. Agriculture will give way to suburban and urban growth."



San Dieguito Reservoir, Rancho Santa Fe

The thought of a new home place, and the desire for wider opportunities and increased prosperity are more closely associated with California than any other place in the world.

To many more people than can possibly be provided with homes here, this wonderful region will appeal, as the most desirable part of California. To combine its perfection of climate and charm of scenery with the practical motives of home-making, large sums of money have been freely expended. And yet the Idea would fail without the accomplishment of the home-maker's

prosperity and happiness. To assure this success practical means are being used to provide security for each buyer. Whether investment represents only a moderate homesite, where one can enjoy the benefits to health and the promise of comfort and contentment, or whether the homemaker is ambitious to produce and own a famous and profitable grove of citrus trees or orchard of deciduous fruits, one's requirements are anticipated here, and the buyer's intelligent efforts will command the generous co-operation of the Company.



Skyline Drive, Rancho Santa Fe

The Ed. Fletcher Company, San Diego, California, will freely and fully answer your enquiries, or letters may be addressed direct to Santa Fe Land Improvement Company, Del Mar California. Or better, you may come direct to Rancho Santa Fe and discuss your needs and desires with some one of the staff retained to give you dependable information. Comfortable trains of the Santa Fe Railway, between Los Angeles and San Diego, will take you to Del Mar and from there provision will be made for your transportation to delightful and home-like quarters at Rancho Santa Fe.

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La Mirada, Rancho Santa Fe

Comfort is here—and relaxation; a tonic blending of sea and mountain air; a serenity that throws a slumbrous spell over rugged mountain peaks guarding the horizon, and rests in the quiet depths of fragrant valleys.

If your loving acquaintance with the delightful spots of California does not include Rancho Santa Fe, a visit will make you want to live long and intimately with the natural charms of this place.

—And you might wish to make your home here.
Give thought to such a visit—and soon.

