

Romance and Beauty!

Take this Trip, this Weekend.

DO you know that within a brief four-hour motor ride of Los Angeles is a veritable treasure-place of early-day romance and Spanish tradition? Where natural beauty is absolutely amazing? And where the vision of one of the world's out-standing communities — the country estate development of Rancho Santa Fe — is finding fulfillment?

Take this trip this weekend. It will be a pilgrimage into the past—and at the same time a revealing glimpse into the future. For at Rancho Santa Fe is a happy combination of what history's perspective reveres, and the forward-looking things that men have lately devised.

Stay overnight at La Morada, the hospitable Spanish hotel. Or just drop in for lunch. Rates are reasonable. Service is excellent. The atmosphere is charming.

Golf, horseback riding, beach sports are available at Del Mar nearby. But likely you'll want merely to relax... and drink in the beauty and romance of this much-talked-of spot.

Telephone Del Mar 86F3 for reservations. Or mail coupon below.



Rancho Santa Fe

Owned by the Santa Fe Land Improvement Co.

SAN DIEGO COUNTY, CALIFORNIA

Address: S. R. Nelson, Manager.

La Morado Hotel,
Rancho Santa Fe, California

Please make reservations as follows:

--- Rooms for party of ---
--- Lunch, Dinner for party of ---

Date ---

Name ---

Address ---

Trib. 11-19-27

Turn off
the coast high-
way at Solana
Beach. Arrive
at Rancho
Santa Fe in
ten minutes.