

August, 1928

Rancho Santa Fe

To preserve a reverent memory of the Vision and Courage of California youth; to express faith in her radiant future; to record the progress of a Plan linking the romance and inspiration of Yesterday with the fulfillment of Today.

—L. G. SINNARD.

RANCHO SANTA FE is a tremendous success today because it followed a definite plan, backed by ample capital. That plan blazed a new trail. There was no model to follow. An entirely new type of community was created, combining the best in urban and in rural life. The plan was conceived by L. G. Sinnard, development specialist, and W. E. Hodges, moving spirit behind Hodges Dam. How strikingly the plan has worked out is shown by the following parallel between Mr. Sinnard's preliminary report and today's present facts:

From a Pre-Development Report, Oct. 12, 1921, by L. G. Sinnard

Climate represents the predominant value of this property. The distinct, though slight, difference between the pleasant elevations (of Rancho Santa Fe) and the heavier air of the seashore affords an invigorating variety in temperature which greatly enhances the comfort and charm of living here.

The restrictions suggested governing cost and design of buildings, proper maintenance of orchards and improvements, make for rapid and substantial growth, and insure a desirable measure of exclusiveness and protection of values.

It is believed that enough men of large means will become home owners here to justify the organization of a (golf) club.

Facts Today, Six Years After Development Actually Began

Climate has been preeminent in attracting the people who now own Rancho Santa Fe estates. It makes spacious outdoor living possible, among smiling orchards, gorgeous gardens and amazing natural beauty. Every popular recreation.

Restrictions have been rigidly enforced. Rancho Santa Fe has deviated from the original plan only in rapidity of growth. Intended as a deliberate development, it has surprised even its originators. There are now 200 estate owners, all developing their property, and \$5,000,000 has been invested.

The Rancho Santa Fe Country Club was formed in Sept., 1927, and in 30 days the necessary memberships were underwritten by property owners. The \$200,000 golf course is now building.

There is no other development like Rancho Santa Fe. Visit Rancho Santa Fe. Meanwhile, send coupon for illustrated booklet.

Rancho Santa Fe

A COMMUNITY OF COUNTRY ESTATES

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Please send pictures and booklets

T.T.8-28

Name

Address