

products. That one tightly-knit club should also take care of such varied interests as the village little theatre (The Strollers), fashion shows and teas, points up another characteristic of the typical settler. He is not, primarily, a joiner. He knows his civic responsibilities and discharges them well, but feels no need for a wide variety of memberships to give him security and group solidarity. He *has* security. His circle of friends is probably small but spread fairly wide geographically. One prominent Rancho citizen, the former executive head of one of the nation's largest chain operations, regularly entertains such house guests as Bernard Baruch and Paul Hoffman. They enjoy discussing the world monetary situation over a scotch and soda on the terrace, not fining each other over chicken croquettes and peas.

Fully as sophisticated as the community it serves is the comfortable Inn. On the surface, the Inn gives the appearance of being a rather casual, bucolic establishment. On closer observation, the guest soon becomes acquainted with an operation as smooth as the Waldorf's. To the original guest house, Mr. and Mrs. George Richardson, who purchased the Inn in 1941, have added a series of rambling flower-covered cottages and a truly beautiful and imaginative landscaping. The cuisine is superb and so are the sporting accommodations: a beautiful swimming pool, tennis courts, badminton, bowling on the green, shuffleboard and ping pong. Typical of the Richardson hospitality is the 4000 book library from which guests can borrow books and return them when they get home — or keep them if they become deeply attached to them.

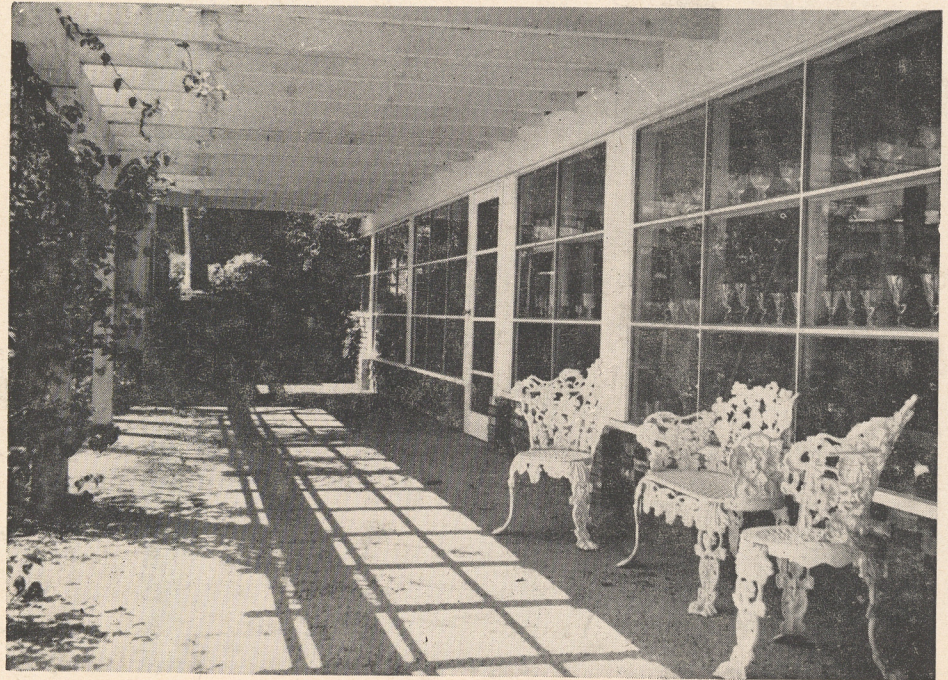
Near the Inn is the interesting Rancho Santa Fe golf course, a stiff, 18 hole test designed by the specialist Max Behr in 1927, and the riding stables of Earl Side. The horse set is growing in numbers and influence. The Rancho riding club keeps the many fine bridle paths at the Ranch in constant use.

Rancho gentlemen farmers keep themselves occupied with three major products, citrus, avocados, horses, and dairy farms. There are now nearly 2250 acres of citrus and avocado trees under cultivation. Four large-scale thoroughbred breeding farms are operating plus several ranches which specialize in the raising of fine riding horses.

So Rancho Santa Fe is quite content to let La Jolla have the glory and the glamour of national publicity as San Diego's leading resort area. "La Jolla is a very nice place to live or to visit," one prominent Rancho citizen said the other day. "We lived there eight years. But this village is so peaceful and lovely." One gets the impression that the Rancho people are not especially anxious to get the word around.

# *El Paseo shops*

RANCHO SANTA FE



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