

WHAT OUR HOMES SHOULD MEAN TO US

By LILIAN J. RICE

Our southern California is so filled with many kinds of people, different as to training, occupation, religion, income, nationality and taste, that it is no wonder there are so many kinds of homes. No one plan or treatment could possibly be suitable for all.

The first requirement is to make the home livable, even before the general appearance is considered. And the finished structure is unlike a musical composition or a piece of literature, in that it can not readily be discarded if it fails to qualify by its own merits. It becomes an unavoidable expression—so prominent that it can not be ignored by those who pass by its door and so permanent that it remains for all to see as long as it has an economic value. For such reasons it should be the stimulus for much thought and consideration before it is built.

The pioneer's instinct was to provide a shelter from the elements, wild beasts and the enemy and in his attempt he was limited by the materials and tools which were at hand. As a result of that very honesty and directness an unmistakable fitness and charm usually developed. There soon followed, however, a conscious effort on his part to combine its essential usefulness with beauty.

Our present speed of progress by machinery has done everything but

stabilize our habits and our modern home. Some classes of the old countries are still content to use the same type of costume year after year and the houses, well built and simple, are proudly handed down from father to son. In contrast, our present love of progress and change demands a new style of clothing or house with each coming year. Even so, the modest home may still have as much or more recognized charm than the more expensive and elaborate one.

In general, a home does represent a species of language. It reflects the story of the life and habits of the people who live within its walls, the material that was available at the time of the building, the tools that were used and the taste of the builder. "Going through a house" is a pastime like reading an article in a magazine but its composition and the owner himself is viewed with a critical eye. More often is the question asked "why did they build that kind of a house" than the comment made "what an attractive and convenient plan, I should like to live there."

Always will it be one of the human desires to live in surroundings which the individual chooses and likes—a place which combines conveniences with a pleasing appearance—and, if he is in a measure satisfied with the results, he proudly calls it "HOME."

Home Services Listed

Local Rancho-ites can skip this one. It is for the benefit of readers who might plan to locate here. The prospective home builder naturally is concerned with the problems of household service, market facilities, etc. Therefore as a matter of assurance respecting those necessary services, let us enumerate.

Electrical service is available for lighting, cooking and heating, generally without connection costs; in some cases with a moderate charge for line extension. There is a local telephone exchange in the village, and extensions are easily arranged.

An excellent grocery store, handling fresh meat and vegetables,

provides prompt delivery service, and is supplied daily with fresh milk from Mr. Jack Sprague's dairy.

A garage and service station are able fully to accommodate the motorist's needs; and all forms of gardening and rubbish-disposal are provided by Mr. Ola Johnson.

The laundry man, the milk man, the ice man, all make regular deliveries to local residents.

With one of the finest prescription departments in southern California, Mr. W. B. Kurtz operates a sanitary, modern drug store on the coast highway at Solana Beach, five miles from Rancho Santa Fe.

Occasional meals out can be found in the village fountain lunch, recently under new management, and in La Morada, Ranch Santa Fe's hotel, where your extra week end guests will find comfort and hospitality.

W. J. Kirk Purchases Extensive Holdings

Most important of the real estate transactions during the past month have been the purchases by Mr. W. J. Kirk, of Beverly Hills. Starting with the acquisition of 1,000 acres of valley lands from Mr. L. Conrad, on which he has begun farming operations, Mr. Kirk has added lots 5, 6, 8, and a part of 7 in block 14, and lot 6 in block 43 to his holdings. A deal for the C. F. Pease property is now in escrow. Thus Mr. Kirk will have a fine residence, three orange groves, a lemon grove, a walnut grove and residence site; and his holdings are second in size only to the S. F. L. I. Co. properties. Mr. Kirk, we welcome you most heartily to Rancho Santa Fe!

Other sales of interest are: A 36 acre estate, with orange grove and residence buildings to Mr. Walter L. Durant. This property was developed originally by C. A. Shaffer. Mr. Brian Curtis has purchased a 30 acre estate for his future home, which property was recently acquired by Charles L. Nelson, of Los Angeles, and sold by him to Mr. Curtis. Mr. Nelson has bought a portion of lot 4, block 17 from Mrs. A. B. Harlan. A deal is pending for the sale of lot 5, block 17.

Mr. Norman W. Menzies, of San Francisco, has purchased a portion of lot 3, block 27, formerly owned by C. L. Briggs. Mr. Menzies has let a planting contract for this property.

Other negotiations are pending, but have not yet reached the stage where they can be announced. It is rumored that one deal will carry with it the construction of three new residences.

March Sales Up 34%

The "Real Estate Barometer," compiled by the Southern Title and Trust company of San Diego, shows that sales in the coastal region from Del Mar to Oceanside, including Rancho Santa Fe, have increased 34% in March over February, and 26% over March, 1936. Average increase in San Diego county of March this year over last year has been 20%.