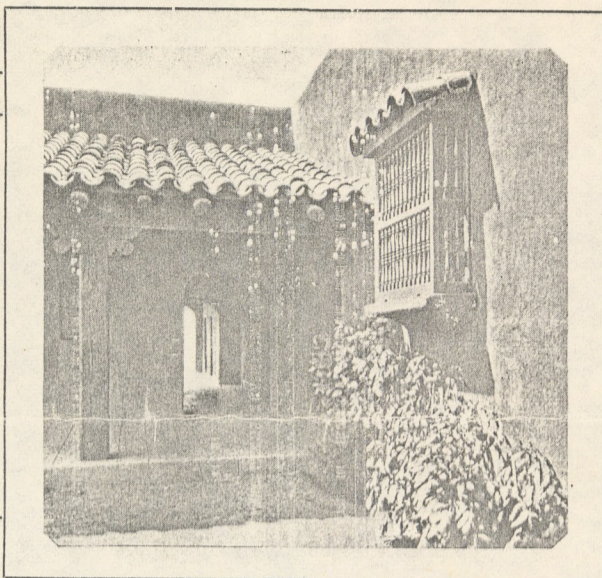


A little bit of
Old Spain.
Corner of
School
Building
RANCHO
SANTA FE



The Place to Make Your Dreams Come True!



If you are going to retire someday and are dreaming of that ideal scenic spot where you can build your home and spend your days in peace and serenity, Rancho Santa Fe should appeal to you irresistibly!

Winding drives. Shady trails. Wooded knolls. Ocean vistas. Beautiful flower gardens. Landscaped walks. Rose-covered pergolas. Perhaps a little private lake. The witchery of friendly old California mountains. An imposing Spanish home crowning a hilltop—Are *these* your dreams? Then, by all means, visit this lovely place which noted country-estate planners have pronounced "the most distinctive community development in America." You'll find conditions here almost perfect for the working out of such comprehensive visioning; you'll find here *other* men with similar objectives.

Yet Rancho Santa Fe and what it offers is not for the man of means only. Men with but modest incomes, too, find this 9,000-acre tract and its many profit-producing areas the place they have been looking for. The culture of avocados, lemons, valencia oranges, apricots, grapes, walnuts and several kinds of deciduous fruits is excellently adapted to the rich and fertile soils on the Rancho. In fact, thousands of trees are now thriving here—ready for your critical inspection. So for both the man of means and the man who must seek all or part of his income from his land, here is opportunity with *everything* available. Lake Hodges, impounding 12 billion gallons of water for home and irrigation uses. Electricity for domestic and other purposes. 53 miles of fine surfaced roads leading to each individual homesite. A very artistic Spanish Guest House for the accommodation of residents, non-residents and their friends. A beautiful Civic Center with administration headquarters, offices, store, grammar school, garage and service buildings. A staff of expert horticulturists and engineers to supervise the development of orchards and home construction. In short, here is a *complete* organization ready to work

with you in the furtherance of your interests. All these are here; all are daily available.

Rigid, yet highly desirable restrictions protect your investment here at Rancho Santa Fe. Only permanent, beauty-loving residents are wanted. And more! To assure the certain development of this property each purchaser is required either to plant one-third of his acreage to suitable fruit trees or to build his home within one year. No home costing less than \$5,000 can be constructed. In some localities it must cost not less than \$15,000.

Rancho Santa Fe is a subsidiary of the Santa Fe Railway. *Tonnage* for the railway—not profit from the sale of land—is the objective. Hence this land is being sold at cost, plus improvement charges only. 15% cash. Balance in equal annual payments, 6%. Land improvement work and home building are cash considerations.

If you can qualify for home ownership here, you have many wonderful and exclusive opportunities. It is the place to make your dreams come true! Choicest land \$300 to \$450 an acre—None Higher!

Come in or write us for further information. The Sales Office in Los Angeles will be glad to arrange for you to visit the Rancho.

Rancho Santa Fe is located in San Diego County, 5 miles inland from Soiana Beach or 7 miles from Del Mar.

Rancho Santa Fe

SANTA FE LAND IMPROVEMENT CO.
SAN DIEGO COUNTY CALIFORNIA
601 SECURITY BLDG. LOS ANGELES

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Kindly send me your illustrated Booklet and further information about Rancho Santa Fe.

Name..... Address.....



SANTA BARBARA .: BUILDING NUMBER .: BEAUTY PAYS

CALIFORNIA SOUTHLAND



The Home of Frances Marion Thompson

WALLACE NEFF, ARCHITECT

Rendered into color by Norman Kennedy

No. 68

AUGUST, 1925

25 Cents

CALIFORNIA'S HOME AND GARDEN MAGAZINE