

# Life is worth living

## at RANCHO SANTA FE

**—imagine if you can—**  
 The wonder of a setting such as this:  
 A broad expanse of sheltered land—under the blue skies of Southern California—over 8000 acres—within 6 miles north of San Diego and 25 miles of Los Angeles—abundantly irrigated and suitable for cultivation of highly profitable citrus and deciduous fruits, and winter vegetables.  
 This vast acreage of proven soil is being made available by the Santa Fe Land Improvement Company on a basis most attractive to those who desire to live in a community planned with great care and attention to every detail, most devoted as well as in the design of a Civic Center of distinctive Spanish architecture including a delightful Guest House and other buildings.

LAKE HODGES  
 DAN

## at RANCHO SANTA FE

**here you may have the home you've dreamed of**

Purchasers—selected by men of judgment, with an eye to ascertaining their adaptability to make successful home owners and producers—are invited to build here—to build with an enthusiasm spurred on by youthful vision tempered with experience—which will make for a success at Rancho Santa Fe that will be a glory to California and a pride to our Nation.

Here no speculators can make entry. Here must profit in land be secondary and production always first.

## at RANCHO SANTA FE

45 MILES OF GOOD ROADS

**—almost unbelievable**

You say as you read—and so have those thousands who have already viewed the wonders of Rancho Santa Fe—but not those who have lived with, dreamed of, and spent years in planning the big Rancho Santa Fe idea. It is the realization of an ideal—in this you are invited to share.

Write for the book which tells the interesting story of Rancho Santa Fe—or, better still, visit here over some week-end.

**How to Go**  
 From Los Angeles and the East: By Santa Fe Ry. to San Diego or Del Mar, or take your car over California's most picturesque highway, south along the Coast of Southern California.

HOTEL LA MORADA

The Santa Fe Land Improvement Company is a subsidiary of the Santa Fe Railway. The company is deeply interested in the building of this remarkably planned community. Every unit of land is highly restricted and every provision made to guard your prosperity—your happy environment—assure the right neighbors and everything else which makes life worth living.

Write your name below and send to us for copy of Rancho Santa Fe Book.

NAME John Ellingson ADDRESS R. F. O. 291.  
 CITY San Diego STATE Arizona

**ED. FLETCHER COMPANY (General Sales Agents)**

950 8th St., San Diego, Calif., or

**MR. SINNARD, Mgr., Rancho Santa Fe, Del Mar, Calif.**