



**La Morada,**  
 the friendly Guest House  
 Phone Rancho Santa Fe 2531 for reservations.  
*Just rest in the quiet surroundings of La Morada.*  
*Or ride a horse along delightful bridle trails to fern-covered canyons. Phone the Inn to reserve horses.*  
*Or play tennis in the brilliant sunshine on any one of several courts.*  
*Or play on the finest, cleanest beach on the South Coast, 15 minutes away.*

*See it this Spring!*

# Greater-than-ever RANCHO SANTA FE

**A** NEW year has begun at Rancho Santa Fe, 3 hours down the Coast from Los Angeles. It gives greater promise than ever before, to all who would flee the city and live as nature intended.

Air is laden with the scent of orange blossoms. Native shrubbery is abloom on the hillsides. Everywhere flowers are growing as only flowers can grow in San Diego County. The bright green carpet of the new golf course stretches for nearly two miles through the heart of the enlarged project. Bridle paths invite you through natural parks and landscaped country estates to the mountains on one side or the ocean on the other.

There are many new homes since you visited Rancho Santa Fe, crowning majestic hilltops or tucked away in the protective seclusion of swaying eucalyptus groves, or looking down the fairways.

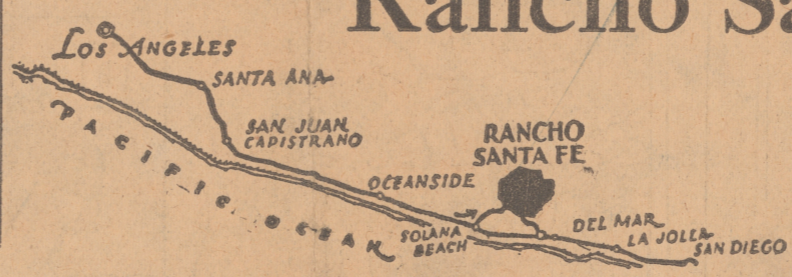
Rancho Santa Fe is going ahead, gloriously fulfilling the vision of the original plan. Never has it offered more to the lover of nature's beauties than now. Never has there been such an alluring prospect of contentment.

Lazy breezes drift in from semi-tropical seas to give climatic comfort. Ocean currents keep the temperature more even than anywhere else in California. Seven mountain ranges defy desert winds.

Millions have been invested in basic improvements, in citrus and avocado groves and in beautiful Spanish homes. At Rancho Santa Fe Village stores, school, hotel, garage, etc., meet all family needs. Wise restrictions adequately protect your investment. Here you can live in absolute freedom from traffic congestion and other vexations of city life. Here you can bring up your children in a wholesome environment, away from the city's sophistication.

A large variety of estates is available at extremely moderate prices. Acreage suitable for planting sub-tropical orchards. Residential sites ranging from less than an acre to several acres in woodland settings and on picturesque ridges with impressive views of mountains, ocean, golf course and colorful mesas. Paved roads and underground electric lines serve a large group of Golf Course Estates.

Visit Rancho Santa Fe. La Morada provides excellent accommodations. Phone Rancho Santa Fe 2531 for reservations. Meanwhile, send coupon for illustrated booklet.



*Owned by*  
**Rancho Santa Fe Corporation**

S. R. NELSON, Manager  
 Rancho Santa Fe, California  
 Please send story of Rancho Santa Fe.

Name .....

Address .....