

Rancho Santa Fe



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Recreation and Health await you at

Rancho Santa Fe



No better location could be desired for year-round, outdoor life, for recreation and relaxation, than Rancho Santa Fe. Nestled in the foothills of Southern California, about five miles inland from the Pacific Ocean and Highway 101, this community enjoys beauty of scene and a year-round climate unexcelled the country over. Few places are so conveniently isolated from the rush of life's restless currents, and here one may bask in solitary ease or in the warmth generated by association with congenial people. Yet Rancho Santa Fe is not a place merely for rest and relaxation. Golfing, swimming, tennis, horseback riding and many other sports are enjoyed under ideal surroundings and temperature. In the summer Rancho Santa Fe enjoys an average maximum of 79 degrees—rarely exceeding 90—and its winters are just as kind, the average minimum being 45 degrees. With such temperatures and a high average of sunny days, one realizes this is outdoor country.



Here you may golf on a truly famous course—and your game be unhurried and uncrowded. Its eighteen holes are skillfully laid out, and greens and fairways kept in excellent condition, playable the year-round. Each winter it is the scene of the Annual Invitational Pro-Amateur Tournament, sponsored by Bing Crosby, one of Rancho Santa Fe's home owners.



For those who enjoy horseback riding, endless trails through the citrus groves and the eucalyptus guide the rider into places of beauty. Mountain trails lead to canyons, with attractive spots for picnics. Excellent mounts are furnished by two stables, and sufficient variety of spirit can be found to please the exacting rider. Care is taken in the selection of horses, and special consideration given to children and beginners.

Top — Bridle paths interlace beautiful estates.

Center — The 18-hole golf course fascinates pro and amateur alike.

Bottom — The guest ranch, El Ranchito, is delightfully informal.



California at her finest... where living is play and playing is living

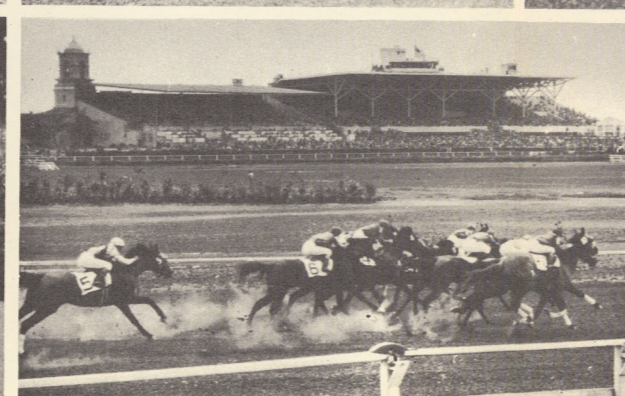
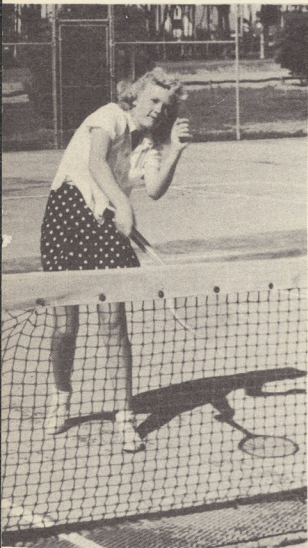


Rancho Santa Fe, enjoying as it does ideal all-year-round climate, affords the outdoor enthusiast more time in the open. Whether it be recreation in following a favorite sport or hobby, he will find here more hours for pleasant gratification.

Rancho Santa Fe's proximity to the ocean makes it convenient for those who enjoy salt water sports. The beautiful beach at Del Mar is only a few minutes away and is a favorite location for swimming and sun-bathing. Beach fishing here is a fascinating sport. Deep sea fishing can be had from early March through most of the year. For the fresh water fisherman who prefers lighter tackle, the inland lakes abound with bass and small fish.

To even the casual visitor a drive through Rancho Santa Fe is most enjoyable. Its winding roads linked by picturesque lanes call attention to the beautiful homes comprising this favored

community. From the hilltops one commands vista after vista of rolling, verdant hills and valleys with the mountains as a veritable back-drop for one of nature's loveliest stage-settings. Modern metallic surfaced roads branch out in every direction, and for those who prefer further exploration, the country roads lead to added points of interest. The back country affords many mountain drives and, to the south, San Diego is but forty minutes away. In two hours' time, or less, one may be visiting the quaint shops of Tijuana in Old Mexico, or studying the world-famous observatory on Palomar Mountain.



Above— There's a thrill in surf fishing.

Above left— Following the trail.

Above center— Orange trees line the fairway.

Left center below— Del Mar, close by, furnishes the sport of kings.

Left— Ocean bathing is only ten minutes away.

Top— The 9th green during the annual pro-amateur golf tournament.

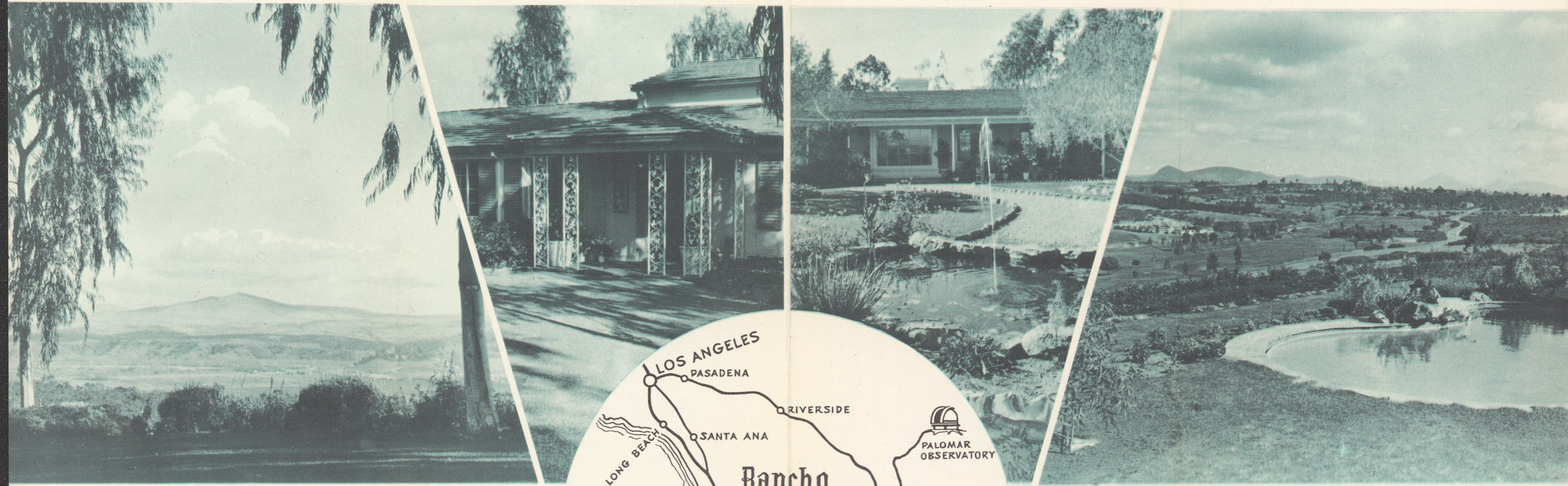
Above— Tennis is played year 'round.

Above right— An early morning ride.

Right— Polishing up the putting.

RANCHO SANTA FE, California's ideal all-year-round community

RANCHO SANTA FE'S ADVANTAGES MAKE IT MOST DESIRABLE AS AN ENVIRONMENT FOR A HOME



Above—An ever-charming vista, thru a living-room window. Above right—The portal to an artistic home.

Above left—Gardens help make the home. Above—Looking east toward the mountains.

THE ACCOMMODATIONS AT RANCHO SANTA FE ASSURE A PLEASANT VISIT

The Inn at Rancho Santa Fe under new management has been enlarged and completely remodeled. It possesses a unique charm which makes it a favorite retreat of many from all parts of the country who seek a maximum of comfort in surroundings of great natural beauty. The comfort of the guest is the first consideration—you will be delighted with the cuisine of The Inn and with its service, simply rendered. Its rooms are large and attractively furnished, and its bungalows provide a quiet privacy. There is little or much to do—you may relax on its restful terraces or in its peaceful patios, or, if you prefer activity, you may take advantage of the pool, the putting green, or the tennis, roque, and badminton courts, all close at hand. You will like the atmosphere of hospitality of The Inn at Rancho Santa Fe.

El Ranchito, the Guest Ranch, located just north of the golf course, also extends a friendly welcome. Its beauty of setting and feeling of seclusion give an impression of being in another world. Its verandas and sun decks, its swimming pool, tinted with the blue of the sky, its simple comforts of life, make it an unforgettable memory for the erstwhile guest.



DIRECTIONS

By Highway 101, along the ocean front, Rancho Santa Fe is 100 miles south from Los Angeles and 25 miles north from San Diego. Watch for the sign at Solana Beach, then turn directly east, 5 miles. It can also be reached from Del Mar or from Escondido. If arriving by the Santa Fe Railway, alight at Del Mar.

Pleasant accommodations can also be had at either of these modern furnished apartments: The Valenciana or La Morada.

So, here living may really be play, and when strenuous activity is not desired, you may have privacy and quiet.

FAMOUS RANCHO SANTA FE, originally a vast Mexican land grant, now a charming American community developed by a subsidiary of the Santa Fe Railway Company, delights visitors by its truly Californian atmosphere. Its rolling hills, covered by groves of ever-bearing citrus and stately eucalyptus, afford magnificent settings for its beautiful homes. Normal living is facilitated in this modern community provided, as it is, with life's modern necessities, schools, stores, and communications.

In your search for better living and happiness, in scene and association, you cannot afford to overlook Rancho Santa Fe. So unusual are its advantages that here you will find neighbors of the type who enjoy rare perfection of climate and who love beauty, breathing space and freedom from hurrying traffic.

Rancho Santa Fe Invites You.

Right—Pools invite even in February.

Right center—The Inn at Rancho Santa Fe.

Below—The Village Center; a bit of Old Spain.

Below right—A typical orange grove.



Left—A modern apartment building.

Left center—The Grammar school.

Below—Another glimpse of the village.



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