

1923-

RANCHO SANTA FE

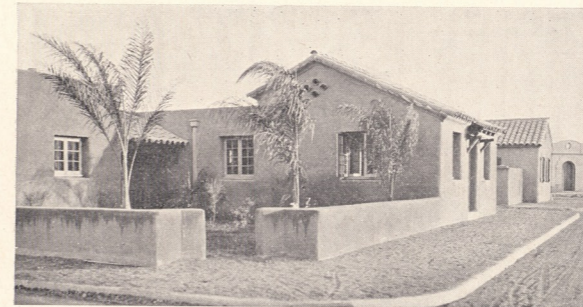
RANCHO SANTA FE



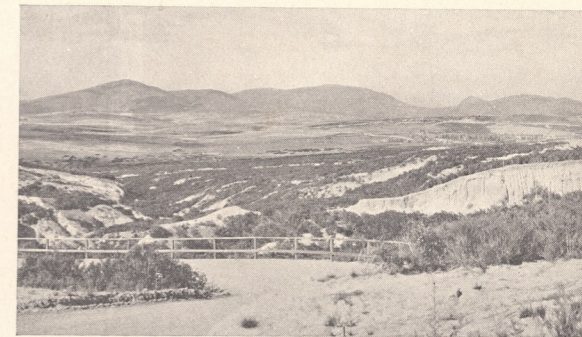


Eminent community planners describe Rancho Santa Fe as —“the most perfectly planned land development project in the world.”

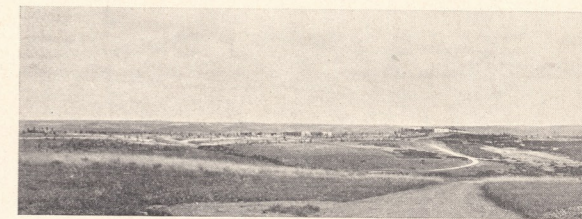
Rancho Santa Fe is the namesake of a great Company. To the man with enough capital to make a practical investment and who desires a home where climate, soil, art and science combine to assure him comfort, security and prosperity, it offers unparalleled opportunities and, to all interested, it extends sincere hospitality.



The Garage quadrangle is an artistic group. On its two street corners, Spanish gardens disguise any sense of commercialism, and provide safety for traffic. Thus beauty and wisdom combine throughout the project. Every tract is protected by residential restrictions, and the exterior design of all buildings must be approved by architects associated with the project, so no inharmonious architecture, no inharmonious views may creep in. Where else can you find 20 square miles of unmarred beauty?



Golf and Park reserve.



Like a Pyrenees chateau-village



Every homesite has thrilling views.



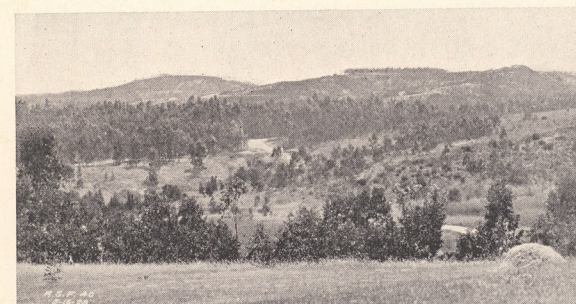
Rambla de las Flores.



Think of fruit worth \$1.00 apiece growing as abundantly as oranges or apples! Rancho Santa Fe is one of the few spots in the United States perfectly suited to culture of avocados (alligator pears). Not half enough avocados are raised in California to supply local, much less Eastern demand. The ideal climate of Rancho Santa Fe for sub-tropic production is indicated by the wonderful growth and vigor of these young avocado orchards. Though set out in midsummer, the cool, invigorating breezes from the ocean, six miles away, make shelter unnecessary—yet, in that same spot they should never know frost or injurious cold in winter. The soil and climate of Rancho Santa Fe, proper culture and irrigation, worked this marvel in 67 days after setting out.



Not only was Rancho Santa Fe planned by experts, but the advice of a staff of horticulturists, soil, irrigation and other experts, is available to every purchaser. The grower's success is the dominant thought in the plan.



Deep-rooted eucalyptus shows soil depth.



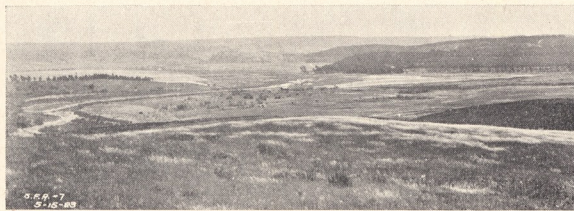
The irrigation system is one of the most efficient in California. It includes Lake Hodges, 7 1/2 miles long, its dam—a master structure 157 feet high—and over 70 miles of steel and concrete conduits and laterals.



English Walnuts before irrigation.



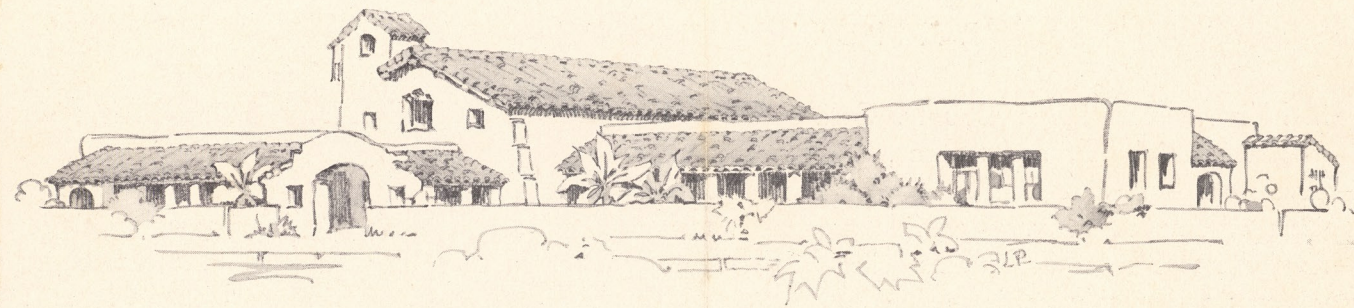
Insuring prosperity and safe-guarding beauty were dominant ideas in planning Rancho Santa Fe. Fifty-three miles of fine roads have been built, serving every tract and parking the entire area. A thousand swiftly-changing scenes of beauty are revealed along these highways.



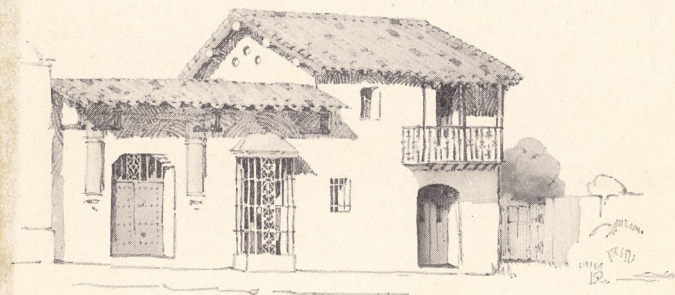
Restful beauty—one hour from city.



Healthy babies—lemons 63 days after planting



Rancho Santa Fe is a monument to California's historic past; a vision of her radiant future. Originally a Spanish land grant, its Spanish atmosphere is impressively preserved. All of the buildings are designed and constructed to endure in beauty for generations. Above, School Group and Civic Auditorium; below, a simple yet charming cottage, and an office and home combined.



RANCHO SANTA FE

in Northern San Diego County, California six miles from Lake Hodges and the mountains; six miles from Del Mar and the sea.

- developed by Santa Fe Land Improvement Company (subsidiary of Santa Fe Railway) after years of devoted study, to provide prosperity, beauty of environment and ideal living conditions.
- divided into 5 to 40-acre tracts. Soil and frostless climate especially favor avocados, citrus fruits, walnuts and deciduous fruits.
- one hour from San Diego; three hours from Los Angeles.

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