

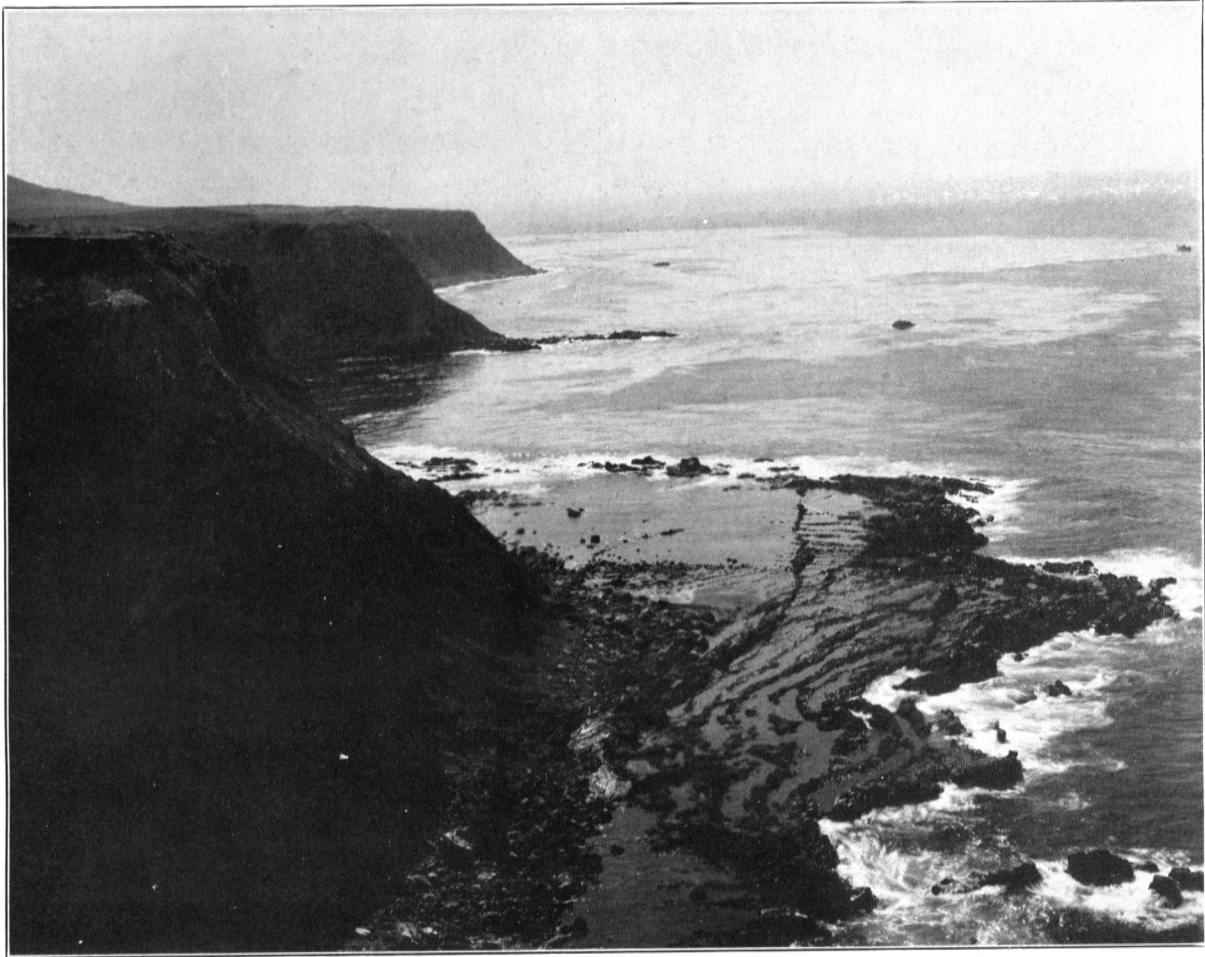
PALOS VERDES BULLETIN

Published by Palos Verdes Homes Association

VOLUME I

FEBRUARY 1925

NUMBER 4



A PICTURESQUE BIT OF PALOS VERDES' VARIED COAST LINE

ABUNDANCE OF WATER FOR PALOS VERDES

Wm. Mulholland, noted engineer of Los Angeles' aqueduct, says Palos Verdes can count on ten million gallons per day.

From 10,000,000 to 13,000,000 gallons of water per day are available at the Wilmington gravel beds on the panhandle of the Palos Verdes Ranch where the water supply for this district comes from, according to an interesting series of letters and reports recently sent to the President of the University by the veteran Wm. Mulholland, engineer on water supply for the city of Los Angeles, and H. T. Cory, consulting engineer. Under date of February 17th, Mr. Mulholland wrote to the University, "I am quite satisfied that the amount of water which can be obtained perpetually from the so-called panhandle of the Palos Verdes Ranch extending out over the Bixby Slough, is at least ten million gallons per day. Further, that the added cost, with present day equipment, of pumping water an additional 1000 feet high will not

exceed 2 cents per 1000 gallons." Under the same date Mr. Cory wrote: "Water consumption in Berkeley and Oakland is less than 70 gallons per capita per day. My own personal estimate of the per capita consumption of water on the Palos Verdes ranch, when completely occupied in accordance with existing layout and restrictions, will be 100 gallons daily. This would make the supply which Mr. Mulholland regards as safe and dependable in dry and wet years, suffice for a population of 100,000. This is practically the maximum that the rancho will ever have according to the way it is laid out and the restrictions which have been imposed upon it. I am quite convinced that the safe yield obtainable as a continuous draft, regardless of dry cycles and years, is well above 10,000,000 gallons per day, and I fully expect that 50 years hence there will be in the neighborhood of 12,500,000 gallons per day abstracted from the area, even though long before that time large amounts of water must be brought into Southern California from the Colorado River to supplement the local supplies, which are now being drawn upon quite generally beyond their safe yielding capacity."

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News notes and items of interest should be in the hands of the editors not later than the first of each month.

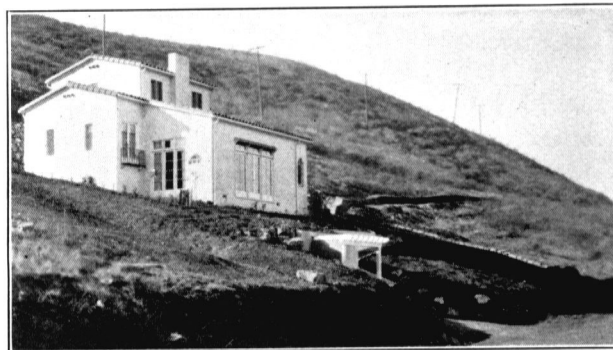
BUILDING AN IDEAL COMMUNITY

While the number of really protected and well restricted home neighborhoods in the many cities of this country is increasing, it is noteworthy how few there are even in Southern California of communities where the residence districts have not shown a loss of desirability and attractiveness after a few years.

Southern California is blessed in that its cities have grown up without congestion, with three-fourths or more of all the housing built as detached single-family dwellings. This makes for contentment, home ownership, responsibility of citizenship and is an evidence of what the English call the "amenities of life," favoring the pursuit of happi-



PALOS VERDES GOLF COURSE
From the Clubhouse



RESIDENCE OF MR. J. C. ROUS
Via Del Monte, Malaga Cove

ness and all the fine things of home and of living.

The building of great residence communities on a large scale is the order of the day in every metropolitan area of the country. It is not surprising then that some one should have conceived and started, in the Palos Verdes project, a residence community for Los Angeles, with as high ideals and as much forethought as has been shown in Roland Park in Baltimore, Mission Hills District in Kansas City, and Shaker Heights in Cleveland, where similar idealism prevails.

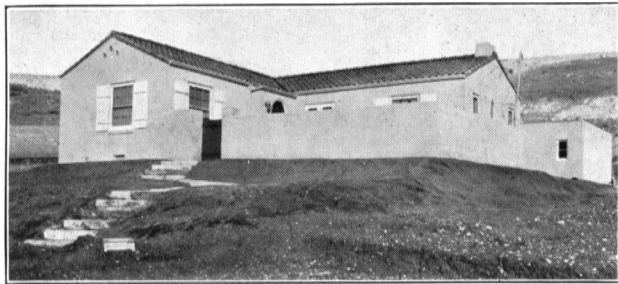
The builders of Palos Verdes had much sound experience to go upon. It is doubtful whether any community, anywhere in this country at least, ever had so much careful planning done in advance, with such a complete town planning layout, landscape scheme, park system, school system or such complete protective restrictions. After a year's trial all of these plans and restrictions are beginning to prove their great worth. Every building on the Project is a good piece of architecture, thanks to the Art Jury which has been so thorough and yet so tactful in passing on plans. There is not an ugly building or a harsh color note anywhere. How well done this preliminary work has been will be better proved every year from now on in increasing degree.

* * *

THE UNIVERSITY

The proposed Palos Verdes site for the University of California, Southern Branch, seems to be coming in for increasing discussion in Southern California, as well as among the Board of Regents, who must shortly decide whether this site or some other will be accepted by the State. Fortunately the site is now offered free and clear as an outright gift—1000 acres on the crest of the hills, looking out over the great expanse of the Pacific Ocean to the west and south, and back to the north and east over the largest city of western America. It is a site so full of inspiration and has so many other advantages for the establishment of a great University, that it cannot help but appeal (as we feel sure it has done) to all who have seen it. There is no University campus, with a greater outlook, in the United States, or even in Europe that we know of, and a University here would be world-famous.

Its location so near the coast would insure cool summers as well as frostless winters; the holding of great summer sessions there would bring many thousands of school teachers and others from the Middle West and the Atlantic seaboard to avoid the hot summers, and send them back with a lasting good impression of California. This is a consideration that appeals to business men as well



RESIDENCE OF MR. GEORGE BRUNER
Via Machado, Margate

as to educators. Abundance of good water, good sanitation, good transportation, plenty of roads and, above all, deep rich soil, all speak for themselves; but the greatest reason of all would probably be the fact that here the University would be in the great metropolitan area near the greater number of its prospective students, while yet being sufficiently on the edge of this area to dominate completely and establish the tone of the surrounding community for several miles in every direction—a community which has been ideally conceived and is most desirable in the character of the environment it provides.

The matter of selection of a site, however, must be decided by the Regents in their best judgment. The residents of Palos Verdes rely on their fairness and will back them fully in whatever decision is made, as has been pledged also by Chambers of Commerce throughout Southern California. The communities of this part of the State will stand together to build a great State University on the best site the Regents feel able to accept, wherever it may be.

President Campbell announces that he hopes to have a decision by March 10th.

* * *

PROGRESS OF PLANTING

The planting of the border belt plantations along the north boundary of the property is now under way. The ground has been plowed, much of the planting has been done, and it is hoped that in a very few months forests of trees will appear along the north boundary. The planting will consist of some Eucalyptus trees, some Monterey Cypress and Pines, and a number of Acacias, both the small-growing forms like *Acacia floribunda* and the tree forms such as *Acacia dealbata*. These border plantations will contribute a great deal to Palos Verdes and its property owners. They will mark the boundaries of the property when seen at a distance and will serve as a background for the

houses in their vicinity, and they will help shut out from the property any objectionable features or houses that may appear in the future on the adjoining land.

The planting of the slopes below the Eucalyptus trees at the south end of the Golf Park is just being completed, and before people realize it these slopes, the tops of which are covered with Eucalyptus trees, will be one splendid mass of flowering trees, such as the Acacias, Cassias, Bottlebrushes and Jacarandas. When this plantation matures and comes into bloom it will be a much grander sight even than the canyons next to the San Diego Exposition which have been so much talked about.

* * *

THE NEW TELEPHONE EXCHANGE

Arrangements are now being made with the Telephone Company whereby Palos Verdes is to have its own telephone exchange, with rates to Los Angeles such as apply from adjacent beach cities. The initial equipment will be housed in the new business block now being erected on Malaga Cove Plaza, and will include eighteen trunk lines to the outside, as well as taking over all existing local lines in the Estates.



LOOKING SOUTHWEST ACROSS MALAGA COVE DISTRICT



LA VENTA INN—PALOS VERDES

THE PROPOSED UNIVERSITY SITE

The Southwest Site Committee, consisting of representatives from Chambers of Commerce of sixteen Southern California cities, which are now offering this magnificent site to the Regents as a free gift, have just issued a pamphlet setting forth in a concise and interesting way the advantages to the people of the State that would accrue in locating the University in Palos Verdes, as follows:

PALOS VERDES—THE INSPIRING SITE

Inspirational Quality of this Site—There is no other such setting for a university in America. An acropolis, facing the Pacific Ocean and Catalina in front and looking back over the entire plain of Los Angeles and the largest city of the West, it will dominate the whole of Southern California.

Ideal Surrounding Community—A model residential community, unique in Southern California, for its fine idea's well carried out, and protected by most complete restrictions, is already well under way here, on a large scale. It has an incorporated maintenance association which collects an annual tax for the upkeep of trees, parks, playgrounds, etc., of which the University could perpetually name a Director, and thus have a voice in the development of its own neighborhood, the

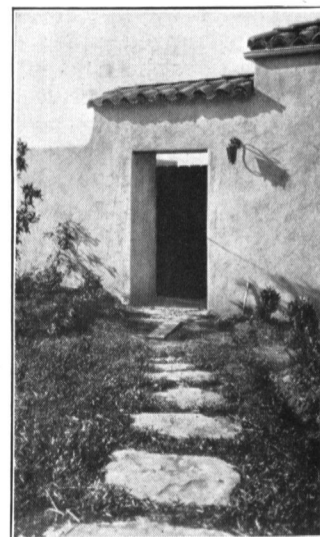
spending of tax money, amendment, interpretation and enforcement of restrictions, building code, approval of plans, etc.

University Would Dominate Here—Not only by towering above its surroundings but literally by guidance of development for a long distance in every direction. No industries, oil wells, or any undesirable business are permitted in the whole Palos Verdes District (25 sq. miles).

Ample Size of Site—Which contains 1000 acres. There are nearly 1000 acres more of canyon parks, radiating from the site down to the edge of the ocean, which may also be used for botany, forestry, arboretum, etc., as well as for recreation.

Ideal Climate for Summer Sessions—Authentic weather records show temperature here to average 10° cooler than in Los Angeles and to be controlled largely by the sea with its mean of about 62° in summer and 52° in winter. Frost is practically unknown. There is more sun and less fog than in Los Angeles.

Many Boulevards to Site—Broad paved boulevards from all parts of Los Angeles, Pasadena, Orange County, Long Beach and inland cities focus on Palos Verdes, where they are rapidly being pushed up around the site by easy grades. A paved boulevard will be constructed around the boundary on west and south sides, and roads dedicated on the east and north sides of



the site, to serve all future entrances. This site is one solid block of ground, so situated that it need never be cut by cross traffic except as the Regents may desire.

Abundant Water—Of good quality, from the practically inexhaustible Wilmington gravel beds, is already piped to the site and can be furnished to take care of all University needs, including agriculture if desired.

Good Sanitation—Bonds already voted for construction of outfall sewer to carry all west draining sewage to Hyperion, 8 miles north, and all northeast and east drainage to Point Firmin, 5 miles southeast.

Deep Rich Soil—Twelve thousand acres (including most of University Site) out of 16,000 acres in Palos Verdes Ranch are under cultivation. (See detailed soil reports of University's expert, just made to the president.)

Good Transportation—Pacific Electric will build short extension practically encircling the Site and connecting it with radial lines reaching all principal cities of Southern California, and practically all parts of Metropolitan district. Eventual extension of yellow car line on Hawthorne Avenue is also possible. Bus lines already running.

Electricity and Gas—Are already being installed adjoining the site.

Special Educational Opportunities—Include:

- A Central dominating plateau of 70 acres on the crest for the main academic group,
- A number of adjoining benches well adapted to special college groups,
- Large areas for special research requirements (as at Stanford),
- Unique opportunities for forestry, botany, and a national arboretum,
- Foreign trade and commerce study stimulated by large nearby harbor,



PATIO ON GRANVIA LA COSTA

Twelve miles of adjoining shore park with best tidal pools in State for study of marine biology, food fish, and sea vegetation.

Successive benches of fine soil, from 500 ft. elevation to 1300 ft. elevation above sea, ideally situated for agricultural study or experimentation when required,

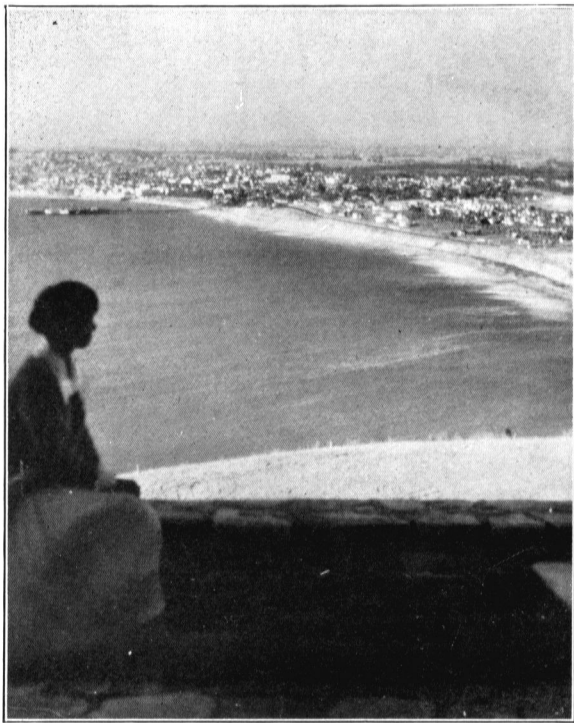
Large flats with proper wind conditions for aeronautics, Splendid play fields with several natural stadium sites, one of which could be arranged at moderate cost to seat 150,000 people,

Attractive areas included, suitable for free housing sites for faculty, students, clubs, fraternities, etc.

SOUTHWEST SITE COMMITTEE.



SUNSET ON THE WEST COAST OF PALOS VERDES



VIEW FROM THE TERRACE—LA VENTA

COMMUNITY IDEALS IN PALOS VERDES

Palos Verdes embodies unusual community ideals, thought out far in advance and established by careful planning. While cities and towns have grown up, encircling it to the north and east, and while concrete highways and rail and trolley lines have skirted its edges, it has remained untouched, unspoiled—a real opportunity to create here in Southern California a finer residential community than America has yet produced.

Ever since people began to congregate in cities the problem of touching elbows has been with us. In its extreme form we have the slum, and the traffic jam. To avoid these, and build a residence community in the country, that should yet have all the advantages of the city, has been the object in Palos Verdes.

Through all the plans from the very beginning every possible protection has been established to make sure that the neighborhoods in Palos Verdes can never be spoiled. Every man who builds a fine home or other building here need not fear that



BUS OF THE PALOS VERDES TRANSPORTATION CO.
Now making regular trips between Redondo and Palos Verdes

a thoughtless or unsympathetic neighbor will put in a kind of building near him so unattractive or inappropriate as to be ruinous. This has been done in a way that will not prove onerous, yet will give the fullest protection. By careful zoning, the few areas necessary for business blocks, apartments and house-courts have been located at convenient centers, leaving, however, over 90 per cent of the property restricted to detached single-family homes.

The experience of many of the finest residential developments in other American cities has clearly demonstrated the advantage of adopting such protective restrictions as will promote and safeguard the attractiveness of residential neighborhoods. Palos Verdes has been guided by this accumulation of experience, aiming primarily to accomplish three things:

First, to preserve the fine views of ocean and mountains;

Second, to increase, with the years, the wonderful natural beauty of the property, enhanced with fine planting; and

Third, to ensure to every owner in Palos Verdes, when building his home there, that his neighbor will have to build an equally attractive type of building. He will feel secure in knowing that his home can never be damaged by an unsightly or undesirable structure either upon adjoining lots or in any part of Palos Verdes.

One of the most important provisions of the restrictions requires the approval of the Art Jury and the Homes Association for all plans and specifications before beginning construction, and inspection during construction. This inspection is being



THE LOUNGE AT LA VENTA INN

done as carefully and thoroughly from the beginning as in a large modern city, thus preventing the danger of careless or bad construction, and defective wiring and plumbing—unfortunately so common in most of the unincorporated areas outside of the larger cities of Southern California.

In thus taking advantage of the best experience in this country and adapting it to the special conditions of site, climate and residential ideals of Palos Verdes, it is believed that the protective restrictions here worked out are the best that have been yet devised for any American community, and will result in making Palos Verdes not only the most beautiful and attractive residential community in California, but one of the finest and most notable in any part of this country or abroad.

SCHOOL BOARD APPOINTED

Mr. L. F. Horner, Mrs. Romaine C. Martin and Col. J. C. Low have been appointed to the Board of Trustees of the Palos Verdes School District by the County Superintendent of Schools. The election for Trustees will be held on March 27th, to be followed by the voting of bonds for the construction of the first school building on the seven acre site at Malaga Cove.

"Palos Verdes is a real masterpiece in golf course construction. It is California's most picturesque golf links, and will undoubtedly, in time to come, be the site for national competition. Nowhere on the coast do we know of a links that can compare with it. It has everything, and then some, of the various elements that go to make a links a difficult and championship test of golf. Every hole is a feature hole, and most links have but two or three in eighteen."—E. W. Krauch in *Los Angeles Herald*.

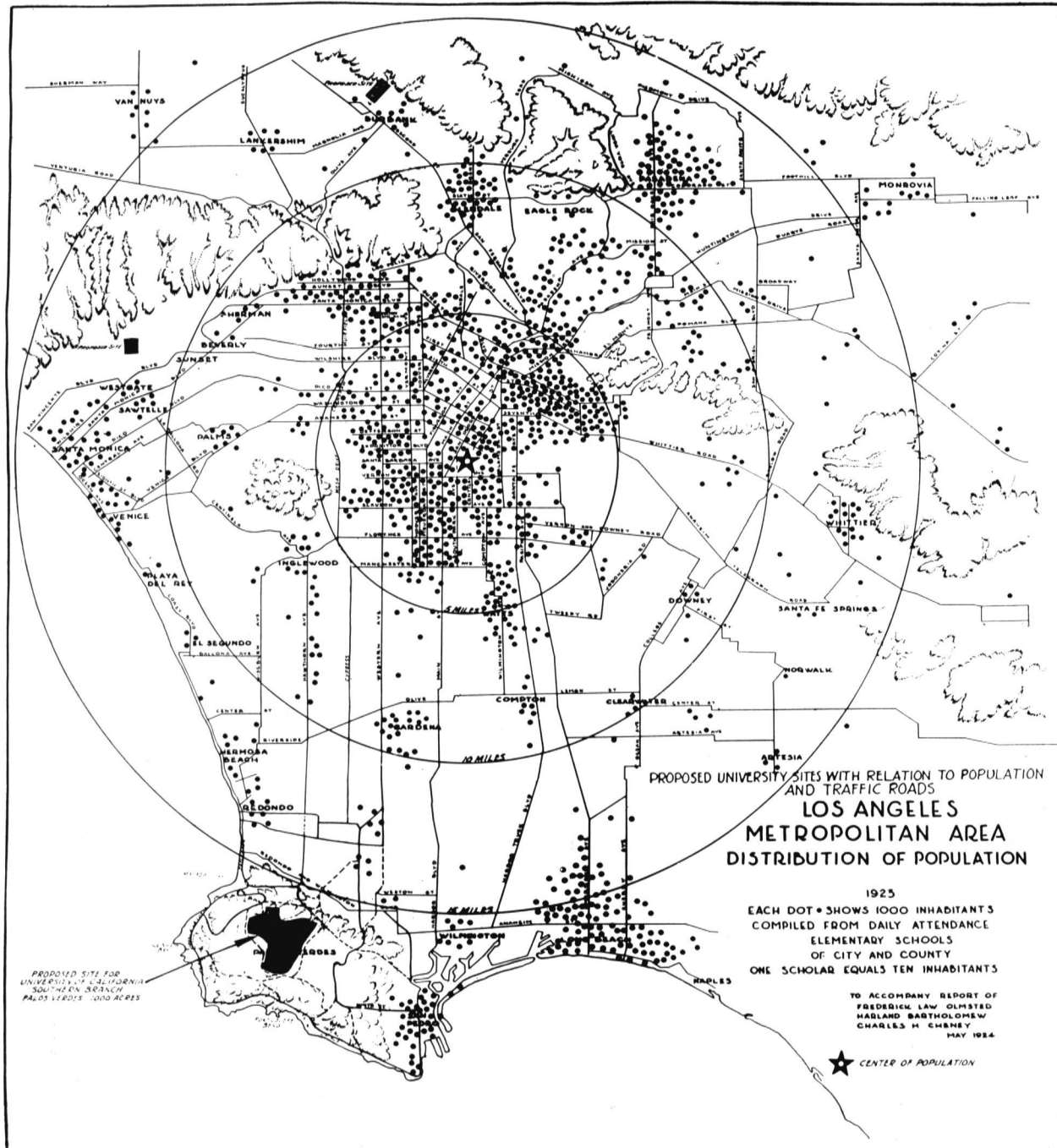
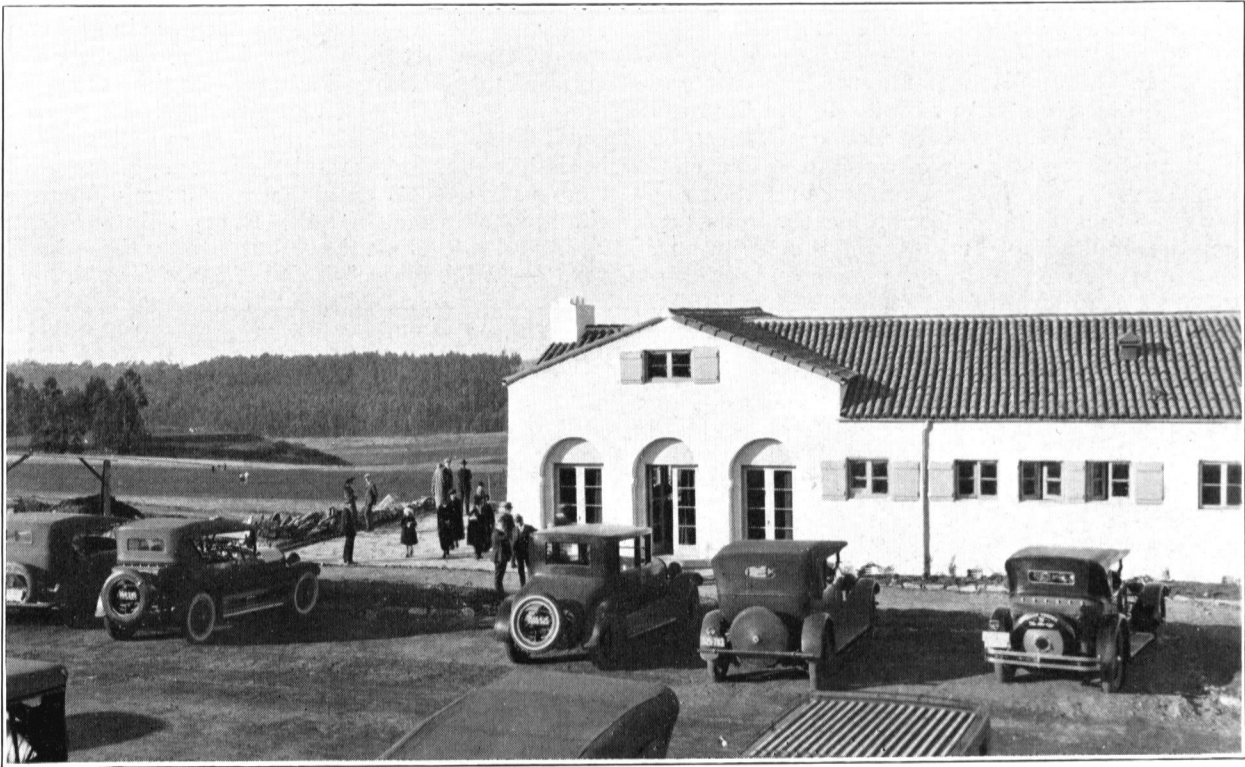


Diagram prepared by the Southwest Site Committee showing four of the proposed University sites—Palos Verdes, Westwood, Burbank and Fullerton—with relation to the center of metropolitan population, which is at Santa Barbara Ave. and Central Ave.

The Palos Verdes site has the advantage of being near the ocean, with cool summers splendidly adapted for large summer schools. Weather bureau records accurately kept by Dr. Ford Carpenter for several years show that these hills have more sunny days and less wind and fog than in downtown Los Angeles. There is not a great deal of difference in the distance from these sites to the real center of population, but a great difference exists in their size and usefulness. Palos Verdes has a distinct advantage in size, climate and inspirational character. It is also a site where the University would always dominate its surrounding community. The present site of the Southern Branch on Vermont Avenue between First Street and Santa Monica Boulevard is six miles northwest of the center of metropolitan population.



SATURDAY AFTERNOON AT PALOS VERDES' GOLF CLUB

NEW NEIGHBORS

The following are among those who have recently acquired homesites in Palos Verdes:

In Malaga Cove: Mr. and Mrs. Donald K. Kempton, Frank L. Perry, Frank Boehm, Mae Bradley, Adaline B. Wiley, Henry W. Schultz, Mary Lucey, Susan C. Mitchell, Mr. and Mrs. George A. Mortimer and Mr. and Mrs. George M. Kimball.

In Montemalaga: Thomas E. Jones and Frank J. Airey.

In Miraleste: Mr. and Mrs. D. A. Harter, I. N. Kirkham, Mr. and Mrs. Chas. C. McLean, G. E. Fuller, Leroy J. Bowman, Mr. and Mrs. Jos. M.

Regan, Mr. and Mrs. Thomas L. Baker, Ruth M. Waite and Mr. and Mrs. Chas. T. Crane.

In Valmonte (north of the Golf Course): Mr. and Mrs. Chas. C. McLean, John E. Strasser, Anna L. Thompson, Oscar Allyn, Frank J. Airey, Mr. and Mrs. Edgar J. Coons, Helen K. Polk, Mr. and Mrs. Arthur C. Keeping, Willis B. Robinson, J. W. Vickstrom, Mary J. Smith, Margaret E. Berry, Clara R. Waterman and Mr. and Mrs. Charles Hare.

In Lunada Bay: Mrs. L. J. Bruner, Mr. and Mrs. Jas. Woosley, H. B. Kinnison and Dr. E. A. Berry.

In Margate: Mary T. McDermott, Mr. and Mrs. B. Konecny and Marie Bracha.

PRIZE HOUSE DESIGNS

Sixty Plans and Elevations of Homes Costing Approximately \$5,000 each

A splendid collection of prize designs published by the Santa Barbara Community Arts Association, of which a limited number of copies were secured to stimulate better architecture in Palos Verdes.

20 designs (indicated by the gold seal of Palos Verdes Art Jury) have already been approved for building on the Estates.

Every lot owner should have a copy. Send for one today.

TEAR OFF THIS BLANK AND MAIL WITH YOUR CHECK

Sec'y, Palos Verdes Art Jury,
Hotel Redondo,
Redondo Beach, Calif.

Dear Sir:

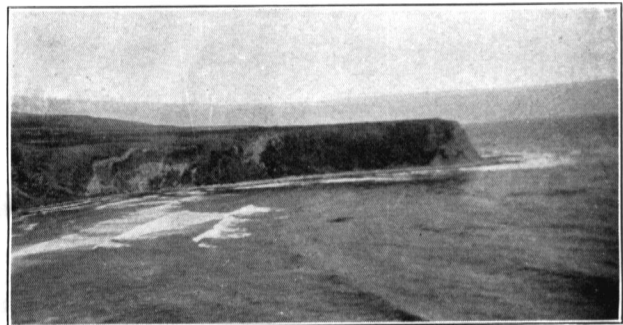
Enclosed find my check for \$2.15 for which please send me postpaid a copy of the Santa Barbara Book of Prize Designs of \$5000 houses.

Name

Street Address.....

City

State



LOOKING SOUTH ACROSS LUNADA BAY