

PALOS VERDES BULLETIN

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PRESIDENT HAMMOND OF THE AMERICAN INSTITUTE OF ARCHITECTS DELIVERING HIS ADDRESS OF APPRECIATION

THE DEDICATION

Neptune's Fountain gleamed white and beautiful on a warm, sunny day, for the dignified ceremony of its dedication Sunday afternoon, February 16th. The welcoming speech of donation by Jay Lawyer, General Manager of Palos Verdes Project, the unveiling of the fountain, the acceptance by Mr. W. J. Braunschweiger of 712 Via del Monte, for the community, and the congratulatory speeches of the many distinguished guests, all made an impressive and historic occasion for the thousand or more people of Palos Verdes Estates and their friends who attended.

In presenting the fountain, Mr. Lawyer pointed out the high ideals and extreme care with which Palos Verdes has been conceived and carried forward. He outlined the history of this fountain (as given in the February *Bulletin*) and its appropriateness for a community by the sea. He then tendered the instrument transferring title to it to the chairman, Mr. Myron Hunt, President of the Art Jury, and the fountain was unveiled with much applause.

In expressing the gratification and pleasure of the community in all that has been done here, and particularly in this rich embellishment of the center

of Malaga Cove Plaza, Mr. Braunschweiger took occasion to say:

"It is a signal honor for me to represent our community, the trustees of the library district, and the Palos Verdes Art Jury on this occasion. It is a pleasure to accept the magnificent fountain presented by you and your associates. The founders of this Project have been inspired. This work of art further marks the high character of improvements which have attracted to this district men and women of rare charm.

"We, who are privileged to make Palos Verdes our home, are proud of our new library which will be completed at an early date, our fine schools, our golf course, bath-house and swimming pool, our parks and playgrounds covering nearly eight hundred acres, all of which have been deeded by the Project to our community association as has this fountain today.

"On behalf of the various associations of the community, which I am privileged to represent, I formally accept this beautiful gift. The fountain is a replica of one of the greatest examples of Italian art. The basin has been duplicated from the original in Bologna through the courtesy of the *Podesta* (or

(Continued on page three)

PALOS VERDES BULLETIN

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

"California's Outstanding Residential Community"

A PROMISE OF SPRING FLOWERS

Fifteen acres was sown last month to California Poppy seed by the park department of the Homes Association along the hillsides above Via del Monte and Via Campesina, between the Golf Club and La Venta Inn. With the fine rains we have had this spring they should produce a gorgeous golden carpet in about two months. The seed was the gift of Mr. P. D. Barnhart, father of Mrs. Chas. H. Cheney, of 657 Via del Monte.

* * *

Wright-Cook

The wedding of Miss Helen Cook, daughter of Mrs. John F. Cook of 1516 Via Montemar, to Charles McPhee Wright, son of Mr. and Mrs. John B. Wright of Tucson, Arizona, was solemnized at the home of the bride's mother on January 29th. Miss Cook is a recent graduate of Smith College and has been engaged in social work. Her father, the late



ENTRANCE TO THE HOME OF MR. AND MRS. HOWARD S. DEAN

John F. Cook, was the first chairman of Palos Verdes Library Board. Mr. Wright is a Harvard graduate and practices law in Los Angeles. The young people will live in Hollywood.

Vaughan-Morris

A quiet wedding took place at the residence of Mr. and Mrs. F. L. Olmsted on January 6th when Miss Martha Morris of New Haven, Conn., was married to Mr. George B. Vaughan of Belmont, Mass. Mr. Vaughan is an assistant in the office of Olmsted Brothers at Palos Verdes Estates.

Sutherland-Latimer

On February 12th, Miss Carol Nadine Latimer was married to William Wilkins Sutherland, son of Mr. and Mrs. W. M. Sutherland of Palos Verdes Estates. The wedding took place at the Uplifters' ranch at Santa Monica, the home of the bride. After a motor trip through the north, Mr. and Mrs. Sutherland will return to Los Angeles to reside at Casa Bonita, on South Westmoreland Avenue.



THE NEW RESIDENCE OF MRS. M. KING BROWN
Via Campesina, Malaga Cove

(Continued from page one)

Mayor) of that ancient city. It, therefore, seems most fitting that the fountain be dedicated by its inscription, 'TO INTERNATIONAL GOODWILL', and in accepting it I so dedicate it for the community."

Following this, the inscriptions on the basin were uncovered, which read:

"THIS REPLICA OF AN ANCIENT FOUNTAIN IN BOLOGNA, ITALY, WAS DONATED TO THIS COMMUNITY BY PALOS VERDES PROJECT."

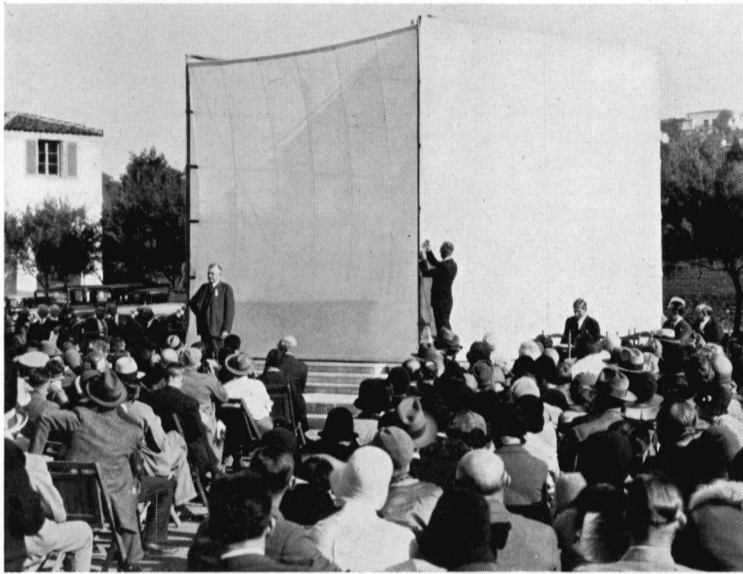
DEDICATED TO INTERNATIONAL GOODWILL THIS SIXTEENTH DAY OF FEBRUARY, NINETEEN HUNDRED AND THIRTY."

Official congratulations of the State of California were delivered in person by Lieutenant Governor H. L. Carnahan, in a rousing speech, saying:

"The setting up of this beautiful and exquisitely carved fountain is of more than local interest in Palos Verdes or even in Los Angeles County. The influence of the high standard of art set up by this Project, and maintained by this attractive community, will be an ever-increasing source of inspiration to all of California, a state which in itself is most naturally inclined to a great interest in



MANY WERE STANDING ALONG THE SIDE OF THE PLAZA DURING THE CEREMONIES



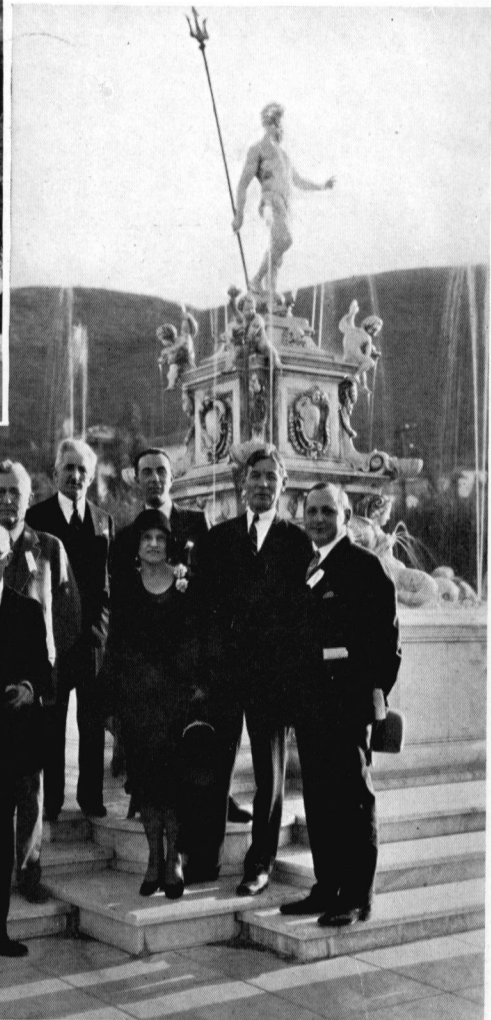
MR. JAY LAWYER SPEAKING BEFORE THE UNVEILING

Many compliments were given Mr. Laurence Hussey, chief engineer of the Project, for his design of this screen of wood and canvas, which was removed quickly and easily to unveil the fountain at the close of Mr. Lawyer's address

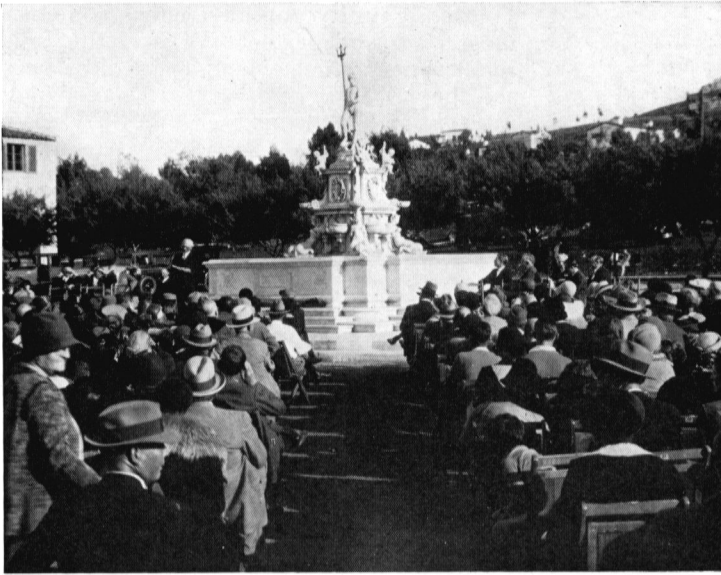
art. For its warm sunshine and blue skies, its tremendous landscapes of snow-capped mountains, the splendors of its coasts, all demand here better environmental conditions to work in as well as to live in, and above all, a higher culture and fullness of life than elsewhere in this great nation.

"Our pioneering days are past. In California, now settled, now prosperous, our people turn inevitably, as in the history of all civilizations, to the perfecting of those arts which to succeeding generations will be the principal record of our civilization.

"So it is incumbent upon us, it should be our first duty, to perfect our architecture, our sculpture, our paint-



Left to right: CHAIRMAN HUNT, MR. HAMMOND, MR. HEWLETT, MR. JAY LAWYER, MR. POZZO, VICE-CONSUL PONCE DE LEON, MRS. CARNAHAN, LT.-GOV. CARNAHAN, MR. BRAUNSCHWEIGER.



MR. MYRON HUNT ACTED AS CHAIRMAN AND INTRODUCED
THE SPEAKERS

ing and all the arts, to leave behind a worthy record, but above all to give the people of our own time and generation the greatest enjoyment, the highest ideals, the strongest emotional stimulus from our art.

"It is not only the artists who can do this. There must be the cooperation and genuine support of the community and its executives, the vision and the ideals, the perfection of all surroundings, and their protection from debasement by cheap billboards, ugly structures, careless arrangement and lack of maintenance.

"It is obviously the reverse of such commonly careless and ugly conditions that we find here, in this well arranged plaza with its beautiful arcaded buildings, its rich border plantings and approach and its well placed and appropriate fountain, which we dedicate today. They form an object lesson in what can and will be done in more and more of the cities of this great commonwealth. Such object lessons are needed and we are all grateful to Palos Verdes for pointing the way. The architectural control here set up, with a permanent Art Jury on guard to pass on the design and color of all buildings and objects of art, so that no careless or unworthy structure may get in to depreciate its neighbors,

is an advance system of community protection worthy of wide study and adoption throughout the state. Already its sound results are evident and certain. The large percentage of poor buildings and bad community environment and thereby the great discouragements to home ownership from which so many of our communities suffer, have here been sensibly and practically provided against, by reasonable forethought and careful community planning.

"The planting of flowering shrubs and trees along the streets, the wide main thoroughfares, and plazas, the 800 acres (the extraordinary proportion of one acre in every four) in parks and playgrounds permanently dedicated to the public, represent a community ideal of importance not only to California but to the world. It was not merely a compliment to California that the great Commonwealth of Massachusetts should direct the attention of its cities and towns to the wise planting and architectural control of Palos Verdes where we today are

assembled.

"We are a young and complex nation, rightfully rich in the heritage of all the great cultures of Europe and particularly of that of Italy, mother of the arts, which is so like California in climate and the warmth and sympathy of its people. It is indeed an honor that the royal Italian Government should send an official representative to this most auspicious occasion. We trust that he will carry back to his government and people our cordial greetings and the 'international goodwill' to which this beautiful fountain is so happily dedicated.

"Who shall say that the universal appeal of great works of art that find their type in this Neptune



MR. BRAUNSCHWEIGER SPEAKING JUST BEFORE THE INSCRIPTIONS WERE UNVEILED



MR. POZZO BROUGHT THE CONGRATULATIONS OF HIS COUNTRYMEN
TO PALOS VERDES

fountain do not do more to make us brothers in accord, than the sinking of battle ships and limitations of arms? Art knows no artificial political boundaries. It commands our admiration and respect regardless of them.

"Present and future generations of our California artists will be fired by the high standard set by this fountain to make the great flame of art so long ago lighted in Italy burn brightly here, tempered by the point of view of our own healthy, though young, civilization now just beginning to realize the vast importance of the esthetic to stir men's souls. This fountain will stand as a continuing joy to this community and as an inspiration to public-spirited and generous patrons of art to donate to this and other communities other great works for their embellishment. The State of California, therefore, sincerely congratulates Jay Lawyer and his associates for what they so splendidly have done for Palos Verdes."

Because of this fountain's importance as an example of the finest Italian art the Italian ambassador to the United States, S. E. Giacomo Nobile de Martino at Washington, wired to Chas. H. Cheney, secretary of the Art Jury, his sincerest congratulations to the community, saying: "I am proud that for the embellishment of

your community you have chosen one of the most pure and perfect works of the Italian renaissance, which will be a bond of friendship between the two nations." He also designated Cav. Alberto Mellini Ponce de Leon, Vice-Consul in Los Angeles, to respond in person, which the Vice-Consul did at this time with gracious and appropriate words of felicitation. Mr. Emile Pozzo, past president of the Italian Chamber of Commerce of Los Angeles, also spoke, giving warm greetings and congratulations to Palos Verdes.

For the County of Los Angeles, Hugh S. Lawrence, Mayor of Inglewood, brought the greetings and goodwill of the County Board of Supervisors, as well as of his own city, and John Dennis, Mayor of Torrance, spoke cordially for the neighboring communities, emphasizing the congratulations and good wishes of Torrance' citizens and expressing their enjoyment in the beautiful development of Palos Verdes Estates.

Mr. C. Herrick Hammond, President of the American Institute of Architects from

Chicago, was introduced, and said:

"The architects of the United States and all interested in the proper improvement of our cities have watched with interest the development of Palos Verdes. You are to be congratulated upon the great things you have accomplished. Here you have combined all those elements which make for the perfect development of cities. I look forward into the next decade, when these hills are built up and houses filled with people looking down on this fountain, people who will realize the foresight of the gentlemen who planned this development.

"Because you will always be free from those blighted areas which are so common in many of our



MAYOR LAWRENCE MADE AN EXCELLENT IMPRESSION WITH HIS GENIAL MANNER AND INTERESTING TALK



THE NEW HOME OF MR. AND MRS. JOHN KOHLER
Via Solano, Valmonte

cities, you have the opportunity to collect dividends, not only of property but of citizenship. You are raising your children in an environment which makes for good citizenship.

"The cities of the United States must look more to their embellishment and the improvement of the environmental conditions of home neighborhoods, both for ourselves but more particularly for our children. This Palos Verdes fountain and its arcaded plaza, in fact the whole well-planned residential development, are an object lesson to the country. Cities not only of California but of other states will do well to follow in your footsteps.

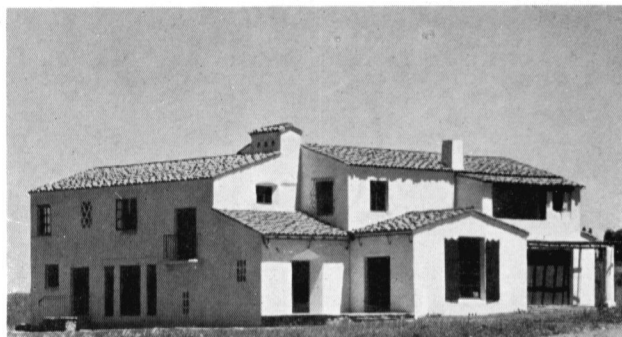
"Today, as never before, beauty is being appreciated by the people of our country. They now realize that it is a business as well as a personal asset. We are demanding beauty in everything around us, in

industry, utilities, our amusements, our automobiles and everything we have. It is time that cities, counties and regions make beauty and esthetic requirements an essential part of every city or regional plan. Because only by deliberately aiming for these things in advance, with meticulous care, can we obtain satisfying and beautiful results."

The responses closed with stirring words from J. Monroe Hewlett, President of the Municipal Art Society of New York City, in which he said:

"The blight of ugly, unplanned and careless development attaches to American cities from coast to coast. They are unpleasantly alike in most cases in their ugliness. This carelessness of appearance and environment is both needless and costly. It is high time that all of our cities took the matter of appearance more carefully in hand.

"I come from one of those locations already badly blighted. If you people on this wonderful California coast, with the marvelous things that nature has done for you, and the inspiration provided you, could but realize the discouragement that comes to



THE RESIDENCE OF MR. AND MRS. ROBERT G. PAULL ON PASEO DEL CAMPO, VALMONTE, (ABOVE) IN 1927 AND (BELOW) AFTER THE LAPSE OF ONLY TWO AND A HALF YEARS



THE NEW NINE-HOLE PUTTING GREEN JUST OPENED FOR PLAY

people and to organizations, as in New York, where a clearing out of whole great areas badly blighted is necessary, you would feel greatly encouraged for your own future. Speaking for the Municipal Art Society of New York City, I am glad to compliment you on the beautiful fountain of Neptune dedicated today.

"The Italian renaissance which produced this fountain was the direct result of the art heritage of the previous great periods of Greece, the Mediterranean countries and the Orient. It was not an accident but the result of the new flowering of art on a long cultural background.

"With no struggle against the elements, California should be able to develop the love of beauty to its highest plane. The dedication of this monument symbolizes your admiration and your appreciation of what one of the great artistic peoples of the world has accomplished, and your determination that it shall stimulate by this fine example your own California artists to go on and produce at least as high a standard of art. We from the other parts of the nation will look to you for inspiration and will extend you our enthusiastic wishes for success."

* * *

In its issue of February 15th, *Los Angeles Saturday Night* devotes the front cover in pictures and a half-page of text besides to the Fountain of Neptune, including a clever poem by its editor, Mr. S. T. Clover.

* * *

THE NEW NINE HOLE PUTTING GREEN

Palos Verdes' practice putting green, now open to play, is one of the finest in Southern California. It is seeded with Coos County bent, imbedded in the richest soil obtainable. The green covers 17,000 square feet, and is so arranged that the nine holes may be changed at will so as to provide variety to your putting. It is surrounded by shrubbery which

blends in beautifully with the contour of the ground. Much credit for this project is due the Greens Committee, under the able leadership of Ila H. Sample. Like the practice fairway, this green is open to members and guests for practice purposes without greens fees. It is a marvelous place to spend profitably a half hour or an hour with a putter, or to while away the time while awaiting your foursome.

* * *

THE JANUARY FROLIC

Saturday, January 18th, was the day set for the January Field Day Frolic, with the Virginia Country Club of Long Beach as our guests. The Palos Verdes Club members had looked forward to this Frolic for some time, and were disappointed when advised that the match with the Virginia Country Club had been postponed. The Tournament Committee, realizing that members were anxious to resume their golf after a two weeks' vacation from the golf links on account of rain, decided to carry on with their entertainment arrangements, and asked each member to be on hand with a guest. As a result the January Frolic turned out to be a most enjoyable affair.

The Tournament Committee put up several prizes, the main prize being a silver cup for low net score. This was won by Dr. Irwin D. Nokes with low net of 68. Mr. Leslie Miller of Glendale, a guest,

GOLF CALENDAR

March 4—Ladies' Day—No greens fees—Golf, Luncheon, Bridge.

March 9 and 23—Semi-Monthly Tournament—Two prizes.

Every Sunday—Blind Bogey Tournament.

Every Tuesday—Ladies' Day.



Webber & Spaulding, Archts.

THE BEAUTIFUL FACADE OF CASA DEL PORTAL, MALAGA COVE PLAZA

Olmsted Bros., Landscape Archts.

won second place with a net of 69, and received a box of golf balls.

In the blind bogey Mr. Jeffries, who tied with three other players (net 73), was the lucky member to secure first prize of golf balls.

Fifty-five players participated in the tournament. Several members and guests who were unable to be on hand for the tournament put in an appearance for dinner and the colorful entertainment.

Many compliments have been paid to the Tournament Committee for the success of the January Frolic and members can be assured that the Committee will give other interesting tournaments during the year 1930.

* * *

WOMAN'S CLUB NOTES

Mrs. T. S. Taggart entertained the Palos Verdes Woman's Club at the February meeting, when members heard a talk on "Protective Law for Women" by Miss Elizabeth Lodwich from the Polytechnic High School, Long Beach.

Mrs. C. H. Cheney reported for her Public Affairs Section, which has taken up the study of Russia. Mrs. W. R. Dorr spoke of the Garden Section meeting at which Hammond Sadler was the speaker. Mrs. W. F. Howard announced the coming meeting of the Child Study group at the home of Mrs. Laurence Hussey, and Mrs. Grace Spaulding invited all interested members to meet at her studio the fourth Wednesday of the month to form a new Art Section.

Mrs. H. LeM. Schmidt announced the formation of a Community Theater group, meeting every Tuesday evening in the school auditorium, to which men as well as women are welcome.

While tea was being served, with Mrs. Frank Parks and Mrs. J. J. Kulzer pouring, Elizabeth Schellenberg, Betsy Martin and Lura Marie Gard appeared in colonial costumes in order that newcomers to the community might see the type of gown worn at the annual Colonial Ball.