

# PALOS VERDES BULLETIN

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THE HOME OF MR. AND MRS. EDWARD J. SCHNEIDER  
from the Park near the Library

## CHARACTER IN COMMUNITIES

A nation-wide study of the individuality or character of communities, what makes it and how it can be conserved, is being made by the City and Regional Planning Committee of the American Institute of Architects, of which Chas. H. Cheney of Palos Verdes Estates is chairman.

Prominent leaders of the country are contributing a series of opinions and articles which are being widely published and discussed in newspapers and periodicals of the United States. Most of them agree that careful planning, forethought and provision of open spaces, good landscaping and protective restrictions are the best way to accomplish the building of a pleasing individuality, as has been done in Palos Verdes Estates. In the December *Architect and Engineer* of San Francisco, Frederick W. Jones cites this community as an example in point.

Eternal watchfulness, loyalty and morale of the residents of a neighborhood to maintain attractive-

*"A rolling panorama of cool, green trees and warm, brown hills surmounted by low-rising buildings, with their pleasing combination of white walls and tiled roofs, flushing faintly red in the early dawn, gleaming sharply clear in the full light of middle day, and shading from the rose-gold tints of sunset to the soft shadow tones of twilight in the evening darkness."*

—Elaine Kelley.

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ness, once attained, is equally important, according to J. C. Nichols, veteran developer of the beautiful Country Club District of Kansas City. He says,

"Parks, not only great open areas, but small ones as well, are inspiring; playgrounds, a human necessity; segregated commercial, industrial and residential areas, essential for the sake of efficiency as well as congenial living; well-designed commercial and domestic buildings, worth while; imposing public structures properly related, a worthy expression of the ideals and achievements of a free people. Control of the use of property for the good of the great majority is necessary as protection against the few who put self-interest above the general welfare.

"But, speaking from nearly a quarter-century of experience in striving to apply the principles of the city planner to the practical demands of modern city

living, especially as applied to the protection of home life through the perpetuation of fine influences not difficult to set up, the greatest thing to be desired is intangible. I refer to *morale*. Unless there is developed among the people a deep-seated loyalty to these things, no city is truly great. It isn't so much that the Country Club District, or any other home section, is lovely and wholesome today that matters. What is needed most is an alert and determined interest in checking the smallest violation of the rules laid down in the restrictions or the ordinances or statutes. The greatest asset a city or a neighborhood may claim is loyalty that is intelligent and unwavering.

"Fortunately, the planned city becomes the city intelligent, the city loyal. Morale grows out of something for which people may be proud. If city planning did nothing more than inspire a finer type of citizenship, it would have justified itself. Since it is the great stabilizer of property values and the protector of wealth, it is one of the most practical things man ever has devised."

## 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.

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*"California's Outstanding Residential Community"*

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1930

"Old Year! upon the Stage of Time  
You stand to bow your last adieu;  
A moment, and the prompter's chime  
Will ring the curtain down on you."

—Robert W. Service.

The year just closing is truly worth a backward glance, before we turn with fresh anticipation to the new. It has been a year of real accomplishment at Palos Verdes Estates. The Neptune Fountain, the Miraleste School, the Library and Art Gallery and the Swimming Club have all been put into use during the last twelve months. Street paving has

been laid down where needed, water mains and other utilities have been extended and many fine homes have been built.

It is a record that cannot be matched during the last year—not even during the last two years—by any comparable community in California.

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### CHARACTER AND VALUES

The study being made by Mr. Cheney's committee of the American Institute of Architects, as noted in our leading article this month, is one that goes to the very heart of all that is best in the American home. This is all the more evident if instead of looking at the ideal, we consider for a moment the other side of the picture. Can we possibly be at our best in nondescript surroundings, in an environment that is commonplace and characterless, standardized out of all responsiveness to our needs as living, warm-hearted human beings?

Fullness of life, we are told, comes through self-expression. Even if we haven't much to express, just being ourselves and leaving the imprint of our own individuality on what we do, brings sanity and content. Shall it not be the same with the community we live in? And the community morale so emphasized by Mr. Nichols—the *esprit de corps* which ensures that, once established, a community's character will be preserved and persist—is truly a precious thing to have.

Financial and domestic values go hand in hand. Elvon Musick once said to the writer, "The Palos



FROM THE ENTRANCE TO THE NEW RESIDENCE OF MR. AND MRS. CLARENCE H. LEE  
A BEAUTIFUL VIEW MAY BE HAD ACROSS THE BAY

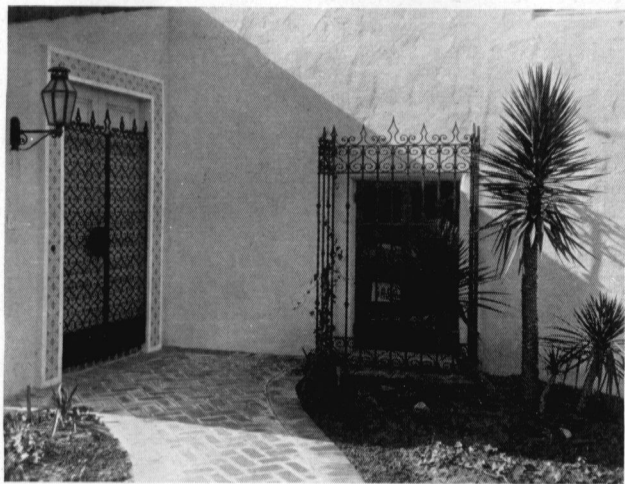


Verdes Protective Restrictions are the fundamental basis of the values to come." The best way we can cash in, both in money and in the increased satisfactions of living in Palos Verdes Estates, is to preserve and perpetuate the character which already has given this community a fame that is world-wide.

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### MME. MATZENAUER COMES TO PALOS VERDES

It is the great pleasure of the *Bulletin* to announce in this issue a notable addition to the ever-growing artistic colony at Palos Verdes Estates. The information has recently come to us that Mme. Margaret Matzenauer, world-famed contralto, has leased the handsome residence of Mr. and Mrs. Earle W. Gard at 2780 Via Campesina, Malaga Cove, which, with her young daughter, Adrienne, and a



ENTRANCE TO THE NEW HOME OF MRS. ESTELLE M. HANSON  
*Via Arriba, Malaga Cove*

household staff, she will occupy after the middle of January as a permanent home and studio.

Mme. Matzenauer, following her resignation last season as leading contralto of the Metropolitan Opera Company, is now on concert tour in the East and plans immediately upon her return to transform the imposing music room of the Gard residence into a studio where she will coach a limited number of voices that have more than usual promise for the opera and concert stage. She plans to bring, to assist her in her work, a distinguished European exponent of modern voice and stage technique, thus forming the nucleus of what will undoubtedly develop into a musical center of great promise on the Pacific coast. A number of gifted and ambitious pupils, following the announcement of the establishment of the Matzenauer studio at Palos Verdes Estates, have already signified their intention to follow the great singer from the East and to locate in this community.

In explaining her selection of Palos Verdes as the site upon which to erect, in material form, her long fostered dream of a studio where her fine tradition of opera might be transmitted to aspiring younger students, Mme. Matzenauer paid enthusiastic tribute to her future home:

"It was the lure of life in sunshiny California which drew me away from my long-time association with the Metropolitan," she said; "that, and my



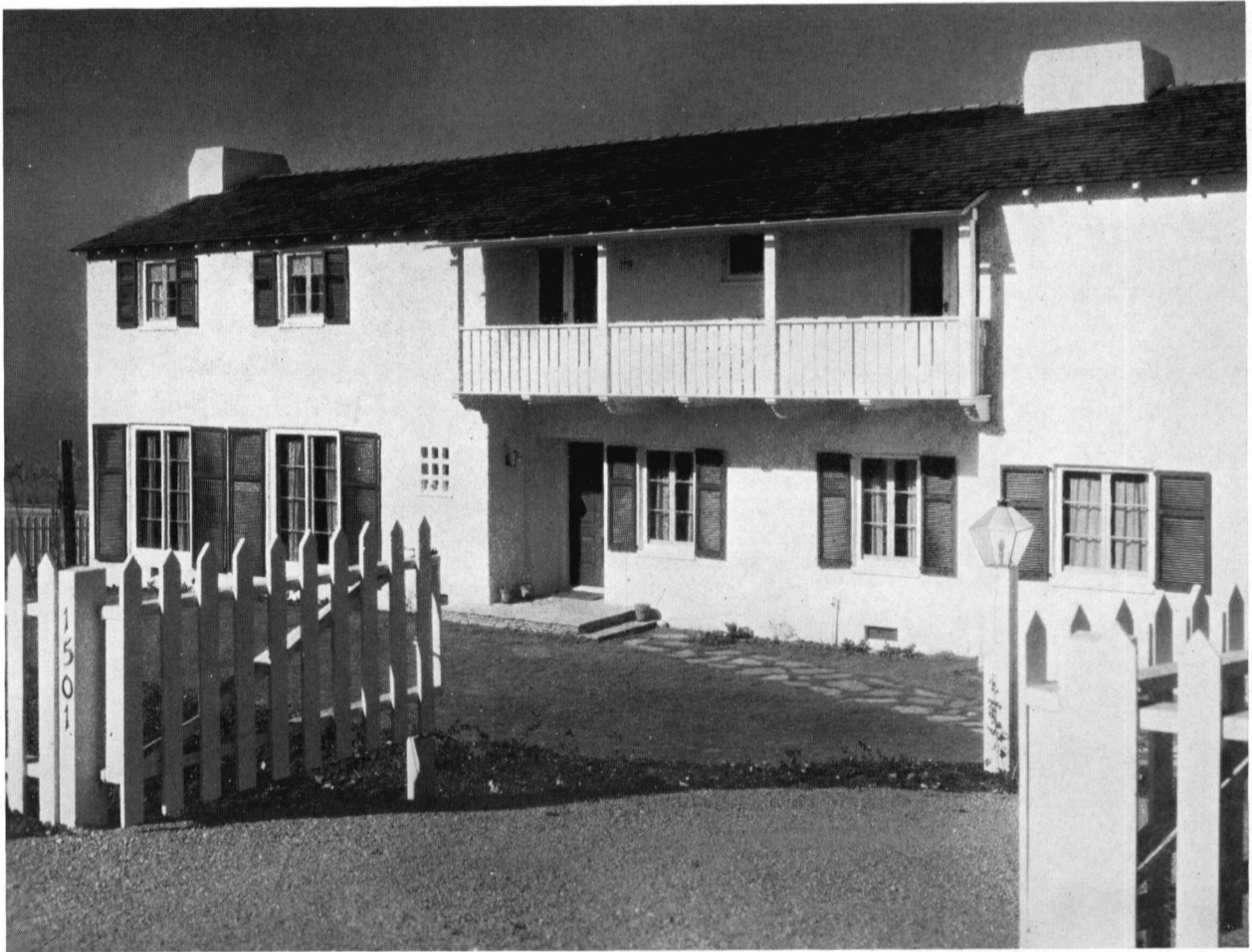
THE LIBRARY AND ART GALLERY FROM VIA CORTA

deeply cherished ambition to pass on, while I am still in my prime and able to demonstrate what I teach, the technique and stage deportment which, up to now, the aspiring opera singer has believed he must journey to Italy to acquire. To this end I realized I must have my studio in an environment artistically right. No brick walls—no motley street scenes—no distracting noises!

"When I first saw Palos Verdes I knew I had found on this Western Riviera the ideal spot—the end of my rainbow. Surrounded by such beauty, with the inspiration of the rolling green hills, the stately groves of eucalypti, the beautiful parks and plantings, the riot of color in every flower garden—most of all, with the expanse of the blue Pacific spread before one's eyes at every turn—how could I fail to transmit, to the last ounce, my own particular art of expression? How could even the least emotional student fail to respond gloriously to such stimulus of earth and sea and sunshine?"



A GLIMPSE OF THE GARDEN AT THE HOME OF  
MR. AND MRS. FRANK A. GESELL



THE NEW HOME OF MRS. M. M. MCCREERY  
Chelsea Road, Margate

### CHANGE OF ADDRESS OF PALOS VERDES TRUSTEE

Announcement was made in the December *Bulletin* of the merger of the Bank of Italy National Trust and Savings Association, Trustee of the Palos Verdes Project, with the Bank of America of California. The new institution, Bank of America National Trust and Savings Association, has established its head offices for the southern part of the State in the fine new building on the northeast corner of Seventh and Spring Streets, Los Angeles.

All business with the bank as Palos Verdes Trustee or as collecting agent for taxes of the Palos Verdes Homes Association should be addressed to Bank of America National Trust and Savings Association, Trust Department, 2nd Floor, Seventh and Spring Streets, Los Angeles, in care of Mr. C. K. Peterson, Assistant Trust Officer.

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### MARGATE AN ENGLISH HOUSE DISTRICT

Since construction commenced on the first English type house in Margate a number of inquiries have come to the *Bulletin* regarding the zones in which such houses may be built.

The original layout for Palos Verdes provided for three types of architecture districts. Type I was to be generally predominant, with roofs limited to not more than 35 degrees of pitch and exteriors of plaster, masonry or stone, of a light tone, Californian in style, resembling the buildings of the Latin countries of the Mediterranean. In Type II dis-

tricts, 45 degree roofs were permitted and a larger variation of design, including houses of wood, hollow tile or brick, as well as stucco. Type III Architecture Districts, of which only a small number were established, were to include roofs as steep as 60 degree pitch, with buildings of more variable coloring and material.

A tile or slate roof requirement was added in practically all districts facing the ocean, except Margate, some small areas in the eucalyptus grove and in Miraleste, and most of the Valmonte district.

The original plans for Palos Verdes architecture as recommended by the designers, Olmsted Brothers, landscape architects, and Chas. H. Cheney, consultant in city planning, after discussion with the Art Jury, were carefully arranged to produce harmony of types in and about the various local centers. But it was recognized that for a community where so many people are moving in from afar, bringing with them their cherished ideas of the architecture that they had enjoyed in their previous home districts, there would be some who could not be happy with the transition to Mediterranean architecture, and that it was necessary to provide for them a few blocks at each principal center where they could have the Colonial architecture or the English type of steep-roofed building that they were used to.

It was for them that the few small districts of Type III architecture were established and a considerable number of people bought lots in these districts because they could build there this type of architecture. The only area of any size in Type III



is at Margate, which is also the only district of Palos Verdes with a strictly English name and, except for parts of Lunada Bay, with street names of English origin. This area commences immediately south of the Douglas Cut and extends for about half a mile down to Margate Square and a few lots beyond. Commencing six lots north of Cloyden Road, Californian architecture and tile-roofed, Type I or II districts are established for most of the rest of the area on the hills, and south to the end of the Lunada Bay district.

But Margate will be an English village and so many people have acquired home sites there with this understanding that the character is more or less permanently established.

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### CHRISTMAS EVENTS

The Christmas Season in Palos Verdes was a period of celebration throughout the whole community,—beginning with the regular Woman's Club meeting on Dec. 10th, held at the Swimming Club, and having as its ending the lovely Xmas dance on Dec. 27th. Old and young united in a real Christmas spirit, and enjoyed the many interesting festivities planned for their pleasure.

The members of the Woman's Club were greeted at the Swimming Club by youthful carolers, costumed in toboggan caps and scarfs, who, under the direction of Mrs. Ben Moeller, sang carols of welcome. A warm fire and a bright Christmas tree made a pleasant background for the charming Christmas Masque given by the children of Malaga Cove School—Mary Gilmore as the Mother, Marjorie Snelgrove as Santa Claus, and Betty Lou Towle in the title role, made up the cast of "Little Extra," a delightful Christmas play.

As tea was served, a tray bearing each member's favorite recipe wrapped as a Christmas gift, was passed to each guest.

On Sunday afternoon, December 21st, at five o'clock, all the residents of the community and their friends met to share the lovely Christmas Vesper Festival, given by the Palos Verdes Sunday School in the School Auditorium.

The central motif of the festival was "Jesus, the Light of the World," portrayed in tableaux and carols; a torch lighted at the manger in turn lighted each taper in the audience, and these tapers were carried home to be lighted again on Christmas Eve, so that each house in Palos Verdes might show a friendly candle. Carolers on Christmas Eve sang under the windows where these Christmas tapers were found shining.

The Malaga Cove School Auditorium was the scene of a festive Christmas Dance and bridge party on Saturday, December 27th, for the residents of Palos Verdes and their holiday guests. The spirit of Yule Tide was beautifully expressed in the decorations. Refreshments were served at midnight.

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### NEIGHBORHOOD NOTES

A series of lectures on Art has just been concluded by Dr. Ernest Tross, European Art Historian. Six of these lectures were given on Monday evenings at the home of Mrs. Charles H. Cheney on Via del Monte, two at Dr. Tross' home in Los An-

geles, and the final one at the Huntington Art Gallery. Another series will probably be arranged beginning in January.

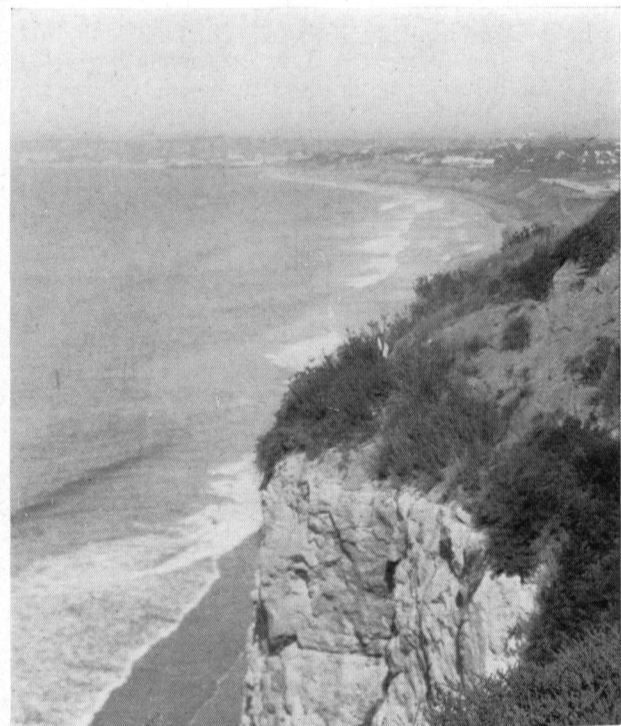
A Community Bridge Party of an unusually interesting nature will be held Friday, January 16th, at eight o'clock in the School Auditorium. The entire receipts will go toward replenishing the treasury of the Woman's Club, which at all times has stood ready to lend a helping hand to other organizations of the community. It merits your wholehearted support.

Reservations will be gladly received by any member of the following committee:

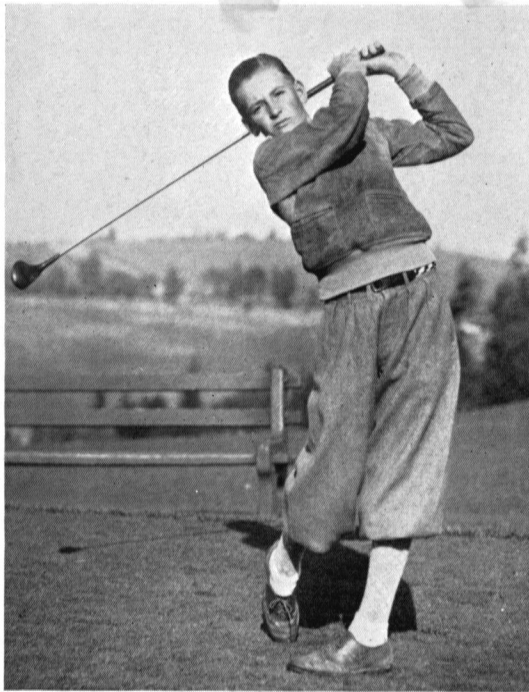
Mrs. W. W. Raleigh, Chairman; Mrs. Howard Dean, Mrs. J. C. Rous, Jr., and Mrs. Howard Towle, tickets; Mrs. Robt. G. Paull, publicity; Mrs. F. F. Schellenberg, decorations; Mrs. Walter Bird and Mrs. T. Taggart, refreshments; Mrs. J. T. Hartson, hospitality.

Dr. and Mrs. Sascha Facchetti-Guiglia, formerly of Italy, Baltimore, and Los Angeles, who recently arrived from Antwerp, went directly from the ship to the home of Dr. and Mrs. Ulric Bannister Bray on Granvia La Costa. They were entertained November 20th with a welcoming reception attended by about forty of their friends. Dr. and Mrs. Guiglia are remaining in Los Angeles as the guests of Mr. and Mrs. George Edwin Lewis of 1034 South Wilton Place. Mrs. Guiglia was formerly Miss Catherine Levering of Los Angeles, a graduate of the Los Angeles High School and an accomplished musician.

Lorado Taft, distinguished sculptor of Chicago, visited Palos Verdes Estates on December 9th with his brother-in-law and sister, Mr. and Mrs. Hamlin Garland and their daughter, Mrs. Johnson. After visiting the library and art gallery they were entertained at luncheon by Mr. and Mrs. Chas. H.



LOOKING NORTHWARD FROM THE YOUNG RESIDENCE  
TOWARD REDONDO BEACH



JACK WALLACE  
par-shooting youngster of the Palos Verdes Golf Club, son of  
Mrs. Fulton Lane of Via Horquilla, Malaga Cove, and  
pupil of Jim Fiske, who says he will possibly  
become a collegiate champion

Cheney. Mr. Taft was a member of the National Advisory Committee to Palos Verdes Art Jury in making the Art Appreciation Inquiry of last year, the findings of which are now being prepared for publication.

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#### EXHIBIT OF RALPH HOLMES, PAINTER

An exhibit of the paintings of Ralph Holmes, associate member of Palos Verdes Art Jury and instructor at the Otis Art Institute, Los Angeles, will be held from January 10th to February 15th inclusive, in Palos Verdes Library and Art Gallery. Beautiful and interesting landscapes of Southern California and the high sierras will predominate in the selection which Mr. Holmes is putting on view. It will be open every afternoon except Monday, and admission will be free.

Mr. Holmes' paintings are well known. His training was obtained at the Art Institute in Chicago and in Europe, from which he returned to head the department of painting at the Art Institute from 1904 to 1912. He was head of the department of painting and decoration at Carnegie Institute of Technology in Pittsburgh from 1912 to 1917. He has done professional work in Chicago, Pittsburgh, New Orleans, New York, Atascadero and Los Angeles.

A committee of prominent art lovers of Palos Verdes and others will act as patrons and patronesses at the reception, the date of which is to be announced.

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When you build a house, or if you buy one, turn its face gardenward. Don't think of it as a building on a plot of ground, but of the two together as available living quarters.

—G. W. Beatty in *The Garden Magazine*

#### GOLF NOTES

Los Angeles, California,  
Dec. 12, 1930.

Mr. Jas. Fiske,  
Palos Verdes C. C.,  
Palos Verdes, Cal.

Dear Sir:

There seems to be a magnetism about the canyons, trees and rough at Palos Verdes—a magnetism that attracts golf balls and tends to hold them there. "Just try and shoot it out," they seem to challenge. I tried, several of us tried—and succeeded, at the expense of our scores and reputations. So here's to Palos Verdes—a *golf course*—and how!

To those of us who had played Palos Verdes before it was indeed a privilege to tackle it again. The others got a proper initiation and, like Howard Jones, would like another chance. (That is *not* a feeler.) But, score or no score, trouble or no trouble, it's always a pleasure to play Palos Verdes, and every member of the Times Golf Assn. joins in thanking you for your kindness and courtesy of last Monday. May all at Palos Verdes enjoy a Merry Xmas and a Happy and Prosperous New Year.

Sincerely,

(Signed) L. F. Schultz,  
Secy., Times Golf Assn.,  
First and Bdwy., Los Angeles.

\* \* \*

#### AROUND THE COURSE WITH JIM FISKE XIII

Number 13 is one of the hardest pars to be found on the course. The hole is decidedly downhill, causing many difficult second shots for the long-drivers.

The left side of the fairway is bounded by a very deep barranca, which is more of a canyon than a barranca. This hazard extends for about 300 yards from the tee. To the right there is practically no trouble, the 17th fairway running parallel at this point. A long drive, just a *little* to the right, will catch a series of traps or be in the rough guarding the back of No. 16 green.

If you are fortunate enough to get a good drive down the center then you are confronted by an even more difficult second shot to a narrow, well-trapped green. A bad second shot that misses the traps on the left is apt to end up in the barranca that again nears the green. Even if you do not get into the barranca you are sure to be in some very bad rough, leaving a nasty pitch over the traps onto the green. To miss the traps to the right usually leaves one in some bad rough bordering a rocky road. A shot played too strong to this green may



THE HOME OF MR. AND MRS. WALTER SCOTT FOUSHEE  
on Via Colorin, Valmonte





PARK AND SUMMERHOUSE OVERLOOKING THE SWIMMING CLUB

roll off the back edge of it and over into part of No. 14 fairway. The return to the green is only a simple pitch.

This hole leaves a bad figure on many a good score and one is always glad to get over it with a par—or even a 5.

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### HOMES ASSOCIATION NOTES

Upon the retirement of William H. Munroe as Superintendent of Parks on December 1st, James T. Morton was appointed by the Park and Recreation Board to act in this capacity, in addition to his duties as manager of the Nursery for the Palos Verdes Project.

Since according to a new law the date of delinquency was changed for county taxes from the first Monday in December, which is December 1st, to December 5th, it was thought best in order to avoid misunderstandings to make the date of delinquency of the Homes Association taxes to agree. The following Regulation was accordingly adopted by the Board of Directors:

#### Regulation No. 28

AMENDING REGULATION NO. 27 ENTITLED "REGULATION FIXING THE ANNUAL CHARGE OR ASSESSMENT FOR THE FISCAL YEAR BEGINNING JULY 1, 1930."

The Board of Directors of the Palos Verdes Homes Association ordains as follows:

Section 1: Section 3 of Regulation No. 27 adopted on September

### GOLF CALENDAR

*January 7 and February 4—Ladies' Day—No greens fees—Golf, Luncheon, Bridge.*

*January 4 and 18 and February 1—Semi-Monthly Tournament—Two prizes.*

*Every Sunday—Blind Bogey Tournament.*

*Every Wednesday—Ladies' Day.*

17, 1930, is hereby amended by changing the first named date of delinquency from the first Monday of December 1930 at six o'clock P. M. to the 5th day of December 1930 at six o'clock P. M.

I hereby certify that the foregoing regulation was read the first time at a regular meeting of the Board of Directors of the Palos Verdes Homes Association on November 26th, 1930, and was adopted by a vote of three members of the Board at a regular meeting held on December 3rd, 1930, in the office of the Corporation in the Lane Mortgage Building, Los Angeles, California, and ordered printed once in the Palos Verdes Bulletin.

Ayes: Directors Donald K. Lawyer, Jay Lawyer and Morgan.

Noes: None.

Absent: Directors Gard and Low.  
Everett M. York,  
Secretary

\* \* \*

### WOMAN'S CLUB NOTES

The Garden Section of the Woman's Club had a most interesting meeting on Friday, December 5th, when the members went to the Palos Verdes Nursery. As their guide, Mr. Morton explained the way plants and shrubs were grown there, and gave many helpful pointers for home gardens.

The Child Psychology Section postponed its December meeting and will hold its next meeting on January 13th, at the home of Mrs. Laurence Hussey on Via La Selva.

On January 6th, Mrs. Cheney's Section on Public Affairs will have a very interesting evening meeting at the library when Mr. Arthur W. Royce, a Scotch Beaux Arts man who has lived in India, also a distinguished Hindu from Bangalore, will talk. Members are invited to bring their friends.

The Tea-cups Section had a delightful meeting on December 17th at the home of Miss Frances Har-



THE THIRTEENTH FAIRWAY



THE NEW EDISON SUBSTATION ON VIA LA SELVA  
has been housed in a very attractive building resembling a small private residence—an example  
of what may be done under careful architectural control

den on Via Lazo. This is one of the most popular sections of the Club, and is always enjoyed.

The next meeting of the Woman's Club will be at the home of Mrs. Otto Stein on Via Campesina on Wednesday, January 14th. Mr. and Mrs. Newman of the Pilgrim Art Shop in Long Beach will give a talk on hooked rugs, bringing with them some interesting rugs of their collection.

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#### PALOS VERDES IS RECOGNIZED

Mr. Louis Bromfield in *Vogue* for December 8th has paid royal tribute to the development of Palos Verdes when he says,

"In Palos Verdes, with its self-contained life of sport and sunshine, one has the impression of entering a paradise designed by the Spanish for the an-

ointed of Heaven."

Three photographs taken in Palos Verdes accompany this article on Southern California.

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#### TEN MAGAZINES ADDED TO THE LIBRARY

The growing use of the library has required the addition of ten new magazines to the subscription list. The interest in art, architecture, child study and world affairs is represented by such leading periodicals as: *Arts and Decoration*, *California Arts and Architecture*, *Child Study*, *Parents*, *Current History*, *Foreign Affairs*, *Illustracion* (French), *Illustrated London News*, *New York Times Book Review*, and *Plus Ultra* (Spanish).

Considerable fun was had by the boys and girls over the Library's Book Puzzle Contest. The book prize awards went to Jack Bleecker and Jane Low.

Gifts to the library during November were: five years' file of *National Geographic Magazine* from Mr. and Mrs. Wm. H. Kindig; files of *Country Life* and *American Magazine* from Mrs. Mary K. Brown; books from Miss Reba Willis, Mrs. Estelle Hanson, Mrs. Irving G. Gill, of Palos Verdes Estates; musical compositions by the composer, Mrs. Carrie Stone Freeman; books from Olmsted Brothers of Brookline, Mass., Mr. and Mrs. H. K. Filler of Columbus, Ohio, Mrs. Dorothy H. Carroll of Glendale; poems by the author, Jessie Allen Sple of Los Angeles; books of Christian Science literature by the Christian Science Publishing Society; *Nature Magazine* from Mr. and Mrs. G. H. Morgan, Los Angeles.