

PALOS VERDES BULLETIN

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A PLACE OF RARE HOMELIKE CHARM AND BEAUTY
The Schellenberg Patio, Via Palomino, Valmonte

Building for Permanence

When we build, let us think that we build forever. Let it not be for present delight nor for present use alone. Let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when these stones will be held sacred because we have touched them, and that men will say as they look upon the labor and wrought substance of them: "See! This our Fathers did for us."—RUSKIN.

Carefully planned communities like Palos Verdes Estates with eight hundred acres of parks (25% of the total area), with the architecture of all buildings and their color held up to a high standard by a permanent Art Jury, and with a complete scheme of maintenance through a Community Association in which every lot owner necessarily participates, have great advantages over the ordinary, haphazard residential districts of cities. That the intangible values of life, which can only be gained by conserving an esthetic environment, are the best foundation for permanence was brought out by Charles H. Cheney, Consultant in City Planning and Secretary of the Palos Verdes Art Jury, in a paper before the National Conference on City Planning, at Dallas, Texas, in May.

Emphasizing the importance of having a completely worked out master plan, Mr. Cheney went

on to say: "Architecture and planting, or the landscape art, build and clothe almost all of the physical developments about us. In judging good architecture (and landscaping as well), there must be an essential quality of charm, that may be called the soul of the structure. More profoundly and importantly does this apply to the great master plan of a city, county or region. Every such plan must have distinct character and charm, to properly fulfill its purpose. It must express the soul, the character and civilization of the people of the area it covers. How many city plans achieve, or even strive for, this essential quality of charm?

"We know that the courts follow rather than lead public opinion. In the last few years actual decisions have been coming down, in several parts of the country, recognizing the esthetic as a proper

(Continued on page six.)

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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.

"Quality First in Palos Verdes"



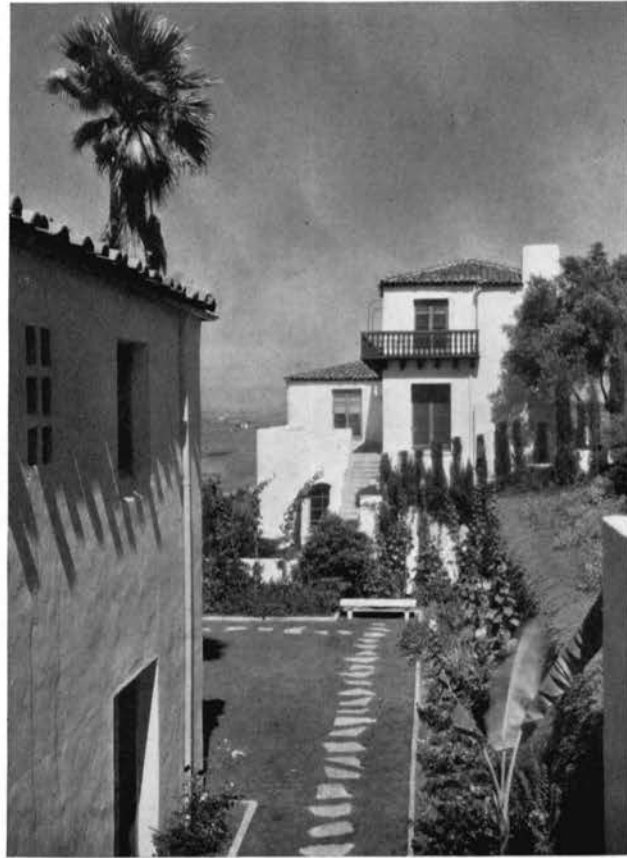
THE group of men responsible for Palos Verdes Estates have but one thought in mind: to create in this district of surpassing beauty and ideal climate a pleasant home place of charm and refinement for people of appreciation. And people of appreciation are not necessarily people of great wealth. How well this ideal is being carried out, a short visit to the property will reveal.

The landscaping which has been done, the parks which are being planted, the beautiful winding roads, said by many competent engineers to be among the finest in the world, are but an expression of this ideal which we have in mind, that is, to create a home environment of surpassing beauty.

In the Valmonte section of Palos Verdes one may acquire a small home of distinction on a sixty-foot lot for as little as \$7500.00, house and lot both included; or one may go to the ocean front or on the prominent hill slopes and knolls and spend as much as one's fancy and one's financial resources



A SERVICE ENTRANCE NEED NOT BE UNSIGHTLY
Via Montemar, Malaga Cove



THE SUTHERLAND GARDEN
Via Horquilla, Malaga Cove

may dictate. Whether you go to one extreme or the other, or desire only a medium-priced home, you will find it surrounded by that atmosphere of refinement and distinction which makes of Palos Verdes Estates the ideal home community for yourself and your family.

The Palos Verdes Art Jury is an independent body of prominent architects with full and complete authority to control all matters that affect the exterior appearance of the premises. How well they are performing their task is evidenced by the outstanding examples of Mediterranean architecture to be found on the Estates.

The Palos Verdes Nursery contains more than 250,000 separate plants and is a sight well worth seeing. These plants are being grown that they may add to the beautiful picture which will be the completed Palos Verdes. Already many tens of thousands have been permanently planted to add to the beauty of terrain created by Nature.

Another unique feature at Palos Verdes is the school system. We know of no other community anywhere that has so fine a school plant as the one at Palos Verdes and it is our intention to see that our schools are as outstanding as is every other feature.

If you appreciate the finer things of life and would like to have your home in an environment of culture, refinement and educational advantages, surrounded by Nature's finest handiwork—in a place that has been so aptly termed "a land of golden sunsets on a summer sea"—then Palos Verdes Estates will welcome you and you will find your ideal in living conditions here.

JAY LAWYER,
General Manager, Palos Verdes Project.

COMMUNITY ASSOCIATION NOTES

Regulation No. 21

REGULATION ESTABLISHING THE ANNUAL APPROPRIATIONS FOR THE FISCAL YEAR RUNNING FROM JULY 1st, 1928, TO JULY 1st, 1929.

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

Section 1. The Board of Directors having on July 6th, 1928, duly adopted the budget presented by the Manager for the fiscal year running from July 1st, 1928, to July 1st, 1929, determining the amount of money necessary to pay the costs and expense of the proper administration of Palos Verdes Homes Association and of the maintenance, care and improvement of the various properties for which it is or may be responsible, does hereby create, establish and declare to exist the funds for the said fiscal year and does hereby appropriate the amount of money set after each such fund in the table established and adopted for the purposes indicated by the title of such fund in the column headed "Budget—1928 to 1929" in said budget, as follows:

BUDGET FOR FISCAL YEAR OF JULY 1st, 1928, TO JULY 1st, 1929—PALOS VERDES HOMES ASSOCIATION

Departments	Expenditures 1927-28 (With June estimated.)	Budget 1927-28	Budget 1928-29
1. LAW			
(a) Fees, notices, supplies.....	\$ 21.66	\$ 300.00	\$ 300.00
(b) Reserve fund for enforcement of restrictions	—	2,000.00	2,000.00
2. WORKS AND UTILITIES			
(a) Street Maintenance, including sprinkling	16,000.00	20,000.00	20,000.00
(b) Engineering	1,000.00	1,000.00	1,000.00
(c) Street Lighting	550.00	1,000.00	1,000.00
(d) Drainage and Sewers—mntnce.....	2,250.00	2,400.00	2,400.00
(e) Maintaining Street Signs, Electroliers, etc.	250.00	1,200.00	1,000.00
(f) Garbage collection	2,600.00	3,000.00	3,600.00
(g) Cleaning up weeds on lots, etc.	2,500.00	4,000.00	4,000.00
3. SAFETY AND WELFARE			
(a) Police and Fire Protection.....	11,000.00	10,000.00	12,000.00
4. LIBRARY BOARD			
(a) Supplies, etc.	100.00	600.00	300.00
5. FINANCE			
(a) Director, Deputy, Stenographer, Supplies and Advertising.....	2,850.00	2,000.00	3,000.00
(b) Revolving Fund (to finance period between July 1st and tax receipts in November)....	—	1,000.00	—

6. PARK AND RECREATION

BOARD
(Restrictions require one-fourth of maintenance tax to be spent for this purpose.)

(a) Maintenance of parks, street planting, etc.	28,500.00	30,000.00	32,000.00
(b) Supervision of maintenance.....	1,800.00	2,400.00	2,400.00
(c) Playground supervision and community activities	3.25	2,400.00	2,400.00
(d) Entertainments, membership in associations, etc.	45.00	500.00	300.00
(e) General park fund.....	—	2,000.00	2,000.00
7. PLANNING BOARD			
Supplies	—	100.00	100.00
8. HEALTH BOARD			
Supplies	—	100.00	100.00
9. ART JURY			
10. BUILDING COMMISSIONER			
(a) Comm., Inspector & Assts.....	3,000.00	3,000.00	3,600.00
(b) Automobile, Printing and Supplies	300.00	1,000.00	1,000.00
11. REGULAR OFFICERS			
(a) Secretary, Manager and Consultant	1,800.00	1,800.00	1,800.00
(b) Stenographer—part time.....	300.00	300.00	300.00
(c) Office Supplies, Postage, etc.....	100.00	600.00	600.00
(d) Printing Bulletin	1,200.00	1,200.00	1,200.00
12. GENERAL FUND.....	—	3,000.00	3,000.00

TOTALS.....\$76,169.91 \$96,900.00 \$101,400.00

ESTIMATED REVENUES

1. Maintenance Tax (at \$1.60 rate on county assessed valuations).....	\$35,929.09	\$35,000.00	\$ 42,500.00
2. Possible help from Public Funds.....	5,375.41	6,200.00	6,500.00
3. Permits (two-thirds)	755.41	1,100.00	1,000.00
4. To be subscribed by P. V.			
Project	34,000.00	54,600.00	51,400.00
Miscellaneous Revenue	110.00	—	—

TOTALS.....\$76,169.91 \$96,900.00 \$101,400.00

Section 2. On August 1st, 1929, all unused balances remaining in said above established funds for which no warrants or contracts have been duly issued, except the balances of the Reserve Fund for Enforcement of Restrictions and except the funds of the Park and Recreation Board and of the Art Jury, shall revert to and be placed in the General Fund.

I hereby certify that the foregoing regulation was read the first time at a regular meeting of the Board of Directors of Palos



ARCHITECTURE REMINISCENT OF THE OLD MISSIONS
Via Palomino, Valmonte



THE NEW HOME OF MR. AND MRS. C. H. BAYLY
Granvia La Costa East, Malaga Cove

Verdes Homes Association held on July 6th, 1928, and that the requirement of reading this regulation on two separate days was dispensed with by an affirmative vote of five directors and that said regulation was adopted by vote of five members of the Board of Directors at said meeting which was held at the office of the corporation in the Lane Mortgage Building, Los Angeles, California, and ordered printed once in Palos Verdes Bulletin.

Ayes: Directors Cameron, Jay Lawyer, Donald K. Lawyer, Low and Morgan.
Noes: None.

C. H. Cheney, Secretary,
Palos Verdes Homes Association.
* * *

THE PALOS VERDES PROTECTIVE RESTRICTIONS

12. *Duration of the Restrictions.*

Heretofore the usual custom has been to place restrictions upon property for a term of years, say

from twenty to fifty. At the end of such a period the restrictions lapse. No further protection is usually to be had, for the property will by that time have gotten into so many different hands that col-



AT THE GREAT CURVE ON VIA SOMONTE

lective action is practically impossible, especially since unanimous consent would be necessary. Toward the end of such a period conditions grow very bad: most owners sit back and wait, fearing to develop their property until they know what its character is to be; and here and there the restrictions are broken by some one who anticipates their lapsing and takes a chance on objections being raised.



THIS HOME ON VIA HORQUILLA HAS A WIDE VIEW OVER THE GOLF COURSE TO THE NORTH



A PANORAMA NEVER TO BE FORGOTTEN
*The changes wrought by two years' growth
 at La Venta*

Reversing this customary procedure, the Palos Verdes restrictions are in effect until January 1st, 1960, and continue from that time *automatically* for successive twenty-year periods. Should changed conditions warrant, provision has been made so that restrictions can be modified during the six months prior to January 1, 1960, or during a six months prior to the expiration of one of the twenty-year periods, in such a way as to meet such conditions.



The Bulletin will be mailed, on request, for three months or longer, as desired.



THE BUCHANAN HOME ON VIA DEL MONTE
La Venta on the Skyline



A FLAGGED OPEN PATIO AT THE GARD RESIDENCE
Via Campesina, Malaga Cove

(Continued from page one.)

and necessary objective of public welfare. Of these we may best quote again that famous Minnesota case on zoning which says, of protecting residential districts:

'Another reason is that giving the people a means to secure for that portion of a city, wherein they establish their home, fit and harmonious surroundings, promises contentment, induces further efforts to enhance the appearance and value of the home, fosters

civic pride, and thus tends to produce a better type of citizen. It is time that the courts recognized the esthetic as a factor of life. Beauty and fitness enhance values in public and private structures. But it is not sufficient that the building is fit and proper, standing alone; it should also fit in with surrounding structures to some degree.' (State vs. Houghton, Minn., 1920. Reported in 176 N. W. 159.)

"In that remarkable book, "Things Which Are Seen," Trysten Edwards says,

'The esthetic ideal will never find universal favor, nor will it deserve to do so, if art is supposed to be nothing but the mirror of the artist's peculiar temperament. The thing created must transcend its creator. . . . Cities, of course, represent by far the greater part of the architectural achievement of the race. . . . Most people, instead of abandoning the city, would prefer to believe that by the improvement of its architecture and by the addition of adequate recreation grounds, parks and amenities, it could be made a pleasant place to live in.'

"America must build better cities. We are a rich nation, but a tawdry one in appearance. Our station in civilization demands and requires a better dress, our progress in education and culture insists upon a better environmental condition for our children and our children's children.

"Remember that the architecture we leave behind us is the chief measure of our civilization. We must act promptly to insure that in the future, at least, no more such tawdriness, no more such ugliness, such lack of color and character, shall be tolerated in new buildings.

"Of present city construction 90% may be



INTERESTING STONE STEPS LEAD TO THE HARRISON HOME
Via Arriba, Malaga Cove



MALAGA PARK, WITH ITS EUCALYPTI AND LOCUSTS, FORMS A COOL BACKGROUND TO THE FOURTEENTH AND FIFTEENTH HOLES

classed as temporary building, because these ugly structures are sure to be torn down, most of them in much less than fifty years. This is the greatest economic loss of our time. Why can't we grasp the fact that pioneering days are done?

"Man destroys the ugly building or the ugly surroundings as fast as he can. Only beautiful and attractive structures persist. Europe and older communities are attractive to us because they have been culling out for centuries—keeping the good, destroying the ugly. We will never be grown up as a nation until we do this as thoroughly and effectively, for ourselves.

"Large real estate operators have learned this value of good design, as yet only to a limited degree. The city planners, and the civic authorities who employ them, must not let the country down. On us is the stern responsibility for the mold that

future civilization will judge us by.

"Cram once said 'Art is the measure of man.' The esthetic ideals, then, which we instill in our city plans are the measure of us."

* * *

On July 4th, Mr. and Mrs. Martin Mayer of Granvia Miraleste became the parents of a baby boy, their fourth child and the first child born in Miraleste.



AT THE END OF THE FIFTH FAIRWAY



FLOWERS IN MASSES AGAINST A BACKGROUND OF SHRUBBERY LINE THE LOWER DRIVEWAY AT THE GOLF CLUB

GOLF CALENDAR

August 1 and September 5—Women's Day—No greens fees—Golf, Luncheon, Bridge.

August 12 and 26—Semi-Monthly Tournament—Two prizes.

Every Sunday—Blind Bogey Tournament.

ART JURY NOTES

The more important matters acted upon at the last two meetings of the Art Jury were as follows:
Residence for Mr. O. J. Fairfield on Lot 4904-1—

Miraleste

The secretary was authorized to give final approval to this new house on the corner of Via Lorenzo and Via Vico, provided certain minor changes be made in the final working drawings.

Business Building—East End of Malaga Cove Plaza

The beautiful plans of Architects Webber and Spaulding for the new building of the Alpha Syndicate, with a frontage of 115 feet on the Plaza and 123 feet on Via Tejon, were given final approval, with the felicitations of the Jury, subject to a few minor changes. This building is part of the group design for the whole Plaza, made by the same architects some years ago, of which the Gardner Building at the west end of the Plaza forms the first unit.

*Residence for Mr. W. H. Munroe on Lot 1702-13—
 Malaga Cove*

Final approval of this beautiful small house by Architect Kirtland Cutter, in the eucalyptus grove, was authorized to be given by the secretary.

Public Library Building at Malaga Cove Plaza

Preliminary sketches for an attractive library building with a tower, designed by Architect Myron Hunt for the site tentatively selected on the north-west corner of Granvia La Costa and Via Corta,

were discussed, but no action taken pending final selection of the site.

Residence of Mr. Connell on Lot 4906-3—Miraleste

The secretary was authorized to give final approval, provided certain minor changes be made, to plans for this house by Architect Williams, to be built on Via Siena, east of Bramante Plaza.

Residence for Dr. and Mrs. J. R. Patterson on Lot 1537-16—Malaga Cove

Final approval was given this house designed by the Lincoln Mortgage Co., on the south side of Via del Monte, west of Via Arriba, provided certain minor changes be made.

Residence of Mr. Rogers on Lot 6311-12—Valmonte

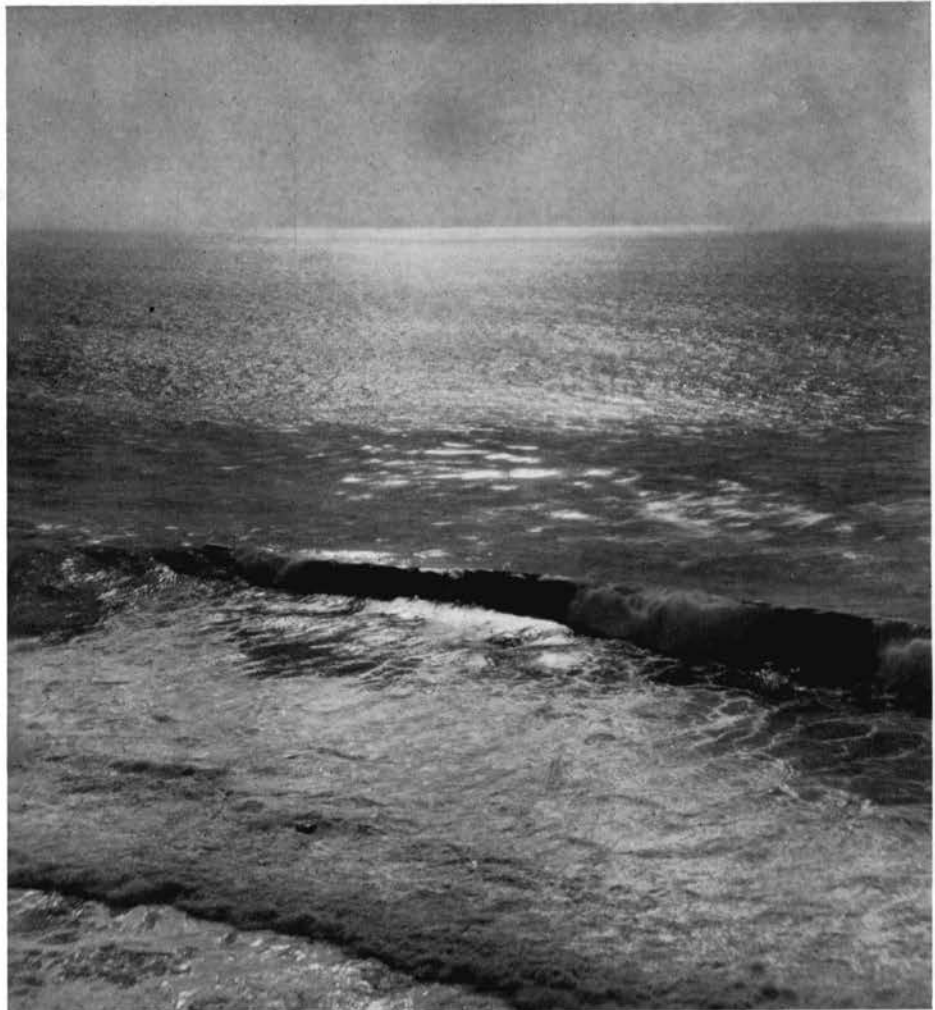
Tentative approval was given the preliminary designs for this house to be erected upon the southeast corner of Via Alcance and Via Largavista.

*Residence for Mr. S. N. Rickard on Lot 6102-7—
 Valmonte*

The plans for this house on La Selva Place, designed by Mr. Rickard, were ordered to be given final approval by the secretary, provided certain minor changes in windows and roof line be made.

*House for Mr. S. N. Rickard on Lot 1540-13—
 Malaga Cove*

The secretary was authorized to give final approval for this house on Via Somonte designed by Mr. Rickard, provided certain minor changes be made.



THE LANGUID INVITATION OF THE SUMMER SEA