

CABINLAND

MAY

Published Monthly by the
REDWOOD ESTATES COMPANY, LOS GATOS, CALIFORNIA

1929

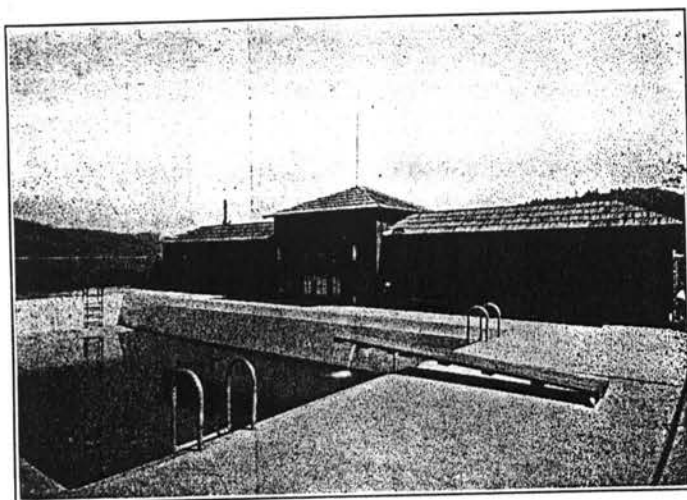


A Drive at Redwood Estates
Beauty—Sunshine—Quiet



"It Won't be Long Now"

Redwood Estates Swimming Pool to Open Memorial Day



The Swimming Pool at Redwood Estates will open Memorial Day, May 30th, and will be open each week-end until the close of the school year, about June 15th, after which time it will be open daily except Monday.

Mr. Harold Easterbrook, Los Gatos High School athlete, has been engaged as attendant and life guard. He has had previous experience and comes well qualified for the position.

"Owner's Card" for 1929 is being sent each lot owner with this issue of "Cabinland." This card entitles the owner and family to the privileges of the pool for the season of 1929 without cost, subject to the following conditions:

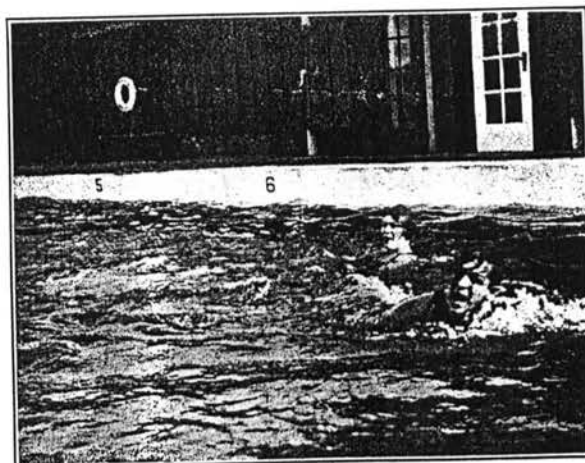
1. Suits and towels must be furnished by bathers.
2. All bathers must take a shower before entering pool.

3. No one to enter pool unless admitted by the attendant.
4. Pool open during hours as posted.
5. All pool equipment used at bather's risk.

The pool is the property of the lot owners and we earnestly request each owner to co-operate with Redwood Estates Company to the end that it may be well cared for and kept clean and sanitary.

No admittance except by card.

As our owners are aware, the Redwood Estates pool was erected at a cost of some \$12,000.00. It has a complete filtration plant, electrically operated; showers, commodious dressing rooms and plenty of clear mountain air and bright sunshine.



Cabinland

The Magazine of REDWOOD ESTATES, the Mountain Subdivision near Los Gatos
Published by the Redwood Estates Company, Los Gatos, California

MAY

1929

Your Telling - -

is the Most Valuable Form of Advertising

There is much discussion in business circles regarding the relative value of the different forms of advertising, such as newspaper and magazine advertising, billboard advertising, radio broadcasting, and circular advertising.

But, without a question or doubt, the most valuable form of advertising of all usually isn't thought of as advertising. We refer to the favorable publicity that personal recommendation gives a commodity or project.

Ordinarily it is not particularly to your interest to further the sales welfare of anything you have purchased. But even so, you frequently mention such an item because of your enthusiasm for it, or because you think it will render a friend or acquaintance the same valuable service that you got from it.

However, in the case of your purchase of property in Redwood Estates, you have a very real personal-interest reason for giving it what publicity you can because the building up of your equity is very much a matter of the pace at which Redwood Estates is built up as a Cabin community.

We have spent a lot of money in advertising Redwood Estates in newspapers and through billboard and direct by mail advertising. We believe that we can rightly claim that we have been doing our part in this respect, and we propose to aggressively continue on this job of advertising Redwood Estates and the advantages it offers.

But we want that most-valuable-of-all form of advertising — the advertising that our Cabin Site Owners, through the simple procedure of

enthusiastically mentioning Redwood Estates, can give it.

What we say in our regular forms of advertising may be discounted, and even discredited, by those who read it. What you say is given full credence. The very fact that you have bought, if mentioned, is an endorsement that hardly needs to be followed up by further comment.

You want Redwood Estates to be built up as speedily as possible and you want as neighbors there, the kind of people you select for friends.

The two things that have increased values at Redwood Estates are, first: the sale of lots to many different owners, and, second: the spending of approximately half a million dollars by those owners and the Redwood Estates Company. The passing of time without improvements and added population does not enhance the value of any property. It has taken about two years to accomplish what has been done at Redwood Estates to date. It will probably take two years more to complete the sale and development without your full co-operation. With it, the same result might be accomplished in possibly one-half the time. It means to you, with the whole deal completed, your property will increase in value and this in a comparatively short time, as against two or three years.

The rapid increase in value of your property as a result of the completion of the sale and development within a short space of time is the most important reason why you should make a real effort to assist in accomplishing this result. Thank you!



Among Ourselves



Estates Home of Mr. A. Zarevich
of Cupertino

UP TO THE HILLS

By Eleanor S. Warner

Here in my house there is plenty to do
And I have small time for roaming,
But up to the hills so still and so blue
My eyes and my spirit go homing.

Here there is toil and here there is care,
From morn with its rose till gloaming,
But up in the hills so far and so fair
The heart of me ever goes homing.

Up to the peaks where the dark, singing pines
Through the mist and the sun go marching,
Up through the storm with their
vanquishing lines
My conquering soul goes marching.

There with the wild geese high on the wing
The wind and the rain-cloud breasting,
There where their vanishing ribbons swing
My venturesome spirit goes questing.

Over my day with its fever and fret
The silver of cascades is falling;
I with the columbines purple and wet
Hear God in His mountains calling.

—Courtesy of a Lot Owner.



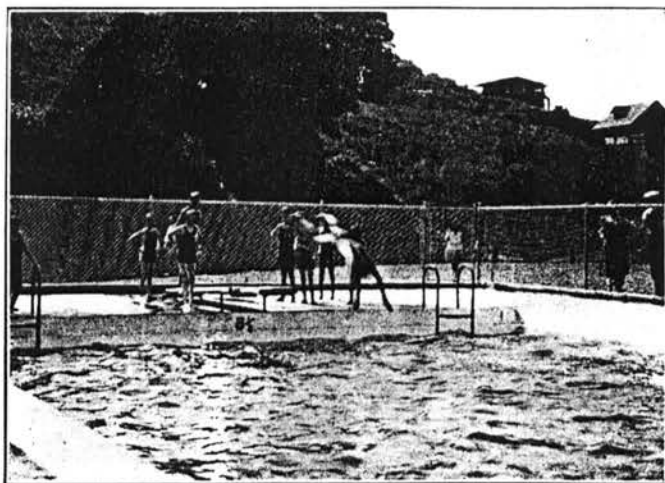
LOS GATOS The Cats

Close up against the pine-clad hills,
Through which a canyon cleaves a trail,
Where scamper little rippling rills
Adown each flower purpled vale,
Los Gatos smiles in sweet content
And satisfied tranquillity—
A lucky town, that nature lent
A bit of prisoned ecstasy.

She basks in sun that filters through
The pine-tang breezes, whispering low,
And sparkles on the morning dew
And paints the evening's afterglow.
And from the sea and down the cleft
The gentle zephyrs softly croon—
A lucky town, where nature left
A large and luscious slice of June.

* * *

Slang days are these: apt phrases fall
From modern lips today, and that's
The reason why it's fair to call
That lucky sylvan town "The Cats!"
—Miles Overholt.



Among Ourselves

Oakland, California,
April 5, 1929.

Redwood Estates Company,
Los Gatos, California.
Gentlemen:

I note with special interest the fine issue of "Cabinland" received a few days ago—from the striking photo on the cover through to the last page.

I note some new names in the management and a fresh spirit expressed. I was specially interested in the reprint of the story of "Mountain Charley." I was born in Santa Cruz, my father having been a California pioneer. He was county assessor during the years from 1862 to 1872. Many is the time I have heard him repeat to visitors in our home that "bear story," and many times he was overnight guest in "Mountain Charley's" house.

Father used to ride over the country horse-back, and once he had the thrilling experience of being chased by a bear himself, but escaped by being on old Dick's back!

I am enclosing check for my monthly payment on my lot. I sincerely trust this will be a prosperous year for the Company.

Sincerely yours,

F. H. T.



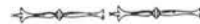
The beautiful View over the Valley was almost too much for our small camera



GOOD ENOUGH FOR ME

Where the autumns and the springtimes
Are by equal glory graced,
Where the winters are the summers
That Dame Nature has displaced,
Where every moment is a note
In an eternal song
That sings adown our poppied fields
Through all the seasons long,
Where roses with the lilies vie
Through every fragrant day,
And Heaven seems so very nigh
It can't be far away,
Where close to man on every hand
Are mountains or the sea—
We l, this is California and it is
Good enough for me.

—A. Sylvanus.



Greeting

With apologies to Frank R. Brentlinger
Here are mountains—wondrous mountains—

With a thousand tones of green;
Here are canyons—deep, dark gorges—
Lending myst'ry to the scene;
Here are crooked trails a-winding
Up and over through the view—
Redwood Estates has everything—
Everything for you!

Here are big trees—giant redwoods—
Older than Assyria's Jew;
Redwood Estates has everything—
Everything for you!



Name Your Neighbors

You, as a cabin-site owner at Redwood Estates, have a privilege that property owners seldom have. You have the opportunity to select your neighbors—to say who shall or shall not live near you.

That is so unusual and rare a privilege that it should be exercised. Redwood Estates affords you an opportunity to live in your ideal of what a community should be, by the simple process of your helping to make it that type of community.

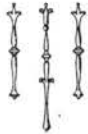
Selective selling, such as we practice at Redwood Estates, is expensive selling. It does not permit of the wholesale method of disposing of lots that is possible where no such selling standards are observed. It is vital to your property interests that the selective method of selling that we follow at Redwood Estates shall be successful, and to be so, your co-operation must be forthcoming.

We have given, and continue to give, Red-

wood Estates every physical advantage it is possible to give a community development. But the something that really sets the stamp of public approval on a community is the type and class of people who make it a community.

Values are in line to be doubled at Redwood Estates if those who now own cabin sites will assist us in bringing to Redwood Estates the type of residents that build up community values.

The job of selling the lots that are still available in Redwood Estates is our job, and we have reason to feel that we are making a creditable showing, both in the quantity and the quality of our sales. We are not endeavoring to get cabin-site owners to do our sales work for us, but we do want to call attention to the fact that you can do much to help us to bring to Redwood Estates the type of people you want as neighbors and the class of people who build up community values.



Don't Miss The 11th Annual Pageant, Los Gatos "THE MAGIC LAMP"

An Outdoor Extravaganza

8 P. M. JUNE, 21ST AND 22ND



Redwood Estates

About 2 years ago, a mountain ranch.
TODAY-- A mountain subdivision of
over 2,000 wonderful cabinsites, with--

Oiled and graveled roads.

Pure mountain water piped to every lot.

Storage provided by specially constructed tunnels and five reinforced concrete reservoirs.

Electrically operated equipment.

A United States Postoffice—"REDWOOD ESTATES." Daily mail service.

Pacific Gas & Electric Co. electric service.

Telephone service operated by Los Gatos Telephone Company.

\$12,000.00 swimming pool built of reinforced concrete, commodious bathhouse and complete equipment, including modern filtration plant electrically operated.

10 acres, landscaped, comprising the Community Recreation Center, with dance Pavilion, double tennis courts, children's playground and equipment, shuffleboard, horseshoe courts, archery range, children's pool, barbecue pits, etc.

School bus to Lexington school. Transportation to Los Gatos Union High school. School site set aside at REDWOOD ESTATES.

General store, gas and oil service station, lunch counter and tea room.

Branch Santa Clara County Free Library.

Deputy Santa Clara County Sheriff.

Buildings valued at over \$250,000.00. Others under construction.

Over 125 permanent year-round residents.

Over 1000 persons owning property in REDWOOD ESTATES.

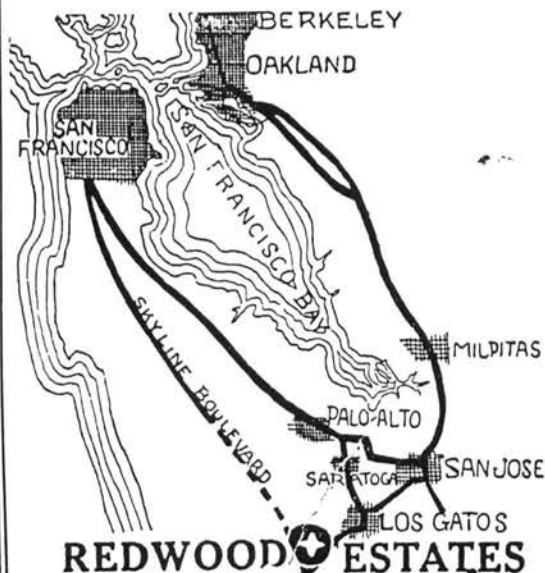
Climate unexcelled all the year.

Insurance.

In case of death of buyer before lot has been entirely paid for, instalments having been properly paid, his heirs will receive a deed to the property without further payment.

Redwood Estates

LOCATED six miles beyond the charming City of Los Gatos, in the beautiful Santa Cruz Mountains, bordering on the Los Gatos-Santa Cruz Highway, the new Skyline Boulevard and the Summit Road, in Santa Clara County. Situated on the northeasterly slope of the mountains, REDWOOD ESTATES is sheltered from fog and wind, yet only nineteen miles from the beach at SANTA CRUZ. An interesting two-hour drive from the Bay Cities—a half-hour from San Jose. A scenic drive from San Francisco upon completion of the new Skyline Boulevard.



If only Dad had bought a Lot on Market Street

When we hear what lots sold for on Market street, San Francisco, just fifty years ago, we can't help but think that Dad was just a little remiss in not picking up a lot or two to pass on to us. It would have cost him only a few hundred dollars, and we would be sitting pretty with the rental it would yield.

That's true enough, and too bad, but unfortunately it is an opportunity that has gone over the dam. A few hundred dollars won't buy real estate on Market street today.

But how about you and your children? Do you look upon Redwood Estates property as

land that will not come into big value for centuries? And if so, isn't that just where Dad missed out? He could not imagine Market street lots that were selling for a few hundred dollars building up to a selling value of thousands of dollars, in what, as time goes, is just a few years.

The principal highways connecting important centers of population will be the Market streets of tomorrow. Of course it looks now as though big money prices for lots down the Los Gatos-Santa Cruz Highway were only very remote possibilities, but that is the way Market street looked to your Dad years ago.

With a Camera 'round Redwood Estates

[Send your Camera Snapshots and their titles to Cabinland Editor. He will be glad to print those suitable.]



Big? Almost 50 feet around!



Another BIG one

