



*AN EXP. EXPERIENCE IN*  
**MODERN LIVING—RANCH STYLE**

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PHOTOGRAPHED BY DANFORTH-TIDMARSH



## RANCH STYLE LIVING

In the mountains north of Santa Barbara, California, Mr. and Mrs. Ray A. Kroc have built a unique ranch designed for their own enjoyment and for the entertainment of their friends. The main lodge of their ranch is a sprawling 17,000 square foot structure that blends into the rolling hills of the peaceful valley surrounded by 3,000 foot peaks of the Santa Ynez mountains.

The house has more comforts and conveniences than most city dwellings and at the same time offers the invigorating atmosphere of the outdoors and the sporting life. No effort was spared in making it a mecca for relaxation and entertainment. Here, Mr. and Mrs. Kroc can have small or large groups of friends as houseguests (the house sleeps thirty-six comfortably), or entertain several hundred people at a party, with the facilities to seat up to a hundred for dinner.

The ranch has also proven to be a favorite place for Mr. Kroc to call a meeting of the executives of his company — the McDonald hamburger organization — which has over 1100 branches around the country. Seminars and lectures can also be held here for the Ray A. Kroc Foundation, an organization devoted to the scientific study of arthritis and diabetes. Here people can meet, discuss ideas, work and play in a relaxed atmosphere without the distractions of the city.

*The soaring roof line of the FRONT OF THE HOUSE (previous spread) is seen beyond a pond with flowers, boulders, and a family of deer sculpted in bronze by artist King Zimmerman. The entrance drive circles this pond to reach the front door. Out of site are a generous parking area and a helicopter pad. Opposite page, the ENTRANCE HALL has a massive and rugged air with heavy panelled doors made in Mexico and a wall of stone extending in from the outside. The furniture and the chandelier are from Paul Ferrante. On this page is a view from the LIVING ROOM toward the Entrance Hall with a game table grouping from Baldachino Antiques, an antique French Provincial mirror from John Nelson, and a large Italian cabinet from Smith & Houchins.*



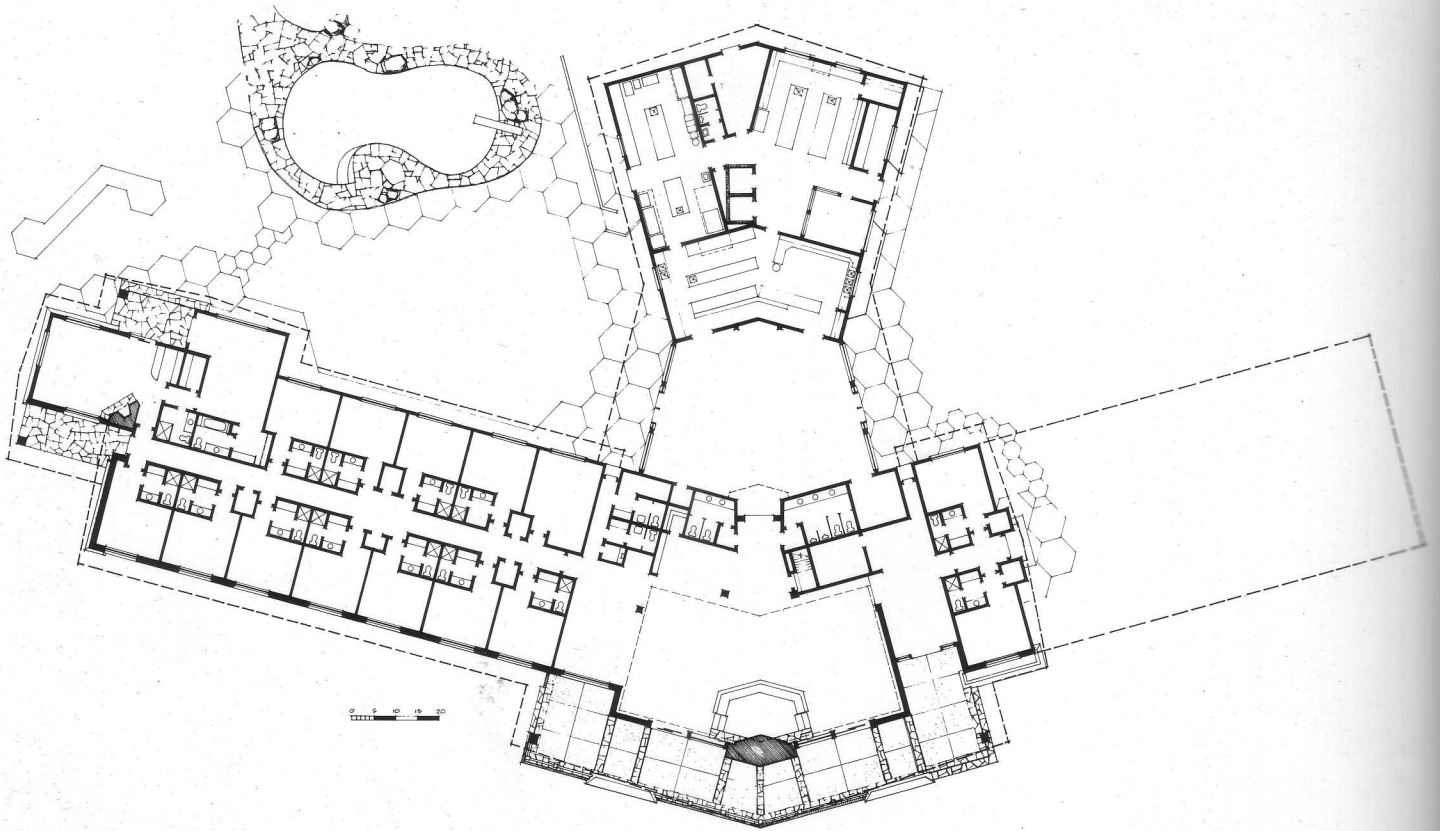






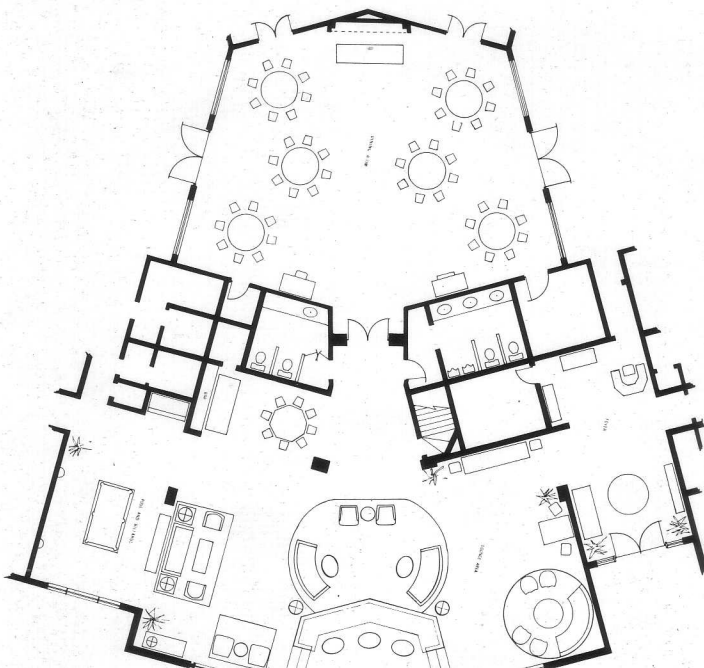
*The LIVING ROOM is seen from a large pit in front of the fireplace. The pit has a twenty-eight foot sofa specially made in one piece and covered in a French made simulated fur from Kneedler-Fauchere. All sofas and chairs were made by Clifford Radford & Sons. Iron and glass tables and their accessories are from Hudson-Rissman; lamps are from Paul Ferrante.*

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*The Floor Plan shows the large Living and Dining Areas which form the core of the house. The Bedroom Wing stretches out in one direction from the central core, with a Master Bedroom Suite at one end.*

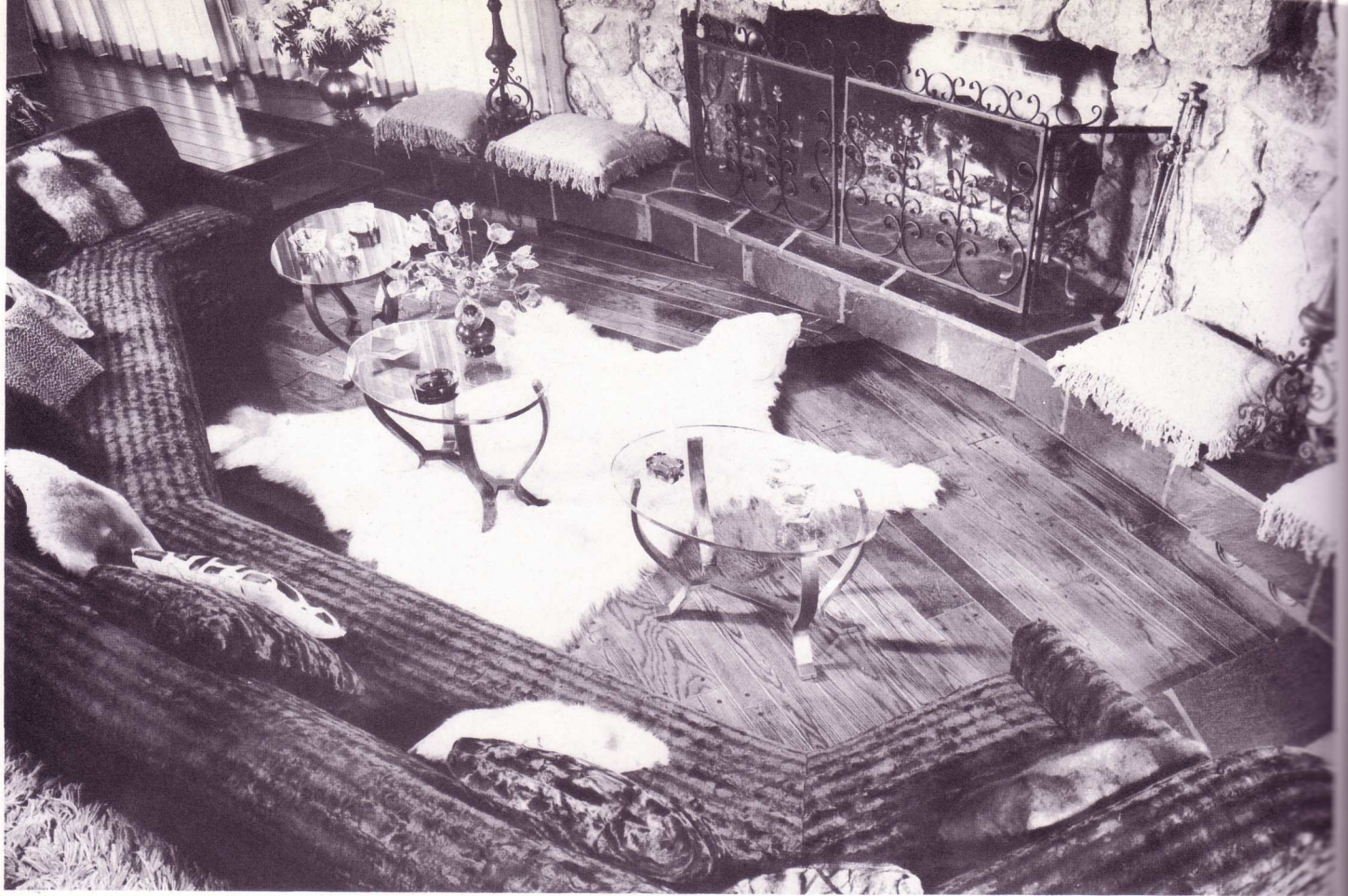
*The furnishing plan shows the various seating arrangements created in the 3500 square foot Living Room. The plan functions for small or large groups, with areas for conversation, cards, billiards, and music.*



*The great scale of the LIVING ROOM is evidenced in the view of the fireplace. One hundred and twenty tons of native stone was gathered from the ranch to build the enormous fireplace and chimney. Over the fireplace the ceiling reaches a height of twenty-eight feet, with exposed beams measuring twelve by twenty-seven inches.*







*Above, the FIREPLACE PIT is seen with its fur-like upholstery and a large Polar bear skin. Below, one corner of the Living Room has a comfortable CONVERSATION GROUP with a sofa and chairs covered in nylon from Trend of the Times. All rugs were made for the house by Decorative Carpets.*





*Above, an automated BAR invites guests to help themselves. An ice maker provides the ice and twelve spigots dispense the desired beverage at the touch of the glass. Near the Bar is a Poker Table Grouping, below, with rustic furniture by Spencer & Co. French painting is from Gallerie Juarez.*





For the recreation of guests, there is horseback riding, swimming, and a myriad of other outdoor sports. Indoors, there are facilities for less vigorous activities such as cards or billiards. The house is designed for the most casual kind of entertaining to make visitors feel as relaxed and "at home" as possible. There is an automated Bar for complete self-service of any kind of beverage; and an unusual cafeteria style of Kitchen setup beckons to the guest to help himself to a wide variety of foods at any time of the day or night. Depending on the occasion, the large Dining Room can be converted to a ballroom or to a movie theater.

In spite of the emphasis that is placed on recreational facilities, parts of the ranch are productive work areas, involved with horse breeding and

training and the raising of cattle. Included is a barn that is certain to be one of the most elaborate in the country – with airconditioning, piped music, and automatic sanitation facilities.

In the design of the house itself, a ranch flavor was maintained throughout. Native stone found on the ranch became a primary building material. Many of the interior walls are wood and floors are random width oak planks. For the interior designer Jamie Ballard and associate George Ulmer, A.I.D. created a contemporary setting with a spirited use of color, comfortable, overscaled upholstered pieces, deep textured rugs and interesting accessories. The successful result is a durable and rugged house for sophisticated ranch living and entertaining.

The DINING ROOM, left, can seat as many as one hundred people for dinner. Tables and chairs are collapsible and can be stored away to convert the room to a ballroom. Room can also be used for lectures or as a movie theatre. Six foot chandeliers were custom made by Paul Ferrante.

At the right, one of the dining tables is set for more formal dining.



The KITCHEN, below, was designed for buffet entertaining. Guests pass a cafeteria style counter and serve themselves from a wide selection of foods.





*In one corner of the Sitting Room, a "panelled" wall opens electrically to reveal a complete BAR & KITCHEN with refrigerator and freezer, cooking facilities and wine storage.*

*The SITTING ROOM in the Master Suite is designed with a single patterned fabric by David & Dash used for walls, draperies, and upholstery. The carpet was made in the exact colors of the fabric by Decorative Carpets.*

*The MASTER BEDROOM is furnished with antiques from Paul Ferrante. The Sitting Room fabric is repeated in this room for draperies. The soft color scheme of the room was derived from colors in the printed fabric.*

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