

# Del Mar

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RESIDENTIAL  
COMMUNITY

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*Home of the world renowned*

# Hotel Del Mar

**I**N AN alluring setting of mountains, sea and semi-tropical verdure stands Hotel Del Mar, Southern California's most picturesque seashore resort.

Here are luxuriously appointed rooms or cottages, with windows open to the sweep of the sea. Guests are offered the facilities for every recreation—golf, bathing, riding, tennis, fishing, dancing. The table-fare is unsurpassed, fresh vegetables being served each day on table d'hôte menu. The hotel is operated on the American Plan and its rates are moderate.

Hotel Del Mar yearly attracts thousands of renowned visitors from all parts of the land, many of whom buy and live at Del Mar.



*Artistic English cottages, in a setting of semi-tropical verdure and with windows open to invigorating sea breezes, offer every luxurious detail of comfort and contentment at Hotel Del Mar.*



# Southern California's Most Picturesque Year 'Round Seashore Community



Typical Spanish villa at Del Mar, with windows framing sweeping vistas of emerald sea, of wooded canyons and hills.

Through the trees out to the sea can be seen the open air plunge and \$50,000 quarter-mile fishing pier.



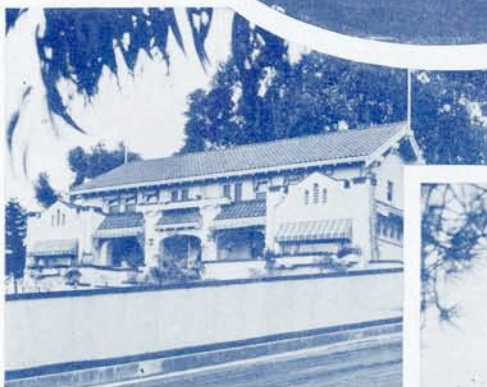
## A Completely Developed Seashore Residential Community

MORE THAN \$1,000,000 worth of improvements are completed and paid for—new water system, roads, all-grass golf course, quarter-mile fishing pier, open air salt water plunge, school and public utility installations. \$1,000,000 worth of fine homes are built. The budget for improvements this year totals \$500,000.

Del Mar has accomplished all this entirely without "boom." It has been owned for many years by the South Coast Land Company, whose Directorate comprises some of California's most widely known business leaders. This is part of one of the most comprehensive development programs on the South Coast, carefully planned and successfully executed.

So Del Mar is not a subdivision. The owners are selling direct to the buyer, giving him the benefit of the subdivider's profit. Thus you can buy today at prices lower than any other property on the South Coast, and know that your investment will double and treble in value.

One of the new Business Buildings at Del Mar, on Main Coast Highway



Beautiful estate at Del Mar in a setting of picturesque Torrey pines, Monterey cypress and eucalyptus.

Miles of enchanting bridle trails lead along the blue Pacific and up through wooded canyons to commanding heights, overlooking ocean, valley and mountain grandeur.



Sites at Del Mar delight the home-builder with their possibilities for landscaping. In the foreground are the picturesque Torrey pines, found no other place in the world.

Sunsets at Del Mar achieve their full bloom of grandeur. Here all the shades of purple, gold and red combine in the sun's final burst of glory before sinking into the Pacific.



THE USUAL year 'round temperature of Del Mar is 72°. Balmy days, nights delightfully cool in summer. Comfortably warm in winter with extreme cold unknown. Such a perfect balance of temperature is rare even in California.

The water is perpetually warmed by the Japanese current. Cooling sea breezes relieve the noon temperature, dying down in the afternoon to make bathing delightful till sunset. Thus you can enjoy your favorite outdoor recreation—golf, swimming, tennis, horseback riding, fishing—from January to December.

Here you may build your cottage-by-the-sea, or a villa set in the quiet seclusion of wooded heights, with a sweep of the broad Pacific. Many live at Del Mar the year 'round, thus enjoying Southern California's most equable climate. Others spend week-ends, holidays and vacations, returning to city homes and office invigorated and refreshed.



# Your Country Estate .... at the Seashore



semi-tropical gardens in the foreground (before completion of recent construction program). Beyond may be seen the gently sloping hills and canyons, heavily wooded with every variety of California trees, and dotted with picturesque home-estates.



Beautiful Spanish estate of Dr. Norval Pierce in a priceless setting of Torrey pines and eucalyptus. . . . If you plan to retire, and live life as you please, why longer endure the crowded confinement of city life? Here you will find peace and contentment, unhurried living. Rest and recreation. Congenial neighbors. Life's span lengthens in this healthful environment.



## GOLF

New all-grass course, in charge of well-known professional. Beautiful fairways, sporty barrancas, sand traps, perfect greens, make this one of Southern California's most interesting courses.



If you could slip away from the congested city and in three and one-half hours draw up before a Spanish villa. If in this setting of emerald sea, of wooded hills and canyons you could let tired nerves relax . . . if you could call this all your own, to enjoy week-ends and vacations through the year—or as a perpetual homeplace—wouldn't life be more worthwhile?





# New Beach Unit Now Open

JUST A FEW STEPS from your home to the clean white sands of California's finest bathing beach. Behind rise the wooded hills and canyons which have made Del Mar famous the world over. The new Coast Highway bisects this unit, which means that values will double and treble.

Here are residence lots with sensible restrictions—convenient to beach, bath house, pier and golf course.

Income lots assure profitable returns. Apartments, flats and courts are really needed. All rental space at Del Mar is already leased, and is at a premium.

*Prices \$1100 and up*

*Terms 20% Down, Balance 4 Years*



*Open Air Salt Water Plunge at Del Mar*

# Your Favorite Outdoor Sport



## BATHING

Three miles of broad, level beach, pronounced the finest in California. Practically level for 100 yards. Undertow and rip-tides are unknown. Children can bathe all day in perfect safety. Also a warmed filtered salt water, open air plunge.

## RIDING

Riding stables and good horses. Miles of picturesque bridle paths that lead along the blue Pacific, then up thru wooded canyons to commanding heights overlooking ocean, valley and mountain grandeur.

## TENNIS

Fine cement tennis courts overlooking the ocean.

## FISHING

From quarter-mile pier. Also at the mouth of the San Dieguito River. Lovers of this sport report good catches the year around.

## HOW TO REACH DEL MAR

Del Mar is situated on the main Coast Highway 105 miles south of Los Angeles. Reached by motor, over paved highway in three and one-half hours. Two and one-half hours by Santa Fe Railroad. One hour north of San Diego.

**South Coast Land Co.**

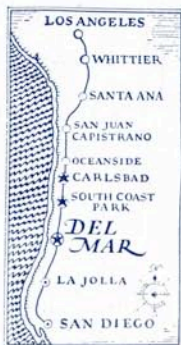
**HAROLD S. CLARK**

Salesmanager, Del Mar Properties  
DEL MAR, SOUTHERN CALIFORNIA

LOS ANGELES OFFICE

740 S. BROADWAY

PHONE TRINITY 3161







# New Ridge Unit Now Open

HERE ARE ridge and canyon sites—each one generously wooded and offering an uninterrupted view of the ocean. The land rises to an elevation of 400 feet within one-quarter mile of the beach and then drops abruptly, giving a magnificent view of the back country.

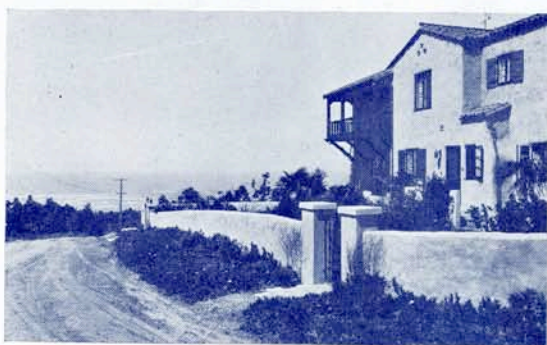
Wide, winding roads of easy ascent are completed. Facilities for outdoor sports—golf course, beach, plunge, fishing pier and riding stables are but a few minutes away.

This unit is part of the development of the South Coast Land Company. It has successfully sold *sixteen subdivisions*—at Carlsbad, North Carlsbad, South Oceanside, South Coast Park and Del Mar. Many of their clients have earned over 500 per cent profit on their purchases in less than three years.

Opening prices are lower than any similar property on the southern shoreline. Due to the great demand for this choice property, we advise you to make early selections, while you can buy at extremely low prices.

*Prices \$1850 and Up*

*Terms 20% Down, Balance 4 Years*



*Daily vistas of trees, hills and sea give constant inspiration at Del Mar. Over a million dollars' worth of homes have been completed here.*