



PRESIDIO HILLS

SILHOUETTED against the blue magnificence of a California sky, Presidio Hills has kept eternal vigil as time turns page after page in the history of the State and the Nation.

Climb to its crest; stand where you may command views of North, East, South and West, and allow your mind's eye to carry you into the dim haze of far away and long ago.

Look to the West! There, through the glorious portal of San Diego bay, comes the white-winged boat of Cabrillo, venturing into an unknown land. And later, here at your feet, Father Junipero Serra kneels in silent supplication, that another white sail will appear in time to save the new-born settlement.

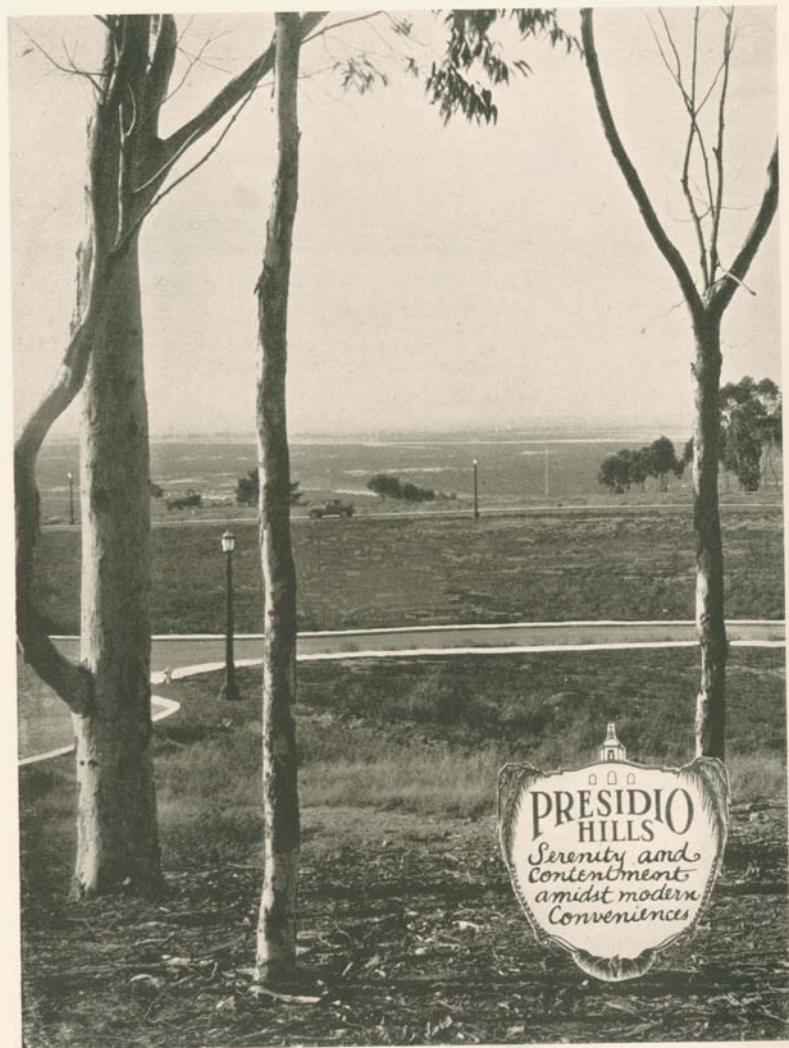
Look to the North! Warriors, in shining helmet and cuirass, march endlessly along the shores of Mission Bay, exultant in this new-found Paradise, searching and seizing in the name of the King. And again we see

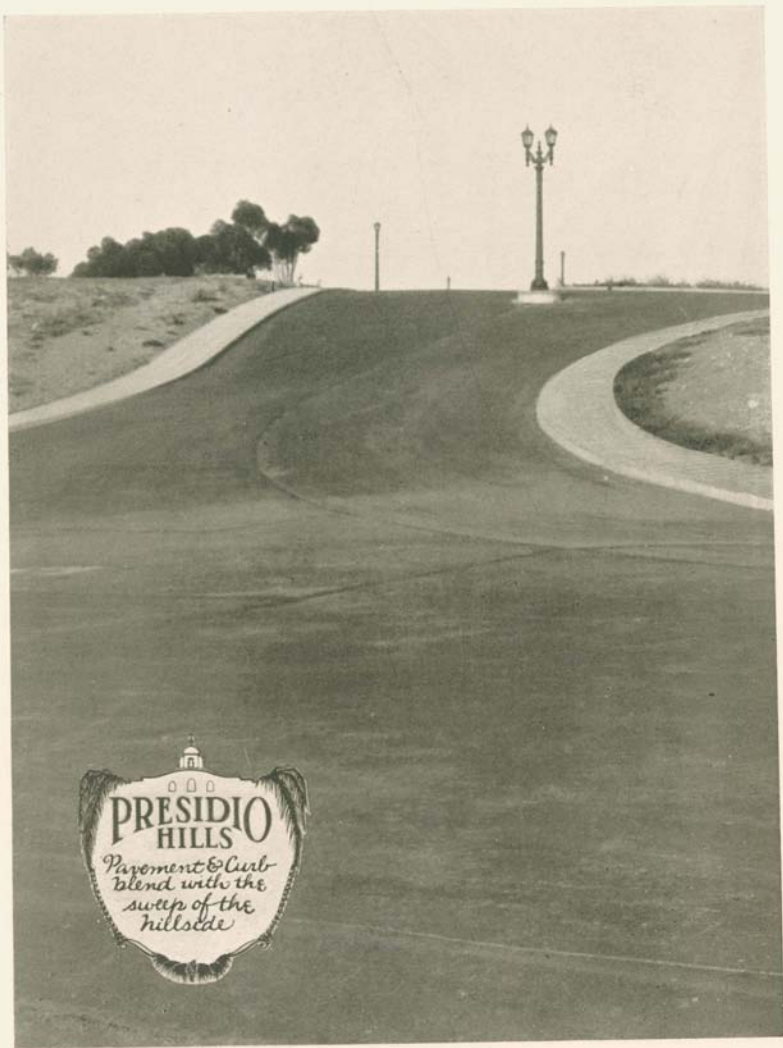
Father Serra on his knees, this time nurturing a tiny plant which, today, seeks to over-tower the kindly slopes which have protected it—California's oldest palm tree.

Now to the East! Down Mission Valley, down El Camino Real, troops a pageant of progress; armoured knights and long-robed priests, peons and peasants, traders and tourists, Kit Carson dragging his way, painfully wounded by Spanish lances, and scouts stealthily returning to Old Fort Stockton.

And now turn to the South. Dreams of the past are pushed aside, for crowding its way to this very edge, a modern city surges. Tall buildings stand in bold relief against the background, while before you spread green lawns, flowering shrubs and fine houses. Presidio Hills can no longer stand aloof, a barren sentinel. Time has turned another page, and Presidio Hills achieves its destiny by becoming magnificent home sites, preserving old traditions in the vistas from the cluster of homes which will be grouped on the summit and gaining new charms from the harmonious character of the modern improvements.

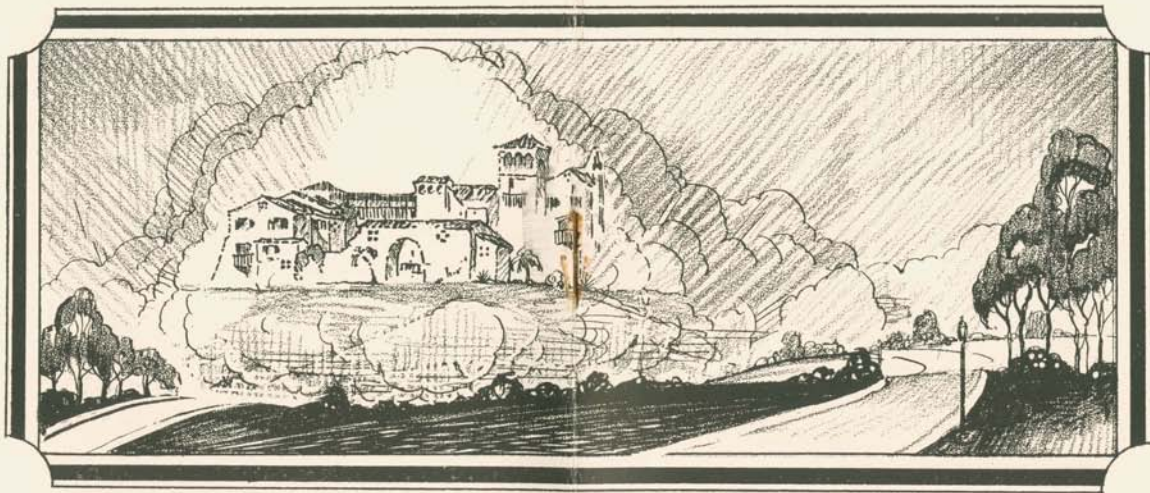












Let's Build Castles in Spain

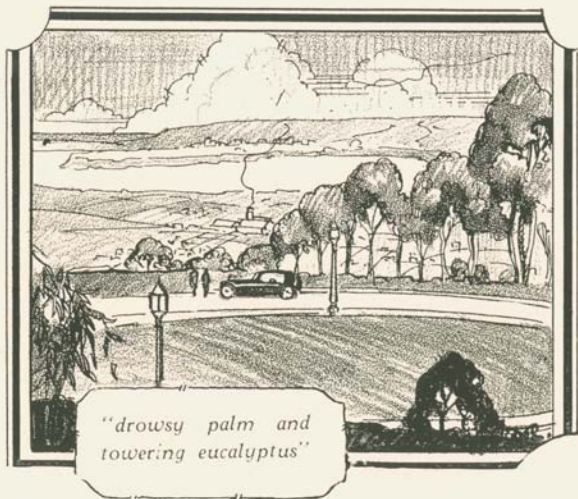
LET'S build an ideal home—a castle in Spain—just as we would if we could create each detail by a desire, or construct each element by a wish.

Brick and mortar? These are but incidental—dreams must precede foundations. The length and the breadth, the number of rooms—these, too, are incidental, for it is the comfort, the convenience, the outlook and the approach which count, and these are the things we dream of when we build “castles in Spain”.

For comfort, then, the weather must be mild the whole year through. Sleet and snow, torrential rains or tempestuous

winds, these have no place in the picture. Rather, let us have a background of towering eucalyptus, drowsy palms and brilliant flowers.

Next, the windows of this castle must command views of mountain, plain and sea, distant islands on the horizon, great ships and tiny boats passing by; and, for the modern touch, airplanes must whirl overhead or come droning to land before us. All these to be replaced at night by millions of twinkling lights and great searchlights casting their beams upon the waters.



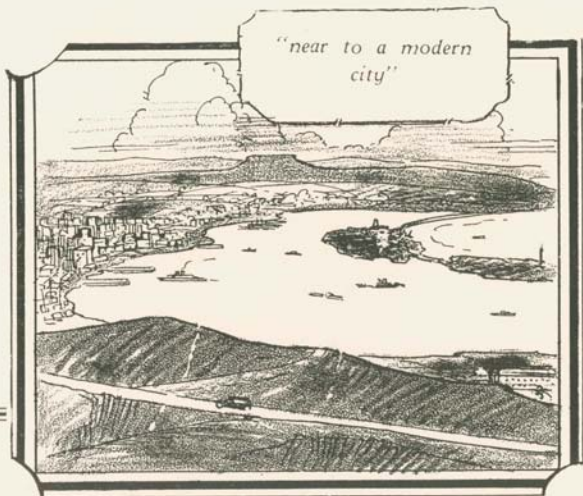
And then, that our view shall never be obscured, or the value of our property diminished by objectionable surroundings, and that our children may associate with others of the same race and culture, it will be necessary that wise restrictions, rigidly enforced, be placed upon the entire locality.

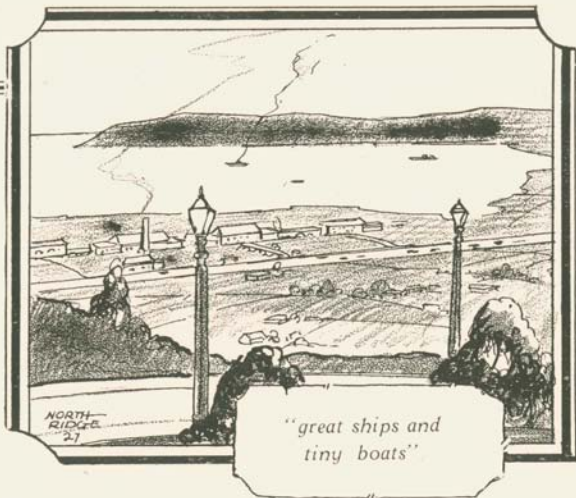
Too, because we live in a modern age, our castle must be near to the business and amusements of a modern city—a city large enough to meet every need, but not so large as to submerge the identity of its inhabitants. Our pathway to this city must be along paved highways, so that downtown destinations may be reached in less than a quarter of an hour.

Furthermore, this castle must be so situated that the very mention of its location will carry a knowledge of the character of its surroundings and yet be so limited in area that friends may easily find their way to our doors.

Nor must any convenience be sacrificed because of its unhampered vistas. Heavy pavements, flanked by wide sidewalks must cover the gracefully contoured streets—covering too, all electric wires, so that the attractive electroliers are the only visual evidences of the ultra-modern improvements.

This, then, is the setting for our “castle in Spain”—a picture of the ideal haunt for a home, and a word-





for-word description of Presidio Hills, San Diego, California.

There are a very limited number of homesites to be sold. For reasons which will later be made public, no additional building sites can be added to this tract. A visit to the property will convince the home-seeker and the investor of the desirability of buying this property at present prices. We will gladly escort you on an inspection trip without obligation.

Telephone, Franklin 1218.

BARNEY & RIFE,

Sales Agents

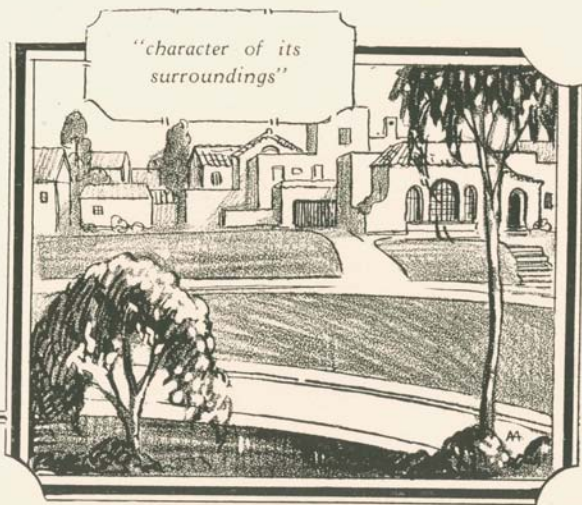
PRESIDIO HILLS

101 Broadway

San Diego, California.

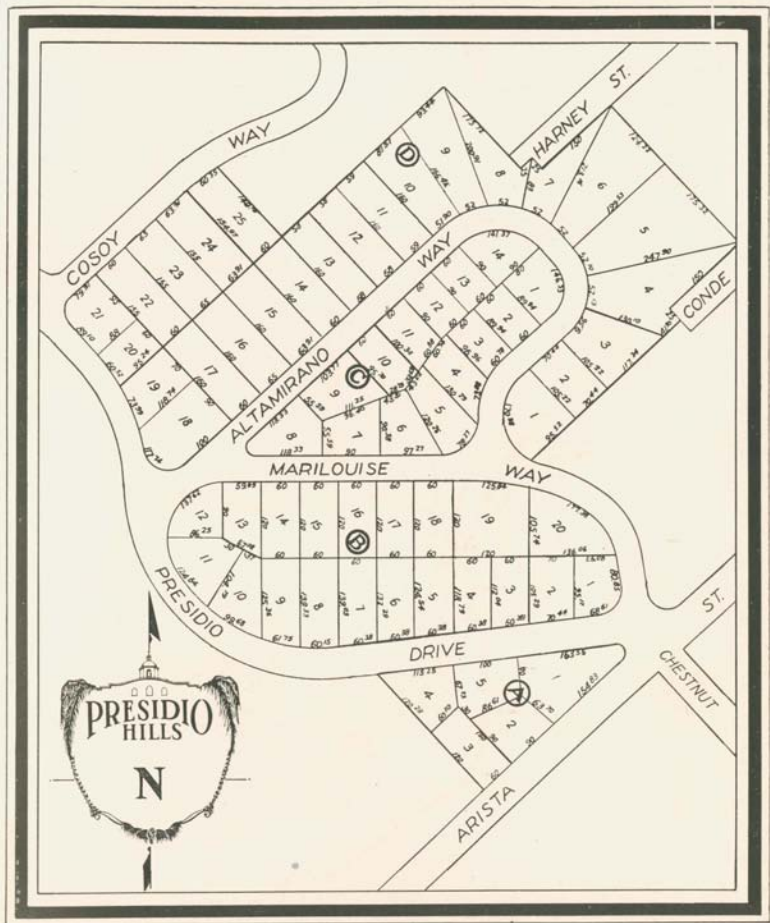
WE consider Presidio Hills to be one of the most attractive opportunities for the home-seeker or investor which we have ever presented to the public during the score of years we have been identified with the upbuilding of San Diego.

*John B. Brown
J. A. Rife*





Four main thoroughfares, protected against cross traffic by "Boulevard Stop" signs, lead from Presidio Hills to downtown San Diego.



The limited number of lots in Presidio Hills were arranged so that each might have an unobstructed view.

