

Ocean Beach

Point Loma



SAN DIEGO
California

Ocean Beach



The very name suggests dashing spray and briny breezes, with all the exhilaration that goes with them, and a more beautiful spot it would be impossible to find. The location is on the West side of Point Loma, from which a rare combination of magnificent mountain and marine views is obtainable. There is over a mile of the finest sandy beach on the California Coast, and fully another mile along a

rock cliff formation with delightful coves and caves to explore, all tending to dispel the monotony that characterizes so many beach resorts.

OCEAN BEACH is in the city limits and is the nearest beach in San Diego to the business center, being entirely within the six-mile circle.

SOIL, a fertile, sandy loam, easily worked and affording good drainage.

WATER is piped from the city reservoir.

CLIMATE, "just San Diego."



"CLEOPATRA'S NEEDLE," OCEAN BEACH

WARM WINTERS AND COOL SUMMERS produce big crops of both Winter and Summer tourists, and a goodly percentage of these people are buying property in San Diego for investment or for future home building. This appreciation of local advantages by non-residents is a big factor in the increase of real estate values, and every desirable residence and resort section is being rapidly marketed and improved.

PRESENT VALUES are greatly in excess of price at which we are quoting this property; however, we intend to sell at these figures until improvements are more advanced.

But time "flies" and "opportunity" with it, and our offering of today may be gone tomorrow. Present purchasers of property will shortly be asking a substantial advance on their investment and we must necessarily advance prices on unsold property, too.

We advise you to buy at once if you want to make "big money."

Just think of beach property accessible to business center, adjacent to such substantial improvements as the Theosophical Homestead, Government fortifications and buildings, fine homes with beautiful grounds, and all within the limited area of Point Loma on which Ocean Beach is located. The Government owns about fourteen hundred acres of Point Loma, the Theosophical Homestead about seven hundred, while the balance is divided among private ownership.

You have the opportunity today to buy a nice building site for a summer cottage at Ocean Beach, at the low price of \$100 per lot, and on easy terms of payment, but the number



"CLIFF COTTAGE," OCEAN BEACH

of lots is limited and the demand is steadily increasing.

The history of beach property at Northern points records phenomenal profits upon small investments, and this, too, in locations that



in no way compare with Point Loma for natural advantages.

What has been accomplished elsewhere can be more than duplicated in San Diego;

it is the last Pacific sea port in this country to be developed. As this City grows in population the most valuable sections outside of the heart of the business center will be the "breathing spaces" that are necessary for the health and recreation of a city's inhabitants, and Ocean Beach is the most accessible of them all; not only as a resort, but for the man of family who desires an out-of-town residence, no better location can be found. All the advantages of suburban residence, yet within the city limits, just the right distance from the business center, permitting the enjoyment of city advantages.

It is the "beginning of things" in San Diego; her growth and progress is steady and sure; her advantages are rapidly becoming recognized all over the world. The influx of home-



BREAKERS, OCEAN BEACH STRAND



seekers is increasing yearly and the best locations will be appropriated first. It will cost more a few months hence to buy a poor piece of property than it does to buy a choice corner today, there-

fore, we advise you to "take hold" at Ocean Beach while the opportunity is yours. You cannot help making a profitable investment.

If you do not want a summer cottage on the property, someone else will, and will be willing to pay you a profit to secure your holding, or to rent your improvements.

Your confidence in San Diego's future must make you realize the opportunity for profitable investment at Ocean Beach today.

Remember, you can buy a lot at Ocean Beach for \$100 now on easy monthly payments, but values cannot long remain where they are; they must advance rapidly.

Think it over! Then act!! But act promptly if you do not wish others to secure what may be yours.

RALSTON REALTY COMPANY

TITLE BUILDING, 841 FIFTH ST.

SAN DIEGO, CALIFORNIA



VIEW FROM THE BLUFF, OCEAN BEACH