



“Cliffton-by-the-Sea”

TWO miles of the most fascinating marine view on the Pacific. From the grand Esplanade on the edge of the bluff overlooking the sea, back some three or four blocks, lies this charming oceanside residence site—the real Newport of the West. In the inauguration of the movement that opened this beauty spot, the owners determined that here should be built the show place of Southern California. Nature had prepared such a harmonious situation as to make the spending of some \$300,000 in the magnificent improvements but a fitting climax; the production of oceanside property of real intrinsic value. High above the tides, and not to be classed with any other ocean frontage in California, it is the superb spot just south of Hotel Redondo.

The work of embellishment has been and is under the direct personal supervision of Engineer V. J. Rowan. The character of cement walks, curbs, gutterings, sewer service and street work; the ornamental landscape gardening and other artistic features are of the highest order. The owners, H. E. Huntington of Los Angeles, J. Downey Harvey, Genevieve Riley, Eleanor, Peter and Walter Martin of San Francisco, are sufficient recom-

mendation as to the standard of excellence required in “Cliffton-by-the-Sea.” Saturday marked the opening sale of this newest and real Newport of the West. Every visitor and investor was charmed by its beauty. We ask that you come out over the property and see the transformation that has quietly been going on the past six months—a visit is sufficient—word pictures will not convey its significance. As an investment it surpasses any seaside property that has been, or will be, offered anyways soon. The electric service via Los Angeles-Redondo line from Second Street, or on Broadway, is superb, landing you right at the property. If you are seeking an oceanside residence, here is what you must have if your choice contemplates congenial environment, high class improvement and an absolutely assured valuation.

The opening prices are considered very low for property of this class. Terms may be arranged to make the purchase on a liberal basis, and there is small question but that as soon as the improvements now in progress are completed and the present palatial homes now in process of erection are finished, the prices will show a marked advance.

You Will Be Highly Repaid to Come Out Today and See This Charming Situation

John D. Foster & Co. W.M. Garland & Co.

221-222 Douglas Building

324 Pacific Electric Building

Agents for Owners

Our attractive offices are located on lot 16, block 5, Catalina avenue, where all cars will stop and courteous attendants will give you any information desired