

\$10 a Month Buys a **Lot in Ocean Terrace**

(San Francisco property.)

Will be placed on sale tomorrow,

Sunday, May 3rd

This beautiful tract, overlooking the ocean, south of the Cliff House, is in readiness for your seaside bungalow.

Investment in out-of-town property may be good, but an investment in San Francisco property is best of all.

Visit us on our opening day and get the advantage of an early choice; grow up with us.

You are invited to visit this property. It will be a pleasant trip. Take any electric car by way of H street to the Ocean boulevard; stop at 48th avenue. Ocean Terrace agents will meet you. Then a pleasant ride by automobile over the property. No time table. Cars to the beach at any moment of the day.

(It's in San Francisco, you know.)

G. A. Turner, General Agent
515-16-17 Pacific Building

Ocean Terrace real estate sale advertisement, *San Francisco Call*, 02 May 1908.

Real Estate and Development

Historical accounts from the late 18th and 19th centuries show that Lands End was perceived as a desolate, forbidding landscape. None but the hardiest would choose to make their homes there.

This reputation began to change in the early decades of the 20th century. Adolph Sutro's creation of landscaped gardens on the bluffs helped would-be residents see potential in the sweeping views offered by coastal properties. Lands End gradually became familiar to San Franciscans.

Steady increases in the efficiency of transportation made Lands End easily accessible from the commercial heart of the city. As San Francisco's development began to spread west toward the ocean, price incentives offered by developers of the "Outside Lands" persuaded those seeking relief from high downtown real estate prices to settle in this formerly isolated locale.

Some residents were surely drawn by the very elements that deterred others: the drama of heavy fogs, the excitement of high winds, and the challenge of life on the edge!