

Corona Del Mar

Newport Beach

LIVE WHERE LIVING
IS WORTH WHILE

Magnificent
in the Nobility
of Its Setting

Admirable
in the Charm
and Refinement of
Its Appointments

Dazzling
in the Hospitality
of a Mediterranean
Atmosphere

Matchless
as a Recreation
Rendezvous

A Most Distinguished
Setting for People
Seeking "the Most
Unusual and Delightful"
Location for
a Beach Home

Where Climate, Scenery,
Swimming, Yachting, Etc.
are Important Factors
to be Considered

Newport Bay
Is a Wonderful
Natural Harbor —

The Only Natural Harbor
Between San Diego
and Santa Barbara

Numerous and Diversified
Yachts Make Their
Moorings Here

The Flow of
Newcomers, Especially
Owners of Pleasure Craft

And Lovers of Aquatic Sports,
Is Becoming Greater
Each Year

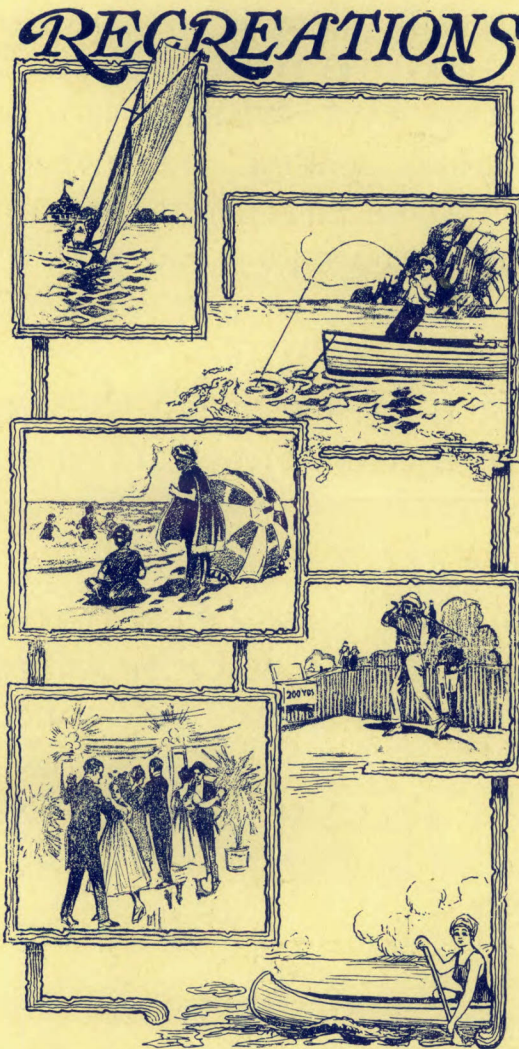
Balboa Yacht Club
Newport Harbor Yacht Club
and Yacht Basins Close By

In Addition to the Adult
Yachting and Sailing Clubs
there are Junior Organizations
for Boys and Girls

Who are Trained in the Various
Aquatic Sports and in
Practical Seamanship

Newport Beach
Is Growing Rapidly

The Community Life
Is Well Worth Considering
when One Is Buying
A Beach Home



Go direct to our Main Tract Office and ask
MR. S. W. WHITCHER
for information desired, or write, phone,
or call on
JOHN SHERROD HARRIS



UNIQUE HOMES



This marketing piece was produced in the 1970's by Unique Homes, Inc. Unique was a Real Estate office in Corona del Mar, and this company is no longer in business. This has been represented as item of interest by for our customers by The Inside Tract, Inc. (www.insidetract.com) of which the President was a former owner of Unique Homes

TO PROSPECTIVE PURCHASERS OF BEACH REAL ESTATE

"WE SAY"

EVERY RIGHT-MINDED MAN AND WOMAN SHOULD PROVIDE FOR THE FUTURE HEALTH AND WELFARE OF THEMSELVES AND THOSE DEPENDENT UPON THEM . . . WHAT IS BETTER THAN A BEACH HOME? . . . WHAT OFFERS MORE ADVANTAGES? . . . THINK OF LONG NIGHTS OF PEACEFUL AND RESTFUL SLEEP AFTER DAYS OF BREATHING THE PURE SALT AIR, BASKING ON THE SAND IN THE SUN'S RAYS, SWIMMING IN THE INVIGORATING SALT WATER, FISHING, BOATING, AND OTHER AQUATIC SPORTS, WHICH NOT ONLY MAKE LIFE WORTH LIVING BUT ALSO BUILD HEALTHY BODIES AND MINDS, MAKING FOR A LONGER AND HAPPIER LIFE.

PLEASE DON'T THINK THIS IS SELFISH ADVICE . . . THINK AGAIN . . . IT IS A FORMULA WHICH HAS BEEN "TRIED OUT" AND PROVED "OUTSTANDINGLY" SUCCESSFUL.

EXIST OF SAND LOTS—BLUFF LOTS—LEVEL "PALISADES" LOTS A BLOCK FROM THE OCEAN—BLUFF ESTATES FRONTING THE OCEAN—BAY PARCELS, SOME WITH BOAT ANCHORAGE—WHICH, FROM THE STANDPOINT OF YOUR OWN EDUCATION, SHOULD BE JUST CAUSE FOR YOUR ASKING OUR TRACT SALESMAN TO SHOW YOU OVER OUR *CORONA DEL MAR* PROPERTIES.

REMEMBER . . . NO SHACKS, NOR THE USUAL BEACH HORRORS SUCH AS MAY BE SEEN ALONG THE COAST IN MANY PLACES, MARRING AND DESTROYING WHAT MIGHT HAVE BEEN A BEAUTIFUL COMMUNITY . . . NO-SIR-EE . . . OUR PROPERTIES ARE RESTRICTED AGAINST SUCH "BEACH HORRORS."

UNIQUE HOMES

Wonderful Corona Del Mar

OF NEWPORT BEACH

ORANGE COUNTY
CALIFORNIA

Lower Right-hand Corner



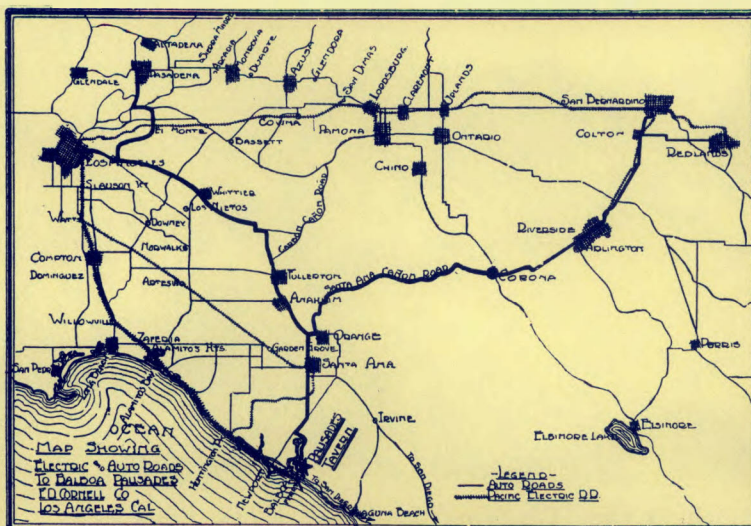
CORONA DEL MAR

COURTESY
of

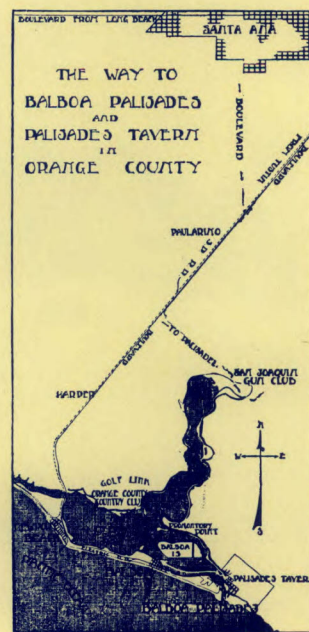
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Kopec
4A

UNIQUE HOMES



SIT ON YOUR FRONT PORCH AND "WATCH THE SHIPS GO BY"



UNIT ONE

Let us show you these beautiful
SAND LOTS and
BLUFF LOTS

Diversified Shapes, Sizes and
Prices.

Nothing on Pacific Coast Like
Them.



SAND SITES—extending from
County Road to Waters of the
Bay.

BLUFF SITES — fronting on
Carnation Avenue, with unob-
structed and unsurpassed view.

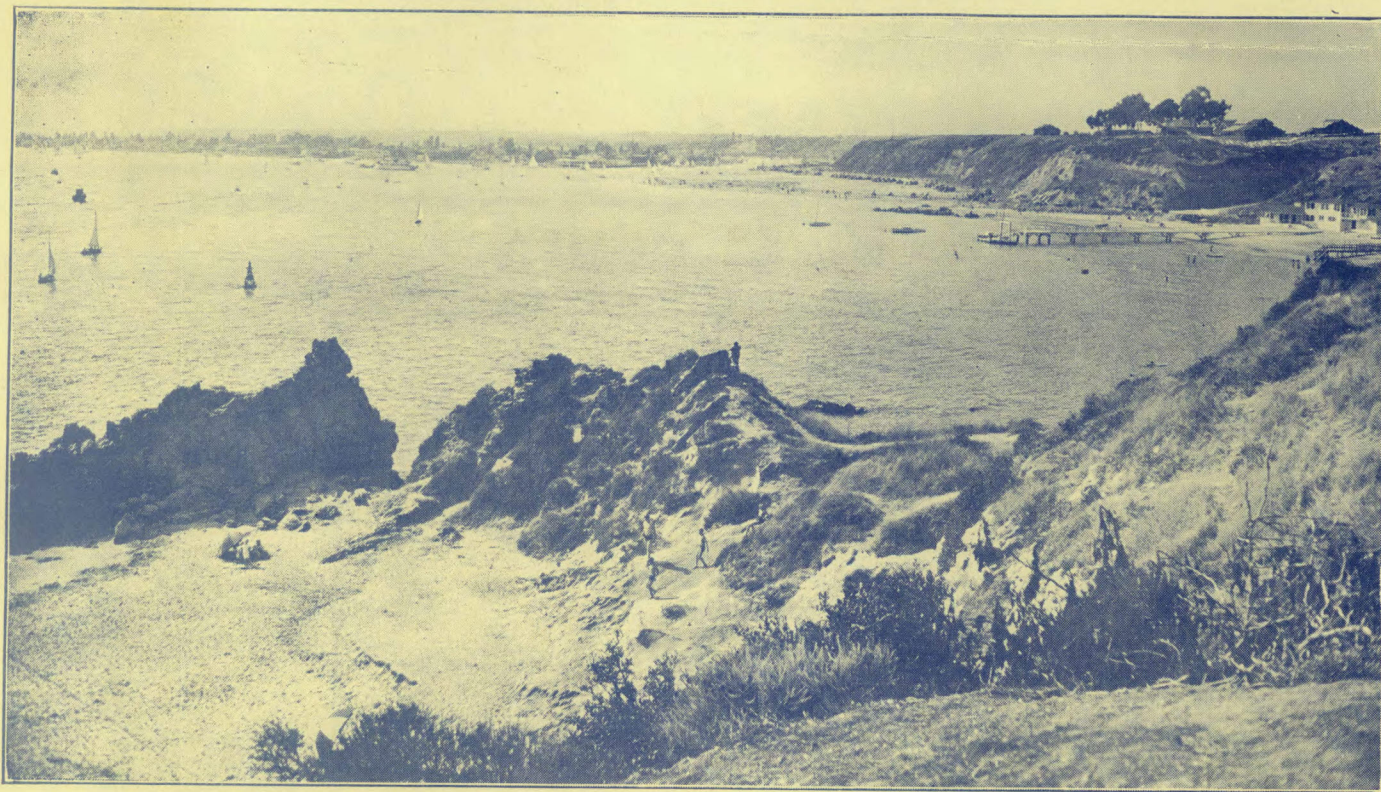
Ask "Our" Tract Salesman
Phone Newport Beach 560

UNIQUE HOMES

OUR SALESMEN ARE GENTLEMEN—NO "HIGH-PRESSURE" METHODS USED



What This Harbor Looked Like Some Years Ago



What Our "Unit One" Looked Like Two Years Ago

UNIT ONE



*The White Spot
of the Pacific Coast
for a Beach Home*



CONSIDER THE GROWTH
OF CORONA DEL MAR
DURING THE PAST
THREE YEARS



IF THE SAME GROWTH
DURING THE NEXT
THREE YEARS,
SHOULDN'T VALUES
INCREASE?



Such "Moving Pictures" with Constantly Changing Scenes Free to Residents or Visitors in Corona Del Mar

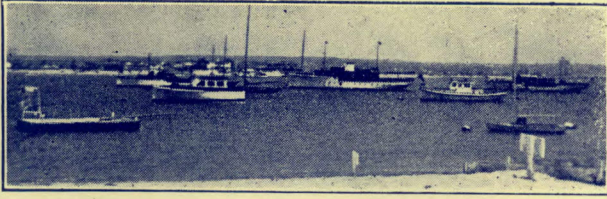


View of One Portion of "Unit One" Today

Using the past development as a guide, no doubt this view will greatly change in the near future. Purchase your homesite now from the owners while the prices are low and terms are extremely easy.

This is an authentic 1937 brochure that was used to sell the original Corona del Mar tracts. It has been carefully reproduced for your interest and enjoyment by Unique Homes Real Estate.


UNIT TWO



MOST OF OUR UNSOLD LOTS IN THIS UNIT ARE FOR SALE IN PAIRS—MEANING THAT EACH BUILDING SITE FRONTS ON 2 STREETS, PERMITTING EACH HOME ON A PAIR OF LOTS TO HAVE ITS OWN PRIVATE ENCLOSED SAND BEACH.

THEN TOO — WE HAVE A FEW INDIVIDUAL LOTS — VARIOUS SHAPES AND SIZES, AT PRICES THAT SHOULD INTEREST THE MOST SKEPTICAL.

"OUR"

MAIN 

TRACT

OFFICE

"ASK THERE"



"OUR"

MR. WHITCHER
WILL ANSWER
"TRUTHFULLY"
YOUR QUESTIONS

"ASK HIM"

Ask a Tract Salesman to give you a plat of this Unit—or of Units One, Three or Four. If you like, he will accompany you over all Units, showing you our properties and giving you full information regarding any parcel. No obligation on your part. Our men are instructed not to use any methods even bordering on "High Pressure" and we do not believe they will. If interested in any particular parcel, have the salesman take you to the Main Tract Office and go over the situation with our Manager, Mr. S. W. Whitcher.

We take pride in doing everything possible to maintain a "high type" of personnel in our sales organization. We invite constructive criticism and suggestions from the public as to any change we might make to improve the present high standard of our CORONA DEL MAR Sales Organization.

WE HAVE FOR SALE IN UNITS ONE
AND TWO:

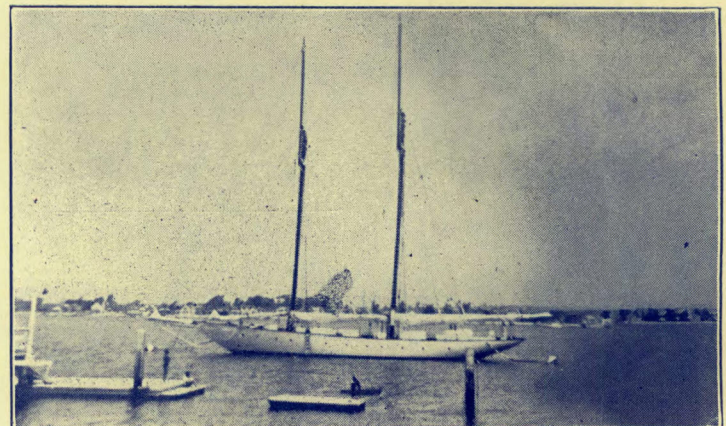
Sand lots fronting on the bay,
Bluff lots overlooking the bay.

IN UNIT THREE:

Sand lots close to the ocean,
Bluff lots overlooking ocean and bay.

IN UNIT FOUR, ABOVE OCEAN BLVD:

New houses,
Level lots.



UNIT TWO

OUR
TRACT
SALESMAN

*At His Station
"Ask Him"*



THIS STATION
*Is at Foot of
Ramp as Shown
in Unit Two
"Ask Him"*



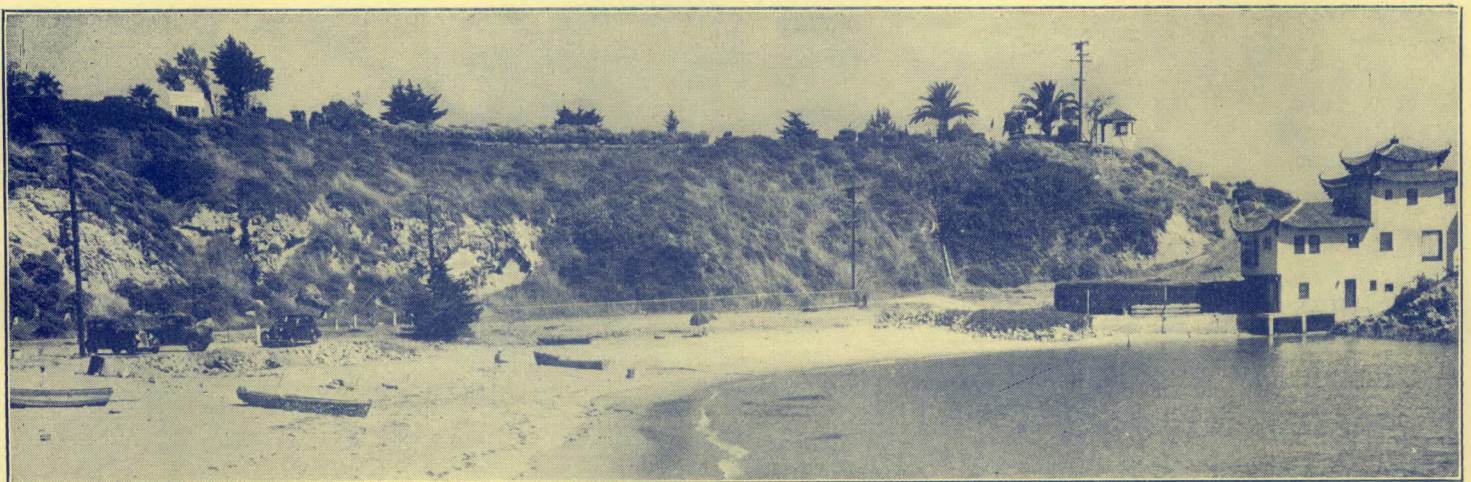
A View of a Portion of Unit Two

WE SAY—IF YOU ARE GOING TO BUY A BEACH SITE
"BUY SOMEWHERE IN NEWPORT BEACH"



NATURALLY, WE HOPE YOU WILL LOOK OVER OUR PROPERTIES IN
CORONA DEL MAR

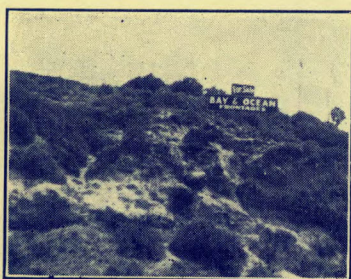
BEFORE MAKING YOUR DEFINITE DECISION AS TO WHAT AND WHERE YOU WILL BUY.
WE RECOMMEND THAT YOU CONSIDER CAREFULLY ALL THE ADVANTAGES AND DIS-
ADVANTAGES OF EACH LOCATION—THEN BUY THAT WHICH SUITS YOU BEST.



View of Another Portion of Unit Two

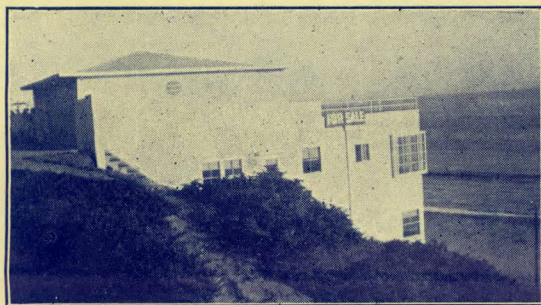
This is an authentic 1937 brochure that was used to sell the original Corona del Mar tracts. It has been carefully reproduced for your interest and enjoyment by Unique Homes Real Estate.

LET US SHOW YOU
OUR BEAUTIFUL
BLUFF HOMESITES



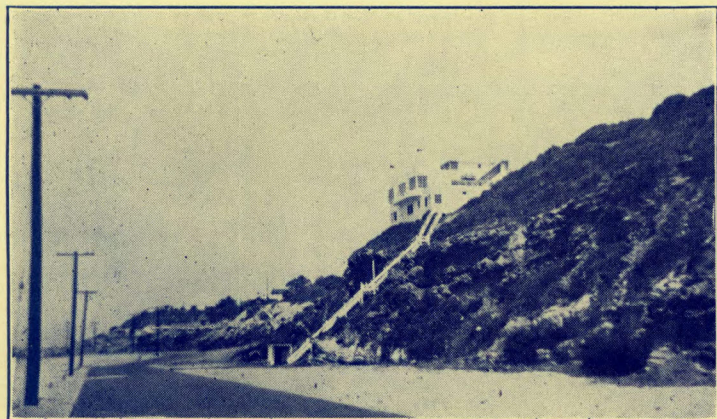
These lots have frontage on Ocean Boulevard and run through to Breakers Drive—see street in center picture showing enclosed subdivision. The house shown below is built on one of these sites.

REALLY A "CREATION"



It is worth your time to go through this model "bluff-beach" home. The view of ocean and bay—even Catalina Island at times—can never be obstructed.

SEE IT



ANOTHER VIEW OF OUR BLUFF SITES

Take "time out" and let our Salesmen show you these sites and explain to you the many, many advantages, the restrictions, etc.

PRICES AND TERMS YOU'LL LIKE

A GENERAL VIEW OF A

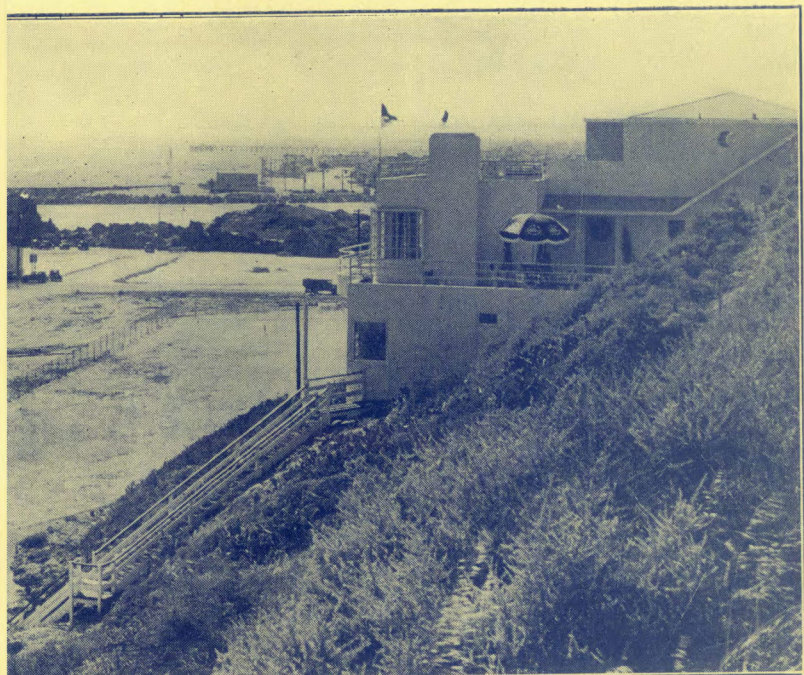


Residence, Residential-Income and Business Lots—at price

ANOTHER GENERAL VIEW OF



PORTION OF UNIT THREE

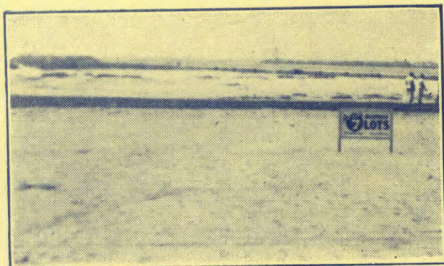


Terms which should interest any "beach-minded" person

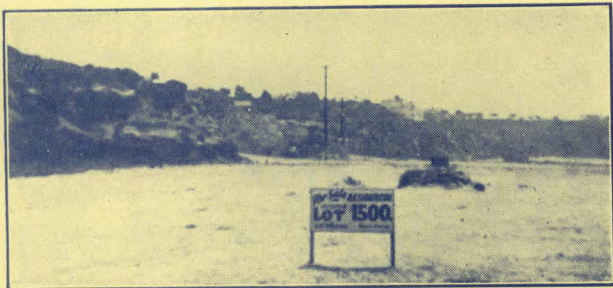
PORTION OF UNIT THREE



SEE THE OCEAN AND BAY



7 BUSINESS LOTS
next to the business building shown in center picture.
ASK FOR PRICE AND TERMS



ANOTHER OCEAN AND BAY VIEW
RESIDENTIAL INCOME LOTS for double bungalow, court or apartment. Let us show you this IDEAL SPOT.



RESIDENCE SITE—ON THE SAND
Close to Ocean—and at a price of \$850, even "Old Man Grumpy" should buy it as a homesite or an investment.



OUR TRACT SALES STATION FOR
UNIT THREE
At the foot of the ramp, at the entrance to the enclosed subdivision.

UNIT FOUR

ASK AT MAIN TRACT OFFICE FOR A SALESMAN TO SHOW YOU OUR PROPERTIES
IN THIS UNIT

217 Larkspur Avenue

This is really a very attractive little beach home—built for us by Leon Yale.

It is only one-half block from Ocean Boulevard, too.

The price is right; terms of a small down payment and easy monthly payments offered to a buyer who can qualify.



TWO THINGS TO CONSIDER

First

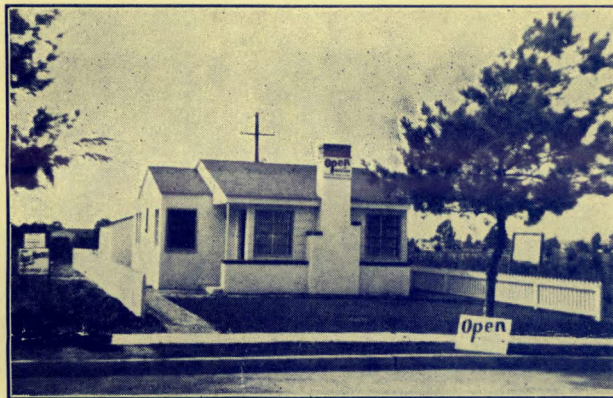
Your family's health and the contentment you will all enjoy in a beach home of your own.

Second

The financial advantage of owning a home at the beach where you can come and go at will—summer or winter—cheaper than renting and gives the family a place to go on week-ends—or you can live there the year round.

315 LARKSPUR AVENUE

Half block from Seaview Avenue.
Ask salesman at Main Tract Office to show you through.



THE LADIES SAY

"It's really the cutest little beach home I ever saw."

\$3,950. FULL PRICE

\$395.00 Cash—

\$39.50 per month,
including 5% interest

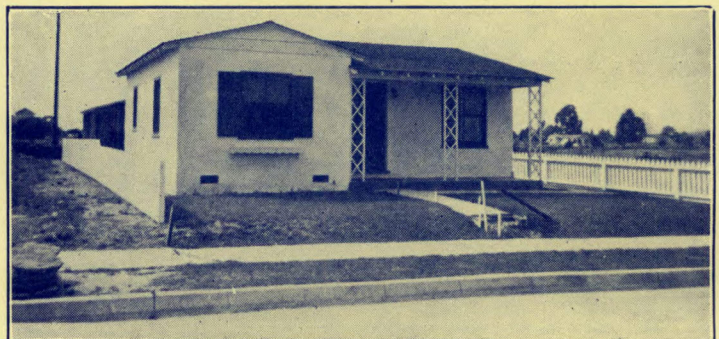
WE HAVE A NUMBER OF UNSOLD LOTS IN THIS UNIT
RANGING IN PRICE FROM \$360 TO \$900
IF YOU WOULD ALLOW OUR SALESMAN TO SHOW THEM TO YOU
AND EXPLAIN THE RESTRICTIONS, PRICES AND TERMS, IT IS
POSSIBLE YOU MIGHT SEE THEIR ADVANTAGES AND WANT TO BUY
ALL WE ASK IS THAT YOU "LET US SHOW THEM TO YOU."

315 JASMINE AVENUE

Another little beach bungalow where a family can enjoy the beach atmosphere and own a home with very little overhead expense.

\$3,300 FULL PRICE

\$300.00 Cash—\$33.00 per month
including 5% interest

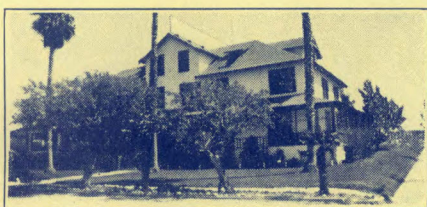


UNIT FOUR



PALISADES TAVERN OPEN

Phone Newport Beach 1456



HOTEL ROOMS

or FURNISHED BUNGALOWS

IN THE COURT

HAVE THE HOSTESS SHOW YOU THROUGH
AND GIVE YOU RATES



CONDUCTED IN A HIGH-CLASS MANNER
THAT WILL BE APPRECIATED
BY THE CLASS OF PEOPLE
WE PREFER TO CATER TO



THIS ENTIRE PROPERTY IS FOR SALE, TOO
Go direct to our Main Tract Office and ask

MR. S. W. WHITCHER

Our Tract Manager, personally, regarding this
particular property, or write, phone, or call on

JOHN SHERROD HARRIS

UNIQUE HOMES



This is an authentic 1937 brochure that was used to sell the original Corona del Mar tracts. It has been carefully reproduced for your interest and enjoyment by Unique Homes Real Estate.

SEE IT!

*Beautiful "Model" Home
a Unique Creation*

OVERLOOKS "WATERS" OF OCEAN AND BAY



715 Ocean Boulevard
CORONA DEL MAR

OPEN

PRICE \$11,750

TERMS
YOU'LL LIKE

WE INVITE YOUR INSPECTION



UNIQUE HOMES

