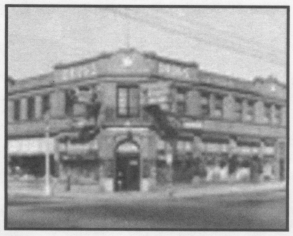
PACIFIC BEACH HISTORICAL SOCIETY
NEWSLETTER



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THE PACIFIC BEACH SALE

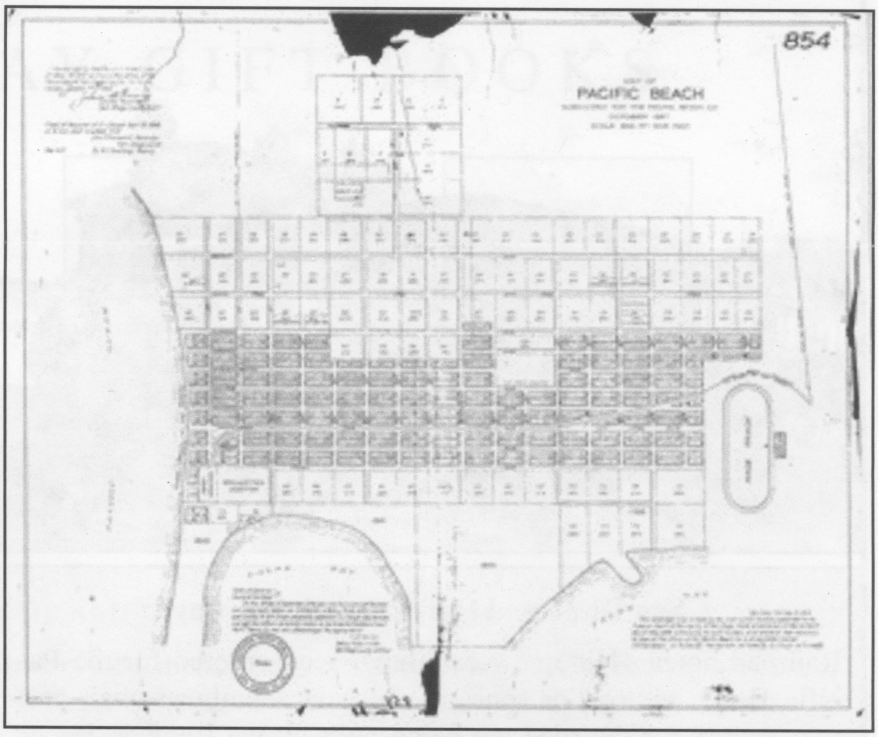
The Opening Sale Yesterday -- A Large Crowd of Purchasers.

(From the San Diego Union, December 13, 1887 -- 125 years ago!!)

All things considered, yesterday's sale of Pacific Beach lots was the most successful in the history of San Diego real estate transactions. Realizing the value of their property, and having faith in its merits, the Pacific Beach Company did not resort to the usual methods of booming the sale.

The property was sold in the same manner that all other business is transacted. No tickets for choice lots were issued, but the sale was conducted on the recognized principal of ""First Come -- First Served"".

In consequence, eager purchasers were on hand many hours in advance of the sale to remain day and night in order to get choice lots. Many predicted that after the first rush in the morning there would be a lull in the sale, but it continued unabating during the day,



The original 1887 Pacific Beach map. The blank square at the center is the 16-acre plot set aside for the San Diego College of Arts and Letters, where Pacific Plaza is today. The oval track of American Driving Park can be seen at the right, with the San Diego, Old Town and Pacific Beach Railway right of way visible working its way around the north end of the racetrack and down Grand Avenue. (Let me know if you'd like an 11 x 14, framable copy of the above map)