

# Westwood Hills

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Janss Investment Co.



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**W**ITH so much already accomplished, Westwood Hills is still in its infancy as a community.

Progress to the present stage is your assurance of the tremendous possibilities for tomorrow.

Already growing several times faster than the general average for Los Angeles as a whole, the advent of the great new University of California to Westwood Hills opens an avenue for development which observers say has never been approached in the history of modern community development.

#### ***University Buildings Started***

Today you see the massive shoulders of the first University structures being reared on a great table-like knoll. The ultimate beauty of this improvement can already be guessed as you gaze across to the spires and dome now taking shape. A little further back and down on what will be the future athletic field, you may see thousands upon thousands of trees and shrubs being gathered and propagated for use in beautifying the Campus grounds. Estimates are that \$25,000,000 or \$30,000,000 will eventually be expended on the 387 acres which comprise the site.

Just as the Janss Investment Company has planned Westwood Hills as the representative home community of the West—so the Regents of the University of California have planned this University to become the outstanding development of its kind.

Imagine the influence which this improvement will have on lot values during the next three or four years.

#### ***The University Opening***

Opening of the Campus is now scheduled for the coming September. Picture the changes which even this event, so close at hand, should bring—with thousands of new residents pouring into Westwood Hills almost overnight.

The rapid improvement of the adjoining estate areas, particularly Holmby Hills, is crowning the adjacent knolls with residences of lavish splendor—homes of business and social leaders who have come from all over the country **TO CREATE THEIR ESTATES AT YOUR VERY DOORSTEP.**

There are four country clubs and one pay-as-you-play golf course **DIRECTLY ADJOINING** Westwood Hills. Their year-

round carpet of velvetgreen is a thing of added beauty such as no other community may boast. A new park, too, is now being created—as a further source of additional lot value.

Adequate restrictions—with more than two-score years yet to run—are your assurance that the beauties you see being created today will be preserved.

#### ***The Brilliant Future Ahead***

To accurately estimate the future heights of prominence which Westwood Hills may achieve, would be impossible at the present moment. But it is a fact that Westwood Hills has, so far, **FAR EXCELLED** even the most optimistic predictions made for its future, five years ago.

Observers today say that Westwood Hills is destined to become the choicest residential area of the city.

You can check this statement yourself by driving out to Westwood Hills. See the University buildings going up. See the magnificent adjoining estates. See the beautiful homes now built and under construction. See the country clubs adjoining—and most of all, **SEE THE HUNDREDS OF WORKMEN WHO ARE BRINGING THIS DREAM-HOME COMMUNITY NEARER COMPLETION EVERY DAY. TEST THE VALUES.**

As a business man and a resident of Los Angeles **YOU OWE IT TO YOURSELF TO INVESTIGATE WESTWOOD HILLS BEFORE "PRE-UNIVERSITY PRICES" BECOME A THING OF THE PAST.**



*Photo Copyright by Spence.*

***Westwood Hills five years after development commenced—a community of nearly 2,000 homes.***

# The Boulevards---

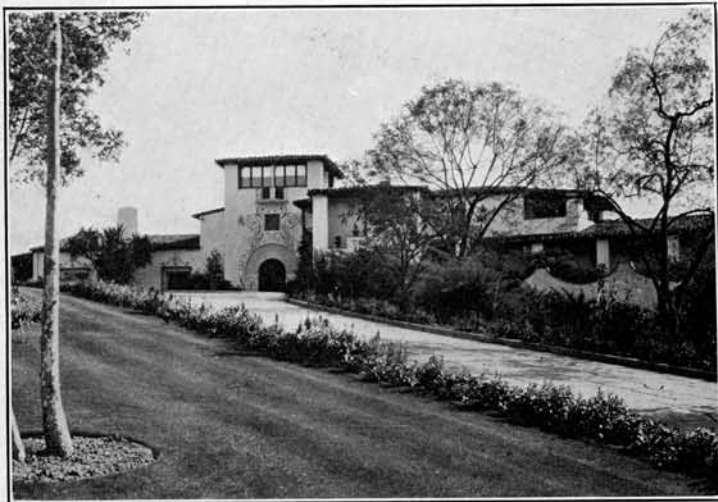
Your approach to Westwood Hills from Los Angeles and Hollywood is via any one of **four** great city-to-sea boulevards:

- (1) **Beverly Boulevard**
- (2) **Wilshire Boulevard**
- (3) **Santa Monica Boulevard**
- (4) **Pico Boulevard**

These arteries are numbered among the most beautiful in Southern California—intersecting the choicest and most exclusive residential districts of Los Angeles, Hollywood and Beverly Hills.

Two additional great cross-arteries, linking Westwood Hills with the San Fernando Valley and boulevards extending to northern and eastern areas of California are now in progress.

Beverly Glen Boulevard is now cut through direct from Westwood Hills to Ventura boulevard. Sepulveda boulevard, bounding Westwood Hills on the west, has been surveyed in preparation for widening and paving.



*This home is typical of the estate development bordering on Westwood Hills—and is seen from both Beverly and Beverly Glen boulevards.*



*New Beverly boulevard offers one of the most impressive scenic drives in the West as it winds through Holmby Hills and Westwood Hills and on to the Pacific Ocean. This view was made near the east entrance to Westwood Hills.*

## The Environment--- Country and Beach Clubs

Adjoining Westwood Hills are four exclusive country clubs and one public golf course:

- (1) The Los Angeles Country Club
- (2) Bel-Air Country Club
- (3) Rancho Country Club
- (4) Hillcrest Country Club
- (5) Westwood Hills Public Golf Course

Five or ten minutes' ride brings you to the Brentwood Country Club to the West and the California Country Club to the South.

In addition, and within a few minutes' drive, are a number of other noted social and recreational havens, including the beach clubs of the beautiful Santa Monica bay district.

The exclusive estate districts of Holmby Hills and Bel Air which are directly across the street from Westwood Hills bring to the district an environment which observers say is unexcelled in the West.

Added to this is the fact that boulevards entering Westwood Hills intersect the finest districts of the city in point of residential desirability.

In other words, you, as a resident of Westwood Hills, number among your neighbors many of the leaders in local business and social life.

# The Improvements---

## Utilities - Parks - Beautification

For the general beautification of Westwood Hills, the Janss Investment Company has provided two Parks.

The first and largest of these is Holmby Park. This is now being developed with a unique "Pony Golf Course" which should be found highly desirable as a practice course almost at your doorstep.

The other is de Neve Square, dedicated to the memory of the founder of the City of Los Angeles.

To the west is the University of California campus which, in itself, is expected to be transformed into a gigantic beauty spot designed by some of the foremost architects of the Pacific Coast. In reality it will be another magnificent park, adding to the beauties of Westwood Hills.

Improvements include wide, full-finished streets, electroliers, sewers, storm drains and, in the northern area, underground conduits for all service wires.



### The Exclusive Westlake School for Girls and Holmby College Now Open

Declared one of the finest and most beautiful schools of its type, The Westlake School for Girls Campus has proven an attractive additional feature to scores of parents.

Plans and sites for additional private educational features are now being prepared. A location fronting on Sepulveda Boulevard has been secured by the St. John's Military Academy.

## - - - The University Village District - - -



*This Architect's Sketch shows the type of buildings which will house the business firms selected to operate in the Westwood Hills "University Village." Plans for the improvement of this Village have been declared unexcelled by any like project in the history of Community Development.*

Among the most interesting of the pending improvements for Westwood Hills in the University "Business Village." This project cannot be compared to any similar development—as the plans embrace a unique combination of beauty and practicability which should develop here a "Business Park" second to none in the new world. A uniform plan of improvements has been selected, this patterned to create a Mediterranean atmosphere.

Such is the appeal of this village that we have already received requests for locations from some of the foremost business houses of the Pacific slope.

# The University of California

## and other Educational Facilities

The advent of the University of California to Westwood Hills brings the completing unit which will enable a resident to provide the family with educational advantages extending from kindergarten up through University almost within a stone's throw of their home.

The four University of California structures illustrated on this page are now under construction.

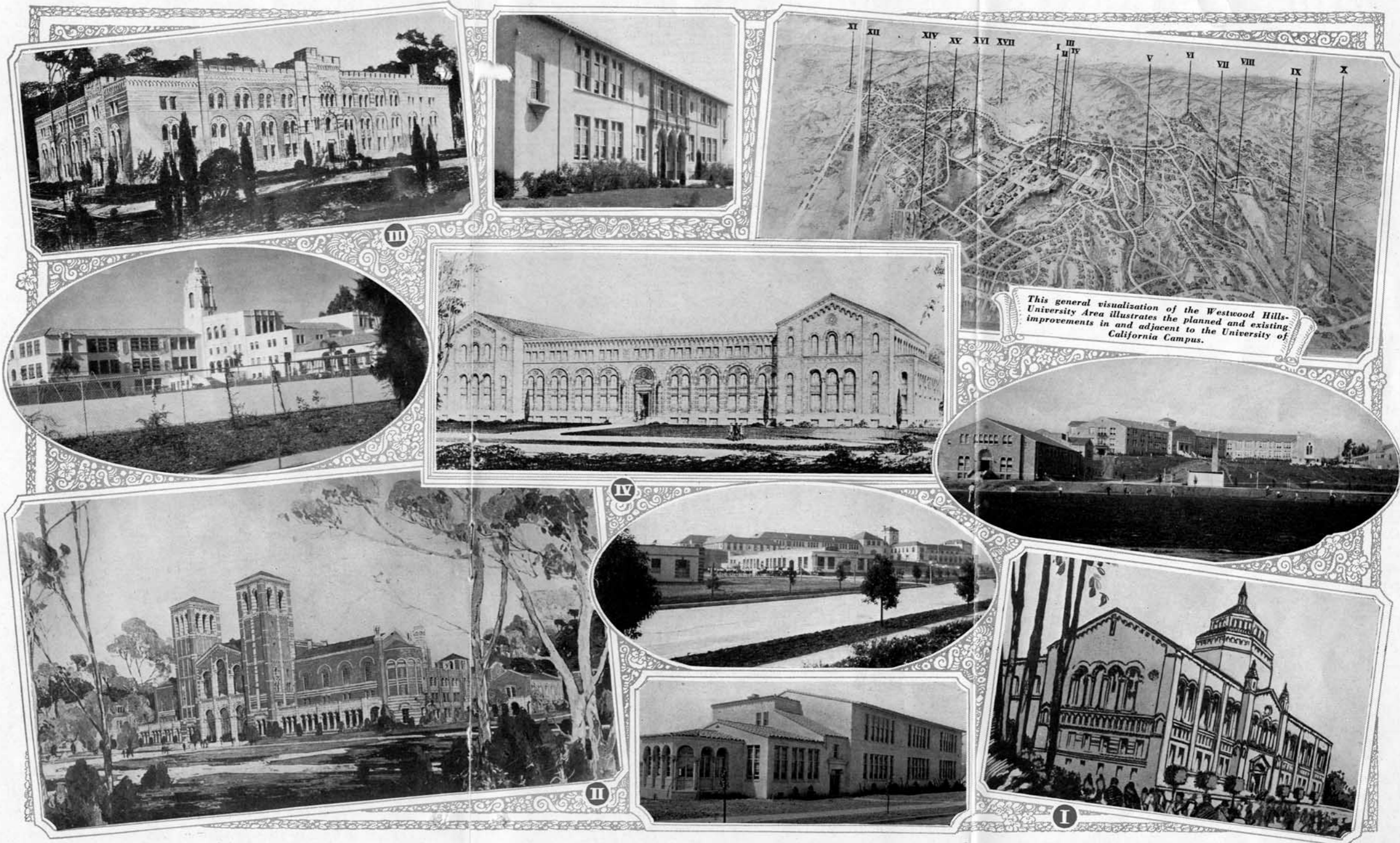
In addition you see:

- Selby Avenue Grammar School
- Westwood-Beverly Intermediate
- Warren G. Harding High School
- Fairborne Avenue School
- Westwood-Beverly High School

Besides these, there are a number of other educational institutions, sites for which have already been secured. In the upper right-hand corner of the accompanying illustrations, is a general view of Westwood Hills north of Wilshire Boulevard. The Roman numerals indicate locations of:

- (I to IV) University Buildings
- (V) School Site
- (VI) Westlake School for Girls site
- (VII) Holmby Park
- (VIII) Holmby Hills
- (IX) Los Angeles Country Club Golf Course
- (X) Los Angeles Country Club House
- (XI) Harvard School site
- (XII) St. John's Military Academy site
- (XIV) University Business Village site
- (XV) Sites for University Faculty Residences
- (XVI) University Athletic Field site
- (XVII) Bel-Air Country Club

## WESTWOOD HILLS IS THE HOME OF FINEST EDUCATIONAL IMPROVEMENTS



# WHAT THE UNIVERSITY of CALIFORNIA MEANS TO WESTWOOD HILLS

By RICHARD E. BLOOMER, Real Estate Editor, Evening Express

THE tradition which lingers about the famous old college towns is priceless. The alumni of our great universities regard the homes of their student days with reverence and return to them in later years as pilgrims to a sacred shrine. Back to Cambridge, New Haven and to Princeton they trek year after year and there find the old campus they knew of yore. There, the greensward seems greener, the trees more friendly, the skies more blue and the sun brighter. The ancient halls of learning draw them as a magnet year after year. Precious memories are awakened, old friendships renewed. Take Harvard from Cambridge, Yale from New Haven or "Old Nassau" from Princeton and you've taken the jewel from the crown. These great institutions identify their community to millions the world over who otherwise would know or care little about it. This is precisely what the new University of California group will do to Westwood Hills.

Already embarked upon a building program which will eventually give Westwood Hills one of the most imposing Universities of the nation, it is the plan of University authorities to pursue the actual construction of the various units without interruption as they are required. Four of the most important of the group are now completed at a cost of about \$3,500,000. Plans for additional structures are already under way.

Occupying an eminence in the heart of the campus, the University will be an imposing sight. Of massive proportions, the various units will follow the Mediterranean style of architecture, so admirably suited to the rolling contour of Westwood Hills. Magnificent views of mountains and sea are obtainable from the campus, and in this respect the location is unsurpassed. A generous portion of land has been set aside for homes for the University's faculty and executives, and it is planned to surround the Campus with fraternity and sorority houses.

Landscaping is underway and already 150,000 trees are in propagation in the University's greenhouses and nurseries on the property. This landscaping plan is a most elaborate one, and will doubtless result in materially enhancing the naturally beautiful area.

That the University of California in Westwood Hills will constitute one of the feature attractions of Southern California is no exaggeration. Enough money is available to create of it an unsurpassed educational group—the total development expenditure may reach \$100,000,000—and in years to come the thousands of

students who graduate will return to Westwood Hills year after year to the scenes of their collegiate days.

Owners of property in Westwood Hills are congratulating themselves afresh each passing day as they contemplate increased values of their realty investment. And justly so, for the establishing of the great University of California on adjoining land is having the inevitable effect of materially enhancing values throughout the district. The reasons for this enhancement are readily understandable.

The present or potential value of any given piece of real estate is commensurate with the present or possible utilization of the land itself. A 50-acre farm, uncultivated, may be worth \$5,000; cultivate this acreage to best advantage and its worth may easily be increased ten fold. A 50-foot city lot, unimproved, may be valued at \$5,000; improve this lot with an income structure and its worth could easily reach \$50,000. However, there must be a REAL reason to warrant the cultivation of the farm, in the first instance, and for the erection of the income units is the latter case.

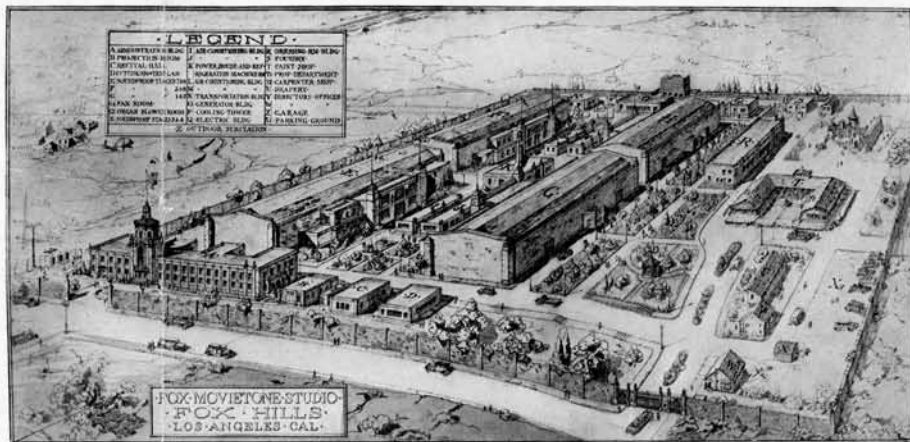
In the case of Westwood Hills, the most potent force behind the phenomenal property value increases which have already taken place there and those which will undoubtedly follow, is the new University of California now under construction there. Not that the University is creating inflated value—for I believe that regardless of it, the property from a strictly residential standpoint is of the best available at comparable prices—but the fact remains that the advent of this great institution of learning has created a very REAL need for private and income dwellings to accommodate a good portion of the 5,000 students and their families, who will comprise the initial enrollment at the University in Westwood Hills. And this need will grow as the University expands. The fact that the University will expand is, in itself, ample reason to anticipate constantly-growing realty values of the limited amount of property available close to this collegiate group. As the enrollment at the University grows, so will the demand for housing accommodations.

Looking at it from another viewpoint, the University will establish a permanent demand for adjacent property. The character and scope of this great undertaking of the State of California assures this. The University will have a perpetual stabilizing affect on property values. Not only will the University establish a sense of security among property owners in the district but it will rebound to their benefit in another important way; an atmosphere of culture and refinement will prevail. This cannot be measured in dollars and cents, but it is of tremendous importance nevertheless.

# THE GIANT NEW "MOVIETONE" STUDIO

—another Value Building  
Feature for the Future.

With a number of the buildings shown in the accompanying illustration already completed, the Fox Film Corporation announces a building program of several million dollars for the Westwood Hills Studio. It is planned to make all of the "Movietone" pictures here. Hundreds of workers are to be regularly employed, and the studio is the largest Talking Picture plant in the world, according to the announcement of Fox officials. As a great number of Motion Picture Studio employees are essentially "renters" it is not difficult to foresee the effect this project should have on adjacent income lots.



*Artist's conception of the Great Fox "Movietone Studio" at Westwood Hills now nearing completion. Declared to be the largest of its type in the world, the plant will provide a pay roll of many thousands of dollars weekly, according to Fox executives.*

## Pre-University Prices To-day Insure Unusual Investment Opportunity

Los Angeles has always been rich in Real Estate Opportunities.

As a resident of this City, you can recall, not dozens, but hundreds of such Opportunities WHICH YOU HAVE HAD. Probably today you look back upon this or that lot which you could have once bought for the proverbial "song" in some new development—a lot which is now worth a small fortune.

Development increases property values.

In Westwood Hills, today, you have the opportunity of investing in a new University Community before the coming of the big crowd—an opportunity rarely duplicated in an entire lifetime!

Come to Westwood Hills today—see the great new University of California campus—see the buildings now rapidly nearing completion—see the hundreds upon hundreds of beautiful homes—see the parks and other high-class improvements—see the charming, winding streets—see the exclusive surroundings!

Prove to yourself that no other community development in the history of metropolitan Los Angeles, or even the entire West, has ever offered such a guarantee of safety and potential future possibilities to the Investor or Homeseeker.

### HOW TO GO:

Drive out Beverly,  
Wilshire,  
Santa Monica  
or  
Pico Boulevards  
Direct to Property

**Janss Investment Corporation**  
PHONE **MUTUAL 4221**  
SECOND FLOOR SUBWAY TERMINAL BLDG 417 SOUTH HILL ST.

### UPTOWN BRANCH OFFICE:

500 North Western Ave.  
at Maplewood Ave.

### WESTWOOD HILLS OFFICES:

- (1) Corner Pico & Beverly Glen Blvd.
- (2) Santa Monica & Beverly Glen Bldgs.
- (3) Wilshire & Beverly Glen Bldgs.
- (4) Beverly & Beverly Glen Bldgs.
- (5) Santa Monica & Westwood Bldgs.
- (6) Selby Ave. & Wilshire Blvd.
- (7) Beverly Blvd. & Veteran Ave.

∴ 28 Years of Responsibility Behind Each Sale ∴



# Typical Westwood Hills Homes

These homes are representative of the type which may now be purchased at prices ranging from \$7,350 to \$35,000—on easy terms.

