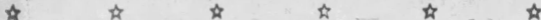



# \$600,000 FOR IMPROVEMENTS AT CHEVIOT HILLS



## Oat Field Few Weeks Ago, Now Scene of Great Activity

A black and white photograph of a large, flat oat field. In the background, a large sign reads "CHEVIOT HILLS". Several people are scattered across the field, some appearing to be working or walking. The field is bordered by a fence in the distance.

### CHEVIOT HILLS

Putting green on Rancho Country Club links adjoining Cheviot Hills.

### Country Clubs Attract Many Purchasers to New and Attractive Subdivision

The opening of Cheviot Hills, the new subdivision located between the California and Rancho country clubs last Sunday by Frans Nelson & Sons, proved a tremendous success. Since the opening approximately 130 lots have been sold.

Nine out of 10 persons who went out to look the property over became owners. Under the conditions presented this was not surprising. They saw a huge construction force at work putting in more than \$600,000' worth of improvements; they saw the beautiful rolling country so desirable for residences and the panoramic view of the country clubs, the mountains, the ocean, Los Angeles or Santa Monica, which every site commands.

#### HOME NEAR COUNTRY CLUB

According to H. F. Nelson, a large number of purchasers are members of either the Rancho or the California country clubs. They

have long been wishing for a home near their club and now that this ideal residential section has been made possible they have selected sites and are making plans to build homes overlooking the beautiful club grounds.

In fact, nearly all who have purchased property at Cheviot Hills have signified their intention of building immediately. Of course, as is natural, a certain percentage of buyers plan to turn their property for a profit. Many of these shrewd investors have already done so.

#### STREETS LAID OUT

"Several days ago a friend of mine purchased a corner fronting on Motor boulevard, which runs straight through Cheviot Hills," said H. F. Nelson. "He even went so far as to have an architect draw plans for a house. A day, or so later he was offered such a large profit for his property that he couldn't afford to ignore it. So, according to the phrase, 'buy a lot, save a lot,' his home will be built on ground elsewhere at Cheviot Hills which was purchased from profit of the sale of his lot."

At present the work being ac-

complished by the construction force is rapidly going forward. Already all the streets have been laid out and Motor avenue has been graded. From a mere oat field that it was a few weeks ago Cheviot Hills has been turned into a site of feverish activity. The rolling hills, with winding roads between, lend themselves to improvements which are sure to make the "Playground of Southern California," as Cheviot Hills has rightly been named, the most beautiful residential section west between Los Angeles and the Pacific.

Six months from now people who have visualized Cheviot Hills as it will be with its streets, houses built, attractive lawns, winding boulevards and other improvements completed will reap the profit from those who waited to see what was going to happen. Home seekers will then be only too glad to pay the higher prices asked in order that they, too, may own a home in a neighborhood where location, scenic beauty and country clubs make a residential section which will be the talk of Los Angeles.