

CHEVIOT HILLS HAS BIG BOOM

In Path of Westward March of Los Angeles

By FRANS NELSON

Of Frans Nelson & Sons, Sub-
dividers of Cheviot Hills

"Westward Ho" has always been the cry through the ages. In ancient history the Teutons swept westward and founded the romance nations. In medieval history Columbus sailed westward and discovered America. In modern history pioneers forged westward and settled California. Territorial development has always been toward the West.

Today in Los Angeles with residential development blocked to the north because of the mountains, to the east and south because of foreign colonies and industrial centers, it leaves only a westward movement for the development of residential sections.

Cheviot Hills, which lies almost in the center of this residential movement west is situated eight miles from Seventh and Broadway and six miles from Santa Monica. It is but a few miles from Beverly Hills on the north and the same distance from Venice on the south.

KING BUYS TRACT

Twenty-seven years ago a westward pioneer by the name of A. L. King purchased this tract of land, which consists of 127 acres, for the mere song of \$7000. Recently we were offered a little over \$500,000 cash for this same property. There is hardly any telling what it will be worth when gas, electricity, sewer and water and street improvements will be established and that is only a short time hence, for we are bending every effort to push this work to completion.

REASON FOR BOOM

I have often been asked the question, "Why will Cheviot Hills be the outstanding piece of property west of Los Angeles?" My answer is: Cheviot Hills borders two of the finest country clubs in

Gate-Keeper's En



Renowned and beautifully landscaped
Frank Melis

Southern California, the California Country Club and the Rancho Country Club, and is but a few miles distant from a third, the Hillcrest Country Club.

As soon as country clubs are established, the property adjacent always increases in value by leaps and bounds. That has been the history of property situated near country clubs in every single city in the United States.

Cheviot Hills, the dividing property between two of the most popular Los Angeles country clubs and bordering each will without doubt rise in value to a peak rarely attained in residential sections.

Cheviot Hills is surrounded by a network of the heaviest traveled boulevards in Southern California, namely, Pico, Venice, Washington, Santa Monica and Wilshire. Motor boulevard which is soon to be completed cuts straight through Cheviot Hills, and together with Beverly Glenn boulevard will serve as the center connecting link for all of these main arteries west.