

# Trousdale home increase on resale put at \$3200 average

An average resale increase of \$3200 on the 500 Trousdale homes built throughout greater Los Angeles since 1942 was disclosed in a recent report made by Paul W. Trousdale & Associates, following a recent survey made by that active firm of community developers.

The survey covered six separate home developments ranging in initial price per home from \$6150 to \$12,600—figures which did not include the swank Trousdale resort development at Palm Springs, of course.

Westdale Village and Valley Westdale, two current developments of two-bath, three-bedroom residences, are said to be showing consistent value climbs even though neither of these tracts is completely sold out. Westdale Village is located at National and Sepulveda Blvds., West Los Angeles. Valley Westdale is in the valley at Woodman Ave. and Riverside Dr.

According to the Trousdale survey among present home owners of Trousdale-built homes, location is a big factor in this substantial dollar increase.

Additional incentives for buy-

## 1948 home building tops for 23 years

A greater number of dwellings will be started in 1948 than in

ing Trousdale homes are said to be the company's reputation for quality construction, and the recently introduced decorating service which affords each home-owner an opportunity to personalize his home through selection of interior colors, wallpaper patterns, linoleum design and fixtures.

The leading design theme which currently features "Outdoor Living," also has proved an added attraction of Trousdale homes.

Many innovations in home building and merchandising have been credited to the Trousdale firm, latest of which is the much talked about "House of Hand-Me-Downs" in Westdale Village.

This unique home was furnished on a limited budget of \$1000 by using hand-me-down knick-knacks and used furniture to prove that a dollar can go a long way in furnishing a home if you know the trick. The house drew thousands of visitors and sales of new homes were record high.

Strategy of the Trousdale promotion is to let the buyer be the judge of quality and style, to welcome the buyer's comparison of all factors including value, quality, location and price with any other similar home.