THAT BIG SIGN

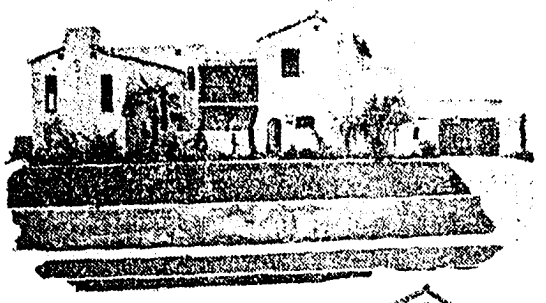
You have seen it,
You know where it is,
It directs you to

MONTE-MAR VISTA

MOUNTAIN SEA VIEW

THE
MOST PERFECTLY
IMPROVED
PROPERTY
IN THE MOST IDEAL
LOCATION
that
HAS EVER BEEN
OFFERED FOR SALE

Completed Improvements
Completed Homes
It is a
FINISHED PRODUCT



Homes of Real Character
Many are under Construction now
–and many more will be built.

Completed Homes-For Sale
You can buy and move in at once
–Price and terms are right.

High ground that sits astride the TIDAL WAVE of Prosperity

Come Today—Buy Adjacent to the Direct Short Route to Beach Cities

LOCATION SUPREME

Exactly half distant from Los Angeles and beach cities. MIDWAY BETWEEN BEVERLY HILLS AND CULVER CITY . . . in the path of every known expensive development. Surrounded by three fine Country Clubs. Within walking distance of the $200,000 Palamor Tennis Club. On the highest point between the city and the sea where fine homesites with perpetual restrictions are limited. Westward progress stops at the ocean and Monte-Mar Vista overlooks and is a part of the EVER RISING TIDE OF VALUABLE LAND . . . and there is but one answer . . . ONCE IT IS GONE THERE CAN NEVER BE MORE LIKE IT.

PICO BOULEVARD 100 FEET WIDE.
The Mighty Street of All

Monte-Mar Vista is south from Pico along Motor Avenue, between the Hillcrest and Rancho Country Clubs. Pico may be a trifle rough today, DUE TO PRESENT PAVING WORK . . . but it is passable . . . and when completed will be the traffic street, the shortest route to the ocean . . . a street where every nearby property will be made valuable, because of it. Drive Pico Boulevard and see Monte-Mar Vista now.

. . . or if you prefer you may drive Washington Boulevard and turn at National Boulevard where signs will direct you. You then enter alongside the California Country Club.

COMPLETE

Monte-Mar Vista stands today as the first "finished product" in residential property that has ever been offered in California history. Improvements are in, Paid for. $700,000 in magnificent homesites already sold. It has elevation but no grades. See the property. Then you will understand. Every home built and every home to be built can look upon a view in every direction. No other property has ever or can ever say as much.

HOMES NOW BUILT
$400,000 Worth

You can buy and move in immediately. The Commercial Construction Company, through its president, Eugene Webb, are centering their entire building program in Monte-Mar Vista, simply because of its perfect location. They know that nothing can keep this wonder location from being the most cherished of all future residence places. $400,000 in perfect homes now built and building. $1,000,000 in fine homes is the program. They have purchased the sites. They have the money to carry through. Drive out. Select a home that you will enjoy, where lawns and shrubs and drives are all in. Where flowers bloom and there is nothing else to do but MOVE IN . . . some of them are pictured above. Others will follow. Everyone will have a view and not a grade to reach them.

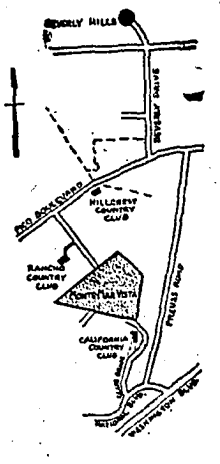
IMPROVEMENTS

Claude Fisher, president of the Fisher Construction Company, has seen to every detail. Concrete streets, wide and of the very finest and costly materials, are now in. Curbs and sidewalks, of the same sincere working crews and the same materials, are in. UNDERGROUND CONDUITS carry electric and telephone wires. Gas and water pipe are in. Sewer connections are in, and no streets will ever be torn up later. Expense has been no object. Ornamental electroliers and trees will line the wide paved streets. Monte-Mar Vista is a sight for everyone to see. No one can dispute the prideful words . . . when we say . . . "It is a finished product."

FACTS! FACTS!

With these wonderful homes, these streets, these improvements, with such a location, there is STILL MORE TO TELL. PRICES ARE RIGHT AND TERMS LIKEWISE. This is the most magnificent property in the world for the price you have to pay. Forever restricted as to stores, unsightly garage and filling stations. No small homes, apartment or bungalow courts will ever be built. Even surrounding property is so well in line with westward progress that it is impossible to ever conceive of undesirable buildings ever being built anywhere near, much less close.

The Glorious Outdoors! The finest beach clubs of the world are within sight and only a short drive. The New University site can be seen to the north along the mountain edge. Just a trifling drive from Monte-Mar Vista. Five minutes to Beverly Hills with its outstanding shops and stores. Theaters and their flaming lights to entice you at night. Close enough to Country Clubs to walk and play before breakfast. Close enough to reach the city in twenty-five minutes. Even a morning dip in the surf is in store. Give yourself and family the opportunity to see what this wonderful location offers.



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