Your ViewPark Home

Overlooks Los Angeles and the mountains.

Is free from special assessments, with all improvements in and paid for.

Is priced to protect investors.

Is located within 20 minutes of downtown Los Angeles, Hollywood, the beaches, and universities.

Is surrounded by cultural environment in an atmosphere of refinement.

Educators, doctors, lawyers, artists, and leading business men are neighbors.

Markets, schools, theaters, banks, and all types of stores and shops complete a nearby business center.

A development of Los Angeles Investment Company

1033 SOUTH BROADWAY - - - PRospect 0251

4235 Crenshaw Boulevard, VE 4235
3555 W. Slauson Avenue, VE 6739
3450 W. Vernon Avenue, VE 2370
5101 Angeles Vista Boulevard, VE 2720
3743 Northland Drive, VE 3739

inquire at any of our offices

Simple answers to your Home Building Problem

THE NATIONAL HOUSING ACT

What is the National Housing Act?
A new Federal mortgage system under which your mortgage is insured against loss by the Federal Housing Administration.

Who can borrow?
Any responsible person seeking a new home.

Where to apply?
The Federal Housing Administration, 756 South Spring Street; the Los Angeles Investment Company, 1033 South Broadway; any bank or lending institution approved by the government.

How much can be borrowed?
Not more than 80% of the appraised value of the property, land and dwelling included, but not in excess of $160,000.

When must the loan be repaid?
In equal monthly payments, at low interest, over a period not exceeding twenty years.

What is the major requirement as to location?
It must be located in a stabilized urban community of high character where water, paving, and other modern conveniences are established, and free from complex assessment problems.

What type of construction will be approved?
Only permanent construction, conforming to the character and restrictions of the locality, of materials and methods of proved durability.

Can an insured mortgage be paid off in full at any time without penalty?
Yes.

What is the first step?
Obtain your property in the right location and determine the approximate cost of the type of home desired. Consult a responsible lending institution, or the Federal Housing Administration, where it can then be determined if your tentative plans are acceptable. Be sure to consult a responsible contractor, or a competent architect.

Will having an insured mortgage prevent my selling my house?
No.

Los Angeles Investment Company
1033 SOUTH BROADWAY - - PRospect 0251
An absolutely uncrowded view of
the

NEW VIEW PARK

BRICK HOME Just Completed in

New Luxurious

with a view that rivals

The Barcelona

основан

Los Angeles Investment Company

This is the Type of Home

Real Estates.

This Home is one of our

carefully selected homes

and Professional Men

Merchants, Manufacturers

16,000,000 Shores

1,000,000 Shores

This Home is one of our

carefully selected homes

and Professional Men

Merchants, Manufacturers

Credit: Los Angeles Times Archives, USC Libraries
Start with a Viewpark site...

Selection of a lot or estate site on the mesa is an excellent way to begin your new home, particularly if you are searching for the very best spot for your better-than-average home.

It's a rare opportunity to build where you are secluded, yet in the very heart of the expanding Los Angeles metropolitan area. A complete shopping center is just a few minutes away, and ribbon-like highways will get you where you want to go in a jiffy.

Drive up to this last Viewpark unit... on the mesa. Note the exceptional homes that you will have as neighbors.

LOS ANGELES INVESTMENT CO.
Main Office: 3450 MOUNT VERNON DRIVE
Information at Tract Offices:
4455 Mount Vernon Dr.
Axminster 4-3067
4949 W. Slauson Ave.
Axminster 2-0856

Credit: Los Angeles Times Archives, USC Libraries
covensants, charges and agreements, contained in this Declaration, and the collection of the charges or assessments provided for in this clause, including the expense incident to the examination and approval of plans and specifications, as provided in Clause VIII hereof, and such supervision of construction as may be necessary to insure compliance with said plans and specifications; and including also the expenses and compensation of the Review Board appointed as provided in Paragraph 2 of Clause VIII hereof.

1. Office expenses incident to the conduct of the business of the “Association”, and all licenses, franchise taxes or other taxes or assessments levied against said corporation.

CLAUSE XVI
LIMITATION OF OWNERSHIP

No persons, except persons of the Caucasian race, shall be allowed to use or occupy said property, or any part thereof, except in the capacity of domestic servants of the occupant thereof.

CLAUSE XVII
CONSTRUCTION OF CONDITIONS AND RESTRICTIONS

1. If, for any reason, it is uncertain which are the front, side or rear lines of any building site, or the restricted areas provided therefor, the “Association” shall in all cases (except where such lines and restricted areas have been determined herein, or in the contracts and deeds of Declarant or in Supplement to Declaration of Restrictions, subjecting such property to these Restrictions, as provided in Clause I hereof) determine what are to be deemed such lines and restricted areas, and the decision of the “Association” in respect thereto shall be final. Building sites situated on the real property described in Schedule “A” shall be deemed to have their principal frontage on such streets as are designated in such Schedule.

2. Declarant may, in any case, prior to sale, determine what are to be deemed such lines and restricted areas, and particularly describe them in the contracts and deeds covering the building sites as to which such determination is made by Declarant.

3. If the setback of any building or the width or principal frontage of any building site be difficult of determination by reason of its irregular shape or otherwise, or if the extent or location of the free spaces required for any building by Clause XII
CAL. NEGROES CAN NOW LIVE ANYWHERE, SAYS HIGH COURT

Homes Like These No Longer 'Out of Bounds'

Los Angeles Sentinel, May 6, 1948, USC Libraries
LIMITATIONS UPON OCCUPANCY:

1) No part or portion of said Tract No. 21687 which is subject to this Declaration of Restrictions shall ever at any time be used, occupied or lived upon, or permitted to be used, occupied or lived upon by any person not wholly of the Caucasian race; EXCEPTING that persons not of the Caucasian race may be kept thereon strictly in the capacity of a servant or employee or servants or employees, of a Caucasian owner or occupant.

Crossburning Triggers Safe Homes Drive

The Los Angeles NAACP housing committee, through its chairman, Spencer Wiley, has announced an intensive drive to make it safe for any American to purchase a home and live in peace regardless of race, creed or national origin. It will also focus attention on current discriminatory practices regarding financing of homes.

The action was sparked by the crossburning at the home of Mrs. Evangeline Woods and Mrs. Eva Woods Redmond at 4025 Olympia, both public school teachers.

Wiley said, "We shall solicit the support of all agencies, labor leaders, the clergy, heads of the Republican and Democratic Parties and other civic bodies to prevail on the District Attorney's Office, Chief of Police and elected officials to..."
BURN CROSS, WARN OF DEATH

Two More Accuse ‘Rough Lover’

— Klan Tactics in View Park —

MAN ACCUSED
OF STRANGLING
WOMAN, 24

Nude Body Found
Hidden Under Bed

Bureau General
Officer

Cross Burned on
Teachers’ Lawn

Officers Win
Every Race—Nab Bookies

Southern Farmer
Shoots Airman

Kills Negro
For Dining
With Sister

Curtis Mosby
Dies in Sudden
Heart Attack

Man Who Shot
Despondent;
Vet Shoots
Self in Head

4025 Olympiad Drive (ARG, 2014)
African American Population in View Park:

1950: 0
1965: Approximately 40%
1970: 3 to 1
1980: 9 to 1

View Park, Los Angeles’ loveliest and arguably wealthiest black neighborhood, is home to Victor Parker, below, and his wife Katie. He says that black pride in the community has dealt a blow to racial stereotypes. UCLA administrator Winston Doby, his wife Althea and their two children, bottom, also live there.

Los Angeles Times, 1986

It is a garden island in an urban sea, a plush community of high-priced homes and meticulously landscaped lawns. In the ’60s, it was home to well-to-do whites—but then the transformation began. As prosperous black families moved in, the whites moved out. Today, following the wave of ‘white flight,’ it may well be Los Angeles’ wealthiest black neighborhood.

By BOB BAKER, Times Staff Writer