

# THE 1925 FOX APARTMENTS AND THE JANSS INVESTMENT CORPORATION

AN EVOLVING VISION FOR A GRAND DEVELOPMENT IN WESTWOOD:  
FROM “THE SECOND HOLLYWOOD” TO A NEW CAMPUS FOR UCLA



*A trio of dapper Janss Investment Corporation real estate executives are seen in 1922 pointing east toward Beverly Hills amid a massive expanse of undeveloped dirt that would become newly paved Santa Monica Boulevard, near future Kelton Avenue in Westwood. With plans in hand, the developers envisioned the company paving a new 50-foot-wide Santa Monica Boulevard. A wooden sign touts “New 50 foot boulevard starts here.” White surveyor’s markers poke out of the dirt at the center, and at left is a row of towering wooden poles carrying overhead catenary wires that power the Pacific Electric Railway’s “Red Car” trains from Downtown L.A. through Beverly Hills and Westwood, to Santa Monica and ending at the Windward Circle in Venice. The land in this photo is a tiny part of the sprawling 3,300-acre Wolfskill Ranch that the Janss Corp. acquired from the Letts Estate in 1922. That property spanned from Sunset Boulevard on the north to Pico Boulevard on the south, from the Beverly Hills border on the east to Sepulveda Boulevard on the west, land that once was part of the Rancho San Jose de Buenos Ayres (“Saint Joseph’s Ranch of the Pleasant Breezes,” referring to the cooling Pacific Ocean winds). On this Janss acreage would rise Westwood Hills, Holmby Hills, Westwood Village, Fox Studios, UCLA’s new Westwood campus, and eventually Century City, in one of the greatest developments Los Angeles ever saw.*

# There never will be another Second Hollywood



*New Studio Sites  
are in the heart of  
Westwood!*

Buy close to the studio sites for profit, say the wise investors who have made fortunes in Hollywood. Today's new studio center is in the heart of Westwood. It is, and always will be, the "Influenced District." No need of paying big prices for property two or three miles from their sites while you can still get lots within a few blocks, or adjacent if you prefer, at lowest prices, easy terms and in addition GET ALL IMPROVEMENTS INSTALLED FREE at once. The Janss Investment Co. owns all of the subdivision properties immediately surrounding the studio sites on all sides. Get the advice of successful buyers.

**Follow  
the  
Studios  
for  
Profit!**

## today's big Opportunity is **Westwood** THE *Second* Hollywood!!

Westwood is the last great piece of desirable highland property between Los Angeles and the West beaches—the last link in the beautiful foothill chain—Hollywood, Beverly Hills, Westwood. Served by Southern California's famous boulevards—Wilshire, Santa Monica, Pico and the proposed Beverly and Beverly Glen and Westwood Boulevards!

### How Long Can Westwood Wait for You?

It is not much more than a matter of months until Westwood's opportunities of today will be history. Sales for November will total nearly \$2,000,000! New studios and developments are regularly putting thousands upon thousands of dollars in the pockets of Westwood investors. Hollywood was the great profit-opportunity of yesterday. Westwood is today growing faster than did Hollywood! It is the statement of experts that you can delay your Westwood investment—

---just as long as YOU are Content to  
Sacrifice the Profits in making NOW!

Low prices—made possible by the Janss Investment Company policy of buying large tracts for cash, coupled with Easy Terms—put Westwood investment within the reach of every purse. Quick action now means Quickest, Biggest Profit.

### BE OUT TODAY

**This Way to Westwood:** Tract Offices open from daylight till dark. Drive out Santa Monica Blvd. or Wilshire Blvd. to WESTWOOD. By trolley, take Santa Monica-Sawtelle car, via 16th St., at Hill St. Station.

**Janss Investment Co.**  
PHONE 821-401  
FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND BROADWAY  
22 Years of Responsibility Behind Each Sale

Hollywood  
Branch Office  
6434  
Bivd.  
Phone  
- 434530

Soon after it had acquired the massive 3,300-acre Wolfskill Ranch from the Letts Estate in 1922, the Janss Investment Corporation announced it would develop "The Second Hollywood," inspired by the success of the original Hollywood and its fledgling motion picture industry. This 1923 Janss ad touted Westwood as a western version of Hollywood, spotlighting a trio of film studios that planned to build facilities in Westwood. Janss hoped this would inspire other investors to purchase home, apartment, and commercial sites in Westwood. The ad declares "There Will Never Be Another Second Hollywood," "New Studio Sites are in the Heart of Westwood," "Today's Big Opportunity is Westwood, THE Second Hollywood!!" and "Follow the Studios for Profit!" A map illustration shows the Wm. Fox Studio site, Harold Lloyd Studio site, and Christie Studio site (the last of which was never built). Despite a promising start, however, the Janss' gambit to create "The Second Hollywood" sputtered out, spurring brothers Edwin and Harold Janss to pursue their "Plan B," which was to lure UCLA.

**No time for delay!**

**PROSPERITY UNIT NOW OPEN**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**W.M. FOX STUDIO SITE**

**CHRIE STUDIO SITE**

**Harold Lloyd Studio Site**

**WILSHIRE BLVD**

**SANTA MONICA BLVD**

**PICO BLVD**

**Westwood**

*The Second Hollywood*

**The "Zero Hour" is here!**

The time to lock the barn door is before the horse is gone. You can't expect to make the big profits if you wait until after profit-bringing activity has begun. This is a warning. Westwood, according to experts, is on the verge of an era of profit-bringing activity and prosperity. These same experts are taking their own advice—buying in Westwood. You get Your share!

**REMEMBER**  
the  
**Harold Lloyd**  
**William Fox**  
**Christie**  
**Studios**  
have purchased big studio sites at  
**WESTWOOD**

Are you one of those who watched Hollywood make fabulous profits for those who got "in on the ground floor?" Are you one of the thousands who recognize in Westwood the same opportunity which Hollywood offered? THIS MESSAGE IS DIRECTED TO YOU:

We are now offering in "PROSPERITY UNIT" the first of the last of Westwood between Wilshire Boulevard and Pico Boulevard—the last of Westwood adjacent to the great studio sites. The minute announcement is made of the start of construction on any of these studios (and it may come any day now) you know what will happen to values. Act today and make sure to share in what the future will bring to Westwood's "ground-floor" investors. Do not let hesitation rob you of another big opportunity!

**THIS WAY TO WESTWOOD**  
Drive out Wilshire or Santa Monica Boulevard direct to Westwood, or take Santa Monica car via 16th street at Hill Street station.

**Janss Investment Co.**  
PHONE 821-401  
FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND BROADWAY

Hollywood Branch Office  
6434 Hollywood Boulevard  
Phone 434-530

22 Years of Responsibility Behind Each Sale

The illustration in this 1924 Janss ad for their "Prosperity Unit" shows three studio sites, noting "No Time for Delay!" and "Remember the Harold Lloyd, William Fox, and Christie Studios have purchased big studio sites at Westwood." This reflected Janss' plan to develop Westwood into "The Second Hollywood." However, only the first two studios were built and the 25-acre Harold Lloyd Studio Ranch lasted just six years, 1924 through 1930, due to the decline in popularity of Silent films amid the advent of "the Talkies." Lloyd sold the northern portion of his property in 1930 to the Catholic Church to build St. Paul the Apostle Church and School, and additional acres to the L.A. School District to build Ralph Waldo Emerson Junior High School, which opened in 1935. In 1937 Lloyd sold his remaining land to the Church of Jesus Christ of Latter Day Saints to build their Los Angeles Mormon Temple, which was dedicated in March 1956.

# Today - The Bars Go Down!

**The Unit hundreds have been waiting for OPENS.**

## Westwood

*The Second Hollywood*

**Facts about the new Unit!**

One of the most strategically located units Westwood has ever offered. Fronts on Wilshire, Beverly Glen and Santa Monica boulevards. Beverly Glen, 100 ft. wide, is designed to be one of the most important and beautiful cross boulevards.

Santa Monica boulevard is predicted by financial and realty experts to become, the future great community business street of Los Angeles.

The location alone will sell this unit in record time. Come tomorrow, rain or shine, and make your Westwood investment in this choice unit!

**THIS IS YOUR LAST OPPORTUNITY TO BUY IN WESTWOOD AT ORIGINAL PRICES SOUTH OF WILSHIRE BLVD., WEST OF BEVERLY GLEN BLVD., AND EAST OF WESTWOOD BOULEVARD!**

**Reservation Prices are 1/3 to 1/2 Under Market**

for lots in this vicinity! Beautiful Hillside and Hilltop homesites close to Wilshire and Beverly Glen Boulevards. Apartment and Income Lots ON WILSHIRE and BEVERLY GLEN BOULEVARDS. BUSINESS LOTS ON SANTA MONICA CLOSE TO FOX STUDIO SITE. Hundreds have been waiting for this unit. Our offices have been swamped with requests for advance reservations. We expect this unit will be practically sold out in a few days! You must act IMMEDIATELY!

**This Way to Prosperity—**

Drive out Wilshire or Santa Monica Boulevards direct to Westwood. By car, take Santa Monica car via 16th Street at Hill Street Station.

**Janss Investment Co.**

PHONE 821-401

FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND BROADWAY

**Hollywood**

Branch Office  
6516 Hollywood  
Boulevard  
Phone 434-530

**Beverly Hills**

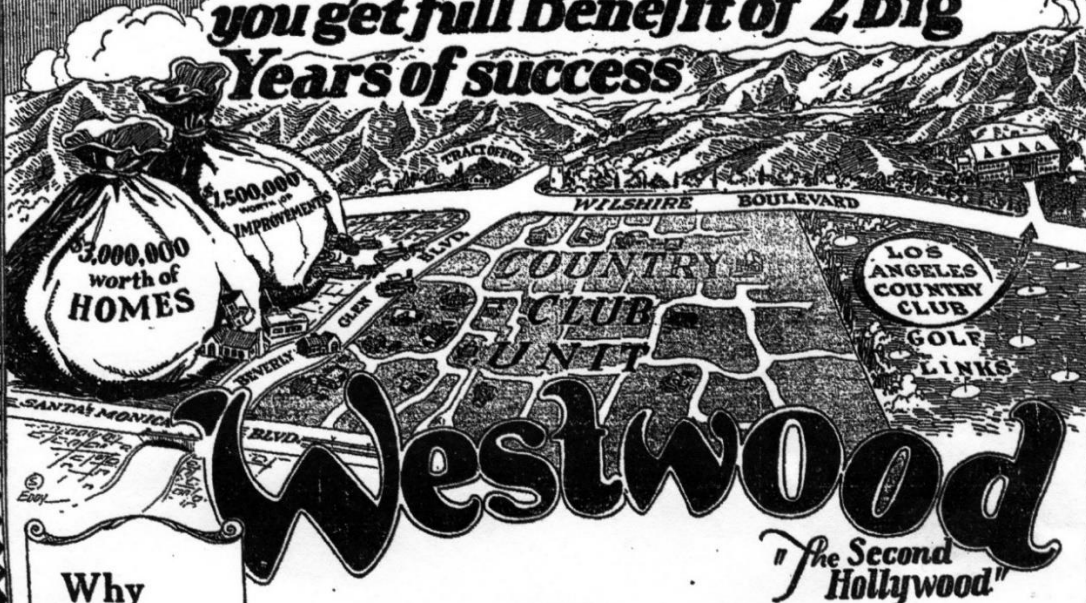
Branch Office  
470 Burton Way  
at Beverly Drive  
559-971

**22 Years of Responsibility Behind Each Sale**

This 1924 Janss ad for their "Prosperity Unit" suggested that investing in Westwood was "The Way to Prosperity." The bottom sketch shows FOUR Studio sites: Fox Studio, Harold Lloyd Studio, Christie Studio, and National Film Corp. Studio. But the last two never materialized. As the drive to create "The Second Hollywood" fizzled, the Janss brothers doggedly pursued "Plan B": to convince the University of California Regents that Westwood was the ideal site for a new UCLA campus. On March 21, 1925 the Regents announced Westwood would become UCLA's new home. The rest is history.

# GREAT for YOU

— if you get in  
**TODAY at ORIGINAL PRICES—**  
 you get full Benefit of 2 Big  
**Years of success**



## Why Prices Are Low

The Janss Investment Company does not speculate in Real Estate. They are merchants.

When you buy your lot in Westwood today at original prices you pay a price that is made in much the same way your grocer arrives at the price of your vinegar.

Your grocer buys his vinegar in bulk; bottles it; then sells it to you at cost plus operating expense and legitimate profit.

We buy our Property in "bulk." Improve it and then deliver it to you on a "cost plus" basis.

That is why the big-gest profits from every Janss development have been made by the individual buyers.

Two years ago Westwood was only an idea. Today it is an assured Success, backed by two full years of record-breaking growth.

Today the family that buys in Westwood does not "pioneer." Westwood is many millions of dollars beyond the pioneering stage.

It offers, because of its bigness, opportunity that never again, in the history of Los Angeles, can be duplicated, say experts.

Because Westwood is big you can still buy at original prices, even though many millions have been spent in its development.

But remember this:

**Westwood, South of Wilshire Boulevard, is now eleven-twelfths sold out! You will continue to get original prices on this wonderful development until the other twelfth is sold.**

After that prices will be in the hands of the individual owners. You will pay them what they want AND they will want ALL THEIR PROPERTY IS WORTH. Some say Westwood's today's ORIGINAL PRICES are 40% to 50% under value.

### Visit the Westwood OBSERVATION TOWER

On your way to or from the beach say this day, you and your friends are invited to make use of the Westwood Observation Tower, at the corner of Wilshire and Beverly Glen Boulevards. From the tower you get a wonderful panorama of Los Angeles and its environs from the mountains to the sea.

## Come Early!

Drive out Wilshire, Santa Monica or Pico Boulevards direct to Westwood tract offices. Offices open all day. Courteous representatives to assist you in inspecting the property are at your service. By street car, take Santa Monica car via Sixteenth Street at Hill Street Station.

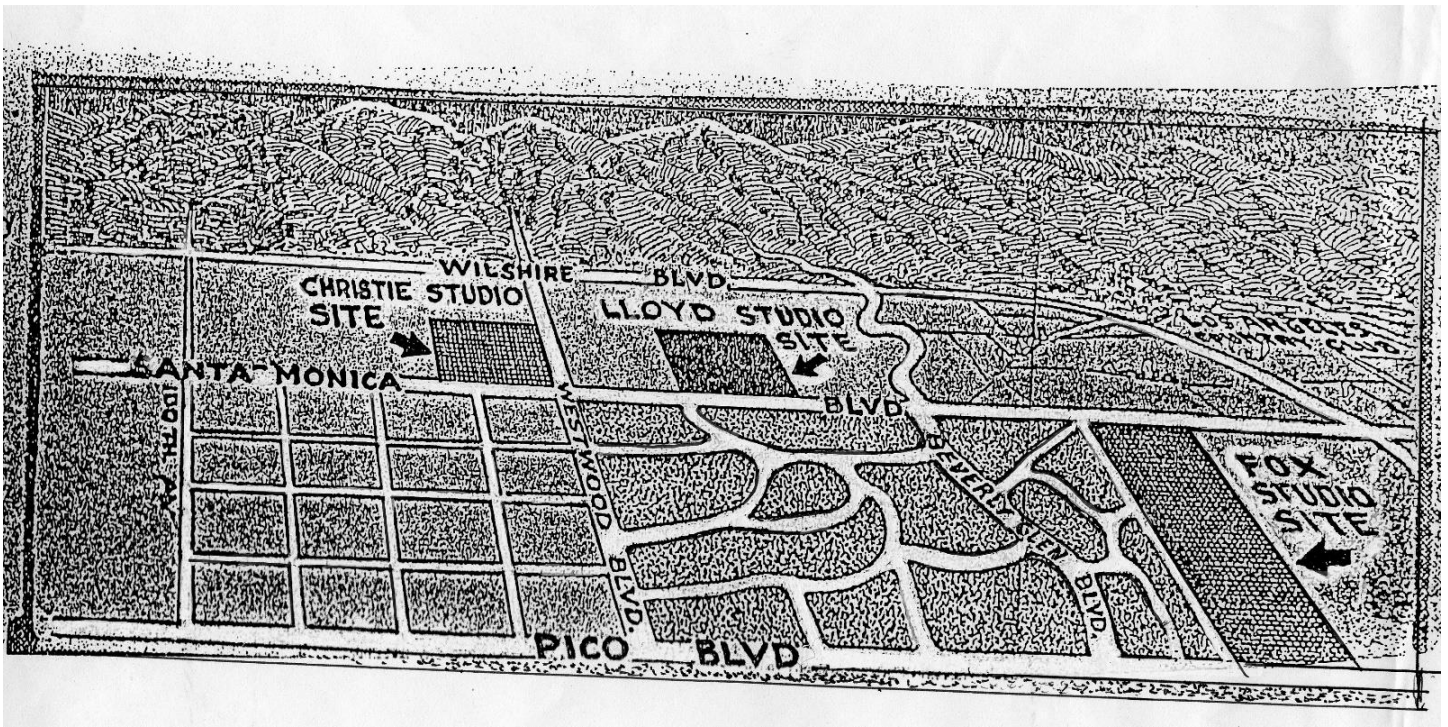
# Janss Investment Co.

PHONE **VANDIKE 1401**  
 FOURTH FLOOR METROPOLITAN BLDG. FIFTH AND BROADWAY

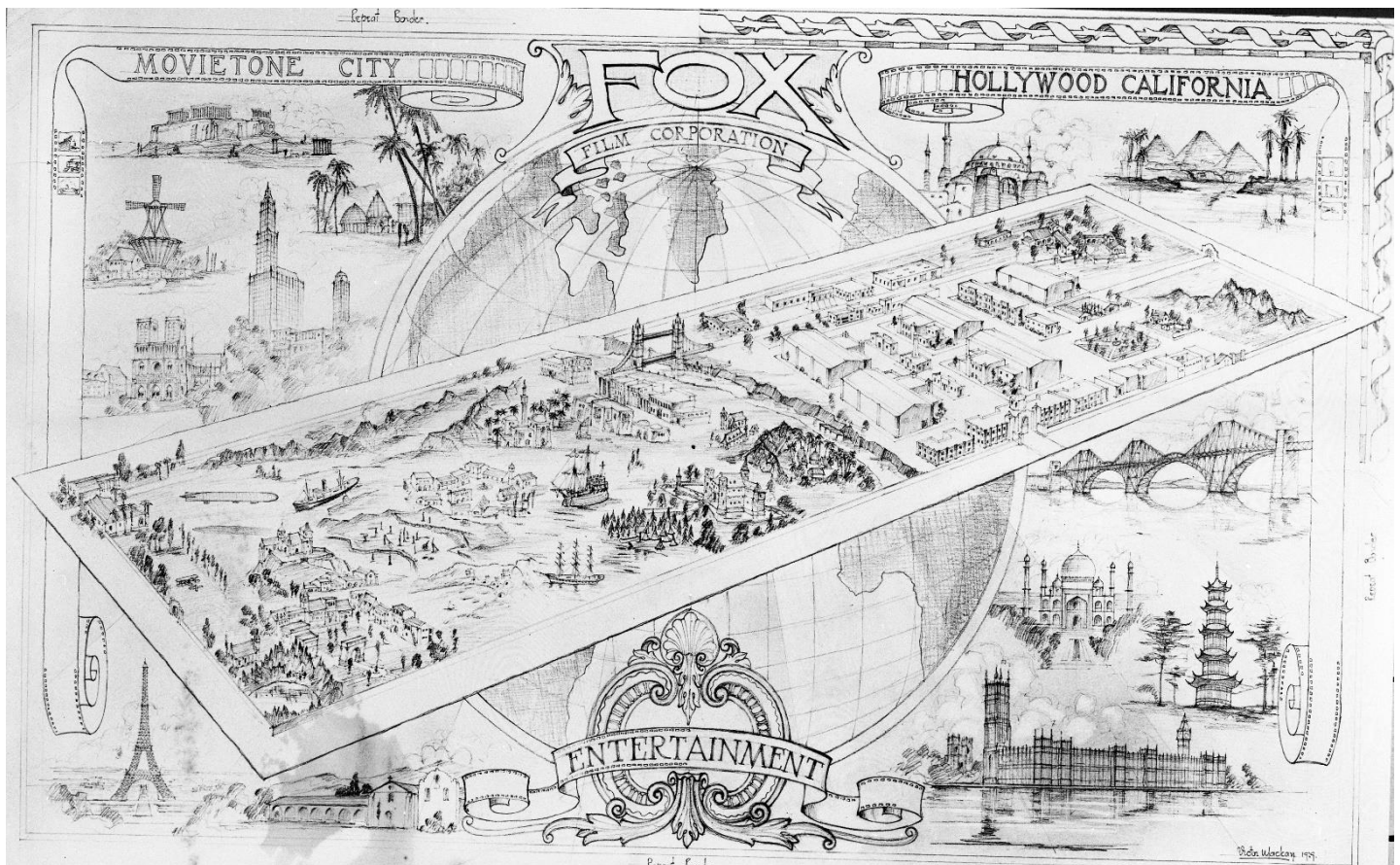
23 Years of Responsibility Behind Each Sale

- Wilshire District Branch Office  
557 South Western  
Floor 2515
- Hollywood Branch Office  
618 Hollywood Blvd.  
Ph. HItchcock 939
- Beverly Hills Branch Office  
1513 Burton Way  
Phone 284-171
- Santa Monica Branch Office  
1327 Third St.  
Ph. Santa Monica 54239
- Belvedere Gardens Branch Office  
5053 Whittier Blvd.  
and  
Cor. Telegraph Road and Pasadena Ave.  
Phone ANgelos 1234
- Westwood Office  
Cor. Beverly Glen Blvd. and Wilshire Blvd.
- Westwood Office  
5001 Santa Monica Blvd.  
Ph. Santa Monica 54175
- Fairview Gardens Branch Office  
Cor. San Gabriel Blvd. and Garvey Ave.  
Ph. Alhambra 123-B-31

This 1924 Janss ad continued to tout Westwood as "The Second Hollywood" as the company advertised their "Country Club Unit" (now "Comstock Hills"), a section bounded by Wilshire Boulevard on the north, Santa Monica Boulevard on the south, Los Angeles Country Club on the east, and Beverly Glen Boulevard on the west. It abutted the Fox Apartments site. This ad notes the Country Club Unit was "eleven-twelfths sold out." It was one of the more popular Janss subdivisions due to its proximity to L.A. Country Club and Beverly Hills, and completely sold out by June 1925, three months after the Regents announced they had selected a 383-acre site on the Janss' Westwood property to be the new home for UCLA.



Janss Investment Corporation's 1923 sketch of proposed film studio sites in Westwood, reflecting Janss' initial scheme to develop Westwood into "The Second Hollywood." The Fox Studio site is seen at right, Harold Lloyd Studio site is at the center (now site of the Los Angeles Mormon Temple), and an announced Christie Studio site at left that never materialized. When "The Second Hollywood" strategy lost steam, the Janss' "Plan B" was to lure the new UCLA campus to Westwood.



A hand-drawn sketch of the planned layout of Fox Movietone City, the world's first purpose-built motion picture studio for sound. The left (northern) half was an outdoor backlot, and the right (southern) half was devoted to Sound Stages. In 1923 newspapers announced that Fox Films had purchased 99 acres from the Janss Corp. to build Fox Movietone City.

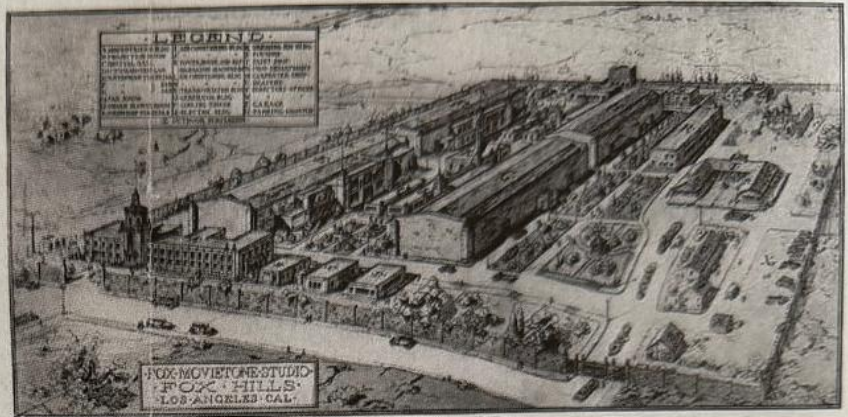


This enchanting, hand-drawn color cover illustration of a Janss Investment Corporation rotogravure marketing brochure (ca. 1927) depicts the Janss plans, milestones, and accomplishments for its massive Westwood Hills development. UCLA's first four buildings under construction on the new Westwood campus are featured: Royce Hall, the Library (now Powell Library), the Chemistry Building (now Haines Hall), and the Physics-Biology Building (now Kaplan Hall), which comprise historic Dickson Plaza Quadrangle, as well as UCLA's original Arroyo Bridge. They are depicted at the top and center of the image. Many gracious single family homes designed in classic Spanish Colonial Revival, Monterrey, and Mediterranean architectural styles – most with Spanish red clay tile roofs, Spanish arches, stucco walls, and recessed windows – are featured, which complement the Lombardian style of Italian Romanesque architecture of UCLA's original buildings. Inside this marketing brochure, the Janss Corporation touts "The Giant New 'Movietone' Studio," a multi-million dollar investment that was already under construction by the Fox Film Corporation. (See next page.) The new Fox Studio would become a major economic engine for Westwood, along with the new UCLA campus. (Credit: Los Angeles Public Library collection.)

# THE GIANT NEW "MOVIETONE" STUDIO

—another Value Building  
Feature for the Future.

With a number of the buildings shown in the accompanying illustration already completed, the Fox Film Corporation announces a building program of several million dollars for the Westwood Hills Studio. It is planned to make all of the "Movietone" pictures here. Hundreds of workers are to be regularly employed, and the studio is the largest Talking Picture plant in the world, according to the announcement of Fox officials. As a great number of Motion Picture Studio employees are essentially "renters" it is not difficult to foresee the effect this project should have on adjacent income lots.



Artist's conception of the Great Fox "Movietone Studio" at Westwood Hills now nearing completion. Declared to be the largest of its type in the world, the plant will provide a pay roll of many thousands of dollars weekly, according to Fox executives.

## Pre-University Prices To-day Insure Unusual Investment Opportunity

Los Angeles has always been rich in Real Estate Opportunities.

As a resident of this City, you can recall, not dozens, but hundreds of such Opportunities WHICH YOU HAVE HAD. Probably today you look back upon this or that lot which you could have once bought for the proverbial "song" in some new development—a lot which is now worth a small fortune.

Development increases property values.

In Westwood Hills, today, you have the opportunity of investing in a new University Community before the coming of the big crowd—an opportunity rarely duplicated in an entire lifetime!

Come to Westwood Hills today—see the great new University of California campus—see the buildings now rapidly nearing completion—see the hundreds upon hundreds of beautiful homes—see the parks and other high-class improvements—see the charming, winding streets—see the exclusive surroundings!

Prove to yourself that no other community development in the history of metropolitan Los Angeles, or even the entire West, has ever offered such a guarantee of safety and potential future possibilities to the Investor or Homeseeker.

### HOW TO GO:

Drive out Beverly,  
Wilshire,  
Santa Monica  
or  
Pico Boulevards  
Direct to Property

**Janss Investment Corporation**  
PHONE **MUTUAL 4221**  
SECOND FLOOR **417 SOUTH HILL ST.**  
SUBWAY TERMINAL BLDG

### UPTOWN BRANCH OFFICE:

500 North-Western Ave.  
at Maplewood Ave.

### WESTWOOD HILLS OFFICES:

- (1) Corner Pico & Beverly Glen Blvd.
- (2) Santa Monica & Beverly Glen Bldvs.
- (3) Wilshire & Beverly Glen Bldvs.
- (4) Beverly & Beverly Glen Bldvs.
- (5) Santa Monica & Westwood Bldvs.
- (6) Selby Ave. & Wilshire Blvd.
- (7) Beverly Blvd. & Veteran Ave.

∴ 28 Years of Responsibility Behind Each Sale ∴

On this page of a 1927 Janss marketing brochure (see color cover, previous page), the Janss Corporation touts the multi-million dollar investment of the new "Fox Movietone Studio." The developers note that "hundreds of workers are to be regularly employed" and as "a great number of Motion Picture Studio employees are essentially 'renters' it is not difficult to foresee the effect this project should have on adjacent income lots." In 1923, newspapers announced that Fox Film Corp., led by Chairman William Fox, bought 99 acres of land between Santa Monica Boulevard and Pico Boulevard from the Janss Corp. to build a huge new Studio backlot. After buying the rights to the Movietone sound system in November 1925, Fox announced it would develop "Fox Movietone City," the world's first master-planned and purpose-built studio for sound, including the first soundproof stages ever designed. It would be the world's largest Talking Picture plant. The Studio's 1923 announcement was two years before Fox Apartments opened. (Credit: Los Angeles Public Library collection.)



*This extraordinary aerial photograph is one of the best and clearest historic images that illustrates the extremely close geographic relationship between the 1925 Fox Apartments (the two-story rectangular structure with the dark flat roof seen lower left center) and new Fox Movietone Studio and its ceremonial Studio Gate (the light colored “tower” structure with a circular driveway seen across the street), both built on Santa Monica Boulevard. In fact, they were located directly across from each other, separated by 50-foot-wide wide Santa Monica Boulevard and the Pacific Electric Railway Company’s “Red Car” Route 3 to the City of Santa Monica. Fox Movietone City and its ceremonial Studio Gate celebrated its Opening Day Dedication on October 28, 1928. For decades, Fox Studio was by far the largest, and for many years the only, large employer within walking distance of the Fox Apartments. Behind the ceremonial Studio Gate you can see the sprawling studio backlot filled with massive outdoor sets depicting different cities and countries, faux buildings, movie fronts, an outdoor “lake,” and other large installations. Beyond the backlot was the Movietone City portion of the property devoted to the world’s first purpose-built movie Sound Stages for “the Talkies.” After the Fox Studio opened, the seven modestly sized apartments located on the second story of the Fox Apartments at the time the building was built were ideally suited for Studio employees, nearly all of whom were renters, who could conveniently walk out the door of the apartment building, amble across both “Big” and “Little” Santa Monica Boulevard (taking care to avoid any ‘Red Car’ trolleys speeding down the rail tracks!), and walk through the Studio Gate to their jobs.*



*This is a close up shot of the previous aerial image, which provides a clearer view of the ceremonial Fox Studio Gate as well as the elaborate outdoor sets that were built in Fox's expansive Studio Backlot. These included fanciful European villages and towns, a full Train Station and Railroad Set, residential and commercial streets featuring small-town American homes, suburban neighborhoods and commercial districts, epic/large scale set comprised of vast areas used for large-scale productions, including early biblical epics and scenes requiring massive destruction, Western sets, and War action sets. While all this movie-making was going on behind the Fox Studio Gate, residents of the Fox Apartments and tenants in the ground floor commercial businesses across the street were going on with their daily lives, undisturbed by the extensive movie production, and hustle and bustle at a huge motion picture studio across the street.*



*This aerial image (ca. early 1940s) shows Fox Studios and its ceremonial Studio Gate facing the Fox Apartments, which can be seen at the bottom of this photograph. It illustrates the extremely close geographical and physical connection between the Fox Apartments and its namesake Fox Studios located directly across the street. This image also clearly illustrates the distinct and complementary uses and purposes of Fox's expansive Studio backlot (lower section) as well as the more formally designed "Movietone City" (upper section) which was laid out like an actual city. The backlot (the lower half of the property, bottom left center) was filled with massive outdoor sets, villages and towns, streets built with false front buildings, a faux "lake", and much more. Fox Movietone City (the upper half of the site, top right) was a truly exceptional studio development. Unlike the production lots of nearby Hollywood, many of which had grown in somewhat random fashion, Movietone City was a completely master planned development from its inception. It was laid out like a miniature city, with "factory" buildings in one section, offices nearby, and residences, including some that served as the "artists and writers village," southeast of the main commercial core. The street system was enhanced by small squares and pocket parks. Each building constructed between 1928 and 1932 had a specific role in film production, from the ornate administration buildings and soundproof stages to more utilitarian support facilities. As home to the first producing stages ever to be built for the "Talkies," Movietone City heralded Fox's dominance in both new sound technology and the entertainment industry.*



*In this closer aerial image, you can see a portion of the rounded flat roof of the Fox Apartments at the bottom of the image, looking directly across the street to the ceremonial Fox Studio Gate. Sadly, as Fox Studios' financial fortunes waned by the late 1950s, its famed backlot fronting Santa Monica Boulevard was sold off to developers and transformed into the quintessentially modern new Century City. Dubbed "a City within a City," Century City debuted in 1963 with gleaming office and residential towers, and later adding an upscale shopping mall, luxury hotels, and elegant theaters. All the while, the 1925 Fox Apartments has stood as a sentinel on the corner of Santa Monica Boulevard and Ensley Avenue, quietly tucked away.*



Glorious color postcard image of the grand ceremonial Studio Gate of "Fox Studios at Westwood, Calif." that marked the public entrance into the sprawling new 99-acre Fox Movietone City, the world's first purpose-built movie studio for sound. This eye-catching Studio Gate fronted on "Little" Santa Monica Boulevard and the Pacific Electric Railway Company's "Red Car" Santa Monica line. The electric-powered interurban "Red Cars" ran from the Subway Terminal Building on Hill Street in Downtown Los Angeles, through Mid-City to Beverly Hills, on through Westwood and Sawtelle, all the way to the City of Santa Monica and the Pacific Ocean, before veering south to the Windward Circle in Venice. Directly across the ceremonial Fox Studio Gate, as well as both "Big" and "Little" Santa Monica Boulevards stood the 1925 Fox Apartments. This strikingly beautiful Studio Gate was designed in classic Spanish Colonial Revival architectural style, with flamboyant Churrigueresque ornamentation and elaborate hand carved scrollwork surrounding the grand arched entryway. It featured a Spanish red clay tile roof, Spanish arches, thick stucco walls, deeply recessed multi-paned windows, and a grand decorative glazed ceramic tiled water fountain. Fox Movietone City celebrated its Opening Day Dedication on October 28, 1928. Behind this ceremonial Studio Gate was the sprawling acreage of the Fox Studio outdoor backlot, and beyond that were the world's first purpose-built motion picture Sound Stages as well as ancillary production facilities that comprised the innovative Fox Movietone City. Tragically, this gorgeous Studio Gate was demolished and the entire Fox backlot was sold off to developers in the late 1950s. The backlot was developed into ultra-modern Century City, and the site of the ceremonial Studio Gate became part of Century Square Shopping Center, now called Westfield Century City.

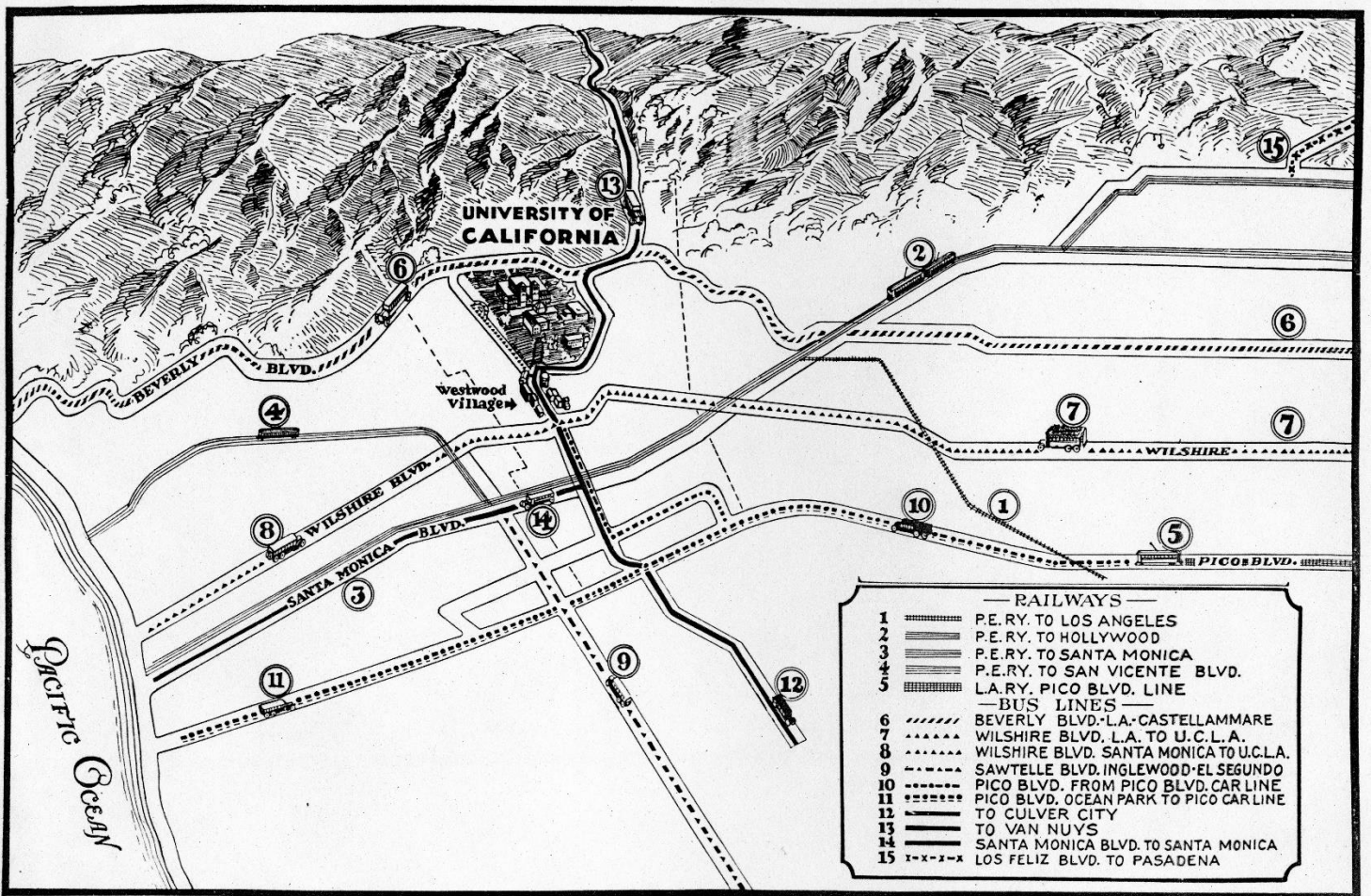


The two-story Fox Apartments at the northwest corner of Santa Monica Boulevard and Ensley Avenue, is seen near the top, center left, of this aerial image of the Janss Investment Corporation's "Country Club Unit." This was the name of this Westwood subdivision section located immediately west of the Los Angeles Country Club south of Wilshire, when these lots were first sold by the Janss Corporation beginning in the early-to-mid-1920s. Today, this charming Westwood neighborhood is known as Comstock Hills, and comprises just 306 single-family homes, several apartment buildings that are particularly concentrated in a historic sub-district along Devon Drive and Ashton Avenue, and a handful of commercial and mixed-use structures. Santa Monica Boulevard is the horizontal street seen near the top of the photo, running east and west. Ensley Avenue, where the Fox Apartments building is sited, is the diagonal street at the left, Comstock Avenue is seen in middle, and Warnall Avenue is the winding street seen at the right. The curving dog-leg street connecting Comstock and Warnall is Eastborne Avenue. In the late 1920s and 1930s, the ground floor commercial storefronts in the Fox Apartments as well as some of the second-floor residential units were used as offices by real estate companies and brokers who sold lots in the adjacent Janss Investment Company residential development of its "Country Club Unit." At the time this image was taken, ca. 1928, the Fox Apartments housed a neighborhood grocery, the Country Club Market, which opened in 1927, as well as a General Store on its ground floor. These businesses served the apartment tenants, neighboring residents and families living in the Country Club Unit, visitors, and Fox Studio workers for many years as the Fox Apartments mixed-use building was one of the only commercial buildings in the area along the Pacific Electric "Red Car" line.

# THE PACIFIC ELECTRIC RAILWAY CO.

## “RED CAR” TO SANTA MONICA

*From Downtown L.A. Subway Terminal Building through Mid-City, along San Vicente Boulevard to Burton Way, to Santa Monica Boulevard in Beverly Hills, through Westwood and Sawtelle, to Ocean Avenue in Santa Monica, to the Windward Circle in Venice*



This charming hand drawn map, ca. 1929, depicts the expansive and highly popular Pacific Electric Railway Company system of streetcar lines in Los Angeles. (Note the street name “Beverly Boulevard,” before it was renamed “Sunset Boulevard” in early 1934.) During its period of greatest popularity, from 1900 to 1930, Los Angeles had one of the most extensive streetcar networks of any city in the county. By 1911, the various streetcar lines across the city were consolidated into a coordinated network operated by two companies, one being the standard-gauge Pacific Electric, known as the “Red Cars,” primarily an interurban system, which served the northwest part of the city via Glendale Boulevard to Echo Park and via Sunset to Santa Monica and Hollywood. The expansion of the streetcar network led to differentiation between neighborhood and Downtown commerce. Major retailers, such as department stores, built large-scale establishments Downtown to serve the specialized needs of customers. Neighborhood stores increasingly limited their stock to everyday requirements and were content with smaller, less impressive, structures. The neighborhood shopping districts based on trolley service took on the look of small towns with single-story storefronts and two-story business blocks, containing shops below and professional offices or apartments above, lining the streetcar route. This was the case for the Fox Apartments.



*A 1925 view of the “Wolfskill Bridge” or “High Bridge,” which was later known as the Beverly Glen Viaduct. This was the location of a very busy Station that served the Pacific Electric Railway Company’s “Red Car” line to Santa Monica. The highly popular route ran from the Subway Terminal Building on Hill Street in Downtown Los Angeles, through Mid-City, along San Vicente Boulevard to Burton Way, to Santa Monica Boulevard in Beverly Hills, through Westwood and Sawtelle, to Ocean Avenue in Santa Monica, to the Windward Circle in Venice. This bridge and station was located just a few blocks west of the Fox Apartments.*



*This is the “before” view in 1935 of “Big” Santa Monica Boulevard looking east from Pandora Avenue, with the tracks of the Pacific Electric Railway Company’s “Red Car” Santa Monica line visible, as well as a portion of “Little” Santa Monica Boulevard at the right. This photo was taken prior to the widening and paving of “Big” Santa Monica Boulevard and the installation of curbs, gutters, and sidewalk improvements, all by the Janss Investment Corporation. A row of towering wooden poles carrying overhead catenary wires that power the “Red Car” trains is seen next to the train tracks. This eastward view of “Big” Santa Monica Boulevard shows the intersection at Beverly Glen Boulevard, and the railroad Viaduct (aka the “High Bridge” or the “Wolfskill Bridge”) over Beverly Glen (dark area to the right of the four autos on the road). A “Fox Films” sign is seen at the right on “Little” Santa Monica Boulevard near Fox Hills Drive. The Fox Apartments are seen at the center, and the tower portion of the ceremonial Fox Studio Gate (with two arched windows) can be seen peeking out amid the tree tops at the right, across the boulevard and tracks from the Fox Apartments.*



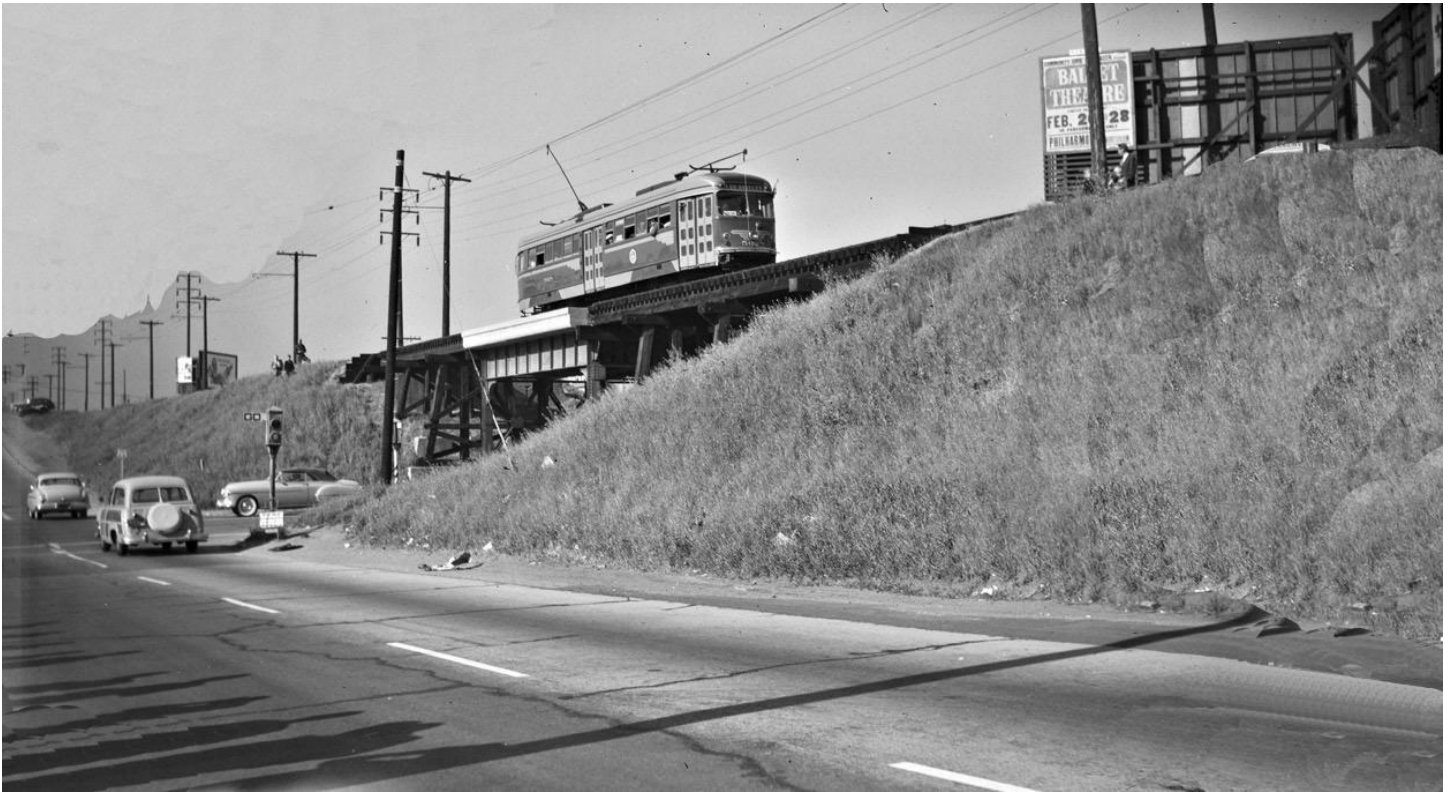
Two years later, this is the 1937 “after” view of the previous image, showing “Big” Santa Monica Boulevard as in the previous image, again looking east from Pandora Avenue, following the widening of the boulevard, improvements, paving, and striping, as well as the installation of sidewalks, curbs, gutters, and handsome decorative streetlights along the pavement to the left, by the Janss Investment Corporation. The tracks for Pacific Electric Railway Company’s “Red Car” Santa Monica line are on the right between “Big” Santa Monica Boulevard and “Little” Santa Monica Boulevard. The row of tall wooden poles carrying overhead catenary wires that power the “Red Car” trains is seen next to the tracks. This view of “Big” Santa Monica Boulevard shows the intersection with Beverly Glen Boulevard at the traffic signal, and the railroad Viaduct (aka “the High Bridge”) over Beverly Glen. The tower of the ceremonial Fox Studio Gate (with two arched windows) can be barely seen amid the tree tops, and across the boulevard and train tracks are the Fox Apartments (which appears in this photo as a lightly colored building).



*This exceptionally rare and striking 1941 photograph captures almost the exact view that a resident of the Fox Apartments might have seen looking out onto “Big” Santa Monica Boulevard and the railway tracks from their second story apartment window: an inbound Pacific Electric Railway Company “Red Car” train traveling east toward Downtown Los Angeles, with the towering wooden poles and power lines carrying overhead catenary wire, and with Fox Studio’s flamboyant Spanish Colonial Revival-style ceremonial Studio Gate fronting “Little” Santa Monica Boulevard at right.*



Well-wishers of Hollywood movie star Jimmy Stewart gather at 7:15 a.m. the morning of Saturday, March 22, 1941 at the Westwood train depot of Pacific Electric Railway's "Red Car" Santa Monica route. Fans met to say farewell to their hero as Jimmy Stewart boarded the inbound train to Downtown L.A. to enlist in the Army during World War II. Before joining the Army, Stewart had won the 1941 Best Actor Academy Award for "The Philadelphia Story." The Los Angeles Times documented: "Jimmy reported along with 18 other less well-known young men at 7:15 a.m. at the intersection of Santa Monica and Westwood Boulevards. When he stepped from his automobile he was greeted by P.H. Brown, chief clerk of Draft Board No. 245. After he received his draft papers he hopped aboard a streetcar which transported the group to the Subway Terminal station on Hill St. From the terminal to the induction station on 106 W. Third St., the group marched. Men and women lined the streets. The women waved their handkerchiefs and called 'Good-by Jimmy.' He waved back and smiled. As he entered the induction station newspapermen, photographers and newsreel cameramen were on hand to record the scenes. Portable lights were hung up and news cameramen directed the star who would probably earn \$100,000 a picture as a result of his Academy Award. Upstairs he filled out questionnaires. Bulbs snapped. One of them popped, showering the room with glass, but no one was injured. Declared mentally and physically fit by Army doctors, Stewart stepped in line with 41 other young men and was sworn into the military by Col. John A. Robenson, Southern California district recruiting officer. 'I, James Maitland Stewart, do solemnly swear that I will bear true faith and allegiance to the United States of America and will serve them honestly and faithfully against all their enemies whomsoever. I will obey orders of the President of the United States and the officers appointed over me according the Articles of War. So help me God.' After induction, Pvt. Stewart was made squad leader of the group and sent off to Ft. MacArthur to begin training. He was the first top-ranked Hollywood star to enter military service during the United States' mobilization before World War II. During the war, he rose to the rank of colonel and flew 20 bomber missions over Germany."



*Special privately chartered outbound excursion trip to Santa Monica in 1953 along the Santa Monica Boulevard route of the Pacific Electric Railway Company's "Red Car" train, seen crossing the Beverly Glen Viaduct (aka the "High Bridge" Station or the "Wolfskill Bridge") in Westwood, just west of 20th Century-Fox Studios and the Fox Apartments. This was more than a decade after regular service of the Pacific Electric's "Red Cars" on Santa Monica Boulevard had ceased in 1940. Regular Interurban train service on this Santa Monica Boulevard route ended after July 7, 1940, with only one train car a day still running on the route to maintain the right of way. The tracks were eventually removed in 1981.*



*This rare color image captures a very similar view as the previous photo, this one being a very singular color transparency of the Pacific Electric Railway Company's iconic "Red Car" trains, this on the Santa Monica route, crossing the Beverly Glen Viaduct (aka the "High Bridge" or the "Wolfskill Bridge") in Westwood, just west of the Fox Studios and Fox Apartments. This was a commissioned "ride for hire" in 1953, since regular service on this P.E. Santa Monica line had ended prior to World War II, in 1940. The "double door" cars you see in this photo were the most high-end cars the system ever used. The demise of the popularity of the "Red Cars" in Los Angeles was triggered primarily by the rise of the automobile in Southern California, coupled with the massive traffic delays and congestion caused by street level conflicts between rail and cars. The rail cars lost the battle with the automobile.*

# FOX APARTMENTS (1925)

10251–10257 West Santa Monica Blvd. • Los Angeles, CA 90067  
1749–1755 South Ensley Avenue • Los Angeles, CA 90024



*Fox Apartments, seen in this 2014 photo, stand as a rare surviving example of the 1920s-style multi-story mixed-use commercial buildings with ground floor storefronts and display windows that once lined streetcar routes across Los Angeles. This red brick-clad building at the northwest corner of “Big” Santa Monica Boulevard and Ensley Avenue was designed by architect Kirby T. Snyder as a streetcar vernacular structure, and completed in 1925 during Westwood’s initial period of modern development. It was built along the Pacific Electric Railway’s “Red Car” Santa Monica line that ran from Downtown L.A., through Beverly Hills and Westwood, to Santa Monica and Venice. At far left is an arched entryway that leads to a stairway up to 13 second-story singles and bachelor apartments. Also on the ground floor are two Legacy Businesses: Johnnie’s New York Pizzeria (est. 1994, 32 years), and Clementine bakery and cafe (est. 2000, 26 years) to the right on Ensley. A third Legacy Business, Emil’s Swiss Pastry, previously occupied the Clementine space for nearly 40 years, from 1960 through the late 1990s. In May 2014 the citywide survey of historic resources, Survey L.A., identified Fox Apartments as a “rare example of early commercial development located along a former streetcar line in Westwood; few examples of this type from this period remain,” and thus appeared eligible as a Los Angeles Historic-Cultural Monument (HCM), and for listing on the California Register of Historic Resources and the National Register of Historic Places. The building “is identified with important events of national, state, or local history, or exemplifies significant contributions to the broad cultural, economic or social history of the nation, state, city, or community,” and “embodies the distinctive characteristics of a style, type, period, or method of construction, or represents a notable work of a master designer, builder or architect whose individual genius influenced his or her age.” The 101-year-old Fox Apartments, a rare extant example of a streetcar vernacular building and early mixed-use development of residential and commercial uses in Westwood, is highly significant to Westwood history and worthy of being declared a Historic-Cultural Monument.*

# JOHNNIE'S NEW YORK PIZZERIA LOS ANGELES LEGACY BUSINESS

10251 SANTA MONICA BLVD. • LOS ANGELES, CA 90067



*Johnnie's New York Pizzeria (est. 1994, 32 years), named for founder Johnnie De Luca, is seen anchoring the corner of the Fox Apartments, with its distinctive red, green, and white striped awning (inspired by the colors of the Italian flag; note the red here is very narrow stripe). A Los Angeles Legacy Business, Johnnie's has served Westwood and Comstock Hills neighbors and families, Century City employees, Fox Studio executives, passersby, and pizza lovers from across Los Angeles for more than a quarter century. Known for serving "The Best New York Style Pizza," in L.A., this popular neighborhood pizzeria and caffè offers a wide variety of fresh and authentic Italian cuisine, including many classic pasta dishes, calzones, salads, sandwiches, and appetizers, in addition to its signature pizzas.*



For 32 years Johnnie's New York Pizzeria, a Los Angeles Legacy Business, has anchored the corner of Fox Apartments at the intersection of "Big" Santa Monica Boulevard and Ensley Avenue. Johnnie's embodies the feeling of an authentic New York pizzeria and caffè that one would find in Lower Manhattan's "Little Italy." With its classic white pharmacy tiled threshold framed in forest green and dark red tiles, and black-and-white checkerboard accent, you feel as though you are stepping back in time even before you step through the double-hung entry doors into the pizzeria. (See photo top left.) Inside is a soaring two-story space with high ceilings. Hanging pendant lights with flared green glass shades harken back to a classic style of the early 20th Century and illuminate the space. (See bottom photo above.) Outdoor gooseneck lamps painted forest green illuminate the exterior façade and signage, along with black wrought iron exterior wall sconces. Checkerboard tablecloths and wooden chairs, a wooden countertop and cash wrap accent the interior space. Traditional black-and-white checkerboard subway tiles form the backsplash behind the food counter, creating a classic feel.

# CLEMENTINE

## LOS ANGELES LEGACY BUSINESS

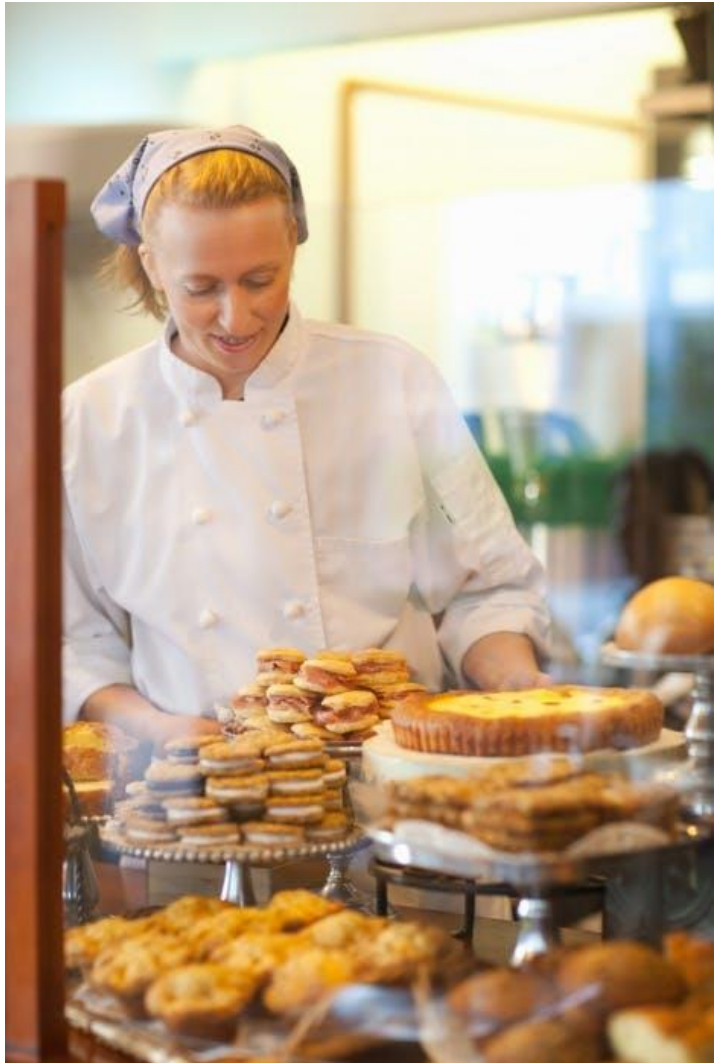
1751 ENSLEY AVENUE • LOS ANGELES, CA 90024



With its bright “Clementine orange” sidewalk umbrellas beckoning to passersby and providing welcoming shade to its outdoor diners and guests, and with its distinctive “script Clementine” font and cheery clementine logo stenciled on its lime green scalloped awning, Clementine has been a thriving community haven in Westwood and Century City for more than a quarter century, making it a Los Angeles Legacy Business. Opened in 2000 on the ground floor of Fox Apartments, this bustling bakery and cafe provides a lively, welcoming presence on the street and sidewalk, delighting everyone with its tempting aroma of fresh baked goods and delectable treats. Under the vision of Chef/Owner Annie Miler, Clementine has flourished as a family-owned neighborhood bakery-cafe that has nourished and delighted Westwood and Comstock Hills, families, seniors, teens, children, Century City business executives, Fox Studio executives, and passersby from across Los Angeles. Clementine’s seasonal menu of sweet and savory specialties, including fresh salads and sandwiches, and fresh made soups and entrees, where everything is made from scratch, every day, using fresh seasonal Farmers Market ingredients. Clementine is famed for its holiday specialty menus including Super Bowl Sunday, Valentine’s Day, St. Patrick’s Day, Awards Season, Easter, scratch-made Passover delicacies, Memorial Day, Fourth of July, Labor Day, Rosh Hashanah, Yom Kippur, Halloween, Thanksgiving, Christmas, Hanukkah, and New Year’s, for its elegant Hollywood Bowl Picnics, office and home catering. Its baked goods range from irresistible special occasion layer cakes, to pies, bars, brownies, blondies, cookies, cupcakes, muffins, pastries, scones, tea breads, and tarts, as well as custom gourmet gift baskets.

# ANNIE MILER

## BELOVED FOUNDER/CHEF/OWNER OF CLEMENTINE



Clementine's Founder/Chef/Owner Annie Miler is a culinary-trained chef who studied at Le Cordon Bleu London where she was trained in classic French techniques, and studied cuisine and pâtisserie. A Minnesota native, Annie relocated to Los Angeles where she honed her culinary skills under legendary chefs Mark Peel and Nancy Silverton at famed Campanile Restaurant and La Brea Bakery, as well as at Wolfgang Puck's legendary Spago Beverly Hills under renowned executive pastry chef Sherry Yard. In addition to being a highly skilled pastry chef, baker, and cook herself, Annie is an accomplished businesswoman and Los Angeles restaurateur, as well as a wife, mother, longtime Comstock Hills neighbor (where she can walk to work), Fairburn Avenue Youth Association Auction Chair, Comstock Hills Block Party Food Chair, and a much beloved member of the Westwood and Comstock Hills communities. A young Annie is seen above left at age 8, proudly displaying one of her very first cakes after receiving a cake decorating kit for her birthday, where she demonstrated her early and precocious cake baking skills. Above right, she is seen with a sampling of just a few of the many irresistible sweet and savory baked goods and signature recipes for which Clementine is justly famous, both locally and nationally. Clementine and its acclaimed Founder/Chef/Owner have been honored multiple times by Food & Wine magazine, the Zagat Guide, L.A. Weekly, The Infatuation, LAist, and numerous other culinary publications and media outlets over the past 26 years. Most recently, in March 2026 The Infatuation honored Clementine as #3 in its Power Ranking of "The Best Chocolate Chip Cookie in L.A.," noting that out of all 22 chocolate chip cookies they sampled citywide and ranked in a blind taste test, "this one tasted the most 'homemade.'"



Clementine’s vibe is warm, welcoming, and wonderful. Delicious, delectable, and delightful. It’s a cozy, comfortable, community space. Guests leave with a full belly, a smile on their face, and energized to take on the day. It’s a place that encourages you to relax amid the hustle and bustle of Los Angeles. In a world of copies, Clementine is a complete original.



*Clementine is famous for its “Grilled Cheese Month,” a much anticipated, melty, and delicious gourmet tradition that was held annually for 20 years every April (paused due to COVID). It is planned to return in 2026 as “Grilled Cheese Summer.”*



...*thank you!*

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**Credits:**

*Researched, written, and produced by Steven Sann, Westwood Historian & Westwood Community Council Chair*

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