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Western Ave. Knolls The White Spot of Western Ave.

Stock#: 37592
Map Maker: Mercantile Investment Co.
Date: 18 x 12
Place: n.p.
Color: Color
Condition: VG
Size: 1925 ca
Price: SOLD



Description:

Rare colored pamphlet promoting the investment potential of land in the area between Florence Avenue and 66th Street, between Cimarron and Western Avenues.

This is one of the most interesting and charming real estate promotional maps we have encountered, with a fascinating use of a yet to be built Junior High School as the promotional centerpiece of the neighborhood.

The pamphlet extolls: "More money made on Western Ave. Considering Buying and Selling Costs than any other street in Los Angeles." "Just as an example of the amazing profits that those who have invested on Western Avenue have been forced to take, a corner at Santa Monica and Western Avenue was sold in the fall of 1919, just six years ago, for \$15,000. A few months ago this same corner was purchased for \$200,000.

The Horace Mann Junior High School, soon to be built in the center of Western Avenue Knoll, is shown in a preliminary elevation.

Detailed Condition:

Folding promotional brochure.