



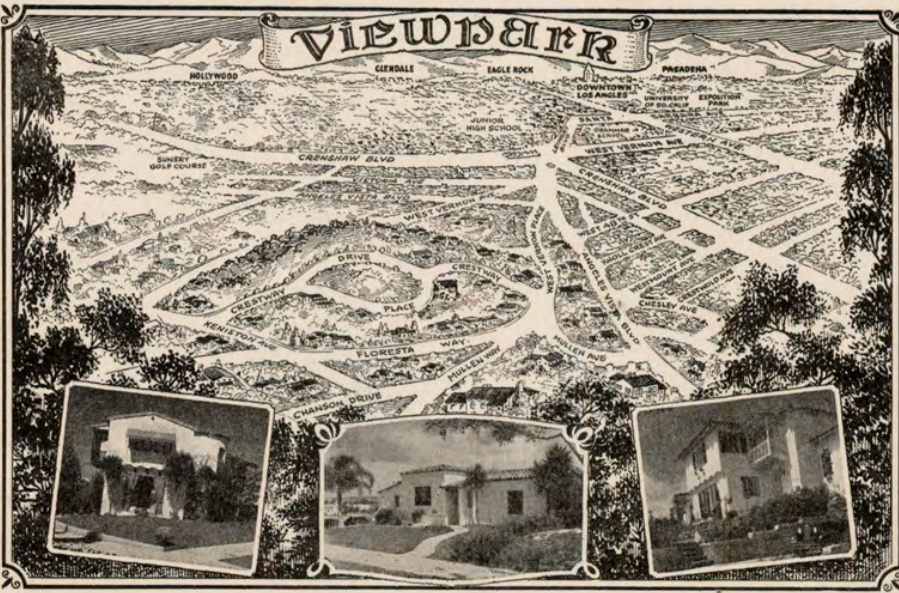
VIEW PARK

The Story of a Los Angeles Neighborhood

Katie Horak, Architectural Resources Group

November 6, 2016





Your ViewPark Home

Overlooks Los Angeles and the mountains.

Is surrounded by cultural environment in an atmosphere of refinement.

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

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

Is priced to protect investors.

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

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

or

inquire at any of our offices

4235 Crenshaw Boulevard, VE 4235

3555 W. Slauson Avenue, VE 0759

3450 W. Vernon Avenue, VE 2370

5101 Angeles Vista Boulevard, VE 2720

3745 Northland Drive, VE 3739



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 \$16,000.00.

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?

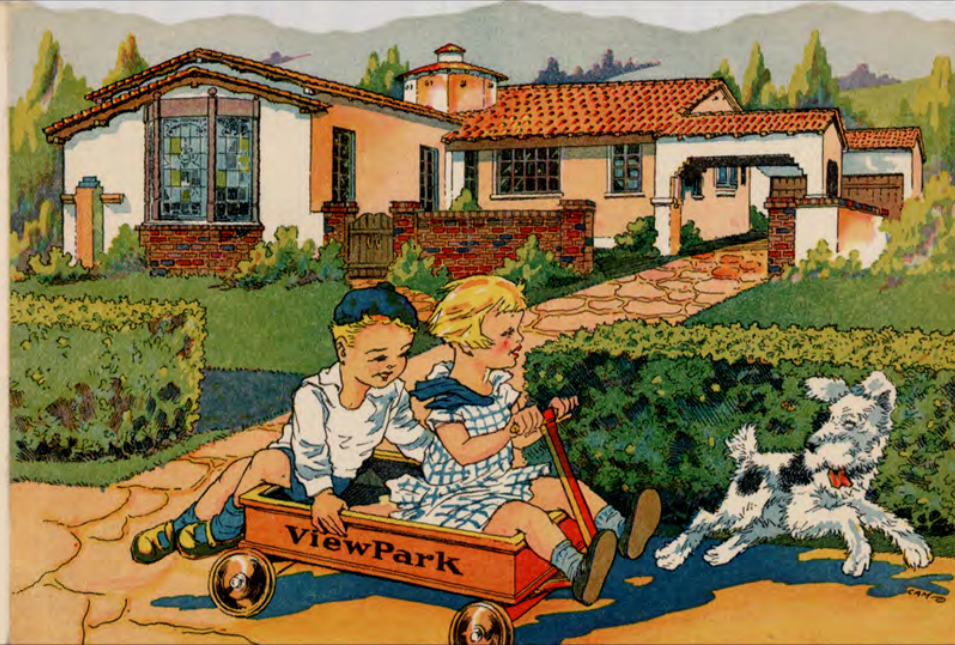
Obtain your property in the right location and determine the approximate cost of the type of home desired. Consult a responsible lending institution, or the Federal Housing Administration, where it can then be determined if your tentative plans are acceptable. Be sure to consult a responsible contractor,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

Will having an insured mortgage prevent my selling my house?

No.

Los Angeles Investment Company
1033 SOUTH BROADWAY - PRospect 0251

HAYNES CORPORATION, PRINTERS





When Homes of the Type Pictured
Below are Completed in
"VIEWPARK"

It will truly be a residential "show place." Many now appreciate "Viewpark's" beauty, ideal location, accessibility and high class restrictions, and are buying in large 60 to 90 foot frontage boulevards direct from the owners and developers. Viewpark is just west of the intersection of Angeles Mesa Drive, Laurel Street Boulevard (new building) and West Vermont Ave., only 3 miles from 10th and Broadway and served by the 5 cent "V" car line.



You Will Find—
At 4826 Victoria Ave., "VIEWPARK"

Our Beautiful
"Home of Charm"
Completely and beautifully furnished by the Experts of the
California Furniture Co.

It is open for inspection daily and the thousands who have already visited it marvel at the "good taste" of its furnishings and its convenient arrangement. Include a visit to this home in your week-end drive.

Los Angeles Investment Co.

OWNERS—DEVELOPERS—BUILDERS

Main Office, 1016 So. Broadway

WEstmore 0251

Net Assets Over \$11,000,000

A
VIEW PARK
HOME



where your perpetual
view can never be
obstructed!

We are completing some wonderfully artistic New Brick and Spanish architecture in VIEW PARK. Others tell us this is the most modern group of homes being built anywhere and selling at the prices and easy terms of \$100.00 or more per month. Think! Nearly 100 homes to view—a 1,000,000 dollar area. Homes in all stages of construction. Business men are buying these homes out of their income and using their capital in their business. Seven Homes Sold last week.

We invite you to
3470 Knollcrest Av
3477 Knollcrest Av

Los Angeles

BRANCH SALES OFFICES
Vermont Ave. at West 10th—WEstmore 0210
4th at West 10th—CHAnce 2100
4th at Maple—CHAnce 2100
4th at Maple—CHAnce 2100
10th at Main—WEstmore 0210
10th at Main—WEstmore 0210
10th at Main—WEstmore 0210

Net Assets

This is the Type of Home
Being Sold in View Park



We are building a home
of this type for You

You have wanted in your home, probably, a unit heating system—hot air for every room—a refrigerator—dish-draw, combination dishwasher—Formica on kitchen and breakfast room—marbled hand-dorcas—wall-to-wall—bath—separate shower—space-saving sink—Bosch—complete sprinkling system in your lawn.

You will find all of these and many more wonderful conveniences in View Park homes—the best home and most dignified location you will find any place for the price and terms.

These homes may be purchased on terms permitting of
Monthly Payments
of \$90—\$125 to \$175 Per Month

Business and professional men are buying View Park homes, taking advantage of our payable-in-cost terms—paying for their home from their income, using their capital in their business. Our tremendous net assets of over Ten Million Dollars are being used to build homes on a wholesale basis, and sell them on the easiest possible terms.

This Map Will Show You the
Wonderful Location of View Park

Within the 5-mile
radius from the
center of the city—15
to 20 minutes by
automobile and only
5c fare by yellow
"E" car.



Visit View Park any day and see the wonderful group of beautiful homes, with their own swimming pools, ready for occupancy.

Evenings
The evening of night view from View Park is most interesting because of the millions of lights that may be seen in the tremendous angle extending from Beverly Hills to the Bay Cities.

Los Angeles Investment Company

BRANCH SALES OFFICES
Vermont Ave. at West 10th—WEstmore 0210
4th at West 10th—CHAnce 2100
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Net Assets Over \$10,000,000



The BARCELONA



—with a view that rivals
the Mediterranean..

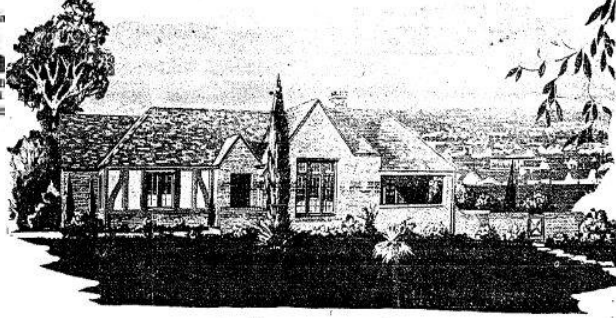
WITH the sea of homes spread out below, Viewpark affords a magnificent view, to be compared with that found in "better home" district in Barcelona, Spain, overlooking the Mediterranean.

VIEWPARK surpasses in view, climate and accessibility—tempered with the ocean breezes. It is delightfully pleasant both summer and winter.

If interested in Moorish art or "better home" construction, you will get real inspiration by a visit to the Barcelona.

Of the many homes being planned for Viewpark, view-

New Luxurious
BRICK HOME, Just Completed in
VIEW PARK



An absolute unobstructed view of the
city and mountains from
this View Park Home.

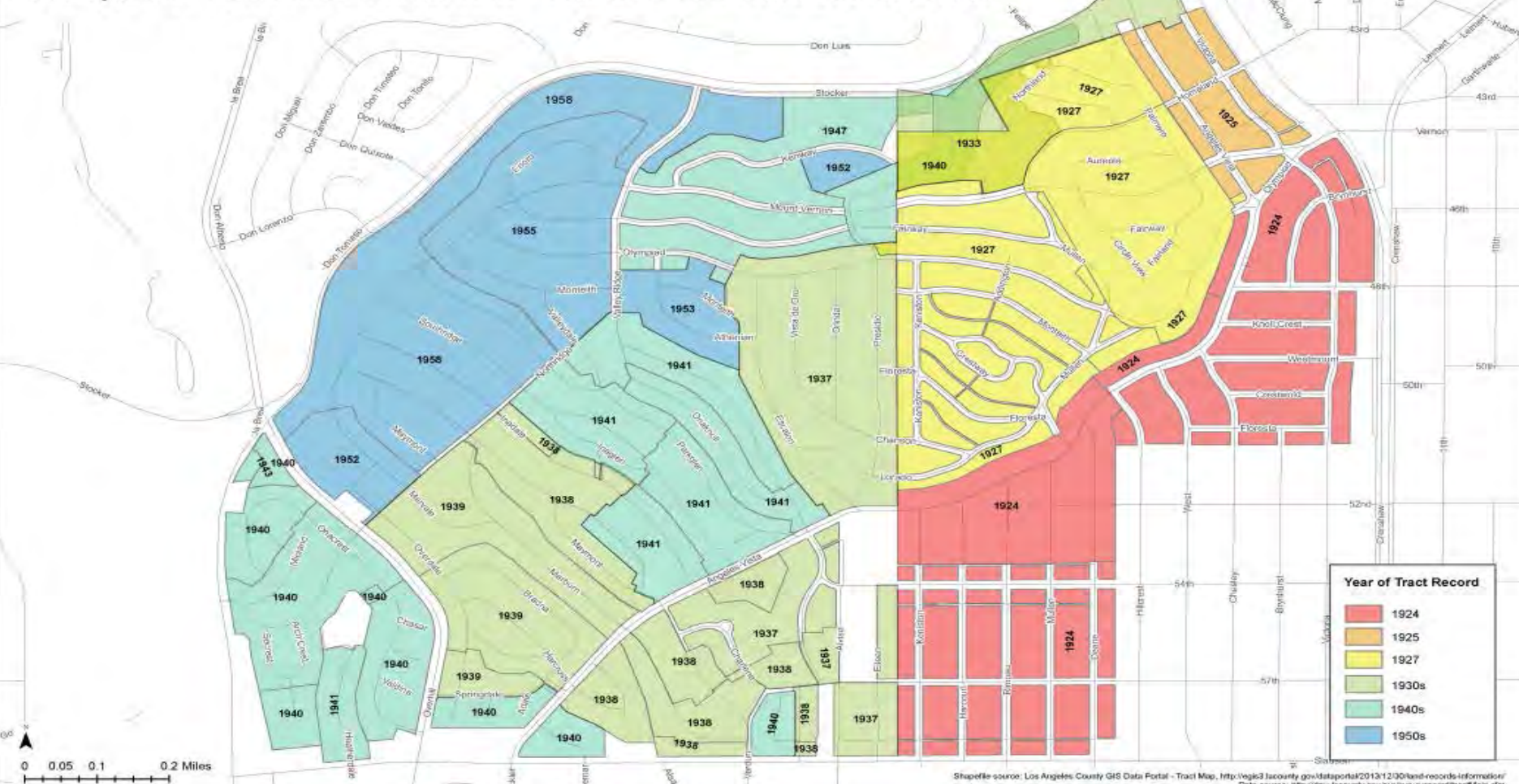
Merchants, Manufacturers
and Professional Men
—are buying these homes



This Home is one of our
\$1,000,000 Showing
of "Better" Homes Today



Developers of View Park-Windsor Hills - Year in Which Tract was Recorded



Map created by students in USC's Master of Heritage Conservation Program

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 4-9674

4949 W. Slauson Ave.
AXminster 2-0556



Credit: Los Angeles Times Archives, USC Libraries



All photos ARG, 2014



covenants, 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'



FREED FROM RESTRICTIONS—Pictured above are two of the many homes in Los Angeles, which have figured prominently in race restrictive covenant cases and which, by virtue of Monday's U.S. Supreme Court decision, are no longer "out of bounds" to Negroes. Both of these houses are in the city's wealthy "Sugar Hill" area, suits in-



volving, which have been awaiting action by the California Supreme Court for nearly two years. The cases will now undoubtedly be dismissed. At the left is the home of the late Ben Carter, well-known comedian and motion picture agent, who was teamed with Mantan Moreland for television shows at the time of his death. At the right is

shown Hattie McDaniel's home. Her right to live there was challenged on racial grounds despite the fact that she has attained top rank in motion pictures and is currently giving a 15-minute, nightly program, the "Beulah Show," over radio station KFJ.

Led Covenant Fight



JOB WELL DONE—Superior Judge Thurmond Clarke is shown here, right, with Attorney Lorea Miller examining the original file in the famed "Sugar Hill case." The case, entitled Anderson vs. Ausetz, was decided by Judge Clarke on Dec. 7, 1945, on the same point embodied Monday in the decision of the United States Supreme Court. He held, as did the highest court, that state court enforcement of such agreements violates the 14th Amendment. Miller was chief counsel in the Sugar Hill case and was one of the attorneys who prepared and argued the cases in the Supreme Court.

'Sugar Hill,' Other L.A. Areas Freed; Race Ban Outlawed

(See other stories on 2nd Front Page)
by Grace E. Simons

Los Angeles Negro families—like thousands of other Negro families elsewhere in California and throughout the entire nation—won the right on Monday to live in their own homes, to buy homes wherever they choose, or to rent homes in any

Mothers 5 Generations



Los Angeles Sentinel

Vol. XIV No. 17 72 Los Angeles, Calif., Thursday, May 6, 1948 Three Sections—Sec. 1 10c

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.

Los Angeles Investment Company, 1958 Master Declaration of Restrictions LAIC Tract No. 21687.

View Park Racists Hurl Death Threat

Death threats, anonymous phone calls, and around-the-clock harassment have failed to shake the determination of two school teachers to stay in their recently purchased hilltop home in snooty View Park.

The women—Mrs. Evangeline Woods Johnson and Mrs. Ella Redmond, sisters—are standing firm in the face of a cryptic warning, "If you move in, it will be your last move."

Police at first called the weekend of annoyance "the work of juvenile pranksters."

The "pranks" included bricks hurled through the windows and the teachers' lawn set afire by gasoline and a blow torch.

Last Thursday the sisters began moving their belongings to the home in what had previously been a classy all-white neighborhood.

"Even before we moved Mrs. Johnson said, "we began receiving phone calls and let warning us away. I don't know how they learned where we been living."

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 Olympiad, 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, the Sheriff's Office, Chief of Police and elected officials to



4025 Olympiad Drive (ARG, 2014)

BURN CROSS, WARN OF DEATH

Two More Accuse 'Rough' Lover

— Klan Tactics in View Park —



WERE NOT RUNNING—A Klan cross, wrapped in gasoline-soaked rags, was set afire 11 a.m. Tuesday on the lawn of the View Park home just burned by Mrs. Evange-line Woods Johnson and Mrs. Ely Redmond, right. Remains of cross are shown at left, together with tire chains at home. Mrs. Redmond points to hole in window where brick was hurled. Mrs. Johnson told police, "They might as well get more kindling and more rags. If I've set



crosses. The women, both sworn, are last members. The sisters have been "volunteered" by leading ladies and captains. Movement and conditions were given them in last Thursday. Four of them they received surprise telephone calls. In one week they were threatened. "If you were, it will be your last week. Sheriff's officers outside on the news that the attacks are prepared by juveniles." (Argo, Photo.)

Man Accused Of Strangling Woman, 74

Nude Body Found Hidden Under Bed
James Howard Hopper, 38, also known as Thomas Harris, of 109 E. 43rd street, was arrested Monday at 611 N. Ave. near 19 and accused of the May 9 strangulation murder of Mary Jones, 74, of 1104 1/2 E.

Cross Burned on Teachers' Lawn

At 11 a.m. Tuesday, a huge cross was burned on the lawn by front of 4025 Olympiad Drive, following a week of threats and other acts of vandalism. About 3 a.m. a lead pipe was hurled at the house from a passing car. It landed on the lawn.
Mrs. Evange-line Woods Johnson and her twin sister, Mrs. Ely Redmond, moved into the house last Thursday.
All day Tuesday, Mrs. Johnson said, people were going back and forth in front of the house shouting, "Niggers! Niggers!

Officers Win Every Race—Nab Bookies

Officers Billy Gray and A. J. DeLeon of Newton Street Station had a perfect day with the horse before last Saturday just before post time at Hollywood Park. They nabbed a winner for each race.
The two officers swapped food to be satisfied with frequent meals and treated to some of Central avenue and Archway boulevard operators and changed them with book-



Southern Farmer Shoots Airman

Senate Civil Rights Debate Set for July 8

WASHINGTON — Democrats picked today for the Senate Judiciary Committee and planned the House approved bill on the Senate calendar in a parliamentary maneuver last week. The vote to bypass the committee is set for July 8, 30 vote with 36 Republicans and 11 Democrats casting the majority vote.
House Rules
"When President Richard Nixon, Kennedy's bitter political enemy and rival for the 1960 GOP presidential nomination, joined his arch rival in the Senate calendar. He overruled a parliamentary objection by Senator Richard Russell of Georgia and the vote came on the motion to sustain the vote president's ruling.
The Senate vote set off a political "brawl" of the first order when GOP Chairman James Eastland accused the seven Democratic senators of voting against the KKK's right of motion in a deal that guaranteed them a seat at Hollywood Park. It was taken ill at his home in San Francisco, where he lived with his wife, Mildred, and was rushed to the Mount Zion Hospital, where he died.



Curtis Mosby Dies in Sudden Heart Attack

Curtis Mosby, 67, one-time "Mayor of Central Avenue," a former owner of the Club Alhambra for many years, a friend with the Oakland Blue Devils, which he organized, died at 7 a.m. Tuesday from a heart attack.
He was taken ill at his home in San Francisco, where he lived with his wife, Mildred, and was rushed to the Mount Zion Hospital, where he died.

Kills Negro For Dining With Sister

YAZOO, Miss.—A white farmer was taken to the Yazoo County jail here last Tuesday after he confessed killing a Negro woman who had found him sitting at the dinner table with the white man's 30-year-old sister.
After the killing, the farmer, Richard Watson, who served five years of a 20-year sentence for killing another white man, called County Atty. Gen. for the field and told him, "I'd better come out and get me because I just killed a Negro."

Man Who Shot Despondent, Vet Shoots Self in Head

SANTA MONICA — James Charles Taylor, 38, a former veteran, who was despondent over his own late World War II, took his double-barreled shotgun, pointed it at his head and shot himself.
His daughter, 13-year-old Betty Jean Taylor, said she saw "the man" who shot and went to her father's room.

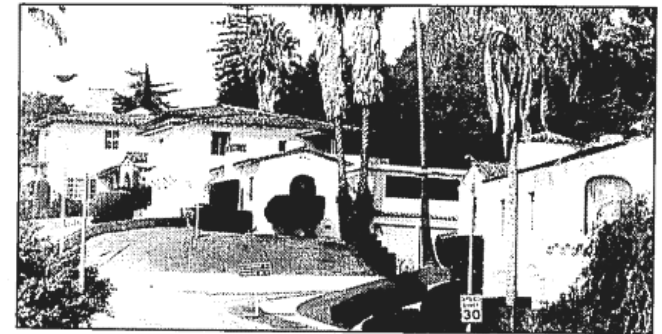
Women Name Hawkins

"I know just how that poor woman feels. He did the same thing to me—only I was lucky to be alive."
The woman on the telephone was afraid of solitude. She refused to identify herself, except to say that she was white.
The Negro woman got in touch with Atty. Gen. Miller Mrs. Hawkins's attorney, who offered to testify if she should be called. Atty. Miller with held the woman's name but stated that he had had business with her and was convinced of the accuracy of her statements.
"I didn't shoot him in a jail, said the woman on the phone. "He came out on the grounds of being my house and the law had to take him."
"You might call it hope," she would talk, and when she did, she would talk for 15 minutes.
"There's many other women I know but I don't know them by name." (Continued on Page 4)

VIEW PARK

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



LARRY DAVIS / Los Angeles Times

View Park, Los Angeles' loveliest and arguably wealthiest black neighborhood, is home to Victor Parker, below, and his wife Kathie. 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

African American Population in View Park:

1950: 0

1965: Approximately 40%

1970: 3 to 1

1980: 9 to 1



Credit: USC Digital Libraries



ARG, 2014