

# CHEVY CHASE INVADED BY VISITORS

Flintridge and Southern  
California Riding Clubs  
Send Delegates

Chevy Chase great 1600 acre subdivision which was opened two weeks ago at its Glendale Gateway was again invaded last week, but from the Flintridge side by horse-back riders from all the southern California riding clubs instead by road construction gangs.

The event was the formal opening of the Flintridge trails which includes miles of beautifully shaded trails under the pines and arroyos of Chevy Chase.

Officials and prominent members of the Beverly Hills, Hollywood, Oakmont, and Flintridge clubs united to make a great success of the day and much commotion was caused among the two hundred or more who rode by the exceptional beauty of the new trails inside the boundaries of Chevy Chase.

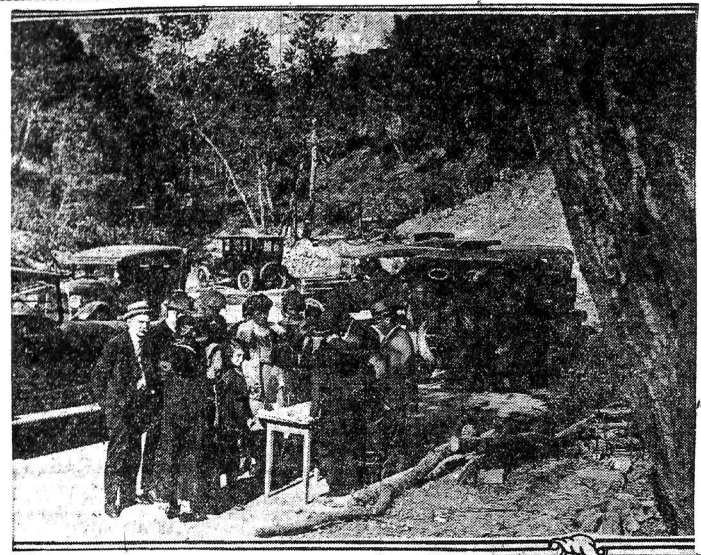
According to the present plans of Bert Farrar, the owner and developer of Chevy Chase, many miles of new horse-back paths will be constructed in this property at once with the aid of Franz Herd the city planning expert, who states that it will be possible to make these horse-back paths a permanent part of the future development of much of this great area.

The development of Chevy Chase which is just beginning now, will follow a definite plan throughout incorporating all modern outdoor recreation facilities such as a championship golf links with a completely equipped country club, swimming pools, tennis courts and miles of horse-back paths which will supplement the road system in the subdivision plan.

The first visit of Chevy Chase which opened two weeks ago, is now practically sold out as far as the road construction has permitted the subdivision of this beautiful area, according to Farrar, who has been forced to more than double the strength of his road construction crew and team shovel gangs. This course of "new" pumping eight and day and it is expected, by Albro Gardner, Jr., resident engineer, that approximately 25 new lots will be available for home seekers today.

P. P. McPherson, sales manager

## FLINTRIDGE RIDERS ENJOYING CHEVY CHASE BRIDAL TRAILS ON FORMAL OPENING SATURDAY



## CHATEAU DE QUALITE HOME OF FINE EATS

The Chateau de Qualite, 108 East Broadway, the home of highest quality eats and perfect menu, announces a decided innovation. Beginning tomorrow this popular establishment will offer a special menu of Chinese dishes every evening from 5 to 12 in conjunction with the usual high class American service that has attracted so many desirable customers. George Otani.

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a highly competent chef, has been engaged to prepare the Chinese dishes. Of course it was to be expected that the Chateau de Qualite would keep abreast of the times in cuisine and the best of service, but so advanced a step as this one shows that the proprietors are ever alert to provide the very best that can be secured for the large clientele of satisfied patrons.

### TELEPHONING MADE PLEASANTER

[By Associated Press] STOCKHOLM, Mar. 20.—The "line's busy" nuisance in telephoning has been mitigated in this city through the installation of an ingenious arrangement called the "waiting line." It will apply the "first come first served" rule to places much in demand such as hospitals, drug stores, doctors' offices, ticket agencies, information bureaus and newspapers. This is done by the creation of a special central and whenever a number is reported "busy" by the operator or the automatic switching machine, the "waiting line" is called and the desired number duly recorded in the sequence of its receipt. Then, as soon as the line is clear, the connection is made.



—Photo by Phillip duBois.

Thousands of people visited Chevy Chase in the last two weeks and will spread the reputation of Glendale far and wide.

## PETER HANSON TALKS ON 'OWN YOUR HOME'

Delivers Fine Address Before Conference in Pasadena

Peter Hanson, former president of the Glendale Realty board, is scheduled to deliver the following address at the Own Your Home conference of the California Real Estate association at Pasadena today.

"Own your own home" is fundamentally sound. It satisfies a natural longing. There is an in-born instinct in all to own a little bit of earth. It is an inherent right to do your own thing. It is a just due to which your wife and children are entitled.

There is an aristocracy in the ownership of one's home. It fills the family with a justifiable pride, and puts them on a social plane with other home owners. It establishes credit and financial rating so they can hold up their heads in their community. It forms hab-

**In two weeks!**

# Chevy Chase

*has become—  
a Magic name  
in Southern California—*



From all 4 sides  
the people come

And all who see the surpassing beauty of this great 1600-acre property for the first time appreciate why its former owner kept it locked up for more than 15 years as a private retreat.

Chevy Chase is the last untouched area of its class and type that is located well within the metropolitan grasp of Los Angeles. Civilization is now conquering it—this is inevitable—but under the guiding hand of Bert Farrar, it will soon be evident to all visitors that Chevy Chase will retain all of its present sylvan beauty and will become an increasing joy to thousands of home dwellers instead of a private estate for one family only.

Practically all the new homesites that were made available to buyers last Sunday were sold out in a few hours, and all week long the sales have steadily kept up with the steam shovels and road scrapers that are biting into the undeveloped portion of the first unit.

The most that can be promised this weekend is 20 new lots on Sunday morning, and these surely will go to the first comers. However, it is wise to see Chevy Chase at once and if all available home-sites are sold by the time you get there it will be possible to make advance reservations for choice locations in the surrounding area that will soon be reached by the new roads that are now under forced construction.



Bert Farrar Inc

OWNER  
333 PACIFIC MUTUAL BUILDING  
LOS ANGELES, CAL. (Branch)  
2416  
0054 Tract Office on Property 14921

# T. W. WATSON CO.

its of saving that insures against wear in old age, and starts a safe, cumulative investment that dispenses with the landlord. The whole family shares in the common effort to acquire a home, thus cementing the family ties and stabilizing the family life.

Home ownership develops the finer feelings. The road from primitive cave to modern mansion is paved with the longings of the human heart. Beauty has its own appeal. Through the long years the battle for the beautiful has carried on, and all the home beauty we cherish and enjoy today comes out