

ATKINS REALTY CO. ACTIVITIES

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LOS ANGELES, CALIFORNIA

JUNE, 1928

ATKINS IDEALS ARE REALIZED AT ARROWHEAD VILLAS

BIG CELEBRATION AT ARROWHEAD VILLAS JULY 4TH

Program and Celebration Will Feature Official Opening of the New Community Center and Outing

Members of the Atkins Realty Co. invite all Arrowhead Villas property owners and their friends to attend the monster 4th of July Celebration and dedication of the new Community Center at Arrowhead Villas.

With assurances from the architects and contractors on the various units of the New Community Center that, weather and working conditions permitting, their buildings and other construction work will be completed and ready for use by July 4th, the Atkins Realty Co. decided to hold a monster jubilee and 4th of July celebration at Arrowhead Villas. The Club House and the Community Center would be officially opened to the public.

Awards for Sports Events
Regular old-fashioned 4th of July celebration and basket picnic will feature the jubilee together with all kinds of athletic and aquatic sports. Numerous prizes will be awarded for various athletic contests and the new swimming pool will be the scene of contests in swimming, diving, and other aquatic sports. Tennis, racing, horse pitching and many other kinds of sports will also come in for their share of awards so that every one present will have an opportunity of entering in their favorite contests.

On the evenings there will be dancing in the new club house with music furnished by the Arrowhead Villas Club Orchestra and the lovers of the "light fantastic" may dance to their hearts content. There will be card games, billiard games and radio programs for those who prefer the more quieter evening pastimes.

New Developments Seen
The celebration will afford an excellent opportunity for all property owners at Arrowhead Villas to see first-hand just what improvements and construction work has been accomplished on the project and familiarize themselves with what new developments are going on which might affect the increased valuation of their holdings. The officers and personnel of the Atkins Realty Co. are also anxious to renew acquaintances with their clients and friends and

FOUNDERS OF ARROWHEAD VILLAS MAKE HISTORY IN SALE OF MOUNTAIN PROPERTY



WM. MARKOWITZ
President

heart and soul into the work of making it the finest mountain resort community in Southern California, and so marked has been their success that the Atkins Realty Co. is now considered a leading authority on resort property.

One of the principal reasons for the great success of the Atkins Realty Co. in the phenomenal development of Arrowhead Villas and other projects of the company is due to the fact that Mr. Markowitz, its president, and Mr. Simons, vice-president, have been associated together in business for the past ten years.

Such close personal and business association has developed mutual ideals and a desire to build a business that would not only be a monument to themselves but also to the Atkins Realty Co. and every one associated with them. They found that opportunity in Arrowhead Villas and have put their



J. F. SIMONS
Vice-President

The Atkins Realty Co. is not only a member of the Los Angeles Chamber of Commerce, the San Bernardino Mountain Chamber of Commerce and the Los Angeles Realty Board but are also a member of the National Realty Board.

After a year and a half of hard work and much detailed planning, the unique recreational center of Arrowhead Villas will soon become the all-year playground for thousands to enjoy the scenic wonderland at Lake Arrowhead

In 1926, the Atkins Realty Co. saw the urgent need for an ideal recreation center for the people of Southern California where the rustle and bustle of the workaday world could be completely forgotten in Nature's carefree domain. They decided to create such a project and make it so unique that it would stand out far above the various mountain properties that were being offered the public, many of which were nothing more than just ordinary cabin sites, camouflaged selling schemes and on the whole very often disappointing to the buyers.

Naturally, the first place the officers of the company went was to Lake Arrowhead which was reputed to be the finest playground in California. They found that there was no property for sale or available within any desirable distance of the beautiful mountain lake.

Good Property Scarce
So not being able to buy the kind of property which fitted in with their ideals, they proceeded on a comprehensive tour of all the Southern California mountains in their search for the ideal setting. So much of the mountain lands are controlled by the government for timber and water conservation, that they found a great scarcity of desirable mountain property that was available for private ownership.

After looking over every mountain resort and possible site for a resort they again returned to Lake Arrowhead, drawn by its unmatched beauty which stood out far above any place they had visited, hoping that there might possibly be some location they had overlooked, for they realized that Lake Arrowhead vicinity would produce for their clients the greatest returns in enjoyment and increased property values of any place in Southern California.

Find Ideal Location
Quite by accident, on their second visit to Lake Arrowhead, they found the "ideal" site which fitted exactly their plans for the creation of the most beautiful mountain recreational center in Southern California. They found that this particular piece of property was owned by the Fleming family of San Bernardino but that it was for sale. However after a

MEMBERS LA. CHAMBER OF COMMERCE MEMBERS LA. REALTY BOARD

ARROWHEAD VILLAS

Atkins Realty Co.
24th Floor
Pacific National Bank Building, Ninth and Hill
Owners & Developers
Los Angeles

Phones - TRinity 2307

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June 1, 1928.

DEAR FRIENDS:-

We are taking this opportunity of expressing our gratitude to you on behalf of the sales organization and ourselves for the large part you have played in the success of the Atkins Realty Co. and its developments.

We cannot help but feel that we are just one big family and as such, we have enjoyed your co-operation which was bound to bring success.

In Arrowhead Villas, with which most of you are familiar, we are building a recreational center which is yours to have and enjoy, and we trust that with Arrowhead Villas completed it will bring you many years of untold pleasures.

Wm. Markowitz
President

J. F. Simons
Vice-President

THE AMERICAN ARCHIVES
 1000 15th St. N.W.
 Washington, D.C. 20006
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NEW MILLION DOLLAR HIGHWAY IS NOW UNDER CONSTRUCTION

The big steam shovels are digging and puffing away, day in and day out, in their Herculean efforts to provide a nice, easy 5% grade so that you and many thousands more "high gear" all the way to Arrowhead Villa to spend a whole season enjoying innumerable delights of Arrowhead Villas.

isfaction to the Atkins Realty Co. in seeing its predictions become realities.

U. S. and State Aids County

This is the first of the three units that will be constructed by the joint co-operation of the Federal Government, the State of California and San Bernardino County. The first unit is a three-mile stretch from a point a half-mile above Waterman Camp on the present road to the left over a gently-rising loop through Devil's Canyon the property owners at Arrowhead Villas as well as being a great sat-

Work Started

A few months ago construction work was started in earnest by J. Donovan & Son, highway contractors, and the grading work is being pushed with all diligence on



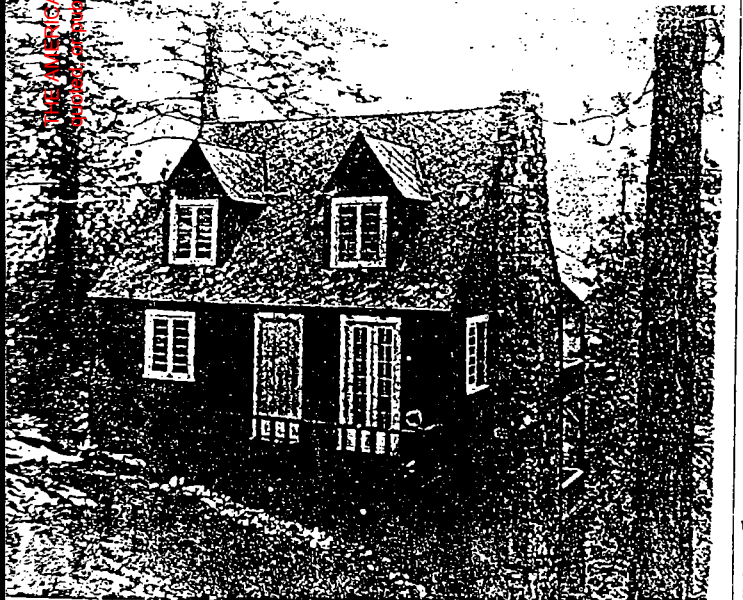
Sketch of New Club House at Arrowhead Villas as it Will Appear When Completed in the Near Future

of the new million dollar highway which will completely eliminate the famous switchbacks at the top of Waterman Canyon. The property owners and visitors to Arrowhead Villas are reporting that the mountain climbing with activity along the new project and the mechanical giants, thousands of men, a fleet of tractors and miscellaneous machinery assures the realization of the fondest hopes of

and back across the present road again at Panorama Point and then follows the southerly slope of the mountains to a point about midway to Squirrel Inn. From this point, the State will take up the work and continue on to Squirrel Inn. The County of San Bernardino will then construct a road from the new highway to the Crestline-Skyland district.

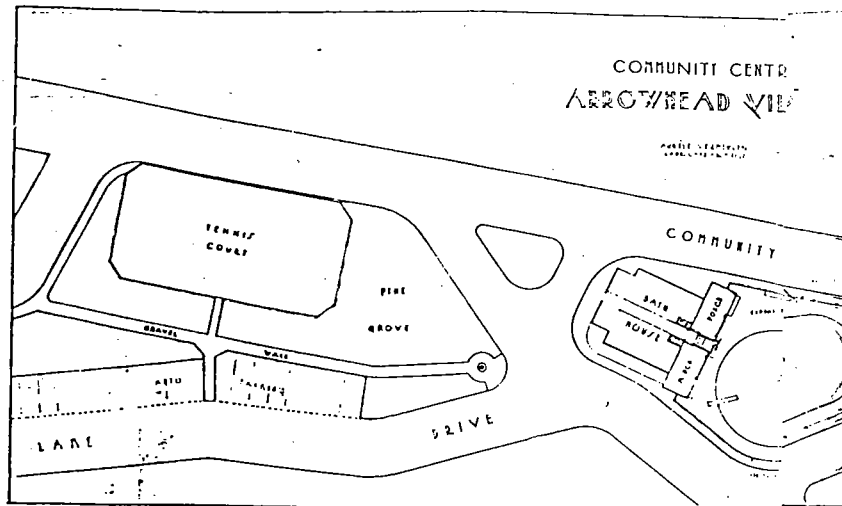
Switch-Backs Eliminated

Contractor Donovan reports that a portion of about three-quarters



Private Summer Lodge of Wm. Markowitz and J. F. Simons is Typical of the Class of Buildings at Arrowhead Villas

NEW COMMUNITY CENTER



Sketch of the Community Center at Arrowhead Villas designed by Architects of the United States, showing location of the various units. This recreation building, swimming pool, putting green, bath house, tennis court, and recreation of Arrowhead Villas will be centralized.

A month ago the Community Center of Arrowhead Villas was a little valley of gently sloping land with a little creek winding its way among the trees and grasses; then a landscape artist conveyed the ideas of the Atkins Realty Co. onto a piece of paper as shown in the sketch above. Today the various places designated on the sketch

are fast becoming completed actualities. Under the capable supervision of architect Wm. H. Kraemer and W. F. Nelson, building contractor, the Club House, Administration Building, Bath House and other buildings being erected at Arrowhead Villas are being rushed to completion, while Shanahan Bros.,

of a mile from Camp Waterman to the old road at Panorama Point will be open for use about the first of July. This first portion will eliminate the first series of switchbacks and be a great boon to motorists this summer.

Another contract has been let by the State for the second section to the Nevada Construction Company who will carry the work on to Squirrel Inn. Work will be commenced on this portion just as soon as the contractors can get equipment to the survey.

"High Gear" All the Way

The new road will in reality be a "high-gear" highway, as the standard grade is 5 per cent while greatest grade is said to be but six per cent. The roadway will be wide enough in places to allow several machines abreast.

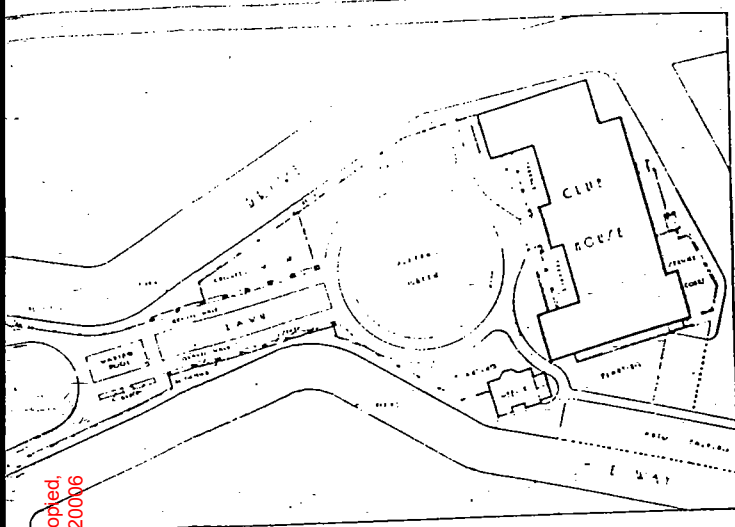
The new highway will bring Arrowhead Villas almost two miles closer to your home and the trip will be no more trying than would the same distance on city boulevards. As it was reported that more than a million people used the present road to the mountains last year, the new road should much more than double the traffic to this section of the San Bernardino mountains when completed.

With such a scenic place as Arrowhead Villas no more difficult to reach than the beaches, even the unimaginative mind can picture the tremendous demand for lodge sites and accommodations which will accrue from the certain influx. Think what this means to you and your investment at Arrowhead



Showing Some of the Construction at Arrowhead Villas as it Appeared

THE ATKINS REALTY CO. ARCHITECTS AND ENGINEERS, 1100 K ST. N.W., WASHINGTON, D.C. 20004
 FOR MORE INFORMATION SEE THE ATKINS REALTY CO. ARCHITECTS AND ENGINEERS, 1100 K ST. N.W., WASHINGTON, D.C. 20004



Arle Vermeulen, one of the foremost landscape architects in the nation, designed the unique resort center including club house, administrative buildings, tennis courts, kiddies playground, etc., where the life and

and general contractors, completing their work of concreting the swimming pool, wading pool, cement curbs and hard surfacing the road around the Community Center. Both construction companies are exerting every effort to complete their respective work completed and ready for use on July

with when the dedication program will be held.

Retain Natural Beauty

Situated in the heart of the 160 acres of attractive Arrowhead Villas, the Community Center will naturally be the center of all things and, through the far-sightedness of the members of the Atkins Realty Co. in maintaining a high standard of building design and construction blending with the natural beauties of the property, it will always be a permanent attraction and asset to every property owner.

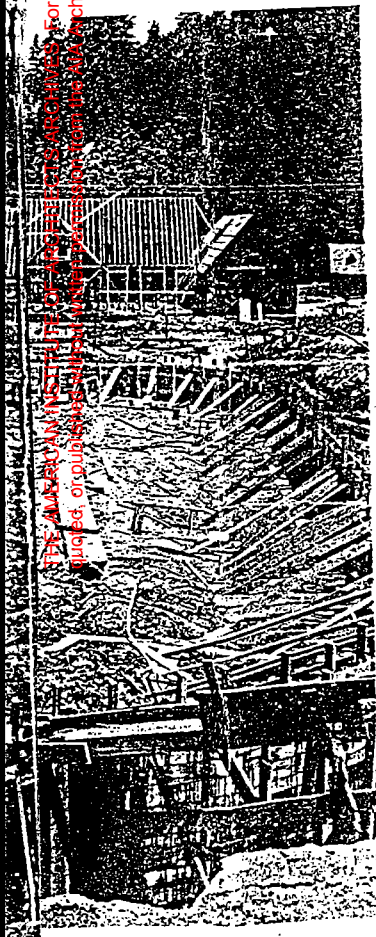
At the upper end of the Community Center is a well-shaded cement tennis court where the devotees of the racquet may enjoy their game to the fullest. Just beyond is the bath house with lockers, dressing rooms, showers, etc. all below the surface of the ground so that the observation porch above can be used by those watching the swimmers in the pool below without obstructing the view from one end of the Community Center to the other.

Novel Swimming Plunge

Fleming Creek which runs through the property furnishes pure mountain spring water for the big oval cement swimming pool. Although this provides clean fresh water at all times, yet the water is further filtered, purified and warmed before it enters the pool, thus adding those unusual advantages not found among ordinary mountain swimming pools.

Between the children's playgrounds and the club house is a perfect grass sod practice putting green where the golf enthusiasts may improve their putting, while the finest all-grass nine-hole mountain golf course is located but a few miles away. The entire Community Center is beautifully landscaped with flowers, shrubbery, gravel walks, cement curbs and all surrounded by an artistic rustic fence.

At the lower end of the Community Center is the club house



Work on the Community Center at May 27th, the Big Oval Concrete and Club House in Distance.

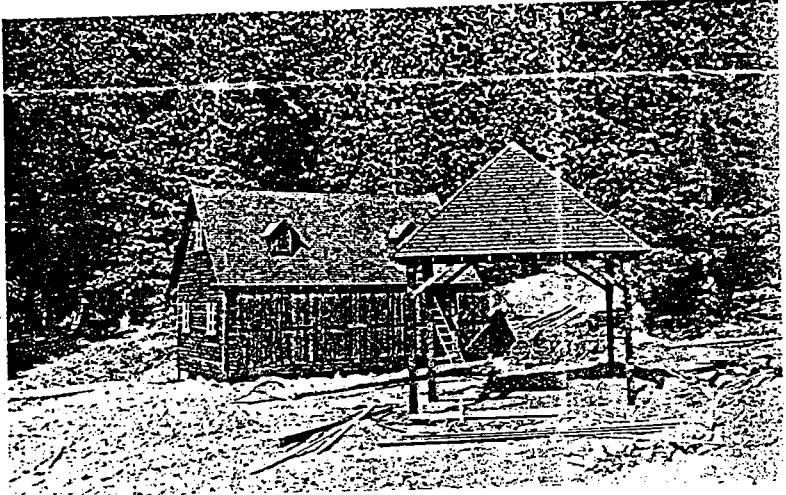
Besides the Community Center development, a number of owners of business properties bordering the Community Center have signified their intentions of erecting business shops at once to be able to accommodate the residents of Arrowhead Villas this season.

Among the various business shops expected to be in operation shortly are a general store with hardware, household furnishings and general necessities, a grocery, meat market, poultry and fish market, a complete bakers, delicatessen shop, barber shop, a general garage and service station which is now practically completed, a

well-equipped laundry for the convenience of Arrowhead Villas residents.

Many new lodges and summer homes have already been completed at Arrowhead Villas and there are now approximately fifty-two completely furnished villas from single villas to beautiful six-room two-story lodges now ready for occupancy.

There are also about twenty-five other villas now in their various stages of construction and many other property owners have expressed their intention of building at an early date.



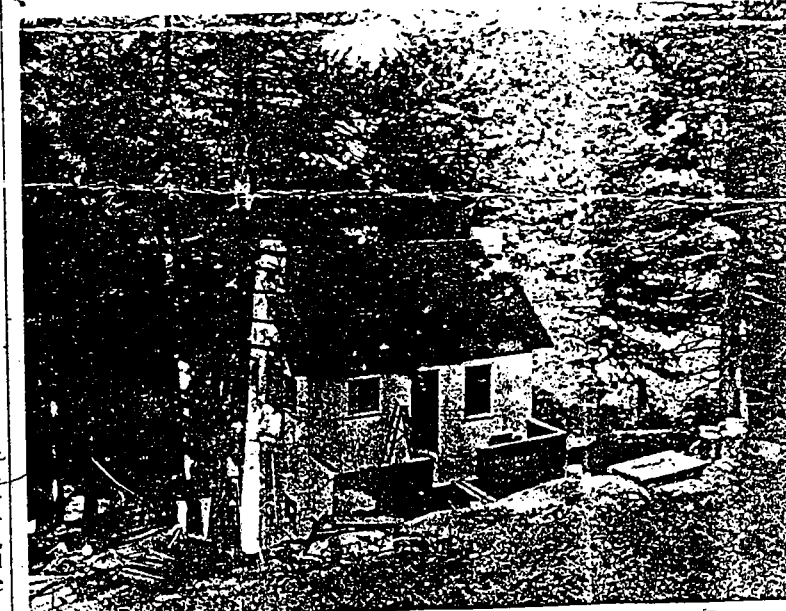
The Public Garage and Service Station at Arrowhead Villas as it Appeared Under Construction on May 27th

VILLAS ARE NOW READY FOR RENTAL

Arrowhead Villas will present a beautiful scene this summer and if your own villa is not yet built, you and your friends can spend a most wonderful outing at Arrowhead Villas by renting one of your neighbor's villas at nominal rental. Single villas completely furnished

may be rented at \$3.00 per day per couple.

Please notify the Rental Bureau of the Atkins Realty Co. as far in advance as possible of your accommodation requirements—telephone TRinity 2307.



The Beautiful New Two-Story Stucco Home Being Completed for E. E. and Etta M. Enslcy at Arrowhead Villas

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