

## The Deer Lake Highlands Brochure

In February, we were contacted by Alfred Beridon, regarding some Deer Lake Highlands documents. His grandmother and mother purchased a parcel in 1928, and he shared the related documents with us.



A 1927 letter from the Chatsworth Land and Building Corporation to his grandmother, stated *“From among the hundreds of answers received to our Guessing Contest, the judges awarded your answer the enclosed check for your guess, which will be accepted by us as a cash payment on a lot in Deer Lake Highlands, which is located twenty-five miles from Hollywood.”*

The check was for \$249, and they ended up purchasing a lot for \$500 in 1928. Included in the documents were some never before published promotional materials from Deer Lake Highlands, which are shown below.

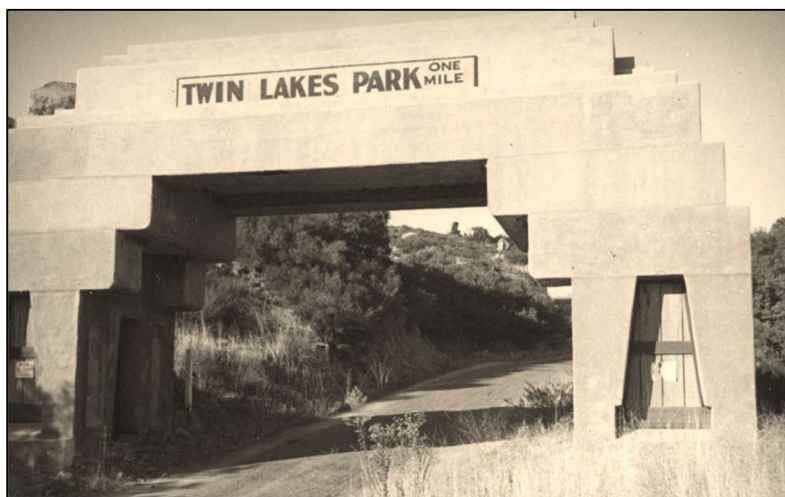
**Background:** In the 1920s, vacation homes were very popular, and sales peaked in the late 20’s before the Depression. Local Real Estate Developments in the Roaring 20’s included

**Twin Lakes Park**, (Mayan/Aztec Theme),  
**Deer Lake Highlands** (North of Twin Lakes),

**Cabin Sites**, (now Lake Manor and Box Canyon)

**Santa Susana Hills Cabin Sites**, (near Corriganville) and

**Girard** (Middle Eastern/Turkish Theme, now Woodland Hills)



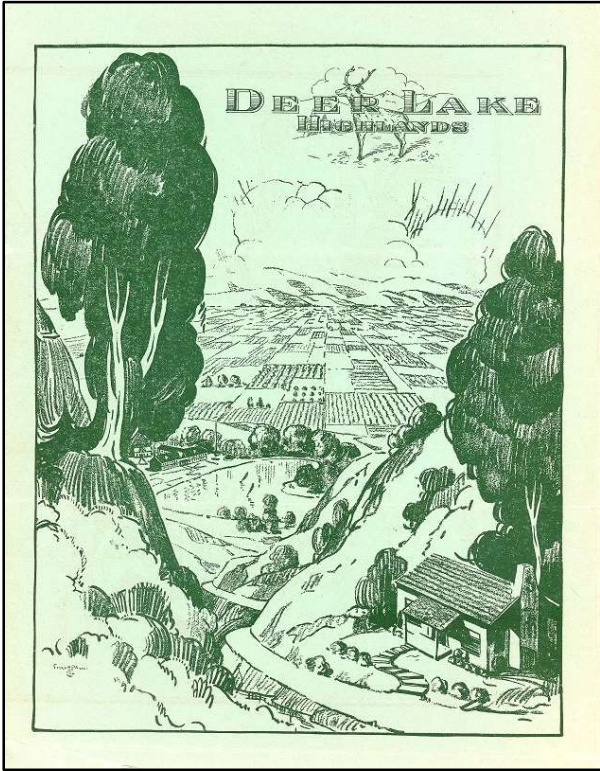
Both Twin Lakes Park and Deer Lake Highlands began selling small lots for vacation or permanent homes in 1926-1927. They operated as different, and perhaps competing, companies, but shared the same access points. The area was the combination of three homestead parcels totaling 369 acres. The twin lakes were formed at the Devils Canyon and Brown’s Canyon dams; both dams still exist but have been dry since the late 1940’s. But in



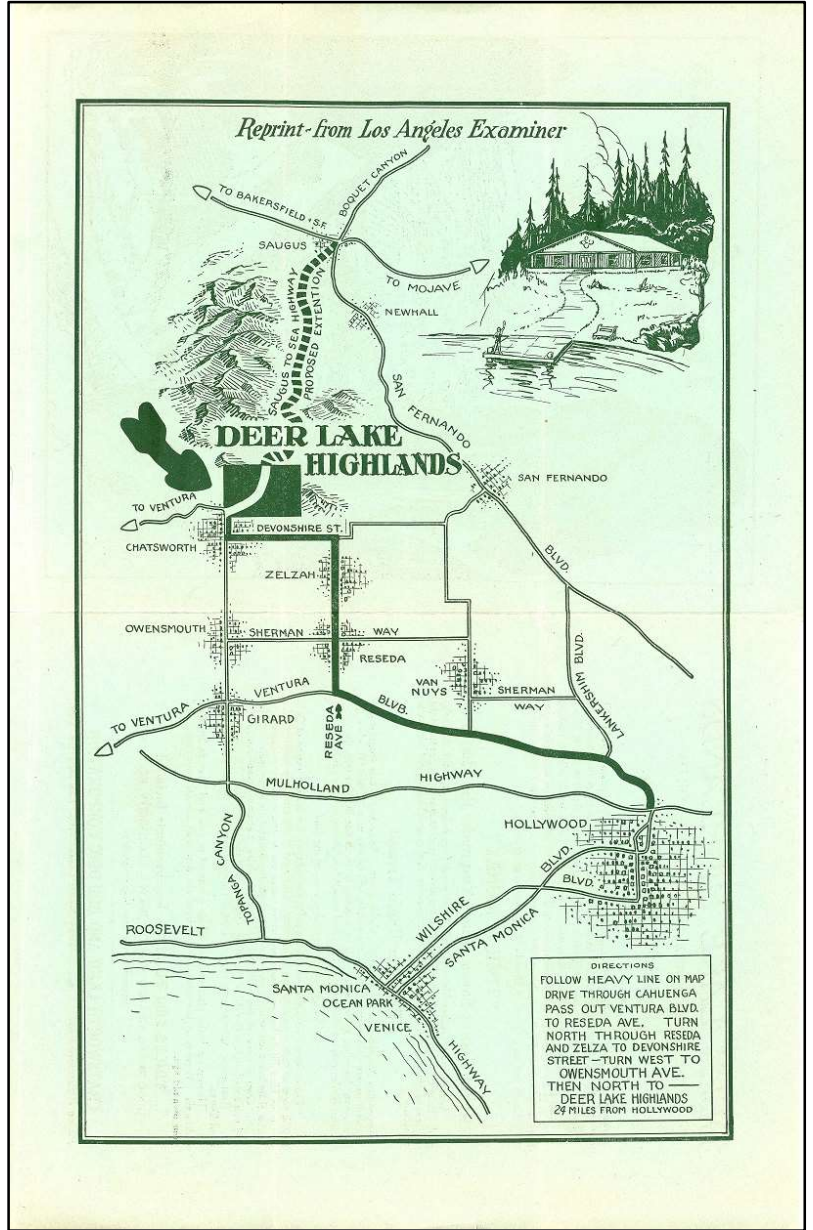
the 1920s, a clubhouse and boat docks were built at the Devil’s Canyon Dam, as seen above. Deer Lake Highlands was north of the 1906 Devil’s Canyon Dam/Bridge, on the northern plateau.

The 1927 Deer Lake Highlands Brochure was four pages printed on green paper.

Page 1



Pages 2 and 3 (in the center of the folded brochure)



Page 4

**DEER LAKE HIGHLANDS**  
 "THE HOLLYWOODLAND OF CHATSWORTH"  
 Ideal Residential—Resort Homesites

**TIME IS MONEY**  
 Rapid Transit Saves Time—You make the Money

Los Angeles, Lankershim and their sister cities fully believe that the man who said, "Time is money," knew what he was talking about, and that is why they secured the services of those nationally known Traffic Engineers, Kelker and Deleuw of Chicago, to submit

**Plans for Rapid Transit**

Between Los Angeles and San Fernando Valley points. According to Los Angeles and Burbank papers the estimated cost of the system will be less than \$5,000,000, while the increase in the value of real estate will be startling to those not familiar with the use of great boulevards, of automobiles and rapid transit facilities, or electric car lines.

*What Arthur Brisbane says about owning land:*

"Learn from Germany's once Crown Prince, back on his landed estate at Oels, that it pays to own a piece of this solid earth. His hope of the crown is gone, or dim, and gone his military hat with skull and cross-bones on it. His millions, or billions of marks, if he has them, will not buy enough to feed the daschunds at his feet.

"Own a piece of the earth, take Voltaire's advice, 'Let us cultivate our garden and you may laugh at the fall of the mark, or the rise of the bolshevism.'"

Real estate agents, here is your Text: "There is No Real Security Outside of Real Estate."

There is no better place on this whole continent to own land than in Southern California. There is no life insurance in the world that is as safe for your family and your own old age.

**PRICES \$400 TO \$1250, Improvements Included**  
 GOOD ROADS, GRADED STREETS, WATER, ELECTRICITY, ETC., ETC.  
 Improvements now being installed

**CHATSWORTH LAND AND BUILDING CORPORATION**  
 Phone WEstmore 9431 1054 South Grand Ave., Los Angeles, Calif.

Page 4 introduces Deer Lake Highlands as "The Hollywoodland of Chatsworth".

Notice the proposed "Saugus to the Sea" extension in the map above. We wrote a newsletter article on the subject in our [September 2020 newsletter](#).

And for more information on Twin Lakes, visit our article at [chatsworthhistory.com](http://chatsworthhistory.com), [Twin Lakes Past Present](#).

The 1927 map below shows how to get from Hollywood to Deer Lake Highlands. It identifies the Tract Office, Office hours 9am to 5pm.

It shows Owensmouth and Devonshire (misspelled below) as the “center of town”, with a drug store, grocery store and garage. The grocery store is misplaced (it was at Canoga, today’s Karate Studio). And yes, they misspelled Canoga too.....

The Almo (Alamo) Garage shown on the map below is today’s Cowboy Palace Saloon. For more history on that building, please visit our article at [Cowboy Palace](#).

