

IN THE FUTURE

Why
people like to live and work
in BURBANK California

BURBANK CALIFORNIA



You will find many different types of communities in Southern California. But one of these, will readily distinguish itself from the others.

There is nothing pretentious about this small city of 10,000 souls. It nestles at the foot of a mountain range and at the mouth of a fertile valley. The air is sweet and good to breathe; the temperature, moderate winter and summer. The paved streets wind like ribbons between rows of graceful pepper trees. The houses look like homes. The shops seem prosperous. The industrial plants teem with activity. Beyond a peradventure of a doubt, it has an air of stability rather than of newness. You can respect a town like this . . . like Burbank.

And it invites a visit—a better visit than one of 16 pages of type and pictures. For here we can give you only a few highlights . . . guessing at what may appeal to you. But if you come and breathe the air (which can't be pictured) and explore it for yourself, and talk to its inhabitants who have a quiet pride in it, perhaps you, too, will wish to live here, to build for a more shining future. At least, we hope this booklet will arouse your interest that you will write for additional information; and that when your activities move westward, Burbank will receive your

first consideration.

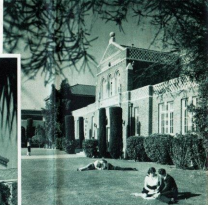
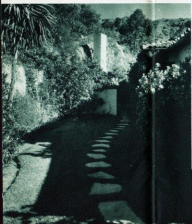
AT THE MOUNTAINS' FEET

HOMES

IN BURBANK, more than 55% of the residents own their own homes. Homes are cheaper to build and to rent than the average for the Los Angeles Metropolitan area. Here you will find no aristocratic, fenced-in developments but a city of substantial homes largely owned by people active in industry and commerce. Perhaps it is in this unusually high percentage of ownership which gives the city its quiet air of self-assurance.

BURBANK home owners spend their gardening enthusiasms over a 265 day growing season. For here there is little fog, almost no cold weather, and an annual rainfall of 15 inches. Nature is lavish with her rewards to the gardener. And the city garden contest each year spurs many to achieve glorious results. If you lived in Burbank, doubtless you too would catch "gardenitis." Sometimes the bright sunlight makes you itch to dig your fingers into the heavy soil.

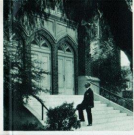
GARDENS



SCHOOLS

In Burbank's schools, more than 3,900 children are enrolled. Of this number, 96% are white. People here take the education of their children very seriously. Hence, the schools are not only well equipped but manned by a teaching staff whose degrees and honors testify to their fitness for their jobs. Burbank schools are in "Grade A" and graduates are given preferential ratings in colleges and universities. More than 50% of each graduating class go to institutions of higher learning, and each year, this percentage increases.

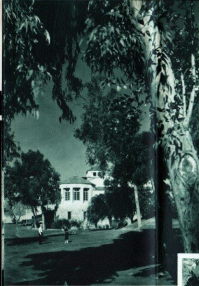
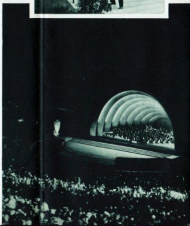
If yours is an intellect which enjoys exercise, you will appreciate Burbank. It is a sort of country-city. It has the blessings of country quiet and repose, and of metropolitan advantages, too. It takes its spiritual life as seriously as it does the education of its children ... most religious denominations are represented by a live church.



CULTURE



And it demands and gets the inspiration of live music and good drama. For, Los Angeles has its arm around these sides of Burbank. The Hollywood Bowl with its symphonies under the stars is only ten minutes away, and the theatres with shows from "Broadway" and the "Lamp"—only twenty-five.



RECREATION

IN BURBANK, it costs little or nothing to play. The city has developed well-equipped parks for this purpose. Griffith Park with its 3,000 acres for play lies along one border. The Country Club boasts one of the sportiest courses in the Southland. Old Pacific Ocean is but a short drive distant. Brille trails perhaps unrivalled anywhere in the country await the crank of your favorite saddle. And, of course, this section is famous for its spectacular scenic drives.



METROPOLIS OF THE

AIR

If you come West by plane, you probably will land at the United Airport in Burbank. Strange that a community no larger than this one should have the country's finest airport. The great cement runways point in five directions. The beautiful terminal building bustles with activity. Sixteen transports land here daily—one of them just twenty-four hours out of New York City. Three great airlines make this their terminal. Uncle Sam, too, makes this port his Southern California headquarters for the air-mail. The Aeronautics Branch of the Department of Commerce, the U. S. Weather Bureau Airport Station, and the United States Aerial Forest Fire Patrol.

To care for the hundreds of planes which daily use the port, the finest facilities have been provided. Hangars fringe the field—some of them the world's largest. Naturally, gasoline pits, service trucks and tractors, flood-lights, etc., all are here.



As you circle the Port, you will see the modern plant of Detroit General, manufacturer of Lockheed Planes, Lockheed, Post and Gatty, Major Wilkins, Captain Frank Bush's industries of other planes who have carved a niche for themselves in aviation's Hall of Fame, no three planes. They have penetrated the frozen fastnesses of North Pole and South Pole, circled the globe, and blazed new and daring trails into the far corners of the world.

Not so well known as Lockheed but almost as busy as many other organizations in Burbank which cater to sky-surgers. The mere listing of their names would nearly fill this page. Together, they all make of Burbank a complete air unit—a city, probably in the forefront of this country's air activities. Are you connected with aviation? Burbank holds a future for you.

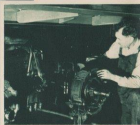




M O V I E S



BURBANK—
 famous Warner Bros.,
 First National, Vitaphone activities. The
 remnants of celluloid drama, 78 acres of
 land with 44 buildings providing more than
 half a million square feet of floor space. An
 1100-acre farm for "location" shots. Twelve
 big sound-proof stages covering 250,000
 square feet. Within the studios, 4 miles of
 paved streets. And enough electrical energy
 used to supply a city of 10,000 population.
 Cost of buildings alone more than
 \$1,000,000.



M O T O R S

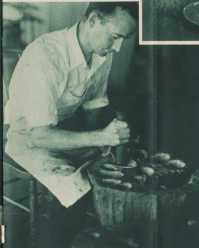
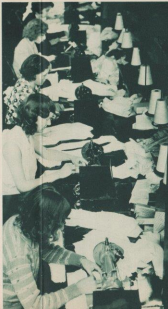


BUILDING trucks
 for Boulder Dam—40,
 000 pounds capacity—
 so large the State of
 California won't allow
 them on the roads.
 Here the Safety Coach
 was developed. From
 here trucks are shipped
 to all quarters of the
 globe. With its
 high standard of liv-
 ing and its practically
 all-American popula-
 tion, Burbank sup-
 plies the finest type
 of labor to plants like
 this one where a wide
 variety of skilled tech-
 nicians are required.

T E X T I L E S

BARBANK weaves the territory west of Denver from this ultra-modern plant of Casper Ltd.,—for 60 years one of the largest makers of underwear and pajamas with headquarters in Kenosha, Wisconsin and St. Joseph, Michigan. This plant has the world's longest cutting table. In its operations, its labor is largely women.

Operators state that the type of help furnished by Barbank is exceptionally efficient.

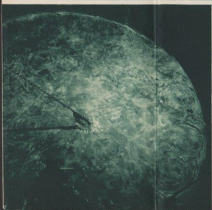


MANY cities have great industrial enterprises. Few attract into standing craftsmen. Barbank is one of the few. Among others, Porter Blanchard chose this city for his workshop. Here with his craftsmen he designs and fashions by hand the silverware which has brought him a national reputation. Barbank would welcome many more craftsmen of the caliber of Porter Blanchard. Are you one?

A R T S & C R A F T S

LOBB, down into a churning vat of soap three stories deep—a potential supply of 750,000 cakes of Woodbury's Facial Soap. Watch this being fashioned into familiar shapes and skillfully wrapped and packed by lightning-fast fingers. See creams, lotions, pastes and other beauty aids . . . nearly a hundred of them . . . made in this great factory and you have an idea of the scope of the Andrew Jergens Co. Burbank has great industrial diversification. For the industrialist, it has tremendous possibilities.

COSMETICS



BURBANK, as elsewhere, automobiles parked at the curbing mean customers. Here retail business grosses more than \$6,000,000. The retail payroll alone is over \$305,000.

This is exceptional for a small community bordering on a great metropolis. The community spirit of course is largely responsible. But the other factor is Pacific United States Highway No. 99 running from Vancouver in the North to Mexico on the South. It is one of the most heavily traveled highways on the Pacific Coast and it is Burbank's principal thoroughfare and business street. It carries millions of tons of motor freight and thousands of tourist pleasure cars. It is a vein of gold, its value to retail business is an unknown but much respected quantity. It fills many parking places. It provides customers.

If you are contemplating merchandising in Southern California, investigate Burbank. Investigate its commerce. Its spirit. Its United States Highway No. 99.

S H O P S