Burbank in the Future

Everyone knows that industry follows markets. The Los Angeles Metropolitan Area is fifth in size (now rated as fourth by some authorities) among the country's major markets. More and more industry will come to Southern California to take care of this great buying power. And very certainly Burbank will be chosen by many organizations for their permanent Western home.

During the last two years when business throughout the country has been stagnant, plants in Burbank of national concerns have undergone major expansion programs. With its high standard of living, its excellent labor, its unique geographical location, its railroad service with 91 trains daily, its particular winter and summer climate, and the cooperative spirit of its civic leaders, Burbank cannot fail to receive major consideration among industrialists.

It is significant that some national organizations previously located elsewhere in the Los Angeles metropolitan area have now moved to Burbank.

For the home seeker, the retailer, the craftsman, and the industrialist, Burbank has much to offer. As time goes on, it will offer more. But a change of location for goods, shop or factory is always a major move. It necessitates a close acquaintance with all the facts. If you wish more information, and we hope you do, write to:

THE BURBANK CHAMBER OF COMMERCE
BURBANK CALIFORNIA

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 period of adventure, 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.

In Burbank, more than 75% 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, forced-in development, but a city of substantial homes largely owned by people active in industry and commerce. Perhaps it is this unusually high percentage of ownership which gives the city its quiet air of self-assurance.
BURBANK home owners spread their gardening enthusiasm over a 365 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 “gardeningitis.” Somewhere the bright sunlight makes you itch to dig your fingers into the loamy soil.

GARDENS

SCHOOLS

In Burbank’s schools, more than 3,000 children are enrolled. Of this number, 99% 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.
CULTURE

If yours is an intellect which enjoys exercise, you will appreciate Burbank. It is a city 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.

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. Bricke trails perhaps unrivalled anywhere in the country await the crack of your favorite saddle. And, of course, this section is famous for its spectacular scenic drives.

And it demands and gets the inspiration of fine music and good drama. For Los Angeles has its arm around three 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 "Loop"—only twenty-five.
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 buzzes 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—one 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 plans of Detroit Aircraft, manufacturer of Lockheed Planes. Lindberg, Post and Gatty, Major Willkie, Captain Frank Hawks and scores of other airmen who have carved a niche for themselves in aviation's Hall of Fame, use these 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.
Burbank—home of Warner Bros...
First National, Vitaphone activities. The romance 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 studio, 4 miles of paved streets. And enough electrical energy used to supply a city of 16,000 population. Cost of building alone more than $3,000,000.

Burling trucks for Boulder Dam—60,000 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 living and its practically All-American population, Burbank supplies the finest type of labor to plants like this one where a wide variety of skilled technicians are required.
Textiles

Burbank serves the territory west of Denver from this ultra-modern plant of Coopers 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 Burbank is exceptionally efficient.

Many cities have great industrial enterprises. Few attract outstanding craftsmen. Burbank is one of the few.

Among others, Porter Blanchard chose this city for his workshop. Here with his craftsmen he designs and finishes by hand the silverware which has brought him a national reputation.

Burbank would welcome many more craftsmen of the caliber of Porter Blanchard. Are you one?

Arts & Crafts
LOOK down into a steaming 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

IN 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 $505,000.

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 community spirit, its United States Highway No. 99.