

# CALIFORNIA CITY REPORT

by Fred Beck

LOOK (which is a magazine) presents, "Sixty pages on vast, crowded, incredible CALIFORNIA" in its issue for September 29.

"California is bustin' out all over," says LOOK.

LOOK'S Dossier just may give eastern dreamers

some wrong impressions.

For instance

there's a rear

view in full

color of two

girls crossing

a street. One

is garbed in

her uncle's shirt or some-

thing, and the other's pants

appear to be sprayed on.

LOOK says the girls "em-

boddy the magic California

holds . . ."



BECK

Zat so?

LOOK calls California a "durable illusion." The durable part is okay, but you can't pay taxes to a myth.

*And then LOOK seems to imply that you can rent an apartment for \$185 in the same building as that French actress and that she will toast you a wiener.*

On another page we find a picture of a citizen on his "dramatic sun deck" relaxing in a dentist's chair. (Californians express individuality.)

Maybe LOOK's views are a little jazzed up, but on the whole the magazine hammers across some solid points, many borne out by statistics.

"Population explosion around Los Angeles . . . hordes attracted here by industry and 'the better life' . . . spreading out in search of sun-kissed elbow room this flood of people has overflowed so far that it has hemmed in entire communities . . ."

LOOK sees things straight when it sees that "California will soon be our most populous state. It has doubled in population every 20 years." Yep, by 1970—20,000,000 people.

*What can all this mean to you? Well, it's an economic fact of life: WHEN POPULATION GOES UP THE VALUE OF LAND GOES UP.*

California City is America's largest land development. With 80,000 acres to go on—and with The Greater Antelope Valley destined for immense industrial expansion—California City will emerge as a major residential community. Right now it's just a tiny beauty spot pasted on the pretty chin of the future. But you should visit it. You should take careful note of its plans for development. Perhaps you should own land in California City, not raw desert land, but building lots with streets and trees and water lines in.

Right now such lots are priced from \$990 with \$90 down and \$17.40 a month. Write for complete data to Fred Beck, 5510 Hollywood Blvd., L.A. 28.

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