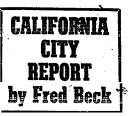
CALIFORNIA CITY REPORT Fred Bec

Los Angeles Times (1886-Current File); Sep 27, 1959; ProQuest Historical Newspapers Los Angeles Times (1881 - 1985) pg. G23



LOOK (which is a maga-zine) presents, "Sixty pages on vast, crowded, in-credible CALIFORNIA" in its issue for September 29.

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

may give eastern dreamers some wrong

impressions instance For there's a rear view in full color of two girls crossing a street. One is garbed in garbed in r uncle's s



her shirt or some thing, and the other's pants appear to be sprayed on. LOOK says the girls "em-body the magic California holds . .."

Zat so?

LOOK calls California a "durable illusion." The ion. okay, b Tos to durable part is okay you can't pay taxes but 8 myth.

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" re-laxing 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, n statistics 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

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.

every. 20 years." 1ep, py 1970-20,000,000 people. What can all this mean to you? Well, it's an eco-nomic 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 cut land in Cali-fornia City, not raw desert land, but building lots with streets and trees and water linces in. Right now such lets ere priced from \$750 whiley does water 317.40 ement. With off complex, date to fred Bed, "350 whiley wood Sived, LA.20.

