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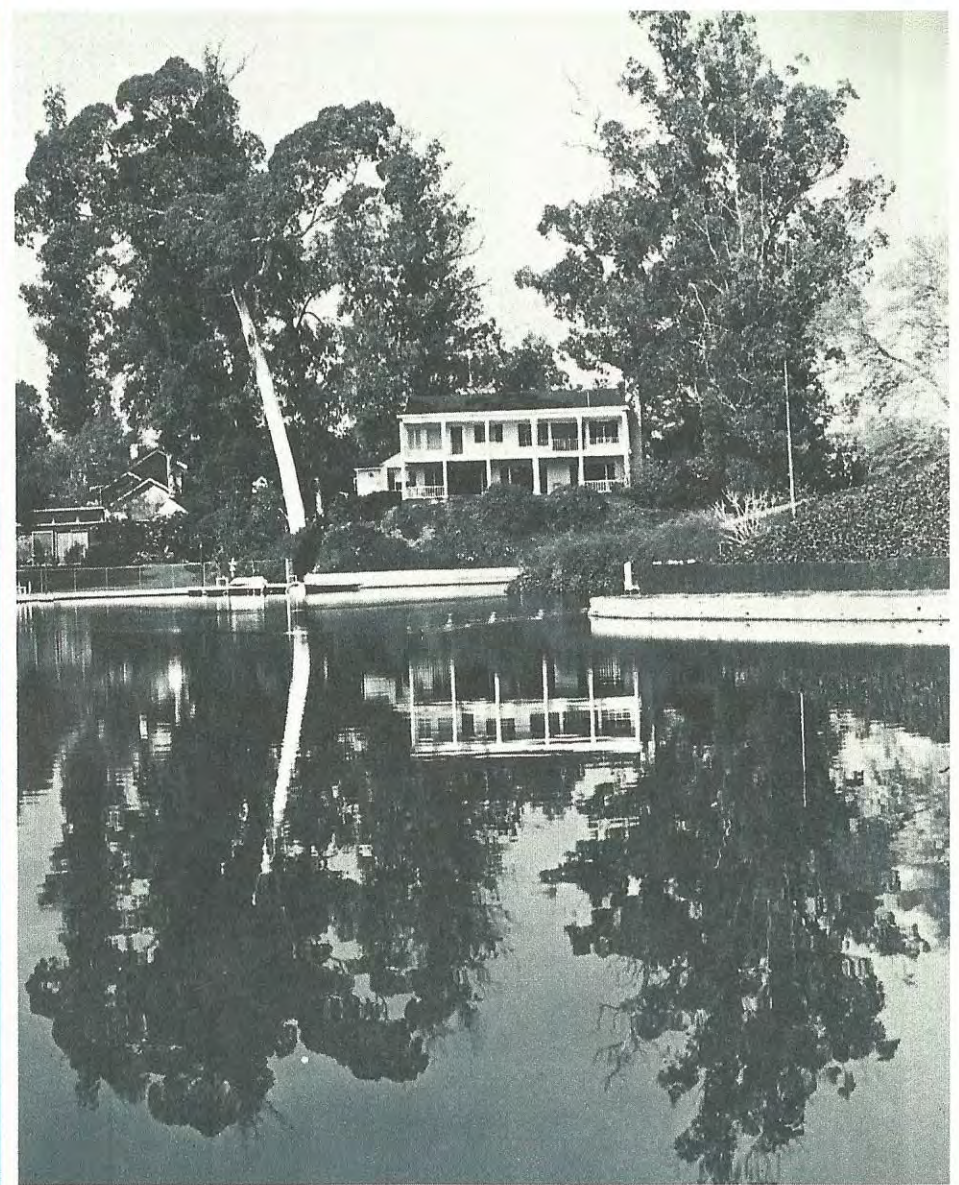
CONTACT... TOLUCA LAKE DIVISIONAL OFFICE • JAMES E. MOSS — DIVISIONAL MANAGER • 4421 RIVERSIDE DRIVE  
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## *A Hearty Welcome . . . and a bit of Toluca Lake History*

Through the years of its transition, from plain farming to the green orchards of peach, apricot and walnut, to a home community of dignity and charm, Toluca Lake has maintained a spirit of helpful neighborliness, which the first pioneer residents of Toluca Lake brought with them . . . to survive and prosper. It has been the magic which has instantly made all newcomers proud of their new home and vigilant and courageous in its defense.

One of the very first acts the original planners of Toluca Lake performed was to develop a beautiful lake from native springs, rife with tules and lush marine vegetation. Its development required the construction of dams, stone-lined banks and much digging. . . all of which did not dampen the will, the intent or enthusiasm of its planners for an artistic possession which future owners could enjoy for all time.

Toluca Lake welcomes you with a wish of good fortune, happy living and good cheer.



*toluca / toluca-encino*  
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the telephone  
that  
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- NHF always pays a high rate of return on your savings
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**A. SPEND IT. BORROW IT. SAVE IT.**

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But consider borrowing and saving: Since 1923, North Hollywood Federal Savings has helped to make life more enjoyable for thousands of Valley people by providing them with sound home loans.

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savings dividends since its founding 43 years ago. Your NHF savings always earn the highest dividends, consistent with safety, and your NHF earnings compare favorably with yields from stocks and bonds.

We are a truly local association with both of our offices in the Valley area (not a "branch office" operation). All of our directors and management people live in the Valley and really know the area. We're Valley specialists.

Think it over — it makes sense to move your savings and home loan to NHF.



**NHF**

**NORTH HOLLYWOOD FEDERAL SAVINGS & LOAN ASSOCIATION**

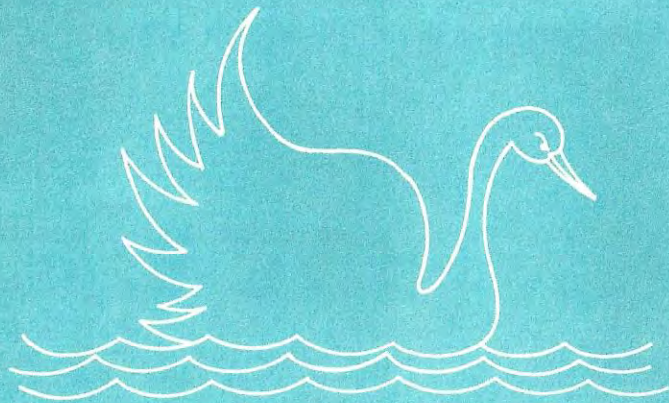
4455 LANKERSHIM BLVD. (Right Off The Ventura Freeway) Branch Office: 5226 LANKERSHIM BLVD. NORTH HOLLYWOOD, CALIFORNIA • TELEPHONE: 766-3701 • 984-2810 • 877-3426

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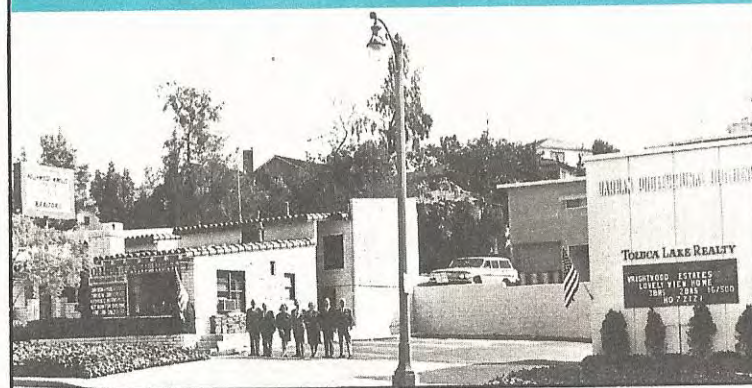
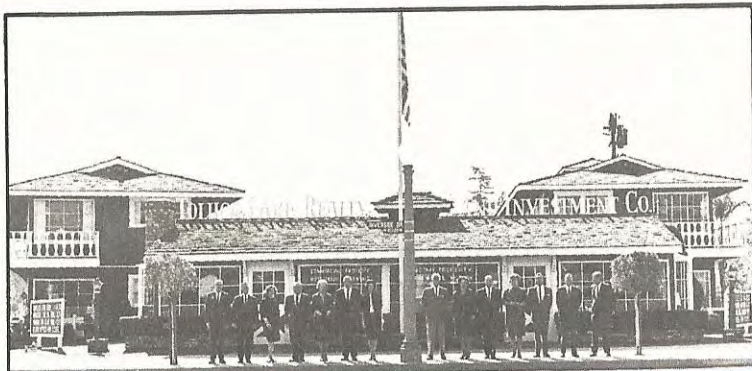
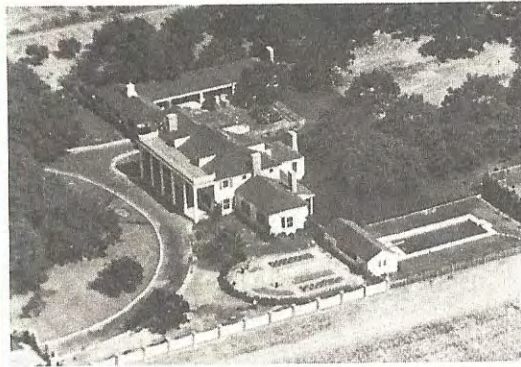


# facts and figures

<b>Population:</b>	Approximately 20,000.
<b>Location:</b>	12 miles Northwest of Downtown Los Angeles.
<b>Altitude:</b>	542.4 feet above sea level.
<b>Climate:</b>	Sunny but comfortable. Average maximum summer temperature is 87 degrees, minimum about 55 degrees. Average winter maximum temperature is 65 degrees with a minimum of 38 degrees. Rainfall averages about 10 inches, mostly in January and February. The Santa Monica Mountains separate the Valley from the moist coastal areas.
<b>Form of Government:</b>	City of Los Angeles—Council—Administrative.
<b>Area:</b>	Five square miles.
<b>Transportation:</b>	All Los Angeles Metropolitan Services plus air—rail—water—local bus service.
<b>Radio and Television:</b>	Widest assortment of air-borne entertainment in the West from Los Angeles stations.
<b>Schools:</b>	Los Angeles City School System — Over 18 public schools, private schools and four Roman Catholic schools available to residents.
<b>Library:</b>	North Hollywood Regional library with approximately 80,000 volumes with a circulation of almost 700,000.
<b>Financial Institutions:</b>	Three banks and one savings and loan institution, one mutual fund.
<b>Retail Businesses:</b>	Approximately 250.
<b>Residences:</b>	Housing ranges from \$40,00 to \$500,000.
<b>Churches:</b>	Over 50 in the area, all denominations.
<b>Cultural Aspects:</b>	Theater groups, art galleries, access to opera, ballet, symphonies, Hollywood Bowl, Greek Theater, museums in Los Angeles and the Valley.
<b>Newspapers:</b>	All metropolitan and San Fernando Valley area papers. One local, published weekly—The Toluca.
<b>Medical Facilities:</b>	St. Joseph's Hospital in Burbank. Two convalescent hospitals and several rest homes. Finest medical and dental buildings.
<b>Utilities:</b>	Electricity: L. A. Dept. of Water and Power; Public Service Dept., Burbank. Natural Gas: Southern California Gas Co. Telephone: Pacific Telephone Co. Water: Los Angeles Metropolitan Water District.
<b>Organizations:</b>	Over fifty service clubs and community organizations within a ten mile radius.

# the toluca lake story

Early in 1923 the present Toluca Lake areas was a flourishing ranch, famous for its lush crops of peaches, apples and walnuts and known as the Forman Toluca Ranch. Its productive groves have long given way to beautiful streets of fine homes and estates.



## “COMPLETE AREA COVERAGE”

TOLUCA LAKE OFFICE  
10000 RIVERSIDE DRIVE BUILDING  
NORTH HOLLYWOOD, CALIFORNIA  
TR. 7-5555 PO. 3-5555

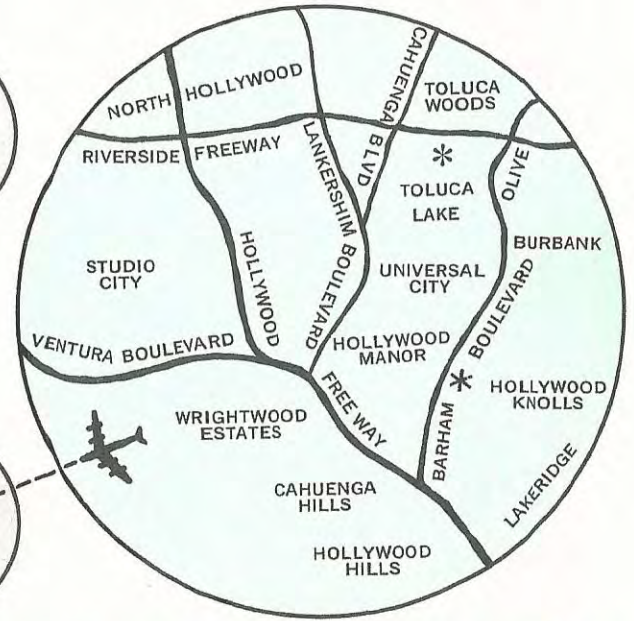
21st  
Year  
in  
Toluca  
Lake

HARRY J. HUTCHENS — REALTOR

HOLLYWOOD KNOLLS OFFICE  
3330-40 BARHAM BOULEVARD  
HOLLYWOOD 28, CALIFORNIA  
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INVESTMENT COMPANY



# TOLUCA LAKE REALTY AND INVESTMENT CO.

## the toluca lake story (con't.)



Toluca Lake, a community within two communities, North Hollywood and Burbank, had its inception 42 years ago through efforts of a syndicate of Hollywood financiers and developers who named the development Toluca Lake Park. Due to other promotional undertakings, the original subdividers vacated their Toluca Lake Park tract office. M. A. "Andy" Vargo ("Mr. Toluca Lake"), who had been a salesman with the company, opened his own real estate office, and it was Vargo who was largely responsible for the later development of the community. He is still a resident of Toluca Lake.

The area also is the setting for two picturesque lakes—the original one on the North Hollywood side, the other in Burbank. Water originally came from springs from the outcropping of the Valley's water table. Today, water is supplied from wells at the lake's edges to maintain the lake level. The entire lake bottom was surfaced with four inches of asphalt concrete to stop water seepage.

The original boundaries of Toluca Lake were Cahuenga Blvd., Clybourn Avenue, Camarillo Street and the Los Angeles River. Old timers zealously stick to these boundaries, and, in 1939, they were so included in the incorporation papers of the Toluca Lake Civic Association. However, since then other adjacent streets and areas are now included and associated with the Toluca Lake area.

The Lake is owned by homesite owners surrounding its shores. To help maintain and keep it clean, the Toluca Lake Property Owners Association, a mutual non-profit corporation was organized in 1934 at the instigation of Park French, a resident of Toluca Lake.

A residence on Toluca Lake is undoubtedly one of the most tranquil and picturesque homesites in the entire greater Los Angeles area. Well stocked with fish for angling enthusiasts, the Lake is also used for private recreational boating and swimming. Hidden from public view by shorelined homes and the sprawling Lakeside Golf Club, the lake covers six acres, varying in width from 150 to 300 feet and in depth from 18 inches to 10 feet.

While the major portion of the lake spans the rolling green lawns of private residences, about one-third of the southeast shore forms part of the boundary of the Lakeside Golf Club. The first home was built on Valley Spring Lane near the Lakeside Clubhouse and was later to become the home of Amelia Earhart, the famous aviatrix.

Among film stars who first came to make their homes in Toluca Lake were Richard Arlen, W. C. Fields, Bob Hope, Ann Blyth, Bing Crosby, Frank Sinatra, Mary Astor and others.

From the first business building — then a plumbing shop — the business community has grown into a row of fine shops, restaurants, medical and business offices, and exclusive specialty shops.

This is Toluca Lake . . . a community of dignity, charm and hospitality.





## Toluca Camera Exchange

Quality processing by Kodak and personalized service are some of the excellent advantages offered by Toluca Camera Exchange. Although this is a small part of what Charles N. Petro has offered to his customers in the last 8 years — it is very important to those concerned who return again and again for their photographic equipment and supply needs. Mr. Petro will show you the latest advances in photography and discuss each photographic problem, with years of experience behind him. And S&H Green Stamps are given with each purchase.

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*Thirty years of day-to-day business is an assurance of prompt, professional and courteous service at one of America's most unique pharmacies. People come from all over the San Fernando Valley to avail themselves of the quality line of gifts and sundry items as well as prescriptions that can be purchased at Lakeside Pharmacy, which was billed in Life Magazine as "the most unique pharmacy in the United States." Harry and Elaine will assist you in your every need and hope that your shopping day will be a cheerful experience. So, wherever you live, the Cherniacks will be happy to have you visit them at the Lakeside Pharmacy, "where it is fun to be nice to people." See you soon!*

## Lakeside Pharmacy

10100 Riverside Drive • Toluca Lake  
Telephone PO 2-2149 and TR 7-3612



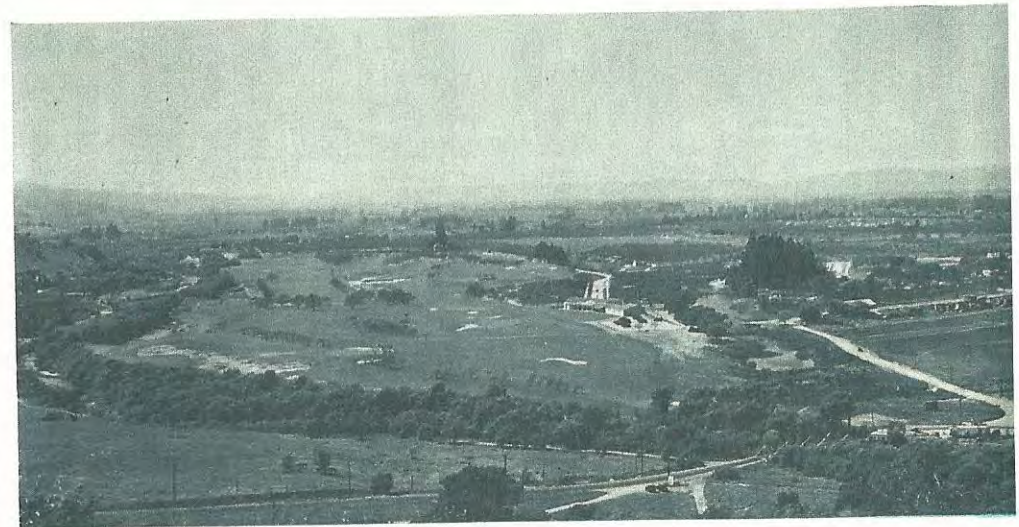
# where california was born

Probably one of the most historic events in United States history west of the Mississippi occurred in the Toluca Lake area in 1847. This was the signing of the treaty ending the Mexican War. This was accomplished by a few strokes of the pen on the porch of the Feliz Adobe on Cahuenga Rancho on January 18. This was known as the Cahuenga Treaty as well as the Articles of Capitulation.

It wasn't until the next year in Guadalupe Hidalgo, Mexico, that the treaty was formally signed by the American and Mexican governments. It then became known as the Treaty of Guadalupe Hidalgo.

The Treaty of Cahuenga is cloaked in a bit of mystery. The original was drawn up in both Spanish and English. The English copy was sent to Commodore Stockton who never received it. The Spanish copy disappeared within a few days from Andres Pico's room at the San Fernando Mission. Seventy-four years later a Spanish document was found in the Bancroft Library among the Pico family papers.

In 1869 a half interest in the Valley was purchased by Colonel Isaac Lankershim who planted part of his new acreage in wheat. His wheat ranch flourished and later in 1887 a group of early settlers organized the Lankershim Ranch Land and Water Company. The purpose of this was to supply some of the water to the growing City of Los Angeles.





One of the stockholders in the company was General Charles Forman who was then president of the Power Company which supplied Los Angeles with electricity. Many roads were cut through the Rancho. It was not the intention of the land and water company to establish a town site. However, the community grew and a hotel was built and the roads were further extended. As the population increased, the settlers desired postoffice facilities. Quite naturally, the settlers needed a name for their community in order to have a postal department. The unmodest Colonel Lankershim suggested that the town should be called "Lankershim," but he was overruled by the population and it was decided to call the postoffice, Toluca. Toluca, an Indian name, was suggested by General Forman. It means fertile or beautiful valley. The name was not popular at the time and was pronounced by many with the wrong accent.

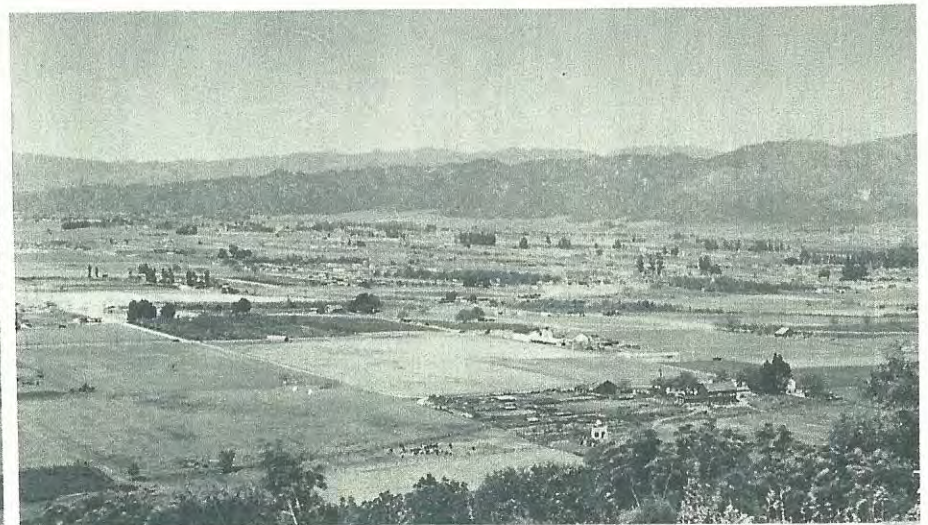
Later Colonel Lankershim had his day when the Southern Pacific company constructed a railroad through the southern portion of the Valley. The same year, the postoffice was opened. The station was called "Lankershim."

During the depression the land and water company was dissolved and the land was divided among the stockholders. General Forman drew as his share several hundred acres of rolling sand dunes and swamp land where Toluca Lake now stands. He was not happy with this parcel of land. However, there on the spring-fed lake, he built his home and called it Rancho Toluca. The lake was called Laguna Toluca.

The fashionable Lakeside Country Club was organized in 1924. The first store building was a plumbing shop on Riverside Drive. Along with the war time boom in the forties came a flurry of business building.



left to right . . . LLOYD L. ST. JOHN • W. V. YOUNG • M. A. VARGO  
LOUIS MAUGER • FRED M. NELSON • RUSSELL W. MEATHERINGHAM





*Taylor Made Properties*

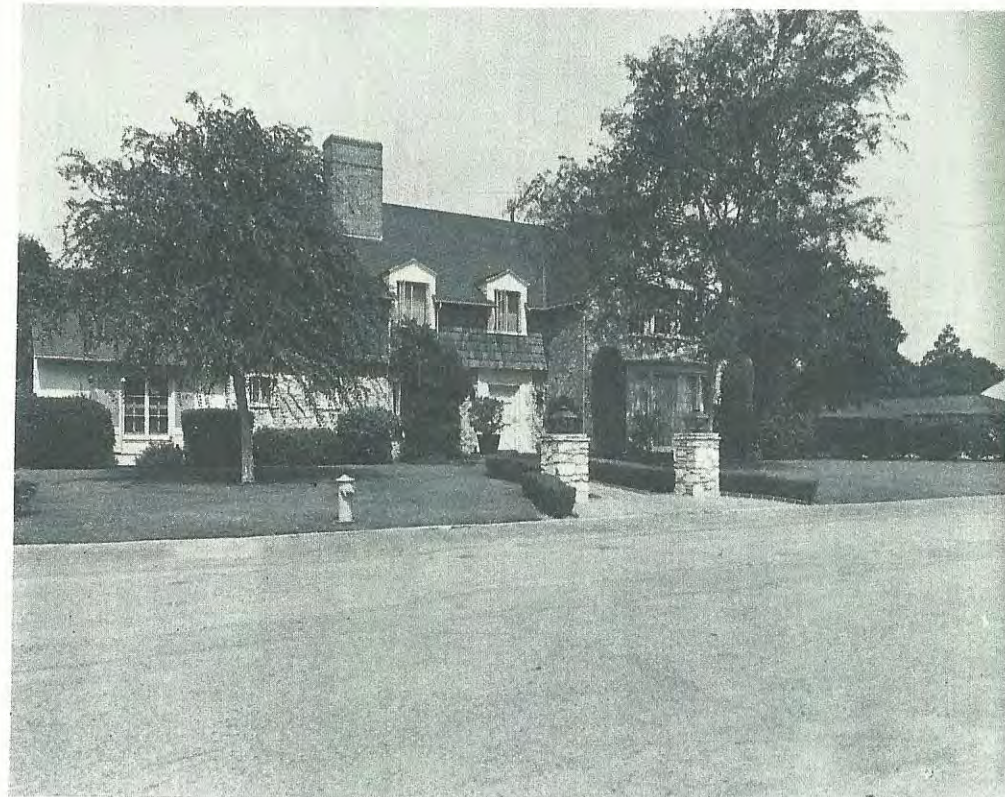
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*Robert W. Seelos, owner and manager of Miles Transfer & Storage Company, has reason to be proud of his company. Local and long distance moves are planned so that you are not inconvenienced in the least! Storage problems are easily resolved in the Class A palletized warehouse, either with temporary or permanent storage. Miles will also be delighted in offering their assistance to newcomers in locating a home—whether to rent or buy. Write to Miles Transfer & Storage Company for information regarding your next move.*



# at home in toluca lake

Home owners obviously have pride of ownership as evidenced in the homes of the city, which include some of the finest in California. Fortunate are the homeowners with green thumbs as the soil in Toluca Lake seems to be exactly what the gardener ordered. The parks and homes in the area are beautifully landscaped and sub-tropical plants abound.

Though construction land is fairly well developed, the rate of growth of the city was rapid enough that the large proportion of homes in the area were built within the past ten years or so. The present trend is toward multi-unit construction and the community has many examples of the finest in modern apartment buildings.

Probably one of the greatest incentives to own property in Toluca Lake is the location. Excellent freeway systems make the area only 15 minutes from Beverly Hills and within a half-hour to downtown Los Angeles. All of San Fernando Valley is easily accessible without too much traffic. This gives it an air of suburban living, yet it is part of the largest urban community on the West Coast of the United States.

Toluca Lake is an "at home" city — it has an air of permanency and good taste.



Photos of residences through the courtesy of Ramsey-Shilling Co.  
Bob Bacon, Realtor • Toluca Lake



# the star next door

To borrow from a popular song title, a score of show business figures find Toluca Lake "so nice to come home to."

While cowboy singer-turned-business tycoon Gene Autry finds Toluca Lake ideal for a business headquarters and TV personality Jack Bailey for an art gallery, performers from all entertainment fields call it home.

Senior resident Bob Hope has long made his Moorpark estate a jumping-off place in his busy career. One of Hope's early radio announcers and past Honorary Mayor of Toluca Lake, Wendell Niles, is just down the street. From the newer crop of comedians is Jonathan Winters, current Honorary Mayor, and TV favorites Andy Griffith and Jim (Gomer Pyle) Nabors.

Toluca residences are occupied by movie player Ann Blyth and Audie Murphy and their families.

Tolucans among the younger set of entertainers are Frankie Avalon, Bobby Darin and spouse Sandra Dee and Keely Smith with husband, recording executive Jimmy Bowen.



JONATHAN WINTERS

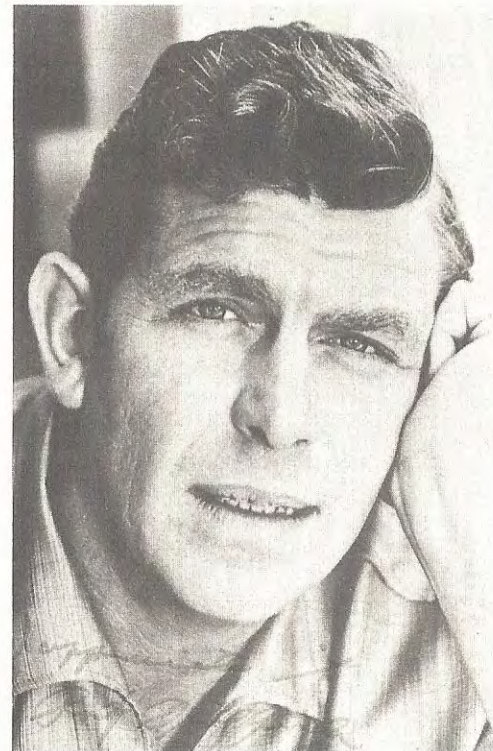


BOB HOPE



GENE AUTRY

JACK BAILEY



ANDY GRIFFITH



ANN BLYTH



WENDELL NILES



JIM NABORS



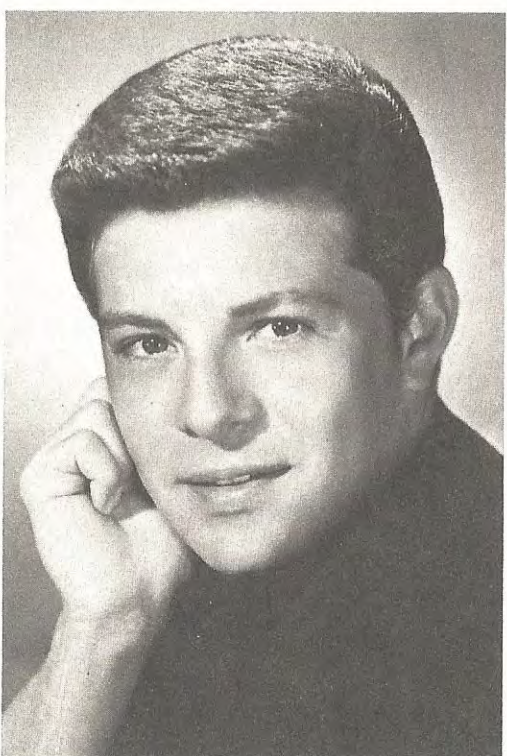
SANDRA DEE



BOBBY DARIN



AUDIE MURPHY



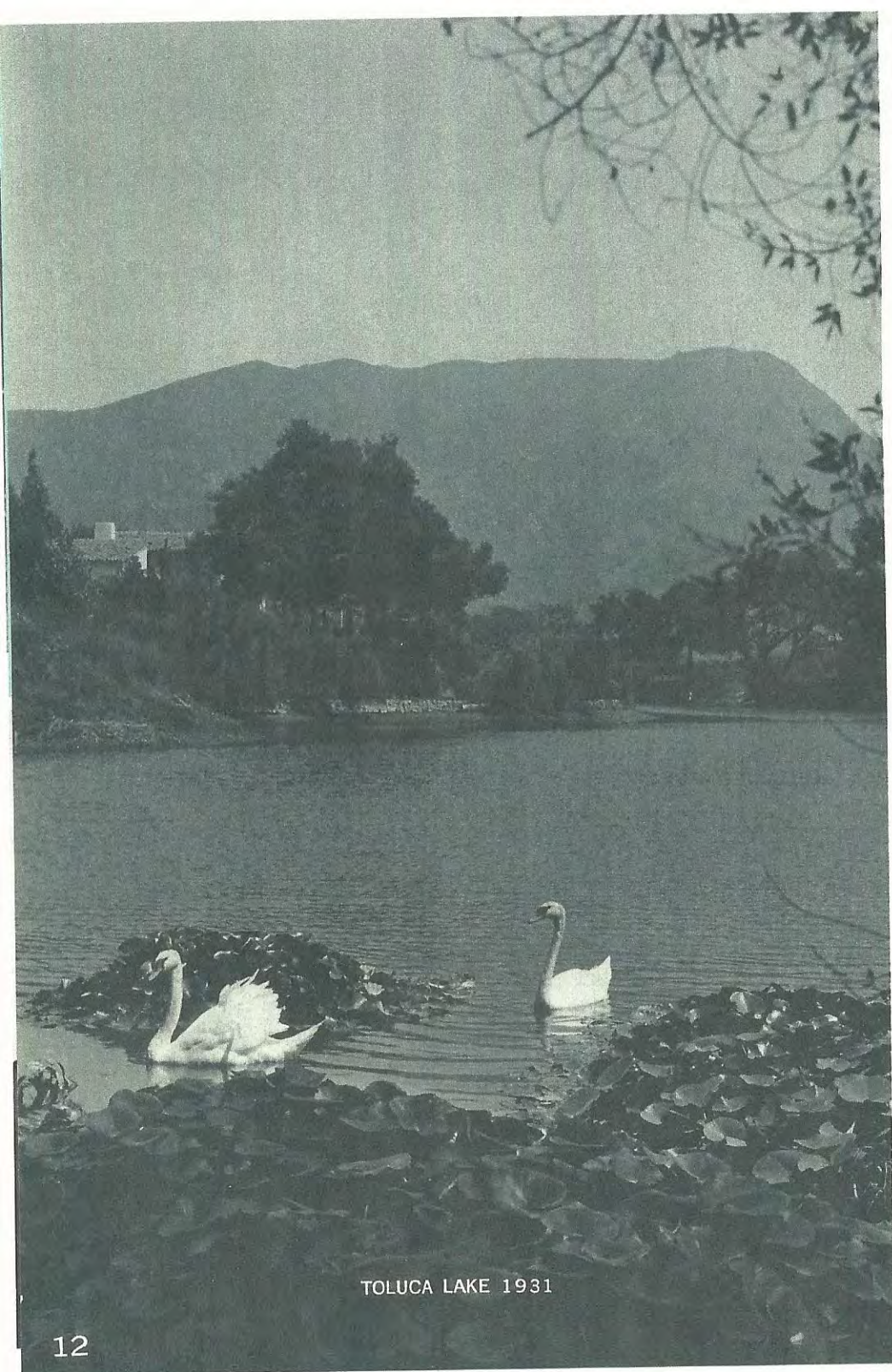
FRANKIE AVALON



KEELY SMITH



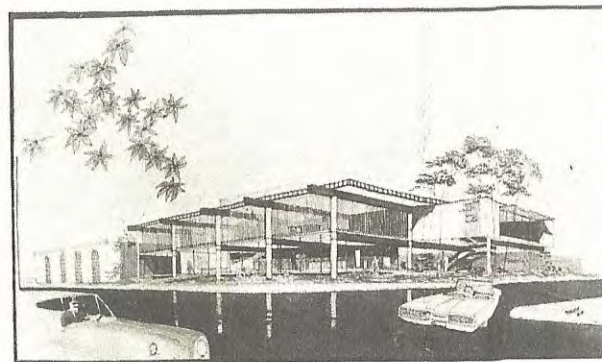
JIMMY BOWEN



TOLUCA LAKE 1931

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Diversification is the hallmark of Zimmer Enterprises, Inc. One division is engaged in interior planning and design consultation. The scope of activity covers interior planning — furnishings — color coordination and exterior and interior landscaping for commercial and professional buildings — medical centers and residences. The other division — Zimmer's Religious Arts and Gifts — acquires and sells religious art and artifacts — gifts, sculpture and paintings. Within the coming year the firm will relocate in their new building on Lankershim Boulevard, Universal City.

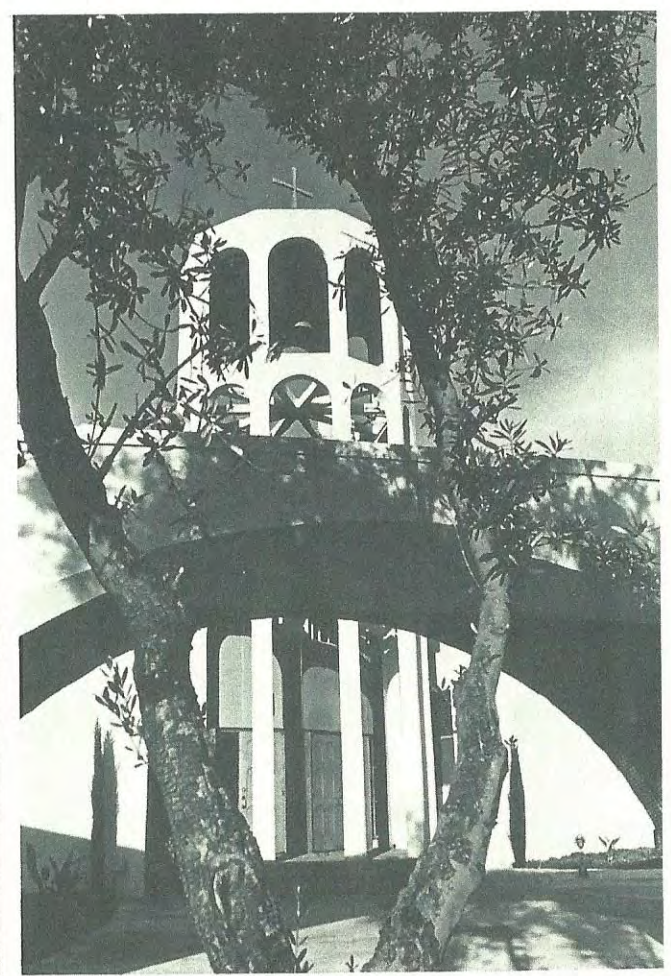
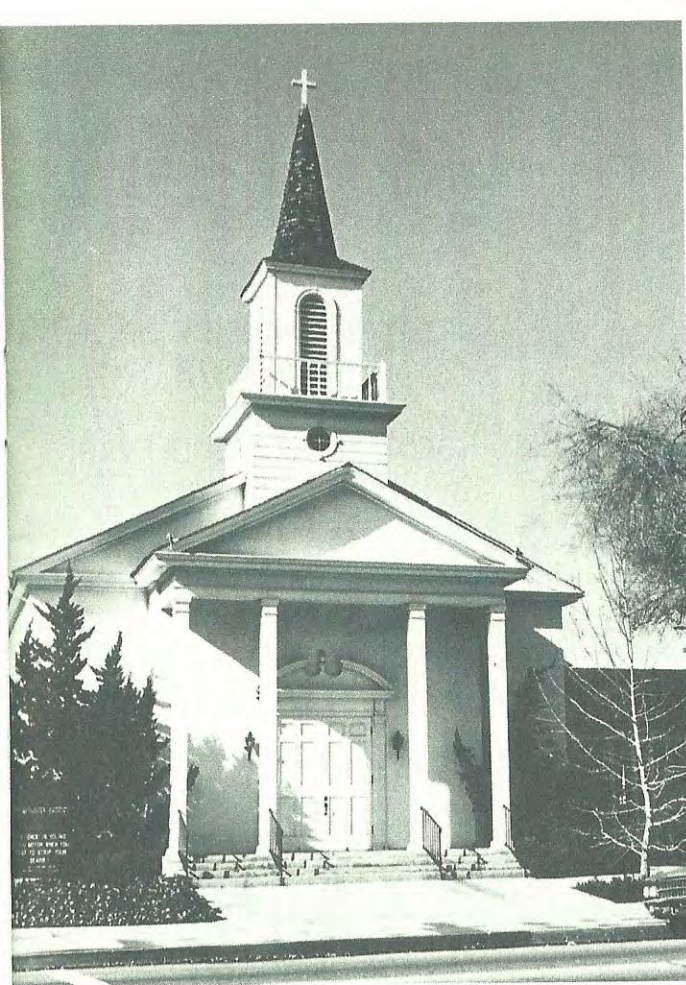
10714 Riverside Drive • North Hollywood • Telephone 877-5725  
 4421 Riverside Drive • Burbank • Telephone TH 9-1483



## *Toluca Lake Natural Foods*

People who are interested in buying natural foods consisting of fine garden-fresh organic fruits and vegetables and organic meats visit the Toluca Lake Natural Foods store. Helen and Ben Stermer pleasantly offer a wide variety of organic beef and chicken — vegetable and fruit juices — health and dietetics foods — vitamins and minerals — allergy, diabetic and low-sodium products. So, for your health needs stop and shop here. And don't forget, Natural Foods also offer a lending library.

4508 Forman Avenue • North Hollywood • Telephone PO 3-9555



## churches in toluca lake

Historically, the Toluca Lake area has always been closely linked with churches. For over one hundred years the surrounding area was part of the vast holdings of Mission San Fernando. Today, Toluca Lake has representative churches of the major denominations. Typical of the growth of the community is the growth of the churches. Many churches have working plans for rebuilding or the building of new churches. There are Roman Catholic, Lutheran and Episcopal parochial schools in the Toluca Lake area. New-comers to the community find that any of the more than 50 churches in the area extend them a warm and friendly welcome.

# Sellers of Fine Homes & Income Properties



TOLUCA LAKE

HOLLYWOOD KNOLLS

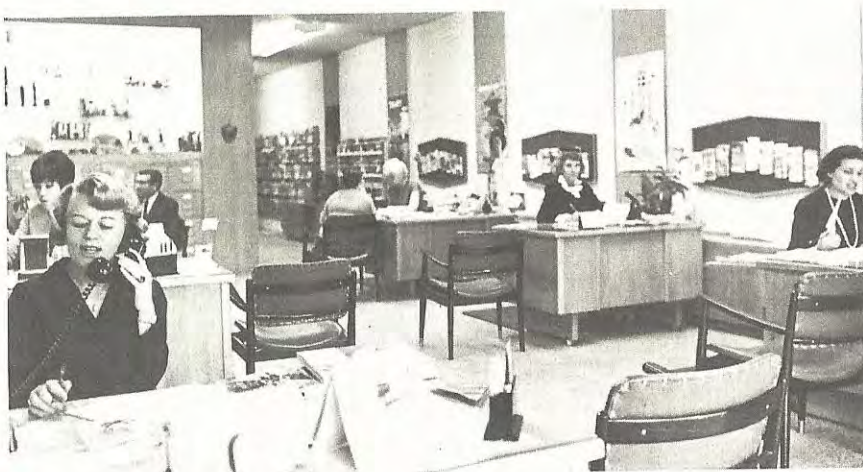


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## Ramsey-Shilling Company Bob Bacon, Realtors



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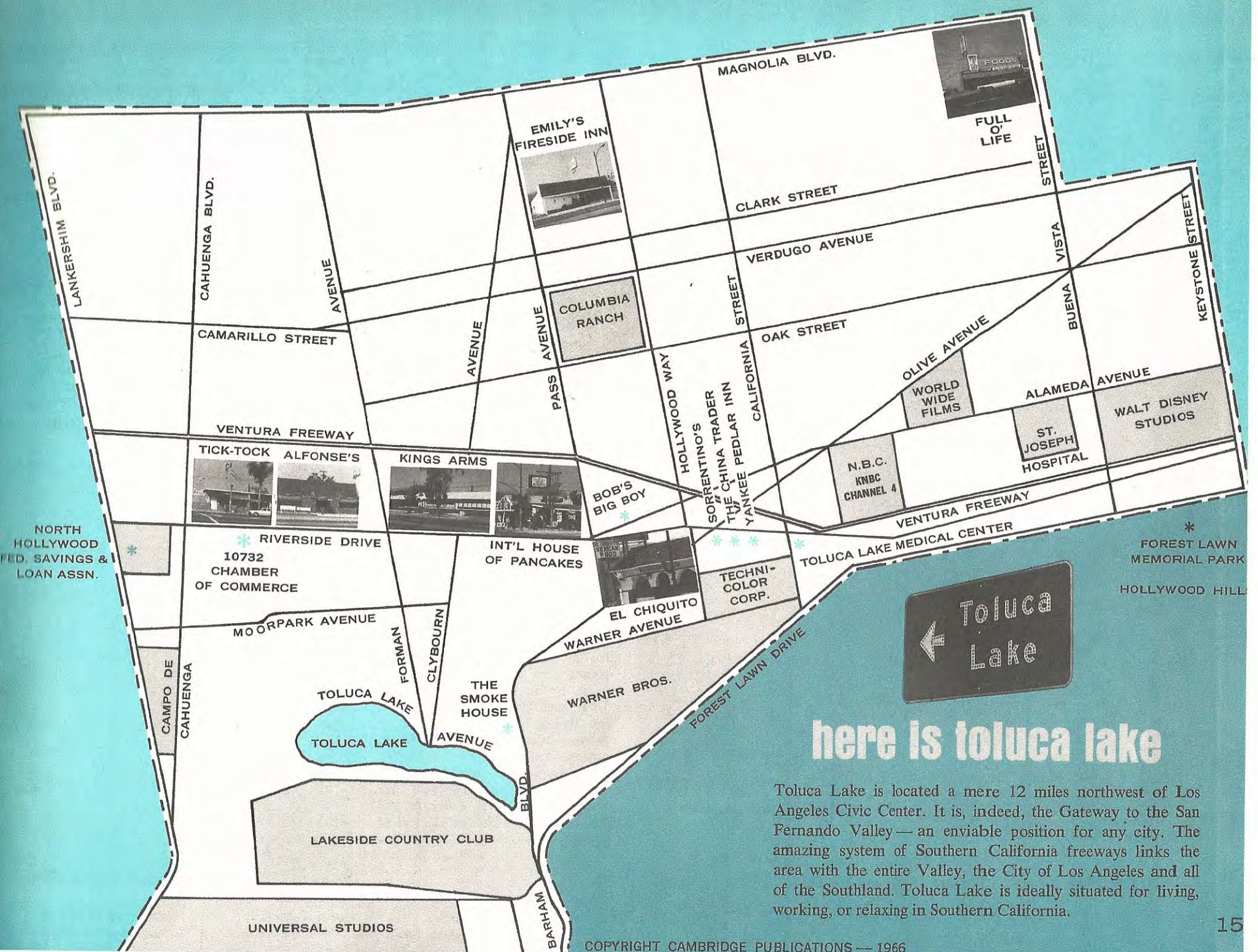


### STOCKHOLM CUSTOM DRY CLEANERS Swedish Hand Laundry

"AN AFFILIATE OF STOCKHOLM CLEANERS"

Good grooming requires a little extra time and a little extra care. Stockholm Cleaners takes the time—they care! A custom dry cleaners specializing in *Hand Pressing and Knit Blocking* with tremendous attention to detail. A custom service for those who want to look their very best.





# here is toluca lake

Toluca Lake is located a mere 12 miles northwest of Los Angeles Civic Center. It is, indeed, the Gateway to the San Fernando Valley — an enviable position for any city. The amazing system of Southern California freeways links the area with the entire Valley, the City of Los Angeles and all of the Southland. Toluca Lake is ideally situated for living, working, or relaxing in Southern California.



# toluca lake—a gourmet's paradise

Whether it is a simple American hot dog or chateaubriand for two, the restaurants in Toluca Lake have it. In fact the restaurants are rated so well that people drive from all over Los Angeles to enjoy dining out. The restaurants listed on these two pages are among the most popular. You get lots of attention, in fact they pamper you, and the food is excellent! Eat out soon and give your family and friends a real treat in Toluca Lake.



## Emily's Fireside Inn

When dining at Emily's Fireside Inn one receives excellent attention and a gourmet's delight. There is a multitude of reasons for this. Atmosphere—good food and drinks—ample parking and good management—difficult to beat. Emily's features continental cuisine and gourmet lunches and dinner. There are banquet rooms for parties. Open daily from 11:00 a.m. to 2:00 a.m., except Sundays. Hors d'oeuvres from 5:00 p.m. Entertainment on the weekends. Emily and Duane Sitler invite you to visit their restaurant-cocktail lounge. When you dine here, never fear for Emily's here! The place where you can "fly" while you dine.

905 N. Hollywood Way • Burbank • Telephone 848-1475 or 843-9184



## Tick Tock Toluca

Since 1930 the family clock has ticked away the hours as the reputation of the Tick Tock Restaurant has spread throughout the Southland. A family business—the Tick Tock now serves half a million persons each year. The Tick Tock was begun by Helen and Arthur Johnson. Today, sons Richard, Arland and James and brother Stan Potepan and George Hennen endeavor to provide efficient service and good quality food at the best prices. The Tick Tock specializes in baking its own pastries and bread, too! Hours: 11:00 a.m. to 2:00 p.m. and 4:00 to 8:00 p.m.; 12:00 to 8:00 p.m. on Sundays and holidays. Closed Mondays.



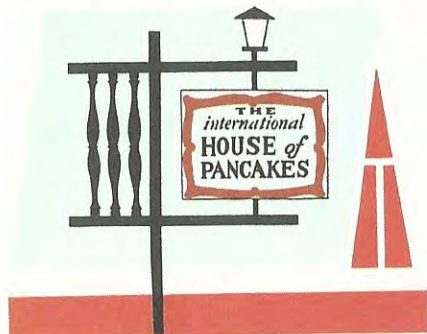
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1716 North Cahuenga Boulevard • Hollywood • Telephone 463-7576

## El Chiquito Inn

Your dining pleasure at the El Chiquito Inn is heightened by authentic decor and charming atmosphere, surpassed only by its excellent food. Katie and Bill Moser see to the quality food and service in their restaurant and cocktail lounge. The El Chiquito also has excellent Mexican food to go. There is parking in the back. The El Chiquito is just across from the Warner Bros. Studios main gate.

4211 W. Olive Avenue • Burbank • Telephone TH 5-3336

A marker proclaims the Toluca Lake International Pancake House Restaurant as the place where the first International House of Pancakes was opened more than seven years ago. The firm now has more than 132 restaurants in 23 states and Japan under its aegis. The International House of Pancakes is the second major firm to begin business in the Toluca Lake-Burbank area — and then spread coast to coast and border to border. The first is Lockheed. Treat yourself, your family and your friends at the very first International House of Pancakes.



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Toluca Lake

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foods

"FOR YOUR FAMILY'S  
GOOD HEALTH"

"For your family's good health" treat yourselves at Full O' Life! Their experienced staff will attend to your every wish at the lunch counter and juice bar. Nutritious and healthfully prepared home cooked foods — reasonably priced — are your bonuses. Quick, courteous, friendly service creates an atmosphere of dining pleasure.

2515 W. Magnolia Blvd. • Burbank • Telephone TH 5-8343 or VI 9-4262



For truly elegant dining in relaxing custom designed, British decor—the King's Arms steak house offers magnificent food and discreet, attentive service. Nick Bachakes has been serving the community since 1954. He features tempting morsels of steaks — prime rib — lobster and chicken delightfully prepared to fit every palate. Lunch is served every day between 11:30 a.m. to 2:30 p.m. Dinner is from 5:00 p.m. to 1:00 a.m. Buffet dinners are featured daily between 5:00 p.m. and 7:00 p.m. There is entertainment nightly in the all-new Jester's Lounge.

4323 RIVERSIDE DRIVE • TOLUCA LAKE • TELEPHONE TH 5-2664



# shopping is a pleasure

Shopping is a pleasure in Toluca Lake. Of great interest to the leisurely shopper is a large number of specialty shops—sportswear—accessories—gift shops—fine jewelry—handicrafts—children's shops, and many others.

Shopping in the village is easier because of extensive parking facilities.

The merchants in the entire area are progressive, friendly, and interested in bringing the finest in goods and services to community residents.

One of the well-established firms in Toluca Lake is Montgomery's—their slogan, "*Gifts for Gracious Giving.*" Nowhere in Los Angeles can you find a selection of gifts equal to Montgomery's—well worth a few minutes of your time to explore while shopping in Toluca Lake. Montgomery's began as an Appliance and TV store in 1949, later expanded into a giftware shop through Vivian Montgomery's decision to add some "Cheery Cherry" ceramics to their merchandise. You will still find two of the original ceramics as a wall decor at their present location. Shopping at Montgomery's is really an exciting experience.



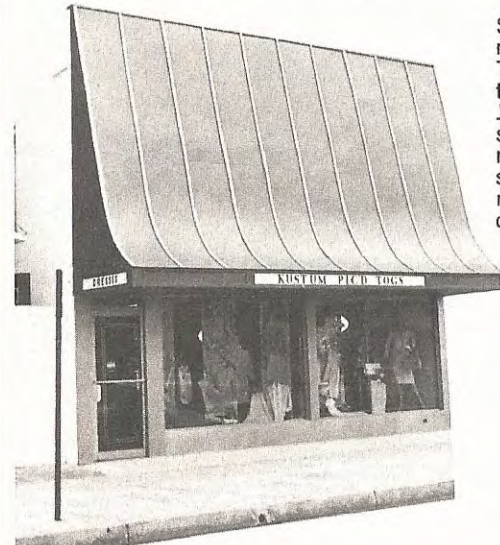
**BRIGGS LTD.**  
DISTINCTIVE MENS WEAR

Smart men who want to appear in the best of fashion shop at Briggs Ltd. where one can purchase quality clothing and accessories. Devoting 20 years to the task of helping men to dress well—Clayton Briggs insists on taste in dressing for everyday or for those special occasions. Distinctive men's wear is the byword of Briggs Ltd. who specialize in turning out well dressed men. Your clothing is extremely important in the impression you make. Let Briggs Ltd. help you choose. You'll be the better man for it.

10119 Riverside Drive • North Hollywood • Telephone PO 1-0551



TOLUCA LAKE  
**Kustom Pic'd Togs**  
EAGLE ROCK



Sports and casual clothing as well as high fashions are ready for the smart woman's inspection. Kustom Pic'd Togs has apparel for every woman's mood whether it be the sophisticate or casual outfits for those leisure hours. Jean Rothermel will advise you on color co-ordination and style and be sure that your apparel is accented by the right accessories. Discerning women with elegant tastes shop at Kustom Pic'd Togs because half of the pleasantness of being chic is the right shop where friendliness and concern for YOU is the trademark.

Two locations to serve you:  
4002 Riverside Drive, Burbank  
Telephone 845-5010 and 849-2682  
and  
2002 Colorado Boulevard, Eagle Rock  
Telephone CL 5-4480

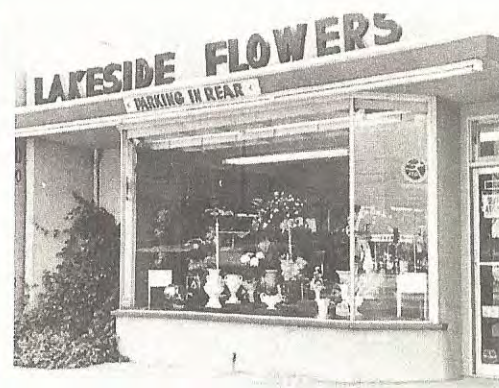


## Toluca Lake Hardware

4004 RIVERSIDE DRIVE  
BURBANK, CALIFORNIA  
PHONE TH 2-7852

(con't)

It pays to patronize this unique community which long has been popular with shoppers from near and far because of the friendly atmosphere and the picturesque, village-like business district.



## FRAMBACH'S

for fine flowers

### Lakeside Flowers

4008 RIVERSIDE DRIVE  
BURBANK, "TOLUCA LAKE AREA"  
VICTORIA 9-3664



## Raymonds Lendway Custom Hairdressing

10115 RIVERSIDE DRIVE  
TOLUCA LAKE

76-35856  
76-98976  
76-32332



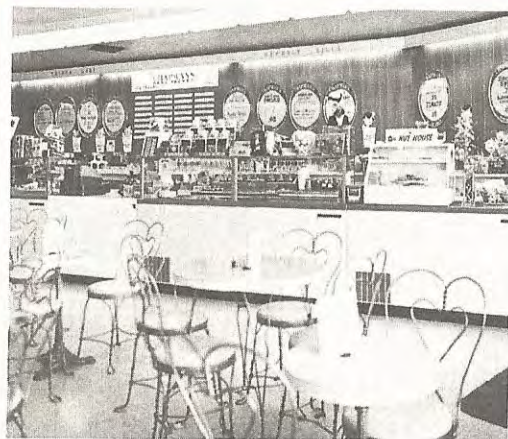
## "MERRIE MACS" LIQUORS

BEST SELECTION OF LIQUOR - WINES - BEER  
IMPORTED AND DOMESTIC

PHONE  
PO 6-1114

AT CAHUENGA  
10558 RIVERSIDE DRIVE  
NORTH HOLLYWOOD

FREE  
DELIVERY



Your Hosts ED & PRISCILLA FLYNN

- ICE CREAM
- POUNTAIN TREATS
- CANDY SPECIALTIES
- GREETING CARDS
- SANDWICHES
- PARTY PAPER GOODS



10136 RIVERSIDE DR.

PO 9-8845



## CRYSTAL BELLE Coiffures

TOLUCA LAKE - SAN FRANCISCO

3907 1/2 W. OLIVE  
(ACROSS FROM WARNER BROS.)  
BURBANK

THORNWALL 2-0777

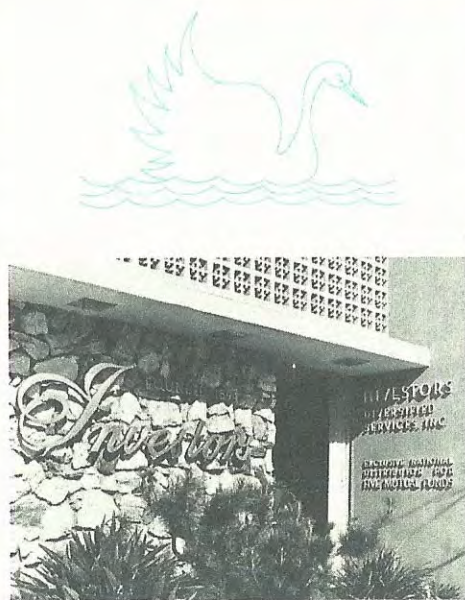
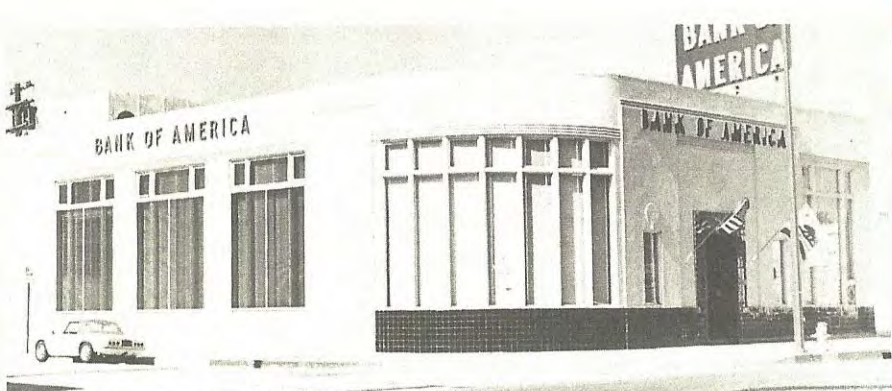


## Toluca Den

Carpeting - Furniture - Draperies

10154 RIVERSIDE DRIVE  
NORTH HOLLYWOOD, CALIFORNIA

POPLAR 3-7854  
TRIANGLE 7-5736  
POPLAR 3-9563



# financial institutions

## FINANCIAL CENTER OF THE VALLEY

Toluca Lake is fast becoming a financial hub of the San Fernando Valley. There are three banks and one savings and loan association and in all probability there will be more built as time goes on.

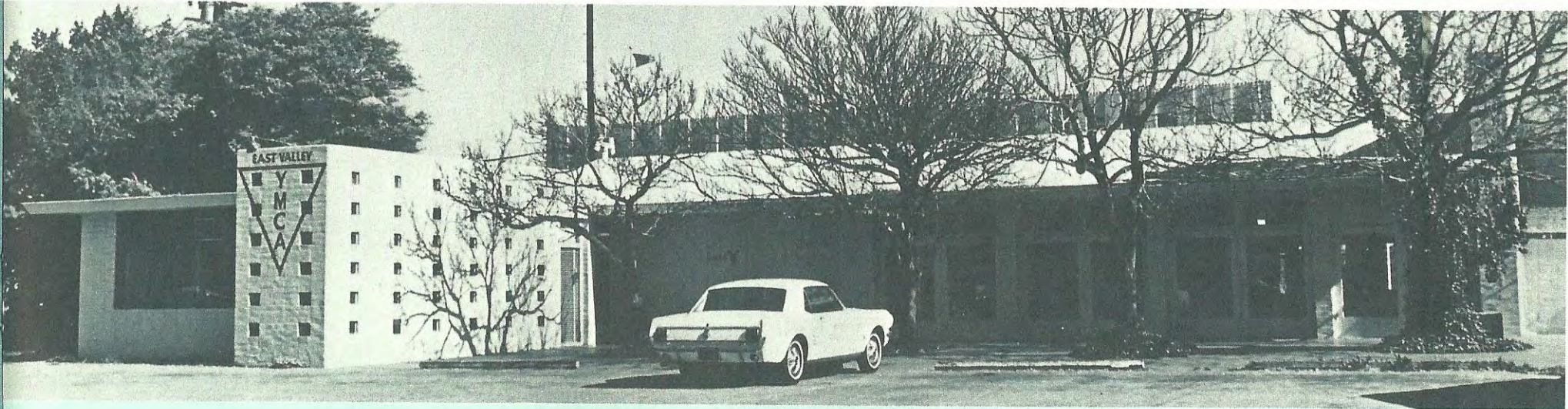
## INVESTORS GROUP IS UNIQUE!

*There is no other financial institution like it.*

*It is unique because of the combination of services it offers, the manner in which they are sold, the continual personal service provided, and the modern methods and equipment it uses. These services create a story unparalleled in the annals of our nation's financial history.*

*More than one and a quarter million customers, one in every 150 people in the nation, are building sound financial futures by means of these services. Investors Diversified Services, Inc., founded in 1894, heads the Investors Group of subsidiary and affiliated companies, now the largest group of its kind in the world. We attribute this phenomenal growth to customer satisfaction...our greatest asset.*

*Investors will continue to grow, in the light of new experiences, new developments, and new opportunities. We will expand and improve our services to meet changing customer needs as they arise.*



## youth activities

- Explorer Scouts
- Brownies (7-10 yrs.)
- Intermediate (10-14 yrs.)
- Senior (14-18 yrs.)
- San Fernando Valley Girl Scout Council
- Little League (8-12 yrs.)
- Babe Ruth (13-15 yrs.)
- Jr. American Legion
- Jr. Baseball (to 19 yrs.)

## ymca activities

- Y Indian Guide Program
- Grey Y Boys' Club
- Jr. High Y Boys' Club
- High Y Boys' Club
- Boys' Camp for all ages
- Father and Son Indian Guide
- Y-S Men's Club Adult Service



**POP 'N CORK  
LIQUOR**



Pop 'N Cork offers friendly, personalized service — a complete array of fine spirits from around the world, featuring an unusually large selection of imported and California wines. Pop 'N Cork takes great pride in its Quicker 'N Quick Free Delivery. Unusual gifts for all occasions are beautifully gift wrapped. Seymour Bloom and his staff are ready to help you with your entertainment needs. Their delicatessen department features a wide selection of gourmet foods. As an extra service an unlimited supply of ice cubes and glassware is available.

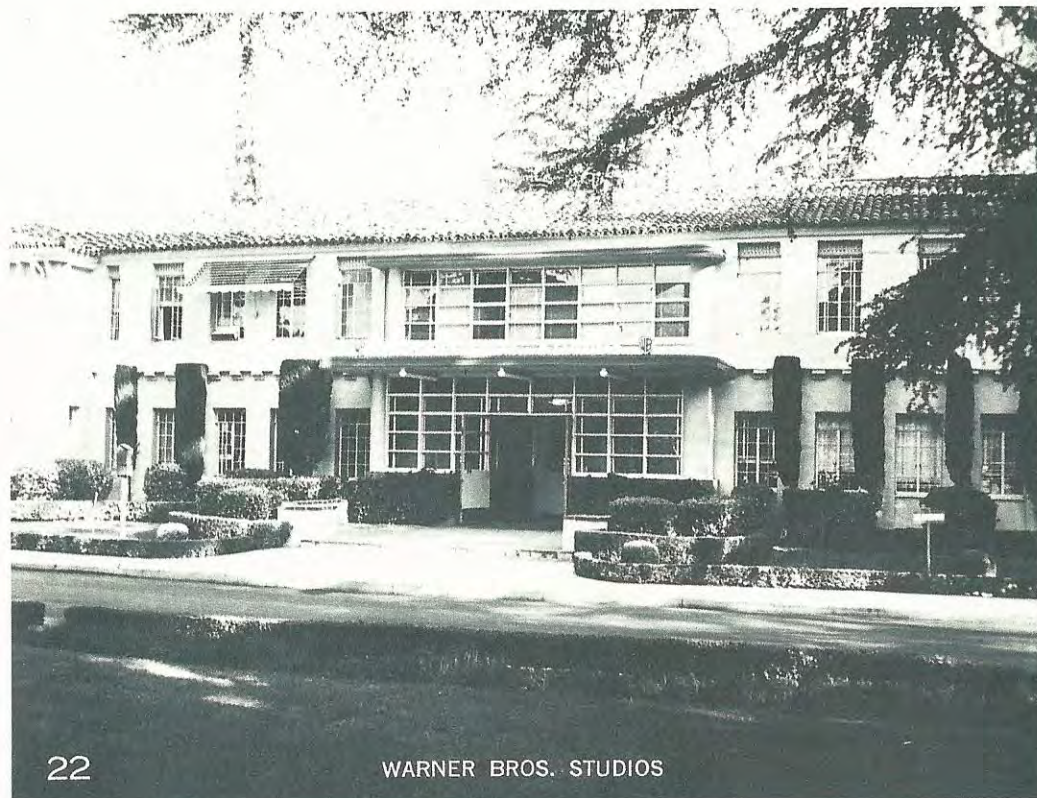
10152 Riverside Drive • Toluca Lake • Telephone PO 3-5761 or PO 3-2482

# industry

The Toluca Lake Chamber likes to think that Toluca Lake has “plus extras.” The history of Motion Pictures and Television couldn't possibly be written without considerable attention given to the many studios that surround Toluca Lake, a “Village Atmosphere” in a Metropolis.

Many residents of Toluca Lake are employed by such companies as Warner Bros., Universal Studios, Columbia Ranch, NBC, Walt Disney Productions, Technicolor Corporation, World Wide Pictures, etc., all of which are near Toluca Lake.

In addition to the movie and television industry — the Lockheed-California Company plant in Burbank is just a stone's throw from Toluca Lake. Many of the executives, engineers and technicians from Lockheed find Toluca Lake an ideal community in which to live.



WARNER BROS. STUDIOS

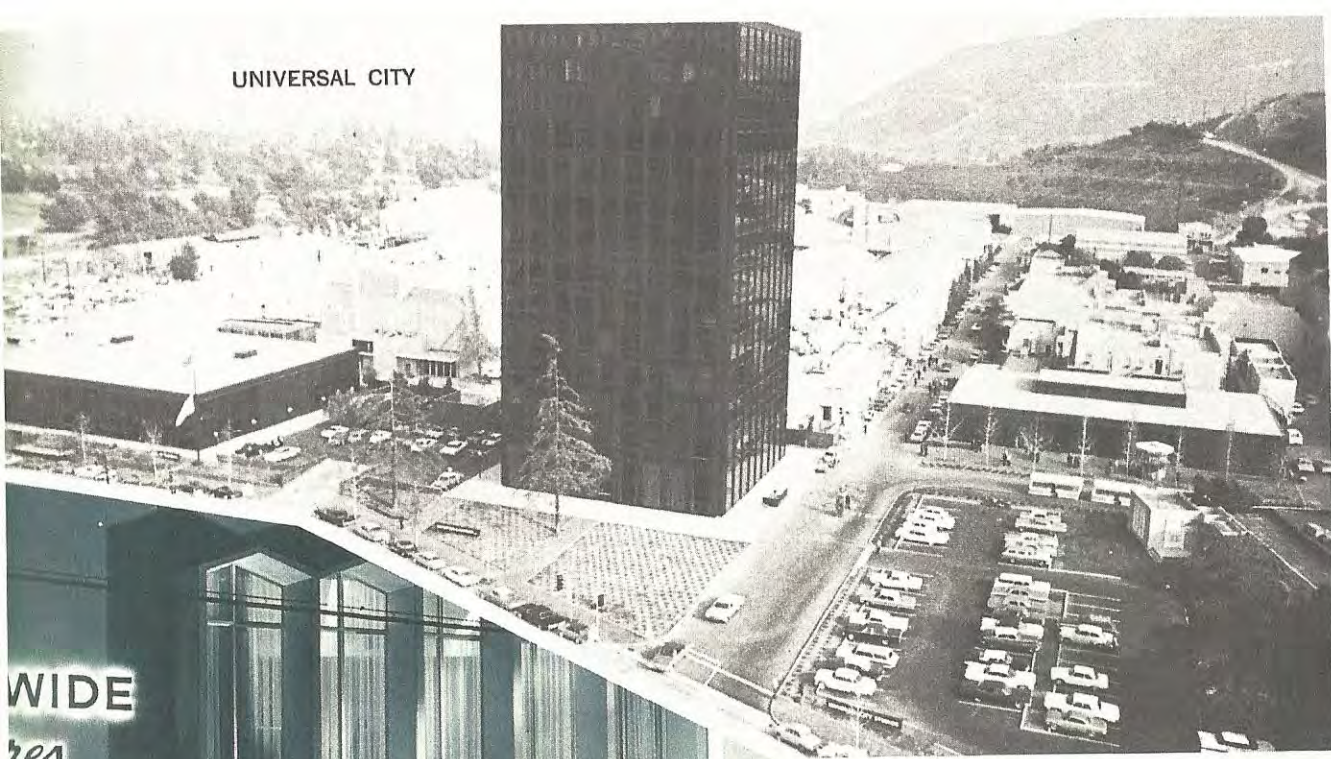


LOCKHEED OF CALIFORNIA

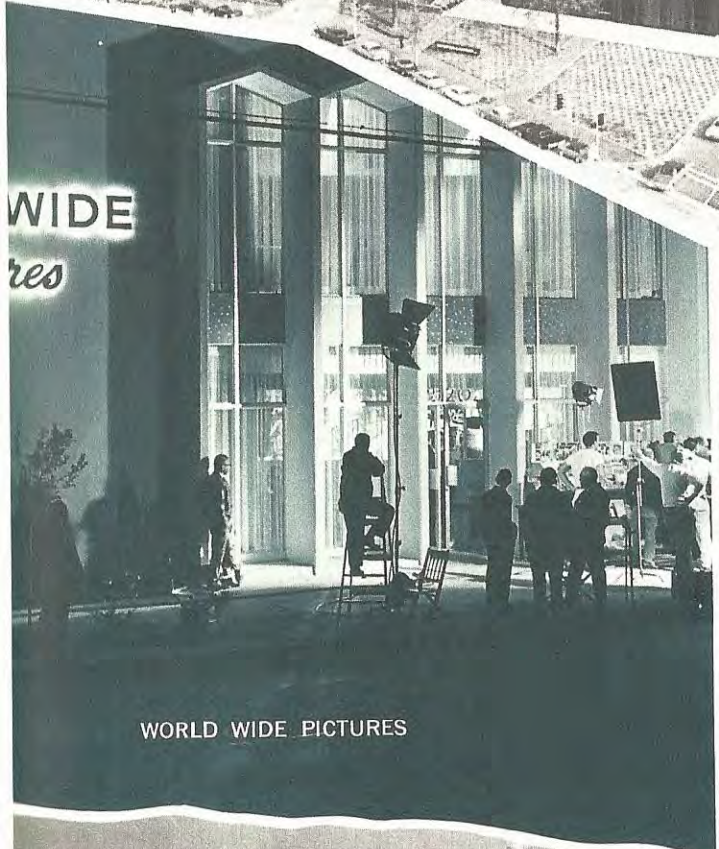




UNIVERSAL CITY

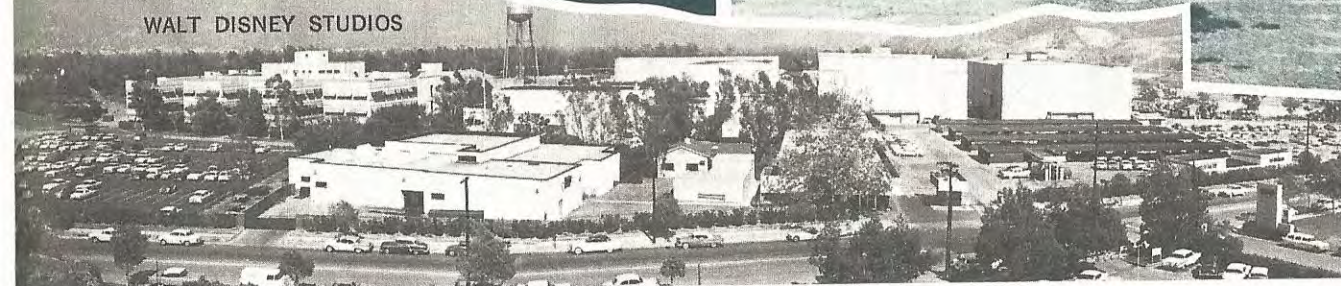


WORLD WIDE PICTURES

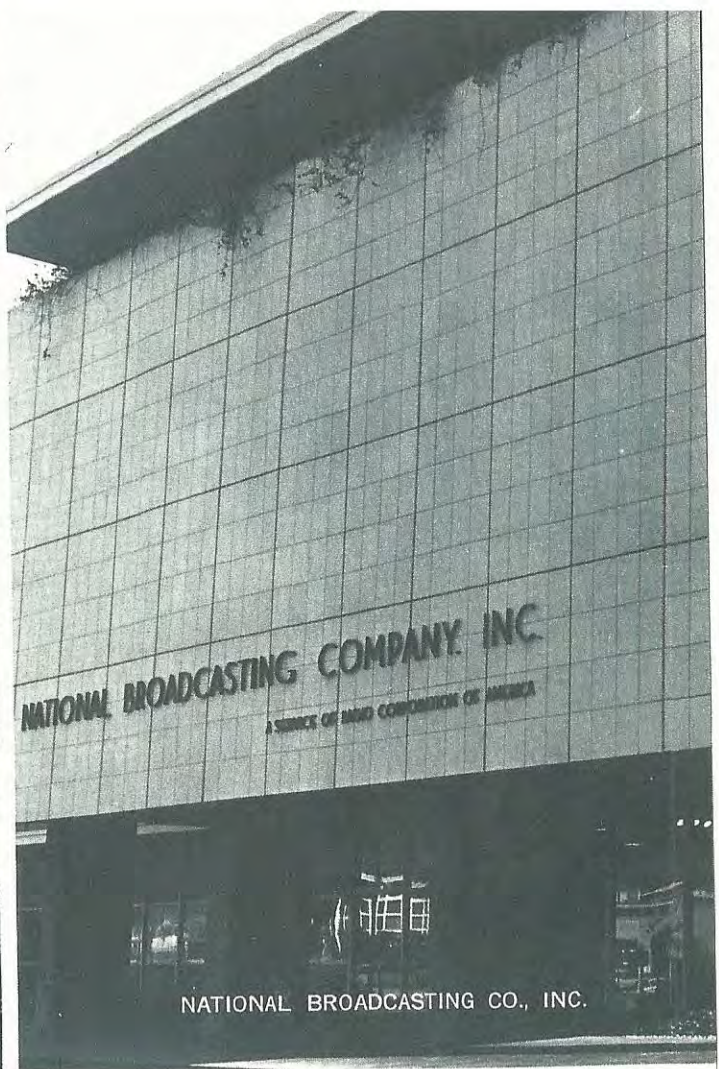
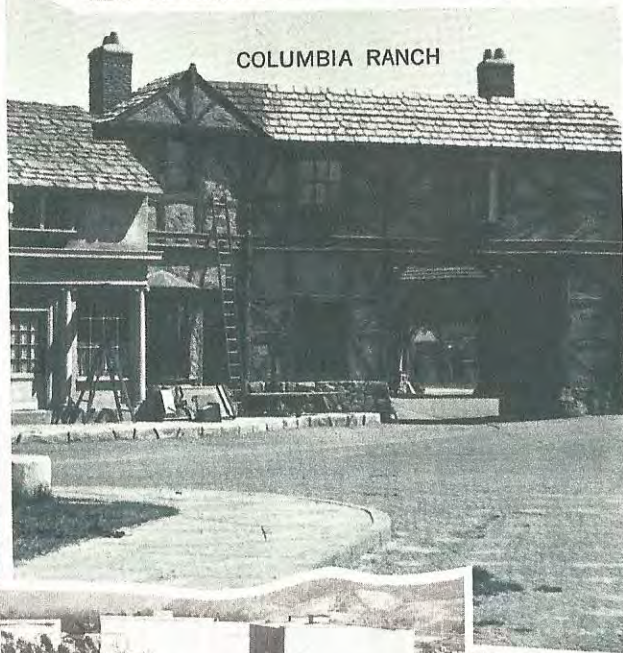


WORLD WIDE PICTURES

WALT DISNEY STUDIOS



COLUMBIA RANCH



NATIONAL BROADCASTING CO., INC.

TECHNICOLOR CORPORATION



# schools— modern and efficient

Schools in the Toluca Lake area are ever growing, well equipped and up to date, which is just what a community with an alert eye toward the future should have.

Their excellent teachers reflect the advantages of being part of a large and progressive system—the Los Angeles City School District. Seniority ratings, salary schedules and exacting personnel requirements have long insured the best choice in faculty members and will continue to do so in years to come.

Farther afield, but within easy commuting, are several of the nation's outstanding campuses — University of Southern California, University of California at Los Angeles, Pepperdine, Occidental, Loyola, California Institute of Technology, Los Angeles Valley State College, and others.



## cultural aspects

Ballet la Jeunesse was founded by Natalia Clare in 1958. The company has been appearing continually ever since. Miss Clare's ideal and ambition, in creating the company, was to give young dancers an opportunity of appearing regularly with a ballet company and to encourage more interest in ballet and the allied arts.

Ballet la Jeunesse can look back with pride on its accomplishments of the past years. It is recognized as one of the leading dance organizations. It has acquired a stature which has prompted leading choreographers to visit company classes and rehearsals and comment on the beauty, training, and discipline of the dancers.

This year has topped all previous years with a "landslide" of performances, has taken the company to such cities as San Jose, Banning, El Monte, Ventura, Inglewood, Santa Monica and Long Beach.

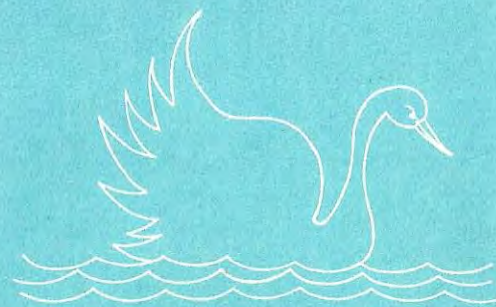
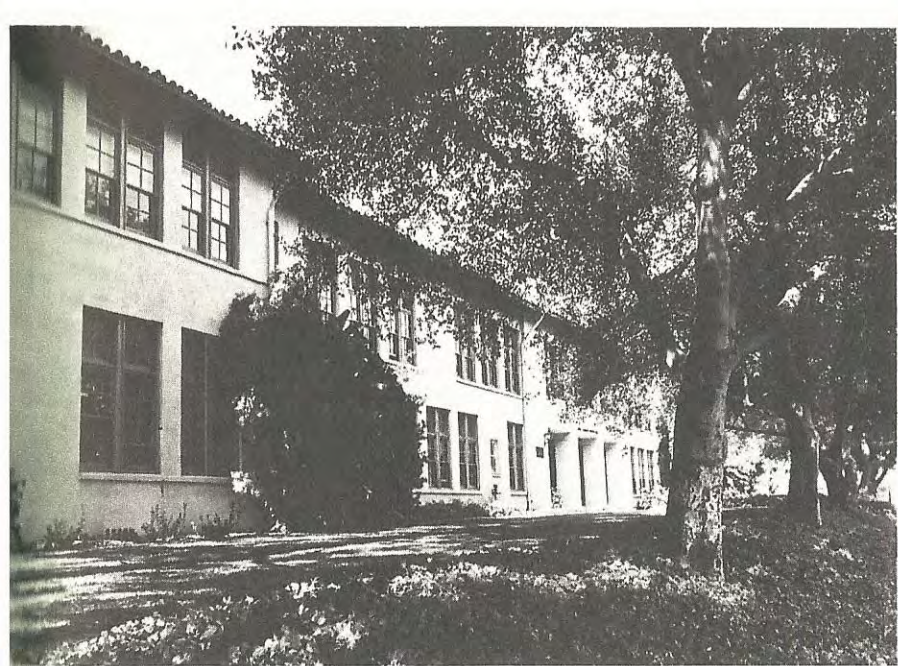
San Fernando Valley State College presented Ballet la Jeunesse in May of this year, their first venture in presenting ballet. Result: a sold out house with a turn away crowd.

Looking forward: Ballet la Jeunesse plans to increase the number of productions, many of which are in rehearsal, as there are numerous performances scheduled for the coming year.

### ANNUAL ART FESTIVAL

For the past number of years, the Altrusa Club in cooperation with the Toluca Lake Chamber of Commerce, has presented an annual Art Festival, one of many projects which the Club sponsors. Over 100 entries have been on display in all forms of fine arts. A highlight of each Festival is the exhibit of art work by Toluca Lake school children, from the first through sixth grades.





# schools

Higher education is easily available to the residents of the area. In addition to the Adult Evening High School programs, there are three large and diversified institutions of learning just minutes away — Pierce Junior College, Los Angeles Valley College and San Fernando Valley State College.



## government & public protection

There are six fire stations in the Toluca Lake area operated by six companies with five men to each company. The firemen man the stations on a platoon system with three platoons on call 24 hours a day. The department boasts twelve pieces of equipment including pumpers, wagons, ladder trucks, rescue units and ambulances.

The firemen have an initial training of ten weeks and then are trained continually for three hours a day to handle any emergency. Not only fire, but heart attacks, drownings, suffocation, asphyxiation, shootings and knifings, as well as childbirth. All stations are on call or are available.

The fire protection profession is a very exacting one and the department has kept pace with the expansion and the needs of the community. Emphasis is put into fire prevention in the schools, homes, businesses, and industry in the surrounding area.

The residents of Toluca Lake rest assured that disasters by fire or any emergencies are efficiently minimized in their city.



## government & public protection

Toluca Lake has excellent police protection. There are almost 100 men and women staffing the area department. This excellent department has every reason to be efficient not only in crime apprehension but in the prevention of crime in the area, since it is part and parcel of the Los Angeles Police Department.

The division is responsible for almost twenty square miles of area and protects over 47,000 dwellings with a population well over 100,000.

Fine police protection virtually means life and property protection. In this case, the residents rest assured that, with the equipment, facilities, techniques and efficiency of the Los Angeles Police Department in the Valley to protect them and their lives and property, they are in the best hands any community could be afforded.





## Happy Casuals

toluca lake

*Happy Casuals is a ladies' dress shop that stresses personal attention to the customer's needs. The customer benefits by wide choices of quality merchandise in carefree sportswear fashions. Owner Margaret Seidensticker will see to it that the customer receives individual attention that is backed by a great deal of experience. Shopping experiences are always pleasant. Come in and see Margaret—or Audrey, her assistant—as they make it their business to help you.*

10118 Riverside Drive • North Hollywood • Telephone 877-2552

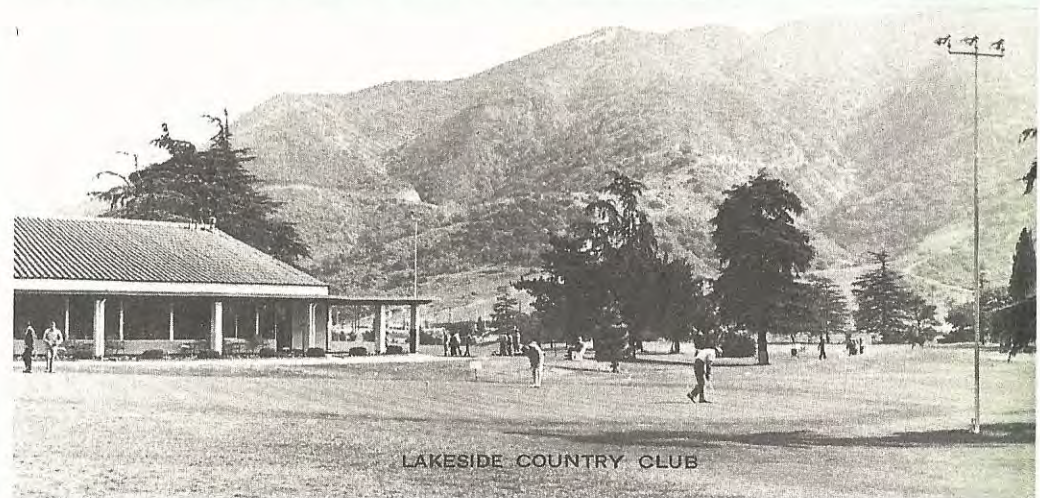


## Killgore Kiddie Kamp

With 28 years of experience behind them, Killgore Kiddie Kamp has two locations for the particular needs of your children. Nina Killgore has a nursery school in Burbank where your children will be looked after by a professional staff. Supervised activities and full or half-day sessions are offered. Residential summer camp and week-ends are held in Malibu year round where children can combine the outdoor life with worthwhile experiences. If your children need a "Home Away From Home," Killgore Kamps are the people to see.

For information call : Mrs. Killgore at 846-4233

181-185 Kenwood Street — Burbank • 35249 Mulholland Highway — Malibu



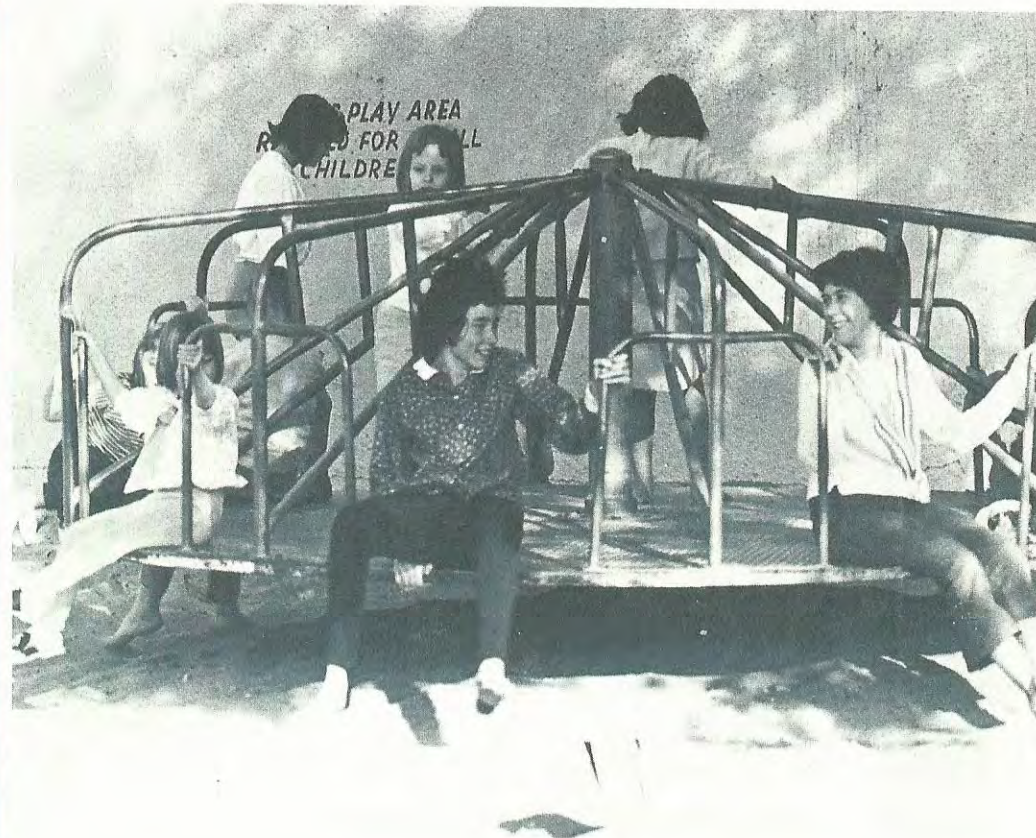
LAKESIDE COUNTRY CLUB



# recreation

Recreation is part of everyday living in Southern California, and the facilities in the Toluca Lake area are the envy of communities throughout the state. Within easy driving distance are four parks with more than 200 acres and a value of over \$10 million.

To list all the activities available under the direction of recreation specialists would require many pages. Even a partial list is surprising by virtue of the diversity of programs offered. Schedules for all activities are available in the offices of the nearby parks.



THIS BOOK IS A CAMBRIDGE PUBLICATION CREATED AND PRODUCED BY ...



*Cambridge Publications*

**Dorothy L. Millington** *Publishing Director*  
**Dale Walling** *Editorial Advisor*

12153 Ventura Boulevard — Studio City, Calif. 91604  
POplar 6-7131

The staff of Cambridge Publications has for many years been responsible for the development and the production of civic brochures. Their combined experience excels any group in the United States today in this field of publishing. It has been our sincere desire to present a brochure on Toluca Lake that will accurately illustrate and highlight, to visitors and newcomers alike, the excellent advantages of living, owning a business, or working in Toluca Lake, a "Village Atmosphere" in a Metropolis.

Cambridge Publications wishes to express appreciation and gratitude for the help a large group of citizens of Toluca Lake have given in order to make this book a successful promotional brochure for the Toluca Lake Chamber of Commerce.



*Sonya Roderick*  
and Associates

The two locations of Sonya Roderick & Associates have been serving the real estate needs of the San Fernando Valley since 1948. Specializing in income and residential property in North Hollywood; commercial, residential and acreage in Thousand Oaks. Each customer's needs are given *personalized attention*. So, if you are interested in property, the real estate firm to visit is Sonya Roderick & Associates, a firm that combines long experience and friendliness in their dealings.

4224 Lankershim Blvd. • North Hollywood • Telephone PO 3-7313 or TR 7-2598  
1101 Thousand Oaks Blvd. • Thousand Oaks • Telephone (805) 495-3616



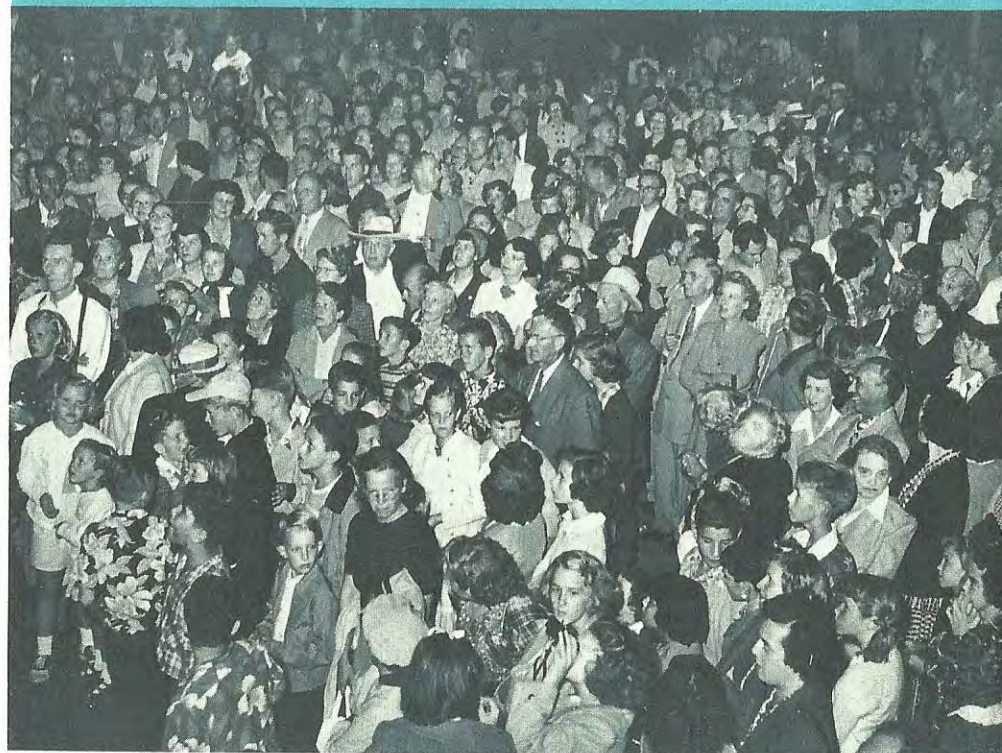
**mr. toluca lake**

*The Toluca Lake Chamber is grateful to M. A. "Andy" Vargo—"Mr. Toluca Lake"—pioneer developer, real estate broker and resident in Toluca Lake since 1923, for the history, photos and statistics incorporated in this brochure.*

## toluca lake booster week



August has traditionally become the month of celebration and lots of excitement in Toluca Lake. It is the month the Chamber has its annual Toluca Lake Booster Week, with participation by all the service organizations, ladies' clubs, Boy Scouts, and hospital guilds in the Toluca Lake vicinity. The purpose of Toluca Lake Booster Week is to weld together community spirit and raise funds that are used for projects aimed for the betterment of Toluca Lake. The Toluca Lake Booster Week opens with fun galore such as: Baseball Night, Contests of all kinds, Variety Shows, Search for Talent, Carnival, Games, Parades, and Art Festival. The merchants have a week-long sale of their merchandise to help attract more people to Toluca Lake during the week's festivities. Every year thousands of people attend and participate in one of the most enjoyable fund-raising events in Southern California.







## annual toluca lake children's christmas party

Each year, the Toluca Lake Chamber of Commerce and the Rotary Club co-sponsor an annual Christmas party for children living in the Toluca Lake area. This is one of the Chamber's main activities of the year. The party has traditionally become a favorite with the children, with lots of gifts, games, entertainment, prizes and refreshments for everyone. The event opens each year with the arrival of Santa Claus and his goodies and is usually held at Alfonse's parking lot. Approximately 1,000 children attend and participate in one of the most enjoyable parties given by the Chamber and the Rotary Club.



how casual can you get?

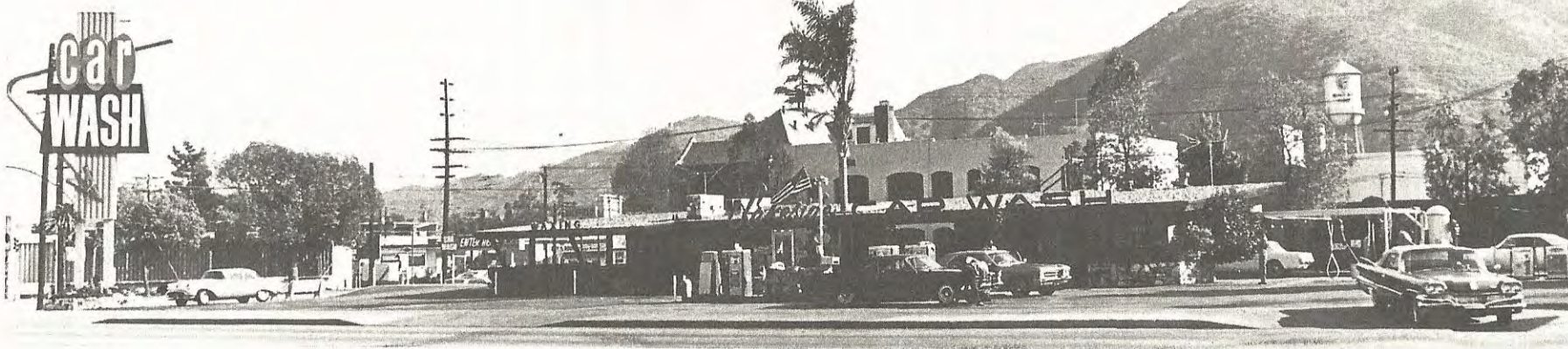
Ingenuity — Toluca Lake Style



# transportation

Both passenger and industrial transportation are exceptional for Valley residents. East of the area is the Lockheed Air Terminal which is well equipped for air transportation and is continuing to grow for the needs of tomorrow. Air minded passengers also have the facilities of the new Los Angeles International Airport's \$70 million jet age terminal. Rail passengers are only minutes away from Los Angeles Union Station.

Residents are served by major freeways which make the city ideally located for automobile travel throughout Southern California.



*Lakeside*  
**CAR WASH**

Many special services are offered the car owner at Lakeside Car Wash. Besides Richfield gasoline — waxing, polishing and glazing are done to your specifications. Richard P. Duffy wants you to be comfortable while waiting for your car to be washed or polished. He invites you to be his guest for coffee in Lakeside Car Wash's comfortable enclosed lounge. When you are in the neighborhood, drop in and your car will receive painstaking care. A washed and polished car by Lakeside will give you pleasurable satisfaction. Open daily including Sunday. Lakeside's courteous staff will cater to all your car cleaning needs.

**3700 Riverside Drive • Burbank • Telephone TH 5-4550**



# the toluca lake chamber of commerce message

Toluca Lake residential village and community is a gateway to the San Fernando Valley. Situated in the southeast corner of the vast Valley, Toluca Lake is geographically separated from Hollywood and downtown Los Angeles by a range of hills, but roadways and freeways make the metropolitan areas accessible in only 8 to 20 minutes. Toluca Lake has long been a desirable residential locale, away from the hustle and bustle of the commercial city.

The Toluca Lake Chamber of Commerce is an active and vital organization of the community. It is actively involved in the economic, civic and cultural growth and welfare of Toluca Lake. The Chamber is proud of our many fine restaurants, beautiful homes, nice shops and many organizations. The Chamber is a group of volunteers with a full-time office. Its staff and programs are wholly supported by the membership investment. Broader membership participation and adequate financial support will enable the Chamber to continue as the active organization it is today, since no taxpayer funds are received by the Chamber. Although Toluca Lake is part of the Burbank and Los Angeles city government structure, there is a strong feeling of community identity that touches few areas in Los Angeles County.

The many community activities, clubs, facilities and fine homes are examples illustrating that this is a family residential community—offering many opportunities for those who desire an ideal place to live, shop and enjoy the future.

## community information and useful telephone listings

ANY EMERGENCY DIAL.....116  
Chamber of Commerce.....761-9564  
Police Dept. (Burbank)....846-9933  
Police Dept. (North Hollywood).....782-6125  
Fire Dept. (Burbank).....845-2423  
Fire Dept. (L. A. City).....785-2151  
Sheriff's Office.....626-9511  
North Hollywood Recreation Center.....769-9144  
Park & Recreation Center of Burbank.....842-4886  
Dept. of Motor Vehicles.....763-5186  
Board of Education.....625-8921  
Civil Defense.....782-6125  
City Hall (Burbank).....846-2141  
City Hall (Van Nuys).....782-6125  
Dept. of Water & Power (North Hollywood).....785-8393  
Public Service Dept. (Burbank).....846-2141  
F.B.I. (Burbank).....848-5572  
Southern Calif. Gas.....787-3456  
Pacific Telephone Co.....763-5141  
Auto Club of Southern Calif.....763-8834  
National Auto Club.....984-3696  
East Valley Y.M.C.A.....763-5126

### For information:

Toluca Lake Chamber of Commerce

10732 Riverside Drive

North Hollywood, California 91602

Phone: 761-6594



John H. Webster, past Chamber President, James E. Moss, President, Dorothy L. Millington, Cambridge Publications; standing; Fred W. Hartung, Chamber Manager.

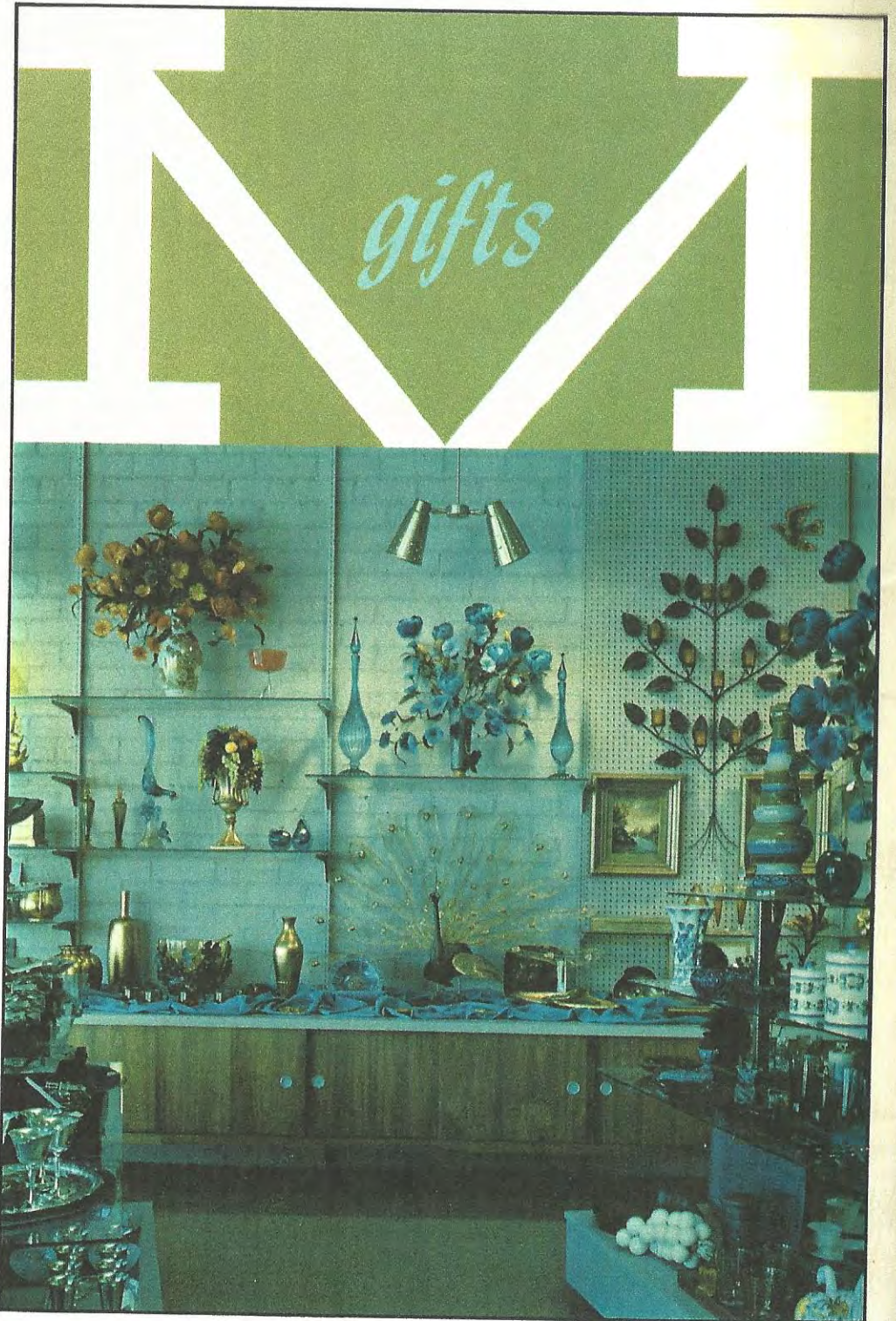


## MONTGOMERY'S

TOLUCA LAKE

*Gifts for Gracious Giving*

Quality merchandise for every occasion and courteous service is the hallmark of Montgomery's Gifts. Vivian and Al Montgomery are extremely capable, with 16 years of serving the community behind them, to help the shopper select "Gifts for Gracious Giving." Montgomery's offers its customers outstanding custom gift-wrapping for all occasions. Whatever your needs may be—Montgomery's will satisfy them with a minimum of worry. Let them help you choose that something special for someone who is special to you. (We have United Parcel delivery service for your convenience.)



10124 RIVERSIDE DR., NORTH HOLLYWOOD, CALIF., PHONE: PO 1-4022 • TR 7-8893