

BURBANK'S 510 THRIVING INDUSTRIES

Assure Her A **BALANCED** Economic Future

Hidden among the spectacular statistics generated by Burbank's explosive expansion, is one notable attribute . . . **BALANCE!**

As Burbank's population soared, and the outward signs of her industrial growth multiplied, this **BALANCE** became increasingly significant.

For it meant that Burbank was no longer riding the capricious merry-go-round of eccentric economic up and downs — booms and busts. But that she had come at last to Industrial Maturity . . . and could and would weather any economic storm!

The fact that Burbank's non-war and non-defense industries are, for the most part, experiencing their most robust growth, is heartening. For it means that the one is balancing the other . . . adding to the stout strength of both! And making Burbank practically depression-proof!

Therefore, Burbank enthusiastically flings out the "welcome mat" to new industry and new population. For she knows full well that here are the facilities and resources of a conspicuously successful independent and **BALANCED ECONOMY** to assure a solid future for all!

From _____

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The Story of **BURBANK** from Her Eventful Pioneer Days

Prepared and Published by the
**MAGNOLIA PARK
CHAMBER OF COMMERCE**
BURBANK, CALIFORNIA

Contents

Introduction	3
Spanish Period	4
American Period ..	7
Dr. David Burbank ..	8
"Great Partition" ..	10
Schools	12
First Churches	14
First Newspapers ..	15
Burbank is Born! ..	16
"Jim" Jeffries	19
Small Farm Era	20
First Bank	22
Post Office	23
"P. E." Comes	24
Burbank Becomes A City!	26
Public Library	29
Industry	30
Magnolia Park is Born!	33
Motion Pictures ..	36
Parks and Recreation	39
Burbank Gets an Airfield	40
Lockheed	42



BEFORE BURBANK existed, it was shown on old maps and Spanish land grants as the "Puerto Suelo" — *Gateway to the Valley*. Because Burbank is located in the easterly portion of San Fernando Valley, it doubtless served as the eastern "gateway" for the few hardy souls

and casual explorers who dared venture into this country before Burbank came to her destiny. However, this booklet does not specifically refer to Burbank as the "Gateway to the Valley," because an identical legend appeared on many other early-day maps of areas near Burbank. It is, in fact, believed by historians that the San Fernando Valley had as many "gateways" as there were foot or horse-hewn paths—which could conceivably have been legion.

First Edition (1954)

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The Story of **BURBANK** *from Her Eventful Pioneer Days*

THIS IS THE STORY of a city distinguished for her everyday virtues. It is the story of a city of restless, enthusiastic energy . . . almost uncontrollable optimism for tomorrow and a special delight in the "brand new."

It is the story of a *smokeless* industrial center, where beauty and home-ownership are the handmaidens of 510 thriving industrial plants. Where employer is neighbor to employee.

It is the story of a city that looms as the color television production capital of the world . . . that is second only to Hollywood in motion picture leadership . . . and that may well be the "airboard" of a nation!

It is the story of a city dominated by the vitality and freshness of youthful ideas and ideals . . . where climate is as much *spiritual* and *cultural* as it is physical.

But, for all her forward look, there is also distinguishable a very special reverence for the past . . . the past that has made such an amazing story possible.

This history-booklet, while introducing the Burbank of Yesterday to the Burbankers of Today, pays a singular tribute to this community's far-sighted charter citizens who, on July 8, 1911, held a special election and approved the city's incorporation. For, though probably unsuspected at the time by most of her 400 or 500 citizens, that event, coupled with the coming two months later of the "Pacific Electric" train, marked the beginning of a era of such exuberant development, that Burbank has since rightly been called . . . *"the city where the sky is not even the limit!"*

Magnolia Park Chamber of Commerce, in cooperation with the City of Burbank, takes pride in presenting, as a public service of enduring value . . . *"THE STORY OF BURBANK FROM HER EVENTFUL PIONEER DAYS"*



The Spanish Period

(1769 - 1845)

SAN FERNANDO VALLEY, in which the City of Burbank is located, has passed through many violent, adventurous and epochal stages of development. Because several of these multi-

colored events left their indelible imprint on the Burbank of today, it is fitting that they flash in review here to paint, as it were, time's own backdrop for our story.

1769 FIRST WHITE MAN SAW SAN FERNANDO VALLEY . . . August 3, 1769! He was in a party of white men on their way to Monterey Bay. They were led by Don Gaspar de Portola. Leaving what is now the Los Angeles and Westwood areas, they turned north into the chaparral-clad Santa Monica Mountains to follow an Indian trail up Sepulveda Canyon.

"It was hard going," according to Father Juan Crespi, whose diary of this trip made him famous, "but it was worth it. For, from the crest of this low mountain range we saw — spreading out before us — the most pleasant and spacious valley we had ever beheld!"

That pleasant and spacious valley, approximately 25 miles long and 10 miles wide, was the San Fernando Valley!

1774 JUAN BAUTISTA DE ANZA . . . was the first white man to travel from one end of the San Fernando Valley to the other!
1797 SAN FERNANDO MISSION ESTABLISHED . . . September 8, 1797, as a "mission midway" between the San Gabriel Mission and that of San Buenaventura, since it was too much to ask a Franciscan Friar to walk from one mission to the other without a "stopping place" in between. The name, "San Fernando Rey" was given the mission in honor of "glorious San Fernando, King of Spain."

PAGE 4



IMAGINE Portola's mixed emotions as he gazed for the first time on the San Fernando Valley . . . and thus became the first white man to see it! He is shown here leading the first party of white men across the Valley on their way to Monterey Bay. Indians sitting under the tree probably watched with bewilderment the strange-looking Spanish soldiers, wondering why the "paleface" had come into "their" Valley.

Here the Valley's first crop of grain was planted. It was irrigated from nearby "cienegas" or springs that, for unnumbered years before, had drawn Indians to this peaceful Valley. A small dam was built, and clay pipes conveyed its water. The mission was the Valley's first permanent building!



1798 RANCHO SAN RAFAEL GRANTED VERDUGO . . . in 1798. This rancho was "granted" to Jose Maria Verdugo by the Spanish government with the understanding that he would cultivate much of it and stock it with cattle. It was probably the largest Spanish land grant ever given! It included the areas now known as Glendale, Highland Park, Eagle Rock, Casa Verdugo and much of Burbank. Although Verdugo probably never knew exactly how many acres his grant contained, it extended roughly from the Arroyo Seco in Pasadena to the Mission in San Fernando—a total of 36,400 acres.

In those days, the Spanish Dons had no accurate way to measure land. It is said it was often done by means of a "reata" or lasso rope, the kind used for catching cattle. These "reata" were made of rawhide, and would sometimes stretch for an indefinite length. Each Don made his own "reata" as long as he wanted it, depending on how big a loop he could make, and how far he could throw it. Thus, the Don with the longest "reata" usually got the largest piece of land.

When Verdugo died in 1830, he willed his Rancho San Rafael (sometimes called "Zanza") to his son, Julio, and daughter, Catalina. Thirty years later they made an equal division of the rancho between them. Both had accumulated many unwise debts, and were forced to sell much of their land to satisfy creditors. One of the persons who bought the largest portion of the historic old rancho was Jonathan Scott. Thus, he became the first American to own land in the San Rafael portion of Burbank! Later Scott sold part of this rancho to Dr. David Burbank.

PAGE 5

RANCHO SAN RAFAEL extended as far east as Highland Park and San Gabriel. This is how that area looked when Burbank was founded (left). THIS IS PROBABLY the Valley's first dam and irrigation system. It watered the area's first crop of grain planted by the Padres. Crude though they were, these clay pipes conveyed water from natural underground springs many years (right).



1845

BATTLE OF PROVIDENCIA . . . famous and historic battle, unseated the tyrannical Spanish governor of California, *Emmanuel Micheltorena*, and placed the Mexican leader, *Pio Pico*, in his place.

Associated with Pico in this rebellion were Manuel Castro, Juan Bautista Alvarado and Benjamin D. (Don Benito) Wilson. They headed a company of 22 "Mexican rebels." Governor Micheltorena had a force of nearly 400 men.



DON PIO PICO, last Mexican Governor of California. Battle of Providencia overthrew Micheltorena, and placed Pico in his place.

Both armies came within cannon-range of each other somewhere near Cahuenga Pass February 20, 1845. There were two cannons on one side and three on the other, but they kept their cannons far enough away from each other to make sure no one would be injured. Thus, only casualties were one horse killed and one mule wounded . . . a fact that has made this Burbank battle more famous than it probably otherwise would have been.

Next morning the conflict was resumed on *La Providencia Rancho*.

But still both armies were reluctant to fight. The Americans preferred fraternizing to fighting.

Then, after two hours of cannonading from both sides without visible result on either side, Governor Micheltorena raised the flag of surrender when he realized an entire company of his soldiers had deserted in favor of Pio Pico.

Micheltorena's surrender was accepted by the Mexicans, and he was promptly though somewhat unceremoniously shipped out of the country.

Even today Burbank residents occasionally dig up cannon balls reminiscent of this historic battle. For *La Providencia* is a proud but battle-scarred old rancho!

PAGE 6



UNTIL JUST BEFORE the American Conquest, only vehicles in California were oxcarts. However, when Gore Micheltorena came in 1843, he brought, as an ambulance, a one-horse spring wagon. But he could find no harness here. So two mounted Vaqueros lashed the wagon's shafts to their saddles.

The American Period

(1847 - 1850)



CLIMAX OF THE international race of Russia, France, England and the United States to acquire California came abruptly in 1847 with the signing, in the San Fernando Valley, of the now celebrated *Treaty of Cahuenga*, January 13, 1847. This treaty ended the Mexican War in California. How it came about is a story in itself!

When Fremont's wild-looking troopers rode into the San Fernando Valley January 11, 1847 (following their successful conquest of Santa Barbara, San Diego and Los Angeles), they astonished Valleyites with their long hair, homemade buckskin "uniforms," and crude-looking rifles that could, nevertheless . . . "shoot the eye out of a mosquito at 200 yards!"

Although accounts of their entry into the Valley vary slightly, it is generally believed Fremont and his forces met the retreating Mexicans for the first time at *Rancho Cahuenga* (near the present site of Hollywood Bowl), at the foot of Cahuenga Pass.

Two days later—January 13, 1847—following delivery to General Andres Pico of Fremont's surrender demand—the two soldier-leaders met again, this time on a peaceful hillside near the present site of Universal City. There, by pact, they ended United States' military conquest of California, and guaranteed that all California Dons would be assimilated into the state's new form of government.

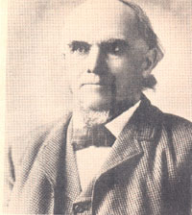
Thus, once again, the San Fernando Valley came into history's eternal spotlight . . . this time as an historic pact-making place!

And so, we have glanced briefly at the variegated and pulsating era that preceded the birth of Burbank, setting the stage for one of the Valley's most zestful periods . . . *The Period of the Pioneer!*

PAGE 7

TREATY OF CAHUENGA was signed at Rancho Cahuenga, near the present site of Hollywood Bowl. This is the treaty site as it looked January 13, 1847. Treaty, ending the Mexican War in California, was probably signed in this very adobe hacienda.





DR. DAVID BURBANK, for whom the City of Burbank was named May 1, 1887.

Dr. David Burbank

(1867)

BURBANK DOES NOT take its name, as many newcomers believe, from the late famed plant wizard, Luther Burbank. It was named for a man who, curiously enough, technically did not found the City of Burbank! A man who drove a covered wagon across the plains while Luther Burbank was still a small boy. His name was Dr. David Burbank, and he was one of California's most picturesque pioneers.

David Burbank was born in the hills of New Hampshire about the time President James Monroe proclaimed the Mon-

roe Doctrine (1823) to save California from being absorbed by Russia and England.

While still in his thirties, he gave up a fine dental practice to join in the great migration headed westward. He arrived in San Francisco in the middle 1850's after a hazardous and adventurous trip.

Dr. Burbank was again well established in his profession when the Civil War broke out. After the war he settled in the Pueblo de Los Angeles.

Interests of Dr. Burbank were, however, by no means confined to activities of the sleepy Pueblo. For, in 1867 he bought "more than 4,000 acres" of the historic *Rancho San Rafael* from Jonathan R. Scott.

It was Jonathan Scott who, two years before his death in 1864, is credited with planting Burbank's finest and most extensive vineyards. He was also the first American Justice of the Peace, and as such, administered the oath of office to Los Angeles' first City Council, July 3, 1850. But, like Dr. Burbank, even though he was a member of Los Angeles' first Superior Court and presided over the "trials" of the Vigilantes when early Angelenoes were trying to clear the rambunctious Pueblo of its hordes of "undesirables," Jonathan Scott's heart was always in *Rancho San Rafael*!

Later that same year (1867), Dr. Burbank purchased from Alexander Bell and David Alexander (members of Los Angeles' first City Council

PAGE 8



OLD RANCH HOUSE of Dr. David Burbank was built originally on property now occupied by Warner Bros. studio. It is believed it remained there as a tourist attraction until early in 1954, when it was razed to the ground by a studio fire.

whom Jonathan Scott swore into office), some 4,600 acres of *Rancho La Providencia* . . . the large Mexican land grant that adjoined *Rancho San Rafael* on the south. It is believed Bell, a Pennsylvanian who engaged in business in Mexico for 19 years, and Alexander, an Irish trader from New Mexico who became the city's first "collector of customs" at San Pedro, paid Vicente de la Ossa 37½ cents an acre for the *Rancho* . . . a total of about \$1,500. Burbank paid less than a dollar an acre for both tracts of land.

When Vicente de la Ossa sold *Rancho La Providencia* to Bell and Alexander, he wrote:

"The sum of \$1,500, which has been paid to my entire satisfaction, is the price and true value of aforesaid ranch. It is not worth more, nor have I found anyone to give any more for same."

When the United States government finally issued a patent to *Rancho La Providencia* (December 22, 1871), it was in the name of David Alexander, the irony of this being that almost four years before (March 20, 1867), the great tract had been purchased from Alexander and Bell by Dr. Burbank.

Uniting the two historic ranches into one huge "dry farming" ranch, Dr. Burbank became one of the largest and most successful sheep-raisers in southern California. In fact, he was so successful, that soon he stopped practicing altogether, and with money made from his sheep in Burbank, invested heavily in real estate in Los Angeles.

He built a handsome home on Main Street, between Fifth and Sixth Streets. It was upon this property that he later built the *Burbank Theater* . . . the most pretentious showhouse on the coast at that time.

About 1886 the whole country was hit by a devastating drought. It is claimed Burbank's picturesque hillsides were literally covered with sheep that died from lack of food and water. Some have thought this was the reason Dr. Burbank sold his nearly 9,000 acres (for which he had paid approximately \$9,000) to the *Providencia Land, Water and Development Company* for something like \$250,000.

But for whatever reason, Burbank was fast coming to her destiny. For it took the *Providencia Land, Water and Development Company* only one year to survey and plat Dr. Burbank's portions of both historic ranches into one single tract of land; and then to found the city May 1, 1887 . . . which they properly and promptly named . . . Burbank . . . for Dr. David Burbank!

PAGE 9

DUSTY PASTORAL SCENES like the one at left were typical of early Burbank days. For Burbank was known far and wide as the "sheep country." THE BURBANK THEATER (right), built by Dr. Burbank in the late 80's, was the pretentious meeting place for socially prominent families up and down the coast.





'The Great Partition'

(1870 - 1871)

IT WAS PARTLY BECAUSE boundaries of Verdugo's Spanish land grants were never really clearly defined in the early days, that Burbank's history has a notable chapter titled "The Great Partition." It is a significant chapter for two reasons. First, because outcome of this case—the most celebrated land case in all California law—saw much of the land of the original *Rancho San Rafael* pass legally out of the original Verdugo family. And second, and what is probably more important, it *established* and then *confirmed* Burbank's legal boundaries once and for all time!

This famous case was brought by *Prudent Beaudry*, O. W. Childs, *Andrew Glassell* and *Albert B. Chapman*. The latter two were distinguished members of the bar who conducted the case for their side. It was brought against 36 defendants, chief of whom were *Fernando Sepulveda*, *Mrs. Rafaela Verdugo Sepulveda*, *Francisco P. Ramirez*, *David Burbank*, *J. D. Hunter*, *George H. Howard*, *V. E. Howard*, *W. C. B. Richardson*, *S. H. Mott* and *Claus Hendrickson*.

PAGE 10



FOUR GENERATIONS of Verdugos (left). Señora Maria Verdugo de Chacoya who was about 118 years old when this was taken. Standing (left to right) her daughter, Señora Rafaela Urquidez; granddaughter, Señora Maria Pettit, and great granddaughter, Señora Carlotta Pettit. (Lower photo) A. W. Hutton, one of the referees in the famous land law case, "The Great Partition."



RANCHO SAN RAFAEL as it looked after "The Great Partition," but before the founding of Burbank and Glendale.



Glassell and Chapman claimed the defendants were either in possession of the land as "tenants in common," or possessed land, the boundaries of which had never really been accurately determined.

Their plea was that . . . "all open and valid claims be determined, and all void and invalid claims be dissolved and rejected, and that a full and complete partition of land be made, according to the rights and interests of the parties entitled to same."

As a result, the court decreed that *Rancho San Rafael* as well as *Rancho La Canada*, (also owned by Jonathan R. Scott) be partitioned. It appointed *William Moore*, *Benjamin D. Eaton* and *A. W. Hutton* to act as referees.

Their findings, filed a year later, ordered the ranchos divided into 31 different parts and among 28 different persons.

Significantly, *Dr. Burbank* was awarded the same 4,607 acres of *Rancho San Rafael* he had purchased from *Jonathan R. Scott*, and recorded nearly four years before—on March 20, 1867! "The Great Partition," however, legally confirmed the sale to *Dr. Burbank* of *Jonathan Scott's* portion of *Rancho San Rafael*, as well as his purchase of *Rancho La Providencia* from *Alexander Bell* and *David Alexander*.

All of this led eventually to the legal and official establishment of the City of Burbank.

PAGE 11

CASA VERDUGO built in 1857, shows the gracious manner in which the Verdugos lived prior to "The Great Partition." Note Spanish influence in the boy's dress.



Schools Come to Burbank

(1879)

BURBANK'S FIRST SCHOOL district was established June 13, 1879, upon petition of S. W. White and nine other citizens. It was known as Providencia School District.

ELEMENTARY SCHOOLS

Burbank's first school was built that same year (1879) on Burbank Blvd. . . . "about the center of the Valley." Dr. David Burbank gave the city one acre of land for the school. It cost about \$400 to build.

There were only nine families in Burbank at that time who had children to send to school. However, this first school was used until 1887, when a new elementary school was built on Magnolia Blvd. The new school was constructed on what was later to be the parking lot between Alexander's Market and the business houses on San Fernando Rd. It faced Magnolia Blvd.

This second elementary school was a two-story frame building with four classrooms upstairs and four downstairs. It had a belfry or "bell tower" in which hung the bell that called the boys and girls of Burbank to school each morning. It was tolled by a long rope that extended down through the ceiling.

There were four teachers and a principal in charge of Burbank's second elementary school at its opening when the student body totaled about 200 pupils. It had classes for grades one through eight.

The frame building was torn down when the *Thomas A. Edison School* was built on the same property in 1919.

In 1916 another elementary school was built. This school, located at Third and Magnolia Avenues, was for primary children, and was later named *Luther Burbank School*.

With the movement of population to outlying districts such as *Magnolia Park*, and the building of new schools in these districts, *Luther Burbank School* was abandoned for classroom use. In 1941 it became the Administration Building for Burbank's Unified School District.

Between 1919 and 1928, a number of Burbank's other elementary schools were built, including *Edison*, *Lincoln*, *Miller*, *Washington*, *McKinley*, *Roosevelt* and *Emerson*.

Since then *Central*, *Franklin*, *Bret Harte*, *Jefferson*, *Mingay*, *Monterey*, *Providencia* and *Stevenson* have all been added to the list of local elementary schools.

HIGH SCHOOLS

Before 1908 Burbank had no provision for giving instruction at the high-school level. Students who wanted to go to high school attended the school in the Glendale Union School District.



BURBANK'S SECOND ELEMENTARY school and its student body about 1916.

In 1908, however, Burbank withdrew from the Glendale High School System and started a high school district of her own that same year. As a result of a successful bond issue, construction was started on Burbank's first high school. It was a 2-story frame structure, and was located on the north side of San Fernando Rd., between Cypress and Grinnell Streets.

While the new high school was being built, an unoccupied part of the old elementary school (three classrooms) was used for Burbank's first high school classes. High school opened September 14, 1908, with a principal and one teacher. There were 42 students in the first high school class. Courses in English, Latin, algebra, geometry, ancient history, physical geography and chemistry were offered. Burbank's first *Union High School* opened in September, 1910, at the San Fernando Blvd. location.

This building was used for high school until 1922, when its 300 students and 20 teachers were removed to the new *Burbank High School* at Third and Fairmount.

The old *Union High School* was then converted into Burbank's first intermediate school for the 7th and 8th grade students. It was used until 1927, when it, too, was torn down, and replaced with the present building.

JUNIOR HIGH SCHOOLS

Then, in 1925, the intermediate school became Burbank's first junior high school. It was called *John Muir Intermediate School*, and later renamed *Burbank Junior High School*. At that time student enrollment was 670. It had a staff of 25 teachers.

Name of the school was changed again in October of 1928. Since a new junior high school had been erected in the Magnolia Park section, and had been named *John Burroughs Junior High School*, *Burbank Junior High School* became *John Muir Junior High School*.

In 1927, Burbank *Union High School District* and *Elementary City School District* were united, and became the *Burbank City School District*, with a City Board of Education and a City Superintendent of Schools. Then in 1928, name of the system was changed to *Burbank Unified School District*.



Today...

Burbank has 15 elementary schools, 3 junior high schools, and 2 high schools, with a teaching and administrative staff of 675. Student enrollment is approximately 17,000.

Burbank's First Churches

(1884)

AS IS OFTEN THE CASE, there was a church in Burbank *before* there was a *town* of Burbank!

PROTESTANT

Burbank's first Protestant church was the *Providencia Methodist Episcopal Church*. Its small but devout congregation met in a little frame structure at the corner of Empire Ave. and Lincoln St., on ground long since absorbed by the aviation industry.

This first church building in Burbank, and only the *third* church structure in the entire San Fernando Valley, was dedicated "to the Lord" September 14, 1884, with Henry R. Stevens, preacher, presiding.

However, Burbank had a Sunday School a year before it had a church! Classes were held in *Providencia* school house. Sunday School was conducted by students from Macley School of Theology of San Fernando until the spring of 1889, when it merged with the new Burbank church.

CATHOLIC

The story of the Catholic Church in Burbank rightly begins with the coming of the Spanish Franciscan Friar, *Francisco de Lasuen*, first pastor of the San Fernando Mission. For it was he who offered the first Mass September 8, 1797, in the ceremony founding the Mission at San Fernando, six months before John Adams and Thomas Jefferson had been inaugurated as President and Vice President of the United States.

During the American occupation of this area, the first to offer Mass in Burbank was a missionary priest who officiated in Forrester Hall, Olive Ave. at San Fernando Rd. Burbank was then in the Parish of the Sacred Heart Church of East Los Angeles.

After the successful visit of the first missionary priest to Burbank, Father Daniel Daly came each Sunday to offer Mass, from the spring of 1907 until Burbank was united with Glendale as a parish by Bishop Conaty in the fall of that same year. When this occurred, Father James O'Neill would offer Mass in Glendale, then drive in his horse and buggy to Burbank for a later Mass. Services were still held in Forrester Hall.

The following year (1908), *Clementine Lamer*, *Alphonse Brosseau* and *Charles B. Fischer* bought ground on the corner of Orange Grove and Fifth St., and donated it to the Diocese for Burbank's first Catholic Church—a wooden structure which cost \$2,000.

Upon its completion, Bishop Conaty named the Parish in honor of the Holy Trinity.

Today...

Burbank has 43 churches representing every faith.

Burbank's Newspapers

SAN FERNANDO VALLEY NEWS (1886)

One of the most American of all American institutions—the newspaper—made its appearance here as early as 1886, exactly one year *before* Burbank was founded! It was called "*The News*," and was published by . . . "*Ida News Co., Fridays, at Burbank, Los Angeles County, South California.*"

Edited by Mrs. Laura May, Claude DeForest and Clarence LaField Bently, the little 6-page tabloid had a subscription rate of . . . "\$1 a Year Spot Cash in Advance!"

BURBANK REVIEW (1908)

The *Burbank Review* was started July 9, 1908, by E. M. McClure, when Burbank was still a small, unincorporated village. (The 1920 census gave the community's population as 2,913.)

Mr. McClure published the *Review* until 1911, when it was purchased by H. E. Lawrence, who published it until his death three years later in 1914. However, the paper was continued by his widow, Mrs. Ida M. Lawrence, until October 14, 1916, when it was sold to S. M. Greene.

It was then published, in successive order, by Charles E. Salisbury (1917-1918); Carlton M. Brosius (1919); J. P. and A. P. Welch (1919); W. V. Coffman (1920).

Harvey Ling and Bert R. Greer became its owners and publishers November 1, 1920, and the paper was incorporated for the first time in 1924, with Mr. Greer as president, and Mr. Ling as publisher. On the death of Mr. Greer, Mr. Ling assumed all executive duties of the publishing operation.

BURBANK DAILY TRIBUNE (1920)

During the boom days of the 1920's, the *Burbank Daily Tribune*—a unit of the Earl L. White organization in Magnolia Park—made its appearance, and flourished for a time. It retired from the field in the early days of the depression.

BURBANK NEWS (1931)

About 1931 the *Burbank News* was launched, with Bert Jermain at the editorial helm.



Today...

Burbank's only newspaper is a daily, *Daily Burbank Review*. However, the community is also alertly "covered" by two other Valley dailies—the *Valley Citizen News* and the *Valley Times*.

The



News

CORRESPONDENCE

Excuse News:

To the people of Glendale:
In reference to the matter of intercepting the water in Verdugo canyon. The plan

PUBLISHED BY THE BUREAU OF PUBLICATIONS, 1000 N. GARDEN ST., BURBANK, CALIF.

PRINTED IN THE CITY OF BURBANK, CALIF.

ESTABLISHED IN 1931

construction of an outgoing tunnel and connecting pipe to the reservoirs, which will remove all the water and require no pumping, then the construction of an interception tunnel across the canyon



Burbank is Born to Boom & Bust

(1887 - 1889)

PROVIDENCIA LAND, WATER AND DEVELOPMENT COMPANY was composed of 10 men. Their names were written, in large gold letters, on the window at Number 12 S. Spring St., their one-room office in Los Angeles. They were L. T. Garnsey, president; John E. Plater, treasurer; T. W. T. Richards, secretary. Directors included J. McCudden, H. I. Macniel, David Burbank, W. H. Goucher, E. E. Hall, G. W. King and J. Downey Harvey. Assets of the company were 10 shares of stock costing \$25,000 a share. Each man owned one share.

On May 1, 1887, when they placed the first lot on sale, and broke ground for Burbank's first "civic improvements," the company's skillful advertising literature, which drew people to Burbank from all parts of southern California, said in part . . .

"Land and ocean, mountain and valley, sunshine and shade, offer here their choicest benefactions to prolong the lives of the feeble and enhance the enjoyment of the robust. In no place are these natural advantages more remarkably manifest than in the San Fernando Valley, in which are spread the broad acres of Providencia, and on whose slightest eminence stands the new townsite of Burbank . . ."

Before the year was over, sales amounting to \$475,000 had been made, and all . . . *"without a single free lunch, brass band or excursion!"* Prospectus of the new townsite described it as . . . *"17,000 acres of the finest fruit and alfalfa lands in the San Fernando Valley, only 11 miles from Los Angeles!"*

PAGE 16

LOOKING UP OLIVE Avenue in 1889 (top photo). In foreground (at left) is one of the few known pictures of the old boom-time hotel, "Burbank Villa." In the distance is the "Burbank Block." At extreme right is the Methodist Church. (Lower left photo) Though it is not known exactly where the Calhoun Valley Railroad ran, this is probably like the one the Southern Pacific ran from Los Angeles to San Fernando in 1874. Note the engine . . . just one step removed from the horse-drawn trolley! (Lower right photo) Looking down Olive Avenue in 1887. Tracks are for the horse-drawn trolley.



Original plat of the townsite of Burbank extended from what is now Burbank Blvd. on the west; to Grandview Ave. on the east; and from the top ridge of the Verdugo Hills on the north, to the Los Angeles River on the south. Actually, it reached *across* the river and took in what was later known as "Lasky's Ranch." But when the town was incorporated in 1911, its territory was greatly reduced in size since the incorporation data left out a large section of land between Alameda and Grandview Avenues. This land lay virtually dormant in "county territory" for years until Glendale stole a march on Burbank just as the city was planning to annex it.

Burbank—the new townsite—was in the very strategic center of the farm lands which were now rapidly replacing the Valley's peaceful sheep pastures. And it had been laid out to take full advantage of both the old and acquired "natural attractiveness" of the community.

Its streets and avenues were all wide and well graded.

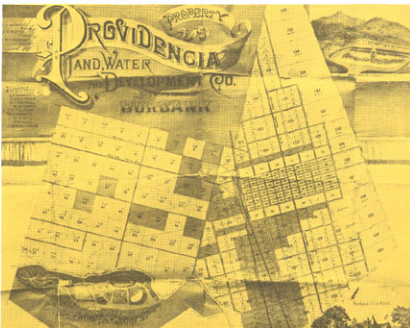
As a starter in residential building, each of the officers and board members of the Providencia company built a handsome home with "city conveniences."

"Burbank Villa"—an imposing \$30,000 hotel—was opened on the present site of the Burbank post office.

Yes! everything was "done right in Burbank" according to the *Los Angeles Express* of 1887. "There was not a shabby building in town!"

PAGE 17

ORIGINAL PLAT MAP showing property of Providencia Land, Water and Development Co. known as the "Original Town of Burbank." Note "Burbank Villa Hotel," lower right, and "Providencia Park," lower left.



Proudly Burbank boasted a fine store building with a "stock of goods," a passenger station on the Southern Pacific Line, a furniture factory (Burbank Furniture Manufacturing Co.), a horse-car line nearly completed to the foothills a mile and a half away, and two immense reservoirs about a mile apart on the upper edge of town. A "brick block" was also being built in which a bank was to be located.

The Providencia Land, Water and Development Company had spent \$90,000 on improvements in Burbank since inception of the company, and planned to do even more.

Then the boom collapsed!

Up until then new settlers had fairly streamed into Burbank drawn by the land and lot offerings. So for a few years prospects were still bright.

But in 1889, when real estate values tumbled, and the Los Angeles "bust" of the 80's was on in earnest, the depression really hit the Valley, and Burbank became almost a "Rip Van Winkle town" . . . sleeping 20 years before she awakened again to her leading role in the Valley's industrial future.

During this period some of Burbank's finest properties were sold for delinquent taxes. C. B. Fischer bought three residential lots at Olive Ave. and Kenneth Rd. for \$80. Three business lots on the corner of Olive Ave. and San Fernando Rd. went for \$800.

Transients napped in the Burbank Furniture Manufacturing Co. until it finally burned down from utter neglect.

Five-room houses sold for \$400 if they weren't taken on foreclosure.

Most of the men who had promoted the Providencia company went broke. Few of them lived to see the beautiful city of their dreams come true.

Burbank's proud "brick block" was completed, but it was 20 years before the bank rented a room in the building!

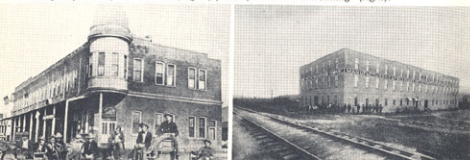


Today...

Burbank has 510 industries, and a population of 90,359. Assessed property valuation is \$74,158,000. It is completely self-sustaining in municipal services.

PAGE 18

IT WASN'T TOO busy on the northeast corner of San Fernando Rd. and Olive Ave. in 1888! In fact, folks had time to pass the time of day right in the middle of the street! This is one of the first pictures showing the completed "Brick Building" in the background (left). HOW PROUD BURBANKERS of 1887 must have been of this—the town's very first factory! It was strategically built on the Southern Pacific lines for easy shipment of its "bedroom, office, parlor furniture and bedding" (right).



Burbank's 'Citizen of the World'

JAMES J. JEFFRIES

(1900)

UP TO A COMPARATIVELY recent date, Burbank's fame was due, in large measure, to the fact it was the home of the world-famed James (Jim) Jackson Jeffries, who came into world prominence when he captured the world's heavyweight boxing crown from Robert Fitzsimmons June 8, 1899.

However, after that Jim Jeffries' interests were by no means confined to activities of the "squared circle." He was probably as well known for the helping hand he always extended his friends as for his boxing feats.

In fact, for a number of years he operated one of the country's most successful dairy and stock farms on his 107-acre ranch in Burbank, which he took over to help a friend when the land was considered "worthless sand and sagebrush." He paid \$2,000 for the ranch, and assumed an \$8,000 mortgage. Only 10 acres of it were under cultivation at the time.

After he developed the other 93 acres and planted them in alfalfa, market price on alfalfa dropped so low it didn't pay him to harvest it.

So he conceived the idea of putting cattle on the land to eat the alfalfa. This led to one of his most prosperous enterprises! For Jim Jeffries became one of the country's foremost suppliers of thoroughbred bulls. He sold most of them to Mexico and South America for \$1,000 a head, thereby establishing Burbank's first "foreign trade" relations—which brought additional fame both to Jeffries and to Burbank.

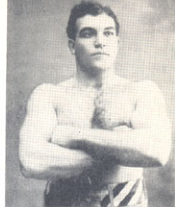
Jeffries enjoyed the unique distinction of never being knocked off his feet or out of the ring!

He retired in 1905, but re-claimed the title in 1910. That same year, however, he was stopped by Jack Johnson after 15 gruelling rounds.

He then lived a comparatively quiet but useful and active life on his famed ranch at Victory and Buena Vista until his death March 3, 1953.

His ranch was always a tourist attraction because of Jeffries Barn where civic and philanthropic events by the score—everything from church services to boxing matches—have been held.

No history of Burbank would be complete without due recognition to her noted "citizen of the world" . . . Jim Jeffries!



JAMES J. JEFFRIES, heavyweight boxing champion of the world, right after he captured the title—June 8, 1899.



THIS BURBANK-GROWN alfalfa is on its way to market in comparative style, since its traveling in a spankin' new 1905 motor truck!

depended on water storage and development from hydro-electric power.

Had Burbank's residents of the 90's understood the science of saving water, much of the misfortune of the collapse of the boom of the 80's might have been averted. This was one of the big problems of Burbank from 1900-1908.

Added to the already pitiful plight of the townspeople and the hazardous national depression, there came seven years out of a decade in which less than 10 inches of rain fell a season. (*Normal rainfall for Burbank is 15 inches per year.*) However, even that small amount of water would probably have filled the reservoirs started by the Providencia company had they been finished and able to contain water.

During the early days of the Providencia company, most of the country surrounding the townsite of Burbank had been subdivided into 10, 20, 30 and 40-acre farms, and sold to prospective "farmers." During this long, dry depression period, only Burbank's natural underground fertility, coupled with her unusually diversified type of soil, made it possible for these inexperienced and disillusioned "farmers" to make a living.

However, it's an ill wind that blows *no* good! For it was this very dryness of soil that gave Burbank some of the most renowned vineyards in the world, and eventually made her famous for fine wines!

Another amazing agricultural development took place in Burbank about this time, too. Taking advantage of the city's great natural water storage basin, some of the town's harder citizens began to grow food-stuffs, such as peaches, alfalfa, melons (particularly cantaloupe), and vegetables. They flourished! And Burbank became the main source of supply of cantaloupes for all southern California, with the growing city of Los Angeles providing a reasonably good market for Burbank-grown crops.

PAGE 20

Small Farm Era

(1900 - 1910)

THE VALLEY'S existence . . . in fact, all of southern California's existence as an important segment of the United States has always, from the days of the Padres, de-

BURBANK'S famous wines came from grapes grown in vineyards like this. It was the community's unique combination of fine sand loam and natural underground wells that produced some of the country's finest wines in the early 1900's.



But not all Burbank's neophyte "farmers" were so fortunate. Many of them gave up in despair, and practically all unsold portions of the Providencia company's "little farms" reverted to the cattle and sheep land they had been when Dr. Burbank had owned them.

So once again Burbank became a "dry farming" community. In fact, sheep became so prominent here that the *Burbank Review*, in its issue of May 3, 1908, carried a headline story telling about a large band of sheep passing right through the main part of town . . . "after the village had grown large enough to build a school and attract a bank!" This herd raised so much dust, that Ralph Church had to "close up" his little pioneer *Burbank Bank* until the dust settled. It is said he did this thereafter every time he saw a herd approaching . . . "to keep the dust from completely stopping business!"

San Fernando Rd. was paved all the way to Los Angeles within the next year or two . . . the biggest "civic improvement" the town had seen since the boom.

Burbank has a completely self-sustained steam-generating plant capable of developing 75,000 kilowatts of power against the peak demand of 63,800 kilowatts. In 1931 demand for electric power amounted to only 2,300 kilowatts. Controlling distribution of Burbank's "life blood"—water—is the city-owned Valley Pumping Plant, consisting of a 25-million-gallon storage reservoir, a main booster pumping station, 11 wells and connecting pipelines. From an original investment of \$50,000, Burbank's utilities facilities have grown to a valuation of \$24 million.

PAGE 21

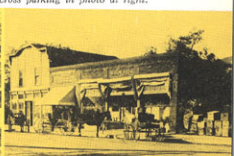
Today...



ORCHARDS LIKE THIS, which produced either peaches or apricots, almost completely displaced sheep and cattle ranches in Burbank during the early 1900's. This is reportedly the first dirt road to what is now Stough Park. FARMERS NEED TOOLS and grain and seed. Luttge Bros. General Merchandise Store supplied many of them with these necessities. In addition, the store carried wood and coal, and had a warehouse for storage. Note unique criss-cross parking in photo at right.



HORSE AND WAGON were still the most popular and economical way to haul local cantaloupe and watermelon into the wholesale produce market in Los Angeles. Looks like they're waiting to get "loaded up" for the trip into the city which averaged 3 hours per wagon.



Burbank Gets Her First Bank

(1908)

NOT MANY COMMUNITIES have banks before they become incorporated. But Burbank did!

Even though Burbank was so small in 1908 (it had less than 500 people) that it was not even included in the government census of that year, when *H. A. Church* and his son, *Ralph O. Church*, opened Burbank's first bank April 1, 1908, the town's name was immediately placed in the directories of those early days.

When they started, the Churchs were able to buy only 30 feet on San Fernando Rd. This footage cost them \$1,000.

Capital stock in the bank was \$25,000. Ralph Church constituted the entire personnel. When he went home for lunch . . . the bank closed. However, at the end of the first day's business, \$30,000 had been deposited!

By the end of 1908 the bank's deposits had increased to \$50,000. In 1909 they went up to \$82,000, and in 1910 to \$112,000. At the end of 1911 they stood at \$146,000! It was during the first half of 1919 that deposits passed the half million dollar mark for the first time. In the next two years they *doubled* that figure!

By 1911 the bank had outgrown its original quarters. So an additional 20 feet was acquired on San Fernando Rd. for \$1,200.

The next year (1912), *Burbank State Bank* was dissolved. In its stead was born *two* banks . . . *First National Bank* (with a capital of \$25,000), and *Burbank Savings Bank* (with a capital of \$25,000). Both were housed under one roof and operated by the same management. However, one was a *commercial* bank, the other a *savings* bank.

By 1923 the city had grown so large that a strictly local banking institution could no longer properly finance Burbank's anticipated growth. So *both* banks were merged with the Security Trust & Savings Bank of Los Angeles, February 3, 1923. This made available to Burbank business and industry of that time banking resources of \$176 million. By 1927 these resources had increased to a *quarter of a billion dollars!*



Today... Burbank has 6 banks.

PAGE 22

INTERIOR OF BURBANK State Bank (now the Security-First National), as it looked when it was opened for business in 1908 (left). DRIVE-IN BANKING might have been started by the driver of this Glendale "stage" about 1909. For he let his passengers out right at the bank's door—San Fernando Rd. and Olive Ave!



Burbank's Post Office

(1910)

AS FAR AS WE KNOW, *Charles B. Fischer* was Burbank's first postmaster. This was about 1910. At that time the post office was located in the old Brick Building at the northeast corner of San Fernando Rd. and Olive Ave.

When he became postmaster there were two rural routes that covered the area from Roscoe, Orange Cove and the then community of Lankershim (now North Hollywood) on the north and west, to Pacific Ave. in Glendale. Burbank had two carriers . . . one for each route.

John S. Peyton, carrier for one of the routes (from 1911 to 1915), bought a buggy, put a new bed on it and a canopy over the top, and called it a *mail wagon*. It was another Burbank *first!* He gave the old horse which drew it credit for traveling some 30,000 miles "in the line of duty."

When Charles Pomeroy, Carrier Peyton's substitute, took over the route in May of 1915 on Peyton's retirement, the horse went along with the deal, and an additional "unknown mileage" record was credited to the faithful old horse before it, too, was retired from the mail-hauling business.

At that time Roscoe (now Sun Valley), consisted of a group of box cars on the Southern Pacific switch that housed a crew of Mexican hands working on, and guarding the railroad's equipment.

Burbank's post office was almost a civic "orphan." It had been located at so many different addresses on San Fernando Rd. no one ever knew exactly where to find it. Then on April 30, 1938, its present \$150,000 Federal Building was dedicated on the site of the old \$30,000 hotel known first as "*Burbank Villa*," when it was built by the original townsite company, and later as the "*Santa Rosa Hotel*," when it was owned and operated by *May Clarke*. (One of the hotel's most faithful and illustrious early-day guests was Film Star Billie Burke.)

Burbank's post office achieved the status of a "First Class Office" July 1, 1925. That year its annual receipts reached about \$45,000.

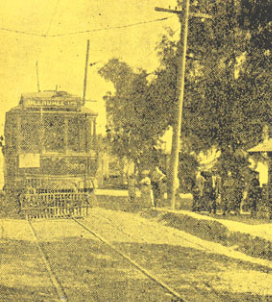


Today...

Burbank's postal receipts in 1953 were \$1,356,990. It employs 230 people in one main post office, two classified stations, and 4 contract stations.

"BURBANK BLOCK" after it was remodeled about 1910. Although originally built by the Providencia Co. for a bank, it housed Burbank's Post Office for a number of years, and was its first real "home." Postmaster was Charles B. Fischer.





The 'P. E.' Comes to Burbank

(1911)

THE YEAR 1911 OVERSHADOWED many other epochal years in Burbank's history! For it marked two events of tremendous importance to the future of the community.

First—the Pacific Electric Railroad was completed, and began its regular runs through to Los Angeles.

Second—Burbank became incorporated as a city!

In 1911 the town was still peopled, to a large extent, with Burbank's original settlers who had "stuck by the place" after the bursting of the boom in 1889.

That was probably the reason Pacific Electric officials said they would extend their line from Glendale to Burbank *only if local citizens could pay a bonus of \$48,000, and secure the right-of-way for the line.* They were given six months in which to do this.

As a guarantee that this money would be raised within the allotted time, a committee of 12 local citizens, headed by Ralph O. Church, signed a note to that effect.

However, the six months went by and only \$38,000 of the

PROBABLY NO OTHER single event so greatly influenced Burbank's early progress as the coming of the "P.E." in 1911. Although it was an extension of the "Glendale" line, it made regular runs to Los Angeles from Burbank.

required amount had been raised. So, the Pacific Electric was prevailed upon to extend its deadline for an additional 60 days. But again, in spite of the committee's heroic and frantic efforts to secure cash subscriptions, only two days before the *second* period of grace had expired, there was still \$10,000 lacking!

It was then that Ralph Church and Charles B. Fischer, after *raking the community over with a fine tooth comb* only to come up with no pledges and no money, went by horseback to San Diego where they induced A. J. Stough, who had large land holdings here, to contribute \$8,000 to the fund.

On their way home (within that same 24-hour period), they came through Riverside, where they routed out of bed, in the wee small hours of the morning, a gentleman who also had considerable land interest in

PAGE 24



SO ELATED WERE early Burbank residents over coming of the streetcar on Glendale Blvd., that they held a great "Booster Day" parade on San Fernando Rd. September 6, 1911—the day the first Pacific Electric car arrived here from Los Angeles. Note dirt roads and pepper trees.

BURBANK REVIEW

Progress . . . Prosperity
Opportunity

Pacific Electric Railway Co. Completes Its Line To

BURBANK



In Greater Place on Earth are the Glendale
Conditions, Facility of the Rail and Alhambra
Wine Shop, more favorable to the Support of
Glendale Life, than in Burbank.

MOST ENTHUSIASTIC BOOSTER for the "P.E." to come to Burbank, was the "Burbank Review." This special edition, published September 22, 1911, to mark that great event, seems to speak quite eloquently for itself.

Burbank. They didn't leave until he had put up the final \$2,000!

Probably little of the herculean effort of these public-spirited men was remembered in the excitement that climaxed the coming of the "P.E." to Burbank September 6, 1911. But in truth and in fact, it was *their* day more than it was anyone's else!

An effective and catchy slogan adopted by the Burbank Chamber of Commerce following the opening of the streetcar line that great day was: "Burbank's Just 45 minutes from Broadway!" The line was later called the "Burbank Line."

Later that month the whole populace again celebrated the coming of the "P.E." at a giant barbecue, where Governor Hiram Johnson, United States Senator John D. Works, and State Senator Lee C. Gates were the speakers.

PAGE 25

BEFORE THE "P.E." this was the most popular and practical mode of transportation in and around Burbank. It had its advantages though. Traffic could hardly be considered a problem!





THOMAS STORY
Burbank's First Mayor

Burbank Becomes a City

(1911)

BURBANK PREPARED in another significant way to welcome the "P.E."

Realizing that the coming of the "electric line" would *automatically* make it a "city," residents decided Burbank *would become a city*, in name at least, before arrival of the first electric car. So, Burbank was incorporated as "a city of sixth class" July 8, 1911!

Although it had taken 20 years for Burbank to grow enough to meet California's requirements for incorporation, (and it was to take another 15 years before she could request and be granted "home rule"), almost from that moment on Burbank began to make remarkable strides forward. She was to do this under her first Board of Trustees . . . F. A. Hallburg, Thomas Story, Martin Pupka, J. T. Shelton, C. J. Forbes, W. A. Blanchard, G. Roy Pendell and L. M. Rothenburg.

J. A. Swall was chosen first city clerk. Ralph O. Church was the original city treasurer, and T. F. Ogier was selected to serve the new "city" of Burbank as its first marshal. Charles E. Salisbury was first city attorney.

Trustees then elected Thomas Story Burbank's first mayor.

Burbank's new city government lost no time getting into action. One of its first official duties was to contract with the Brand Pumping Plant, on Verdugo Ave., for power to light Burbank's homes and streets with electricity for the first time. This was still 1911.

Next step was to name all Burbank streets and number the homes.

Then Uncle Sam was induced to give the town *two* mails a day instead of one. And the new elementary school was built on the corner of Third and Magnolia.

Bonds were voted to buy the city's first water plant.

And in 1916, just five years later, a city hall had been built, and Burbank owned her very first fire truck!

Things went well, and Burbank continued to grow. However, when it was apparent that if Burbank were to sustain her growth, *her government had to expand right along with her population and industry*, another epochal election in the city's history was held April 12, 1926. This was to elect the city's first Board of Freeholders. And no sooner had its 15 members been elected, than it was commissioned to draw up Burbank's first City Charter!

Authoring the city's first Charter, in addition to Octavia Lesueur, who is generally credited with doing the major portion of the work, were J. H. Bernum, Roy Campbell, L. F. Collins, A. G. Fillbach, Ray G. Ludlow, C. A. Thompson, J. D. Radcliff, Earl L. White, Addison Sence, John Luttge and Walter E. Lawrence.

After eight months of intensive work, a Charter was presented by the Board of Trustees centered around a "Council-Manager" form of government. It was duly adopted by the voters at a special election January 4, 1927; and was sent to the California State Legislature, where it was approved by a majority vote January 13 that same year. With the exception of a few amendments, it is today substantially the same document it was when it was accepted. This first City Charter bears the signatures of W. A. Blanchard as president, and L. M. Rothenburg as secretary.

One of Burbank's earliest laws, Ordinance Number 4, provided for the city's official seal. It is interesting to note that it said . . . "said seal shall be circular in form, and in the center there shall be a cut showing a cantaloupe." This is probably the only time a cantaloupe has ever been so officially dignified! But that first Board of Freeholders didn't forget that this lowly fruit had been good to Burbank . . . in fact, it had helped save a city's life!

Ordinance Number 4 was repealed by implication by Ordinance Number 489 in November, 1931, which established the present seal, and further expressly repealed by Ordinance Number 1007. Ordinance Number 1100, known as the Municipal Code, which correlated and codified all ordinances of the city, describes the present official seal as:

" . . . shall be oblong in form, with rounded corners, and shall have inscribed thereon a pictorial representation of an airplane, factories, and a moving picture reel, with the words 'City of Burbank' inscribed across the top of the seal immediately above the wings of the airplane, with the word 'Progress' inscribed at the bottom of the seal immediately under the moving picture reel, and the words 'Incorporated July 8, 1911' inscribed below the factories."

PAGE 27

FIRST CITY HALL and fire station, as they looked in 1916. Apparently Burbank's only fire truck was out on call when this picture was taken. Note overhanging pepper tree limbs.



Valley District was annexed to the City April 8, 1915; Thornton and Luttrell tracts, March 29, 1922; Sherlock Drive tract, October 16, 1922; Magnolia Park, October 9, 1923; Moreland tract, March 10, 1924, and Sunset Canyon district, January 16, 1926.



Today...

Burbank is served by a five-man council, a city manager, eight citizen-member advisory boards, 21 departments and bureaus, and an elected city attorney, city treasurer and city clerk.

Nearly 100% of Burbank's streets are paved. Sidewalks are curbed along virtually every available mile. More than 50% of the alleys are paved, and more than 200 miles of sewer mains are installed.

Burbank's world-known rubbish pickup and disposal system is designed for practically unlimited perpetuation. Outstanding feature, in addition to its low cost to the householder, is the fact that Burbank's refuse is being used to construct "land" where nothing but air had existed. For out of the discards of everyday living, Burbank's canyons are gradually being filled-in and someday otherwise useless and undesirable canyon areas will be level "ground" for play and recreation areas.

Burbank's traffic and parking problems have been met and solved. Traffic signals have been installed at more than 100 street intersections. Off-street parking lots and street allocations now provide 1,000 accommodations for the motoring public.

Systematic improvements in Burbank's fire-protection, modern police facilities and equipment, advances in manpower training, communications and mobility serve to further safeguard Burbank lives, homes and property.

PAGE 28



BURBANK WAS GROWING!
(Upper left photo) San Fernando Rd. and Olive Ave. about 1911. Note sidewalk on only one side of street. (Lower left photo) "F.E." station and tracks on Fourth St. (now Glenoaks Blvd.) and Orange Grove Ave. (Lower photo) San Fernando Rd. at Verdugo in 1911. Electric light poles came after city's incorporation.



Burbank's Public Library

(1913)

BURBANK'S PUBLIC LIBRARY was started in May of 1913, as a "contract branch" of the Los Angeles County Library, through efforts of the Burbank Chamber of Commerce.

At first it was combined with the "Library of the Brotherhood," and was located in their rooms in the Thompson Block (San Fernando Rd. and Olive Ave.).

In 1918 the branch was moved to the second floor of the old city hall. In 1923 it was moved again to the second floor of the Thompson Building (San Fernando Rd. and Orange Grove Ave.).

In January, 1924, Mrs. Elizabeth Knox was appointed Burbank's first librarian.

With the continued growth of the city, the library needed a ground-floor location. So in 1926 it was moved to the first floor of a centrally-located building constructed by Mr. and Mrs. P. A. Farley.

In June of 1930, Mrs. Knox resigned because of ill health; and on June 16 of that same year, Mrs. Elizabeth Ripley was named librarian to succeed her.

Five years later (1935), Burbank's first library building was erected, without bond or debt, at 425 E. Olive Ave., with funds which had been accumulated since the beginning of the city's charter government.

Up to 1935 the city maintained a year-to-year contract with the Los Angeles County Library for library services. But now it was decided to lay the foundation for Burbank's own municipal library.

So effectually was this done, that in 1938 contract with the County Library was cancelled, and on July 1, 1938, Burbank's Public Library opened its doors for the first time as an independent municipal library, and a full-fledged member of Burbank's official "city family."

Today, under provisions of agreements, free reciprocal library service is provided with the library systems of the cities of Los Angeles and Glendale.



Today...

Annual circulation of both libraries amounts to 236,592 volumes in the adult category, and 121,860 juvenile books, making a total yearly circulation of 360,452. Further expansion of library facilities for the north side of the Magnolia Park area is in the planning stage. Ten years ago, total annual circulation was only 207,799.

PAGE 29

CHAMBER OF COMMERCE of Burbank was probably officially organized after this picture was taken. Group is standing on steps of old "Santa Rosa Hotel" (present location of Post Office), after a dinner in the hotel to recruit workers for the chamber drive.



Industry Comes to Burbank

(1917)

ALTHOUGH BURBANK'S FIRST FACTORY — *Burbank Furniture Manufacturing Company* — was built in 1887, real beginning of Burbank's industrialization did not come until 1917. In fact, 1917 will take its place right along with 1870, 1887, 1908 and 1911 as a year of great economic significance in the life of the new city. For it marked the beginning of manufacturing and the passing of agriculture! The true story of how it happened is about as spirited as the results it produced.

One morning in 1917, Ralph O. Church, Burbank's first city treasurer, noticed in his morning paper that the *Moreland Motor Truck Co.* was planning to move its plant from Los Angeles to Alhambra.

He immediately called Maurice Spazier, one of Burbank's most enthusiastic boosters for industry, and told him what he had read. Without a moment's hesitation, the two set out for the Moreland plant in Los Angeles. They found Watt Moreland, company head, in conference with a delegation from Alhambra just ready to draw up the agreement that would move the plant to Alhambra.

Church and Spazier were determined the plant should come to Burbank. So they offered Watt Moreland a suitable site for his factory . . . free of charge!

Their offer was too good not to at least look into. So the Alhambra deal was forestalled a few days. However, the first site presented Watt Moreland — at Verdugo and Flower Sts. — was not at all satisfactory. Quickly the committee changed to a 25-acre tract at the corner of San Fernando and Alameda, owned by Henry E. Luttre.

The second site was accepted by the Morelands! And thus Burbank was launched on an industrial era destined to outstrip the most fabulous dreams of even her most far-sighted dreamers!

Cost of the Moreland factory land was \$1,000 an acre, or a total of \$25,000. Church, Spazier and 10 other industrially-minded citizens signed an agreement with the city guaranteeing delivery of the site to Watt

Moreland after he had lived up to certain requirements. Money was then raised by public subscription to reimburse the city for this acreage.

Buildings were constructed, and the Moreland Truck Motor Co. moved in. A short time thereafter, Moreland trucks were rolling along the highways of this and many other countries of the world . . . all bearing the proud label . . . *Made in Burbank!*

In the succeeding 10 years came such outstanding firms as the *Andrew Jergens Company*, *Libby, McNeil and Libby Company*, *First National Pictures, Inc.* (now *Warner Bros. Pictures, Inc.*), *Weston Biscuit Company*, *McKeon Canning Co.*, *Cinecolor*, *Bendix Aviation*, *Menasco Air Equipment Company*, *Pacific Airmotive*, *General Water Heater Corporation*, *Adel Precision Works* and *Noma Electric Company*, *Division of General Metals Corporation*. Altogether they manufactured more than 60 products . . . most of which had national distribution.

In addition, china tableware, handmade silverware, grape juice, motor oils, stucco products, sheet metal products, sash and doors, poultry, stock feed and poultry drinking fountains all had a vital share in creating Burbank's original healthy economic climate.

Following the Moreland factory came the *American Aluminum Corporation*, *Empire China Co.*, and the *Inner Tube Co.* Each of these companies constructed quite pretentious buildings.

Unfortunately, both the *American Aluminum Corporation* and the *Inner Tube Co.* failed before they really got started, leaving disillusioned stockholders, (most of whom were substantial Burbank citizens) with no legal recourse.

Empire China Co. enjoyed a more or less precarious existence for several years before having to close its doors because of a factional dispute among its stockholders.

The soap company started as a "Spazier and Associates" firm before merging with the world-famous *Andrew Jergens Co.*

About this time, too, *General Grease Co.* came into being, and existed only long enough to collect a considerable amount of money from unsuspecting Burbank citizens.

A number of smaller concerns, such as the *Genevieve Jackson De-*

PAGE 30



MORELAND MOTOR
Truck Co. in 1917. Note
modern plant, electroliers,
sidewalks and other civic
improvements.

PAGE 31

ANDREW JERGENS Co.
of California, as it was
known in 1927. This was
the company's Burbank
headquarters. Though
greatly expended, plant is
still operating here.



hydrating Co. and a garlic-processing factory also flourished for a while. Probably the only industry that Burbank has ever asked to re-locate its plant was the garlic factory. But it is said that conditions got so bad, that garlic fumes actually permeated nearly every clothes closet of every home in town. And either the garlic factory had to go, or Burbank stood to lose a sizeable portion of her population. So . . . the garlic factory moved!

However, there was one bright spot to this era of sunken hopes on soured industrial adventures. *Each of the buildings constructed and then abandoned when the plants closed, is today housing a soundly financed, highly respected, successful industrial firm!*

And if it had not been for the availability of one of these buildings . . . that of the *Empire China Company* . . . Burbank probably would not have had *Lockheed Aircraft Corporation*. And if Lockheed had not located here, Burbank would conceivably not have become, in so short a time, the great and vital industrial center she is today!



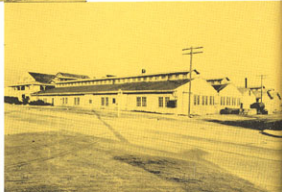
Today...

Since World War II, Burbank's population has skyrocketed from 54,275 to 90,359. During that same period, the city's assessed valuation has shown the almost breathtaking increase of a shade more than 525%! Growth of her industries, businesses, professions and residential areas has vigorously kept pace.



EMPIRE CHINA CO. plant about 1927. This was located out near where Lockheed is today. Hence, the rugged terrain of the streets.

LIBBY McNEIL & LIBBY plant as it was in 1927. The company was called simply "Libby's" then. →



Magnolia Park is Born

(1923)

MAGNOLIA PARK is the west entrance to the City of Burbank. It lies almost at the foot of famed Cahuenga Pass.

Earl L. White, founder of Magnolia Park, was born in Emporia, Kansas, in 1885. He came to California alone at the age of 21 because he was "tired of the inclement weather and hardships of living in Kansas."

In 1917 he arrived in Magnolia Park, and leased a dairy ranch on the site now occupied by Columbia Ranch Studios (Oak St. and Hollywood Way). Soon thereafter he bought 400 adjoining acres, and developed it into a thriving dairy ranch marketing the milk, for the most part, in Glendale and Burbank. In 1918 he pooled his interests with the McMullin Dairy of Glendale, and the Glendale Creamery was established.

Though this proved to be an extremely successful venture, operating a dairy ranch was not as progressive as Mr. White thought he could be. Besides, property values were advancing so rapidly in the area, that he felt it was impractical to use so much land for a dairy.

So, in 1923 he sold his dairy interests to the Golden State Creamery, and platted his 400 acres of valuable land into town lots. He then put them on the market as the *Magnolia Park* subdivision. Where Mrs. White got the name "Magnolia Park" he has never known, for there were only a few magnolia trees in the area at that time. However, with this venture, Earl White became a "big time real estate operator."

As soon as the tract was opened, Mr. White began putting in streets, laying sidewalks and curbs, and installing public utilities.

He asked the city for only one thing—help in improving a "connecting link" or short cut to Cahuenga Pass (then known as the foreboding "Dark Canyon"), from Burbank direct into Hollywood. However, when this help did not immediately come, he got out his own team of horses and equipment, and he, himself, cleared the underbrush (along what was then a wash), and graded the street. Even doing the work himself, this project cost Mr. White about \$1,200. Later the city reimbursed him \$500 toward it.

Because his "connecting link" was a *direct* way to Hollywood from Burbank, Mr. White named it appropriately "*Hollywood Way*." Today



THIS PANORAMIC view of Burbank, taken from the Verdugo Hills in 1923, is one of the earliest known photos of Magnolia Park.

it is one of the city's most vital and heaviest-traveled thoroughfares, and truly a "connecting link" to almost anywhere in the San Fernando Valley!

Next, he built and sold the Park's first plat of 147 homes.

Finally, he gave residents of the new area their own shopping center. It consisted of the Magnolia Park National Bank (now *Community Bank*), a sub post-office, a daily newspaper plant, the Valley's first radio station, an inter-city transit line and several other businesses, including a dry goods store, a barber and beauty shop, a shoe store, an electric shop, a hardware store, a dentist, and yes! . . . even a mortuary!

BURBANK TRIBUNE

In 1925 Magnolia Park was the only community of its size in the Valley with its own daily newspaper! The *Burbank Tribune* was started during the city's "boom" days of the 20's, as a unit of the Earl L. White organization. For a long time it prospered, with "more paid subscribers than any other daily in the Valley" at that time. Its circulation claimed coverage of the entire Valley. It was retired from the field in the early days of the depression.

RADIO STATION KELW

The year 1927 was a banner one for the Park, too. For on February 11 of that year Earl L. White sent out the first message over the Park's own 1000-watt radio station—KELW (Kall Earl L. White). This was a Saturday night, and the station was "on the air" for five hours—from 7 to 12 o'clock midnight. Heads of most of the city's civic, social and governmental agencies officiated at the opening ceremonies, and it is safe to say that "radioland" never before received such a big dose of one community—in one night—as did Burbank residents on that historic occasion.

According to Mr. White, the station could be heard as far east as New York, and ordinary receiving sets of those days could pick up the Magnolia Park station without difficulty all up and down the Pacific coast. Famed personalities who often "miked" it over KELW thereafter were the late Evangelist Aimee Semple McPherson and Humorist Will Rogers.

PAGE 34



ALWAYS FAR SIGHTED, Earl L. White was an enthusiastic booster for aviation development in Burbank. He's shown here (third from left, front row) at groundbreaking ceremonies for "United Airport"—July 29, 1929—which was in Magnolia Park. Others at this historic event are (top row, right) Mayor H. E. Bruce, (front row, left to right) W. Stroud, A. C. Fillbach, White, C. A. Thompson, Chief of Police R. L. Berg, Harvey Ling, and City Manager W. S. Patterson.



IT WAS A big day in the Park—February 11, 1927—when Radio Station KELW went on the air for the first time. It reportedly could be heard as far east as New York City. This special page of the Park's own daily newspaper (left) was issued for the event. (Right) The famous Pumpkin.

After being on the air eight years, KELW was sold to the Hearst newspaper syndicate, and the call letters changed to KEHE. Later it was sold to the American Broadcasting Company for coast-to-coast outlets, and the call letters changed again to KECA. It is today one of the most successful radio and television operations in the entire country, operating as KABC.

Although the depression of 1929 robbed Magnolia Park of its radio station and daily newspaper, more than 35,000 homes have been added to the 146 originally built by Earl White, and its business district has grown beyond anything Mr. White could ever have dreamed. In fact, the Park's trading center has presumably the largest *free* parking area in the Valley today!

THE PUMPKIN

Probably the most unique landmark in the Park is the *Pumpkin*. Constructed during that bizarre period in Los Angeles' history that also saw the birth of such distinctive restaurants as the world-famous Brown Derby, the Pumpkin has remained, these many years, a faithful landmark, first for Boeing planes, and now for Lockheed pilots.

The Pumpkin had a tumultuous beginning in life. Built originally as an exclusive restaurant, it burned the night before it was to have had its grand opening, and, according to old timers, has never actually had an official opening.

After the fire, it was declared a fire hazard, and stood idle for many months. Since then it has been used as a school, church, diner and a hardware store.

PAGE 35



BURBANK WAS SETTING for many early-day motion pictures. This is a scene from one of the earliest, "The Pioneer Scout," starring Fred Thomson.

Motion Pictures Come to Burbank (1926)

FIRST NATIONAL STUDIOS - WARNER BROS. PICTURES, INC.

ONE DAY IN 1926, Mr. and Mrs. S. A. Martin, who owned and occupied the old David Burbank homestead (near where Olive Ave. crosses the Los Angeles River, in Magnolia Park), saw a wagon unloading lumber on property of their neighbor, August Handorf. This was the lumber that was to build *First National Studios*, which was later to be absorbed by *Warner Bros. Pictures, Inc.*, and grow to be the largest motion picture studio in the world!

Site of the studio was originally a wild onion and alfalfa patch. When it was first laid out there were no encroaching streets or buildings, making possible wide, straight streets, and spacious grounds for lawn and flowers.

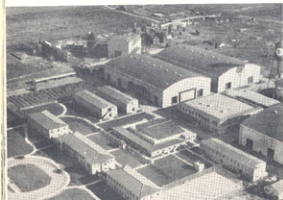
There are more than 12 miles of paved streets inside the rambling studio, and it houses more than 500 pieces of motor equipment—from limousines and buses, to trucks and bulldozers.

Its shops, mills, foundries and laboratories can produce anything from an airplane to a watch.

This "celluloid city" has its own police and fire department, school, hospital, library, theater and communications systems. It uses enough electricity in a normal "shooting" day to illuminate a city of 40,000. It represents almost every profession, art and trade. Small wonder its physical plant is considered by many experts to be the very finest in the world.

The "back lot" at Warner's is, itself, quite renowned. Nearly every producing company in the business has rented space in it at some time. Its most famous set is the *Brownstone Front Street*.

PAGE 36



THIS LONG SHOT of *First National Studios* (now *Warner Bros. Pictures, Inc.*), was taken upon completion of the "lot" about 1927. The studio now occupies 120 acres.

WALT DISNEY PRODUCTIONS

(1941)



Had it not been for the phenomenal success of *Snow White and the Seven Dwarfs*, Walt Disney would probably not have located his magical premises on 51 acres (at Riverside Drive and Buena Vista), in the Magnolia Park section of Burbank in 1941.

But so amazing was the success of this first full-length animated cartoon-type feature, the Disney organization decided to launch a vigorous program of feature productions.

However, the facilities of the old Disney Hyperion Street plant in Los Angeles were unequal to the specific and specialized needs of this stepped-up production program. Only place the studio found enough room to centrally locate its buildings to meet its exacting needs was Burbank! And in this respect, as in many others, Disney's Burbank Studio is unique among motion picture producing centers.

It requires on an average more than 700 artists, craftsmen, story men, photographers and staff aides to put this magical "Disney touch" to animated pictures. Production is headed by Walt Disney, himself, as chairman of the Board of Directors. His brother, Roy, as president of the company, supervises all sales and business activities.

By virtue of his delightful nature films enjoyed equally by adults as well as children, and the vast extension of his influence, Walt Disney is perhaps as well known today as any living American in his own land and around the globe.

WALT DISNEY PRODUCTIONS GO TO WAR!

On Pearl Harbor Day Walt Disney was living in his own delightful world of whimsy. He was filming *Bambi*, and contemplating *Cinderella*, *Alice in Wonderland* and *Peter Pan*.

But the grim reality of December 7, 1941 changed all that! Almost on a moment's notice *Mickey Mouse*, *Donald Duck* and their little pals went to war! Another evidence of the colossal role Burbank industry played in the titanic task that faced the nation that fateful day.

The first strictly defense film done by the Disney studio was *Four Methods of Flush Riveting* to help speed the training of green riveter recruits.

Then came a series of bond promotion pictures for the Canadian government.

Next, the United States Treasury suggested a picture to help extract income taxes painlessly from the American pocketbook—particularly from those which had never before been hit by this levy. The picture was to show *why* taxes should be paid without delay, and the part these funds

PAGE 37

were to play in building equipment for warfare.

Result was *The New Spirit* which was sensationally successful, and which was credited, by a Gallup Poll, with inducing 37% of all Americans to pay their taxes almost immediately after seeing the picture.

Then followed a host of other training films for all branches of the armed services.

Prior to World War II (1941), the Disney studio, in its biggest production year, shipped approximately 30,000 feet of negatives in shorts and feature entertainment. However, under the impetus of helping to win a war, that same amount of footage was shipped in 30 days! . . . 94% of which was for government agencies! And by the end of 1943, close to 300,000 feet had been filmed—or 10 times the studio's normal footage!

This amazing task was done in spite of the loss, to the armed forces that year, of 27% of all Disney personnel! And every foot of these films was made by Disney at cost.

But perhaps Walt Disney's most unique contribution to America's successful war effort came when he reverted to his world of whimsy, and created mythical mascot designs, without charge, for every branch of the service . . . more than 200 of them in all!

These gay little characters actually seemed to help knit a squadron or battalion closer together. In fact, they had the same effect on such famous fighting units as the *Flying Tigers* as the "kerchiefs" worn by General Custer's celebrated Seventh Cavalry in the Civil War and later when fighting Indians. The men were proud of their scarves, held those who wore them equal, and boasted they could . . . "lick any outfit of similar size in the world" . . . as long as they were wearing them.

All of this cast its shadow on the future. For undoubtedly someday schoolrooms the world around will echo to the sound projector telling the story of biology, chemistry, medicine, history, etc. on film . . . many of which will carry the legend . . . made in Burbank!

COLUMBIA RANCH STUDIO

Of special interest to tourists is Columbia's open-air Ranch Studio, which occupies several acres on the outskirts of Magnolia Park. It is built in such a way that interested spectators may watch this fantastic "land of make believe" literally "in action!"

Taken over in the early 30's by Columbia Studios primarily to make jungle pictures, the lot "houses" the world's largest man-made swamp.

First Columbia picture filmed on the ranch was *Party Fire* released in May, 1935.

When Columbia bought this vast acreage for its "outdoor" shooting sequences, the studio's legal department obtained a special zone variance from the City of Burbank permitting "shooting" of pictures anytime day or night.

Parks & Recreation

(1927)

PARK BOARD

"Mother" of Burbank's park movement was Octavia Lesueur.

Before Miss Lesueur came to the aid of Burbank's famed trees, anyone who took a notion could destroy one of the peaceful peppers planted by the original townsie company, with never a thought of replacing it.

It was during a controversy over whether or not a group of such trees could be removed, that Burbank's park system came into being. The city's uncertainty as to who had authority to protest removal of public trees, emphasized the necessity for such a city function.

Members of Burbank's first Park Board took their places April 19, 1927. They were Miss Lesueur, president; Mrs. Gertrude Soule, secretary; George Kittenger, Guy L. Millmore and David Preston.

During Miss Lesueur's term of office, more than 30,000 trees were planted and replaced in parkways throughout the city.

PLAYGROUND AND RECREATION COMMISSION

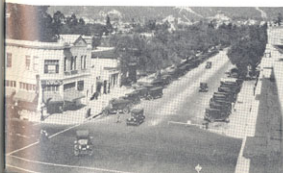
Members of Burbank's first Playground and Recreation Commission were officially seated the same day—April 19, 1927. They included Mrs. Virginia A. Door, chairman; Mrs. Lola Steiner, vice chairman; Mrs. Grace Lovejoy, secretary, Porter Blanchard and J. J. Groebli.

At first the two groups were operated separately. But eventually they were consolidated as Burbank's Park and Recreation Department.



Today...

Burbank's parks system consists of 398 acres contained in 10 planned public park areas. Included in these parks are the multiple-use playgrounds and recreation facilities which serve hundreds of thousands of users annually.



BURBANK'S own pepper tree lane! Scenes like this were a part of the city's early residential beauty and charm. Nearly every street was a "pepper tree lane." Planted by the Procidencia Co., the pepper is a true tropical American tree.

PEPPER TREES lined the streets of the business district, too, in 1927. This is Olive Ave. and San Fernando Rd. looking toward the Verdugo Hills. There were no traffic signals then, and everyone seemed to drive the same kind of automobile—a Model-T Ford!

Burbank Gets a Major Airfield

(1928)

IN THE EARLY PART of 1928 an attorney, by the name of Kenneth Humphries, confided to Burbank Chamber of Commerce Secretary C. C. Richards that the company he represented, *Boeing Air Transport Corporation* of Seattle, Wash., had decided to develop a major airfield in Burbank to get away from the fog and other inconveniences of Vaile Field.

Boeing executives had spent a year investigating a number of possible locations for the airfield in the Los Angeles area, to find the one most favorable from the standpoint of weather conditions, availability to a metropolitan district, and other important requirements for a major air terminal. Weather experts had spent days and nights testing air conditions here under all possible circumstances. *Burbank proved to be the most ideal in every respect!*

A total of 240 acres of land made up the original purchase.

Asking price for this land, which ran into the hundreds of thousands of dollars, was paid in cash, although most of the property owners would have preferred to have had their money in deferred payments.

Burbank City Council was then requested to donate a section of Winona St. to provide required runway space (3650 ft. x 300 ft.). This was gladly done. Runways put in at that time were the result of an unique experiment in paving used ever since for airplane runways throughout the world until a few years ago.

First group of buildings to make up the new *Boeing Air Field* included a pretentious structure that housed the executive offices as well as two hangars. A few years later, what was considered "the world's largest airplane hangar under one roof" was also constructed on the grounds. Still later, two industrial plants were added to the group—one

PAGE 40

UNITED AIRPORT'S OPENING Day (left) as seen from the air, showing terminal building entrance and lawn, as well as the living, winged insignia of the airport. Building at extreme right is one of first structures of Valhalla Memorial Park. THREE-DAY SHOW (right) dedicating "United Airport" started May 30, 1930, and featured exhibition flights of Boeing P-12 pursuits and Keystone bombers. Leading many of these flights was a promising young lieutenant, "Hop" Arnold. Highlight of second day was a sham battle commanded by Major Carl Spaatz.



LOCAL AIRFIELD'S FIRST runways (right) set the pattern for airplane runways and landings throughout the world. Unique formula consisted of "discing" ground and sprinkling it seven times with heavy oil, until the runways and landings had a 2½-inch thick plastic-like surface. This gave just the proper "cushion" for early planes not, of course, equipped with modern shock absorbers.



for the *Hamilton Standard Propeller plant*, and the other for *Northrop Aircraft Corporation*.

In the meantime, name of the airfield had been changed to *United Airport*, and was officially opened and dedicated as such Memorial Day, 1930, with a great three-day aerial show.

Hailed then as "one of the finest airports in the world," the \$1½ million *United Airport* was readied in seven months for *United Airports Company of California, Ltd.*, a subsidiary of *United Aircraft and Transportation Corporation*.

The field was still a sandy loam vineyard dotted with giant oak and eucalyptus trees. It had a dry river bed running through its center.

Up until this time *Pacific Air Transport* was the only commercial line using the field. The company operated one flight a day on the Seattle-San Diego run, using a single-engine *Boeing 40B* biplane that carried four passengers and a pilot.

The 40-acre tract now occupied by Lockheed's A-1 plant was formerly Burbank's *Pioneer Park*. At that time, the circular area (now a parking lot) in front of the entrance to the terminal building, was a large fishpond surrounded by a lush lawn which featured a "living" winged insignia of the airport.

In 1934 the field became known as *Union Air Terminal*. It was in 1941 that it was re-named *Lockheed Air Terminal* when it was purchased by *Lockheed Aircraft Corporation*.

Since then it has grown from its original 240 acres to 500 acres, and from a valuation of less than \$2 million to a replacement value of \$40 million. With its two 6000-foot runways, *Lockheed Air Terminal* is today the largest privately-owned commercial airport in the world!



Lockheed Air Terminal is the nearest and most convenient airport for more than two million people. This year nearly one million air travelers will land or take-off from *Lockheed Air Terminal*. Planes leaving the terminal will carry 35 million pounds of freight—more than the combined weight of 14,000 automobiles!



THIS TRIO seems pleased with Capt. George Hubert Wilkins' Lockheed "Vega" which he used in his anti-arctic exploration in 1928. They are (left to right) Joe Crosson, pilot; Jerry Vultee, chief engineer, and Allan Lockheed.

and 50 employes from Hollywood into a two-story brick ranch house at "Turkey Crossing" that provided offices and engineering rooms, and into a portion of a brick factory that became the woodshop, sheet metal and assembly area, probably no one dreamed that its coming would so vitally affect the future of this community.

Its location wasn't considered very desirable. Burbank's "poor house" was at the dusty intersection of Empire and Lincoln Avenues. Three miles away to the southeast was Burbank . . . a town of several thousand persons whose homes were, for the most part, clustered within a few blocks of Olive Ave.

To the west and south stretched miles of vineyards, fruit orchards, alfalfa fields and truck gardens, divided by an occasional tree and spots of un-reclaimed desert and rocky washes.

Even farther west was Pioneer Park with its baseball field and tin can and rubbish dump.

San Fernando Road already was a trucking and passenger artery that made a sharp "turkey-neck" twist across the railroad tracks. In fact, the intersection got its nickname—*Turkey Crossing*—in the middle 1920's when a freight train scattered a wagonload of turkeys, and gave people of the area a free holiday bird.

PAGE 42



AIR HISTORY WAS made in this during "three-seater" sea-plane—the first plane made by Allan and Malcolm Lockheed in 1915! At the Panama-Pacific International Exposition in San Francisco that year, they gave hundreds their first plane ride at \$3 a head.

Lockheed Comes to Burbank

(1923)

HISTORY OF Lockheed Aircraft Corporation reads like a story. It dates back to 1912—a scant five years after Orville and Wilbur Wright made their historic flight at Kitty Hawk, N. C.—and proved for the first time that a powered plane could lift man!

Back in February of 1928, when Allan Lockheed moved his little airplane factory

FLIGHT OVER "TOP OF THE world" was made by Capt. George Hubert Wilkins and pilot, Ben Eielson, April 15, 1928, in this six-equipped Vega—second Vega plane built by Lockheed, and the first one produced after the company moved its factory from Hollywood to Burbank. On December 20 of the same year, they flew it across the Antarctic.



A dead-end street running southwest separated the group of factory buildings. Just southeast was the *Empire China Company*, where a group of experts from Liverpool, Ohio, employed more workers than Lockheed at that time making fine china dinnerware. The rest of the main factory building housed the *Mission Glass Works*—manufacturers of pressed glassware.

But, because it was three miles from town, it was a good place to build and fly airplanes.

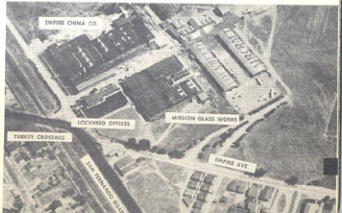
Back of the new plant, for a third of a mile along the Southern Pacific's coast route, workmen leveled the sagebrush and tumbleweeds for a landing strip about twice the width of a Lockheed Vega's 41-foot wing span. Twice a year this strip had to be graded to fill in the gopher holes and keep the weeds down. This was before planes had brakes, and the low embankment of the railroad spur into the factories often stopped the planes before they ran out into the dirt road to the east.

Pilots were able to "spot" Lockheed by the seven large brick kilns of the china factory and the two big chimneys of the glass works. Once in a while when a plane buzzed too low, its engines set up vibrations that knocked down a few dishes from the racks in the kilns, and brought complaints from the china factory. But generally all was harmony in the little industrial group.

Newspaper accounts hailed Lockheed's decision to move to Burbank as . . . "a great step in the town's desire to attract new industries and payrolls." One enthusiastic writer, more daring than the rest, went so far as to predict the new plant might ultimately employ as many as 200, and become the *core* of a southern California aviation center.

PAGE 43

IN 1928 LOCKHEED became neighbor of two of Burbank's earliest industries—*Mission Glass Works* and *Empire China Company*. Early-day pilots often sighted the airport by the seven large kilns atop the china company's firing plant. This interesting and rare aerial photo shows relative locations of all three plants, "turkey crossing," etc.



But there was nothing spectacular about the growth of Lockheed in those early days. True, the few planes built soon brought worldwide fame both to Lockheed and Burbank in flights by *Charles Lindbergh*, *Wiley Post*, *James Mattern*, *Amelia Earhart* and others. And Burbank was now the take-off or landing place for dozens of record-breaking flights.

But sales of a few Vegas didn't assure steady work, and the company had a struggle to keep going. On more than one occasion employees went without pay for a month or two. And once, Lockheed workers hid a Vega in an old experimental hangar to block a sheriff's deputy from placing a lien that would have prevented the company from selling it.

Last-minute appeals to local residents more than once kept the little organization alive a while longer. But when the depression of 1929 added its weight to the plant's other troubles, Lockheed went into receivership.

In 1929 Allan Lockheed sold the company to the Detroit Aircraft Corp., which envisioned becoming the *General Motors of the Air*. However, the effects of the depression also sent this company into bankruptcy in 1932.

It was then the present management bought Lockheed at the bankrupt price of \$40,000, and reorganized it. Ten years after the plane plant's original move to Burbank with 50 employees . . . it had 2,000 names on its payroll!

In 1938 Lockheed received its first warplane order. That was the year it began mushrooming! Employment during World War II rose above 90,000!

LOCKHEED GOES TO WAR!

Spurred on to even more important achievement by the needs of a nation at war, a greater-than-ever Lockheed emerged in 1941 to help challenge

PAGE 44

AMELIA EARHART and her technical advisor, Paul Mantz, seem pleased with Miss Earhart's trial flight in her Lockheed "Electra" preparatory to her famous world flight (right). WILEY POST AND HIS Lockheed "Vega"—"The Winnie Mae"—in which he and Harold Gatty circled the globe in the record time of 8 days, 15 hours and 51 minutes, from June 23 to July 1, 1931. This was before Post's famous eye patch.



America's challengers!

Probably, the most famous planes made by Lockheed during World War II were the P-38, the *Hudson Bomber*, and the *Ventura*. More than 10,000 P-38s were turned out, and pressed into combat everywhere in the world American and allied forces were fighting.

To build these and thousands of other planes, factories were pushed out in all directions . . . into every available building and upstairs loft in Burbank . . . across the Valley into Van Nuys . . . down into Los Angeles and Maywood . . . up the coast to Santa Barbara . . . and even into distant Texas, England, Scotland and northern Ireland!

Streets were dead-ended. Building zone restrictions were changed. Runways stretched out for larger, heavier and faster planes. Canyon drainage patterns were shifted. Dusty lanes were turned into wide boulevards crowded with interurban buses and cars jammed with aircraft workers. Underpasses were built. "Swing" and "graveyard" shifts kept Lockheed's factories humming around the clock.

Tens of thousands of war workers shared indirectly in building Lockheed planes by some 3,000 sub-contractors in 300 cities and towns scattered the length and breadth of the country.

Planes took off and landed every few minutes from Lockheed Air Terminal, which quickly came to rank as one of the nation's three or four busiest airports.

Seemingly overnight, the entire San Fernando Valley changed from a farming dale into a bustling factory center . . . experiencing an industrial revolution of national defense and war production!

Pay from the tens of thousands of Lockheed workers kept the cash registers of Valley merchants ringing. And Burbank was proud to point to Lockheed as the builder of *one out of every 11* American planes flown in World War II!

PAGE 45

DRAMATIC GROWTH of Lockheed Airport is strikingly illustrated in these two photos. (Left) Airport as it looked in 1929, the year Admiral Byrd flew his plane to the North Pole laden with Burbank-made products. (Right) Airport as it looks today—a veritable beehive of aviation activity. Here many world-famed personalities get their first impression of America as they step off a Lockheed "Constellation."



Today...



Since World War II, Lockheed has built the major share of the world's commercial airliners.

Daily the *Constellation* and the *Super Constellation* fly the air lanes of the world, carrying Burbank-made products from pole to pole!

Lockheed's payroll averages around \$3 million a week; and, because nearly all its business originates outside the Valley, money thus spent on payrolls and materials is new money added to the wealth of Burbank and the Valley!

And, since aircraft ranks as *California's top industry*, nearly 100,000 others in some 2500 parts, accessory, instrument and machine-part companies in southern California also depend in part on Lockheed.

Many of these companies are in Burbank . . . such as *Adel Precision, Aero-Coupling, Bendis, Hydro-Aire, Menasco and Weber Aircraft*.

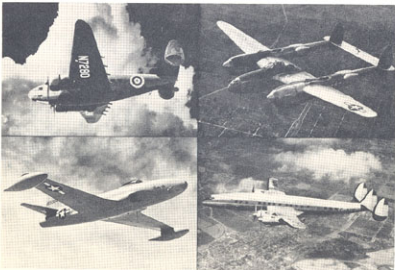
Of special significance is the fact that though many thousands of these workers have come here from other places, *66 percent* of them now in Burbank own their homes.

And so today Lockheed looks eagerly to tomorrow, and the important work it has to do!

It must help guide the science of flight constructively forward . . . toward even greater airlines, planes for everyone to own and fly, aircraft using new and even stronger sources of power and surer guidance, and the miracle of interplanetary space flight.

And this is but the beginning. For the world has but crossed the threshold of the amazing Air Age! There is yet a whole new world waiting in the mysteries of the air. And, within and beyond the immensity of air and space, there may lie a new way of life for us all!

FAMOUS LOCKHEED AIRCRAFT. (Upper left) "Hudson" bomber. (Upper right) P-38 "Lightning" fighter. (Lower left) P-80 "Shooting Star" fighter. (Lower right) "Super Constellation" transport.



Thank You! ...

In telling the extraordinary story of how two historic ranchos—*San Rafael* and *La Providencia*—became the City of Burbank, written records of the past have been drawn upon—histories, old maps, early deeds and files of famous battles. To these have been added results of extensive research and field study, and of pleasant talks with men and women whose agile memories have given this story flesh and blood and life.

In addition, help of inestimable value has been obtained from the published writing of Lynn Monroe, Ralph O. Church, Security-First National Bank, Title Insurance and Trust Company of Los Angeles; and the suggestions of Clifford Thompson, H. H. Howard, Evelyn Birch, Florence Edgerly, Milo Wedington, Jr., E. Clifford Hill (Public Relations Director, City of Burbank); Harmon Bennett (City Manager, City of Burbank); Don Newcomer, Almeda and James A. Boyer, Louise Wickersham, Emily Forbes, Doris Rucraft, Dorothy Grable, Gordon Stanton, Don Tuttle, Lillian Bull, E. Casswell Perry (Librarian, City of Burbank); Joe Reddy, Dora Verdugo, Archie Walters, W. D. Hopkins, Dr. Virgil Iruin, Ade Banks, E. A. Foster, Margaret Underwood, Virginia L. Chamberlain, Henry and Walter Story, Aimee Goodrich, Earl White, Albert S. Ricketts; members of the Burbank Historical Society, Burbank Unified School District, Burbank Public Library; files of the Burbank Review, Los Angeles Times and Los Angeles Herald-Express.

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All early-day data herein recorded are believed to be historically authentic. In cases where there were no records, or where records differed, painstaking effort was made to ascertain and then verify the facts. In the few rare instances where this was not possible, that portion of the text is written in language of such general character as to clearly imply this.

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