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# **BURBANK HISTORY**

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Dr. David Burbank

Burbank Ranch House, built ca. 1867

Providencia Land, Water and Development Company plat map, 1887

Burbank Villa, Burbank's first hotel, built in 1887-88, on site of present Post Office

Santa Rosa Hotel (Burbank Villa renamed), established in 1890's

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Olive Avenue, 1889, looking southwest toward the center of town

Olive Avenue, 1889, looking northeast toward the Verdugos

Burbank Furniture Manufacturing Company, Burbank's first factory, established 1887, at the Verdugo grade crossing.

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Moreland Truck Company plant, Alameda Avenue and San Fernando Road. Established 1917

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O. J. Stough

Sixth Street, looking southwest, from in front of Stough Ranch House, 1914

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Panorama of Burbank area from Verdugo Hills, 1922

Olive Avenue and San Fernando Road intersection, 1927

Warner Brothers Studios, ca 1930

Lockheed plant, 1933

## INTRODUCTION

In Burbank history you can see world history. The problems that arise in Burbank are those that emerge in the United States and world. Only the scale appears smaller; the significance is planet-wide. We can see the world with Burbank as the angle of vision.

To update and deepen the 1967 work of the schools in the city, the 1954 brochure of Grace Tuller and the 1944 book by George Lynn Monroe is a contribution to Burbank. Burbank was the first Valley area to shed farm ways, although the land is as fertile as ever. Now Burbank grows other things and it unfolds in new ways. One way is for Burbank to move below zero population growth and yet initiate major changes, such as computerization.

More than a fragment of Los Angeles County, Burbank is a world city. It is world headquarters for renowned aerospace, film and television firms. At the same time Burbank is a modern city, a pleasant place to live, work and play. For its entire history Burbank was both the gateway to the San Fernando Valley of which it is a part and a strategic junction of oxcart, railroad, automobile, and aircraft links. Moreover, Burbank is in a constant process of upgrading its various services and functions.

The foundations of Burbank came into being and passed away, literally buried by later changes, until it takes special methods of historical reconstruction to make them visible again. Out of prior ecological forms a powerful and different Burbank developed.

Burbank has had a celebrated role in history which in a way it can barely match, let alone exceed. One can hardly improve on its fame as locale for the Battle of Providencia in 1845 which turned around rule of California from far off Mexico to self-government by the Californios. Burbank was a major center for aircraft production in 1941-1945, a very real war arsenal. It catapulted to new fame in aerospace and television, extending its earlier film work.

With all the difficulties facing the city below 100,000 people lying beside a major city, Burbank has led in exploration of ways into the future. Quality has become the imperative of further growth. Entire development plans for downtown build on and extend the Golden Mall concept. A dramatic drop in the birthrate to well under national figures shows the basic alteration in family size. The use of computers has blossomed. A new position in an advancing leisure age is being carried out in a society of far greater participation than in the past. The "older" population of Burbank is no handicap but means a far longer life span, more productive years and diversified leisure pursuits.

Every area deserves a history of its own. Burbank's is a refreshing re-examination. As it has in industry and leisure, so in history Burbank can point the way to a fuller appreciation of San Fernando Valley and United States history. At times the part can be greater than the whole. For those who live here it is the most vital part of the whole.

## CHAPTER 1

### THE YEAR OF DISCOVERY

On January 16, 1770, Governor Gaspar de Portola and his five dozen troops came through the Cahuenga Pass on their way southeast from San Francisco to skirt the southern edge of what was to be Burbank 117 years later. Portola's forces had seen this East San Fernando Valley area from a distance on August 5, 1769, when they came through Sepulveda Canyon and camped at Encino and then swung north. A handful of determined men had taken possession of California in the name of the far distant King of Spain in a bloodless conquest in which thousands of Indians smilingly and willingly invited them in.

Earlier, in 1671, Pope Clement X had canonized a Spanish King, Fernando II, whose name later was to be applied to the Valley. Portola and a few padres, led by Junipero Serra, were part of a "mission to paradise" organized to extend Spanish rule against possible moves by Russia down from Alaska. Franciscan missionaries were selected in place of Jesuits for the historic move to seize California for God and crown.

A three-ply plan was developed for religious work through a mission, military rule through a presidio, and civil control through an eventual pueblo. Mission founding was not of a settlement, as Spanish families were not brought in. Indians were to ask Father Serra if there was not something peculiar about Spaniards not bringing women with them.

Indians accompanied the Spaniards in the overland exploration of six months as sappers and miners and trail finders. Indians met along the way were in great good humor." On July 28, 1769, the expedition felt severe earthquake shocks at the Santa Ana River. On August 2, 1769, the explorers found a river, named the Porciuncula (Los Angeles River) and Crespi wrote, "the site has all the requisites for a large settlement."

Skirting the coast, the Spaniards were blocked by the Palisades and veered north through Sepulveda Canyon. Diaries of Portola, Crespi, and the engineer Miguel Costanso note that the summit of hills was soon reached. Costanso wrote: "We discerned a very large and pleasant valley." It took four hours to cover three leagues to reach a watering place, named Encino (oak), with an Indian village of some sixty inhabitants. Just over two hundred natives came to visit the strangely white-faced and bearded men. They brought food and the Spaniards "reciprocated with beads and ribbons," first and lowest cost of acquiring the Valley.

As this was the feast day of Santa Catalina (St. Katherine), the area was named Valley of Santa Catalina de Bononia de los Encinos. Costanso called it Santa Catalina. Bononia was Portola's birthplace in Spain. Indians called the Valley Achois Comihabit or Comihabit. Others called it the Cahuenga Plains and Santa Isabel.



Portola had taken twenty-two days to reach the Valley, three days to cross it, five months to reach San Francisco, but only twelve days to return to the Burbank approaches.

## THE INDIANS

Indians of Burbank and the Valley were Shoshoneans, from tso for head and so'ni for tangled, curly, referring to the headdress. Later they were called Fernandinos after the Mission. Of good humor and gentle, they were termed by Hugo Reid "the most advanced group south of the Tehachapi, except perhaps the Chumash" just north. Chapman placed them in the stage of lower barbarism. Trans-Pacific influences, even Polynesian, were present, Kroeber noted. While many found them isolated and primitive, Indians were aware of white men with beards before, of areas and large buildings east of the Rocky Mountains, of movements of the Spaniards up the coast by ship and on land.

In place of villages as a unit Valley Indians had smaller arrangements called rancherias. At the bottom of Burbank were the Cahueg-na (Cahuenga) with a rancheria in the then very high Pass. Hahamogna were along the Verdugo Hills. Just north of Cahuenga Pass were the Kawe. The suffix 'gna' signifies little village. Cahuenga meant little hills or "hold the arrow" as friends are coming.

Land was not regarded as private property, and occupancy was the only form of tenure. Valley Indians were not nomads although moving about to the ocean to escape drought and usually returning. While the Shoshone language had thirteen dialects in the Los Angeles area alone and is still spoken, Cahuenga Indians spoke "Kokomcar." The language of some 3,500 words was soft and musical. The more than two hundred Indians were compassionate. Acorns and berries were offered the white strangers. A clamshell bead served as currency. Indians knew the North star, "Romi," and cardinal points of the compass. Summer began with frogs croaking. Their measure was ponko, about 30 inches long.

These Indians were still living in the Stone Age and lacked agriculture. But they did weave, had some pottery and used animal skins. They built a dome-shaped hut with a framework of poles covered with mats of large bulrushes called tules. Dwellings were readily dismantled and would be burned if necessary, a purification by fire. The sweathouse (temescale) was used. Indians fed on seeds, acorns, larvae, small game, shell fish, grasshoppers, other insects and small animals. Berries and roots were eaten. Food was cold. Yet the diet was varied and healthful.

Clothing was minimal. Crespi, the diarist, wrote, "the men go about entirely naked." To do otherwise was not manly. Serra was amazed when he met naked Indians, naked as Adam before the fall, as he wrote, "and completely at ease in this costume." Women wrapped a deer or sea-otter skin about the middle. But most had aprons of grass or skin in front or shredded bark or other plant fiber falling in two pieces to the knee. Some women covered their breasts with little capes of rabbit fur.

Arrowheads found in the Valley show that hunting, chiefly of wild deer and antelope, was common. Quail were trapped. Civil war was unknown to these Indians, although they might make common cause against an external foe. Indians did exchange insults eloquently--the joking relation--but peacefully accepted the Spaniards. This earned them the Spaniards' contempt and death.

Of a happy and carefree disposition, Indians loved music and dancing. A crude flute of hollow reeds was played. The rattle was the chief noisemaker. Day and night these Indians danced. A few games were linked to gambling. One involved driving a hard wood ball over a boundary line. Mischievous Indians would shoot burning arrows on roofs to watch structures burn, which drove the Spanish to use tile roofs. The funeral feast and Eagle feast led celebrations.

A remarkable capacity to live to old age was shown. Illness was rare; toothache was unheard of. Herbs were used as laxatives. The Spanish brought in syphilis. An Indian medicine man was both rainmaker and seer, creator and curer of disease. Steam was used to purify mother and infant after birth.

Children were taught manners. Boys were trained as messengers which in an oral tradition required considerable memory. Jimson weed or toloache induced trances. At puberty a girl was purified as a woman at childbirth. Generally only a chief practiced polygamy. A grand dance followed a wedding. Women held a very high position, far more equal with men than the later-entering Spanish wives. Indians lacked a word to express love. Generally the family was patriarchal; wives were often bought. Incest was punishable by death. Prostitution was unknown. Seduction might mean an exchange of wives.

Indians here had one god, whose name they did not dare use. He was called Qua-o-ar, but rather than mention it they used an expression "The Giver of Life." No bad spirit or Devil and no Hell were present in their cosmology. Idols were lacking as were culture heroes. A vague belief in resurrection of the soul, not the body, was present. Creation myths were remarkable. Out of chaos God formed the world and set it on the shoulders of seven giants. When the giants moved, an earthquake resulted. Animals were formed and last of all man. One myth permitted a primordial Adam and Eve to return to paradise.

Indians were relatively free. To an extent the chief's position was hereditary. At times chiefs were chosen by councils. In a rancharia of 130 or 150 Indians little real public rule existed. There was virtually no crime; robbery was unknown. Parents controlled their own children. All these preliterate forms of structuring life were to collapse before the Spanish onslaught.

#### GEOGRAPHY

Geographically the Burbank area lies along the piedmont of the Sierra Madres. The land is in the Transverse Ranges in which thick sections of Tertiary sedimentary rocks were exposed. Termed the eastern

gateway to the Valley, the Burbank area was also called a "gate of heaven." Geographical location is  $118^{\circ} 18' 26.02''$  W. longitude,  $34^{\circ} 10' 15.61''$  N. latitude. From city hall to city hall Burbank was 12 miles from Los Angeles.

Santa Monica Mountains on the south roughly parallel the ocean. Cahuenga Peak near the southeastern corner has an elevation of 1,825 feet. The Verdugo Mountains lying north-south separate the Valley from the neighboring and even larger San Gabriel Valley. At the southern tip of the Verdugos lie the Glendale Narrows, whose most passable entry, the river route, made for earlier settlement of the area than farther out Valley sections. Burbank lies at this Los Angeles River gap. The Verdugos make up 25 per cent of the city's 17.6 square miles.

Climate is subtropical. While it is termed Mediterranean, the area has no sultry summer air, no mosquito-ridden malarial marshes, no mistral winds. Paradoxically a cool and semi-moist desert faces an ocean and has cool nights and hot dry days. Summers are dry, winters rainy, the reverse of other areas of the country. Climate is equable and one of the most healthful on earth.

Temperature range is from a low of  $39.9^{\circ}$  to a high of  $88.0^{\circ}$  with an average of  $62.8^{\circ}$ . Since the 1920's there has been a slight increase of three-to-four degrees. Average humidity is 61 per cent. Elevation ranges from 484 to 957 feet above sea level. Prevailing winds move in a southerly direction and have a mean hourly speed of 5.1 miles per hour. Burbank lies along openings from Los Angeles which became paths, streets, freeways, and rail and air ways.

#### PLANTS AND ANIMALS

Burbank was never a desert, for live oaks and desert shrubs dotted the area. Grass grew well as did chaparral on the hillsides. Wild mustard and tules were present. Actually Burbank was more wilderness than desert as much water came from where the underground Los Angeles River bubbled to the surface. The California poppy (copa de oro) grew here. Still, almost all fruits and vegetables and other vegetation had to be imported.

Crespi noted, "the Indians have many dogs." Antelopes and deer were abundant. Others noted bears and coyotes, ground squirrels and gophers. Sea gulls from the ocean flew in to forage on the Valley floor. Doves, pigeons and quail nested and were hunted down. Padres brought in cattle and crops and Indian became herdsmen and farmers.

Throughout the Valley skeletons and bones of sabre toothed tigers, ground sloths, mammoths and lions were found. Fossil sea shells were located on mountain tops, an indication that the Valley was part of a shallow ocean trough. Forest growth is traced to the Pleistocene Age of 200,000 to 500,000 years ago. Soapstone artifacts have been found as have cave paintings and burial mounds.



## STAGES OF DEVELOPMENT

The written history of the San Fernando Valley and Burbank covers just over two hundred years or about nine generations. While superficially one can speak of Indian, Spanish, Mexican, Californio, and American rule, actually Burbank went through stages of unfolding separate from the rest of the San Fernando Valley. The ecological changes were staggering and remarkably rapid: From Indian rancherias to rancho quite apart from two adjoining missions, to large ranch, boom town, depression village, incorporated small town, incipient industrial suburb, depression city, wartime industrial colossus, and world city in air, space, film, and television.

For all their importance the earlier years pale before and were buried under the truly staggering happenings since World War Two. But they have to be reconstructed so as to show how far Burbank has departed from an event-laden past. At times the developments coincide with occurrences elsewhere in the Valley; much of the time Burbank went its own way.

With a second troop of leather-jackets moving north from Loreto in 1769 under Captain Fernando de Rivera y Moncada came a young soldier named Jose Maria Verdugo (Berdugo). At Loreto he had become a soldier in 1766. Moncada's party followed that headed by Portola and joined him at San Diego in summer 1769. Born in 1751, Verdugo was to have the distinction of being the first private owner of land in the Valley, long before Mission San Fernando arose. At what was later to be Verdugo's rancho the Hahamogna Indians roamed.

Meanwhile on January 16, 1770, Portola had found the Burbank area. As Costanso noted, "Fortune also aided us, allowing us to find a gorge which permitted our passage without difficulty to the plains of the Ojo de Agun de los Alisos." The gorge was Cahuenga Pass, at the foot of Burbank. Portola led a second expedition north, then left California forever.

When Fathers Somera and Cambon came with a guard of ten men to found San Gabriel Mission on August 17, 1771, heading the military guard was Corporal Jose Maria Verdugo, shortly Captain of the Guard. For years Captain of the Guard Verdugo rode horseback and grazed stock throughout the vast area tributary to and adjacent to the Mission. Soon Verdugo sought out land lying north and west of the Mission and not claimed by it along the road north, part of El Camino Real.

Verdugo stood sponsor for an Indian baptized on July 13, 1772. After a number of Indian campaigns Verdugo was made commander of the guard at San Luis Obispo in 1773. Later he served as commandant at San Diego. In 1773 the Laws of the Indies were liberalized to permit private land grants in unoccupied areas outside pueblo and mission lands. This Spanish version of a homestead or veterans' land law was to stimulate permanent colonization.

On April 10, 1774, Juan Bautista De Anza set out from Mission San Gabriel and came to the vicinity of western Glendale, then turned west "around the point of the mountain," which placed him at the bottom



of Burbank. De Anza recrossed the Valley on April 30, 1774. On his second expedition De Anza noted that on February 21, 1776, "we halted at El Portezuelo, where the night was passed," in the Cahuenga Pass. Father Francisco Garces was to ascend Burbank on April 9, 1776, as well.

Now 28, Verdugo was wed on November 7, 1779, to Maria de la Encarnacion. On June 1, 1779, a reglamento provided the first complete code of legislation for California and of land grants with animals and supplies. It was approved by the King of Spain on October 24, 1781. The reglamento gave water rights to the pueblos, a ruling which affected Burbank for all its history. Meanwhile the presidio or military post of Santa Barbara was set up in 1780 and was in nominal control of the Valley for the next fifty-four years. In 1781 the pueblo of Los Angeles was founded. Verdugo in 1783 accompanied Felipe de Neve, the governor, on an expedition to the Colorado River.

### RANCHO PRECEDES MISSION

With discovery and exploration largely over, the next stage of development was being readied by such men as Verdugo. Already the Spanish forces included many men who desired to remain in California. These men burst beyond the original program of pueblo, mission and presidio. In effect private land holding was to oppose a semi-feudal socialism and eventually defeat it and outlast it, only to be felled in turn by advancing industrialism and Yankee westward expansion. Verdugo and others like him produced an altered approach to the new world for which few have given them recognition as creative makers of history.

The new and great changes opened in 1784, the same year that Portola who had discovered the Valley, Serra who had founded the first missions, and De Neve who had founded Los Angeles, all died. A new way, badly hidden by views of a mission dominance of all California, was to open fully thirteen years before the mission came to the San Fernando Valley.

There was so much territory in California that it was a simple matter for the crown to set aside land for a few hundred veterans. Historically Verdugo had the distinction of being the first or second to have applied for such land, at almost the same time as Manuel Nieto and Juan Dominguez. Then a corporal on "detached service" at Mission San Gabriel, Verdugo looked to an area north and west of the pueblo and mission. "Neither Mission nor Pueblo was using this land," wrote Robinson. "It was called Haleameupet by the Indians." Verdugo was to call it La Zanja (the ditch); it was to come down in history as Rancho San Rafael. Verdugo petitioned Governor Pedro Fages, his old army commander, for the acreage.

On October 20, 1784, Governor Fages replied: "I concede to the petitioner the permission which he solicits to keep his cattle and horses at the Arroyo Hondo, distant a league and a half from the Mission of San Gabriel on the Monterey Road, provided that he does not prejudice the said Mission nor the inhabitants of the Reina de Los Angeles, and, having some one in charge, without being exposed to

the Gentile Indians or in any manner injuring them." On his own initiative Governor Fages had granted a right to private holding of land and to operation of a cattle run. Fages on Verdugo's request had altered the course of history. Historically the Burbank area started out separate and remained apart from pueblo and missions.

The Franciscan padres protested the grants and claimed that the land was rightfully theirs. But Fages decided in favor of Verdugo, Dominguez and private owners. A wedge between church and state was the new privately held rancho, shortly to go off on its own course of development. What started with a feudal holding of immense size soon evolved newer forms of land tenure and use. Approval of the land grant in 1786 by the Attorney General at Chihuahua, General Ugarte, produced a law similar to the United States Northwest Ordinance of 1787 and at almost the same time. Within fifteen years the colonial policy of 1769 had been breached.

W. W. Robinson, who ignores nearly all Burbank history in a work on the San Fernando Valley, noted Burbank "is not within Rancho Ex-Mission de San Fernando." Second, "it is at least a gateway to the Valley." More was involved: Burbank lands were always outside the existing Mission San Gabriel and the coming Mission San Fernando. Private land use was approved early with no church control over land operation. A separate history was to unfold, resting on this private holding and gaining of a water supply and human intent to control the land. Moreover, the grant was so huge, 36,480 acres at the time, that it was a whole separate world which, given transportation and communication of those times, could not possibly be ruled by any mission or pueblo or presidio from a distance. An independent path for Burbank growth had been set forth by Don Jose Maria Verdugo.

Concerning Fages' grant of Rancho San Rafael, Corel remarked, "this one was momentous." For it produced a great estate on which landed gentry were to operate outside church power. The mission came later in the Valley--and died first. Spanish political power was to perish even earlier. Rancho San Rafael as land was to go beyond their control and that of the Verdugos in time. The first great land grant and assuredly one of the largest was to tear apart Spanish feudalism. Rancho life--Arcadia in California--was inaugurated by the innovation, Hunt wrote. By 1790 there were nineteen private ranchos, set off from both Spanish church and pueblo rule. If Verdugo in his time did not know where his holdings ended, the fact is that an independent and autonomous area was on its way to create a separate and distinct history.



## THE RANCHO PERIOD

To say that the Burbank area stood outside the mission and pueblo powers is to pose the rise of the medium-size cities in California properly. An emerging separate rancho power was to contest with both church and local pueblo and survive on its own, no minor achievement. Moreover, Burbank was to lead in other, innovative ways.

## A VETERAN TAKES TO THE LAND

General Ugarte in 1786 had sent down land grant conditions: The lands should not be beyond three leagues square, must be beyond four leagues of the pueblos and were not to injure missions. A stone house was to be built and at least 2,000 head of stock raised. A minimum of grain was to be produced, "two fanegas of maize or wheat for a fondo de proprias." This was to be spent for the good of the community; none existed as yet. Stock was to be identified by branding. The idea of private settlement, first in the form of very large feudal holdings, and a fourth form quite outside mission, pueblo, and presidio, was a new ecological base. Vaqueros were to care for the stock.

Verdugo called the area Paraje de Zanja de Zacamutin, abbreviated to La Zanja or Zanja. Rancho San Rafael, the most widely used name, was selected after the Archangel Saint Raphael, the guardian angel of humanity. Corporal Verdugo stayed with the army and sent his brother to build a house of "sticks," to plant a garden and a vineyard and look after cattle and horses. In 1788 Governor Fages wrote Verdugo: "In the Royal name of His Majesty I grant to the petitioner the use in right of ownership of the brand which he exhibits in order to mark his cattle." Antonio Maria Lugo, then eight, played on the rancho. Of the 28 households of Los Angeles, then having a population of 139, one was Verdugo's.

## MISSION SAN FERNANDO

Father Lasuen in 1795 sought to fill the gap of seventy-five miles between Missions San Gabriel and San Buenaventura, a three-day march. Father Vicente de Santa Maria examined Mission sites in Encino Valley at Encino and on August 20, 1795, at Verdugo's rancho. His party saw no "white person" there but did find "a great field of water melons, sugar melons, and beans, with a patch of corn, belonging to an old gentile called Requi and to other gentiles of the same class, who live contiguous to the ranch of Verdugo." They found no permanent structure on the rancho, of which "the whole pagandom" was fond, and moved on to choose the San Fernando area to the northwest.

On September 8, 1797, the day of the nativity of Mary, Father Lasuen founded Mission San Fernando. The area was now called San Fernando Valley after St. Ferdinand, Fernando II, King of Spain, who

had ruled from 1217 to 1251 and had been canonized in 1671. Land claims extended to roughly the later Clybourn Avenue. Territory to the east was in Rancho San Rafael. Possibly the start of the Mission spurred Verdugo to move to his rancho.

By 1797 Verdugo had five small girls and one small child. Now 46 and weary of army life, Verdugo wished to retire to Rancho San Rafael. The land by 1797 had 200 head of horned cattle, 200 horses and 150 sheep, as well as crops produced with the aid of Verdugo's water dam. With permission of his lieutenant on December 4, 1797, Verdugo wrote to the Governor: "I find myself afflicted with dropsy, as is well known, for which reason, feeling myself entirely incapable for all duty as a scout, I . . . solicit my retirement . . . I require some greater ease and cannot persuade myself that your Honor's compassion can deny me it . . ."

On January 12, 1798, Governor Borica replied that Verdugo, "the retired corporal of the San Diego Company of His Majesty the King," could retire and establish himself as a rancher. Borica urged Verdugo to improve the breed of his sheep and advised him not to prejudice the neighboring missions and to treat both Christian and Gentile Indians "with that love and charity so much recommended by the laws, but not for this to forbear living with the proper precaution, so as to avoid all insult." This confirmed title to Rancho San Rafael. Borica indicated that Verdugo's rancho was distant from Mission San Fernando.

#### ON RANCHO SAN RAFAEL

Out of the army in 1798, Verdugo received an honorable discharge in 1799. Thirty years after soldiering under Fages, Verdugo moved onto his grant. He was joined by his brother, a Los Angeles friend, Antonio Rosa, his daughters and one small son. Despite being an "invalid with the grade of corporal," Verdugo with his relatives' aid cultivated fertile parts of the rancho and irrigated some of it. Don Jose lived in frontier fashion, turning over the soil with wooden plows, driving cattle over the threshing floor to trample out the grain, throwing grain and chaff against the wind to winnow it. Priest and soldier came through to find food and shelter.

Taxes were paid in grain. Mail came from Mexico once a month. Some pepper trees were planted. El Camino Real came through Cahuenga Pass, also called La Nopalera. Verdugo was listed in 1801 as one of the pueblo's more than 300 inhabitants. Movement of people gave rise to the Los Angeles and San Fernando Road, soon shortened to San Fernando Road. A trail from Mission San Gabriel to the Verdugo lands became known as Los Verdugos. When cattle were rounded up, the Arroyo Hondo was recognized as the dividing line between Verdugo's and Mission San Gabriel's lands. To an 1801 call for grain for export Rancho San Rafael responded favorably.

An Indian in 1808 brought a strange flag to Mission San Fernando. White men had crossed the sierras from the east. The dry years from 1807 to 1809 caused a shortage of feed for livestock. Meanwhile the Mission padres had had ten years to teach and instruct the Indians and



prepare them for self rule and had done none of this.

Verdugo, who a dozen years before had complained of dropsy in his plea for retirement in 1797, was in no better health in 1809. A letter from his friend, Manuel Rodriguez, written on January 11, 1809, and addressed to "The retired Corporal with the grade of Sergeant, Joseph Maria Verdugo," at Rancho San Rafael, read: "Antonio Ygnacio Abila has delivered to me the four cases of manteca . . . whose value of fifty-five dollars, two reals, I have credited to your account. I regret your indisposition and am glad you have felt some relief from the bleedings, which in fact are very good for a pain in the side--with fresh drinks taken moderately. As respects your daughter Maria Antonia, it is necessary for her to be resigned to the will of God, asking for the intercession of His Most Holy Mother for what may be suitable for her. About the end of next February or the first of March I shall necessarily need more manteca. And, nothing else needful occurring, he desires for you, your entire restoration to health."

When a new priest arrived at Mission San Gabriel in 1814 and ordered a sheep ranch to be established on the Verdugo side of the Arroyo, Verdugo appealed to the governor. The governor promptly "ordered the sheep to be taken away and they were taken away."

Robinson wrote, "Over on the other side of the Verdugo ranch no one ever knew just where the ranch ended and the San Fernando Mission property began. Even during a rodeo the majordomo of the Mission would not remove cattle that had strolled over on the lands claimed by Verdugo. Furthermore, crops of Indian corn and beans were harvested, without Verdugo's knowledge, on what he supposed was his ranch." Robinson added, "Appeal was made to the Governor. Acting for him, the Alcalde of Los Angeles in 1817 sent forth representatives of both claimants who traveled horseback over the whole San Fernando Valley.

"With sycamores, hollow oaks and mounds of stones for markers, they established a dividing line between the Mission's Cahuenga Rancho and the Corporal's Rancho San Rafael." Four compass trees were of significance. An old Indian explained that the four trees were set out by padres to mark a halfway point between Los Angeles and Mission San Fernando and give bearings. A rude house was erected under their branches to provide shelter. Proof of the story came in 1913 when a flood hurled loose a block around the trees, a part of the platform described by the Indian.

Verdugo on July 28, 1817, reported that his ranch had 1800 large cattle, 100 small cattle, 600 wild horses, 70 gentle horses, 20 gentle mules, and 50 wild mules. Verdugo had also done well in three years of boundary struggles with Mission San Fernando. Then by the 1820's Los Angeles was discovered by Yankee traders from Boston seeking hide and tallow in exchange for grain.

In far off Effingham, New Hampshire, a youngster was born on December 17, 1821. He was David Burbank, to grow up to be the man whose pioneering activities led to founding of Burbank two-thirds of a century later, in 1887. That same year of 1821 Charles Maclay, later to found San Fernando, was born.

## MEXICAN RULE

That same year of 1821 Mexico declared her freedom from Spain, won it as an empire in 1822 and became a republic in 1823. The Missions were ordered to surrender temporal rule but violated the order all the way to 1834. With the Spanish empire gone, the Mission, as colonizing arm of that regime, lacked any base. In addition, Missions opposed republican rule and private land grants. To priests, settlers were "squatting" on Mission lands. But "the good soil, but no irrigation" of Mission San Fernando lands, as Bancroft wrote, could not keep out settlers. By 1822 Mexican forces occupied the pueblo. A great flood swept the area, followed by severe drought and heavy earthquake. A new law for direct taxation of mission lands was a sign of momentous changes.

Pepper trees on Rancho San Rafael by this time had become a central feature of the landscape. In 1824 Mexico's new colonization law continued the policy of private rancho grants so detested by mission padres. A decree of 1828 rounded out the three Spanish land laws. Meanwhile, a great flood hit Southern California in 1825 and rose high in the San Fernando Valley. Now American trappers, "perfidious Yankees," were entering. More Spanish-Mexican veterans sought land from Mexico.

A drought and an earthquake afflicted the area in 1827. Now Americans were settling in the neighboring pueblo. Mexico's liberal colonization law allowed foreigners to become naturalized citizens and, if they joined the church, to hold land. Of course, they could also "marry the girl" and take over ancestral landholdings. A drought in 1828 dried up wells and springs.

Ill, Verdugo on August 13, 1828, produced his last will and testament. He listed money owed him for young bulls, fat cows and aguardiente, while declaring that he owed no one. He provided for his four children, Maria Antonia having died. Verdugo wrote: "I declare that it is my will that the Rancho which the Nation granted to me, called San Rafael, be left to my son Julio and to Catalina, in order that they may enjoy the same with the blessing of God."

Don Jose Maria Verdugo died on April 12, 1831, at the age of 80. Burial was at Mission San Gabriel; later no grave marker could be found. His wife Encarnacion was also buried there, apparently. Two married daughters, Josefa and Ygnacia, contested the will. Court testimony showed that they had been generously dealt with by Verdugo.

Meanwhile such energetic mountain men and trappers as Jedediah Smith and Ewing Young came into the San Fernando Valley. Kit Carson was with them in Mission and pueblo in 1829. The year of great drought of 1829 saw Mexico abolish slavery, although the Mission retained Indians in a semi-slave condition.

## RANCHO LIFE

In 1831 Julio Verdugo was alcalde for Rancho San Rafael. Julio and his many sons built a new home and added several homes and huts to

accommodate the large family and for their convenience when working fields. Three or four families lived on the rancho. There the Verdugos raised barley, wheat, corn, beans and hay and kept large herds of cattle and horses. The Yankee hide droghers from New York and Boston came up from San Pedro and took with them many hides from Rancho San Rafael. Those were the days when visitors like Richard Henry Dana came to Southern California from Boston.

Dressed in Spanish caballero fashion, Don Julio rode horseback over his acreage. As Robinson wrote, "the Verdugo fiestas and rodeos are still remembered. Bears infested the canyons between the Glendale and Montrose regions. It is said that visitors, therefore, were met by vaqueros to give them safe escort along Verdugo Road. The firing of guns and the waving of serapes kept away the wild beasts." Indians in the area were found as a rule to be honest, reliable and generous.

Catalina Verdugo, Julio's sister, suffered greatly. Smallpox had blinded her and she was never to marry, although some historians insist on marrying her to unknown admirers and providing her with children as well. During her long life she resided with nephews. Meanwhile by 1834 secularization had ended mission power but not before the padres had killed off most of the cattle. The Indians had not been taught self-rule from 1797 on in the Valley.

By 1835 there were pens and a dairy at the cienega of Verdugo. Brand and earmarks on cattle of the Verdugo family had been issued on July 2, 1833, at Los Angeles. So were brands for Fernando Sepulveda whose wife was a Verdugo. A virtual fever of land grants opened, maximum size being eleven square leagues (4444.4 acres). One could also purchase land. Intermarriage led to creation of princely domains.

In the 1836 Mexican census, 2,228 people were counted in the Los Angeles District, 553 of them Indians and 50 foreigners. Vicente de la Osa, soon to have an interest in Burbank lands, was a tavern keeper. The census called Rancho San Rafael Rancho de los Verdugos.

On December 5, 1840, the Mexican government granted 6,600 acres at Rancho Tujunga, north of Verdugo's holdings, to Pedro and Francisco Lopez, brothers. Verdugo filed a protest. Pedro had been majordomo at Mission San Fernando; his brother was to become celebrated as discoverer of gold in Placeritas Canyon in 1842. The land was to figure in area exchanges which were to determine ownership of Burbank in a few decades.

Despite the drought of 1841 a party of twenty-five Americans entered. Among them was David W. Alexander, soon to be a Burbank landowner. New struggles were opening between the nearly dead mission mode, the spreading rancho way, and the invading American dynamism.

#### THE NEW LAND GRANTS

In 1842 gold was discovered above the San Fernando Valley at Placeritas Canyon and invasion of thousands led to completion of the wreckage of mission ways. The first \$20 gold piece in the United States



was apparently minted from Placeritas gold. Much later Walt Disney Productions of Burbank was to buy up the entire area as a movie location for \$300,000.

Rancho La Providencia received its name in a land grant of March 1, 1843. Providencia (from divine providence) was to become the western portion of Burbank. Beside it lay the new grant of Rancho Cahuenga, dated May 5, 1843. On May 12, 1843, Rancho La Canada above Burbank was granted Ygnacio Coronel. Osa, J. Castro, and Luis Arenas had been granted Providencia, which had 4,064 acres.

A pierced heart brand was issued on July 8, 1844, to David W. Alexander. On March 5, 1844, Osa sued Juan Moreno, an attorney, over inheritance and collection matters. Local revolutions began rising again as the sons of the country refused to stand for rule from far off Mexico.

The disputes led to entry of Governor Micheltorena with his army of "cholos" in 1845. But Micheltorena's move so angered the sons of the country that they actually stood and fought in the field, at Burbank.

#### BATTLE OF PROVIDENCIA

On February 19, 1845, Micheltorena's forces met a small army of native sons under Pio Pico beside Cahuenga Pass in the Battle of Providencia, Alamo or Cahuenga. Micheltorena had three pieces of artillery, the local forces two. At very long range the two little armies opened fire. On February 20, 1845, a grand artillery duel went on all day until ammunition ran low. Each side retrieved the other's cannon balls and fired them back. Neither force wished to shed blood, only to frighten off the other. As firing continued the next day, praying went on. Americans "fought" on each side. Possibly one horse or one mule was killed or hurt.

Governor Micheltorena raised the flag of surrender and left. Pio Pico was now to become the last Mexican governor of California and owner of the Valley with his brother Andres, except for Burbank lands. A peace treaty was signed on February 22, 1845. For the first time the sons of the country were in undisputed power and the short period of Californio rule opened.

Pio Pico leased the 110,000 acres of Mission San Fernando to his brother, Andres, and Juan Manso for nine years at a yearly rental of \$1080, or \$90 a month. Mexican grants also went to Indians. Cahuenga Pass was first improved in 1845. Now stock raising spread in the Valley, a mode to last to about 1877.

But the Americans were already on the scene and determined to seize California from the faltering Mexican power. Already six of sixty Los Angeles County land grants were made in or affected the Valley. A new factor, the Mexican War, began to break up the entire older way of life. The war against which Abraham Lincoln and Ulysses S. Grant inveighed in vain began on May 13, 1846.



On June 17, 1846, Mission San Fernando was sold to Eulogio de Celis for \$14,000, or about 79 cents an acre. The funds went to help fight the Americans. By August 13, 1846, the Americans had won California, only to have to rewin it by January 10, 1847, in the San Fernando Valley as local forces refused to give up. General Andres Pico's forces had waited for the American Colonel John Fremont to end at Rancho Providencia but eschewed a final conflict. Articles of capitulation were signed on January 13, 1847, at Campo de Cahuenga, often called as a result the birthplace of California as a state. These were confirmed in the Treaty of Guadalupe Hidalgo in 1848. By a final act of non-fighting in the San Fernando Valley at the Burbank gateway, California had become a part of the United States. The rancharo era was over.

## CHAPTER 3

### THE AMERICAN RANCH

Once in power the Americans continued Spanish land tenure and water rights but made inroads as owners and political masters. American rule took time for a not too different cattle ranch stage to unfold; it was to last to about 1866, a significant date for Burbank. Sanctity of title to private land owners was granted by the treaty of 1848. But the 1,000 or so Indians living in and around the Valley had virtually no land rights as under prior Mexican, Californio and Spanish rule.

### CATTLE EMPIRE

Ranchos which were ripe to fall apart and be replaced by American-type frontier settlements continued as pressure of Gold Rush thousands, pouring in after 1849, required major cattle suppliers. The new invaders needed food and a vast cattle boom was encouraged. Fortune hunters jammed the gold areas, 80,000 arriving in 1849. Rancheros were stimulated to drive their herds north to the mines. Such activities slowed the development of farming.

American emigrants too became cattlemen and horsemen, much like the Spanish Dons in a curious prolongation of an earlier historical phase. But the Gold Rush did invade rancho life, as gold dust went to buy into many a rancho. Pastoral economy was to decline rapidly, as was the one "crop" (cattle) economy, with remarkable speed. One Valley land grantee, Roque, of Rancho Encino, went off to dig for gold, and was reported dead.

In 1849 a dispute arose over the boundaries of Rancho San Rafael and of Rancho La Providencia and also with Rev. Blaz Ordaz at Mission San Fernando. It took to 1851 to settle the matter. Cyrus Lyons knew the Providencia by 1850 and was to live there.

On April 14, 1850, Los Angeles was incorporated as a city; on September 9, 1850, California became a state. David W. Alexander, soon to own part of Burbank, and Alexander Bell, who was to do this too, sat on the first Los Angeles common council. A dozen of the 518 dwelling units and families counted in the census of 1850 were linked to the San Fernando Valley. Indians slightly outnumbered "whites" still. Catalina Verdugo reportedly had five other persons residing in her household. One half-breed named Salvador supposedly hid his gold near a side canyon off the later Barham Boulevard to protect it from bandits. When searchers dug for the hidden treasure, the ghost of Salvador supposedly frightened them away.

### LAND COMMISSION OF 1851

By August 7, 1851, the six townships of Los Angeles County were laid out and in the township of Los Angeles the San Fernando Valley

along with Verdugo's Ranch and others. The United States Land Commission was organized on December 8, 1851; by February, 1852, it began hearing more than 800 land claims. It was to take to 1882 to reach final adjudication, although lingering squatter battles and claims went on to the 1930's.

Osa, owner of Rancho Encino, had secured Rancho Providencia, and sold it in 1851 to Alexander Bell and David W. Alexander for \$1,500. Bell, representing Providencia and Pico, the ex-Mission rancho, were appointed by the land commission to agree on the line between the ranch properties. Water disputes blocked agreement; a third commissioner was named, and finally a line was drawn.

Julio and Catalina Verdugo filed their petition with the land commission in 1851. Their claim rested on the Spanish grant of 1784 and confirmation of 1798. A sharp earthquake struck in 1851. Cahuenga Pass was opened to ox-cart travel; only a horse trail had existed to then. The old route to San Fernando was declared a public highway by the court of sessions.

Providencia's boundary was set in 1851 at Sierra Lindero, boundary ridge, later called the Verdugo Mountains, was the southern line. A line ran between two ridges to the west. Between Providencia and San Rafael the line cut across the Los Angeles River to the east.

Bell and Alexander could do little to develop the land. A Mr. Selzer from New Mexico staked a claim on government land and built an adobe west of Pass Road in Cahuenga Pass. Meanwhile Rancho Providencia's 4,064.33 acres were patented to David W. Alexander and Francis Mellus, also patentees of the 388.34 acres of adjoining Rancho Cahuenga. Maria Ygnacio Verdugo received the patent for the Los Feliz area of 6,647.46 acres at Burbank's southern border.

#### COVERED WAGON WEST

Indians made their last raid on area ranchos by crossing the San Fernando Valley in 1853 from the northwest and riding through Cahuenga Pass. Americans were in speedy pursuit and stood on the summit of the Cahuenga Range to gaze at the "magnificent San Fernando Valley, in all its beauty," as Major Horace Bell wrote.

In 1853 Dr. David Burbank, now 32 and up to this time for years a dentist in Waterville, Maine, drove a covered wagon across the plains. Arriving in San Francisco in 1853, he began to practice dentistry, staying to 1866. One writer held that in 1853 Dona Catalina Verdugo signed her "mark" to grant her daughters part of El Rancho Providencia and that they in turn sold the place for \$1 an acre to Antonio F. Coronel. Catalina never married and had no daughters.

Newmark tells of how Julio Verdugo was led to the polls to vote for a candidate of Joseph Lancaster Brent, the Verdugos' attorney: "Recalling Verdugo and his San Rafael Ranch, let me add that he had thirteen sons, all of whom frequently accompanied their father to town,



especially on election day. On those occasions, J. Lancaster Brent, whose political influence with the old man was supreme, took the Verdugo party in hand and distributed, through the father, fourteen election tickets, on which were impressed the names of Brent's candidates." Julio, now 62, and his sons were far from easily led; they conducted their affairs quite well, and it was events well beyond their powers to alter which were to destroy their holdings.

On September 11, 1855, the land commission confirmed the Verdugos' petition for title to Rancho San Rafael's 36,403 acres. The Reserve or rangers was helping keep down cattle thievery in the Valley; branding also aided. Paradoxically, better roads helped bandits make their getaway. In 1856 the Judges of the Plains, a custom from Mexican days, continued. Cyrus Lyons of Rancho Cahuenga was one of three from the San Fernando Valley.

The entire area suffered from the earthquake of 1857, a panic year in which De Celis could not sell his ex-Mission lands for 50 cents an acre. Beef prices fell greatly and rancheros were heavily in debt. That year the Verdugos traded 4,603 acres on the west side of Rancho San Rafael to Jonathan R. Scott for Rancho La Canada of 5,745 acres. Scott and Benjamin Hayes had been attorneys for Ygnacio Coronel, granted the ranch in 1843, and had won both case and ranch. Hayes transferred his share to Scott, one of the earliest American land holders in Burbank (the later Scott Road was named after him).

By 1858 San Fernando was one of the county election precincts. Assessment rolls were still written in Spanish. Severe drought caused more cattle loss; more sheep were introduced. Agriculture was still largely neglected. New stages were going through Dark Canyon and halting at Eight-Mile House in Cahuenga Pass. As hard times of 1858 and 1859 caught up with more sons of the country, many lost their lands to Americans.

### THE RISE OF SHEEP

Drought in the 1860's was to end the cattle empire and most of the older Californio land ownership as well and to bring Burbank closer to creation. In 1860 Senor Angel Urquidez was born at El Alamo on Rancho Providencia. Later he and his family were to inhabit the south slope of the Cahuengas where Amestoy the Basque raised sheep. Very early, Fernando Sepulveda was to marry a Verdugo "and through her became proprietor of much of the Verdugo rancho," Newmark wrote. Sometime in the 1860's Tomas A. Sanchez, noted as sheriff of Los Angeles for nearly ten years, wed Maria Sepulveda, who received a portion of Rancho San Rafael after Fernando Sepulveda's death.

For the Verdugos the two vital events of 1861 were a mortgage that was to mark the beginning of the end of the rancho and a partition which was paradoxically to ensure the closing out of such large ownership. The partition, like old Jose Maria Verdugo's will of 1828, simply set aside primogeniture and divided large landholdings. The dynastic family's days were over.

On January 2, 1861, Julio Verdugo signed a mortgage for \$3,445.37 in favor of Jacob Elias. Elias had advanced money for house building, provisions, seeds and payment of taxes at 3 per cent per month interest, compounded and payable quarterly. In eight years the debt was to rise to \$58,750. J. R. Scott, J. D. Hunter and J. L. Brent were now part of the roster of owners of land who helped set the stage for the creation of Burbank.

The second major move of 1861 was partition of Rancho San Rafael between Julio and Catalina in line with their father's will. "A line was drawn from a point on the easterly side of the river, opposite the house of Antonio Feliz, and extended northeasterly and easterly to Piedra Gorda (now called Eagle Rock) and to the Arroyo Seco. Catalina took the land north of this line, . . . She was never to see its beauty," wrote Robinson of the blind woman. But at the adobe house of her brother Julio's son, Teodoro, in Verdugo Canyon, she was to live in comfort for the remaining fifteen years of her life. On Julio's land south of the dividing line, Glendale was to be started in 1887.

Agriculture professor William H. Brewer came to Cahuenga Pass by wagon on February 11, 1861. He noted the "range of hills about 1,000 feet high," and that "it is not much of a pass," although it was far higher than now.

Between the heavy rains of winter 1861 and the most terrible drought ever experienced in this area, that of 1862-64, the cattle empire tottered. In its place people sought to graze sheep. President Abraham Lincoln signed a patent covering Mission land on May 31, 1862, which returned a small segment of church lands. Sheep were less hard hit than the 200,000 herd of cattle destroyed by drought in Southern California; sheep could exist on the gayeta weed. Pastoral California was destroyed by weather. But new uses of land were sought. J. R. Scott by 1862 was planting extensive vineyards on his Burbank holdings. Before there was a Burbank, the area was part of California's slowly rising wine industry. Ironically, the later Burbank was to vote for prohibition long before the rest of the nation.

During the Civil War, Los Angeles County was largely settled by Southerners and sectional feeling was bitter. But many persons were loyal to the Union. Still, American troops had to remain in Los Angeles in 1863 to keep order. In these drought years no taxes were assessed or collected for a short time. Smallpox ravaged the area. Juan Forster in a suit against Andres Pico called the situation "perfect devastation." With the cattle, but only a little more slowly, was to disappear the entire brief Americano-ranchero phase of ecological advance. The sheep stage which now opened was to be even shorter.

#### DR. DAVID BURBANK ARRIVES

From San Francisco to Los Angeles in 1866 came Dr. David Burbank. Now 45, the dentist was part of a post-Civil War tide of immigration. This was a period when Los Angeles had no men's or women's clubs, no theater or music hall and even virtually no organizations. Yet there



was scarcely a night without a ball or dance. Bandits and outlaws infested the area.

One newspaper had Dr. Burbank arriving after "having previously purchased the old Providencia Rancho" of 4,064.33 acres. Another had him purchasing the land after arrival. From Alexander Bell and David W. Alexander, Dr. Burbank obtained the Providencia and from Jonathan R. Scott, his portion of the San Rafael of approximately equivalent acreage to give him slightly more than 9,200 acres. The cost was less than \$1.00 an acre, or \$9,000 in all. Sedgley notes of the move by Dr. Burbank, "uniting them in one large ranch he, in a short time, became one of the largest and most successful sheep-raisers in Southern California."

By 1867 Dr. Burbank had put up his ranch house on what was later to be the back lot of Warner Brothers Studio. A Dr. Oliver and Simon Hoyt also established dwellings on the acreage of Dr. Burbank. Some find that Dr. Burbank also raised wheat, supplied to city stockmen.

Just as Dr. Burbank had come down from San Francisco to the East Valley, so Isaac Lankershim in 1869 came from there to ride on horseback into the San Fernando Valley. Lankershim joined with Isaac Newton Van Nuys to acquire Rancho Ex-Mission San Fernando. On June 22, 1869, they formed the San Fernando Farm Homestead Association. They bought the lower half of the area of 59,500 acres for \$115,000 or \$1.91 an acre. The new ranch stage of the Valley was being laid out by San Francisco departees.

On March 8, 1869, Los Angeles County Sheriff Burns offered at public auction the Verdugo property that had been mortgaged to Jacob Elias in 1861. The \$3,445.37 loan at 3 per cent interest monthly had run up to a debt of \$56,878.21 and with lawyers' fees and other charges to \$58,750. Alfred B. Chapman bid the amount of the debt and six months later, in September, 1869, was given a deed for the property of Julio Verdugo. Chapman quitclaimed 200 acres back to Verdugo, as part of the settlement. Referees and surveyors, lawyers and auction purchasers--twenty or more allottees, holding more than forty allotments--had dismantled one of the greatest single private land grants in California. Verdugo had a dubious distinction: his holdings suffered the greatest collapse of all the old ranchos. But destruction of the Verdugo land empire was part of the ecological price paid for creating Burbank.

#### THE GREAT PARTITION OF 1870

In line with the Great Partition of 1870 the Rancho San Rafael of Verdugo was divided into 31 parcels among 28 different persons. Teodoro and Catalina Verdugo were awarded more than 3,300 acres out of the 36,403.32 acre total. Rafaela de Sepulveda, daughter of Julio, got 909 acres. Small shares went to other Verdugos. Julio's 200 acre home place was recognized. Sharing in the partition were Benjamin Dreyfus, who received the largest parcel, nearly 8,500 acres, Prudent Beaudry, Alfred B. Chapman, Andrew Glassell, O. W. Childs and Captain C. E. Thom.

Dr. David Burbank's holding of 4,607 acres of this ranch was also recognized.

On June 1, 1871, the old and blind Catalina Verdugo died; she was 79. With the partition Rancho San Rafael was taken over by creditors and sold off. This was the year that Stephen Samsburgh, known as Buckskin Bill, and a man named Carter, murdered the twin Bilderback brothers on Verdugo land. In 1871, too, the District Court of Los Angeles ordered that San Fernando Road "remain open for unrestricted travel henceforth and forever."

In 1872 Dr. David Burbank retired from the practice of dentistry to raise livestock and graze thousands of sheep on his Burbank Ranch. Moreover, he invested heavily in Los Angeles real estate. That year Julio Verdugo's wife Maria de Jesus died, at 98.

Now new forces spearheaded by the railroad pushed to open up the Valley for different forms of land use. The railroad bridged the Los Angeles River in 1872 and 1873. Later a wagon bridge was built across the Los Angeles River, and a road was constructed parallel to the railroad for the most part. Travel to Los Angeles went through Cahuenga Pass up to 1873, for San Fernando Road was not laid out until the Southern Pacific Railroad was built in 1873. Dr. Burbank sold a stretch of right of way 100 by 14,100 feet to the railroad on February 28, 1873, for one dollar. Dr. Burbank knew that entry of the railroad could only increase Burbank Ranch value.

While the railroad was coming, more primitive modes of transport had to be used, especially ox-cart. Don Eugenio Plummer recalls how he and a neighbor, Daddy Urquidez, headed for the Verdugo Ranch in 1873. As the wooden wheels squeaked, Plummer would let a few green cactus leaves into the axle to provide grease. In 1873 the first known photograph of the San Fernando Valley was taken.

#### RAILROAD ENTRY

With penetration by the railroad up to the Burbank Ranch on April 15, 1874, the greatest single move to shift land from rancho and ranch to towns was to begin. In the north Valley Senator Charles Maclay led the way, linking his moves to anticipated extension of the railroad, and platting San Fernando. On their properties, Lankershim and Van Nuys began farming operations in 1874.

Drought in 1874-75 ended the shortlived sheep business. Pioneer Isaac Ijams at Lankershim Ranch beside Burbank noted, "forty thousand sheep were lost in this area during the dry summer of 1874. I could have walked across the Valley on the bones of sheep and cattle." San Fernando Sheep Company of Lankershim and Van Nuys was wiped out. Bad weather destroyed Van Nuys' wheat. Dry farming was to begin now on a significant scale. With his diversified holdings, Dr. Burbank survived. As it had destroyed the cattle period, so drought ended the sheep era by 1875-76.



With the end of large ranch ways it was almost fitting that Don Julio Verdugo also perished by 1876. Andres Pico also died in 1876. But the work of the Verdugos and the Picos went on in new ways.

By 1875-76 the once open ranges and most remaining cattle and sheep in the Valley were owned by Americans. Now, too, the Southern Pacific Railroad tunnel, linking the Valley and Los Angeles to San Francisco and the east, completed the new transportation base for the latest ecological change. By 1876 the Valley was the largest wheat ranch in Los Angeles County. This newest major agricultural endeavor was to last a third of a century and to bring the Valley into national and world markets.

### THE FIRST SETTLERS

In 1877 Thomas Story, who had come to the Palms area in 1869, purchased 80 acres of land about a mile west of what was later Burbank. His son, Henry Story, recalled, "My father came here before I was born in 1877 and traded 800 bushels of barley for land which he bought from the government at approximately \$2.50 an acre. We struggled through the dry years by exchanging corded wood with the original Ralph's store for grocery credit. Young Story added, "As the years went by we saw the first city land sold to the Southern Pacific Railroad; the first 18 x 20 foot schoolhouse erected."

Later Story established the area's first livery stable and hardware store which laid a basis for the main shopping district. Story became Burbank's first mayor. Earthquake shocks were felt twice in 1877. Farming on a ranche, the older spelling, now took hold.

In 1878 Henry and Minnie Fischer brought their family from Kansas to the Burbank Ranch area. "If you have ever been on the desert . . . you will know just how Burbank looked in 1878 when my parents bought 160 acres just west of what is now the city of Burbank for \$125," Charles B. Fischer said. At the time there were but five or six ranch houses in the entire Valley to the west and fourteen families in the whole Valley. What became San Fernando Road was a mere desert trail with only two buildings between the Providencia area and Los Angeles.

Edward A. Fischer, who had been born in Eudora, Kansas, was to become one of the "few people who had the rare experience of watching the transformation of the San Fernando Valley from desert land to a metropolitan area in the course of half a century, wrote Monroe. Monroe added, "Fischer not only saw this transformation but was an active participant in bringing it about." Young Fischer helped in the vineyard.

Almost eight years before Burbank was platted, the first school district on Burbank Ranch was established on June 3, 1879. S. W. White and nine other citizens petitioned for this Providencia School District. The first school building went up on what was later Burbank Boulevard, close to what became Mariposa Street. On July 5, 1879, Dr. David Burbank



deeded the block (one acre) of land for the structure, later the Edison School. The one-gable, frame structure made of redwood reportedly cost \$400. Nine families sent children to the school. Much later, on April 14, 1960, a bronze historic plaque was placed on the site. Frank White, who was born in Burbank, was here in 1879.

#### PRE-SETTLEMENT MOVES

Up to June 30, 1880, Thompson and West noted, Providencia School District had John Morris as District Clerk. Mrs. Clara McMillen Lindy, first teacher to stay at Burbank more than three months, taught in 1882 at this first school. Children came to her from widely scattered ranches.

Mrs. Lindy presided over a one-room schoolhouse with fifteen students. Trustees paid her \$60 a month and board. The school had a library of fiction and reference books, rare for those days. In the record rain of 1884 washes isolated the school for days.

Burbank Ranch was shown in 1880 as having 5,000 sheep. The final patent to approve title to Julio Berdugo (Verdugo) for Rancho San Rafael was signed by President Chester A. Arthur on January 28, 1882, almost a full century after the first grant of 1784 and thirty-one years after inception of the 1851 land commission hearings. By 1883 Rice B. Shelton bought 160 acres west of Burbank Ranch and then bought nearer Burbank's eventual main area. In 1885 Joseph Lancaster Brent, now called General for his services on the South's side in the Civil War, bought a 671-acre portion of Rancho San Rafael along the Los Angeles River for 4,000 pesos, an unusual form of payment.

Thomas Story was married to Emma Fischer, daughter of Henry Fischer, on October 25, 1882. Their son, Henry A. Story, born on January 18, 1884, went to school in Burbank and then to the old Throop Polytechnic Institute in Pasadena and the Academy there. Mrs. Victor Carlson recalled of 1883, "when we came to Burbank we had to go to the Los Angeles River to water our stock and haul the water in barrels for drinking and washing." She said, "We had to hitch up the horse and buggy and drive to Los Angeles for our mail and any household supplies we needed. A few settlers came in after a while and how glad we were, for every load of lumber coming up the street meant a new family and a new home."

When Albert Erickson got to the Burbank Ranch area from Sweden after a fifteen-day ocean voyage in 1885, people used to shoot mountain lions where the later airport was located. Many deer roamed the site. Erickson's sister, Mrs. Victor Carlson, brought over the rest of the family, a practice of the times when one family member would enter, get established and help the others across. Shortly, the Carlsons owned twenty acres of land. Erickson went to work for L. T. Garnsey, one of the coming town founders; over fourteen years he planted thousands of fruit trees.

By 1883 a Sunday School was being maintained in the Providencia

school house. A Mr. Romer was first superintendent. Providencia Methodist Episcopal Church was dedicated on Sunday, September 14, 1884; Rev. R. W. C. Farnsworth was in charge of the small frame structure, built by Harry R. Stevens and considerable volunteers. Trustees elected were H. R. Stevens, R. B. Shelton, M. K. Chandler, Joseph Thompson, C. H. Bradley, A. E. Pomeroy and T. M. Adams. Chandler clapped shingles on the Providencia structure. This building, later moved onto land donated by J. T. Shelton, was home for George S. Thompson for some years.

In 1888 the congregation put up a new church which was used to 1919. Student pastors from the Maclay School of Theology at San Fernando, first college in the Valley and later part of the University of Southern California, held services in the Providencia church to the spring of 1889. At that time class was combined with the new church. The structure stood idle for almost five years; in 1893 it was sold for \$100. While the land reverted to J. T. Shelton, the money went toward building a parsonage alongside the church. In those early days Chandler, whose family was to own acreage here, held religious services in Burbank's schoolhouse.

In 1883 M. K. Chandler established the small post office at Dundee, a settlement of three or four homes northwest of the Burbank area. Some years later the Burbank post office took over the mail service. Burbank's own post office opened in 1885. The Burbank San Fernando Valley News began on May 1, 1886. A six-page tabloid, it was edited by Mrs. Laura May, Claude DeForest and Clarence LaField. "The News Co., Fridays, at Burbank, Los Angeles County, South California," as it described itself, had a subscription rate of \$1 a year "Spot Cash in Advance!"

Meanwhile on November 9, 1885, the last spike was driven in the Atlantic and Pacific Railway track at Cajon Pass, virtually the signal for a transcontinental migration to California, and of the state's greatest boom up to then. The Atlantic and Pacific connected with the Santa Fe line on the east and with another local railroad, the Los Angeles and San Gabriel Valley Railroad, on the west. Both railroads were soon taken over by the Santa Fe, thereby giving the Santa Fe a through connection to Los Angeles, and breaking the monopoly of the Southern Pacific. The Santa Fe had unquestionably been instrumental in the building of both local railroads from the outset, and in the rate war which ensued between the two big railroads, immigration into Southern California was greatly encouraged. Where gold had opened up Northern California, leaving the southern part of the state as cow counties, the Santa Fe and Southern Pacific opened up Southern California. Railroads were to be a main agent of change that ended a way of life and the isolation of the San Fernando Valley.



## CHAPTER 4

### THE FOUNDING OF BURBANK

In the great boom of 1887, a two-year hothouse growth into urbanization was tried under pressure of a major population shift, without any commensurate industrial base, to break beyond the large ranch stage. The farthest reach of the time was to plat a town with small ranches around it. But a significant move from sheep and wheat for the Valley and Burbank to other grains and citrus crops began. Little was ready for the change in conception or execution, let alone aim, aside from selling land as dearly as possible.

### NEW TOWNS

Dozens of towns were laid out, at least with string and sticks, and while few were to hang on, those in the Valley clung to life desperately. The soil and climate had a compelling attractiveness which made Earl L. White, a later great land developer, lament putting such remarkable soil into non-crop uses. In the boom "Anglos" inundated the "Hispano" element, 5,000 a month and then 10,000 coming in. Thousands entered because of health. Many a Valley pioneer came here to die, then lived on to ripe old age.

Of more than one hundred towns platted in Los Angeles County from 1884 to 1888, many were in the Valley. Some turned into ghost towns, like Dundee and Monte Vista. Many were whistle stops like Raymer and Wahoo. The usual town site was little more than a mile square. Stakes driven into the brush and cactus-covered land were laid out in criss-cross fashion to symbolize streets to come. For Burbank to be laid out major changes had to occur.

By 1886 Dr. David Burbank was nearly sixty-five years of age and retired from dentistry for fourteen years. Sedley writes that in the early 1880's Dr Burbank "gave up sheep-raising and rented his land to dry-farming tenants." Until the boom began to open up, Dr. Burbank continued to lease and sell.

In the severe drought of 1886 the many sheep on the Burbank Ranch's hills perished for lack of food and water. A group of ten men formed the Providencia Land, Water and Development Company and bought up Dr. Burbank's holdings for \$250,000. He had paid \$9,000 or \$1 an acre for 9200-plus acres twenty years before. Now he was one of the directors of the company which was led by L. T. Garnsey as president. Later a "ghost town in the Valley was called Garnsey." John E. Plater was treasurer and T. W. T. Richards secretary. Among the directors were J. McCudden, H. T. MacNiel, W. H. Goucher, E. E. Hall, G. W. King and J. Downey Harvey. Entire assets of the company were ten shares, with each man owning one, worth \$25,000 apiece.

Burbank was one landholder who, unlike the Verdugos, did not lose by the vast changes which struck Southern California. He was able

to sell and yet hold a directorship, to reap gains of almost twenty-eight times his initial investment, for a while. His funds went into major construction in Los Angeles which was to perpetuate his name in a theater. When thousands came to Southern California, attractively advertised with pictures of steamboats going down the Los Angeles River, Burbank Ranch lying directly beside Los Angeles and open areas between them, was ready for townplating.

Newmark wrote, "Providencia rancho, consisting of seventeen thousand acres of mountain and valley, was opened in 1887 and the new town of Burbank was laid out." Dumke noted, "in some cases promotional claims were justified," and cites Burbank, Glendale, Azusa, and Monrovia as examples. An advertisement in the Los Angeles Tribune for May 1, 1887, recognized that Glendale was on its way and "four miles beyond is the new candidate for favor, the Town of Burbank," and San Fernando beyond that.

### THE BIRTH OF BURBANK

From the first, Providencia or Burbank Ranch developers said that the area "named Burbank" had 17,000 acres. Yet Rancho Providencia and the portion of Rancho San Rafael involved had had 9,200 acres, now reduced to about 9,000. Somewhere 8,000 or so added acres were gained, at least on paper. Rancho Providencia by itself had had a fraction over 4,600 acres. The mission 8,000 acres, possibly a promotional inflation of figures, had yet to be accounted for. Even present day Burbank has little more than 11,000 acres. Moreover, the original plat for a town-site was far smaller, extending from the later Burbank Boulevard on the north to Grandview Avenue in Glendale on the south, and from the top ridge of the Verdugo Hills on the east to what became Clybourn Avenue on the west.

The original map reached across the Los Angeles River to take in what became known as Laskey's ranch, later set aside and improved as a city park. When Burbank twenty-four years later was incorporated, the acreage was far reduced, to 2.59 square miles or 1,657.6 acres, and some of the originally included territory was annexed by Glendale. The land developers platted the two tracts from past ranchos and the unified Burbank Ranch as a single piece.

Official launching of the town came on May 1, 1887. A special train of three coaches was run from Los Angeles. No barbecue was offered. Instead, interested parties brought their own picnic lunches and ate under spreading trees.

### FIRST ADVERTISEMENTS

On March 30, 1887, the first advertisements announcing the event of birth of a new town were to appear in the Los Angeles Times and Los Angeles Daily Herald. On April 3, 1887, the same advertisement began to appear in the Los Angeles Tribune. The advertisement, a classic of its kind, ran as follows:



### PROVIDENCIA RANCHO

17,000 acres, Fruit and Alfalfa Lands, the finest body of land in Los Angeles County--only six miles from Los Angeles City limits--on Southern Pacific mainline to San Francisco. Six passenger trains daily. -- tracks, depot and other improvements under progress. AN ELEGANT HOTEL and nine residences and business buildings now under contract to be erected in the town, which has been named BURBANK, and now laid out and surveyed. Streets under contract to be graded. Water in abundance will be piped and laid in front of each and every lot. The town is located on an eminence, commanding a view of the entire San Fernando Valley on the north and west, while the city of Los Angeles is clearly perceptible to the south. The land embraces both foothill and valley property, and for quality and fertility cannot be surpassed in Southern California, and claimed by all judges as especially adapted to the growth of ORANGES, LEMONS, LIMES, OLIVES and other FRUITS.

A plat of the town and prices and terms of lots and acres can be obtained at the office of

T. W. T. Richards, secretary  
The Providencia Land and Water Company,  
No. 12 S. Spring Street, Los Angeles,  
or of either of the following directors:

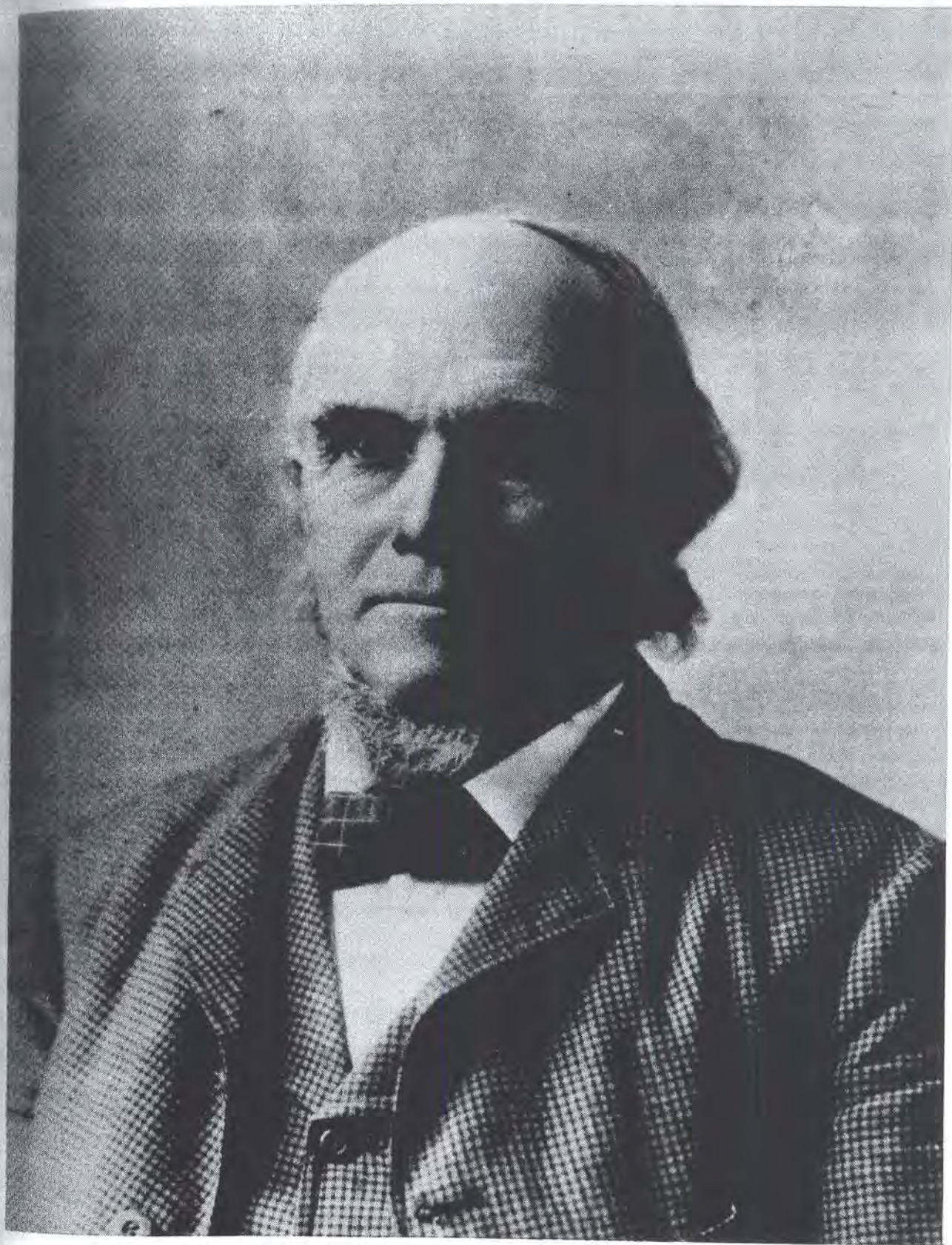
G. W. King, 113 W. 1st Street  
L. T. Garnsey, Room 16, Bryson Block  
H. L. MacNiel, 16 Court Street  
H. E. Hall, Room No. 1, Lawyer's Block,  
J. Downey Harvey, Downey Block,  
D. Burbank, Main Street,  
W. H. Goucher, Cable Bond office, Bryson Block.

That advertisement was repeated regularly. Other advertisements went even further to extol the area "named Burbank": "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 sightliest eminence stands the new townsite of Burbank..."

Nor was this all: "Providencia--17,000 acres--17,000--of the Finest Fruit and Alfalfa Lands in the San Fernando Valley. Only Six Miles from Los Angeles--An Abundance of Water--Three Railroads to Los Angeles--Main Line of Southern Pacific Railroad Passes through These Lands--Burbank--The Sightliest Location in Southern California--Eight Miles to Los Angeles--Twenty-eight Trains to and from Los Angeles Every Twenty-four Hours--\$5 for Thirty Round Trip Tickets--Plenty of Pure Mountain Water Now Piped to Each Lot--Lots have Advanced 400 per cent in Six months--Sales in Burbank in Six Months, \$250,000--For Maps, Prices, Terms, Etc., Apply to Providencia Land and Water and Development Co., No. 12 South Spring Street, Los Angeles, California."

Healthful properties of Burbank were stressed: "Designed for one vast Sanitarium. Conditions favorable to longevity nowhere more numerous. Prolongs the lives of the feeble and enhances the enjoyment



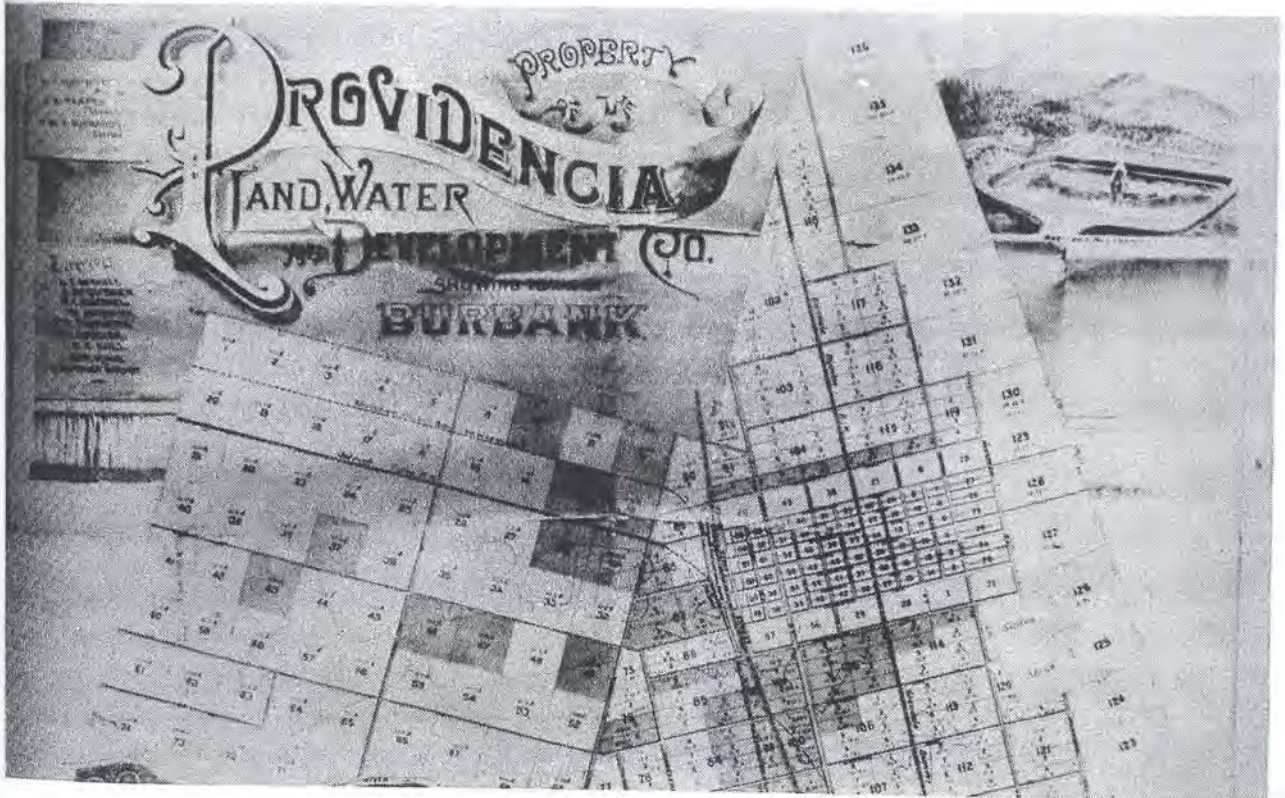


*Dr. David Burbank*





*Burbank Ranch House, built ca. 1867*

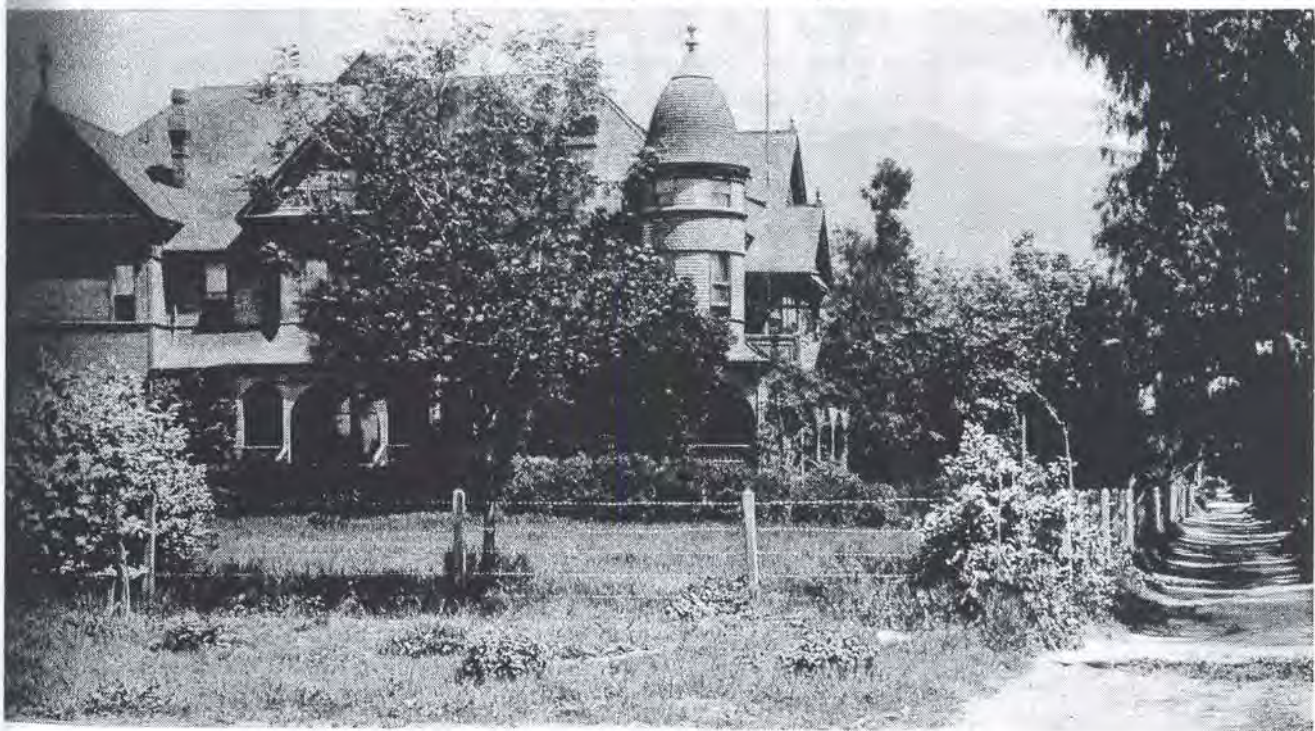


*Providencia Land, Water and Development Company  
plat map, 1887*





*Burbank Villa, Burbank's first hotel, built in  
1887-88. on site of present Post Office*



*Santa Rosa Hotel (Burbank Villa renamed),  
established in the 1890's*



of the robust. One must know the name of the month in order to distinguish winter from summer. 'December as pleasant as May.' The invalid is constantly induced to eat, exercise, digest, and recuperate." Or an advertisement would note: "Mr. Crow sold his crop last year from 40 acres of young orange trees for about \$15,000 net." Von Keith remarked, "some of the views between San Fernando and Burbank are the most sublime and remarkable in the world."

Dumke, quite sanguine about advertisements, noted that they carefully omitted any mention of whether or not the trains halted. Still, the important new thing was that land promoters were as interested in selling farm plats as city lots. This was the farthest vision of the time, possibly too far for the base that could be erected.

### IMPROVEMENTS

Between the advertisements and the fact lay the concrete improvements the Providencia company put in. As the sponsors noted: "Burbank, the town, being built in the midst of the new farming community, has been laid out in such a manner as to make it by and by an unusually pretty town. The streets and avenues are wide and all have been handsomely graded. All improvements being made would do credit to a City. . . . Everything done at Burbank has been done right. There is not a shabby building in town."

Fully \$90,000 went into improvements before sale of lots began. W. H. Andrews, who had used 120 Chinamen and 200 mules to cut roads through the Lankershim Ranch, "used this same force in laying out the new town of Burbank also," pioneers noted. Chinese had already built the railroad through the Valley and the great tunnel as well and were helping lay out other boom towns.

Thirty or so residences were completed. A \$30,000 hotel (Burbank Villa) was put up. A furniture factory, store buildings and other structures were also erected. Each officer and director of Providencia built a fine residence for himself, apparently to show confidence in the venture. For years most of these houses functioned as homes, scattered in the hill section of Burbank. The first brick building, at the northeast corner of San Fernando Road and Olive Avenue, was planned for a bank, and was known as the "Burbank Block." Soon a wooden boardwalk ran before the structure.

The Presbyterian Church began with a meeting of a dozen members and one elder. A \$1600 church building was ready at 1887's end. In political affairs, the new Burbank as unincorporated territory was governed by Los Angeles County. For certain purposes such as health this arrangement continued even after incorporation and growth to the heights of urbanism. With the construction of the Burbank Furniture Manufacturing Company plant the town had its first factory; it used railroad shipping.

Burbank Villa, built by Dr. Burbank and his son, gave the area a means of handling visitors and tourists. Significantly, workmen

building the hotel lived in tents; during construction rattlesnakes troubled them. Later the structure was renamed the Santa Rosa Hotel.

A weekly newspaper, The Times, was first published on November 12, 1887. The \$10 a year subscription was payable in advance. In 1889 the newspaper disappeared.

Howard Fawkes, who got to Burbank in 1887, was to become the town's first deputy sheriff. A carpenter, Fawkes helped build one of the finest homes in town and also the first Methodist church.

Burbank's post office was combined with a grocery store and given a fourth class rating when it opened on November 3, 1887, in a two-story red frame barn. Mrs. Emily Goren was the first postmaster. Burbank took fourteen years to become a third class office with postmaster and clerk.

On the first plat map showing the "Original Town of Burbank" at the lower left is a Providencia Park. Town promoters knew of the need for recreation. A fine store building offered a "stock of goods."

In 1887 Providencia School District, begun in 1879, abandoned its one-gable frame building and moved to a new structure at Magnolia Boulevard and San Fernando Road. Four classrooms were in the two-story structure. A bell tolled by a long rope called youngsters to school. Behind the school was a windmill and elevated tank to store water pumped for school use. Bicycles of students were kept below the water tank. A lean-to carriage shed was used for horses and buggies and ponies and pony carts of students from ranches.

Four teachers and a principal handled the 200 students, in classes from Grades One through Eight. Youngsters came from such areas as Brand's Castle in Glendale, Roscoe (Sun Valley), and the later Warner Brothers Studio area. At recess time youngsters played at darebase, pom-pom pullaway and hide-and-seek.

A flower garden was kept by children some of the time and also a vegetable garden near the horse shed. Garden care was part of the study of agriculture. Boys and girls entered school in separate lines to the sound of a drum beaten by a pupil. Boys had one lunch house and girls another. Each hung his own drinking cup in the lunch house and brought his own lunch.

Confident of growth, Providencia developers laid out wide streets such as Olive Avenue. Some Indian and Spanish names survived in street designations.

While the railroad "made" Burbank, a streetcar line which cost \$10,000 ran 1.5 miles from the Southern Pacific depot up Olive Avenue to Eighth Street. Billy Ludlow and his partner Albert Erickson ran the line which used an eight-horse team to get the car uphill and down. In the days of poor brakes, coming down was as difficult as going up, and the eight horses were hitched on behind so as to slow the descent. Ludlow held that only six passengers dared make the round trip. Some railroad ties from this early line were at the Orville Myers home for



years. Cecil Lockwood, also a conductor of the street railroad, would coax the horses up the hill and then herd them on a platform on the rear to coast down. When the horses clambered aboard and rode down in style, easterners thought this most considerate. Charles B. Fischer recalled that the line was drawn by four mules.

Two reservoirs about a mile apart on the upper edge of town were ready before official opening of the town site. Frederick C. Finkle, engineer and geologist, was to install the first water system, an eight-inch pipe line from Toluca Lake to the new town. Until the first well was sunk near the Southern Pacific depot, the main water supply came this way. L. T. Garnsey, president of the Providencia, sent to New York for William Weaver and made him general superintendent in 1887. Weaver doled out water for irrigation through a large irrigation ditch which ran the length of the valley section from Toluca Lake.

### LOT SALES

In September, 1887, the Los Angeles Express commented of the new Burbank: "Sheep pastures and barley fields passing and orchards and vineyards being created from old ranchos--an example, Providencia, for years famous for the fertility of its soil." Actually the third stage was that Providencia "began the sale of city lots," as McGroarty wrote. This was not merely ranch or truck farm but town development, ending both the old ranchos and young "ranche" stages.

When pioneers spoke of "subdivision" in that first year it meant into 20, 30, 40 and 50 acre small ranches, not the 50-foot lot of much later years. The townsite was simply the center of small farm lands.

Lots in 1887 sold for \$100. Before the year was out, sales had reached \$475,000 or almost double the \$250,000 price paid to Dr. Burbank. Moreover, Providencia promoters advertised that sales had been made "without a single free lunch, brass band or excursion." Burbank joined other towns in 1887 in donating a lot through whose sale a Los Angeles County exhibit at the reunion of the Grand Army of the Republic was made possible. The sale of donated lots brought \$10,000.

At this stage Burbank consisted of town lots and five, ten, and twenty acre (and some larger) ranches. But this was no pastoral scene. Instead, truck farming of fruits and vegetables grew. Vineyards went in. Crops of peaches, grapes, alfalfa, melons and vegetables were to bring Burbank a new prominence in land use.

The rest of the point raised by the Los Angeles Express told how an area renowned for the "fertility of its soil," Burbank, was "the town being built in the midst of the farming community." Burbank was said to be "laid out in such a manner as to make it by and by an unusually pretty town. The streets and avenues are wide and have been handsomely graded. The 25 or 30 residences which have been completed are models of beauty with all the conveniences of city residences. . . . Looking ahead there lies the fertile valley with its fields of

barley stubble and oases of bright green which cattle are seen cropping. Soon the team is pulled up at the veranda of a very neat building on whose roof appears the name "Burbank" and about the first thing heard is the ringing of a telephone inside which has Los Angeles as its other terminus." While some were to consider this a patronizing description, the newspaper was accurately picturing the change to "city" life.

Meanwhile, Dundee, at the crossing of the railroad, persisted from its start in 1883. Indianapolis was a subdivision town, laid out with Burbank in 1887 at the Brand pumping plant at Grandview Avenue, Burbank.

#### DAVID, AMOS, AND LUTHER

As the advertising of the Providencia land company showed, as early as March 30, 1887, the town had already been "named Burbank." Monroe, the later historian, said that it was "named Burbank in honor of the original owner." Yet even so good an historian as George Wharton James wrote that the town was named after Luther Burbank, the famous agriculturist and horticulturist. Another claim was advanced for Amos Leslie Burbank. Each of the three shared the same surname of Burbank. Amos and David were on the scene, as will be shown. Luther never was.

"Luther Burbank had nothing to do with city founding" ran a headline in a newspaper collage years later. "No, ma'am, Luther Burbank DIDN'T found the city of Burbank. He didn't even grow a potato there. Credit goes to a New Hampshire-born dentist, Dr. David Burbank, who made more money in San Francisco real estate and sheep raising than he did in pulling teeth. Burbank country was known as sheep country. Luther Burbank grew his potatoes at Santa Rosa, California."

Luther Burbank (1849-1925) came to California's Santa Rosa from his native Massachusetts in 1875. He carried on experimental work on all kinds of plants and produced the "famous Burbank" potato. For the remaining half century of his life he worked in the rich soils of Santa Rosa to produce many "new creations." He lies buried under a tall deodar, a few steps from his greenhouse. Luther did not come to Burbank, California, and neither he nor anyone else supplied his name to it. Some were to hold that David and Luther were cousins. As if to add to the confusion Burbank High School in Burbank is named after Luther, not David.

Amos Leslie Burbank (1851-1920) was born in New York State on April 26, 1851, and is called by historian Rockwell D. Hunt "founder of towns." In 1886 Amos sold his property in Michigan and came to San Luis Obispo, California, where he stayed a year, that is, to 1887. As Hunt writes, "After a year he moved to Los Angeles, and from that time was closely identified with real estate operations both individually and in association with famous capitalists and promoters. His first big deal was the establishment of the Town of Burbank and the sale and other features of the promotions and developments in the towns of East San Gabriel, Morgan Hill, San Martine and Rucker in the Santa Clara Valley,



Hermosa Beach in Los Angeles County, and . . . Huntington Park." He died on October 4, 1920, at his Los Angeles town home. He was credited with being a remarkable real estate salesman.

In Amos's obituary the Los Angeles Times held that "he came to Los Angeles in 1886 and laid out the town of Burbank." The Los Angeles Examiner also held that he was "founder of the town of Burbank." Yet when David died in 1895 the Los Angeles Times had said of his vast ranch properties, "the town of Burbank was laid out on the estate, and will be a lasting monument to its founder's memory."

That Amos may have helped lay out and even "found" Burbank is possible. That he sold lots for Providencia land company appears fairly evident. To claim that the town was named after him is another matter, for it was already "named Burbank." Amos got there too late, in 1887, to be accorded this honor of coincidence of last name with David. Monroe does make two references to Amos. The first tells how "the old real estate firm of Burbank and Baker was laying out the townsite." Amos's obituary of 1920 shows that he headed the firm of Burbank and Baker. Monroe's second reference cites an "A. L. Burbank (not Dr. David Burbank)" as a trustee of the Burbank Church which was incorporated on April 28, 1888.

The historical sequence can show that Amos could not possibly have had the town named after him. First, David Burbank was here for twenty-one years from 1866 to 1887, the town's founding, and then to his death, in 1895, almost thirty years in all. Second, Amos did not even get to California until 1886 from Michigan, and stayed at San Luis Obispo to early 1887.

Third, David Burbank's 9200-plus acres from 1866 to 1887 were known as the Burbank Ranch, a combination of Rancho Providencia and Rancho San Rafael lands. When Thompson and West in their 1880 work on Los Angeles County mention sheep raising, they list 5,000 sheep under the name "Burbank." Only David could have been meant. Fourth, David sold his land to the syndicate called Providencia in 1886 and immediately took one of the ten shares of stock worth \$25,000 and served on the Board of Directors as well. Amos was not a stockholder or on the board or even present in the area in 1886. Before Amos arrived, the Burbank News on May 1, 1886, already noted it was located "at Burbank."

Fifth, the first advertisements for the new town site which "has been named BURBANK," as the announcements put it repeatedly, were published on March 30, 1887, in the Los Angeles Times and Los Angeles Daily Herald and in the Los Angeles Tribune on April 3, 1887. Some time between January 1, 1887, and possibly March 30, 1887, Amos arrived in the Los Angeles area; it is quite conceivable that he did not even get to the Burbank Ranch area until April. It is also possible that in this short time he organized the Burbank and Baker real estate firm to plat land for the Providencia promoters. Dumke noted, "Burbank was laid out early in April, 1887, on lands of the Providencia Rancho." Boyle Workman wrote, "Dr. Burbank was the man who laid out the town of Burbank, where he owned large ranch properties."

On an area already known for more than two decades as the Burbank Ranch and now being reorganized by a major land company on which Dr. David Burbank was a leading stockholder and director, it does not appear possible that someone would have thought that a "new" name of Burbank, from Amos Leslie Burbank, should be chosen. It already had that name. Amos was quite unknown on any terms, this being his first major project, as Hunt wrote, that would in any way merit his selection as namegiver to the new town. That the last name is a coincidence does not mean that it was his which was used. W. W. Robinson holds that the town got its name from Dr. David Burbank.

George Burbank Sedgley wrote in the Genealogy of the Burbank Family: "They named this town 'Burbank' in honor of Dr. David Burbank. (Very likely a member of this company of promoters was Amos L. Burbank, for it is known that he promoted 'Burbank' and several other towns and had them incorporated. It is probable that the town was named for Amos L. Burbank as well as for Dr. David Burbank.)" Sedgley, a member of the Burbank family, is in error on several counts: first, Amos was not a member of the Providencia promoters; second, the town was not named in part for him. There was no reason for this whatever as the name was already present for two decades.

To aid in establishing the facts the fuller obituary materials on both David and Amos are given later at their points of death.

The boom of 1887 was really the second wave of subdivision of the Valley into less than ranch-size areas. The first had begun in 1874 at San Fernando in a farm community stage, beyond which the boom of 1887 did not get as population in-migration slowed. But there was no doubt that the new farm communities did break from the old Mission way and Mexican ranchos and outsized wheat ranches and sheep ranches at Burbank and San Fernando, although not yet in other Valley ranch holdings. David W. Alexander, onetime owner of Rancho Providencia and other lands near Burbank, died at 75 in 1887. Harry Chandler came to the area in 1888.



## CHAPTER 5

### BUST AND DEPRESSION

The greatest boom in Burbank's history was also in less than two years the greatest bust, exceeded perhaps only by the depression 1930's. But even in the desolation of collapse Burbank was of immense interest as a novel ecological growth.

Thus, in 1888 the Los Angeles Express, one year after Burbank was established, commented: "When it is said that six months ago there was scarce the thought of a town building here, the visitor views with wonder what has been accomplished. The eye gathers in its sweep some thirty substantial dwellings, a fine store building with a stock of goods, a passenger station on the Southern Pacific line, the \$30,000 hotel, a furniture factory, a horse-carline nearly completed in the foothills a mile and a half away and two immense reservoirs about a mile apart."

Meanwhile Dr. David Burbank announced on April 28, 1888, his plan to build the Burbank Theater, as an opera house, beside his home on South Main Street in Los Angeles, for \$150,000.

### THE BUBBLE BURSTS

Dumke wrote of Burbank in 1888: "The boom continued through the early months of 1888, and excursions were still arriving in March. Promoters boasted that there were 'pleasure excursions' and that Burbank sales methods differed from those of surrounding communities." Or as one article observed: "We have never had a (real) excursion, never employed a brass band or had a street parade; have offered no lottery schemes to tempt purchasers to invest, but without any show or parade we have in a few months sold over 900 Town Lots and 2000 acres of land adjoining, aggregating nearly \$600,000. In less than ten months a grain field has been converted into a growing prosperous town of over 250 BONA FIDE INHABITANTS."

In April, 1888, the land speculation bubble broke. Later Burbank officials noted: "Development was virtually at a standstill for two decades." Once the crash came in 1888 five room houses were selling at Burbank for \$400 to \$500 or taken for the mortgages. Many vacant lots went for tax costs. Charles B. Fischer recalled buying three lots at Olive Avenue and Kenneth Road for \$80 and an entire block fronting on San Fernando Boulevard for \$5,000. Three lots at the corner of San Fernando and Olive were bought for \$800. In the Burbank Manufacturing Company transients napped. Finally the structure burned down. The "brick block" prepared for a bank was completed, but it took twenty years before a bank rented a room in the building, so great was the economic devastation. Most of the ten men who owned the Providencia Land, Water and Development Company were ruined financially. Names of Dr. David Burbank and other Providencia directors were scratched off the windows of the land company.

## A FARM COMMUNITY IN COLLAPSE

By 1889 the bust of 1888 had turned into collapse of the entire effort to create town life. The 10 to 40 acre farm was now predominant in the Burbank area. One historian held, "the natural fertility of the land enabled some ranchers to make a living on the farms during the long dry spell which followed the land boom collapse of 1889. In five of the seven dry years, less than ten inches of rain fell each season. Water conservation was unknown in the area and there were few reservoirs to store water for irrigation. However, the fine sand loam and the natural underwater wells gave Burbank some of the finest vineyards in the world. Burbank became famous for its fine wines and large wineries."

Thus, even if the town boom had now broken as population immigration and lack of industry combined to smash the bubble, the dry spell to 1896 could have brought about collapse of what was still a farm area. Still, Burbank was able to go into production of peaches, alfalfa, melons and particularly cantaloupes, pumpkins, and grains which made it a farm center.

Once the grain was harvested, it was wrapped in large burlap bags, loaded on wagons and transported by wagon on San Fernando Road to flour mills in Los Angeles. Land that could not support farming went back into grazing acreage for sheep for fully twenty years. Grapes were planted on the piedmont to foreshadow some of the future farm system of the Valley. As jackrabbits multiplied and destroyed crops, roundups of rabbits were held and thousands were shot.

Those were the times when the slope northeast of San Fernando Boulevard and southwest of the Green Verdugo Hills was a barley field, owned by a man named Mickels. In 1889 Omar C. and Sarah Ann (Smith) Lane moved their family from North Dakota to Burbank and bought thirty acres of property at the site of the later Grand Central Airport. Their son, Orlando C., was then eight. A fine peach orchard was developed. In no time the property became too valuable for farming. Young Orlando attended schools in Glendale and Burbank and took up the machinist's trade in Burbank--a steady move many youngsters were to make, from the farm functions of parents to city-type skills.

In 1888-1889 down to Kenneth Road the natural chaparral growth was practically solid. Howell's work of 1888 showed that Providencia Rancho and Scott tract had 8,000 acres, 83 blocks and 125 ten-acre lots, which included the town-site of Burbank. Binford Brothers & Hardy's Subdivision had forty-two lots in this area. Booth's subdivision had forty-three lots. T. D. Buffington bought a 20-acre ranch at Victory Boulevard and Magnolia in 1888. At the time lots were going for as little as \$75. Despite the hard times the Santa Rosa Hotel was begun, in 1889.

F. A. Halburg, who got here in 1888, recalled that his son Theodore, 3, wore short dresses at the time. Socials and public meetings were held in the hall upstairs in the west half of the completed Brick Block.



The old District school continued to offer classes to about a half dozen students. A one-room schoolhouse stood near Central Avenue and Main Street. A new school was being built on the east side of Magnolia Avenue between Second and Third Streets.

In 1888 Cassius (Cash) Edmunds purchased the lot on the north-east corner of Sixth and Orange Grove Avenue with two small houses which were called the Chicago twins. The family lived in one and used the second for a store. As there was not enough room inside, Mother Edmunds baked bread for the store outside in a large oven in a tent. Supplies for the store were secured by driving a horse and wagon to Los Angeles about twice a week. Deliveries were made to ranches in the vicinity of Glendale and Lankershim twice a week. Edmunds' many trips were the equivalent, he figured, of driving around the world several times. He was later to serve three times on the County Republican Central Committee and nine years as clerk of the Burbank School Board.

The Gilmore family came to Burbank in 1889 and their original house was still used in the 1960's. Center of town included three places of business, the first general store, the first lumber yard and the first feed and fuel store.

Halburg was named postmaster of Burbank under the Harrison administration and served for about six years. During that time "the settlement" had a population of approximately 50, most of it scattered on ranches. The post office was "kept" in Halburg's little grocery which was located below the hotel he was to build in 1895. Two other stores were then present, one owned by Charles Goren and the other that of Edmunds. Roads were dusty. Automobiles were only heard of. Valley towns were vast grain fields. For his postal service Halburg received \$10 a year. Receipts of the post office ran about \$110 a year.

With the boom gone so went the Burbank Times. John B. Marshall recalled the time in 1889 when his cousin, Rudy A. Marshall, owned and edited the Burbank Times and was a justice of the peace as well. In those days Burbank "wasn't bigger'n a wart, but its people were hopeful of the future because of its splendid location."

A Brother Thomas from the Maclay College of Theology was active in Burbank church work. The Burbank church was incorporated on April 28, 1888. A. L. Burbank was a trustee. When the Presbyterian Church, built in 1888, was blown down by a windstorm, it was rebuilt.

Where Burbank had some dusty roads in 1888, the rest of the Valley had virtually none. But grading for a steam railroad was completed by 1888 to Burbank as terminal point for an extensive "subdivision." A narrow-gauge dummy line to Los Angeles began but faded, as did an extension of the Glendale Steam Motor Car line. But Mother Edmunds recalled that the horse carline on Olive Avenue was active in 1888.

In contrast to Portsmouth, Ohio, which they had left, Mother Edmunds said that "if heaven were as much more beautiful than Burbank as Burbank is than Los Angeles, it certainly must be wonderful." Only a dozen houses were scattered about town at the time, plus the old

Brick Block, the Goren Store, and the Burbank Villa. For fire protection the town drew on a two-wheel handdrawn hose cart owned by the Providencia company.

William Ludlow and his wife Ida May Gloria were among the first couples to settle in the town, and their son Ray G. Ludlow was the first baby born here. During the height of the 1889 San Fernando Valley flood, one of the worst in history, the Ludlows were wed in Los Angeles. As the couple returned to Burbank from the ceremony, they were forced to swim their horses across the raging Los Angeles River. Ludlow was employed in the furniture factory and later ran his own ranch for more than twenty years.

### THE NOT SO GAY NINETIES

While many people drifted away, nevertheless population of Burbank Township in the 1890 census came to 2,996 and in San Fernando Township to 1,110. When Benjamin and Lydia Askew arrived in Burbank in 1891, they said that the entire Valley had 1,800 people.

The depression now added to the collapse of the boom. So great was the change that where in 1880 the assessed valuation of Los Angeles County was \$20,000,000 and by 1887 had reached \$63,000,000, by 1890 values were back to the \$20,000,000 mark. Suffering was acute in Burbank. Many a ghost town almost littered the maps of the time and were but whistle stops along the railroad. Chinese and other laborers fled the area. Cahuenga Pass remained a narrow dirt road, "difficult" to negotiate. The great flood of 1890-91 devastated the few roads.

A powerful windstorm struck Burbank on December 11, 1891, and collapsed the Presbyterian Church. Rebuilding began at once, and the second building was ready on February 5, 1893. But for most of the decade of the 1890's drought was second to no other disaster in making life difficult. The little water pumped for irrigation came in the main in the southeasterly part of the Valley near Burbank. An earthquake, later, in 1899, did minor damage. Then about two miles of 23-inch water pipe were laid at Burbank.

During a flood of 1891 the Weddington family, which was to settle at Lankershim (North Hollywood), rented a house in Burbank until they could build their own. In 1891 an Act of Congress set aside what became Angelus National Forest to preserve timber supply and insure regular water flow in river and stream systems, an early ecological master move.

In 1892 Gene Baker bought land at Burbank where Disney's studio was to stand. Frank A. Halburg bought Mrs. Goren's grocery store on April 28, 1892. Dr. W. S. Gibson bought four lots for \$15 each in 1896 and kept them for decades, building on them in 1930 when he returned to Burbank for his health. Ed Radcliff said of 1896 at Burbank: "Sight unseen, my father traded 100 acres of Nebraska farmland for three acres at Olive Avenue and Victory Boulevard back in 1896 when he was forced to move to California for health reasons."



Burbank's excellent land drew farmers from the midwest. Orville Myers came to Burbank in 1890, bought ten acres of land and went into farming. In time he owned 78 acres and other property, only to move into real estate and banking later. Colby and Nancy Margaret Brown came in 1890 to farm. Their son, Paul P. Brown, was born in Burbank on May 20, 1895, and was later to be a prominent resident. When the Askews had their ranch in Burbank in 1891, young Fred Askew drove a horse and wagon loaded with vegetables and watermelons to market. He started at 3 a.m. to reach Los Angeles by 6 a.m..

When she first came here some time after 1892, Mrs. Clara Carpenter recalled how her family owned a ten-acre prune ranch. H. S. Sprinkle arrived in Burbank in the "big boom" of 1893 with eight head of horses, \$250 in his pockets and lots of ambition. A high-pressure realtor tried to sell Sprinkle the block of land at San Fernando and Olive Avenue containing the old Santa Rosa Hotel for less than \$9,000. Sprinkle bought a ranch on Alameda Avenue for about \$50 an acre and turned it into a prosperous farm. Oliver J. Stough bought 2,000 acres here in 1893 for a reputed \$50,000, start of a new colossal land combination at Burbank.

Dr. June Luttge Wilson, longtime Burbank resident and school teacher, recalled that her family from the East came to Burbank in 1893 and bought from Dr. David Burbank land totaling 25 acres at San Fernando Road and Alameda Avenue. The money was used by Dr. Burbank to build the Burbank Theater in Los Angeles. Barley and truck crops were grown by the Luttge family which had come West with all their household goods and horses and stock, loaded into box cars. Luttge bought a house for \$900 at Seventh Street and Orange Grove Avenue; the structure was still standing a half century later. June Luttge went to Los Angeles Normal School and returned to teach in Burbank for six years.

John J. Radcliff came to Burbank in 1894, bought 15 acres, and farmed on what grew to 40 acres. When J. D. Radcliff, later a mayor of Burbank, came in 1896, he farmed on 54 acres at what became Grand Central Airport, then considered part of Burbank.

In 1896 when John Edward Swaim sat on a Minnesota train reading a folder about Southern California and decided, "I'm going to California," a stranger named Hogan told him: "When I was in California, I went to a little place called Burbank. It was the liveliest place I ever saw, and I picked out ten acres near a river where I'm going to live some day. Suppose we charter a freight car together and go there?"

Less than a week later Swaim filled a freight car with furniture, flour, produce, horses, cows and chickens and billed it to Burbank. Host to the new arrivals was Burbank ticket agent Mr. Powell. Mr. Powell drove the Swaims to the only vacant house in town, at Third and Angeleno, where Mrs. Swaim and the children settled. Powell aided Swaim in placing the livestock in a corral near the tracks on South Olive Avenue, owned by Howard Fawkes. As soon as possible the Swaims bought ten acres and built a home. Swaim raised the first rhubarb which Los Angeles residents could buy in the market. With them from Minnesota the Swaims had brought enough produce to live for a year in case they found themselves in a

wilderness. Some barrels contained pork and sausage preserved by frying and allowing the meat to solidify. Meat kept perfectly even through the heat of summer. Mrs. Swaim exchanged much of it for California fruit. In a poem Mrs. Swaim recounted how the family had heard of Burbank.

Ed Radcliff recalled how by 1896 watermelons were "dry farmed" where Grand Central Airport was to go up. Melons grew in the Glenoaks Boulevard-Alameda Avenue District. Produce was hauled to Los Angeles by wagon and sold at the civic center for \$5 a load.

By 1898 Mr. Story established Burbank's first livery stable. Now Burbank was emerging as an important source for top quality watermelons and cantaloupes. Products from Burbank were found in distant markets.

In that decade, by 1893, Henry Luttge had gone in for oil drilling. "As oil land, it wasn't much," he admitted, "but for farming and making motor trucks it couldn't be better." From farm to oil to industry was to take all the way to 1917, a quarter of a century. Henry was brother of George and John Luttge, later to own the chief general store. All the family had come in 1893 by Santa Fe Railroad. The father was the first man to drill for oil in Burbank. The first well was dry. In time Henry became known as "Sweet Potato" Luttge as he specialized in this vegetable on land later to become "automobile row."

In retail trade by 1890 the Cash Edmunds family moved to its home at 228 North Orange Grove and moved the store to the Brick Block. Frank A. Halburg bought the grocery store from Mrs. Emily Forin and her son, Charles, on April 28, 1892.

Burbank community center moved up the hill to San Fernando Boulevard in 1894 as Cash Edmunds built the two-story masonry store building at the corner of Orange Grove and San Fernando. Supplies were hauled from Los Angeles by horse and wagon and sometimes, if quantity were sufficient, by Southern Pacific train. Saturday was a big day, for farmers from surrounding Valley areas would come to the Edmunds store to put in their week's supplies. Mrs. Edmunds Fairburn, daughter of Evans, a partial invalid from Civil War wounds, would help her father in the general store. Edmunds rented the hall upstairs to the Good Templars Lodge, Foresters Lodge, and others. People watered their horses before the store. Edmunds had a good well with a fine windmill and large water tank to supply house, barn and store.

Two lots at Olive Avenue and Sixth Street sold for \$35 in 1895, all paid in silver dollars by N. D. Hoskins, father of Mrs. George Luttge. Hoskins constructed a large home and barn there (much remodeled but still available in the 1930's). He also built the first Christian Church which stood for decades where the Masonic Temple later was erected. When George H. Luttge, who came to Burbank in 1896 in his celluloid collar and starched shirt, caught sight of Miss Hoskins expertly sawing wood at the rear of her family's new Olive Avenue home, he said: "Any girl who can fix a pile of wood like that is the partner for me." With his brother John he was to buy the Edmunds store, which



became an institution. There people could buy food, groceries, needles, paint, bolts of calico, highly colored candy and prescriptions.

Employment of the period was spotty. W. C. Thedaker considered himself very fortunate to get work at \$1.25 a day when he and his wife Emma came here in 1895 from Missouri. They built a home at 42 North Verdugo which was to last for decades. Mrs. C. H. Talley recalled that in 1897 her brother, Daniel M. Fry, had the blacksmith shop at Verdugo Avenue and San Fernando Boulevard. The Talleys often picnicked in Sunset Canyon, where a fresh water spring was an attraction. Charles G. Marone began working in peach orchards at Burbank in 1898 for 15 cents an hour. He kept at it for three years.

Seven years after arriving here from New York, Frank A. Halburg in 1895 built a hotel at Fifth Street and Angeleno Avenue. Halburg became the town's second Postmaster on April 28, 1892, when he bought Mrs. Emily Goren's grocery. Burbank's third Postmaster was William P. Rupe, who took office on March 24, 1894. The post office was moved to the brick block building at the northeast corner of Olive Avenue and San Fernando Boulevard. There it was to stay for some nineteen years. Children after school would come to pick up family mail, and the post office would be a noisy meeting place for them. Cassius Edmunds was appointed postmaster on March 12, 1898, and held the post until April 14. On April 14, 1898, Charles E. Patterson was appointed Postmaster. The Gilmore family, including sisters Clara, Martha and Margaret and their brother Sam, got to Burbank in 1899. Sam was both the first mail carrier in Burbank and also owner of the first bicycle.

In an edition of November 6, 1896, the Burbank San Fernando Valley News indicated that it was in its eleventh year.

#### SMALL TOWN LIFE

Boom or bust, depression or prosperity, people lived well at Burbank. Henry Luttge and Miss Bell Robison wed in the house, built in 1895, in which her family had lived for almost a year. Picnics in the hills drew the young. By 1893 they used their bicycles to reach Sunset Canyon and other favorite areas.

At San Fernando and Magnolia Boulevards the Edison schoolhouse was erected in 1891. It had 70 pupils. Young Fred Askew recalled that while he lived in 1891 on a ranch at Providencia Avenue and Victory Boulevard, "I remember attending the old yellow grammar school on San Fernando Boulevard. Mr. Chandler was the principal and didn't tolerate any monkey business from anyone. Grace Buffington, Clara Crane, the Pogue girls, the Fischers, the Gilmores and the Luttges were all classmates."

Rebuilding of the Presbyterian Church, knocked down by the windstorm of December 11, 1891, was completed by February 5, 1893. Dr. W. S. Gibson came to Burbank in 1895 and for years was the only physician in the town. For a time Dr. Gibson lived at Fifth Street and Olive Avenue where the Burbank Hospital was to stand later. Then

he sold two lots and a ten-room home for \$300 and left for a Ventura ranch; when he returned decades later, in 1930, he still owned land here and was to build on it.

Recreation was something the young knew how to handle well in 1890's. Bicycles started to come in. Rabbit hunting was a popular sport. Watching the railroad train puff up to the mustard-yellow Burbank station was exciting.

In the 1890's people had difficulty walking up the hill along Olive Avenue where narrow paths were lined with weeds taller than one's head and vicious goats were encountered. For many years the city fathers had entire crews out weeding.

Youngsters would recall the narrow gauge railway, running parallel to the Southern Pacific tracks, which linked Burbank to the 'big city' of Los Angeles. Lindley and Widney, in their 1896 work on Southern California, called Burbank "a principal village." Bill Weaver was still running the L. T. Garnsey Livery Stables and later a horse and buggy taxi service in between duties as deputy sheriff.

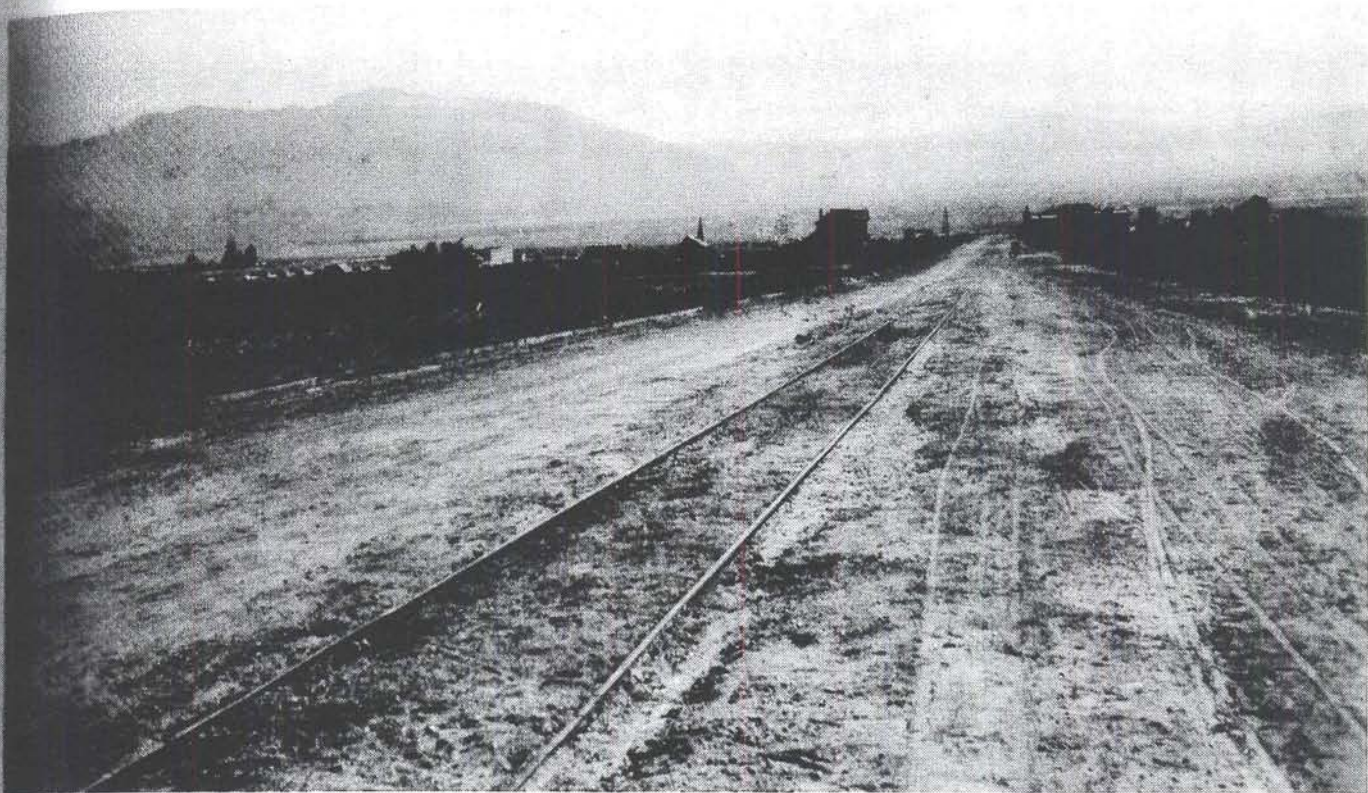
In 1896 the Southern Pacific Railroad began work on the Coast Line which branched from the main line at Burbank and crossed west to Canoga and then went north through the Santa Susanna Tunnel. Mexican and American labor joined to complete the line. Railroad distance to Los Angeles was listed as nine miles. In 1898 Thomas Story put in the first livery stable; eventually he sold the property to Orlando C. Lane, who later established the Ford Garage there. Years after, Reimer's Department Store went onto the site.

Water in the 1890's was supplied at Burbank by a gravity system of the Miradero Water Company, a private firm. It had two reservoirs, one of two-million gallons capacity and the other double that. Water came from a creek in Tujunga Canyon. About two miles of 23 inch pipe were laid. In 1890 the first water was pumped up for irrigation. Earl Dufus in that period "planted fruit which, at first, grew without irrigation, until the first irrigation ditch was put in. Then we had to water everything the new way."

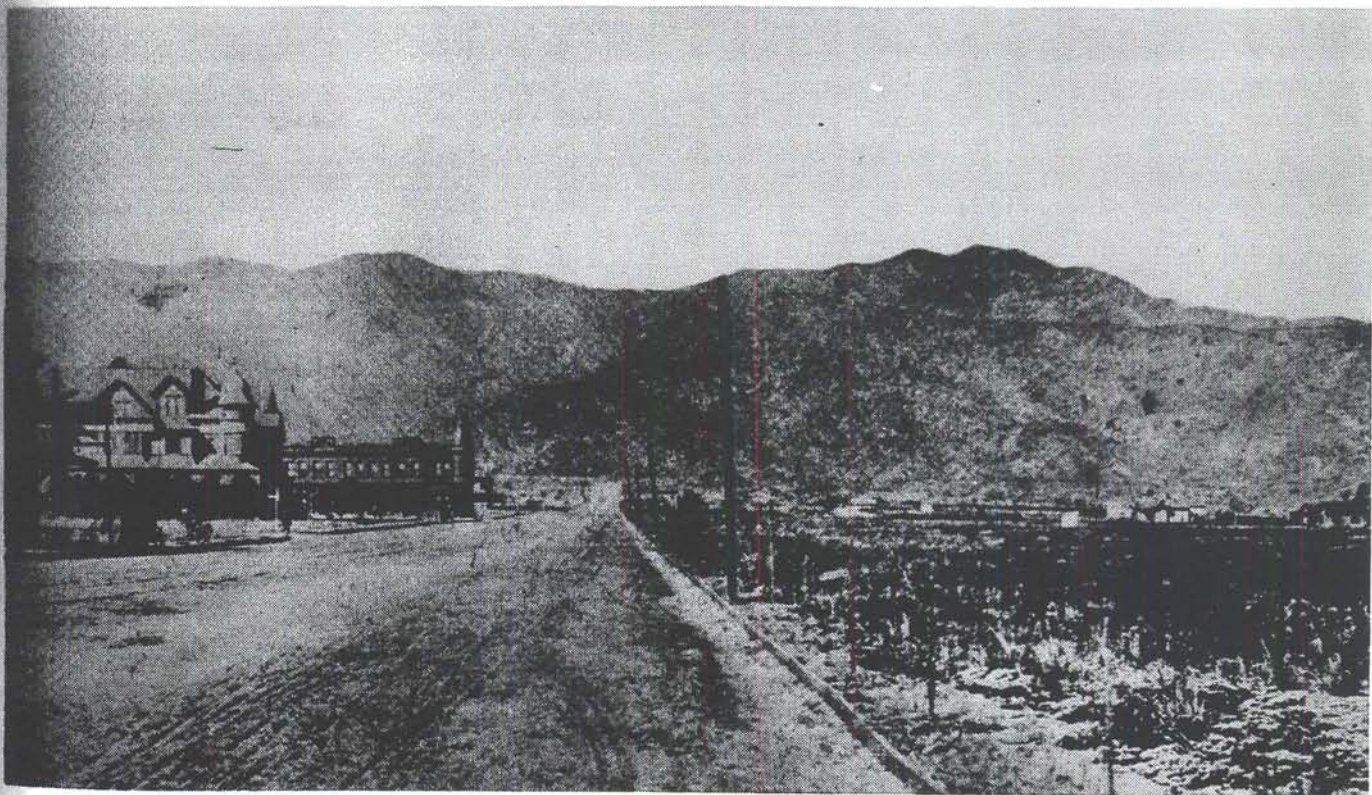
Paul Brown said, "the most important thing in the entire development of Burbank as a community was the extensive irrigation." Brown, born here in 1893, noted how an irrigation ditch led from the Toluca Lake dam up to Providencia Avenue to Glenoaks Boulevard and Grandview. The ditch watered his family's farm. In the fall the Browns cultivated grain, in the spring, melons, and throughout the summer, hay and fruit. Simultaneously, pumping plants encouraged animal husbandry throughout the Valley.

Burbank was once so moist that irrigation was unnecessary in the old days, when Abel Dufus arrived from Nebraska in 1896. They were met by the owner of the land, Fyrus McFarlane, in a one-horse spring wagon. They had made a "sight unseen" trade, which proved a happy one. At the time the Bly ranch in the Valley was almost swampy. When a Purtle ditch was installed the length of the Valley by Los Angeles interests, this lowered the water level. Irrigation became necessary.



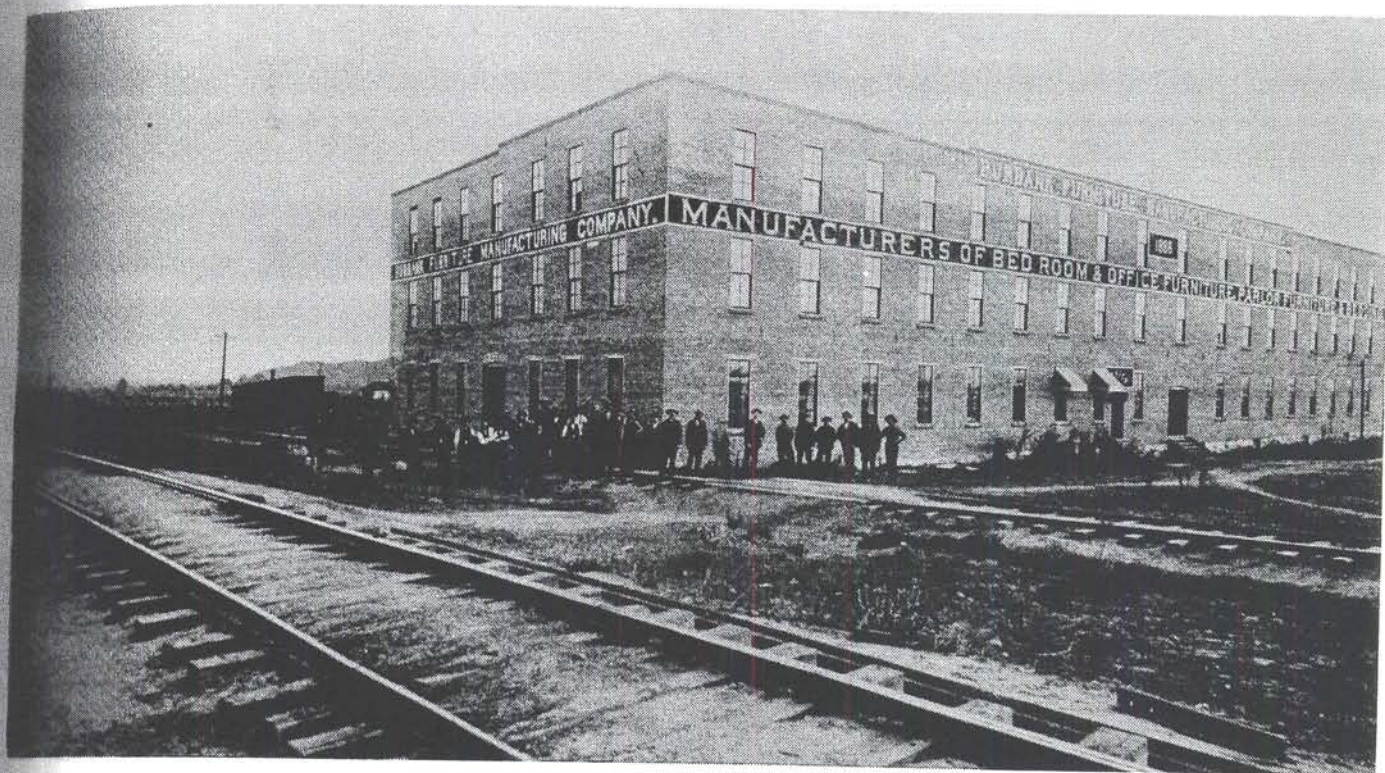


*Olive Avenue, 1889, looking southwest toward  
the center of town*



*Olive Avenue, looking northeast toward  
the Verdugos.*





*Burbank Furniture Manufacturing Company,  
Burbank's first factory, established 1887,  
at the Verdugo grade crossing.*

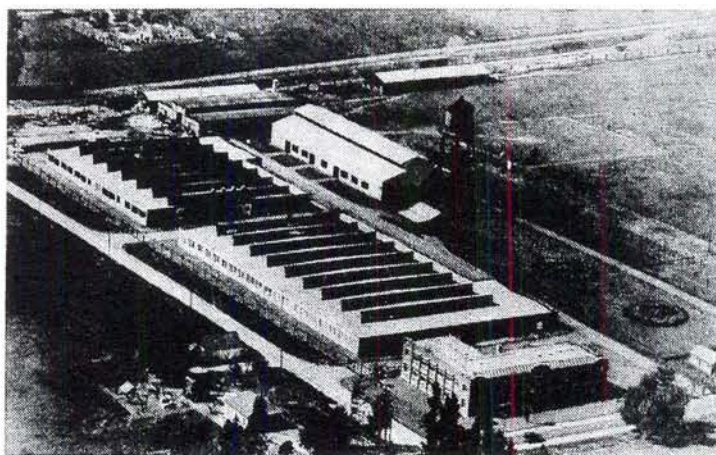


*Luttge Bros. grocery wagon, at end of a round  
trip to Los Angeles for groceries*





*Edison School, built in 1891, at corner of San  
Fernando Road and Magnolia Avenue*



*Moreland Truck Company plant, Alameda Avenue  
and San Fernando Road. Established 1917*

The Valley tips down at this point and the Los Angeles River is near the surface. But in the period 1898-1899 precipitation was but 5.59 inches, the lowest on record to that time.

#### DR. DAVID BURBANK PASSES

Dr. David Burbank opened his Burbank Theater on Monday, November 27, 1893, in Los Angeles. The Burbank, which could seat 2,000 people, was listed as the most complete and elegant family theater in the west. "Shadows of a Great City" was the first play presented, not a poor harbinger of events to come in relation to Burbank's name. Soon the Burbank became the leading theater and opera house in Los Angeles. Burbank also built the Tally-Ho Stables.

The day Dr. David Burbank died at 73, on January 21, 1895, his Burbank Theater was showing Jeffreys Lewis in "East Lynne." Burbank, a resident of this area for just under thirty years, left a widow, a daughter, Mrs. John W. Griffin, and a brother, Franklin Burbank. The several obituaries of the prominent land investor and retired dentist told of his birth at Effingham, New Hampshire on the Saco River on December 17, 1821, of his early childhood in Cumberland County, Maine, and his practice of dentistry at Waterville, Maine, until 1853. Dr. Burbank moved west to San Francisco in that year and was a highly successful dentist there until 1866, for he was able to buy the old Providencia Rancho and western portion of Rancho San Rafael for \$9,000. After retiring from dentistry in 1872 he developed his Burbank Ranch as a sheep area, sold it in 1886 to the Providencia land company, but stayed on as a director. He owned much land in Los Angeles and the county as well and was a member of the Masons and various Scottish Rite Orders.

Thomas Shelton was to come to Burbank in 1899, buy 80 acres of property, and eventually become a subdivider and judge. Shelton Avenue, a street in a tract he subdivided, was named in his honor. Walter A. Story was born to Emma (Fischer) Story and Thomas Story in Burbank on January 23, 1899.

In 1899 James J. Jeffries won the heavyweight boxing crown, an event which was to have repercussions in Burbank, his later and longtime home. Burbank closed out the nineteenth century a village with surrounding ranches and small farms. It was a productive area slowly emerging as a quality crop producer because of excellent soil, specialized farming, and diligent newcomers of considerable skill. Most of all, it had hung on through boom and bust and depression and drought and had found the way to survive the calamities of flood and storm as well, where other areas had perished.



## CHAPTER 6

### TURN OF THE CENTURY FARM COMMUNITY

While Burbank township in 1900 was reported by the national census to have 3,048 people, up but 52 from the 2,996 of 1890, the Thirteenth Census gave no specific figure for Burbank proper. One estimate is that Burbank had 300 inhabitants in 1900. In 1902 Ray Sence arrived and said that population had reached 500. But as late as 1908 Burbank, while a town, did not qualify for inclusion in the government census under its own name since the population was under 500.

Of that period Howard G. Martin, who arrived in 1908 and was to grow up on the Dr. David Burbank Ranch, was to say, "I once knew everyone in the community." By 1910 Burbank had 700 people according to Standard and 900 according to Sanborn maps.

### THE VILLAGE DAYS

At the turn of the century the foothill village of less than 500 people stretched from Grandview Avenue to the Lankershim (later North Hollywood) line. Railroad maps showed Burbank as the junction of a short line of railroad to Chatsworth Park.

James was to write that Burbank was "a thriving town of considerable pretentions." By "pretentions" he meant it had a fine hotel, good businesses, three churches and, in a new edition five years later, a bank. "Here fine deciduous fruits, potatoes and grain are raised in abundance," wrote James. "The mountains overlooking Burbank in the Verdugo, and in driving, riding or walking many an exquisite spot may be visited in the canyons, valleys and mountain nooks between the town and the Sierra Madre range." Others called Burbank "a horse and buggy village."

Jack Anderson bought land for a home for \$1800 in 1903; the lot had originally cost \$50. A. B. Handorf around 1904 purchased the Hearst Ranch at the foot of Live Avenue near the Los Angeles River. Handorf, owner of the Los Angeles Creamery with several partners, was to move his dairy to Burbank in 1911. Meanwhile, the second great San Fernando Valley land boom, after that of 1887, began in 1905, and encouraged people to buy property again after the slowdown of the 1890's. Any lot in the foothill district of Burbank could have been purchased for \$50 in 1905 when Mrs. Anna Olsen came to the village.

Dominico Tusio arrived to join others in the Tusio family from Philadelphia in 1907. Tusio bought 155 feet of San Fernando Boulevard frontage near San Jose Avenue for \$1500 (worth \$30,000 in 1937) and was to own 53 feet of the corner plot 30 years later. When Mr. and Mrs. Herman Koppes came in 1907, she started in the real estate business. Realtors would get 2.5 per cent on sales. Still, an acre along San Fernando Boulevard sold for \$2,500. While the huge auction of 1910 of the vast Van Nuys Ranch holdings in the west signaled the end of the

big farm era for the Valley, that era was long dead in Burbank. There, nevertheless, on November 19, 1910, Wood's Ranch was auctioned. Higher uses of land were sought.

The Brick Block of two stories went up in 1900 and at the time was the only such structure in town. Palmer, in writing of Hollywood, said that nearby lay the little town of Burbank with some 20 small houses and a large red wooden hotel, the sign of a recent boom. By 1902 newcomers found one built-up block in the business district from Orange Grove to Olive, on the hill side of the street.

The 14-room home of O. J. Stough on Sixth Street near Cornell Drive was ranked as a major landmark of Burbank by this time. Stough, who held up to 6,000 acres of Burbank property, was an elderly millionaire who was to live beyond a century.

In 1904 W. E. Kirkpatrick slowly and laboriously hauled building materials from Los Angeles for a home in Burbank. Five dollars a month rent and the water paid was the total cost for the best house in Burbank in 1905, Mrs. Cora C. Goodall recalled. Her family arrived in April, 1905, when there were little more than a dozen houses in the hill section. Mrs. F. S. Webster, widow of Burbank's first City Clerk of later years, spent summers at Burbank after 1906 to get away from the heat of Imperial Valley. She liked the town so much that she was to spend the rest of her life here. "There was nothing to obstruct the view from my house in the old days," said Mrs. Webster. "I don't know whether I like all this building or not," she added of the tremendous construction of three decades later in the war boom years.

When Mrs. P. A. Fainot came to Burbank around 1908 she resided in a little house which later became a virtual landmark (at 506 West Sixth Street). The house was then almost in the country. Besides the two acres where the family home stood, the Fainots owned 20 acres in the heart of Burbank. The Martin homestead was erected at what became Warner Boulevard and Avon Street about 1908. By 1910 four brick structures and seven concrete ones were up in Burbank, among them McClure's winery. There were no vacant houses.

#### THE AGRICULTURAL TOWN

Burbank had survived the horrible bust of 1888-89 and the depression 1890's and terrible drought as its farmers made use of the special soil conditions to grow vineyards and alfalfa, peaches and melons, and vegetables. As a cantaloupe supplier Burbank was soon without peer throughout Southern California. Horse and wagon got loaded up for the three-hour trip with produce into Los Angeles. Between fine sand loam and underground basin water Burbank was able to produce crops of exceptional taste. Burbank was known as a fruit bowl, but its sheep were active too.

In those years Burbank had a garlic factory, but the smell so annoyed many persons that they insisted that it leave. Those were the days when Albert Erickson raised vegetables and melons on his own ten



ten acres. Ray R. Sence said of Burbank in 1902, "We made our living from the earth." When only 15, Ray was allowed to drive a 32-horse and mule combine harvester over the then agricultural Valley, a real accomplishment. With his father and mother, Paul Knapp came to Burbank in 1902. They bought 60 acres of land and planted it to alfalfa. In his youth and later work Knapp was to find many Indian artifacts.

W. E. Kirkpatrick came to Burbank in 1903 from Pana, Illinois, and bought a ten acre ranch. In a single year he sold as many as \$5,000 worth of potatoes, almost as the advertisements of land salesmen said. At times Kirkpatrick would sell the potato plants and made \$1,500 a season from a large Los Angeles seed house. Addison Sence in 1903 began farming, kept at it for a decade, then left for Eugene, Oregon, only to return and enter supply work. His retail business in Burbank and in Roscoe, Reseda and Lancaster supplied many Valley farmers. Handorf was already in charge by 1904 of the onetime Hearst Ranch, a noted alfalfa raiser. In 1904 strawberries raised at Burbank were widely distributed. James remarked the fineness of the deciduous fruits, potatoes and grain.

The Randisi Winery went up in Burbank in 1906, to last for a half century and later to be ousted as an eyesore by a subdivision. Shades of Dr. David Burbank's sheep were present in the first decade of the century. In May, 1907, great herds of sheep grazed on Burbank land. In May, 1908, a large herd of sheep passed right through the main part of town, to the complaint of the Burbank Review that this came "after the village had grown large enough to build a school and attract a bank!" So much dust was raised by the passing animals that the small bank had to be closed "to keep the dust from completely stopping business!"

L. B. Taylor was foreman of the Stough ranch of 2,000 acres around 1908. Mr. and Mrs. J. F. Gill came here to work on the ranch, next door to which Taylor lived. Mrs. P. A. Fainot recalled how a storm removed most of the top soil in 1908 from land east and south of Olive Avenue and ruined orchards. Land had to be planted to grain for several years before rehabilitation was complete. When J. M. "Alfalfa King" Thrasher came to Burbank in 1908, he bought 20 acres in what became Magnolia Park and planted rows of flowers around the entire ranch. He expanded until he was farming 120 acres. When he retired in 1919 and moved to the "city", he took along his favorite cow.

The slight beginnings of industry in 1904 involved the lumber yard which J. L. Robinson opened. He had bought two vacant lots and one lot with a red barn that had housed a school. His sons, Porter and Ira, aided him. Ray Linn, the next owner, moved the lumber business, then sold it to Russell Mullin, owner of the Burbank Lumber Company of later years. Woolworth's later replaced the first lumberyard. Steel-tired wagons delivered the lumber. Unknown to Burbank people at the time, in a remodeled store in far-off New Castle, Pennsylvania, four brothers, Harry M., Jack L., Albert, and Sam Warner, opened their first motion picture theater.

Frank A. Thalburg was still running his general store in 1900,

H. S. Sprinkle noted. Cash Edmunds' family sold their store, which they had operated since 1894, to the Luttge Brothers in 1905. Hitching racks ran the full length of the store and along Orange Grove as well. June Luttge recalled later that Burbank of the early 1900's was a sleepy ranching community, which business centered on the "brick block" at San Fernando and Olive Avenue and at Orange Grove Avenue where the Luttges had their store. Trips to Los Angeles for supplies were made by wagon and team. With an early morning start and an after dark return the trip could be made in a day over dirt roads.

B. J. Rummell came to Burbank in 1906 and was employed at Kendall's store. Later he ran a 20-acre ranch. In 1907 the only furniture store in Burbank was run by Charley Ham. A drygoods store was run by George Wood. There women could buy heavy cotton stockings and whalebone corsets. "Better than Los Angeles bread," an advertisement for a Burbank bakery held in 1910.

Burbank State Bank, the town's first bank, opened in 1908 near the corner of Olive Avenue and San Fernando Road. H. A. Church and his son, Ralph O. Church, bought a 30-foot frontage on San Fernando for \$1,000. Capital stock of \$25,000 was offered. When the bank opened on April 1, 1908, \$30,000 were received on the first day of business. Of this "a good share," Church said, "had to be washed because it had been dug up from hiding places in Burbank backyards." Of money received from residents, Church remarked, "they brought it to me in cans, in old envelopes and in gunny sacks. Some of it was so mouldy the denominations were barely distinguishable, but most of it was in silver." Ranchers were paid in silver coin, seldom in checks and greenbacks, for their produce in Los Angeles markets.

Early in the morning they would bring in flour sacks of money to the bank. First depositor was O. J. Stough, the largest landowner, then nearing 90. Stough deposited a check for \$500. The original bank officers were: H. A. Church, President; A. O. Kendall, Vice President; and Ralph O. Church, Cashier. Among the directors were: J. T. Shelton, Orville Myers, E. A. Knapp, Martin Pupka, and Charles B. Fischer. In 1911 Thomas Story and J. H. Avery were added as directors.

Church, who had come from Marshalltown, Iowa, to visit his parents in Los Angeles, was induced to stay thirty days to see if he liked the west and to act as cashier in the bank the elder Church was opening in Burbank. Church never left. Population at the time was 500, Church estimated. The bank was a one-story building. In the back room several women served ice cream and cake to the customers. The bank chief had to go out to invite in people driving through the little village. The front road was of dirt. Next door was a livery stable owned by Thomas Story. Coal oil lamps lit the bank. Sheep raised clouds of dust on the dirt road.

Everything in banking was done by hand. Church was not merely cashier but also janitor and messenger. For the bank lot Church paid \$1,000, although he could have bought the lot on which the later Owl Drug Store stood for \$100. Less choice lots went for \$15 to \$25. Filling the town with a marvelous odor were melons and strawberries going 16 boxes for a quarter.



Weekly, Church would ride the Southern Pacific to Los Angeles with thousands of dollars in a bag beside him. Over the weekend he could keep the money at his father's home. "People were honest in those days. No one ever tried to hold me up," Church stated. "Ranchers never thought anything about coming back from market late at night with their summer's income tossed in the rear of the wagon. Before the bank came, they just kept it around the house somewhere." When Church took his hour for lunch, he closed the bank. He also closed on every holiday he could claim. For a time Church was City Treasurer and also treasurer for every organization which could impose on his good nature. By 1909 the bank reached deposits of \$82,000, up from the \$50,000 of 1908.

#### MOVEMENT OF PEOPLE

In the early 1900's roads and streets were still chaotic. Cahuenga Pass to Los Angeles was a small trail. It was surrounded by deep canyons dense with chaparral, buckthorn, holly, manzanita, California lilac, aconite, and scrub oak. Ray Sence noted that in 1902 San Fernando Road, covered with decomposed granite, was the closest to being a street. In 1909, Walter Story remarked, "San Fernando Road at that time was not paved." In 1903, recalled Mrs. Jack Anderson, Burbank was a dusty spot. Olive Avenue had a solid row of pepper trees but no paving. But in 1907 the first great cuts and fills were made in Cahuenga Pass. A boardwalk served as the sidewalk in the business section of Burbank until the Luttgies decided to put cement work before their store. Other merchants began cementing.

About six automobiles a day were coming over Cahuenga Pass in 1905. In 1908 Burbank had one car and only the owner was proud of its possession. To Walter Story in 1909, "it was quite an event if three automobiles drove by." A major happening was when several score automobiles jammed through Burbank in 1909 on a race to San Francisco.

Still, a horse car around 1900 drove up Olive Avenue. At the turn of the century Orlando C. Lane established the first bicycle shop in Burbank. From 1904 to 1911, Earl Dufus served as Southern Pacific local agent in Burbank. A. E. Dufus was for long years the oldest businessman in Burbank, his family having arrived in 1896. The railroad was working to complete by 1906 a line from Burbank to Chatsworth, which made Burbank the junction point for the two main lines of the Southern Pacific.

Pacific Electric built into central Glendale from Los Angeles in 1904, but no farther. In 1907 J. W. Fawkes had patented the first monorail car in the United States, his "Aerial Swallow." Fawkes sought to run the monorail from Burbank to Tropico (later South Glendale). He had built one 56-passenger monorail car and a short line on his ranch on Olive Avenue between Lake and Flower Streets. He was unsuccessful in securing the right to build the line, which, it was held, did not complete its first test run.

Since Burbank even as late as 1908 had but one car, to get to Los Angeles meant going to the Glendale car first, across a three mile road which was dusty in summer and muddy in winter. People would hitch

rides on hay wagons to reach Glendale. W. E. Kirkpatrick's truck was the first in Burbank, around 1908. Many thought he would "break his neck." But he operated the truck day and night to move furniture and produce in and out of Burbank. Railroad fare to Burbank in 1910 was 34 cents. Few minded the slow pace of transportation.

### SERVICING THE 500

Steadily the village of 500 developed its own services. June Luttge, annoyed by chickens, one day in 1905 started a little fire which spread to the pepper trees on Olive Avenue. In 1909 the first piece of Burbank fire fighting equipment--a fire bell-- was purchased. The volunteer fire company had one hand hose car and 500 feet of rubber hose "not in good condition."

Kerosene and gasoline lamps lit Burbank. The Luttges were responsible for Burbank's first street light. Every night a Luttge would pump on a huge Coleman lamp and hang it outside the store so horse and buggy travelers who got caught out after dark would know when they had reached the thriving Burbank of 1905. This was still before the era of either gas or electricity for lighting.

In August, 1900 the Burbank exchange, oldest of Pacific Telephone's lines in the Valley, was established. By 1904, in the three communities of Burbank, Glendale and Tropic, there were 60 suburban magneto telephone services from Los Angeles. They used the prefixes of Alta and Flora. One account held that in 1905 Burbank had two telephones, which barely rose by 1908. Moreover, as Dr. Elmer H. Thompson was to remark, there were as many as seventeen parties on one telephone line.

The great flood of 1906 isolated Burbank for three weeks. Since there were very few buildings, the damage was to agriculture and cattle.

Los Angeles City brought a water suit in 1900 against more than 200 ranchers cultivating 5,000 acres of land in and near Burbank. It was difficult to hold that Los Angeles alone could use water from the river basin when, as H. S. Sprinkle was to note, an artesian well was bubbling near Front Street and Olive Avenue in Burbank. Watering troughs and sprinkling wagons were used in 1901 when Warren Watson Brooks arrived for a short visit in 1901. In 1907 Los Angeles voted for a \$23,000,000 bond issue to bring water to the San Fernando Valley from the Owens River Valley, 250 miles away, within six years. No Valley resident voted on this. Burbank was outside this entire plan. In 1910 an irrigation system was going in to this "agricultural town." Miradero Water Company, with its two reservoirs, still supplied Burbank.

In 1901 the town became a third class post office with a postmaster and a clerk who provided both residential and business deliveries. Charles Fischer was postmaster from April 18, 1902, to 1914. Fischer, who was also in the real estate business from 1903 on, was to serve as Police Judge and to build the first stucco house in Burbank. Nights he played in the city band.



William Ladds was deputized to deliver Burbank's outgoing mail to the Southern Pacific station. Twice a day he got out his wheelbarrow and trundled the mail sacks to the mustard colored depot. For this service he was paid ten dollars per month. Ladds, who operated a barber shop on San Fernando Boulevard, then a dirt road, shared the building with Charles Fischer, who managed the post office.

The first woman to deliver mail in Burbank, Mrs. Mathilda Beall Murphy, began working in 1905. She served as rural mail carrier to 1911. In a handsome high-axled Mitchell automobile, later Mrs. Murphy drove 27 miles a day to deliver mail to 200 families in West Burbank. Despite punctures and carburetor trouble, the mails always went through. Mrs. Murphy said that the post office was required to keep open Sunday mornings so that churchgoers could collect the weekly accumulation of post cards and Montgomery Ward catalogs. In 1908 mail was brought in a horse and buggy and later in puffy automobiles that could scarcely make the grade up Tenth Street.

"When we came here in 1902 there was just one police officer, known as the Sheriff," said Mrs. Jennie Tusso, "and he let people do about as they pleased." While mowing hay at San Fernando and Olive Avenue one fall day in 1906, W. E. Kirkpatrick mowed up two stolen bicycles. He took the wheels to Orlando C. Lane, bicycle shop owner, and the two traced the numbers to their owners in Los Angeles. Bicycle theft was common then, with even Dr. Elmer H. Thompson losing his cycle to a thief. Locks were harder to come by in those days.

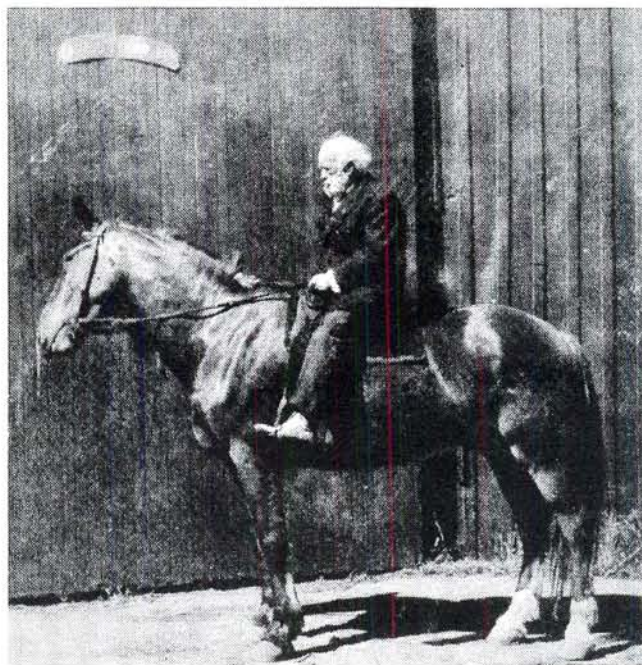
Dr. Thompson came near death one night when on his night hospital rounds in January, 1909, he observed the darkened single bank of Burbank. He had an arrangement with Ralph O. Church, the banker, to watch to see if the kerosene lamp in a certain place at the cashier's window in the bank was moved or not. Dr. Thompson saw that the lamp this night showed signs of having been moved. The physician held his own lantern high through the window but saw nothing inside; he passed on. Next morning when Church and Officer Bill Weaver entered the bank, they found that someone had repeatedly tried to dynamite the inner vault and had failed. Less than \$55 was missing from the outer vault.

Later that week Officer Weaver saw a well dressed youth carrying a black satchel, and since he was too well dressed for a country village, Officer Weaver demanded to see the contents of the satchel. Burglar tools were found as well as explosives. Through this arrest the burglar, an ex-convict, was apprehended. The well dressed youth within two weeks admitted to a court that he was in a tree outside the bank as a lookout while Dr. Thompson was looking around the bank, and that had the physician looked up in the tree, he would have shot him. Within two weeks after the crime, the two involved were sentenced to long prison terms.

#### CHURCH, HOSPITAL, NEWS

For long years Sacred Heart Church, East Los Angeles, had jurisdiction over the Burbank area. But then in 1902 people of the Catholic Church started going to mass upstairs in the brick building at



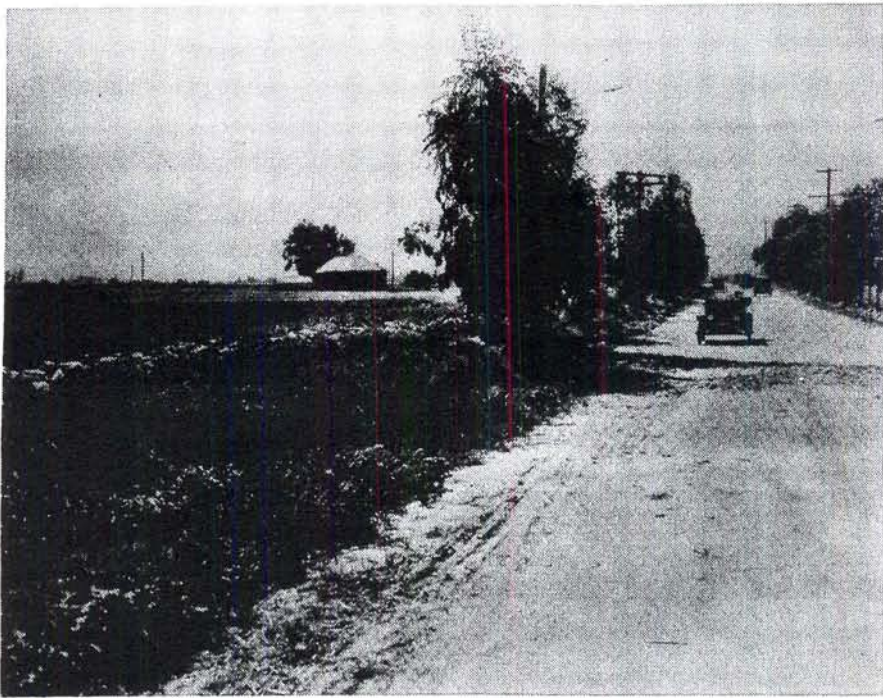


*O. J. Stough*

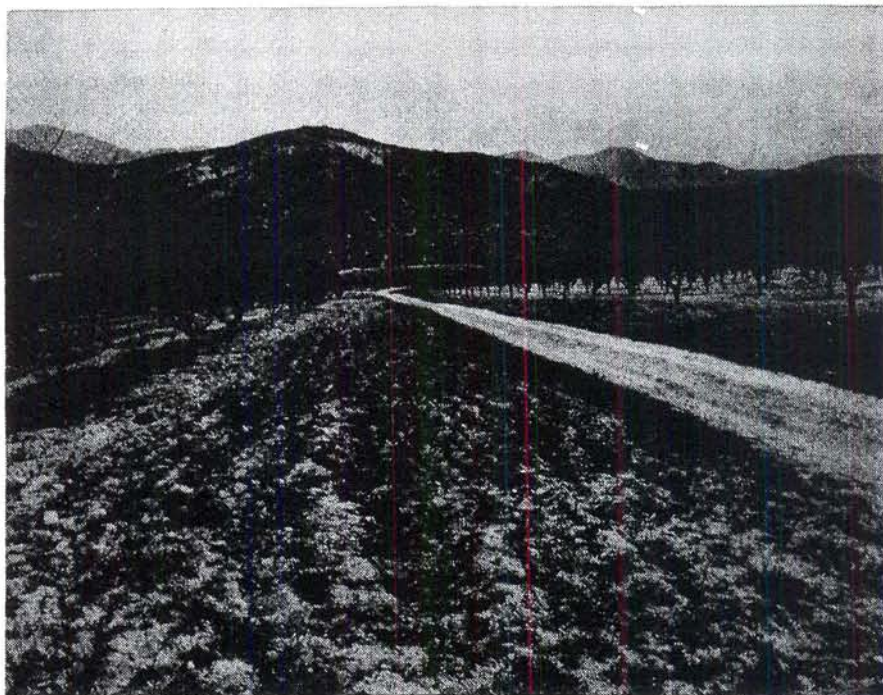


*Sixth Street, looking northwest, from in front  
of Stough Ranch House, 1914*





*San Fernando Road at Scott Road, 1914 (Stough  
Ranch pumphouse at left)*



*Stough Ranch orchard*



San Fernando and Olive Avenue. The William Van Horn family attended the First Christian Church in the small frame building near the later city hall (of 1937). Rev. E. V. Chapin was pastor.

From 1907 on Father Daniel Daly of Sacred Heart Church conducted services each Sunday. Later Burbank was joined to Glendale as a parish by Bishop Conaty. Father James O'Neill would offer Mass in Glendale and drive to Burbank for a later Mass at Forrester Hall. In 1908 construction of a wooden church, at a cost of \$2,000, began. Land was bought by Clementine Lamer, Alphonse Brosseau and Charles B. Fischer and donated for Burbank's first Catholic Church.

Dr. Elmer H. Thompson arrived in Burbank on April 19, 1905, fresh from a year's practice in Superior, Wisconsin. For days he tramped over the Valley from Glendale to Calabasas before deciding to hang out his physician's shingle in Burbank. "I reasoned this way," said Dr. Thompson. "I knew Los Angeles County would grow. Glendale was being settled by laborers, clerks and workmen, and there would be slack seasons when they would be unemployed. Van Nuys and Newhall were far from the city. Burbank was settled by substantial ranchers." Dr. Thompson added, "I believed a man working close to the soil is an honest man. He may be slow paying, but he takes his obligations seriously and is very appreciative." He was to remark, "No old-timer has ever tried to beat me out of a thing."

Having picked Burbank, Dr. Thompson bought a bicycle and set up his office at his home near First and Olive. For many miles around he pedaled his bicycle. For his first patient, Henry Hays, young Dr. Thompson pulled a tooth, charged him a quarter, then gave him a dollar's worth of pain medicine. Mrs. Jennie Tusso recalled that he was the only doctor within a half day's ride.

So young, he was known as "The Kid." Dr. Thompson was called in when Dr. Hale was to treat a man who, while speeding down San Fernando Boulevard, ran head on into a wooden cat rake. A tine pierced his heart. Dr. Hale told neighbors to send for "The Kid physician and undertaker." When Dr. Thompson arrived, he sterilized his instruments in a dishpan, cleared a dining room table, and made operating room assistants of the curious gathered around the injured man. First removing a rib to expose the heart, Dr. Thompson kept blood circulating by squeezing the organ with his hand while he washed out sand and hay dust from the ugly gash in the heart lining. He sewed up the cut, closed the chest, and saw the victim safely in a feather bed. To everyone's surprise, including Dr. Thompson's, the man recovered--but failed to pay his bill. No one called Elmer H. Thompson, M.D., "The Kid" any longer. He was Dr. Thompson.

As more medical work came in or he went out to find it, Dr. Thompson bought a horse. That same day a thief stole the doctor's bicycle. Later Dr. Thompson added three other horses, which he used in relays. He would hitch up even at night by touch as his eyes became accustomed to the dark in the days when there were neither streets nor street lights. The horse and man would be trailed by the doctor's dog. Dr. Thompson remembered that along the railroad tracks and highway



tramps and highwaymen would appear at times. Most night travelers carried guns. "I often heard them snoring in my barn when I'd go to hitch up," the doctor said. "I never used to disturb them, and they never bothered me."

In 1907 Dr. Thompson opened his Burbank Hospital at Olive Avenue and Fifth Street with sixteen beds. In 1908 Dr. Thompson bought a secondhand Mitchell automobile without top or windshield. As much as 18 miles per hour down Olive Avenue could be made. However, a horse was more efficient on gullied trails. Dr. Thompson was arrested for going 12 miles an hour through the Glendale business district. Then he hired Ben Trout as chauffeur. Trout put a mattress in the rear of the car so that Dr. Thompson could sleep during long trips. Calls for a doctor were usually relayed from neighbor to neighbor. Directions were not by street numbers, which were nonexistent, but by such phrases as "three houses past the Radcliff ranch." A lantern hung on the porch meant that help was needed. Dr. Thompson did operations in emergencies on the spot.

On June 23, 1905, E. M. McClure and J. F. Boughton started the Burbank Review, a four column, four page weekly. Three persons in a small rented building began the newspaper in a plant which had only hand typesetting, an old tie press and a few fonts of type. The first issue, much reproduced in later years, told how Pacific Electric was coming to Burbank, whose people had raised \$20,000 as a guarantee to the road. Of this sum L. C. Brand had contributed \$3,000 and Mrs. F. A. Stough \$2,000. The newspaper was entered as second class matter on July 9, 1908, often thought of as the starting date of the newspaper.

By that time the paper had a single Washington press. Annual payroll was a few thousand dollars. However small a local newspaper was, it did react well to the events of the day, found little going on in town, but was to become an invaluable source of information on the period and its people.

#### SCHOOL, RECREATION, ORGANIZATIONS

In 1900 the grammar school in Burbank had 223 regularly attending pupils and five teachers. These included the Misses Luttge, Perry, Martensen and Cartwright. The high school occupied three rooms in the grammar school building. Three more teachers were needed. Burbank in 1904 was said to have a \$7,000 schoolhouse.

Tuller wrote how before 1908 Burbank lacked high school facilities and Burbank children went to Glendale Union High School. In 1908 Burbank withdrew from that district and started its own high school district, second in the San Fernando Valley. The two-story structure, paid for by a bond issue, was located at San Fernando Road between Cypress and Grinnell Streets, and was opened on September 14, 1908. It had as principal A. Kerr and one assistant teacher. The first high school class taught 42 students. Courses were offered in English, Latin, geometry, algebra, ancient history, physical geography and chemistry. For part of a semester the only student in the senior class was Nettie Thrasher (Hunt).

Picnicking was a common form of recreation in the 1900's.

The Women's Christian Temperance Union, among its other activities in Burbank, erected a water fountain as a watering trough for horses, cattle, and other animals at San Fernando and Olive Avenue, near the Burbank Villa, later a private home and still later reopened as the Santa Rosa Hotel with Mrs. May Clarke owning it. For the few Mexican-Americans living in the Burbank area she often was the interpreter. Since there were no restaurants in Burbank, the Lavender Salad Club's nine members began serving lunches for businessmen at the Santa Rosa Hotel by 1909. The ladies wore white lawn aprons with lavender trimmed flowers and lavender lace beading.

### THE WAYS OF A FOLK

In 1901, Mrs. Edith Sence Story noted, herds of sheep raised so much dust that merchants had to shut all doors and windows. The few streets were of dirt. Hitching posts stood before the few stores. There were no automobiles. In a red barn elementary school, principal W. R. Chandler parked his horse and surrey for the school day. A wagon scale charged 10 cents a load for weighing crops. Hard candy was kept in glass jars.

"People were happier, I think, in the days when you could shoot jack rabbits on San Fernando Boulevard," said Mrs. Jennie Tusos, who came here in 1902. The Tusos lived on a 90-acre ranch where Victory Park went in later; home and barns had to be moved for park use. Grapes sold for 20 cents a lug box. William Van Horn and his wife recalled how on coming here in 1904 they enjoyed the "romantic footpaths" of Burbank. Van Horn went to work for the Burbank Lumber Company. Teodoro Verdugo, son of Don Julio and grandson of Don Jose Maria Verdugo, died on June 2, 1904. Amos Goodrich, who had visited here several times before, in 1904 came on a "one way ticket" to stay.

The first national and world attention Burbank received probably came in 1904 when James Jackson Jeffries, the heavyweight boxing champion of the world, bought 107 acres for a ranch at what became the intersection of Victory and Buena Vista. At 24, on June 8, 1899, he had captured the title. Now he paid \$2,000 down, assumed a \$10,000 mortgage and was to become Burbank's "citizen of the world." For years Burbank was known as the home of James J. Jeffries. Jeffries was wed to Frieda Meier in April, 1904, at Oakland, California. When he arrived, all but ten acres of his large ranch were under cultivation. He planted the other acreage in alfalfa, only to find that the price fell so low that it did not pay to harvest the crop. Jeffries put cattle on the land to eat the alfalfa. He raised heifers and cows; one produced 38 pounds of butterfat a week to win championships.

Jeffries retired from the ring in 1905, reclaimed the title in 1910, but was defeated by Jack Johnson in the 14th round. Jeffries had held the title for eleven years. His large ranch home and Jeffries Barn, where civic and philanthropic and sporting events were held for years, were tourists' attractions.



L. C. Brand, pioneer developer in Burbank, Glendale, and San Fernando, built a Moorish-style residence, "Brand's Castle," at the hillside end of Grandview Avenue in northwest Glendale, in 1903-1904. Howard G. Martin said of 1908, when he came here and grew up on the Dr. David Burbank ranch, where he knew everyone, that Burbank continued, despite not being able to know all its people, to be "a wonderful town in which to reside." He would chase rabbits and hike through the countryside. Frank Shearer, a creator of Los Angeles parks, noted that in 1908 Burbank was only one block long. When Mr. and Mrs. Carl M. Giles went places at night in the Burbank of 1909, they carried lanterns and oftentimes guns to see themselves safely along the beaten paths that served in place of sidewalks. "One dark night Mr. Giles thought he was encountering a highway robber," Mrs. Giles said. "He set his lantern down and raised his gun to fire when he recognized the voice of the Holiness minister." Sunshine drew the Giles here. In those years, twice a week the family of Nettie Thrasher (Hunt) would fetch supplies from Los Angeles by mule team.

In the next decade Burbank was to be caught up in a greater water movement which was to change the entire way of life of the San Fernando Valley and smash the older village mode. Burbank's population was to rise at least six times and a tidy little city resting at the junction of important transportation routes was ready to lead the Valley's first great leap into the industrial age.

## CHAPTER 7

### BIRTH OF A CITY

By 1910 Burbank was listed as having 700 or 800 population. Burbank Township, a far larger area, rose to 12,255 people, more than four times the 3,048 counted in 1900. By the time incorporation pressure mounted in 1911, there were just enough people to support the move to cityhood. But steadily population rose and attained 1600 by 1916, virtually a population explosion, as were the estimates of 2,500 for 1918.

### INCORPORATION

Incorporation as a city and entry of the Pacific Electric Railroad were the conjoined events which made 1911 the great milestone in the unfolding of Burbank. What had been little more than a wide place on U. S. Highway 99 was moving to be a city. Bigger and Kitchen wrote that the twenty-four years elapsing from founding in 1887 to incorporation on July 8, 1911, were not excessive. Once incorporation was started, the process succeeded immediately, unlike the far longer waits and stops and starts of other areas. The vote for this greatest of events in a small area's history was 80 to 51 for incorporation out of a possible 600 persons.

With the incorporation Burbank had its first Board of Trustees: Frank A. Halburg, Thomas Story, Martin Pupka, J. T. Shelton, C. J. Forbes, W. A. Blanchard, G. Roy Pendell and L. M. Rothenburg. First city clerk was J. A. Swall. First city treasurer was Ralph O. Church. T. F. Ogier was named first marshal and Charles E. Salisbury was the first city attorney. Thomas Story was named the first mayor. Board meetings were held in the Brick Block.

With incorporation a contract was signed with the L. C. Brand generating plant for electricity for homes and streets, the first time they were so lighted. The next step was to name all streets and number all houses. But the biggest movement was to ensure coming in of the Pacific Electric's trolley transport on September 6, 1911. Else the rest could not develop. In that hectic first year the trustees adopted a city seal in line with Ordinance Number 4 which reflected the farm era in saying: "Said seal shall be circular in form, and in the center there shall be a cut showing a cantaloupe."

Burbank advertised in newspapers in anticipation of Pacific Electric's entry: "If you want to realize what real progress and prosperity are, you should take advantage of the opportunity offered by Burbank to identify yourself with her men of merit and means. Be a Burbank Booster."

The second woman in California to be appointed a city clerk was Mrs. Emily Peyton Forbes, who arrived in 1910 to recover her health. She served as City Clerk of Burbank from 1913 to 1919 at \$25 per month.



Her office was a 16-foot room in the "city hall" over the later Story and Sons Hardware Store on East San Fernando Boulevard. As the city was too poor to buy a safe, valuable city papers were placed in piles under the stairway leading up from the store. There were excited folks when the city finally bought a \$35 safe to hold money and irreplaceable records.

Mrs. Forbes also collected for the Water and Light Department. At the time the town had 12 meters. Water for the hill section was purchased from October to May from L. C. Brand, who owned a spring in Sunset Canyon. The water was piped to households in two-inch pipes; and it was a duty of the City Clerk's father, John S. Peyton, to see that the meter and pipes were in working order. The city pumping plant was located on South Olive Avenue near the railroad tracks. All of the valley residents and many in the hill sections had their own wells with creaking windmills pumping water up.

Specifications for the streets as they were laid out under the 1911 Improvement Act were written by Mrs. Forbes. One day she received \$2,300 for taxes and could not find any place to keep the money. Jake "Snowball" Swall, the first City Clerk, kept records of Council meetings in a 15-cent notebook. Frank Craig became the next City Clerk, then Uncle Joe Kendall, and then Mrs. Forbes. Men used to serve without pay in those days.

Burbank voted its first city bonds on March 26, 1913: \$50,000 for a water works and \$20,000 for a municipal electric light works. Vote was 304 to 113. In 1914 Charles H. Kline was President of the Burbank Board of Trustees. That year Willard A. Blanchard was elected President of the City Board of Trustees. His two four year terms lasted to 1922.

The first city hall of Burbank was built in 1916 at a cost of \$13,340 with "rug" brick with white trim, at Olive Avenue and Third Street. In 1916 the Burbank Daily Review management saw possibilities of growth in Burbank given its climate, location, class of citizens, churches, streets, new city hall and ownership of its own water supply.

In April, 1918, City Treasurer George M. Olin took off with what was first estimated to be \$30,000 in city funds but turned out to be \$9,471.85. The city was able to reclaim \$6,000 in bonds which had been deposited with the city by a local bank and also \$500 in cash which Olin had overlooked in a safe deposit box. City Clerk Mrs. Emily Peyton Forbes recalled how the city had managed to amass \$1,046.23 in the treasury which Olin took for his personal use before leaving for parts unknown. In 1919 Pietro Romeo came to Burbank and suggested the city slogan "Bank on Burbank." The Romeo family became interested in Burbank on a visit to a friend who had a ranch near the Mother Cabrini home. Romeo started a tailor shop.

By 1911 throughout the Valley, a survey was begun to seek to ascertain support for a Water Works District to handle the anticipated water from Owens Valley. When survey results were published, Burbank decided against annexation to Los Angeles. Original land size of Burbank at incorporation in 1911 was 2.59 square miles. A large section between Alameda and Grandview Avenues was annexed by Glendale before Burbank

could act. Meanwhile, J. W. Fawkes proposed in 1912 to disincorporate Burbank so as to give it a better chance to get Owens Valley water and improved sewage disposal. Los Angeles in 1914 increased pressure for annexation, but Burbank held out for a separate existence. Instead of being annexed to Los Angeles, Burbank began doing its own annexing, preferring independence and possible water shortages to rule from afar. Burbank's own first annexation, the valley district of 9.14 square miles, came on April 8, 1915.

### THE ECOLOGY

By the 1910's Burbank was a distinct area in appearance and layout. "In no other place on earth," wrote a newspaper, "are the climatic conditions, fertility of the soil and abundant water supply more favorable to the support of human life than in Burbank" of 1911. Guide books listed its distance from Los Angeles as 11 miles, its elevation as 554 feet. In the language of 1913 one writer observed, "the face of Dame Nature had a good washing Saturday night. It needed it bad enough."

Leon Rope, of the pioneer Colton family, noted how in 1917 there were still two of the four sycamore compass trees at Burbank. One tree had been dug under by the telephone company. In 1919 someone spoke of "Burbank the beautiful! A pretty dimple in Nature's Cheek."

A slight earthquake shook the San Fernando Valley on September 12, 1912. A severe earthquake came on April 21, 1918.

The drought of 1912 was followed by the "great freeze" of January, 1913. Citrus growers faced serious difficulties. The area was covered in February, 1913, with snow as a storm raged on February 19, 1913. Yet Charles E. Salisbury wrote in 1913: "The climatic conditions are superb at Burbank. Heat of the summer months is tempered by the sea breezes which blow in from the ocean but about twenty miles distant. Spring is delightful and winter exists only in name for a truth, compared with the east, it is summer the whole year 'round. With over 300 days of sunshine each year, the sea breezes to keep you cool, a panorama before the eyes of valley, cities, flying cloud and mountain views, he who fails to appreciate the beauties of this locality must have been born with a 'cowl.'" A heavy rainfall of 5.78 inches in February, 1914, cut off part of the Valley even from trains. So heavily did it snow on December 30, 1915, that children could not go to school. But they could throw snowballs.

### LAND AND BUILDING

Wood's Ranch, as has been noted, went up for auction on November 19, 1910. As animals and farm implements were sold, ecologically a new era was opening. The old era had to go. Alfalfa farm land from then to 1914 brought from \$800 to \$1,000 per acre, while bearing orchards went for from \$700 to \$1,000 per acre. Undeveloped land, of which Burbank had several thousand acres, could be bought for from \$300 to \$400



an acre. Now 96, O. J. Stough in 1914 noted that he had bought his land at Burbank in 1893 for \$50,000 and in 1914 was offered \$1,000,000 for it, a price he got. In 1915 Attorney Arthur J. Casebeer bought the land.

Earl L. White, who had entered the Valley in 1911 at Canoga and Burbank in 1915 was a resident of Burbank. His first dairy holding was on 400 acres. By 1917 he was working on what he was to call Magnolia Park. A While Away Ranch existed at Burbank in 1917.

Once again, the more than 5,000 acre Stough ranch at Burbank was sold, in November, 1919, to Ben W. Marks. His "model city" plan for Burbank was described in a headline: "Gigantic Plan for University and Industrial Development of Burbank." It was explained: "Project includes University, Industrial Center, Homes, Hotel, Country Club." Marks, whose idea went back to 1916, did build Benmar Hills as a result.

Among Burbank structures of 1919 were four brick and seven concrete buildings. In 1910 a headline ran: "No vacant homes in Burbank." In 1916 J. H. Flower erected a two-story brick block. When Mr. and Mrs. D. S. Richmond came to Burbank around 1918 there were no houses to rent; they started building immediately in order to have a place to sleep.

In 1910 Hotel Burbank would publish its guest list in the newspaper. Hotel Elizabeth opened at Burbank on May 26, 1917. Owner M. Spazier was host to a celebration at which people danced from eight to midnight. Soon a weekly dance was held at the hotel; no liquor was permitted. Harry Girard of Los Angeles leased the structure immediately.

#### FARM ECONOMY

In 1910 a guide book commented: "Burbank is the center of a great deal of rich land through which an irrigating system is in progress of construction. It is an agricultural town." From farm town to leading the whole Valley into industry was to take only a few years. In the meantime McClure's Winery had extensive buildings at Burbank in 1910. In 1911 Burbank was expanding fruit growing and large poultry production.

In 1913 there were more than 3,000 acres of alfalfa, yielding about nine tons per acre a year. Yet as land was selling for from \$700 to \$800 an acre, it began moving out of farming. An alfalfa mill was erected in 1913 between Burbank and Lankershim at McNeil station for the Burbank Alfalfa Mill Company, a \$25,000 enterprise.

Salisbury pictured Burbank in the last of the farm age: ". . . the deciduous fruits and berries of all kinds form valuable sources of income. Enormous crops of melons, casabas, and canteloupes (sic) are yearly produced in this locality--you can 'cut' your own 'Melons' here every season. Perhaps the most largely grown and staple crop of the section is alfalfa, which yields from six to seven cuttings per season with an average tonnage of at least nine tons per acre each season from the well cared for fields. Prices for alfalfa this season has (sic) averaged \$13 per ton in the field. The grower irrigates, cuts

and puts the crop in the dump and, if he so elects, can sell it in the field, furnishing one man to help load it onto the purchaser's wagon. Many prefer to and do bale the crop, storing it for better prices after the season closes. Grain hay is another staple crop, the price of which is generally so high that it does not pay to cut it for grain."

Salisbury added: "Poultry raising is a leading occupation here and the White Leghorn hen works wonders as an egg producer. Generally the winter is the time poultry products command the highest prices here and poultry does best in the winter season as a money producer. The two firms in Burbank own about 4,000 hens each and there are many smaller establishments. Aside from the production of eggs the hatching of young chicks for broilers and for replenishing the old stock is largely carried on and several are engaged in this lucrative business. Citrus fruits will grow here although just at this point there are no commercial orchards. About two miles to the east are several large well kept orange groves and lemon groves and the abundant yield and quality of the fruit indicates that the business of growing citrus fruits is a success. Several well kept groves of English walnuts close by Burbank indicate what may be done in this line."

Furthermore, "crops of potatoes, sweet and Irish, yield heavily in this section. Grapes, both for wine purposes and table, are largely grown here. The rancher is so close to the city market that he can market his own crop first hand, whatever line be his specialty, and can haul it to market over a boulevard as smooth and hard as a floor. The 'freight' is thereby eliminated from the marketing expense and to advantage of the producer. About the only crop that receives irrigation, or needs it, is alfalfa. Many of the crops would be benefited, no doubt, at times by being irrigated but usually the quality of the fruit is better when the moisture is that provided by the winter rains and the roots go down for this moisture." A candid description of the last of the pre-industrial stage was offered by Salisbury.

By 1914 Burbank had 2,000 acres in peaches, apricots, berries, melons, garden truck, with hay sufficient for local use. A single firm had more than 12,000 laying hens, a total egg output of 360,000 dozen, worth \$97,200 a year. The town contained 15 dairies with 1,000 cows. Fully 2,000 acres were devoted to wine and table grapes. Apiaries located along the foothills. The Burbank of 1914 had 3,000 acres of alfalfa that yielded from 8 to 10 tons per acre a year.

Earl L. White was operating his dairy business on 400 acres in 1915 and marketed also to Glendale from a site later occupied by Columbia Studio Ranch. James J. Jeffries was completing his extensive ranch home. By 1918 White had pooled his dairy with the McMullin Dairy to establish Glendale Creamery.

Hitching posts were common in the Burbank of 1918 when Mr. and Mrs. C. L. Line came here. Acreage and a quiet country home cost them \$900 where the later Montgomery Ward Store was to be built. The first year they grew potatoes and sold them to Clarence Thompson, then manager of Chaffee's grocery. Norman Line would deliver the potatoes after school in his express wagon; he was paid 50 cents a lug box.



A Burbank section of the Citrus Experimental Station, then at Riverside and now to spread to Los Angeles and Glendale, was to be formed in 1918. Burbank leader L. B. Dean was named President of the new station, shortly renamed the County Farm Bureau. In 1919 University of California began experimental farms at Burbank, Lankershim and Van Nuys.

### EMERGING INDUSTRY

The first industries remained for years adjuncts of farming, except for transportation and building. But Burbank's crossroads location and internal attractiveness made it, with its drawing in of well trained people, the first Valley town to break through to the industrial level. Little of this could have been seen in 1911 when Willard Arthur Blanchard arrived and purchased the old Suburban Lumber Company and also the Lankershim Lumber Company in the adjoining town to form the Blanchard Lumber Company. Burbank's position as a railroad junction was publicized to attract industry.

In 1911 Watt L. Moreland established the Moreland Auto Truck Company, first located in Los Angeles. Spalding much later told of 1911 that "in April the Moreland Motor Truck Company was established at Burbank by Watt L. Moreland and associates." While Moreland did not actually enter until 1917, Charles E. Salisbury informed Burbankers in 1911 that a new automobile company desired a location within 15 miles of Los Angeles to establish a factory. This was Moreland. Its entry was to lead to the assertion, concerning 1917: "That was the year that Burbank started the modern trend--industry that served not only the nation--but the world," a great claim Burbank was to accomplish.

The 1887 Burbank Furniture Manufacturing Company had been the town's first factory. But the first modern plant and the leading one was Moreland. When one day Ralph O. Church, first city treasurer, noticed in the newspaper that the Moreland Motor Truck Company was looking to move its plant from Los Angeles to Alhambra, he called Maurice Spazier, one of Burbank's principal industrial supporters, and together both visited Moreland and offered him a site in Burbank free of charge. A first site was not satisfactory but a 25-acre tract at San Fernando and Alameda Avenue, owned by Henry E. Luttge, was. Moreland accepted the offer. Cost of the land, \$25,000, was raised by public subscription.

Plans were for a \$1,000,000 investment in factory and machinery, 500 employees, payrolls of \$40,000 a week. Construction began in September, 1917. That plant, with electroliers, sidewalks, and a foundry, was surrounded by acres of potatoes, melons, and alfalfa. Soon Moreland trucks carried all over the west and in some other countries a new label, "Made in Burbank!"

A second producer was Community Manufacturing Company, formerly of Los Angeles, which began making fine tractors in Burbank in September, 1917. A headline about the tractor plant's entry read; "Another Big Boost for the Beautiful Panorama City." Burbank was called this as early as 1913 in Arrowhead Magazine. Community Tractor Company was a \$3,000,000 concern operating on a 21-acre plot.

By 1918 Hinckley-Beach Company was producing in Burbank. In August, 1919, Hinckley-Beach made a record run to can 72 tons of peaches in a day--about 20 per cent above capacity. In October, 1919, Hinckley-Beach was sold to Libby-McNeill & Libby Company, one of the largest canneries in the world, for more than \$100,000. The Libby management sought to be near producers, rail lines, and markets.

In November, 1919, Historical Film Corporation of America bought 16 acres and leased 2,600 more acres for a major motion picture studio at Burbank. The first film was to be of the Bible.

As significant was the development outside Burbank by Allen H. and Malcolm Loughead (later Americanized to Lockheed) of their own aircraft plant. By 1910 Allan Loughead raced automobiles and taught himself to fly a pusher-type biplane. His brother had invented Lockheed brakes. In 1912 the brothers built a three place Tractor seaplane, first in the United States, of wood and fabric. In 1915 at the Panama Pacific Exposition at San Francisco the Lockheed brothers gave hundreds their first airplane ride at \$3 a passenger. In 1916 the brothers established the Loughead Aircraft Manufacturing Company in Santa Barbara. Many moves were made across an event-laden dozen years before Lockheed was to choose Burbank for its world headquarters. In the meantime, neither Burbank nor Lockheed stood still, for the town was accumulating the labor force the company was to use so well.

#### THE OTHER PRODUCERS

The retail development of Burbank now began to move faster. Significantly the claim of the bakery and restaurant of Mr. and Mrs. Frank Robins in Burbank in 1910--"Better than Los Angeles Bread"--was upheld into the 1970's by at least one baker, celebrated for his "Italian" rolls and breads. Horse and wagon distributed the bread of 1910. When William Coryell arrived in 1910, he operated a grocery and general store in the old Brick Block. Coryell sold the store later to a man who took \$1,000 worth of stock and left town with a blonde, leaving Coryell with the store and goodwill but no merchandise.

Pioneer Mrs. Ida Glenn, first and only local woman pharmacist for years, recalled that when she arrived in 1910, Burbank was a dirty "horse and buggy" village. She worked for Burbank's first druggist, Mrs. Levering.

By 1911 the business district had added a hardware store, a livery stable, a dry goods store, a general store, a bicycle repair shop which also sold light fixtures and sporting goods and did pipe fitting and sold automobiles and motorcycles, plus real estate offices. Addison Sence and his son Ray in 1911 developed the important feed and fuel business of those years. Theirs were the only platform wagon scales between San Fernando and Los Angeles. A large Seth Thomas eight-day clock hung on the wall over Sence's desk. Hard candy in different colors and flavors was kept in large glass jars and was dipped out with a tiny glass cup. Candy sold for a penny a cup. Coffee came in bulk and was ground in a large coffee mill with a large iron wheel on each side turned with a hand crank. A large round cake of cheese,



called a wheel, was kept in a round glass hoop and was cut with a metal cheese knife, wedge style.

In 1915 Thomas Story and his son, Henry A., started their hardware business. Another son, Walter, in 1916 entered the business, which expanded well outside hardware. Back in 1916 talk of a "pedestrian mall" was heard, more than a half century before the Golden Mall of 1967 went in. People continued to use the board walk and long hitching post before the Robins Pioneer Bakery and Lunch Room.

In 1911-12 Burbank School District showed an assessed valuation for tax purposes of \$2,065,305, almost triple Burbank's own property valuation of \$703,845. Salisbury in 1913 observed: "Burbank has managed to pay current expenses and keep down the tax rate to a limit of 40 cents on the hundred valuation and has only made one levy of taxes so far, which is now being collected."

Burbank's first bank of 1908 reached deposits of \$112,000 in 1910 and \$146,000 in 1911. In 1911 20 more feet were acquired on San Fernando Road for \$1,200 and the bank was reorganized as a national bank. The floor space was doubled and a second story was built. The First National Bank was incorporated with a capital of \$25,000, and the Burbank Savings Bank was started with a capital of \$25,000. The same management ran both banks under one roof, the one as a commercial and the other as a savings bank. By 1914 First National Bank had a capital of \$28,000, but Burbank Savings Bank still had a capital of just \$25,000. At the end of 1917 First National Bank had resources of \$238,925.39. Burbank Savings Bank as of February 23, 1918, reached resources of \$128,633.94, and Farmers & Merchants Bank had resources of \$90,936.68. Bank deposits passed a half million dollars in 1919.

Employment in beginning industry grew. But J. L. Smith, blacksmith, came to Burbank in 1914 and bought Daniel Shields' shop. Steadily, as horseshoeing slowed and fell off, Smith went in for ornamental iron work. In World War One women were drawn increasingly into the labor force. Women were called to the County Council of Defense. "Women in Trousers" was the heading of an editorial which pointed out that it was women's patriotic duty to discard the skirt, don masculine trousers, and get into war work.

Union organization was also under way as San Fernando Valley Central Labor Council of Glendale and Burbank formed in 1915. A strike against Pacific Electric halted all but two passenger cars running into the Valley in late August, 1919.

#### THE FIRST RAPID MASS TRANSIT

By 1911 and after much effort Burbank was to have the finest rapid mass transit system of its time, Pacific Electric, not equaled since. While some few homes had elegant lighting, Burbank had no street lights in 1910. Of the new pavement of San Fernando Boulevard it was said in 1910: "Automobile pleasure parties are taking advantage of the fine macadam road through Burbank and machines with joy riders may be

seen in frequent passage along the road every day and Sunday especially." People called the pavement smooth as a floor.

Still, in 1911 when Mr. and Mrs. Ben Goad arrived, a big corral and stable stood near the corner of San Fernando Boulevard and Tujunga Avenue. There were no street lights or pavements, and people tramped the board walks whose worn places caused many a stubbed toe. The wooden sidewalk before the first brick building was torn up in 1911 and children skipped school at the ten o'clock recess to go to look for money which they had heard had fallen through for years. That year city government had to name streets, many in honor of early settlers, and also to number the houses.

The Cahuenga Pass "dirt road" was being improved for two-way traffic in 1912. In spring, 1913, the historic Eight Mile House was being torn down in Cahuenga Pass. The State Good Roads began to affect the Valley by 1912-1913 and to allay dust. San Fernando Road was paved to San Fernando city in 1912-1913.

Of 1917 Salisbury wrote, "Traversing this city is a macadamized boulevard which begins at Los Angeles and ends nearly forty miles distant at Newhall Tunnel, and which is destined to be one link in the Great State Highway now under process of construction and which will eventually traverse California from end to end. This beautiful boulevard is the Mecca of the auto tourists, thousands of whom pass over it on their way up and down the state." Under the Vrooman Street Act, backed by property owners, improvements on more than eight miles of streets came at a cost of over \$160,000.

For lack of automobiles, traffic was still no problem in 1911. The day of the horse was not over. But bicycles were widely used. Burbank's first city traffic ordinance, in 1912, required a white light attached to the left side of an automobile and a red light visible in the reverse direction. Eight months later speed limits were set. A councilman suggested that if the City Marshal used a motorcycle and timer, he might catch speeders. Soon police acquired motorcycles and exercised such vigilance that various bodies objected to over strenuous enforcement and called for dismissal of police judges in the 1920's. By 1917 City Marshal Greenwood was keeping automobiles down to 25 miles an hour in Burbank by taking off after speeders on his motorcycle.

Still, a water trough stood before Louis Olson's blacksmith shop. A horsedrawn bus from Glendale was used for commercial transportation when Miss Emma Simson and her husband came in 1910. Harvey P. Kirkpatrick would drive a horse and wagon to market with produce the family grew in Burbank in 1911. As late as 1918 hitching posts were common in town.

In 1910 William Weaver was among the first Burbankers to get an automobile and was proud of it. William Coryell began using a Jackson car to make slow deliveries up rocky roads. Customers would often buy something just to get a ride up the hill. Coryell said, "The more I sold and had to deliver the more I lost, because the jagged rocks and gullies simply tore the car to pieces." Around 1911, recalled Harvey P. Kirkpatrick, everyone was highly excited when his father, W. E. Kirkpatrick.



chugged out the first truck from Los Angeles. It was a big Federal truck with solid tires and was far from silent. At the end of 1916 Burbank had 222 automobiles; 417 were present by June, 1918. Al Ashcraft reached Burbank in 1919 and organized the A. B. Transfer & Storage Company, oldest business of its kind over the next quarter of a century.

Southern Pacific steam trains made a flag stop at the quaint mustard yellow station in 1910. Wind-blown train trips were an adventure through ranch lands. Earl Dufus recalled in 1917 when 17 freight cars broke away in San Fernando and slid all the way back to Burbank. By frantically improvised means Dufus as Burbank agent for Southern Pacific was able to switch the runaways onto a siding where they smashed some cars loaded with sugar. Sixteen of the cars left the track and caromed over Front Street. One slightly damaged car contained coal oil and ranchers came from all around with buckets and pails for a week's supply of fuel.

In 1913 Salisbury noted, "the main line of the Southern Pacific passed through Burbank and over this line 28 passenger trains run each day, four of which are motors to handle the local traffic. Along this line cheap factory sites can now be had and the provision referred to regarding natural gas and crude oil for manufacturing use will assist materially in matters of manufactories. Electric power will also be available and is now to be had." A fine industrial base was arising.

In this situation the Pacific Electric proposal for an electric trolley line, anticipating the coming of water from Owens Valley by 1913, was seen as the masterstroke which would make Burbank into a significant city in 1911. To get the line extended from Glendale to Burbank required paying Pacific Electric a bonus of \$48,000 and securing the right of way for the line, all within six months. A committee of 12 citizens, headed by Ralph O. Church, signed a note, but after six months had raised only \$38,000. P. E. was persuaded to extend its time limit another 60 days but still \$10,000 had not been raised. Finally, Church and Charles B. Fischer went by horseback to San Diego and induced aged O. J. Stough to contribute \$8,000 to the fund. A Riverside man with large land holdings in Burbank was persuaded by Church and Fischer that same day to put up the remaining \$2,000. Mrs. Carl M. Giles said of this major event, the coming in of P. E., that each property owner had paid a subscription according to valuation of his holdings to insure the tracks being laid.

After a struggle, the right of way was set from the end of the Glendale line to Glenoaks Boulevard and along it to Scott Road. On September 6, 1911, the first "big red cars" entered. A Booster Day Parade was held. In a special edition the Burbank Review said: "Upon arrival of this car on its maiden trip, many citizens gave evidence of their great joy by ringing bells and discharging firearms. A big crowd of both men and women boarded the first car and rode to Glendale and there changed to the second car coming from Los Angeles and rode home again." Every face wore "an expression of happiness and satisfaction."

"Burbank--45 minutes from Broadway (L.A.)" was the Chamber of Commerce's slogan. "Load them to the limit" was P.E.'s cry. People

freight, express, and mail came by P.E. The Burbank line of P.E. now offered regular service. S.P. charged 34 cents to Los Angeles.

Formal celebration of the event, on September 22, 1911, was the major fete Burbank had held to that time. In fact, the first city funds came from \$100 loans from private citizens, \$750 of county road money, and \$114 profit on the barbecue to celebrate P.E.'s coming to Burbank. Burbank Review published a special edition on September 22, 1911, and next day the giant barbecue was addressed by California Governor Hiram Johnson, United States Senator John D. Works, and State Senator Lee C. Gates.

When P.E. rode into town on September 6, 1911, Mrs. Mathilda Beall Murphy transformed her Mitchell automobile into an ambulance for the occasion. But no one in the throng of nearly 1,000 people so much as fainted. Mrs. Murphy recalled a fearsome mechanical contrivance at the corner of Orange Grove Avenue and San Fernando Boulevard which townspeople called the carpet-beating wheel. Hundreds of yards of green and red figured carpet in the Santa Rosa Hotel were taken up periodically and cleaned on the wheel. Salisbury in 1913 was to comment on the spirit of enterprise of ranchers and ordinary folks in insuring the coming in of P.E. The historian Guinn noted that Burbank was a case of arrested development until the electric rail line clanged through. P.E.'s depot for Burbank was opened on May 21, 1921, at Orange Grove and Glenoaks (then Fourth Street). J. W. McCall was agent in charge. Thousands used the famed red cars from 1911 until 1955; the line which helped build Burbank was finally abandoned. When tracks were removed in 1956, one of the great foundations of Burbank was gone.

In 1912 J. W. Fawkes still had his model monorail transportation system on his ranch on Olive Avenue for all to see. On July 4, 1912, Fawkes, the apricot grower, invited a group of public officials and potential investors to his ranch to ride on his propeller-drive monorail system, his own invention. The visitors ate Fawkes's food and rode on his one-track "aerial swallow" over a quarter-mile test course. The monorail ran well. Fawkes explained that his 60-miles per hour car could move from Burbank to Los Angeles in 10 minutes. The visitors left, unconvinced. Fawkes's monorail was abandoned and later was carted away from the ranch for junk. Years later, another Burbanker, Walt Disney, was to put in a monorail line at his Disneyland in neighboring Orange County.

On these bases all kinds of changes in living at Burbank were occurring. Many of them showed a speeding up of the pace of life and the rapidity of changes which were dragging Burbank into industry. Yet in a short time Burbank was to lead, not follow.



## CHAPTER 8

### LIFE IN THE 1910'S

In the second decade of the twentieth century Burbank began facing problems of beginning industry. The near-self-sufficiency of farm life was ending. People were to go to school and stay there longer. Population was more densely jammed. All of this was to give rise to new needs, for services and aid. It was a wholly new world, of motion pictures, of radio, of urbanism, of industry, and no one was ready for it.

### SERVICING 2,000 PEOPLE

The housekeeping task alone for 2,000 people was unprecedented. No one had ever bothered to undertake it. Burbank just grew, but its problems of city life grew as fast.

In came quite new basic utilities. In 1910 Burbank was lighted by kerosene, gas, coal oil, and gasoline lamps. But city government in 1911 had voted to light homes and streets with electricity. The electric light franchise for Burbank was purchased in 1912 by William Coryell for \$570. Coryell installed some light poles and fixtures but sold his franchise back to the city at the original price when Burbank moved to municipal ownership. In mid-September, 1913, the first electric lights went on. In 1916 bonds for an electric light works were approved.

The gravity system of L. C. Brand's Miradero Water Company brought in water from a creek in Tujunga Canyon along two miles of 23-inch pipe. Burbank had its own wells, too. Plans to buy out Brand were formulated in 1912. That year Dr. Thompson offered the city a public drinking fountain "for man and beast." In 1913 Burbank began its municipal water works acquisition so as to remain independent of Los Angeles, which held riparian water rights. The \$70,000 in bonds approved by voters on March 26, 1913, were to provide for drilling more water wells in the city and building a plant to produce electricity. To celebrate this move on July 4, 1913, throngs packed the sides of San Fernando Road to watch "the greatest automobile race ever known." Noted racing driver Barney Oldfield and 49 others raced cars from Los Angeles to Sacramento.

On November 5, 1913, up in the north valley at the Cascades, thousands watched Owens River valley water come plunging down the open Los Angeles aqueduct. Burbankers went to observe the event, but none of the water was to come to Burbank. However, as Salisbury noted in 1913, Burbank took over the Miradero Water Company of L. C. Brand. To have a pump lift well water 25 to 35 feet cost \$4 to \$6 an acre a year, a price which held up foothill slope development for some time. In 1918 water ran through some 25 miles of mains at Burbank.

There was sometimes too much water, in the form of floods. Approximately \$20,000,000 damages were said to have struck the Valley during the 1913-1914 heavy rains. Thirty-five bridges were washed

out in Los Angeles County. Colonists who settled Tujunga this year above Burbank called 1913 the year of the big flood. Streets, if they existed, "flowed."

By October, 1912, Midway Gas Company was bringing in a natural gas line to the Valley and had a franchise in Burbank. Gas was used for both fuel and lighting. "Gas Is Here," ran a headline of August, 1913. Salisbury wrote, "Burbank is also on the line of the Midway Gas Company's Kern River Pipe Line, which passes directly through the place. The Esperanza Consolidated Oil Company's main line also runs through the city and the franchises granted these two companies make it obligatory upon them to sell both natural gas and crude oil to the citizens of Burbank and manufacturing concerns, now or hereafter located therein, for both domestic and manufacturing purposes."

By November, 1913, San Fernando Valley Home Telephone Company at Burbank was putting in repairs on its system between Glendale and Burbank. A 100-pair cable cost the company \$6,500. By 1916 Burbank had 112 telephones. In 1917 three girls could handle all the calls on the Burbank telephone exchange. In 1919 Burbank had 337 telephones.

The volunteer fire company of 1910 continued to have its one hand hose car and 500 feet of rubber hose "not in good condition." When Homer Davis, a City Hall custodian, was named fire chief in 1911, the fire apparatus consisted of a hose reel on a cart, a fire bell and a telephone. Men pulled the cart by hand. If a water hydrant was near enough for the hose to reach, as was the case downtown, the hose was hooked up and the fire was fought. If no hydrant was near, firemen saved what they could while letting the structure burn. Volunteer fire chief O. L. Bashford resigned when his rheumatism prevented him from working in water in 1912. A barber, Pearl Hale, became fire chief. In 1913 lack of hydrants resulted in loss of a bunkhouse, bakery and restaurant within a single month. In 1913 the city began its own Fire Department.

In 1914 Louis Olson, the blacksmith, was named fire chief. By this time the one hose cart was weak and wobbly with age." In 1916 the fire department bought a "modern" chain-driven, hard-tire 500-gallon per minute Seagrave pumper, Burbank's first fire truck. Homer Davis worked as janitor at the new City Hall and took care of the fire truck, hose and also lawn, "when the lawn is put in," all for \$60 a month. He was to serve to 1935. On April 1, 1916, Burbank had 40 fire hydrants installed. Yet Burbank's volunteer fire company still handled fires. A chief and 13 members had regular drills and were paid \$2 per fire. In 1918 Burbank Police Chief Greenwood arrested a man who kept driving his auto across hoses at a fire. Homer Davis, who got his first day off in 1918, lived at the station with his mother, who received alarm calls and rang the fire bell to summon volunteers. In 1919 volunteer firemen received 35 cents an hour for weed cutting.

Charles B. Fischer was postmaster in 1910 when the mail facility was in the old Brick Building. In 1911 there were two rural routes. John S. Peyton covered one by horse and buggy to reach all the way to Roscoe (the later Sun Valley), Orange Cove, and part of Lankershim



(North Hollywood), plus a portion of Glendale. Peyton delivered from 1911 to April 26, 1915. When Charles Pomeroy, his substitute, took over the route, Pomeroy bought Peyton's horse for the work. Peyton had taken a buggy, put a new bed on it and a canopy on top and called it a mail wagon, Burbank's first. His old horse traveled some 30,000 miles, he estimated. The town got two mails a day. Parcel post began on January 1, 1913, on both star and rural mail routes. Charles R. Thompson was named postmaster on November 29, 1913.

On June 1, 1916, motor vehicle Route A was set up by the post office to include Tuna Canyon, Hansen Heights and the Wendell and Roe track, 50.11 miles in all. On July 22, 1916, an instruction from the Post Office Department in Washington, D. C., changed delivery in Burbank as of July 30 from rural route delivery to "A" routes. C. A. Carrier, covering Route 2, was transferred to Route 1, while Delos Wilbur was appointed to Route A. He made his first trip in a new Maxwell car. In 1917 some of postmaster Charles R. Thompson's poetry was printed. D. S. Richmond was carrying the mail in 1918. In 1919 Burbank sought Village Delivery service--once a day to homes and twice to businesses.

Annual business had to reach \$10,000 a year for such delivery to be granted, but the total was only \$6,000 a year. Entry of Moreland and of Libby plants raised this greatly, and in December, 1919, Village Delivery was approved. To qualify for it people had to set out mailboxes and show their address. The postal classification change from rural to village was a fitting description of the changes going on in Burbank.

When Burbank was incorporated in 1911, pioneer lawman Charles W. Catlin was in his second term as constable. He had come to Burbank in 1903. H. E. Furrier resigned as City Marshal in July, 1914, and was replaced by Luther Coulson who cleaned out a hobo jungle down at the Willows. Coulson, the "Night Officer," would get transients to move on by destroying the camp outfit and utensils.

Burbank went "dry" on November 3, 1914, by a vote of 399 to 250. "Booze was barred" at the opening on May 26, 1917, of the Elizabeth Hotel. The Women's Christian Temperance Union advised in 1917: "Don't stuff your husband; but husband your stuff." Burbank was to remain dry for almost three full decades, much of it filled with the desperate efforts of revenue agents to haul in enterprising moonshiners.

#### RELIGION AND MEDICINE

In 1911 the Christian Endeavor Society of the Presbyterian Church at Burbank gave a "poverty Soshible" to raise funds for the poor. Mrs. Elizabeth H. Baldwin in 1914 completed a handsome home for aged ministers and their wives in Burbank. It was conducted on an endowment plan and was a forerunner of homes for the aged, as their families could hardly take care of them in urban living. Fire destroyed the Presbyterian Church on Second and Angeleno in 1916.

In 1917 Mother Cabrini, first American canonized as a saint by the Catholic Church, traveled in and through the Verdugo Hills. She

built a shrine on the highest hill overlooking the orphanage she operated on the slopes of the Verdugos. The old Methodist Church, erected in 1887, was razed in May, 1919. When the Providencia Methodist Episcopal Church sold its second building in 1919, the church was moved to Olive and Third Street and was dedicated on October 8, 1922. Among churches present were Christian, First Presbyterian, Holiness, Methodist, Roman Catholic, Seventh Day Adventists, German Evangelical.

The first wing of Burbank Hospital of Dr. Elmer H. Thompson was finished in 1910; it was enlarged in 1925. Dr. Thompson refused an offer to buy a block of land for the hospital for \$5,000 when he objected that it was beside a livery stable and drunks. George Luttge around 1913 sold his store building and property to Dr. Thompson. Dr. Thompson remodeled the buildings by enlarging the ground floor and second story where he placed his medical offices for a number of years. But during the epidemic of smallpox in 1913, Mrs. John Luttge and her husband would vaccinate customers of the store. Customers came to the Burbank Hospital, as Dr. Thompson's fame as a surgeon spread, all the way from Santa Barbara and San Diego. Early dentists were the Drs. Van Deventer, L. Y. Haseltine, Soobe Smith, Phil and Elmer Zeiss.

In fall, 1918, Dr. Thompson went into the U. S. Army Medical Corps with the rank of captain and was stationed at Base Hospital at Camp Kearny and later at Allentown, Pa. Dr. F. L. Burleigh, formerly of Los Angeles and Hollywood, came to Burbank and took over the suite of medical rooms formerly used by Dr. Bakrenburg in 1919. Dr. W. J. Galbraith also practiced in Burbank in 1919.

#### SCHOOL, LIBRARY, NEWS

Burbank started off in 1911 by voting bonds for a new grammar school. Even earlier, in January, 1911, Burbank had bid for becoming the site of the state university branch. Across from Orange Grove and San Fernando were three lots, one vacant and one with an old faded red building known as Edmunds' barn. W. R. Chandler, the principal, used the building as the little red schoolhouse. Mrs. Cora Meyers Pomeroy and Mrs. Gladys Meyers Gibbons who lived at Verdugo and Ontario drove a little donkey hitched to a one-seated cart to school. Later the girls had a Shetland pony.

Salisbury said in 1913, "This being a day of advancement, the education of the rising generations has been well provided for in Burbank as is evidenced by a \$35,000 high school property and a fine grammar school, both of which are well equipped and ably officered by an efficient and capable corps of instructors. Youth need not go begging for a chance to attend school in Burbank. A disposition to learn, brains and application is all they need to furnish. Burbank does the rest, and when through with the high school they can be admitted to the various colleges of the state without examination and upon an accredited basis, and this applies to the state institutions of learning as well as private schools."

In 1916 an elementary school, later named Luther Burbank School,



was built at Magnolia Boulevard and Third Street across the road from the grammar school. School enrollment exceeded 100. A headline of January 18, 1918, ran: "Kaiser's Tongue Ousted from High School." Jay Clark was teaching mathematics at the old Burbank High School in 1918. In 1919 a modern building replaced the Burbank Grammar School when the Thomas A. Edison School was put up on Magnolia and Palm. Burbank schools began vocational education in 1919.

In May, 1913, Burbank's public library began as a "contract branch" of the Los Angeles County Library. For a time it was joined with the "Library of the Brotherhood" in their rooms in the Thompson Block at San Fernando and Olive. By June, 1913, the library was open for two hours a week. The custodian was provided by the Ladies Auxiliary. In those days the branch was termed a "free library." The branch moved to the second floor of the old city hall in 1918.

Burbank Review was consolidated with the Burbank Independent in 1911. H. E. Lawrence was editor and publisher. Lawrence bought out E. M. McClure in December, 1911, and took over the Burbank Review. After Lawrence's death in 1914, his widow, Mrs. Ida M. Lawrence, continued publishing the newspaper until 1916. On October 14, 1916, Samuel M. Greene and C. M. Brosius became publisher and manager, respectively. Brosius continued as manager when Charles E. Salisbury became publisher of the Burbank Review on February 23, 1917. Brosius bought the Review from Salisbury on June 7, 1918. Economies in the use of newsprint were ordered by the War Industries Board in August, 1918. Brosius was publishing to June 17, 1919.

## RECREATION

Burbank's first moving picture theatre was run by George Wood as an adjunct of his general store which kept open at night. Watland Wood recalled when his father took tickets at the picture show, ran to the store to wait on customers, and also squirted gasoline into the gas engine to keep the lights from dousing. Mainly films of Indians and cowboys were shown in the first years and people were properly shocked when Wood first showed a "society film." In June, 1912, the Burbank Theater was showing "Peg o' My Heart," starring Laurette Taylor. B. B. Vivian took over and remodeled the Burbank Theater in July, 1917. Albert Fonda Minor opened the Loma Theater in 1919. Later he built the Major Theatre and a few months after took over the Burbank Theater. Mr. and Mrs. F. G. Mouffe opened the Victory Theatre on August 2, 1919. By September, shows were given every night in the week. The new era of entertainment every night and on weekends had opened. "A Quiet Day in Burbank," a 1,000-foot film, was shown from Summer, 1919, on to point out interesting features of Burbank.

Burbank was in the San Fernando Valley baseball league, formed on August 12, 1913. In 1914 a newspaper announced: "Dance at Horne Hall January 23." To celebrate the return of soldiers and sailors and dedicate the new Victory Hall, a dance was given at Burbank on August 9, 1919. The music was "jazzy" enough and the maple floor was pronounced excellent. All windows were open. Dancers were not able to occupy the

floor all at the same time and took the floor in relays. Nickel dances were to be run every Saturday night. In January, 1917, fifteen dollars a month were allotted by the Board of Trustees to help the band. The money went to pay organizational expenses and buy music. Entertainment involved more professionals, and yet there was very considerable participation, as at crowded dances and in athletic activities.

## ORGANIZATIONS AND POLITICS

Burbank in 1910 had a 500 Club which met at the home of C. P. Nesselroad. The Burbank Chamber of Commerce, observed Salisbury in 1913, was doing its best to give authentic information about the city and surroundings. What was apparently a very early attempt at unifying the San Fernando Valley came when a San Fernando Valley Federated Commercial Bodies was launched on April 23, 1914. Nine cities and towns were represented at the first meeting at San Fernando. A semiannual meeting was planned. Burbank, Van Nuys, Lankershim, San Fernando, Zelzah, Owensmouth (Canoga Park), Little Landers (Tujunga), Chatsworth, and Monte Vista (Sunland) were represented. J. T. Wilson of San Fernando was named temporary chairman. F. M. Keffer of Van Nuys was named secretary. W. A. Blanchard was president of the Burbank Chamber of Commerce in 1914.

Ray Sence, son of Addison and Florence Sence, was Master of the Burbank Masonic Lodge in 1916. In 1916 the Women's Club of Burbank was organized by combining the Lavender Salad Club and the Ladies' Auxiliary of the Chamber of Commerce. Membership dues were \$1 a year and luncheons at meetings cost 25 cents.

Burbank Red Cross, in a financial report for 1917, showed receipts of \$632.68 and disbursements of \$338.29. In May, 1918, a committee at a joint conference, set up the San Fernando Annex of the Los Angeles Chamber of Commerce. Burbank Business Men's Association was formed in January, 1919, with Alderman Frederick S. Webster as president.

Ex-service "boys" organized the Burbank Post No. 150 of the American Legion in December, 1919. Charles K. Bowen was elected president, P. C. Paxton, vice-president, Hugh Pomeroy, second vice-president, Walter A. Story, secretary-treasurer, Elone Lindesmith, historian, Paul Brown, sergeant-at-arms. The post then held a Christmas ball which was called "the most brilliant affair of the season."

In political matters, the year 1911 was noted for incorporation of Burbank on July 8. San Fernando was the second Valley area to incorporate, shortly after. The rest of the Valley was under pressure to annex to Los Angeles in order to get water.

By 1912 half the San Fernando Valley, along with Glendale, Elysian Park, Eagle Rock and Highland Park, was placed in the 61st State Assembly District. The vote at Burbank in the primary election of September, 1912, listed 269 Republicans, 52 Democrats, 24 Socialists, 87 Prohibitionists, and 66 "not stated" out of 468 voters registered.



In the presidential election of 1916, President Wilson received but 268 votes while Charles Evan Hughes received 389. Charles H. Randall won election to the 9th Congressional District, which took in the Valley, in November, 1918.

#### BURBANK IN WORLD WAR ONE

World War One was to involve Burbank deeply. At Burbank Grammar School boys and girls bought Liberty Bonds. A large sign in the school's main entry promoted sales: "The World Must Be Made Safe For Democracy." In April, 1917, local branches of both the Home Guard and Red Cross were organized. German melodies were no longer popular in the Valley. Various forces were intent on finding and exposing any sympathizers with Germany and any "strikers."

Military conscription entered and the Seventh District for this manpower draft took in precincts 2, 3, and 4, of Burbank, along with San Fernando, Calabasas, Owensmouth, No. 2, Chatsworth, Saugus, Newhall, Sunland, Lankershim, and Universal City. The first registrants for the draft totaled 177 in Burbank in July, 1917. Eight coach loads of troops went off to American Lake, Washington, in September, 1917, from Burbank.

People hung Hoover Food Conservation and Anti-Waste Cards in windows in the Burbank of 1917. A branch of the National Defense Council was organized at Burbank on December 29, 1917. In 1917 Dr. F. W. Coulter of Burbank was called to Buckingham Palace in London and presented with the Distinguished Conduct Medal. King George himself made the presentation for acts of gallantry by the Burbank physician during 1914-15 fighting in France.

A Woman's Branch of the State Council of Defense was organized, with Mrs. L. Mulvey as permanent chairman. Pacific Electric advertised: "The No Auto Days. You are saving food by denying yourself to win the war. Save Gasoline, Rubber and Oil--equally essential to success in the war--by leaving your automobile in the garage." The "Kaiser's tongue" was ousted from Burbank Union High School in January, 1918.

By February, 1918, five local boys from District 1 in the San Fernando Valley were at the front in France. Farmers and ranchers in mid-February, 1918 listened to Dean Hunton tell their part in the "winning of the war." Advertisements enjoined people: "hear ye him."

Corporal Charles Pomeroy, "somewhere in France," sent his mother in Burbank clippings from the army newspaper, the Stars and Stripes, containing humor in March, 1918. Slogans were: "Buy, buy, Liberty Bonds; or Bye-Bye, Liberty." Some 55 Burbank youths in the armed services signed an appeal for people to buy the Third Liberty Bond. When Burbank oversubscribed the \$36,900 allotment, a newspaper said: "Berlin Bladder Please Copy." Another slogan was: "Put a chip of patriotism on your shoulder, June 28th, and don't let anybody knock it off." By May, 1918, District 1 had 150 men in service.

During World War One, Walter A. Story served in the Student Army Training Corps at Pomona College. Paul P. Brown joined the Medical Corps;

A. L. Gower was in the U. S. Army Air Corps. In 1939 he was to manufacture aircraft hand tools. Howard I. Stites, later to become City Manager of Burbank, from 1934 on, was a Chief Gunners' Mate in the U. S. Navy from April 17, 1917, to June, 1919. George Dames of Burbank was decorated 17 times during World War I for acts of valor and won among others the Congressional Medal of Honor, Distinguished Service Cross, British Victoria Cross and French Croix de Guerre. He was credited with saving the life of General John J. Pershing during a bombing at St. Mihiel, France, and retired a lieutenant colonel. A "Roll of Honor City of Burbank, California--Our Citizens in the Military and Naval Service of Our Country" was struck by the Burbank Historical Society and contained 88 names. Some, like Dr. Thompson, were not listed, while others who had gone into the forces from other areas came to Burbank later.

"AT LAST, PEACE!" was a headline of November 15, 1918. But the blowing of train whistles days earlier had signified the end of the war. Shrill blasts informed people that peace was here. Breadless days were over within weeks, and sugar rations were to be increased by December 1, 1918, from three pounds to four in California. Soldiers wrote that the war was over but they were still not home. Burbank raised \$57,700 for the Victory Loan Drive in 1919, exceeding the allotted \$56,250. "One by one the boys in khaki are returning," ran a headline of 1919. Most of the men had seen active service in the Argonne mud of Belgium.

#### PEOPLE OF THE CITY

In 1910 the major sport of idlers at Lutige's store was shooting birds from the telephone wires along San Fernando Boulevard. Newmark wrote that the Verdugo family by the 1910's had lost its property until "the surviving representatives, including Victoriano and Guillermo Verdugo, were reduced to poverty." To Canoga Park in 1911 came Earl L. White in his first penetration of the Valley he was to help build.

American Lady Shoes with high buttons (nine in all) and stubby heels were the rage with their up-to-date and classy styles in 1912. Ladies' "fine wool underwear, two-pieced suits sold for \$2." In 1912 barbers advertised a shave, haircut or massage for ten cents.

Jim Jeffries had a fine herd of thoroughbred Holstein cattle and was also raising corn to fill his large silo, somewhat of a landmark already. Later Jeffries' cattle barn was converted into a boxing and wrestling arena. Arrowhead magazine of the San Pedro, Salt Lake, and L. A. Railroad in November, 1913, dealt with San Fernando Valley towns, including Burbank. The thorough article by Charles E. Salisbury of the Chamber of Commerce had a prophetic title: "Burbank The Panorama City."



Children coming to Burbank schools in pre-World War One days wore rubber boots to protect their feet and legs from heavy undergrowth along the foot paths that served as streets, recalled Mrs. John Emerson. Salisbury wrote in 1913: "If looking for business pursuits or in need of business accommodations one can find them in Burbank." He told of being but forty minutes from downtown Los Angeles. Salisbury was explaining the idea of the suburb: Work in, live out.

On coming to Burbank in 1915, William Coffman, longtime printer, publisher and postmaster in Burbank, said: "Yep, in that year you could climb up on one of the hills here in Burbank and look clear across the San Fernando Valley, and there were farms and vineyards and orchards everywhere you looked." Of Burbank he said, "there were no sidewalks, for one thing. Except along San Fernando Boulevard, and they were wood." Coffman noted, "Of course, there were plenty of horses and hitching posts, but not many cars. Why, if you saw two cars parked at night on San Fernando Boulevard, it seemed like a 90-day wonder."

On January 29, 1915, Henry A. Story wed Miss Faith Sence, daughter of Mr. and Mrs. Addison Sence. In early March, 1915, Julio Chrisostino Verdugo died at a reputed age of 112.

A. M. Smith, who had been living in Burbank for seven years, and was a Danish veteran of the war between Denmark and Germany in 1864, was given a pension by the Danish government in 1916. Edward Spencer died at 75 at Burbank, on February 7, 1917. As a youth of 17, serving as a lifeguard at Northwestern University, he had saved 17 lives when the steamer Lady Elgin foundered in Lake Michigan, on September 18, 1860. As he collapsed after the last save, Spencer asked in delirium: "Did I do my best?" a phrase which became nationally celebrated.

The film "A Quiet Day in Burbank" was shown at the Rose Theater on August 16, 1919, and in other towns. Miss Octavia Lesueuer arrived in Burbank in 1919 to join her parents and enter business and city functions. Oliver J. Stough, who had first bought huge acreage in Burbank in 1893, came up from San Diego and celebrated his 101st birthday here with friends in 1919.

Of course, no minor part of Burbank living was the founding of Forest Lawn Memorial Park at the southeastern border of the Valley. Meanwhile, in 1914 Burbank had entered its first float in the Pasadena Rose Parade. In a 'reciprocity day' celebration Women's Club of San Fernando Valley members from Burbank and other towns went to Owensmouth in March, 1917, as part of a round robin of visits.

## CHAPTER 9

### INTO THE INDUSTRIAL 1920'S

While the census of Burbank for 1920 showed 2,913 people, it did not indicate the rise of industrial development. Yet Burbank was now to become the first industrial city of the Valley and also to lead in pulling the whole Valley out of the farm stage.

### POPULATION

Fittingly for the new era the Census Enumerator at Burbank in 1920 was a woman, Mrs. Margaret D. Yale. An attorney and wife of Dr. A. E. W. (Alphabet) Yale, she had the highest standing in civil service examinations for the task. A Pacific Telephone and Telegraph Company survey of Burbank in fall, 1922, showed 2,100 families, or more than 7,000 persons. This was well over the 3,960 persons for the same extended Burbank area in the 1920 federal census and the 1,090 in the 1910 period. In-city population in 1923 exceeded 3,000 by one estimate and for the extended area 8,000. By 1926 population was 5,000 by one local count.

In 1927, a tremendous explosion of industry pushed the city to a reputed 21,390 people. Yet deaths for that year totaled but 136. Before that, in 1923 the city had passed an ordinance prohibiting cemeteries from burying any dead body within the city limits. One wit commented that no one died in Burbank. Instead, they went to their last long rest, suffered a demise, or were called from on high.

The area had its own minority of Spanish-speaking people which led in November, 1927, to a social center being opened by the W.C.T.U.. Miss Estelle Long, who spoke Spanish fluently, was in charge. A four-room cottage was rented. Classes in English, care of children, a Sunday school, provision of clothing--all were started.

By 1928 when Brandt did his master's thesis on the geography of the San Fernando Valley for a University of Chicago degree, he found that the Valley had different types of cities. Magnolia Park, a new area of Burbank in the valley section, was "suburban." Burbank was already so clearly industrial as not to be tied to the farm Valley.

### THE REAL CITY

Incorporation in 1911 had formally set up a city. But it was largely on paper. In the 1920's the real city of Burbank came into being, albeit on a small scale. When Paul O. Martin arrived in 1920, Burbank was little more than a "carriage stop" on the way to Glendale. Yet it was never the "whistle stop" so many Valley towns had been before they disappeared. By 1920 Burbank official and working personnel reached 150. Rural ways were steadily being dropped. Thus, in 1920 municipal garbage pickup was authorized. Outhouses were banned within the city in 1922. In June, 1922, Lester R. Godward was appointed City



Attorney. James C. Crawford was elected mayor in 1922 and was reelected to 1926.

A new style directory on Burbank was put out in 1923 by the Cutler Selection Directory Service. The new Burbank City Directory of August, 1923, had 119 pages, compared to 77 pages for the prior one. The law gave people five days in November, 1923, to place numbers on houses or be fined \$25 or get 25 days in jail. In 1924-25 Arthur J. Rose became City Engineer; installation of the first sewer system in Burbank began.

"In Burbank" was an official song of the city. Written by Code Morgan, a Burbank High School graduate in 1924, the work also had music by Morgan in fox trot rhythm:

Way out West, I've built a nest  
In a spot that Nature surely  
blessed:  
'Tis the place I love the best,  
Everywhere sunbeams rest  
In the Valley 'neath the mountain  
crest.  
  
I'll never stray far away,  
For there's peace and rest both  
night and day;  
Soft breezes sway  
Flowers by the way  
And even all the songbirds seem  
to say:

CHORUS

In Burbank, in Burbank,  
Way out in Burbank, California,  
I want to warn you,  
Don't let your footsteps stray  
When you start to come this way,  
For you will surely stay,  
Until the judgment day  
In Burbank, in Burbank,  
There's no place on earth that  
could be fairer--  
That's no error.  
There's a happy throng,  
Just ten thousand strong,  
And in Burbank town you can't  
go wrong.

In 1926 John D. Radcliff was elected mayor. Population rose to the California minimum for "Home Rule," the motif of Burbank's entire independent existence. With more than 3,500 people, an area could adopt a local charter and be exempted from general state laws in municipal affairs. Burbank electors chose fifteen freeholders (real estate owners) to prepare a charter. Miss Octavia Lesueuer did the main writing of the charter for the charter-city-manager form of government. On

January 4, 1927, people voted for the new council-city-manager form of rule. The California legislature approved on January 13, 1927.

Ordinance Number 4 of the new city government adopted a city seal in the center of which "there shall be a cut showing a cantaloupe." While the freeholders had produced a charter city, they still looked back to the day of the farm, when Burbank was the melon center of the county. A. E. Gidley of Marshfield, Oregon, was named the first city manager in May, 1927. Salary was \$400 a month. In June, 1927, "We Bank on Burbank," a line from a song by W. P. Coffman, was declared the official slogan of the city. That June, Mayor Frank C. Tillson was named Poet Laureate of Burbank.

The most bitter election in Burbank history to that time developed. A "Good Government League" worked hard as did "Federated Community Clubs," "Charter Protection League," and the "Nielsen Ticket." Twenty candidates' names appeared on the ballot. While the aim of some was to clean out prior officials, of five members of the Board of Trustees going out of office, two, J. T. Lapsley and J. D. Radcliff, were elected to the new City Council. Salaries were set at \$25 a month for the ex-officio City Recorder, \$15 a month for the City Marshal, \$2.50 a day "for time actually spent in the discharge of his duties" for the Street Superintendent. The Treasurer was to be paid "one per cent of all the money received by him to which the city may be entitled." To the City Engineer was allocated \$6 per day, and \$12 per day went to himself and a crew for actual time spent on the job. Fifty dollars a month were allotted the City Attorney. City Recorder fees came to \$3 for each action brought before him. Salaries were considered consistent with those of other small cities.

Magnolia Park, the west entrance to Burbank and stretching from the foot of Cahuenga Pass northward was opened by Earl L. White, by March 4, 1923. He put 300 lots on sale for \$15 down and \$10 a month. A free barbecue started off the area, some of whose first lots sold for \$590 and up. The first unit offered had 320 acres. C. F. Riggins was co-owner. When White could not obtain city aid to build a short cut to Cahuenga Pass, he did it himself and named it the Hollywood Way. Of the cost of \$1,200 the city was eventually to repay him \$500. At one time White is said to have employed 200 salesmen. A real city builder, White put in a bank, newspaper, radio station, an intercity transit line, shops and even a mortuary.

White sold the first 147 homes. In seven years his company did more than \$18,000,000 worth of real estate business. Street dances and airplane stunts attracted people. White in a classic remark said: "It seemed a shame then to cut up all those pretty fields and put in streets and public improvements." For his work, Earl L. White was sometimes called the Earl of Magnolia Park. By 1929 more than 3,500 homes had gone into the area, the biggest boom since 1887. Only the onslaught of the Big Depression of the 1930's could hold back the subdivision.

W. H. Bach of Orange Cove, beside Burbank, put four apples, measuring 14 to 15 inches in circumference each on exhibit in the window of the Biggar real estate office in July, 1921. That year the PTA of



Orange Cove entertained at Vinedale School. Contributors to the Burbank newspapers wrote in from Dundee and Stonehurst as well as from Orange Cove.

Burbank voters turned down a move to annex to Los Angeles in 1920 by 847 votes against 92. Water supply and sewage disposal were issues in the dispute. Meanwhile, an area of 30 acres of land on Fourth (Magnolia) Street and the Burbank city limits voted to annex to Burbank on August 7, 1923. On October 9, 1923, this Magnolia Park area was annexed to Burbank. On March 10, 1924, the Moreland tract was annexed. The 1925 battle against annexation to Los Angeles was a major struggle. Election results were about two to one against--1,232 no against 645 yes. Two boys were shot with birdshot about the shoulders in the struggle, which included a demonstration against annexationists led by J. W. Fawkes, called "Consolidation Joe."

Sunset Canyon Country Club voted on December 1, 1925, to join its 2,500 acres to Burbank, by 19 against 9, and was annexed on January 1, 1926.

In the meantime, a five-man planning commission had been selected on January 30, 1923. Burbank was divided into five planning zones: A, industrial, B, business, C, second residential, D, first residential, and E, urban or all other.

#### ECOLOGY

In 1926 the Park Commission at Burbank planted about 3,000 trees and in 1927 about 5,500. Pepper trees planted by the Providencia Land Company forty years before were a living monument. Visitors of 1928 looked at Burbank as a city nestled against the hills. Already factories could be observed, although many were hidden by groves of trees.

A sharp earthquake in 1920 was felt. In January, 1925, a slight earthquake shook the area. The severe quake of July 8, 1929, did no damage, although Burbankers reported feeling the tremor.

A freak hail storm struck the Valley on March 26, 1920, and youngsters made ice cream with the hail stones. Weather by 1929 averaged 58 degrees. Rainfall was 15 inches annually. Burbank was to get slightly warmer and dryer.

#### LAND DEVELOPMENT

Magnolia Park led the land development. But lands that before the 1920's could not be sold were now going for \$100 to \$500 an acre. The 20-acre tract of T. D. Buffington at Magnolia and Victoria Boulevards went for \$100,000 cash to Clifford Reed Corporation in 1926. The corner lot at Magnolia and Hollywood Way sold for \$12,000. Prices at this level forced out farming in Burbank; the great change to industrialization came as part of a real estate boom.

Ben W. Marks continued on part of the Stough Ranch to plan a

rival to the Wilshire Boulevard area of Los Angeles. Marks was to donate the later site of McCambridge Park to the city. F. A. Goodrich, in December, 1921, headed a corporation that bought up part of the old Stough Ranch for \$1,500,000. Some 3,000 acres of Woolard Heights in and adjoining Burbank was taken over by a corporation with a capitalization of \$3,000,000 for subdivision.

Building used a form of traditional California architecture which unkind critics dubbed Kansas Spanish or the stucco blight. As the real estate boom continued, Mr. and Mrs. Frank Bolce had to pay twelve dollars a month rental for a tent until homes could be put up. Business blocks were going up faster than housing for immigrants. The first real effort to find an "auto park" for automobile tourists and their trailers was made in August, 1922, at San Fernando Boulevard and Cypress Avenue. Building valuations for 1921 were \$1,330,940, for 1922, \$1,085,885.

"Two homes under one roof," the concept of the duplex, was proposed for Burbank in March, 1922, with stress on the "twofold utility" of the structure. The sprawling ranch home, with several generations of family and relatives present, was going out. By 1922 Burbank's city council banned all outhouses within the city. In her temporary "tent" home behind the building of friends, a woman died in her sleep in March, 1923. Building valuations rose to \$2,265,067 for 1923. From April, 1922 to April 1923, Burbank had added 46 subdivisions on some 450 acres.

A wide range of buildings was present. The Andrew Jergens Company had a soap plant in the city. A U. S. Internal Revenue Office was present. The U. S. Veterans Bureau and Vocational School building was operating. Block-long poultry sheds were also functioning, as were a dozen or so adobe houses. But alongside them was a 20-unit apartment complex.

Land auctions were common in the Burbank of 1924. When it went up in 1925, the largest office building in Burbank was the Gregg Building of Lloyd W. Gregg. Unfurnished houses of two and three rooms were renting at \$20 a month and new houses at \$30 a month. Four deals in six weeks by a Hollywood combine in February and March, 1926, represented valuations of \$3,000,000. In 1926 one of the wealthiest residences built in years went into the Benmar section for Frank Pellister. When First National Studios in 1926 took out a permit for \$400,000 in buildings in Burbank, all building records for the city were broken.

In October, 1927, promoters of Benmar Hills had 28,000 people gather to celebrate tract development. By 1929 planners said that Burbank was "running out of lots for buildings." Earlier, in 1923, the Goodrich building was made into a hotel, with Mrs. Helen M. Converse as manager. By 1929 Burbank had six hotels.

#### END OF THE FARM ECONOMY

Farming faded at Burbank in the 1920's before the onslaught of industrial uses of land. True, Ray Sence put up a large building for



feed and fuel in 1920. But A. L. Spellmeyer, by September, 1921, was holding that the Valley, which had some 40,000 population, could reach 200,000 people within ten years. Libby, McNeil & Libby Cannery began its seasonal operations in June, 1922, with a new slogan: "Oh You Peach." An article in Country Gentleman of December, 1922, showed how Charles H. Kline had come to Burbank and had 10,000 laying hens on a 5-acre ranch. But by 1922 Kline was down to 20 hens and had retired from the business. Like many other pioneers, Kline was driven to find new, city-type work.

Burbank Dairy was using a phonograph to entertain cows who gave more milk when music was played. The block-long poultry sheds were not all gone but were on their way out. "Vegetized flour" from a Burbank plant was sent to the South Pole to feed explorers of Commander Richard E. Byrd in July, 1928. Earl L. White, the longtime dairyman and city developer, sold his dairy in 1929.

Burbank in fall, 1922, had 280 concerns, a telephone company survey showed. In 1923 Burbank had 80 kinds of businesses.

None of this gainsaid the fact that by 1920 Burbank was called "essentially a residential city" but one "with an industrial future." During the 1920's outstanding early firms were established, all of them of national prominence: Andrew Jergens Company, Libby, McNeil and Libby, First National Pictures, Inc. (Warner Brothers shortly), Weston Biscuit Company, McKeon Canning Company, Cinecolor, Bendix Aviation, Menasco Air Equipment Company, Pacific Airmotive, General Water Heater Corporation, Adel Precision Works, Noma Electric Company, Division of General Metals Corporation. They achieved national distribution of their 60 different products. True, American Aluminum Corporation and the Inner Tube Company failed and left stockholders with no legal recourse. But Moreland Truck Company was to lead the way into heavy industry.

Moreland had a \$2,000,000 structure in operation in 1920. Libby improved its plant in 1920. The Los Angeles Times of January 9, 1921, in its page on industry in Burbank, a rail junction city, noted how the town was "astir with industrial activity." New gas lines were entering. By 1922 Moreland Truck was producing 25 trucks a month and planning to raise this to 80. Moreland employed 250 persons. McKeon Canning Company (later the Burbank Canning Company) was literally surrounded by the crops it canned on a seasonal basis in 1922. Empire China Company was as important in Burbank.

In 1924 Burbank had 61 industries and 1,278 workers, with an annual payroll of \$2,000,000. The Burbank Industrial Exposition, a significant departure for the San Fernando Valley, opened on September 9, 1924; it ran for five days. By 1927 more than 60 different products bore the label: "Made in Burbank." Mission Glass Company bought the old American Aluminum Company building of 66,000 square feet in 1927. Brandt, in his 1928 work, held that Burbank's manufacturing interests tie it more closely with the industrial development of the Los Angeles area than with the agricultural interests of the Valley." Brandt missed only that Burbank industry was now about to lead the whole Valley into industrialization.

In 1928 Burbank reached 70 industries. A glass company selected Burbank because factory building could go up here at half the cost in Pittsburgh. Power cost one third less than in Los Angeles; gas half the cost in the east, water 30 per cent below other places. A readymade market was in existence.

#### LOCKHEED AIRCRAFT CORPORATION

Allen and Malcolm Lockheed, as was shown, had started aircraft work back in 1912 and had their own plant by 1916. They had organized a company at Santa Barbara in 1924. Incorporated in 1926, the company built single and twin engine speed planes called the Lockheed Vega. Lockheed Vega's first single motor wooden plane rose in the skies in 1927. By 1927 Lockheed had outgrown its Hollywood building. Fred S. Keeler, a major stockholder and also a stockholder in the Empire China Company in Burbank, helped Lockheed find space for expansion in a building partly occupied by the Mission Glass Works at the corner of San Fernando and Empire. With 50 employees, Lockheed moved into the two-story brick structure at Turkey Crossing.

Three miles southeast was Burbank and around the plant were farms. For a third of a mile along the Southern Pacific's coast route workmen leveled sagebrush and tumbleweeds to build a landing strip about twice the width of the Lockheed Vega's 41-foot wing span. Twice a year grading filled gopher holes and cut down weeds. "A great step in the town's desire to attract new industries and payrolls," newspapers said of Lockheed's entry. Lockheed in 1928 produced 50 planes and was preparing for a 200-plane output in 1929. In 1928 Lockheed had 150 employees.

Speed flyers were carrying the Lockheed Vega name around the world. On April 15, 1928, Captain George Hubert Wilkins with pilot Ben Eilson flew over the "top of the world," in a ski-equipped Whirlwind-powered Vega; they led two more epochal flights that year. In a Vega, Captain C. B. C. Collyer set a new east to west nonstop record of 24 hours and 51 minutes from New York to Los Angeles. Charles Lindbergh, Wiley Post, James Mattern, Amelia Earhart and other great pilots were to set records in Lockheed's planes. In 1929 Allan Lockheed sold the company to the Detroit Aircraft Corporation and formed the Lockheed Brothers Aircraft Company, Inc.

Alongside Lockheed came Boeing Aircraft and Transport Company and Northrop Aviation which produced a plane that was practically all wing in December, 1929. On November 22, 1929, Amelia Earhart established a new speed record for women over a one mile course, her average speed being 184.17 m.p.h. and fastest mile, 197.8 m.p.h.

#### WARNER BROTHERS STUDIOS

When Nelson J. McKenna began shooting a movie of the San Fernando Valley in March, 1920, few could envision that the Valley was to become the world's leading film producer. Sacred Films, Inc., headed by



L. B. Taylor, was producing scenes from the Bible at its studio on the Stough Ranch in August, 1920. Comedian Fatty Arbuckle was in Burbank in August, 1921, making a film "Violet." In 1921 acreage at Third and Providencia was a favorite location for film companies seeking a rural farm background.

In January, 1926, First National Pictures, Inc., bought a site for \$1,500,000 at Providencia Rancho to build the world's largest film studio. One newspaper announced that the Valley was on the verge of a "boom unprecedented in real estate history in Southern California" with this purchase. The original tract of 78 acres offered room that could not be found in Hollywood, only a short distance away and virtually on the site of the Battle of Providencia in 1845. Mr. and Mrs. S. A. Martin owned and occupied the old Dr. David Burbank homestead at the time and saw the first wagon unloading lumber on property of their neighbor, August Handorf, where building of the studio began. Construction crews removed the wild alfalfa and onion patch, starting on March 28, 1926, and ending in 72 days. The studio had six paved streets, eight huge stages, enough electricity to service a town of 15,000 people, and 800 permanent employees, not counting actors and actresses.

"The Masked Woman" was the first picture made. In November, 1926, Warner Brothers purchased First National and promptly announced a \$10,000,000 program for the year 1927, to include 52 films. Second picture of the new studio was "Don Juan" with John Barrymore. On August 6, 1926, Warner Brothers Studio showed the first talking film when eight vitaphone shorts were offered. The feature film, "Don Juan," offered the first successful commercial presentation of sound moving pictures.

Meanwhile, Harold Lloyd, film comedian and producer, bought a five-acre tract at Olive and Victory in October, 1926. A 30-acre tract was bought by Sterling Company of New York in March, 1927. On October 23, 1927, Warners released the first all-talking picture, "The Jazz Singer," starring Al Jolson. A revolution in films and all entertainment had begun in Burbank. Now \$70,000 went into stage construction at Warner Brothers. Victory Studios began in 1927 on 30 acres and planned a \$1,000,000 investment. Warner Brothers, in full charge of First National on December 17, 1928, was said to have the first complete studio built from the ground up. The studio was virtually a complete city within a city. Joseph P. Kennedy, father of the later president, was acting in an advisory capacity for First National Films. Two persons died in an explosion of an arsenal used in making motion pictures at the studio in 1928.

Meanwhile, "Mickey Mouse" came into being in 1928 as a creation of Walt Disney, who ten years later was to come to Burbank. First National-Warners planned \$1,000,000 in investments in 1929.

#### NEW CITY ECONOMY

Burbank now had a quite different economic life. But it had to go many changes beyond its new eminence to become a new city. Paul O.



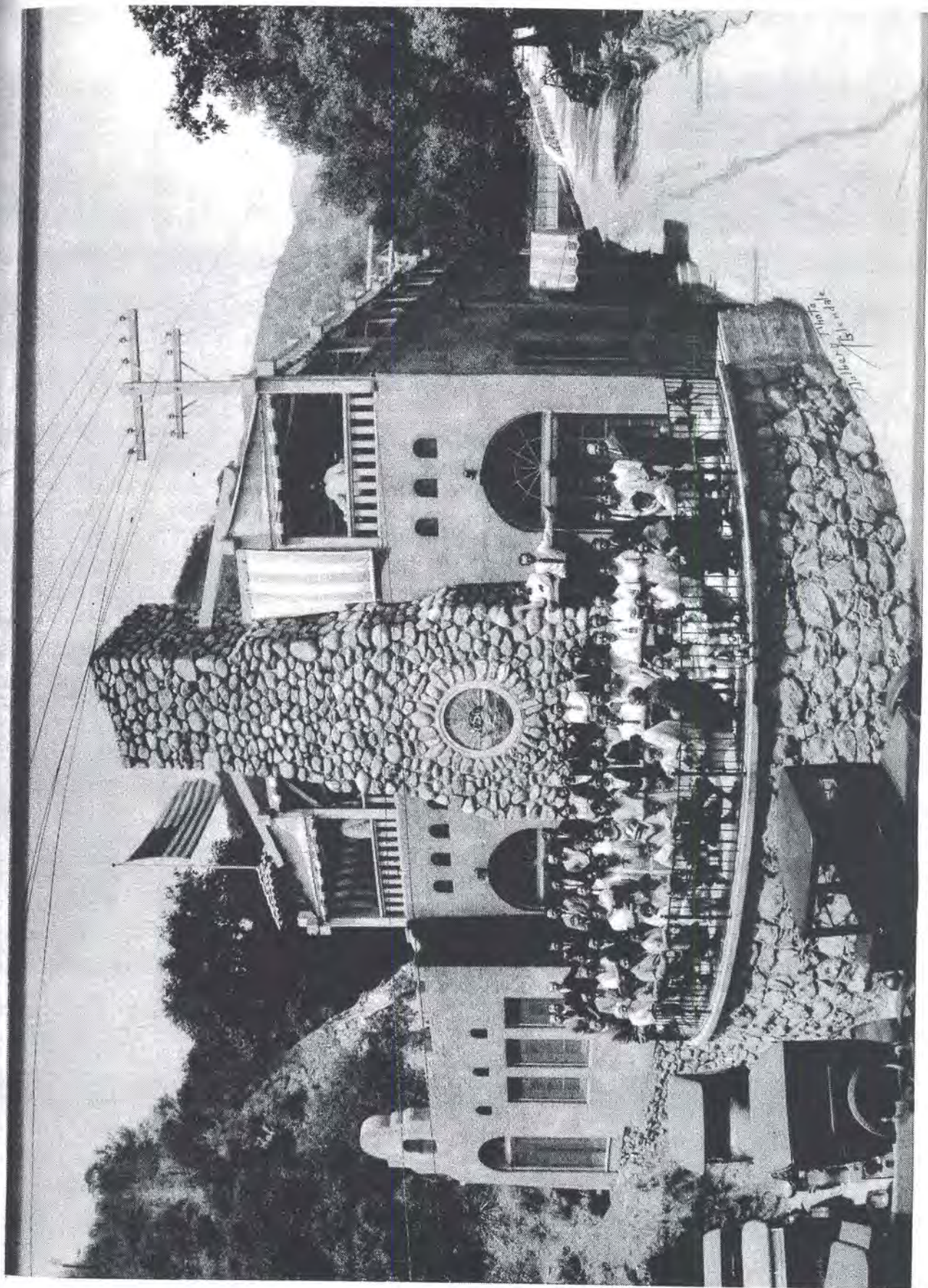


*Magnolia grade crossing*



*San Fernando Road, looking northwest, ca. 1920*





*Sunset Canyon Country Club clubhouse, built ca. 1921*





*Panorama of Burbank area from Verdugo Hills, 1922*

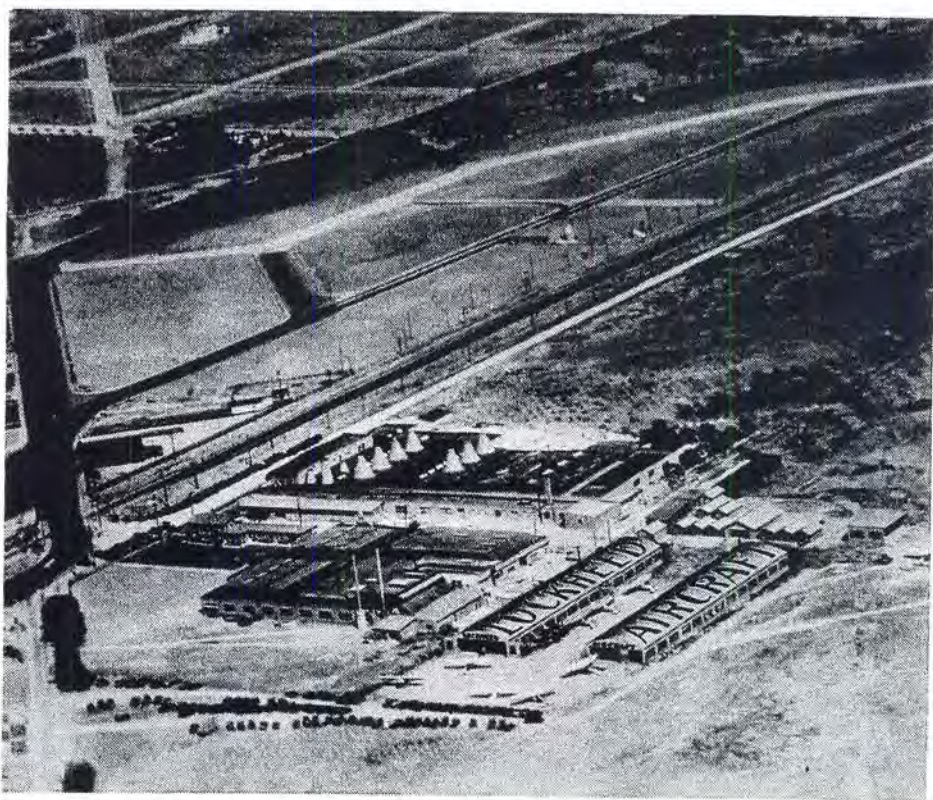


*Olive Avenue and San Fernando Road intersection, 1927*





*Warner Brothers Studios, ca. 1930*



*Lockheed plant, 1933*



Martin in 1920 bought the Bollinger Drug Company and changed it to Martin Drug Company. In 1925 he sold this store and bought Cowdrey Drug Store. Martin was Postmaster of Burbank for years. Armstrong Plumbing Company was started by Noble M. Armstrong in 1920; it was to become the oldest plumbing firm in the city. As late as 1921 the Luttge's store and that of Addison Sence were reached by climbing rickety wooden steps. But the stores were the social and political gathering places for the city. Sence extended his large feed outlet.

F. I. Welch in 1923 invested in a half interest in the Wilson Drug Company, the "original Burbank drug store." Later Ned Golay bought the Wilson interest. Burbank reached its 200th retail outlet, it was held, in January, 1924. The Burbank business district expanded north and south from San Fernando and Olive.

The real burst in retail development came by 1927. Piggly Wiggly chain stores now had branches in Burbank. In June, 1927, Burbank's population was spending \$4,627,889 for the necessities of life, a local estimate held. Food took \$2,186,767.80 of the total, clothing, \$842,616, shoes, \$218,273.40, furniture and furnishings, \$406,741.50, fuel and light, \$240,683.40, miscellaneous commodities, \$732,807. But by 1929 A. E. Williamson of the county planners held that "it will take a population of 792,000 people to justify the amount of property set apart as business frontage in the city of Burbank." He found that the city had 2.1 miles of retail frontage, of which 18 per cent was vacant, and which was caring for 22,000 people in the city.

For fiscal 1920-21 Burbank assessed valuation was \$3,251,227. Through the depression of 1921 and the boom of the mid-twenties the tax base was to mount greatly, reaching \$12,279,478 by 1925 and then an incredible \$27,469,415 in 1929. In 1922 the city required firms to pay an occupational tax; when some 200 of them refused, the city set out to sue them. In 1926 some suggested that people vote or pay a \$10 tax for not exercising voting rights. Burbank in 1929 had more than \$110,000,000 in property.

In 1920 Burbank Commercial Bank had deposits of \$185,436.56 and total resources of \$237,315.43. State Bank had entered, too. On February 3, 1923, both Burbank State Bank, set up in 1908 and Burbank Savings Bank, set up in 1911, were sold to Security Trust and Savings Bank (later Security-Pacific). In June, 1923, Burbank had 6,731 accounts in banks. No local banking institution could finance the growing city any longer.

On April 30, 1927, Earl L. White opened Magnolia Park National Bank. Liberty Bank became Bank of America in March, 1927. Surety Bond Building and Loan Association opened at Burbank on May 19, 1928, with T. D. Buffington as president. Burbank's four banks had total deposits of \$4,125,966.12 in 1929.

The stock market collapse of October, 1929, at first affected Burbank very little. Burbank put out a "Statistical Review" of its accomplishments at the end of 1929. Population was estimated at 16,000. Lots for building were scarce. There were five parks, 55 different industries, a \$2,000,000 industrial payroll. But motion pictures and aircraft production were prominent growth industries and plants were diversified.



## CHAPTER 10

### LIFE IN THE 1920'S

In every sphere of social endeavor the Burbank of the 1920's was, if not quite roaring, assuredly very upset. All the older, quieter and slower moving ways were being plowed under, literally, or paved over. The entire older foundations of the city were going the way of the horse and the farm. Older ways were disappearing; newer ways were unrecognizable.

### TRAFFIC FLOW

By 1920 Burbank had five miles of paved streets; in 1928 this rose to 153 miles. Police Chief George Cole noted that Olive Avenue, San Fernando Road and Magnolia Boulevard were the only paved roads in the Burbank of 1921. Dirt or gravel roads stretched out from the center of town through alfalfa farms and vineyards. But swiftly \$250,000 were raised to grade Cahuenga Pass and make it an alternative road to Riverside Drive. On it during a 24-hour period 7,000 cars and 25 electric trains were to pass shortly.

Victory Boulevard was named in 1923 to honor Valley soldiers in World War One. Turkey Crossing at San Fernando Boulevard and the Southern Pacific tracks was improved in 1923. When the paving of Burbank Boulevard was extended in 1925, demands to continue paving of a 100-foot wide road all the way to Girard (Woodland Hills) were made. Cahuenga Boulevard, from Hollywood through the Pass, was completed in 1926 at a cost of \$500,000. Agitation for a tunnel through the Hollywood Hills to link with the Valley persisted. Los Angeles County owed Burbank \$79,227 from the city's share of country road taxes as a result of annexation of Sunset Canyon Country Club and other land by 1926. Cahuenga Pass was paved under the Mattoon Act. Whitnall Highway, a diagonal route from Burbank, was proposed in 1927.

When Mrs. C. R. Stearns, wife of the superintendent of the Moreland Truck factory, went shopping in the 1920's in "downtown" Burbank, she could see only one car parked on San Fernando Boulevard. By the mid-1920's cars were no longer able to angle park on San Fernando.

As police chief in 1921, George Cole almost immediately installed stop signs at Olive Avenue and San Fernando Boulevard (then called Road). Up to then there were no traffic signals in Burbank. Most motorists had Model-T Fords. By February 27, 1927, 478 vehicles passed at Hollywood Way and Burbank Boulevard in a one-hour check, compared with 328 in 1926. At Magnolia Avenue and Hollywood Way, the count in 1927 was 774, against 534 in 1926. Along Victory Boulevard, between Hollywood Way and Buena Vista Street, the number in 1927 was 288, a rise from the 102 in 1926. "Blinkers" for 45 corners in the Valley were ordered in June, 1928, in a noted story headed, "Request Follows Order for Automation," a very early use of the word.

The railroad which had built the West and opened up the Valley and led to the incorporation of Burbank began to be upset in turn by a new and deadly competitor, the automobile. "Crossings" slowed through rail traffic. Burbank had 505 automobiles in 1920, a fourth the Valley's total. People in May, 1920, were advised to place secret markings on their cars so as to identify them if thieves removed motor and factory numbers, a forerunner of the engraving identification system of the 1970's.

In 1923 automobilists could go to Birch's Auto Top Shop for storm curtains, plate glass side curtains, and top dressing. An advertisement ran: "The Doble Steam Motor Car is so astonishingly superior to any other automobile that it cannot be measured by the same standards."

The Original Stage Line of San Fernando bought the Verdugo Hills Line in November, 1923, to run a bus twice daily via Sunland and Tujunga to Los Angeles. Burbank-Hollywood bus line was operated in December, 1923, by the Community Investment Company. The Original Stage Line on October 27, 1927, began serving an area from central Burbank to Magnolia Park and also North Hollywood. P. E., on its part, spent \$500,000 to extend its lines to the Benmar District.

Old rails laid down on the Burbank-Chatsworth steam railroad line in 1893 were doing fine in 1920. Laying down of 80-pound steel rails in 1921 was to mean a double track. But the railroad era from 1875 on as the main way of moving bulk transport and most people was sinking fast. Ticket business in 1922 was 139 per cent above 1921; the wood depot had to be enlarged in 1923. Freight tonnage rose by 50 per cent, to reach 86,000,000 pounds. S. P. in 1927 planned to build two new stations at Burbank, one passenger and the other freight; one station was built in 1929. It was to last to 1960.

#### UNITED AIRPORT

Of the many Valley flying fields in the 1920's, the one at Burbank was to become world renowned. In September, 1920, Ben and Alvin Carlton, associated with Lark Aviation Company, transferred their flying operations from a Brand field to a location on San Fernando Road between Burbank and Roscoe (Sun Valley). In September, 1928, the first survey was made for an airfield on a Burbank site by the United Aircraft and Transport Company. Fog at Vaile Field near Inglewood had disrupted Boeing Air Transport Corporation, owners of the Pacific Air Transport line flying between Seattle and Los Angeles, and Burbank had been found to have ideal weather for a terminal. Meanwhile Lockheed, on its own, was using an airstrip for its planes, the first taking off and lighting down on March 26, 1928. This was Lockheed Airport. The Aeronautics Board of the U. S. Department of Commerce reported that Burbank had the most favorable airport location surveyed.

Valley and Burbank leaders began a drive for an airport early in 1929. United Aircraft and Transport Corporation in 1929 bought 240 acres of land at Vanowen Street and Hollywood Way, to which Burbank added part of Winona Street to provide runway space. That year construction began on the "first \$1 million airport in the United States."



Ground was diced and sprinkled seven times with heavy oil for runways. A cushioned surface was set down and two hangars and a terminal building were constructed while the field was still a vineyard with a dry riverbed running through it.

United Airport was the first name of the field, a \$2,500,000 enterprise, soon renamed Boeing-United Field. The first air mail, all 344 pounds of it in 5,300 letters, flew out in November, 1929. Burbank was to prove to have the safety factors, freedom from continuous fogs, storms, and other poor weather conditions, and convenience to Los Angeles downtown which thorough checks by government and aviation officials had disclosed. The greatest private airport in U. S. history was on its way to making history.

#### UTILITIES

In 1921 Midway Gas Company added a new 12-inch main from Bakersfield to Burbank. Gas users in Burbank totaled 2,000 by July, 1923. By 1920 Burbank had 1,141 electric connections; these rose to 4,656 by 1927. Southern California Edison Company was spending \$1,000,000 in its Valley district in 1923, including Burbank.

Burbank reached 985 water connections in 1920 and 3,900 by 1926. Water users in the great shortage of July, 1920, were asked to "go easy on consumption." In 1926, in an historic action, Los Angeles City filed a claim for more than \$100,000 against Burbank and Glendale for water pumped from the river basin, under the 1781 ruling of the King of Spain giving the pueblo water rights. Then in 1927 the California legislature authorized the Metropolitan Water District, which Burbank assiduously joined and on which it had two votes. From 1920 to 1928 Burbank installed 185 miles of water mains.

Telephones of the 1920's used the entire name of Burbank. From 337 telephones at the end of 1919 Burbank rose to 456 at the end of 1920. By 1922 Burbank was the telephone "central" for itself and neighboring areas. The long awaited Valley telephone directory came out in 1923. In April, 1926, the dial telephone system entered and direct dialing of Los Angeles bureau began. Separation of the Valley as a telephone district from Glendale came in March, 1927. Burbank opened its new telephone central at Magnolia Park. Pacific Telephone's new building of 1927 had an 18-position switchboard. By 1929 the city had 3,500 telephones, ten times the 1919 totals.

#### PUBLIC SERVICES

In 1921 Joseph Balschweid became the Fire Department's second salaried fireman. He was both relief for Homer Davis and also doubled as a policeman. Davis by 1923 became fire chief and received \$140 a month for services as city forester, janitor and fire truck driver. In 1924 two men besides Davis were employed. A second truck was purchased, a Seagrave Suburbanite 350 pumper. In 1926 a fire siren atop City Hall replaced the fire bell; bonds for three new fire stations were approved.

The new City Council of 1927 replaced the volunteer fire department with a regular department. Two branch fire stations were built in the valley section.

Damaging as was the fire at Union Supply Mill and Warehouse in March, 1927, far worse was the fire which destroyed nearly 100 homes in Sunset Canyon on December 3-4, 1927. More than \$500,000 in damages occurred. While Sunset Canyon Country Club was spared, the thriving and prosperous entertainment center was ruined. Later the building was taken over by the Church of the Latter Day Saints (Mormons). But that year the first fire station was built behind City Hall and likewise two branch stations. A locally built Moreland truck was bought. By 1928 all Burbank firemen were full time and worked an 84 hour week.

City marshals on motorcycles in 1920 used stop watches and time and distance charts and telephone poles to measure speeding. Motorcycles could go up to 60 m.p.h., about 10 miles faster than most cars of those times. Police Chief George Cole said, "I held the record at one time for recovering stolen cars with the thieves still in them. I played on hunches. If a car with suspicious-looking people went by, I stopped it and often they turned out to be car thieves." Many were teenagers out joyriding.

In 1923 the city marshal's office was made into a police department. Traffic fines exceeded the department's operating cost. Cole quit the department in 1924 and later became a federal prohibition agent, federal marshal, and Customs Service border patrol captain. He said, "A city treasurer had run off with \$10,000 and he was captured for me in Missouri. But the City Council would not give me any money to go get him. I think they were afraid of what might have been revealed. That soured me on police work." In 1927 Burbank's first Police Air Patrolman was Lieutenant P. M. S. Miller, 115th Observation Squadron, California National Guard, a crack aeronaut although only 22.

In Burbank Deputy Constable A. C. Krause from neighboring Lankershim captured two men seeking to convey four barrels of wine in April, 1920. The "wet goods" were going at \$90 a barrel. A customer, disgruntled when prices were raised, "squealed" to Burbank police, and four barrels were seized. Burbank marshals and federal agents raided and closed an illegal still in 1920 that some Glendale police officers were operating. Bootleggers shot at Burbank officers who sought to arrest them in October, 1921, and wound up in jail. They also lost 5,000 gallons of wine found on the Ghilia Ranch. "Mash" was located on Verdugo Avenue in 1921 and the stills were seized. In one house City Marshal George Cole and U. S. Prohibition Agent Parker found two stills.

"Babylon has fallen," ran an article when Sunshine Inn was raided and closed down as a booze resort in July, 1922. Automobiles, movies and booze were called the nation's curse in 1923 by ministers who denounced drunks in joy wagons. "Lots of booze" was being found in cars and their occupants using Cahuenga Pass. Federal authorities in December, 1923, dumped 20 barrels of wine. The malefactor had been fined \$1,250 a year before for selling wine to school children. The empty barrels were saved. One of the largest moonshine distilleries



yet uncovered was found by Burbank police in July, 1925.

On June 20, 1927, a 200-gallon moonshine plant was found exploded at Winona and Clybourn Avenues. On October 28, 1927, Burbank police captured a 1500-gallon-a-day still, largest uncovered in the Valley to that time.

J. A. Crawford, municipal judge at Burbank in 1925, resigned the same year. When Glendale Township was created in 1927 by splitting Burbank Township, Justice Harry W. Chase who had presided over Burbank Township became justice for the new Glendale section. The new justice of the peace court opened on January 2, 1927, at Burbank, with F. H. Gray presiding. Police Judge in 1928 at Burbank was I. S. Watson.

When Postmaster Charles T. Thompson resigned in May, 1920, civil service examinations for the \$1600-a-year post were scheduled. Mrs. Effie Lawrence became postmaster on November 8, 1920. Postal receipts for 1920 were up to \$6,713.92; in 1929 the figure was \$61,077 or almost ten times higher. On April 1, 1923, Burbank shifted from village to city delivery and from two to three routes. Three carriers instead of two worked and two deliveries were made daily to residences instead of one. Patrons had to have a mail box or slot in the door where the mail could be placed to qualify for city delivery. No longer could mail be handed to someone. William P. Coffman in 1923 interrupted his newspaper printing to become postmaster. Leigh M. Rotherburg was appointed postmaster on July 1, 1924. When receipts went over \$45,000, Burbank became a first class post office, on July 1, 1925. A contract post office was opened in Magnolia Park on March 1, 1927.

Grove Ketchum was postmaster starting on February 28, 1929. When Albert S. Ricketts, later to rise through the ranks to become postmaster, joined the service in 1920 in Burbank, there were 19,000 people served by 23 postal employees. Postal workers made 65 cents an hour and considered themselves lucky not to be laid off in hard times.

In the great rains of February 15-16, 1927, the Pass Avenue Bridge at Burbank floated away and water was over the Pacoima Dam. By 1928, 797 check dams had been built at Burbank. In March, 1928, Burbank people were contributing aid to people inundated by breaking of the St. Francis Dam above the Valley. Eleven truckloads of food, clothing and bedding and a city tractor were sent to help. Many Burbank people helped search for missing bodies.

In the 1920's Burbank entered into arrangements with Los Angeles city on sewage disposal. Still, in 1928 only eight per cent of Burbank was served by the sewer system. Burbank opened a dog pound in 1927; it lasted to 1949.

#### CHURCH AND HOSPITAL

The building First Methodist Church had started in 1919 was completed in October, 1922. In 1927 the Christian Church was completed, at a cost of some \$50,000. Mother Cabrini Villa opened in 1927 and from

then to 1944 prepared about 700 girls for First Holy Communion and Confirmation. Burbank reached 18 churches in 1928. On April 29, 1929, a Valley ministerial union was formed.

A large addition was begun at Burbank Hospital in 1923; the building by 1925 had 50 beds and 15 bassinets. Cottage Hospital had a change of managers; a Miss Newton took over. Burbank Emergency Hospital opened in fall, 1927, and offered free clinics and accident and first aid care. In 1929 Burbank had three hospitals.

## LEARNING AND COMMUNICATION

Children at Burbank schools could eat for seven weeks in winter, 1921, without a fork. All items were sold at cost. In February, 1921, Los Angeles County Farm Bureau gave unanimous endorsement for a Junior Agricultural College for the San Fernando Valley. During 1921-22 Burbank High School was built. By September, 1922, its student body totaled 300, taught by 20 faculty. Shortly a library was added and by 1925 a swimming pool, shops, and tennis courts. In all, in 1922 Burbank had 1,223 enrolled in schools. Two new elementary schools--Abraham Lincoln and Joaquin Miller--were built in 1922-23. By 1927 both schools had to be enlarged; other additions were made later. In 1924 bonds were voted to build George Washington, William McKinley, and Theodore Roosevelt Elementary Schools. All opened in 1926 with four classrooms each. In 1927-28 the Ralph Waldo Emerson School of six classrooms was erected. Burbank Union High School District and the Elementary City School District were consolidated into the Burbank City School District in 1927. In 1928 this was changed to Burbank Unified School District. After John Burroughs Junior High had been built in the valley section, Burbank Junior High School became John Muir Junior High in 1928. The eleven schools had 3,650 pupils in 1929.

In 1921 Burbank's library, located in a room in City Hall, had 500 volumes. Mrs. Minnie Humphrey, librarian for about four years by this time, remarked the difficulty in obtaining new books. In 1923 the library was moved to the second floor of the Thompson Building with Mrs. Paxton and Mrs. Humphrey as custodians. In January, 1924, Mrs. Elizabeth Knox was appointed librarian. In February, 1926, the library was moved to a centrally located building.

From April 4 to April 25, 1920, J. P. and A. P. Welch owned the Burbank Review. W. P. Coffman became the owner on May 4, 1920. Harvey Ling and his father-in-law, Bert R. Greer, bought the Review on November 1, 1920. Coffman stayed on as foreman of the print shop except when postmaster from 1923 on. Meanwhile W. H. C. Greene established the Burbank Pathfinder on April 6, 1921, bought up by Bert R. Greer on September 13, 1921. Greene continued as editor and advertising manager. Sometime after 1923, the Burbank Review absorbed the Pathfinder; subscription to both cost \$2 a year. On October 17, 1923, the Burbank Review became a semi-weekly. George Lynn Monroe in April, 1923, joined the Review as a reporter. Burbank had four newspapers a week.

In 1923 Earl L. White began the Burbank Daily Tribune at



Magnolia Park. It was said to have more paid subscribers than any other daily in the Valley. By April, 1926, Burbank Review was appearing four times a week, while the semi-weekly Pathfinder went back to weekly publication. On November 1, 1926, the Pathfinder was merged with the Burbank Daily Review. On November 2, 1926, Burbank Review became a six-day daily newspaper. G. C. Emerson was managing editor of the Burbank Tribune in 1927.

Radio deeply affected Burbank from the earliest broadcast days. Burbank Radio Club planned a radio concert and dance on January 19, 1922, at Horne's Hall, with music by the Elks Orchestra. Former boarders in the home of Mrs. M. J. Spencer presented her with a radio set in January, 1923. A "Burbank night" was given on a powerful radio station from Los Angeles on a Monday night in March, 1923. Again, on May 5, 1923, "all kinds of things" were broadcast about Burbank for two hours on Times Radio at Los Angeles.

The first radio broadcasting station in the Valley was installed and opened on February 12, 1927, by Earl L. White at Magnolia Park. KELW (K for a western station and ELW for Earl L. White) operated over a 219-meter wave length. While opening as a 100-watt station, KELW could switch to 500 watts. Educational programs and news bulletins were broadcast. The first program lasted five hours. Humorist Will Rogers was to broadcast over KELW.

#### ORGANIZATIONS, POLITICS, MILITARY

The Burbank Chamber of Commerce was incorporated in 1922. Charles LeRoy Munro was president and Miss Octavia Lesueuer secretary. Burbankers organized the Burbank Betterment Society in 1922. Doctors of the Valley met at Burbank in July, 1922, and formed a medical association. A Kiwanis chapter was organized at Burbank in 1922. In 1923 the Burbank Realty Board began. In 1923 the Burbank Business and Professional Women's Club was organized. It planted trees on park property on what became the Lockheed plant. Before this, troops of Boy Scouts and Campfire Girls had also formed.

As a dispute arose between the Associated Chambers of Commerce, formed in 1921, and the Greater San Fernando Valley Association, Burbank Chamber of Commerce quit the Associated. The two all-Valley bodies merged in September, 1926. Earl L. White was elected president of the San Fernando Valley Corporation in 1928; its real estate membership promoted the Valley with publicity.

Burbank had 627 registered voters in 1920 and 8,388 in 1930. By the time of the November, 1920 elections, registration had gone up, and 1,037 votes were cast. Warren G. Harding won over John W. Cox by 703 against 177. There were 59 Prohibition and 50 Socialist votes cast. Burbank city and one county precinct had 1,477 registered voters in February, 1921, out of 5,957 in the whole Valley. In 1924 Paul O. Martin organized the Burbank Democratic Club and was its president for a decade. Burbank registration reached 6,853 in October, 1928. Herbert Hoover won 3,851 votes against 1,114 for Alfred E. Smith in November,

1928, in an 80 per cent voter turnout.

When Burbank National Guard Company was mustered in on July 7, 1920, a dance in the street was held by spectators. Company I was to be federalized and fully equipped. In 1923 the U. S. Veterans' Bureau and Vocational School was operating in Burbank.

## RECREATION

Al Minor began operating the Loma Theater in 1920. When the Sunset Canyon Country Club opened early in 1921, E. G. Judah was president. A six-day Chautauqua entertainment series appeared in a tent from April 15 to 20, 1921. Frances Ingram of the Metropolitan Opera Company of New York was featured. A Junior Chautauqua for boys and girls was also given. In April, 1921, a baseball league for the Valley was organized. Burbank in 1921 held its own summer event, "Land of Poco Tiempo."

The Order of the Mystic Smile at Burbank presented an entertainment, "Miles of Smiles," in November, 1922. Opening of the new Palais Majestic Hall was a major social event on December 12, 1922. Roy Holden's Peerless Players lived up to their name at the opening and dance. In 1923 basketball teams were either "light weights" or "heavyweights." By June 1, 1923, Sunset Canyon Country Club had 2,475 members and assets of \$16,280.97. Loma Theater in November, 1923, showed "Strangers of the Night," a new appreciation of alienation in urbia.

On June 10, 1924, the Burbank Park Board was established. A Theater showed "Leading Photoplays." Hugh Kennedy Vickroy retired from fruit culture in 1925; he was to give Burbank land for Vickroy Park. The City Theater opened on August 9, 1926. Mrs. Catherine Rossi, who opened the first bowling alley in Burbank, in 1926, helped establish the first women's bowling here. While Miss Octavia Lesueur was president of Burbank's first Park Board from April 19, 1927 on, she was largely responsible for having more than 30,000 trees planted and replaced in drives and parkways. Some 30 acres used as a "sewer farm" at Hollywood Way and Empire Avenue were turned into a park once Burbank connected to the Los Angeles sewer system. Pioneer Park began. Expansion of Lockheed later led to its purchase for aircraft use.

Sunset Canyon Country Club in 1928 stood on 1300 acres, a \$1,000,000 development. Earl L. White in November, 1929, announced that Fox West Coast Theaters had signed a 25-year lease for a new \$500,000 sound theater to go into Magnolia Park.

Burbank Commercial Club gave an informal dance in its clubhouse in May, 1921. Members of the Burbank Ministerial Association, on September 19, 1922, objected to public dance halls where they posed various "evils and dangers." On January 17, 1923, police held a dance at the Palais Majestic to raise funds for the poor. A 1922 Christmas dance had raised \$480 for this cause, and police held that a monthly dance was needed. Eastern Star held its first dance of the year at Palais Majestic.



People who wanted to dance "the old fashioned dance" were encouraged to come to the Palais Majestic on February 8, 1923, by Manager L. G. Evans. All the "elderly" were invited to do "the square dance, the quadrille, the Virginia reel" and the like. S. C. Rogers was to be caller and E. C. Short to play the fiddle, with a piano player aiding. Young folks were welcome to "a jolly, old fashioned good time." At a masked ball held in Los Angeles, Burbank won first honors. Pietro Romeo and many other Burbankers attended. M. Pastroni and A. Valpreda, one masked as Queen of Italy and the other as General Diaz, was the winning couple. Across the chest of one was "Bur" and the other "bank" to make up the name of the town they represented when they stood right.

Manager Evans of the Palais Majestic was running a fox trot contest in April, 1923, in which seven-year-old Bernardine Kien was leading. She danced with her father and did so well that Robinoff, the noted Russian dancer, asked her parents to place her in his classes. In all, six contests were held. A cash prize of \$10 went to winners. The first two were selected by applause, the remainder by judges. A large throng attended the opening of the Palais Majestic ballroom on October 15, 1927. Burbank "dance lovers" came out in droves for the new ballroom, open each day except Sunday. Jimmy Macdonald and his orchestra played.

In music the Burbank Choral Club, begun in 1920, was sponsored by the Women's Club. In 1926, the singers took first place in the finals in the Eistedfod competition in California, repeating in 1927 and 1928. In late 1923 a Municipal Band was organized with Hubert Snow White as director, with city financial backing, up to \$125 a month. On May 19, 1927, Al Ramsay, popular pianist of the Hollywood Collegians' dance orchestra of Burbank, left on his way to Nome, Alaska. Ramsay was to play with the orchestra of the "Dorothy Alexander" on the voyage from Los Angeles Harbor to Seattle. A Valleywide music organization was launched on March 5, 1928, with Mrs. Sarah Kellogg as president.

#### CONTRIBUTORS TO HISTORY

Amos Leslie Burbank, called by some the founder of Burbank, died on October 4, 1920, at age 70 in his Los Angeles home. In 1921 people would say, "Burbank will make the Eagle Scream on Independence Day." Or "if we would have milk, someone must go after the cows." When land was too valuable to continue in any farming, Jim Jeffries let his acres go into subdivision.

David Rittenhouse reached Burbank from New Mexico in 1922. A china factory was located where Lockheed was to enter. "Most of the Burbankers were farmers," Rittenhouse said. "A lot of them worked in the grape vineyards and went to work on a streetcar that ran out Glenoaks Boulevard." San Fernando Boulevard was paved in the middle, but there was just dirt on the sides. Most other streets were not paved.

Miss Pearl Napper and Earl Jay Mainard were wed at her parents'

Burbank home in June, 1922, and the newlyweds staged the biggest surprise of the evening by "slipping out of the window and away on their honeymoon." People in December, 1922, could "buy a button" for 25 cents to help save Mission San Fernando. Among Valley members of the Pioneer Society of Los Angeles County in 1922 were S. H. Butterfield and Fred Dell of Burbank. When Ransom Varney died at 87 in July, 1922, he was said to be the oldest Valley pioneer in point of residence, coming to Lankershim in 1890. Several descendants were Burbankers.

Mr. and Mrs. E. R. Walroth, who arrived in Los Angeles from Omaha in 1922, asked a woman where there was a high and dry place to live. She recommended Burbank, and that afternoon the couple was on the Big Red Car for Burbank. Beautiful pepper trees impressed Mrs. Gertrude Warren who arrived in 1922.

James J. Jeffries, now 48, filed a petition in bankruptcy on February 28, 1923; he showed total debts of \$292,183.40 and assets of \$130,950. Daughters of the American Revolution finished their "Valley of San Fernando," a rightly noted work on the area in 1924. In that year a question was: Will husbands quit if their wives bob their hair?

Burbank in 1925 was described as 12 square miles and as having 100 miles of paved streets by Rand McNally maps. There were 32 manufacturing concerns with an investment of \$7,000,000 and a payroll of \$2,000,000 annually. One original member of the board of directors of the Providencia Land and Water Company, which had founded Burbank in 1887, was still alive in 1926.

John Radcliff, last mayor of Burbank under the first form of government to 1927, sold off his successful farming operation of 33 acres in 1924 when land became too valuable for crop use. While still in farming, Radcliff had gone into real estate and insurance. The humor of those days would tell of a farmer writing a love letter to his sweetheart: 'My 'Sweet Potato': Do you 'carrot' all for me? My heart 'beets' for you. You are the 'apple' of my eye. If we 'cantalope,' 'lettuce' marry. We will be a happy 'pear.'" Only a highly educated city dweller could contrive such "farm" humor.

In 1927 a history of Burbank, entitled "Ranchos de Los Santos," celebrated opening of the Security Trust and Savings Bank. Maria Antonia Lonjina Masime Verdugo Chavoja, daughter of the late Julio Verdugo whose family had owned Rancho San Rafael, died at 102 on February 4, 1928. Burbank was included in a Valley directory of 1928.

By 1929 Jim Jeffries ended any farming on his land. Geraldine Jacobi Russell, mother of the future actress Jane Russell, and the family returned to California and Burbank where the mother sought to gain weight. She wrote, "One night, I attended a meeting in the Burbank City Hall, a divine-healing meeting. Dr. Lillian Yoeman, who had been a dope addict and was healed, was giving her testimony." From then on Mrs. Russell too sought help in this way.



## CHAPTER 11

### THE DEPRESSION 1930'S

Burbank and the San Fernando Valley were on the eve of great strides in industry and urbanization when the great depression of 1929 struck and slowed the growth to a halt. Burbank was to lead the entire Valley in working its way out of the depths of economic collapse and personal despair in the blackest breakdown in their history.

### POPULATION GROWTH

In the 1930 census Burbank had a population of 16,662, or almost six times the 2,913 of 1920. By the end of the decade the total was more than double this (34,090 in 1939). Meanwhile, as many as 335 births were recorded in 1938 and 139 deaths.

Minority people were present. Mexican life in Music was portrayed in a social program of the Edison School on May 4, 1932. Classic dancer Cecilia Mae Fischer contributed to the event, part of National Music Week, in which members of the local Mexican colony and Spanish class students participated. When the Burbank YMCA was incorporated in June, 1937, leaders described work with 1,000 boys in Burbank of Mexican extraction under Mexican leadership.

Burbank puzzled urbanologists who thought it suburban for a long time but did not know what to make of its world-reaching industries that were dragging it outside older classifications. "Industrial suburb" was a phrase supplied. McGroarty held that up to 1933 Burbank offered the advantage of suburban residence and work in Los Angeles, while the reality was one of working in Burbank without going to Los Angeles except as a distant market. But he did see that in Burbank one could have a small ranch home capable of producing enough fresh vegetables, fruit, and poultry to help support the table. Such was "old suburbia."

### CITY DIRECTORY

A Burbank City Directory for 1930 offered a Statistical Review, part of it fanciful as with a population estimate of 25,000. But some of it was only inept, such as views that the "white population" contained 95 per cent of the total but that there was no colored population. Most of the remaining data were one to two years older but important historically. Burbank was advertised as "A mighty good place in which to live, work and do business." It called itself "Aeronautical Center of the world; leading in aviation and airplane manufacturing." It extolled the airport as "one of the most modern and beautiful" in the world. Burbank had a world and sometimes out of this world consciousness from an early date. No one could accuse its leaders of being less than optimistic.

A change in the Burbank city seal resulted from a City Council meeting of April 14, 1931. Its official description was "A seal circular in form with a diameter of two and an eighth inches, and which shall have inscribed thereon a pictorial representation of the Verdugo Hills with a portion of the business and residential section of the City in the foreground, the sun rising above said hills in the background, and an airplane in flight above the city within the radiance of the sun..." Surrounding this design were the words: CITY OF BURBANK CALIFORNIA. INCORPORATED JULY, 1911. The design was passed on and adopted at the Council meeting of December 1, 1931. The seal "reflected the city as an urban rather than a rural community." That year James L. Norwood was elected mayor.

As of August 3, 1932, all city employees getting over \$100 a month, excellent pay for those times, except three officials, were to be cut 10 per cent in wages. This second cut was to balance the budget. City Attorney J. H. Mitchell was ousted in May, 1933, from a post he had held for eight years; Ralph Swagler replaced him. Howard Ingham Stites became City Manager in 1934. Frank C. Tillson was elected mayor in 1934. The city-run rock and gravel plant in 1936 used the old engine from a wrecked fire truck. In 1937 Burbank was completing Works Project Administration (WPA) activities in streets, sewers, street lettering and garages.

Ever willing to listen to its citizenry, the city collected complaints of residents: "Are you going to sit there and see a lot of cheap, flimsy shacks rising in this town?" Or "can't you do something better about bus schedules?" Another complaint was: "I tell you I can't sleep another night with that man's rooster crowing under my window."

A first aerial map of Burbank was made in February, 1939, by the Whisenand Brothers. Civil Service was voted in by 2,870 to 2,225 on April 4, 1939. Hugh G. Williams headed the new Civil Service Commission. The personnel system was reorganized; 360 persons were involved. That year the department spent \$803. A \$200,000 city hall was approved in 1939. Burbank in 1939 began providing hard wood benches for its residents rather than have commercial firms sell ads to pay for the service.

War-industrial Burbank was probably born in 1939. The first city manager report showed a population of 34,090. City Council passed a record 22 ordinances and 50 resolutions. The 1939 City Directory placed population at 27,000, called Burbank the "gateway of the San Fernando Valley," and noted that principal products were motion pictures, airplanes, hot water heaters, milling feed, dehydrated foods, canned goods, toilet items, airplane parts and accessories, and pottery. Burbank was called a leading "home city," growing even in depression years. Its building permits for 1938 were greater than those for cities with ten times its population. Burbank was termed a major aircraft center and world motion picture hub.

#### ECOLOGY

By 1931 Burbank had 218 miles of trees set in city parkways,



pepper trees at Civic Center Park to make room for picnic areas, a playground, a golf-putting green, four tennis, badminton and volley ball courts, and winding trails on 17 acres. The more than 300 trees made the park resemble an orchard.

The disastrous Long Beach earthquake of March 10, 1933, forced building and safety changes at Burbank, especially in schools. The old Edison school was condemned for classes but not for administration. A slight quake jarred Burbank on March 25, 1937.

By September, 1931, United Airport was a central distribution point for weather information for a vast area. On December 14, 1931, the Valley was "white-blanketed by a driving snow storm." Heavy snow also fell on January 15, 1932. McGroarty was to remark of the early 1930's that at Burbank the days were not particularly hot as humidity was low, while nights were delightfully cool, which gave Burbank an "ideally mild" climate the year round.

## BUILDING

Construction was perhaps Burbank's major industry for long years. Building valuations fell to \$1,002,099 in 1930, well under the \$1,272,129 for 1929, then to \$421,638 in 1931 and only \$186,108 for 1932. In April, 1931, a postal survey found only 117 vacant houses out of 4,299. The city had 10 hotels and rooming houses, 30 apartments, 58 courts, 86 duplexes, and 15 flats. In June, 1932, Burbank was asked to contribute one dollar a home to help a county-wide movement to save foreclosure on homes. McGroarty found Burbank an ideal home community in 1933. He stressed its small ranch homes, the Spanish architecture, home owning by more than 75 per cent of residents and startling and beautiful surroundings. By 1933 building valuations were up slightly, to \$197,000; they doubled to \$396,304 for 1934.

An early sign of building coming out of the depression was in 1934 when Morey and Eaton, developers, announced a 100-home project on the Shelton tract of 80 acres. A Federal Housing Administration survey in April, 1935, found that Burbank had 5,077 buildings: 4,326 were single family, 46 courts, 122 duplexes, 37 apartments, 546 business structures. Of these 2,786 were frame, 2,102 stucco, 867 masonry and 62 steel. Owners occupied 2,403 buildings, or 46 per cent, tenants 2,827, or 54 per cent. FHA sought to stimulate employment by work on buildings and noted that 1,055 structures could be worked over at a cost of \$405,175. By 1936 building valuations had risen to \$1,892,998, up from \$1,634,906 in 1935--even above the 1929 figures. In building, Burbank was out of the depression.

Burbank by April, 1937, had received \$953,370 in Federal Housing Authority loans for buildings and mortgages. Valuations in 1937 rose greatly to \$3,283,696, to \$5,080,452 in 1938, huge sums for Burbank.

Photographs showed more than a dozen dwellings termed "unfit for human habitation" in March, 1939; demands for elimination of slums were raised. A plan to refinance the Benmar Hills "sour Bond" district failed on September 13, 1938.

Permits for 30 new houses in a single week of February, 1939, were issued, for a total value of \$84,450 or \$2,811 a house, one-tenth the house value of the 1970's. Burbank led many communities in the use of funds under the Federal Housing Act, with FHA having a \$10,000,000 financial interest by 1939. In all, 3,500 homes had been planned and built and occupied under FHA provisions in four years. Of 1,241 residences built in Burbank in 1938, 890 or 71 per cent carried FHA-insured mortgages. Building for the year reached \$8,681,367 for what WPA called "a city of small residences and shaded streets." Still the Blessed Hope Corporation, which had 14,000 cemetery lots for sale and only a few takers, filed a petition in bankruptcy.

### INDUSTRIAL BREAKTHROUGH

Burbank in 1931 was still written up in the Food Industries Publication of New York for its dehydration of vegetables. Feed and poultry and dairy operators in 1934 were obtaining loans under drought provisions of federal law. In 1935 one writer found part of Rancho San Rafael was "still used for pasturing cattle." Two nursery schools in 1937 were used as models and demonstration centers for others, as part of an unemployment relief experiment. But farming as a way of life was finished. "Southern California At A Glance" in 1930 found of Burbank, "It is rapidly becoming the aeronautical center of the West." Industries had payrolls of \$25,000,000 in 40 different product groups.

In October, 1931, Pacific Airmotive moved to United Airport from Mines Field. Moreland Truck Company was cited for developing the Safety Coach and shipping trucks all over the world. Andrew Jergens Company was another "nationally known" firm. Vegetable Products Corporation of Burbank was providing dehydrated food for the second expedition to the South Pole of Admiral Richard E. Byrd, some 35 tons of materials in all. In 1933 Burbank industries ranked tenth among California cities in value of industrial products and seventh in wages paid. Values were \$16,196,961, while the 1,670 wage earners drew \$2,832,582. Claude S. Hughes operated the Valley's only tire retreading factory in 1933; he had begun here in 1927.

The census of manufacturers for 1933 of the U. S. Department of Commerce showed industrial production valued at \$16,196,961, under the \$17,910,304 of 1929 but well ahead of the \$13,593,134 of 1931. Wages in industry were \$2,832,582, compared to \$3,001,850 for 1929 and \$5,313,994 for 1931. Wage earners' average pay was \$1,673 in 1933, just ahead of the \$1,519 in 1931, and six dollars more than the \$1,667 of 1929. Number of industrial establishments was 21 in 1933, 23 in 1931 and 26 in 1929.

In the depths of the depression in May, 1935, Moreland Truck Company filed a petition on reorganization as a step to lift receiver-



Moreland Motor Truck Company was active, an underwear factory was selling all America shorts, and the soap and cosmetics factory was building an addition. Shippey said that when he revisited Lockheed after four or five years, "the only thing I recognized was the entrance."

#### AIRCRAFT CREATES MODERN BURBANK

The railroad produced Burbank; the electric interurban railway spurred its incorporation as a city; the automotive-truck plant put it on the industrial path. But aircraft, joined by films, made Burbank a great and a true world city. In July, 1929, Detroit Aircraft Corporation bought an 87 per cent interest in Lockheed. When the stock market crash came in October, 1929, Lockheed was the only branch of Detroit Aircraft making money; but the company took all the profits to try to keep the main corporation alive. This forced Lockheed into bankruptcy. Title Insurance and Trust Company of Los Angeles became receiver in October, 1930.

Lockheed-Vega was constantly paraded before the entire world as the speediest of vehicles, as when in 1930 Ruth Nichols set a woman's record of 16 hours, 59 minutes, from Mineola, New York, to Burbank and 13 hours, 22 minutes, to return. Charles A. Lindbergh and his wife set a new west to east speed record of 14 hours and 45 minutes in 1930. Captain Frank Hawks, in still another Lockheed, cut this to 12 hours and 25 minutes.

Not only were hundreds upon hundreds of airplane records set from United Airport and usually in a Lockheed airplane but also the world's leading flyers performed the feats to bring Burbank world attention. In the early 1930's Lockheed developed the twin-motored 10-passenger Electra and a 14-passenger transport. Visitors in the 1930's would point out Lockheed, where Wiley Post and Harold Gatty's airplane, the "Winnie Mae," was made, and where the aviators started on their record world flight. In February, 1930, Russian government officials visited Lockheed. Included was Professor A. N. Toupoleff, designer of the Plane "Land of the Soviets." The U. S. Army held air maneuvers over Burbank with 170 airships.

In 1931 Lockheed was down to producing three airships a month. Paul Mantz in 1931 organized his United Air Service, Ltd., at United Airport to do camera and fast charter work. He was soon known as the honeymoon pilot. Post and Gatty made it around the world not in 80 days but little more than a tenth that time, 8 days, 15 hours, and 51 minutes, in July, 1931, using a Lockheed plane. In 1931 Ruth Nichols set a woman's altitude record. Captain George Endress and Alexander Magyar crossed the Atlantic all the way to Hungary; 3,600 miles, in 26 hours.

On June 6, 1932, Robert E. Gross, an investment banker, with six other men, bid \$40,000 for the assets of Lockheed Aircraft Company in a federal court. The others were Carl B. Squier, Lloyd C. Stearman, Walter T. Varney, Cyril Chappellet, R. C. Walker, and Thomas F. Ryan, III. By August, 1932, Amelia Earhart, the first woman to make a non-stop flight from Los Angeles to New York, flew a Lockheed-Vega from Hawaii to California in 18 hours and 16 minutes. She had already flown, in May, 1932, a Lockheed-Vega across the Atlantic, the first woman to do so. The world's greatest flyers kept Lockheed's name alive while the new corporation kept working on the Electra, which was completed in February, 1934, and was to extend the firm's reputation.

Within a year after incorporation, Lockheed sold 289,741 shares of stock. The twin-engine Electra carried ten passengers, two pilots and a full cargo of mail or express, all at a \$36,000 low price. An Electra Jr. was designed and built for the Air Corps, while the standard Electra was modified at the Air Corps' request into the first successful pressurized substratosphere airplane (the XC-35). Lockheed's payroll in September, 1934, was only 34 employees.

By 1935 Lockheed went up to 400 employees. Amelia Earhart predicted regular passenger plane service to Hawaii shortly. In 1936 Lockheed reached 750 employees. Major James Doolittle, in an Electra with full load, broke speed records between Chicago and New Orleans to make it in 5 hours and 55 minutes.

By 1937 Lockheed was a major aircraft producer. By February, 1937 it had 1,300 employees and building space had risen from 125,000 to 250,000 square feet. Lockheed's first pressurized cabin airplane, which flew successfully in the substratosphere, led to the Army Air Corps' winning the Collier trophy for 1937. But already armed guards were under orders to shoot cameras out of the hands of any photographers in the vicinity of the plant, following publication of a picture of a mystery stratosphere plane built in Burbank. Lockheed engineers in 1937 submitted the design for the P-38 Lightning to the Army Air Corps. Burbank inventor Maurice Poirier was planning to launch his new type stratosphere rocket, capable of zooming 300 miles in less than five minutes with two gases.

Beginning in 1938 Lockheed planes, modified from a Model 14 Super Electra, were sold to the British government. The first warplane order was received. Employment reached 2,300 by July, 1938. Howard Hughes that year circled the globe in 3 days, 19 hours and 9 minutes, using a Lockheed 14 and also set a cross-country transport record of 10 hours and 34 minutes.

In 1939 the British government ordered the Hudson reconnaissance bomber from Lockheed, which built it to absorb tremendous punishment. Now the P-38 Lightning was completed for the U. S. Army Air Corp, and was the first American military plane capable of sustained speeds beyond 400 miles an hour and to experience compressibility. A majority of 750 persons fingerprinted in Burbank during January, 1939, were seeking employment at Lockheed. Of all those fingerprinted only eight were subsequently linked to some crime. For the Navy Lockheed produced the



Ventura and Harpoon bombers. Soon Lockheed had 7,500 employees and a backlog of \$30,000,000 in orders. Plant exceeded 360,000 square feet. The 250th bomber for the British was completed in November, 1939. Meanwhile, Bendix Corporation took up options on ten acres of Union Air Terminal land in 1939.

#### WORLD'S LARGEST FILM STUDIO

By 1930 Warner Brothers at Burbank was called "possibly the largest moving picture plant in the world." Sound movies had been born at Burbank in the plant. Warner's had 78 acres, but also adjoining land. There were 44 permanent buildings and 12 big sound stages, with more than 250,000 square feet of space, all in a \$13,000,000 plant. Warner's announced a doubling of studio capacity in 1935 in a \$1,000,000 program to build nine new sound stages and in all 50 new buildings. In May, 1936, Warner's acquired 80 acres of the adjoining ranch and another 30 acres on October 1, 1936. By 1939 it had four theaters for previewing films.

Columbia Pictures purchased the first 40 acres of its Valley ranch (to be enlarged to 80 acres by 1949) in 1934. Outdoor parts of the new film, "Party Wire" were filmed there. A \$3,000 wire fence was erected. The Columbia Ranch replaced the onetime Burbank Motion Picture Stables. Burbank authorized shooting of pictures day or night.

Walt Disney Productions bought 51 acres in Burbank for a \$1,000,000 studio in 1938, and Mickey Mouse came to Burbank. The success of "Snow White and the Seven Dwarfs" had forced Disney to seek larger quarters than he could find in Hollywood. In 1939 the studio opened. A \$58,000 theater, begun there, was called the finest in design for sight and sound.

Meanwhile, in other film activity Warner Brothers Circuit Management Corporation was indicted, with nine other film concerns, by a federal grand jury on charges of "unlawfully engaging in a conspiracy in restraint of trade" in 1935. A separation of film production from film theater distribution was to come. Cinecolor Incorporated began putting up a \$250,000 film plant in Burbank in March, 1938, on ranch lands occupied once by Gene Autry, cowboy singing actor. Comedian Ben Turpin of the cockeyed look bought the southeast corner of San Fernando and Tujunga in Burbank in April, 1939, for \$35,000. Warner Brothers in June, 1939, struck at the practice of "double bills" at film theaters.

#### ECONOMIC ISSUES

As late as 1939 fully 80 per cent of Burbank families had incomes below \$2,000 per year. But important retail outlets, such as the Pump-kin Restaurant, had gone in during the 1930's. Ralph's Markets was building in Burbank the second largest store in its then 20 branch chain, in 1935.

The Census of Retail Trade for 1935 showed store sales reached

\$4,743,000, up from \$3,350,000 in 1933, a 41 per cent gain. Number of stores was 252, employees totaled 449, and payrolls reached \$463,000. This compared to 281 stores in 1933, 312 employees, and payrolls of \$357,000. By 1938 retail sales rose by 7 per cent over those of 1937 to reach \$990,746, while Los Angeles sales fell off by 11.3 per cent.

The Census of Retail Trade of 1939 showed Burbank had a population of 34,337; total stores had risen to 399 and total sales to \$11,261,000. From 1935 to 1939 the sales gain was 135 per cent, but only 77 per cent above the \$6,350,000 of 1929.

Despite the economic depression, in 1930 Burbank taxes rose slightly as the school rate went up 25 cents and the municipal rate rose three cents. The 1930-31 assessed valuation was \$25,951,035. Despite hard times the assessment for 1931-32 rose to \$28,105,500, but in 1932-33 fell to \$21,380,920, then to \$17,590,710 in 1933-34. The 1934-35 assessment of \$17,420,265 was the depression low. From then on valuations began to mount, moving to \$18,510,755 for 1935-36. By 1939 the figure had gone to \$25,185,270, almost back to the 1930 level. Burbank had had 12.53 per cent delinquent taxes in 1936 and 1937, which fell to 10.44 per cent in 1937-38 and 7.24 per cent in 1938-39. A moratorium law on delinquencies aided.

While Magnolia Park Bank had resources of \$525,000 in 1930, liquidation came in April, 1932. But it was without loss to a single depositor.

Depression employment was low for years. By 1935 Burbank was receiving well above its quota of work on the Colorado River Aqueduct. The 62 employees from Burbank on the aqueduct received \$148,375.60 in compensation. By 1936 employment in Burbank was about 75 per cent of normal. WPA was utilizing about 25 per cent of them. One carpenter, Harold Sitwell, whose letters were later discovered, in 1936 was working at Burbank and elsewhere in the Valley for \$180 a month when he could get it. "But a person would have to have a car, to keep working," he wrote. "I believe I could get one job right after another if I had a car." By January, 1938, 811 Burbankers were seeking jobs, or 3.7 per cent of the 22,000 population. Nationally, 4.5 per cent were out of work and 4.2 per cent in California. An additional 228 Burbank persons were emergency relief workers and 484 were partly employed.

Steadily unions became more active at Burbank. Fully 100 Burbank persons were picketing State Employment Relief Administration (SERA) offices at Glendale in protest at curtailment of relief benefits in March, 1935. They sought a monthly allowance of \$60 for a family of two with \$2 a week more for each dependent. Ralph Reichman, of Burbank, was chairman of the executive committee of the Unemployment League. The pickets formed a committee of the Public Works and Unemployment League.

Picket lines formed at Warner Brothers Studios in Burbank on May 1, 1937, as they did at other studios. But production on six pictures continued. Warner Brothers, on May 10, 1937, recognized the Screen Actors Guild and when David O. Selznick did the same, the Guild consolidated its hold.



Union organizers, in February, 1937, were warned away from Lockheed. Some workers said, "We'll organize our own union when we want it." Organizers of the United Automobile Workers' Aircraft Division were active. By March, 1937, a union was formed by Lockheed employees and sought a charter in the American Federation of Labor. Moreover, 400 aircraft workers were meeting at Jeffries' Barn. Representatives of the AFL Machinists Union were present. Lockheed recognized the Aeronautical Mechanics Lodge of Burbank, affiliated with the AFL, within days. But a small group still sought a Congress of Industrial Organizations (CIO) charter with the United Automobile Workers. CIO men charged that the AFL affiliate was a "company union." Joe Washburn was elected head of the AFL Local. Minimum wage was 42 cents an hour and regular pay increases were proposed. Charles R. Rogers, representative of the UAW-CIO, was in charge of further organization; a lot was leased across from Lockheed.

#### DEPRESSION TIMES

However impressive Burbank's steady growth in the 1920's, the national economic depression forced the boom to collapse. Relief programs of churches, service clubs, lodges, and the few unions could not provide more than a few baskets of food for the hungry. A local area was caught up in worldwide turmoil and few knew why. Shacks went up along the Southern Pacific Railroad tracks for the indigent. Barter of skills for food and services was started. An incredible effort began to survive in what for Burbank was really the first nonfarm collapse in which people were almost totally dependent on external national and world forces which their own deeds could little affect.

Very early two per cent of the city employees' wages were withheld; this was soon raised to 10 per cent. The difference went into a relief fund. An Employment Relief Department was set up under A. E. Keinath. Keinath, then Right-of-Way official, listed unemployed and available jobs and sought to mesh them. He assigned 25 men from the employment list to work for the Southern Fuel Company to construct its pipe line through Burbank in May, 1931. Keinath's health broke under the strain of the task and he died shortly. A. W. Conrad replaced him and also died shortly, whereupon Maude King headed the work as part of the Social Service Board. With her passing, David Rittenhouse took over. By November, 1931, 430 persons had registered for work with Burbank's Employment Relief Department. Jobs and even funds were sought from individuals and businesses. By December, 1931, \$1,400 was contributed and put scores to work and got food for hundreds. Aid rose to \$2,500 and pledges of more aid were sought.

But by January, 1932, the feeding of 3,500 people for a month at Burbank on some \$2,200 was found impossible. Some 853 families had registered at unemployment headquarters in a single week. A four month program of relief headed by the Burbank Unemployment Relief Organization ended on April 1, 1932. But the need for aid was as great as ever, committee chairman Harvey R. Ling held. From December 1, 1931, to March 28, 1932, \$9,690.33 were collected and \$7,622.26 disbursed. Employment came to 1,900 days and seven hours. By mid-June, 1932,

135 children had been fed for nine months by the P.T.A. at a cost of more than \$1,000. Now the city took over the cost of feeding during summer months; a P.T.A. commissary did the actual work at school.

Burbank included in its 1932-33 budget \$20,000 for unemployment relief, new public recognition that the problem was too large for private ways of handling it, if not all local governmental ways as well. A special fund was set up to pay 213 unemployed men \$6,236 from May 25 to July 12, 1932, on city work.

A Self-Aid plan, successful in Torrance, was developed in Burbank in 1932 to get unemployed to help gather crops. The Rev. Zeller of the Evangelical Church led in this work. Products that would otherwise have gone to waste were stored for use of the unemployed to make them self-supporting. By August, 1932, formation of a Cooperative Unemployed Men's Relief Society was begun at a mass meeting, with Compton as a model. A warehouse headquarters was chosen in the old armory building. C. M. Christofferson, chairman of the Relief Council that included representatives from the Harbor area, spoke. J. H. Torogood was chosen general manager and Floyd R. McDowell, assistant manager. Thirty-two men worked to put the warehouse in order.

By agreement of the fishing industry on Terminal Island the new Burbank Cooperative Relief got two tons of free fish weekly; the jobless did their own distributing. The Coop sought pressure cookers and cans to can peaches and tomatoes for later use. By September, 1932, 200 boxes of peaches and 200 boxes of tomatoes were on hand. County funds for 225 gallons of gasoline were allocated. People worked to accumulate credits for food. Some accumulated them far in advance, which led to limiting the practice.

Meanwhile, "Jungle Town" of Burbank, where various itinerants lived, was growing in December, 1932. The jobless occupied a small space near the S.P. stockyards at first. But they enlarged this along the Burbank Wash from Burbank Boulevard to the Chatsworth branch of the railroad. Some 500 jobless passed through the Unemployment Relief Bureau in late December, 1932.

Thirty of Burbank's jobless were among many who picketed Glendale offices of the county welfare on January 17, 1933, to gain "immediate relief" in food form. Ben B. Brogman, leader of the Burbank delegation, was sought for "inciting" a disturbance. He was affiliated with the "unemployed workers' county council." In February, 1933, the Burbank Unemployment Relief Bureau allocated \$1,500 to buy materials for a sewer line. A major change came when all banks were closed by order of Governor James Rolph, on March 1, 1933, for three days.

An area warehouse for distribution of foodstuffs to unemployed in the Valley was located in Burbank in July, 1933. Redistribution was then made to ten different cooperatives. Burbank's own recovery act program, totaling \$811,542, was submitted to the county and by it to the federal government. The sheer size of the program showed that local action was insufficient. Meanwhile, how Burbank businessmen began to work with the National Industrial Recovery Act (NIRA) codes



in 1933 was explained to 150 of them in 1933. Burbank people in August, 1933, began inquiring about small home loans from the government's new local office.

The Burbank Bellamy Club wrote to President Roosevelt on September 12, 1933, urging establishment of cooperative or government owned corporations to produce clothes and process foodstuffs "for use and not for profit." Jack L. Warner of Warner Brothers Studios, Chairman of the National Recovery Board for California, issued a notice on September 21, 1933, asking the number of new employees put to work since the NIRA Blue Eagle campaign began on August 1, 1933. C. R. Anthony became head of the seven-man NIRA Board in the Valley in November, 1933. Meanwhile, at the peak of local relief in 1933, 1,608 Burbank families received aid. More than 1,000,000 pounds of food were distributed by the Burbank Cooperative Relief Association from October, 1932, to October, 1933. Average weekly active members of the association for the year were 210, representing 1,050 families. Average hours worked daily were 1,680. Fully 3,840 pounds of food a day were distributed. Burbank's Coop received national attention.

By February, 1934, 80 Burbank men were eliminated from CWA work when 40 veterans were hired. Warner Brothers issued a call for film extras for a day or two; 98 men and 20 women responded. In April, 1934, 800 persons were registered for CWA work compared to 1,200 12 months before. Burbank now took 10 per cent of the salaries of city employees to raise funds for work for the jobless. Unemployed worked on city trucks at 40 cents an hour "and the men were plenty glad to get that," Rittenhouse reported.

The Burbank Self-Help Association began to organize on August 21, 1934, with a boost from a similar organization at Huntington Park. Leaders were active in Burbank's Cooperative Relief Association. Soon they operated a dairy at Newhall, although the first "dairy cows" turned out to be steers. Charlie Rowe headed the dairy. Such work kept Burbank from becoming as destitute as many other cities. Rittenhouse said, "In the co-op the unemployed traded their work for food. A barber would cut hair for some groceries. Many grocery orders were paid through a fund, and then the people would work off the money they owed." Rittenhouse said, "the people raised carrots, tomatoes and other fresh vegetables where today homes are located." In fact, Burbank attracted people coming from places which were worse off.

The Employment Relief Administration employed 380 people at Burbank in August, 1934. One project built a fire protection road up Stough Canyon. Rittenhouse said that the depression taught his two sons a lesson: "At Christmas time we always fixed up boxes of gifts and toys through the co-op and the American Legion for needy families. I took my two boys on a trip to deliver some of the gifts to the poor families. When my boys saw how fortunate they were in comparison to so many others, it really changed them. From that day on my children never complained about anything." Unemployed cut firebreaks on hills around Burbank. They removed thousands of willow trees growing in the Los Angeles River.



From January to June, 1935, unemployment fell by 15 per cent. Fifty per cent of the unemployed counted in January, 1935, were receiving SERA aid, while the remainder sought odd jobs. If SERA were considered permanent work, unemployed was down by 50 per cent, not 15 per cent.

The Burbank Self-Help Association received its first federal funds of \$1,716, as a farm grant, in January, 1935. The money went to operate two tracts of land and buy equipment and seed. The land was at Hollywood Way and Victory Boulevard and on Burbank Boulevard across from the tract used as a subsistence farm under Los Angeles County relief administration. About 25 acres of the land were under plow. Another federal grant of \$11,215 went to operate the dairy farm stocked with 50 cows at Newhall. Burbank, a onetime dairy center, had no dairy lands left.

Burbank's city relief fund showed a balance of \$1,053.06 on January 31, 1935, or \$1,700 with credits from all sources, about the same as the balance of \$1,713.53 on July 1, 1934. Disbursements of \$579.61 from Burbank relief funds during February, 1935, were fairly typical. Street department work orders got \$57.60; Red Cross work orders, \$35.64; Self Help organization, \$99.13; Cooperative Association, \$83.15; Emergency orders, \$15.15; miscellaneous, \$30.54; salaries, \$240; mileage, \$12; telephone \$6.40.

Burbank's local Townsend Club No. 1 urged increasing pension payments in March, 1935. Burbank relief rolls fell from 1,280 early in March, 1935 to 1,055 at the end of the month. In the week ending March 11, 1935, Burbank disbursed \$8,784 in SERA funds or a monthly rate of about \$35,136. Relief demands were down about 30 per cent. In April, 1935, Los Angeles County Relief Administration allocated \$25,500 for a Burbank fire station, sewer line, and a vault for city hall. But \$9,223.50 were allocated to such recreation as baseball, touch football, basketball, games, and folk dancing.

In May, 1935, Burbank Self Help Association was closing a deal for the Stone dairy between Saugus and Newhall. The dairy had 43 cows; these were to be increased to 120. A grant of \$11,000 from the federal government was available. The association had also received two new Dodge trucks for dairy work. When only five persons answered a call for 20 laborers on the check dam at Stough Canyon in May, 1935, unemployment was definitely improving. All work on Burbank SERA projects was halted on August 22, 1935, by California officials in preparation for a new way to handle work relief. A dozen WPA projects worth \$534,704 awaited federal approval at Burbank. Burbank Self Help Association, whose manager was Tom Evans and president was Charles Rowe, had planted alfalfa on 40 acres near Newhall for its cows. Many gallons of milk were produced as were crops of squash, tomatoes, melons and potatoes, ready for marketing on the subdivision farm out on Magnolia Boulevard.

WPA by October, 1936, completed jobs totaling \$164,332. Uncompleted projects totaled \$151,474; 138 Burbank people worked on them. A WPA sewing project furnished jobs to 91 women and four men. Average monthly payroll was \$5,700. Community gardens in Burbank were giving



jobs to an average of 100 men, with a monthly payroll of \$6,500. Jobs were in warehouse construction, check dams, school rehabilitation, street improvement, rock crushing, sewers, building demolition, surveying and mapping, delinquency prevention and recreation, crossing guards, and clerical records. Some 600 jobs were on Colorado aqueduct work.

Burbank continued to run its two successful self-help cooperatives even though a state relief commission held that this type of barter and exchange of products operation was a failure in the state by 1937. Burbank contributed about \$125 a month to both cooperatives. Each cared for about 35 families, down from the 300 families the original Cooperative Association had handled. By 1937, 78 of the self-help cooperatives at Los Angeles had received \$1,000,000 in government funds. By 1939 unemployed relief work fell to the point where the city no longer had a full time employee handling it; the duties were consolidated with those of the license clerk. A unique "back-to-the-land," while going forward to more governmental intervention, had sought to handle a worldwide depression's impact.

## CHAPTER 12

### LIFE IN ECONOMIC CRISIS

In the gravest economic crisis of modern times, life in the small city of Burbank went on in some new ways and many old ones. The old, nearly self-sufficient farm ways had failed entirely even to feed local people from their own land and non-Burbank lands had to be called on. Burbank was now caught up in a national and world pattern of industrialism, with its own ups and downs that turned it to high-level industrialization to survive.

### MOVEMENT OF PEOPLE

In 1933 the Cahuenga Pass Freeway opened a high-speed route to Los Angeles by automobile, although by rail line this went back two decades. Burbank by 1934 had 107 miles of paved streets. Still so great was dirt left by a major storm that 500 men were cleaning up Burbank streets in January, 1934. Ernest Glass in 1935 began Burbank's rock crushing and asphalt plant. More than 60 miles of roads were paved in his time. By 1939 a correspondent remarked that streets which were but dotted lines on a tract map now had to be paved. After Burbank bought a new street sweeper in 1939, streets were swept twice weekly.

Traffic on San Fernando Boulevard from Burbank city limits to Empire Avenue totaled 1,700 cars in a 24-hour period in 1937. A dance benefit to raise funds to pay for 47 life-like "Safety-Sally" signs to protect children at street crossings was held on February 17, 1939. Parallel parking replaced diagonal parking in the business section of San Fernando Boulevard on October 2, 1935.

The Original Stage Line was seeking to add routes at Burbank in 1936; fare was five cents. A big, new Greyhound bus was called "The City of Burbank" in December, 1936. Proposals of P.E. to terminate the interurban run at the station instead of two miles farther west at Benmar Hills aroused great protests in September, 1938. A bus franchise was awarded in April, 1939, to George Lewis to provide service to Valley areas of Burbank on payment of \$25 for a 25-year franchise. Burbank had 9,279 registered automobiles in 1935 and 11,139 in 1939. Abandonment of P.E. service from Cypress Avenue to Scott Road was ordered by the State Railroad Commission in December, 1939.

United Airport was dedicated on Memorial Day, 1930, with a three-day military and civilian air show. The largest individual airplane hangar--72,000 square feet--ever built in America was completed at United Airport on November 1, 1930, at a cost of \$150,000. Hamilton Standard Propeller plant and another for Northrop Aircraft Corporation were built. At first Pacific Air Transport was the only commercial line using United, on a single flight to San Diego-Seattle. In time the Airport was to grow from 228 to 500 acres and a value of \$40,000,000, with two 6,000-foot runways.



On April 1, 1931, United Airport opened the nation's first air mail post office in Southern California at an air field and possibly in the nation. In January, 1932, members of the Russian Aviation Commission visited United Airport. United Airport in 1932 was third busiest in the nation, as 23,580 line passengers flew in and out. Four-fifths of California's half million dollars of purchased air traffic was routed through United Airport.

By 1933 sixteen transports would land daily, one of them but 24 hours out of New York City. Four great airlines made this their terminal. It was headquarters for air mail, for the U. S. Aerial Forest Fire Patrol, the U. S. Weather Bureau Airport Station, and the Aeronautics Branch of the Department of Commerce.

United Airport was recognized as the terminus for major trans-continental flights by 1934. In fiscal 1933-34, 131,234 passengers flew in and out. Mail carried reached 240,000 pounds a year. In June, 1934, United Airport was renamed Union Air Terminal when United Airports Company of California, Ltd., bought the field and developed it to the largest in the Los Angeles area. Revenue passengers for 1934 reached 147,000. Air express for 1934 went to a total of 1,136,000 pounds compared to 408,000 in 1933, a near tripling.

In July, 1937, Dudley M. Steele became manager of Union Air Terminal. Miss Viola Neill of Burbank, registered pilot and trained nurse, formed the Aerial Hospital Service at Union Air Terminal, first of its kind in the United States, in April, 1937. Burbank and Glendale people in 1937 opposed proposals to move airport work from Union Air Terminal to Mines Field, Inglewood. WPA remarked of the airport in 1939 that three major transport lines used the huge field. Sixteen transports were landing daily. "Immense hangars fringe a field ablaze at night with strong floodlights." With the inaugural flight of American Airlines' Pacific Coast planes, Union Air Terminal became the third busiest airport in the United States in 1939.

#### UTILITIES

Burbank started the decade in 1930 with 5,414 gas meters, which rose to 7,257 by 1939 and 10,300 by 1940, a doubling in ten years. Demand for electric power in 1931 at Burbank reached 2,300 kilowatts. On November 10, 1931, Burbank officials signed the Boulder Dam Power Contract under which the city was to pay for 25,000,000 kilowatt hours annually, when energy requirements were under thirteen million kwh a year. But a 50-year contract was needed. In 1934 Burbank bought out Edison for \$130,000, ending the company's servicing of the valley section. The city electrical system was changed from 50 cycles to 60 so as to utilize prospective Hoover (formerly Boulder) Dam power. Rewiring or replacing the city's electrical motors cost \$150,000.

When electric power from Boulder Canyon reached Burbank in June, 1937, Burbank's power needs exceeded her allotment of power. A steam generating plant was planned at a cost of \$1,000,000 to provide 10,000 kwh capacity. Soon a second unit of the same size was added at

a cost of \$900,000. Users of electricity totaled 6,906 in 1936 and 10,086 by 1939, while the \$1.13 rate for 25 kwh of electricity was one of the nation's lowest. In 1939, Burbank voters, by 2,914 to 734, approved \$350,000 in bonds toward the cost of a steam generating plant. The balance of its \$1,000,000 cost came from departmental revenues of the Public Service Department.

Hundreds of Burbank men worked on the Metropolitan Water District project of the Colorado River Aqueduct in depression years. Water meters in Burbank rose from 5,440 in 1936 to 9,606 in 1939. Water consumption rose from less than 2,500,000 gallons a day in 1934 to 4,283,000 gallons in 1938.

Burbank had 3,373 telephones in 1930 and 6,669 in 1939, a doubling. A four digit telephone system came to the Valley in 1936. Burbank area telephone exchange in 1936 had more than 25,250 telephones, more than five times the 4,600 of 1926. In 1931, however, more phones were removed than installed and losses continued to August, 1933, when there were 577 less telephones than two years before. In April, 1939, Burbank and Roscoe (Sun Valley) got "Charleston" telephone prefixes. New telephone directories listed Burbank together with Glendale, Roscoe and Crescenta.

#### PUBLIC SERVICES

By 1932 firemen were allowed one shift off per 28 days. Pay was cut by 22 per cent. Fire at Warner Brothers in 1934 resulted in \$500,000 in losses and 46 injuries. The studio fire chief died of a heart attack. In 1936 Guy Miltimore became city fire chief; there were 26 firemen. By 1939 the department had five pieces of equipment.

Burbank had 28 police officers in 1936. Union Air Terminal Manager Paul A. Wright, 38, in November, 1937, shot and killed his wife, Evelyn, 28, and friend, John D. Kimmel, 35, and faced a murder trial. Kimmel was Wright's field superintendent. Burbank's 10-person and one-room jail was criticized in a report of 1938 as too small for a city this size. "Burbank's Jail and Police Department facilities are a disgrace to a civilized city," Mayor Frank Tillson said on October 9, 1939.

An alleged beer manufacturer, Herbert F. Thayer, was arrested, and his beer (217 pints, 95 quarts and equipment) was hauled off in the dog wagon borrowed from Poundmaster Joe Suppon on May 3, 1932. Officer Fred Luttgge made the arrest at the local brewing plant at 1038 North Buena Vista. Voters in April, 1933, approved repeal of the Wright Act, and the city readied a wine and beer ordinance to end most, but not all, Prohibition. By April 6 some people applied for a beer license. On June 27, 1933, Burbank voters, by 2,429 against 1,389, voted for an end to Prohibition. By August, 1933, beer gardens at Burbank could remain open after midnight but only if they did not serve any further liquor to persons who had already had enough.

Burbank Justice Court was to be abolished after January 1, 1935,



when the Los Angeles County Board of Supervisors consolidated it with those of La Crescenta, Universal City and Glendale. Judge Irving S. Watson ended ten years of work as Burbank police judge in municipal court and was replaced by Raymond Reid, elected on April 2, 1935.

All of West Burbank was included in city mail delivery by the post office, despite lack of sidewalks in May, 1931. Burbank became a link in the new air mail route from the Union Airport to Salt Lake City and to San Diego in August, 1932. Postal employees at Burbank were "out" \$4,870 as they were forced to take a month's vacation during 1932 without pay. Albert S. Ricketts was to recall how postal employees in the early 1930's felt "like you were sitting on top of the world if you made \$10, \$15, or \$20 a week" and were not laid off. Paul Martin was named postmaster at Burbank on June 1, 1933, by President Roosevelt. Great growth produced postal receipts of \$60,789.48 in 1933 when the office had 22 clerks and carriers. Receipts for 1934 went to \$67,932.63 which made for a move up in rank for Burbank and a \$100 a year increase in salary for the postmaster.

In October, 1935, Paul Martin was named head of the Los Angeles County Postmasters Association. The pre-depression high of postal receipts of \$68,873 in 1923 was exceeded by 1935's \$79,284.89, which raised Burbank into a higher postal grade. In 1938 the main Burbank Post Office moved to the Santa Rosa Hotel, the one time Burbank Villa. On the site of the hotel a new federal building was erected at a cost of \$150,000. Dedication was made on April 30, 1938, on the same spot as the original one-man post office of a half century before. The first letter was from Jack L. Warner, head of Warner Brothers Studios, to President Roosevelt. By 1939 Burbank postal receipts reached the then staggering sum of \$134,455.88, about double the pre-depression high, to lead all other Valley areas.

A great rain came in January, 1931. In the last days of 1933 a massive storm struck and led to the historic floods of New Year's Eve, 1933-34. Four hundred homes were destroyed as the flood smashed 1,040 acres, cost 34 lives at and near Burbank and caused damage of \$5,000,000. Yet the flood of February 28-March 2, 1938, was even greater. Dams were overloaded. Channels overflowed. Dry washes became raging torrents. The flood broke over the levee of the Big Tujunga Wash and destroyed 67 of 80 spreading basins. Entire towns were cut off as the Los Angeles River became a "real" river; no one joked about it in 1938. When electrical power was cut off and telephones as well, Burbank was isolated on March 3, 1938. A number of buildings at Warners' lot were washed out as was much of the Olive Avenue Bridge and homes near the studio. Several Burbank people died. At Warners', 200 employees, marooned by washed out bridges, improvised entertainment on a big stage. Houses struck other houses, people floated away in roaring washes. Crews piled sandbags in a breach of the Tujunga Wash as the flood waters carved out a new channel. Cleaning of debris from streets took 30 days and cost \$60,000.

In November, 1938, Burbank received WPA grants of \$60,000 for digging sewers. Garbage collection by 1939 was twice a week.

Pickwick Riding Academy opened at Burbank in 1931. Dr. Charles Whipple Priddy established his Small Animal Hospital in 1939, at a cost of \$50,000. Soon it became one of the largest and best equipped in California. A Burbank Horse Show was held at Pickwick Stables on September 10, 1939.

## CHURCHES

Felix G. Fernandez, pastor, founder of the Mexican Four Square Church in 1930, was helping Mexican people living in Burbank. Fernandez had come here from Mexico in 1921. An assistant pastor was needed with growth of the Catholic Parish from 1933 on. The first parish school was established in 1936, with 90 boys and girls in six grades in the First Company of Bellarmine Guards. His Eminence Eugenio Cardinal Pacelli, Secretary of State to Pope Pius XI, visited Burbank on October 29, 1936. Pacelli blessed boys and girls of the newly organized Bellarmine-Jefferson School and Father Keating. This was the first visit of a papal secretary to America. On Pacelli's departure, Bellarmine pupils formed a guard at the airport and Jeanne Rogan, then in the fourth grade at the Bellarmine School, was chosen to receive the Papal blessing for the school that day. Within a few months Pacelli became Pope Pius XII.

In November, 1938, St. Finbar's Parish in southern Burbank was erected. Children in the first company Bellarmine-Jefferson Guards of Saint Robert Bellarmine Parochial School received a greeting from Vatican City on March 13, 1939, in response to a message they had sent Pope Pius XII. In July, 1939, the Mormon Church bought the old Sunset Canyon Country Clubhouse for \$17,000. On September 17, 1939, a new Catholic Church was dedicated.

## HEALTH

In 1933 Los Angeles County took over management of Burbank's city health unit, to save the city \$1,000 a year. By 1937 Dr. Elmer H. Thompson had become "the country doctor who was never afraid to grow ahead of his community." Now the "grand old man" of Burbank medicine, Dr. Thompson recalled delivering 3,732 persons in 22 years, performing operations on dining room tables, taking midnight horseback rides with an instrument bag strapped to his back and a billy in his pocket to deal with footpads. He reminisced of bicycle trips through chin-high mustard weeds to save a diphtheria victim. In those earlier days he was paid in chickens and freshly picked peaches. While on a trip around the world in 1937, Dr. Thompson completed a history of his third of a century as a physician in Burbank.

Dr. James Citron founded Magnolia Park Hospital in 1939. An emergency hospital went up in the studio district; Dr. John G. Kauffman was in charge.



## SCHOOL, LIBRARY, NEWS, RADIO, TELEVISION

By Summer, 1931, Burbank schools were down to 159 teachers, from 163 in 1930. Teachers' salaries were cut 10 per cent in April, 1932. In 1933 there were nearly 4,500 children in Burbank schools. As schools were rated "Grade A," graduates readily entered colleges and universities. More than 50 per cent of high school graduates went on to colleges. The Long Beach earthquake led to condemnation of the Edison School for classes. While buildings were vacated, tents and bungalows were put up on each school ground.

An issue at school elections was strengthening of schoolbuildings. For a time, John Muir Junior High School, whose third floor art room was removed after the 1933 earthquake, shared its classrooms with Burbank High School. Tents housed students in 1934 while buildings were reinforced. The high school alone had 13 large and 12 small tents. A tent-bungalow cost from \$2,000 to \$2,800. Cabins were also used temporarily. Burbank's new SERA and Federal Emergency Educational Relief-aided nursery school opened at Theodore Roosevelt school cabin in January, 1935. Costs were \$50 a month, and 38 children from 18 months to five years were enrolled.

A junior college course in aircraft construction was approved in the Burbank Evening High School curriculum in July, 1937. Lockheed Aircraft aided with the course work. In 1937 graduates of a program of aircraft classes developed by the State Department of Education, Burbank Superintendent of Schools, and Lockheed Aircraft numbered 350. In 1938 graduates rose to 800 and by 1939 to 2,100. WPA-operated nursery schools reopened in late 1939, at Miller rather than Roosevelt School. Lack of funds had led to a shutdown. Miss Evelyn Hudson, of Lockheed's secretarial staff, was named one of four women qualified to teach in the United States flying program for college students, after passing the Civil Aeronautics Authority examination in 1939.

On July 17, 1930, Mrs. Elizabeth Ripley was appointed Burbank city librarian. With SERA help and building funds accumulated locally since 1927--but no bond issue or debt--Burbank's new library was built in 1935 at a cost of \$33,000 on the northeast corner of Glenoaks Boulevard and Olive Avenue. The 8,000 square foot structure housed about 10,000 books. Donations were asked for and people gave 4,000 books.

In 1938 the year-to-year contract with the Los Angeles County Library was not renewed; on July 1, 1938, Burbank Public Library began an independent existence. All 10,000 county library books had to be returned. But at a book shower more than 2,000 volumes were donated. WPA helped catalog the volumes. When the doors opened on August 22, 1938, Burbank had 5,000 books of its own ready for circulation. Another 3-4,000 volumes were still being cataloged. By 1939 the library had 12,711 volumes, circulated 134,217 times to 7,382 borrowers.

The Burbank Daily Tribune of Earl L. White disappeared in the depression. In June, 1930, Burbank Review took over the subscription list of the Tribune, with which it had merged. Around 1931 the Burbank News was launched under management of James Lintner, with Bert Jermain as editor.

In 1934 Burbank Review was the only Valley daily. in 1935 a classified ad in the Burbank Review cost 10 cents. Two sisters, Ruth Ann, 10, and Arlajeanne Folkers, 12, were publishing the Neighborhood News Weekly in Burbank, with a circulation of 90 and subscriptions of 5 cents a month in 1937. The four-page mimeographed weekly noted that on its 50th anniversary celebration Burbank had risen to 25,000 inhabitants from 800 in 1895. Burbank now had 281 stores, 52 industries, 20 police, 24 firemen, 14 mailmen and one rural delivery mailman, plus 22 mail clerks.

After eight years on the air, radio station KELW was sold to the Hearst newspaper syndicate in 1935. The call letters were changed to KEHE. In 1939 the station was purchased by Earle C. Anthony and became KECA. Later it was sold to the American Broadcasting Company and became KABC.

Application for a "radio television broadcasting station" was made by Warner Brothers in early June, 1930. Warners' announced plans for a "radio television plant" at Burbank. On June 2 a radio executive said: "Warner Brothers have purchased the patent rights to television equipment with which experiments have been made in New York recently. KFWB has made application with the Federal Radio Commission for a license to broadcast television on an experimental basis." The picture broadcast "will be available for only a mile or two."

At the Evening School forum in Burbank in April, 1937, Dr. Arthur Paul Hill discussed the possibilities of a "television set in every home." LeRoy J. Leishman, television inventor, explained the new invention to various Valley service clubs in 1938 and 1939. As it had been in films so in television Burbank was to move into a leading position, have a long hiatus, then move back in with NBC.

#### ORGANIZATIONS, POLITICS, WELFARE

Burbank Associated Citizens contended in July, 1931, that police, fire and legal departments cost too much. In 1932 Burbank got its own YMCA separate from Glendale's. Much of the early work of the Red Cross was carried on in the home of Mrs. Marie C. Rogan. Major Development Association on April 27, 1932, held a "prosperity dinner"; Earl L. White of Magnolia Park was president. San Fernando Valley Development Association was formed on November 29, 1932, with Earl L. White as president.

Attorney Clifford H. Thompson of Burbank was elected president of the San Fernando Valley Bar Association for 1935. Burbank Valley Improvement Association discussed in July, 1939, educational and park facilities. Burbank Historical Society functioned in those years and left its materials with the Public Library for safekeeping.

Registered voters at Burbank came to 8,388 in 1930, a vast rise from the 627 of 1920. By 1940 the figure was to be 19,030. At Burbank in 1932, Roosevelt polled 4,180 votes against 2,667 for Herbert Hoover. Mayor Eugene Goss was recalled from office by 2,152 votes against 1,570



in March, 1934. Of 9,970 registered voters in 1936 6,211 were Democrats and 3,259 Republicans. Roosevelt led Alfred Landon at Burbank in 1936, 6,061 against 2,384, in an 81 per cent turnout of registered voters. Burbank reached 12,934 eligible voters in August, 1938, with 8,389 Democrats and 3,924 Republicans.

In welfare Mrs. Beatrice G. Graham in 1930 helped organize the first Red Cross Food Commissary in Burbank and first of its kind in the United States. Many Burbank residents were granted some \$500 as a veteran's bonus. Postmaster Paul Martin noted in November, 1936, that 7,000 employees in Burbank would come under the Federal Social Security Act of 1936, which went into effect on January 1, 1937.

## RECREATION

By 1931 Burbank had Vickroy Park, Mountain View Park, and Pioneer Park. It lost Pioneer Park to Lockheed's expansion. By 1934 the Park Department had a budget of \$17,300 and nine employees. Burbank's Sunset Canyon Country Club golf course began showing a profit--of \$5.00!--in early 1935 for the first time as a municipal course.

Burbank Rifle and Revolver Club had city approval of a mountain range in 1937. A 2.5 mile course for a championship bike race at Magnolia Park was laid out in August, 1937. A fast field of more than 50 wheelmen was led to the finish line by Charles Morton, lead man in the American Olympic cycling team. Burbank lacked a golf course when its Sunset Canyon 9-hole club was subdivided out of existence in 1938. A recreation survey went to 7,200 Burbank families in February, 1938.

With the opening on June 10, 1938, of the \$50,000 San-Val Drive-In Theater, Burbank became the second community in the West to have an outdoor film theater. Sixty-five hundred persons showed up for the two-day Elks Rodeo at Jim Jeffries Ranch in April, 1938, California's first rodeo of 1938. Several thousand others danced on two different dance floors as part of the rodeo. WPA labor began work on a \$125,000 recreation area for "all ages" in the civic center in 1939. A \$78,000 grant financed the work on 17 acres. Burbank bought a 10.59-acre park site for \$15,870 in December, 1939.

On May 19, 1937, Burbank celebrated 50 years of progress with a golden jubilee. A vast tribute to pioneers was offered, including a ballet by a Meglin Kiddies' trio. A cornerstone was laid at the Burbank Public Library on May 19, 1937, commemorating the founding. Pictures of early residents were taken. Some had come here in 1878 (Edward A. and Charles Fischer). In 1938 and 1939 Burbank took Grand Sweepstakes honors in the Tournament of Roses at Pasadena.

Paul Pendarvis, a popular orchestra leader at the Palace Hotel in San Francisco, arrived in 1936. Pendarvis was the son of E. A. Pendarvis, head of Burbank State Bank. The WPA band played at the businessmen's meeting in May, 1936. Burbank High School's band took first place in the high school division at the Tournament of Roses on New Year's Day, 1937. While his three children were on radio as The Compinsky Trio, concert cellist Louis Compinsky, who had played before

many kings, was at age 63 experimenting with many plants at Burbank. Compinsky, who had developed a widely used music system, was an early organic agriculturist. Mrs. Vina McAdam and her sister, Mrs. Isabella McWilliams, organized the first all-girls bagpipe band in the United States at Burbank in 1937.

Marathon dancing was banned in Burbank on May 26, 1931, so were flagpole sitting and tree topping, talking, walkathon or rocking chair contests beyond eight out of 24 hours a day, except for airplane endurance contests. Barn dances at Jeffries Barn were halted after complaints in September, 1931, about boozing, rowdiness and poor clothing.

In 1934 the President's Ball helped raise money to combat polio. PTA heads decided to continue holding their weekly young folks' dance in 1937, despite complaints over some incidents, a move Mayor Frank Tillson approved.

#### CONTRIBUTORS TO HISTORY

Jim Jeffries launched boxing matches at his barn on June 11, 1931, a move up from prior old cow shed bouts. Jeffries operated training quarters for twenty boys and staged amateur boxing matches every Thursday night.

With the death in 1933 of Mrs. Flora W. Griffin, last member of the Dr. David Burbank family, from whom the city got its name in 1887, someone held that David Burbank and Luther Burbank had been cousins all along.

Judge Thomas Shelton, 67, a leading pioneer since 1899, died here on October 8, 1934. George Luttge, another pioneer from 1896, died at 71 on February 17, 1935. Wiley Post, world girdling aviator, asked Burbank city to reimburse him for a windshield broken when a piece of wood left on the street by a city crew struck his automobile in January, 1935. Ray Bradbury was doing experimental gardening in Burbank with exotic plants in 1936.

The Wall Street Journal in September, 1936, predicted a solid residential district all across the Valley. Burbank was included in the 1937 Valley Directory. That year Harold Sitwell, a carpenter at Burbank, wrote to his folks in Kansas: "We sure get the best tasting fresh tomatoes for 3 lbs. for 10¢. Them white seedless grapes 3 lbs. for 10¢. We don't cook but we could get asparagus 8¢ a pound and 2 lbs. for 25¢ 1st and 2nd grade. The best looking fresh strawberries for 17¢ a pint. But rent would cost about \$25 a month."

While digging the Beachwood Sewer line in 1937 a crew turned up an Indian grave with earthenware and stone articles in it. When Fred Askew returned to Burbank in 1937 after 40 years' absence, a newspaper could not resist writing "and finds Old Home Time All 'Askew.'" Askew could not find where he had lived from 1891 to 1897. "Even the wash that ran by our ten-acre ranch is gone, streets have been cut through, and the old land marks are missing. I can't believe it's the same place." Mrs. Askew's son, Clyde 'Dusty' Rhoads, superintendent of the



fuselage department at Lockheed and a Burbank resident, enjoyed the reunion.

Thomas Story, hardware merchant, pioneer, and Burbank's first mayor, died at 86 on April 16, 1937. Austin Denham, oldest holder of the Congressional Medal of Honor (since 1872), died at 98 at Burbank in June, 1948. On his cross-Atlantic trip in 1938, Howard Hughes, who started at Burbank, took 16.5 hours, half the time of Charles A. Lindbergh in 1927. Hughes became the first man to circle the globe in less than four days; his Lockheed plane took 3 days, 19 hours, 17 minutes.

In 1939 W. W. Robinson's "Ranchos Become Cities" dealt with Rancho San Rafael, Ex-Mission San Fernando and Rancho Providencia but not Burbank. In his 1939 pamphlet on the San Fernando Valley Robinson mentioned Burbank in the next to last paragraph. While some may regard this as either a slight or oversight, possibly Robinson was recording that Burbank developed quite independently of the rest of the Valley. The engineer who had accompanied Admiral Richard E. Byrd to the polar regions, E. J. Demas, took up residence in 1939 in Burbank, where climate and aviation facilities pleased him.

## CHAPTER 13

### BURBANK AT WAR

There are times in the rise of a city when it bursts into prominence, as Burbank did with the Battle of Providencia, to the extent that it does not appear likely that it will ever again achieve such eminence. But Burbank did it again, in World War Two, to become a world arsenal and achieve a daytime and nighttime population, three shifts strong, far in excess of any size it has reached since.

### POPULATION

By 1940 Burbank had doubled its 1930 population to 34,337, a 106.1 per cent rise, five times the rate of California's growth. Ten years before, Burbank was held to be "peacefully dozing" with a small aviation plant and film studio to set it off. Then in 1938 war orders flooded Lockheed; Warner Brothers had become a "city within a city." Disney entered with a huge plant. Business Week magazine on February 22, 1941, noted that Burbank slept no more and was the outstanding performer in California population gains and national ones. At the start of the war boom, the U. S. Office of Education found that Burbank would add 23,000 new employees in 1941, more than the city population of a decade before. To complaints of overpopulation, it was noted that Burbank had only 3.3 persons per acre compared to 10 in Santa Monica. From but 215 births in 1937 Burbank registered 317 in 1940, 455 in 1941, and 511 in 1942. There were but 168 deaths in 1940, 183 in 1941, and 190 in 1942.

Even more important, the daytime and nighttime working population was larger than the resident population. Burbank was operating as a city central for a hundred thousand people who did not live within its borders. A special census showed a population of 53,899 as of August, 1942, or 20,000 more than in 1940. Now the town had 217 Negro men and eight Negro women, plus seven men and four women from "other races." War raised Burbank to 62,348 people in 1946. Farseeing leaders noted that further growth requirements meant movement from the one-story and single-family home level to apartments and high rise. When population reached an unofficial 92,000 in 1949, this was called the "saturation point" by school head J. Russell Croad.

### THE CITY

No city could grow so fast and so much without enormous repercussions. Walter R. Hinton was elected mayor in April, 1941; he was reelected in 1943. Burbank's new city hall permit was issued in February, 1941, and WPA contributions for labor were to run to \$9,234 a month. City employees inaugurated an annual picnic in 1942. Two murals by artist Hugo Ballin decorated Burbank's new city hall in 1942. Westways magazine wrote: "A town of the past, a boom town of the present, a city of the future: Burbank keeps busy building tools to



win the war." A new war industrial city had emerged. The City Attorney's job became a full-time post; Ralph W. Swagler was named to it at \$500 a month.

In mid-February, 1943, when the new \$400,000 city hall opened, it was inadequate for the far bigger Burbank that had exploded. A public address system was hooked up in City Council chambers in November, 1943. In 1944 the city began its Burbank on Parade (BOP); no pun on be-bop music was intended. City employees totaled 800, compared to the 150 of 1920. Archie Walters became City Attorney in February, 1945.

The new city seal of 1946 showed an "airplane, factories and a moving picture reel" and the word PROGRESS, all designed by Disney Studios. Burbank was featured on Don Lee Television Station on April 29, 1946. That year city hall was air conditioned. Women's Liberation was still in the future; but on October 25, 1946, municipal offices were under (nominal) feminine direction for a few hours.

Fourteen freeholders began studying City Charter changes. More than 150,000 persons witnessed the Burbank Parade of Progress to celebrate the city's 61st birthday in May, 1948. Payroll of the 802 city employees by 1948 exceeded \$2,300,000. Confusion over a possible second Burbank in California was removed; a section of San Jose was called Burbank but had no separate post office.

Los Angeles permitted Burbank to annex the Benmar tract of 288 acres; subdivision began in 1947. For Los Angeles electric and power equipment on the tract Burbank paid \$29,597.80.

At the height of World War Two on January 21, 1944, four post war planning committees were named by James G. Jefferys (not the onetime heavyweight champion). On July 1, 1945, Burbank adopted a master plan. City Manager Howard L. Stites announced that the city had accumulated \$1,650,000 for handling postwar problems delayed by war. Quick "retooling" for civilian functions was sought, with Lockheed leading in reconversion plans. A master plan was offered in 1949.

#### ECOLOGY

In Spring, 1941, Burbank planted 1,730 pine trees. Pollution by the city's paving plant in 1946 led to a nuisance charge and corrections. By September, 1948, Burbank received a County scroll for aiding in fighting smog. It had eliminated dust in its asphalt plant.

A slight earthquake was felt at Burbank on October 10, 1940. On January 29, 1941, a minor quake jarred the Burbank area. Sharp tremors on February, 1948, rocked homes in Burbank. A quake jolted Burbank on May 13, 1949.

Weather for 1948 was the driest in 77 years, but water supplies were ample. Perhaps the heaviest "frost" in Burbank history to that time came on January 10, 1949, when snow was three inches deep.

## BUILDING

Burbank reached the phenomenal building total of \$14,467,499 in 1940, more than 50 per cent above the 1939 figure, with Lockheed alone investing \$4,044,980 in new structures. The city had 11,132 dwelling units. Of these 10,639 were occupied, 474 for sale or rent, and 19 vacant. The acute housing shortage led to use of garages for dwellings by 1941. War cut back most construction, and building valuations for 1942 toppled to \$5,745,302 from \$12,342,231 in 1941. In September, 1942, the ordinance banning renting of rooms in homes was lifted to permit householders to "take in lodgers" for the duration and 90 days thereafter.

By June, 1943, leading officials urged a move from single family homes to multiple units. A Remodel-for-Victory office opened in June, 1943 to help expand homes for war workers. Priorities for 500 projects were allotted by the federal government. Doubling up and trebling up of families was common. War cut building in 1943 to \$4,552,815; the 702 homes built required priorities. Earl L. White put up 598 homes on 155 acres in 1944 and sold them for \$6,000 each. Soon after the war many of the homes were resold for \$14,000.

In November, 1945, Burbank was short 2,500 housing units. Returning servicemen found no homes to live in. Revamping of 5,000 army barracks for their use began. A Quonset hut ban did not apply to a potential 100 acres of industrial-zoned land for veterans' use in 1946. Many people had to live in tents and under trees as in pioneer times. By October, 1946, 27 completed emergency housing units at the Glenoaks apartments housed veterans. For many it was their first real home in years. That year valuations reached \$14,467,499, about the 1940 total, then pushed to \$15,346,747 in 1947 and \$15,456,537 in 1948.

The old Norwood Hotel was razed in January, 1941, to make way for a new superstructure. Frederick C. Finkle, engineer and geologist, was owner of the Savoy Hotel and other property in 1944. He had built the Burbank Bowl, outstanding in its time.

## THE WARTIME INDUSTRIAL CITY

As late as 1944 Dominic Morro was farming on two pieces of land, a 54-acre farm on North Glenoaks Boulevard and a 16-acre piece across from Disney Studios. The oldest way of production was, incongruously, still functioning beside the most modern. But farming was finished; Morro went into subdivision in 1949. In farming's place, silently and behind the quite restricted war plants of this hothouse growth period, Burbank had become a powerful industrial city. Burbank in September, 1945, hosted the San Fernando Valley Reconversion Committee on easing the transition to civilian production.

Local historian Ed Ainsworth remarked by 1946 that while Burbank and Lockheed were "practically synonymous during the war," now Burbank was emerging in its own right with diversified industry. "Industrial row" along the railroad and San Fernando Boulevard was so



crowded that it was said to be hard to squeeze in even a razor blade manufacturer edgewise. A majority of the Valley's industrial plants were in Burbank, which counted 302 manufacturing concerns employing 34,476 persons--larger than Burbank's entire population of 1940. By 1947 Burbank had 1,500 businesses.

Burbank literally flew into world prominence on wings of Lockheed. In a single year from 1940 to 1941 one of the world's largest centers of aircraft production was built. Lockheed increased from 668,000 square feet of floor space to 1,259,387, a doubling, while employment went from 7,400 to 16,569. Vega grew greatly, as did dozens of smaller plants. A \$3,500,000 Vega aircraft plant was built in July, 1940, on the old Pioneer Park acreage. A Lockheed Lodestar flown by G. T. Baker, president of National Airlines, set a new trans-continental transport record in reaching Florida in 9 hours and 29 minutes in 1940, halving the former record.

Lockheed's Burbank-built planes helped win the Battle of Britain, for which the firm received high praise in October, 1940. A new \$450,000 hangar of 150,000 square feet was built for Vega in November, 1940. Lockheed's new \$150,000 wind tunnel was under construction in mid-December, 1940. A 7 per cent profit limit was imposed on aircraft companies. In March, 1941, Milo Burcham at the controls of a Lockheed P-38 zoomed to the stratosphere to shatter existing records for a plane in level flight. With passage of the Lend-Lease Bill and President Roosevelt's March message, Lockheed President Robert E. Gross placed the Burbank plant on a war footing. Dale Reed, president of Burbank Lodge No. 727, International Association of Machinists, AFL, and sole bargaining agency for Lockheed employees, accepted the "challenge." Vega moved to its new \$3,500,000 plant on 30 acres. Employment of 4,000 was to rise to 15,000 in the 1,090,410-square-foot factory.

Lockheed in winter, 1941, had \$269,380,000 of orders, Vega \$73,900,000. Northrop Aircraft, Inc., raised its local plant to 247,500 square feet of new space in May, 1941. Lockheed chiefs foresaw postwar family "flivver" planes and giant luxury air liners to cross the nation in 12 hours. Mechanics and riveters, who came to Burbank from all over the nation, aided in producing more than 10,000 P-38's. Lockheed was soon to use 3,000 sub-contractors in 300 cities and towns. One out of every 11 American planes flown in World War Two, not to mention thousands of Allied fighters, was built by Lockheed.

Lockheed also built the B-17 Flying Fortress, the nation's leading heavy bomber; the C-69 Constellation, biggest and fastest land-based transport; and the PV-1 Ventura, the Navy's leading antisubmarine aircraft. By 1941 Lockheed and Vega had 44,839 employees, larger than Burbank's resident population, and Lockheed absorbed Vega. Westways magazine wrote in 1942: "Boom towns of the past usually gained their wealth from mother earth--Burbank, a modern one, must give credit to the sky, for it is the home town of the Lockheed Aircraft Company." Early in 1942 the first aerial capture in history of a submarine and its crew was made by a Lockheed Hudson bomber. A mass crossing of the Atlantic by Lockheed Lightning P-38's in 1942, with special oxygen equipment and droppable tanks, was a first such effort. Lt. Col. Cass S. Hough in a Lightning P-38 became the first man to travel at the



speed of sound.

Employment rose to 80,800 men and, increasingly, women. Meanwhile, camouflage changed the appearance of Lockheed from the air. Farming, gone as a way of life, lingered on canvas which was painted to look like fields, hills, houses, and trees. The first Flying Fortress rolled off Vega's line at Burbank in June, 1942.

In 1943 the Lightning P-38 became the first fighter plane to accompany heavy bombers hundreds of miles into Germany; droppable auxiliary tanks were used. Where in 1940 it had taken 232 workers one year to build a P-38, in 1943 11 workers did the same job. Lockheed built the first jet-prop plane, the original P-80. Then the Constellation, first of the 350-mile per hour luxury commercial transports, entered in 1943, as an Army personnel and cargo carrier. Low flying led to a P-38 crashing near a Burbank church in 1943. Meanwhile, Lockheed in November, 1943, opened the world's largest employee-owned cafeteria at a cost of a half million dollars.

In 1944 Lockheed production of the P-38 doubled and the firm was awarded an Army-Navy "E". Rolle wrote, "The Douglas and Lockheed plants were the cornerstones of American airpower . . . At Burbank, Lockheed produced Hudson bombers for Britain, the P-38 fighter, the Ventura, and the 128-passenger Constitution. Lockheed employed a work force of 90,000 persons during the height of the war and was responsible for approximately six per cent of all United States plane production. During the war years this company built 20,000 planes in all." Lockheed gave out production figures of 94,000 employees, 35,000 of them women. By the end of 1944 Lockheed income reached \$603,363,664. Yet almost 24,000 Lockheed and Vega employees entered military service; of these 394 died in the war.

Lockheed paid more than 4,000 high school boys to work in shifts of four hours of school, four in the factory; or four weeks of normal schooling and four full-time weeks on the job. By Victory-in-Europe day payrolls fell off 50 per cent to 45,000; by Victory-over-Japan day another 10,000 reduction was made. But Lockheed building space exceeded 6,000,000 square feet, including ten feeder plants. A Lockheed Constellation in February, 1945, lowered the Los Angeles to Miami record to 8 hours and 43 minutes. However, a B-29 Bomber piloted by Col. C. S. Irvine in December, 1945, flew from Burbank to New York in 5 hours and 27 minutes. Lockheed built the fastest fighter aircraft in the world in 1945, the Shooting Star, General Henry H. ("Hap") Arnold, commanding general of the U. S. Army Air Forces, said.

When the war ended, more than \$1 billion in orders to Lockheed were canceled; employment fell to 35,000. But the Constellation and the P-80 jet fighter plane production was in changeover. Menasco Manufacturing Company completed its 75,000th plane landing gear at its Burbank plant in March, 1945. Flying Tiger Line, Inc. was formed in Burbank on June 25, 1945. The Lockheed Constitution, largest airplane ever built for the U. S. Navy, was completed in August, 1946. The two-deck craft was capable of carrying 180 passengers. In 1947 Lockheed was down to 20,000 employees. In March, 1949, Joe de Bona set a new record for piston planes as he piloted one from Burbank to New York in five hours.



Walt Disney Studios, which allowed no visitors in its earthquake resistant plant, created insignias free as "mascots" for world renowned military units. Donald Duck was on the 1,000th insignia of a U. S. Field Hospital in Europe, and 200 Disney characters were on insignia. Internally 67-degree well water at the studio was used to make it the first completely air conditioned studio by 1940. Not only did Mickey Mouse go to war but also Disney Studio began putting out such defense films as "Four Methods of Flush Riveting." Bond Promotion pictures followed for Canada and a tax picture for the U. S. Treasury.

While in 1941 Disney in its then biggest production year had shipped approximately 30,000 feet of negative in shorts and features, now it was shipping this footage in 30 days. Moreover, 90 per cent of this was for the government. By the end of 1943 nearly 300,000 feet had been filmed, 10 times normal footage. Disney war films were made at cost, too.

Westways said of the plant in 1942: "Walt Disney's studio, having just finished 'Bambi,' now is making training films for the army and navy, and airplane identification films utilizing the WEFT (Wings, Engine, Fuselage, and Tail) system for civilian defense groups. In addition, squadron insignia are created for fighting units. First of these, created for Lt. Commander Bulkeley, consisted of a mosquito and torpedo. Others have since been designed for such famous fighting units as the Flying Tigers in China and the Eagle Squadron in Britain."

Disney still worked on full-length features and shorts in 1943-44. On March 30, 1946, a powder vault exploded at Walt Disney Studios; no one was hurt. In October, 1947, Mickey Mouse, noted cartoon character, was given a 20th birthday party. The mouse had appeared in 120 films. An office and dressing room were built.

Warner Brothers Studios on its 140 acres employed 3-4,000 people, mainly in war work. With its own police and fire departments, school and hospital, and sufficient electricity for a city of 40,000, it produced some of the leading war films. Out came "Confessions of a Nazi Spy," "Sergeant York," "Casablanca," winner of the Academy Award for 1944, "Air Force," "Edge of Darkness," "Watch on the Rhine." "This Is The Army" was the film version of Irving Berlin's army show; all profits went to Army Relief.

Warner's quit the Hays Film Office at the end of November, 1944, first major studio to move to a less straitlaced view of film-making. The studio declined outside censorship and decided to handle its own censorship and labor problems, apart from the Motion Picture Producers and Distributors of America. In 1945 and 1946 Warner's was involved in major film strikes. Meanwhile, much of Columbia Studios' outdoor picture work was filmed at its ranch in Burbank.

United Productions of America, a cartoon film studio, began building at Burbank in May, 1948. A staff of 50 artists and other workers was to function at the new studio. Burbank was now home to dozens of stars, hundreds of actors and actresses, and thousands of studio technicians. In 1949 Warner's agreed to divide its theater showing organization from its motion picture production unit to meet federal demands.

#### DIVERSIFIED INDUSTRY

Burbank not only led the Valley into the age of advanced industry, but also reached new levels of diversification. During the war it exceeded 1,000 businesses of all kinds; by 1947 it rose to 1,500 businesses.

Commercial firms increased from 2,289 on July 1, 1948, to 2,662 on July 1, 1949. But earlier seven stands selling hot dogs were ordered shut down on August 20, 1945, for not complying with a food health ordinance of 1942. During the war the rule was not enforced as the stands were useful in feeding war workers and others. One stand sought to reconstruct to meet stiff regulations. Burbank merchants in 1945 abandoned Christmas decorations and lighting for downtown streets for lack of materials and because of high labor costs.

Assessed valuation of Burbank was \$32,984,720 for 1940. In a single year this rose to \$55,259,110. Aircraft manufacturing had nearly doubled the tax base in two years. Assessed valuation for 1947-48 was \$106,041,170, with the rise of \$35,540,840 or nearly 50 per cent over the prior year being larger than the entire 1940 tax base. By 1948 it was estimated that Lockheed paid more than 30 per cent of Burbank's tax assessments. During the war Burbank had in effect a "withdrawal tax" of 5 per cent on wages paid after January 1, 1943. In January, 1948, Burbank approved a one-half cent sales tax.

Burbank's four banks reached deposits in 1940 of \$10,475,729, almost double 1938's deposits of \$5,603,691.

#### EMPLOYMENT

On the eve of war in March, 1940, Burbank had 151 persons eligible for WPA jobs. The State Department of Employment put up a new office in Burbank, starting in March, 1941. Women became the main new source for what as usual was called manpower but now was termed "woman-power" as men left for the services. Day nurseries tended children. Lockheed hired 35,000 women at the war's height. To reach its more than 90,000 employees Lockheed had interviewed more than 1,000,000 applicants. Moreover, it was hiring people regardless of race, creed, color or national origin. Mark Ethridge, chairman of President Roosevelt's committee on fair employment practice, officially commended Lockheed. In July, 1943, a 48-hour war work week was in effect.

War plant work opened to 16-year-olds under arrangements with



the schools to meet the manpower shortage. By January, 1943, 200 local high school boys were in Lockheed and Vega plants. Soon this rose to 4,000 boys from 40 different high schools and junior colleges under the Boypower plan. The youngsters won high praise as good workmen. During World War Two, Pauline Isabelle, daughter of Postmaster Paul O. Martin, was working at Lockheed.

By 1945 the first returned servicemen to receive a small loan offered by the Quinte Foundation was Donald Charles Freeze, Navy veteran. Veterans by September, 1945, were given 10 points in civil service credit to be added on to their grades on any Burbank city test. Their widows were also given the extra credit. In September, 1946, 6,882 persons in Burbank had filed for unemployment insurance; but only 1,762 had actually drawn any money. Some 2,000 Burbank veterans were without jobs in May, 1948. Job seekers in June, 1948, had fallen to 4,405 from 5,202 the month before.

### UNIONS

Several dozen pickets were in front of Disney Studios in May, 1941, in a dispute with the AFL Cartoonists' Guild over bargaining rights. The strikers also picketed several theaters showing Disney films. Some 30 per cent of welders, led by James Goss, United Welders president, walked off the job at Lockheed and Vega plants in Burbank in early November, 1941, in an effort to obtain recognition as a separate unit from the Aeronautical Mechanics Lodge of the AFL.

Associated General Contractors of America and the San Fernando Valley Central Labor Council jointly opposed changes in the Burbank city charter in 1944. The council in 1945 voted by a two-thirds majority to merge with the Los Angeles Central Labor Council, effective January 1, 1946.

In a battle in October, 1945, between 2,000 pickets at Warner Brothers Studio and others, tear gas was used. Police jailed 326 pickets on October 9, while 10,000 workers from Lockheed indicated that they would aid pickets. Thousands of sympathizers picketed. The strike ended on October 24, 1945. Bitter clashes were recounted at the trial over the film strike at Warner's in February-March, 1946. In the first of seven trials that resulted, film strikers were found guilty on one count.

On June 30, 1946 Warner's was picketed by the Conference of Studio Unions. Some 30 projectionists in the International Alliance of Theatrical Stage Employees, long opposing Herbert K. Sorrell's striking Conference of Studio Unions, threatened to enter but never did. A wage hike retroactive to January 1, 1946, ended the studio strike. Violence broke out at Warner's as 10,000 film workers were idle throughout the industry in September, 1946. Five unionists were arrested. Pickets were cut to eight men outside Warner's. Patrol cars escorted non-strikers into the studio grounds.

In April, 1947, fully 600 Burbank employees of the Southern

California Telephone Company in Burbank were on strike, along with 20,000 others of the parent company, Pacific Telephone. Earlier, union members of Local 21361 Soap and Cosmetic Workers, AFL, in 1945 had picketed Andrew Jergens Company in a long dispute that went back to 1937 and led to a five cent an hour raise.

Burbank City bus line employees went on a wage strike on August 25, 1948, for three days. City Council proposed an increase to a 10-cent fare to cover added labor costs.



\$4,743,000, up from \$3,350,000 in 1933, a 41 per cent gain. Number of stores was 252, employees totaled 449, and payrolls reached \$463,000. This compared to 281 stores in 1933, 312 employees, and payrolls of \$357,000. By 1938 retail sales rose by 7 per cent over those of 1937 to reach \$990,746, while Los Angeles sales fell off by 11.3 per cent.

The Census of Retail Trade of 1939 showed Burbank had a population of 34,337; total stores had risen to 399 and total sales to \$11,261,000. From 1935 to 1939 the sales gain was 135 per cent, but only 77 per cent above the \$6,350,000 of 1929.

Despite the economic depression, in 1930 Burbank taxes rose slightly as the school rate went up 25 cents and the municipal rate rose three cents. The 1930-31 assessed valuation was \$25,951,035. Despite hard times the assessment for 1931-32 rose to \$28,105,500, but in 1932-33 fell to \$21,380,920, then to \$17,590,710 in 1933-34. The 1934-35 assessment of \$17,420,265 was the depression low. From then on valuations began to mount, moving to \$18,510,755 for 1935-36. By 1939 the figure had gone to \$25,185,270, almost back to the 1930 level. Burbank had had 12.53 per cent delinquent taxes in 1936 and 1937, which fell to 10.44 per cent in 1937-38 and 7.24 per cent in 1938-39. A moratorium law on delinquencies aided.

While Magnolia Park Bank had resources of \$525,000 in 1930, liquidation came in April, 1932. But it was without loss to a single depositor.

Depression employment was low for years. By 1935 Burbank was receiving well above its quota of work on the Colorado River Aqueduct. The 62 employees from Burbank on the aqueduct received \$148,375.60 in compensation. By 1936 employment in Burbank was about 75 per cent of normal. WPA was utilizing about 25 per cent of them. One carpenter, Harold Sitwell, whose letters were later discovered, in 1936 was working at Burbank and elsewhere in the Valley for \$180 a month when he could get it. "But a person would have to have a car, to keep working," he wrote. "I believe I could get one job right after another if I had a car." By January, 1938, 811 Burbankers were seeking jobs, or 3.7 per cent of the 22,000 population. Nationally, 4.5 per cent were out of work and 4.2 per cent in California. An additional 228 Burbank persons were emergency relief workers and 484 were partly employed.

Steadily unions became more active at Burbank. Fully 100 Burbank persons were picketing State Employment Relief Administration (SERA) offices at Glendale in protest at curtailment of relief benefits in March, 1935. They sought a monthly allowance of \$60 for a family of two with \$2 a week more for each dependent. Ralph Reichman, of Burbank, was chairman of the executive committee of the Unemployment League. The pickets formed a committee of the Public Works and Unemployment League.

Picket lines formed at Warner Brothers Studios in Burbank on May 1, 1937, as they did at other studios. But production on six pictures continued. Warner Brothers, on May 10, 1937, recognized the Screen Actors Guild and when David O. Selznick did the same, the Guild consolidated its hold.

## CHAPTER 14

### INSIDE A WAR PRODUCTION CITY

In 1941 Burbank was producing everything from bombers to dried spinach. When the attack on Pearl Harbor on December 7, 1941, was announced on the radio, Burbank went on a war footing overnight. The impact of war was tremendous as a population quadrupled. In every aspect of living Burbank entered into a maze of activities that made it appear like an armed camp.

### THE DRAFT

By October, 1940, Dr. Stanley Anderson was named official physician for Draft Board 180 (Selective Service Board). Dr. Elmer H. Thompson declined to serve on grounds that having treated many of the young men since he delivered them at birth, he might be accused of favoritism. Beginning in November, 1940, Burbank was to offer 300 men for the draft in a single year. A three-day registration for the draft began on February 14, 1942. In the year from Pearl Harbor to December 7, 1942, a total of 1,807 Burbank and other Valley men enlisted in the Navy through the Burbank recruiting office.

Selective Service Board No. 180 at Burbank was split in April, 1943. The board had been chaired by Warner Brothers studio employee Frank Mattison from the time of its inception in October, 1940. Paul MacWilliams, medical and safety superintendent at Warner's, became the new chairman. The district had 17,000 registrations by this time. By July 14, 1944, Board No. 180 had inducted 2,402 persons. Frank S. Williams and J. A. Nesbitt, on the original board with Paul MacWilliams, were succeeded by T. V. Walker and Leonard Hamner. Board No. 182 included part of Burbank and was headed by W. S. Sandison as president, J. O. Bishop as secretary, and Joseph Friese. On October 15, 1946, Selective Service Board No. 176 at Reseda, which had inducted more than 2,000 men, was closed and combined in a single board at Burbank.

### MILITARY ACTIVITIES

No longer able to use the airport in Griffith Park in December, 1940, the 115th Observation Squadron of the California National Guard was offered ten acres of Union Air Terminal by Robert E. Gross. Home Guard unit volunteers were signing up in Burbank in June, 1941, in Company C, 1st Battalion, 3rd Regiment of the California State Guard.

Frank Brown, 18, later a Burbank fireman, was aboard the USS Maryland in Hawaii when the Japanese attack on Pearl Harbor came on December 7, 1941. "All hell broke loose," Brown said. Burbank resident Walter G. Attwell, later a city engineer, was stranded for 35 days in the Siberian wasteland with but five days supply of food in 1941 on a behind Japanese lines mission for the U. S. government. Russians who met him "were suspicious of everything," Attwell said.



Dr. Charles W. Priddy, who headed the Small Hospital at Burbank, was in the Veterinary Corps of the U.S. Army in 1942 as a captain. His father, Charles F. Priddy, managed the hospital. Marks Army Airfield in Alaska in 1942 was named after Burbank resident Major Jack S. Marks, missing in action after a bombing attack in the Western Aleutians in July, 1942. City Personnel Department manager Walter Henry had left in June, 1941, to serve as a Lieutenant in the Marine Corps.

Lieutenant (J.G.) Richard R. Rogan went into the U.S. Navy Reserve on May 1, 1943, after serving as attorney and executive assistant in 1941 to Nelson A. Rockefeller, Coordinator Inter-American Committee. Rogan was assigned to the cruiser USS Omaha as Communications Officer and subsequently was promoted. The Omaha sank three German blockade runners in the South Atlantic, played a vital role in the invasion of Southern France and on D-Day, June 6, 1944, took the Island of Partiquello.

Burbank became a "naval base" in 1944 when sailors and officers came to learn how to run the PV-1, a ship used for teaching. Lockheed Air Terminal set up the school. Students lived at what was once Burbank Military Academy. Captain Wesley C. Ling of the U.S. Army Air Force, son of Harvey R. and Vivian Greer Ling, was shot down on June 11, 1944, while on a bombing expedition over France and parachuted to safety. He was a prisoner of war in Germany. A daughter, Patricia Loy Ling, in 1944 was with the Marines, assigned to motor transport. Harvey R. Ling, Jr., was in the U.S. Army in the South Pacific. The elder Ling was a member of the Burbank Veterans' Service Bureau and in 1944 was named to the Veterans' Board.

Burbank pilot Lieutenant Robert Dibb, USN, was one of the men in the carrier-based airplane raid on Truk, held by the Japanese. Dibb wrote, "I went in three times." Lieutenant Dibb held the Navy Cross, the Distinguished Flying Cross and a Presidential Unit Citation. Courtland Lee Rose, Lieutenant (J.G.) in the Coast Guard, son of Arthur J. Rose, leading Burbank engineer and the former Maud M. Ling, sister of the publisher of the Burbank Review, was stationed at New York. Loy White, son of Earl L. White, was a first lieutenant in 1944 in the U.S. Army with the 179th Engineers, in Europe. Percy White, the younger son, was an ensign in the U.S. Navy.

Expansion of the Boys' Brigade of Burbank to train youth for defense came by June, 1944. Valley service casualties totaled 123 by August, 1944, out of 1,613 in the county. By comparison the whole state had 1,043 casualties in World War One. Burbank aided in Civil Air Patrol expansion by the training of 17-year-old Air Corps Reserve candidates by November, 1944.

Burbank citizens registered surprise and pleasure at news of the invasion on June 6, 1944, of the European continent. In September, 1944, it was decided to have a "sane" victory celebration at war's end.

Fully 10,000 Burbankers greeted General George S. Patton, Jr., and Lieutenant General Jimmy Doolittle when they came through town on June 10, 1945. General Patton recognized his old army buddy, Burbank

veteran Henry Zonshine, who had served under him in France, and called to him, "Hello, Sunshine." They had not seen each other for 27 years. Another Burbanker, Orin Bates, served in the same outfit in 1917. Jack R. Lewis of Burbank, who had been reported missing in the Pacific War, was released from a Japanese prison camp. General H. Hap Arnold, Air Force chief, appeared on radio with Burbank Mayor Paul Brown and Captain Ray Crawford on a Civil Air Patrol open house at the CAP headquarters on August 1, 1945. Meanwhile, the first public flight of Lockheed's P-80 Shooting Star, the world's fastest airplane, was held. Super-secret planes were guided by television, General Arnold revealed.

Twenty-five "hardship cases" of returning servicemen out of hundreds were picked to move into the city's new utility trailer camp by January 18, 1946, at Burbank and Victory Boulevards. Eventually, 175 ex-servicemen's families moved in. Glenoaks Park was sought for temporary veteran housing. City Council acted to provide housing units for 800 people beside this.

Sixteen veterans and their families, ordered to vacate a trailer camp in February, 1946, threatened to park their trailers at City Hall to dramatize the housing shortage. Quonset huts were proposed to meet the shortage. At one city trailer court Burbank had already expended \$40,000 to house 100 veterans' families.

The U.S. Naval Reserve Armory went up in 1947 on a 10-acre site in northwest Burbank. Approximately 4,100 Burbank residents in the 18-25 bracket had to register for the draft, with less than 100 to be taken in the year 1948. Burbank was headquarters for 14 Valley draft boards. A grant of \$295,000 to build a national guard armory in 1949 was given.

#### DEFENSE MOVES

In civil defense, Burbank's first defense council met on April 24, 1941. By 1942 it had seven chapters. In 1943 a control center linked defense moves. Concrete air raid shelters for thousands were built near the important war plants. More than 800 persons were needed as air raid wardens by 1942; they took night courses.

When the blackout, the first war defense measure, went into effect at first, automobile accidents were common. Swiftly the city painted the top of its street lights black and cut down lighting to a kind of brownout, which also saved power. War plants were blacked out and camouflaged. People in Fall, 1942, had to lower window shades in a dimout. In April, 1943, Burbank had a 56-minute blackout, first in more than a year. But blackout rules were eased and dimout regulations replaced them by October, 1943.

Camouflage of Lockheed and Vega airplane plants and the territory of Lockheed Air Terminal during the war was so thorough that friendly pilots had difficulty finding the field. Beneath the camouflage were miles of solid concrete air raid shelters. Smoke screen equipment was also present.



## RED CROSS

War Relief office and other volunteer services opened in June, 1941, at the Red Cross with women staffers. During the war some 1,365 women and girls aided with volunteer relief. On June 23, 1944, 484 blood donors visited the Red Cross mobile unit; more than 11,000 pints of blood were given by Burbank people during the war.

Mrs. Evaleen Locke and Mrs. W. A. Blanchard led the Red Cross's many programs: Blood Bank, First Aid, Home Nursing, Nurse's Aide, Canteen, Motor Corps, Production Chairmen, Surgical Dressing and Administration, and even a Home Service Department dealing with family troubles. For fiscal 1943-1944, a Motor Corps drove 19,872 miles; 18 girls answered 1,490 calls and worked 5,040 hours. The Production Corps for that year put in 61,386 hours for 1,063 workers. Home Service aided approximately 1,500 persons for the year. Sewing for the year included 11,990 items, not to mention thousands of garments donated for Foreign War Relief. The Canteen Corps' 57 workers in a year put in 7,428 hours. In Staff Assistance, 52 workers put in 5,139 hours. In Home Nurse training there were 169 enrollees and 99 certificates were awarded. A Stork class had 43 enrollees and conferred 31 certificates.

## WAR BONDS

By mid-1944 five war loan drives were exceeded by Burbank. The first war bond drive, mainly by banks, published no records. The second had a quota of \$1,000,000; \$1,645,752 were raised. The quota for the third was \$3,500,000 and \$4,045,138 were raised. For the fourth, \$4,500,000 were the quota; \$6,992,063 were raised. The fifth war loan drive raised \$8,321,359, well over the quota of \$5,600,000. The sixth had a quota of \$5,000,000 which Burbank topped by \$749,352. A final Victory Fund campaign was started on September 19, 1945, to help liquidate all burdens of war. The city's goal in the eighth victory bond drive of 1945 was \$4,045,000.

Lockheed and Vega employees formed a Buck of the Month Club or a 25 cent piece a week to produce a combined charity base for aiding various causes. From 1942 to April 30, 1944, the employees raised \$975,286. \$243,250 of this sum went to the Los Angeles County War Chest; \$78,515 was part payment to the American Red Cross. The Army Canteen received \$6,000, while the Navy Canteen received \$7,000 and the Marine Corps Canteen, \$7,000. Los Angeles County's tuberculosis organization was given \$10,000. Fully 61 charities benefited. Donations soon exceeded one million dollars. Thus, soldiers guarding war plants received free bus tickets from Buck of the Month funds so as to avoid hitchhiking. Canteens would serve them anywhere, from \$37,000 in Canteen credits. The club paid for an iron lung in a Burbank hospital, Gideon Bibles for the Army, \$5,000 for United China Relief. For this Anna May Wong, the actress, wrote the club: "Thank you for your beautiful check for \$5,000." She came to Lockheed and signed autographs on lunch-boxes even with nails.

Behind the Club stood the Lockheed Employees Recreation Club, the twin Vega Club, and Aeronautical Lodge 727, International Association of Machinists. The club was organized by employees, with Robert E. and Courtlandt S. Gross having an advisory voice in disbursement funds but no vote.

In the Christmas mailing period, Burbankers sent more than 30,000 packages overseas in 1944. Besides garments, Burbank people sent games and musical instruments to camps and hospitals.

### ECONOMIC CONTROLS

Harvey R. Ling, publisher of the Burbank Daily Review, became chairman of the board of the Office of Price Administration (OPA) at its inception in Burbank; he held the post to October 1, 1944. OPA controls continued after the war, whose economic effects were more intense than ever. The Burbank City Prosecutor in August, 1945, was leading a drive on horsemeat sellers in cafes. OPA records revealed that managers of Lockheed Air Terminal's Sky Room Cafe assertedly agreed to pay the U.S. Treasury \$10,224.19 as a settlement of a case of price violations in August, 1945.

On April 30, 1946, OPA raised retail prices for most rye bread two cents a pound. In May, 1946, bread and rolls were reduced 10 per cent. The sugar ration in 1946 remained 15 pounds a person; but a larger allowance for home canning was made. Bread was in such short supply that it was called a "back room" commodity as breadlines formed. A black market spread. Some persons were offered butter at \$1 a pound, ham at the then high price of \$1 a pound and rare nylon stockings at \$4 a pair. Butchers were reduced to selling fish, rabbits and poultry; many shut at noon and some planned to shut for weeks. When meat controls were lifted in mid-October, 1946, people hailed the "end of regimentation."

Approximately 20,000 Burbank residents were issued sugar ration stamp sheets in May, 1942, at Burbank schools. Ration Board No. 82-5-3 covered Burbank, Roscoe, Pacoima and Sunland for food and clothing, automobiles, stoves, tires, price, gasoline and enforcement.

War Era Ration Board No. 82-5-78 handled some 100,000 war workers' rationing in Valley and Glendale defense plants. Affected were gasoline, automobiles and tires, bicycles, shoes and rubber boots. Thirty volunteers served and averaged 48 hours a week. Possibly this was the largest district of its kind in Southern California, with J. L. Norwood as chairman for a year and W. S. Walker his successor. On February 22, 1943, schools began distributing the second ration books. Swiftly gas rationing cut automobile traffic in half.

On June 3, 1944, fruit juices went off rationing. C. Oscar Kalenius became chairman of Ration Board 82-5-3, replacing Harvey R. Ling. By August 31, 1945, War Area Board No. 82-5-78 in Burbank was to vacate its Burbank offices. During the Board's 30 months of work, 35 million gallons of gasoline were allocated to industrial employees.



Also issued in this period were certificates for 100,000 new tires and 1,250 new cars. But separately Local Board No. 82-5-3 issued some 20 million gallons of gas allocations. The War Area Board which handled transportation problems for industrial workers had 36 women on its staff.

Meat, butter and fats were declared ration-free on November 23, 1945. Only sugar remained on the stamp list. While no points were needed, shoppers found shelves bare. As late as June, 1946, housewives in Burbank lined up for scarce food, especially meat and bread. Many retailers limited people to one loaf per customer. In a telegram to President Harry S. Truman city officials noted that Burbank's food situation was critical. One councilman said in June, 1946: "There are people in Burbank tonight who didn't have a square meal, although they had the money to pay for it." Two years after the war's end on October 7, 1947, meatless Tuesday was observed in Burbank to comply with an order of President Truman to conserve food.

Burbank Theater in July, 1941, launched its aluminum drive by permitting anyone to enter free who brought in scrap aluminum. Fifty pounds of scrap metal for every resident of the Valley was the quota set for 1943. Warner Brothers Studios before this was salvaging nails, paper, and lumber for war purposes. Burbank in October, 1943, was short of meeting its monthly quota of 9,167 pounds of fat. In September, 1944, a drive began to collect 400,000 pounds of newspapers. Junior Commandos of the Junior Chamber of Commerce during the war rounded up 65,000 coffee jars in one day and 45,000 more jars on another. The first drive also brought in 207,000 pounds of paper, the second 200,000 pounds. The youngsters secured contributions of blood from 171 persons for the Red Cross Blood Bank. They also helped secure names of 10,000 voters on a pledge to go to the polls.

Victory gardens sprouted all over the onetime crop area. A community canning center for Victory Garden produce opened in Summer, 1943, at the Burbank Senior High School cafeteria. Victory garden produce was also canned at McKeon Cannery in Burbank in 1943. A Community Victory Garden Vegetable Show was held on July 16, 1944; dozens of firms contributed prizes.

## USO, RECREATION

The Burbank section of the United Service Organization began operations in June, 1941. By July, 1941, the city contributed \$12,051 to USO. A Travelers Aid section of USO was functioning by October, 1942. In a full year of service by February 20, 1943, USO reported it was providing thousands of servicemen with recreation, relaxation and social facilities. Mrs. Glenn Trout in March, 1943, was named house head for two USO centers.

Headed by Edward C. Arnold, the USO consolidated work of various service organizations once funds of \$40,000 were raised. Temporary and then longer lasting headquarters were quickly established. By 1944, 94 Burbank organizations were serving troops through the USO.

One business donated 7,000 quarts of orange juice "for both white and colored soldiers." A USO lounge was maintained at Lockheed Air Terminal, the first such facility at any terminal. More than 500 registered Senior and 300 Junior Hostesses aided. Big Saturday night dances were highly popular with troops.

Mrs. Eleanor Roosevelt visited Lockheed Air Terminal USO Lounge on March 24, 1946. In the three months prior to that visit 28,000 persons had used USO facilities at the Terminal. From 1943 to March, 1946, more than 130,000 servicemen and their families had visited the lounge. "I think you've done a wonderful job here," Mrs. Roosevelt told USO workers, "and I'm glad you're keeping it up." More than 100 volunteers worked to assist Mrs. Faye Bonnetti, lounge director.

The Servicemen's Recreation Fund of Burbank was used from its start in May, 1942, to give troops variety in recreation. Some servicemen submitted such requests as for 78 pounds of grass seed to make military housing more attractive, two card tables, or 39 phonograph records. Most money went for sports and games for in-camp equipment. Lockheed Employees Recreation Club was half way to its goal of 5,000,000 hours of fun and dances and games for 1944 by July, 1944. The U.M.C.A. and the Chamber of Commerce sponsored a "Recreation for Victory" program to offer home entertainment to replace that cut for lack of gasoline. Two golf tournaments were held.

#### VETERANS

A Burbank Veterans Service Bureau was set up in July, 1944. Various veterans groups backed the proposal. The veterans' organizations noted that 5,500 men and women from Burbank were in the service and that several thousand others had signified the intention of settling in Burbank after the war. Burbank State Guard and other California State Guard Units from the Valley met in Burbank on July 9, 1944. Later Burbank city set up a citizens committee to handle veterans' problems.

A total of 427 ex-servicemen and ex-servicewomen were helped to regain civilian functions from September 1 to October 2, 1944, by the Burbank Veterans Service Bureau, Inc. The Bureau had already performed 1,485 types of service for 344 ex-servicemen and 83 ex-servicewomen. Ex-WAC Mary Godshall, who became a war worker, was also the first woman to be inducted into Post 150 of the American Legion in Burbank, in April, 1944. Burbank Veterans of Foreign Wars initiated an impressive list of new members in August, 1945.

In other ways people of Burbank were involved in the war. Svend Pedersen of Burbank was named to the Federal National Defense Commission on Trade Training within Industry at the end of January, 1941. A shipbuilding expert, Pedersen was placed in charge of shipbuilding industrial training in California, Arizona and New Mexico. Construction of the Victory ship "Burbank" began in June, 1945, at Permanente Metals Corporation in Richmond, California. The vessel was named the S.S. Burbank Victory in honor of the city. Burbank had



earlier raised \$632,840 for the cruiser, the "Los Angeles."

#### WAR'S END

In the midst of war, postwar plans were being made. Four postwar planning committees for Burbank, announced in January, 1944, were to deal with civic cooperation, industrial cooperation, legislation, and individual cooperation. In 1944 plans for a "Victory Fair" moved ahead.

As American warplanes flew over Japanese prison camps in August, 1945, happy American prisoners, Burbankers included, "danced" and waved. Burbank began a two-day peace celebration on August 15, 1945. To signify the arrival of peace the Civil Defense siren gave out its first blast. Local churches offered services marking victory. Gasoline, canned vegetables and fruits were made ration-free.

While war workers were anticipating layoffs by the thousands, families awaited the return of many Burbank troops. A 40-hour work week continued at Lockheed. Nylon stockings were on their way to stores. Newspapers continued to explain how to operate a Victory Garden. OPA warned that ration tickets should be retained. WAVE recruiters in Burbank halted their work entirely. Meat rationing continued.

#### JAPANESE IN BURBANK

Burbank had a special relation of its own to the Japanese during and after World War Two. After December 7, 1941, Japanese families operating vegetable farms and nurseries and in some other jobs in Burbank were sent to relocation camps. When their farms were subdivided and houses built on the land, school historians wrote, "This completed the city's evolution from an agricultural to an industrial community." It was an historical irony that the ouster of the Japanese and ouster of farming coincided, both under wartime pressures --while people took up Victory gardens to increase the food supply. But unlike farming the Japanese were to be back in a singular turn of affairs that no one could have foreseen.

Under war orders in March, 1942, Burbank, as a vital war zone, removed Italian, German and Japanese citizens and several score descendants of Japanese--but not descendants of the others--residing in Burbank. A number of elderly Italian citizens who had never taken out citizenship papers were forced to register as were a number of German-Jews who had fled Hitlerism. All had to move inland. Meanwhile, one Japanese-run firm after the other at Burbank was forced to shut down. Of 115 Japanese-farmed tracts listed for relinquishment by April, 1942, 55 were bought by non-Japanese American operators through the Burbank Civilian Control Office. This office served both Burbank and the rest of the San Fernando and La Crescenta valleys.

The human problem of the Japanese, many born here and therefore

American citizens, was immense but hidden by wartime hysteria. Families with small children had to vacate their homes. Friendships of long years' standing were disrupted. For almost four years the Japanese were gone. Then in late September, 1945, the War Relocation Authority informed people at Burbank that it proposed to use army barracks and structures built on neighboring civilian property as temporary quarters for Japanese-Americans. An estimated 600 Nisei were expected to pass through the relocation center in Burbank's Glenoaks Park and pay some rental. While a number of Burbank people protested the coming of the Nisei, others held that it was time to quit kicking U.S.-born Japanese around. Relocation areas were also at Lomita Street and Magnolia Boulevard and at Winona Avenue and Hollywood Way.

In mid-October, 1945, carpenters erected more barracks for housing Nisei at Glenoaks Park. Burbank officials insisted that the barracks meet local building and safety and health standards. When protests at use of Glenoaks Park as being in a fine residential area and also against use of Winona Avenue and Hollywood Way persisted, War Relocation Authority officials had a third area selected. WRA planned to house 325 in the barracks at two locations. First group to move in by early November, 1945, numbered 130 people. They came from Hart Mountain Camp in Wyoming. Forerunner of hundreds of others, the Nisei were former residents of Burbank. Most had been living at the Wyoming center for more than three years; there the youngest were born.

Masashi Sakatani, who had operated a transfer business in Burbank a few years before, was among the arrivals; he brought along five children. Yasutoshi Yoshizawa was head man of the advance colony. He said: "We are glad to get back to California. Most of us lived here all our lives until after Pearl Harbor. We are loyal Americans. We are victims of the war, but we feel no resentment." Sakatani said: "This is a lot better than Wyoming. There we had winter temperatures that sometimes ran 30 degrees below zero. I had friends here and I hope they haven't forgotten me."

Four ministers and a delegation of the Burbank Council of Church Women made an informal call on the colony. Mrs. Rose Dunn, president of the council, named a committee to welcome the Nisei to Burbank. Japanese were invited to attend services in Burbank churches and to indicate any aid they needed. Japanese were told of the action of the Burbank Ministerial Association on November 2, 1945, which reaffirmed that the constitution's "privileges, rights and protection be extended to all Americans irrespective of race, color or creed." Lieutenant Walter Dixon, the policeman who founded the Sterling Club to aid needy persons, visited the colony with a view to founding a children's club.

In mid-November, 1945, another 300 Japanese settled in trailers and barracks across from Lockheed Air Terminal. Children were enrolled in Burbank schools. Nisei were given \$25 by WRA for they lacked funds to pay 25 cents charged for community meals. But two families had already found work on the few remaining Valley farms. Others applied for jobs. Recreation was nonexistent. Burbank received a share of \$25,000,000 in federal funds for reconverting barracks in Glenoaks Park.



In January, 1946, the first ten of 100 government-owned trailers began arriving from Northern California for the veterans' trailer camp at Burbank and Victory Boulevards. Returning veterans were in a sense competing with Nisei for space. Burbank was to get 180 units in all. Another 58 apartments were remodeled from barracks in Glenoaks Park. By March, 1946, a modernized trailer camp to accommodate 1,000 persons replaced the camp for Japanese-American ex-internees at Hollywood Way and Winona Avenue. The old camp was now torn down and 125 trailers were refurbished and 175 others were added.

When opened again the camp housed about two-thirds Japanese-Nisei and one-third veterans and their dependents. Burbank was far ahead of other cities in offering veterans housing. The veterans' trailer camp at Victory and Burbank Boulevards by March, 1946, was sheltering 100 families of ex-servicemen. The other camp for Nisei at Magnolia Boulevard and Lomita Street was vacated by May 1, 1946. By a freak of postwar housing shortages, the displaced Nisei were being relocated at the same time and in the same area and even in the identical buildings or trailers as returning veterans for whom equally there was no place to stay.

Meanwhile soup kitchens were used for 600 Japanese internees in Burbank on May 13, 1946, until the camp was finished ten days later. City Manager Howard Stites held that WRA was bringing in far more Nisei than indicated. The trailers now had to be made available for veterans instead. A lease on the site was to expire in June, 1947; after that the camp was to be cleared. But on order from Stites the project was supplied on May 14, 1946, with water and toilet facilities; other utility connections were authorized. The Department of Charities sent out soup kitchens when excited former internees were without food or cooking arrangements at first. One trailer was destroyed by flames when an internee-returnee sought to light a gasoline stove.

By August, 1946, veterans were allowed to move into the Winona trailer camp in Burbank, as the building code was eased to permit erection of quonset huts on industrially zoned land. The area was developed as a Nisei relocation center and in 1946 had housed nearly 1,000 persons of Japanese extraction, including many Japanese war veterans of the American army in World War Two. Burbank was praised in September, 1946, for acceptance of Nisei returning from war relocation camps when Mike Masaoka, national representative of the Japanese-American Citizens League, visited the city. Masaoka said that Burbank's approximately 1,000 Japanese-Americans were a sign that America again had accepted the Nisei.

In April, 1947, the 1,000 Japanese were informed they had to vacate by July 1, 1947. A private company was to take over lease of the Federal Public Housing Authority's Winona housing project by June 30, 1947. An industrial building was to be erected on the site. More than half the Nisei were under 18. Burbank had moved from war to postwar national issues on a major scale.

## CHAPTER 15

### ECOLOGY OF A WAR CITY

All the problems of the crowded, polluted, and infernally busy industrial city suddenly descended on Burbank with the onset of the war. City services were strained beyond capacity. Shortages prevented handling even the basic necessities. Crises delayed to war's end persisted.

### FLOW OF PEOPLE

The new Cahuenga (later Hollywood) Freeway officially opened to the public in 1940. It had cost \$635,000. A traffic bottleneck in Cahuenga Pass was improved in December, 1940, by opening of the separated grade at Barham Boulevard. A thirty-minute ride from Burbank to Long Beach by freeway was now envisaged by county planners in March, 1941. Actor Lionel Barrymore and film director Clarence Brown gave title to Burbank to a 60 by 160-foot strip on Rowe Avenue in May, 1941, for use as a parkway on the \$500,000 Turkey Crossing grade separation project.

By July, 1942, Burbank had 165.45 miles of streets paved, 79 per cent of its total. The Olive Avenue crossing opened on August 14, 1942, shortly after the Alameda Avenue bridge over the Burbank flood control channel opened. The Turkey Crossing underpass was completed by August 25, 1942, at a cost of some \$400,000. In 1948 City Engineer Clayton W. Paige noted that Burbank led the Valley in street and property improvements. Added street lights had gone into 140 intersections in fiscal 1947-48. Cost of illuminating Burbank streets was \$72,000 a year. In 1948 and 1949 Burbank added 348 additional intersection lights. In 1949 but 8.2 miles of streets were unpaved. Magnolia Park in July, 1949, won the right to erect boundary signs: "Magnolia Park District of Burbank." It now had 8,000 homes and 18,000 residents.

By October, 1940, traffic had become very heavy in Burbank as 14,888 industrial workers were counted in the city. Traffic and misdemeanor fines for 1941-42 netted Burbank \$63,495.75, a rise of \$16,963.70 over the record of the prior year and four times the 1935 figures. More than 12,000 cases went through the local police court. On September 23, 1946, coins began going into the 435 newly installed parking meters in downtown Burbank. In September, 1948, Burbank began installing 2-hour meters in place of 1-hour ones as people needed the added time to shop or do other things. By May, 1949, Cahuenga Pass had become the most heavily traveled road in all California--87,528 vehicles moved through it in a 24-hour period, more than over the Golden Gate Bridge at San Francisco.

The city's 428 parking meters in their first year, fiscal 1946-47, took in \$31,788. By late 1947 civic leaders agreed that parking facilities had to be present at all buildings erected in the city.

By April 1, 1940, half-hourly connections between the Burbank



Bus Service and Pacific Electric rail and bus service on Glenoaks Boulevard were made. In 1940 Burbank and Glendale were the first communities in Southern California to be served by P.E.'s fleet of new President's Conference Committee passenger rail cars. When P.E. found local bus operations impractical, Glendale-Burbank Line took over and carried some 6,507,542 passengers in 1940. Burbank City Lines began operations in 1940 with five buses, which rose to 18 in 1947. During the war the lines provided services to all defense factories on all shifts. Route miles rose from 25 in 1940 to 40 in 1947. The nickel service carried 300,000 passengers in its first year. In September, 1940, Burbank began providing bicycle racks to clear bicycles from sidewalks.

Burbank Bus Service sold out to Pacific City Lines, chain bus operators, in June, 1944. By April, 1946, Pacific was in turn acquired by National City Lines, Inc., of Chicago, which also controlled Los Angeles Transit Lines, Inc. By August, 1946, Burbank City Lines reported that it had lost \$20,000 in the years 1945 and 1946 and might have to abandon service. The shutdown came on July 16, 1949, as losses mounted. On October 17, 1949, Asbury Systems took over from Burbank City Lines. P.E. approved one-man cars on the line to the Valley and Burbank in May, 1949. While P.E. shifted its terminal from one corner to another in December, 1949, a double track was planned to Providencia.

Lockheed Aircraft Corporation bought Union Air Terminal for \$1,500,000 in 1940 and its new subsidiary, Lockheed Air Terminal, Inc. ran the field. Enlargement of the field from 240 to 550 acres and to 45 major buildings, including 17 hangars, was made steadily. In 1942 the federal government took over 22 tracts of land, involving 272 acres, to expand the airport. Lockheed Air Terminal had 210,896 passengers in 1940, 260,854 in 1941, and 296,068 in 1942. Replacement value of the field was \$40,000,000. Pan American Airways moved its base of operations for Southern California to Lockheed Air Terminal in March, 1943. The field had 374,472 passengers in 1943, 540,382 in 1944, and 761,452 in 1945. With Pan-American on the field the terminal became an official international port of entry.

On March 10, 1946, Trans World Airlines inaugurated daily air service between Lockheed Air Terminal and Paris. By December 7-8, 1946, major airlines were moved to the new Los Angeles International Airport at Inglewood, as was the post office. But airport officials said that Lockheed Air Terminal would not become a "ghost port." More than 200 daily operations continued. While a period of adjustment set in, Lockheed Air Terminal was the first million dollar airport in the United States. In 1946 it reached 1,296,836 passengers using the field. A drop to 171,944 came in 1947. Steadily the field began to work its way back. Thus, in 1949 Lockheed Air Terminal was the busiest air freight base, handling more than 1,000,000 pounds a month.

#### UTILITIES

Burbank opened the decade of the 1940's with 12,457 gas meters and consumed 789,778,000 cubic feet of gas. The city had 146.5 miles

of gas mains in 1939 and 167.7 miles by November, 1941.

The city had 12,460 electric meters in 1940; consumption rose to some 43,055,281 kilowatt hours. Burbank's million dollar power plant opened on November 24, 1941. The plant generated 10,000 kwhs of power. President Roosevelt signed the bill providing \$900,000 to build Unit No. 2 of the Burbank municipal generating plant to service war industry, residents and stores, in June, 1943. Of its energy consumption of 197,532,400 kwh in 1943, Burbank generated 100 million kwh in its own steam plant, obtained 25 million from Boulder Dam, and purchased 72 million kwh from Glendale's surplus. In September, 1945, Burbank bought Glendale's share of the valley receiving plant for \$46,099.82 so as to increase electric facilities, plus \$5,103.06 for a section of the transmission line.

A new water well in June, 1940, was capable of a 3,000-gallon-a-minute flow. Total was 4,500,000 gallons of water a day. Los Angeles won a water suit against both Burbank and Glendale in August, 1940. Water meters totaled 13,225 in 1941, up from 11,848 in 1940. California's Supreme Court in May, 1943, decided that Los Angeles held the water rights of the old pueblo, but an abundance of water in the Valley led to no further action by Los Angeles to limit Burbank's use of riparian water for another thirteen years. Burbank was so wet in 1943 that water seeped into basements and lay stagnant in roadways. Appeal for a \$75,000 drainage system was turned down by the Federal Works Agency in October, 1943.

Two thousand residents climbed the hill to view Burbank's new 25 million gallon water reservoir on November 23, 1947. The reservoir cost \$875,000. In March, 1949, a 5,000,000 gallon surface reservoir at Hollywood Way near Victory Boulevard, which had cost \$200,000, went into operation. Burbank had water for 100,000 people.

By 1940 Burbank had 8,910 telephones. By 1941 in adding 3,122 telephones the city actually increased the instruments more than the total number it had had in 1935. Some 84,500 calls a day were made in 1941, compared to 44,776 daily in 1939. A new combined telephone directory put Burbank into the Northwestern telephone book. By 1947 the Burbank exchange had 29,300 telephones. Dial telephones went into use on October 18, 1947. Earlier, in April, 1947, a telephone strike began.

#### CITY SERVICES

Fire destroyed the Pacific Electric Station and Railway Express station on September 6, 1942. Several hundred dollars' worth of packages were wiped out. P.E. began building a new station. The Fire Department had seven fire trucks. William Taylor, after taking the first examination offered, was appointed fire chief in 1942. That year fourteen firemen were drafted into the service. In 1943 Katherine Willeford became the department's first female employee. In 1944 a Fire Fighters Association was formed. A new fire station, No. 4, opened on September 26, 1944.



In fiscal 1940-41 Burbank police made 13,385 arrests, while reporting 2,903 crimes. In August, 1942, police received a 250-watt ultra high-frequency police transmitter, designed by Edwin S. Barber, city radio engineer. The new transmitter was five times stronger than the prior one. Burglars in 1945 robbed the home of Martha Raye, actress-comedienne-singer, and took \$10,000 in jewelry. As chief of counter-intelligence at the Potsdam Conference near Berlin in 1945, Rex R. Andrews, later Burbank Police Chief, had to ensure that information did not get into the "wrong hands." In peace, twenty "duration" policemen hired during the war on a city civil service basis and destined to lose their jobs on August 24, 1946, sought court aid to block the firing by the city.

Burbank swapped its one-room jail and crowded basement quarters in September, 1947, for streamlined cells and swank squad rooms in the new police headquarters. The jail unit now included nine individual cells and two "tanks" plus a separate cellblock for females. Hitherto, women arrested in Burbank had to be transferred to County Jail for booking. Youths, felony cases and drunks could now be jailed separately. Lee V. Peck, jailer for the past 16 years, continued on the job. In September, 1948, Burbank police added three new detectives and a motorcycle officer. A teletype machine was installed on June 1, 1948, which put Burbank police into communication with police departments throughout Southern California.

Meanwhile bicycle thefts were the biggest problem police faced. In July, 1948, more police were added to check on establishments suspected of installing slot machines and other gambling paraphernalia. The Burbank Auxiliary Police Force was disbanded on June 1, 1949. The force, a continuation of the wartime civilian defense organization, had served its function. Policemen's work week was cut in 1949 from 48 to 44 hours. The move forced hiring of 10 more police to increase the department to 91 persons.

Superior Judge Alfred E. Paonessa was named in 1949 to sit on the Superior Court branch bench which was to open at Burbank on January 3, 1950. Three trumpeters played "Onward, Christian Soldiers" while opponents of a proposal to repeal a local "blue law" prohibiting sale of liquor in cafes where dancing was allowed paraded in Burbank in November, 1947. Some 75 cars were in the procession. Proponents of repeal held that this would eliminate residents having to go to other cities "for dancing and night clubs." Long efforts to repeal this law failed repeatedly.

Burbank post office had 80 employees in September, 1940, compared to 22 in 1933. Receipts in 1940 came to \$224,795.43. A contract post office opened in Magnolia Park on March 1, 1940. Where in the 1930's a letter addressed to "Joe Bloke, Burbank" would be delivered without a street number and address, in the 1940's this was no longer possible. In May, 1943, it was proposed to use helicopters to rush air mail and air express from any San Fernando Valley post office to Lockheed Air Terminal. A war plant area in Northern Burbank in November, 1943, got a special post office. The post office branch beside Lockheed opened on December 6, 1943.

On October 28, 1945, a tattered American flag, which had waved from the mast of the cruiser U.S.S. Reno in the Marianas campaign, flew over the post office building in observance of Navy Day. Joseph Stevenson, post office custodian who had served as mail clerk aboard the Reno for 19 months, brought the battle flag with him. In 1947 helicopter service was added at Lockheed Air Terminal, then moved to a landing site near Lake Street. The Glenoaks Sub-Station of the post office opened on November 1, 1949.

#### FLOOD, STORM, ANIMAL

Allocation of \$715,000 for storm drains in Burbank was made in June, 1942. Flood waters forced evacuation on February 28, 1941, of many Valley families in other towns while in Burbank some avenues turned into rivers and torrents. The 1941 flood damaged factory floors at Lockheed. By late 1941 Burbank completed the \$95,000 Stough Canyon debris basin and Sunset Canyon dam. In January, 1943, the U.S. Army Corps of Engineers, at a cost of more than \$1,830,000, completed the Burbank-Western Wash Channel. The channel could handle 12 times more water than prior means. In 1949 Burbank drainage systems had received \$6,768,000 of county flood control project funds.

By 1944 fully 50 per cent of Burbank was served by the sewer system, which had begun in 1933 with WPA funds. By adding a few miles of sewers a year the city never had resorted to bonded indebtedness. In 1949 Burbank was linked to the Los Angeles Hyperion outfall sewer system.

Burbank opened its new animal shelter on June 10, 1942. The city's longstanding invitation to "Buy a horse and move to Burbank" met resistance from housewives who threatened to herd all horses out of town. "A horse density" chart in October, 1945, showed 410 licensed horses in Burbank. San Fernando Valley Horse Owners Association held its annual horse show on Providencia Rancho on October 21, 1945. On July 9, 1948, prohibition of dogs at the huge veterans' trailer camp, after three children were bitten, led to an outcry. Later the city dog pound was to stand on the site of the former trailer camp. Anti-horse groups in 1949 held that the horse was lovable in its place but not near them. Horses were to be restricted to the Rancho District.

#### CHURCH, HOSPITAL

In May, 1944, churches were offering an "invasion day prayer" in the San Fernando Valley. Burbank's oldest church, the First Presbyterian, twice hit by windstorm and fire, on October 16, 1947, celebrated its sixtieth anniversary. It had no pastor. Plans went ahead in November, 1948, to raze the old Villa Cabrini Chapel; the landmark was crumbling from age.

In April, 1941, Warner's raised funds to erect a \$60,000, 30-bed hospital in Burbank. Burbank war workers were found deficient in vitamins by Dr. Henry Bersook of California Institute of Technology



and the National Nutrition Committee in a check of diet in April, 1942. A half-hour lunch period was criticized as too short.

Burbank Emergency Hospital was moved into a section of the new City Hall in August, 1942, to deal with possible air raid casualties. At the "dedication" of the hospital, a hundred donors gave blood to the Red Cross. By mid-October, 1942, construction of a \$400,000 hospital--the later St. Joseph's--was planned near the Walt Disney Studios, under the Catholic Sisters of Providence of Oakland. Lockheed donated the 12 acres of land and dedication came on November 28, 1943. Dr. Elmer Thompson in August, 1943, sold the Burbank Hospital he had founded in 1907 to the Monte Sano Foundation. In its long years of service Burbank Hospital had treated more than 150,000 patients, handled more than 30,000 surgical cases, and delivered 3,744 babies. In 1947 Burbank Emergency Hospital handled more than 2,392 more accident and emergency cases, compared to 1,859 in 1946. A \$68,000 addition to Magnolia Park Hospital began in April, 1947.

#### SCHOOL, LIBRARY, NEWS, RADIO, TV

By February, 1941, the Lockheed-Vega trade extension courses at Burbank had 8,000 employees enrolled in voluntary programs, largest of any industry in the United States. Meanwhile, 654 Burbank students took aircraft classes and 619 or 95 per cent had found work. A ground school for civilian pilot training was assigned to Burbank in February, 1941. Mrs. Clara McMillin Lindy, first schoolteacher in pioneer Burbank, died in May, 1941. She had been employed in 1882 to teach youngsters from widely scattered ranches. In 1941 the administrative offices at the onetime Edison School were moved to the Luther Burbank School building. The Edison School property was later sold, the buildings torn down, and business structures erected. In fall, 1942, preflight training began for more than 50 students at Burbank High School.

A commando course was laid out at Burbank High School in January, 1943, to toughen students. Federal funds totaling \$78,818 went for nursery schools and child care centers in Burbank in April, 1943. Burbank had applied for \$176,000 to operate round-the-clock schools for children of working mothers. Lockheed opened a part-time school for 16-year-old plant employees leaving regular school in November, 1943. Meanwhile, graduates of the vocational training program of Lockheed had reached 14,000 in 1942, compared to 10,500 in 1940. By 1944, 85,000 youths and adults had taken this vocational programing. So successful was the program that Svend Pedersen of Lockheed was borrowed by the State Department of Education to set up similar schools throughout California. Under the Boypower plan at Lockheed in 1944, 4,000 boys from 40 different high schools and junior colleges helped build warplanes in the state. Burbank's annual school budget grew in 1944 to \$2,400,000, compared to but \$100,000 in 1924. The nursery school program went into its own buildings in 1944.

In January, 1945, Burbank elementary schools began 20 minutes earlier and cut 10 minutes from lunchtime so as to enable teachers to correct lapses in fundamental subjects. Wartime activities in school



rooms, such as sales of War Bonds and Stamps and Junior Red Cross, had cut into classroom work. Effort after effort was made to retain child care centers and nursery schools, which in August, 1945, had 405 children enrolled--146 with servicemen fathers. Cost of care was from \$1.75 to \$2.00 a day per child. When Burbank's schools reached a record 10,001 pupils in September, 1945, students went on double sessions. School cafeterias by November, 1945, were serving more food than all of the city's restaurants, as 8,400 meals a day cost \$1,114. From 1936 to 1945, a ten-year period, school enrollment had gone up by 162 per cent, while school space rose only by 61 per cent. Elementary schools enrolled 2,198 in 1935, 3,506 in 1940 and 6,336 in 1945, a tripling in one decade. In the 1940's eight new elementary schools were built. "War babies" by 1949 were boosting school enrollments by nearly 1,000.

The library in February, 1943, located a small branch in the valley section on Magnolia Avenue, with 3,929 books and Mrs. Carolyn Robbins as librarian. When the lease expired, a location was found in a new City Recreation building on California Street. By 1944 the library system had 30,790 books. The valley branch closed on September 25, 1945, after three years of operations and despite having 2,500 card holders when the lease was lost. On March 6, 1947, another temporary branch opened at 644 North Hollywood Way. A permanent branch building opened on July 26, 1948, at 401 North Buena Vista. The system reached 44,760 books as of April 30, 1948, with some 14,287 library users. An addition at the main library in 1949 raised space from 8,000 to 10,500 square feet.

The Burbank Daily Review offered a 34-page issue on November 27, 1941, showing how population of 34,337 in 1940 was 106.1 per cent above the 1930 census. So well done was the edition that the Los Angeles Times commented on it extensively, a rare tribute.

In 1944 Earle C. Anthony sold KEHE (first KELW) to the Blue Network, which that year was changed to American Broadcasting Company and altered the call letters to KABC. An FM Radio Station was to begin broadcasting from Burbank by January 1, 1947, under the name of Burbank Broadcasters, Inc., with Sam Kerner as president. In October, 1947, KWIK, with studios in town, made its first broadcast. The Federal Communications Commission in December, 1949, revoked the operating license of KWIK over stock sales made without FCC permission.

In May, 1946, Lockheed sought a zone variance to permit a radio television and frequency modulation station for aircraft communication on property southeast of Mulholland Drive. Lockheed held a public demonstration in September, 1946, of a new parabolic reflector designed for television. Harry Lubcke, television director of the Don Lee system, described the device as an instrument to focus energy beams on a target, conveying sight and sound waves to television receivers within range. A one-hour experimental TV broadcast was tried. Television set builder Bert D'Orsay planned to put TV sets in theaters on a full-sized film screen by 1948. One in seven families in Burbank had a TV set in 1949.



## ORGANIZATIONAL LIFE

Walter Long was elected head of the Burbank Chamber of Commerce for 1941; he replaced Jack Haye. The Sterling Club, designed to make Burbank a "sterling city" by eliminating juvenile delinquency through planned parent-child recreation, sought to incorporate in July, 1944. A Burbank Business Association was formed on August 8, 1944. In December, 1947, the Chamber of Commerce planned a \$50,000 administration building on a \$10,000 lot.

E. Dean Cowley was president of the Burbank Chamber of Commerce for 1948; he replaced Ernest R. Rothe. Burbank Attorney C. Oscar Kalenius was elected head of the San Fernando Valley Bar Association for 1948. A Red Cross chapter started in 1949 with 5,000 members and was separated from the Glendale chapter. James G. Jefferys was elected president of the Burbank Chamber for 1950.

Registered voters increased from 627 in 1920 to 8,388 in 1930, 19,030 in 1940 and 41,598 in 1950. Of the 19,030 voters in the 1940 election, 12,335 were Democrats and 5,682 Republicans. In 1940 Roosevelt beat Wendell Willkie in Burbank 11,467 to 6,688; 68 votes went for socialist Norman Thomas and 49 for communist Earl Browder. Another 28 votes went for economist Roger Babson. On September 14, 1941, Warner's studio engineer Everett G. Burkhalter became a State Assemblyman for the 42nd District, which included Burbank. In 1944 Roosevelt balloted 14,392 in Burbank against 10,375 for Thomas E. Dewey.

President Harry S. Truman stopped off in Burbank for a short talk on September 23, 1948. A "Welcome Truman" banner was in place at the S.P. station and when more than 4,000 persons turned out, the president had to stay longer. In the November, 1948, election 40,257 Burbank people were eligible to vote. With nearly all precincts reporting, Truman was leading Dewey by 72 votes, 14,729 against 14,637.

By 1944, unlike the depression situation of from 400 to 700 Christmas baskets going to the needy, not one basket was needed. In November, 1947, Burbank people contributed 40,000 pounds of foodstuffs for the Friendship Train, a national campaign. Lockheed employees' Buck-of-the-Month Club donated \$2,000 to the Train.

Mexico's Independence Day was celebrated at State Park on September 15-16, 1945, when Los Amigos Club held a two-day fete. People dressed in costumes, danced and ate and sang. The first Jewish Congregation in Burbank was organized in 1945 when Monsignor Keating of St. Robert Bellarmine Catholic Church asked Ben Mason about the possibility of forming a Jewish temple here. A group of 17 were the nucleus for the Burbank Jewish Community Council.

When the S.F.V. Council of Race Relations in May, 1946, asked Burbank to act against potential Ku Klux Klan activities in the city, Mayor Paul Brown refused on the grounds that it was both unconstitutional and outside the council's jurisdiction. Some 39 civic, religious and labor bodies had formed the new Race Relations council, with Richard R. Rogan, attorney, as president.

The first Sunday school of the Burbank Jewish Community Council was held in 1947 at the American Legion Hall. Nathan Katzman was religious leader of the council. A building for the council was completed in 1948 when the name was changed to Burbank Jewish Community Center. Katzman officiated at High Holiday conservative services at the First Methodist Church in Burbank on September 14, 1947. A chorus of 12, trained by Ben Pollack, sang.

Youth under 18 came in for new attention in Burbank when in January, 1945, the city council approved a 9:30 p.m. curfew. Youth could be on city streets after curfew only with a legal work permit or when accompanied by a guardian.

## RECREATION

In World War Two people increasingly sought recreation outside the home. Mrs. Alma N. Lannigan of Burbank in 1940 broke the world's record for women in pistol shooting over a combat course three times in succession. In October, 1940, Albert Fonda Minor completed the Magnolia Theater. Minor now owned all Burbank theaters. Burbank bought five acres of land for \$9,000 from cowboy actor Gene Autry in 1940 to add to Olive-Victory Park. A 37,715-acre park was bought for \$64,116 in June, 1941, at Verdugo and Clark Avenues and became the city's second largest park. Burbank proposed buying 46.7 acres opposite Disney Studios from the Los Angeles Department of Water and Power for \$65,000 in 1941. A \$97,313 recreation center went into construction on park lands on Olive Avenue near Victory Boulevard, on October 29, 1941.

Burbank, on February 26, 1942, signed an agreement with the Federal Security Agency to operate the recreation structure. A novel use of the area made it available for residents on Saturdays, soldiers on Sundays, and war industry workers on weekdays. Westways magazine saw the new Olive Avenue Park as being "for the benefit of the armed forces, service organizations and war workers. From here emanate the canteen shows which are presented at Southland soldier camps."

Buena Vista Park, of 39 acres, was named in June, 1943. Fritz B. Burns, developer of Burbank Gardens, donated an eight-acre tract for park use to the city conditional on city purchase of an acreage beside it for \$4,470. The city accepted on December 22, 1943. A fiesta was held at the opening of State Park in September, 1944. Hobo House, a teenage center, opened in Glenoaks Park in October, 1944. Burbank Recreation Club, which had begun in 1917 for retired business and professional men, celebrated 27 years of activity with its annual dinner in December, 1944.

A \$2,500,000 amusement center for Burbank was proposed in November, 1945, on a 14-acre plot at Riverside Drive and Mariposa Street, to be known as Pickwick Playland. Among backers were such celebrities as Frank Sinatra, Andy Russell, Mickey Rooney, Harry James, and Jules Styne. Jim Jeffries' Barn was undergoing repairs in 1947. Burbank hosted the first conference in the city of the Parks and Recreation section of the County Division of the League of California Cities



in March, 1948.

Burbank resident Richard Dwyer won the National Men's Ice Skating Figure Championship at 12 years of age on March 31, 1948. Young Dwyer had previously won the Pacific Coast juvenile title in 1946, the Pacific Coast Novice title in 1947, and the junior men's crown in 1948. In 1948 Verdugo Park, containing the city's first municipal swim stadium, opened. Two Burbank councilmen visualized a 70,000-seat San Fernando Valley Bowl on a 15-acre tract near Lockheed Air Terminal in 1948. Building of the 1500-seat Cornell Theater began on March 16, 1949. To protect youngsters the city decided to seal off the 120-foot long Crystal Cave Tunnel at Stough Park in 1949.

Artist Leon Brookes, rated the only Occidental to use authentic Chinese style in his painting, in August, 1947, opened a shop in Burbank. "Queen Mother" of Burbank was the honor bestowed on Mrs. Emma Fischer Story, 86, oldest citizen of Burbank in length of residence in May, 1947. Pioneers who honored Mrs. Story at the Burbank on Parade festival were all residents of at least 35 years. Burbank in November, 1949, began selling buds to help finance the planned float for the Pasadena Tournament of Roses Parade. A Rose Symphony Costume Ball was held on November 28, 1949.

Burbank community symphony orchestra, with Leo Damiani, music director of the Parks and Recreation Department in charge of the 50-piece group, made its debut in July, 1944. This start was part of a Victory rally for the Boy Scouts' Fifth War Loan Drive. Burbank Symphony Orchestra in 1944 was headed by Mrs. Grace Lovejoy. In July, 1948, Burbank Civic Chorus changed its name to Civic Light Opera Chorus and presented its first operetta, "Eileen."

The President's Ball was the occasion for a major dance run by the Elks Club in January, 1941. Burbankers danced at the Elks Club on May 24, 1941, to help raise funds to enter a float in the Rose Parade. Saturday night name band dances were begun in Burbank in Fall, 1942. Liquidation of the WPA in 1943 depleted the servicemen's recreation fund as WPA orchestra work ended. But servicemen were aided by contributions from major industries in Burbank to keep the music playing and the dancing moving. A group of hostesses at the Friday night dances at the Civic Recreation Center in Burbank in February, 1943, began writing letters to servicemen. An 18-foot-long letter went to one military unit.

"A Rookie's Dream" was headline of the dance, song and musical extravaganza given by the Burbank Parks and Recreation Department on June 25, 1944. Meanwhile, arguments continued over prohibition of Sunday dancing in Burbank. Aeronautical Industrial Lodge 727 sought modification of the ban for lodge members. To mark their 20th birthday, Burbank Optimist Club held a dinner dance at Oakmont Country Club on February 16, 1945. Burbank on Parade marked opening of the 7th War Loan Drive in April, 1945, with jitterbug and waltz contests. An old-time dance was held on May 4, 1945, by high school students in Burbank, as the war moved to a conclusion within days. Burbank's first weekly civic dance got underway on October 5, 1945, at the Recreation Center to the music of Carol Wax.

One of four dancing schools operated by Jack and Arthur Winton opened in Burbank in September, 1947. Burbank High School alumni held an annual dance on November 7, 1947. A San Fernando Valley-wide square dance festival featured contests in Burbank on January 22, 1948. Women wore costumes from covered wagon days, while male dancers came dressed as cowboys. More than 1,200 Lockheed employees and their guests held the fifth annual all-plant dance on October 14, 1948.

#### CONTRIBUTORS

A "Welcoming Service" in April, 1940, was sent new residents in Burbank to explain location of services. Los Angeles Directory Company compiled a Burbank City Directory for 1940, as it had for 1939. William Coryell, who helped bring the first power lines to Burbank, died on June 11, 1940, at age 78.

Paul Mantz, noted speed flyer, was known in the 1930's and 1940's as "The Honeymoon Pilot," for flying celebrities to the "in" places to get married, Reno or Las Vegas. On film actress Lana Turner's birthday, Mantz piloted her and bandleader Artie Shaw to a justice of the peace. A map of Burbank showing its various advantages was published by the Chamber of Commerce in February, 1941. Mrs. Frieda Jeffries, 68, wife of ex-heavyweight champion James J. Jeffries, was killed in an automobile accident on February 4, 1941. On June 9, 1941, Burbank City Council proclaimed "James J. Jeffries Day" in honor of "Big Jim" who had been a Burbank citizen since 1904. Willard Arthur Blanchard, pioneer lumber dealer and mayor of Burbank for eight years, died in September, 1941.

W. P. Coffman, longtime printing press foreman, onetime Burbank Review publisher, and also Postmaster, wrote what became Burbank's official song, according to Monroe. Originally penned for the Kiwanis Club, the work was sung to the tune of "Tramp, Tramp, the Boys are Marching." Coffman's words ran:

There's a town in Southern Cal  
That we love just like a pal,  
Where we work, and boost, and sing, and dance, and play.  
There's no other place in sight  
That can give us more delight,  
And we're full of pep and ginger

When we say:

Bank, Bank, Bank, we bank on Burbank--  
Bank on Burbank every day.  
Nestled up against the hills  
All our hearts with pride she fills--  
Yes, we bank on Burbank and we're here to stay.

When this whole Kiwanis bunch  
Gets the right and proper hunch  
Everybody gets behind us with a swing.  
All for one, and one for all,  
That's what makes us want to get right up and sing.



Several Burbank leaders' names appeared in the 1942-43 edition of "Who's Who." Frank E. Churchill, composer of "Who's Afraid of the Big Bad Wolf?" was included, as were Lockheed Robert E. Gross, Norman W. Alley, photographer, Donald B. Parkinson, architect, Robert W. Kenny, and actors and actresses. In June, 1943, Fred B. Thompson, onetime aide of Thomas A. Edison, at age 76 came to work in a Burbank war plant. Edward Albert Fischer, who had reached Burbank in 1878, died at 74 on May 3, 1943.

In 1943 Gordon Jenkins produced the song, "I'll Make the San Fernando Valley My Home," with stress on the "cow countries" which Burbank had flown out of on wings of war production. But the song did focus attention on the entire Valley.

George Lynn Monroe edited a "Burbank Community Book" in 1944. He mentioned that Arthur H. Cawston, publisher of the work, had contributed to it "from a history of the San Fernando Valley published by Mr. Cawston." Mrs. John A. Pritchard of Burbank was named California Mother of the Year for 1944. Burbank Historical Society, which had disbanded, left its historic materials with the library.

Veterans of Foreign Wars in February, 1945, offered two \$25 war bonds for the best essays by a high school student on The History of Burbank. William P. Coffman, Burbank Review foreman and onetime publisher and postmaster, retired at 75 on January 31, 1946. Look Magazine devoted six pages to the San Fernando Valley on April 30, 1946. While calling the Valley an important vegetable garden and bedroom for Los Angeles, Look also remarked film and aircraft and other industries.

On April 19, 1947, Dr. Elmer H. Thompson said: "I always stand perfectly still for one minute at 6:30 a.m. each April 19 to mark the anniversary of my arrival in Burbank." He was in his 42nd year in the city. Dr. Thompson died at 69 on November 4, 1947, active in caring for people to the end.

The old cast-iron sign of Dr. David Burbank was displayed in a three-day celebration in 1948. The sign bore the words: "Dr. Burbank DENTIST, UP STAIRS." The 50-pound sign was 26 by 13 inches, with letters of solid bronze fastened with rivets. It was found at the home of Mrs. Charles Emory Wright by Ray Kahl, Burbank pioneer, in May, 1948. Cast in San Francisco, the sign was being used as a footscraper in the backyard. Kahl recalled the sign when he was 12 years of age when it was used as a part of a path to a house.

Miss Mary Octavia Lesueuer, one of the outstanding women in Burbank's history, died at 78 on January 20, 1948. "Burbank Night" was celebrated on February 28, 1948, when the Freedom Train, now on a national tour with documents of American freedom, came to town. Mayor Paul L. Brown opened the ceremonies, at which Ben Porter, Jr., directed the Burbank Band. Seventeen Burbank residents were included in the World Biography reference book of 1948, with film and aircraft leaders predominating.

Dr. Elta Pfister won the Woman of the Year award in 1949 bestowed by the Burbank Women's Council. Arthur Fellig (Weegee), the

noted photographer, explained his new picture book at John Muir Junior High School in Burbank on April 1, 1949. Jim Mattern, onetime Lockheed P-38 Test Pilot, received a Scroll of Appreciation from the U.S. Air Force on October 28, 1949, for his war work. The Shah of Iran, Mohammed Reza Shah Pahlavi, visited Burbank and Lockheed Aircraft Corporation in December, 1949.



## CHAPTER 16

### BURBANK AT MID-CENTURY

"Older" Burbank could not survive the war boom of the 1940's. The changes to industry were too great as were those to the trades and services and new leisure. Yet in her finest decade thus far Burbank had responded to demands for change in ways that made her a world city in the major endeavors leading the new age--aircraft, films, and shortly television.

### POPULATION

As it had doubled from 1930 to 1940, so by 1950 the population more than doubled again, going to 78,577 people. Burbank was driven to go up in multiple units or up the mountains, and many people were not ready for either move. Burbank Coordinating Council found in 1957 that Burbank had 3,534 persons 65 years old or over, or 3.93 per cent, below the state average of 8.3 per cent aged. A special census of May, 1957, showed a population of 90,965, about 2,000 short of what was anticipated, so as to get added gas tax revenue refunds. With the slowing of growth, municipal services began to handle demands of a changing population at a new level of city functioning.

Mrs. Nina Woodell, deputy county clerk, opened the branch of the Los Angeles County Clerk's office in Burbank on January 3, 1950, as the first step to establishment of a Superior Court branch. The office began issuing marriage licenses and accepting civil filings and qualified as a notary. First recorded filing was a divorce proceeding. Burbank councilmen in 1950 were getting \$10 a meeting and sought a raise to \$20. Reading of the city's revised and modified Municipal Code in January, 1951, took more than 10 hours. Three years before, Mayor Floyd J. Jolley, then a councilman, had undertaken to codify all the 1,100 statutes into a single, loose leaf code of 200,000 words. Burbank released a motion picture "The Story of a City" in color in 1951. Soon it was seen by nearly 10,000 persons.

Ralph H. Hilton resigned as mayor in January, 1952, and Walter W. Mansfield replaced him. More than 50,000 people celebrated Burbank's 65th birthday in 1952 and combined this with the eighth annual Burbank on Parade Festival. James H. McCambridge was named City Manager in August, 1952. When McCambridge died shortly, Edgar J. Friedrich was named City Manager in October, 1952. A major park was to be renamed for McCambridge in December, 1952.

In March, 1953, Paul Brown assumed office as mayor. On April 1, 1953, Burbank's \$40,000 health center, built under a lease arrangement with the county, opened. Carl King became mayor at the end of April, 1953. The city's own gravel pit had produced 19,103 tons of sand and 17,188 tons of rock in the latest complete year. By June, 1953, Burbank had reoriented its personnel system. Earl Blais came into office as a reform councilman in 1953 and soon became the youngest mayor in Burbank

history. After Edgar Friedrich remained ill following a stroke in October, 1953, Harmon Bennett was named temporary City Manager. In January, 1954, Bennett became City Manager, fourth man to hold the post in little more than a year and a half, as illness struck down the others.

Burbank city began in the 1950's a practice of publicizing its accomplishments such as being known as The Gateway to the San Fernando Valley, having a population by 1954 of 90,000, an assessed valuation of \$174,156,000, a radio station, 50,000 telephones, 425 manufacturing firms. In the recall election of June, 1954, Councilman Floyd J. Jolley was recalled. On July 29, 1954, a citizen's advisory committee on capital improvements met and proposed a 10-year capital improvement program to cost more than \$10,000,000. Burbank voters in April, 1955, approved \$5,565,000 in bonds to finance the program in part and other funds were to come from annual revenues and a half-cent rise in the sales tax.

Earl Blais was re-elected mayor of Burbank in Spring, 1955. City employees reached 1,000 in 1955. When a 1929 report on Burbank was found in 1956, a generation-long comparison showed that Burbank had six times as many people by 1956 and 23 times the postal receipts. H. B. (Jerry) Bank was elected mayor in February, 1956.

Actual start of the \$10,000,000 capital improvement program came in 1957. Attorney Edward C. Olson was elected mayor in April, 1957. William J. Van den Akker was elected chairman of Burbank's Civil Service Board in September, 1957. Dallas Williams was elected mayor in 1958. Earle W. Burke was chosen as Burbank's 16th mayor in 1959. Burbank City Council in December, 1959, approved a \$920,000 bid to build a City Hall Annex on the site of the city's first city hall.

Grandview Highlands residents, by a count of 570 to 10, voted to detach from Los Angeles and annex to Burbank on July 13, 1954. Official date of annexation was August 20, 1954. The area of 419 homes and 1,500 residents involved 81 acres. Burbank had to pay Los Angeles city \$142,242 for public utility facilities and other improvements made in the area. Earlier, on January 21, 1954, the McClure Addition of .00867 square miles was annexed. The Keswick Addition was to come on August 16, 1955, and the Horace Mann School site on October 19, 1955. Burbank in 1956 was given the right to use 3.78 acres of county flood control debris basin property in exchange for a 25-year easement and access right to the municipal disposal grounds. The land was used for the DeBell Golf Course work. The Cabrini Addition to Burbank on February 4, 1959, was the thirteenth in Burbank's history.

In using a 1942 model car, in bad shape, critics held in 1950 the Planning Commission of Burbank was losing prestige. Los Angeles City chief planner Charles R. Bennett, in a special study of Burbank in 1954, suggested new ways for the city to attract industry.

#### ECOLOGICAL CHANGES

Burbank's rubbish system, which used a useless canyon as a dump with the land sure to be filled in and useful for other purposes in a



decade, won praise in 1955. Starlight Lane began with a dedication on March 7, 1959, as a flower and tree decorated way that would eventually border the roadway from Sunset Canyon Drive to the Starlight Bowl.

An earthquake was felt in Burbank on January 11, 1950. Two rocking, rolling quakes struck in January, 1954. By 1956 average weather in Burbank was 62.8 degrees, some five degrees warmer than in 1929. Rainfall was down to 13 inches annually in 1956, from 15 inches annually in 1929.

## BUILDING

Burbank had 25,859 dwelling units, up from 11,130 in 1940, or 103.2 per cent more in the preliminary census count of April 1, 1950. Some 73.0 per cent of Burbank's homes were built prior to 1950 but only 27.9 per cent prior to 1940, compared to 40.8 per cent in Los Angeles County. The high proportion of newer buildings showed why Burbank lacked residential decay and dilapidation. Rent decontrol was sought from the Federal Housing expediter in 1950 and at midnight August 14, 1950, rent was no longer controlled.

"Go up in the air," Chamber of Commerce leaders were advising Burbank as they sought multi-floor industries for fuller land use in 1951. Building valuations of \$12,960,304 in 1950 more than doubled to \$25,987,362 in 1951, a record, fourth among California cities. With all the ups and downs of building, the figures were to reach \$15,523,042 in 1953, down from the \$16,106,216 of 1952. By 1959 valuations slipped to \$10,833,831. But the latest change saw apartments exceed single family home construction.

The final census of housing came out in 1952 and showed that the 25,938 homes counted in 1950 were a rise of 14,808 from the 1940 census total of 11,130. Of the 1950 dwellings, 25,052 were occupied. A total of 17,037, or 68 per cent, were owner occupied and 8,015, or 32 per cent, renter occupied, roughly 2 to 1. Of 886 vacant units, 596 were available while others were dilapidated. Only 1,633 had no private bath or were dilapidated and of these 453 lacked running water or were dilapidated. Average value of 14,295 single dwelling units was \$11,200. Average monthly rental was \$57. By 1956 Burbank was starting to tear down its own slums, city-owned structures (since 1953). The 14 tenants were to move elsewhere.

A commercial study company surveyed Burbank's hotel needs for \$1,000 in May, 1953. Plans for a 150-room hotel to go in at a cost of \$1,500,000 were noted on February 9, 1954. Money was being raised in 1955 for a 100-room hotel to go onto the site of the old Jim Jeffries barn. By 1956 Burbank had 22 motels to meet needs of a motoring age. Hotels, motels, tourist courts and camps at Burbank rose from 31 in 1954 to 48 in 1958, when they had \$889,000 in receipts.

## THE INDUSTRIAL 1950'S

Subdivision of the Valley forced closing of part of the McKeon Canning Company in Burbank in September, 1950, as Libby, McNeil and Libby in 1939 had discontinued canning at Burbank when local sources of supply faded away. An era had perished.

But in its place more than 400 industries had emerged by 1950. World War Two had propelled Burbank to the highest levels of industrial power. The city now had 31,195 industrial employees and a \$100,000,000 annual industrial payroll. Dwight Palmer, economist and Burbank resident, noted in August, 1950, that Burbank needed more diversified industry to balance its economy. One-fifth of the manufacturing plants of 1950 were engaged entirely in war production--53 out of 277 working exclusively on orders for the federal government. In excess of \$200,000,000 worth of government orders were placed with Burbank firms in defense work. Tested appeals which brought industry to Burbank were congenial living conditions, strategic location, ample labor markets, transportation, and romantic appeal based upon historical background.

Demands for industrial acreage in Burbank in 1951 were exceeding the supply. The move into the air was being pushed. Burbank in 1952 had 18 per cent of its land acreage zoned for industry. By 1952, too, with Lockheed leading the way, Burbank had become a major electronics center. Fifteen acres of land along 1,400 feet of Riverside Drive between Mariposa and Main Streets were bought for \$250,000 by Desco Corporation in 1953. Part of the Battle of Providencia had occurred there. General Motors broke ground at Burbank for a training structure to have 26,000 square feet of space, in April, 1954.

Products of Burbank industry went on display on March 19, 1958, at the first all-San Fernando Valley "Get Acquainted" Conference at Devonshire Downs, Northridge. Natural Lighting Corporation in November, 1958, bought an industrial property in Burbank for \$85,000 to begin work in lighting and photographic equipment. The 1958 Census of Business showed that Burbank had 265 personal services with \$4,419,000 in receipts for 1958. This was a rise from 228 such personal services in 1954.

Miscellaneous business services such as advertising, credit bureaus, private employment agencies, blueprinting and the like increased from 94 in 1954 to 155 in 1958. Receipts totaled \$3,806,000 in 1958. Auto repair, auto services and garages decreased from 124 in 1954 to 116 in 1958, but 1958 receipts were up, at \$4,007,000. Miscellaneous repair services rose from 99 to 107 in four years. Total receipts were \$2,566,000 in 1958. Film services showed a rise from 22 to 34 establishments, with receipts totaling \$53,271,000. Amusement and recreation services of other kinds rose from 15 to 40. Total receipts for 1958 were \$2,051,000.

One-fourth of all American commercial transport planes, from the end of World War Two to 1950, were made in Burbank. Speed pilot Paul Mantz flew from Burbank to New York in under five hours, a new mark for propeller driven aircraft, in January, 1950. A new \$20,000,000



office building was to house 1,500 Lockheed workers in 1951. Burbank aircraft leaders held in 1951 that Burbank was a world leader in all phases of air transport and production.

Lockheed in August, 1953, rolled out its 25,000th airplane under its present management in a 22-year period. The plane represented the last of 322,000,000 pounds of planes put in the air by Lockheed in that time. The 50th anniversary of powered flight was celebrated at San Fernando Valley Airport, as 65,000 persons, including Allan Lockheed, founder of the great aircraft firm, watched in May, 1953. Burbank on December 17, 1953, moved to set up a national shrine for aviation's historical documents. A memorial was established in the Portal of the Folded Wings at Valhalla Cemetery. A \$200,000 marble and sandstone arch at the entrance was being refurbished.

Lockheed in 1954 allocated \$10,000,000 for a new scientific laboratory for advanced research by its systems division. In 1955 Lockheed started a missile laboratory costing \$4,000,000. In June, 1956, Lockheed began a \$92,000,000 expansion program. Bert C. Monesmith, vice president and general manager, noted that Burbank was a world leader in export of commercial aircraft. Lockheed in 1957 was buying \$30,000,000 a year in all kinds of supplies in Burbank and other Valley cities. On March 22, 1957, a twin jet Douglas Skywarrior flew from Burbank to Miami, Florida in 3 hours, 39 minutes and 24 seconds.

A temporary slump in aircraft would not mean a slowing of work in Burbank, Courtlandt S. Gross, Lockheed Aircraft Corporation president, said on March 23, 1958. Gross noted that West Coast firms were involved in 25 of the nation's 43 missile programs. Lockheed's Polaris missile and Pied Piper reconnaissance satellite had received "DX" super-priority ratings. General Controls Company began a new aviation and electronics division to cost \$5,600,000 in 1958. Robert E. Gross, Lockheed chief, was cowinner of the California Industrialist of the Year award in 1959. Lockheed in 1959 began building the first submarine-hunter prop-jet airplanes for the Navy. In December, 1959, the Burbank-built F-104 Air Force jet fighter set an altitude mark of more than 102,000 feet.

One-fifth of all feature length films made in the United States in 1950 were produced in Burbank. Cathedral Films, Inc. was to construct studios in Burbank in August, 1950. Video Films was in production. Warner Brothers Studio in 1951 was split into two new companies by federal order, one to produce and the other distribute films. In May, 1951, Warner's was reportedly on the sales block for \$25,000,000. In 1952 Warner's was producing 20 per cent of all films in the country.

In March, 1952, Walt Disney announced plans for a \$1,500,000 Disneyland Park in Anaheim. Meanwhile, Disney Studios planned a \$25,000 addition. In May, 1953, Disney planned a \$160,000 stage to go in at the main studio and to be 55 feet high. A 3-D process for cartoons was unveiled by Disney. Walt Disney won four more "Oscars" in 1954.

Warner Brothers planned filming 39 TV features in 1955. United Productions of America began its film cartoon work in the Toluca Lake area in 1956. Warner's announced it would build a \$800,000 office and

production structure on the massive foundations of famed Stage 21 which had burned in 1953. Harry M. Warner, retired president of Warner Brothers Studios, died at 76 on July 25, 1958. Technicolor Corporation acquired Warner Brothers' film laboratories, buildings and equipment in Burbank in September, 1958. The move marked entry of Technicolor into the black and white film processing field. Walt Disney Productions filed suit against American Broadcasting Company, charging that the firm sought to keep Disney films off the air, in 1959.

Television plans of National Broadcasting Company (NBC) were to move its entire Hollywood operation to Burbank. By 1951, 19 acres of land were bought for the project at a cost of \$263,287. NBC was to buy 30 more acres from Warner Brothers for a reported \$750,000. A good faith check for \$10,500 was presented to the City of Burbank on the first 19 acres of land NBC had closed a deal on in June, 1951.

In October, 1952, NBC-TV opened its great new television headquarters at Alameda and Olive Avenues in Burbank, much of it moved from Sunset and Vine in Hollywood. Studios were as large as motion picture sound stages. Scenery could be shifted in split seconds. Television, one of the newest and most influential segments of communications had based itself squarely in Burbank. NBC built the first color television film studio devoted entirely to color work in March, 1955, in Burbank, adjacent to the 1952 building. By November, 1955, NBC planned a \$6,000,000 expansion program as part of Color TV City. The move was to raise Burbank investments to \$13,000,000 for NBC. Burbank was named headquarters for the new NBC-TV Tape System in November, 1957. A new \$1,500,000 tape control center was installed for this work. On 49 acres NBC had produced the first studio built entirely for television.

#### THE WORLD OF BUSINESS

Burbank had by the 1950's become a center for major businesses. Service industries rose from 634 in 1954 to 765 in 1958, a gain of 131. Receipts from 1954 to 1958 went up from \$45,959,000 to \$71,009,000.

On May 18, 1950, Superior Judge Alfred E. Paonessa ruled that Burbank's license ordinance affecting fees for auctions was unconstitutional. He called it discriminatory to charge \$50 a day for auctions. Burbank's "blue law" against Sunday auctions was temporarily lifted in June, 1950, when Auction Palace sought an injunction against the city ordinance. Barker Brothers planned to open a Burbank store in October, 1950. Retail buying in Burbank at the end of 1950 rose to more than \$100,000,000.

By 1955 the Akron Store of 11,000 square feet opened in Burbank; parking took almost triple the building space. A multimillion dollar facelifting for ten blocks of downtown Burbank was proposed by Mayor Edward Olson on August 22, 1957, to preserve downtown as a trade center. Seymour Lamper, president, opened Hadley furniture stores' 18,500-square-foot Burbank store in June, 1958. Retail trade in 1958 reached \$150,867,000. But in 1959 planners found that 17 per cent of retail outlets in downtown Burbank were vacant.



Burbank's assessed valuation of property for 1950-51 was \$114,438,990. For 1959-1960 it was to reach \$265,870,720, well over double. On October 19, 1954, the sales tax was increased, effective January 1, 1955, from 1/2 to 1 per cent to raise money for capital improvements.

Community Bank's first branch offered a drive-in window. In 1956 Burbank's six banks had deposits of just over \$100,000,000, or 25 times more than in 1929. Bank debits were nearly one billion dollars.

Unemployment affected 14.15 per cent of Burbank's labor force in January, 1950. Burbank's 492 industrial firms were employing 31,195 workers in December, 1950. In 1951 883 city employees received a 6 per cent cost-of-living increase. By 1951 the civil service commission gained authority to overrule the city manager; they ordered reinstatement of a discharged employee. Census figures for 1954 showed that the city had 953 employees, with 741 in government and 212 in utilities; monthly payroll was \$363,000. It also was found to be cheaper to live in Burbank than in Los Angeles. Burbank jobless declined in May, 1958, although 2,500 residents were receiving unemployment insurance claims.

In union matters the Federal Conciliation Commissioner on June 2, 1950, announced end of a strike by the International Association of Machinists against Airquipment Company. Some 25,000 workers struck Lockheed plants at Burbank and around the country for three weeks.

Pickets of the Television Writers of America, an independent union, formed about NBC's Studios on July 21, 1954. A \$300,000 union hall went up on the onetime Jeffries Barn site at Burbank's "Memory Corner" in 1955. The International Association of Machinists, which had bought the land for \$200,000 and was building the structure, had leased the barn from Jeffries as early as 1937. AFL Machinists struck the Flying Tiger Line on June 14, 1955, in a contract dispute. Burbank's employees of NBC-TV, including engineers and technicians, ended their walkout in April-May, 1959.

#### PEOPLE FLOW

On January 17, 1950, Burbank's \$1,000,000 alternate truck route, begun in 1945, opened at San Fernando Boulevard and Broadway. Out of 207.4 miles of streets in Burbank in 1953, 201.2 miles were paved. The Hollywood Freeway, linking Burbank and the Valley with downtown Los Angeles, opened for traffic on April 15, 1954. On September 6, 1957, a 2.4-mile section of the Golden State Freeway between Griffith Park and Burbank was opened. A scenic highway over the Verdugo Mountains to Sunland-Tujunga was sought in 1957.

Opening of the Olive Avenue bridge, the first of four overpasses, on August 12, 1958, was expected to halt deaths and serious injuries and aid in reducing such accidents at four intersections of city streets and the S.P. railroad tracks. In the prior five years there had been 47 accidents, including four fatalities at the crossings at Olive, Magnolia, Burbank, and Verdugo. James C. Crawford, 74, mayor from 1922 to 1926, rode in the first dedicatory vehicle of the 1,430-foot bridge, which

cost \$1,600,000. Cost of the Golden State Freeway link through Burbank in 1959 was \$8,324,651. The \$1,400,000 Magnolia Avenue bridge was opened on February, 1959.

Traffic counts in 1951 on major Burbank thoroughfares at the railroad crossing were: Burbank, 15,000; Olive, 13,500; Magnolia, 13,000; Alameda, 9,640; Hollywood Way, 14,000; and Buena Vista, 9,150. Legislation was promised on traffic bottlenecks on San Fernando Road and the proposed Riverside Drive (Ventura) Freeways links in 1951. In 1954 Burbank had six traffic deaths, down from the 11 of 1953. Burbank had less accidents than Glendale, 19 versus 22, in their month-long Operation Safety contest in December, 1958.

Total accidents in 1958 in Burbank were 1,826, a decline from the 2,089 of 1957. Total injuries were down to 641, from 851 in 1957. But fatalities rose from 6 to 9. Burbank was cited for its pedestrian safety program by the Automobile Club of Southern California in June, 1959, and nationally, too. A crusade for bicycle safety began in Burbank schools in October, 1959.

In 1955 Burbank had 1,025 coin parking meters. A few went back to just after the end of World War Two. A new machine would count 1,000 coins from the meters a minute and pile them neatly. Attempts to cheat the meter usually failed although an occasional slug or foreign coin was slipped in. Meter payments paid for off-street parking. Only on Sunday, Christmas or New Year's Day was it unnecessary to feed the meter. In 1958 Burbank created a parking district. In the parking year ending on June 24, 1959, 7,821 "tardy parkers" were ticketed by police. Some 150 to 200 tickets were paid weekly. A new era in parking began when a parking district for downtown was approved on November 10, 1959, and the first lot was purchased for \$17,750.

Pacific Electric on March 16, 1950, opened its new double track on Glenoaks Boulevard at a cost of \$92,838. Burbank in 1950 had an annual freight bill exceeding \$6,000,000. In 1950 cost to motorists of waiting for trains at Burbank crossings came to 4 cents a minute, for trucks 10 cents.

On dollar sales days in 1951 bus rides were free in Burbank, as merchants hired a bus service to promote business. War plant workers sought bus service to and from work areas. In answer to complaints that a freight train crew blocked automobile traffic in Burbank for 45 minutes on March 24, 1951, longest delay recorded here, the Southern Pacific argued that Burbank had no jurisdiction over the railroad's right of way. A city ordinance barred such halting by a train for more than five minutes. In April, 1951, a State Department of Motor Vehicles office opened in Burbank.

In Spring, 1953, Burbank joined other Valley towns in asking for commuter service by Southern Pacific to other county areas. Burbank approved a billboard ban within 500 feet of a freeway in January, 1954. When monorail agitation resumed in 1954, people were reminded how Joe Fawkes had built an aerial swallow, as he termed it, as early as 1907 and was still running it in 1912 on 250 feet of track. Slowly train traffic was declining. Southern Pacific, in December, 1954, showed



that it brought through Burbank per week but 112 passenger trains in January, 1954, compared to 156 in 1920, to a town 3 per cent the size.

Even freight trains were not really increasing; there were 110 a week going through in 1920 and 113 in 1954. Moreover, average number of cars per train for passengers had fallen, from 17 in the war year of 1945, the high, to 14 in 1950 and to 13 in 1954. Freight train length moved the other way, rising to 70 in 1951 and 74 in 1954. Local trains averaged 24 cars in 1945 and 20 in 1954.

In January, 1959, Lockheed, by this time moving into every kind of transportation, designed a monorail for the Seattle Transit System for the Century 21 Exposition that was to open in 1961. An \$800,000,000 monorail could link Burbank to the rest of Southern California in minutes, Wenner-Gren official Thomas J. Lupo informed Burbankers on September 1, 1959.

Lockheed Air Terminal had 740,000 passenger movements in 1951, compared to 605,000 in 1950--and double the 1948 figure. The slow but steady resurgence moved to 761,046 air travelers and 40,045,217 pounds of air freight for 1952. United Air Lines' resumption of transcontinental air service from Lockheed Air Terminal on March 1, 1953, returned Burbank to the nationwide air service operations. Trans World Airlines and American Airlines resumed flights too. A heliport opened in the summer of 1954 with three flights a day and stops at Burbank, North Hollywood, San Fernando and Van Nuys. By 1954 Lockheed Air Terminal was worth \$40,000,000.

In November, 1958, the Civil Aeronautics Board approved a Burbank-to-Catalina Air Service by helicopter. Lockheed Air Terminal became one of the top instrumented flying fields in the United States with installation in March, 1959, of an electronic flash approach system (EFAS) that penetrated fog.

## CHAPTER 17

### SERVING 90,000 PEOPLE

Probably no one knew that Burbank in the 1950's was to reach a population level on a largely one-story use of land which meant that its servicing for a population fluctuation between 85,000 and 100,000 now involved all the problems of any big city. In every field of endeavor modernity turned out to have afflictions of size. None of the older ways worked well; new means had to be found.

### UTILITIES

Thus, gas meters by 1952 totaled 29,168, well over double the 12,457 meters of 1940. Gas consumption raced far ahead to 5,195,033,000 cubic feet, compared to 789,778,000 in 1940, about 6.5 times as much.

Burbank opened its new \$275,000 electrical power station in August, 1950. Demands for electric power rose 23 per cent higher in January, 1952, than in the same time in 1951. When a peak of 54,000 kilowatt hours was reached and a total of 273,000 kwhs consumed, this exceeded by 10,000 kwhs the city's generating capacity. Non-city sources of power had to be bought. Bank of America in June, 1952, was the successful bidder on a \$2,000,000 bond issue for Burbank's new 30,000 kwh steam electric generating plant. By 1953 Burbank was producing electricity at a cost 28.5 per cent below the national average. In September, 1953, Burbank opened its new \$3,300,000 steam electric generator. Valuation of the electric plants of the city reached \$14,800,000, compared to \$600,000 25 years before.

Burbank ranked 10th lowest city in electricity bills nationally in 1954 which averaged \$5 a month, the same figure as in 1945. Burbank's new distribution station for northeastern areas opened in September, 1956, at a cost of \$375,000. The new power generating plant and transmission facilities in Burbank were going up in 1958. The new Olive Avenue Power Plant, which began operation on October 13, 1959, was the largest single construction project in the city's history. The 44,000 kwh plant raised capacity to 114,000 kwhs at a cost of \$9,000,000.

From 10,677 water meters and consumption of 250,579,780 cubic feet of water in 1940, Burbank rose to 23,131 water meters and consumption of some 802,350,474 cubic feet of water in 1952. Valuation of plant was \$7,600,000 in 1952 as compared to \$910,000 25 years before. Annual sales rose to \$855,000, from \$98,000 a generation earlier. Eleven wells supplied 94.79 per cent of total requirements, producing at 15,000 gallons a minute or 760,530,800 cubic feet in 1953. The rest came from the Metropolitan Water District.

In February, 1954, Burbank drilled its 14th water well, said to be the best thus far. Actually this was the 19th well drilled; some older ones had gone out of service as uneconomical. Cost of well water was \$8 per acre foot, of MWD water, \$20. By 1956 Burbank had more than



40 miles of water mains in service. Five miles of mains were laid in a 12-month period. An 11,000,000 gallon reservoir was also added. In 1956 Los Angeles filed an action to block Burbank, Glendale and about 150 others from pumping well water from the Los Angeles River Basin. Two million gallons of water in the Sunset Canyon and Palm Avenue reservoir had to be emptied and refilled in August, 1959, following contamination by youngsters.

Burbank opened the 1950's with 35,998 telephones. In 1951 173,362 phone calls were made a day, almost double the daily calls of 88,126 in 1945. A \$450,000 phone expansion program continued. A new ROCKWELL prefix was added to Burbank's growing lines, which were at 41.2 phones per 100 persons. A \$400,000 project to change Burbank telephone numbers went into effect on March 14, 1954. The new THORNWALL and VICTORIA prefixes replaced 45,000 CHARLESTON and ROCKWELL numbers. In 1956 Burbank reached 56,689 telephones, 16 times the 3,500 of 1929.

#### FIRE, POLICE, COURT, POST OFFICE

Columbia Studios Ranch on May 26, 1950, suffered a \$500,000 fire loss and a second blaze the next day. Burbank had 218 fires in 1950 or 2.8 fires for every 1,000 residents, well under the national average of 4.2. An explosion did \$50,000 damage to Union Production Studios in March, 1952. Thick smoke was visible for three miles when a \$1,500,000 fire struck Warner Brothers Studios on May 15, 1952. Again in July, 1952, Warner's suffered a \$6,000,000 fire that leveled giant sets.

An invention to aid a firemen's slide down a pole was developed by a Burbank patrolman William L. Seide in 1953. The safety device overcame a pole hazard to protect firemen from dropping on persons or obstacles that might be in the way. A \$60,000 blaze damaged Columbia Ranch in September, 1952. The old ranch house of Dr. David Burbank, for years on the back lot at Warner Brothers Studio, was razed in a fire of 1954. Fire inspection of churches began in Burbank in 1956.

Fire Truck 1 in 1957 was struck by a freight train at Olive Avenue. Twenty-two Burbank firemen took a day of their time to paint the home of an injured fireman, Bill Davies, in April, 1957. Burbank's new \$450,000 Fire Department headquarters opened on September 19, 1957. Fire destroyed two-thirds of the Major Theater on May 3, 1959; an earlier fire occurred in 1951. Where Burbank had one fire station for each 18,000 inhabitants, Los Angeles city portions of the Valley had one for each 42,000 persons.

Fire, possibly set by juveniles, hit the old Jim Jeffries home site in December, 1959, and may have led to condemnation of the old structure. Since 1954 a memorial committee had sought to have the structure improved and made an historical landmark. But the city did not have the needed \$60,000 to buy the property. The home was across the street from the old champion's celebrated barn, itself termed a fire trap. Fires in Burbank in 1959 caused 1,320 calls on the department and losses came to \$485,474.76, with two major blazes raising the

figures above 1958 losses of \$418,562.27.

When "syndicated crime" appeared to be present in Burbank, the Burbank Citizens Crime Prevention Committee incorporated on October 15, 1951. Temporary chairman was Bonar Dyer, Director of Industrial Relations at Walt Disney Studio and President of the Chamber of Commerce. Fourteen persons served. Before this the sin-and-drink ordinance of 13 years' standing in Burbank was ruled discriminatory by a judge in July, 1950. Burbank City Council sought to ban communists from Burbank in August, 1950. An order was issued that communists must register. A fleet of 14 new rented police sedans were to save the city \$41 a car per 35,000-mile year use of each vehicle. Both the American Civil Liberties Union and the Congress of Industrial Organizations attacked Burbank's handbill ordinance in July, 1951. When the appellate court reversed a local handbill conviction, three Valley women went free; they had passed out Korean War leaflets.

In 1952 the Citizens Crime Prevention Committee hired a former FBI agent, John H. Stephens, and a former Police Chief of Oceanside and El Centro, Guy Woodward, to serve on its investigative staff. In June, 1953, an investigation of crime was sparked by the Citizens Crime Prevention Committee. When hearings challenged racketeering and payoffs in the city, Burbank Police Chief Elmer Adams resigned in April, 1952. Captain Hugh McDonald of the Sheriff's Department was assigned to be temporary police chief. Acting Chief of Police Claude M. Duncan and Lt. Paul P. Prentice, head of the police juvenile bureau, resigned in August, 1952, to enter the fishing business. Lt. John T. McAuliffe in August, 1952, was named Acting Police Captain (Chief). Meanwhile, a special consultant to the Police Commission found Burbank "relatively clean," and charges against the city of gambling and scandals overplayed. After taking first place in a nationwide examination, Rex R. Andrews was appointed Chief of Police in November, 1952.

In May, 1953, the Governor's Commission on Organized Crime reported that Burbank was virtually without protection from professional criminals during the 20-year tenure of Chief of Police Elmer H. Adams. The Commission called Burbank a "bedroom for hoodlums," including Joe and Frank Sica of the Mafia and Ted Jabour Lewis of Detroit's Purple Gang, and gangster-gambler Mickey Cohen, and Ralph Maddox. It was charged that Chief of Police Elmer Adams on a salary of \$8,500 a year owned an expensive home and two luxury yachts and bought \$250 suits at a clothing store owned by Mickey Cohen. Chief Adams as well as Councilman Floyd Jolley and Walter Mansfield were "often guests" at the home of Ralph Maddox, it was charged. Once Chief Adams resigned, within three months City Manager Howard Stites resigned, and Walter Mansfield resigned from the City Council. In Spring, 1952, three other councilmen were voted out of office. Seventeen recommendations in a 76-page report of George D. Thompson, 34, hired as chief investigator of the Burbank Citizens' Crime Prevention Committee, inspired by the national Kefauver Committee hearings, led to major changes.

By May, 1954, a newly appointed City Police Commission headed by Attorney Earle Burke, an ex-FBI man, held three weeks of public hearings and subpoenaed 40 witnesses. The hearings were called the



first of their kind on the municipal level in the U.S. Out of this three-year campaign came the new Chief of Police. The drop in serious crimes by 30 per cent led Coronet magazine in May, 1956, to run an article on Burbank entitled, "Small Cities Can Lick Crime, Too!" Automobile deaths fell off 45 per cent in two years. Solution of crimes rose by 100 per cent. Burbank now had the reputation of being "one of the cleanest cities in the country."

In the meantime, seventeen special police identification cards issued by Burbank Police Chief Rex Andrews were being recalled in April, 1956, on orders of City Manager Harmon Bennett when one holder sought to gain immunity from arrest on a plain drunk charge. Burbank in August, 1956, ended the manacling of prisoners chained to each other on their way to and from court and instead put them in a paddy wagon. Police Chief Andrews in September, 1956, denied that his department had a quota system for issuing traffic citations. But Andrews said, "each officer must carry his share of the traffic burden." In October, 1956, Burbank added 18 policemen to its force to reach 128 in all. Crime in Burbank rose 31 per cent in 1956, 2,112 reported major crimes compared to 1,604 in 1955. Chief Andrews noted that the average city Burbank's size in the U.S. had 1.6 policemen per 1,000 citizens while Burbank had 1.3.

Burbank in February, 1957, approved \$1,000 for the police horse auxiliary force of 17 men, active in hill and canyon areas. Former Burbank Mayor (in 1952) Walter Mansfield, 59, was arrested on a grand theft charge in Lennox, in March, 1958. Crime in Burbank in 1958 dropped to 1,146 major cases, compared to 1,212 in 1957. Police dedicated a \$25,000 pistol range on May 15, 1959. In July, 1959, police began radar traffic control with a mobile unit, first in the San Fernando Valley.

Burbank Branch of the County Clerk's office opened on January 2, 1950, for filings and the new Superior Court opened the next month. Judge Alfred E. Paonessa presided and granted two divorces in the first session. A full time judge was sought in 1951. Burbank had two new municipal judges in January, 1952, Leonard W. Hamner and Raymond L. Reid, when Burbank's first two municipal courts opened. On May 1, 1952, Burbank got its first full time superior court in place of an every other week court. Superior Judge Alfred E. Paonessa was reassigned to San Fernando. The court load's rise to 2,000 cases in the prior 12 months had forced the expansion. Judge Harold W. Schweitzer took over in June, 1952. On March 25, 1954, the new \$400,000 County Courts Building, on the site of the First Methodist Church, was dedicated. Judge LeRoy Dawson presided in Burbank Superior Court, starting in January, 1955.

Burbank Municipal Judge Raymond L. Reid received unexpected greetings from a panel of 31 prospective jurors on his 74th birthday in May, 1956. The panel sang "Happy Birthday" while the jurist, 21 years on the bench, smiled. Robert Chamberlin, Burbank's Municipal Court Clerk, was elected President of the Municipal Court Clerks of California in September, 1957. When Burbank was granted a second Superior Court in 1958, Judge Walter C. Allen was assigned here. Los Angeles County

a joint district for Burbank and Glendale courts in February, 1959. Judge Raymond L. Reid announced his retirement in November, 1959, at 77.

In the 1950's the post office added two classified stations, the first in Magnolia Park and the second the Lockheed Station, later moved and made the Glenoaks Station and then moved again. Three substations were located in local markets: the Toluca Mart, Bill's Ranch Market, and King Cole Market. Albert S. Ricketts, postal employee for a generation, was sworn in as acting postmaster in Burbank in September, 1953. A cut in postal funds forced reduction of mail deliveries on Saturdays after April 13, 1957, for a while.

#### FLOOD, SEWER, ANIMAL, RUBBISH

Los Angeles County Flood Control District began building a \$230,000 flood debris catch basin in the Grandview section of Burbank at the end of 1951. A storm in January, 1952, caused \$15,000 in clean-up costs. The city needed \$8,000,000 to complete its storm drain program. Los Angeles County sought \$750,000 in federal funds for flood control construction in 1957 at Burbank.

Burbank householders charged in November, 1950, that odors from the Los Angeles River sewer lines nearby were intolerable and lessened house values. By the end of 1952 Burbank had 193 miles of sanitary sewer mains. Total sewer connections came to 21,578. Burbank was ordered by the courts in 1958 to solve the sewage disposal problem.

As of February, 1951, Burbank issued permits for 5,471 dogs, about one dog for each eight persons. With another 5,000 unregistered, the city had more than 10,000 dogs, roughly one for every three families. The city also issued 316 permits for horses, 205 for businesses, and 900 permits for bicycles. On February 11, 1953, Burbank authorized creation of an Animal Commission. The new \$45,000 municipal animal shelter was opened in March, 1953. Assisting in the dedication were such canine stars as Lassie, Lassie Jr. and Zorro. Burbank in 1959 used birdseed soaked in a sleeping compound which in 10 or 15 minutes had unwanted pigeons wobbling drunkenly and then destroyed them.

Burbank was making a mountain park out of rubbish by filling. A mountain canyon was being filled and in 40 years a \$2,000,000 park was to arise. Households in 1951 were paying 75 cents a month and apartment dwellers 50 cents a month for rubbish collection. By September, 1956, the incinerator was removed from Burbank. Cut and fill were used to eliminate rubbish. City rubbish collection dated back to 1949. A canyon fill area was less than two miles from city hall.

#### CHURCH, HOSPITAL, HEALTH

The \$300,000 St. Finbar parish church was dedicated on February 10, 1952. In December, 1954, the Most Reverend Timothy Manning, Auxiliary Bishop of Los Angeles, visited Villa Cabrini Academy. He was told by one lady not to park right in front of the administration building



as the spot was reserved for the Bishop. He said, "certainly," and parked his car farther away and walked back. In 1956 Burbank had 38 churches, double the 1929 figure. Jewish Community Center held its New Year Rosh Hashana rites at the Church of Jesus Christ of Latter Day Saints in Burbank in October, 1959.

St. Joseph's Hospital, with its new \$2,000,000 wing, reached 250 beds in 1953, the largest hospital in the San Fernando Valley. Work of \$1,000,000 began on Burbank General Hospital in February, 1955, to end a 70 per cent hospital bed shortage. Lockheed Employees' Buck-of-the-Month Club gave \$20,000 to Burbank Hospital to help its expansion. Some 35 per cent of patients at the hospital in 1954 were Lockheed employees. Warner Brothers Studio added \$2,000 to the fund. A 1958 expansion program of 24 beds began to raise the hospital from 47 to 71 beds and the new wing opened on March 1, 1959. St. Joseph's planned a \$5,000,000 expansion in the form of a four-story addition in 1958. In January, 1959, the hospital opened an Intensive Treatment Center, first in the world to coordinate external use of artificial organs with physiological monitoring equipment to maintain a constant check of a patient's condition.

The County's Health Center at Burbank, which cost \$90,000, opened in May, 1953, and replaced a small house used as health center since 1935. Dr. Hiram B. Gallagher was in charge of the 14-person staff. Tim McGee, 11, and Jill Roberts, 10, were selected by nurses in Burbank as the San Fernando Valley city's healthiest youngsters in September, 1956. Functions of the Burbank City Health Services Department were transferred to the County in September, 1958, as were those of other cities in a major consolidation.

#### SCHOOL, LIBRARY, NEWS, RADIO

In the 1950's considerable changes occurred in the schools. The U.S. Government, in February, 1951, deeded to Burbank schools \$447,342 worth of property erected during World War Two. Burbank offered McClure Canyon as a site for a branch of Los Angeles State College in 1951. Providencia Elementary School opened in 1952 and Horace Mann in 1955. The new John Muir Junior High School was completed in 1952. The Adult Education Center moved its offices from Burbank High School. A school for the retarded was sought for Burbank in 1955. In 1956 Burbank had 23 public schools and 19,637 students. Burbank teachers got a 6.5 per cent pay increase in Spring, 1957.

In May, 1950, the Burbank library opened a month-long exhibit of Californiana. An historical talk on Burbank was given in July, 1950, by Mrs. Elizabeth Ripley, City Librarian. She recalled how on her arrival in June, 1930, County Librarian Helen Vogelsson told her: "You'll like it here." In August, 1952, Mrs. Ripley retired and was succeeded late in October by E. Caswell Perry. In early 1953, the main library began to offer audio visual services (records and films) and in November, 1953, joined the Film Circuit of Southern California.

In September, 1954, the West Burbank Branch Library was opened

on Burbank Boulevard, three blocks east of Hollywood Way, in leased store quarters. A similar branch was opened in August, 1956, at the intersection of Glenoaks Boulevard and Scott Road, and was known as the North Glenoaks Branch Library. Each branch was stocked initially with from 7,000 to 10,000 books. The Buena Vista Branch Library was remodeled and enlarged from 5,000 square feet to 8,100 square feet in 1958. That same year, Carl Read, Chairman of the Burbank Board of Library Trustees, was named by the American Library Association's trustee section to chair a special committee to develop new library programs nationally. In 1959, City Librarian Perry publicized a library request for local Burbank historical materials, including letters, diaries, old newspapers and photos and artifacts. No letters or other written material were received, but some interesting photographs were given, and one or two cannon balls, doubtless relics of the Battle of Providencia.

The Copley newspaper chain bought the Burbank Review in May, 1950. William P. Coffman, longtime pressman of the Review and onetime postmaster, was eulogized for his newspaper work in 1951. The Burbank News was sold to the Burbank Daily Review in January, 1952. The News, a semi-weekly controlled circulation publication, had been published to January 17 by James E. Lintner for ten years. In January, 1952, the Burbank Review joined the Associated Press nationwide news circuit. The Review won first place for the best special edition and a second place for the best national merchandising service by the California Newspaper Advertising Manager's Association in June, 1953.

The Federal Communications Commission tentatively affirmed on August 4, 1950, its decision of December, 1949, revoking the operating license of Radio Station KWIK over stock sales without FCC consent. In February, 1952, Broadcasters of Burbank, Inc., were granted a lease for KWIK on city property in Burbank. FCC approved operation of Radio Station KBLA in Burbank in May, 1952. Gordon Rogers, co-owner, said that the company took over assets of the former station KWIK which had been operated by Leslie Bowden, trustee, following bankruptcy proceedings in 1949.

#### ORGANIZATION, POLITICS, WELFARE, MINORITY

Frank Fishkin was incoming president of Burbank's B'nai B'rith in 1950. Burbank Red Cross received a charter from the American Red Cross in February, 1950. In 1951-52 a budget of \$52,275 was approved. Magnolia Park formed its own Chamber of Commerce in January, 1951; Charles A. Colbert was elected first president. The new building for the Burbank Chamber of Commerce opened in 1951. Burbank Realtors renamed their organization Burbank Board of Realtors in January, 1952. Frank Melton was elected chairman and Ray Elsenpeter president. The \$150,000 Verdugo Hills Scout center was dedicated on March 27, 1954. In 1958 28 Burbank oldsters founded the Great-Grandparents' Club, believed to be the only organization of its kind in the United States.

Registered voters at Burbank totaled 41,598 in 1950. First insertion by new Representative Edgar Hiestand (R.-Calif.) into the



Congressional Record was an editorial on free enterprise from the January 12, 1952, issue of the Burbank Daily Review. Walter Mansfield, city councilman and mayor of Burbank in 1953, resigned his post in a political struggle. Burbank paid \$12.50 each for rental of polling places, \$15 for inspectors, and \$12 for judges and clerks at the municipal election of February 24, 1953, and the general municipal elections on April 7, 1953.

Ex-Lockheed director C. S. Thomas was named Secretary of the Navy by President Eisenhower in March, 1954. Eisenhower won out over Adlai Stevenson in Burbank in November, 1956, by 25,464 against 16,451, with an 86 per cent turnout of voters. Burbank businessman John E. Canaday, vice president of Lockheed, was named as one of 32 Californians who were to give Governor Edmund S. (Pat) Brown advice on the state's economic problems in February, 1959. For the first time in Burbank's history the primary election of five candidates in 1959 made for no runoffs.

The third annual Burbank Council-PTA Jamboree for Child Welfare was held in September, 1951. In August, 1952, the Family Service Plan was established in Burbank by the Women's Council to help with family counseling and emergency services. The service began in 1946. Coordinating Council people distributed Christmas baskets in 1953 to 118 families in Burbank. In 1956 the Burbank Adoptive Mothers Society (BAMS) was formed from a social group of 22 mothers.

The Jewish Community Center acquired 2.2 acres of land in December, 1952, for a building as part of a \$250,000 construction campaign. Dedication came in 1956; before this the center had opened in 1948 at Alameda and Lima. Burbank Human Relations Council began in 1959.

Burbank city elders in July, 1956, approved "rock" for teenagers, specifically the recording group, The Platters, to sing at a dance but to do it quietly as City Manager Harmon Bennett suggested. "Tell 'The Platters' not to rock it too hard," he said. It was feared that too much rock 'n' roll might start a riot. David Friedlander, 15, sought to prove with a record player that the music was not that frantic.

#### MILITARY, CIVIL DEFENSE

Eligible draftees in Burbank in July, 1950, totaled 750. Burbank became the center for San Fernando Valley inductions. In March, 1950, Burbank offered to donate to the state of California five acres of land beside Valhalla Cemetery for a \$295,000 military center of 1,000 men. Five Air National Guard units were called back to active duty in March, 1951, and worked out of Lockheed Air Terminal. Burbank, on November 9 and 10, 1951, honored ex-servicemen and women in "Forget-Me-Not Days," and citizens wore the flowers "as a reminder of the sacrifices of our veterans of all wars." The Air Force formed a U.S. Air Force Group of the Air Pictorial Service in November, 1951, with headquarters at Lockheed Air Terminal and 600 personnel.

lost, 81, James E. McQuire, 79, and William C. Schnepple, 75. Burbank City Hall was "stormed" in a mock war by the National Guard in February, 1956, and Mayor H. B. Bank came out waving a white flag.

Civil Defense tested the air raid warning post on October 15, 1950. In January, 1951, Burbank had five radio frequency-controlled sirens to alert to any air raid. Recruitment began of 520 auxiliary police and firemen for Civil Defense. Burbank paid \$3,200 in March, 1952, for an air raid siren. The Civil Air Patrol demonstrated how to handle disasters in November, 1952, at Burbank. Lockheed Squadron 29, San Fernando Squadron 31 and Van Nuys Squadron 33 participated in the exercises, along with two Glendale Squadrons. Five sirens were ready for civil defense in March, 1954. Operation Alert, of July, 1956, found only a third of Burbank families prepared if an attack came.

## RECREATION

In Summer, 1950, Starlight Bowl opened in Stough Park. In the 1950's McCambridge Park became a major recreation center. Walt Disney, in March, 1952, proposed building a \$1,500,000 children's amusement park beside his Burbank studio. By 1953 the \$225,000 Starlight Theatre, which had gone up in June 17, 1951, could accommodate 3,000 people. Burbank in May, 1953, had 398 acres in its 10 public parks. In 1952-53 alone, 8,398 trees were trimmed, 792 trees removed, 838 new trees planted. More than 1,000,000 persons used the facilities in 1952. The four-acre Eagle Ranch property was to be converted to a park in 1953.

Burbank settled for a 488-acre pistol range when a dispute over 12 acres arose in Wildwood Canyon Park in January, 1954. Police used the range for training. Burbank opened the west's largest indoor archery range in cooperation with the California National Guard on March 11, 1954, at the Burbank Armory. Shooting distance for the ten targets was 20 yards. Shooting fees were \$1 per evening for adults and 50 cents for children. Burbank's 12 parks in 1956 had 702.78 acres. The city had six theaters that year. All volunteer labor built a log Youth Activity building at McCambridge Park in 1956.

The ultramodern \$715,000 McCambridge Park Community Center opened on April 22, 1957. Its 65 x 165-foot swimming pool could handle 2,500 swimmers a day. A ballroom as well as gym, banquet room and auditorium graced the center. Burbank, in June, 1957, lost its smallest park, a little strip of land along Glenoaks between Orange Grove and Palm, which was taken back by the Pacific Electric Railway Company. P.E. had leased the property to the city at \$1 a year and leased the land for a store now. Ray Muse, 61, just retired after 50 years as a magician, received the Magician of the Year Award for 1957 from the



Society of American Magicians.

Burbank on March 28, 1958, opened the 12th Championship tournament in badminton as 126 players turned out, many from other states. The Los Angeles Rams, a professional football team, began using Burbank's Olive Memorial Stadium for practice in September, 1958. Opening of the first nine holes of the city-owned De Bell Golf Course was scheduled for December 29, 1958. Mrs. Albert Berkman, president of the Women's Southern California Golf Association, was the first woman to tour the course. In 1958-59 1,500,000 persons took part in events sponsored by the Park and Recreation Department. This was a rise of 250,000 over the 1957-58 total.

Burbank dedicated its first Little League Baseball Field on May 13, 1959. De Bell Golf Course opened its 18 holes to the public on June 16, 1959. Burbank's Park and Recreation Board, in September, 1959, unveiled a plan to meet needs of a population of 125,000. Burbank's recreational program offered slim and trim classes, square dancing, and bridge fundamentals. Dance and rhythm groups for 4- and 5-year-olds and ballet, tap, ballroom and folk dancing for elementary school children were also available, as was social dancing for teenagers and all kinds of arts and crafts. Burbank planned to sue the state for damages Ventura Freeway cuts had done to Buena Vista Park.

#### CELEBRATIONS, MUSIC, DANCE

A two-mile procession of 180 entrants paraded through downtown Burbank on May 6, 1950, to start off the city's 63rd anniversary of its founding in 1887. In May, 1951, a queen reigned over a major dance as part of the Seventh Annual Burbank on Parade celebration. Shirley Evans was crowned Miss Burbank of 1951. Burbank, on December 17, 1953, dedicated the Portal of the Folded Wings at Valhalla Park to honor the dead of American aviation. Burbank on Parade officials, denied use in June, 1956, of Olive Recreation Center, sought a new home for the 12-year-old event. Burbank opened its eight-day Festival of Progress on September 26, 1958, with a Coronation Ball for Queen Bonnie Hamilton.

With veterans organizations having a monopoly of fireworks sales in Burbank, other groups indicated that they would fight to make such sales competitive through the ballot box in November, 1959. Fire Chief William J. Taylor opposed sale and use of fireworks as unsafe. The fireworks, sold from 10 stands open only five days, made a profit of \$20,000 a year.

In musical affairs Ray Stolper was elected president of the Burbank Community Concert Association for 1951. Burbank Symphony Orchestra was to present its seventh anniversary concert in January, 1951. In November, 1951, Burbank Symphony Association held its first annual ball.

Dr. Frank W. Coulter wrote in 1953 how Burbank had a Burbank Symphony Association in operation. As early as 1933 under Charles L. Munro when it had 17,000 people, Burbank had had a fine orchestra.

Association initiated the Festival of Nations at Starlight Bowl in 1951 and repeated it in 1952. By 1953 funds for both the youth and senior symphony came to \$6,000.

In 1959 Leo Damiani resigned as Burbank Symphony Conductor to do broader work in music. Dr. Constantin Bakaleinikoff was named conductor of the Burbank Symphony Orchestra and the Youth Symphony in March, 1959. Burbank Symphony Association and the Festival of Progress merged in mid-May, 1959, to coordinate work better.

Meanwhile, in 1951 a Burbank Art Association began. Dale Hennessy was in charge.

Battles over mixing of dance and liquor continued throughout the 1950's. Several persons petitioned the city not to alter a law of 1937 prohibiting couples from drinking and dancing together in Burbank in public, in February, 1950. Wednesday nights were set aside by Burbank parks as square dance night in April, 1951. Lockheed held its annual spring dance on April 14, 1951. Al McMullen awarded diplomas to an estimated 3,400 square dancers in Burbank park dance programs in January, 1951.

Burbankers, on January 14, 1952, danced at the third annual March of Dimes Square Dance to raise money "to dance that polio victims may walk." To the March of Dimes went \$3,524. Lyman Gandee's orchestra provided music for Community Dances in Burbank in July, 1952.

World renowned ballet dancers Gollner and Petroff appeared in Song of Norway in the Burbank Civic Light Opera production at Starlight Theater in June, 1953. On June 19, 1954, dancers Peggy Ryan and Ray McDonald were judges of the ballroom and jitterbug contests at the high school dance run by the Parks and Recreation Department. More than 3,500 persons attended a teenage dance in January, 1956, to aid the fight against polio. A city hall jam session ended in approval for "live" music at dances in July, 1956. Youngsters won city approval of The Platters, a teenage vocal group. Natalie Krassovska, world celebrated prima ballerina, appeared as guest star with famed ballet dancer Michel Panaieff and the Panaieff Ballet Concerto at Starlight Bowl on August 12, 1956. Saturday night dancing for teenagers was begun in September, 1956 at Burbank.

#### CONTRIBUTORS TO HISTORY

To honor James J. Jeffries, 75, onetime world heavyweight boxing champion, Governor Earl Warren set aside April 15, 1950, as Jim Jeffries Day. One newspaper in 1950 reported asking people how Burbank



got its name. Only two of ten had the right answer. The reporter himself referred to Dr. David Burbank as a physician; Dr. Burbank was a dentist. One wit cracked that Luther Burbank, the great botanist, got all the name honors he deserved: a potato was named after him (so was a school in Burbank). Jo Bufalino, 16, was named Miss Burbank of 1950. Actress Debbie Reynolds of Burbank was named Magnolia Park honorary mayor in 1951. Actor Dennis Morgan sang at the inauguration of Burbank's Starlight Theater Bowl on June 17, 1951. Jim Jeffries in January, 1951, filed a suit for \$150,000 against Richard A. Parker and Ted B. Falkner, also known as Kid Mexico, promoters of the game "Conflict" at Jeffries' Barn, in January, 1951.

Jeffries died at age 77 at his Burbank home, on March 3, 1953. The onetime boilermaker had been a semi-invalid from a stroke seven years before. An estate of \$90,000 went to a niece, Mrs. Lillian J. Bull, who resided at the Jeffries home. Frances Muir Pomeroy of the San Fernando Valley Historical Society urged making the old Jeffries Barn into an historical museum in June, 1953. Instead, the 25-foot high and 88 by 70-foot structure was torn down and taken to Knott's Berry Farm in Buena Park in November, 1954.

"The Story of Burbank from Her Eventful Pioneer Days" came out on October 3, 1954. Written by Carol Tuller of the Chamber of Commerce, the work ran 48 pages and took six months to research. Joy Furiani, 16, brunet sophomore at Corvallis Catholic High School, in September, 1955, became the third annual Labor Day beauty contest winner in Burbank's Pickwick Swim Park. Mrs. Ida M. Overman reached her 100th birthday in 1956. The former Burbank Daily Review editor had come to California in 1886 with her husband, Henry Lawrence, who took over ownership of the Review from 1911 to his death in 1914. Mrs. Overman died at age 101 in 1957. Bill Welch of TV was named honorary mayor of Magnolia Park in 1957. "The Glendale Community Book," by Carroll Parcher in 1957, filled out information on the Verdugo family and Burbank. Onetime Burbank Mayor Carl King was named Citizen of the Year by the Board of Realtors. He succeeded Dr. Robert Brandon.

Actress Debbie Reynolds filed suit for divorce from singer Eddie Fisher on December 4, 1958. Soviet Deputy Premier Anastas I. Mikoyan landed at Lockheed Air Terminal on January 11, 1959. Jordan's King Hussein II visited Lockheed on April 2, 1959. Lockheed was visited on June 3, 1959, by Indonesian President Achmed Sukarno. Crowned Miss Burbank for 1959 was Glendale College student Gail Jones, in June, 1959.

Ray R. Sence looked back over the growth of Burbank from the time in 1910 when his father Addison Sence had established their small retail general store and found that the entire San Fernando Valley and Burbank by 1959, a half century later, had become a vast urban area. Edward Olson of Burbank, in July, 1959, was named to the three-man Alcoholic Beverages Control Board of California. Olson, retired from the city council, was the first Burbanker to receive a paid (\$12,000 annually) appointment directly from the governor. Michael Fanning of Burbank, former Los Angeles postmaster, was named a member of the County Civil Service Commission in November, 1959.

## CHAPTER 18

### THE SOARING SIXTIES

Burbank developed in the 1960's on wings of aerospace or should one say wingless rockets and computers. Its farm days were history; its achievements in war production were updated as the United States continued in various military activities. More people than ever resided in one of the tidiest cities on the continent. Compared to the 1950's which seemed almost a lull, the 1960's were to pit Burbank and its people against new problems but armed with new weapons.

### POPULATION

Official census count for Burbank in 1960 was 90,155 people, a gain of almost 12,000 from the 78,577 of the 1950 census. Burbank had 25,826 families. A subtle change of significance but little appreciated at the time, was that median age rose from 32.2 in 1950 to 35.3 years in 1960. John Dickerson, Planning Director later, was to note that this was about six years above the rest of the Valley and nation and to call this "aging."

Population over age 65 had risen 2.5 per cent compared to 1950. From 1956 to 1961 average size of families in the hill section had fallen from 4 to 3 persons. For that matter, the 1960 population was at 90,155, under the planners' 90,966 count of 1957. Dickerson noted that a falling or stable population and one getting older and with smaller families or less children might call for different city services than a growing and younger population had.

In its 1962 ratings, Dun & Bradstreet placed Burbank as the 150th city in the United States in population. Simon Eisner, of a survey firm hired to study the city, forecast a possible population of 114,000 within a few decades. Indeed, very high population projections were offered, on up to 110,000 and even 120,000 by 1966. Yet older age levels were increasing far faster than younger to force alteration in capital improvement programs. Of Burbank's two persons over 100 years of age among some 800 in the state, one was Mrs. Amalia Kiefter Schmidt, born on August 8, 1868, in Austria, and the other, Mrs. Lillie B. Harper, born on August 18, 1869, in Iowa. Both were older than Burbank itself. While seventh largest city in Los Angeles County in 1969, Burbank was 42nd in density, with 5,678 persons per square mile out of 17.130 square miles and with population of 97,262 as estimated by regional planners. Yet the 1969 population fell by 1,900.

David N. Harman cited Burbank as a type of industrial city, sociologically, in 1964. At least Burbank was no longer being called a bedroom town or industrial suburb. Burbank to such classifiers represented a serious problem: It was under 100,000 people, but it had world-girdling industries. It was really an industrial city within a metropolitan heartland, but serving world markets. Moreover, it had come to its new world position, despite having less than 100,000



population, by moving directly into the very latest of mass production industries, whether in aerospace, films or television production and continued its leadership in all of them.

#### CITY ACTIVITIES

Burbank, for the second time in six years, won honorable mention in the annual All-America Cities competition conducted by a national magazine. Burbank's new Civil Service Commission was split in 1960 into two separate Civil Service Boards, as the county took over examinations under contract and for a fee of \$17,000.

In 1961 paintings of Burbank in oils--50 in all, were done by local artists. City Hall Annex, dedicated on February 22, 1961, and costing \$920,000, was on the site of the first city hall. Also, it was the first building to house the entire Burbank police force. The federal government had contributed \$200,000 of the cost. The first city hall had lasted from 1914 to 1959. Samuel Gorlick was named City Attorney. In 1963 Councilman Charles Compton, 58, was elected Mayor.

For outstanding beautification Burbank was honored in January, 1963, by the California Gardens Clubs, Inc., and Los Angeles Beautiful in the first Community Progress Awards given. The city gave 26 awards to various businesses for contributions to beautification. A proposal to elect the first woman to Burbank's City Council was made by the American Association of University Women in May, 1963. In June, 1963, Burbank sent residents a quarterly newsletter. By 1964 Burbank's intern program from 1956 on had worked well in training college students for city work. Fourteen of the 1964 trainees were from the Valley.

City Manager Harmon Bennett, retiring after 22 years of service in March, 1965, said that with all vacant land within Burbank filled perhaps the goal was not to be "big, bigger and the biggest." He noted, "Burbank cannot grow much larger because there is no room in which to expand, except in the hillside areas, and these have been designated in the city's master plan for open spaces in which its residents can breathe and forget about the ills of congested city living." Bennett found that "if the city can't grow too big, it can avoid the annoyances of metropolitan life." He added, "Burbank has many of the assets of a small town without the usual insularity of a small town and the leanings toward barren provincialism." R. Robert Turner, 39, city manager of Boulder, Colorado, became city manager of Burbank on August 1, 1965. Burbank planned to change its policy of no federal aid to seek United States funds for major local projects. But the pay-as-you-go policy was not being abandoned; and bonded indebtedness of \$14,500,000 was well below maximum bonding limits of \$35,850,000. City Councilman Dallas Williams was named new president of the Southern California Association of Governments in October, 1965.

The city's ten-year plan, costed at \$16,125,519, was on schedule by January, 1966. The Municipal Services Building, in back of city hall, was completed in 1966, as was the water reclamation plant. Both



were financed by an added \$2,000,000 in bonds voted in February, 1963. Other major city capital improvement projects, described elsewhere, were completed during the ten year period. Six college graduates from several universities studied and wrote up Burbank in September, 1966, under the Corn Foundation Internship in Public Affairs. Concerning the "Image of the city," the students found Burbank--after four days of study--a nice place to live. "Even the jail is nice," they wrote. Burbank residents were found complacent. The report held that long-term planning had given way to moving from crisis to crisis, with little thought being given to where the city would be in 20 years. In June, 1966, residents were receiving utility bills compiled in the city's new computer at four times the prior billing speed. Other computer equipment, bought 17 months before, was repaying the costs through economies in operations.

A comparatively accident-free year led to receipt of \$108,500 by Burbank from the State Compensatory Insurance Fund in September, 1967. Burbank ordered its first two official flags in October, 1967. It planned to use them in dedicating the Golden Mall in November. Burbank was one of 10 cities in the U.S. selected in 1967 for a Ford Foundation grant to upgrade its municipal code and computerize code provisions to provide "instant information" retrieval. Half the \$50,000 cost was to be paid by the city.

In 1968 a \$2,500,000 capital improvement program was approved. More than \$297,000,000 in federal funds poured into Burbank in 1968, Representative H. Allen Smith (R.-20th) reported. R. Robert Turner, City Manager 2.5 years, resigned to become executive director of a new organization, Southeast Michigan Council of Governments, effective March 15, 1968. Turner said that he had asked himself after the Watts riots of 1965 at Los Angeles, which took place two weeks after he became city manager, if cities such as Burbank can survive urban crisis. Such events changed his mind. Cities are not standing together to solve problems, he held, and they will invite either federal government or a super-metropolitan government control. Turner supported cooperative efforts among local governments for the same reason those who called this socialistic, when he became vice president of the International City Managers Association, fear it, he held.

Meanwhile, consolidations and mergers of departments and their work yards helped keep down municipal property tax rates. In 1968 Mayor John B. Whitney called for closer liaison of citizens with city government. Burbank voted a \$35,000 fund to survey computer use expansion. A complete system would cost \$2,000,000 but could pay for itself many times over. The city was paying Lockheed \$25,000 and \$10,000 to the University of Southern California for the study.

Burbank issued 35,000 copies--one to each household--of the city's first newsletter, "Burbank Progress," in September, 1968. The six page quarterly, edited by Don Taft, new city information officer, covered laws, policies, services, operations, and programs. Computers were aiding Burbank officials to anticipate problems instead of reacting to them later, City Manager Joseph N. Baker said in November, 1968. In December, 1968, Burbank put up for sale the gravel pit it had worked for more than three decades.



A completely integrated information system utilizing the city's computer and data processing system was proposed in April, 1969, by City Manager Baker. One councilman called the computer-oriented information system a waste; it would involve \$250,000 in expenditures. Baker called for a new aggressive posture in the 1970's or else major industries would move out for lack of land zoned for expansion. Hydraulic Research & Manufacturing Company, which had 1,250 employees, and Burns Aero Seat Company, Inc., which had had 600 workers, had left for lack of room for expansion. Baker pointed to major competition from planned communities such as Westlake Village, Calabasas Park, Hidden Hills and Valencia. These offered a "totally pleasant environment" that older, more established cities did not. A \$35,000 economic base study was being done of Burbank by Development Research Associates of Los Angeles.

With the wide recognition given the "Laugh-In" television program and its slogan, "Beautiful Downtown Burbank," a bumper sticker "Vacation in Beautiful Downtown Burbank" was seen on automobiles as far away as Scotland in 1969. City Councilman John Whitney in November, 1969, replaced Walter Hinton as City Treasurer. The city invested \$3,500,000 in surplus funds at an average interest rate of 8.3 per cent, a rise of about one-third over prior yields since funds could now go into federal securities, in 1969. Polk's Burbank City Directory of 1969, using data largely from 1967, had 223 firms advertising in it.

In 1968 Burbank sought to annex 120 acres of Los Angeles territory at the western one-third of Lockheed's instrumented east-west runway. Los Angeles freed the area in September, 1966; annexation would give Burbank \$39,000 in added taxes, from an assessed valuation of \$1,000,000. Los Angeles, on June 21, 1967, gave Burbank the acreage to simplify problems of Lockheed California with police, fire and utilities complicated by a two city jurisdiction.

The only way to get space in Burbank by 1960 was to go up, to multiple stories in the valley section and up to the hills. Internal expansion was limited by little land, planner John Richerson noted, and tall buildings and underground parking were needed. Otherwise, growth would slow and falter or decline could set in. Only parking limited the height of apartments. Subterranean parking was expected to increase. By 1962 the stage of high-rise apartments was seen as coming, despite sewage, engineering, and traffic problems.

A master plan study of 1962 emphasized high-rise. In 1964 Burbank revised its general plan. Eisner-Stewart & Associates showed that a shopping mall was essential to serve a projected population of 110,000-112,000. The study recommended that the hills not be "cut up by land developers. The hills can be developed into a beautiful thing or a fiasco." Approved on January 26, 1965, the new master plan called for a \$1,000,000 pedestrian shopping mall.

Mrs. Michael Guetz in 1969 was appointed assistant city planner, first woman to hold the post in Burbank and one of the few in such a position nationally. By 1969 Burbank had 1,276 acres inside the city zoned for M-1 and M-2 industry, with some 5 per cent of it vacant.

Prices during 1968-1969 ran from \$100,000 to \$150,000 an acre. Burbank was characterized in October, 1969, as one of 44 U.S. cities with greatest economic growth potential over the next decade by Dr. Wyatt Jones of Brandeis University. The urbanologist, in his study of 315 U.S. cities with populations beyond 50,000, found that 20 would be "boom" cities. Burbank was classed with 24 cities which would experience lesser but substantial growth.

Magnolia Park lacked parking and play areas, a June, 1960, planning study revealed. The area took in almost 11 per cent of city territory and 18 per cent of city population. But with .55 per cent of total land used for recreation and park purposes, Magnolia Park lagged behind such usage by other areas.

Burbank banned commercial zone billboards except for a business on the premises in April, 1966. Burbank sought to increase permit fees for benches placed along bus routes by advertising companies. United Bench Company had placed 73 such benches and opposed a raise in fees. So did Southern Bench Company which had 119 benches in Burbank. Advertising displayed on each bench paid from \$4 to \$15 a month. H. L. Polk Company prepared a Burbank City Directory in January, 1969. All billboard signs were ordered down in commercial zones by Burbank in July, 1969. One firm had 185 billboards in the city.

#### ECOLOGY

A gnarled, white barked, golden California sycamore standing more than 100 feet high near Lake and Elmwood in Burbank in July, 1961, was the last of the four "compass trees" used for direction and shelter by padres and travelers decades earlier. A diary of the effort to find records of the trees was produced by Dewey Kruckeberg, head of the Parks and Recreation Department. Not enough factual evidence was secured to have the last one declared a monument. A painting of the trees was hung in Burbank on the town's 50th anniversary celebration at McCambridge Park.

As Burbank braced for further heavy rains in 1964, a newspaper headline asked: "WHY DO PEOPLE LIVE IN SUNSET CANYON?" Edward L. Tuomey, forestry foreman for Burbank Parks and Recreation Department, said in June, 1964, that smog was killing park trees. The original 3,000 pepper trees were reduced to 30. Soon 8,000 cherry trees would have to be removed and more resistant trees found to replace them. By June, 1965, the last of Burbank's big pepper trees came down to make way for street widening.

Meanwhile, Los Angeles in 1966 complained that 1,500 Burbank firms were polluting the river basin. City beautification began on July 1, 1966, as \$800,000 in funds were allocated. Placing utility lines underground was part of the project. Burbank's five-year "Celebrate with Color" painting program won an award in the Southern California beautification program for the second straight year, in 1969. The program was in preparation for California's 200th anniversary. Fourteen winners were announced in June, 1969, in a building



awards contest sponsored by Burbank Beautiful, Inc.

An earthquake rattled a few doors and windows at Burbank on March 1, 1963. Two smaller earthquakes were felt on September 13, 1963. An earthquake jolted the Valley on February 5, 1964. Rain in 1960-61 was 6.14 inches, below half the 13.88 normal and lower than the prior low of 6.64 inches in 1947-48. First freezing weather since 1939 came on December 28, 1962--32 degrees. On January 6, 1964, hurricane force winds sent clouds of dust across most of the Valley. The first snow in years fell on March 23, 1964. Hailstorms bombarded people in May, 1964. Snow rimmed the Valley on November 17, 1964, and flatlands of Burbank.

## BUILDING

By 1960 Burbank had 32,701 dwelling units. Of these 75.6 per cent were single family. Owners occupied 61.8 per cent, renters 38.2 per cent. Median value of owner occupied housing was \$17,176, compared to \$15,900 for the county. At \$87, median monthly rent was above the \$81 reported for the county. Vacancy rates came to 3.72 per cent at Burbank and 6.1 per cent in the county. Fully 31,620 housing units were in good shape, while 12 were dilapidated and 957 deteriorating. Some problems of blight were traced to lax building regulations during the war. Building valuations reached \$10.8 million. Real estate sales headed up in 1961 toward \$26 million. A constant process of building revitalization was going on.

The 1962 Inventory of Land Use showed 59.8 per cent of occupied land area (93 per cent of all land) was used residentially. Zoning sought to increase multiple use. A land use plan estimated that 59,500 single family units were possible and 58,200 in multiples. A project for a 13-story building in March, 1962, hailed as the start of high-rise in Burbank, was canceled in August, 1962. Yet headlines announced: Burbank Apartment Boom to Continue in 1963. Apartment construction produced fear of parking deficiencies. In fiscal 1962-63 1,218 apartment dwelling units went up in Burbank compared to 24 new single family units. Rents ranged from \$50 to \$190; children were accepted in many apartments. Burbank reached its then highest level of building valuations in 1964 with \$27,027,000. Vacancy rates reached 7.44 per cent in 1964.

Complaints rose in 1965 over 23 trailer parks in Burbank which provided 880 spaces for 1,532 residents. In November, 1966, tight money slowed construction in Burbank to zero for residential buildings; no homes were built in August, 1966, either. A check of 10,096 Burbank homes in January, 1968, showed that only 243 or less than 1 per cent were in bad shape. Guest houses, after 1968, could no longer be built in Burbank, and existing ones were to be phased out steadily. In opposing the ban, Councilman John Whitney said, "We can build horse stables in Burbank, but not a guest house for elderly relatives." Councilman Jarvey Gilbert held, "guest houses do meet an important need." In February, 1968, there was only one single-family residence built; again, in February, 1969, one such residence was built. Land

cost and high taxes had ended the day of single family home construction.

By 1969, as Lesure remarked of Burbank: "adequate" was the word for housing. Rentals averaged \$90-\$125 up for 1-bedroom, \$100-\$130 up for 2-bedrooms, \$155 up for 3-bedrooms. Furnished cost from \$5-\$30 more per month. Average home costs were \$14,500 up for 1-bedroom, \$15,500-\$16,500 up for 2-bedrooms, \$19,000-\$21,000 up for 3-bedrooms. Dr. Joseph Hering, chairman of the Department of Economics at Occidental College, informed Burbankers in an April, 1969, address that apartments would replace single family homes in the Verdugo Hills. Garden types would enter first, then high rise. Apartments made up 90.4 per cent of all new housing from 1960 to 1969.

#### ECONOMIC CHANGES

City planners recommended rezoning Burbank's last two plots of agricultural land in August, 1966, to R-1 residential zoning. One was of four lots at the end of Purvis Drive off Kenneth Road; the other was a small triangular piece of Villa Cabrini property. Median family income in 1960 was \$7,757, well over California's average of \$6,726. Incomes of \$10,000 or more were held by 29.5 per cent of families compared to 22 per cent for California. By 1969 average family income had reached \$10,100; education of adults now averaged 12 years. A house was worth \$27,500 on the average.

The industry of aerospace now blossomed. Lockheed built its Avenue of Missiles to display various satellites and missiles and also had been operating the huge test center at Saugus since September, 1960. A new type flivver helicopter was being developed which was hopefully to become the mass-produced Model "T" of the air age by 1961. Lockheed in 1961 bought Grand Central Rocket Company of Redlands which had sales of \$9,500,000. Basic research was going on which would have been astounding several years before, noted M. Carl Haddon, president of Lockheed-California. Burbank's labor pool and not merely climate and space was a major attraction, unlike what Storrs said in his history of 1963.

In 1964 Lockheed unveiled a new superplane, the A-11 high altitude fighter capable of moving at 2,000 m.p.h. Lockheed was checking plans with the Airport Operators Council in 1964 for a 2,000 m.p.h. supersonic transport (SST) for the United States. The space vehicle which landed on the moon on July 31, 1964, was powered by an Agena rocket built by Lockheed. Automation was being used more at Lockheed, Look magazine reported on January 13, 1965. While many skilled employees were being automated out of jobs, they were taking classes to prepare for even more skilled work.

A Lockheed helicopter made history in January, 1967, when it did a complete loop over Palm Springs. By 1967 Lockheed occupied nearly 4,000,000 square feet of space. A revision of the state Federal Writers' Project guidebook in 1967 noted that the Orion anti-submarine missile, F-104 Starfighter and other experimental devices were being



built by Lockheed. An 8,000-ton triple-action Birdsboro press was so large that Lockheed had to construct a building around it. Christopher Rand went through Lockheed in 1967 and found that much hand work was done: "Each plane would be a little different from the one that had gone before it--would be a slight improvement, with the makers learning as they went along."

Lockheed was to build 375 Cheyenne combat helicopters under a 1968 contract. A \$100,000,000 four-year expansion program was announced in 1968. A permit was obtained to build a \$3,200,000 industrial structure in February, 1969. Lockheed ranked first in federal contract holdings in 1969 with a total of \$44,963,000.

More broadly than aerospace, Burbank in 1960 had 470 industries and employed upwards of 42,000 industrial workers. A Burbank Industrial Park near Vanowen Street and Hollywood Way was approved in May, 1963; it would cost \$3,000,000 to build. Burbank's Industrial Directory of 1964 listed 42,473 jobholders receiving payrolls of \$250,000,000. Burbank's first industrial park began in May, 1966, as Developer A. C. "Al" Young began construction on an "overlooked" parcel of land, once given to evangelist Aimee Semple McPherson.

DuPont de Nemours and Company was building its western sales office on land it bought for \$325,000 in Burbank in 1966. The 3.71 acres were to hold an office building and warehouse of 35,000 square feet, later to be doubled. Burbank probably had more diversified industry than any comparable city of its size in the nation as payrolls by 1968 went up to \$275,000,000. By 1969 Burbank's industrial areas lacked room to expand and some firms left to expand elsewhere.

A training film was made in 1962 for the U.S. Army by Warner's. Jack Webb, actor-producer, was named executive in charge of Warner's TV Division in Burbank in March, 1963. Warner's halted production on Bugs Bunny cartoon films in 1963 as the market slipped and a backlog was on hand. Frank Sinatra, singer-actor, signed an agreement with Warner's in August, 1963, to base himself and his Reprise Records at the Burbank studio. A request of Mme. Ngo Dinh Nhu to visit the Warner Brothers "My Fair Lady" movie set in October, 1963, was turned down.

A \$5,000,000 modernization program at Warner's reached the halfway mark in March, 1964. By 1965 Warner's had 103 acres of land and 12 miles of paved streets. In his life story, "My First Hundred Years in Hollywood," in 1965, Jack L. Warner revealed that the firm had made 5,000 motion pictures. In the early 1920's Warner's had launched Radio Station KFWB to advertise their films. At one time Marion Davies had a 20-room house on the Warner's lot. Warner called the devastating fire of 1934 a "night of terror." During World War Two when there were local fears of a Japanese bombing, Warner had a sign painted on his studios: "LOCKHEED--THAT-A-WAY." Warner's provided protective coloring for the Lockheed plant and also removed the sign. Newsweek magazine reviewers termed Warner's book "a guided tour of Jack Warner's ego."

Hal Holman was named studio manager of Warner's to succeed the late Edmund L. DePatie on October 12, 1966. Seven Arts Ltd. bought Warner's, but no change in management was contemplated, Jack L. Warner said in November, 1966. The 1967 revision of the Federal Writers' Project California guidebook listed Warner Brothers Pictures, Inc., as the world's largest motion picture and television studios. Albert Warner, one of the four Warner brothers who had founded the studio, died in November, 1967; he was 84. For the first time in history Warner's in 1968 opened its lot in Burbank to use by outside companies. Benjamin Kalmenson, president of Warner Brothers-Seven Arts, stepped down from the top post in the company in 1969. Jack L. Warner quit the studio in September, 1969, but continued to produce films.

Walt Disney Productions resigned from the Motion Picture Association of America when it found interests of the two bodies did not always coincide, in 1963. Walt Disney died in December, 1966, at St. Joseph's Hospital; he was 65. A Walt Disney stamp was due to be issued to honor the late film producer in 1968. Roy O. Disney retired as head of Disney Productions in Burbank in November, 1968; Donn B. Tatum succeeded him. Disney had founded the firm that bore the family name with his late brother, Walt, in 1923.

Construction of a \$375,000 sound stage at Columbia Ranch was a step to revitalization of the Burbank movie site in April, 1965. TV work was done by the firm's Screen Gems Productions here. John Chapman found that film and TV supported special-purpose enterprises "such as an eleven-acre ranch in San Fernando Valley, not far from the Burbank Airport. There, ranch owner Dyke Johnson--a forty-four-year-old Oklahoman who came to Hollywood via rodeos and stunt work--stocks horses (180 in all), mules, burros, stagecoaches, buggies, sleighs, Army wagons, oxcarts, Roman chariots, surreys, phaetons and the like for rental to movie and television companies. The horses are very special horses. Three are rented by the Bonanza TV series (for use by the Cartwrights) at \$11,250 a year."

NBC in 1960 completed its 48-acre Color City in Burbank and prepared to move its entire Hollywood (Sunset and Vine) operation here. All NBC facilities were centered in Burbank as of 1962; Thomas W. Sarnoff, vice president, noted that NBC had invested \$15,000,000 in Burbank. In August, 1965, NBC planned a \$385,000 addition. TV station KRCA moved its operations to Burbank in 1962 and changed its call letters to KNBC. By 1965 NBC was employing nearly 1,000 persons in Burbank. Motion picture prints were stolen from NBC's Burbank studios in September, 1965. In 1966 NBC completed a \$500,000 building at Burbank.

"Laugh-In" TV program, which spread the slogan of "Beautiful Downtown Burbank," everywhere had its own ceremony in which Lord Mayor George Haven crowned Dan Rowan as King of Beautiful Downtown Burbank in September, 1969. His partner Dick Martin was named new "first lady." NBC in 1969 defended its right to renewal of its TV license before the Federal Communications Commission; a rival firm had sought to take over the broadcasting license.



## BUSINESS ACTIVITY

A Dun & Bradstreet reference book showed Burbank had 1,785 businesses in early 1960 with national credit status, an 8 per cent rise over the 1,647 of January, 1955. Burbank issued 3,664 general business licenses and 588 business permits.

Median family income in 1960 was \$7,757 in the census count, 92.1 per cent above 1950 income. Median income exceeded \$10,000 per family by 1969.

Retail Burbank began to climb in the 1960's. A three day experiment with a mall in the downtown area was begun on December 7, 1961. Unimart, Zody's, and Big Ben discount stores opened at Burbank in 1962. Retail trade from the 1958 to 1963 censuses rose by 19.9 per cent. Total was \$150,867,000 in 1958 and \$180,968,000 in 1963. But number of retail businesses had declined from 932 to 883, off 5.3 per cent. Leonard's department store opened at Burbank in November, 1964. In 1965 Burbank had 943 retail store outlets.

The six-block traffic-free "Golden Mall" was opened in November, 1967, on San Fernando Road. Cost was \$915,000 or \$240 a front foot for the more than 120 stores. Golden Mall business sales rose by 23 per cent in 1969. At nearby Magnolia Park there were 150 stores. A 1969 study showed that Burbank shoppers bought 45 per cent of their clothing in Burbank, 28 per cent of it on the Mall and 7.7 per cent in Magnolia Park. Fully 67 per cent of residents visited the Mall at least monthly. But criticism was offered, principally of lack of a major department store, parking, and variety. From 1969 to 1990 Burbank's trading area could rise from 400,000 to 700,000 people, Development Research Associates held in 1969.

Burbank's assessed valuation for 1960-61 was \$242,778,020, below the 1959 figure of \$265,869,670. Taxable sales for 1962 came to \$41,529,000 as compared to \$39,868,400 in 1961. In April, 1965, Burbank residents were expected to pay \$40,535,000 in income taxes. Burbank's cigarette tax yielded \$363,243 to city coffers in 1966, up from \$340,000 in 1965. An estimated 91 Burbank property owners were among 16,970 in the county who appealed tax assessments in 1966. Burbank Unified School District received \$206,591 and Burbank city \$95,700 as their shares of the state property tax relief fund in November, 1969. Based on property taxes being 25 per cent of market value, Burbank's total valuation in the 1960's exceeded \$1 billion, not counting another 20 per cent in exempt properties of churches and the like and utilities which were assessed separately.

The Employment Census of 1960 showed professional and technical labor made up 13.9 per cent of the labor force; managers, officials and proprietors, 10.1 per cent; clerical, 19.2 per cent; sales, 7.6 per cent; craftsmen and foremen, 15.6 per cent; operatives, 17.5 per cent; service, 6.9 per cent; and laborers, 2.6 per cent. A total of 40,272 Burbankers were listed as employed, 14,019 of them female. Manufacturing employed the largest number of persons, 14,239; but it also employed almost double that number of nonresidents. In the labor force was almost 45 per cent of the city's population.

The California State Employment office moved from Burbank to North Hollywood in 1962 after 13 years in Burbank. The Youth Employment Service began its seventh year in Burbank in Summer, 1962. In 1963 industrial workers averaged \$112 a week in Burbank. Every 100 new workers added in industry would increase employment generally by 172, households by 117, population by 338 people, studies showed. Firemen and policemen sought in 1963 to end resident requirements for employment by the city in Burbank. In June, 1965, it was found that 21 per cent of Burbank's city employees were moonlighting. Of these 13.8 per cent held continuous second jobs (out of 1,300 city employees), while another 7.2 per cent had sporadic second jobs.

Employees compensation insurance was deemed better with a state agency instead of the city's carrying its own in December, 1968. A private study showed a saving of \$537,000 over seven years by adopting a different program; but officials noted that the city would save almost as much by revising its contract with the state. A 1969 study indicated that 80.7 per cent of Burbank residents were employed full time; 13 per cent were retired and 1.6 per cent were unemployed. Among second adults in families, 45 per cent worked either full or part time. About 38 per cent of heads of households worked within Burbank and 42 per cent of second adults in families did as well.

Surety Savings and Loan Association exceeded \$95,000,000 in assets by the end of 1962 at Burbank, a 47 per cent gain over the \$57,258,000 of 1961. A new bank with a capitalization of \$1,200,000, was approved for Burbank in October, 1963, the Providencia Bank. Merger of Burbank's Providencia Bank into Valley National Bank of Glendale was approved in January, 1967; Providencia had opened in 1964. Burbank city had a bonding capacity of approximately \$27,000,000 in 1969.

An AFL-CIO teachers' union was seeking members for Teachers Local 1424 in 1963 in Burbank. Burbank chapter, Local 1608, American Federation of Teachers, was not included in October, 1966, in a new teachers' negotiating council to meet with the Board of Education, but a rival, the Burbank Teachers Association, was. Strikes of plumbers, electricians, heavy equipment operators and others combined to slow Burbank building in August, 1969. Bob Boyd was reelected vice president of District Lodge 727 of the International Association of Machinists in November, 1969, in a runoff election. Previously elected were Jim Quillin, president, Merril Bolton, secretary-treasurer, and Clarence Gibson, trustee.

A triple murder at Lockheed's plant took place when Isaac Jernigan, Jr., 29 of Los Angeles, a senior template marker, allegedly shot and killed Thomas E. McNett, 56, of North Hollywood, president of District Lodge 727 of the I.A.M. at Burbank, and two Lockheed employees on July 30, 1969. The other two men were Joe Domonoske, 28, template department supervisor, and Leonard Nolan, 52, a Lockheed tool planner.



## CHAPTER 19

### PEOPLE FLOW IN A GREAT DECADE

With more than 90,000 people on just over 17 square miles of land, much of it mountainous and uninhabitable, Burbank confronted problems of big city life with various means that sometimes worked well and as often failed badly. A good deal of what went on in the 1960's, such as freeway construction, was not decided locally; but its impact on Burbank was profound. The city could be reached by high speed means, but it could also be bypassed or passed over. Regardless, earnest efforts to deal with the complex issues of high-level urban living were going forward.

### INTO THE STREETS

By April 5, 1960, the Ventura Freeway had opened across the Valley, a major linking device comparable to the railroad. Burbank reached 215.22 miles of streets in 1961. The Burbank Boulevard bridge, 1,500 feet long, was opened in May, 1961, and became the third structure to cross the Golden State Freeway and the railroad tracks. Six miles of Golden State Freeway through Burbank opened in July, 1961. San Fernando Boulevard, a state highway since automobiles were first widely used, was now retired as an official state route and became a Burbank city street once the freeway opened as State Route 4 and U.S. 99. In 1962 Alameda Avenue within Burbank was also abandoned as a state route on completion of the Ventura Freeway link to the Golden State Freeway.

The Alameda Avenue grade separation, which cost \$1,250,000 and ran 860 feet, opened on September 16, 1964. A cost of more than \$14,000,000 for the decade from 1965 to 1975 to maintain and improve 158 miles of streets was foreseen, compared to \$5,100,000 spent to improve 34.6 miles of streets from 1960 to 1965. A street lighting program began in 1967. By 1969 980 more lighting units were added; they cost \$400,000.

In seven years of traffic safety contests with neighboring Glendale, Burbank won for the fifth time in 1960. In 1961 Burbank Police Department was ranked outstanding in the U.S. "for traffic supervision" with a 96 percentile score, up from 89th percentile in 1957 and 94, 98, and 98 in later years. By 1961 Burbank tried out the new "Walk-Don't Walk" traffic signal on San Fernando Boulevard. Bicycle accidents by 1963 were cut 45 per cent in 11 years since the police began a safety program in 1952, although bicycle use had risen greatly. Not one serious accident occurred once police testing began. Nine persons were killed in traffic in Burbank in 1963, compared to 12 during 1962 and 14 in 1961.

California Highway Patrol took over from Burbank police the checking of traffic on the Ventura and Golden State Freeways in September, 1965. By November they were averaging 18 tickets a day. For the

sixth time Burbank won an annual national award for its pedestrian safety program in 1967. The city in 1966 had a pedestrian death rate of 2.1 per 100,000 population and of 45 injuries per 100,000 people. National average for cities of Burbank's size was 3.3 deaths and 79 accidents per 100,000, about 50 per cent worse. Also by 1967, with the new crossings completed, there were no train-vehicle accidents to cause deaths.

Burbank police handed out almost 29,283 traffic tickets in 1968, well under the 35,217 in 1967. But mechanical warnings by officers rose by 150 per cent in the year.

Motorists paid parking meters \$78,106 in 1961 at Burbank. Annual interest and principal on bonds for parking lots and meters came to about \$57,000, which meant paying off 25-year bonds a few years early. In 1962 Burbank had 22 city parking lots and used 1,149 parking meters on them. The number rose to 2,120 public and private off-street parking spaces in 1966. Conversion of 91 ten-hour parking meters to two-hour meters by 1967 helped shoppers but not employees in the area. By 1969 Burbank required either 1 1/2 or 1 3/4 parking spaces per apartment. Proposals for two spaces were stymied as the cost would discourage construction. The cut-fill rubbish disposal project behind Starlight Bowl in the Verdugo Mountains was transformed by Summer, 1964, into five acres of level parking for the Bowl.

The 1960 census showed that more Burbankers took to walking than to a bus. In 1959 2,361 persons walked to work while 1,222 persons rode buses. The greatest number, 32,420, drove in their own car or a car pool. The Southern Pacific Railroad station, built in 1929, lasted to 1960. S.P. in 1962 began improving grade crossing protection at Buena Vista Street, Hollywood Way and Clybourn Avenue. Burbank bus service was cut back in 1965 as customers fell away.

Burbank was linked to Los Angeles International Airport by helicopter as of January 3, 1962. Pacific Airmotive Corporation planned a multimillion dollar 25-acre commercial and business aircraft service center at Lockheed Air Terminal in 1962. Helicopters made eight flights daily from Lockheed to International Airport via Los Angeles Airways. Flights took two minutes. After 14 years in Northern California, the California headquarters of the Civil Air Patrol was moved to Lockheed Air Terminal in January, 1963. Pacific Southwest Airlines increased its Burbank flights in March, 1968 by 25 per cent, highest in their 15 years here. Flying Tiger Line moved from Burbank to Los Angeles International Airport in April, 1963. The master plan study of Simon Eisner in October, 1963, called Lockheed Air Terminal "a great asset" to Burbank. Burbank sought a third privately owned heliport in 1963 at Lyon Aircraft Services Company. Photo Sonics Inc. had been flying helicopters for about two years, and Hydraulic Research and Manufacturing Company had had a helicopter permit for about 4.5 years.

Lockheed Air Terminal in January, 1964, became the base for the County Forester and Fire Warden to "drop" materials for the department's work. The \$700,000 modernization program was completed at FAA's airport



traffic control tower at Burbank by February, 1964. Lockheed Air Terminal could well rise from 600,000 to 1,200,000 passengers from 1961 to 1990, Stanford Research Institute's study of March, 1964, held. (The projected total was easily reached 20 years early.) Lockheed Air Terminal became an alternate landing field for United Airlines' jet aircraft whenever Los Angeles International Airport was shut by fog, in 1964.

Burbank's Standard Airways, a supplemental airline, remained under suspension under a ruling of the Civil Aeronautics Board in 1965. In July, 1965, Standard informed the CAB that it had been discharged from bankruptcy and planned to resume service with \$100,000 in working capital. By 1966 Lockheed Air Terminal was ranked as one of the busiest and largest privately owned commercial airports in the U.S.

On April 20, 1967, Lockheed Air Terminal was renamed Hollywood-Burbank Air Terminal (HB) to attain a broader base for air traffic. A new control tower at HB Airport to replace one destroyed by fire in February, 1966, went into service on September 26, 1967. The FAA's \$402,000 facility provided radar traffic control for the entire San Fernando Valley. A fire nearly destroyed HB Airport in 1967; but it was rebuilt and passenger traffic jumped 31 per cent that year. In 1967 the Encyclopedia Britannica wrote: "Burbank has long been known as home for the first major airport in the Los Angeles area," meaning HB Airport. Air California and Pacific Southwest Airlines were granted air routes for flights between HB Airport and San Jose and Oakland, to begin July 3, 1968. Both would charge \$13.50 for jet flights; PSA charged \$11.43 for Electra flights. Air passenger traffic through HB Airport rose to 720,000 in 1968.

#### UTILITIES

Electric rates in Burbank rose 9 per cent for domestic and 16 per cent for industrial use on April 7, 1960; the average residential bill went up from 22 to 37 cents. Burbank used more than 530,000,000 kwh of electricity in 1963. Burbank's \$7,400,000 electric power plant, Olive Avenue Plant No. 2, was dedicated in 1964. Already in January, 1968, Burbank was considering obtaining within four years electricity from an atomic generating plant to supplement the six plants and power coming in from Northwest Intertie System in the Columbia River basin. Atomic power would take another 10 to 15 years to enter. Meanwhile, Burbank's use of electricity was rising by 9 to 10 per cent a year and even new sources from the Northwest might not meet city needs in 10 to 15 years. Lockheed's power demands were increasing by 15,000 kwh annually, it was noted in 1968, as compared to Burbank's first steam plant which had 10,000 kwh output.

In the 1960's the use of electricity in Burbank rose by about 150 per cent. Olive Avenue Power Plant No. 3 went into construction in February, 1968; it cost \$6,900,000. Operating capacity of 44,000 kwh could provide electric energy to about 44,000 residents at 1960 use rates. By 1969 Burbank was tied in to the power flow from the Columbia River basin through the Sylmar Receiving Station of the

Pacific Northwest Intertie Project. Burbank's investment in the \$51,000,000 project was \$6,500,000. Efforts to raise Burbank's electric generating capacity 30,000 kwh beyond the present 189,000 kwh were made in October, 1969, with a \$5,000,000 bond purchase.

Burbank won a \$216,000 suit against the Metropolitan Water District in April, 1960, over taxes paid for water. In 1960 Burbank was using 8 billion gallons of water and paying almost \$1,500,000 for it. The city had 25,000 water meters. Work on a \$2,150,000 City Water Reclamation plant began in April, 1965. Superior Judge Edmund M. Moor ruled on October 27, 1967, that Burbank had a right to pump Los Angeles River water. The decision was appealed in a dispute which went back to 1955 in the latest court action of many and in history to a 1781 decision of the Spanish government on pueblo water rights. No such prior town rights exist, Judge Moor held, and remarked that Los Angeles had permitted Burbank and other cities and private people to pump water for years. Burbank was getting 80 per cent of its water supply from wells in the river basin. Burbank costs for the 13-year suit were cut by \$30,938 in 1968. Starting in January, 1969, Burbank water rates went up 21 per cent. Expansion of the water reclamation plant well beyond its present 6,000,000 gallons a day came in 1969. Total daily flow of the sewer system was above 13,000,000 gallons a day; 7,500,000 of this were being processed by Los Angeles city.

Pacific Telephone in August, 1966, made Burbank the base for the geographically largest operating commercial telephone district in California. George F. Groth, exchange manager in Burbank, was promoted to district commercial manager of the new area which took in Burbank, Newhall and Palmdale and was serving 110,000 telephones. Telephone rates went up from \$3.85 to \$4.65 in December, 1968, in Burbank. Party lines were to be phased out over the next three years.

#### FIRE, POLICE, COURT, POST OFFICE

In the 1960's Burbank had the finest fire protection system in its history. A new electronic siren which could wail, yelp and hoot was placed on the department's new 1,200-gallon-per-minute pumper truck in 1962. A \$250,000 fire at Warner's in February, 1963, was halted by the department. Firemen sought in 1963 to get their 64.361 hour week reduced to 56 hours by 1968, but failed. A major hill fire burned over 2,240 acres in March, 1964. The hill fire threatened the city, but the only structural damage was to Chief William Taylor's carport.

Lockheed Air Terminal suffered losses of more than \$2,000,000 when fire in February, 1966, destroyed the second floor of the terminal, including the Sky Room Restaurant and the Federal Aviation Agency Tower. The fire was started by a cook. Three weeks later the front door of the Air Terminal reopened. A cigarette was believed to be the cause of a fire at Warner's on October 21, 1966; damage was in excess of \$75,000. A spectacular fire gutted four industrial firms in Burbank in February, 1967. Chief Taylor retired after serving 25 years; R. V. Christoffersen was named fire chief. In 1968 Battalion Chief Jack Nare wrote a history of the Fire Department.



A polygraph (lie detector) costing \$1,500 went into use in the Burbank Police Department in mid-May, 1960. Mrs. Barbara Cooper was named Burbank's first policewoman in August, 1961. She replaced the retired Mrs. Louella Modie of the detective force; but the title of detective for women was abandoned. A former school teacher, Mrs. Cooper, who had joined the department as a clerk typist in 1959, began work in the juvenile bureau. Major crimes in Burbank totaled 3,076 in 1960 and 4,321 in 1969, a 40 per cent rise; population in the same period fell by 1.5 per cent.

In 1962 Burbank sent a bill to a man who assertedly tore out a wash basin in the city jail. He paid. The Federal Bureau of Investigation moved its office from the Main Post Office, where it had been since 1955, to the new Rogan Building in September, 1962. Space for 55 persons was available in Burbank's jail in 1964. Burbank's ordinances against poker parlors and other local gambling faced a severe test in a court decision which did not prohibit draw poker in 1964. The State Supreme Court in this and in the 1963 Carol Lane sexual relations case had held that a local government had pre-empted the fields of legislation. A city ordinance was voided on this ground.

The County Commission Against Indecent Literature was studying Burbank's methods of pornographic control. In 1965 Burbank's approach led to 57 of the city's 60 news stands refusing to distribute "questionable material." When asked by the Burbank Decent Publication Committee, the newsstands removed the "girlie" books and other objectionable material. Burbank National Guardsmen, called to help quell the riot in Watts in August, 1965, were commended for their work with the 1st Reconnaissance Squadron.

The U.S. Air Force in a study entitled "Air Force Police Management" praised the Burbank Police Department for its "high degree of professional management" in 1966. Police in July, 1967, were training to use chemical spray (mace) on people. Police reports by November, 1967, were being run through the city's IBM 1440 computer. Since May, 1965, Burbank police were linked to the state and national auto status program on thefts by computer. Now the department joined a countrywide computer system involving arrest warrants. Mrs. Eleanor Hiller of Burbank was named in March, 1969, to the Los Angeles County Probation Committee. Under a recommendation of the city to the Civil Services Board, civilians could replace police as jailers in October, 1969. One jailer was involved at the time but four police jailers now on duty could be succeeded by civilian technicians.

Judge Edward C. Olson was sworn in on February 1, 1960, as Burbank Municipal Court Judge. City Attorney Archie Walters, who had held his post for 15 years, was named a municipal judge at Burbank in February, 1961, by Governor Edmund Brown. Walters replaced retired Judge Leonard Hamner who had served 11 years. By 1961-62 Burbank municipal court's work load was more than twice the 1952-53 quantity; 74,894 cases against 31,682. Filings for moving traffic violations alone totaled 32,037, more than all cases combined in the prior reporting year. In 1960-61 parking citations totaled 41,322, very nearly half the city's population on a numerical basis.

Superior Judge Vol P. Lucas, assigned to the Burbank-Glendale District, retired in 1964. Mary Goode Rogan was sworn in as a Municipal Court judge in April, 1966, as her six children watched. Until her appointment Judge Rogan was president of the Burbank Bar Association. Lawyer's Reference Service was sponsored by the Burbank Bar Association in May, 1967. A commissioner aided judges sitting at Burbank-Glendale in 1967 to handle the heavy case load. Superior Judge Samuel Greenfield was named to Burbank Superior Court in December, 1967.

The greatest decade in postal work in Burbank was the 1960's. Paul O. Martin, who had become postmaster of Burbank in 1933 and served 20 years, died in 1960. When Albert S. Ricketts, postmaster from 1953 to 1960 and a postal employee here since 1929, retired in 1960, the service had 282 postal employees compared to 22 when he had started. Michael Fanning, 66, former Los Angeles postmaster, was sworn in on February 28, 1961, as Burbank's acting postmaster; he died shortly. A new post office was built at a cost of \$76,000 for the Glenoaks Station in 1962. Mrs. Marguerite S. Fanning succeeded her late husband as postmaster on March 30, 1962.

In May, 1963, Zip code came to Burbank and six zones were established. The Glenoaks Post Office branch was opened in 1963. The partial helicopter service at Burbank was discontinued on July 31, 1966, when Burbank used the ZIP Code program more, with Van Nuys as sectional sorting center for Burbank and other Valley areas. In 1966 the postal substation was moved from the Toluca mart to a new shopping center on Pass Avenue. Burbank's new \$1,500,000 post office opened on September 19, 1968.

#### FLOOD, SEWER, ANIMAL, RUBBISH

The Belmont Country Club had become St. Elizabeth Retreat in 1937 after a disastrous flood; but the retreat was razed in 1961 to make way for a flood control channel. Sunset Canyon in March, 1961, in a heavy downpour, the first rain of the season, lost considerable property and some people. Mrs. William Miller was killed, while Miller, Frank Sinatra's piano accompanist, managed to grasp the door handle of a floating Volkswagen and survive. Miller won a jury verdict of \$129,000 against the city of Burbank and the County Flood Control District. Damages from the torrential downpours of November 9, 1964, cost Burbank \$200,000 in losses to private property and \$135,000 to public property. Burbank's share of county flood control projects for 1967 came to \$2,540,200.

By 1964, the Animal Shelter had six employees. Hundreds of horses stopped for traffic lights along Burbank's Riverside Drive in 1964. That year Burbank approved a special H-zone for horses; registration fees were raised from \$4 to \$5 a horse on July 14, 1964.

A combined rubbish pickup plan went into effect in Burbank on March 1, 1962, and was to save \$50,000 a year.



## CHURCH, MEDICAL

On the death of Felix G. Fernandez, pastor and founder in 1930 of the Mexican Four Square Church, his family in February, 1960, planned to continue his ministry. Rev. Carl Polk, pastor of the Valley Community Church, was elected president of the Burbank Ministerial Association for 1963. Burbank Corps of The Salvation Army bought the onetime home of the Glad Tidings Assembly of God Church of Burbank in January, 1963. Rev. Paul Peterson, pastor of Burbank's First Baptist Church, quit the Burbank Ministerial Association in February, 1964, after a censure from the membership. While serving a term as president of the association, he repeatedly gave interviews to the press in which he expressed his own ultra conservative views as though they were those of the association. The other pastors understandably objected. Local minister Rev. Harry Adams who had a radio show, "Let's Talk," was assigned to the First Methodist Church here in June, 1965.

St. Joseph's opened a \$6,000,000 and 256-bed, six-story plus basement wing in May, 1963. On August 17, 1964, a hospital that everyone hoped would never be used moved into Burbank. The 200-bed "civil defense emergency hospital" could be uncrated and assembled only in case of a major disaster beyond existing city hospital capacity. Burbank in 1964 also received one of two "hospital trucks" assigned to cities of California.

Burbank Community Hospital in 1965 planned a \$1,270,000 expansion of its 81-bed space to become the first long-term care hospital in Burbank. Dr. Daniel Fortmann, chief of staff at St. Joseph's Hospital, was named to the National Pro Football Hall of Fame on January 18, 1964. He had played with the Chicago Bears. By 1969 St. Joseph's Hospital announced a \$12,000,000 program, over a five-year period, to make the hospital into a medical center. Martin Berkeley was named director of Burbank Community Hospital in June, 1969.

In health matters Gordon Robbins, formerly with the California State Department of Public Health, was appointed health educator in March, 1960, for the Burbank-Glendale Health District of the county. Dr. Charles M. Carpenter was named communicable diseases physician of the District. More than 30,000 residents of Burbank took Type III Vaccine (Sabine) against polio in early 1963. An influenza outbreak in February, 1966, forced more than 2,000 students and many teachers to stay home. Burbank continued its contract service for ambulance work with the county at a cost of \$5,000, well under a Fire and Police Department estimate of cost. Contracting with the county for services was looked on by some as violating Burbank's corporate independence; others felt that it was merely the most economical way to provide services with no political independence being affected.

## SCHOOL, LIBRARY, NEWS

An historical marker was placed on April 14, 1960, on the site of Burbank's first school, which had gone up in 1879, eight years before Burbank was platted. Almost half of Burbank's residents in 1960

had graduated from high school or had gone to some college, compared to 43.6 per cent for the state. Median school years completed in 1960 for Burbank were 12.2 years. From a \$400 redwood building with nine students in 1879, the school system by 1961 had become a \$48,000,000 complex of 21 modern schools with almost 16,000 students.

Burbank schools were rated among the 28 per cent of U.S. schools with adequate physical education programs in 1961. Walking, riding, bicycling and sports were encouraged. By an unofficial vote of 5,954 to 2,208, Burbank voters approved merger with the Los Angeles Junior College District in January, 1962. In May, 1962, eight books at the John Burroughs High School library were being questioned by various persons.

By 1963 68 per cent of Burbank high school graduates went on to colleges and universities. Burbank Co-op Nursery School was seeking new members in January, 1963. Fifth and 8th graders in Burbank's schools were well above the national average in reading in January, 1963. Where the national average was 5.1 (fifth grade, one month) Burbank youngsters in those grades were doing 6.6. Eighth graders nationally did 8.1, while in Burbank they did 9.8, a year and seven months more. Glendale was phasing out Burbank residents at Glendale Community College in February, 1963, with the agreement of Los Angeles community colleges that it was much cheaper for Burbankers to go to an L.A. college. Onetime mayor of Mesa, Arizona, Linford B. Werner, was elected to the Burbank Board of Education in 1963. In March, 1963, a college was proposed for the Burbank-East Valley Area preferably on the Villa Cabrini site of 350 acres.

Burbank Teachers Association asked official recognition from the Burbank School Board in January, 1964. The 1964-65 teacher's salary schedule showed a minimum rate of \$4,500 and a maximum of \$10,870, which was very high for California. School Superintendent J. R. Croad retired in 1964; he was 64 and had been with the district since 1945. State education official Dr. Richard M. Clowes was named superintendent in February, 1964, at a salary of \$24,000. Dr. Elta S. Pfister, psychologist and director of the department of individual guidance for the Burbank schools, was honored by the Zonta Club for her contributions to city and club, in 1964.

Alan Hutton, Burbank High School student, received an award in 1965 in the National Poetry Contest for high school students. His poem, "Thoughts at Night," was published in the 1965 contest anthology. Parents in 1964 were warned that all school children had to have a polio vaccination before entering school. A National Education Association study in 1964 revealed that only eight of the 128 largest cities in the U.S. had fewer high school dropouts than Burbank. While 708 out of 1,000 entrants remained in the 128 largest cities' schools on the average, Burbank had 863 remaining, placing the city ninth in the U.S. and third in California. Dr. Richard Clowes explained that dropout rates were low where there were few depressed areas and student programming was good. School vandalism cost the schools \$17,000 in 1964 and 1965.



Burbank in 1966 began testing use of the new initial teaching alphabet (ITA) which had been tried out elsewhere in the country. Extensive repairs to John Burroughs High School in 1966 were to cost \$200,000. Burbank Adult School, built in 1925, was headed for demolition in 1966. A \$500,000 dormitory was dedicated at Villa Cabrini on October 24, 1966; the new residence hall could house 69 girls. Villa Cabrini, a woman's college, was the only institution of college level in Burbank. However, Lockheed Aircraft had classes at the college and even graduate level in its plants.

Asked what they thought of school sex education in June, 1967, a majority of Burbank leaders replied that they favored it. Burbank School Superintendent Dr. Richard M. Clowes, on August 29, 1967, was named Los Angeles County Superintendent of Schools. The State Testing Program of 1967 showed that Burbank students were physically fit, well ahead of their peers throughout the state on scales that included running. Dr. Foster Merrill was named interim superintendent of Burbank Schools in September, 1967. In October, 1967, Dr. Robert E. Shanks, 49, was named superintendent; he had been superintendent at Anaheim.

Burbank schools received \$10,000 in federal funds for instruction in history, geography, English and foreign languages in March, 1968. Dr. Elta Pfister was chosen to make a European tour and study vocational training abroad in 1969. Teachers at 9 of 21 Burbank schools voted for a teach-in which would limit teachers' extra-curricular activities to those for which they were paid. University of California Regent John Canaday, a Burbank resident, ordered U.C.L.A. Chancellor Charles Young to fire admitted Communist Angela Davis or he would have an emergency session of the regents called to act, in 1969.

Tenth graders at Burbank were slightly ahead of national averages in reading while sixth graders were slightly behind in 1969. Less than half the faculty at Luther Burbank High School showed up in October, 1969, for the back-to-school program, while others picketed the opening. Signs read: "Master Contract Spells It Out." Nine Japanese from Japan were learning floral design in Burbank at Burbank florists in Fall, 1969. A majority of teachers at Burbank's two high schools made effective their boycott of non-paid school programs. At the end of 1969 Burbank students scored above the state average in intelligence tests, below it in physical tests.

The book collection of the Burbank Public Library had grown to 147,851 volumes by 1960; more than double the 70,000 of 1953. The main library building was very much outgrown by 1961. Its collection amounted to 95,000 books and 8,000 to 9,000 new volumes were being added every year, but more and more of the older books had to be put into dead storage each year. The new two story main library building, completed in July, 1963, afforded 42,000 square feet of space, and storage for 200,000 books, by comparison with the old building's 10,500 square feet. Provision was made for the future expansion of the new main library by installing foundations capable of bearing the additional weight of a third story.

The old main library remained open for service during most of the construction period of the new building, but eventually had to be

torn down in order to complete the porches on the southeast facade of the new structure. The old site was converted into an attractively landscaped area.

City Librarian E. Caswell Perry resigned in January, 1968, to take the director's position at the Public Library of Knoxville and Knox County, Tennessee, and was replaced later in the year by John Jolly, who had been at the Glendora Public Library for several years as head librarian.

As a further enhancement of library services, the Burbank City Council passed a resolution in 1969, authorizing the public library to join the Metropolitan Cooperative Library System, consisting at that time of sixteen suburban city libraries. This greatly facilitated interlibrary loan and reference services between the member libraries by means of teletype and daily delivery services. Previously, Burbank's own library facilities had been supplemented only by reciprocal library service contracts with Glendale and Los Angeles, both dating back to 1948.

By 1960 free distribution newspapers covered Burbank with more than 100,000 copies a week, larger than the population and triple the number of households. Lloyd R. Nicholson, display advertising manager of the Glendale News-Press, was named publisher of the Burbank Daily Review in February, 1962. He replaced Hoyt Carter. Burbank Daily Review passed 10,000 in circulation in 1966. Three members of the Review staff were honored by the Valley Press Club in October, 1969: Families Page editor Betty Pardieck, photographer Gene Howard, and staff writer Jack Sirard.

#### ORGANIZATIONS, POLITICS, WELFARE, MINORITIES, YOUTH

Burbank Optimist Club in 1962 marked the 37th year of its functioning with a dinner dance in February, 1962. Bicycle safety was being stressed that year. Culver Van Buren was installed as president of the Burbank Bar Association for 1963. Burbank's Great-Grandparents' Club, founded in 1958, had 20 members who had 66 children, 132 grandchildren and 121 great-grandchildren. Magnolia Park Chamber of Commerce rejected plans for a merger with the Burbank chamber in March, 1965. Mrs. Bernice Fall was awarded the first 50-year-activity pin of the Burbank Red Cross for work since 1917. Burbank YMCA began a campaign to raise \$1,200,000 in 1967 for a new building.

Unofficial tabulations gave Richard M. Nixon 23,307 votes against John F. Kennedy's 18,865 in the 1960 presidential election at Burbank. Of 45,775 eligible voters in June, 1962, Burbank had 24,173 Democrats and 20,035 Republicans. Burbank had 48,987 eligible to vote in the presidential election of November, 1964. The County Supervisors cut Burbank's election precincts in January, 1968, from 204 to 105, part of an overall county reduction. More than 5,000 persons heard presidential candidate Richard M. Nixon speak in Burbank on October 9, 1968. City Treasurer Walter Hinton, who was first appointed to the city council in 1934 and had been mayor in 1941 and 1943 and city



treasurer from 1950 on, withdrew from his city post in 1969. City Councilman John Whitney was named to the California State Disaster Council in August, 1969. Burbank congressman Ed Reinecke was named lieutenant governor of California in 1969.

Burbank Human Relations Council in 1960 was working with problems of races and religions under the chairmanship of Mrs. Lois Bearman. In March, 1964, Burbank Temple Emmanuel became the new name for the Burbank Jewish Community Center. Dr. Israel H. Weisfeld was spiritual leader of the Temple and Dr. Jerry Garbus its president. Rev. Kenneth D. Moore, First Methodist Church, chairman of the Burbank Human Relations Council in 1964, held that Burbank was a lily white city with no negro residents. City officials denied this; there were six negro families in Burbank. A six-week study course was opened by the Human Relations Council in the Central Library in Fall, 1965.

At a meeting of the Burbank Human Relations Council on September 27, 1965, high school and college students from Watts discussed the Watts riots of the prior month. Burbank negro Vernon Michael disputed charges of TV personality and writer Louis Lomax about the Burbank Police Department. Michael stated: "There are areas in the country where police do not apply the law impartially, but in my opinion, Burbank has been a leader in the development of proper practices in this field." Michael was president of the Burbank Human Relations Council.

The image of Burbank could be improved in the minds of negroes and others, Michael, a technical artist at Lockheed, told Burbankers in May, 1967. He said that among negroes elsewhere he was occasionally called an Uncle Tom. Burbank Human Relations Council awarded Mrs. Ruby Scott and Mrs. Doris Straus of Burbank and the Rowan and Martin Show "Laugh-In" on TV awards in 1969 for their work in aiding human relations. Mrs. Scott alone helped the needy in Burbank and especially Mexican-American families new to the community and also families in Los Angeles. Mrs. Straus organized Ladies Auxiliary for Fun and Funds (LAFF) as a council activity.

Nazis sought the right to speak at Burbank City Hall in Summer, 1963; the request of the Western Division of the American Nazi Party was turned down. On another occasion, an angry throng drowned out the voices of Nazi speakers at a local park in August, 1963. American Civil Liberties Union (ACLU) held a public debate on released time from public schools for religious education, in February, 1966. The discussion was held in the Burbank Central Library auditorium, after the City Council had overruled the city manager's denial of such use. Mayor Dallas Williams, who disagreed with the city manager, said, "What kind of a country should we have if we could not discuss controversial issues in public?" Only three councilmen were present, however, when the city manager's revocation of the ACLU's meeting permit was overruled. The following week, at a full meeting of the City Council, a resolution was passed, limiting the use of the library auditorium to "city sponsored organizations and community cultural groups." ACLU soon tested the intent of this resolution, which proved to be very limiting as to the definition of cultural groups, and took the city to court. Superior Court Judge Alfred Gitelson found for ACLU in August, 1966, ruling

against the Council's arbitrary discrimination as to which groups could use the auditorium. This did not prevent the Council from closing the library auditorium entirely to group use of the facility, a ruling which stood until 1973.

In welfare, Burbank Coordinating Council in January, 1963, viewed a mock juvenile arrest case. More than 500 persons were helped by the Christmas Basket program of the council in 1966. The council in March, 1969, reactivated its Decent Publications Committee to keep objectionable literature from juveniles.

Youth at a Town Hall meeting in October, 1967, favored a night club type center for youngsters.



## CHAPTER 20

### THE LIVING CITY

Along a wide front of activities Burbank was involved in a deepening array of functions from war to peace, from art to demolition. But there was a change in the 1960's to a new sense of participation in events far off, whether in aerospace or Vietnam, television or films. Burbank could hardly be a world center for aerospace production, motion picture creation, or television program origination without in turn being affected by events in that world.

### THE MILITARY

Burbank people were thanked in 1965 by Captain J. Ward Hagin, U.S. Army chaplain, for their aid to U.S. servicemen. To prepare for possible mobilization in Summer, 1966, the Burbank unit of the National Guard was at 100 per cent strength. The local unit was the 1st Squadron, 18th Armored Cavalry, 40th Armored Division, units of which had participated in martial law work at Watts in 1965. Specialist 4 Carl Carner, 19, returned from Vietnam in July, 1966, a battlescarred veteran of the already lengthy conflict.

Thousands gave 500 Marines on their way to Vietnam a sendoff in Burbank at the end of March, 1968. Objections to activation of the California National Guard unit in Burbank failed in May, 1968. Burbank hosted 1,200 servicemen in a Golden Mall spectacular on March 22, 1969. Hundreds turned out in May, 1969, for the unveiling of the 20-foot Burbank War Memorial to honor fallen servicemen. Burbank teacher Reese C. Elia, 25, became the eighth Burbanker to die in the Vietnam war. Onetime Burbank resident Army Staff Sergeant Joe Hooper, 29, won the Congressional Medal of Honor in 1969 for bravery in February, 1968. Lockheed on August 1, 1969, was awarded a \$2-billion contract to build a new anti-submarine warfare system.

In August, 1963, Mrs. Susan Etta Bedal told of the death of her husband, Lt. Arthur E. Bedal, navigator, in Vietnam. Bedal had become Burbank's first casualty in the Vietnam war. Some 15 students handed out antiwar leaflets at Burbank high schools in October, 1969. Seven persons were counted at a Peace Vigil at the War Memorial Monument in McCambridge Park on November 14, 1969. Burbank Red Cross was taping voices of Burbank people to send to servicemen relatives in Vietnam at the end of December, 1969.

Civil defense saw the first home fallout shelter begin at the residence of Mr. and Mrs. Brendon Reed, in August, 1961, at a cost of \$3,000. Other families started shelter construction. Dr. Harrison Brown of Caltech, however, pointed out that shelters were useless in Burbank as the whole Los Angeles area was the most vulnerable of American cities in case of thermonuclear attack. In December, 1961, Burbank completed a civil defense shelter for 100 persons. A well provided water for the shelter. Burbank was to receive 30 fallout

detection kits in Spring, 1962. Burbank had 40 shelters in 23 buildings for 9,000 persons, with 14 days' supplies of food and water.

In 1963 Burbank's civil defense center was made part of the new annex; it cost \$407,171. Food storage and food for 30 days for 110 people in vital posts were provided. The first shelter signs went up in Burbank in February, 1963. As part of civil defense, a hospital truck and a 200-bed civil defense emergency hospital, unpacked but mobilizable when needed, were received in 1964. Fallout shelter protection for nearly 60,000 persons could be ready by 1966, Civil Defense Director Ben Watson told Burbankers in 1965. A total of 13,875 permanent shelter spaces were to be added to the existing 35,535 spaces; another 15-20,000 spaces could be prepared within a week.

City Councilman John B. Whitney was appointed to the Los Angeles County and Cities Disaster and Civil Defense Board in September, 1965. The police building housed a 12,500 square foot Emergency Operations Center for coordination of activities during a natural disaster or national emergency. By August, 1968, Burbank had civil defense fallout shelters for 34,000 residents; it sought space for 4,000 more, while another 30,000 usable but undesignated spaces were available.

#### RECREATION

A master plan of Burbank parks was approved in January, 1960. Recreation attendance of 1,705,999 in Burbank parks in 1960-61 set a record, 95,854 more than the prior fiscal year; this included concert and music attendance. Los Angeles Rams, professional football team, was practicing at Burbank facilities in 1961, with fees being \$42 for practice sessions and \$18 for nonpractice days. Verdugo Park Recreation Center opened in Burbank on December 15, 1961; it cost \$188,694 to build. City Manager Harmon Bennett noted that Burbank was "way ahead of 90 per cent of the cities in the nation" in recreation.

Joseph De Bell, who donated 100 acres of hilltop land for the golf course at Burbank which bears his name, was honored in June, 1962, when the course was completed. De Bell was purported to be the owner of about one-fifth of Burbank's undeveloped hill areas. Of his donation, De Bell said: "I have never been selfish." For his contribution, De Bell was honored with the National Recreation Association's Award of Appreciation. The entire course, which cost \$2,000,000, was paying its way. A clubhouse and community center were included. By 1962 Burbank had a \$1,000,000 park and recreation budget and 178 employees in this work, 90 of them full time.

Producer Gene Dundee brought together a troupe which took over the Theater Dun-Teri in Burbank in 1963 and began offering little theater productions. With 1,300,000 people a year visiting Burbank's parks, this was estimated at better than once a month each per resident or 13 times a year.

Burbank Citizens Movie Committee held meetings in January, 1963, to evaluate films. George A. Izay, 42, replaced Dewey R. Kruckeberg as Burbank's Parks and Recreation Director in 1963. The 10-acre Brace



Canyon Park was dedicated in January, 1963. Expansion of Memorial Field to raise seating by 2,000 to 7,000 was approved in March, 1963. Part of the 500-acre Wildwood Canyon Park was to be opened in Summer, 1963.

Buena Vista Park, which was cut from 23 to 10 acres by the Ventura Freeway's taking of land, was recommended for sale in June, 1964. A \$103,750 settlement was proposed by the state for damage to the park. Burbank's new master plan, approved on January 26, 1965, called for an 11-acre park near Victory Boulevard and Hollywood Way at a cost of \$60,000. Burbank received \$149,646 as its park bond share of the November, 1965, \$150,000,000 state park bond issue. The Bishop Company based in Burbank sought a long-term lease on the vacant Loma Theater in July, 1965.

Burbank City Council reversed its stand and granted a permit for a World Invitational Pocket Billiard Tournament to be held in the city in April, 1966. Willie Mosconi, undefeated world champion, was entered in the 24-day tourney. In June, 1966, Burbank joined a U.S. recreation project, Lifetime Sports Foundation, to encourage people of all ages to continue sports activity throughout their lives. Linda Murphy, 23, of Burbank, paced the U.S. National Volleyball team to a 3-1 victory in the first round of the World's Women's Volleyball Championship in Tokyo in January, 1967.

Action of the Board of Education to lease part of the grounds of Miller School to the city for a park in December, 1968, was the initial concrete step to reach cooperation in recreation. Park attendance rose by 84,000 to 1,612,436 in 1968. But in 1968-69 attendance fell from the 1967-68 figure of 1,636,838 to 1,552,405. George Izay, department director, explained: "People are driving farther, spending more time and spending more money in satisfying recreation needs and wants." Summer use of parks in 1969 was up 30 per cent over Summer, 1968, use.

Burbank's plans for 1,121 acres of park in the Verdugo Hills could mean 30 campsites plus 34 interconnected hiking trails which would total 15.5 miles in all. A horse trail with a single trail and a large loop would extend 6.3 miles. In 1968, because of fire hazards in the hills, the only camp sites were in Wildwood Canyon. Burbank applied for \$400,000 in federal funds from a \$2,800,000 bond issue approved by voters in 1968. The State of California budgeted \$179,576 for the Stough Park project in September, 1969. Northwest Park was to be renamed Columbia Park. More than 2,000 students and well-wishers greeted Burbank's Olympic swimming champion Cathy Ferguson, in October, 1964. She had won the 100-meter backstroke and swum the first leg on the record-setting 400-meter medley relay.

A bikeway was proposed in November, 1969, for Burbank, free from vehicle traffic and to cost about \$5,000 a mile for its 20-mile extent. Residential streets would be utilized. Route markers would cost \$15 to \$20 a mile once the bikeway was in. Alternative bikeways were discussed.

## CULTURAL CHANGE

Burbank Art Association held a Spring, 1962, exhibition. Members of the Valley Artists Guild gave demonstrations of their work in downtown Los Angeles. Dr. Oscar Schwierling was president of the Burbank Art Association. Gallery of Keystone Alley opened in Burbank in Summer, 1963, first fine arts gallery of its kind in the city. Mrs. Mila Mina, 36, of Burbank, known as "the lady Michelangelo," was doing mosaics for churches in Southern California.

Burbank Fine Arts Council was formed on October 6, 1965; various music, singing, theater and art and band groups were members. William Todt was named acting chairman. Burbank's Home and Family Life Historical Museum, product of 15 years of research by former opera star, Mrs. Pierina Lo-Piccolo, was up for sale in 1966.

Burbank won the parade sweeps at the Pasadena 72nd annual Tournament of Roses parade on January 1, 1961. On July 4, 1961, Burbank celebrated its 50th year as an incorporated city; actually it was 74 years old. More than 40,000 attended, 2,500 entering the strength testing ball game. A hay ride drew 2,200 people. Three dances drew 5,000 people. The Teenage Hop led with 2,000; the Golden Anniversary Ball had more than 1,500 and the square dance another 1,500. A painting of the four compass trees was hung. On January 1, 1962, Burbank's float "Dream World" won first place for California cities from 85,000 to 100,000 population at the Pasadena Tournament of Roses.

Burbank was helping finance six separate bodies providing symphonic, choral, dramatic, band and operatic opportunities. They included the Burbank Symphony, Youth Symphony, Choral Club, Little Theater, Police Boys' Band and Civic Light Opera. A new women's committee to the Burbank Symphony Association in August, 1962, began functioning with the National Cultural Center in Washington, D. C. Dr. Leo Arnaud was named to conduct the Burbank Symphony during the concert season of 1964. He replaced Dr. Constantin Bakaleinikoff, conductor since 1959. Bandleader Stan Kenton told Burbankers in 1965 that every large city in the country should have a community jazz (neophonic) orchestra. In June, 1968, Dr. Arnaud resigned his post, for lack of funds to hire professional musicians. Guest conductors were invited to lead the symphony.

Burbank budgeted \$37,000 for musical work of the Choral Club, Civic Light Opera, Symphony Association and Police Boys' Band. Burbank Little Theater was using services and facilities worth \$2,721 but not receiving a direct subsidy in January, 1969. Ilmari Ronka was named acting conductor of the Burbank Youth Symphony Orchestra in August, 1969. A tape and scrapbook chronicle of Burbank's musical offerings was compiled by September, 1969, after three years of work by Mrs. Jan Garges and others. The Burbank All-City Band trained for its appearance in the Rose Parade at Pasadena in late December, 1969.

Burbank Ballet Association was formed in September, 1961, to set up the first national classical ballet company here. Miss Patrice McCoy, a graduate of the Metropolitan Opera Company ballet school and



veteran of many concert appearances, was artistic director. First program of the Ballet Association was given in December, 1961, at John Burroughs Auditorium. Sixty girls appeared on the program. An original ballet, "La Kaleidoscope," was put on by the Ballet Association in Starlight Bowl in August, 1962. Miss McCoy danced the "Sleeping Beauty Pas de Deux" with Andrei Tremaine, director of the Santa Monica Civic Ballet.

"The Twist" was said in July, 1962, to be fading in teen popularity at Burbank. Burbank city passed measures to control teen dance clubs in October, 1962. To regulate dances strictly a \$50 dance license was required. Sea Explorer Ship Skipjack of Burbank planned a dance at Luther Burbank Junior High School Gym in January, 1963. Burbank Ballet Association in 1963 changed its name to Classical Ballet Foundation.

President John F. Kennedy was accused of disrupting the John Burroughs High School prom, scheduled for the Beverly Hilton Hotel in June, 1963, the same date, it turned out as a dinner honoring the president. Student plans for the prom went back several months. The 600 seniors at the school learned they had been "bumped" from the hotel and protested. But within days the high school prom was back in the Hilton Ballroom, and students promptly invited President Kennedy to attend the event. President Kennedy showed up for the 1963 class prom and was handed an inscription.

The Fun After 40 Club held a Valentine dance in Burbank in February, 1964. Dancing girls put on a show in Burbank and raised funds for the City of Hope in August, 1964. Burbank City Council in March, 1965, praised Burbank Sertoma Club for its work with youth and especially the bimonthly Junior High School dance. Police Sgt. John Seabeter, who in the 1930's used to double date with a Minnesota couple, was invited by the pair, Vice President Hubert Humphrey and his wife, to the Inaugural Ball for President Lyndon B. Johnson in Washington, D. C. in 1965. Also going were Mayor and Mrs. Dallas Williams, Mr. and Mrs. Richard Rogan, and Mrs. Richard Schmidt, a first cousin to Vice President-elect Humphrey.

#### LIVING HISTORY

Action was begun to condemn Jim Jeffries' old home, now more than 50 per cent deteriorated, in February, 1960. The building, dilapidated and abandoned, was ordered demolished. In his 1961 work on the San Fernando Valley, W. W. Robinson, local historian, barely mentioned Burbank in his next to last paragraph and then mainly to call it "a city of homes, parks, schools, churches, manufacturing plants." He also noted that it is an aircraft plants and motion picture studios center.

Hugh Pomeroy, born in Burbank in 1899, and a state legislator for some time, died in 1961. Air industry leader Robert E. Gross, 64, chairman of the board and founder of Lockheed Aircraft Corporation, died in 1961. He had headed Lockheed since 1932, bringing it to the rank of 28th largest industrial firm in the nation. By 1961 Gross's

firm had net assets of \$548,000,000 and 66,500 employees in aircraft, missiles, spacecraft, electronics, shipbuilding and other fields. From a small establishment with less than 60,000 square feet of rented factory space, Gross had guided Lockheed through depression, war, and peace to a 16,000,000 square-foot industrial giant with yearly sales in excess of \$1 billion.

Mark Campbell, 63, oldest living stunt pilot in the U.S. and a Burbank resident, recalled in 1961 how it was a wonder anybody could be "so darn foolish" and still live. Except for movie stunts, Campbell did all his work without a parachute. He died in 1963. A John Burroughs High School graduate, Ralph Schoenman, 25, who became private secretary to philosopher Bertrand Russell, was one of 38 persons jailed in England for a sit-down demonstration backing nuclear disarmament in 1961. Among unusual ceremonies he performed in his 24 years as a jurist, Judge Raymond Reid recalled in 1961, was wedding a couple in a "walkathon" in a tent at a Riverside Drive street corner, as the climax of the show. When the judge said to another man, "Will you take this woman for better or worse?" the man replied: "It all depends on how she treats me, judge." Marriage licenses came to 1,511 at Burbank in 1961, a rise from 1,467 in 1960. Divorces totaled 811 suits filed in 1961, a rise from 807 in 1960.

Snub Pollard of Burbank, a slapstick comedian of the Keystone Kop era, died in Burbank Hospital on January 19, 1962, at 72. Actor Jack Kelly was named honorary mayor of Magnolia Park in January, 1962. He replaced Jockey Allen Slate who had served the prior two years. Mrs. Robert E. Hiller of Burbank was named to the 1962 Los Angeles County Grand Jury. Mrs. Floyd McGowan was named Woman of the Year in 1962. The Chamber of Commerce in 1962 distributed a guide to visitors, first of its kind in Burbank.

Polly Adler, onetime New York madam and author of "A House Is Not a Home," died at Burbank in June, 1962, at 62. A blind Burbank boy, Rickey Plath, 13, and 23 other blind teenagers, met President John F. Kennedy in July, 1962, in Washington, D. C. Retired Lt. General Laurence C. Craigle, longtime Burbank resident, recalled in 1962 how he had made the first U.S. military jet flight, back in 1942. Stanley E. Hyde, Burbanker for many years, was one of the Americans who in 1962 was honored for 50 years in ham radio. Hyde held an original amateur radio license issued by the U.S. Government a half century before. Harry Barris, one of the original Rhythm Boys with Paul Whiteman's orchestra, along with Bing Crosby and Al Rinker, died at 57 in St. Joseph's Hospital, of cancer, in December, 1962. Robert E. Benson, president of the Board of Education was named 1962 Citizen of the Year.

Warner's lost two films stars when both Jack Carson and Dick Powell died in 1963. Mrs. Clara Clarissa Henry celebrated her 104th birthday in March, 1963. Mrs. Florence Lamer Prott, who was born on the Lamer Ranch here in 1896, died in Burbank in 1963. Beverly Adams of Burbank won top honors in the "Miss P.O.P." 1963 Beauty Contest at Pacific Ocean Park over 100 contestants.

Richard Stinson, park department employee, was named Burbank City Employee of the Year in May, 1963. H. T. Jones, onetime official



of Moreland Truck Company at Burbank, who had come here in 1917, died in 1963. His wife, Edith, was the sister of Watt Moreland, truck company founder. They had built a cobblestone house from stones found in the riverbed. Film actress Leota Lane, 50, of the Lane Sisters died in Burbank in 1963. Willis Hawkins, a vice president at Lockheed, was named in August, 1963, to be an assistant secretary of the Army.

Tommy Thompson, electrical foreman with the Public Service Department, was selected by the City Employees Association as City Employee of the Year for 1964. Benjamin Cook became president of the Burbank chamber for 1964. Mrs. Glen W. (Adele) Seltzer, was named Woman of the Year for 1964 in Burbank. Topless bathing suits faced a ban in Burbank; their wearers could be arrested, police warned in June, 1964. Paintings of Mrs. Mila Mina, of Burbank, were being shown in various churches in 1964. The Collier Trophy, aviation's oldest award, went to Clarence "Kelly" Johnson for his work on Lockheed's A-11 jet.

Actress Debbie Reynolds of Burbank had her hand prints, foot prints and signature implanted in cement at Grauman's Chinese Theater in Hollywood in January, 1965. A 1950 graduate of Burroughs High School, she was a former Miss Burbank and former honorary mayor of Magnolia Park. Mrs. Harvey B. Lyon, daughter of the late Captain T.W.T. Richards, secretary-treasurer of the Providencia Land and Water Company that had founded Burbank in 1887, gave the official tract map of Burbank's beginnings to the city library in February, 1965. Her father had invested \$30,000 at the founding in 1887, a large sum for those days. Pioneer resident Mrs. Erma Alcorn was named Woman of the Year for 1965 by the Women's Council for her work in teaching "slow learners" and Mexican-American and Japanese children here.

Mrs. Grace Hampton of Burbank was named Air Force Mother of the Year in May, 1965. Burroughs High School teacher Thomas Marshall was awarded a Valley Forge Teachers Medal Award from Freedoms Foundation in May, 1965. George S. Kendig, who came to Burbank in 1919 for a visit and opened a blacksmithy at Magnolia and San Fernando, died at 97 in August, 1965. He was wed 70 years. Kendig once said: "Burbank was just a little farm town then; you could roll a ball down San Fernando Boulevard in any direction and not hit anything."

Harold "Stubby" Kruger, 68, longtime international swimming champion and 18 year Burbank resident, died in October, 1965. Twice an Olympic swimmer, Kruger in the film, "The Old Man and the Sea," worked as a double for actor Spencer Tracy. A Burbank woman who had met Abraham Lincoln, Mrs. Vesta Ransom Fay, died at 105 in 1965. She said of her meeting with Lincoln: "Of course, I was just a little girl but I sat on the platform right next to Lincoln when he and Stephen A. Douglas debated in Chicago. Abraham Lincoln was about the homeliest man I ever saw."

In the journal, Cry California, in 1966, a couple was cited as living a life which required traveling back and forth for various reasons a total of 128 miles at a cost of some ten gallons of gas a day. They had a motor home and "parked for a light breakfast outside the Burbank factory where he worked." Neil Morgan called this part of

"The California Syndrome." But he had failed to remark important attractions of mobile living. Dave Lansford, 26, a teacher at Jordan Junior High School, was named one of the outstanding young men in the U.S. by the U.S. Junior Chamber of Commerce in March, 1966. Miss Burbank of 1965 was Diane Carlson; Linda Baillie succeeded her in 1966.

Burbank engineer Irven H. Culver, 55, a Lockheed technology adviser, was given the American Helicopter Society highest award for developing the rigid-rotor system that makes helicopters easier to control in flight. Miss Laura Ingalls, 68, noted early aviatrix who completed the first solo flight around the South American continent in 1934, died in January, 1967, at Burbank. H. C. Shaiffer, 49, onetime "Our Gang" comedy member, died in Burbank in January, 1967. Mrs. Charles E. (Mary) Davies was named Woman of the Year for 1967. Edward D. Glossup, president of the Burbank Junior Chamber of Commerce, was named top young man of the city for 1967. He succeeded Jerry Flock, the 1966 winner.

Terry Murphy, 19, won the Miss Burbank crown in 1967. Lynda Bird Johnson, the president's daughter, made a one-minute film appearance at Burbank's Warner Brothers Studios as part of an Easter Seal campaign in May, 1967. In 1967 "A History of Burbank" was published by the Burbank Unified School District, Division of Instruction. The work was part of the required study of U.S. history and government.

Longtime entertainer Maxon Mellinger, a Burbank resident for 23 years, died here in 1968. At one time he was Master of Ceremonies for the Spade Cooley show. Ray Sence, who had come to Burbank in 1902 and who had helped his father open a store in 1910, died in May, 1968.

Anthropologist-adventurer John Godard, who roamed the world but resided in Burbank, once completed the first expedition down the entire 4,000 mile length of the Nile River. Godard had climbed the two highest mountains in Africa and made 10 films, serving as cameraman and editor. John Chambers, rated the number one makeup artist in Hollywood, was a Burbank resident who was important to the success of more than 30 movies and for contributions to 3,000 others, it was noted in 1969. Chambers received an Oscar for his work on Planet of the Apes, only the second time in the history of film that the honor had gone for makeup. Chambers said, "I love Burbank. It's been good to me."

A Swedish visitor Ingrid Sjostedt came to Burbank with her husband Lars in August, 1969, and said: "You are very spacious here-- you build out instead of up." The couple lived in Solna, Sweden, Burbank's sister city in Europe, and toured Burbank with members of the Burbank Sister City Committee. Top animal trainer Olga Celeste died at Burbank in 1969; she was 82. Donna Caponi, 1969 Women's U.S. Open Golf Champion, was welcomed home in September, 1969, to "Donna Caponi Week in Burbank."

Walter Hinton, Burbank resident from 1932 on, former State Assemblyman and Senator, former City Councilman, and City Treasurer from 1954 on, died at 75 in 1969. Hinton was the first city treasurer to put city funds into interest-bearing holdings, soon an important source of city revenue. Harry Christen was named outstanding citizen



of the year for Burbank in 1969. A history of Burbank was to be compiled from official city records and prepared under direction of City Librarian John Jolly with cooperation of City Clerk Marion W. Marshall, it was decided in 1969.

## CHAPTER 21

### INTO THE ZERO POPULATION GROWTH 1970'S

The shock of the 1970 census count showing Burbank's population at 88,871 or 1,284 persons less than the 90,155 count of the 1960 census struck Burbank with especial force. People had thought in the light of various local county planner counts that the population might be as high as 97-98,000 and even go above 100,000. When the reverse came and the San Fernando Valley's growth as a whole jarred to a stop and in many areas reversed, Burbank was caught up in a new situation--zero population growth.

Actually in the U.S. as a whole even at mere replacement, with millions of women in the childbearing years, population could grow for some 50 to 75 years. But Burbank was already well below zero population growth to no growth and even loss of people, possibly as much as a half century or more before the rest of the nation. Burbank had entered onto the level of the central city which in the U.S. had been losing population for years. Central cities in census after census were slipping.

### POPULATION CHANGES

A major change was that family size of 3.3 persons in 1960 fell off to 2.5 in 1970, again the small-family base of the central city. Moreover, while Burbank people tended to live in the city a long time, their children did leave. Mayor Jarvey Gilbert said in April, 1970: "We used to have five people at my house, to give an example. Now there are only three of us." Children grew up and left.

Layoffs in aerospace cut down population. Use of land by freeways removed land from housing use. Mrs. Gertrude Keller, district manager for the census, from her Burbank District Census Office handled vast parts of Los Angeles City and Northeast Valley along with Glendale.

More than half of Burbank's 88,871 population in 1970 was over 35 years of age, 44,535 people in all. This median age was 7.5 years above the national average of 27.5 years. Moreover, 24 per cent of the population was 55 years of age or more. In January, 1970, Burbank Chapter 685 of the American Association of Retired Persons was formed. Charles R. Fillerup, retired from Lockheed, was president pro tempore. In time, vast problems of the aged had overtaken Burbank as senior citizens with reduced income sought exemption from taxes on sewer services and utilities. Burbank in 1972 sought \$23,000 from the U.S. Government to launch a Retired Senior Volunteers Program. Joslyn Center dedication came in September, 1972. The Joslyn Foundation had given \$75,000 for construction of the \$250,000 addition to the park system for use of senior citizens. By October, 1972, a planning report noted that senior citizens of 55 years and over made up almost one-fourth the population and badly needed more housing. Yet house values had risen from 1960 to 1970 by 39.3 per cent.



In the 1970 census Burbank had 34,731 households. The population was listed as 87,769 "whites" and 60 "Negroes" plus 1,042 "others," or 1.3 per cent minorities. School population for ages between 5 and 20 totaled 22,306. Females outnumbered males 46,266 to 42,605. Women in 3,058 of the 34,731 households, or almost 10 per cent, were the primary head of the household. There were 9,562 single individual households. In each occupied housing unit 2.5 persons lived out of 35,963 in all. Owner occupied housing contained 2.8 people while renter occupied contained an average of 2.2 persons.

The median size housing unit had 4.5 rooms. Median value of a home was \$26,300, with 510 valued at \$50,000 or more. Median value in Los Angeles County was lower, at \$24,300. Median rental in Burbank was \$111. Some 641 of Burbank's dwelling units lacked some or all plumbing.

Of course, as a marketing area Burbank was the hub of activity for more than 250,000 people, triple its own in-city size. The daytime population was far greater than the resident night population as thousands from outside Burbank worked in the city. Burbank reportedly had 3,600 hidden families living in "secret slums" in 1970. These were families with \$5,000 or less income, the Burbank Human Relations Council said in a study on "Poverty and Low Income Housing in Burbank." Poor individuals had to double up in housing; a meeting to fight poverty was held.

As the import of an actual fall in population in a decade of very great growth in so many spheres sank in, City Manager Joseph N. Baker noted that future population could well rise as apartment houses entered more. But the surprisingly large number of retired persons kept population stable. Population moved down to 88,270 in 1972, a drop of 499 persons. Planning Director William Fromm explained that migration to California and Burbank had slipped, in part from aerospace difficulties, pollution, overcrowding, earthquakes, and brush fires.

Moreover, a reported 100,000 people a year were leaving Los Angeles County and the birth rate was at its lowest point in 20 years. In-migrants continued to arrive but at far slower rates. Planners may have even compounded the problem by pointing to the General Plan which showed that the city on present land-use bases could house 115,000 people, without noting that this is only a paper estimate with no relation to the factors of aging, the fall in in-migration and departure of youth.

#### URBIA AT LAST

In 1971 Security-Pacific Bank, which in brochures on the San Fernando Valley and Burbank had held that this was a suburb, came out with a far different view: "The San Fernando Valley/Greater Glendale Area is recognized as a well-established interurban region within the extensive Los Angeles metropolitan complex." What was meant was that urban fringe areas surrounding a major city like Los Angeles were at the city level; second, they were now the links in a chain of cities

that actually joined two or more metropolises in continuous city life. That Burbank was a high-level urban development and not just an industrial suburb had finally altered some viewpoints.

As population changed by February, 1970, Burbank moved deeper into the age of the computer, at a considerable saving. By 1970 utility billings took five hours a day on the city's own IBM 1440 second generation computer; on a time-sharing basis this could be done in 20 to 40 minutes. Burbank in 1971 set up a 24-hour message center for citizens wishing to voice comments or complaints. Not quite an Ombudsman, the telephone complaint service nevertheless was an attempt to bring government closer to the citizenry.

In January, 1972, Burbank distributed a calendar to citizens showing not only dates but also a brief report on what the city was doing. Burbank began its first "Town Hall" meetings where residents could fire questions at councilmen and administrators in June, 1970. Poll replies of 1,297 persons to 12,911 questionnaires showed general satisfaction with municipal services and costs in 1971. To 41,755 questionnaires later in the year 16 per cent of those answering were well satisfied with municipal services and with Burbank as a place to live.

Possibly the greatest single advertisement in Burbank history was the use on the Burbank-based "Laugh-In" television show of the slogan "Beautiful Downtown Burbank" for six years. The slogan barely outlived the show, which passed into history in February, 1973; telephone operators of the city no longer used the phrase. Still "Laugh-In" and the slogan had made Burbank noted throughout the world as "a national entertainment center," City Manager Baker remarked. Mayors of Burbank would appear on the program for moments and be recognized widely.

In 1973 Councilman Robert A. Swanson was selected to serve as Mayor. In fiscal 1970-71 the City Council passed 203 resolutions and 60 ordinances, about triple the ordinances of 1939 and four times the resolutions. In 1971 Burbank councilmen voted themselves an extra \$15 for each meeting up to four meetings a month they spent in their dual roles as councilmen and members of the Burbank Redevelopment Agency, which had the intriguing acronym of BRA. During city council sessions in 1971 a no-smoking rule was adopted after a resident, Mrs. Ruth Prinz, protested that she was "enveloped in noxious fumes" at a session. She commented, "smoking is not allowed in a courtroom, at a concert, an opera, a play. Those who smoke should do so at intermission in another area. After all, the council room is not a night club or a bar." A majority of residents present, when polled, favored the smoking ban at sessions.

City employment was cut by 40 workers in 1970. In that year Burbank was awarded first place for California Cities Employees safety. For the second year in a row Burbank had the lowest injury frequency rate in the state. To pare the \$28,000,000 annual budget, Burbank in 1971 ordered a freeze on city hirings and promotions, which kept the tax rate unchanged. In the city generally there were 1,304 employees in 1971, along with 128 in the Fire Department and 177 in the Police Department.



Maumba Sepedu, Tanzania's senior personnel officer, 38, was studying Burbank's personnel recruitment and training methods in 1971. Salary increases of 4 per cent across the board for City Manager Baker and 16 department heads were recommended to the City Council in October, 1972. This would raise Baker to \$3,047 a month and City Attorney Samuel Gorlick to \$2,740 a month. Under the Intergovernmental Personnel Act of 1970 Burbank in January, 1973, sought a \$37,000 grant to study future manpower needs.

Burbank's investment program earned \$690,386 in fiscal 1969-1970, a rise of 31 per cent over the prior two years. Annual return was 7.5 per cent, which came to some \$165,000 more than the prior two years, equivalent to 5 cents on the city's tax rate. Under a federal revenue sharing plan Burbank could receive \$536,745 in 1970. In a change from longstanding policy, Burbank in 1971 sought federal funds. City Manager Baker explained: "It's our money and without it we might have to either reduce our services or raise our taxes." A \$54,000,000 improvement plan was proposed for Burbank in February, 1972, without raising taxes. Fully \$35,363,000 would go into electric and water systems; \$17,500,000 into parks, streets, beautification, hillside development; \$1,165,000 for safety, health and welfare; \$11,500,000 into the Golden State Redevelopment project. Of this \$3,500,000 would go for a grade separation at Hollywood Way and San Fernando Road. The five-year capital expenditure program begun in 1972 would place utility poles and lines underground. It was to extend and improve both streets and street lighting, acquire more open space in the Verdugo Foothills, reclaim more waste water.

Burbank was pushing in 1972 to a \$40,000,000 budget and Councilman Byron E. Cook foresaw that this could go up not less than \$1,000,000 a year. Built-in inflation was forcing the rise. Burbank received \$357,055 as the first instalment of federal revenue sharing funds for 1972-73, half of what it was to get in all. City use of revenue sharing funds could save as much as some \$3,000,000 in interest in bonds over a 20 year period.

Nineteen citizens were named to a Citizens Charter Study Committee in February, 1970. City Manager Baker was named one of five Management Innovation Award recipients by the International City Management Association in November, 1971. Baker's integrated program of management by objectives and program budgeting won him the honor. City License Department was merged in July, 1970, with the Building Department to promote savings and increase efficiency. Further organizational reductions of Burbank's 12 city departments came in 1973. Annual management seminars begun in 1970 had aided in reorganization.

A book fair to benefit the Bupyong Cultural Center in Burbank's sister city of Inchon, Korea was scheduled in 1970, the latest of several such fairs. In the tenth year of the sister city arrangement, Burbank was visited by Inchon attorney Hyonho Rhi in March, 1971. A house guest of former mayor Charles Compton, Rhi, 44, recalled how Compton invited Inchon in 1968. To Inchon's library went hundreds of books purchased out of the proceeds of the book fairs. The second sister city was Solna, Sweden, with whom visitors, gifts and other

amenities had been exchanged since June, 1960.

By late 1970 Burbank was seeking information from the National Aeronautics and Space Administration about space age means for handling waste disposal and electrical engineering.

While Burbank had but 46 acres of the Villa Cabrini Academy property and Los Angeles city had the other 512 acres in its Sun Valley area, Burbank was in 1970 considering advantages of buying up the Los Angeles portion from Missionary Sisters of the Sacred Heart, who had operated the acreage as a girls' school for 40 years. Worth of the 512 acres was now \$7,590,360.

By 1971 Burbank considered general plan changes to recognize higher density apartment buildings and regional industrial development, plus a motion picture land-use category to expand the entertainment industry and upgrade retail areas. When Burbank's City Council asked board member Donn Rediger to resign, all five Burbank Planning Board members resigned in July, 1972. A new planning board was named. William Fromm resigned as planning director of Burbank in January, 1972. He was replaced by George Nony in a new merged post as director of community planning and development. Fromm, who left to become planner for the County of Baltimore, said: "Burbank is a fully developed city and now needs face lifting, especially to expand and diversify its economic base. This requires a specialist in that area and it is now timely." He praised efforts "to preserve the hills."

But the most sweeping change was a \$500,000 face-lift to change even the skyline of downtown Burbank, in an agreement with the Robert Muir Corporation of West Hollywood. They would have exclusive rights for development of 115 acres, 60 per cent of the 218-acre City Center Redevelopment Project. The first in February, 1973, had three months to present a site development plan under an agreement to run 15 months. New high rise buildings would be included and the Golden Mall would be retained.

While this was the major single act of the Redevelopment Agency in its three years of existence, BRA had other actions to its credit. City Manager Baker, in Spring, 1970, noted that BRA will help Burbank continue its leadership in industry in the San Fernando Valley, which had brought it to have nearly twice the industrial activity of cities in the 100,000 population range. City councilmen voted themselves members of the agency, which was also a parking authority in April, 1970. Initial concentration was on renewing 37 blocks of the city around the Golden Mall at an expected cost of \$12,500,000; \$5,000,000 were to go for property alone. In June, 1972, Burbank began its Golden State Redevelopment Project to purchase and consolidate 1,113 acres in the northwest industrial section and offer them to new industries or for expansion of existing plants. Fully \$7,000,000 of tax increment bonds were to be sold to finance the purchases.



## ECOLOGY

By the 1970's Burbank had going a working pollution abatement program and was trying to make the Verdugo Mountains into a major recreation area. Burbank was converting 50 city autos to natural gas use. A private Burbank Ecology Council in 1970 sought to set up nonprofit trash collection involving charitable tax deductions for trash donors. Burbank opened an ecology drive with ecobins stationed throughout the city. In August, 1970, Burbank Ecology Council launched a drive to collect materials and recycle them by opening collection centers for old newspapers worth \$10 a ton. But the ecology drive led to complaints about piling up of rubbish around ecobins at a market. Soon people were discarding such items as an old rocking chair, TV picture tubes, a wooden Christmas tree stand, and a water heater.

By March, 1971, eight new Burbank city trucks used propane to lessen fouling of the air. Burbank began the draft of a tough antinoise law after a furor over Paramount Ice Cream Corporation functions. By October 1, 1971, the anti-billboard and outside advertising program of Burbank had led to 33 billboards coming down. Another 36 billboards were to be removed by December 31, 1971, and 172 more over seven years.

Burbank gave owners of the city's 10,000 licensed dogs one hour to clean up any nuisance committed by their pets or face penalties. The Burbank Ecology Committee voted in May, 1972, to disband and also to seek to become a committee of the Burbank Coordinating Council. Ten properties in Burbank in June, 1972, were named winners of awards in the 12th annual community beautification contest sponsored by Burbank Beautiful, Inc. Weed clearing, which cost \$51.20 a lot in 1972, was up from the average of \$47.20 per lot in 1971. Moreover, 323 vacant properties in need of weed abatement were a rise of 17.4 per cent from the 275 lots cited in 1971. Burbank Beautiful, Inc., in 1972 initiated a poster contest which had awards go into high schools for improving the city.

U.C.L.A. students were studying the Green Verdugo Hills, where once majestic oak trees were deteriorating. Water used by the city to irrigate higher elevations to give life to fire resistant plants, shrubs and trees was too much for the trees. U.C.L.A.'s School of Public Health on February 13, 1973, began a Smog Effects Evaluation Program (SEEP) by using 6,000 Burbank residents to check on breathing problems in an area of moderate air pollution. The program was funded by the U.S. Public Health Service through the National Heart and Lung Institute. Burbank was selected because "people in that area are fairly representative of the population of Los Angeles County," U.C.L.A. said. A resident would blow hard into a Breathmobile; the quantity of air they could get out of their lungs and how fast they could get it out was measured.

Burbank buildings were hard hit by the San Fernando Valley earthquake of February 9, 1971. Power in the city was cut from 6 a.m. to 7:06 a.m.. City generators vibrated badly. Reservoir No. 4 back of Sunset Canyon was being drained. Major structural damage came at Pacific Evangelical United Brethren Home. The powerful earthquake

jolted Southern California and cracked the Van Norman Lake Reservoir of Los Angeles City above the San Fernando Valley. Charles George, 21, of Burbank, died in the quake's ruins at Veterans Administration Hospital at Sylmar.

Burbank sent 5,000,000 gallons of water to the aid of the City of San Fernando, badly stricken by the quake. The Adult Education Center was so damaged that it had to be demolished. Burbank applied to the federal government for reimbursement of about \$100,000 worth of earthquake damage to public property and also to cover emergency help and equipment dispatched to aid others. As the reports of damage piled up, the total rose from \$1,000,000 to \$6,000,000, \$3,500,000 of it to private property, including that of Lockheed. But federal earthquake aid of \$2,700,000, mainly for electrical generating damage, remained uncertain.

### LAND AND BUILDINGS

The Verdugo Mountain backdrop of Burbank, which since it was above the water line escaped subdivision for years, gave Burbank "breathing room" which could be made use of in a rising mass leisure age by 1970, as Lesure in "All About California" remarked. The rolling hills also aided. Such land as 512 acres of the old Villa Cabrini Academy property was also part of the negotiation for recreation use.

Burbank into the 1970's remained a city of home owners; but apartment construction did not halt before the fact that more than 75 per cent of families owned their homes. True, by 1972 more than 450 homes, new in the Verdugo hillside, cost from \$42,000 to \$60,000. But the 8 to 10 unit apartment was very much a central feature of the new Burbank. Building valuations moved down to \$14,211,260 for all of 1972 from \$20,824,343 for 1971. Building in 1972 was in a sellers market, with approximately \$40,000,000 worth of property sold, compared to \$29,500,000 for 1971.

The census of 1970 showed that housing costs from 1960 to 1970 rose by 39.3 per cent while average rent rose from \$87 to \$120 a month, a 38 per cent gain. But perhaps more important in an age of ecology, ten awards for beauty went to buildings in Burbank in May, 1972. In April, 1972, the City Council made the Verdugo Foothills off-limits to condominiums or other high-density housing, when a proposed 301-unit condominium worth \$10,000,000 on 50 acres was rejected. Burbank proposed raising building permit fees on more costly work some 35.8 per cent by 1972, to keep costs in line with those of Los Angeles and Glendale.

Canaveral International Corporation of Florida bought up 600 acres of hill land for possible use as apartments and recreation area for \$1,600,000 in July, 1972. A complex of buildings on the Golden Mall was sold for more than \$1,250,000, in a block purchased from Addison Sence Properties, Inc. Kim Oviatt, grandson of Ray Sence who had started amassing the land holdings, said that the block included Burcal's Department Store, See's Candies, Morey's Shoes, Morey's



Boutique, the Addison Hotel, and parking facilities. Apartment buildings found new supporters, as with Herbert Vincent, president of the Burbank Board of Realtors.

Smaller homes and even smaller multiple-unit dwellings could no longer pay their way; and only larger complexes of multiples could--as money for financing was available only for such units. Taxes drove people to build apartments, as raw land costs rose. Land was selling at about \$3 a square foot for an R-4 property; but at that price you could not buy the land and rent units for \$100 per month. As a result the 30-unit building was becoming the economic minimum in size to meet land costs and parking requirements. A larger complex could buy up two or three adjoining lots or provide subterranean parking, not feasible for an eight-unit multiple. The Villa Cabrini school site was considered a possible base for a 900-unit condominium.

### INDUSTRIAL GIANT

By the 1970's Burbank, for all the complaints about the need for diversification, rested its magnificent industrial base on aerospace, films and television. Of 1,276.2 acres zoned for light and heavy industry only 2 per cent was vacant. Prices ranged up to \$3.20 a square foot on level terrain. The Burbank Industrial Directory in 1970 listed 137 different classifications and 400 well diversified manufacturing plants, with industrial payrolls by the next year moving to \$279,949,496 and probably in excess of \$300,000,000 by 1973. Beyond its own work force, Burbank drew in from other areas a minimum of 11,000 added workers and as many as 16,000. Burbank operated like an industrial city twice its actual population size.

In 1970 the plant of the historic Moreland Truck Company, first real factory in Burbank in 1917 (it went out of business in 1940 when wartime shortages ended truck production), was bought by Menasco Manufacturing Company. Burbank Redevelopment Agency was working to double available industrial acreage. Land demand for industrial use was so high--in view of the excellent labor force in and around Burbank--that the city could immediately sell any land it bought. Technique was Burbank's most important product, a commentator observed.

In the aircraft and space fields Burbank remained a national leader. Lockheed, the largest employer, had more than 25,000 employees in plants on more than 2,000 acres of land. Its commercial aviation work was improving in relation to its military work, and more than \$100,000,000 were committed in a four-year expansion program including 1,500,000 square feet of building. Burbank City Council, in a resolution, asked Congress to guarantee a \$250,000,000 loan to Lockheed, which directly employed 23,308 residents, had an annual payroll of \$30,000,000, and offered work to 490 supplier plants which had another 2,300 employees. Lockheed paid \$740,209 in city taxes during fiscal 1970-71 and another \$7,767,659 in taxes to the school district. When England's Rolls Royce engine firm delayed in delivering jet engines for the L-1011, Lockheed was forced to lay off more than 8,000 employees. On August 1, 1971, Lockheed won a federal loan guarantee and began

rehiring 200 persons a week. Lockheed named Robert A. Fuhrman, 46, its new president for Lockheed-California in November, 1971. The first was but 300 employees away from a new job peak for peacetime production.

Lockheed predicted 575 TriStar sales over the next decade. Some 15,000 people at Burbank and Palmdale worked on the huge airship. Lockheed's commercial business in 1972 approximated \$445,000,000, highest level in the firm's history. Nearly 20 per cent of the company's 1972 total of about \$2.5 billion in sales was in commercial work, four times the commercial sales of 1971. This was part of a five-year campaign to re-establish Lockheed's position of preeminence in commercial aviation and nondefense markets. Nearly a third of Lockheed's labor force, more than 22,000 of 70,000 employees, was now working in nonmilitary or civilian programs.

Zero Manufacturing Company, headed by Howard Hills and John Gilbert, completed its 21st year in business at Burbank in 1972. Zero, which employed more than 1,000 people mainly in packaging systems, was one of the largest firms in California to adopt the four-day work week of 40 hours. Burbank-based Axial Corporation and Sierracin Corporation agreed in principle to acquisition of Axial by Sierracin in 1972. Menasco Manufacturing Company of Burbank in February, 1973, went on the New York Stock Exchange. It listed 1,936,610 shares of common stock previously traded on the American Stock Exchange. Weber Aircraft Division of Walter Kidde & Co., Inc., headquartered in Burbank, was in its third decade as the nation's largest single source of commercial aircraft interior equipment.

For years an aura of glamour hung over Burbank from its extensive motion picture work. Disney Productions was a world leader in family entertainment and recreation. From its Burbank headquarters since 1939 it had headed a steadily rising stream of activities including film distribution, Disneyland, Celebrity Sports Center and the Disney World in Orlando, Florida, plus publishing and licensing books, music, recordings, comic strips, and other merchandise. To its 1,150 employees the studio was known as "the campus." Main intersection on the studio grounds, 44 acres in all, reads: "MICKEY AVENUE AND DOPEY DRIVE." These were the "stars" who built a film and television and entertainment colossus.

Donn B. Tatum was named chairman of the board of Disney Productions in December, 1971. Roy O. Disney, brother of the late Walt Disney, died at 78 in 1971. Disney Productions planned a new six-story structure in Burbank in 1972 to house all its major activities. Disney Productions produced revenues during 1972 of more than \$320,000,000. Disney entered 1973 to celebrate its 50th anniversary on October 16, 1973 and 34th in Burbank. Walt Disney in 1923 had signed his first contract, to produce "Alice Comedies" in California.

Restructuring of Warner Brothers Studios came in January, 1970. But a new three-story building to contain 75,000 feet was planned for 1972. Frank Wells was named president and chief operating officer of Warner Brothers, Inc., replacing Richard Zanuck, in July, 1972.



Meanwhile, Columbia Ranch of 40 acres was going through great changes. Columbia Pictures Industries, Inc., joined Warner Brothers on June 3, 1971, in the use of the Warner's lot in Burbank. The plan was for Columbia to abandon its Hollywood lot by 1972 and combine production in Burbank, to cut the large fixed cost of a major studio. The Columbia Ranch in Burbank could be used for other purposes.

Ranking high as one of the epochal film contributions to Burbank was the creation in Spring, 1972, by Warner Brothers and Columbia of The Burbank Studios, the new combined name. Once it entered The Burbank Studios with Warner's, Columbia began selling its old Hollywood holdings. Now both companies began renting costumes, cameras and anything else needed from Burbank Studios. Jointly, Columbia and Warners invested more than \$3,500,000 to modernize. Alone neither could have afforded the move. Some equipment was to do night and day duty, such as sound stages for film work in the day and high-fidelity phonograph record cutting at night. All 27 of the Burbank Studio's sound stages were in use in Summer, 1972. Fifteen different TV programs were being filmed; some 2,000 employees were working on the 100-acre lot, said Robert Hagel, general manager of The Burbank Studios. "There's not an empty stage on the lot," noted Hagel. "It's insane, but it's beautiful."

TBS was called "the tremendously successful corporation" by Gerald K. Smith, business representative of International Photographers Local 659, International Alliance of TV and Stage Employees. Smith explained that TBS is "a service-type operation. It's a facilities rental operation that handles all below-the-line costs by supplying the basic crafts." In effect, this put Warner's and Columbia out of the studio business but kept them in it as owners of TBS and producers of film. The result was a vast increase in work.

Of Columbia closing out its location in Hollywood and shifting to TBS in Burbank, Smith explained: "It's making rental in the Valley better, is providing more employment in the area and is increasing the population." Many employees of onetime more active MGM and 20th Century Fox showed up at TBS and Universal Studios nearby ready for work. TBS, like Universal, was to offer tours of the huge studio grounds; tourism paid off. Leading conductors were using TBS's sound scoring complex, rated the finest in the world, by February, 1973. More than 100 performers could be accommodated in the complex at one time. General Manager Hagel noted that the \$1,000,000-plus complex was designed and equipped for film, television and record recording. Such top conductors as Henry Mancini, Burt Bacharach, Fred Werner, and Roger Kellaway were using the facilities.

Great as the television production of Disney and TBS was, NBC was just as busy. In February, 1970, NBC planned a \$1,600,000 expansion, including a 125-foot, three-story addition to the administration building. The Burbank plant on 48 acres and with a 1,500-person staff, was responsible for more than 80 per cent of the regular TV programming seen on NBC. NBC-KNBC Burbank studio facilities in 1973 were called the largest TV broadcasting capabilities in the world. Live, film and tape coverage by KNBC went on all over the world. By 1973 KNBC (Chan-

nel 4) had been on the TV air for 22 years (since 1951).

In other spheres Burbank, the onetime food producer on farm lands, was still active. Food products were a major industry, led by Adolph's noted for a meat tenderizer, the American Biscuit Company, Baskin-Robbins Ice Cream (the first "31 flavors" store began in Burbank), and Weber Baking Company. In December, 1972, Baskin-Robbins Ice Cream, Inc., which operated nearly 1,300 ice cream specialty stores, began a new training program for store owners.

The 1972 golden anniversary of Burbank Canning Company (renamed from McKeon Canning Company in 1956), headed by W. H. "Wally" Gallup, general manager, recalled that the business was built on a crock of beans. Popular favorite of the half-century young firm was Burbank Brown Crock Baked Beans, with a resealable twist-off lid and a new timesaving stacking feature.

#### BUSINESS FACES THE 1970'S

Businesses held firm in Burbank in 1972, despite inflation. But expansion room for the existing firms and new ones which wished to use the great labor pool of the Valley had to be found. The Redevelopment Agency was working on the industrial triangle beside the airport and a city center project. "For the first time in history, there are sizable tracts of land within the city center project available for development," Don Christiansen noted. Some land was made available where public school buildings had to be removed because they could not meet earthquake safety standards. Many businesses from supermarkets to specialty shops were upgraded.

In the 1970 census median family income at Burbank reached \$11,502, compared to \$10,972 for Los Angeles County, \$10,535 for Los Angeles City, and \$8,803 for San Fernando. Burbank had 4.6 per cent of families below the poverty level of \$4,000, compared to 8.2 per cent for the county, 9.9 per cent for the city, and 12.3 per cent at San Fernando. Burbank had 29.9 per cent of families with incomes above \$15,000 while the county had 28.4 per cent, Los Angeles City 28.1 per cent, and San Fernando 19.2 per cent.

Retail expansion was coming in the 1970's. Plans for a \$20,000,000 33-acre regional shopping center to be called Burbank Plaza, beside the airport, were announced in January, 1970. Residential opposition blocked the project in July, 1970. Burbank Planning Director William Fromm noted that strip or ribbon type use of shopping along a street was not reaching its potential when compared to shopping centers with adequate off-street parking. Seven different proposals to improve the Golden Mall were part of the report in April, 1970, of Development Research Associates to Burbank city. Ed Troutner resigned as Golden Mall Coordinator in July, 1970; after two years on the job he was replaced by a public relations firm. In 1971 Burbank reached 3,000 commercial establishments.

Burbank's taxable retail sales rose from about \$75,000 in 1950



to \$161,784 in 1960 and \$220,703 in 1970, doubling, then trebling. In assessed valuation Burbank was exceeded by only eleven other cities in California--all larger than it in population. Assessed valuation for 1971-72 was \$351,325,495, which meant that with utilities the figure was closer to \$370,000,000. Exempt properties raised the tax base above \$400,000,000. In market value Burbank was worth roughly \$1.6 billion in 1972, the highest in its history. Yet its tax rate for residents was comparatively low. City investments paid interest which saved 17 cents on property taxes per taxpayer.

Financial Burbank saw the new Wells Fargo Bank open for business in Burbank on January 25, 1973, on the Golden Mall. Cost of the ultra-modern building was \$1,200,000. Surety Savings and Loan Association, the only such institution based in Burbank, celebrated its 48th year in the city where it had begun in 1928. Its 1973 assets rose to more than \$120,000,000 for its 20,000 depositors.

In employment the Burbank Labor Market Area for 1970, an overall designation that also took in North Hollywood, Studio City and Sun Valley, had a population of 270,000, or triple that of Burbank. The area was an "excess" employment segment, drawing in thousands to it for work here. Burbank's own employment for residents came to an estimated 35,700. Since the labor force totaled more than 60,000, given 46,000 employed in industry alone, a considerable draw of people from outside was being made. These used Burbank plants and streets and other facilities. Unemployment fell off in Burbank to 2,203 in June, 1969, but rose to 4,102 in Burbank-North Hollywood in August, 1970. The 1970 census showed that Burbank had 5.9 per cent of its labor force jobless.

Burbank city workers won more than \$1,100,000 in wage and retirement hikes for 1972; some ranged up to 12.5 per cent. More than 2,000 Lockheed workers demonstrated at the State Department of Human Resources on June 23, 1971, in favor of Lockheed's proposed \$250,000,000 federal loan guarantee. Burbank was to receive federal funds of \$517,300 under the emergency job program, it was found in 1971. Approximately \$6,300,000 in back pay was to go to Burbank workers at Lockheed as a court overruled the federal pay board wage freeze order for these workers in August, 1972. The pay board had disallowed a 17-cents an hour pay raise. By 1972 employment was healthier than in 1971 as more jobs were gained. But aerospace employment was going down in 1973 and was expected to fall further to the mid-1970's; after that a slow climb was expected. K. R. Kiddoo, corporate director-manpower resources for Lockheed, remarked that an end to the Vietnam war would not weaken Lockheed and related companies.

New federal requirements for equal employment opportunities for minority persons could oust Burbank's and other cities' present civil service procedures, City Manager Baker said in 1972. The Federal Equal Employment Opportunity Commission was forcing an end to civil service. Even counting women as a minority only 5 per cent to 7 per cent of Burbank's municipal employees were from minorities, compared to 18 per cent in Los Angeles County.

Unionization had spread in Burbank to construction, motion pictures, television, transportation and communication and automobile assembly. Partially unionized was electronics. But except for chain drug and chain grocery stores, retail trade was largely non-union as were financial institutions. The city negotiated wages with four organizations that represented the bulk of 1,200 municipal employees in 1971. Cost-of-living increases were built into agreements. The organizations were the Burbank City Employees Association, AFL Firefighters Local, International Brotherhood of Electrical Workers and the Burbank Police Association. In 1971 some 425 Menasco employees went on strike over a wage dispute.

Behind a new city employees group in the 1972 municipal primary election were the four city employees organizations. Jointly they created the City Employees Community Involvement League (CECIL) to ensure that residents would be "getting what they pay for" in government. City employees sought support for their views in the election. Director Gary Sutliff, president of Burbank Fire Fighters Local 778, said that its goals and objectives were to become actively involved in community affairs. William Buss was president of CECIL. Public persons were invited as associate members in the new body. The International Association of Machinists (IAM) reached its membership high of 23,972 in 1973, greatest since the Korean War 20 years before, in large part because of "accelerated hiring at Lockheed," James Quillin, IAM president, said. But organizational efforts were intensifying in other fields, especially white collar.



## CHAPTER 22

### FROM INDIAN VILLAGE TO WORLD CITY

Out of an historically brief past as Indian rancheria, Spanish rancho, Mexican ranch land, and American ranch, Burbank emerged in the 1970's as a world city. A true headquarters city has major operations based within it. But Burbank did more. It serviced the world with aerospace, films, and television. What is important about Burbank is that so much occurred in so little space across so little time to make it ten times as prominent in affairs as either its land area or population size would warrant. Yet even into the 1970's such was the attractiveness of the area that so formidable a film entity as Columbia moved its entire Hollywood base here.

With all its gains, including the great arsenal period of the 1940's, Burbank still had to operate to enable its people to survive day in and night out in a vastly changed world. No superior attempts to deal with urban problems were made by far bigger cities.

### PEOPLE MOVEMENT

The grade crossing of Southern Pacific's spur line tracks on Chandler Boulevard at California Street opened in April, 1970. At a cost of \$25,000 transit congestion was eased. The underpass at Hollywood Way and Empire Avenue, which cost \$2,800,000 was dedicated in June, 1970; a major traffic bottleneck beside world renowned aircraft plants was removed.

Burbank was under zero population growth in the 1970's. Where in 1971 Burbank had 1,137 births, in 1972 this fell to 1,006. In 1973 Burbank had 87,683 people, slightly below the 1970 census. The birth rate of 12.8 in 1972 was well under the national figure of just under 17 per 1,000 and had fallen 50 per cent since 1953. A death rate of 10 per 1,000 was slightly above that for the country.

Peter Marshall of England's Scotland Yard, on a visit to Burbank in November, 1970, said that he found its streets safer than those of New York. Police were giving out fewer traffic tickets in Burbank in 1971-72 as less traffic officers were involved. Ticketing fell from 31,701 during 1965-66 to 19,596 in 1970-71. In 1965-66 Burbank had 18 officers on motorcycles; by 1972 this was cut to six officers and one sergeant. Traffic accidents in 1972 reached 1,409, a 6 per cent rise in one year. While the increase was small, it was part of a 10-year trend up as officers had been reassigned to high crime areas from traffic patrol.

Bicycle accidents in Burbank rose more than 250 per cent in 1972 over 1968 and 154 per cent over 1971, as there were 4,653 accidents in 1972. In January, 1973, a grant of \$15,000 from National Safety Bureau funds went to teach senior citizens how to handle themselves in traffic. The Burbank Traffic Bureau taught 25 senior citizens at a

time how to cross streets safely, how to use reflective clothing, how to employ day and night visibility.

When some citizens complained about the short time allotted on parking meters, police began "feeding" coins painted yellow into the machines in 1970. Police public relations improved greatly, and no one could find a law against police meeting the meter time law while not giving out tickets for overparking. City Councilmen in July, 1970, initiated moves for a \$750,000 multilevel parking program on the Golden Mall; space for 160 automobiles would be provided in three years. A study by Parking Research Associates in 1970 showed that the Mall could use municipal parking structures to add 800 more spaces now and 800 within a few years.

A longer range view was to add 1,258 new parking spaces in town over a 10-year period. The parking district of 1970 had bonds for \$635,000 against it for all lots under the Parking Authority, which went back to 1958. Parking had become so important that by 1971 it was held not possible to get a loan for three stories of offices over a major new \$1,500,000 bank (Wells Fargo) unless adequate parking were guaranteed. Else a one-story bank would have been the limit.

Almost 500 persons were employed at Hollywood-Burbank Airport (HBA). As if to show how history buries its own foundations, by 1970 the Southern Pacific train depot at Burbank was boarded and locked and leased as an appliance warehouse. Only a very few could even see it as it was nearly isolated on an island created by train tracks and industry and overcrossings and the Golden State Freeway.

HBA planned a \$750,000 three-story parking structure in 1970. Half of Burbank's air controllers were out in a shutdown that crippled airline service nationally in March, 1970. Burbank's ordinance to ban jet takeoffs from HBA from 11 p.m. to 7 a.m. was invalidated by a court order. On June 16, 1970, Burbank formed a community noise abatement council. Previously, residents near the airport had formed the Burbank Anti-Noise Group (BANG). In July, 1970, the last after-hours trip of a jet plane ended at the airport under the city curfew. Meanwhile, HBA reached a record 1,318,805 passengers in 1970, countering the falling off at other airports. A new jet service of Continental Airline service began in August, 1970, to link Ontario and Burbank to San Jose, Portland, Oregon, and Seattle, Washington. By 1970 some 90 per cent of flights at HB Airport were general aviation, not military or commercial. A bomb threat forced closing of the airport on October 13, 1970.

From 1962 to 1972, passenger traffic at HB Airport nearly tripled compared to the 581,000 carried in the prior decade. Yet there were only 90 flights arriving and departing compared to 1,900 at Los Angeles International Airport. William D. Brodek, 50, became manager of HB Airport in December, 1972. He replaced Jesse Williams, 50, who had died of heart disease.

The security plan offered by HB Airport against skyjacking was rejected by the Federal Aviation Administration on January 4, 1973. Baggage search procedures had already been instituted. FAA insisted



on guards at each boarding gate, not merely at the holding room and search area (concourse). One line, PSA, hired eight new employees to carry out baggage searches; cost was \$4,200 a month. Continental used ticket agents at first to conduct the searches. Burbank's airport jet noise curfew of 1970 during sleeping hours was backed by a government brief filed on January 12, 1972, with the U.S. Supreme Court. FAA was overruled by the Department of Transportation and the brief was filed. Inglewood, which was in a similar situation, was paying half the legal costs of Burbank's appeal to the Supreme Court; California attorney general's office also supported Burbank's appeal.

In the meantime a study projected figures of 5,000,000 passengers annually through the airport which, after Los Angeles International Airport opened, had dropped off greatly in 1946. It took to 1972, more than a quarter of a century later, for the airport to exceed 1946 figures. Passengers in 1972 totaled 1,450,000. Growth was about 12 per cent a year, following rebuilding in 1967, the year of a near-disastrous fire. At first Burbank police in 1973 were to serve as armed guards to prevent skyjackings at HB Airport; they were soon withdrawn. Federal marshals were used instead until local officers could be recruited and trained. Then on February 16, 1973, HB Airport entered into an agreement with the federal government under which uniformed U.S. Customs agents were temporary boarding officers on a reimbursement basis. Before the Supreme Court in February, 1973, Burbank's Assistant City Attorney Richard Sieg argued that the city had to protect its citizens from "noise pollution which invades the right of privacy." Burbank's curfew program to cut jet noise at HB Airport was declared illegal by the U.S. Supreme Court in May, 1973.

Flights in May, 1973, were connecting to the eastern United States, which made for a new position for the airport. Burbank city by July, 1973, spoke of purchasing HB Airport from Lockheed. The \$18,540 study over possible purchase was to be completed by June, 1974. Meanwhile, HB Airport reached a record total of 1.57 million airline and charter passengers for 1973, despite fuel shortages cutting flights. The count was a 6.5 per cent rise over passenger figures for 1972 and moved the airport into the top 10 per cent of commercial airports nationally. Before the energy crisis and airline strike late in 1973, volume was running nearly 10 per cent above 1972.

Burbank was to participate in a bus expansion by the Rapid Transit District in 1973. While three bus lines traversed Burbank, a minibus in April, 1971, was added on a six-month trial run by a Yellow Cab franchise. Minibuses carried 17 passengers each; they charged 10 cents each for most persons and 5 cents for senior citizens. Surety Savings and Loan Association started its own 14-passenger minibus service for senior citizens and city shopping areas in Fall, 1971. Five proposals for further minibus service in 1972 were studied. Burbank certified the West Coast Transportation Company as the second taxi service for the city, to compete with Yellow Cab Company in January, 1970. Where Yellow Cab had been operating 31 taxis, West Coast began operating 15. Rates were fixed by the City Council. West Coast sought new rates of 60 cents for the first one-sixth mile and 10 cents for each additional sixth, plus \$6 an hour waiting time in September, 1972.

Critics held that taxi service was "miserable." Other cab companies sought to enter the city.

#### CITY MOVES

A portion of Sun Valley was talking again of joining Burbank in 1973. Burbank sought a \$37,000 federal grant to aid in civil service job selection. Mrs. Marian Kendrick became the first woman to be named assistant chief deputy to a county supervisor, as she began work for Supervisor James Hayes, in 1973. Stephen H. Eberle became the new head of Burbank's bicentennial commission. The 70 persons working for the city under the Federal Emergency Employment Act faced a layoff in 1973 as funds were cut. Byron Cook was named Burbank Mayor in April, 1973.

The California Council on Intergovernmental Relations conducted a public hearing in Burbank in 1973 as part of a study of local government. Burbank approved its biggest budget in 1973, for \$46 million. City investments earned \$650,000 for fiscal 1972-73 and \$838,518 in all of 1973, saving \$16.50 on each tax bill. Burbank in 1973 was seeking a new city seal emblematic of its new functions. Burbank officials recognized that some of their number might be on a collision course with the 1973 full disclosure law of California.

Ecology students at Luther Burbank High School helped clean up the Golden Mall in 1973. The U.C.L.A. smog study by July, 1973, reported breathing trouble in 17.5 per cent of Burbank persons tested.

#### ECONOMIC BASE

In a rebuttal to a Wall Street Journal article, Burbank chamber heads declared that Burbank was not a ghost town and business was good. An agreement to redevelop 115 acres of downtown Burbank in a \$300 million program was made with Robert Muir in 1973. William Pereira Associates was to design the new City Center proposed. Such rebuilding could add \$16 million a year to city coffers.

The energy crisis of late 1973 had enormous repercussions on industrial Burbank. By 1974 Lockheed had cut 2,500 workers, or 10 per cent of its labor force. Pacific Airmotive Corporation planned to lay off 300 persons, or about a third of its labor force, in early 1974. Meanwhile, the cost of living council in December, 1973, had ordered back pay for Lockheed workers, amounting to \$6.3 million in all or about \$350 an employee. In January, 1973, Wells Fargo Bank opened in Burbank. Multiple units by 1970 made up 40 per cent of all units in town; high-density housing was expanding and months went by without a single separate house going up. Burbank by April, 1973, had 23,844 single family homes and 12,318 multiple units or more than a third in apartments.

At a cost of \$196,800 Burbank was considering purchasing three industrial plots to make room for industrial expansion in 1973. Lock-



heed won a \$222 million plane order for 35 additional Lockheed S-3A Viking antisubmarine aircraft for the Navy. Lockheed got federal approval for borrowing \$20,000,000 from banks, which saved 27,000 jobs in April, 1973. Lockheed bought 2.9 acres of land in the Burbank Industrial Redevelopment Area in July, 1973. Howard Hughes' \$100,000,000 loan to Lockheed in September, 1973, had a major impact. Lockheed gained \$168,000,000 firm orders for aircraft in September, 1973. D. O. Woods, 58, was named to head Lockheed-California Company in December, 1973.

Lockheed Shipbuilding and Construction Company and its tunnel project manager Loren G. Savage were found guilty of 17 tunnel workers' deaths of 1971 by a court in 1973. Gross negligence and safety code violations were charged. The June 24, 1971, explosion in the tunnel could lead only to a fine for Lockheed.

Disney Studios produced revenues of more than \$320,000,000 in 1972, as it prepared for its 50th anniversary in 1973. A new \$157,000 building was going up in January, 1974, at Disney Studios to house a museum for the Disney enterprises. The Burbank Studios in May, 1973, announced that they would not sell the 38-acre Columbia Ranch property, up for sale since 1971. Burbank resident Robert Knudson won an "Oscar" in 1973 for the best sound, for the film "Cabaret."

In television NBC-Burbank in 1973 had the world's largest broadcast facilities. Protesters marched on NBC in February, 1973, against what they called the "sexist" Dean Martin TV show. Bob Hope was made an honorary Burbanker in March, 1973. Glenn Strange, bartender-actor on "Gunsmoke" on TV, died at 74 in Burbank. Disney Studios for the first time permitted four of its motion pictures to run on NBC-TV as specials.

The Golden Mall had sales in 1972 of \$19 million, well over the \$16.2 million of the first year of operation in 1968. A \$1.6 million shopping center was approved for San Fernando Road in December, 1973. Burbank tax collections for 1972 came to \$11,594,475, slightly under the \$11,789,197 of 1971. California state distributed \$7,445.84 in returned tax fees to Burbank for 1972, \$63,205 in highway user taxes and \$12,109 in cigarette taxes. While the tax rate went up to \$10.83 per \$100 of assessed valuation for 1973-74, Burbank homeowners were to pay an average of \$489 in taxes, down \$85.75 from the prior year as the state raised the homeowners exemption. Burbank living costs for 1973 rose by 7.8 per cent with food prices alone rising 21 per cent.

#### UTILITIES

In 1970 Burbank was considering joining with Pasadena, Glendale and Los Angeles in building a natural gas pipeline to end dependence on Southern California Gas Company. The move was also designed to cut pollution in creation of electric power.

Burbank received electric power from Oregon on May 22, 1970, through the Pacific Intertie System. The power came from the Columbia River and totaled 50,000 kwh of power. Burbank's share of the 858 mile

long line was \$8,000,000. Power from the line could meet Burbank's electrical needs which were rising about 10 per cent each year. By 1971 capacity was 200,000 kwhs in Burbank; a \$6,500,000 project would expand this by providing two new generators, both smog free, to offer 22,000 kwh of power. However, power from the northwest was saving the city from \$6,000 - \$10,000 a day over costs of generating its own electricity. Addition of two gas turbines plus power from Hoover Dam and the Pacific Northwest could provide sufficient power for Burbank through 1978. The power flow was disrupted when the 1971 earthquake destroyed the Pacific Northwest Intertie converter station at Sylmar. Partially restored, the electric transmission resumed in 1972. Rebuilding the facilities cost Burbank \$1,000,000; in the meantime Burbank had to use more expensive fuel oil in its own steam and gas turbine generators. Then the energy crisis broke in 1973.

Big Boy, a \$2,200,000 Pratt & Whitney jet engine, began powering Burbank's newest gas turbine electric generator in July, 1972, to produce 23,000 kwh as its shares of the plant's daily output of 170,000 kwh. The new engine raised peak capacity to 220,000 kwh, enough to meet estimated peak demand of 188,000 kwh in August and September. By December, 1972, about 20 per cent of Burbank's electrical energy needs were supplied from Pacific Northwest Intertie.

Burbank sought to reduce electricity consumption by 15 per cent in October, 1973. Burbank ordered a severe energy cut in November, 1973, of as much as 10-12 per cent for major users. The war memorial torch at McCambridge Park was blacked out because of the energy shortage in November, 1973. Night sports were to be cut or eliminated in the energy crisis. A Christmas home lighting contest was canceled. Outdoor advertising signs were added to blackout rules in Burbank in December, 1973. Burbank in 1974 sought fuel independence in conjunction with Glendale and Pasadena by the use of geothermal energy. Compliance to city energy cutbacks had been running well, 22 per cent below prior months.

Burbank City in April, 1973, was remarking a severe energy pinch as seven oil companies did not bid on supplying the city's vehicles with fuel for the coming fiscal year. Burbank had been paying 20 cents a gallon for premium fuel for its 10,000 gallon tanks. By December, 1973, Burbank had found 1.27 million barrels of fuel, enough for a year's supply, at \$5.47 per barrel, below what the city had been prepared to pay. Still gasoline costs for the city went up as much as \$100,000. Energy shortages were cutting into traffic at Hollywood Burbank Airport.

In water pumping Burbank was receiving but 40 per cent of its total supply from wells and the other 60 per cent from the Metropolitan Water District by November, 1970. In a longterm court suit the courts found for Burbank and against Los Angeles but set a limit on how much water Burbank and other cities could pump. Before the ruling the proportions of well versus MWD water were reversed. Burbank was paying \$13,000 to Engineering-Science, Inc. to aid in determining how reclaimed water could be used to irrigate 1,000 hillside acres the city wished to plant with fire retardant bushes. In October, 1972, Burbank picked



up two valuable privileges of pumping underground water at "a bargain." One was from underground basins of William O. Bartholomaeus and the other from Mrs. Ellen S. DuBoise. Each had a yearly pumping right which had to be exercised or lost.

Then in December, 1972, the 17-year-old court suit, begun in 1955 by Los Angeles, saw an appellate court reverse a 1968 trial court judgment and rule against Burbank, Glendale and private parties. The decision could mean \$12,000,000 in more water costs than Burbank had had up to 1972. The appellate court ruled that the lower court had failed to follow earlier Supreme Court judgments on the issue; one was made as early as 1895. Burbank was granted a new hearing by order of the California Supreme Court in the dispute in March, 1973.

A \$1,000,000 grant from the U.S. Environmental Protection Agency in December, 1972, went to improve Burbank's water reclamation plant. State funds were to be added to the \$396,547 the city set aside. The plant had a capacity of 6,000,000 gallons of sewage treated per day. Burbank's oldest active well, in operation from 1938 on, was still active in 1973.

Burbank in 1973 had an average of 84.3 phones per 100 persons compared to 7.8 per 100 in the world as a whole.

#### FIRE, POLICE, COURT, POST OFFICE

In fiscal 1969-70 firemen responded to 1,725 calls, up from 1,447 the year before. On June 11, 1970, Burbank firemen won a 5.5 per cent increase in maximum scale, a 5.5 per cent across the board raise, and a cut in hours from 63 to 59.7. Burbank Fire Fighters Local 778 signed a contract with the city. In 1970 the department had 32 vehicles, 130 total personnel, and one of the highest insurance ratings in the U.S. as a Class 3A city, which meant great savings to property owners. Firemen also helped educate school children in a Fire Prevention Composition and Poster Contest. Columbia Ranch suffered fire losses of nearly \$2,000,000 on January 30, 1970, when 17 movie sets, including a western film town, were wiped out. In April, 1970, another fire at the Ranch cost \$120,000. A third fire in August, 1970, saw an acre of the Ranch burned.

Yet other fire losses declined for the year. Manpower shortages in 1971 saw firefighting equipment temporarily out of service some 73 times during the year; illness, lack of replacements, and budget economies made for the deficiencies; other stations were able to make up for this.

In 1972 the fire insurance industry resurveyed Burbank's fire defense capabilities; the move could save residents hundreds of thousands of dollars in insurance premiums. Also, the Fire Department budget could be cut and as much as \$2,513,728 in cuts were proposed in 1972 and 11.5 less firemen. But City Manager Baker held that insurance ratings were archaic and had the city been given the merited rating, it would have saved \$300,000 in insurance costs in 1971. To obtain a cut

in premiums of about \$350,000 yearly, Burbank Fire Department reinstated its platoon system in place of the personnel reorganization it had had.

At the same time the new integrated fire alarm and communications system made old fire alarm boxes obsolete. But people wanted them; a brisk sale of \$20 each for most boxes, \$25 for others and 14 out of 204 for \$27.50 each went on in 1972. Price of the new modern radio type box devices was nearly \$311,000, payable over ten years. Average response to a call was costing the city about \$150 to get men and equipment to the scene. In 1972 347 box alarms were answered and 238 proved false, or better than two-thirds. Some were overreaction by citizens, others by kids getting "kicks."

Winter fire inspections of Burbank churches began in January, 1973, as part of a semiannual inspection of the 45 structures to keep down serious church blazes. The program, which went back to 1956, had meant no serious church fires for 17 years, countering a national trend. Vacant as much as six days a week, old, and containing poor wiring, churches were often fire hazards. Burbank's 106 firemen were granted a pay raise in November, 1973, to increase their annual pay \$63,000. Fire losses in Burbank in 1973 fell by 50 per cent, to \$529,106, compared with \$1,002,997 in 1972. The difference was in several large building fires, since almost the same number of buildings were involved each year, 424 in 1972 and 423 in 1973.

While national crime rates rose, those in Burbank tended to lag far behind and nearly half the 144 police personnel had completed some college training required in police preparation. The 2,655 offenses of 1969 fell off to 2,454 in 1970. Suggestions for many changes came out of a two-year study in 1970. Burbank began eliminating the black and white police car; the all-white color for the 21-car fleet had a softening effect and made resale, after some 75,000 miles of use in a year, easier. By April, 1970, police were increasing the "ride-along" program. Residents accompanied officers in automobiles on their rounds. Now women and teenagers could go along. Burbank joined the Los Angeles Police automated want-and-warrant system in 1970; information on suspects or traffic records could be checked in 10 seconds. Burbank was to pay \$8,400 a year for the service, along with \$4,500 for the first year of operation.

A Burbank ordinance of 1970 prohibited display of female breasts and private parts of male and female. The ordinance banned topless bars. A \$10,000,000 smut film operation was disrupted in Burbank in October, 1970; a huge quantity of film was seized. A "beat-drugs" program was expanding in Burbank in November, 1970. In that month Burbank installed electronic security devices, including closed circuit TV cameras, electric eyes and other warning signals at City Hall, primarily to block possible action by radical groups. Also, thefts as at the Public Service Department were expected to be cut by such security measures.

Crime was down 8 per cent from 1970 to 1971. Major crimes were off 201 cases; however, petty thefts rose from 1,464 to 1,878 in 1970. Burbank approved a war on burglars through electronic means in the city's southwest section in May, 1971. The city applied to Califor-



nia Council on Criminal Justice for a grant of \$100,000 from the Federal Safe Streets Act funds. Twelve persons died from drug overdoses in Burbank in 1971. Bicycle use increased greatly in 1971 but bike thefts went up as much. Where in 1970 bike thefts averaged around 40 a month, in 1971 they were running beyond 50 a month and reached 70 in March. Bike thieves in the past had usually been youngsters; but with the higher value of bikes, adults were now operating the thefts. Police were 13 men short of their authorized field strength in July, 1971. Burbank police "meter maids" who kept checking on parking on metered streets were issued 24 dual-control cars in July, 1971, to ease checking and marking from the right-hand side.

Burbank Police Lieutenant David E. McIntyre returned in August, 1971, after 2.5 years as a police department reorganization adviser in Vietnam. He found much less crime in Saigon than in the U.S.; he noted that Burbank had more armed robberies in a month than Saigon in a year. Police were part of the new fire-and-police emergency alarm system which was to cost \$420,000 and require expenditures of \$550,000 for a decade. The entire old wiring system was to go underground. New alarm boxes went up on bright yellow pedestals with red and white markings for all 207 of the radio alarm devices in 1972.

When crime in Burbank fell off in 1972 to 3,622 major offenses from 4,177 in 1971, Captain R. J. Steckbauer noted that the ride-along program for citizens had contributed. Crime was down 12 per cent in that year. Operation Identification, a plan to engrave a driver's license number on personal property to make it readily identifiable in case of theft, began in Burbank in 1972. Realty firms bought 40 electric engraving tools and lent them to residents to mark property which then became hard for burglars and "fences" to market. A pilot program of more lighting to curb possible automobile and apartment house thefts in a northeastern section began in June, 1972. Since its formation in 1911 the Burbank Police Department had never had a Negro officer although several years before a black applicant had passed all examinations and was on the eligible list but failed to report when notice of his appointment was mailed. The department was seeking to recruit a few more police with Spanish surnames; four men of Mexican-Spanish descent were on the force. A black woman had passed examinations for the force but retained her county office instead.

Burbank police received more than \$17,000 in state funds to aid in training for 1972. Four attempts were made to bomb the homes of the City Manager, police chief and a city councilman in Burbank in 1973. A \$1,250 reward was offered for the arrest of persons having to do with the attempted bombings. Burbank police and federal narcotics officers confiscated \$200,000 in heroin in July, 1973. A \$4,000 security system was installed for Burbank police in October, 1973. A 20-person committee of Burbank band radio operators was being formed in November, 1973, to help police combat crime. Crime overall fell 12 per cent in Burbank in 1973, although violent crimes increased. Burbank Police cut patrol services over the fuel shortage and also reduced driving speed to 25 m.p.h. on patrol and 50 m.p.h. on emergency calls, except in a chase.

Nathan Acel, Burbank attorney since 1943, was appointed a Los Angeles Municipal Court Judge on July 23, 1970. Actor-war hero Audie Murphy, once he was cleared of charges of assault with intent to commit murder, said that his immediate plans were "to stay out of Burbank," in October, 1970. Murphy, who had ridden along with Burbank police on night patrols, was the most decorated soldier of World War Two. Burbank Bar Association led a move to increase from one to two Superior Court judges for the Burbank-Glendale area. Cost of a second court would run \$250,000 a year, including salaries of judge, bailiff, clerk, other court attaches, and incidental costs. With a backlog of cases of 16 months, Burbank Superior Court sought to speed up trials in 1971. As many as 20 trials a week were held. By May, 1972, Burbank-Glendale Superior Court had available an expert conciliation service for problem marriages. Ralph Foy, 67, and Dr. Elta Pfister, 67, both of Burbank, were named to serve on the Los Angeles County 1973 Grand Jury of 23 members in January, 1973. Superior Judge Thomas Murphy of Burbank began sitting in Department B in his home town in January, 1973. Marion E. Gobler of Glendale was appointed a Municipal Court judge to Burbank Judicial District in May, 1973.

For the fourth time in January, 1970, vandals bombed mailboxes in Burbank. In March, 1970, Burbank postal workers were ready to join a national postal strike. Burbank Postmaster R. L. Franzen retired in June, 1973, after 36 years of service.

#### FLOOD, SEWER, ANIMAL, RUBBISH

Burbank's master plan of storm drains was working well in the 1970's. Sewer plants had a capacity of 16,000,000 gallons a day with sewer connection charges as low as \$2 a front foot.

Burbank by March, 1972, began enforcing an ordinance requiring dog owners to clean up nuisances committed by their pets within one hour. Most dog owners were expected to follow that dog. Burbank's animal shelter was studying use of a tranquilizer gun for certain animal emergencies. Burbank voted a \$10 fee for unregistered dogs in 1973 and \$5 for registered dogs. Neighbors, as well as the City of Burbank, objected to the more than 400 "noisy" birds kept by Laure Haile, bird woman of Burbank, in 1973. The planners voted against this number of birds in a private home.

By 1970 Burbank was seeking to use one-man rubbish collection and selfloading trucks; it sought to cut pickups to five days from six, to make for a yearly saving of \$174,000. Burbank's longtime gravel pit, operated since 1936, was to be filled and used as an industrial site under a proposal of 1970. Burbank in 1971 studied commercial rubbish collection operations which assertedly could save up to \$200,000 annually in capital outlays. Still, in March, 1972, Burbank rejected a franchise to private rubbish collectors to handle commercial refuse and trash. Fully 2,000 of the city's 14,000 apartment buildings were involved. Private collectors held that the city refuse operation was trying to "steal" some of its commercial customers. Burbank had a \$237,000 deficit in trash pickups in 1973 and costs were possibly to



rise in the next year.

#### HEALTH

A Burbank firm, Electro-Medical Engineering Company, was the West Coast marketing agency in 1971 for Meditronic, Inc., largest producer of pacemakers for the heart in the United States. Meanwhile, a \$14,000,000 expansion of St. Joseph's Hospital began in September, 1970, to raise bed capacity from 368 to 567 beds. In April, 1973, St. Joseph Medical Center dedicated a \$16.3 million wing, with Cardinal Timothy Manning officiating.

More than 7,000 crippled Mexican children had been aided by a Valley airlift and the work of Dr. Robert Nichols of Burbank, who had treated the children over the years from 1961 to 1973. Dr. Nichols founded the Valley Orthopaedic Clinic in Calxico to do the work, with the aid of the Valley Airmen's Association. A new guidance center of the Burbank Medical Center opened on January 2, 1973. Funds of \$100,000 made the opening possible. Various psychiatric services were offered in the nonprofit center, previously located in Glendale. Medical patients were treated free; a sliding scale was used when a patient could pay, with the average charge being \$3. Burbank Community Hospital, oldest in the city, reached 114 beds in 1973; the fully accredited hospital, founded in 1907 by Dr. Elmer H. Thompson, had 170 specialists and general practitioners, and 300 full time nursing, technical and other personnel.

#### SCHOOL, LIBRARY, NEWS, RADIO

The 1970 census showed that Burbank had 12.4 median school years completed for adults, ahead of the city and county's 12.3. Burbank had 65.8 per cent of adults completing four years of high school or some college. While 26 other school districts in the county in 1969-70 had to borrow a total of some \$30,000,000 to meet their payrolls in 1970, Burbank schools had sufficient reserve funds to pay their bills. Enrollment in kindergarten through grade 6 in public schools slipped from 8,839 in 1950 to 8,615 in 1960 and 7,740 in 1970, as the younger population fell off.

In Fall, 1973, 13,769 students entered Burbank's 21 schools, 372 less than in 1972. This was expected, with a far lower birth rate, to fall to 12,049 by 1982 from the October, 1973, peak of 14,086. More than 1,000 pre-schoolers were in Children's Centers in Burbank in 1973. Burbank used state funds of \$53,365 at Miller School to implement and upgrade instruction for 365 pupils. With federal milk subsidies removed, Burbank children had to pay 10 cents a half pint for milk in schools, double the 5 cents of 1972. More than 300,000 half pints of milk were served to youngsters in 1972. Remodeling, refurbishing and repainting of Burbank schools cost \$203,974 in Summer, 1973, basically necessary work.

Burbank teachers, some 30 strong, marched in protest outside

the school district Administration Building on April 16, 1970. Villa Cabrini Academy officials placed the 30-acre school campus up for sale and more than 400 surrounding acres as well in February, 1970. For lack of religious personnel, the school had to discontinue operations after 40 years. The more than 400 students were absorbed in other parochial schools. On June 11, 1970, Villa Cabrini Academy closed down. The new California Institute of the Arts indicated that it sought to use the school buildings. Meanwhile, Burbank schools considered relaxing dress codes further; student pressure for lifting all rules on dress persisted. As for adults by 1970, they claimed that anything goes in the new school dress code. Burbank resident Robert Stein was named president of Laney College in Oakland in September, 1970.

Minorities in Burbank schools by Fall, 1971, made up 12 per cent of all students, up 44 in a year. Currently 1,552 Spanish surname students attended, aside from negroes, American Indians, Orientals, and other minority persons. In 1970 minorities made up 11.02 per cent of the student body. By 1972 elementary enrollment was down to 7,609 students. For all schools the enrollment was just under 20,000, about 22 per cent of the population. Some 80 per cent of Burbank's high school graduates continued on to college.

Burbank Board of Education held that its teacher pay was above average compared to 20 other school districts. A beginning teacher in Burbank was receiving \$7,727, fourth out of 21 school districts compared in 1972. After some years in teaching a teacher would place in the middle of the salary schedule for the 21 districts, at \$10,995. Maximum was \$16,454 or sixth of the 21 comparable districts. Between 42-43 per cent were at the maximum. The average junior high school teacher was earning \$12,089 and the average senior high school teacher \$13,748, while the average elementary school teacher was earning \$12,000. Burbank teachers asked an 8 per cent boost in salaries to meet rising living costs for 1973 and also an early retirement plan.

City Council by a vote of 4 to 1 favored the antibusing of school children bill sponsored by Assemblyman Floyd L. Wakefield to repeal Assembly Bill 724, in January, 1972. Burbank school administrators held that the state bill would not be effective here because local schools were in racial and ethnic balance and had been for five years. In Spring, 1972, Burbank adult school dropped the quarter system for lack of support. Presence of both the semester and quarter systems apparently confused students, who when polled preferred the semester schedule.

Evaluation of the efficiency of Burbank schools' 677 certificated teachers and administrators under the Scull bill went forward in 1972. An evaluation district committee was authorized. A 43-member steering committee of teachers and administrators made recommendations. Turnover within the 573-classroom teacher staff was cut in 1972 to 5.4 per cent; 31 new teachers were hired. Teachers sought a 3.9 per cent salary increase, and more than double that in 1973. Budget for 1972-73 was \$10,000,000. Burbank participated in the hiring program of the Emergency Employment Act (EEA) by maintaining in employment 83



persons in the schools and city. In September, 1972, Burbank schools signed a new four-year contract with Superintendent Dr. Robert E. Shanks; a \$1,500 raise brought his salary to \$34,500. A questionnaire by the schools showed that there was much agreement on improvements in handwriting, spelling and grammar. Students emphasized more physical education and sports.

By 1973 schools were doing more in reading instruction with individual work. The South West Reading Lab (SWRL) learning mastery system of individual work in reading and math was given. Burbank Retarded Children's Center celebrated its 10th anniversary on February 13, 1973, with showing of the special film, "Graduation."

The library had 236,019 volumes by 1970, 18 times the 1939 total. Circulation rose to 635,901 or about five times the 1959 figures. Just under five books per resident were circulated a year. However, as circulation was falling at North Glenoaks branch, in February, 1970, city councilmen indicated that they might not renew the \$2,340 a year lease on the structure; it housed 20,000 books.

Thefts at the library reached the point where in 1972 it was proposed to install an electronic detector at a cost of \$5,000-\$6,000 to save money on lost books. Even large encyclopedias were being stolen; rental book losses ran to 20 per cent. City Librarian John Jolly resigned his post effective July 15, 1972, having served since 1968. Burbank's third permanent library building was dedicated in October, 1972. Construction cost \$188,340 for the Northwest Park Library; it began with 30,000 books, taken from the West Burbank Branch Library, which it replaced.

A record 1,132,425 persons viewed library films in 1972, ten times the 1962 figures. Burbank library proposed a \$699,483 budget for 1973, a rise of \$15,000 for utilities and \$10,000 for books. New head librarian of Burbank was Ken Wilson, 48, named in April, 1973.

Jack Gruden was appointed acting general manager of the Burbank Daily Review on May 6, 1970. Lloyd R. Nicholson, 60, publisher and editor of the Review, died in 1970 of cancer. Gruden was named general manager. Terrence T. Donnelly replaced Carroll W. Parcher as publisher and editor of the Burbank Daily Review and the Glendale News-Press as of December 31, 1972. George A. Gunston was named executive editor in 1973. The Review had a 10 per cent circulation rise in 1972. James Copley, head of the 17-newspaper chain in California (including the Burbank Review) and Illinois was named Newspaper Publisher of the Decade by the California Press Association in December, 1972. He died at 57 in October, 1973. Writers and photographers of the Burbank Review won 12 awards in the annual Valley Press Club competition.

Burbank's ban on news racks anywhere on sidewalks except on the Golden Mall faced a higher court test at the end of 1973. Burbank (and Lynwood) were enjoined on January 24, 1974, from enforcing a city ordinance banning general use of newspaper sales racks on public sidewalks and other public property by Superior Judge Campbell M. Lucas. He held that the proposed ordinances were too broad and could infringe on constitutional rights to freedom of the press and expression. Burbank

Daily Review was associated with the suit brought by many newspapers.

Sale of KBBQ to Burbank Broadcasting Company for \$2,200,000 was approved by FCC in July, 1972. Fourteen Southern California businessmen were in the broadcasting firm, with former Governor Edmund G. Brown as their attorney. A \$1,000,000 budget was planned. The station, a 10,000-watt AM facility, was acquired in 1971. Gary Price, who had been with KHJ-FM as general manager, was named president and general manager. Radio Station KROQ (Burbank) promised in November, 1972, to donate receipts of a rock concert to the Southern California Council of Free Clinics. But the rock concert led to arrest or detention of some persons by police on various charges. Some 323 persons were arrested. Fully 32,000 spectators jammed KROQ's session at Los Angeles Coliseum in November, 1972.

### ORGANIZATIONAL PROBLEMS

Groundbreaking for the new \$1,200,000 Burbank YMCA came on June 1, 1970. Richard Rogan, Burbank attorney, in September, 1970, was elected a vice president of the California State Bar. In 1971-72 Burbank had 143 organizations and clubs. Magnolia Park's Exchange Club celebrated its first anniversary on January 1, 1973. Burbank Business and Professional Women's Club marked its 50th anniversary on January 4, 1973. Burbank Rotary Club celebrated its 50th anniversary in February, 1973. Paul Phillips became Burbank Chamber of Commerce president for 1973, succeeding Seb Sterpa.

There were but four more registered Democrats than Republicans in Burbank in January, 1970, 20,441 to 20,437. But in April, 1970, Republicans outnumbered Democrats in registration, 21,247 to 21,056. Onetime Lockheed chief of industrial relations, James D. Hodgson, 54, was named Secretary of Labor in June, 1970. In 1971 Burbank sought to have the legislature make Burbank a single political entity and end a split among three state assembly districts, two state senate districts and two congressional districts. Burbank Mayor Robert A. Swanson held that Burbank was a homogeneous community and needed a single political district. Threats of a recall over a dispute concerning the extension of Catalina Street were made in 1972. Democrats outregistered Republicans by 820 votes in 1972, 24,598 against 23,786.

Burbank had a 41.6 per cent turnout for the election of February, 1973, when 18,723 ballots were cast. Six faced a runoff for city council seats. Three new councilmen were elected in April, 1973, for four years.

To dramatize its Judaic-Christian heritage, the First Baptist Church in January, 1970, renamed itself the Inter-Faith Center. Burbank Rabbi Aaron Gold of Temple Emmanuel held that to permit teaching religion in schools would begin to destroy the peace that reigns between various faiths. An arsonist was sought in the fire which destroyed the First Christian Church in Burbank in February, 1973, and caused \$100,000 in damages. As they began rebuilding the church, people said: "We are the church and not the building." The



new Victory United Brethren in Christ church was dedicated by church officials in January, 1974, to replace the structure damaged in the 1971 earthquake.

Burbank Exchange Club in 1970 continued to run a monthly party for more than 100 physically handicapped persons, as it had done for 17 years. The program, which cost some \$2,000 a year, offered music and dances. A new Social Security office for Burbank was in the offing in 1971 and could serve 16,000 people. The office was a sign of how the senior citizen population had grown markedly. Many aged were deluging Joslyn Adult Center with requests for aid in 1973. A senior citizen organization similar to the Youth Advisory Committee was planned by Burbank in May, 1973.

The new Burbank Child Guidance Clinic, headed by Dr. Glen Roberts, began offering guidance and counseling to youth early in 1973. Burbank's four child care centers were imperiled when U.S. funds for them were cut in 1973. Their program need was for \$400,000.

Food stamps were neither handout nor giveaway in 1970, explained Henry Cline, Burbank district deputy director for Los Angeles County Welfare Department work. The program, begun in late 1964, was designed only to upgrade food intake of the poorly fed. Recipients had to pay a percentage in cash for the food stamps.

Burbank Human Relations Council held in Fall, 1970, that poverty and low income housing problems would continue to grow in Burbank unless concerted community action were taken. Kenneth E. Norwood, council president, noted that the chronic nature of poverty and poor housing made them centrally important. The report sought a minimum of 150 low cost housing units through the County Housing Authority in buildings of 20 units or less. Housing for the elderly, young and low income persons was deficient. The report held, "there are no ghettos in Burbank." But of 34,300 families some 3,600, or more than 10 per cent, were low income. As of March, 1970, 880 Burbank families received county aid to families with dependent children. A total of 2,217 persons were receiving old age assistance or aid to the disabled. Moreover, of 37,100 housing units, 20 per cent were considered deficient and 10 per cent substandard.

Film writers were picketing NBC-Burbank studios in a wage dispute in April, 1973. A Menasco strike idled 500 aircraft workers in May, 1973. A strike halted half of Pacific Southwest Airlines flights at Hollywood-Burbank Airport in November, 1973.

Burbank city workers in March, 1972, were taking courses in Spanish so as to help end a communication gap with a growing minority. Mrs. Otis T. Willson wrote the Burbank Review to ask why Burbank's "barrio" near Flower and Verdugo was not given some redevelopment attention to reverse blight. She pointed to unpainted wooden shacks crowded two or three on one small muddy lot, a substandard trailer park, dilapidated commercial structures and unkempt front and rear yards as marks of a ghetto.

Burbank offered an array of youth programs, including "Bridge,"

Youth Opportunity Center, and the Hap Minor Boy's baseball program. "Bridge," a youth-serving organization led by Mrs. Laura Tutich, wife of Police Captain Don Tutich, a board member, opened a new meeting place in August, 1970. The group began in May, 1969, to help teenagers. The Youth Employment Service, in financial difficulties since Spring, 1970, was expected to shut down in December, 1970, unless funds were contributed. The Burbank Youth Commission of the Burbank Coordinating Council put out a 1971 edition of its "Youth and the Law" which advised parents and youths on legal problems.

The nearly defunct Youth Employment Service in February, 1972, was being reorganized on a new basis as a nonprofit corporation; civic leader James Richman was president pro tem. A first year budget of \$5,000 was being sought. Youth leaders held in 1972 that youth can become a political force in Burbank and run a youth candidate for a City Council seat by 1973. Eight new members--four boys and four girls--were named to the Burbank Youth Advisory Committee for 1972-73 in Spring, 1972; they took the oaths of office. Mayor D. Verner Gibson named the eight from more than 25 applicants. Five students from Burbank and Burroughs High Schools appeared before the City Council and upheld accusations by the Youth Advisory Commission that the city erred in closing Stough Park on weekends in October, 1972. Officials cited assemblages of 150 to 300 youths and some older persons who created noisy traffic, hoodlumism, littering, bottle-throwing, vandalism, drug and liquor abuses, and stoning of police cars. Curfew controls were lifted at Stough Park in March, 1973, on weekends, only when youth demonstrate they will accept responsibility, the city manager held. Burbank's Drug Abuse Committee began a program to fight alcoholism among youth in Summer, 1973.

The 350-man 1st Battalion of the 160th Infantry from Burbank and Glendale returned on March 1, 1970, from riot duty at Santa Barbara. Burbank youth were finding legal aid in 1971 to avoid the draft; legal fees could cost \$350 or more. Ex-prisoners of war in Burbank for Marine Day in March, 1973, told of strain in Viet-Nam prisons.

Burbank Seneca Indian lawyer Fred Gabourio, 50, was called by the Justice Department to Wounded Knee, S.D., to help in negotiations there with Indians in March, 1973.

#### RECREATION

Burbank's dance program got under way in Summer, 1970, with all dances scheduled from 8 to 11 p.m. Admission was \$1 plus a Burbank identification card. Juleste (Jesse) Salve, Hawaiian-born dancer in top shows, opened his Salve Academy of Arts in Burbank in 1973. Burbank's liberalized dancing laws got their first test in August, 1973, when "The Stoned Crow" struck up the band at 9 p.m.

Burbank Art Association held its Spring Membership Exhibit in April, 1972, at Central Library; 15 artists won first place awards for their work. Four major cultural organizations in Burbank sought an increase in budget from \$21,000 to \$28,000 in June, 1972. Cultural



bodies of Burbank were allotted \$27,800 for fiscal 1973-74. They sought \$35,000 for operating expenses, the most ever sought in one year. One person held that his friends referred to Burbank as a cultural desert.

Burbank Civic Light Opera, in financial difficulties for three years, in 1970 was given \$1,300 by the City Council to help stage a musical play. The Opera had debts of \$3,438 at the beginning of the fiscal year. Dr. Pattee Evenson, conductor of the Burbank Symphony Orchestra, noted in March, 1970: "A musician is married to his work." The noted musician had played with the Minneapolis Symphony Orchestra, the Boston Pops and the Rochester (N.Y.) Philharmonic. Before being named conductor here Dr. Evenson had appeared as guest conductor of the 80-member organization in four programs. If the symphony charged for its programs, it would lose county aid, he noted. In all, the symphony association had 500 members, led by President Arthur Ehrlich.

Burbank offered a "Tribute to Walt Disney" parade, sponsored by the California District Exchange Clubs, in June, 1970. On March 18, 1972, Burbank held its fifth annual Marine Day celebration.

A sports complex for Burbank that could cost up to \$22,000,000 was discussed in a study of 1973. In recreation generally a \$400,000 and five-year golf course redevelopment program for De Bell Course was proposed in January, 1970. Phil Scozzola was named De Bell Golf Course professional in February, 1970. The new \$265,000 clubhouse at the course was dedicated in April, 1970. Three assistant pros and two starters were hired. A city subsidy of \$30,000 a year went to the course. But Scozzola employed and paid his own starters, a shift from prior arrangements which cost the city \$56,000 a year to six employees. First part of a \$500,000 improvement to De Bell Golf Course was to begin in May, 1974.

Once minibike trails were approved in 1970, they were to open in six weeks in Burbank park areas. Some 150 acres were set aside; a charge of \$1 a vehicle and 50 cents a rider was planned to make the plan self-supporting. By 1971 Burbank had to open the minibike and trail bike areas in the Verdugos to nonresidents--at the same fees. Breakeven point for the course was \$150 a month; minibikes ordinarily were not permitted on city streets.

A \$6,932,113 plan for the Verdugo Mountains regional park of 1,100 acres, to serve 850,000 East San Fernando Valley residents, was submitted to the City Council by the Planning Department in July, 1970. Federal funds were to help develop the park at a cost of \$952,074 and to improve Stough Park at a cost of \$250,039. A water reclamation program would cost \$4,480,000 and an associated program to expand the city's water reclamation plant, \$1,250,000. Of the total cost for what was called Ecoplan-Verdugos, \$4,288,435 would be sought from the U.S. Department of Housing and Urban Development and the Department of Interior. The city's share would be \$2,643,678. Of this some \$1,167,367 were currently in municipal funds, while \$1,476,311 would be financed later. The city would acquire 1,100 of the 2,100 acres of undeveloped land lying within the city and owned mostly by private

interests. Burbank agreed to consider combining properties in the Verdugo Mountains with Glendale and Los Angeles into a larger regional park. Private property in the area was appraised at \$1,000 to \$5,000 an acre. The entire idea was to maintain "open space land."

Meanwhile, Buena Vista Park was rejuvenated by October 19, 1970. Renovation work went on at 109,000 square feet of Verdugo Park, 40,000 on the Golden Mall and 18,000 at McCambridge Park. A plaque marked completion of a \$90,000 facelifting of Buena Vista Park in December, 1970. Extension of the park through property of NBC was to begin early in 1971. Construction on Northwest Park and Library began in late December, 1970. By March, 1971, the use of Burbank's minibike parks by some 110 people on Saturday and Sunday showed the possibilities of recycling. The park used was created from compacted rubbish and transplanted earth in the hills near Stough Park and Starlight Bowl.

Permission to use land beneath the overhead power lines along the Whitnall Highway for two long blocks south of Magnolia Boulevard for Burbank's first bicycle trail was received in April, 1971. As patronage fell off, the minibike course in the Verdugo Mountains was closed for the summer of 1971. Expenses of \$150 a month were not being met. William F. Keller, "father" of organized recreation in Burbank, retired in 1971 after 28 years of service. David Odell, 20, of Burbank, took a 2,025 mile walk with a 60-pound pack for four months on the old Appalachian Trail starting in November, 1971. The hike lasted 120 days. In 1972 Odell and three others set out for a 2,300-mile traverse of the Pacific Crest Trail.

Burbank held its first tennis tournament in May, 1972, to meet a need. The city had 33 tennis courts, 20 of them at schools, with little public use. Others were jammed all the time. A dozen more courts were required to meet a standard of one court for each 2,000 persons. Dr. Seymour Gold, professor of environmental planning at University of California at Davis, told Burbankers that neighborhood parks were far from dead in Burbank and were not being replaced by larger recreation centers. YMCA in Burbank began a course in survival for those using surrounding hills and mountains for hiking, backpacking and camping in 1972.

"Company House," a one-act farce, was presented in June, 1972, by the Players Theatre of Burbank at the Golden Mall Pavilion, with Donna Anderson as artistic director. A former bowling alley, the Golden Mall Playhouse was converted into a modern, air conditioned 230-seat theater by Walt and Pamela Gilmore and George Strattan. In October, 1972, Burbank authorized \$5,000 to build a bikeway system on surface streets. Meanwhile the system was to be brought into the Griffith Park bike system and use of flood control channels and power-line easements for bike riders was sought. Completion of a citywide bike route in June, 1973, topped a five-year plan of Recreation and Parks Director George Izay. The route, first for Burbank, stretched 19 miles and connected all 12 parks. Northwest Park opened on December 29, 1972. The 10-acre park, first major recreation project since 1960, cost \$342,000.



The \$179,000 first phase of redevelopment work at Stough Park was to begin by April, 1973. With one minipark near completion in August, 1973, Burbank was studying the possible purchase of another. Stough Park was reopened by Burbank city in May, 1973, but a midnight curfew was imposed. Hours there were cut to closing at 10 p.m. daily to reduce youth disturbances, in August, 1973.

Department of Housing and Urban Development approved Burbank city appraisals ranging from \$1,000 to \$5,000 an acre for land for the proposed Verdugo Mountains regional park in January, 1972. HUD granted \$489,902 to match the city's \$400,000 in bonds to finance purchase of all 13 parcels needed. Already in EcoPlan-Verdugos, a development conservation concept, were Brace Canyon Park of 10 acres, De Bell Golf Course on 103 acres, plus a 3-part course. The development plan was to produce an open space land program.

#### CONTRIBUTORS TO HISTORY

Burbank Kiwanis Club began a project to write, publish and sell a book on the history of Burbank in 1970; any money raised would go to help raise part of the \$10,000 Kiwanis pledged to the Burbank YMCA and Verdugo Hills Council of the Boy Scouts. Burbank vice mayor Dr. Jarvey Gilbert was reelected to a two-year term on the executive board of the Southern California Association of Governments in 1970. Mrs. Barbara Wollack was named Burbank Woman of the Year in 1970. Pioneer Burbank resident Mrs. Eva Fox, 104, celebrated her birthday with messages from both President Richard M. Nixon and Governor Ronald Reagan. Heidi Gearhart, 17, Burroughs High School senior, won the state finals of the Native Sons of the Golden West speech contest over students from 700 schools in May, 1970.

Former mayor and councilman Floyd Jolley died at 58 on August 27, 1970. Silent film star Louella Modie died at 74 in Burbank in 1970. She had played for the old KB studios and had joined Mack Sennett in 1915. She was also the first woman police detective for Burbank, in 1943. In 1917 Redbook Magazine had hailed Miss Modie as one of the most beautiful actresses of stage and screen. John Pastor, general director of the Burbank YMCA for the prior 11 years, was named Outstanding Citizen of the Year by the Burbank Board of Realtors in December, 1970. In 1970 Dena Marie Shepherd, the former Anny Song of Korea, had been adopted five years by a Burbank family and at 10 was one of the happiest of children.

James S. Allison, 53, onetime assistant personnel director of Burbank, was appointed Los Angeles County Registrar-Recorder in 1971. Mrs. Marguerite Fanning, postmistress of Burbank for the previous nine years, died at 63 in 1971. Comedian Bob Hope, who owned land across from NBC in Burbank, was talking in September, 1971, of building a museum there to house his thousands of mementoes. Dr. Jarvey Gilbert, Burbank city councilman and former mayor, put together a book, "Prescription for Living," from prescriptions he collected from hundreds of the world's great and near-great personalities. Gilbert had begun collecting prescriptions when he sought autographs for his three

daughters. Arte Johnson, TV star of "Laugh-In," not only wrote his name but also a little message in German which read: "We have ways to make you happy." From Mae West, Dr. Gilbert got this prescription for living: "Take it easy and you'll last longer."

City Clerk Marion W. Marshall retired on May 1, 1972, after 29 years of municipal service. Woman's Council of Burbank named Mrs. Peter C. Dent Woman of the Year for 1971. Outgoing award holder Mrs. James I. Detweiler presented the award. Five hundred visiting Marines helped applaud Karyn Wyatt as she received her new title as Miss Burbank of 1972. Miss Wyatt was to reign at Burbank night at Disneyland. Burbank's Bicentennial Committee was meeting monthly in 1972 to prepare plans for the 1976 national celebration; Joe Jordan headed the committee. Representative Barry Goldwater, Jr., actors James Franciscus and Dean Jones, and basketball star-turned-TV personality, Tom Hawkins, were several residents of Burbank and North Hollywood added to Who's Who in America for 1972-73. Among residents of Burbank listed were Allen Blair, Lee Grant, and John Myers. Onetime actor and stuntman Robert Strong was secretary-treasurer of the Chuck Wagon Trailers, a nonprofit organization of retired cowhands and film and TV cowboys dedicated to keeping alive the traditions of the Old West. One of the oldest CWT members was Captain Walter Field, 98, who had been in films before World War I.

Harry Richman, one of the top nightclub singers of the 1920's, 1930's, and 1940's, died in a nursing home on November 3, 1972, at age 77. For years he had resided in Burbank. His "Puttin' on the Ritz" theme was the most widely copied singing style by major entertainers. In 1966 the onetime boy friend of silent film star Clara Bow and pianist for Mae West, penned his life story, "A Hell of a Life." Mrs. Jane Teague of Burbank was elected 1973 president of the American Baptist Churches of the Pacific Southwest. George Cole, 83, former Burbank police chief and federal law officer, died on January 25, 1973. In 1973 85 years of Burbank history painted in oils on 50 canvases were to go on permanent display in City Hall. Mrs. Helen Deckert, president of the Burbank Art Association in the past and who had done several of the paintings in 1961, was surprised to learn they were going to be hung finally. Kay Mulvey (Mrs. Bernie Williams), for the last six years women's editor at Disney Studios, retired in 1973, a pioneer in her field.

Mrs. Avery Rosten was named Burbank Woman of the Year for 1973. Burbank residents Richard B. Williams and his wife Christine completed two years in the Peace Corps with a tour of duty in Micronesia. There he gave legal assistance and his wife taught in a community college. Former Mayor James Norwood, 81, died in October, 1973.

Great and small, known and unknown, thousands had contributed to Burbank history. Out of an Indian, Spanish, and Mexican past had come a world city in the present.



## CHAPTER 23

### THE CHALLENGE TO BURBANK

By 1975, three-quarters of the way through the twentieth century, Burbank faced--and faced up to--the greatest challenge in its history since it began as a ranch in 1866-67. A people shift drove down the number of residents. An economic change exposed the city to rampant inflation. The computer wrought its magic in speed and precision, but the promise of affluence and leisure did not end major problems. Many were worsened. But with all of them Burbank was doing well in circumstances unknown to prior people.

### POPULATION CHANGEOVER

Burbank was no Malthusian case of people overrunning land. On the contrary, while the population rose from but 2,913 people in 1920 to 90,155 in 1960, by 1970 it had moved down to 88,871. By January 1, 1974, county planners reported it at 84,472, considered low by Burbank's planners. By 1975, they found Burbank still had 87,649 people. Planners postulated that by 1975 one could show a descent to 86,044, by 1985 to 83,842, and by 1990 to 81,262.

Behind this lay important changes in the birth rate, which in 1974 hit a 30 year low, in line with a major national downward move. School authorities estimated that from 22.3 births per 1,000 living people here in 1963, the rate fell to 11.1 by 1972, or to less than half. By 1973 there were 1,057 births and 880 deaths. The death rate is running at about 9.6 per 1,000. Also new in-migrants were apparently entering with smaller families, while some who were leaving departed with larger families, in part to find cheaper housing elsewhere, as a top postal official, who had himself moved out, explained. Burbank was left with an older population; but older persons can be far more skilled and useful than was formerly supposed.

Within these population changes were others, as minorities were increasing. A buffalo feast was held in Burbank on March 31, 1974, to help raise funds for the American Indian scholarship. Burbank Latino Association sought more bilingual teachers' aides in elementary schools with a significant Latino enrollment. While Burbank's military contingent was low, nonetheless the city held its eighth annual Marine Day celebration on March 15, 1975.

A highly significant shift noticeable in the Burbank of the 1970's was that regardless of how large the population was, it had all the problems of cities with millions. In fact, the entire tenor of local history had changed; in place of tiny local events and incidents involving individuals, the personalities were increasingly more a showing of what was happening to thousands of others here and millions elsewhere. Burbank had become a microcosm of urban changes worldwide.

Women were receiving more recognition. Mary Greene was named Woman of the Year by the Board of Realtors. Woman's Council of Burbank in February, 1975, named Evelyn Johnson Woman of the Year; on the first ballot she was tied with Reba Yapp. Dr. Joan King, chief of medicine at Burbank Community Hospital, was named Woman of Achievement by Tri Valley District, Business and Professional Women's Clubs in January, 1975. Sister Georgette Jean, administrator of St. Joseph Medical Center, was honored as 1975's Woman of Achievement by the women's division of the North Hollywood Chamber of Commerce.

Among youngsters, Youth for Understanding sought city aid in hosting foreign students in Burbank homes in Fall, 1974. Burbank asked for county funds to aid social groups such as BRIDGE, a youth recreation and rehabilitation center, and also for a newly organized temporary aid shelter. Tom Miller, quarterback who led Burroughs High School to the CIF semifinals, was chosen as Burbank Daily Review's football player of the year in 1974. Youth job funds for the annual summer program were being sought by March 1, 1975, from county and federal funding authorities. Begun with the national Neighborhood Youth Program Corps in 1970, the youth program was employing from 150 to 200 students for some ten weeks.

#### THE CITY

Burbank the microcosm and vital center had a vast range of governmental moves going on which were symptomatic of the new age of the computer and affluence confounded by inflation. City investments for 1973 earned \$838,518, 42% above 1972's earnings, and enough to save the average homeowner \$16.50 on his tax bill. Vince Stefano was elected Mayor in April, 1974; he replaced Byron Cook. Burbank and Glendale agreed to mark their boundary with an ornamental sign at Glendale Boulevard in May, 1974; they shared the \$5,000 cost.

Burbank's computer, in use since 1966, was outmoded by 1974 and newer models were needed, faster and more efficient. By August, 1974, Burbank was to receive \$3 million in revenue sharing funds from the federal government. A deferred compensation program was established in September, 1974, for city employees to increase supplemental retirement benefits. The International City Management Association honored Burbank City Manager Joseph Baker for promoting the training of municipal government employees and coordinating energy conservation. Burbank applied for a \$55,000 federal grant to hire a science advisor to assist in geothermal and energy conservation programs.

Under the impact of inflation the city manager offered ways of saving more than \$7 million, with some reduction in personnel and services. Ora E. Lampman, former public works director of Pomona, was appointed Burbank's director of public works on December 31, 1974. He replaced Frederick Butcher, who retired after 14 years with the city. Burbank's revenues from taxes, fees and fines for 1974 rose to \$14,886,041, more than a half million above the \$14,354,941 of 1973.



By 1974, Burbank's Personnel Department noted a 10% reduction in personal injuries and a 30% decrease in vehicle accidents compared to 1973. The department received \$510,000 in federal funds under the Comprehensive Employment and Training Act of 1974. With 1,300 city employees on the job, Burbank's Information Systems Department so improved mailing as to save the city from \$10,000 to \$15,000. The system implemented the animal license billing system, the Burbank data dictionary, the deferred compensation pay plan and budget salary leaves system. Moreover, the team concept was extended among major departments in 1974.

Burbank's City Council opened 1975 by approving an 11% budget reduction of some \$5.4 million for the rest of fiscal 1974-75, chiefly through delaying development of geothermal power. A virtual freeze on new hiring, like the 1971 freeze, was begun in preparation for the 1975-76 annual budget. Fully 25 projects were delayed by budget cuts by February, 1975; still, 42 of 151 objectives scheduled were completed. Burbank voter approval of \$5 million in federal funds was rejected by the City Council on February 18, 1975, but councilmen favored applying for apportionments. Burbank was not getting its fair share of federal funds, the Southern California Association of Governments noted on February 27, 1975.

Burbank City Councilman Byron E. Cook and former Mayor D. Verner Gibson received the two highest vote tallies in the primary election on February 25, 1975, and were to face the third and fourth highest vote getters in an April 1 runoff. The other two qualifying were E. Daniel Remy and James W. Elter.

Beauty, poise and personality were to be the criteria for 23 young ladies vying on March 6, 1975, for the title of Miss Burbank 1975. Burbank received tentative approval on a \$70,000 grant for its science advisor to assist in geothermal development, in March, 1975.

### Plans Unfold

The Burbank Studios in July, 1974, suggested a moving picture theme for the Burbank shopping center redevelopment project. Burbank's redevelopment plan for much of the Golden State Project promised to upgrade land value an estimated \$4.5 million. The project of 1,113 acres continued despite the economic crunch. Begun in 1970, the project got under way with funds from a tax increment by August, 1972. By 1974, some 200 acres were being redeveloped. At the same time a City Centre Redevelopment Project was launched, with land purchases started in September, 1974. An 11-member advisory board was selected.

On its part the planning body noted more than 700 nonconforming residential uses, such as living above a store; phasing out of such uses went on in 1975. On its 17.1 square miles, or 10,954.9 gross acres, Burbank had 3,625.4 acres allocated to residential uses, 398.1 to commercial, 1,409.8 to industry, 554.0 to public and quasi-public uses, 2,914.4 to open space and conservation, 48.5 mixed uses, to give 8,950.4 net land area. The rest of the land went into 2,004.5 acres for streets and freeways.

## Voting

From July, 1911, when voters approved incorporation by 81 against 51, Burbank had by 1972 reached 51,452 voters, now including, of course, women and 18-year-olds. Democrats slightly led Republicans in the off-year count of March 7, 1975, 17,416 to 16,599 registered voters, out of 35,652 in all. In 1974, the registration had been 45,466. The American Independent Party in 1975 registered 136; miscellaneous, 30; and "decline to state," 1,471. In 1974, the Peace and Freedom Party had registered 43, down from its highest figure of 541 in the presidential election year of 1968.

Burbank city officials by October 17, 1974, had met the requirements of financial disclosure under a new state law. Fifteen officials filed conflict-of-interest statements with the county. In the November, 1974, gubernatorial election 29,705, or 63% of 46,894 registered voters, turned out. Republican candidate Houston Flournoy received 16,488 votes to Edmund G. Brown, Jr.'s 12,010.

Candidates for Burbank City Council, reports of February, 1975, showed, spent more than \$15,500 of the \$17,000 received in contributions.

## CONTRIBUTIONS TO HISTORY

In March, 1974, the Burbank Historical Society was conducting "Remember When" sessions, an oral history, with people at Joslyn Center. A search for the city's oldest resident and oldest native born was begun. A museum site was sought, including the second floor of the Central library, after an old depot was removed from consideration. Plans to incorporate the society in 1975 were forthcoming; president was Mary Jane Strickland. Burbank antique dealer Doug Humphrey bought the entire collection of Jim Jeffries' memorabilia from Knott's Berry Farm and offered to donate it to the Society when a museum was set up. A film about the post World War Two period was shown by the Historical Society in January, 1975. Meanwhile a Burbank city study backed a movie museum site in the City Centre Project on March 9, 1975.

Many a Burbank personage was making history. Steve Stimpson, who in 1929 got the idea for airline stewardesses, died in Burbank in January, 1974. At the age of 97, Antonia Labadie Romero, honored at Joslyn Center, was more active than some of her five surviving children (out of 10). Dewey Kruckeberg, former head of Burbank Parks and Recreation Department, died November 15, 1974. Myrtle Van Degrift reached 100 years of age on February 12, 1975, and was told by her doctor to quit raking leaves. Guy "Bud" Edmund Bohan, longtime auto leaser, died at 68 on March 1, 1975. Ronna Rollins, 20, a legal secretary and former Miss Studio City, was crowned Miss Burbank 1975 by the outgoing queen Helen LaDonne on March 6, 1975.

Burbank's entry in the Pasadena Tournament of Roses won a second place award on New Year's Day, 1974. Some 10,000 people attended Burbank's Marine Day fete on March 17, 1974. Success of the first



annual Latino Festival at Burbank's McCambridge Park in June, 1974, assured its continuation, sponsors held. Some 70 groups planned exhibits in the Burbank Community Fair to be given on the Burbank Studios Ranch (formerly Columbia Ranch) grounds. Fire in September prevented the Fair from going on. Miss Peggy Lamb, 20, was named Miss Marine Day from a field of 20 candidates in March, 1975.

## THE ECONOMIC UNDERPINNING

Burbank's powerful industrial economy staggered under the burdens of inflation, taxation and unemployment in 1974 and 1975. But in a rebuttal to a Wall Street Journal article, the Chamber of Commerce noted that far from being a ghost town Burbank was doing well economically. Fuel oil was sought and found. Christmas trade was very good. Burbank's 1974 real estate sales, countering a national trend, totaled nearly \$3 million more than in 1973.

### Building and Housing

Just as 1973 had been the year of the condominium in Burbank, so 1974 was the year of the apartment. Permits for 1974 totaled 1,599, slightly under the 1,628 of 1973. But valuations came to \$17,203,282, well over the \$14,959,509 of 1973 and the \$14,211,620 of 1972. If this was under the \$20,824,342 in valuations of 1971, it was still more than two-thirds above the \$10,603,112 of 1970.

Construction began in June, 1974, on a 10-story senior housing project. A huge Alpha Beta and also a Von's Market were built, as was a major Sav-On Drug store, all well over \$400,000 in valuation. In January, 1975, it was held that some 20% of the population lived in substandard housing; upgrading was proposed if \$5 million in federal funds could be had. Canaveral International Corporation said that it was taking a loss on the sale of 700 acres of Verdugo Hills property to Burbank despite the city's agreement to raise the price to \$1.2 million in January, 1975. Developers of Villa Verdugo, who had spent \$2.6 million on the project by 1975, were given a year to complete the remaining 185 condominiums.

Apartmentalization proceeded apace. In November, 1974, not one permit was issued for a home in Burbank and only 17 for all of 1974. This was down from 28 in 1973, 84 in 1972, 43 in 1971 and 92 in 1970. As significant was the fact that there were more demolitions of buildings than new single family homes, 68 demolitions in 1974, 74 in 1973, 57 in 1972, 56 in 1971, and 55 in 1970. Meanwhile, 316 apartment units were on permit in 1974, compared to 298 in 1973, 14 in 1972, 45 in 1971 and 131 in 1970, or 845 in five years.

Burbank, by 1974, had reached 36,330 dwelling units, 12,452 or 38.3% in apartments, 23,878 in homes, duplexes and trailers (440). When the city had 32,907 units in 1960, only 7,214 or 22% were in apartments. In 1950 of 25,938 units but 4,051 or 16.6% were in apartments. Postal counts showed on March 28, 1975, 648 vacant units in the

Burbank postal area, or 1.1%. But planners held that the actual figure was above 3%, still very low. In 1972 the figure was 2.6% and in the 1970 census was 3.4%. Burbank housing is jampacked.

### Business

The economic crisis pushed down Burbank businesses to 3,804 in 1974, from 3,830 in 1973 and the same number in 1972. But this was above the 3,760 of 1971 and 3,661 of 1970, although under the 3,870 total of 1968.

### Employment

For some years Burbank had more than \$250 million in industrial payrolls, the equivalent of a city of 300,000 or more. But in early 1974 Lockheed and Pacific Airmotive laid off 2,900 workers. Lockheed cut its work force 10%, Pacific a third. A new branch of the State Department of Employment opened in Burbank in May, 1974, to help locate jobs and reduce travel to work outside the city. Meanwhile, fire and police employees won a 10% raise in June, 1974. Increases for all city employees cost more than \$1 million.

With jobs scarce, some 50-year-olds and over picketed Burbank City Hall in July, 1974, to dramatize their problems. With \$256,000 in federal funds available, Burbank was creating 27 jobs for the unemployed by August, 1974. Burbank adopted the Comprehensive Employment and Training Act (CETA) of the federal government. Burbank was to receive an additional \$253,542 in federal job funds in October, 1974, to create jobs within the city government. Still, Lockheed had 17,500 employees at Burbank and 22,000 in California and expected to keep employment high during 1975.

Both "Miss" and "Mrs." were no longer to be on applications for Burbank city jobs after mid-November, 1974. Of the city's work force of nearly 1,300 some 9% were from ethnic minorities and 25-30% were women. Jobless claims in the Burbank area rose in November, 1974, to 18,821, about 10% above October and more than 7,000 above the 10,942 figure of November, 1973. A new federal law, requiring application of Fair Labor Standards Act to firemen and policemen, could cost \$1 million more than present personnel costs and force a reduction in jobs, it was noted in December, 1974.

In January, 1975, Burbank sought \$2 million in federal funds to create 207 public service jobs that would increase the city's work force by 15%. Burbank had 7.3% unemployed in January, 1975, just under the county's 7.7% and Los Angeles City's 8.7%. A proposed \$2 million construction project at St. Joseph Medical Center was looked to to help the job market. By February, 1975, Burbank was to receive \$440,984 in federal funds to create public service jobs. New unemployment claims in the Burbank area for February, 1975, were down to 4,448 from the January total of 4,870, but were well over the February, 1973, figure of 2,406. Then in March, 1975, as an additional \$490,000 in federal funds were made available, some 45 new public service jobs opened up.



One federal study, using a revised procedure, found the Burbank labor force in February, 1975, to have 46,797 people, with 42,279 employed and 4,518 unemployed, or 9.7%.

### Unions

A total of 17,000 Lockheed employees in Burbank and Palmdale on May 2, 1974, were to get a 12 cents an hour cost of living raise. The International Association of Machinists hired a company in August, 1974, to analyze Lockheed's pension plan. Four hundred workers walked out on strike at Pacific Airmotive on October 13, 1974, in a contract dispute. The strike lasted 22 days. In October, both Lockheed and Weber Aircraft settled contracts with the I.A.M. The three-year agreement avoided a strike and included a 5.5% wage rise the first year and 3% rises the second and third years. Lockheed Employees Credit Union in Burbank had assets of \$62 million by January, 1975, a one-year rise of \$11-million. Burbank lodges of the International Association of Machinists donated \$50,000 for striking members at McDonnell Douglas Company, whose group insurance benefits ran out, in March, 1975.

### Finance

San Fernando Valley Federal Savings & Loan Association opened a branch office in Burbank in 1974. A 10-story building for California Federal S&LA was planned for City Centre Redevelopment Project in 1974. Burbank City Employees Credit Union celebrated its 35th year by finishing 1974 with more than \$5 million in assets, 13% above 1973. Burbank's banks had deposits of \$282,687,000 in 1974, up from \$281,400,000 in 1973.

Latest Sales Management Survey of Buying Power figures in 1974 showed Burbank had income of \$493,759,000, which could have meant exceeding a half billion dollars by 1974. Per household income was listed at \$10,611, above both county and state and well over Los Angeles City's \$9,563.

### Industry

From the 1937 Census of Manufacturers count of 28 industries in Burbank, the city rose to some 400 by 1974. Industrial payrolls were \$2,909,465 in 1937 and more than \$250,000,000 in 1974-75. Burbank was truly a world industrial center. A Japanese Shinto ceremony was held at groundbreaking for the Rainwo and Ohara Publications Inc. plant in August, 1974. Two Burbank area companies, RCA and NBC, among 1500 U.S. firms on an Arab blacklist in 1975, could not explain why they were on anybody's list.

By 1974 Mayor Vince Stefano noted that the Burbank Redevelopment Project would show a profit by 1976. In July, 1974, ground was broken on 90,000 sq. ft. of land in the redevelopment project. The largest property sale--109,500 sq. ft. in the Golden State Development Project--was approved on January 28, 1975. An entire square block was

authorized for sale for \$315,000. A windfall acquisition came with the purchase of the 9.71-acre San-Val Drive-In Theater for approximately \$1.4 million in February, 1975, largest single purchase in the project. But in March, 1975, the redevelopers made their first repurchase of property--15,500 sq. ft. for the same price, \$48,000, that it originally cost--with the land moving into negotiations for resale.

A \$3 million damage suit for the wrongful death of Air Force Captain Robert R. Rumber was filed against Weber Aircraft Company on March 6, 1975, on charges that an ejection system manufactured by the company was defective. Menasco Corporation was awarded a contract of \$8 million to build 737 landing gear by Boeing Corporation in May 1974. Pacific Southwest Airlines began construction in June, 1974, of a 25,200 sq. ft. passenger terminal at Hollywood Burbank Airport, at a cost of more than \$1 million. Zero Manufacturing Company (AMEX) reported sales, net income and earnings per share for the first nine months ending December 31, 1974, were the highest for any similar period in the company's history.

Lockheed Aircraft Corporation--an entire vast history in itself--on March 29, 1974, received supplemental loans of \$75 million, in addition to \$650 million contained in a 1971 loan agreement and including a \$250 million federal loan guarantee. Lockheed's loans involved 24 lending banks. Orders for some \$40-\$50 million worth of aircraft came to Lockheed in March, 1974, from Saudi Arabia. In its annual report of 1974 the firm noted that it was carrying \$418 million work of development costs for the jumbo L-1011 Tristar program. Total costs had gone up to \$1.16 billion.

A 46-year flying career ended when A. W. "Tony" LeVier retired in May, 1974, as assistant director of flight operations for Lockheed. In May the company was working on an underwater oil drilling procedure for the continental shelf, using submarine and other advanced equipment, the U.S. Senate was informed. Also in May, 1974, Lockheed acknowledged that it was holding "very preliminary talks" of merger with several companies, including Textron, Inc., of Providence, R.I., a widely diversified firm which had \$1.9 billion sales in 1973. By May Lockheed gained a \$5.7 million contract with Canada for work on the Canadian Long Range Patrol Aircraft. By June, 1974, Lockheed was reported to be in line for \$85 million of new cash from Textron, Inc., as part of a restructuring with the eastern conglomerate to enable work on the L-1011 Tristar Jetliner program to go ahead. Also in June, 1974, Lockheed was reportedly discussing with Russia the sale of some 30 of its new L-1011 Tristars, part of a request for aid in constructing an aircraft plant in Russia.

The U. S. Navy awarded a \$1.3 million missile contract to Lockheed in August 1974. Lockheed was tentatively given a \$20 million contract in September, 1974, for testing work on space missiles. A \$3.5 million submarine contract for the Trident submarine program with Ocean Technology, Inc., was expected to create many Burbank jobs in September, 1974. Lockheed earnings moved up in the first half of



1974 to \$10 million or 96 cents a share. A Lockheed jet outraced the sun to fly from Los Angeles to London in September, 1974. The 5645 miles, traveled at 1480 miles per hour, took 3 hours, 47 minutes and 59 seconds. Lockheed was awarded a \$323,000 contract for a giant power-producing windmill on September 29, 1974, by NASA to use space age windmills to supplement conventional electric power sources.

Clarence L. Kelly Johnson, designer of the Lockheed SR-71 reconnaissance plane that set two world speed records, was honored October 11, 1974, by the California Air Force Association at McClellan Air Force Base. Lockheed, on November 29, 1974, announced that it had rejected an Arab bid to invest \$100 million in the firm to buy control. Lockheed entered its P-3 Orion Aircraft in competition for a Canadian production contract worth up to \$700 million in December, 1974. Employee inventors at the firm were honored with patent certificates and cash totaling \$5,500 in December 1974. Lockheed reported as of year end 1974 that more than 1425 military and commercial Lockheed Hercules cargo carriers had been ordered by governments of 37 nations and by private operators over the past two decades. Up to 125 of the heavy duty airfreighters were expected to be sold in 1975-76.

Then in January, 1975, top Air Force officers bid farewell to Clarence L. Kelly Johnson, Lockheed design chief, who as early as 1938 had persuaded the British Royal Air Force to order Lockheed's Hudson Bomber, credited with helping to hold off the German Luftwaffe in the Battle of Britain. First production model of the Lockheed P-3C Orion, an antisub plane, was delivered to the U. S. Navy by Lockheed in January, 1975. Lockheed facilities throughout the U.S. cut electricity usage almost 19% and natural gas consumption more than 20% in 1974 compared to 1973. Enough energy was saved to service a community of 100,000--larger than Burbank. Textron, Inc., on February 28, 1975, abandoned its plan to invest some \$100 million in Lockheed which noted that the shift "will have no effect on Lockheed's operations."

#### Industry-Film

A \$157,000 building was proposed in January, 1974, to house a museum for the Disney Film Studios creations. Disney productions announced that the financial outlook for 1974 was the best ever. Clifford M. White, security guard at The Burbank Studios, was named 1974's recipient of the Achievement Award from the San Fernando Industry and Education Council in March, 1974. Prince Charles, heir to the British crown, visited Burbank on a film tour in March, 1974, and saw actress Barbra Streisand among others. Burbank resident Robert Knudson, 48, on April 2, 1974, won his second Academy Award (Oscar) for achievement in film sound; Knudson had won the prior year.

The longtime Columbia Ranch in Burbank was to continue as a film center but six acres were also approved on April 23, 1974, as a shopping center site. With 11 shows scheduled, The Burbank Studios planned to match 1973's film production record in 1974. Columbia

Pictures Industries in May, 1974, reported third quarter profit of \$487,000 compared with a loss of \$6,479,000 for the same period in 1973. Technicolor, Inc., in June, 1974, agreed in principle to acquire Drewry Photocolor Corporation of Burbank. Ted Ashley, head of Warner Brothers from 1969 to 1974, and already called by some "The King of Hollywood," was 51 in 1974 when New Yorker magazine profiled him and found that under his guidance the studio was making a considerable sum of money.

Police were probing embezzlement of some \$249,000 from The Burbank Studios in July, 1974. Ted Ashley resigned as board chairman and chief executive at Warners on August 26, 1974, but remained as co-chairman and adviser to new board chairman, Frank Wells and new president, John Calley. Burbank won a court fight to close Warner Boulevard September 20, 1974. The Burbank Studios were diversifying into commercial drapes, commercial printing and even the possible building of Rose Parade floats in 1974. Based on the intangible value of motion picture films, Burbank received \$367,874 from the state in lieu of property taxes formerly collected on assessments in this sphere. A movie museum for Burbank was foreseen by Bob Hagel, president of The Burbank Studios, in November, 1974. Hagel said, "Burbank is unquestionably at this point the entertainment capital of the world," as Hollywood's last two studios were now gone. Hagel noted that he did not like "the rigid look, as if executives were turned out with cookie cutters" and had a standing rule of a \$5 fine for the junior film executives who showed up wearing ties.

Walt Disney producer-writer Bill Walsh, 61, died on January 27, 1975. Rebuilding at The Burbank Studios was to be completed by mid-July, 1975, at a cost of nearly \$500,000 to replace four outdoor sets and three sound stages destroyed in a September 8, 1974 fire at the TBA ranch. In February, 1975, Columbia Pictures Industries of Burbank announced second-quarter net income of \$739,000 compared with a loss of \$3,326,000 for the same period the prior year. Walt Disney Productions looked forward to a good year in 1975, its 3,500 shareholders were informed in February, 1975. Attendance at the two amusement parks of the firm was reported 4.6% higher on Sundays compared to the same period a year before. E. Cardon Walker, with the firm since 1938, was the new chief. Burbank, as part of its attempt to show its rising importance as a world film center, produced a 55-page movie location guide to attract more filmmakers.

### Retail Trade

Baskin-Robbins, the Burbank-based ice cream firm, opened five outlets in Tokyo, Japan in 1974. First land for the City Centre Project at Burbank was to be purchased in May, 1974, on a former funeral home site. A six acre shopping center was going in in September, 1974, on part of the old Columbia Ranch site. By February, 1974, bakers reported that increasing costs of many ingredients were forcing prices up; by October, 1974, rising sugar prices were forcing some bakers out of business. Burbank's former downtown developer, Robert Muir, cut final ties with the city's redevelopment on



November 12, 1974, by selling his property there for \$81,980. But by February, 1975, Muir said that if the economic situation were to improve he would renew his interest in the project. An 80,000 sq. ft. shopping and restaurant plaza at Verdugo Boulevard and Hollywood Way was to be ready for occupancy by June, 1975.

Sales Management reported Burbank total sales had reached \$242,415,000 for 1973, a \$20,000,000 rise over 1972. Estimates for 1974 were in excess of \$260,000,000. Back in 1938 Burbank's retail sales came to but \$5,351,000, in 1940 to \$11,261,000, in 1950 to \$80,585,000, in 1960 to \$106,311,000, and in 1970 to \$203,889,000.

### Taxes

Burbank by 1974 had the twelfth highest assessed property valuation among California cities. The 1974-75 assessment was \$398.8 million, compared to \$377,422,483 the prior year. Taxpayers were to pay their highest taxes in history as taxes rose 85 cents per \$100 of assessed valuation. For the first time in 32 years Burbank property owners, and not the city, were to pay the Metropolitan Water District tax, some 14 to 18 cents per \$100 of valuation. Back in 1966 assessed valuations were \$266,923,360. The nearly ten year gain was about 50%. For 1974-75, an estimated \$6,250,000 in taxes were being collected, compared to \$3,972,000 for 1966.

Third quarter 1974 taxable retail sales in Burbank rose by more than \$6.2 million compared to the same period in 1973, moving from \$64.8 to \$71 million. In all of 1973 the total taxable sales were \$270,871,000, which could possibly rise for all of 1974 to \$285-\$290 million. Sales tax collections for 1974 came to \$3,025,554, a rise from \$2,950,957 in 1973, or 2.5% more. The state, in February, 1974, sent Burbank \$60,142.61 as its January share of highway users taxes. Burbank was to receive more than \$1.6 million from the state in 1975 in highway users taxes and motor vehicle license fees.

### ECOLOGY

Burbank Beautiful in May, 1974, presented 17 awards to various bodies. Burbank air was comparatively cleaner in 1974 than a decade earlier, the state monitoring station at Burbank showed. From 1963 to 1972 a fall of 14.4 parts per million hourly average in carbon monoxide production was recorded. However, a Rand Corporation project noted that air quality in Burbank could be improved by more than 90%. And the County Air Pollution District in November, 1974, still rated Burbank's Public Service Department the 16th top stationary source of air pollution in the county. Meanwhile, Reynold Metals Company, in December, 1974, opened its first permanent recycling service center in Southern California at Burbank to buy up aluminum scrap for 15 cents a pound.

## Energy

Burbank electrical rates were driven up in 1974 by the energy crisis. The city could hardly afford low-sulphur oil at \$24.30 a barrel and had to use high-sulphur oil at a cost of \$5.47 a barrel. Senator John Tunney met with the mayors of Burbank and Glendale in January, 1974, to discuss energy. Burbank received a federal oil allotment for February, 1974, of 74,800 barrels, 95% of the February, 1973, allotment. Burbank's Redevelopment Agency approved a \$472,500 contribution on January 29, 1974, to switch to geothermal electrical energy. The U. S. Government accepted Burbank's \$1.1 million bid on geothermal land leases in the Lond and Imperial Valley areas in California in February, 1974. The joint venture partner was Republic Geothermal Inc.

Gasoline thefts were rising in Burbank in March, 1974. Residents were doing far less driving. Lockheed cut its fuel bill by 30%, Newsweek reported in April, 1974. Lockheed was working on a flywheel device for operating new forms of power for San Francisco, in May, 1974. With low-sulphur oil available again, Burbank was embarrassed by having 49,000 barrels of high-sulphur oil on hand; later in 1974 the oil was sold at a loss of \$60,000. Burbank received a \$45,000 refund on import duties it paid on 200,000 barrels of oil in July, 1974.

Burbank and 13 local firms in the city won an award for energy conservation in October, 1974, from the U. S. Department of Commerce. By December, 1974, the high price of fuel oil was costing Burbank about \$500,000 more each month than in 1973.

In January, 1975, Burbank approved a fuel adjustment increase to stave off a \$7 million deficit; further price rises were indicated if fuel costs pushed up. Burbank city's gasoline consumption and costs rose some 12% in 1974 over the 1972 figures to operate nearly 700 vehicles. Current gasoline price for the city, which pays no federal excise tax, was 42 cents. But 1974 had seen a 4.5% drop in electric consumption by consumers. Burbank planned to move "full steam ahead" on geothermal energy in February, 1975. Ted Toon was unofficial adviser on geothermal power. The average Burbank household, by March, 1975, was using 420 kwh of electricity a month, the equivalent of a barrel (42 gallons) of fuel oil. Residential electricity consumption had risen by 20% in 10 years.

An estimated rise of \$2.50 a month in average electricity bills was to occur in the fuel adjustment period beginning in March, 1975. Price rises had pushed the city's fuel expenses from \$3,089,674 in 1970-71 to \$12 million in 1974-75. By 1974 the city had 35,019 residential electric meters in service, up from 34,887 in 1973.

Gas meters at Burbank reached 35,859 in 1974, a rise from 35,683 in 1972.



## Water

As costs rose, water rates went up 18.5 cents in September, 1974. Burbank's longstanding antitrust suit over water meter equipment led to \$12,269 in payments on December 2, 1974. By 1974 the city had 25,753 meters, a rise of three water meters over 1973. Water demand reached 1,078,067,000 cubic feet, slightly more than in 1973 but below a half dozen prior years.

## TRANSPORTATION

An increase in the use of buses in April, 1974, led the Rapid Transit District to add ten buses to lines serving Burbank and Glendale. The full service gas station was slowly sinking and might even disappear, a spot check of July, 1974, showed. A transportation department report supported a proposal for two more RTD bus routes for Burbank and a dial-a-ride system. Without a rate increase in October, 1974, Red Top Cab Company indicated that it could not continue to operate taxis in Burbank. Increased fuel costs and higher workmen's compensation insurance rates were causing losses of \$16,000 a month. In October, 1974, agreement was reached on a fixed route intracity transportation system on a one year trial basis with RTD. Burbank's park-and-ride bus service doubled ridership by December, 1974, but remained below what RTD called success. A dial-a-ride intracity transportation system for seniors and handicapped was sought. Burbank's first bus shelter went up at Joslyn Adult Center; the Unitarian Fellowship funded it. Burbank applied for a \$73,984 grant from the state in January, 1975, for a proposed dial-a-ride intracity transportation system for aged and handicapped.

Meanwhile, city transportation included Amtrack by rail, 22 major truck lines, five scheduled airlines, Southern California Rapid Transit District, Continental Trailways, and Greyhound Bus Lines.

## Streets

Metering began on Burbank freeway on-ramps in Summer, 1974. A \$6,044,000 project involving six miles along the Golden State Freeway was approved by the state in the Burbank area in February, 1975. A \$750,000 hillside street improvement project, begun in 1959, opened on March 14, 1974, to provide access to Burbank's Starlight Theatre and De Bell Golf Course.

## Parking

The city approved free two hour parking around the Golden Mall during the Christmas holiday season of 1974 even though this cut revenues by \$3,400. While complimentary parking reduced the "hurried" approach to shopping and probably increased sales, the "meter bandits" were back in action in January, 1975. The city had 1,318 parking meters in 1974, with revenues in excess of \$80,000.

## Airport

Hollywood-Burbank Airport, one of the country's busiest, set a record of 1,643,454 passengers in 1974, up from 1,571,318 in 1973. The airport, a World War Two phenomenon, as early as 1946 had handled 1,296,836 passengers. In 1947, when Los Angeles International opened, the airport tumbled to 171,944 passengers and fought a decades-long battle to reach prominence again. Burbank presented a phase of a plan in July, 1974, which would lead to purchase of HBA by the city. In March, 1975, the FAA approved a \$116,348 grant for Burbank to study environmental problems at HBA as part of possible acquisition of the Lockheed facility.

Hertz opened its first branch in the Los Angeles basin at HBA in November, 1974, and was selling vehicles as well. Avis was contemplating a move to HBA. Slowing seat sales led to Pacific Southwest Airlines temporarily discontinuing use of its L-1011 TriStar jets at HBA in 1975.

## THE COMMUNICATION ARTS

Burbank had a resounding continuity in the communication arts whether in schools and libraries, newspapers and radio, television or telephone.

## School

A task force recommended in March, 1974, that a community college to serve Burbank and Sun Valley be set up within the Los Angeles Community College District. A 1974 report showed that Burbank school reading scores for 1973 in Grade 1 went up slightly, to 36, on national test scales, from 34 in 1972. In Grades 2, 3 and 6 the scores were down, and in Grade 12 the same. A product of Burbank schools, Marlan Proctor Jr. was elected president of the Burbank School Board in May, 1974; he was also the youngest board president in the board's history. Burbank Schools proposed a 1974-75 budget of \$22,940,047, to cost 28.03 cents on the tax dollar. Annual enrollment for 1974-75 was 13,903 for all levels of school, compared to 14,058 for 1973-74. Delores Palmer became assistant superintendent in charge of instruction on October 14, 1974. Minority students made up 15% of the enrollment.

Parents and others were invited in December, 1974, to volunteer to aid in teaching students as part of the state's Early Childhood Education Program. By March, 1975, its program at three Burbank elementary schools received high state rating. New budget procedures were adopted by Burbank schools in 1974. General Motors launched its new School of Product Service at its Burbank training centers on January 2, 1975. For 1975, Burbank was to spend \$1,155 on each pupil in the public schools. Burbank High School had a new campus aide, Jim Schoengarth, on the job by January, 1975, not to "bust" anybody but to keep students in class and keep offenders off campus. Newly enacted state legislation by January, 1975, enabled some Burbank teachers to work part-time at



reduced salary from age 55 to 66 and still collect full retirement benefits if they retired after 60.

Burbank Board of Education turned down seven initial teacher salary proposals in January, 1975. The district's top teacher salary ranked fourth highest among the county's 43 unified school districts for 1974-75. Los Angeles Valley College Outreach Program opened 12 courses in Burbank in February, 1975. Burbankers, if the city approved, would be voting for representatives to the Los Angeles Community College District in the April 1, 1975, municipal general election. Burbank was a member of the district. The schools were offering vocation oriented courses in March, 1975, and after, with state funded Burbank Regional Occupational Program guidance. Burbank had 23 public and seven parochial schools in 1975, plus schools at several industries, such as Lockheed and General Motors.

### Library

The Burbank library attracted 19,942 people in 1974 to its eight Starlight Bowl Family Film programs and 39 children and adult evening programs. Films loaned rose to 15,909 in 1974, from 13,795 in 1973. Book stock increased 6,085 to 245,270 for 1975. Circulation went to 673,091 for 1973-74, compared to 644,270 in 1972-73. Beginning on March 2, 1975, the Central Library was open again for 3.5 hours on Sunday afternoons.

### Newspaper

Burbank's postmaster honored the Burbank Daily Review and Glendale News Press in January, 1974, for aiding in finding jobs for youth. Superior Judge Campbell Lucas on January 23, 1974, ruled that Burbank and other cities' newsrack bans were invalid. John Murphy, 15, carrier boy for the Burbank Review, was named one of six outstanding newspaper boys in the state by the California Newspaper Foundation in January, 1974.

Burbank Daily Review was sold by the Copley chain to the Morris Newspaper Corporation of Savannah, Georgia, effective May 31, 1974, for unannounced terms. Offset printing was put into use by Burbank Review in July, 1974, to add color and creativity and speed. Photographers from the Burbank Review and Glendale News Press won five major awards in September, 1974, in the 17th annual Forest Lawn Press Photographers Competition and Exhibition. Dennis Duke was named editor-manager of the Burbank Review in October, 1974. Former Governor Ronald Reagan began a weekly column in the Burbank Review on January 17, 1975. Circulation of that paper had reached 12,879 in 1973 and was moving up in 1974.

### Radio

Lockheed Employees Recreation Club's amateur radio organization held its annual ham convention in Burbank in May, 1974. The club operated under the call letters of W6LS.

## Television

Burbank ordered rebates of overcharges for cable TV service in Burbank from October, 1973, to January, 1974. The rate had been raised from \$1.50 a month to \$4.90 by the franchise holder, Sammons Communications, Inc., but was rolled back. Some \$12,500 in overcharges were refunded in May, 1974. A KABC documentary on TV compared Burbank to European cities as a place to live and shop. TV personality Cliff Arquette (known as Charley Weaver) died at 68 at St. Joseph's Medical Center, Burbank on September 23, 1974.

Construction plans called for a \$750,000 service addition at NBC in October, 1974. NBC's shooting location for Little House on the Prairie led to transforming an area just northwest of the Valley in 1974 into a Minnesota community of the 1870's.

## Telephone

On March 11, 1974, Burbank speeded up its telephone system by installing Centrex. No central switchboard was needed. The city had 107,000 telephones in 1974, up from 106,000 in 1973.

## PUBLIC SERVICES

High winds in December, 1974, downed trees and wires all over Burbank; gusts rose to 35 miles per hour. Burbank had an average rainfall of 14.53 inches, a minimum average temperature year round of 51.9, mean of 63.6, and maximum of 75.3 degrees.

All public services were involved in earthquake affairs. Geologists from Envicom, which was studying Burbank's seismic safety, located the Burbank fault line in the Verdugo Hills just above the cul-de-sac at Church's Court, off Sunset Canyon Drive, in July, 1974. Burbankers were to be refunded \$3 million in federal money for the added costs of electricity caused by the 1971 quake.

Burbank's Public Works Department painted more than 240,000 feet of curb, crosswalks, and stop bars in 1974 and 180 miles of yellow and white street lines, 661 parking stalls, 172 street arrows and 3,698 street letters.

Expansion of the Burbank sewer plant cost \$2,252,400 in May, 1974.

## Refuse

Burbank's single major dump, the Land Reclamation Area, extended over 33 acres. The city's 22 refuse trucks hauled 67,611 tons there in 1974, down from 72,866 in 1973.

## Animal

Three brave bulls overplayed their roles--hams that they are--



in an Adam-12 script for TV in October, 1974, and went windowshopping outside the studio. The bum steers were corraled by three officers. Burbank Animal Shelter in 1974 sold some 200 more animal licenses than in 1973 but cut down the number of dogs put to sleep from 1922 to 1559. Cats removed totaled 1872, down from 2678 in 1973. Some 10,200 dog registrations (licenses) were issued in 1974, about 20 cat registrations, 350 for horses, and 14 for wild animals.

## Fire

Karen Christoffersen, 23, daughter of Burbank Fire Chief Robert V. Christoffersen, took the examinations to go on the force in June, 1974, first woman to do so in Burbank. Burbank's senior fireman Captain Herbert Hinthorne retired in July, 1974, after 36 years on the job. The captain always carried a nickel in his pocket, used in the old days to make telephone calls for more fire units. Fire destroyed three sound stages and four movie sets at The Burbank Studios Ranch 30-acre facility; damages came to \$5.8 million. Burbank appropriated \$119,323 to hire six more firemen in October, 1974. Fire Inspector Dean White noted that transients breaking into abandoned buildings were a "never-ending problem" in Burbank.

Burbank had 420 fires in 1974 with total losses to buildings of \$6,495,027. In 1973 the figure was 423 fires but only \$529,106 in losses. Emergency first-aid responses totaled 1,285 and all responses 3,508. Eight Burbank firemen recruits were graduated after seven weeks' training, in March, 1975.

## Police

Burbank Citizens Crime Prevention Committee, first organized in 1951, continued in 1974, with Stanley G. Pharson, attorney, as president. Energy shortages forced Burbank police in January, 1974, to curtail patrols. Twenty Burbankers set up Burbank Community Radio Watch to help with a radio communication network to counter park vandalism, reduce crime and aid residents in other ways in January, 1974. Police nabbed three streakers in March, 1974, and remanded them into custody of their parents.

While national crime rates went up 5.75 during 1973, Burbank's rate fell by 3.9%, from 3791 crimes (major or Part I) in 1972 to 3641 in 1973. But the figure rose to 3756 in 1974. Operation Identification was keeping some crime down. Still totals were well under the high figure of 4368 crimes in 1971. Burbank was a safe place to live with a relatively low crime rate and high clearance record for crimes, Police Captain William Smith noted in October, 1974. In 1973, 30% of crimes in Burbank were cleared compared to 21% for Los Angeles County. New youth coordinator for the Police Department was Karen Selikson, 26, of Van Nuys, former youth counselor for the Glendale police.

Four policemen were added to the Burbank force in December, 1974. Vandals forced an end to Golden Mall Christmas tree lights in December, 1974. Some 800 light bulbs were removed by vandals in 1974. By Febru-

ary, 1975, police were seeking a neighborhood watch to aid in lowering crime rates. Lt. Joe Norris received the title of Burbank Police Officer of the Year from the Burbank Exchange Club on February 26, 1975. Police in Burbank made a rare haul in March, 1975, a drug laboratory in which hallucinogenic materials were produced.

### Court

The Burbank City Attorney's office sought to compel Atlantic Richfield Company to remove some three miles of pipeline from under city streets. Donald Ervin was sworn in in April, 1974, as Municipal Court Clerk, the second one in Burbank's history.

Ronald E. Swearinger became Superior Court Judge at Burbank on July 29, 1974; he succeeded Edward Olson, who retired in May, 1974. North Central District of Superior Court, serving Burbank and Glendale, cut the waiting period for trial in 1974 and handled more cases. Richard R. Rogan of Burbank continued his term on the California Judicial Council for the rest of 1975.

### Post Office

Burbank Post Office was handling about 130 million pieces of mail a year in 1974. Receipts rose to \$5,095,000 in 1974, from \$4,767,461 in 1973.

## CULTURAL ACTIVITIES

A wide range of cultural activities was offered in Burbank in 1974 and 1975. Burbank was considering applying for a \$34,000 grant from the California Arts Commission to develop cultural activities for residents 16 years old and under and 60 years of age and over in December, 1974. To stimulate greater community input into cultural affairs recreation officials recommended recognition be given to the Burbank Performing Arts Federation, Fine Arts Federation and Athletic Federation in March, 1975.

### Art

Burbank Arts Federation, formed in 1972, was increasing the joint work of city cultural bodies. Knife artisan John Nelson Copper, who had crafted knives for 45 of his 69 years, was gaining recognition as one of the world's finest carvers. Some of the knives were crafted for such adventure films as Jeremiah Johnson and Night of the Grizzly.

### Dance

Cliff Ramsey, Lockheed engineer, and past president of Associated Square Dancers, America's largest square dance organization, was public relations director in 1974 for the organization. Ramsey noted, "square dancing is a far cry from the old idea of the overall-clad hillbilly prancing to the tune of Turkey in the Straw between nips from



a jug of moonshine." He said, "It is constantly changing in order to keep step with today's tempo and attitudes. Yet it has retained such basics as rhythm, fun and friendliness that have such a wide appeal to youths and adults."

Myrna Johnson, who in the 1930's had been a member of the Modie and Lemaux top professional dance team, retired from the Burbank Police Department in 1974. Her mother Louella was Burbank's first woman detective and a silent film star playing in movies with cowboy actor Tom Mix. Burbank's Le Bal de Noel glittered and people danced on and on at the 15th annual Christmas formal presented by Burbank Chapter, National Charity League. Foxtrot and waltz classes were offered seniors at Joslyn Adult Center in February, 1975.

### Music

Burbank High School Marching Band was holding concerts in Spring, 1974, to raise funds to pay for an international marching band tour of Europe. Burbank-San Fernando Valley Youth Symphony Orchestra, directed by Thomas Osborn, presented the final concert of its spring tour on May 19, 1974. In 1975, the youth symphony helped to celebrate Washington's Birthday with a concert. Dr. Louis Nash, music supervisor for Burbank schools, was appointed consultant for fine arts for the State Department of Education in June, 1974.

Two members of the Burbank High School instrumental music department, Miss Blennie Tuggle and Keith Stone, were chosen as members of the Southern California School Band and Orchestra Association in January, 1975. The old clubhouse at the De Bell Golf Course was made available in February, 1975, for use by various bands. Burbank Symphony, guided by conductor Hansel Rayner, presented its third concert of the 1974-75 Winter Season on February 22, 1975. Burbank Community Concert Association began its 30th annual membership drive on March 17, 1975, to increase its 1,100 member roster.

### Recreation

First phase of a \$500,000 De Bell Golf Course project was being considered in May, 1974. The \$100,000 landscaping project began at De Bell Golf Course in October, 1974, and was completed in March, 1975, making it a more challenging course. Longtime vaudevillian and Burbank resident Charles Cirillo, 65, performed for senior citizens in March, 1974. More than 450 walkers and bike enthusiasts gave a program at Buena Vista Park in March, 1974. Burbank purchased 59 acres of Verdugo mountain land in April, 1974, as a step towards a regional park. John C. Horan, 56, of Burbank, was made chief executive officer of the Los Angeles City Department of Recreation and Parks in May, 1974. Burbankers on the new four-day week said that it was like a vacation every week.

In June, 1974, Buena Vista Park's flood control channel was being turned into a meandering rock-strewn stream by special engineering work. Canaveral Corporation of Florida in July, 1974, filed an \$8 million damage suit against Burbank and claimed ownership of the De Bell

Golf Course. More than \$692,000 were budgeted for improvement of Burbank parks in 1974-75.

A bow and arrow hunting ban died in Burbank City Council in August, 1974, when councilmen agreed that state law would negate city control efforts. Lockheed Employees Recreation Club sponsored a stamp exhibition and bourse on October 5, 1974, with 120 frames of exhibits featured and a bourse of 20 dealers. Completion of Phase II of both the Brace Canyon Park and Buena Vista Park construction highlighted recreation activity. Eight tennis courts were resurfaced. The Burbank Theater in downtown Los Angeles, built in 1893 by Dr. David Burbank, founder of Burbank (he died in 1895), was razed in 1974.

On January 1, 1975, Burbank won the Founders' Trophy award in the Pasadena Tournament of Roses Parade. Melodie Brooks, 18, was runner-up in the national competition to select Miss Drill Team 1975 in February, 1975. Burbank Civic Light Opera opened its 29th season with Time for Music on February 28, 1975. Circus Vargas, world's largest traveling bigtop, was to reach Burbank with more than 100 performers and 130 animals by March 21, 1975. Randy Gardner and Tai Babilonia, along with Wendy Burge, all representing the Burbank-based Los Angeles Figure Skating Club at Pickwick Ice Arena, were headed for the World Figure Skating Championships in Colorado Springs in March, 1975.

Burbank Tournament of Roses Association requested \$1,500 in city funds in March, 1975, to recover additional float costs. Burbank's hillside Stough Park was fully reopened by March, 1975, after 2.5 years, following completion of street improvements. The old De Bell golf clubhouse was leased as a banquet facility in March, 1975, to Verdugo Restaurant Corporation, owner of the Castaway Restaurant.

In 1975 Burbank's various recreational facilities stood on 850 acres. The 15 parks had 12 lighted ball fields, two swimming pools, three recreation centers indoors and one senior center. A creative arts center functioned. Of 36 tennis courts, 24 were lighted. The city had a 3,000 seat amphitheatre and both an 18-hole regulation golf course and 9-hole par 3 course.

## ORGANIZATION

Burbank Chamber of Commerce sponsored the city's first annual Community Fair, disrupted by the fire at The Burbank Studios Ranch, and successfully operated an anti-rabies clinic in 1974. The city had 107 organizations of all kinds. L. Kenneth Wilson, City Librarian, became 1975 president of the Burbank Chapter of the National Management Association. For 1975 Ben Wolk replaced D. J. "Lefty" Leiker as President of the Chamber of Commerce. Burbank YMCA increased the Family YMCA to more than 260 men in 1972-74 and held a successful summer camp at Camp Earl-Anna.

On February 14, 1975, the city's first Optimist Club looked back on a half century's progress since its organization with 26 members



in 1925. Burbank Exchange Club sponsored a gala Marine Day for servicemen at San Diego's Camp Pendleton. Ruth Spiegel was recipient of the Burbank Interfaith Council's 1975 Brotherhood Award. Burbank Family YMCA had a \$200,000 Burn The Mortgage Campaign Drive under way in March, 1975.

#### CHURCH FUNCTIONS

Burbank had 45 churches in 1975. When three of the churches were burglarized on November 8, 1974, they reported a cash loss of \$39.76. Church of Jesus Christ of Latter-Day Saints opened a fourth ward in Burbank in 1974. Burglars broke into two churches and a school and took \$785.50 in cash and equipment on December 29, 1974. Other thieves stole turkeys, hams and other items from Christmas baskets delivered to the needy through the Coordinating Council.

Inflation was hurting all churches in 1975. Some congregations were facing financial ruin as expenses outran contributions. The budget at Pastor Hazen Simpson's Central Baptist Church rose from \$54,000 in fiscal 1968-69 to \$101,000 in 1975-76, a near doubling. Simpson, president of the Burbank Ministerial Association, said that the major expense, salaries, had jumped 12% this latest year just to keep up with the rising cost of living. The 200-member Burbank Seventh-Day Adventist Church was dropped from the 94-church Southern California Conference of Seventh-Day Adventists for "worship irregularities and financial practices" in March, 1975. Average attendance at the church reportedly had fallen to 40-to-60 persons each Saturday although the books showed 200 members. Dissenting Adventists met in the church anyway and were threatened with court action for trespass.

#### HEALTH

For the first time in the history of the San Fernando Valley Dental Society two girls were among six winners of dental scholarships, given in July, 1974. The first private alcoholic detoxification center opened at Burbank (and the Valley) on August 12, 1974. Ending a 42-year practice in Burbank, Dr. Erwin Pratt retired in October, 1974. Burbank's nine-man paramedic unit completed clinical training at St. Joseph Medical Center and then was ready for a two-month internship in a county mobile unit in November, 1974.

A Veterans Administration Community Center was opened in Burbank by the Veterans Administration Hospital at Sepulveda in November, 1974. No ill effects from Burbank's relatively hard drinking water can be linked to heart disease or infant mortality, a U.C.L.A. School of Public Health study showed in January, 1975. Dr. Preston B. Ervin of Burbank was named to the Southern California College of Optometry Council of 1000 in February, 1975.

Burbank hospitals were feeling the cost of malpractice suits as malpractice insurance costs rose. An eye clinic held at Joslyn Adult

Center in February, 1975, detected eye problems in 43% of 542 senior citizens tested. Some 54 persons or 10% had accelerated eye pressure or suspected glaucoma. Dr. Joseph Pessin of Burbank was one of three members of the medical staff of Gateways Community Mental Center selected to receive the first Mental Health Achievement Award for long and distinguished service, in February, 1975. St. Joseph Medical Center and UCLA in March 1975 began a cooperative research project which aimed at a possible test for cancer.

## WELFARE

In 1974 the Burbank office of the Bureau of Public Assistance was providing aid to 2,200 families with dependent children and an equivalent number of food stamp cases. Burbank Salvation Army Commander Captain Clarence Eliot, a third generation worker in the Army, left his post in June, 1974. Burbank Temporary Aid Center opened in December, 1974, to provide temporary shelter, food, clothing and even gasoline to anyone stranded between jobs or lacking help from regular social service agencies. Burbank's newly organized Community Development and Goals Committee in December, 1974, was preparing a recommendation to gain as much as \$5 million in federal funds. More than 360 baskets were distributed to needy Burbank families for Christmas, 1974, as part of the annual Food for Needy project sponsored by the Coordinating Council. The California Community Foundation awarded Burbank Council Camp Fire Girls \$1,193 and Burbank Retarded Children's Center in \$316 in 1974 for their work.

More than 100 seniors were given awards for giving time to the retired Senior Volunteer Program at Burbank in January, 1974. A 1974 study of aged in Burbank and North Hollywood revealed that of 88,924 people in Burbank, 14,561 or 11.37% were aged. Former Health, Education and Welfare Department chief, Arthur Flemming, spoke in Burbank and praised the city for using federal funds to build the Joslyn Center for seniors. A nutrition center for senior citizens, opening at McCambridge Park on March 19, 1974, offered a meal for 65 cents.

Some 2,000 seniors in Burbank began to apply for a \$40,000 refund on utility users' taxes and sewer charges by April 1, 1974. In December, 1974, Burbank asked the state to continue to provide funding for the supplemental nutrition program for seniors. The tenth and final story of the Pacific Home of Burbank was being prepared in February, 1975, with modular sections fabricated in Saugus and concreted in place at the site. The huge home was to replace one destroyed in the 1971 quake. McCambridge Park Nutrition Center celebrated its first anniversary on March 17, 1975, with a luncheon for 275 senior citizens. From 35 meals served its first day, the center was serving 135 people a day in 1975. An ad hoc committee was furthering establishment of Burbank's Committee on Aging in March, 1975, as the number of aged exceeded 15,000.

Burbank, at the three-quarters mark in the twentieth century, was a slice of American life that was energetically confronting new



problems prior generations had not known. The struggle for jobs and lower prices went on in virtually endless forms. Computers were used to ease the burden of inflation. In just about every sphere of life Burbank was up-to-date in striving on a 17.1 square mile territory to meet the challenge of urban life in an age when affluence had turned out to answer no problems whatsoever. Hundreds of new moves were being tried and others were being formulated to handle situations and issues that called on thousands for continuous and heightened efforts.

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